

WELCOME TO
CHEMIS3
CREATIVE AGENCY



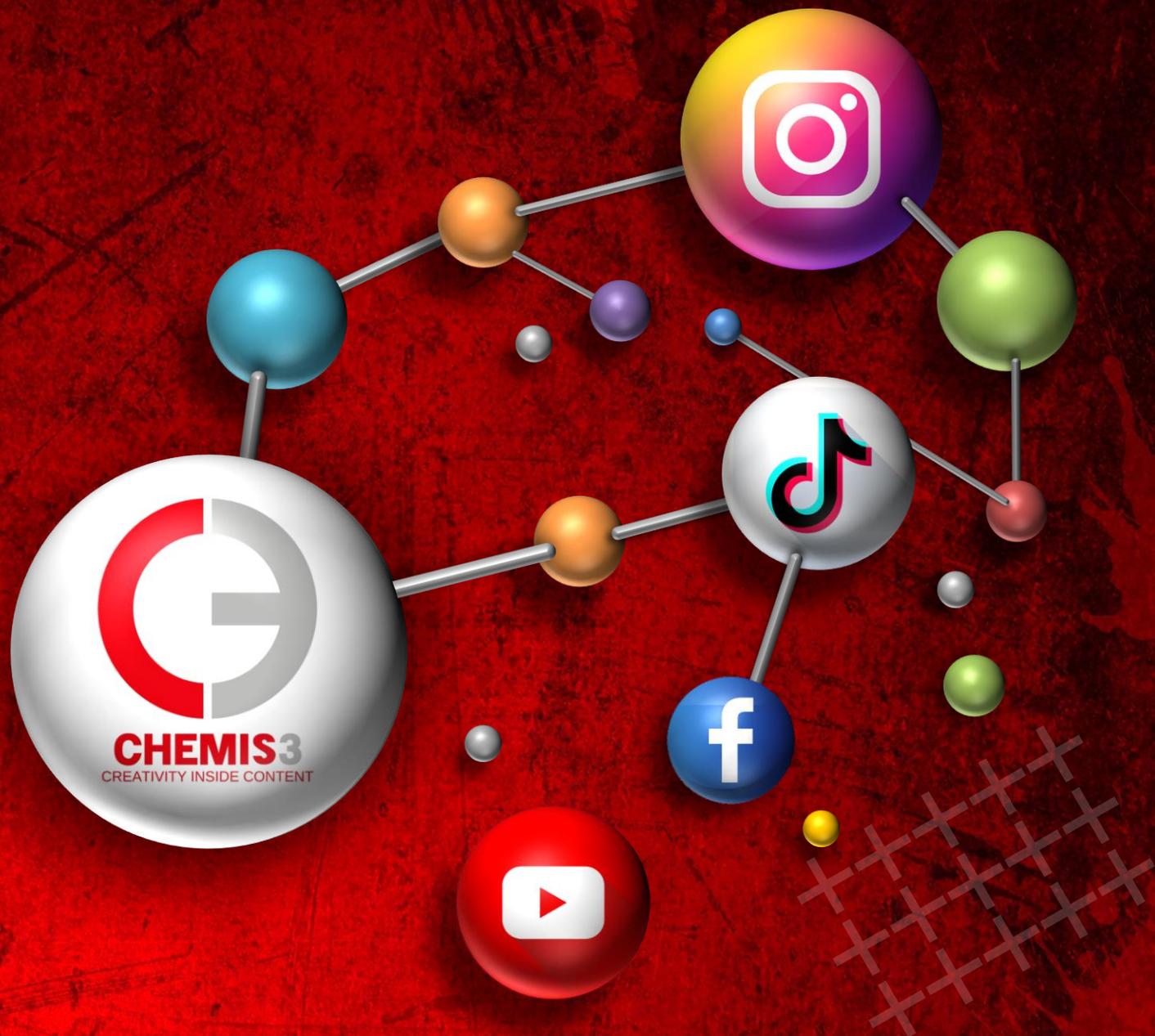
<http://chemis3.co.id>

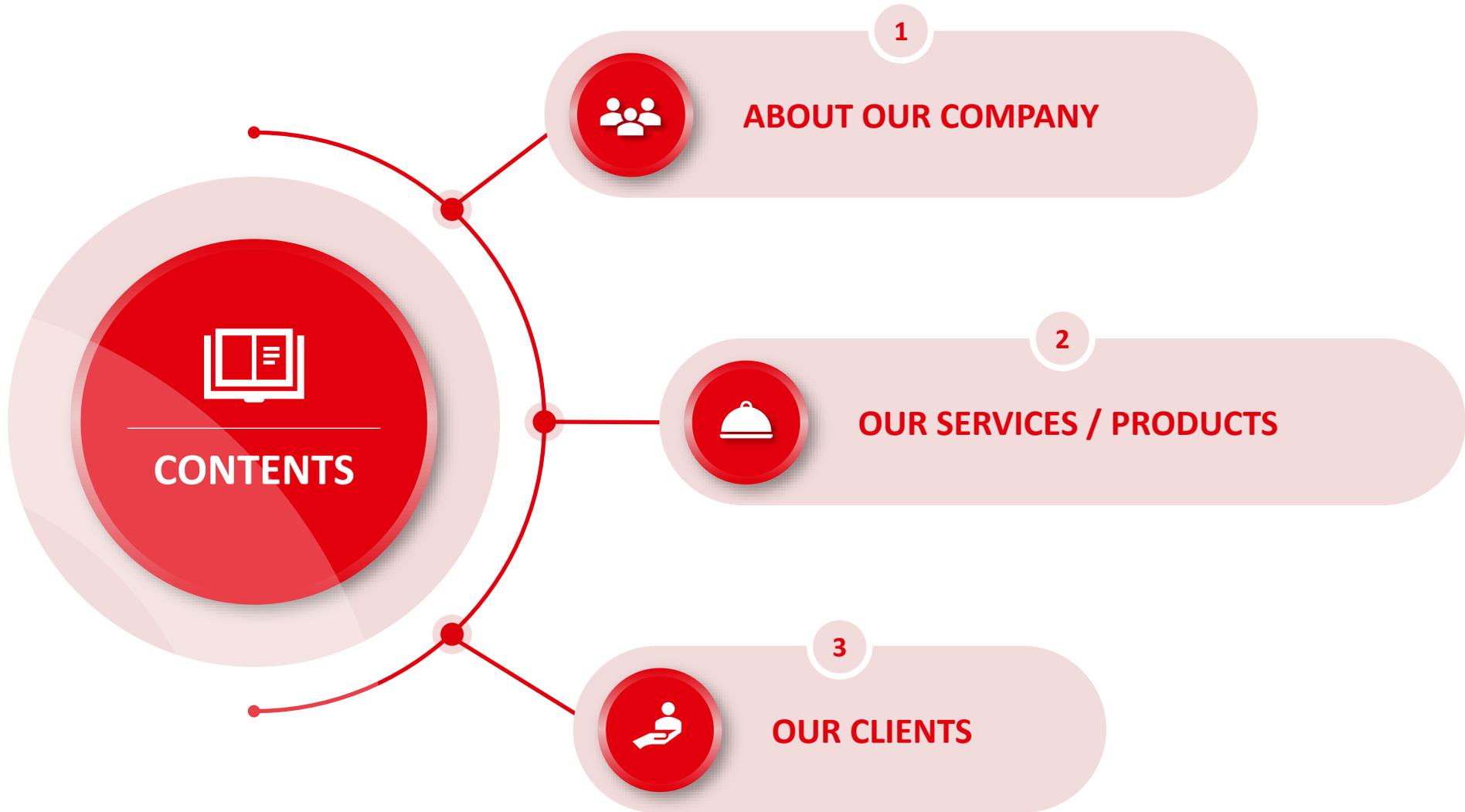


info@chemis3.co.id



Jl. Pluit Karang Karya Timur
Blok A No. 7, RT. 023 RW. 008,
Penjaringan, Jakarta 14440







