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Integrated Communication and Transformation Services: Ready to Move Forward?

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Trusted by brands, people, organizations, and everyone in between.



EDUCATION

Apple Developer Academy • Erwin Gutawa Music School • Growpreneur by BRI • HighScope Indonesia • International Language Program (ILP) • Kompas Corner • SDG Academy Indonesia • Sekolah Pelita Harapan • Swiss German University • Tanoto Foundation • Universitas Mercu Buana • Universitas Multimedia Nusantara • Universitas Prasetiya Mulya • Universitas Sumatera Utara

ENERGY, LOGISTICS, AND MATERIALS

Amman Mineral • Feel Well Ceramics • Gudang Ada • Italian Trade Agency • Kereta Api Indonesia • Komipo Pembangkitan Jawa Bali • PLN • Primagraphia • Samudra Indonesia • Star Energy • Thamrin Group

LIFESTYLE AND MEDIA

Asian Sound Syndicate • B20 Women in Business Action Council • Brightspot Market • Burgreens • Delico • Dia.Lo.Gue • Dua Coffee • IdeaFest • Jakarta Experience Board • Kopi Toko Djawa • Kompas Daily • Pepper Secret • Shoemaker Studios • Thule • Tur SAMA SAMA

PUBLIC SECTOR

Asosiasi Pemerintah Kabupaten Seluruh Indonesia (APKASI) • Ministry of Agrarian Affairs and Spatial Planning/National Land Agency (ATR/BPN) • Ministry of Education • Ministry of State-Owned Enterprise (BUMN) • Ministry of Tourism and Creative Economy • Smesco Indonesia

PROPERTY AND HOSPITALITY

Citra Garden Bintaro • Horison Hotels Group • Kalibaru Cottages • Lampung Marriott Hotel & Spa

FASHION

Bags City • Bagasi • Bobo Tokyo • Breitling • Crocs • Iwan Tirta Private Collection • Jakarta Fashion Hub • Levi's • Lojel • Minimal • Mitra Adi Perkasa (MAP) • SukkhaCitta • TOMS • UNIQLO • Vivi Zubedi • Zalora

FINANCIAL SERVICES

AIA • Atome • Bank Central Asia • Bank Indonesia • Bank Negara Indonesia • Jenius • Kredit Pintar • Koinworks • Moka • Permata Bank • Sampo • XDana • Yup

FAST MOVING CONSUMER GOODS

Alpha Rules • AXE • Cetaphil • Clear • Combiphar • Danone Caaya • Dove • Emina • Fresh • Garuda Food • Gatsby • Hansaplast • Innisfree • Insto • Kahf • Kalbe Farma • L'Oréal • Laneige • Laukita • Make Over • Mise en Scène • Moriwell • Multi Bintang Indonesia • NIVEA • OBH Combi • Perfetti Van Melle • Pocari Sweat • Pond's • Proteinc • Raine Beauty • Rexona • Rinso • Soyjoy • Sulwhasoo • Sunlight • The Body Shop • Wall's • Wardah • WIPOL • Yummy Dairy

NON PROFIT ORGANIZATION

Indonesia Business Council for Sustainable Development (IBCSD) • Lingkar Temu Kabupaten Lestari (LTKL) • Planetary Guardian • Rimba Makmur Utama • Roundtable for Sustainable Palm Oil (RSPO) • Setali • United Nations Development Programme (UNDP) • Waste4Change • World Resources Institute (WRI) • Yayasan Lari Nusantara (NusantaRun)

PUBLIC FIGURE

Andien • Angel Pieters • Candra Darusman • Chelsea Islan • Dere • Dipha Barus • Jeffry Jouw • Rania Putrisari • Raisa • Rian Ernest • Ridwan Kamil • Rio Waida • Sheryl Sheinafia • Tulus • Yura Yunita

SPORTS

2XU • Adidas • Athletica Company • Bogor Half Marathon • Borobudur Marathon • Brompton • Decathlon • Diadora • FTL Gym • HOKA • Indonesia Triathlon Series • Ironman 70.3 Lombok • Nike • NIVEA Hijab Run • PPK Gelora Bung Karno • Planet Sports Asia • PLN Electric Run • Prince • Rexona Run • Rip Curl • Rocca Space • Rookie USA • SANA Studio • Sports Direct • Star Wars Virtual Run • Volt and Fast • Women's 10K

TECHNOLOGY & TELECOMMUNICATION

Believe Digital • eFishery • Fujifilm • GoTo Group • Grab • IM3 Ooredoo • Indico • Klostix • Locket.com • Mile Network • Mitratel • Ruang Guru • Samsung • Sayurbox • Surplus • Telkom • Telkomsel • Traveloka • Tiket.com

Nurtured as one ecosystem, we build movements that move brands, people, and organizations forward.

B-Listed is a movement-building collective that brings together expertise in communications and transformation under one strong ecosystem. Founded in Melbourne and headquartered in Jakarta. Since 2015, we have partnered with brands, people, and organizations to help them define, shape, and amplify their value proposition, both externally and internally.



Branding and Communications Agency



Sports-Based Branding and Communications Agency



People, Culture, and Transformation Consultancy



Brand Experience and Event Production



Media and Public Relations Agency



Audio Visual and Digital Experience Production House

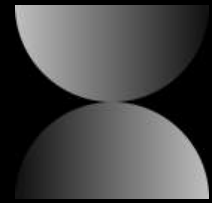


Art and Creative Design Studio



The values behind every move we make.

These are values that shape how we think, how we work, and how we show up for every client, every project, and every collaboration.



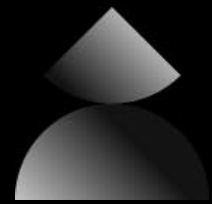
Always Contribute

Continuously initiating efforts for a positive impact by fostering collaborations and shared success.



