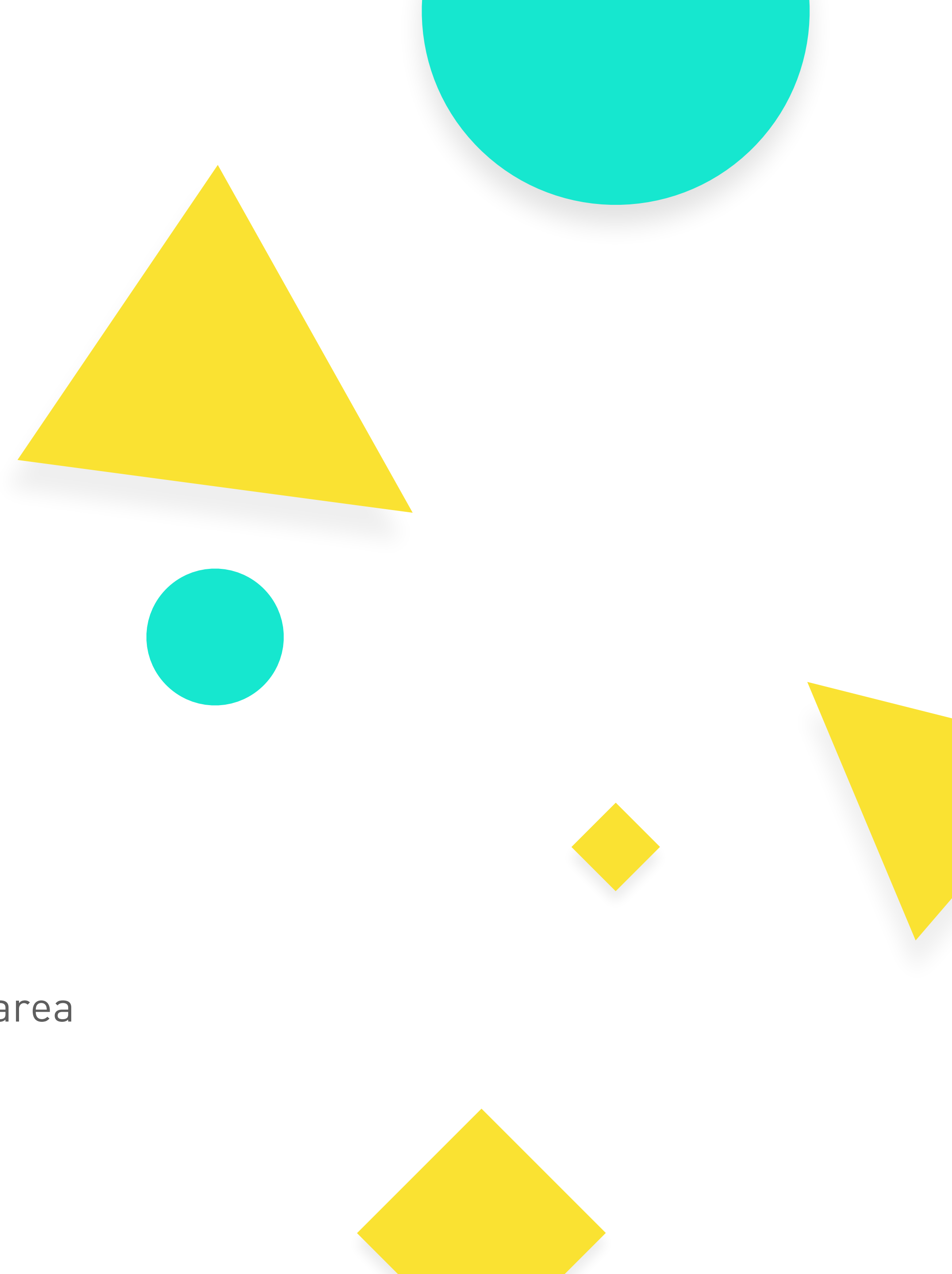


What's 301

Providing all-inclusive and precise services of brand communication, strategy, marketing & execution for your valuable company & business, yet we are ready to be your partner!

“The needs from brand in communication, strategies & creatives area turn us to start evolving together & take the role to give right handling of brand and marketing issues and plans to provide right and powerful solution through adjustable medium”



301 bring a deep partnership proficiency called

CRACK TIVITY

Detecting the problem + Cracking the idea = Finding the solution

Those pieces are synthesized and they're all set as
our important partner's resources & culture

Services & Channels

What's matter in our services?

We keep exploring, developing & evolving without letting the essence of creative attitude, process orientation & results focus going away! Because we care about your brand.

BRAND RESEARCH & STRATEGY

The core of a prestigious brand to dynamical evolvement and grow bigger starts from knowing 5W+1H about any point affecting the brand itself. And the way to find out until the well establishing plan are there at the process. We believe in a firm fundamental step in a great collaboration of partnership can bring something measurable and targeted to put the standard on what needed to expect and execute.

360° MARKETING

The importance of brand being spoken, used and met its precise customers are what really matter in marketing. By channeling the brand through sort of marketing lines, such as commercial and advertisement, brand activation, digital marketing, etc have been put us at this current stage to provide all inclusive marketing strategy and implementation needs all around. At this point, together in a tight collaboration, we potentially want to go with the best channel suggestion with the brand to meet the goals.

DIGITAL & MEDIA

A brand would love to best suggestion on sort of medium choice to communicate the brand. This is something that triggers us to always be able providing the solution through kinds of recommended digital platforms and optimize them well, as expected and incorporating with many publishers to deliver great deals for media buying and placement.

