



UNCOVERED  
BALL

EXCLUSIVE INVITATION



We're excited to invite you  
to be part of a carefully curated  
group of inspiring businesses,  
united by a shared commitment  
to positive change.

*Uncovered Bali* is a project dedicated to celebrating the island's responsible and sustainable heroes—businesses and individuals who are actively preserving Bali's essence while shaping a brighter future.

Launched in 2024, the project has garnered an exceptional engagement rate from both local and global audiences, with a book already being published. Building on the ongoing success of the project, we're continuing the journey online, featuring new participants who are co-creating a better future for Bali.

Through this platform and unique project, we aim to share stories that inspire action and showcase the meaningful work happening on the island.

**Project Package: IDR 30,000,000**

**Join before February 20th, 2025**



# Join Bali's Responsible & Sustainable Heroes

## **WHY: TO IGNITE A TRANSFORMATIVE SHIFT WITHIN & BEYOND BALI**

On one of the world's most visited islands, where tourism brings both opportunity and challenges, *we believe a collective response is essential*. **Uncovered Bali** highlights the island's sustainability journey and connects responsible businesses with conscious consumers and like-minded enterprises. Together, we aim to ignite a shift, showing that environmental responsibility is about progress and collaboration, not perfection.



## **HOW: BY SPOTLIGHTING EXEMPLARY RESPONSIBLE BUSINESSES**

Our thoughtfully selected group of responsible businesses, encompassing hotels, F&B establishments, brands, retail outlets, manufacturing facilities, suppliers, and local change-makers, presents an ecosystem of inspiring initiatives, sustainable practices and distinct perspectives.



## **WHAT: MULTI-FACETED STORYTELLING FOR LOCAL & GLOBAL ENGAGEMENT**

With robust support from local and global partners, respected PR agencies, influential figures, and economic leaders, UNCOVERED BALI's approach focuses on in-depth documentation and detailed storytelling through editorial features, interviews, photography, and videos. This initiative creates a year of meaningful communication and events, driving global visibility and engagement.





**PROJECT FEATURES**

- In-depth interviews & editorial
- Professional & in-detail photography
- Immersive & engaging videography
- Impactful PR & social media campaigns
- Strategic year-long communication

**PROJECT BENEFITS**

- Impactful, inspiring and in-depth storytelling
- Exposure to local & global consumer audiences
- Alignment with relevant, future-proof businesses
- Quality marketing assets

**PROJECT AUDIENCE**

- 55,000+ highly engaged monthly online visitors
- Bali enthusiasts seeking authentic experiences
- Consumers & travellers looking for solutions
- Like-minded businesses / investors searching for collaboration





## Beyond Marketing: Celebrating Meaningful Change

Your participation in the **Uncovered Bali Project** goes beyond exceptional marketing services; it's a key contribution for positive change. Our work not only shapes perceptions but also significantly impacts the industry, local communities and government perspectives.

The Uncovered Bali Project offers an unparalleled opportunity for carefully curated sustainable businesses to significantly enhance their visibility and impact within and beyond Bali.



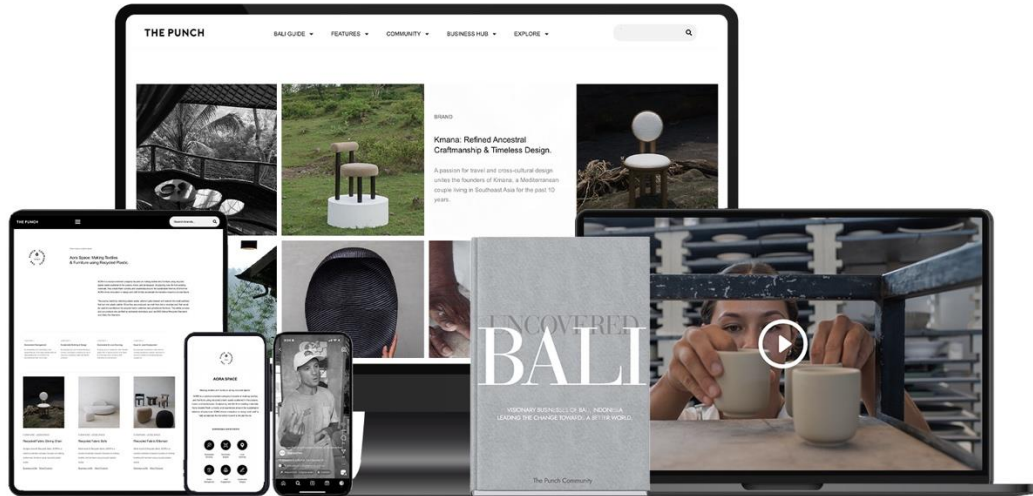
We have designed an **in-depth documentation package** providing comprehensive promotional tools and platforms to showcase your business's dedication to environmental responsibility and cultural preservation. It includes in-depth interviews, professional visual assets, and expansive multimedia coverage, positioning your business as a key player in Bali's sustainable future.

