

CITRA MEDIATAMA
INDONESIA



IDEA TALKS.

ONE STOP DIGITAL MARKETING IDEAS FOR YOUR BUSINESS



Digital savvy is already a key issue for many businesses. At the same time, plenty of changes are sure will come. Digital conversion has enlightening brands to embark on digital principles into their daily business. The brands are investing extra-efforts to establish a digital business line while some others are making a refinement. Influential brands across the industry have developed different strategies to keep their relevance to this dynamic market.

The digital marketing principle requires more creative and integrated strategies. The objectives are clear; both to win the awareness or to keep your products and services relevant to the modern market.



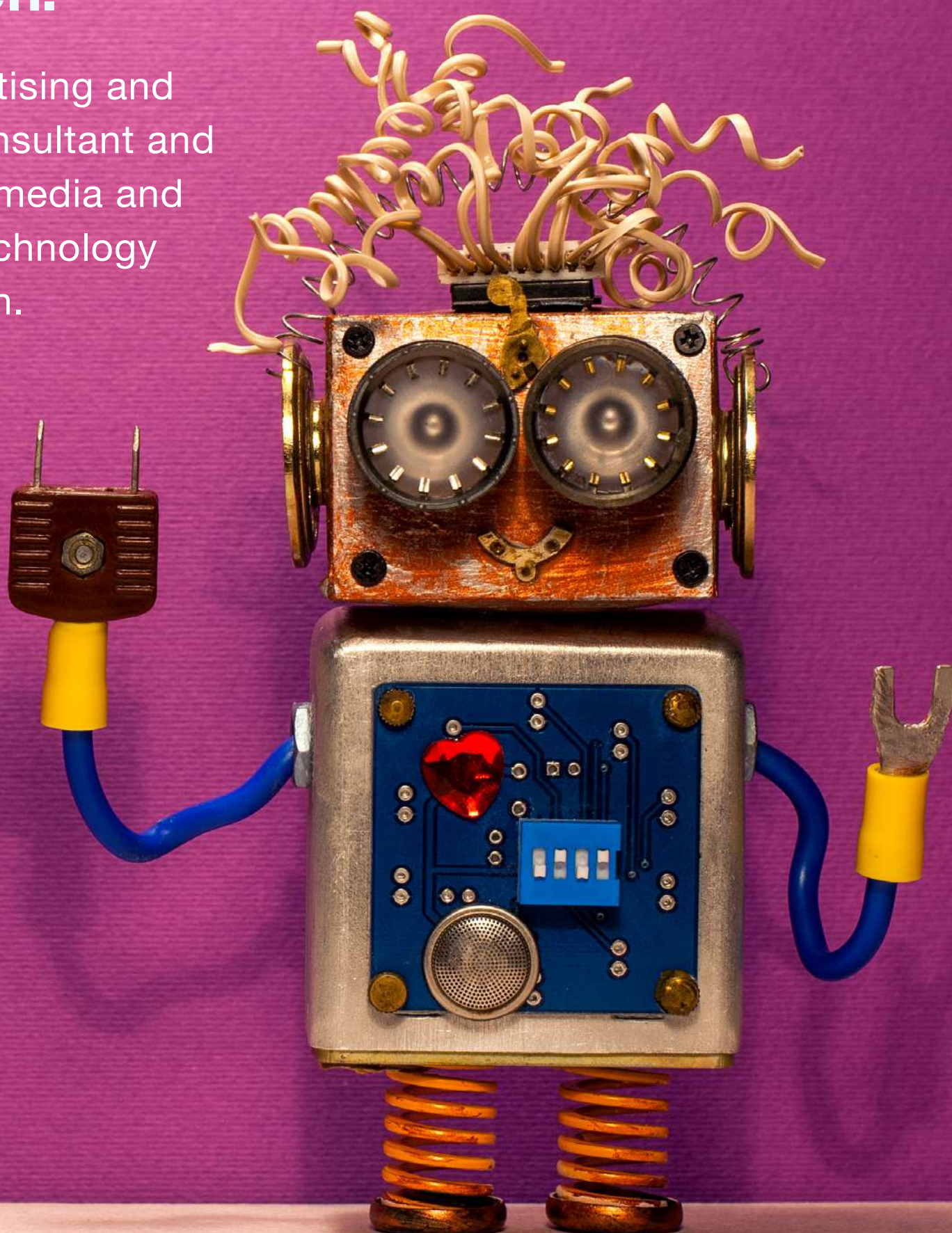
SDI ACTION is the prominent idea-driven digital and marketing agency serving your business with prodigious ideas, concepts, and strategies you have never seen.

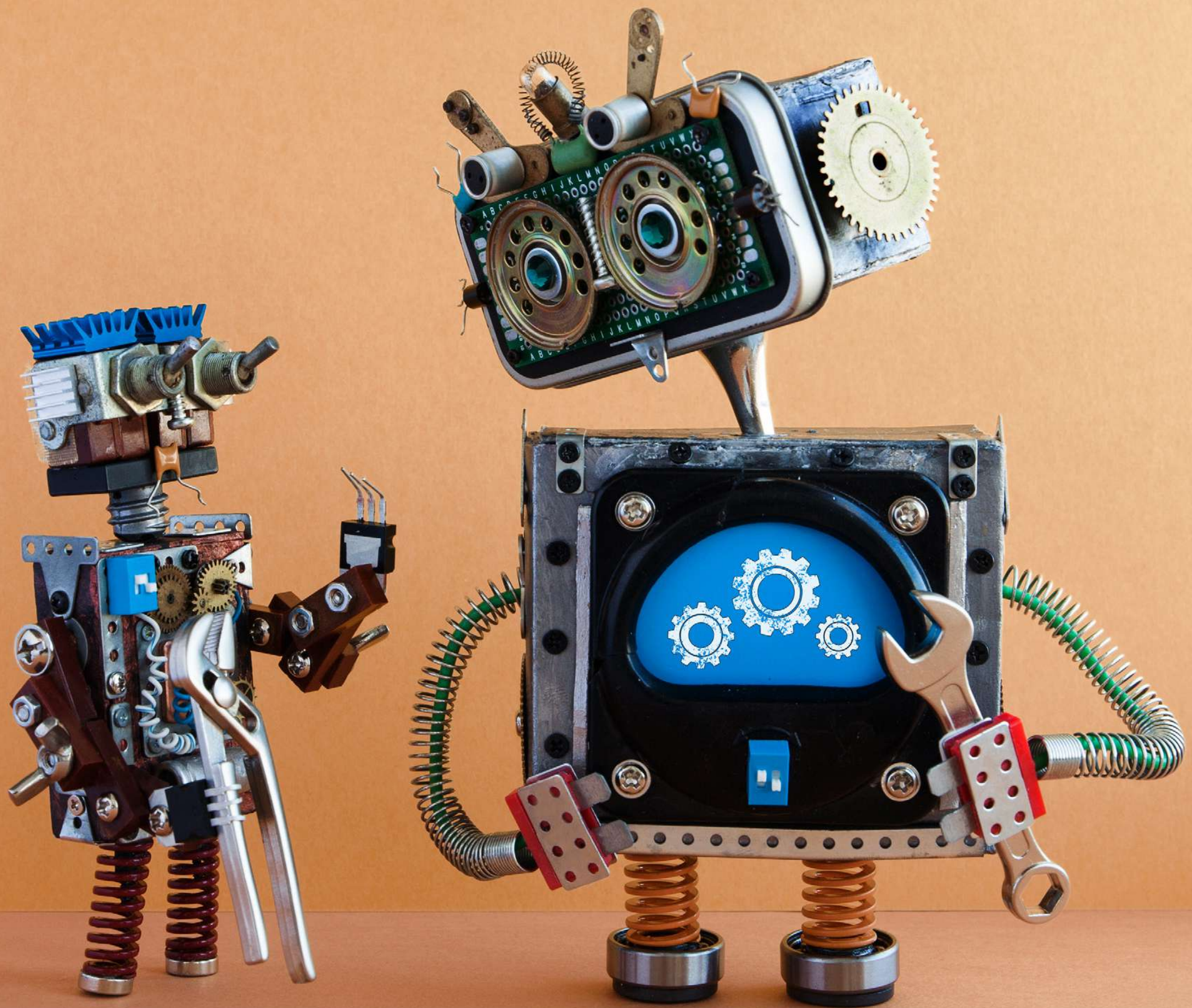
We are boosting our focus on one-stop advertising and digital marketing strategy including digital consultant and planning, creative content production, social media and digital marketing services, information and technology (IT) management system, and market research.

Reflecting on the IDEA TALKS.

The essence of our value creation is its ability to integrate diverse capabilities and strategies, to realize distinctive solutions. We develop creative and integrated solutions to elevate your business, so you can keep your business staying optimized, organized and reliable.

Experienced in numerous projects, SDI ACTION is a preferred service partner to influential brands across various industries.





OUR EXPERTISE.

STRATEGIC AND PLANNING CONSULTING

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The valuable conversation, the adaptation of multi-platform technologies, and a new vision are critical areas for modern marketing.

To develop such impactful planning and strategies, we utilize variety of data sources, actual context, valuable content, and advanced analysis model.

Our effective approach has helped our partners encompass accurate public relations decisions to generate brand awareness and efficient marketing strategies to maintain its ROI's growth. We are committed to the success of sustainable growth of our clients.



