

Impact-Focussed Communication

About Maverick

We are one of the largest and most respected public relations consultancies in Indonesia.

A multi-award winner, we were established in 2002, we've been working with clients who value a strategic partner that can use our expertise in communication to impact their organizational or business performance.

Maverick is also acknowledged as a leader in **Crisis and Issues Management**, **Media Training** and **Measurement** of communication success.



7 reasons to consider Maverick



#1: Teams Structured for 360°

A **client service team** with strong project and stakeholder management skills at the core.
Flanked by specialists as well as partners, networks and affiliations that **enable 360° communication**



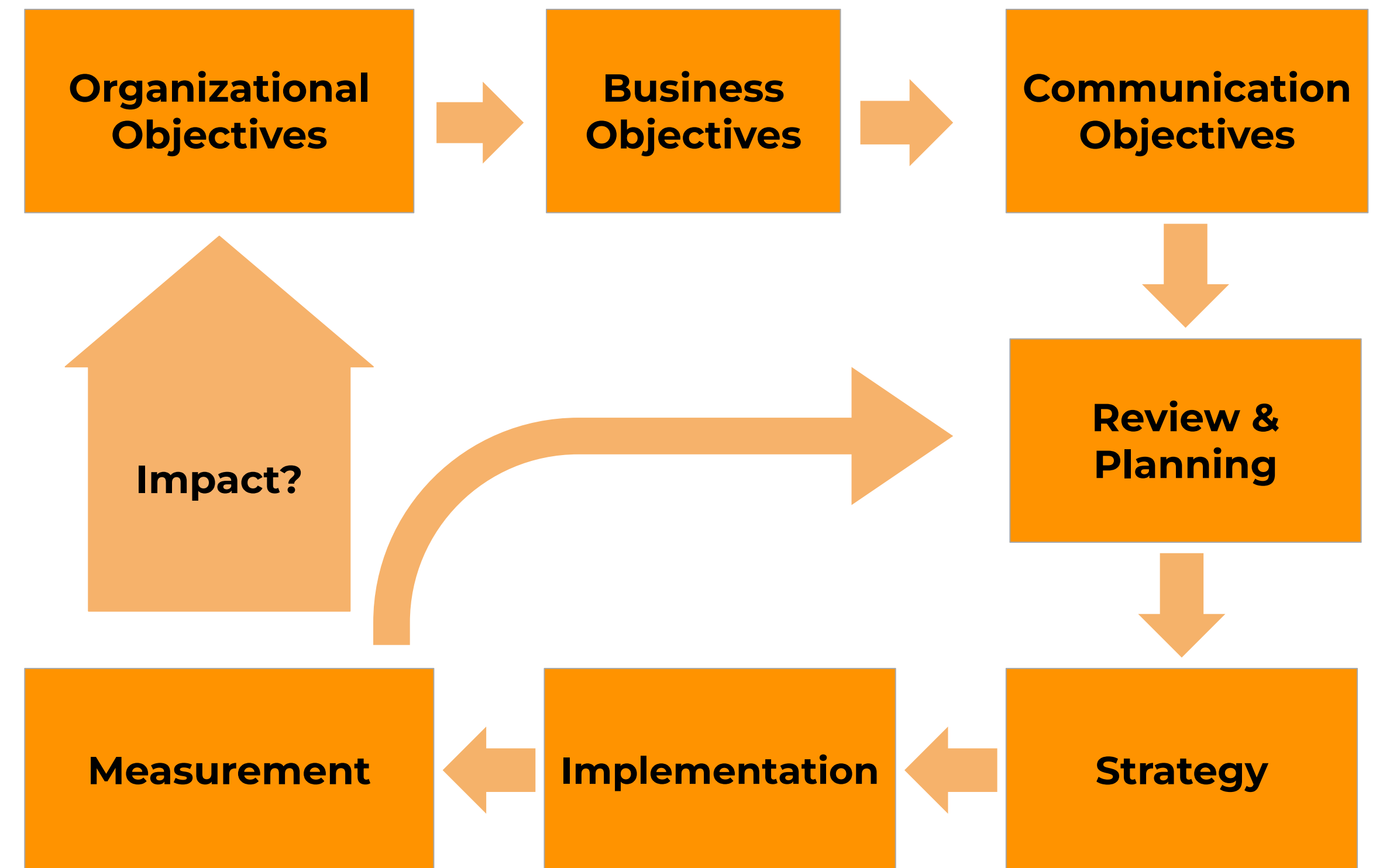
#2: Impact-Focussed Planning

Communication that does not impact a business is pointless.

At Maverick we start by **gathering useful data** from social listening and research to inform the communication strategies that deliver against your organizational and business objectives.

At the implementation stage **we work with you** to maintain the discipline of carrying out only activities and events that can deliver against the agreed communication objectives.

