



Client – Nutricia Indonesia

By SKPR Asia

Issue

Socializing about the importance of early life nutrition to medical doctors and professionals and build awareness among Indonesian media about this initiation.



Service

Strategy and insight
Event planning and coordination
Media relations
Doorstop interview
Press release write-up

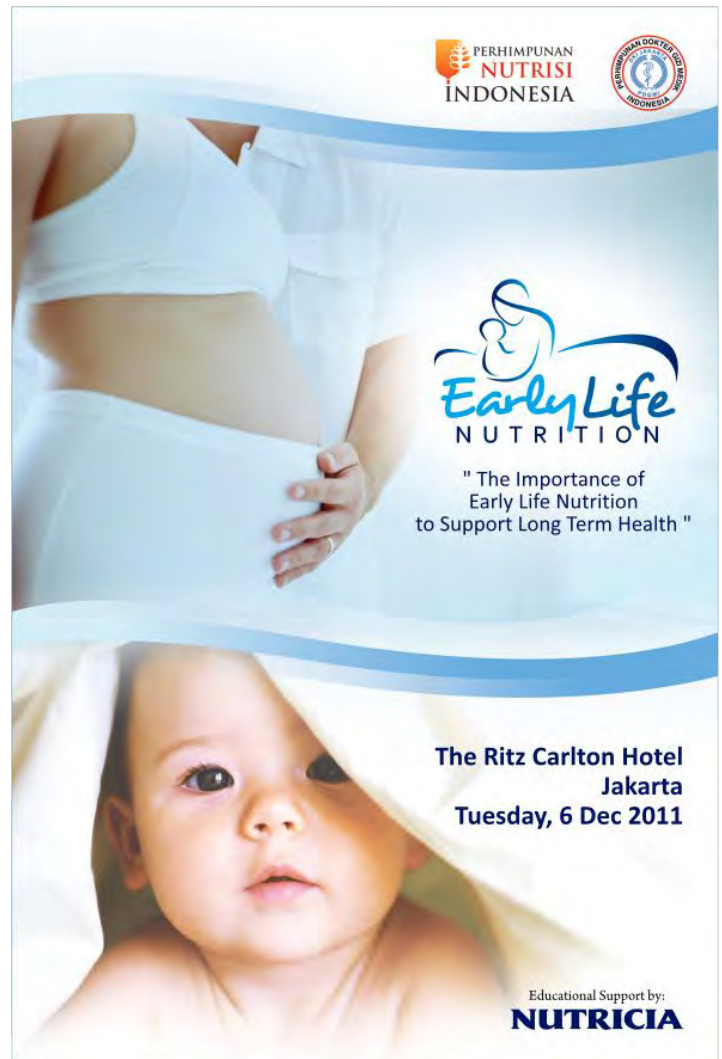


Brief

The aim is through Early Life Nutrition program; Nutricia Indonesia can provide useful information to the stakeholders and thus apply the information to practical use.

Strategy

Collaborate with Indonesia Nutrition Association to create a symposium and press conference where experts such as medical journalists, family lifestyle journalists, doctors, nutritionists and midwives attended. Prior to the symposium, SKPR Asia arranged an exclusive briefing to engage with key media and an interactive talk in the most prominent family radio station in Jakarta.



Result

More than 300 doctors and medical professionals attended the symposium. A survey carried out during the symposium that over 75% of doctors expressed a preference for the topic to improve early life nutrition for Indonesian children.

69 local attended the press conference – 100% expected media attendance. Ayah Bunda and Nova held an exclusive interview, while Kompas published the stories 3 times in their online and print media. The total PR value for this project was IDR 3,1 billion