

**AN AGENCY  
FOR WHAT COMES**

**NEXT**

muse: /myōōz/

1. (in Greek and Roman mythology) each of nine goddesses, the daughters of Zeus and Mnemosyne (the goddess of **memory**), who preside over the **arts** and **sciences**.
2. a person or personified force who is the source of **inspiration** for a **creative** artist.

# An Intellectual Touch

To The Cultural Fabric.

Myooz is an independent branding & marketing agency that exists to solve problems through creativity and technology. We strategically turn products and services into experiences and emotions to build



meaningful brands that resonate with the world and inspire. But we don't stop there. We guide our clients to break through the noise and always stay beside them, so they can have a larger share of the future.

# Our Principles



## **Do It With Passion Or Not At All**

The only way to do great job is to love what you do. Committed in heart and mind, this is why we wake up in the morning!



## **There Is A Great Solution, Buried In Every Challenge**

Getting a big idea is not an act of inspiration, but rather one of discovery. Creativity can overcome almost any problem. We welcome your challenges and we reimagine your future.



# Leave A Mark On The World's Cultural Fabric

We are fanatic about about the  
world we live in. We create work that  
outlasts movements and trends and  
redefines culture.



# Sky Is NOT The Limit

We push our boundaries because that is what they are there for. We keep on reaching for higher heights and challenging what is possible.

# Philosophy

01. Big ideas win

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03. Authenticity over everything

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05. To be credible, first be interested

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07. The client makes the world go round

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09. Curiosity is the beginning of wisdom

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02. Simplicity is the ultimate sophistication

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04. Creativity without strategy is the slowest route to success

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06. Design creates culture, culture create values, values determine the future

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08. Technology is art

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10. Results matter

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# Team

We are all in this together.

We are a collective of creators, dreamers, and achievers from every corner of the world.



**GRIGORIOS NIKOLAOU**  
CEO & CREATIVE DIRECTOR



**JANKHALED MAHALLATI**  
CO-FOUNDER &  
CHIEF CLIENT OFFICER



**JODY TAYLOR**  
BUSINESS INNOVATION  
OFFICER

# People

Creativity is in our DNA  
and what we do always  
comes from the heart. We  
thrive through diversity  
and our distinctive spirit  
of innovation.



