

epilog.

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Agency Credential | Q3 2021

# Management



## Abi Mangku Nagari

Managing Director / co-Founder

Abi has a varied background from the Advertising agency, to the e-commerce industry. He held a bachelor's degree in Advertising from the University of Indonesia, and an MBA degree from Bandung Institute of Technology.

He loves the technical side of the business, from coming up with the best strategy to crunching down some numbers for the project. He's started his career working at e-comm companies such as AsmaraKu, Lazada, and Shopee mostly on the Business Development side.



## Dey Fitria

Creative Director / co-Founder

Dey is a creative director, social media strategist, and content creator with 8 years of expertise creating impactful brand solutions for local and international clients across numerous industry verticals.

Her early career included roles as Feature & Lifestyle Writer for FashionTV Magazine, Content Editor & Social Media Manager for L'Oreal Professionnel, Head of Digital Activation and Campaign Lead for Kementerian Perdagangan, BUMN's Halal Park, and Lingkar Temu Kabupaten Lestari.

We believe good content should start with a good story.

**Epilog Creative is a "story-driven" digital agency. We provide end-to-end services inclusive of:**

- Social Media Management
- Influencer Marketing
- Digital Asset Creation
- Performance Marketing
- Digital Campaign



# From strategy to managing operation side of our client digital marketing effort, we got all covered.

## Strategy.

Strategy defines where we're going, and how we're going to get there. We do that by working with you to diagnose your business problem, scoping the landscape to identify your opportunities, and creating a social media strategy to move your business from A to B. The why behind the what.

## Media.

Paid social sits at the heart of everything we do. Media lead on our distribution, they make sure what we make gets seen by the right people, at the right time, in the right place. Whether it's advertising campaigns or paid partnerships with like minded publishers, they are measured by performance - constantly striving for the best results for the cheapest cost.

## Creative.

Our in-house content and production team. A collective of photographers, videographers, animators, copywriters and designers who always think social first. Working closely with strategy and media to make relevant, but above all, effective work.

## Management.

The team with their eyes on your platforms every day, making sure they run like clockwork. Everything from project management, community management, influencer management, scheduling and reporting. On the front line, 7 days a week to ensure we are performing to the best of our ability.

# We believe in a good narrative to drive brand engagement on the digital platform.

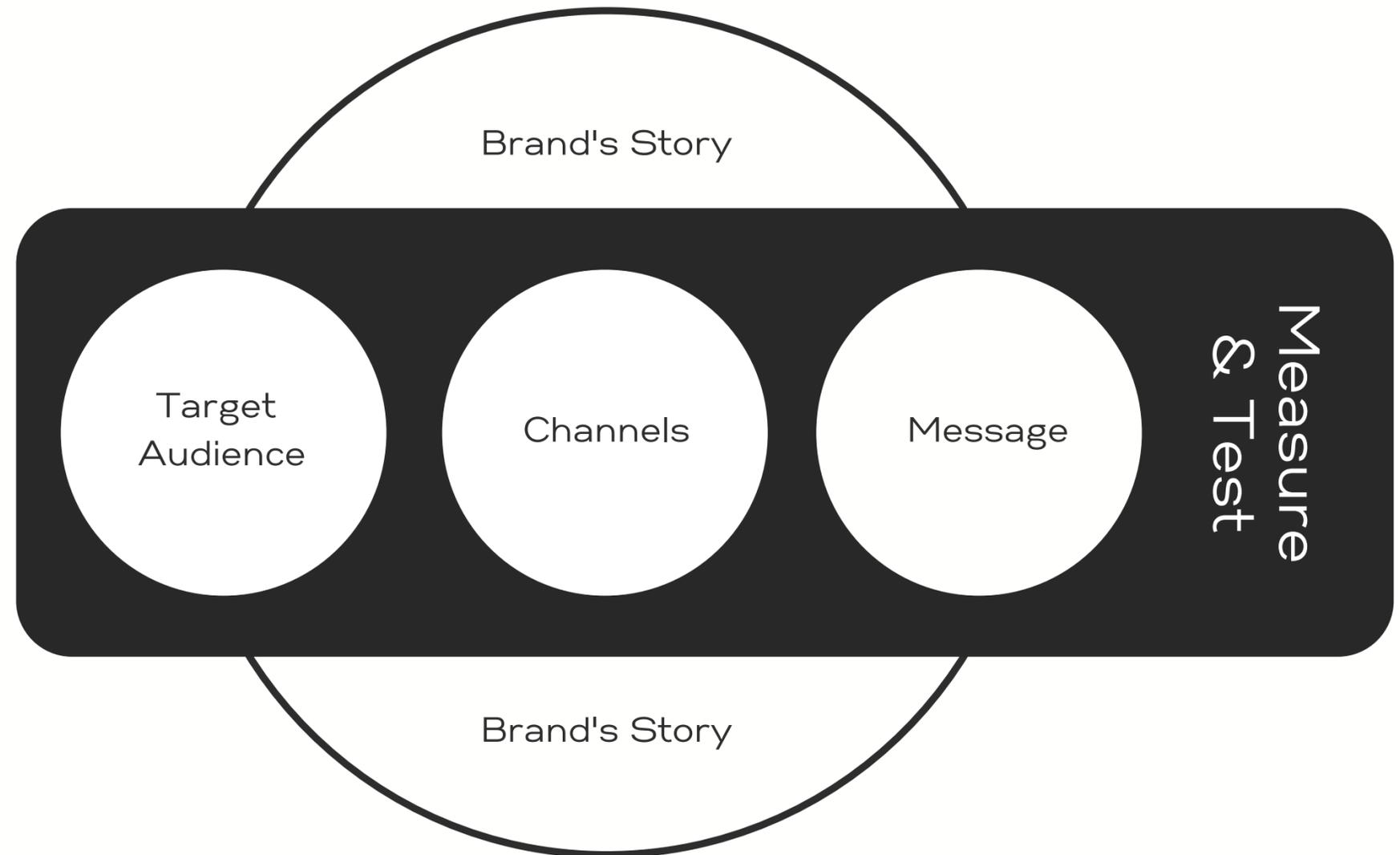
Good narrative (story) shows brand personality and enhanced brand uniqueness in the crowded marketplace.

