



CREDENTIAL 2026

Core Services Credential

Five core solutions. One creative partner.

ABOUT US

Creating Experiences.

DNAF Creative is a creative marketing agency that helps brands connect with their audiences through experiences, content, communication, and digital solutions.

From creating memorable events and impactful booths to connecting brands with the right voices, amplifying stories through media, and building digital experiences — we bring strategy, creativity, and execution together under one roof.

One Creative Partner. Multiple Ways to Connect.



OUR JOURNEY

From digital advertising to integrated brand activation.

2018

Established as a digital advertising company in Indonesia.

2019

Penetrated strategic social media and design — social media maintenance and KOL management.

2020

Became an integrated marketing agency providing digital marketing, creative production, and ad network.

2025

Evolved our expertise into integrated brand activation, connective experience, creators, and digital solutions.

WHY DNAF

Five core solutions. One creative partner.

Creative Thinking

Ideas designed to attract attention and create meaningful brand experiences.

End-to-End Execution

From initial concept and planning to production, execution, and post-project reporting.

Integrated Capabilities

Multiple marketing capabilities working together to create a more connected campaign.

Audience-Centric Approach

We create communication that starts with the audience — not just the brand.

Reliable Execution

A hands-on team focused on delivering projects with attention to detail, timing, and quality.

OUR APPROACH

Five steps from brief to amplification.

STEP 01

Understand

We start by understanding your brand, objectives, audience, and challenges.

STEP 02

Strategize

We develop the right approach, concept, channel, and execution plan.

STEP 03

Create

We turn strategy into compelling creative ideas and tangible experiences.

STEP 04

Execute

Our team manages the details and brings the idea to life.

STEP 05

Amplify

We extend the impact through content, KOLs, media, and digital touchpoints.

OUR SERVICES

Five core solutions. One creative partner.

Click any service to jump to it.

01

Event Management

Creating experiences people remember.

[View service →](#)

02

Booth Production

Turning spaces into brand experiences.

[View service →](#)

03

KOL Management & UGC

Turning influence into authentic conversations.

[View service →](#)

04

Media Release (PR)

Turning stories into media attention.

[View service →](#)

05

Website Development

Turning digital presence into meaningful experiences.

[View service →](#)

Event Management

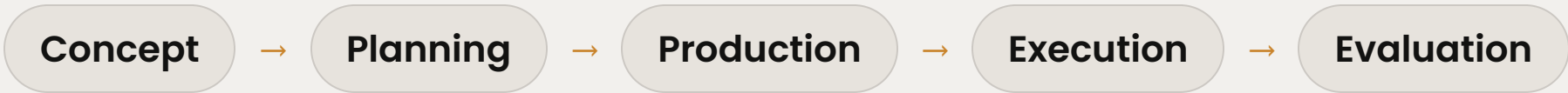
We Create Events That People Remember

An event is more than a gathering. It is an opportunity for brands to create meaningful interactions with their audience. DNAF manages the complete event journey from concept development and planning to production, execution, and post-event evaluation.

WHAT WE CAN DO

- Corporate Events
- Product Launches
- Brand Activations
- Seminars & Conferences
- Gatherings
- Roadshows
- Community Events
- Exhibition & Experiential Events

OUR ROLE



SELECTED WORK



MAGIA — Beauty Class Activation

SELECTED CLIENTS

MAGIA
GATSBY

CLIENT

MAGIA

Portfolio
Brand Activation

Activation

SPG / SPB

Beauty Class

Talkshow



CLIENT

GATSBY

Portfolio
Brand Activation

Activation

SPG / SPB

Sampling



Booth Production

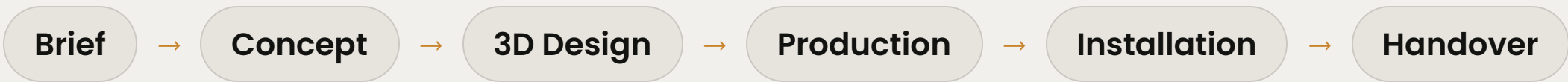
Your Brand Deserves More Than Just a Booth

A booth is often the first physical interaction between your brand and your audience. DNAF transforms exhibition and activation spaces into functional, visually compelling environments that attract attention, communicate your brand, and encourage interaction.

OUR CAPABILITIES

- Booth Concept & Design
- 3D Visualization
- Custom Booth Production
- Exhibition Booth
- Pop-Up Booth
- Brand Activation Space
- Installation & Dismantling
- On-site Production Management

OUR PROCESS



SELECTED WORK



KÄRCHER — Exhibition Booth

SELECTED CLIENTS

- | | |
|------------|-----------|
| KÄRCHER | MAGIA |
| VIVO | IN-LITE |
| CENTRALITE | BAKER OLD |
| AYOO KLIK | Y.O.U |
| MAYBANK | IMPLORA |
| BARENBLISS | PIGEON |
| BEEME | PRINGLES |

CLIENT • EXHIBITION BOOTH

KÄRCHER — Clean Expo

From 3D concept to the finished stand on the show floor.

- Booth Design
- 3D Visualization
- Booth Production
- Booth Installation

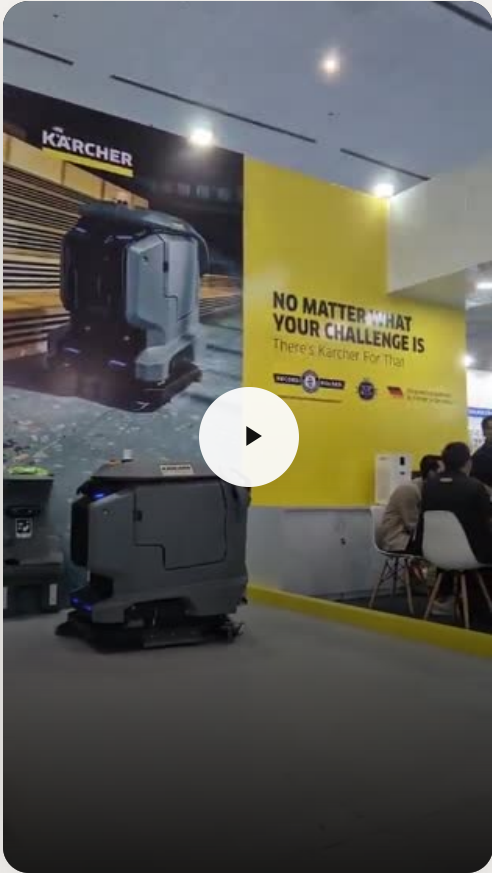
Portfolio
Exhibition Booth



3D Design
Concept visualisation



Built Booth
Clean Expo show floor



On Site
0:13

CLIENT • EXHIBITION BOOTH

KÄRCHER — Food & Hospitality Indonesia

The same design-to-build process for FHI — rendered, produced, and installed.

- Booth Design
- 3D Visualization
- Booth Production
- Booth Installation

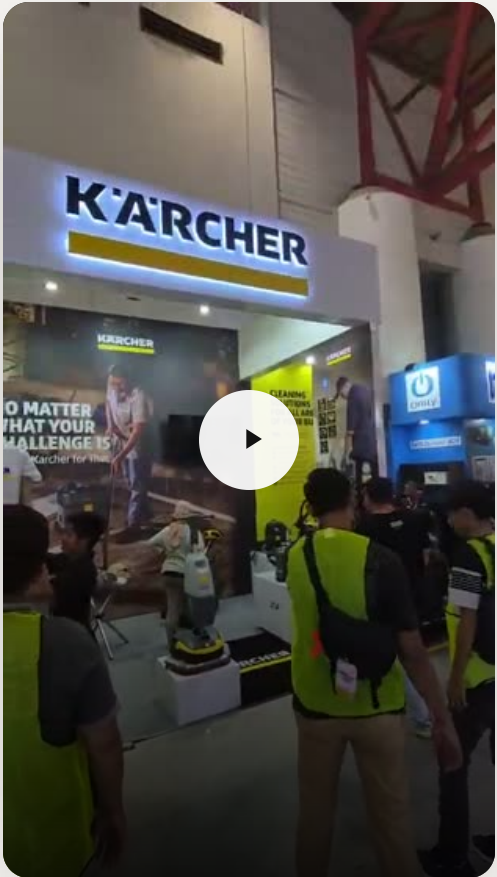
Portfolio
Exhibition Booth



3D Design
Concept visualisation



Built Booth
FHI show floor



On Site
0:04

CLIENT

MAGIA

Portfolio
Exhibition Booth

- Booth Production (JXB, BDO, BFA)
- Booth Design
- Booth Installation
- Activation
- SPG / SPB



