



springboard

Credentials 2024

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Why springboard

STRENGTH ON SOCIAL MEDIA
CONTENT ENGAGEMENT ≈

DEEP PRODUCTION
EXPERIENCE

COMMUNITY WIDER

We accommodate IP (Intellectual Property) with wide range of digital medias, community to create powerful trend & amplify the pop culture

13.5M

75K

3.5K

KASKUS

Endeus

BOLALOB.com

OPINIO



2024 WE CONNECT & ENGAGE YOUR BRAND TO
BE PART OF THE POPULAR CULTURE WITH OUR
LOYAL DEVOTEES



Our Program & Services

LIVE MUSIC & EXPERIENCE

KOL, CREATOR & COMMUNITY

360 SERVICES (ATL, BTL, DIGITAL)

SPORTAINMENT

MOVIE



magenta.

springboard
services



2024
YIRUMA
WORLD TOUR LIVE IN JAKARTA



magenta. K

springboard
studio



AnimeSymphony
Orchestra



KASKUS



INDONESIA
FILM FOOD
FESTIVAL

MISTERI
RUMAH SANGIT



BOLALOB.com



ENHYPEN



OPINIO



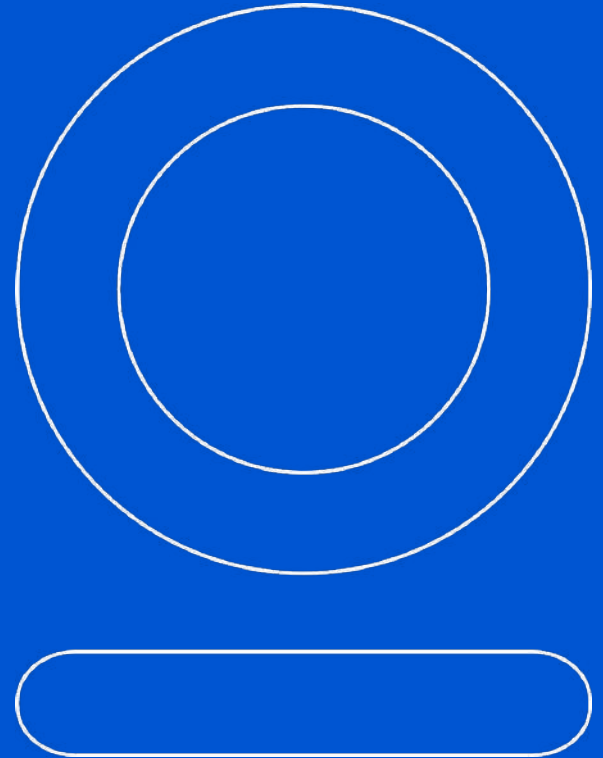
Rock Anime
TIME MACHINE



		2024			2025			
		Q2	Q3	Q4	Q1	Q2	Q3	Q4
Live Music & Experience			✓ JUL (TBD)					
			✓ AUG					
			✓ AUG					
		✓ JUN	✓ JUL-SEP	✓ OCT-DES	✓ JAN	✓ APR-JUN	✓ JUL-SEP	✓ OCT-DES
				✓ NOV				
							✓ SEP	
Sportainment		✓ JUN	✓ AUG	✓ OCT, NOV		✓ JUN	✓ AUG	✓ OCT, NOV
						✓ MAY		



Live Music & Experience



Lalala

www.lalalafest.com

23-24-25 AUGUST 2024

JAKARTA INTERNATIONAL EXPO, INDONESIA

LINE UP

50 Acts

24 Internationals

26 Nationals

ESTIMATED AUDIENCE

15.000 audience/day

PHASE

3 Phase

After a five-year hiatus.

Lalala Festival is poised to make its Grand Return. It's been five long years of anticipation, reflection, and meticulous planning to bring you a festival like never before.

Lalala Festival is not just an event. *It's a revival.*

A momentous comeback that promises to be the highlight of your musical journey.

Join us as we embark on this thrilling adventure. Where the past meets the future, and the ultimate experience awaits. The wait is over, the stage is set Let the encore begin!

AUDIENCE DEMO-GRAPHIC :



Interest:

Music, pop culture, art & Design, mobile gaming, fast fashion, K Culture, environmentally conscious.



INTERNATIONAL ACT

Front Line (Left To Right) : Bruno Major, Nothing But Thieves, Friday Night Plan, Birdy, So!Yoon! Sasha Loan, The Temper Trap

Back Line (Left To Right) : Aurora, Maria Taktouk, 10 CM, Hitsujibungaku, Tori Kelly, Fiji Blue, Emotional Orange, Lauren Spencer Smith



NATIONAL ACT

First Line (Left To Right) : Good Night Electric, Maliq D'Essentials, Reality Club, GAC, Danila

Second Line (Left To Right) : Isyana Sarasvati, Manja, Eva Celia, Matter Hallo, Ali Radio, The Adams, Naya Yeira

Third Line (Left To Right) : MArio Zwingkle, Annisya, Raisa Anggiani



WHAT THEY SAID

reynaldipostman WEH SUMPAAH NOTHING BUT THIEVES BRO!!
PADAHAL GUE PENGENNYA MEREKA DI WTF, but this 🤔🤔
🙏 thanks!!