STRATEGIC AND PLANNING CONSULTING

Feedback &
Knowledge
Sharing

Monitoring
& Optimization



Social
Bookmarking

Grand Strategy
Marketing &
Public Relation

WE DEVELOP THE PERFECT STRATEGIC AND BRAND VOICE ACROSS MULTIPLE CHANNELS

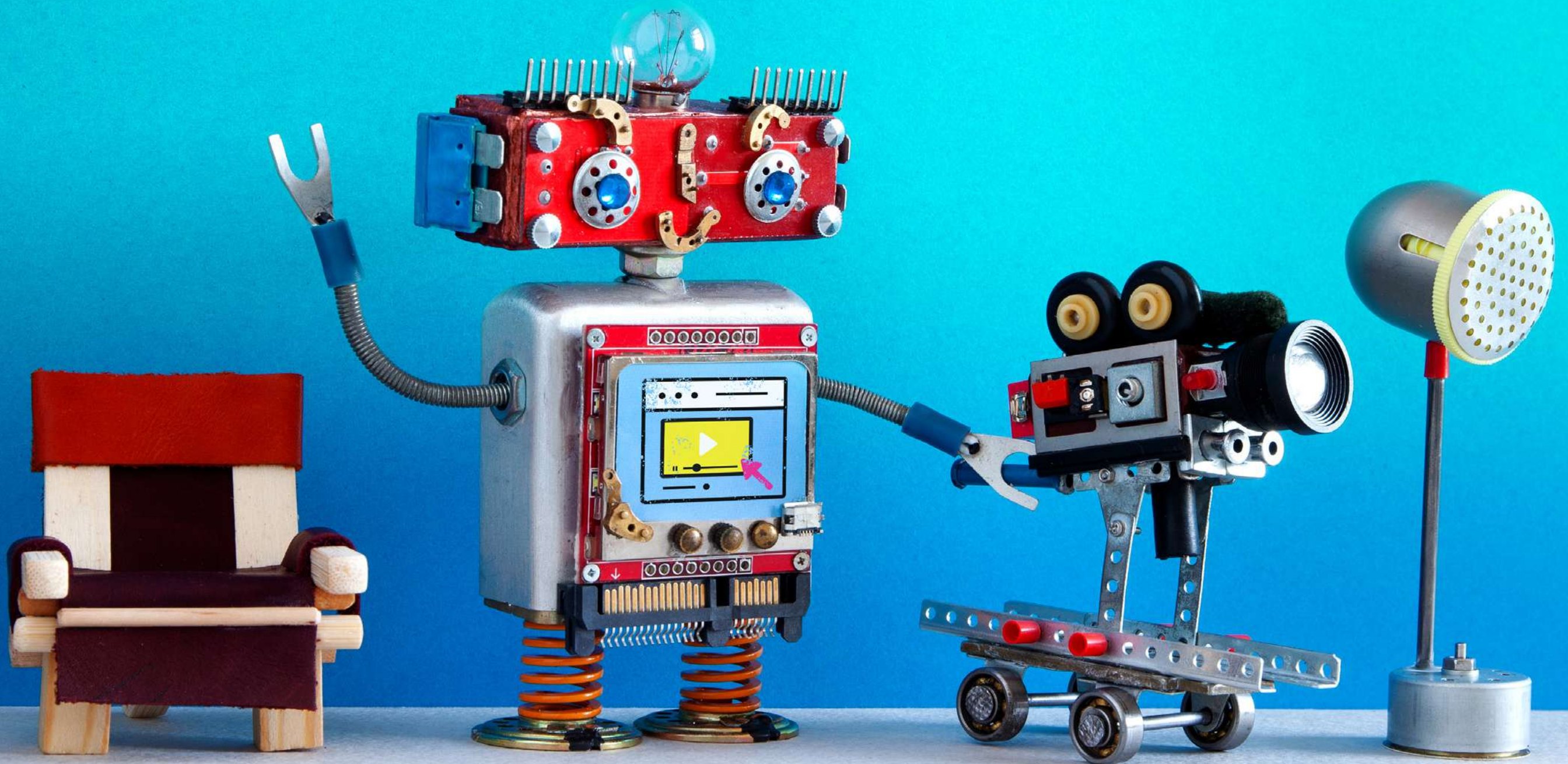


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OUR EXPERTISE.

FULL-SERVICE CREATIVE ADVERTISING



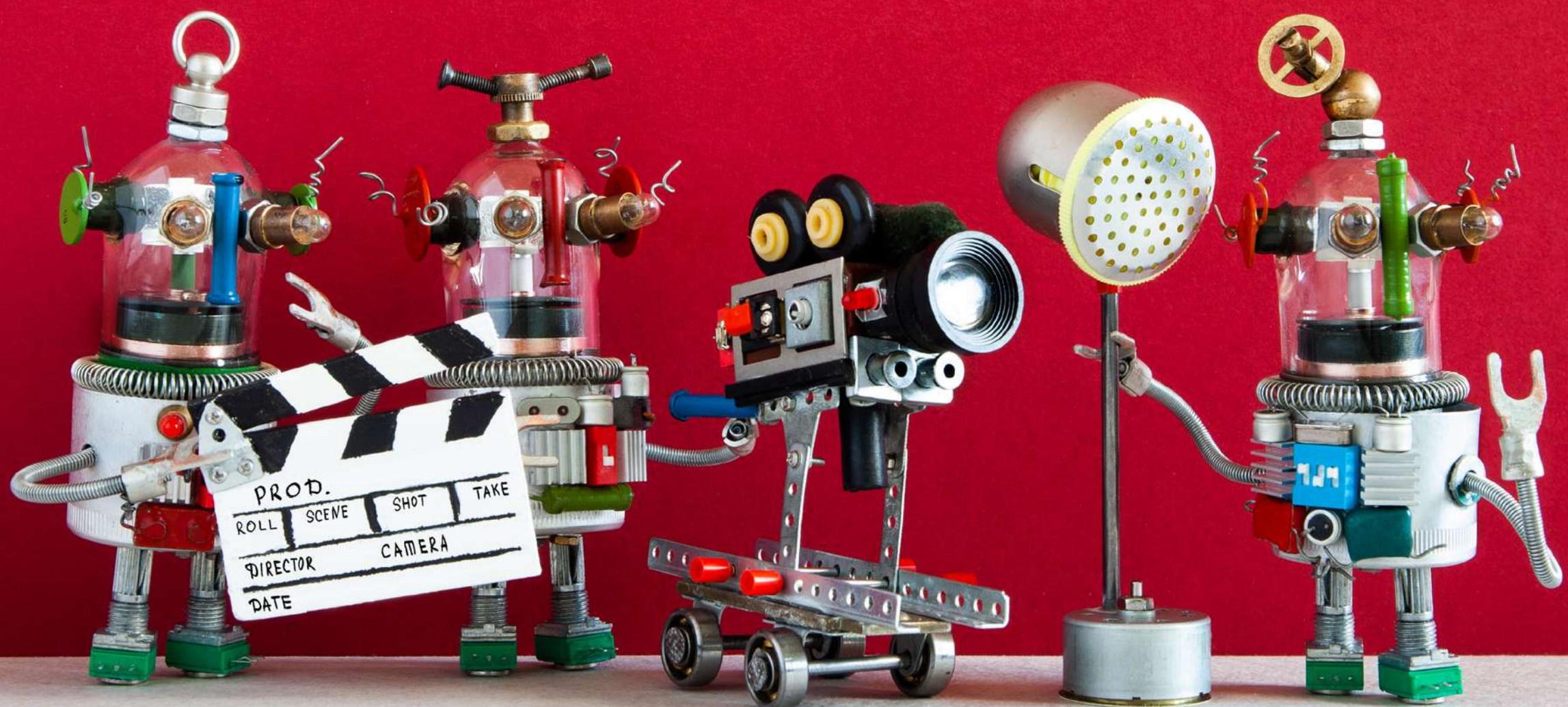
A compelling brand story is a kind of appreciation that gives your audience a way to connect and to view your brand as a living and breathing entity offering real value.



To create such a meaningful story, we are integrating our diverse talents, competences, and modern tools. We craft provoking content thru creatives, web-series, commercials, and entertainment.

We believe in the endless possibility of ideas and the importance of effectiveness and efficiency. This unique group of competences creates epic composition to go beyond awareness and engagements.

We craft memorable moment and genuineness in delivering your services and products through creative video.



