

ALCHEMY

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#21/2012
JULY



DEAR FRIENDS OF ALCHEMY...

Assalamu'alaikum Wr Wb.

With this e-newsletter, we at Alchemy would like to wish you all a Happy Ramadhan: may the fasting spirit bring us peace, patience and harmony.

As we take a long, measured look back, we can clearly see that the months of May and June were extra special. We're proud to announce our newest clients comprising of particularly well-known international brands: Royco, Walls Buavita, Scotch-Brite™ and Nexcare™. We would like to thank them for the trust they have invested in us and the glorious opportunities that we now have to cooperate as partners.

Our busy-ness factor was ratcheted up extra high these past few months: Sari Husada had three events, ranging from the launch of the new SGM Prestasi Center in Cipete, the Nutritalk VII (where the issue of right nutrition for child development was explored), to the annual SGM Dunia Prestasi event, where edutainment activities for moms and kids were presented.

Royco also had two events: the "Semua Bisa Masak dan Dijamin Enak" to introduce the new Royco Bumbu Kompit products, and the "Royco Master Spice Competition" to officially launch these products to all loyal Royco consumers.

And that's not all! Walls Buavita also held two exciting events. One was a media launch focused on the long awaited lychee flavor product; the other was called "The Island Getaway" - consumers and media were invited to enjoy a unique, fresh and fruity holiday on a private island.

On an inspiring humanitarian mission, Nexcare™ (under PT 3M Indonesia), collaborated with the Indonesian Red Cross in a campaign called "Nexcare™ Give" to celebrate the world "Blood Donor Day". Entitled "Every Blood Donor is A Hero", this occasion generated a tremendously positive response; 500 blood bags were received and they will be further distributed.

On a slightly different type of social mission, Scotch-Brite™ performed a public service by distributing useful tips on how to keep your home clean, hygienic and aesthetic. They did this through both a talkshow and roadshow entitled "Rumah Bersih Terawat Keluargaku Sehat" ("Keeping your Home Clean and Your Family Healthy").

Well, that about wraps up our current events. We thank you all so much for your time and patronage. May you all experience a deep, abiding and inspiring peace during this fasting month!

PR & EVENT

01 - 02

SGM Prestasi Center Media Launch, May 1,
SGM Prestasi Center, Jakarta

05 - 06

"Royco Semua Bisa Masak dan Dijamin Enak"
Media Gathering, May 23, Bebek Bengil, Jakarta

03 - 04

Sari Husada's Nutritalk VII: "The Proper and Precise
Nutrition Required for Children Growth", May 9, Kembang
Goela Restaurant, Jakarta

01



The class and facility in SGM Prestasi Center for early childhood education where they can learn and achieve according to their ages

02



Inauguration of SGM Prestasi Center by Mr. Boris Bourdin - President Director of PT Sari Husada



03



The speakers and Sari Husada's internal team

04



Presentation from Prof. Dr. Mohammad Juffrie, SpA, Ph.D. - Professor of pediatrics, Faculty of Medicine, Gadjah Mada University

05



Chef Hermien Susilo was assisting the food creations made by the media users in Royco Bumbu Kompit

06



Ersamayari as the MC with Chef Hermien Susilo - Country Chef PT. Unilever Indonesia and Heru Prabowo - Senior Brand Manager Royco as the speakers



PR & EVENT

07 - 08
Royco Bumbu Komplit Big Bang Media Conference, June 3, Lotte Mart Kelapa Gading, Jakarta

09 - 10
Wall's Buavita Leci Media Launch, June 7, Prive FX Lifestyle Center, Jakarta

11 - 12
SGM Dunia Prestasi Media Launch, June 9, ITC Cempaka Mas, Jakarta

13 - 14
Scotch-Brite® Rumah Bersih Terawat, Keluargaku Sehat Media Conference, June 14, Pad 28 Bistro, Jakarta

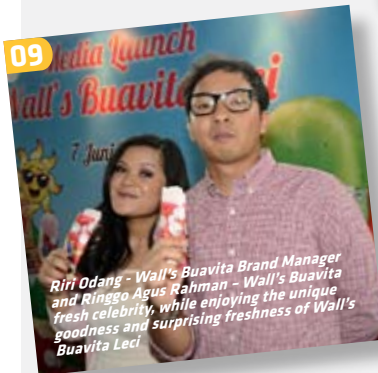
15 - 16
Nexcare™ Give "Mari Berbagi Kebaikan" Media Conference, June 26, PMI Head Office, Jakarta



07
Cutting the Giant Nasi Goreng Tumpeng as a symbol of the launch of Royco Bumbu Komplit



08
The media were excited to participate in Media Master Spice Competition



09 Media Launch Wall's Buavita Leci
Rini Odang - Wall's Buavita Brand Manager and Ringo Agus Rahman - Wall's Buavita fresh celebrity, while enjoying the unique goodness and surprising freshness of Wall's Buavita Leci



10 Wall's Buavita Leci 7 Juni 2012
Mini talkshow. "Wall's Buavita Leci contains 60 kcal and 0% fat. People can now enjoy the delicious taste of ice cream and the goodness of real fresh fruit as well."



