

**Akafuri 25**

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**Company Representative**

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# Akafuri 25

## Professional Portfolio

### Edition

SEP 2015

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**22/09/2015**

### Statement of Confidentiality

This professional portfolio and supporting materials contain confidential and proprietary business information of Akafuri 25. These materials may be printed or photocopied for use in evaluating the proposed project, but are not to be shared with other parties.



# About Us

*Whether you need to create a brand from scratch, including marketing materials and a beautiful and functional website or whether you are looking for a design refresh we are confident you will be pleased with the results.*

We work with clients big and small across a range of sectors and we utilise all forms of media to get your name out there in a way that's right for you. We believe that analysis of your company and your customers is key in responding effectively to your promotional needs and we will work with you to fully understand your business to achieve the greatest amount of publicity possible so that you can see a return from the advertising.

We have a number of different teams within our agency that specialise in different areas of business so you can be sure that you won't receive a generic service and although we can't boast years and years of service we can ensure you that is a good thing in this industry. Our teams are up to date with the latest technologies, media trends and are

keen to prove themselves in this industry and that's what you want from an advertising agency, not someone who is relying on the same way of doing things that worked 10 years, 5 years or even a year ago.

Whatever the level of support you require, we are sure that we will have a package that meets your needs. All of our virtual professionals are highly experienced in the areas in which they work and have been through a thorough recruitment process to ensure they deliver to the high standard that you would want for your business.

**Take a look at our Case Studies for your considerations.**

“ We will work with you to fully understand your business and your target audience to inform our marketing strategy. Using the outcomes from the Company Analysis, we will put together a plan for the most effective marketing strategy to get the best results for your business.

## Who we are

We are a fairly small, flexible design studio that designs for print and web. We work flexibly with clients to fulfil their design needs. Whether you need to create a brand from scratch, including marketing materials and a beautiful and functional website or whether you are looking for a design refresh we are confident you will be pleased with the results.

## What we do

We strive to be the best at what we do and offer:

- ▶ All aspects of brand development, from logo to stationery
- ▶ Website, app and software development
- ▶ Product promotion and advertising

# Our Divisions

## Design



**Established:** 2012

**Coverage:** Graphic Design, Website Design, Character Design, Videography, Photography

Design Division is Akafuri 25's core foundation, this division is our first division, this division is our beating heart.

Akafuri 25's Design Division has worked with many satisfied clients, from small to big companies. They has also solves many problems, from trivial to nontrivial.

“ It's not just what it looks like and feels like. Design is how it works. - Steve Jobs

## Development



**Established:** 2012

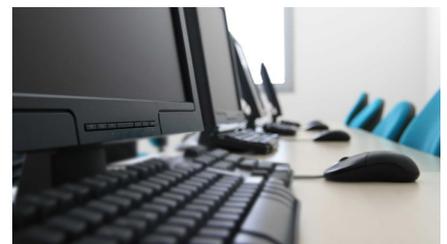
**Partners:** Wamplo Indonesia  
**Coverage:** Website Application Development

This division started as Wamplo Indonesia's backed team, Wamplo Indonesia helped this team to have a strong experience in website development and application development. While keeping Akafuri 25's culture and spirit as its foundations.

Focused on Website Application Development, this division will ensure that your website application can be done in efficient way, fast response, and error-free.

“ The cleaner and nicer the program, the faster it's going to run. And if it doesn't, it'll be easy to make it fast. - Joshua Bloch

## Online Marketing



**Established:** 2014

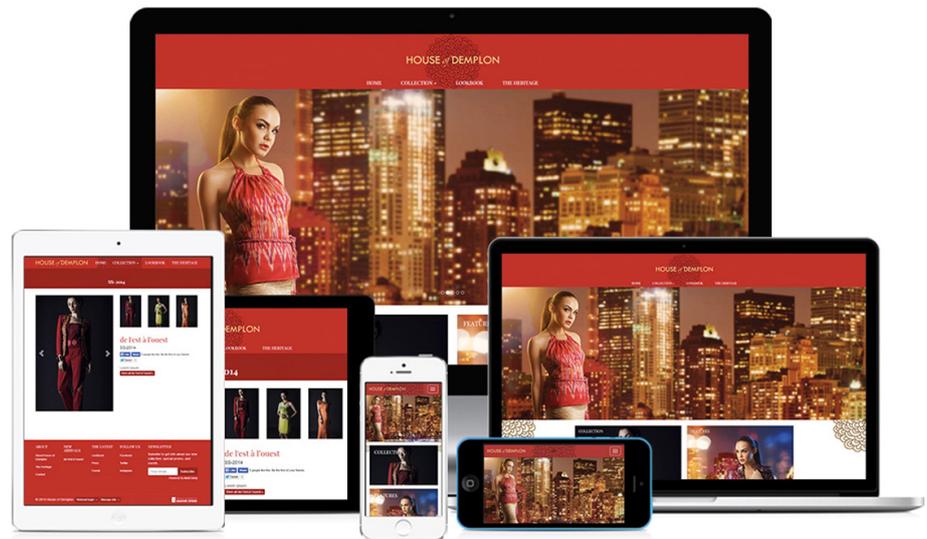
**Partners:** AsikMedia.com  
**Coverage:** Facebook Ads, SEO Setting, Google Ads, Content Marketing