14w 144 likes Reply See translation

bandungkonser Well sekali ya 🍑

14w 2 likes Reply

cycycy_echy 🌟 Link tiketnya doong aku mau 2 yaaaahh

12w Reply See translation

sonyaparamitapn aaaaa mau banget nonton

14w 1 like Reply See translation

kennzkdl AAA MAMA MAU NONTON MADISON 🙄🙄🙄

14w 3 likes Reply See translation ***

berkelanakesana lhhh bagusss lineup nya

14w 3 likes Reply See translation

wisadhi line up nya kok bagusss

14w 2 likes Reply ***

ift.nrwst yA ALLAH LINE UPP PLAYLIST GUEHHH

14w 1 like Reply

iccaluccu AAAAA MAUUU

14w 1 like Reply ***

audiniasiva DEMIAPAAPAPAPPAPAA NANGISSSSSS

HSGSGSHSGSHDHSG AK MAU NONTON MEREKA JUGA
@sarahalfnt semoga day 2 plspslpslpslps 826257336x plsss
im literally begging

ajiesatrio -:((\$&:@*\$6289🙏 love you team lalafest!!!!

1w 1 like Reply

hayqaal_hazmi 🔥🔥🔥🔥🔥 PETTTJAHHHH!!!

1w Reply ***

ziziblake Can anyone help on What day will she performing
because we will be flying from Dubai if we consider coming

1w 13 likes Reply ***

syeba19 BOLEH LIKE 100000000x GA SIH? Seneng bgt gilaaa!
Penantian bertahun tahun 🙏 udah sering comment ke festival
lain tp gd yg datengin Tori Kelly. RESPECT BGT sama Lalafest,
masih hadirin Tori meski pas pandemi smpt postponed ❤️❤️

1w 33 likes Reply See translation

And many more pleasant and exciting comments

TAKE ⊕ THAT

THIS LIFE ON TOUR · JAKARTA 2024

LOCATION

Tennis Indoor Senayan

DATE

November 13, 2024

CAPACITY

4500 pax

AVG. TICKET PRICE

IDR. 1,7 mio

TICKET PRICE

Starts from IDR 975K

Festival (Standing)

Tribune (Seating)



*Audience
Demographics*

71.6%

Female

32.3%

25-29 yo

20.2%

35-44 yo

28.4%

Male

21.7%

30-34 yo

10.5%

45-54 yo



1B+

Total streams

5.5M+

Spotify monthly listeners

615K

Instagram followers

650K

Youtube subscribers

5.2M

Total audience

1.3M+

Spotify followers

1.9M

Facebook followers

308.7K

Tiktok followers

507K

X followers





EVENT

EXPERIENCE BOOTH

Enable Indosat to engage with audience on concert ground.

By putting a cool photo wall for the audience to commemorate Take That concert, with brand presence.

SIZE: 5x5 (1 spot)
3x3 (1 spot)



EVENT

BRANDED CONTENT ON LED

Branded content* on LED screen before & after artis perform, max 30 seconds.

Brand Opportunities For Indosat:

- Brand/Product Promotion

*subject to mutual approval

*material provided by brand

*Logo No Sound





Rock Anime

TIME MACHINE

ROCK ANIME TIME TRAVEL TO 90's and 00's

A live concert with multimedia, performing arts and special fx, performing opening song and official theme of legendary Japan anime movies. Will be held on JIExpo Theater Kemayoran - 31 Agustus 2024 with up to 120 min duration.

The concert will act as a time machine that will bring the audience to the golden era of legendary anime movie in Indonesia. When they start to become die hard fans and worshipping anime movie's hero.



WISH LIST GUEST MUSICIANS



weird.genius ✓

459K followers
2.26M subscribers



sela_good ✓

217K followers
13.2K subscribers



geraldstitumorang ✓

102K followers
17.2K subscribers



hiroakikato39 ✓

80.9K followers
141K subscribers



kevinaprilio ✓

546K followers
326K subscribers



meutia_amanda_ ✓

252K followers
178K subscribers



jkt48 ✓

2M followers
2.22M subscribers



rianych_ran ✓

197K followers
2.45M subscribers



aiu_rp ✓

170K followers
43.7K subscribers

PRE-FUNCTION



**COLLECTOR TOY
EXHIBITION**



**MERCH/
COLLECTIBLES SHOP**



COSPLAY



GAMES CORNER



J-FOOD STALLS



JAPANESE SNACKS STORE



ANIME FOOD RE-CREATION

BY CELEBRITY CHEF? /endeus team?



