

# 2025 Q2 AGENCY CREDENTIAL

**epilog.** | [WWW.EPILOGCREATIVE.COM](http://WWW.EPILOGCREATIVE.COM)



THIS MATERIAL IS FOR THE INTENDED RECIPIENT(S) ONLY AND MAY CONTAIN CONFIDENTIAL INFORMATION. UNAUTHORIZED USE OR SHARING IS STRICTLY PROHIBITED. © EPILOG CREATIVE, 2024.

# ABOUT EPILOG

At Epilog, we're not just another digital agency—we're a unique blend of creative visionaries and data-driven strategists, united by a shared obsession with pushing the boundaries of storytelling. Our team believes that the best ideas happen when bold creativity is guided by insights and analytics, crafting content that not only looks good but delivers real impact.

## **Our Approach**

We thrive on experimentation and innovation. Whether it's diving into the latest social media trends, exploring new formats, or testing unconventional ideas, we're always eager to try something new. We're driven by the challenge of finding fresh, unexpected ways to tell stories that resonate and engage.

## **Creative Meets Data**

Our creative process is grounded in data. We analyze audience behavior, leverage predictive insights, and tap into cultural trends to guide our ideas. This combination of creativity and strategic thinking allows us to develop content that's not just visually appealing but also relevant and effective.

## **Why It Works**

We're constantly exploring, experimenting, and iterating. This curiosity fuels our campaigns, making each one an opportunity to connect with audiences in innovative ways. By blending creativity with data, we deliver content that's engaging, memorable, and impactful—stories that people want to share and remember.





# INTRODUCTION

Epilog Creative is a digital agency focused on crafting stories that inspire and connect.

We combine creativity with strategy to deliver impactful content across social media, digital platforms, and AI-driven channels.

With a strong foundation in storytelling, we help brands build lasting relationships and drive engagement through authentic, context-driven narratives.

At Epilog, we believe that every brand has a story worth telling—and we're here to make it unforgettable in the digital world.

**EPILOG | [WWW.EPILOGCREATIVE.COM](http://WWW.EPILOGCREATIVE.COM)**





# CREATING ENGAGING CONTENT AND DELIVERING DATA DRIVEN MARKETING SOLUTIONS.

01

## SOCIAL MEDIA MARKETING

End-to-end management of your social media channels, covering content creation, community engagement, influencer collaborations, and targeted ads. We ensure your brand thrives on Instagram, TikTok, LinkedIn, and Facebook, maximizing reach and engagement.

02

## CONTENT PRODUCTION

Producing high-quality, storytelling-driven content—videos, graphics, and copy—that captures attention and engages audiences across digital channels.

03

## CREATIVE STRATEGY

Designing and executing strategic, data-backed campaigns that drive brand awareness, engagement, and conversions across multiple digital platforms.

04

## AI SOLUTIONS/ MARTECH INTEGRATION

Utilizing AI and marketing automation, we develop custom chatbots, predictive analytics, and personalized marketing tools. By integrating with your client database, we enhance user experience, streamline processes, and deliver tailored messaging, optimizing every stage of the customer journey.

05

## SKILLSAVVY COMMUNITY AND TRAINING

Offering knowledge-sharing and training through the SkillSavvy platform, with webinars, on-demand classes, and corporate workshops led by industry experts.

06

## DATA ANALYTICS AND INSIGHTS

Delivering in-depth analysis on brand performance, audience behavior, and campaign effectiveness, empowering brands to make data-driven decisions and optimize digital strategies for maximum impact.



# OUR FAMILY

To achieve growth and progress, it is important to analyze data and gain insights into your business. Proper allocation of resources and budgeting is also essential to keep your business on the right track. Regularly monitoring and evaluating your company's performance will help identify areas for improvement and track progress towards your goals.

## epilog.

**Epilog Creative is a digital agency focused on crafting stories that inspire and connect.**

We combine creativity with strategy to deliver impactful content across social media, digital platforms, and AI-driven channels.

With a strong foundation in storytelling, we help brands build lasting relationships and drive engagement through authentic, context-driven narratives.

At Epilog, we believe that every brand has a story worth telling—and we're here to make it unforgettable in the digital world.

## Skill Savvy.

**SkillSavvy is our dynamic community platform, designed to empower marketers with the latest industry knowledge and practical skills.**

It's a hub for education, offering webinars, on-demand classes, and training sessions led by experts, helping marketing professionals stay ahead of digital trends and enhance their craft.



# LEADERSHIP TEAM

Our leadership team brings together a diverse mix of strategic thinkers, creative visionaries, and industry experts. They guide Epilog with a shared passion for storytelling, a deep understanding of digital landscapes, and a commitment to driving impactful results for our clients. Together, they lead our talented team in delivering innovative solutions and building strong, lasting brand connections.



Abi holds a Communication degree from Universitas Indonesia and an MBA from Institut Teknologi Bandung. With 10 years of experience in marketing and tech, including a stint at Shopee, he’s a strategy and data enthusiast with a passion for AI. He’s worked with brands like L’Oréal, Reckitt Benckiser, Allianz, and multiple startups. Outside of work, Abi enjoys running, reading, and exploring new tech trends.

**ABI MANGKU NAGARI**  
PARTNER – STRATEGY & FINANCE  
DIRECTOR



Dey graduated from Universitas Indonesia with a background in Communication Studies. She has extensive experience in agency and creative writing, including work with L’Oréal. Dey is driven by a passion for crafting impactful stories that resonate with audiences. She’s also an avid runner and loves discovering new music.

**DEY FITRIA**  
PARTNER – CREATIVE  
DIRECTOR



Yasmin, a key member of Epilog since its early days, has a strong background in account management and operations, shaped by her experience at BCA and several tech startups. Her expertise lies in understanding client needs, building long-lasting relationships, and translating strategic goals into actionable plans. Yasmin’s focus on seamless project execution and her commitment to client satisfaction have been instrumental in maintaining high service standards across all accounts.

**LUQYANA YASMIN**  
PARTNER –ACCOUNT  
DIRECTOR



# OUR GUIDING PRINCIPLES

At Epilog, we believe that strong principles are the foundation of our success. These core values are more than just statements—they are embedded in our culture and guide every decision we make. We've put clear principles in place for every team member to learn and embody, ensuring a consistent approach across all projects and client interactions.



## HUMAN CENTERED STORYTELLING

We prioritize understanding people first—our clients, their audiences, and the communities they serve. By focusing on authentic narratives, we create content that resonates emotionally and builds lasting connections.

## CREATIVITY WITH IMPACT

We believe creativity should serve a purpose. Every idea, campaign, and strategy is crafted to deliver measurable results, ensuring that our work not only looks great but drives tangible value for our clients.

## RELENTLESS EXPERIMENT

We are obsessed with trying new things. At Epilog, we believe the best ideas come from pushing boundaries and embracing curiosity. We continuously test, learn, and iterate, using data-driven insights to refine our approach and deliver innovative solutions that keep our clients ahead of the curve.

# OUR METHOD

In a world where creativity alone is no longer enough, every move we make is backed by data-driven insights to ensure strategies are grounded in reality. At Epilog, we pair this analytical approach with a human-centered focus, using authentic storytelling to create deeper connections with audiences.

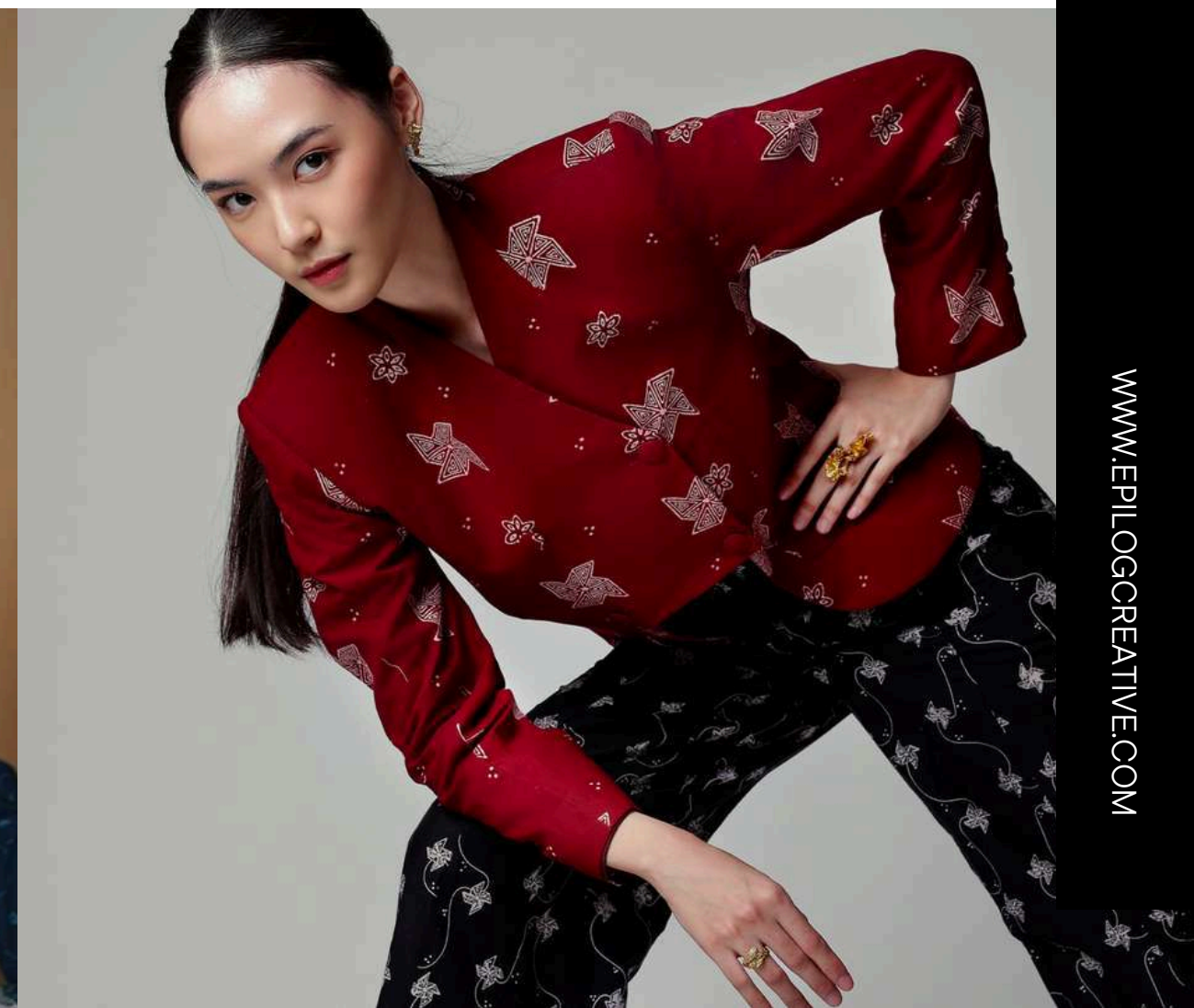
Our agile methods, supported by real-time monitoring, allow us to adapt quickly, ensuring we stay responsive and effective in a constantly evolving digital landscape.





# OUR BELIEF: BIG STORIES, MICRO CONTENT

At Epilog, we believe that **impactful storytelling goes beyond just big ideas**. In today's scattered digital landscape, **micro-content tailored to diverse touchpoints is essential**. By pairing compelling narratives with strategic, bite-sized content, we help brands connect meaningfully with their audiences across various platforms, ensuring consistency and engagement no matter where the story is told.





# POWERING GROWTH WITH AI-DRIVEN SOLUTIONS

In 2024, Epilog has expanded its service offerings to include cutting-edge AI and automation solutions, empowering our clients to stay ahead in the evolving digital landscape.

**We've integrated three key new capabilities:**

## AI-Powered Marketing Automation

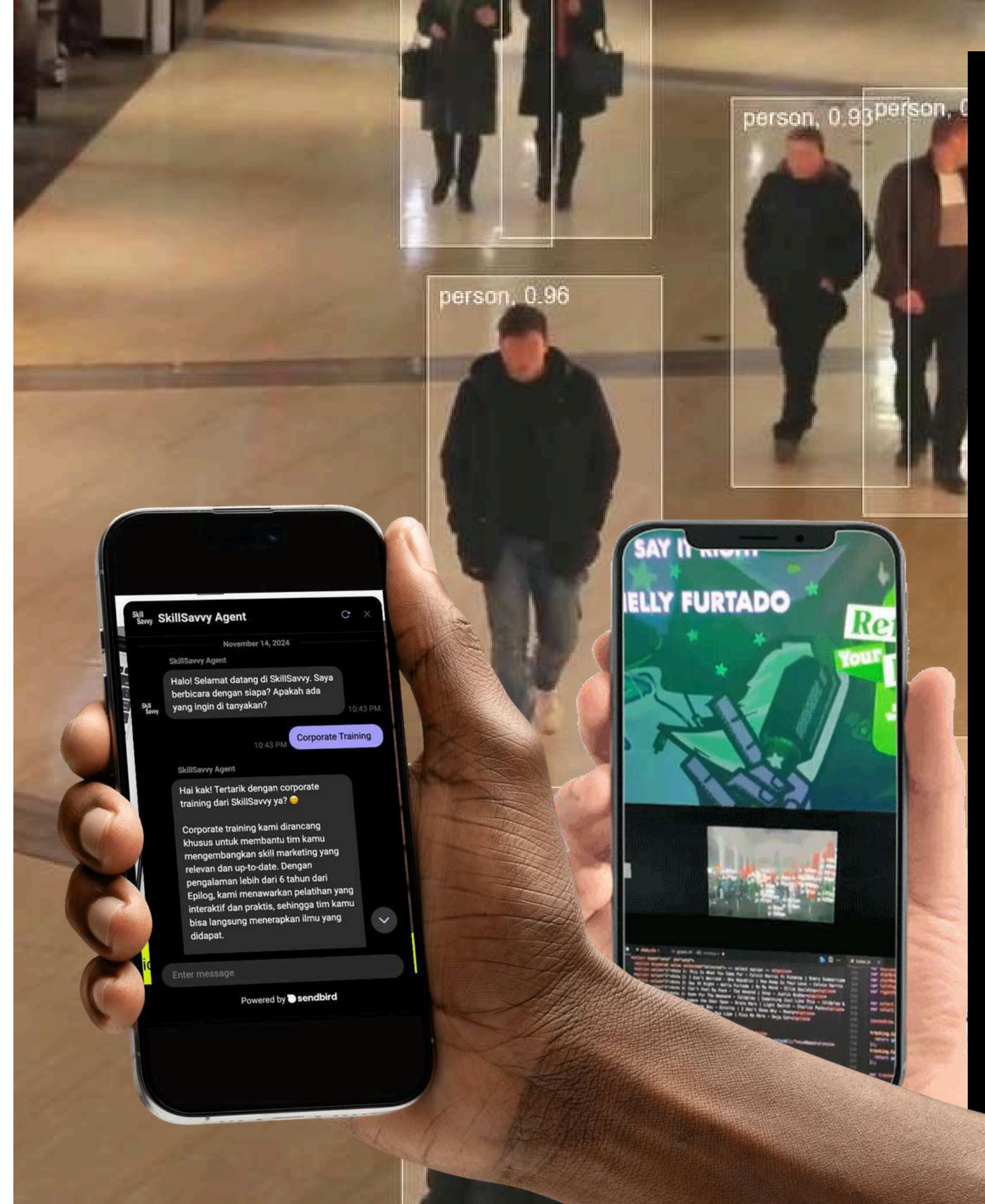
We now offer comprehensive marketing automation services, leveraging AI to optimize client databases, automate personalized messaging, and enhance customer engagement across all touchpoints. This approach ensures efficient, data-driven marketing that delivers tailored experiences at scale.

## Custom AI Solutions

Our expanded AI capabilities include the development of custom chatbots, predictive analytics, and advanced MarTech integrations. These tools streamline operations, improve user experiences, and provide actionable insights, helping brands make smarter, faster decisions.

## Computer Vision Technology

We've introduced computer vision services, enabling innovative applications such as image recognition, product tagging, and enhanced content analysis. This new offering allows clients to gain deeper insights from visual data and create more engaging, visually-driven campaigns.





