



**Golden Agri-Resources
Shines the Spotlight on its
Sustainability Efforts with PR
Newswire's Communications
Strategy Services**

The Client

Golden Agri-Resources (GAR) is one of the leading palm oil plantation companies in Indonesia. With a total planted area of 499,012 hectares (including plasma smallholders), it has integrated operations focused on the production of palm-based edible oil and fat. Founded in 1996, GAR was listed on the Singapore Exchange in 1999, and has a market capitalization of US\$1.3 billion as at 31 March 2020.

The Challenge

The natural resources industry has always been reserved in its communications strategy due to the complex business nature. Likewise, GAR is mindful of how its news would be reported. Although GAR has a wide range of sustainability initiatives, from forest conservation to investing in communities, it is aware that such news could be reported with a negative environmental slant, especially by international media. The company wanted to increase awareness of its news among journalists and investors overseas and engage them through press releases beyond the usual formats such as announcements and statements.



* Golden Agri-Resources partnered with Orangutan Foundation International to release six Orangutans in Central Kalimantan, Indonesia in December 2019.



* Golden Agri-Resources has been working with third-party suppliers to help them achieve full traceability

The Solution

PR Newswire helped GAR see the possibilities of amplifying media coverage of its corporate social responsibility initiatives. After all, sustainability is an integral pillar of its business. Championing the GAR Social and Environment Policy, GAR is an advocate of responsible palm oil production and has achieved 100% traceability to its palm oil mills over the past three years.

GAR enlisted the expertise of PR Newswire to further develop key messages that resonate with audiences. By highlighting tangible results of the sustainability programmes and their impact on the community in its press releases, journalists were also more likely to report positively on the news.

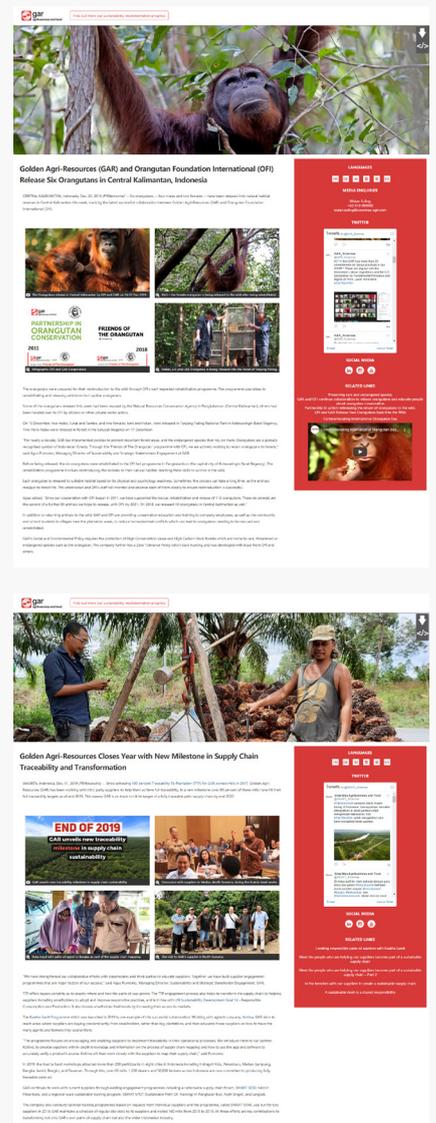
PR Newswire enables Golden Agri-Resources to

- Craft newsworthy and impactful press releases that attracted journalists to report the news
- Drive audience engagement through photos, videos and online resources – all housed in a Multimedia News Release
- Reach out to international journalists through its global distribution network

In December 2019, GAR issued two sustainability-themed releases with clear and impactful news angles and positive key messages crafted by PR Newswire. The first release, [Golden Agri-Resources \(GAR\) and Orangutan Foundation International \(OFI\) Release Six Orangutans in Central Kalimantan, Indonesia](#), has an emotive angle that focuses on the living conditions of the rescued orangutans, and reinforced the social and environmental benefits for communities. The second one, [Golden Agri-Resources Closes Year with New Milestone in Supply Chain Traceability and Transformation](#) emphasizes the impact of GAR's sustainability initiatives on stakeholders, such as engagement programs that encourage suppliers to adopt responsible practices.

