

Profile Publication: Showcasing Indonesia's Wonders with Colours

This proposal has been specifically designed to address the unique requirements of Felicia Tissue as identified by Gallop Communication's assessment.

PT Tangan Kanan
Komunikasi

Setiabudi Building 2
Jl. H. R. Rasuna Said No. Kav 62,
Kuningan, Jakarta Selatan 12920

2025

Unlocking Indonesia's Potential: A Partnership for Tourism

In today's interconnected world, influencers have become powerful shapers of global travel trends. Their authentic stories, captivating visuals, and engaging personalities inspire millions, profoundly influencing how people perceive and experience destinations. Indonesia, with its breathtaking landscapes, rich cultural heritage, and unparalleled biodiversity, presents an extraordinary opportunity to captivate the world through the eyes of influential voices.

This proposal outlines a collaborative partnership aimed at leveraging the unique power of influencers to showcase the wonders of Indonesia to a global audience, fostering sustainable tourism growth, and enriching the travel experiences of both domestic and international visitors.

Showcasing Indonesia's Wonders with Colours

Gallop Communication collaborates with Colours, the official publication of Garuda Indonesia, a 5-star airline operating 46 fleets, flying to 62 destinations with more than 5,000 monthly flights and serving an average of 600,000 passengers each month.

Colours, a revamped and revitalized version of the old Garuda magazine, showcases the incredible wealth and diversity of Indonesia, its natural resources, art, culture, and people, while aligning with Garuda Indonesia's aspirations for excellence. This visually stunning publication boasts a fresh, new, and luxurious aesthetic, featuring 5-star content and photography.

Since 2013, Colours has garnered 137 international design and magazine awards, establishing itself as a leader in unique lifestyle, fashion, and travel content.

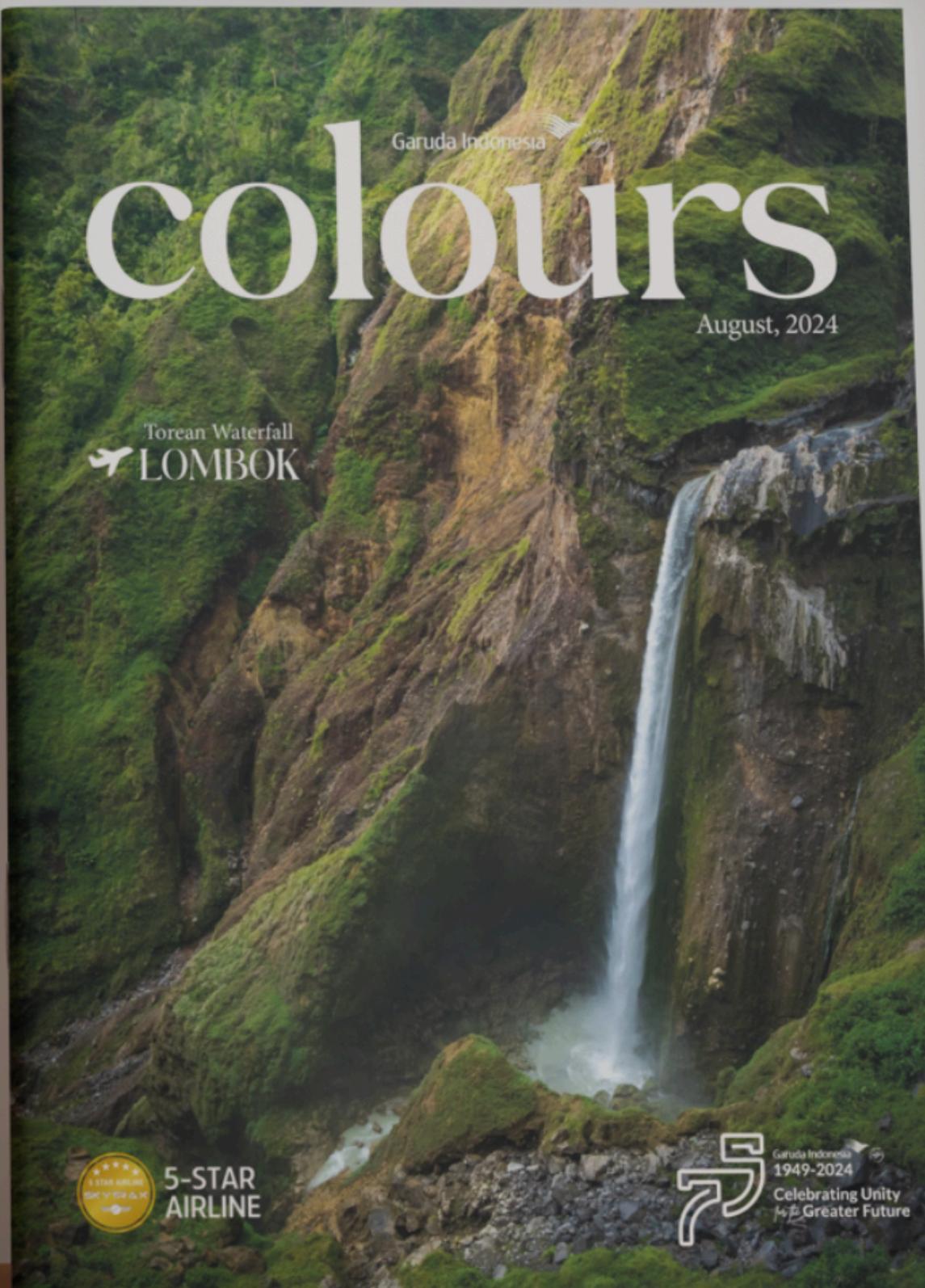
Soar Above the Ordinary: Elevate Your Influence in Colours Magazine

