

Jakarta Land Takes the Lead in Embarking on Multimedia Communications for Indonesia Real Estate Industry



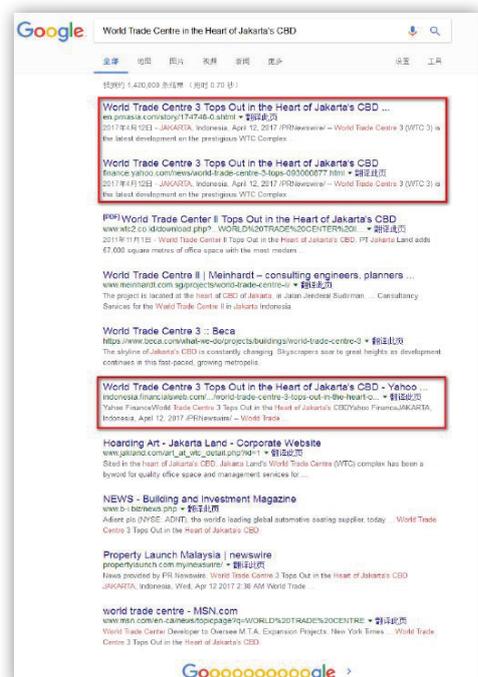
Company Overview

Jakarta Land was founded in 1973 and jointly owned by Central Cipta Murdaya (CCM) and Hongkong Land, two experienced and dependable Asian property companies with a successful track record of partnerships and projects throughout the region. Jakarta Land unites more than 100 years of global experience and capability of Hongkong Land, with the local knowledge and insights of CCM.

Objective

Jakarta Land develops and manages the World Trade Centre (WTC) complex, which comprises of four Grade-A commercial office buildings in the heart of Jakarta's CBD. The latest office development at this landmark address is WTC 3, a 75,000 square metre state-of-the-art office tower which will become one of the tallest skyscrapers and most modern commercial building in the capital when completed in 2018.

In celebration of the topping out of the building and the awards received, including The Best Office Development on Indonesia Property Award 2015 and the Gold Standard certification from BCA Green Mark, Jakarta Land wanted to break away from the usual norm of distributing a text-only press release. With their rich multimedia library consisting of quality photo, artist impression images and montage videos, they wanted to communicate the news in a more vivid and interactive manner to drive media attention and audience engagement.



Online Visibility on Google

Arlina Miryanthie
Marketing and Communications Manager
Jakarta Land

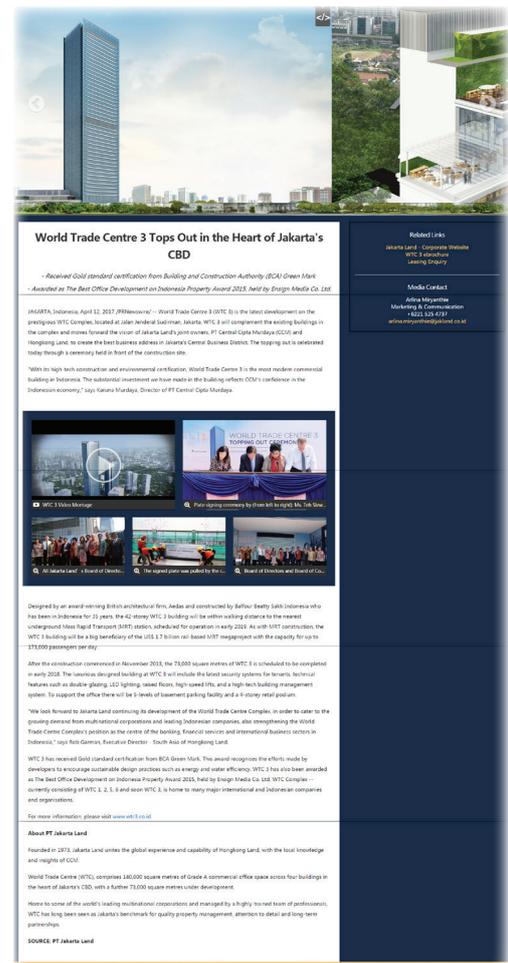
"We wanted to use a different communication approach and decided to work with PR Newswire even though we were unsure what to expect at the beginning. Fortunately, PR Newswire was able to work seamlessly with us and facilitate our requests by providing professional inputs and suggestions. It is very satisfying to see our news release can be shared globally in just a click away"

Solutions & Results

After consultation with PR Newswire Indonesia team, Jakarta Land was advised to take advantage of PR Newswire's Multimedia News Release (MNR) to leverage its multimedia-rich image library. The MNR will make it easy for Jakarta Land to deliver their message in a multimedia format by blending text, video, logos, photos, related documents and social media tools into an interactive HTML platform.

The multimedia release was distributed to Indonesia circuit to cater to the growing local demand for high-quality office space from multinational corporations and leading Indonesian companies. It will also underpin WTC Complex's position as the center of the banking, financial services and international business sectors in Indonesia. Through using PR Newswire's services, Jakarta Land was able to:

- ✓ Distribute the English and Bahasa Indonesia release to editors and journalists of targeted trade categories from major web portals, newspapers, magazines, trade publications, blogs, radio and television stations.
- ✓ Attract new audiences via PR Newswire's industry-leading online syndication network. The release was featured on over 70 high-profile online websites in Indonesia including Tribune Network, Republika, Berita Satu, Bisnis Indonesia and Kontan. The release attracted over 1,700 views on PR Newswire's website alone, and close to 4,000 views for the video featured on the MNR.
- ✓ Access to the leading financial media outlets and terminals including Bloomberg and Dow Jones.
- ✓ Presence in international main social media portals, including Facebook, LinkedIn and Twitter, which PR Newswire has more than 8,000 followers in Asia alone.
- ✓ Evaluate the results via PR Newswire's ReleaseWatch report -- the robust and comprehensive reporting that shows exactly where the story was featured online and across social channels.



Multimedia News Release of Jakarta Land



Media pick up on some of the prominent Indonesia online media outlets : (Left to right) Warta Kota, Berita Satu, Kontan