

ALCHEMY

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#22/2012
SEPTEMBER

DEAR FRIENDS OF ALCHEMY...



Welcome back one and all - hope you had a wonderful Idul Fitri break! We ourselves are bouncing on our toes again and ready to leap back into new, exciting journeys with our clients and media friends.

July and August were rather calm and toned down - well, at least compared to our normal, ecstatically frenetic days in Alchemy. We started with Cif Cleaning Project by cleaning up the Museum Sejarah Jakarta and its surroundings. The Electrolux Washing Marathon was once again held. Held in BSD City, we had the honor of Banten Vice Governor, Rano Karno's presence as the guest speaker, together with Ibu Roostien Ilyas, the founder of Yayasan Nanda Dian Nusantara. Still in conjunction with the fasting month, Wall's Dung Dung presented Kedai Dung Dung, to taste the mouthwatering es puter while spending time with your family and friends after the tarawih prayers.

In addition to our clients, we at Alchemy also got our fair share of love and attention by holding two events during the holy month. The first one was a breaking-the-fast event with the media at Gourmet World while heartily chowing down on the delicious buka puasa dishes offered on the menu. We also took

this opportunity to invite Dr. Diana Suganda so that she could share her insights on healthy eating patterns during fasting.

Another Alchemy get-together was when we broke the fast in our office together with the less fortunate children. It was so touching to see their happy faces as we held fun games and gave them gifts for their school needs. The last event we held in August was a media briefing to announce PT Bosch Indonesia's financial statement. Economist Aviliani was invited to share her views on Indonesia's present economic conditions and why this is the right time to invest here.

We also want to share some delightful news: we have recently won new projects, which we will inform you of at a later stage. We would like to thank Tune Hotels and Scotch-Brite for choosing us as their partners; together we can only grow even stronger!

Thank you all for your support and patronage.

PR & EVENT

01 - 02

Cif Cleaning Project Kota Tua Media Launch, "Aku, Kotaku dan Harapanku", July 3, Museum Sejarah Jakarta-Kawasan Kota Tua

03 - 04

Electrolux Washing Marathon "Love and Charity" July 12, Living World Alam Sutera, Tangerang

05 - 06

Wall's Dung Dung "Kedai Dung Dung and New Variants Launch", July 24, Arifin Panigoro Room - Universitas Al-Azhar, Jakarta



01 Communities were actively involved in a series of cleaning activities in Cif Cleaning Project Kota Tua 2012.



02 The speakers in the talkshow (from left to right) JJ Rizal - historian, Asep Haekal - Brand Manager Surface & floor Cleaner, Senny Agustaf - MC, Gauthur Dwiastoro - Manager Operational of Kota Tua, Andien - Museum Ambassador



03 Interactive talkshow with Rano Karno as Vice Governor of Banten



04 The symbolic handover of the used clothes by Simon Haryono as the General Manager of PT Electrolux Indonesia to Ellvring Diyanti as representative from Nanda Dian Nusantara Foundation.



05 The crowd at Kedai Dung Dung after break fasting



06 Mada Rejeki, a celebrity mom, Nuning Wahyuningges as Wall's Dung Dung Sales Staff Manager and culinary expert, and Dian Kesel

PR & EVENT

07 - 08
Alchemy – Gourmet World “Ramadan Iftar Buffet”
Media Gathering, July 26, Gourmet World, Jakarta

11 - 12
Bosch Financial Result 2011/2012 Media Briefing
August 8, Mandarin Oriental Hotel, Jakarta

09 - 10
Alchemy Iftar With Orphans, August 2,
Alchemy Office, Jakarta

07



Dr Diana Soeanto, Mita Winda as PR Director Alchemy Creative Communications and Sauri Singih as Gourmet World General Manager posing after the talkshow

08



Media involved in creating unique and attractive tajir



09



Alchemists listening to Ramadhan lectures

10



Orphans enjoying Iftar meals

11



Bosch Security System product exhibition

12



All speakers of Bosch Financial Result 2011/2012 Media Briefing



BOSCH
Invented for life

NEW CLIENT



Tune Hotels is a budget hotel that provides "5-star beds at 1-star prices" and other basic facilities such as high-quality jet showers, comfortable beds, clean environment and 24-hour security.

