



Let's Step Into

Our Universe

DELAPAN
KREATIF

why Us?

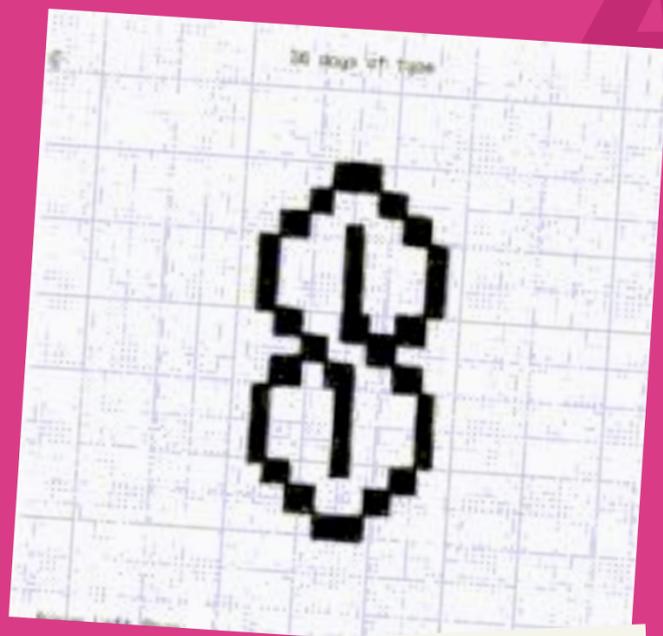
Founded in 2021, we know there will always be others who are more creative, more dynamic, or more advanced. **But we believe in showing up with the very best of what we've got—every time.**

Powerful agencies start with great service. **We listen, we care, and we focus on solving the right problems. It's not just about delivering work—it's about working with you.**

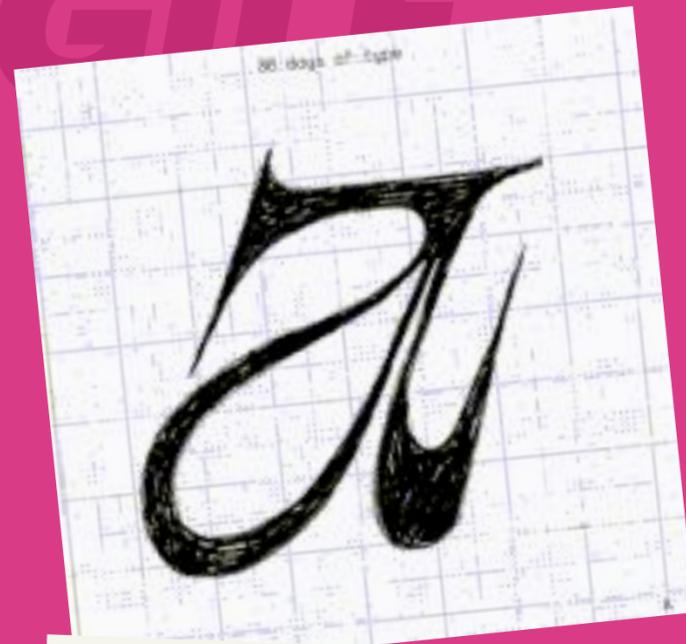
We're a small team that **moves fast, thinks big, and consistently goes the extra mile.** Passion drives us.

Curiosity fuels us. We're all in.

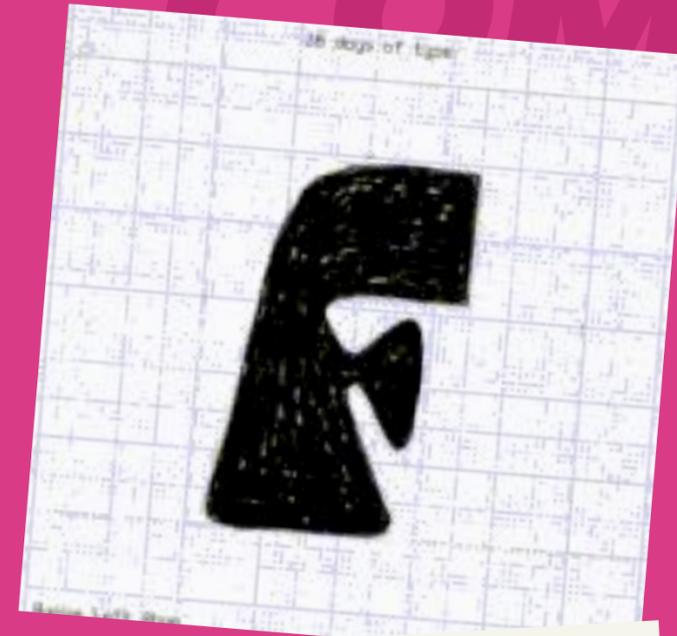
We embody the spirit of being



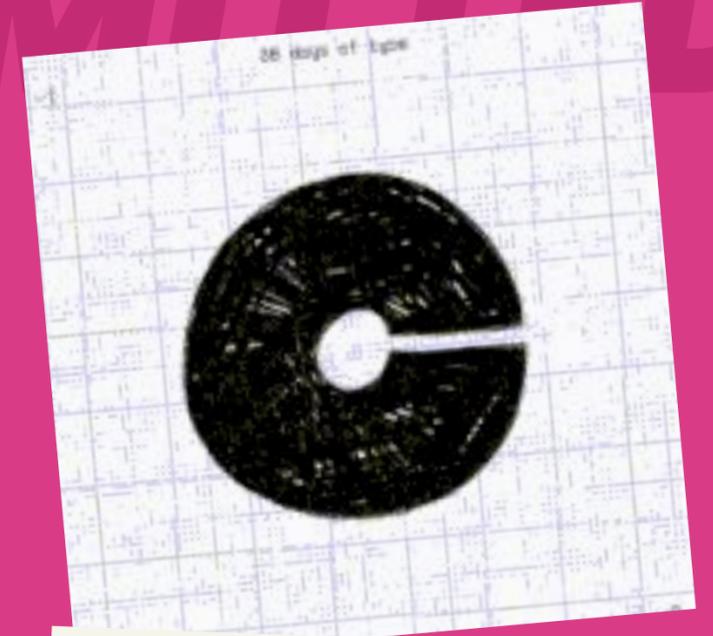
SMALL



AGILE

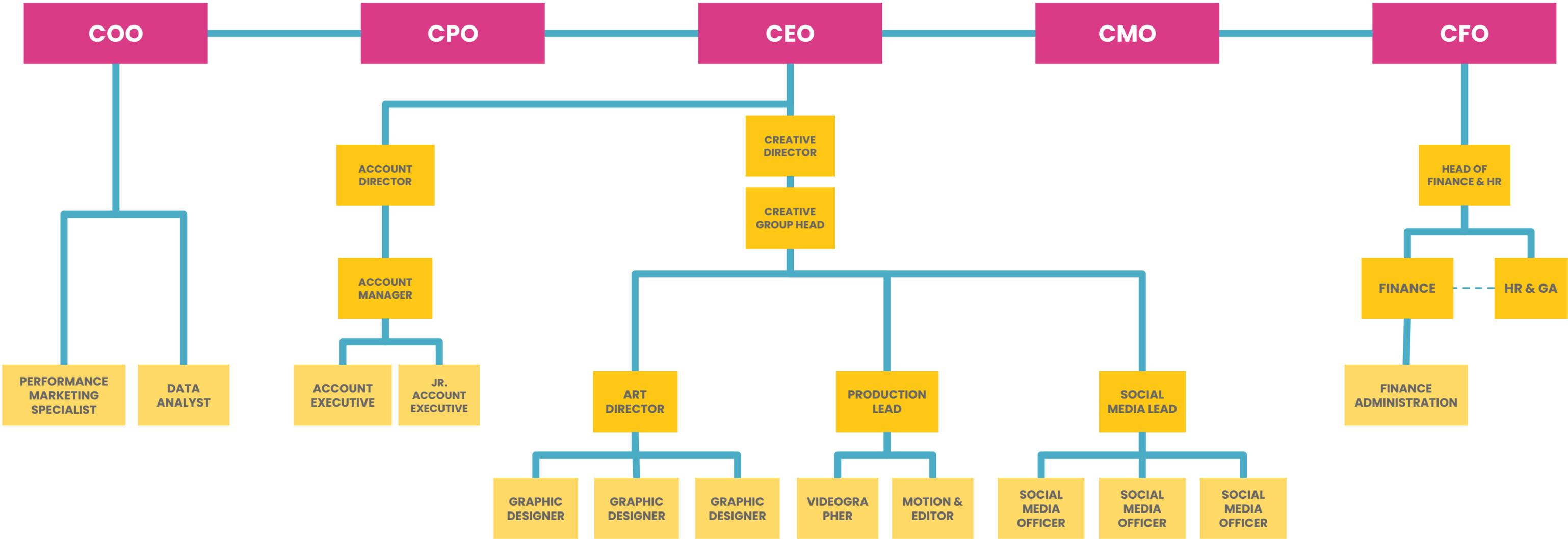


FOCUSED

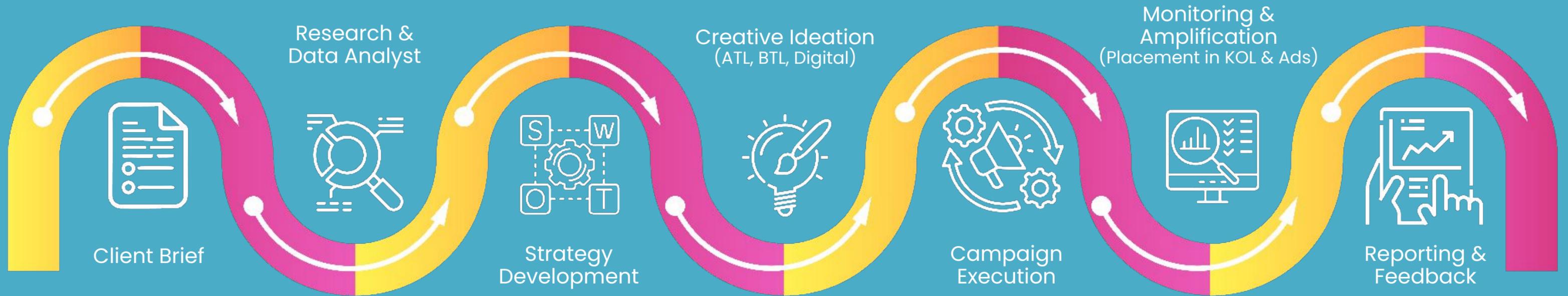


COMMITTED

Our Team



Workflow



Workflow

Our Services



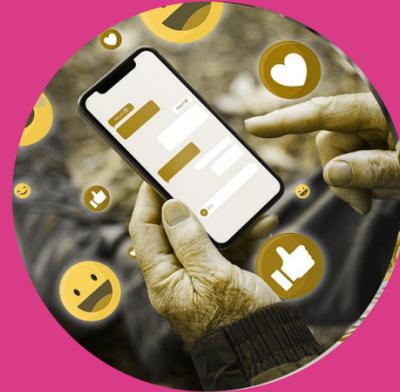
STRATEGY AND CREATIVE

Crafting fresh, engaging concepts and catchy campaigns. We bring creativity to the table to make your brand gleam.



