




# **This is Our tale Credentials**



life  
imagine  
create

## **We Have Simple Mission**

**Life - Imagine - Create**

We want to GIVE LIFE to your brand, IMAGINE the dreams & possibilities to CREATE extraordinary things together.

# who we are

We are a creative branding agency with a passion for design and branding based in Indonesia.

We hope to live your story and imagination with high value for your brand to fulfill your needs.

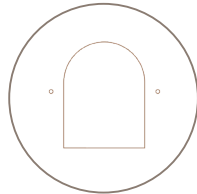




In the center, we see a seedling.  
That's your brand, awaiting  
its bloom.



Below, we see a hand. That's  
us, as we devote ourselves to  
see you grow.



Behind, we see a window.  
That's the outside world, full  
of wonders but harsh.

## Altogether, we see a bigger picture

A single continuous line that holds everything  
together, symbolic of eternal growth and  
prosperity.



**ourtale**  
life • imagine • create

## What Makes Ourtale Different

We are a creative agency with selected millennials who are well-versed in the digital world—in which we all find ourselves right now. We're not just here to help you rebrand or manage your company's social media. But we're also here to help you visualize your brand story and bring your brand to life—which we believe is hard to find anywhere else. We are here to connect you with the right people using our brand analysis data for your brand.



# what we believe

We believe that a business is nothing if it does not have goals. For us, our ultimate goal is to create an Utopia.

Utopia encourages people to make a difference in the world. It all comes down to imagining a better society—a fantasy that can free us from the constraints of established norms as well as provide insights into alternative ways of being and doing. It also helps us set goals if we translate our Utopian fantasies into living principles.

After all, we will never arrive at our desired future if we do not imagine it. Instead, the future will be shaped by people who imagined it but whose values differ from ours.



# UTOPIA

Our tale strategic frameworks

**U** - Unique   **T** - Thrive   **O** - Optimistic   **P** - Passionate   **I** - Ideas   **A** - Analyze



## **Unique**

With years of experience working with brands, startups, existing and established businesses, we have helped build a wide range of impactful brands. Our mission is to create a brand that is unique and holds its own position in the desired market.

## **Thrive**

We understand that adapting to the digital world is not something that is easy for a brand. Therefore, we are here to help bridge your business into the digital world, and we are optimistic that with the right strategy, your business has a great opportunity to thrive.

## **Optimistic**

We are confident that with the right ideas and strategies, we can help develop and connect your brand to the digital world.

## **Ideas**

We are here to listen, and support your idea, and help you to connect deeper your ideas to become real.

## **Passionate**

We believe that anything done with passion will yield the best results. With a team full of millennials who are passionate about their work and know a lot about the digital world, we can help you and your brand achieve the most in the digital world.

## **Analyze**

What's the point of a good idea, brand, or strategy if there is no solid and valid data? We are here to assist you in analyzing your business and making it easier for your brand to compete in the digital world.



# What We Do



**We'll do whatever it takes to get your brand the attention it deserves**

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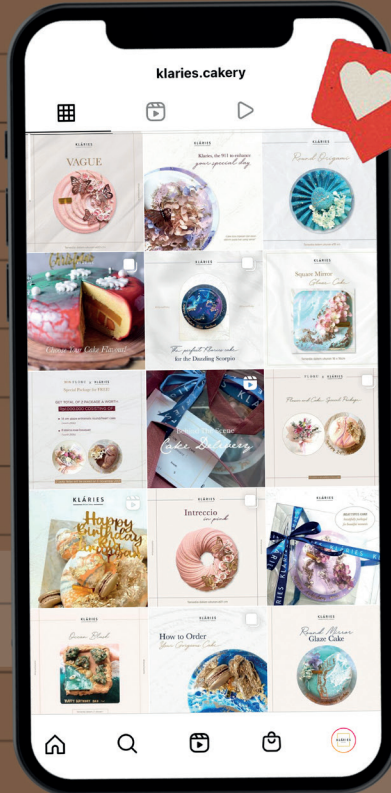
- Branding
  - Social Media Management
  - Photography
  - Videography
  - Marketing Strategy
  - Ads Management
  - Web Development
  - Reels and Tiktok Management
  - Campaign activation
  - Digital plan profiling
- 



Whisky enthusiasts,  
we have a serious question for you.

