

SASA

BRAND PREPPER

Preparing your brand for anything.

An Introduction
to Our
Brand and
Communications
Services



Remember the products that you use and love?

First, yes you're in need of the product. But **the brand** was the one that made you choose it among other brands with the products of the same function.

Second, you fell in love with the **product function** - it worked well on you.

Third, you became **loyal to the brand** because of their brand values (adding the fact that their product was great).

This is the power of branding; **adding value to your product** and make your customer choose yours than the others.

First things first:

Branding is undeniably costly.

But it should be **within** your **budget**,

with the **right partner**.

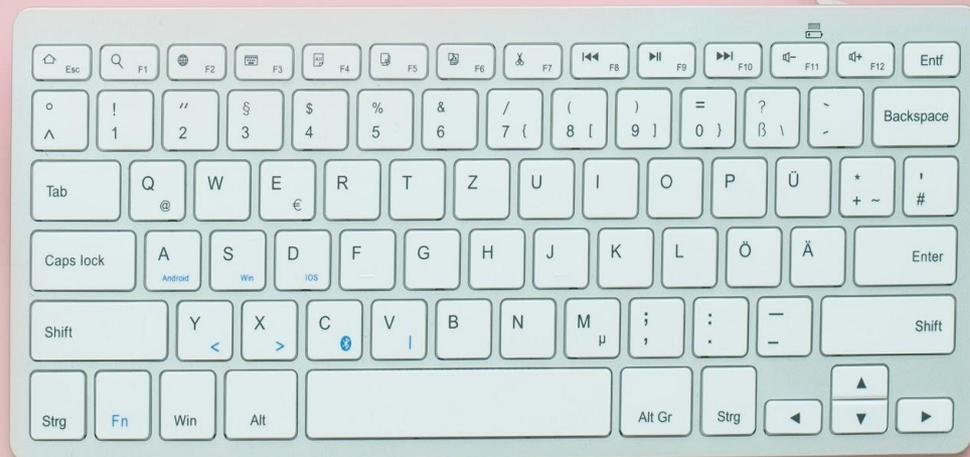


Considering that branding and communications are they key foundation of every business, the cost for this is very high - most of the time.

What you have to do is finding the right partner that understand your business vision, so you can create a collaboration to find the perfect way within the right budget.

And this is what **SASA** does.

SASA develops **stories**
and **concept** that
make people and
customers **love your**
brand.



We Create **Brand Strategy.**

Setting up the basic foundation before going deeper into your brand & communications executions.

- Your vision and mission
- Your brand story
- Your brand philosophy
- Your brand DNA
- Your target audience mapping
- Your brand voice and personality

And other things your brand need.

We Do **Business Writings.**

You'll need communications material when introducing your brand and business to the people. We can help you in creating:

- Company profile
- Press release
- C-level speech
- Website content
- Media kit
- Translation Eng-Ind/
Ind-Eng
- Pitch deck

And other communications assets that you'll need.

We Handle **Creative Stuffs.**

Talking with customers need to be creative. We can support you in handling:

- Script for manifesto video
- Print ad copywriting
- Ad materials
- Photography (for product, team member, etc.)

And other creative materials.

Our Previous Works: **Brand Consultation**

Tentukan Brand Positioning

Dari fungsi brand secara emosional dan fungsional, brand akan menentukan "posisi" nya di pasar dan di pikiran konsumen. Contoh: Posisi brand Wardah adalah produk kecantikan yang halal, harga terjangkau, dipakai oleh perempuan muslimah profesional.

Rekomendasi:

Naturally You.