**EDDIE MAHALLATI**  
GLOBAL AMBASSADOR



**ALDI BUDIMAN**  
BRAND STRATEGIST



**SEBASTIAN SIAHAAN**  
GRAPHIC DESIGNER



**HANI FADHILAH**  
SOCIAL MEDIA MANAGER



**AJAY SIMON**  
SEM MANAGER



# Our Approach

**STAGE 1:** DISCOVERY

**STAGE 2:** RESEARCH

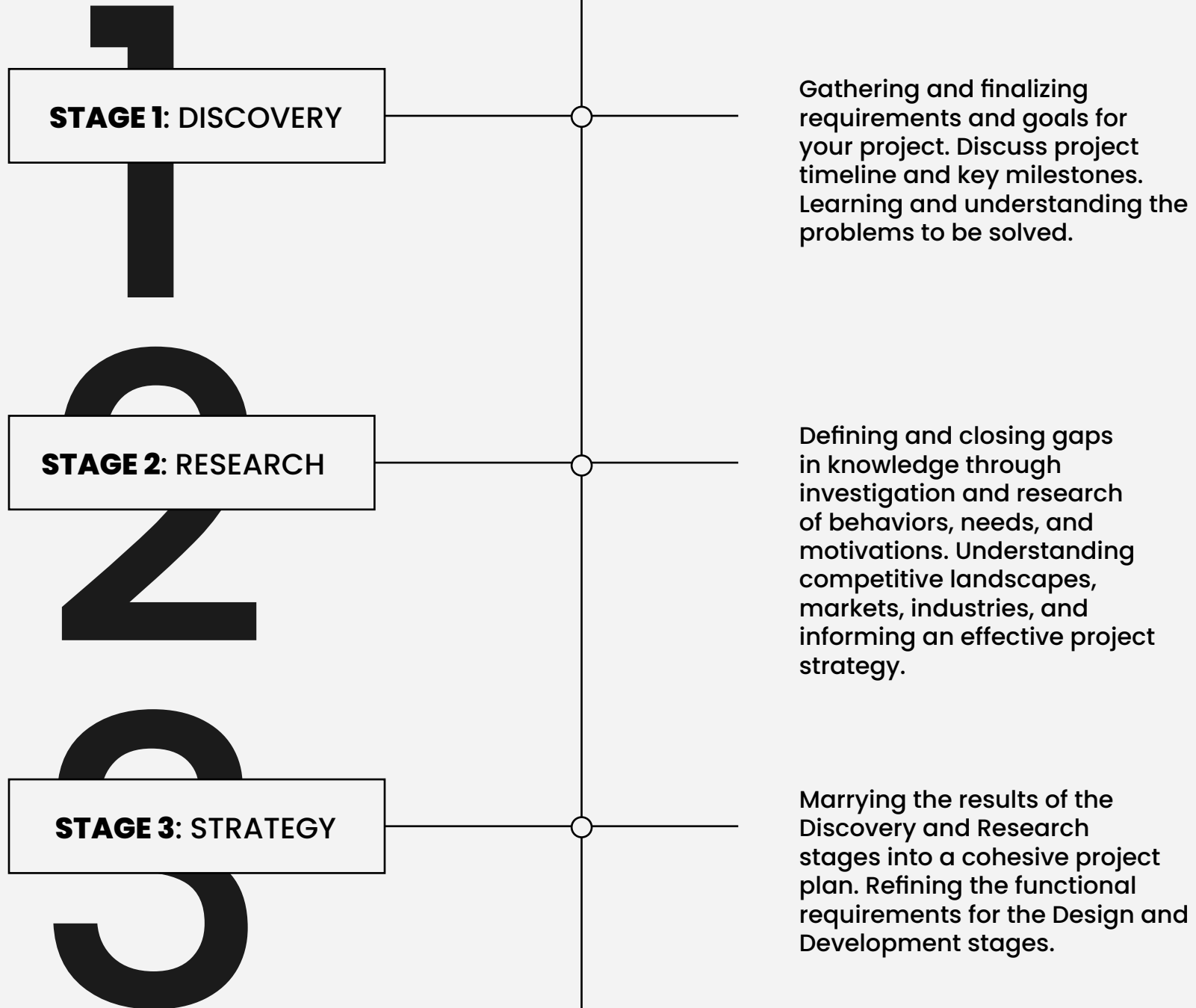
**STAGE 3:** STRATEGY

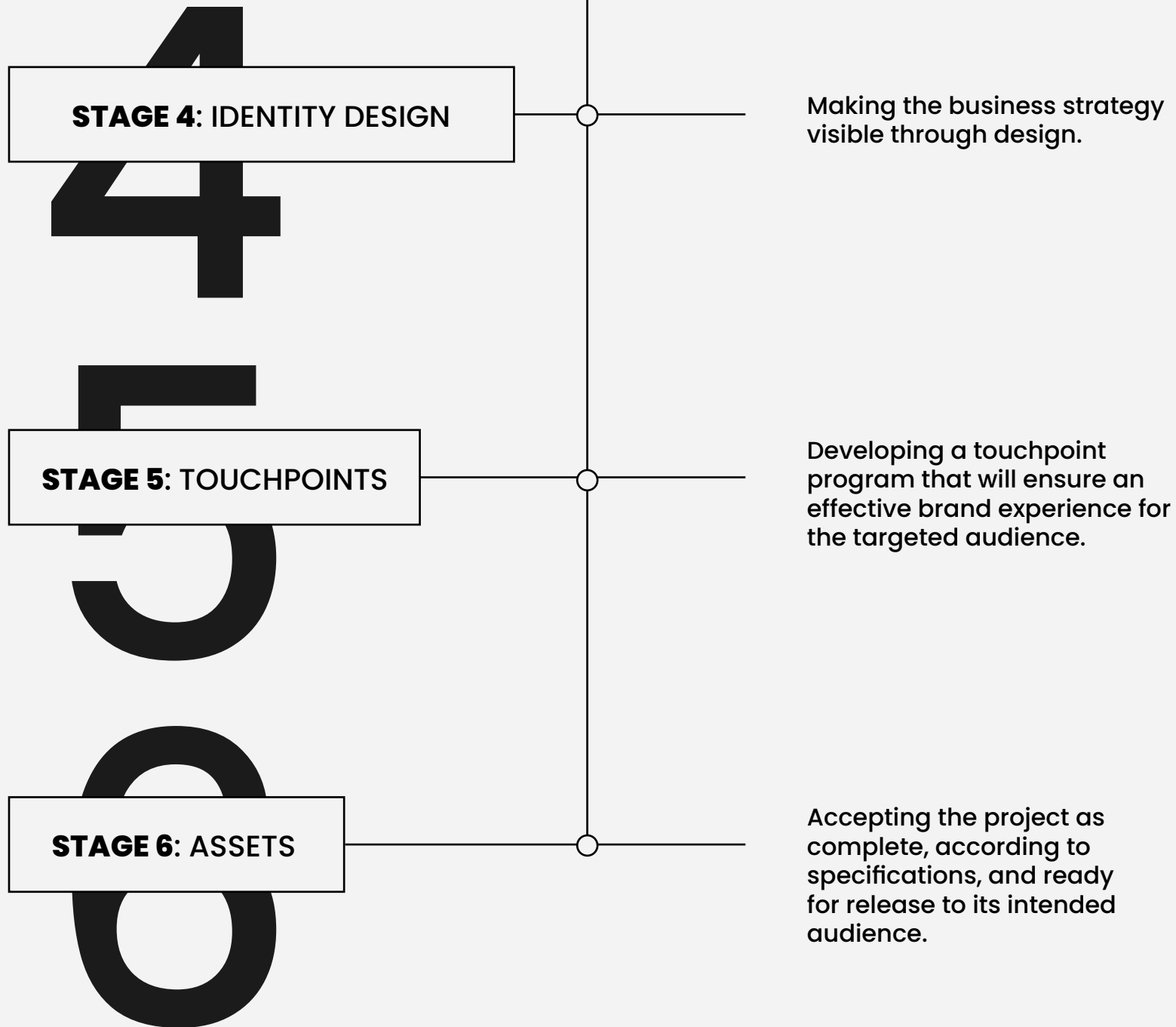
**STAGE 4:** IDENTITY DESIGN

**STAGE 5:** TOUCHPOINTS

**STAGE 6:** ASSETS







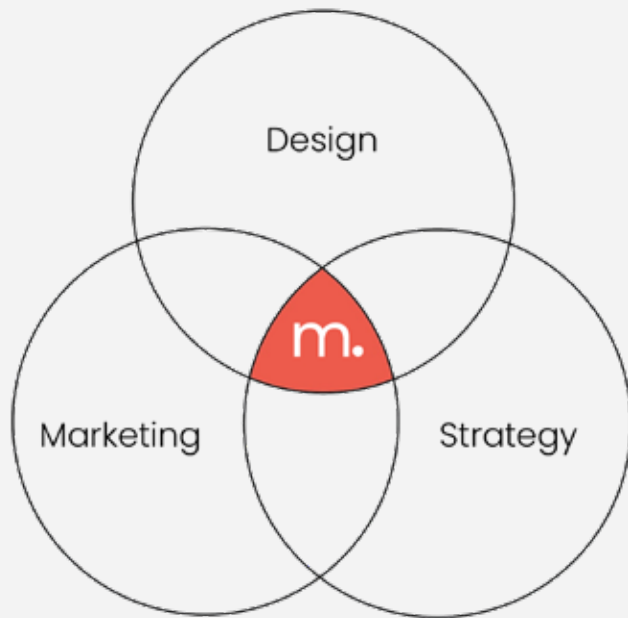
ideas may inspire but only action creates change. This is MJOZ in action

# CREATIVE**SERVICES**

Bring us your challenges,  
we'll reimagine your future.

