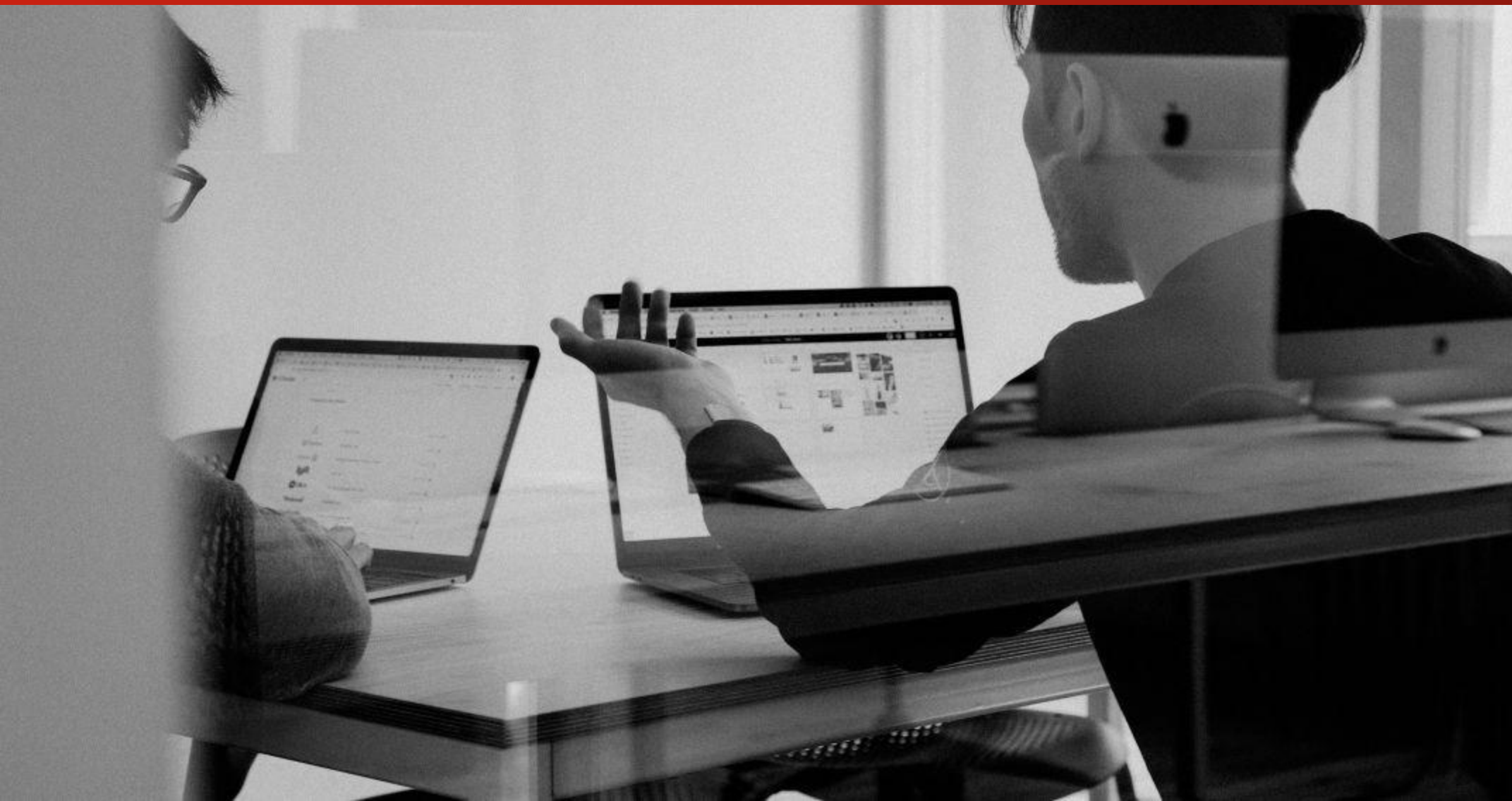


CREDENTIALIAL



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About Our Company



about us

CHEMIS3 Creative Agency was built on a simple belief that a brand communication should grow together with the company vision and mission. In an era where social media platforms, audiences, and trends continue to evolve, brands need more than just creative output. Your brand needs a partner who understands constant change and knows how to respond to it.

We approach every project with a CHEMIS360° mindset. It means looking beyond visuals and campaigns, and understanding the brand as a whole from its goals, challenges, and audience behavior, to how it communicates in a fast-moving digital era. The way of thinking allows us to create digital and branding strategies and ideas that feel relevant, synchronized, and purposeful.

Working with CHEMIS3 Creative Agency is a collaborative process. We listen, adapt, and work together with flexibility with our clients. Our focus is not only on delivering creative solutions, but also on applying business philosophy of 3Cs – Cuan, Cincai, and Cengli throughout the Brand, Business and Marketing discussions. From growing brands to newly established ones, we help in shaping the communication that fits the brand direction, while staying mindful of their branding needs and marketing priorities.

CHEMIS3 Creative Agency is here to support brands with ideas that move with the times, communication that connects, and a working approach that feels thoughtful, flexible, and strategically aligned.





Creative Philosophy



Creative Philosophy

Our creative philosophy is built on clarity, relevance, and adaptability. We believe strong ideas come from understanding the brand deeply and responding thoughtfully to change.

With a CHEMIS360° mindset, we align strategically your brand and execute well to create communication that feels purposeful, synchronized, and connected to its audience.

Business Philosophy

3C. Top Success Business Formula
For CHEMIS3 Creative Agency

Cengli

Having a good sound
wisdom and precise
decision making that
benefits all relevant
parties through win-win
solution



Cuan

Gaining good revenue in
the right way through cost
efficient management and
creating value for client

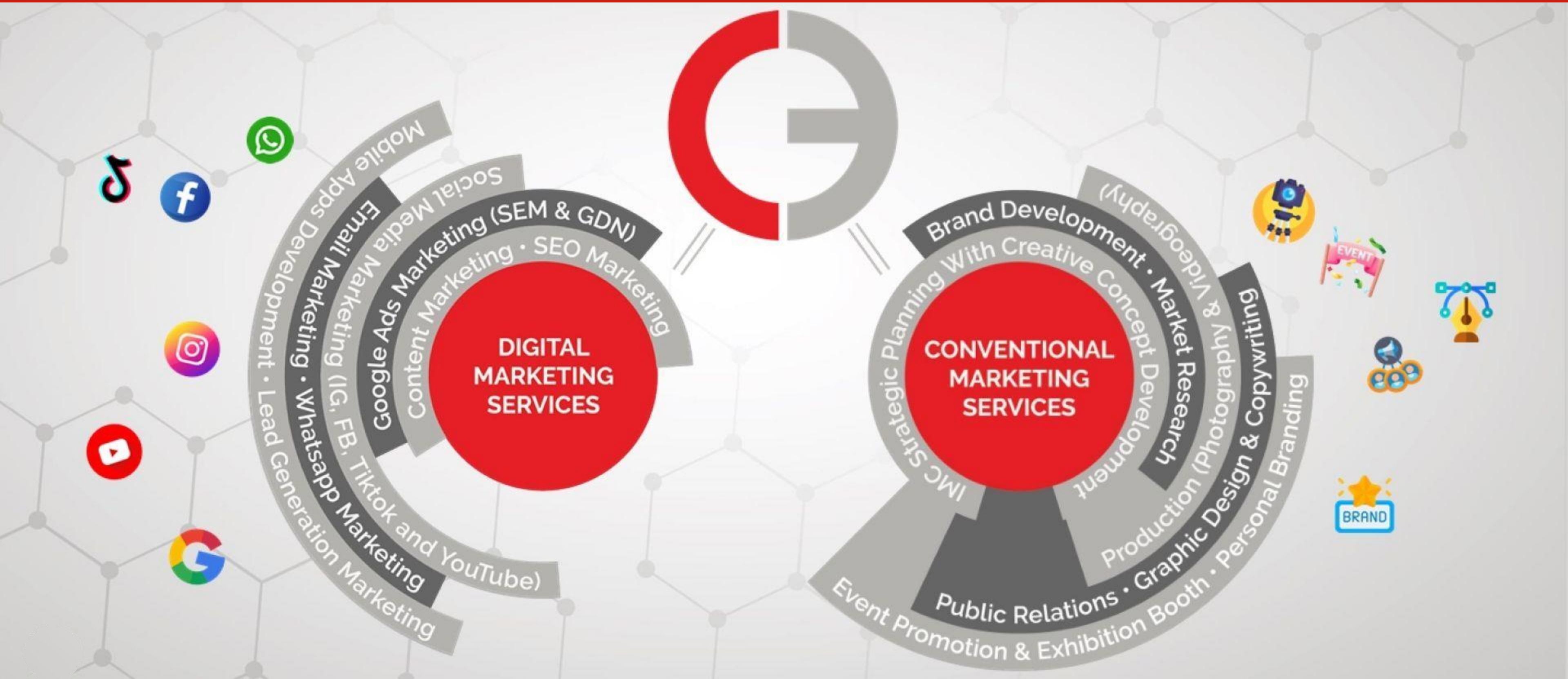


Cincai

Being flexible and creative
through innovation,
solution and collaboration
to adapt the market
changes with Partner

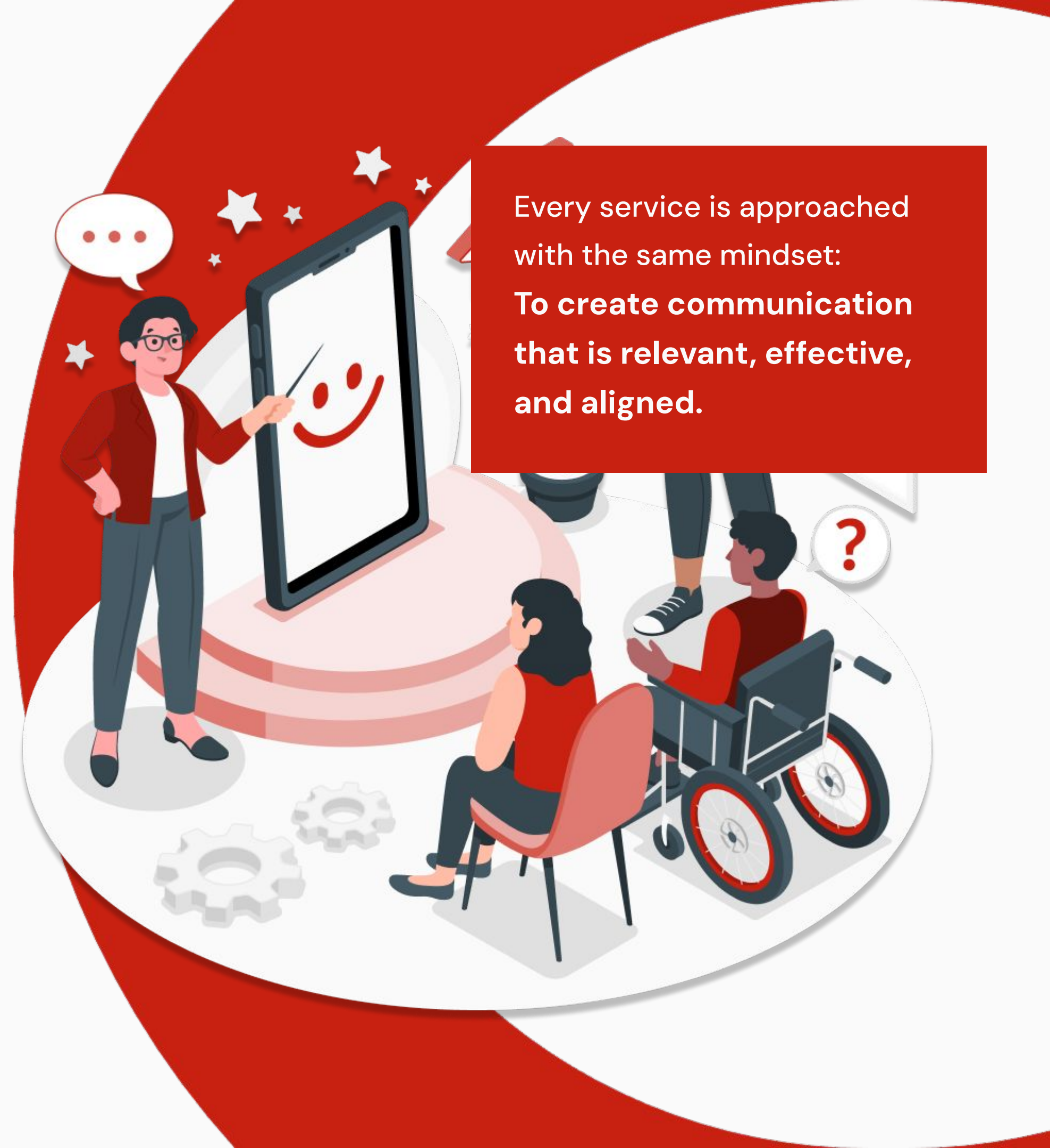


Our Services



OUR SERVICES / PRODUCTS

Our services are designed to support brands in navigating change with clarity. From strategy and creative development to digital and conventional marketing, we provide integrated solutions tailored to each brand's goals and direction.



Every service is approached with the same mindset:
To create communication that is relevant, effective, and aligned.

Our Clients



We work with brands from various industries, supporting both growing and established businesses through collaborative and adaptive communication.



Credentials

CHEMIS360° delivers strategic communication and creative solutions shaped by insight, adaptability, and collaboration. Our work helps brands stay relevant, build meaningful connections, and move forward with confidence.