ABOUT OUR
COMPANY





a b o u t u s

CHEMIS3 is your BBM partner who is always ready to provide CHEMIS360° for the best communication strategy so that we could promote the brand and the product optimally in this era

We are currently handling brands whether growing or newly established. In working with our Clients, we also make our quoted prices to be affordable in your budget

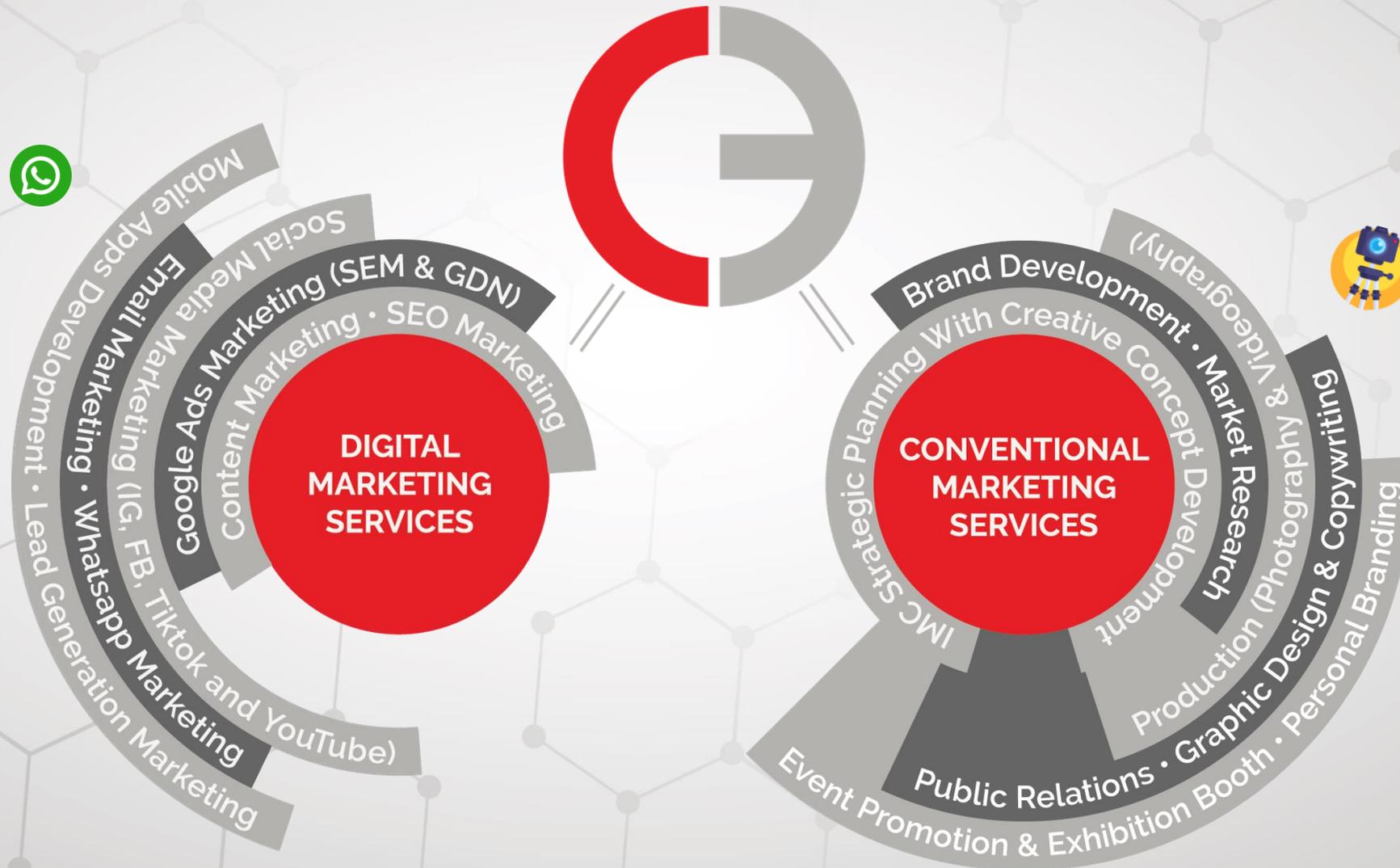




OUR
**SERVICES/
PRODUCTS**



CHEMIS 360° INTEGRATED COMMUNICATION SERVICES





OUR CLIENTS

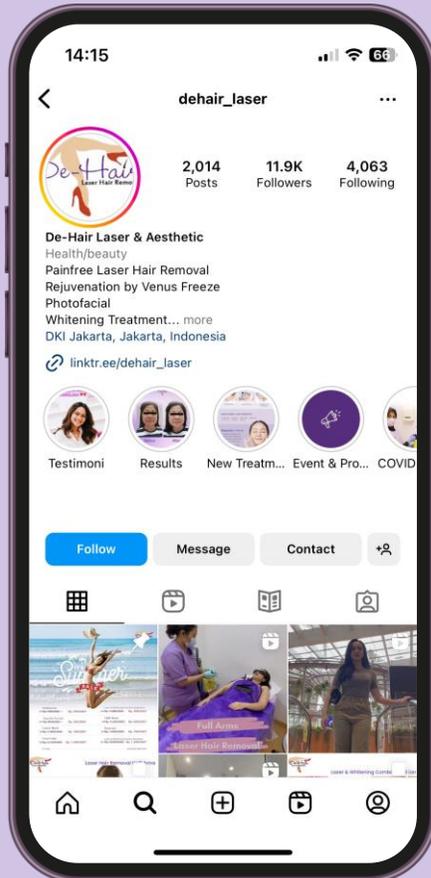


OUR
CLIENTS



our clients





CAMPAIGN PERIOD: 5th JULY 2017 – 5TH JAN 2018



POS MATERIALS

- BROCHURE
- POCKET BOOK GUIDANCE
- POSTER
- X BANNER



SOCIAL MEDIA AND ADS MANAGEMENT

- INSTAGRAM MARKETING AND FACEBOOK MIRRORING
- YOUTUBE MARKETING
- MONTHLY ACCOUNT SERVICINGS: SOCIAL MEDIA REPORT ANALYSIS IG & YOUTUBE
- [VLOG PROMOTION VIDEO MARKETING FOR INSTAGRAM](#)

De-Hair
Laser Hair Removal



POS MATERIALS



Triple Bonus September Ceria
HAPPY AND SMILE TOGETHER WITH YOUR FRIENDS

BUY ONE GET ONE FREE
PHOTO FACIAL AND VENUS FREEZE
GET 11 FREE TREATMENT

DISCOUNT 25%
UNTUK PERAWATAN DISKONTO CHIFFLET DE-HAIR

AJAK TEMANMU DAN DAPATKAN DISC 5%

Our Beauty Treatments
Laser Hair Removal | Venus Freeze | Photo facial

MEN & WOMEN | SAFE | EFFECTIVE | LONG LASTING | FDA APPROVED

+6221 292 36 446/7 Gandaria City Mall, Level 2 4242 C, J. Sultan Iskandar Muda Kelayutan, Jakarta Selatan
 +6221-29364945 +621-45869355 Mall of Indonesia, Rukan Kelan Walk Blok C, No. 17, Kelapa Gading Selatan
 +6221 22715877 +6221 22715700 J. Kemang Raya No. 30 2nd floor Cipinang Harjo, Jakarta Selatan
 031-59173546 J. Mampang Kemuning No. 51 Sundaresh, Jema Timur

FOLLOW US
info@de-hair.com [Dehair_jakarta](https://www.instagram.com/dehair_jakarta) [De-hair Laser Removal](https://www.facebook.com/dehair.laser) [dehair_laser](https://www.youtube.com/channel/UC...) www.de-hair.com

X BANNER

SKIN REJUVENATION Photofacial
APA ITU PHOTOFACIAL ?

Teknologi Photofacial yang kami gunakan adalah terobosan perawatan yang dapat memperlaki kondisi kulit, memulihkan kulit lebih cerah, lebih muda melalui proses peremajaan kulit. Photofacial menggunakan sinar untuk merangsang kolagen di kulit kita.

