

Agency Credential

2025



# sagacita

Perceptive Minds. Insightful Approach. Strategic Moves.

# PERCEPTION IS POWER

Sagacita—from sagacitas, Latin for sharp perception and sound judgment—isn’t just a communications agency. **It’s a strategic perception engine.**

We decode noise into clarity, shaping how leaders and brands are understood in high-stakes environments. Because it’s not about being seen—it’s about being understood.

**We partner with ambitious brands to turn insight into lasting influence.**



## About Us

At Sagacita, we believe communication is not just about visibility— it's about value. In a world of noise, Sagacita helps you cut through with strategies that are intelligent, intentional and intuitively aligned with your brand's purpose.

Rooted in strategic rigor and driven by curiosity, our approach is as analytical as it is creative. We blend perceptive thinking with digital intelligence to build narratives that resonate and reputations that last.



About Us

## OUR CORE SPIRIT

AT THE INTERSECTION OF  
INTUITION AND  
INTELLIGENCE THAT'S  
WHERE OUR STRATEGY IS  
INVENTED.

We help brands make sense,  
make impact and make  
progress—with perception,  
precision and purpose

# LOCALLY SHARP, STRATEGICALLY BOLD.



## At Sagacita, local insight is our leverage.

We blend cultural understanding with sharp analysis to create strategies that cut through complexity and drive real impact.

Grounded in Indonesia, we stay **perceptive, insightful, strategic, and progressive**—guiding brands through change, challenge, and growth.

We partner with those who see communication not just as a tool, but as a force for transformation.



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Services

# EXPERTISE SPOTLIGHT

# MARKETING PR

**Driving a distinctive brand communications that make an actual impact towards your target audience.**

## Strategic Advisory

Communication Strategy and Implementation

Brand Launch Strategy

Integrated Campaign Development and Execution

## Media Outreach

Content development and distribution: press release bite-size article, story pitch

Interactive media events: Press conference, media workshop, writing competition, media trip

Media relationship building: media visit, media partnership

In-depth engagement: Exclusive Interview, Editors Gathering

## Event & Activation

360° communication programs blending on-ground activation, digital engagement, and PR for maximum impact.

Brand Launch  
Influencer Gathering  
Press Conference  
Media Gathering  
Community Activation

## Community Outreach

Strategic Partnerships  
Social Conditioning  
Community Engagement:  
Community Workshop  
Community Group Reachout  
Content Creation

## Measurement & Evaluation

Media Monitoring  
Social Listening  
Competitor and Industry Analytics

**Driving corporate reputation and credibility among relevant stakeholders.**

## **Corporate Comms Campaign**

- Corporate Communications Strategy and Implementation
- Communications Audit
- Reputation & Perception Audit
- Reputation Building Strategy
- Stakeholder Engagement Strategy

## **Corporate Comms Training**

- Media Training, Public Speaking Training
- C-Level Communication Coaching
- Issue Management Training
- Public Affairs 101

## **CSR and Sustainability Communication**

- CSR Strategy Campaign Development
- Identification of CSR Partners
- Sustainability Report Development

## **Corporate Material Production**

- Company Profile
- Annual Report
- Executive Video Profiling
- Social Media Video
- Content Development
- Event Video and Photo Documentation

# **CORPORATE PR**

Creating digital talkabilities through strategic multiplatform approach.

## Social Media Intelligence & Management

Platform Strategy & Playbook  
Content Creation & Visual System  
Social Listening & Sentiment Analysis  
Performance Analytics & Optimization  
Community Management & Moderation  
Real-time Reputation Management

## Digital Campaign Orchestration

Behavioral Targeting & Strategic Segmentation  
360 Digital Campaign Planning  
Social-First Creative Strategy  
Integrated Channel Execution (paid, owned, earned)  
Content Funnel & Journey Mapping  
Influencer Marketing  
Media Planning, Optimization & Buying  
Performance Tracking

## Digital Production Support

Video & Motion for Social  
Campaign Asset Development  
Executive Visual Branding  
(Keynotes, Reels, Profiles)  
Website/landing page UX design + build  
SEO  
CRM  
AI-based Experience

# DIGITAL COMMUNICATIONS



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Portfolio

# CLIENT PORTFOLIO

## FMCG Brands



LABORATOIRE DERMATOLOGIQUE



## Automotive Industry



Adora



VINFAST

## Technology Industry



## Financial Industry



## Corporate



MEDCOENERGI



SAMPOERNA



SAMPOERNA  
SCHOOLS SYSTEM



Kino

## Other brands



TACO



MR.D.I.Y.

Wrangler



# PR HIGHLIGHTS



## Human-Centric Thought Leadership at Scale

From PermataBank's Wealth Wisdom to Honest Bank's #JujurAja campaign and Meta's data-led industry gatherings, Sagacita positions brands as credible voices in meaningful conversations—backed by insight, not just slogans.



## Full-Funnel PR Ecosystems That Move People

Beyond media exposure, campaigns like DANA SisBerdaya, Samsung Gaming Academy, and VinFast V-Creator blend community outreach, expert involvement, and platform partnerships – generating real-world influence, not just vanity metrics.



## Agile, Integrated Solutions for Brand Evolution

Across launches (GWM, Aletra, Adora), relaunches (Superbank), or crisis pivots (AFPI, Food Chain), Sagacita adapts quickly and precisely – offering strategic counsel, tailored content, and multi-platform amplification to help brands evolve with clarity.

# DIGITAL HIGHLIGHTS



## Big-Picture Campaign Magic

We create 360° digital campaigns that start with standout hero content and grow through smart amplifications. Our track record includes female-focused brands like Pantene, Rejoice, Homeal, Madurasa, Downy, Vicks, and ION WATER, where we drive impact with influencer power and agile social content. While digital is our core, we've also brought ideas to life offline, from catchy jingles to rolling market van.



## Content & Socials that Connect

We create digital content, from videos to trend-driven posts, while managing social media end to end: content, page management, community response, and reporting. Always insight-driven, we refine every piece to perform better. Our work spans banks and paint brands like Dulux, with lasting collaborations for ION WATER and Intel Indonesia.

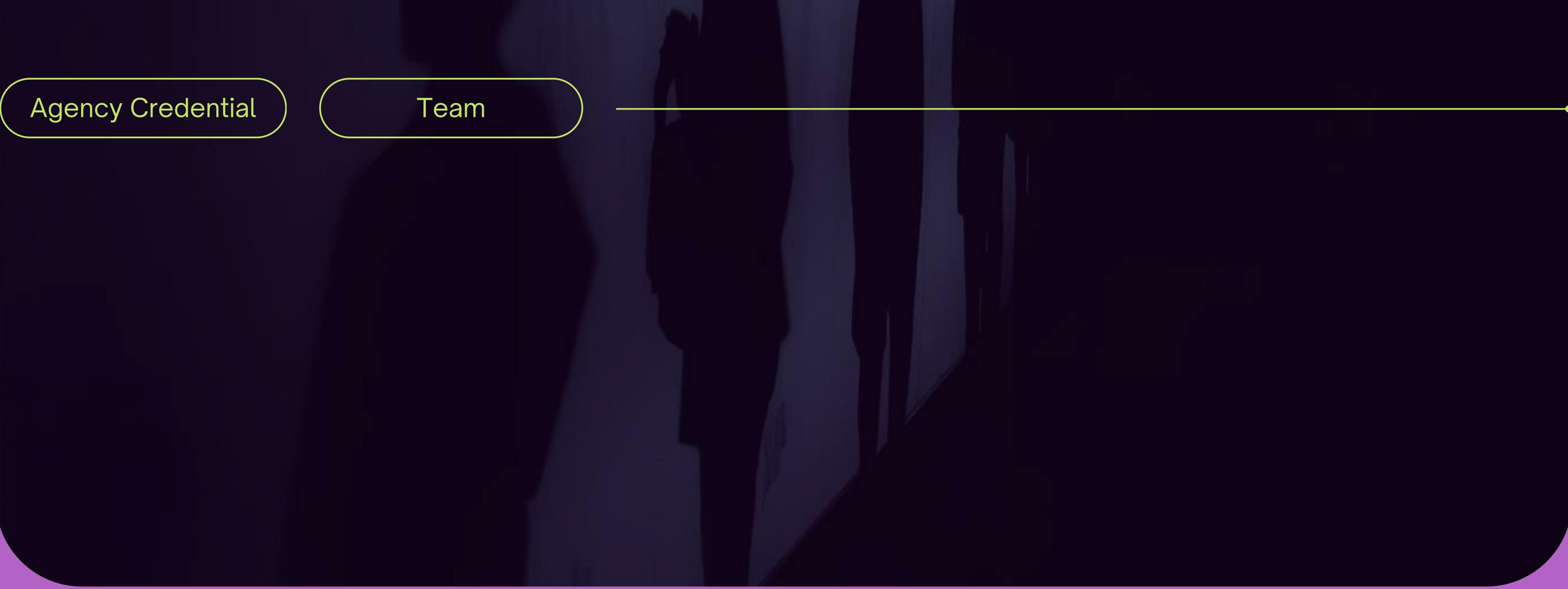


## Influence that Moves People

We work with every tier of KOLs, from celebrities to niche voices and even homeless media, crafting stories that seamlessly fit each campaign. Our collaborations span brands like VinFast, Gillette Venus, and Intel Indonesia, blending influencer impact with affiliate marketing to drive both awareness and conversion.

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Team



# SAGACITA PEOPLE



## TANYA MAULANI

Managing Director

### Strategic, Creative, and Culture-Led Leader

Tanya leads Sagacita with a sharp eye for brand storytelling, integrated communications, and emotionally grounded narratives. Known for her intuitive leadership and creative clarity, Tanya drives the agency's mission to deliver relevant, resonant campaigns across industries—from tech and automotive to lifestyle and FMCG.

### Career Highlights

Before founding Sagacita (formerly Fabulo), Tanya was instrumental in leading MSL Indonesia under Publicis Groupe, and was appointed the first-ever PR Manager of Lazada Indonesia. With 15 years of experience, she has helped shape communication strategies for top-tier brands by blending deep industry insight with human-centric storytelling. Tanya holds a Bachelor's degree in Communication from the University of Indonesia.



## DR. SURTI SUNANTO

Strategic Advisor

### Trusted Counsel for Complex Communication Challenges

With over two decades in the PR industry, Dr. Surti is a strategic mind behind many high-stakes corporate narratives, leadership positioning, and crisis communications. At Sagacita, she advises C-level leaders and clients on how to communicate with clarity and credibility—especially during times of change.

### Career Highlights

Surti's professional journey includes senior roles at top PR consultancies such as Ogilvy, Zeno, Hotline PR, and Maverick. Her portfolio spans across sectors—from consumer brands to corporate entities—making her a go-to advisor for both strategy and reputation management. She earned her Ph.D. in Communications from the University of Indonesia, where she was named valedictorian of the Faculty of Political and Social Sciences. She also holds an MBA with honors from ITB and a Bachelor of Communication from UI.



## NADIA ROOSYADI

Digital Strategic Lead

Over 10 years of working in digital advertising laid a strong foundation for her professional skills in consumer research, digital strategy, integrated marketing, social media strategy and creative branding. Dynamic collaboration with prominent clients like P&G, Telkomsel, Permata Bank, Astra Life, Google, Milo, Prudentials, Asian Games, Unilever, Indolakto, and many more have trained her to wear different thinking hats.



## THANIYA R DAVIA

Creative Lead

Davia started her journey in the creative field since 2016. Her first brand she worked as an Art Director was L'oreal and it made her instantly fall in love with the digital advertising world. She then explored into other various fields of creative, from e-commerce to media, then became a part of the Pantene Regional team, responsible for the visual outputs of the brand for 8 different countries. Now the list of brand she has collaborated with goes on and on, from L'oreal, P&G, Lazada, Indofood, Danone and many more.