# YES, WE CAN

CREATIVE**SERVICES**



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## Strategy

A skyscraper can only be built as tall as the depth of the foundation, so does your brands.

## Design

We're artists at heart and we believe in the transformative power of brilliant design.

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## Marketing

There is a multifaceted digital world that we all live in. To be seen in the digital age means you have to have a digital presence.

# Strategy

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## Design without strategy is just art.

Everyone's talking "intelligence" today but strategy is hard to package in a neat little box. As a brand strategy agency, we help you kick your marketing efforts into high gear. Our innovation methodology seeks to systematically survey and understand a given area of a client's business, identifying areas

of opportunity for great storytelling and communications. We take pride in our high-end problem solving, employing a distinct blend of analytics, creative thinking and multidisciplinary insights to ensure a competitive advantage for both fledgling and established brands.

### SCOPE OF WORK

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Growth Strategy

Brand Strategy

Innovation Strategy

Customer Experience Strategy

Data Strategy

Brand Audits

Competitive Analysis

Research

# Design

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**Despite being cautioned  
not to judge a book by  
its cover, we all do it  
every day.**

Our designers are creative to the core. They see the world in a unique way, finding patterns and beauty in places others often overlook, making connections between seemingly disparate concepts, and asking a lot of questions to get to the heart of client expectations and drivers.

We love turning ideas into thoughtful deliverables that aligns with a solid strategy and drive results. With a focus on fluid user experiences and beautiful design, we build brands that inspire and make a powerful and memorable visual statement.

## SCOPE OF WORK

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UX & UI Design

Brand Identity & Naming

Content Design & Copywriting

Business Identity Design

Brand Guidelines

Responsive Web Development &  
Design

Retail Environments

Packaging

# Marketing

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## Your story deserves to be told.

Marketing is becoming accountable for more than just dazzling creative and effective storytelling. We have developed a framework to help organizations map out a winning and coherent strategy for elevating the human experience and accelerating into a fully-owned digital future. With a focus on customer engagement, we

create immersive brand experiences and content that captivates, compels, and converts, across all communications touchpoints. We make brands matter by developing narratives that resonate with the right audiences, at the right place and time.

### SCOPE OF WORK

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Campaign Development

Communications Planning

Media Planning

Content Strategy

Performance Marketing

Social Media Marketing

Digital Advertising

Search Engine Optimization (SEO)

Search Engine Marketing (SEM)

Measurement and Reporting

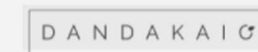
Testing and Optimization



## HIGHLIGHTED **CLIENTS**

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WHO WE WORK WITH:



Words may inspire but only action creates change. This is Myooz in action.

# CASESTUDIES

Words may inspire but only  
action creates change.  
This is Myooz in action.

# Mahallati Interior



LINE OF BUSINESS

Interior Design  
Manufacturing

## EXPERTISE

Brand Strategy

Brand Identity

Copywriting

Business Identity

Web Design

Social Media Marketing

Digital Advertising

Search Engine Optimization (SEO)

Search Engine Marketing (SEM)

## ABOUT THE PROJECT

Mahallati Interior is an interior design, manufacturing and production firm based in Bali. With 40 years of collective industry experience and a growing portfolio well known for some remarkable design achievements in Indonesia, the firm constantly challenges the traditional role of interior design in our lives. In a project focused on taking interior design to a whole new level, the Mahallati team engaged us to develop a powerful brand to enter the global market.

