



First Media Update: First Media Consistently Receives Indonesia WOW Brand Award

March 12, 2018



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First Media for the third time received WOW Brand Award 2018 in Pay TV category from Markplus, Inc, for its consistency becoming a brand of 'WOW' or brand recommended to others. This award received directly by PT Link Net Tbk, Marketing Communication Department Head, Djoko Adnan, Thursday (8/3) at Hotel Raffles, Jakarta.

PT Link Net Tbk, Marketing Communication Department Head, Djoko Adnan, after receiving the WOW Brand Award said, "We received this award for the third time and is a proof that our continued efforts to share happiness get a good response. Independent research conducted by MarkPlus Insight also proves that we are a brand that gets hearts in Indonesian society. This motivates us to keep improving our services to our customers. Thanks to the customers who have given us such a great confidence to be awarded 2018 Indonesia WOW Brand."

Indonesia WOW Brand Awards is an award given to brands that achieve the highest score of Brand Advocacy Ratio (BAR). BAR measures how good companies change brand awareness into brand purchases and loyalty. That company has to make consumers sure to share happiness with their colleagues and family by recommending brands that satisfies them. We will keep our commitment by continuing to share happiness and improve communication with customers so as to provide the best service to customers.

The winners are selected based on survey of 2017 Indonesia WOW Brand to 5.800 respondents in several major cities in Indonesia such as Jabodetabek, Bandung, Surabaya, Medan and Makassar and refers to the concept of WOW Marketing. Based on those survey, First Media considered successful to become the best brand of Indonesia called Indonesia WOW Brand 2018.

"To maintain a good reputation, we will keep our commitment by continuing to share happiness and improve communication with customers so as to provide the best service to customers," Djoko concluded.