

Project Portfolio

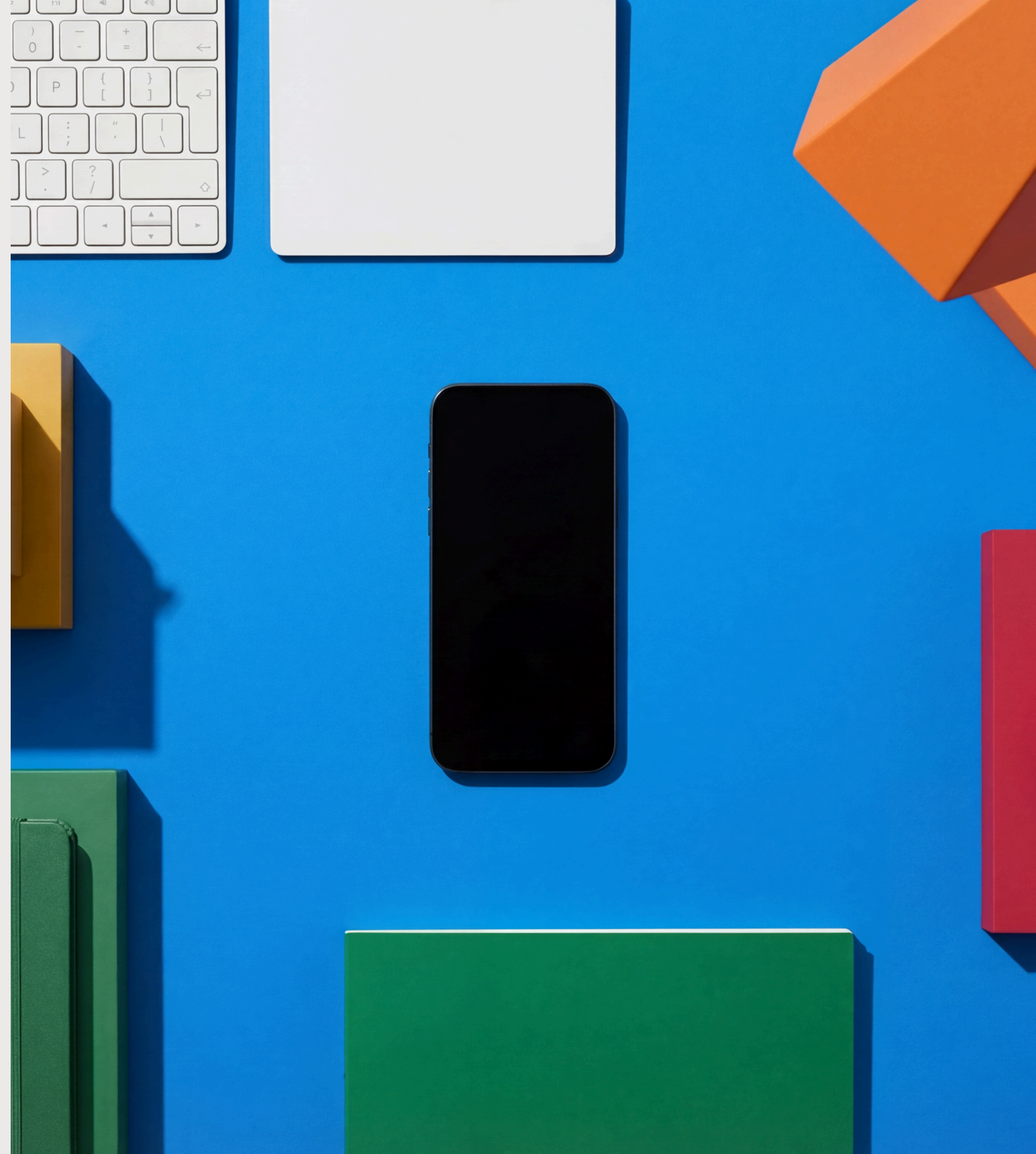




Alinea Digital Creative is an integrated marketing communication agency that helps brands turn stories into meaningful connections.

Through strategy, creativity, and precise execution, we deliver branding, content, digital campaigns, influencer management, social media, and event activation that reach the right audience at the right moment.

Our work combines insight, storytelling, and measurable impact.



What We Do

We help brands plan, create, activate, and amplify their communication across digital and offline channels.