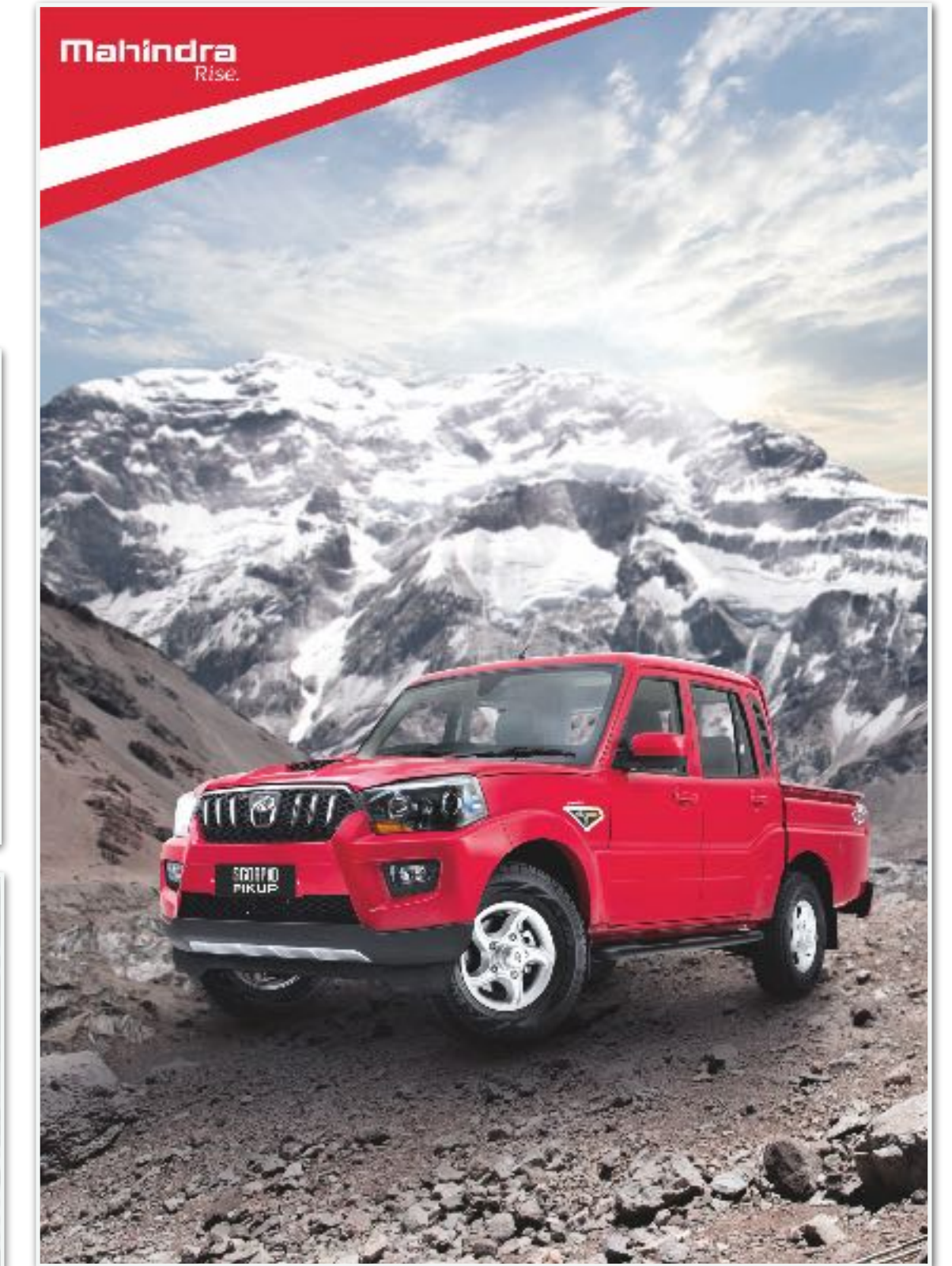
CONTENT DEVELOPMENT & PRODUCTION

Creativity and the way to carry it to present the brand are what we do. The pieces of artworks in styles that bring higher image of the brand is our key driver. We are not just starting it from a dot but we further produce it in relevant ways, such as static visual, video, motion graph, audio, mass print and other outputs that relevant to the brand.



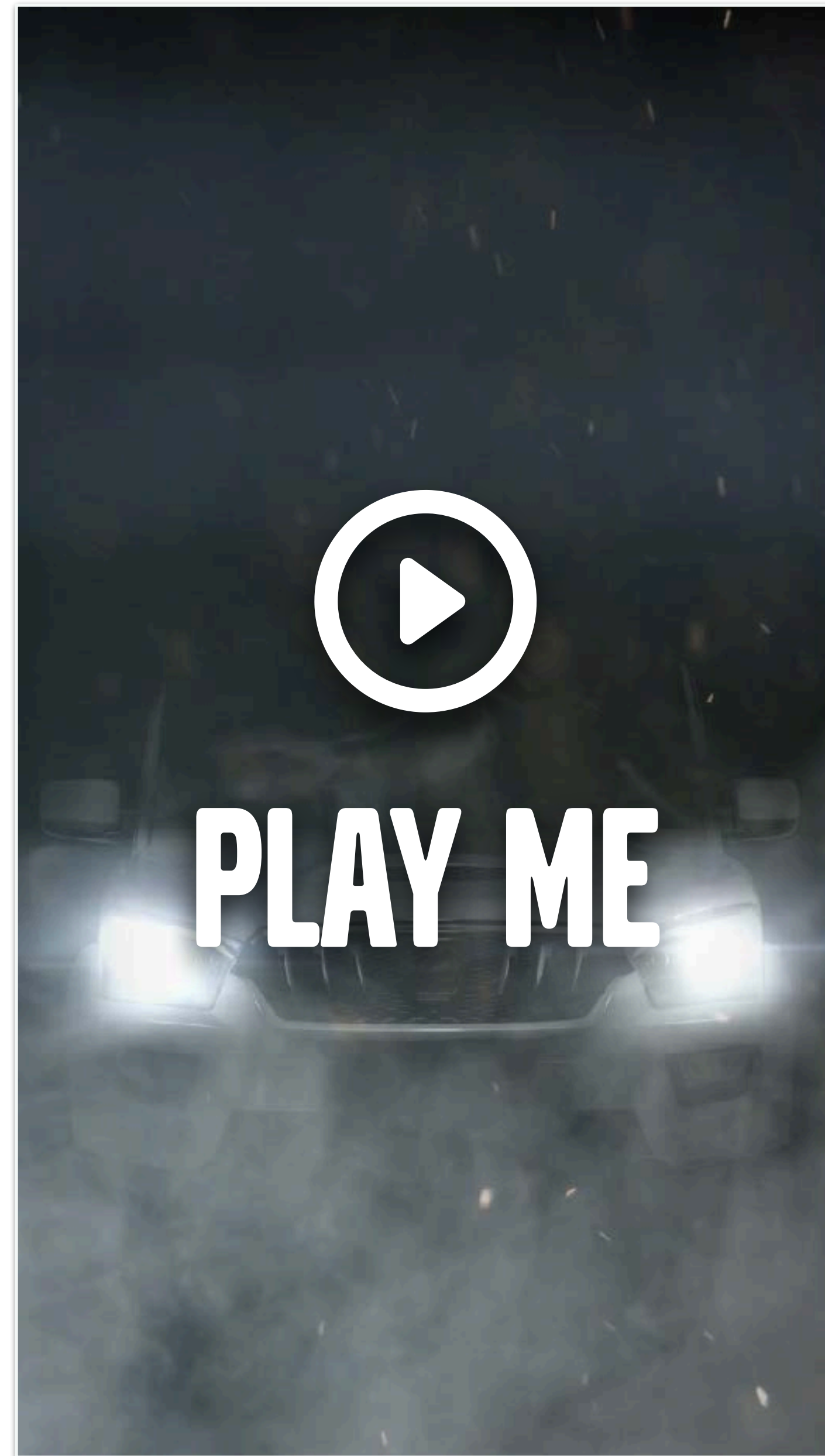
Mahindra

Through its second comeback in Indonesia's market, Mahindra is creating Through The Line Campaign. With these several advertisement visuals, Mahindra aims to be recognised as one of the considered brand with its owned selling point. Challenge The Toughness is created as the brand campaign idea that is leveraged from the global communication 'Rise'. Driven objective is about how the brand with its launched product can be proven having good quality & brand image that can be suitable for the market.





