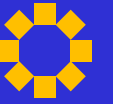


Client | **Compilation**    Case | **All Service**



20  
24

# lod agency

PT Laju Omega Digital \_\_\_\_\_



Hello

Hello

Hello



*LOD*

/el•ow•di/

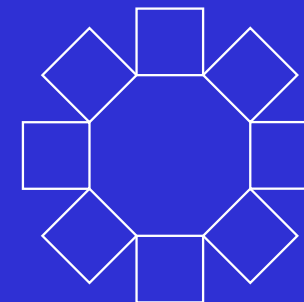
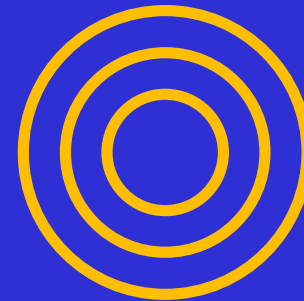
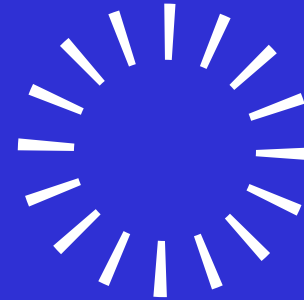
The artworks presented in this portfolio are property of LOD Agency  
the information, images, and/or data contained in this document are copyrighted by their respective  
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of the respective owner

## ABOUT **LOD AGENCY**

LOD is a digital agency based in Jakarta that focuses on digital planning, digital consulting, IT consulting, and campaign development tailored to the need of our clients.

We are committed to being a strong partner for our clients in achieving their digital success by leveraging our knowledge and experience in this field.

***Let us work with you  
not for you.***



We've been helping

150<sup>+</sup>

brand fo over

2583

days to assist them in



Deliver  
the message



Reach  
more audience



Increase  
brand awareness



*We build brand people trust.*  
We enhance the execution and  
impact of culture-disrupting  
campaign and solutions  
by applying emerging  
technologies and creativity



# Partnered with :

**Telkomsel**



**FUJI XEROX**



And many more...



## **VISUAL EXPERIENCE**

Design & Branding.  
Photography & Videography.  
3D Motion & Modeling.

# **WHAT WE DO**

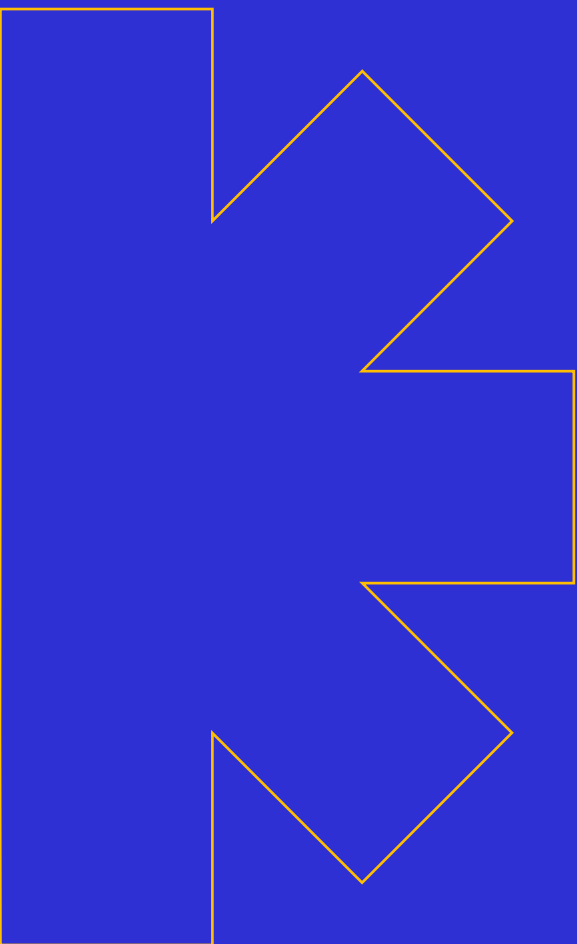
## **DIGITAL STRATEGY**

Digital Marketing Strategy.  
Omni Channel Advertising.  
Event Planner & Organize.

