

COMPANY **PROFILE**



MediaWave Interactive

First Social Media Monitoring and Analytic Platform

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social media monitoring and measurement in Indonesia

WE ARE THE 1ST



WE HELP Your Brand

Mediawave helps the Brand to have 2ways communication with the costumers

**WE HELP THE BRAND TO MAKE EFFECTIVE
DIGITAL CAMPAIGN STRATEGY AS WELL**

Mediawave was established in 2010. It is an Indonesian product that has grown into a fine market leader for this kind of industry. We have cooperated with Frontier Marketing Group and Marketing Magazine since 2011 to hold social media awarding to brand that is being positevely-talked in social media.

Mediawave Services



SOCIAL MEDIA MONITORING AND ANALYTIC

Allow users to find insights into a brands' overall visibility on digital media, measure the impact of campaigns, identify opportunities for engagement, assess competitor activity and share of voice, alerted to impending crises. It can also provide valuable information about emerging trends and what consumers and clients think about specific topics, brands or products.



DIGITAL MARKETING COMMUNICATION

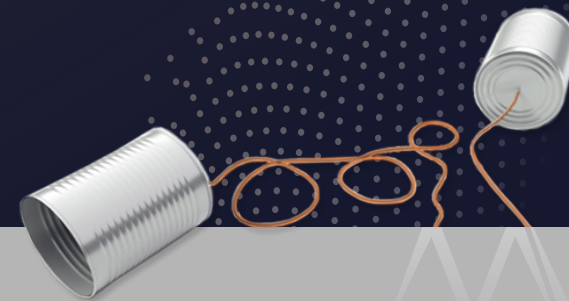
In Digital Communication, we have advertising, marketing campaign, and marketing intelligence. We hope that MediaWave could become the 'one solution' for all your digital needs. We have the group that highly capable human resources and competence in this field. They have various background so we could understand the culture, essence, and value of the business that runs by the client.



INTEGRATED MARKETING COMMUNICATION

SOCIAL MEDIA MONITORING POLITICAL TRACKING

From online to offline Marketing Campaign. To help your brand, your objective with our carefully crafted creative concept because we have all the data for wider and deeper insight.





SOCIAL MEDIA MONITORING AND ANALYTIC

Brand Tracking

To track [/ monitor / listen] the conversation of netizen in social media platform using some particular keywords that relate with the brand. The monitoring will also look at the online media [such as online news] to complement with the conversation in social media

The tracking will also see the sentiment of the conversation [positive - neutral - negative] and the category of each conversations [whether it's about the product, price, marketing, and so on]

Trend

Observe the trend of the netizen based on their conversation in social media. The trend can be made to several categories [favourite travel destinations, food, hangout places, and so on], depends on the needs.

This trend report is good for content development



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SOCIAL MEDIA MONITORING AND ANALYTIC

Campaign Activity

Usually the marketing campaign in social media will use a particular hashtag so it will be easier to measure the campaign

In this report, we can see the performance of the hashtag in a period of time and how many people that is using the hashtag and share it

Consumer Behaviour

This report is made by collecting a group of people in social media for sampling purposes. We then monitor their conversation [usually around one month] to check their favourite things / things to do / else

This report is similar to 'market research'





SOCIAL MEDIA MONITORING AND ANALYTIC

Alert System

Alert is to monitor potential issues that is being set up using a 'keyword' with parameters [such as: numbers of RT], and can be sent via email daily or based on client needs

