

we don't chase the spotlight. we make it follow you.

PORTFOLIO
INDONESIA



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PORTFOLIO

INDONESIA



→ ABOUT US

PORTFOLIO INDONESIA is a high-end communications and branding consultancy specialising in public relations, brand development, and creative digital content across the realms of lifestyle, travel, hospitality, and consumer goods. With years of excellence in the industry, PORTFOLIO INDONESIA continues to serve a collection of the world's most prestigious global brands, curating personalised strategies for a dynamic and diverse range of clients.

Evolving beyond traditional PR, PORTFOLIO INDONESIA offers comprehensive branding services, including brand conceptualisation, visual identity creation, tone-of-voice development, storytelling, and full brand refresh or repositioning. This expansion allows us to support clients from the foundation of their brand all the way through to multi-channel communication and public presence.

In addition to communications and branding, PORTFOLIO INDONESIA specialises in PR event ideation, developing memorable concepts that strengthen brand narratives. From thematic direction and immersive gimmicks to purpose-built creative ideas, our team crafts experiences designed to leave a lasting impression and to elevate the client's storytelling ecosystem without handling on-ground event execution.

With an integrated approach to media, KOLs, industry networks, branding, and experiential communication, supported by a highly experienced and innovative team, PORTFOLIO INDONESIA has established itself as one of Indonesia's leading communications and branding specialists. Our client list features illustrious names across hospitality, lifestyle, travel, F&B, wellness, and consumer goods, showcased in the following pages.

We offer a comprehensive suite of communications, branding, and experiential services tailored to each client's objectives. By engaging consistently with key media, tastemakers, and strategic partners, we ensure every narrative remains relevant and well positioned. Through long-term relationships and attentive analysis of brand perception and communication performance, PORTFOLIO INDONESIA continually refines and evolves strategies so that each client's identity remains strong, consistent, and resonant to the audiences they serve.

THE TEAM

HEV KADRIE

Managing Director

ABIGAIL EMANUELA

Public Relations

FIRSTTIAN RAHMAWATI

Public Relations & Social Media Manager

SHINNA ENDOH

Public Relations & Creative Concept

RIRIN SUSANTI

Art Director

SESILIA KADRIE

Photo & Videography

HIDAYAT KOESUMA

Business Development

ALFI SAHRI

Executive Assistant

TIARA AZZALIKA

Accounting

AMELIA HYACINTH

Scriptwriting

DAMAYANTHI

Creative Content



SERVICES CLASSIFICATION



→ SERVICES CLASSIFICATION

PUBLIC RELATIONS & MEDIA RELATIONS

Our PR and media team manages all communications and relationship-building across media, influencers, and industry partners worldwide, including:

✦ Press releases

✦ Biographies

✦ Creative story pitches

✦ Media relationship management

✦ Influencer and community coordination

✦ Global public relations

✦ Client representation

✦ Ambassador program management

✦ Hosting and itineraries

✦ Events and launch PR support

✦ Advertising planning and consultation



→ SERVICES CLASSIFICATION

BRANDING & BRAND DEVELOPMENT

Our branding division builds brands from the foundation up, including:

- + Brand conceptualisation
- + Visual identity development
- + Tone-of-voice creation
- + Brand storytelling
- + Brand refresh and repositioning



→ SERVICES CLASSIFICATION

PR EVENT IDEATION & CREATIVE CONCEPTS

We specialise in concept-driven PR event ideation, designed to strengthen brand narratives:

- ✦ Thematic direction
- ✦ Creative concepts
- ✦ Immersive gimmicks
- ✦ Experience design
- ✦ Narrative-driven activations
(No on-ground event execution)



→ SERVICES CLASSIFICATION

CREATIVE & DIGITAL CONTENT

Our creative team develops compelling visual and digital material that strengthens brand presence, including:

- ✦ Graphic design
- ✦ Content creation (photo, video, copy)
- ✦ Social media management
- ✦ Digital campaigns & ads management
- ✦ Website design and development





