

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 : ROLLBANNER OLAPIN 85 x 200 cm

QUANTITY : 1 pcs

MATERIAL PROMAT :

KETERANGAN : DURATRANS UNTUK KEBUTUHAN EVENT DAN KEGIATAN MARKETING 2026

BUDGET PROMAT : ROLLBANNER OLAPIN (NEW PRODUCT) (MKTJUP26-PR072) : Rp300.000

B. RENCANA PENGGUNAAN PROMAT

NO	NAMA PROMAT	QTY	KETERANGAN PENGGUNAAN	PERIODE
1	DURATRANS OLAPIN 60 x 90 cm	1	EVENT JUPITER	2026
TOTAL		1		

C. INFORMASI STOCK PROMAT

PENGGUNAAN PROMAT**

** isi dengan promat dengan type / jenis yang sama

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

ANALISA AJUAN

*diisi oleh Marketing Support

- Promat inventaris produk baru.
- Budget tercantum belum pernah digunakan..

Tanggal Pengajuan : 27-Jul-26

Diajukan oleh,



Product Executive

Mengetahui,



Product Manager

Di koreksi oleh,



Marketing Support

Mengetahui,



MMS

Menyetujui,



Marketing Director

ARTWORK DESIGN STANDARD



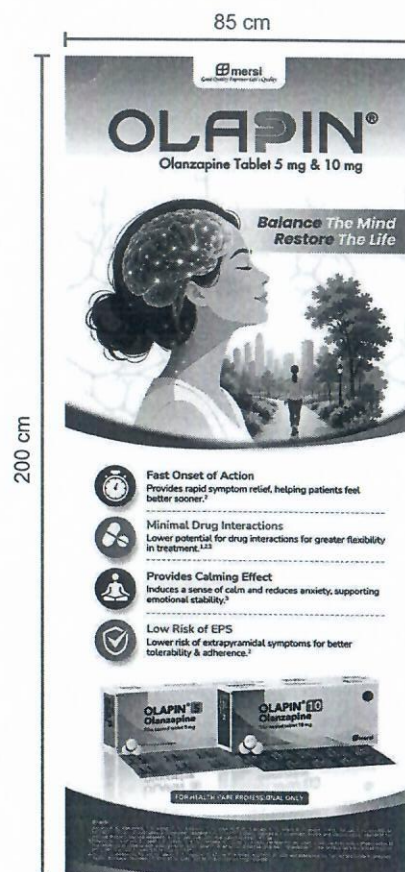
PT. MERSIFARMA TIRMAKU MERCUSANA
DEPARTEMEN BUSINESS DEVELOPMENT

Date of use: _____
(DD-MM-YYYY)

ROLL BANNER OLAPIN		
Dimension / size (PxL) 85 x 200 cm		
Material	Vernish	Quantity

Front Side		Back Side	Mersi Address
Type Font		Type Font	Type Font
Tagline Font	Another Font	Another Font	Another Font