## RESULTS

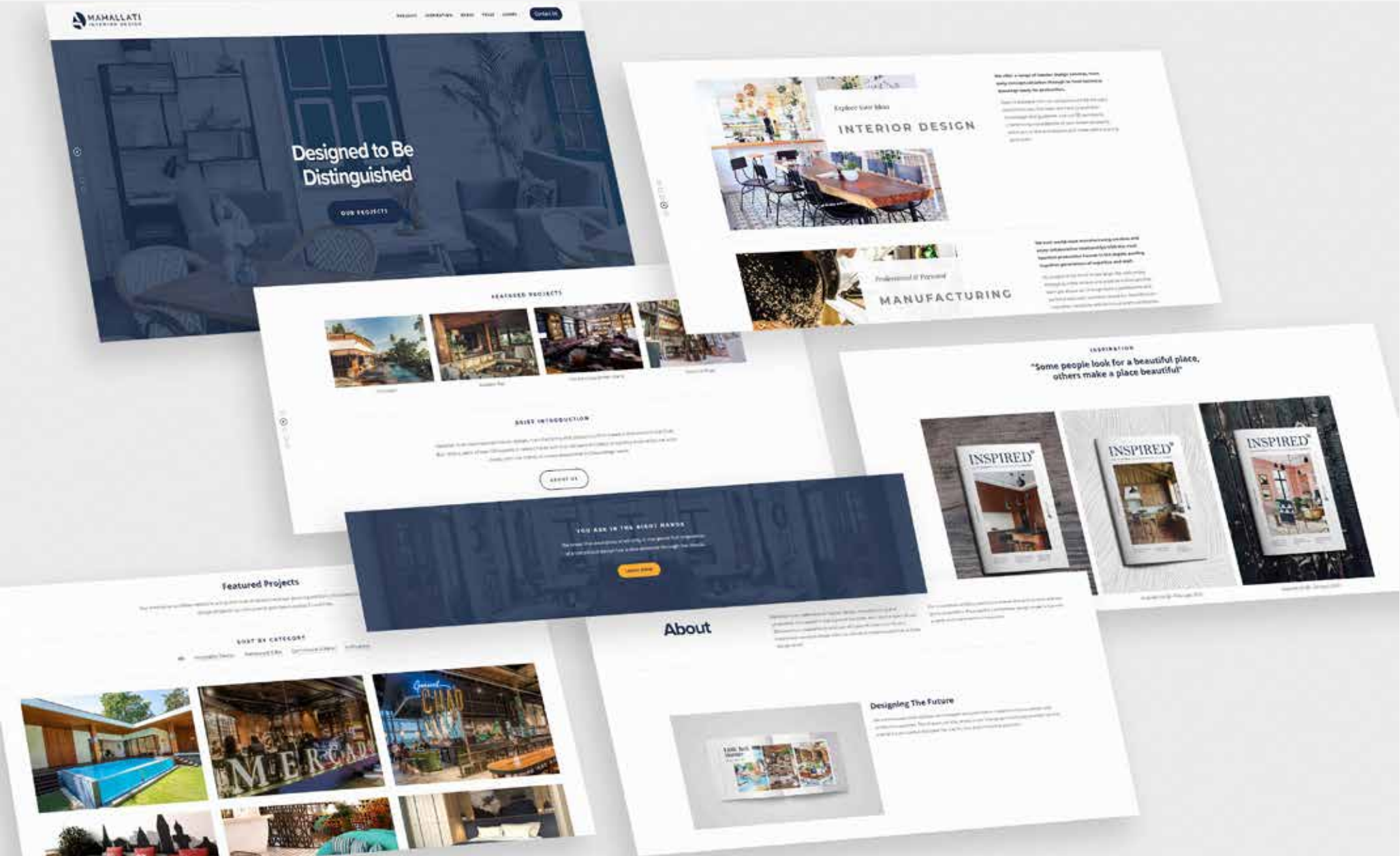
Knowing that this high-end firm would need stunning deliverables, our team crafted a seamless brand experience consisting of refined messaging paired with breathtaking visuals. The brand identity system is minimal, impactful and truly flexible to reflect the design philosophy of the company. Looking to capture the smooth interior design process experience in tangible deliverables, our team designed a brochure as physical presentation

that had a huge impact at client meetings. We also crafted every element of the website to be clean, soft, and indulgent, making the visitor feel more confident with every click. The end result of all the decisions our design team made is a brand that gives each visitor a taste of what awaits them. Now clients across the globe, turn to Mahallati interior for their exceptional interior design solutions.



