



BRAND  
LAB  
CONSULTING

BRAND LAB  
CONSULTING PROPOSAL



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# Meet the founder

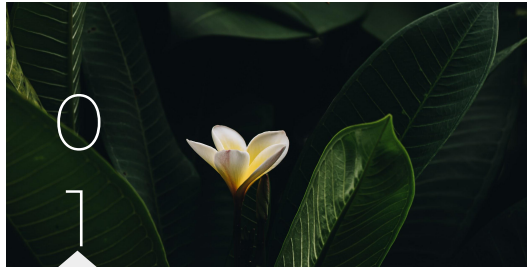
Welcome to the world where collaboration, strategy, and creativity intertwine to craft remarkable outcomes for businesses. I find sheer delight in employing these forces to ensure that enterprises put their best foot forward. Immersed in my craft, I exude passion for what I do, going above and beyond, seamlessly navigating the entire journey from inception to fruition.

A hospitality aficionado, I have worked across the globe with some fantastic brands such as The Ritz-Carlton, Hyatt, InterContinental Hotels Group (IHG), Hilton, Archipelago International, and more, to feed my passion. I have over 15 years of experience under my belt, within the hospitality and travel sector as well as other industries across the Middle East and Asia.



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# core competencies



## Brand Development

BRAND AUDIT  
BRAND IDENTITY  
BRAND GUIDELINES

## Digital

SOCIAL MEDIA MANAGEMENT  
DIGITAL CAMPAIGN DEVELOPMENT  
WEB DESIGN  
SEO & SEM  
EMAIL MARKETING



## PR Consultancy

STRATEGIC DIRECTION  
PLANNING  
COMMUNICATIONS STRATEGY  
MARKETING MATERIAL DEVELOPMENT

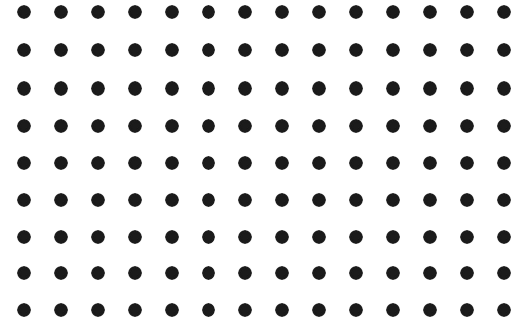


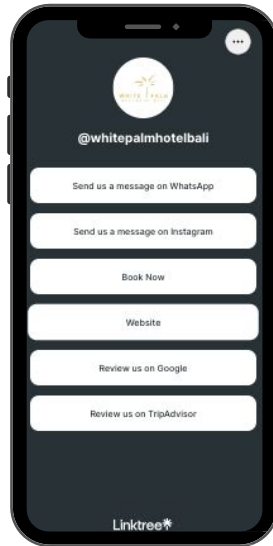
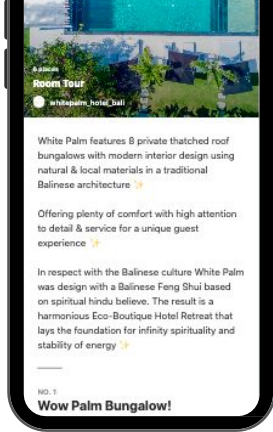
# featured projects



A look at what we've been up to recently.

Our projects range from Brand Audit, Brand Identity, Brand Strategy, and Brand Experience through to Digital Activation and Social Media.





# boutique hotel

**DIGITAL CAMPAIGN**  
**SOCIAL MEDIA AUDIT**  
**SOCIAL MEDIA MANAGEMENT**

We helped this boutique hotel in Uluwatu reach their goals for growth, including more qualified traffic, more leads, and more sales. The client was happy to go with BRAND LAB suggestions including conducting various A/B testing across different platforms.

