



Daksa Adi Data

# ABOUT US

DAD is a creative digital agency based on data-driven insights. We seek what should be spoken of. We examine the most significant keywords and networks of conversation happening in digital platforms. These are the basis of our insights.

We acknowledge that strong marketing messages are pointless without a well-built stopping power. So, we tend to be whimsical in the process of making creative decisions and specific in deciding strategic ones.

**WE SEEK WHAT SHOULD BE SPOKEN OF**

# VALUES



## AVID

we are proficient at plotting a meaningful story. We know what to say and how to say it. Because after all. We are all going to be stories, and only stories remains



## PRECISE

We know where to find them and how to make use of them. Because we believe that doing the right thing is not enough, We do the right thing the right way



## PLAYFUL

We joke and play around with ideas to see them grow and break boundaries. Because, We believe that fixed patterns are the archenemy of creativity

# OUR SERVICES



## Data Science and Solutions

Our data science team solemnly focuses on data acquisition and information extraction to provide solutions for your problem.



## Integrated Campaign Management

Our campaign management team designs well-elaborated plans and executes them adaptively to any situational changes.



## Funnel and media management

Our creative and digital team can conceive mind-bending ideas to beat competitors in getting the attention of the audience.

# UI/UX

Website & Campaign  
Development



## Landing Page (Raffle System)

In creating a raffle system for their activation, we needed something simple yet immersive. Easy to understand yet has some degree of visual complexity. We have delivered a fun adventure theme to provoke the audience in participating.

