



luminéarth
creative studio



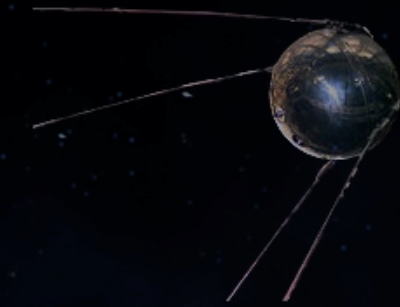
it's called

creativity

beyond

GRAVITY

Creative Company Profile 2025





From Foods to Orbits

creativity without
limits

With a proven track record across industries—including **cosmetics, hygiene, home essentials, nutrition, food biotech, international trade, education, bakery, and chemicals**—we know how to tailor strategies that resonate with your audience and deliver measurable results

At Luminearth and Smocial, we don't just create content—

we craft experiences that

**captivate
engage
and
convert**



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In today's fast-paced digital landscape, standing out requires more than just a presence—it demands strategy, creativity, and innovation. That's where we come in. Our agency is small yet a powerhouse of strategic branding, campaign development, visual storytelling, and paid advertising; designed to elevate brands across industries.

As a full-service creative social media agency, we specialize in strategic branding, visual storytelling, social media management, campaign execution, and paid advertising to elevate your brand's presence



The Team

We are a team of passionate creatives, strategists, and digital experts dedicated to transforming brands. Our agency specializes in crafting impactful campaigns, developing compelling visual identities, and managing social media presence with a results-driven approach.

Danny Riduwan



**Brand & Campaign Specialist
Creative Director**

Brand enthusiast revolving across FMCG industries & small business with strategic brand building expertise

Shinta Ramadani



**Social Media Specialist
Project Director**

Young professional specialized in small industries branding and social media management

Manggala Mauladana



**Graphic Designer
Visualizer
Content Creator**

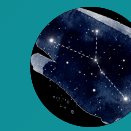
Dedi Oktaviantoro



**Video Editor
Media Buying Specialist**

From conceptualization to execution, we help brands create meaningful connections with their audiences and achieve long-term success.

What We Do Best



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*We don't just follow trends; **we create them.** Our team blends creativity with data-driven insights for impactful storytelling*



Strategic Branding & Visual Identity

We craft compelling brand narratives and striking visuals that captivate audiences and create lasting impressions

Campaign Development

Whether it's launching a new product or repositioning an existing one, we design high-impact campaigns that drive results

Social Media Engagement

From content creation to community engagement, we ensure your brand remains relevant, active, and engaging across platforms

Paid Advertising & Performance Marketing

We maximize ROI with data-driven, highly targeted ads that reach the right audience at the right time



Whether it's boosting engagement, increasing sales, or strengthening brand identity, we focus on measurable success



Industry Expertise – With experience across multiple sectors, we understand the nuances of different markets and how to craft campaigns that convert.

Creative Innovation – We don't just follow trends; we create them. Our team blends creativity with data-driven insights for impactful storytelling.

Tailored Strategies – Every brand is unique, and so is our approach. We design customized strategies that align with your goals and audience.

Results-Driven Approach – Whether it's boosting engagement, increasing sales, or strengthening brand identity, we focus on measurable success.

Seamless Collaboration – We work as an extension of your team, ensuring smooth communication and execution.

*Brands we ever
be part of*



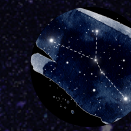
Eat Well, Live Well.



and many more

why choose us?

