



Department of Management  
Faculty of Economics  
University of Indonesia



**IMOTION 2012 PRESENTS**

**NEW AGE BRANDING:  
A CHALLENGE  
TO ENGAGE WITH  
CUSTOMERS**

**THE 6TH INDONESIA  
MARKETING COMPETITION**

 **imotion**  
**indonesia marketing competition**  
Marketing Debate & Marketing Plan Competition

# BACKGROUND

Management Student Society - Faculty of Economics Universitas Indonesia (MSS-FEUI) has the vision to become the best management student organization in management concept and action.

To achieve this vision, **Indonesia Marketing Competition (Imotion) 2012**, held by MSS-FEUI, aims to be the biggest national marketing competition in Indonesia. Imotion is a three-day marketing competition event consisting of **marketing debate competition and marketing plan competition**.

This year, we would like to issue the theme of **New Age Branding: A Challenge to Engage with Customers**. We were inspired by the fact that how customers have such a big impact towards branding nowadays.

# OBJECTIVE

Imotion 2012 aims to be the biggest marketing competition in Indonesia that tests college students' knowledge, creativity, and competence in marketing.



# PARTICIPANTS

Imotion 2012 is a competition for college students from various faculties and universities throughout Indonesia.

**Targeted Quota:**

**32** Marketing Debate  
a team of 3 person

**50** Marketing Plan  
a team of 3-5 person

# EVENT SCHEDULE



**The event will be held at FEUI Depok**



# SPONSORSHIP PACKAGES

\$

## BRONZE package

Banner/ Ballyho  
Small  
Standing Banner  
Small  
Poster  
Small  
Backdrop  
Small  
Leaflet  
Small  
Participant Nametag  
Small

2 Standing Banner of Sponsoring Company\*

1x Brand on Video Screen

2x AdLips by MC (per day)

10 sec Jingle of Sponsoring Company\*

30 sec Advertising Clip on Video Screen\*

Thanks to Text on Video Screen  
Souvenir from Company\*

**20.000.000**

\$

## SILVER package

Banner/ Ballyho  
Medium  
Standing Banner  
Medium  
Poster  
Medium  
Backdrop  
Medium  
Leaflet  
Medium  
Participant Nametag  
Medium

3 Standing Banner of Sponsoring Company\*

2x Brand on Video Screen

4x AdLips by MC (per day)

15 sec Jingle of Sponsoring Company\*

30 sec Advertising Clip on Video Screen\*

Thanks to Text on Video Screen  
Souvenir from Company\*

1 Flag of Sponsoring Company\*

**25.000.000**

\$

## GOLD package

Banner/ Ballyho  
Large  
Standing Banner  
Large  
Poster  
Large  
Backdrop  
Large  
Leaflet  
Large  
Participant Nametag  
Large

4 Standing Banner of Sponsoring Company\*

4x Brand on Video Screen

6x AdLips by MC (per day)

30 sec Jingle of Sponsoring Company\*

30 sec Advertising Clip on Video Screen\*

Thanks to Text on Video Screen  
Souvenir from Company\*

2 Flag of Sponsoring Company\*

3 minute Company Profile at Event\*

Company Mini Stand (2 x 3 meters)

**35.000.000**

\$

## PLATINUM package

Banner/ Ballyho  
Large  
Standing Banner  
Large  
Poster  
Large  
Backdrop  
Large  
Leaflet  
Large  
Participant Nametag  
Large

Committee Nametag  
Small

5 Standing Banner of Sponsoring Company\*

6x Brand on Video Screen

8x AdLips by MC (per day)

1 minute Jingle of Sponsoring Company\*

1 minute Advertising Clip on Video Screen\*

Thanks to Text on Video Screen  
Souvenir from Company

3 Flag of Sponsoring Company\*

5 minute Company Profile at Event\*

Company Mini Stand (4 x 6 meters)\*

Marketing Case Study

**45.000.000**

\*Sponsoring company provides promotion materials

Publication Package  
(Motion Event Poster,  
Banner, Backdrop, Flyer)