We work closely with AsikMedia.com in completing Online Marketing projects.

AsikMedia.com is an online promotion firm based on Jakarta that specialized in marketing anything on the internet, from selling your used phone to promoting your gigantic events.

“ The future of marketing belongs to honest information, accurate data and clear claims based on truth. - Patrick Dixon

# Case Study



## House of Demplon

[www.houseofdemplon.com](http://www.houseofdemplon.com)

*House of Demplon, a new Indonesian-style boutique trusted Akafuri 25 to handle their online promotions, including online catalogue and digital engagement with their customers.*

Late 2014, During the briefing phase it became apparent that this was a special project that would need a high-level of customisation. Working with House of Demplon's project planners and managers, we were able to turn their vision into reality, on time and on budget.

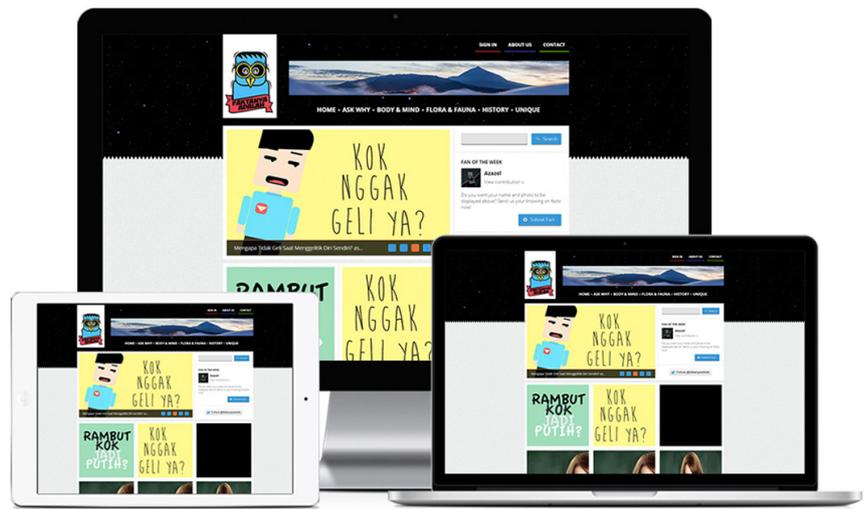
House of Demplon website features many new technologies and accessibility options design to be easily accessible to all members of the community.

The resulting product is a website design that can suit itself with any size of screen who access the website.

### Project Specifications

▶ Website design and online branding design	<b>On time &amp; on budget</b>
▶ Website system development	<b>Early &amp; on budget</b>
▶ Search Engine Optimisation (SEO) and online promotion assistance	<b>On time &amp; on budget</b>

# Case Study



## Faktanya Adalah

[www.faktanyaadalah.net](http://www.faktanyaadalah.net)

*Faktanya Adalah is a pioneer in commercial Twitter Account (@FaktanyaAdalah) in Indonesia, their main content is daily facts. Akafuri 25 built their debut in customized website blog.*

Faktanya Adalah started as an indie commercial Twitter Account at @FaktanyaAdalah in 2010, their userbase grow rapidly in the Twitter-land.

Slowly they get positive revenue from promoted tweets requested by advertisers.

However, they felt that a Twitter Account is not enough for them to supply daily facts for their fans, so they decided to build a website blog. A simple yet concise for the youths. Akafuri 25 then built dozens of working prototype of the wanted product, and finally Faktanya Adalah satisfied with our craft.

