

LIVE
WORK
CREATE
LIKE
THERE'S NO
TOMORROW
THEN
REPEAT.



SUPERFOX
SAGA

OFFICIAL
CREDENTIAL
2023



welcome to **superfox saga,** **strategically driven creative** **solution hybrid agency**

We are a local creative team who offering authentic experiences revolving around what is fresh and unique. With decades of knowledge about brand experiences, you'll find a combination of bespoke tailor made solution, deepest thinking, personalized services and boldest execution in Superfox. Our works are louder than words, please find out more how we listen and deliver what you need



everything deserve why. so, why superfox?

we create taylor made
way out for you
leading your way to
impactful experience



TAILOR-MADE WAY OUT

We hate templates. We DRILL DOWN every problem and exercise every opportunity to provide the right STRATEGY . This way we create tailor made way out to be impactful in achieving given objectives



UNDENIABLE CREATIVE TRANSLATION

Fresh creative idea is one thing, but rational and executable ideas are more essential nowadays . Determine THE RIGHT APPROACH in every creative translation and committed to deliver impactful experiences.

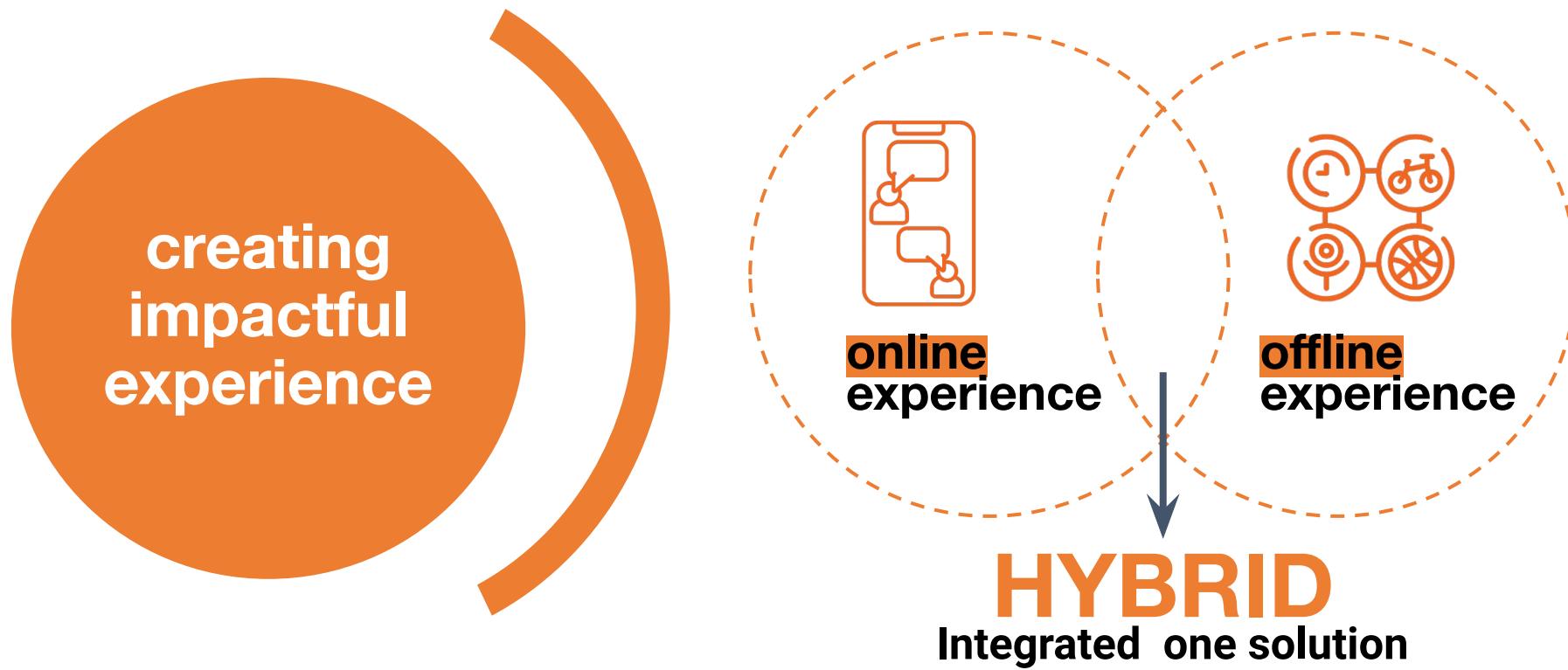


EXCELLENT EXECUTION

Superfox born as fighter. Sky is definitely our limits . Balancing your need, want , resources and ensuring the FLAWLESS execution is key to build our reputation.



