DESIREE TILAAR

CREDENTIALS

FEB 2018

Desiree Tilaar has a Bachelor of Science degree in Advertising from the University of Texas at Austin. She has been creating engaging experiences through creative communications for over eighteen years, both in the United States as well as in Indonesia. Her skills and experience ranged from formulating communication channel strategies, conceptualizing and implementing creative campaigns, to developing information architecture and designing experiences for business-to-business, consumer, e-commerce, technology, as well as public sector clients.

Desiree firmly believes the key to effective communications is in really learning about who our target is, what channels of are best to reach them, and finally understanding what insights we can use to trigger their interest and prompt them into action. Great communications solve real problems, and the key to great communications always comes from the understanding of true human insights.

www.linkedin.com/in/dtilaar

EXPERIENCE

Creative Director

XION (a part of Aleph)

June 2017 – Present | Jakarta, Indonesia

Leading and managing the creative department of 20+ art directors, copywriters and designers, as well as providing creative direction and communication strategy for various clients digital campaigns.

Current clients include: XL Axiata, NIVEA, NIVEA Men, Hansaplast, BTPN Jenius, JTI

View a sample of case study for XL here:
https://drive.google.com/open?id=1l04m7Big9RmzzqUsJhZEn652MgbgfiKw

Communications Consultant

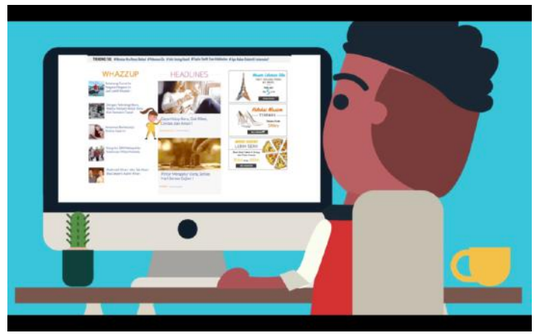
May 2016 – June 2017 | Jakarta, Indonesia

Developed communication and channel strategies, provided creative consultancies specifically in digital marketing, as well as managed implementations for both commercial and non-profit clients.

Projects included: BTPN Jenius launch, World Agroforestry Centre web revamp, Sariayu communication strategy, Indonesian Ministry of Health & KNCV's national communication strategy for early tuberculosis detection 2017-2019.

View a sample of BTPN Jenius Launch case study here:
https://drive.google.com/open?id=1HPkICFSmPl0gNDVN3l3jzhqKVaQOnkEI

View a sample of 2017 campaign strategy for early detection of tuberculosis here:
https://drive.google.com/open?id=1CKwkjOzhbOFJpwMhkI5-tR1e1qoVZZR9



EXPERIENCE

Communication for Development Specialist

UNICEF

March 2015 – April 2016 | Jakarta, Indonesia

Collaborated with all program divisions of UNICEF Indonesia (headquarter and various field offices) and provided consultancies to government partners to develop and manage program communication strategies. Provided direction and supervision to local NGO partners and 3rd party vendors to implement activities for promotion of social and behavioural change for UNICEF Indonesia country program delivery, especially in Child Survival and Development programs such as Water, Sanitation & Hygiene, Mother and Child's Health, and Malaria (work samples included in next slides).

SAMPLE PROJECT:

TINJU TINJA PHASE 2 | November 2015 – Present

Project lead for the new Tinju Tinja campaign, a community-based movement to help eliminate open defecation issue in Indonesia.

The focus of the 2015 campaign is to drive action by asking people to support the cause by participating in spreading the knowledge and creating advocacy materials that are province-based to suit each area's local context. Involvement of local communities are crucial in this phase because in the end we're aiming for the platform not only to create & enable local advocates, but also for it to be a crowd-sourced knowledge management platform that can be accessed & used by stakeholders in the field.

Results so far: The campaign has gained almost 56 million total impressions and the Tinju Tinja online platform has acquired 3,665 actions which include 71 materials contributed in the form of visuals and videos from various provinces. Conversations on social media has also increased 37% with positive sentiments about both our campaign as well as the issue itself.

www.tinjutinja.com

RECOMMENDATIONS LinkedIn

Jeffrey Hall, Human Centered Design, User Research & Innovation Consultant

"Desiree is a highly skilled communications specialist. I have had the good fortune to work with her as a client when she was working at RISE and as a colleague at UNICEF Indonesia. Her professionalism and ability to understand client needs in order to develop an effective communication campaign is a very valuable skill set. This was clearly demonstrated during the U-Report social media growth campaign she worked on with the UNICEF Indonesia Innovation Lab. Desiree also has a desire to create social impact which led her to jump out of her comfort zone and join UNICEF Indonesia as a C4D specialist. During her time at UNICEF she was able to re-calibrate her extensive commercial communication skills to apply to the development world. Her work on various projects such as Infobidan and Tinju Tinja speaks for itself. Desiree has a unique combination of a learning mindset blended with commercial & development work experience. This mix enables here ability to think creatively and bring new ideas to different industries. Possibly part of it maybe all the fish she hangs out with when she's scuba diving! Get to know her and find out."

May 18, 2016, Jeffrey worked with Desiree at UNICEF

AKSI NASIONAL TINJU TINJA

COMMUNITY-BASED CAMPAIGN TO REDUCE OPEN DEFECATION IN INDONESIA

NOVEMBER 2015 – PRESENT

BACKGROUND:

Indonesia is the country with the second highest number of people practicing open defecation, but awareness about the issue is still low, which resulted in lack of priorities among the stakeholders. In creating relevance to the issue for our urban target, we must also link their contribution to the "real work" in the field.

OBJECTIVES:

To increase awareness & drive action for the cause, which our urban target can support by:

- taking a pledge
- spreading facts and knowledge
- creating advocacy materials that are province-based to suit each area's local context.

To create & support local advocates by:

- engaging local communities to create their own local advocacy materials & exchange lessons learned and success stories
- turning Tinju Tinja into a crowd-sourced knowledge management platform that can be accessed & used by various partners and stakeholders in the field.

