

# SOCIAL FARMERS

 **SOCIAL FARMERS**  
a WOW company



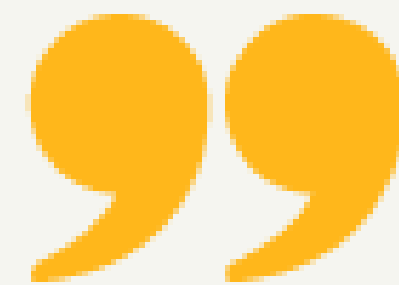
A black and white photograph of a person's hands holding a small green plant with soil. The person is wearing a light-colored, patterned top. The background is dark. A semi-transparent text box is overlaid on the image.

**EVERY SEED CAN GROW, BUT IN US YOU HARVEST  
WE ARE YOUR FARMERS TO YOUR BRAND'S DIGITAL CONTENTS**



# STATEMENT OF CONFIDENTIALITY

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WE LISTEN  , WE PLANT  ,  
WE CARE  , WE GROW  ,  
WE HARVEST  ,

WE ARE **SOCIAL FARMERS.**



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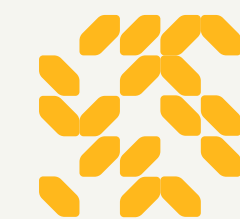
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# EVERY BRAND SHOULD DO NOW!

Listen, Understand, and Engage with their audience & industry updates



# LISTEN TO THE INDUSTRY UPDATES

## 3rd-rank social media users in the world

Indonesia was home for 167 million active social media users per January 2023 (equivalent for 60.4% of the population) which 79.5% of its are in productive age.



**64%** Knowing brand from social media

**77%** Looking for brand's information from social media

**28%** Knowing brand from advertisement they have seen in social media

**23%** Knowing brand from recommendation and comments from social media.

Even people preference on seeking for updated news come from social media and social networks build by the brand.



# UNDERSTAND This Era of Audience

Millennials and Gen Z dominate the population with 92% of them are social media users

**92%**  
of populations are  
Millennials & Gen Z



**4 HR+** 54% spend 4 hours and more on social media

**Instagram & TikTok** Hot place to 'hangout'?

**100101  
001011  
010010** Welcome to the bite-sized content era

**▶** 90% prefer watch video that allows them to explore new world (imaginative storytelling)

**👥** 69% seek for relatable and authentic content

**Rp.** Their action through content (UGC) is priceless to your content

**🛒** 80% of them check out something they have seen on social media

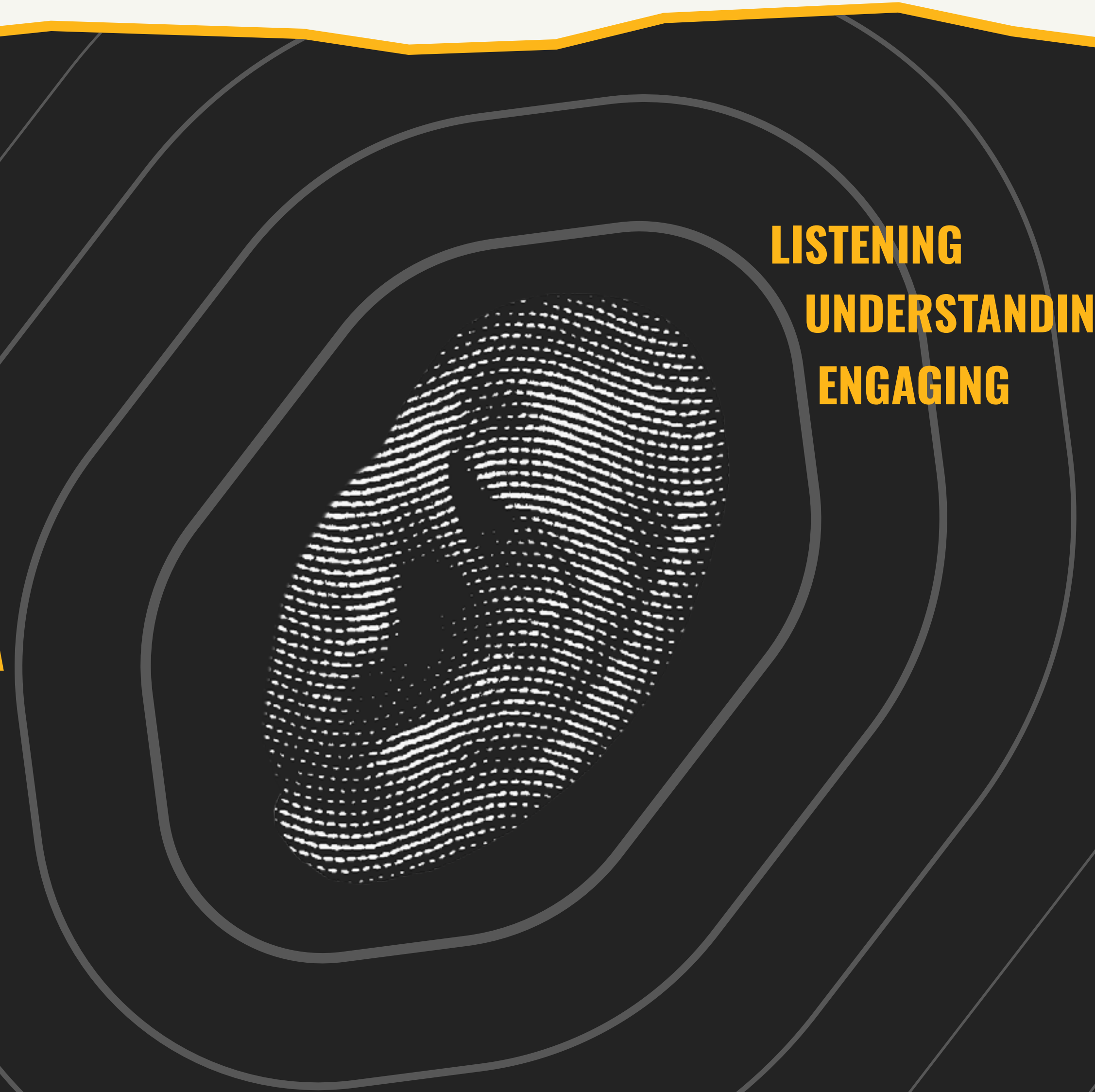




**LISTENING  
UNDERSTANDING  
ENGAGING**

# THE GROUNDED IDEA

For centuries on end, ear has evolved into a mighty symbol across diverse cultures, serving as a symbol of knowledge, comprehension, and communication. It symbolizes the acts of listening, understanding, and engaging with one's environment.





# SOCIAL FARMERS



**We act as your brand's ear.**  
An agency to **listen** to your brand's industry.  
An agency to **understand** your brand.  
An agency to **engage** with your audience.

We promise, through **ONE CONNECTION,**  
We create many to **ENDLESS POSSIBILITIES**



KNOW YOUR **EARS**, INTRODUCING



**SOCIAL  
FARMERS**



# WHO WE ARE

## WE ARE A BRIDGE BETWEEN BRAND AND THEIR MOST VALUED AUDIENCE.

Social Farmers is an adaptive social media agency that listens to you, the audience, and the ever-changing internet culture.



# WHAT WE DO

**WE GIVE AN EXCEPTIONAL EXPERIENCE  
IN CONTENT CREATION MAKING  
FOR YOUR BRAND.**

Our goal is for you to feel like we are your in-house social media caretakers.

WE LISTEN. WE PLANT.  
WE CARE. WE GROW.  
WE HARVEST.



# VISION

## **BECOMING ONE OF THE SOCIAL MEDIA AGENCIES THAT GENERATES IMPACTFUL CAMPAIGNS FOR BRAND, EVEN TO THEIR SALES**

The main vision we aspire to achieve is to become an agency that capable of making an impact on brand. Social Farmers will adapt as best as possible, both to the brand and to the existing industry developments, to bring growth and positive impact to the brand. Our fundamental basis is the continuous adaptation, remaining sensitive listeners to the surrounding environment.



# THE THREE PROMISES

**01** **SHOWING YOUR BRAND AS THE HERO**  
Making your brand as the most considered solution by captivated audience.

**02** **HUMAN-CENTRIC CONTENT THAT ENGAGES**  
We always put human as our focus while making content.  
We try to understand what audience want and where brand can emerge seamlessly.

**03** **HAND-TAILORED CONTENT EXCLUSIVE TO YOUR BRAND**  
Only relevant content that suits your brand style and communication.  
Not just template content that you can find everywhere.



# OUR KPI

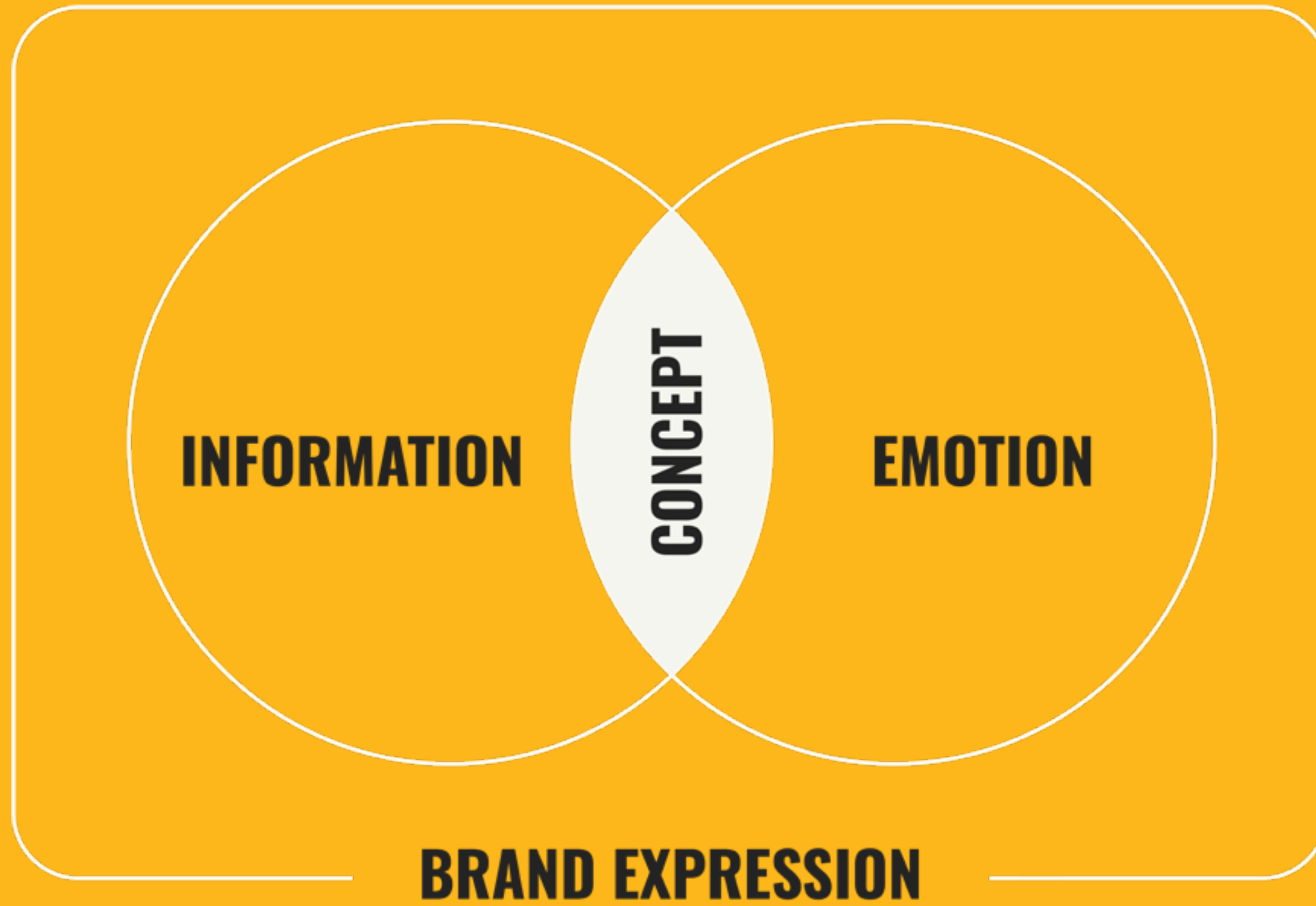
We ensure that the key performance indicators (KPIs) used by our brand are **applicable and achievable**. In line with our values to listen to our audience and client, we prioritize **the quality of content we provide** according to the needs of your brand and client. Client and audience evaluate the quality of the content we present through approval scheme and insights from monthly reports.

**We believe that an increase in followers is not a valid KPI to measure the success of our services in today's era, as it can be bought.**





# WORK IMPLEMENTATION



Your audience indeed need an information, but information can be served by others. We believe brand's job are not just **giving information**, but also **giving meaning and emotion** to their audience through their brand. A concept out of the mix of this two elements are what we use to enhance your digital brand's persona.



# OUR VALUE

## MEANINGFUL CONNECTION

Like a farmer who can harmonize the environment and social well-being

Like a bridge that can connect people with anothers

We will act as a bridge that harmonize connection between your brand and your audience through the spirit we called **HARVEST**.

### Hand-tailored

Content specialized & tailored for your unique audience

### Agile

Swift response and adapt to brand's needs

### Remarkable

Every work is a spark of brilliance & innovative idea

### Versatile

Recognize diverse range of skills and talents to adapt in the dynamic world

### Early Adopter

Earliest trend-update plant to your brand

### Strategic Listener

Carefully plan and execute each step with active listening.

### Tech-Savvy

Be a key driver with full adaptation towards technology



# ONE CONNECTION, ENDLESS POSSIBILITIES

As the chosen connection by brand, we make sure to make your brand connect and live in the digital world with the authentic and meaningful social media presence.

We manifest of boundless potentials that we can infuse into your brand.

A black and white photograph showing two hands, one above the other, holding a mound of dark soil. The hands are weathered and have some dirt on them. A small, bright yellow plant with several leaves is growing out of the soil between the hands. The background is dark and textured, suggesting more soil or a natural setting.

**THE SEEDS  
WE PLANT  
FOR YOU**



### CONTENT RESEARCH

The era of blip culture is an exact word to describe today's era. We assure you to serve your brand only with the newest trend, yet still relevant to your brand's personality

### CONTENT IDEATION

Brand persona needs to match with the need of your audience. Further consideration is always prioritized to crack the most unique idea for your brand's persona and amaze your audience.

# SOCIAL MEDIA MANAGEMENT

Every marketing need management, not excluded your social media. The savviness within our team and unimaginable experience will do a good deed to your brand's social media.



## CONTENT PLANNING

Detailed plan of your social media content with tight schedule in exact time to meet audience expectation and win in social media's algorithm.

