



## We are a 360 full-service

Digital Agency based in Jakarta that offers more than just the medium.

We pour our souls, our deepest thoughts, and sometimes our silly rambling daily conversation into a conceptual and result-oriented ideas.



More Than **10 Years** Experienced  
Over **150 Happy** Clients  
**500+ Completed** Projects



**Social Media Management**

- Influencer Marketing
- Review Platform
- Social Media Maintenance

**Game Streamer Network**

- Gamers in stream
- Gaming Ad Placement

**Production and Development**

- Website | Apps Development
- Videography | Photography Production

**Concept & Strategy**

- Media Planning
- Brand Strategy & Identity
- Consultancy

**Media**

- Ad Placement
- KOL

**CRM**

- Marketing Automation

# The Solutions



**AWARENESS**

Creating brand awareness or affiliation with your product or service.

**INTEREST**

Generating interest in the benefits of your product or service, and sufficient interest to encourage the buyer to start to research further.

**DESIRE**

Build desire for your product or service through an 'emotional connection', showing your brand personality. Move the consumer from 'liking' it to 'wanting it'.

**ACTION**

Move the buyer to interact with your company and taking the next step i.e. installing your apps, doing subscription, or making a purchase.

**RETENTION**

Build on the connection that now exists, provide opportunities for feedback, follow up support, issue management and reviews.

## OBJECTIVES

Define your objectives and share with us. So we can make the best strategy to answer your objectives.



# Social Media Landscape

TOTAL NUMBER OF ACTIVE  
SOCIAL MEDIA USERS

**167.0  
MILLION**

SOCIAL MEDIA USERS  
COMPARED TO TOTAL  
POPULATION

**60.4%**

SOCIAL MEDIA USERS  
AGE 18+

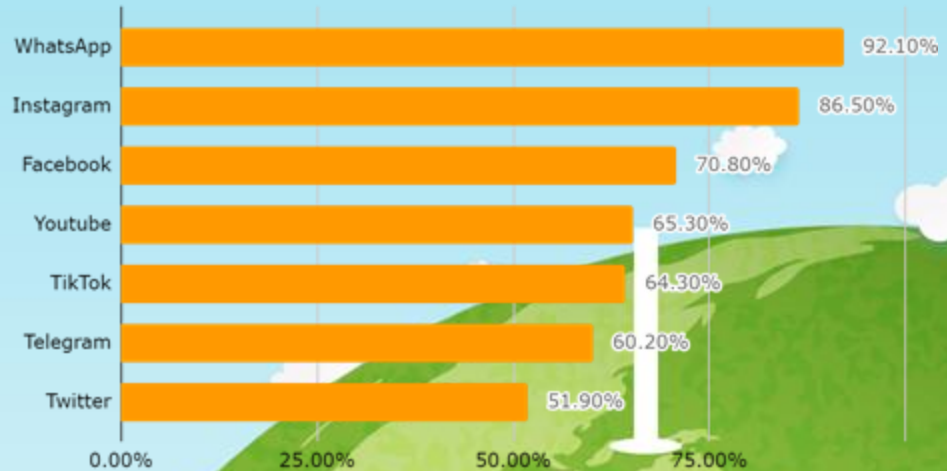
**153.7  
MILLION**

**79.5% of the total population  
of aged 18 and above**

AVERAGE AMOUNT OF  
TIME PER DAY SPENT  
USING SOCIAL MEDIA

**3H18M**

PERCENTAGE OF INTERNET USERS AGED 16 TO 64  
WHO REPORT USING EACH PLATFORM IN THE PAST  
MONTH





# Social Media Management

**1**

## **Content Production and daily maintenance**

Develop and deliver effective, value-based social marketing through fit-for-purpose content, correct channel selection

**2**

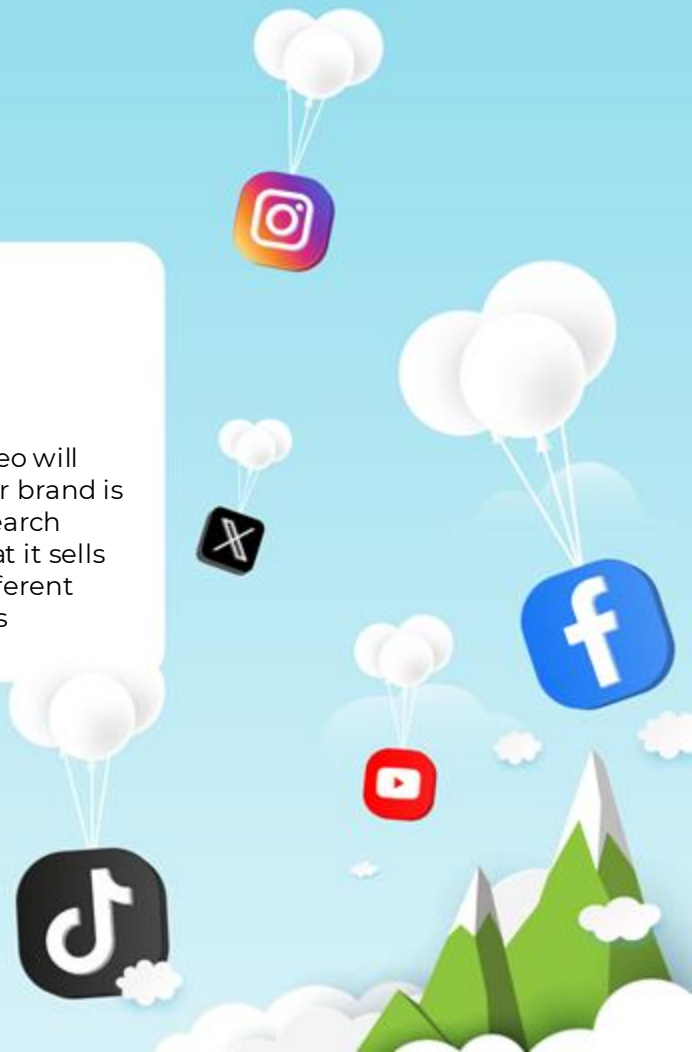
## **Activation for Engagement**

Delivering results for our clients through developing effective, impactful creative for use across their social channels.

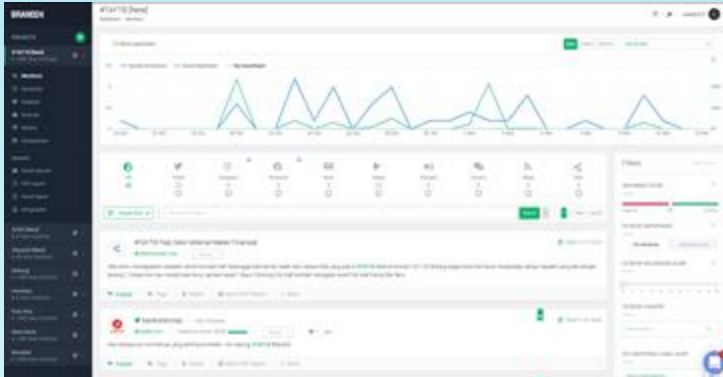
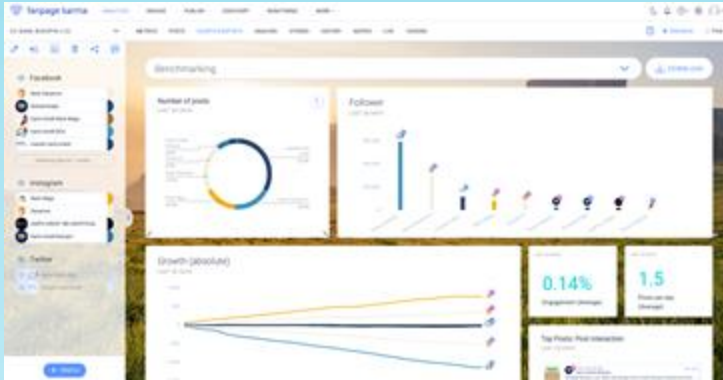
**3**