EFEK SETELAH PERAWATAN
Kulit bersinar dan segar, tekstur kulit lebih kenyal dan elastis

PERAWATAN YANG DAPAT DELAKUKAN OLEH PHOTOFACIAL

- WINDTUNNEL & FINE LINES
- PHOTOREV & SUN PROTECT
- HYDRO FILLER & BOTOX INJECT
- PHOTOREV & THERMAGEFLX

POSTER

We are a medically licensed company who believe Laser Hair Removal and Rejuvenation should be safe, effective, handled by medically qualified and skilled operators.

Our Beauty Treatment

- De-Hair Laser Hair Removal**
De-hair laser hair removal uses Laser Diode technology for permanent hair reduction. Laser is our #1 Laser is SAFE, EFFECTIVE AND LONG LASTING
- SKIN REJUVENATION Photofacial**
De-hair uses light to stimulate the collagen under our skin to get a glowing younger and healthier skin!
- Venus Freeze™ Treatments**
• Medical grade cryotherapy from USA.
• Tightens loose skin on the face and body
• Reduces cellulite
• Body contouring
• Reduces fine lines and wrinkles. Treatments are effective, painless and relaxing.

Exclusive Prices
 25% DISCOUNT
 +10% FEEDBACK & CONCERNS
 FREEBERRY 10% DISCOUNT

MEN & WOMEN | SAFE | EFFECTIVE | LONG LASTING | FDA APPROVED

+6221 292 36 446/7 +621-45869355 +6221 22715877 +6221 22715700 +621-45869355 +6221 22715700 +621-45869355 +6221 22715700
 Gandaria City Mall, Level 2 4242 C, J. Sultan Iskandar Muda Kelayutan, Jakarta Selatan
 Mall of Indonesia, Rukan Kelan Walk Blok C, No. 17, Kelapa Gading Selatan
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BROCHURE

POCKET BOOK

ARE YOU READY TO BE SMOOTH ?

BACK COVER COVER

PAGE 9 PAGE 1

PAGE 2

PAGE 8 PAGE 3

PAGE 7 PAGE 4

PAGE 6 PAGE 5

POCKET BOOK GUIDANCE





SOCIAL MEDIA AND ADS MANAGEMENT



Kiss shaving, waxing & IPL
Good bye...
Laser is the only way!
To Get it GONE!

De-Hair is the only™ Ouch - free hair removal centre in Jakarta

FOLLOW US
De-hair_Jakarta De-hair Laser Removal dehair_laser www.de-hair.com

SKIN REJUVENATION
Photofacial

Memperbaiki banyak kondisi kulit tanpa down time, menciptakan kulit yang lebih jernih, lebih hidup dan awet muda

- Meratakan warna kulit
- Memperbaiki tekstur permukaan kulit
- Mengurangi jerawat dan bekas jerawat
- Mengurangi pigmentasi & flek
- Mengurangi kerutan halus
- Merangsang regenerasi kolagen sehingga kulit lebih halus dan cerah

FOLLOW US
De-hair_Jakarta De-hair Laser Removal dehair_laser www.de-hair.com

CELEBRATING THE MONTH OF
Freedom

40% for TWO
PACKAGE OR MORE

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LASER HAIR REMOVAL
NOT JUST FOR WOMEN

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Feel **YOUNG** Again and **GET** That Fabulous Red Carpet LOOK!

Venus Freeze™ is an FDA-approved, non-invasive treatment for cellulite and skin tightening on the face, neck and body.

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De-hair_Jakarta De-hair Laser Removal dehair_laser www.de-hair.com

Venus Freeze

Menggunakan medan magnet, menghangatkan kulit dan menstimulasi pertumbuhan kulit baru sehingga kulit kamu jadi lebih kencang dan sehat

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Selamat tinggal Kulit Kusam dan Pori-pori besar

SKIN REJUVENATION
Photofacial

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De-Hair
Hair Removal | Signature Venus Freeze™ RF Treatment

SERVICE

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De-hair_Jakarta De-hair Laser Removal dehair_laser www.de-hair.com

FAKTA MENGENAI **LASER HAIR**

- Tidak sakit dibandingkan perawatan laser lainnya
- Idéal untuk area sensitive seperti muka dan area Brazilian
- Menghilangkan rambut yang belum tumbuh
- Aman untuk semua jenis kulit dan rambut
- Mengurangi waktu beres-rapet menghilangkan rambut
- Men & Women

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VLOG PROMOTION VIDEO IG



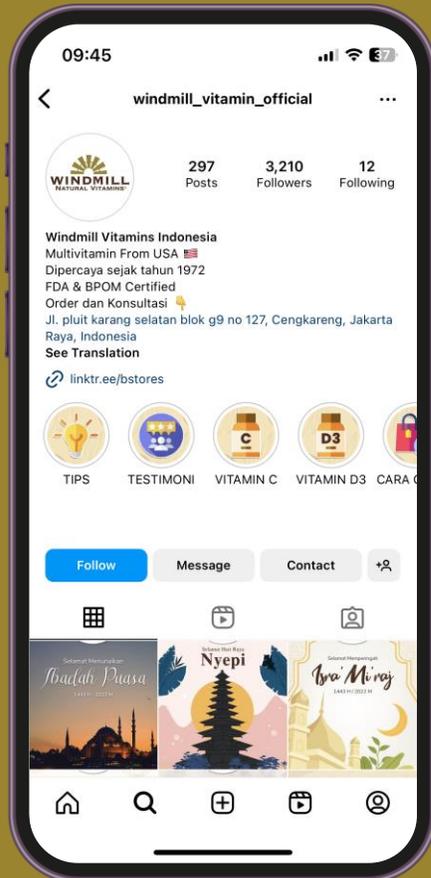
Dr Liana -
**Whitening
Underams**



Dr Vany -
Photo Facial



**Venus
Freeze Eye
Treatment**



CAMPAIGN PERIOD: 1ST OCT 2020 – 1ST APR 2021

SOCIAL MEDIA AND ADS MANAGEMENT

- INSTAGRAM MARKETING AND FACEBOOK MIRRORING
- MONTHLY ACCOUNT SERVICING: SOCIAL MEDIA REPORT ANALYSIS
- SEARCH ENGINE MARKETING

ARTICLES WRITING

E-COMMERCE WEBSITE REDESIGN DEVELOPMENT & REJUVENATION

PURCHASE OF LICENSED IMAGES FOR WEBSITE, ARTICLES, AND CONTENT MARKETING USAGES

INFLUENCER MARKETING



SOCIAL MEDIA AND ADS MANAGEMENT



WINDMILL
NATURAL VITAMINS®
SINCE 1972

MADE IN U.S.A.

FAKTA MENARIK
#WINDMILLIANPERLUTAU

5 CARA
MACAM MENJAGA
HIDUP SEHAT

BADAN POM GMP FDA

WINDMILL
NATURAL VITAMINS®
SINCE 1972

MADE IN U.S.A.

FAKTA MENARIK

5 OLAHRAGA
MACAM YANG
PALING DIMINATI!

#WINDMILLIANPERLUTAU

BADAN POM GMP FDA

WINDMILL
NATURAL VITAMINS®
SINCE 1972

MADE IN U.S.A.

AWAS!
Stres Bisa Mengganggu
Daya Tahan Tubuh Mu

WINDMILL
NATURAL VITAMINS®
Since 1972

MADE IN U.S.A.

