



LettuceBuild

Pronounce: let us build

THE DIGITAL ERA

Global brands are experiencing a step change in their marketing communications, from offline to online, or some people say, from analog to digital. The conditions occur due to the increasing demands for brand communications online and most brands are competing to grab those online consumers by mixing both their offline and online marketing strategies. Digital marketing serves as the new point of communications where it tailors all the offline communications that we used to have, into more of a direct engagement with the audience/loyal customers - simply changing the old way of how we communicate from just a 2 magazine spread layout into websites, Facebook/Twitter, blogs, Youtube, LinkedIn, etc

“We see the growing market in the digital channels and most brands are not utilizing enough resources to meet the demand”.

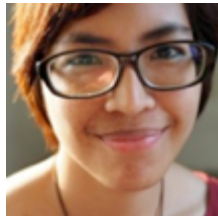
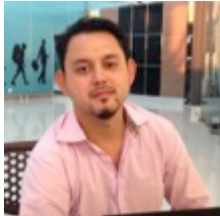


The digital environment creates **opportunities to quantifiably reach your target markets, however there is a massive amount of noise out there.**

Without an integrated digital strategy you will be lost in the clutter.

Lettucebuild

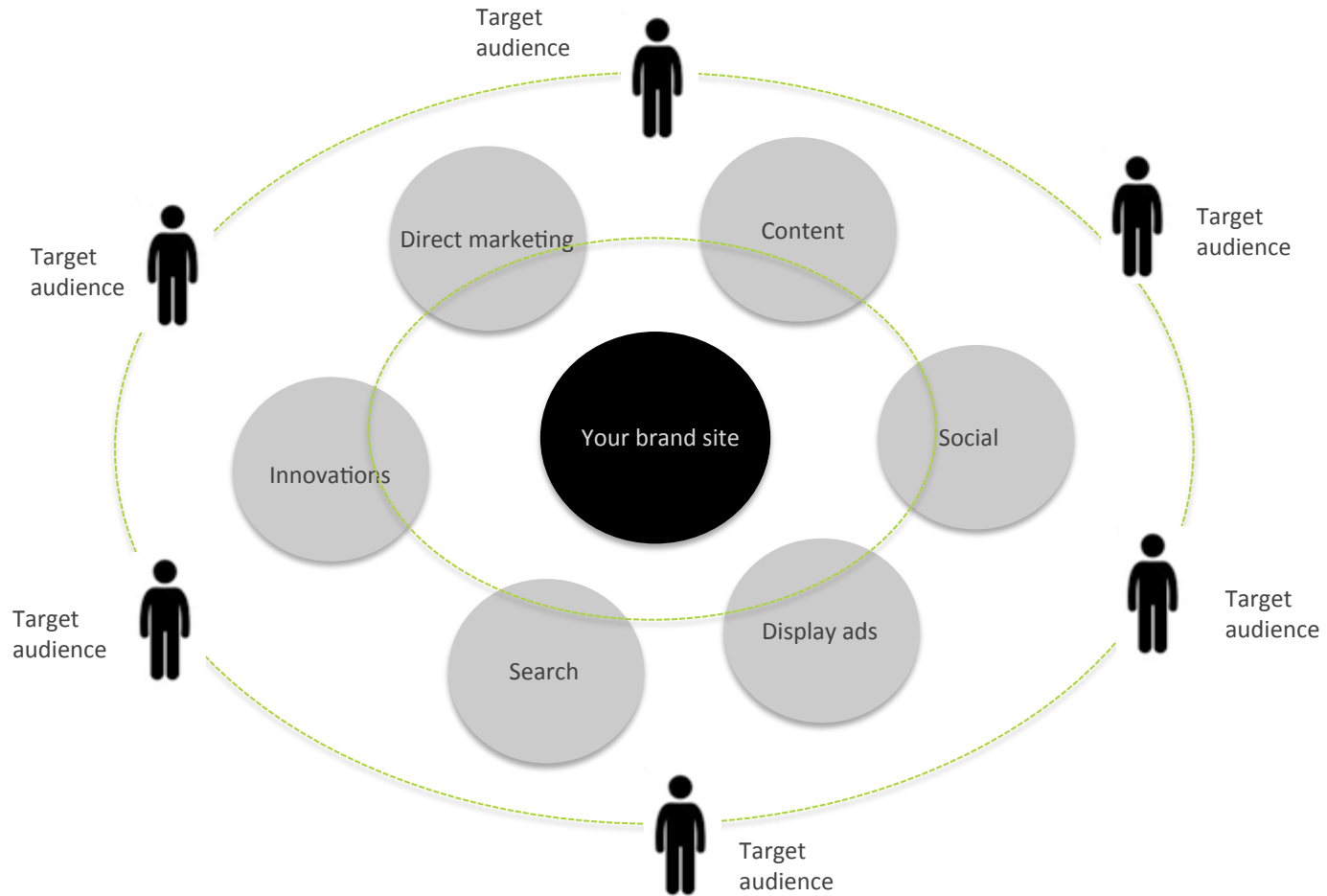
We assist brands to regionalize and implement integrated Go To Market strategies that specifically leverage their digital presence.