And yet, marketing is all about come up with a thesis, and try to prove our thesis out there.

We come up with our story and strategy, deploy, measure. And eventually, if it does work, it's all about scaling.

If not, we back to the drawing board and adjusting our approach.

And it's a never-ending feedback loop. 24/7.



# Our Clients Include:



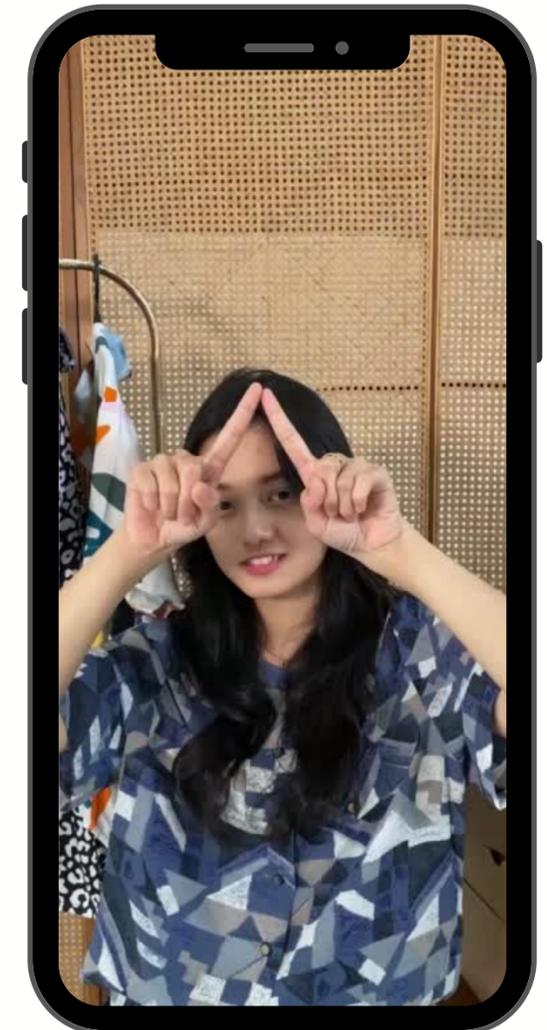
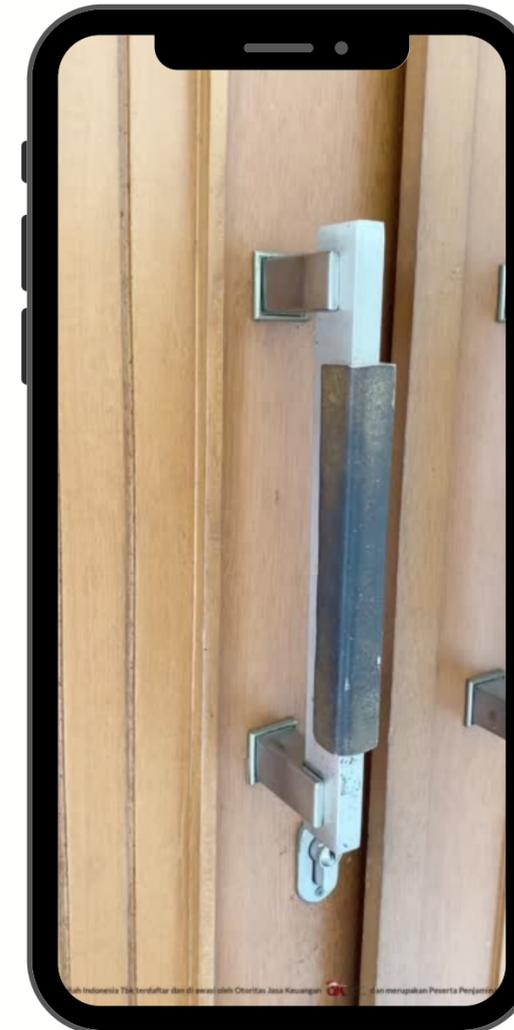
# We utilize best in class tools to help us perform



# TikTok Management

With the rise of TikTok as a social media platform, we're introducing the services in mid-2020 to help brands to extend their content universe to the platform.

We're providing TikTok content strategy development, content production, and managing operation such as posting, responding to comment, and connect with TikTok Indonesia for any brand placement needs (challenge or ads).



# Recent Work

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## Bank BSI

# Create engaging social media content for Bank BSI, the largest syariah bank in Indonesia.

Bank BSI recently launch and bringing an ambition not only to become the best Syariah Bank in Indonesia but also one of the well-known banks in Indonesia.