CONTENT PRODUCTION

Production services range from motion, video, illustrations, social media content.



SOCIAL MEDIA MANAGEMENT

We handle your social media presence. From posting updates to responding to messages, we ensure your social platforms reflect your brand identity and reach your target audience effectively.



ADS PLACEMENT

Managing from strategy to planning, monitoring, reporting, and optimization



KOL MANAGEMENT

We collaborate with influencers, to make sure their involvement boosts brand's presence and connects with the audiences

Our Services

Our Partners

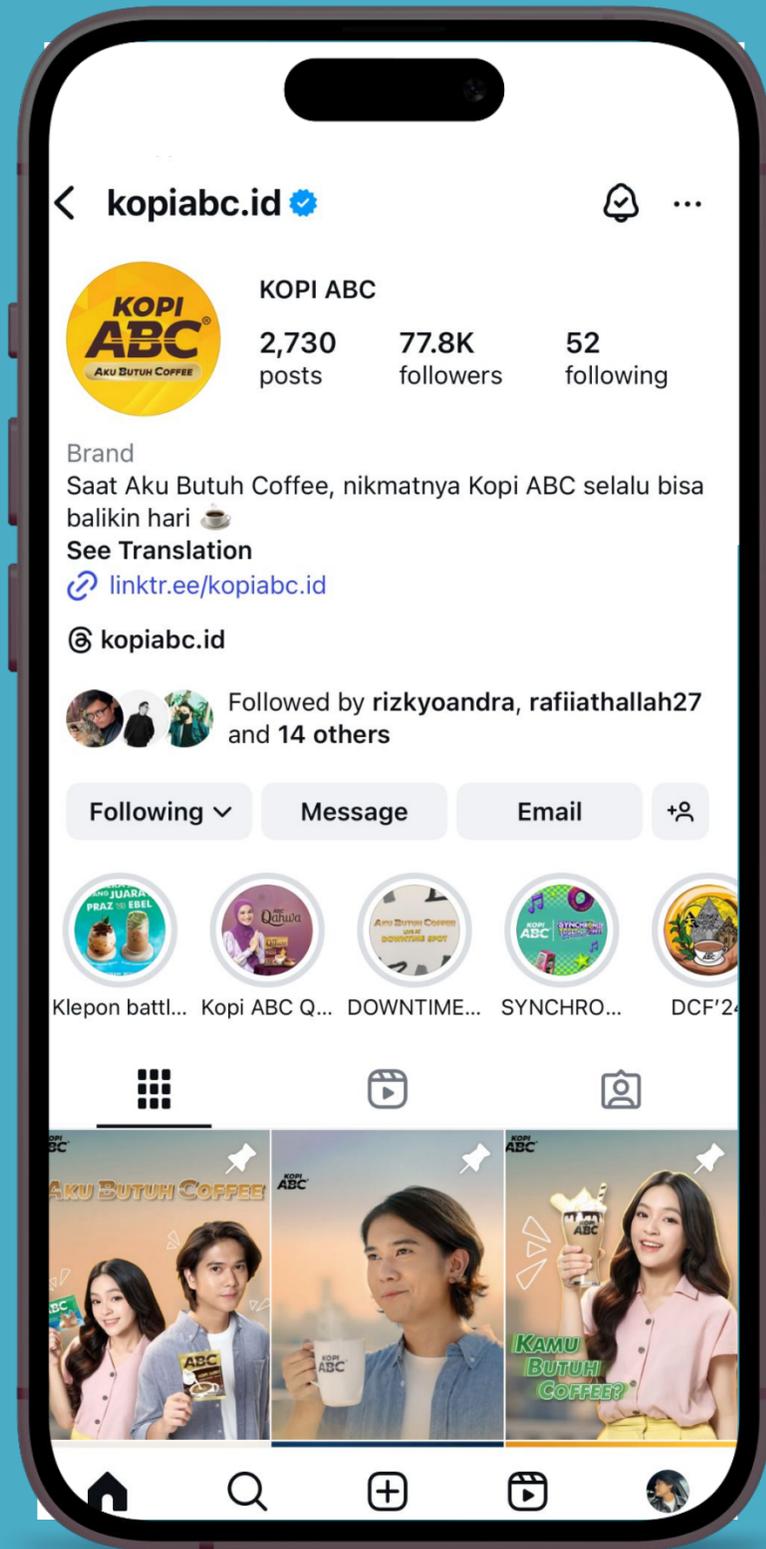


***CAMPAIGN,
SOCIAL MEDIA &
AMPLIFICATION***

**KOPI
ABC**

#Mantapin Aja





Kopi ABC Digital Always On

Always On – Kopi ABC

Since 2023, Delapan has been managing Kopi ABC’s social media presence across Instagram, TikTok, X, YouTube, and Facebook. Over the span of 1.5 years, we successfully grew the brand’s following by **40,000+ new followers** and executed dozens of campaigns to increase **Kopi ABC’s Share of Voice (SOV)**.

From the earlier **“Mantapin Aja”** messaging to the current communication **“Aku Butuh Coffee,”** the main challenge has been maintaining relevance with Kopi ABC’s audience. That’s why we continuously tap into various audience interests and create **snackable, entertaining content** tailored to their lifestyle and digital habits.

TikTok Content



Brand Collaboration

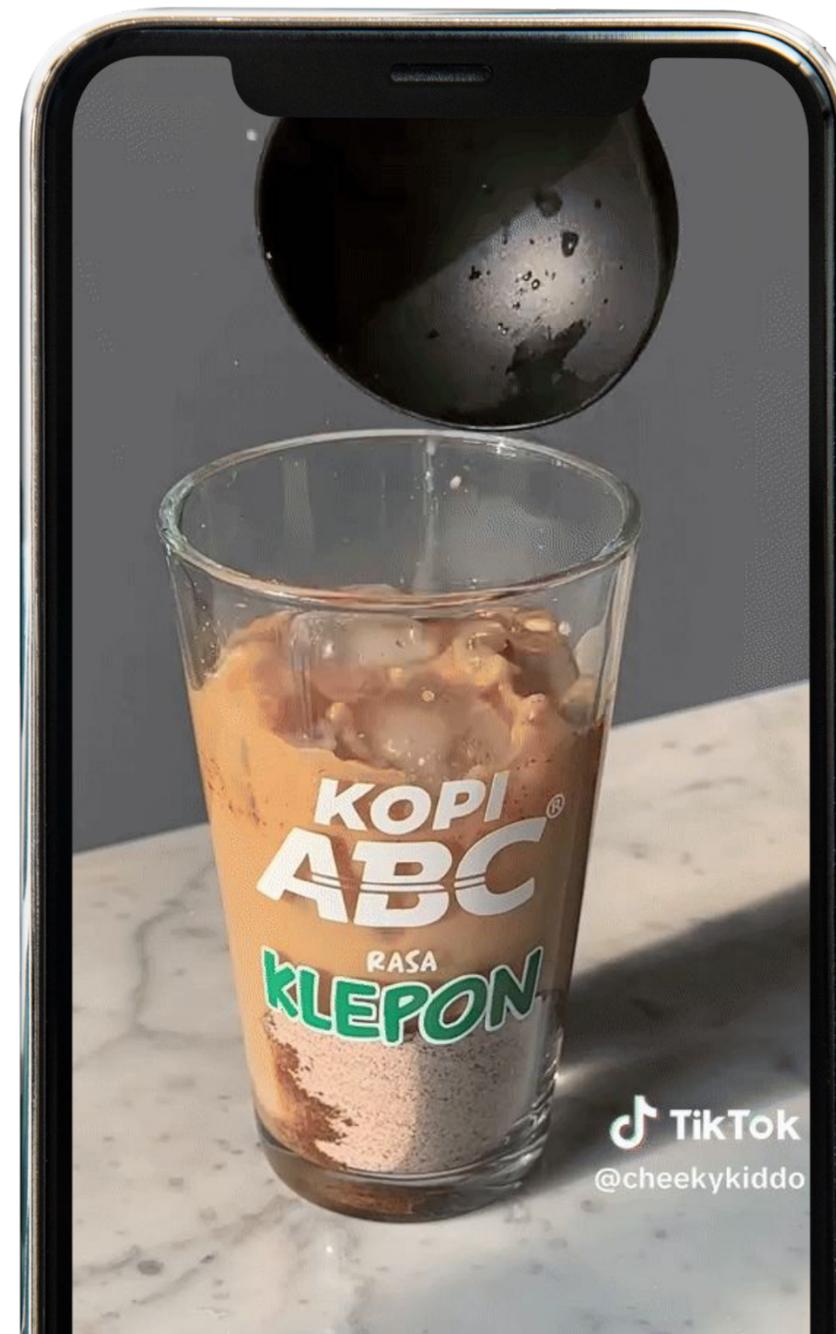
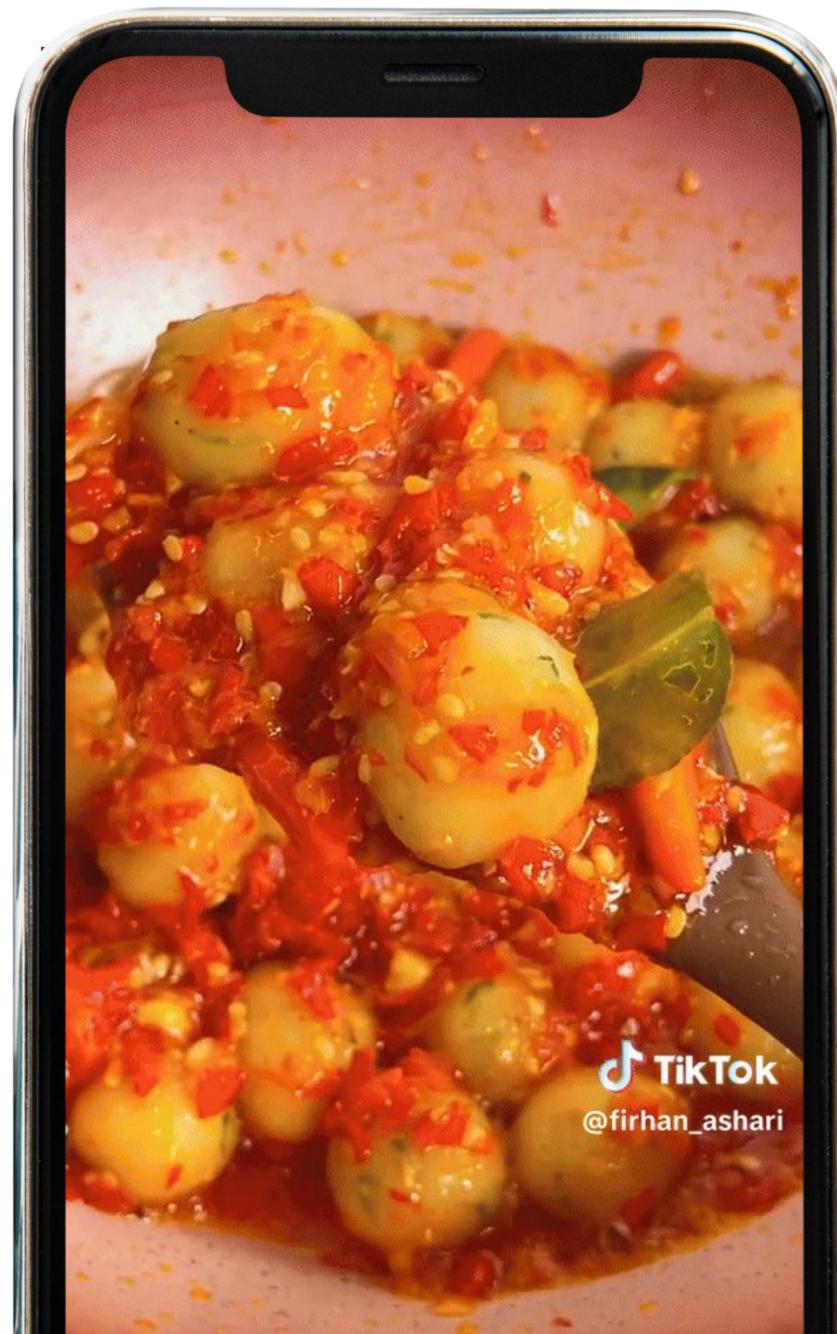
We combined Kopi ABC's communication style with themes that resonate well with Tahilalats' fans, resulting in the concept "**Nongkrong Lowkey Bareng Sobi**". The campaign featured a range of exclusive merchandise, including tumblers, jackets, and polo shirts.

