epilog.

Jakarta • Q4 2026

Agency Credential

Social, creators, campaigns, ads and AI. For 100+ brands since 2019.

2019

Telling brands' stories on digital channels since then.

Social channels, creators, campaigns, ads and AI work, for 100+ brands in Indonesia, Malaysia and the UK. Made by 40+ people in Jakarta.



100+ brands

have hired us since 2019. Banks, insurers, pharma, beauty, retail, logistics, paint and music.

BCA	BSI Bank Syariah Indonesia	OCBC NISP	Commonwealth Bank	Allianz	Ciputra Life	Bayer
Godrej	Kalbe	Darya-Varia Laboratoria	Tempo Scan	Bioré Guard	Jergens	Erha Dermatology
Wardah	Raine beauty	watsons	Riamiranda	erajaya	Hoya	Mowilex Premium Paints
Polytron	Brompton	C&F	JNE Express	Tiki	EF	believe.
Kapal Api	and 70+ more					

Current and past clients.

Leadership team.



Abi

Co-founder, Strategy Director

Leads strategy, data and our AI work. Over ten years in marketing and tech, including Shopee, with brands such as L'Oréal, Reckitt Benckiser and Allianz.



Dey

Co-founder, Creative Director

Leads the creative team and the stories it tells. Comes from agency work, including L'Oréal, and creative writing. Communication Studies at Universitas Indonesia.



Yasmin

Account Director

Leads client service and delivery. With Epilog since its early days, after account management and operations at BCA and several tech startups.



Work with a team that cares about the work.

Each account gets its own strategist, writers, designers, editors, media buyers and analysts, picked from our 40+ people, and one lead who knows your brand.

Strategy • Creative • Production • Creators • Media • Data • AI

What we do.

Nine services. Most clients use two or three of them together, run by one team.

We run it with you, every month

Social media
Strategy, content, community and reporting

Creators and KOL
Casting to payment, through Creator Club

Paid media
Meta, Google, TikTok and SnackVideo

AI visibility
How often ChatGPT and others name you

We solve one problem or moment

Campaigns
Launches and seasons, idea to shelf

AI content studio
Films and images made with AI, directed by us

Audits and research
Social audits, follower checks, listening

We build your team and tools

Training
Marketing and AI courses for in-house teams

AI agents
Automating the work that repeats every week

What moved.

Eight results from the work in this credential. Each one has its own page further in.

24.7M

views across NYU's drama campaign. The plan was 8M.

Godrej • NYU Henna

+38%

CDR sales in supermarkets and minimarkets in Ramadan.

Bayer • CDR

32.7%

of AI answers named Watsons by August.

Watsons Indonesia

3.8M

views for a British song, from nine creators.

Believe UK • Novo Amor

7.15M

views on videos made by BCA's own staff.

BCA

1.05M

Instagram followers for BSI's Gen Z account.

Bank Syariah Indonesia

49.3M

views in two months for Jergens Age Defying.

Kao • Jergens

20,000

followers in a new brand's first two months.

Raine Beauty

Sources: the case reports cited on each case page.

01

AI, data and tools.

We use AI where it saves time or shows us something.
People make the calls.



AI does the groundwork, so our team can focus on what matters to you.

Step	Our team	Where AI helps
Research	Strategists frame the question and decide what matters.	Reads thousands of posts, reviews and reports, so we find the patterns sooner.
Audience	Strategists decide what people really care about.	Sorts comments, searches and AI answers by what people ask and how they feel.
Analysis	Analysts check every figure against the raw data.	Pulls the data together and flags what changed since last month.
The work	Writers, designers, directors and editors make every piece.	Versions and resizing. The idea and the craft stay with people.
Review	The account lead, then you.	A first check against your brand rules before a person reviews it.

Eight AI certificates from OpenAI and Anthropic.

OpenAI
Registered partner

Anthropic
Registered partner

SnackVideo
Agency partner

On SnackVideo, our MeToo creator campaign drew 130M views in 2023.

OpenAI
Consultative Solutions Practitioner

OpenAI
Technical Practitioner

OpenAI
ChatGPT Solutions Practitioner

Anthropic
Claude Partner Badge, Claude Code

Anthropic
Teaching the AI Fluency Framework

Anthropic
Introduction to Model Context Protocol

Anthropic
Introduction to Agent Skills

Anthropic
Claude Code 101

Held by our team, issued in August 2026. Each can be checked with its issuer.

We built six tools for our own work.

Now we build agents and automations for clients too: production steps, approvals and marketing data.

Brand Guardian

Checks drafts against the brand's rules and tone. In use on our own work.

EPIMIND Canvas

Research, guidelines and cultural signals on one canvas to plan from.

Telisik

Collects public signals on brands, competitors and audiences.

