



Muhammad Robbyansyah

Creative Portfolio

R



I am a Creative Digital Marketing Producer with more than a decade of experience. Equipped with a tingling sense of storytelling, a head full of strategic planning, a handful of technical capabilities, and swift skill of art directing that'll allow businesses and individuals alike to achieve goals and grow together.



I've been working in many fast-paced, never-ending challenged, multinational agencies. I collaborated under acclaimed creative/marketing figures and now responsible to lead an efficient, resourceful, team(s) to design an impactful communication to solve creative, and also business objective.

believe.

Believe Digital

SEA/NZ, 2020 - Present

<https://www.believedigital.com>



Flock Creative Network

Jakarta, 2019 - 2020

<https://flock.company>



Lion & Lion Digital Agency

Jakarta, 2018 - 2019

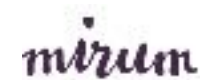
<https://lionandlion.com>



Mullenlowe Indonesia

Jakarta, 2016 - 2018

<https://indonesia.mullenlowe.com>



**Mirum Agency
(now Wunderman Thompson)**

Jakarta, 2014 - 2016

<https://www.mirumagency.com/en/home>

Creative Marketing Producer

Become the first, and the only Creative Marketing Producer in SEA/NZ region, is a visionary with both a creative network & technical skills, who could imagine & produce various creative digital content for emerging artists and music perform in the always growing region.

Creative Group Head

Managing high quality creative production team to deliver the always on content demand, supervised and lead various digital campaign as well as creating integrated, 360° idea for brand pitch

Creative Lead

Leading creative team(s) to deliver, as well answer client brief to solve communication objective as well as optimising their business goals through multi-channel, integrated, creative approach.

Creative Group Head

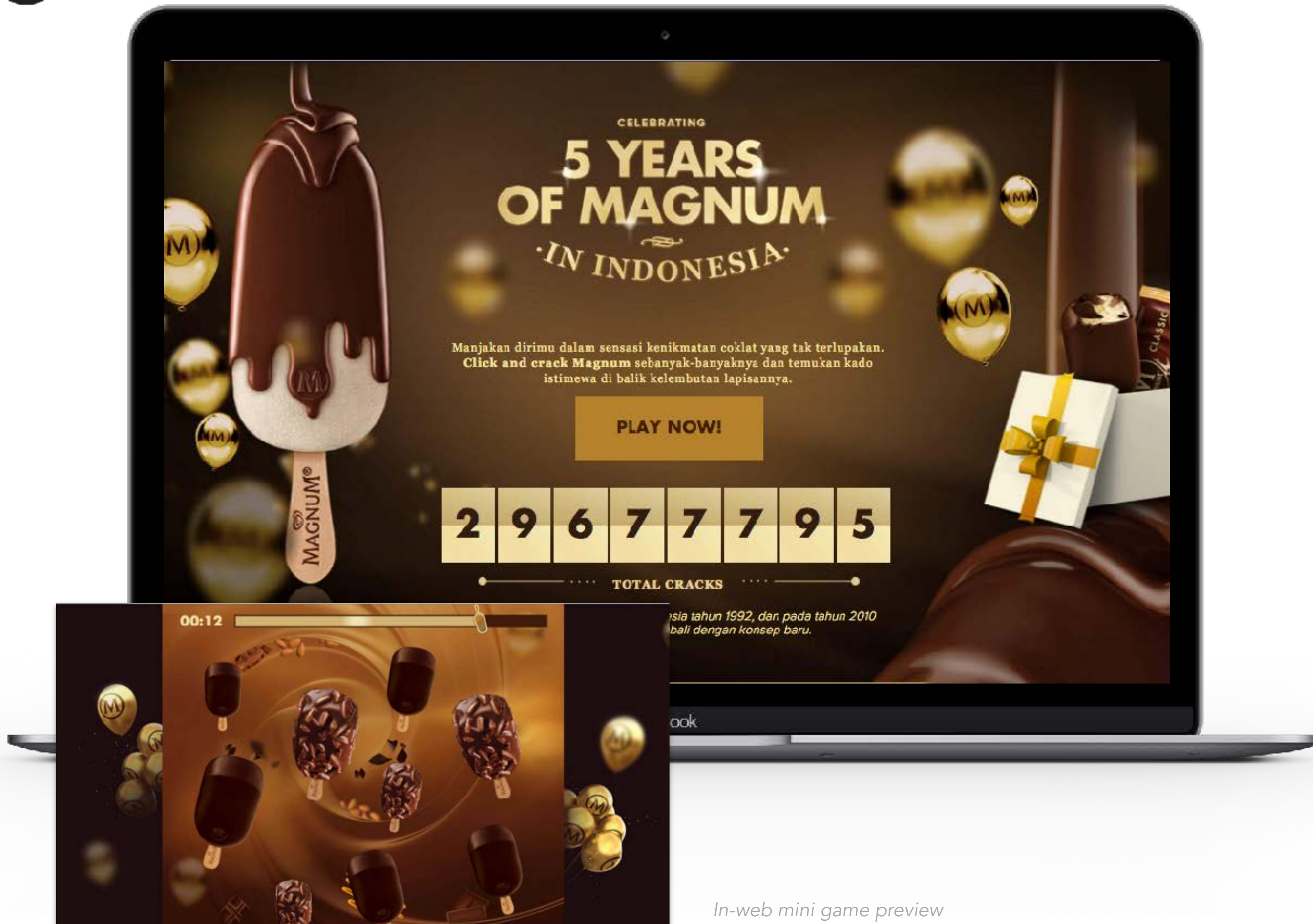
Manage and lead a team to consistently optimising client's digital owned channel and as well as planning search optimize articles to boost traffic to help conversion rate.

Creative Officer

Copywriting, graphic designing, as well as creative planning to create high performing, KPI-achieving digital campaigns for different clients, projects and also high-profile brands.



R



Celebrating 5 Years Of Magnum

Campaign



- Content and copywriting
- UX Optimization
- Campaign mechanism



- Creating a digital activity to celebrate 5th Anniversary of Magnum Ice Cream in Indonesia.
- Inspire by the signature 'cracking' sound from its Belgian Chocolate layer, the user had to crack as many as ice cream bar in a limited time to get certain incentive.
- Gathered more than **29m+** total engagement within 3 months.

In-web mini game preview



M < MAIN SITE HOME ABOUT PROMO

M
MAGNUM

WHITE COLLECTION
Periode 26 Agustus - 31 Oktober 2015

CARANYA MUDAH

- 1** BELI MAGNUM WHITE ALMOND DI TOKO-TOKO TERDEKAT
- 2** TEMUKAN KODE UNIK DI SETIAP STIK MAGNUM WHITE ALMOND*
- 3** KUMPULKAN POINNYA DAN RAIH HADIAH EKSKLUSIFNYA

