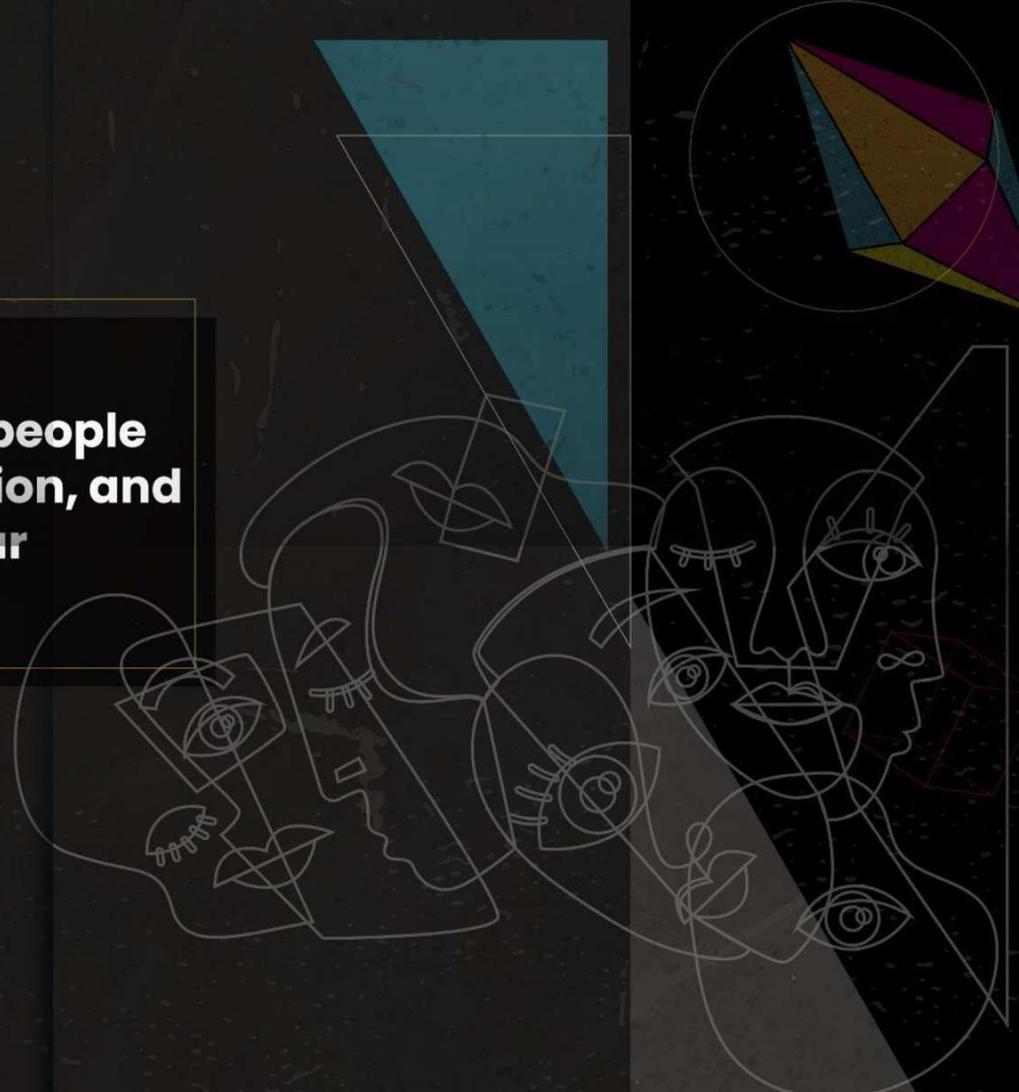


araia
group



Basically, we are a group of people with a big passion, same vision, and multiple skills to convert your dream become reality.