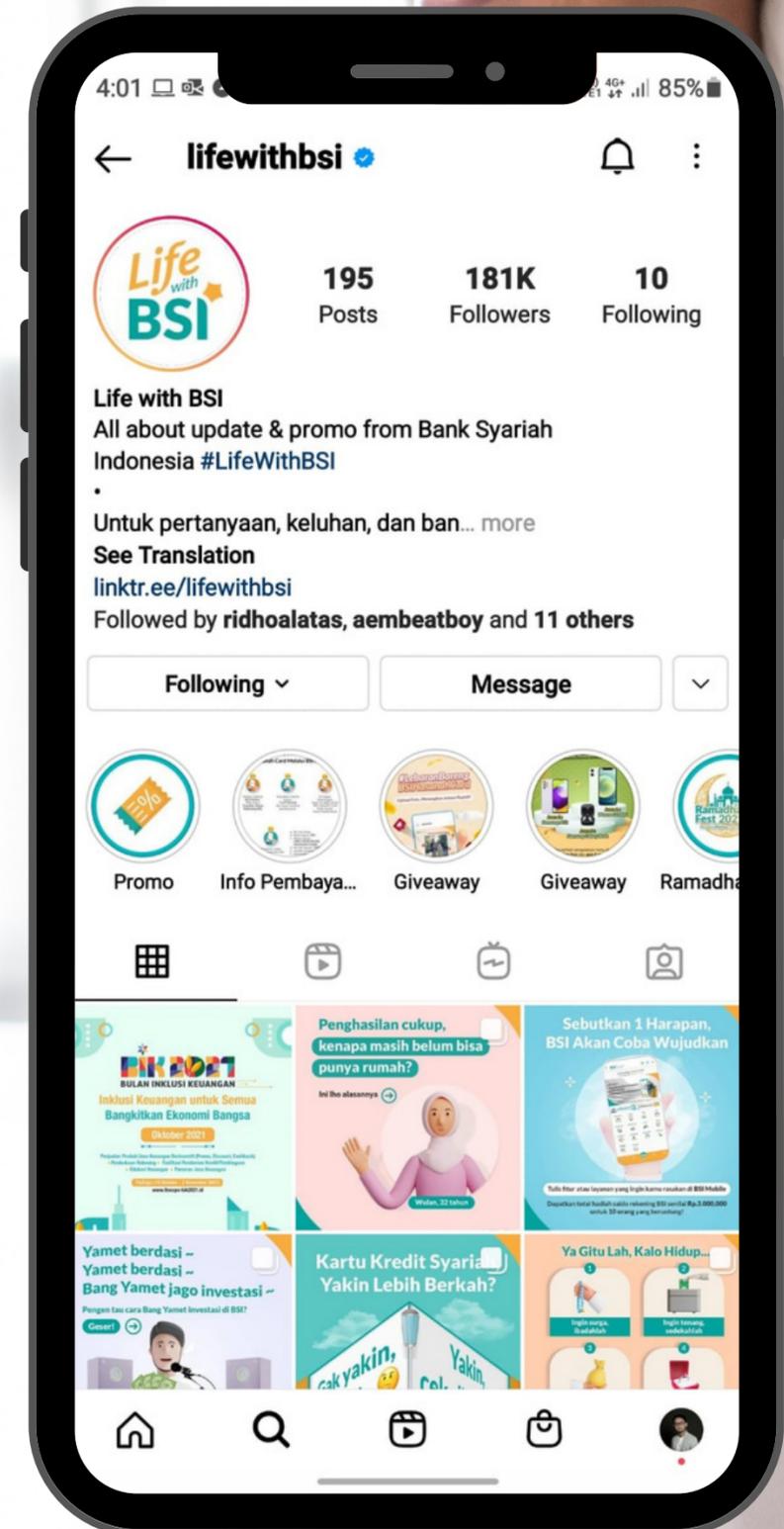
We try to push the brand's visual and tone of voice to be not only able to represent their main value. Which are financial services that follow the Syariah principle, but are also able to speak to a "general" audience.

Our main approach for their social media is by combining fun and modern look in terms visual, but also casual and young tone of voice.

95% Increase  
in Organic  
Impressions

50X Increase in  
Engagement

80% Higher  
Follower  
Growth Rate



Bank BSI

## Structuring the right message and social media strategy for IT.

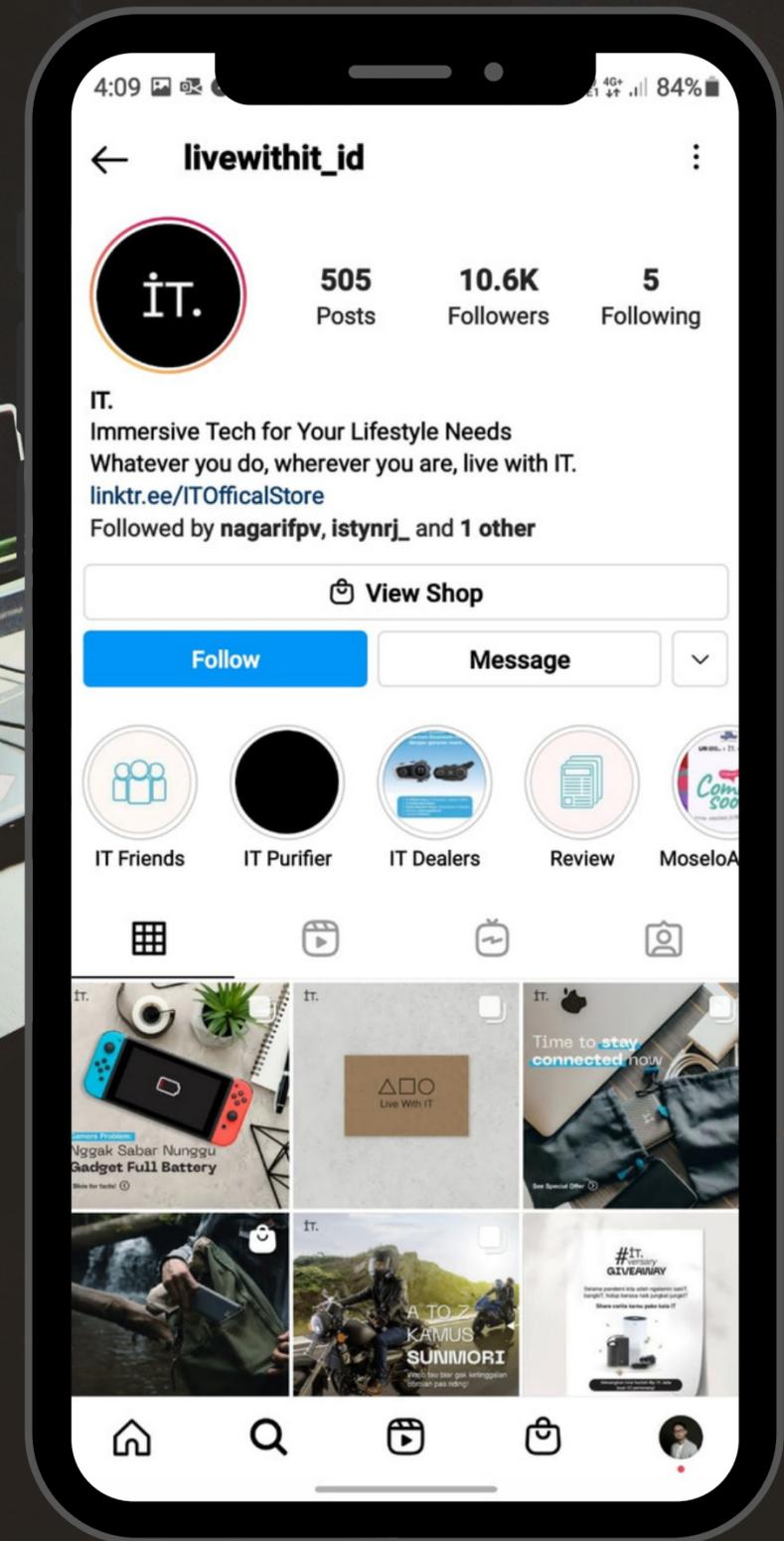
Erajaya recently launch a new brand to service the increasing "digital lifestyle" for Indonesian urban consumers.