SPONSOR'S BOOTH

PRE-FUNCTION



IDOL BOOTH



CONTENT CREATOR SPOTS



ANIME - AI PHOTOBOOTH

Rock Anime
TIME MACHINE

THE BIGGEST

Number of Kpop fans in the world is held by Indonesia

This phenomenon has made various events related to K-pop pop up in almost all major cities in Indonesia.

And one of the biggest one is

NORAEBANG

Noraebang (literally: Song Room, Room for Singing) is a popular singing (karaoke) venue in South Korea

THE AUDIENCE

Primary:
15-24 yo

Secondary:
25-34 yo



- Kpop hardcore fans Those whose
- Kpop listener started to like Kpop
- Party goers



With NoraeJjang, we want to give **a place** for them
A place where they can engage more with each other.
A place where they can express themselves, and showing their fandom pride...

A place where they can chill, and sing along over the night with fellow Kpop fans....

Next Event:

Jun | Jul | Aug | Sept | Oct 2024

KASKUS PLAYGROUND



150 Pax

With more than **40 community partners**

Freebies

- for participants
- Photocard
 - Keychain
 - Lanyard
- For First 150 audience





The Hype of NoraeeJjang



Vol. 1
NORAEJJANG! SM Stan
edition (Sep 2023)



Vol. 2
NORAEJJANG! Seventeen
Stan edition (Dec 2023)



Vol. 3
NORAEJJANG! NCT STAN
edition (Jan 2024)



Vol. 4
NORAEJJANG! Treasure
STAN edition (Mar 2024)



Vol. 5
NORAEJJANG! EXO Stan
edition (Apr 2024)



Vol. 6
NORAEJJANG! Enhyphen
Stan edition (May 2024)





THE ACTIVITY

**Noraebang
Time!**



**Sharing Session
with Brand**



**Engage with
Audience**



Branding Opportunity



Space for Booth



Photo Corner Branding



Product Sampling

자 **THE** JJANG! EXPERIENCE

The Biggest Outdoor Noraebang

At One Park Satrio

Q3 2024

3,000
ATTENDEE

Primary :
15 - 24 years old

Secondary :
25 - 34 years old

Kpopers, Party Goers,
Foodies



Kpop
Dance
Cover
Compet
ition



Kpop
Dance
Random
Play
Dance

Noraejjang



Communit
y
Showcase



EAT/
FEAST



Music &
Dance
Performance



Jang
Wave

BRAND OPPORTUNITIES

POP-UPS

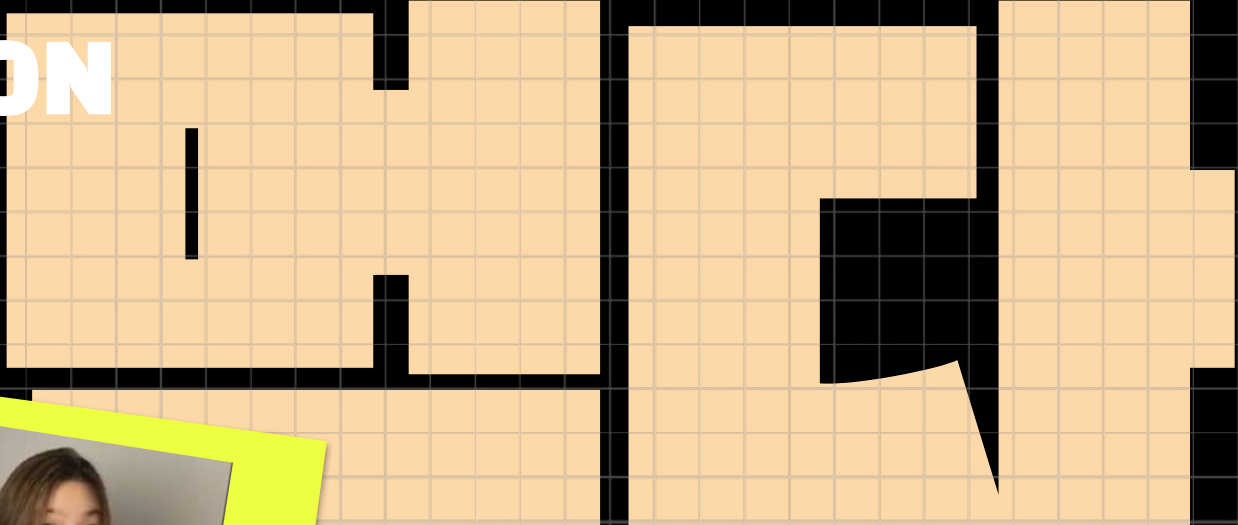


Set up booth where brand can have some activities weaved into the experience, such as :

- Product selling
- Product sampling
- Gamification



GAMIFICATION ON BOOTH



We will invite some visitors to play the game "guess the Korean song/Korean dance" while eating snacks as much as they can

(Divided into 3 teams in each session
(total 3 session))

PRIZE :

