

## CHAPTER II

### OVERVIEW OF THE COMPANY

#### 2.1 Company Description

Future Creative Network is a company that oversees as many as 42 creative companies in Indonesia, including Flock, Finch, FlockTomorrow, USS Networks, Ou Creative, and Maleo. Future Creative Network extends its reach by offering a wide array of services and solutions through technology and creativity, assisting over 1.100 business, brands, and consumer experiences, the network play a vital role in shaping and enhancing the creative landscape of Indonesia.



Figure 2. 1 Ou Creative Logo

Source: <https://www.linkedin.com/company/ou-creative-id/>

Ou Creative is the subsidiary company and part of Future Creative Network. Ou Creative operates a multidisciplinary creative agency that seamlessly combines the elements of both traditional creative agencies with the expertise and capabilities typically associated with design studios. Ou Creative was established in the year of 2021 and is managed by Christian Melvin as the CEO and Design Director, supported by Selwyn Irawan as the Creative Director in 2024. Ou Creative has a vision of fostering creative change through design and its mission is to deliver designs that make an impactful and significant effect that ignite creative growth. As multidisciplinary creative agency, Ou Creative specializes in the following fields:

1. Brand Strategy
2. Communication Strategy

3. Social Media
4. Brand Identity System
5. Packaging Design
6. Experiential Design
7. Product Design
8. Brand Engagement
9. Character Design
10. Activation
11. Video Design
12. Digital Art

## 2.2 Company Organizational Structure

The organizational structure of Ou Creative is as follows:

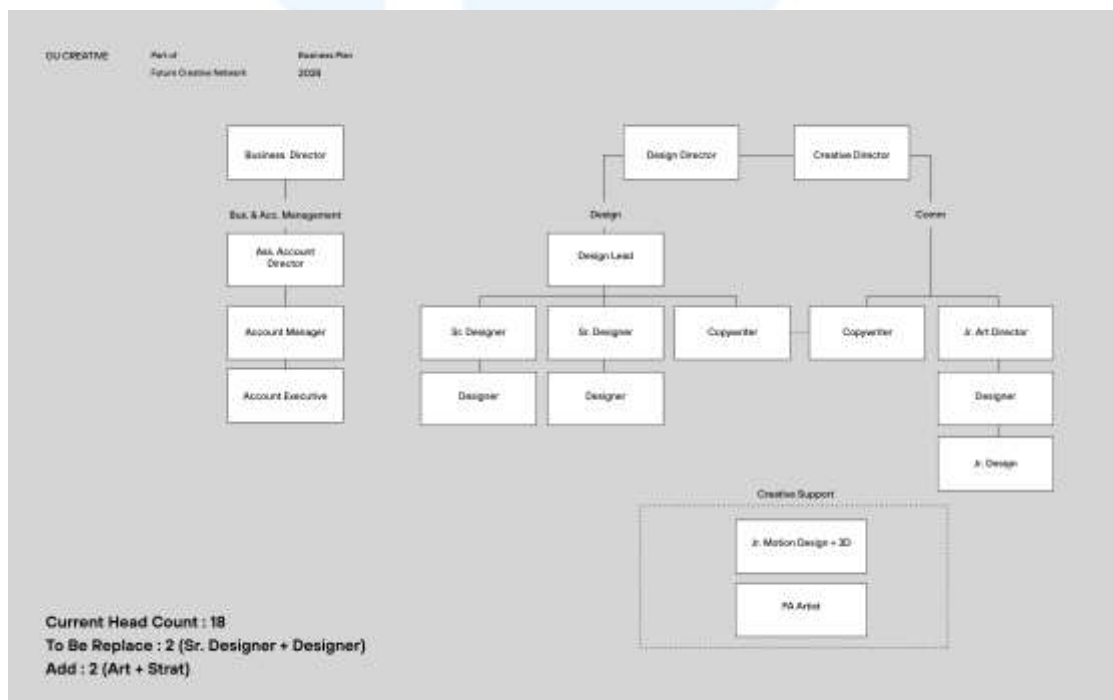


Figure 2. 2 Ou Creative Company Structure  
 Source: Company Document (2024)