VISUAL EXPERIENCE VISUAL EXPERIENCE







VISUAL EXPERIENCE  
**Coal Industries**

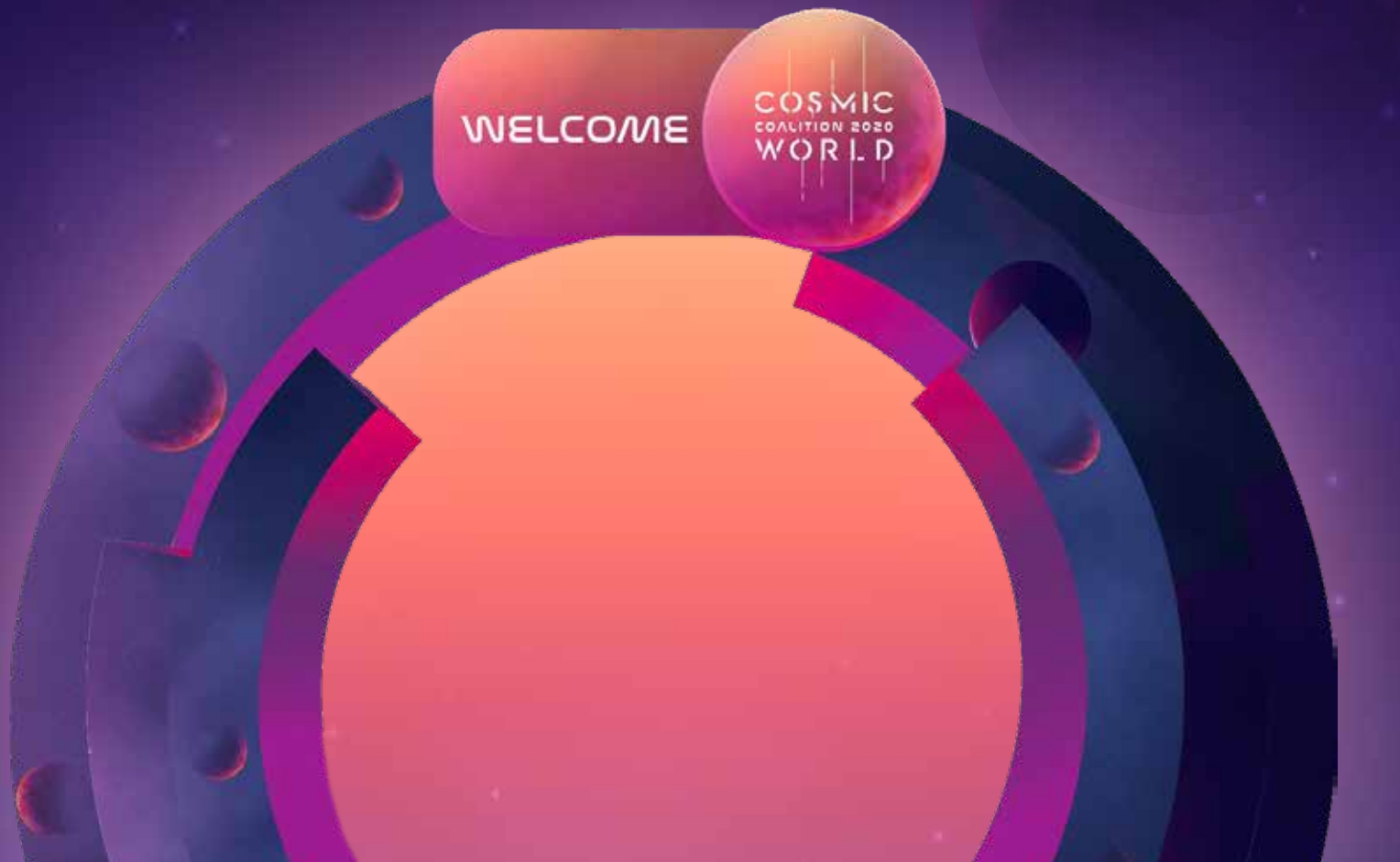
Jakarta, Indonesia





## Baramulti Coalition Party 2024

Work related to supporting the design of **the Baramulti private party event** involves various creative and technical aspects to support our aim to always ensure that the resulting design consistently reflects the brand or event theme.



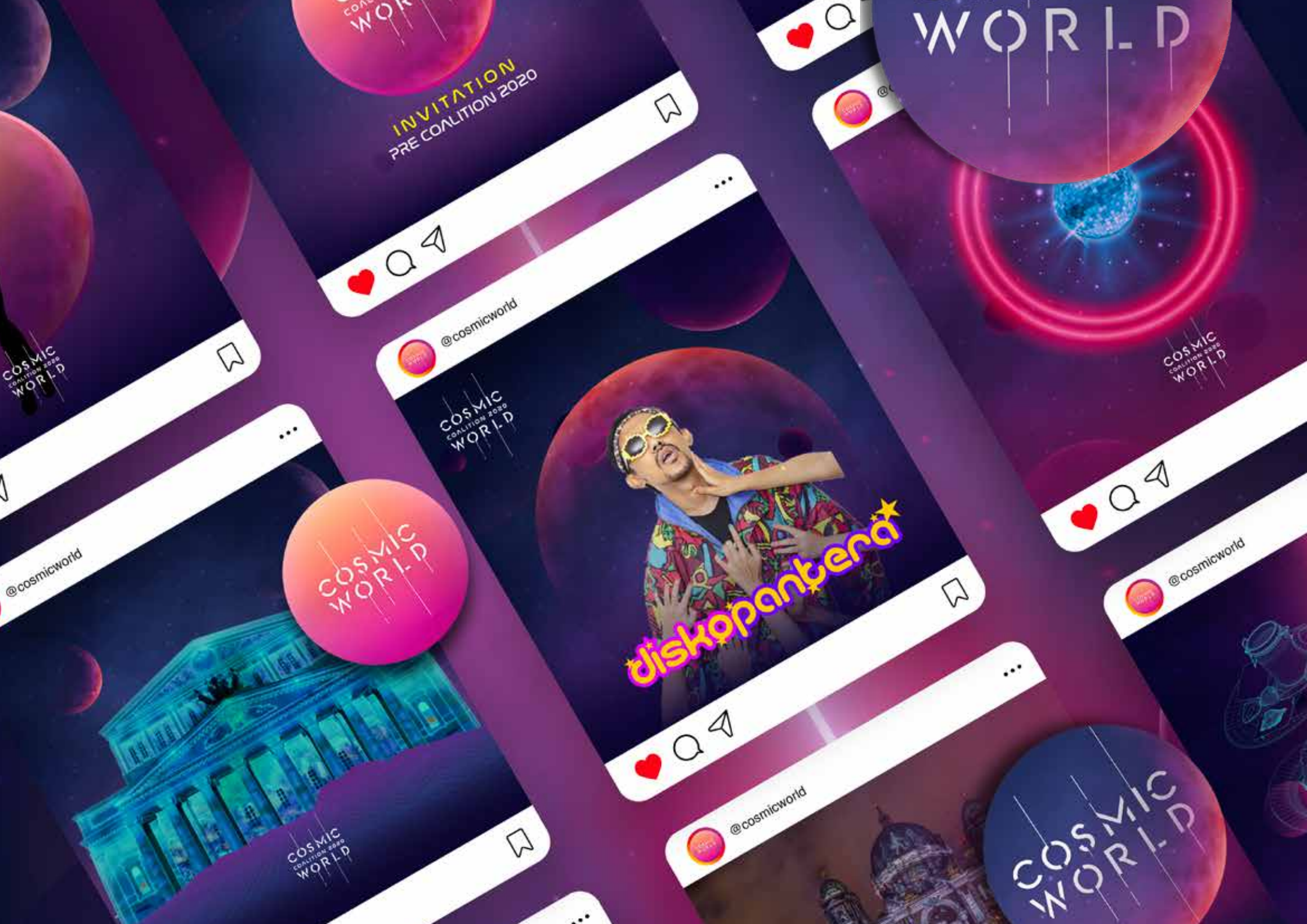


Having carved its name as the biggest coal party, COALITION 2020 is having more than 700 guests coming over and 18 sponsors from all the coal industry players. While dancing to the beat of over the top DJ line up, satisfying the crowd crave for the Bali's most renowned food selection, and a of surprise-experience that has never been seen before.