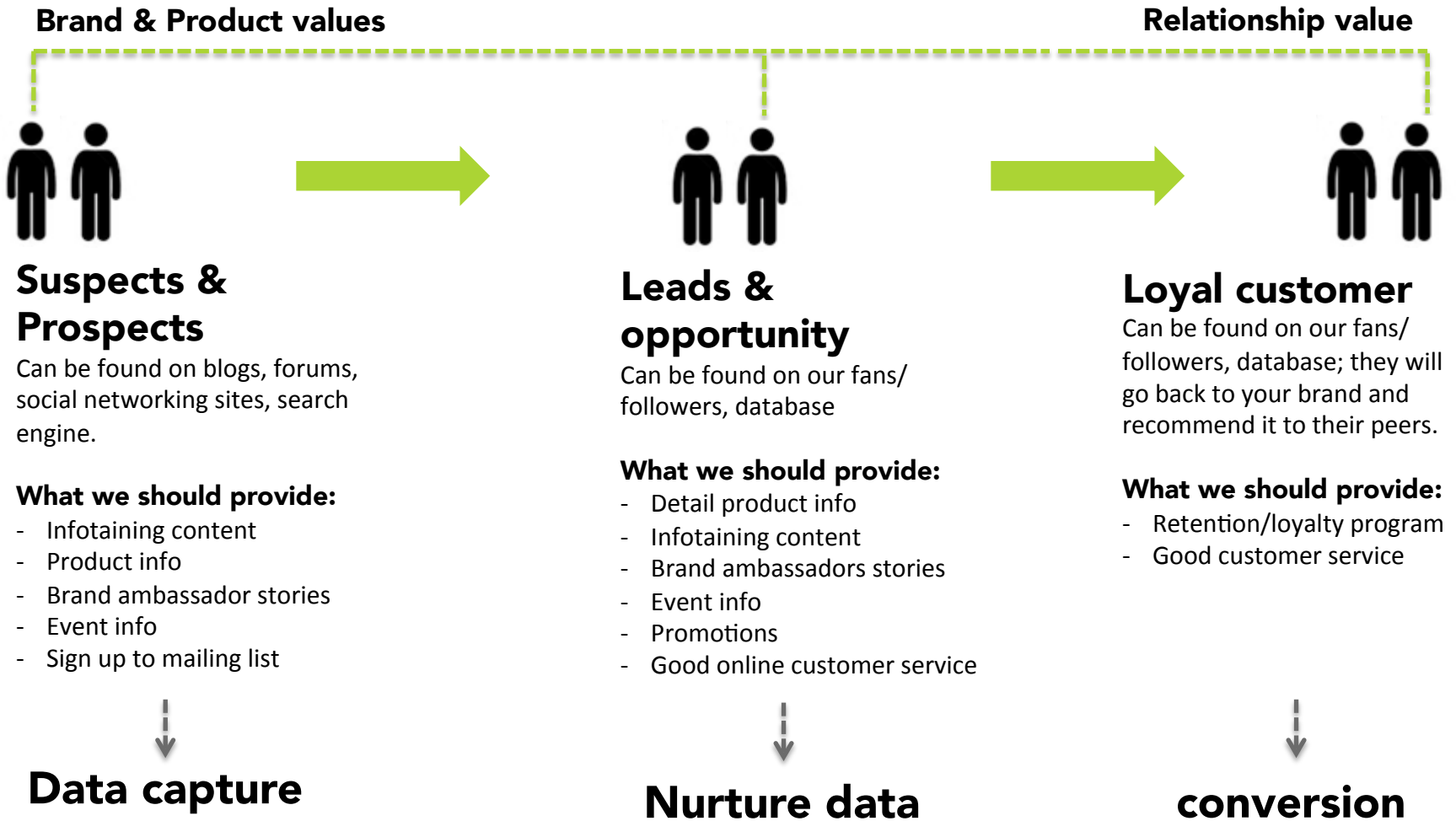
Lettucebuild work closely with like minded, best in class agencies and tools across the region to access the necessary market insights, skills and infrastructure to deliver results in line with the high expectations of our clients.