TARGET:

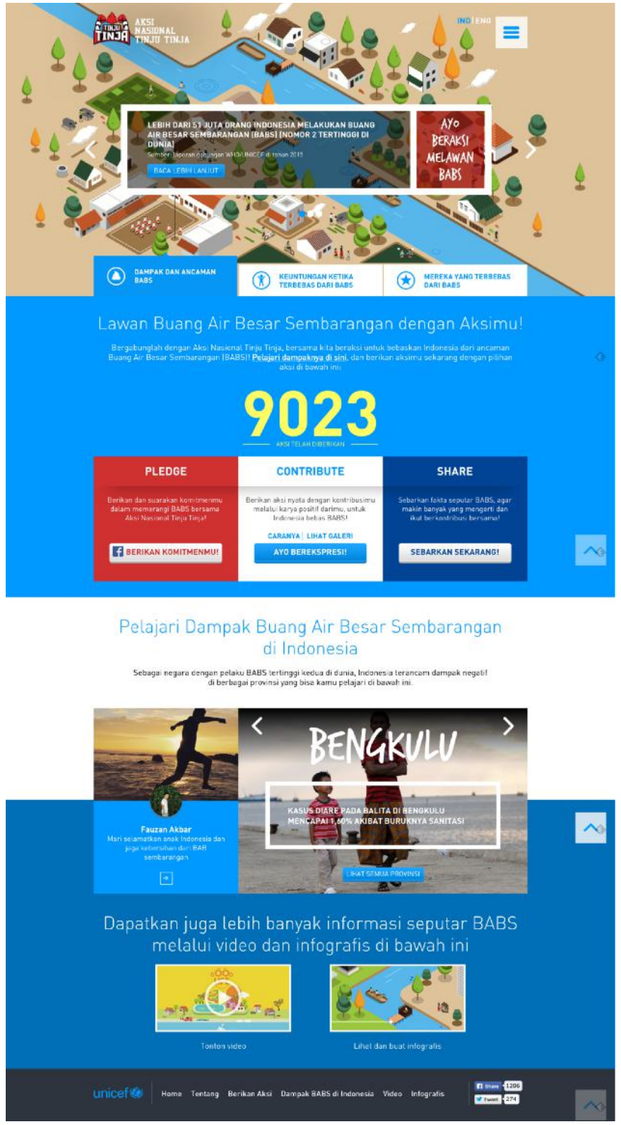
Urban 25-34, SES A, B, C
Local youth communities in target areas

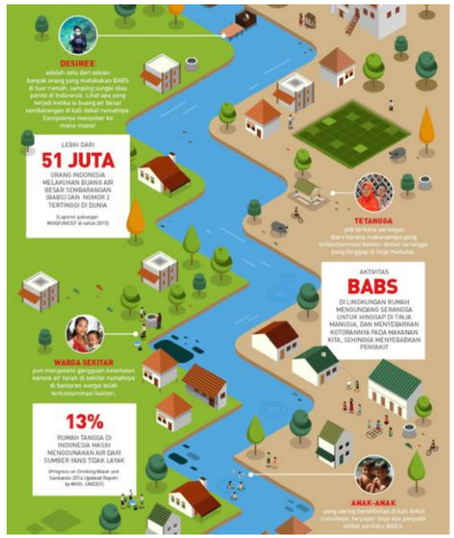
RESULTS:

- 56 million impressions in 3 months
- 3,665 actions
- 37% increase in positive social media conversations
- Partnerships with communities

CHANNELS:

Responsive Website, Social Media, Youtubers, Blog, FB & GDN Ads, Influencers, Local Communities, Offline Activities, Advocacy Kit for district stakeholders





SCALING UP OF INFO BIDAN

MOBILE-BASED PLATFORMS TO INCREASE MIDWIVES CAPACITIES IN INDONESIA

OCTOBER 2015 – PRESENT

BACKGROUND:

Info Bidan was originally launched in 2012 in SMS-only format. In October 2015, it was scaled up in terms of contents, functionalities, types of platforms, as well as geographical coverage that included all districts in West Nusa Tenggara, three districts in Central Java, and the city of Surabaya, East Java.

OBJECTIVE

To improve maternal and child health care quality by increasing midwives' knowledge, especially in rural areas, where many of the maternal and child deaths occur.

TARGET:

Midwives, especially in secondary cities and rural areas

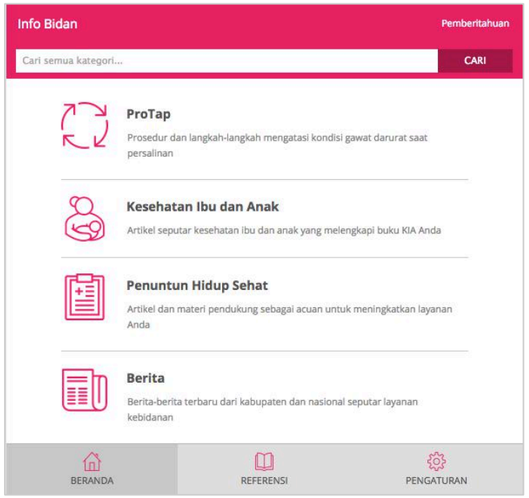
RESULTS:

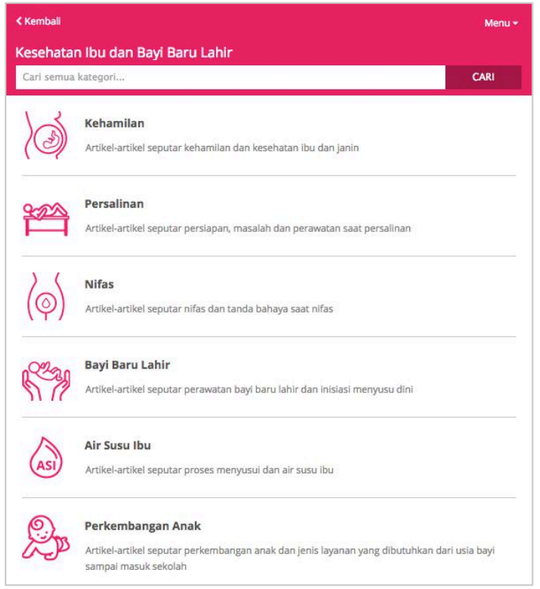
- 924 registered users in 4 months
- Bounce rate of only 40%
- Average of 8 page views/session
- Average time spent 8 minutes/session
- All results were achieved organically

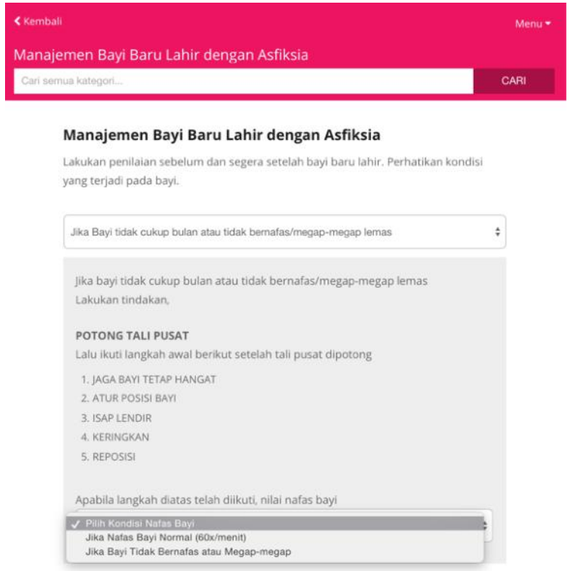
CHANNELS:

Mobile Site, SMS, FB, Flyers, Posters, Offline Activities

www.infobidan.net
www.facebook.com/infobidan







EXPERIENCE

Digital Creative Director

RISE INDONESIA (a subsidiary of Lowe & Partners)

April 2014 – March 2015 | Jakarta, Indonesia

Led and managed the digital department, supervised all digital creative work from strategy and concept to design and production. Clients included: Audi, Axis, Burger King, Danone Nutricia, Daum Communications, FirstMedia, Google, Heineken, Indofood, Johnson & Johnson, KT&G, Martha Tilaar Group, Prasetiya Mulia, Suntory Garuda, Tencent MNC, TempoScan, Unilever, UNICEF, WimCycle.

Associate Creative Director

RISE INDONESIA (a subsidiary of Lowe & Partners)

May 2012 – March 2014 | Jakarta, Indonesia

Led and managed the digital department, supervised all digital creative work from strategy and concept to design and production. Clients included: Audi, Axis, Burger King, Danone Nutricia, Daum Communications, FirstMedia, Google, Heineken, Indofood, Johnson & Johnson, KT&G, Martha Tilaar Group, Prasetiya Mulia, Suntory Garuda, Tencent MNC, TempoScan, Unilever, UNICEF, WimCycle.

RECOMMENDATIONS LinkedIn

Joseph Tan, Chief Executive Officer at Lowe Indonesia

"Desiree is a highly intelligent and driven professional. A motivated team player that will always make a big difference to any play. I have personally worked with her on many occasions and she has never failed to deliver beyond expectations. An interesting and vivacious person to hang around with after work."

September 29, 2015, Joseph managed Desiree indirectly at Rise Indonesia (a subsidiary of Lowe & Partners)

Johan Sihombing, Account Director at Havas Worldwide

"Desi is one of the most creative driven digital expert I've ever worked with. Unlike other digital practitioner (who used to think straight into execution level), She thinks from the brand perspective and consumer perspective first, then apply that thinking into digital strategy and creative, hence it is very easy for me to sell her and her team's work to Clients, since they're all makes sense. I would love to work with Desi again in the future, and would recommend her to any of you who needs an expert in Digital Creative industry."

May 11, 2015, Johan worked directly with Desiree at Rise Indonesia (a subsidiary of Lowe & Partners)

Hesnuaril Marlindayani, Associate Account Director at Lowe Indonesia

"Desiree is very determined person. From my point of view as an account, I saw her as great partner, we could work in a very positive environment to ensure the client's objectives are met, yet she also challenged the brief we developed in order to really understand what the business problem was. Her extensive knowledge in digital also gave her ability in seeing the bigger picture to the little aspect, giving us assurance that the work delivered was indeed in the best quality and in timely manner.

It was a privilege to work with her, I'm happy to say that I learned a lot from her creative thinking. Good compliment from clients that we handled were also the things we received regarding her work!"

May 12, 2015, Hesnuaril worked indirectly for Desiree at Rise Indonesia (a subsidiary of Lowe & Partners)

U-REPORT INDONESIA

LAUNCH CAMPAIGN OF U-REPORT INDONESIA THROUGH DIGITAL CHANNELS

FEBRUARY – APRIL 2015

BACKGROUND:

U-Report is UNICEF's mobile-based platform targeted to youths, with a purpose of gathering their opinions about various child-related issues.

The main challenge was how to create relevance and a sense of urgency amongst our target, so they're not only interested to join, but also to become actively engaged with the issues themselves.

OBJECTIVE

To acquire at least 20,000 followers on U-Report Indonesia Twitter account

TARGET:

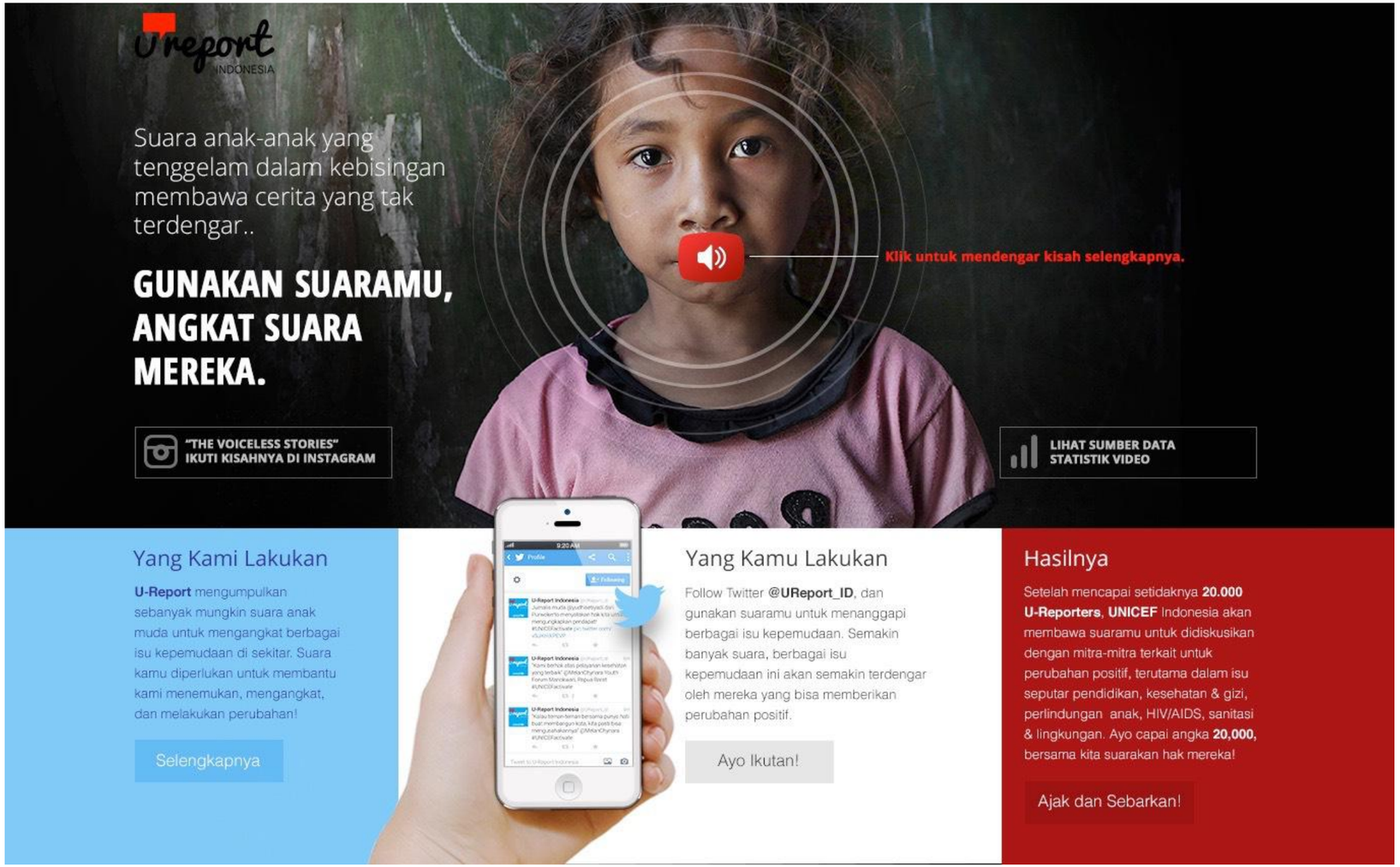
Urban 18-24

RESULTS:

- More than 30,000 followers in less than 6 weeks
- 99% video viewership from total number of microsite visitors
- 1.52% engagement rate
- More than 2 million total impressions

CHANNELS:

Responsive Microsite, Twitter, Youtube, Instagram Stories: Choose Your Own Storyline, Offline Activities



NUTRICLUB.CO.ID

TOTAL OVERHAUL OF DANONE NUTRICIA'S WEBSITE FOR MOTHERS

SEPTEMBER 2014 – FEBRUARY 2015

BACKGROUND:

Nutriclub.co.id had thousands of loyal, active users thanks to its useful contents for moms, but the user experience itself had not been very good recently, especially on mobile devices. The old site needed a major overhaul to continue to offer trusted, reliable information and services for Nutricia moms.

OBJECTIVE

To improve overall user experience for mothers and mothers-to-be who access and use Nutriclub.co.id, all the way from information flow to contents and user interface.

TARGET:

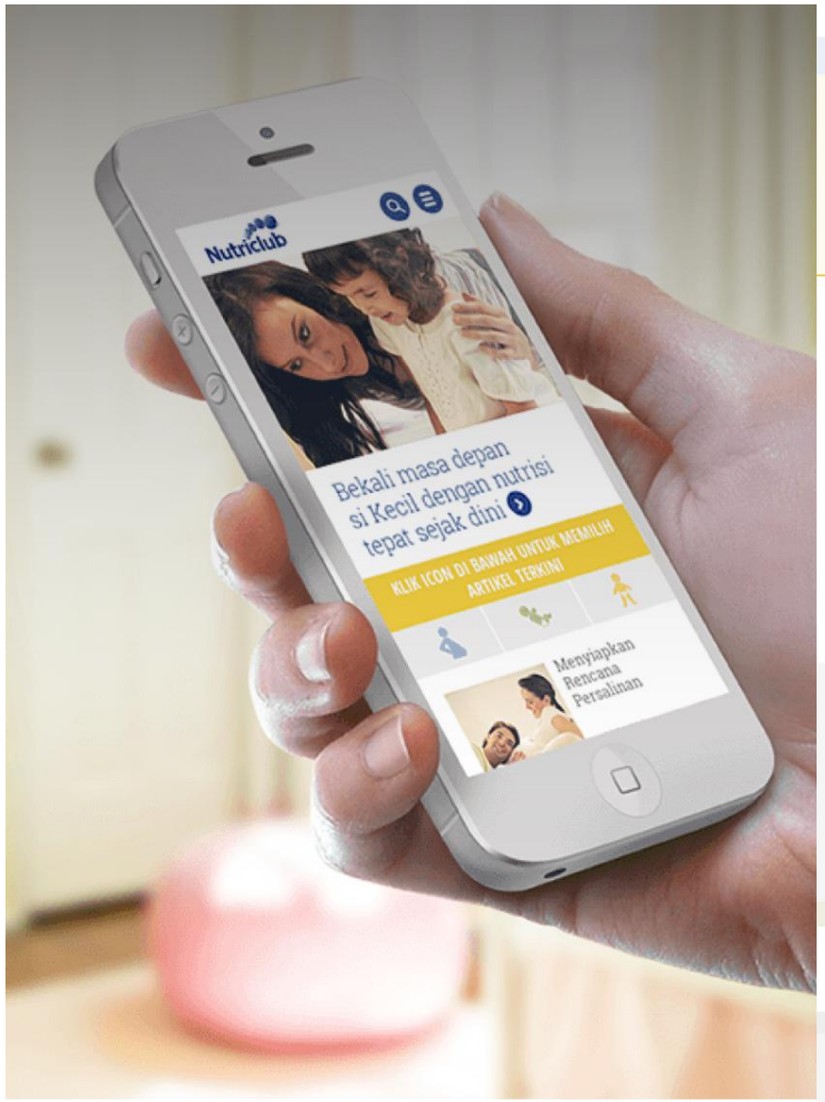
Urban mothers and mothers-to-be, 25-34, SES A-B