## SYIFA MAHARANI

Account Lead

Syifa is a seasoned Digital Account Lead with over 10 years of experience managing high-impact accounts across diverse industries. Adept at leading cross-functional teams, overseeing complex digital projects, and maintaining strong client relationships. Proven ability to deliver on tight timelines and exceed client expectations. Recognized for being highly communicative, resilient under pressure, and exceptionally solution-oriented—a trusted partner who brings clarity and direction in fast-paced, ever-evolving environments. Her previous experiences including handling Samsung, Danone, and Indofood

# SAGACITAPR TEAM



**Abdiel K Gosal**

Senior Consultant



**Auliya Ulfana**

Associate Consultant



**Aldo Simon**

Associate Consultant



**Alberta Donette**

Associate Consultant



**Margareth Stefani**

Associate



**Adindanissa Zikir**

Associate



**Arie Rakhmawati**

Media Relations



**Vika Kurnia T**

Admin & Traffic

# SAGA DIGITAL TEAM



**Adithya Asprilla**  
Account Manager



**Fathinnidha R.**  
Sr. Account Executive



**Balqisa A. Nur**  
Account Executive



**Gifa B. Mahery**  
Account Executive



**Diti Setiasih**  
Social Media Strategist



**Noer Zauza**  
Social Media Strategist



**Aldia Nadezhda**  
Jr. Art Director



**Cinta Lavyga**  
Copywriter



**Nadia Adilla P.**  
Graphic Designer



**Irfan Kurnia**  
Motion Graphic Designer



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Case Studies

# THE PROJECTS

# Over the past decade, we've partnered with a diverse range of brands to bring bold ideas to life.

This section is your gateway to explore the stories behind our most impactful campaigns—spanning industries, formats, and audiences. Use it as a guide to navigate Sagacita's body of work and discover insights that might just spark your next big move.

## Digital Projects

[Digital Campaign Orchestration](#)

[Social Media Management](#)

[Influencer Marketing](#)

[Digital Content Production](#)

[Digital Platform Production](#)

**PR Projects**

[Tech Industry](#)

[Finance & Banking Industry](#)

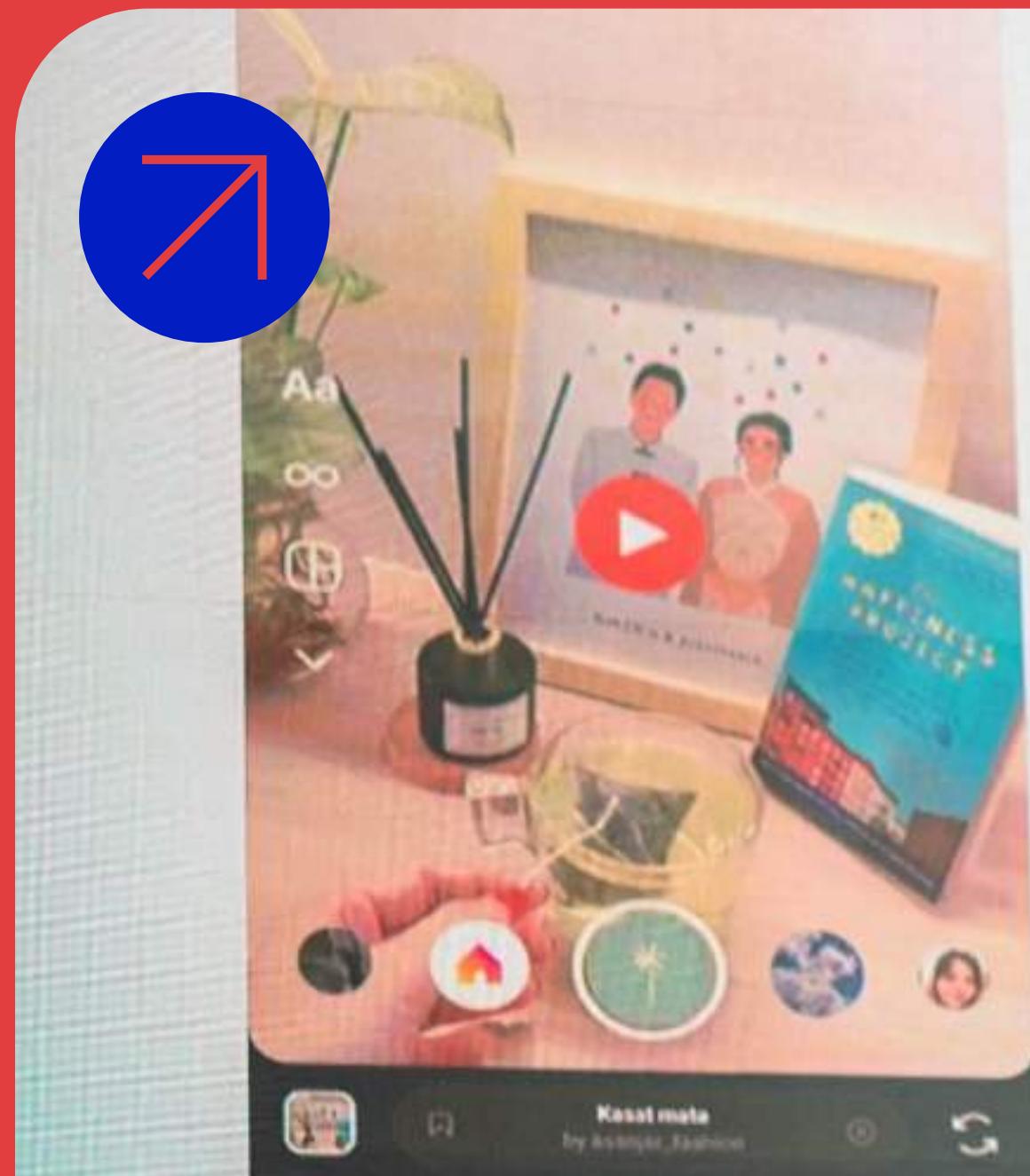
[Automotive Industry](#)

[FMCG Industry & Lifestyle](#)

[Corporate & Issue Management](#)

*Each of the above buttons are hyperlinked to each page section*

# TECH INDUSTRY PR PROJECTS



65% Gen Z di Indonesia ingin melihat lebih banyak realitas virtual di In





## The Task

Throughout 2022, Meta Indonesia launched various programs and initiatives with the objective to further educate the public about the variety of feature and product innovation from Meta, as well creating a safe digital environment for people to connect. At the end of the year, Meta shared several key milestone as well the focus of #MetaID2023 to provide insights and trends in the following year to ensure better user experience as well as providing beneficial insights for SMEs to grow on Facebook, Instagram and WhatsApp.

## Our Approach

We conduct a Year End Press Gathering to highlight some top campaigns of Meta Indonesia have landed in 2022 and its focus in 2023 for business and communities. The press gathering was used as the company's opportunity to talk about the future of business messaging in Indonesia, the trend on Instagram that Gen Z should anticipate in 2023, and the continuous programs for creators.

## Result

- The event was attended by more than 60 journalists from 45 media titles resulting in more than 90 media coverage and 3 social media posts organically.

# WHERE INSIGHT MEETS INDUSTRY LEADERSHIP.

*"With the right data, we helped Meta lead the narrative through stories industry can ignore."*





# FROM SPECSTO STORIES: MAKING TECH HUMAN

## The Task

vivo as one of the leading smartphone brands in Indonesia needs to be able to show the diversity of its product to make it more relevant to their target audience, especially the younger generation.

## Our Approach

Sagacita worked very closely with various tech influencers to continuously provide new creative story angle to guide them in doing product review based on variety of experience. The creative angle was also leveraged for media story pitch, so that we can always differentiate the story on mainstream media, aligning with stories that consumer seen on the influencers video content.

## Result

- The average pick up rate for content story distribution to the media was up to 80%.
- The tech reviewers engaged for every campaign was around 20-50 content creators in one time with the average engagement rate around 30-40%.

*"From unboxing to understanding—  
storytelling made it stick."*



## The Task

To continue Samsung Indonesia's journey in the esports industry by publicizing the Samsung Galaxy Gaming Academy 2024 and RRQ Mabar School Roadshow. The goal was to raise national awareness about Samsung's commitment to esports, targeting educational institutions and showcasing the Samsung Galaxy A55 | A35 5G as the best smartphone for mobile gaming.

## Our Approach

We collaborated with key stakeholders to continue Samsung's esport journey in 2024, targeting mobile gamers in a market of 187 million users. The focus was to raise awareness about growing esport industry and emphasize Samsung's role in empowering casual player become pro player through the Galaxy A55 | A35 5G.

## Result

- The event attracted 43 media outlets, resulting in 86 coverages, with a PR Value of Rp. 3,47 billion and 28,6 million impressions.

# FUELING ESPORTS DREAMS, ONE GALAXY AT A TIME.

*"We helped turn a smartphone into a symbol of esports ambition."*



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Case Studies

# FINANCE & BANKING INDUSTRY PR PROJECTS





# PURPOSEFUL STORYTELLING FOR PERMATABANK WEALTH WISDOM

## The Task

PermataBank aimed to position itself as a thought leader in wealth management by introducing a holistic perspective on wealth—one that integrates life values, happiness, and personal growth. The goal was to drive meaningful conversations on wealth beyond just financial terms.

## Our Approach

We supported the Wealth Wisdom 2023 event by transforming it into a content-rich platform—part industry forum, part festival—featuring over 35 speakers and 24 sessions across four themes: Transformation, Harmony, Journey, and Impact. The format blended media appeal with public engagement to maximize reach and relevance.

## Result

The event's success was marked by the substantial media coverage earned, which resulted in 194 published articles that spanned from 186 online media and eight printed ones with half of it coming from the first tier national media, with Public Relations Value as much as IDR 12.2 billion.

*"We turned a financial forum into a movement—where wealth was no longer just calculated, but deeply contemplated."*





# DRIVING DIGITAL INCLUSION, ONE DANA STORY AT A TIME

## The Task

To position DANA as a leading enabler of Indonesia's cashless movement by amplifying three key pillars: financial inclusion, MSME digitalization, and cross-border connectivity—while driving relevance among diverse audiences.

## Our Approach

We developed a multi-angle storytelling strategy under the campaign "Indonesia Bisa, Bersama DANA," tailoring narratives for media, communities, and stakeholders. The execution spanned educational events, partnerships with PTII and MURI, media relations, and activations like Dialog DANA Jakarta and Disberdaya—ensuring broad, meaningful resonance across platforms.

***"From financial access to digital empowerment  
—we unlocked every story that needed to be  
told."***





# DRIVING LOCAL IMPACT, ONE DANA-POWERED WOMANPRENEUR AT A TIME

## The Task

To strengthen DANA's position as a digital wallet that champions financial inclusion, especially for women-led MSMEs, by amplifying the SisBerdaya program and showcasing its role in supporting local entrepreneurship.

## Our Approach

We led a press conference highlighting four key pillars of the SisBerdaya program: capacity building, mentoring, business matching, and competition. Designed to reflect the real needs of Indonesian women MSMEs, the approach aimed to drive awareness while promoting skills, scale, and financial independence.

## Result

The event was attended by more than 50 media and generated a total coverage of 48 worth over over Rp. 2 billion PR Value

***"We tapped into the real needs of women MSMEs —because empowerment starts with understanding the everyday."***





# AMAR BANK BRINGS EMBEDDED FINANCE TO LIFE

## The Task

To position Amar Bank's Embedded Banking as a transformative solution for SMEs by showcasing its role in building a seamless digital financial ecosystem—anchored in real market needs.

## Our Approach

We developed a data-driven narrative in collaboration with Daily Social, featuring insights from an independent industry study. The launch event was supported by influential experts and focused discussions that highlighted how Embedded Banking simplifies access and improves financial experience for businesses.

## Result

The event was attended by 28 media and generated a total coverage of 48 worth over over Rp. 2 billion PR Value with 45,88% landed in Tier 1.



