



LOCAL INTELLIGENCE. GLOBAL IMPACT.

Suharjo Nugroho (Jojo)
Managing Director
IMOGEN PR
jojo@imogenpr.com

Allard W. van Veen
Global Managing Director
PROI Worldwide
avv@proi.com

Richard Tsang
Global Chairman
PROI Worldwide
richard.tsang@sprg.com.hk

INDONESIAN AGENCY IMOGEN BECOMES PART OF PROI WORLDWIDE

Addition adds strength in ASEAN market offering by the largest global partnership

NEW YORK: Imogen Public Relations based in Indonesia and providing integrated communications services to a diversified client base, has become a partner of PROI Worldwide, the leading global partnership of independent communications agencies. With 75 agencies across five continents, PROI Worldwide is the world's largest partnership with more than 5,000 staff servicing 6,300+ clients worldwide and 2015 net fee income of US\$ 702+ million.

"The addition of Imogen in Indonesia complements a strong offering to clients in ASEAN," said Hong Kong based Richard Tsang, Global Chairman, PROI Worldwide. "Imogen has a strong portfolio in consumer and brand marketing public relations and has a proven track record in corporate and internal communications, public affairs, government relations, media intelligence, and digital public relations while serving clients across industries ranging from prominent national to blue-chip Fortune 500 companies."

According to Suharjo Nugroho, Managing Director, Imogen PR, the agency views the partnership as an opportunity to comply with international standards. "We look forward to share best practices with our global partners. Being part of PROI Worldwide enables us to collaborate with leading agencies around the world making us even more flexible to meet client demands."

As a prominent Indonesian PR Agency, Imogen provides targeted public relations support in Indonesia that includes strategic planning, crisis management, internal communications, media intelligence and digital public relations.

Suharjo Nugroho emphasized that globalization is an important factor in the Indonesian economy. Indonesian based clients as well as international brands realize that they need to be connected to global markets to be successful. "When it comes to marketing and business in Indonesia, networking is a high value commodity and we cater to state-owned enterprises which plan to open branches in ASEAN and elsewhere."

For Imogen, a client's success is the agency's reward, especially when a campaign becomes the talk of the town among Indonesian people. One of the agency's winning campaigns, in 2011, was Magnum Ice Cream's relaunching. Another was Intel's First Time Buyer (FTB) campaign, which created a demand for PCs in Indonesia's 30 secondary cities and doubled PC sales. Both of these campaigns were implemented globally due to their success.

About Imogen PR

Founded in Jakarta in 2001, Imogen has a strong portfolio in Consumer & Brand/Marketing Public Relations. The agency's expertise lies in Corporate Communications, Internal Communications, Public Affairs, Government Relations, Media Intelligence, and Digital Public Relations. Imogen has proven track record serving clients across industries in Indonesia, from prominent national companies to blue-chip Fortune 500 companies.

About PROI Worldwide

PROI Worldwide, the world's largest partnership of integrated independent communications agencies founded in Europe in 1970 has offices in more than 110 cities in 50+ countries, with 75 leading independent integrated communications partner companies and more than 5,000 staff servicing 6,300+ clients worldwide. PROI Worldwide's combined fee turnover of its partner agencies exceeds US\$702,000,000, positioning it as the 6th largest communications company in the world by net fee income.