# OUR CLIENTS: BRANDS WE'VE HELPED SHARE THEIR STORY



RIAMIRANDA



JERGENS®



believe®

C&F



HOYA



POLYTRON

Raine  
beauty

ERHA  
DERMATOLOGY



Bioré  
GUARD

# OUR TECH STACK: TOOLS THAT DRIVE RESULTS





# SKILLSAVVY ECOSYSTEM: ACCESS TO 1,500+ MARKETING EXPERTS

Through our SkillSavvy platform, Epilog taps into a diverse network of over 1,500 industry experts. This expansive ecosystem allows us to source specialized talent quickly, from marketing consultants and content creators to developers and creative strategists. Whether it's a niche project or a broad campaign, we have the resources to fulfill any client request with the right expertise, ensuring high-quality, tailored solutions every time.

JOIN SKILLSAVVY





# SELECTED PORTFOLIO



A silhouette of a person running is centered in the background against a sunset sky with warm orange and yellow tones. The person is wearing a headband and has their hair tied back. Large, bold, white text is overlaid on the image.

# BAYER: CDR

# CASE STUDY: CDR — KUAT MENUJU KEMENANGAN

CLIENT:  
BAYER INDONESIA

## Challenge

CDR faced declining brand relevance and reduced visibility across key consumer touchpoints. In Q1 2024, CDR's market share dropped by 2.3 pts, and brand penetration declined from 68% in 2022 to 54% in 2024. With strength often associated solely with muscles, CDR needed to reposition bone health as an essential foundation of physical strength—especially during a culturally significant period like Ramadan.

## Approach

### Strategic Cultural Relevance:

We reframed the concept of strength—beyond muscles—through the Ramadan campaign Kuat Menuju Kemenangan (Be Strong for Victory), leveraging Ramadan as a cultural moment when strength is tested spiritually, physically, and emotionally.

### Health Icon Partnership:

We partnered with Indonesia's iconic fitness figure, Ade Rai, to educate audiences about the importance of bone health. His trusted voice (1M+ followers, 90%+ positive sentiment) helped amplify the campaign's credibility and relatability.

### Content Direction Shift:

We adopted a more story-driven, humorous, and casual content tone to connect with everyday experiences of Indonesian Muslims. Content was optimized for relevance across platforms like Instagram, TikTok, and YouTube, especially around iftar moments.

### KOL & Influencer Activation:

We collaborated with 50+ digital influencers who shared their #CDRsaatBerbuka moments and promoted the CDR Bone Check across Jakarta, Surabaya, and Bandung.

### Retail Execution & Conversion Strategy:

The campaign featured 1,330+ festive in-store displays, 1000 Nutritional House implementations, and collaborations with Guardian and Alfagift for tailored conversion programs including offline bone checks, promotions, and online bundling.

## Results

### Massive Reach:

- 38M+ media reach
- 318M+ impressions (exceeded targets)

### Bone Check Impact:

- 50K+ people reached
- 27K bone checks conducted

### Retail Growth:

- Sell-out: +16% (GT), +38% (MT)
- Guardian daily offtake up 13x vs. average
- General trade outlet coverage up 18.3% YoY
- Transactions up 17% YoY

### Long-Term Partnership Opportunities:

Guardian expressed interest in continued collaboration following strong conversion outcomes and high consumer response.





MENGAPA MENJAGA  
KEKUATAN TULANG PENTING  
SELAMA BULAN RAMADAN ?



**We created a series of social-first content with Ade Rai beyond the hero video—designed to create a ripple effect across both his personal channel and CDR’s owned platforms.**

These bite-sized, relatable, and platform-optimized assets allowed the campaign message to show up consistently in different formats and touchpoints, reinforcing the core narrative and extending reach through authentic, everyday conversations around bone strength and Ramadan resilience.





# BANK SYARIAH INDONESIA





# CASE STUDY: BSI SOCIAL MEDIA (@LIFEWITHBSI)

CLIENT:  
BANK SYARIAH INDONESIA

## Challenge

Bank Syariah Indonesia (BSI) aimed to increase its presence and engagement on social media, targeting a younger audience segment (Millennials and Gen-Z). The objective was to become a leading player in the competitive banking industry's social media landscape while boosting brand awareness and community engagement.

## Approach

- **Content Optimization and Strategy:** We developed a youthful, relatable content strategy focused on trending topics, cultural relevance, and everyday scenarios that resonate with the target audience.
- **AI-Driven Data Analysis:** Leveraging AI tools, we conducted in-depth data analysis, including keyword analysis, context mapping, and pattern recognition. This helped us identify high-engagement themes and optimize content effectively.
- **Enhanced Ad Targeting:** Using AI insights, we refined our ad strategy to target the most responsive audience segments. We implemented a data-backed approach to increase follower acquisition and maximize ad performance.
- **Interactive Campaigns:** We launched engaging campaigns, including gamification during Ramadan 2023, to attract users and incentivize participation, further boosting engagement.

## Results

- **Industry-Leading Growth:** BSI achieved one of the fastest social media growth rates within the banking industry, becoming the #2 largest social media channel among all Indonesian banks.
- **Follower Acquisition:** Our targeted ad strategy, driven by AI data analysis and contextual insights, significantly boosted follower growth, attracting a high-quality, engaged audience.
- **Increased Engagement:** The content resonated well with the younger demographic, leading to a 15% increase in social media engagement.
- **High Campaign Success:** The Ramadan HTML5 game attracted over 13,000 players with a 97% completion rate, further solidifying BSI's presence and appeal to the younger audience.



# DISCOVERY PROCESS: DATA-DRIVEN CONTENT OPTIMIZATION

## Content Performance Analysis:

We began by examining historical performance data across BSI’s social media channels. Using advanced analytics, we identified top-performing content types, formats, and themes that resonated most with the target audience.

This helped us understand what content was driving engagement and where there were gaps.

## AI-Powered Keyword and Contextual Analysis:

To enhance our content relevance, we employed AI-driven tools for keyword analysis, sentiment detection, and context mapping. By analyzing user comments, trending hashtags, and search behavior, we uncovered unique patterns and preferences.

This allowed us to pinpoint specific keywords and phrases that align with the interests of Millennials and Gen-Z, ensuring that each post was tailored for maximum impact.

## Social Listening and Community Feedback:

We complemented our data analysis with social listening, paying close attention to audience conversations, trending topics, and cultural moments.

This qualitative feedback provided us with deeper insights into the emotional drivers behind audience engagement, helping us craft content that was both relatable and timely.

## Identifying Content Themes and Unique Patterns:


Using the insights gathered, we detected unique patterns in the context of high-engagement content. We found that content related to everyday life scenarios, humor, and cultural trends performed exceptionally well.

By tapping into these themes, we could consistently create relatable and authentic content tailored for BSI’s target demographics.

## Outcome:

This discovery process allowed us to refine BSI’s content strategy with a data-backed approach, resulting in increased engagement, stronger audience connections, and a notable rise in brand awareness across social media platforms.

# CONTENT BREAKDOWN: OPTIMIZING BSI SOCIAL MEDIA



**BSI** BANK SYARIAH INDONESIA

Ingin rasanya bersama dalam ikatan halal, namun kenyataan terhalang kesiapan financial...

PT Bank Syariah Indonesia Tbk berizin dan diawasi oleh Otoritas Jasa Keuangan dan Bank Indonesia serta merupakan Peserta Penjaminan LPS

**lifewithbsi**

"Bukannya gak mau segera menghalalkan, tapi kondisi finansial yang jadi hambatan..." 🙄

Stop pesimisnya, follow @lifewithbsi & resapi postingan ini sampai akhir.

Percayalah, selama kita terus berusaha, impian untuk menikah Insya Allah akan terwujud!

#LifeWithBSI

15w See translation

**a\_lathif99** Kalau pinjaman utk usaha ada gak min

15w Reply

View replies (1)

**nahgita\_slavinah** caranya gmn kak?

15w Reply See translation

View replies (1)

**idhonrgr** Ssya Ingin bangun Rumah terkendala biaya, ada solusi?

12w Reply See translation

View replies (1)

**kailaazahramaharani** Caranya gmn min?

14w Reply See translation

View replies (1)

**baskororicki** Ini kan terhalang finansial kalo terhalang restu orang tua tu gimana cara nya,bsi punya produk investasi gak ya

15w Reply See translation

View replies (1)

Liked by deyfitria and 68,863 others

Add a comment... Post

### A/B Testing Approach:

- Imagery Variations: Tested heartfelt, product-driven, and context-specific visuals to find the most engaging style.
- Messaging Iterations: Tried empathy-driven, solution-focused, and varied CTAs to maximize interaction.
- Data Analysis: Leveraged AI tools to identify top-performing content based on engagement metrics.

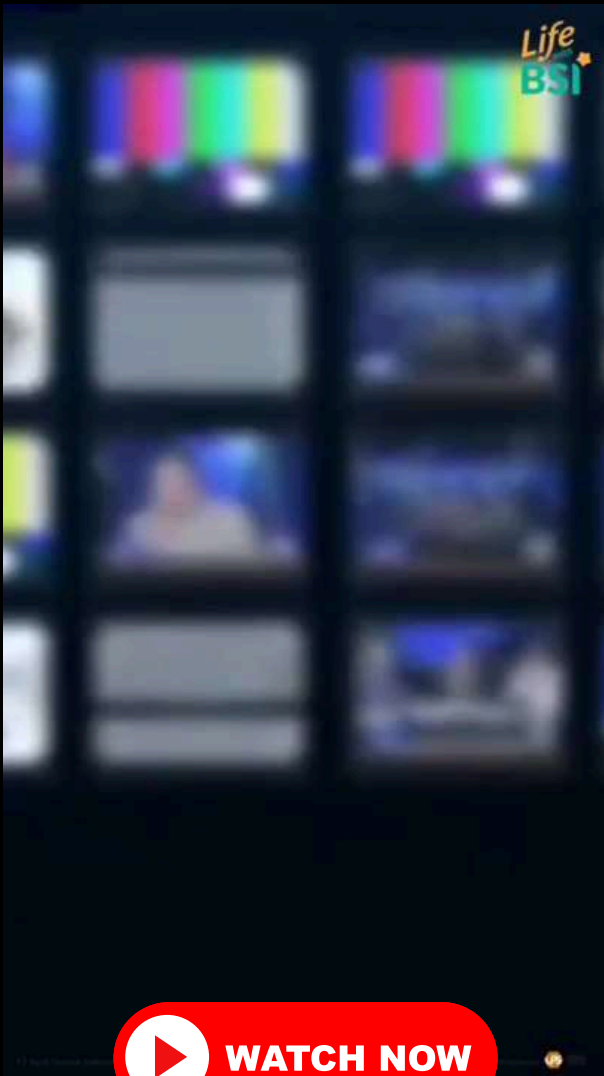
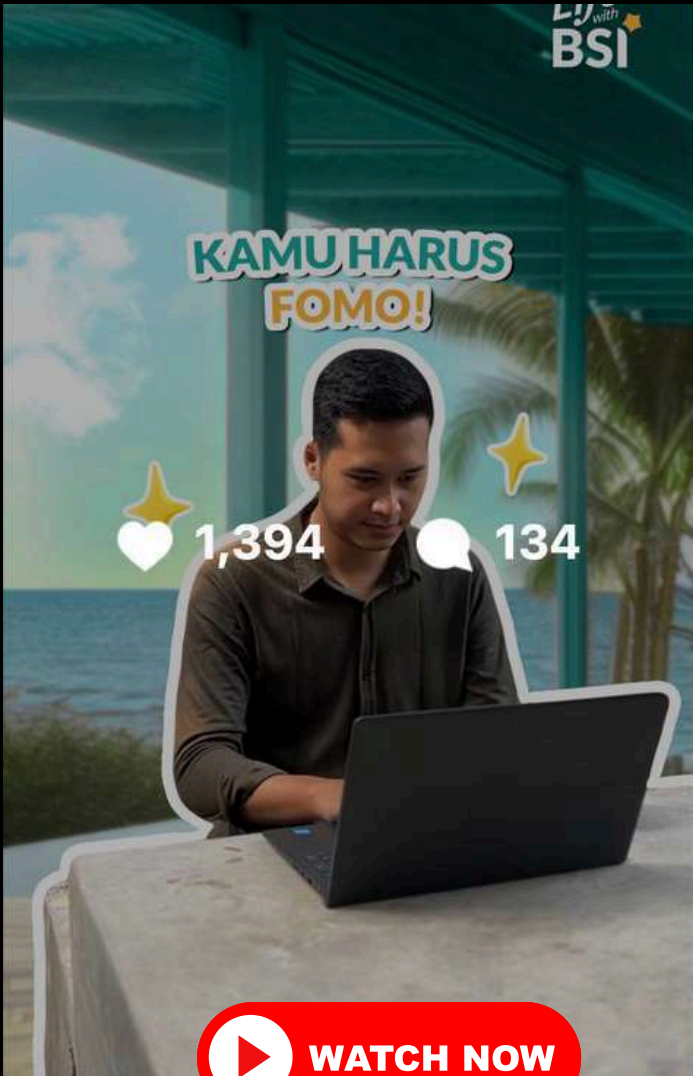
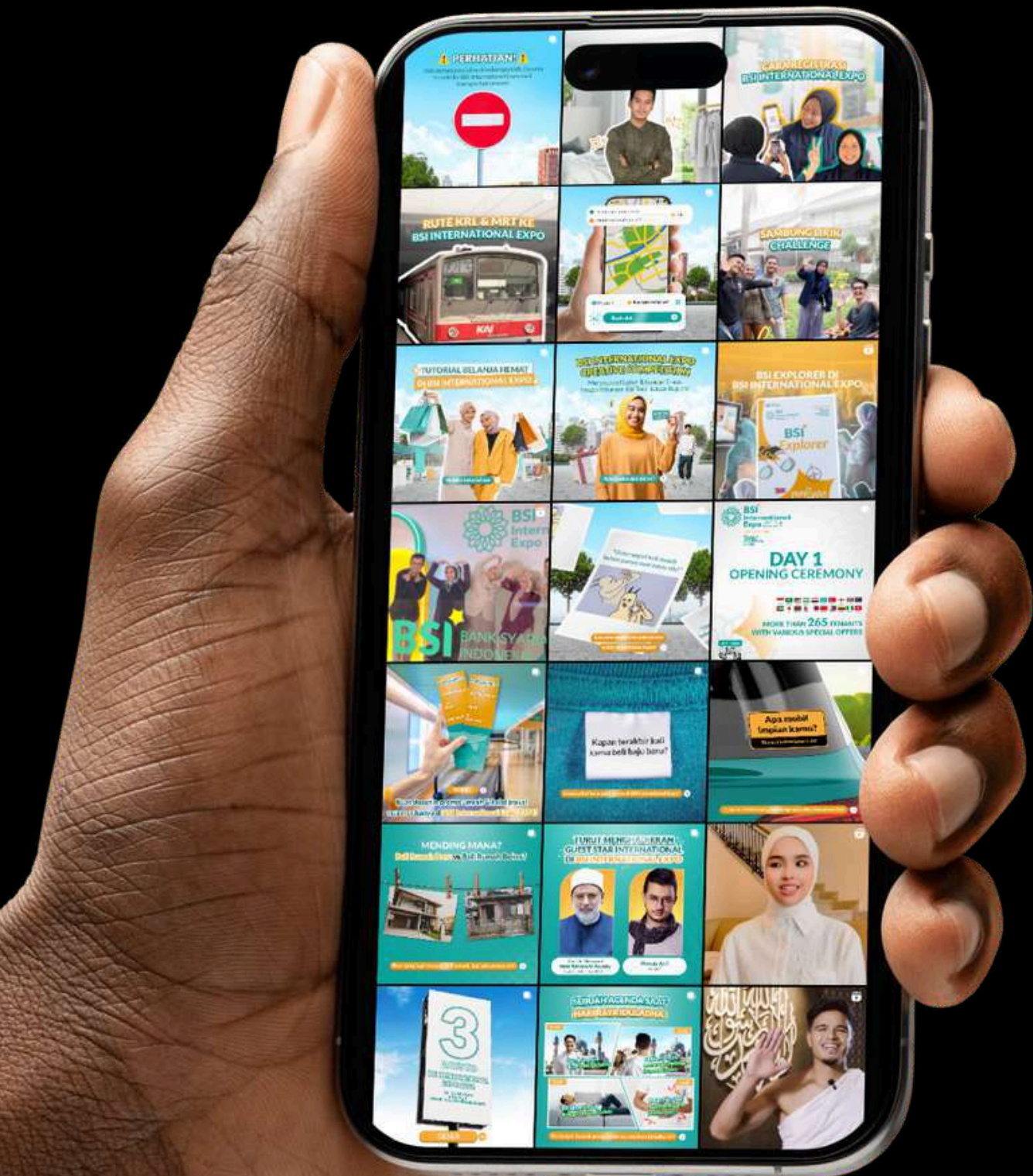
### RESULTS:

- High Engagement: Featured post achieved over 68,000 likes and significant audience interaction.
- Effective Targeting: Empathy-driven content resonated best, leading to consistent engagement boosts.
- Optimized Strategy: Insights guided content refinement, improving overall campaign performance.