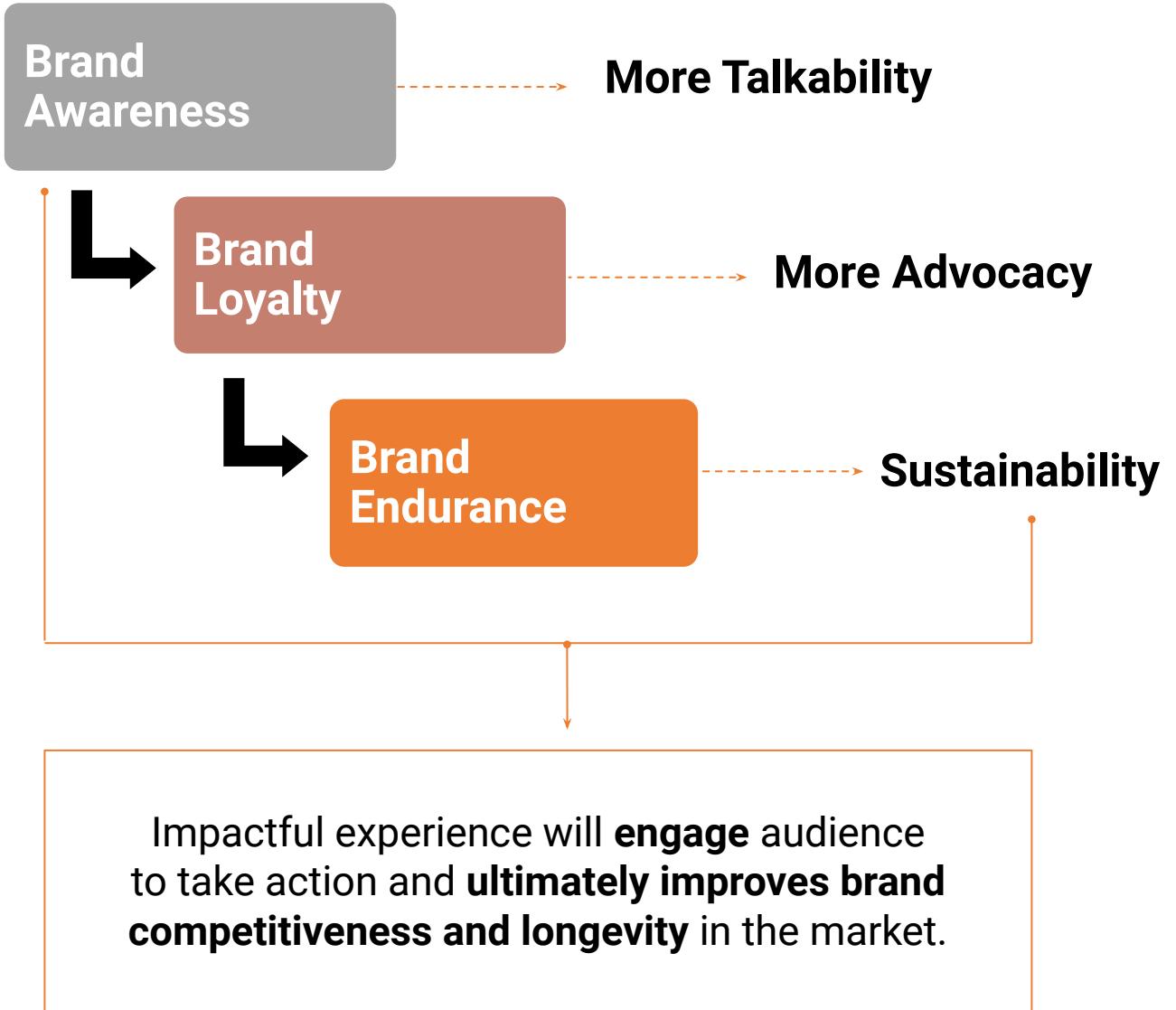
yes ! **impactful** experience



Proposing a **strong strategic thinking structure** in creating customized creative translation with excellence execution to achieve desired objective extended to business impact and sales.



why impactful experience is important?





spending is easy.
but impactful spending
is another level.

we're here to bring your
brand to that level.

head of the **FOXIES.**

collaborating with smart-experienced heads.



AGUNG RIZKI
CEO SAGA



ANDI INDRAWAN
CMO SAGA



MIRANDA WAROKA
COO SAGA



and we're proud to be part
of these cool brands.



Lenovo

POLYTRON

SAMSUNG



axiapp



MR.D.I.Y.
Always Low Prices

virgo

mandiri
taspen

PUPUK KALTIM

ADIRA
FINANCE

Bank BTN

traveloka

Disney

DAIKIN



Qoin
pay



how we deliver
a glance of our
offline activities
experience 😍



International MICE - Nov 2023

The 17th ASEAN Ministerial Meeting on Transnational Crime

Sub sector corporate event

Meetings and Conference with senior official SOMTC

Incentive and entertainment for spouse

Gala dinner with international and local artist

Exhibition and Parade

Public Relation amplification including media management

Achievement

Orchestrating a high-stakes MICE event for 200 distinguished state guest hailing from 14 different countries in the enchanting destination of Labuan Bajo. Over the course of 3 consecutive days, navigating through logistical challenges to deliver an event that left a lasting mark , committed to bring excellence through detailed planning and ensured flawless execution to maintain client satisfaction.

Scope of Works

MICE | Implementation & Production | Video Highlight





MR.D.I.Y.
Always Low Prices

Sponsorship Event - June 2023

Celebrating PRJ With DIY

- Product Selling thru Sponsorship event
- Creating Booth content and activity content
- Generate good traffic and brand awareness in PRJ

Achievement

Successfully running a 33 days event with efficient maintenance cost

Scope of Works

Event strategy | Event Concept | Implementation & Production | Video Highlight





Grand Launching Event - Bali June 2023

Being Coral Foster Parent with AquaNest

Brand Activation / Water Sport & Underwater Product Experience thru Grand Launching Event event and utilizing Brand Ambassador & KOL to enrich the content.

Creating Media & VIP Content activity that is tailored to the USP of Aquanest Experience product and packaged in experimental way for everyone!