E- voucher
IDR 200.000 |
150.000 | 100.000



1500 *in the* 20000

MUSIC FESTIVAL



HITC *in the* CLOUDS



#1

MUSIC FESTIVAL IN
LA COUNTY

70K+

ATTENDEES OVER 2
DAYS (HITC LA)

#1

ASIAN- CENTRIC
MUSIC FESTIVAL IN
NORTH AMERICA

35K+

ATTENDEES AT
INAUGURAL FEST
(HITC NYC)

#1

SPONSORED MUSIC
FESTIVAL
GOLDENVOICE





2 DAYS FESTIVAL WEEKEND OF 88RISING MUSIC PERFORMANCES PRECEDED BY A WEEK OF EXPERIENTIAL AND CONTENT PROGRAMMING

- ↑ **Jakarta; Date, September, 2025**
- ↑ **Venue Jakarta : Tbc**
- ↑ **Time: 4pm to 12am**
- ↑ **Expected Attendance: 30,000 in total**
- ↑ **Estimated Media Value: TBD**



88 RISING & WORLD- CLASS ARTIST



THE BEST LOCAL FOODS



EXCLUSIVE MERCHANDISE



CAPTIVATING BRAND ACTIVATIONS



FUN LAND!

Brand can own an area to hold several activities that represent brand products. In this area, HITC audience may joins in fun and memorable experience, involving brands. This experience will eventually become shareable content organically

**Production by brand*



JAKARTA HEAD IN THE CLOUDS

THE BEST OF POP CULTURE, ART &
LIVE FESTIVAL WITH THE BIGGEST
ASIAN ARTIST IN THE WORLD
IN 2 DAYS EVENT



27K

2 Days Massive Visitors

160M

Online Audience Reach

38B

Public Relations Value

700M

Total Impression



323M

Sprite Product Sold

35M+

Ultra Milk Sold

921+

BCA Fazz Card Sold

160M

Janji Jiwa Product sold



FAM

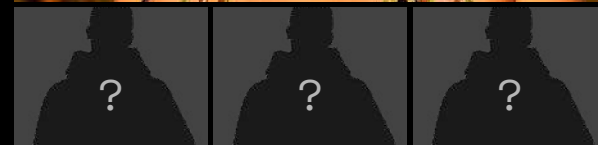
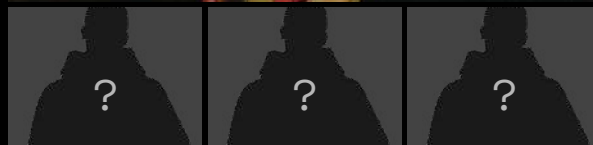
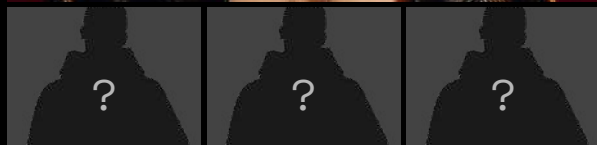
GLOBAL LAUNCH PARTY
+ LIVESTREAM

A global live-streamed launch party that activates in multiple countries across Asia to celebrate the next generation of Asian creativity as part of the worldwide announcement of 88rising's brand new music discovery + innovation platform Future Asian Music.


 JACKSON
WANG

 RICH
BRIAN


MILLI



Each party is led by a **superstar headliner** representing each country who curates the best up in coming artists in each region with breathtaking, tech-driven stages and visuals that inspire the world with what the future of Asian music has to offer.



BEST SHOT SHOWCASE

The energy of each country's showcase is fast-paced and electric — and the main event becomes carefully choreographed group medley showcase that sees **each emerging artist have 90 seconds to introduce themselves and impress a worldwide audience**, hitting the world with their best lyrics, flows, and style.

The stakes are high and the musical direction is seamless: no changeovers, no drop in the energy as a live studio audience watches as the best new artists pass the mic and challenge themselves to give the world their BEST SHOT.

LIVE STUDIO AUDIENCE

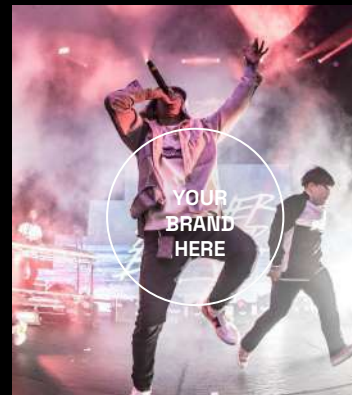
Each party invites an exclusive collective of artists and visionaries from each region to celebrate the dawn of a new age of Asian creativity as the live studio audience who bring loud cheers, energy, and positive vibes.

These invite-only parties will feature around 150-300 guests, with opportunities for brand partners to give fans access to tickets.

ICONIC FAM STAGE

Every party will feature a common visual element — a tech-driven FAM stage environment. Designed by the likes of 1024 Architecture.

The stages will be compact yet stunning, weaving in dynamic screens and modular structures to create a unique personality for each region.



