



a group of individuals or things with common characteristics or interests situated in close association

A close-up, low-angle shot of a young Black woman with voluminous, curly hair. She is laughing heartily, her head tilted back and eyes closed. Her arms are raised in the air, and she is wearing a light-colored, patterned t-shirt. The background is a blurred, bokeh effect of colorful stage lights in shades of blue, purple, and yellow, suggesting a concert or festival setting. The overall mood is one of pure joy and celebration.

We are in the business
of delighting people.

We are a people-
first company,
customer experience
is at the forefront
of what we do.



Our reach extends across South East Asia



Full Time Staff

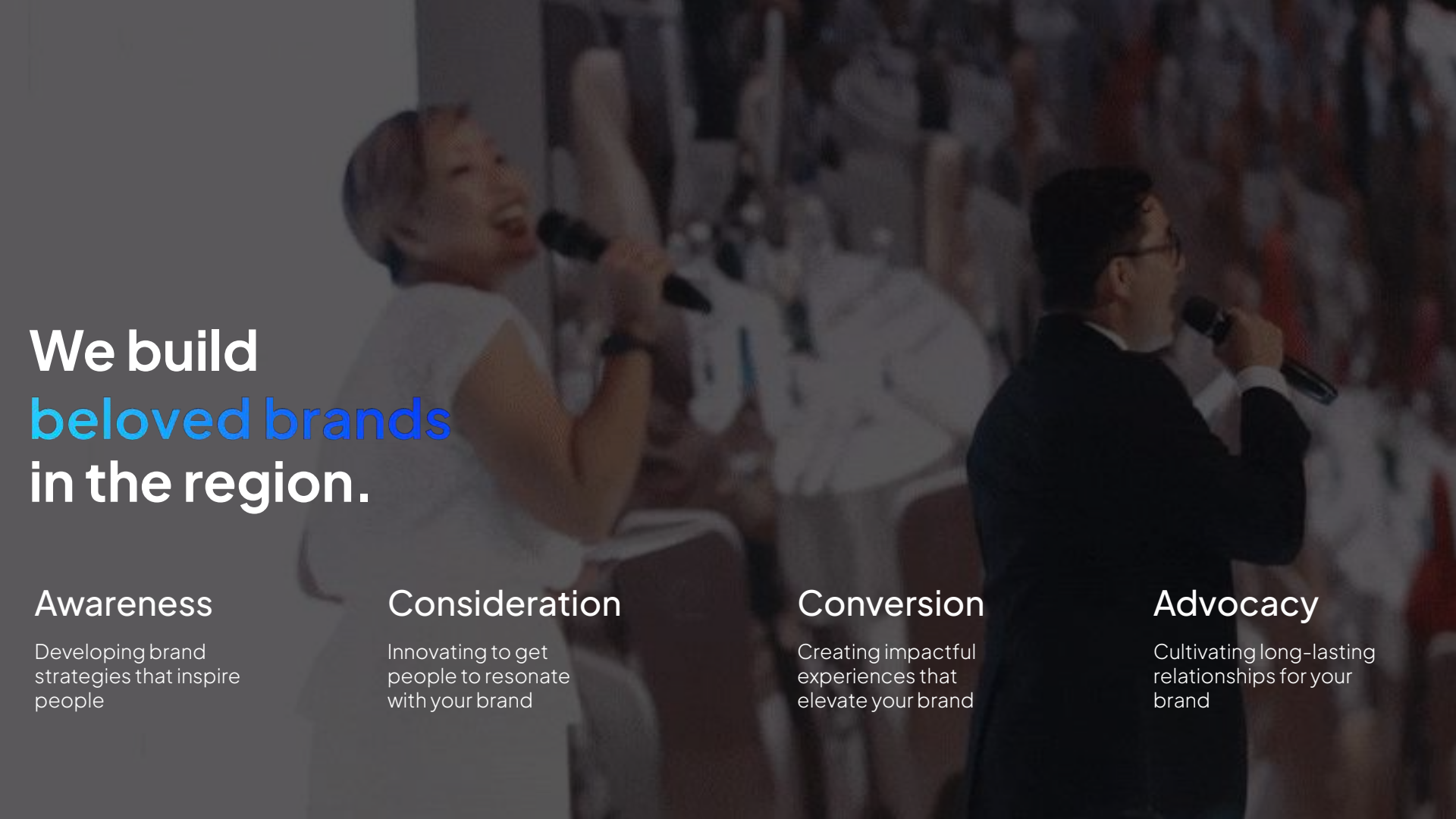
450

Contract Staff

5,250

Median Age

29

A woman in a white dress and a man in a dark suit are speaking into microphones on a stage. The background is a blurred crowd of people.