COSMIC





INVITATION  
PRE COALITION 2020

@cosmicworld

COSMIC  
COALITION 2020  
WORLD

diskopantbera

@cosmicworld

COSMIC  
COALITION 2020  
WORLD

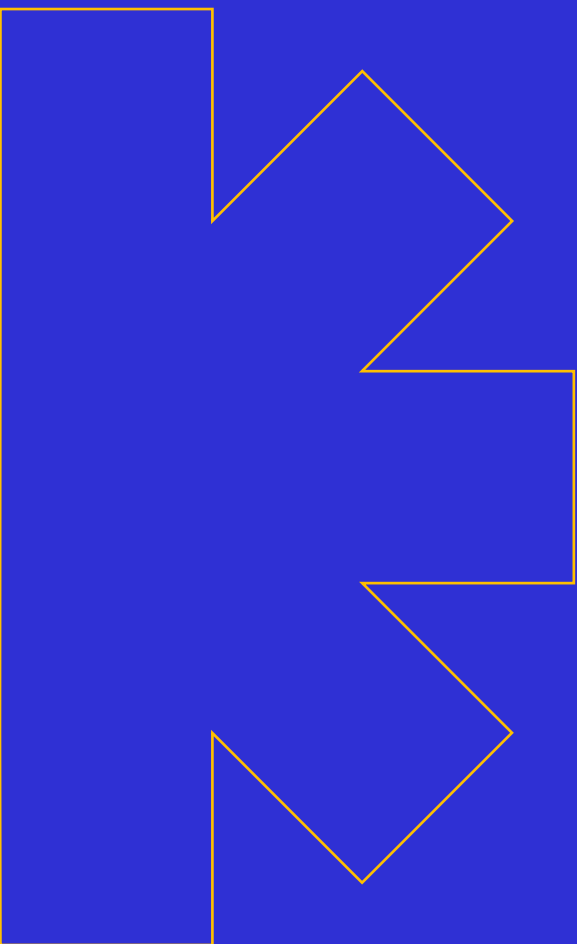
COSMIC  
WORLD

WORLD

COSMIC  
COALITION 2020  
WORLD

@cosmicworld

COSMIC  
WORLD



VISUAL EXPERIENCE  
**Ministry of Tourism**

Jakarta, Indonesia





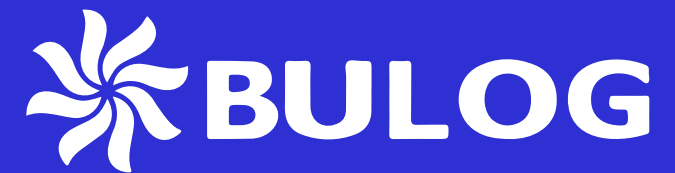


## 100 Calendar of Events Wonderful 2019

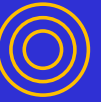
Indonesia once again presents 100 of the best tourist attractions by the Ministry of Tourism (Kementrian Pariwisata) in 2019. Everything is summarized in 100 Calendar of Events 2019. The launch was held at the Hall of Soesilo Soedarman, Sapta Pesona Building, Jakarta.



VISUAL EXPERIENCE  
**State-owned company**  
Jakarta, Indonesia



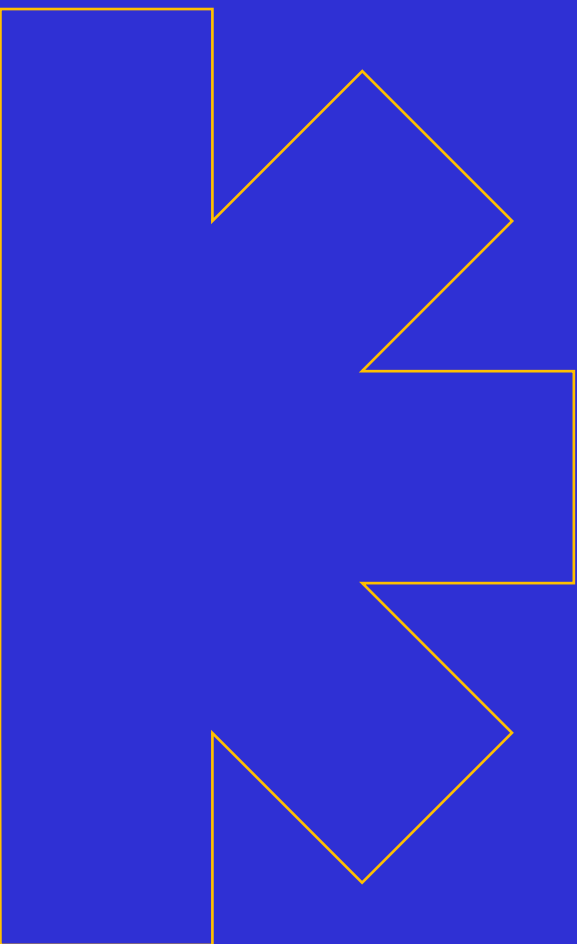
VISUAL EXPERIENCE | **state-owned company**



## **BULOG PAY**

We are assisting BULOG in creating an explainer video about BULOG Pay, a fintech platform specifically designed for BULOG consumers.