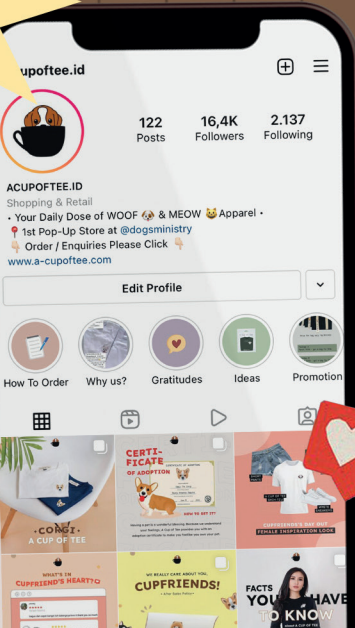
(Nouns for whisky)

- A nip of whisky
- A toot of whisky
- A dram of whisky
- A whisky



# Social Media Management

Attractive, eye-catching visuals increase brand awareness while an effective content program pushes you ahead of the competition.



Ask me a question

Type something...

# Aa.

# Branding

## Identity

Through branding, we give your products and services a meaning to creating and shaping a brand in the consumer's mind. We help your products and services to have some special place in consumer's minds and will always be remembered.

# Photography

We capture your brand as an identity: unique, full of personality, and aesthetically pleasing. From F&B to beauty products or people like you and me. Capturing the moment from all angles.

# Videography


Movement adds another dimension to a frame. Strategic staging allows for just the right amount of abstraction while delivering information to an already enthusiastic audience.





# **Marketing Strategy**

We help you to analyze, plan, develop and execute marketing tactics to gain and maintain a substantial competitive edge and customer loyalty.





# Ads Management

Say what you've been trying to say. We'll spread it around. Our extensive ad network precisely targets the right audience and generates high-quality traffic.



# Web Development

Our team produces web pages that tell a story with beautiful yet intuitive design encouraging interaction and conversion.



# Reels & Tiktok Management

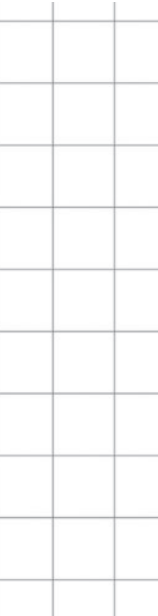
We are here to assist you in providing ideas for your Instagram reels and TikTok, such as storyline reels, copywriting, photography and videography directions, popular songs to use, and the editing process.



# Digital Planning



we help you find your position in the market, and help direct the things you should do with your brand in the future, by providing a reset and also a digital plan for your brand that can be your guide





# campaign

We assist you in developing great ideas for your brand campaigns, such as campaign ideas, photography and videography inspiration recommendations, and other relevant matters.