Depotkan Kodomu XXXI23456

*Bernilai 10, 20, atau 50 poin

80 Poin

Magnum White Collection

Campaign

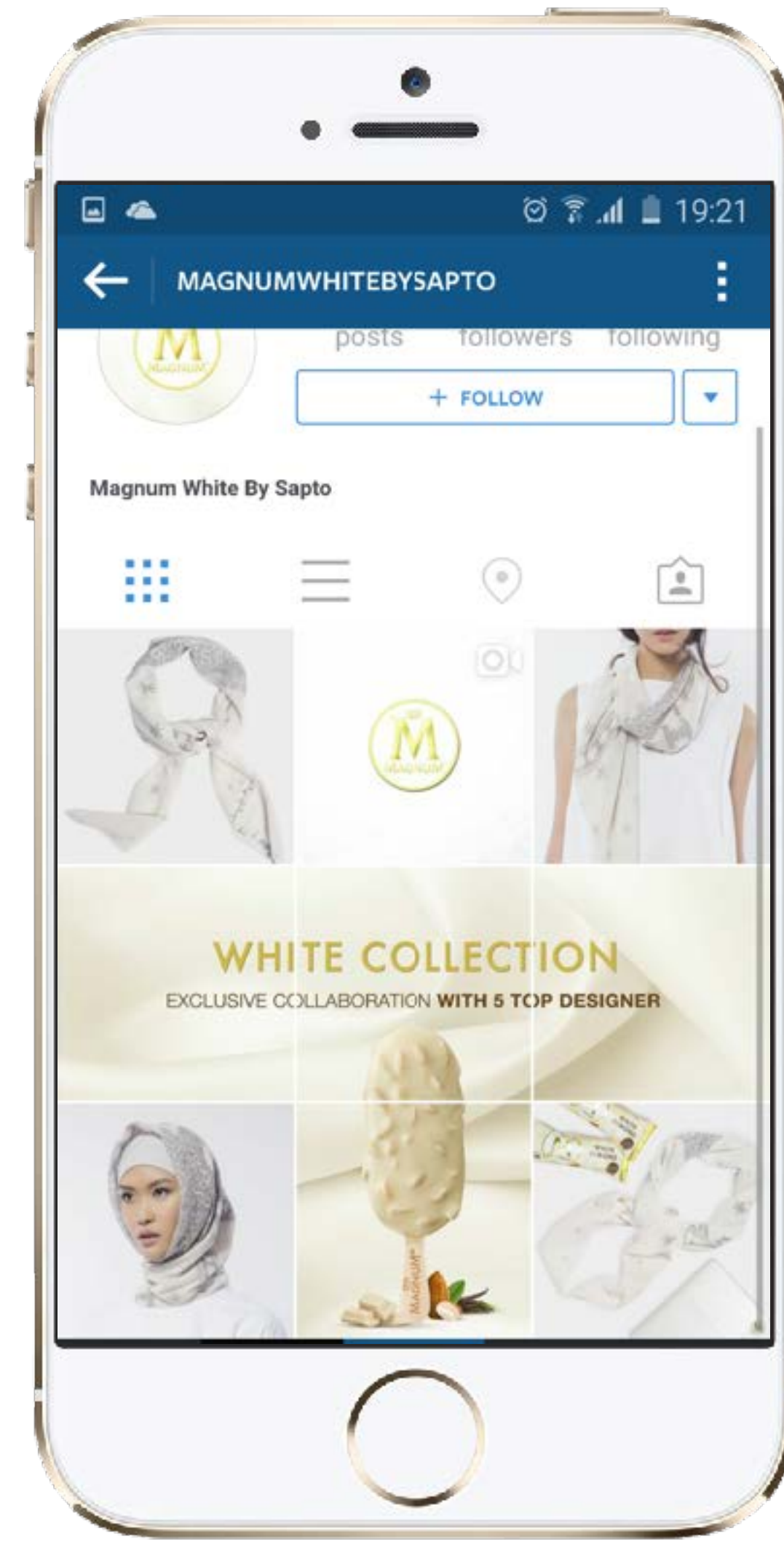
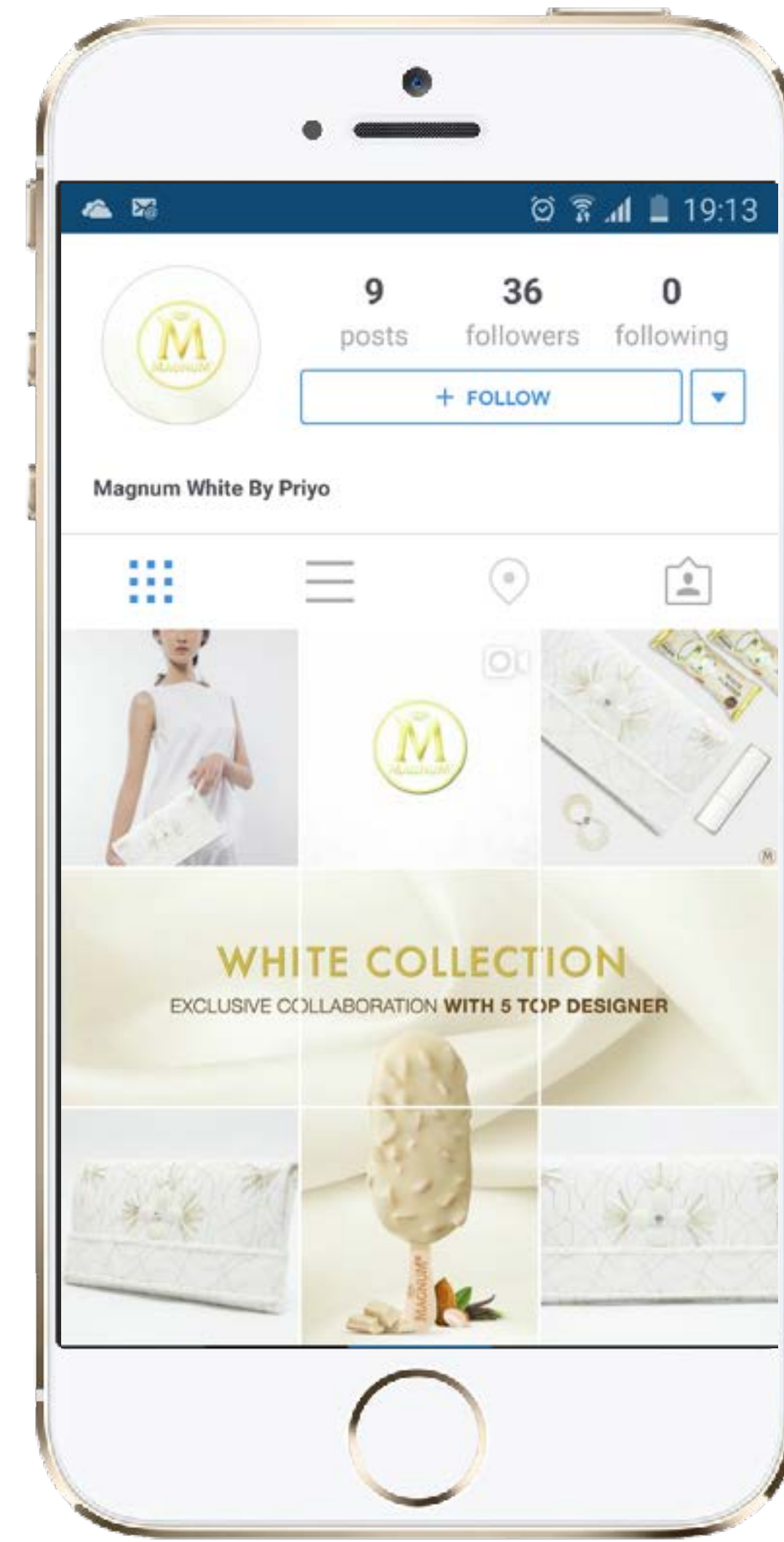
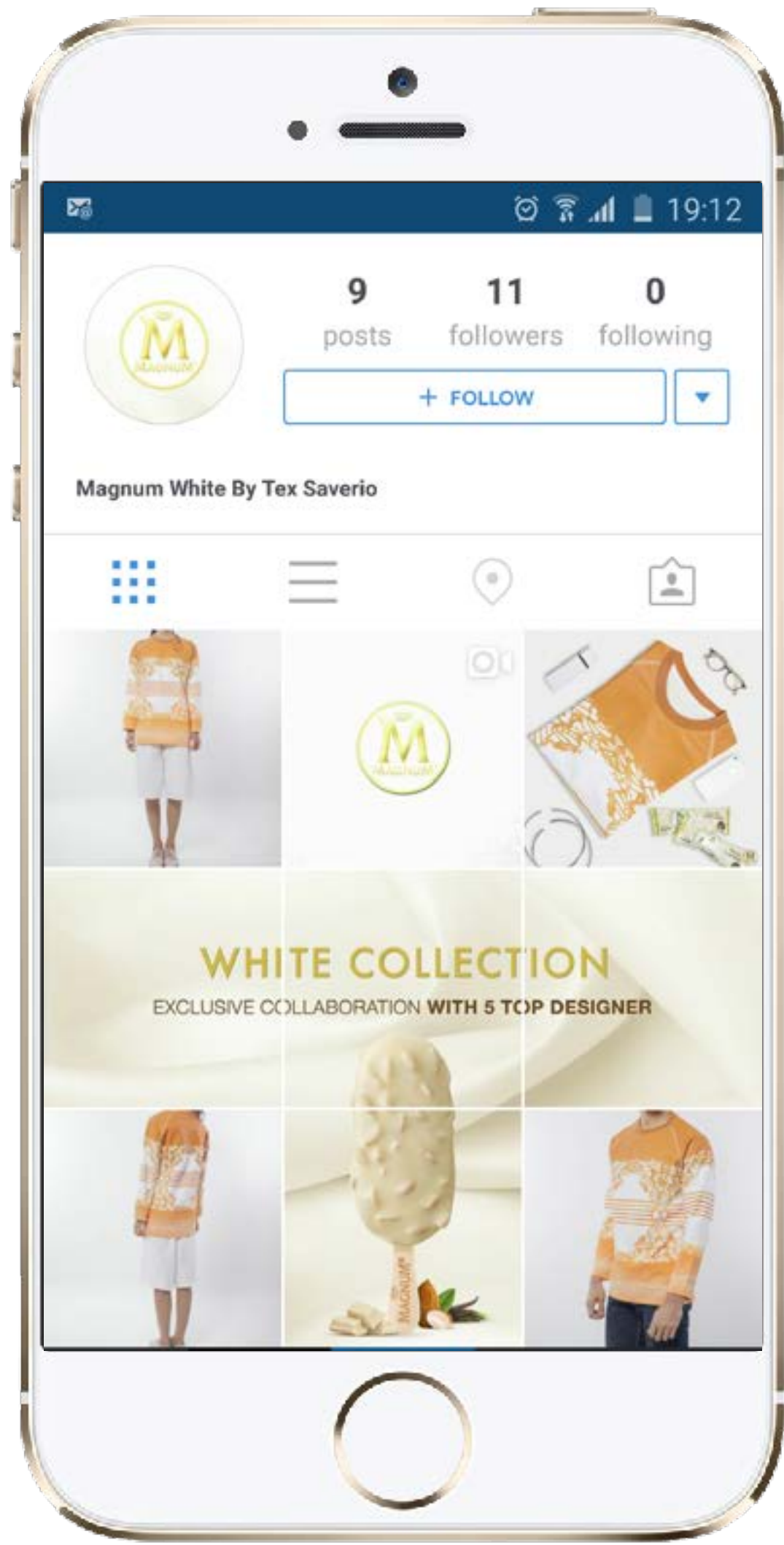


- Content and copywriting
- Campaign mechanism
- UX Optimisation



- Magnum Ice Cream Fashion Collaboration with 5 Indonesian Designers to launch the new White Almond variant.
- Not only creating a landing page to communicate the digital redeem journey, but also exhibit all the limited collection like a VIP private gallery from each famous designer.

R



Each designer get their own Magnum White Collection gallery page
Contains all the collection detail as well as communicate the campaign journey
and redeem mechanism



Lifebuoy Bar Soap Petridish

Social Media Campaign



- Creative Concept



- Spread awareness of new Clinishield formula in a interactive mobile banner
- Getting nominated in 2015 Facebook Mobile Awards