SKETCHES



OK 23/10/24

25/7/24

Not at scale - size in cm

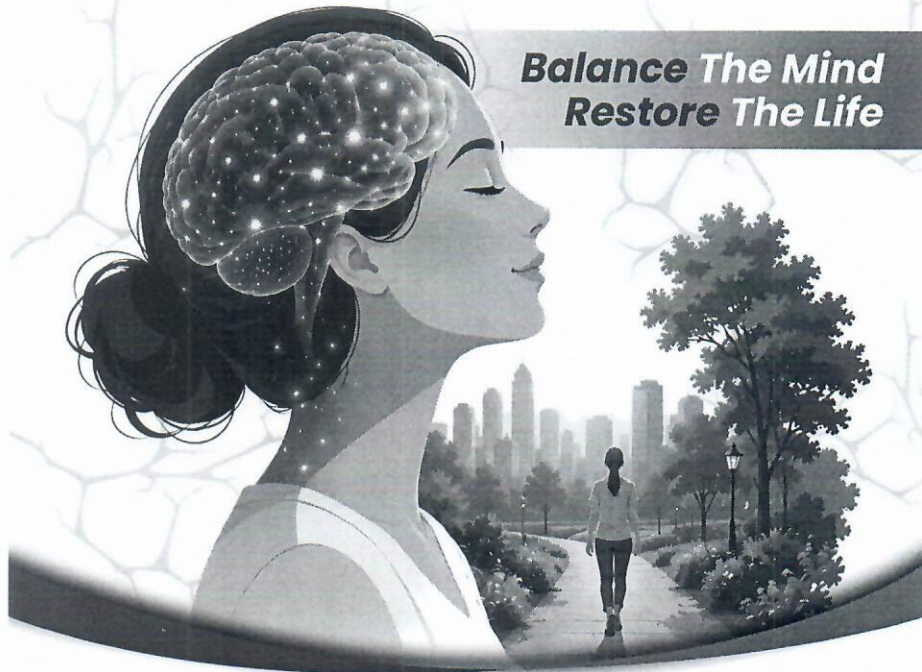
Logo Front Side	Logo Back Side	C: 79 M: 96 Y: 0 K: 0	C: 80 M: 18 Y: 46 K: 1	C: 95 M: 69 Y: 2 K: 0	C: 75 M: 68 Y: 67 K: 90	Color Process	Offset Code	Material Code
Finishing :								

Release	Drawing by	Approved by
Date	22/7/24	
Signature		
Name	Nabila	

OLAPIN[®]

Olanzapine Tablet 5 mg & 10 mg

**Balance The Mind
Restore The Life**



Fast Onset of Action

Provides rapid symptom relief, helping patients feel better sooner.²



Minimal Drug Interactions

Lower potential for drug interactions for greater flexibility in treatment.^{1,2,3}



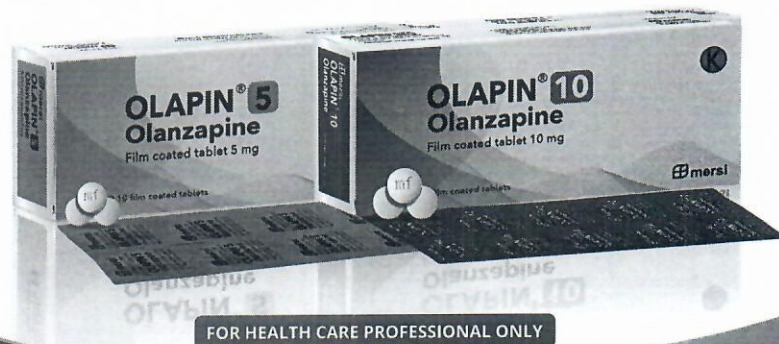
Provides Calming Effect

Induces a sense of calm and reduces anxiety, supporting emotional stability.³



Low Risk of EPS

Lower risk of extrapyramidal symptoms for better tolerability & adherence.²



FOR HEALTH CARE PROFESSIONAL ONLY

Sources:

1. Alotaibi, R. A., Alshahrani, S. S., Alharbi, A. M., Alqahtani, D. F., Alharthi, A. M., Alsabaie, A. T., Haywal, R. H., Alshehri, A. A., Alawad, F. H., Alhodibi, M. H. (2024). Efficacy of Olanzapine in Enhancing Cognitive Functions in Psychiatric Disorders: A Systematic Review and Meta-analysis. *Journal of Advanced Trends in Medical Research*, 11(2), p. 388-394. DOI: 10.4103/ATMR.ATMR.183.24
2. Pouskerek, J., Melting, C., Oertig, S., Galani, B., & van Veymen, B. (2004). Open study evaluating the onset of antipsychotic action of olanzapine in the treatment of patients with schizophrenia: schizophreniaform of schizo-affective disorder. *International Journal of Psychiatry in Clinical Practice*, 8(4), 199-204. DOI: 10.1080/13651500410005667
3. Wright, P., Meehan, K., Birkett, M., David, S. R., Taylor, C. C., Morris, P., & Breier, A. (2002). Smooth and safe transition from intramuscular to oral olanzapine. *European Psychiatry*, 17(5), 104s-104s. DOI: 10.1016/S0924-6460(02)30468-0