We build beloved brands in the region.

Awareness

Developing brand strategies that inspire people

Consideration

Innovating to get people to resonate with your brand

Conversion

Creating impactful experiences that elevate your brand

Advocacy

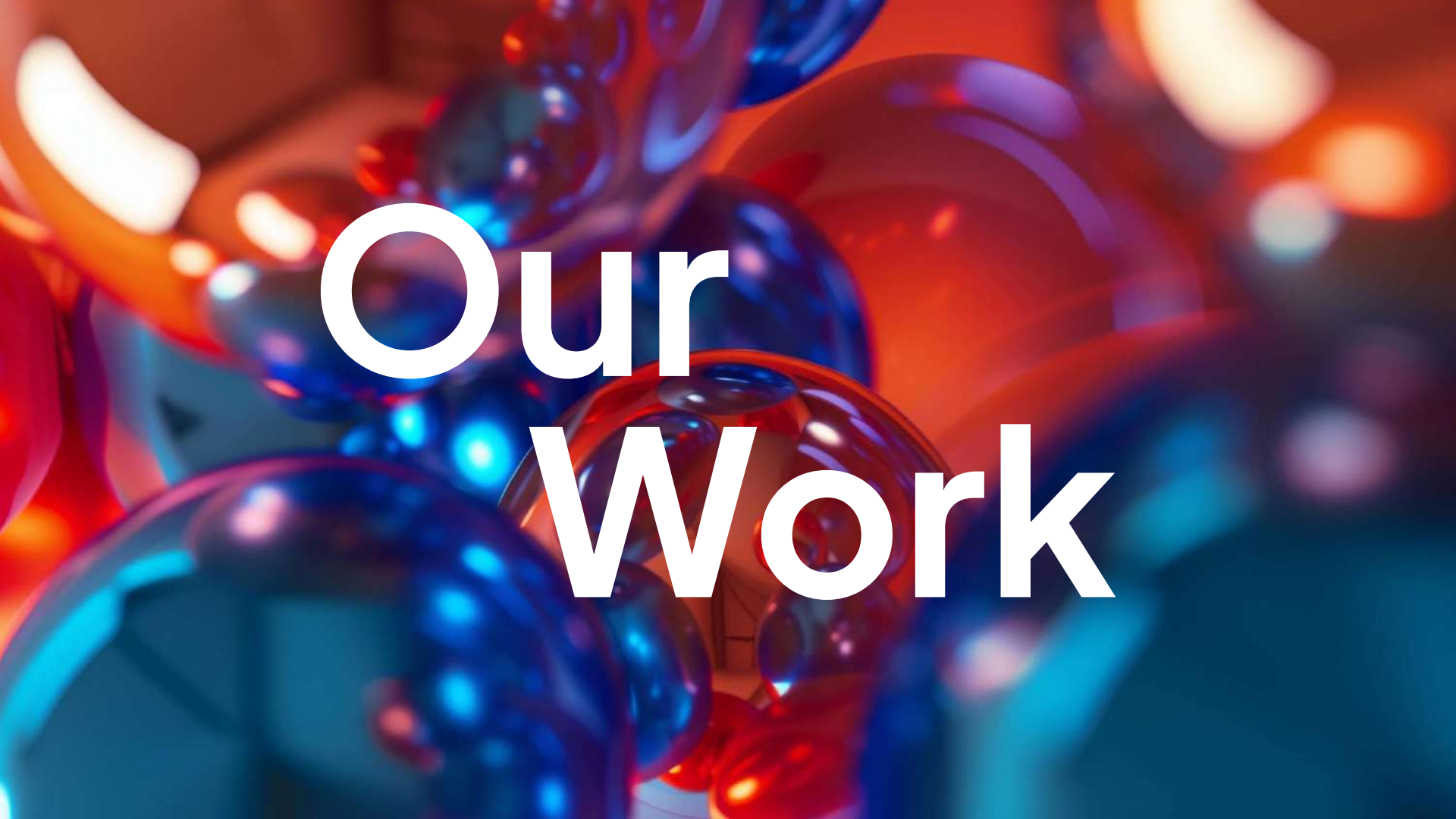
Cultivating long-lasting relationships for your brand

Your CX partner.

Customer experience is here to stay.
People-interaction is the core of what we do.
We endeavor to keep customers engaged
with your brand every step of the way.