Adhoc Report

Customized report based on client needs



| DIGITAL MARKETING COMMUNICATION

Social Media Management

Conversation Maintenance Monitoring and Engagement

- Ongoing social media strategy
- Social media maintenance: dedicated admin. 7 day, 12 hour. Max Respon: (FB 1 hour, Twitter 30 minute)
- Keyword tracking update in all social media channel (keyword 1, keyword 2, etc)
- Account profiling and content analysis (positive, negative, neutral)
- Keyword tracking competitor brand/corporate, product, and campaign
- Competitor's social media channel analysis
- Engagement with other account in social media channel (school, collage, community, public figure, etc)
- Account profiling and issue analysis
- Social Media content creative production
- Photo production for social media content
- Digital Imaging/manipulation
- Crisis issue alert



| DIGITAL MARKETING COMMUNICATION

Online PR Strategy and Marketing Consulting

- Ongoing content strategy including social media, PR, email, and mobile.
- Developing and optimised press release for social media channel
- Creating blog editorial calendars to build website and improve SEO.
- Determine categories to build the breath and depth of website.
- Meta data and on-page attributes to continually optimise website.
- Online branding and channel selection.
- SMS strategy and mobile website optimisation for public relations.
- Online newsroom audits and makeovers and takeovers.



| DIGITAL MARKETING COMMUNICATION

Mobile App Development and Maintenance - Consulting

- Wireframe sketch
- Design
- Lay-outing and Slicing
- Input content
- Testing Alpha

Website Development and Maintenance - Consulting

- Wireframe sketch
- Design
- Lay-outing and Slicing
- Content
- Testing Alpha
- Button tab unlimited
- Google Analytic
- Plug in and embed
- SEO, SEM

Media Placement Buying Strategy and Consulting

- FB ads
- Twitter Ads
- Networks Banner





SOCIAL MEDIA MONITORING POLITICAL TRACKING

In politic, MediaWave has PoliticaWave that successfully predict 10 out of 12 accurately based on the conversation in social media. This proves the accuracy of MediaWave algorithm in catching and analyzing the conversation in social media. PoliticaWave has also helped the governors to win the Pilkada. And at the presidential election, almost all the presidential candidates and team use PoliticaWave as the benchmark and the KPI for digital campaign.



PoliticaWave is a real time monitoring platform based on MediaWave dashboard and allow users to find conversation from all channels: Facebook, Twitter, online news, forum, and blog. Conversations with specific keywords capture in real time and will be analyzed by our Analyst Team for validation. Based from conversation analysis, policy makers can anticipate sensitive issue so the communication strategy can be targeted and more comprehensive.

media coverage





SOME OF
Our
Clients

Some of Our Client Testimonials

MediaWave is made by Indonesian for Indonesian! When it comes to Social Listening Tool, nothing beats the mind of a fellow Indonesian. The imported tools might look fancy, but when it comes to what really matters, listening and understanding what Indonesian think and perceive, nothing that is better than a tool that has been built up from ground to specifically cater to Indonesian.

Fachry Badry,
Head of McCann Digital

We used MediaWave to measure Indonesia's big cities mood in Mizone City Project. This platform is reliable and accurate to identify mood and sentiment from Indonesia social media conversation. We've found many new and interesting insight from this project.

Tommy Prastowo,
GM Wunderman Pamungkas
Indonesia

The right platform for BNI monitor social media. Especially in Banking Industry. And have a precise Bahasa Indonesia. It's very useful when we need to know the position of our brand / product / Service among competitors.

Dadang Purwaganda
AVP Online and Mobile Media
Bank BNI46

Telkomsel are one of the companies that use the MediaWave services. We have used service from the foreign companies, but after seeing the platform, we chose to use MediaWave. Through social media monitoring platform developed by MediaWave, Telkomsel used to determine the sentiment in the Indonesian language, for the brand owned by Telkomsel, as halo cards, sympathy, ace and Telkomsel flash.

Rizky Muhammad
Telkomsel Head of Media Channel
Management Division



wunderman



mirum



groupm
interaction




dentsu

SOME OF
Our
Partners

Media Coverage





**YOU CAN'T IMPROVE
WHAT YOU CAN'T MEASURE.
YOU CAN'T MEASURE
WHAT YOU CAN'T ANALYZE.
YOU CAN'T ANALYZE
WHAT YOU CAN'T MONITOR.**

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**LET'S TALK OVER
A CUP OF COFFEE**

