

maia

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PT. BERUANG MAYA RAYA

about us



It's a thing.

that matters.

MAIA exist to inspire people through intelligent and creative big ideas.

MAIA is a fast-growing professional Information Communication Technology company based in Jakarta.

Alongside full service, in-house team of thinkers creators and implementer we work with from high end technologist to high end writers on the same rosters.

We connect and help brands of all sectors and sizes to build meaningful, lasting

relationships with their audience by creating world-class excellence communication

objectives and also we connect consumer, corporate, technology and brands with

their target audiences, real data analytics and audience engagement to deliver a real advantages for our clients.



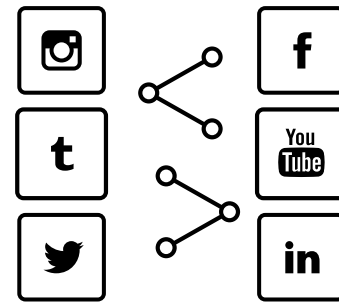
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PT. BERUANG MAYA RAYA

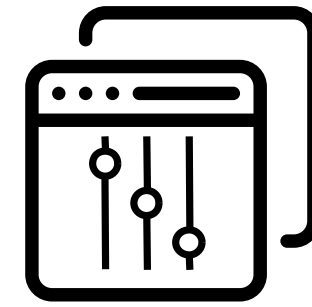
our services



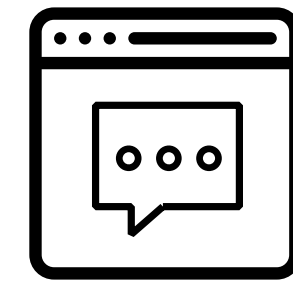
our digital services



**SOCIAL MEDIA
MARKETING & MANAGEMENT**



**DIGITAL & SOCIAL MEDIA
ADVERTISING**



**INTEGRATED
COMMUNICATION PLAN**

our production services



CORPORATE IDENTITY

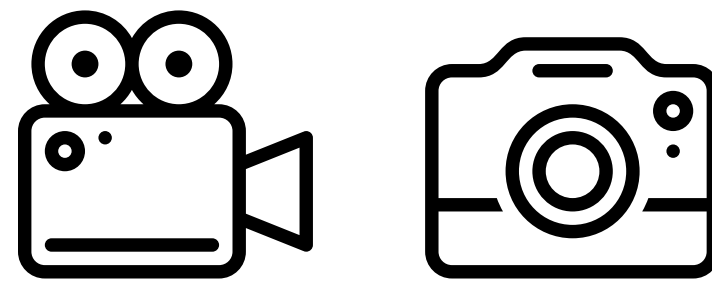
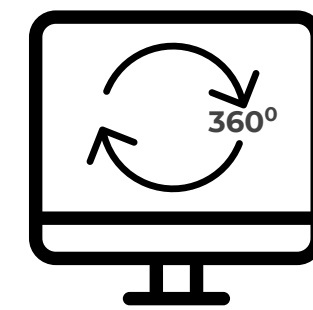


IMAGE & VIDEO
PRODUCTION



360° VIRTUAL
SHOWROOM

journey with us.

your satisfaction is guaranteed.

Information plays significant roles on today's era.

Revolution on Technology & Media makes it spreading faster than ever.

People tend to be more selective on accepting various information.

Delivered the right communication becomes quite challenging in the digital industry.

Having a relevant, memorable yet engaging message that represents your brand is the only way to occupy precious space in consumers' hearts and minds.

With MAIA as the right companion for your adventure, the journey satisfaction is guaranteed.

