

CLAIM
FREE EBOOK
INSIDE

imaginasi

Stories worth telling.





WHO ARE WE

IMAJINASI is a **data-driven storytelling company** built on research and creativity. We help brands bring their **values to life** through **compelling stories** and **impactful visuals**. We **combine numbers with soul** that has shaped stories across Singapore, China, South Korea, and the United States. More than just a service provider, we are **your partner** in **supporting the needs** to enhance your brand's performance.



Graduating from Lasalle College of the Arts, Singapore, in 2009, Adhyatmika has directed films, series, and commercials for more than a decade. An avid reader and self-certified cinephile, he's an **expert in combining the arts of advertising and storytelling** to influence perception and impact brands' awareness.

💡 Highlights:

- A unique blend of award-winning filmmaker, Mika **won both international film festivals and Citra Pariwara** for Best Use of Digital Media.
- **Raised MSGlow For Men's brand awareness 33.8%** with a viral commercial video that was showcased at New York Times Square.
- Boosted Dettol's Ramadhan campaign with an **ad generating more than 21 million views**.
- Shaping PUBG Mobile brand perception in Indonesia through a cross-collaboration campaign with Bernadya.
- Guest speaker at RCTI, NetTV, TV One, and SEA Today and guest lecturer at Universitas Indonesia, AIESEC, and @america, **teaching the art of storytelling and sharing insights from the industry**

The way Adhyatmika combines creativity and strategy sets him apart. His skill is creating appealing images and linking them with brand goals—balancing artistic ambition with executional precision. His mantra: **Connection and engagement.**



MEET OUR FOUNDER



MEET OUR FOUNDER



Joshua Dwi has worked in production management for over a decade. He's constantly aiming to convey concepts with **clarity, precision, and passion to deliver projects within budget and timeline**. As a producer, Joshua contributes **consistency and creative ambition** to full-scale campaigns, production pipelines, and strategy boards.

💡 Highlights:

- Produced popular series including Ratu Drama (Vidio) and Cinlock: Love Camera Action (Netflix)
- Elegi Melodi—Nominated for Best Short Film at Festival Film Indonesia 2018
- The Flower and The Bee—Won Jury's Favorite at XXI Film Festival 2016

Joshua stands out due to his work style and background. Known for his ambition and discipline, he has a reputation for **balancing big-picture vision with an eye for detail**. A passionate barista and softball player, he **brings crews, directors, writers, and brands together** to achieve a common objective.



WHAT WE DO



DIGITAL ADS

Videos that can be displayed across social media platforms and pre-roll youtube ads.

- ✓ Wide distribution and format versatility
- ✗ High competition in crowded market

Suitable for startup & established brands looking to raise their awareness on various digital platforms.

starts from

Rp 100 million / 1 day shoot



TVC

Advertisements video that broadcasted on national television.

- ✓ Concise messaging with large-scale reach
- ✗ Limited & strict duration

Suitable for established brands aiming for national-scale promotion.

starts from

Rp 300 million / 1 day shoot



BRANDED SHORT FILM

Short film & series that conveys brand's values with emotional impact.

- ✓ Standout among competitors
- ✗ Product details may less emphasized

Suitable for startup & established brands seeking high engagement and high audience retention.

starts from

Rp 150 million / 1 day shoot

WHAT WE DO



COMPANY PROFILE

Comprehensive overview of a company's values, products, services, and messages.

- ✓ Delivers all key corporate information
- ✗ Less suited for mass consumer audiences

Suitable for B2B companies that want to showcase their identity and information.

starts from

Rp 80 million / 1 day shoot



DOCUMENTATION

Covers & highlights company events to provide marketing or internal benefits.

- ✓ Builds authenticity and brand presence
- ✗ Focused on awareness, not direct sales

Suitable for brands that want to inform internal and external stakeholders.

starts from

Rp 30 million / 1 day shoot



SOCMED MANAGEMENT

Integrated social media content production and management.