In addition, GAR also utilized the **Multimedia News Releases (MNR)** service, which accentuates compelling human-interest angles of the sustainability news. Through the interactive press releases, audiences can view and download photos and videos that showcase a complete picture of the news, and keep abreast of the company's updates via social media widgets. The MNRs also include prominent call-to-action buttons that drive traffic to GAR's sustainability roadmap microsite.

Mr Beni Wijaya, Corporate Communication Officer, Golden Agri-Resources, says: "We chose to work with PR Newswire as it allows us to reach out to an extensive list of international journalists, and the flexible formats of the press releases help us attract a wider audience."

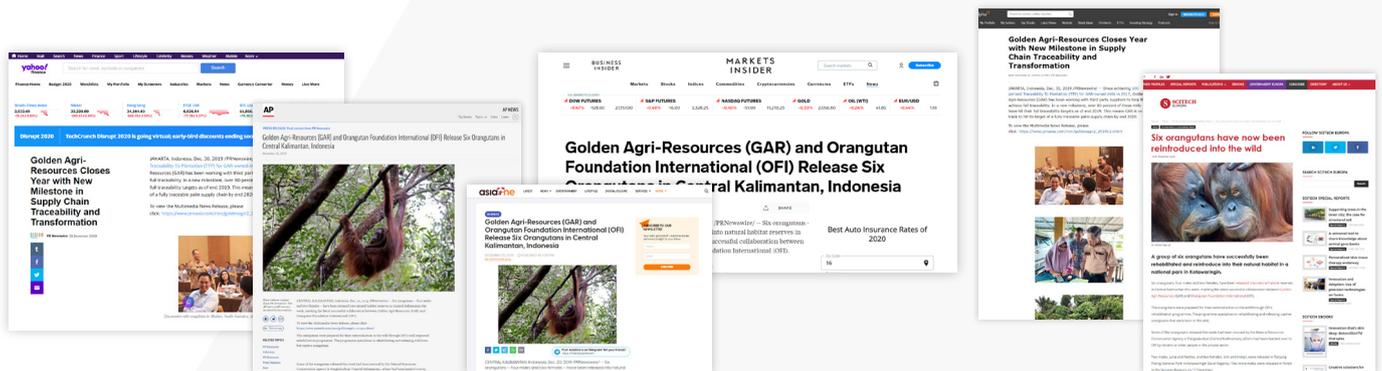


* Multimedia News Releases by Golden Agri-Resources

The Results

Through using PR Newswire, Golden Agri-Resources was able to:

- ✓ Distribute the releases to **67,000+ journalists and influencers** from targeted industries, such as Environment, General News, and Business around the world. The releases were distributed **in seven languages**: English, Bahasa Indonesia, Simplified and Traditional Chinese, French, German and Spanish, to **Greater China, Indonesia, India, the United States, and Western Europe**.
- ✓ Gain **128,000+ impressions and 51,000+ views** on PR Newswire and partner websites within 6 months.
- ✓ Secure **earned media coverage**; journalists from consumer and trade media, such as Good News From Indonesia, and overseas media outlets such as SciTech Europa and Supply Management reported the news.
- ✓ Attract new audiences through PR Newswire's **online syndication network** and media partners, both pieces of news were picked up by **close to 500 online media outlets** around the world. In APAC, key media include Markets Insider, AsiaOne, Yahoo! Finance. In other regions, key media include Associated Press, Seeking Alpha and Morningstar.
- ✓ Evaluate communications results via PR Newswire's **comprehensive report** – a robust reporting tool that provides detailed information on the media outlets that picked up the press releases and distribution analytics to evaluate the campaign's results.



“By working with PR Newswire, we explored new and interesting news angles for the outcomes of our corporate social responsibility program and presented them in a more attractive Multimedia News Release format. This is an effective tool to help readers experience the event, especially through multimedia assets that are easy to access.”

—Beni Wijaya, Corporate Communications Officer,
Golden Agri-Resources



WWW.PRNAZIA.COM



HKCS@PRNASIA.COM



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