Creator Club

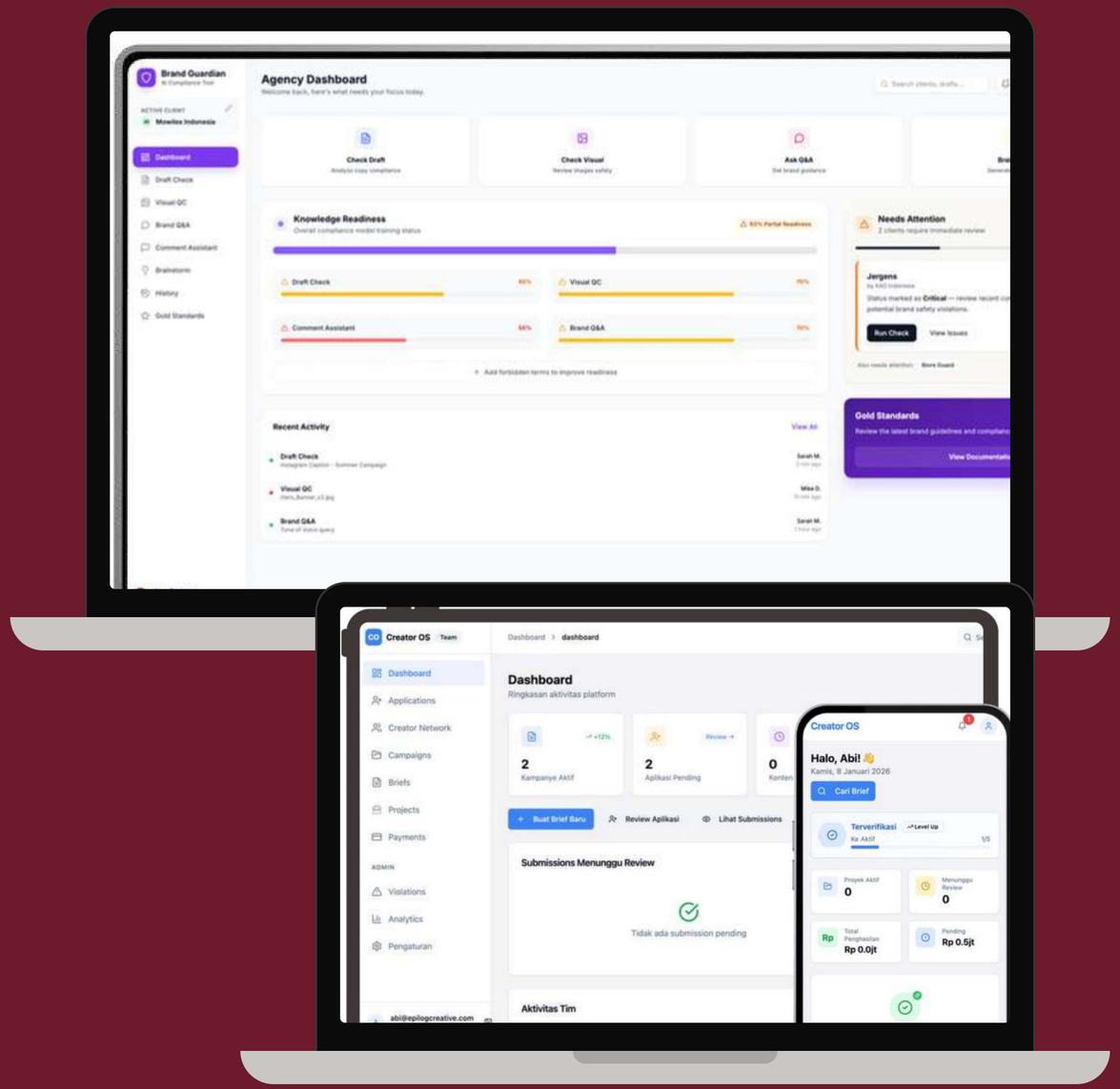
Briefs, contracts, rights, approvals and payments for every creator.

KOL database

Turns a brief into a creator line-up with cost, and flags old prices.

GEO tracker

Asks AI assistants the same buying questions every week and logs the answers.



Brand Guardian and Creator Club, our own tools.

People now ask ChatGPT what to buy.

If the answer names your competitor and not you, you're out before the search starts. AI visibility work, often called GEO, measures how often AI assistants name your brand, and changes it.

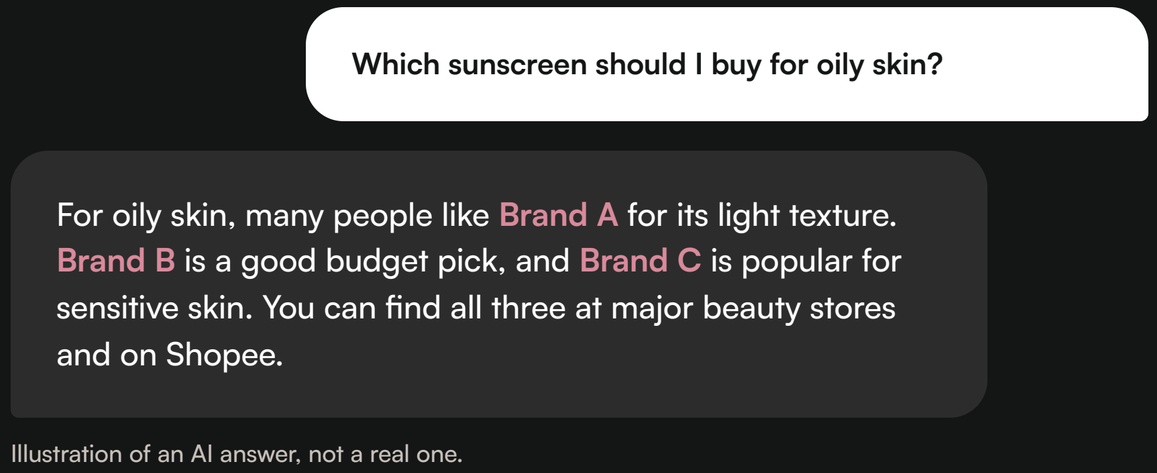


Illustration of an AI answer, not a real one.

Every week

The same questions asked on ChatGPT, Gemini, Perplexity, Claude and Google's AI Overviews, against your competitors.

Every month

What the answers say about you, which sources they trust, and a short list of fixes.

Any time

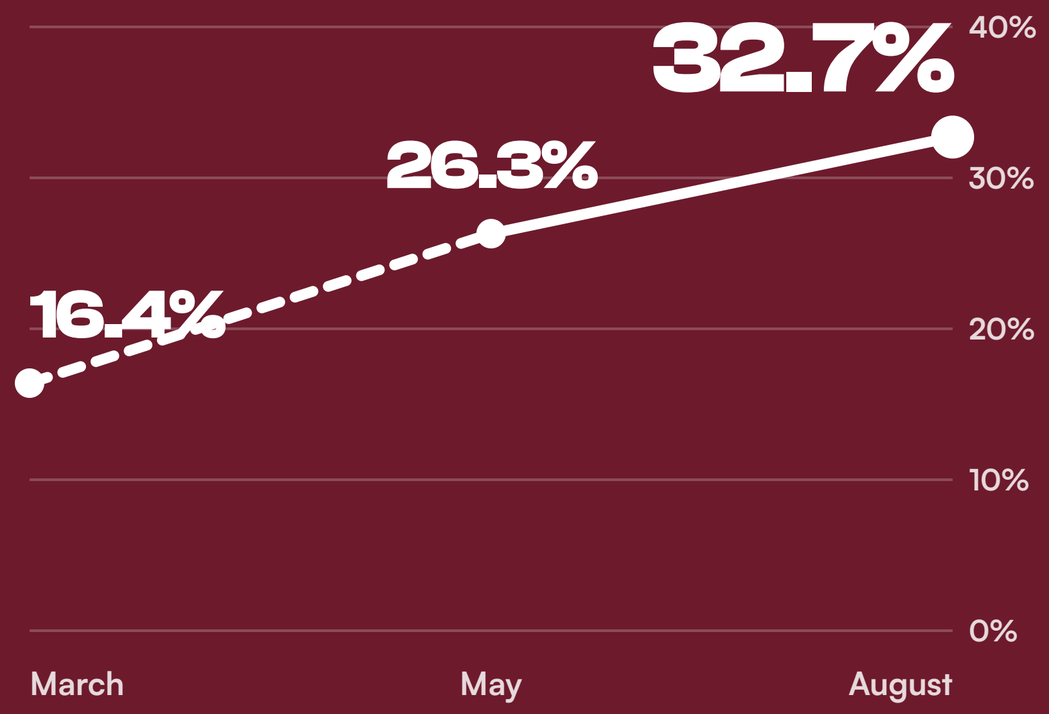
An alert when an AI states something wrong about you, like an old price or a product you no longer sell.

watsons

32.7%

of AI answers named Watsons in August.