## Project Specifications

▶ Website design and online branding design	<b>On time &amp; on budget</b>
▶ Website system development	<b>On time &amp; on budget</b>
▶ Search Engine Optimisation (SEO) and online promotion assistance	<b>On time &amp; on budget</b>

# Case Study



## BKC Logo

*PT Berkah Karya Citra*

*PT Berkah Karya Citra is a new cargo company in Indonesia, they already have many customer, but they currently does not have a crucial corporate identity: a logo.*

One of many Akafuri 25 early projects. In 2012 Akafuri 25 proposed a logo project to PT Berkah Karya Citra, a new cargo company in Indonesia.

They responded with a-OK, we sit together to determine what logo should we craft for them.

After some revisionings and alternate colors, a final decision is made: one logo mark with two colors (purple and dark blue), and one black and white variation.

They said this new logo is representing every aspect of their company: swift, fluid, and strong.

## Project Specifications

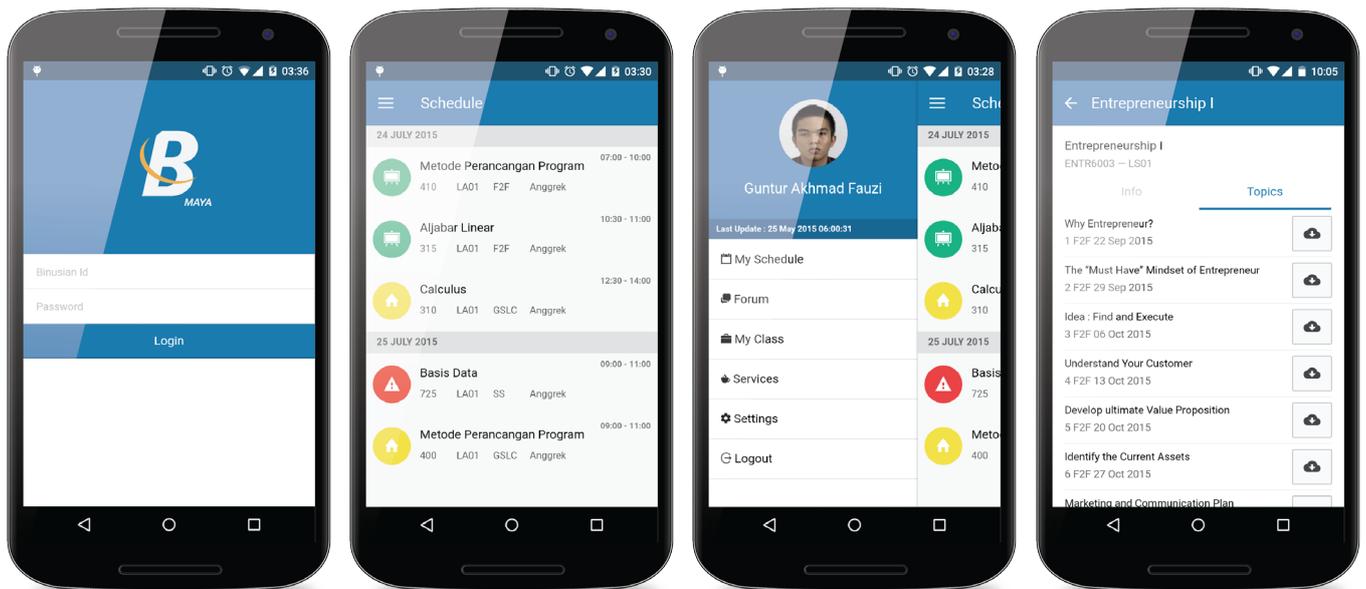
▶ Logo design

**On time & on budget**

▶ Logo variations and revisionings

**On time & on budget**

# Our Product



## BinusMaya Mini (Unofficial)

2015

*In our freetime, we develop an unofficial mobile application for our everyday life at the university, Bina Nusantara. Because there isn't one, so we decided to create one.*