CLIENT
VIVO

Booth Production

Booth Design

Booth Installation



CLIENT
IN-LITE

Booth Production

Booth Design

Booth Installation



CLIENT

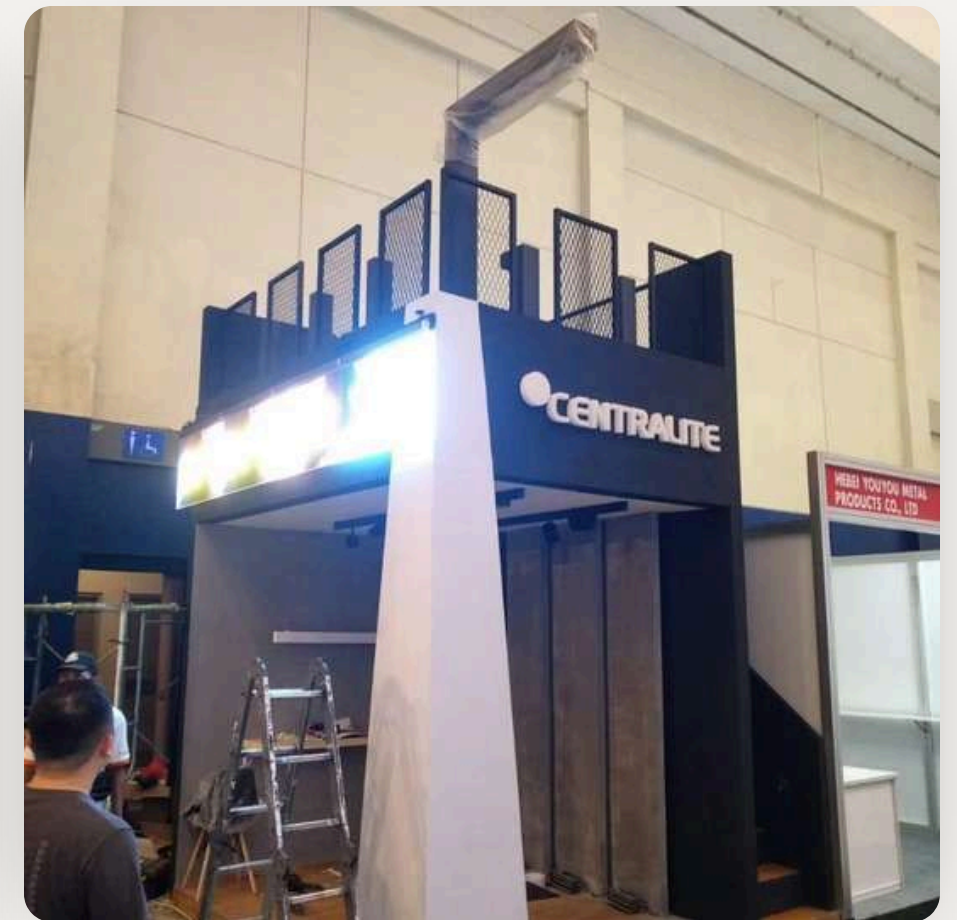
CENTRALITE

Portfolio
Exhibition Booth

Booth Production

Booth Design

Booth Installation



CLIENT

BAKER OLD

Portfolio
Exhibition Booth

Booth Production

Booth Design

Booth Installation



CLIENT

AYOO KLIK

Portfolio
Exhibition Booth

Booth Production

Booth Design

Booth Installation



CLIENT

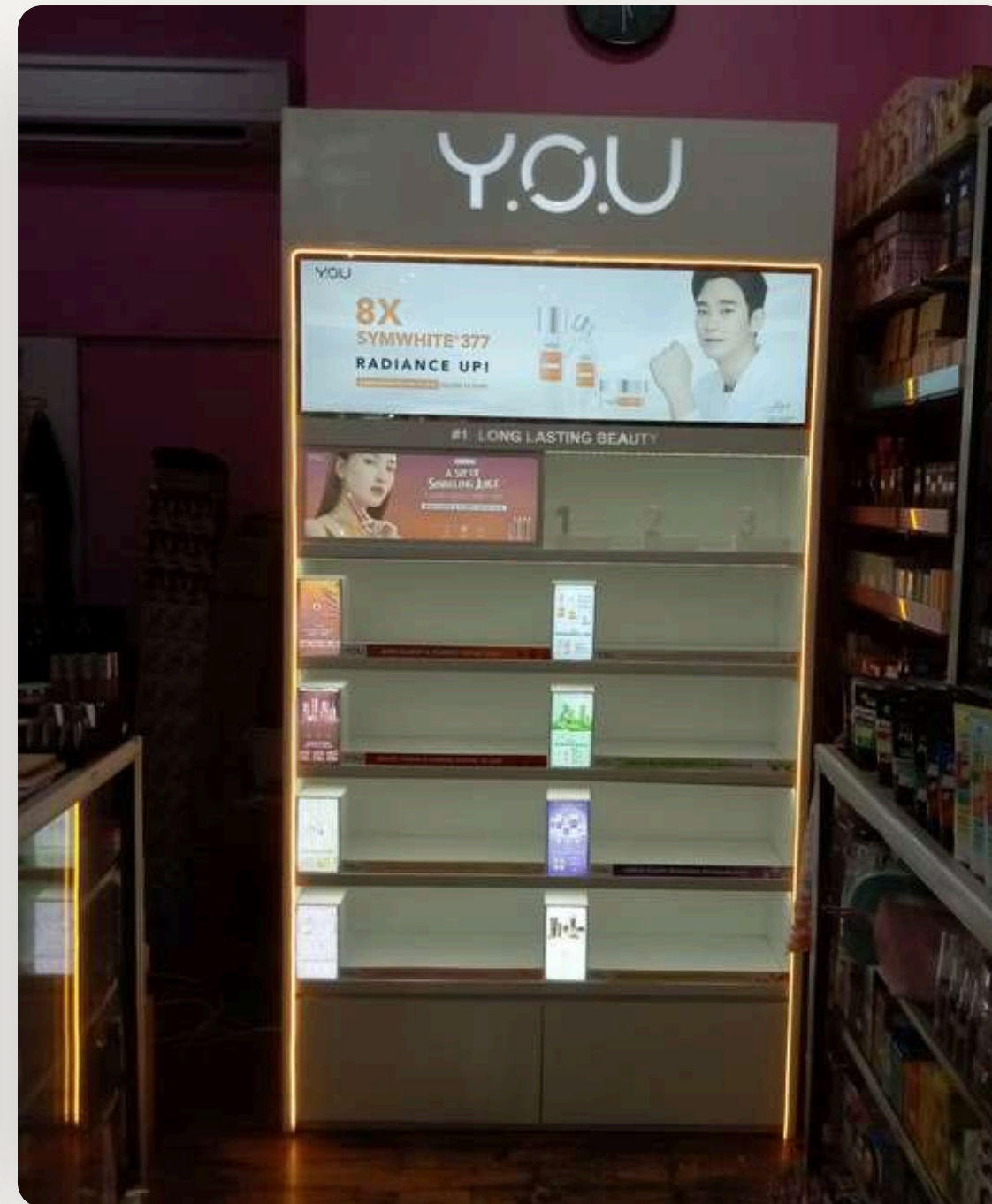
Y.O.U

Portfolio
Pop Up Store

Pop Up Store Design

Pop Up Store Production

Pop Up Store Installation



CLIENT

MAYBANK

Portfolio
Exhibition Booth

Booth Production

Booth Design

Booth Installation



CLIENT

IMPLORA

Portfolio
Retail & Signage

- Signage Production
- Signage Installation
- Back Wall Production
- End Gondola Production
- End Gondola Installation (AEON)
- SPG Uniform Design
- SPG Uniform Production



CLIENT

BARENBLISS

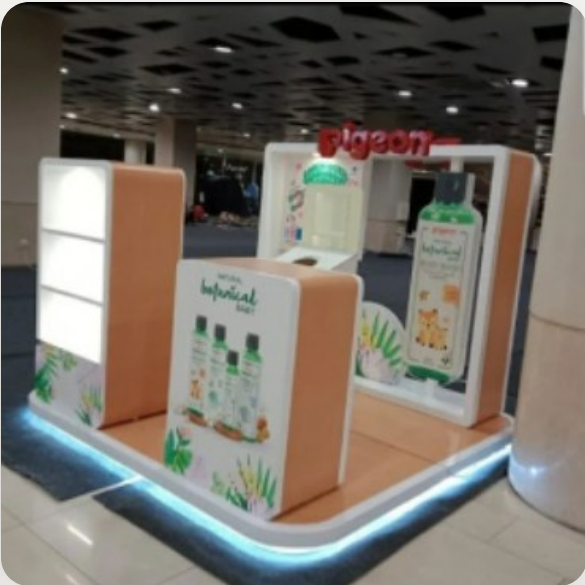
- Pop Up Store Design
- Pop Up Store Production
- Pop Up Store Installation
- Pop Up Booth Design
- Pop Up Booth Production
- Pop Up Booth Installation
- Back Wall Production
- Back Wall Installation



CLIENT

PIGEON

- Pop Up Store Design
- Pop Up Store Production
- Pop Up Store Installation



CLIENT

BEEME

Portfolio
Packaging & Display

- Merchandise Box Production
- COC Display Production
- Paper Bag Production



CLIENT

PRINGLES

Pop Up Booth Design

Pop Up Booth Production

Pop Up Booth Installation

Portfolio
Pop Up Booth



KOL Management & UGC

The Right Voice. The Right Audience. The Right Conversation.

People connect with people, not advertisements. DNAF helps brands identify the right creators, develop campaign strategies, manage collaborations, and generate authentic User-Generated Content that feels natural to the audience.

