

ALCHEMY

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#19/2012
MARCH

GREETINGS FROM ALCHEMY!



As the months go by, we realize just how blessed we have been with so many rewarding and memorable activities. We're also proud to announce that two highly reputable companies have become our new clients: Matrix of L'Oreal Indonesia (America's no. 1 brand - especially among hairdressers), and Unilever Food Solutions (Indonesia's largest food service provider). These achievements were accomplished through nothing other than the hard work of our consultants :-)

In January we started with a series of big events, namely Wall's Dung Dung Ice Cream Workshop entitled "Inspirasi Rasa Nusantara", where we gave tips on how to create this traditional ice cream with many different Indonesian ingredients and also shared some facts about the history of ice cream. Another major event by Wall's Dung Dung was the "Pasar Puter", where visitors were able to enjoy those nostalgic moments associated with ice cream together with their families.

Sari Husada conducted its fifth Nutritalk, the long-awaited occasion where in-depth discussions about nutrition were held with experts. This time, the topic encompassed one of the most critically important issues: nutrition for expectant and nursing mothers. Toshiba began its activities with a series of roadshows,

and Alchemy was directly involved with the ones held in Bandung and Jakarta. This is one of the company's efforts to keep a closer and more personal relationship with its consumers.

As mentioned earlier, we have the opportunity to work together with Matrix, and through the Matrix Education Tour media conference, we introduced a competition for hairdressers and its brand ambassadors: the renown Rudy and Gunawan Hadisuwarno. Coincidentally, Unilever Food Solutions is also sponsoring a competition, but this one is focused on chefs: the prestigious Chef of the Year 2012.

We would also like to highlight the brilliant work of our social media and team, who successfully maintained Wall's Twitter and Facebook accounts, especially during the "Pasar Puter" event. Another milestone was accomplished by our graphic design team with the beautiful work done on the Gourmet World promotional materials.

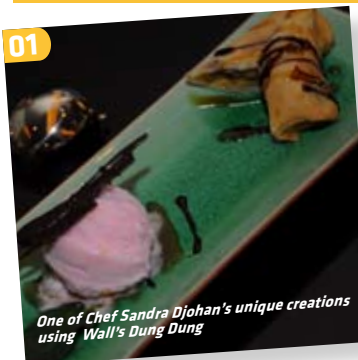
Thank you once again for your interest in Alchemy. Till later!

PR & EVENT

01 - 02
Inspirasi Rasa Nusantara with Wall's Dung
Dung, January 10, Demang Restaurant, Jakarta

05 - 06
Pasar Puter Wall's Dung Dung, January 28,
Cilandak Town Square, Jakarta

03 - 04
"Nutrisi Selama Kehamilan Selamatkan Bunda
dan Generasi Penerus Bangsa", January 17,
Kembang Goela, Jakarta



01 One of Chef Sandra Djohan's unique creations using Wall's Dung Dung



02 Chef Sandra Djohan demonstrated her creation using Wall's Dung Dung



03 Diah Saminarsih - Assistant of Special Envoy for the Millennium Development Goals (MDGs)



04 The interactive talkshow presenting speakers from different backgrounds and expertises



05 Nuning Wahyuningsih, Gibran, Nia Dinata and Roslina Verauli at the "Our Story, Your Story" talkshow



06 Cilandak Town Square crowded by nostalgic visitors hosted by Wall's Dung Dung



PR & EVENT

07 - 08
Beyond A Part of You Roadshow 2012 media conference, January 31, Istana Plaza, Bandung

09 - 10
Matrix Education Tour 2012 Media Conference, February 7, Liquid Exchange - Epicentrum Walk, Jakarta

11 - 12
Beyond A Part of You Roadshow 2012 media conference, February 9, La Piazza, Jakarta

13 - 14
Kick-Off Media Conference "Molto Mencari Ayah Romantis", February 14, Negev Restaurant, Jakarta

TOSHIBA Leading Innovation >>> REGZA



Fransisca Maya and Bayu M K Sinomangga were posing next to Regza Power TV PB20 & PS20



Toshiba Beyond A Part of You Roadshow 2012 exhibition at Istana Plaza atrium, Bandung



Demo cutting by hairdresser ambassador Matrix Indonesia, Rudy Hadisuwarno



Ronawan Hadisuwarno and Rudy Hadisuwarno - hairdresser ambassador Matrix Indonesia, Shaheena Gunawan - Djem Artist Matrix Education Tour 2012 and Patricia Larutia Viola - Marketing Manager Matrix Indonesia on the talkshow session

MATRIX EDUCATION TOUR 2012



Beyond A Part of You Roadshow 2012 exhibition at Kartelapa Gading 3 atrium



Talkshow about Beyond A Part of You Roadshow 2012 and Regza Power TV PB20 and PS20 Launch



Andien brought a romantic atmosphere with her beautiful voice along the dinner



Memes and Audie MS shared their tips on how to maintaining romance in marriage in a talkshow with Relationship Coach Indra Novaley and moderated by Molto brand Ambassador, Novia Angie



PR & EVENT

15 - 16
Unilever Food Solution "Chef of the Year 2012" Media Conference, February 24, The Dharmawangsa Hotel, Jakarta