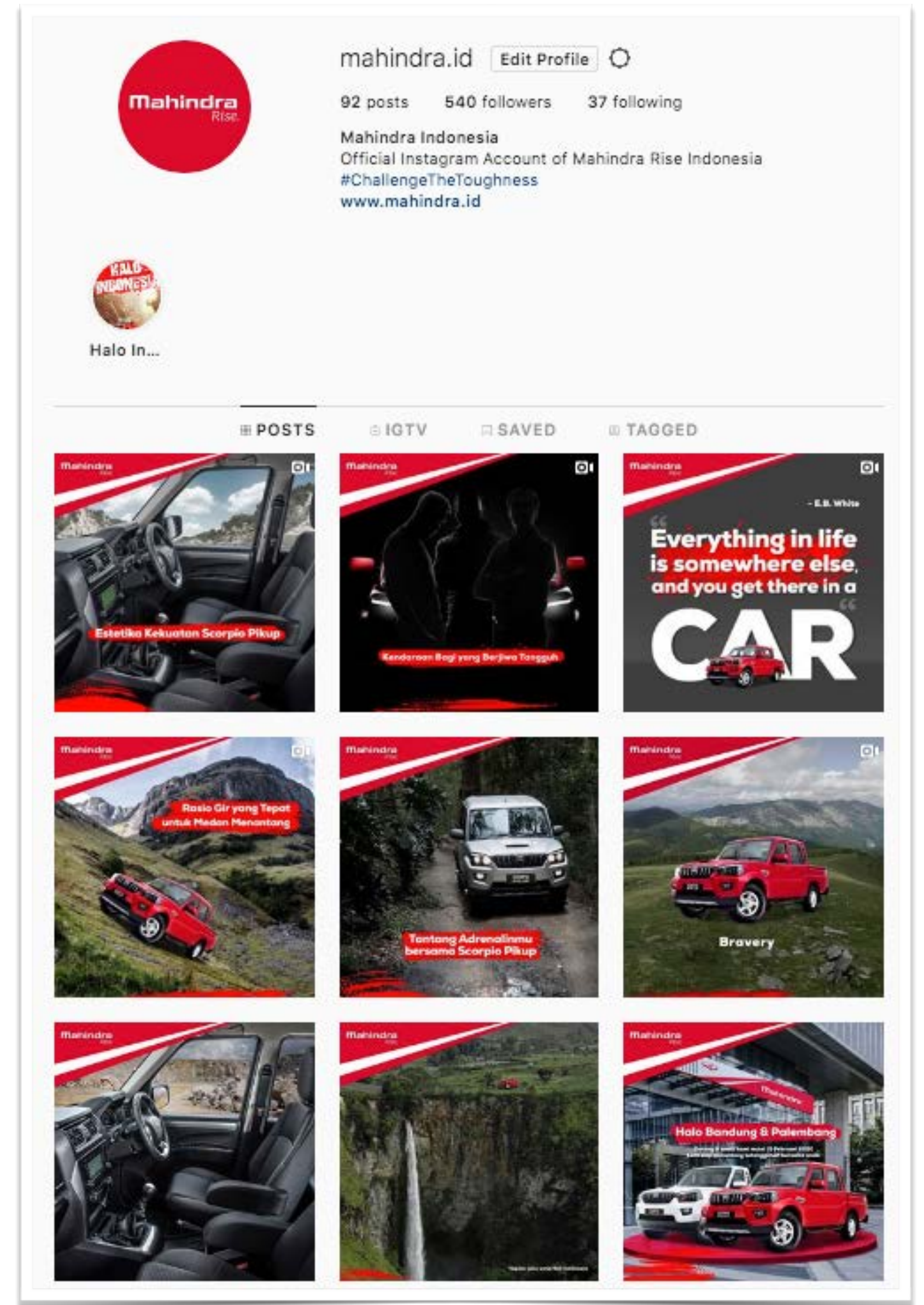
MEDIA GATHERING & SCORPIO LAUNCH - The flagship product for Mahindra Indonesia called Scorpio Pickup is launched in different treatment. The launch event is not only unveiling the look of the product but also allows invitees from media journalists to directly test the product through real terrains to proof the product USPs. Media effectiveness through public relation handling is nicely executed by giving possibilities to have knowledge on brand projection, product features and product assessment as a complete package





Social media content management and maintenance for Mahindra as a gateway for users to know its products and to be inspired by relevant contents that can lead user having consideration to purchase the product

MAHINDRA TEST DRIVE CAR - Car branding to create awareness that can impress people to have trial on Scorpio Pickup as one of effective channel to drive consideration to purchase the vehicle