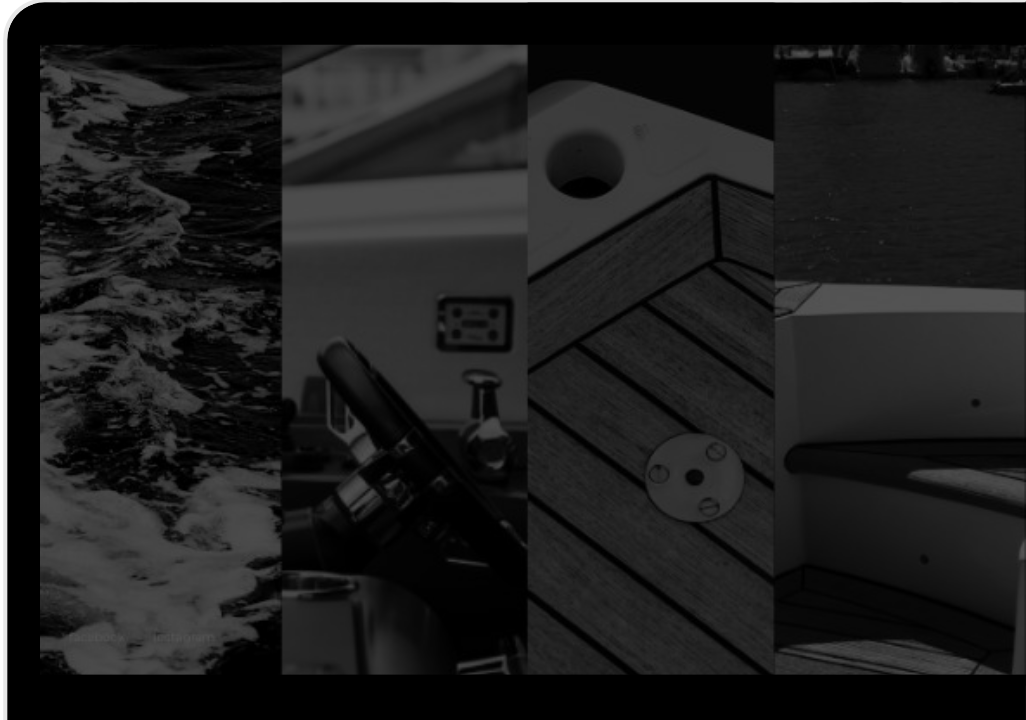
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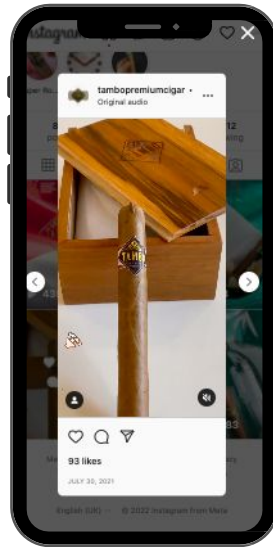
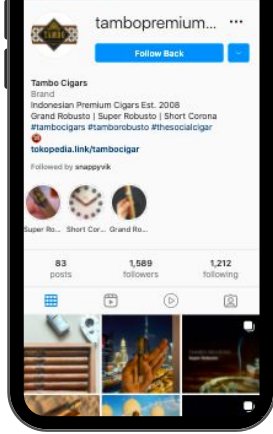
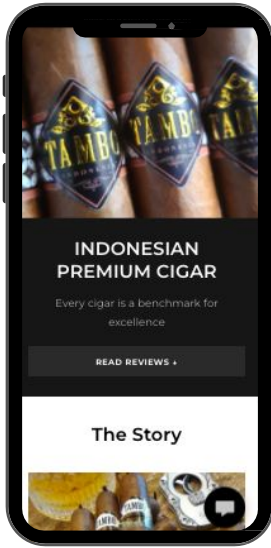
# superyacht

**WEBSITE DESIGN**  
**MARKETING PLAN**  
**PR**  
**MARKETING COLLATERAL**  
**SOCIAL MEDIA MANAGEMENT**  
**DIGITAL CAMPAIGN**

BRAND LAB provided full service marketing support within a compact budget. Maximising the luxury feel of the brand, we developed a new graphic styling for use in their marketing materials and website.

The social media management and digital marketing of the company is also run fully by BRAND LAB.





# cigar

- BRAND GUIDELINE
- VISUAL DESIGN
- MARKETING PLAN
- SOCIAL MEDIA MANAGEMENT
- WEBSITE DESIGN

BRAND LAB revitalized Tambo Cigar by modernizing their messaging, imagery, and retail packaging including its corporate presence by way of introducing their history of quality and tradition to a new audience.

Utilizing the updated branding, we also created targeted campaigns for a variety of advertising channels in particular social media.



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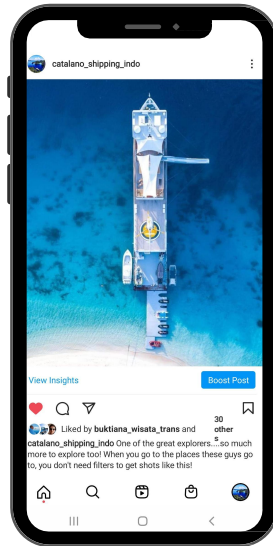
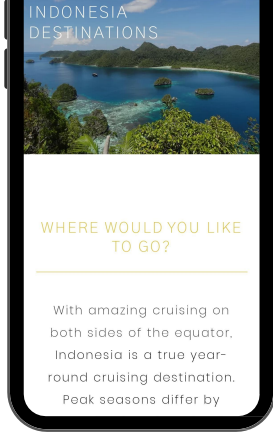
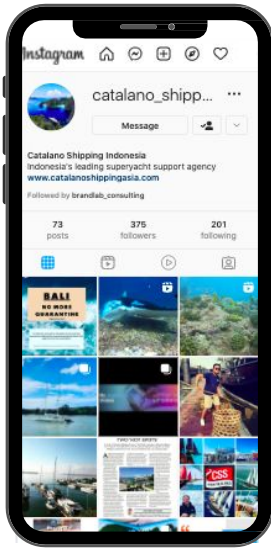
# e-commerce

**BRAND STRATEGY**  
**MARKETING PLAN**  
**PRESENTATION MATERIAL**  
**SOCIAL MEDIA MANAGEMENT**  
**DIGITAL CAMPAIGN**

This client, an international manufacturing and sourcing company, came to us to create, transform and grow their brand.