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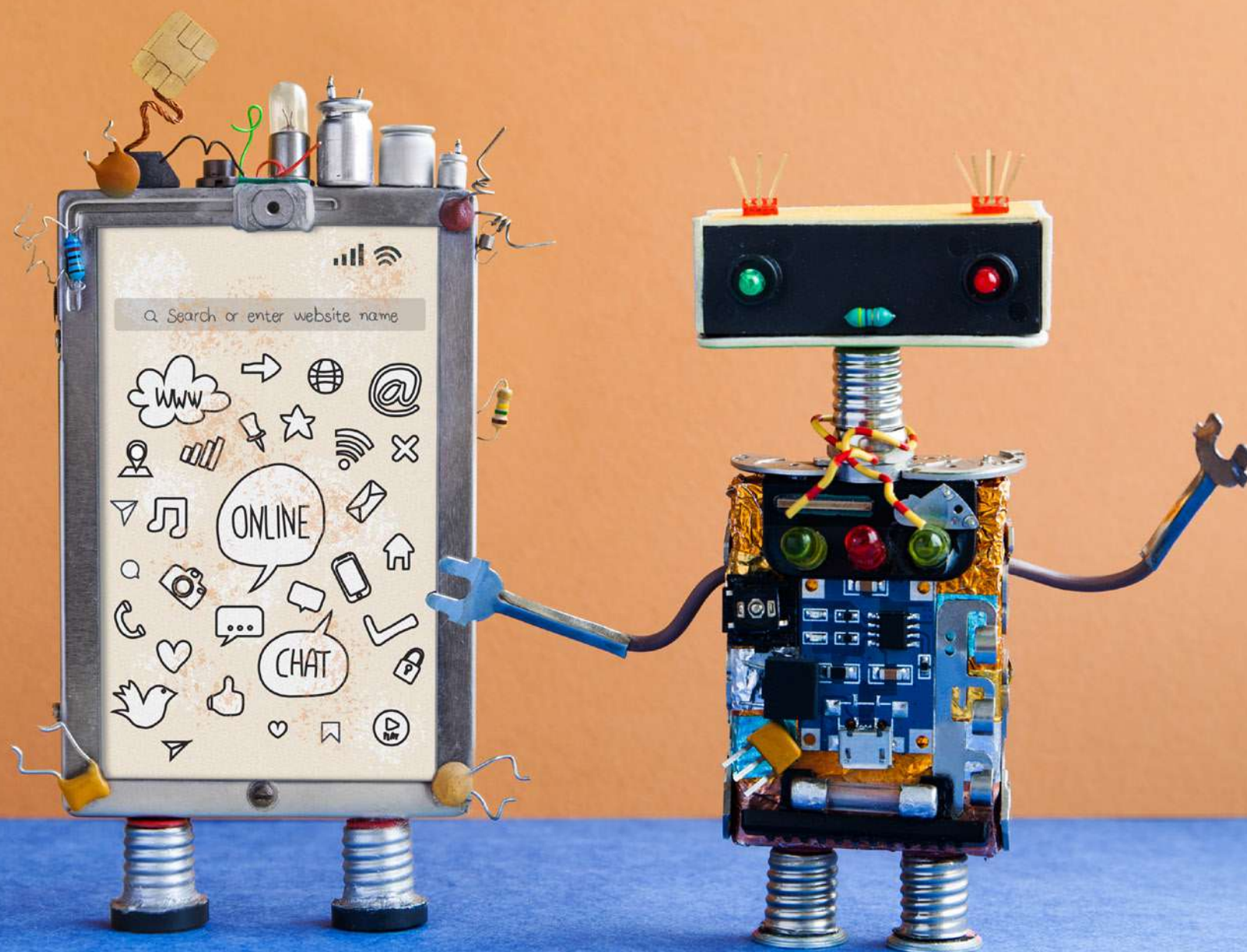
OUR EXPERTISE.

FULL-SERVICE SOCIAL MEDIA MANAGEMENT AND CONTENT CRAFTSMANSHIP

The creative social media management and effective digital marketing strategy will lead to improve traffics, better Search Engine Optimization (SEO) as well as maturation in customer satisfaction. To maintain the sustainable customer engagement of your companies, we expand our offerings with extensive support and management system for your social media platforms as well as all the execution of marketing content based on outstanding creativity, traffic-driven strategy, and current trending context.