# Creating a storehouse of **design** and **culture**



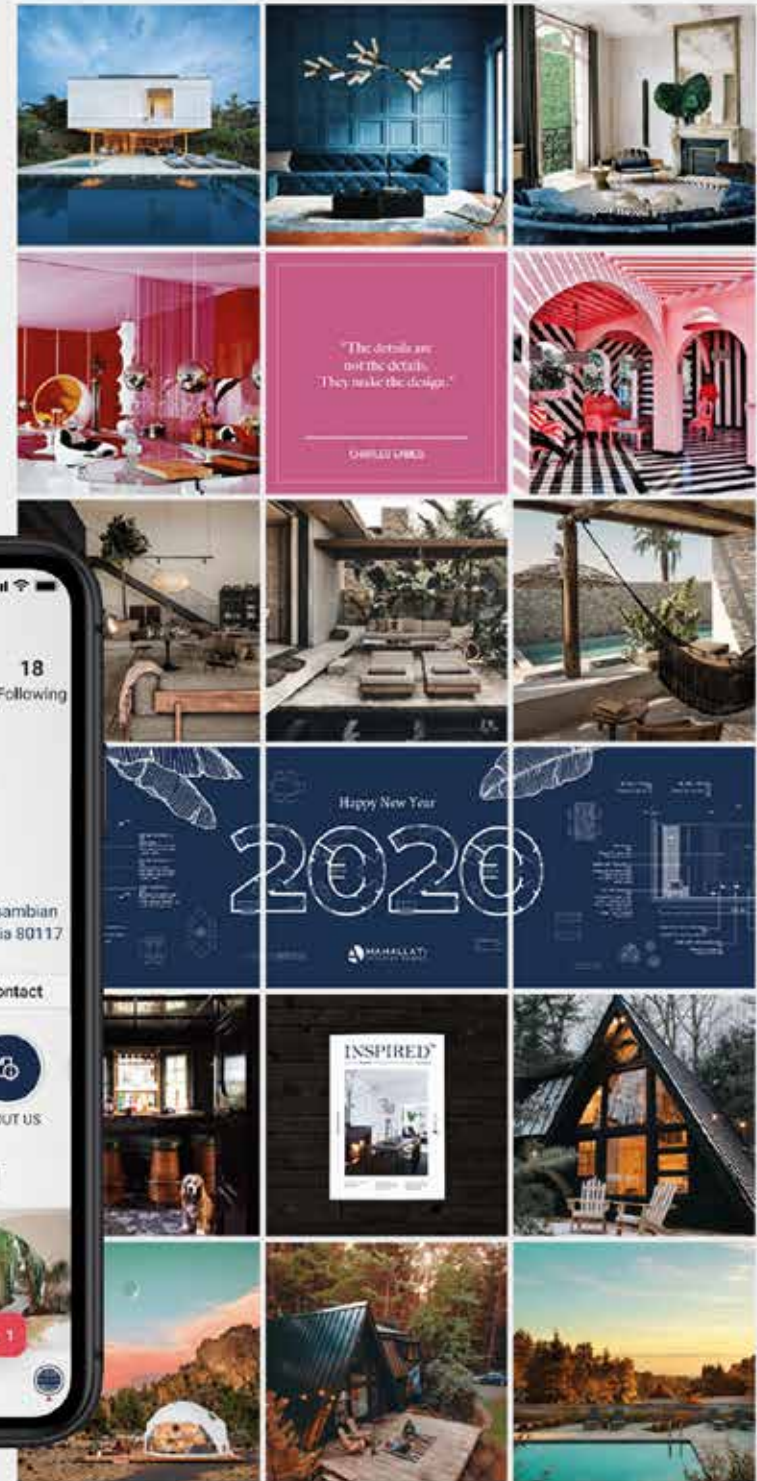




## Every Interior design tells a story



a living room





# Babi Bagus



LINE OF BUSINESS

Food & Beverage

## EXPERTISE

Growth Strategy

Brand Strategy

Brand Identity

Copywriting

Web Design

Social Media Marketing

Digital Advertising

## ABOUT THE PROJECT

Babi Bagus is a fast casual restaurant in Bali that serves babi guling (rolled pork), an iconic dish of the local culinary repertoire. What initiated the concept was the idea that many chefs have given the premium treatment to iconic national dishes like the burger, the pizza or tacos, but nobody had done that with this classic Balinese comfort street food. The Babi Bagus team engaged us to help them present a brand to the general public that is very approachable, stylish and fun while it remains original and faithful to the tradition.

## RESULTS

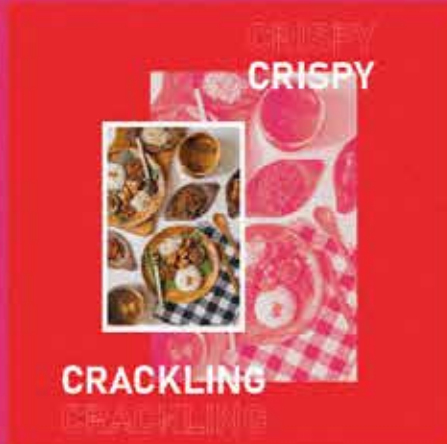
The restaurant is modern yet traditional and this was the cultural tension we set out to solve. The element that inspired our approach was this juxtaposition between the local and western culture that peacefully coexist on the island. We leaned into this duality with subtle cues in the design system. Brand elements are paired purposefully in contrast with one another to provide

emphasis as well as contribute to the feeling of the brand. The entire system leverages this concept of juxtaposition, from the name and the visual identity of the restaurant, to the stark differences on social media. The result was a well defined strategy that enabled Babi Bagus to successfully connect and reconnect with local customers and tourists.









We all **taste**  
through our eyes first

## Stories around the table





# Sasana



LINE OF BUSINESS

Fitness

## EXPERTISE

Brand Strategy

Brand Identity

Campaign Development

Content Strategy

Social Media Marketing

Digital Advertising

## ABOUT THE PROJECT

SASANA is a family sports center in Jepara that promotes growth in spirit, mind and soul. Above and beyond a sports center, SASANA is a social gathering based on the belief that everyone has the right to attain good health. The founders were inspired by a highly driven sense of mission and engaged us to create brand that will encourage people in any fitness level or social class, of any gender or origin to change and enhance their quality of life.

## RESULTS

Entering a market where people had not yet established the familiarity with daily exercise was a challenge. Our strategy was predicated on revolutionizing the perception of a sports center. We created a powerful identity system to communicate to a broad array of athletes, stretching from professional karate athletes to aspirant pregnant yogis, and developed a brand platform that defined their vision

and reinforced their ideals. We designed and produced a set of campaigns and social media content that brought the consistent brand message to the fore, each time varying the visual expression. Our goal of creating a system of real experiences to establish SASANA as a family where everyone belongs, was key to our success.















**SASANA** ★

# KUNG FU CLASS

TEKNIK BELADIRI PRAKTIS ALA KUNG FU

PENGENALAN KUNG FU & TEKNIK DASAR

**RP 25K**

**MINGGU 22 MARET 2020**  
09.00 - SELESAI

**BENEFIT : SNACK & SERTIFIKAT**  
**KOSTUM : BEBAS**

**USIA : PELAJAR & UMUM**  
**TRAINER : SHIFU INDIRA**

PUTRI : 0852 9044 9241 | SHIFU INDIRA : 085727480084 | SASANA : 08112688770

**SASANA** ★

# KELAS BARU

KELAS TENIS MEJA UMUM USIA BEBAS PUTRA/PUTRI

SETIAP RABU & JUMAT  
16.00 - 17.30

TRAINER :  
PAK ALBERT & PAK JAIF

**HARGA PERDATANG :**  
RP25.000  
90 MENIT

08112688770

**SASANA** ★

# PING PONG TOURNAMENT

**MINGGU 16 FEBRUARI 2020**

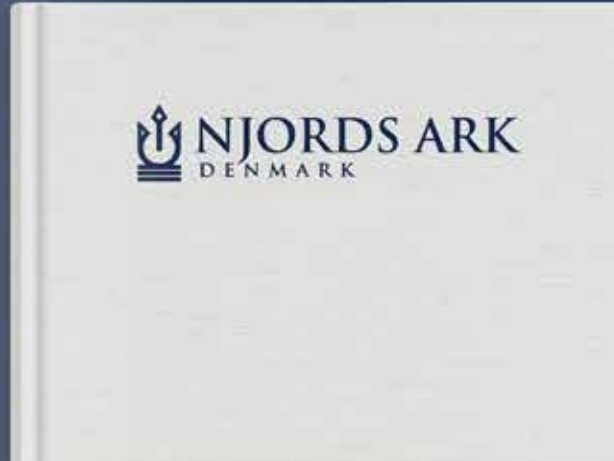
**TECHNICAL MEETING & PENDAFTARAN PALING LAMBAT**  
JUMAT 14 FEBRUARI 2020 | PUKUL 14.00

**PESERTA KELAS 8 (UMUM)**  
**REGISTRASI RP 25.000 PER ORANG**

**LOKASI : SASANA JEPARA**

JAMUL : 085226220734 | ALBERT : 085293753633 | SASANA : 08112688770

# Njords Ark



LINE OF BUSINESS

Furniture (Cruise Line)

## EXPERTISE

Brand Strategy

Brand Identity

Copywriting

Web Design

Social Media Marketing

## ABOUT THE PROJECT

Founded in 2019, Njords Ark is a Danish company that focuses on delivering high quality furniture to the cruise line industry. In a highly competitive market where trust is everything, the four young founders had the vision to make the company the most valuable and trustworthy resource for cruise furniture. Njords Ark came to Myooz to help evolve their brand to reflect and fuel their disruptive position in the industry.