 @windmill

FOLLOW

BADAN POM GMP FDA

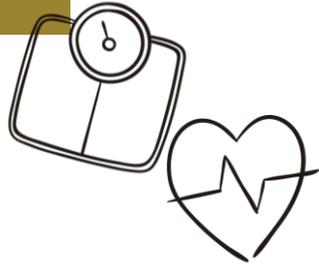
"Healthy With Me"

**NEW
NORMAL,
NEW ME!**

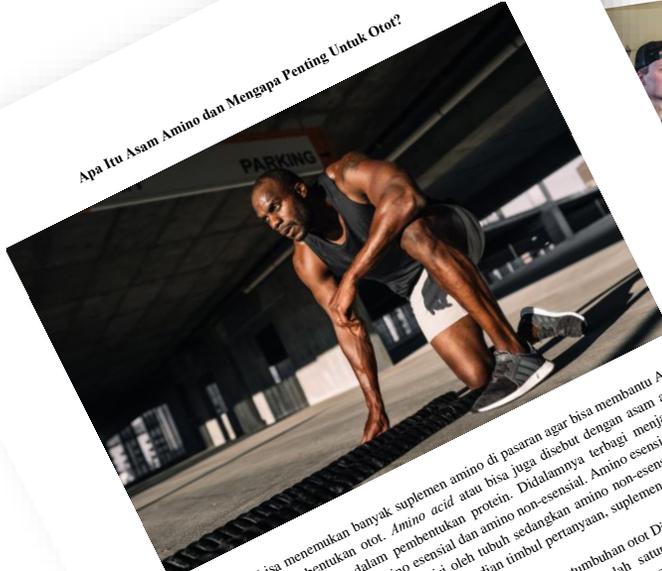
DARE TO CHANGE
TO HEALTHY LIFESTYLE
#GAYAHIDUPBARU
#GETHEALTHYWITHWINDMILLS



ARTICLES WRITING



Apa Itu Asam Amino dan Mengapa Penting Untuk Otot?



Anda bisa menemukan banyak suplemen amino di pasaran agar bisa membantu Anda dalam program pembentukan otot. *Amino acid* atau bisa juga disebut dengan asam amino adalah kelompok yang berbeda yaitu amino esensial dan amino non-esensial. Amino esensial adalah amino yang tidak bisa diproduksi sendiri oleh tubuh sedangkan amino non-esensial adalah apa yang bisa membantu untuk membentuk otot? Kemudian timbul pertanyaan, suplemen amino jenis apa yang bisa membantu untuk memperbaiki dan membangun kembali otot rangka dan jaringan otot?

Asam amino esensial yang paling berperan untuk pertumbuhan otot. Ditanasir dari *Very Well Fit*, asam amino untuk memperbaiki dan membangun kembali otot rangka dan jaringan otot. Sementara memainkan peran utama. Ketiga asam amino esensial yang paling berperan untuk pertumbuhan otot itu, yakni: Leusin, Isoleusin, dan Valin. Ketiganya secara unik diidentifikasi untuk mengatur metabolisme protein, fungsi saraf, glukosa darah, dan regulasi insulin. Sebuah penelitian berjudul "*Branched-Chain Amino Acid Ingestion Stimulates Muscle Myofibrillar Protein Synthesis following Resistance Exercise in Humans*" yang diterbitkan dalam jurnal *Frontiers in Physiology* pada 2017 menemukan bahwa leusin, isoleusin, dan valin yang juga merupakan asam amino rantai cabang atau *branched-chain amino acids* (BCAA) terbukti menjadi komponen kunci dari sintesis protein otot. Penelitian ini melibatkan 11 pria sehat. Terbukti, BCAA memasuki aliran darah dengan cepat saat dikonsumsi secara oral dan menyediakan jaringan otot dengan konsentrasi tinggi asam amino

Mengapa Berat Badan Paling Ampuh



...ra diri. Namun jangan
...an yang bisa Anda
...an berat badan ini
...). Perlu diketahui,
...ang gemuk bisa
...ngi mereka yang
...tanya, olahraga
...nggap ampuh

Dari Buah Jeruk Saja Lho!



...a bagi tubuh. Mulai dari
...ebalan tubuh hingga
...nggap sebagai sumber
...tak hanya dari buah

...ena bisa
...olahraga
...in otot
...ap ke
...ngkat
...ng an

...tapi buah ini juga
...kit lebih banyak

...yang tinggi,
...ngan vitamin

Menghitung Berat Badan Ideal



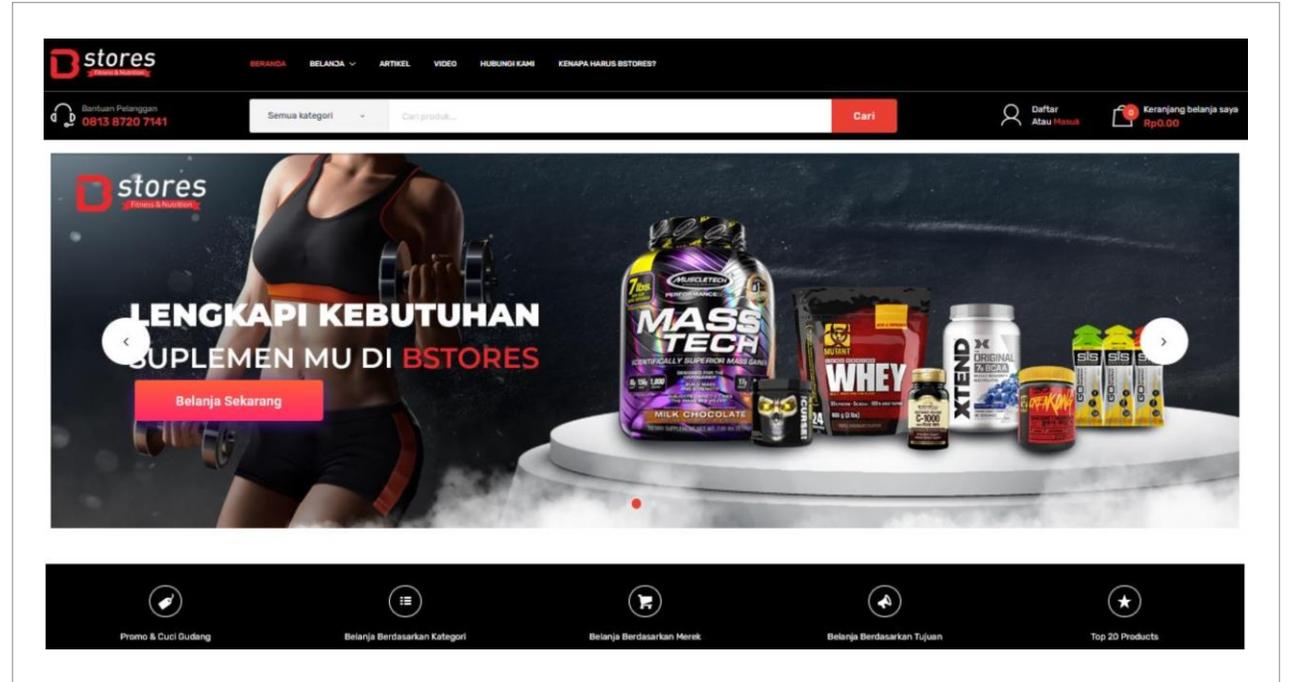
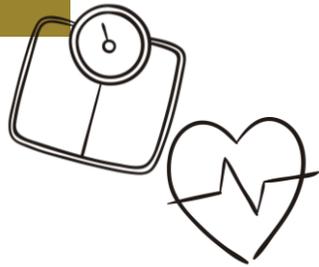
...da-beda dan menjadikannya unik.
...adalah impian kebanyakan orang.
...iliki berat badan ideal lebih
...atan tubuh. Begitu pun dengan
...baik untuk kesehatan. Dengan
...ati standar kesehatan yang
...in perwujudan upaya untuk
...i tubuh yang sehat untuk
...nghitung berat badan ideal:

... adalah cara mudah
... tinggi badan. Cara
...i badan dalam satuan



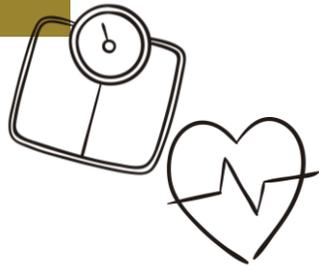


E-COMMERCE WEBSITE REDESIGN DEVELOPMENT & REJUVENATION





INFLUENCER MARKETING



@asriputriningrum



@melatigunawan

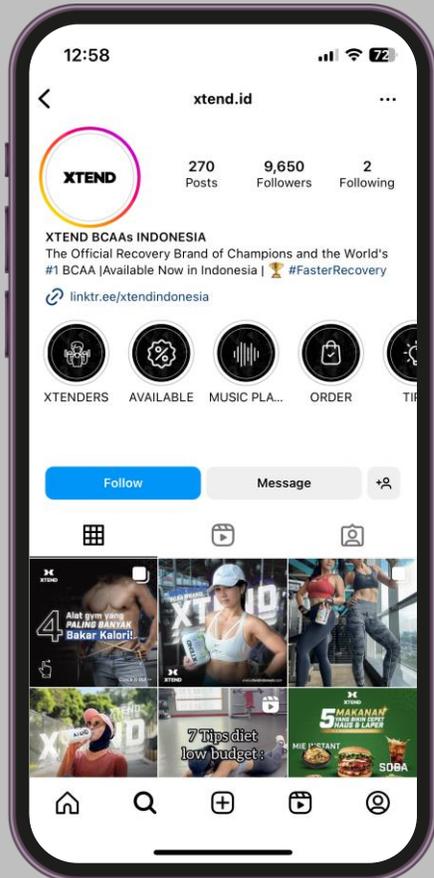


@jmlviann





XTEND®



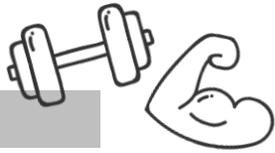
CAMPAIGN PERIOD: 1ST AUG 2021 – 31ST OCT 2022

SOCIAL MEDIA AND ADS MANAGEMENT

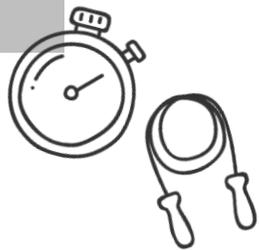
- INSTAGRAM MARKETING AND FACEBOOK MIRRORING
- MONTHLY ACCOUNT SERVICING: SOCIAL MEDIA REPORT ANALYSIS

INFLUENCER MARKETING

XTEND®



SOCIAL MEDIA AND ADS MANAGEMENT



Otot Cidera? Jangan panik, lakukan beberapa cara ini!



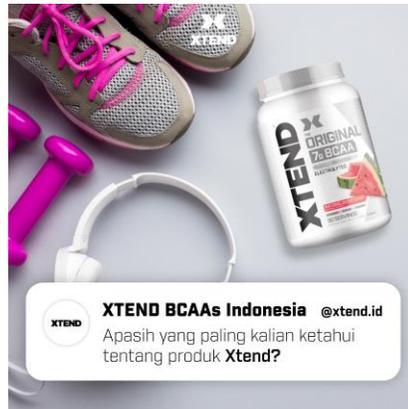
1 Metode PRICE

- Lepaskan semua pakaian yang menyempit pada area otot yang tegang.
- Lindungi otot yang tegang dari cedera lebih lanjut.
- Istirahatkan otot yang tegang dan hindari aktivitas lanjutan.
- Tempelkan es dengan lapisan kain agar tidak langsung menyentuh kulit.
- Kompresi dapat diterapkan dengan lembut dengan perban elastis untuk mengurangi pembengkakan.



2 Konsumsi NSAID

Jika rasa sakit tidak tertahankan dan kamu masih harus beraktivitas, cobalah untuk mengonsumsi obat antiinflamasi nonsteroid (NSAID). Meski begitu, sebaiknya kamu bertanya pada dokter terlebih dahulu, terutama jika memiliki penyakit ginjal atau riwayat pada masalah perdarahan saluran cerna serta mengonsumsi obat pengencer darah.

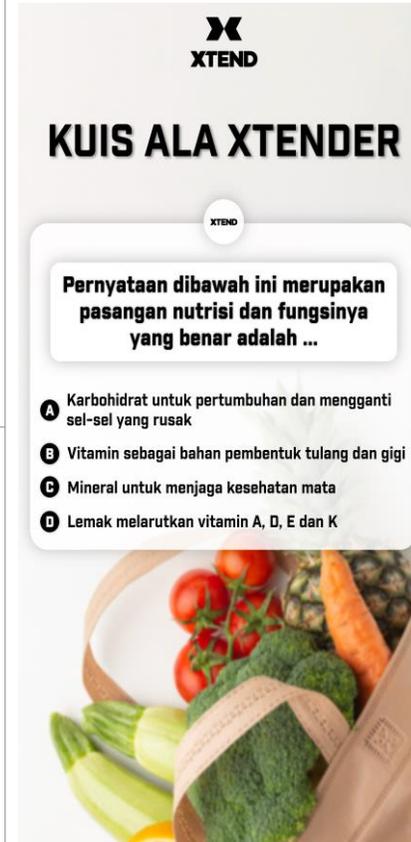


XTEND BCAAs Indonesia @xtend.id

Apasih yang paling kalian ketahui tentang produk Xtend?



Xtend BCAA, suplemen bubuk terlaris di dunia!



KUIS ALA XTENDER

Pernyataan dibawah ini merupakan pasangan nutrisi dan fungsinya yang benar adalah ...

- A** Karbohidrat untuk pertumbuhan dan mengganti sel-sel yang rusak
- B** Vitamin sebagai bahan pembentuk tulang dan gigi
- C** Mineral untuk menjaga kesehatan mata
- D** Lemak melarutkan vitamin A, D, E dan K



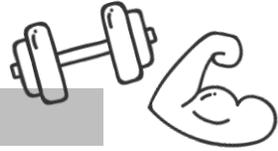
D

Lemak melarutkan vitamin A, D, E dan K

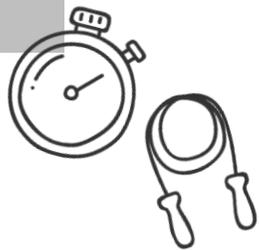
Apa itu vitamin larut lemak?

Vitamin larut lemak merupakan vitamin yang sangat diperlukan oleh tubuh, bisa diperoleh dari makanan yang mengandung lemak tak jenuh, tentunya tidak boleh berlebihan. Vitamin ini sulit dikeluarkan melalui keringat maupun urine dan tidak bisa diserap langsung oleh tubuh.