ARTIST PROFILES

Every artist is featured in a short profile that introduces them to a worldwide audience.

Shot individually, these profiles:

- Hometown.
- Inspirations.
- Visions.
- Played over their own music
- Flex their own style and personality

“ON THE STREET” SURPRISES COUNTRY / CITY PROFILES

Each country represented is featured as the main character in a moving portrait of the people, sounds, tastes and textures that bring that city to life.

“SEEING SOUNDS” VISUAL ART COLLABORATION

FAM showcases more than just music — visual artists are just as much a part of the next generation of creativity.

CUSTOM BRAND INTEGRATIONS

Brand partners can integrate across each segment, weaving their products and messaging across artist + region celebrations.



BRAND

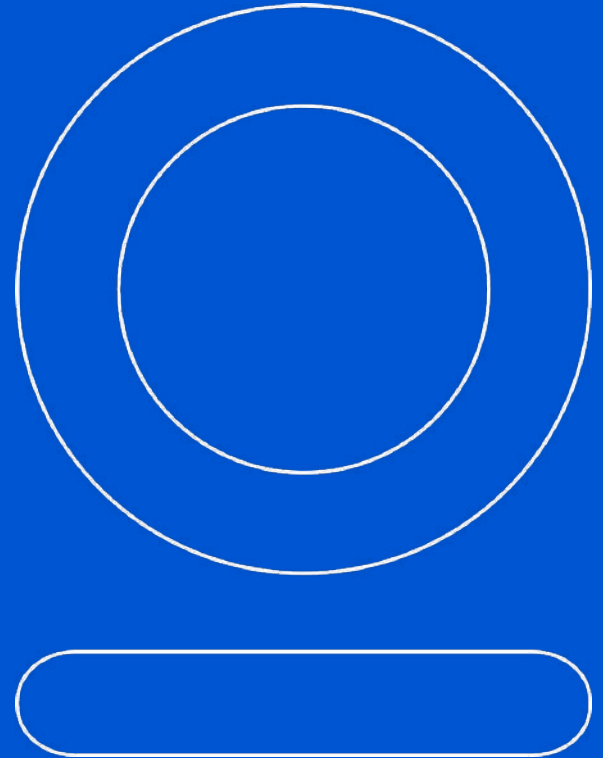
Welcome
BRAND

BROUGHT TO YOU BY BRAND

Brand can own several contents during FAM, which in every opening, brand logo will be displayed. Brand logo can also be displayed on the bumper in/out during live streaming.



KOL, Community & Creator





magenta.

an influencer and creator marketing platform

ONE OF OUR SERVICE...

We facilitate synergy and collaboration between our pool of influencers, hyperlocal, and our community within our network that covers multiple vertical from online to offline campaign

1.500 influencers and still expanding, spanning across 15 cities





MOVE WITH NO BOUNDARIES

ONLINE TO OFFLINE ACTIVITY TO LAUNCH TOYOTA AGYA GR SPORT IN 4 BIG CITIES WITH USED 100 HYPERLOCAL + 1 MEGA AUTOMOTIVE KOL + 50 MICRO KOL'S +10 COMMUNITY+ 1 SUPPORTING VIDEO CLIP MAHARANI FEAT RIZKY FEBIAN

7,7M+

Video Views

8,6M+

Total Impression

6.8M+

Engagement

38,29%

Engagement Rate





Life's Good.

Explore Fitur dan Teknologi

LG & Aplikasi



COMMUNITY

KASKUS



Endeus



BOLALAB



Deliver quality reach for your brand message to the right audience.

