



CommuniCăre

Company Profile

Communicare PR

PT Sarana Komunikasi Dinamis

About CommuniCare PR



We are a **Marketing Communications and Public Relations Agency**, based in **Bali Indonesia**

We specialize in the **hospitality and tourism industry**

Combining Traditional PR x Digital PR

Our core service: **public relations, media relations, social media, marketing, advertising, market research, and support sales funnels**

Our supporting service: include **launching products, rebranding, organizing events, copywriting** and bilingual copying.

CommuniCare



Our Core Services

- Digital asset assessment
- Brand awareness
- Marketing communications
- Media relations
- Media exposure / link building
- Media review & invitations
- Online reputation management
- Content marketing
- Influencer marketing
- Social media management
- Press conference & influencer gathering
- Product launch and events
- Email marketing



What makes us different?

20+ years of PR experience

1,000+ media & influencer database

60+ satisfied clients

Manage B2B and B2C expectations

Goal-oriented

Operate based on client needs

Produce results in short term

Small personalized team



Contact Communicare PR

Office: Perum Nuansa Sandat,
Jalan Sandat Gang 2 no 1 Biaung
Denpasar Timur Bali, 80237
On Google map: CommunicarePR

Office phone: +62 361 468452
Mobile phone/Whatsapp:
+6281338528717

Website: www.communicarepr.com

Facebook / Instagram:

@CommunicarePR

Email: info@communicarepr.com

Virtual meetings via Zoom:
srikandi.kathryn@gmail.com

CommuniCare

What Is Communicare PR

PT Sarana Komunikasi Dinamis, with the brand name, **Communicare PR**, is a privately owned Indonesian company established in 2015

Communicare PR is a female owned and managed company dedicated to ensuring opportunities of professional development for women and men who also have family responsibilities.

Small solid team working together for **20+ years** in providing clients with brand & reputation management as well as marketing communications services.



