

Relasi Aksara Sinergi

# **Company Credentials**

Marketing Communication Agency

**m-21 | PT Relasi Aksara Sinergi**

m-21 is a marketing communication agency focusing on digital media.

Our services cover market research and communication strategy development along with its creative implementation.

**Market Research**

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**Communication Strategy**

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**Creative Implementation**

# Exposure vs Relevancy

**7 out of 10** digital media specialists face difficulties in crafting messages that are relevant to their targets.

*Source: m-21 research*

Digital media allows brands to gain **high exposure**, as evidenced by metrics such as reach, impressions, likes, etc.

However, the hectic and fast-paced social dynamics make it difficult for digital media specialists **to be relevant** to their market segments.

These challenges require marketing communication services that focus not only on creative implementation, but even more so on market research and communication strategy.

Research



Strategy



Creative

# Services



## Identifying issues and seeking solutions

Pain points are specific issues faced by the target market.

For communication to be relevant to the target market, it is necessary to pinpoint these issues through research and then develop the appropriate solutions.

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Qualitative Research

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Quantitative Research

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Focus Group Discussion

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Desk Research

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Analytics Tools



## Communicating solutions effectively

There are a number of frameworks available to present to proposed solutions.

For instance, from user journey stages (awareness, consideration, conversion), channels used (owned, earned, paid media), to content scale/target (hero, hub, hygiene).

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Marketing Funnel

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Owned | Earned | Paid

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Hero | Hub | Hygiene



## Crafting the message: Copy and design

The creative process commences once the framework is set.

For example, development of search engine optimization (SEO) to increase consideration funnel on owned media. Or, development of a social media campaign to increase awareness funnel that is supported by paid media.

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Website UI/UX

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SEO / SEM

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Social Media

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Collaboration

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Marketing Collaterals

# Portfolio





RESEARCH

STRATEGY

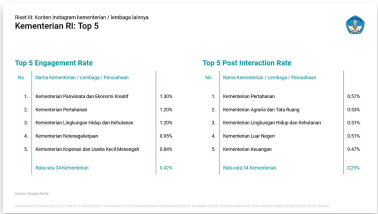
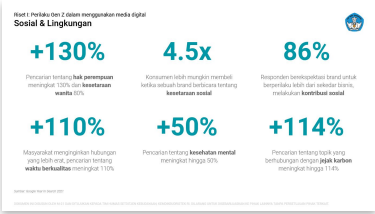
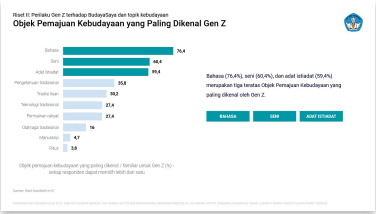
CREATIVE

**SCOPE OF WORK**  
Qualitative & Quantitative Research  
Analytics Tools

**OUTPUT**  
Market & audience research, social media trend  
research, editorial plan

**TEAM**  
Project Manager  
Senior Researcher  
Research Officer  
Graphic Designer  
Copywriter

**YEAR**  
2022



# Indonesia 1 Tower | Collaterals



RESEARCH

STRATEGY

CREATIVE

## SCOPE OF WORK

Marketing Collaterals

## OUTPUT

Video profile, booklet, business card

## TEAM

Project Manager

Copywriter

Graphic Designer

Video Editor

## TALENT

Voice Over Artist

## YEAR

2022

# Nawakara | Website



RESEARCH

STRATEGY

CREATIVE

## SCOPE OF WORK

Focus Group Discussion, Digital Analytics  
Website UI/UX, SEO

## OUTPUT

Keyword research, SEO strategy, website  
development, Google SERP rank, editorial plan &  
articles

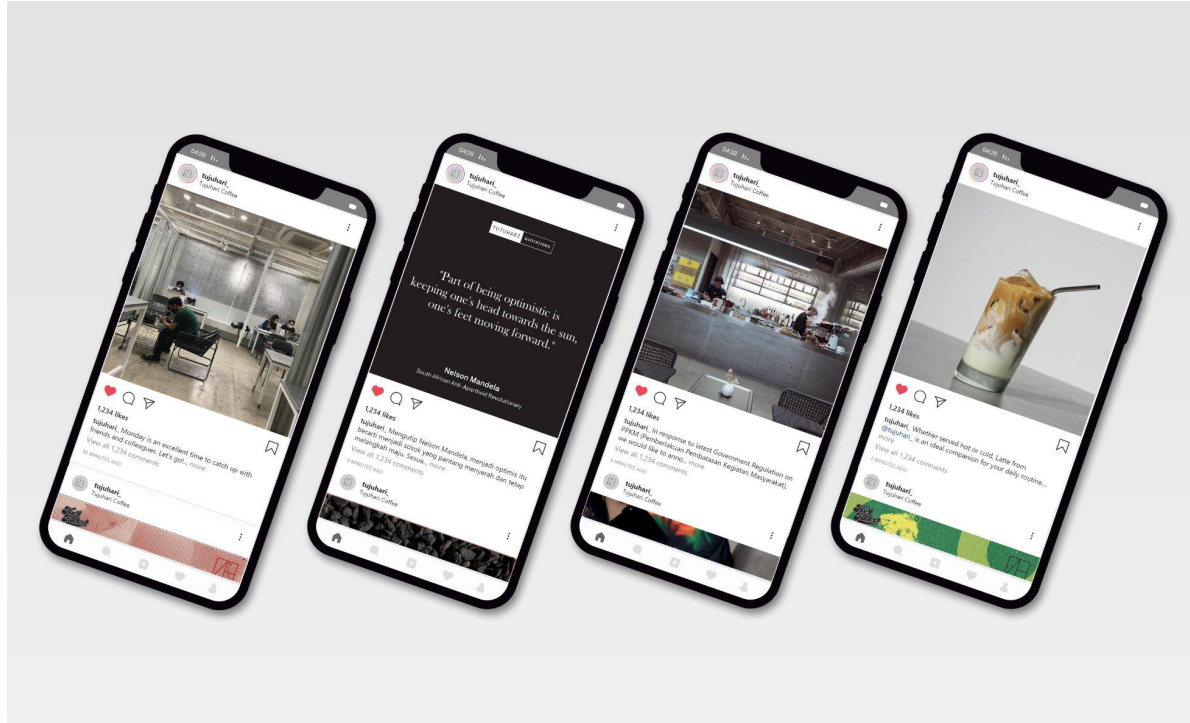
## TEAM

Project Manager  
Researcher & Digital Analyst  
Editor & Copywriter  
UI/UX Developer

## YEAR

2022

# Tjuhari Coffee | Social Media



RESEARCH

STRATEGY

CREATIVE

## SCOPE OF WORK

Social Media Management

## OUTPUT

Editorial plan, content creation

## TEAM

Project Manager

Copywriter

Graphic Designer

## YEAR

2021



Relasi Aksara Sinergi

# Thank you!

**m-21 | PT Relasi Aksara Sinergi**

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