



# Business-Driven Creativity, Powered by Data



**Andreas Kevin**  
Art Director

An experienced Art Director with a passion for design industry. Who has worked on various branding and digital projects. My background includes branding and digital work for leading corporate, hospital, retail and FMCG brands.

At Dreambox, I lead a strong team of up to 20 designers, skilled in developing high-quality designs that solve diverse client challenges.

# DREAMBOX®



# About Us

Dreambox is a marketing agency with deep expertise in 360° digital campaign, branding strategy, and design. Dreambox ensures that your entire communication - from the biggest campaign to the smallest online interactions - is connected and working together to achieve your business goal.

Our experiences and track records build our reputation. We have done various challenging projects with a proven methodology and resulted in great satisfaction. We are committed to achieving your goal using our Brand Advancement methodology.

# Our Values

Data driven  
decision making

Real business  
experience

Attentive listening  
& understanding

Fresh ideas &  
positive attitude

# Our Clients



# Our Clients



# Our Clients





# Our Creative Environment

We are privileged to work in one of the coolest offices, with direct access to Scientia Square Park (SQP). This vibrant space features green open areas, rice fields, a sunflower garden, a skate park, a mini-zoo, a dog park, and a waterpark. Immersing our creative minds in this inspiring environment allows us to harness our creativity and generate fresh, innovative ideas for you.



# Our Latest Project

SHOW  
THEM  
YOU



### Project Overview

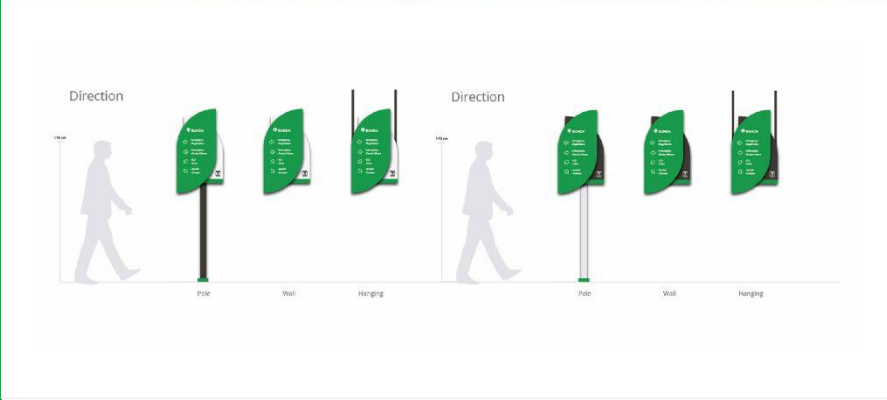
Sun & Sand Sports is the top sports retailer in Uni Emirat Arab. In 2023, they want to expand in Asia, so they open their 2nd store for Asia in Pondok Indah Mall 3, Indonesia.

### Services

Grand launching event  
Digital campaign  
Photo & video shoot

**SSS** Sun & Sand  
Sports





Bunda Hospital is one of the largest hospital groups in Indonesia. Located in Jakarta, Bunda focuses on services for mothers and children

#### Project Overview:

To commemorate Bunda Hospital's 40th anniversary, we were entrusted with revitalizing its brand identity. True to its name, "Bunda" (meaning "Mother"), the hospital had established a trusted legacy in maternity care. Our mission was to pay homage to this heritage while positioning the brand for its future growth as a provider of comprehensive healthcare services.

#### Services:

- Brand Identity
- Brand Strategy
- Market Research



BitHealth serves as Indonesia's first digital health provider specializing in technology. BitHealth drives through their passion, innovation, commitment, creativity, knowledge, experience, and technology.

#### Project Overview:

The IT department at Siloam was extensive, and as a result, they sought to market their products externally. Our responsibility was to craft a compelling identity that resonated with their target audience.

#### Services:

- Brand Identity
- Brand Strategy
- Web Development



# Lintasarta

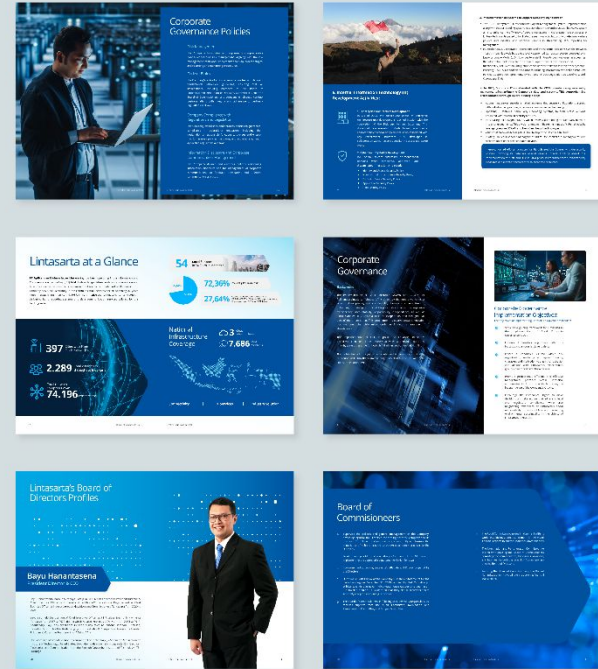
Lintasarta, Indonesia's premier IT solutions provider with over 1900 clients, seeks a dynamic new branding and communication strategy to lead the B2B and B2G sectors.

#### Project Overview:

Amid recent management and strategic changes, Lintasarta aimed to redesign its identity. Inspired by our work in 2018, the new design aligned with its parent company, PT Indosat Tbk, to achieve a cohesive brand image.

#### Services:

- Brand Identity
- Brand Strategy



# Lintasarta

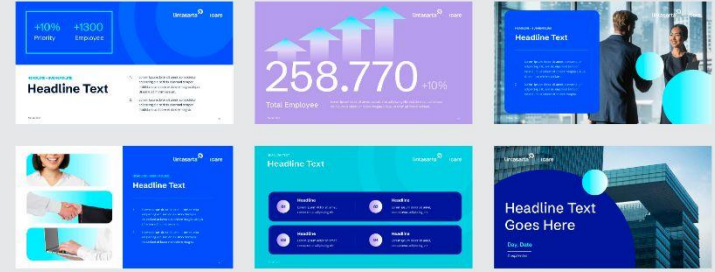
Lintasarta, Indonesia's premier IT solutions provider with over 1900 clients, seeks a dynamic new branding and communication strategy to lead the B2B and B2G sectors.

## Project Overview:

We designed Lintasarta's Annual Report, highlighting its role as a B2B IT solutions provider under Indosat. The project included photography, text, and layout, delivering a professional and engaging report.

## Services:

- Brand Identity
- Brand Strategy



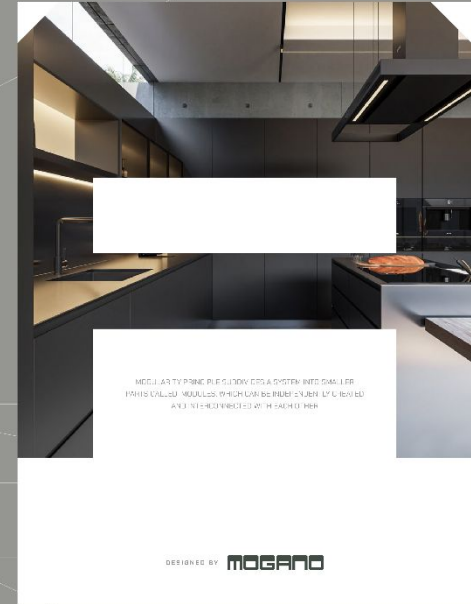
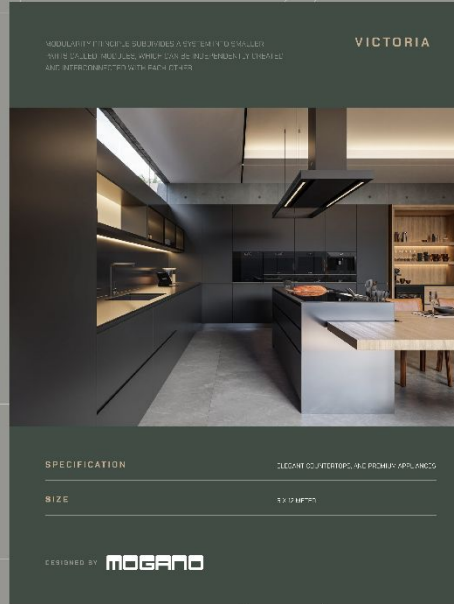
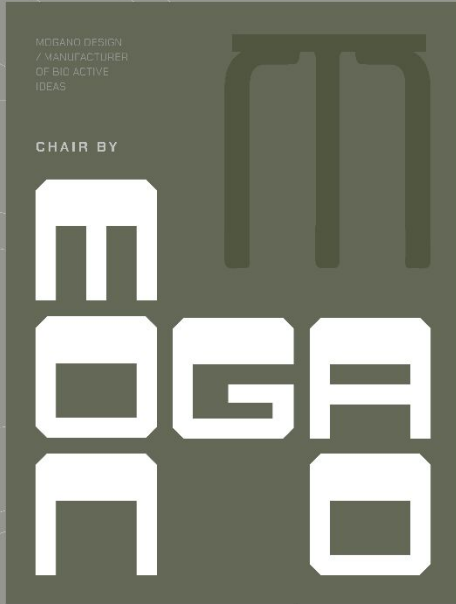
Employer branding project by Lintasarta is a strategic initiative designed to cultivate a workplace culture where employees feel genuinely valued and supported. This program emphasizes the company's commitment to employee well-being, professional growth, and recognition.

#### Project Overview:

Dreambox aimed to create an employer branding program that was memorable and easily implemented across internal programs. We initiated focus group discussions to highlight Lintasarta's core values.

#### Services:

- Brand Identity
- Brand Strategy



DESIGNED BY **MOGANO**

Mogano is a premium kitchen set maker that thrives through a mission to make designs where style meets functionality.

#### Project Overview:

The project with Mogano focused on developing a new brand identity through the creation of a distinctive logo and comprehensive visual branding. Our objective was to cultivate an exclusive aesthetic for a premium kitchen set brand.

