

ARIES NUGROHO

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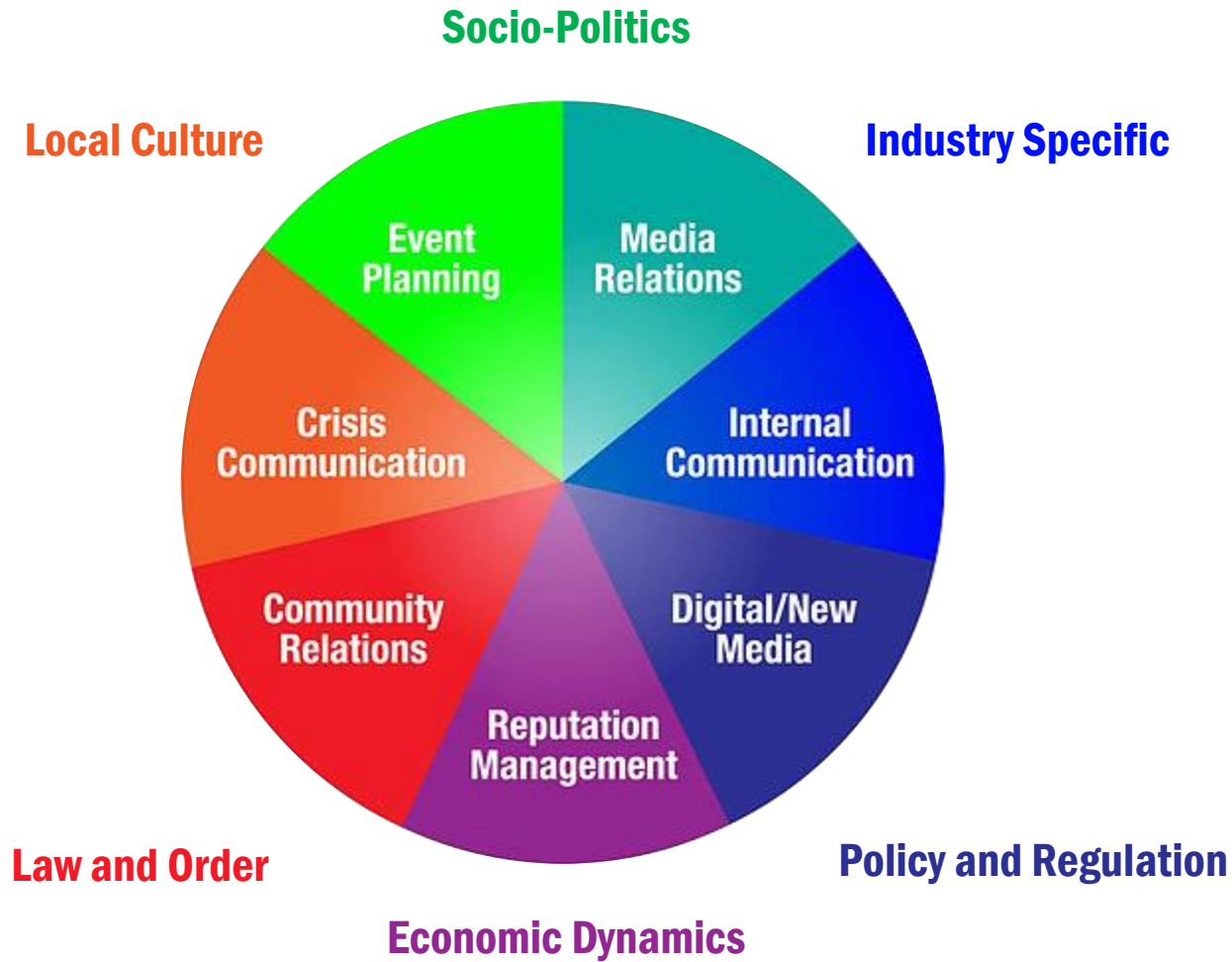
PUBLIC AFFAIRS

SOUTHEAST ASIA



PR or PA

Public Relations use all public communication methods and tools to help a Brand shape its message, and Public Affairs is to ensure that the Brand Messages reach people in the specific community who will be impacted by it.



Public Affairs

Public Affairs is a broad field for describing extensive and interdisciplinary approaches to a Brand's operations on what are perceived as public interest and social issues.





When Brands talk about success in Southeast Asia, the same recommendations will always emerge that you must align with the Culture, Society, and local Policies that shape the region into a big market.



Culture plays an important role in business and communication in the Southeast Asian region. With the region's massive cultural and linguistic diversity, it's no surprise that Public Relations needs to be at the top when it comes to conveying ideas and content for a business.

Global Brand, Local Campaign

There is a big opportunity for a Global Brand to collaborate with local resources to implement public communications and campaign.