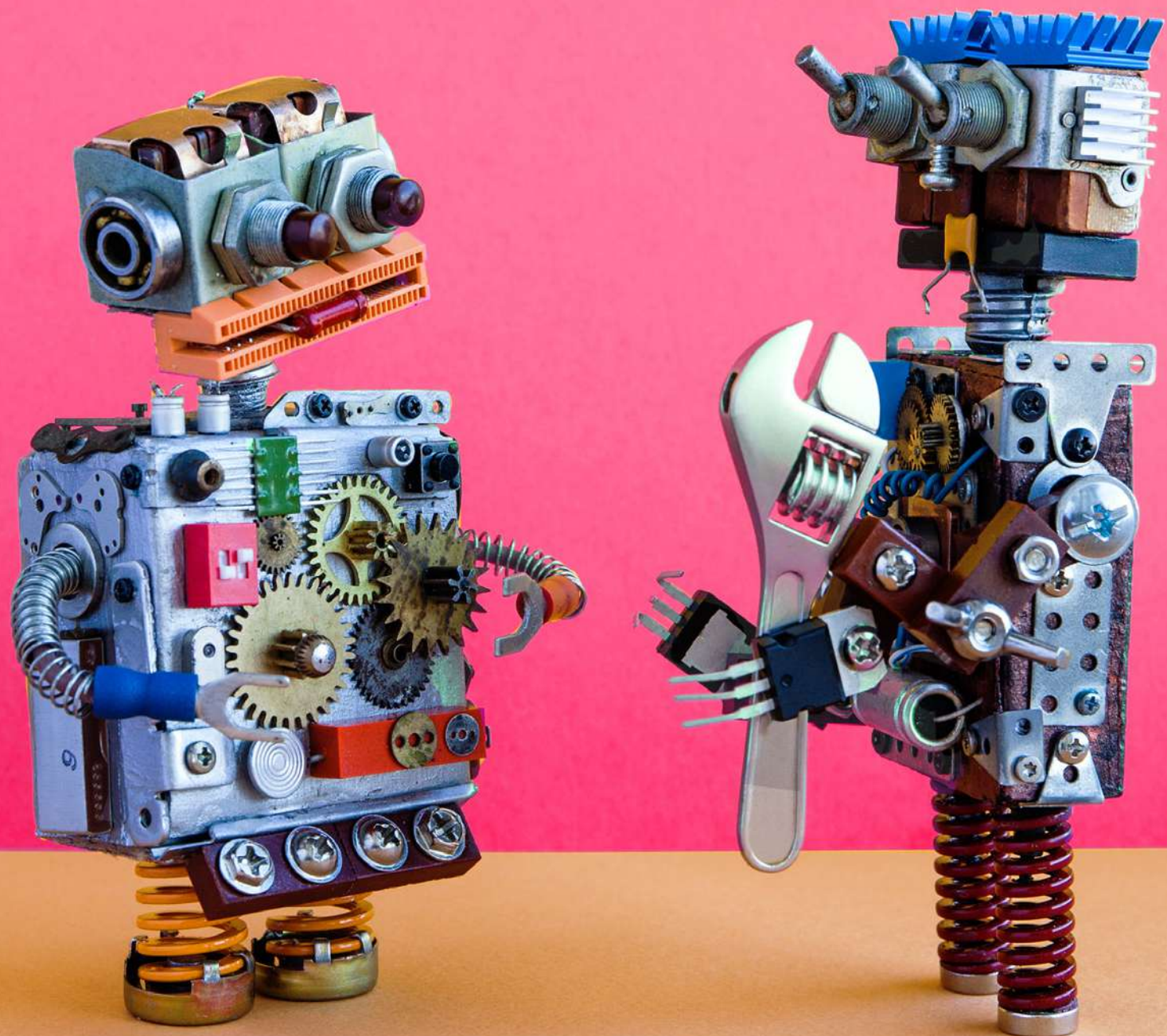
Social Media Management

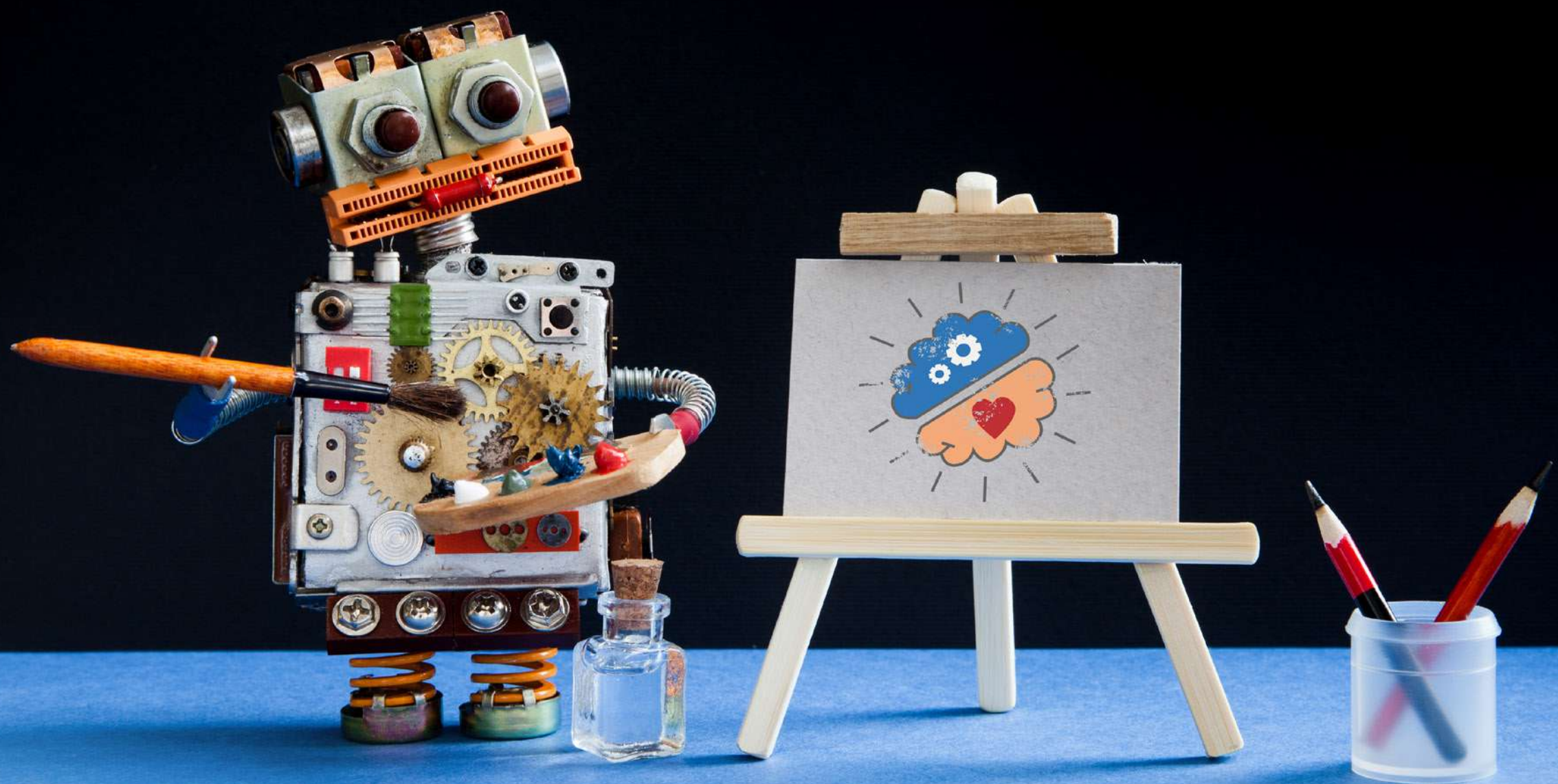
Maintaining a sustainable rate of impression and engagement is not an easy work; it requires qualified talents, prolific research, trend understanding, advanced metrics, and measurement. SDI ACTION carefully formed a team consisting of social media native-talents and specialists in research to manage each account of our partners.

CONTENT CRAFTSMANSHIP

Production-to-Post Production

Since there are so many social media networks and media sharing sites connecting people for all of the reasons, this connection makes people will get the feeling when they area watching, seeing, and interacting with the product. Like an identity, social media comes through all the product influences how people perceive the brand itself. We are proud of helping our partners to craft the compelling contents for their loyal and prospective customer.

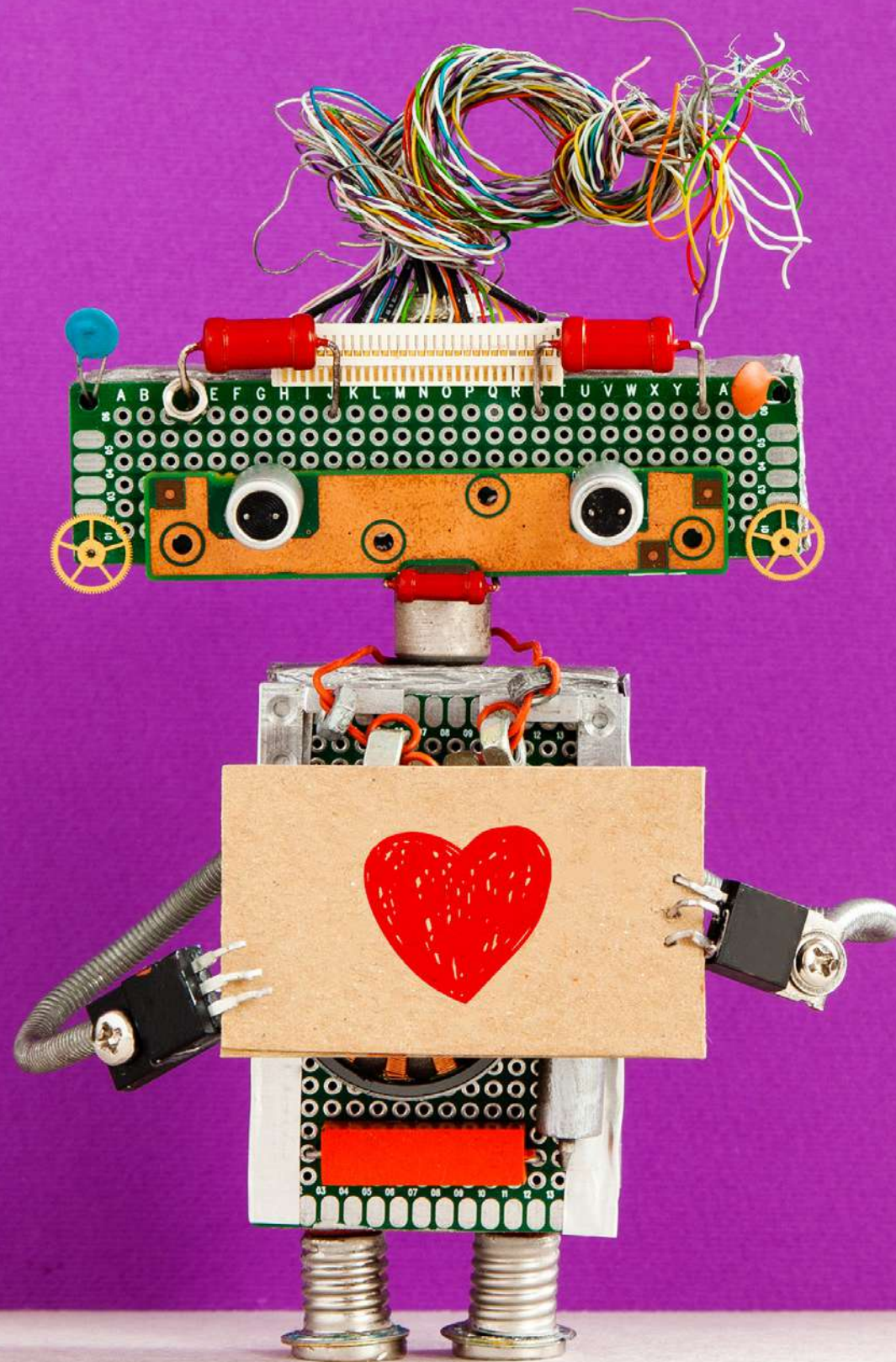




**We design more than
visual creative, we build
curiosity and passion
within the content.**

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**We compose compelling stories
that generate brand loyalty in
the heart of your consumer.**



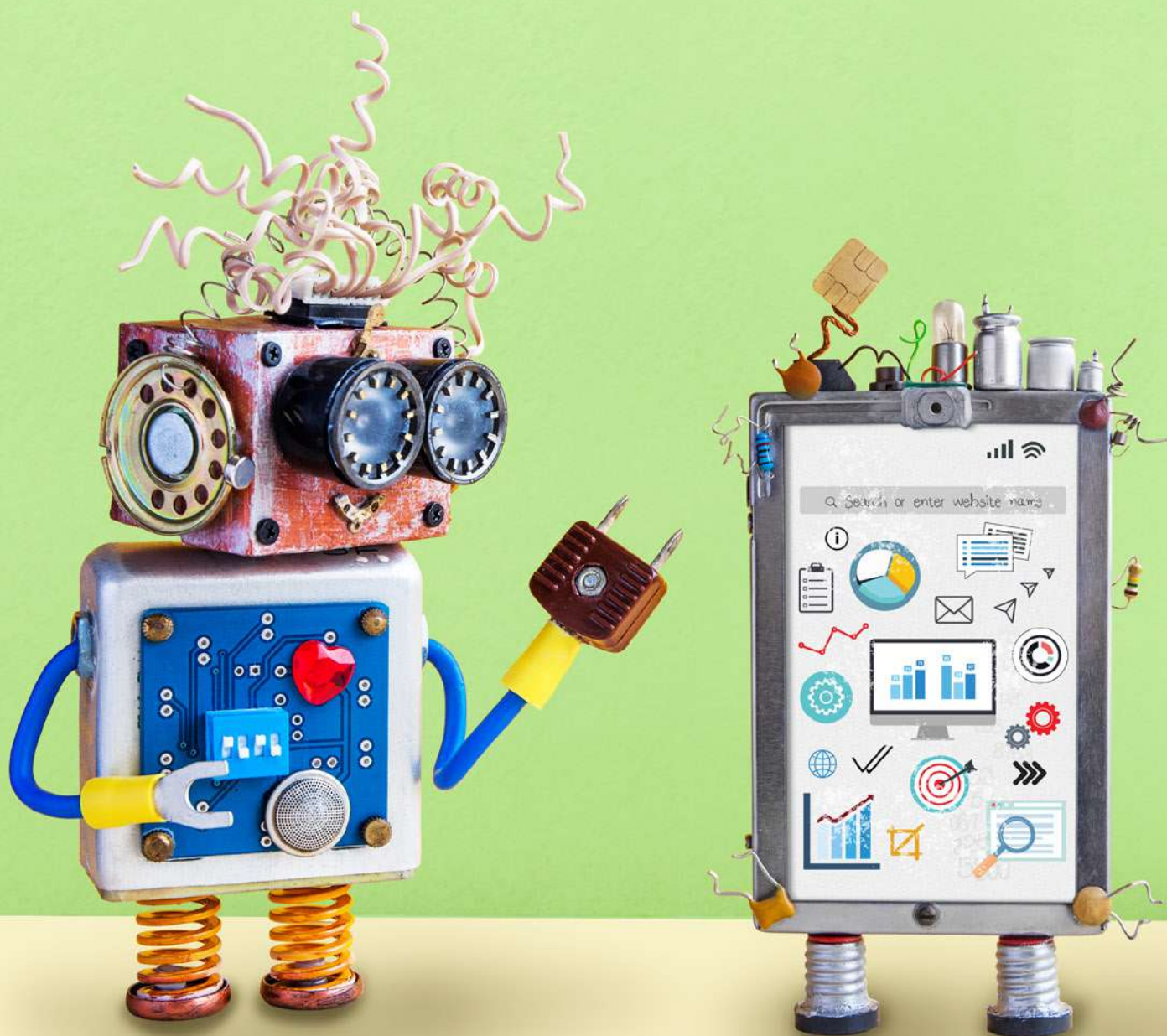
OUR EXPERTISE.