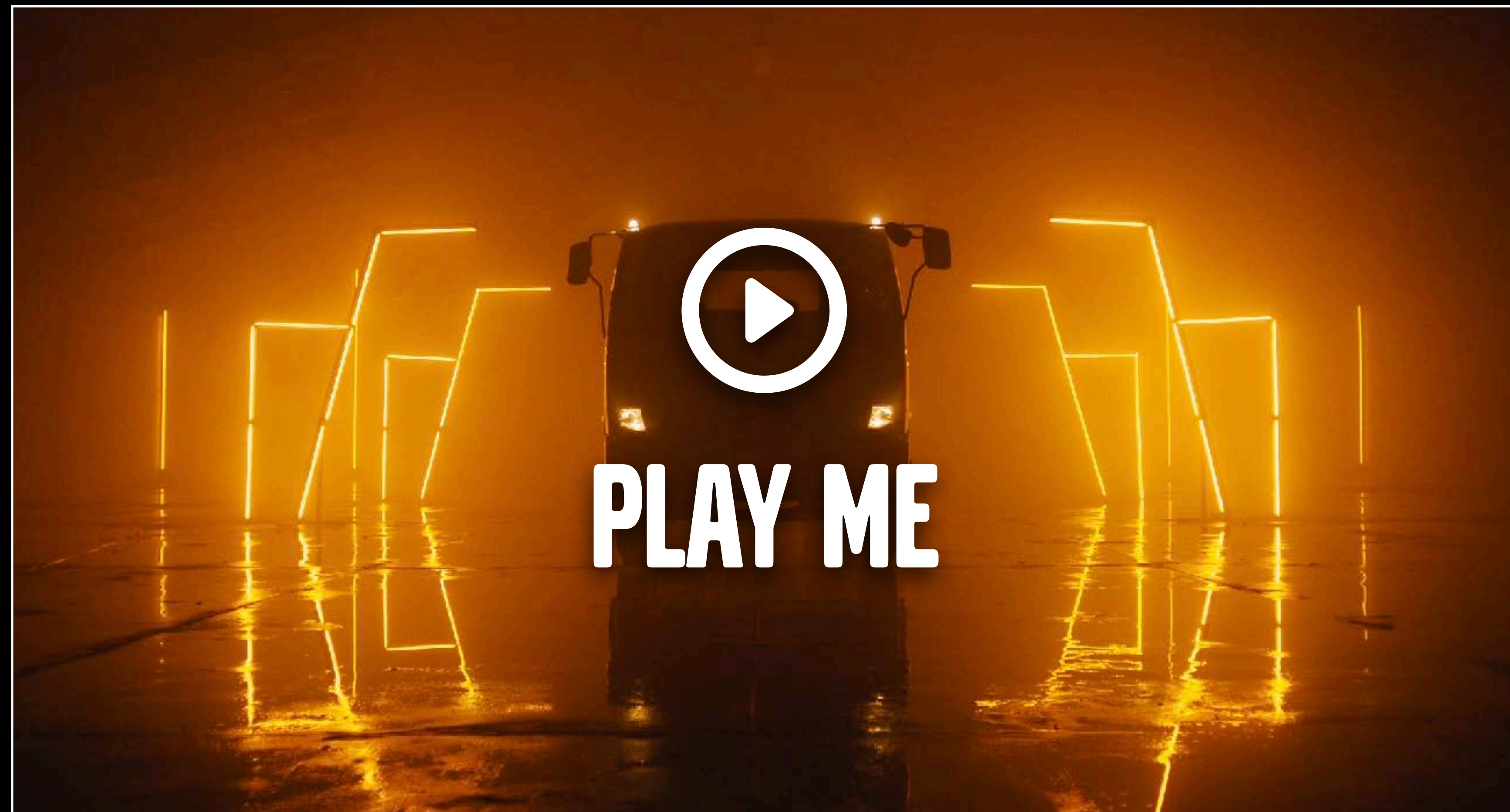


MAHINDRA TEST DRIVE - Private event is held by RMA Indonesia as Mahindra official distributor for its prospective dealers in Indonesia to do certain products trial of Mahindra. This is aimed to explain more about the products & get direct experience for participants in knowing the product in detail regarding the uniqueness & capability of the vehicles





Next 7 Variants of FUSO Fighter Line Ups are wrapped through cinematic style video that explains features of truck. Our challenge is to create something different by applying exclusive treatment that has never been done before with typical competitor on Commercial Vehicle (CV) segmentation. This is also purposed to present a fresh way of delivering the product USPs.





New products from Mitsubishi FUSO, called Fighter are wrapped through cinematic style video that explains features of truck. Our challenge is to create something different by applying exclusive treatment that has never been done before with typical competitor on Commercial Vehicle (CV) segmentation. This is also purposed to present a fresh way of delivering the product USPs.





DIGITAL AD FOR
FUSO FIGHTER
FN61FL HEAVY DUTY

The New
FIGHTER
Professional for Professional



BARU!
FN61FL
HEAVY DUTY
270PS | 6x2 | Dengan Transmisi EATON



Panjang Cab to end **9,8M**



The New
FIGHTER
Professional for Professional



BARU!
FN61FL
HEAVY DUTY
270PS | 6x2 | Dengan Transmisi EATON



Panjang Cab to end **9,8M**





One of annual project from
PT. Krama Yudha Tiga
Berlian Motors through
calendar 2020 production
as the medium to
introduce Fuso Fighter as
the new variant in medium
duty truck segment





In order to educate and to give certain update about product & service, PT Krama Yudha Tiga Berlian creates several Point of Sales Material that covers information about various products from Light Duty to Heavy Duty Trucks through premium, exclusive and fresh look that is in line with the core spirit & image of KTB





In order to educate and to give certain update about product & service, PT Krama Yudha Tiga Berlian creates several Point of Sales Material that covers information about Sales, Service & Spare Part called 3S Booklet. Through fresh & premium look, KTB is expecting to increase the sales and service to the customer for year ahead



