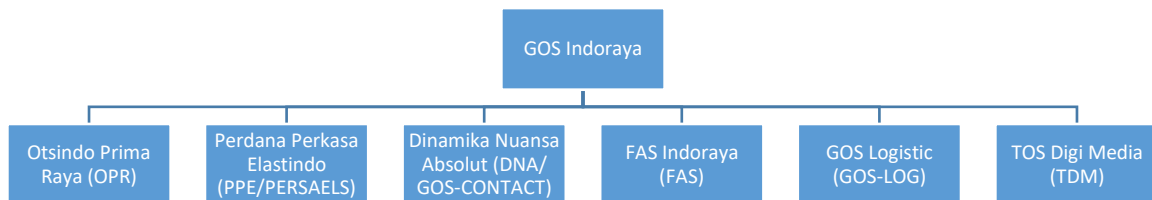


“GOS INDORAYA” CREATIVE BRIEF

1. Company Description PT. GOS Indoraya

PT. GOS Indoraya is a national-scale outsourcing company in Indonesia. Established since 1994, We are employing more than 10,000 workers to more than 70 clients in various industry, ranging from private to state-owned enterprises. Our coverage is all over Indonesia, as we have 15 branches and 30 representative offices all over the nation. We provide 3 type of outsources: manpower outsourcing (labor supply), Operational management outsourcing, and business process outsourcing. Currently, we have 6 subsidiaries with each subsidiary run different kind of services. Those subsidiaries are: PT Otsindo Prima Raya (OPR) working on operation and technical support staff outsourcing, PT Perdana Perkasa Elastindo (PERSAELS/PPE) working on administration staff outsourcing, PT Dinamika Nuansa Absolut (DNA/GOS-CONTACT) working on Contact Center and Sales management, PT FAS Indoraya (FAS) working on facility and asset management outsourcing, PT GOS Logistic (GOSLOG) working on logistic and distribution service, and PT TOS Digi Media (TDM) working on IT solutions and training. Beside the subsidiaries, PT GOS Indoraya is also working on a development of a project related to workers communities (BEN Indonesia).



2. PT GOS Indoraya Vision & Values

The vision of PT GOS Indoraya is to become “A development agent for millions of Indonesian workers to achieve their ultimate professional career”. We also have an objection to become Global Business Service provider. Our values are P.R.O.U.D which stand for Professional, Responsible, Ownership, Unique, and Diversity. GOS Indoraya business process are also based on the excellence of 3R process (Recruitment, Reshape (personnel development), and Retention) of our internal and outsourced employee in order to perform the best service for our clients.

3. Key Objectives

The creative brief is written for the purpose of guiding any creative agencies/parties to create a new design and identity for the brand “GOS Indoraya”

4. Target Audience

There are 2 main audience for GOS Indoraya and its subsidiaries brand: The Clients and The Candidates [for the outsourced job]. For the Clients, our clients or prospects usually a multi-national and national companies, including some national state-owned corporation. So sometimes, some of our clients use English as their working language, while the rest still use Bahasa Indonesia for official communication. Most of our client representatives are the Human Resource Division management or Operational Division management. Currently, some Start-Up company (especially in Jakarta) also start to trust us to manage their outsourced jobs/labor supply.

5. Deliverables Needed

The creative agent must be able to deliver:

- a. Brand identity: logo, color, tone, theme, personality
- b. Brand guideline
- c. Stationaries design based on the proposed Logo

6. Competition

Currently, there are thousands of outsourcing companies in Indonesia, whether they are manpower outsourcing (labor supply) or business process outsourcing (BPO). But, 55 of them (including us actually) are registered in ABADI (Asosiasi Bisnis Alih Daya Indonesia), Indonesian Outsourcing Association and they share similar target and market with GOS Indoraya.

7. Message Tone and Projected Style

GOS Indoraya overall tone/theme is Global Business Service and Agent of Change for Indonesian workers. then the design must reflect GOS Indoraya and its subsidiaries as a professional, trusted, and attractive entities to both our clients and our candidates/workers. The logo must also reflect on our values P.R.O.U.D (Professional, Responsible, Ownership, Unique, and Diversity) so everyone at GOS Indoraya (both the staffs and outsourced workers) will be proud using the logo/brand as part of their jobs. The brand design will also heavily be used in both

our official company profile (presentation & website) and our social media contents (which will be viewed by the clients/prospects and candidates/workers).