We're helping the brand to translate its brand statement into the brand's social media direction. From tone and manner, social media channel strategy, and combining the organic content to be able to serve as a lead generator for the brand's online sales channel. By using social media ads placement.

50% Higher Social Media Engagement

30% Higher Website Visit from Social Channel

2X Higher Social Media Followers



Qrim Express (Lippo Group) – Social Media Management & campaign management.

## Helping the new comer in the industry to win the "free-ongkir" game with Persona campaign.

Qrim is a new door to door courier service in Indonesia. The company is part of Lippo Group companies, with ambitious goals to be one of the top players in the industry. Competing alongside companies such as J&T, JNE, Ninja Express and such.

The launch an initiative for Shipping Free campaign in 2019, as part of their strategy to penetrate the market. Our team came up with an integrated social media content strategy to create awareness for the campaign. We also

56%

IG Followers growth in the first 3 months

80%

QRIBO voucher used during the campaign

50%

Increase in average engagement rate on reach



Erha Clinic: Erhair

## Introducing Erha newest hair product line by using snack bites video and thematic video ads campaign.

As one of the leading names in dermatologist brand in Indonesia, once again they expanding their business into a new territory of products category: Hair.

Under the Erhair name, Erha wants to increase product awareness in 2021 and helps the audience to understand the product benefits and how to use them through digital media.

Out solutions, by providing multiple layers of video ads concept for their newest range of products. Thematic video ads, and tutorials that we can chop into snack bites or micro-content.

We help them to come up with the video concept, video production, and distribution of the content by using a series of Instagram posts, IG/FB ads placement, and also Youtube ads placement.

