

Branding Activities – Epsindo, Indonesia

As planned few months ago, several activities had been executed to do eScan branding in Jakarta and Indonesia (nationwide).

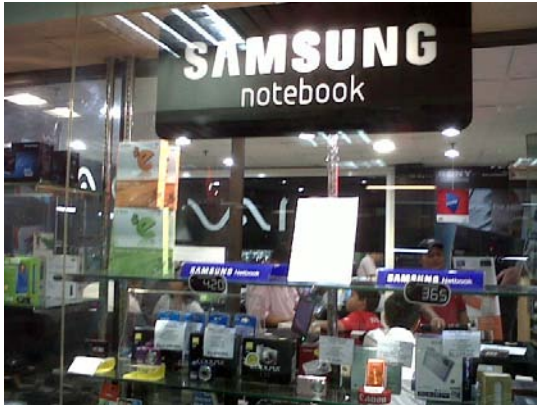
For nationwide, Epsindo put advertisement in Detikinet.com (a well known portal about IT). The advertisement is by placing banner in the main page and in inside (news). This banner stayed for 22 workdays in mid October to mid November 2010. It was seen 5,650,061 times and clicked by 6,423 viewers leading to more than 4,000 visits to eScan website (<http://escan.epsindo.co.id>)



Epsindo is still having 2 times advertorial (newslike advertisement) to be put in this portal.



As for branding activities for eScan box (5 and 10 users), Epsindo has distributed the boxes in 38 stores all around Jakarta. They put those boxes in best-view display rack that can be seen easily from outside of stores.



To support this display, Epsindo put hanging boxes at ceiling of these stores. There are 2 sets hanging boxes for each store.

To attract buyer for these boxes, Epsindo conducted FlashDisk promo. Buy AV 10 users or ISS 5 users can get USB FlashDisk 2 Gb. Behind the FlashDisk is eScan sticker to compare AV and ISS.



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