*We shaped the narrative not just to explain, but to make embedded banking truly resonate.*



# CONNECTING POTENTIAL THROUGH LINKAJA'S VIRTUAL CITY OF LOKABORASI

## The Task

To position Lokaborasi as LinkAja's flagship initiative that empowers MSMEs and creative industries by uniting local potential through digital solutions—framed as a strategic step toward inclusive financial digitalization.

## Our Approach

We crafted a data-led narrative that spotlighted Lokaborasi as more than a campaign—it was an interactive digital city built to engage MSMEs. Through press engagement and media storytelling, we emphasized how LinkAja supports digital transformation in the BUMN ecosystem and beyond, reinforcing its role in Indonesia's economic future.

## Result

The press conference attended by 36 of 40 target journalists, and generate more than 50 articles and total PR Value IDR 68,570,481,448.

*"We used creative storytelling to bring Lokaborasi to life—making the message land deeper, wider, and with lasting impact."*





## The Task

To reposition credit cards as tools for empowerment and financial mindfulness through the launch of the Honest Card—while highlighting Honest Bank's commitment to inclusive financial education in partnership with MyndfulAct.

## Our Approach

We hosted an intimate media gathering to communicate Honest Bank's 2024 milestones and 2025 vision, supported by talk shows and workshops. The event focused on mindful spending narratives tailored to the everyday financial realities of the audience, ensuring high message relevance and clarity.

## Result

The media gathering was attended by 15 out of 15 media target, successfully generated 25 news articles with a total PR Value of IDR 1.435.396.027

# SHAPING MINDFUL MONEY HABITS WITH HONEST BANK

*"We dug deeper to find a sharper narrative—  
because the right message only works when it  
truly connects."*





# HONEST CONVERSATIONS THROUGH HONEST BANK'S #JUJURAJA CAMPAIGN

## The Task

In response to rising financial anxiety among millennials—who often avoid credit cards out of fear of debt—Honest Bank launched the #JujurAja campaign. The goal: to spark open conversations around financial honesty, promote the anti-galbay (anti-default) mindset, and reframe credit cards as smart tools for responsible spending and self-control.

## Our Approach

We hosted a focused media gathering to share the four-phase journey of #JujurAja and Honest Bank's commitment to mindful financial behavior. Featuring Honest Card spokesperson and financial expert Fellexandro Ruby, the session emphasized reward-based benefits and how they encourage users to spend wisely, stay longer, and avoid falling into debt—redefining credit cards as tools for confidence, not fear.

## Result

The media gathering was attended by 5 out of 5 media target, successfully generated 25 news articles with a total PR Value of IDR 17.088.504.737

*"We opened up real conversations—because thought leadership begins with honest, relevant dialogue."*



Agency Credential

Case Studies

# AUTOMOTIVE INDUSTRY PR PROJECTS





# BRINGING THE FACTORY CLOSER TO THE STORY OF GWM INDONESIA

## The Task

GWM Indonesia aimed to showcase its first local manufacturing facility—also the brand's first global plant—where the Haval Jolion HEV is assembled. The goal was to demonstrate GWM's commitment to high-quality local NEV production, while strengthening media trust and gathering valuable feedback on the new facility.

## Our Approach

We curated an exclusive media visit with 20 key journalists, offering a guided tour of the plant and close-up access to GWM's operations and executives. To turn the visit into more than a walkthrough, we crafted strong narrative points around technological sophistication, economic value, and local innovation. Direct interactions with top executives helped humanize the story and foster trust.

## Result

The event attracted 20 journalists from 20 different media outlets, generating substantial positive coverage. The media visit successfully strengthened GWM's media relationships while positioning the company as a leader in the local NEV market.

*Turning a factory tour into a credibility-building moment—anchored in proof, people, and purpose.*





# GWM LAUNCHING INNOVATION WITH IMPACT AT GIIAS 2024

## The Task

To solidify its position in Indonesia's automotive market, GWM Indonesia leveraged its GIIAS 2024 participation to introduce two key NEV products: the locally assembled Haval Jolion HEV and the premium Tank 300 HEV. The objective was to generate awareness, credibility, and traction around GWM's

## Our Approach

We executed a full-funnel media strategy surrounding the launch—ranging from press conferences, exclusive interviews, spyshot teasers, deep dive product sessions, and media test drives. The content was curated to build anticipation, establish trust, and highlight GWM's manufacturing and product innovation in the NEV space.

## Result

The series of activities managed to garner large media interest, with 100+ media attendance and more than 650+ media coverage during GIIAS 2024 period.

*From launchpad to headline—strategic storytelling drove the spotlight on GWM's NEV ambition.*





# MERCEDES-BENZ ELEVATING INNOVATION AND LUXURY AT GIIAS 2024

## The Task

Mercedes-Benz aimed to reinforce its leadership in the premium automotive segment at GIIAS 2024 by highlighting luxury innovation and sustainable mobility. The key focus was to spotlight its latest EV models and cutting-edge technology.

## Our Approach

We curated a series of tailored media events—ranging from press conferences to intimate talk shows—to provide immersive and strategic storytelling moments. From product briefings to curated experiences, each event was designed to deepen understanding of Mercedes-Benz's sustainability vision and solidify top-tier media engagement.

## Result

The four media events were attended by a total of 143 media representatives, generating 149 articles. The wide-reaching media exposure further solidified Mercedes-Benz's status as a pioneer in luxury and sustainable mobility, successfully elevating the brand's presence at GIIAS 2024.

*From concept to conversation—Mercedes-Benz media strategy turned every showcase into a sustainability story worth telling.*





# CRAFTING A PREMIUM LAUNCH FOR RANGE ROVER ALL-NEW EVOQUE 2025

## The Task

Jaguar Land Rover (JLR) Indonesia introduced the New Range Rover Evoque 2025 as a strategic move to reinforce its commitment to modern luxury, innovation, and sustainability. The objective was to position Evoque as the epitome of contemporary refinement while achieving strong media visibility.

## Our Approach

We executed a highly curated press conference that embodied the Evoque's elevated design and seamless technology. The event created an immersive, premium setting for media and VIPs to experience the vehicle firsthand—framing Evoque 2025 not just as a car, but as a symbol of lifestyle aspiration.

## Result

The press launch generated extensive media coverage with 33% landed on top-tier automotive, business, and lifestyle publications, reinforcing the Range Rover Evoque's premium positioning in the market. The event successfully positioned the New Range Rover Evoque 2025 to steal the media attention with 40 media attendance and PR Value reached more than IDR 1.9 Bio.

*Designed for elegance, delivered with precision  
—Sagacita turned Range Rover's sophistication  
into a story that resonated with top-tier media.*





# CELEBRATING HARLEY-DAVIDSON HERITAGE, POWERING COMMUNITY

## The Task

Harley-Davidson expanded its footprint in Indonesia with the opening of Indomobil Harley-Davidson of Jakarta. The mission was to create a press launch that not only announced the new premium dealership, but also strengthened the brand's prestige and emotional connection with riders.

## Our Approach

We crafted an impactful launch experience—complete with guided tours, interactive displays, and storytelling-led sessions that celebrated Harley-Davidson's heritage. Executive speeches and curated media moments spotlighted the dealership's role in shaping the future of Indonesia's Harley-Davidson community and fostering deeper brand loyalty.

## Result

The events were attended by a total of 44 media representatives, generating 82 articles. The wide-reaching media exposure further solidified Harley-Davidson's brotherhood through community and dealer as a central point for brand services.

*We brought Harley-Davidson's legacy to life through immersive storytelling—turning a dealership opening into a milestone moment for the rider community.*





# FUELING HARLEY-DAVIDSON OWNER BROTHERHOOD, ONE FESTIVAL AT A TIME

## The Task

Harley-Davidson sought to boost its brand visibility and deepen community ties through the launch of the Indonesia Harley Festival 2025. The goal was to deliver a press launch that authentically captured the spirit of the festival while celebrating the passion, lifestyle, and brotherhood of Harley-Davidson riders.

## Our Approach

We developed a media strategy that celebrated Harley-Davidson's heritage and its strong rider community. Through exclusive press moments, executive interviews, immersive brand storytelling, and curated experiences, we maximized media exposure while fostering real emotional connections among Harley enthusiasts.

## Result

The events were attended by a total of 39 media representatives, generating 82 articles. The wide-reaching media exposure further solidified Harley-Davidson's brotherhood through international community as a central point for brand services, and experience. This activities generating 32% coverages landed in top tier automotive, business, and lifestyle publications.

*We turned a festival press launch into a celebration of lifestyle, passion, and legacy—crafting stories that echo beyond the ride.*





# REDEFINING EXPECTATIONS THROUGH YOUTH-DRIVEN STORYTELLING FOR MG

## The Task

MG Indonesia entered the market during a highly competitive period, with multiple new brands vying for attention. The objective was to increase MG's Share of Voice (SOV) during IIMS and GJAW 2024 by positioning the brand not just as an automotive player—but as a lifestyle brand that connects with Millennial and Gen Z audiences.

## Our Approach

We developed a highly targeted PR strategy focused on culture-driven storytelling. By collaborating with fashion designers, street artists, influencers, and automotive reviewers, we amplified MG's positioning of "Redefined Expectation."

## Result

Through tailored media engagements, press releases, and video-based content, we ensured MG stood out from the noise—leading the SOV ranking across both key auto exhibitions.

*We turned crowded auto exhibitions into storytelling battlegrounds—making MG the brand that resonated most with Gen Z and millennial lifestyles.*



ALETRA

## The Task

After a low-profile debut at GJAW 2024, Aletra had minimal media traction due to ongoing development in production, sales, and distribution. For GIIAS 2025, Aletra needed to amplify brand visibility and solidify its position in the national EV landscape by making a bold statement at Indonesia's biggest auto show.

## Our Approach

We designed a multi-layered PR strategy that combined press release dissemination, a high-impact press conference, immersive community engagement, and media test drive experiences. Strategic partnerships with leading automotive media ensured broad, credible coverage. Our narrative emphasized Aletra's local innovation journey and product readiness to capture both consumer and media attention.

## Result

Throughout GIIAS 2025, Aletra garnered a total of 150 coverage with total PR value of IDR 4.752.000.000, Digital Reach of 6.060.598 and a high engagement rate of 9.81%.

# ALETRA STORY FROM UNDER-THE-RADAR TO CENTER STAGE AT GIIAS 2025

*We transformed Aletra's quiet presence into one of the most talked-about EV launches—earning attention from both top-tier media and grassroots auto communities.*





## The Task

Indomobil e-Motor officially announced Adora as its new electric two-wheeler brand, targeting Indonesia's evolving mobility needs. The objective was to introduce Adora as a future-forward, locally relevant brand and position it as a serious contender in the sustainable motorcycle market.

## Our Approach

We held a dynamic press conference attended by a mix of automotive, general, and lifestyle media. The event enabled Adora representatives to deliver key brand messages, showcase product innovations, and articulate the brand's vision and mission. A hands-on test ride experience was also included to amplify media impressions and bring the product's promise to life.

## Result

The event garnered 70 journalist attendance with a total of 208 coverage and PR value with the total of IDER 3.258.000.000

# MARKING INDOMOBIL'S TWO-WHEELER LEAP INTO ELECTRIC FUTURE WITH ADORA

*We introduced Adora not just as a new name, but as a bold vision—bridging innovation and lifestyle in Indonesia's growing EV motorcycle scene.*



Agency Credential

Case Studies

# FMCG INDUSTRY AND LIFESTYLE PR PROJECTS



L'ORÉAL

# ELEVATING SCIENCE-BACKED BEAUTY, ONE L'ORÉAL STORY AT A TIME

## The Task

L'Oréal Paris introduced The Revitalift Pro Youth Sheet Mask, a cutting-edge skincare product developed specifically for Asian facial contours. With new beauty products flooding the market daily, our challenge was to clearly differentiate this innovation and ensure it stood out.