20% Higher  
Follower  
Growth

>3% Social  
Media Ads CTR

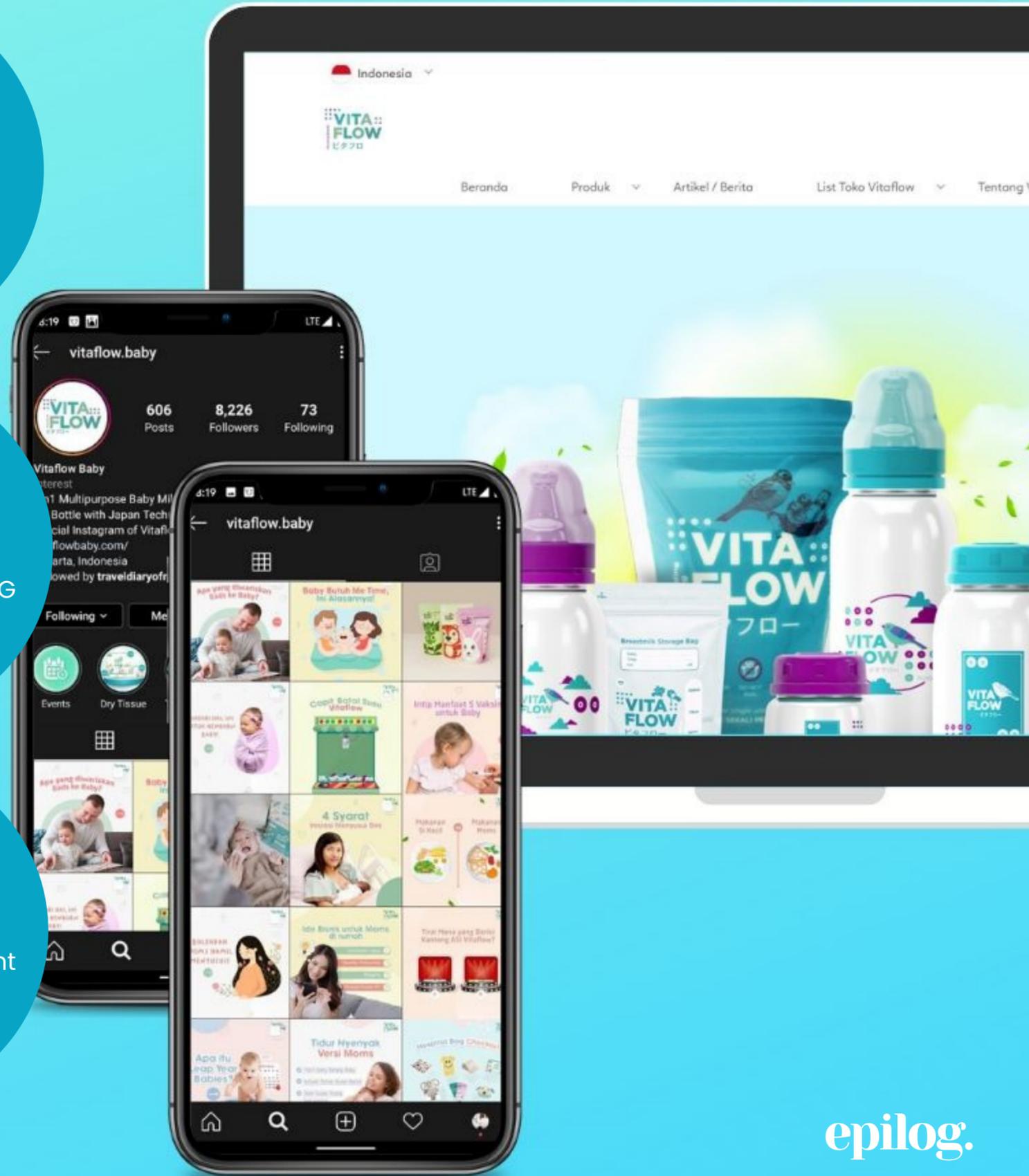


## Vitaflow Baby - Social Media Management

**Create a brand that delivers good values to all moms in Indonesia through digital.**

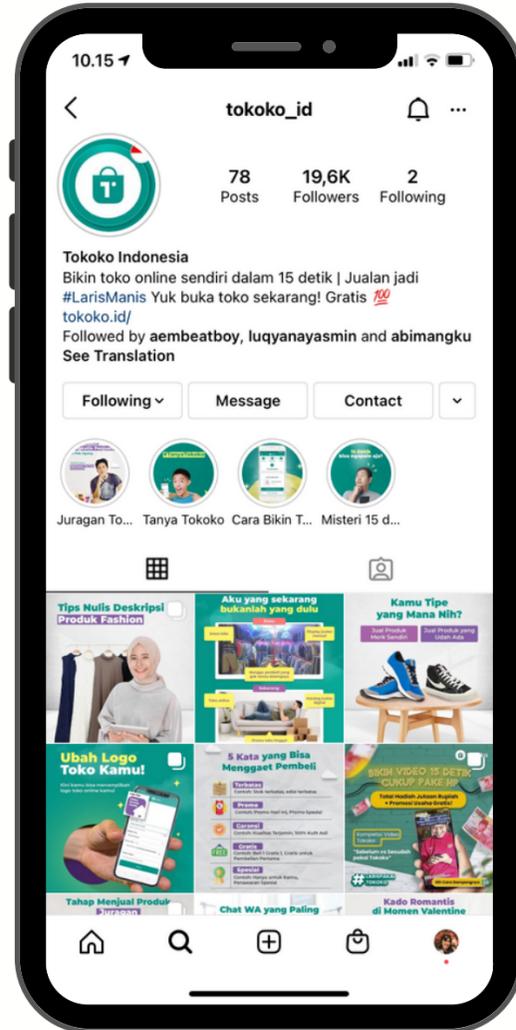
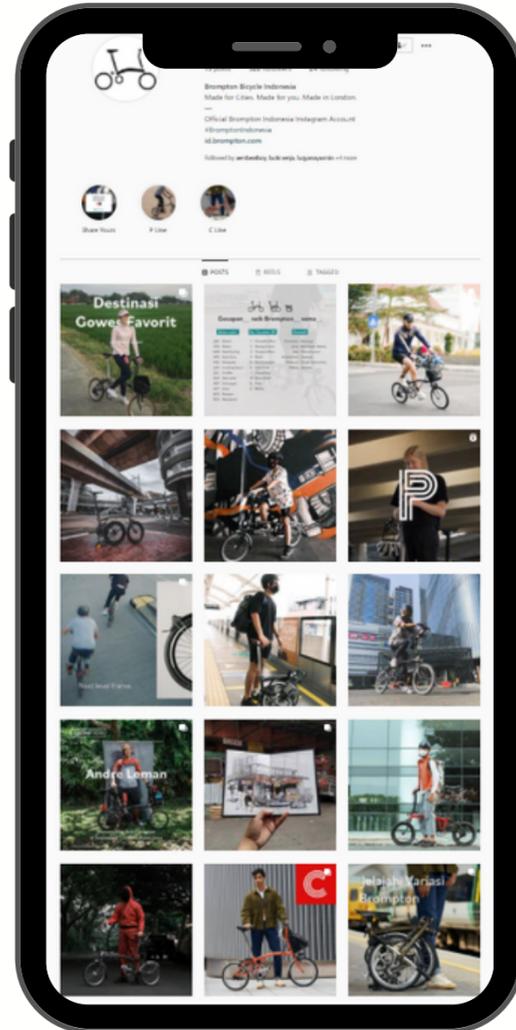
Vitaflow is a local brand that challenged the big brands out there to provide well designed, practical baby products for the consumer. With more and more moms in Indonesia seeking parenting and lactation tips from the internet, Vitaflow keen to help them to get the right information through social media.