### 2.3 Company Portfolio

Ou Creative, operating as a creative firm within the Future Creative Network, has catered to a diverse clientele through its design services. Here are some examples of these clients:



Figure 2. 3 List of Ou Creative's Clients  
Source: Ou Creative Portfolio (2023)

The multitude of companies that are clients of Ou Creative indirectly contribute to enriching the company's portfolio with each project undertaken. Here are the works that have been produced by Ou Creative.

Firstly, Ou Creative was tasked with creating a logo and its derivatives for Fit Hub, a lifestyle hub that combines premium quality with a pocket-friendly price. Ou Creative's responsibilities included not only designing an electrifying logo but also developing supergraphic placements and implementing the logo derivatives into the building's design.



Figure 2. 4 Ou Creative Design for Fit Hub  
Source: Ou Creative Portfolio (2023)

The second major project Ou Creative undertook was the collaboration between Gojek and Tokopedia, named Goto. This involved creating the logo, branding, and its derivatives, including a bespoke typeface specifically for Goto. Goto is built on the spirit of "gotong royong," a concept deeply ingrained in Indonesian local wisdom about mutual help within community of people. The branding elements were designed to stand out in both online and offline media, drawing inspiration from both companies



Figure 2. 5 Ou Creative Design for Goto  
Source: Ou Creative Portfolio (2023)

For Goto, Ou Creative went beyond traditional branding. They developed a bespoke typeface specifically for Goto, a sans-serif font inspired by the technological backgrounds of both Gojek and Tokopedia. This typeface not only encapsulates the essence of both companies but also extends the logo's versatility. Ou Creative meticulously designed the Goto typeface to include a full set of characters, numbers, and various reading symbols, ensuring a cohesive and comprehensive visual identity that could be seamlessly integrated across both online and offline media. This holistic approach reinforced the brand's presence and functionality, aligning perfectly with the collaborative spirit of Goto.



Figure 2.6 Ou Creative Typeface Design for Goto  
Source: Ou Creative Portfolio (2023)

In addition to offering comprehensive branding and design solutions to companies within the transportation and sports sectors, Ou Creative extends its expertise to support the development of packaging and label designs for businesses operating in the food and beverage industry. This encompasses a wide array of services tailored to meet the unique needs and preferences of each client. Ou Creative ensures that their clients' products are not only visually appealing but also effectively convey their brand identity and messaging to consumers. By focusing on the distinct characteristics and market demands of the food and beverage sector,

Ou Creative provides innovative and compelling design solutions that help products stand out on the shelves and resonate with target audiences.

The third project Ou Creative undertook was for Fore Coffee, developing a new visual identity with a tagline that represents and reflects Fore's essence: 'coffee for those who find joy in the essentials.' Ou Creative introduced the new tagline 'grinds the essentials' to align with Fore Coffee's existing motto with the help from Think Of View for branding strategy.



Figure 2. 7 Ou Creative Design for Fore Coffee  
Source: Ou Creative Portfolio (2023)

The fourth project was for Off Meat, a plant-based food and beverage merchant offering various plant-based products. This project involved developing a brand identity system inspired by folklore and incorporating futuristic elements to create a contemporary visual that embraces the brand's positioning. Off Meat's mascot, Felix, was designed by Ou Creative to emphasize that meat is not food, and other animals are his friends, underlining the idea of plant-based meat as the Meat of the Future.





Figure 2. 8 Ou Creative Design and Mascot for Off Meat  
Source: Ou Creative Portfolio (2023)

The fifth project involved creating label designs for Sambal Indofood and other sauce variations. Besides label design, Ou Creative also developed several Instagram posts and other promotional media for Indofood.



