



# SPARK

With  **TipTip**



# SPARK

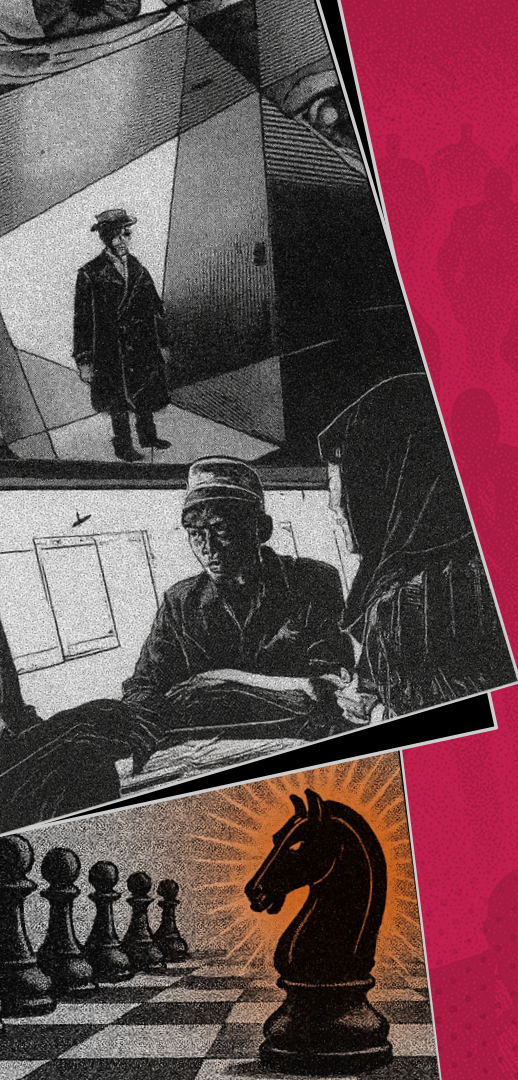
With  TipTip

We believe culture is **shaped by experiences** people feel, share, and remember. Spark creates brand partnerships that live inside the moments people care about, from concerts and festivals to creators, content, and on-ground experiences. Instead of interrupting culture, brands become part of it, creating **genuine engagement** and **real business impact**. Because the best brand experiences are not just seen. They are lived.



## EXPERIENCE SHIFT CULTURE





## CULTURE MOVES PEOPLE, WE CONNECT BRANDS TO IT.

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Culture isn't created by advertising. It's shaped by experiences people choose to remember, talk about, and pass on.

### The result:

Brand experiences that feel authentic, spark conversation, and continue creating value long after the event ends. - *Turning moments into everyday habits.*



# Our Cultural Shifter



## Albert Lucius

*Chief Executive & Founder*

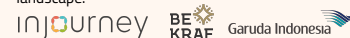
+15 years of experience in tech industry



## Triawan Munaf

*Advisor*

Ex Head of Indonesia's National Creative Agency, with high networking in Indonesia's creative industry landscape.



## Nuruddin Al Fithroh

*Chief Operation Officer*

+20 years of experience in sales and community building.



## Ronny Martinus

*Head of Operations, SPARK*

+20 years of in creative-activation agencies and community building



## Dandy Widiarko

*Head of Brand & Creative Strategy*

+20 years of experience in advertising and event industries with local and global brand exposure.



East Ventures

vertex  
VENTURES

SMDV

Emtek

Z venture capital



# BUILD EXPERIENCES. SHIFT CULTURE.

Culture doesn't move because brands show up.  
It moves when brands become part of  
experiences people genuinely care about.



## EXPERIENCE ENGINE

Concerts • Festivals • Creator  
Collaborations • Original Content  
• Live Activations

We create experiences  
people choose to **attend**,  
**share**, and **remember**.



## CULTURAL NETWORK

Brands x Creators x Communities  
x Entertainment

Connecting brands with  
the **people** and **communities**  
already shaping culture.



## END-TO-END ECOSYSTEM

Audience • Ticketing • CRM • Check-in  
• Content • Data • Measurement

Powered by **TipTip's** ecosystem,  
every experience becomes  
**measurable business impact**.