## Our Approach

We designed a multi-dimensional experience that allowed attendees to deeply understand the product's scientific advantages. The event was split into three key zones: a tech & science corner, a KOL-led talk show, and a spa-inspired demo space for attendees to experience the product firsthand based on their individual skin needs.

## Result

The event drew more than 55 media titles and 20 beauty influencers, securing over 70 media coverages and delivering a total PR value exceeding IDR 600 million.

*"We turned product education into an immersive brand experience—where technology, skincare, and storytelling met on equal ground."*



ellips

# EMPOWERING CONFIDENCE, THROUGH EVERY ELLIPS MIST AND MOMENT

## The Task

Ellips launched its new Hair Mist in two variants, aiming to go beyond product function and represent a brand that supports women in their daily self-care journey. The message focused on empowering Indonesian women to stay confident and shine in their everyday lives.

## Our Approach

We hosted a lifestyle-driven press event that reinforced the #ShineAllTheWay narrative. By engaging key lifestyle and general media, we created an intimate experience that combined storytelling and product demonstration.

## Result

The press event welcomed 25 journalists and achieved 71 coverages across lifestyle and general media. The campaign generated a total PR value of IDR 9 billion, backed by enthusiastic media engagement.

*"We crafted a beauty narrative that celebrated everyday self-love, letting the scent of confidence linger long after the press left."*





# BRINGING WARMTH TO MORNINGS, ONE MCDONALD'S BREAKFAST AT A TIME

## The Task

National Breakfast Day is one of McDonald's signature events. During the pandemic, McDonald's wanted to reinforce the importance of breakfast while also delivering heartfelt support to essential workers.

## Our Approach

We partnered with McDonald's to create a virtual press conference and a meaningful activation involving free breakfast deliveries to healthcare workers and online drivers. This added a strong emotional dimension to the annual campaign.

*"We wrapped an annual tradition in empathy—turning a breakfast giveaway into a heartfelt thank-you to the nation's frontliners."*



## Result

The initiative was announced through a virtual press conference attended by top tier media, resulting in coverage with value over 60 billion rupiah.



# FUELING FUTURE-READY EDUCATION WITH SAMPOERNA UNIVERSITY

## The Task

Sampoerna University needed to maintain its relevance and reach during the pandemic. The challenge was to reinforce their position as a future-forward institution and connect with prospective students amid physical restrictions.

XXX

## Our Approach

We activated a media community strategy by collaborating with major digital media groups to co-host webinars and distribute course information via their platforms.

## Result

A combination of community engagement with media partnership to disseminate information, one of the most effective ways to reach out to targeted communities. The webinar was attended by 250 participants, with a total reach of 30,000 and total impressions of 29,889.



POND'S

# CREATING GENERATIONAL RELEVANCE FOR POND'S STORIES

## The Task

POND'S sought to reposition its brand to be more appealing to millennials and younger audiences, evolving beyond its legacy as a skincare brand for mature women.

## Our Approach

We activated a digital PR campaign combining media engagement and influencer participation through the #GoalsGeneration movement. We created interactive content and competitions to boost user-generated engagement.

***"We shifted perception through movement—not messaging—where Gen Z beauty met Gen Z ambition."***



## Result

- Generate more than 1200 #Goalsgeneration post on Instagram
- Generate more than 70,000 promotion participants
- Gain awareness and positive response from millennials
- Successfully held the #Goalsgeneration campaign



everpure

# BLENDING HERITAGE WITH INNOVATION— ONE EVERPURE DROP AT A TIME

## The Task

Everpure introduced its new Herbaceous Buffet Oil Serum, positioned as the first local non-comedogenic certified face oil serum enriched with 12 natural oils. The brand needed to amplify this innovation while reinforcing its local pride message.

## Our Approach

We organized an intimate media gathering that emphasized the brand's heritage and innovation. The experience highlighted key product claims while inviting interaction and storytelling.

## Result

Our KPI for the media gathering is 30 Media attendance and the event was attended by 30 Journalists from 29 media entities. The media gathering launch generate more than 59 articles in online media across different genre and segmentation, from general news and lifestyle.

*"We turned a product launch into a proud local story where homegrown science met modern skin rituals."*



## The Task

To reinforce IM3's position as the preferred telco brand for Indonesia's younger generation, the brand needed a strategy to localize its Collaboration Music Concert campaign beyond major cities. The goal was to educate, excite, and engage regional media about IM3's creative and digital initiatives.

## Our Approach

We launched a 50-city media roadshow that combined regional press conferences, music event briefings, and tailored storytelling around IM3's youth-centric offerings. By working hand-in-hand with local media and integrating concert participation, the tour became a powerful outreach tool—building local brand love while maintaining national momentum.

## Result

The launch press conference generate more than 100 articles in online media across different genre and segmentation, from general news, lifestyle to music-specific media titles. Up to date, Sagacita has engage almost 80 local media titles across the country to participate in the concert roadshow.

# SPREADING THE SPIRIT OF COLLABONATION

*"A nationwide media roadshow designed to amplify IM3's relevance across regions."*





# REDEFINING MEDIA RELATIONS FOR LAZADA

## The Task

When the pandemic disrupted traditional media meet-ups, Lazada needed a new approach to continue nurturing strong relationships with top-tier journalists. The challenge was to maintain consistent media engagement through a format that felt fresh, personal, and meaningful—without relying on physical interaction.

## Our Approach

We introduced Rumpi Bareng Lazada—an informal and recurring virtual hangout session with selected journalists. Each session combined interactive activities (e.g., charm bracelet making, cheese platter assembly) with light brand storytelling and journalist feedback sharing. The sessions created a relaxed, two-way communication environment, strengthening media goodwill and long-term sentiment toward Lazada.

## Result

The majority of journalists from first tier media has very good perceptions and intentions towards Lazada. Ever since then, the coverage pick up rate has increased up to 30% on average.

*"Turning casual conversations into lasting connections between brands and journalists."*



Agency Credential

Case Studies

# CORPORATE PR PROJECTS AND CRISIS MANAGEMENT





# AQUA CAMPAIGNING SUSTAINABILITY AS A DAILY MINDSET

## The Task

Danone-AQUA aimed to elevate its sustainability positioning by launching #PikirinDulu – a conscious consumption campaign that encouraged consumers to think critically before purchasing or using a product.

## Our Approach

We led a 360° PR campaign across digital, on-ground, and earned media. Activities ranged from factory visits and community sessions to influencer content, press conferences, and key visuals—crafting consistent messaging that resonates with both Gen Z and family audiences.

## Result

The digital PR activations successfully involved 1,871,853 individuals through various digital activities. Involving highly selected Key Opinion Leaders (KOLs), the campaign accumulated 137,586 impressions with 499,771 engagements on the Instagram platform with 46,521 impressions reaching 1,260,654 viewers on the TikTok platform. The press conference was successfully attended by 39 media and 42 journalists and generated a total of 100 articles (both online and print), with a total PR Value of IDR 21,872,774,714.

*"Building positive behavior, one mindful choice at a time."*





# KINO BUILDS THE FUTURE OF INDONESIAN UPRIISING BRANDS

## The Task

Kino needed to showcase its commitment to local brand development through the third Kinovation Accelerator, spotlighting 10 selected brands undergoing mentorship and business transformation.

## Our Approach

We hosted a press conference highlighting inspiring progress stories from both Kino leadership and participating brands. Through curated media sessions, we shaped public narrative around Kino's deeper role in nurturing Indonesia's FMCG ecosystem.

## Result

The press conference successfully attracted 18 prominent media outlets, resulting in 26 articles of coverage and generating a substantial PR value of IDR 2.9 billion.

*From behind the shelf to front-page headlines — spotlighting FMCG innovation through impactful storytelling.*



# ANEW WAY TO ENGAGE EMPLOYEES THROUGH DIGITAL CREATIVITY

## The Task

During the early lockdown period, HM Sampoerna wanted to maintain employee morale and engagement through a digital platform. The goal was to spark creativity and community across internal teams nationwide.

## Our Approach

We conceptualized a 2-day online experience with keynote sessions, interactive workshops, talk shows, and a closing mini-concert. The event featured 9 well-known experts including international business figures, achieving high participation and meaningful internal impact.

## Result

The event was attended by more than 250 employees nationwide with participation rate of up to 80% for each activities.

*"Not just another Zoom event — but a full-scale interactive experience to inspire teams during lockdown."*





# LAUNCHING INDONESIA'S FIRST PCR LAB IN A HYBRID FORMAT

## The Task

GSI Lab was founded as a consortium initiative to provide accessible COVID-19 PCR testing for the public. The task was to launch it during pandemic restrictions while building credibility and widespread media awareness.

## Our Approach

We designed an engaging hybrid press launch, combining offline and online elements. Through carefully curated messaging and controlled press attendance, we highlighted GSI Lab's role in national pandemic response.

## Result

An innovative way to launch a brand through a difficult situation. The first of its kind to hold both online and offline event at the same time. The event was attended online by 17 media and offline by 7 media, with 1 radio interview, resulting in a total of 90 media coverage and over Rp 140M PR Value.

*In a time of distance, we created proximity—between technology, press, and public trust.*





## The Task

YCAB Foundation initiated a movement encouraging public crowdfunding to help marginalized communities pay electricity bills during the pandemic. Our role was to lead PR and media storytelling, ensuring this became a movement, not just a moment.

## Our Approach

We developed a hybrid campaign alongside multiple agencies, with Sagacita leading PR execution and media partnerships. We crafted a powerful narrative, engaged high-profile talents, and activated press through a virtual conference to amplify reach and participation.

## Result

The campaign was featured on Metro TV through partnership with Kick Andy program and generated exposure from more than 20 well-known celebrities who were involved during the live streaming session on YouTube. More than 300 news coverage generated from the press conference, including a special report coverage on Kompas newspaper.

# TURNING EMPATHY INTO ACTION DURING A NATIONAL CRISIS WITH YCAB

*"An integrated campaign that brought stories, screens, and solidarity together to power change during the pandemic."*



# A MEDIA PERCEPTION AUDIT FOR MEDCO ENERGY

**MedcoEnergi is one of Indonesia's leading energy companies with operations across oil and gas, power, and renewables, operating both domestically and internationally.**

**In 2024, Medco recognized the need to understand how its business expansion, sustainability agenda, and social impact programs were being perceived by the media at the national, local, and international levels. The company sought to measure how well its communications narrative aligned with media reporting and journalists' perspectives.**

**Sagacita as the strategic comms partner for Medco provided counsel and execution including the following:**

- Designing the research framework and discussion guidelines to capture perspectives of national, local, and international media.
- Conducting extensive monitoring of over 8,000 news articles covering Company X within a one-year period.
- Facilitating journalist surveys, FGDs, and in-depth interviews with more than 60 media representatives. The media selection was based on Company X's strategic business areas, involving national media in Jakarta, local media in South Sumatra and Kepulauan Riau where Company X has significant operations, as well as international media in Singapore, Thailand, and Oman where the company also has business presence.
- Delivering gap analysis between Company X's desired communications agenda and actual narratives reported by the media.
- Identifying key strengths such as strong CSR recognition and dominant positive sentiment, while also highlighting areas of improvement in transparency, crisis communications, and energy transition narrative.

**Through this audit, we supported Medco in mapping its current position in the media landscape and provided actionable insights to refine its stakeholder engagement and communications strategy moving forward.**

# PREPARING FOR REPUTATIONAL RESILIENCE FOR A PERSONAL HYGIENE BRAND

As a new entrant in Indonesia's hygiene market, Brand X needed to prepare for reputational challenges before they occurred. The company sought to anticipate sensitivities around being a foreign brand, halal certification gaps, and potential allergy concerns, while also defending itself against market competition from established players.

Brand X asked us to design a strategic proactive crisis communications framework that would equip its teams with clear processes, tools, and narratives to safeguard reputation from day one.