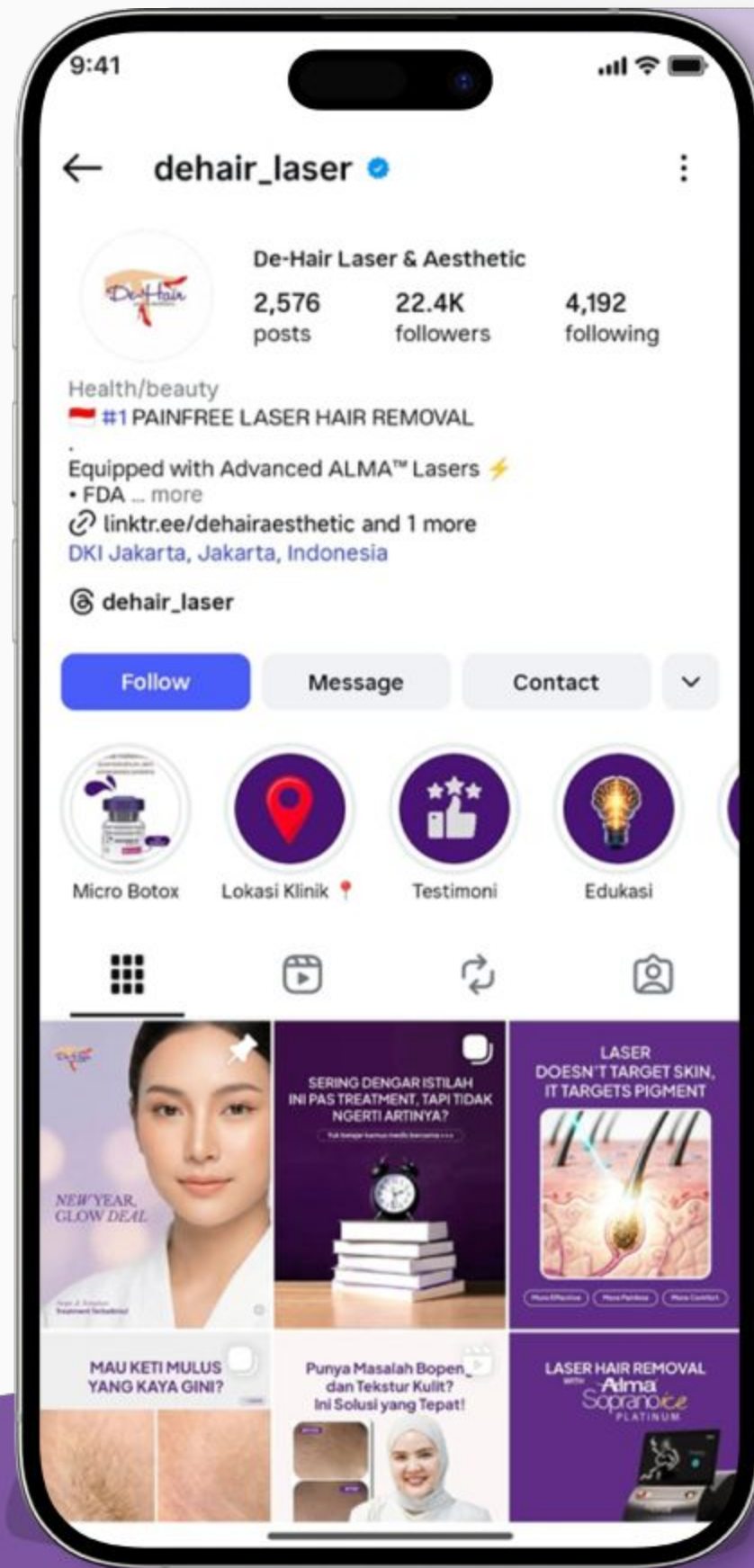


DE HAIR

For DE HAIR, we supported the brand through a mix of offline materials and digital marketing activities. We created key communication tools such as brochures, pocket book guidance, posters, and X-banners to support in-store engagement.

On the digital side, we managed social media and advertising across Instagram, Facebook, and YouTube, including monthly performance reporting and analysis. To strengthen engagement, we also produced vlog-style promotional videos tailored for Instagram.





DE HAIR

POS MATERIALS

- BROCHURE
- POCKET BOOK GUIDANCE
- POSTER
- X BANNER

SOCIAL MEDIA AND ADS MANAGEMENT

- INSTAGRAM MARKETING AND FACEBOOK MIRRORING
- YOUTUBE MARKETING
- MONTHLY ACCOUNT SERVICINGS: SOCIAL MEDIA REPORT ANALYSIS IG & YOUTUBE
- VLOG PROMOTION VIDEO MARKETING FOR INSTAGRAM

POS MATERIALS



Triple Bonus September Ceria
HAPPY AND SMILE TOGETHER WITH YOUR FRIENDS

BUY ONE GET ONE FREE
LASER HAIR REMOVAL AND VENUS FREEZE
OR LASER HAIR REMOVAL AND PHOTO FACIAL

DISCOUNT 25%
LASER HAIR REMOVAL
DISCOUNT 25% OFF

5% DISCOUNT
AJAK TEMANMU DAN DAPATKAN DISC 5%

Our Beauty Treatments
Laser Hair Removal | Venus Freeze | Photo facial

MEN & WOMEN | SAFE | EFFECTIVE | LONG LASTING | FDA APPROVED

4221 252 36 446/7 | 4221 256 444/5 | 4221 257 587/7 | 031 58273546
Bandung City Mall | Blok D Lantai 2 | Jl. Sekeloa Utara No. 11 | Bandung 40132
Kuningas City Mall | Blok D Lantai 2 | Jl. Sekeloa Utara No. 11 | Bandung 40132
Kuningas City Mall | Blok D Lantai 2 | Jl. Sekeloa Utara No. 11 | Bandung 40132

X-Banner

SKIN REJUVENATION Photofacial

APA ITU PHOTOFACIAL?

Teknologi Photofacial yang kami gunakan adalah serangkaian perawatan yang dapat memperbaiki kondisi kulit, membuat kulit lebih cerah, lebih muda melalui proses peremajaan kulit. Photofacial menggunakan sinar untuk merangsang kolagen di kulit kita.

EFEK SETELAH PERAWATAN
Kulit bersinar dan segar, tekstur kulit lebih kenyal dan elastis.

PERAWATAN YANG DAPAT DELAKUKAN OLEH PHOTOFACIAL

- WRINKLES & FINE LINES
- PORES & SUN SPOT
- SKIN FIRMING & TONE BALANCE
- HYDRATION & ELASTICITY

Poster

We are a medically licensed company who utilizes Laser Hair Removal and Regeneration should be safe, effective, handled by medically qualified and skilled operators.

Our Beauty Treatment

- De-Hair Laser Hair Removal**
De-Hair laser hair removal uses Laser Diode technology for permanent hair reduction. Laser is not IPL. Laser is SAFE, EFFECTIVE AND LONG-LASTING.
- Photofacial**
De-Hair uses light to stimulate the collagen under our skin to get a glowing younger and healthier skin!
- Venus Freeze™ Treatments**
A MultiPass RF treatment from USA.
 - Lightens brown skin on the face and body
 - Reduces cellulite
 - Body contouring
 - Reduces fine lines and wrinkles. Treatments are effective, painless and relaxing.

Grand Opening Promo 25% +10%

MEN & WOMEN | SAFE | EFFECTIVE | LONG LASTING | FDA APPROVED

4221 252 36 446/7 | 4221 256 444/5 | 4221 257 587/7 | 031 58273546
Bandung City Mall | Blok D Lantai 2 | Jl. Sekeloa Utara No. 11 | Bandung 40132
Kuningas City Mall | Blok D Lantai 2 | Jl. Sekeloa Utara No. 11 | Bandung 40132
Kuningas City Mall | Blok D Lantai 2 | Jl. Sekeloa Utara No. 11 | Bandung 40132

Brochure

POCKET BOOK

- BACK COVER
- COVER
- PAGE 9
- PAGE 1
- PAGE 2
- PAGE 3
- PAGE 4
- PAGE 5
- PAGE 6
- PAGE 7
- PAGE 8

POCKET BOOK GUIDANCE



SOCIAL MEDIA AND ADS MANAGEMENT

**Kiss shaving, waxing & IPL
Good bye...
Laser is the only way
To Get it GONE!**

De-Hair is the only™ Ouch - free
hair removal centre in Jakarta

De-Hair Laser Removal
De-Hair, Jakarta
www.de-hair.com

**SKIN REJUVENATION
Photofacial**

Memperbaiki banyak kondisi kulit
tanpa down time, menciptakan
kulit yang lebih bersih, lebih halus
dan awet muda

- Menciptakan warna kulit
- Mengurangi tekstur permukaan kulit
- Mengurangi jerawat dan bekas jerawat
- Mengurangi pigmentasi & flek
- Mengurangi kerutan halus
- Meningkatkan respon imun sehingga
kulit lebih tahan dan sehat

De-Hair Laser Removal
De-Hair, Jakarta
www.de-hair.com

**Feel YOUNG Again
and GET That Fabulous
Red Carpet LOOK!**

Venus Freeze™ is an
FDA-approved,
non-invasive treatment
for cellulite and skin
tightening on the face,
neck and body.

De-Hair Laser Removal
De-Hair, Jakarta
www.de-hair.com

De-Hair
Hair Removal | Signature
Venus Freeze™ RF Treatment

SERVICE

De-Hair Laser Removal
De-Hair, Jakarta
www.de-hair.com

Freedom

40% for TWO
PACKAGE OR MORE

De-Hair Laser Removal
De-Hair, Jakarta
www.de-hair.com

VENUSFREEZE

Menggunakan medan magnet, menghangatkan kulit
dan menstimulasi pertumbuhan kulit baru sehingga kulit kamu
jadi lebih kencang dan sehat

De-Hair Laser Removal
De-Hair, Jakarta
www.de-hair.com

**FAKTA MENGENAI
LASER
HAIR**

- ✗ Tidak sakit dibandingkan perawatan laser lainnya
- ✗ Ideal untuk area sensitive seperti muka dan area Brazilian
- ✓ Menghilangkan rambut rambut yang belum tumbuh
- ✗ Aman untuk semua jenis kulit dan rambut
- ✗ Mengurangi waktu beristirahat menghilangkan rambut
- ✗ Men & Women

De-Hair Laser Removal
De-Hair, Jakarta
www.de-hair.com

**LASER
HAIR
REMOVAL
NOT JUST
FOR WOMEN**

De-Hair Laser Removal
De-Hair, Jakarta
www.de-hair.com

**Selamat tinggal
Kulit Kusam dan
Pori-pori besar**

**SKIN REJUVENATION
Photofacial**

De-Hair Laser Removal
De-Hair, Jakarta
www.de-hair.com



VLOG PROMOTION INSTAGRAM



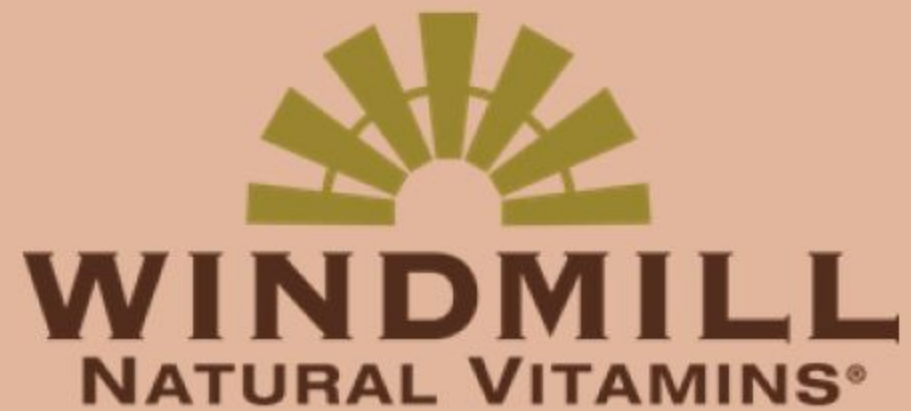
Dr Liana – Whitening



Dr Vany – Photo Facial



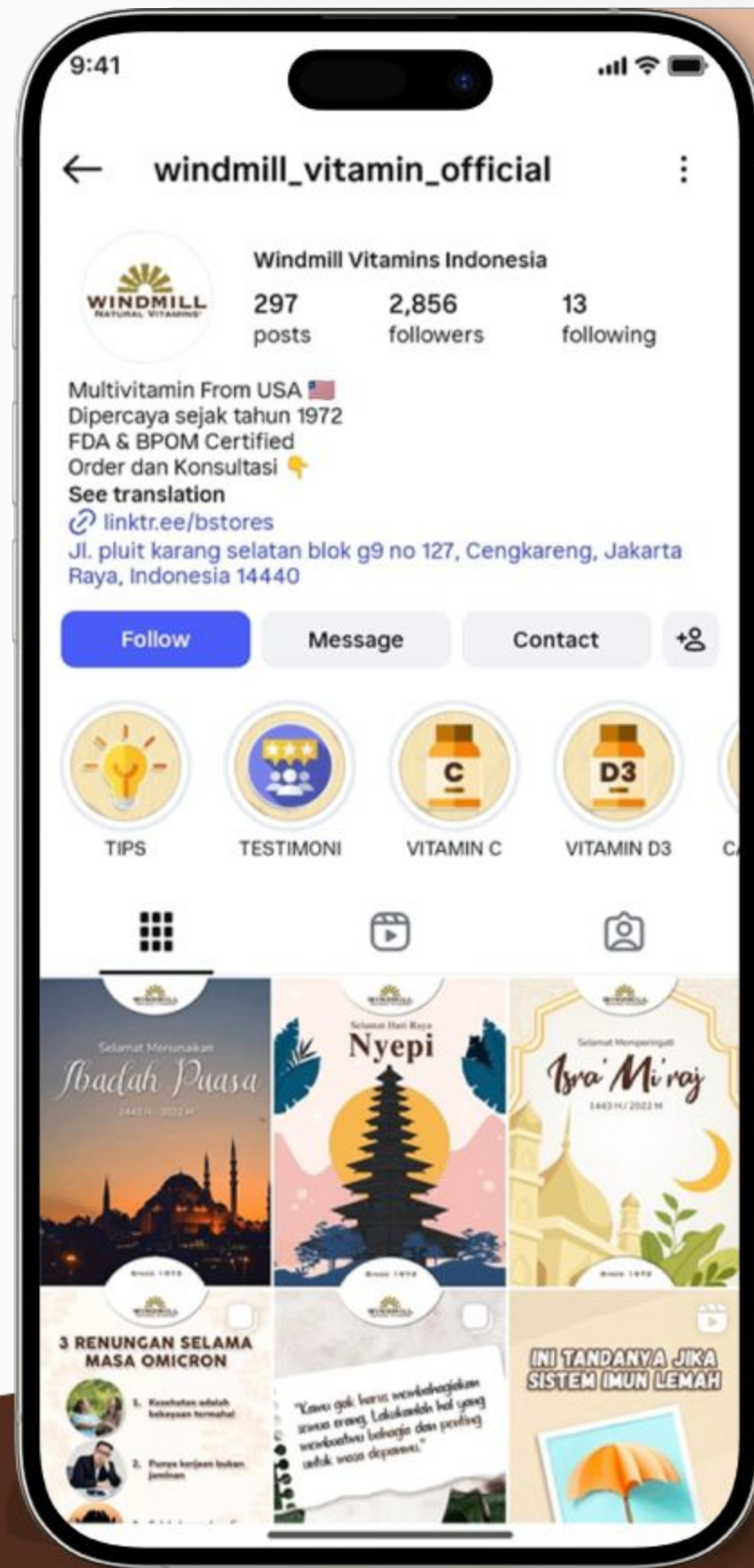
**Venus Freeze Eye
Treatment**



WINDMILL

For Windmill Natural Vitamins, we managed an integrated digital campaign focused on strengthening online presence and supporting long-term brand growth. Our work covered social media and ads management across Instagram and Facebook, supported by monthly performance reporting and analysis.