Strategic
Planning

Content &
Campaign
Planning

Social
Media
Management

Brand
Activation

Influencers
Management

Content
Production

Our Clients



Latest Project

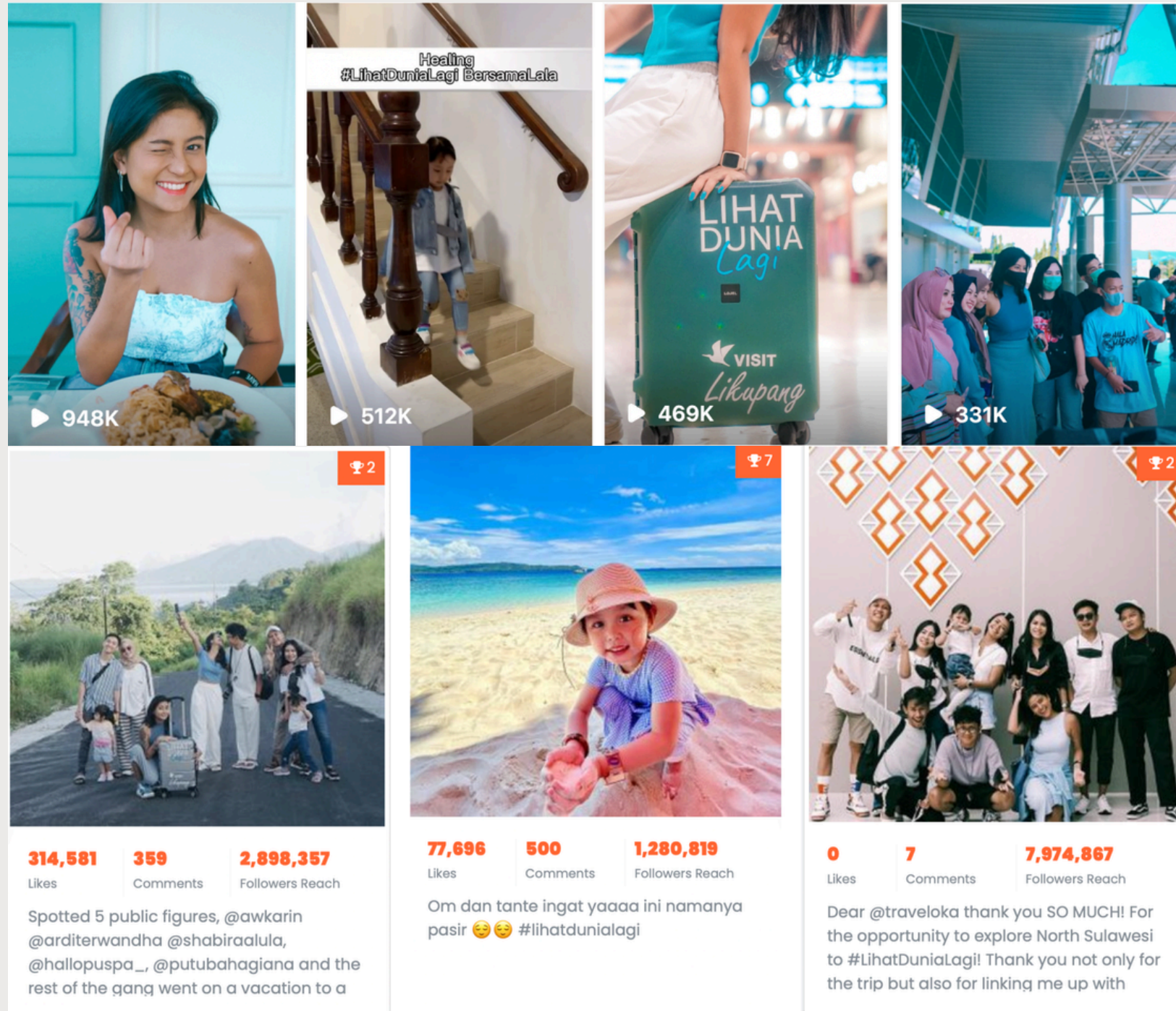




The #LihatDuniaLagi campaign by Traveloka was orchestrated on a massive scale across multiple platforms (Twitter, Instagram, and TikTok).