Achievement

- 30+ media attendance at launch event
- Generated 200+ coverage during the first 2 weeks of launch
- Engage with local influencer to reach engagement to 2% at during launch
- Effective launch experience with direct experience concept to leverage the fun of water sport and educate coral foster parent to audience - which generate positive tonality from media attending the event

Scope of Works

Hybrid strategy - offline and online | Implementation & Production | Video Manifesto





pop ice

Sponsorship Event - June 2023

Celebrating PRJ With Pop Ice

Product Selling thru Sponsorship event

Creating Booth content (an activity zone) to boost Brand Awareness among others booth at PRJ.

Achievement

- A strong creative translation to booth design, that truly differentiate Pop Ice from their competition, as the booth is nominated as THE BEST BOOTH DESIGN in PRJ 2023
- Generate 2,196,430 reach, 499.679 engagement & 4.698.684 video plays from 1 Mega, 7 Macro & 16 Micro influencers, spreading the campaign message and booth awareness

Scope of Works

Hybrid concept - online and offline | Implementation & Production | Video Highlight





Media & influencer gathering , June 2023

Korean Tourism Organization Media & Influencer Gathering

Achievement

- A strong creative translation to booth design representative of Korean

Scope of Works





SAMSUNG

Gathering Event - June 2023

B2B Partner Gathering

Exclusive dinner for partner

Awarding night

Entertainment

Achievement

- Excellent creative translation to fulfil client's objective delivering beach ambience
- Flawless execution end to end





**GUDANG
GARAM**
PT. GUDANG GARAM Tbk.

Intimate Night With Persib Players

Intimate meet up with meet and greet style

Achievement

- Successfully injecting PERSIB imagery within Gudang Garam brand
- Uplifting premium imagery and awareness, resulting in increased engagement at PERSIB Instagram channel
- Achieve sales target 50, event attendees generate from organic Instagram activation 60 pax

Scope of Works

- Hybrid strategy - offline and online | Implementation & Production | Video Manifesto





SAMSUNG

Product Roadshow, PIM 2, Jan 2023

Samsung AV Booth Exhibition

Booth creation to represent each products :

- The Sero
- The Serif
- The Frame
- Qled TV

Leveraging The Freestyle projector as the main product attraction , translated into camping theme, cafe and kids area





Lenovo

Product Launch, Thamrin Nine, June 2023

Lenovo Laptop Product Launch

5 product launch on lenovo laptop gaming range

Media and partner attendance

Product display

Achievement

- This is a regular Lenovo event
- We execute Lenovo product launch regularly and this is our latest collaboration with them, the activities extended to KOL and community selection which is part of our hybrid strategy.
- Repeated client that fully satisfied with our creative translation , taking consideration of Lenovo brand guidelines at the same time create fresh ideas.





New Logo launch and awarding, Feb 2023

PT Pelita Samudera Shipping

Exclusive dinner for partner

Awarding night

Entertainment

Achievement

- Excellent creative translation to fulfil client's objective delivering beach ambience
- Flawless execution end to end





Telkomsel

Integrated Offline Event - 2022

Rolling Out The Execution of 27th Anniv of Telkomsel with "Open All Opportunities".

Creating an iconic concept and internal strategy for celebrating Telkomsel's 27th anniversary in collaboration with local artists Mahavisual, NTL, and Shoechef as a creative implementation of the Tsel motto "Open All Opportunities" with 1,000 attendees.

Scope of Works

Event strategy | Event Concept | Implementation & Production | Video Manifesto





SAMSUNG

Integrated Offline Event | September 2022

Rocking Up We The Fest 2022

Brand Activation / Product Experience thru Sponsorship event and utilizing Samsung Core KOL to enrich the content.

Creating Booth content (activity zone) that is tailored to the USP of each Samsung A Series product and packaged in a unique and awesome way for everyone! Team up with big KOL names to hype the content

Achievement

Total numbers walk in attendees / traffic in 3 days:

1,382 pax with 140% achieved

Total numbers per content ini 3 days:

460 per zone for 3 days achieved

Scope of Works

Event strategy | Event Concept | Implementation & Production | Video Manifesto



Awesome Zone:
Samsung x WTF 2022





**Qoin
pay**

Integrated Offline Event | September 2022

Rocking Up ULTRA-Bali 2022

Creating an 8 booth concept with 5 different booth concepts to facilitate the use and presence of Qoinpay as the main sponsor of the ultra event and as the only payment gateway at the event and one of the main booth experiences with the HYPE Festival Rave Party (The Breakout-Hangout Lounge) which is also as well as introducing what the QoinPay is.

Achievement

With a total of 8 booths, a total of 12,594 walk ins in 2 days
Achieve 75% for visitors who want to join the activity booth

Scope of Works

Event strategy | Event Concept | Implementation & Production | Video Manifesto





PUPUK  **KALTIM**

Integrated Offline Event | December 2022

Celebrating 45th Anniversary of Pupuk Kaltim

Creating festive celebration concepts and content for the 45th anniversary of Pupuk Kaltim brings strong characteristics to the company, current and different from previous years, that are suitable for internal employees to enjoy in accordance with the message: The Future is Ours!

Achievement

5000++ attendees join the celebration.

Scope of Works

Event strategy | Event Concept | Implementation & Production | Video Manifesto | Multimedia





Offline 2 Online Event | April 2022

Collabonation Concert on Ramadan

Creating Agency Services (Strategy, Creative Concept & Production) Konser Kolaborasi dengan beberapa artis ternama Indonesia bertemakan Ramadhan yang dikemas dengan 2 concept stage berbeda dan juga berkolaborasi dengan creative director / music video clip director ternama Indonesia.