The same buying questions, asked every week for six months.
We read every answer and told Watsons which pages to fix.



Share of AI answers naming Watsons, 2026.

20,870 AI answers read between March and August.

Watsons AI visibility closing report, Aug 2026. Dashed: the question list was still growing; May to August uses the same questions.

AI films, directed by our creative team.



Launch film • Stella



Character drama • Biosol



Creator-style demo • NYU



Product film • HIT

Brand first

Pack, colours and approved claims are locked before any frame is made.

People decide

Our creative team writes the script, picks every shot and cuts the film.

Labelled

When AI makes people or scenes, we say so.

AI samples made for Godrej brands in October 2026. Not aired.

02

Social and content.

A brand's channels, planned, made, posted and answered every day, by one team.



Some of the accounts we run.

We also run Allianz's LinkedIn and X, and TikTok for most of these brands.



1M

@goodlifebca
BCA



1M

@lifewithbsi
Bank Syariah Indonesia



2.2M

@jne_id
JNE



87.6K

@mowilexid
Mowilex



35.3K

@bioreguard.id
Biore Guard



9,159

@lifeatkalbe
Kalbe



8,409

@bepanthenid
Bepanthen

Godrej

3.3%

Stella's TikTok engagement. A year ago it was 0.8%.

Eleven TikToks and four carousels a month, for an air freshener people don't think about until they need it.



8.1 comments per post, up from 2.6.

Fanpage Karma, via the Stella review, 16 Oct 2026. The #AdaWangiAdaRasa idea is Bates'.



BSI BANK SYARIAH INDONESIA

1.05M

Instagram followers for a bank that talks like its audience.

BSI wanted millennials and Gen Z. So @lifewithbsi uses everyday humour and money worries, and never sounds like a bank.

313K TikTok followers too.

LifewithBSI yearly report, 2024. Target: 1M Instagram followers.

2.7M

views on one creator post about a JNE courier.

Logistics brands post about speed. We post about the courier who knows your street, the seller and the customer.



770K views on a second creator post.

JNE social report. View counts read on 29 Oct 2026: @salimabdulazz 2.7M, @zaviersyari 770,800.

MOWILEX®
PREMIUM PAINTS

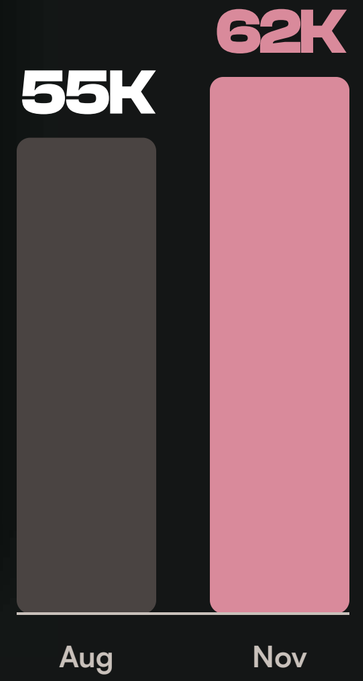
+43.6%

views per TikTok post, after we halved the posts.

Paint advice, giveaways and creator webinars. First we checked the followers were real people.







Real Instagram followers

62K

real Instagram followers, up from 55K in August

Mowilex social reports, Aug to Nov 2025. Followers: 55,312 to 62,382, real accounts only.