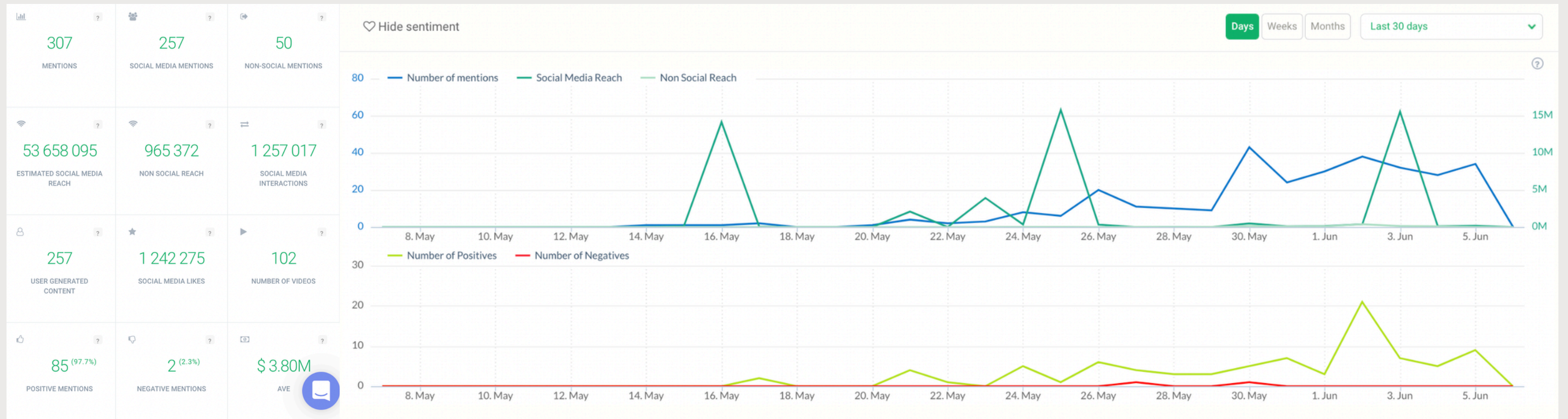
It aimed to reignite enthusiasm for tourism by highlighting the charm of the Likupang destination. The campaign successfully generated a strong organic buzz, securing the top spot as a Trending Topic on Twitter Indonesia, and garnering tens of millions of impressions through an integrated content strategy and KOL activations.

Strategy & Execution



- **Interactive Media Variety:** Utilizing rich content formats (video, photo, text, and GIF) proved to be more optimal in increasing the content's viral potential and expanding reach compared to text-only content.
- **Twitter as a Catalyst:** The Twitter platform was utilized strategically as the primary space to ignite conversations on social media, before being amplified by other visual platforms.
- **Hyper-Local Approach:** Establishing close communication with local residents and local government in Likupang. This ensured smooth operations and secured full support from various parties throughout the campaign.

Result



Overall, the multi-platform orchestration that combined conversational buzz on Twitter with visual lifestyle amplification on Instagram/TikTok successfully distributed the campaign message effectively and organically.