Our team perform research what's the most challenging aspect of being a new mom, and try to understand their needs and concern around the subject. We use all of the insight to create engaging, and super informative social media content for Vitaflow baby.

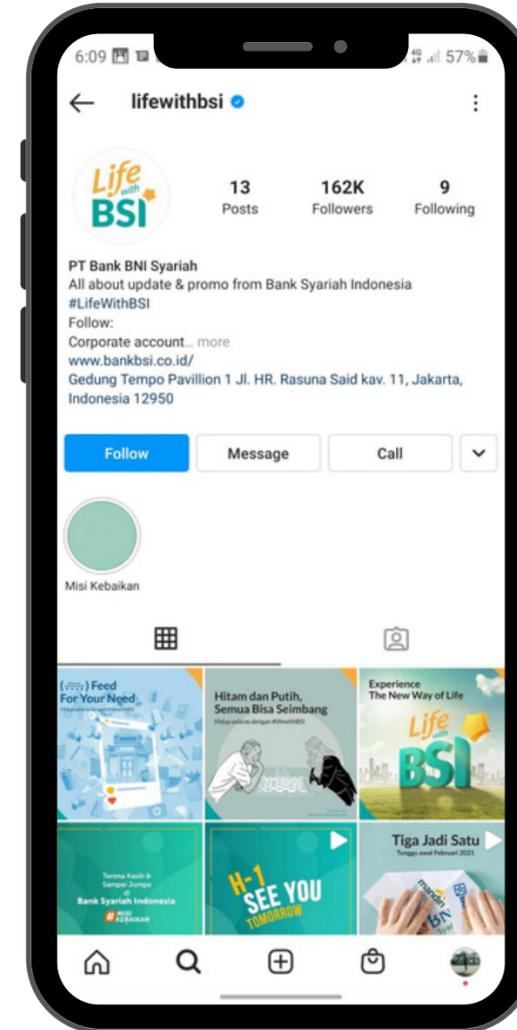
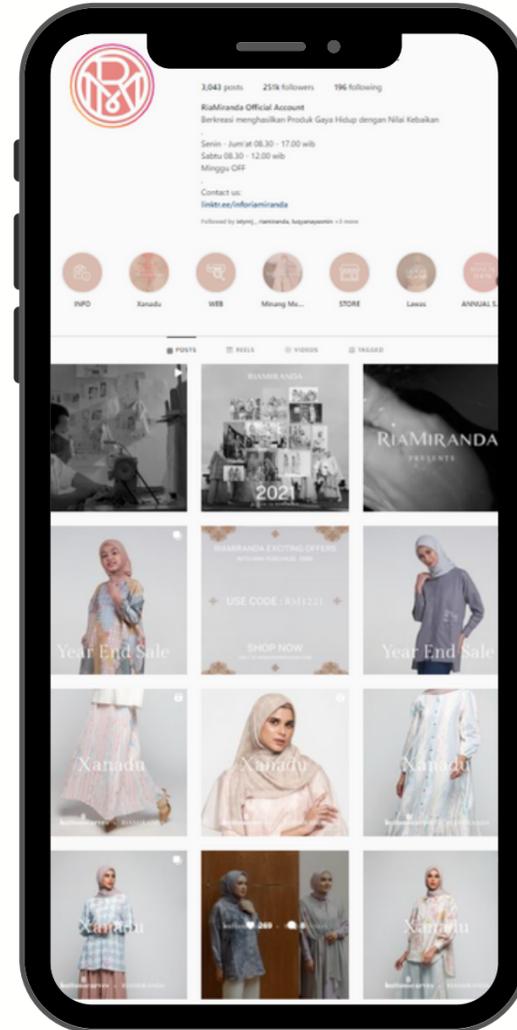


# Social Media Management

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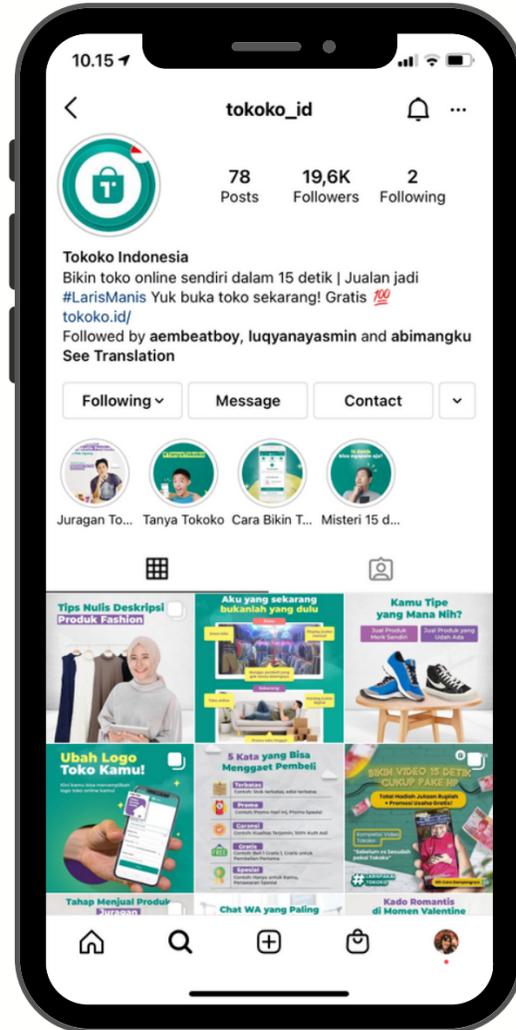
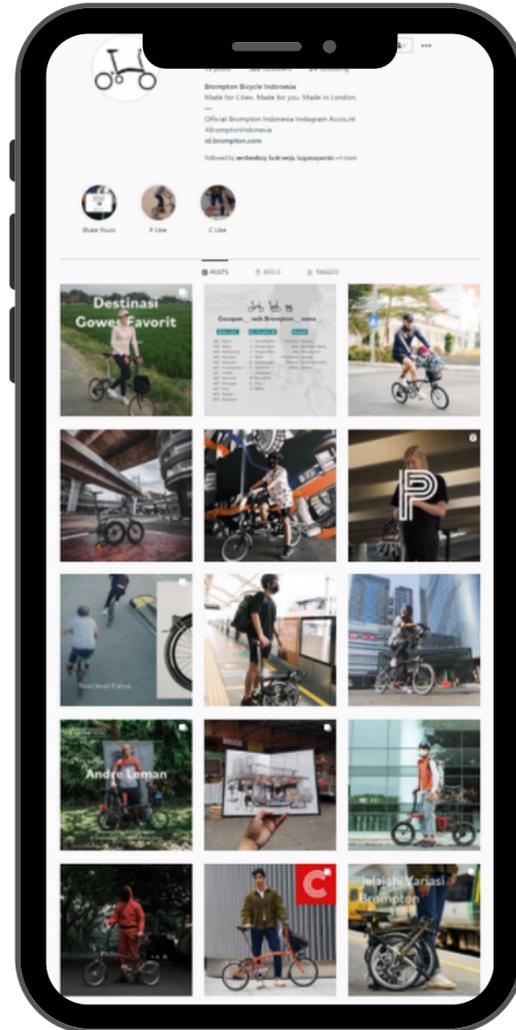