Lifebuoy Bar Soap Kal-AI

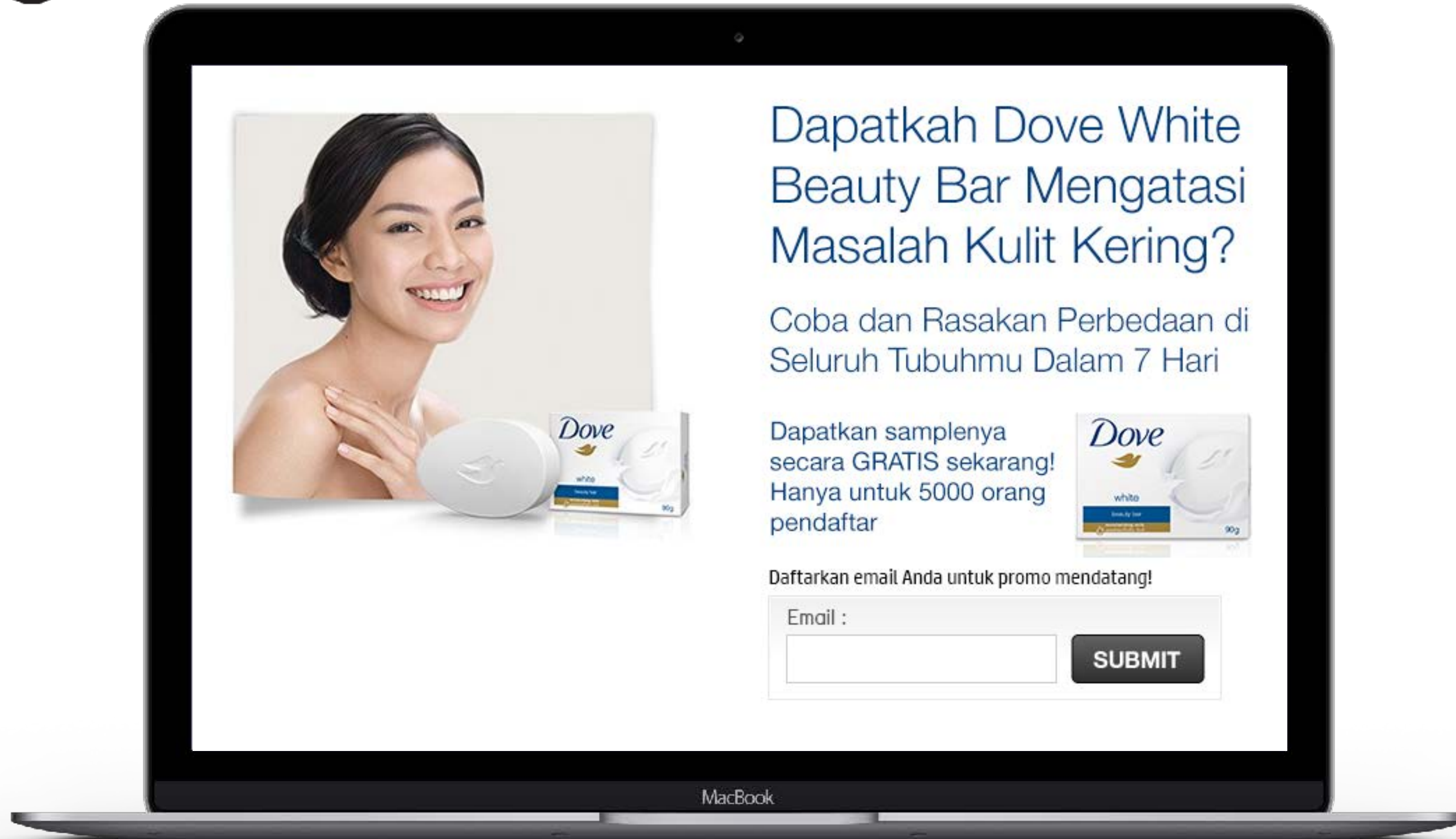
Display Mobile Ads Interactive



- Creative Concept



- Interactive Education banner Ads that communicate how effective the new soap formula to protect user



Dove Beauty Bar

Digital Trial Campaign



- Creative Concept
- User mechanism
- Copywriting



- Trial campaign as well as to boost consideration through series of social posts before lead to trial page
- Using audience profile, we categorize the user into 3 type of profile and design a specific communication to boost relevancy as well as click through rate

R



Dove

Aku udah ngga khawatir, kulit kering karena sinar matahari saat main bareng si kecil di luar rumah, karena **Dove yang akan menjaga kelembapan kulitku.**

Mira, 35 th



Dove

Semakin rutin menggunakan **Dove White Beauty Bar,** Aku merasa lebih percaya diri.

Andi Raisha, 24 th



Dove

Rutin menggunakan **Dove White Beauty Bar,** membuat kulitku tetap sehat, kenyal, dan halus setiap saat.

Inka, 28 th



Dove Volume Nourishment

Digital Campaign



- Creative Concept
- Digital video production
- User mechanism



- Campaign launch from the newest Dove Volume Nourishment product
- Creating a typical Hero Hub Hygiene campaign formula to spread communication in an effective way to achieve the KPI.



#Segarnya Kebersamaan dari [f Suci Wahyuni](#)



#Segarnya Kebersamaan dari [f Euis Syamsiah](#)



#Segarnya Kebersamaan dari [t dianavionanda](#)

Buavita: Segarnya Kebersamaan

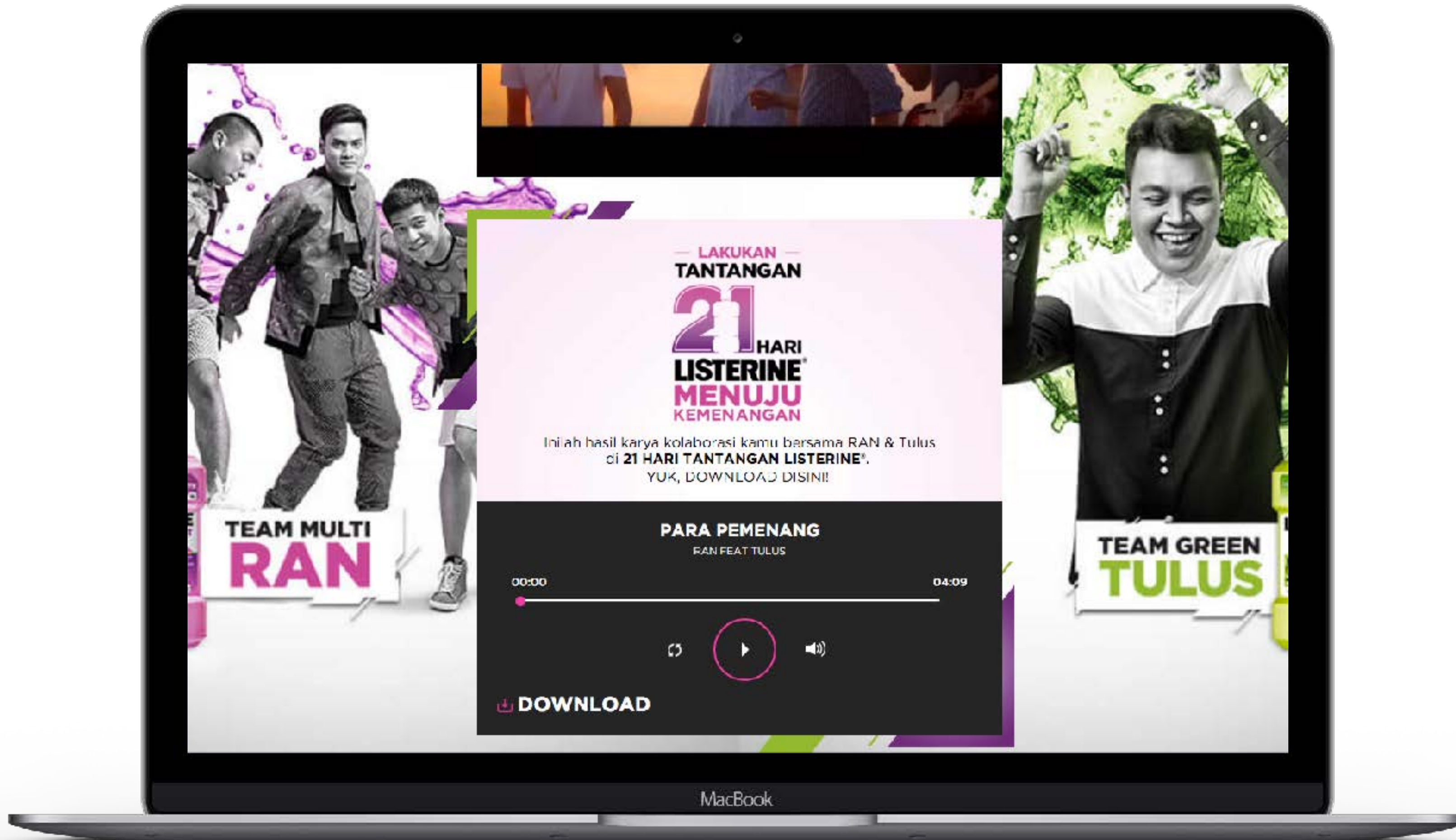
Social Media Campaign



- Creative Concept



- Cherish the togetherness moment with Buavita during Ramadan by sharing their story and spread the goodness from it.
- Selected story will be transformed into related shape of fruit/Raya element to sustain the campaign communication



Listerine 21 Days Challenge

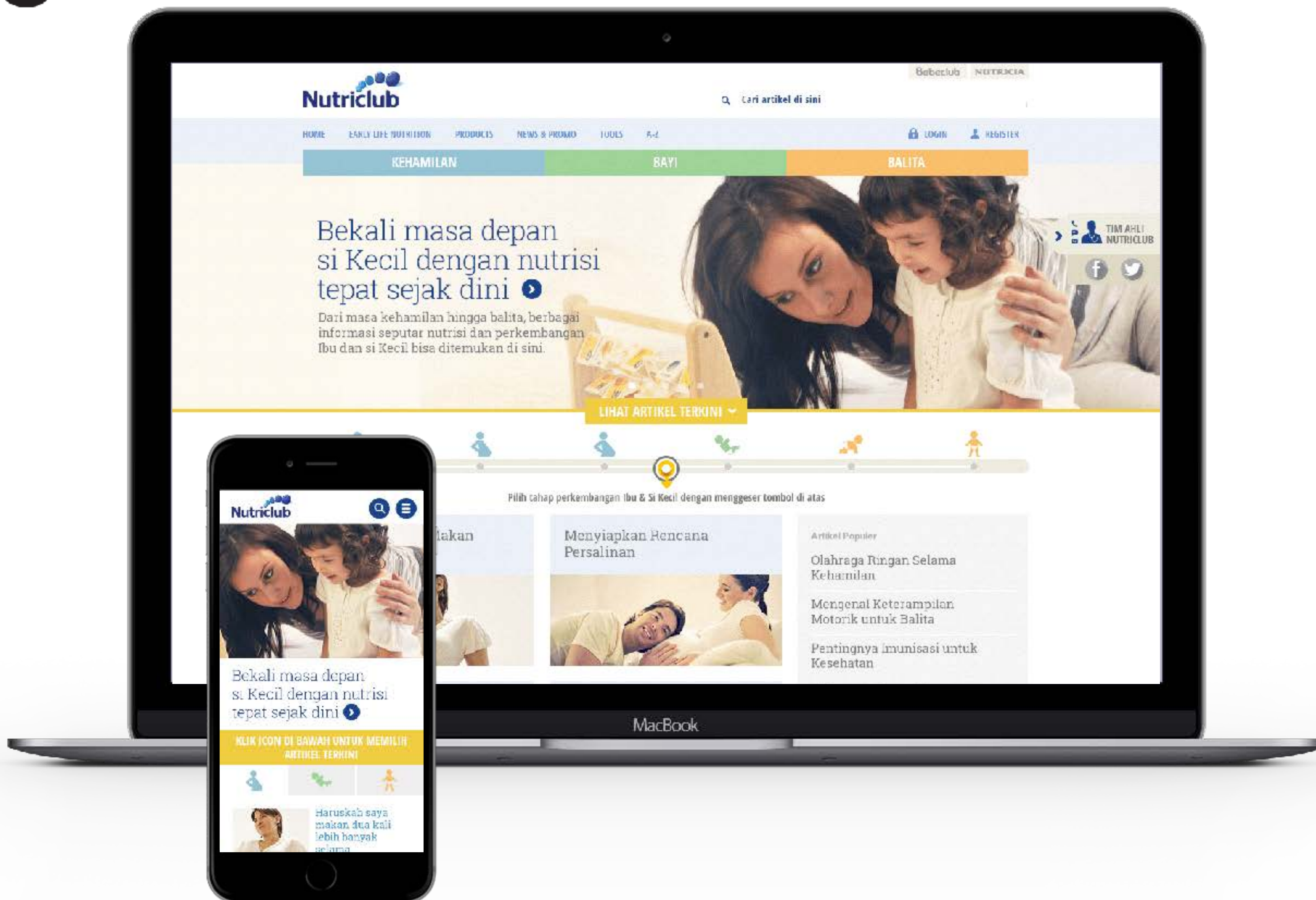
Digital Campaign



- Creative Concept
- UX optimization



- Challenge user to start a new habit with celebrity collaboration contained in a digital, education platform hosted by 2 popular musician.
- User had to choose which artist they pick to be given by certain challenge everyday to educate as well as creating a new habit of using mouthwash everyday.