We also handled search engine marketing and article writing to improve visibility and content relevance. To support the e-commerce journey, we redesigned and refreshed the website experience, complemented by licensed visual assets for website, articles, and content marketing needs. Influencer marketing was also part of the campaign to expand reach and engagement.



WINDMILL



SOCIAL MEDIA AND ADS MANAGEMENT

INSTAGRAM MARKETING AND FACEBOOK MIRRORING

MONTHLY ACCOUNT SERVICING: SOCIAL MEDIA REPORT ANALYSIS

SEARCH ENGINE MARKETING



ARTICLES WRITING

E-COMMERCE WEBSITE REDESIGN DEVELOPMENT &

REJUVENATION

PURCHASE OF LICENSED IMAGES FOR WEBSITE, ARTICLES, AND CONTENT MARKETING USAGES



INFLUENCER MARKETING



SOCIAL MEDIA AND ADS MANAGEMENT

WINDMILL
NATURAL VITAMINS
Since 1972

FAKTA MENARIK
#WINDMILLIANPERLUTAU

5 MACAM **CARA MENJAGA HIDUP SEHAT**

USA

FDA

WINDMILL
NATURAL VITAMINS
Since 1972

FAKTA MENARIK

5 MACAM **OLAHRAGA YANG PALING DIMINATI!**

USA

FDA

WINDMILL
NATURAL VITAMINS
Since 1972

AWAS!
Stres Bisa Mengganggu Daya Tahan Tubuh Mu

USA

WINDMILL
NATURAL VITAMINS
Since 1972

USA

MADE IN U.S.A

@windmill

FOLLOW

USA

FDA

Healthy With Me

NEW NORMAL, NEW ME!

DARE TO CHANGE TO HEALTHY LIFESTYLE
#GAYAHIDUPBARU
#GETHEALTHYWITHWINDMILLS



ARTICLES WRITING



Bagaimana BCAA Berperan Di Dalam Tubuh?



BCAA adalah asam amino esensial yang tidak bisa diproduksi secara dalam oleh tubuh manusia. Faktanya, tubuh bisa memproduksi asam amino esensial yang dibutuhkan untuk membangun otot. Dengan mengonsumsi BCAA, asam amino ini akan lebih mudah diserap oleh tubuh dan digunakan untuk membangun otot. Selain itu, BCAA juga dapat membantu meningkatkan energi, mengurangi kelelahan, dan meningkatkan pemulihan otot setelah latihan. BCAA juga dapat membantu meningkatkan metabolisme, yang dapat membantu meningkatkan berat badan. BCAA juga dapat membantu meningkatkan daya tahan tubuh, yang dapat membantu meningkatkan kinerja atletik. BCAA juga dapat membantu meningkatkan daya tahan tubuh, yang dapat membantu meningkatkan kinerja atletik.

Bagaimana BCAA Mempengaruhi Pemulihan Otot?



Salah satu alasan mengapa BCAA sangat penting untuk pemulihan otot adalah karena mereka membantu mengurangi kelelahan dan meningkatkan energi. BCAA juga dapat membantu meningkatkan metabolisme, yang dapat membantu meningkatkan berat badan. BCAA juga dapat membantu meningkatkan daya tahan tubuh, yang dapat membantu meningkatkan kinerja atletik.

Sebagai Salah Seseorang yang Melakukan Olahraga, Apakah Anda Wajib Tahu?



Salah satu alasan mengapa BCAA sangat penting untuk pemulihan otot adalah karena mereka membantu mengurangi kelelahan dan meningkatkan energi. BCAA juga dapat membantu meningkatkan metabolisme, yang dapat membantu meningkatkan berat badan. BCAA juga dapat membantu meningkatkan daya tahan tubuh, yang dapat membantu meningkatkan kinerja atletik.

Apakah BCAA Dapat Meningkatkan Kinerja Atletik?



Salah satu alasan mengapa BCAA sangat penting untuk pemulihan otot adalah karena mereka membantu mengurangi kelelahan dan meningkatkan energi. BCAA juga dapat membantu meningkatkan metabolisme, yang dapat membantu meningkatkan berat badan. BCAA juga dapat membantu meningkatkan daya tahan tubuh, yang dapat membantu meningkatkan kinerja atletik.

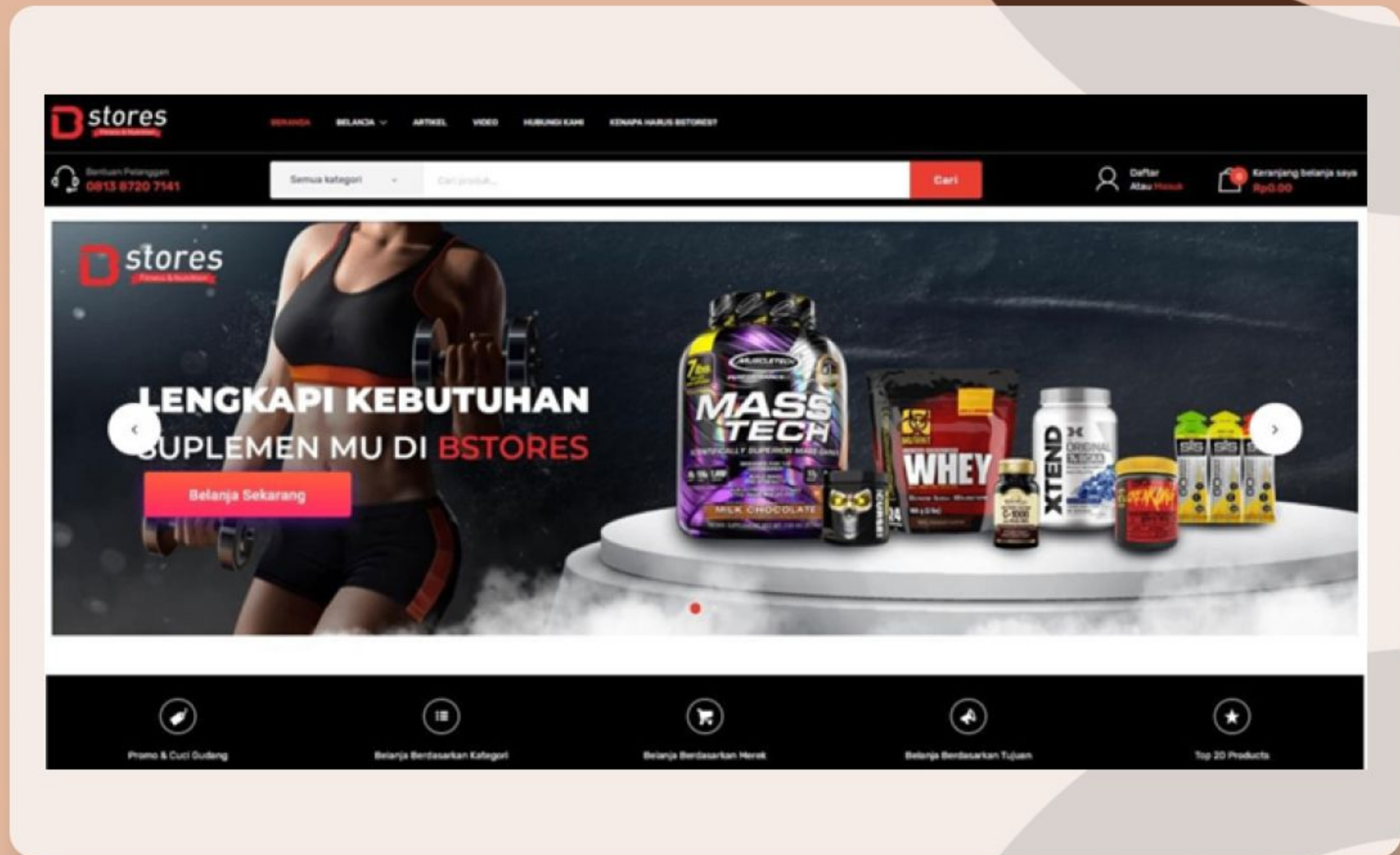
Apakah BCAA Dapat Meningkatkan Daya Tahan Tubuh?



Salah satu alasan mengapa BCAA sangat penting untuk pemulihan otot adalah karena mereka membantu mengurangi kelelahan dan meningkatkan energi. BCAA juga dapat membantu meningkatkan metabolisme, yang dapat membantu meningkatkan berat badan. BCAA juga dapat membantu meningkatkan daya tahan tubuh, yang dapat membantu meningkatkan kinerja atletik.



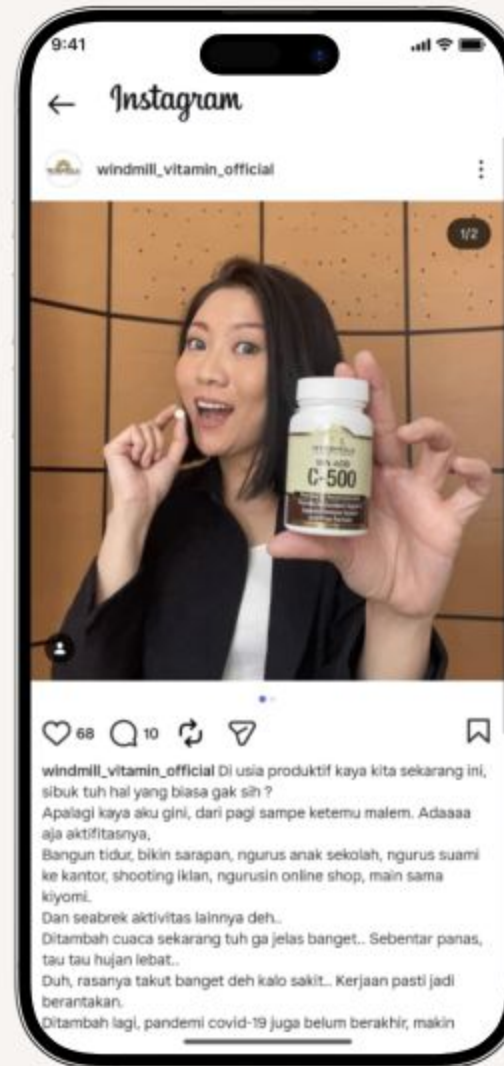
E-COMMERCE WEBSITE REDESIGN DEVELOPMENT & REJUVENATION



INFLUENCER MARKETING



[KOL @jmlviann](#)



[KOL @melatigunawan](#)



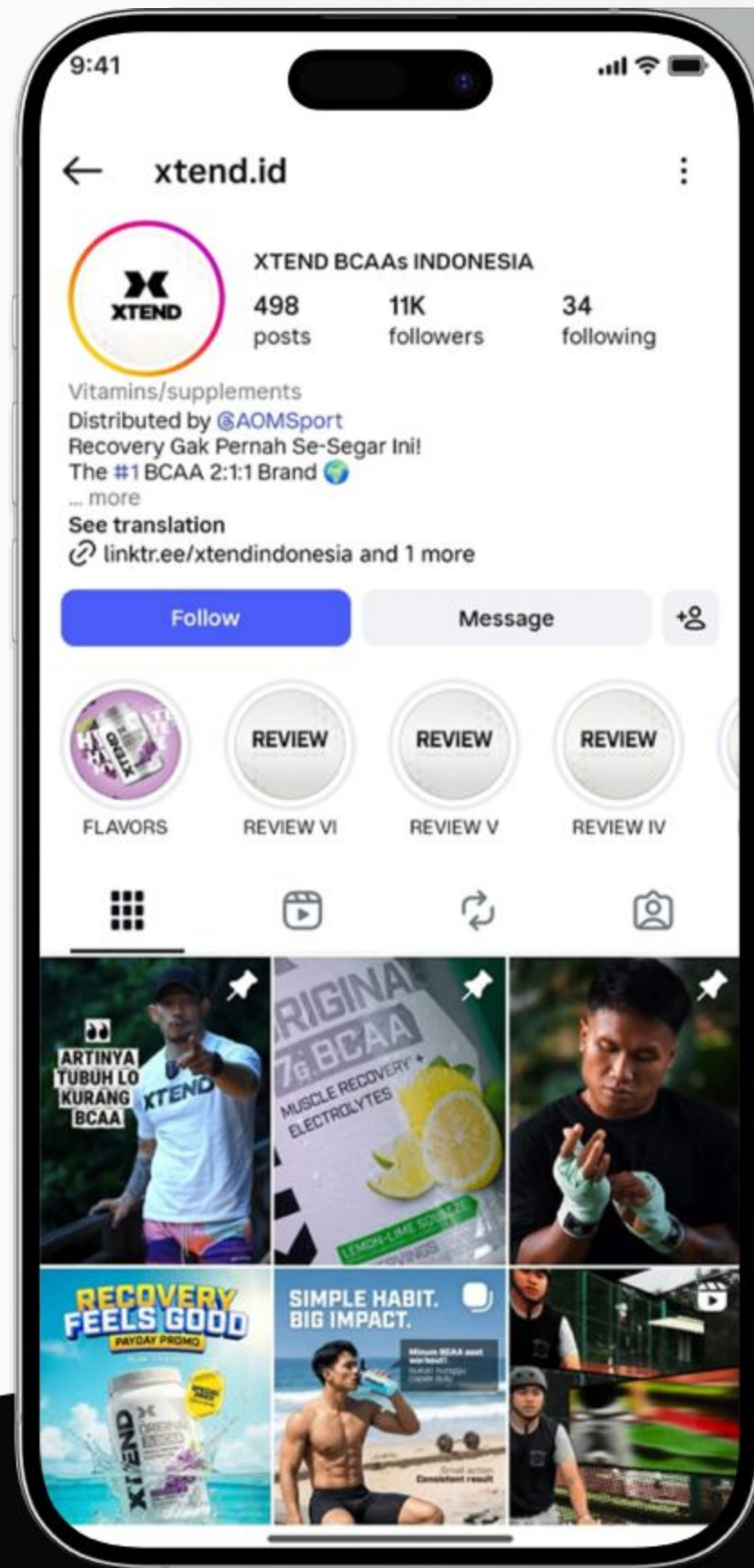
[KOL @asriputriningrum](#)

The logo for XTEND, featuring the word "XTEND" in a bold, black, sans-serif font with a registered trademark symbol (®) to the upper right of the "D". The logo is centered within a light grey rectangular box with rounded corners and a white border.