- ✓ Structured campaigns with long-term impact
- ✗ Awareness grows gradually, not instantly

Suitable for brands and personalities that want to enhance their online presence.

starts from

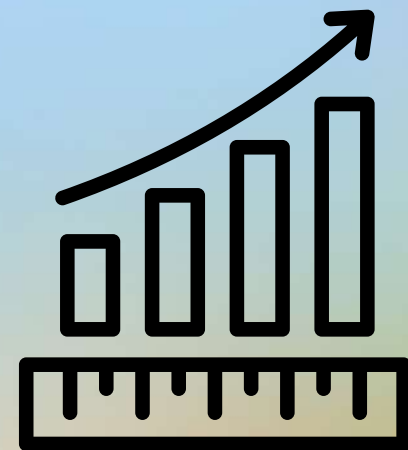
Rp 150 million / 3 months campaign

WHY US?



Research-Driven Approach

We start every project with solid research and thorough discussion with clients.



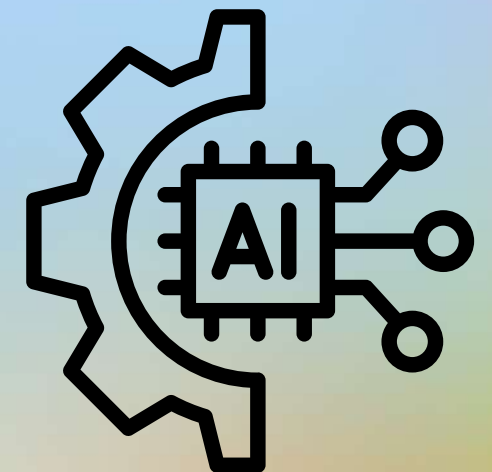
Measurable Results

From ads with 21M+ views to boosting client's awareness by 33.8%, our work delivers proven outcomes.



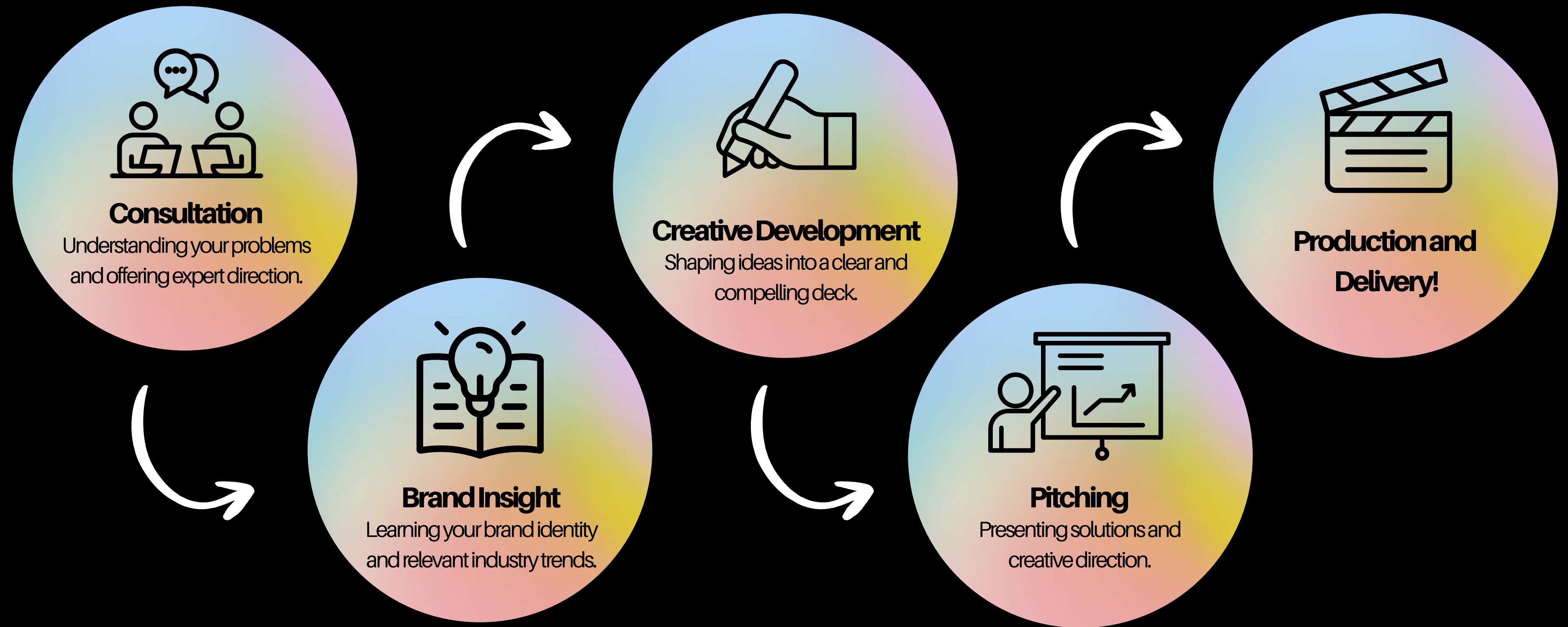
Strategic Pricing

Our pricing is structured to deliver maximum value, making every investment worthwhile