Case Study 1



Public Affairs Landscape Opportunity in Indonesia



- **Government welcomes to any foreign direct investment.**
- **Potential fields to work on are: (1) health, (2) tourism, (3) infrastructure, (4) technology and (5) food and beverages.**
- **People respects Brand who works with the Government, especially on social and for the people corporate actions.**
- **Digital-based technologies and modern economies, such as e-commerce and fintech, are mostly operated by the private sector.**
- **Working with a nonprofit is a very attractive option. However, their needs are usually very specific to their field of interest, such as socio-politics - they are very demanding to collaborate with Brands.**

Public Affairs specialists must have a deep insight of the market and consumer behavior. They must be able to bring a unique perspective on sensitive issues in the region and provide counsel on effective messages, its distribution methods and the best channels across the markets.



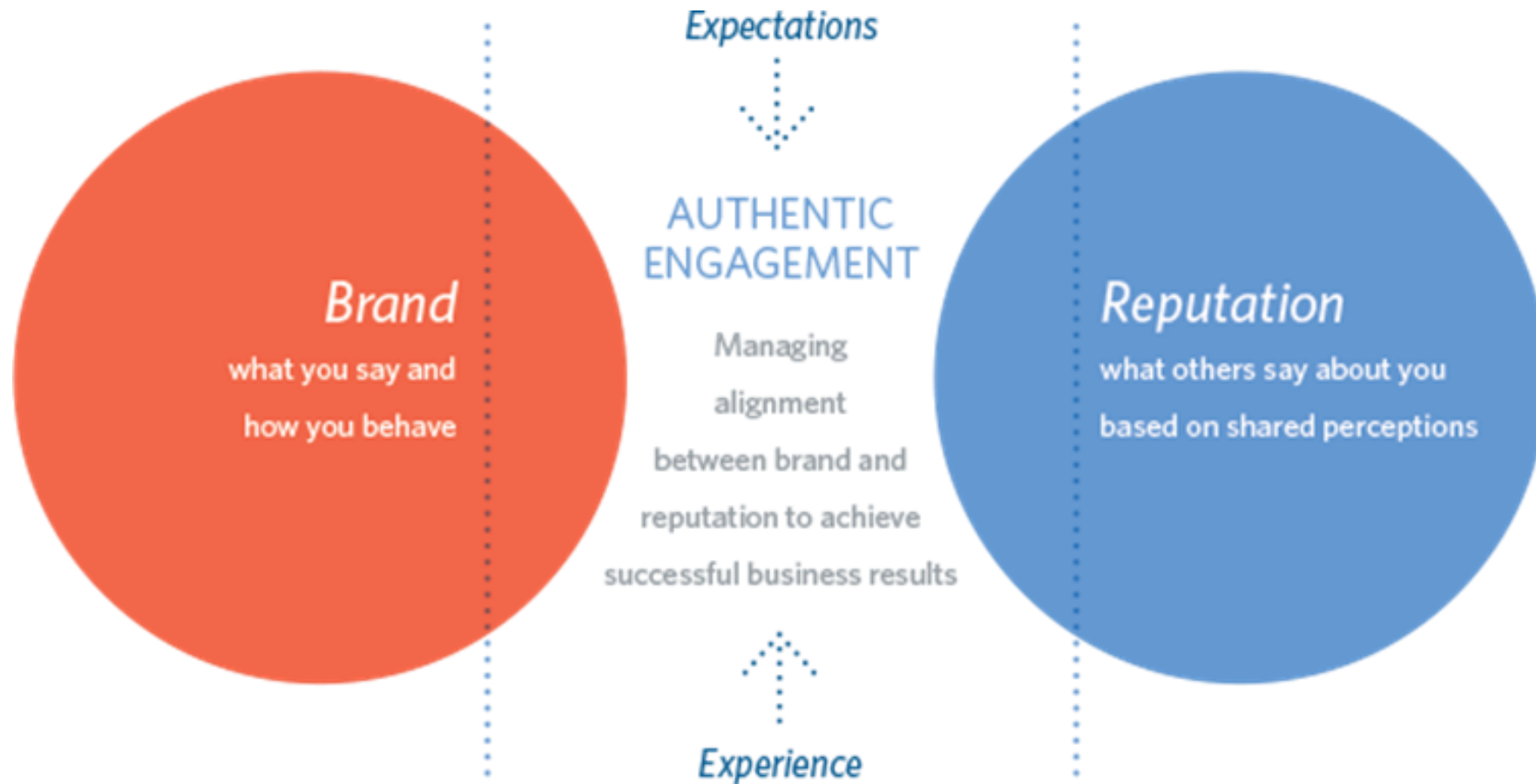
Authenticity Gap



"In almost every aspect of our lives...the gap between what we expect and what we experience determines either the extent of our disappointment or our satisfaction. **At FleishmanHillard we call this the Authenticity Gap.**"

- John Saunders
PRESIDENT & CEO, FLEISHMANHILLARD

Brand Authenticity



Case Study 2



Tools and Techniques



- **Environmental scanning**
- **Stakeholders' engagement**
- **Government relations**
- **Working with the grassroots**
- **Community investment**
- **Corporate social initiatives**
- **Digital and social activism**
- **Issue and crisis management**



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