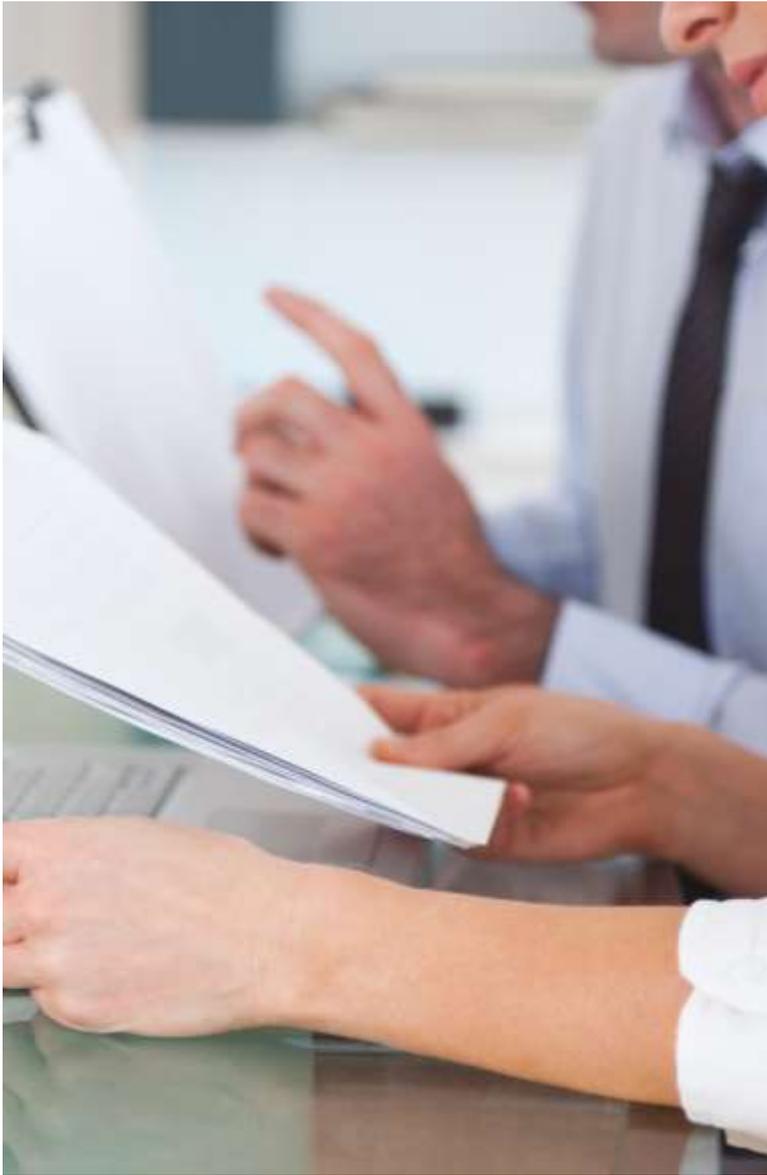
Why Communicare PR

- WE KNOW the importance of social media in contemporary marketing communications and public relations.
- WE UNDERSTAND the additional value traditional media can bring to communication strategies.
- WE ARE EXPERIENCED in developing and implementing both traditional and digital media channels.
- WE ARE SKILLED with multi discipline background and experience relevant to specific situations and goals.
- WE OFFER local insight and knowledge, for Indonesia in general and Bali in particular, including characteristics of international and domestic tourism markets.
- WE CAN WORK with all levels of management in an organization to facilitate successful implementation of plans and activities.

We know what works and what doesn't

CommuniCăre





What We Do

WE ASSESS existing brand communications channels and develop new channels to maximise public awareness

WE ADVISE on best practices and strategies for public relations and brand awareness

WE PLAN, implement and manage public relations / publicity activities for a variety of brand and product.

WE MANAGE social media presence

WE TRAIN effective media relations and assist the client to execute effective relationships with media & influencers

WE ORGANIZE events and manage third party events.

WE COPYWRITE and translate (English and Indonesian).

No cookie cutter services.



Field of Expertise

Hospitality industry brands

Retail products: F&B, fashion, apparel

Stand alone tourism attractions / locations

Festivals, e.g. music and cultural

Internationally accredited sports events
and sport tourism

Health and wellness, resorts, spa industry

Cooperation with government agencies

(Indonesia Tourism Development

Corporation, Bali Tourism Board,

Persatuan Hotel & Restoran Indonesia

)

Non governmental organizations / non
profits

But Communicare PR is so much more

Join Our Satisfied Clients





Current Clients

AMBER LOMBOK BEACH RESORT

<https://amber-lombok.com/>

Set along the turquoise shores of south Lombok, Amber Resort is a beach-lover's dream.

Task: Rebranding, building the property's brand identity, PR and media relations

From May 2024 – present



BALI PINK RIBBON

www.balipinkribbon.com

A non profit organization aiming to educate local community in Bali from developing and dying of breast cancer. To assist in improving the quality of life for those who suffer from breast cancer.

Task: media and public relations, marketing communications, social media and events

From 2017-present

Previous Clients



HOSHINOYA Bali

<https://hoshinoya.com/bali/en/>

HOSHINOYA Bali, part of the Hoshino Resorts brand from Japan is located in Ubud.

Task: strengthening their branding targeted for reopening after Covid and domestic market, building the property's identity in Indonesia, social media management .

From June 2021 – September 2024



NING'S KITCHEN

@ningskitchencanggu

A taste of Indonesian cuisine, Ning's Kitchen brings authentic Indonesian home-made food located on Tanah Barak, Batu Bolong, Canggu.

Task: media and public relations, marketing and promotions

From March 2024-present

Previous Clients

AMMAN MINERAL MEN'S WORLD TENNIS CHAMPIONSHIP 2024

<https://www.itftennis.com/en/tournament/m15-bali/ina/2024/m-itf-ina-2024-004/>

International Tennis Federation (ITF) sanctioned World Tennis Tour series, held at the brand new Bali National Tennis Center.

Task: press conference coordination

From: Aug – Sep 2024 and Dec 2024



BRICK LANE BALI

www.bricklanebali.com

Nestled at the heart of eat street Batu Bolong, Brick Lane Bali restaurant, cocktail bar and first floor level lounge club, offers a minimalistic, chic, and modern setting where exceptional customer experience and attentive service create a relaxed yet professional atmosphere.