We then make the results, whether delivered across earned, shared or owned channels, measurable so you can **demonstrate value, not busy-ness, to your organization**. The data we get from this measurement in turn contributes to our insights to better planning for you.



#3: Needs-based Fee Structure

Not all clients need and have to pay for strategic counsel. We have structured our fees to be **cost-effective** for clients who need mainly **tactical execution** and also those who need **strategic and creative input**.





#4: Crisis Management Expertise

Increasing polarization, cancel culture and weaponization of social media make any business **vulnerable to crises**. **Maverick has been helping clients prevent, prepare for, or mitigate their crises** for the past two decades.

- Risk assessment
- Crisis mitigation
- Crisis management training
- Simulations to exercise crisis plans
- Media monitoring & social listening
- Crisis spokesperson's coaching
- Crisis management manuals

#5: Upskilling Corporations

Trainings

- Media Training
- Hacks & Flacks
- Crisis Management
- Social Media for Executives
- Public Speaking
- Discovering your public voice
- Improv for team building
- Data Strategy
- AMEC-informed frameworks

Workshops

- Using AI for PR
- Starting on the IEF
- Crisis simulations
- Message development
- Project management
- Stakeholder management (KOLs)

#6: Your Space for Events, Content Creation



A multipurpose space equipped with broadband, photography and voice equipment for your events or if you need to create content

#7: Hitch or Partner a Purposeful Initiative

MavGood

Maverick's social enterprise unit that assists NFPs and social businesses to do more good for society--with greater impact.



Portfolio



SKINTIFIC



Clients We've Worked with Over The Years

Crisis and Issues Management



Corporate restructuring



FMCG



Technology



Beauty & Lifestyle



Retail



Development



Financial



Agriculture & Mining



Consumer Electronics



Tourism & Travel



Automotive



Entertainment Streaming Apps



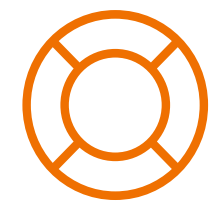
Telco



Alcohol & Cigarettes



We produce best results when **clients** are...



Clear on their business objectives

Our mission is to use our communication expertise and networks to help you achieve your business objectives.



Looking for a partner

A consultant supportive and anticipative of your needs yet who would not hesitate to speak out or challenge ideas if it does not serve the agreed communications objectives.



Willing to play the longer game

Brand building, not performance marketing, is what we do best. Brand building takes more time but pays big dividends and enhances your marketing efforts.



Savvy about value vs vanity metrics

The end goal of any communication exercise is to meet agreed outcomes that would impact the business. If it can be measured, it can be managed well.



Willing to get strategic

Brand building, not performance marketing is what we do. Brand building takes more time but pays big dividends. Be prepared to pay the longer but more rewarding game if you work with us.



Prepared to invest

Our experience is that unless you are ready to invest at least Rp90 mio/month in professional fees, you'd not be able to create any real impact in the Indonesian market.

Maverick Founders



ONG
HOCK CHUAN



LITA
SOENARDI

Meet Our Senior Team



Felicia Nugroho
Partner, Analytics and
Insights



Karina Prameswari
Partner



Agnes Karina
Partner



Ambarwati Dwilo
Partner



Elizabeth Dyah
Partner



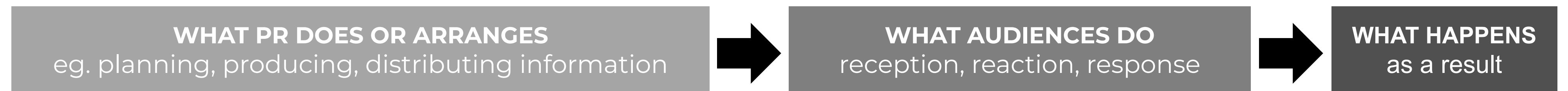
Iyos Kusuma
Consultant



Aliya Alifadrianti
Consultant

#2: Impact-focussed planning

We help you demonstrate tangible results for your communication programs but we don't stop there. We use these results to plan for every more effective campaigns and programs



OBJECTIVES

Organisational objective

Communication objectives

INPUT

Audience insights

Situational analysis

Strategic planning

Occurs internally in the
ORGANISATION or its AGENCIES

ACTIVITIES

PESO

Paid

Earned

Shared

Owned

Online

Offline

OUTPUTS

Media publicity

Website content

Social media content

Event attendance

Occurs in
MEDIA

OUTCOMES

short-term/ouakes

long-term

Engagement
*like, follow, share,
comment, view*

Positive comments

Web visits

Participations

Subscription

Inquiries

Increased awareness

Positive attitude

Behaviour change

Adoption

Compliance

Occurs among
AUDIENCES, STAKEHOLDERS,
PUBLIC

IMPACT

Reputation

Relationship

Organizational change

Public/social change

Increased sales/profit

Staff retention

Occurs in
ORGANISATION,
SOCIETY,
INDUSTRY, POLICY,
ECONOMY

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