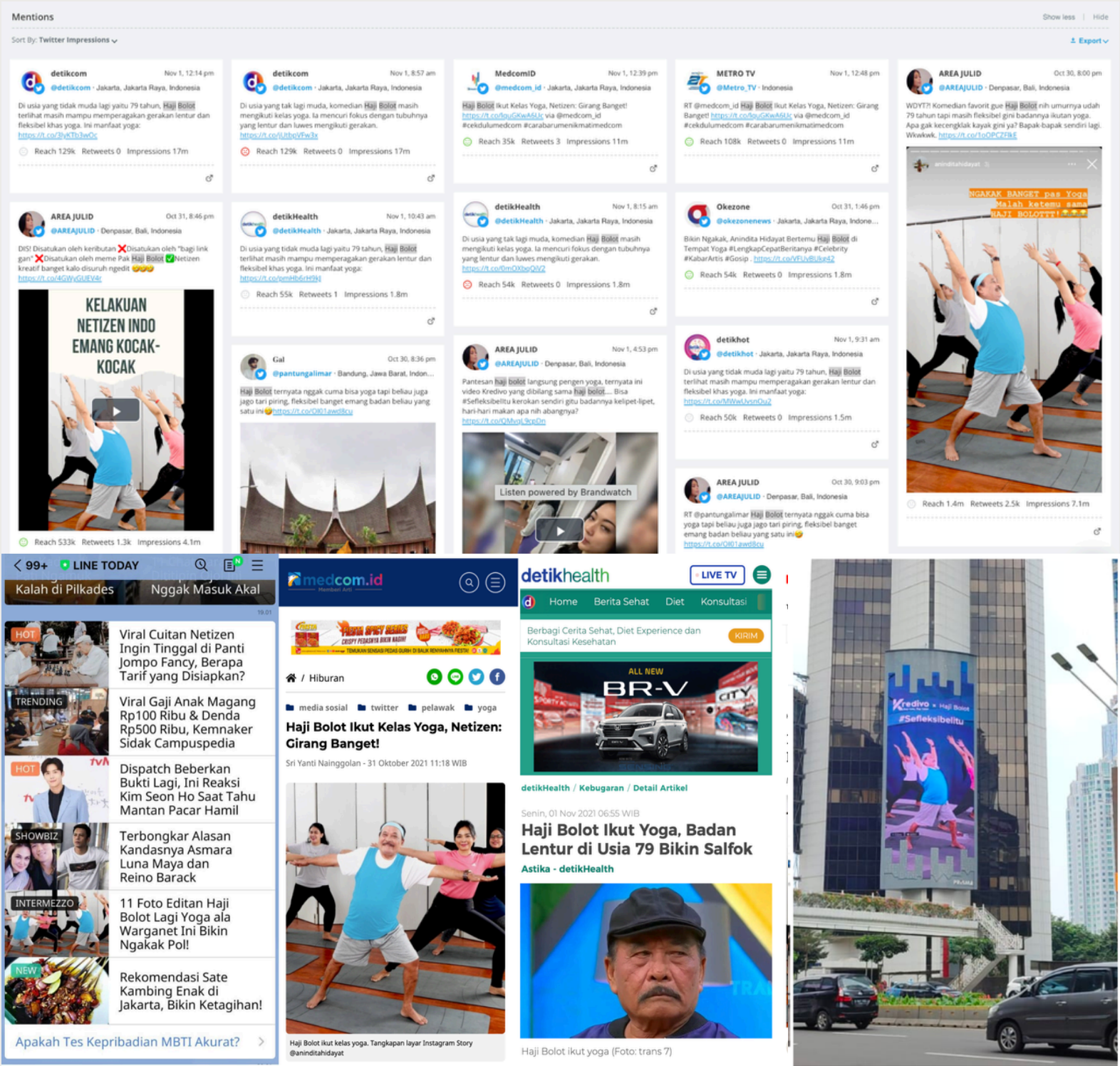


The #SefleksibelItu campaign by Kredivo successfully amplified the brand's core message of "flexibility" (flexible payments, tenors, and merchants).

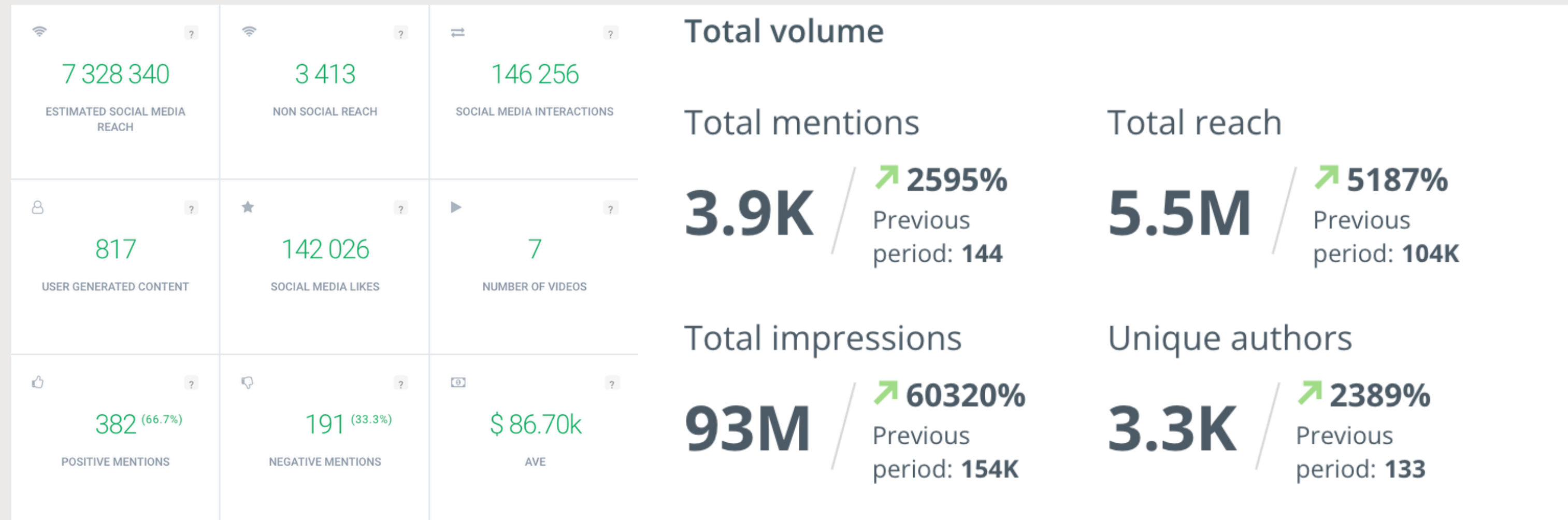
The campaign utilized a highly creative and humorous angle: featuring 79-year-old veteran comedian Haji Bolot participating in a yoga class. This unexpected contrast sparked immense viral interest, massive meme generation, and extensive media coverage across Indonesia.