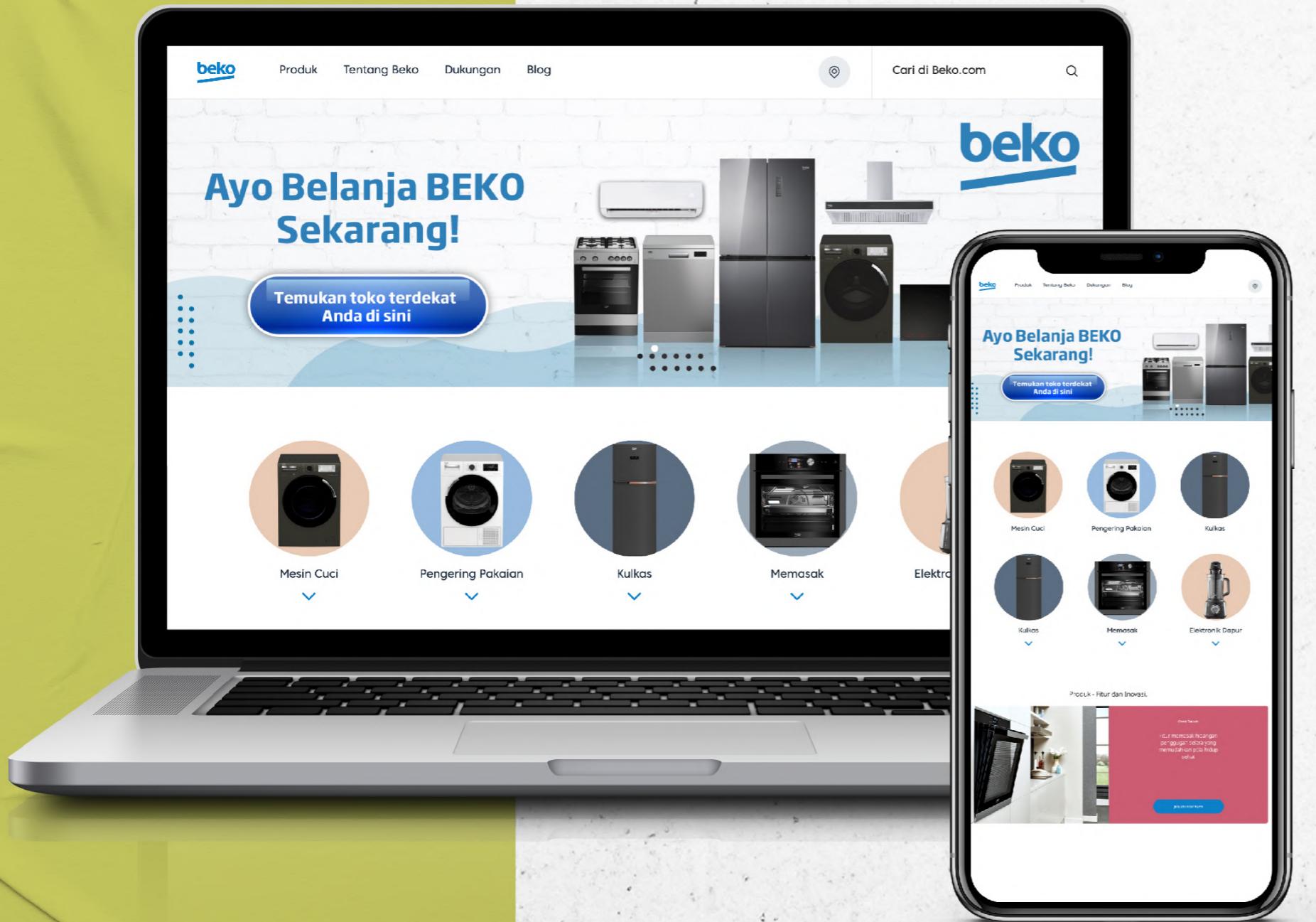




## Website

As the first crypto-utilization platform, we provided a strong proposition to generate a sense of necessity among the audience. In this sense, we input a hefty amount of information about how the audience will need Qoinpay for a modern daily life





# beko

## Website

Prioritizing brand conversion, we optimized Beko website into an effective platform. We want the audience to have a clear and concise customer journey.



## Landing Page Event Registration

We made a landing page as an information board for Ultra Bali's audience who are not familiar with crypto. We want them to understand the general rules of using crypto for a transaction.

The landing page features a large yellow robot character named "Qoinpay Buddies" in the center. The background shows a dark, blurred image of a beach at night with people in the distance. At the top, it says "#UTILIZEYOURCOIN". Below the robot, there are sections for "THE OFFICIAL UTILIZATION PARTNER FOR ULTRA BEACH BALI" and "How to Use Qoinpay in Ultra Bali". A purple call-to-action button says "TOP UP NOW! Reach our top-up team at several locations of Qoinpay Booth". The bottom of the page includes links for "Download Qoinpay Now" and "Having a problem? You can reach Qoinpay Buddies for assistance at our booth or complaint further to +62 8111 459 088".