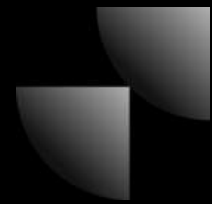
Continuous Collaboration

Believing that great teamwork is achieved through seamless collaboration between client and partner.



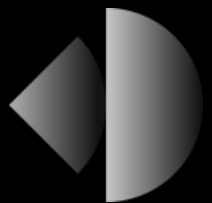
Confident to Lead, Humbled to be Led

Leading with assurance while embracing guidance with humility to achieve collective goals.



Growth Mindset

Cultivating a culture of resilience that encourages continuous learning and improvement, even in the face of challenges.



Breakthrough Result

Striving for exceptional success that not only surpasses expectations but also drives innovation and meaningful progress.



Fun Game

Believing that fun fuels creativity in teamwork, this keeping us motivated to consistently deliver our best in everything we do.



“In a networked world,
ecosystem are the
new competitive
advantage.”

Don Tapscott
Author and Business Strategist





B I G
C H A
N G E AGENCY

Build the Brand Lead the Change

BIG Change Agency partners with brands at every stage of growth, from building a brand story from the ground up to crafting communications strategies that resonate with both businesses and consumers. Whether it is a long-term brand investment or a short-term campaign initiative, we ensure every move is intentional, integrated, and built to last.

EXPERTISE

- Integrated Brand Communications
- Brand Building Strategy
- Corporate Communications
- Consumer Insight and Market Trend Analysis
- Social Media Marketing
- Content Marketing

Rexona RUN 2025

00:00:00

Where Sports Meet Strategy

Sport has become one of today's most powerful cultural platforms, yet many brands still struggle to enter the ecosystem in ways that feel relevant, credible, and commercially meaningful. **Business of Sports** exists to change that. We help both sport and non-sport brands unlock the potential of sport as a strategic business platform, designed to drive sales growth, audience penetration, and long-term brand relevance.



BUSINESS OF SPORTS

EXPERTISE

Partnership & Sponsorship Strategy

Athlete & Ambassador Marketing

Sport IP Development

Sport Event Activation

Community & Grassroots Sport Marketing

Sport Audience Insights

Integrated Brand Communications Strategy

Brand Building Strategy

Race Management

People at the **Core** Transformation at the **Center**

Most consulting and transformation programs are still built around slides, theories, and one-way knowledge transfer. They look good on paper, but rarely create real change in people and organizations. **BIG Change Consulting** exists to do things differently. We bring changes closer to people by making it more human, engaging, and experiential. Because we believe meaningful change in people, culture, and mindset should not only deliver serious business value, but also inspire new ways of thinking.



EXPERTISE

Leadership Training

Communications Training

Coaching and Mentoring

Organizational Values Development and Implementation

Transformation Simulation

Culture Transformation Programs

Culture & Engagement

Competency Assessment

Workshop Facilitation

Employer Branding



beep

Built to Deliver Made to Remember

BEEP (Brand Experience and Event Production) creates experiences that combine strategic thinking, thorough execution, and high quality production standards. From concept development to end-to-end event execution, we bring every idea to life with precision and attention to detail. Whether it is a corporate gathering, brand activation, or a large-scale public event, we deliver every brief with the same commitment of quality, reliability, and experience. Formal enough to be trusted. Fun enough to be remembered.

EXPERTISE

Event Strategy and Planning

Show Management

Vendor and Supplier Management

Stage and Set Production

Booth Production

Interior Production

Venue & Travel Management

Sponsorship Management

Brand Activations

Product Launches

MICE

Special Events



Shaping Perception Driving Reputation

B Publicist helps brands, people, and organizations cut through the noise with the right mix of media relations, digital platforms, and community-driven channels. We understand how culture, conversation, and media shape perception, and we use that insight to build credibility, grow visibility, and create meaningful connections between brands and their audiences. From PR strategic consultancy to media engagement, we approach every brief collaboratively, strategically, and with people at the center.



EXPERTISE

- PR Strategy
- Issue Management & Crisis Handling
- Reputation Management
- Media Relations
- Media Partnership
- Media Monitoring
- Media Buying
- Press Conference Management
- Press Release Dissemination



human connection STUDIO

Igniting Sparks Connecting Ideas Touching Hearts

Human Connection Studio built on the belief that technology should work for people, not the other way around. We develop digital touchpoints across photography, videography, live streaming, motion, website development, and podcast production. Every project we take on is guided by the same principle: creativity, strategy, and technology, all grounded in human touch. Because the best content does not just reach an audience. It connects with them.

EXPERTISE

- Photography
- Event Documentation
- Product Catalog
- Headshot Profile
- Aerial
- Videography
- Company Profile
- Documentary
- Short Movie
- TV Commercial
- Motion Graphics
- Live Streaming
- Website Development
- Podcast Production

Fresh Ideas Seen Differently

Studio Milky is a visual thinking studio that transforms ideas, strategy, and identity into meaningful visual experiences. Our approach combines creative exploration, design thinking, and business understanding to create work that is not only visually compelling, but also strategically grounded. From visual identities and brand systems to campaigns, spatial experiences, sound, and motion, we craft creative solutions that help brands communicate with clarity, relevance, and character.