Strategy & Execution

- **The "Flexible" Metaphor:** Aligning the surprising physical flexibility of a 79-year-old comedian doing yoga with Kredivo's flexible financial services. This quirky analogy made a typically rigid financial topic highly relatable and entertaining.
- **Cross-Platform Amplification:** Deployed 25 prominent influencers across Twitter and Instagram to distribute 30 Tweets, 10 Insta-stories, and 12 Feed posts.
- **Meme Marketing & Organic Buzz:** The comedic nature of the content encouraged netizens to creatively edit and create memes of Haji Bolot's yoga poses, fueling massive organic reach and engagement on accounts like @AREAJULID.



Result

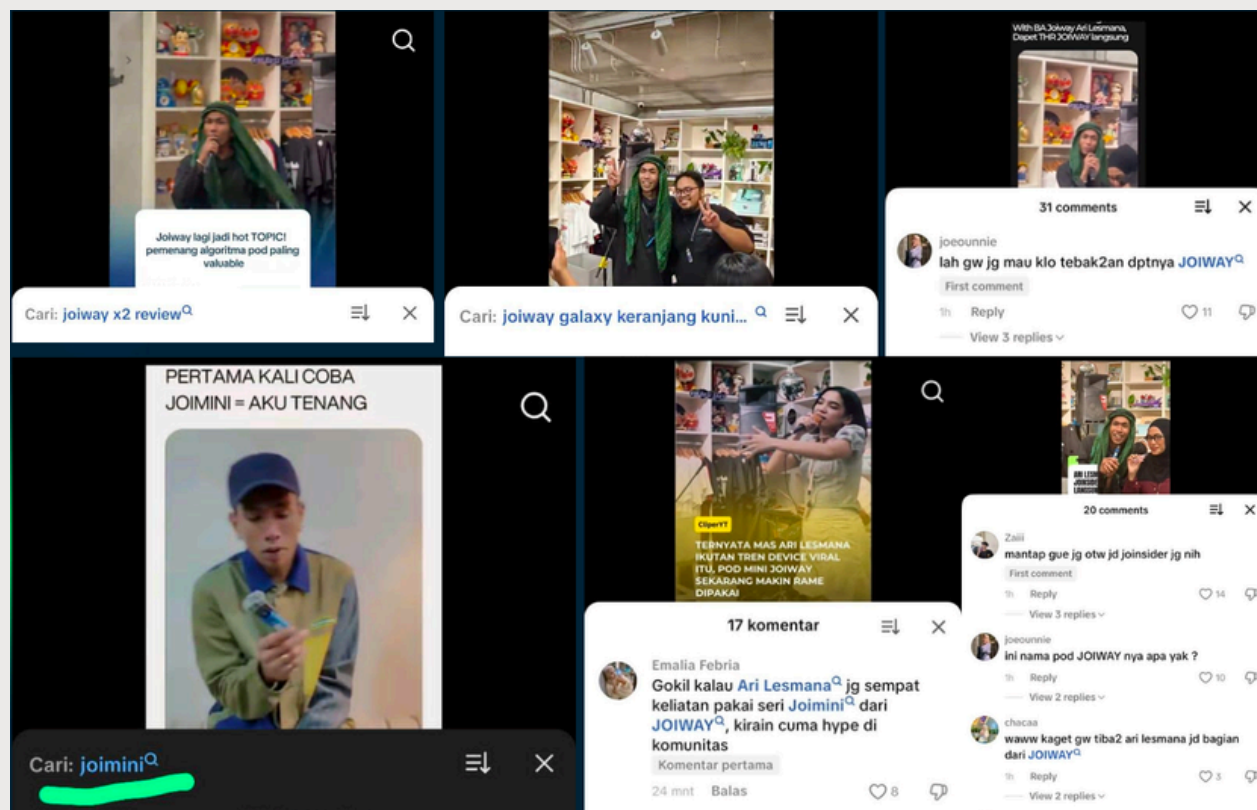


By combining humor, an unexpected figure (Haji Bolot), and an active meme culture, Kredivo successfully embedded its brand message of "#SefleksibelItu" into the minds of millions of Indonesians.