# SHIFT HAPPENS-CHOOSE YOUR GAME



## Brand Activation

On-ground experiences at retail/venues that drive **trial, leads, and sales**



### Community Activation

Programs with **real communities**—meetups, challenges, rituals—built to create **lasting habits**.



### Customized Owned Event

**Ownable event concepts** we create and operate; **sponsorship-ready** and scalable **city-to-city**.



### Corporate Event

Company-facing experiences for **employees, partners, stakeholders**—launches, learning, CSR—built to **align and energize**.



# FESTIVAL SCALE EVENT MANAGEMENT

## Built To Manage Festival-Scale Experiences

SPARK brings together strategic planning, production coordination, audience management, and on-ground operations to deliver complex, multi-touchpoint events as one connected experience.

### Master Planning & Control

- Event master plan and operational timeline
- Venue zoning and audience journey
- Multi-area rundown synchronization
- Command center and communication flow

### Audience & Site Operations

- Registration, access, and crowd flow
- Front-of-house and manpower management
- Queue, capacity, and audience movement
- Guest, talent, VIP, and stakeholder handling.

### Production & Program Integration

- Stage, technical, and production coordination
- Multi-program and simultaneous activity management
- Talent, vendor, and partner coordination
- Show calling and on-site troubleshooting

### Safety & Delivery Assurance

- Risk assessment and contingency planning
- Security, medical, and emergency coordination
- Venue and authority liaison
- Real-time monitoring and post-event reporting

**From one main stage to multiple zones, partners, programs, and thousands of attendees—SPARK manages the moving parts as one connected operation.**