Schedule

a.sateu.edu

## SOCIAL MEDIA REPORT

Exact monthly tracking of growth and past actions of your brand's social media with valid data as fresh insight for your brand, even within the brand's industry itself and can be present as your brand's achievement

# SOCIAL MEDIA MANAGEMENT



# SOCIAL MEDIA CAMPAIGN ENHANCEMENT

Starting to struggle have a high-impact campaign? One more problem is going to be check-off your list.

- Boost your brand's campaign in social media with perfectly-aligned content
- Amplify offline campaign to online activation
- Executed your online campaign from planning to your after-party celebration



# LIVE REPORT

Your own social media brand has to showcase your activation more than customer UGC content. Be credible, make your own brand as the center of attention anywhere everywhere. Highly quality social media live report with best production team will be inserted to your social media highlight by our team.



**STRATEGIC PRE-ACTION**  
from scripting, talent scouting,  
to budgeting

**CONDUCTING VARIOUS KIND  
OF PRODUCTIONS**

**FINAL EDITING**

# VIDEO PRODUCTION

Bite-sized video, long format recording, or picture in motion for social media are in our production team's hand. Recorded with the best script, finest equipment, and excellent editing skill will take your content to the next level.





# PRODUCT PHOTOSHOOT

Visual still enlighten people's mind nowadays. Your brand should serve audience with the best-tempting photos in order to grab their attention. We provide **FREE** HD quality of product photoshoot for all of your products/services in collaboration with the chosen ongoing project with us.



Ready to assist you in the strategic identification and management of talents that align with your brand's identity. Proficient in overseeing the entire process, ensuring seamless coordination and fostering strong connections with selected talents.



# MEDIA TO GROW YOUR BRAND



# OUR PASSIONATE CLIENTS



HOSE

KOMIX<sup>®</sup>  
Herbal

femmy

BEJO  
JAHE MERAH



DIDO<sup>®</sup>

PACIFIC  
PAINT  
Since 1943

YoSeo  
요세요

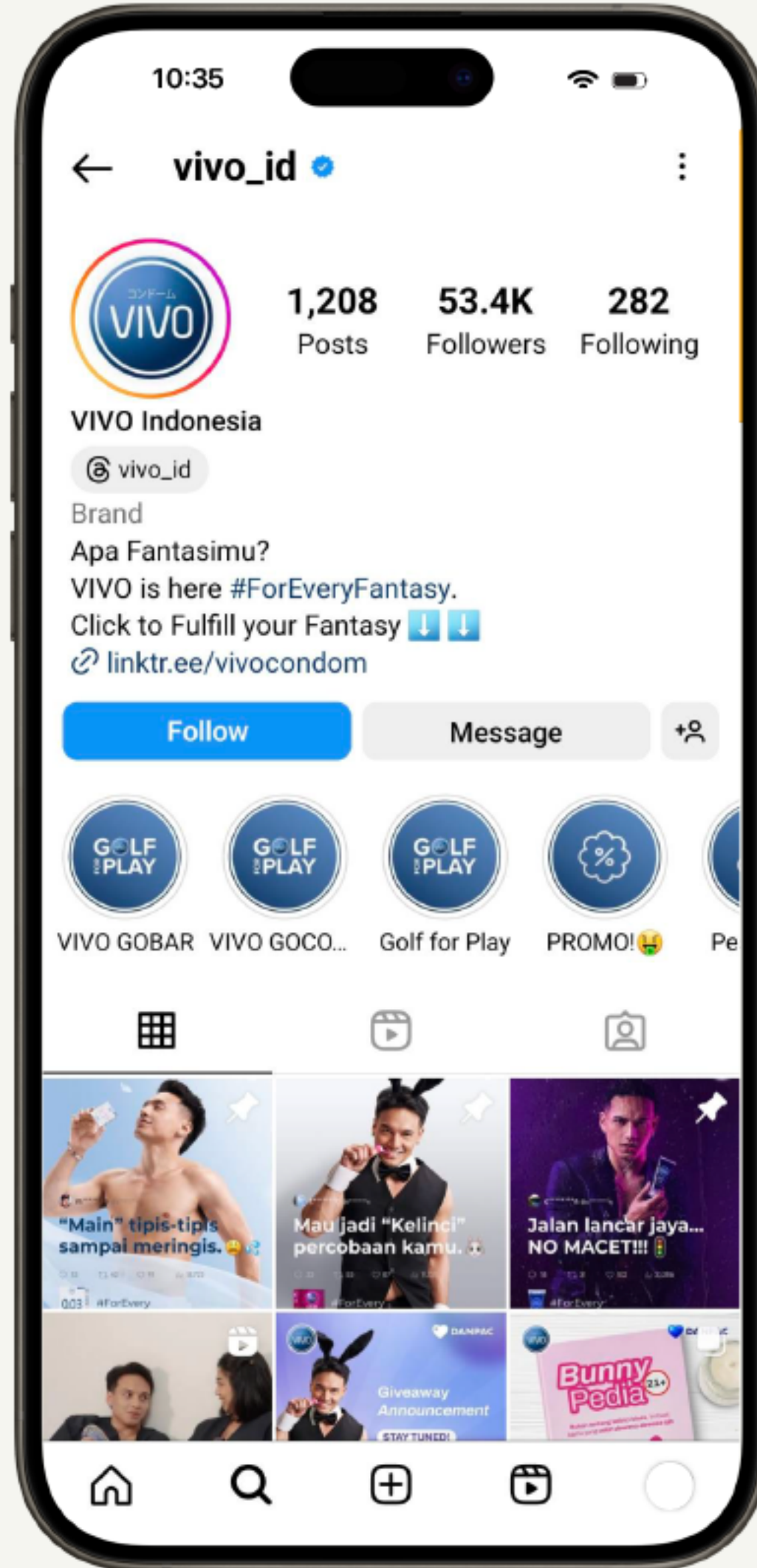


Click<sup>®</sup>



KOPI TOKO  
DJAWA

BAKMIE  
TJO KIN  
Resep Asli Basmie Siam 1940  
No Pres. No Lead

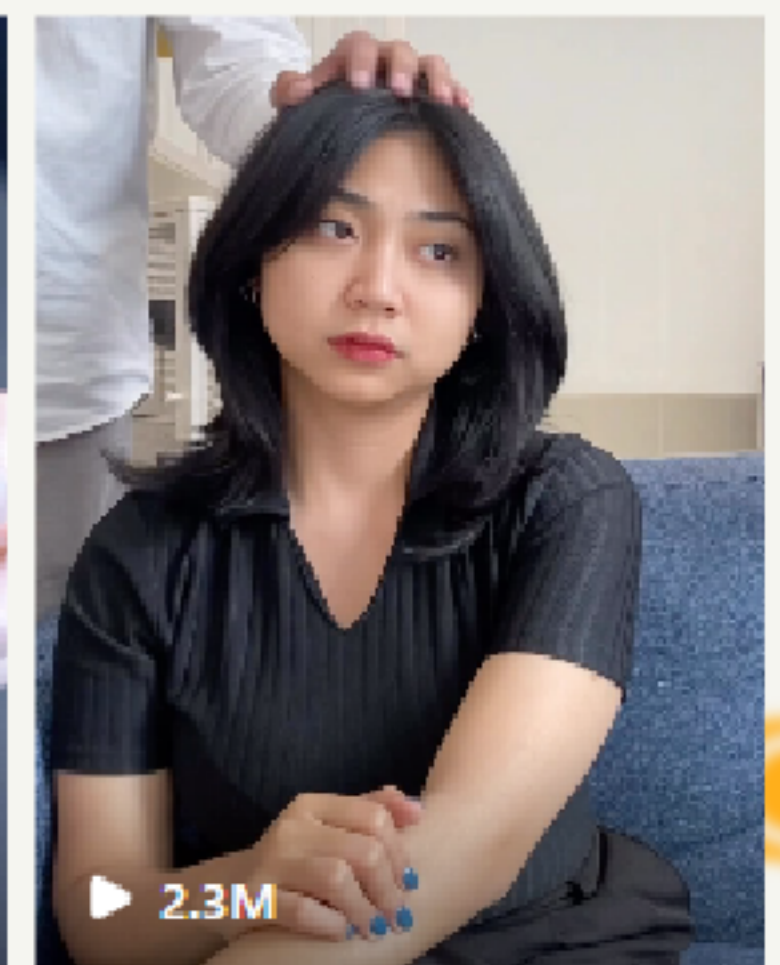
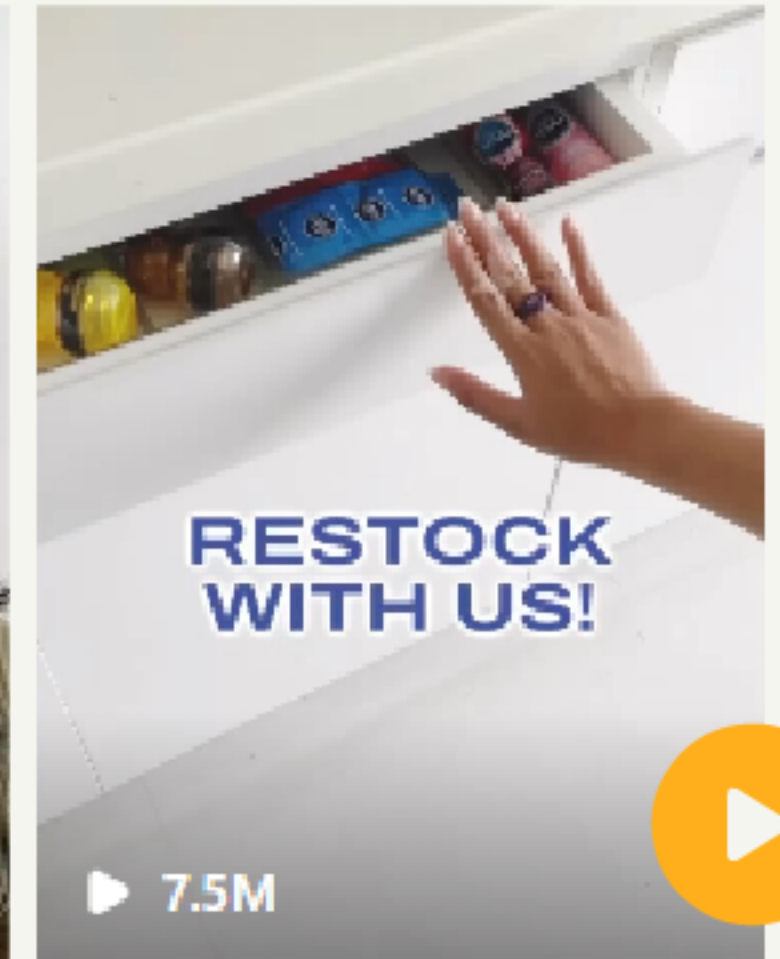
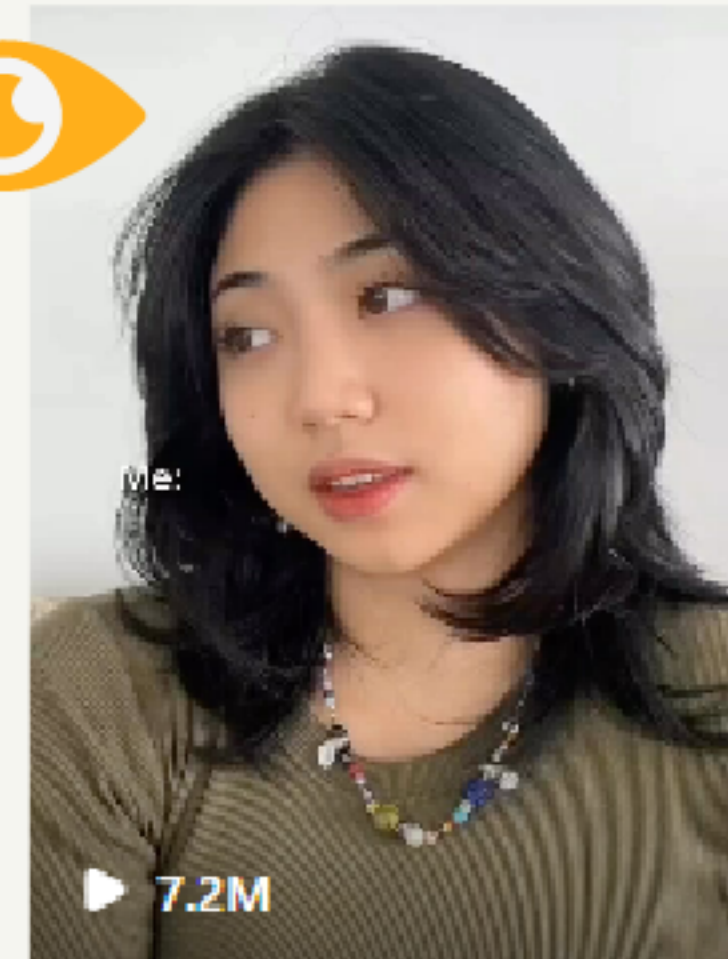


## BACKGROUND

VIVO approached us to manage its Instagram account looks more active. They wanted to raise awareness of their company's products. As a reproductive sexual health equipment company, devising a strategy was indeed a challenge due to limitations in creating content on social media.

## GROWTH JOURNEY

- 6 months+ organic journey and keep going
- 30 millions up views and 20K+ followers from organic content. A single reel has the potential to gain 7 million views, 170K shares, and 130K likes.
- Top Social Media Brand Award 2023 (condom category).
- Campaign collaboration with Jefri Nichol hit up to 8 millions views & 2K+ followers in a week.

