



Press Release

DDB BRAINSTORM WINS INTEGRATED MARKETING COMMUNICATIONS MANDATE FROM INDONESIAN TELCO GIANT INDOSAT

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FOR IMMEDIATE RELEASE

In a landmark move, Indonesian telecommunications giant PT Indosat announced today that it will consolidate all of the marketing communications and related activities for its brands with one single agency, DDB Brainstorm.

This is the first time Indosat has partnered with a single advertising agency and hopes to benefit from better integrated strategic thinking, creative and media results. As part of the mandate, DDB Brainstorm has been tasked to support all of Indosat's brands.

Indosat is one of Indonesia's leading telecommunication and information service providers. Its brands include cellular services such as Mentari, Matrix and IM3, international direct dial services such as IDD 001, IDD 008 and Flat Call 016, and the StarOne and I-Phone fixed telecommunication services. Indosat also provides multimedia, Internet and data communication services.

Commenting on their decision to appoint DDB Brainstorm, Wahyu Wijayadi, Marketing Director of Indosat, said: "We were looking to partner with an agency that was able to share our vision and passion for the business. We were also looking for an agency that was truly able to demonstrate added value in terms of growing our business and establishing our brands as market leaders."

DDB Brainstorm, established in 1999, has chalked up considerable experience in the telecommunications sector, having worked on proXL; its sister company DDB Advis has worked for seven years on Sony-Ericsson. The key executives working on the Indosat account include seasoned professionals with more than 10 years' experience in telecommunications. This team will be supported by the combined experience of DDB's 206 offices in 96 countries around the world.



Mr. Brian Estes, Director of DDB Brainstorm said: “We already have a long history with Indosat, having significantly helped them grow their IM3 brand. Obviously we are honored to be chosen as Indosat’s agency of record and we are thrilled to have this opportunity to leverage our well-established telecommunications experience to build the other Indosat brands. This will include using our channel and consumer activation capabilities and our network of 15 regional offices throughout Indonesia to add value to Indosat’s business.”

By consolidating the marketing communications for all of its brands with DDB Brainstorm, Indosat has become one of DDB Brainstorm’s top three clients.

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