"Empathy-driven content combined with data-backed targeting drives deeper audience connection."



# CREATIVE: BANK SYARIAH INDONESIA





# CASE STUDY: DIGITAL PUSH FOR #CARAEMAS GADAI EMAS CAMPAIGN

## Objective:

Boost awareness and engagement for BSI's Gadai Emas service through TikTok and Instagram, utilizing influencer marketing and organic content strategies.

### 1. Approach:

- **Platform Focus:** Prioritized TikTok and Instagram for maximum visibility and engagement.
- **Influencer Collaboration:** Partnered with Mas Adam for authentic, educational content that resonates with financial-savvy audiences.

### 2. Creative Strategy:

- **Golden Visual Theme:** Consistent golden accents across Reels and TikToks to symbolize value and align with the gold pawning theme.
- **Organic Content Feel:** Focused on user-generated style posts, making the campaign feel natural and trustworthy.

### 3. TikTok Execution:

- **Trend Hijacking:** Leveraged popular finance and investment trends with the hashtag #CaraEmas.
- **Educational Videos:** Mas Adam shared simple, engaging videos about the benefits of Gadai Emas, incorporating tips and storytelling.

### 4. Instagram Execution:

- **Reels & Stories Focus:** Created a series of Reels featuring quick tips and testimonials from Mas Adam, paired with interactive Stories (polls, Q&A).
- **Influencer Integration:** Involved micro-influencers in the finance space to share personal stories and experiences using BSI's Gadai Emas service.

### 5. Results:

- **High Engagement:** TikTok videos reached 2.5 million views, with strong engagement from the target audience.
- **Boosted Awareness:** Instagram Reels showed a 35% higher engagement rate, driving increased inquiries.
- **Increased Conversions:** 20% uplift in inquiries for the Gadai Emas service across both platforms.



▶ 127K



♥ 1,566 💬 84

Penasaran ya?





**BELIEVE UK X EPILOG:**

**AMPLIFYING NOVO  
AMOR'S MUSIC THROUGH  
INDONESIAN TIKTOK  
CREATORS &  
STORYTELLING CONTENT**



# CASE STUDY: NOVO AMOR TIKTOK INFLUENCER CAMPAIGN

CLIENT:  
BELIEVE UK

## Challenge

Novo Amor was seeing strong organic traction in Indonesia, prompting Believe, the world’s largest music aggregator, to explore ways to amplify his presence further. From their UK office, Believe sought Epilog’s expertise to boost Novo Amor’s visibility in Indonesia by tapping into TikTok’s highly engaged creator ecosystem.

The challenge was to strategically position Novo Amor’s music within Indonesia’s digital culture, ensuring that "Anchor" became an organic soundtrack for relatable, heartfelt, and cinematic storytelling content—a format that resonates deeply with Indonesian audiences.

## Approach

- **Strategic KOL Selection** – Partnered with 9 Indonesian TikTok influencers who are known for heartfelt storytelling, nature cinematography, and deeply personal content.
- **Cinematic & Storytelling Content Focus** – Instead of using trends or forced challenges, we encouraged influencers to create highly relatable, emotional narratives using Novo Amor’s music as the soundtrack.
- **Content Optimization for Maximum Engagement**
  - Ensured influencers used the native TikTok music feature for better discoverability.
  - Encouraged a UGC-driven approach, prompting audiences to share their own moments with the song.

## Results

### 📈 Strong Engagement Performance:

- 9 KOLs posted content
- 3,809,966 total views
- 9.79% average engagement rate
- Increase song insert to tiktok placement by 30%

### 🔥 Top-Performing Placement:

- @suarasoares’ content hit FYP, achieving 187K+ views with a 13.85% engagement rate, showing strong organic reach.

### 💰 Cost Efficiency:

- CPV (Cost Per View) at Rp107, proving an optimized balance between reach and engagement.

## Key Learnings & Recommendations

- **✅ Authentic storytelling works best** – Content that resonated emotionally performed significantly better than forced trends.
- **✅ High Engagement = Deeper Audience Connection** – The 9.79% ER confirms that Indonesian audiences respond well to immersive, music-driven storytelling.
- **✅ Boosting high-performing content can extend reach** – Future campaigns should consider paid amplification of top-performing posts.
- **✅ Encouraging UGC will drive further virality** – Adding calls to action for user-generated content can create a larger cultural movement around Novo Amor’s music.



# KEY INSIGHT

**BY STRATEGICALLY PARTNERING WITH  
INDONESIAN STORYTELLING CREATORS,  
WE SUCCESSFULLY HELPED NOVO  
AMOR'S MUSIC BECOME A DEEPLY  
PERSONAL SOUNDTRACK FOR  
AUDIENCES, REINFORCING HIS BRAND'S  
EMOTIONAL AND CINEMATIC ESSENCE.**



# PLACEMENT OUTPUT





A smiling woman with long brown hair, wearing a white long-sleeved shirt and a green apron with a cartoon animal design, is holding a young girl with pigtails. They are in a modern kitchen with white cabinets, a wooden countertop, and a stainless steel oven. The woman is leaning against the oven, and the girl is hugging her from behind. The background shows a sink and a gas stove.

# SUSU ZEE SOCIAL MEDIA



# CASE STUDY: SUSU ZEE SOCIAL MEDIA

## Objective

Susu Zee aimed to boost brand awareness and engage with parents and children through a vibrant social media strategy, focusing on educational content, relatable storytelling, and interactive campaigns. The goal was to position Susu Zee as a trusted choice for growing kids.

## Approach

1. Multi-Platform Strategy: We managed Susu Zee's Instagram, focusing on dynamic and visually engaging content tailored for both parents and kids. The strategy included a mix of educational posts, fun facts, product highlights, and interactive stories.
2. Educational and Fun Content: We developed a content series that combined educational information with fun, relatable visuals:
  - Myth vs. Fact: A series debunking common myths about milk, engaging parents with informative yet entertaining content.
  - Kid-Friendly Tips: Practical tips for parents, such as when to give milk and how it supports bone growth, presented in a playful format to appeal to both moms and kids.
3. Interactive Campaigns: To create a more engaging experience, we launched various interactive elements:
  - Polls and Quizzes: These features were designed to involve parents and kids, asking fun questions related to milk and nutrition.
  - Video Content: Short, energetic videos showcasing fun exercises and activities for kids, incorporating Susu Zee as part of a healthy lifestyle.
4. Community Engagement: We featured real customer stories, highlighting how Susu Zee fits into daily routines. This helped humanize the brand and build a stronger emotional connection with the audience.

## Results

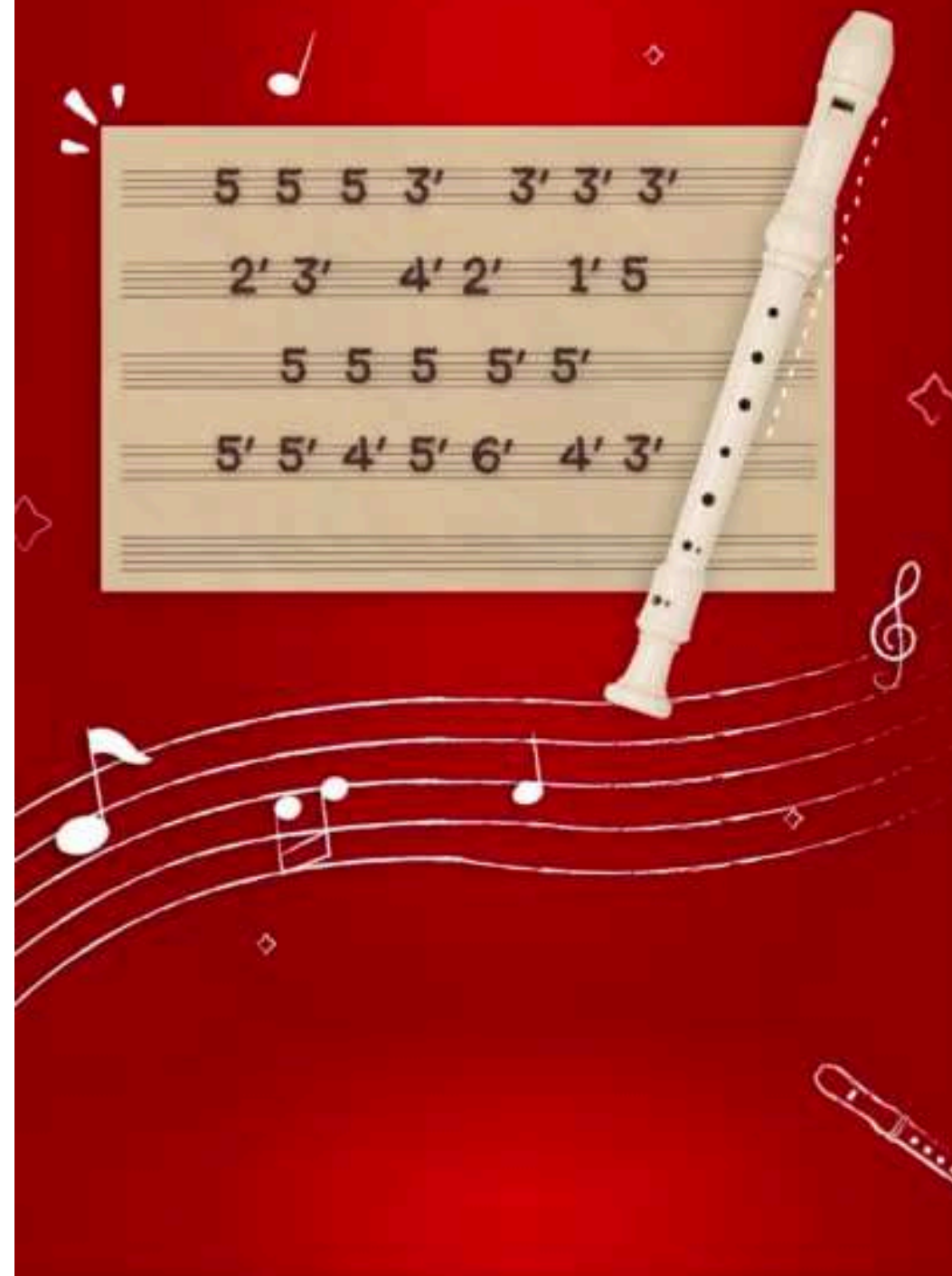
- Increased Engagement: The diverse content approach led to a 40% increase in engagement rates across all posts.
- Boost in Brand Awareness: The interactive campaigns and relatable storytelling resulted in a significant rise in brand visibility, with a reach of over 2 million impressions.
- Positive Audience Feedback: The educational yet fun content received positive responses from both parents and children, making Susu Zee a preferred choice for many families.

## Key Insight

By combining educational content with fun, interactive elements and focusing on storytelling, we effectively captured the attention of both kids and parents, positioning Susu Zee as a trusted, family-friendly brand.



**Tebak Judul Lagu Ini, Yuk**



# Meida

Mitos Atau Fakta

## Minum Susu Sebelum Tidur, Baik untuk Kesehatan Tulang



## Kapan Biasanya Moms Ajak Si Kecil untuk Olahraga?



## Si Kecil Lebih Suka Susu Coklat atau Vanilla?





Nutritious Milk



Memang Beda Tingginya



Mitos

Atau

Fakta

Minum Susu Sebelum Tidur,  
Baik untuk Kesehatan Tulang



geser ke kiri

Nutritious Milk



Memang Beda Tingginya



Apa Produk yang Moms Pilih  
untuk Si Kecil?





Fakta

Susu mengandung protein, vitamin D,  
dan kalsium yang penting untuk  
memperbarui jaringan tulang dan otot.



Siapkan Segelas Susu Zee  
untuk Si Kecil Sebelum Tidur.



A photograph of three women standing in front of a large, glowing circular light source. They are wearing black leather clothing. The woman in the center has long dark hair with bangs. The woman on the left is looking towards the center. The woman on the right has her hair in a bun and is looking down. The text is overlaid in the center of the image.

# **A VICENNA BY C&F CRAFTING STORYDRIVEN CONTENT FOR PERFUME MARKETING**



# AVICENNA BY C&F CRAFTING STORYDRIVEN CONTENT FOR PERFUME MARKETING

## Objective

Avicenna, a premium perfume brand by C&F, aimed to build a deeper connection with its audience and enhance brand engagement. The challenge was to convey the essence of the perfume—an experience that can't be directly shared digitally—through compelling storytelling and narrative-driven content.

## Approach

**Experience-First Storytelling:** We crafted a unique narrative for each Avicenna product, focusing on the emotions, moments, and sensory experiences that each fragrance evokes. Instead of simply showcasing the product, we told a story around it, helping the audience imagine the scent through vivid descriptions and relatable scenarios.

**Sensory Descriptions and Wordplay:** To compensate for the inability to physically experience the perfume online, we used descriptive language that painted a picture of the scent, allowing the audience to feel the experience through words. We incorporated themes like "a stroll through an exotic garden" or "the warmth of a cozy evening," tying each fragrance to a specific feeling or memory.

**Engaging Visual Content:** We brought the storytelling approach to life through visually captivating Reels on Instagram. Each video featured a narrative scene, setting the mood for the fragrance and connecting with the audience emotionally. The content was tailored to evoke a sensory experience, making viewers feel as if they could smell the perfume through the screen.

## Results

- **Boost in Engagement:** Within the first 3 months, Avicenna's social media engagement tripled, driven by the new storytelling approach.
- **Higher Visibility:** The average views of Reels increased, with each video achieving strong organic reach and resonating well with the audience.
- **Strengthened Brand Connection:** By focusing on experience-driven content, we were able to create a deeper emotional connection between the audience and the Avicenna brand, enhancing brand perception and loyalty.

## Key Insight

Storytelling proved to be a powerful tool for Avicenna, transforming the way the audience interacted with the brand. By using words to evoke the sensory experience of the perfume, we bridged the gap between the digital and physical, making the brand more relatable and memorable.



# DISCOVERY PROCESS: UNCOVERING THE ESSENCE OF AVICENNA BY C&F

## Brand Immersion and Scent Analysis

We started by immersing ourselves in Avicenna’s world, analyzing each fragrance’s unique profile. By studying the scent notes and the emotions they evoke, we gained insights into the experiences each product aims to deliver, helping us craft narratives that reflect the essence of the perfume.

## Audience Insight and Social Listening

To understand the preferences and behaviors of Avicenna’s target audience, we conducted thorough audience research and social listening. We identified key demographics, explored their fragrance preferences, and discovered what kind of storytelling resonates with them. This helped us tailor our content to speak directly to the audience’s desires and emotions.

## Competitor and Market Analysis

We reviewed the competitive landscape and analyzed how other perfume brands communicated their products. By identifying gaps and opportunities in the market, we saw the potential to differentiate Avicenna through an experience-first storytelling approach, focusing on the sensory journey rather than traditional product descriptions.