#UTILIZEYOURCOIN

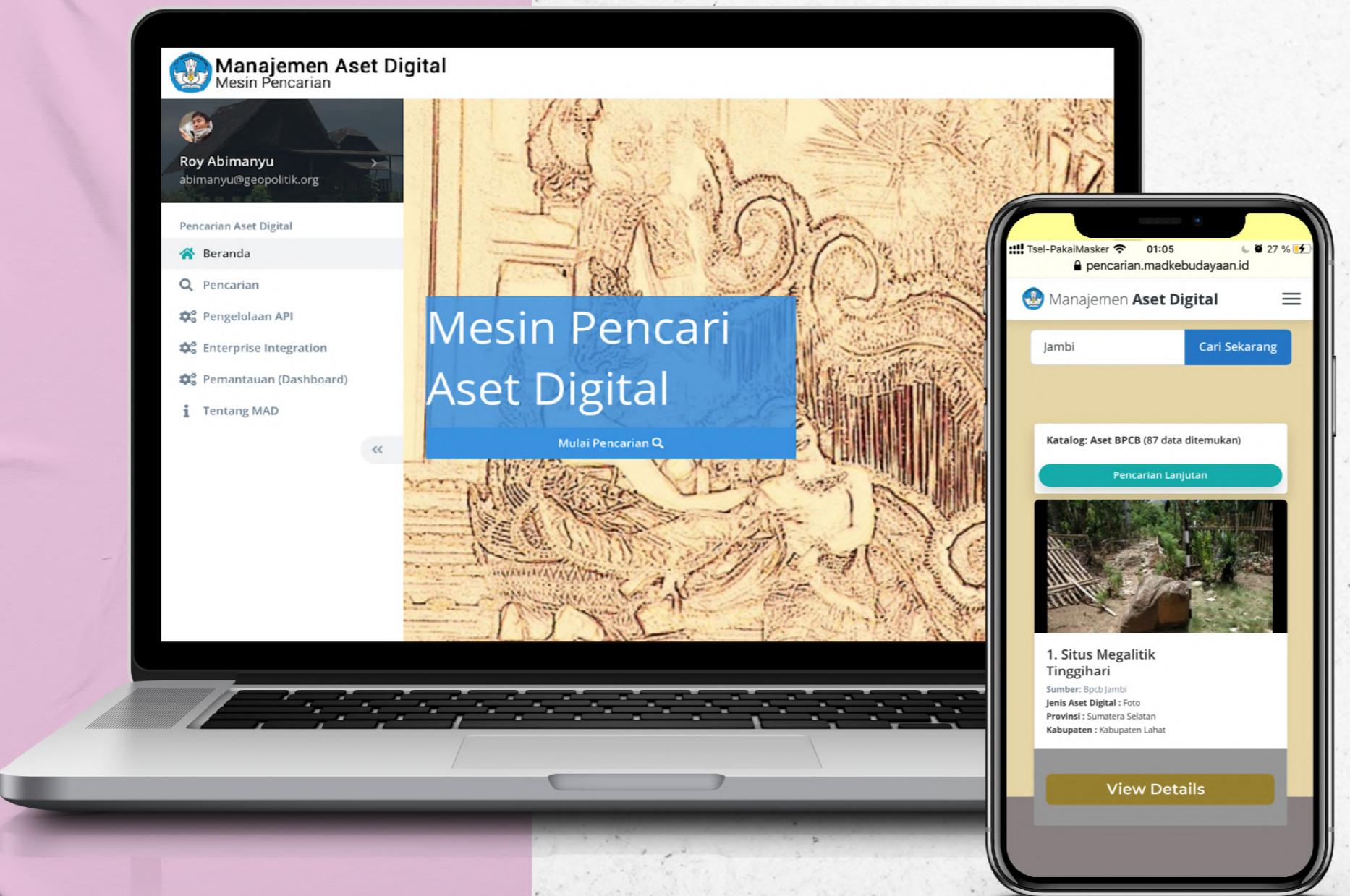
THE OFFICIAL UTILIZATION PARTNER FOR  
ULTRA BEACH BALI

How to Use Qoinpay in Ultra Bali

TOP UP NOW!  
Reach our top-up team at several locations of Qoinpay Booth

Download Qoinpay Now

Having a problem?  
You can reach Qoinpay Buddies for assistance at our booth or complaint further to +62 8111 459 088