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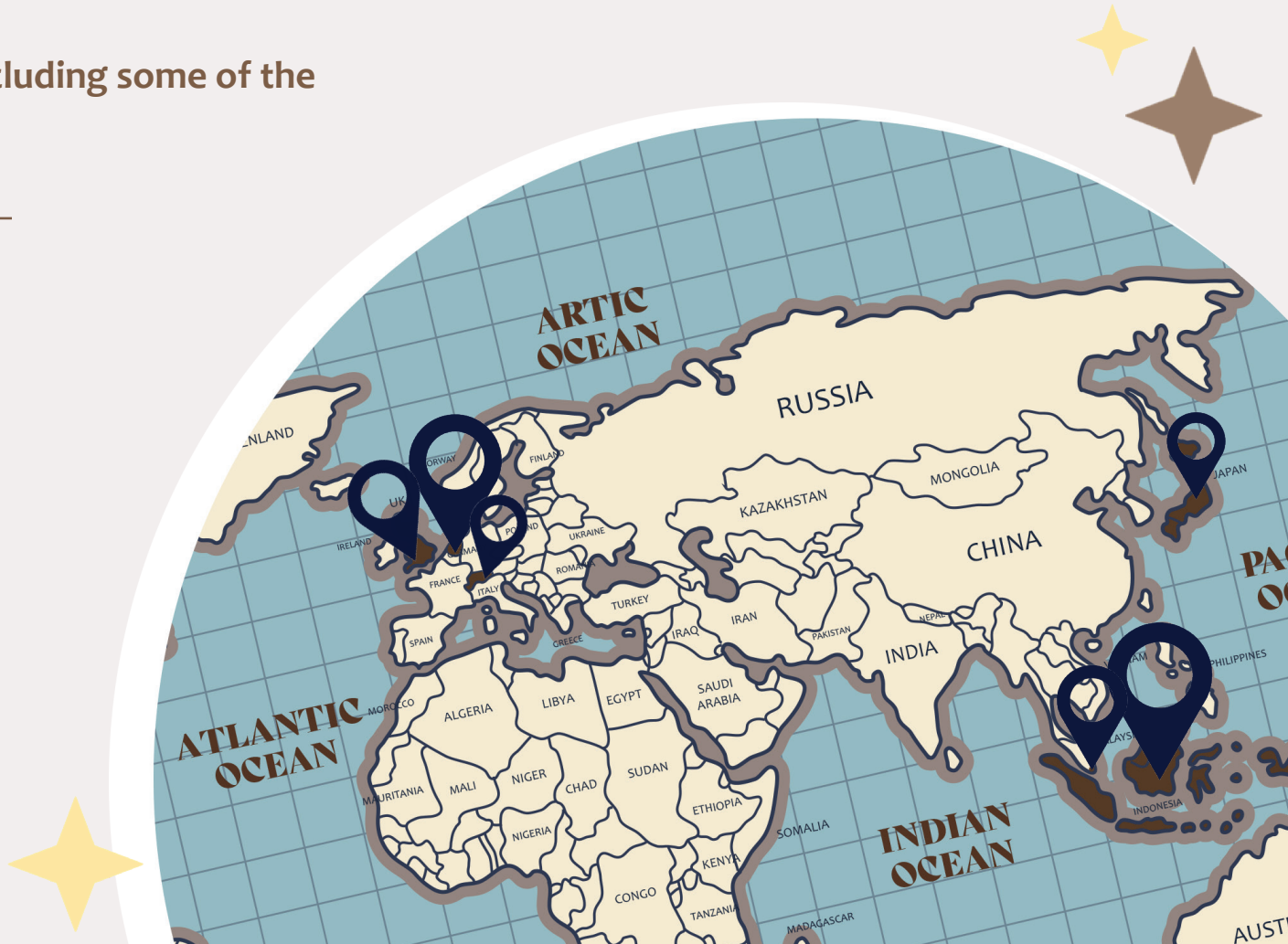
# Our Achievements

We have worked with 50+ brands, including some of the world leading brand in their industry.

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We have handled brand from  
6 countries.

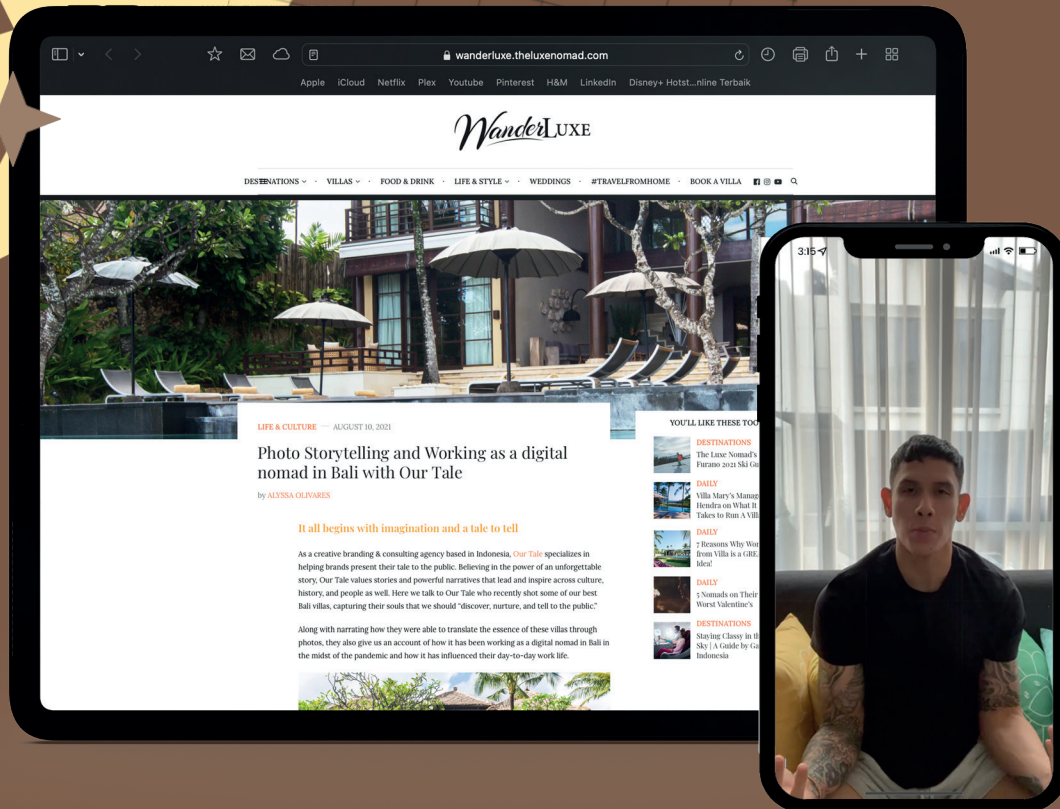
Netherland  
UK  
Swiss  
Singapore  
Japan  
Indonesia