OUR CAPABILITIES

STRATEGY

- Campaign Planning
- Audience & Platform Mapping
- KOL Strategy

TALENT

- KOL / Influencer Selection
- Talent Sourcing
- Negotiation & Coordination

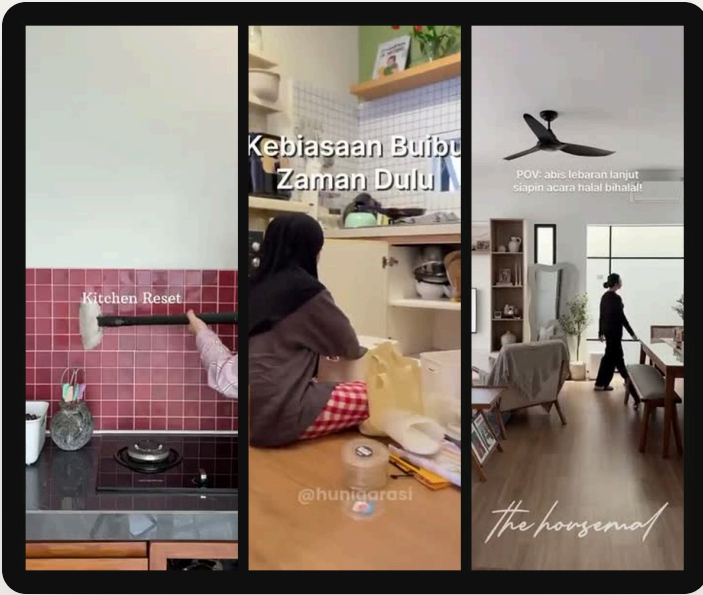
CONTENT

- Content Brief
- UGC Creation
- Campaign Content Management

MANAGEMENT

- Campaign Execution
- Performance Monitoring
- Reporting

SELECTED WORK



KÄRCHER — KOL Campaign

SELECTED CLIENTS

- KÄRCHER
- REPSOL
- BELLAGIO HOMME
- BPJS KETENAGAKERJAAN
- CHOCOLATE VAN HOUTEN

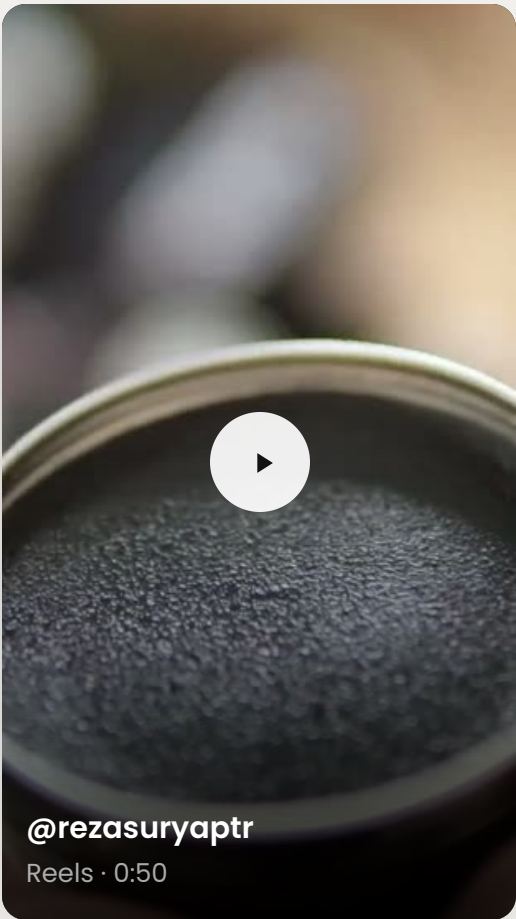
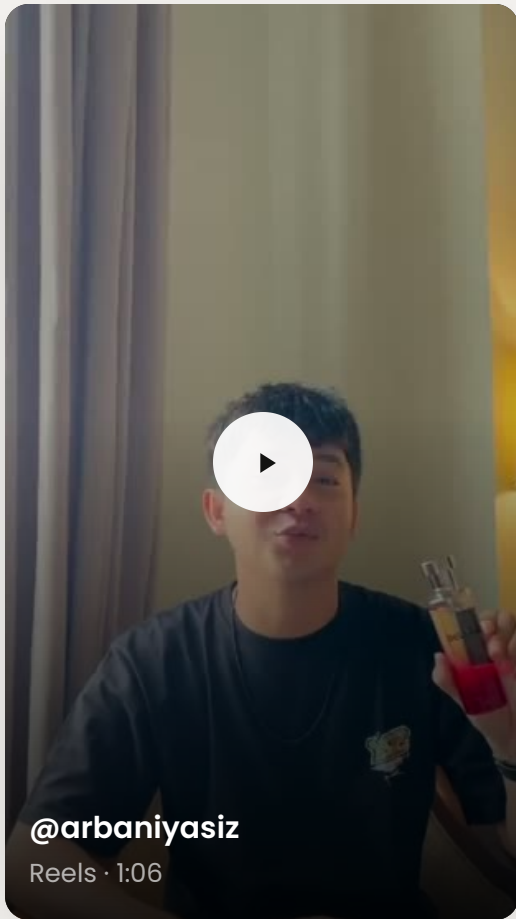
CLIENT • KOL CAMPAIGN

BELLAGIO HOMME

Portfolio
KOL Management

6 clips

Six creators for the Bellagio Homme pomade promo at Indomaret and Alfamart — styling routines at home and the run to the store. Click any clip to play.



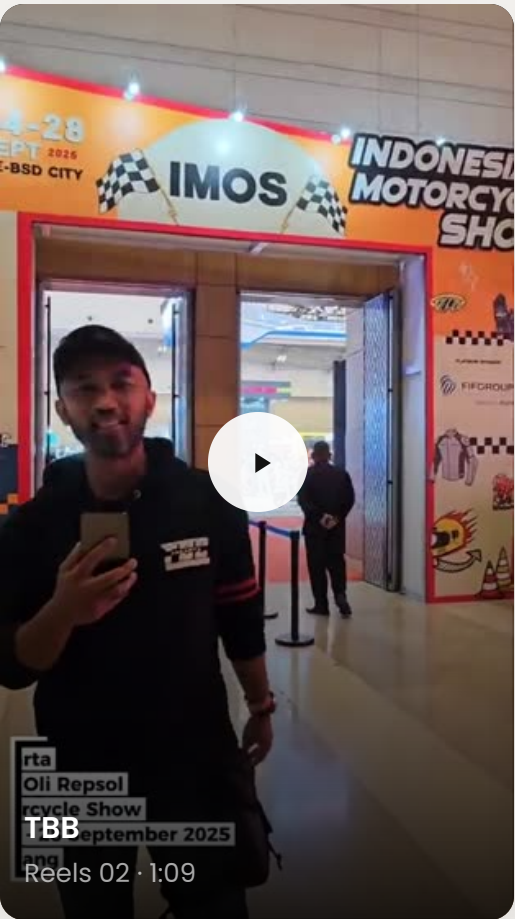
CLIENT • KOL CAMPAIGN

REPSOL

Automotive creator collaborations for REPSOL lubricants — long-form reels built around product education.

Portfolio
KOL Management

6 clips



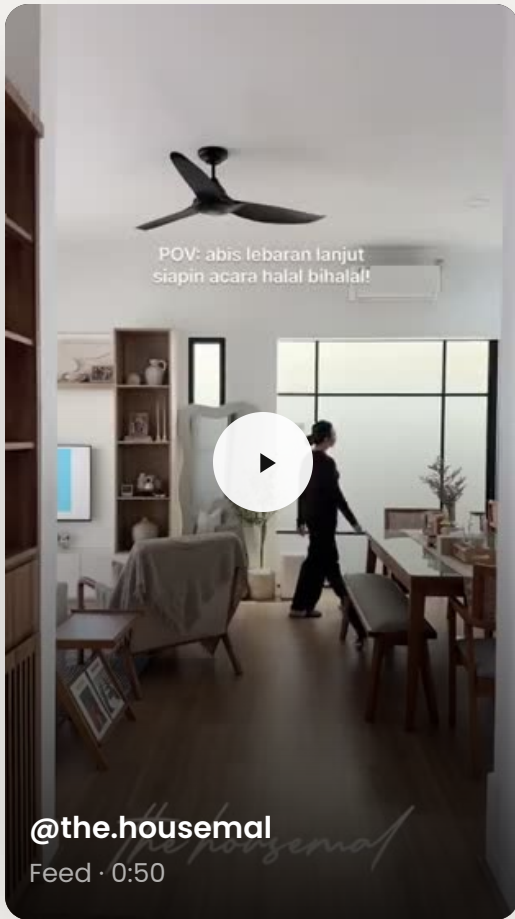
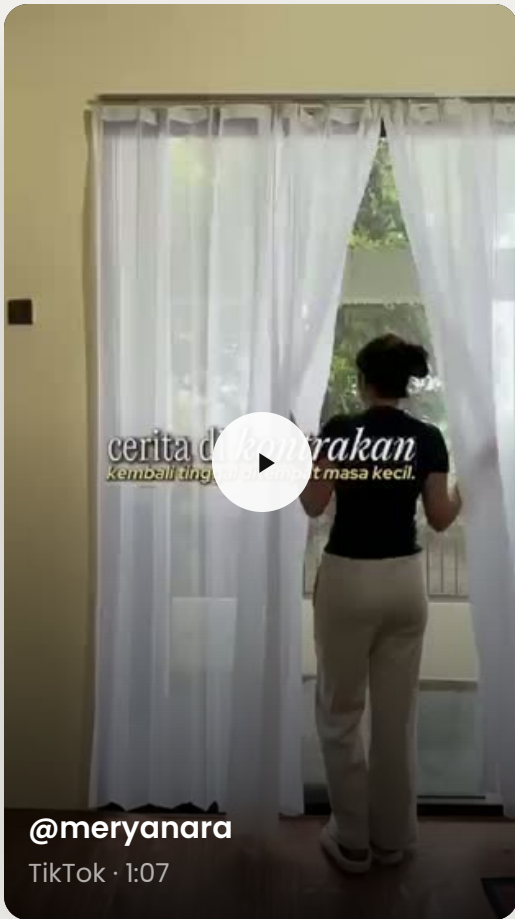
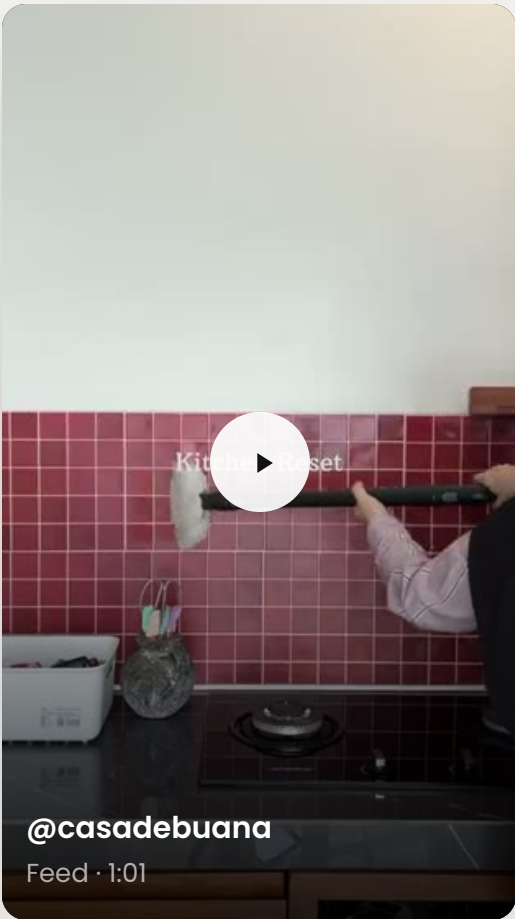
CLIENT • KOL CAMPAIGN

KÄRCHER

Portfolio
KOL Management

6 clips

Creator-led product demonstrations produced for the KÄRCHER campaign —
feed posts and TikTok. Click any clip to play.