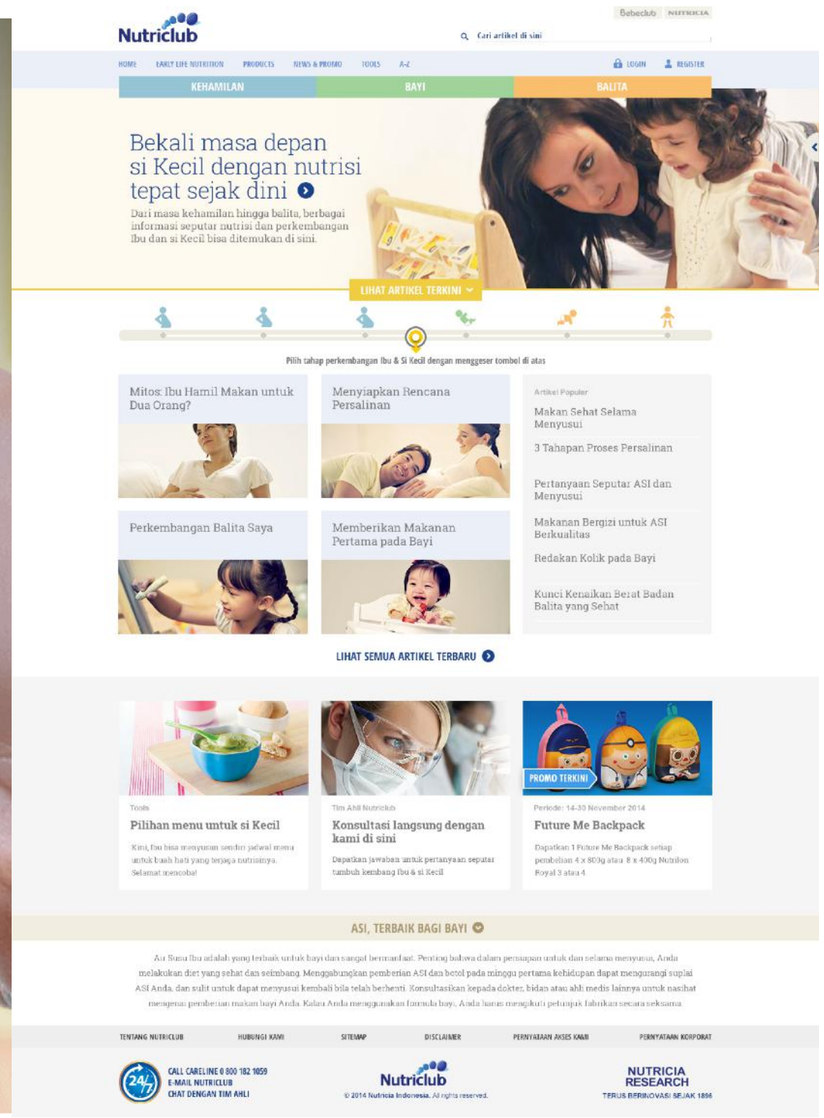
RESULTS:

- Reduced bounce rate
- Increased average time spent on site

CHANNELS:

Responsive Website, SEM/SEO, Social Media





HEINEKEN ROAD TO IBIZA

INTEGRATED CAMPAIGN FOR
HEINEKEN UCL FINAL

MARCH – APRIL 2014

BACKGROUND:

As one of the regular sponsors of UEFA Champions League, Heineken wanted to use the opportunity to create a unique engagement with its customers, the Heineken men.

We created a multi-channel digital activation where consumers participated by solving clues spread on social media and finding special codes distributed on both online and offline channels. These codes needed to be entered through a Facebook app. Winners would go to Ibiza and watch the UCL final with Heineken.

OBJECTIVE

To create a unique engagement in-line with Heineken's "Man of the World" platform and convert at least 3% to active participants

TARGET:

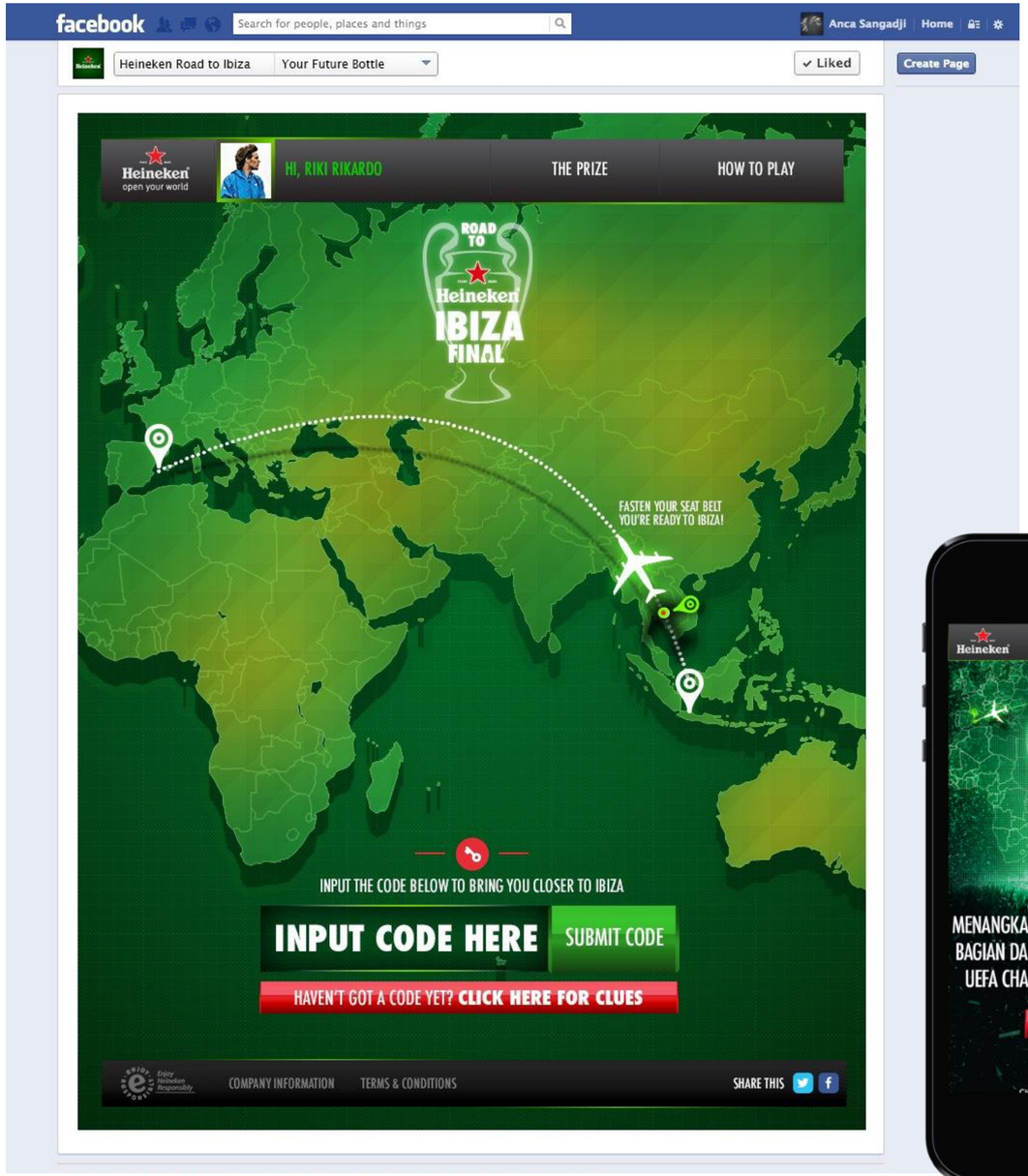
Urban men, 25-34, SES A-B

RESULTS:

10% Conversion Rate from visits to participations (using Google Analytics Data). Normally, the average conversion from visit to participation in FMCG industry is only about 2-3%.

CHANNELS:

Facebook, Twitter, BTL, Offline Events



MYPEOPLE

INTEGRATED LAUNCH CAMPAIGN FOR A NEW MOBILE CHAT APP

SEPTEMBER 2013 – MARCH 2014

BACKGROUND:

mypeople was the new kid on the block in the Indonesian chat app market in 2013. They needed to differentiate from competitors like LINE and Kakao Talk.