We also created a comic strip that reached over **6,000,000** and generated **575,000 engagements**. The comic highlighted a relatable message — in our busy lives, simplicity can be something special. The content received overwhelmingly positive sentiment and was **organically reposted by several top-tier KOLs**.

Additionally, our partnership with the **Billionaire Project** attracted attention from **Gibran Rakabuming Raka**, the Vice President of Indonesia, during the launch of the collaboration.



KOPI ABC KLEPON – KOL



We collaborated with **8++** foodie influencers (KOLs) across YouTube, TikTok, and Instagram to raise awareness for Kopi ABC Klepon. The campaign achieved over **25 million** views views & impressions generated with an efficient average CPV Rp**21**, significantly enhancing brand visibility and engagement across multiple platforms.

ABC Special Mix – KOL

For the launch of KOPI ABC Special Mix, we collaborated with **7 macro and micro** influencers across Instagram and TikTok. We specifically chose creators who authentically share their daily routines and work life content, aligning with the product's core message as a companion for everyday productivity.

The campaign successfully reached **7 million** views, achieving an efficient CPV of Rp**76**.



FAIZ SADAD

[LINK](#), [LINK](#)



SASTRA SILALAHII

[LINK](#), [LINK](#)

CONSUMER PROMO



Naming Ideation for the Kopi ABC Consumer Promo Program. We derived it from the words A.B.C., which depict the excitement of numerous profits as a surprise offered by Kopi ABC, totaling billions of rupiah.



WEDDINGS



GOLDEN CRUISES



tambah
semangat
Liburan

Always On Golden Rama



GOLDEN CRUISES



WEDDINGS

DELAPAN Kreatif handling digital channels—Instagram, Facebook & KOL Management

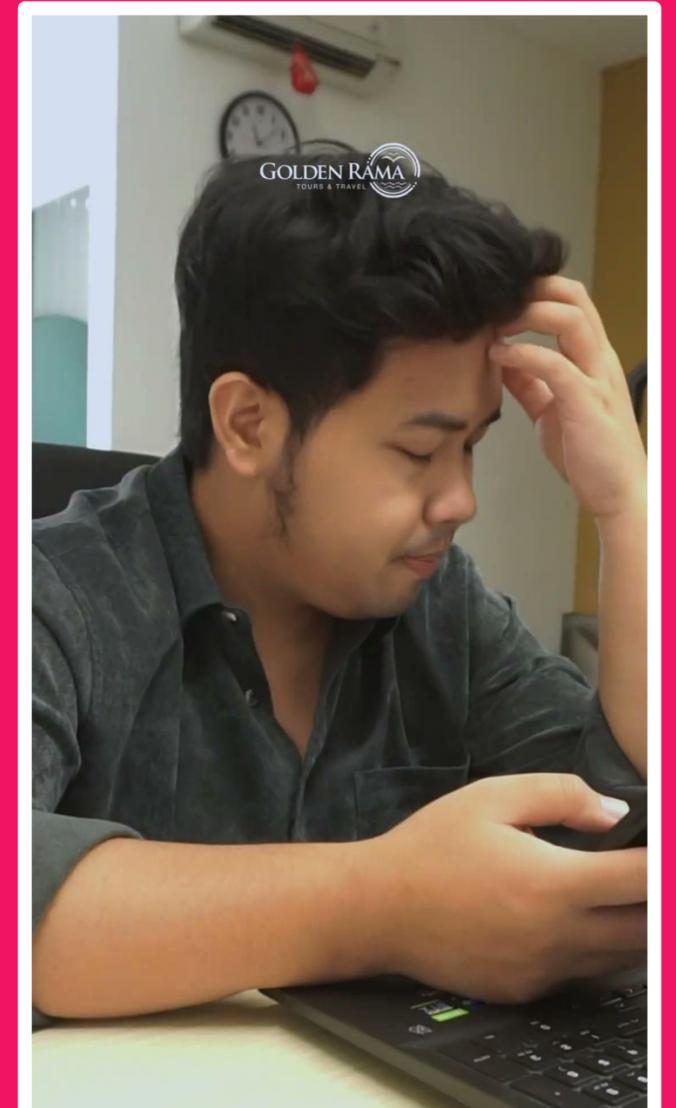
Golden Rama Tours & Travel is a leading travel agent in Indonesia that has been established since 1971. For almost 53 years Golden Rama has been your friend and partner in exploring the world.

In order to raise brand awareness and generate leads, we assist Golden Rama with the creation of promotional & Inspirational videos



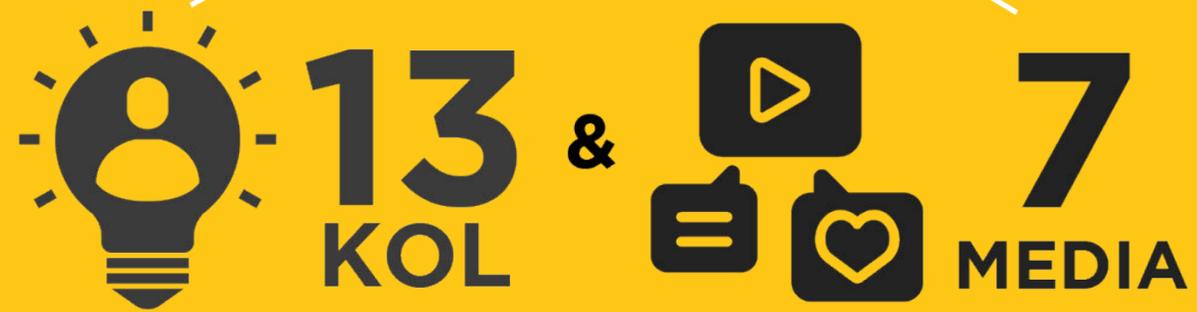
GOLDEN CRUISES

At Golden Rama Tour & Golden Rama Cruises we create engaging and informative video about the location. In order to gain conversion