**Tell us where you'd like to go,
and we'll get you there.**

The background is a vibrant, abstract composition. It features numerous translucent, glossy spheres in shades of deep blue and rich red. These spheres are scattered across the frame, some in sharp focus while others are blurred, creating a sense of depth. Interspersed among the spheres are soft, out-of-focus light spots in warm tones of orange, yellow, and white, reminiscent of bokeh from distant lights. The overall effect is dynamic and visually engaging, with a color palette dominated by the cool blues and reds of the spheres, contrasted with the warm bokeh lights.

Our Work

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colony group



APEROL

Aperol Sunset Festival 2026
Bali, Indonesia

The Ask

How to create an impactful Bali Takeover during High Season - driving both brand awareness and sales

The Solution

We designed a 5-week campaign across 90+ outlets in Bali, creating a strong and consistent brand presence throughout the island. To maximize impact and create concentrated moments of consumer engagement, the campaign focuses on 12 key priority outlets as our hero locations serving as the main activation hubs, bringing the brand experience to life through a combination of fun and rewarding consumer interactions, highly instagrammable photo moments, and entertainment.





iCar
Media First Impression
Jakarta

The Ask

How to steal spotlight for iCar V27 ahead of its official GIIAS 2026 launch?

The Solution

We designed and executed an exclusive product experience featuring a dramatic unveiling and in-depth product exploration, giving media their first hands-on experience with the iCAR V27. The event was designed to create a strong first impression while allowing media to closely explore the vehicle's design, features, and key innovations firsthand.





NESTLE INDONESIA
Nescafé Sales Conference
Intercontinental Hotel

The Ask

How can we design and build a booth that is attractive and engaging that still showcase the spirit of Nescafé

The Solution

We designed and led the booth activities, which included product sampling and interactive consumer engagement throughout the two-day conference. During the event, we also implemented a series of initiatives to attract visitors to the booth, create meaningful brand interactions, and encourage attendees to learn more about the product. Our team managed the overall booth experience, ensuring smooth operations, guiding guests through the sampling process



SAMSUNG

Vibe Check



Snap
& Style



SAMSUNG INDONESIA

Samsung Vibe Check 2025
Jakarta

The Ask

To increase sales and customer awareness of the Samsung Galaxy Fold7 and Flip7 products through collaboration with Gemini.

The Solution

To drive regional hype for Samsung's latest innovations, we designed and produced a multi-location experiential circuit. Each booth served as a living laboratory, utilizing vibrant, architectural designs to draw audiences into the world of Gemini. We curated immersive 'passion zones'—spanning Sports, Travel, Music, and Fashion—where interactive storytelling and hands-on demonstrations showed exactly how Gemini acts as the ultimate digital companion in real-world scenario.

The Result

20 Locations across Indonesia

200++ customers visit/day across 2 weeks
Achieve 100% KPI in sales

1,200,000 Estimated Reach

Estimated IDR 3.3B Total PR Value





RED BULL INDONESIA

Base jump Project 2025
Sudirman, Jakarta

The Ask

Overseeing the execution of the BASE Jump Project, including end-to-end coordination and provision of all project requirements—from securing permits to managing communication with third parties and other key stakeholders

The Solution

Selected the jump location in Sudirman by choosing Autograph Tower—the tallest building in Indonesia—as the iconic launch point, while ensuring smooth coordination with all third-party stakeholders involved.





The Ask

Following the success of the international tour, the client aims to introduce the pop-up concept in Indonesia as a strategic move to increase brand awareness, bring the fans closer to Rose and stimulate sales growth within the region.

The Solution

We brought the spirit of Rosé to life through a meticulously produced immersive installation, ensuring the artist's 'essence' was felt in every detail. From the viral-focused 'APT.' drum set centerpiece to the cohesive visual storytelling across the space, we designed a 360° fan-engagement ecosystem. Supported by a professional on-ground team, we ensured that the path from brand interaction to product purchase was fluid, engaging, and memorable.

The Result

8200++ Visitors over the span of 10 Days

202 Social media and online coverage

Total Reach of 480,884,378

ROSIE

Pop-Up Booth 2025
Gandaria City, Jakarta





SAMSUNG INDONESIA

Samsung Jago Jualan Gathering 2025
Nusa Dua, Bali

The Ask

Crafting a dynamic concept for an exclusive Samsung private event in Bali, uniting dealers from across Indonesia in a memorable gathering.