HEALTHY DIGITAL ECOSYSTEM



OUR VALUES



OUR SERVICES



Digital campaign & integrated marketing management

We create meaningful marketing programs for our clients based on audience insights and analysis of user needs.



Social media content

Most brands and businesses have their social presence, leaving footprints anywhere online and communicate with their consumers on daily basis. We help providing the strategy for your business by using social media and help to measure its success. The ROI here is the engagement.



Websites & e-commerce.

Design and Build your web sites, landing pages and online stores with the right user experiences; make them easy to use by your consumers.



Search Engine Marketing

A comprehensive approach to search is crucial to the performance of any digital business. We work with our clients to create searchable digital presence for the consumers using Google Search Engine Marketing

OUR SERVICES



Media planning

We help clients to plan and buy the ad spaces, to better reach their consumers and achieve the ROI.



Business consulting & training

We provide a range of digital marketing consultancy and training services to help the clients achieve their results from their campaigns and activations.



Brand monitoring

Most brands and businesses think that they are aware of what their audiences are talking behind their backs. The truth is, they don't.



Direct marketing

Find out who's your prospects and reach them by delivering your direct mailer. Talk to them by giving out product info, prices, and special promotions; give them what they ask for.

OUR RATECARDS

CONTENT MARKETING

Services	Costs (USD)	Remarks
Content planning/strategist	800	monthly
Content implementer + monitoring + reporting	750	monthly
Article writing (Indo)	40	per article up to 800 words
Article writing (Eng)	65	per article up to 800 words
Celebrity interview	150	per article up to 800 words
Editor (Indo)	80	per article up to 800 words
Editor (Eng)	80	per article up to 800 words
video (how to, interview, animation)	1500	starting price, per video
video (vine)	750	starting price, per video
article placement in online media	800	starting price, per article

DIRECT MARKETING

Services	Costs (USD)	Remarks
Platform/tool	10	up to 500 subscribers
Initial Set up	200	Account set up
Design Template	75	2 options and 2 revisions
HTML Template set up	100	Master HTML template (2 options)
Delivery	50	weekly/biweekly/monthly

WEBSITE DEVELOPMENT

Services	Costs (USD)	Remarks
UX design	500	1st mock-up: 3 pages, 2 options, 2 revisions
HTML design	50	per page
Back-end programming	500	starting price

OUR WORKFLOWS

1. DISCOVERY

Define goals, target audience, online consumer journey, social intelligence

2. PLANNING

Define overall digital strategy, ad-hoc campaigns, timeline, budget and resources

3. CREATIVE

Creative process begins after the strategy is approved. We can lead the creative agency for the brand.

4. IMPLEMENTATION

Using our tools to start implementing digital activations and monitor the campaigns

5. MEASURE

Deliver the measurable performance; weekly and monthly reports

6. LEARNING

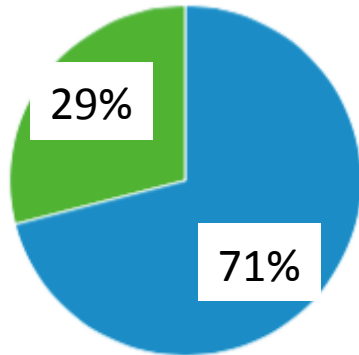
Define best practices for the brands to better equipped them for future campaigns

OUR GOALS

- Attracting New Audience or Customers for the brand, at the right time and at the right place
- Drive Revenue
- Increasing Customer Loyalty and Retention
- Providing excellent Customer Service and Communications
- Reduce Operating Costs and Increase Efficiency
- Preparing for Future Needs