XTEND

XTEND collaborated with CHEMIS3 for social media and advertising management across Instagram and Facebook. The focus was on building a consistent brand presence and strengthening audience engagement.

Our scope included monthly account servicing supported by performance reporting and analysis, as well as influencer marketing to help expand reach and visibility



XTEND



SOCIAL MEDIA AND ADS MANAGEMENT

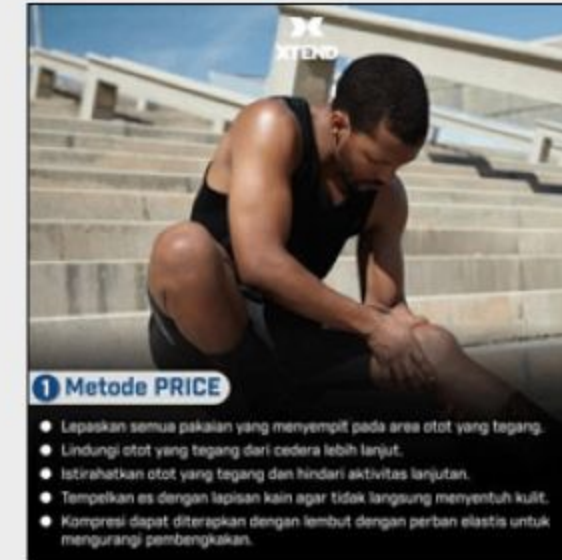
INSTAGRAM MARKETING AND FACEBOOK MIRRORING
MONTHLY ACCOUNT SERVICING: SOCIAL MEDIA REPORT ANALYSIS



INFLUENCER MARKETING

XTEND®

SOCIAL MEDIA AND ADS MANAGEMENT



INFLUENCER MARKETING

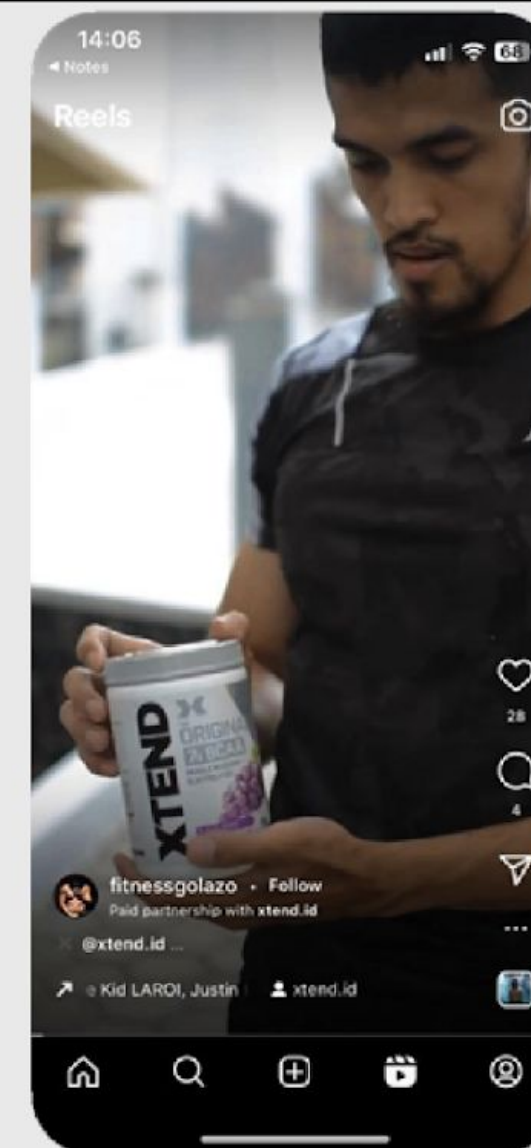
XTEND



KOL @romeo_calisthenics



KOL @nuhdin30



KOL @fitnessgolazo

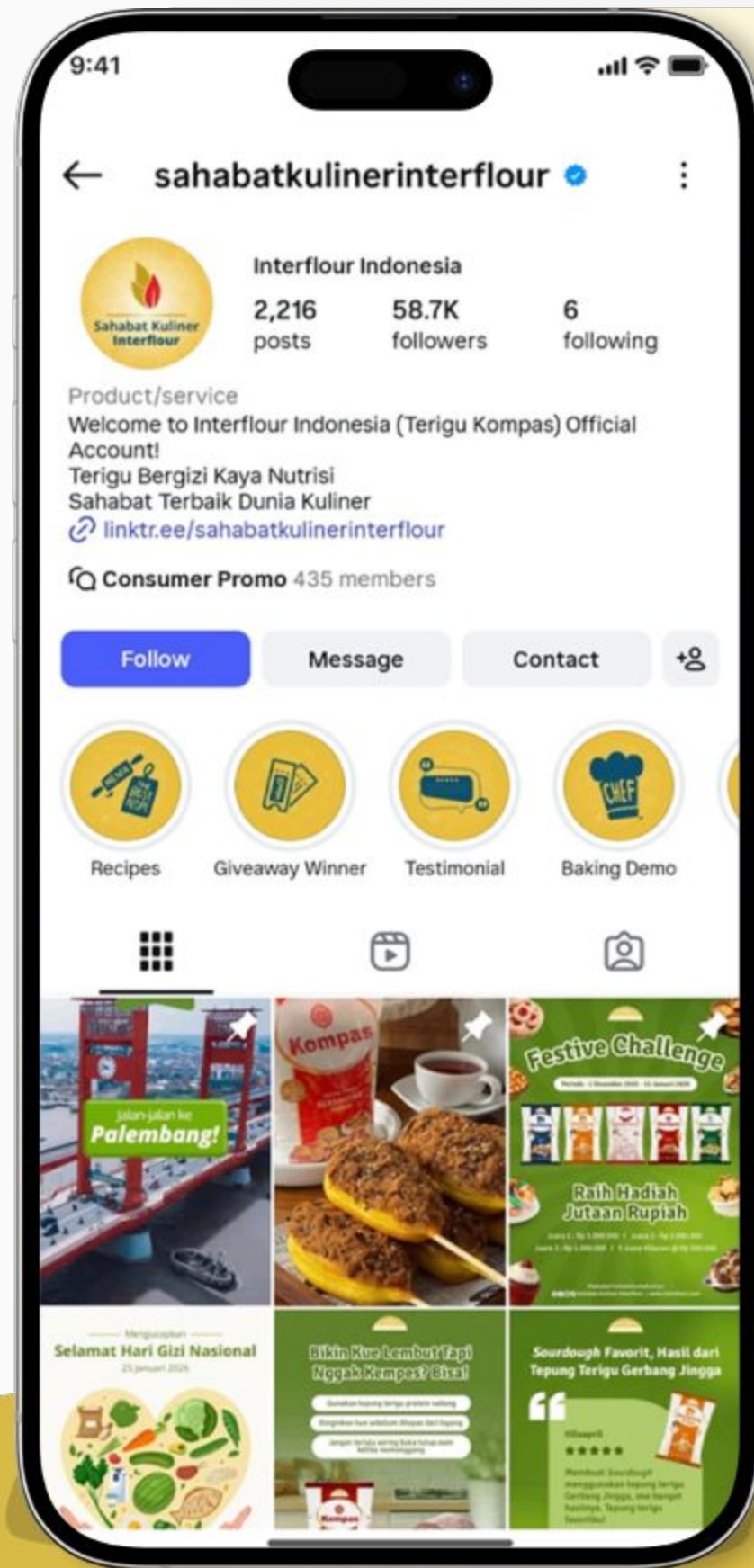
INTERFLOUR

Interflour engaged with CHEMIS3 for integrated digital marketing and activation initiatives. The scope covered in the area of social media and ads management across Instagram, Facebook, and TikTok, including TikTok video content supported by TikTok Ads Manager, as well as Search Engine Marketing and Search Engine Optimization supported by Articles Writing in Interflour Website.

We also handled monthly account servicing with performance reporting and analysis across social media platforms. To strengthen credibility and reach, every yearly campaign involved key opinion leaders, including three macro influencers and six micro influencers.

Beyond digital, CHEMIS3 collaborated on market research and organized mini events across five traditional markets and five universities in Jakarta, creating direct engagement with diverse customers including UMKM owners and university students.





INTERFLOUR



SOCIAL MEDIA AND ADS MANAGEMENT

INSTAGRAM MARKETING AND FACEBOOK MIRRORING
TIKTOK VIDEO CONTENT MANAGEMENT USING TIKTOK PROMOTE
SEARCH ENGINE MARKETING
MONTHLY ACCOUNT SERVICING: SOCIAL MEDIA REPORT ANALYSIS OF SEM, INSTAGRAM AND TIKTOK



KEY OPINION LEADERS

(3 MACRO INFLUENCERS AND 6 MICRO INFLUENCERS)



MARKET RESEARCH IN COLLABORATION WITH



MINI EVENTS

FOR BOTH 5 TRADITIONAL MARKETS AND 10 UNIVERSITIES IN JAKARTA



SOCIAL MEDIA AND ADS MANAGEMENT

Skill wajib buat pemula yang belajar baking

- Memiliki niat untuk belajar baking
- Memiliki referensi resep yang oke
- Tahu urutan mencampur adonan yang tepat
- Teliti dengan ukuran bahan saat menimbang

#SahabatTerbaikDuniaKuliner
Sahabat Kuliner Interflour | www.interflour.com

Drama saat pertama kali baking kue

Lupa memanaskan oven

Kalori 272 kkal
Lemak 14 gram
Serat 1,7 gram
Protein 5,5 gram
Kerbohidrat 31 gram
Gula 7,5 gram
Natrium 313 mg

#SahabatTerbaikDuniaKuliner
Sahabat Kuliner Interflour | www.interflour.com

Drama saat pertama kali baking kue

Lupa memanaskan oven

#SahabatTerbaikDuniaKuliner

2021 - 2023

Floury

#SahabatTerbaikDuniaKuliner
Sahabat Kuliner Interflour | www.interflour.com

Fakta Pandan buat berbagai olahan

- Pemberi aroma wangi pada makanan
- Pewarna hijau alami
- Penghias hidangan
- Perasa kue atau minuman

#SahabatTerbaikDuniaKuliner
Sahabat Kuliner Interflour | www.interflour.com

Mana bahan yang bukan dibuat untuk membuat roti semir?

- A. Pewarna Makanan
- B. Cokelat Mesis
- C. Mentega
- D. Susu Cair

#SahabatTerbaikDuniaKuliner
Sahabat Kuliner Interflour | www.interflour.com

2024

Dapur Bisa Jadi Tempat Main yang Seru

Bukan cuma bikin kue, tapi bikin kenangan bareng si kecil

#SahabatTerbaikDuniaKuliner
Sahabat Kuliner Interflour | www.interflour.com

Kalau Tepung Terigu Bisa Ngomong...

Temang aja, adonanmu cuma butuh waktu, bukan ganti tepung terigu...

#SahabatTerbaikDuniaKuliner
Sahabat Kuliner Interflour | www.interflour.com

Apa Resep Masakan atau Resep Baking Favorit Keluargamu?

#SahabatTerbaikDuniaKuliner
Sahabat Kuliner Interflour | www.interflour.com

2025



TIKTOK VIDEO CONTENT MANAGEMENT



VIDEO RESEP DIMSUM KEJU
LUMER



VIDEO POV GEN Z KALO
BAKING



VIDEO RESEP CHRISTMAS
TREE COOKIE DOUGH



VIDEO POV LUPA PASANG
TIMER



VIDEO RESEP TOM & JERRY
CHEESE CAKE



VIDEO POV GEN Z ISENG
JUALAN DONAT



VIDEO RESEP BANANA
COTTON CAKE



VIDEO FAKTA JADI BAKER

INFLUENCER MARKETING

INTERFLOUR



KOL @Rizalnutrionist



KOL @Kinglatif97



KOL @Bungaaayu



KOL @Bisnismusendiri

MARKET RESEARCH



Interflour conducted a comprehensive market research across multiple regions in Indonesia, including **Jabodetabek, West Java (Cimahi, Tasikmalaya), East Java (Kediri, Malang, Jember), and East Kalimantan (Samarinda, Balikpapan),** from 23 May to 18 June 2024.

The research aimed to understand market positioning, market share, and growth potential for Interflour products, while also analyzing competitor brand funnels to identify key drivers and barriers in flour brand selection, as well as the most effective channels to increase brand awareness and consumer consideration.



CAMPUS MINI EVENT



CHEMIS3 also delivered a series of **Baking Demo** activities within university environments, reaching a more focused and educational audience. The activations were held at culinary and hospitality institutions, including **Unika Atma Jaya, IPB University (Vocational School), BINUS University, Politeknik Negeri Media Kreatif Jakarta, and Politeknik Sahid.**

Each activity was thoughtfully structured, from area preparation and communication setup to interactive demo sessions. Beyond on-ground engagement, the program supported academic learning through brand collaboration. Across five campuses, the activities engaged approximately **500 students** and generated on-site sales of around **400 Interflour products**, creating both educational and commercial impact.



Politeknik Negeri
Media Kreatif



Unika Atma Jaya



Sekolah Vokasi IPB



Politeknik Sahid



Binus University

MARKET MINI EVENT



During **July to August 2024**, **CHEMIS3** organized a series of **Baking Demo** activities across five traditional markets: **Pasar Kelapa Dua Tangerang**, **Pasar Musi Depok**, **Pasar Kebayoran Lama Jakarta**, **Pasar Sepatan Tangerang**, and **Pasar Cisalak**. Each activation was carefully prepared to build visibility and ensure a smooth on-ground experience.

By blending the activities into the natural flow of the market, CHEMIS3 created direct engagement through live baking, product sampling, and conversations with MSMEs and market visitors, while also driving on-site sales of **Kompas Premium All-Purpose Flour (1 kg)**.