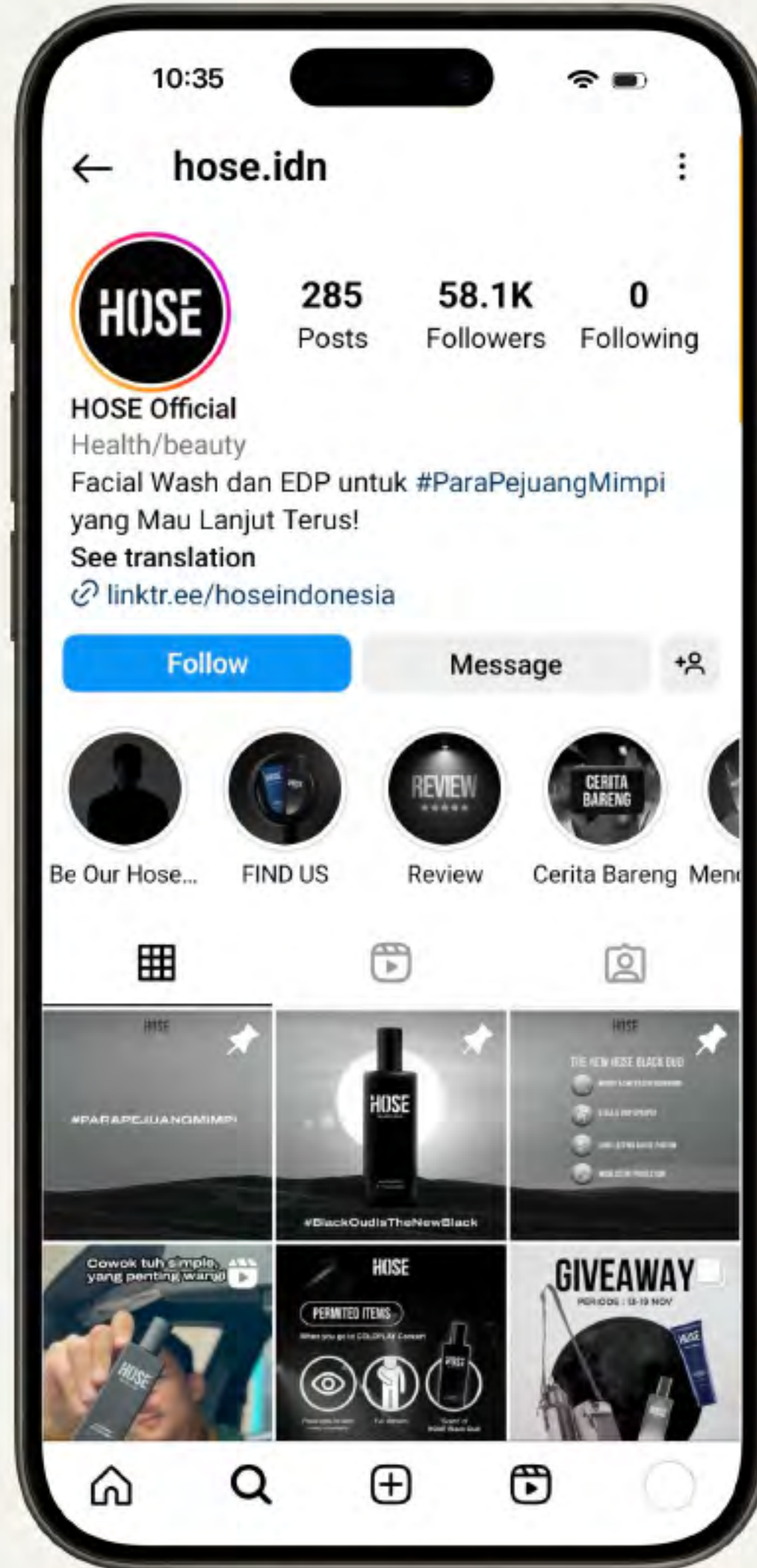




# MEET MISS VIVO



The lively face of VIVO products. We introduce a fresh face to VIVO's social media to facilitate interaction with the audience. With her laid-back, fun-loving vibe, she's here to show you the latest and coolest features of VIVO products presented in a refreshingly unique way! Get ready for an entertaining journey as Miss VIVO takes you on a captivating tour of VIVO Products, showcasing them with her distinctive and captivating flair.



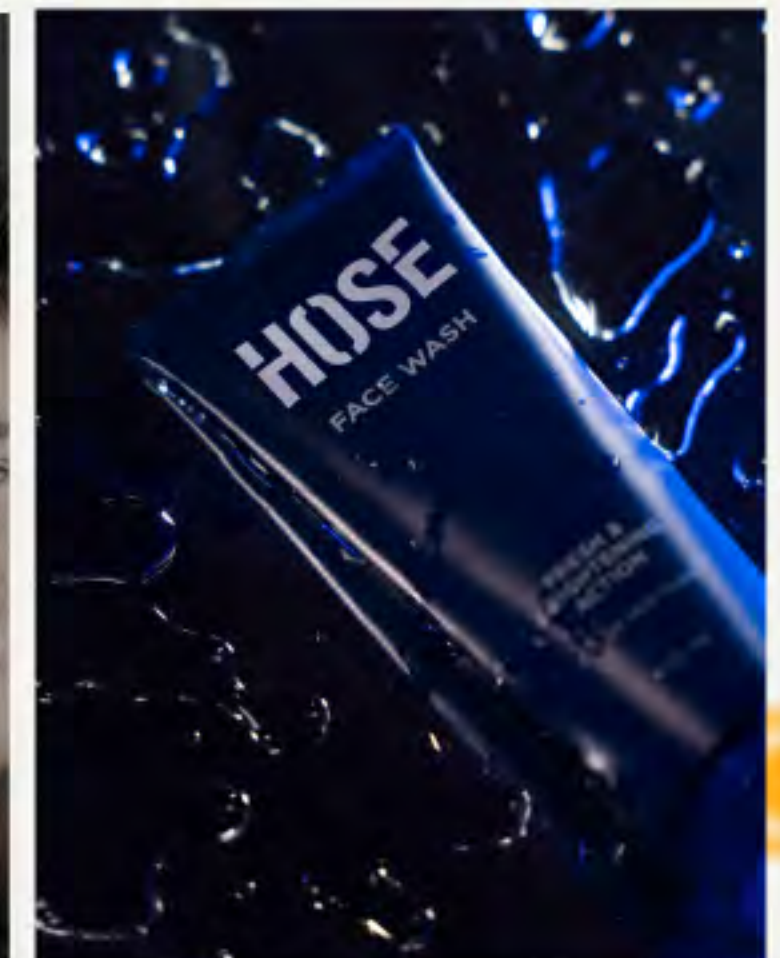
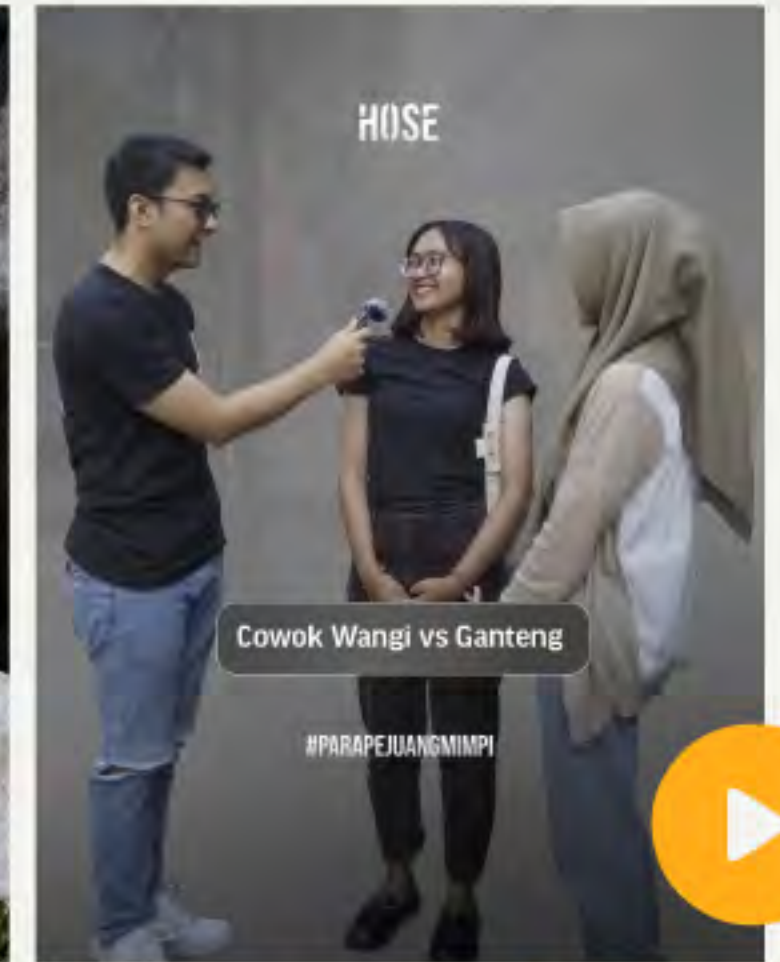
# HOSE

## BACKGROUND

HOSE is an Alfa Group brand specializing in men's care products. With the recent launch of their new product, the brand seeks to enhance awareness as a men's personal care brand that instills confidence anytime, anywhere. This is achieved through strategic marketing across diverse social media platforms.

## GROWTH JOURNEY

-  Develop strategic content by promoting man confidence on Tiktok & Instagram
-  Gaining 30K+ followers within 3 months in collaboration with media dpt.
-  Trusted by brand to manage their social media from the initial establishment to the re-launching of its latest products including photoshoots, social experiments, and campaigns.



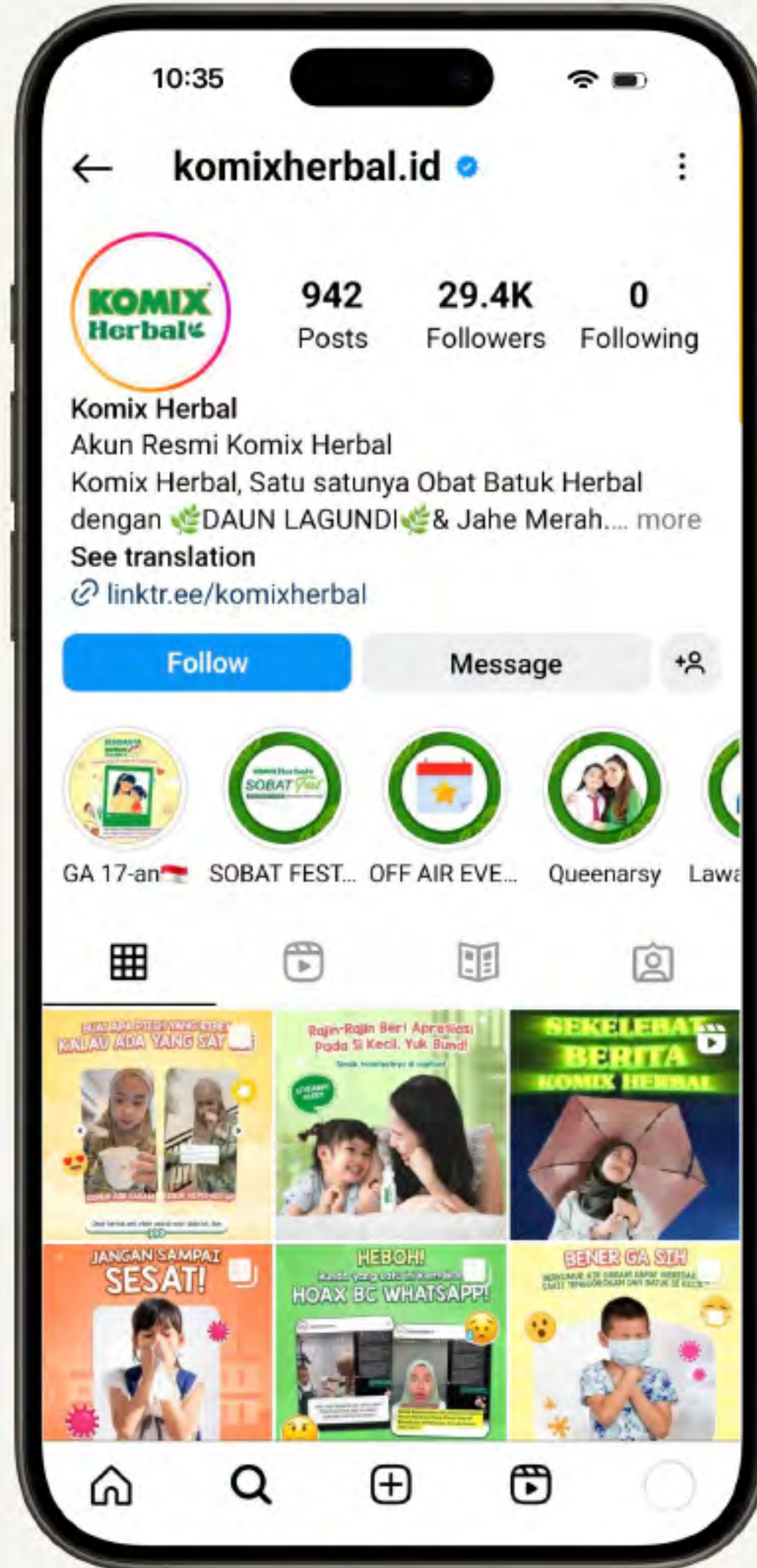




# CREATIVE STYLE TO ENGAGE



We introduce content called "Giveaway Dadakan" where brand randomly selects three active commenters on HOSE's social media accounts and gifts them free products to boost interaction. This approach significantly elevated HOSE's Instagram engagement, by an impressive **788%** in a month.



# KOMIX

## BACKGROUND

Komix Herbal Kids, with its herbal cough medicine for children, aims to assert its social media presence. Amidst strong competition, the brand must stand out to be the foremost choice for its main target, the mothers. The agency actively collaborates to create compelling and successful social media campaigns.

## GROWTH JOURNEY

Successfully develops campaign focuses on the ease of opening its' iconic tube packaging (USP) by introducing a newtake of its' classic jargon "Batuk? Potek Komix Herbal aja!"

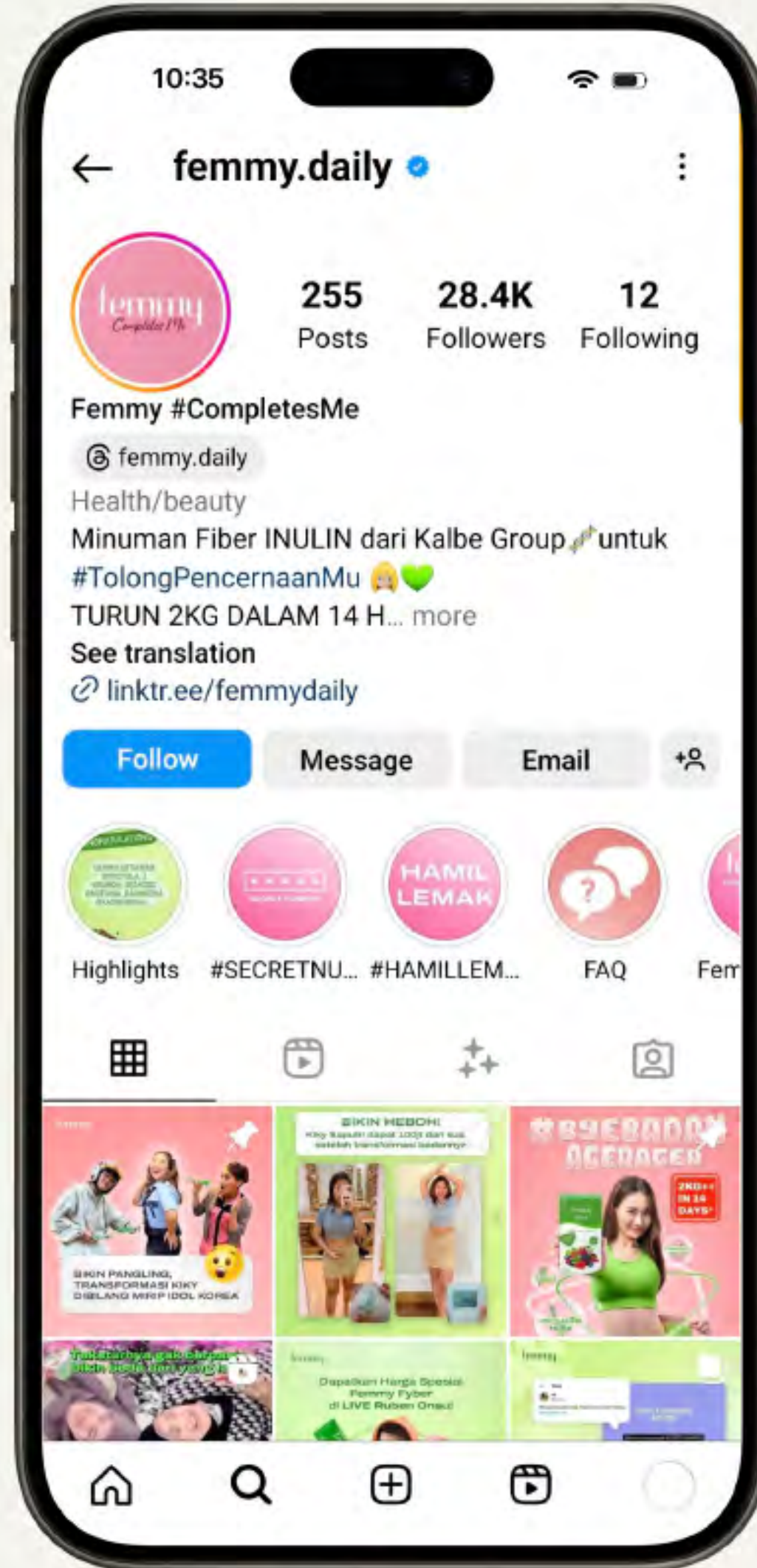




# BUNDA PANUTAN



Bunda Panutan is a vibrant and committed community tailored for mothers who are passionate about Komix. With over 1000 participants in the Telegram community, it effectively enhances brand awareness and engagement.



