

Branding Services

About BDO

“ BDO is one of the world’s largest network of public accounting, tax, and advisory firms. ”

BDO is an international network of public accounting, tax and advisory firms which perform professional services under the name of BDO. BDO public accounting, tax and advisory firms provide professional services in 169 countries, with more than 94,900 people working out of 870 offices worldwide.



BDO Global Financial Results 2025

Revenue

Member firms

US\$ **11** bn  +4%
€ **10** bn  +2%

Including alliance firms

US\$ **16** bn  +7%
€ **15** bn  +5%



Presence

870 offices

169 countries & territories



Growth by service line

+7% Tax
+4% Advisory
+3% Audit & Assurance
+2% Business Services & Outsourcing



People

+94,900  +3%



Growth by region

+7% EMEA
+3% Asia Pacific
+0.4% Americas

BDO in Indonesia

BDO in Indonesia comprises experts with an in-depth understanding of the local and global markets, enabling us to provide our clients with exceptional services.

BDO in Indonesia is a member of BDO International Limited, a UK company limited by guarantee, and forms part of the international BDO network of independent member firms.

BDO in Indonesia has served both domestic and international clients since 1992. The firm was founded by Mr. Richard B. Tanubrata on December 6th, 1979 under the name of KAP Drs. Richard B. Tanubrata until it was appointed by BDO International as member firm in Indonesia in 1992.

We offer you a comprehensive and tailored solutions to address your issues and serving your needs. We work hand-in-hand with you throughout the journey with our pool of specialists in the following services:

▶ Audit and Assurance

▶ Tax

▶ Legal Services

▶ Valuation

▶ Risk Services

▶ Deal Advisory

▶ Business Services & Outsourcing

▶ IT & Cybersecurity

▶ Digital Transformation

▶ Human Capital & Training

▶ Carbon Rating System

▶ Transfer Pricing

▶ BDO Academy

▶ Branding

▶ ESG & Sustainability

Industry Coverage

At BDO, we recognize that the power of industry experience is paramount in navigating the complexities of diverse business landscapes. Our unique perspective is geared towards empowering your organization to optimize its inherent capabilities and resources effectively.



CONSUMER
BUSINESS



FINANCIAL
SERVICES



HEALTHCARE



MANUFACTURING



NATURAL RESOURCES
& ENERGY



NON-FOR-PROFIT



PRIVATE
EQUITY



PROFESSIONAL
SERVICES



PUBLIC SECTOR



REAL ESTATE &
CONSTRUCTION



SHIPPING AND
TRANSPORT



TECHNOLOGY, MEDIA &
ENTERTAINMENT,
TELECOMMUNICATIONS

Our Commitment to Your Data Security & Privacy



Cert No. 01 07 J 24000692

BDO in Indonesia is proud to be certified under ISO 27001:2022, the internationally recognized standard for Information Security Management Systems (ISMS). This certification demonstrates our commitment to safeguarding the confidentiality, integrity, and availability of our clients' data.

By adhering to ISO 27001:2022 standards, we implement robust security measures, continuous risk assessments, and effective management practices to mitigate threats in today's rapidly evolving digital landscape. This achievement reflects our dedication to providing secure and reliable services across all industries we serve.





Our framework

Raise above the Crowd

In a competitive market, brands that stand out are the ones that win trust, attention, and long-term loyalty. Our “**Raise Above the Crowd**” framework is built to help organisations break through the noise and position themselves with clarity and confidence. We focus on elevating your brand through three core pillars:

1. Distinct Identity

We craft a brand narrative, visual style, and messaging that reflect who you truly are – not just what you sell. This ensures your brand is memorable, recognisable, and aligned with your organisation’s culture and values.

2. Meaningful Positioning

We analyse your market, competitors, and audience to shape a positioning strategy that highlights your strengths and differentiators. The goal is simple: make your brand the preferred choice in the minds of your stakeholders.

3. Consistent Experience

A strong brand is built by consistent delivery. We help you create communications, touchpoints, and campaigns that reinforce your promise at every interaction – online or offline. This consistency builds credibility and fuels long-term growth.