We began with an in-depth Internal Fact-Finding exercise to map organizational structures, decision-making flows, and potential vulnerability points. This was followed by stakeholder and risk mapping to identify areas of sensitivity most likely to affect the brand. Building on these insights, we designed a crisis preparedness framework, complete with escalation protocols, response flows, and draft communication tools, ensuring Brand X's teams were aligned and equipped to respond effectively.

- Stakeholder landscape along with its potential issues towards Brand X.
- Analysis of potential issues and business impact.
- Issue and Crisis Thermometer Development
- Communication Guidance and SOP for issue and crisis management.
- Communication templates for stakeholder engagement.
- Spokesperson crisis management training.

The process culminated in the delivery of a comprehensive Issue & Crisis Preparedness Handbook, a ready-to-deploy playbook that provides Brand X with clear guidance, structured response templates, and a consistent narrative framework. With this, Brand X enters Indonesia with confidence, supported by a system designed to safeguard its reputation and strengthen stakeholder trust.

# NATIONWIDE PRESSURE ON THE ILLEGAL P2P LENDING PLATFORM

AFPI (Indonesia P2P Lending Fintech Association) received major pressure from the public as well as various government authorities – including a remarks from the president, regarding the high amount of cases caused by illegal P2P lending platform that brings significant negative impact to the public.

Rahmat Gobel, House of Representatives Deputy Speaker, made the announcement that fintech lending company should be temporarily terminated while the government is evaluating the situation.

AFPI, as the association that houses many of the legal P2P lending platform was pushed from both sides to manage and contain the situation.

To add more pressure to the industry, Najwa Shihab through its Narasi TV channel also raise the issue which spread further distress to many people who consider that government and the related associations are doing nothing to manage the situation.

Sagacita provide various strategic counsel as well as tactical activities with the objective of containing the situation from AFPI perspective and starts to rebuilding the trust and positive image of the industry itself. The process coincide with the rebranding of the association where we provide counsel to ensure a seamless comms.

- Arrange and facilitate a formal hearing session with Rahmat Gobel and najwa Shihab to give the association's perspective.
- Providing standby statement for the association's spokesperson, with regular updates based on the circumstances.
- Providing strategic recommendation on short term and long term public education campaign on fighting against illegal P2P lending platform, which then presented to the OJK.
- Providing a comprehensive rebranding plan to reposition the association.
- Maintaining and managing media relations with respective media outlets to push in for more statements from the association as part of the issue coverage.
- Supervising the delivery of communication message from the association's spokesperson to ensure a clear communication.

The news cycle on the issue is significantly slowed down during two months and the conversation of terminating the P2P lending platform players also didn't re-appear.

# MAJOR LAY OFF BY A LEADING FINTECH COMPANY

Company X is one of the leading financial technology companies who was going through a transition process of their new company direction and new leadership.

One of the impact from this transition process is hundreds of its employees being laid-off.

Rumor about one of Indonesia's fintech company was about to laid-off its employees in significant amount was raised and posted by one of the anonymous yet influential social media account who is known to have very credible insider information on tech companies. Some of the journalists as well as Company X's employees then finds out about the issue and start to create conversation.

**Sagacita as the strategic comms partner for Company X provided counsel including the following:**

- Providing strategic recommendation on the stages of messaging that needs to be delivered to the internal employees, journalists and media, as well as their external stakeholders.
- Providing recommendations on series of internal activities need to be conducted to limit the amount of possible negative conversations from the employee, including strategic counsel on communications process for the Human Capital team.
- Providing communication guidance for Board of Directors in delivering the message internally and externally.
- Providing standby statement to facilitate the media inquiries, as well as managing media relations throughout the crisis situation.
- Providing guidance on facilitating interview request to be aligned with our comms agenda.

Throughout the crisis, we manage to support Company X with very minimum resistance from the employee. The news coverage that was published was also very much focused on our published standby statement without any other negative speculation about the company.

# MANAGING ISSUES ON COVID CLUSTER FOR A PROMINENT TOBACCO COMPANY

In the beginning of the pandemic, a leading tobacco company had to encounter a situation where their factory in East Java became one of the points of COVID-19 spread cluster.

The situation became quite a big news shortly after one worker who worked in the East Java plant was diagnosed as positively infected.

The infected worker case attracted quite a big attention of many stakeholders, especially from the provincial and regional government in East Java, which put the company under pressure to do an immediate trace of the virus by screening all of their factory workers. The news continued to circulate for several days emphasizing on how huge the risk was on the spread of the virus considering the large size of plant.

The issue escalated to the angle that the cigarette products in the plant might have had direct exposure to the virus from the infected workers, which affected the perception of many distributor partners and public in general.

## Strategic consultations and activities carried out by Sagacita are:

- At the very early stage of crisis, Sagacita provided brief version of the stakeholder mapping in order for them to navigate the situation better.
- While the on-site team still doing fact-finding process, Sagacita also assist the company to create internal communication guidance that needs to be deployed right away, to minimize further potential risk that might be caused from internal assumptions.
- Sagacita also provide counsel on the development of standby statement in response to media inquiries, both from local media in East Java, as well as national media based in Jakarta.
- We also provide support for intensive media monitoring throughout the crisis, with daily report and analysis
- By the time the situation is addressed by the company representative in East Java, Sagacita also work with identified journalists to create a balanced and neutral articles that highlights on the proactive measures done by the company to contain the situation.

# NAVIGATING THROUGH A SUDDEN BAD TURN OF NARRATIVE FOR A MAJOR FOOD CHAIN

A major food chain company conducted a global collaboration with the most famous K-Pop Group in the world with a massive fan base to launch exclusive and limited menus.

Indonesian customers could place orders through various platforms, either via online transportation services, drive-thru, or direct purchase at outlets.

This was supposed to be a successful marketing campaign that pushed sales to the roof. However, a chaotic execution during the pandemic took the public narrative into a sudden bad turn.

On the first day the menu was launched, the orders received far exceeded the expectations, especially the ones received via online transportation platforms. Such condition caused a long queue line of online motorcycle taxi drivers at the outlets, which resulted in chaotic situations at many of the food chain's outlets in several cities.

Many of the online motorcycle taxi drivers posted on social media about how unprepared the food chain company was in anticipating the situation which made them have difficulties in delivering the customers' orders. The posts eventually earned public supports which basically suggested the food chain company to evaluate their order acceptance system better and to make improvement.

The situation lasted for a few days which caused a media stir due to the numerous publications about the chaotic situation at most the food chain's outlets in several cities.

**Strategic consultations and activities carried out by PR are:**

- Conducting intensive and comprehensive media monitoring on the situation
- Coordinating with brand's digital agency to monitor the online conversation through social media listening
- Monitoring social media accounts from mainstream conventional media titles
- Providing strategic counsel the the company's management
- Providing strategic inputs and insight on the relevant stakeholders to manage
- Managing media inquiries on the situation

When the situation calmed down, Sagacita also provided recommendations for the company communication outreach to further neutralize the situation, as well as initiating informal media activities to monitor and maintain journalists tendencies so that the brand can move ahead with better position.

Agency Credential

Case Studies

# DIGITAL & CAMPAIGN ORCHESTRATION



PANTENE

# PERFEC+ON MOMENTS

## BRINGING CONTEXT TO NO-RINSE CONDITIONER

Year: 2019

## Client: Pantene Indonesia

## Category: Digital Video and Digital Campaign

## The Task:

A year after its grand launch, Pantene Perfec+On, the first ever No-Rinse Conditioner in Indonesia, is looking to grow its market by targeting shampoo-only users who don't think of it as essential product for everyday usage.

## The Solution:

Seed the essentiality through 4 digital videos capturing colloquial “Awut-Awutan” (messy hair) moments inspired by many true everyday stories. These colloquial moments are validated by influencers and community, each sharing their own moments of need and show the product usage in real situations.

## The Result:

- **Highest ever VTR** amongst ID P&G iVideo with **52% VTR** vs best asset in JFM'19 (VTR Benchmark : 31%)
- **36MM total reach** through digital (IDX160 vs KPI and IDX72 vs JFM'19)
- Collaboration with 12 influencers and 1 community successfully gained **4,042,260 reach** with **ER 3.5%** (benchmark 2%) and **4% from the comments** on influencers post are talking about the **product**.



madurasa

# MADURASA STRENGTHEN ITS SUPERIORITY'S FOCUS AND MESSAGE

Year: 2023 - 2024

Client: Madurasa

Category: Digital Campaign &amp; Social Media Management

## The Brief:

Through its latest research finding, Madurasa needs to elevate its superiority focus to strengthen its uniqueness as a brand that has been existing since 40 years ago and relevant to all target audiences.

## The Solution:

Proposing the newest communication #PasnyaMadurasa to elevate its relevance to any daily occasion of audiences. The campaign's roll out has been tapping into various moments, from Ramadan to 40th anniversary through multiple touch points with some key activities:

- Engagement with community and restaurant partner during Ramadan aimed to showcase Madurasa's relevance in new menu creation
- Digital video commercial creation aimed to strengthen the new superiority communication
- Brand's PR stunt initiative to bring 'bees' in public area to push product trial.
- Social media maintenance through updated trend and styles, mini gamification/ quiz, and live report content for some brand's events.





# IGNITE THE K-DRAMA HAIR FEVER THROUGH REJOICE JEJU ROSE

Year: 2021

Client: Rejoice Jeju Rose

Category: Digital Video and Digital Campaign

## The Brief:

Through Rejoice Jeju Rose, Rejoice would like to change the brand's image from "an ordinary brand" to being the best brand for smoothness and fragrance that can help ladies to have hair as good as K-Drama idols'. How the brand can do that?

## The Solution:

Communicate the superiority of Rejoice Jeju Rose through a short movie ala K-Drama style. The short movie is about a love story between a girl named Jeng Mi and a boy named Moon Ganteng that blooms from the wonder of #RambutKDrama (#KDramaHair). The campaign is also amplified by a group of influencers who are known with their KPop/KDrama interests.

## The Result:

The "Mendadak K-Drama" campaign over-delivered the main goal to increase Rejoice brand consideration by 5.2% just in 3 months (30% ahead of target) and reach 29 million females (150 index vs. target) with positive sentiments. Moreover, Rejoice is perceived as a more relatable brand for female Gen Z with the fresh Korean-theme concept.

The mini K-drama successfully generated over 13,2 million views, with VTR 3% above the industry benchmark (despite the long 4 minutes format), and earned 14 media coverage valued over USD 65,000. Through programmatic platforms, we reached over an additional 1,2 million Korean lovers on specific platforms.



TAPPING INTO OTT PLATFORMS  
THROUGH PROGRAMMATIC



viu Vidio WeTV Spotify  
trueID iQIYI RCTI+ Joox



# IONATION - OWNING THE SPACE OF WORKOUT AND WELLNESS FESTIVAL FOR ION WATER

Year: 2023 - present

Client: Ion Water

Category: Digital Campaign and Event Amplification

## The Brief:

The signature event of Ion Water, ionation aimed to be bigger, more impactful, and strengthen the brand equity under the theme "Aging Gracefully".

## The Solution:

Contextualizing "Aging Gracefully" into Live Lighter, Feel Younger to be more relatable for Ion Water's 30+ target audience. The message was communicated through an orchestrated series of contents from pre to post event, in collaboration with BA and instructors. To amplify the event hype in real time, we curated several unique and personalized contents, which resulted in high engagement.

## The Result (2023):

- Over 26,3M Total Reach in Instagram
- Over 202K Total Engagement in Instagram
- Over 17,3K new Instagram followers (+680.81% from average number followers before ionation)
- Total 6,692 offline participants (+268% from 2022)



# MAKING TEH PUCUK HARUM THE TOP OF MIND BUKA PUASA DRINK

Year: 2024

Client: Teh Pucuk Harum

Category: Digital Campaign and KOL Orchestration

## The Brief:

As the most important moment for Indonesians, Ramadan saw a fierce battle for RTD category. Teh Pucuk Harum aimed to show leadership in taste and quality and be the most wanted drink for buka puasa.