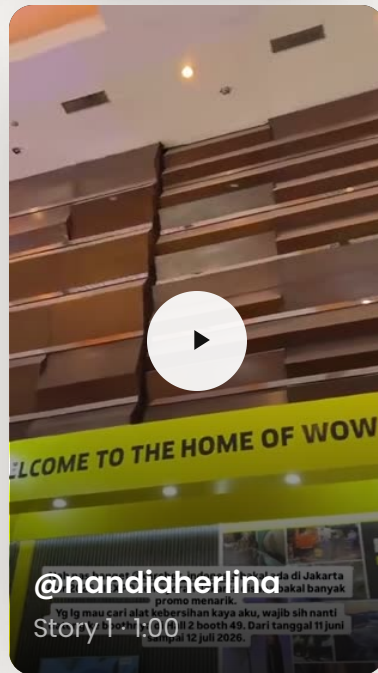
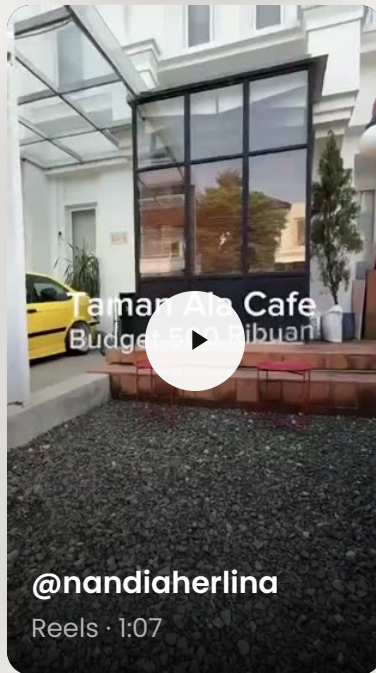
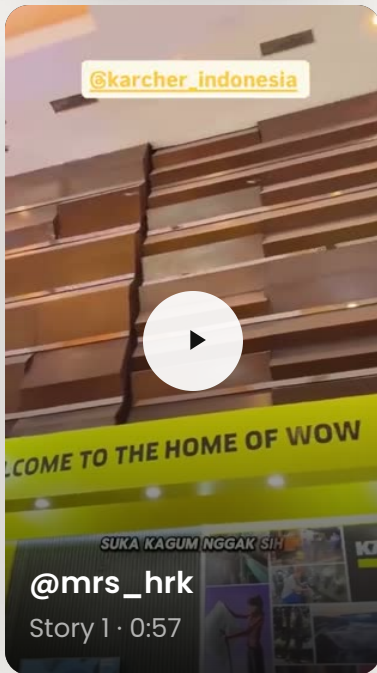
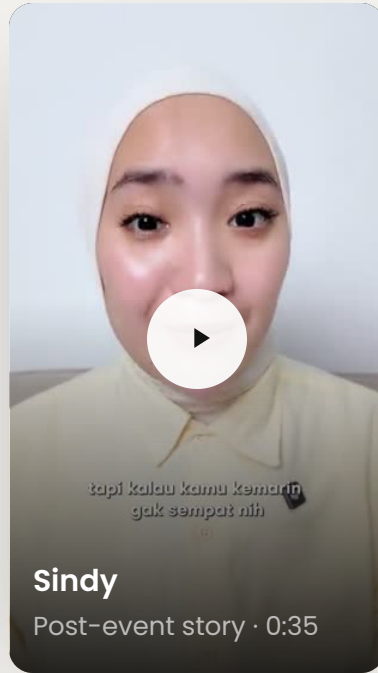
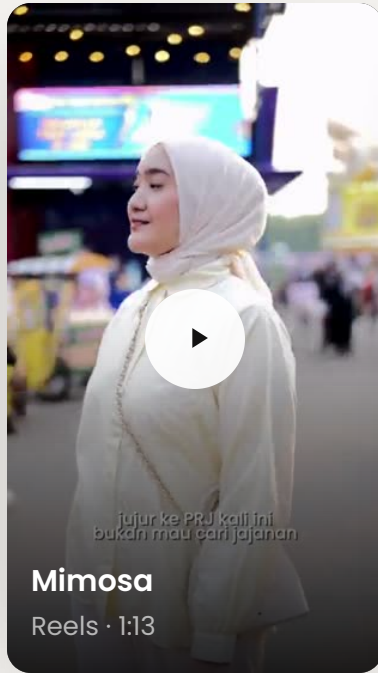
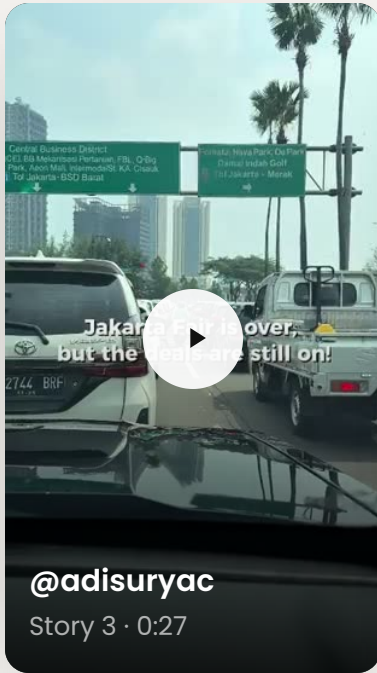


CLIENT • KOL CAMPAIGN

KÄRCHER — Story & Reels

Instagram Story and Reels deliverables across four creators, including on-site coverage from Jakarta Fair 2026.

Portfolio
KOL Management
14 clips



CLIENT • KOL CAMPAIGN

CHOCOLATE VAN HOUTEN

Creator content built around the Van Houten range — product feature, gift unboxing, and hamper reveal.

- 26 KOL Management
- 1 Mega
- 15 Makro
- 15 Micro

Portfolio
KOL Management
3 clips

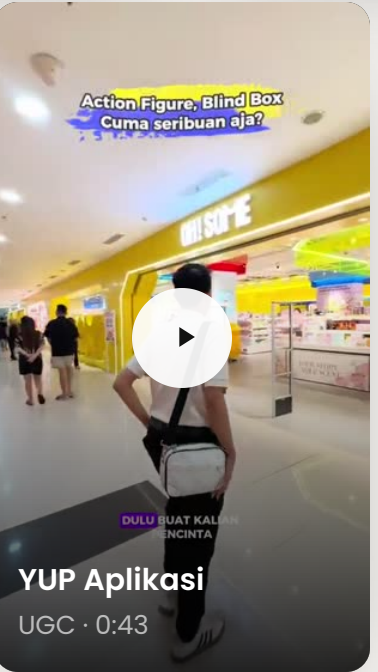
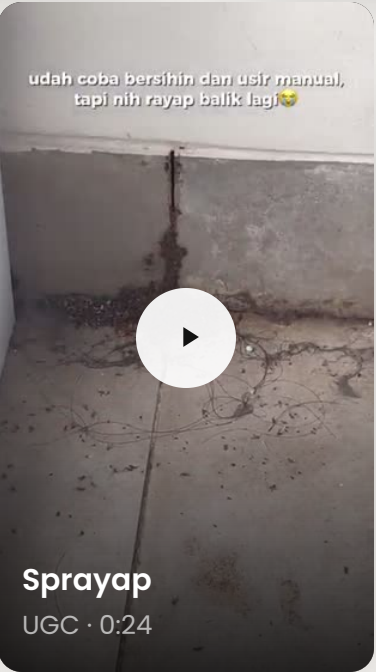


CAPABILITY • USER-GENERATED CONTENT

UGC Library

A selection of User-Generated Content produced by DNAF across FMCG, health, finance, and app categories — briefed, cast, produced, and delivered in-house.

Portfolio
UGC Production
9 clips



Media Release (PR)

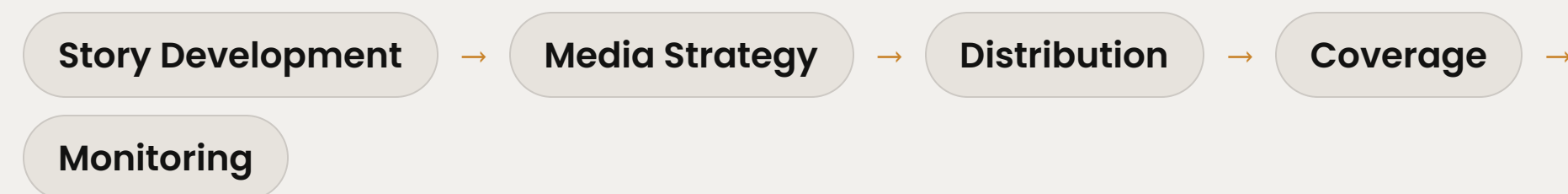
Make Your Story Worth Talking About.

A strong story deserves the right audience. DNAF helps brands transform important announcements, campaigns, launches, and brand stories into media-ready communications and distribute them to relevant media networks.