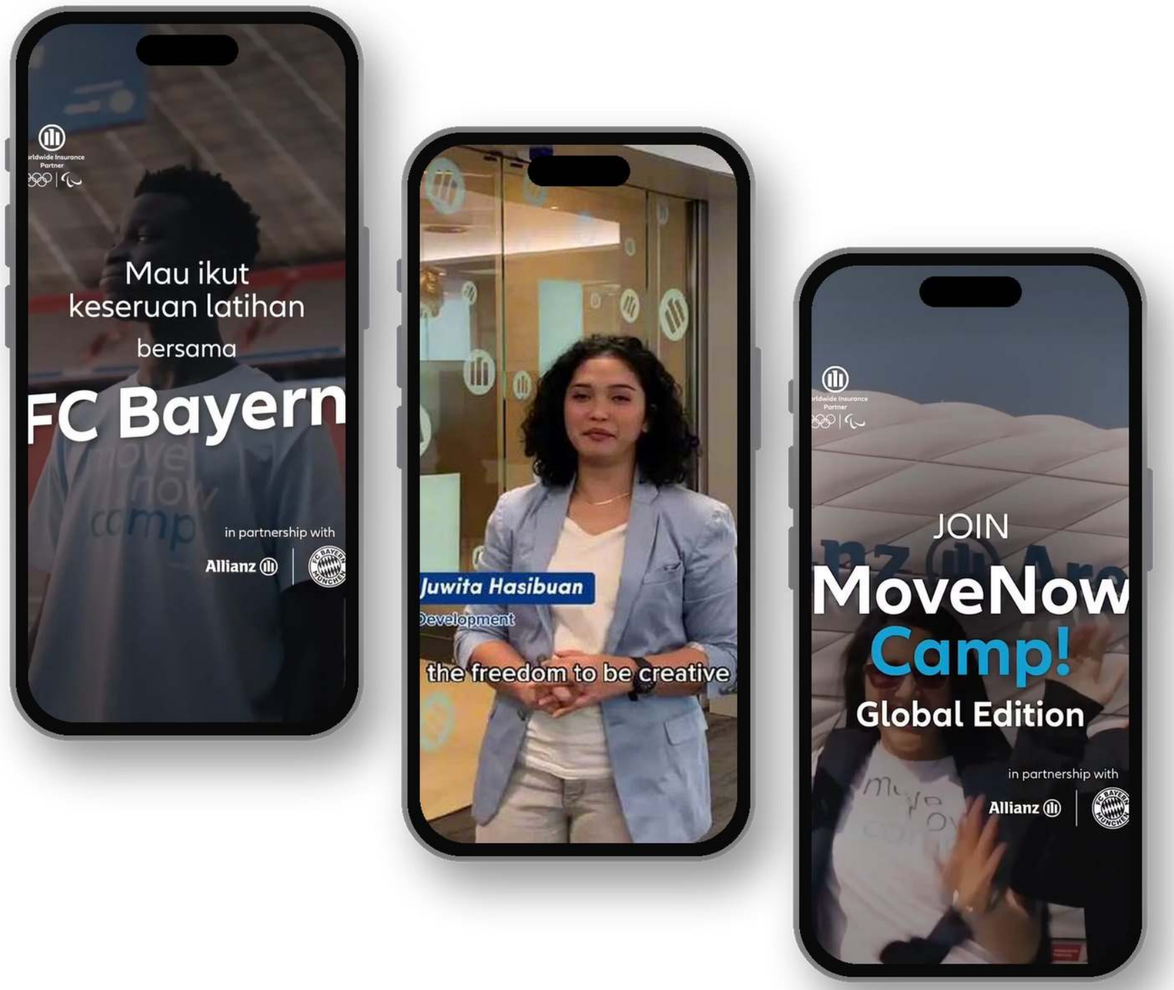
Allianz

+40%

LinkedIn follower growth for Allianz Life, its best since the account began.

Industry knowledge on LinkedIn, everyday money worries on X, and a trip for young fans to an FC Bayern training camp.

+30% followers on X in 2025.



Bioré GUARD

1.07M

views from five creators for Biore Guard.

We run Biore Guard's social and creator campaigns, from the Energized Yuzu Lemon launch in late 2025 to Caca Tengker's Let's Get Biore in May 2026.







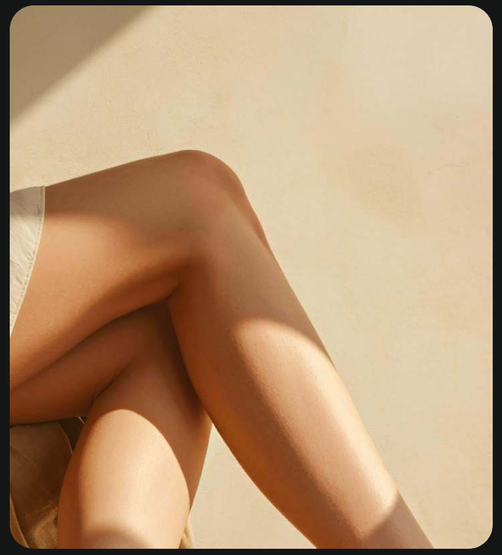


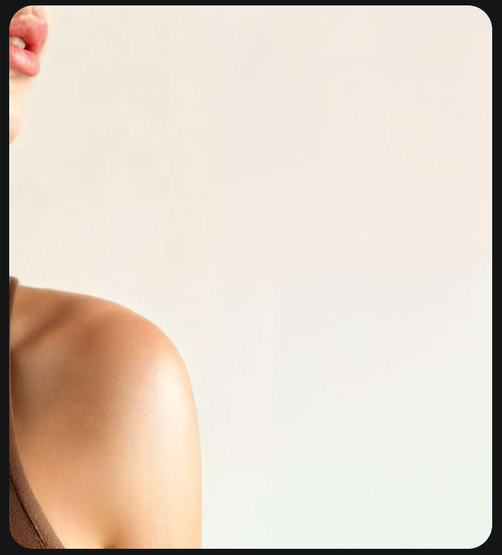
3.85% engagement on Caca Tengker's Let's Get Biore posts, May 2026.

Biore Guard Energized Yuzu Lemon KOL report, Nov to Dec 2025. Let's Get Biore KOL report, data on 19 May 2026.









JERGENS.

14.4%

engagement on Jergens' Instagram. The target was 8.5%.

We run Jergens' Instagram, creator placements and activations.

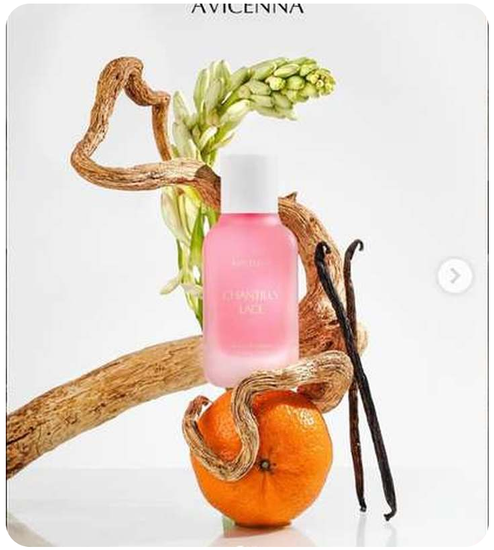
Jergens agency KPI report, July 2025 to June 2026. Engagement 14.44%.

C&F

3x

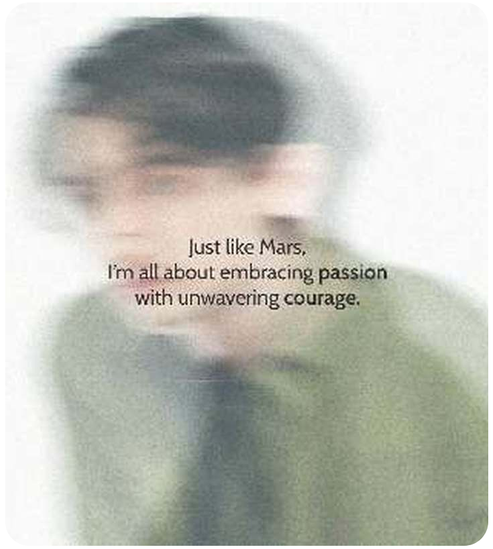
engagement in three months for Avicenna perfume.

You can't smell a perfume on a screen, so each post describes what one scent feels like.