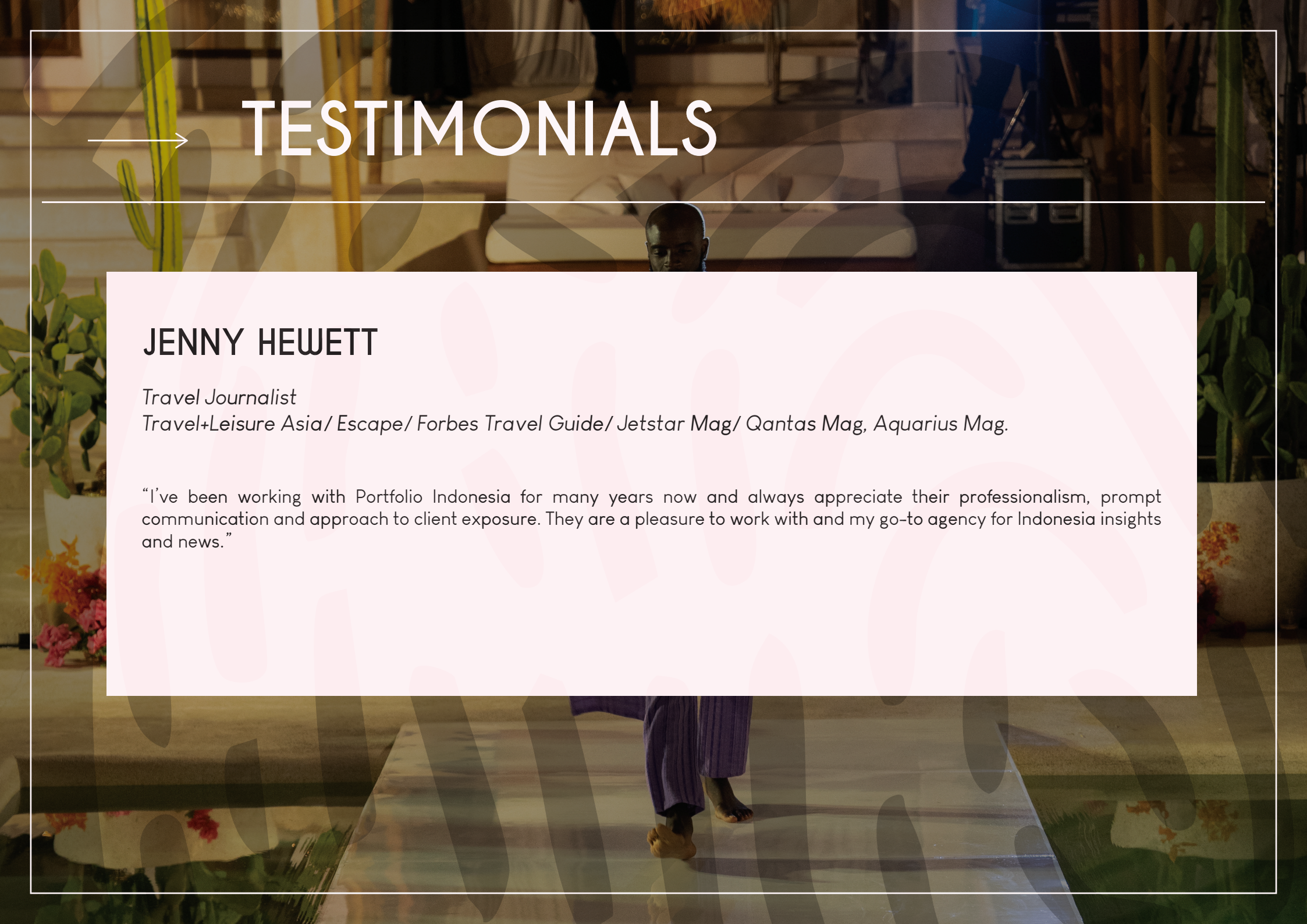
CLIENTS

A LA FOLIE
ABISENA WELLNESS AND RESORT UBUD
ALILA HOTELS & RESORTS
APEROL
AQUA BLU
ARTOTEL BEACH CLUB, BALI
ATTIKO
BALI PET CRUSADERS
BILLY HO
BLOOMFIELD HOTEL
BO & BUN
BOTANICA BALI
BREKKIE
BULLDOG GIN
BYRD HOUSE
CAFE DEL MAR
CAMPARI
CANNA BALI
CAPITAL PLACE
CROSS PAASHA BALI SEMINYAK
DA MARIA
DISTRICT 1
DOHENY
EAT COMPANY GROUP
EDEN LIFE CENTRES
ESPOLON
FISH BONE LOCAL
FIVELEMENTS RETREAT BALI
FLOCK
FORTY CREEK

FOUR SEASONS HOTEL, JAKARTA
GLEN GRANT
HARMONI BED & BEYOND
HER FORM
HOLIDAY INN BENOA BALI
HONEY & SMOKE
HOTEL SAGES
HOWLER HEAD
HUJAN LOCALE
INTERCONTINENTAL JAKARTA
KALI DOGWEAR
KARMA GROUP
KOAST
KONG
KU DE TA
KURVE
KUTA SOCIAL CLUB
LUIGI'S HOT PIZZA
MAMA SAN
MAMAKA BY OVOLO
MAMASITA
MANARAI BEACH HOUSE
MANAW
MANDALA VILLAS
MARRIOTT INTERNATIONAL
MASON
MILLS KITCHEN
MINOO BEACH CLUB
MIYA SOCIAL
MOII