## **Live Report**

Live-stream video will ensure that your brand is discovered in search engines and that it sells more across different online mediums



# Social Media Management



**We act based on data and analysis** while using the best technology out there to :

- **Provides valuable insights on posting strategies** and performance of social media profiles like Facebook, Tiktok, Instagram or YouTube.
- **Track & engage** online reviews, social media mentions, blogs, message boards, news sites and much more
- **Track various hashtags and find influencers.** Measure the effects of a hashtag campaign, like Reach and Engagement
- **Track sentiment** from the brand and its competitor, analyze the sentiment to create the right and effective responses





## Case Studies - Content Strategy

**Parasol's Digital 360 Maintenance** was developed with the goal of **expanding reach** and **boosting brand awareness**, especially around **product benefits** and **self-care education**.

Since the very beginning, **Brightstars** has handled the full social media maintenance for **Parasol Indonesia**, bringing a fresh and relatable approach tailored to **Gen Z and Millennial audiences**, both male and female.

Our creative direction combines **authentic photo shoots** with playful **doodles** and **engaging video content**, creating a unique and recognizable visual identity that resonates with today's digital-native consumers.

Beyond digital, we also activated the brand through impactful **offline events** and collaborations — from the **Maybank Bali Marathon 2022**, **Car Free Day (CFD)**, to **Zumba 2023** — seamlessly connecting **online engagement with offline experiences**.

This integrated approach has helped Parasol stay relevant, visible, and loved by its target audience.



## Case Studies - Brand Ambassador

**Lanore Digital 360 Maintenance** was designed with a clear mission: to **educate the market about Lanore's benefits, build brand awareness, and amplify their digital presence** — staying ahead of competitors in the beauty space.

From day one, **Brightstars** has led the digital maintenance of **Lanore Indonesia**, helping the brand establish and maintain a **premium positioning** in the market through a comprehensive, multi-channel strategy, including:

- **Always-On (AON) Media Placement** for consistent visibility
- **CPAS Media Placement** to drive conversion-focused campaigns
- **KOL & Brand Ambassador Management** to build authentic connections
- **Photoshoots, TVCs, and video production** to elevate visual storytelling
- **Offline event support**, including high-impact activations at **Jakarta X Beauty**

This 360° approach has positioned Lanore as a strong contender in the digital beauty space, with sustained growth in awareness, engagement, and consumer trust.



# Case Studies - Niche Market and Leads

bright

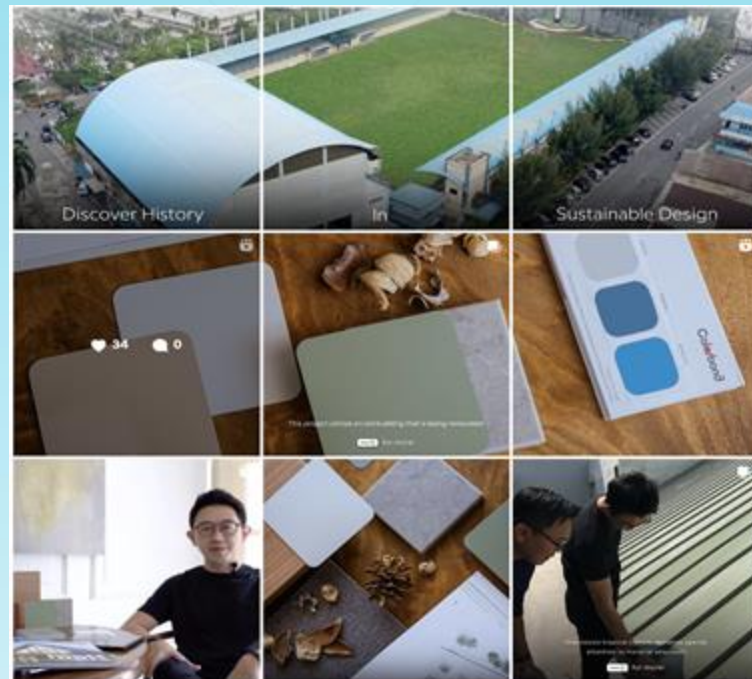
Colorbond

We've proudly managed Colorbond's social media presence since 2020, delivering four years of consistent creativity, strategy, and results.

Our content approach is dynamic and high-quality — from video production for Reels, digital imaging, photoshoots, and AI-generated visuals, to cinematic drone shoots that showcase the strength and aesthetics of Colorbond's materials.

What makes Colorbond unique is its very niche audience — we're speaking directly to architects, designers, and construction professionals. That's why our communication style is refined, technical, and insight-driven, designed to resonate with this expert community.

We also blend online and offline touchpoints, supporting key industry events like Arch:ID and flagship projects like the Stadion Arena, ensuring we're present wherever the professionals are. Most importantly, this strategy delivered real business impact — generating over 500 qualified construction project leads, many of which have directly contributed to revenue growth for Colorbond.





## Case Studies - Offline-Online Collaboration

**Teman Kodomo** has trusted us for over **9 years** to manage and grow their social media presence — a long-standing partnership built on creativity, consistency, and meaningful engagement.

Our work goes beyond just posting — we've produced **high-quality videos, photo shoots, motion animations, Instagram filters, and interactive live events** that truly bring the brand to life.

We've also led a series of successful **offline-to-online activations**, including:

- **Kodomo Fun Class**, where we engage parents and children in playful learning experiences
- A special collaboration with **Saung Angklung Udjo**, involving over **700 participants**, which created a strong buzz among parenting communities
- **Kodomo Fun Class with Bumi Playground** and
- **Kodomo Fun Class with Medikids Clinic**, engaging **10+ schools** and nurturing health education through fun

With a growing community of over **60,000 parents**, Teman Kodomo connects not just on screen, but **in real life** — building authentic relationships that extend far beyond digital.



**WEBSITE  
DEVELOPMENT**



# Case Studies - Leads Optimization

TVS Motor Indonesia has entrusted us with their social media presence for over three years, and together we've built a solid foundation of performance and brand impact.

Our scope of work includes end-to-end social media management, from content creation and paid ads, to professional photo and video production, as well as event support — including major activations like the Ronin Motor launch in Bali and participation in PRJ (Jakarta Fair).

With a strong focus on lead generation, TVS tasked us with driving real business results — and we delivered, generating over 1,000 qualified buying leads throughout our partnership.

We don't just create content — we drive outcomes. As a performance-driven online and event agency, our work is always rooted in results.



## Case Studies - Outstanding ER and GSN Events

*Passionville* is a powerful proxy campaign by Diplomat Mild, designed to deeply resonate with audiences in music, sports, and gaming — three passion points that drive culture and connection.

With a bold and strategic approach on social media, we've consistently delivered outstanding results, maintaining an average engagement rate of 5.00% — significantly above industry benchmarks.

But we didn't stop at digital. We brought the brand to life through immersive online and offline experiences — like *Perang Bintang*, where top KOLs and professional footballers came together for an unforgettable match that blended fandom and sport.

In the gaming world, we hosted a *Free Fire* tournament that united over 2,000 gamers in real time, creating high-impact moments that strengthened community bonds and brand love.