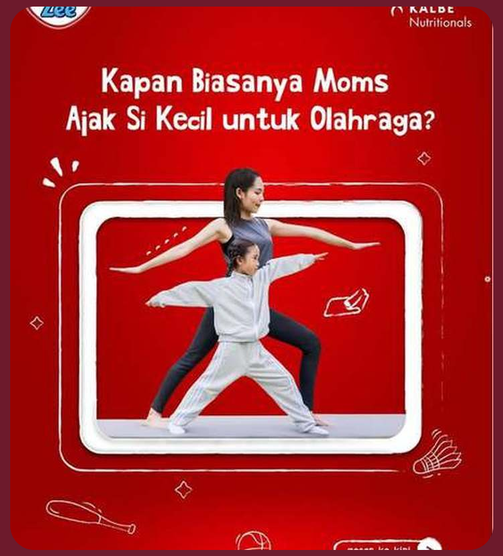
+40%

engagement rate for Susu Zee, with myth-or-fact posts for parents.

Short posts on what's true about milk and kids' health, practical tips and interactive stories.

2M+ impressions from the interactive posts.









03

Creators and KOL.

Picking the right creators is the visible part. Most of the work is the briefs, contracts, rights, approvals and payments that come after.



Every creator runs through Creator Club.

1

Casting

Audience fit, past results, price and brand fit, from our KOL database.

2

Contracting

Briefs, contracts, NDAs and usage rights.

3

Production

Drafts, revisions and approvals.

4

Payment

Paid against the agreed schedule.

5

Reporting

Views, engagement and cost per creator, against the plan.

9

creators took Novo Amor to 3.8M views

50+

creators in CDR's Ramadan campaign

1,171

posts made by BCA staff in 2025

5

creators led NYU's drama to 4.5M views

believe®

3.8M

views for a British song, from nine Indonesian creators.

We matched Novo Amor's "Anchor" to creators who tell personal stories, and put the song under moments people already share.

9.79% average engagement across the nine posts.



Novo Amor campaign report, 2025. Views: 3,809,966.

BCA

7.15M

views on TikToks made by BCA's own staff.

A bank's people can say things a brand account can't. We built Bluecaster around them: a name, a kit, troops, classes and a stage.

1,171 posts made by staff in 2025.

Bluecaster Cycle 2 programme report, 2025. Views on the Bluecaster hashtags.



Bluecaster gave staff a reason to post: classes, merch, events and each other.









Bluecaster programme, 2023 to 2025.

3x

social engagement after we told parents how much cream to use.

One finger joint is enough. #SatuRuasJari made that the line, with parents and creators showing it.



04

Campaigns.

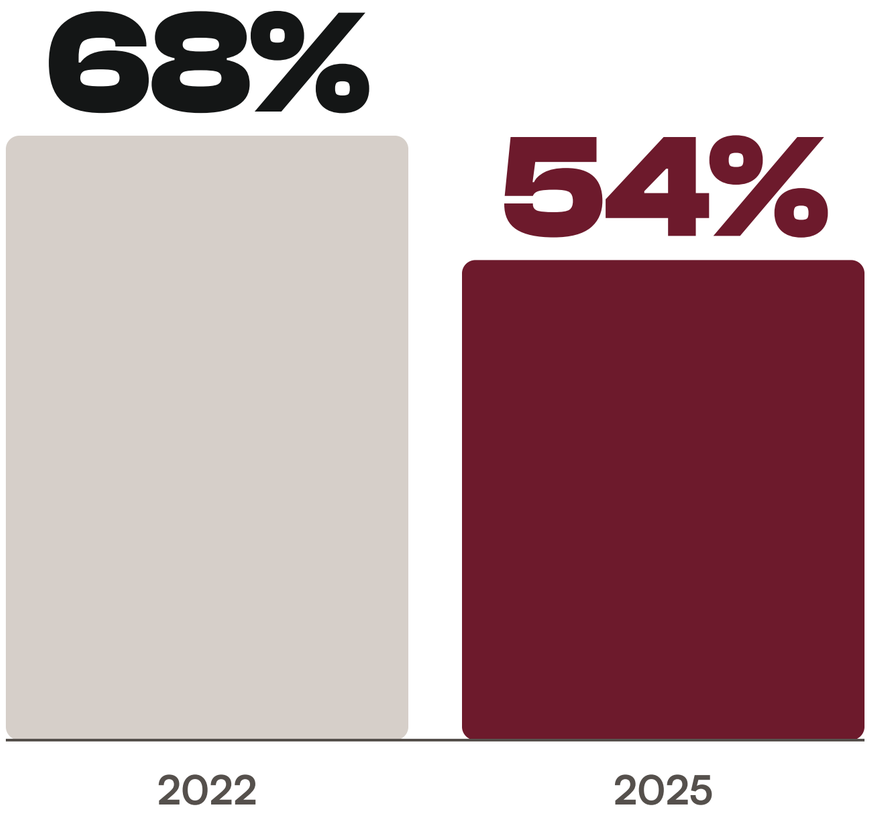
Launches and Ramadan pushes. We find what has to change, then build the idea and run it from the first post to the shelf.



Fewer households were buying CDR.

People weren't rejecting CDR. They didn't think they needed it. So we gave them a reason.

Our answer: strength starts with your bones, and Ramadan is when strength is tested.



Share of households buying CDR.

One Ramadan idea, from Ade Rai's TikTok to 1,330 store displays.



Ade Rai's series



The film



50+ creators



Bone checks in store

+38%

CDR sales in supermarkets and minimarkets during Ramadan.

Sales rose while the bone checks and store displays ran.

+16%
in small shops

13x
Guardian's daily CDR sales

27,000
bone checks

CDR campaign report, 2025. Sell-out in modern trade.



60%

of NYU Henna users are men. The whole category was promising five minutes.

Grey hair matters most right before a job interview, a reunion or a date. We built the campaign on that.



Siaga Uban key visual.

Godrej

24.7M

views across NYU's grey-hair drama campaign. The plan was 8M.

Eight episodes about the day grey hair shows up at the worst time.



4.02M views on the first episode's story, across seven posts.

NYU performance report, 12 Oct 2026, and campaign update, 19 Oct 2026.

One drama, six ways in.



The series

8 episodes, about 3 minutes each



The cuts

18.9M views on 16 short cuts



The creators

5 creators, 4.5M views



The podcast

999K YouTube views, 724 comments



The clippers

103 clips from 31 accounts



The shop

TikTok Shop and affiliates

Godrej

999K

YouTube views for the podcast where the hosts really used NYU on air.

A 74-minute Duo Bahlul episode with Cak Lontong. NYU was on the set, and the hosts washed with it on camera.

724 comments, more than any other piece of the campaign.



“Jirr iklan beneran dipake kirrain gimick”

They actually used it. I thought it was a gimmick.

“pas banget mo beli produknya bingung makenya...Ingsung d praktekin kamal”

I was about to buy it and didn't know how to use it. Kamal showed me.

