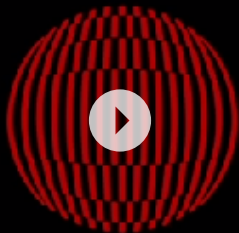




FORTUNA

WE ARE THE CREATIVE SOLDIERS OF FORTUNA

A full-service advertising agency that believes in strategical creative thinking and a good chemistry in partnership are the root to the creation of an undeniable brand.



Click To Watch
<https://youtu.be/Rdxa7U5WjGo>



**WE ARE THE CREATIVE SOLDIERS.
WE THINK AND FIGHT FOR YOU.
CHALLENGES EXCITE US.
CHANGES DON'T SCARE US.
WE BELIEVE SOLUTIONS CAN
COME IN MANY FORMS AND
TURNING PAIN POINTS INTO
BRILLIANCES IS WHAT WE STRIVE
TO DO.**



DJARUM
RAYAKAN
SYUKUR

**ASIAN
GAMES**

**COLORS
OF
ASIA**



**SEMEN
TIGA RODA**

**THE
MASTER OF
GENERATIONS**



Masterkokoh



**SEMEN
TIGA RODA**

**#MASTERNYA
DIRUMAHAJA**

“Stunning cinematography!”

Head of Marketing Team, Semen Tiga Roda

**SEMEN
TIGA RODA**

**WEBSERIES
BTS**

**SEMEN
TIGA RODA
WEBSERIES**



**PEGI PEGI
PEYUK!**



PERTAMINA

**ENERGI
PROKLAMASI
UNTUK
NEGERI**

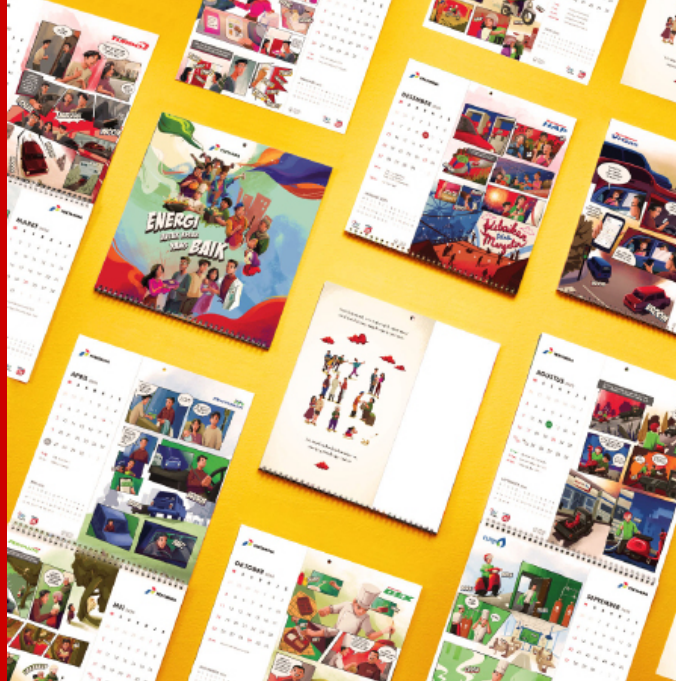




PERTAMINA

**HIJRAH
MERAIH
BERKAH**

PERTAMINA
ENERGI
UNTUK
KISAH BAIK



PERTAMINA

**ENERGI
BERNAMA
PERTAMINA**



PERTAMINA
TWELVE OF
PERTAMINA



PERTAMINA

**TEPIAN
KELANA
WEB SERIES**



PERTAMINA

**MERDEKA
KITA,
KERJA
KITA**



PERTAMINA
ENERGI
LUAR BIASA



PERTAMINA
LIKES
WEB SERIES



PERTAMINA
ENERGI
LUAR BIASA



[illegible]

HERBAKOF

KOFKOF
JANGAN
DISEPELEIN



HERBAKOF

KOFKOF
JANGAN
DISEPELEIN



HERBAKOF

KOFKOF
JANGAN
DISEPELEIN

Mulai KOFKOF #JanganDisepelein

In just 2 months time, Fortuna successfully brought significant changes in HerbaKOF Brand, through creative strategy and implementation starting from the initial stages of HerbaKOF's Campaign #JanganDisepelein to HerbaKOF's Instagram.

Campaign #JanganDisepelein

Through the title #JanganDisepelein, HerbaKOF wants to convey several messages, which are: **Do Not Underestimate Coughs** and **Do Not Underestimate Herbal Medicine**. Fortuna strategizes many different aspects of the campaign, namely KV, Video Digital, TVC, Activations, Challenges, and Collaborations. We localize the campaign name to make it more relatable, as HerbaKOF is one of Indonesia's Modern Herbal Cough Syrup.

Instagram Maintenance

Social Media Maintenance of HerbaKOF include several channels, namely: Instagram, Twitter, and Facebook. Fortuna is responsible to manage HerbaKOF's Instagram, while the content were also being mirrored on Twitter and Facebook. Through creative ways of Games, Templates, Quiz, Challenges, Collaborations, and Daily Posts.

Total of 630 increase in followers

6.702
followers

7.088
followers

7.337
followers

7.289
followers

01Mar - 31Mar

01Apr - 21Mar

21Apr - 28Mar



FORTUNA

Independence Day Games



PROBLEM

Celebrating Independence Day as Indonesian has always been a competitions. As it's one of the traditions that are with us since the yesterday, it has turned into our culture that happened once in every year. However, the current digital age has distracted younger generations to step away from real interaction, especially towards past traditions like this. Honestly, when was the last time you entered the competition and/or even celebrate the big day?

OBJECTIVE

Gathering the whole nation to spark back the pride of being an Indonesian by reminding them how exciting it is to join the classic Independence Day competitions. To make it even more compelling, we bring it on the media and/or device that they access all the time: their phone.

IDEA ★

An application that can make the whole nation experience and celebrate Independence Day in a new, fun way. By creating a digitized version of classic competitions such as "balap kelereng", "kerpet pinang" and "berik lombang", we will renew the enthusiasm for every people, once again making them proud to carry the spirit of nationalism.

**FORTUNA &
GOOD VIBES
BOTANICAL**



FORTUNA

Eid al Fitr



FORTUNA
Packaging
Design



BRI

BRImo



PR
=
source⁺
of publicity

**Act with Attitude.
Charm with Affection.**

No loudspeaker or fake promotions needed. We give attention and earn affection for you. Remember, as a wise man said, you don't get a second chance at a first impression.

CREATIVE
=
source⁺
of creation

**Creativity matters.
You matter more.**

We do more than key visual, TVC and radio script. What we do is enabling you through art and together, let's communicate in the language of creativity.

DIGITAL
=
source⁺
of likes

**More than
meets the eye.**

It's not only about gaining more likes and comments. It's more towards how we can amplify your brand's influence while also increasing brand loyalty and awareness



MEDIA
=
source⁺
of exposure

**Appear Near
and Clear.**

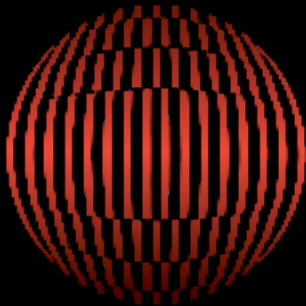
What's the point of being good without anyone noticing? Media brings your facts and information in front of the eyes of the whole world, putting you on the wheel of fortune.

ACTIVATION
=
source⁺
of interaction

**Live life
differently.**

As the "experience economy" burst into the mainstream with the rise of social media on-the-go, we give you a chance of a lifetime to ignite experience as the most advantageous channel for brands to tap in.





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