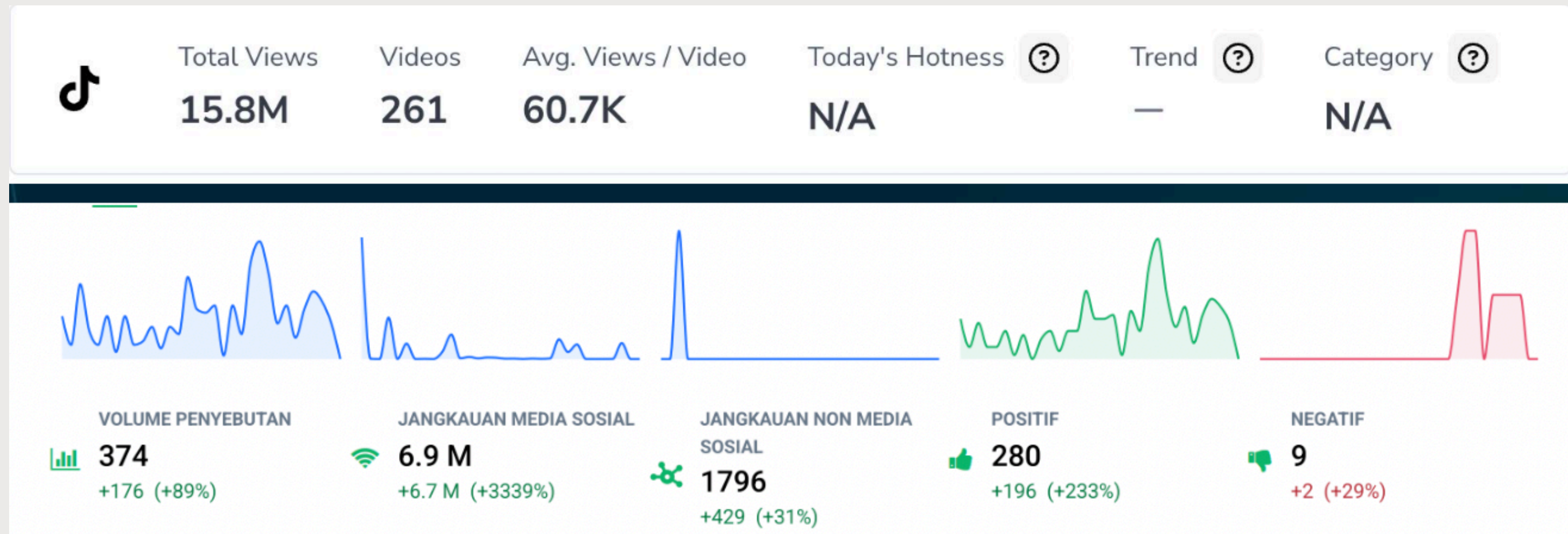
This project is a social media amplification campaign on TikTok for the JOIWAY brand through a network of clipper accounts.

The campaign is designed to widely and positively distribute awareness to new audiences by utilizing organic content strategies, KOL collaborations, and Brand Ambassador activations. The results demonstrate a highly encouraging trend in audience growth and engagement.