YouTube view count read on 17 Nov 2026. Comments: NYU campaign report, 12 Oct 2026, from 710 comments read.

TikTok Shop sales rose 56% a day while the drama ran.

See

24.7M

views, against a plan of 8.0M

Consider

+47%

more of NYU's TikTok audience considering the brand

Convert

+32%

more people at the purchase stage

Buy

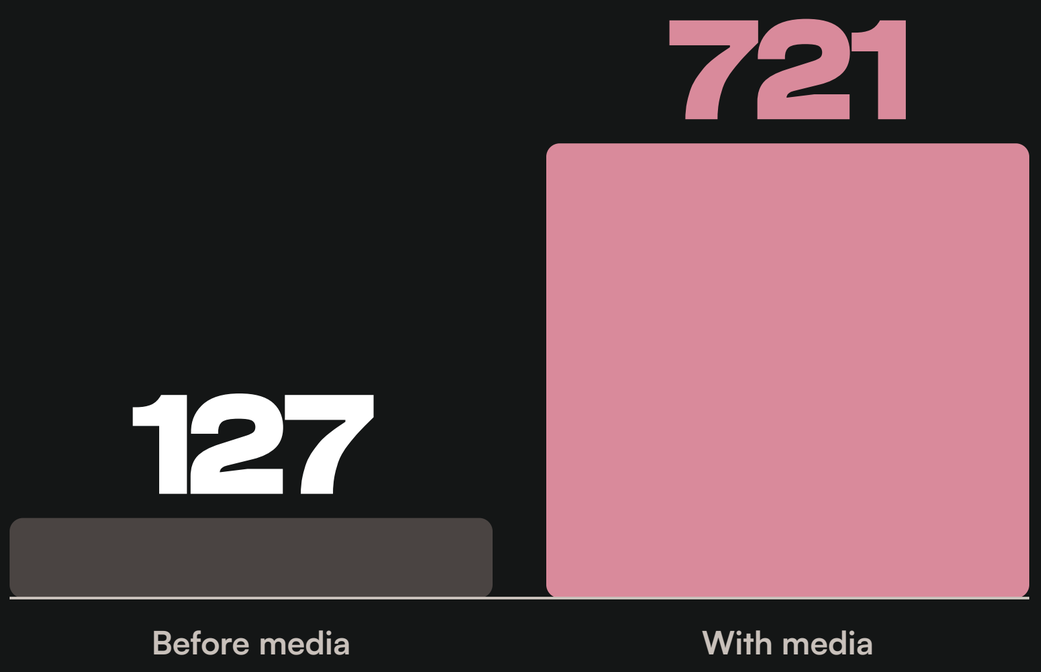
+56%

TikTok Shop sales a day, October against July

NYU performance report, 12 Oct 2026; NYU Brand Team data for consideration and sales.

We put the media behind the seven best cuts.

Visits to NYU's TikTok profile rose almost six times. Then we read what made people tap.



Profile visits a day on NYU TikTok: 17 Aug to 3 Sep, then 4 to 30 Sep.

+2,439

TikTok followers. The account grew on 55 of 57 days.

14.5s of 20

watched on one cut, but few tapped the product. Watching is not buying.

1.23%

of viewers tapped the product on the best cut: the problem, the wash and the win in 15 seconds.

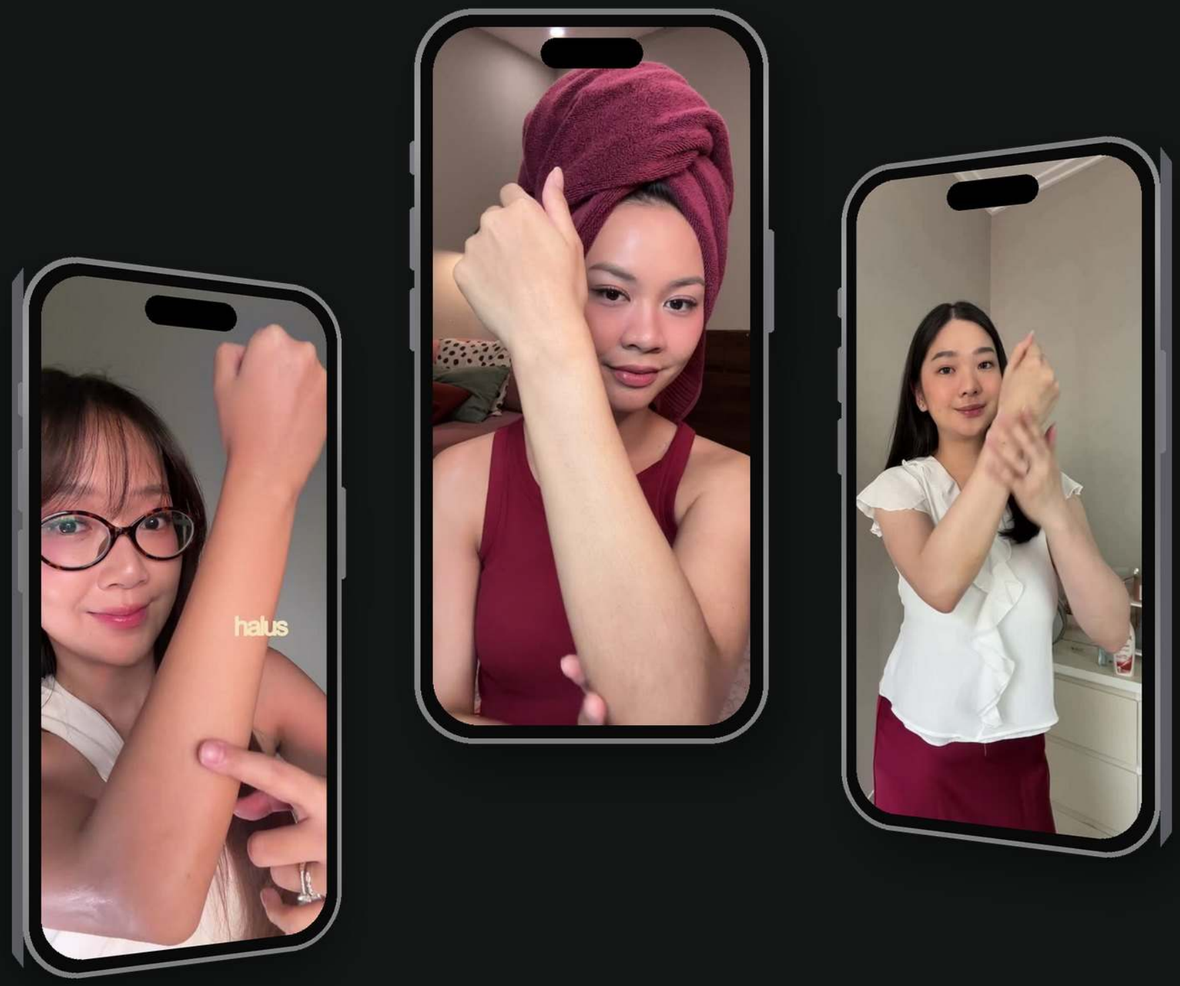
NYU campaign performance report, 12 Oct 2026. Visits per day: 127 before media support, 721 from 4 to 30 September.