# FESTIVAL SCALE EVENT MANAGEMENT

Built To Manage Festival-Scale Experiences



**Ahn Hyo-seop Fan Meeting 2025**

JJEXPO Kemayoran

**Addie MS & Twilight Orchestra  
Video Games Concert 2025**

Tennis Indoor Senayan



# COMMUNITY ACTIVATION



## STARBUCKS PADANG OPENING

From a Place to Avoid

To a Shared Space  
for Everyone



## BLACKMORES HABBATUSSAUDA

From simple branding

To product trial  
through free sample



## VINFAST AT IIMS 2025

From a simple booth event

To an engaging digital  
culture experience



## AJINOMOTO

From salty means tasty

To low-salt stays tasty  
and healthier



# CUSTOMIZED OWN EVENTS



**GREENDAY**  
LIVE IN JAKARTA

**GREENDAY  
LIVE IN CONCERT**

From nostalgic playlist

To 30,000 people  
live chorus



**THE CORRS**  
FROM JAKARTA WITH

**THE CORRS  
LIVE IN CONCERT**

From nostalgic playlist

To 8,000 people  
live chorus



**SECRET NUMBER**  
pasSworLd concert

**SECRET NUMBER  
LIVE IN CONCERT**

From a regular  
k-pop concert

To a lively concert  
where artist mingle  
with fans



**TWILITE ORCHESTRA**  
ADDIE MS  
**VIDEOGAME**  
CONCERT  
VOLUME II

**VIDEO GAME  
CONCERT VOL. 2**

From Video Game Speaker

To Real Life Symphony  
Full of Energy



2025 AHN HYO SEOP FANMEETING  
**I WANT TO SAY**  
(Love, Jakarta)

**AHN HYO SEOP  
FAN MEETING JKT**

From K-Drama Fantasy

To Memorable  
Eye-to-Eye Moment



# CORPORATE EVENTS



## LAZADA SELLER AWARDS 2025

From Regular Awards Ceremony

To Ceremony Worth to Remember



## JTI CAMEL

From Typical NYE Party

To Nothing Ordinary Cultural Experience



## WARDAH

From Brand Education

To Empowering Beauty Forum



## MAMASUKA

From Booth Presence

To Flavorful Family Booth Experience



## BINTANG

From Event Drink Sponsor

To Experiential Co-Creator



# COMMUNITY ACTIVATION



**ESQA**

From quickie campus  
make up touch up

To complete perfect  
make up for campus



**BMW X HARLEY  
DAVIDSON ID**

From brand walls  
between garages

To cross-garage  
test-drive curiosity



**VEEV MOTORBIKE  
COMMUNITY**

From Kretek Hangouts

To E-device  
Hangouts



**TENCENT CLOUD**

From vendor pitch

To peer-to-peer tech  
info exchange



## OTHERS

**INDONESIA SCOOTERS  
MADNESS**

From anniversary meetup

To citywide scooter  
carnival

**HIDUPLAH INDONESIA  
MAYA FEST**

From connecting people

To curating culture  
through seamless  
events

**RANS ENTERTAINMENT  
LAGI LAGI TENIS**

From an ordinary  
tennis tournament

To a fun tennis  
tournament with  
celebrity matches

**INDONESIAN  
BIMMERFEST**

From car club meet

To national lifestyle  
festival





# CASE STUDIES



# Signify - New Product Launch Event to Partner (SURABAYA)

**From**

A conventional product launch event aimed at introducing Signify's latest innovations and product portfolio to retailers, distributors, and business partners through presentations and product briefings.

**To**

An immersive launch experience that brings the product story to life, fosters stronger engagement with retailers, distributors, and partners, and creates meaningful connections through interactive and memorable brand experiences.

## Scope of Work

- Planning
- Decorations & Productions
- Activity & Engagement
- Hospitality
- Manpower





# Signify - New Product Launch Event to Partner (BALI)

From

A conventional product launch event aimed at introducing Signify's latest innovations and product portfolio to retailers, distributors, and business partners through presentations and product briefings.

To

An immersive launch experience that brings the product story to life, fosters stronger engagement with retailers, distributors, and partners, and creates meaningful connections through interactive and memorable brand experiences.

## Scope of Work

- Planning
- Decorations & Productions
- Activity & Engagement
- Hospitality
- Manpower





# Signify - New Product Launch Event to Partner (JAKARTA)

From

A conventional product launch event aimed at introducing Signify's latest innovations and product portfolio to retailers, distributors, and business partners through presentations and product briefings.

To

An immersive launch experience that brings the product story to life, fosters stronger engagement with retailers, distributors, and partners, and creates meaningful connections through interactive and memorable brand experiences.

## Scope of Work

- Planning
- Decorations & Productions
- Activity & Engagement
- Hospitality
- Manpower





# SatuSatu.com - Bali All Access Press Conference

**From**

A standard press conference focused only on announcements and media exposure with limited audience engagement.

**To**

- Creates an immersive and engaging media experience
- Showcases the spirit and uniqueness of Bali through interactive storytelling
- Strengthens connection between satusatu.com and media partners

## Scope of Work

- Planning
- Decorations & Productions
- Activity & Engagement
- Manpower







# Puma Deviate 4 - Race Day with Community



**From**

A regular running session focused only on sports activities with limited interaction among participants.

**To**

- Creates a fun and engaging race running
- Encourages connection between runners and communities
- Strengthens brand affinity through active lifestyle activities.

## Scope of Work

- Planning
- Experience & visual design
- Production
- Route and Running Arrangement
- Activity & Engagement
- Manpower



DEVIATE 4 | UNLEASH IS TOO FAST

DEVIATE 4 | UNLEASH IS TOO FAST





# Laskar Agen Juara Roadshow (Kendari)

**From**

An informative agent gathering with limited appreciation and engagement.

**To**

A grand gala that celebrates, appreciates, and creates a memorable experience for all Buku Warung agents.

## Scope of Work

- Planning
- Experience & visual design
- Production
- Hospitality all agents from Southeast and North Sulawesi
- Activity & Engagement
- Manpower







# Puma Deviate 4 - Social Run with Community

**From**

A regular running session focused only on sports activities with limited interaction among participants.

**To**

- Creates a fun and engaging social running experience
- Encourages connection between runners and communities
- Strengthens brand affinity through active lifestyle activities.

## Scope of Work

- Planning
- Experience & visual design
- Production
- Route and Running Arrangement
- Activity & Engagement
- Manpower







# Laskar Agen Juara Roadshow (Makassar)

**From**

An informative agent gathering with limited appreciation and engagement.

**To**

A grand gala that celebrates, appreciates, and creates a memorable experience for all Buku Warung agents.