OUR CAPABILITIES

- Press Release Development
- Media Distribution
- Media Relations
- Press Conference
- Media Gathering
- Media Coverage
- Media Monitoring
- PR Campaign Support

OUR APPROACH



SELECTED WORK



KÄRCHER — Media Gathering

SELECTED CLIENTS

KÄRCHER

BELLAGIO HOMME

OOPS-A-DAISY KIDS

CLIENT

KÄRCHER

Portfolio
Media Gathering

Media Gathering

Press Coverage

Media Relations

Doorstop Interview



FASHION

Diary Fimela: Marketplace Destinasi Fashion Bayi dan Anak Unik dan Terkurasi untuk Mendukung UMKM Ibu Muda di Indonesia



Novi Nadya

Diterbitkan 06 September 2022, 18:00 WIB



Share

10



OADKIDS (Oops A Daisy Kids) berangkat dari keresahandua perempuan muda dengan latar belakang pendidikan fashion merasa bahwa di Indonesia produk fashion bayi dan anak kurang banyak pilihan dan biasanya didominasi oleh pakaian impor yang tergolong mahal



Sosial dan Gaya Hidup

Minggu, 04 September 2022 17:37

OADKIDS, marketplace busana bayi dan anak yang dukung UMKM lokal

OADKIDS sediakan 100 merek busana bayi dan anak produk Indonesia.

Para ibu kini memiliki pilihan lain untuk mencari pakaian bagi anaknya. Platform marketplace bernama Oops A Daisy Kids (OADKIDS) kini hadir dengan menyediakan busana bayi dan anak dengan lebih dari 100 merek lokal.

Marketplace ini berdiri atas inisiasi dua wanita muda dengan latar belakang pendidikan fashion. Awalnya, kedua wanita ini resah karena busana bayi dan anak yang tersedia di pasaran Indonesia hanya sedikit pilihan dan didominasi oleh produk impor mahal.

Keduanya adalah Ellen Ophelia dan Michelle

CLIENT

OOPS-A-DAISY KIDS

Press Release Development

Media Distribution

Exclusive Interview

2,6 Mio
Reach

755 Mio
PR Value

BACKGROUND

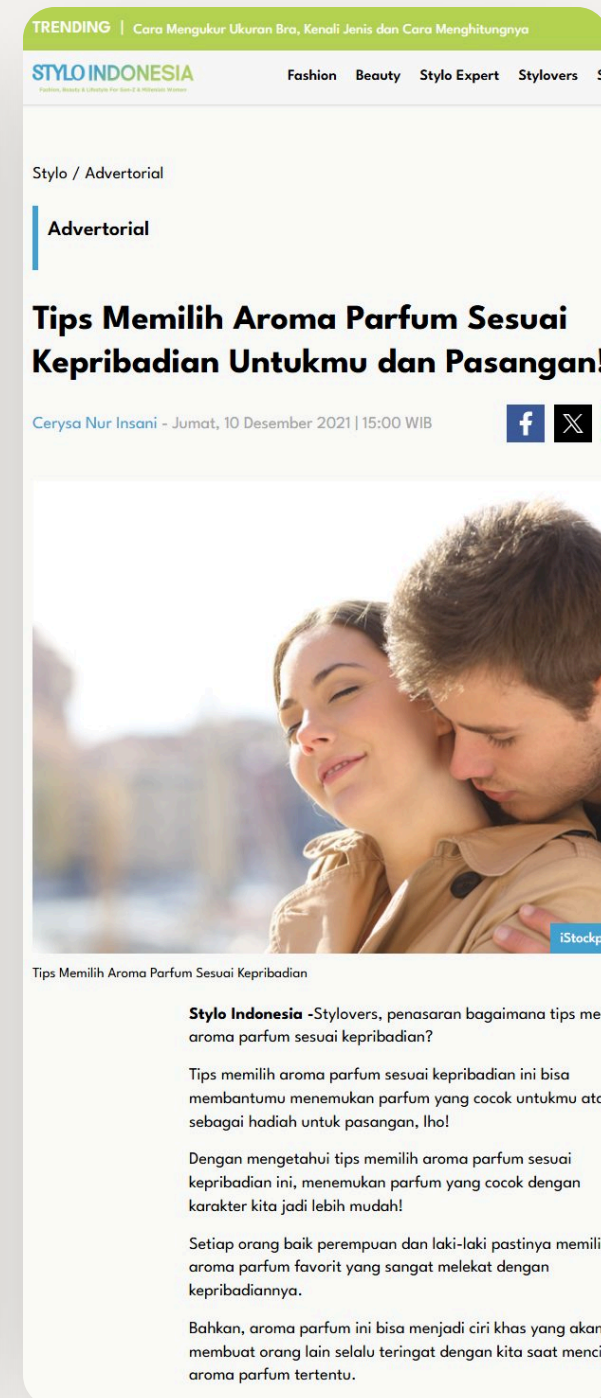
Supporting a local baby & kids marketplace to gain awareness on their new platform that sells fashion for babies and kids from local SMEs.

SOLUTION

Both founders needed coverage from the media. We conducted an exclusive interview with fimela.com and disseminated a digital press release for coverage.

RESULT

IDR 755 Mio PR Value with a reach of 2.6 Mio.



CLIENT

BELLAGIO HOMME

Media Placement

Advertorial

Media Monitoring

43
Coverage

2,9^{Bio}
Reach

3,6^{Bio}
PR Value

BACKGROUND

Amplify and raise awareness on Bellagio men's product.

SOLUTION

Create a series of media placements in online media and advertorial articles, embedded with a direct link for product purchase.

RESULT

Bigger exposure and awareness in media placement, with CTR 0.4%. Gained massive coverage in online media.

Website Development

More Than a Website. A Digital Brand Experience.

Your website is often the first place people experience your brand. DNAF creates websites that combine strategic thinking, engaging design, intuitive user experiences, and reliable development — helping brands communicate clearly and turn visitors into opportunities.

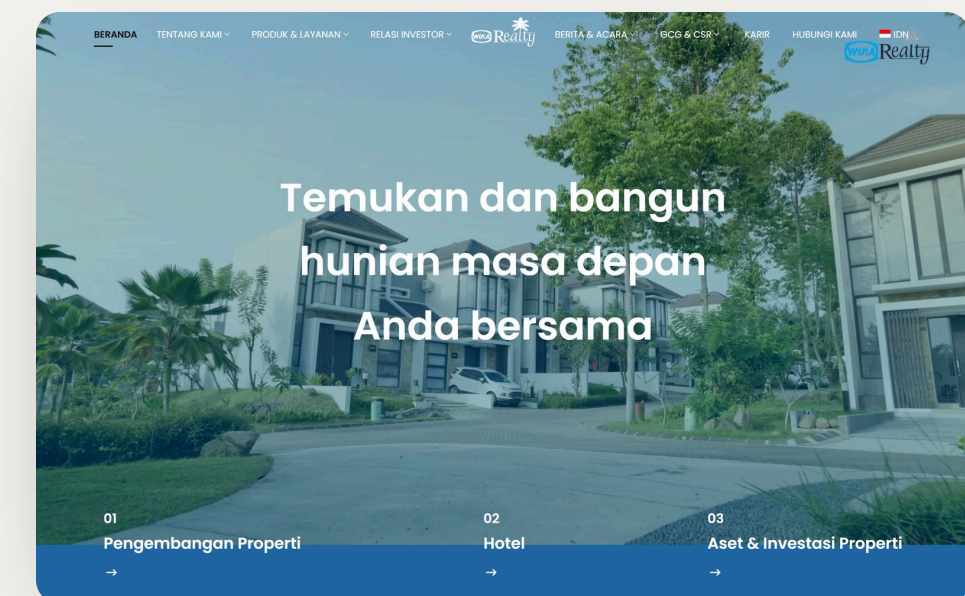
OUR CAPABILITIES

- Corporate Website
- Company Profile Website
- Landing Page
- Campaign Website
- UI/UX Design
- Responsive Development
- CMS Integration
- Website Maintenance