OUR WORKS

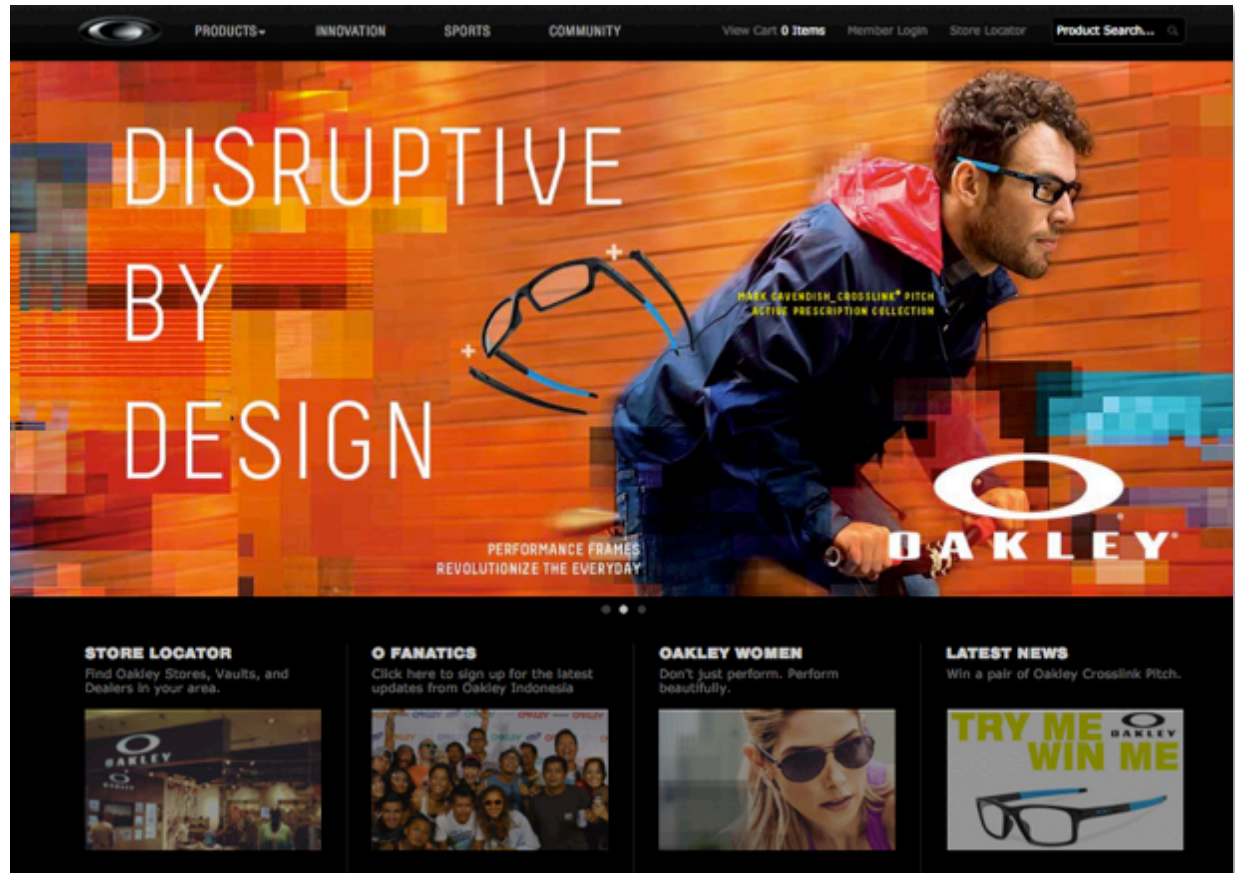
■ New Visitor ■ Returning Visitor



Pageviews: 937,737
Users: 87,359
Bounce: 33.66%
Time spent: 04:52

TOP 5 PAGES (after homepage)
 Store locator
 Men's Lifestyle Sunglasses
 Men's New Release Sunglasses
 Men's Polarized Sunglasses
 Men's Special Edition Sunglasses

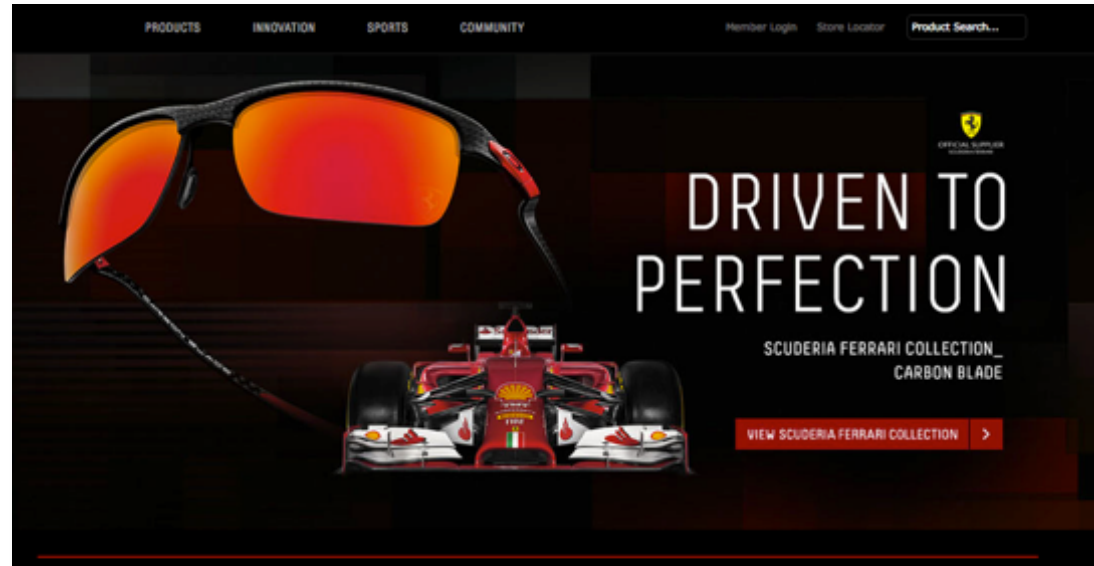
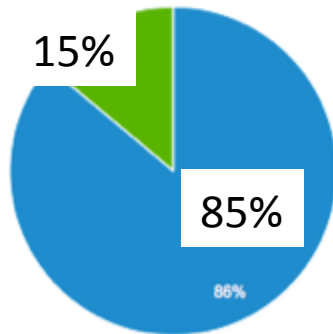
TOP PAGEVIEWS
 1,659,836 (2011)
 1,951,657 (2012)
 1,281,996 (2013)