Achievement

Total Views: 5,350,898 views on Youtube Channel.

Scope of Works

Event Concept | Implementation & Production | Multimedia | Youtube Streaming





SAMSUNG

Social Media Management | 2021-2022

Bringing The Oscar Award Vibe into Frontliners Year End Gathering

Creating an annual event (training & year end celebration) for 500 frontliners. Wrapped in an exciting thematic “Oscar Award” to excite the audience and leveraging the message of GREATNESS within the Galaxy Z4 this year. Bringing the Theme : The Greatest Foldable Journey, we got positive response both clients and audience

Achievement

500++ attendees | nationwide

Scope of Works

Event Concept | Implementation & Production | Multimedia | Hospitality





Disney

Event Concept & Production | 2021

Got wicked on Maleficent Mistress of Evil Exhibition

Creating a booth concept and production exhibition at Senayan City that describes the ambiance of Maleficent's world and collaborates with local fashion designers to exhibit the various costumes of Maleficent.

Scope of Works

Event Concept | Event Production





G20 Indonesia

The 1st Trade, Investment and Industry Working Group Meeting





Disney

AVATAR
THE WAY OF WATER



In cooperation with RedWhite Indonesia



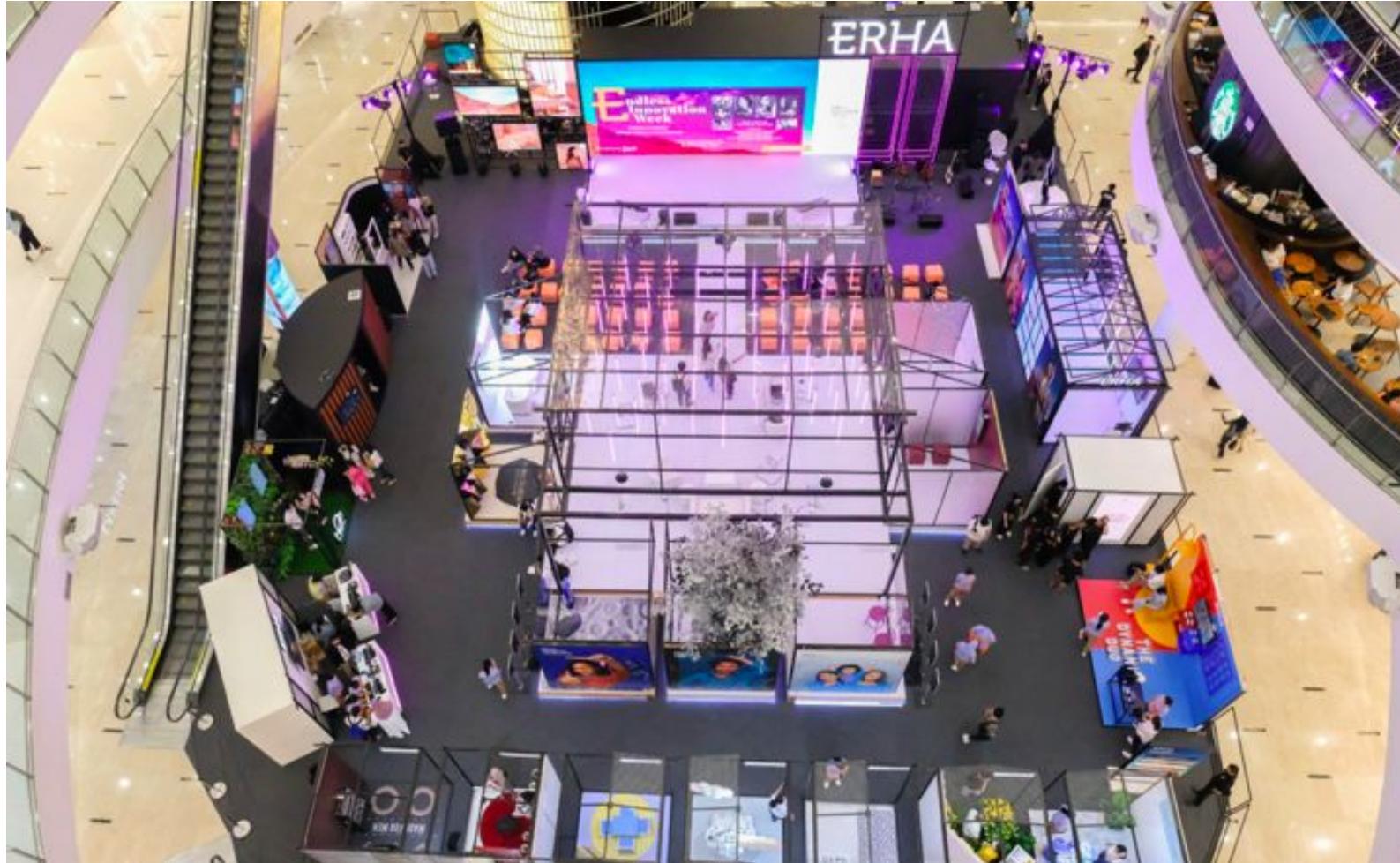
zap



In cooperation with RedWhite Indonesia



ERHA



In cooperation with RedWhite Indonesia



WULING



In cooperation with RedWhite Indonesia