OUR PROCESS



SELECTED WORK



WIKA REALTY — Corporate Website

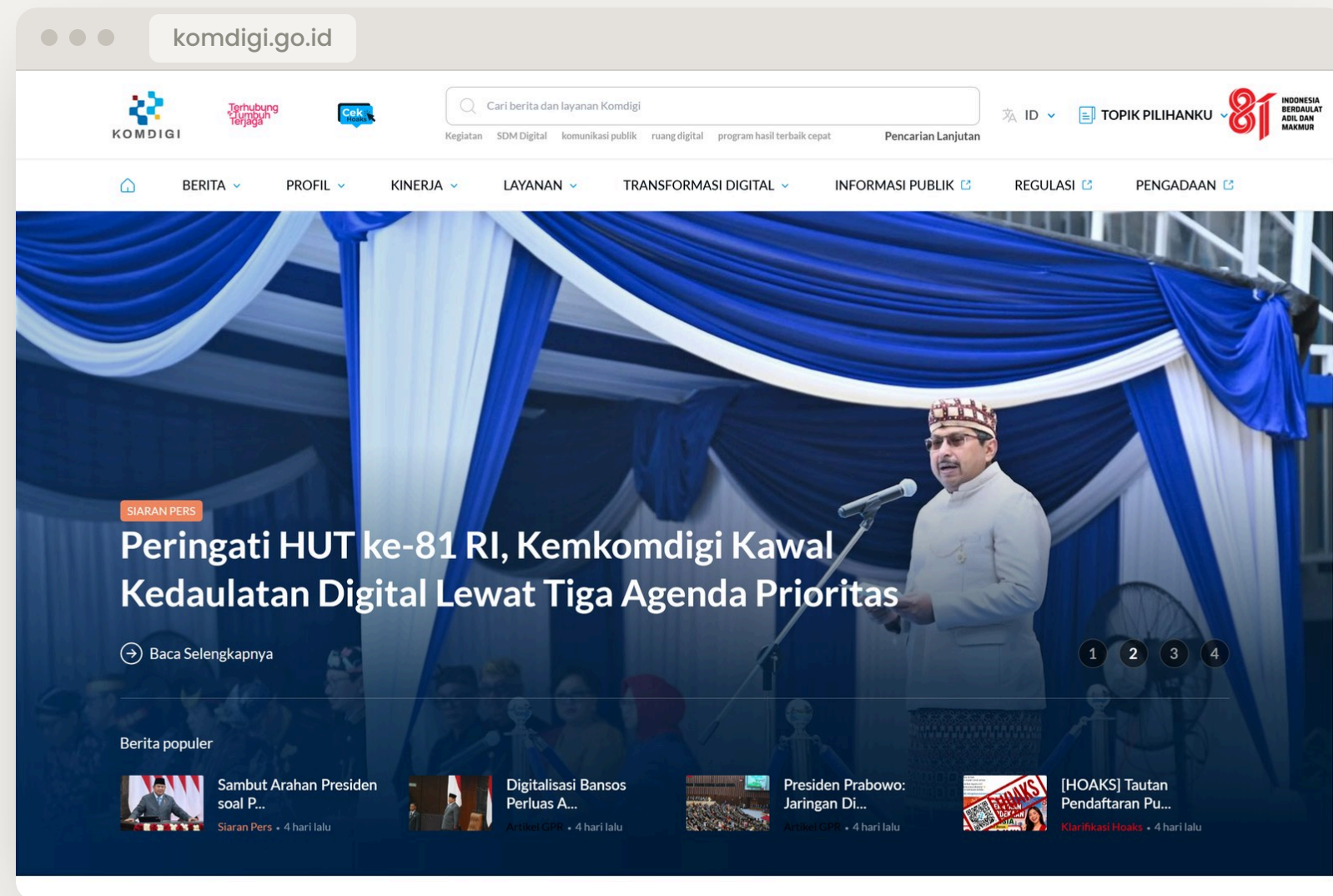
SELECTED CLIENTS

KOMINFO
WIKA REALTY
SAP EXPRESS COURIER

CLIENT

KOMINFO

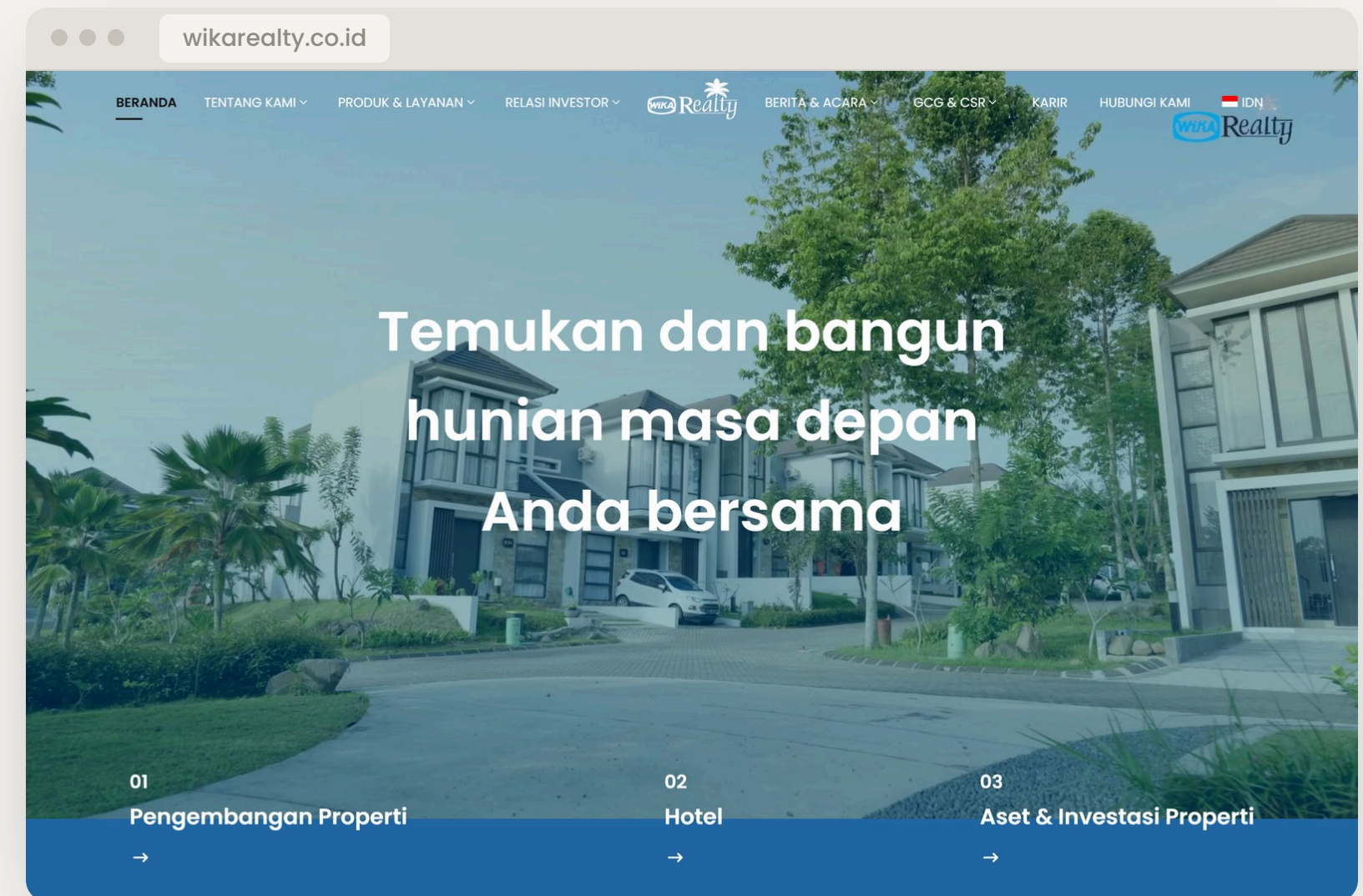
Website Development



CLIENT

WIKAREALTY

Website Development



CLIENT

SAP EXPRESS COURIER

Portfolio
Mobile App Development

Mobile App Development (SAP Express Mobile)

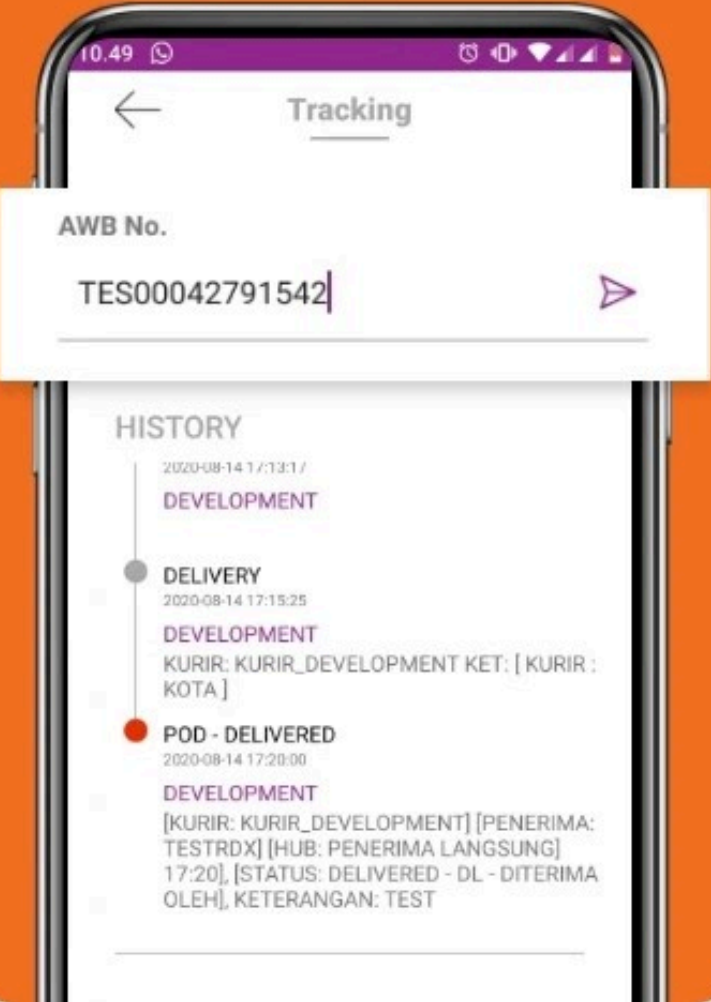
Mudah, Simple & Komplit !

Proses transaksi lebih mudah dalam
1 fitur aplikasi SAP TRACKING



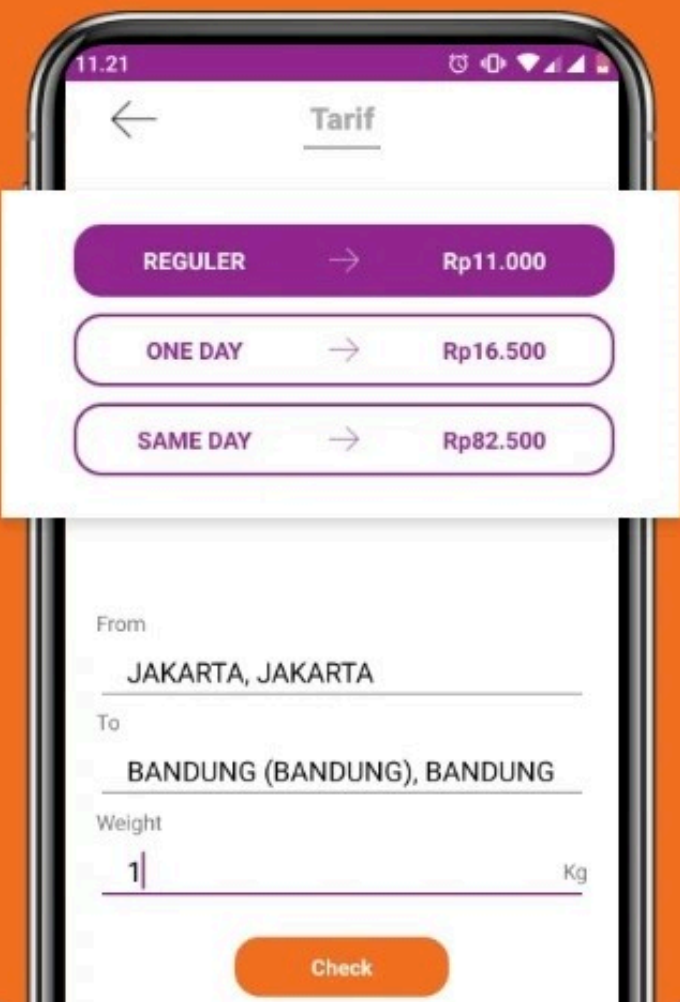
Hanya dengan Klik dan Input !