## Kementerian Pendidikan dan Kebudayaan



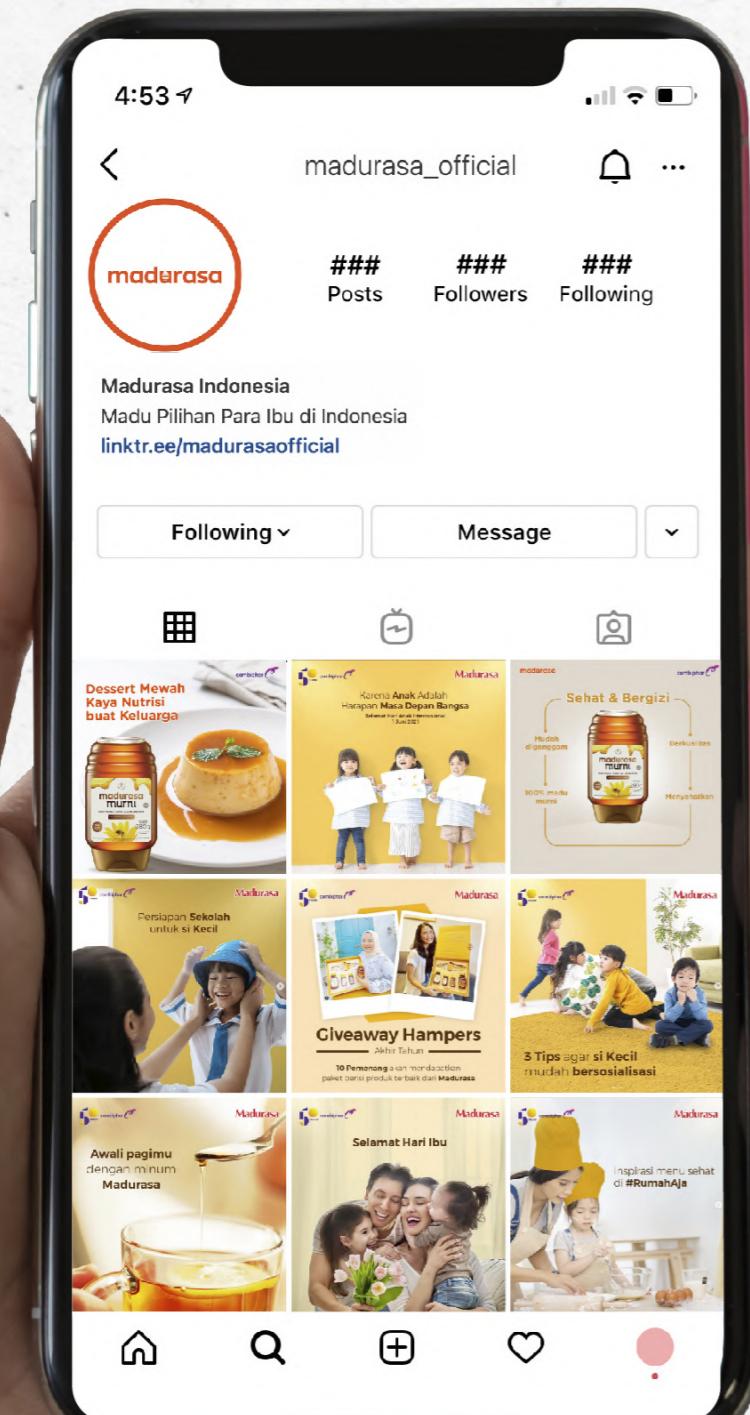
Website

We revamped the data strategy on the ministry's storage of cultural digital assets. We integrated all assets with their information in the form of metadata.