# Our Achievements

We are grateful to have been covered by one of the international media and had the opportunity to help business growth and collaborate with big public figures in Indonesia.

and we are grateful that we have worked together for the world's largest companies that have become market leaders in their industry.



# OUR CLIENTS

- 2020

3Christi  
FROM SWITZERLAND

LOV & LAV  
FROM SWITZERLAND

ÉTONNANT  
FROM SWITZERLAND

SUNNY  
SUNDAY  
FROM SWITZERLAND



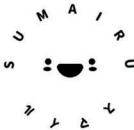
THE SINGLE CASK  
UNITED KINGDOM



THE SINGLE CASK BAR  
SINGAPORE



Les Femmes  
BAGS AND SHOES



KOPI  
JABIRA



add.on



# OUR CLIENTS

THE LUXE  
NOMAD

Folladé  
especially made for the every you



KLÁRIES  
*Artisan Bakery*



Meliana Liu



IGNIS

Lee//erra



استطرفة ظلمة  
ظلمة

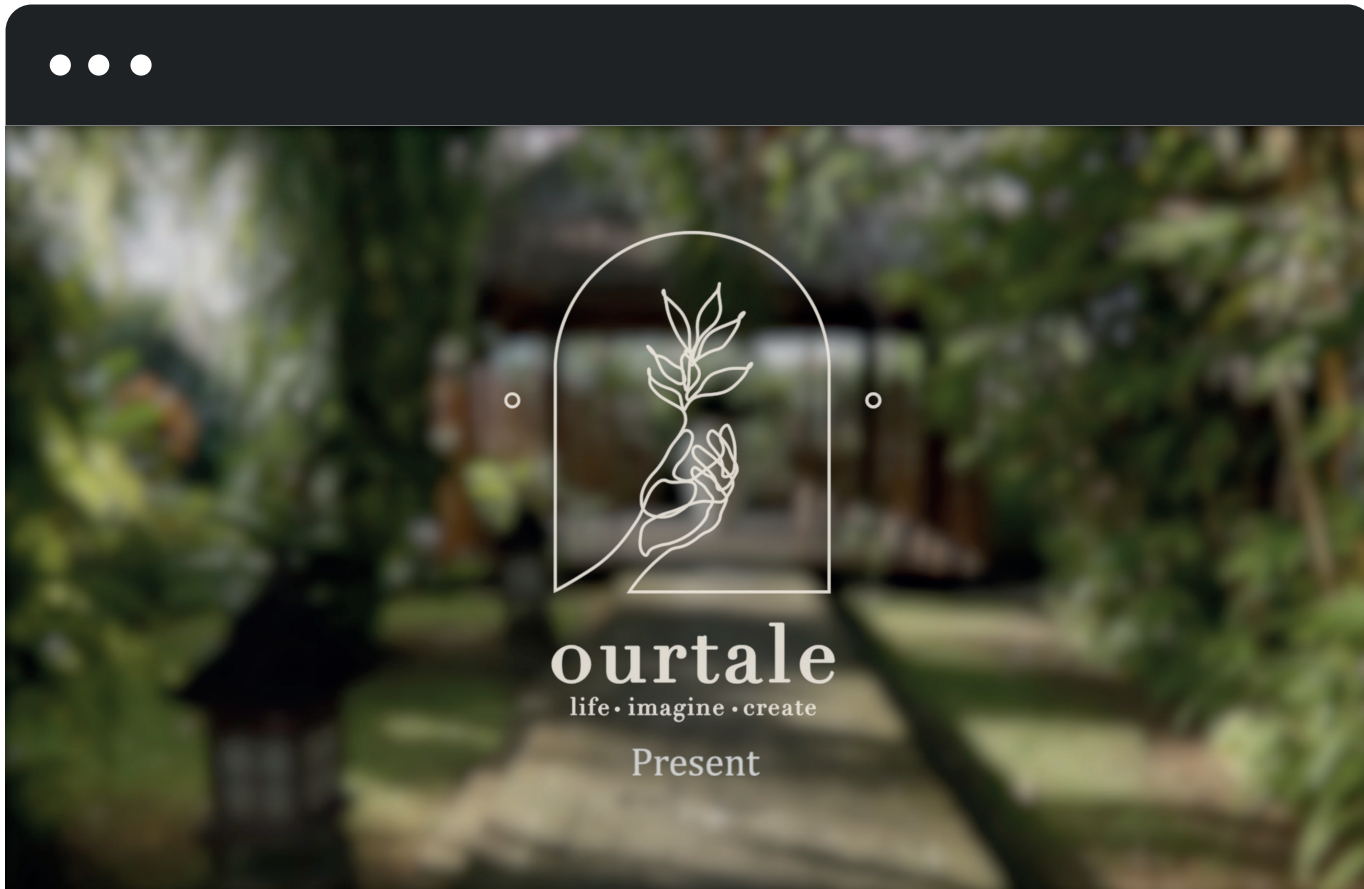