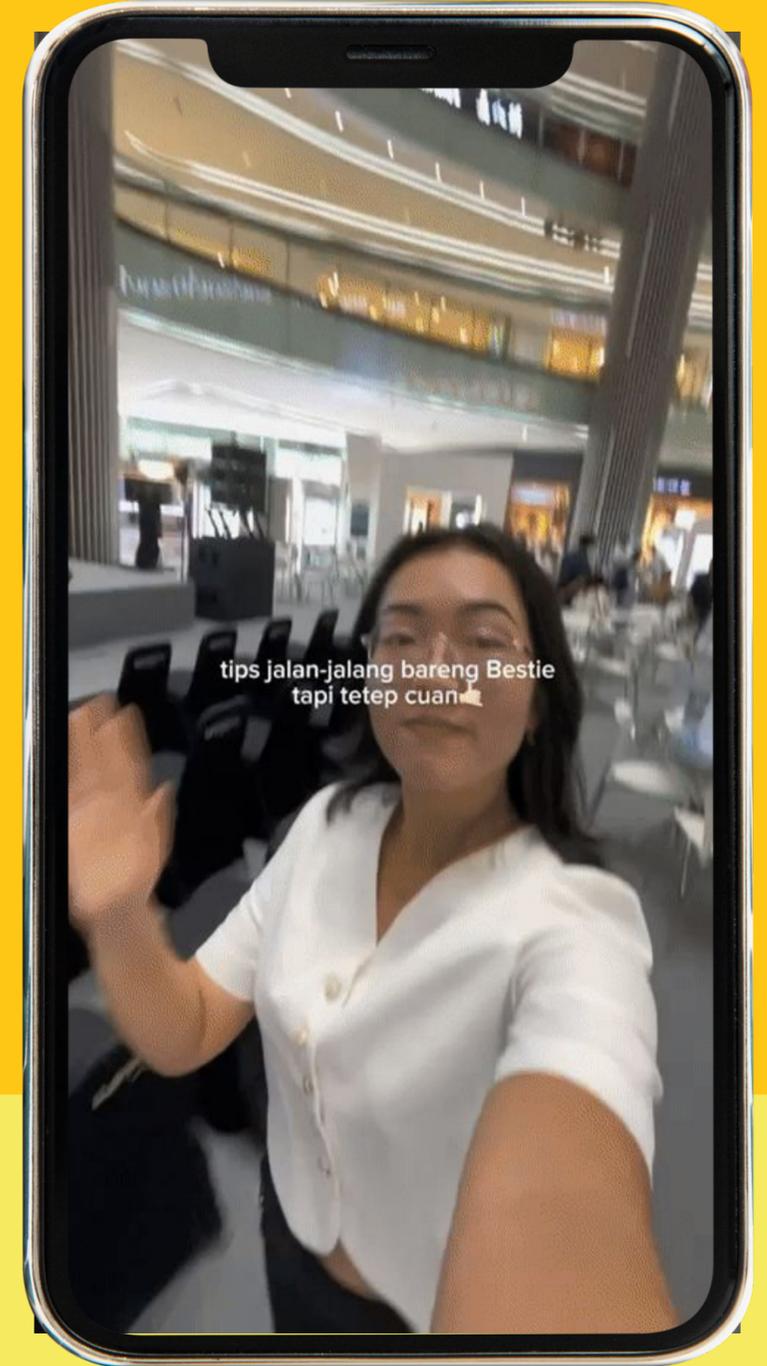


KOL Support

COLLABORATE
WITH



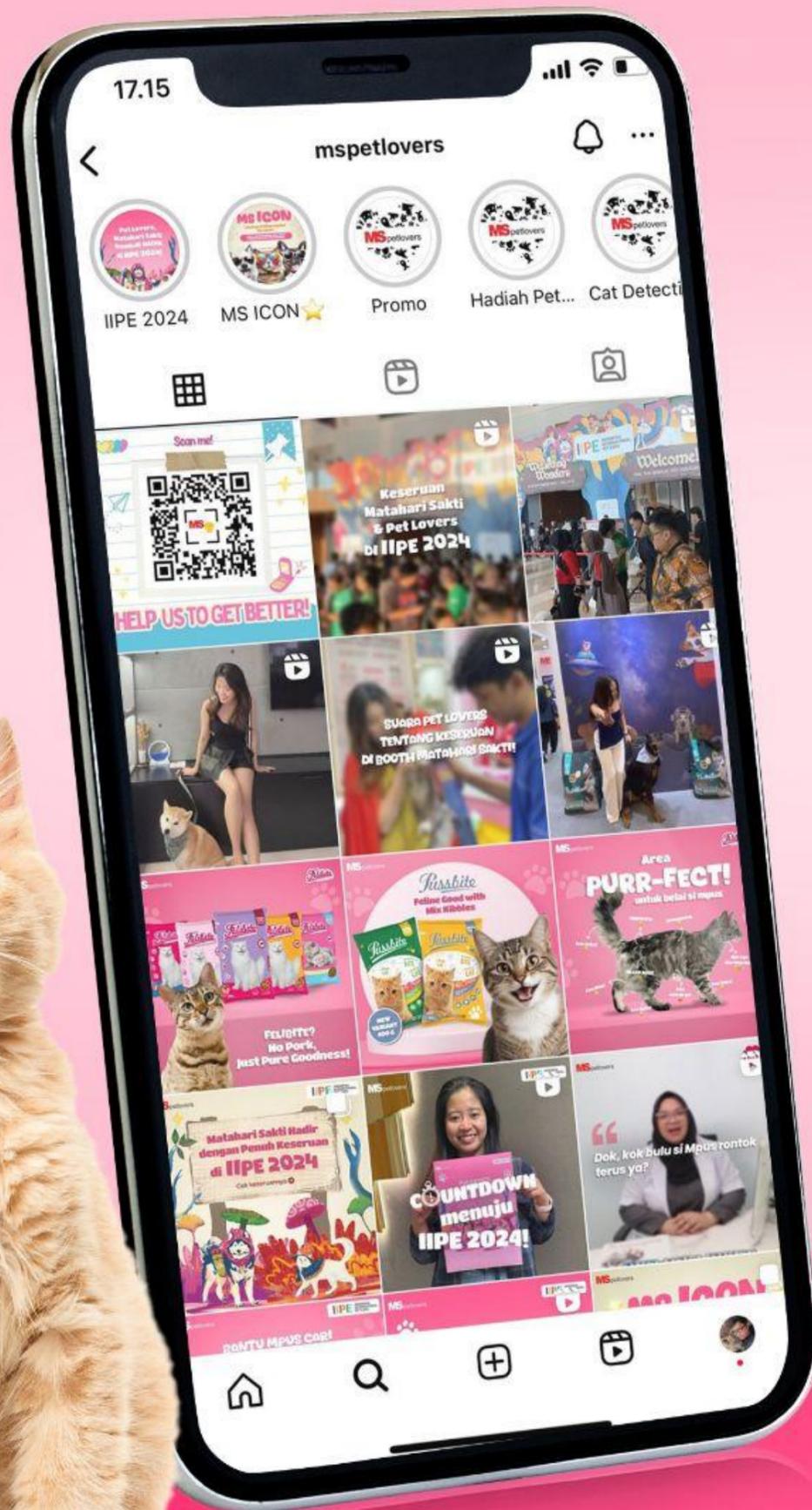
AT JAKARTA, BANDUNG,
SURABAYA, BALI & MAKASSAR



MSpetlovers

Affordably YUMMY BITES for EVERYDAY





MS petlovers
Percepat warna cerah ikan Koi mu dengan
SHOORI COLOR ENHANCER

The advertisement features a vibrant green background with illustrations of koi fish and aquatic plants. A central image shows a white and green packet of Shoori Color Enhancer.

MS petlovers
Bantu Otot, Tulang, dan Gigi Gugukmu
TUMBUH KUAT!

The advertisement features a close-up photo of a happy, light-colored dog's face against a light background with colorful paw prints.

MS petlovers
Weekend Besok **CAT LOVERS**
Mau Kemana??

The advertisement features a close-up photo of a brown tabby cat's face. Below the photo are icons representing a park and a home, with text: 'Piknik bareng mpus di taman' and 'Dirumah aja main ama'.

MS petlovers
Sajikan **Porsi Pas** Untuk Si Mpus!

Berat badan <1.5kg	Berat badan 1.5-3kg	Berat badan 3-5kg	Berat badan >5kg
Grams/Port 20-45g	Grams/Port 45-60g	Grams/Port 60-75g	Grams/Port 75-90g

The advertisement features a pink background with a cat's head in the top right corner. It displays four circular icons representing different kibble sizes and their corresponding weight ranges and portion sizes.

MS petlovers
Affordably **YUMMY BITES** for EVERYDAY

The advertisement features a bright yellow background with a golden archway. It shows various MS petlovers product bags like 'Taishe', 'Ikushu', and 'Santitas'.

MS petlovers
NEW BOX Chirpy

The advertisement features a green background with white clouds. It shows two boxes of Chirpy pet food, one in orange and one in green.

MS petlovers
Matahari Sakti Hadir dengan Penuh Keseruan di **IPE 2024**
Cek keseruannya

The advertisement features a colorful, whimsical illustration of a dog and a cat in a fantastical landscape with mushrooms and flowers.

MS
CAT OWNER PAINTER

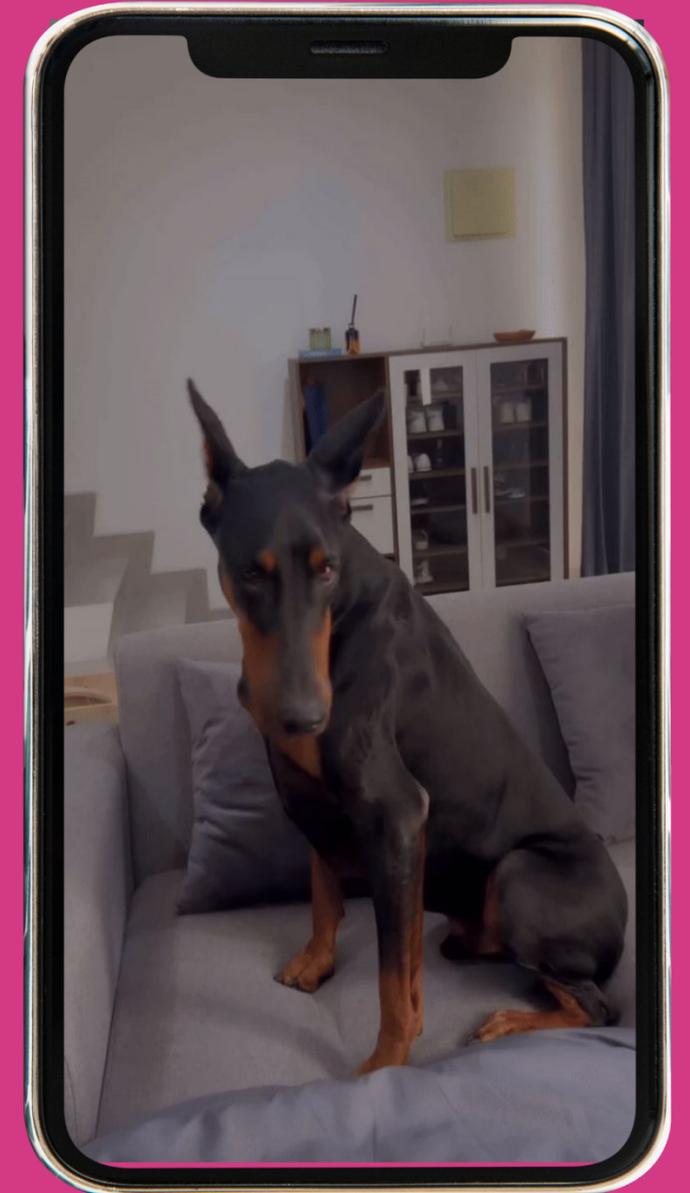
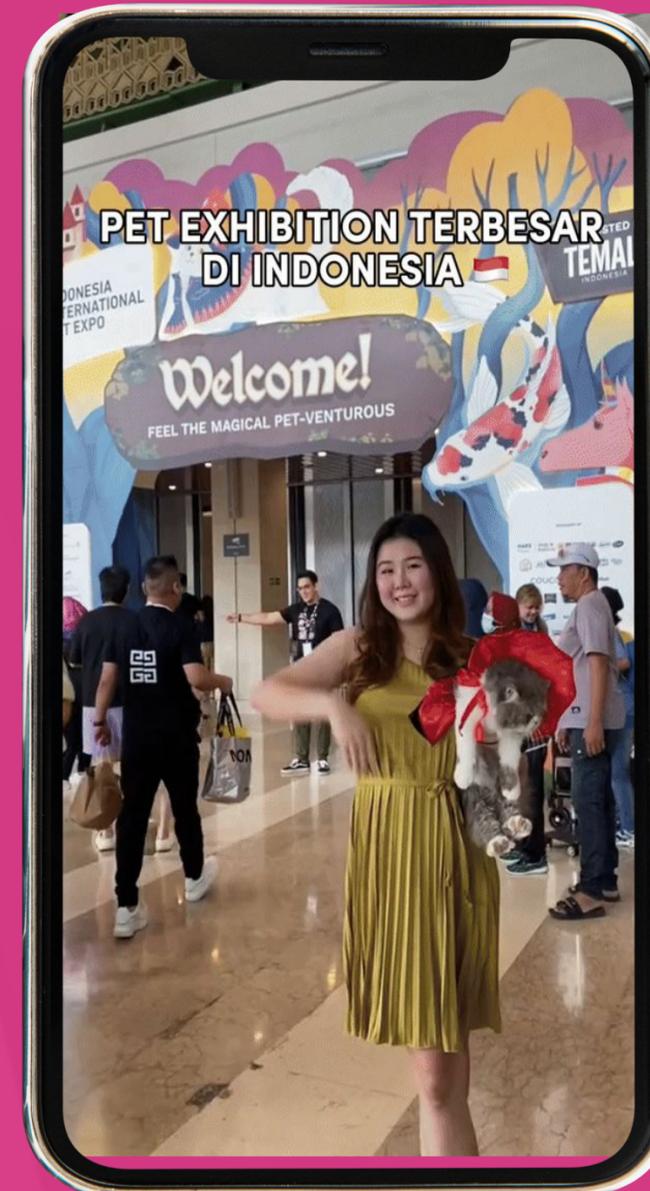
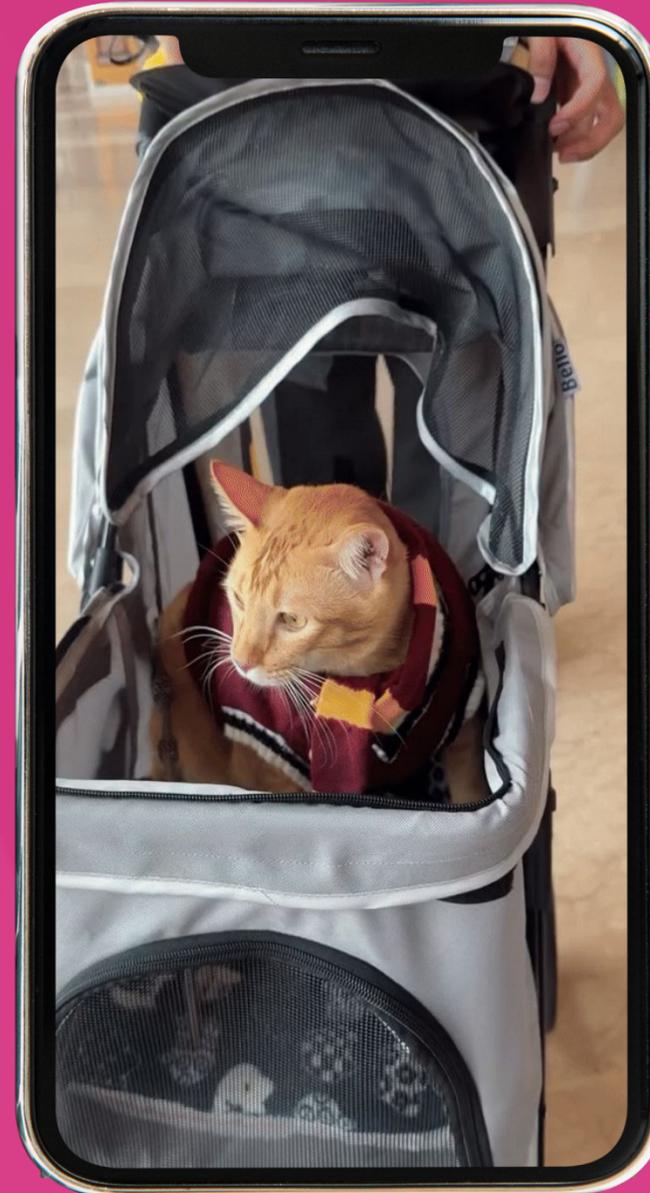
The advertisement features a close-up of a hand being painted blue. Below it is a small image of a cat.