RESULTS

In order to understand the cruise industry culture and further solidify Njords Ark’s position within it, we spent time with the founding team becoming well versed in their vision, their challenges, and their target audience. Through our findings, we identified opportunities that could greatly establish the brand as a trustworthy choice and facilitate the progression from newcomer to leader.

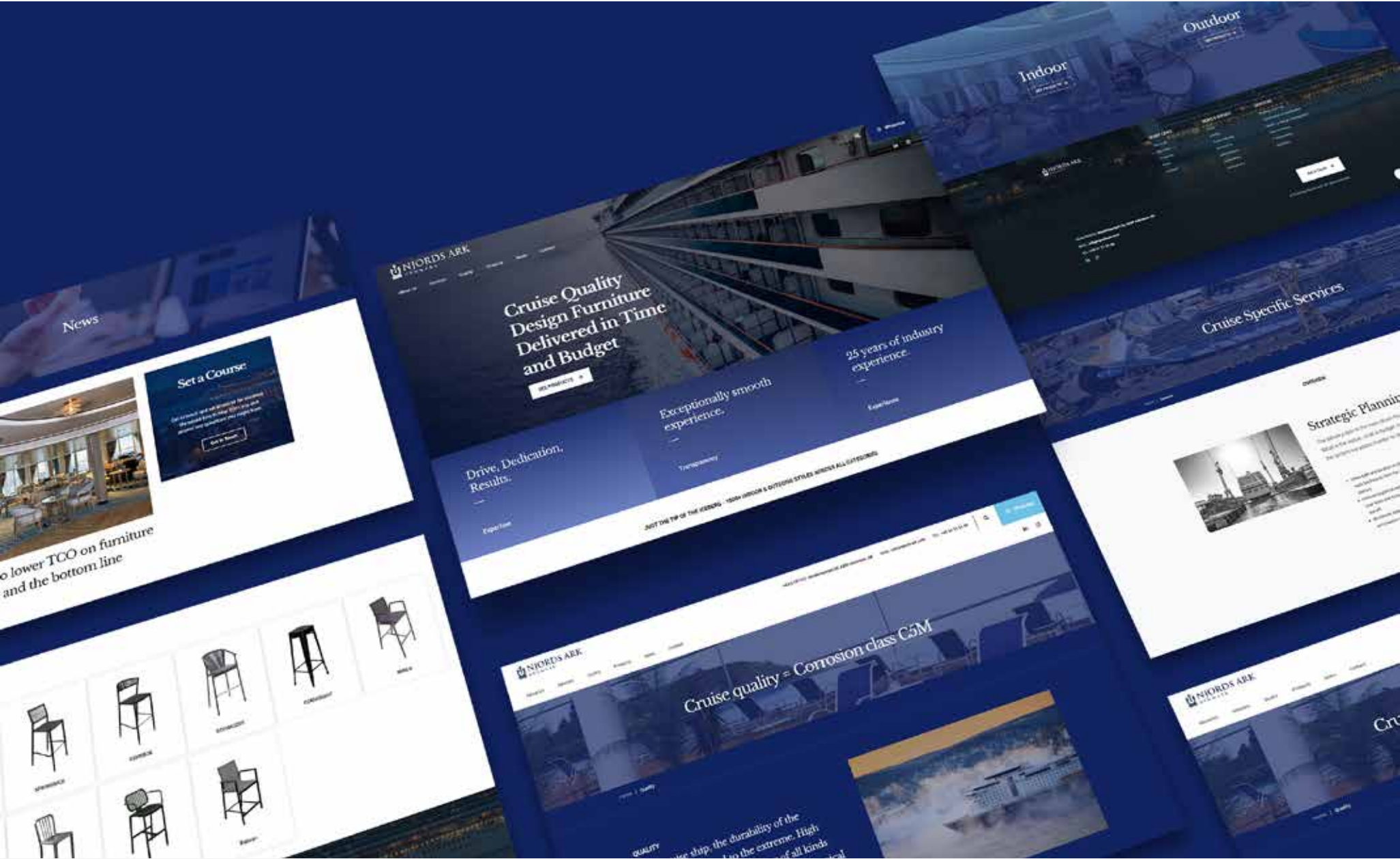
Through the creation of an innovative design system, from business cards to formal branded apparel, the visual storytelling brings

the Njords Ark’s mission and principles to life through a rich and differentiated narrative. We introduced a website with utilities and functionalities that create a unique customer journey and give customers a reason to engage with the brand more frequently and on a deeper level. We also overhauled content standards and guidelines to craft a branded aesthetic and voice that is professional, trustworthy but contemporary. The result is a strong brand that challenges the cruise line industry by encouraging innovation and constantly raising the bar.