MOVENA



DRZSIM  
닥터 스킴







<https://www.instagram.com/tv/CPNMNx4JhUP/>



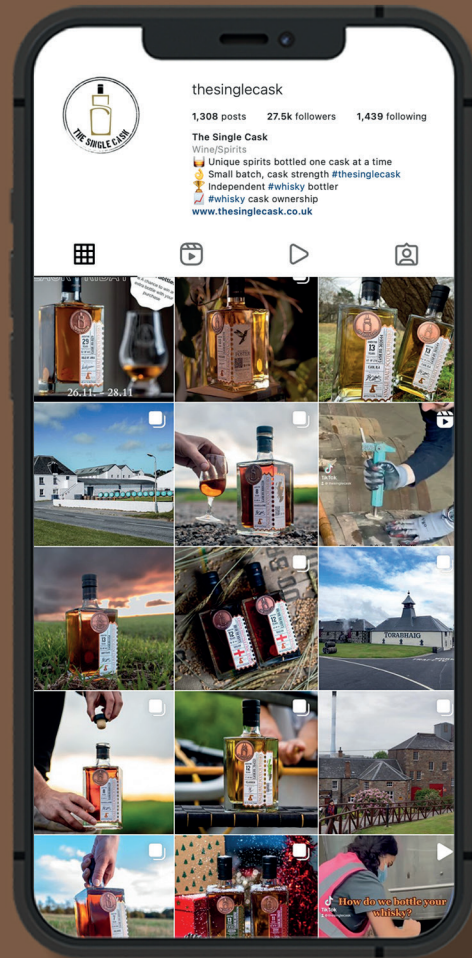
# The Single Cask

The Single Cask bottles unique spirits one cask at a time.

We search hard to find exceptional single malt whisky, Irish Whiskey and American Bourbon.

We're here to get these single cask releases into Whisky-lovers, hands

igital Asset Management





Let's have some quiz about this whisky tasting notes!  
For the nose :

A. Frostes cereal and spicy licks cinnamon  
B. Enrico resins, and white wine  
C. Lively and robust

Where to Purchase Our Work of Art in A Bottle?








Go to our website, for purchasing our Scotch and Whisky Bottle!

<https://www.thesinglecask.co.uk/>

We sell unique spirits from cask to your glass!



We had some explanation about this classic Old Scotch Whisky! Have you tried it?