SOCIAL MEDIA

01 - 02

"And from our Social Media division, Alchemy is happy to announce that we are all the way in with the Rumah Bersih Terawat campaign that Scotch-Brite™ Indonesia has to offer. This campaign embraces and motivates Indonesian moms to realize their dreams of a clean and well-maintained home, one house cleaning at a time."

01



02

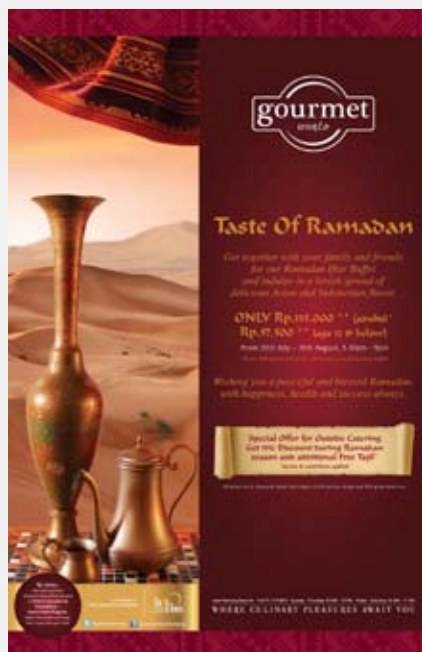


DESIGN WORKS

01
Gourmet World
Ramadan Promo

02
Gourmet World
"Ramadan Card"

01



02





TIPS FOR MOTIVATING YOUR TEAM AFTER THE HOLIDAYS

1. **Assign some easy-to-accomplish tasks.** Getting things done is addictive: the more you do, the more you want to do. Creating a list of simple, short-term goals for your team will get them back in the groove without overwhelming them, warming them up for the bigger projects you have in store down the road.
2. **Get them excited about the future.** Have everyone on your team make a list of the things they're hoping to work on over the coming year, independent project or business objectives. What new skills do they want to learn? What new responsibilities do they hope to take on? The idea here is to get them excited, so encourage them to think big!
3. **Give them a pat on the back.** Sometimes all that's needed to pick up the momentum is a good hard pat on the back. Seeing it all in one place like that will let them relive their previous accomplishments, reminding them of how good it feels to get things done as a group.
4. **Give them a reason to invest.** Create a list and invite your team to add (as tasks) whatever ideas they can come up with. They might be as simple as "get new chairs for the office" or as complex as "re-envision marketing strategy"—it doesn't matter. What you're doing is showing everyone that change is possible, their opinions count, and that they can play a part in shaping their workplace.

QUOTE OF THE MONTH

“ THE BEST PREPARATION FOR GOOD WORK TOMORROW IS TO DO GOOD WORK TODAY. ”

HAPPY BIRTHDAY TO ALL OUR DEAR FRIENDS:

September

- 03 : Eko Sutriyanto – Tribun News
- 04 : Rosita Budi – Republika
- 08 : Agus Nugraha – Senior Brand Manager Bango PT Unilever Indonesia Tbk.
- 09 : Lilis Setyaningsih – Warta kota
- 09 : Female
- 11 : Ageng Wuri – Gatra
- 11 : Fery Ferdinand – What Hifi
- 14 : Boris Bourdin – President Director Sari Husada
- 20 : Christina Andhika – Kompas.com
- 23 : Shinta Kusuma – Pesona
- 26 : Stevani Elisabhet – Sinar Harapan
- 27 : Kontan

October

- 04 : Doddy Wiraseto – Bakery Magazine
- 04 : Intan Ungaling – Warta Kota
- 04 : Doddy Wiraseto – Bakery Magazine
- 08 : Oky H – Area Magazine
- 08 : Astrid Anastasia – Prevention
- 09 : Dana Oktiana – Parenting Indonesia
- 18 : Didan Sardjono – Griya Asri
- 21 : Joan Aurelia – Cosmopolitan
- 23 : Fauzan Fadli – Bintang Home
- 26 : Indra Zaka Permana – Idea Magazine
- 31 : Rudi Purwoko – Lensaindonesia.com