19 - 20
Media Food Tasting at Gourmet World, February 29, Gourmet World, Jakarta

17 - 18
Valentine's Day at the office



15
The excitement as they're experiencing the challenges in "Media - Chef of the Year". Chef Vindex and his team judge the chef competition on media



16
The speakers on talkshow "Chef of the Year" 2012. (Right to Left): Djoko Sudibyo, SE, MM, Ph.D - Headmaster of Tribakti Tourism College, Chef Vindex Tengker - Brand Ambassador of UFS, Adetia Gansgoro (MC), Chef Widhi - Executive Chef of UFS and Adam Djokovic - Managing Director of UFS Indonesia



17
Roses are red, violet are blue... No need to be said, yes we love you too!



18
The Alchemy Cupid Squad wishes everyone a Happy Valentine's Day!! Hope you had a sweet-lovin' day with your loved ones



19
Yes. Delicious CAN be healthy!



20
The media enjoyed the savory food tasting session

SOCIAL MEDIA

01
To celebrate Valentine's Day, Alchemy Creative Communication held a public online quiz on Twitter, started from February 10th 2012 to February 14th, 2012. We've chosen one lucky follower (@pandoraMARTHA) to win the prize: A romantic dinner voucher worth IDR 400K at The Gourmet World, Kemang.

02
Wall's Dungdung twitter account print screen on March 4 2012

01



02



DESIGN WORKS

01
Gourmet World "Chinese New Year Promo"

03
Gourmet World "Valentine's Day Promo"

02
Gourmet World "Locavore Promo"

01



02



03



HAPPY BIRTHDAY TO ALL OUR DEAR FRIENDS:

March

- 03 : Cahyo Agung Nugroho – Femina Group
- 03 : Tabloid Bola
- 06 : Tempo
- 06 : Dini Felicitas Harmandini – Kompas.com
- 06 : Maharani Indri – Good Housekeeping
- 07 : Aurelio F. Kaunang – Media Relations Manager PT Unilever Indonesia Tbk.
- 07 : Heru Guntoro – Sinar Harapan
- 08 : Nadia Felicia – Beritasatu.com
- 10 : Magfirah Ahdarini Sipahutar – Fimela.com
- 12 : Dian Anditya Mutiara – Warta Kota
- 12 : Martin Wijaya – HWM
- 14 : Adhimas Yamadwitya – Designer Toshiba
- 14 : Aziz Husaini – Kontan
- 15 : Maria Dewantini Dwiarto – Head of Corporate Communication PT Unilever Indonesia Tbk.
- 19 : Risma Marlina Tambunan – Good Housekeeping
- 19 : Primus – Kompas.com
- 21 : Rach Alida Bahaweres – Gatra
- 25 : Majalah Sekar
- 25 : Cita Cinta
- 25 : Mansyur Faqih – Republika
- 26 : Budiana Indrastuti – Majalah Kick Andy
- 29 : Arlisa Ardhiani – Product Manager PT Electrolux Indonesia
- 29 : Alia An Nadhiva – Prevention
- 29 : Kristina Anissa – Majalah Swa
- 30 : Mardiana Makmun – Investor Daily

April

- 01 : Harian Umum Pelita
- 01 : Titi Sutinah Apridawaty – Harian Seputar Indonesia
- 02 : Koran Tempo
- 06 : Nakita
- 08 : Christina – InStyle Magazine
- 10 : Majalah Swa
- 12 : Rias Andriati – Majalah Swa
- 12 : Prita Apresianti – InStyle magazine
- 14 : Feby Indriyani – Corporate Communications & Public Relations Executive PT L'Oréal Indonesia
- 15 : Birny Birdieni - Gatra
- 15 : Subarkah Nurdiawan – Investor Daily
- 19 : Yurri Alfred – B&B Magazine
- 21 : Hendro Situmorang – Suara Pembaruan
- 23 : Gde Rahadi – Bisnis Jakarta
- 24 : Dinul Mubarak – Indonesia Finance Today
- 25 : The Jakarta Post
- 25 : Maharani Legita - Gadis
- 27 : Sinar Harapan
- 28 : Ozie – Techlife Magazine
- 30 : Antono Purnomo – Readers Digest Indonesia

8 EASY WAYS TO BOOST YOUR HEALTH

1. **Give Blood.** Donating blood make you healthier.
2. **Wash Up.** Washing your hands frequently is one of the best ways to protect yourself from infectious diseases.
3. **Drive Less.** Driving less could give you extra time for healthier behaviors, such as walking.
4. **Sleep In.** Sleep disorders have been linked with serious health problems such as high blood pressure and heart attacks.
5. **Go Fishing.** Eating fish just twice a week may reduce the risk of heart attack or sudden cardiac death, and eating fish more than once a month may reduce the risk of stroke.
6. **Don't Ask for Antibiotics.** Overuse and overprescription of antibiotics has led to the emergence of drug-resistant bacteria that have become a serious public health concern, especially in hospitals.
7. **Have a Shot.** Protect yourself by getting current on immunizations.
8. **Check It Out.** An ounce of prevention is always the best medicine, so don't neglect your annual checkup.



QUOTE OF THE MONTH

“ [WATER IS] THE ONLY DRINK FOR A WISE MAN. ”

-Henry David Thoreau-