Task: media relations and media event coordination

From: August 2024



Previous Clients



SIRANGON

<https://sirangon.com/>

The name SIRANGON is inspired by Serangan, a destination on the east coast of, with “sira,” meaning “longing,” and “angen,” meaning “dear.” This term encapsulates Indonesian tradition and innovation into an authentic dining experience.

Task: Website write up

From August 2024



TATE BY SIPUTRA

<https://www.tatebistro.com/>

Tate Bistro & Wine Bar by SIPutra is a culinary destination, casual neighborhood wine bar serving classic French bistro fare in Sanur, Bali. Featuring an impressive selection of more than 300 wines, its cuisine features authentic French Bistronomie perfect for any wine pairing.

Task: rebranding, media relations, copywriting

From January 2024

Previous Clients

MAYBANK MARATHON BALI

www.balimarathon.com

Entering its 11th year, MMB has registered more than 7,000 participants from 43 countries including Kenya, Ethiopia, USA, Europe, Australia and various countries in Asia as well as marathon fans from all over Indonesia, which continues to grow in numbers. Task: media relations and media center coordination

From 2011-2014 (with Travel Works), 2015 - 2023



Chesa Canggu

<https://chesacanggu.com/>

A chic boutique hotel that brings the best of Canggu, a private peaceful retreat for escaping it all set amidst funky beach clubs for all day all night partying, everything just a short distance away.

Task: per opening, building the property's brand identity, social media management

From March 2023 – March 2024

Previous Clients



BALI PARCEL

<https://www.baliparcel.com/>

CV Bali Parcel has a wide variety of the best traditional and modern Bali handicrafts arts and crafts, fashion and jewelry accessories, Bali style home decorations with very high quality of export and very low prices. Open for business since 1995 and online since 2002.

Task: brand guidelines, unique selling point and tagline, website copyrighting, creating catalogue
From June 2022 – December 2023

Beijing BrilliantComm TechInfo Co. Ltd.

<https://unisoc.com/>

UNISOC is the world's leading chip design company. It is one of the few companies in the world that has fully mastered 2G/3G/4G/5G, Wi-Fi, Bluetooth, TV FM, satellite communications and other related technologies.

Task: Copywriting press release and distribution to Tier-1 medias in Indonesia
From May – September 2024





Previous Clients

LOKARASA MAKASSAR

<https://www.instagram.com/lokarasa.makassar>

Lokarasa Eats & Drinks restaurant in South Sulawesi was rebranded in August 2023. It currently has 3 outlets in Makassar, which are Panakkukang, Jampea and Gowa branches.

Task: PR, brand guidelines, unique selling point and tagline, copywriting, social media managements

From November 2023 – January 2024

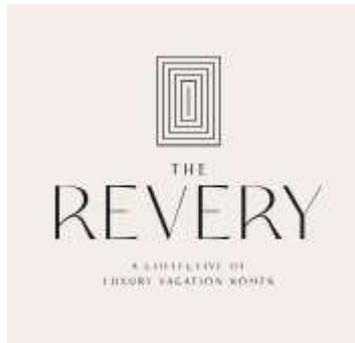
THE REVERY BALI

<https://www.instagram.com/lokarasa.makassar>

The Revery Bali, a collection of 5 luxury vacation homes in Berawa, Bali. Generous in space, warm and minimalist in design, each home comes with a private pool and outdoor area as well as a fully equipped kitchen.

Task: Copywriting press release and distribution to Bali tourism medias

From December 2023



Previous Clients



BALI TOURISM BOARD / GIPI BALI

<http://www.balitourismboard.or.id/>

Bali Tourism Board (BTB) was established in 2002 has ten members from Tourism Associations in Bali, and aims to build and develop a better and sustainable tourism industry in Bali and Indonesia, by nurturing partnership between professionals, government and local community.

Task: translate news related to covid-19 and create content for social media

From June 2020 – June 2022



VISTARA AIRLINE

www.airvistara.com

TATA SIA Airlines Limited, known by the brand name Vistara, is a 51:49 joint venture between Tata Sons Private Limited and Singapore Airlines Limited (SIA).

Task: Copywriting press release and distribution to Tier-1 medias in Indonesia

From December 2023- January 2024

Past Clients



ALCHEMY YOGA & MEDITATION CENTER

<https://www.alchemyyogacenter.com/>

Alchemy yoga and meditation center (AYMC) in Ubud, Bali shares radically life affirming practices of traditional tantric hatha yoga in a way that is accessible and relevant to the modern practitioner.