The Solution

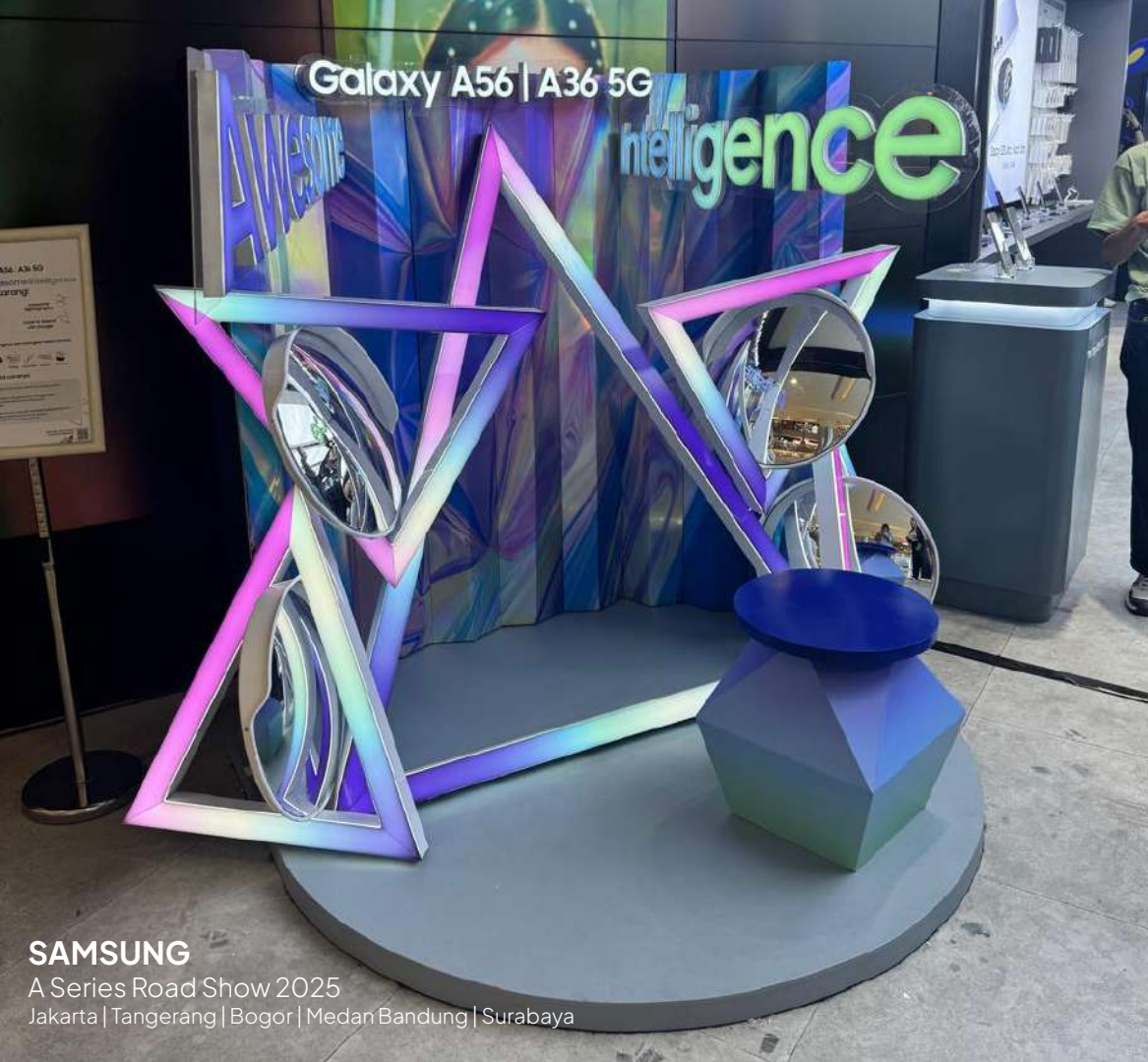
We designed a concept that transforms the ballroom into a grand and exclusive private event, enhanced by sophisticated lighting effects and a large, curved LED display to create an elevated and premium atmosphere for the Samsung Dealer Gathering. In the foyer area, we also curated a hands-on experience zone and interactive booths. Each booth is designed to reflect the unique style and personality of each smartphone variant.