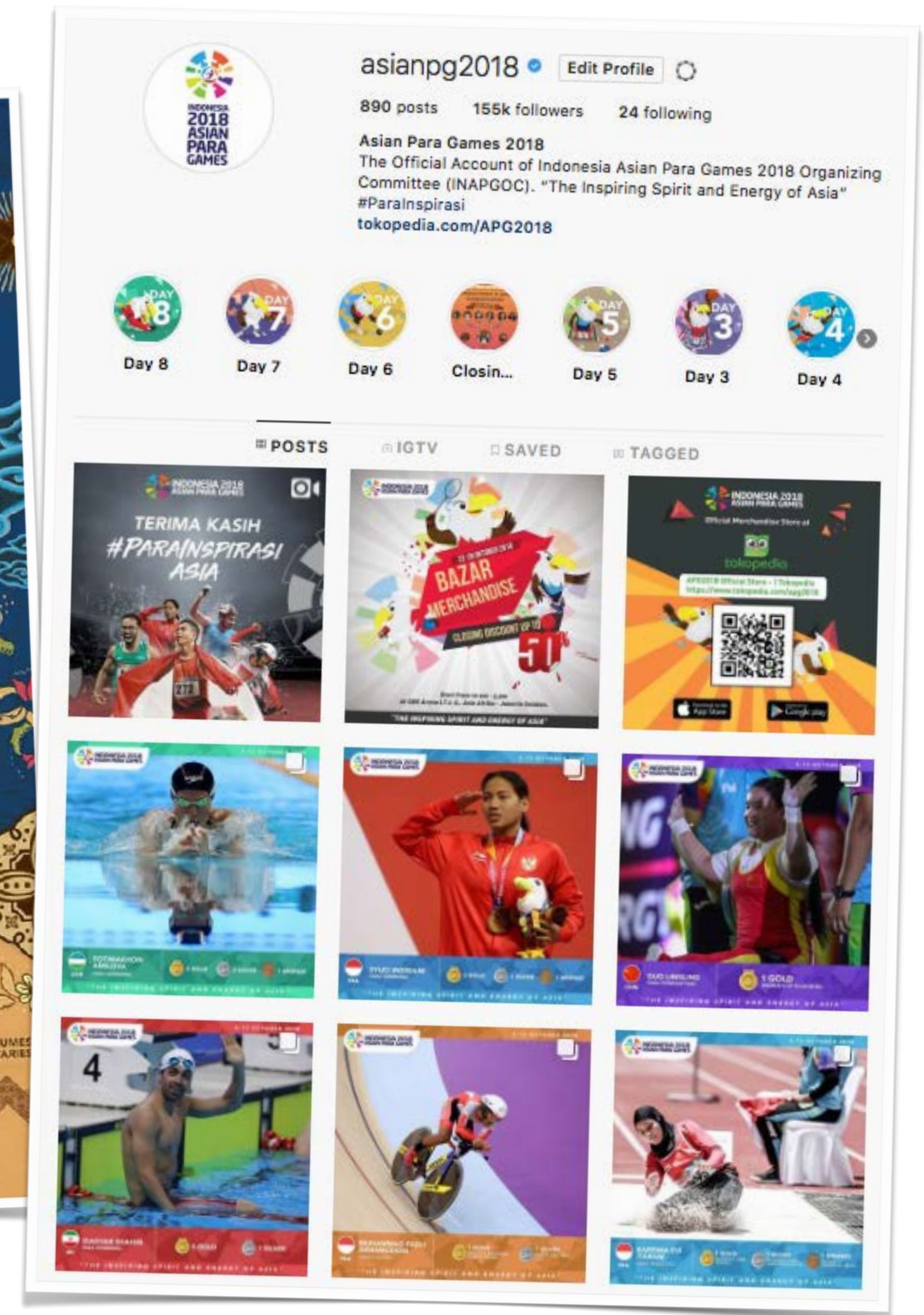


DIGITAL AD FOR
GIICOMVEC 2020

A digital advertisement for the FUSO B-CANTER truck. The ad features a blue truck with a white canopy, set against a dark blue background with light blue streaks. The text "B-CANTER" is in a stylized, italicized font, followed by "Driving Your Future Business" in a clean, white font. The FUSO logo is in the top right corner. At the bottom right, it says "Fully Charged at: GIICOMVEC 2020 JCC Senayan, Jakarta Hall B2 5 - 8 Maret 2020". The ad is framed by a white border with a "FOLLOW" button and a menu icon at the top right, and icons for heart, comment, share, and bookmark at the bottom.



As one of the biggest Paralympic event in Asia, we are participating to manage all social media contents and digital activation through potential social media platforms to boost people awareness & engagement toward Asian Para Games 2018