Nutriclub by Danone Nutrilon

Website Revamp



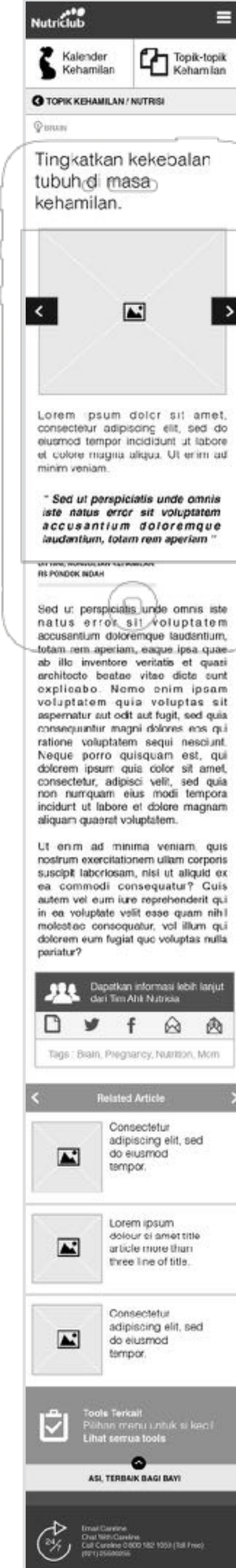
- SEO Optimization
- Content and Article Creation
- CRM and Membership Design
- UX and UI Optimization



- Created a responsive website that fits with target audience digital behavior. Enriched the content with credible information from expert support and maintained the website through SEO optimization and building the first CRM foundation.

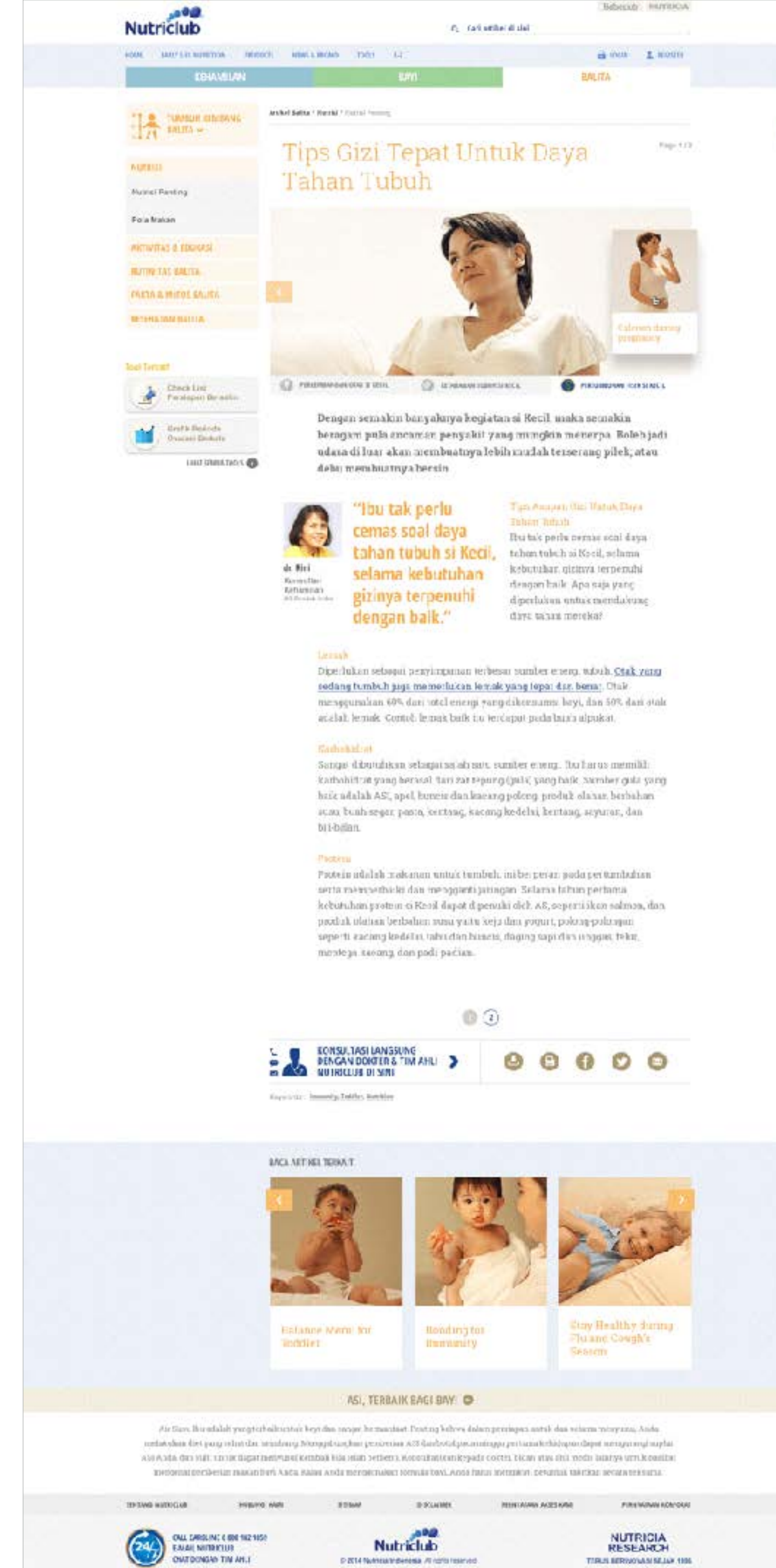
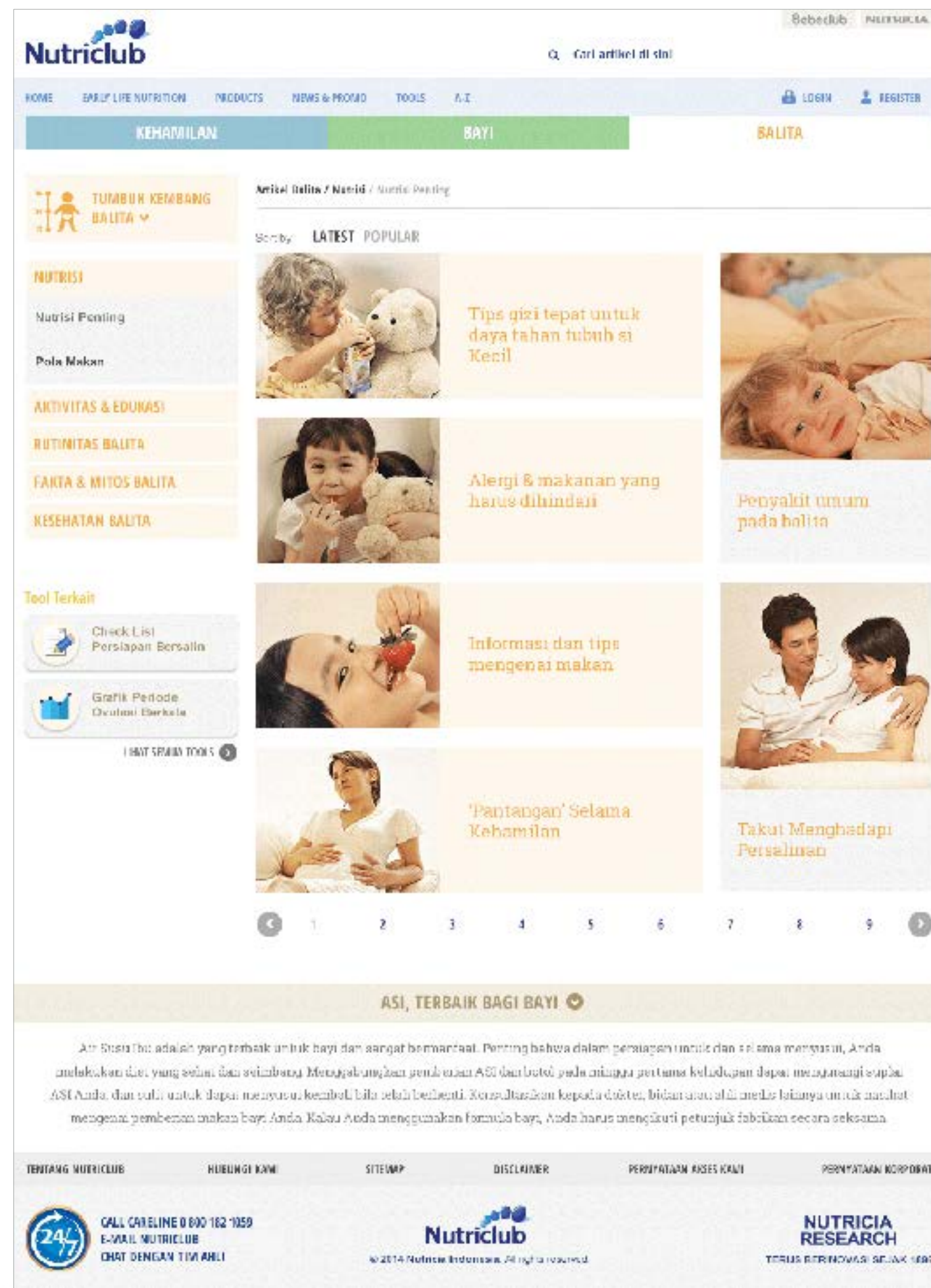
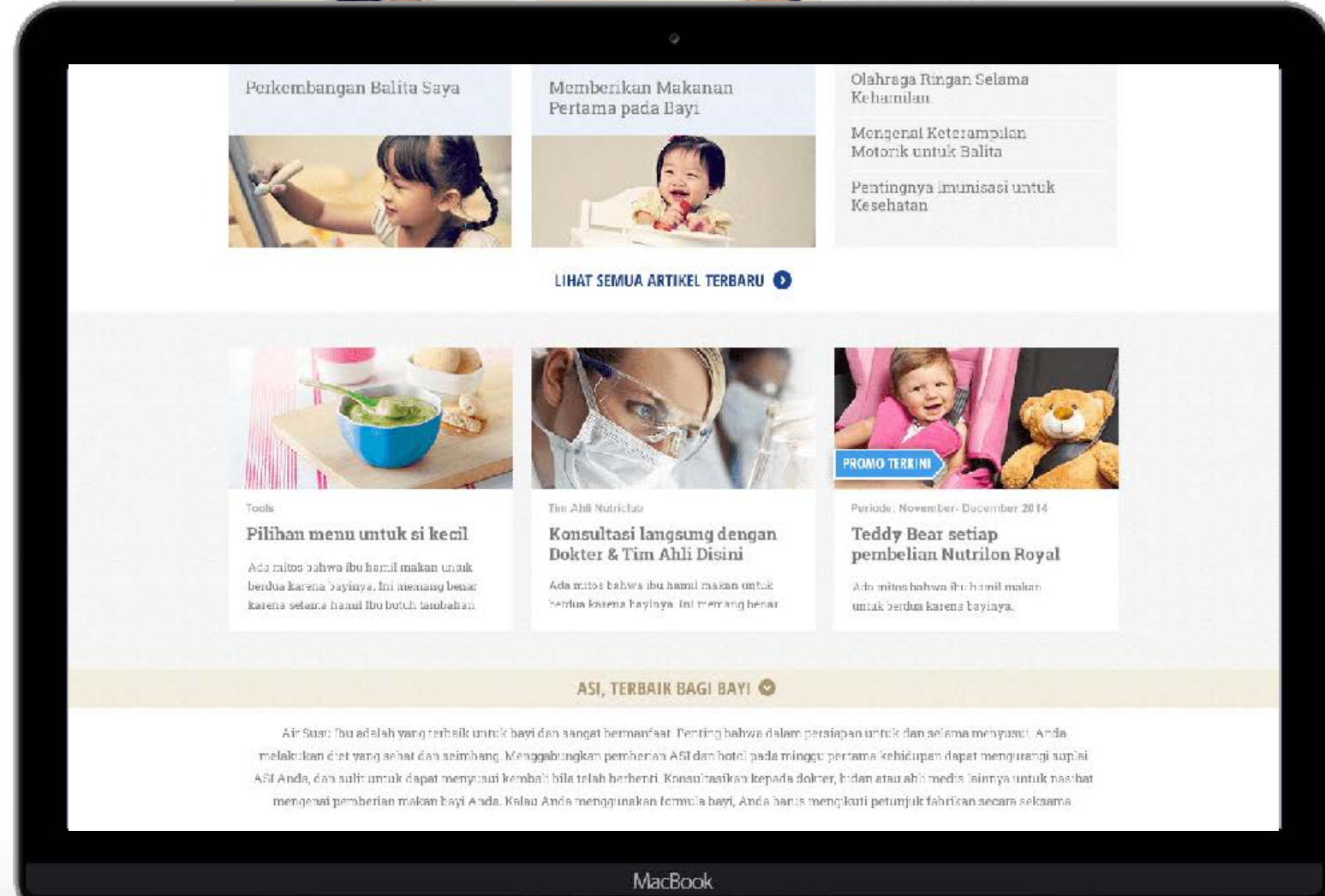