## The Solution:

Creating an easy to remember time signal for buka puasa with "Beduk Teguk Pucuk" digital activation to support TVC. Lead KOLs build product context with different angles (family, motherhood, friendship) and ignite the movement.

## The Result:

- Over 550K Total Reach in Instagram
- Over 44,4M Total Reach in TikTok
- Over 18M views from KOL
- Total 2.672 activity participants





# HOMEAL

## INTRODUCING THE SOLUTION FOR COOKING FATIGUE THROUGH HIGH QUALITY HOME-COOKED FROZEN MEALS

Year: 2022

Client: KMS - Homeal Indonesia

Category: Digital Campaign and Social Media Management

### The Brief:

Homeal just launched its 4 variants or product and need to establish its communication strategy in order to get awareness and drive trial.

### The Solution:

While all competitors heavily communicated about 'quickly and practical', we need to acknowledge that those who regularly cooked often experienced cooking fatigue and Homeal is the solution of the problem. The campaign idea was communicated through ivideo with high contextual of cut downs (Ramadan & productive activities during pandemic), KOLs collaborations, webinar to highlight the cooking fatigue and its solutions, and social media content that aimed to make people aware and engage.





# VICKS INDONESIA INTRODUCING THE NEW AGE OF "KEROKAN"

Year: 2020 - 2021

Client: P&G Indonesia - Vicks Indonesia

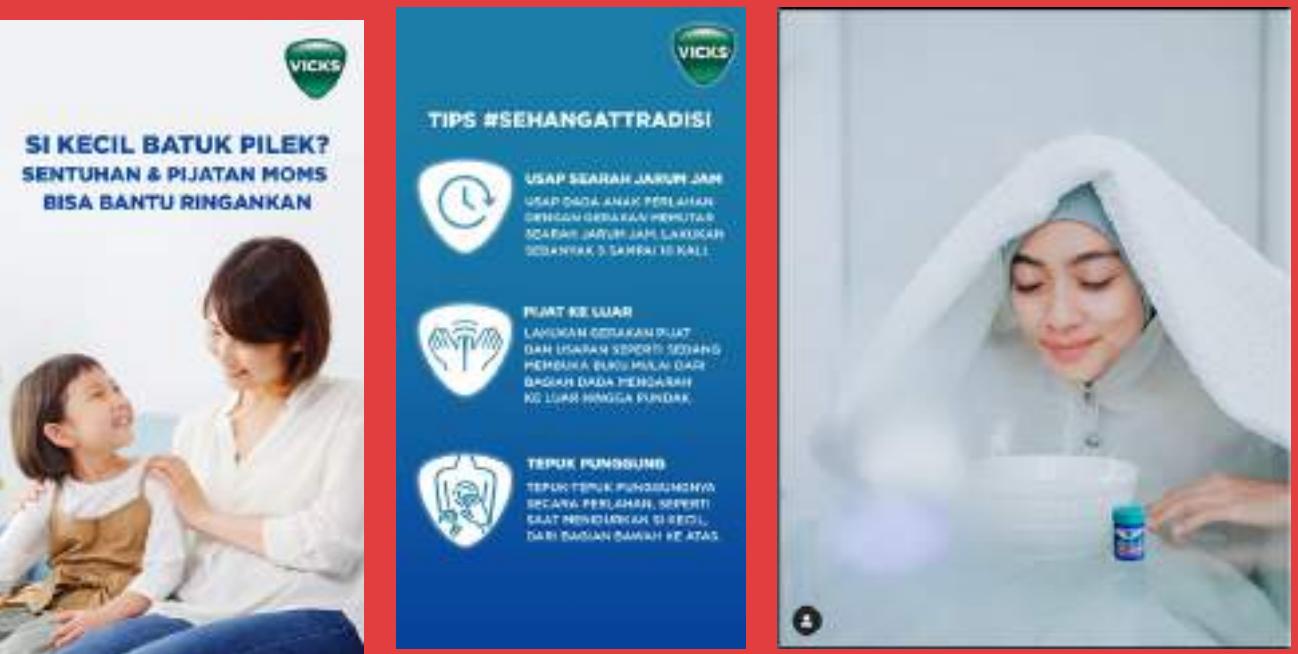
Category: Digital Campaign and Social Media Management

## The Brief:

Vicks wanted to establish the Vicks Vaporub as a must have multi symptoms relief solution in a locally relevant way by bringing the idea of "New Age of Kerokan".

## The Solution:

As we needed to step away from "kerokan using coin", we establish the new way of Kerokan using Vicks Vaporub using new term "Vapoles Vicks". The idea was then strengthened through problem and solution establishment through iVideo where we clearly showcase how kerokan using Vicks offers the same benefit and impact as the old way of kerokan. The campaign's message was also amplified through social media content and KOL's personal story.





# INTEL INDONESIA THE LAUNCH OF INTEL EVO 12TH GEN

Year: 2022 - present

Client: Intel Indonesia

Category: Digital Campaign and Social Media Management

## **The Brief:**

Intel EVO has been communicated consistently as a thin and light with superior performance that can support anyone with high productivity and high mobility. With the launch of Intel EVO 12th Gen, the product needs to be communicated through a clear and engaging communication to boost its awareness and consideration.

## **The Solution:**

While the product superiority content pillar is a hygiene factor, this has been communicated in social media content. Then how make people aware of its technical superiority and its visible impact to daily life? We then collaborated with 3 influencers with different passion points to let them try the product and make collaborative output together.





# BRING GREAT VALUES TO LOCAL MARKETS

Year: 2024

Client: Downy Indonesia

Category: Product Launch

## The Brief:

Downy is looking to break the clutter by introducing a new sachet format bigger in size and value. As the market leader, the new packaging needs a grand launch and a big push of direct trial targeting moms.

## The Solution:

Launch the new format by highlighting the biggest value consumer will get: Downy Bonus Wangi Terus Untung Menerus, right where the moms are shopping, the market.

Downy Grebek Pasar will visit 14 cities to deliver real Bonuses and real product experience on the spot.



Agency Credential

Case Studies

# SOCIAL MEDIA MANAGEMENT





# INTRODUCING A NEW DIGITAL-BASED SERVICE BANK: SUPERBANK

Year: 2023

Client: Superbank

Category: Social Media Campaign and Management

## The Brief:

Bank Fama Internasional transformed into Superbank, a digital service bank focusing to serve the underbanked population in Indonesia. To build brand awareness, Superbank needs to grow its social media presence ahead of its product launching.

## The Solution:

Creating colloquial contents for [@superbank.id](https://www.instagram.com/@superbank.id) that are highly relevant to the target audience, e.g employee slice of life, money-related habit, momentum riding.

## The Result:

1.700++ followers in 5 months organically





Year: 2019 - 2025

Client: Gillette Indonesia

Category: Social Media Campaign and Management

#### The Brief:

Despite the equal distribution of male and female population, female razor only contributes <5% of business. The very low trial rate was contributed by low awareness and the long-believed myths surrounding shaving.

#### The Solution:

Build Gillette Venus social media asset to introduce female razor and breaking myths about shaving. These informations are validated by aspirational Key Opinion Leaders. On the next phase, we orchestrated TikTok KOLs to talk about the product and drive people to Alfamart to purchase.

#### The Result:

- 126% Double Digit Penetration Growth
- **#1 share** leadership in female system (VS Schick only in 3 months)
- +1.1% Value Share IYA
- Comfortglide as **#1 SKU on e-commerce** during shopping fest 9.9, 10.10

# GILLETTE VENUS FEMALE RAZOR INTRODUCTION AND MYTHBUSTING



**BIODERMA**  
LABORATOIRE DERMATOLOGIQUE

# BIODERMA RECLAIM YOUR SKIN POWER CAMPAIGN

Year: 2023 - present

Client: Bioderma Indonesia

Category: Social Media Campaign and Management

## The Brief:

Created based on the unique philosophy of our skin is a living world; a smart ecosystem that can regulate itself against any condition, Bioderma is facing tough competition in skincare market. Other than the hero micellar water, people are not familiar with its other lines.

## The Solution:

Introducing Bioderma's superiority by intriguing TA to get reacquainted with their skin. We translated the unique brand philosophy into social media contents, using our skin's POV.





# BRING GLORIOUS COLOURS TO HOMES FOR DULUX INDONESIA

Year: 2020

Client: Dulux Indonesia

Category: Social Media Campaign and Management

## The Brief:

Idul Fitri is the biggest moment when Indonesians renovate and repaint their houses to welcome families and relatives. Dulux wants to bring inspiration and drive quality traffic to social media and the Dulux Visualizer app.

## The Solution:

Orchestrate KOL's conversation about repainting their favorite family spot, so on Idul Fitri day they can take the perfect family picture. Followers are then asked to submit their favorite colour using the Dulux Visualizer app to win a spot makeover.

## The Result:

- Over 2.5 months, the campaign gained around **175,185 organic reach** from own asset and KOL assets.
- **18 million impressions** from media ads.
- **26% increase of Visualizer app download** compared to pre-campaign period.
- The campaign also contributed to the average 1.35% increase per month of follower and average 136% of account's reach increase per month in Instagram, and increased the FB engagement rate for 5.2% per month on average





# GSI: SWAB & SAVE

## GET INDONESIANS TO TAKE PCR SWAB TEST

Year: 2020

Client: Genomik Solidaritas Indonesia

Category: Digital Assets Creation and Social Media Management

### The Brief:

In the beginning of pandemic, Indonesians' access to affordable PCR Swab test is very limited. GSI Lab intended to support the government and society's COVID-19 response through fast and accurate PCR testing. Racing with time, GSI Lab needed to build credibility, position as a social enterprise, and ultimately encourage public participation.

### The Solution:

Communicating PCR Swab Test as an act of solidarity to help Indonesia fight COVID-19 through digital assets; website, social media, and KOL.

With little to none media support, we focused on educating the importance of PCR Swab Test through relevant daily context and highlight the service of excellence provided by GSI Lab.

### The Result:

- Over **3.000 organic followers gained** in the first 3 months after creating social media asset
- Highest monthly **reach of 9,378 with ER 30.4%** in September





# ENFAGROW A+ MASTERCLASS OPTIMIZE 8 SIGNS OF INTELLIGENCE

Year: 2020

Client: Enfagrow

Category: Social Media Activation and Management

## The Brief:

As premium GUM, Enfagrow is looking to maintain high quality engagement with premium moms who want their children to be Generation A+ that excels in many things. To do that, a digital activation highlighting 8 signs of intelligence and an offline event as the payoff.

## The Solution:

Educating the importance to recognize and optimize 8 signs of intelligence in children through a successful living proof. We created a digital video for invitation and a social media activity to win ticket to A+ Masterclass event with experts.

## The Result:

- **787 new followers with 3,89% growth** on Instagram during campaign period.
- We've garnered **675 submissions** of photos and videos from **331 participants**.
- Shifting into digital activation due to Covid-19 pandemic.





# MILKUAT KULWAP #ENAKNYABERENERGI

Year of activity: 2020

Year of engagement: 2019 - 2023

Client: Milkuat

Category: Digital Engagement

## The Brief:

Strengthen Milkuat's credibility as nutritious milk with energy and immune benefit for active children. Milkuat launched the improved fruity milk with more Vitamin C for immunity.

## The Solution:

Partner with MOM community to create an exclusive Whatsapp Class with nutrition expert to learn how vitamin C intake can help to strengthen the immune, especially during COVID-19 pandemic. The session was followed by Instagram competition for participants.

## The Result:

- **250 registrants, from 533 visitors.**
- **53 submissions** from competition, with information about Milkuat C-Boost benefit for children.
- **11.453 total reach** from all social media channels.