# FEMMY

## BACKGROUND

Kalbe introduces Femmy as a solution for all women in Indonesia who want to enhance their beauty and health using the best and natural ingredients in the midst of their busy and active lives. The brand aims to raise awareness through social media with various engaging campaigns targeting different segment of women in Indonesia.

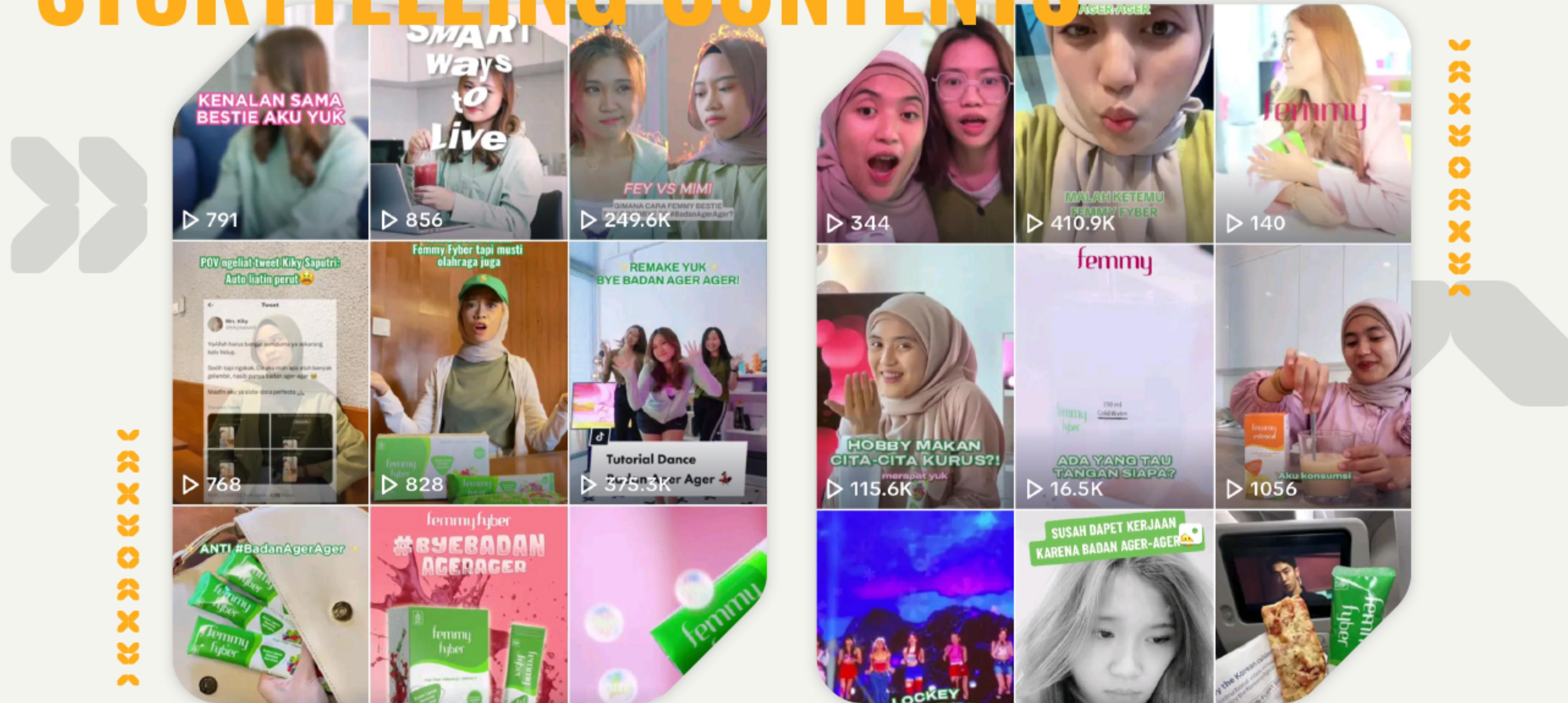
## GROWTH JOURNEY

-  Conducted various campaigns using local to international KOL
-  Increase over 6K+ Instagram followers from campaign with Indonesian artists, including Kiki Saputri and Brisia Jodie
-  Original Instagram account verification resulted from active social media management





# STORYTELLING CONTENTS



To sustain the growth, we oversee not just Instagram but also TikTok for our social media management, utilizing storytelling content. By featuring two talents representing women in Indonesia navigating challenges with their bodies, we aim to generate enduring and timeless content that adds value to each advancing campaign.






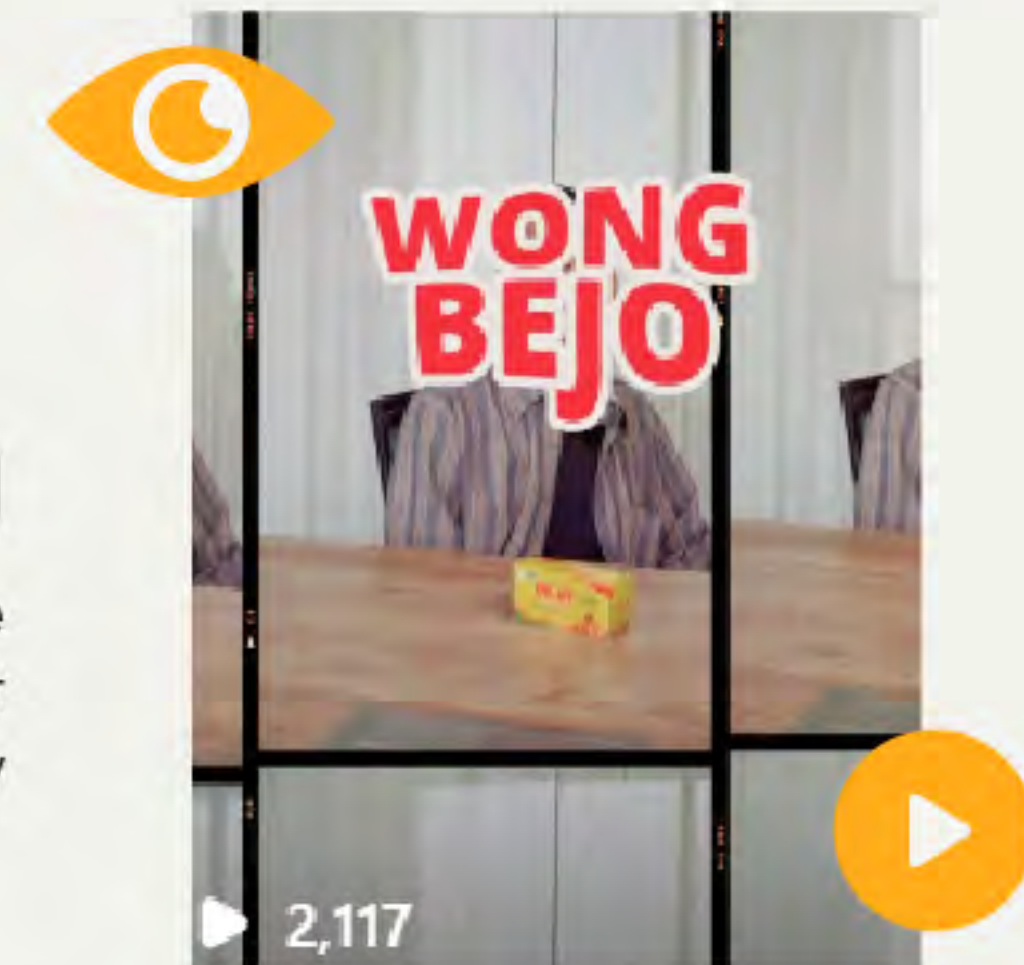
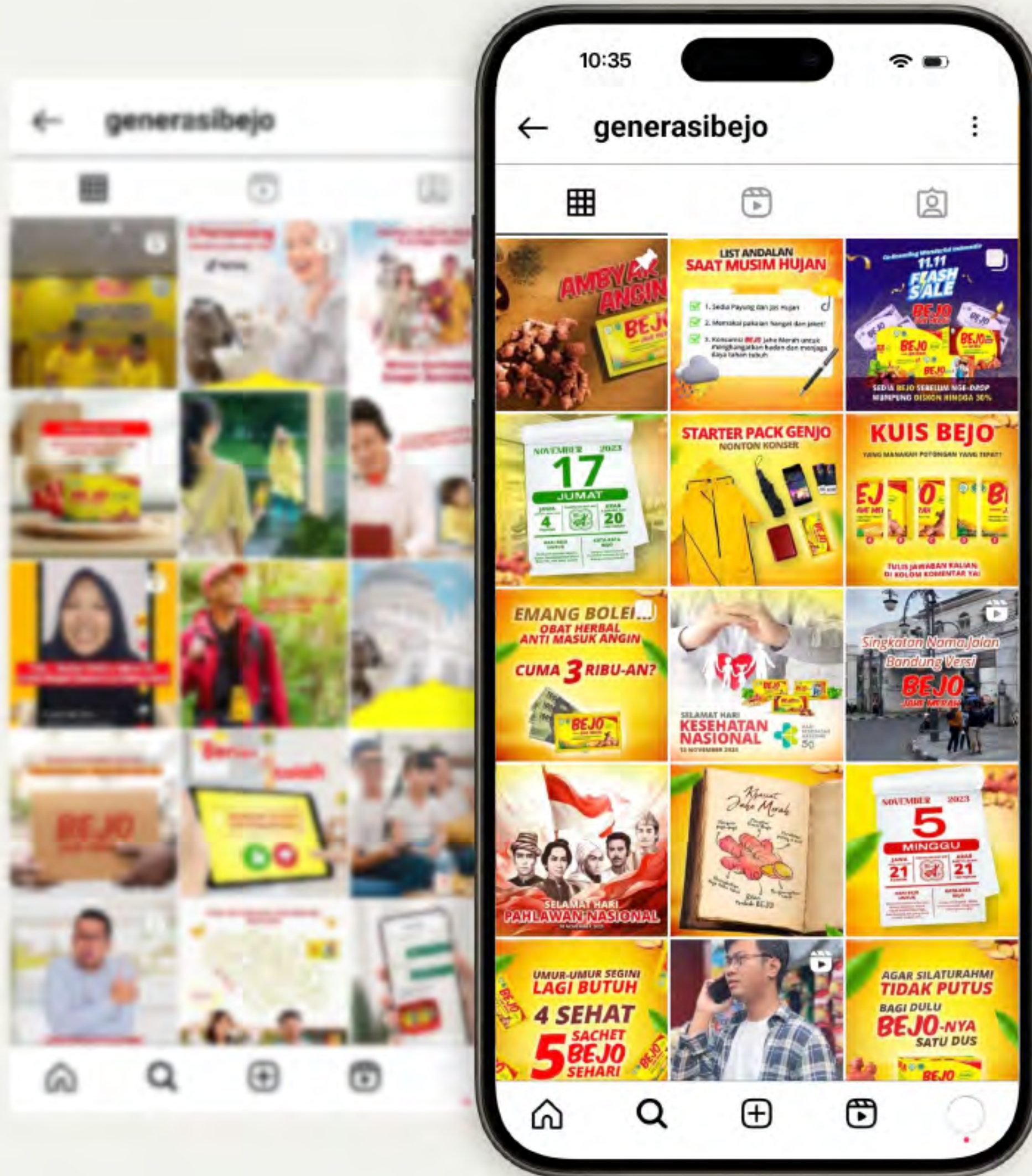
# BEJO