KASKUS COMMUNITY

HANSIP HOAX



**YUK, BIAR GA KENA TIPU2
GABUNG SEKARANG!**

kaskus.com/hansiphoax

WORKSHOP KLUB KREATOR

by magenta

**CENTANG BIRU,
SEBERAPA PERLU?**

Edho Zell

Influencer, CEO &
Founder of @social.bread

**Rifka
Martha**

Lifestyle Influencer

**Dimas
Danardana**

Host

**Sabtu,
19 Agustus 2023**

14.00-17.00 WIB
Olise Coffee & Kitchen
Bandung



OPINIO





KASKUS



IG Followers : 220K
ER : 2,78%

Endeus



IG Followers : 1M
ER : 2,56%

OPINIO



IG Followers : 605K
ER : 0,98%

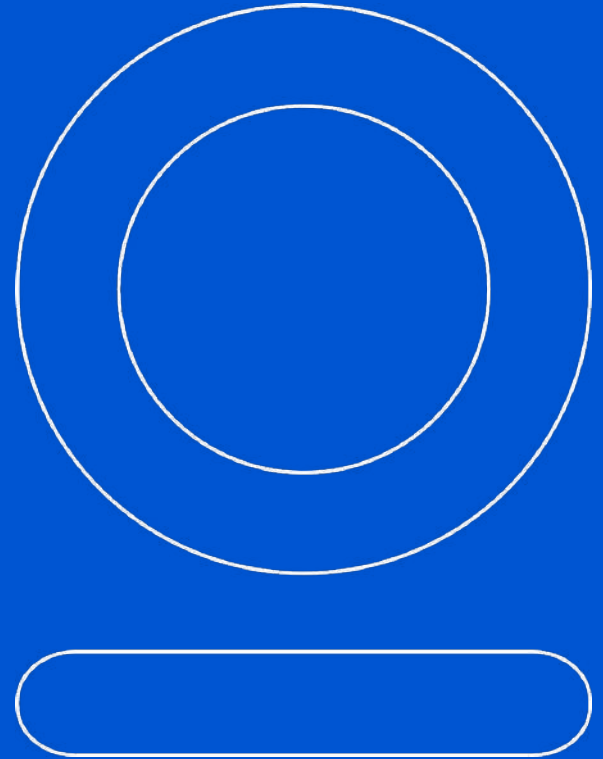
BOLALOB



IG Followers : 1,1M
ER : 2,40%



360 Services (ATL, BTL, Digital)



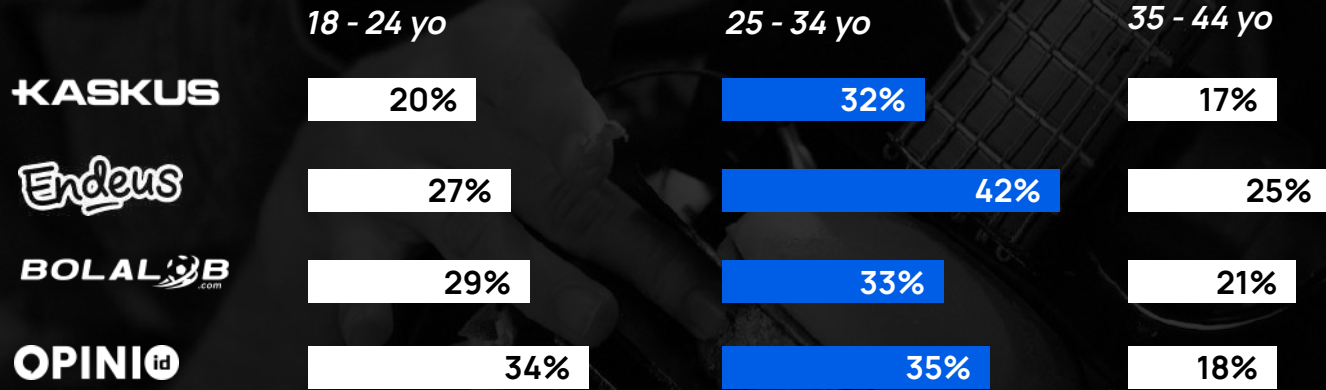


springboard

studio

Supported by strong experienced team with breadth and depth of skill sets in content production in any scale.

We also have wide networks across digital creator, which housing vast interests and skill sets, we provide extensive category of contents services to help our partners achieve their objectives & message delivered.



Consist mostly by Millennials and Gen Z generation, we found something about them.
While they are different, Gen Z and Millennials share some similarities.
They share a passion for learning, as well as favors instant gratification.
And they are motivated by meaning and value.



CULINARY FOOD JELAJAH NUSANTARA IN 5 BIG CITIES

VIDEO PRODUCTION TO CAPTURE THE
ORIGIN SAMBAL INDONESIA FROM
KUPANG, PADANG, GARUT,
YOGYAKARTA & CIREBON WHICH
MATCH WITH ABC VARIANTS

504K+

Video Views

1,290M+

Total Reach

1,100+

Engagement

10,09%

Engagement Rate





COMMERCIAL ADS PRODUCTION FOR XL

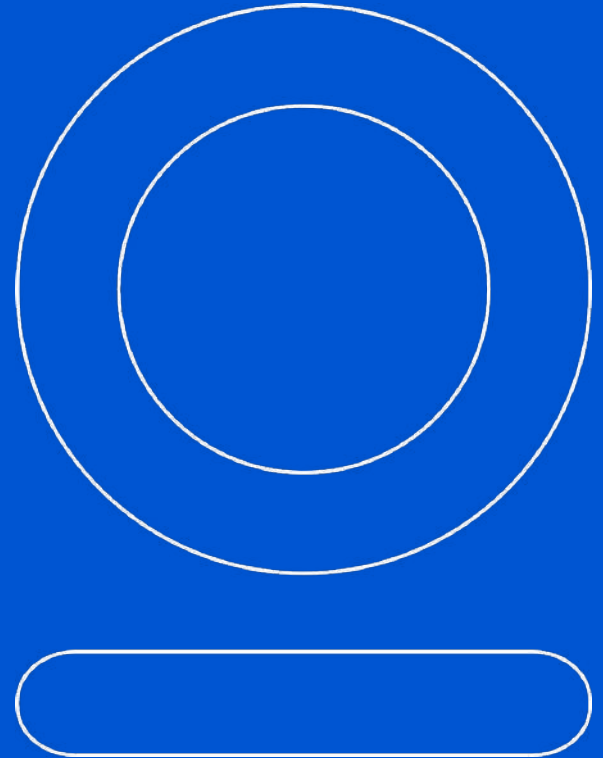
WE SERVED ALL THE THINGS ON PRODUCTION PHASES, STARTS FROM DETERMINING SETS, PREPARE THE CREW, SCRIPTS AND TALENT SELECTION