#### Services:

- Brand Identity
- Brand Strategy
- Web Development

Softex<sup>®</sup>  
Natural Cool 

Naturally  
Cool You

Double Semangat Pulang Ngampus  
Saat Bebas Halangan

  
Daun Mint + Sirih



We Want Her  
**Confidence**<sup>®</sup>



#JalaniHari  
dengan**Confidence**

The Only **Confidence**<sup>®</sup>  
She Proudly Wears





**Sweety**

Hai Baby,  
Tahu banget ini ekspresi  
kamu lagi apa ❤️

Tenang Ada  
**Sweety**





UMN x Dreambox Masterclass:

# How to Crack Real Projects 2.0

Many talented creators struggle to  
secure real projects.

Sharing about  
Providing practical strategies  
to secure high-quality and  
sustainable projects.

# Our Agenda

1. Mindset
2. Build the “Great” Team
3. Understanding Client
4. The Portfolio
5. Timeline & Budgeting
6. Closing The Deal

Understanding  
what's truly important



# Mindset

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# Mindset

1. Personal Ambition/Vision
2. Team, Skills, Experience

Why should You  
get this project?

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# Build The “Great” Team

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## Build The “Great” Team

1. Identify Strength & Weakness (soft & hard skill)
2. Sharing The Same Vision
3. Communication
4. Trust



# Understanding Client

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## Understanding Brief (Client)

1. Understand what's truly important in a creative way
2. Define “**REAL**” brief
3. Define the success criteria



# The Portfolio that **Get the Deal**

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# The Portfolio that Get The Deal

1. Understand what's truly important
2. Portfolio Relevance

# Timeline & Budgeting

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# Timeline & Budgeting

1. Breaking down the scope of work
2. Be pessimistic with time
3. Overestimate Budget



# Closing The Deal

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# Closing The Deal

1. The right mindset
2. The right understanding
3. Confidence
4. Deliver your promise  
and clients dream



# Your Project Brief

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# Your Project Brief



**Ahlinya Makanan Bayi**

Milna is a baby food brand offering biscuits and cereals

The logo for Softex, featuring the word "Softex" in a blue, serif font with a small blue leaf-like icon above the 'x'.

**Softex®**

Softex is a leading personal care brand in Indonesia, specializing in feminine hygiene products.



Sun & Sand Sports is a leading sports retail brand offering a wide range of products for an active lifestyle, including apparel, footwear, and sports equipment from renowned global brands



**Ahlinya Makanan Bayi**

### **Background**

Milna is a baby food brand offering biscuits and cereals, enriched with AA, DHA, calcium, as well as vitamins and minerals to support brain development, immune system, and optimal baby growth.

### **Check out :**

Website : [www.milna.com](http://www.milna.com)

Instagram : [@milnaid](https://www.instagram.com/milnaid)

### **Objective:**

1. Create comprehensive design for offline, online with interactive media channel
2. Create a mascot / representative brand that resonate with characteristics Milna
3. Create activation / campaign mascot to attract social media audience

## **B2C Client**



Milna's target market is parents of babies and toddlers who seek nutritious food options to support their child's growth, brain development, and immune system. It is especially aimed at health-conscious families looking for high-quality baby biscuits and cereals.

## **Offline, Online & Interactive Media Channel**



## Background

Softex is a leading personal care brand in Indonesia, prioritizing comfort and protection in feminine hygiene products. With advanced technology, ultra-soft materials, and ergonomic designs, Softex is committed to innovation and women's health education, providing reliable and comfortable solutions.

## Check out :

Website : [www.softexindonesia.com](http://www.softexindonesia.com)

Instagram : [@softexpedia\\_id](https://www.instagram.com/softexpedia_id)

## Objective:

1. Create comprehensive design for offline, online with interactive media channel
2. Create activation / campaign to attract social media audience

## B2C Client



Softex Indonesia primarily focuses on feminine care products, including sanitary pads, pantyliners, and feminine wipes. Their target market consists of women aged 15–45, particularly students, professionals, and mothers who prioritize comfort, hygiene, and convenience. The brand appeals to health-conscious and active women looking for reliable, high-quality menstrual care solutions.

## Offline, Online & Interactive Media Channel



## Background

Sun & Sand Sports is a leading sports retail brand offering a wide range of products for an active lifestyle, including apparel, footwear, and sports equipment from renowned global brands. With a focus on innovation and the latest trends, Sun & Sand Sports supports sports enthusiasts and outdoor activity lovers in achieving their best performance.

## Check out :

Website HQ : [www.en-ae.sssports..com](http://www.en-ae.sssports..com)

Instagram : [@sssportsid](https://www.instagram.com/sssportsid)

## Objective:

1. Create comprehensive design for offline, online with interactive media channel
2. Develop an integrated media publication implementation strategy for Sun & Sand Sports' store branding to enhance the overall shopping experience.

**B2C Client**



Sun & Sand Sports primarily targets sports and fitness enthusiasts across the Indonesia. Their audience includes a mix of athletes, active lifestyle seekers, and casual sports shoppers.

**Offline, Online &  
Interactive Media  
Channel**



# Study Case 01

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# Bunda Brand Marketing Strategy

## Project Study Case

1. The brief
2. The vision & ideas
3. The plan
4. The presentation

# Pitch Deck Structure

1. Introduction Team background, works, client background, project goals
2. Research Client strength/weakness, competition, customer persona, fear & dream
3. Key Message Key Ideas, message
4. Activation Ideas Activities, channel role, deliverables, KPI, timeline, budget
5. Why you? Why should we choose you.



# Brand & Marketing Strategy

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Prepared by:  DREAMBOX®

# The **goal** of this project

How to build brand  
strategy?

How to build marketing  
strategy?

How to do campaign  
execution and evaluation?

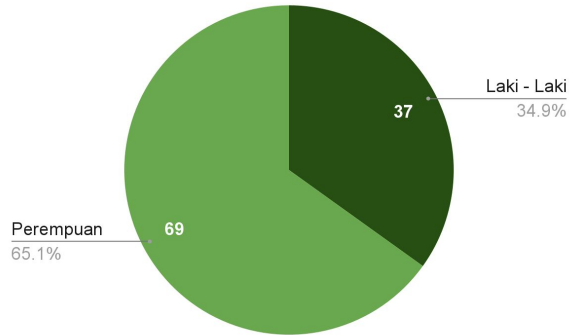
# Brand Image Survey

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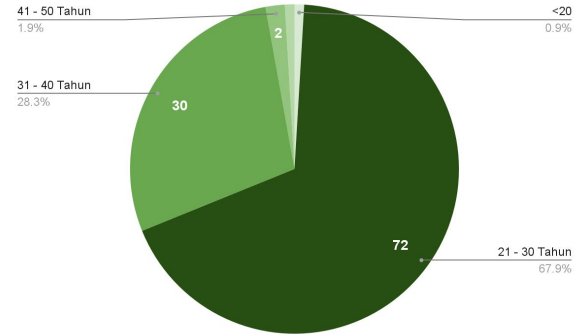
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# Brand Image Survey - Profil Responden (N=106)

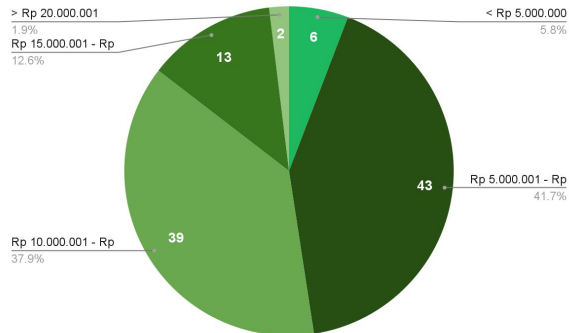
### Jenis Kelamin



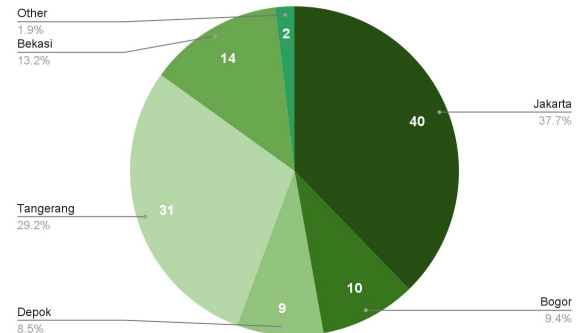
### Umur



### Rata-rata Pengeluaran Bulanan Rumah Tangga Anda



### Domisili



Apakah Anda Tau RS Bunda?

Spesialisasi RS Bunda yang terlintas di benak Anda?

Rumah sakit yang pertama kali terlintas ketika membutuhkan perawatan khusus untuk ibu dan/ anak!

**TIDAK**  
**26,4%**  
(28 Respondent)

**Ibu dan Anak**

Melahirkan

Persalinan

Kewanitaan

Women and Children

Hanya untuk bunda-bunda

Primaya      **RSPI**      Brawijaya      **Eka Hospital**

**Mitra Keluarga**      RSUD      EMC      **Siloam**

BMC      Mayapada Hospital      **Hermina**

Carolus      JWCC      RS Permata      Rs Yang Terdekat

Rumah sakit yang pertama kali terlintas ketika mengalami penyakit dalam!

Rumah sakit yang pertama kali terlintas ketika mengalami keluhan saluran kandung kemih & reproduksi!

Primaya      **RSPI**      RSUD      **Eka Hospital**

**Mitra Keluarga**      Mayapada Hospital      **EMC**

BMC      **Siloam**      Rs Pluit

RS Premier      Rs Yang Terdekat

BMC      Azra      **EMC**      Mayapada

Bethsaida      **Eka Hospitals**      **Mitra Keluarga**

Bunda      **RSPI**      RSUD      **Siloam**

Primaya      Rs Premier      Yang terdekat

# The Conclusion



Whether familiar or not, **all respondents acknowledge Rumah Sakit Bunda as a women's and children's hospital**



Majority of respondents **follow a hospital's social media account on Instagram**



Most respondents tend follow hospital's social media account **for the educational content**

# Brand Image Strategy

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Singapore  
General Hospital



**Cleveland Clinic**



Parkway Hospitals  
SINGAPORE

MAYO  
CLINIC



JOHNS HOPKINS  
MEDICINE

# Brand Architecture Model

## Monolithic

One brand creates a single powerful image, sometimes with a descriptor.