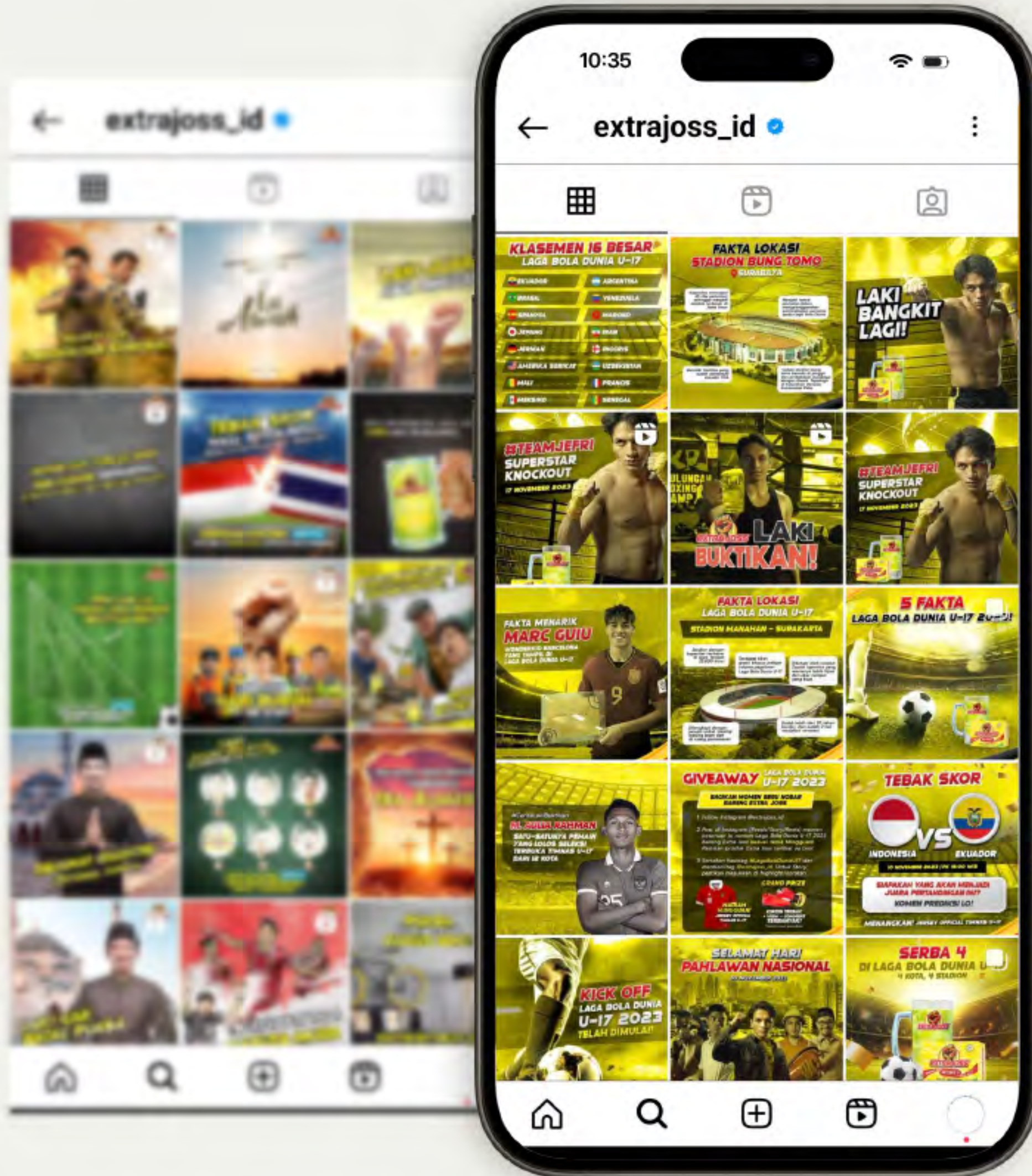
## BACKGROUND

PT Bintang Toedjoe's herbal product, "Bejo Jahe Merah," seeks to stand out, emphasizing not just functionality but showcasing how people can enjoy Bejo by incorporating it into their lives.

## GROWTH JOURNEY

-  Leverage the brand name BEJO, meaning "fortunate" in Javanese as the pillar content.
-  Explored through various formats, including travel and UGC features personal stories and perspectives on luck in the lives of users (Wong Bejo).
-  Gain up to 100% reach each months from non-followers





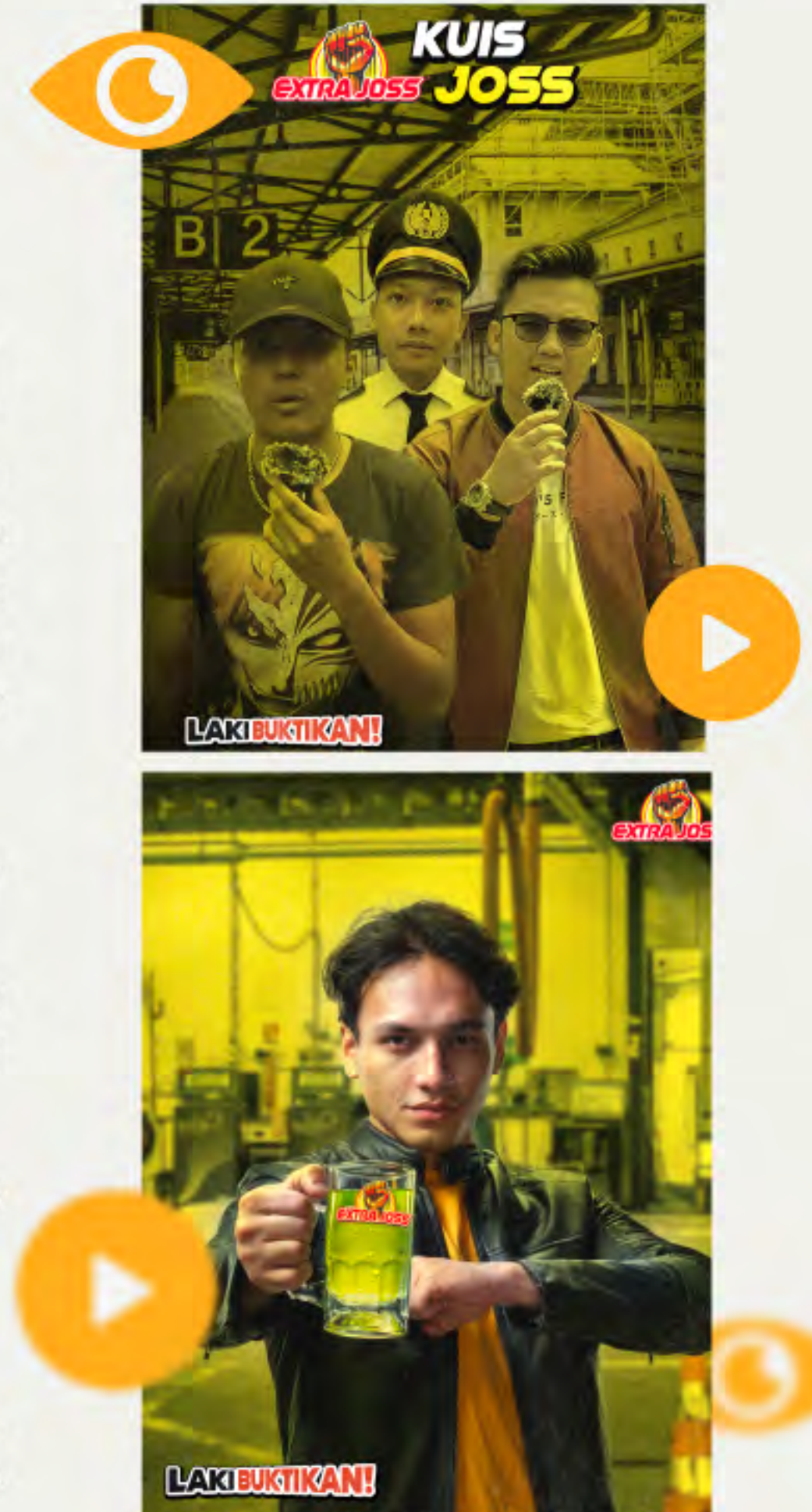
# EXTRA JOSS

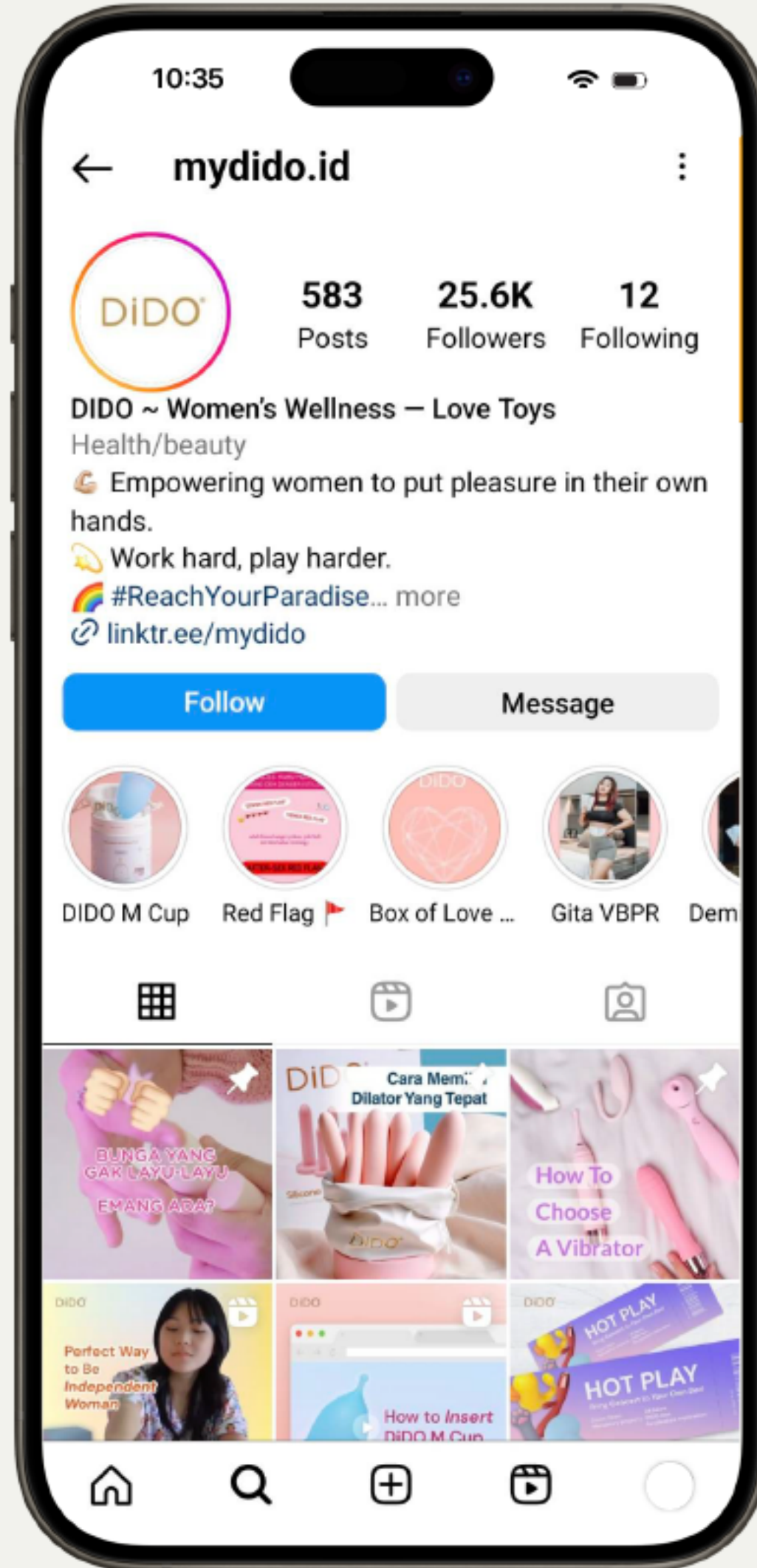
## BACKGROUND

Following its sister brand, Extra Joss became our client a month after we managed Bejo's social media. Extra Joss desires to revitalize its social media into an active platform for its audience. With a new campaign positioning, Extra Joss aims for its social media to convey the message that with Extra Joss, you can be a man #LakiBuktikan.

## GROWTH JOURNEY

-  Revamped Extra Joss's Instagram. Adopting fresh persona with a redesigned color palette and unique content.
-  Create new TikTok account pioneers outdoor video content with a masculinity theme.
-  Product photoshoots to enhance sales value.
-  Gained over 4K followers on Instagram, TikTok, and Facebook, with active engagement within 4 months.