STUDIO
MILKY

EXPERTISE

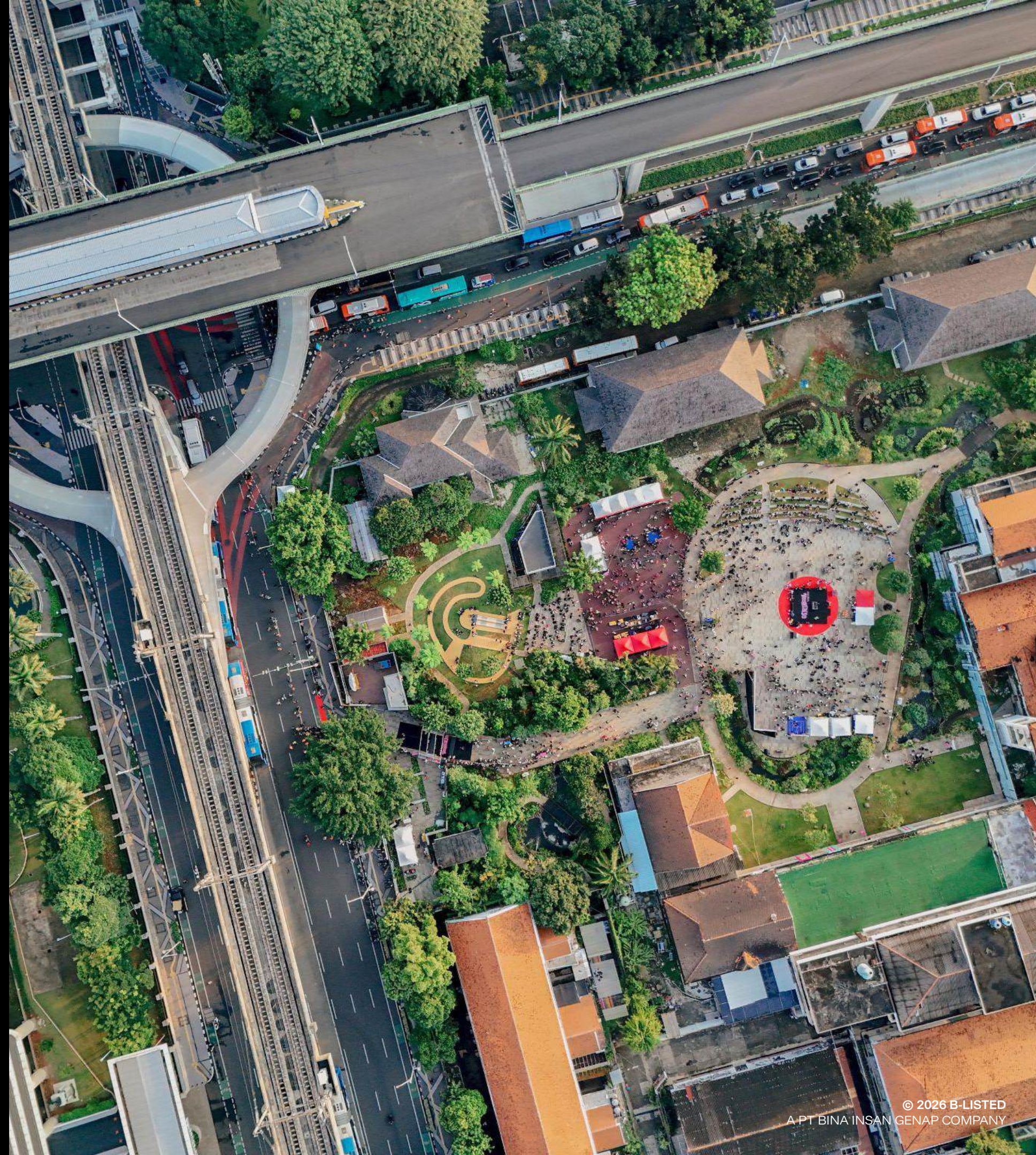
- Brand Identity
- Brand Guidelines
- Creative Direction
- Rebranding
- Illustration
- Key Visual
- 2D & 3D Design
- Print Collaterals
- Customized Merchandise
- Apparel Design
- Packaging
- Infographics
- Social Media Content
- Branded Environment
- Editorial Design

PROJECT CREDENTIALS

Movements That Made an Impact.

Each case study you are about to see represents more than just a single service. It shows how our ecosystem come together to deliver integrated solutions, from strategy and communications to production, design, and on-ground execution.

One brief. Multiple disciplines. One collective working toward the same goal.





BRAND ACTIVATION

Brompton Indonesia

YEAR
2021-2023

CLIENT
Brompton Bicycle Ltd.

PROJECT TYPE
Retainer

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- Integrated Brand Communications
- Content Marketing
- Social Media Marketing

- Sport Event Activation
- Community & Grassroots Sport Marketing

- Event Strategy and Planning
- Show Management
- Vendor and Supplier Management

- Press Conference
- Media Relations
- Media Monitoring
- Press Release Dissemination

- Photography
- Videography
- Short Movie
- Live Streaming

- Key Visual
- Creative Direction
- 2D & 3D Design
- Branded Environment

Following the pandemic, as cycling grew into an urban lifestyle movement, B-Listed partnered with the United Kingdom's most well known bicycle brand, Brompton to build their official presence in Indonesia while introducing their mission of urban freedom and joyful living. Beyond visibility, the collaboration focused on shaping a culturally relevant cycling ecosystem connecting mobility, lifestyle, community, and city experience.

Our role involved end-to-end digital presence development, social media management, and executing large-scale community and brand initiatives. This included supporting the One Millionth Brompton Bike World Tour arrival in Indonesia, community-focused event experiences like the Brompton Three Peaks Challenge and #NgabubuRide, and initiate the #KotaBrompton campaign. This initiative reimaged urban spaces through cycling culture, encouraging a more human and joyful experience of Indonesian cities. Through integrated storytelling, community activation, and cultural engagement, the project positioned Brompton as a modern urban lifestyle movement in Indonesia, not just a basic bicycle brand.