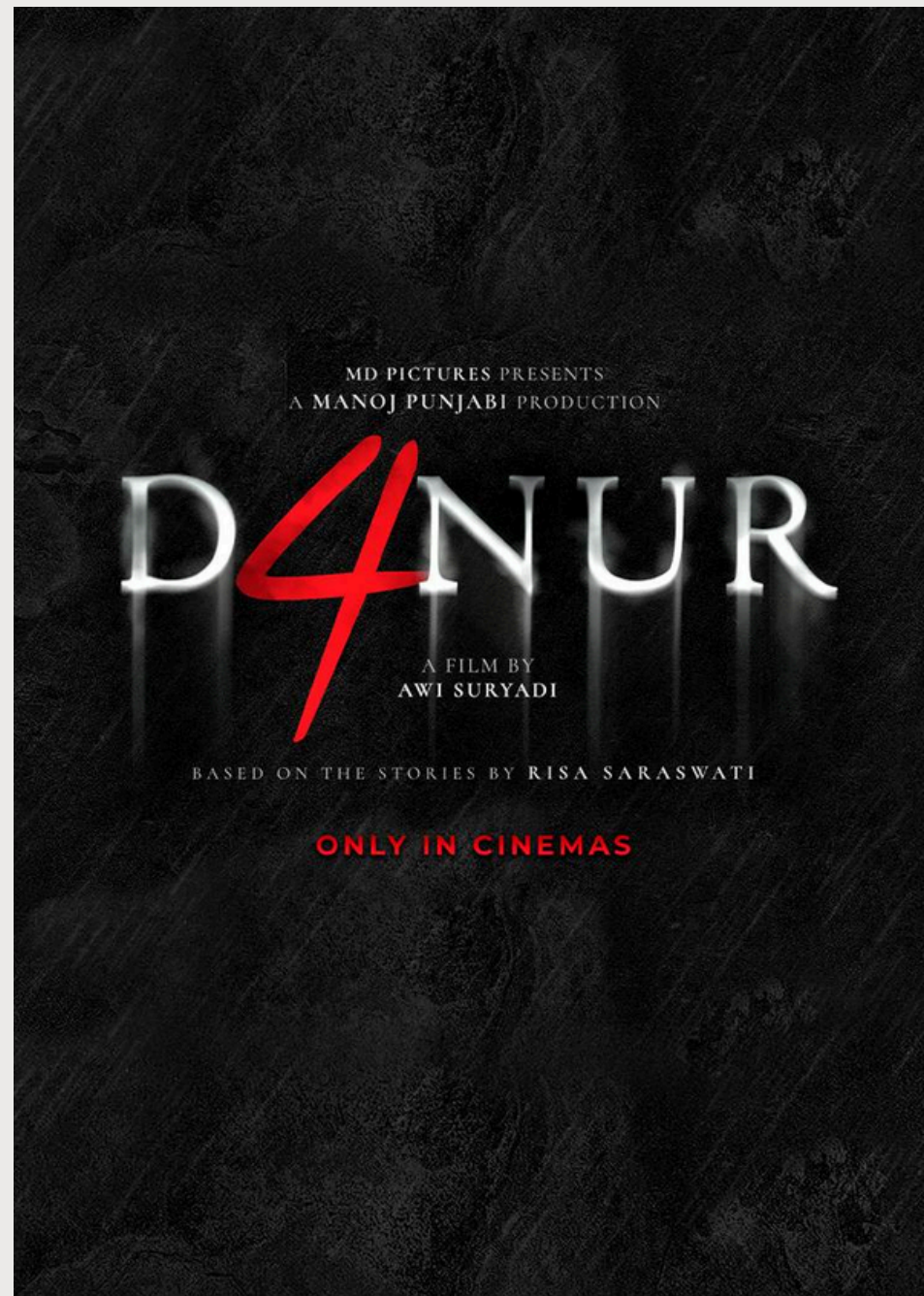


- **Brand Ambassador Activation (Ari Lesmana):** Creating unexpected moments during casual jamming sessions and community gatherings. This proved to provide strong initial traction and highly positive sentiment among the audience.
- **"Riding the Wave" & Soft Sell Approach:** Avoiding hard-sell promotion methods to ensure platform algorithm safety. Instead, the content focused on lifestyle, memes, and organic reviews that felt authentic and relatable to the users.
- **Keyword Optimization (Blue Search):** Strategically inserting primary keywords (#joiway, #joimini, #joinsiders) into the visual narrative and comment sections. This approach successfully pushed the content into TikTok's main search recommendations.

Result



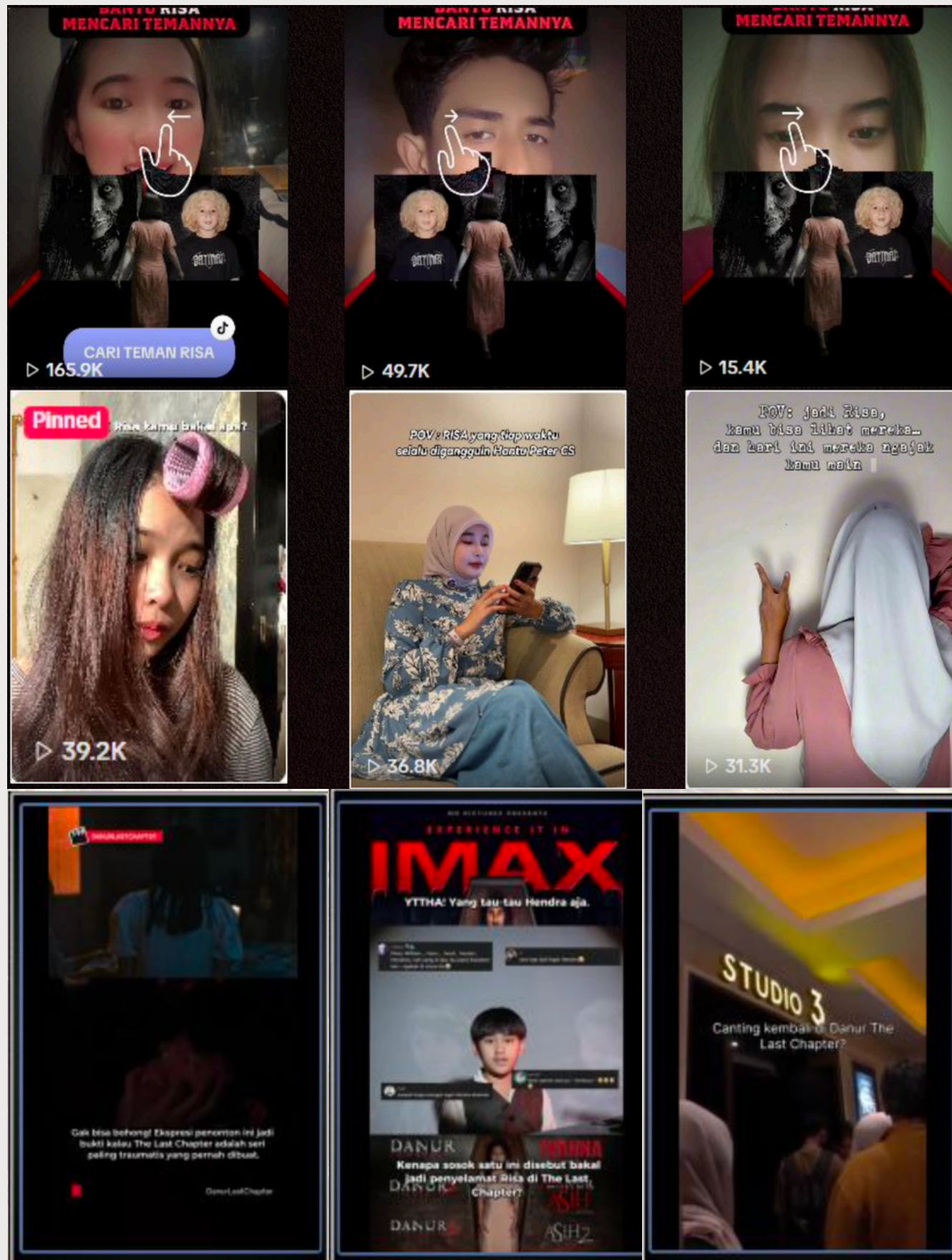
Social media reach surged exponentially. This indicates that the content was highly successful in broadly distributing brand awareness to new audiences outside the existing follower base.



