

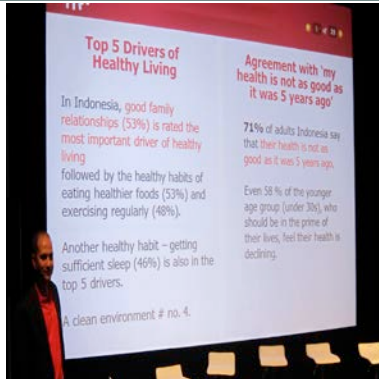
Issue

Socializing about the importance of healthy living, satisfaction with health and specific concerns, how poor Indonesians' awareness level regarding healthy living, and how to solve those problems.



Service

- PR strategy
- Event planning and coordination
- Website development
- Media relations
- Editor briefing
- Media visits
- Doorstop interview



Brief

The aim is, through The Color Run event AIA can increase healthy living awareness in Indonesia, as it placed as the lowest rank among 15 countries that participated in the Healthy Living Index Survey 2013 that was initiated by AIA itself.

Strategy

SKPR Asia appointed international movie star, Joe Taslim as the ambassador as he succeeds in maintaining a healthy lifestyle while juggling family and tight working schedule. The agency also invited a professional trainer from Gold's Gym to show how to run properly during which Joe Taslim and the media joined in to try. The press conference was held at XXI Premier Longue, Plaza Indonesia to utilize the giant screen to show the survey result.



Result

Media takes interest of the survey index and more than 50 downloads from the designated website. Assigned Joe Taslim as the ambassador increased the social media presence by 300% on the day of the press conference. More than 30 media decided to join The Color Run event to support AIA's initiation.