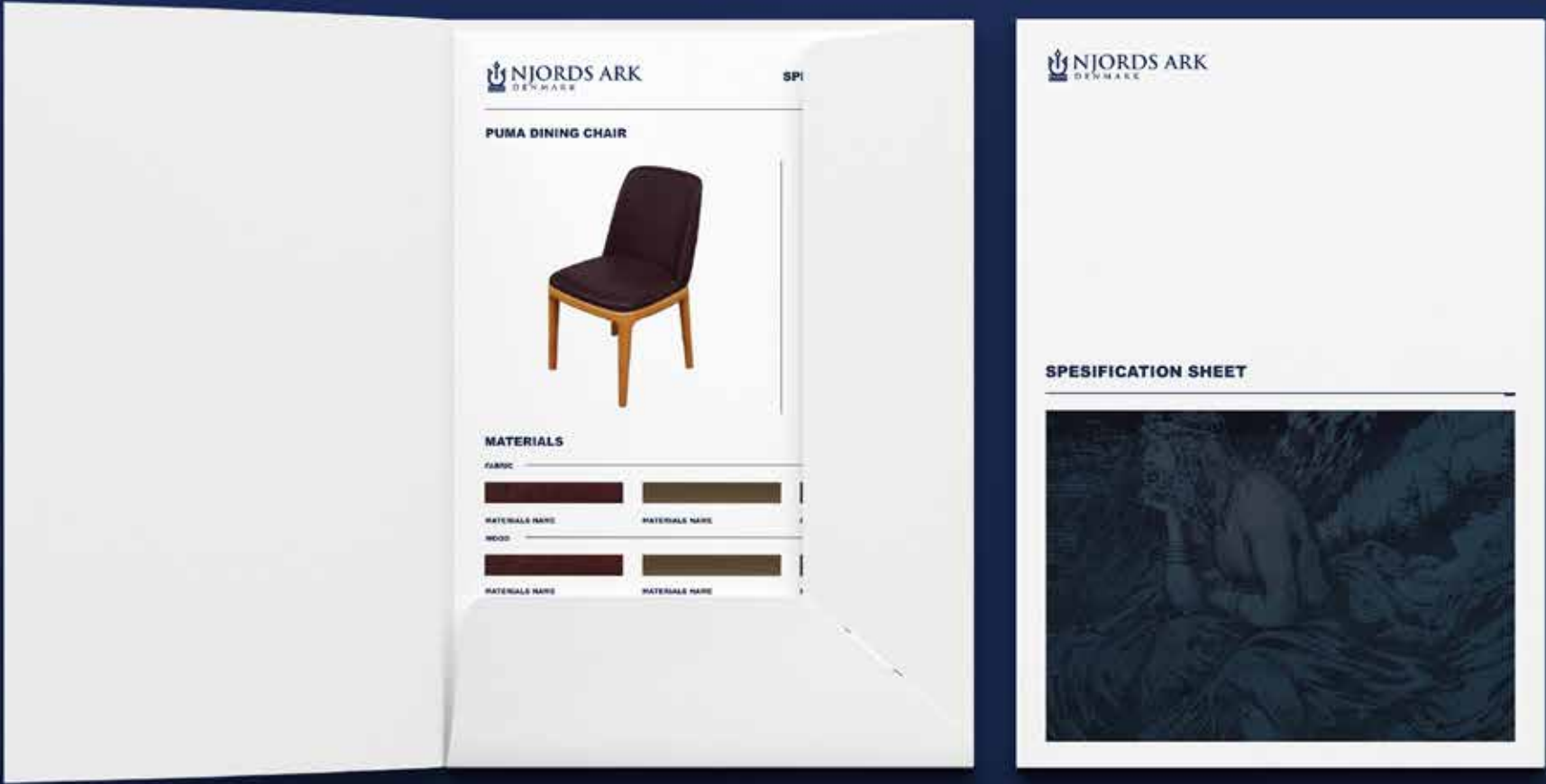












# The Factory Indonesia

THE FACTORY  
INDONESIA  
مصنع

LINE OF BUSINESS

Furniture (Cruise Line)