Along with ATL & BTL communications, a responsive website and a series of social media campaigns were created to educate our target about mypeople and how it was different from competitors. Various engagements and partnerships with content providers that were relevant to our target encouraged download and usage, while social media helped to create conversations and amplify buzz.

OBJECTIVE

To increase downloads and usage of the app

TARGET:

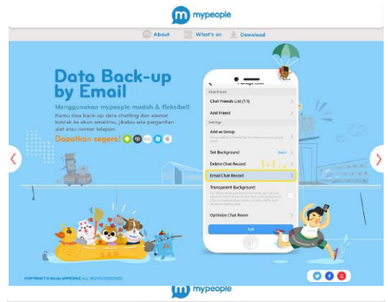
Urban, 15-19, SES A-B

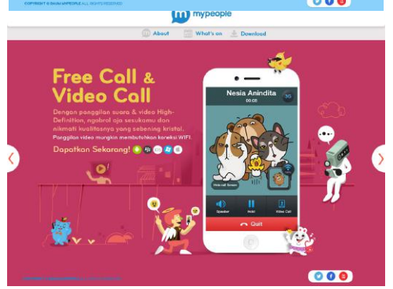
RESULTS:

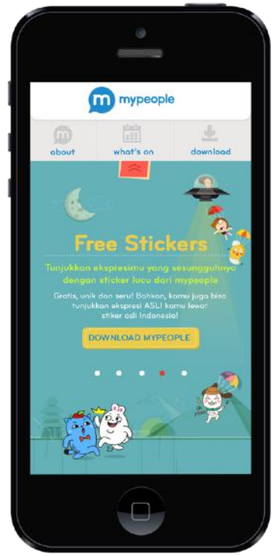
- 30,000 downloaders in the first month
- Average 8% Engagement Rate in 6 months period (average organic ER is 1%)
- 22,370,415 reached on Twitter via Twitter influencers during the promo period.
- 8,217 organic followers in 6 months
- Managed only 5% negative sentiment compared to competitors with 10-15% negative sentiment from total conversations in the category.
- 45,399 website visit during 6 months with limited media budget focusing only on Facebook.

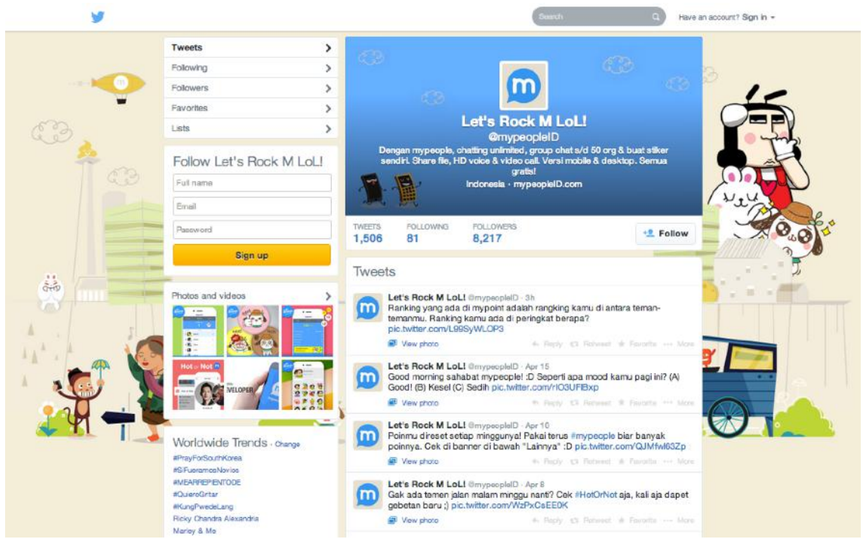
CHANNELS:

Responsive Website, ATL, BTL, Social Media, Offline Activities









EXPERIENCE

Creative Group Head

OgilvyOne Worldwide

June 2010 – May 2012 | Jakarta, Indonesia

Assisted the Creative Director in managing and leading digital and integrated projects, all the way from concept to production. Clients included: Coca-Cola, Google, Guinness, Heineken, Konimex, LG, Mizone, Nestle, Philips Lighting, Sorella, Zurich Insurance.

RECOMMENDATIONS LinkedIn

Dhanashree Sant, Executive Digital Director at JWT India

"Peace of mind is how I would describe Desi. Anyone who has Desi in their team can be rest assured that the job is going to get done. Desi is a strong creative who has an exceptional attention to details. She loves to get involved on projects right from the conceptual stage and would not leave it till she has seen it go live. Her ability to think big and her dedication to make sure that it happens can only be seen as an asset to any team."

September 9, 2011, Dhanashree managed Desiree at OgilvyOne

Anisa Sirman, Freelance Senior Art Director

"Desi has all the answers for all your creative related questions :)
A passionate hard working creative who always committed to her projects to every single little details and most importantly for me she is a perfect partner for cracking great digital ideas and make it come to life perfectly. Her knowledge, skill, ideas and amazing personality will be a great asset for any company she work with."

June 1, 2012, Anisa reported to Desiree at OgilvyOne

Pritasari Himawan, Creative Strategist, Social Media & Community Engagement Director at Edge Asia

"When it comes to executing a creative idea, Desi is a very passionate and committed head, who would ensure everything goes on track to get the best results. She was even willing to spend hours after office supervising production vendors to make sure nothing went wrong. She was a great sparing partner in brainstorming sessions and art director companion who completed my missing puzzles."

October 26, 2011, Pritasari worked directly with Desiree at OgilvyOne

Atas Sudimariati, Senior Copywriter at Matari Advertising

"It is always pleasant to work and brainstorm with Desiree. She has a lot of knowledge and ideas especially related to technology. With her easy going attitude plus a firm perspective, I'm sure she'll be a creative blessing wherever she goes. Good luck Desi!"

June 22, 2012, Atas worked directly with Desiree at OgilvyOne

EXPERIENCE

Senior Designer to Creative Group Head

Leo Burnett

May 2006 – May 2010 | Jakarta, Indonesia

Developed concepts and layouts and supervised productions for both print and digital media, as well as the occasional offline installations and DST games. Clients included: American Express, Danamon, Honda, Holcim, Intimasi Production, Jordan, Marlboro, McDonald's, Metro Dept Store, M Pacific Place, Nutrilite, Perfetti Van Melle, Telkomsel, TVS, Xerox

RECOMMENDATIONS LinkedIn

Gretchen Largoza, Managing Director at OgilvyOne Worldwide

"Desi is a highly creative & professional designer with a great ability to collaborate and to work across all types of media particularly, digital. I have had the opportunity to see first hand what she can do and come up coming from different briefs concerning different products/services. She is lovely to work with and always open to new things and ideas. I have no qualms recommending her and she will always be a great asset."