Dear Felicia Tissue,

Imagine your captivating travel stories and inspiring lifestyle gracing the pages of Colours, the esteemed inflight magazine of Garuda Indonesia. This isn't just about advertising; it's about aligning your brand with a prestigious and globally recognized platform. As a leading voice in the travel and lifestyle industry, Colours offers a unique opportunity to connect with a discerning and affluent audience of global travelers.

Craft a Story That Takes Flight: Your Journey in Colours

Let's collaborate to craft a compelling narrative that resonates with the sophisticated readers of Colours. We'll work closely with you to ensure your unique voice and perspective are authentically represented, inspiring readers to embark on their own extraordinary adventures. By securing a feature in Colours, you'll not only amplify your reach but also solidify your position as a true ambassador for the wonders of travel and the art of living well.



Your Brand Communication Cavalry

A Step Above: Edwin Salampessy's GAIYA and the Future of Indonesian Fashion

Edwin Salampessy, the visionary founder of GAIYA, is not just a name in the fashion industry; he's a revolutionary force, redefining the landscape of Indonesian footwear.

With a keen eye for design and an unwavering commitment to craftsmanship, Salampessy has elevated GAIYA to the pinnacle of luxury footwear, while simultaneously championing Indonesia's creative economy.

Q: How did you envision GAIYA and what inspired you to start this venture?
A: I saw a gap in the market for luxury footwear that truly celebrated Indonesia's rich cultural heritage. I wanted to create a brand that would not only be aesthetically stunning but also ethically produced, reflecting the beauty and diversity of our archipelago.

Q: What unique challenges did you face as a local entrepreneur in the global luxury footwear industry?
A: One of the biggest challenges was establishing credibility and building brand recognition in a market dominated by well-established luxury brands. Convincing international buyers to trust a new brand from Indonesia was a significant hurdle.

Q: How did you manage to break into the exclusive world of luxury fashion?
A: We focused on building strong relationships with key buyers and influencers. By showcasing our unique designs and storytelling, we were able to attract the attention of discerning customers and fashion editors. We also invested in high-quality marketing and public relations to create a strong brand image.

Q: What is your philosophy behind sustainable fashion and how do you incorporate it into GAIYA?
A: Sustainability is at the heart of GAIYA. We prioritize ethical sourcing, fair labor practices, and eco-friendly materials. We work closely with local artisans, empowering them and preserving traditional crafts. By supporting local communities, we contribute to the growth of Indonesia's creative economy.

Q: How does technology play in your business operations?
A: Technology is essential for maintaining efficiency and quality control. We utilize advanced design software and 3D printing technology to create innovative e-commerce designs and prototypes. We also leverage e-commerce platforms to reach a global audience.

Q: How do you stay updated on the latest fashion trends and consumer preferences?
A: We closely monitor industry trends, attend fashion shows, and engage with our customers through social media. We also collaborate with trend forecasters and fashion influencers to gain valuable insights.

Q: What advice would you give to aspiring entrepreneurs who want to start their own fashion brand?
A: Passion, perseverance, and a strong vision are essential. Don't be afraid to dream big and push boundaries. Surround yourself with a talented team and build strong relationships with your suppliers and customers. Most importantly, stay true to your brand identity and values.