XTEND®



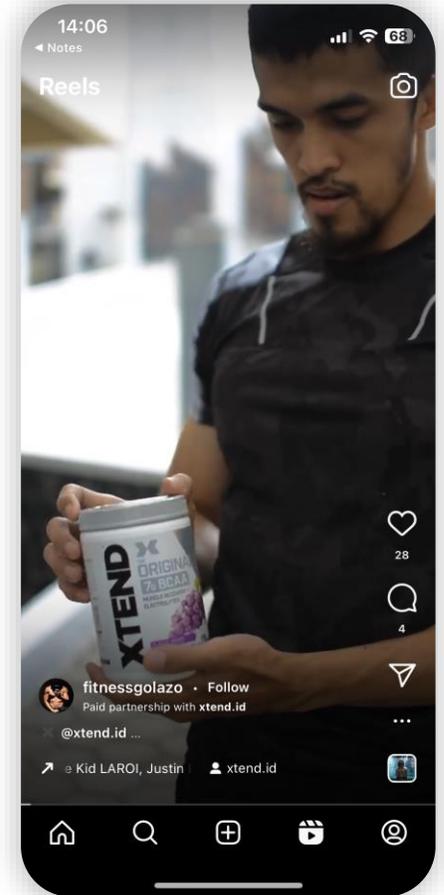
INFLUENCER MARKETING



@romeo_calisthenics

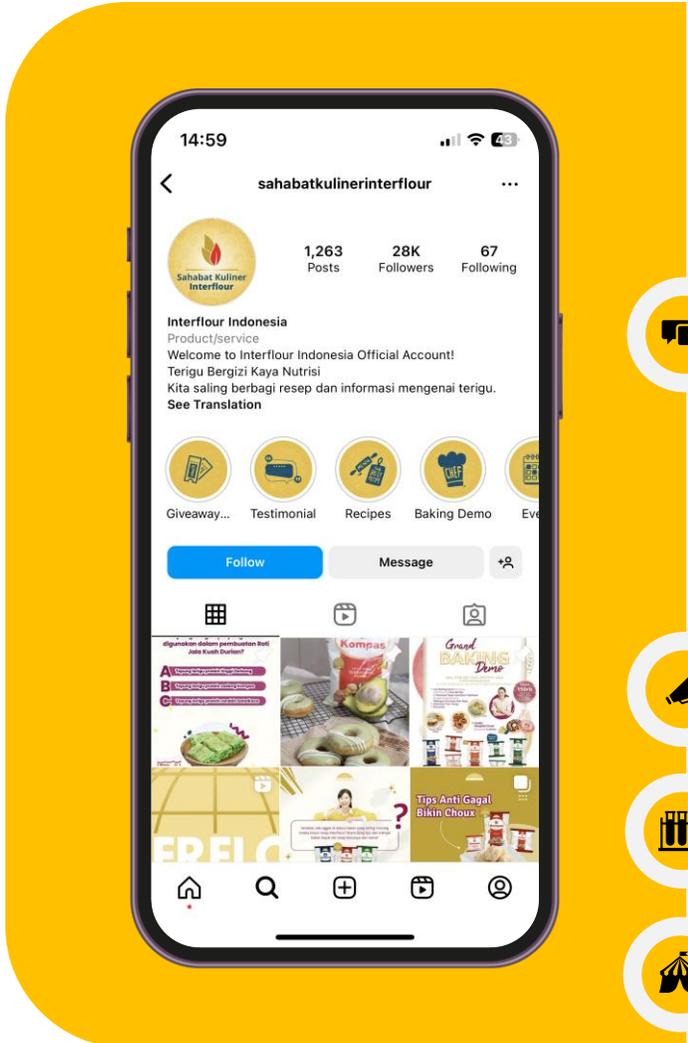
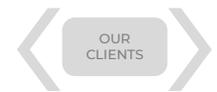


@nuhdin30



@fitnessgolazo





CAMPAIGN PERIOD: 10TH NOV 2021 – 9TH NOV 2022
 1ST OCT 2022 – 30TH SEP 2023
 1ST OCT 2023 – 30TH SEP 2024

SOCIAL MEDIA AND ADS MANAGEMENT

- INSTAGRAM MARKETING AND FACEBOOK MIRRORING
- [TIKTOK VIDEO CONTENT MANAGEMENT USING TIKTOK PROMOTE](#)
- SEARCH ENGINE MARKETING
- MONTHLY ACCOUNT SERVICING: SOCIAL MEDIA REPORT ANALYSIS OF SEM, INSTAGRAM AND TIKTOK

KEY OPINION LEADERS

(3 MACRO INFLUENCERS AND 6 MICRO INFLUENCERS)

MARKET RESEARCH

in Collaboration With

MINI EVENTS

for both 5 traditional markets and 10 universities in Jakarta



SOCIAL MEDIA AND ADS MANAGEMENT



50 INTERFLOUR

Ide kemasan kue kering kekinian

#SahabatTerbaikDuniaKuliner

50 INTERFLOUR

Tips memilih jasa pengiriman yang aman untuk kue

Pakeeetttt~

#SahabatTerbaikDuniaKuliner

50 INTERFLOUR

Cerita Unik Roti Indonesia, sudah tahu?

#SahabatTerbaikDuniaKuliner

50 INTERFLOUR

Tips menjaga kualitas produk agar bisnis panjang umur

#SahabatTerbaikDuniaKuliner

50 INTERFLOUR

Apa kesulitan yang Sahabat hadapi saat menjalankan bisnis kue dan roti?

Tulis di kolom komentar ya...

#SahabatTerbaikDuniaKuliner

50 INTERFLOUR

Perhatikan ini sebelum buka cabang usaha

#SahabatTerbaikDuniaKuliner

50 INTERFLOUR

Yuk bikin kulit strudel biar nggak gampang robek!

#SahabatTerbaikDuniaKuliner

50 INTERFLOUR

Temukan produk frozen food yang bisa jadi bisnis di rumah

A	I	P	E	B	A	K	P	A	O	H
O	S	N	D	U	M	P	L	I	N	G
R	I	S	O	L	S	M	S	O	L	E
A	O	T	H	D	O	N	A	T	S	M
A	M	O	P	I	D	M	O	W	N	T
R	A	Z	N	M	F	K	E	B	A	B
N	Y	L	O	S	I	A	E	H	E	E
M	A	Y	L	U	M	P	I	A	Z	U
S	A	E	H	M	O	L	D	S	E	A

#SahabatTerbaikDuniaKuliner

50 INTERFLOUR

Tim makan mie Tim makan roti

Kalian tim mana?

#SahabatTerbaikDuniaKuliner



TIKTOK VIDEO CONTENTS



BELI TERIGU INTERFLOUR SEMAKIN MUDAH



CARA AKU MENIKMATI HIDUP



HEALING TERBAIKKU



SURPRISE BUAT MAMA



PIKNIK BARENG PASANGAN



MAKANAN IMLEK DI KELUARGAKU



MARKET RESEARCH

1 of 2



Brand Health Research
Interflour Indonesia: Kompas Flour

2024

Source: Storyset

Qualitative Survey

Qualitative In-Depth Interview (DI)

Scope of Work and Methodology

Methodology	Qualitative	Quantitative	Analysis & Report	
Qualitative	Qualitative research will be used to explore the underlying reasons, opinions, and motivations. It provides rich, detailed information about the reasons behind consumer behavior.	Quantitative research will be used to gather data that can be analyzed statistically. It provides objective, measurable data that can be compared and contrasted.	Quantitative research will be used to measure the extent of a phenomenon or to test a hypothesis. It provides numerical data that can be analyzed statistically.	Analysis and report will be used to synthesize the findings from both qualitative and quantitative research. It provides a clear and concise summary of the research findings and recommendations.

Research Objectives

Market Objective

This research forms the foundation to help the client develop new strategies to expand and expand its regional position.

Research Objectives

- To better understand the regional market position of the product of Kompas and the possibilities of growth in the selected region that Interflour wants to focus on in Indonesia.
- To gain knowledge of the brand funnel and its competitors.
- To gather key insights into drivers and barriers for Kompas flour and its competitors.
- To determine the price and usage of purchased flour products.
- To identify the most effective channels for increasing consumer awareness and consideration.

Research Background

Interflour, aiming to establish its market position, recognizes the need for a comprehensive market research to gain insights into the latest trends and consumer behavior in the flour market. The market is highly competitive, and understanding the needs and preferences of consumers is essential for success. This research will provide valuable insights into the market landscape, helping Interflour make informed decisions and develop effective marketing strategies.

Research Objectives

The primary objective of this research is to understand the regional market position of the product of Kompas and the possibilities of growth in the selected region that Interflour wants to focus on in Indonesia. The research will also aim to identify key drivers and barriers for Kompas flour and its competitors, and to determine the most effective channels for increasing consumer awareness and consideration.