RIAMIRANDA

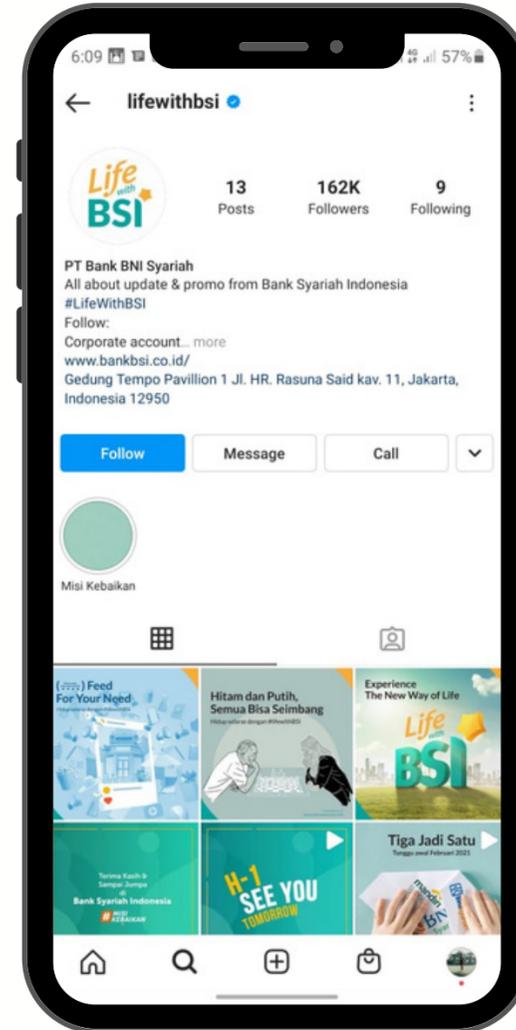
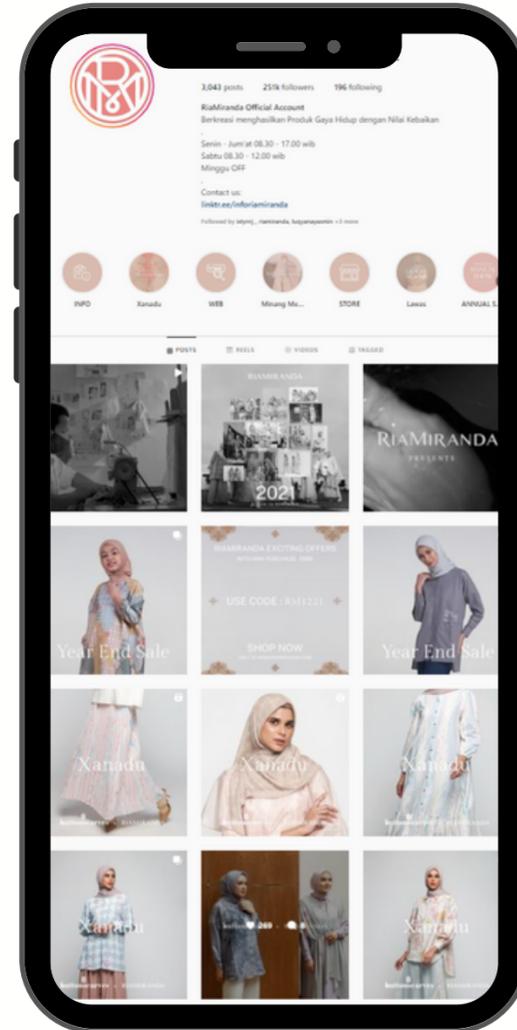