**Pasar Kelapa Dua
Tangerang**



**Pasar Musi Baru
Depok**



**Pasar Kebayoran
Lama Jakarta**



**Pasar Sepatan
Tangerang**



Pasar Cisalak



MINI EVENTS



Baking Demo Video Traditional Marketing



SEO SAMPLE ARTICLES

T

Test

Test

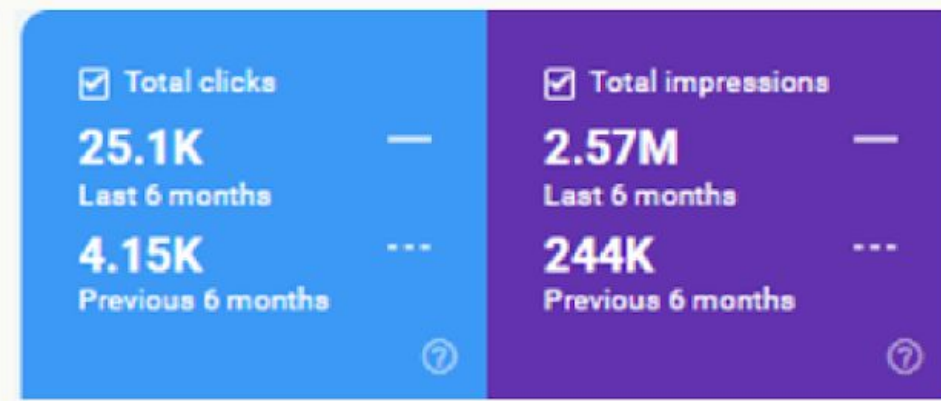
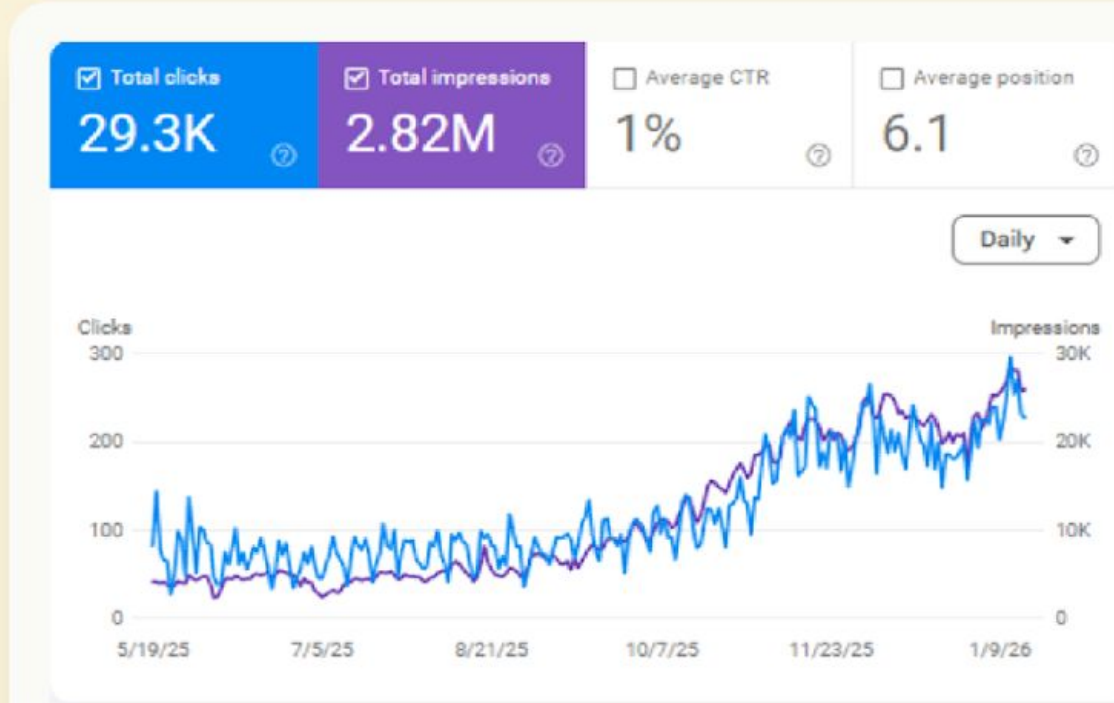
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Link

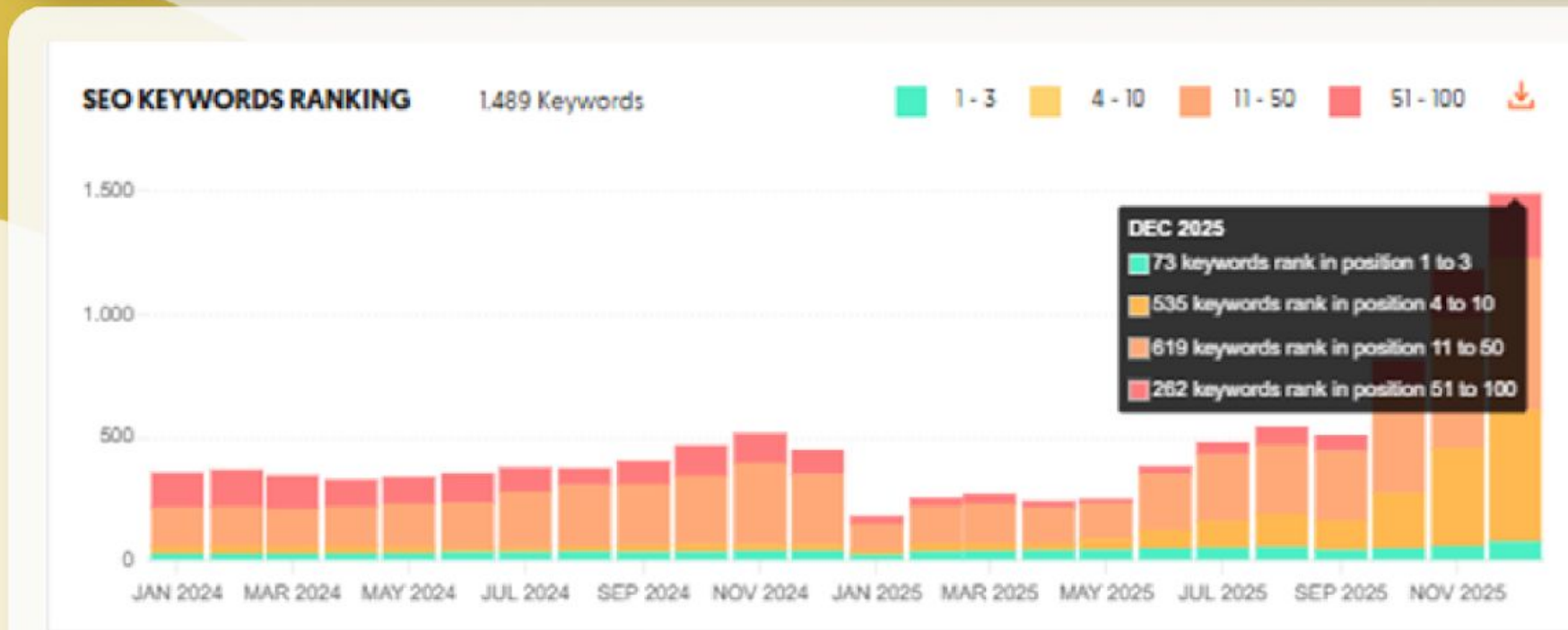


SEO RESULT ANALYSIS



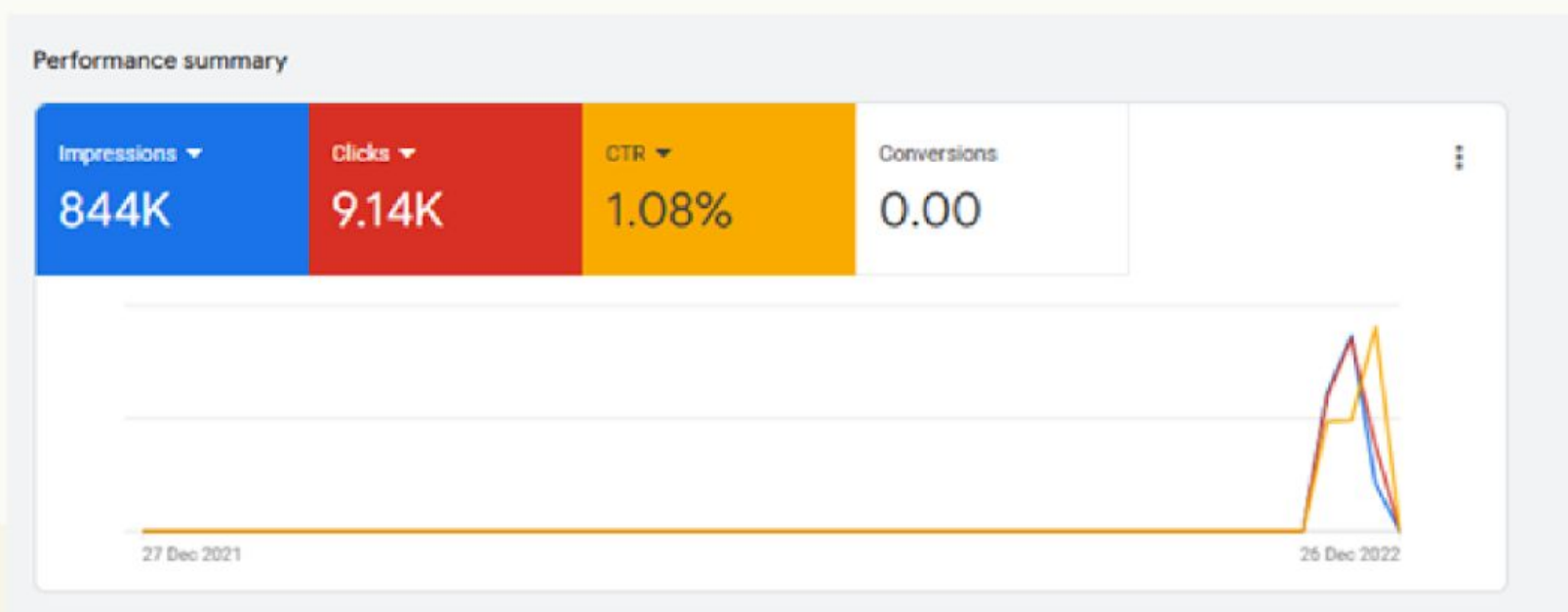
Organic Impression increased from around 244 thousands to more than 2 millions in 6 months

Organic clicks increased from around 4 thousands to more than 25 thousands in 6 months

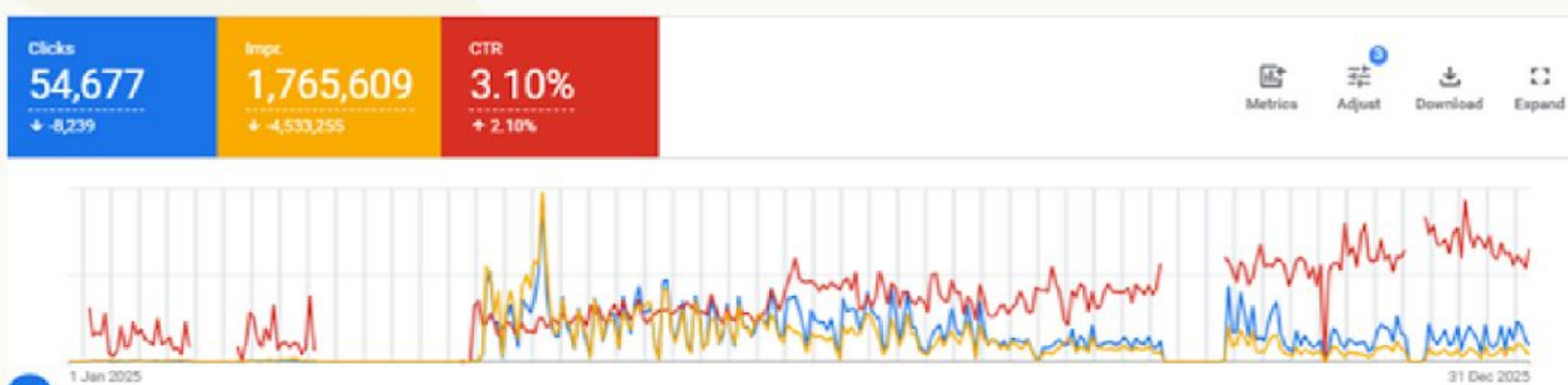


Organic keywords increased from 238 to 1,489 in 6 months optimization

SEM project started in the 1st period



After being optimized for 4 years



CTR increased from 1.08% in the 1st year to 3,10% in 4th year, showing the stronger ad relevance

Impressions became more efficient by targeting high-intent audiences

Click quality improved with more consistent engagement



BPR MAS

BPR MAS engaged with CHEMIS3 for brand development focused on building a clear and consistent visual identity. The scope included logo and tagline development, supported by a defined color palette and typography system.

The brand identity was further applied across key applications to ensure a cohesive and recognizable presence across brand touchpoints..



BPR MAS

 LOGO & TAGLINE DEVELOPMENT

 COLOR PALETTE

 FONTS AND TYPOGRAPHY

 APPLICATIONS




LOGO & TAGLINE DEVELOPMENT

Brand Guideline Logo

Meaning

The logo consists of a wordmark and a crown accent. We decided to use a crown because it fits our name, *Mahkota Artha Sejahtera*.


We used blue and gold to symbolize integrity and professionalism.



Brand Guideline Logo

Clear Space

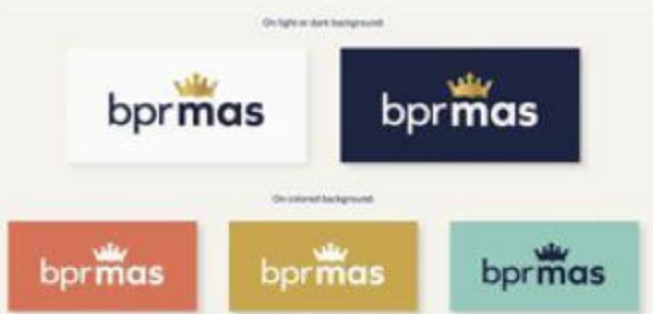
It's important to maintain proper spacing



Brand Guideline Logo

Colors

Different color ways you can do with the logo



Brand Guideline Typography

“Melayani dengan Hati”

Mahelo
Bakti



COLOR PALETTE

Brand Guideline Typography

Primary Palette

Colors are as important to our brand as the logo themselves. It sets the tone for our visual style.

Hex: #1C2544	Hex: #CDA53A	Hex: #FAFAFA
RGB: 28, 37, 68	RGB: 205, 165, 58	RGB: 250, 250, 250
CMYK: 99% 87% 41% 47%	CMYK: 19% 32% 84% 7%	CMYK: 2% 1% 2% 0%

bpr MAS 15

Brand Guideline Typography

Secondary Palette

Colors are as important to our brand as the logo themselves. It sets the tone for our visual style.