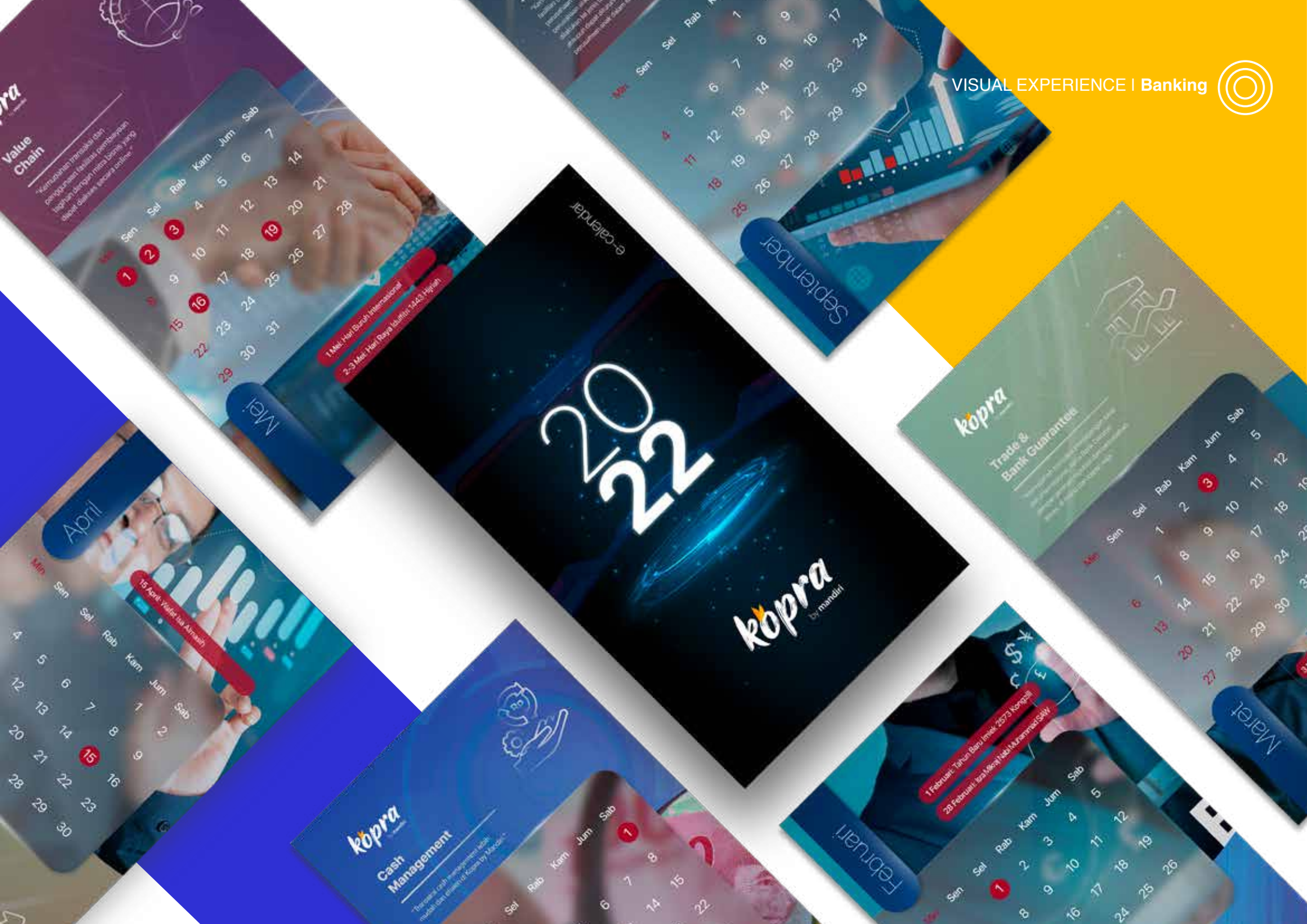


VISUAL EXPERIENCE  
**State-owned company**

Jakarta, Indonesia

  
**mandiri**

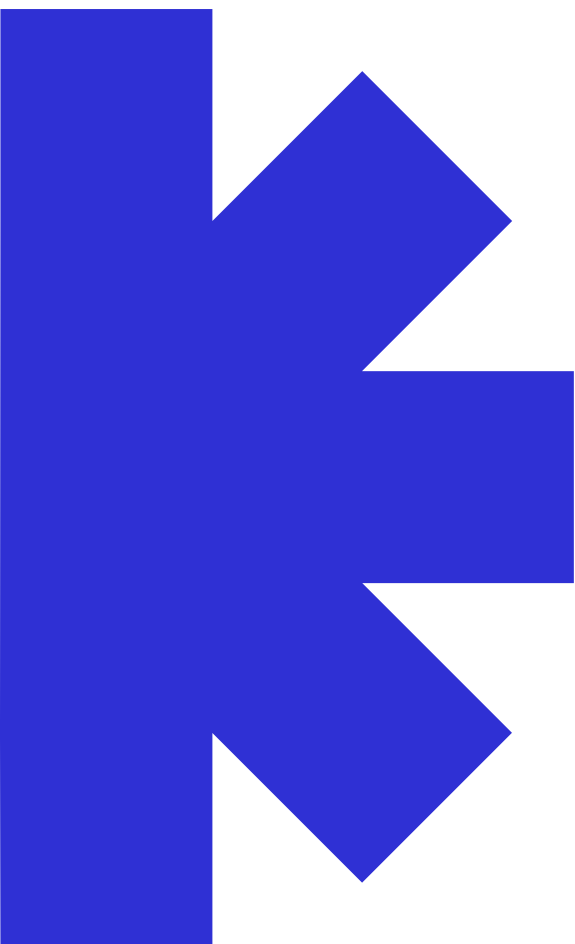






## Mandiri E-Calendar Kopra

Digital website which run by Bank Mandiri to give digital information of promos and event from Bank Mandiri to audiences based on certain dates.