MS petlovers
MS ICON
Saatnya Peliharaanmu Bersinar!

The advertisement features a photo of three pets (a dog, a cat, and a dog) wearing colorful sunglasses.

KOL Support

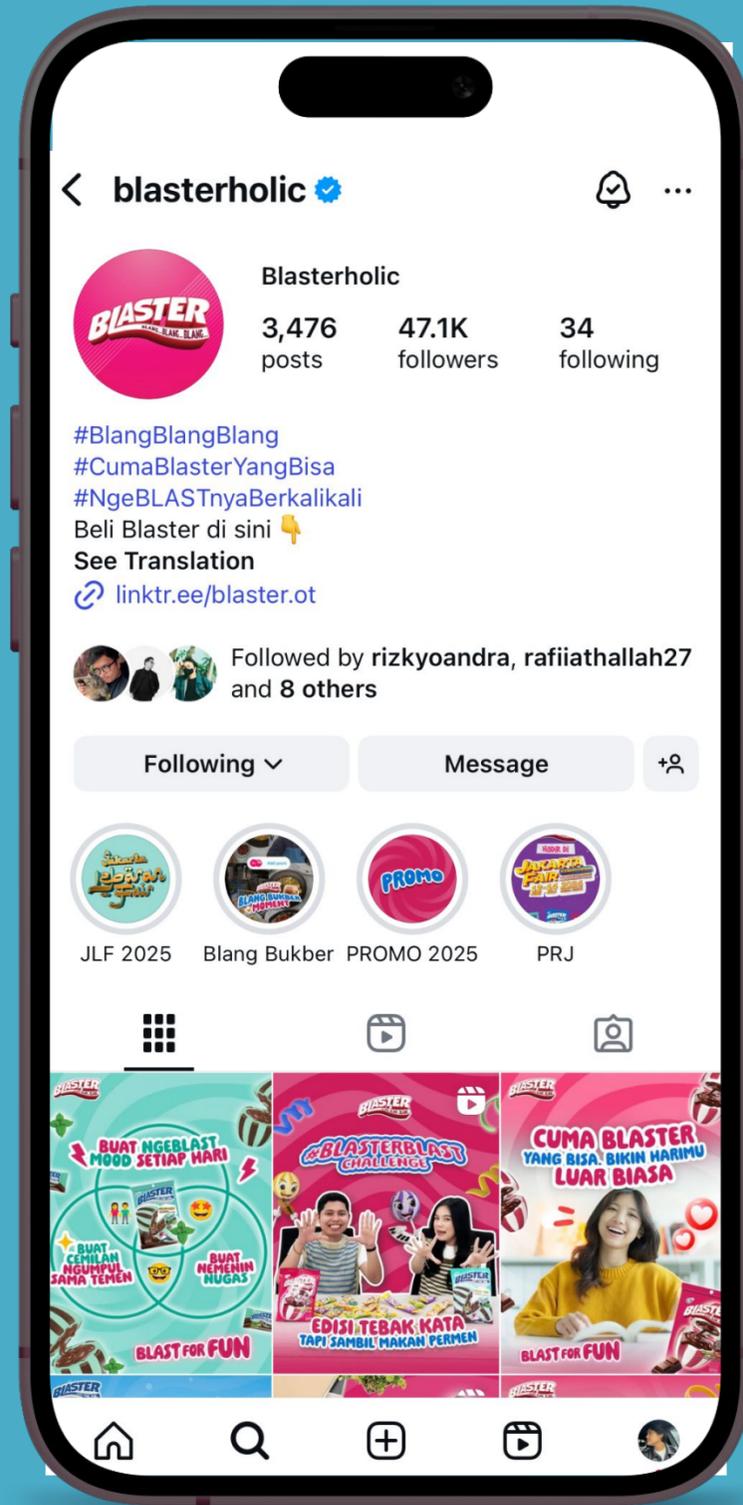
We collaborate with Matahari Sakti on a monthly basis, activating 2–3 KOLs each month to consistently boost awareness of their locally-produced pet food products and reinforce their brand presence in the local market. This ongoing campaign has delivered strong performance, achieving an average CPV Rp 50..





BLASTER
BLANG...BLANG...BLANG...

BLAST FOR FUN



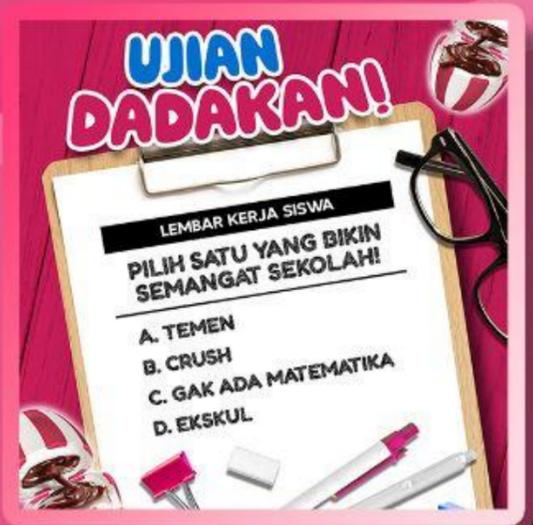
Always On Blaster

Delapan Kreatif has teamed up with Blaster's digital channels—Instagram and TikTok.

Prepare for eye-catching visuals and content that will keep Blaster at the forefront of digital trends. Create activities to boost engagement and raise awareness among our audience!