This campaign proves how creativity, relevance, and a strong understanding of your audience can turn engagement into lasting connection.





# Case Studies - Organic for Internal Stakeholder



PT Sasa Inti took a bold and brilliant step by launching a dedicated social media channel for their internal stakeholders — a move that's both innovative and inspiring.

Through *Life at Sasa*, the company doesn't just share updates — they actively communicate brand values, articulate the company vision, and bring their corporate culture to life. It's a platform that showcases the everyday spirit of Sasa's employees, while also motivating and uniting the internal community.

We led the creative strategy and content development, focusing on organic engagement that feels authentic, relatable, and human.

This initiative is more than just internal comms — it's a blueprint for any company looking to build a stronger, more connected workplace culture. When done right, internal storytelling becomes a powerful tool for alignment, pride, and purpose.



## Case Studies - 20K Participants in a Month!



For the launch of KFC's Hot & Cheesy Chicken, we crafted a fun and highly relatable campaign centered around one simple idea: the struggle to get your hands on something irresistibly hot and cheesy.

We produced three humorous and entertaining videos, each showing a character trying — and hilariously failing — to secure the new Hot & Cheesy menu. This storyline sparked curiosity and laughter, setting the stage for audience participation.

We launched a dedicated microsite: [jangansampelolos.com](http://jangansampelolos.com), where users were invited to share their own tips and tricks for not missing out on the Hot & Cheesy menu.

The result? An outstanding

participants in just one month **23.178**

— a clear testament to how storytelling, humor, and digital activation can turn a product launch into a viral moment.



# Case Studies - Online Classes and Workshop

@MitraTACO

bright

We started *Mitra TACO* back in 2021, pioneering the **first community in Indonesia focused on the vinyl and interior industries**.

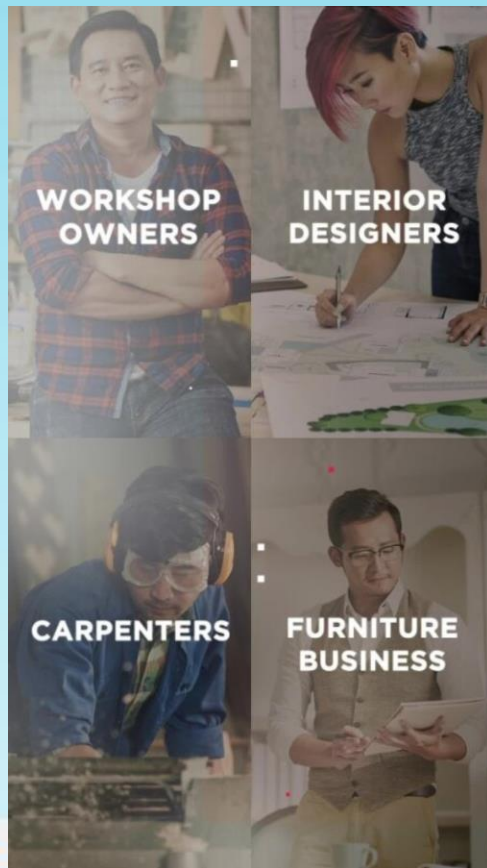
Our mission was clear: to bring together a very niche yet highly impactful group — **furniture workshop owners and professionals** who are often overlooked in mainstream conversations.

Through **Mitra TACO's social media channels**, we've created a vibrant hub where over **16,000 members** connect, share knowledge, and grow together. We've also launched a robust online workshop program — more than **350 classes, 500+ hours of content**, and **15,000+ participants** to date. This isn't just a program — it's an **educational ecosystem** that empowers our community to grow side by side with TACO.

This commitment to community building has earned TACO numerous prestigious awards, including:

- **Top Creating Shared Value (CSV)** by TRAS N CO Indonesia, FEB Universitas Airlangga, and INFOBRAND.ID
- **Indonesia Best Brand Award (IBBA) 2023**
- **FORTUNE Indonesia: Change The World 2023**

These recognitions reflect our continued success in supporting and uplifting the **UMKM ecosystem**, both online and offline.



# Ad Media Placement

**1**

## Research

Running Ads with us ?  
We do the research before  
we give you the suggestion  
what is the best channel  
ads suites your brand and  
objectives

**2**

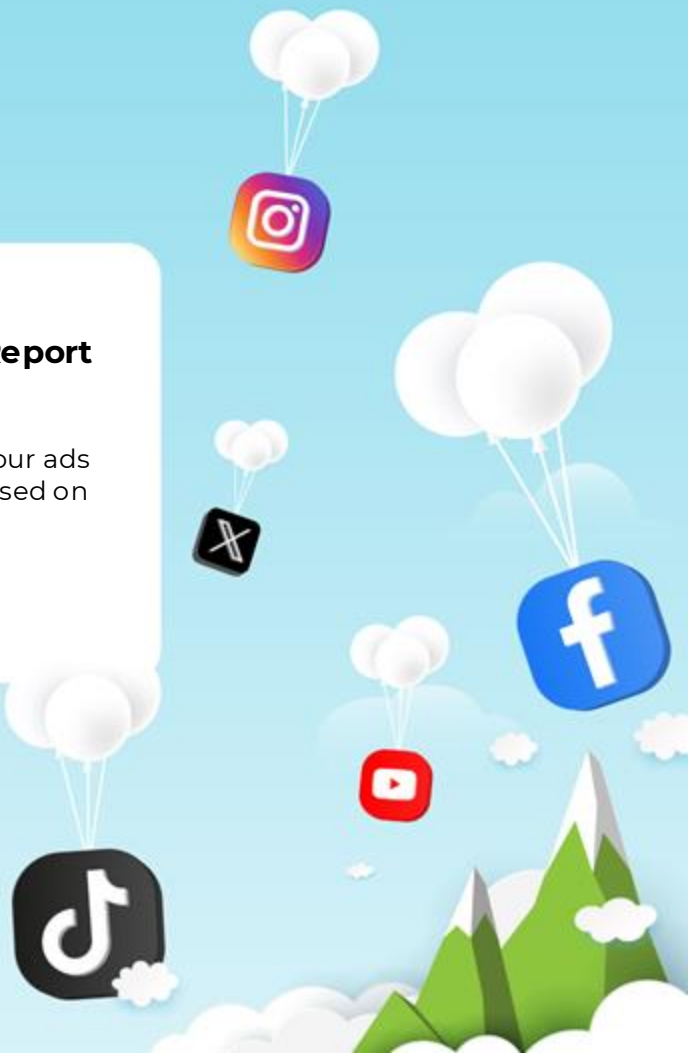
## Preparation

Based on the research  
we'll create the targeting  
(Interest, demographic,  
etc) and creatives ad for  
A/B Testing.

**3**

## Optimize & Report

we'll optimize your ads  
performance based on  
the result of the  
campaign.



# Digital Media Placement



## Meta

Facebook is the largest social network platform with 1.32B daily active users. Facebook advertising helps marketers increase visibility for their ads, build brand awareness and measure clearly defined metrics and campaign goals helping them create better, more optimized campaigns in the future



## Google

Google provides wide range of digital marketing services from search engine marketing, programmatic advertising, as well as data visualization tools that enables brands and marketers to run effective marketing campaigns.



## Social Media

Internet user nowadays may have access to multiple social media accounts. Each having their own unique characteristics such as Tiktok, focusing on short videos, or LinkedIn that build the network specifically around professionals.