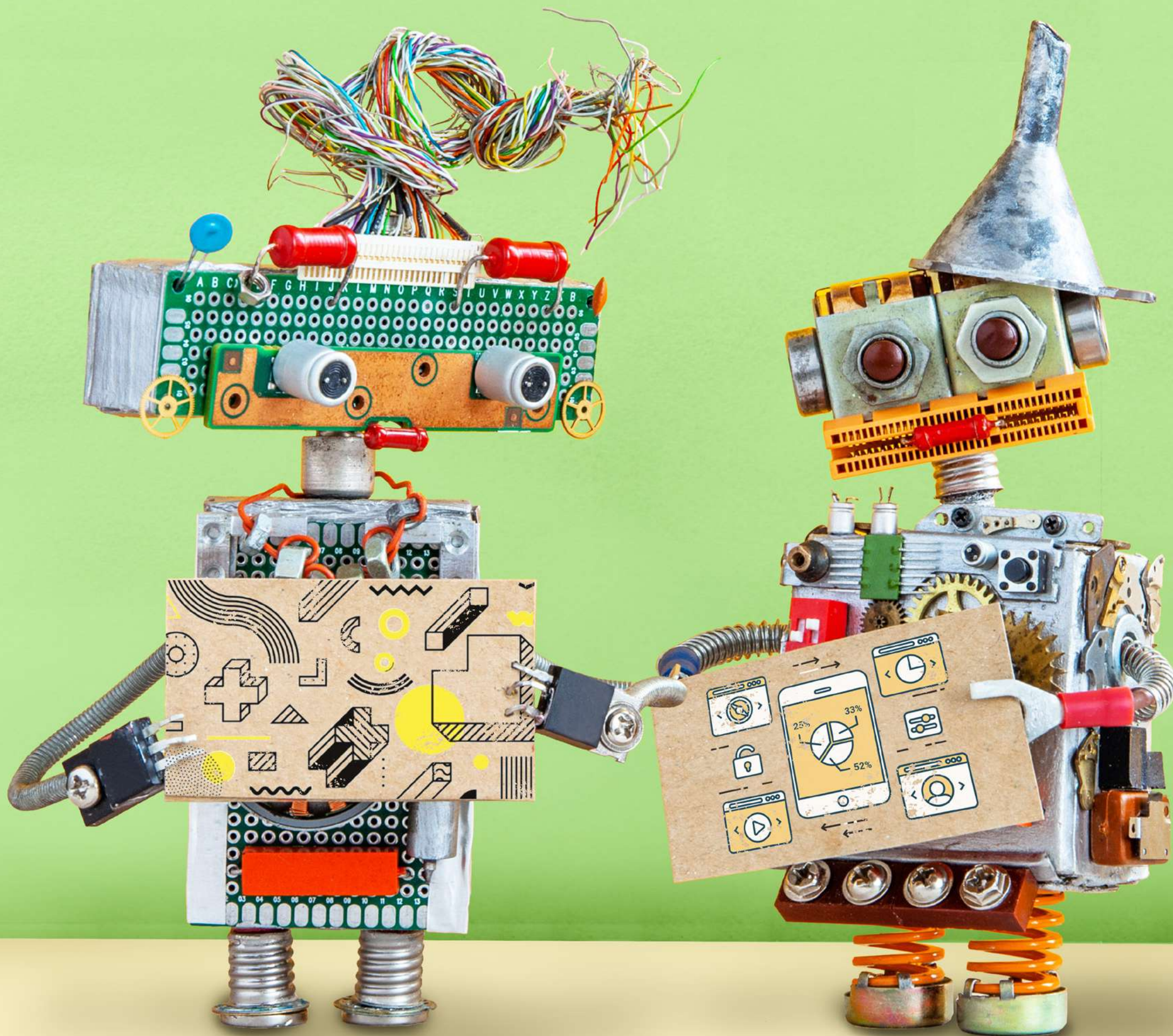
MARKET RESEARCH

Maximizing the potency of your paid and owned media activity, marketing and PR decisions is more than required. To have a better vision of how you can reach your market, demands a deeper research, not less than, your business must acquire a clear insight into these three basic questions.

**What do people prefer?
How do people consume?
And Why?**

Discover how our insight helps your business win the market through deeper insight into what people want to about your products and services. We power our experts with reliable scientific methods and modern tools for determining accurate insight. Our methods will make the interaction of your business more personal and scalable.