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BRAND ACTIVATION

NIVEA Derma Control District

YEAR
2025

CLIENT
Beiersdorf Indonesia

PROJECT TYPE
Project Based

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- Integrated Brand Communications
- Content Marketing
- Event Strategy and Planning
- Show Management
- Vendor and Supplier Management
- Stage & Set Production
- Booth Production
- Interior Production
- Venue Management
- Media Relations
- Media Monitoring
- Press Release Dissemination
- Photography
- Website Development
- Key Visual
- Creative Direction
- 2D & 3D Design
- Customized Merchandise
- Branded Environment

We partnered with Beiersdorf Indonesia to develop a new product development launch strategy for NIVEA Derma Control, the first deodorant powered by Micro Hyaluron, an ingredient typically found in advanced facial and body skincare. This breakthrough strengthens the underarm skin barrier and sets a new benchmark in dermatological underarm care.

To introduce it, we developed a full-funnel strategy across Brand Activation, KOL Marketing, and Public Relations to drive brand awareness, engagement, and product understanding, while reinforcing NIVEA's brand reputation as a science-led skincare brand. Through "Derma Control District" at Mall Kelapa Gading, consumers explored the product through interactive touchpoints:

- Strength Street: Virtual padel & weightlifting challenges that turned movement into education.
- Derma Control Clinic: Dermatologist-guided skin checks and personalized product recommendations.
- Photo Booth & Derma District Shop: Moments that turned curiosity into trial, and trial into conversion.

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CORPORATE COMMUNICATIONS

AIA Healthiest Schools

YEAR
2025

CLIENT
AIA Financial

PROJECT TYPE
Retainer

BIG
CHANGE

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Corporate Communications

Event Strategy and Planning

Show Management

Vendor and Supplier Management

Media Relations

Media Monitoring

Press Release Dissemination

Photography

Videography

Live Streaming

Motion Graphics

Key Visual

Creative Direction

2D & 3D Design

AIA Healthiest Schools is a regional initiative by AIA Group that empowers schools to build healthier environments and inspire positive lifestyle changes among students. In Indonesia, the program reached more than 3,100 schools through educational modules, nationwide competitions, and collaborative engagement with educators, students, media, and public stakeholders, positioning Indonesia as one of the most active markets within the regional program.

As AIA Indonesia's strategic partner, B-Listed managed the program through an integrated ecosystem approach combining end-to-end project management, corporate communications, and public relations. From stakeholder management and judging coordination to media relations, content development, and national event execution, we helped translate AIA's sustainability and health commitment into a credible, impactful, and highly engaging nationwide movement.

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EVERY  DOES GOOD
HEROES



CORPORATE COMMUNICATIONS

Every U Does Good Heroes

YEAR
2021-2023

CLIENT
Unilever Indonesia

PROJECT TYPE
Retainer

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Corporate Communications

B
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Communications Training

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Event Strategy and Planning

Show Management

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Media Relations

Media Monitoring

Press Release Dissemination

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Photography

Videography

Live Streaming

Motion Graphics

✦

Key Visual

Creative Direction

2D & 3D Design

Social Media Content

We believe that impactful ideas deserve the right platform to vastly grow and thrive. That's why from 2021 to 2023, we were chosen to be the driving force behind two impactful batches of Every U Does Good Heroes, a program by Unilever Indonesia aimed to find 10 young people who want to realize their purpose to create a greener, more prosperous, and inclusive Indonesia.

Over the course of two years, this initiative had empowered hundreds of young visionaries with extraordinary ideas, movements, and programs that created real changes. Each year, the program selects ten outstanding heroes, equipping them with micro-grants and ongoing mentorship from experienced professionals, helping them sharpen their skills, tackle challenges, and significantly scale their impact.

From strategic ideation to seamless execution, B-Listed has been at the helm of end-to-end project management, ensuring that every stage, from the kickoff and roadshow to the final announcement event, runs with purpose and precision.



SOCIAL MEDIA MARKETING

Yummy Dairy

YEAR
2025-Present

CLIENT
Yummy Food Utama

PROJECT TYPE
Retainer

Yummy Dairy's social media presence (@yummydairy) was developed not only as a content platform, but as a strategic brand touchpoint designed to strengthen audience connection, shape brand perception, and build relevance within today's digital culture. Understanding the brand's audience profile and positioning, we crafted a social media approach that balances visual appeal, storytelling, and community engagement to create communication that feels both relatable and commercially effective.

B-Listed managed the project end-to-end, covering content planning, creative development, asset production, account management, and day-to-day platform execution. Beyond maintaining consistency across channels, our role focused on translating the brand's identity and business objectives into content experiences that could drive engagement, strengthen audience affinity, and support long-term brand growth in an increasingly competitive digital landscape.

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Social Media Marketing

Photography

Videography

Product Catalog

Key Visual

Creative Direction

Illustration

Social Media Content

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BRAND BUILDING

HARA at the Hurun

YEAR
2025-Present

CLIENT
Lampung Marriott
Resort & Spa

PROJECT TYPE
Project Based

HARA at The Hurun was developed as a destination dining brand that reflects the richness of Lampung’s cultural heritage, natural landscape, and contemporary hospitality experience. As part of Lampung Marriott Resort & Spa, the brand identity was designed to go beyond aesthetics by translating the region’s local stories, indigenous patterns, flora, and coastal atmosphere into a visual language that feels both elevated and deeply rooted in place.

B-Listed led the brand-building process through the development of HARA’s visual identity system and comprehensive brand guidelines. From logo development and color direction to applied brand touchpoints and spatial communication, every element was carefully crafted to create a cohesive dining experience that balances cultural authenticity with modern sophistication. The result is a brand identity that not only strengthens HARA’s positioning within the hospitality landscape, but also creates a memorable sense of place for guests visiting Hurun Bay.