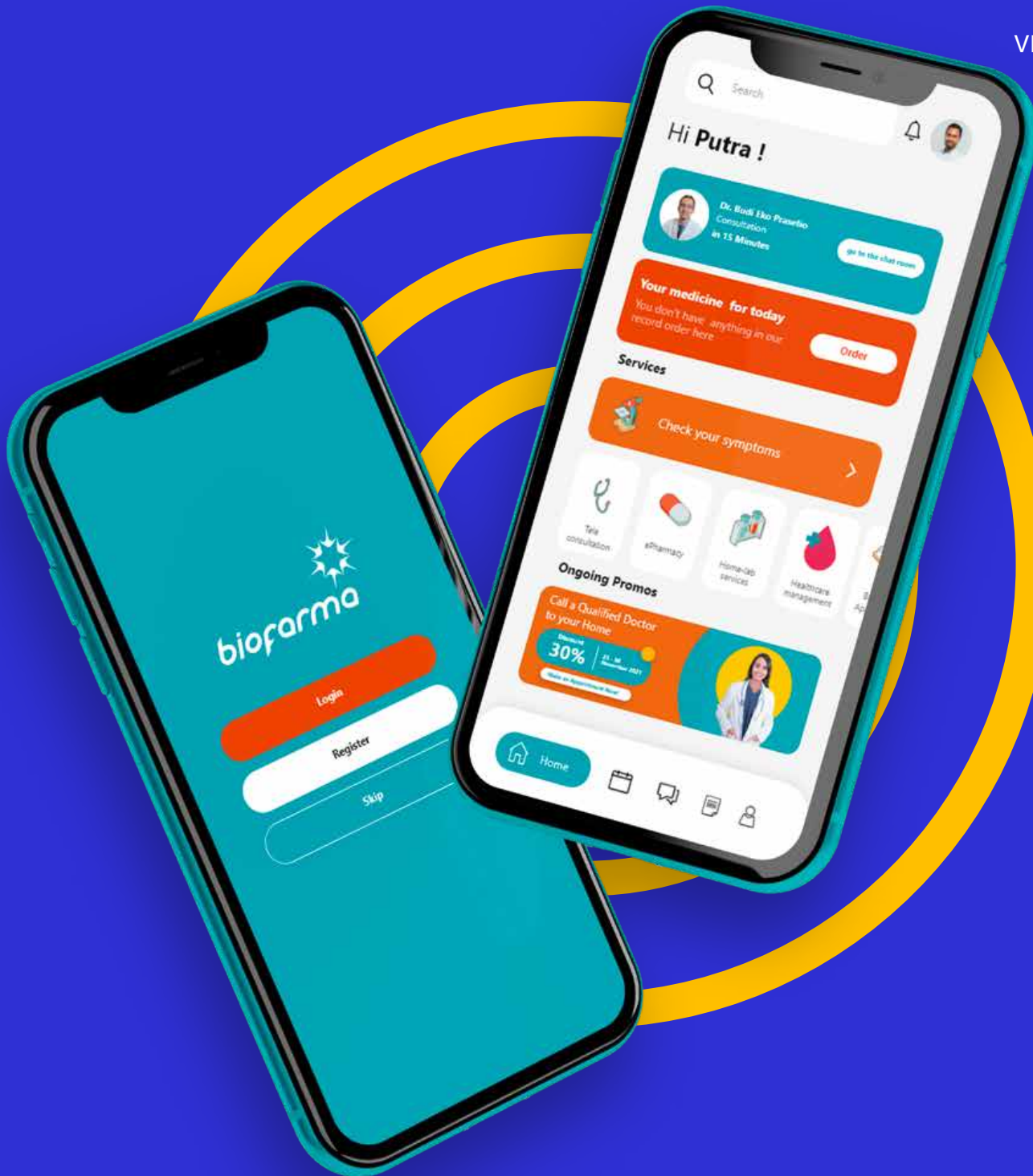


VISUAL EXPERIENCE  
**Petrochemical company**  
Jakarta, Indonesia



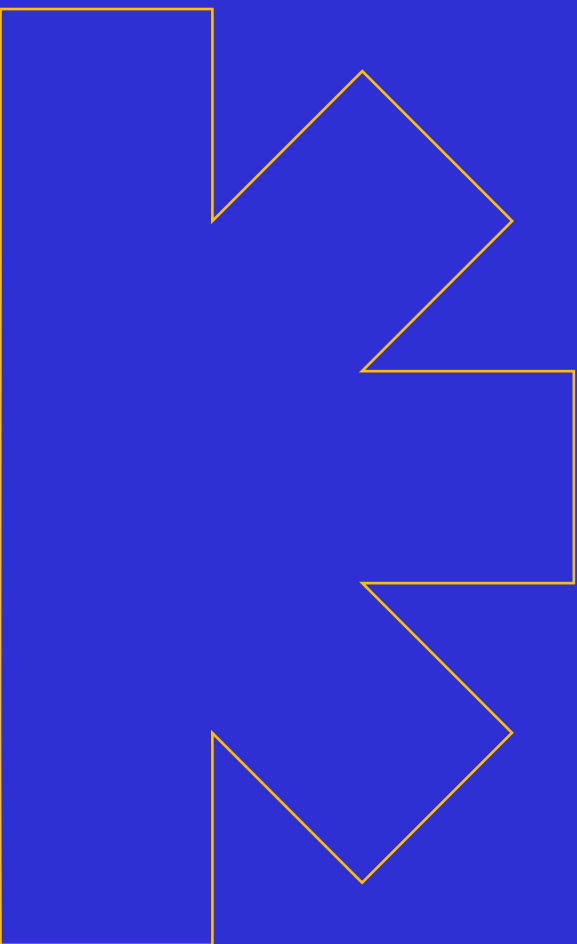


VISUAL EXPERIENCE | **State-owned company**



## UI / UX Biofarma With Mckinsey

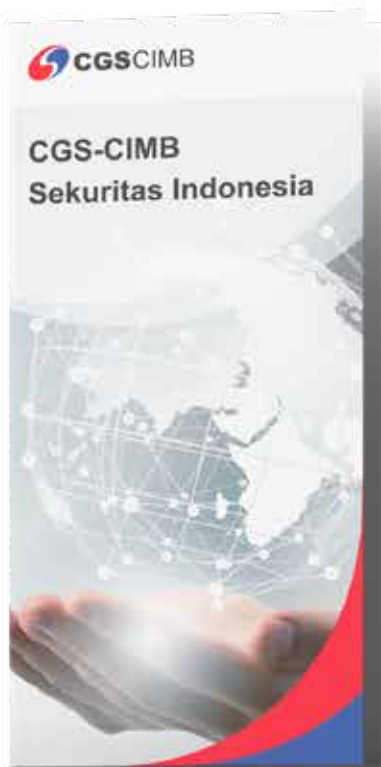
Along with Mc Kinsey, We helped brand to craft the complete design (UI/UX) for brand's client digital app, Kimia Farma. The app is a one stop shopping for healthcare's needs.



VISUAL EXPERIENCE  
**Banking company**

Jakarta, Indonesia





### Fasilitas Riset CGS-CIMB Sekuritas Indonesia

Anda dapat menggunakan fasilitas menyediakan informasi terkini dan investasi anda. Tim riset kami juga yang membantu salah satu anda.

### Keunggulan P Sekuritas

## CGS-CIMB Sekuritas Indonesia



## Point of Sales material

There are many types of POSMs which are used by CGS-CIMB for their advertising campaigns. Some of them includes Posters, Dangler, Leaflets, Wobblers etc









DIGITAL STRATEGY  
**Ministry of Communication**  
Jakarta, Indonesia



# The Journey.

Sigmon ( Signal Monitoring )



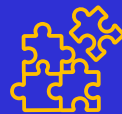
What  
**01.** they need

What  
**02.** we propose

**03.** The result



Design apps for signal monitoring (SIGMON) and enhance awareness of SIGMON among a diverse range of audiences, fostering the perception that SIGMON is the ideal companion to support individuals in their daily digital activities.