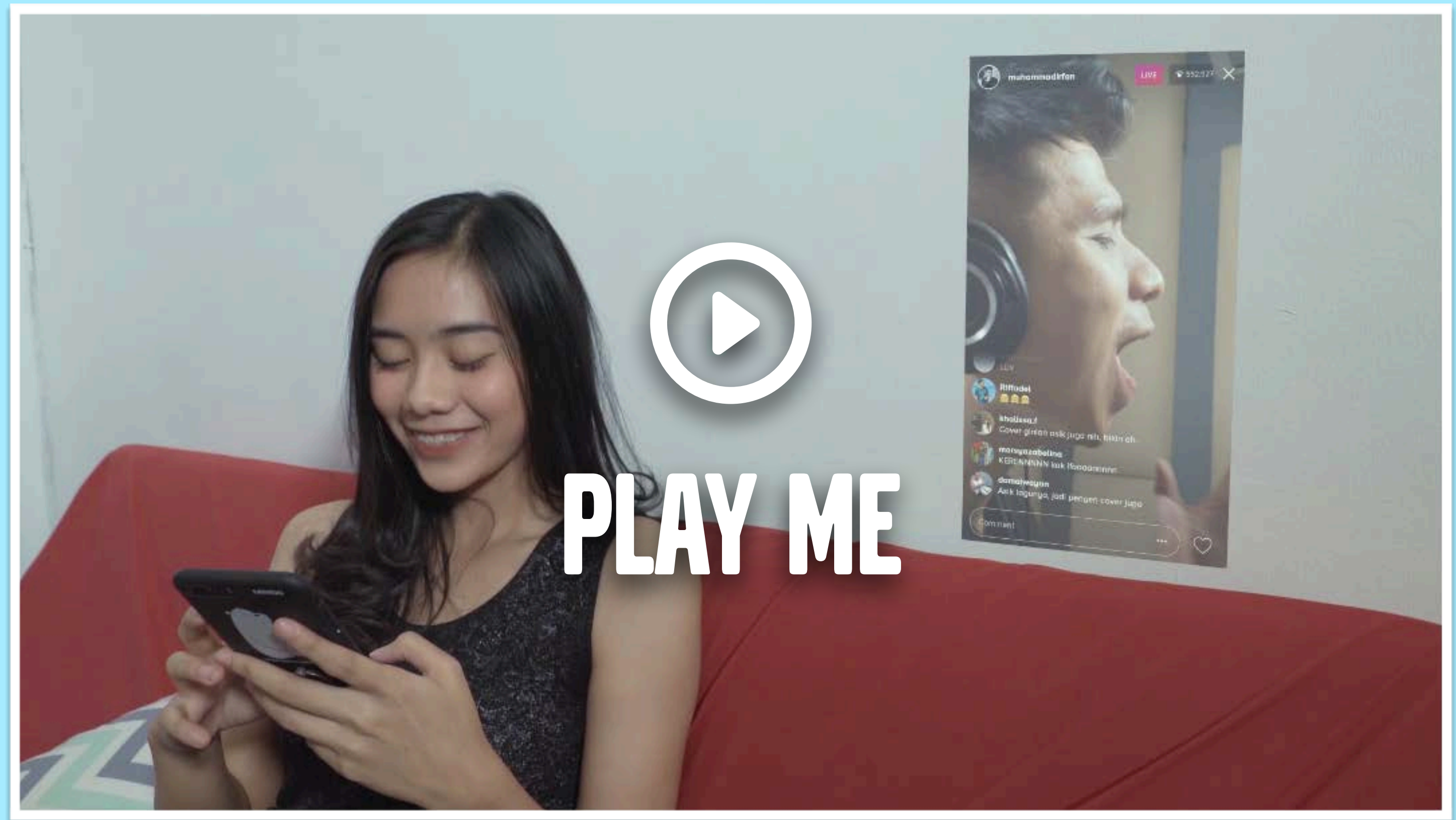




*Digital Activation of
Asian Para Games 2018*

#SongofVictoryChallenge

*Cover in Indonesian,
Korean and Arabic
version*



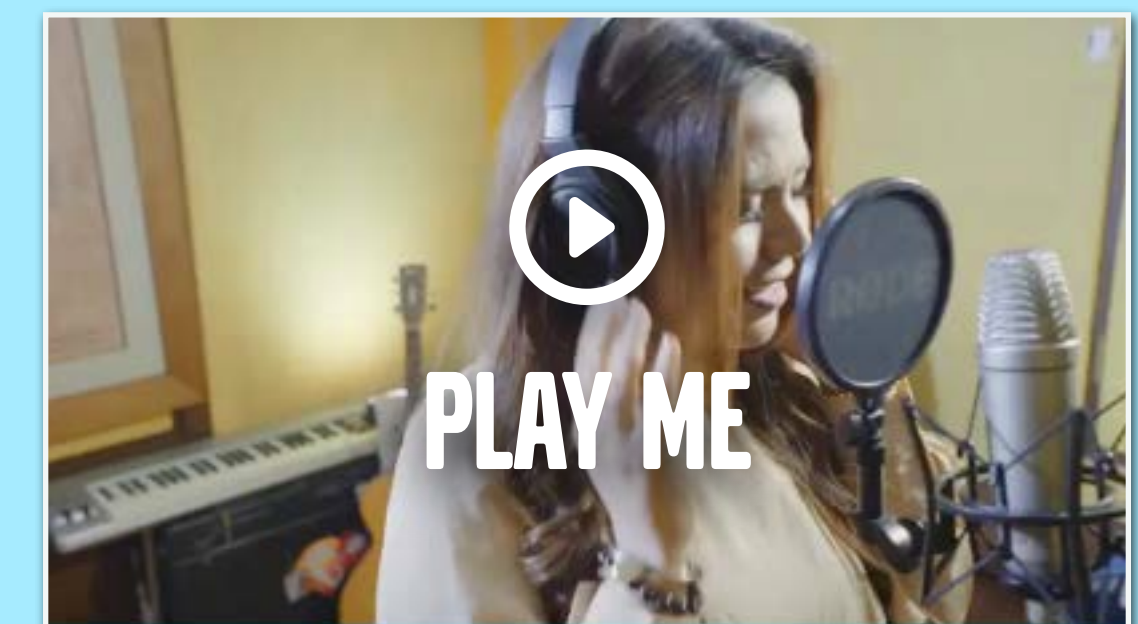
PLAY ME



PLAY ME



PLAY ME



PLAY ME



*Digital Activation of
Asian Para Games 2018*

#ParaDanceChallenge





*Digital Activation of
Asian Para Games 2018*

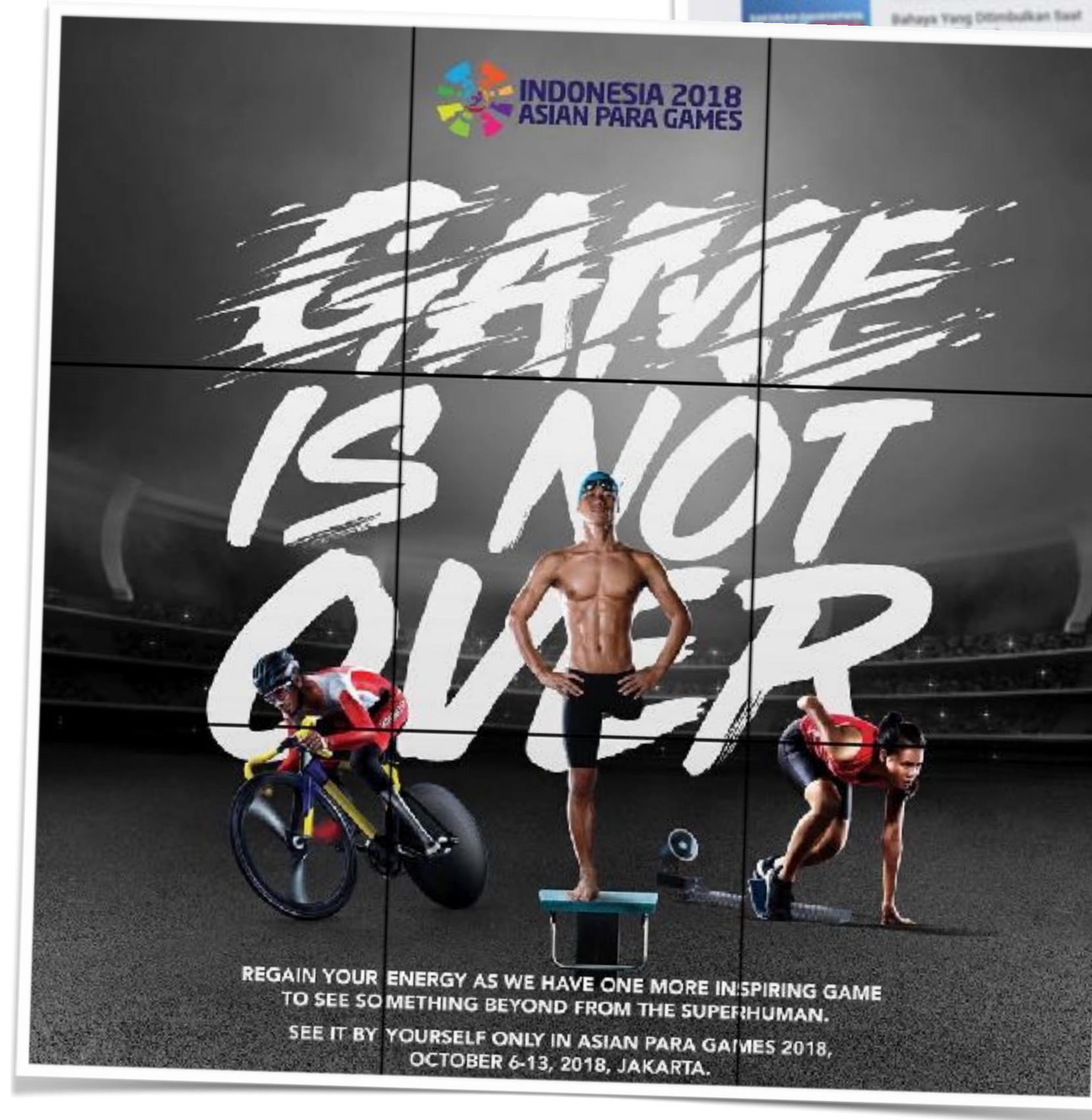
*SATUKAN INSPIRASI
(B.J. Habibie)*





INDONESIA 2018 ASIAN PARA GAMES

As one of the biggest Paralympic event in Asia, we are participating to manage digital ads placement to boost people awareness & engagement toward Asian Para Games 2018. As the result, all defined Key Performance Indicators (KPI) are over-achieved looking at the clicks number & platform engagement increase.