Hex: #1C2544	Hex: #CDA53A	Hex: #FAFAFA
RGB: 28, 37, 68	RGB: 205, 165, 58	RGB: 250, 250, 250
CMYK: 99% 87% 41% 47%	CMYK: 19% 32% 84% 7%	CMYK: 2% 1% 2% 0%

bpr MAS 16



FONTS AND TYPOGRAPHY

Brand Guideline Primary Typeface

Aa

Mathelo Bold		Mathelo Regular		Mathelo Light	
Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz				

1 2 3 4 5 6 7 8 9 0 ! ? @ # % &

Brand Guideline Secondary Typeface

Aa

Lato Bold		Lato Regular		Lato Light	
Aa	Bb	Cc	Dd	Ee	Ff
Gg	Hh	Ii	Jj	Kk	Ll
Mm	Nn	Oo	Pp	Qq	Rr
Ss	Tt	Uu	Vv	Ww	Xx
Yy	Zz				

1 2 3 4 5 6 7 8 9 0 ! ? @ # % &

Brand Guideline Weights & Styles

Weights: the font pairing, tracking and paragraph headlines.

Pairing	
==	Mathelo Bold
==	Mathelo Regular

Headline Font	
Mathelo Bold	Tracking: 0

Body Font	
Lato Regular	Tracking: +2



APPLICATIONS

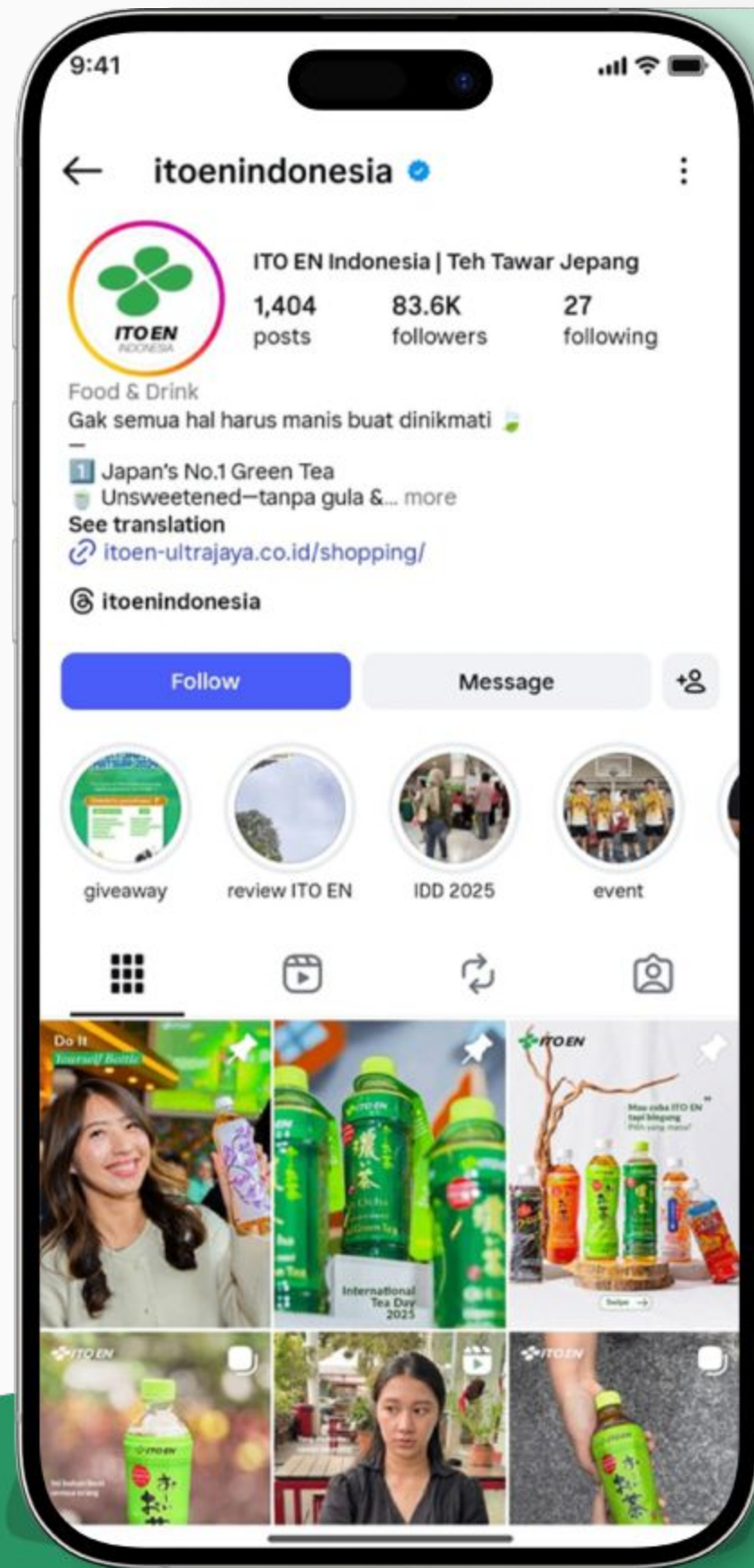




ITO EN

ITO EN engaged with CHEMIS3 for social media and ads management across Instagram and Facebook mirroring as well as Tiktok. The focus was on maintaining a consistent brand presence supported by structured content and campaign execution.

Our scope included monthly account servicing with performance reporting and analysis, along with influencer marketing to help strengthen reach and audience engagement.



ITO EN



SOCIAL MEDIA AND ADS MANAGEMENT

INSTAGRAM MARKETING AND FACEBOOK MIRRORING
MONTHLY ACCOUNT SERVICING: SOCIAL MEDIA REPORT ANALYSIS



SEO AI DRIVEN MANAGEMENT



INFLUENCER MARKETING



SOCIAL MEDIA AND ADS MANAGEMENT

ITO EN

Starter pack traveling

HP untuk merekam momen

Snack
Playlist music
Baju yang nyaman
Sunscreen
Oi Ocha

ITO EN

Pasangan makanan: Ayam goreng & french fries

This
That

ITO EN

Dilarang *cheating day* hanya karena godaan promo dan teman

ITO EN

Dikejar Deadline Kerja?

Tenangin dulu dengan Hojicha yang mengandung L-thenanin!

ITO EN

Rajin Olahraga?

Bikin tubuhmu tetap terhidrasi

ITO EN

Split bill saat kencan, hmmm?

ITO EN

Minum teh setelah makan daging, aman gak sih?

Oi Ocha
Concentrated
Koicha

ITO EN

Heme Iron dari daging diserap tubuh dengan kuat, jadi minum teh setelah makan daging aman

Tapi buat kamu yang vegetarian/vegan atau punya
anemia sebaiknya beri jeda dulu sebelum minum teh.