**7.000.000**

Mini Stand Package  
(Company Mini Stand)

**6.500.000**

Company's Banner Package **6.000.000**

Company's Flag Package **6.000.000**

Advertising Package

**5.000.000**

Company's Profile Package

**5.000.000**

Backdrop Package

**4.000.000**

Banner Event Package

**4.000.000**

## ALTERNATIVE PACKAGES

\*All prices of the packages offered are negotiable

# SPONSORSHIP BENEFIT



## **DIRECT PROMOTION TO POTENTIAL CUSTOMERS**

Companies can promote their products, goods, and services during the event according to the sponsorship packages. By sponsoring this event, companies can also use it as a marketing communication platform through public relations to participants.



## **EXPANDING MARKET SHARE**

Most of the target participants will be potential business professionals and young investors who will create big opportunities.



## **BRAND AWARENESS AND POSITIONING BENEFIT**

Sponsoring companies can form and improve participant's brand awareness according to the image they want to establish.



## **MUTUAL BENEFIT COOPERATION**

Sponsoring companies can create strategic cooperation, which will also be mutually beneficial to MSS-FEUI.



## **SOCIAL RESPONSIBILITY**

This event may also be a good opportunity for sponsoring companies to meet their company's social responsibilities in supporting educational activities.

# PROMOTION KITS



All promotion kits are designed and made by Imotion 2012 committee.



All promotional tools procurement and placement are the Imotion 2012 committee's responsibility.



According to mutual agreement, sponsoring companies may be allowed to place their own promotion kits during the event.



All promotion kits have to be delivered to Imotion 2012 committee within 7 working days before the event.

# METHODS OF PAYMENT

Payment of sponsorship can either be paid directly to the committee or through bank transfer to:

**Alfin Elfandi**  
**BNI 0259628407**  
**KCP Depok**



# PREVIOUS PARTICIPANTS

## Marketing Debate and Marketing Plan Participants

Akademi Pimpinan Perusahaan | Bakrie School of Management | Institut Manajemen Telkom | Institut Pertanian Bogor | London School of Public Relation | Prasetya Mulya Business School | School of Business and Management Institut Teknologi Bandung | Universitas Katolik Atma Jaya | Universitas Airlangga | Universitas Bina Nusantara | Universitas Brawijaya | Universitas Ciputra | Universitas Hasanudin | Universitas Islam Indonesia | Universitas Indonesia | Universitas Jember | Universitas Jenderal Soedirman | Universitas Multimedia Nusantara | Universitas Padjadjaran | Universitas Sebelas Maret | Universitas Sultan Ageng Tirtayasa |



## TESTIMONIALS



"Menurut saya Imotion adalah forum yang sangat positif untuk mahasiswa untuk meningkatkan kemampuan analisis dan menyelesaikan masalah dengan terstruktur, sopan, dan beretika. Imotion adalah forum yang langka dan tidak pasaran serta sangat melatih cara berpikir. Acaranya sangat profesional. Saya merekomendasi perusahaan dan brand untuk mendukung kegiatan yang sangat positif ini."

Luthfi Hasan  
Director & Owner of OneComm Indonesia

"Due to the success and high satisfaction of previous events, I highly recommend Imotion 2012 as an educative and insightful event that will challenge the participants to sharpen their minds in dealing with marketing issues and strategies with real marketing experience."


Prof. Firmanzah, Ph.D  
Former Dean of FEUI



# CONTACT PERSON

 [imotion@mss-feui.com](mailto:imotion@mss-feui.com)

 Imotion Feui

 Event : 0819 1031 2032 (Lisia)  
Sponsorship: 0899 7478 410 (Fatimah)  
Marketing : 0857 1039 3052 (Dimas)

 @imotion\_feui

**"IMOTION,  
FULL ACTION!"**



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Gedung Student Center Lt. 2  
Fakultas Ekonomi Universitas Indonesia  
Kampus Baru UI Depok 16424  
[www.mss-feui.com](http://www.mss-feui.com)

## PREVIOUS SPONSORS & MEDIA PARTNERS

### SPONSORS



### MEDIA PARTNERS