Big Data & AI Integration

We're using big data and AI insights to keep campaigns ahead of trends



OUR PROCESS

PORTFOLIO

BEAUTY AND SKINCARE



MS GLOW FOR MEN

DIGITAL ADS

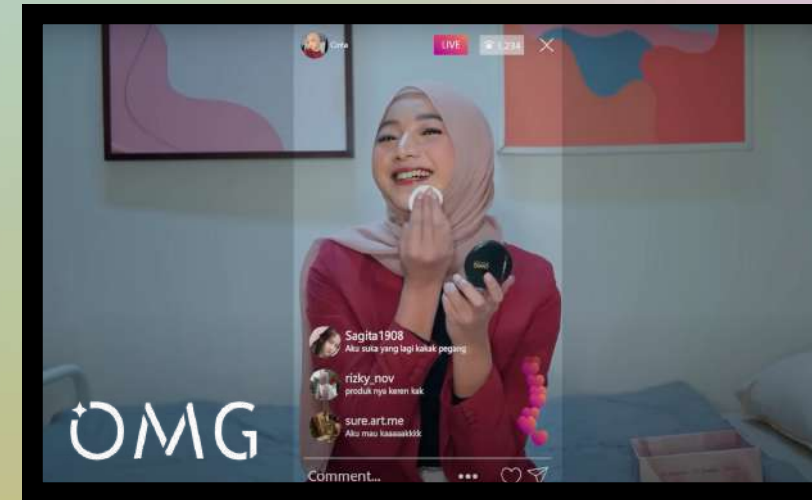
[watch here](#)



AVOSKIN

BRANDED SERIES

[watch here](#)



OMG

BRANDED SHORT FILM

[watch here](#)

APPS & MOBILE GAMES



PUBG MOBILE

DIGITAL ADS

[watch here](#)



PUBGM X BERNADYA

DIGITAL ADS

[watch here](#)



META OPEN ARTS

DOCUMENTATION

[watch here](#)

PORTFOLIO

PROPERTY



SINAR MAS LAND

COMPANY PROFILE

[watch here](#)



SUMMARECON

BRANDED SHORT FILM

[watch here](#)

FMCG



DETTOL

TVC

[watch here](#)

APPAREL



NIKE

TVC

[watch here](#)



SPECS

TVC

[watch here](#)

FINTECH



NETZME

DIGITAL ADS

[watch here](#)

PORTFOLIO

NICOTINE & TOBACCO



SAMPOERNA A MILD

DIGITAL ADS

[watch here](#)



SAMPOERNA AVOLUTION

DIGITAL ADS

[watch here](#)



AVOLUTION X RENDY PANDUGO

DIGITAL ADS

[watch here](#)

GOVERNMENT



PRAKERJA

BRANDED SHORT FILM

[watch here](#)

FOOD & BEVERAGE



MIRAI OCHA

BRANDED SERIES

[watch here](#)

NGO



WELL WORLD PROJECT

COMPANY PROFILE

[watch here](#)

CLIENT TESTIMONIAL

”

"Iklan terasa lebih hidup"

Banyak penonton yang gak sadar lagi nonton iklan karena dikemas jadi film pendek yang seru. Angka engagement dengan customer naik karena ada interaksi dua arah dengan penonton.



Nizar Umar

Paragon Corps, Indonesia

”

"5X higher engagement rate"

This was the first time our commercial actually changed perceptions. The comment section was flooded with people sharing how the video impacted them personally.



Chettan Shetty

McCann, Indonesia

”

"Flawless execution"

When coordinating production across countries, IMAJINASI delivered our campaign ahead of schedule with breathtaking quality – their global workflow is as impressive as their creative vision.



Gabriel Lin

Zeetrope, Singapore

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