Telkomsel
by Telkom Indonesia



In cooperation with RedWhite Indonesia



Nissan All New Livina & Serena : Launch & Exhibition



In cooperation with RedWhite Indonesia



In cooperation with RedWhite Indonesia



smartfren



Pengundian Smartfren WOW





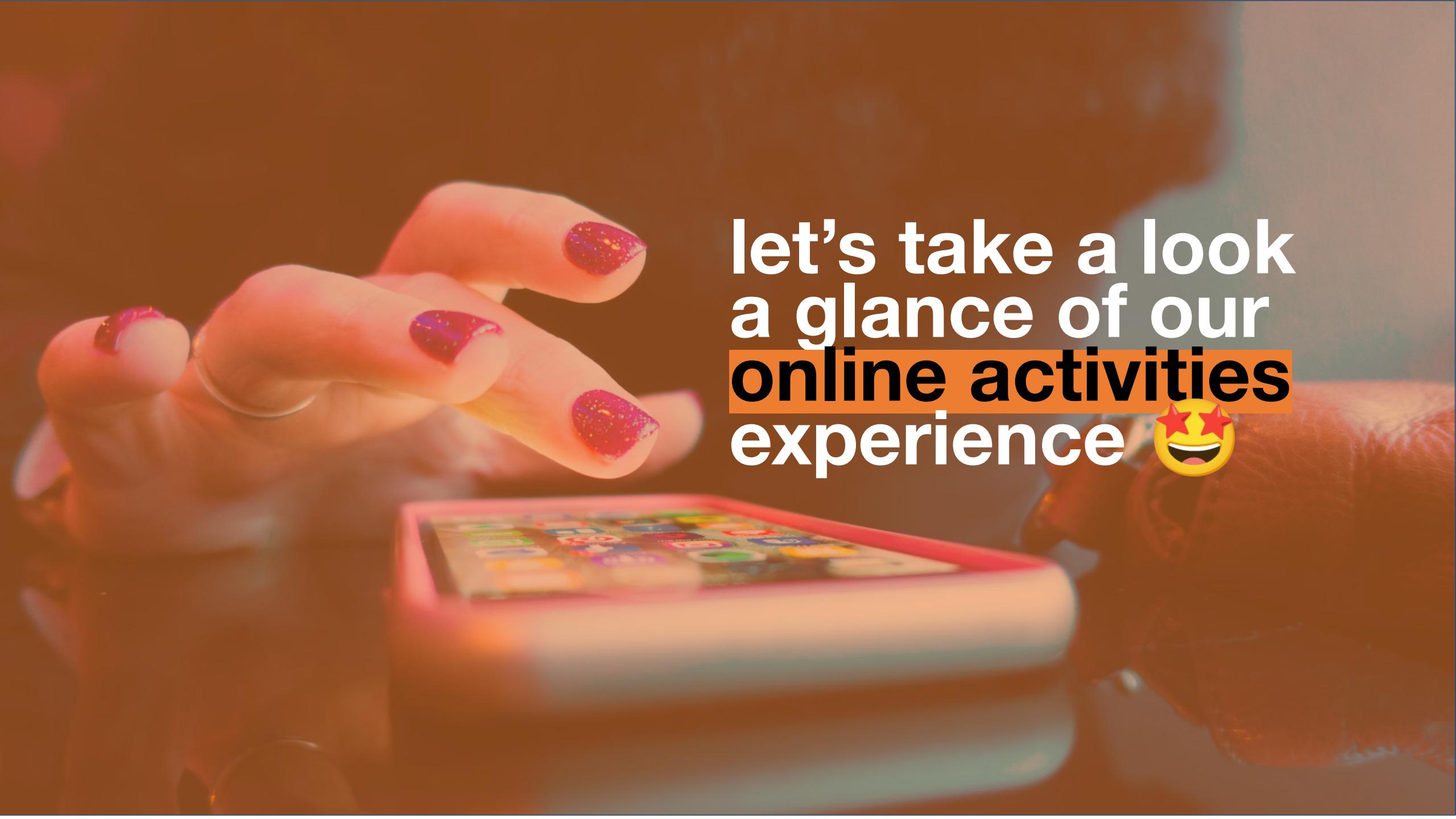
traveloka



Traveloka Experience Airport Changi Singapore



In cooperation with RedWhite Indonesia

A close-up photograph of a person's hands interacting with a smartphone. The hands have dark, textured nail polish. The phone is held horizontally, showing a colorful screen with various app icons. The background is blurred, suggesting a warm indoor environment.

let's take a look
a glance of our
online activities
experience 😍



Social Media Management | 2022

Brought Up “The Cool Everyday” into Daily Life

We are all aware that clean and cool air makes us feel more at ease in our daily life. It can help us to be more active and productive. Clean and cool exceed cool heads, cool people, and cool creatures.

Connecting with Daikin's brand message **Perfecting The Air**, we propose **Cool Everyday** as a spirit and statement to enhance the brand message. **Cool Everyday** reflects Daikin's cool factors that fit seamlessly into the audience's daily life.

Cool Everyday is simple message that easy to understand and humble, but not every brand can use it because only expert, like Daikin, deserve it.