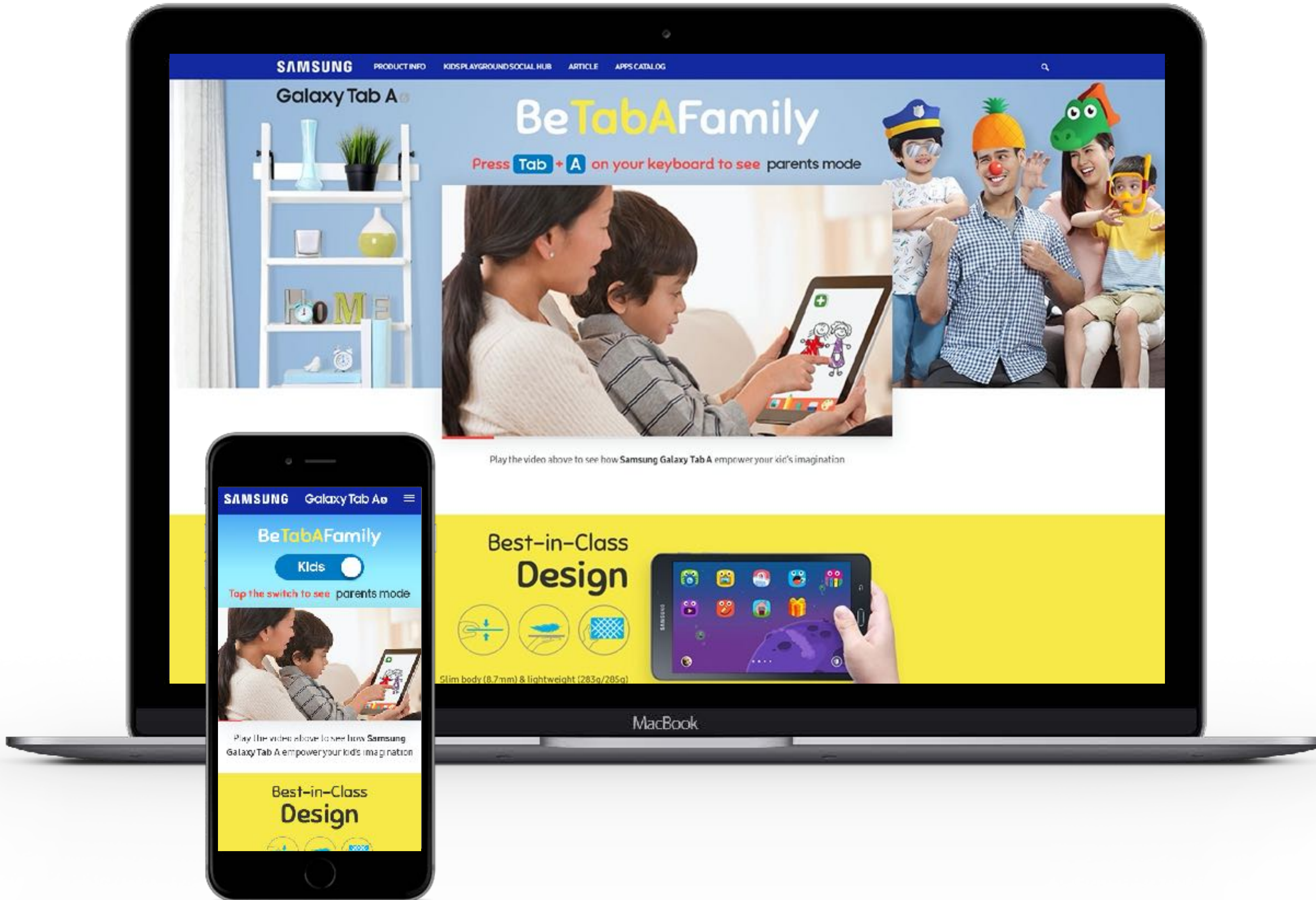
Danone's ELN Nutriclub
UX optimization method





Danone's ELN Nutriclub
UI Implementation





Samsung Galaxy Tab A

Digital Campaign



- Creative Concept
- Digital Video Production
- Website Campaign Production



- Creating an interactive engagement to educate two different target audience for the new mid-range tab from Samsung Mobile. Creating a 2-1 interactive landing page that show parent and kids point of view with a simple interaction to communicate what's best for each audience.



SAMSUNG PRODUCT INFO KIDSPLAYGROUND SOCIAL HUB ARTICLE APPS CATALOG

Galaxy Tab A

BeTabAFamily

Press **Tab + A** on your keyboard to see **Kids mode**

Play the video above to see how Samsung Galaxy Tab A empowers your productivity

Best-in-Class Design

Slim body (8.7mm) & lightweight (283g/285g)
Soft, modern design with a nonslip pattern

[See More Details](#)

Kids Playground Social Hub

Prin gravida nibh vel velit @BeTabAFamily #KidsCreation. Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh. Duis sed odio sit amet nibh vulputate cursus a sit amet mauris. Morbi accumsan ipsum velit.

[Learn More](#)

@amelia_winata
Anak saya pirat bermain alat musik loh #puthashtaghere

Bambang Heryawan
Anak saya menyukai bermain di Kids Mode pada Samsung Galaxy Tab A ini #puthashtaghere

@ayah_trisna
Aku tetap bisa menggunakan tablet Samsung Galaxy ini untuk keperluan presentasi di kantor. #puthashtaghere

@jesslyn_mulyadi
Ini hasil gambar dari Rara. Aku bangga dengan karyanya. #puthashtaghere

@kristine32
Tablet Samsung Galaxy ini bisa saya pakai untuk jaga korden apa yang dikonsultasi anak saya #puthashtaghere

@margarita
Saya mengijinkan Dewi main tab di hari Sabtu dan Minggu saja, supaya tidak keseringan. #puthashtaghere

@gerisimorangki
Kini ane bisa melakukan video call dengan ayahnya. #puthashtaghere

@jeremy_teti
gambar pake galaxy tab a #puthashtaghere #kids #vscocam

@maggie09
Kids mode di Samsung Galaxy bagus untuk menjaga korden apa yang dikonsultasi anak saya #puthashtaghere

Gundala Jaya
Dia senang menggambar dirinya main dengan anjing. #puthashtaghere

[Load More](#)

Featured Article

Headline Goes Here
Prin gravida nibh vel velit sollicitudin, lorem quis bibendum auctor, nisi elit.

Share [Twitter](#) [Facebook](#)

Headline Goes Here
Prin gravida nibh vel velit sollicitudin, lorem quis bibendum auctor, nisi elit.

Share [Twitter](#) [Facebook](#)

Headline Goes Here
Prin gravida nibh vel velit sollicitudin, lorem quis bibendum auctor, nisi elit.

Share [Twitter](#) [Facebook](#)

Headline Goes Here
Prin gravida nibh vel velit sollicitudin, lorem quis bibendum auctor, nisi elit.