Task: launching new brand, building the property's identity in Indonesia, media awareness, social media management

From October 2022 – March 2023



PRAMANA SEPA RESORT

Sepa Villa Estate at Pramana Sepa Resort is managed by Pramana Experience, a trusted expert in hospitality industry resort design and development.

Task: copywriting company profile flyer for investor in English and Indonesian

From September 2022



Past Clients

YILING PHARMACEUTICAL

<https://en.yiling.com/>

Yiling Pharmaceutical is China's Key National Hi-tech Enterprise, National Innovative Enterprise, Top 10 Chinese Medicine Brand, Top 20 Listed Pharmaceutical Enterprise

Task: Copywriting press release and distribution to Tier-1 medias in Indonesia

From August – September 2022

SOLE AT MARI BEACH CLUB

<https://maribeachclub.com/>

Sole dining at Mari Beach at Seminyak beach is part of the exquisite lifestyle hospitality concepts, Syah Establishment. The upscale restaurant is rooted in local wisdom, cultivating cultural awareness through hospitable design.

Task: media relations and media event coordination

From: August 2022



Past Clients



ARKAMARA RESORT UBUD

<https://www.arkamara.com/>

Nature, Balinese culture, and panoramic views of Ubud's lush surrounding await guests at Arkamara Resort. A wondrous hideaway deep in the heart of Ubud far away from the hectic pace of daily life, enabling to reconnect with the inner-self.

Task: brand guidelines, unique selling point and tagline, website copywriting

From April – June 2022



PARIGATA DUYUNG VILLAS

<https://www.parigatahotelsbali.com/>

This impressive resort is set in a privileged location, utmost quality and classic Balinese style, blessed with an impeccable style and timeless elegance. It is surrounded with beautiful nature and similar luxury properties of this truly spectacular part of the famous Sanur Beach.

Task: brand guidelines, unique selling point and tagline, website copywriting

From June 2022



Past Clients

FOUR STARS BY TRANS RESORT

<https://fourstarbytranshotel.com/>

Strategically located in close proximity to the central business district and local residence, as well as a short 10-minute-drive to Sanur beach, Four Star by Trans puts you in the heart of Denpasar city where business and leisure could connect together.

Task: copy writing e-newsletter and promotional flyer, press release

From May 2021 – June 2022

BALI NUTRA

<https://balinutra.com/id>

Bali Nutra is at the heart of the Coconut harvesting processing to ensure that we deliver a premium quality Coconut products for our customers and work directly with the farmers. Award Winner of Great Taste and Superior Taste. Independent laboratory tested for high quality standards.

Task: Product launch and media release

From May 2021



Past Clients

GRIYA SANTRIAN – A BEACH RESORT & SPA

www.santrian.com/griya

Griya Santrian is a beach resort & spa where everyone is family. Managed by Santrian Resorts & Villas. Task: strengthening their branding as a unit within the Santrian Corporate, building the property's identity and set up their Marcomm division.

From January 2015 – May 2022

SANUR VILLAGE FESTIVAL

www.sanurvillagefestival.com

Sanur Village Festival (SVF) is an annual community event founded by Sanur Development Foundation (YPS) which is a combination of several large-scale activities involving food festival, creative economy exhibition, art and cultural attractions.

Task: copywriting website, media relations, and media center handling

From 2005-2014 (as Travel Works), and 2015 - May 2022



PRIMA MEDIKA HOSPITAL
Care With Quality and Hospitality

Past Clients

PRIMA MEDIKA HOSPITAL

<https://www.primamedika.com/id>

Prima Medika Hospital is a private hospital in Denpasar, Bali which has been operating since July 19, 2002. This hospital was built with the concept of a Boutique Hospital combining health services with quality medical service standards and hotel services.