# INDOMILK POWDER TINGGI, TANGGUH, TANGGAP

Year of activity: 2020

Year of engagement: 2019 - present

Client: Indomilk Powder

Category: Social Media Management

## The Brief:

Compared to other products in Indomilk portfolio, Indomilk Powder has the lowest awareness and lack of credibility. The cluttered social media asset added another barrier to communicate the USP clearly to moms.

## The Solution:

Create new dedicated social media assets for Indomilk Powder and strengthen the product credibility through 3T child-end benefits (Tinggi, Tangguh, Tanggap).



Agency Credential

Case Studies

# INFLUENCER MARKETING





# BRINGING EXCITEMENT FOR VINFAST AT GIIAS 2025

Year: 2025

Client: VinFast Indonesia

Category: KOL Activation - Strategy and Management

## The Brief:

Utilising GIIAS, as the biggest automotive show in Indonesia, to strengthen VinFast' position as the EV brand choice for modern, successful, and stylish individuals, in connection with the stylis VF 7 launching.

## The Solution:

Deploy a comprehensive line up of different types of KOL. The IT couple Luna Maya & Maxime Bouttier to highlight VF 7 launch, automotive KOLs and owner community to share personal stories, and a troop of lifestyle KOLs to strengthen stylish imagery.

## Result:

Total Views: 1.379.724

Total Engagement: 39.469





# V-CREATOR BUILD UP THE POWER OF COMMUNITY WITH VINFAST OWNERS

Year: 2025

Client: VinFast Indonesia

Category: KOL Activation & Community Building

## The Brief:

To establish a sustainable creator-and-owner-driven community around VinFast vehicles, forming an organic content ecosystem consisting of KOLs, content creators, and actual owners. This community ensures long-term social media presence and active participation in local events.

## The Solution:

Engage 3 prominent figures in automotive content creation to share insights and inspire VinFast owners and lifestyle KOLs in an intimate session and regular activities.

## Result:

On going, as it is just started.





# V-CREATOR BUILD UP THE POWER OF COMMUNITY WITH VINFAST OWNERS

Year: 2025

Client: VinFast Indonesia

Category: New media strategy and placement

## The Brief:

Strengthen VinFast' credibility and brand consideration by highlighting Vingroup vision and the breakthrough battery subscription model and excellent after-sales services in new media channels.

## The Solution:

Collaborate with various hotpages (non-news accounts) to build different contexts of how VinFast' policy democratizing car ownership in Indonesia.

## Result:

On going, as it is just started.





# INTEL INDONESIA SPARK YOUR WORLD CAMPAIGN

Year: 2022 - present

Client: Intel Indonesia

Category: KOL activation campaign

## The Brief:

Through this global campaign, Intel aims to position its product as an enabler for people to break the limitation through their talents. The campaign would then be translated into local language and approach.

## The Solution:

The local campaign uses two biggest touch point which are game and productivity. We engaged with influencers within the categories, and let them tell stories on how Intel device helped them reaching their goals.





Year: 2019 - present

Client: Gillette Venus

Category: Affiliate marketing campaign

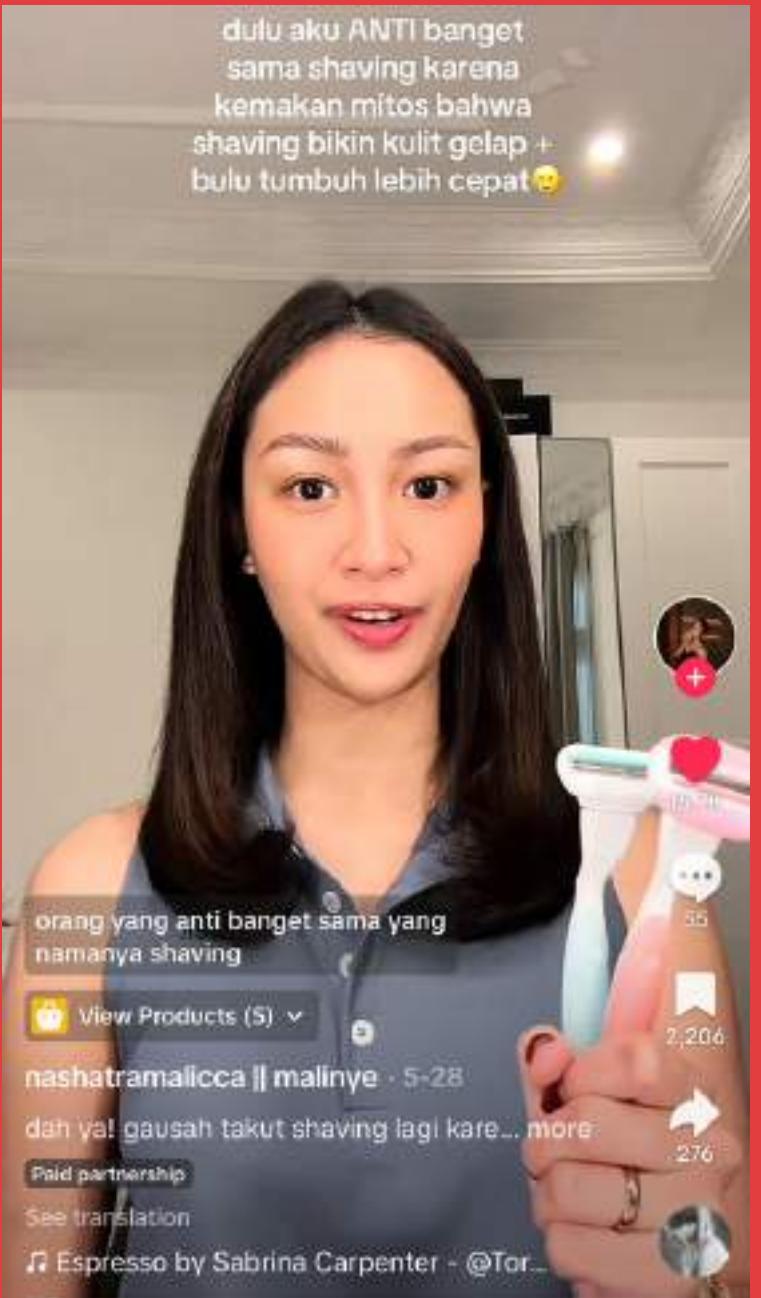
### The Brief:

Gillette Venus has been collaborating with some influencers for mythbusting, and now it is the time to take it to the next level supporting the lower funnel, utilizing what TikTok's feature currently offers: yellow basket.

### The Solution:

Engage with multiple midtier and micro influencers with beauty and great storytelling background. The product experience was opened with personal motivation or common myths which immediately busted with choosing the right product & right method. The approach helped in convincing audiences to be more less hesitant to purchase the product.

# GILLETTE VENUS AFFILIATE MARKETING



Agency Credential

Case Studies

# DIGITAL CONTENT PRODUCTION



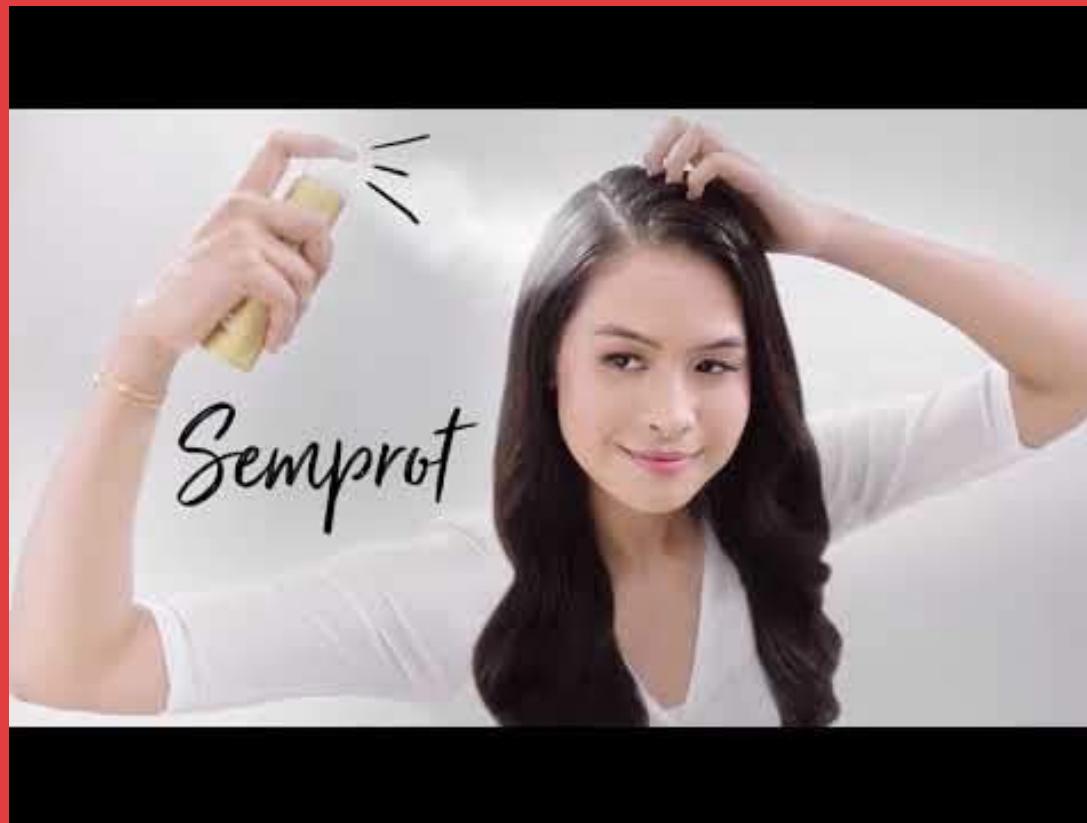
Digital

Digital Content Production

Digital Video

PANTENE

# PANTENE NO RINSE CONDITIONER & DRY SHAMPOO



Continue Pantene's no rinse conditioner #DadahAwutAwutan and & dry shampoo's communication through highly contextual video production, involving Maudy Ayunda as their brand ambassador. During the project, Kerling collaborated with Pantene regional and international production crew & stylists.

Digital

Digital Content Production

Digital Video

**BIODERMA**  
LABORATOIRE DERMATOLOGIQUE

# BIODERMA ATODERM CRÈME ULTRA



In-house beauty asset production to deliver beauty shots & product education for Bioderma's social media content.

Milkuat

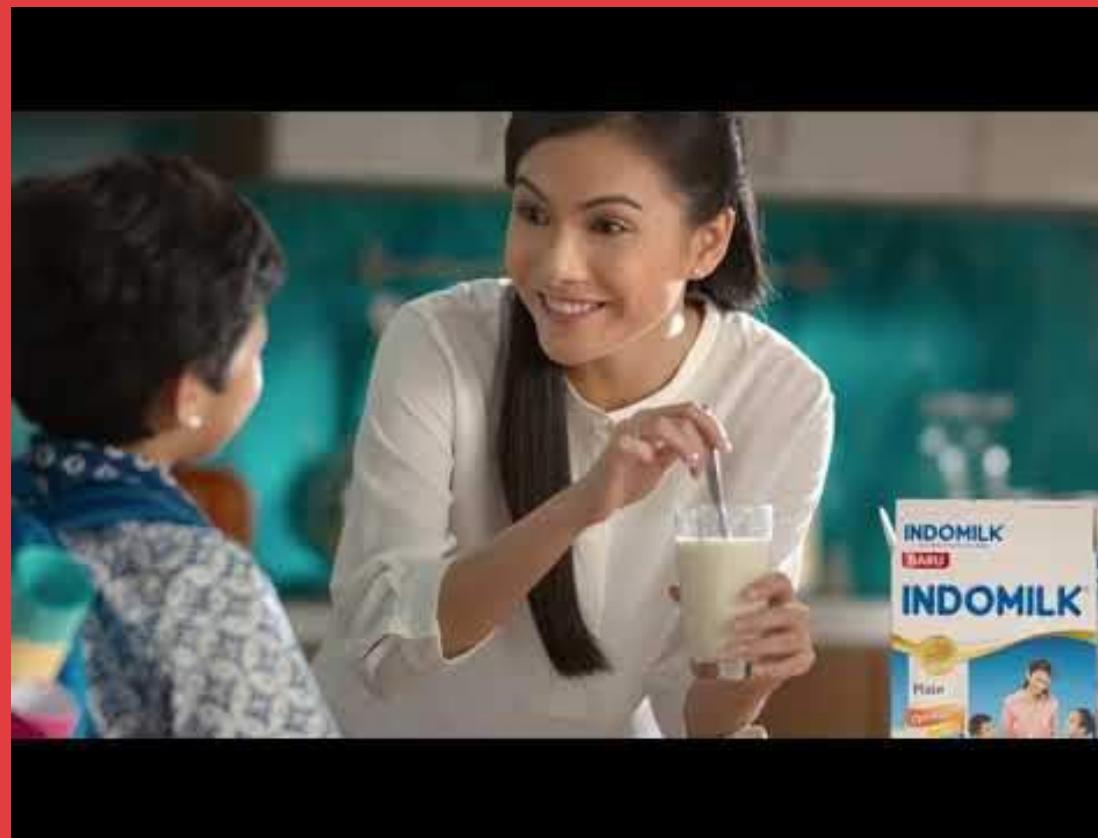
# MILKUAT C-BOOST



TVC production to support the launch of Milkuat C-Boost. As the product's end benefit aims for energy boost, the TVC concept portrays active kids with aspiring activity.