Anda mudah dalam mencari dimana lokasi
paket pengiriman anda berada



Cek Biaya Kirim tanpa Ribet !

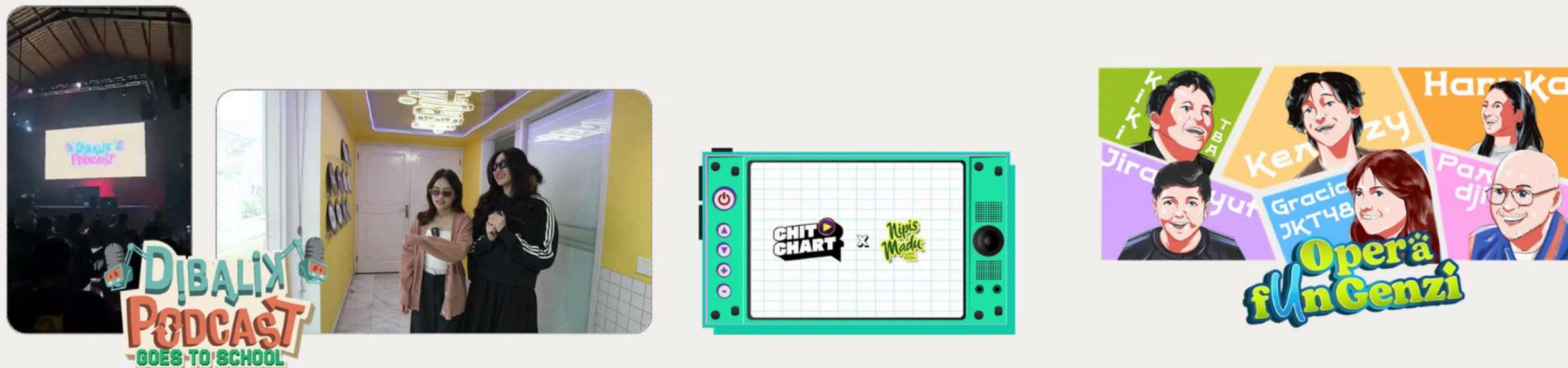
Pilih lokasi awal dan tujuan pickup,
Dapatkan harga terbaik yang masukan



OTHER SERVICES

Advertising & Live Streaming

Official partner of BERJAYA, a creative IP maker.



BERJAYA is a Creative IP Maker focused on developing entertainment programs, channels, and intellectual properties (IP) for both on-air and off-air needs, with core strengths in talk shows, podcasts, and comedy sketches that are culturally relevant and highly engaging. With over 25 original IPs and a bold “break the rules” creative philosophy, BERJAYA delivers fresh, impactful entertainment closely connected to its audience. Within this ecosystem, DNAF Creative serves as BERJAYA’s official partner, playing a strategic role in creative development, brand collaborations, and campaign activations — strengthening BERJAYA’s position as an effective entertainment partner for brands, agencies, and creators.