Task: copyrighting company profile

December 2021

HORISON KERTAJATI

www.horisonultimakertajati.com

A four star hotel in Majalengka, West Java that reflects the urban spirit of Kertajati, Ultimate blend of style, comfort and luxury

Task: brand guidelines, unique selling point and tagline, website copyrighting

From August – December 2021



Past Clients



THE WINA VILLAS

<https://thewinaseminyak.com/>

Signature villas in a spectacular location. A unique getaway destination in the heart of Canggu and Seminyak

Task: brand guidelines, unique selling point and tagline, website copywriting

From August –September 2020



BALI DOLL HOUSE

<https://balidollhouse.com/>

Bali Doll House

Fun, Creative, Educative, Entertaining, Chill

A gallery of dolls located in Gianyar, Bali, Indonesia designed to add a level of fun and excitement to the conventional museum experience.

Task: media and public relations, marketing communications, social media and events

From March – May 2021

Past Clients



KENCANA COSMETICS

@KencanaCosmetics

Kencana Cosmetics with its flagship store in Dalung, Kuta Bali is the beauty shop with a truly unique shopping experience, both online and offline.

Task: formulate brand and sales strategies

From May – December 2020



CKEYIN INDONESIA

@ckeyin_family

CkeyiN is a visionary beauty and health brand based in Shenzhen, China founded in 2005. CkeyiN has a powerful beauty presence in countries around the world , including Indonesia.

Task: social media management and support digital sales

From March – June 2021



Past Clients

I AM BE U

<http://www.iambeu.com/>

Operating as a quality grade fish supplier to hotels and restaurant in Bali, the company also exports fishing products to various countries in the world, including Japan, Australia, USA and Taipei. Locals can also purchase fresh of the day catch in the fish market.

Task: branding, media and public relations, marketing communications, social media

From February 2018 - 2019



THE BUTCHERS CLUB STEAKHOUSE

<https://www.thebutchersclubbali.com/>

Best known for its grilled dry aged beef burgers and steak, dishes are made from scratch daily using only the highest quality ingredients sourced from Bali and Australia.

Task: media and public relations, marketing communications and events

From February 2018 - 2019



Past Clients

BANYU SPA BALI

www.banyuspabali.com

Banyu Spa is the leading Integrated Spa Solution Service based in the spa capital of the world, Bali. We are your one stop solution for all spa-related business, training and product for 5-star spas and wellness centers in Bali.

Task: website copywriting

July 2018

THE ROYAL SANTRIAN

<http://www.theroyalsantrian.com/>

The Royal Santrian Resort & Villa hotel in Nusa Dua is an elegant haven by the sea, a collection of luxury villas designed to fulfill your desires for seclusion, comfort and the good life.

Task: create quarterly e-newsletter and advise for promotions and sales pitches

November 2018

Past Clients



GWK CULTURAL PARK

<http://gwkbali.com/>

Executed a media gathering coordination service for Melaspas ceremony and inauguration of the GWK Statue, officiated by president Joko Widodo.

Task: promotion, media relations, and media center coordination

From August – September 2018



MUSCLE BEACH BALI

www.musclebeachbali.com

Rebranded as Muscle Beach Bali, from previously Bodiku Fitness Event in 2016. Muscle Beach Bali 2017 is part competition, part show, presenting the best bodies in Indonesia on a fun & formal competitive stage. Open to participation from all nationalities with 50 million in prizes up from grabs.

Task: event promotion and media relations

From 2016 - 2017



Past Clients

KILORUN BALI

www.kilorun.com

In conjunction with Thai AirAsia Co., the “KILORUN 2018: THE RUNNING FESTIVAL OF FOOD | FUN | FRIEND | FAMILY on 2-3 June 2018, namely the “KILORUN BALI 2018” will be run in Bali, Indonesia.

Task: promotion, media relations, and media center coordination

From March – July 2018

VDESIRE EVENTS

www.vdesirevents.com

A Software for event management, using 3D technology. A simple yet creative tool for event organizing that changes the way people do events.

Task: copywriting website, developing marketing strategy, and marketing plan.

From August – October 2016



Past Clients



NUSA CANA RUM

www.nusacana.com

Inspired by ancient days and modern nights, Nusa Caña is a new island rum that's bringing back the forgotten spirit of those very first adventurers and the rum they discovered.

Tasks: media gathering coordination and product launching

September 2016



HERBALIFE BALI INTERNATIONAL TRIATHLON

www.balitriathlon.com

Starting in 2007 and held in Jimbaran, the triathlon race combining swimming, cycling and running is held in a new venue in Sanur.