Brand story:

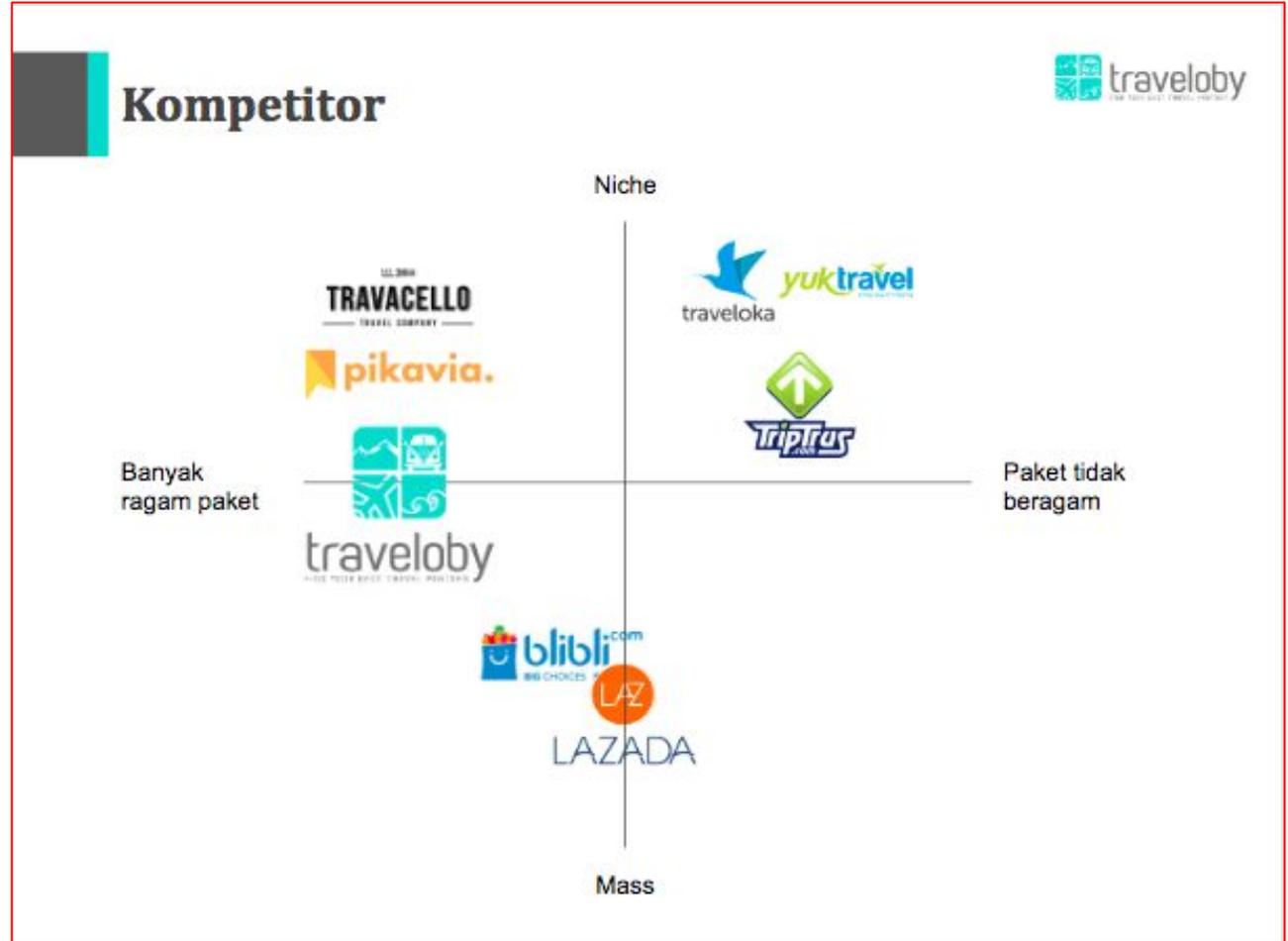
BHSkin percaya bahwa semua wanita Indonesia memiliki kecantikannya sendiri. Namun, sama halnya seperti bunga, kesehatan dan kecantikan harus dipupuk secara rutin dan baik - dan yang paling penting, secara alami.

Seluruh produk BHSkin dibuat dengan bahan alami karena kami ingin semua perempuan, mulai dari mereka dengan kulit sensitif, mereka yang sedang hamil, ataupun mereka dengan masalah kulit tertentu, dapat memancarkan kecantikan alami mereka.

BHSkin - Be Naturally You.