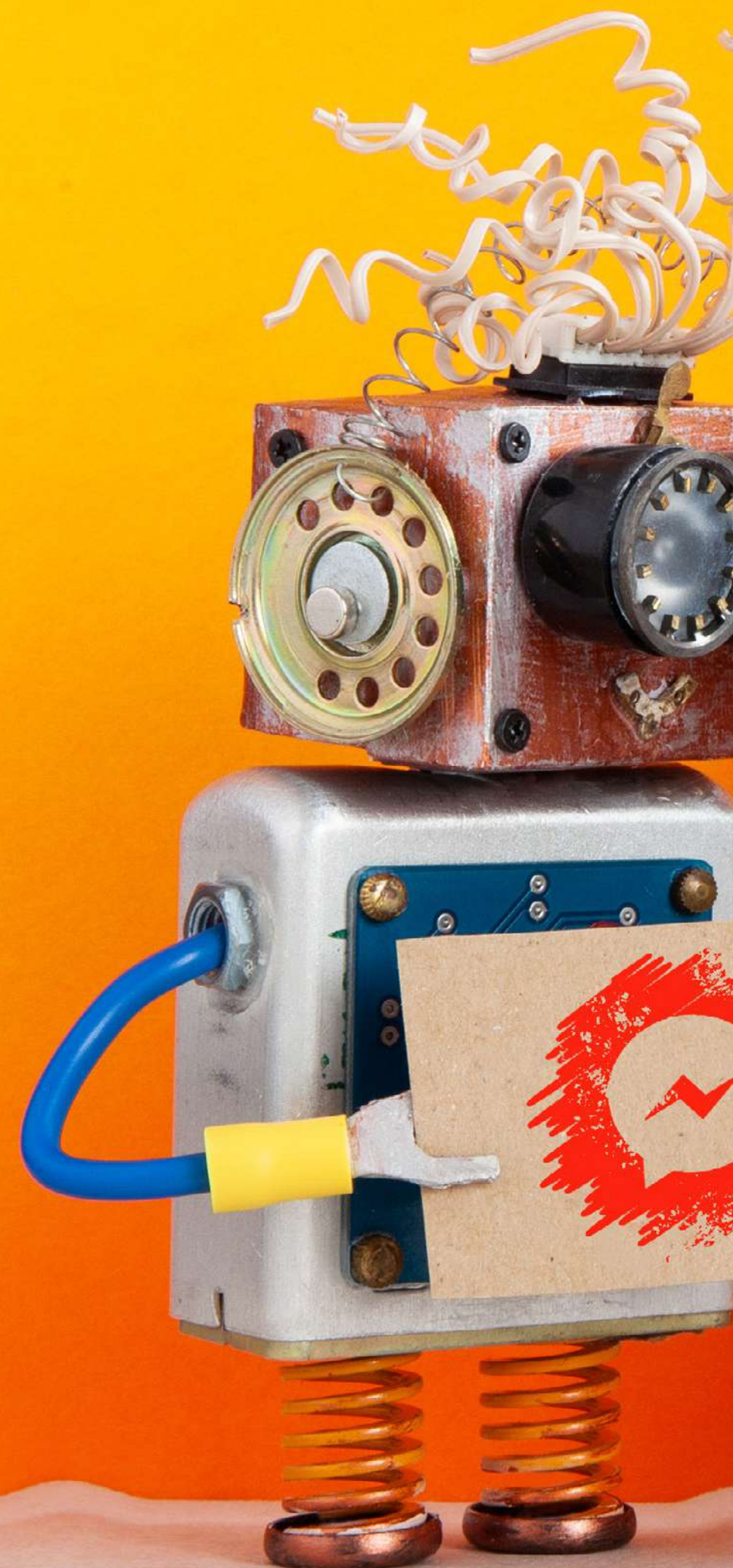


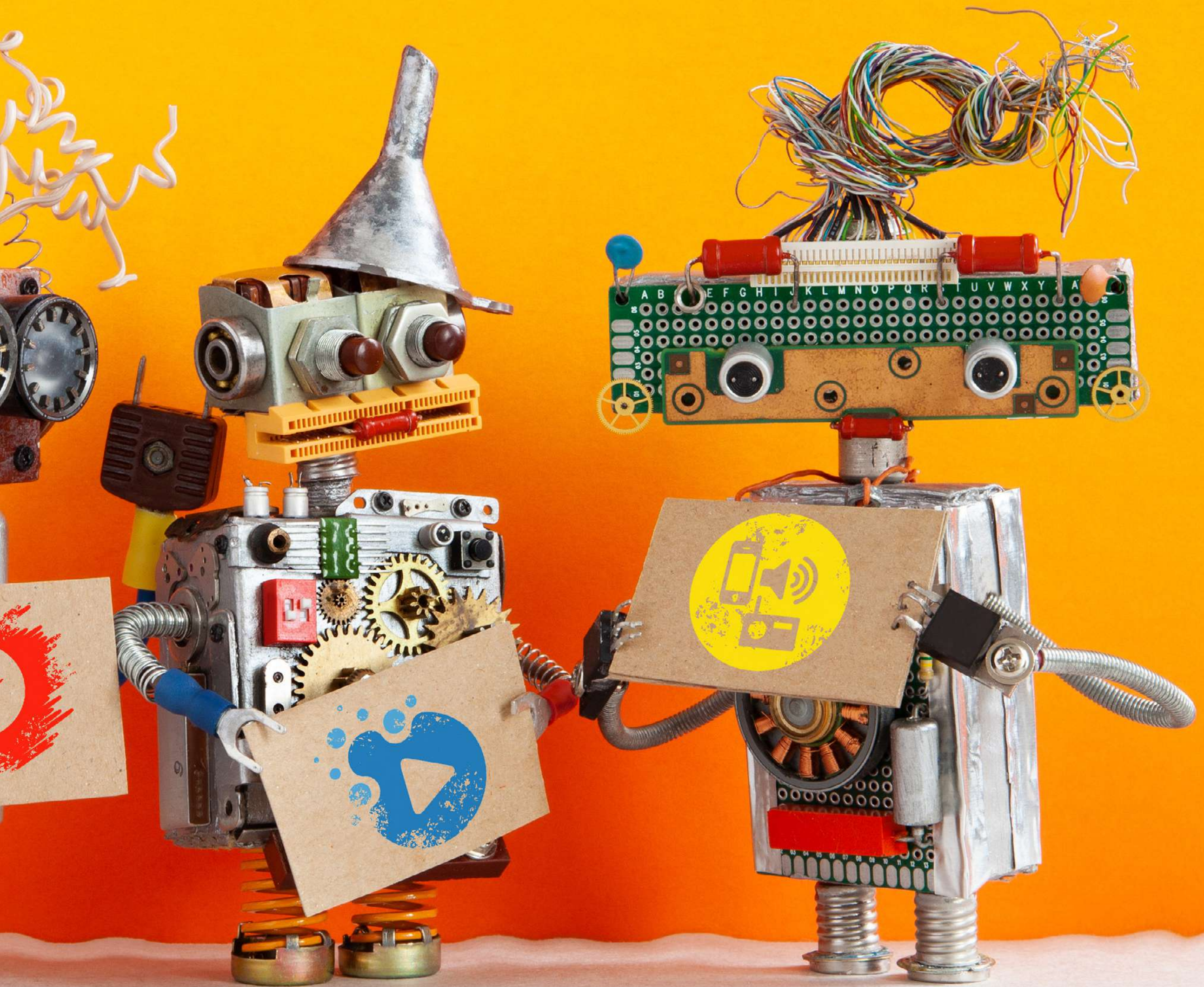
Media and Public Relation Research

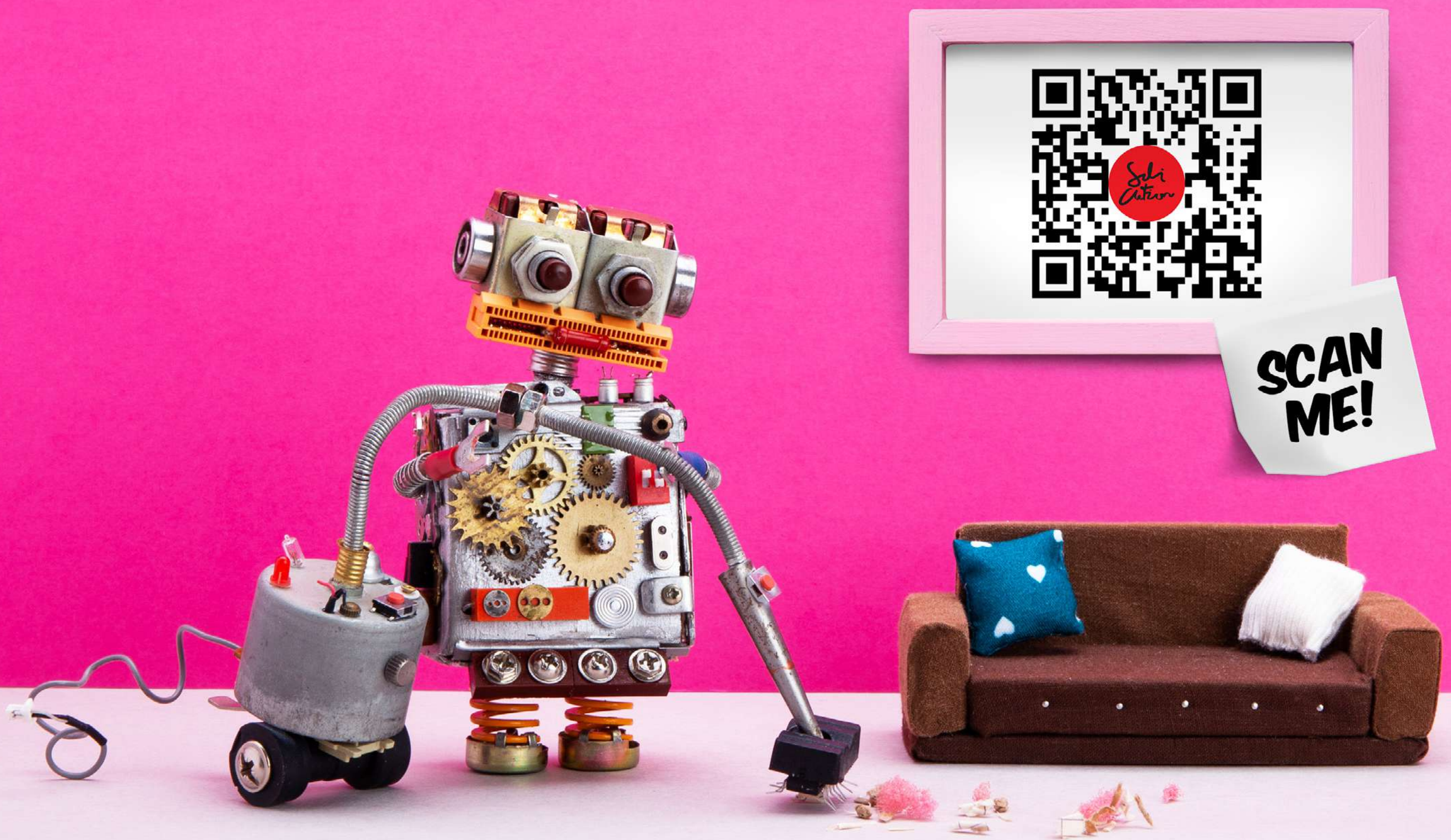
Well-managed media and public relations strategy generate strength in position and market penetration. We help our partners to formulate effective media & PR research and to optimize performances & marketing goals.

Customer Experiences Tracking

A deep understanding of how customers experience your products or services navigates the whole business strategy. We help our partners to measure product & service experience indicators and to understand customer experience at targeted touchpoint.





