

**Alpha Salmon produces outstanding digital success for Unilever  
South East Asian Games XXVI portal attracts seven times expected audience**

**December 16, 2011:** A web portal designed by STW's Alpha Salmon for global brand Unilever and aimed at supporting local athletes during the South East Asian Games XXVI, has engaged more than seven times the expected audience, with 15 million Indonesians signing up to be fans.

The digital campaign, entitled "Ayo! Indonesia Bisa" and launched by Alpha Salmon in conjunction with media agency Mindshare on behalf of Unilever, was initially expected to attract only 2.5million fans.

However, final figures released this week show the web portal<sup>1</sup> – comprising aggregated social data, live medal tally, news feeds and multimedia content - attracted the support of more than 15 million fans during the games, based on media that reached 50 million people across Indonesia. More than 10 thousand 'cheers' were also uploaded to the site in the form of video, audio, text and images.



A team of digital experts from Alpha Salmon's Sydney office and newly-opened Jakarta operation developed the campaign; the first major project for the ideation, technology and digital production business since its expansion into Asia in May this year. The portal was sponsored by Unilever brands CLEAR, Rexona, and Vaseline Men.

Following the success of the Unilever campaign, Alpha Salmon has now announced it will open its first Singapore office in January 2012 to focus on bringing innovative digital ideas and technology executions to regional clients.

The new regional offices of Singapore and Jakarta combined with the experience of Alpha Salmon and AppCast in Australia "will further strengthen the company's integrated offering to clients and partners looking for leading digital business solutions in data, social media and mobile", explained founder, Terence Chang.

"Under the management of Kelvin Chang, we have no doubt the Singapore office will really cement our local relationships to turbo-charge innovative digital ideas and technology execution. We're looking forward to helping our partners win market share and sustainable customer engagement for leading brands in Asia."

"Indonesia is a rapidly growing emerging market, and the results we have already achieved are extremely pleasing. Our Indonesian team led by Operations Director, Marco Widjojo has enabled us to positively explore the service gaps in the market," explained Kelvin Chang, President Director, Asia-Pacific. "Digital has become a core component of the total customer engagement conversation. In a short time, our Jakarta office already plays a key role in linking traditional marketing communications with digital technology to support advertising, branding and media activities in the region."

Alpha Salmon Group is wholly owned by STW Group, Australia's leading marketing content and communications group. Companies within Alpha Salmon Group include Alpha Salmon in Sydney, Jakarta and Singapore and AppCast, the mobile leader in creating solutions to connect and engage customers, wherever they are.

**ENDS**

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