Share [Twitter](#) [Facebook](#)

[Read More Articles](#)

Copyright © 1995-2014 SAMSUNG All Rights Reserved. [RSS](#) [Twitter](#) [Facebook](#) [Google+](#)

Create a digital experience within the UI of the landing page website to communicate, as well as educate the user about the product.

Parents View

SAMSUNG PRODUCT INFO KIDSPLAYGROUND SOCIAL HUB ARTICLE APPS CATALOG

Galaxy Tab A

BeTabAFamily

Press **Tab + A** on your keyboard to see **parents mode**

Play the video above to see how Samsung Galaxy Tab A empowers your kid's imagination

Best-in-Class Design

Slim body (8.7mm) & lightweight (283g/285g)
Soft, modern design with a nonslip pattern

[See More Details](#)

Kids mode

Kids Playground Social Hub

Prin gravida nibh vel velit @BeTabAFamily #KidsCreation. Aenean sollicitudin, lorem quis bibendum auctor, nisi elit consequat ipsum, nec sagittis sem nibh. Duis sed odio sit amet nibh vulputate cursus a sit amet mauris. Morbi accumsan ipsum velit.

[Learn More](#)

@amelia_winata
Anak saya pirat bermain alat musik loh #puthashtaghere

Bambang Heryawan
Anak saya menyukai bermain di Kids Mode pada Samsung Galaxy Tab A ini #puthashtaghere

@ayah_trisna
Aku tetap bisa menggunakan tablet Samsung Galaxy ini untuk keperluan presentasi di kantor. #puthashtaghere

@jesslyn_mulyadi
Ini hasil gambar dari Rara. Aku bangga dengan karyanya. #puthashtaghere

@kristine32
Tablet Samsung Galaxy ini bisa saya pakai untuk jaga korden apa yang dikonsultasi anak saya #puthashtaghere

@margarita
Saya mengijinkan Dewi main tab di hari Sabtu dan Minggu saja, supaya tidak keseringan. #puthashtaghere

@gerisimorangki
Kini ane bisa melakukan video call dengan ayahnya. #puthashtaghere

@jeremy_teti
gambar pake galaxy tab a #puthashtaghere #kids #vscocam

@maggie09
Kids mode di Samsung Galaxy bagus untuk menjaga korden apa yang dikonsultasi anak saya #puthashtaghere

Gundala Jaya
Dia senang menggambar dirinya main dengan anjing. #puthashtaghere

[Load More](#)

Featured Article

Headline Goes Here
Prin gravida nibh vel velit sollicitudin, lorem quis bibendum auctor, nisi elit.

Share [Twitter](#) [Facebook](#)

Headline Goes Here
Prin gravida nibh vel velit sollicitudin, lorem quis bibendum auctor, nisi elit.

Share [Twitter](#) [Facebook](#)

Headline Goes Here
Prin gravida nibh vel velit sollicitudin, lorem quis bibendum auctor, nisi elit.

Share [Twitter](#) [Facebook](#)

Headline Goes Here
Prin gravida nibh vel velit sollicitudin, lorem quis bibendum auctor, nisi elit.

Share [Twitter](#) [Facebook](#)

[Read More Articles](#)

Copyright © 1995-2014 SAMSUNG All Rights Reserved. [RSS](#) [Twitter](#) [Facebook](#) [Google+](#)

Kids mode view



Gudang Garam's Pro Warriors

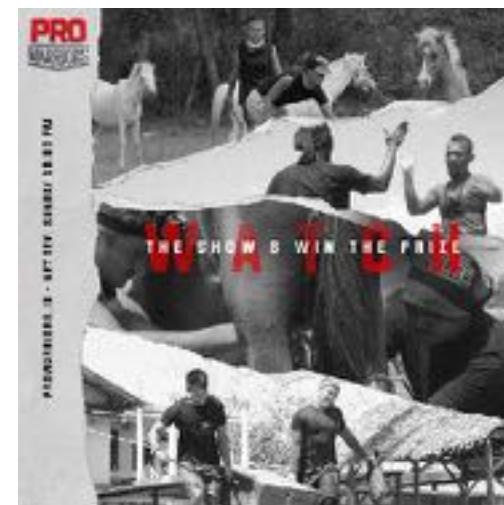
Digital Campaign



- Creative Concept
- Copywriting Supervision
- User Mechanism



- Create a seamless multi-channel platform campaign that can best of the both platform: from TV to Digital space, we connected the experience live through seamless, and interactive activity.
- We update and create new activity that relate to every episode that aired each week in the website.
- User can watch the episode in TV as well as participating in mini games to get the prize just like the participant in the series



R



Danone AQUA 242

Campaign



- Creative Concept
- Website Development
- Digital Video Production
- Key Visual and OOH Production



- Educate the importance of hydration during Ramadan by creating a catchy jingle song with famous musician trio.
- The campaign spread out through digital video, as well as education in the on-ground via OOH placement.

R



Kembali Murni 242 - Music Video



TV Show Spot

R



Danone AQUA Asian Games

Campaign



- Creative Concept
- Giphy Sticker
- Website Development
-



- Creating a campaign and a story about how AQUA become the official 'kindness' sponsor in Asian Games Jakarta 2018.
- Promoting the heroes beyond the athlete
- Creating a giphy sticker as a creative digital tool to support Indonesia Team during the event



Tunjukkan dukunganmu selama **Asian Games 2018** dengan GIF Stickers **#KontingenKebaikan**

Special Asian Games Themed AQUA Giphy Stickers

TERUS MENJUNJUNG KEJUJURAN
- WASIT -

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua....

DEMI 20 TAHUN KEBERSIHAN
- PETUGAS KEBERSIHAN -

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua....

CERITA IBU SEPANJANG PERTANDINGAN
- IBU DARI ATLET SEPAKBOLA -

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua....

Galeri **#KontingenKebaikan**

Setiap kebaikan kecil dapat membantu wujudkan Indonesia sebagai tuan rumah yang baik. Inilah para **#KontingenKebaikan** AQUA yang secara suka rela telah berbuat kebaikan untuk lancarnya Asian Games 2018.



Story about the unsung heroes from Asian Games



Danone Caaya

Product Launch

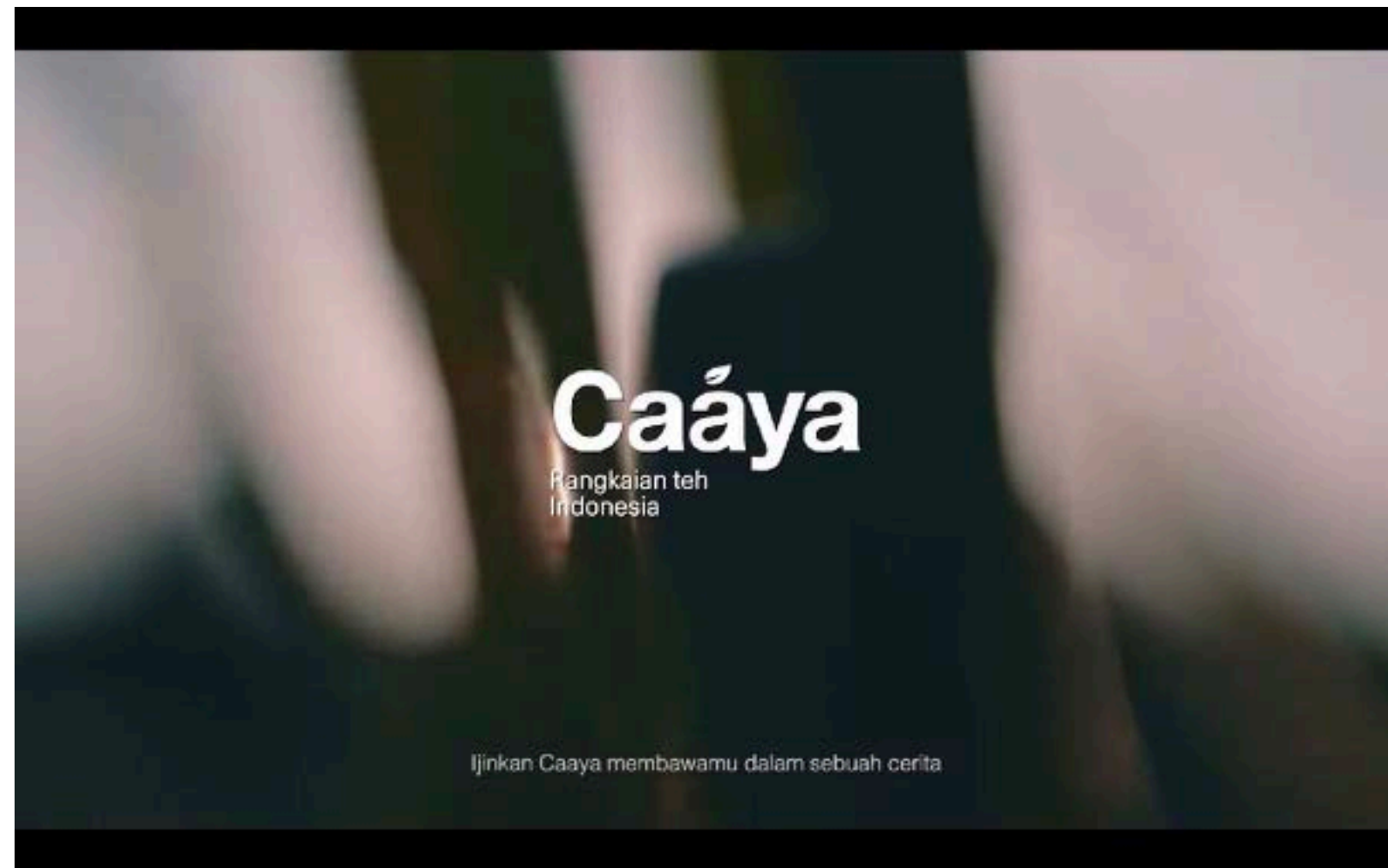


- Creative Concept
- Website Development
- Video Production



- Digital focused launch for new RTD Tea product from Danone
- Combining its root story of tea flavour with the authentic, Indonesian travel story using the help of related influencers.
- Creating massive awareness and becoming the number 1 SOV Tea brand at the end of campaign period with its #IndonesiaYangSebenarnya UGC activity

R



Caaya campaign hero video



Utilize, as well as featuring 3 relatable influencers



Jaringan Data Terkuat

XL Axiata

Integrated Brand Campaign



- Creative Concept
- Website Development
- Video Production
- KV Production
- 360 Integrated Campaign



- Responsible to lead the 2019 brand communication campaign from the one of biggest network telco in Indonesia
- Creating set of 360° campaign communication quarterly to boost awareness and maintain the positive consideration toward brand image

R

KEY
VISUALS

XL axiata 4.5G Jaringan Data Terkuat

AXIS

XL Axiata Tbk | xlaxiata.co.id

This advertisement features a young woman with long dark hair, wearing a white top and a colorful necklace, smiling as she plays a game on her smartphone. The background is a blurred cityscape. The text at the top reads 'XL axiata 4.5G Jaringan Data Terkuat'. The bottom right corner contains the 'AXIS' logo and social media information: 'XL Axiata Tbk | xlaxiata.co.id'.