Scope of Works

Social media strategy | Content pillars | Editorial Plan 3 contents/week | Social media management | Social media analysis | Digital content creation | Content production





Social Media Management | 2022

Showcasing A Payment Getaway: “Receh Jadi Lebih Bermakna” in Social Media Content

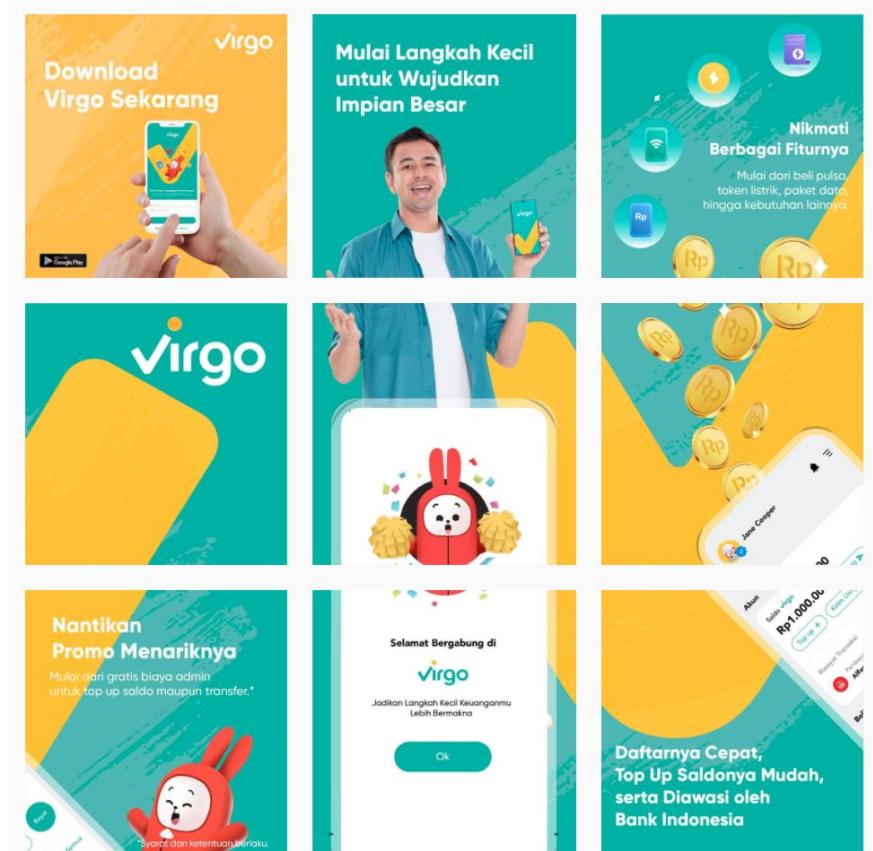
Virgo is a payment app that enables people to dream big without any big leap. This represent its benefit of top up small change of your shopping to Virgo at Alfamart.

This is actually indirectly educate people, especially Moms of Virgo main target audience to start give more attention to the small change that is able to play as an important role in your life to support your little dream or even big.

That is why we came up with “RECEH JADI LEBIH BERMAKNA”

Scope of Works

Social media strategy | Content pillars | Social media management |
Digital banner | Webseries content production





Social Media Management | 2021-2022

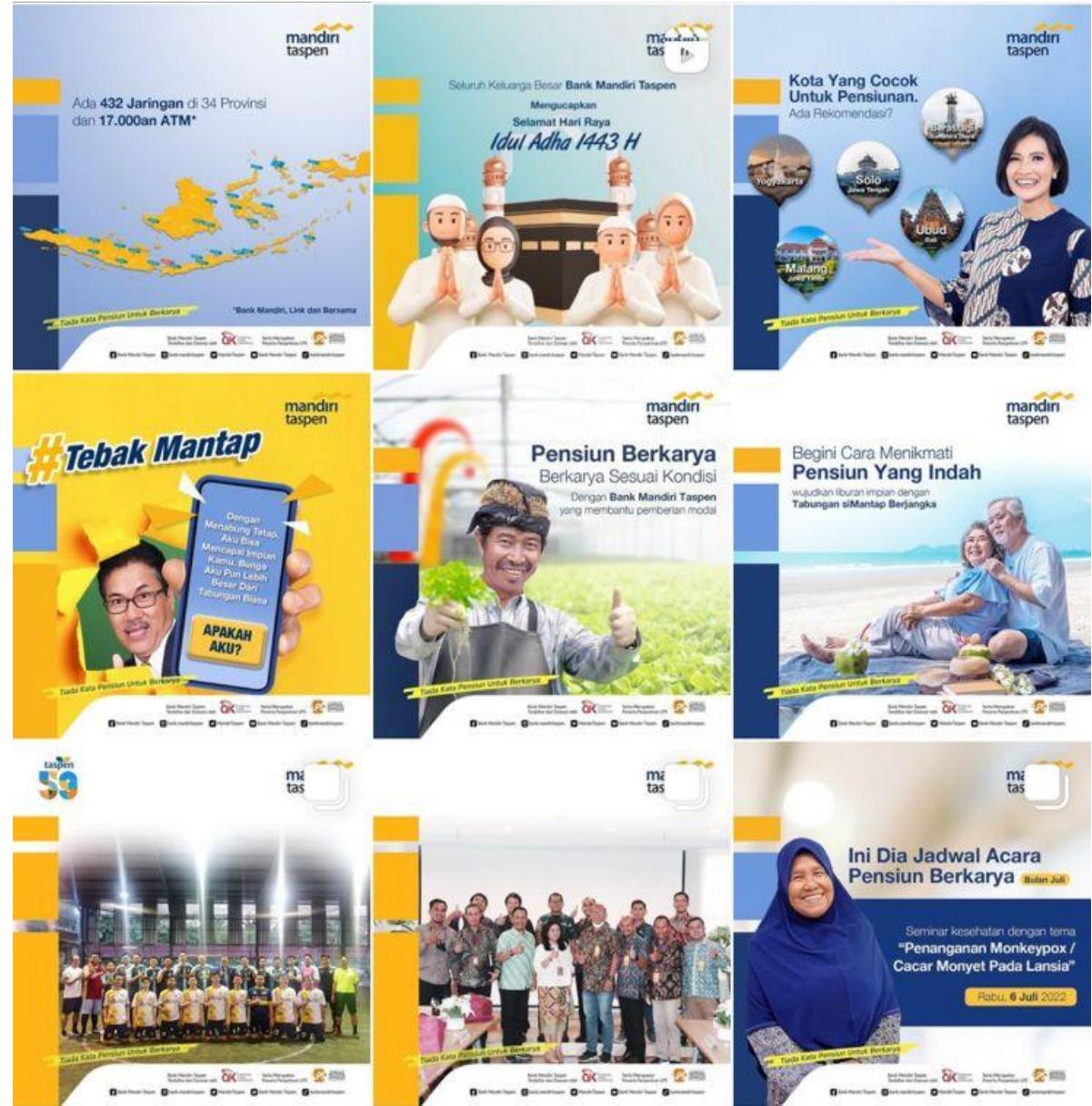
Delivering “Nyaman Bersama Mantap” into Social Media Content as Look Rejuvenation