Task: event promotion, media relations, media partnership, and media center coordination

From February- August 2016



Past Clients

THE LEAF JIMBARAN - LUXURIOUS VILLA

www.theleafjimbaran.com

The Leaf Jimbaran is a stunning 45 villas with private outdoor swimming pool, kitchen, spa and kids club located in Jimbaran. Task: assisting their branding and pre-opening promotions, building the property's identity and brand image.

From January – December 2015



JAZZ MARKET BY THE SEA

www.jazz-market.com

Jazz market by the Sea is an annual community festival that aims music fans, showcases vibrant market stalls for local arts & crafts, food stalls, during 3 days from 19-21 August 2016 at Taman Bhagawan, Tanjung Bena, Bali. Task: event promotion, media relations, media partnership, and media center coordination

From 2007-2014 (with Travel Works), 2015-2016

Past Clients



PURI SANTRIAN

<https://santrian.com/puri-santrian/>

Puri Santrian is a modern Balinese resort strategically positioned on the beach at the tranquil southern end of Sanur. Close to several historic sites of interest, it is an upmarket area with strong cultural roots where tradition permeates all aspects of daily life.

Task: Copy writing for promotional flyers
From 2021

PRIME *Plaza* HOTEL
SANUR - BALI

PRIME *Plaza* SUITES
SANUR - BALI

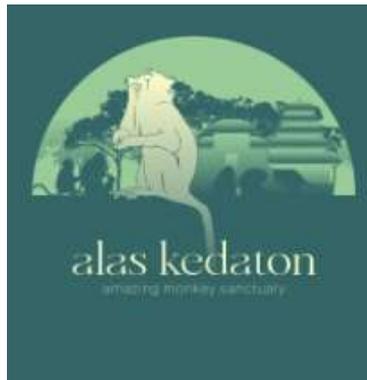
PRIME PLAZA SUITES AND HOTELS BALI

<https://spps.pphotels.com/>

Located in the heart of Sanur Village is an award winning family resorts in Bali, just 25 minute drive from Bali's International airport, and just 7 minutes walk through Sanur village to the local shopping centre and surrounding restaurants.

Task: copy writing e-newsletter and promotional flyer

From May – December 2021



Past Clients

YOGA SYSTEMS

<https://www.yoga-systems.com/>

Yoga Systems - Hatha Yoga School is the first Isha Hatha Yoga school in Indonesia. We offer the full range of Isha Hatha Yoga Practices in Jakarta and Bali studios.

Task: strengthening their branding, building the property's identity and set up their Marcomm division.

From November 2021 – March 2022

ALAS KEDATON

<https://zoo.intermediapressindo.com/>

The sacred monkey forest is in Tabanan regency. The Pura Dalem Kahyangan Kedaton Temple serves as its centerpiece, with pathways surrounding the mossy temple walls that provide a pleasant walk.

Task: brand guidelines, unique selling point and tagline, website copyrighting

From May 2022 –present

Our Services



What We Do: Marketing Communications

- Create the annual Marketing Plan.
- Create the Advertising Plan, and assist its execution.
- Develop company brand and branding guidelines
- Draft a timeline of PR campaigns monthly and coordinate Client's corporate calendar.
- Identify unique selling points and form key messages
- Identify news related to travel and leisure industry.
- Identify needs of promotional materials and press kit.
- Identify needs of website updating content.
- Create and distribute periodical e-newsletter (monthly).
- Identify suitable major luxury events to be sponsored and non-event promotional opportunities (barter promotion) to highlight soft opening and grand launching.
- Identify relevant exhibitions or trade events to attend and/or participate in.

What We Do: Marketing Communications

- Identify needs of images library. Should there be a need of a photo shoot, Communicare PR will arrange and supervise the photo shoot. (Note: The client will bear photo shoot expenses.)
- Build relationships with industry partners including tourist boards, airlines, tour operators and agents to get more exposure.
- Assist, and coordinate with clients, regarding the journalist / Key Opinion Leader/ celebrities / influencer / instagrammer / VIP visiting program, when it is related to media relation and PR activities.
- Representation in Trade Show and other business events. (Note: The client will bear travel cost, meal, and accommodation.)
- Develop sales-driven promotional activities.
- Brainstorming concepts and developing storyboards to develop communication strategies;
- Ensure consistent brand messaging, including voice and tone, across print, TV, radio, direct mail and other communication channels.
- Submit monthly PR activity report with relevant suggestions of activation and production.