Figure 2. 9 Ou Creative Design for Sambal Indofood  
Source: Ou Creative Portfolio (2023)

The sixth project Ou Creative has undertaken is for Chiki, a beloved snack brand. This project is still ongoing. Ou Creative was tasked with refreshing the mascot and packaging design to give Chiki a more modern feel, making it more relevant to today's youth. This involved updating the mascot's appearance to align

with current fashion trends, reflecting the styles that today's young people wear. The goal was to maintain Chiki's nostalgic value while making it appealing to both kids and adults.



Figure 2. 10 Ou Creative Design and Mascot for Chiki  
Source: Ou Creative Portfolio (2023)

The renewal of the Chiki mascot aims to evoke a sense of nostalgia among older audiences, reminding them that Chiki has grown alongside them. By modernizing the mascot while preserving its core elements, Ou Creative is working to ensure that Chiki remains a cherished brand that resonates with a wide audience. The updated design seeks to bridge the gap between the past and the present, celebrating Chiki's legacy while embracing contemporary trends.

The seventh project that Ou Creative undertook in 2023 was for Paw Prints. The task was to create playful branding and packaging design for their insect-based pet food. The team utilized fun and bright colors to ensure the brand and packaging stood out among competitors.





Figure 2. 11 Ou Creative Design for Paw Prints  
Source: Ou Creative Portfolio (2023)

The branding effort extended beyond just the logo and packaging. Ou Creative also developed key visuals to help define and establish the overall look and feel of Paw Prints as a brand. This comprehensive approach aimed to maintain and reinforce the brand positioning of Paw Prints, ensuring a cohesive and appealing identity across all touchpoints..

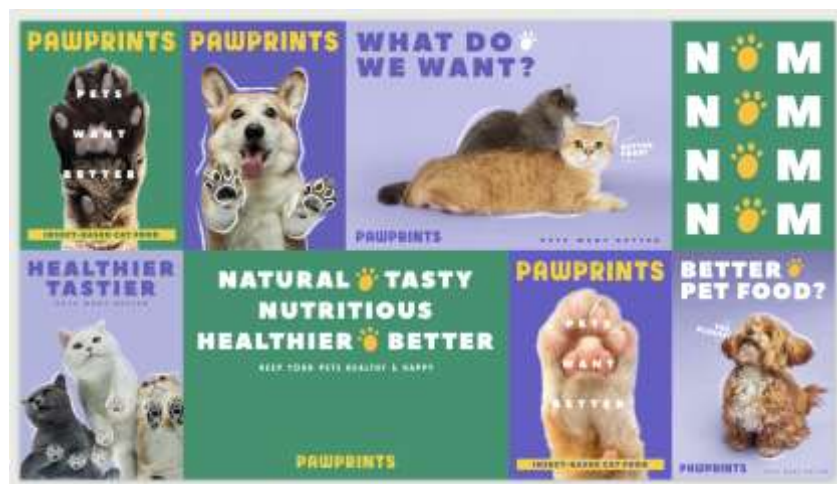


Figure 2. 12 Ou Creative Design and Key Visual for Paw Prints  
Source: Ou Creative Portfolio (2023)

With this diverse portfolio of projects from Ou Creative, the author can showcase, with consent from the company, the extensive range of clients and unique challenges that Ou Creative has successfully tackled and delivered with their

design and branding expertise. This demonstrates the company's ability to handle a wide array of projects, highlighting their versatility and skill in meeting the varied needs of their clients. The showcased projects reflect Ou Creative's commitment to high-quality design, innovative solutions, and effective branding strategies, which have consistently resulted in satisfied clients and successful outcomes. Whether working on comprehensive rebranding efforts, creating engaging packaging designs, or developing impactful key visuals, Ou Creative's ability to adapt and excel in different contexts underscores their position as a leading design agency capable of meeting diverse and dynamic market demands.