Bank Mandiri Taspen (Bank Mantap) is a form of synergy for the country between two state-owned enterprises, namely PT Bank Mandiri Persero (Tbk) and PT Taspen (Persero) with the main focus being services to retired civil servants, TNI & POLRI.

We came up with “#NYAMANBERSAMAMANTAP” as one step to highlighting banking easiness for the customer.

Scope of Works

Social media strategy | Content pillars | Social media management





Content Idea & Production | 2021

Hype of Cryptocurrency: Casual Education for Millennials

From the idea of EASY PLAY. We create a youtube program in order to educate new user understand about TOKOCRYPTO and cryptocurrency and how fun easy it is to play.

The online TV program is called BITEABLE TV. Inside this channel, we made casual education program such as Cryptomedi, Cryptalk and we engage with the high performance of comedians that millennials most watched.

Scope of Works

Content ideas | Content production





POLYTRON

Social Media Management | 2022

Colliding Product Performance and Fashion Approach in Belleza Black Big Litter Refrigerator.

Creating concept for the beauty Belleza: Belleza Black Big Liter 2 Door Refrigerator, comes with an elegant and charming design ready to be part of your kitchen with elegant mood and style and the simplest graphic/lines to enhancing the product benefits.

Achievement

1,020,314 views on Youtube Channel

Scope of Works

Creative ideation | Digital content | Creative production





MR.D.I.Y.
Always Low Prices

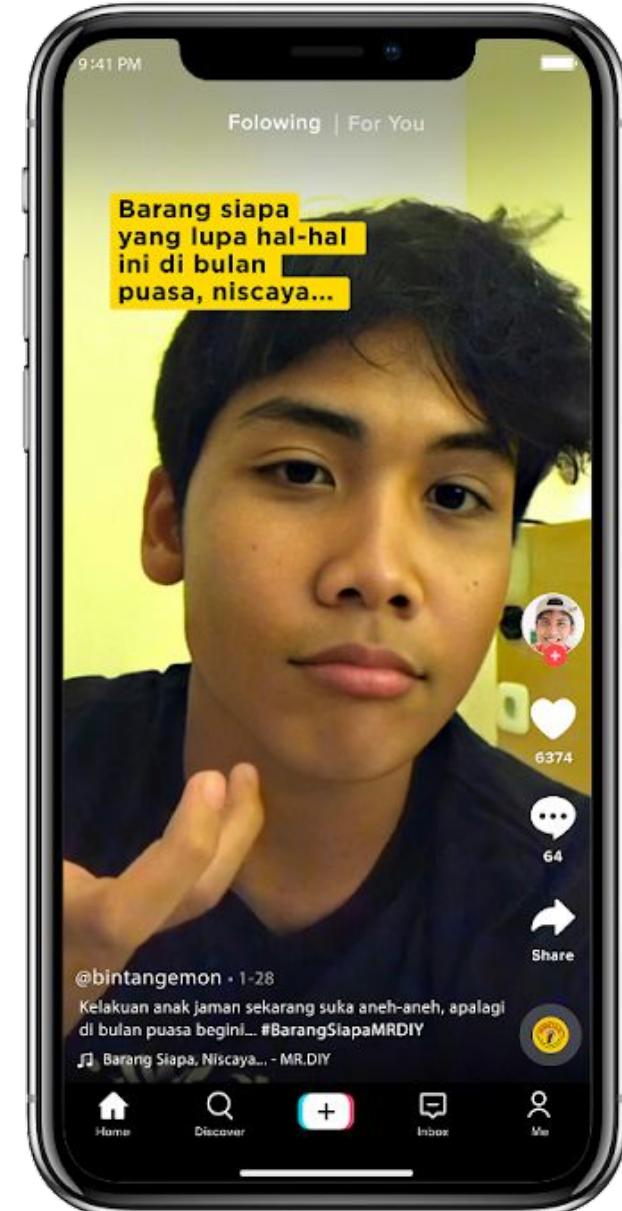
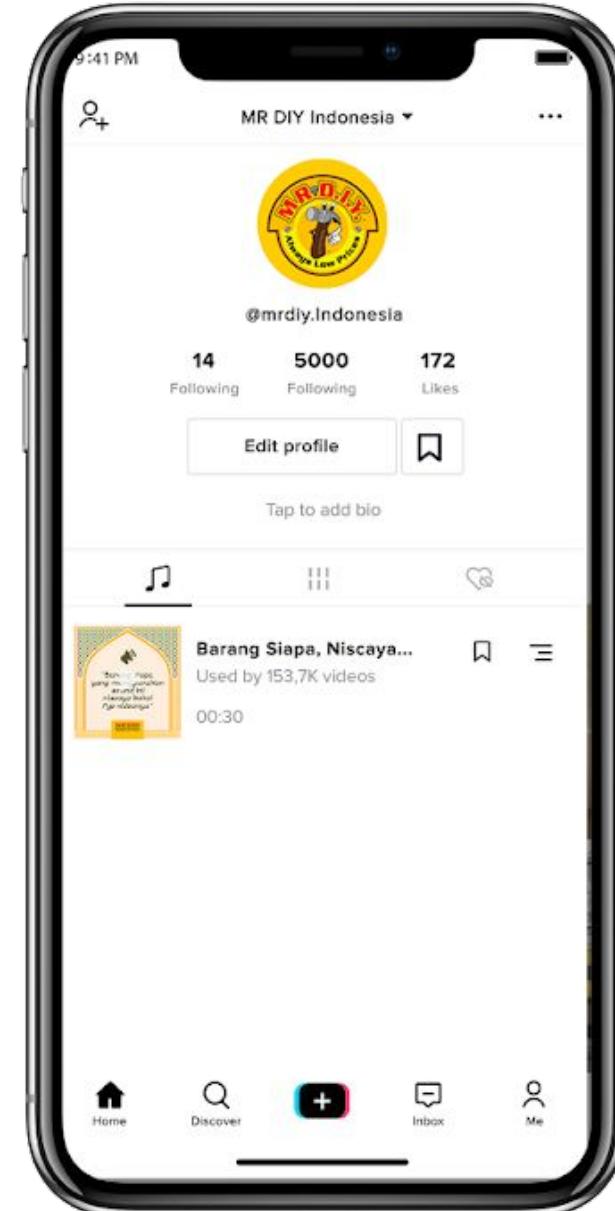
KOL Management | 2022

Creating Ramadan Moment with MR.DIY and 70 influencers

Amplifying the core message #SemuaKetemuDisini, and #BarangSiapaMRDIY campaign, we're on hands to help MR.DIY to push their brand awareness and sales in store by making sharp influencers plan and managing end to end. Collaborating with 70 mega, macro to micro influencers, we're happy to touch **3 millions reach** and reels play.

Scope of Works

KOL management & buying





SAMSUNG

Social Media Management & Content Production | 2021-2022

Showcasing The Durability of Samsung Rugged Series into Social Media Content