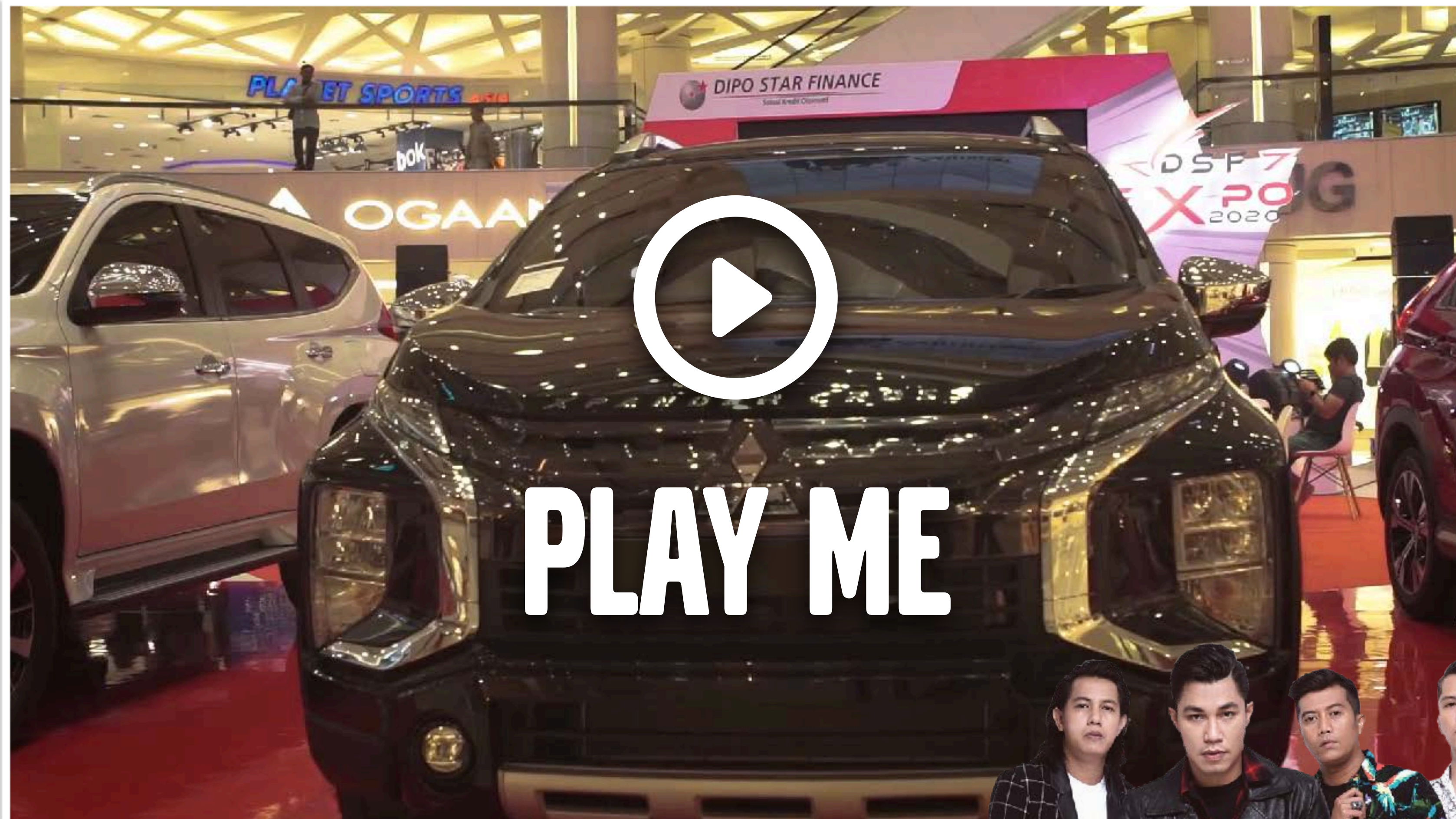


DSF EXPO 2019 - Executing and organizing the atrium event in Summarecon Mall Serpong to create awareness and engagement to lead visitors to purchase Mitsubishi Passenger Car products through Dipo Star Finance car financing in fresh idea that involves creativity, location & content selection and production. Through this event, it creates number of walk-in customers who make purchase and better & effective awareness as a medium to drive visitors to come to the booth to get engaged with Dipo Star Finance



 **DIPO STAR FINANCE**
Solusi Kredit Otomotif

DSF EXPO 2020 - Executing and organizing the atrium event in Tunjungan Plaza to create awareness and engagement to lead visitors to purchase Mitsubishi Passenger Car products through Dipo Star Finance car financing in fresh idea that involves creativity, location & content selection and production. Through this event, it creates number of walk-in customers that become source of transaction. Furthermore, the sales target is satisfyingly achieved over 113% besides having good number of visitors who come to booth



PLAY ME





*Creating more engaging and
educative content for San
Remo Pasta that is made from
great ingredients to support
healthy lifestyle from the
gained benefit of real pasta*



PLAY ME

sanremoindonesia

**SOCIAL MEDIA
MANAGEMENT
MAINTENANCE
OPTIMIZATION**



As the medium to educate all employees & customer, Bank Syariah Mandiri create certain animation (motion) media explainer from certain products that are planned to expose. Catchy and dynamic motion 2D is created to get better understanding through nice visual in order to get viewers willing to follow the video until the end



1 *STATION*

1-Station, as one of retail workshop in Indonesia is planning to have marketing campaign in order to grab public attention & create awareness. The brand communication is initially set up to appear the image of the brand through NGEBENGKEL BENER. Radio ads are also considered use to advertise their brand,, product and certain promos by creating series ear-catchy ads & attractive ad-lips