# DIDO

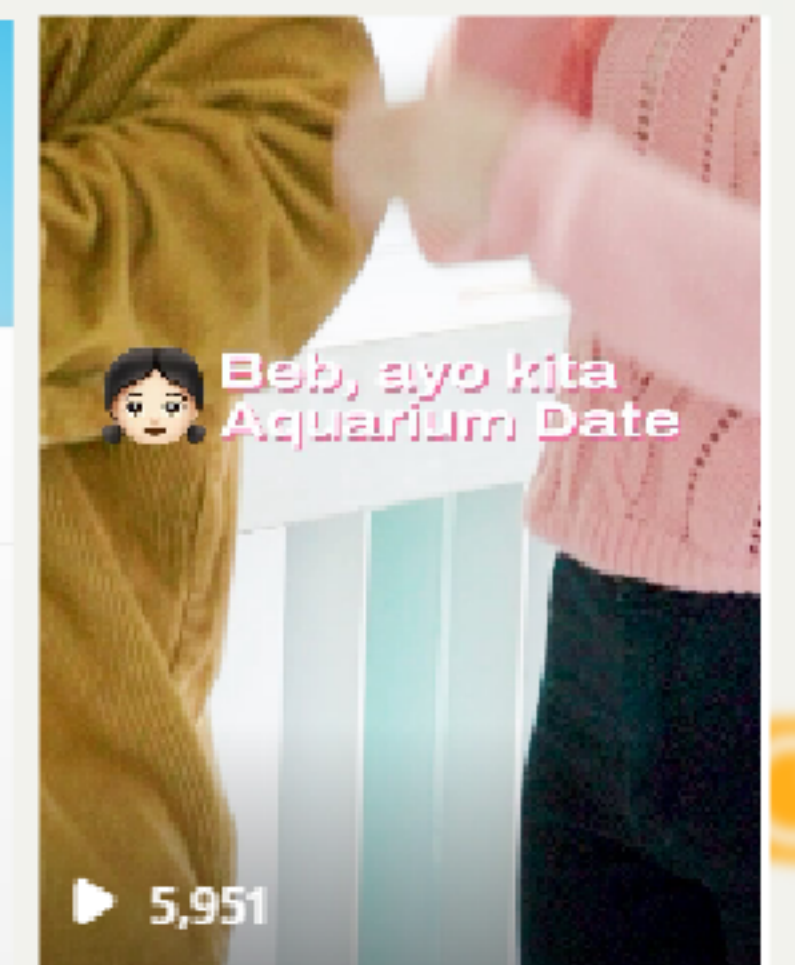
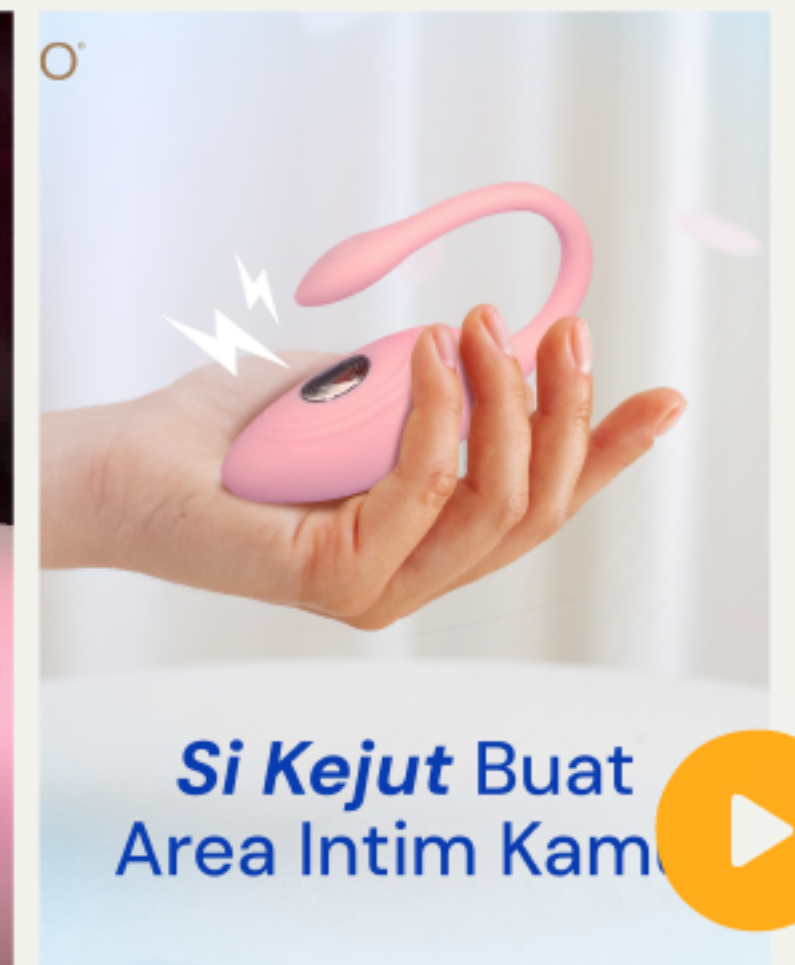
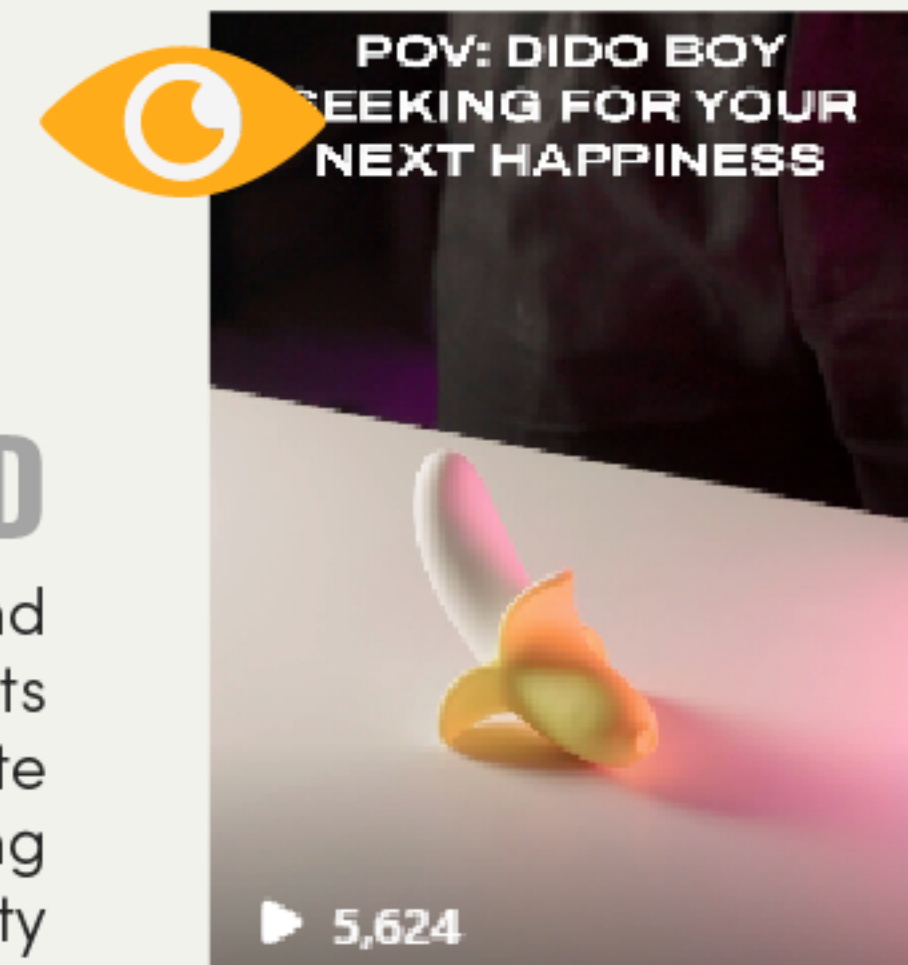
## BACKGROUND

After the success of VIVO, DIDO, as a sister brand offering women's wellness and sex toys, aims for its products to be widely recognized as the ultimate choice for women's pleasure that is not intimidating to the public. Their vision is to end the taboo in society that revolves around sex and intimacy to oneself.

## GROWTH JOURNEY

Content creation concentrate on a gentle approach, seamlessly incorporating the product into daily activities.

Within a month, reach expanded to 15% more accounts, and a single reels content reached 242% more accounts than previous content.







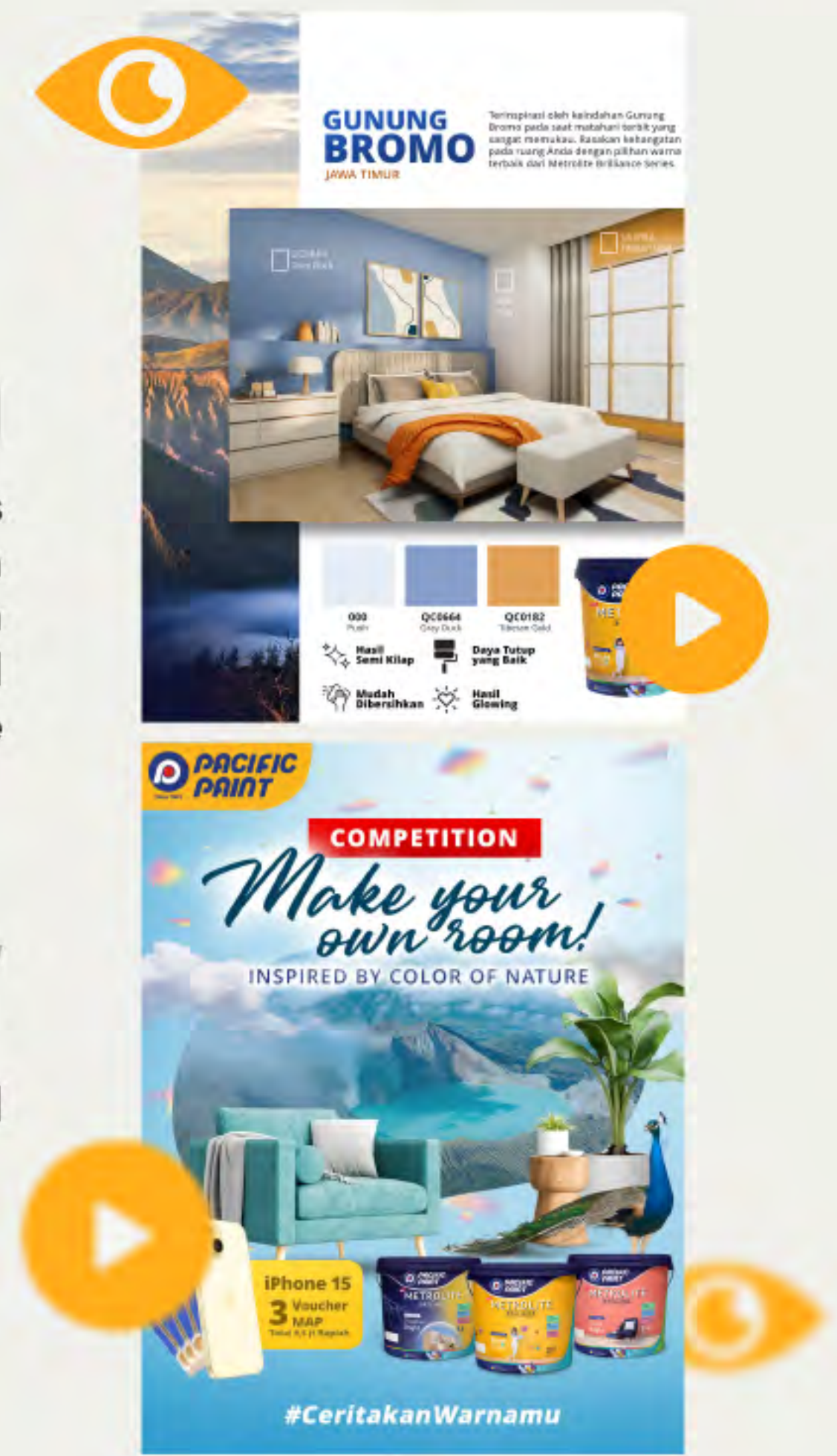
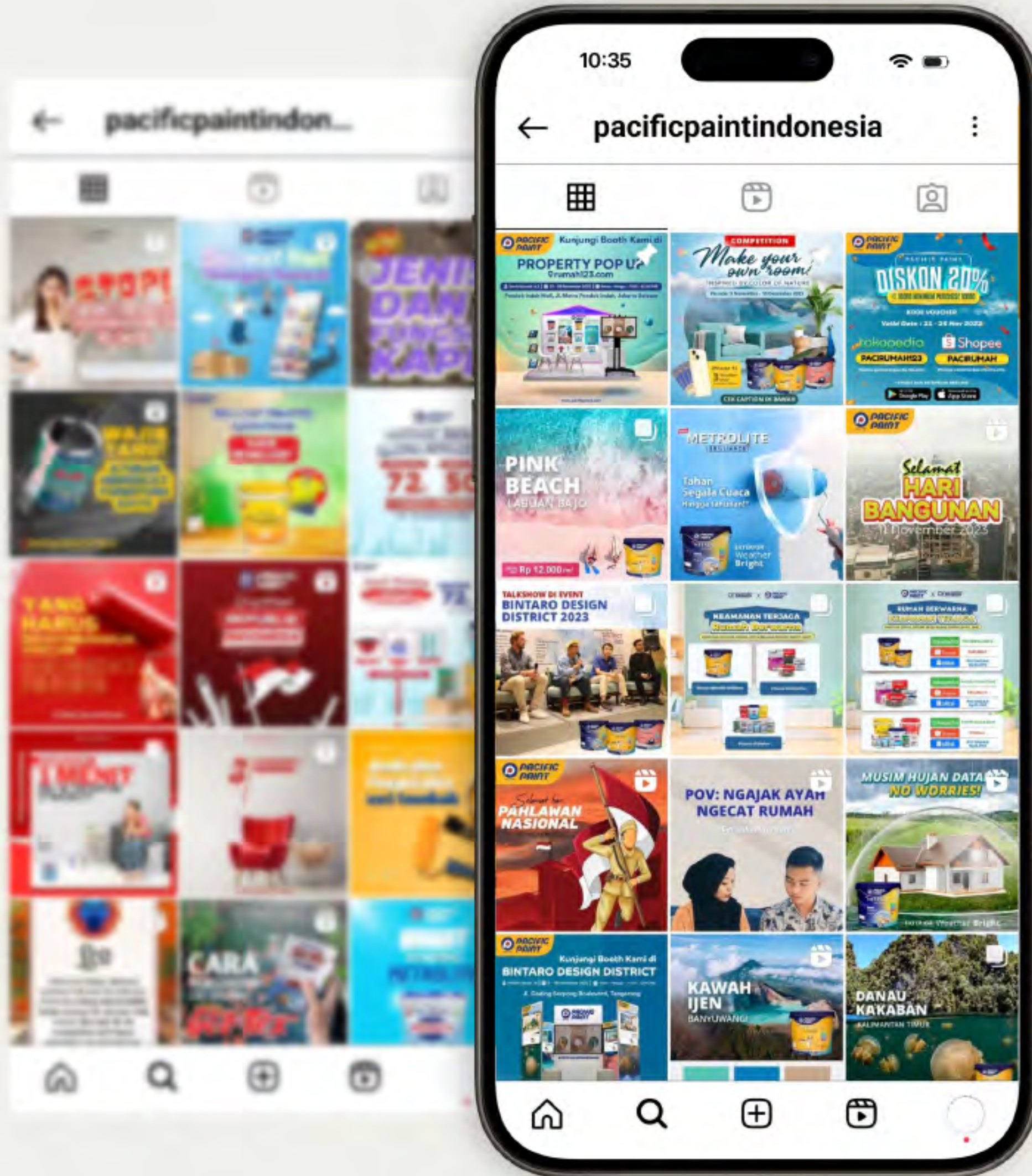
# PACIFIC PAINT

## BACKGROUND

Our newcomers, Pacific Paint, aims to be Indonesia's leading paint solution provider by using digital campaign and social media management. Their focus is on showcasing their new product, Metrolite Briliance, a wall paint tailored for young couples who prioritize home values.

## GROWTH JOURNEY

- Using "Bring Nature to Home" concept as fresh and unique strategy of market a wall paint
- Tap-in content to the newest trend





