

# BROFRANK

**THE CREATIVE AGENCY**  
**WWW.BROFRANK.CO**

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# A 360° View - With You at the Center

At Brofrank, we believe in knowing the client and putting them in the center of every project. What it provides us is a thorough view of the client's identity as a whole, enabling us to explore all possibilities through every angle.

Brofrank is a multidisciplinary creative agency with services ranging from brand identity building to comprehensive brand strategy conception.

From our beginning as a design-centric studio, we've grown along the creative industry through the projects we've had the pleasure of working on—expanding our expertise along the way. Through our experiences, we've seen the shifts of the medium we're working on. We adapt to these changes and transformations to deliver your message to its audience.

Amidst the rise of automatization, we strive to balance the use of data and technology and a human touch. Through our attention to personalization, we aim to always bring a new perspective to the table.

We put our clients in the center of every project, with a 360° view of the aspects that shape our clients into who they are. Through every angle, we also consider every possibility and route we can take.

We believe in looking forward to the future, with perspectives rooted in the present.

# OUR SERVICE

# Strategy

The dynamics of today's world calls for a comprehensive strategy to bring your brand to the forefront. Together with us, we will cultivate your DNA and identity to be communicated in the various facets of your business.

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**Advertising Strategy**

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**Content Mapping**

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**Marketing Strategy**

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**Social Media Strategy**

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**Measurement and Analysis**

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# Advertising Strategy

To reach your intended audience, we strategize the most suitable campaigns for your brand's every need. With our experience, expertise, and research, we will help you in creating campaigns that will meet your market—engaging with the existing ones and reaching for wider grounds.

## Specification

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**Campaign Concepting**

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**Digital Campaign Strategy**

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**Cross Platforms and channels Execution**

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**Website**

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**Apps**

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**Ads & Media Buying**

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# Content Mapping

The right product and the right services need to reach the right audience. To assist you in communicating your message, we conceptualize the routes your brand could take. We map out the different possibilities and engage in mutual dialogues with you to come up and achieve the best course for your brand to take.

## Specification

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**Customer Journey**

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**Content Analysis**

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**Content Audit**

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# Marketing Strategy

Together with you, we will build a solid game plan to reach your target market and turn them into customers. We analyze and focus on the target demographic, communicate the message and value proposition of your brand, and market your business to the right audience.

## Specification

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**Market Research**

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**Niche Strategy**

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**Search Engine Optimization**

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**Testing and optimization**

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# Social Media Strategy

We put our eyes close to the changing of trends in this always-moving era. In the fickle world of social media, it pays to be in touch with the pattern of trends. We will assist you in maximizing the reach of your brand through the use of an effective social media plan, for the present and the future.

## Specification

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**SMAC (Social Media Action Center)**

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**Social Media Listening**

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**Social Media Management**

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**KOL Identification & Management**

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# Measurement & Analysis

In each and every project we take on, we always conduct a measurement and analysis procedure to evaluate the successes of our approaches, as well as areas that can be improved. Whether in a close collaborative project we perform with you, or as an external assessor for your company, we always apply the same standard of thorough evaluation.

## Specification

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**Keyword and Sentiment Analysis**

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**Sampling and consumer engagement**

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**Consumer Insight**

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**Social Media Audit**

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**Online Psychographic**

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# Creation

Our starting point and the base of what we do; design shapes how we think creatively. We craft and nurture ideas in its many forms, bridging a dialogue from your internal qualities to representations of your vision—from visual and beyond.

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**Editorial Design**

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**Digital Design**

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**Brand Identity**

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**Content Creation**

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# Editorial Design

In a world that is increasingly shifting to digital media, we believe that physical print still matters. We create solutions for your editorial needs—from layouts, typography, graphics, and illustrations. Our expertise and portfolio within the field include designs for annual reports, calendars, and posters among other projects. What we do is not limited to designing, we imbue our works with emotion through the use of the suitable materials and finishes—bringing the message to life.

## Specification

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**Books & magazine design**

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**Brochures**

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**Sales peripherals**

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**Annual Report**

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**Infographics**

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# Digital Design

We create relevant designs for the dynamic landscape of your screens. From website interface, social media contents, campaign materials, infographics, digital brochures, to motion design, we respond to the needs of a fast-paced environment where the effectiveness of delivering a message is paramount.

## Specification

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**User interface design**

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**User experience design**

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**App development**

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**Front End development.**

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**Back End development.**

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# Brand Identity

A brand's DNA is an inseparable part of its identity—it's what differs you with others. Through research, we will assist you in finding your DNA and build your brand's identity from the ground up. We communicate with our clients on what they require from our services and form a two-way dialogue to ensure they could communicate their brand's personality as best as we can assist. Our team will do the utmost to express the clients' brand DNA in the forms they need.

## Specification

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### Visual identity and logotype

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### Brand applications

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### Packaging

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### Signage

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# Content Creation

A creative process extends far beyond strictly “designing”. To deliver the right content for different targeted audiences, we employ a comprehensive work method involving our team of creative directors, designers, and copywriters. With a tight-knit work process, we strive to craft contents that convey your message, in whatever format you may need.

## Specification

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**Copywriting**

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**Press release**

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**Scriptwriting**

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**Motion and Animation**

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**Post production**

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**BROFRANK**

PT BROFRANK CIPTA INDONESIA

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