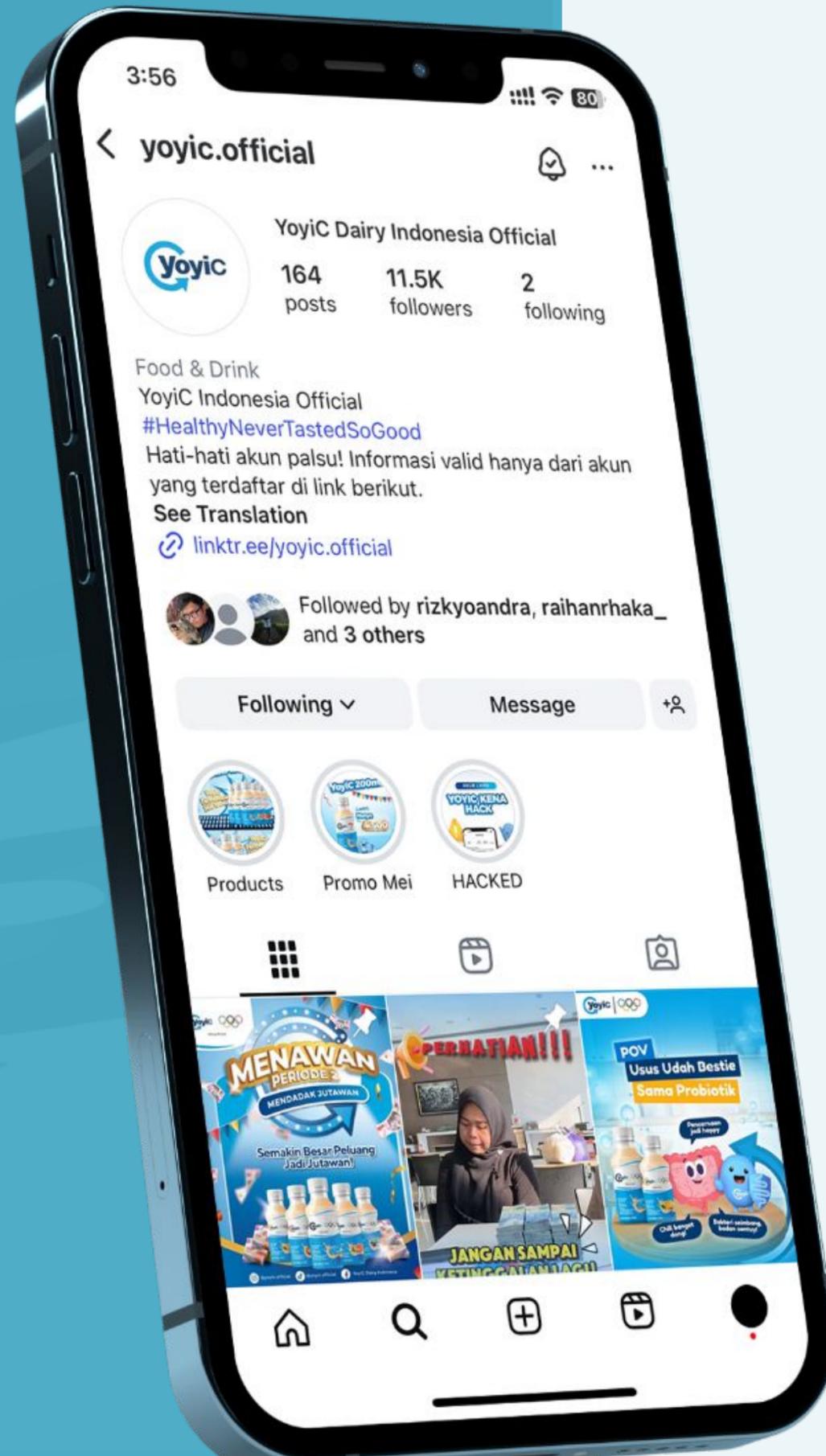
BLASTER

BLANG...BLANG...BLANG...



Yoyic[®] Lebih Dari Susu





YoyiC Always On

Delapan Kreatif has developed a new communication strategy to strengthen YoyiC's positioning as a **fermented milk product** with the tagline **#LebihDariSusu**.

This will be widely amplified and reinforced to build awareness through the digital platform Instagram.

We've also **created a mascot called YoCi** representing good bacteria, designed as a **hero to protect the gut and keep it healthy**.

MASCOT DESIGN



Introducing **Yoci**, the mascot of YoyiC, set to launch in mid-2025! **Yoci is a good bacteria hero designed to protect the gut and keep it healthy.**

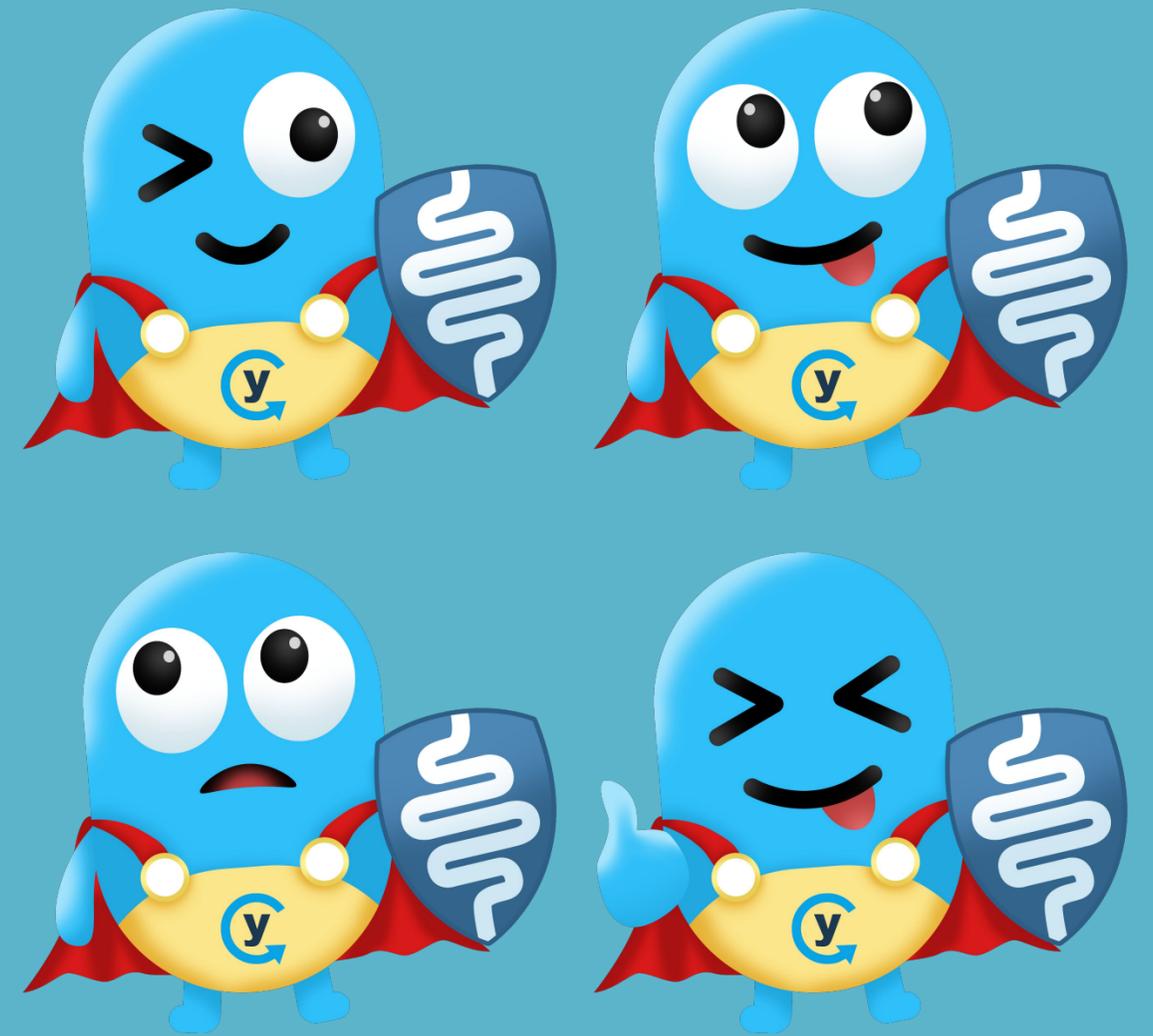
With its cute and cheerful personality, **Yoci is tailored to appeal to YoyiC's target audience—school-aged children. This mascot not only grabs their attention but also helps the brand explain the concept of good bacteria in a way that's fun and easy for kids to understand.**

Yoci will be widely utilized in POSM materials, such as billboards, wobblers, and more, as well as across YoyiC's social media platforms. Moving forward, Yoci will also be animated and featured in TV commercials (TVCs) & Offline Activation.

MASCOT DESIGN UTILIZATION



TVC - Product Window



BILLBOARD

yoyic

Fermentasi
72 jam

3X
Probiotik
Perlindungan

Rendah
Gula



Sudah minum yang
LEBIH dari
"SUSU"
hari ini?



Susu Probiotik yang
menyehatkan & melindungi

HELLO COACH



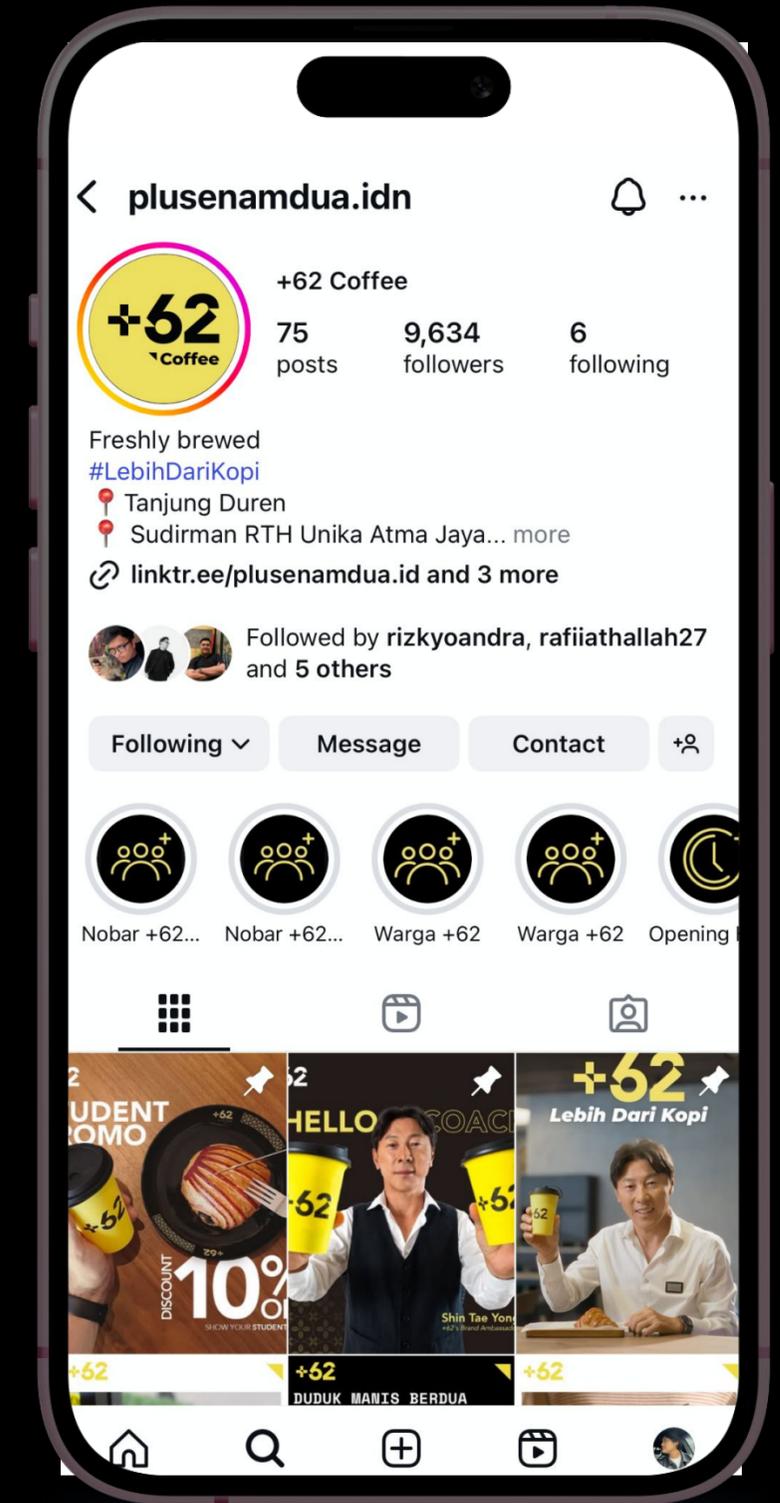
On-ground Activation +62 Bersama Garuda

In our latest campaign, *+62 Bersama Garuda*, we partnered with our brand ambassador, **Shin Tae Yong**, to host a “*Nonton Bareng*” for the Indonesia vs. Bahrain match at café +62.