3 Things You Should Know About the Old Fashioned!

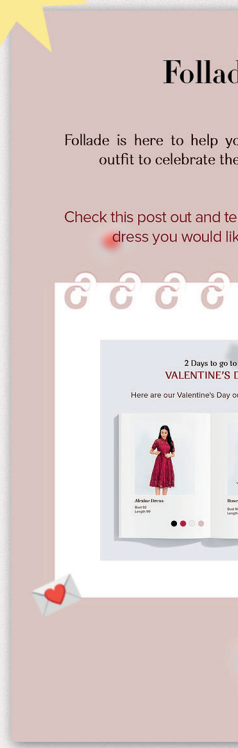
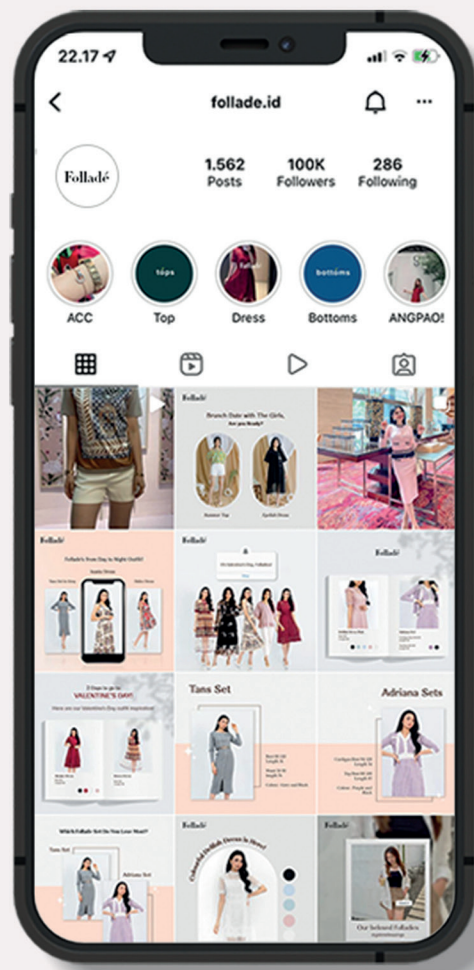
Or you already now about this?

# Folladé

Follade provides a comfortable, practical and stylish fashion for a lady.

It gives a casual, elegant, yet affordable style for all women.

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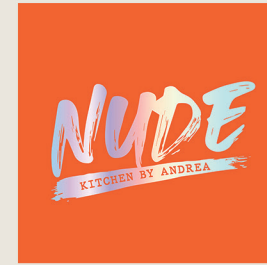
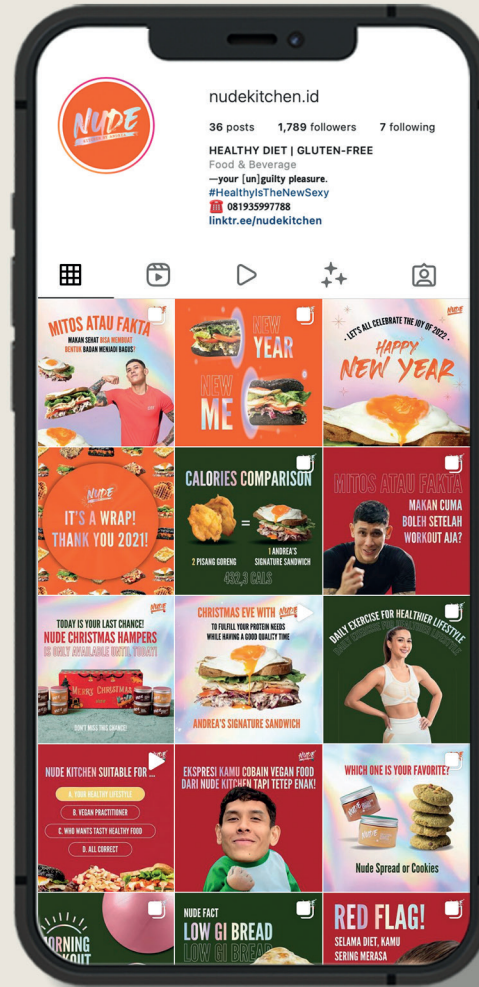


# Nude Kitchen

Nude Kitchen is a newly launch cloud kitchen designed for health-conscious individuals who value not only their daily calorie intake but also the enjoyment of eating itself.