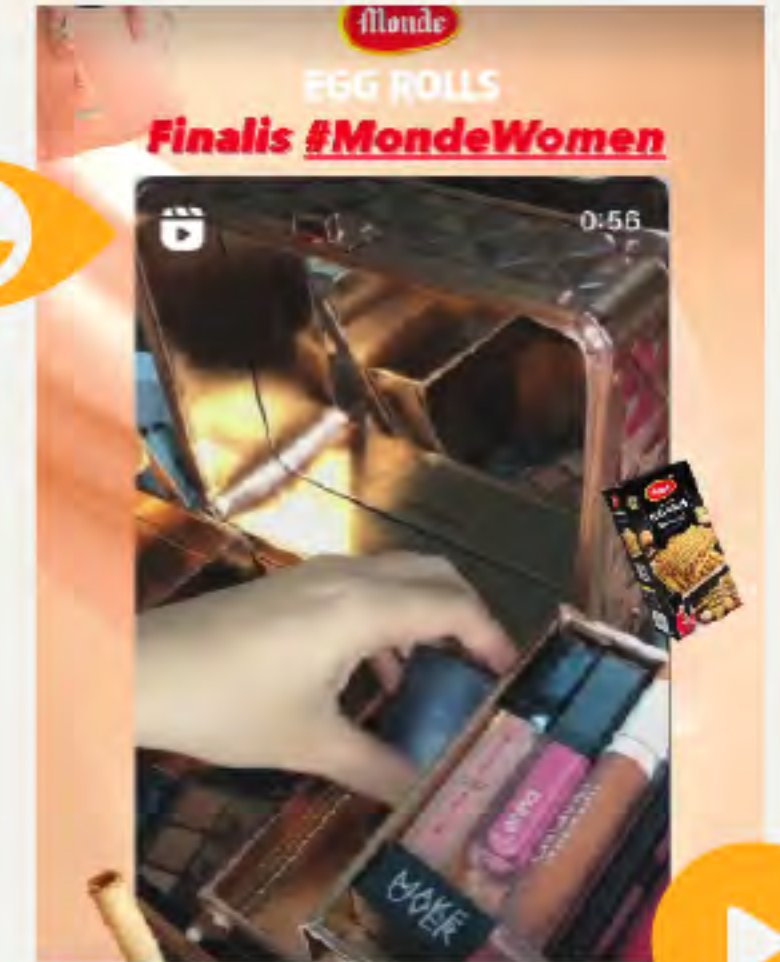
# MONDE

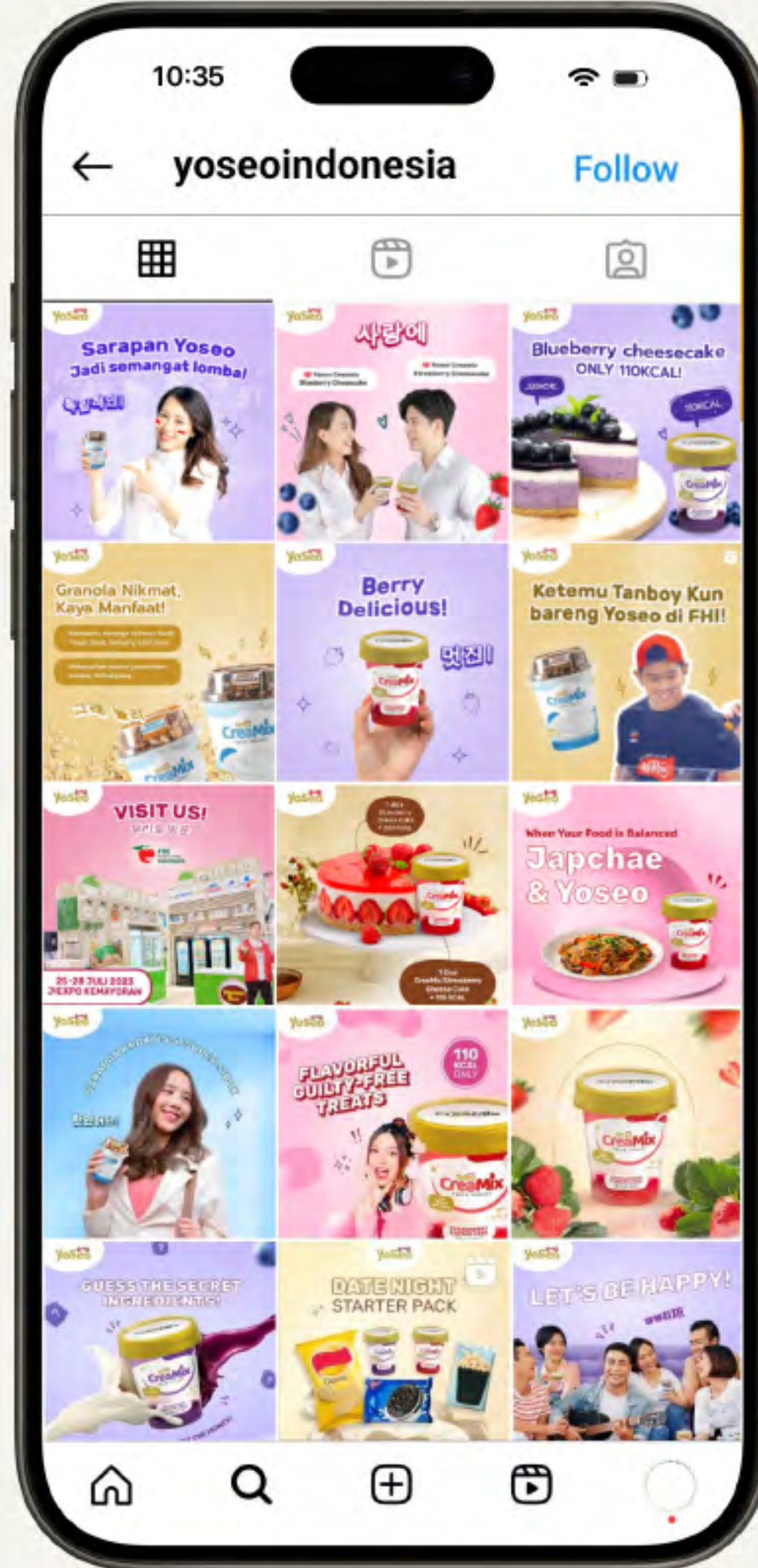
## BACKGROUND

Monde Eggroll is a biscuit food brand owned by Nissin. The collaboration with Raline Shah in an empowering women campaign compels the brand to align it on its social media, particularly on Instagram and Facebook.

## GROWTH JOURNEY

-  Initiated campaign, Monde Woman joined by over 2K+ participants to empower business woman in realizing their ventures
-  Increase up to 20K followers within 4 months.







# YOSEO

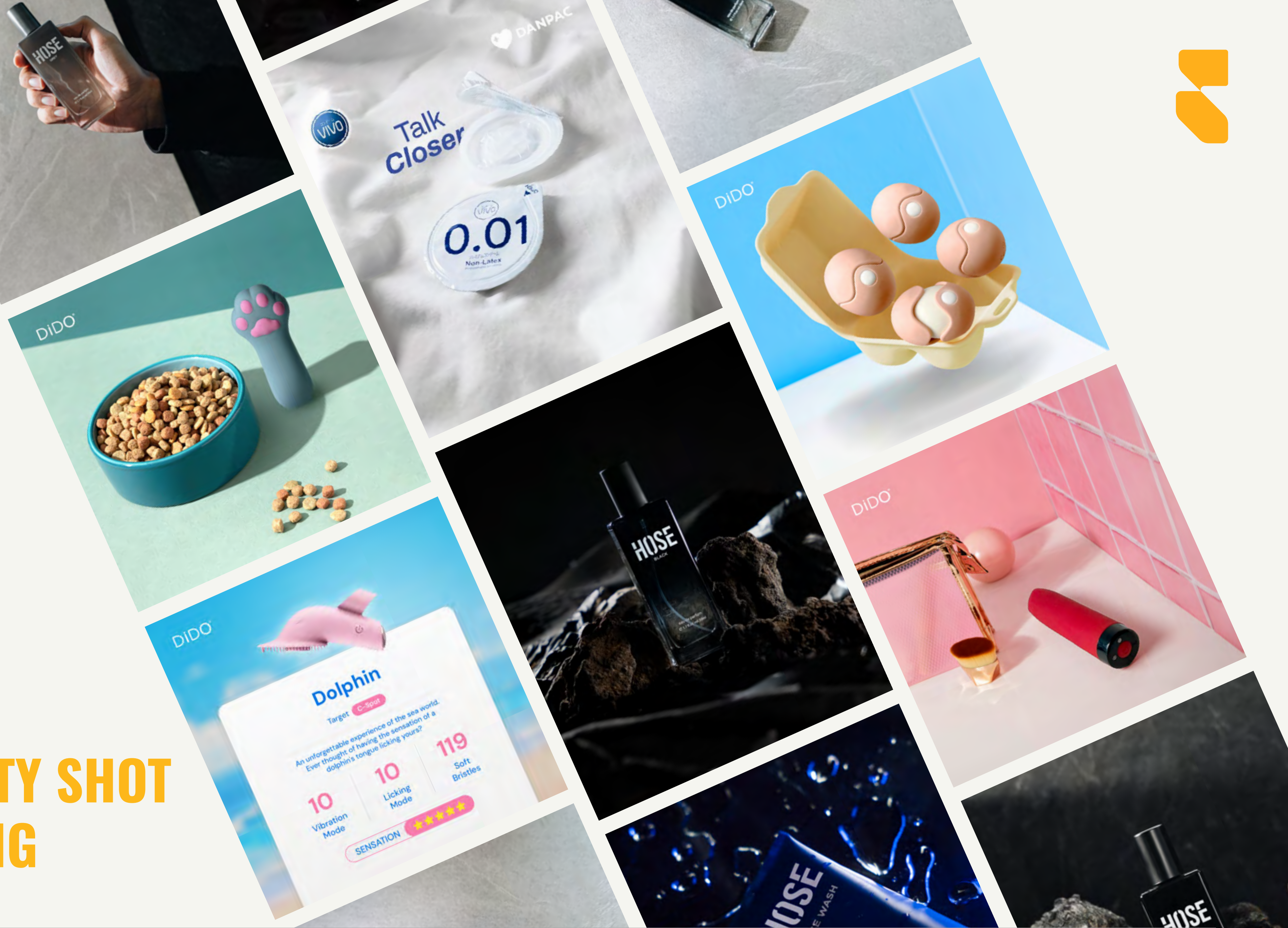
## BACKGROUND

Yoseo is an Indonesian yogurt brand positioned as a thick yogurt with a cheesecake flavor. Taking a Korean-inspired approach, Yoseo aims to target the younger generation captivated by the Korean wave. As a new brand, Yoseo intends to market itself on social media to get even closer to its target audience, which consists of millennials.

## GROWTH JOURNEY

-  Hands-on approach by the agency from shaping the brand's personality to designing the brand packaging.
-  Started gaining awareness and is currently accessible in numerous malls and supermarkets.





# PRODUCT BEAUTY SHOT & VISUAL EDITING



# LIVE REPORT

## VIVO GOLF FOR PLAY

Providing live coverage for the VIVO Golf For Play event on Instagram, we attended the entire event, featuring Miss Vivo as the talent to foster closer engagement with the authentic community. Generating content and offering support to your sponsor were integral parts of our participation.



## EXTRA JOSS SUPERSTAR KNOCKOUT

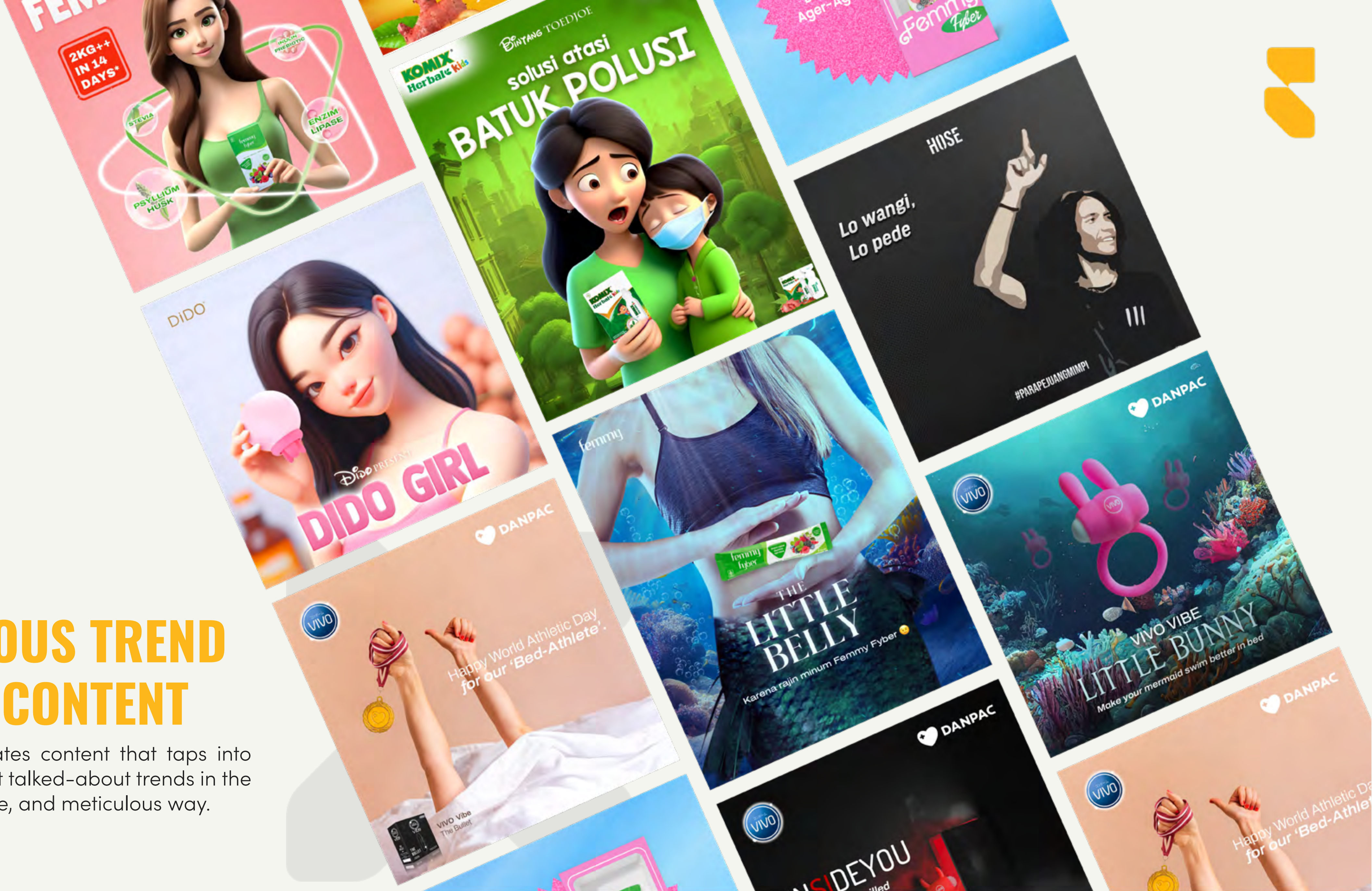
Our team is ready to attend all offline brand events to align the activities with social media awareness. Social Farmers document real-time activities in Pekan Raya Jakarta, Superstar Knock Out, and create content to enhance the offline activations conducted by Extra Joss.





# METICULOUS TREND JACKING CONTENT

Social Farmers creates content that taps into the newest and most talked-about trends in the most unique, creative, and meticulous way.





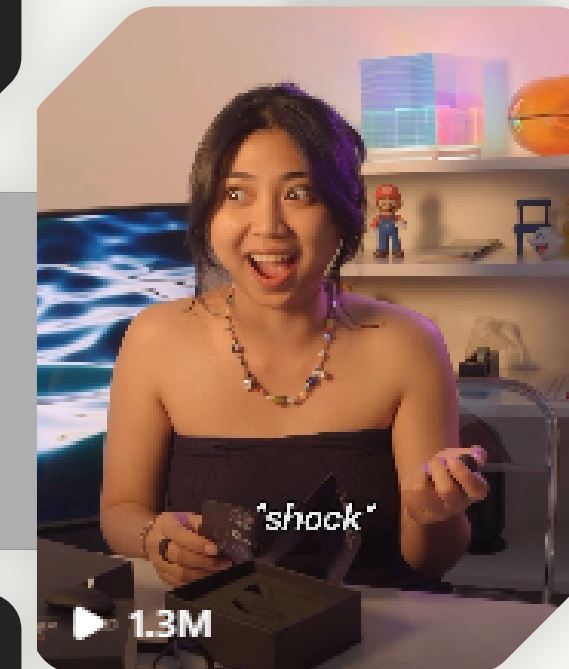
# HARVEST MOMENTS

KONDOM/ ALAT KONTRASEPSI PRIA		
Brand	EMSS	
Sutra	48,5%	HIGH
Sensitif	22,3%	HIGH
Fiesta	17,3%	
Durex	12,0%	

**MARKETING**

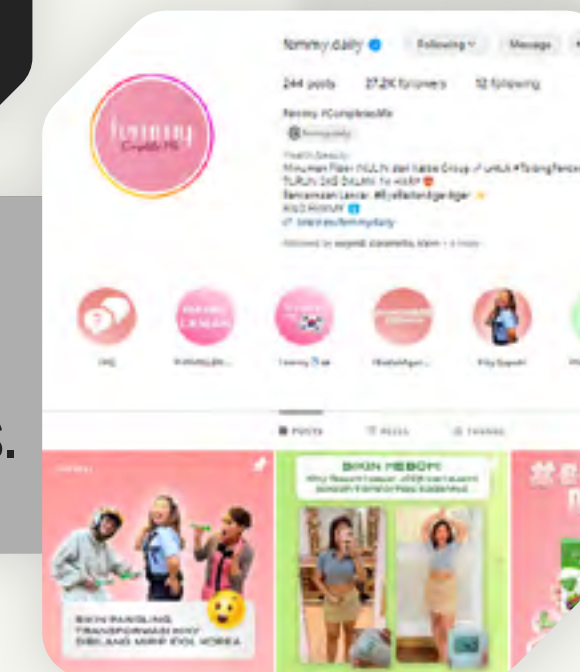
Positioning VIVO as the winner in the Top Brand Social Media Award in Condom Category within 6 months of social media management.