## Supporting Tools

To push your digital marketing effort even further, we use various tools to monitor and analyze in real time, utilize more digital marketing platforms and decide the best action to get the best results







## Ad Media Placement

**WHO**

Age Bucket, Gender, Marital Status, Job, Education, Device

**WHAT**

Content Category, Interest, Keywords

**WHEN**

Date and Time

**WHERE**

Country, City, Specific location

**WHY**

Retargeting (after click ads, viewing product page, left on shopping cart), CRM Data, Similar audience, recent intent

**HOW**

Google Ads, SEM, Youtube, Programmatic, Facebook, Instagram, LinkedIn, Twitter, etc.

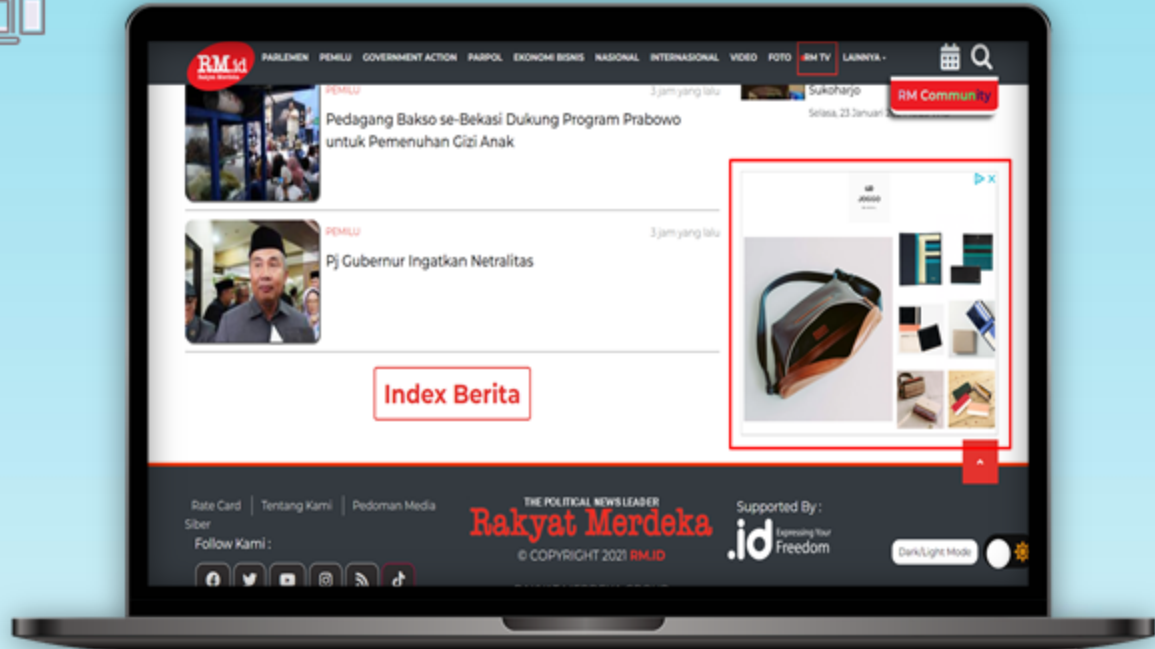


# Programmatic



Programmatic advertising is a way to automatically buy and optimise digital campaigns, rather than buying directly from publishers. It's designed to replace human negotiations with machine learning and AI-optimisation.

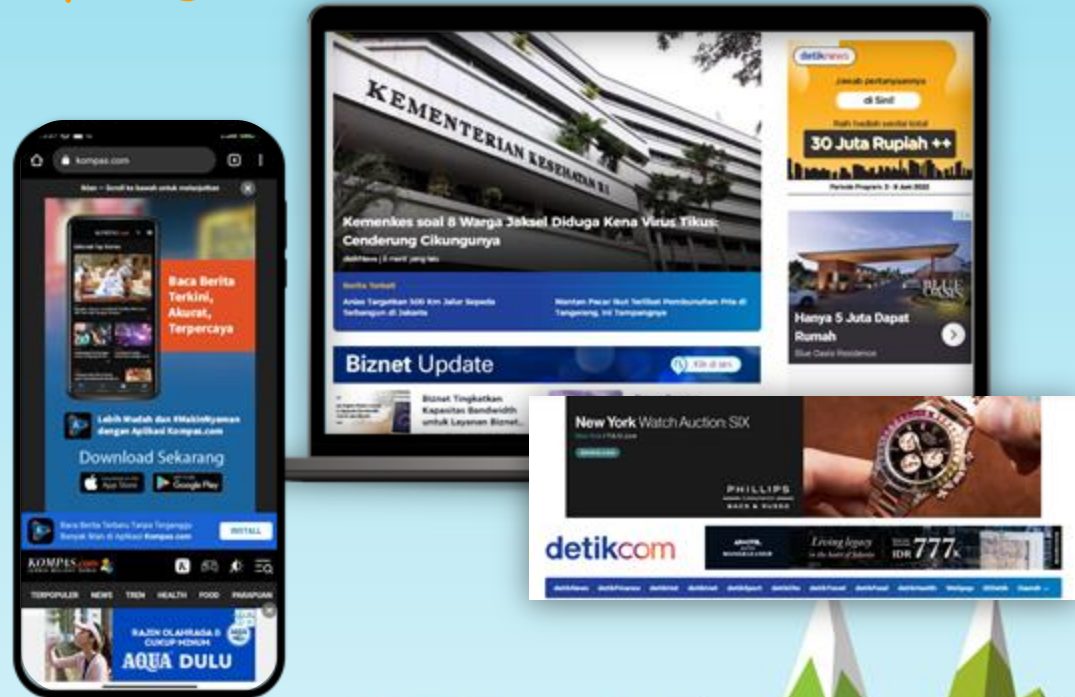
With the increasing number of digital touch-points of your average user, your advertising should be keeping up. This is where programmatic advertising is leading the charge. It allows you to reach audiences across devices with multiple formats: on mobile, desktop, tablet, in-app, via TV and even out-of-home. The possibilities are endless!



# Single Site Media Buying

A media buy is the purchase of advertising from a media company such as a television station, newspaper, magazine, blog or website. Media purchases such as advertorials and banners, based on media insights (demography, traffic and more), how many days the ad will run for, where the ad will be place, and what is the target.

We used advertorials to improve SEO, increase awareness, describe the product, and spread information about products or brands. For campaigns with targeted clicks, impressions, views, and want to place photo or animated content, we can use banner ads.



# Why Choose Us



## Technology

Expand audience reach through state-of-the-art digital marketing technology and deliver the most relevant ads to the audience



## Reporting

Comprehensive reporting, and dashboard along with analysis and suggestions



## Creative

Build creative based on brand understanding, campaign objectives and audience target in mind. With the advent of HTML5 technologies, turn the "Traditional" banner into more interactive, engaging and higher visibility



## Optimize

Our Google Ads, Google Analytics and Facebook blueprint certified optimizer, supported by experienced digital planner, will ensure your campaign performance to be cost effective and deliver maximum results



## Brand Safety

Ensure your ads appear on appropriate content

**1.8%**

CTR

**500K**

Quality Sessions

**27M**

Impressions

**10K**

Leads Generated

Indonesia Digital HOME is one of the service products from PT Telekomunikasi Indonesia in the form of communication and data service packages such as home telephone, internet and interactive television services.

We run the campaign and optimize the ads to get new subscribers around big cities in Indonesia. We deliver more than 500k quality traffic to the website, over 3k leads with great CTR 1.8% on standard banner (average CTR benchmark on standard banner is 0.2%)



# momobil.id

## 213%

Traffic Increased

## 105%

FB Fans

## 250M

Impressions

## 1K

Transaction  
Generated

momobil.id is the best automotive online marketplace from Adira Finance, one of the biggest financing company in Indonesia, where you can sell or buy used cars with an easy, safe and convenient process.