ITO EN

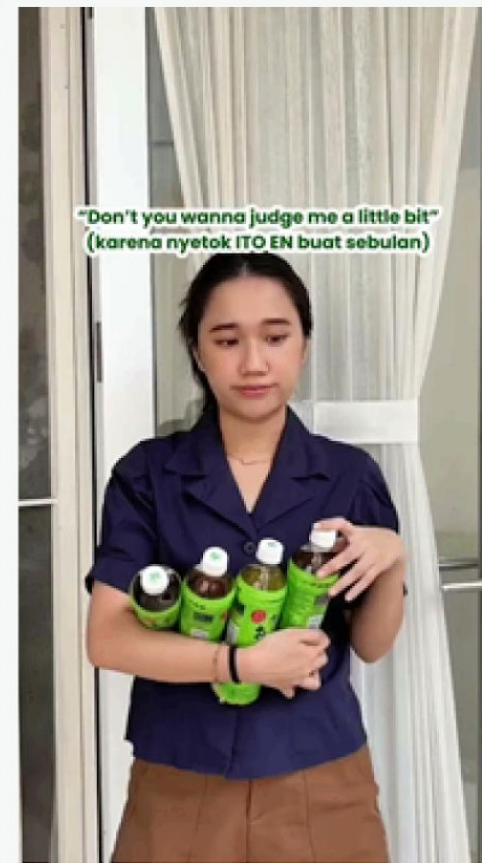
Giveaway Time



TIKTOK VIDEO CONTENT MANAGEMENT



VIDEO PARODI PEKERJA
GEN-Z



VIDEO TREND LAGU &
DANCE VIRAL



VIDEO TAP IN DAILY
ROUTINE



VIDEO TREND BOOM BOOM
CHIPS CHALLENGE



VIDEO TREND DIET 3 SUAP



VIDEO POV SETELAH
GAJIAN



VIDEO KOLABORASI RESEP



VIDEO TREND PARODI
MASEHI

INFLUENCER MARKETING



KOL @Donneh_3



KOL @Kentakenta3



KOL @Riskykiwil10



KOL @Vebysenopatisilam



SEO AI DRIVEN MANAGEMENT

K

Link

Link

Test

Test

Link

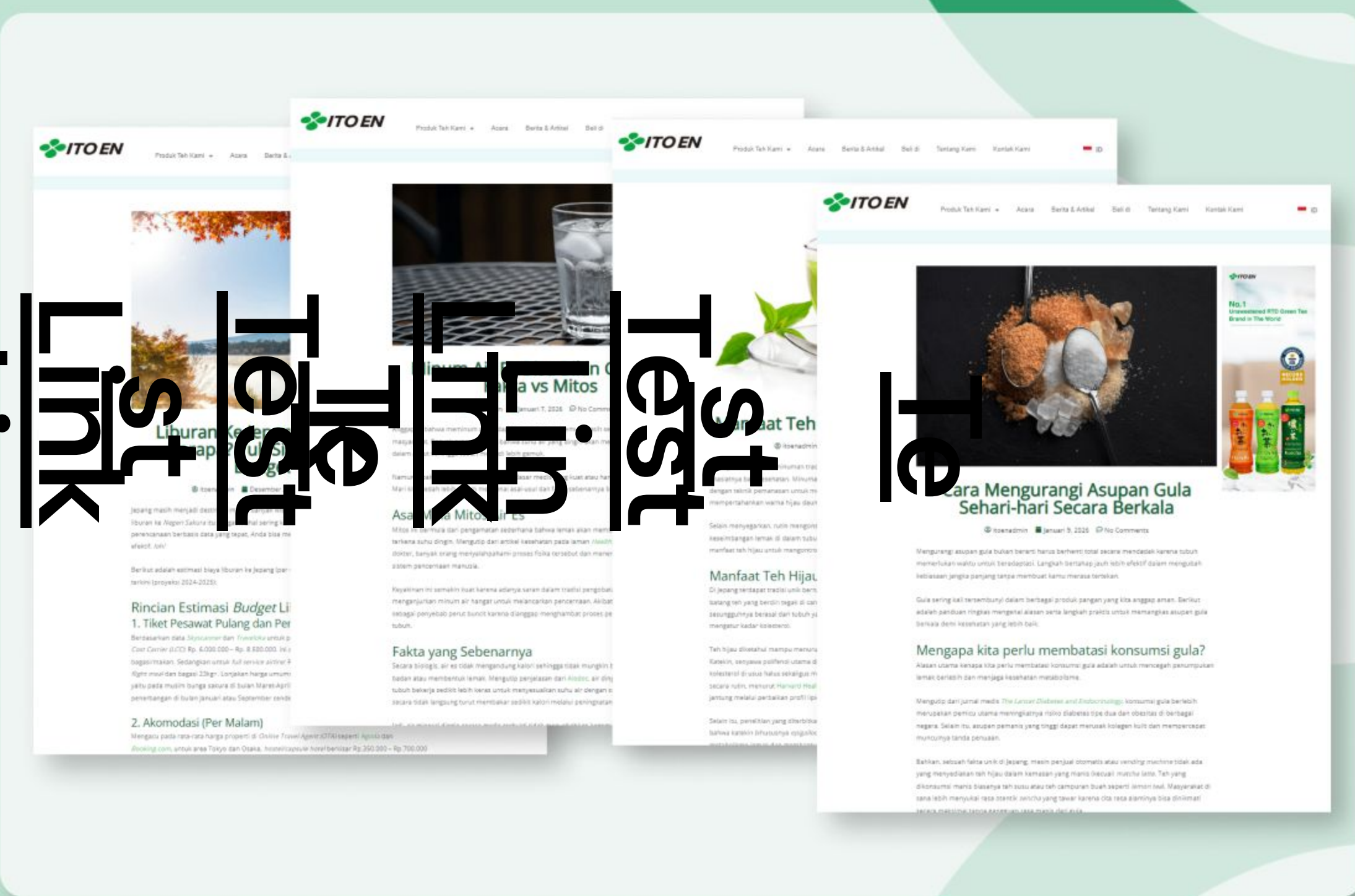
Link

Test

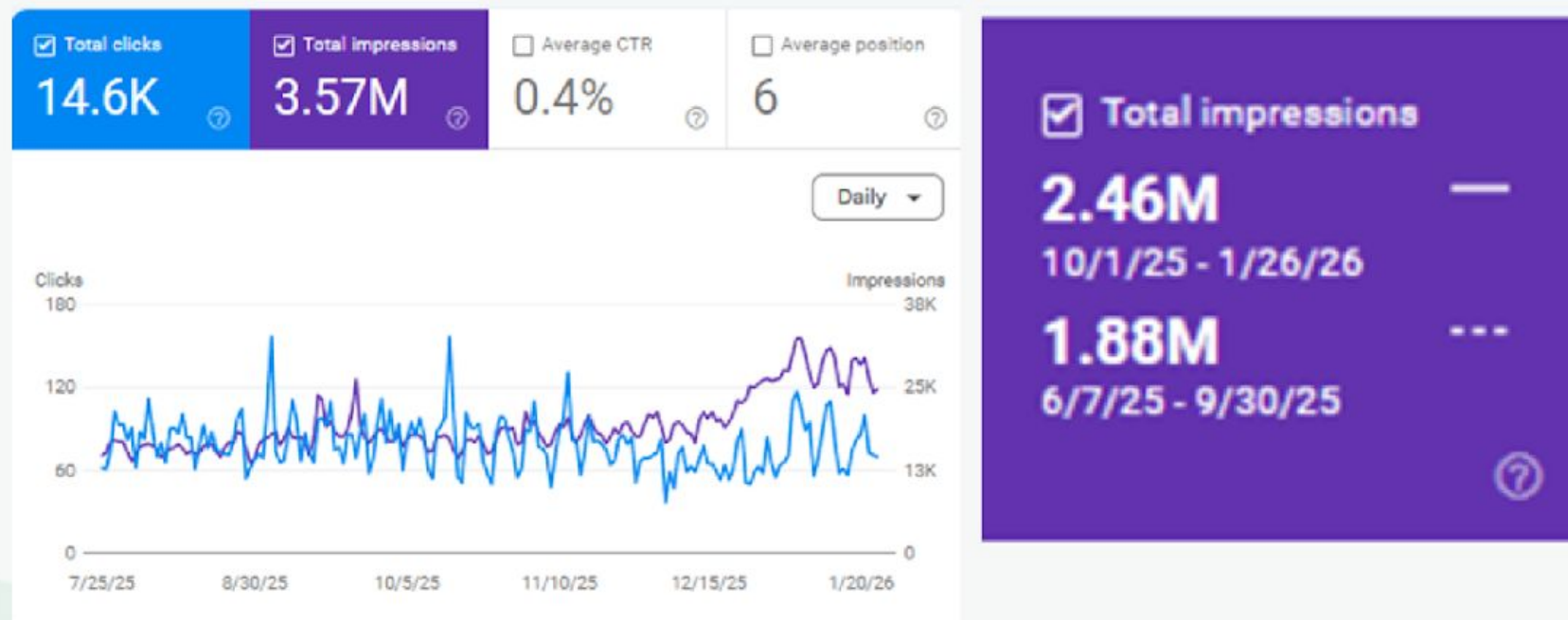
Test

Link

Link



SEO RESULT ANALYSIS



Impressions increased from 1,878,996 to 2,455,514 after optimization



Organic keywords increased from 5,539 to 7,320 after optimization

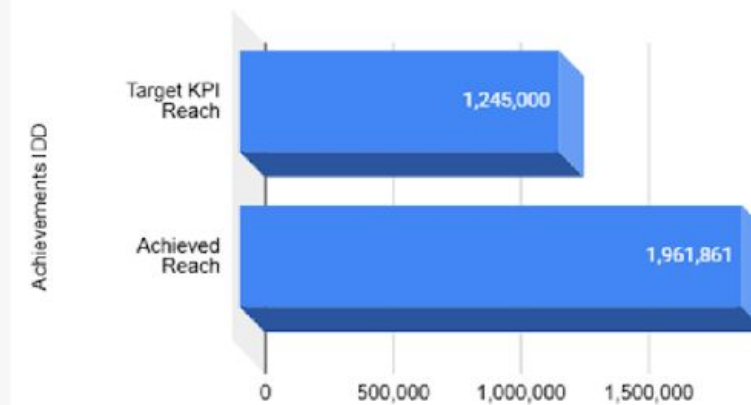
Within 4 months of fixing technical errors and uploading articles to build authority, more keywords and pages began appearing in search results, indicating improved site visibility.

ADS MANAGEMENT

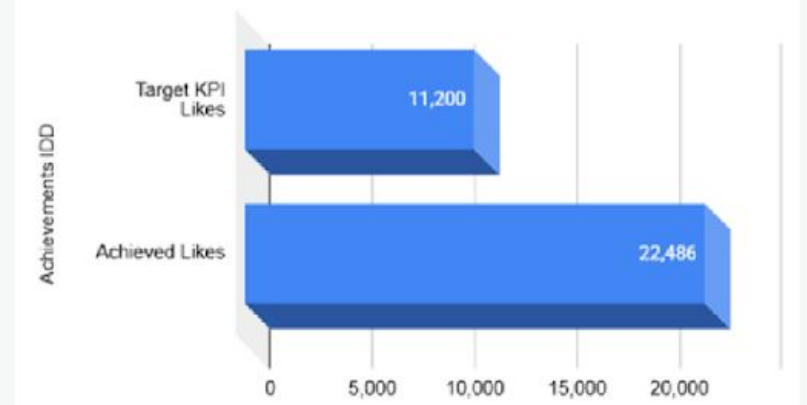


ITO EN Indonesia's International Diabetes Day 2024 in Sarinah and IDD 2025 campaign in AEON BSD & Grand Lucky SCBD focused on health awareness, free blood sugar checks, and diabetes prevention.

Achievements IDD 2024 & 2025 (Reach)



Achievements IDD 2024 & 2025 (Likes)



Key Takeaways:

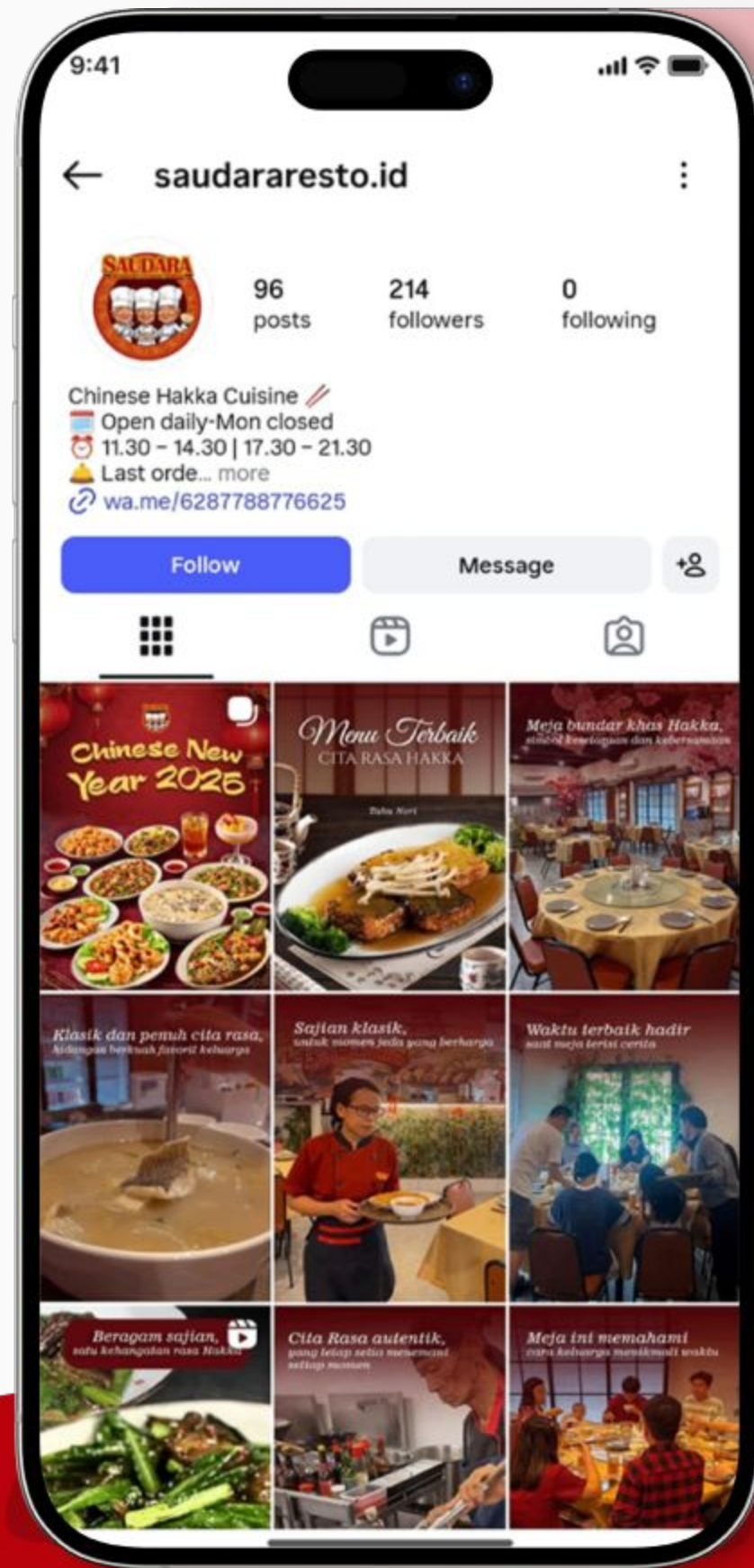
The campaign delivered strong Instagram performance and audience growth through targeted Jabodetabek specific targeted locations, and it consistently exceeding targets as shown in the data.

SAUDARA RESTO

CHEMIS3 supported Saudara Resto through integrated social media and ads management, focusing on Instagram marketing with TikTok mirroring to strengthen digital presence and reach a wider audience. Ongoing monthly account servicing was carried out, including performance tracking and social media report analysis to ensure consistent growth and content effectiveness.

To amplify brand awareness, CHEMIS3 also executed influencer marketing initiatives and online media placements, helping Saudara Resto connect with new audiences while reinforcing its brand presence across digital platforms.





SAUDARA RESTO



SOCIAL MEDIA AND ADS MANAGEMENT

INSTAGRAM MARKETING AND FACEBOOK MIRRORING

MONTHLY ACCOUNT SERVICING: SOCIAL MEDIA REPORT ANALYSIS



INFLUENCER MARKETING



ONLINE MEDIA PLACEMENT



SOCIAL MEDIA AND ADS MANAGEMENT



*Dari gigitan pertama,
selalu jadi favorit*



Api, teknik, dan Pengalaman



*Meja yang penuh,
di sinilah momen hangat tercipta*



**Chinese New
Year 2025**



**Pilih Paketnya &
Dapatkan Angpau-nya**

Dapatkan Angpau spesial di setiap pembelian
Menu Paket Chinese New Year di Saudara Resto.
Rayakan Tahun Baru Imlek bersama keluarga.



**Dapatkan Diskon
15%**

*minimal pembelian 350rb

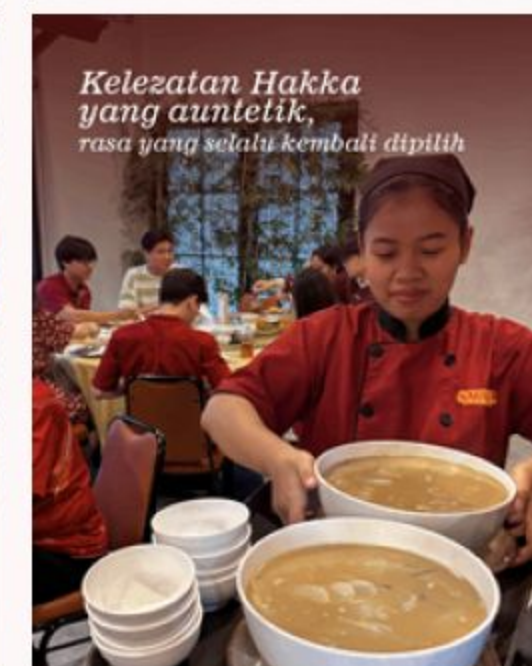
bisa pakai kode voucher :
KENZOSR



*Rasakan lezatnya
mulai dari satu pilihan*



*A celebration wrapped,
in flavor and warmth*



*Kelezatan Hakka
yang autentik,
rasa yang selalu kembali dipilih*



TIKTOK VIDEO CONTENT MANAGEMENT



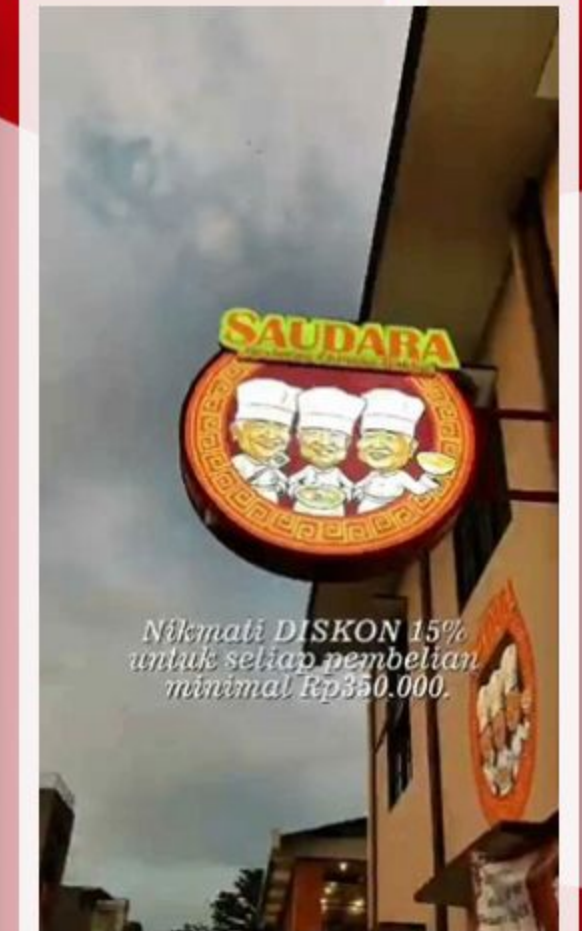
VIDEO BERBAGAI
HIDANGAN MAKANAN



VIDEO PENYAJIAN MENU UDANG
MAYONAISE YANG MENGGUGAH
SELERA



VIDEO SUASANA
RESTORAN YANG NYAMAN



VIDEO INFORMASI PROMO
DISKON DENGAN VISUAL
PROSES MEMASAK

INFLUENCER MARKETING



[KOL @Jessicahendradi](#)

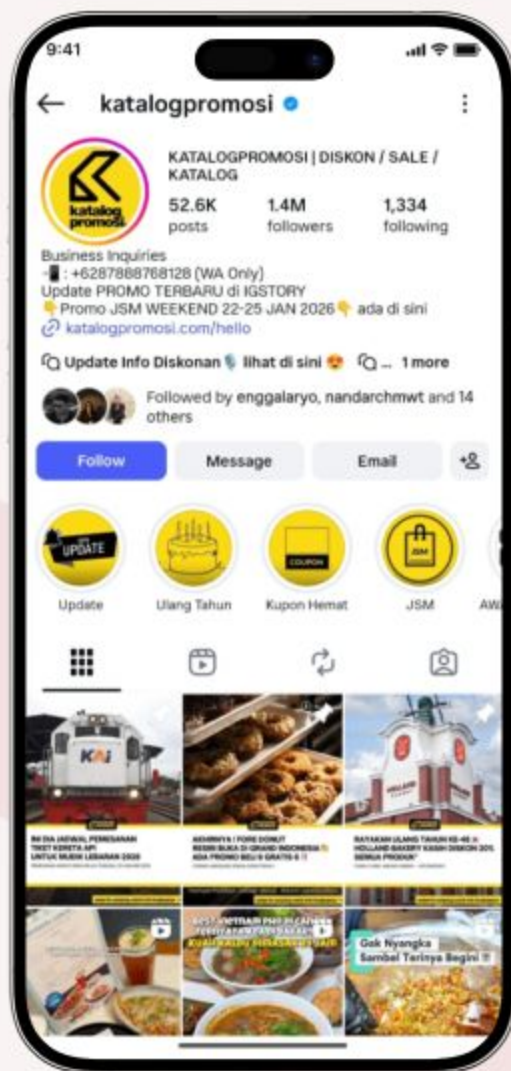


[KOL @Tmagdalenayy_](#)