Successfully selling out Vivo's The Bullet 2 product across all marketplaces with a single reels video content featuring the product.



Leading a continuous and broad partnership extending to the parent company, WOW Agency, to create a campaign with Jefri Nichol.

Successfully managing Femmy's Instagram from the beginning until obtaining the verification organically, with significant growth in followers and interactions.





# CLIENT'S TESTIMONY

Year: 2023



## Bella Tamara Mulyadi

Brand Supervisor HOSE

I had a great experience working with Social Farmers. Their response was incredibly fast, and they engaged in effective discussions. They are truly client-oriented, able to fulfill the client's wishes, and provide solutions to any issues that may arise. I appreciate their quick and accurate responses.



## Alvin Yonatan

Brand Manager VIVO

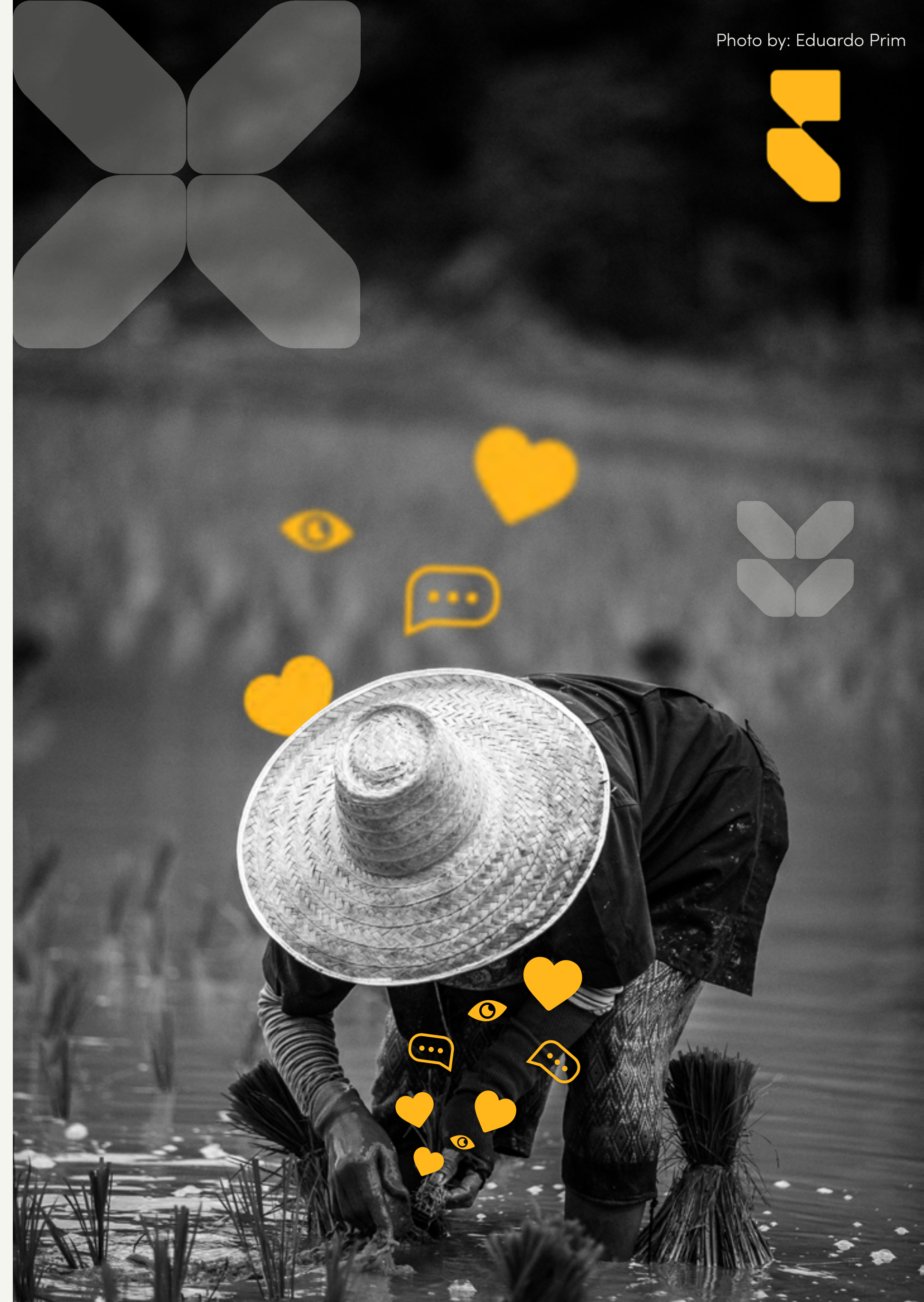
Absolutely all out! They take care of everything we ask for without hesitation. Super responsible and cool. Their ideas are creative and up-to-date. The teamwork is impressive, and they consistently give their best in every aspect. Awesome job overall!





## OUR DEDICATED FARMERS

We refer to our team as **FARMERS** in line with our agency's concept of wanting to be cultivators who plant good seed (client) for the social well-being (audience). Our farmers act as intermediaries between your brand and your audience. We are sum of individuals who share the same passion and vision, especially in creating hand-tailored content rather than template content commonly found in the market.





# GREETINGS FROM OYEN

## Hi, Farmers

At Social Farmers, we truly value your creativity. We believe creative ideas have no limits by hearing the surroundings. Social Farmers is ready to realize each uniquely hand-tailored idea that has never been seen before. We are committed to making a meaningful impact with this creativity, turning your brand into a hero.

- A HERO STARTS FROM HERE -

”



**Lawrence Efraim (OYEN)**  
CEO Social Farmers



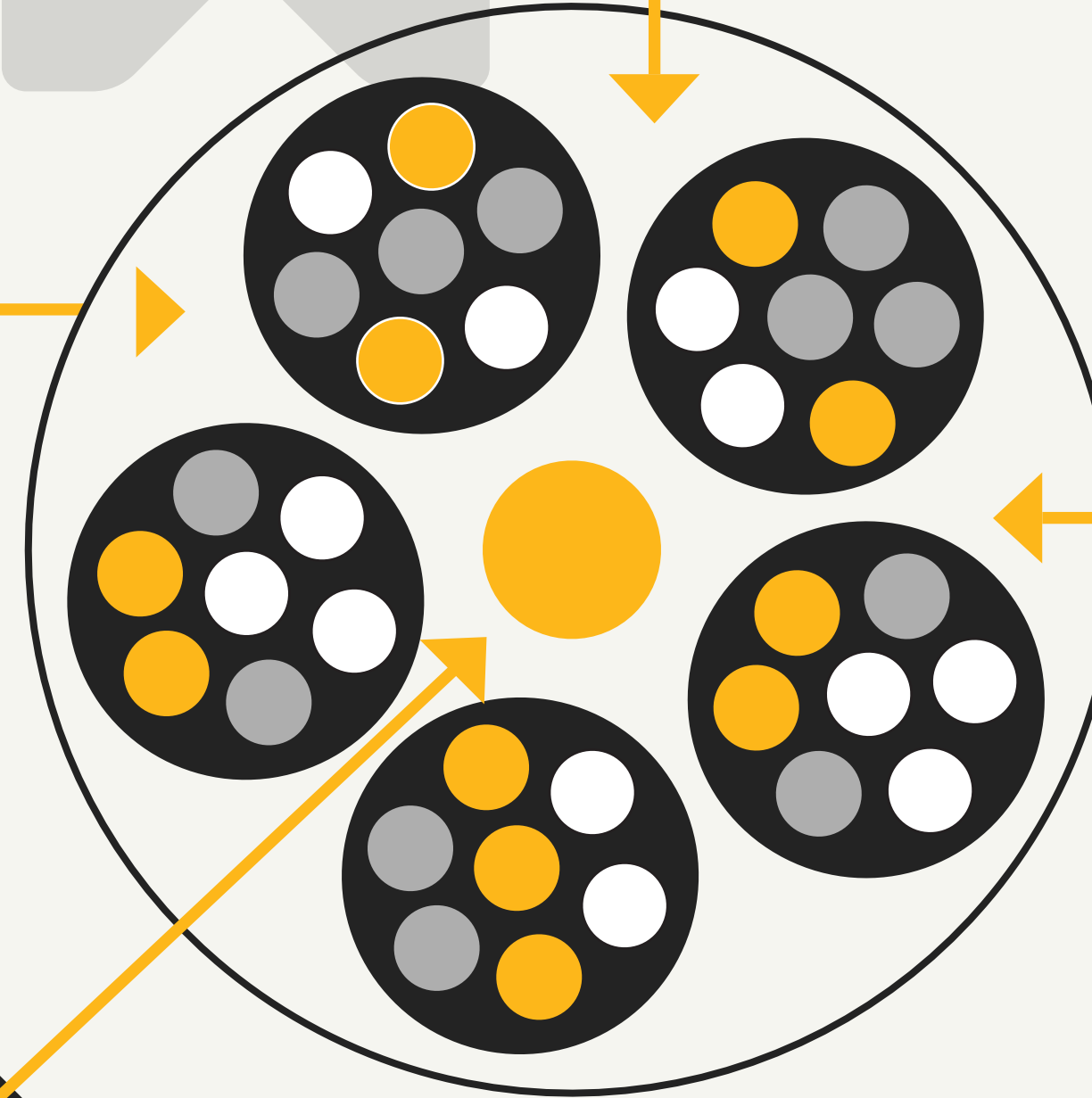
# AGILE STRUCTURE

Quick changes, flexible resources

"Boxes and lines" less important, focus on the action

Leadership shows directions and enable action

Team built around end-to-end accountability





## KEY FARMERS



**Lawrence Efraim**

Chief Executive Officer



**Randy Rinaldi**

Chief of Production





# FARMERS SAID

Year: 2023



## Putia Anggitaning Kinasih

While working at Social Farmers, I experienced a relaxed working environment and dynamic co-workers who genuinely care for each other. I gained a lot of new knowledge and was given the space to experiment, honing my hard skills to a sharper level. It has been a rewarding experience.



## Laradella Syafyna

I am filled with gratitude for the creative opportunities I've had at Social Farmers. The chance to work on diverse projects and bring imaginative ideas to life has been a privilege. Working here has expanded my horizons, honed my skills, and allowed me to collaborate with an exceptional team.



## Isyadema Alifha Effendi

Thrilled to be part of the SoFarm team! The working environment is exciting and vibrant. There's no excessive pressure, and everyone works in a supportive team. It's a cool and positive atmosphere, making all job tasks enjoyable.





**SOCIAL FARMER'S**  
**DOCUMENTATION**



**MORE ABOUT US**



**PART OF PT WOW KOMUNINDO**  
( a WOW company )







 **WHO WE ARE**

We are a group of companies that encompasses multiple disciplines all across the spectrum of Marketing and Communications. Together, we harvest insights, decode inspirations and crack ideas for the Digital Age.

 **NETWORKS**



Consumer-driven **integrated media services** from planning to monitoring with adaptive framework to allow sustainable growth.



Planning your **native content**, seamless placements, and unexpected brand integrations in digital world.



Adaptive **social media agency** that understands what brand's need in the ever evolving new-age social media culture.

 **WHAT WE DO**

We strive to create unique and effective solutions by combining creative thinking and in-depth research. Our team, including marketing professionals, communication experts, and brand strategists, collaborates with clients and partners to achieve impactful results. We prioritize delivering value through efficient processes.

 **KEY PERSON**



**Lisa Mariana Wardhana**  
CEO of WOW Agency



**Lawrence Efrain**  
Director of Social Farmers



**Marcia Juliana**  
Director of Media Science

 **HOW WE DO**

We explore the colossal space of creativity and transmit the most robust ideas to you. We harvest insights, manufacture inspirations, and crack ideas to advance in the vast opportunities of the digital age without losing sight to the significance of a personal touch

 **LOCATION**

SOHO Capital, 15th floor #1506, Jl. Letjen S. Parman no. kav.28, RT 03 / RW 05, Tanjung Duren Sel, Jakarta Barat, 11470

 **CONTACT PERSON**

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27 Years of  
**WOW Moments**

- 1996 Established Casablanca's Positioning and take them as the top perfuming perfume brands in south east asia in sales
- 1999 Generated the early brand proposition of Sumber Ayu
- 1997 Established Milkita as a trustworthy brand for the family
- 2004 Invented the classic jargon "Numero Uno" for Indocafe
- 2005 Established BCA Priority and magazine and succeeded in raising their image for high profile customers
- 2006 Launch Cosmos' brand's presence in Indonesia
- 2016 Record breaking integrated campaign for Yoforia
- 2022 Launched Komix herbal's new TVC with Ashanty  
Launched a new fashion scooter in their classy line-up of Yamaha  
Created nationwide viral sensation Real Food Campaign with korean artist that accumulated more than 280K followers and 935K views  
Created viral sensation with Hotel for Play VIVO with more than 30K guests within a month
- **2023 Establishment of Social Farmers as subsidiary company to crack the digital era**  
Gained 20K Monde' Instagram followers in a woman empowerment campaign within 4 months  
Achieve top performing brands in social media for condom category for VIVO within 6 months  
Succeed increasing 6K+ Femmy' Instagram followers in campaign collaboration with Kiki Saputri



# LET'S GROW TOGETHER!



**SOCIAL FARMERS**

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**WE LOVE WORKING WITH  
PASSIONATE PEOPLE & BRANDS**



# CREDITS

This publication was fully created by Social Farmers team and supplementary resources below, with due acknowledgment to the deserving credits as follows:

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## IMAGES

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**ONE CONNECTION,  
ENDLESS POSSIBILITIES**