## EXPERTISE

Brand Strategy

Brand Identity

Copywriting

Web Design

Social Media Marketing

## ABOUT THE PROJECT

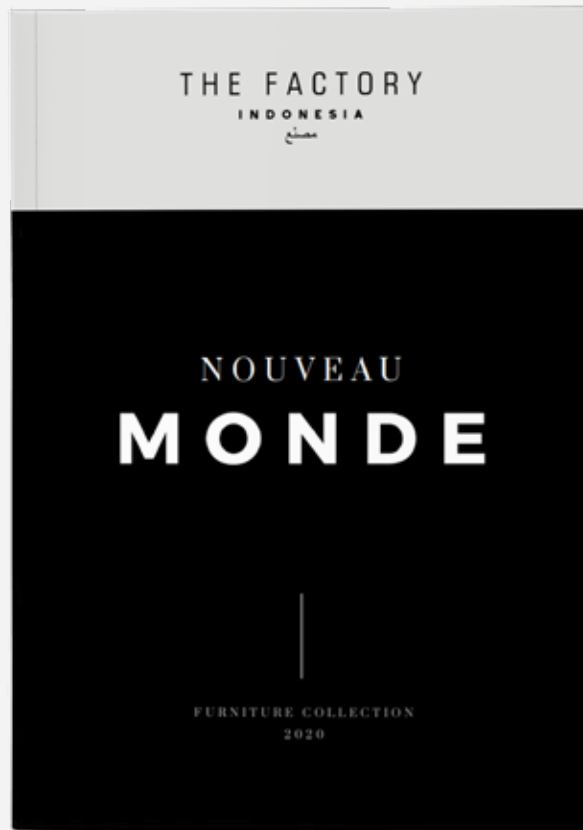
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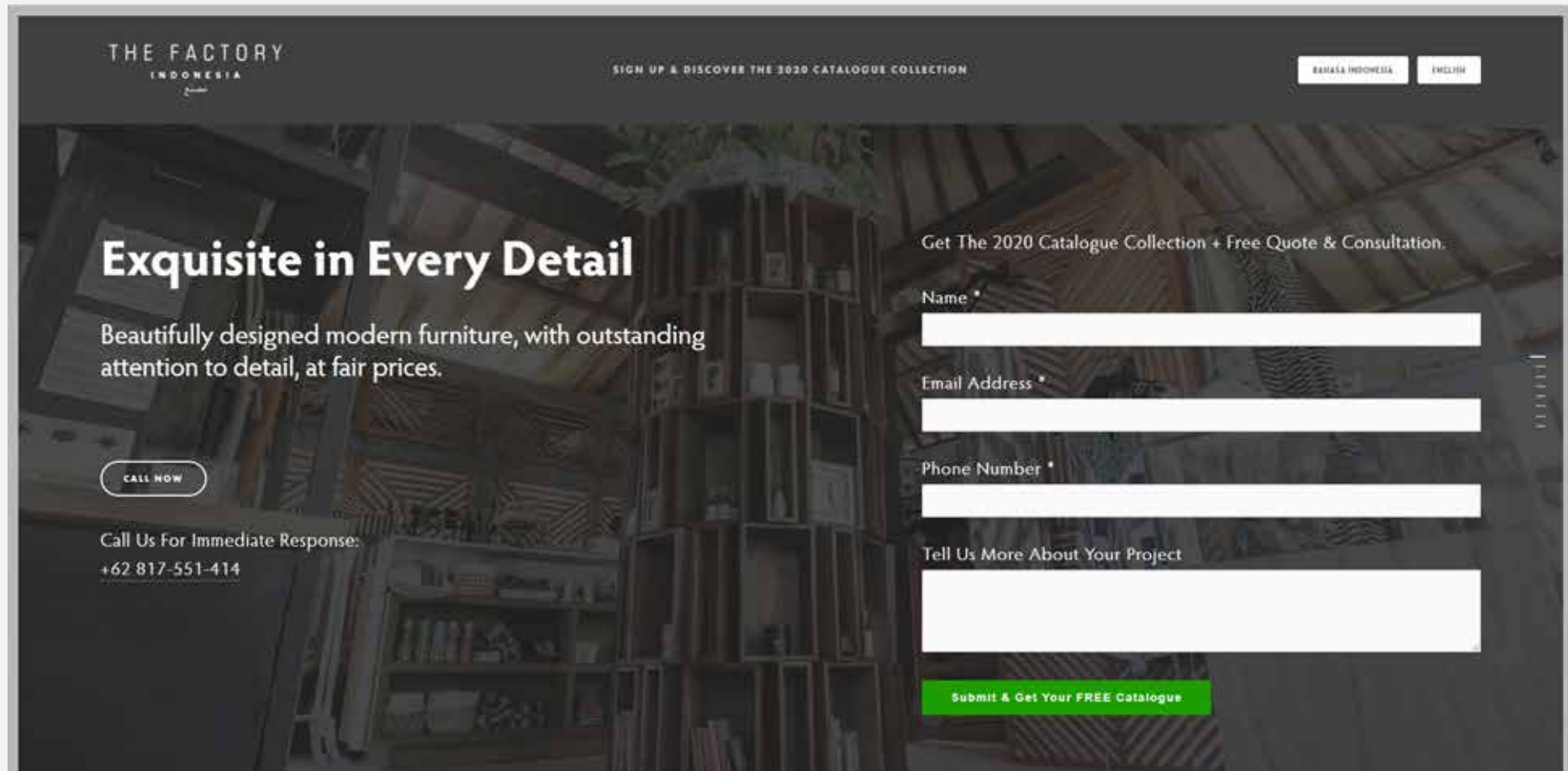
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The hero section of the website features a dark, atmospheric background image of a modern interior space with a large, multi-tiered wooden shelving unit. The text is overlaid in white and green. The top navigation bar includes the company logo, a sign-up link, and language selection buttons. The main headline is 'Exquisite in Every Detail', followed by a descriptive sentence. A 'CALL NOW' button is on the left, and a contact number is below it. On the right, there is a form to request a 2020 catalogue collection, including fields for name, email, phone number, and a project description, with a green submit button.

THE FACTORY  
INDONESIA

SIGN UP & DISCOVER THE 2020 CATALOGUE COLLECTION

BAHASA INDONESIA ENGLISH

# Exquisite in Every Detail

Beautifully designed modern furniture, with outstanding attention to detail, at fair prices.

CALL NOW

Call Us For Immediate Response:  
[+62 817-551-414](tel:+62817551414)

Get The 2020 Catalogue Collection + Free Quote & Consultation.

Name \*

Email Address \*

Phone Number \*

Tell Us More About Your Project

Submit & Get Your FREE Catalogue

## About Us

The Factory Indonesia is a design, manufacturing and export company. We provide bespoke furniture and deliver quality products to furniture wholesalers & retailers, interior designers, contract furniture suppliers and individuals across the world.

Danish Heritage  
Superior Craftmanship

The Factory Indonesia is rooted in  
the Scandinavian design tradition

Our DNA comes from a centuries-old heritage of furniture-making with commitment  
to excellence. Located in Jepara, the legendary woodcarving and furniture city of

Unique Design  
Unparalleled Quality



# Let's make something together.

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## Email

**General** : info@wearemyooz.com  
**New Business** : newbusiness@wearemyooz.com  
**Join Us** : careers@wearemyooz.com  
**Press** : press@wearemyooz.com

## Phone

**Call** : +62 811 980 6599  
**Whatsapp** : +30 694 883 3586

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## Address

Jl. Gn. Tangkuban Perahu No.303, Padangsambian Klod,  
Denpasar Bar., Kabupaten Badung, Bali 80117

## Hours

Monday to Friday  
09:00 – 18:00



[www.\*\*wearemyooz\*\*.com](http://www.wearemyooz.com)