



Client – Camel Active

By SKPR Asia

Issue

Socializing a male fashion brand from Germany, Camel Active, and its latest Spring Summer 2012 collection which was inspired by explorers of Southeast Asia who had big dreams to find a brand new world, and thus the collection's theme was maritime vintage.



Service

- PR Strategy
- Event planning and coordination
- Media relations
- Media visit
- Press release write-up
- Media monitoring



Brief

The aim is, through this media visit, Camel Active sought to be the talk of the town and to get acquainted with the Indonesian public, because they were about to open their store in town.

Strategy

Syandra Kwan Public Relations Agency was appointed to handle the public relations for the Spring Summer 2012 collection by Camel Active. SKPR arranged media visit to several well-known media groups in Indonesia including MRA and Kompas, and to the highest selling fashion magazines as well, along with a mini fashion show at one of the store openings in Jakarta. SKPR also managed to help score a deal with a national television station to sponsor their most watched music programs.

Result

Based on public relations campaign, media in Indonesia starts to recognize Camel Active as a premium men's wear that appears specifically men's magazines and achieved by 50% of media exposure compare to last year.