With this framework, we enable businesses to build brands that are not only visible, but trusted. We help you rise above the crowded landscape and stand out with purpose, authenticity, and impact.

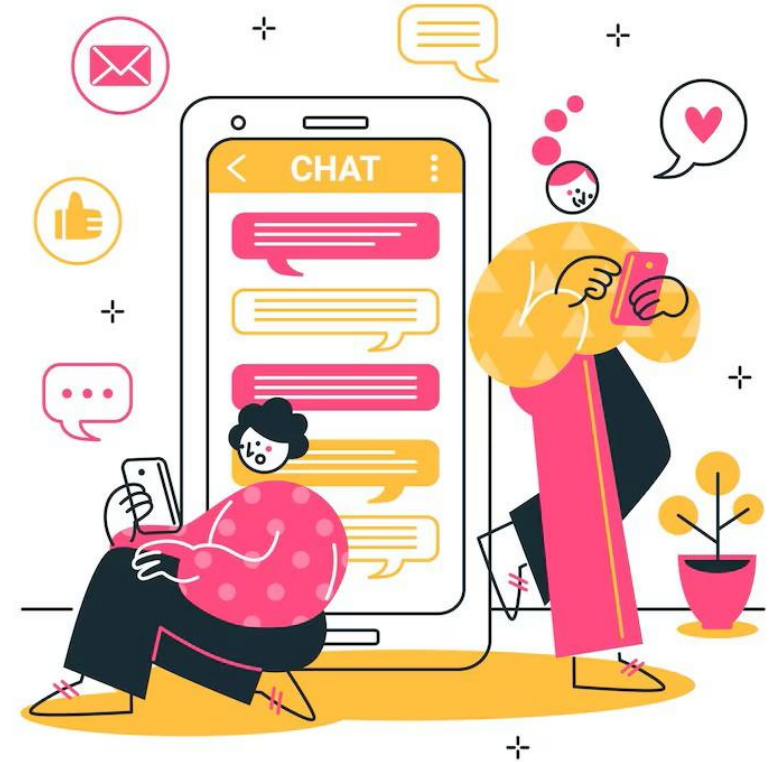
How we can
help your business



Brand Messaging and Voice

Consistency in communication helps a brand become familiar and trusted. Our brand messaging and voice service establishes guidelines for the language, tone, and style that a brand will use across all platforms and interactions. This includes developing a brand tagline, crafting key messages, and defining the overall narrative or storytelling approach.

We ensure that the brand's voice aligns with its personality and resonates with its target audience, whether it's friendly and approachable or professional and authoritative. A distinctive brand voice helps in forming a deeper connection with customers, enhancing engagement and brand loyalty.



Content Marketing and Storytelling

Content is the vehicle that carries a brand's message and values to its audience. Our content marketing and storytelling service helps our clients craft meaningful and engaging stories that build an emotional connection with customers.

From blog articles and video scripts to social media posts and newsletters, we create content that reflects the brand's identity and communicates its unique narrative. Our storytelling approach is rooted in understanding the audience's needs, challenges, and desires, enabling us to craft content that resonates, informs, and inspires.

Through consistent and authentic content, we help clients build brand loyalty and a community of engaged followers.



Brand Identity Design

A brand's visual identity is often the first impression a customer has, making it a crucial element of brand perception. Our brand identity design service includes crafting a memorable logo, selecting colors, fonts, and imagery that represent the brand's personality, and designing visual elements that resonate with the target audience.

Our designers work collaboratively with your team to create a cohesive look and feel that reflects the brand's essence and appeals to its audience. A strong, unified visual identity not only enhances recognition but also builds trust and loyalty.



Digital Branding

In today's digital world, a brand's online presence is key to reaching and engaging with its audience. Our digital branding service ensures a consistent and impactful brand representation on all digital platforms, including social media, websites, and digital ads.

We create a tailored social media strategy that aligns with the brand's goals, guiding content creation and engagement tactics. Our team can also advise on website design and user experience to enhance brand visibility and ensure an engaging digital presence.