## Endorsed

Leading with a strong sub – brand but leveraging corporate brand as endorser.



## House of Brands

Decentralized companies targeting diverse markets.



# Benchmarking Analysis



myhealth 360

Symptoms can be confusing. Let us help.

Gleneagles Hospital



Noticed these red flags? It's time to consider knee replacement surgery.

- Severe wear and tear of the knee cartilage
- Persistent pain even after physiotherapy and hydrocortisone injections
- Limited mobility hindering daily activities

Speak to an orthopaedic specialist if you notice any of these symptoms.

Gleneagles Hospital



Proton beam therapy can be used to treat conditions such as:

- Brain tumours
- Spine tumours
- Liver cancer

Benefit from advanced medical solutions. Find out more about this treatment on our website!

Gleneagles Hospital



The best gift for Mum?

**Health.** Show how much you care by giving her a healthier tomorrow.

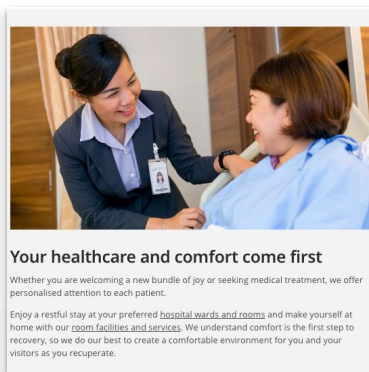
Book a health screening today

Gleneagles Hospital



Symptoms of breast cancer may fall under your radar.

Gleneagles Hospital



Your healthcare and comfort come first

Whether you are welcoming a new bundle of joy or seeking medical treatment, we offer personalised attention to each patient.

Enjoy a restful stay at your preferred hospital wards and rooms and make yourself at home with our **room facilities and services**. We understand comfort is the first step to recovery, so we do our best to create a comfortable environment for you and your visitors as you recuperate.

Gleneagles Hospital

## Gleneagles Hospital Singapore

Based on the IHH and Gleneagles website, Gleneagles specialises in offering diagnostics, surgical and imaging services.

Their tagline **“On Your Side”** emphasized how at Gleneagles they are one the patients side and advocates for them in their healthcare journey.

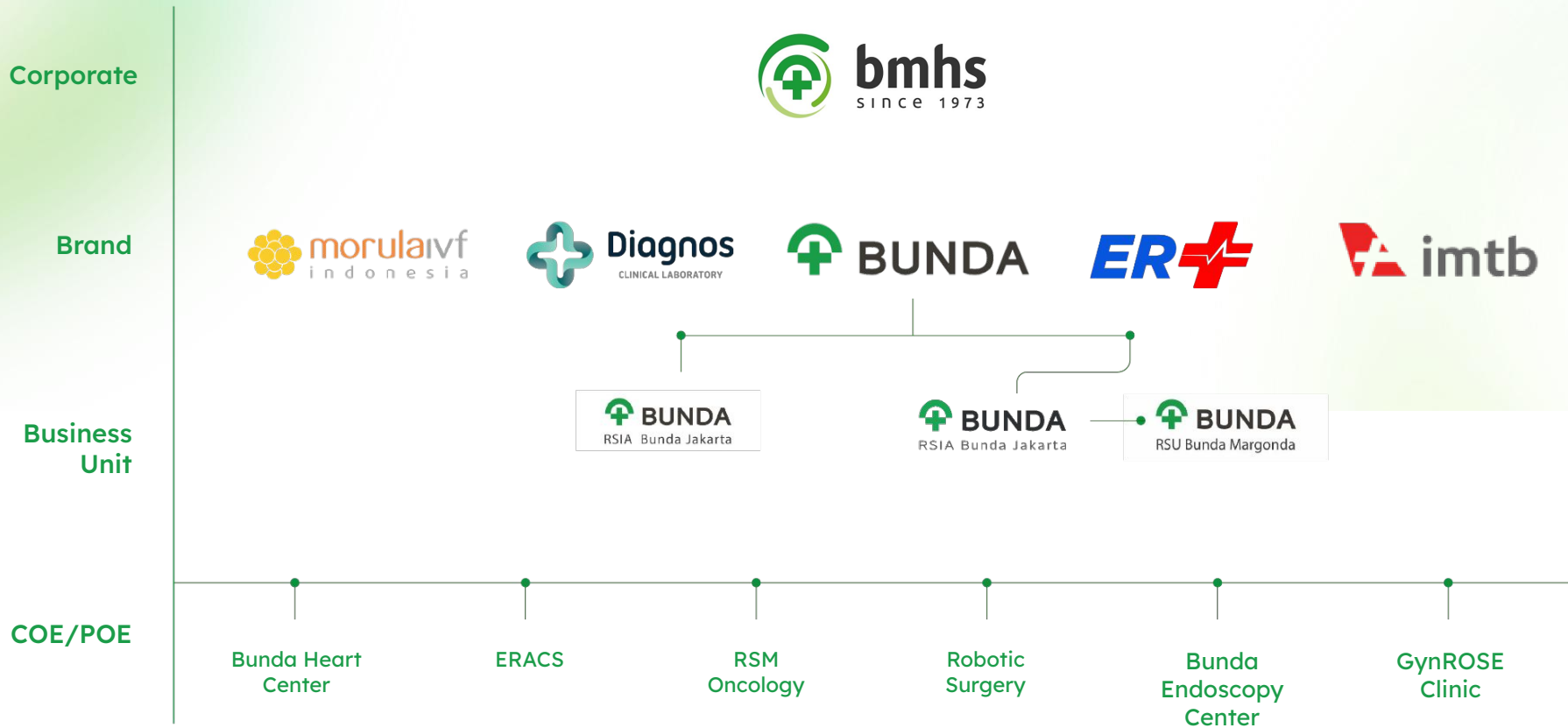
As a brand they often push and communicate they are compassionate and caring hospital who prioritizes their patients which goes well with how they specialise in diagnostics and use the tagline **“On Your Side”**

## Benchmarking Analysis



Parkway Hospitals owns three leading private hospitals with their own specialties. With three different hospitals owned by the same group, they individually build their own unique brand while still under the Parkway Brand.

# Current Brand Architecture



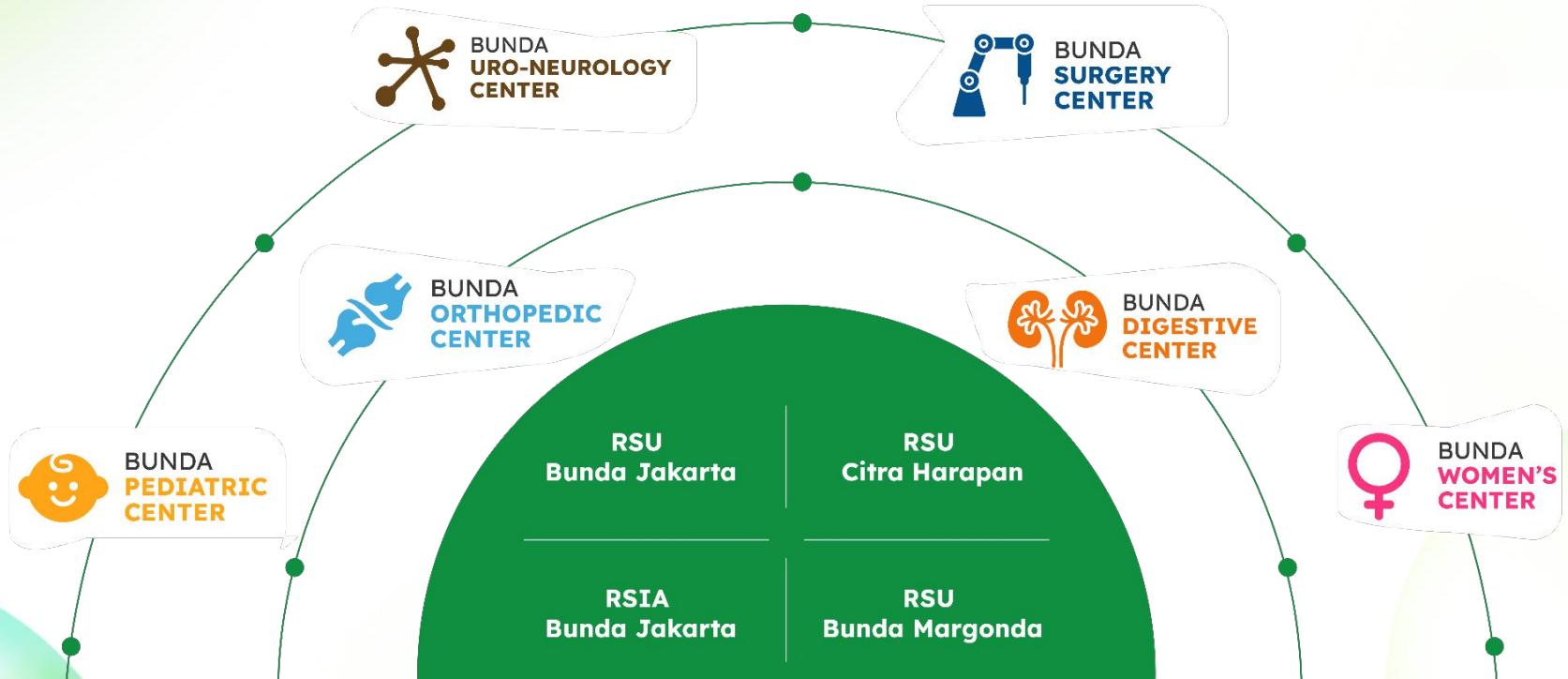
This is our  
quick win strategy!