PLAY ME



OLDTOWN™
WHITE COFFEE

OFFICE-TO-OFFICE SAMPLING & SELLING - In increasing the awareness & product trial, Old Town White Coffee bring out the taste of authenticity to be served office-to-office. Several activities are created to engage participants to the hype & experience during office hours. Positive feedbacks & sentiments are gained as the impact of the event digitally & on ground. Furthermore, number of products have been successfully sold.



nutella

*NUTELLA - MAKE MY MORNING
Nutella Regional do the
campaign to provide healthy
breakfast with Nutella's spread
as the main ingredient. This is a
digital activation project that
captures tweets & location of
target user by using social media
listening called Pulsar*





*PEKAN RAYA INDONESIA 2017
As part of tenant participation on
Pekan Raya Indonesia (PRI) 2017,
Garudafood is creating two iconic
booth constructions that
represent all of its various
products to be implemented as a
main theme in the exhibition.
Inside the booths, visitors can
find memorable experience
through some engaging activities
that relate to the objective of
product selling & sampling.*





ICON+ DIGITAL HOUR - Icon+ turns its own Base Tower Station asset to support network quality improvement. In this event, several telecommunication providers are invited to a business meeting & talkshow. We wrap the event in such an iconic way from a just common meeting that offers more engagement & entertainment while invitees are having deals with Icon+.





ICON+ GO DIGITAL 17TH ANNIVERSARY - In celebrating 17th anniversary, Icon+ creates such a memorable event with all employees & stakeholders. Wrapped in futuristic & digital atmosphere, we keep it in line with the given theme as Icon+ launches some digital products to support its services.





A complex journey of its software makes Nexsoft, as the ND6 software developer, creating a technical tutorial video to clearly explain to user every chain process to support principal company goods distribution until reaching merchants/stores





Firstly launch in Indonesia
MR. D.I.Y create all POSM &
produce them to promote and
give awareness to people as
they launched two outlet at
Mall Ambassador &
Hypermall Bekasi

1
Toko Pertama
DI Indonesia

MR.D.I.Y.
Always Low Prices

**350 TOKO Di
Asia-Pasifik**

Telah
Di Buka
MR.DIY
MBH BEKASI
28 september 2017

MR.D.I.Y.

WWW.MRDIY2U.COM

TERSEDIA DI MEGA BEKASI HYPERMALL

PERKAKAS
PERHIASAN & KOSMETIK
MAINAN ANAK
AKSESORIS MOBIL

KADO & SERBA SERBI
ALAT RUMAH TANGGA
ALAT TULIS
PERALATAN LISTRIK
HOBI & OLAHRAGA

MR.D.I.Y.

JTI

JAK-JAPAN MATSURI 2017
One of annual event held as a form of
Jakarta & Japan Goverment
collaboration to showcase diversity of
both culture. Japan Tobacco Indonesia
participating on event to provide
various Japanese culture to be
exposed to visitor, such as creating
handcraft/Shibori, Sushi & Kurumi Art





Bayer HealthCare

*ASIA PACIFIC MANAGEMENT MEETING
Creating memorable APAC Bayer
Pharmaceuticals meeting in Bali*





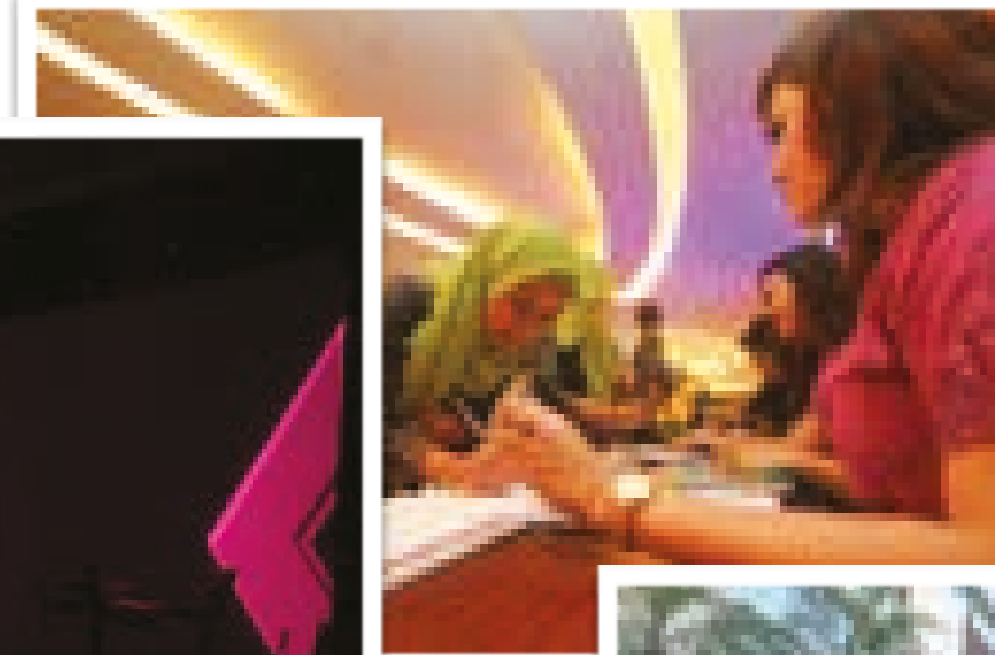
*GULAKU "HEBOH" GEBRAK PASAR
Selling & Branding program with idea:
HEBOH (Hemat belanjanya, Boleh
Hadihnya)*

*It is a pilot project traditional market:
Pasar Kranji Baru, Pasar Cijantung,
Pasar Embrio and over achieve for
selling percentage up to 156%*

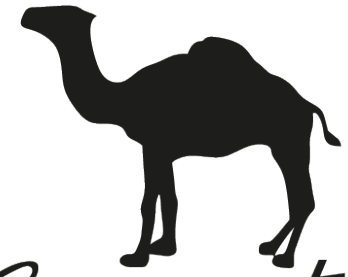


MERCK

*NATIONAL CONFERENCE 2016
Continue to drive the strategic
brands to become No. 1 market
leaders in Indonesia*



CAMEL



Genuine Taste

*CAMEL IDEACTIVE PROGRAM
Starting the program we will invite
and classified the KOL & the
community that related to the
brand (Gen-Z)*



Richeese

*SELLING & SAMPLING ACTIVITY
Creating awareness to increase
product sales (Nabati) through
selling & sampling activity*





PT. Penta Chemicals Indonesia

PT Penta Chemicals Indonesia produce Corporate Agenda to be distributed internally among all employees, board of director & stakeholders as one of annual project that occurs in the end of year. Premium look and feel through sketching combination in every divider sheet is created to impress & represent Corporate Character and hope in the future



Thank You

Contact Us : +62 812 9415 119