Create digital campaigns that targeting specific sectors that require fast internet services in their daily activities.



Develop UI/UX designs for the apps, enhance app awareness through digital activations primarily on Instagram, and conduct event activations by collaborating with various communities, including the e-sports, film, and music communities.

## PPI Sigmon Apps

Collaborated with Ministry of Communication and Information (Kominfo) to create the UI/UX Design for their app which focuses on giving information about internet speed and radio performance of their mobile phone's network service.



# SIGMON E-SPORT FRIENDLYMATCH

To broaden community access to the apps, by leverage Mobile Legends match events to introduce and educate users on utilizing SIGMON apps, positioning them as the main preferred solution for everyday digital activities companion.



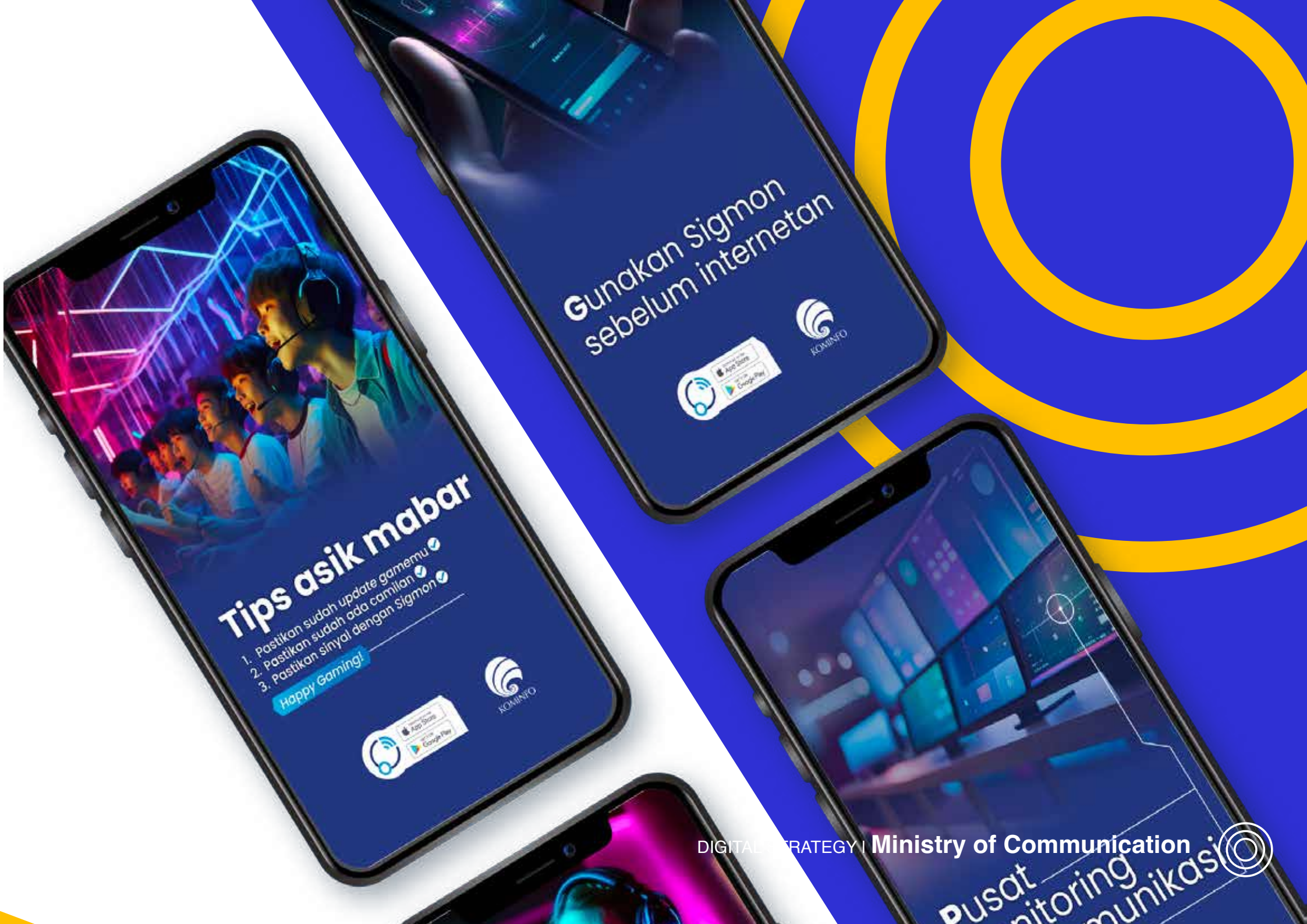
# #25

Cities  
throughout  
Indonesia

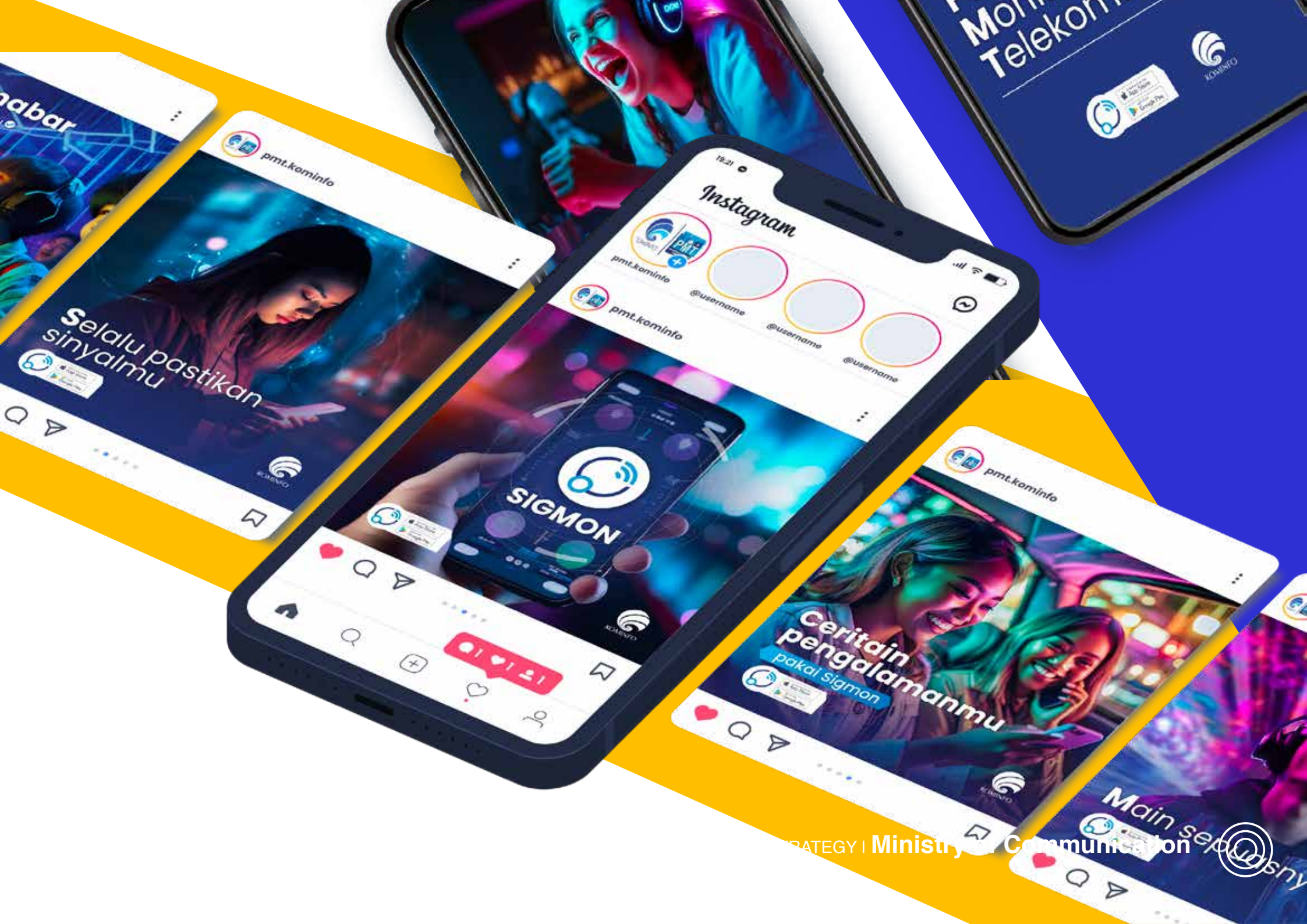














# DIGITAL STRATEGY **Expedition**

Jakarta, Indonesia





# The Journey.

---



**01.** What  
they need



**02.** What  
we propose



**03.** The result



Provide influencers and KOL to create brand's persona within specified audience and get numerous better awareness for NINJA XPRESS.