**“Your Dream,
Our Passion!”**

ARAIA Group

MISSION

- **Constantly delivers best quality of work**
- **Constantly develops our quality and increase our standard**
- **Exceed expectations from our clients**

VISION

- **Become the most respectable and well-known agency in Indonesia**
- **Make sure the well-being of our stakeholders and shareholders, and respect for the planet**



OUR STORY



- Started in 2015 we call ourself Dotsixtwoo an activation, on ground, direct selling and human resource agency.
- Together with Artekreativ that is specialized in Event Management, we are forming and changing our holding into one; ARAIA Group.
- Entering 2020, the pandemic changing the habits. In order to adapt and to survive we create Arte Live Studio as a streaming equipment and studio provider to support virtual and hybrid events.

OUR LIFE





CASE STUDY
PROJECTS



dotsixtwo

*Merchandiser | Direct Selling | Activation
Brand Activation | Human Resources Management
Talent Provider*



We ran Convenience Store Activation for Mevius, one of JTI's cigarette brand.

Our team consist of 4 Brand Ambassador and 1 Team Leader. We assigned each BA to one convenience store and support them by selling their cigarette stock to consumer on the convenience stores and area around them as well.

Project :
Mevius

Period :
2019

Scope of Work :

- Convenience Store CVS
- Brand Activation





We create direct selling activity through Direct Selling Team. Each team consists of 1 Team Leader and 4 Brand Ambassadors. We also set the venues based on target market that already defined by client.

We do recruitment, training, on-ground activity, supervision, and report to client regarding this activity.

Project :
Camel (All SKU)

Period :
2020 - Now

Scope of Work :

- 121 Direct Selling
- Human Resource Management





We create direct selling activity through Direct Selling Team by assigning team with motorcycles. They will reach venues and other places that can't be reached by our 121 team. *Kawan Camel* is trained to approach and mingle with our prospect consumers that meet our target market criteria.

We do recruitment, training, on ground activity, supervision, and report to client regarding this activity.

Project :
Camel (All SKU)

Period :
2021 - Now

Scope of Work :

- *Kawan Camel*
- *Brand Activation*





We tried to create an awareness program through this activation. We assign Usher grade talent to ride full branded Vespa around city and stop at certain appointed venue.

They will approach and mingle with consumers and create engagement so consumers will be aware about the brand and willing to make a trial.

Project :
Camel (All SKU)

Period :
2020

Scope of Work :

- Scooter Girl
- Brand Activation
- Human Resource Management



dkt INDONESIA

We assigned a team of merchandiser for DKT Indonesia. They will be deployed to Key Accounts such as Circle K, K24, Kimia Farma.

Their main objective is to make sure the planogram is as per contract, in clean condition. They also check outlet's stock if there's any Out of Stock condition. Also they will set up any POSM in designated spot.

Project :
DKT Merchandiser

Period :
2021

Scope of Work :
• Merchandiser





Pasukan Kebaikan yang menerima order dan mengantar AQUA Galon ke perumahan dalam kondisi terbaik.

Aman - Jaminan resmi produk berkualitas Nyaman
- Tidak perlu repot bawa galon ke toko - cukup telpon atau wa, galon diantar.

Project :
Pasukan Pelindung Keluarga

Period :
2021

Scope of Work :

- Product Sampling
- Man Power

Collaboration :
Interface



TALENT ORGANIZER

Project :

- DKT Supreme Sampling
- Moet Hennessey Pop up Store at Pacific Place
- Captain Morgan
- Piaggio Indonesia

We Provide :

- Usher (Man & Woman)
- Sales Promotion Girl
- Model Photo Shoot

Period :

2020 - Now





ARTEKREATIV

Event Management | Event Production



Having rights for internet cabling side by side with train railway From Banten To Surabaya, Weave as one of Surge Business Unit, held a beyond the edge event to sell their services. With 20m x 4m LED Screen with no stage, our client try to make a great bonding with their prospect customer.

We always support what our client needs, no difference with Weave, we support them to complete the event successfully

Project :
Weave Launching Moment

Period :
2021

Scope of Work :

- Customer coordination
- Event Management
- Man Power
- Production





On mid 2022, we help Sarinah Indonesia in order As one of largest pasta producer, La Fonte through their medium brand Sedani, held a training roadshow in 16 cities.

This training were mean to help UMKM sell medium pasta efficiently.