February 15, 2010, Gretchen worked with Desiree at Leo Burnett

Web Manager

Martha Tilaar Group

March 2005 – April 2006 | Jakarta, Indonesia

Managed design implementations and maintenance of MTG's various brands' websites. Developed standardized processes to increase efficiency in overall web planning and developments. Managed relationship with various vendors.

Web Designer

Allyn & Bacon (Pearson Education)

July 2001 – January 2005 | Boston, MA, USA

Conceptualized, designed and maintained a variety of websites using HTML and Flash. Created and produced interactive demos and walkthroughs in Flash for textbooks and educational materials published by A&B. Researched and set up an online tracking system to measure success of particular A&B's ad strategies. Designed user interface for A&B online products and media players.

Graphic Designer

marchFIRST (formerly USWeb/CKS)

January 2000 – April 2001 | Austin, TX, USA

Conceptualized and designed user interfaces for e-retail and hi-tech companies websites. Created Flash interfaces and animations as well as basic programming in Flash ActionScript. Clients included: USAA, FAO Schwarz, Tommy Hilfiger, Tivoli, StorageTek

Web Designer

Lucid Interactive Design

October 1998 – September 1999 | Austin, TX, USA

Conceptualized, designed and produced a number of user interfaces for client sites, mostly those that are in the travel business.

EDUCATION

University of Texas at Austin

Bachelor of Science in Advertising

1996 – 1997 | Austin, TX, USA

Related Courses: Advertising Campaigns, Advertising Management, Advertising Research, Advertising Media Planning, Advertising & Society, Advertising Creativity, Advertising Layout & Copy, Advertising Independent Studies, Internships

Wichita State University

Advertising

1994 – 1995 | Wichita, KS, USA

Dean's Honors List, Fall 1994 - Spring 1995

Theory of Change & Results-Based Management for Social Inclusion & Policy

Certification from mosaic.Net International, Inc and UNICEF

2015 | Jakarta, Indonesia

SOME PAST & RECENT CLIENTS

TODAY'S COMMUNICATIONS LANDSCAPE

WITH THE CONTINUOUS RISE OF DIGITAL MEDIA,
OUR WAY OF COMMUNICATION CONTINUES TO
EVOLVE AND CHANGE.

THE MASSIVE RISE IN AFFORDABLE, PORTABLE MEDIA
LEADS TO EXPLOSION OF SOCIAL MEDIA AND MOBILE.
THIS AFFECTS US IN WHATEVER WE DO,
WHETHER WE'RE AT HOME, AT WORK OR ON-THE -GO.

IT'S A WHOLE NEW GAME.
THE NUMBERS OF INTERNET USERS ARE INCREASING IN LIGHTNING SPEED.
THE AVERAGE PERSON WILL SEE OVER 1.5 MILLION MESSAGES EACH YEAR.

JAN 2018

INTERNET USE

BASED ON REPORTED INTERNET USER DATA, AND USER-CLAIMED MOBILE INTERNET USE

TOTAL NUMBER OF ACTIVE INTERNET USERS

132.7 MILLION

INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION

50%

TOTAL NUMBER OF ACTIVE MOBILE INTERNET USERS

124.8 MILLION

MOBILE INTERNET USERS AS A PERCENTAGE OF THE TOTAL POPULATION

47%

SOURCES: INTERNETWORLDSTATS; ITU; EUROSTAT; INTERNETLIVESTATS; CIA WORLD FACTBOOK; MIDEASTMEDIA.ORG; FACEBOOK; GOVERNMENT OFFICIALS; REGULATORY AUTHORITIES; REPUTABLE MEDIA; GLOBALWEBINDEX, Q2 & Q3 2017. **NOTES:** GLOBALWEBINDEX DATA IS BASED ON A SURVEY OF INTERNET USERS AGED 16-64, BUT DATA HAS BEEN REBASED TO SHOW TOTAL NATIONAL PENETRATION, REGARDLESS OF AGE. PENETRATION FIGURES BASED ON POPULATION DATA FROM THE UNITED NATIONS AND THE U.S. CENSUS BUREAU.

Hootsuite™ we are social

JAN 2018

WEEKLY ONLINE ACTIVITIES BY DEVICE

PERCENTAGE OF THE TOTAL POPULATION* ENGAGING IN EACH ACTIVITY AT LEAST ONCE PER WEEK [SURVEY-BASED]

USE A SEARCH ENGINE

SMARTPHONE: **19%**

COMPUTER: **4%**

VISIT A SOCIAL NETWORK

SMARTPHONE: **37%**

COMPUTER: **6%**

PLAY GAMES

SMARTPHONE: **7%**

COMPUTER: **2%**

WATCH VIDEOS

SMARTPHONE: **18%**

COMPUTER: **3%**

LOOK FOR PRODUCT INFORMATION

SMARTPHONE: **8%**

COMPUTER: **1%**

SOURCE: GOOGLE CONSUMER BAROMETER, JANUARY 2018. FIGURES BASED ON RESPONSES TO A SURVEY. ***NOTES:** DATA BASED ON SURVEY RESPONSES FROM ADULT INTERNET USERS ONLY; PLEASE SEE THE NOTES AT THE END OF THIS REPORT FOR MORE INFORMATION ON GOOGLE'S METHODOLOGY AND THEIR AUDIENCE DEFINITIONS. DATA HAS BEEN REBASED TO SHOW TOTAL NATIONAL PENETRATION, REGARDLESS OF AGE.