BRAND LAB created an eye-catching, informative campaign to be carried across multiple mediums as well as compelling case studies with distinct visuals.





# superyacht agency

## SOCIAL MEDIA MANAGEMENT

BRAND LAB was tasked with three primary goals: increase the number engagements, raise awareness of the company's services, and increase the growth-rate and conduct audience behavioural analysis.

Our strategy was to post high-quality, branded content across all social media platforms, making them regularly active. As well, interact professionally and positively with users and use competitive analysis research to boost online prevalence.

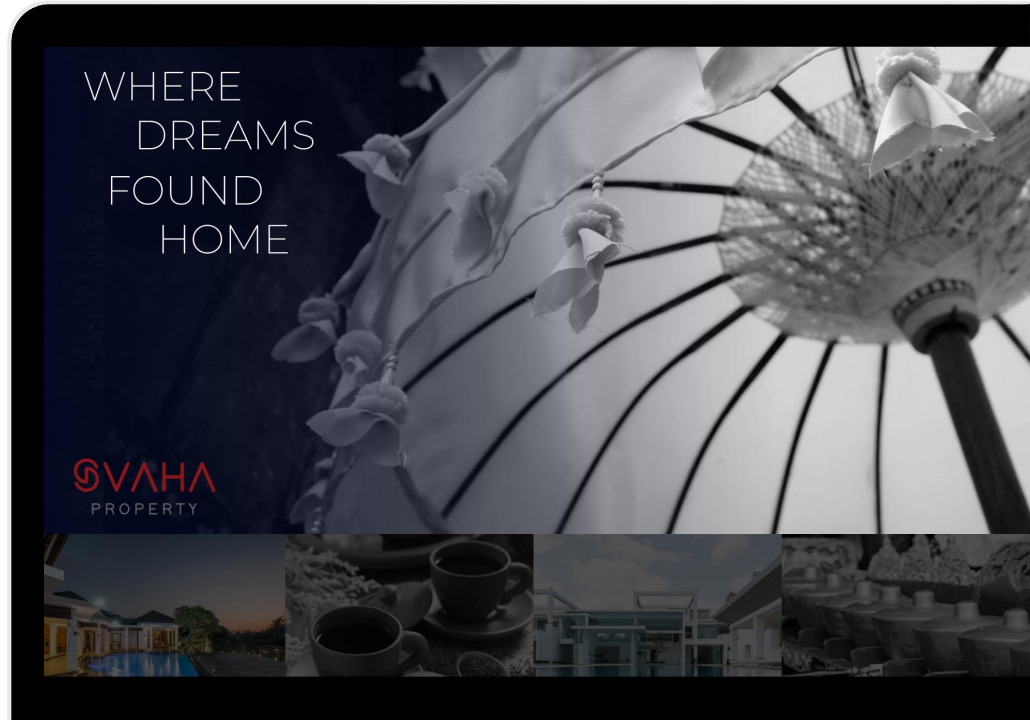
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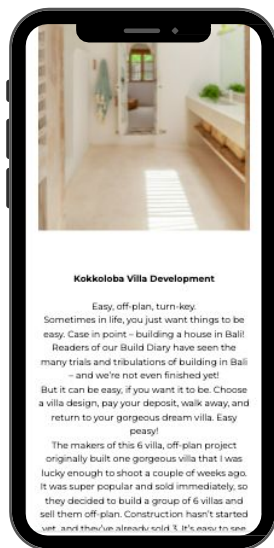
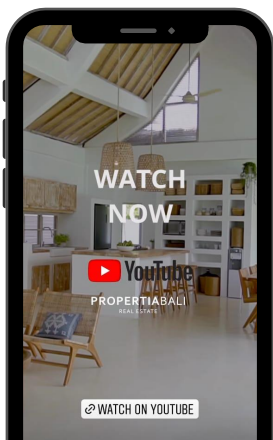
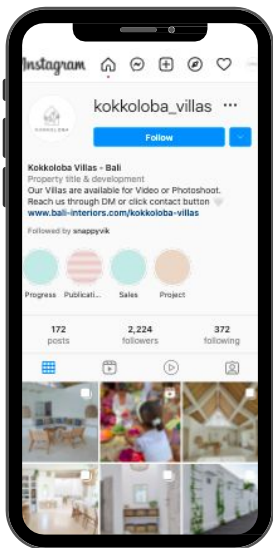
# real estate

**MARKETING PLAN**  
**MARKETING COLLATERAL**  
**SOCIAL MEDIA MANAGEMENT**

The client wanted a vibrant yet clean design that showcased their collection of premium properties.

A snapshot of the profile is shown on the right, it has many sections that hold galleries to feature the beautiful villas.





# real estate

DIGITAL CAMPAIGN  
SOCIAL MEDIA AUDIT  
SOCIAL MEDIA MANAGEMENT

We partnered with Kokkoloba Villas on a social media audit to ensure it's being activated optimally for real estate social media marketing.

The second phase of the project was to invigorate their social media presence with a specific focus on growing a number of performance metrics, including increased followers and reach.

*Let's work together*

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