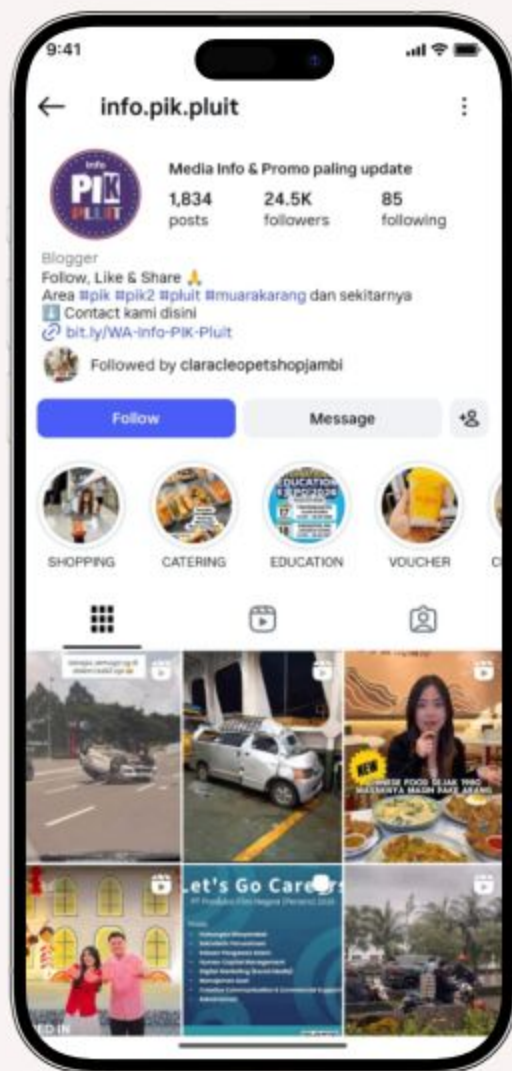


[KOL @Kenzo_limtama](#)

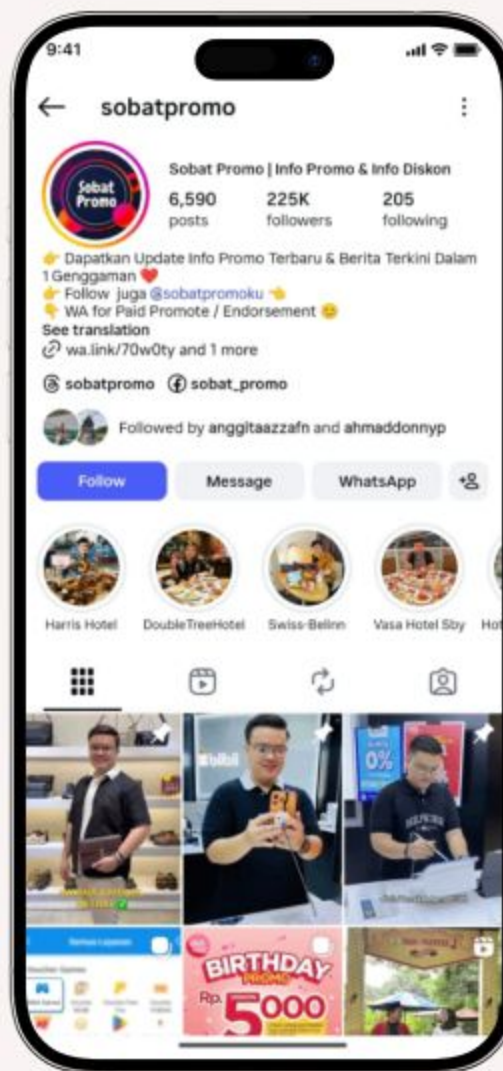
ONLINE MEDIA



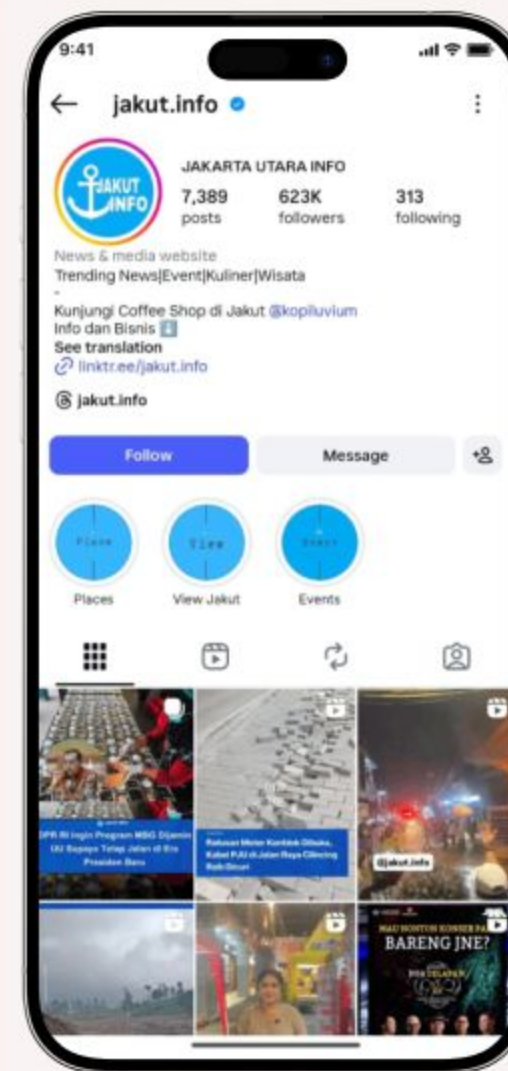
Media @Katalogpromosi



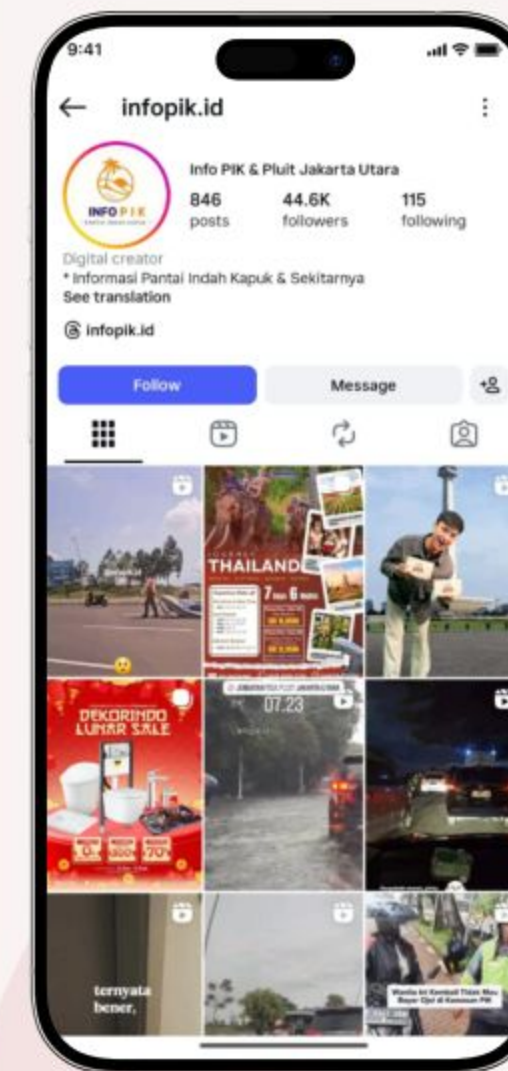
Media @Info.pik.pluit



Media @Sobatpromo

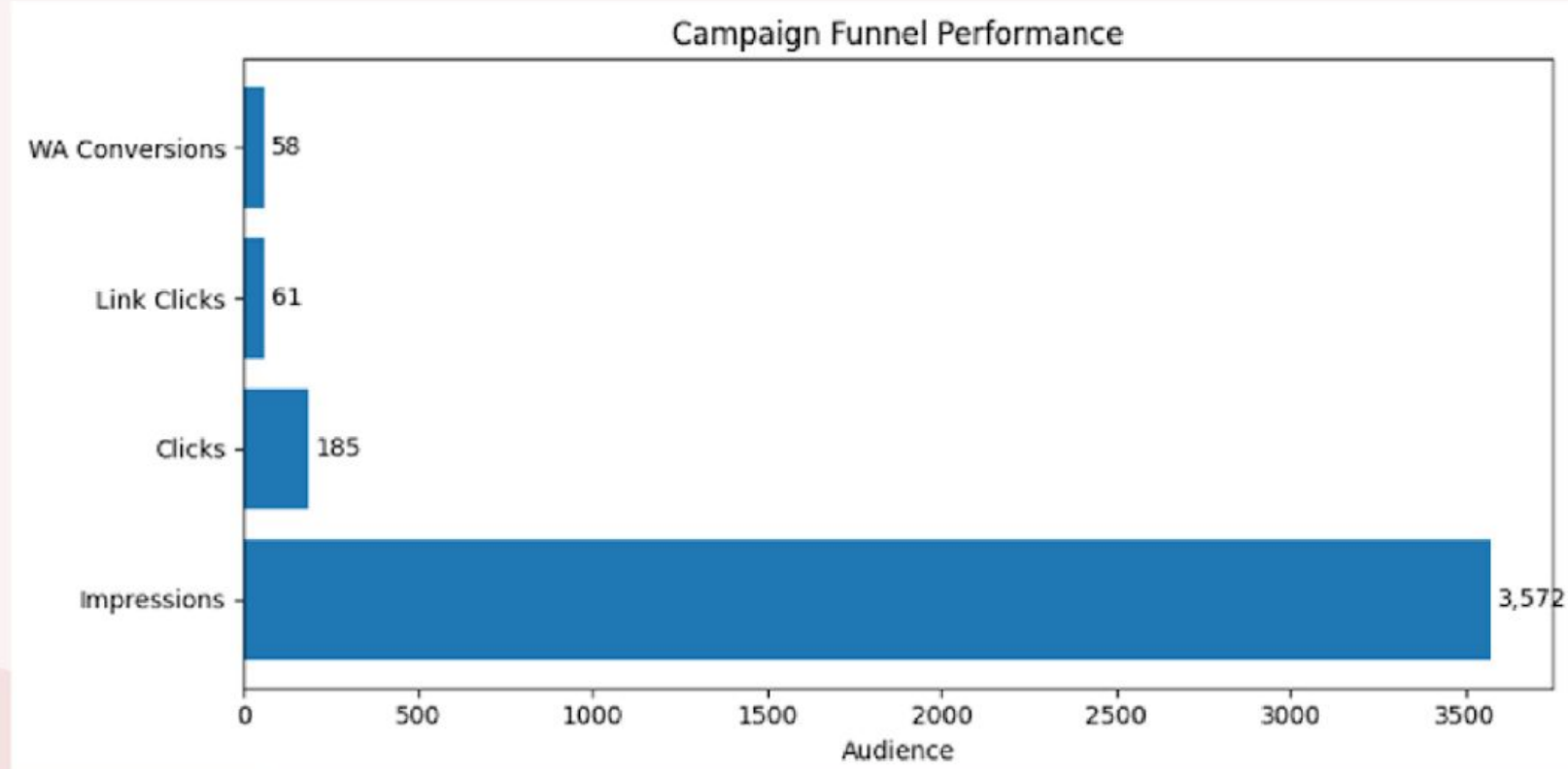


Media @Jakut.info



Media @Infopik.id

ADS OPTIMISATION TO LEADS USING WA – TRIAL 1 MONTH



3,572 impressions generated

185 clicks achieved with 1.69% CTR

61 users using Whatsapp

58 direct WhatsApp conversions recorded

Conversion objective was applied to focus on action-oriented results

Target audience was defined with specific age region and character profiles

Sales-driven creatives were used, highlighting special offers, bundle pricing, and attractive complimentary benefits

VIDEO MARKETING

Video marketing is a powerful way to capture attention and tell a brand's story in a more engaging and relatable format. At CHEMIS3, we create video content that is not only visually strong, but also aligned with the brand's message and communication goals.



[UHU - Faber Castle Indonesia](#)



[POLRI - Security Barrier Tutorial Training](#)

Type of Video marketing



Brand Video (animation)



Explainer / FAQ Video



Product Review / Testimonial



News and Trending



Topics / Promotional



Event (360 degrees experience)



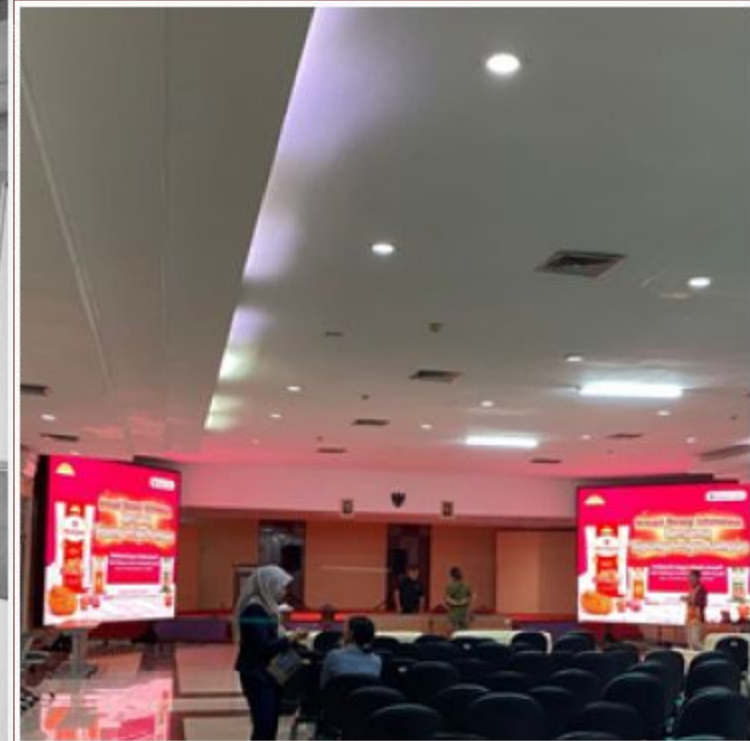
Customer Centric



YouTube Web Series

READY TO MOVE FORWARD?

Let's build communication that grows with your brand and stays relevant, powered by CHEMIS3.



THANK YOU

Any questions? Please don't hesitate to contact us

info@chemis3.co.id 

+62 813-1069-3339 (CHEMIS3 Director) 

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