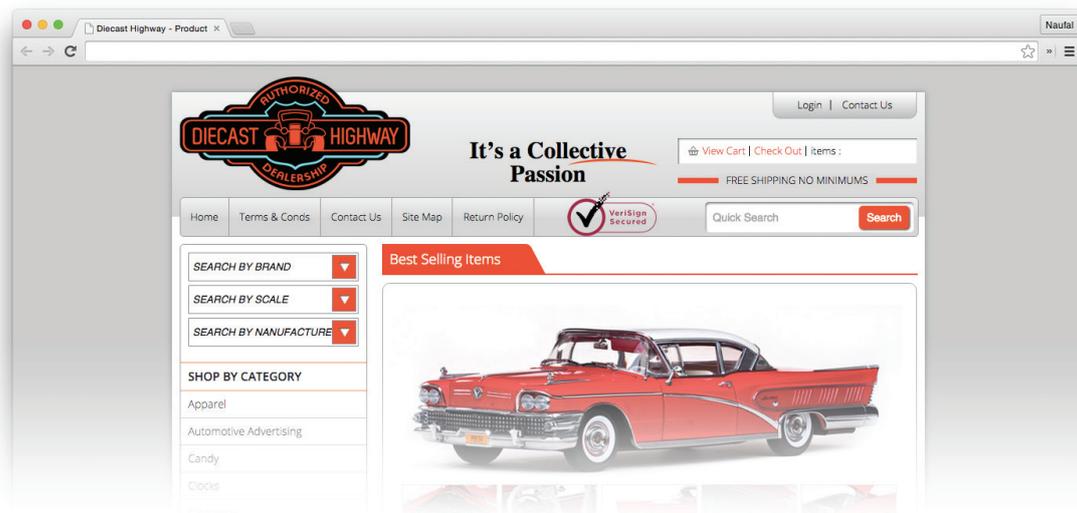
This project started when we are too lazy to do the process of filling the form and clicking the mouse on the computer.

So we create a simpler one. For Android devices (for now).

Using the latest technologies, we ensure that there's no error in BinusMaya Mini (Unofficial) in our every updates.

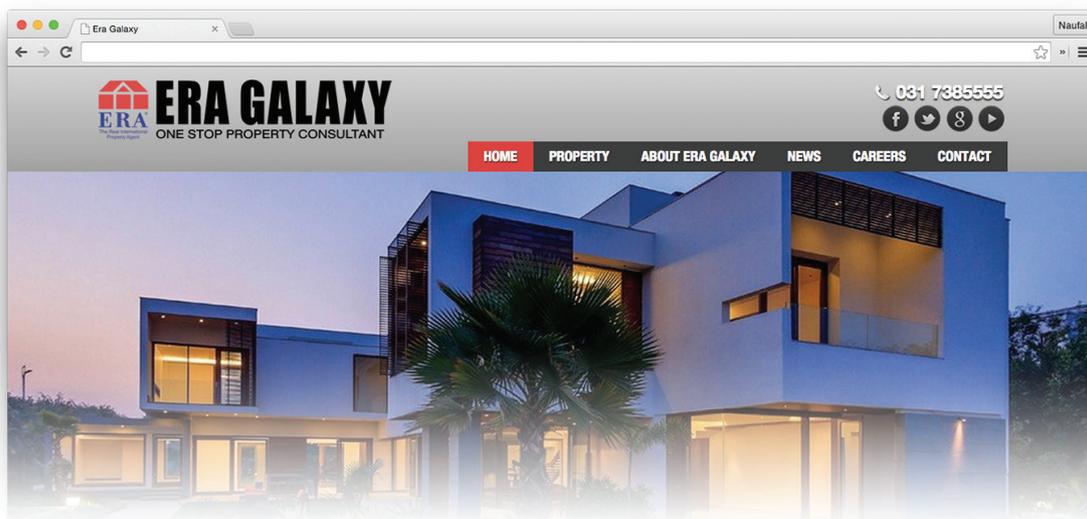
The only thing that breaks our application, is the official BinusMaya itself.

