

FORM LAMPIRAN PENGAJUAN PROMO MATERIAL MARKETING

A. INFORMASI AJUAN PROMAT

JENIS AJUAN PROMAT ☒ NEW PROMAT ☐ REPEAT ORDER ☐ SPECIAL GIMMICK ☐ PROMAT EVENT / RTD

JENIS PROMAT ☐ INVENTARIS ☒ NON INVENTARIS

NAMA PROMAT : PULPEN MERSI

QUANTITY : 5000 pcs

MATERIAL PROMAT : ~~BOLDLINER~~ Parral Ballpoint Pen.

KETERANGAN : PULPEN UNTUK KEBUTUHAN EVENT 2026
ISI SEMIGEL HITAM

BUDGET PROMAT : BOLPEN MERSI (MKTJUP26-PR023) : Rp5.000.000 ✓
STICKER KECIL PRODUCT 4X4 (MKTJUP26-PR100) : Rp500.000 ✓
KALENDER MEJA (MKTJUP26-PR110) : Rp4.500.000 ✓

B. RENCANA PENGGUNAAN PROMAT

NO	NAMA PROMAT	QTY	KETERANGAN PENGGUNAAN	PERIODE
1	PULPEN MERSI	1,700	EVENT NASIONAL (TERLAMPIR)	Jul - Okt 2026
2	PULPEN MERSI	700	RTD & PP (TERLAMPIR)	Apr - Sep 2026
3	PULPEN MERSI	2,300	EVENT REGIONAL (TERLAMPIR)	May - Jul 2026
4	PULPEN MERSI	300	UP COUNTRY (TERLAMPIR)	May - Okt 2026
TOTAL		5,000		

C. INFORMASI STOCK PROMAT

PENGUNAAN PROMAT**

** isi dengan promat dengan type / jenis yang sama

NO	NAMA PROMAT	QTY STOCK AKHIR	QTY PENGGUNAAN	TOTAL	AVG	KETERANGAN
1				0	0	
2						
3						
4						
5						
6						
7						
8						
TOTAL		0	0	0		

ANALISA AJUAN

*diisi oleh Marketing Support

- Belum pernah adaajuan untuk gimmick serupa.
- Budget tercantum masih tersedia / belum digunakan.

Tanggal Pengajuan : 06-Apr-26

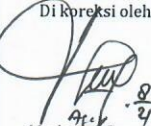
07 APR 2026

Diajukan oleh,

Product Executive

Mengetahui,

Product Manager

Di koreksi oleh,

Marketing Support

Mengetahui,

MMS

Menyetujui,

Marketing Director

ARTWORK DESIGN STANDARD PULPEN



PT. MERSIFARMA TIRMAKU MERCUSANA
DEPARTEMEN PACKAGING DEVELOPMENT

Date of use: 02/04/26
(DD-MM-YYYY)

PULPEN MERSI		
Dimension / size (Px L) - cm		
Material	Vernish	Quantity
Parral ballpoint pen	-	

Front Side			Back Side	Mersi Address
Type Font			Type Font	Type Font
Product Name	Tagline Font	Another Font	Another Font	Another Font
Bookman Old Style		-		
36.62 pt		-		

SKETCHES



0,7 cm

mersi
Good Quality Improves Life's Quality

3,1 cm

Handwritten signature and date 2/4/26

Not at scale - size in cm

Cut	Logo Front Side				Color Process	Offset Code	Material Code
	Sablon				PLP-150028-080524-06-1000	UN3PLP08001	
	Finishing: SABLON						
							
	1.6 x 0.4 cm (PxL)						

Release	Drawing by	Approved by
Date	2/4/26	
Signature	<i>[Signature]</i>	<i>[Signature]</i>
Name	ARY	

RINCIAN PLAN PENGGUNAAN PROMAT GIMMICK BOLPEN

NO.	JENIS KEGIATAN	KET	BULAN	FREKUENSI	ESTIMASI PESERTA	ESTIMASI QTY PULPEN
1	EVENT REGIONAL	MASTER CLASS ANXIETY	May-26	1x	300	300
2		ANXIETAS REGION SUMUT 2026	May-26	1x	300	300
3		AFPA 2026	May-26	1x	300	300
4		BATIK 2026	Jul-26	1x	300	300
5		SPENEX 2026	Jul-26	1x	300	300
6	EVENT NASIONAL	PINKAN 2026	Jul-26	1x	500	500
7	EVENT REGIONAL	JOGLOSEMAR 2026	Jul-26	1x	300	300
8		SYMPOSIUM GERIATRI	Aug-26	1x	300	300
9	EVENT NASIONAL	PIT PDSKJI 2026	Sep-26	1x	1,000	1,000
10	EVENT REGIONAL	PURE BANDUNG 2026	Oct-26	1x	200	200
11	EVENT NASIONAL	ARSAWAKOI	Oct-26	1x	200	200
12	RTD	RTD PE 1	Apr-Sept 2026	8x	80	80
13		RTD PE 2	Apr-Sept 2026	8x	80	80
14		RTD PE 3	Apr-Sept 2026	8x	80	80
15	PP	PP PE 1	Apr-Sept 2026	16x	150	150
16		PP PE 2	Apr-Sept 2026	16x	150	150
17		PP PE 3	Apr-Sept 2026	16x	160	160
18	UP COUNTRY	UC PE 1	Apr-Sept 2026	2x	100	100
19		UC PE 2	Apr-Sept 2026	2x	100	100
20		UC PE 3	Apr-Sept 2026	2x	100	100
	Grand Total				5,000	5,000