What We Do: Media Relations

- Identify consumer trend to develop PR activity to optimize media coverage.
- Identify optimum media positioning, with categories determined based on topic (travel & leisure, lifestyle, and news) and demographical coverage (local, national, regional) and readership (high end, general).
- Compile editorial calendar of Media Category A & B for identifying suitable story pitch.
- Create press releases monthly English and Indonesian version.
- Distribution of press release to database of 1,200 media emails
- Maintain media relations, pitch stories and seek cooperation opportunities with media and travel industry corporations.
- Media inquiries assistance and website response management during project period.
- Media and business calls to designated destinations. (Note: For out of city calls, the client will bear travel cost, meal, and accommodation.)
- Communicare PR office will be pre-opening point of contact for media.

What We Do: Social Media Management

- Create social media plan, campaign, content and budget for boost post
- Apply strategies to grow organic reach
- Create captions in English/Indonesian and posting plan schedule
- Create and upload postings daily across all social media channels
- Produce images at regular basis for IG use
- Monitor and reply inquiries via social media
- Option of monthly paid posting on selected IG pages
- Pitch collaboration with influencers / instagrammer : giveaway, quiz, endorsement, visit and review, paid promote, model for photo shooting
- Research influencers suitable with brand: review, giveaway, endorsement, paid promote, quiz
- Personally meet & greet media and influencer
- Engage with followers by actively reposting, commenting, following, mentioning, and responding comments
- Research and apply suitable hashtags, tags, call-to-action (CTA) buttons

What We Do: Media Event Management

For Launch party, Opening, Media Gathering, Press conference, Media center management

- Coordinate with opening event activation team in PR activity calendar.
- Distribute soft opening event invitations to all targeted database.
- Guest database management: establish library, assist in collecting, updating and validating the database, ensuring a readily useable database.
- Liaise with Event Organizer and Sales & Marketing Team during event.
- Arrange flight ticket and accommodation for guests
- Handle general inquiries and accommodate requests.
- Arrange with Client to accommodate media needs including but not limited to: rooms, meals, promotional items, giveaways, etc.
- Conduct press conference during launching date (proposal will be submitted separately)

What We Do: Set up Internal PR Department

Develop and put in place the system and tools needed for the PR department to run smoothly after end of the consultancy period including:

- Identify internal PR needs and activate accordingly to ensure product knowledge across team.
- Develop, update, and assess database on top of media database to support marketing communications activities.
- Coordinate branding by developing communication medium (e.g. e-mail blast, newsletter, etc.) that will be disseminated to the updated database.
- Set up platforms including SOPs, template press kits and letters
- Ongoing training and transfer of knowledge to dedicated PR staff

What We Do: Set up Marketing Channels

1. Website and booking engine
2. Social media channels: Instagram, Facebook, Tiktok, Youtube
3. OTA: Traveloka, Google My Business, Booking.com, Agoda, Tripadvisor
4. Template newsletter with customer database
5. Template press release with media database
6. Template print and online/socmed promotions (flyer and poster) for public
7. Press kit for media (press release, images)
8. Sales / marketing kit for agents (fact sheet, company profile, price list)

What We Do: Copywriting & Translation

Copywriting (English and Indonesia) and Translation (English to Indonesian and vice versa)

- Create clear, compelling copy to sell products and/or educate and engage consumers on websites, blog posts, product descriptions, email blasts, banner advertising, newsletters, social media platforms, and other marketing communication vehicles.
- Blogs and article copy to social media content and product descriptions to help business rank well in Google, attract more customers, and develop a stronger and unique brand voice.
- Simultaneous translation on-site for world class events
- Translation of documents with diverse topics: education, governance, policy and regulations, health, environment, hospitality, medical, etc