We support all, from concept, venue, participant (min 20 participant/city) to ground execution.

Project :

La Fonte - Sedani
Usaha PASTa PASTi Untung

Period :
2022

Scope of Work :

- Customer coordination
- Event Management
- Man Power
- Production



Sarinah

On mid 2022, we help Sarinah Indonesia in order to re-launch their building after re-built and re-branding it.

We manage this following event:

- Menari Bersama Sarinah
- Nonton Bareng Sarinah
- Senja Di Sarinah
- Belanja Di Sarinah
- Sarinah KOL Take Over
- Berjuta Warna di Sarinah

Project :

*Grand Launching
New Sarinah Thamrin*

Period :

2022

Scope of Work :

- *Customer coordination*
- *Event Management*
- *Man Power*
- *Production*

In Collaboration with :

DUA SYNERGY KOMUNIKA



CIMB NIAGA

We help our client to organize one special day with the investor.

From preparation all the production to running the event.

Hybrid Events

- Offline: Graha CIMB Niaga
- Online: Zoom Meeting

Project :

CIMB NIAGA - Investor Day

Period :

2022

Scope of Work :

- Production
- Event Management

In Collaboration with:

DUA SYNERGY KOMUNIKA



CASE STUDY PROJECTS ARTEKREATIV



An Annual event held by Ikatan Alumni University Prasetya Mulya (IKAPRAMA)

In 2022, IKAPRAMA, give us a chance to support them in this annual event.

Project : Alumni Achievement Award
Period : 2022

Scope of Work :

- Production
- Event Management



dkt INDONESIA

Organizing Bidan Koordinator gathering in Lampung, Palembang, Banjarmasin, Solo and Jakarta

We support Our Client to make quality bond with their front liner for their product

Project:
ANDALAN
BIDAN
KOORDINATOR
GATHERING

Scope of Work:

- Event Management
- Participant Coordination
- Production

Period:
2022



dkt INDONESIA

DKT Indonesia with one of their brand, Fiesta, became main sponsor for an event called PENGABDI SELATAN.

As one of unique event on Halloween moment, we help our client build awareness with branding & activities in this event

Project:
FIESTA - PENGABDI
SELATAN

Scope of Work:

- Production
- Event Management
- Talent Sales Promotion
Girl

Period:
2022





In Christmas, our client share joyful moment, by spreading gift to people who come to see our client Christmas Car.

We support our client in full activities, from venue, manpower as Santa Claus, and other supporting items

Project:
MAZDA 2 JOYFUL
MOMENT OF CHRISTMAS

Scope of Work:

- Event Management
- Production

Period:
2022



An Unique event for selected customer from Mazda Indonesia. they held an event for selected customer to view their special and limited car (limited by color) with some food & wine.

We supporting this unique event, from preparation to perfect execution.

Project:
MAZDA INDONESIA
PRIVATE VIEWING
COCKTAIL PARTY

Scope of Work:

- Event Management
- Production

Period:
2023





An annual event that held to make our client start a new challenging years more competitive

We help them by supporting all their needs to make this event a success.

We support them from Organizing all the participant, managing event, and production.

Project: TETRA PAK - Kick Off Meeting
Period : 2023

Scope of Work:

- Participant Coordination
- Event Management
- Production





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studio

Visual Production | Virtual Event



European Higher Education Fair (EHEF) Indonesia is an annual Education Exhibition, which facilitate European Higher Education institutions to directly meet Indonesian prospective students who are seeking to further their higher education, specifically in Europe.

Project :
EHEF Virtual Event 2020

Scope of Work :

- Zoom Streaming System
- Lighting Setup for talent
- Audio System Setup
- Event Management

Period :
2020

Event Type :
Online Event



Webinar on data security and IOT from Fortinet to all Fortinet customers in Indonesia, also inviting Fortinet Indonesia's country director, Mr. Edwin Lim, through the Zoom platform, and held regularly

Project :
FORTINET Webinar

Scope of Work :

- Zoom Streaming System
- Lighting Setup for talent
- Audio System Setup
- Event Management

Period :
2020

Event Type :
Online Event





PSKD 4 High School Reunion Event Online Class, which is held online via Zoom with a green screen and virtual stage.