The Result

Transformed a standard ballroom into an exclusive, tech-forward sanctuary. By balancing a sophisticated, large-scale visual centerpiece with curated foyer activations, we created a seamless journey that allowed guests to transition from a premium formal setting to personalized, interactive engagements with the Galaxy S25 lineup
Total of 350 attendees







SAMSUNG

A Series Road Show 2025

Jakarta | Tangerang | Bogor | Medan | Bandung | Surabaya

The Ask

How do we make Samsung A Series pop in major cities — turning presence into unforgettable experiences?

The Solution

We mapped out the major cities where Samsung users are most active and brought the brand to life through a dynamic pop-up booth experience. With our Samsung team on the ground, guests were guided to explore and interact with the awesome intelligence of the A Series in an authentic, hands-on way, not just seeing the innovation, but experiencing it firsthand.

The Result

The pop-up experience attracted thousands of Samsung fans across major cities, with high engagement rates at every touchpoint. Guests left with a deep understanding of the A Series, creating memorable brand moments and driving positive buzz across social media.





CASTROL

Grand Launch of Magnatec 2023
Castrol HQ- Arkadia Building Jakarta

The Ask

How can we effectively orchestrate a product launching for Media/KOL & Distributor (including a hybrid format), followed by a workshop session and office tour?

The Solution

Seamlessly coordinate launch event by convening stakeholders and amedia representative in a cohesive environment. The approach involves structuring separate sessions customized to specific audiences while optimizing content delivery for heightened efficacy.

The Result

250 Attendees
More than 100 online participant
Generate USD 260,000 PR Value



petition *Who We are*

business every single day and our
Castrol Indonesia hold the story
we, contractors and distributors to
things and turn our beliefs into

3 stories from dist



Congratulation to
Winners!!!

Hengky Purwonegoro - BPS
Safety comes first! Menggunakan
Saaf Mekanik Testing
la Motor





CASTROL
MotoGP Mandalika 2023
Jakarta & Lombok

The Ask

What strategies can we implement to enhance the traditional Press Conference experience in cultivating stronger brand loyalty?

The Solution

Extending activities beyond the press conference, the LCR Honda Castrol team engages with media, distributors, consumers and communities through forums, meet & greet sessions and prize giveaways to foster connection and incentivize participation.

The Result

151,614,219 Total Page Views
3,865,133,333 Total Ad Value
11,580,400,000 Total PR Value





MERCEDES-BENZ

A-Class: Road To Fame 2022
Meatsmith, Jakarta

The Ask

How can we revolutionize the automotive landscape through unconventional activations that resonate with the target audience?

The Solution

We devised a campaign name perfectly alignment with the A-Class positioning:

Phase 1: Dubbed “NF-A”, we initiated a collaboration with 2 local artists to create NFT’s, serving as a brand building exercise designed to spark conversation without our future target audience particularly millennials

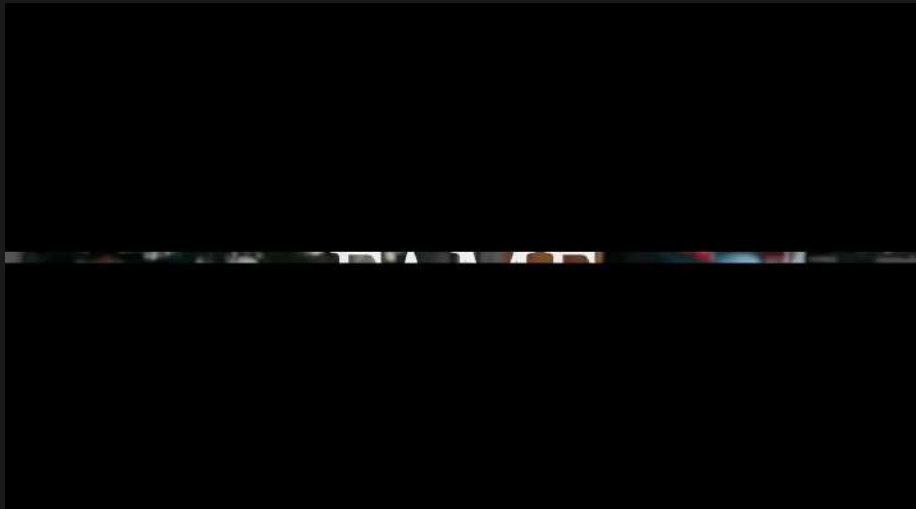
Phase 2- We opted for an unconventional venue for a Mercedes-Benz launch followed by test drives, workshops and dinner sessions tailored to attract white-collar professionals

The Result

Phase 1: Estimated 500+ impression

Phase 2: 225+ Leads Gen in 7 Days







**Enough about us,
let's talk.**



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