## Emotional Connection Mapping

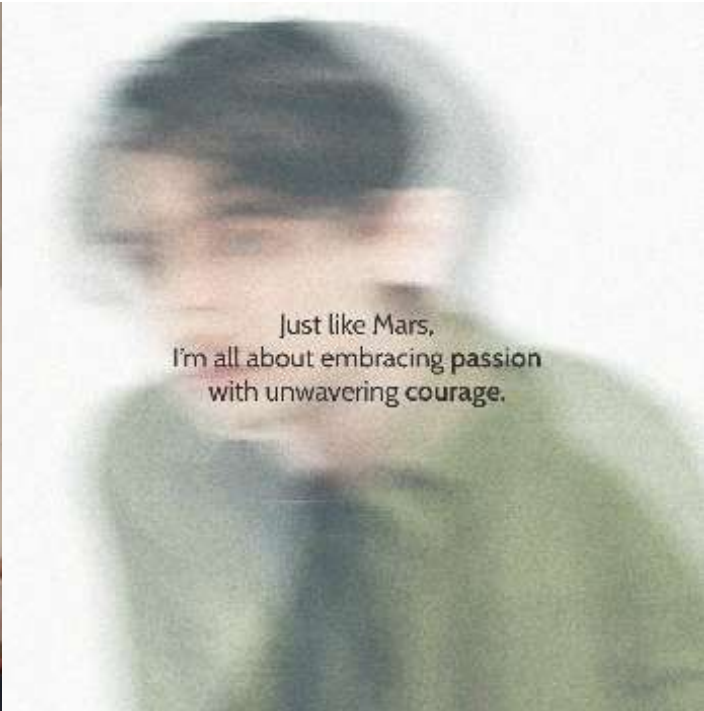
We mapped out the emotional triggers associated with each fragrance, linking the scent notes to relatable moments and feelings. This helped us build a storytelling framework that would evoke specific memories and experiences, allowing the audience to imagine the scent even without physically experiencing it.

## Outcome

This discovery process laid a strong foundation for our storytelling strategy, enabling us to craft authentic, sensory-driven narratives that connect deeply with the audience and elevate the brand experience. It allowed us to approach the content creation phase with clarity, ensuring each piece of content was grounded in a deep understanding of both the brand and its customers.



# CREATIVE OUTPUT







# RAINE BEAUTY





# CASE STUDY: RAINE BEAUTY LAUNCH CAMPAIGN

## Objective

The goal was to launch Raine Beauty, a self-conscious makeup brand, by crafting a compelling narrative and aligning it with the brand’s mission of promoting natural beauty and self-love. The campaign aimed to build brand awareness, engage the target audience, and drive online sales through e-commerce platforms.

## Approach

- Brand Story Development: We created a unified brand narrative combining the personal story of Raine's founder and the brand’s mission. The campaign message, #SelfLovesTheNewBeautyCode, centered around self-acceptance and empowerment, resonating well with the target demographic.
- Content Strategy: We produced a variety of visual content, including product photos, lifestyle imagery, and vertical videos, emphasizing natural beauty and authentic usage of Raine’s products.
- Targeted Ad Campaigns: The ads strategy included a split targeting approach:
  - Engagement Ads: Focused on building brand awareness using lifestyle content and storytelling.
  - Purchase Intent Ads: Targeted users based on purchase behavior and interests, using retargeting tactics to capture high-intent shoppers.
- Utilizing Key Opinion Leaders (KOLs): The founder was featured prominently in the launch, alongside influencers who shared the brand’s ethos of self-love and conscious beauty, amplifying the campaign’s message across social platforms.

## Results

### Rapid Follower Growth:

Gained 20,000 followers within the first two months of the launch.

### Strong Sales Performance:

Generated 85% of total sales through ads and e-commerce channels, leveraging platforms like TikTok and Meta Ads.

### Brand Visibility:

The campaign successfully positioned Raine Beauty as a relatable and empowering brand, boosting website traffic and overall brand visibility.



# DISCOVERY PROCESS: BUILDING THE NARRATIVE FOR RAINE BEAUTY

## Market Research and Audience Insights:

We conducted a detailed analysis of the beauty industry landscape, focusing on the growing trend of self-conscious, natural beauty.

Using social listening and data analysis, we identified a gap in the market for a brand narrative that emphasizes self-love and authenticity.

## Brand Story Alignment:

To differentiate Raine Beauty, we aligned the brand’s mission with the founder’s personal story, creating a relatable narrative that resonated with the target audience.

This storytelling approach formed the foundation of the campaign message: #SelfLovesTheNewBeautyCode.

## Content and Messaging Strategy:

Through a series of brainstorming sessions and data-backed ideation, we developed a content plan featuring natural, unfiltered visuals.

We tested different messaging angles using A/B testing to find the most compelling themes that resonated with Millennials and Gen-Z audiences.

## Targeted Ads and Split Testing:

We used AI-driven tools for data analysis and purchase intent prediction, enabling us to split our ad strategy effectively:


**Awareness Ads:** Focused on storytelling and engagement, targeting users interested in self-care and conscious beauty.

**Conversion Ads:** Directed at high-intent users using retargeting based on behavior and interactions, optimizing for sales.

## Outcome:

This discovery process ensured a deep understanding of the audience and helped shape a cohesive, authentic campaign that aligned with both the brand’s mission and market trends. The result was a strong, data-informed strategy that led to a successful product launch and high engagement.





officialrainebeauty

Message

108 posts

29.7K followers

2 following

Raine Beauty

Beauty, cosmetic & personal care


by @raisa6690

Feel as good as you look #ConsciousBeauty


Earth-loving packaging | clean, cruelty-free, vegan, halal

linktr.ee/officialrainebeauty


Followed by kindiepine, fithriandini, jessicaermianda + 20 more




IMAE




Q&A Blush




Liquid Blush




Review



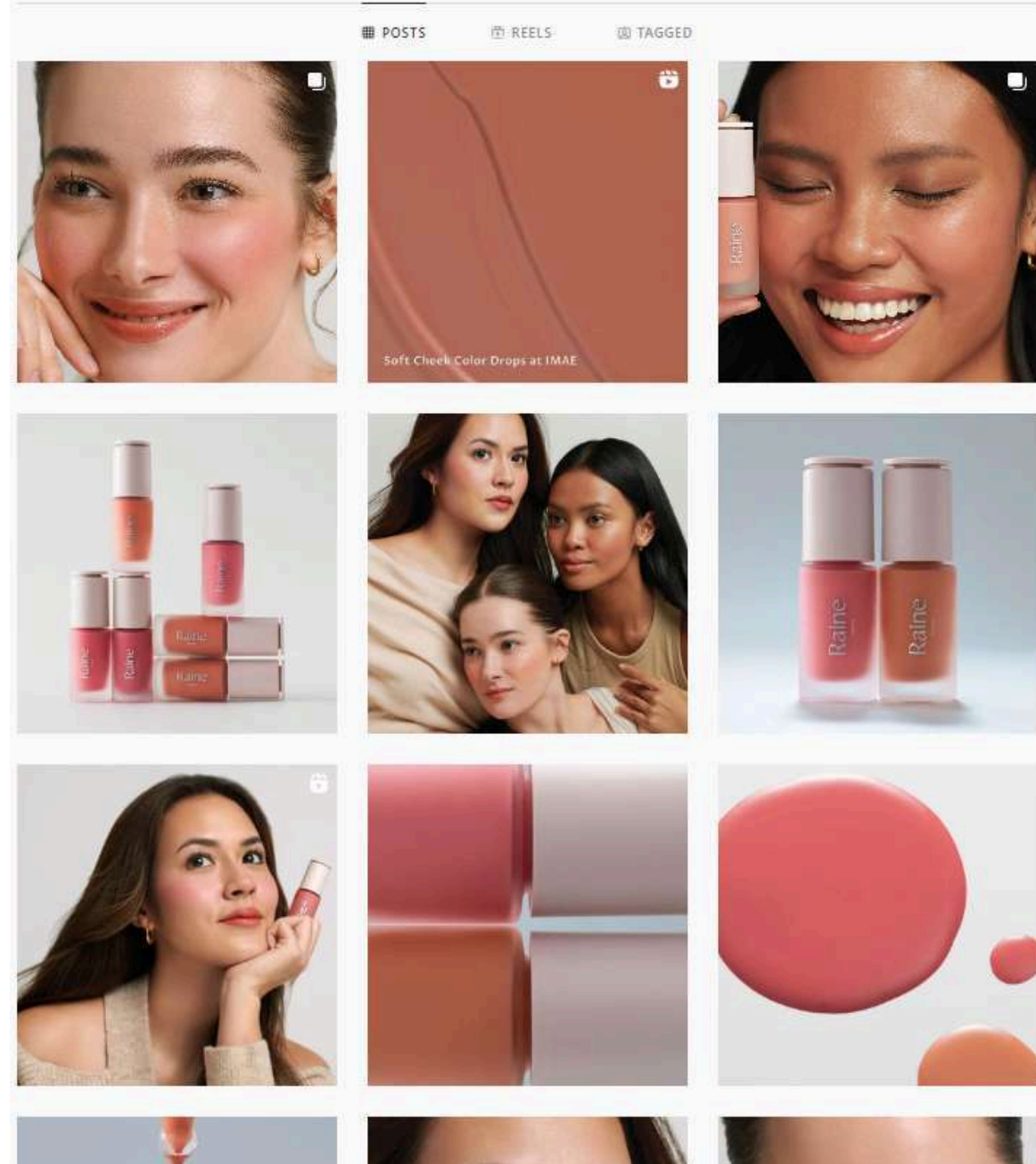
FAQ



Lipslick



Lip Velvet



RESTOCK

Soft Cheek Color Drops



IDR 149.000

IDR 139.000

Raine

beauty





# KALBE FITEBAR



# CASE STUDY: FITBAR SOCIAL MEDIA GROWTH STRATEGY



## Objective

Fitbar aimed to increase brand visibility, engage with a health-conscious audience, and drive consistent follower growth on social media. The goal was to maintain an active online presence while tapping into trending content formats.

## Approach

- **Engaging Content Strategy:** We developed a content plan focused on creating simple yet visually appealing posts that resonate with Fitbar's target audience. By leveraging trending topics and formats, we ensured the content stayed relevant and engaging.
- **Community Engagement:** We actively interacted with the audience, responding to comments and messages to foster a sense of community and brand loyalty.
- **Data-Driven Optimization:** Regular analysis of engagement metrics helped us refine the content strategy, focusing on high-performing themes and visuals.

## Results

- **Monthly Follower Growth:** Achieved a steady 5% increase in followers per month, driven by consistent, relatable content.
- **High Engagement Rate:** Maintained an engagement rate (ER) of over 3%, indicating strong audience interaction and interest.



# SOCIAL MEDIA CREATIVE OUTPUT





A person is riding a Brompton folding bicycle on a paved surface. The person is wearing a dark blue t-shirt and dark trousers. The bicycle is black with a silver frame. The text "BROMPTON INDONESIA" is overlaid in large white letters.

# BROMPTON INDONESIA



# CASE STUDY: #KOTABROMPTON CAMPAIGN

## CLIENT: BROMPTON

### Objective

Brompton aimed to build a stronger community presence and showcase the diverse lifestyle of Brompton riders across Indonesia, focusing on city-centric experiences.

### Solution

The #KotaBrompton campaign was developed to highlight unique urban experiences in key cities: Jakarta, Bali, and Bandung. Each city showcased distinct aspects of the Brompton lifestyle, using storytelling and community engagement as core strategies.

### Creative Execution

- Video Content: A series of videos captured the essence of each city, featuring real-life Brompton riders exploring iconic spots.
- Reels and Social Media: Engaging Reels content balanced to attract both younger and mature audiences, with a focus on dynamic, authentic visuals.
- A/B Testing: Different creative angles and topics were tested to identify the most resonant themes for each audience segment.

### Targeting Strategy

The campaign segmented audiences into two main groups:

- Older Audience: Prioritized with ads highlighting brand heritage and strong community ties.
- Younger Audience: Focused on active, vibrant content showcasing the adventurous side of Brompton riding.

## Results

### Community Engagement

Successfully connected with the local riding communities in each featured city.

### Audience Reach:

Split targeting strategy led to an efficient 50 ROAS, maximizing campaign impact and engagement.



# DISCOVERY PROCESS: DEFINING AUDIENCE PERSONAS

## Data Analysis:

We began by analyzing Brompton’s existing digital metrics, diving deep into engagement trends, demographics, and content performance across social media.

This helped us identify two distinct audience groups: a loyal, older demographic drawn to Brompton’s heritage, and a younger, active segment excited by adventure and lifestyle content.

## Community Interviews:

To validate our findings, we conducted interviews with local Brompton communities in key cities like Jakarta, Bali, and Bandung.

These conversations provided nuanced insights into the unique preferences and motivations of each audience group, from the desire for classic brand storytelling to the need for fresh, dynamic content.

## Social Listening and Feedback Sessions:

We further refined our personas by engaging directly with the Brompton community through feedback sessions and social listening tools.

By analyzing comments, community posts, and user-generated content, we were able to understand the emotional drivers and expectations of each audience group.

## Result:

This discovery process led us to split the campaign strategy into two focused tracks:

**Older Audience:** Emphasizing Brompton’s brand heritage, strong community ties, and classic storytelling.

**Younger Audience:** Highlighting energetic, adventurous content that aligns with a more active, lifestyle-oriented narrative.



# CREATIVE: BROMPTON

Reels Sample:



Tap into trends to attract younger audience to the brand

Reels Sample:



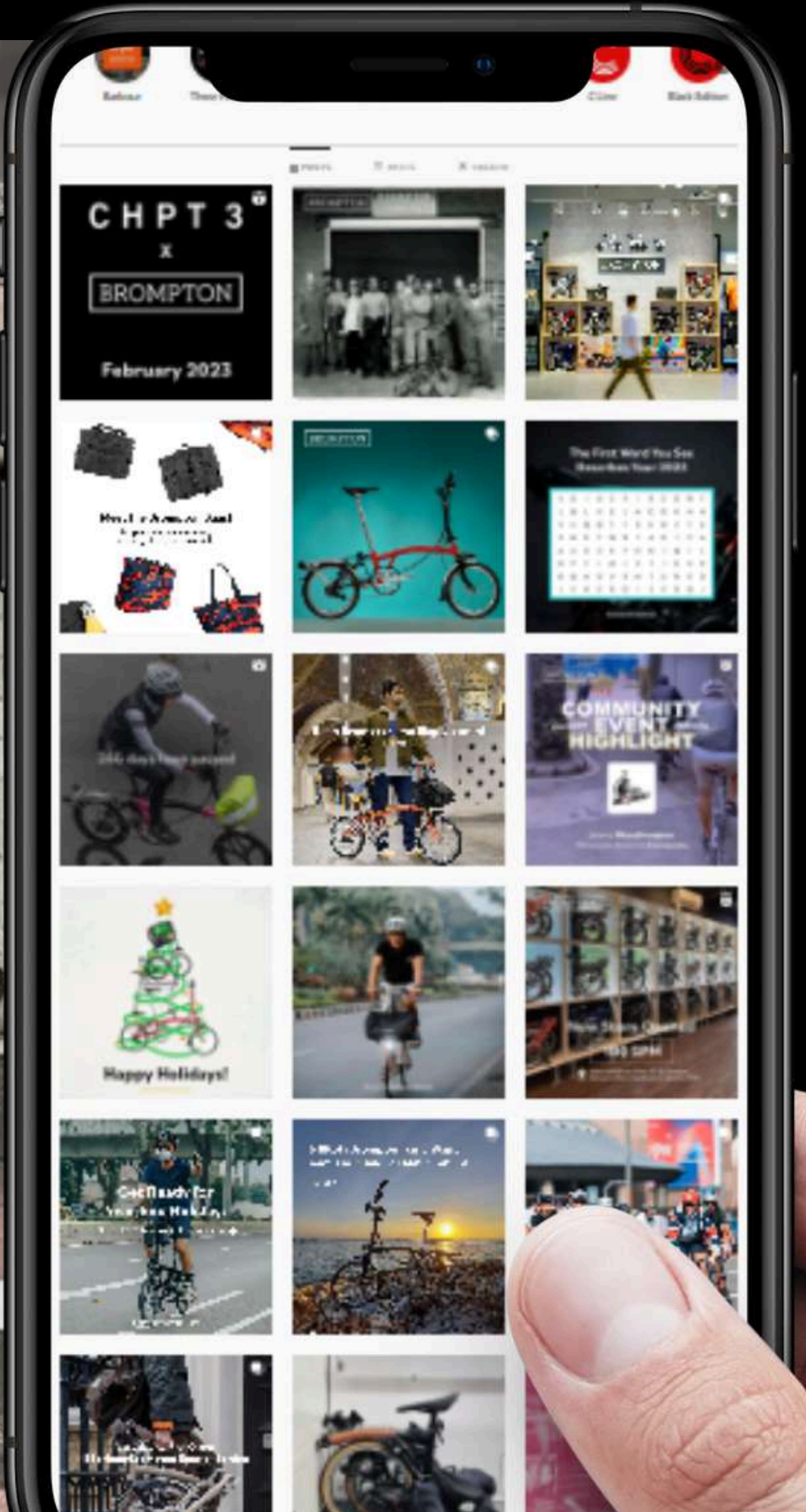
Video Campaign #KotaBrompton:



First ever video to collaborate with the main account (global)



# CREATIVE: SOCIAL CONTENT





# BEYOND BYEBSI



# CASE STUDY: BYOND BY BSI – SUPER APP LAUNCH CAMPAIGN

## Objective

BSI wanted to build excitement and awareness for their new super app, BYOND by BSI, designed to offer a seamless banking experience with innovative features. The goal was to create a fun, engaging campaign that resonated with a younger, digital-savvy audience, driving app downloads and user engagement.