The campaign delivered strong results:

- Gained **5,000 new followers in just one week**
- Achieved a **+200% increase in engagement**
- Special guest appearance by **Jebreeet**, adding excitement and energy to the event
- Received **free exposure** from various **sports media outlets** and **football enthusiast KOLs**, significantly boosting our organic reach

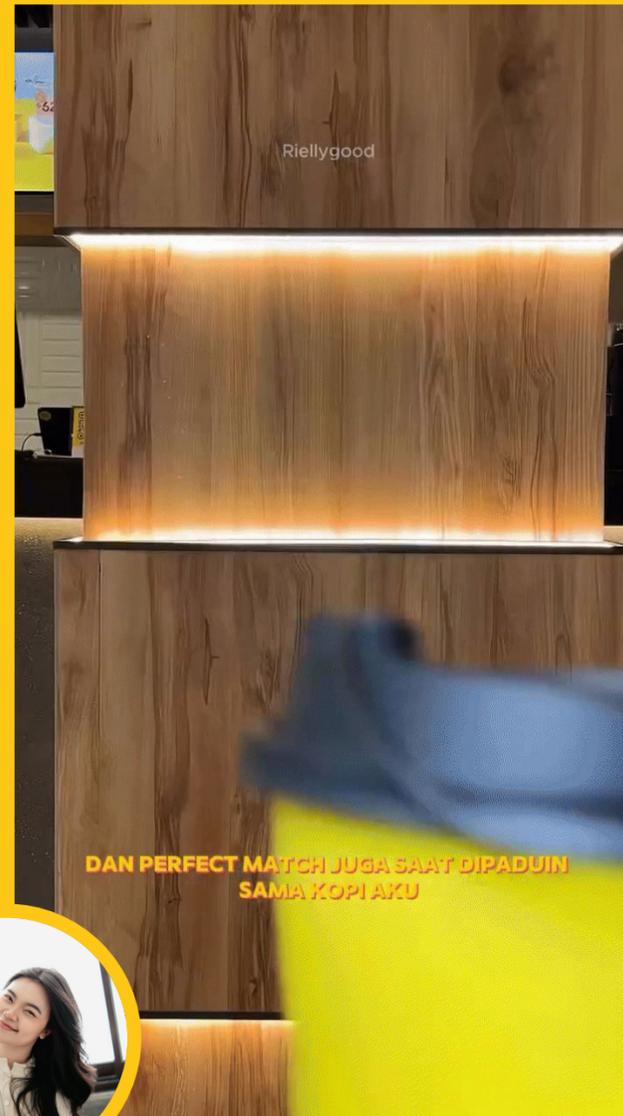
This campaign successfully reinforced +62's positioning as a go-to hub for Indonesia's football-loving community.



+62 Coffee

Partnered with Plusenamdua (Coffee and Pastry) to create Buzz in Offline and Online.

Through curated collaboration with **30+** KOL activated (macro, micro, and nano tiers) ensuring a diverse reach across different audience segments. **979,577** views & impressions generated with an efficient average CPV Rp**80**.



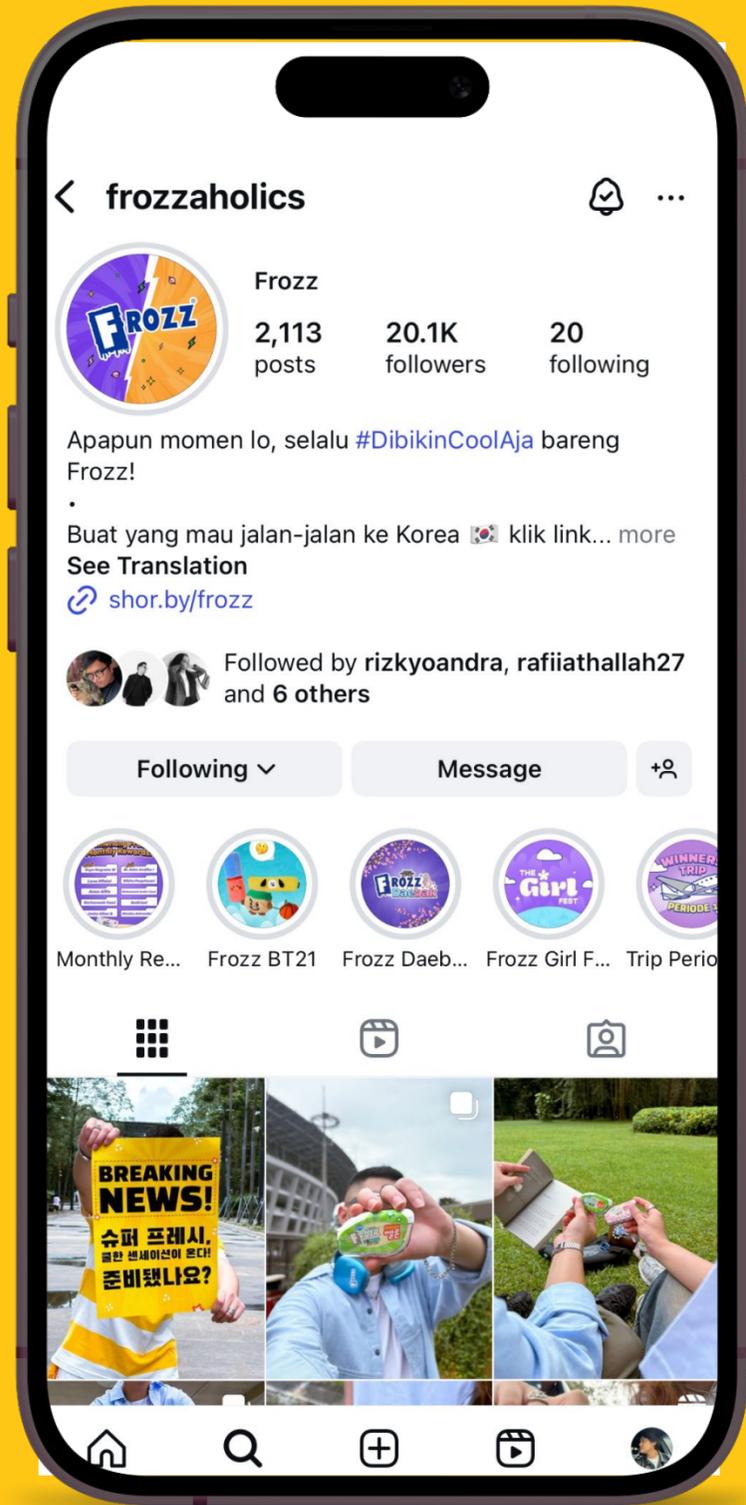
RIELLY GOOD
[LINK](#)



JALAN JALAN MOOD
[LINK](#)

FROZZ[®]





Always On – Frozz

In 2025, Delapan was entrusted with managing Frozz's account, facing the challenge of supporting their rebranding into a "**cool maker**"—where *cool* represents both minty freshness and a modern, trendsetting brand image.

Delapan brought the insight that today's audiences define *cool* based on individual personas. So, instead of following the usual brand playbook, we took a different approach. We treated Frozz's Instagram account as if it were a cool, confident man living his daily life—captured from his own human point of view.

Product Launching

Mango Bingsoo

In Q2, Frozz launched its newest Korean Series variant: Mango Bingsoo. To generate excitement and engagement among Frozz's audience, we developed a continuity plan designed to build organic buzz.

We began with teaser content featuring Korean language elements to spark curiosity. This was followed by amplification through KOLs to extend the conversation and immerse the audience in the journey.

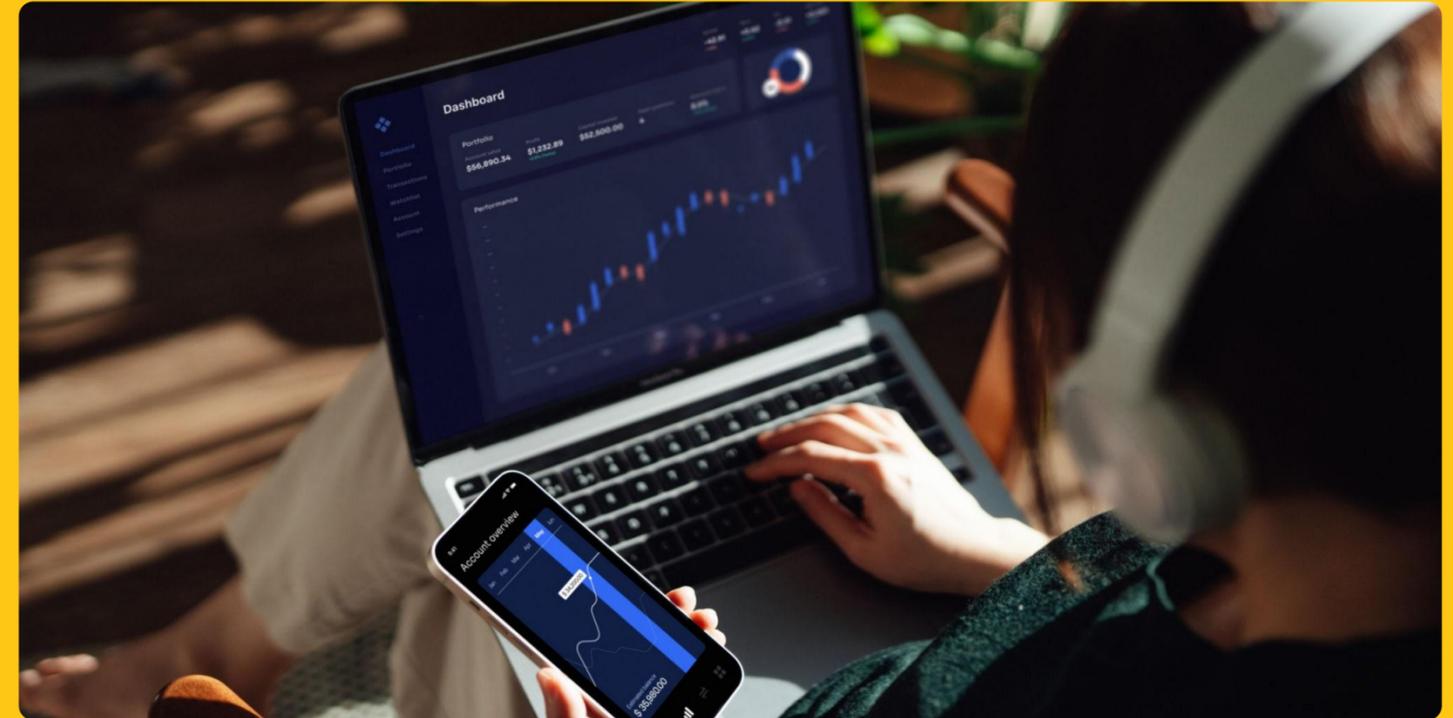
The campaign culminated with the official product launch in convenience stores, and was closed with product review content from KOLs to reinforce interest and drive trial for Mango Bingsoo.