Q1 Communication: Jaringan Data Terkuat

XL axiata | 4.5G Jaringan Data Terkuat

Silaturahmi Tanpa Batas

AXIS

XL Axiata Tbk | xlaxiata.co.id

This advertisement shows a hand holding a smartphone displaying a video call between a woman in a pink hijab and a man in a blue shirt. The background is a light blue sky with a mosque silhouette. The text at the top reads 'XL axiata | 4.5G Jaringan Data Terkuat' and 'Silaturahmi Tanpa Batas'. The bottom left corner contains social media icons and the text 'XL Axiata Tbk | xlaxiata.co.id'. The bottom right corner features the 'AXIS' logo.

Q2 Communication: Silaturahmi Tanpa Batas

XL axiata 4.5G Jaringan Data Terkuat

Streaming Bebas Hambatan

AXIS

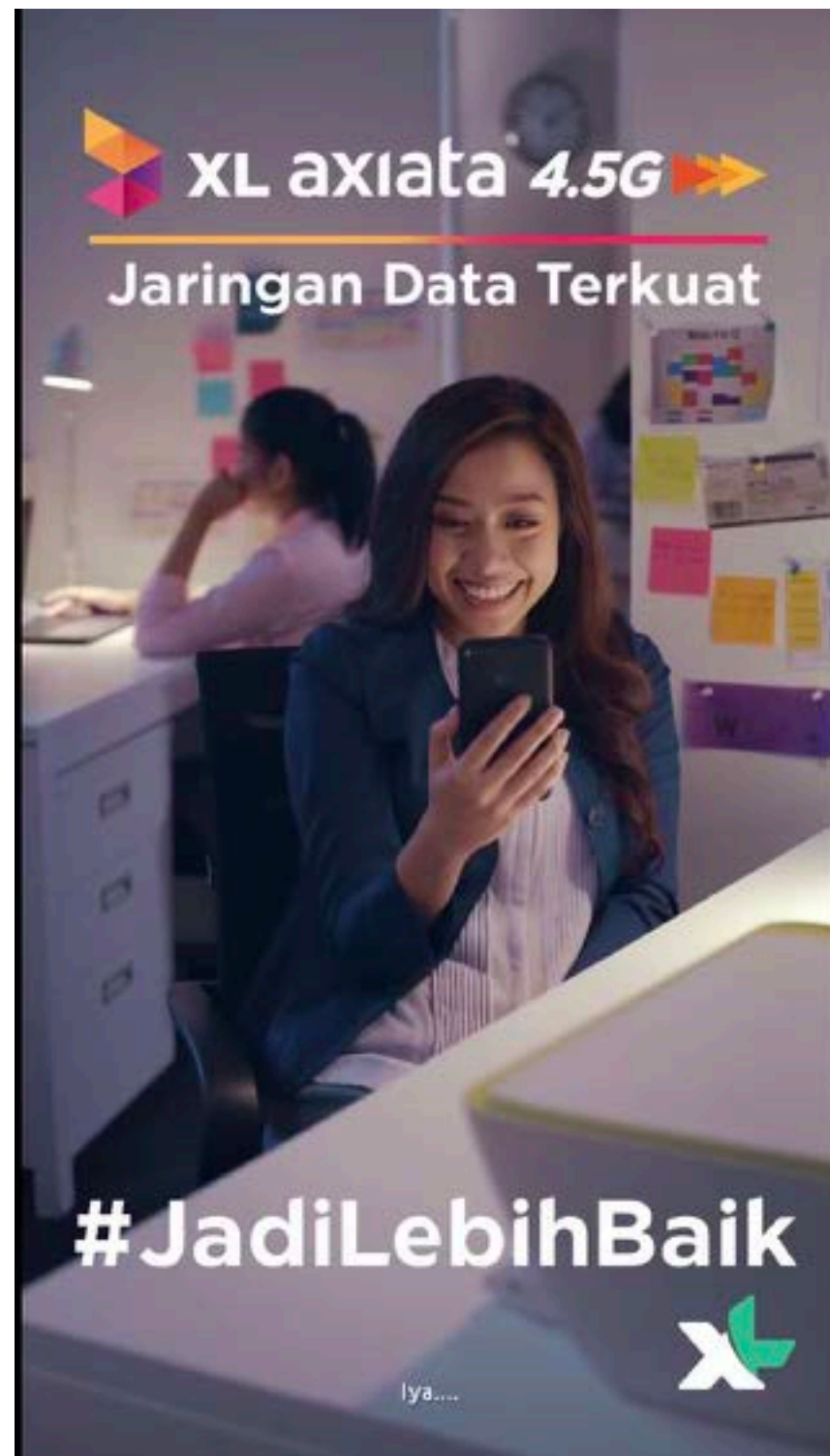
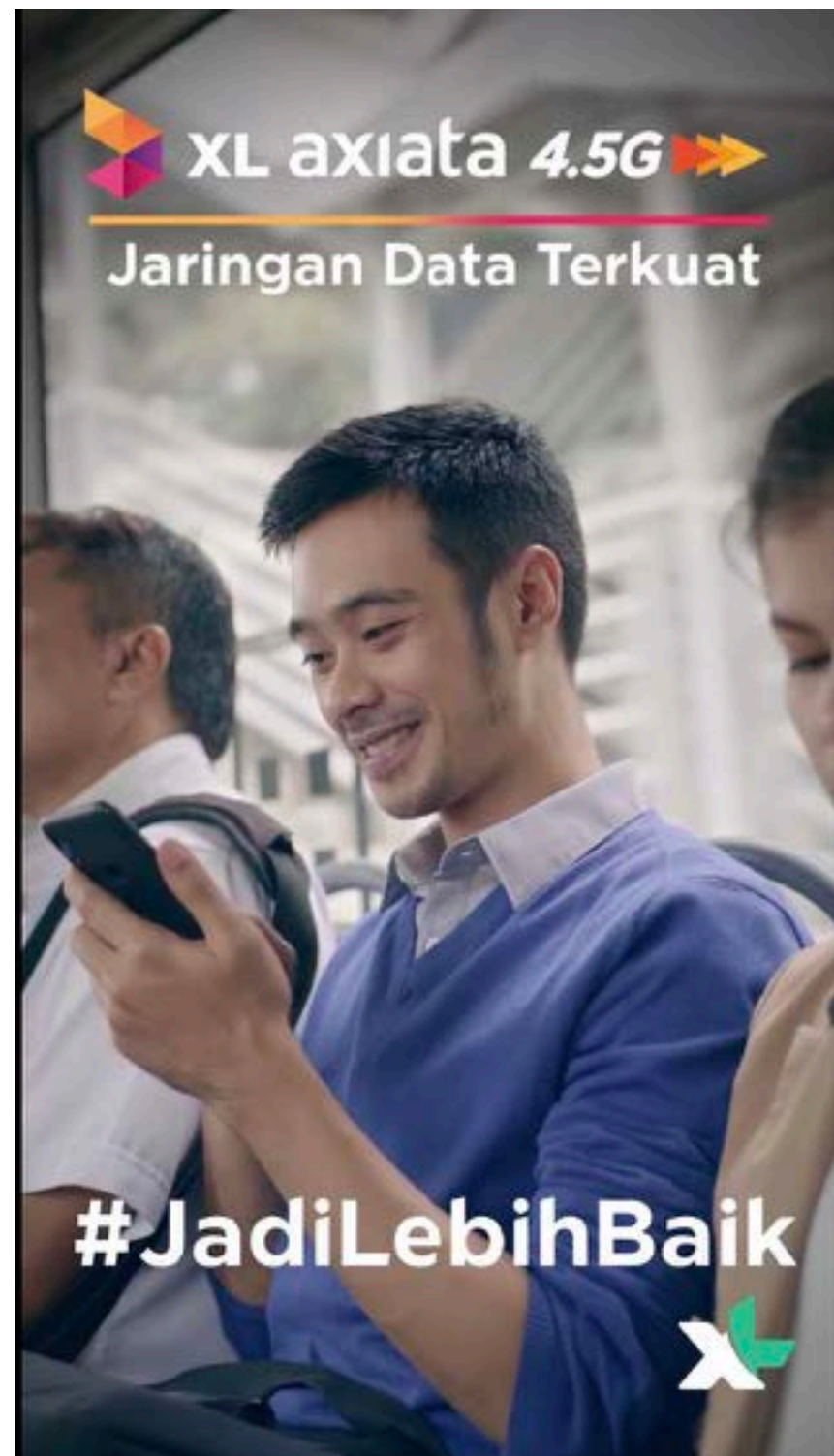
xlaxiata.co.id | XL Axiata Tbk

This advertisement depicts a woman in a blue top and white hijab, smiling while streaming on her smartphone. The background shows a modern city street with skyscrapers. The text at the top reads 'XL axiata 4.5G Jaringan Data Terkuat' and 'Streaming Bebas Hambatan'. The bottom right corner contains the 'AXIS' logo and social media information: 'xlaxiata.co.id | XL Axiata Tbk'.