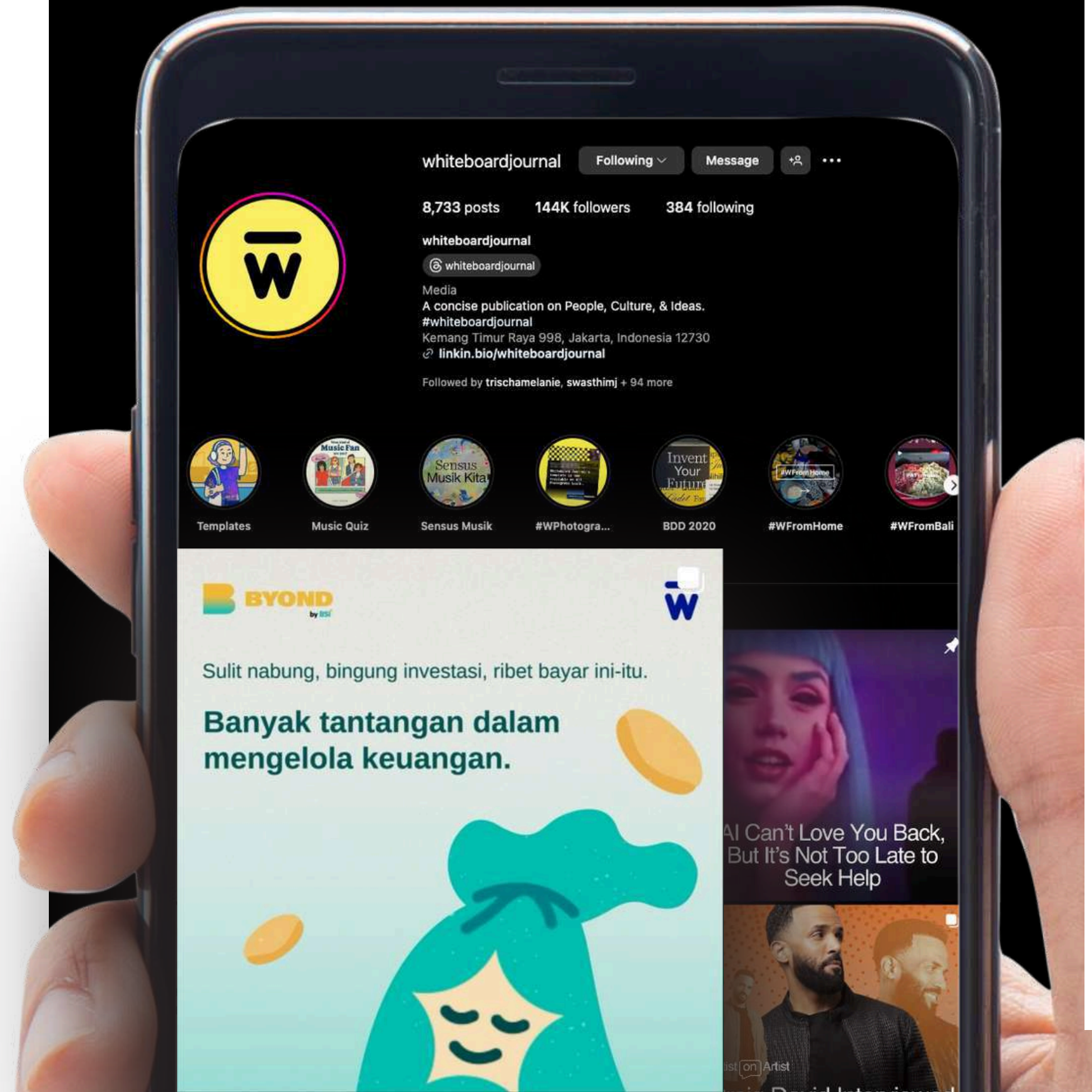
## Approach

**Creative and Diverse Communication Strategy:** We partnered with BSI to develop a dynamic promotional plan for BYOND, focusing on diverse and relatable content across various channels. Our aim was to highlight the app's unique features while making the messaging entertaining and engaging.

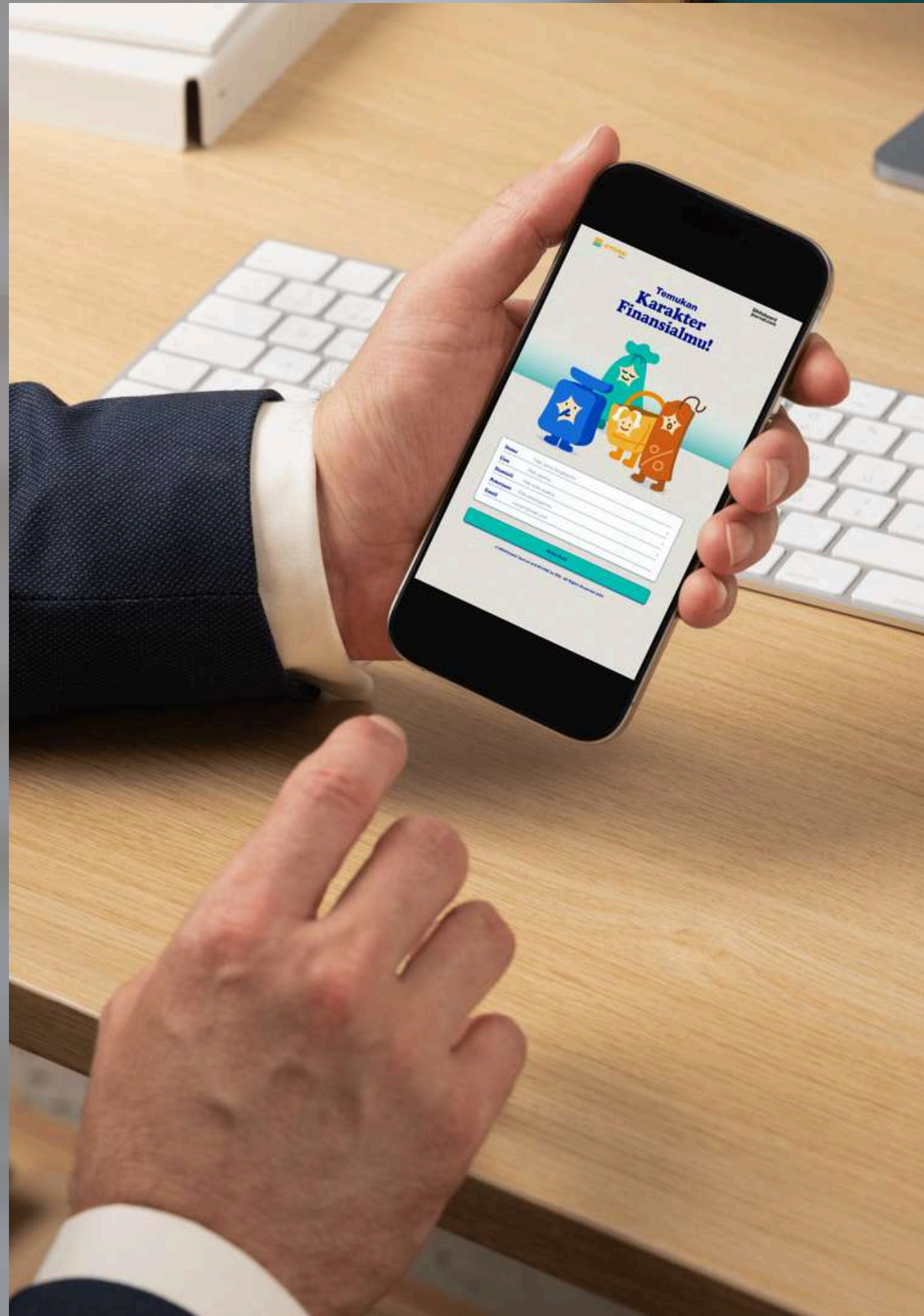
**Sponsored Personality Quiz with Whiteboard Journal:** To tap into popular culture and engage users in a unique way, we collaborated with Whiteboard Journal, a well-loved platform among Millennials and Gen-Z. We created a sponsored personality quiz, tailored to match BYOND's playful and versatile brand tone. The quiz was designed to ask fun, relatable questions and assign users humorous personality types based on their answers, **such as:**

- **Deal Digger:** The savvy shopper always on the hunt for the best deals and cashback offers in the app.
- **Mendang Mending Club:** The practical user who's all about comparing options and choosing the best value.
- **Cuandikiawan:** The financial whiz who's always looking for ways to maximize returns and find investment opportunities.

**Multi-Channel Distribution:** We amplified the quiz and campaign across social media, using engaging Reels, TikTok videos, and Instagram Stories. This cross-platform strategy ensured we reached a broad audience, driving traffic to the quiz and increasing app downloads.









## Temukan Karakter Finansialmu!



### The Mendang-Mending Club

Timbang-timbang selalu. Kamu terlalu sibuk milih daripada belanja impulsif — fokus pada kebutuhan, bukan keinginan. Buatmu, yang penting saldo aman!

**Compatibility Rating:**



**Tanggal Tua:**  
**The Cuandikiawan**  
Kamu bisa belajar untuk memaksimalkan tabungan jadi investasi.



**Tanggal Muda:**  
**The Impulsive Cicilers**  
Hati-hati, belanja impulsif bisa menggoyang prinsip hemat kamu!

**Financial Advice:**

Terlalu hati-hati bisa bikin kamu kelewat peluang investasi. Sisihkan sedikit tabungan untuk investasi kecil-kecilan. Pelan-pelan juga bisa cuan!

Ikuti kuisnya di [BYONDbyBSI.whiteboardjournal.com](https://BYONDbyBSI.whiteboardjournal.com)



## Temukan Karakter Finansialmu!



### The Deal Digger

Kalau diskon itu seni, maka kamu senimannya! Maestro promo, cashback, dan voucher di setiap kesempatan. Di tanganmu, belanja jadi masterpiece.

**Compatibility Rating:**



**Tanggal Tua:**  
**The Cuandikiawan**  
Kalian bakal jadi duo dinamis buat cari cuan tanpa harus keluar banyak modal.



**Tanggal Muda:**  
**The Impulsive Cicilers**  
Asik diajak berburu promo bareng, tapi jangan sampai kalap belanja sama-sama!

**Financial Advice:**

Jangan terlalu fokus cari diskon, barang murah nggak selalu worth it. Pastikan yang dibeli memang dibutuhkan.

Ikuti kuisnya di [BYONDbyBSI.whiteboardjournal.com](https://BYONDbyBSI.whiteboardjournal.com)



# BAYER BEPANTHEN



# CASE STUDY: BEPANTHEN | TRANSFORMING COMMUNICATION THROUGH PRACTICAL CAMPAIGNS.

## Objective

Bepanthen aimed to reinforce its position as the leading diaper rash ointment in Indonesia while making its benefits more accessible and relatable to parents. The goal was to create a movement that not only communicated the product's benefits but also encouraged practical, everyday usage.

## Approach

### 1.Campaign Development: #SatuRuasJari

- We designed the #SatuRuasJari campaign to communicate the simplicity and practicality of using Bepanthen. The messaging emphasized that a small amount of the product (just one finger joint) is enough for effective application.
- This relatable and easy-to-remember concept resonated with parents, making the product usage intuitive and approachable.

### 2.Cek, Oles, Beres Regimen

- To simplify the process of addressing diaper rash, we created the Cek, Oles, Beres (Check, Apply, Done) routine. This easy-to-follow, actionable guide was integrated into all communication channels, reinforcing how Bepanthen fits seamlessly into parents' daily care routines.

### 3.Digital and Social Media Activation

- Educational Content: We leveraged TikTok, Instagram, and other platforms to educate audiences on the product's benefits using real-world stories and relatable scenarios.
- Targeted Ads: Using targeted ads, we reached parents across digital platforms, ensuring that the product was top-of-mind during key moments.
- Collaborations with Influencers: Partnered with parenting influencers and medical professionals to endorse the product, adding credibility and trust to the campaign.

### 4.Practical Communication

- Content focused on practicality rather than just benefits. From short-form videos demonstrating the ease of use to user-friendly infographics, every piece of communication reinforced accessibility and ease.

## Impact

- Market Leadership: Bepanthen maintained its position as the market leader with a 46% market share in its category, driven by the campaign's success.
- Engagement Growth: Social media engagement rates tripled within the first three months of the campaign, with TikTok videos achieving millions of views.
- Increased Product Awareness: The campaign helped educate parents about the proper use of Bepanthen, contributing to higher product trust and usage frequency.
- Positive Brand Recall: Surveys post-campaign showed a significant improvement in brand recall, with parents associating Bepanthen with practical, effective diaper rash care.

## Key Insight

By focusing on practical communication and creating relatable campaigns like #SatuRuasJari and Cek, Oles, Beres, we bridged the gap between product knowledge and real-life application. This approach not only boosted engagement but also deepened brand trust, cementing Bepanthen's position as a parent's go-to solution for diaper rash care.



# DISCOVERY PROCESS: BUILDING A PRACTICAL AND IMPACTFUL CAMPAIGN FOR BEPANTHEN

## Understanding the Brand and Product

We conducted in-depth research into Bepanthen’s unique product benefits, its positioning in the market, and its key differentiators. By analyzing the product’s functional advantages—like the small amount required for effectiveness—we identified an opportunity to simplify and humanize how parents understand and use the product.

## Audience Analysis

Through detailed segmentation and social listening, we gathered insights about Bepanthen’s primary audience—parents with newborns and young children. Our findings revealed:

- **Key Concerns:** Parents were worried about ensuring their baby’s comfort and preventing diaper rash, but they often lacked knowledge about proper product application.
- **Preference for Simplicity:** Parents wanted solutions that were not only effective but also easy to remember and incorporate into their routines.
- **Platform Habits:** TikTok and Instagram emerged as the most relevant platforms to reach this audience, given the high engagement with parenting and health content.

## Competitor and Industry Benchmarking

We studied how competitors communicated similar products. This analysis highlighted a gap: while many brands focused solely on benefits, few emphasized practical, actionable messaging that could resonate with busy parents.

## Cultural and Behavioral Insights

We explored cultural nuances and daily parenting behaviors to ensure the messaging felt authentic and relatable. For instance:

- Parents in Indonesia prefer simple, memorable instructions.
- Trust in brands is often built through recommendations from medical professionals or relatable influencer endorsements.