# Social Media

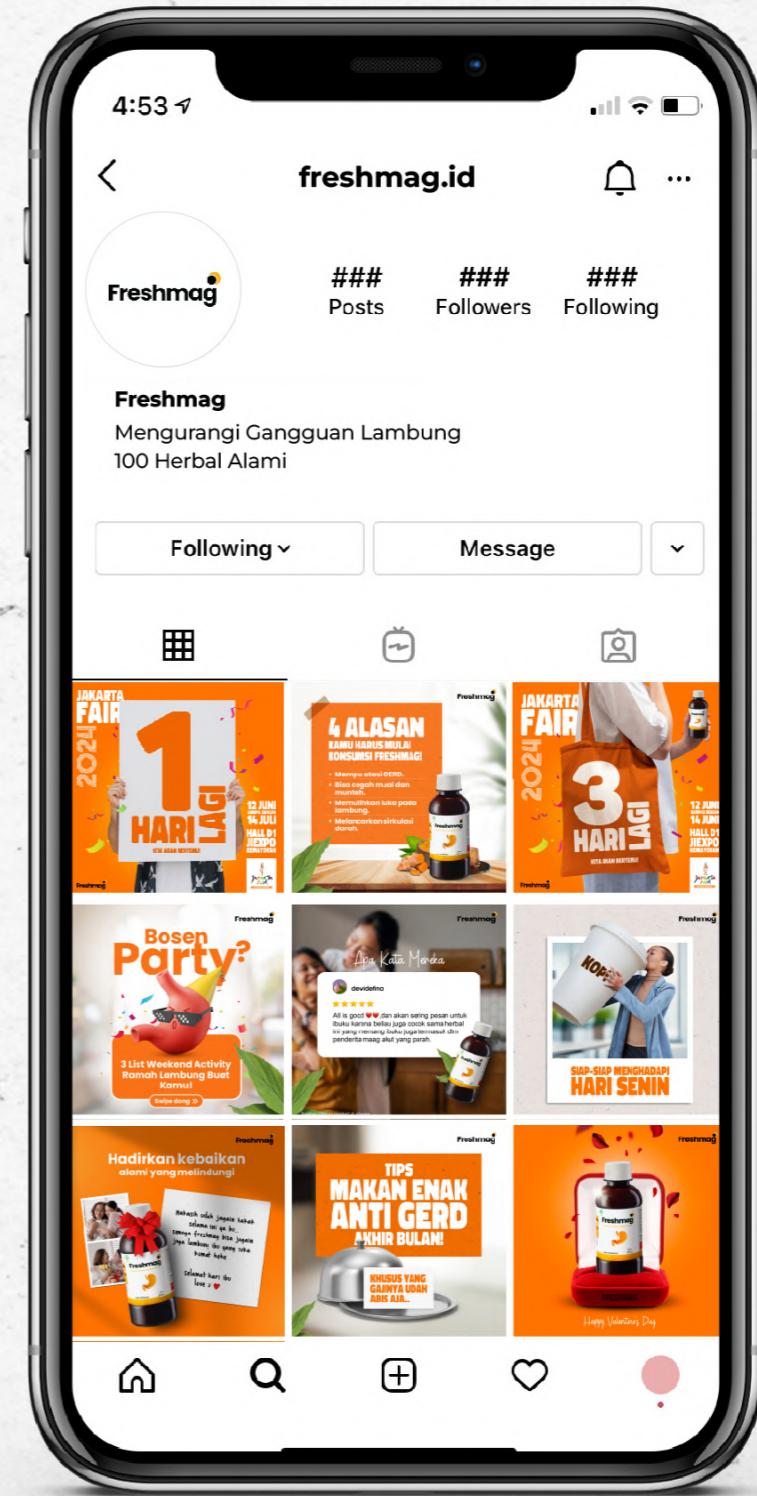
## Management

# madurasa

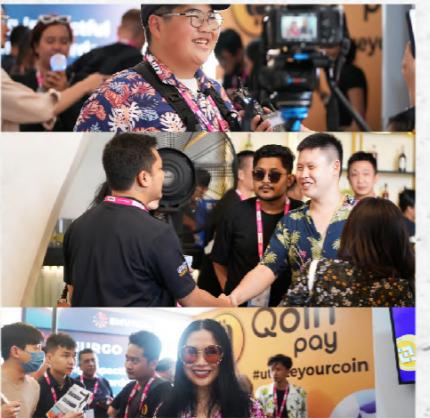
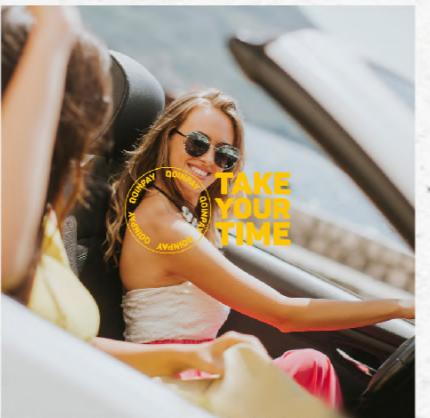


# Fresian Flag





## Qoinpay



## Sedaap Baked



## Bioinsuleaf



## Zymuno



# **Event & Activity**

Offline booth



# COINFEST ASIA

We tapped into Coinfest Asia, the first crypto networking festival in Asia, as a breakthrough to launch Qoinpay.

