

Jakarta, 21 April 2025

1st Assessment Result for CASE Indonesia Social Media and Campaign Agency

To all bid participants and all others that may have concern,

We thank all the institutions which have submitted their proposal in response to CASE Indonesia's Request for Proposal - Social Media and Campaign Agency. We are pleased to share that we received a total of **79 proposals** from various agencies.

We want to notify that the evaluation process has proceeded in accordance with the procedure and scheduling mentioned in the RFP. Following a thorough evaluation from our team based on several criteria — including the alignment of the proposed concept with CASE's requirements, the agency's credentials, completeness of the submitted documents, and the proposed budget — we have selected these **12 agencies** to proceed to the next stage:

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|---------------------|----------------|---------------------------|
| 1. Commcap | 5. Idea Imaji | 9. Roepa by Jendela |
| 2. FleishmanHillard | 6. IDEOCO | 10. SRENGENGE CULTURE LAB |
| 3. ID COMM | 7. Mercury | 11. WeThrive |
| 4. Idea Cultura | 8. Mullen Lowe | 12. ZeroOne Group |

These shortlisted agencies will be invited for a maximum **30-minute pitch presentation** with our team. We appreciate the effort and creativity shown in all submitted proposals and thank you once again for your interest in working with CASE.

This announcement is made as part of IESR's commitment in promoting transparency and accountability in the bidding process.

With best regards,



Agus Tampubolon

Project Manager Clean, Affordable and Secure Energy (CASE) for SEA