## Scope of Work

- Planning
- Experience & visual design
- Production
- Hospitality all agents from South and Central Sulawesi
- Activity & Engagement
- Manpower







# Laskar Agen Juara Roadshow (Samarinda)

From

An informative agent gathering with limited appreciation and engagement.

To

A grand gala that celebrates, appreciates, and creates a memorable experience for all Buku Warung agents.

## Scope of Work

- Planning
- Experience & visual design
- Production
- Hospitality all agents from east borneo
- Activity & Engagement
- Manpower







# Honda HRV - New Car Moving Installation



**From**

Static car showroom

**To**

A giant toy box car touring the city

## Scope of Work

- Concept
- Planning
- Activation design
- Production







# MG Indonesia Cyberster Handover Ceremony to First Customers

**From**

Just another paperwork car hand-over

**To**

A share-able worthy fan moment

## Scope of Work

- Production
- Display build & placement
- Test-drive touchpoints







# MG Indonesia at BCA Expo 2025

SPARK

**From**

Just a car booth display on expo

**To**

An exclusive bank-partnered discovery zone

## Scope of Work

- Booth production
- Customer journey design
- Manpower







# Koenigsegg Launching



**From**

Typical ordinary car brand launch

**To**

A storytelling super mega car launch

## Scope of Work

- Concept
- Planning
- Production
- Event handling







# Lazada Iftar Dinner

**From**

A conventional and passive Iftar Dinner with minimal engagement and limited memorable experiences.

**To**

- Encourages interaction among employees
- Delivers fun and meaningful activities
- Strengthens team bonding and company culture
- Creates a memorable and shareable experience

## Scope of Work

- Planning
- Experience & visual design
- Production
- Manpower







# Lazada Partner Appreciation Night

**From**

A formal partner gathering dinner with standard entertainment and limited guest interaction.

**To**

- Creates a more engaging and interactive appreciation experience
- Strengthens relationships between Lazada and partners
- Delivers meaningful entertainment and networking moments

## Scope of Work

- Planning
- Experience & visual design
- Production
- VIP Seating Arrangement







# Gala Akbar Buku Agen

**From**

An informative agent gathering with limited appreciation and engagement.

**To**

A grand gala that celebrates, appreciates, and creates a memorable experience for all Buku Warung agents.

## Scope of Work

- Planning
- Experience & visual design
- Production
- Manpower







# Lazada Surabaya Summit Conference

**From**

A standard seller gathering

**To**

Immersive Seller Festival with new learnings

## Scope of Work

- Planning
- Experience & visual design
- Production
- Manpower





# Kumparan Economic Insights

**From**

A generic economic seminar

**To**

Media style business forum with talk-show energy

## Scope of Work

- Planning
- Journey flow for customers
- Event operations
- Manpower





Adora

# Indomobil E-Motor Adora - Indonesia International Motor Show (IIMS) 2025

SPARK  
with a twist

From

Yet "Another EV" vehicle

To

a hero zone that made e-mobility feel exciting  
and accessible.

## Scope of Work

- Concept & storytelling
- Booth space & planning
- Production
- On-ground operations





Adora

# Indomobil E-Motor Adora - Jakarta Lebaran Fair 2025

**From**

A standard motor booth

**To**

A festive EV Playground for Lebaran moment

## Scope of Work

- Concept & storytelling
- Booth space & planning
- Production
- On-ground operations







# Pertamina Hulu Energi: RISK MANAGEMENT SHIELD FORUM



## Challenge

Most corporate forums tend to feel formal and predictable. For Pertamina Hulu Energi, the challenge was turning SHIELD from a standard technical session into something more engaging and memorable — one that connects insights with human experience.

## How We Shifted the Culture

SPARK transformed the event into an interactive and emotionally resonant forum — combining storytelling, visual design, and light gamification to create energy, reflection, and a renewed sense of shared awareness.







# STARBUCKS PADANG -OPENING



## Challenge

In 2023, a nationwide boycott over the Israel-Palestine issue put Starbucks under heavy scrutiny. In Padang, the logo felt “too hot to touch.” Locals looked for a neutral hang-out, not a brand caught in controversy.