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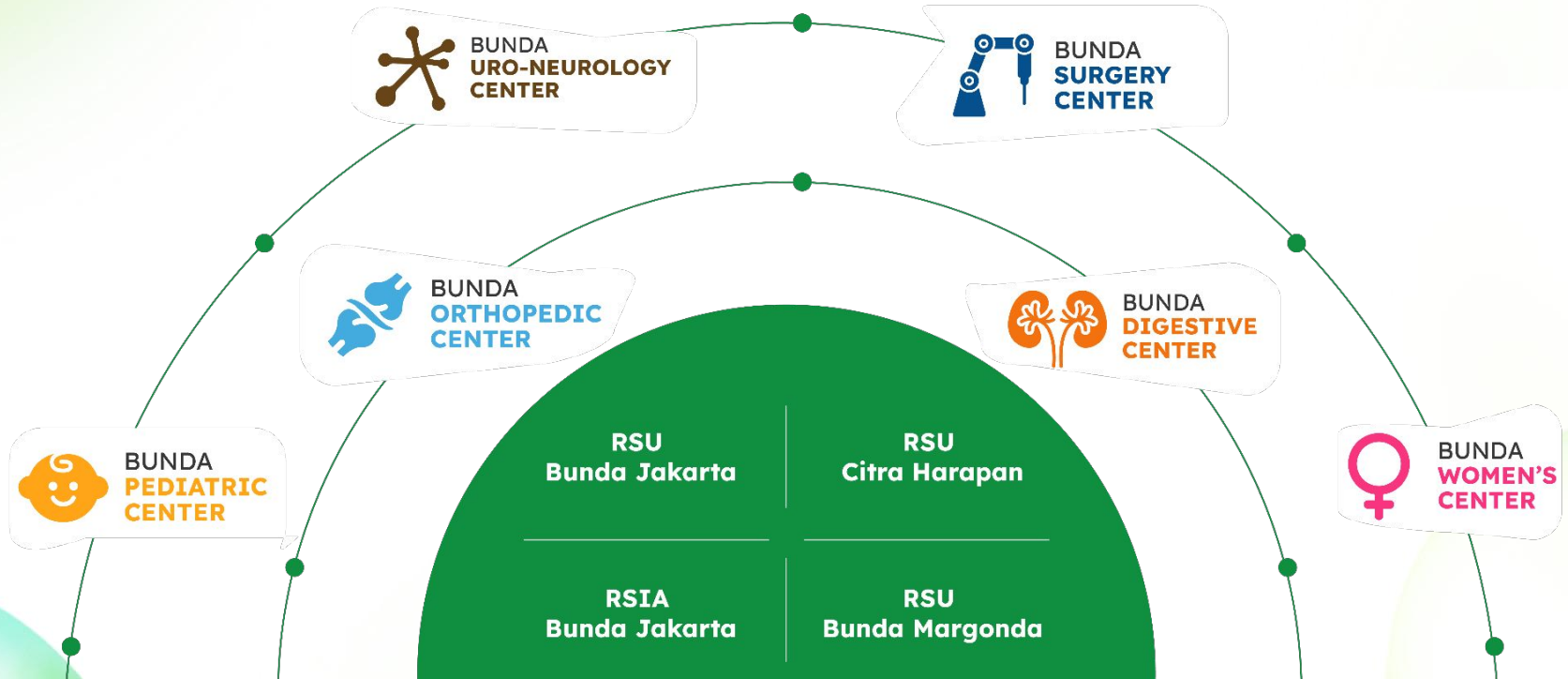
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# Focus on our branding

## The Center of Excellence



# Excellence in *Every Care*



# Suggestions Brand Architecture

Corporate



Brand



Business Unit



COE/POE



How do we communicate?

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First, who are we communicating with

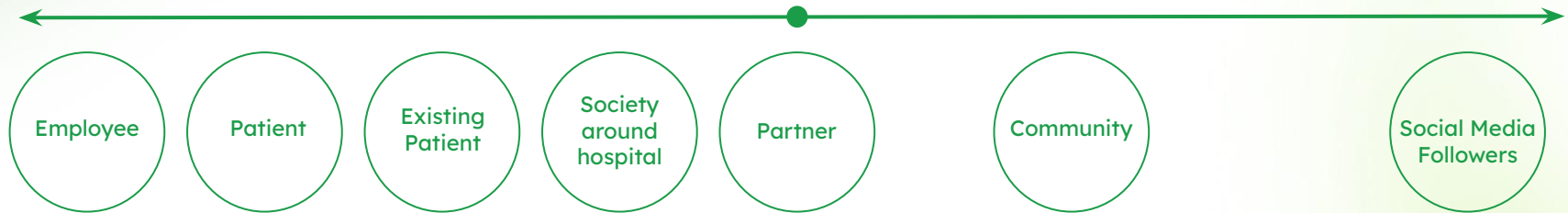
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# Our target audience

**High  
Engagement  
Audience**

**Low  
Engagement  
Audience**



# Our target audience

High Engagement  
Audience

## ← OFFLINE CHANNEL →

Billboard, Banner, Poster

Employee

Patient

Existing  
Patient

Society  
around  
hospital

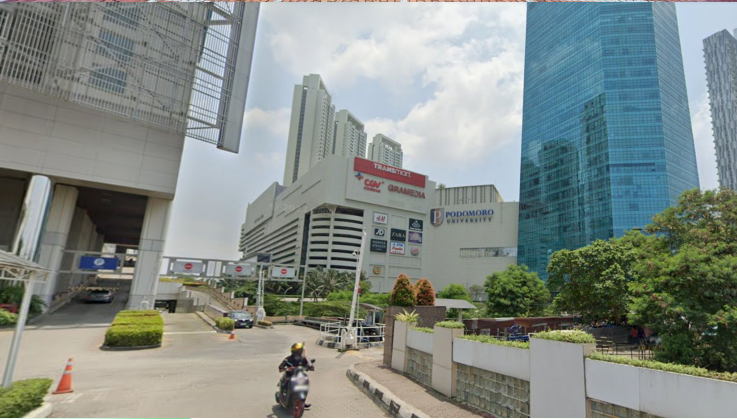
Partner

Community

Social Media  
Followers

Low  
Engagement  
Audience

# Learning from **Mall Strategy**



# Learning from **Mall Strategy**



**Even before anyone enters the mall,  
we know who the anchor tenants are!**



 **BUNDA**

  
**BUNDA  
WOMAN  
CENTER**

  
**BUNDA  
DIGESTIVE  
CENTER**

  
**BUNDA  
PEDIATRIC  
CENTER**

  
**BUNDA  
SURGERY  
CENTER**

  
**BUNDA  
ORTHOPEDIC  
CENTER**

  
**BUNDA  
URO-NEPHROLOGY  
CENTER**

# Our target audience

High  
Engagement  
Audience



**ONLINE CHANNEL**  
Press Release, Email Blast, Social Media Campaign



Low  
Engagement  
Audience

# KPI

(September - December 2023)

| Results                                    | Instagram   | Facebook  | TikTok  | YouTube  |
|--|---|---|---|--|
| <b>Current</b><br><b>(21 Agustus 2022)</b> | <b>34.4K</b><br><i>Followers</i>  | <b>1,449</b><br><i>Fans Page Likes</i>  | <b>30K</b><br><i>Fans Page Likes</i>  | <b>2.37K</b><br><i>Subscribers</i>                                 |
| <b>31 December 2023</b>                    | <b>100K</b><br><i>Followers</i><br><br><b>2M</b><br><i>Reach</i><br><br><b>50K</b><br><i>Engagement</i><br><br><b>20K</b><br><i>Link Clicks</i><br><br><b>X</b><br><i>Engaged Community</i><br><br><b>X</b><br><i>Engaged KOL</i> | <b>5K</b><br><i>Followers</i><br><br><b>100K</b><br><i>Reach</i><br><br><b>5K</b><br><i>Engagement</i><br><br><b>5K</b><br><i>Link Clicks</i> | <b>50K</b><br><i>Followers</i><br><br><b>2M</b><br><i>Views</i><br><br><b>50K</b><br><i>Likes</i> | <b>TBD</b><br><i>Subscribers</i><br><br><b>TBD</b><br><i>Views</i> |

# Deliverables

(September - December 2023)



6

Feed Post/Month

6

Reels Post/Month

12

Story/Month

2

Activity



Mirroring from Instagram



6

Video Post/Month (Mirroring IG)



2

Video Post/Month

# How to Evaluate?

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# Report Brand Collaboration

## Activity Milna x Zwitsal

**Educational Content**

**Exclusive package**

**Photo Competition**

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## Insight - Activity Content

**Post Insights**

March 10 at 8:40 AM

856 Likes, 125 Saves, 91 Comments, 159 Shares

**Overview**

- Accounts reached: 11,050
- Accounts engaged: 1,048
- Profile activity: 238

**Post Interactions** 1,231

- Likes: 856
- Saves: 159
- Comments: 125
- Shares: 91

**Profile activity** 238

- Profile Visits: 225
- Follows: 11
- External link taps: 2
- Call button taps: 0
- Email button taps: 0

**Reach** 11,050

Accounts reached: 11,050

Impressions: 14,116

- From Home: 12,304
- From Profile: 1,531
- From Other: 327
- From Explore: 96

Reach : 11,040

Impression : 14,109

Interactions : 1,230

Participant : 34

Likes : 855

Comments : 125

Shared : 91

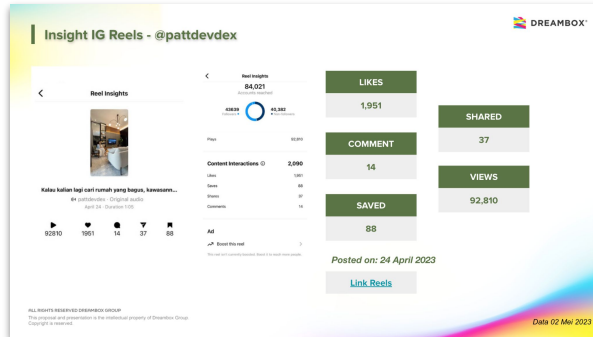
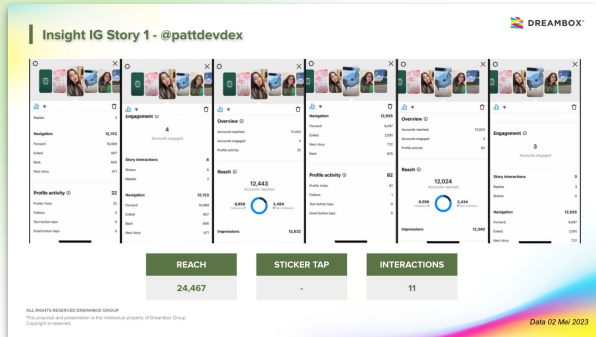
Saved : 194

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Link report: [Report Milna Brand Activation](#)