Creating story and experience when using the devices for their daily activity with sharp rationale background in 3 sentence to Promoting the toughness, durability and key USP from the devices to their owned Social Media. Tap in to Gadgetin as a tech review and David as an outdoor person, to show that this devices is a reliable product for people who need a durable and tough smartphone. Besides, we also make an editorial plan and social media management and outdoor media materials.

Achievement

2.158.505 views, Total engagement : 180.311 and got 9.1% Engagement rate.

Scope of Works

Content creation | Content Production | Social Media Management | Outdoor Ideas

The image features a Samsung advertisement. On the left, the text reads "SAMSUNG Perangkat Tangguh untuk Optimasi Kinerja Bisnis". On the right, there are two devices: the Galaxy XCover 5 (a rugged smartphone) and the Galaxy Tab Active3 (a rugged tablet). A construction worker in an orange vest is visible in the background. At the bottom, contact information is provided: "Hubungi kami di: b2b.id@samsung.com | www.samsung.com/id/business/". The text "Samsung Business Indonesia" is at the bottom right.

This section shows three examples of social media posts from the Samsung Indonesia account (@samsungindonesia).
1. A post featuring the Galaxy XCover 5 with the caption "Gadget Tangguh untuk Menjawab Kebutuhan Perusahaanmu". It includes a video thumbnail and a link to the product.
2. A post showing a man in a hard hat and safety vest holding a Galaxy XCover 5, with the caption "Galaxy XCover 5 😎".
3. A post showing a man talking on a phone, with the caption "Tertarik dengan Galaxy XCover 5 dengan harga Rp. 3.999.000 untuk keperluan bisnis anda? Bisa langsung hubungi kami di 021-29588000 atau kunjungi Samsung Experience Store di Lotte Shopping Avenue. Dapatkan harga spesial untuk pembelian korporat, dapat langsung hubungi kami melalui email: b2b.id@samsung.com".

and meet the
FOXIES.





connect
with us
and create
bigger impact
with us.



Jl Taman Brawijaya III No. 4A
Kebayoran Baru, South Jakarta, Indonesia



Kristin Desiana
0852-1007-1155 | kristin.desiana@superfox-id.com



Nicky Rizki
08111 50 4414 | nicky.rizki@superfox-id.com



Find us on instagram @superfoxsaga