## How We **Shifted the Culture**

We turned the first Padang store into the city’s living room. Across seven days, 12+ community groups—anime fans, university students, and small-business owners—programmed the space with local-bean cupping, open mics, and DIY workshops. 150 visitors joined, boycott talk cooled, and Starbucks emerged as Padang’s new creative hub.





BLACKMORES

# BLACKMORES HABBATUSSAUDA



## Challenge

The product targeted a highly specific audience and was relatively unknown, making branding and awareness a real challenge. Reaching the right people with the right message felt like finding a needle in a haystack.

## How We **Shifted the Culture**

We brought Habbatussauda to life for its audience. By engaging directly with Hajj travel groups, we provided hands-on information and guidance, connecting the product to their spiritual journey. Through tailored activations and community outreach, we turned niche awareness into meaningful engagement—transforming a little-known supplement into a trusted companion for travelers.







# VINFAST AT IIMS 2025



## Challenge

Auto shows often attract niche audiences, and standing out amidst countless brands is tough. Engaging photographers, car enthusiasts, and design communities simultaneously can be challenging.

## How We **Shifted the Culture**

TipTip transformed the booth into a dynamic hub of interaction. Visitors experienced VinFast cars firsthand through test drives and immersive showcases, while photographers and design enthusiasts explored creative activations. By managing community engagement and activation, TipTip elevated brand awareness, making VinFast a highlight of IIMS 2025.







# AJINOMOTO



## Challenge

In 2024, MSG became controversial—many believed it was unhealthy, and countless households stopped using it in cooking. What was once a kitchen staple suddenly became a taboo.

## How We **Shifted the Culture**

We turned doubt into understanding. Through hands-on workshops and health-focused events, we educated moms and home cooks on how to reduce salt without sacrificing flavor. Influencers were trained to champion smart, balanced cooking. From fear to confidence, we transformed perceptions and brought MSG back to the heart of everyday meals.





ESQA

ESQA



## Challenge

On campus, ESQA lived in feeds, not in hands; interest didn't turn into trial.

## How We **Shifted the Culture**

We moved from scrolling to doing—live, step-by-step sessions with campus ambassadors, mirror-to-mirror practice, and simple take-home routines that made the look repeatable.







# BMW X Harley Davidson ID



## Challenge

Riders tended to stick with their own garage; BMW felt “not for us” to Harley loyalists.

## How We **Shifted the Culture**

We hosted a rider-to-rider meetup with shared routes, pit-stop talks, and a friendly “first ride” lane—turning brand walls into curiosity and test-drive moments.





VEEV

# VEEV MOTORBIKE COMMUNITY



## Challenge

People were used to smoking traditional clove cigarettes, enjoying them as part of daily routines. The habit was deeply ingrained, and alternatives seemed distant and unfamiliar.

## How We **Shifted the Culture**

We sparked a new wave of engagement. By connecting with the vibrant scooter community, we introduced the VEEV vaping device through immersive product trials, hands-on sampling, and informative sessions. From routine habits to a fresh, tech-forward lifestyle, we turned curiosity into adoption and built a community around a new way to enjoy flavor.







# INDONESIA Scooters Madness



## Challenge

Anniversary meetups felt internal; great passion, low public pull.

## How We **Shifted the Culture**

We turned it into a citywide scooter carnival—parade routes, pit-stop games, show-and-shine, local music, and brand touchpoints—making the scene welcoming for riders and non-riders alike.





**GREENDAY**  
LIVE IN CARLISLE

# GREENDAY LIVE IN CONCERT



## Challenge

After 29 years, Green Day finally returned to Indonesia. Fans had been waiting decades, and the anticipation was enormous. Managing ticket demand and ensuring a smooth experience for tens of thousands seemed almost impossible.

## How We **Shifted the Culture**

Chaos into seamless access. 50,000 fans flooded Carnival Ancol, experiencing the thrill of a sold-out show without a hitch. From long-awaited anticipation to unforgettable live memories, TipTip showcased its power in large-scale concert ticketing and fan engagement.







# THE CORRS LIVE IN CONCERT



## Challenge

Back then, The Corrs' nostalgic hits were only heard through headphones—alone or with a friend in your room. The music felt personal, confined, just a memory in a private playlist.