Q: What are your future plans for GAIYA?
A: We aim to continue expanding our global reach and introduce new collections that push the boundaries of design and innovation. We also plan to invest in research and development to create cutting-edge footwear technologies. Our ultimate goal is to establish GAIYA as a leading global luxury footwear brand that celebrates Indonesian heritage and inspires future generations of designers.

Edwin Salampessy
Founder of GAIYA

Edwin Salampessy
is more than just a GAIYA brand; it's a fashion movement.

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Magazine Article Visual Mockup*

*for sample

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EDISI 99/XI/2023

BCA PRIORITAS IS HOW DIGITAL

AROMA KOPI NUSANTARA

Meningkatkan produktivitas kopi Indonesia dalam memasuki pasar global

10 BUSINESS INTELLIGENCE KAYA AKAN HASIL NIKEL, INDONESIA MEMIMPIN INDUSTRI BATERAI

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DAILY DIGEST

**A Woman's Touch:
Kartika Sari
Steers A Mining
Through
Financial
Turbulence**

Kartika Sari, the visionary Director of Finance at GeoTurbulence, has proven herself to be a true beacon of leadership during a recent internal crisis. Her strategic thinking, coupled with her unwavering determination, played a pivotal role in steering the company through turbulent financial waters.

When the company faced unexpected challenges, Kartika stepped up to the plate. She quickly assessed the situation, identified potential risks, and devised a comprehensive financial recovery plan. Her ability to think critically and make sound decisions under pressure was instrumental in mitigating the impact of the crisis.

"We were faced with a significant challenge," Kartika recalls. "But I knew that with a clear strategy and a dedicated team, we could overcome any obstacle."

One of her key strategies was to optimize the company's financial operations. By streamlining processes, reducing costs, and improving cash flow management, she was able to stabilize the company's financial position. Additionally, she focused on building strong relationships with key stakeholders, including investors, lenders, and suppliers, to ensure continued support during the crisis.

"Transparency in times of crisis" she explains. "By keeping everyone informed and involved, we were able to build trust and confidence." Kartika's leadership during this challenging period has solidified her reputation as a highly respected financial expert. Her ability to balance strategic thinking with operational execution has earned her the admiration of her colleagues and peers.

Kartika Sari
Director of Finance at GeoTurbulence

As the company emerges from the crisis, Kartika remains committed to driving sustainable growth and financial success. Her unwavering dedication to excellence and her passion for innovation will continue to shape the future of GeoTurbulence.

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**Magazine Article
Visual Mockup***

*for sample

Exclusive Colours Rate for Felicia Tissue

Showcase Indonesia to the world and elevate your personal brand. Take advantage of this exclusive offer and inspire your audience with the beauty and diversity of this incredible archipelago.

Exclusively for travel influencers like yourself, our comprehensive package includes expert media strategy consultation, captivating content development, and in-depth campaign analysis. We understand the unique challenges and opportunities within the travel space, and have tailored our services to help you achieve maximum impact. Don't miss this chance to unlock the full potential of your brand with our special rate designed specifically for the travel industry.

Colours Airline: Garuda Indonesia

Your Brand Communication Cavalry

Publication Date: February - March 2025
Booking and Preparation Date: January 2925

Readership Number/copy: 1.800.000 readers
Print Circulation/copy: 47.500 copies

Special Rates for Felicia Tissue:

Ad Size
Single Page
Double Page

Monthly Rate
Rp147.000.000,-
Rp198.000.000,-

The rates mentioned include a comprehensive package that encompasses:

- **Strategic Guidance:** Initial consultation to develop a tailored media strategy.
- **In-Depth Exploration:** Comprehensive interview to uncover your unique insights.
- **Professional Presentation:** Exclusive photoshoot to enhance your brand image.
- **Amplified Visibility:** Publication in a renowned magazine to reach a wider audience.
- **Tangible Deliverables:** 10 complimentary copies of the magazine featuring your article.
- **Measurable Impact:** Detailed report analyzing audience reach and engagement.
- **Expanded Media Exposure:** Potential for additional coverage in multiple national media outlets.

All prices listed are exclusive of applicable taxes

**GALLOP
COMM.**

Saddle Up for a Conversation.

PT Tangan Kanan
Komunikasi

Setiabudi Building 2
Jl. H. R. Rasuna Said No. Kav 62,
Kuningan, Jakarta Selatan 12920

Agus Wibowo (Bowie)

+62 151 024 4334

aguswibowo@gallopgallop.com

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