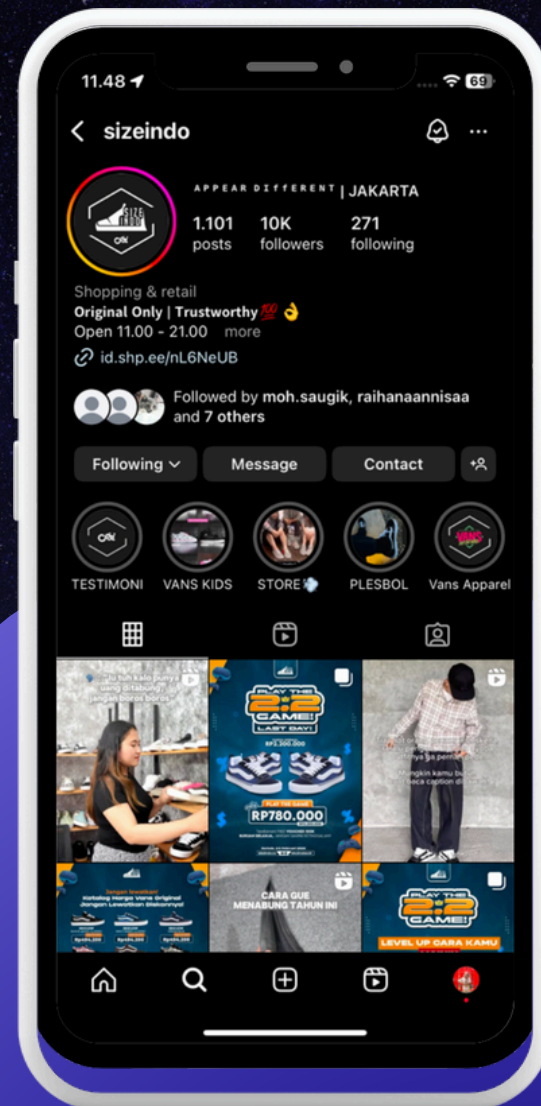
Best in Class Small Business Rebranding & Management