## How We **Shifted the Culture**

Now, The Corrs' music comes alive right in front of your eyes, breaking generational boundaries. 8,000 fans of all ages gathered, singing along, turning personal nostalgia into a shared, unforgettable concert experience.





SECRET NUMBER  
pasSworId concert

# SECRET NUMBER LIVE IN CONCERT



## Challenge

K-pop concerts in Indonesia had become familiar, but often distant—fans watched their idols from afar, separated by stage and crowd. The experience felt exciting yet untouchable.

## How We **Shifted the Culture**

At Tennis Indoor Senayan, TipTip transformed the fan experience. 3,300 Locky fans witnessed a sold-out show like no other, with Secret Number mingling directly with fans, surprising them by singing from the crowd, and creating genuine, playful interactions. Featuring special guest Tiara Andini, TipTip co-promoted with Chan Entertainment and managed ticketing seamlessly, turning a traditional concert into an intimate, interactive celebration that blurred the line between stage and audience.





# VIDEO GAME CONCERT VOL. 2

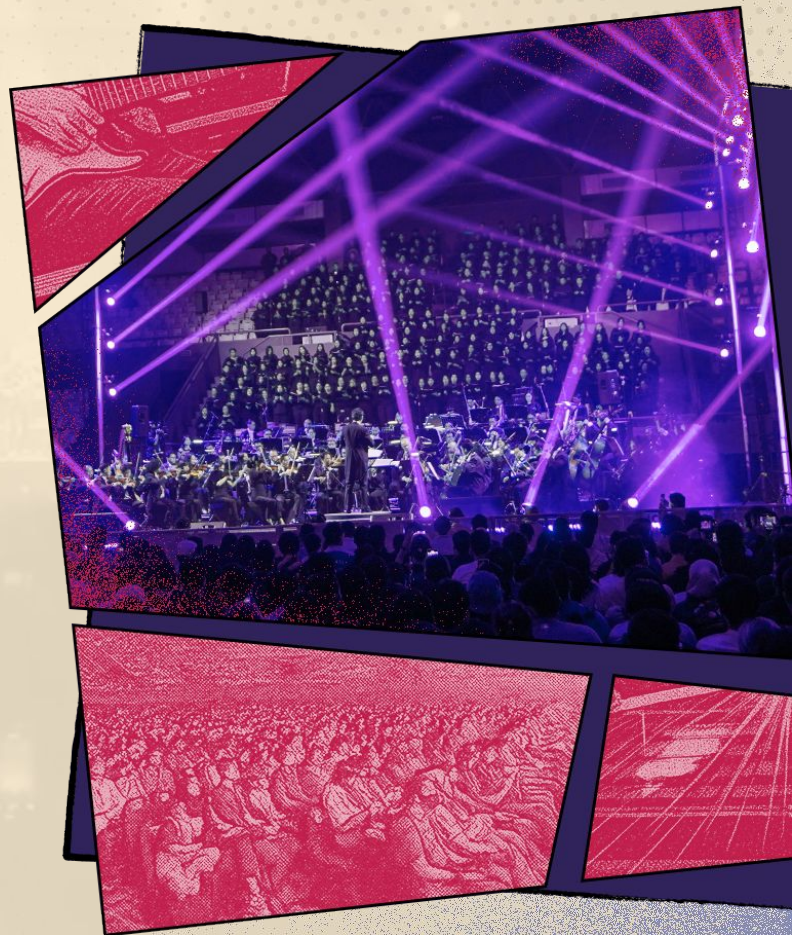


## Challenge

Before, the epic music of video games lived only in-game speakers. Fans would enjoy it passively, through headphones or console speakers—an isolated, digital experience.

## How We **Shifted the Culture**

Now, the music bursts into real life! Fans immerse themselves in a full-blown, high-energy symphony, experiencing their favorite game scores like never before—alive, vibrant, and electrifying, turning pixels into a shared, unforgettable celebration.







Tencent  
Cloud

# TENCENT CLOUD



SPARK  
with by Holog

## Challenge

“Vendor pitch mode” made builders tune out.

## How We **Shifted the Culture**

We flipped the format to peer-to-peer: lightning talks by local teams, live problem clinics, and hands-on demo corners—so the room shifted from audience to contributors.