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Brand Building Strategy

Brand Identity

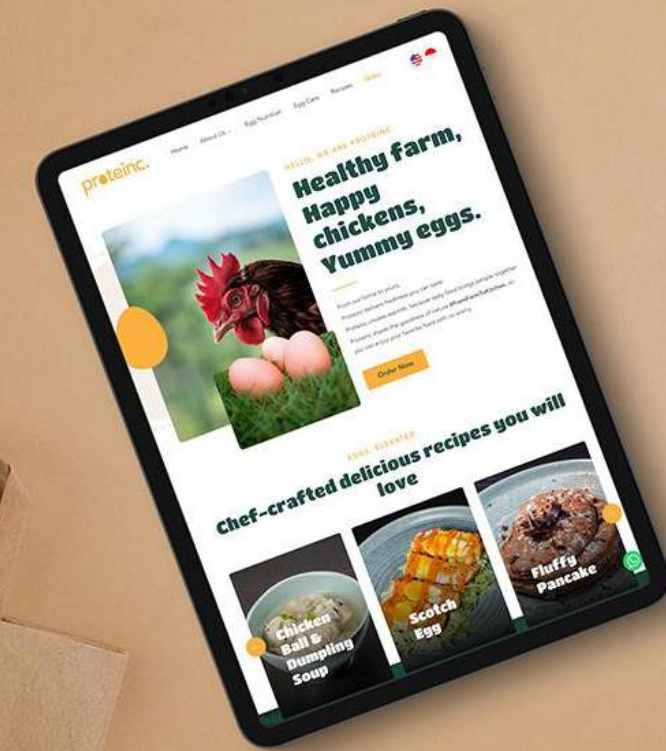
Brand Guideline

Creative Direction

2D & 3D Design

Packaging

Branded Environment



BRAND BUILDING Proteinc.

YEAR
2020

CLIENT
Protein Natural
Cemerlang

PROJECT TYPE
Project Based

Proteinc's rebranding project marked the transformation of a traditional poultry farm business into a modern consumer-facing brand ready to enter Indonesia's retail and supermarket landscape. Beyond creating a new visual identity, the project focused on repositioning Proteinc as a premium and trustworthy egg brand by highlighting its commitment to freshness, animal welfare, nutrition, and farm quality standards.

B-Listed led the rebranding process through the development of a comprehensive visual brand guideline system, packaging design, and corporate website experience. Our approach went beyond aesthetics by translating the company's business values and product quality into a cohesive brand identity that could compete within a modern retail environment. Through strategic storytelling, visual positioning, and consistent communication design, we helped Proteinc evolve from a traditional farm operation into a consumer brand with stronger market presence, credibility, and commercial readiness.

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Brand Building Strategy

Social Media Marketing

Photography

Website Development

Brand Identity

Brand Guideline

Creative Direction

2D & 3D Design

Packaging



SPORT EVENT

Women's 10K®

YEAR
2020-Present

PROJECT TYPE
Owned IP

BIG CHANGE

- Integrated Brand Communications
- Social Media Marketing
- Content Marketing

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- Sport Event Activation
- Partnership & Sponsorship Strategy
- Race Management

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- Event Strategy and Planning
- Show Management
- Vendor and Supplier Management

- Stage & Set Production
- Booth Production
- Venue Management

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- Press Conference
- Media Relations
- Media Monitoring
- Press Release Dissemination

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- Photography
- Videography
- Website Development

✦

- Brand Identity
- Creative Direction
- Print Collaterals
- Branded Environment

Women's 10K® is an original event IP developed by B-Listed to celebrate International Women's Day through movement, empowerment, and community. Designed as an inclusive running platform, Women's 10K encourages women of all ages, backgrounds, body types, and running paces to move together while fostering a more vibrant and supportive community of active women in Indonesia.

Launched in 2020 with more than 1,000 participants, Women's 10K® continued to grow through both virtual and offline experiences, evolving beyond a running event into a meaningful movement that celebrates confidence, wellness, and togetherness among women. More than reaching the finish line, the platform was created as a space where women can enjoy movement in their own way, discover their personal motivation, and feel empowered to become healthier, happier, and stronger together.



SPORT EVENT

Rexona Run

YEAR
2024-2025

CLIENT
Unilever Indonesia

PROJECT TYPE
Project Based



Sport Event Activation

Partnership & Sponsorship Strategy

Race Management



Event Strategy and Planning

Show Management

Vendor and Supplier Management



Stage & Set Production

Booth Production

Venue Management



Photography

Videography

Website Development

Brand Identity

Creative Direction

Print Collaterals

Branded Environment

Rexona Run was developed as a sport-driven brand activation platform designed to strengthen Rexona's connection with Indonesia's growing running community through experiences that go beyond a conventional race format. Built around the spirit of #LanjutTerus, the project transformed running into a broader brand experience that celebrates consistency, confidence, movement, and self-improvement.

We managed the project through an integrated ecosystem approach that combined brand storytelling, community engagement, sport experience design, and on-ground activation into one cohesive platform. From race experience development and audience engagement strategy to community collaboration, content moments, and experiential touchpoints, every element was curated to ensure the brand felt organically relevant within the running culture and audience lifestyle. More than simply organizing a running event, the project focused on translating Rexona's brand purpose into a meaningful and participatory sport experience that could strengthen emotional connection, cultural relevance, and long-term audience engagement.



SPORT EVENT

Borobudur Marathon

YEAR
2017-2020

CLIENT
Harian Kompas

PROJECT TYPE
Retainer

Borobudur Marathon is more than a race. It's an unravel experience for runners and travelers, deeply rooted in the spirit of harmony.

Partnered with Harian Kompas event division during 2017-2020, our contributions extended across multiple areas:

- Design Works: Crafting the event well known visual identity, ensuring every design element reflects the essence of Borobudur's rich heritage, from race collaterals to branding materials.
- Integrated Brand Communications: Bringing the Borobudur Marathon to a wider audience in a 360° manner across touch points, including social media, website development, offline activations, PR efforts (press conferences, media seeding, media trips, media monitoring), and commercial video production.
- Community Development Program: Through "Pawone Borobudur Marathon", we helped empower local communities by providing entrepreneurial training, equipping them to showcase their culinary skills, and actively participate in the event's commercial ecosystem.