## Ideation and Messaging Framework

Based on these insights, we crafted the foundation for the campaigns:

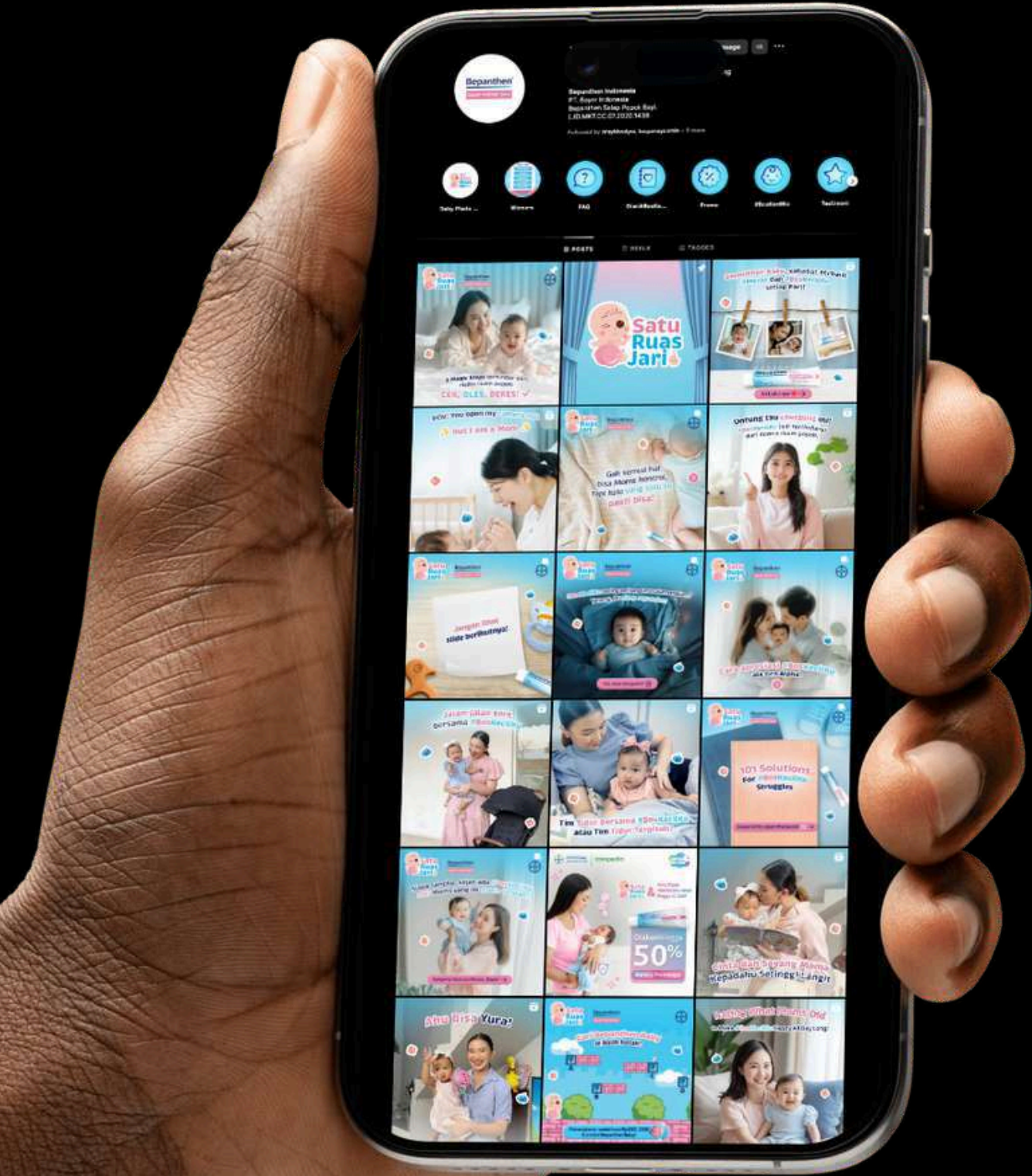
- **#SatuRuasJari:** A memorable, practical message demonstrating that a small amount of product is all that’s needed, simplifying usage instructions.
- **Cek, Oles, Beres:** A three-step regimen to make diaper rash care feel effortless and routine.

## Outcome

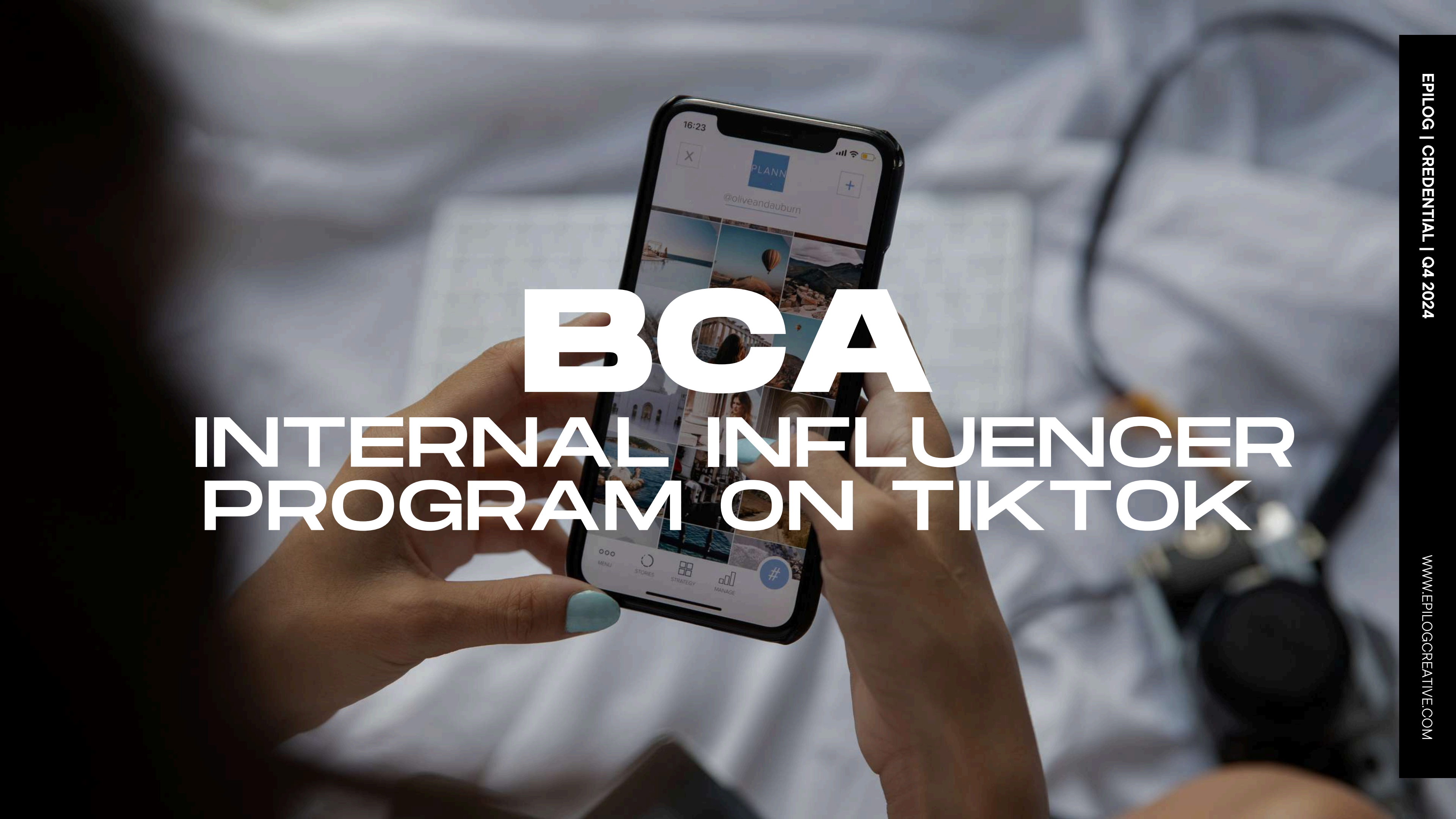
The discovery process allowed us to create a campaign strategy rooted in real audience needs, actionable messaging, and platform relevance. This ensured that every piece of content resonated deeply with parents, enhancing both brand trust and product adoption.



# CREATIVE: BEPANTHEN





A person's hands are holding a smartphone. The screen shows a social media app interface with a grid of travel-related photos, including a hot air balloon, a lighthouse, and a person on a beach. The app has a header with a search icon, a profile icon, and a plus icon. The text 'PLANN' and '@oliveandauburn' are visible. The background is a blurred image of a person wearing a white shirt and a watch.

# BCA

## INTERNAL INFLUENCER PROGRAM ON TIKTOK



## OBJECTIVE

BCA aimed to boost brand visibility and engagement on TikTok by leveraging their internal community, turning employees into brand advocates.

**The goal was to create authentic, relatable content while building a sense of community and ownership among employees.**





# APPROACH

## Internal Content Strategy:

We focused on developing a TikTok content plan centered around employee engagement, featuring behind-the-scenes content, challenges, and relatable scenarios. This allowed employees to showcase their daily experiences at BCA in an authentic, engaging way.

## Building the Bluecaster Community:

We launched the Bluecaster Program, an initiative to identify and nurture internal influencers within BCA.

Over 400 employees joined the program in its first year, participating in content challenges and educational workshops designed to enhance their content creation skills.

## Community-Driven Campaigns:

We created a series of content challenges and TikTok trends that encouraged participation from the Bluecaster community, fostering a sense of excitement and ownership.

This approach leveraged the power of employee advocacy, turning BCA's workforce into a trusted voice for the brand.

# RESULTS

## High Engagement:

The program generated 3 million+ views on TikTok within the first 6 months, with minimal investment in paid promotions.

## Strong Employee Involvement:

Over 400 employees actively participated, creating authentic, relatable content that resonated with both employees and external audiences.

## Increased Brand Trust:

By using internal influencers, BCA was able to humanize its brand, build trust, and create a more relatable presence on TikTok.



A low-angle shot of a tall, modern glass skyscraper with the letters 'BCA' and the NBC peacock logo visible on its upper facade. The building is set against a clear blue sky.

## KEY INSIGHT

The success of the **Bluecaster** Program underscores our belief that community-driven content and employee advocacy are the future of brand promotion.

**By empowering employees to be the face of the company, BCA not only increased visibility but also built a strong sense of trust and authenticity.**



# BLUE CASTER

The main graphic features the words 'BLUE' and 'CASTER' in a large, bold, 3D font. The letters are white with a blue outline and are set against a yellow, rounded rectangular background that has small yellow lights along its border. To the right of the text, there are five yellow stars of varying sizes, each with a blue outline, arranged in a cluster.



















A person wearing a dark jacket and a white cap is loading a large cardboard box into the back of a white van. The van's rear door is open, and a loading ramp is extended. Several other cardboard boxes are stacked on the ground around the van. Some boxes have "FRAGILE HANDLE WITH CARE" labels. The background shows a modern building with large windows.

# **BOOSTING JNE'S BRAND VALUE THROUGH SOCIAL MEDIA, COMMUNITY COLLABORATION, AND INFLUENCER PARTNERSHIPS**



# CASE STUDY: JNE SOCIAL MEDIA GROWTH AND ENGAGEMENT STRATEGY

## Objective

JNE aimed to become the top-performing social media brand in the logistics industry by increasing visibility, driving engagement, and building a stronger connection with its audience through story-driven content.

## Approach

- 1.Strategic Platform Management: We managed JNE’s TikTok and Instagram accounts, customizing strategies for each platform to maximize engagement and reach.
- 2.Collaborative Content Creation: Beyond standard content, we adopted a community-focused approach:
  - Partnered with local businesses, JNE’s existing customers, and employees to co-create authentic stories, showcasing real-life experiences and the positive impact of JNE’s services.
  - Featured user-generated content, making JNE’s social media a hub for diverse voices and genuine customer stories.
- 3.Quarterly Influencer Campaigns: We executed strategic KOL collaborations on a quarterly basis to elevate brand perception.
  - Notably, we became one of the first brands to tap into the viral "Mas Mas Krupuk" trend in 2024. This early engagement with a popular cultural moment led to high visibility and millions of views, positioning JNE as a culturally relevant and agile brand.

## Results

- Fastest-Growing Social Media Account: JNE emerged as the fastest-growing brand in the logistics sector across Instagram and TikTok, significantly increasing its follower base.
- Strong Engagement Metrics: The emphasis on story-driven, collaborative content resulted in high engagement rates, with multiple posts achieving viral status.
- Impactful KOL Collaborations: The "Mas Mas Krupuk" campaign alone garnered millions of views, enhancing JNE’s brand relevance and reach.
- Enhanced Brand Perception: Through authentic storytelling and community involvement, JNE strengthened its image as a customer-centric and culturally aware brand.

## Key Insight

By leveraging community stories and timely influencer partnerships, we successfully built an engaged, loyal following for JNE, setting it apart as a leader in social storytelling within the logistics industry.



# DISCOVERY PROCESS: CRAFTING JNE'S STORY-DRIVEN SOCIAL MEDIA STRATEGY

## Audience Analysis and Social Listening

We conducted an in-depth analysis of JNE's existing social media data, identifying key audience segments and their preferences. Using social listening tools, we tracked conversations around logistics, customer experiences, and industry trends.

This helped us understand what mattered most to JNE's audience, from timely deliveries to positive service experiences.

## Content and Trend Mapping

To identify the most effective content themes, we performed a comprehensive review of JNE's past content performance, as well as competitor analysis.

We mapped out trending topics in the logistics space and broader cultural moments, spotting opportunities for JNE to tap into viral trends and become part of the conversation, such as collaborating with the viral "Mas Mas Krupuk" figure.

## Community and Internal Stakeholder Interviews

We engaged directly with JNE's existing customers, local businesses, and employees to gather insights into their experiences with the brand. These interviews helped uncover authentic stories and unique perspectives, providing a solid foundation for our story-driven content approach.

By involving JNE's own employees and customers, we aimed to humanize the brand and build trust.

## Data-Driven Content Strategy Development

Using the insights gathered, we developed a data-backed content strategy for TikTok and Instagram. We designed a plan that emphasized:

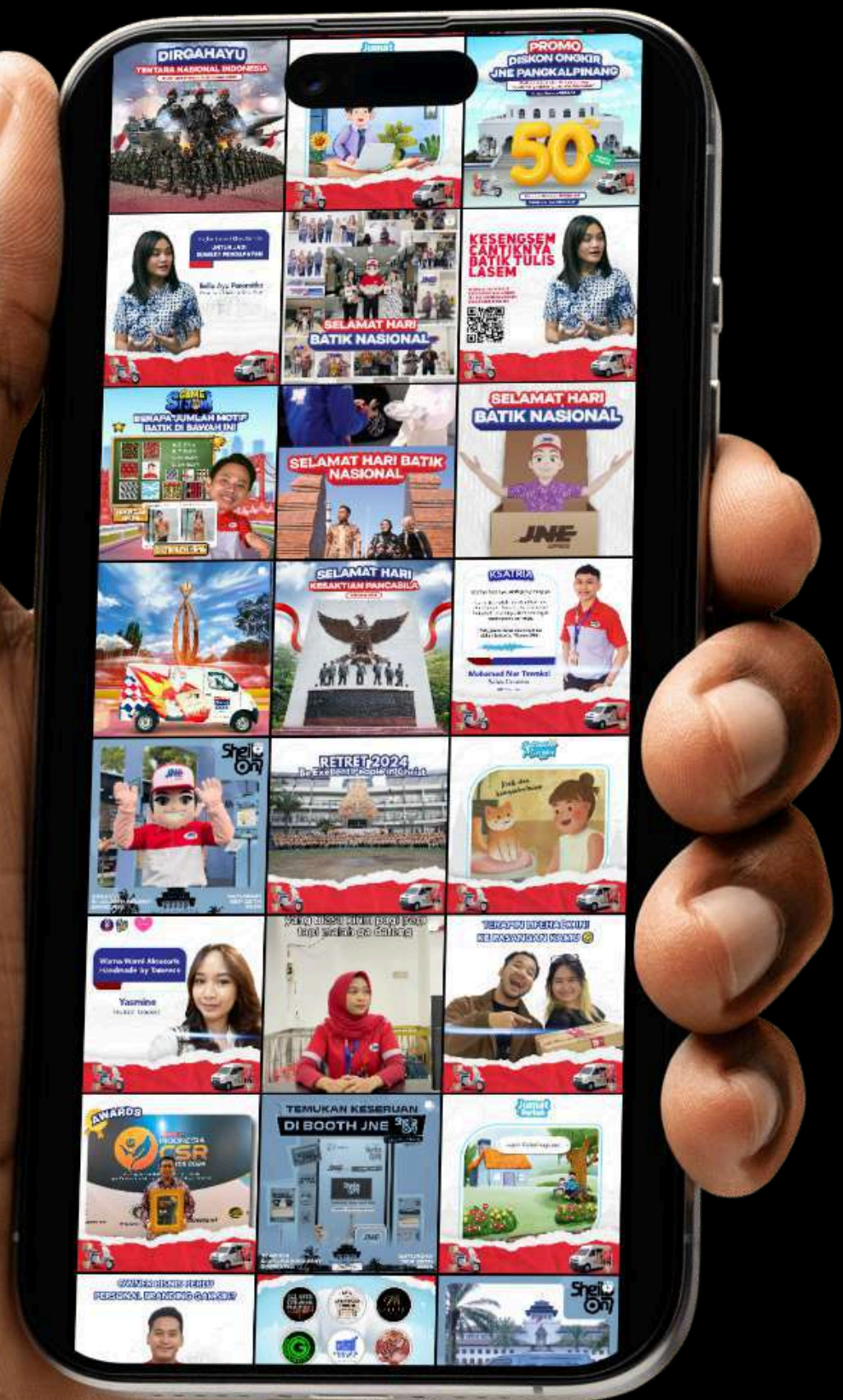
- **Community Collaboration:** Featuring real customer stories and employee contributions.
- **Relatable Content:** Leveraging humor and cultural trends to make the brand approachable.
- **Influencer Integration:** Quarterly campaigns with KOLs that aligned with trending cultural moments and customer interests.