We designed and supported the production of all assets (booth, mascot, flyers, banners, merchandises, motion graphics, etc.)





Qoinpay sponsored Ultra Beach Bali, an EDM music festival, as a payment system. We had also created numerous designs for this event. Only this time, it was bigger and better. We created a more lifestyle-centric approach design within this event



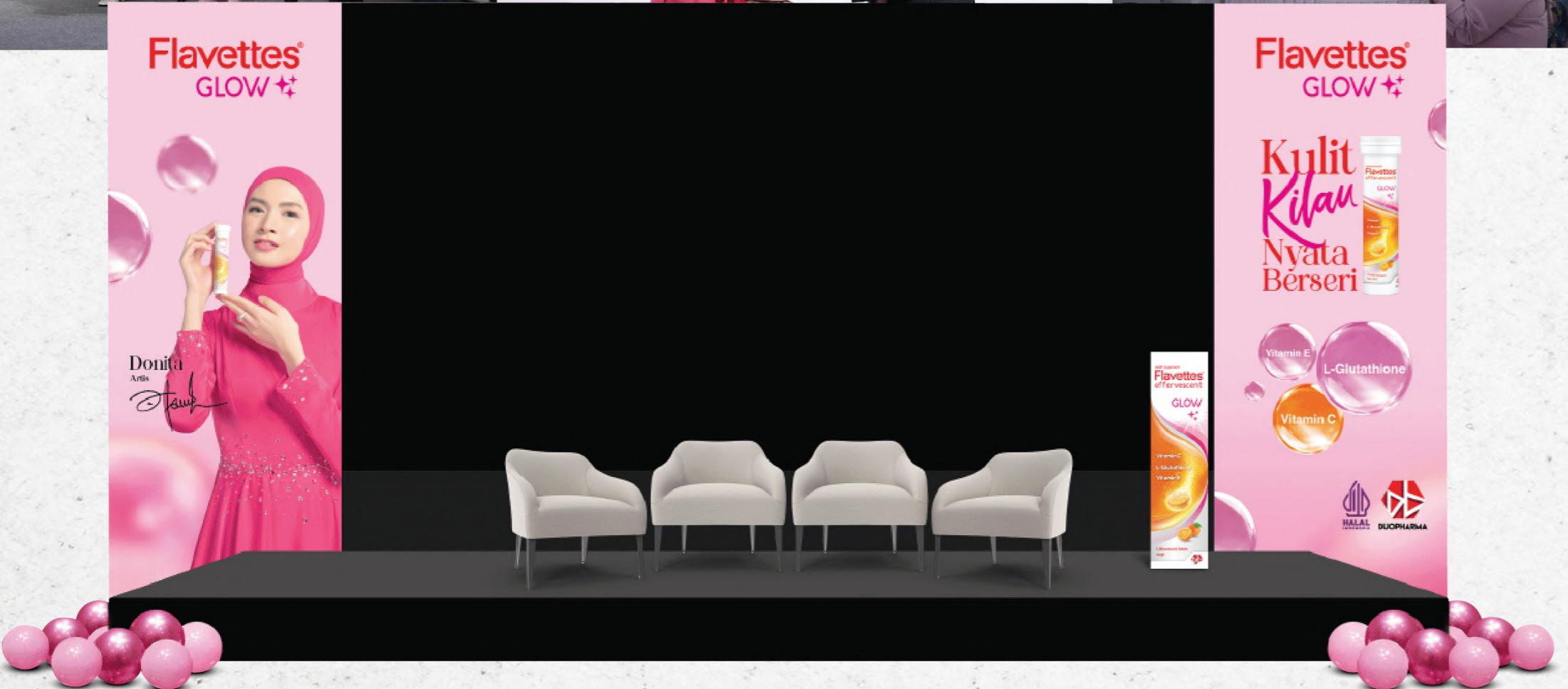
## ASIA CRYPTO WEEK TOKEN 2049

Held in Singapore, we wanted to introduce Qoinpay as a revolutionary app that connects the abstract crypto world with tangible daily life to an international audience.