Full material will be share on presentation meeting

# Report KOL Activation



### KOL Insight - IG Reels

| KOL           | IG Reels     |            |            |            |                |                |
|---------------|--------------|------------|------------|------------|----------------|----------------|
|               | Like         | Comment    | Save       | Share      | Views          | Reach          |
| @bananalance  | 1,216        | 33         | 20         | 105        | 98,315         | 87,807         |
| @cindycandana | 1,144        | 4          | 42         | 41         | <b>145,210</b> | <b>124,024</b> |
| @pattdevdex   | 1,951        | 14         | 88         | 37         | 92,810         | 84,021         |
| @michimomo    | <b>2,988</b> | <b>231</b> | <b>110</b> | <b>206</b> | 127,159        | 106,504        |
| <b>Total</b>  | 7,299        | 282        | 260        | 389        | 463,502        | 402,356        |

**Key takeaways:**

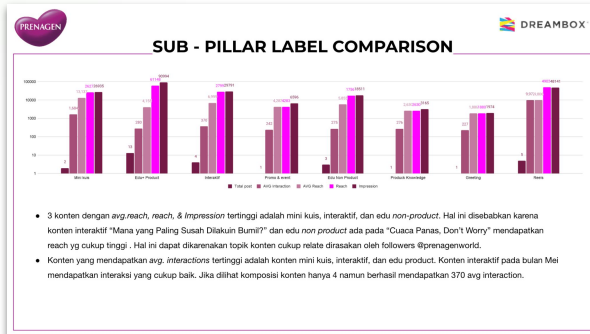
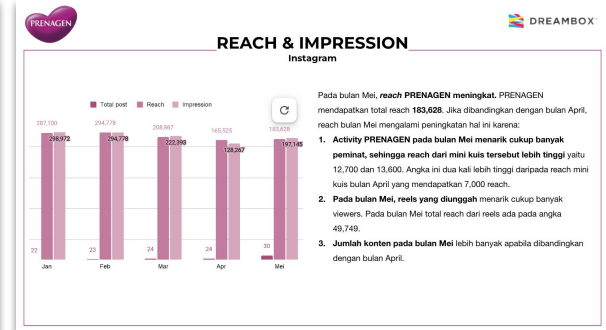
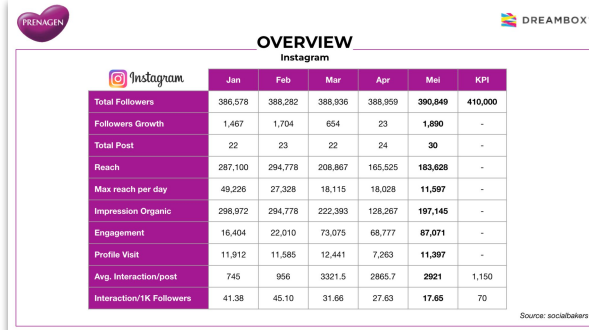
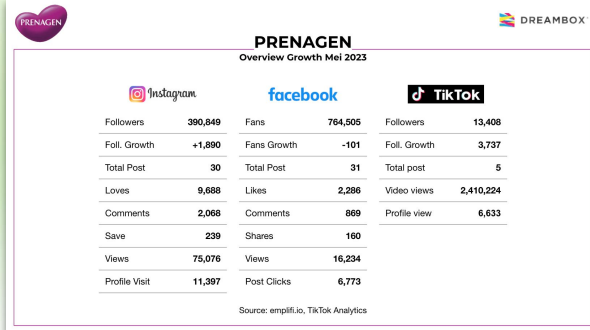
- ✓ Konten yang mendapatkan views tertinggi adalah konten milik KOL @cindycandana dan @michimomo. Hal ini disebabkan karena adanya kolaborasi konten yang dilakukan dengan official IG Alam Sutera.
- ✓ Konten yang bisa mendapatkan interaksi tertinggi adalah konten milik KOL @michimomo dengan 2,988 likes, 231 comments, 110 saves, 206 shares.

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Link report: [Report KOL Activation](#)

Full material will be share on presentation meeting

# Report Social Media Monthly Report



Link report: [Report Social Media Monthly Report](#)

Full material will be share on presentation meeting



# RS Bunda

# Identity Suggestion

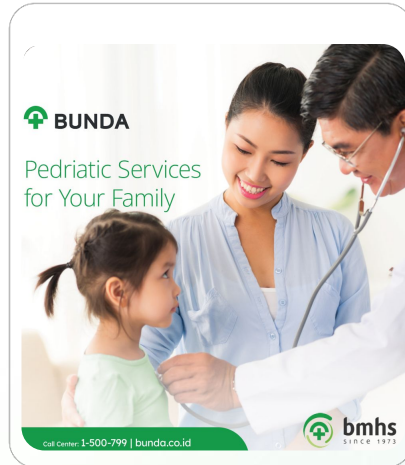
# Visual Identity research: RS BUNDA

# RS BUNDA Visual Design Journey

2016 - 2023

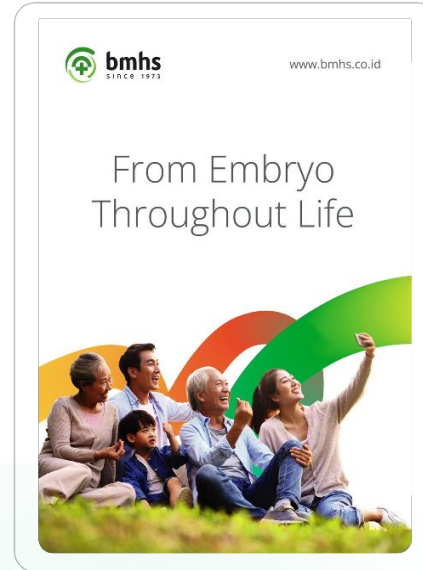
## 2016

We're Starting the  
journey



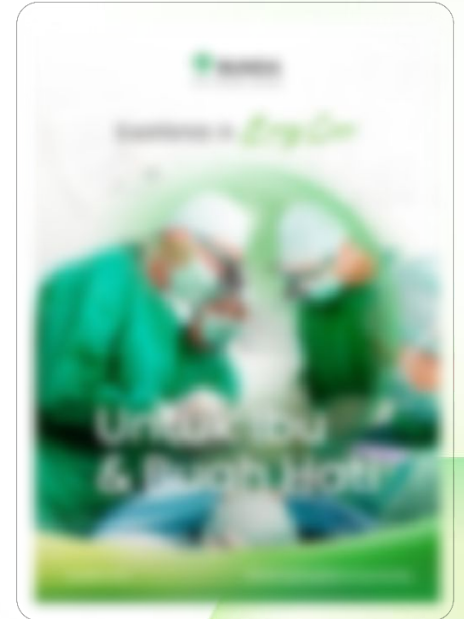
## 2021

Continuity of Care  
Growth and Journey to Achievement



## 2023

Universe of Excellence



Meet Our New Concept

# Bunda Universe

Harmonizing an Excellent Patient Journey  
to Holistic Healthcare System

Enhance the RSIA Bunda reputation and credibility in those particular fields.  
Attract more patients *seeking specialized care.*

Visual System

# *Hello to* **Bunda Universe**

---

## **The Circle of Life**

Nurturing life and continuity. The circle shape represent care, illustrating how protection surrounds your family and caring what is within.

A photograph of a young child sitting on a white, shaggy rug. The child is wearing a white short-sleeved shirt and is smiling broadly, looking slightly to the right. The child's hands are resting on their feet. The background is a bright, out-of-focus room with white curtains. A large, semi-transparent yellow circle is overlaid on the image, framing the child and the text.

Excellence in *Pediatrics*

A woman with long dark hair, wearing a white t-shirt and white leggings, is sitting in a meditative lotus position on a light-colored wooden floor. She has her eyes closed and a gentle smile, with her hands resting on her abdomen. Behind her is a large, semi-transparent pink circle. The background is a bright, minimalist room with a large window on the left. The overall mood is peaceful and serene.

Excellence in

*Womens Health*



Excellence in *Orthopedics*



Excellence in *Digestive System*



Excellence in *Urology*



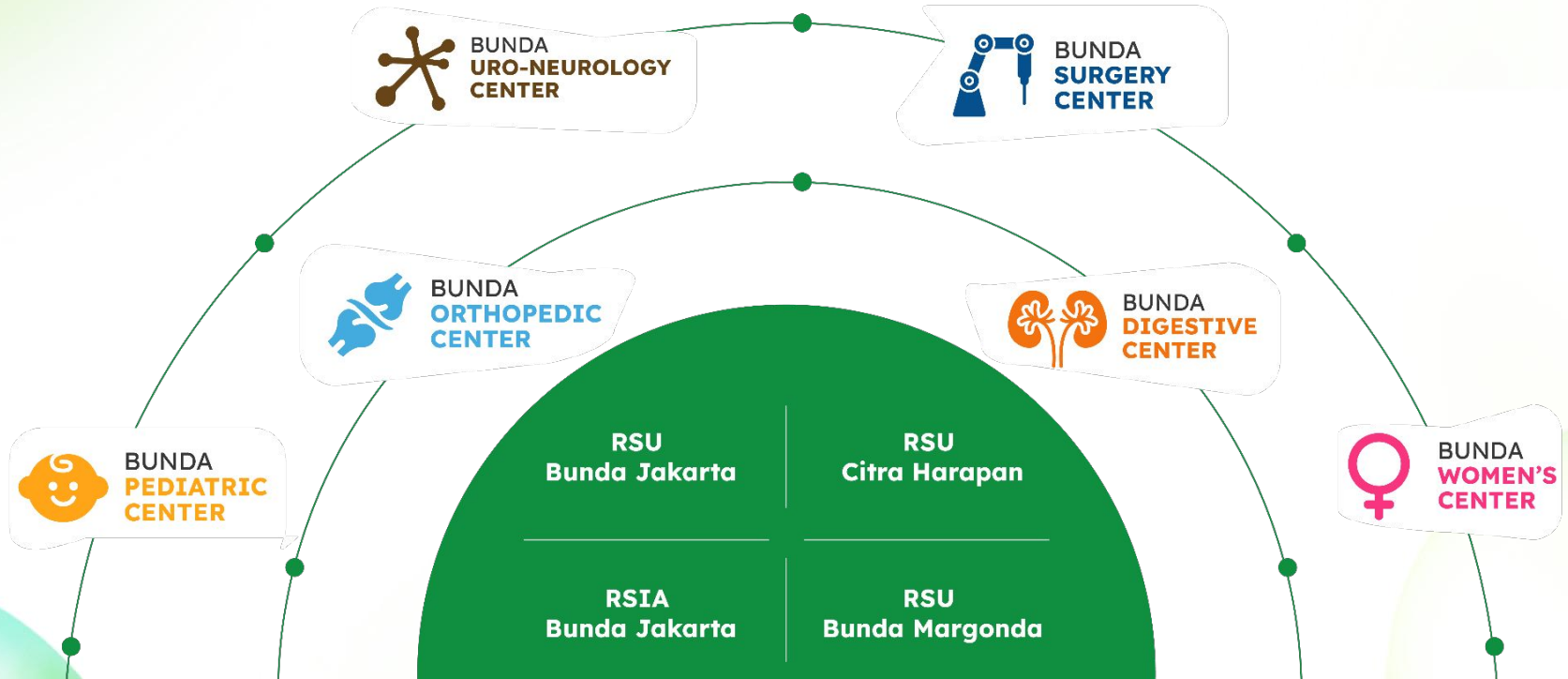
Excellence in *Surgery*

# Excellence in *Every Care*

It's a complete design framework that's specifically designed for RSIA Bunda Hospital.  
The main focus is on **creating holistic, consistent and strong visual system.**