JERGENS.

49.3M

views in two months for Jergens Age Defying.

One idea, give your skin 60 seconds, carried by creators, a dermatologist, a talk across two generations and Threads.

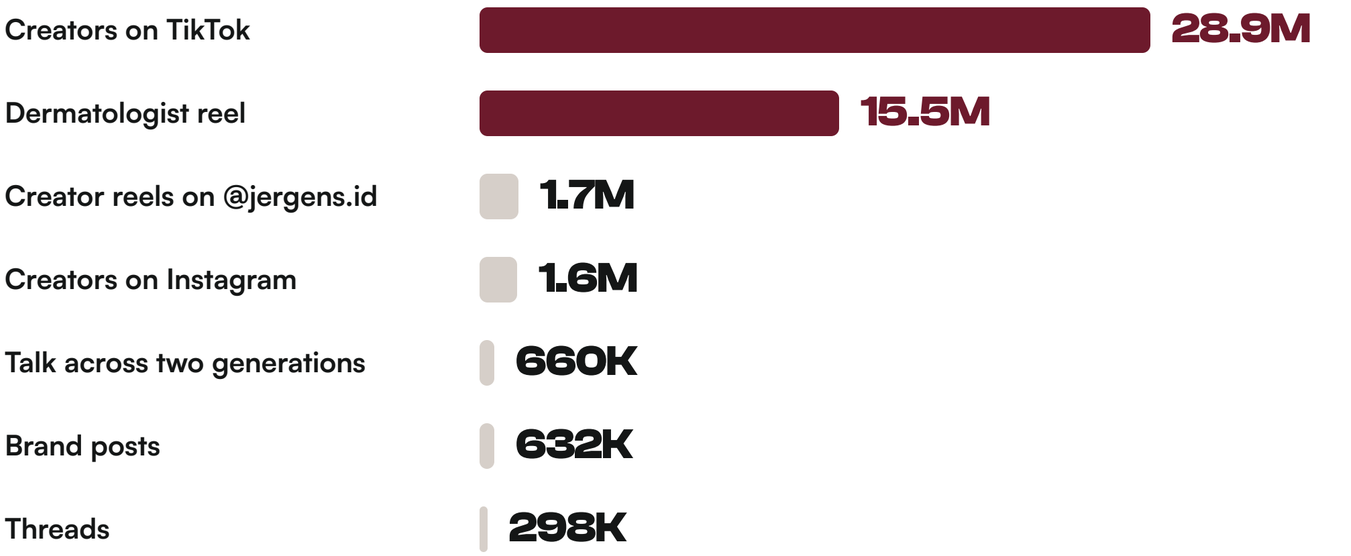


24.8M views on one TikTok by Clara Flo, a creator with 17.9K followers.

Jergens #YouthfulThatLasts campaign report, 3 Nov 2026. Views across all streams, 1 Sep to 31 Oct 2026.

Creators and a dermatologist carried the reach. Rp2.02 a view.

Views by stream, 1 Sep to 31 Oct 2026



What we learned

Show the skin.

Clara's selfie demo ends on a close skin check. It went furthest.

Start with a worry.

dr. Gaby's "3 habits that make your skin look older" drew 15.5M views and 2,678 saves.

Give a reason to reply.

The talk across two generations and its giveaway took brand comments from 8 in September to 403 in October.

Jergens #YouthfulThatLasts campaign report, 3 Nov 2026. Cost per view: creators, dermatologist and Threads at rate card, Rp93.7M for 46.3M views.



BSI BANK SYARIAH INDONESIA

2.5M

TikTok views for gold pawning, explained by a man in a gold jacket.

Mas Adam, on Inul Daratista's account, explained BSI's Gadai Emas in short, funny videos.

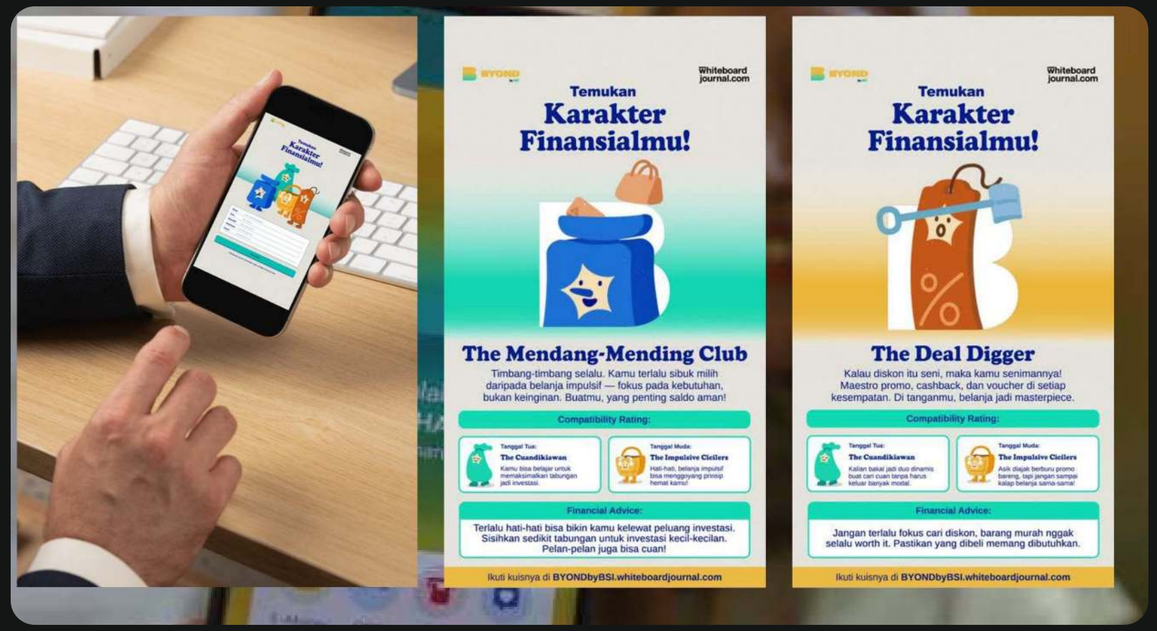
+20% more inquiries for Gadai Emas.