# GLOW ✨



# Flavettes® GLOW ✨

Product launching

# Campaign

## Online Activity



Campaign "GPP" for F8 Makasar



The image is a collage of various Qoinpay promotional assets and screenshots of the mobile application interface.

- Top Left:** A yellow and purple "WHAT IF" campaign poster featuring a man with a suitcase and a smartphone.
- Top Center:** A purple and yellow "WHAT IF" campaign poster featuring a lightbulb.
- Top Right:** A screenshot of the Qoinpay mobile application showing a user profile (Rahmat Hamid, Q-861S36) and a summary of assets (Nilai Aset: 18,31... SOL, Estimasi Nilai Aset: Rp5,894,506).
- Middle Left:** The Qoinpay logo (a yellow circle with a black silhouette of a person carrying a suitcase) and the text "Qoin pay".
- Middle Center:** A screenshot of the Qoinpay mobile application showing the home screen with navigation tabs (Beranda, Wallet, Aktivitas, Profil) and service icons (Pulsa & Paket Data, Pulsa Pascabayar, Token Listrik, Listrik Pascabayar, Travel, E-Toll, Voucher Merchant, Semua Layanan).
- Middle Right:** A screenshot of the Qoinpay mobile application showing a user profile (Rahmat Hamid, Q-861S36) and a summary of assets (Nilai Aset: 18,31... SOL, Estimasi Nilai Aset: Rp5,894,506).
- Bottom Left:** A screenshot of the Qoinpay mobile application showing a user profile (Rahmat Hamid, Q-861S36) and a summary of assets (Nilai Aset: 18,31... SOL, Estimasi Nilai Aset: Rp5,894,506).
- Bottom Center:** A screenshot of the Qoinpay mobile application showing a user profile (Rahmat Hamid, Q-861S36) and a summary of assets (Nilai Aset: 18,31... SOL, Estimasi Nilai Aset: Rp5,894,506).
- Bottom Right:** A screenshot of the Qoinpay mobile application showing a user profile (Rahmat Hamid, Q-861S36) and a summary of assets (Nilai Aset: 18,31... SOL, Estimasi Nilai Aset: Rp5,894,506).



# Brand Development

## Visual Identity

# freshmag

**Freshmag**  
Brand Development

Font used: Poppins

Font styles available:

- ExtraLight
- Reguler
- Medium
- Bold**
- Black**

Small print at the bottom left:

komite teknik memilih Poppins sebagai font utama  
Freshmag menggunakan web, cetak, dan media sosial.  
musuh dibuatkan modern dan memiliki tampilan  
 profesional kelas atas karena garis-garis yang  
 bersih dan tipis yang rata.

POPPINS

abcdefghijklmnopqrstuvwxyz  
1234567890

GRAPHIC ELEMENT

daksa adi data

BrandDev

# Video Audio Production Management

# MULTICAM **LIVE STREAMING** SYSTEM

EVENT • INTERVIEW • MUSIC





A professional microphone on a stand in a studio setting, with a yellow circular graphic overlay containing text.

# FULL SETUP PODCAST SERVICE

PODCAST • INTERVIEW



# EDITING AND MIXING

## AUDIO VISUAL

MUSIC • CLIP • PODASCT

# 3D Modeling

## Development



**Qoin  
pay**

## Qoinpay Mascot



**Qoin  
pay**

**3D Icon**  
**Asset Qoinpay Apps**



**3D ICON**



Utility Bills

Entertainment

Crypto Wallet

Travel

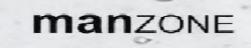
Lifestyle

**ICON**  
**ICON**  
**ICON**

# MASTERS OF ENTERPRISES



madurasa



we are always  
in the mood  
for something  
great.

We are story in the making



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