# Focus on our branding

## The Center of Excellence





**Total Knee Replacement  
Lebih Yakini**  
*Bersama Sang Ahli*



onebunda.com

Excellence in *Every Care*



**Operasi ERACS  
Lebih Tenang**  
*Bersama Sang Ahli*



onebunda.com

Excellence in *Every Care*



**Urusan Si Kecil  
Lebih Yakini**  
*Bersama Sang Ahli*



onebunda.com

Excellence in *Every Care*



**Operasi Usus Buntu  
Jadi Tenang**  
*Bersama Sang Ahli*



onebunda.com

Excellence in *Every Care*

# Center of Excellence Color Scheme

Bunda  
Digestive  
Center

Bunda  
Pediatric  
Center

Bunda  
Woman  
Center

Bunda  
Surgery  
Center

Bunda  
Uro-  
Neurology  
Center

Bunda  
Orthopedic  
Center



## Total Knee Replacement Lebih Yakin

*Bersama Sang Ahli*



Bunda  
Orthopedic  
Center

onebunda.com

Excellence in *Every Care*



### Welcoming with warmth and trust

Penggunaan figur yang *fit* dan ceria dan *tone* warna yang dapat merepresentasikan kepercayaan dan profesionalitas Bunda Orthopedic Center yang dapat diandalkan.

### Soothing Blue

Represents trust, calmness, and reliability.



## Operasi Usus Buntu Jadi Tenang *Bersama Sang Ahli*



Bunda  
Digestive  
Center

onebunda.com

Excellence in *Every Care*



### Channeling Optimism

Menampilkan figur dengan kesan positif dan antusias yang percaya dan optimis dengan layanan yang akan didapatkan dari Bunda Digestive Center di RS Bunda.



### Hope Orange

Defines energy, enthusiasm, and optimism.



BUNDA  
PEDIATRIC  
CENTER

Urusan Si Kecil  
Lebih Yakin  
*Bersama Sang Ahli*



Bunda  
Pediatric  
Center

onebunda.com

Excellence in *Every Care*



BUNDA  
PEDIATRIC  
CENTER

Nurturing with care  
and joy

Bentuk ekspresikan kebahagiaan dihadirkan dalam visual. Tone warna cerah dan bersemangat serta segar membaur harmonis, menciptakan atmosfer yang penuh kehangatan dan positif.



Sunshine Yellow

A bright and cheerful yellow color that represents positivity, energy, and warmth.



# Operasi ERACS Lebih Tenang *Bersama Sang Ahli*



onebunda.com

Excellence in *Every Care*

Bunda  
Woman  
Center



BUNDA  
WOMEN'S  
CENTER

## Encouraging Women's Growth and Care

Menggunakan *image* dengan *ambience* yang harmonis dan menenangkan. *Image* juga menampilkan figur wanita dan menggunakan *tone* warna yang representatif untuk wanita.



### Blush Pink

Symbolizes healing,  
growth, and harmony.

# Design Implementation



 **BUNDA**

  
**BUNDA  
WOMAN  
CENTER**

  
**BUNDA  
DIGESTIVE  
CENTER**

  
**BUNDA  
PEDIATRIC  
CENTER**

  
**BUNDA  
SURGERY  
CENTER**

  
**BUNDA  
ORTHOPEDIC  
CENTER**

  
**BUNDA  
URO-NEPHROLOGY  
CENTER**

The Center of  
Excellence



BUNDA  
URO-NEUROLOGY  
CENTER



BUNDA  
DIGESTIVE  
CENTER



BUNDA  
ORTHOPEDIC  
CENTER



BUNDA  
SURGERY  
CENTER



BUNDA  
WOMAN  
CENTER



BUNDA  
PEDIATRIC  
CENTER

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Excellence in *Every Care*



BUNDA  
URO-NEUROLOGY  
CENTER

Operasi Batu Ginjal  
Lebih Tenang

*Bersama Sang Ahli*



onebunda.com

Excellence in *Every Care*

**BUNDA  
PEDIATRIC  
CENTER**

**Urusan Si Kecil  
Lebih Yakin**  
*Bersama Sang Ahli*



onebunda.com Excellence in *Every Care*

**BUNDA  
DIGESTIVE  
CENTER**


**Operasi Usus Buntu  
Jadi Tenang**  
*Bersama Sang Ahli*



onebunda.com Excellence in *Every Care*

**BUNDA  
ORTHOPEDIC  
CENTER**

**Total Knee Replacement  
Lebih Yakin**  
*Bersama Sang Ahli*



onebunda.com Excellence in *Every Care*

**BUNDA  
WOMEN'S  
CENTER**

**Operasi ERACS  
Lebih Tenang**  
*Bersama Sang Ahli*



onebunda.com Excellence in *Every Care*

**BUNDA  
URO-NEUROLOGY  
CENTER**

**Operasi Batu Ginjal  
Lebih Tenang**  
*Bersama Sang Ahli*



onebunda.com Excellence in *Every Care*

**BUNDA  
SURGERY  
CENTER**

**Apapun Operasinya  
Lebih Tenang**  
*Bersama Sang Ahli*



onebunda.com Excellence in *Every Care*





**Operasi Batu Ginjal  
Lebih Tenang**  
*Bersama Sang Ahli*



onebunda.com

Excellence in *Every Care*



**Total Knee Replacement  
Lebih Yakin**  
*Bersama Sang Ahli*



onebunda.com

Excellence in *Every Care*



**Apapun Operasinya  
Lebih Tenang**  
*Bersama Sang Ahli*



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BUNDA  
PEDIATRIC  
CENTER

Urusan Si Kecil  
Lebih Yakin

*Bersama Sang Ahli*



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Excellence in *Every Care*



BUNDA  
ORTHOPEDIC  
CENTER



BUNDA  
DIGESTIVE  
CENTER



BUNDA  
PEDIATRIC  
CENTER



BUNDA  
WOMEN'S  
CENTER



BUNDA  
SURGERY  
CENTER



BUNDA  
URO-NEUROLOGY  
CENTER





BUNDA  
WOMEN'S  
CENTER

Operasi ERACS  
Lebih Tenang

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CENTER

Operasi Usus Buntu  
Jadi Tenang

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BUNDA  
ORTHOPEDIC  
CENTER

Total Knee Replacement  
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Excellence in *Every Care*



# SEO Strategy

# Project Goals & Objectives

## Goals

- Building brand awareness of Bunda's Center of Excellence.
- Generating potential leads for Bunda's Center of Excellence.

## Objectives

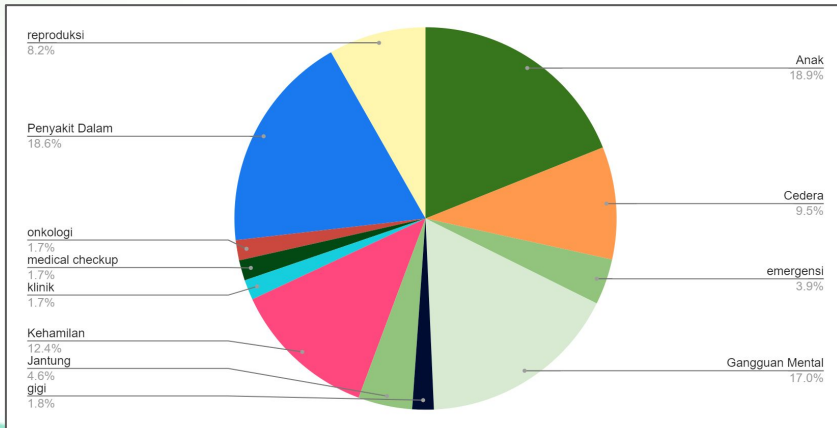
- Increasing traffic to Bunda's Centers of Excellence.
- Managing ownership of keywords related to Bunda's Centers of Excellence.
- Enhancing clicks to OneBunda.

# Current Condition

## SEO Overview [Bunda.co.id](https://www.bunda.co.id)



## Top Keyword Composition



- Bunda's organic traffic is **136,952 session** in July.
- Keywords related to children services, internal diseases, and reproduction are well recognized by users.
- Not all of Bunda's Centers of Excellence are included in these top keywords.
- Need to dominate CoE-related keywords to ensure that incoming traffic aligns with Bunda Hospital's target users.