WE CREATE TVC AND CONVERT TO VIDEO SOCIAL MEDIA OUTPUT (YOUTUBE SHORT, INSTAGRAM REELS AND TIKTOK)





Sportainment



SP SCOOTER PRIX 2024





SPACE BOOTH

Brand can open a booth not only for awareness but also for providing an experience for the Scooter Prix visitors.

Not only for selling products, this booth space can also create unforgettable and memorable activities for your products and the audience.

Suggest Activity:

- Games
- Challenges
- Signature Product
- Lucky Draw



COMMUNITY EVENT

Gathering Vespa community Around Jabodetabek

Riding events that can increase the income of MSMEs in the areas traversed by Vespa riders to build hype for the Scooter Prix event in the surrounding areas of Jabodetabek. Brand will be the supporter of the event to advance MSMEs in those areas.

- Local music show
- SME's Local Bazaar
- *Swap-Trade* from collector hobby
- Product Sampling to Community

This event will be attended by Vespa riders
Jabodetabek



UTILIZE TEAM & RACER

Logo Brand



Logo Brand



Brands can use racers or racing teams to promote their logos on assets (such as wear packs, motorcycles, paddocks, and even social media).

This industry is not only in the racing field but also sets trends for Moto Racing enthusiasts in Indonesia.



HUZNA

91,4K IG Followers



REZA REYNALDI

47,1K IG Followers



ECA SABANA

126K IG Followers

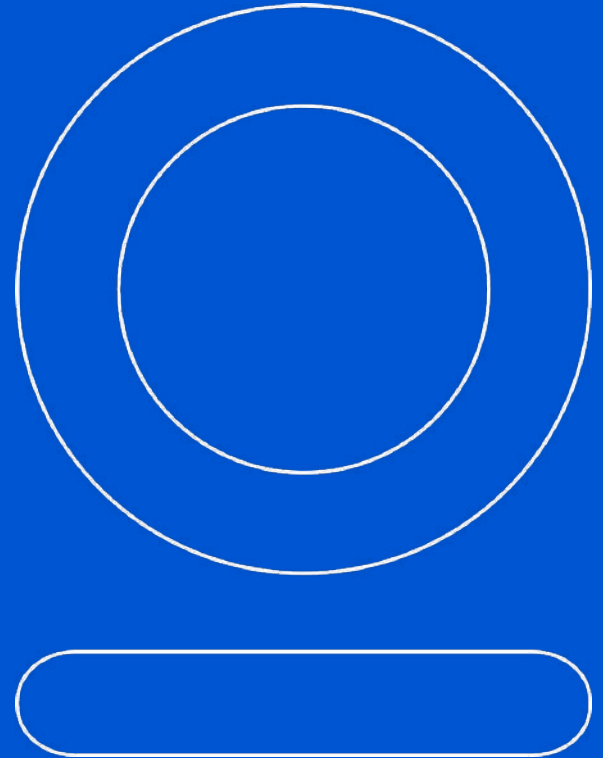


FISI CHELLA

47K IG Followers



Movies





springboard

movies

EMPOWERING BRANDS TO MAKE A BOLD IMPACT

Redefining movie engagement and audience connection

The world best marketing case study where brands create a powerful presence in the world of cinema, making an impactful statement that resonates with audiences

**HEINEKEN
CASE STUDY -
BEST WORLD
INTEGRATION
CAMPAIGN**





We're here to empower brands to conquer the world of cinema and leave an unforgettable mark.

With over 10,000 movie enthusiasts spanning across every city in Indonesia

FILMLOGUE CINEMA CLUB

OFFLINE ACTIVITY & DIGITAL CONTENT

Nobar - Discussion - Film Makers - KOL/Celebrity - Digital Placement

No templates here. We customize for each brand, understanding their unique needs, objectives, and KPIs to drive impactful statements and purchases.

CREATIVE INTEGRATIONS

MOVIE BUILT-IN, OFFLINE ACTIVATION, DIGITAL CONTENT

IP-based programs in the movie industry allow brands direct engagement with their target audiences and offer opportunities for product sales

SPECIAL PROGRAM

COMMUNITY EVENT-BASED PROGRAM

Movie Convention - Movie Festivals





FILMLOGUE CINEMA CLUB

Welcome to Filmlogue Cinema Club, where movie magic thrives!

With **170K** community followers on Instagram, together with **Kincir**, we committed to provide ultimate movie-going experience, and rewarding the dedication of movie enthusiasts to the art of cinema.