We had been assigned as their digital marketing partner to handle their campaigns, both online (email marketing, paid media, search, social media marketing and maintenance, advert, etc) and offline (radio, ooh billboard)

We deliver more than 250.000.000 ad impressions, increasing the traffic to website by 213%, increased Facebook fans by 105% during 6 months of service





# SUUNTO

## 50+

Add to Cart

## 15K

Clicks

## 665K

Reach

## 1M

Impressions

Suunto menjalankan campaign untuk meningkatkan penjualan di e-commerce shopee dan tokopedia menggunakan CPAS pada platform facebook dan instagram. Dari campaign ini suunto mendapatkan result CTR Shopee: 1,88% CTR Tokopedia: 1,47% Add to Cart total sebanyak 48 dengan value: IDR 382,352,000





# SHARP

## 169M

Impressions

## 1.1M

Clicks

## 1.2B

Add to Cart Value

## 3.7M

Engagement

SHARP Electronic Indonesia runs campaigns to increase awareness, company relation program and sales on through various platform, from META to e-commerce such as Shopee and Tokopedia From this campaign, SHARP Electronic Indonesia got Rp 1.2 Billions return of investment



# WiFi Ads

Locally-developed WiFi technology that facilitates services to businesses or ISPs to analyze the traffic of their wifi users.

We works with multiple data points and creates users profile behavior.



**>24 Mio** Wifi Connections



**>25 Cities** served



**20** Active ISP



**>150** Happy Clients

**1** Choose your ads location

**2** Reach your target audience

**3** Customize your engagement  
IMAGE | VIDEO | SURVEY | GAME



**CPL**

Ads

**6**Month Campaign  
Periode**946K**

Impressiona

**285K**

Leads Generated

Targeted to Moms with Kids at certain age and caregiver for oldster, we promote 2 specific products (Pediasure, Ensure).

33% from clicks become Youtube Viewers  
285.000 leads conversion



**CPCv**

Ads

**3**Month Campaign  
Periode**867K**

Total Watches

**525K**

Audience Reach

Customized campaign in 2 different type of Location (Public Transportation - Halte Transjakarta & Cafe). Targeted to M&F, 18-34 years old with maximum 2x capping for each user.

Since we redirected to MLD Spot instagram page, we helped to boost 3,094 organic followers and >1 million viewers on IG during the campaign.



Ads

Month Campaign  
Periode

## Impressions

Total Clicks





**CPC**

Ads

**4**Month Campaign  
Periode**21.3K**Average Monthly  
Clicks**4.48%**Generated  
Transactions

We run several campaigns to different segmented profile. 3 different Game Voucher and Pulsa Data campaign.

The highest ROAS is from Game Voucher (3,064%), that accounts to 452% total ROAS during campaign.



**CPL**

Ads

**2**Month Campaign  
Periode**11.8K**

Total Clicks

**38.6%**Conversion from  
Quality Leads

Targeted to Parents 28-45 years old with kids age 3-18 years old.

The goal is to get quality leads who wanted to try the free trial and apply to the course.

Quality Leads are people who are already contacted, called and picked up.

During 2 months of campaign, we optimized the promotional material and targeting to achieve higher Leads and Conversion to Trial/Apply.



**CPL**

Ads

**2**Week Campaign  
Periode**11.5K**

Total Clicks

**1581**

Leads Generated

In the pandemic situation, Generali needs to boost brand awareness and at the same time getting hot leads right away.

Promotional material and times of airing also make an important role for the conversion. We achieve more than 1500 conversion to leads.



**CPL**

Ads

**2**Months Campaign  
Periode**17.5K**

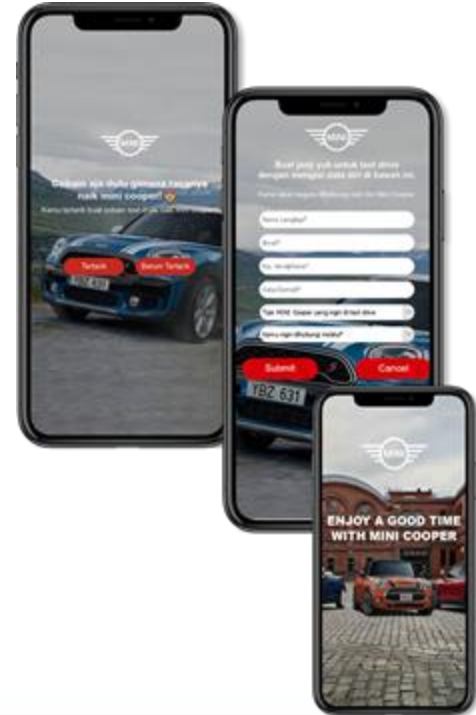
Total Clicks

**467**

Leads Generated

Targets Upper Urban Class to try out and purchase Mini Cooper cars.  
The main goal is to gather leads for free test-drive at Mini Dealers.

We successfully improved the conversion rate by 102.45% on the second month of the campaign by optimizing the target audience.



# KOL - Influencers Marketing

**1**

## Research & Find

We do Research and find the fittest KOL/Influencers for your campaign or Brand.

**2**

## Manage Influencers

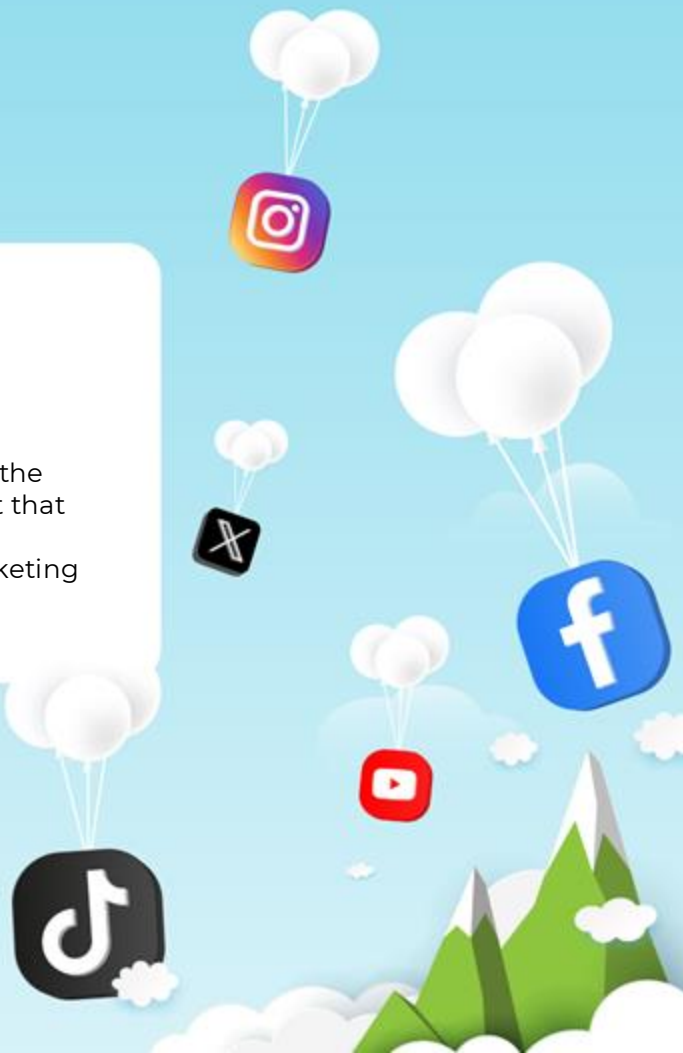
We Manage the Chosen KOL/Influencers,

1. Prepare the brief
2. Monitoring Campaign launch
3. And Request all the report from Influencers.

**3**

## Reporting

We Report the performance of the campaign result that using our KOL/ Influencers Marketing





# KOL - Influencers Marketing

Influencer marketing involves brands collaborating with online influencers to market products or services. In order to find the right influencer, you can separate different types of influencers in multiple ways. Some of the most common methods are:

- by follower numbers
- by types of content
- by the level of influence

You can also group influencers by the niche in which they operate. This means that influencers who may appear in a low category by one measure may seem more influential when looked at in another way.