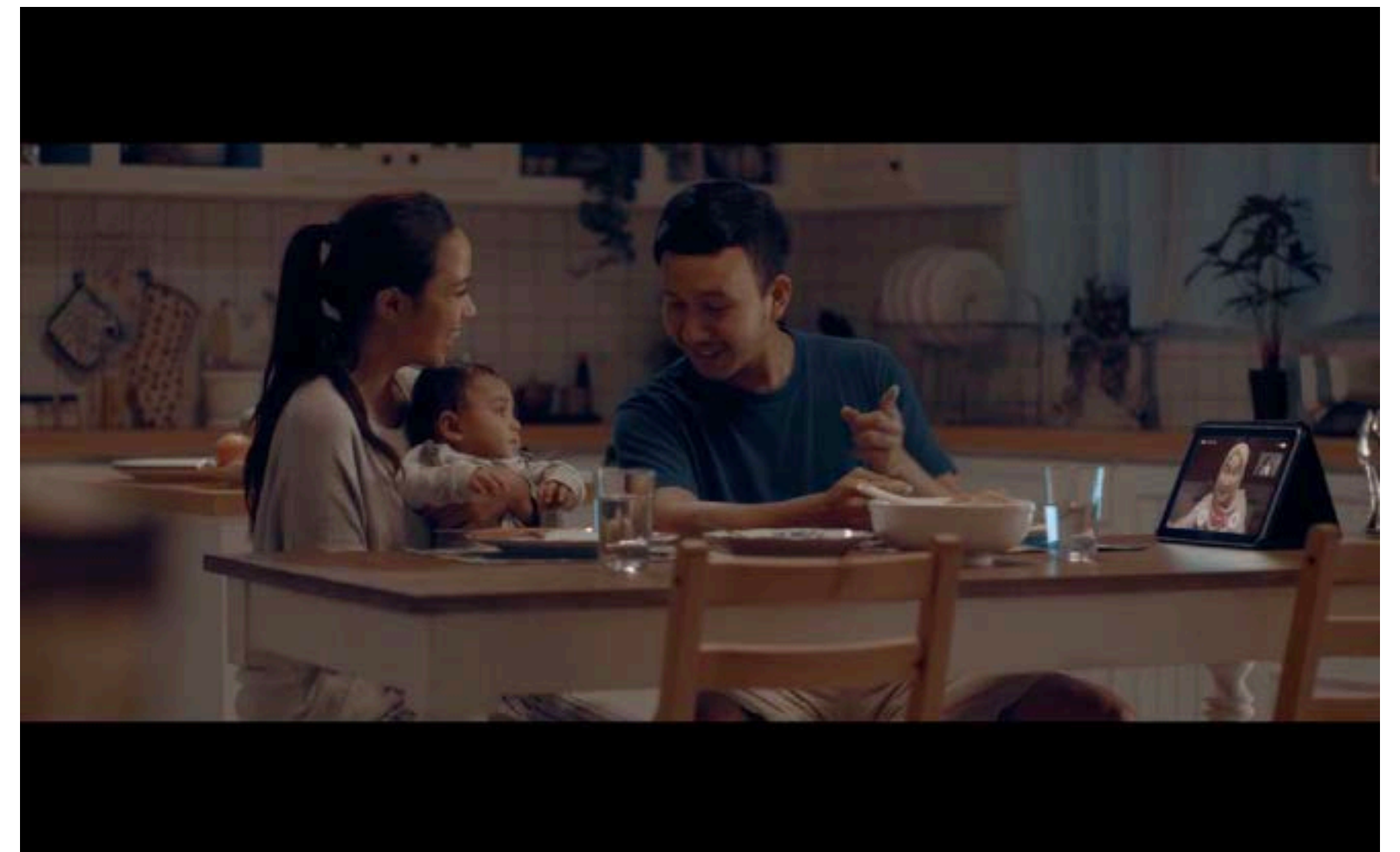
Q3 Communication: Streaming Bebas Hambatan



DIGITAL VIDEO/TVC



Jaringan Data Terkuat Vertical Video Series



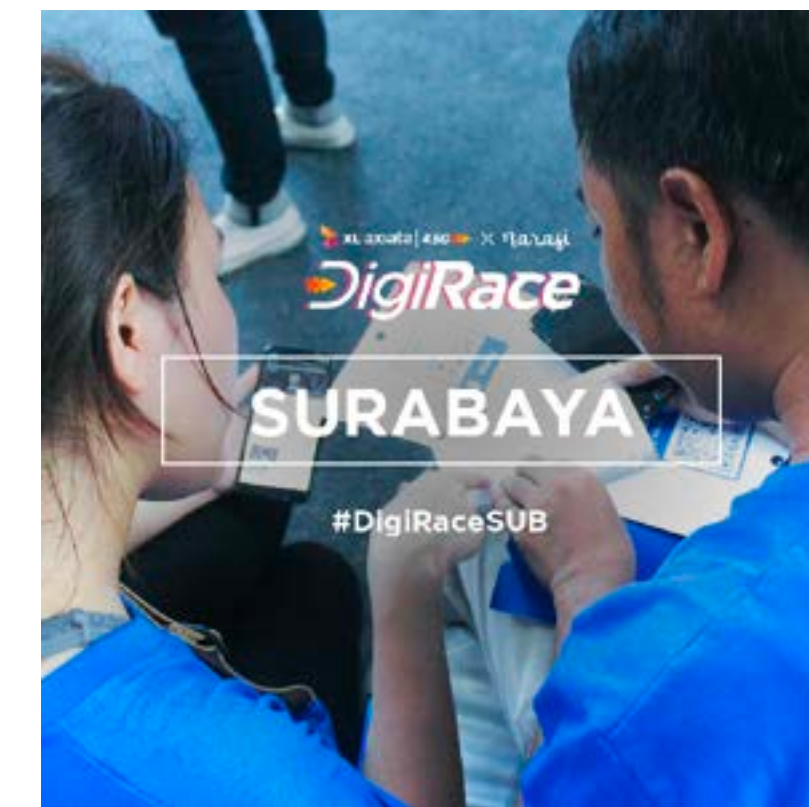
Silaturahmi Tanpa Batas Video Series

R

ONLINE TO ON-GROUND (O2O) ACTIVATION

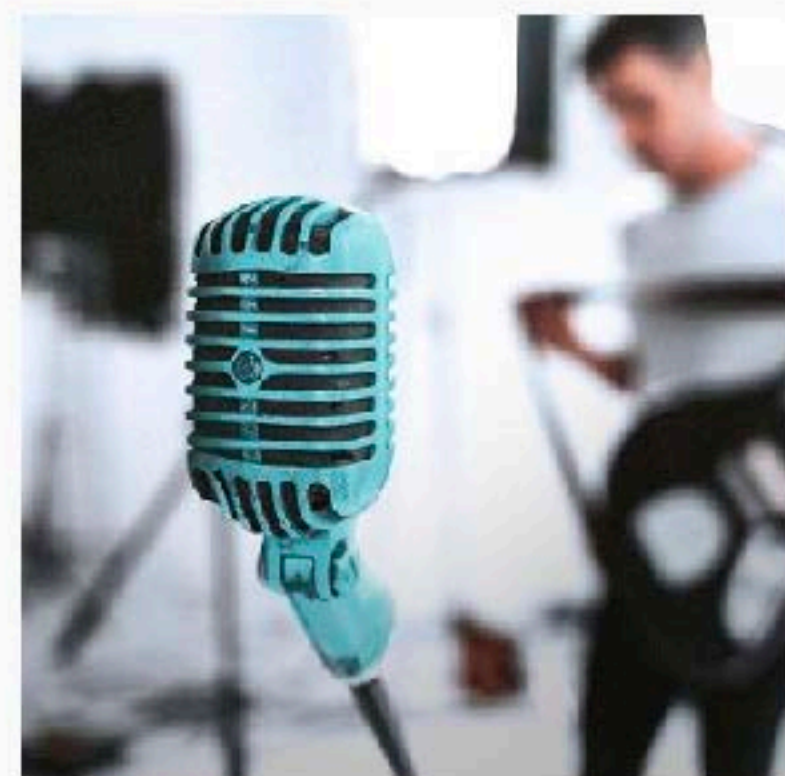
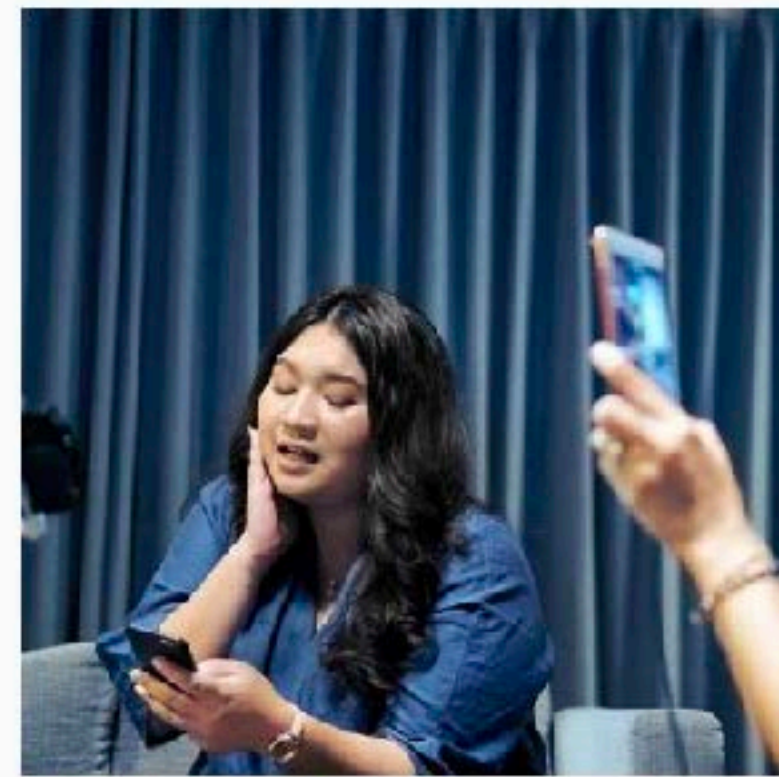


Nation-wide on ground to on line event to highlight the brand network superiority through 'Amazing Race-esque' challenges, collaborate with local as well as nationwide social influencers to activate



On-ground event amplification video series

R



MyXL #JADIBISA

Campaign



- Creative Concept
- Video Production
- KV Production



- Implement the brand promise of XL Prepaid product, we collaborated with famous producer and band to hunt for new rising star in music industry.
- Launch the campaign by starting the online audition, and continued with on ground workshop and song production that can be followed by user periodically through brand's social media channels.



SELAMAT DATANG DI EARTII-05

KU KEBAL PELURU DI LUAR JARINGAN
RETAS SEMUA NAMA DI DALAM HITUNGAN

D
DEWASA

PENGGUNAAN
KATA KASAR

KONTEN
SENSITIF

FEAST: "Luar Jaringan" Single Release

Campaign



- Creative Concept
- Video Production



- Feast, one of critically-acclaimed rock band in Indonesia launched their new single Luar Jaringan to tell a story of how message can be altered and have a different meaning by someone who delivered it.
- Creating a social media UGC campaign where their fans can modified each instrument and mix it together to boost the hype of the upcoming release



believe®

VERTICAL VIDEO



Creating each band member instrument asset in the form of Instagram Stories video

Whenever every story played together, the fans can hear the whole mix arrangement from the upcoming single



(c) 2020

+62 819 88 0919 | robbyansyah@icloud.com
robbyansyah.com