Scope of Work and Methodology

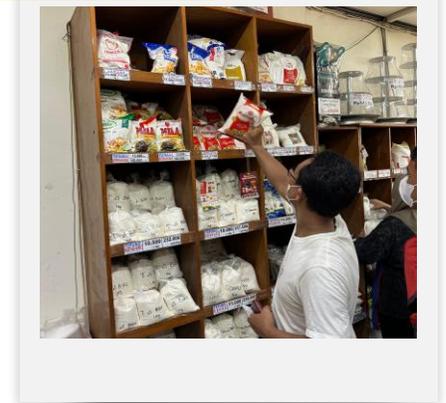
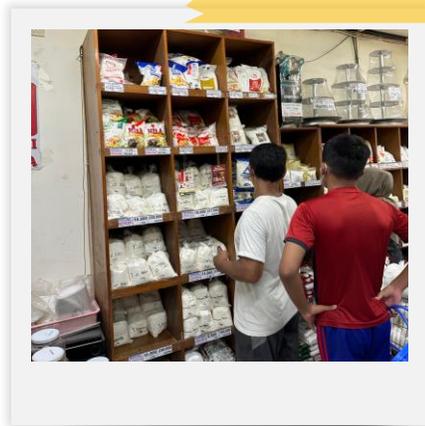
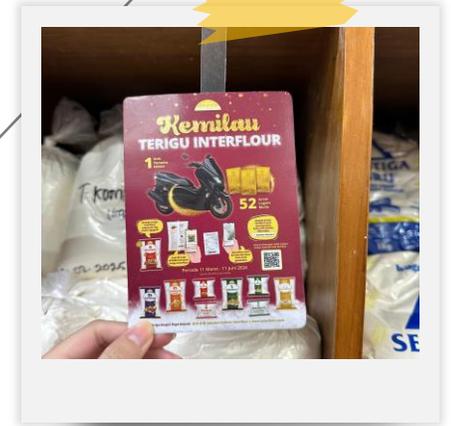
The research will be conducted in three main phases: Qualitative Research, Quantitative Research, and Analysis & Report. The Qualitative Research phase will involve in-depth interviews and focus groups to explore the underlying reasons, opinions, and motivations of consumers. The Quantitative Research phase will involve surveys and data analysis to gather measurable data. The Analysis & Report phase will involve synthesizing the findings from both qualitative and quantitative research to provide a clear and concise summary of the research findings and recommendations.





MARKET RESEARCH (cont.)

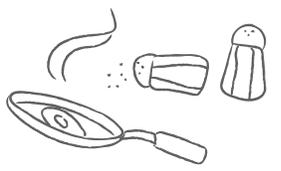
2 of 2





MINI EVENTS

1 of 6



P e r s i a p a n

Kegiatan Baking Demo di Pasar Kelapa Dua Tangerang dimulai dengan persiapan penempelan poster, umbul-umbul, dan pendirian tenda pada H-1 kegiatan yaitu pada hari Kamis, 4 Juli 2024.

Akomodasi Event:

- Sound System & 2 Speaker
- 2 Mic Portable & 1 Clip on
- 2 tenda sarnafil
- 2 Backdrop
- 5 Roll Banner
- 5 Umbul-Umbul
- 10 Poster
- 4 Meja Portable
- 10 Poster
- 20 Kursi
- Baking Equipment

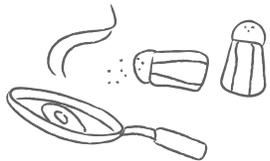


P e l a k s a n a a n



MINI EVENTS (cont.)

2 of 6



P e r s i a p a n

Kegiatan Baking Demo di Pasar Musi Baru Depok dimulai dengan persiapan penempelan poster, umbul-umbul, dan pendirian tenda pada H-1 kegiatan yaitu pada hari Jumat, 5 Juli 2024.

Akomodasi Event:

- Sound System & 2 Speakers
- 2 Mic Portable & Clip on
- 1 tenda sarnafil
- 1 Backdrop
- 5 Roll Banner
- 5 Umbul-Umbul
- 10 Poster
- 4 Meja Portable
- 10 Poster
- Baking Equipment



PASAR MUSI BARU
DEPOK



P e l a k s a n a a n



“Saya mau beli 1 karung ada? Saya pengguna setia tepung terigu KOMPAS. Karena semua kue-kue yang saya buat lebih enak jika pakai terigu KOMPAS.”

- Ibu Nally

MINI EVENTS (cont.)

3 of 6



P e r s i a p a n

Kegiatan Baking Demo di Pasar Kebayoran Lama dimulai dengan persiapan penempelan poster, umbul-umbul, dan pendirian tenda pada H-1 kegiatan yaitu pada hari Jumat, 19 Juli 2024.

Akomodasi Event:

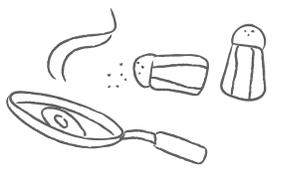
- Sound System & 2 Speaker
- 2 Mic Portable & 1 Clip on
- 2 tenda sarnafil
- 2 Backdrop
- 5 Roll Banner
- 5 Umbul-Umbul
- 10 Poster
- 10 Poster
- 4 Meja Portable
- 10 Poster
- 20 Kursi
- Baking Equipment





MINI EVENTS (cont.)

4 of 6



P e r s i a p a n

Kegiatan Baking Demo di Pasar Sepatan Tangerang dimulai dengan persiapan penempelan poster, umbul-umbul, dan pendirian tenda pada H-1 kegiatan yaitu pada hari Jumat, 2 Agustus 2024.

Akomodasi Event:

- Sound System & 2 Speaker
- 2 Mic Portable & 1 Clip on
- 2 tenda sarnafil
- 2 Backdrop
- 5 Roll Banner
- 5 Umbul-Umbul
- 10 Poster
- 10 Poster
- 4 Meja Portable
- 10 Poster
- 20 Kursi
- Baking Equipment

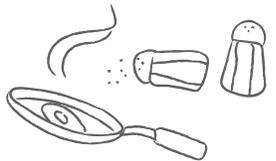
P e l a k s a n a a n





MINI EVENTS (cont.)

5 of 6



P e r s i a p a n

Kegiatan Baking Demo di Pasar Cisalak dimulai dengan persiapan penempelan poster, umbul-umbul, dan pendirian tenda pada H-1 kegiatan yaitu pada hari Jumat, 9 Agustus 2024.

Akomodasi Event:

- Sound System & 2 Speaker
- 2 Mic Portable & 1 Clip on
- 2 tenda sarnafil
- 2 Backdrop
- 5 Roll Banner
- 5 Umbul-Umbul
- 10 Poster
- 4 Meja Portable
- 10 Poster
- 20 Kursi
- Baking Equipment



P e l a k s a n a a n





Baking Demo Video in
5 Traditional Markets



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MINI EVENTS (cont.)

6 of 6





TIME FRAME: 24TH OCT 2022 – 24TH DEC 2022

BRAND DEVELOPMENT



LOGO & TAGLINE DEVELOPMENT



COLOR PALETTE



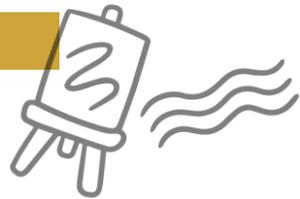
FONTS AND TYPOGRAPHY



APPLICATIONS



LOGO & TAGLINE DEVELOPMENT



Brand **Guideline** Logo

Meaning

The logo consists of a wordmark and a crown accent. We decided to use a crown because it fits our name, **Mahkota Artha Sejahtera**.

We used **blue and gold** to symbolize **integrity and professionalism**.

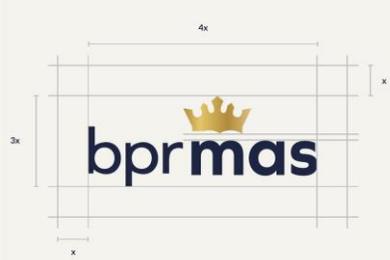


BPR MAS 04

Brand **Guideline** Logo

Clear Space

It's important to maintain **proper spacing**



BPR MAS 05

Brand **Guideline** Logo

Colors

Different color ways you can do with the logo

On light or dark background:



On colored background:



BPR MAS 07

Brand **Guideline** Typography

Tagline

Our tagline should always be in **Mathelo** while using it as a headline.

“Melayani dengan Hati”

Mathelo
Bold

BPR MAS 12



COLOR PALETTE



Brand **Guideline** Typography

Primary Palette

Colors are as important to our brand as the logo themselves. It sets the **tone for our visual style**.