Media Retainer

Our Media Retainer Service provides ongoing strategic communication support designed to strengthen your brand visibility, manage public perception, and maintain consistent engagement with key audiences. Through this service, our team acts as your extended communications partner, ensuring your organisation stays present, relevant, and positively positioned across media channels.

We offer end-to-end support including media monitoring, press release development, distribution to targeted media, coordination for interviews and features, narrative framing, and consultation on communication strategies. By maintaining regular interaction with journalists and media partners, we help you secure continuous exposure and amplify your brand messages.

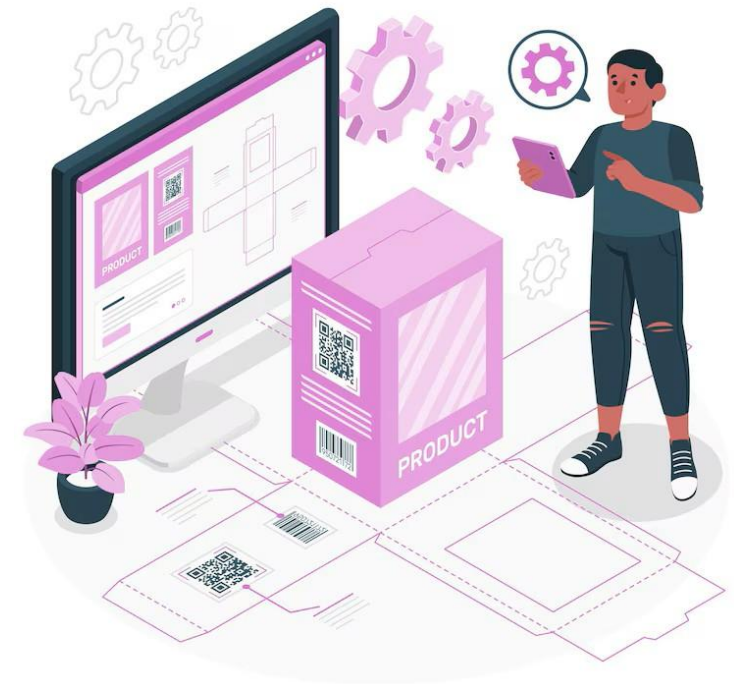


Product Packaging Design

Packaging is more than just a container—it's a powerful touchpoint that communicates a brand's promise and personality.

Our product packaging design service helps clients transform their packaging into a strategic branding tool that attracts attention, conveys value, and drives purchase decisions. From concept development to final production, we design packaging that aligns with the brand's identity while standing out on the shelf.

Our approach blends creativity with functionality, ensuring each design not only looks compelling but also meets practical requirements such as sustainability, durability, and compliance. By focusing on the customer's unboxing experience and emotional connection, we help brands create memorable first impressions that leave a lasting impact.



Event Ideation & Management

Event management is more than just organizing an occasion—it's about creating meaningful experiences that bring a brand's story to life and leave a lasting impression on every attendee.

Our event management service helps clients plan, design, and execute impactful events that align with their objectives and brand identity. From concept development and program design to on-site coordination and post-event evaluation, we manage every detail to ensure a seamless and engaging experience.

Our approach combines strategic thinking, creative execution, and meticulous logistics. We focus on delivering events that are not only well-organized and visually compelling, but also purposeful and memorable. By prioritizing audience engagement, consistency, and flawless execution, we help brands build stronger connections and achieve measurable results through every event.



CONTACT US



Fathurizqi
Head of Branding & Marketing
ffathurizqi@bdo.co.id

BDO in Indonesia

Jakarta - Head Office
Prudential Tower
16th - 19th Floor
Jl. Jenderal Sudirman, Kav. 79
South Jakarta - DKI Jakarta 12910

Phone : +62-21 5795 7300
Fax : +62-21 5795 7301
WhatsApp : +62 853 7300 1689
E-Mail : bdoidn@bdo.co.id

Our Branches:

- ▶ Jakarta
- ▶ Bandung