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Integrated Brand Communications

Social Media Marketing

Content Marketing

Community & Grassroots Sport Marketing

Partnership & Sponsorship Strategy

Press Conference

Media Relations

Media Monitoring

Press Release Dissemination

Photography

Videography

Website Development

Live Streaming

Brand Identity

Creative Direction

2D & 3D Design

Branded Environment



SPORT EVENT

HOKA Fly Indonesia Fly

YEAR
2022

CLIENT
MAP Aktif Adiperkasa

PROJECT TYPE
Project Based

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Integrated Brand Communications

Content Marketing

Sport Event Activation

Community & Grassroots Sport Marketing

Event Strategy and Planning

Venue Management

Vendor and Supplier Management

Press Conference

Media Relations

Media Monitoring

Press Release Dissemination

Photography

Videography

Motion Graphics

Projection Mapping

Web Development

Key Visual

Creative Direction

2D & 3D Design

Branded Environment

In collaboration with HOKA, we helped localize the global campaign #FlyHumanFly into a powerful on-ground experience, turning everyday runners into bold storytellers through the first of its kind in South East Asia, an immersive, real-time photo wall & floor projections to the facade of Gelora Bung Karno main stadium. It represents a dynamic space where motion meets magic, sparking joy, energy, and connection with every step.

Integrated by community activations, media engagement, and KOL collaborations, this campaign wasn't just about running, it was about liberating ourselves through collective movement.



SPORT EVENT

UNIQLO FITFEST 2025

YEAR
2025

CLIENT
Fast Retailing Indonesia

PROJECT TYPE
Project Based

UNIQLO FITFEST 2025 is a seamless and interactive celebration of active lifestyle. We had the privilege to lead the brand activation from concept to execution. Over two days at Plaza Barat GBK, more than 16,000 visitors joined us to move, explore, and experience. From mat pilates, yoga, and zumba, to Muay Thai and padel, FITFEST was not just a festival of sport, but a platform to educate and demonstrate how UNIQLO's Sport Utility Wear (SUW) adapts fluidly to every movement.

This activation provides:

- A large experiential area showcasing UNIQLO's innovative fabrics, such as DRY-EX, AIRism, Ultra Stretch, and UV Protection, to let people feel how each technology supports different activities.
- Dynamic workout sessions with sport instructors and celebrities, from circuit training with Maudy Ayunda to padel match-ups live streaming on Vindes with Desta Mahendra & Caitlin Halderman.
- Interactive moments: cooling stations, live demos, and a physical showcase that tied product features directly to lived motion.

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Integrated Brand Communications

Content Marketing

BS

Sport Event Activation

Community & Grassroots Sport Marketing

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Event Strategy and Planning

Venue Management

Vendor and Supplier Management

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Photography

Videography

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Key Visual

Creative Direction

2D & 3D Design

Branded Environment



PUBLIC RELATIONS

Raisa Live in Concert Gelora Bung Karno

YEAR
2019-2023

CLIENT
Juni Records

PROJECT TYPE
Project Based

Raisa, a celebrated Indonesian singer-songwriter, has set the standard for major artist events with her Live in Concert series. B-Listed has managed her PR journey through multiple milestones, including media relations, press conference management, and stakeholder communications. Our focus has been on shaping the narrative from her discography to her role as a women empowerment figure.

The highlight of our partnership was the Raisa Live in Concert at Stadion Utama Gelora Bung Karno in 2019. This historic event made her the first Indonesian female solo artist to perform at the national stadium, with a capacity of over 50,000. It was a major cultural statement. B-Listed executed the full PR program, covering media seeding, exclusive interviews, press conference execution, and post-event coverage. We continued supporting Raisa's PR engagement through 2023, maintaining her presence with media, community, and city influencers across new releases and public appearances.



Press Conference

Media Relations

Media Monitoring

Press Release Dissemination



Photography

Videography



PUBLIC RELATIONS

Brightspot Market

YEAR
2021-2025

CLIENT
Future10

PROJECT TYPE
Project Based

Since 2021, B-Listed has supported Brightspot Market in strengthening its public presence and maintaining its position as one of Indonesia's leading creative lifestyle marketplaces. Known for curating local brands, emerging creatives, and contemporary culture, Brightspot Market requires a communication approach that not only generates visibility, but also preserves the credibility and cultural relevance that the platform has built over the years.

B-Listed managed the project through an integrated public relations approach covering press conference management, media relations, communications planning, and ongoing media engagement. Beyond handling publicity, our role focused on shaping narratives that align with Brightspot Market's evolving identity within Indonesia's creative and lifestyle ecosystem. Through strategic storytelling and relationship-driven media management, we helped amplify the platform's presence while strengthening its connection with audiences, media partners, and the broader creative community.



Press Conference

Media Relations

Media Monitoring

Press Release Dissemination



Photography

Videography



PUBLIC RELATIONS

Pocari Sweat #SweatToDiscover Garuda Indonesia Special Aircraft Livery Launch

YEAR
2024

CLIENT
Amerta Indah Otsuka

PROJECT TYPE
Project Based

B-Listed supported Pocari Sweat in the launch of the Garuda Indonesia special aircraft livery as part of the #SweatToDiscover campaign, a collaborative initiative between Pocari Sweat, Garuda Indonesia, and Ministry of Tourism and Creative Economy of the Republic of Indonesia to support the growth of sport tourism in Indonesia. The campaign encouraged people to embrace active lifestyles while discovering Indonesia's diverse destinations, positioning movement, wellness, and travel as one connected experience.

We managed the project end-to-end through an integrated public relations and event management approach covering media and KOL invitation management, Garuda Maintenance Facility AeroAsia hangar takeover execution, aircraft livery reveal event production, press conference management, shake-out run throughout the runway of Soekarno Hatta International Airport, as well as media monitoring and reporting. Beyond operational execution, the project focused on shaping a large-scale launch moment that could strengthen brand storytelling, generate national media visibility, and reinforce the shared commitment of all collaborating partners toward tourism, wellness, and active lifestyle culture in Indonesia.



