

BRAND LAB CONSULTING PROPOSAL

Hello and welcome

As a full stack boutique digital marketing agency based in Indonesia & the UAE, we aim to provide real and honest conversations with solutions to help businesses around the globe.

Let's face it the world of digital marketing can be overwhelming, and we are here to guide you every step of the way, catering to our client's specific needs from digital advertising, website development, strategy consulting, branding and much more without all the jargon.

With more than 15 years of global marketing experience, we've built an agency whose purpose is to help others in need, going above and beyond to deliver.



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.



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

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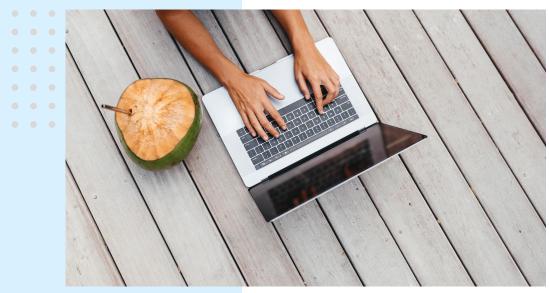
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featured projects



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.

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OOV



White Palm features 8 private thatched roof bungalows with modern interior design using natural & local materials in a traditional Balinese architecture

Offering plenty of comfort with high attention to detail & service for a unique guest experience '}+

In respect with the Balinese culture White Palm was design with a Balinese Fong Shui based on spiritual hindu believe. The result is a harmonicus Eco-Boutique Hotel Retreat that lays the foundation for infinity spirituality and states of energy

Wow Palm Bungalow!



boutique hotel

DIGITAL CAMPAIGN SOCIAL MEDIA AUDIT SOCIAL MEDIA MANAGEMENT

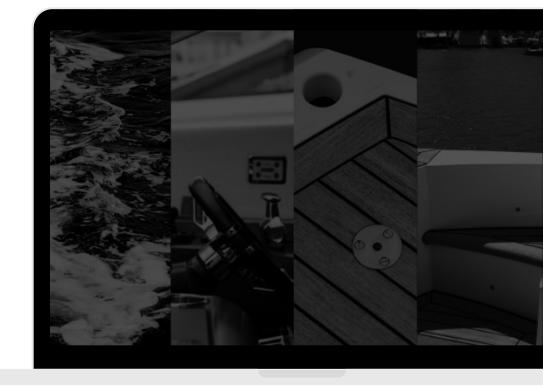
We helped this boutique hotel in Uluwatu reach their goals for growth, including more qualified traffic, more leads, and more sales. The client was happy to go with BRAND LAB suggestions including conducting various A/B testing across different platforms.

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.







tambopremium... ···

Tambo Cigars Brand Indonesian Premium Cigars Est. 2008 Grand Robusto | Super Robusto | Short Corona Hambocigars Hamborobusto #thesocialcigar Cikapoedia.link/tambocigar



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.

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.

crea compliance & supply chain





Established in 1997 in Monaco as Catalano Shipping Services, the focus of the company has always been quality and efficiency of service. As we grow, we



Liked by buktiana_wisata_trans and other atalano_shipping_indo One of the great explorers.....so mucl

e to explore too! When you go to the places these guys g

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.

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.







Kokkoloba



Kokkoloba Villa Development

Easy, off-plan, turn-key. Sometimes in life, you just wan things to be easy. Case in point – building a house in Balf Beaders of our uildi Dian ya ase sen the many trials and tribulations of building in fails – and we're not even finished yet! But it can be easy, if you want it to be. Choose will design, puyour deposit, walk wawy, and return to your gorgeous deman villa. Easy peasyl

The makers of this 6 villa, off-plan project originally built one gorgeous villa that I was lucky enough to short a couple of weeks ago. It was super popular and sold immediately, so they decided to build a group of 6 villas and sell them off-plan. Construction hash't started wer and the/wa already sold 3. It's easy to see

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

erika@brandlabconsulting.com

UAE +971 55 242 0542 Indonesia +62 812 3790 3691



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