CLIENT

NETFLIX

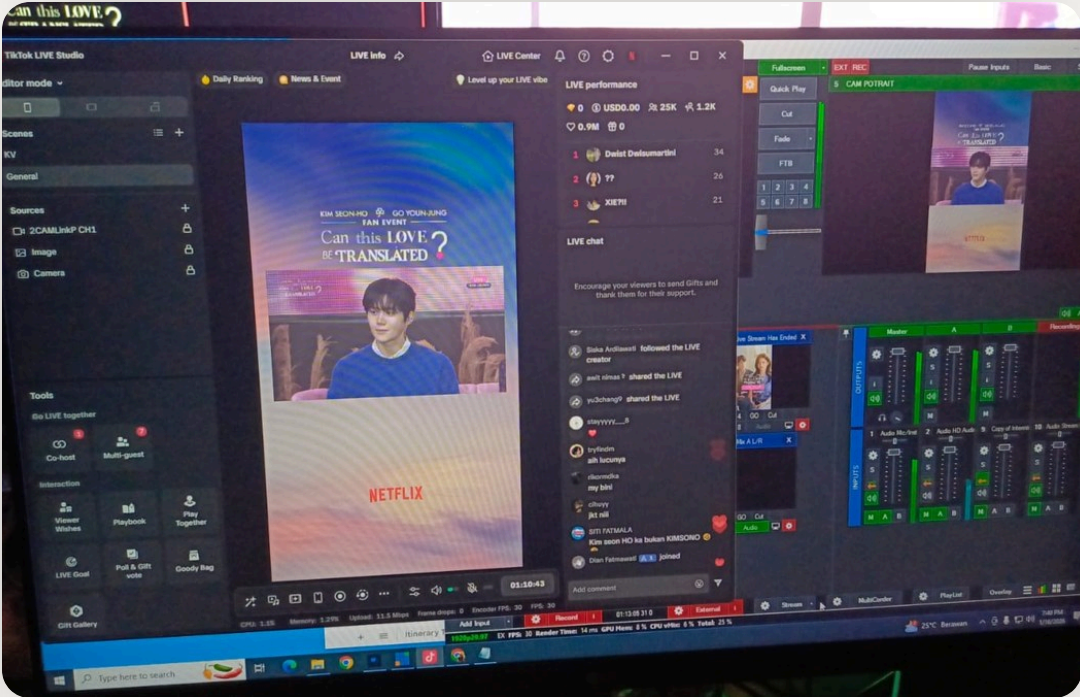
Portfolio
Entertainment · Live Stream

Live Stream

Multi-camera Production

Broadcast Operation

On-site Crew

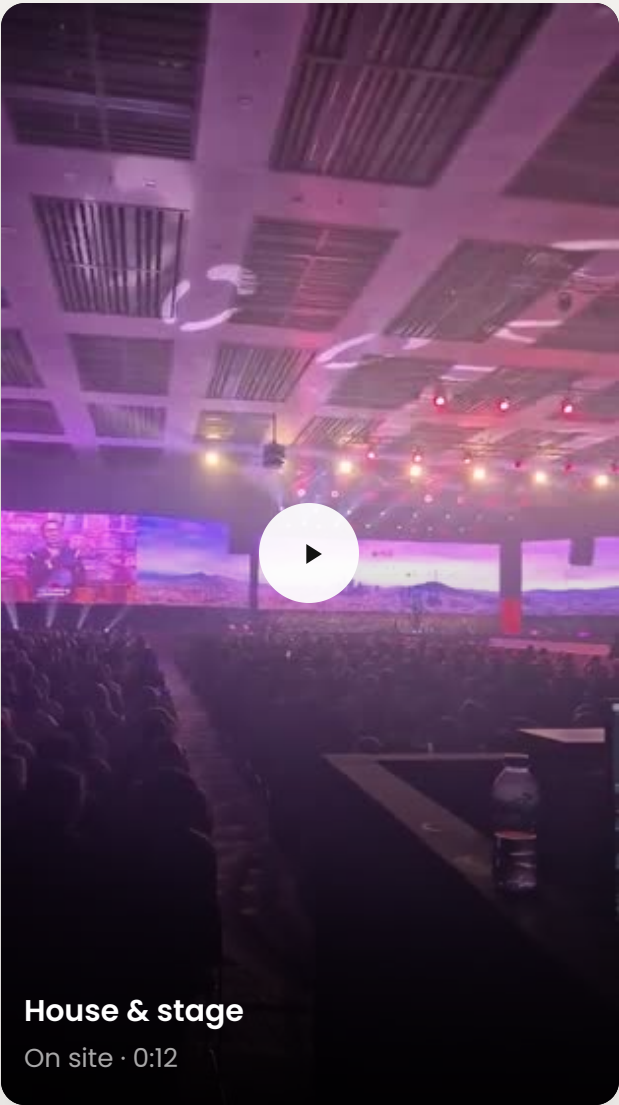
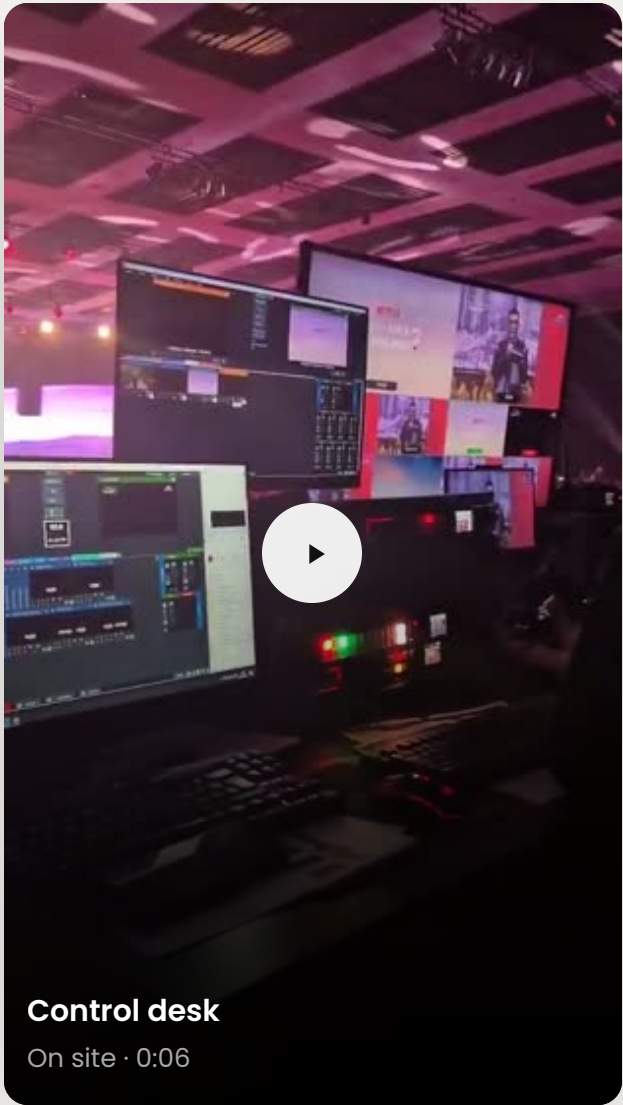
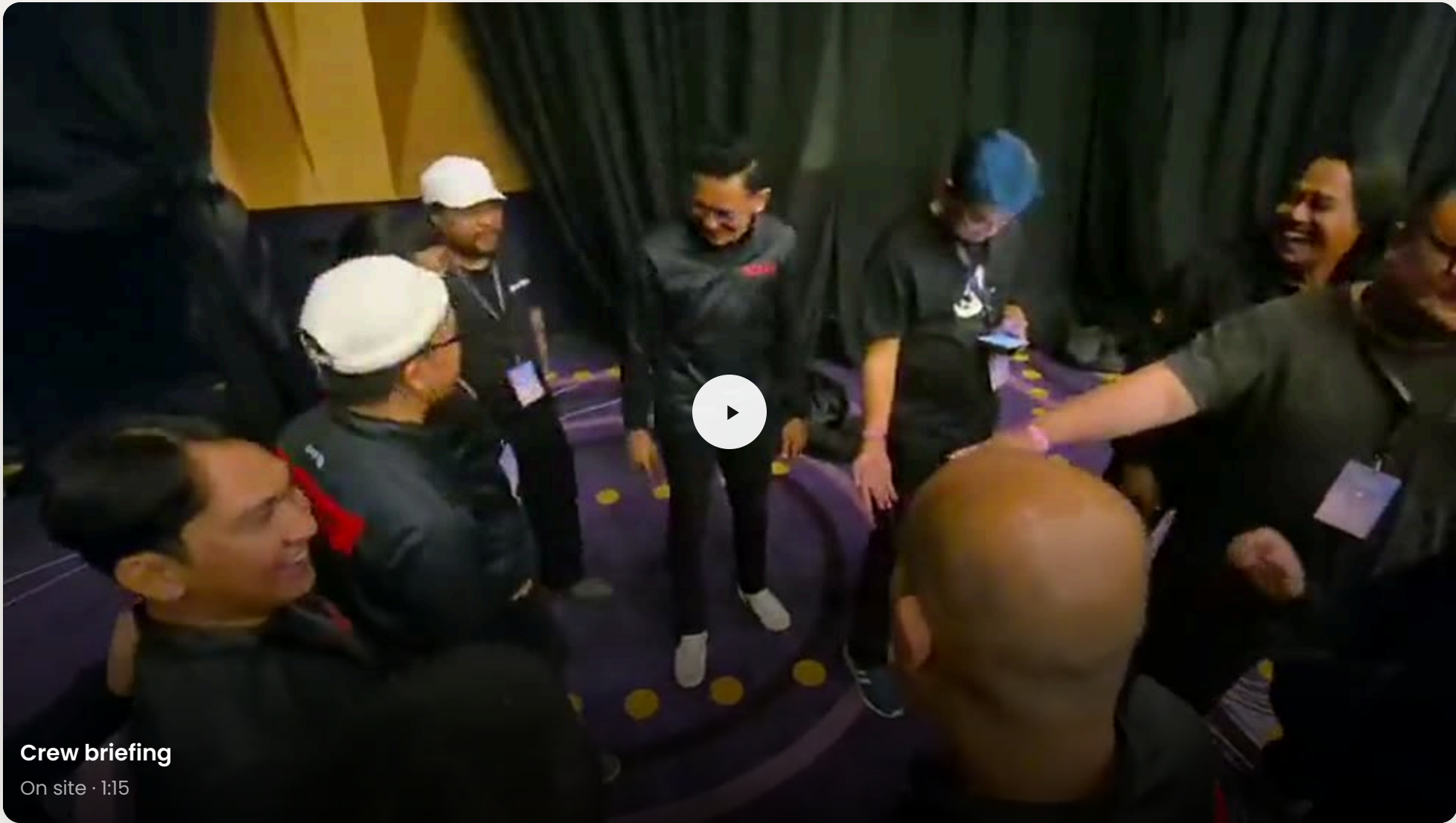


CLIENT • LIVE STREAM

NETFLIX — On Site

Behind the broadcast: crew briefing, control desk, and the live house feed, shot on location. Click any clip to play.

Portfolio
Entertainment • Live Stream
3 clips



LET'S CREATE SOMETHING THAT MATTERS

Instead of managing multiple vendors for different campaign needs, DNAF brings diverse capabilities under one roof — delivering a seamless and consistent brand experience across physical, social, media, and digital touchpoints.

EXPERIENCE

SPACE

INFLUENCE

MEDIA

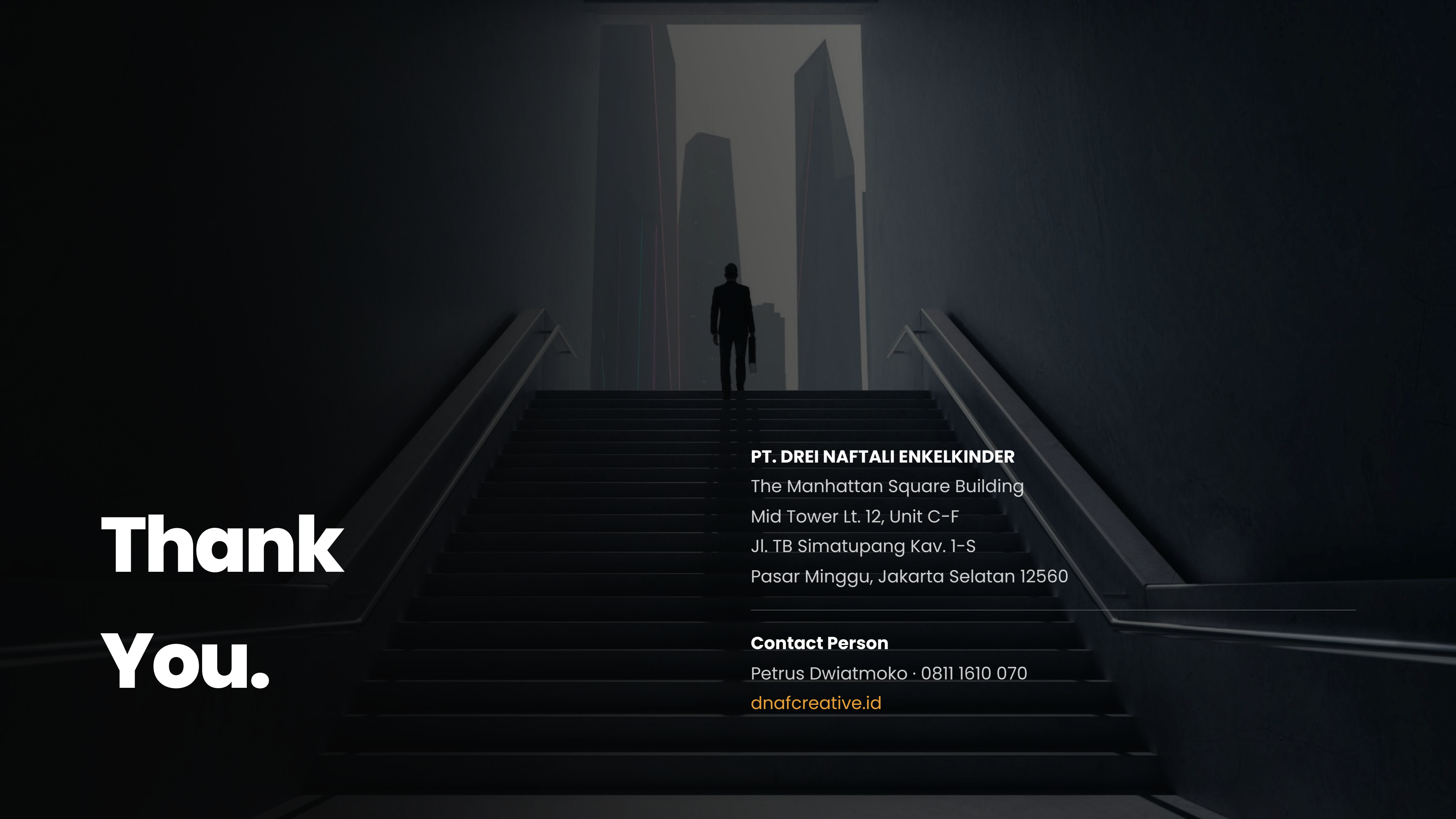
DIGITAL

We create experiences. We build connections. We amplify stories.

HAPPY CLIENTS

Trusted across FMCG, automotive, government, BUMN, tech, and entertainment.





Thank You.

PT. DREI NAFTALI ENKELKINDER

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Jl. TB Simatupang Kav. 1-S

Pasar Minggu, Jakarta Selatan 12560

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dnacreative.id