Suggesting relevant KOLs for the campaign's objectives and creating engaging content ideas to expand the company's audience segmentation.



Enhance the activation of digital campaigns, with a focus on YouTube as the primary platform, develop a KOL strategy outlining core themes to effectively engage target audiences, fostering increased brand awareness and recognition.

## Ninja Express Influencers

We provide Influencers and KOL optimizing strategies for Ninja Xpress in activating their digital campaigns. We deliver suggestions, insight, and report throughout the whole Ninja Xpress digital campaign to reach better audience, get numerous awareness and recognition for the brand's persona.





DIGITAL STRATEGY  
**Telecommunication**

Jakarta, Indonesia

**IndiHome**  
Aktivitas Tanpa Batas

# The Journey.

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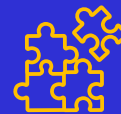
What  
**01.** they need

What  
**02.** we propose

**03.** The result



Provide digital campaigns and enhance social media interactions over specific themes to answers wider audiences and reach wider market needs of indihome.



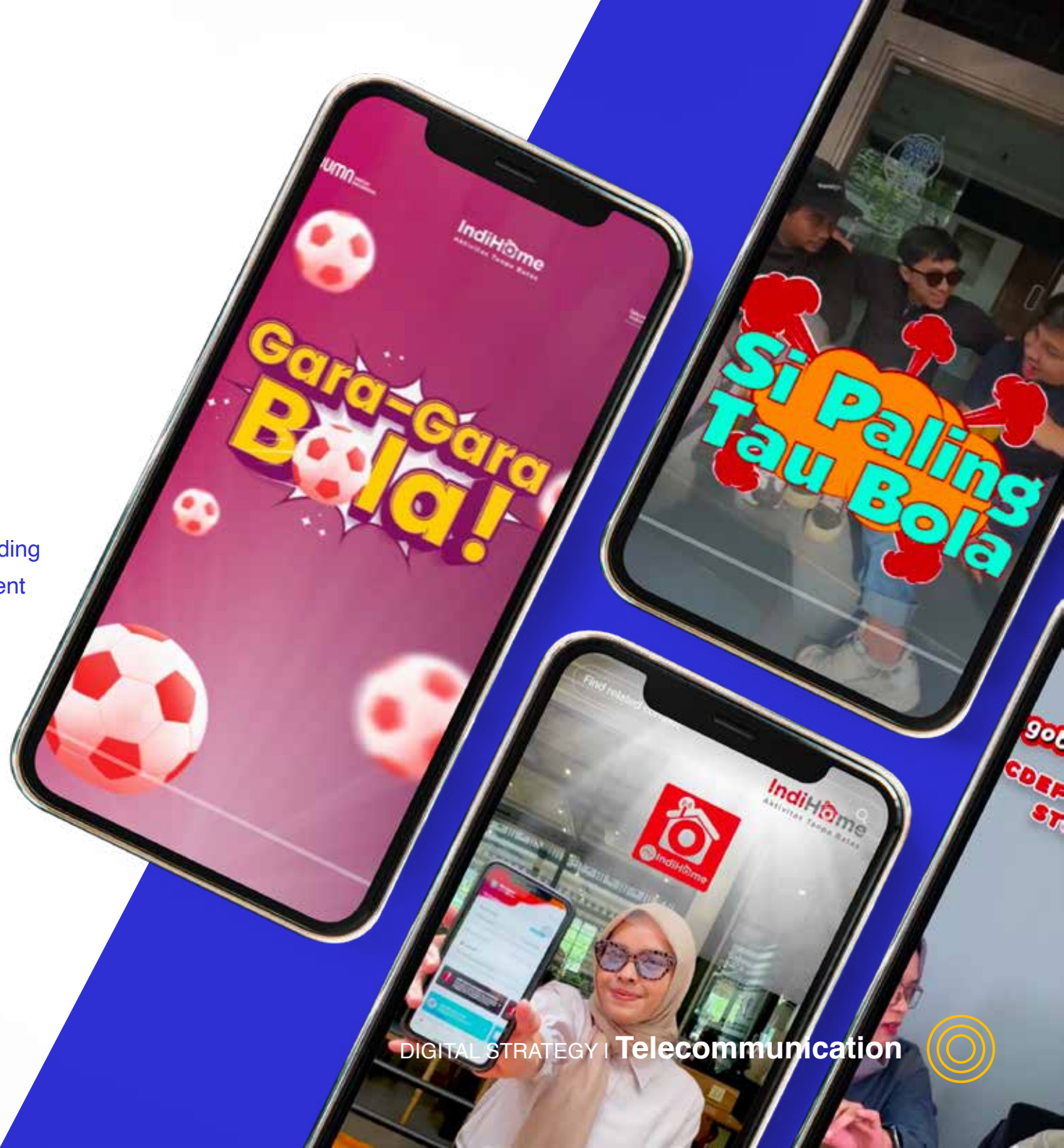
Create main tagline and strategic plan for a digital campaign with specific targets focused on TikTok.