FLG Nobar enable your brand to engage with our vast number of cinema enthusiasts community, as well as the movie industry.



NOBAR

FLG Club presents exclusive screening of highly anticipated movies, that cater to every taste.

WHO

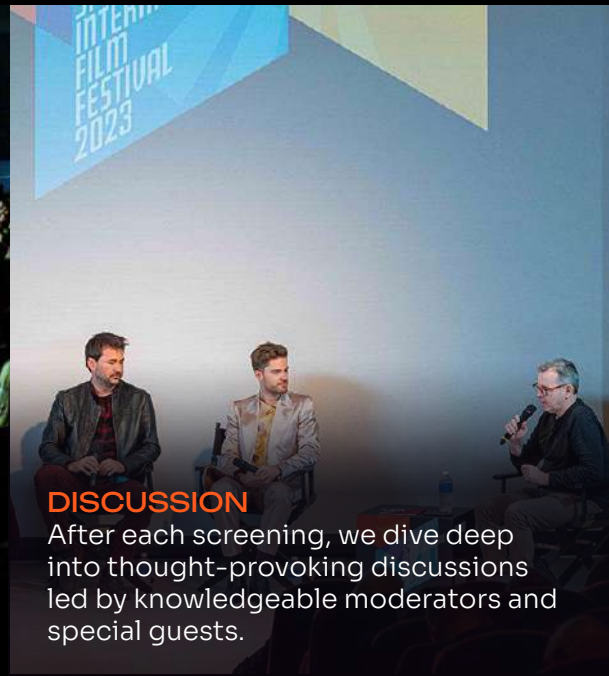
Filmlogue Club members, film makers, KOL/celebrity

TARGET

200-300 pax (per cities)
Reach more than 10 cities
Location: All Cinema

BRAND OPPORTUNITIES

Cinema Takeover, Product Sampling
Branded Goodie Bag & Merch, Brand Visibility at cinema, TVC play before the movie (TBC)



DISCUSSION

After each screening, we dive deep into thought-provoking discussions led by knowledgeable moderators and special guests.



FILMLOGUE PODCAST OVERVIEW

Interview of cast & crew of Indonesia film industry. Unlike any other, FLG Podcast dive deep into their lives, and interests, first, and movie promotion, second. Completed with 3 games segment that will be adjusted to fit the guest characteristic.

Interview highlights, and each games segment will be cut into separate contents, and will be broadcasted on YT Shorts, Tiktok, and IG Reels.

SEGMENTS

Interview with cast & crew

Games 1

Games 2

Games 3

TOTAL DURATION

20-30 min

Host



DIAZ DANAR

Shortlist Guests Stars



ANGGA YUNANDA



NICHOLAS SAPUTRA



JOKO ANWAR



PRILLY LATUCONSINA



MARCHELLA FP



YANDY LAURENS



VINO G BASTIAN



MOULY SURYA



FILMLOGUE VLOG Enable your brand to be associated with the potential upcoming cinema phenomenon, and movements, through engaging discussions of the most anticipated films, in form of vlogs, led by A-list cinephiles.



FORMAT
Vlog on Kincir Youtube
10 min

TARGET
Est. 10.000 views

BRAND OPPORTUNITIES
Product Placement, Superimpose Logo,
Brand Placement OTT of Choice, Looping
Logo on Digital Frame

creative integration

MOVIE BUILT-IN

Engage with audience through stories

The best way to reach out to people is through a good story. Through movie built-in, your brand will be associated with the story, and linger in the heart of the people. As it will be released nationwide. And will reach even more vast audience as it will be aired in OTT such as Netflix, Disney+, etc.



Product Built in

Brand Placement

Brand Activation

Sponsorship

Merchandise

Festival / Event

Brand Collaboration

creative integration

KOREAN SERIES

Reach out the world through series

And you can have your brand to create the same wave. by having your products featured in curated Korean series in 2024. The series will played with well known casts. The series will be aired in worldwide OTT such as Netflix, Disney+, (including Indonesia region).

A LIFE OF A RESIDENT THAT WILL BE WISE SOMEDAY

언젠가는 슬기로울 전공의 생활
(HOSPITAL PLAYLIST SERIES SPIN OFF)



STARRING: GO YOEN JUNG, KANG YOO SEOK

RELEASE : MAY 2024

CINDERELLA AT 2 AM

새벽 2시의 신데렐라
(WEBTOON REMAKE)



STARRING: SHIN HYUN BIN, MOON SANG MIN

RELEASE : AUGUST 2024

MOM'S FRIEND'S SON

엄마 친구 아들



STARRING: JUNG HAE IN, JUNG SO MIN

RELEASE : AUGUST 2024

After product placement in Korean series, we can invite main casts to held meet & greet in Jakarta.



Let's dive into your marketing objectives, KPIs, and preferred budget. We'll craft a tailor-made solution based on your brief, ensuring maximum impact and results.