A snippet from BHskin, a start-up skincare company

Our Previous Works:
Brand Consultation



A snippet from Traveloby, a start-up travel company

Our Previous Works: Company Profile



INTRODUCING MBATTIK: A Movement of Kindness and Empowerment.

MBATTIK started when a group of Indonesian youth agreed to make their vision come to life: spreading kindness and empower communities around the world.

They have witnessed the beauty of the world. The people, their cultures, beliefs, traditions, arts, heritages, and many other things that have made this world great. However, there are also things that we should work on, including the issue of poverty, healthcare issues, and children in need.

Hence, a question popped out: Why don't use the good to overcome the bad?

MBATTIK was born with a purpose to make a movement through the creation of Batik; the fascinating fabric of Indonesia. In addition of breaking the poverty by creating a sustainable job for the Batik crafters and preserving Indonesian culture, MBATTIK is aiming to create a collaboration to empower communities around the world.

Spreading kindness to the world needs to be done together, and it all starts here.

A snippet from MBATTIK,, a local Batik company.

Our Previous
Works:
**Company
Profile**



Kebebasan. Memegang Kendali. Hidup yang Lebih Baik.

Premiro menghadirkan inovasi terbaru dalam membeli asuransi. Misi kami adalah untuk menyediakan cara termudah dan tercepat dalam membandingkan, memilih, serta membeli asuransi yang Anda butuhkan. Tidak perlu lagi menandatangani setumpuk dokumen, dan tidak ada lagi waktu yang terbuang - semua cukup dengan smartphone Anda.

Hidup yang lebih baik dimulai dari memegang kendali atas hari-hari Anda, dan semua bisa dimulai dari sekarang.

A snippet from PREMIRO, a start-up digital insurance marketplace

Our Previous
Works:
**Website
Content**



INDONESIA SECURITIES INVESTOR PROTECTION FUND

**MEMBERIKAN PERLINDUNGAN
UNTUK
INVESTASI ANDA**

Dengan visi untuk ikut memajukan perekonomian negara Indonesia, kami berkomitmen untuk memberikan rasa aman dan nyaman dalam berinvestasi di pasar modal Indonesia.

A snippet from Indonesia SIPF, a funding-protection company

Our Previous Works:
Website Wireframe + Content



A snippet from Kanemory, a frozen-food company

Our Previous
Works:
**Video Script
Copywriting**



https://www.youtube.com/watch?v=12PBHIR_IIE

A snippet from BLANJA.com brand video

Our Previous Works: Press Release Copywriting

Alfamart Gandeng TADA Network Luncurkan Cara Belanja Mudah

Yanuar Riezqi Yovanda

Rabu, 10 Mei 2017 - 22:06 WIB



Gerei Alfamart. Foto/Istimewa



JAKARTA - PT Sumber Alfaria Trijaya Tbk (Alfamart) menggandeng TADA Network untuk meluncurkan produk kolaborasi berupa Alfamart Value Card dan eGift Alfamart. Keduanya akan tersebar di 12.366 gerai Alfamart seluruh Indonesia.

CEO Alfamart Anggara Hans Prawira mengungkapkan, saat ini Alfamart sedang memusatkan perhatian dalam pemberian kemudahan layanan kepada para pelanggannya. Salah satunya menyediakan sebanyak mungkin alternatif alat pembayaran.

Alfamart Value Card dan eGift Alfamart memiliki kelebihan masing-masing dan dapat menjadi salah satu alternatif hadiah bagi konsumen maupun karyawan institusi atau perusahaan di seluruh Indonesia.

Baca Juga:

A snippet from TADA x Alfamart Press Release

The person who will be **working with you.**



Clarissa Anugrah

Freelance Brand Strategy Consultant and Business Copywriter



-  Brand Consultant at SASA Brand Consultancy
-  Former Marketing Communications Manager at Cookpad Indonesia
-  Former Brand Manager at BLANJA.com
-  Former Brand Specialist at Tokopedia

For more background check, you can click on this link:

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Let's Collaborate!

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