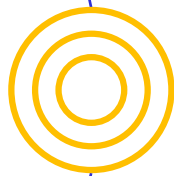
Create and manage the production of video content on TikTok, strategically aimed at addressing audience and market demands within the platform and enhance awareness of the product.

## Indihome Video Content Production & Management

We collaborate with IndiHome, one of the leading internet providers in Indonesia to create content on the TikTok platform that answers audience & market needs







DIGITAL STRATEGY  
**Food Industries**  
Jakarta, Indonesia



# The Journey.



What  
**01.** they need



What  
**02.** we propose



**03.** The result



Creating a broader segmentation by enhancing awareness of all ABC SELERA PEDAS products on social media through innovative new content.



Create collaborations with culinary-focused KOLs to make new impactful campaigns.



Partner with KOL to organize strategic and measurable food journey campaigns aimed at strategically highlighting the products, and do food collaboration with authentic Indonesian cuisine and drive impactful brand promotion.



### #Petualanganselerapedas

Collaborated with Boengkoes Network to organize an efficient and measurable food journey campaign, showcasing the delightful flavors of the mie ABC product, fusing it with Indonesian cuisine, and driving impactful brand promotion.



DIGITAL STRATEGY

**E - Commerce**


Jakarta, Indonesia



**JD.ID**



# The Journey.



## What 01. they need



Create awareness of Hisense Minibar Refrigerator and convincing audience that Hisense Minibar Refrigerator is the perfect refrigerator to use on daily basis and increase sales on JD.ID.

## What 02. we propose

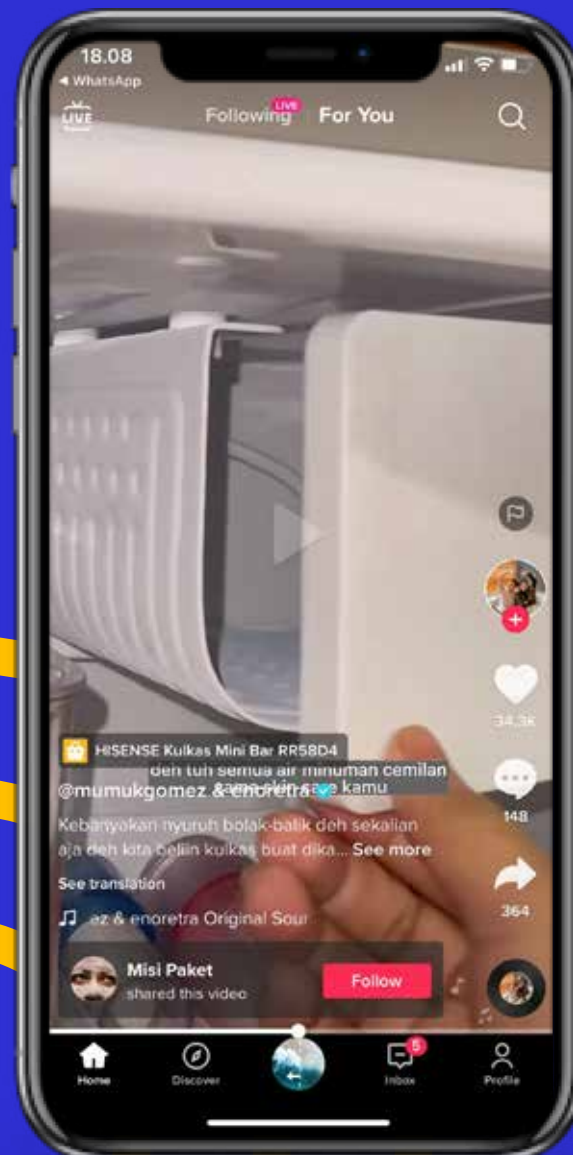


Build communications with audiences through 3 main themes and several key messages that will be communicated by KOL.

## 03. The result



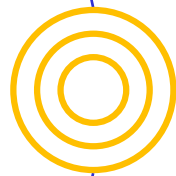
Initiate digital campaigns predominantly on TikTok, formulate a KOL strategy by delineating three primary themes for communication, alongside various other key messages intended for delivery to the target audience.



## JD.ID TIK TOK KOL Production

We helped JD.ID to engaged potential audiences on TikTok by implementing our niche KOLs and providing optimal influencer campaign strategies to enhance brand recognition on the TikTok platform.





DIGITAL STRATEGY  
**Event Organizer**  
Jakarta, Indonesia







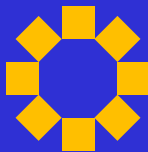
### Street Makers

This event we provide a place where Makers/Creators are appreciated for their work together with the activators running the Community seeking existence.





Let's do a

**C**  **LLAB**  **RATION**  **N**

**With us!**

# CONTACT US :

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**Instagram** : [@lodagency](https://www.instagram.com/lodagency)

**Email** : [hello@lodagency.co.id](mailto:hello@lodagency.co.id)

**Phone** : +6221-2271-7906

**lod  
agency**

You!

**Thank**