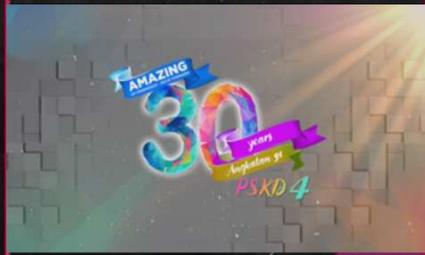
Project :
PSKD 4 High School 30 Years Reunion

Scope of Work :

- Virtual Stage
- Lighting System
- Audio System Setup
- Event Management

Period :
2020

Event Type :
Online Event



G2 | ACADEMY

Online event from G2 Academy about the importance of using the cloud in today's era, attended by experts in the field of technology from AWS as speakers. through the platform zoom.

Project :
G2 AWS - Cloud Talk Show

Scope of Work :

- Virtual Stage
- Lighting System
- Audio System Setup
- Event Management

Period :
2020

Event Type :
Online Event





Online event from BAKTI in collaboration with Kominfo and DPR RI Komisi 3, to build the nation and unite the nation, especially in the field of information and communication in social life, via zoom platforms and live on YouTube

Project :

Forum Digitalk – KOMINFO (BAKTI)

Scope of Work :

- Virtual Stage
- Bumper Content
- Lighting System
- Audio System Setup
- Event Management

Period :

2021 - 2022

Event Type :

Online Event





Online event from DJIKP in collaboration with Kominfo and DPR RI Komisi 3, to build the nation and unite the nation, especially in the field of information and communication in social life, via zoom platforms and live on YouTube

Project :
Forum Digitalk – KOMINFO (DJIKP)

- Scope of Work :**
- *Virtual Stage*
 - *Bumper Content*
 - *Lighting System*
 - *Audio System Setup*
 - *Event Management*

Period :
2021 - 2022

Event Type :
Online Event



**mandiri**
inhealth

The Mandiri InHealth Podcast explains several diseases which are explained directly by the specialist doctor. The purpose of this Podcast is for everyone to maintain their health.

Project :
Mandiri Inhealth Podcast

Scope of Work :

- Audio System
- Lighting System
- Green Screen
- Editing Video

Period :
2022

Event Type :
Online Event

**CIMB BANK**

We prepared and provided a meeting for all major investors of CIMB Bank with the theme Hybrid, some investors were present at the location and some investors were not present at the location, so we provided 2-way communication via the Zoom platform.

Project :
CIMB Niaga - Investor Day

Scope of Work :

- Camera System
- Audio System
- Live Stream System

Period :
2022

Event Type :
Hybrid Event





Dinar & Dea's wedding, we supported a live cam and streaming system using the YouTube platform so that invited guests who could not attend could still watch the wedding.

Project :

Dinar & Dea's Weeding

Scope of Work :

- Camera System
- Lighting System
- Streaming System

Period :

2022

Event Type :

Hybrid Event



Legendary Brand Festival is a festival produced by Shipper in collaboration with Localfest and with the support of e.ko.lab Kementerian Perekonomian as a forum for collaboration between UMKM players and Indonesian Legendary Brands that still exist today. We supported the live camera at the event.

Project :

Legendary Brand Festival

Scope of Work :

- Live Camera System
- Live Stream System

Period :

2023

Event Type :

Hybrid Event



 **SEMEN MERAH PUTIH**

Semen Merah Putih is conducting a random drawing event, for each winner will be immediately informed by Whatsapp video call, we support the event with a live YouTube system and the YouTube link that we provide only to the owner of the lottery.

Project :

Pengundian SUKSES - Semen Merah Putih

Scope of Work :

- *Virtual Stage*
- *Bumper Content*
- *Lighting System*
- *Audio System Setup*
- *Event Management*

Period :

2023

Event Type :

Online Event



OUR CLIENTS





**“ Now you know why
it must be us! ”**

arai
group



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