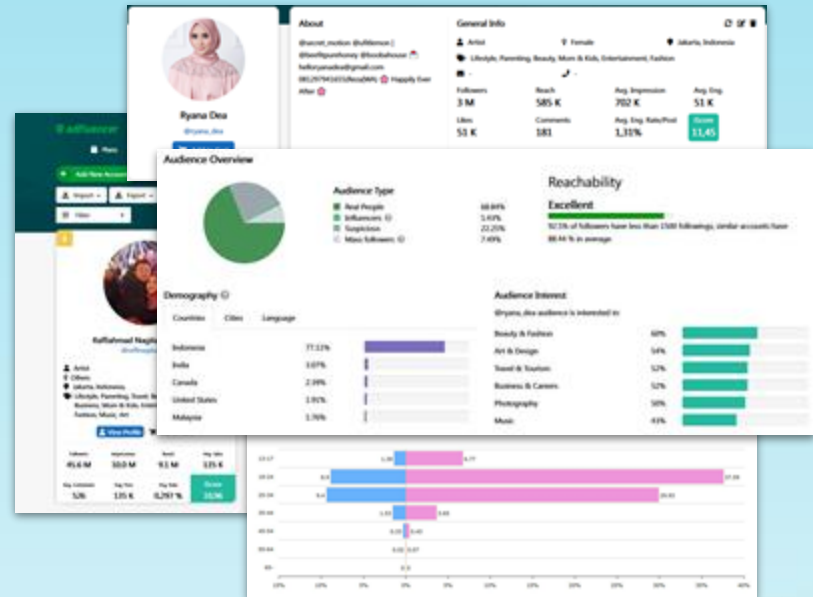
# KOL - Influencers Marketing

To plan and execute influencer marketing can be daunting tasks. You may have to :

- Build the strategy, what type of influencers (content category, audience size, channel, trust level) would be the most effective to deliver your message
- Negotiating the cost
- Dealing with how would they communicate with the audience
- Monitoring their performance during campaign

That's why **we build our in-house data driven platform that helps brand plan and monitor performance of influencer marketing campaigns across different channels.** You can plan a viral marketing KOL campaign with over 10.000+ influencers across every major social channels. and our professional team will help you with our platform

Now you can focus more on other important things!



**276K**

People Reached

**832**

Likes

**27%**

Engagement Rate

**206**

Comments

## Influencers Marketing – Youtube focused

To support the new product launch of Hisense E7G and ULED TV U6G and spread awareness about the new premium product, the strategy is to collaborate with macro **Youtube influencers**, to boost and educate the audience on product excellent USPs



**66M**

People Reached

**26**

KOL Post

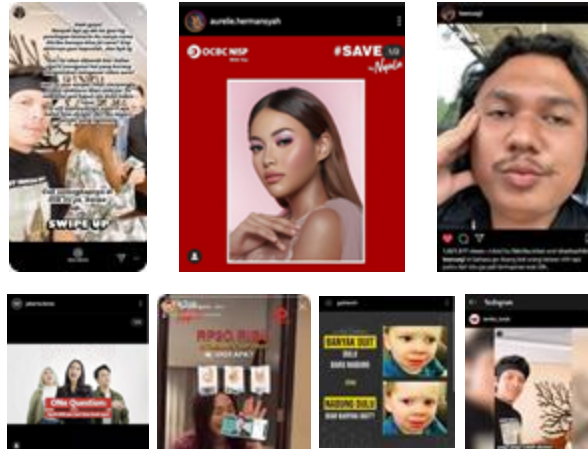
**9.5%**

Engagement Rate

**1390**Conversation  
Generated

## Influencers Marketing – Amazing Result

To deliver both OCBC brand value and at the same time convert young people to use Nyala & ONe Mobile, the strategy is to collaborate with mega and macro influencers, and boost the exposure with public accounts and micro influencers



- Generate **165,715 total engagements** across all owned asset from all phases. #Save20 increased +82.97% compared to previous campaign #BeraniCuan with only 17k Engagements.
- #Save20 campaign is the 1st Banking Movement in Tiktok and it become one of the most successful hashtag challenge in Indonesia, (or even Asia for Financial Industry) as per claim by TikTok.
- We got 2.2 Billion views, 943.000 visits to this page and over 409.000 unique participants in #Save20 TikTok movement.

## Influencers Marketing – Brand Ambassador





# Game Streamer Network

1

## Why Gaming?

- Potential Audiences
- eSport **LEAGUES**
- **120M** of the total audience that played games, from the age **18 - 24 YO** or **GEN Z.**
- **GAMING AS NEW LIFESTYLES**

2

## Why US?

Engaging live **STREAM CONCEPT**. Qualified & Relevant **GAMING INFLUENCERS**. Affordable & **BUDGET FRIENDLY**. Gain awareness & **ENGAGEMENTS**. Potential **SALES!**

3

## The SPOTS

In-Stream **BRANDING**  
In-Stream **ACTIVATION**



# MENS Bioré

## 419K

Views

## 18

Hours of Game  
streaming

## 16%

Engagement Rate

## 86K

Total Engagement

In approach with the younger target audience with interest in Gaming, Men's Biore campaign #SiapTampilAwesome collaborates with Gamer KOLs to promote Men's Biore new packaging. Services includes Live Streaming (FB + YT), Video Content Creation, Social Media Posting, and TVC Tap-in.



**1.5M**

Views

**80**Hours of Game  
streaming**15%**

Engagement Rate

**231K**

Total Engagement

**SCAN ME!**

Red Bull Gold is the energy beverage that helps keep you energized as well as refreshed. To boost the brand image among youth community, we collaborate with top Indonesian game streamers by placing banner on their frame, using sponsored merchandise, and mention product knowledge during the stream.



Video Link <https://www.facebook.com/LoekerenOfficial/videos/254439755742598>


**255K**

Views

**12**

 Hours of Game  
streaming

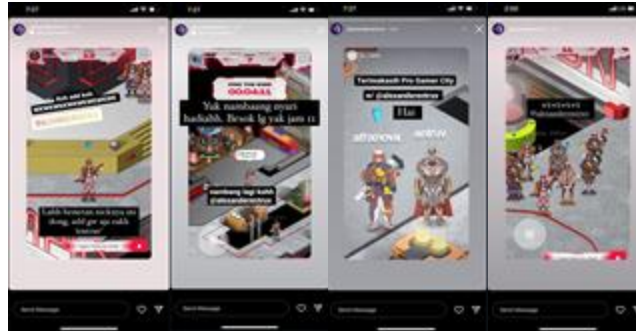
**15%**

Engagement Rate

**39K**

Total Engagement

Pro Gamers City is a hybrid (online-offline) event held by Surya Pro Mild. To boost the audiences engagement and participation on the online event, we collaborate with 4 streamers using handcam, sponsored merchandise, product placement, and encourage audience using CTAs in their streaming (Facebook Gaming) and Content posting in Instagram and Facebook.