## Outcome:

This discovery process allowed us to craft a holistic, story-driven social media strategy for JNE that was rooted in audience insights and community collaboration. The result was a more authentic, engaging brand presence that resonated with JNE's diverse customer base and set the stage for strong growth and engagement.



# SOCIAL MEDIA



 WATCH NOW



 WATCH NOW

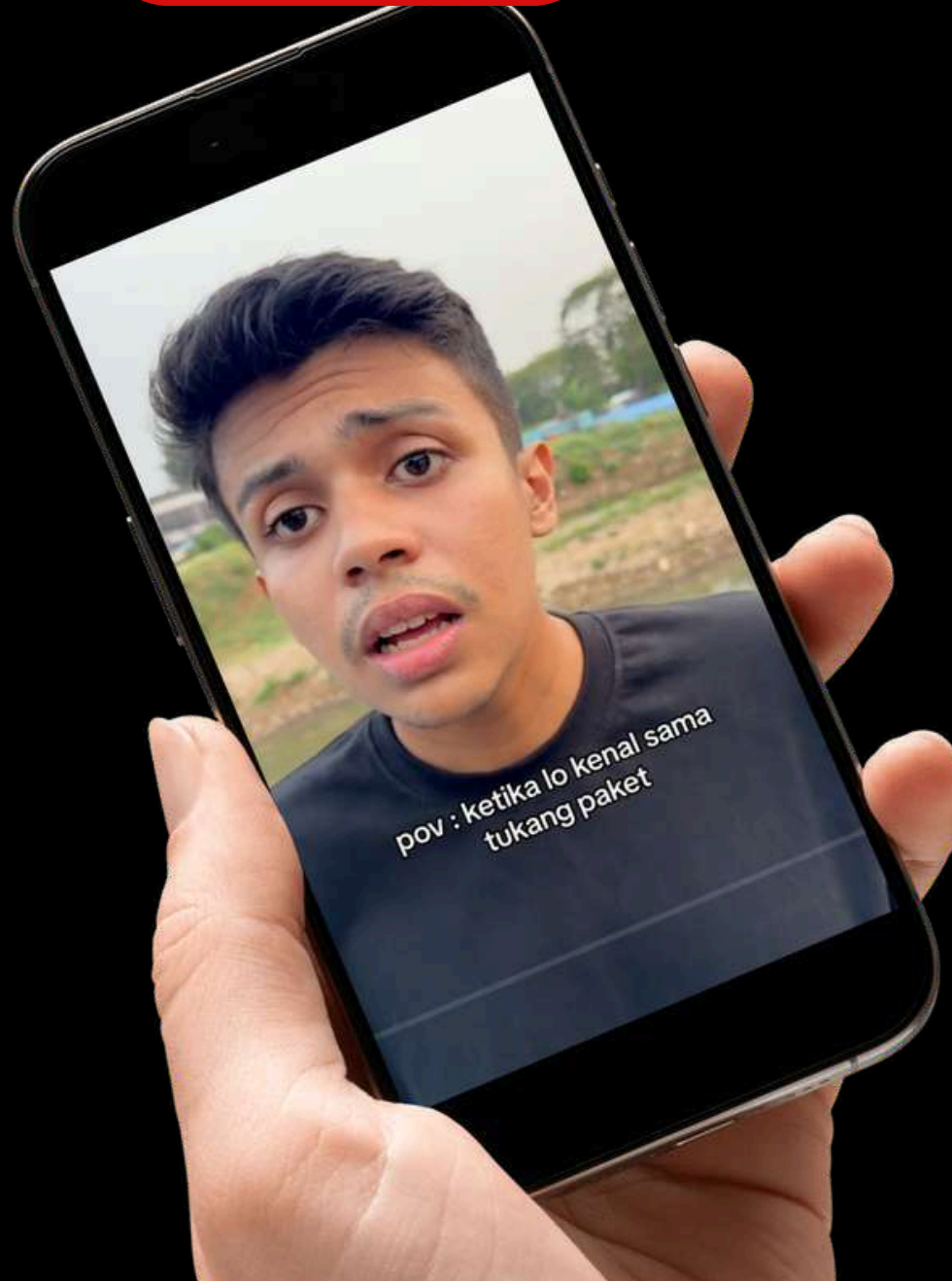


# KOL/INFLUENCER

 WATCH NOW



 WATCH NOW



 WATCH NOW





# ALLIANZ LINKEDIN AND TWITTER STRATEGY



# CASE STUDY: ALLIANZ LINKEDIN AND TWITTER STRATEGY

## Objective

Allianz sought to enhance its digital presence on LinkedIn and X (Twitter) by establishing itself as a thought leader in the insurance industry while also building a relatable brand image. The goal was to increase engagement, grow followers, and connect with both industry players and potential talent.

## Approach

1. Deep Research and Content Strategy: We began by conducting a comprehensive analysis of Allianz's audience on both platforms. Using social listening tools, we identified trending topics, industry conversations, and content gaps that we could capitalize on.
  - LinkedIn Strategy: Positioned Allianz as a knowledge hub, focusing on thought leadership, industry insights, and talent engagement. We crafted content that included in-depth articles, expert commentary, and case studies, tapping into topics relevant to industry professionals and decision-makers.
  - X (Twitter) Strategy: Took a different approach by focusing on real-time engagement and relatable content. We aimed to tap into trending conversations, using humor and cultural references to connect with a broader, more diverse audience.

## Execution

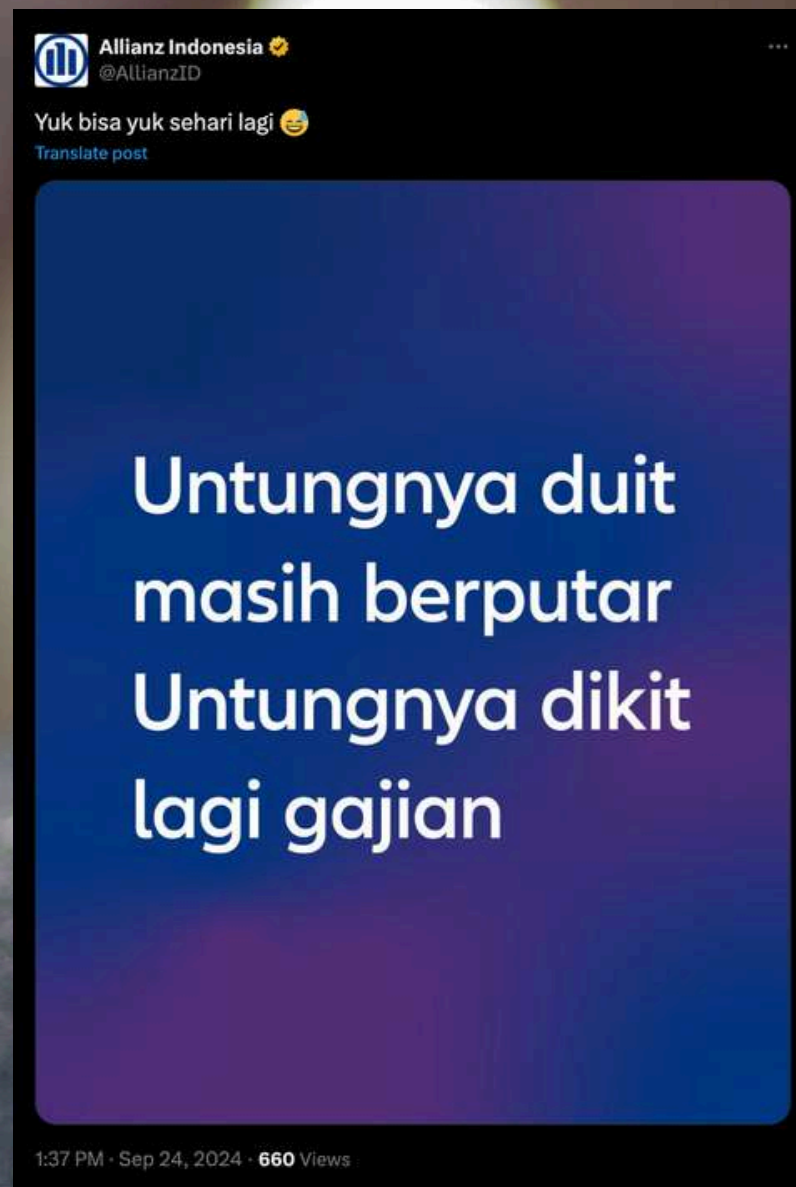
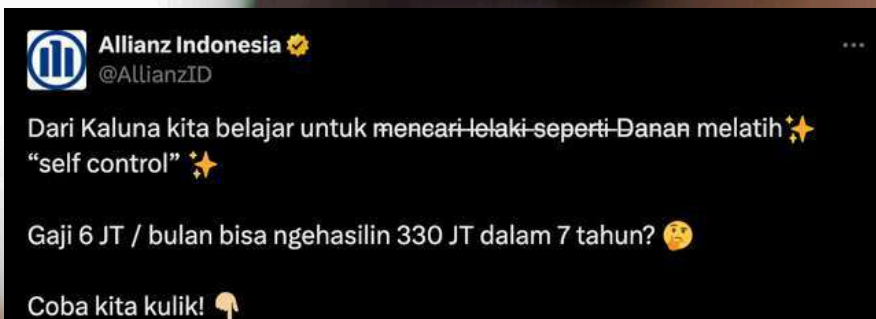
- **Content Development:** We developed a content calendar tailored for each platform:
  - LinkedIn: Featured high-quality, research-driven posts, including infographics, expert quotes, and industry trends. We regularly engaged with industry leaders, clients, and professionals through comments and discussions, positioning Allianz as a thought leader.
  - X (Twitter): Adopted a more conversational tone, responding to trending topics and using relatable, timely content to engage followers. We leveraged polls, GIFs, and light-hearted commentary to humanize the brand and make it more approachable.
- **Community Engagement:** We actively engaged with the audience on both platforms, responding to comments, participating in discussions, and amplifying relevant user-generated content.

## Results

- **LinkedIn Performance:** Allianz achieved its highest performance since the inception of its LinkedIn account, with a 40% increase in follower growth and consistently high engagement rates. The focus on industry knowledge and thought leadership attracted key industry players and potential talents.
- **X (Twitter) Growth:** Allianz became the fastest-growing insurance account on X, with a 30% increase in followers in 2024. The relatable, timely content strategy led to a significant boost in engagement, outperforming competitors in the insurance sector.
- **Brand Visibility:** The combined strategy resulted in higher visibility for Allianz across both platforms, increasing brand recall and strengthening its position as a thought leader in the insurance industry.



# X CONTENT SAMPLE FOR ALLIANZ





EPIL-LOG | CREDENTIAL | Q4 2024





# Allianz Arena

## ALLIANZ FC BAYERN MUNCHEN TRAINING CAMP



**idextratime** Edited • 25w  
MoveNow Camp Allianz x Bayern Munich telah hadir!! 🇩🇪

Yang punya adik atau saudara/teman kalian yang pengen latihan langsung di Jerman bareng Harry Kane dkk, bisa ikutan nih! Syarat dan ketentuan ada di video semua. Kesempatan langka nih 🙌

Info lebih lanjut bisa kepoin @allianzindonesia ya!

#MoveNowCampaign  
See translation



**fcbayernfanid** 25w  
Allianz #MoveNow IS BACK! 🔥

Sobat FCBFI punya adik, keponakan, atau kerabat remaja 14-16 taun yang jago main bola? Yuk ikutan program #MoveNowCamp Global Edition 🌍 dari ALLIANZ! Di sini teman-teman akan mengikuti football camp seru dari coach hebat dan terkenal serta kesempatan terbang ke Jerman untuk latihan bersama @fcbayern!

Untuk info lengkapnya klik link di bio 📌 atau kunjungi Instagram @allianzindonesia  
Tunggu apa lagi? Buruan daftar!! 🙌

#MoveNowCampaign #AllianzIndonesia  
#fcbayern #miasanmia #fcbayernfanid  
See translation



# BAYER BEPANTHEN



# CASE STUDY: BEPANTHEN | TRANSFORMING COMMUNICATION THROUGH PRACTICAL CAMPAIGNS.

## Objective

Bepanthen aimed to reinforce its position as the leading diaper rash ointment in Indonesia while making its benefits more accessible and relatable to parents. The goal was to create a movement that not only communicated the product's benefits but also encouraged practical, everyday usage.

## Approach

### 1. Campaign Development: #SatuRuasJari

- We designed the #SatuRuasJari campaign to communicate the simplicity and practicality of using Bepanthen. The messaging emphasized that a small amount of the product (just one finger joint) is enough for effective application.
- This relatable and easy-to-remember concept resonated with parents, making the product usage intuitive and approachable.

### 2. Cek, Oles, Beres Regimen

- To simplify the process of addressing diaper rash, we created the Cek, Oles, Beres (Check, Apply, Done) routine. This easy-to-follow, actionable guide was integrated into all communication channels, reinforcing how Bepanthen fits seamlessly into parents' daily care routines.

### 3. Digital and Social Media Activation

- Educational Content: We leveraged TikTok, Instagram, and other platforms to educate audiences on the product's benefits using real-world stories and relatable scenarios.
- Targeted Ads: Using targeted ads, we reached parents across digital platforms, ensuring that the product was top-of-mind during key moments.
- Collaborations with Influencers: Partnered with parenting influencers and medical professionals to endorse the product, adding credibility and trust to the campaign.

### 4. Practical Communication

- Content focused on practicality rather than just benefits. From short-form videos demonstrating the ease of use to user-friendly infographics, every piece of communication reinforced accessibility and ease.

## Impact

- Market Leadership: Bepanthen maintained its position as the market leader with a 46% market share in its category, driven by the campaign's success.
- Engagement Growth: Social media engagement rates tripled within the first three months of the campaign, with TikTok videos achieving millions of views.
- Increased Product Awareness: The campaign helped educate parents about the proper use of Bepanthen, contributing to higher product trust and usage frequency.
- Positive Brand Recall: Surveys post-campaign showed a significant improvement in brand recall, with parents associating Bepanthen with practical, effective diaper rash care.

## Key Insight

By focusing on practical communication and creating relatable campaigns like #SatuRuasJari and Cek, Oles, Beres, we bridged the gap between product knowledge and real-life application. This approach not only boosted engagement but also deepened brand trust, cementing Bepanthen's position as a parent's go-to solution for diaper rash care.



# DISCOVERY PROCESS: BUILDING A PRACTICAL AND IMPACTFUL CAMPAIGN FOR BEPANTHEN

## Understanding the Brand and Product

We conducted in-depth research into Bepanthen’s unique product benefits, its positioning in the market, and its key differentiators. By analyzing the product’s functional advantages—like the small amount required for effectiveness—we identified an opportunity to simplify and humanize how parents understand and use the product.

## Audience Analysis

Through detailed segmentation and social listening, we gathered insights about Bepanthen’s primary audience—parents with newborns and young children. Our findings revealed:

- **Key Concerns:** Parents were worried about ensuring their baby’s comfort and preventing diaper rash, but they often lacked knowledge about proper product application.
- **Preference for Simplicity:** Parents wanted solutions that were not only effective but also easy to remember and incorporate into their routines.
- **Platform Habits:** TikTok and Instagram emerged as the most relevant platforms to reach this audience, given the high engagement with parenting and health content.

## Competitor and Industry Benchmarking

We studied how competitors communicated similar products. This analysis highlighted a gap: while many brands focused solely on benefits, few emphasized practical, actionable messaging that could resonate with busy parents.