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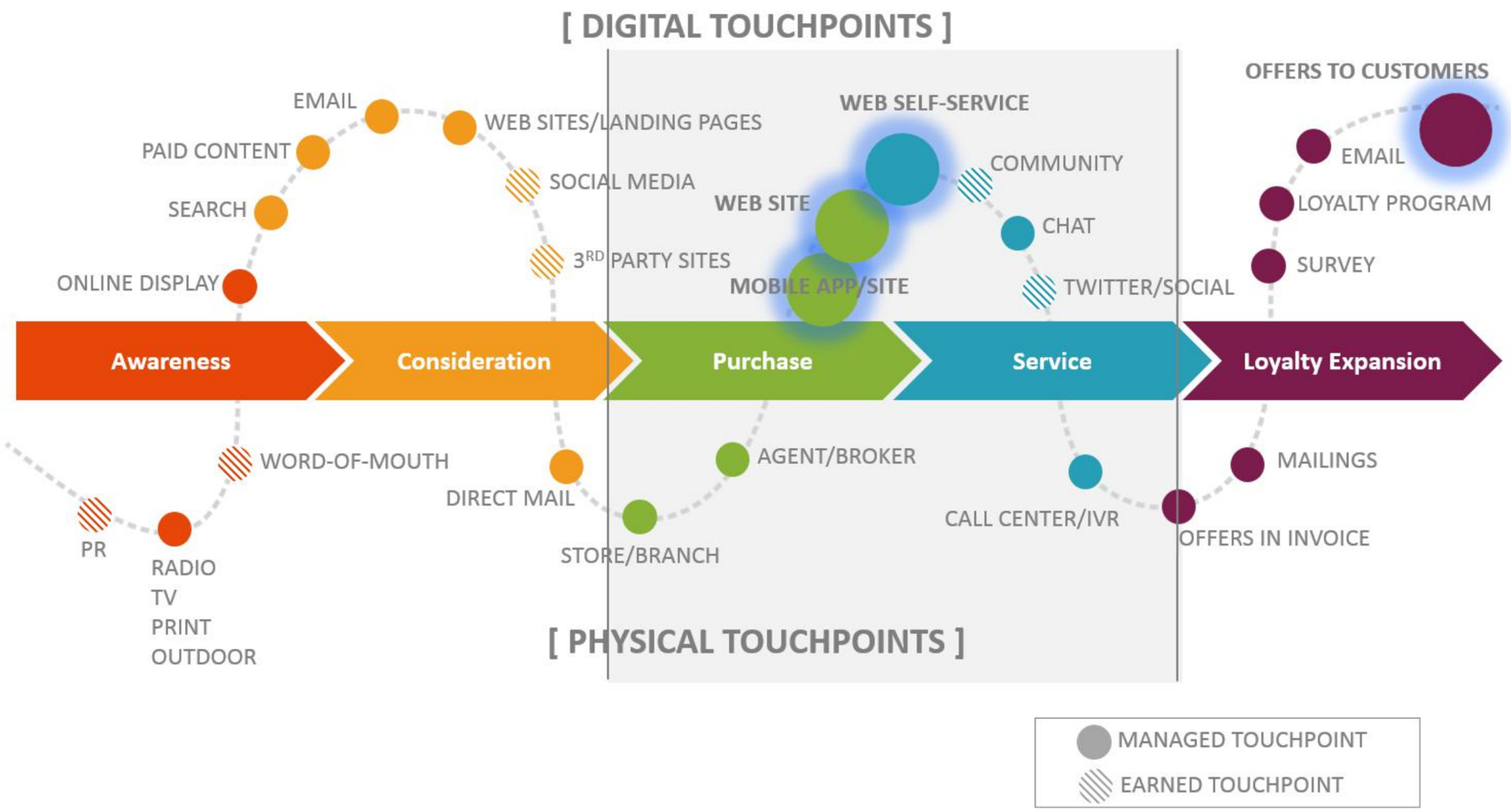
THE GLOBAL INTERNET POPULATION GREW **18.5%** FROM 2013–2015 AND NOW REPRESENTS **3.2 BILLION PEOPLE.**

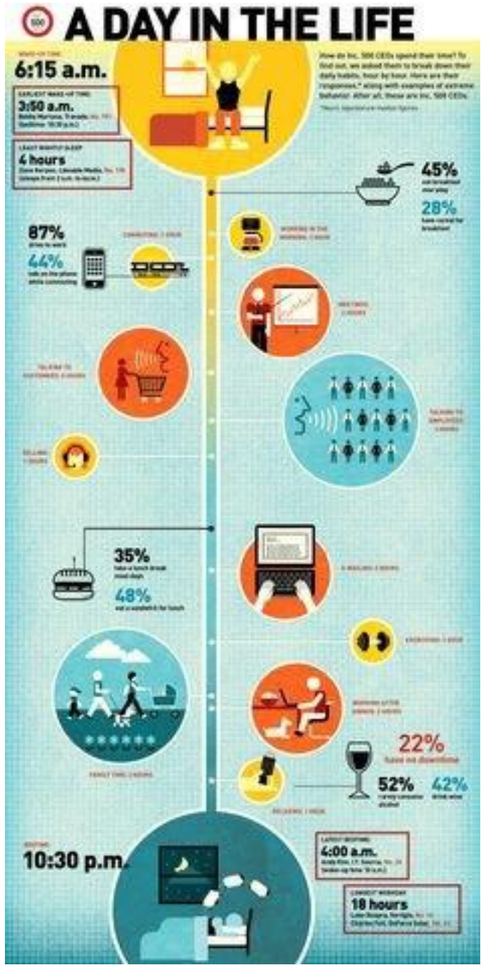
SOURCES: FACEBOOK, TWITTER, YOUTUBE, INSTAGRAM, PINTEREST, APPLE, NETFLIX, REDDIT, AMAZON, TINDER, BUZZFEED, STATISTA, INTERNET LIVE STATS, STATISTICBRAIN.COM

How do you make sure your message stand out from the rest?

IDENTIFY THE CHANNELS TO REACH YOUR TARGET EFFECTIVELY

FROM AWARENESS TO RETENTION & ADVOCACY





FIND OUT WHAT WILL MOTIVATE THEM

PLAN EACH MOMENT

SO WHAT'S NEXT?

THIS IS THE TIME WHEN CUTTING THROUGH THE CLUTTER AND GETTING HEARD IS NOT ENOUGH.

UNDERSTANDING YOUR TARGET AUDIENCE IS EVERYTHING.
YOU MUST LISTEN TO THEM. INTERACT WITH THEM.
IDENTIFY THE MOST EFFECTIVE CHANNEL TO REACH THEM.
CREATE MEMORABLE STORIES AND EXPERIENCES FOR THEM.

BECAUSE IT IS YOUR AUDIENCE WHO HOLD THE POWER.
MAKE THEM YOUR ADVOCATES.

Let your audience sell your message for you.

WHAT CAN I DO FOR YOU?

CREATIVE SOLUTIONS
TO ANSWER YOUR COMMUNICATION CHALLENGES.
ENGAGING EXPERIENCES THAT REALLY MATTER.
TO YOU AND TO YOUR AUDIENCE.

INCREASE AWARENESS, CREATE ENGAGEMENT, DRIVE ACTION,
AND ULTIMATELY BUILD RELATIONSHIPS & NURTURE NEW HABITS.

END-TO-END SERVICES, FROM STRATEGY AND CONCEPT
TO DESIGN, IMPLEMENTATIONS, AND WAYS FORWARD.

THANK YOU

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