MOONSIPPER
MOSTO
MOTEL MEXICOLA
MRS SIPPY
NALU ICE CREAM
NIRJHARA
RAMU KITCHEN
RATA
ROSSANO FERRETTI HAIR SPA
SANTANA
SANTANERA
SARONG GROUP
SENTOSA WORLDWIDE RESORTS
SHERATON HOTELS & RESORTS
SIWA CLIFFS
SKYY VODKA
SOI19
TAMORA AXIS
TAMORA GROUP
TAMORA PADEL CLUB
TERRAZA
THE BENCH
THE KELUSA
THE RIVERHOUSE
TROPICOLA
TUGU HOTELS
TWO TREES EATERY
ULU CLIFFHOUSE
UMA KALAI
UNI BALI

VAGABONDO
WILD HABIT
X-RATED
YAYASAN SEVA BHUANA
NUJU
SANA
SEMESTA
MAJICHA
OREN
KAYANGAN SANUR
TUI BLUE BERAWA
ALUNê
FAS A FAS
DUTA SILK HOUSE
HARMONI
BERAS JATILUWIH
DESU CLOTHING
MADAWA
KANAKA
GAB'S
JADE BY TODD ENGLISH
THE BLUE DOOR
MAMASITA
FOLIE



→ TESTIMONIALS

JENNY HEWETT

Travel Journalist

Travel+Leisure Asia/ Escape/ Forbes Travel Guide/ Jetstar Mag/ Qantas Mag, Aquarius Mag.

“I’ve been working with Portfolio Indonesia for many years now and always appreciate their professionalism, prompt communication and approach to client exposure. They are a pleasure to work with and my go-to agency for Indonesia insights and news.”



→ TESTIMONIALS

SANTI ZULBACHRI

*Managing Editor
ELLE Indonesia*

“As Managing Editor, I conduct all information that passed ELLE's requirements for my Editors to write as contents. Recognizing my function in the system with massive amount of information I receive each day, every data given by Portfolio Indonesia never been a disturbance. They provide information in such professionally organized yet casual form, made it easier for sore eyes to see; solid wordings & pictures quality, competent and crystal-clear material. They maintain relationship in fun, personal manner that leaves clients as friends, which made them effortless to work with. Working with Portfolio Indonesia team always been fun and easy in order to achieve qualified data effectively.”



PRASTIA PUTRA TJOKROADISOERJO

*Managing Editor
Casa Indonesia*

“In the midst of today's information modernism, news about travel, tourism and leisure remains an oasis for readers. Lifestyle segments packaged in valuable contents becomes a necessity and must be met, not only as basic information that will be passed over. Years of working together with Portfolio Indonesia, we get not only information, but also the essence of the news resulting rich content and interesting treats for our readers. Public Relations industry has been adapted in its business strategy and Portfolio Indonesia has been very successful in following these changes so that our collaboration continues to this day.”

→ TESTIMONIALS

FILISYA THUNGGAWAN

*Editor in Chief
Cosmopolitan Indonesia*

“Years in media industry, I think finding a professional public relation's company who understand what your media needs is important. I've worked with Portfolio Indonesia for over a number of years. They always have something interesting to offer, great communication, and very informative. Their range of clients is amazing.”

KESHIE HERNITANINGTYAS

*Editor
Thejakartapost.com*

“Working as a journalist since 2004, I've communicated with lots of PR people from many companies and agencies across different sectors. I consider Portfolio Indonesia to be very professional; their press releases are well-presented and their way of communicating is non-intrusive.”





→ TESTIMONIALS

NICK WALTON

Group Managing Editor

Artemis Communications Limited (Jet-Setter Magazine, Alphamen Asia)

“As a multi-title media company, we work with PR agencies around the world, but few of those relationships are as professional and conducive to editorial output than the one we have with Portfolio Indonesia, which still applies the personalised touch once common among PR agencies but which has since been replaced by eDMs and press release blast outs. We look forward to working with Portfolio Indonesia for many years to come.”



→ TESTIMONIALS

IAN NEUBAUER

Journalist

The West Australian Newspaper/ Nikkei Asia/ Al Jazeera/ South China Morning Post/ The Guardian

“I am a freelance journalist with more than 20 years' experience and an extensive publishing history. I have worked with Portfolio Indonesia for five years. Portfolio Indonesia helps earn a living by sending me unique information on their clients in Indonesia and their businesses -- information I then turn into story ideas and send to publishers for their consideration. If and when a story idea is accepted, Portfolio Indonesia then organises stays and experiences, fact sheet and images as well as makes themselves available 24/7 in case there are any problems or issues during the research stage. This is where I find them outstanding. They essentially helps with everything I need to deliver sellable content to a publisher.”

CONTACT US

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