Source: Google analytic Data

OUR WORKS

■ New Visitor ■ Returning Visitor



Retail promo edition, July news, Launch event invitation



Content marketing in FB and Twitter



DIRECT MARKETING

Total EDM: 3
Average recipients per EDM: 5,505
Total recipients: 16,517

Open rate (avg): 75%
Total clicks: 202
Click thru Open Rate (avg): 20%

Pageviews: 7,400
Users: 4,304
Bounce: 76%
Time spent: 01:09
Google SEM: 700USD
FB: 230USD

TOTAL REGISTRANTS: 366

SOCIAL MEDIA

Facebook total reach: 141,661
Facebook ER (avg.): 11.2%
Twitter total interactions: 30,058
Twitter ER (to followers): 100%

OUR WORKS

SOCIAL MEDIA

Facebook total reach: 209,925
 Facebook ER (avg.): 8.62%
 Twitter total interactions: 18,437
 Twitter ER (to followers): 3.52%

TOTAL ACQUISITION (per Nov'14)
 506 People



May, 2nd Stop special edition, Oakley Van Chase edition, August, August Special edition, Sept, Oct Newsletters.

OAKLEY VAN CHASE
SNAP THE VAN. WIN THE CAP

Keep a look out for the Oakley van. If you see it, take a picture, share with #oakleytour #oakleyindonesia. Come along to the #oakleytour next week and show the Oakley team your post and receive a free Oakley Cap!

Your picture will also be included in the draw to win a free pair of Oakley sunnies. It will be stopping around SCSD, Kamang and Plaza Indonesia between Thursday and Sunday... hurry and snap the van!

Like us on Facebook Follow us on Twitter

Find All Oakley Indonesia Authorized Dealers >
Oakley Indonesia

OAKLEY TOUR 2014
2ND STOP BEKASI SUMMARECON MALL

POWERS BY OPTIK SEIS

“Come see us at the ultimate brand experience!”

See you guys there!

0% interest for GIBank, Mandiri and BCA credit card holders.

Find All Oakley Indonesia Authorized Dealers >
Oakley Indonesia

OAKLEY TOUR BANDUNG

Lintuk menyapa dan berinteraksi lebih dekat dengan O Fans, Optik Seis melangsungkan Oakley Tour, roadshow all-about-Oakley, di tujuh kota besar di Indonesia sepanjang tahun 2014 ini. Giliran Bandung yang didatangi oleh team Oakley dan Optik Seis di Trans Studio Mall di tanggal 12 - 17 Agustus 2014.

Cukup cari Oakley Van berwarna hitam di dalam Trans Studio, yang telah “disulap” untuk menampilkan produk-produk Oakley secara eksklusif. Kamu bisa menjajal langsung sunglasses ternanyar Oakley Scuderia Ferrari Collection, yang hadir dalam 10 style: Carbon Blade, Jupiter Carbon, Polarized Tin Can, Style Switch, Two Face, Two Face Asian Fit, Chain Link, Chain Link Asian Fit, Fuel Cell, Garage Rock.

ON GROUND EVENTS:

Apakah kamu tahu mengapa lensa Oakley adalah yang terbaik di planet ini? Uji pengetahuan kamu disini.

Cari Oakley ambassador di Trans Studio Bandung, ikuti kuis teknologi lensa Oakley, dapatkan Oakley wristband eksklusif serta lucky draw untuk memenangkan sunglasses Oakley.