Our Rate Card

We offer competitive package rates, contact us to get a quote



A la Carte Services 2025 - Comunicare PR

1. Arrange media gathering / press conference in Bali	Start from IDR 15.000.000
2. Inviting Media / Media Travel Influencer for opening / launching event in Bali	Start from IDR 20.000.000
3. Copywriting Press release / blog / write up	IDR 1.000.000 / release
4. Press release blast to CCPR 's 1,000+ media database	IDR 1.000.000 / release
5. Guarantee publication of article in selected Bali Media	IDR 2.000.000 / media
6. Guarantee publication of article in selected national Jakarta Media	IDR 3.000.000 / media
7. Research and invite media / influencer / instagrammer / blogger	IDR 1.000.000 / media
8. One time coordination visit & hosting individual media / influencer / instagrammer / blogger (excluding flight, accommodation, transport, meals, pocket money, etc)	IDR 2.000.000 / media

A la Carte Services 2024 - Comunicare PR

9 . Copywriting website	Start from IDR 5.000.000
10. Copywriting IG captions / newsletter / promotional tools	IDR 1.000.000
11. Social media management (collaboration with 3 rd party)	Start from IDR 4.000.000
12. Complete basic marketing communications package	Start from IDR 10.000.000 / Month

Terms & Conditions

Guarantee Media Exposure

1. The guarantee exposure includes: Any links to articles in media website and social media channel, any postings by notable influencers mentioning / tagging the brand social media, link to write ups by bloggers and media travel influencers, that is published organically due to pitching, paid publishing by the agreed upon media list and exposure resulting from media / influencer visits.
2. The Client understands that The Media has full discretion in producing the published content. The Media is allowed to rewrite or revise or exclude certain parts of the article. The Media has full discretion in determining the length of the article, if the news will include an image or not, if the article will include backlinks, contact details, brand names in title etc. The Media will decide the date of publication and published in which channel on the media's website.
3. The publication format will be an online article consisting of one or more image, between 300-500 words linked to lifestyle channel of media website.
4. The media will publish the news between 7-14 work days after all materials are received.
5. If publication is canceled by the media, the Client will allow the consultant to find a replacement media. Changes will be made after consulting with the Client.
6. The media option list is for online version only, request for print version will be at additional charge
7. The article guarantee contract only covers the media selection from the agreed media list, official advertorial rate will be applied for other media requested

Terms & Conditions

Media & Influencer Gathering / Event

1. The gathering fee excludes: event venue and equipment, food & beverages, production cost, i.e. printing invitation, backdrop, goodie bag and content, event photographer and MC, media and influencer fees needed for guarantee publication or posting (pocket money, transport allowance, paid advertisement, paid post or endorsement fee, etc)
2. Guarantee exposure will apply to media options listed in the agreed media list only.
3. Media and/or influencer attendance does not imply guarantee publication in the media / influencer's channel. Unless specified, all influencer and media invitation listed in the agreed invitation list will be pitching-based only, with no guarantee of exposure post event. However, it is general practice and courtesy to post a story in their personal or official channel.
4. If The Client chooses to invite media /influencer from outside Bali, then The Client agrees to budget return flight for up to 1 person, accommodation full board 3D2N, ground transport, and media pocket allowance (if applicable).
5. If the media / influencer requests endorsement fee or paid partnership, The Consultant will assist with rate negotiations.

Terms & Conditions

Media & Influencer invitation

Media / Influencer Invitation

1. The Consultant will assist to approach Bali media, influencers and bloggers
2. All props and model to support the review (F&B / room / guest activity / property products) will be borne by The Client.
3. All initiatives will be prioritized on growing organically, branding, and social networking. If The Client targets significant follower growth and/or direct sales, then The Client agrees to provide a budget for influencer endorsement fee, boost post and paid collaborations.
4. Any graphics design, web program, photography, video production and other production expenses will be borne by The Client with written approval (including email) in advance.
5. All advertising, promotion, influencer fee, and all online campaign expenses paid to third party will be borne by The Client.

Terms & Conditions

Social Media Management

Unless specified in the package, the fees exclude the following:

1. Any graphics design, photography, video production, drone, and other production expenses
2. All advertising, promotion, influencer fee, and all online campaign expenses paid to 3rd party
3. Additional copywriting
4. All props and model to support the photo and video shooting session (F&B / spa / room / guest activity / property products).
5. High resolution photos to be used for marketing or promotional purpose

Contact Us

We look forward to the opportunity to assist your team in achieving your optimal brand communications

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