Not only provides highly nutritious foods, but also foods that are easily accessible.

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#healthyisthenewsexy  
#yourunguiltypleasure

## Color Palette

Main Colour	Accent Colour
 #f15a22	 #ffffff
 Hologram	 #f00000

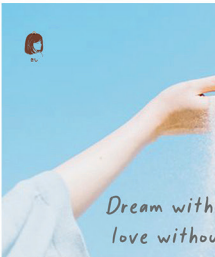
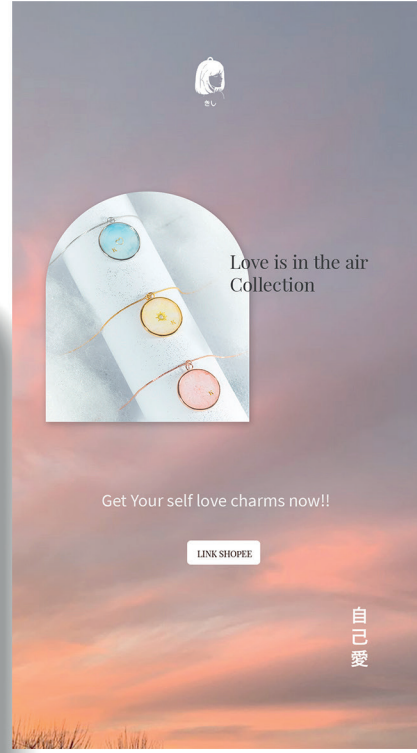
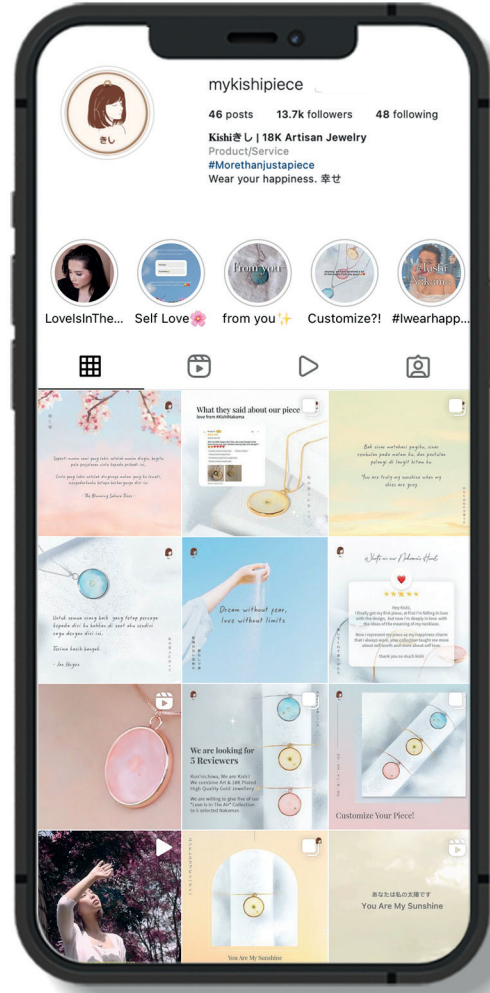
# My Kishi Piece