ADS
PROJECT

How We See Ad Performance

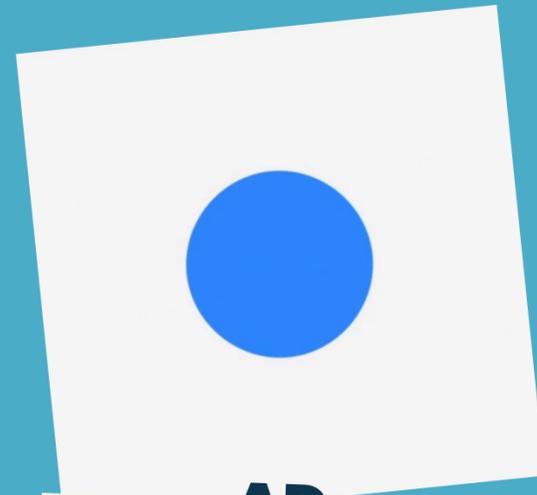
- We believe that metrics aren't just numbers; they represent how those numbers drive the brand forward
- With consistently daily monitoring and optimizing for our ads, we believe that Rome doesn't build in a day but yet the result still exists for eternity until now.
- Focus on results and performances as our daily benchmarking.
- Unlike other agencies, we see Ads as a business results mirroring our passion, teamworks, and collaboration.



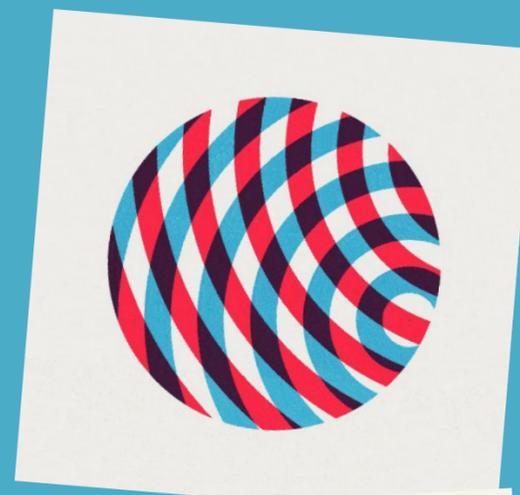
Workflow



BRIEF



**AD
STRATEGY
MAPPING**



**A/B
TESTING**



**ANALYZE &
OPTIMIZE ADS**



**MONITORING
& REPORTING**



Loluna

Objective – Awareness, Campaign Boost, & Conversion

Platform – Instagram & Shopee

ROAS 15-30

CTR > 3%

Achievement

We handled our Client's Meta CPAS (Shopee) to prospect and retargeting the Audience. We helped our client's initial preparation for CPAS and running the CPAS from zero to the optimal setting. With our suggestion for the ads contents and our CPAS Ads strategy we gained with average ROAS almost 10x within the last 3 months

Before

1 May 2024 - 31 May 2024

Purchase ROAS for shared ite...	Purchases conversion...
4.47	Rp29,939,369
—	Rp0
—	Rp0
—	Rp0
4.47 Average	Rp29,939,369 Total

After

1 Nov 2024 - 30 Nov 2024

Purchase ROAS for shared ite...	Purchases conversion...
17.31	Rp205,777,131
—	Rp0
—	Rp0
—	Rp0
17.31 Average	Rp205,777,131 Total



Von Dutch

Objective - Awareness & Conversion

Platform - Instagram & Shopee

ROAS 45-55

CTR > 7%

Achievement

We did some ads optimization and product strategy. The strategy produced remarkable result with Shopee Ads ROAS average ~ 50x each month and revenue growth up until almost 100% YoY Growth.

Before

2022



After

2023



DVC/TVC
PRODUCTION

VIVO

V20

44MP Autofocus





SOMETHING

TAVI





INTRODUCING 2 NEW SHADES

PIXY

DUA KELINCI



DIGITAL VIDEO COMMERCIAL



ABC QAHWA

Digital Video Commercial



ABC

DIGITAL VIDEO COMMERCIAL



ABC BALI

BTL
PRODUCTION

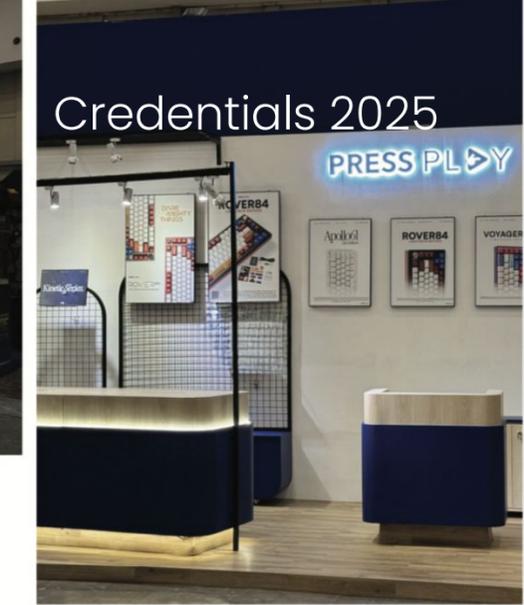
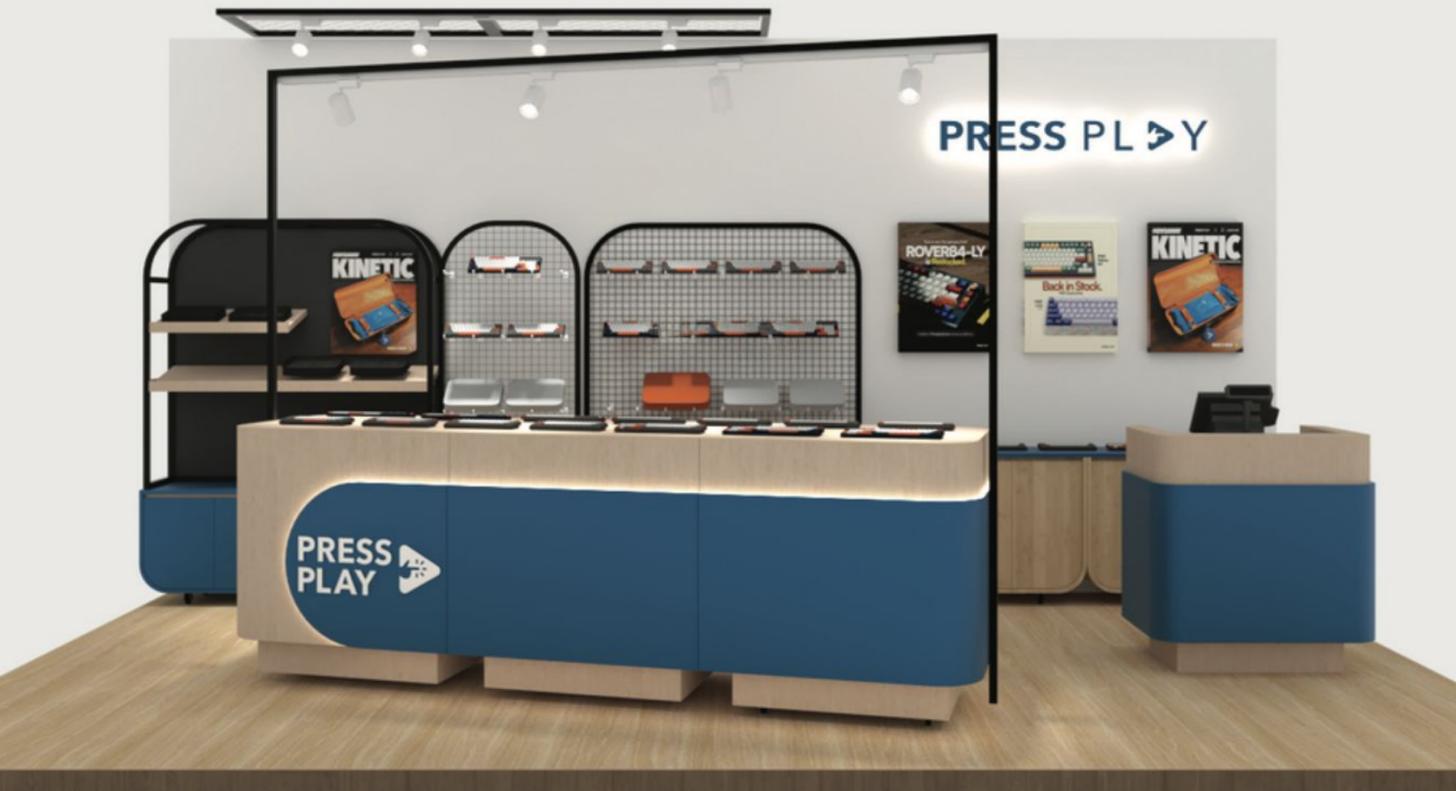
Delapan Kreatif



Gumbo – IPE 2024 Booth Project

For Gumbo's participation in the IPE 2024 event, we designed an interactive booth featuring a fun, playground-inspired theme that not only engaged visitors but also showcased Gumbo's range of products in a lively and memorable way.

Delapan Kreatif



PressPlay – ICE BSD Booth Project

PressPlay is a gaming brand offering a wide range of products including mice, keyboards, desk mats, keycaps, and more. For their presence at ICE BSD, we designed a clean and functional booth that showcased their products while incorporating a long demo table, allowing guests to experience the products firsthand.



PetKit – Pet Fest 2025 Booth

We designed a minimalistic and clean booth that aligned with PetKit's modern brand image. The booth focused on both showcasing and selling their innovative pet products, creating a seamless and inviting experience for visitors.

Thank You

Let's Discuss!

For further discussion, please contact ;

Michelle 0819 0882 1438 | ads@delapankreatif.com