## Cultural and Behavioral Insights

We explored cultural nuances and daily parenting behaviors to ensure the messaging felt authentic and relatable. For instance:

- Parents in Indonesia prefer simple, memorable instructions.
- Trust in brands is often built through recommendations from medical professionals or relatable influencer endorsements.

## Ideation and Messaging Framework

Based on these insights, we crafted the foundation for the campaigns:

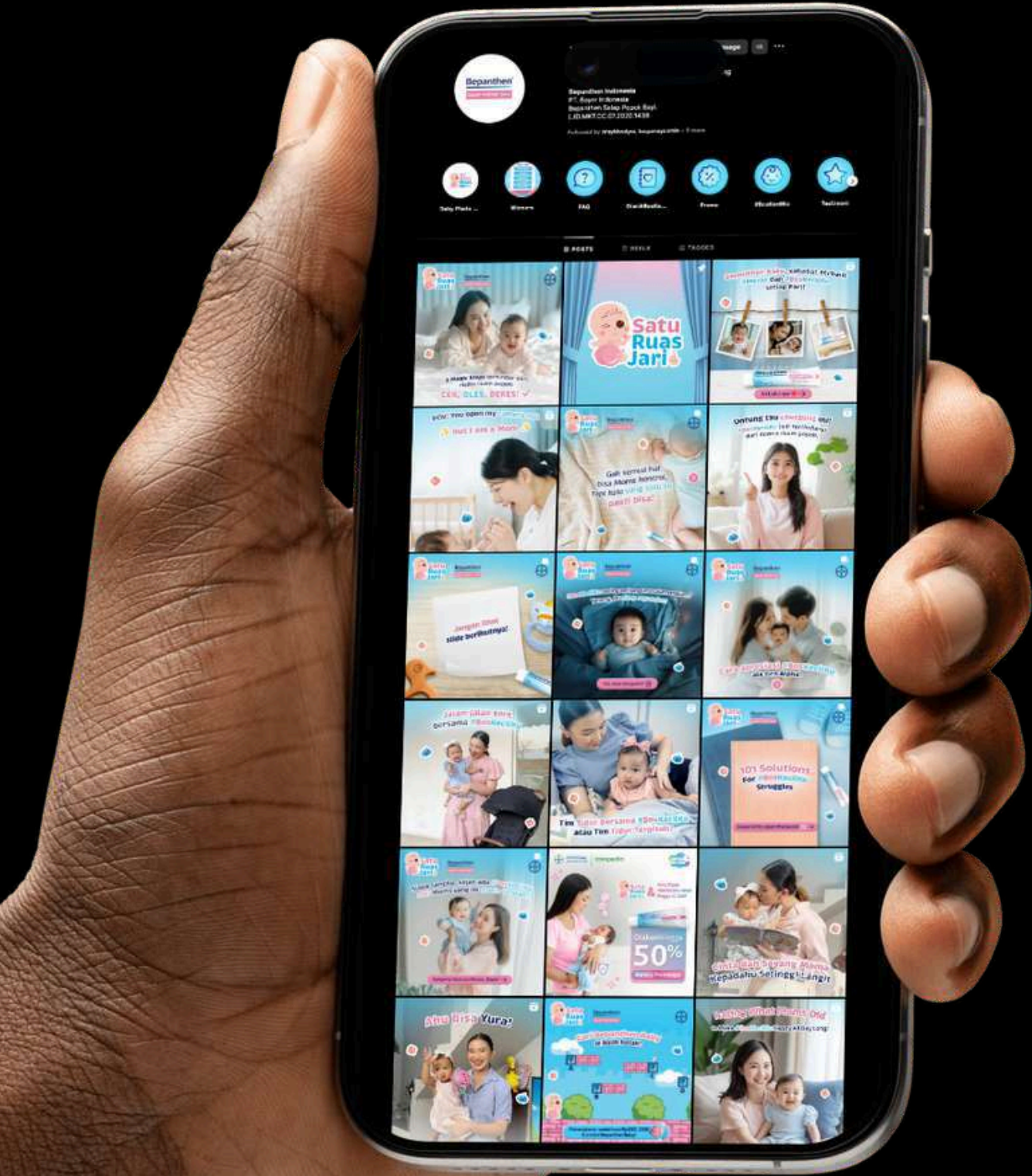
- **#SatuRuasJari:** A memorable, practical message demonstrating that a small amount of product is all that’s needed, simplifying usage instructions.
- **Cek, Oles, Beres:** A three-step regimen to make diaper rash care feel effortless and routine.

## Outcome

The discovery process allowed us to create a campaign strategy rooted in real audience needs, actionable messaging, and platform relevance. This ensured that every piece of content resonated deeply with parents, enhancing both brand trust and product adoption.



# CREATIVE: BEPANTHEN







# RIAMIRANDA DIGITAL ADS OPTIMIZATION



# CASE STUDY: RIAMIRANDA DIGITAL ADS OPTIMIZATION

## Objective

RiaMiranda aimed to enhance the performance of its online sales channels, maximizing monthly sales contributions while optimizing ad placements across Meta, Google, and TikTok.

## Approach

- 1. AI-Driven Pattern Analysis:** We utilized AI tools for predictive analysis, identifying high-conversion patterns from past campaign data. This helped us determine optimal ad placements and audience segments, focusing on high-intent users.
- 2. Multi-Platform Ads Strategy:** We conducted rigorous testing across Meta, Google, and TikTok, using a diversified placement strategy to identify the most effective channels for driving traffic and conversions.
- 3. A/B Testing on Creatives and Audience Targeting:**
  - We tested different creatives and audience setups:
    - Setup A: Targeted all of Indonesia, with ad placements on fashion-specific websites (CPM: Rp 8,000).
    - Setup B: Expanded placements to fashion and lifestyle websites (CPM: Rp 9,000).
  - Based on performance, we scaled up the budget for high-performing setups and paused less effective ones, optimizing ad spend.
- 4. Retargeting Strategy:** Leveraging predictive analytics, we developed multiple retargeting initiatives based on user behavior. The AI tools helped segment audiences based on actions like adding to cart, visiting specific product pages, and engaging with social media content. This allowed us to tailor retargeting ads using dynamic content for higher relevance.

## Results

- **Increased Online Sales:** Achieved a 2x increase in online sales contributions within the first 3 months of the campaign.
- **High Return on Ad Spend (ROAS):** Reached up to 20 ROAS on specific campaigns, demonstrating effective ad placement and targeting.
- **Enhanced Conversion Rates:** Implemented a data-driven retargeting strategy, resulting in a 3x higher promotion conversion rate on the website.



# Multiple Retargeting Initiatives to maximize ads results.

## Retarget audience:

Add to cart →

Visit web page →

Checkout →

Visit specific products →

Engaged with social media →

*Always on  
awareness ads*


*Voucher Code*

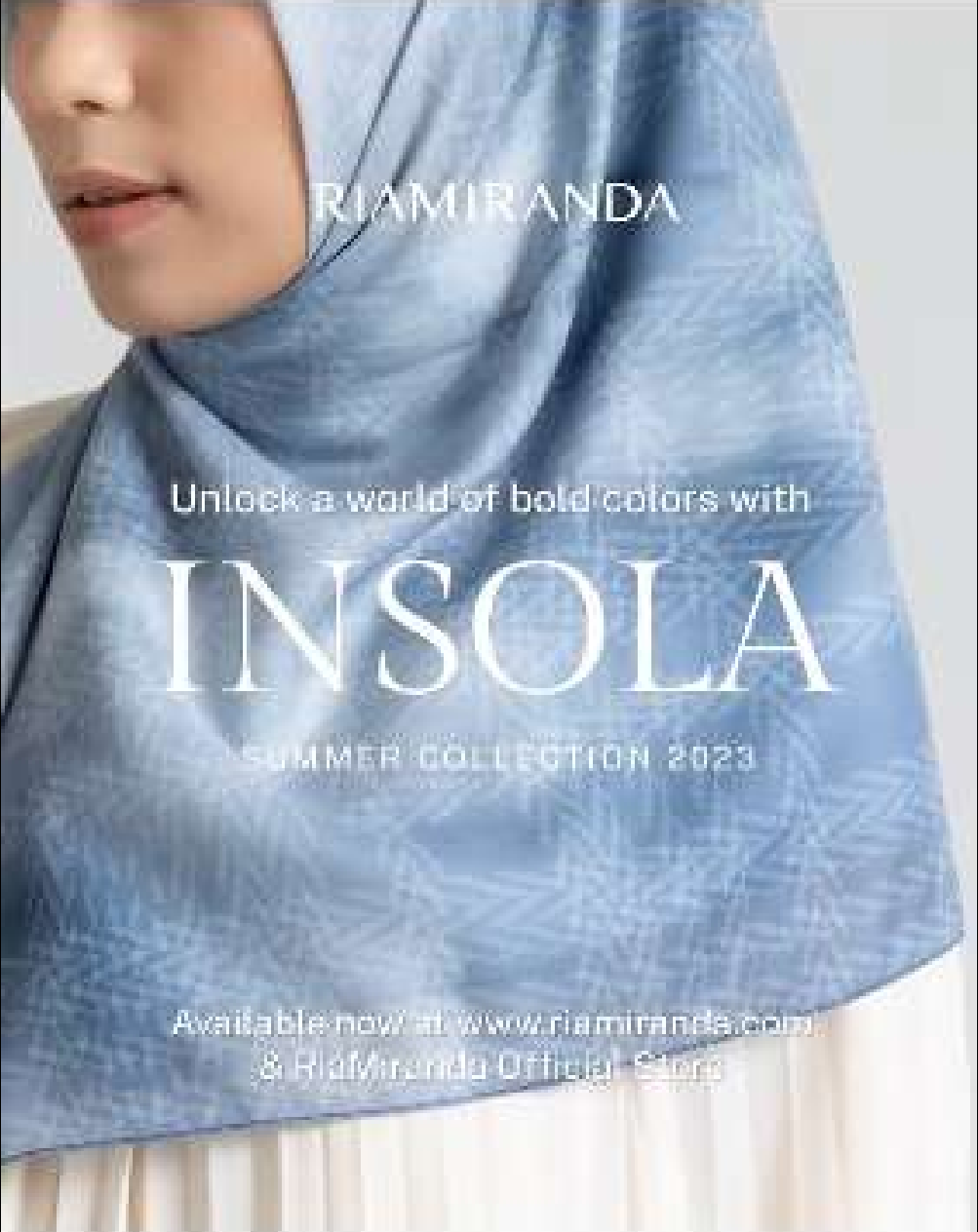
*High  
frequency ads*

*Promotional  
Ads*



# Ads Creative Sample

 inforiamiranda  
Sponsored



RIAMIRANDA

Unlock a world of bold colors with

# INSOLA

SUMMER COLLECTION 2023

Available now! at [www.riamiranda.com](http://www.riamiranda.com)  
& Riamiranda Official Store

[Shop now](#)

 inforiamiranda  
Sponsored



SHOPTOBER PAY DAY

Buy more, save more!

BUY 1 GET

# 20% OFF

BUY 2 GET

# 30% OFF

BUY 3 GET

# 50% OFF

October 25th-November 1st, 2023

[Shop now](#)

 inforiamiranda  
Sponsored



Blending Elegance & Hope

RIAMIRANDA

# BHRAVA

WINTER COLLECTION 2023

[Shop now](#)





# CREATING DIGITAL SERIES FOR EF



# CASE STUDY: EF ADULTS – THE IMPORTANCE OF ENGLISH FOR PROFESSIONALS

## Objective

EF Adults wanted to highlight the critical role of English proficiency in professional growth and career advancement. The goal was to create engaging content that resonated with working professionals, showcasing common pain points and the benefits of improving their English skills.

## Approach

We developed a content series focusing on relatable scenarios faced by professionals, such as struggling in meetings, missing career opportunities, and the frustration of miscommunication. Each video used storytelling to address these challenges while positioning EF Adults as the solution for improving business English skills.



# #UntukYangSiap





# CREATIVE



# VERTICAL CONTENT SAMPLES





# VIDEOADS CONTENT SAMPLE



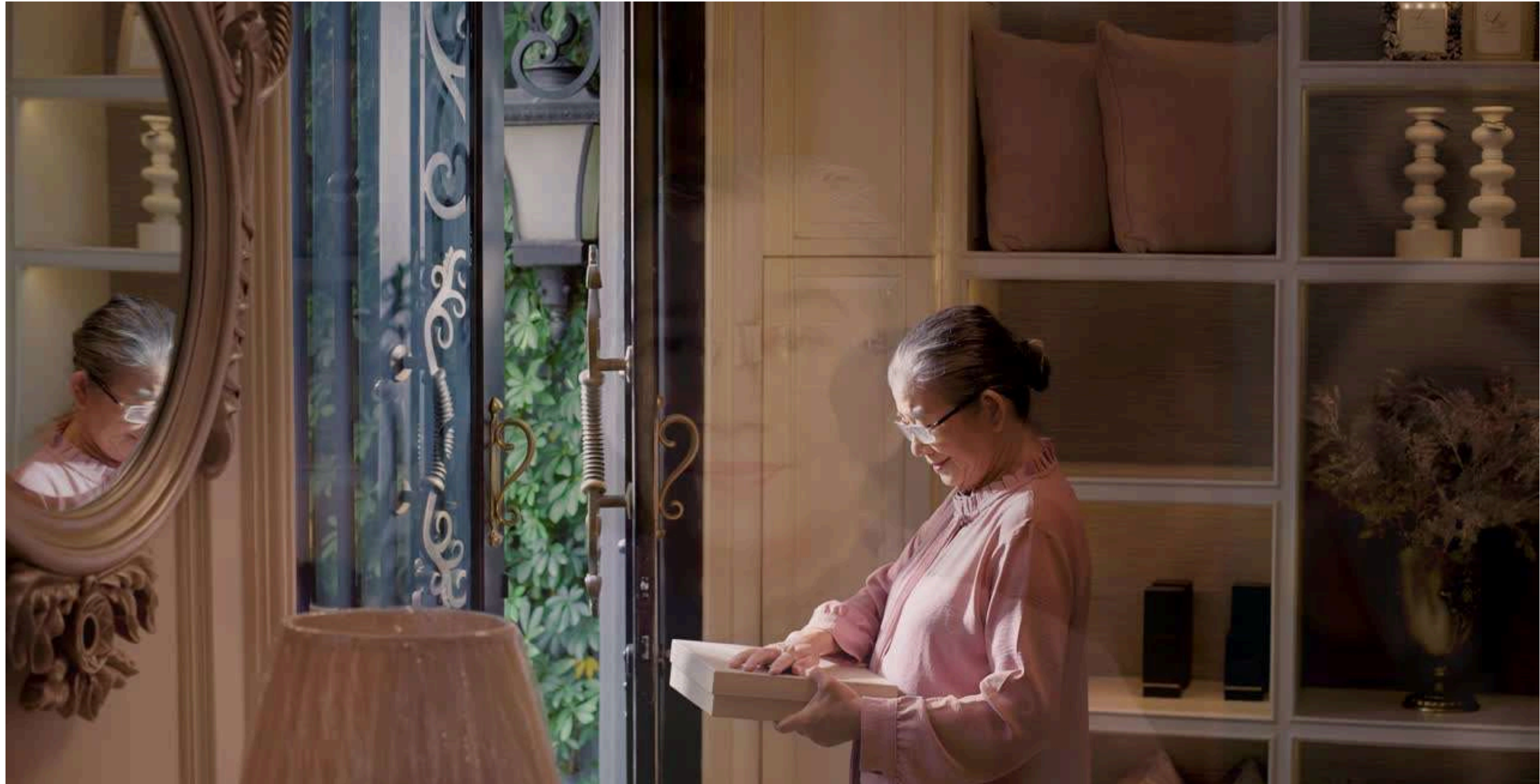


# COMPANY PROFILE SAMPLE





# CAMPAIGN VIDEO – VAIA





WE LOVE CREATING  
FUN TIKTOKS AND  
REELS. CLICK THE  
BUTTON TO CHECK  
OUT SOME OF OUR  
FAVORITES!

CLICK HERE





# CONNECT WITH EPILOG

**PHONE:**

+62 8111734674

**EMAIL:**

hello@epilogcreative.com

**ADDRESS:**

Taman Gandaria c16-17  
South Jakarta, ID

**WEBSITE:**

www.epilogcreative.com