# Potential Keywords

Here are the potential keywords based on Bunda's Center of Excellence and Product of Excellence:

| Bunda Uro-Neurology Center |      |                        |      |          |
|----------------------------|------|------------------------|------|----------|
| No                         | PoE  | Keyword                | SV   | Position |
| 1                          | ESWL | Pengobatan batu ginjal | 1700 | 84       |
| 2                          | URS  | Laser batu ginjal      | 1000 | NA       |
| 3                          | TURP | Pembesaran prostat     | 1200 | 93       |

| Bunda Pediatric Center |                        |                              |      |          |
|------------------------|------------------------|------------------------------|------|----------|
| No                     | PoE                    | Keyword                      | SV   | Position |
| 1                      | Pediatric Endoscopy    | Infeksi pencernaan pada anak | 500  | NA       |
| 2                      | Pediatric Bronchoscopy | Infeksi saluran pernapasan   | 4900 | NA       |
| 3                      | Layanan NICU           | Ruangan NICU                 | 150  | 28       |

| Bunda Surgery Center |                   |                    |      |          |
|----------------------|-------------------|--------------------|------|----------|
| No                   | PoE               | Keyword            | SV   | Position |
| 1                    | Tumor excision    | Operasi tumor      | 300  | NA       |
| 2                    | Appendectomy      | Operasi usus buntu | 500  | 15       |
| 3                    | Haemoroid Stapler | Operasi ambeien    | 4800 | NA       |

The recommended keywords to use are keywords that **represent the diseases related to the services** provided by Bunda's Center of Excellence.

# Keyword Position Projection

Here are the projected position of the targeted keywords from Bunda's Centers of Excellence for the period of September 2023 to September 2024.

| CoE                        | Keyword                      | Vol  | Position |     |     |     |     |     |     |     |     |     |     |     |      |
|----------------------------|------------------------------|------|----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|------|
|                            |                              |      | Sept     | Oct | Nov | Dec | Jan | Feb | Mar | Apr | May | Jun | Jul | Ags | Sept |
| Bunda Uro-Neurology Center | Pengobatan batu ginjal       | 1700 | 84       | 80  | 73  | 65  | 50  | 43  | 30  | 26  | 22  | 16  | 11  | 9   | 5    |
|                            | Laser batu ginjal            | 1000 | NA       | 65  | 58  | 45  | 40  | 32  | 26  | 21  | 17  | 12  | 8   | 7   | 3    |
|                            | Pembesaran prostat           | 1200 | 93       | 87  | 70  | 65  | 55  | 49  | 42  | 38  | 25  | 19  | 15  | 10  | 6    |
| Bunda Pediatric Center     | Infeksi pencernaan pada anak | 500  | NA       | NA  | 66  | 52  | 38  | 29  | 26  | 19  | 15  | 10  | 8   | 6   | 5    |
|                            | Infeksi saluran pernapasan   | 4900 | NA       | NA  | 60  | 55  | 42  | 35  | 28  | 17  | 12  | 10  | 9   | 6   | 4    |
|                            | ruangan NICU                 | 150  | 28       | 25  | 20  | 17  | 15  | 15  | 12  | 10  | 9   | 8   | 4   | 3   | 1    |
| Bunda Surgery Center       | Operasi tumor                | 300  | NA       | 82  | 68  | 53  | 44  | 37  | 28  | 20  | 15  | 12  | 9   | 5   | 2    |
|                            | Operasi usus buntu           | 500  | 15       | 12  | 11  | 9   | 7   | 7   | 5   | 5   | 4   | 3   | 3   | 2   | 1    |
|                            | Operasi ambeien              | 4800 | NA       | 98  | 83  | 77  | 65  | 53  | 44  | 37  | 20  | 14  | 8   | 7   | 7    |

Note: The above data is an estimated position of targeted keywords and may change at any time to adapt to the situation and conditions of the search engine.

# Traffic Projection

The traffic projection is an estimated traffic of Bunda's website. The traffic projection may change at any time to adapt to the situation and conditions of the search engine algorithm.

## Bunda Website

One year traffic projection

| Sept 2023 | Oct 2023 | Nov 2023 | Dec 2023 | Jan 2024 | Feb 2024 | Mar 2024 | Apr 2024 | May 2024 | Jun 2024 | Jul 2024 | Agsts 2024 | Sept 2024 |
|-----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|----------|------------|-----------|
| 145,060   | 156,664  | 172,331  | 193,011  | 218,102  | 250,817  | 275,899  | 325,561  | 390,673  | 484,434  | 557,099  | 657,377    | 788,853   |
| 5.00%     | 8.00%    | 10.00%   | 12.00%   | 13.00%   | 15.00%   | 10.00%   | 18.00%   | 20.00%   | 24.00%   | 15.00%   | 18.00%     | 20.00%    |

The Total Organic Traffic from  
September 2023 to September 2024

will increase

**4,615,880**

sessions.

# How to Track KPI

## CoE's Traffic

Evaluating the specific traffic coming from the pages of Bunda's Centers of Excellence.

## Traffic Projection

Based on the conducted traffic projection, this data will serve as the foundation for achieving the targeted monthly traffic on Bunda's website.

## Keyword Ranking Projection

Conduct weekly and monthly monitoring of keywords to track the positions of targeted keywords for Bunda's Centers of Excellence pages.

The basis for these positions is determined by the keyword projections that have been carried out.

## OneBunda Total Click

Tracking the total clicks entering the OneBunda page through the CTAs located on the Centers of Excellence pages.

Click tracking to OneBunda will be done using Google Tag Manager (GTM).

# Why should you choose





**Truly Understand  
Bunda**



**We give 110%**



**We are the most  
budget efficient**



# Study Case 02

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# Morigro by Morinaga Indonesia

## Project Study Case

1. The brief
2. The vision & ideas
3. The plan
4. The presentation



# Branded & Representative Brand Through AI Mascot

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モリグロ  
**morigro**



# Mascot Development

#AnakLahapGROMAXimalAKTIF

Prepared by  **DREAMBOX®**



**Morinaga Morigro is a growth formula for children 1-12, designed to support healthy growth, development, immunity and increase appetite with its GROMAX formula.**

**Target Audience:**

- Parents of children aged 1-12 years, particularly those struggling with picky eating.
- Moms who prioritize nutrition, health, and growth but need help ensuring their child gets enough food and nutrition.

**Pain Points:**

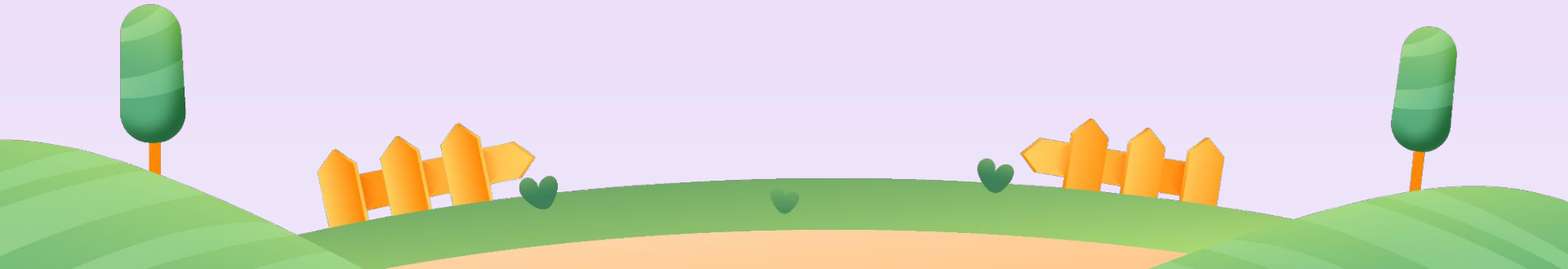
- Children's picky eating difficulty in eating a balanced diet.
- Concerns about growth, nutrition, and cognitive development.

**Brand Promise:** Bantu Optimalkan Nutrisi Anak

**Hashtag:** #AnakLahapGROMAXimal

**Brand Personality:** Hero & Caregiver (reliable, helpful, competent, caring, nurturing)

**Then, we need to give  
our mascot a purpose**





## Basic Purpose

- Brand Representation
- Engagement with Audience
- Educational Purpose



## Emotional Connection

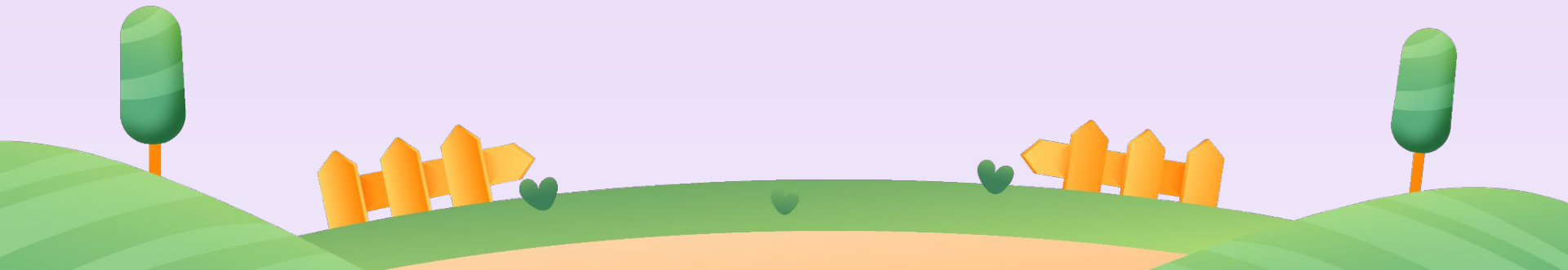
The mascot embodies a child's curiosity and excitement, making it relatable for parents. As it explores healthy eating, it reassures parents that they are making the right choices for their kids.



## Messaging

The mascot communicates the benefits of the milk formula in supporting growth and healthy choices through its fun-filled journey of discovering nutrition and good habits.

**Next, what's our mascot's  
personality like?**



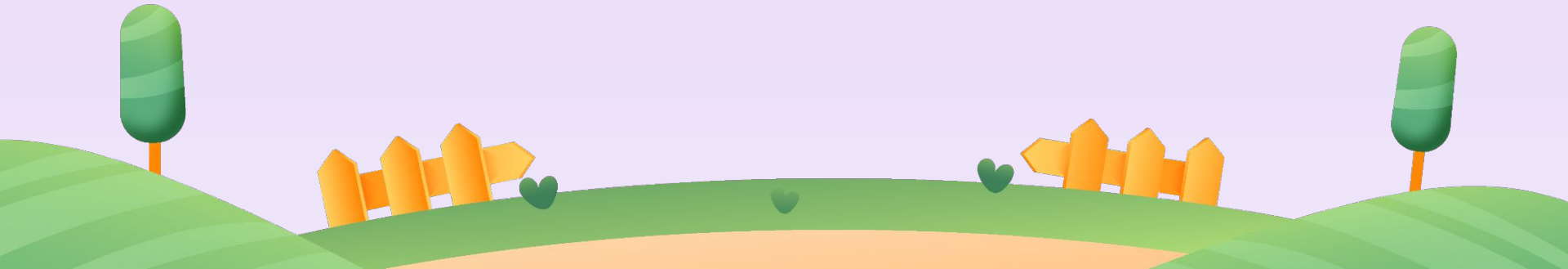
**Playful &  
Energetic**

**Curious  
Explorers**

**Friendly  
Helpers**

Speaks in a friendly, cheerful, and reassuring voice, using simple language that both kids and moms can understand. He says things like, "Eating right is fun! Let's grow healthy together!"