# Social Media Management

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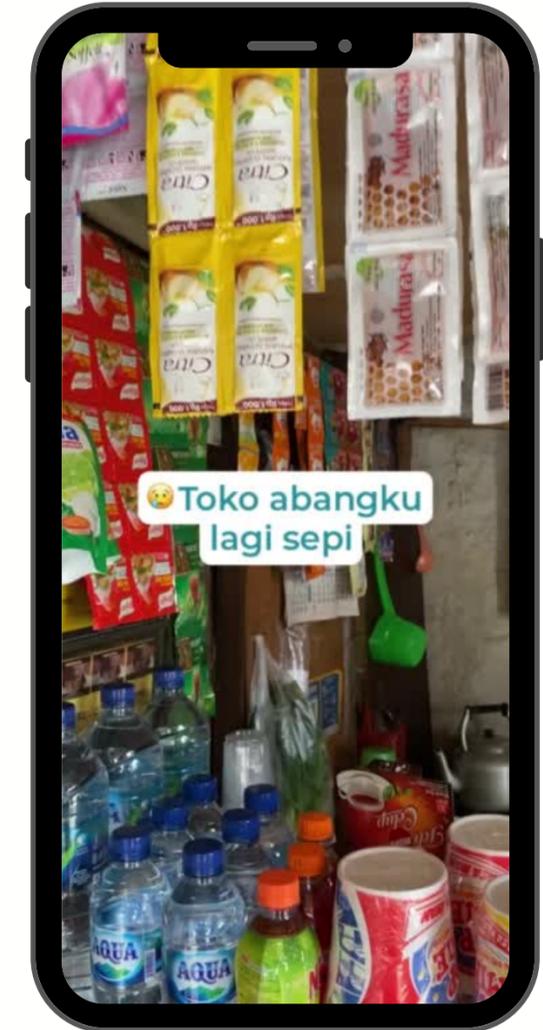
## Introducing Tokoko's #LARISMANIS Campaign through Tiktok

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Tokoko is an application to create your own online shop for free. You can create your own website to sell online.

Last year, Epilog come up and developed Tokoko's brand launching with big campaign called Laris Manis to help seller understand about the app, to promote the benefit of the app, and to gain more awareness about the app.

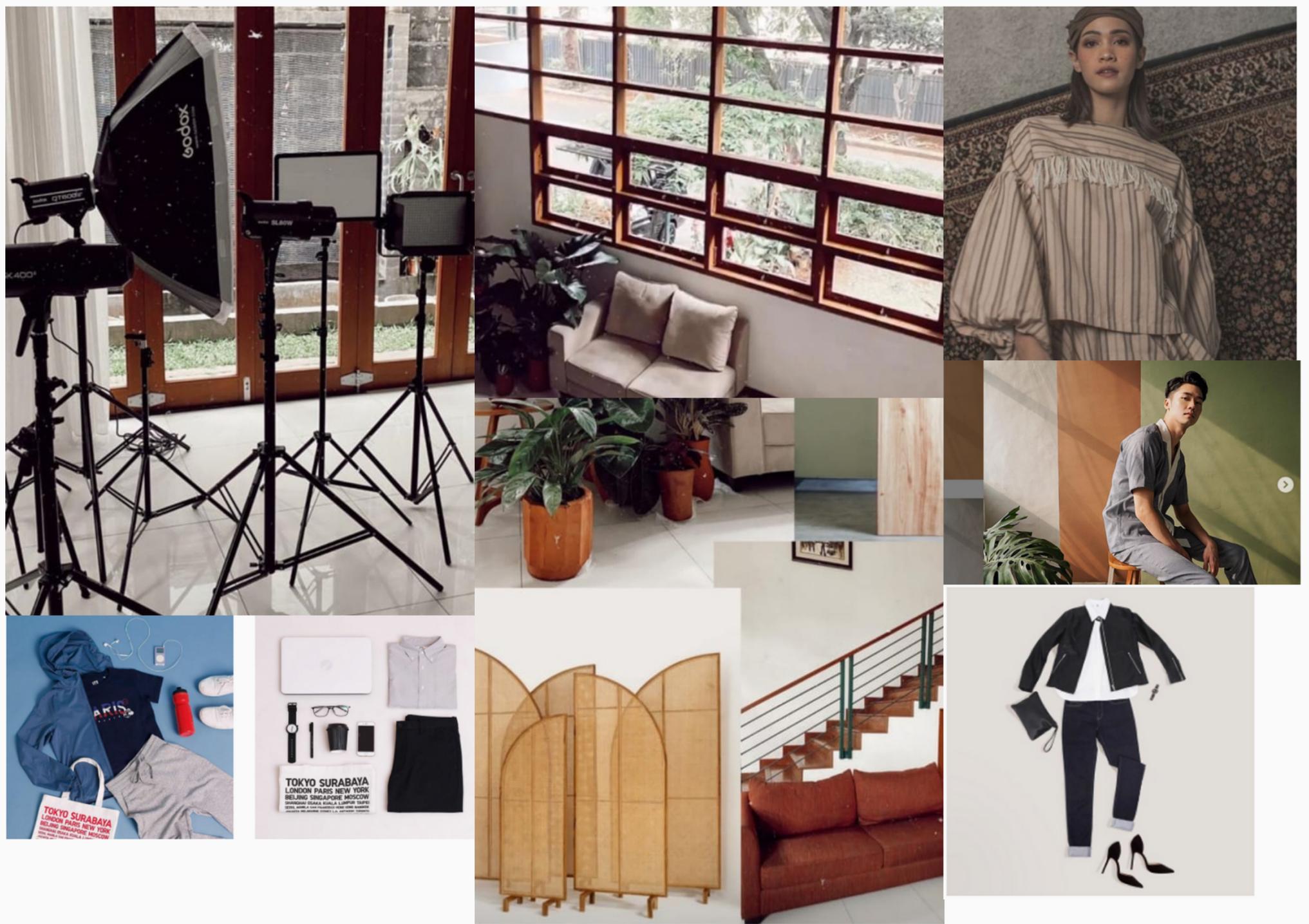
Understanding the audience interest, profile and behaviour, this year, Epilog helped Tokoko to widen the reach through Tiktok content.



# Content Creation + strategy in One Roof



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**Thank You & Let's Discuss!**

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