11
Craft competition & simulation; an exciting and educative activity in Dunia Prestasi by SGM on June 9-10, 2012 in ITC Cempaka Mas



12
SGM awarding "50 Anak Prestasi" for their special "Prestasi"



13
Yunadi Aulia Desmawan - Brand Manager Home Care Division Consumer Office Business explaining the importance of having clean kitchen, bathroom and living room



14
Scotch-Brite® products booth



15
Placards given to the two representatives of the "heroes" who have been inspired to share the spirit of kindness



16
One of the journalists who participated in blood donation

PR & EVENT

17 - 18
Unilever Food Solutions, World Menu Report: 'Seductive Nutrition' Media Launch, June 29, Bistro Boulevard, Jakarta

19 - 21
Wall's Buavita Island Getaway: Exciting Holiday, Fresh Surprises!, June 30 - July 1, Pantara Island, Thousand Island, Jakarta



Chef Vindex and Chef Aldhi showcased the healthier 'seductive' menu



Interactive talkshow about obesity and World Menu Report: 'Seductive Nutrition'



Arrival Gate to the Wall's Buavita Island Getaway. Are you ready to have some fresh surprises?



Various fun games in Wall's Buavita Fruitopia Playground Area



Thrilling performances by duo DJ from Sydney, Flight Facilities made the island getaway more fun and exciting

DESIGN WORKS

01
Gourmet World
"Cake brochure"

02
Gourmet World
"Catering brochure"



QUOTE

OF THE MONTH

“ MAY THE SPIRIT OF RAMADHAN ILLUMINATE THE WORLD AND SHOW US THE WAY TO PEACE AND HARMONY. ”

HAPPY BIRTHDAY TO ALL OUR DEAR FRIENDS:

July

- 03 : Martin Johnindra – Area Magazine
- 05 : Evieta Fadjar Pusporini – Tempo
- 07 : Andhini Citra Dwi Gayatri – Tamasya
- 08 : Hasyim Widhiarto – The Jakarta Post
- 10 : Nuning Wahyuningsih – Brand Manager Wall's Dung Dung PT Unilever Indonesia Tbk.
- 19 : Primarita Sinantya Smita - Femina
- 19 : Lasti Kurnia - Kompas
- 21 : Johannes Budiman – President Director PT Electrolux Indonesia
- 25 : Andina Prenitha - Cosmopolitan
- 26 : Rahma Yulianti – Tabloid Rumah
- 27 : Rachma Muthalib – Techlife Magazine
- 27 : Andriza Hamzah – ME
- 30 : Fidelia Setiawaty Depari – Ghiboo.com
- 30 : Achdiyati Sumi – Bon Appetit

August

- 01 : Rengganis Parahita – Cosmopolitan
- 02 : Citra Listya Rini – Republika
- 04 : Tussie Aulika – Cita Cinta
- 06 : Ronny Samudra – Balga Magazine
- 15 : Rooslain Wiharyanti – Prevention
- 15 : Dewi Ria Utari – Beritasatu.com
- 17 : Muhammad Iqbal Marsyaf – Harian Seputar Indonesia
- 18 : Doni Stanza – Tabloid Cantiq
- 19 : Ida Farida – Tabloid Nyata
- 21 : Elvira P. Wongsosudiro – Communications Manager PT Tetra Pak
- 24 : Ina Widjojo – Product Manager PT Electrolux Indonesia



10 WAYS TO PREPARE FOR RAMADHAN

1. **Voluntary Fasts.** What better way of preparing ourselves to fast for 30 consecutive days in Ramadhan than to fast the voluntary fasts.
2. **Reciting Qur'an.** Ramadhan was the month in which the Qur'an was first revealed so it is the month of the Qur'an. We should devote much of this blessed month reciting the Qur'an.
3. **Praying Superogatory (Nafil) prayers.** In Ramadhan every voluntary prayer carries the reward of a Fard prayer in normal times and there is nothing more rewarding than a Fard prayer so one can imagine the immense rewards that are available in Ramadhan for every voluntary prayer we pray.
4. **Making Du'a.** Many of us do not spend as much time as we should do in Du'a. So let us get into the habit of making sincere Du'a's from deep within our hearts and let us not be heedless when supplicating to Allah.
5. **Sincere Repentance.** Ramadhan is the month where we can gain mercy and forgiveness from Allah for all of our sins past and present. We should know that Allah is most merciful and most forgiving and loves to forgive.
6. **Generosity & Charity.** Ramadhan is a time for generosity and giving. It is a time when we think about those who have less than us as well as thank Allah for everything he has given us.
7. **Controlling the Tongue.** Ramadhan is a time where we must control our desires (nafs) as well as our tongues.
8. **Improving Character & Manners.** Rasulallah (Sallallahu Alaihi Wasallam) came to perfect the character of man and the best of this Ummah are those with the best of characters.
9. **Moderation in Eating.** Many of us fast during Ramadhan fast during the day and after Iftaar make up for all the food we missed throughout the day by binge eating. Surely this goes against the very purpose of Ramadhan which is to be moderate in eating and to remember those who have less than us.
10. **Implementing Sunnah's into Daily life.** The best habit we can ever have in our lives is to implement the Sunnah into EVERY aspect of our lives so that our whole life and everything we do during it can become a worship to Allah.