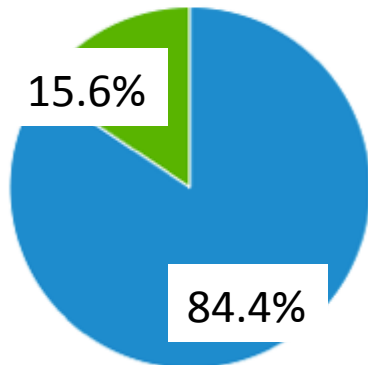
DIRECT MARKETING

Total EDM: 7
 Average recipients per EDM: 6,710
 Total recipients: 46,973

Open rate (avg): 15%
 Total clicks: 394
 Click thru Open Rate (avg): 5%

OUR WORKS

■ New Visitor ■ Returning Visitor

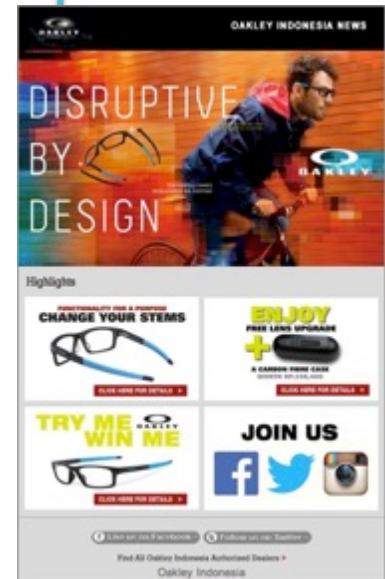


Pageviews: 7,372
Users: 4,392
Bounce: 79.5%
Time spent: 00:54
Google SEM: 1,000USD
FB: 30USD

SOCIAL MEDIA
 Facebook total posts: 5
 Facebook total reach: 50,479
 Facebook ER (avg.): 11%
 Twitter total interactions: 2,022,205
 Twitter ER (to followers) 11.68%



Crosslink edition, Try Me Win Me edition, October news



DIRECT MARKETING
 Total EDM: 3
 Average recipients per EDM: 8,640
 Total recipients: 25,922
 Open rate (avg): 13.3%
 Total clicks: 359
 Click thru Open Rate (avg): 9%

MORE THAN 100 PARTICIPANTS WITH 70 VALID ENTRIES

OUR WORKS



oakleyindonesia.com



oakleyindonesia.com/crosslink

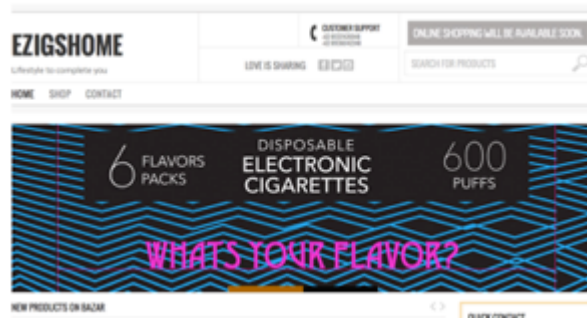


oakleyindonesia.com/ferrari



oakleyindonesia.com/polarized

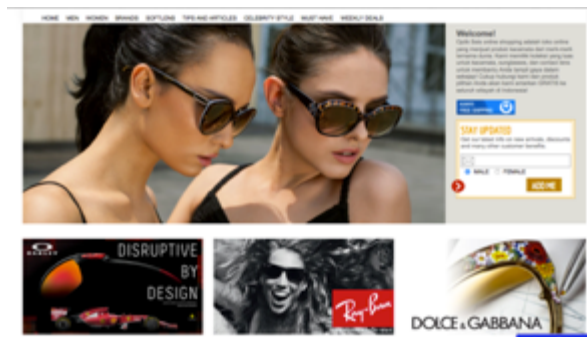
OUR WORKS



ezigshome.com



throwdownoriginal.com



optikseis.com



rocktapeindonesia.com

OUR WORKS

WIN A TRIP TO WATCH MOTOGP LIVE

RISE UP

WIN A TRIP

TERMS AND CONDITIONS

SHOP ONLINE

LOCATE OTHER STORES

PLUS GET A PAIR OF HOLBROOK VALENTINO ROSSI SIGNATURE SERIES.

JOIN THE REBELLION

Meet the athletes that have crossed over, who have put Oakley products to the test and those who have chosen to rise above and do things differently.