BSI BANK SYARIAH INDONESIA

27M

Instagram impressions in BYOND's launch weeks.

A personality quiz with Whiteboard Journal sorted Gen Z into money types, then sent them to BSI's new super app.



1.84M TikTok views.

Raine
beauty

20,000

followers in a new beauty brand's first two months.

We built the launch on the founder's own story and #SelfLoveIsTheNewBeautyCode, then split the ads between storytelling and people ready to buy.

85% of launch sales came through ads and online stores.



05

Paid media.

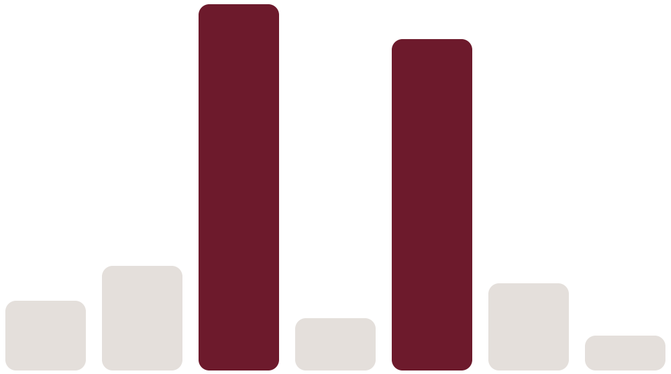
Ads that change as people move closer to buying. We plan and run them on Meta, Google, TikTok and SnackVideo.



Test, fund what sells, then speak to each shopper.

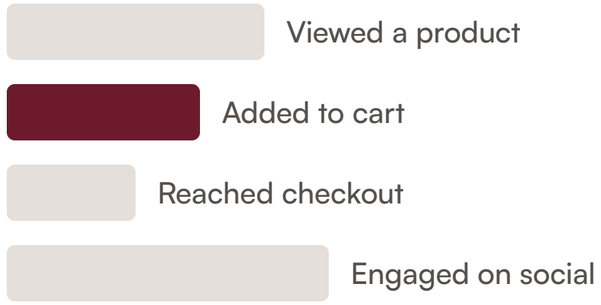
Test

Start wide across audiences and placements, with small budgets.



Fund

Move the money to the ads and audiences that sell.



Segment

Show each person an ad that fits what they've already done.

RIAMIRANDA

20x

return on ad spend on RiaMiranda's best campaigns.

Shoppers who added to cart got a different ad from people just browsing. Budget followed what sold.

2x online share of total sales, in three months.





BROMPTON

50x

return on ad spend, after we split Brompton's riders in two.

Long-time riders care about heritage and community. Newer riders want adventure. #KotaBrompton gave each its own ads, with real riders in Jakarta, Bali and Bandung.

200+

professionals trained, from 15+ companies.

Marketing and AI courses for in-house teams, taught by people who do the work every week. Teams include Tempo Scan Group, Ajaib, Astra Life, Aksoro and Allianz.



An AI training day for Tempo Scan Group.

91.1 average test score out of 100, Tempo Scan, June 2026.

Epilog training credential, Oct 2026. Tempo Scan test results, June 2026.

Three courses.

Each one runs alone or as part of a longer programme, built on your team's own work, with a test at the end.

Marketing foundations

For people new to marketing.

Marketing basics

Why people buy

The funnel

Keeping customers

Half a day to one day

Social media and content

For marketing and brand teams.

Social media strategy

Writing for each channel

A weekly content plan

Creators and communities

One to two days

AI at work

For any team, staff to leaders.

Where AI helps and fails

Briefing AI properly

Marketing with AI

Where to start

Half a day to two days

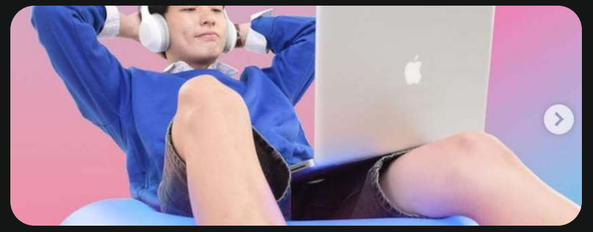
Up to 20 people a class • Bahasa Indonesia or English • 35 of every 60 minutes is people practising • At your office

Our team also spoke at PDX2026 in Penang, BNI Magnify and the iQOO Z11 launch in 2026.

More of the work.



BYOND by BSI
Whiteboard Journal quiz



EF Adults
A video series on English at work



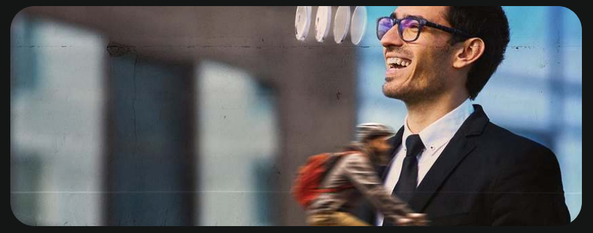
VAIA
Campaign video



Wardah
@diaryperantau, a creator account



Bayer Malaysia
Motion content for Berocca and Redoxon



Hoya
Social content and video ads



Polytron
Social content



Bonteh
Social content



Video ads
Short ads cut for each platform



Vertical content
Phone-first lifestyle content



TIKI and more
Creator work for TIKI, Izone and Global Wisata

100+ brands

How to work with us.

Scope and fees are set per brief, in a written quotation.

Retainer

A team that runs your channels, creators and media every month.

Usually 6 to 12 months

Project

One brief, from strategy to launch.

Usually 1 to 3 months

AI visibility

Weekly tracking and a monthly diagnosis, after a setup.

Monthly

Training

A course for your in-house team, with a test at the end.

Half a day to two days

A good first step

A two to four week audit of your channels, creators or ads: what's working, what isn't, and what we'd change first.

Tell us what you want to change.

Thank you.

epilog.

Abi Mangku Nagari • Co-founder, Strategy Director

abi@epilogcreative.com
+62 811 1734 674
epilogcreative.com