Event Strategy and Planning

Show Management

Vendor and Supplier Management

Stage & Set Production

Venue and Travel Management



Press Conference

Media Relations

Media Monitoring

Press Release Dissemination



Photography



PUBLIC RELATIONS

Wall's & Kartika Sari Collaboration Launch

YEAR
2026

CLIENT
Magnum Ice Cream
Indonesia

PROJECT TYPE
Project Based

B-Listed supported the launch of the Wall's x Kartika Sari collaboration, introducing the limited-edition Wall's Avocado Brownie and Cornetto Choco Brownie, a dessert innovation that combined Wall's signature creamy ice cream with the iconic brownie flavors of Kartika Sari. As Wall's first-ever collaboration with a renowned local Indonesian bakery brand, the initiative reflected Wall's commitment to celebrating local flavors through modern dessert creations while bringing the beloved taste of Kartika Sari to consumers across Indonesia.

Through an integrated public relations and event management approach, B-Listed managed the project end-to-end, covering media and KOL engagement, launch event execution, press conference management, content amplification, as well as media monitoring and reporting. Beyond the launch moment itself, the collaboration aimed to strengthen emotional connections with Indonesian consumers by transforming a well-loved regional specialty into an accessible nationwide experience, reinforcing Wall's positioning as an innovative ice cream brand that continues to elevate local culinary culture through creative collaborations.



Event Strategy and Planning

Show Management



Press Conference

Media Relations

Media Monitoring

Press Release Dissemination



Photography

Videography



TV COMMERCIAL

Wander Through Bali's Wonder Stay Protected with NIVEA & Grab

YEAR
2025

CLIENT
NIVEA × Grab ×
Ministry of Tourism

PROJECT TYPE
Project Based

“Wander Through Bali’s Wonder” was developed as a collaborative tourism and lifestyle campaign between NIVEA, Grab, and Ministry of Tourism of the Republic of Indonesia to promote sustainable tourism and encourage travelers to explore Bali beyond its mainstream destinations. The campaign positioned NIVEA Sun not only as a skincare product, but as an essential travel companion that supports comfort, protection, and confidence throughout the travel experience.

B-Listed, through Human Connection Studio, developed the video commercial and creative storytelling approach by combining tourism narratives, cultural exploration, and lifestyle-driven brand communication into one integrated campaign experience. Featuring diverse Indonesian women and local destinations across Bali, the project highlighted themes of wellness, mobility, beauty, and meaningful travel while strengthening emotional relevance between the brand and modern travelers. Distributed across digital platforms, OOH placements, and Grab’s ecosystem, the campaign successfully expanded audience reach while contributing to increased tourism visibility and product engagement during the campaign period.



Media Relations

Media Monitoring

Press Release Dissemination



Photography

Videography

TV Commercial

Aerial

Motion Graphics



TV COMMERCIAL

NIVEA Hijab Active #MelangkahPenuhKeyakinan

YEAR
2025

CLIENT
Beiersdorf Indonesia

PROJECT TYPE
Project Based

“NIVEA Hijab Active – #MelangkahPenuhKeyakinan” was developed as a confidence-driven campaign that encourages hijabi women to stay active and move through everyday life without being held back by concerns around body odor, discomfort, or self-doubt. Built around NIVEA Hijab Active’s key functional proposition, eliminating 99.9% of bacteria that cause body odor, the campaign transformed a product benefit into a broader emotional narrative about confidence, self-expression, and personal growth.

Through Human Connection Studio, we developed the video commercial and storytelling direction by combining relatable daily experiences with an uplifting and empowering narrative approach. The campaign positioned NIVEA Hijab Active not only as a personal care product, but as a support system for women to continue “melangkah penuh keyakinan” in pursuing their goals and navigating everyday challenges. Through emotionally resonant storytelling, visual direction, and audience-centered messaging, the campaign strengthened the connection between product functionality and the aspirations of modern active hijabi consumers.



Photography

Videography

TV Commercial

Motion Graphics



CULTURE & ENGAGEMENT

Bluecaster

YEAR
2023-2024

CLIENT
Bank Central Asia

PROJECT TYPE
Project Based

Bluecaster is Bank Central Asia's content creator program built to develop a community of young digital talents who represent the bank's values through authentic and engaging content. The Bluecaster Award is the annual celebration of the program, recognizing the best performing Bluecasters while deepening their connection to BCA's brand and culture. B-Listed has been the trusted partner behind the event since 2023, starting with the inaugural edition held in Glodok Chinatown, Jakarta, and continuing into 2024 with a more expansive three-day offline journey in Yogyakarta.

For both editions, our scope covered the full event experience from concept development and key visual design to on-ground execution, including event strategy and planning, show management, vendor management, photography, videography, branded environment, and customized merchandise. The 2024 edition was built around a central narrative inspired by Sang Hyang Antaboga from Javanese folklore, taking 20 top-scoring Bluecasters through an immersive cultural journey across Bakti BCA's village at Desa Wukirsari and Desa Pentingsari, Yogyakarta, closing with a gala dinner and awarding night that celebrated each participant as a champion in their own right.



Employer Branding

Culture & Engagement



Event Strategy and Planning

Show Management

Vendor and Supplier Management

Venue and Travel Management



Photography

Videography



Key Visual

Creative Direction

2D & 3D Design

Customized Merchandise

Branded Environment



CULTURE & ENGAGEMENT

Rimba Makmur Utama Company Outing

YEAR
2023

CLIENT
Rimba Makmur Utama

PROJECT TYPE
Project Based

B-Listed partnered with Rimba Makmur Utama (RMU) to develop and manage the large-scale internal engagement and culture-building program involving more than 250 employees across the organization. More than a conventional company gathering, the program was designed to strengthen collaboration, reinforce shared values, and internalize RMU's evolving organizational vision following the launch of its new corporate identity and transformation journey centered around people, planet, and prosperity.