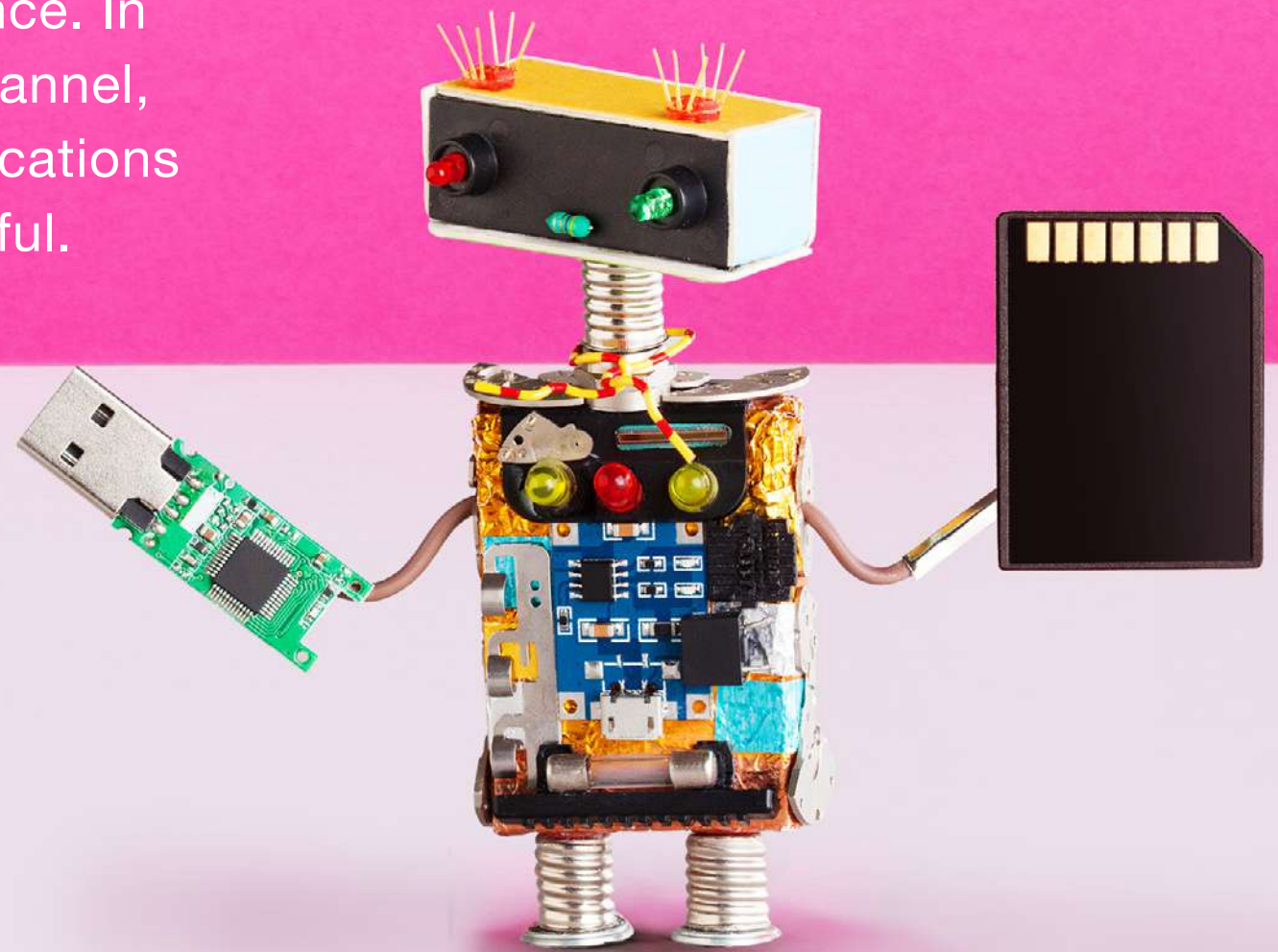


OUR EXPERTISE.

FULL-SERVICE IT MANAGEMENT SYSTEM

Digital Infrastructure Management System

A digital framework is a great strategy to sustain the position of your brand and win over customers. Website or mobile applications are some mainstream channels you can build to connect your business to the mass audience. In SDI ACTION, we are not just building a channel, we architect user-friendly website or applications where the interaction is seamlessly beautiful.



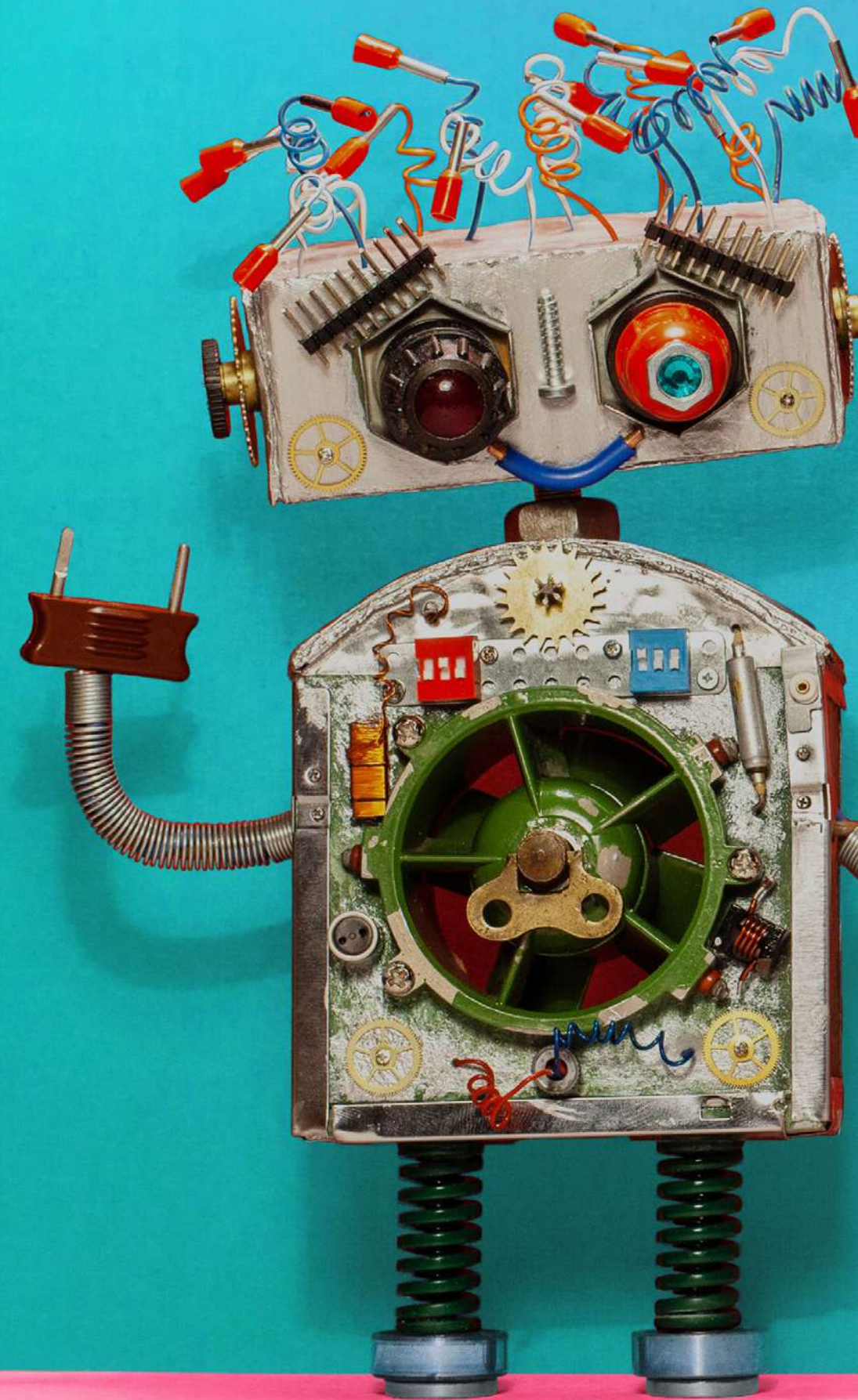
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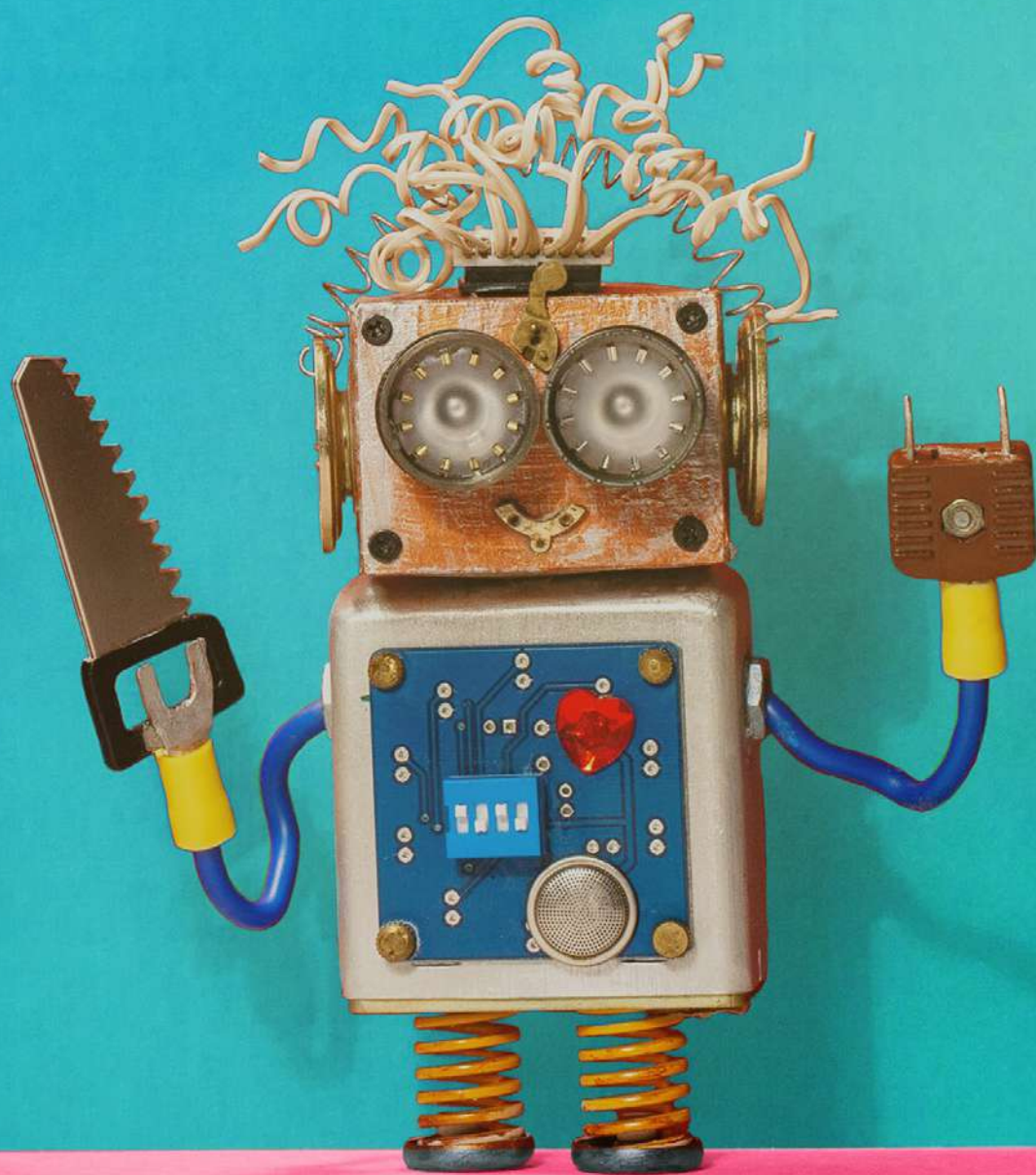
Content and Project Management System