Hex: #1C2544	Hex: #CDA53A	Hex: #FAFAFA
RGB: 28, 37, 68	RGB: 205, 165, 58	RGB: 250, 250, 250
CMYK: 99% 87% 41% 47%	CMYK: 19% 32% 84% 7%	CMYK: 2% 1% 2% 0%

BPR MAS 15

Brand **Guideline** Typography

Secondary Palette

Colors are as important to our brand as the logo themselves. It sets the **tone for our visual style**.

Hex: #1C2544	Hex: #CDA53A	Hex: #FAFAFA
RGB: 28, 37, 68	RGB: 205, 165, 58	RGB: 250, 250, 250
CMYK: 99% 87% 41% 47%	CMYK: 19% 32% 84% 7%	CMYK: 2% 1% 2% 0%

BPR MAS 16

FONTS AND TYPOGRAPHY



Brand **Guideline** Typography

Primary Typeface

Aa

Mathelo is our corporate primary typeface and should be used in all instance when typography for headlines and heading is required.

Mathelo Bold		Mathelo Regular		Mathelo Light	
Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz				

1 2 3 4 5 6 7 8 9 0 ! ? @ # % &

BPR MAS

Brand **Guideline** Typography

Secondary Typeface

Aa

Lato is our corporate secondary typeface and should be used in all instance when typography for body text is required.

Lato Bold		Lato Regular		Lato Light	
Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz				

1 2 3 4 5 6 7 8 9 0 ! ? @ # % &

BPR MAS

Brand **Guideline** Typography

Weights & Styles

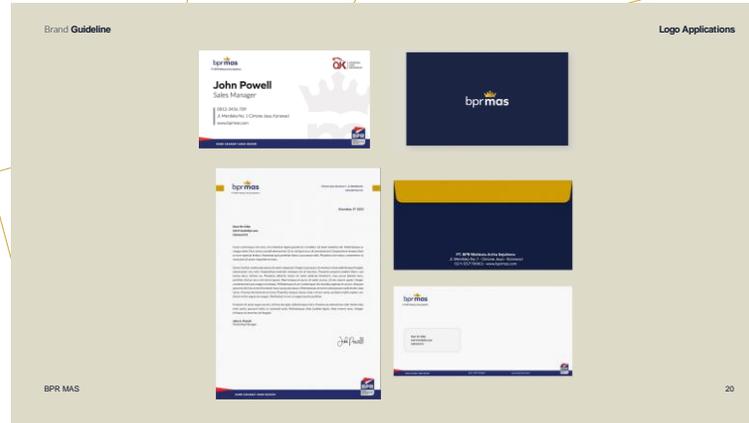
Maintain the font pairing, tracking and paragraph headlines.

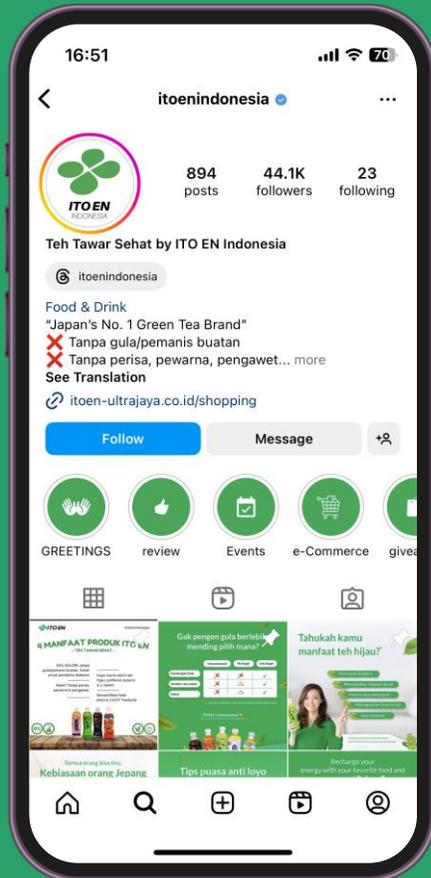
Pairing	
H1	Mathelo Bold
H2	Mathelo Regular
Headline Font	
Mathelo Bold	Tracking: 0
Body Font	
Lato Regular	Tracking: +2

BPR MAS 13



APPLICATIONS





CAMPAIGN PERIOD: 1ST JAN 2024 – ONGOING

SOCIAL MEDIA AND ADS MANAGEMENT

- INSTAGRAM MARKETING AND FACEBOOK MIRRORING
- MONTHLY ACCOUNT SERVICING: SOCIAL MEDIA REPORT ANALYSIS

INFLUENCER MARKETING

SOCIAL MEDIA AND ADS MANAGEMENT



Menu takjil boleh yang manis-manis, tapi minumannya tetap ITO EN

Apa takjil ITO friends hari ini?

Selamat Hari Paskah

Semoga kebahagiaan dan berkat Paskah menyertai ITO friends dan keluarga

Ramadhan Bingo ala ITO EN

Tag your friends

Berpuasa takjil	Puasa belum bolong	Baca Al-Qur'an
Nungguin adzan maghrib	Pesantren kilat	Siapin tiket mudik
Cari resep kue	Nonton acara sahur	Ikut kajian
Siapin stok ITO EN	Berbuka dengan es	Sholat sunnah
Buka bersama	Bagi-bagi takjil	Sahur sendiri di kosan

Template by @itoenindonesia

ITOMin mau ngingetin nih kalau ITO friends bisa dapetin produk ITO EN di mana aja loh karena sudah tersedia di online dan offline store

BIAR GAMPANG KLIK DI SINI

Tahukah kamu manfaat teh hijau?*

- Mencegah diabetes
- Menstabilkan tekanan darah
- Menurunkan kolesterol
- Meningkatkan konsentrasi
- Efek relaksasi

*manfaat di atas hanya bisa didapatkan maksimal bila diminum tanpa penambahan gula

Temukan dadu yang tepat untuk Oi Ocha-kun!

Oolong Tea	Buah-buahan	Gorengan	FINISH
Nasi Padang	Workout	Soft drink	Mille Crepe
START	Oi Ocha	Salad Buah	Fast food

A B C D

No. 1 Unsweetened RTD Green Tea Brand in The World

*Largest unsweetened green tea RTD brand -retail, current (2023)

RECORD HOLDER





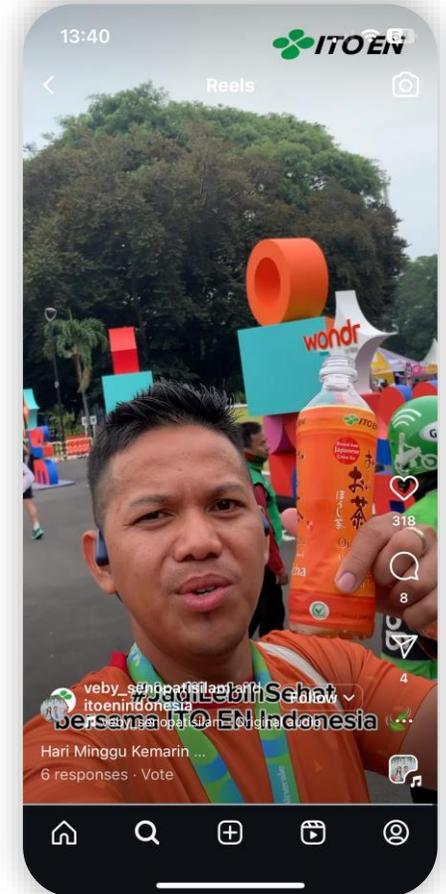
**INFLUENCER
MARKETING**



@zevanarga



@amitamonica

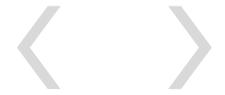


@veby_senopatisilam





video marketing



Type of Video Marketing

- Brand Video (animation)
- Explainer / FAQ Video
- Product Review / Testimonial
- News and Trending
- Topics / Promotional
- Event (360 degrees experience)
- Customer Centric
- YouTube Web Series



UHU – Faber Castell Indonesia



POLRI – Security Barrier
Tutorial Training

THANK YOU!

Any questions?
Please don't hesitate to contact us



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