Managed through an integrated experience approach, B-Listed handled the project end-to-end, covering thematic development, strategic messaging, employee engagement strategy, and overall event management. Built around the theme "Kapan Lagi, Bertemu di Satu Titik," the outing transformed Bali into a symbolic meeting point where employees from diverse functions, regions, and backgrounds could reconnect through collaborative activities, team-building experiences, and meaningful storytelling. The program also served as a platform to communicate RMU's renewed organizational culture, learning mindset, and long-term environmental mission while fostering stronger emotional connection and alignment across the company's growing ecosystem.



Employer Branding

Culture & Engagement



Event Strategy and Planning

Show Management

Vendor and Supplier Management



Stage & Set Production

Venue and Travel Management



Photography

Videography



Brand Identity

Creative Direction

Print Collaterals

Branded Environment



EMPLOYER BRANDING

BCA Business Case Competition

YEAR
2024-2025

CLIENT
Bank Central Asia

PROJECT TYPE
Project Based



- Employer Branding
- Communication Training
- Coaching and Mentoring

- Workshop Facilitation
- Competency Assessment



- Event Strategy and Planning
- Show Management
- Vendor and Supplier Management

- Venue and Travel Management



- Website Development
- Live Streaming



- Brand Identity
- Creative Direction
- Print Collaterals
- Social Media Content

BCA Business Case Competition (BBCC) was developed as part of Bank Central Asia's employer branding initiative to identify and engage high-potential young talents through a learning experience that reflects the bank's collaborative, innovative, and future-oriented culture. More than a conventional business competition, BBCC was designed as a platform where university students could experience real business challenges, interact directly with industry professionals, and develop strategic thinking relevant to today's banking and digital payment landscape.

Since 2024, B-Listed has managed the project end-to-end, covering competition framework development, talent assessment design, participant communications, curriculum building, mentoring flow, and overall event management. Our role focused not only on operational execution, but also on shaping a participant journey that balances learning, collaboration, and employer branding experience. Through an integrated ecosystem approach, we helped transform BBCC into a meaningful talent engagement platform that strengthens BCA's connection with Indonesia's next generation of future leaders and professionals.



LEARNING & DEVELOPMENT

Telkom Future Leaders Program

YEAR
2026

CLIENT
Telkom Indonesia

PROJECT TYPE
Project Based



Leadership Training

Coaching and Mentoring

Workshop Facilitation

Culture Transformation Program



Venue and Travel Management

Vendor and Supplier Management



Photography

Videography

Telkom Future Leaders Program is Telkom's long-term talent development initiative prepared future leaders for their leadership journey. As the initial phase of a broader leadership ecosystem, the bootcamp set up to foster self-awareness, adaptability, purpose, and collaboration through an immersive, human-centered experience beyond traditional training.

Big Change Consulting partnered with Telkom to design and implement the bootcamp end-to-end, including curriculum, content, facilitators, experiential activities, and evaluation. The learning journey featured relatable, real-life practices like magic card simulations and recycling challenges to encourage reflection, problem-solving, and connection. Instead of focusing only on technical skills, the program emphasized the human side of leadership, helping participants reconnect with personal values and a growth mindset to navigate an evolving organizational environment.



LEARNING & DEVELOPMENT

Telkomsel Polaris Academy

YEAR
2024-2026

CLIENT
Telkomsel

PROJECT TYPE
Retainer



Leadership Training

Coaching and Mentoring

Workshop Facilitation

Culture Transformation Program



Venue and Travel Management

Vendor and Supplier Management



Photography

Videography

Telkomsel Polaris Academy was developed as a strategic innovation activation program designed to encourage stronger employee participation in Polaris Impact, Telkomsel annual internal innovation competition focused on business and product innovation. Rather than simply generating excitement around innovation, the academy was designed to elevate the quality of ideas entering the competition by helping participants sharpen, validate, and strengthen the innovation concepts they already possessed before entering the main program.

Big Change Consulting designed and managed the overall learning experience within the academy, covering curriculum development, module and topic design, speaker and facilitator management, participant engagement flow, and program effectiveness measurement. The academy was structured to create a practical and collaborative innovation learning environment where employees could develop stronger innovation thinking, business relevance, and execution readiness.



LEARNING & DEVELOPMENT

AMMAN Mineral & Tiket.com: Building Stronger Tourism in West Sumbawa



Communication Training

Coaching and Mentoring

Workshop Facilitation



Venue and Travel Management

Vendor and Supplier Management



Photography

Videography



Print Collaterals

Editorial Design

Branded Environment

YEAR
2024

CLIENT
AMMAN Mineral
Social Impact

PROJECT TYPE
Project Based

In collaboration with tiket.com and commissioned by AMMAN Mineral's Social Impact Division, B-Listed developed and organized "Building Stronger Tourism in West Sumbawa Through Digitalization and Collaboration" workshop. This community empowerment program strengthened the capacity of local tourism communities in West Sumbawa by providing deeper industry insights, updated knowledge, and practical skills to develop sustainable, community-driven tourism initiatives with long-term social and economic impact.

Using a collaborative, ecosystem-driven approach, the program connected local communities with industry practitioners, partners, and stakeholders, encouraging innovation and knowledge sharing. Participants gained exposure to emerging tourism trends, tourist behavior, hospitality development, digital promotion, and successful case studies from Indonesia, especially Eastern Indonesia. Beyond capability development, the initiative helped communities create sustainable project proposals aligned with West Sumbawa's tourism goals, fostering stronger partnerships and long-term growth opportunities.

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your next **big move?**

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