

# A new *visual* identity: The Brand lists

# Zaskia Mecca

## ABOUT THE BRAND:

Modest fashion brand founded by Indonesian actress and entrepreneur, Zaskia Mecca. It offers stylish and contemporary clothing for Muslim women. ZM provides fashionable and functional clothing that empowers Muslim women to express their personal style.

## REBRANDING OBJECTIVE

ZM offers trendy, stylish, and affordable Muslim wear that makes you look and feel good. However, the brand's identity isn't clearly communicated. We want ZM's entire brand, not just its clothing, to be recognized as part of a stylish, chic, and premium Muslim lifestyle, all while maintaining competitive prices and reflecting its core values.



# Martabak Boss

## ABOUT THE BRAND:

Martabak Boss was a top martabak brand in Indonesia. Known as tasty and “creative” from classic to new flavors. Using good ingredients. Martabak Boss was dimmed by other competitors While the value needs to be conveyed.

## REBRANDING OBJECTIVE

Was a market leader in the martabak culinary scene, Martabak Boss wants to boldly assert its position as the "boss of martabak." This will be achieved through a striking new visual identity that will be implemented across all aspects of the brand. Please bring the “BOSS” Alive to the table.



# Fanbo

## ABOUT THE BRAND:

For 50 years, Fanbo Cosmetics has been helping Indonesian women look their best. They have lots of makeup choices, from everyday looks to special occasion glam, even for professional makeup artists.

## REBRANDING OBJECTIVE

Fanbo wants to change the perception that the brand is outdated and old-fashioned. We want a more modern look. Unfortunately, the visual changes have not been enough to build a strong and consistent brand identity across all platforms.



# Inul Vizta

## ABOUT THE BRAND:

Inul Vista, always positions as a "Trendy and celebrity-like Family Karaoke. This karaoke is indeed targeted to meet the tastes of trendy metropolitan upper-middle class people who want to sing, hang out, having good time.

## REBRANDING OBJECTIVE

Inul Vizta takes the best of both executive and family karaoke concepts, creating a unique new concept. To this end, Inul Vizta strengthen its concept with a strong proposition for families, while remaining comfortable and trendy for fun singing. This change, of course, starts with the brand identity to return to the core value of Inul Vizta as part of family entertainment.



# Osbond Fitness

## ABOUT THE BRAND:

OSBOND GYM bringing world-class health and fitness services to Indonesia. Over the past 8 years since 2012 OSBOND GYM have transformed the lives of thousands of our clients.

## REBRANDING OBJECTIVE

Osbond Gym, around since 2012, is struggling to compete with newer local gyms like Fit Hub, Will Fitness, and FTL. These gyms offer similar facilities and a more modern look. Osbond Gym needs to update its facilities and branding to stay competitive.



# Indo Art Now

## ABOUT THE BRAND:

Today, IndoArtNow is transforming into a semi-open platform that not only facilitates the means to document and archive Indonesian art, but also becomes a collaborator for contemporary art projects.

## REBRANDING OBJECTIVE

Not only archiving information on websites and social media for artists and curators, but INDO ART NOW business has also expanded into various art events. Its logo and identity need to be refined to represent all of the above objectives as part of its services to introduce Indonesian art to the public, and even the world.



# Warunk Upnormal

## ABOUT THE BRAND:

Warunk Upnormal is a popular Indonesian restaurant chain serving classic Indonesian street food such Indomie and roasted bread with modern twists. They offer a hype affordable place to eat and socialize.

## REBRANDING OBJECTIVE

Warunk Upnormal, once a successful Indonesian restaurant chain, now faces strong competition. New Cafe or “tempat nongkrong” with similar or better offers are popping up, putting pressure on Upnormal to keep its customers. Since trends change quickly, Upnormal's brand might need a **refresh to stay relevant and stand out.**





# Hop-Hop Bubble

## ABOUT THE BRAND:

Hop-hop is a bubble tea brand offering a diverse menu of flavored bubble tea drinks. They strive to provide refreshing and delicious beverages, catering to a wide range of tastes with various flavors and toppings. Hop-hop aims to create a fun and accessible experience for bubble tea lovers.

## REBRANDING OBJECTIVE

Hop-hop bubble tea used to be a leading brand in Indonesia. However, with the rise of competitors like Chatime and Kokumi, Hop-hop has lost its popularity, despite being more affordable. Hop-hop, once a market leader, now needs to revamp its image to regain its iconic status as the number one bubble tea brand in Indonesia.



# Let's Discuss