NICKY HAYDEN
CEDRIC GARCIA
SHARON WHITE

FIND US ON FOLLOW US ON

MARK CAVENDISH CYCLING

THE REBEL LION

JOIN US ▶

JAWBONE WITH SWITCHLOCK™ TECHNOLOGY

JOIN US ▶

OAKLEY

JULIEN ABSALON MOUNTAIN BIKE

THE REBEL LION

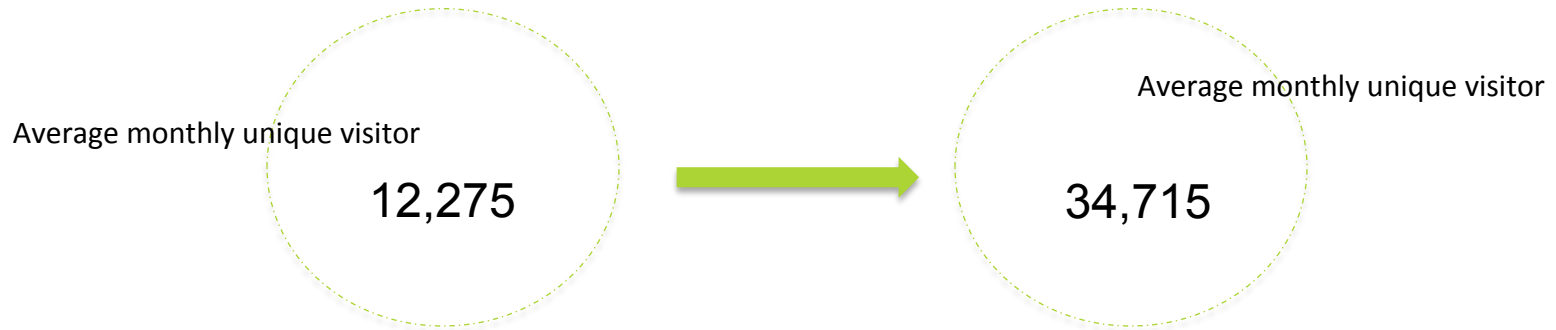
JOIN US ▶

Introducing **FREE SHIPPING** to anywhere in Indonesia members enjoy **250.000 IDR CASH BACK** for your next purchase plus lens cleaning kit as gift of purchase

JOIN US ▶

OAKLEY

OUR WORKS



Retrospectacle.

SHOP ONLINE NOW

AND RECEIVE RP 200.000 INSTANT REBATE
BY USING THIS CODE: **ILOVEOAKLEY**
(Promo ends on September 30, 2012 and applies for online shopping only)

Frogskins

[Oakley Indonesia official](#)
Oakley Sunglasses with free shipping to anywhere in Indonesia
www.oakleyindonesia.com

[Oakley Indonesia official](#)
Oakley Sunglasses instant rebate Rp200,000. Promo ends March 2012
www.oakleyindonesia.com/iloveoakley

Reaching your targeted audience a lot faster using ad texts, banner ads and video ads

OUR WORKS

Open Rate

The open rate works best as an in-house benchmark to track over time, because it can signal progress or problems with engagement

Click Through Rate

Click rates are process metrics that measure activity on an email message. They're a more reliable metric than open rates but are still not a substitute for output goals such as conversions, revenue or order value.

Click to Open Rate

also known as the effective rate, does shed more light on engagement than a simple click rate because it measures clickthrough rates as a percentage of messages opened instead of messages delivered.





INDONESIAN CONSUMERS

INDONESIAN CONSUMERS

The consuming class—55 million urban and 15 million rural Indonesians—are the most commercially attractive segment.

5 million is entering urban consuming class every year.
In 2020, urban consuming class is expected to reach 85 million.

Characters of the top 20 million from urban consuming class:

