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# COMPANY PROFILE

*"Your Partner for Successful  
Event Creation"*



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# Who We Are

**VISIONARY**

**FLEXIBLE**

**WORK WITH HEART**

**TEAMWORK**

**COLLABORATION**

Our team consists of young, dynamic and experienced people that work with passion to build Indonesia's event to grow by meeting the international standard. We know what works and what does not. We can share the international best practice to adapt your working practices and processes. We are the first company in Indonesia that brings you a full service in order to deliver your corporate event, conference and exhibition. Your team will have more time to generate more revenue and focus on your company's business strategies. We understand the importance of delivering an excellent event and creating a lasting impression for your participants hence we are committed to ensure your event achieves everything you have set to do.

Let us be **"Your Partner for Successful Event Creation"!!**

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# "O2O BRANDING" SERVICES



DIGITAL Strategic &  
Monitoring



DIGITAL Activation  
INSTORE Activation

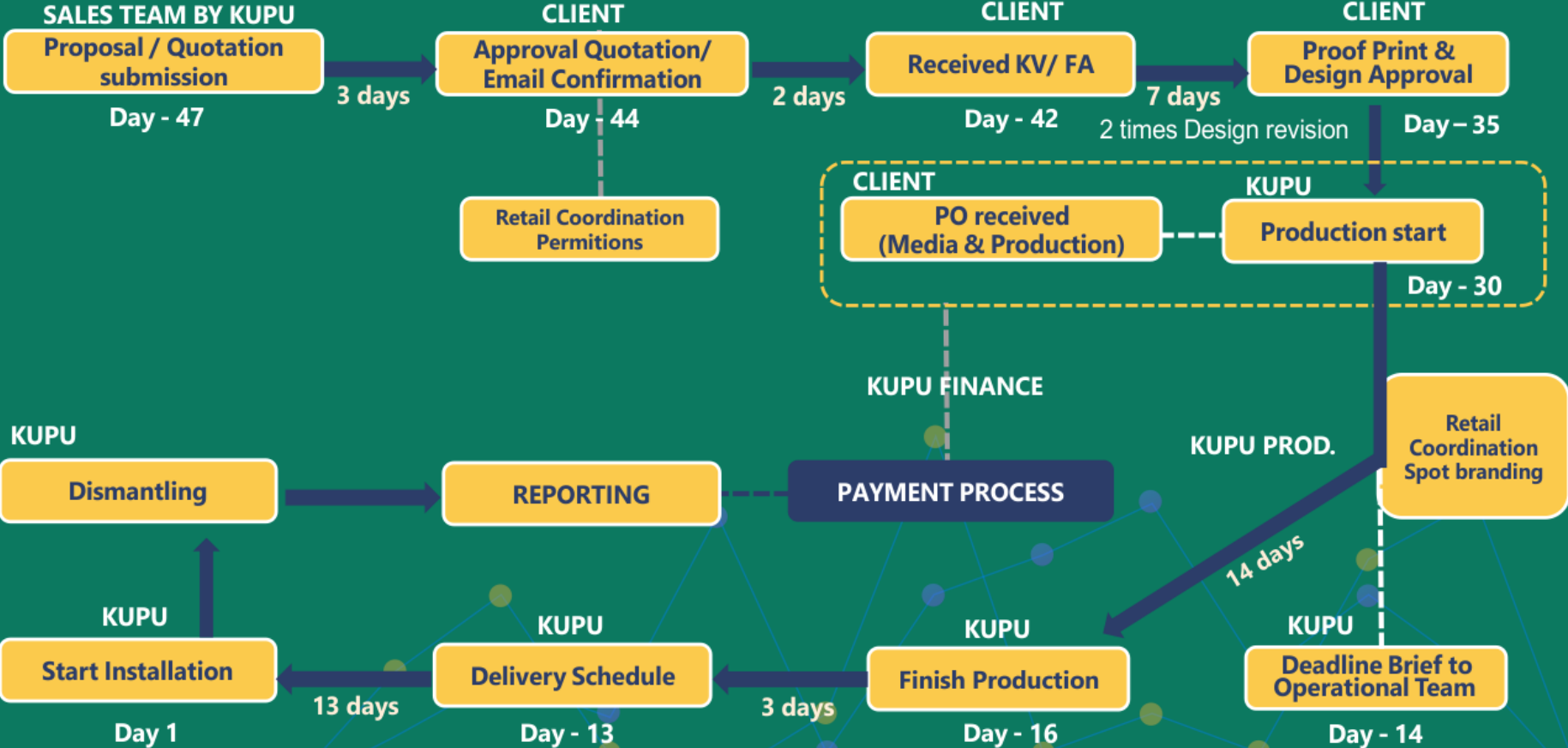


INSTORE OUTSTORE  
BRANDING &  
PRODUCTIONS



PUBLIC  
RELATIONS

# BUSINESS PROCESS



# SCOPE OF WORK



## PRE IMPLEMENTATION

1. Survey
2. Permit
3. Retail Coordination
4. Design Development
5. Production
6. Product Briefing

## REPORT



## POST IMPLEMENTATION

1. Report Documentation
2. Dismantle
3. Data Analytic & Measurement \*

*\*terms & conditions apply Consumer Analytic Da*



## DURING IMPLEMENTATION

1. Loading
2. Warehouse & Logistic
3. Supervision and monitoring

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# Services & Media Propose



# DIGITAL SERVICES

## Social Media Post



### CLICK & BUY

Promotion on our social media feed. Hard-sell content with newest Instagram shopping feature; drive customer to brand's page in Transmart Home Dailivery Apps

## Social Media Activation



### POP QUIZ

Promotion using in a form of pop quiz activation. Users will be exposed with product knowledge and receive prizes.