# Other Works



Diecast Highway

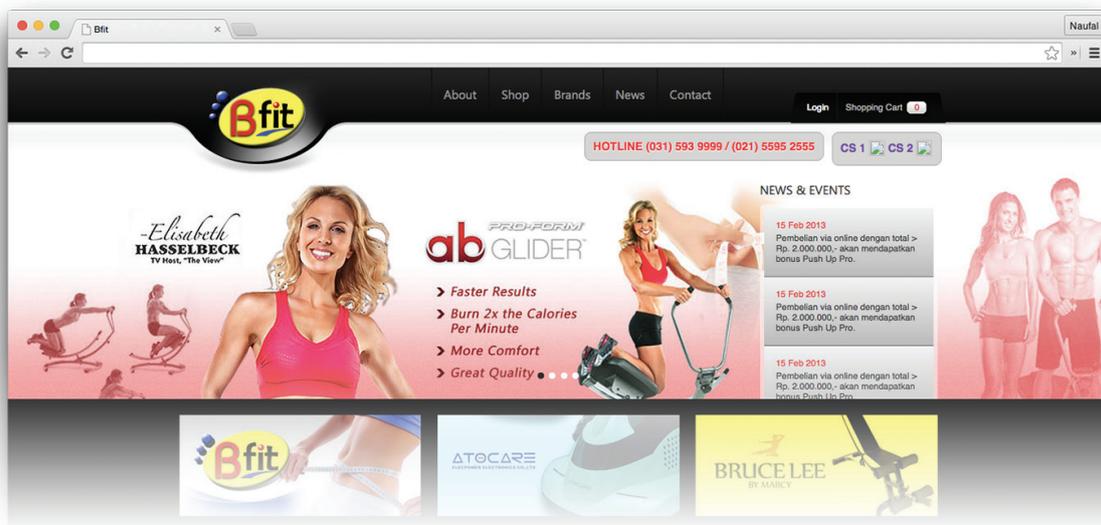
PSD 2 HTML Service



ERA Galaxy

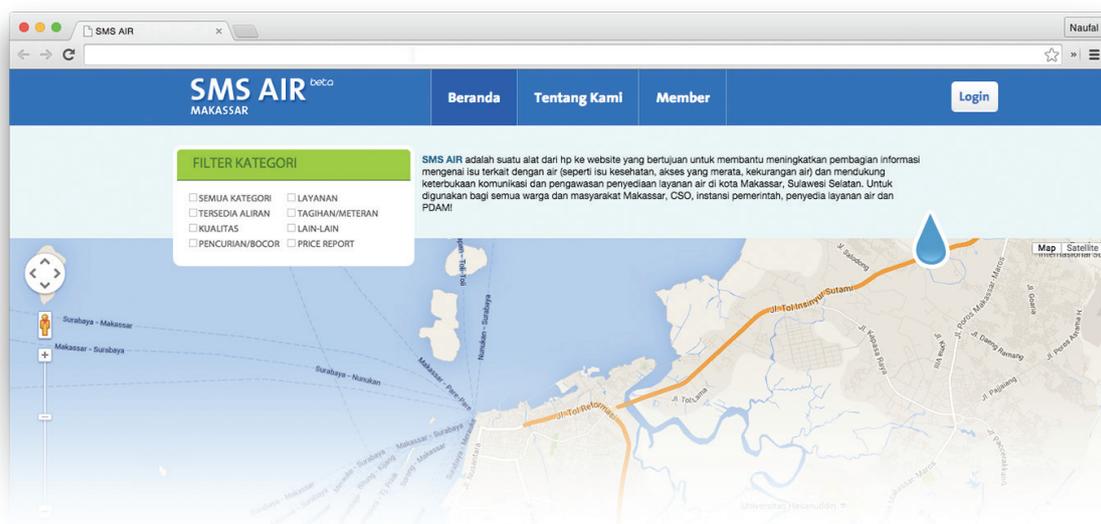
PSD 2 HTML Service

## Other Works



Bfit

PSD 2 HTML Service



SMS AIR

PSD 2 HTML Service

# Our Services

*Whether you need to create a brand or website from scratch, or you are looking for a design refresh, we are confident you will be pleased with the results. The services we offer are:*

## Design

- ▶ Logo and brand design and refresh
- ▶ Complete corporate stationery packs and brochures
- ▶ Website, app and digital design

## Development

- ▶ Complete website development
- ▶ Corporate software development
- ▶ Custom application development
- ▶ Computer Network Setup & Administration

## Promotion

- ▶ SEO setup and traffic monitoring/analysis
- ▶ Traditional print media advertising

*“ We believe that analysis of your company and your customers is key in responding effectively to your promotional needs and we will work with you to fully understand your business to achieve the greatest amount of publicity possible so that you can see a return from your investment.*

# Contact Us

*Feel free to contact us at any time convenient for you. No worries, we always give you an affordable and negotiable price for your digital needs.*

## Offline

### **Akafuri 25**

Ruko Duta Garden Square, E35  
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0822 1917 1919

## Online

### **Website**

[www.akafuri.com](http://www.akafuri.com)

### **Email**

[studio@akafuri.com](mailto:studio@akafuri.com)

### **Facebook**

[www.facebook.com/akafuristudio](http://www.facebook.com/akafuristudio)

### **Twitter**

[www.twitter.com/akafuristudio](http://www.twitter.com/akafuristudio)



*In Akafuri, great communication resulting in great products. And now the question is: What makes a communication great? Honesty and Humbleness.*