We do several works with industrial and commercial clients in riding more on modern digital accounts for their best solutions. Where creativity, secure framework, AI-powered analytics, and real-time measurement are tailored to create effective and efficient touchpoints to meet the needs of the digital market.

Strategic and Creative Consultant

Being consistent in this high pace industry requires high energy in exploring new ways of delivering messages more effectively. We help our partners to build customer touchpoint through Web Apps and Mobile Apps. But we do not stop at that point! We build seamless UI/UX design and interactive UI/UX writing.







PARTNER PROGRAMS.

MEET OUR PLATFORM

**and connect with entertaining
stories, places and people.**

LEEGEA.TV is passionately concerned with the trending issues in fashions, beauties, autos, and lifestyle updates. We do not just deliver a content, we love to connect modern audiences with current hype, digital citizens with genuine ideas, and concerned readers with the most conversed entertainment. Within our objective, we also constantly build a seamless platform where you can seamlessly keep in touch with our lovely content.



Our Clients



BANG & OLUFSEN

TOTO

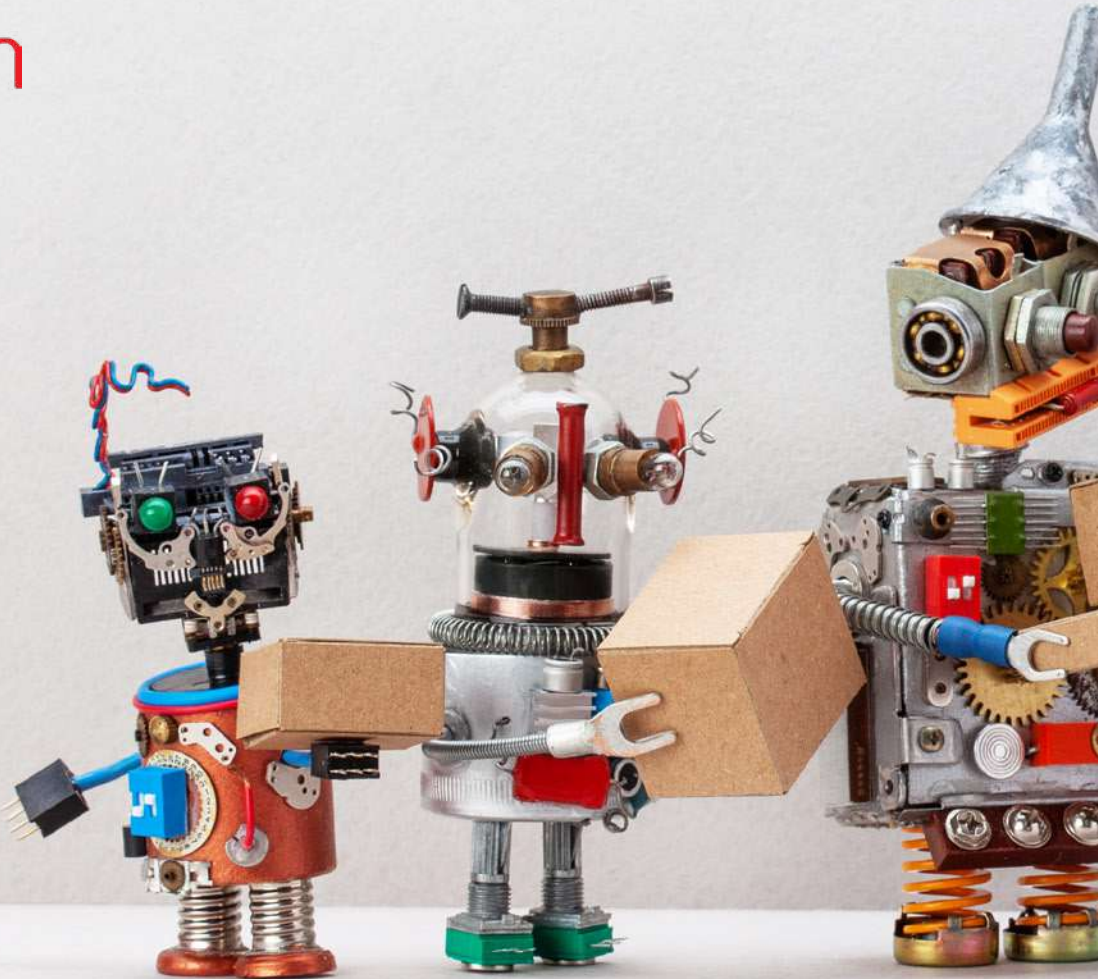


FRITZ HANSEN

nestudio



Bakti Budaya
DJARUM foundation





DAIMLER



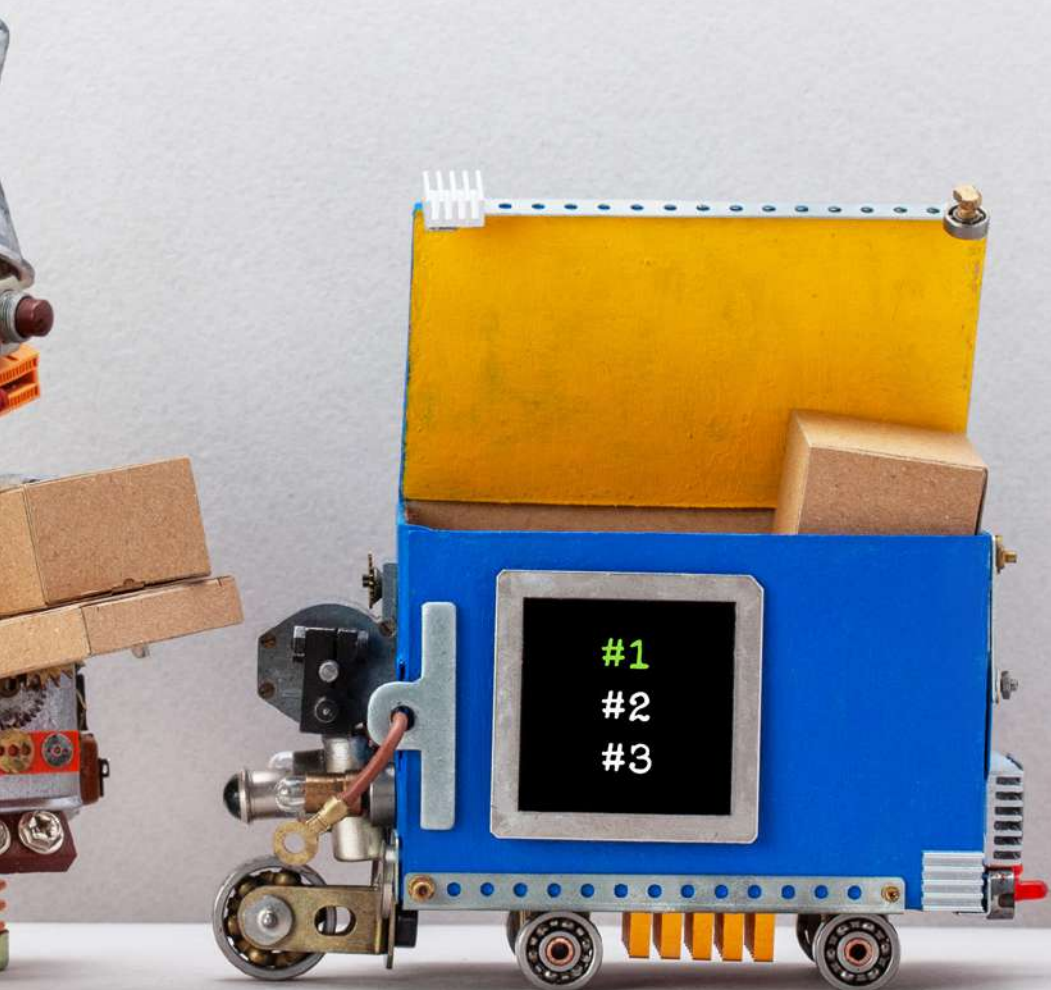
LOUIS VUITTON



G-SHOCK



SEVEN
FRIDAY





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