



Storylime



HELLO



PRODUCING A GOOD TVC FOR YOUR CAMPAIGN SOMETIMES COSTS YOU **AN ARM AND LEG, RIGHT?**

And we are here to help, to give you a fair price yet high-quality output for one of the essential parts of your TVC and video production. Yes, the storyline!

HERE IS A SIMPLE ILLUSTRATION

Let's say, you plan to produce TVC or video commercial. Chances are you'll hire an ad agency to produce the idea and the story.

It's good really. You'll have a comprehensive output of creative deck: from problem mapping, competitive review, consumer insight, communication strategy to the storyline (packed with a storyboard or mood board).

SAVE ON STORYLINE, SPEND MORE ON PRODUCTION

So, here's the catch.

We can help you develop an intriguing quality storyline for your brand and product for a real bargain, so you still have a budget to increase the production value of your TVC and video.

We have years of experience working in a creative agency handling numerous brands from various industries. Some of our works as a creative squad in ad agency helped boost the client's sales and became the talk of the town.



WHO WE ARE?

We are creative troops specializing in creating a storyline for TV and Digital Video commercial.

We'll help you write a storyline for your commercial with a unique local touch to boost your brand awareness and make people in love with your brand.

SERVICES: FROM STORYLINE TO VIDEO PRODUCTION



We can help you write a storyline (often comes with a storyboard or mood board) that is ready to produce.

In case you need more than a storyline, we have a list of production houses as our partners to help you produce the approved storyline. We guarantee they can give you the best bang for your buck for whatever audiovisual production you need.

ALL YOU CAN BRIEF CREATIVE SERVICES

As we have years of experience in the industry, we also offer services to catering your marketing communication needs:

- Communication and Strategic planning
- Digital Creative Services including Social Media Maintenance and Social Media Campaign
- Creative Design for all media ranging from digital, print, to OOH
- Radio Script and Radio Commercial Production



SOME OF OUR WORKS

During our time in an ad agency, we have written and produced numerous TVCs and digital video commercials for many brands. Some of our works had gained recognition and became the talk of the town, thanks to their friendly trust in us.



NETFLIX

KETAYANGAN

At the end of 2021, Netflix wanted to make a Year-End video to celebrate the joy with their fandom. The challenge is that the video must be able to promote the list of Netflix's 2021 favorite titles with a unique and fun local touch.

So, we wrote a storyline that was able to win both Netflix and its fandom's hearts. The story is called "Ketayangan". Here we wrote about a young couple enjoying a romantic time in a local night market (pasar malam).



NETFLIX KETAYANGAN

While they explored the place and shared affection (rasa tayang) with each other, they accidentally found some fun and funny things related to Netflix's 2021 favorite titles in each attraction. To make it more relevant and memorable, we freshly wrapped the story with a catchy and happy jingle adapted from the local song "Rasa Sayange".

Netflix Ketayangan video has attracted much attention and recognition from each title's fandom in Indonesia.



TIKET.COM

In 2019, tiket.com appointed Raffi Ahmad and Nagita Slavina (Gigi) as brand ambassadors. tiket.com told us they needed TVC storylines featuring Raffi and Gigi as the main talents.

However, tiket.com got a little bundle of nerves that the target audience will be more attracted to Raffi and Gigi than the offer in the TVC, or even the brand.



TIKET.COM

So here is what we do. We wrote storylines that match the character of Raffi and Gigi with tiket.com's brand persona, which is fun and happy. We also used a unique creative approach along with a fresh creative twist we never used before.



TIKET.COM

The result was pristine smiles on our clients' faces. Our storyline for Tiket Hotel and Online Tiket Week successfully gained a positive response and boosted the sales of tiket.com during that period.



RAMAYANA

WARNA KEBAHAGIAAN

For its 40th anniversary, Ramayana requested some emotional storylines for digital video commercials. For Ramayana, 40 years of providing fashion needs for lower-mid class people were not merely about sales but also emotional engagement with its customer.

Therefore, Ramayana wanted us to create storylines that can raise the emotional values every time the customers think or hear about Ramayana.



RAMAYANA

WARNA KEBAHAGIAAN

So, we wrote four emotional storylines for Ramayana under the #WarnaKebahagiaan campaign. Each story has different and meaningful values: Love, Hope, Care, Trust & Loyalty.

These storylines were polished and executed well by Teddy Soeriaatmadja, a film director who has a strong and distinctive style of storytelling. The video series of #WarnaKebahagiaan was a big hit for Ramayana and yielded hundreds of positive responses from netizens.



WHAT THEY SAY ABOUT US

In the past few years, we have been collaborating with so many great partners with great personalities. The ones that helped us grow and at the same time assisted us, challenged our ideas, honed our skills, and gave life to our stories. These words are the true motivation for us to keep writing more storylines and help our clients grow.

WHAT THEY SAY ABOUT US



Dewi Noviana

Brand and MarComm BTPN Syariah



JB. Satrio

Head of Production
& Multimedia Tiket.com



Priskila Eirene

Creative Lead Netflix Indonesia
Freelance Film Director

“ If you're looking for a creative person to write you a storyline in a tight deadline, you should try his service. Edwin can meet a tight deadline without sacrificing the quality output. A helpful creative person with broad knowledge of creative and marketing.

“ Edwin is very versatile. He can do several jobs when it comes to creative TVC or video project. From a strategist, creative director, to music director. A package of creative thinker and problem solver who is very easy to work with.

“ Edwin is an experienced creative director with a strong strategic background. That's why every storyline and creative output he produced was clear and unique. Whether it's an emotional or a funny one, he always delivers it well.

LET'S TALK

If you need a storyline for your next video commercial or any other creative services for your marketing communication needs, just drop us a call or an email. We would love to help you create a positive impact and make your brand shine as it should be.

Story lime



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