# Development

**1**

## **Video Production**

We Develop creative concept (storyline and storyboard), Production, and Editing (Offline and Online).

**2**

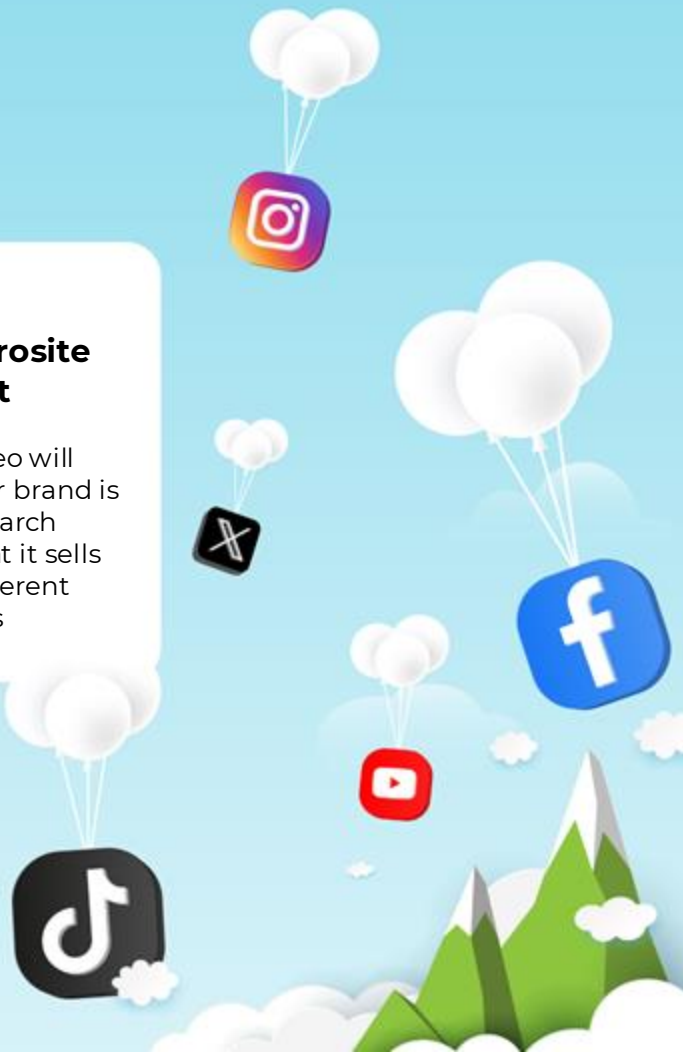
## **Creative Development**

Delivering results for our clients through developing effective, impactful creative for use across their social channels.

**3**

## **Website/Microsite Development**

Live-stream video will ensure that your brand is discovered in search engines and that it sells more across different online mediums





# Creative Development



3D Animation AR



Beauty AR



Background AR



Game AR



Scan AR



Spark AR

**48K**

Captures

**1.9K**

Shares

**256K**

Impressions

**1.1K**

Saves

**SCAN ME!**

Kodomo is a brand of children's products in Indonesia that has been around for more than 30 years, using animal characters such as elephants, giraffes, and so on. Kodomo consists of 3 product categories that meet the needs of children, namely, dental and oral care, hair care and body care.

We develop an Instagram filter for them using AR technology to engage kids and their parents to play together capturing bubbles by mouth. The result is amazing with more than 48.000 captures and more than 2000 shares until now



Video Link <http://www.youtube.com/watch?v=rDCSeDnud8M>



# Website Development

ASP Java PHP

# De·vel·op·ment

Mobile Application

Website

Website Development

Revamp

Interactive Microsite

UI/UX Design

Website maintenance

In the world of digital marketing, your website is crucial factor of your online presence.

Whatever you want a microsite, a website, mobile application or an ecommerce platform, we willingness help to construct with fresh UI, appropriate UX and SEO friendly content.



**18K**

Participants

**1K+**

Sessions/day

**500+**

Submission

**2K**

Active Users

For the launch of KFC Chochicks, we created an interactive game designed to drive sales and engage customers. The twist? To participate, users had to upload their purchase receipt, linking the game directly to actual product sales.

This strategy successfully combined fun with commerce, encouraging participants to buy the product in order to play, and giving them a chance to win exciting prizes.

The result? A remarkable 18,000 participants joined the game, demonstrating the power of gamification in driving customer action and brand engagement.





5

Years Services

2K

Sessions/Months

200

E-Polis/Months



9s

Load Speed

## Ecommerce Capability

We developed a fully integrated e-commerce website for Adira, featuring key functionalities like:

- Insurance simulations to help users estimate their premiums
- Smooth insurance purchase flow for products like Autocilin, MotoPro, and more

Since its launch, we've been entrusted to manage the platform for over 5 years, ensuring continuous optimization and seamless user experiences.



Web Development & Maintenance



Search Engine Optimization







# 1K

Sessions/Month

# ↓ 9s

Load Speed

## Microsite and Website Development

We developed a comprehensive **website** for Nippon Paint, designed to showcase the brand's full range of products and provide valuable content.

The site includes features like:

- **Product information** with detailed descriptions and specifications
- **Articles** that educate and inspire users on various paint-related topics
- **Event updates** to keep the audience informed about the latest happenings
- **Reviews from influencers** across Indonesia, adding credibility and real-world feedback

Additionally, the website is fully optimized for both **desktop** and **mobile versions**, ensuring a seamless experience across all devices.



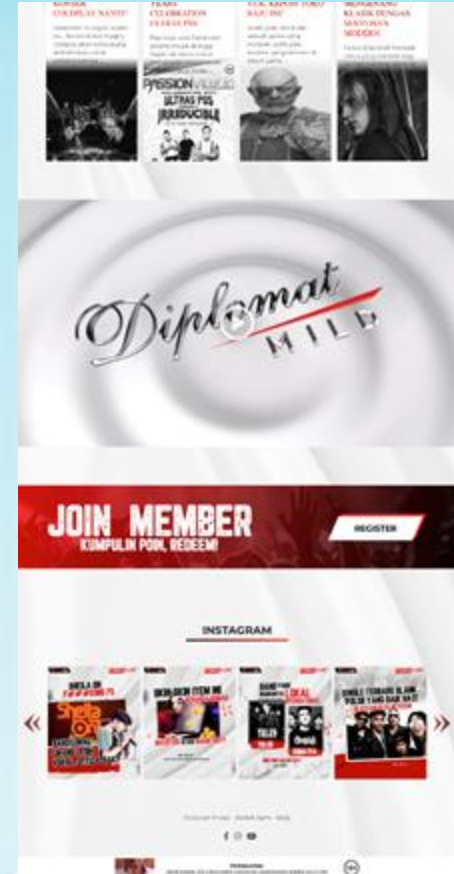


# Website Development



The Passionville website serves as a dynamic community hub, offering a blend of articles, events, and a loyalty program.

Users can explore insightful content, stay updated on upcoming brand events, and easily browse and redeem exclusive brand merchandise through the loyalty program, enhancing their connection with the brand.