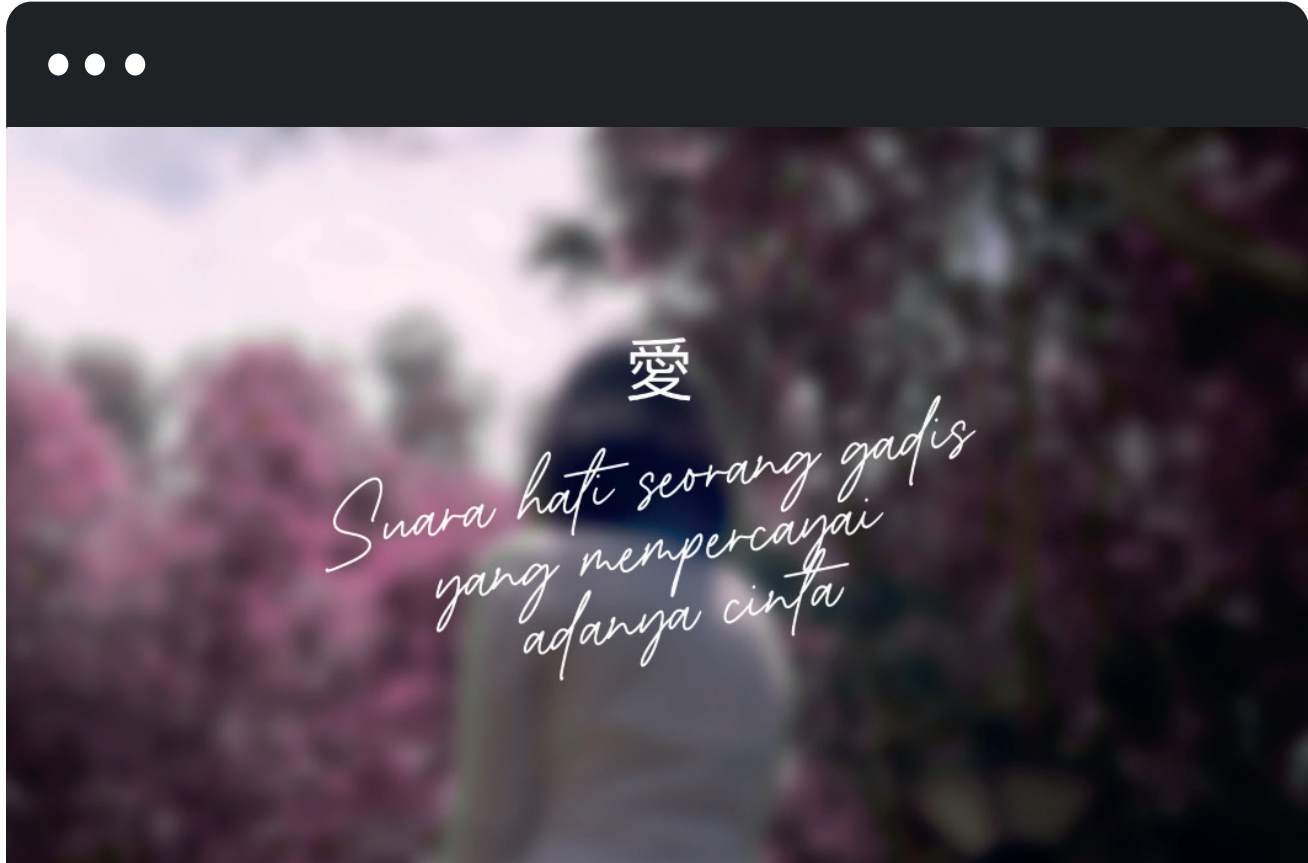
- We are #Kishi in Japanese, our name means ‘happiness to the earth.
- We are a proud Indonesian local brand that values every detail.
- On our pendants, we aim to capture the best moment of your life.

Each of our pendants portrays a different woman, each with her own unique personality and beauty. Each piece, like a woman, is handcrafted by artisans and is one-of-a-kind.

To make you feel special each time you put it on. We want you to feel precious and loved all the time as our #Kishinakama—like gold in a lifetime. Thus, we design our piece on an 18K fine gold plated pendant and necklace.

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<https://www.instagram.com/tv/CZWnm3mMB1K/>



**AND MANY MORE**

“My overall with Our Tale has been excellent. We were a team with a common goal. From setting up an effective marketing campaign to branding strategy, They handled The Single Cask with professionalism and humanity. “

-Ben Curtis, Founder Of The Single Cask UK

“Top-notch design and effective branding strategy, it has been a pleasure working with a passionate team such as Our Tale . Here’s hoping for Our Tale’s successful future !”

-Cindy C, Founder of The Single Cask Bar Singapore

“The service has helped my business in branding, content creation, and design that boosts customer engagement. They are not afraid to adjust their strategies to suit my input and vision and are committed to making the best out of our time together. “

Anna Liem - Founder of Les Femmes

“We appreciated Our Tale’s collaborative approach to problem-solving. They took their time to learn about our brand and competently play up our brand’s soul in their campaigns. It’s really what we needed all this time”

Susiyanti - Founder of Naughty Accessories

# Testimonials

Our greatest satisfaction is knowing our clients are happy



Thank you · work with us · let's discuss ·

On  
the  
e