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@sizeindo
Footwear



64.85%
Very High Engagement

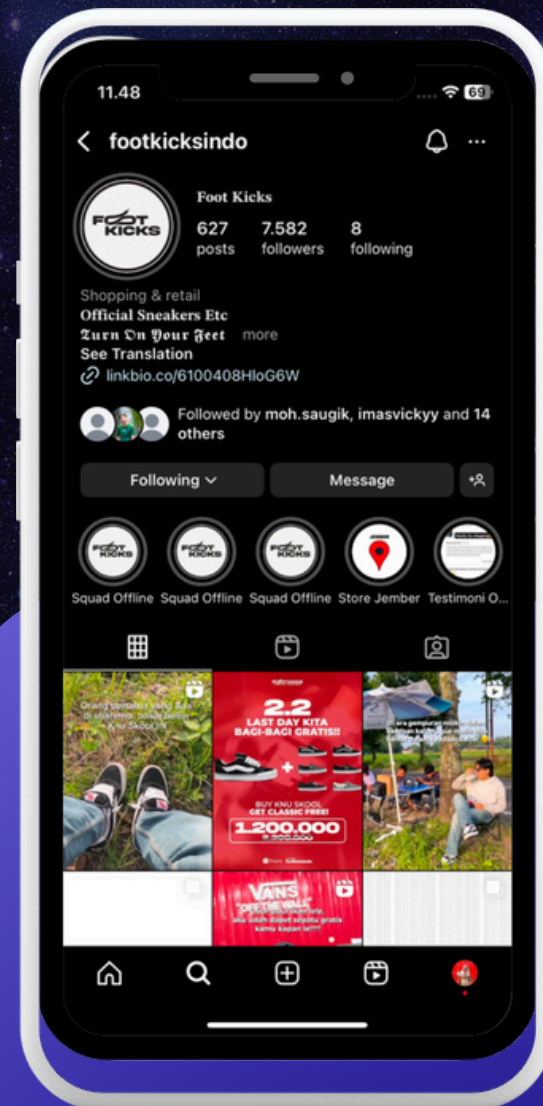
10.17%
High CTR on IG

499.32%
Over the top growth audience

4.2M
Influencer marketing views

2.3M
Highest view counts on TikTok

@footkicksindo
Footwear



9.85%
High Engagement

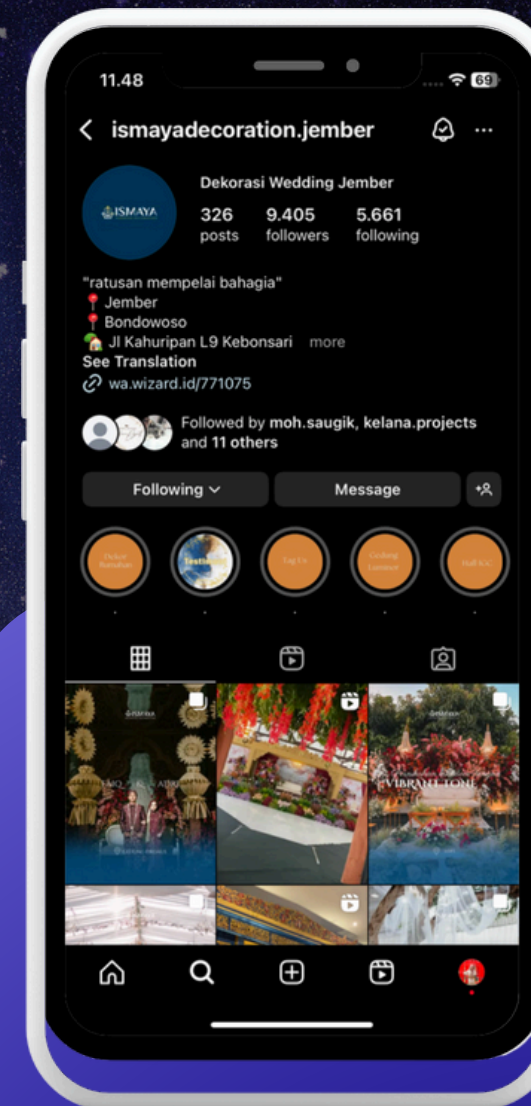
8.73%
High CTR on IG

154.72%
Over the top growth audience

43.9K
Influencer marketing views

280.9K
Highest view counts on TikTok

@ismayadecoration_jember
Wedding Service

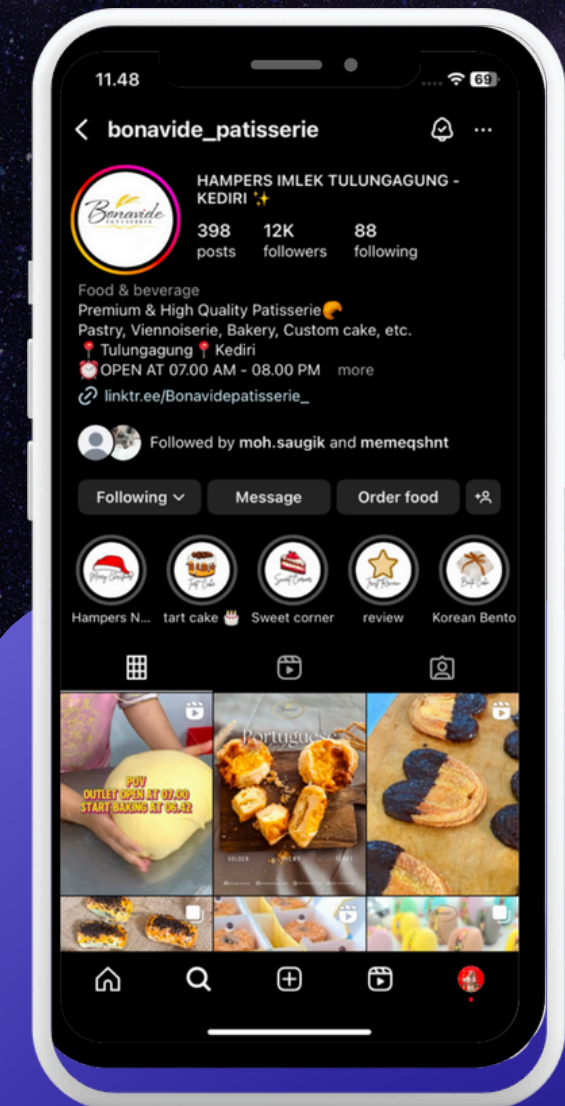


23.04%
Very High Engagement

7062
view count organic

148.02%
Over the top growth audience

@bonavide_patisserie
Bakery & Patisserie



6.04%
Engagement

8.73%
High CTR on IG

154.72%
Over the top growth audience

43.9K
Influencer marketing views

280.9K
Highest view counts on TikTok

Over The Top Social Media Execution



USP Centric Content - Helps drive believability and retain swing customers

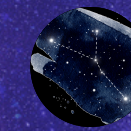


Factual Infliction Point - Creating space of logic and emotion in customers that drives purchase and loyalty



Relevancy - Start from pain point, which is relevant in day to day basis, creating sense of needs

All Round Visual for Maximum Support



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Conversion Pull - Promo execution with the right calls and visuals



Key Visual to Educative Contents - Key Visuals is hard branding, while education content is soft liner and informative. Translating the process is our forte



PR Support Content - We help build informative visual for PR purpose



UGC Pull Content - Start with tips, that's where the ball rolls in creating buzz and UGC





Creative Works based on Your Needs



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Contact Us



Consultation
+62 81 354 961 594 (Danny)
Business Inquiries
+62 88 805 255 827 (Shinta)



contact@mwmandiri.com
cvmaulanawijaya@gmail.com



Visit Our
Website

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