INDOMILK®

## INDOMILK SUSU BUBUK



Re-edit



New Production



Re-edit existing asset to incorporate the new communication of Indomilk Susu Bubuk. While the new production of TVC aims to promote the new sachet packaging.

Digital

Digital Content Production

TVC

*Belcube*

**BELCUBE**



Re-edited brand's existing raw footage by adding 3D elements and motion text to clearly convey their unique selling points.

intel.

INTEL



New products photoshoot aims to highlight the usage for three different segments: work, content creator, and gaming. The visuals are used for social media assets and other Intel's promotional assets.

Agency Credential

Case Studies

# DIGITAL PLATFORM PRODUCTION



# Digital Platform Capabilities

**Web Development**

**Software Development**

**Generative AI,  
Deepfake, Chat GPT**

**Mobile App  
Development**

**Hosting, Domain & SSL  
Provider**

**Analytics & Tracking  
Implementation**

**E-Commerce**

**Games**

**CMS**

**Big Data Solution**

**Cloud Infrastructure  
Management**

**CRM**

**Block Chain**

**SEO & Maintenance**

**Live Streaming  
Technology**

**BIODERMA**  
LABORATOIRE DERMATOLOGIQUE

Period: 2023 & 2024

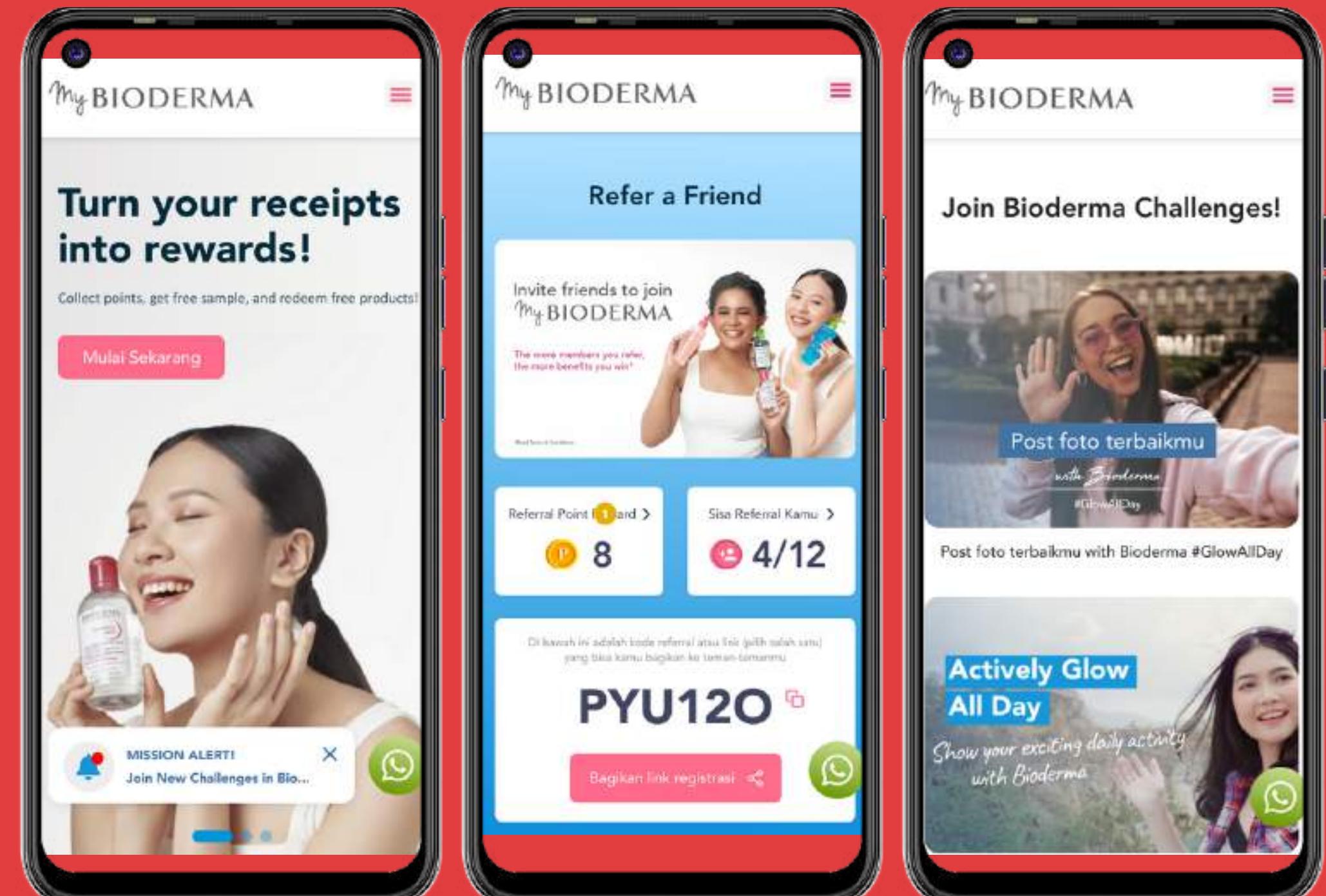
Client: PT Dermanesia

Brand: Bioderma

### Scope of works

- CRM technology expertise consultation
- Provide CRM strategy to increase member acquisition & engagement
- Provide customer support service
- Provide day to day operational support: receipt validation, product sample delivery & rewards delivery
- Provide UI/UX revamp to the existing loyalty platform
- Build extension feature on the existing loyalty platform: Member get Member, Missions & Gamification

# BIODERMA CRM



madurasa

Period: May 2023 - Dec 2023

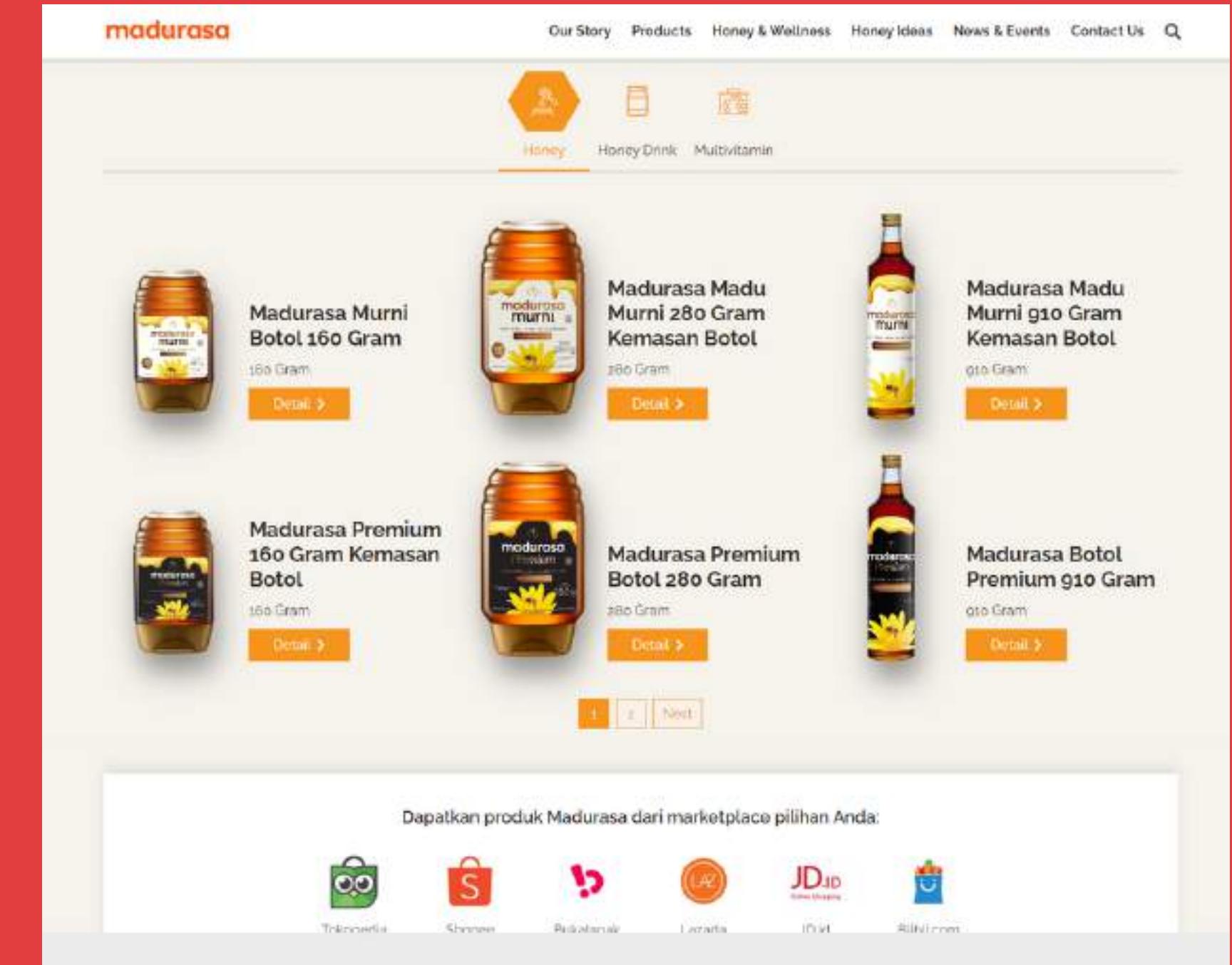
## Scope of works

- SEO
- Content Article

## Result

- **12%** Increase organic search traffic within 1 months
- **6%** increase on avg. session duration

# MADURASA WEBSITE



The screenshot shows a product grid for Madurasa honey. The grid is organized in two rows. The top row contains three products: 'Madurasa Murni Botol 160 Gram' (160 Gram), 'Madurasa Madu Murni 280 Gram Kemasan Botol' (280 Gram), and 'Madurasa Madu Murni 910 Gram Kemasan Botol' (910 Gram). The bottom row contains two products: 'Madurasa Premium 160 Gram Kemasan Botol' (160 Gram) and 'Madurasa Premium Botol 280 Gram' (280 Gram). Each product item includes a small image of the honey bottle, the product name, weight, and a 'Detail >' button. Below the grid, there are navigation buttons for '1', '2', and 'Next'. At the bottom of the page, there is a section titled 'Dapatkan produk Madurasa dari marketplace pilihan Anda:' followed by icons for various marketplaces: Tokopedia, Shopee, Blibli.com, Lazada, JD.ID, and BukaVoucher.

Agency Credential

2025

Let's create something together with

**sagacita**

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