# Video & Photo Production

**1**

## **Creative Concept**

Develop and deliver effective, value- based social marketing through fit-for-purpose content, correct channel selection

**2**

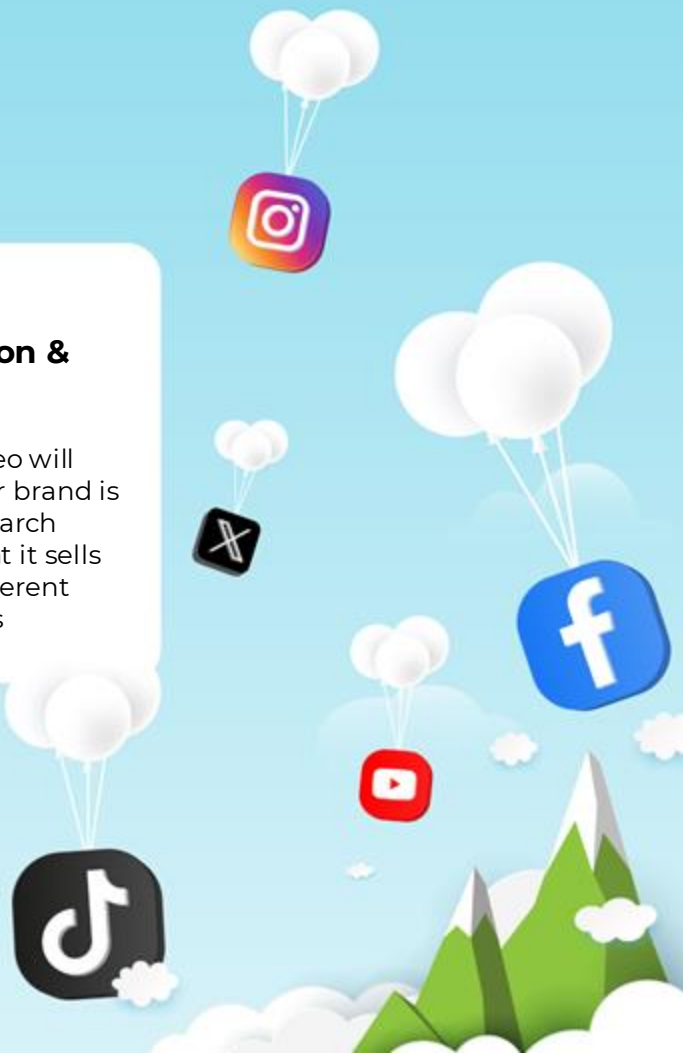
## **Storyline & Storyboard**

Delivering results for our clients through developing effective, impactful creative for use across their social channels.

**3**

## **Pre Production & Production**

Live-stream video will ensure that your brand is discovered in search engines and that it sells more across different online mediums

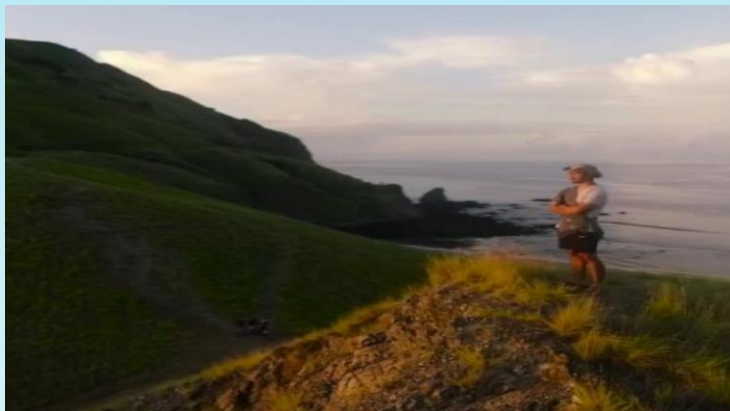
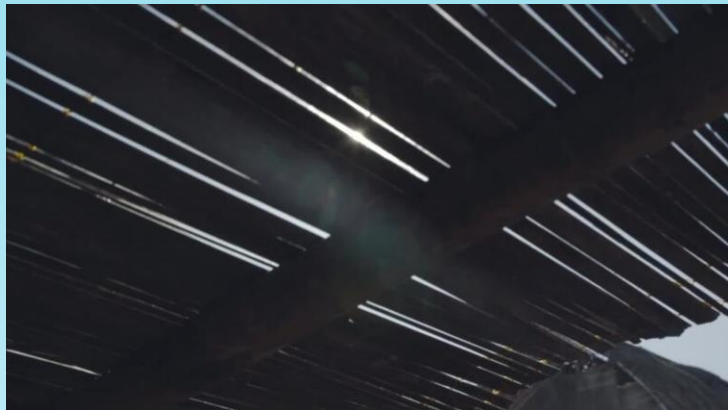




# DVC Promotion

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# @Kementrian Perdagangan





## Ramadhan Youtube Series









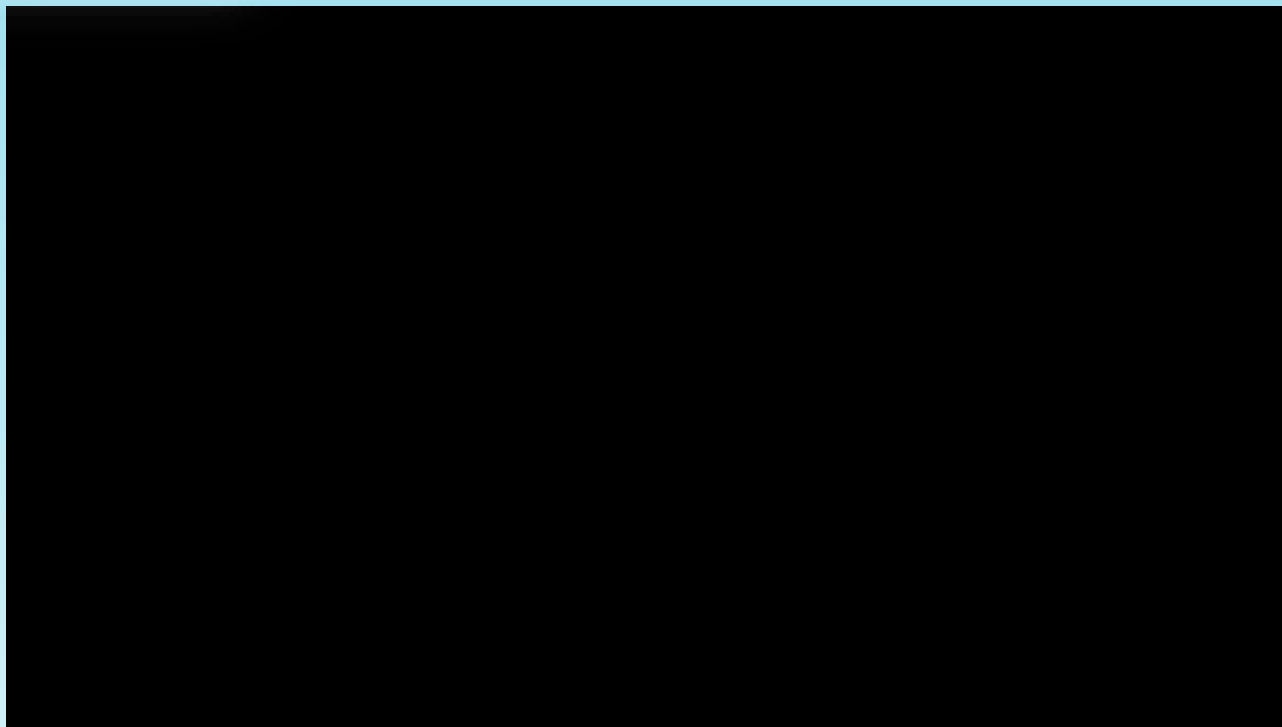
## DVC Promotion

bright





DVC



# Thank you!

## Let's Discuss

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