By accepting our invitation, your business will receive exceptional recognition and influence, ensuring connections with consumers and partners who prioritize ethical practices.



## Project Package

### IDR 30,000,000



#### INCLUSION

- 1 x complete written interview feature
- 1 x in-depth editorial feature
- 50+ professional, detailed photographs
- 2 x 90-sec reels shared on our social media channels
- 6 x social media shares (posts & stories)
- Premium placement in The Punch List 2025
- Impactful PR & social media campaigns
- Extensive & strategic year-long communication
- Exclusive celebration at The Punch Awards Gala 2025

*\*Note: All our services transform into powerful marketing assets for your business, enhancing your brand's visibility and impact across various channels.*

## Participants' Testimonials

“Our Journey with the Punch Community has been transformative, offering us a platform to showcase our latest innovations. Audrey’s exceptional ability to deeply understand our processes and mission was evident in her clear and concise communication of our story. The invaluable documentation they provided has supported our communications, offering new collaborations and expanding our network.”

**Sara Howard, Kevala Ceramics**

“So much of what Terra does in terms of sustainability is behind the scenes: from our zero- waste manufacturing to our intensive six-step quality control process. The Punch Project has given us an opportunity to tell the entire story of cradle to delivery of our natural water filters. Their team didn’t just show up and take fantastic photos and video of our factory, they dedicated time with our team, asking questions and documenting every step of our process. Rarely is there a company so professional that we’d trust them to represent us completely through this journey.”

**Christine Manson, Terra Water Indonesia**

“The Punch serves as a valuable platform for businesses to showcase their journeys towards sustainability, inspiring others to follow suit. Through insightful interviews, these businesses share their transformation into regenerative brands. It’s a commendable effort where local businesses collaborate to improve Bali’s tourism scene. Our involvement in this initiative allows us to contribute to a more sustainable approach to business in the region. We’re grateful to play a role in this journey towards a more sustainable Bali.”

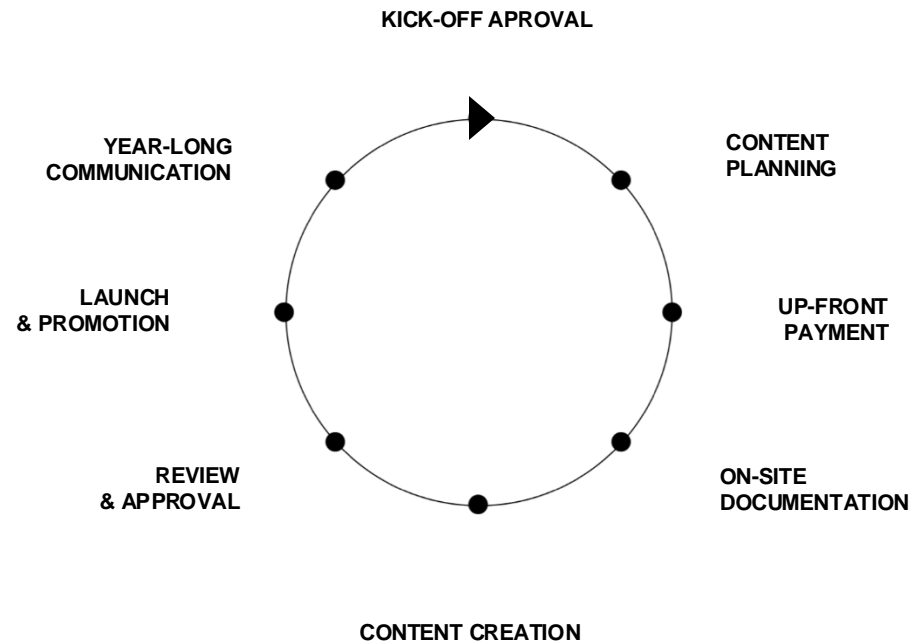
**Amanda Marsella, Potato Head**



# A Seamless Collaboration Process

## HOW IT WORKS

Collaborating with The Punch and being part of the Uncovered Bali Project is a streamlined process designed to deliver high-quality content while respecting your time and ensuring a seamless experience throughout a full year of communication and impact. From start to finish, you'll receive exceptional service, with every step carefully tailored to highlight your brand's unique story.





“The great challenge of the 21st century is to make sure that the beauty and the wonder of the world we live in are preserved.

And to do that, we need to tell stories that bring those wonders into people's lives.”

– David Attenborough



## Become Part of the Vision: Join Leading Companies already Partnering with Us

CONFIRM YOUR PARTICIPATION BY FEBRUARY 20, 2025

Seize this chance to be part of something truly special. Your business matters in this carefully chosen group, making your participation essential. Join esteemed participants before the February 20 deadline, be a driving force for change, and enjoy one year of promotion.



*La Brisa*

CHOP X ALUE  
Next Generation Micro Manufacturing



terra

Heveya®



hideout

Alive  
WHOLEFOODS

RIMMBA

BOKASHI

BATUKARANG

*Aperitif*



kevala  
made by hands



**BAKED.**

KOMANEKA  
Resorts