The digital distribution and advocacy campaign for Danur 4: The Last Chapter successfully navigated the franchise's final installment phase.

By implementing an intensive audience sentiment monitoring strategy, the campaign effectively transformed initial cast skepticism into massive organic advocacy. The campaign positioned the movie as an emotional conclusion with high technical validation, highly recommended for the IMAX experience.

Strategy & Execution



- **The Power of Transparency:** Instead of silencing criticism regarding cast changes (Zee Asadel as Riri), the campaign allowed audiences to debate naturally. This open discussion fostered massive engagement, ultimately allowing positive narratives about the story's progression to dominate.
- **"Campaign Hendra" Viral Momentum:** Capitalized on a simple cast mispronunciation (calling "Hendrik" as "Hendra"). By treating it as an organic inside joke across Threads and X (formerly Twitter), amplified by director Awi Suryadi, it successfully sparked widespread curiosity and audience speculation.
- **Interactive TikTok Filter:** Launched the "Ayo Bantu Risa" filter, engaging fans to become part of the story. Driven by KOLs and cast members (like Prilly Latuconsina), it established a deep emotional attachment rather than just serving as a standard promotional tool.
- **FOMO & The "Last Chapter" Validation:** Strategically positioned the film as an emotional farewell ("perpisahan"), triggering a strong Fear of Missing Out (FOMO) among the loyal fanbase to experience the finale in cinemas.

Result

40.4 Million

TOTAL ACHIEVEMENT VIEWS

978

CONTENTS PRODUCED

Strong Advocacy & Brand Trust: A high level of organic advocacy was achieved where loyal viewers convinced new and skeptical audiences to witness the film's quality. This significantly boosted brand trust in MD Pictures' production quality and world-building.



This project is a social media amplification campaign on TikTok and Instagram for MS GLOW.

Covering multiple product lines—from skincare serums to health beverages—the strategy focused on multi-channel amplification (Instagram, TikTok, and Twitter) using a diverse mix of Mega-KOLs, Celebrity Advocates, and Community-driven buzz. The campaigns successfully positioned MS GLOW as a market leader in the Indonesian beauty industry.

Strategy & Execution

- **Cross-Platform Synergy:** Utilizing Twitter for "conversational viral" moments and Instagram/TikTok for "visual lifestyle" aspiration.
- **KOL Tiering:** Mixing Mega-Celebrities for brand awareness with micro/macro influencers for deeper community trust and product education.
- **High-Frequency Posting:** Maintaining consistent visibility during campaign peaks to ensure top-of-mind recall (Totaling nearly 1,000 pieces of content across some tracks).



Result

5M+

TOTAL IMPRESSIONS

1.5M+

TOTAL REACH

350K+

TOTAL
ENGAGEMENTS

30+

TOP KOLS ACTIVATED

The integrated approach for MS GLOW throughout 2021 demonstrated that a combination of celebrity power, community engagement, and seasonal storytelling can drive exceptional brand growth. By diversifying content across platforms and choosing KOLs that resonate with specific demographics (Gen Z, Millennials, and Urban Professionals), the campaigns delivered measurable results and sustained market dominance.

Thank
You



Alinea Digital Creative