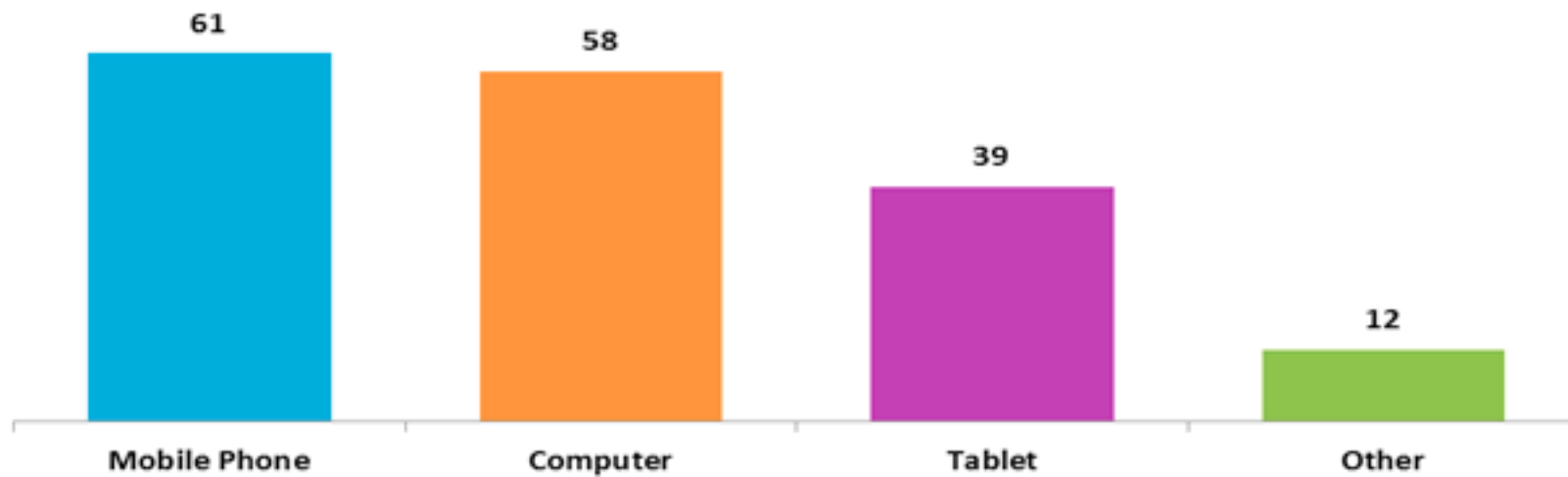
- Optimistic about their future
- Conscious on spending habits and product choices
- Financially savvy
- Early adopters
- Digitally connected
- Willing to try premium products

INDONESIAN ONLINE SHOPPERS



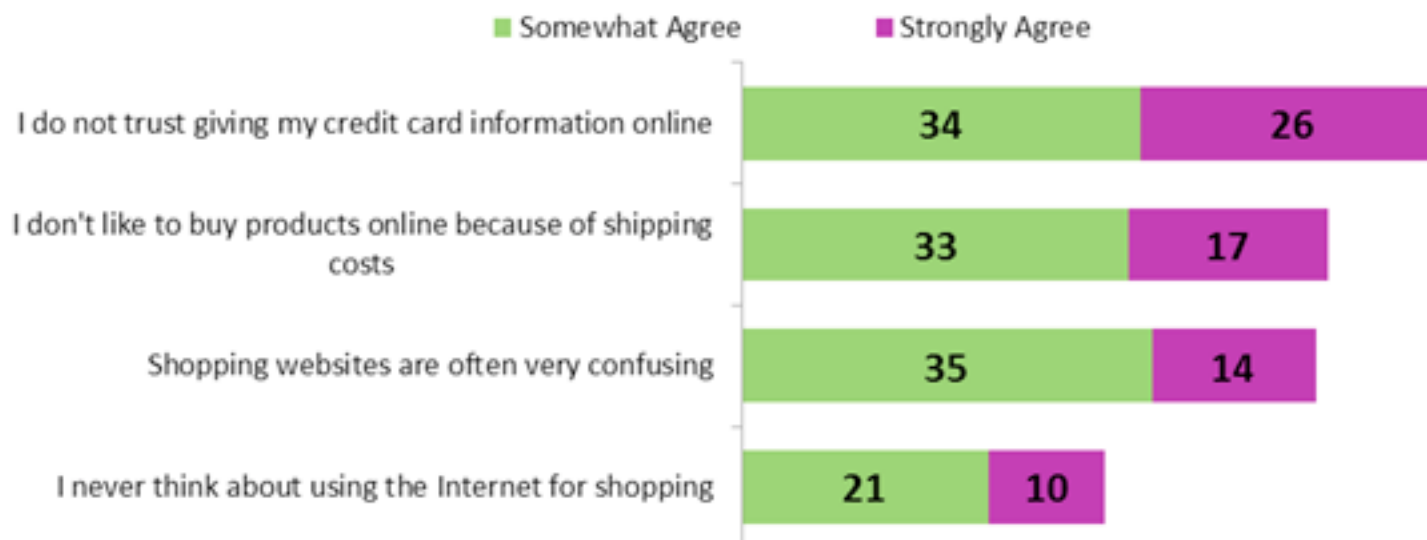
Source: Nielsen Global Survey of E-Commerce, Q1 2014

INDONESIAN ONLINE SHOPPERS



Source: Nielsen Global Survey of E-Commerce, Q1 2014

INDONESIAN ONLINE SHOPPERS



Source: Nielsen Global Survey of E-Commerce, Q1 2014

thank you.

We look forward to helping you meet your marketing goals and welcome the opportunity to speak with you further about what we can help.

LettuceBuild

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