## Social Media KOL & Community



### KOL USAGE

Promotion on our feed parlaying with influencer partnership to further amplify campaign. (Local or National)



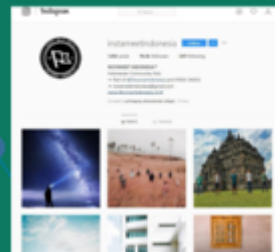
### STORIES PROMO

Promotion on ig stories. Swipe up to landing page for more info on promo.



### O2O COMPETITION

Promotion in a form of Online to Offline competition, ask user to engage directly to in-store products.



### COMMUNITY TAP-IN

Partnering with community that best suits the brand. (Instagram)

# In Store Media



ENTRANCE THE STORE



REGULER SHELF



CHECK OUT COUNTER

MAIN AISLE



FROZEN AREA

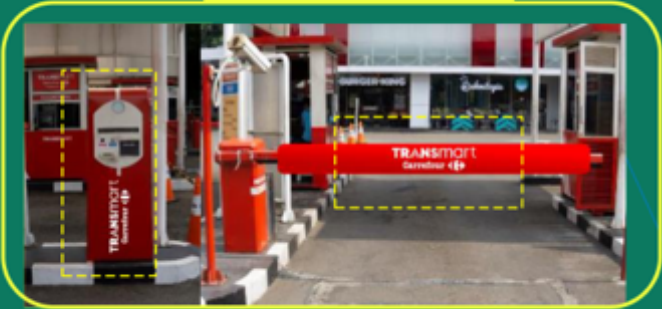




# Mall & Out Store Media



ENTRANCE AREA



ENTRANCE MALL



# Event (In Store, Canvassing, Exhibition)



PUSH GIRL



REGULAR DEMO



TRAY SAMPLING



IN STORE EVENT



OUT STORE EVENT

**68%** of shoppers pay attention, because of sampling, information and interactivity.

*While shopper who don't pay attention mostly because run out of time*

# New Media Assets

Make customers know your product more with

LED SENSOR MOTION DIVIDER  
LED MAIN AISLE

SHELF REGULAR AREA  
MAIN AISLE AREA



Available Size

13"

43"

75"

# About LED Motion Sensor



## 1 Device Size : 7"

1024x600 resolution

Video mp4 format ; Image jpg format

- 1 Device : 4 Slot (share)
- 1 Slot : 15 second
- 1 Minute : 1x
- 1 Hour : 60x
- 1 Day : 600x
- 1 Month : 18.000x

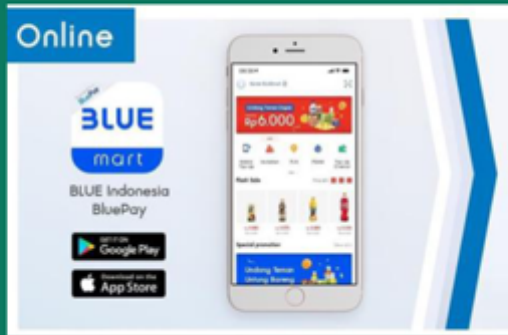
## 2

## Motion Sensor

Amazing feature that track customer motion ; either can be used for data analytic or creative campaign



# New Media Assets



BLUEpay App

## LED display for Advertising

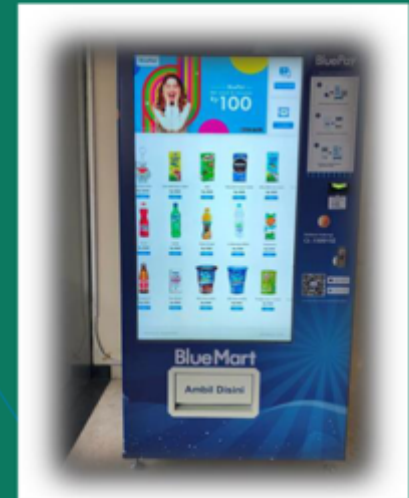


BLUEmart Vending Machine



Main Page

(when nobody touch)



Header Banner

(when somebody touch)

Java area has reach **3000+**



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# SUCCESS STORY

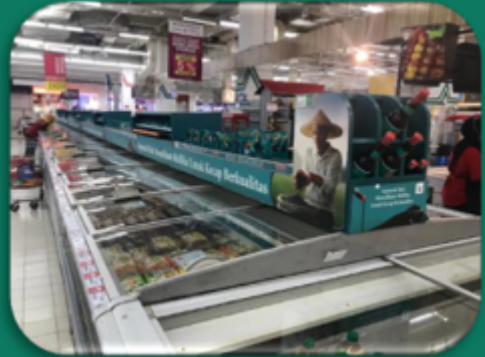
# Instore Media Branding



Unilever

Support branding and Production at Transmart:

- Display Booth
- Shelf Frame
- Display frozen



Support branding and Production at Giant:

- Divider standard & LED
- Display branding



# Instore Media Branding



Support branding and Production at Transmart:

- Framing end gondola



Support branding and Production at Transmart:

- Product tester
- Standing Rack
- Clipstrip





# Instore Activations



## Support Push Girl Serasoft at Hypemart

- 20 Store Jabotabek – Bandung Area
- SPG Focus Selling



## Support Wet Sampling Serasoft at Lottemart

- 5 Store Jabotabek
- SPG Focus Wet Sampling & Selling



## Support Trolley Event Systema at Transmart:

- 15 Store Jabotabek
- SPG Focus dry sampling & Selling

# Thank You

[www.kupu-gsc.co.id](http://www.kupu-gsc.co.id)

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