**After that, we need to decide  
what form our character will take**



# Launch Campaign Journey

Phase

Pre - Launch

Launch

Post Launch

Goal

To build excitement, anticipation, and curiosity about the upcoming launch.

Introduce Meri & Mori through digital and offline activations

Maintaining the awareness of Meri & Mori

Activation

Online:

- Short video teaser
- Giveaway Activity

Online:

- Mascot Reveal
- Giveaway Activity
- KOL/Influencer Activation

Online:

- Digital Activation
- Storytelling Series

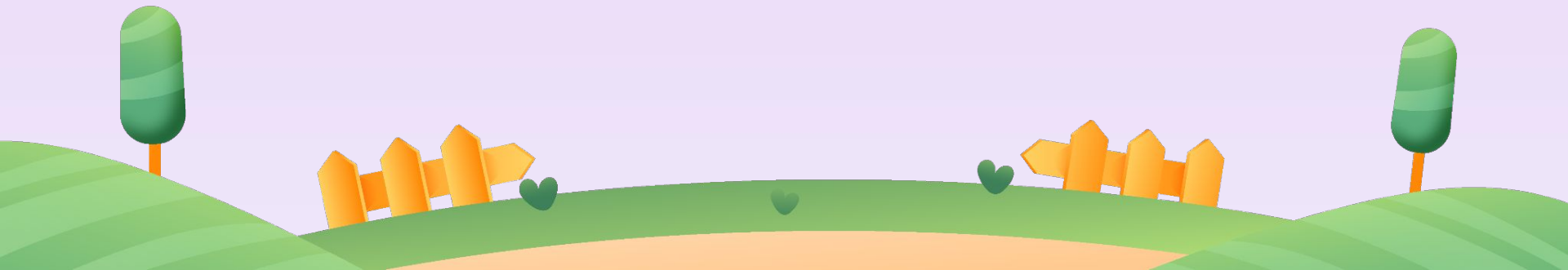
Offline:

- Play Date with Meri Mori
- In-store Promotion
- Limited Edition Packaging

Offline:

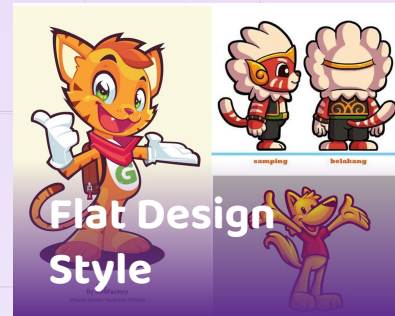
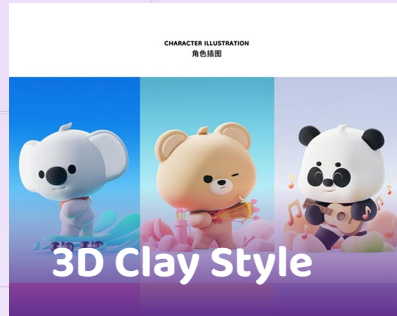
- Branded Merchandise


# Visual Study Case



# There are several visual mascot trends that we can implement for Morinaga brand.

\*Source : [business.pinterest.com/](https://business.pinterest.com/) & etc





**We conducted a  
survey  
about our mascot  
style**

# 30

## Respondents



**FEMALE** 60%

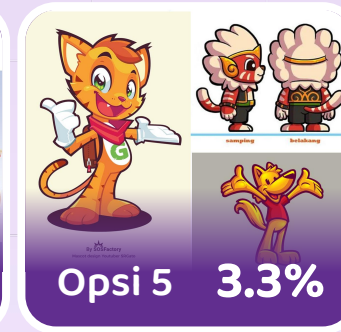
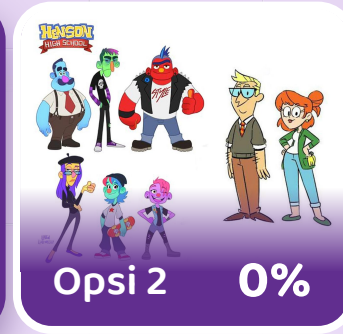


**MALE** 40%



# PERTANYAAN 1

Style mascot mana yang lebih **eye catching** dan **kekinian**?



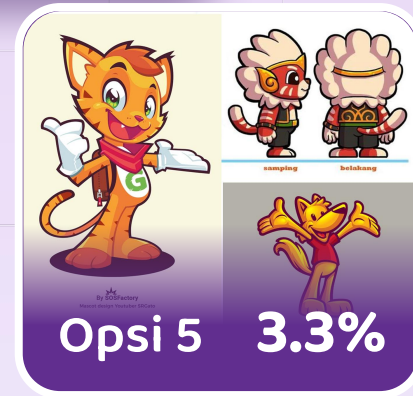
## PERTANYAAN 2

*Style mascot* mana yang dapat **merepresentasikan** sebuah produk *brand* susu formula?



## PERTANYAAN 3

*Style mascot* mana yang lebih dapat merepresentasikan tumbuh kembang anak yang aktif?



## PERTANYAAN 4

Menurut kamu, apakah sebuah *design mascot* dapat memberikan **“soul”** terhadap sebuah *brand*?

Ya

Tidak

# Conclusion

Style mascot  
mana yang lebih  
***eye catching***  
dan **kekinian?**



Style mascot mana  
yang dapat  
**merepresentasikan**  
**sebuah produk *brand***  
**susu formula?**



Style mascot mana  
yang lebih dapat  
**merepresentasikan tumbuh**  
**kembang anak yang aktif?**



We draw inspiration  
from **3D Realistic  
Illustration** and give a  
touch of the **Morigro  
brand's signature**





**Goal**

**Grow Beyond Limits,  
Active More!**



**It's Show Time!**

Meet our *first look* for Morigro Friends

# mori & meri






Hi,

Aku **meri**

 Meri  
Aku selalu mau mencoba hal-hal baru, tapi saat ini aku paling suka menari.

 Meri  
**Namaku Meri**  
Aku tinggal di kota Alam Sutera. Mama selalu mendukungku untuk menjadi anak yang aktif & sehat, jadi aku selalu minum susu morigro.



**Hobby**

**Bermain sepatu roda dan berlatih tarian ballet**



Hi!

Aku **mori**



 Mori

Mori namaku...  
Aku suka pengen tau  
banyak hal. Aku sering  
diomelin Mommy  
karena suka lari-lari  
dan lompat di kasur ><



 Mori

Aku tinggal di Menteng  
Aku bermain ga kenal  
waktu dan aku punya  
banyak teman.  
Makanan favoritku  
apa aja yang dimasak  
mommy. Aku lahap  
karna minum Morigro!

**Hobby**

**Jadi  
Avenger**



meri

# AnakLahap  
GROMAXimalAktif



Meet our *second look* for Morigro Friends

# Gio & Gia





## Hobby

**Main futsal  
bersama teman**



Gio

Hai, aku Gio.

Rumahku di BSD,  
saat ini aku paling  
suka main futsal  
bersama temanku.

Hi,

Aku **Gio**



Gio

Walaupun aku  
sering berolahraga,  
aku selalu minum  
susu morigro agar  
selalu berenergi  
dan semangat  
dalam menjalani  
aktivitas sehari-hari

## Hobby

Lari ngacak - ngacak  
dapur cari makanan  
& gangguin mommy

 Gia

Aku selalu  
cranky kalau  
makan makanan  
yang bukan  
favorit aku >.<



Hi,

Aku **Gia**



 Gia

Aku Gia.  
Aku tinggal di kota  
Jakarta. Makanan  
favoritku adalah  
creamy soup salmon.  
Setiap hari aku selalu  
berenergi karena  
rajin minum Morigro



Gia



 **KALBE**  
Nutritional



モリグロ  
**morigro**

Gio

**# AnakLahap**  
**GROMAXimalAktif**



# Gio Pose Set



# Mori Pose Set



# Meri Pose Set



# Gia Pose Set















Main bareng  
**meri & mori**

**meri &  
mori**

**STICKER PACK**





# Why should you choose



Have More than

**5 Years**

**Experience Handling  
Campaigns for FMCG  
Product**

**We are the  
most budget  
efficient**



**110%**

**Dedication**

## Our Program Internship

intern  
experience

powered by  DREAMBOX®



## ☀️ Work, Learn & Grow with Us! ☀️

**Learning Work Culture** – Mistakes are part of growth! Learn, experiment, and improve with guidance from the pros.

**Hybrid Schedule** – Mon–Fri | 09:00–18:00 🕒 Work from the office 2–3 times a week.

**Meet & Interact with Clients** – Gain real-world experience by engaging directly with clients.

**Allowance & Reimbursement** – Monthly allowance + meal & transport reimbursement for external events.

**Professional Development** – Bootcamp, workshop, and training coverage (T&C apply).

**Comprehensive Experience** – Gain skills, expand networks, and get an official certificate! 🚀

# DBX

# DESIGN

How to Define Right Seat

for Right Person

# PROGRAM

# TOPIC

Published by @designatdbx

# 01

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We Don't Judge**

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**Your client and  
your SPV need your  
insight!**

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**Treat your client  
as a friend**

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**We don't just sell art; we  
sell the strategic thinking  
that makes great art  
possible.**

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**Your work is only as  
good as your pitch**

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**Mentality & Attitude > Skill**

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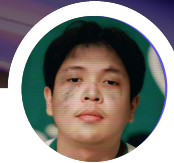
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WhatsApp HR Dreambox (Andreas)

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# TERIMA



**Ask me a question**

Type something...

# KASIH