# HIDUPLAH INDONESIA MAYA FEST



## Challenge

Celebrating Indonesia's digital culture and creative arts was no small feat. Reaching both online and offline audiences while keeping engagement high across 1,000+ participants posed a complex challenge for any organizer.

## How We **Shifted the Culture**

TipTip stepped in as the event organizer and community handler, orchestrating speaker coordination, logistics, and participant engagement seamlessly. By bridging the digital and physical worlds, we created an inclusive, interactive experience that connected communities, amplified creativity, and showcased TipTip's expertise in large-scale digital events.



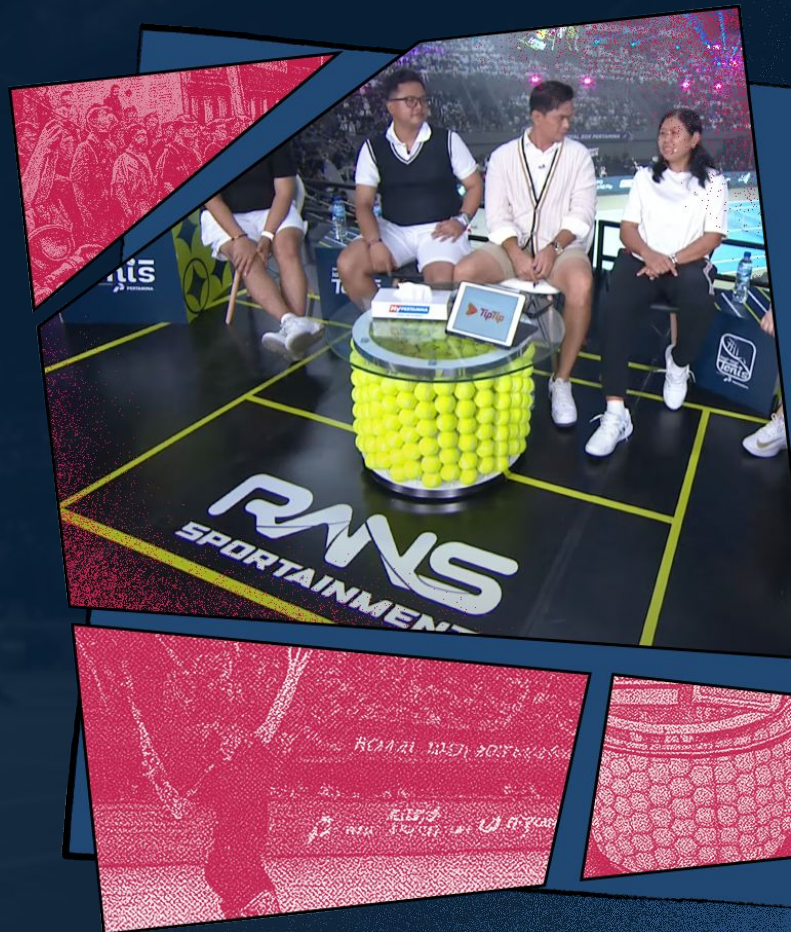


## Challenge

Tennis matches were often seen as serious and formal affairs, with little room for fun or fan interaction. The excitement was there, but the atmosphere felt stiff and predictable.

## How We **Shifted the Culture**

TipTip helped turn tennis into entertainment! At this celebrity tennis event hosted by RANS Entertainment, star-studded matches became lively, playful battles. Fans enjoyed close interactions with their favorite celebrities, while TipTip ensured seamless ticketing and smooth attendee flow. From stiff competition to joyful celebration, we showcased TipTip's strength in high-profile events and engaging experiences.







# INDONESIAN BIMMERFEST

## Challenge

Some BMW models are seen as a niche car meet that spoke mainly to hardcore owners.

## How We **Shifted the Culture**

We broadened it into a lifestyle festival—style showcases, music collabs, family zones, partner showcases, and curated drives—so the event became a national moment, not just a club gathering.





# IGNITE THE SPARK

Client's Brief

Ideation & Concept Development

Creative Deck Proposal

Production & Execution

Monitoring & Documentation

Post Event Report





# LET'S SPARK SOME IDEA!

**Ronny Martinus**

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