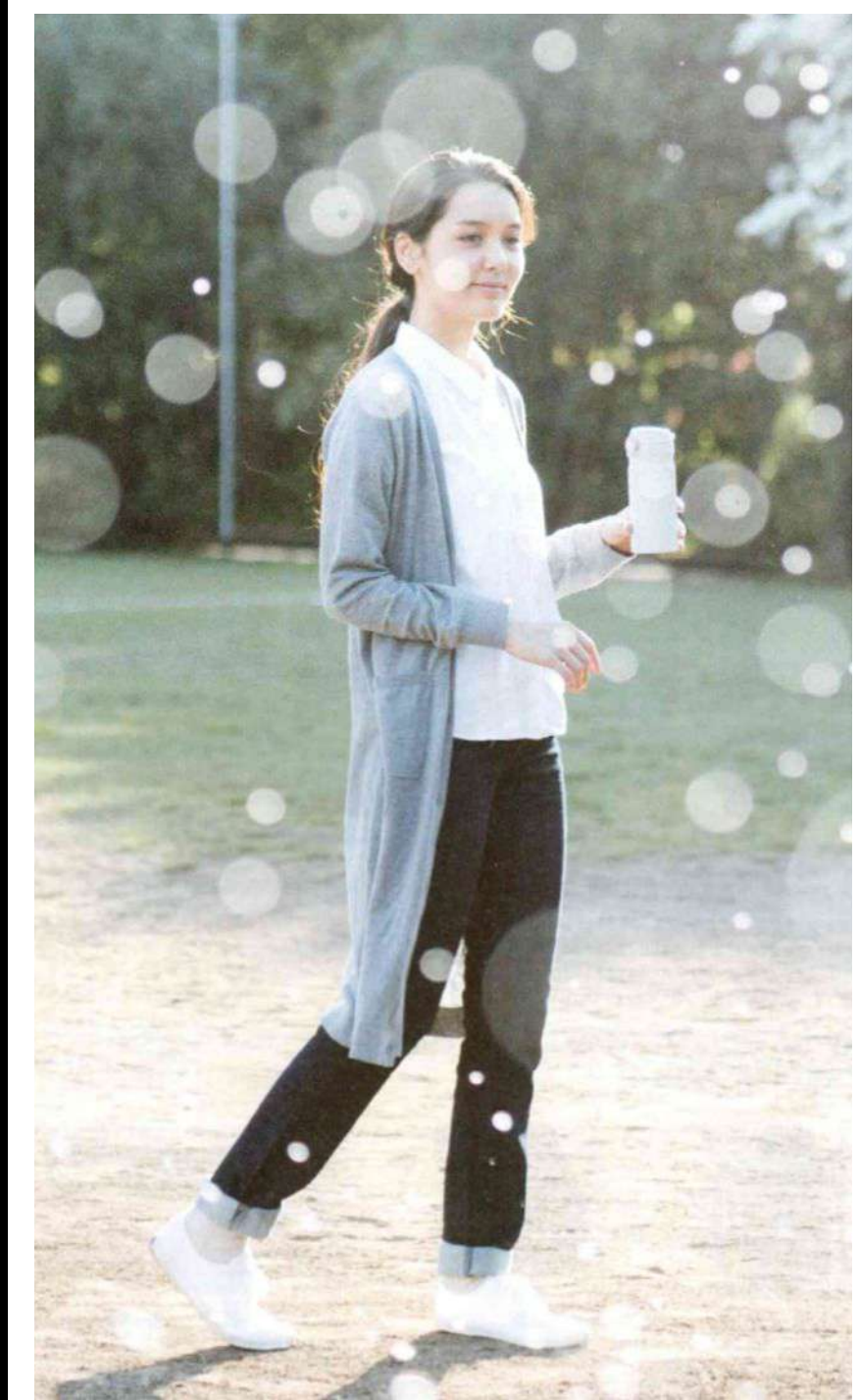




CREATE STORY

To stay competitive you need to be visible, no easy feat in today's crowded marketplace. Only ideas that disrupt, engage and change behavior will grow your brand into the future.

It takes vision and courage to create advertising that is impossible to ignore.



rethink

PT. BERUANG MAYA RAYA

our partners



our clients > all services.

THERMOS®



Panasonic®

our clients > all services.

YAQIN

Molta



our clients > all services.



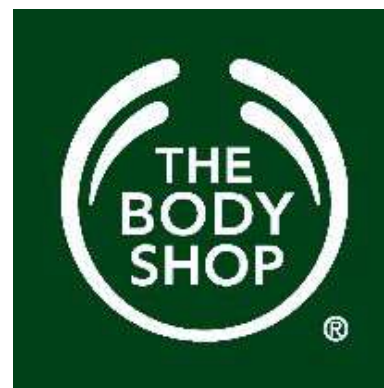
Mercedes-Benz

VISA

our clients > all services.



our clients > others.



for our

PT. BERUANG MAYA RAYA

our project



01

THERMOS INDONESIA

INTEGRATED
COMMUNICATION
PLAN

SOCIAL MEDIA
MARKETING &
MANAGEMENT

DIGITAL &
SOCIAL MEDIA
ADVERTISING

IMAGE & VIDEO
PRODUCTION



PROJECTS



- 01 Thermos Indonesia Digital Infrastructure
- 02 Digital Branding
- 03 Brand Awareness to New Market
- 04 Brand Engagement
- 05 Marketplace / e-Commerce Visual
- 06 Digital Content Creation

You can visit Thermos Indonesia digital assets at www.thermos.co.id, FB: Thermos Indonesia, Twitter: @Thermos_ID, Instagram: @Thermos_ID, YouTube: Thermos Indonesia.

02 CALPIS INDONESIA

INTEGRATED
COMMUNICATION
PLAN

SOCIAL MEDIA
MARKETING &
MANAGEMENT

DIGITAL &
SOCIAL MEDIA
ADVERTISING

IMAGE & VIDEO
PRODUCTION



PROJECTS



- 01 Calpis Indonesia Digital Infrastructure
- 02 Digital Branding
- 03 Brand Awareness to New Market
- 04 Brand Engagement
- 05 Marketplace / e-Commerce Visual
- 06 Digital Media Ads Placement
- 07 Digital Content Creation

You can visit Thermos Indonesia digital assets at www.thermos.co.id, FB: Thermos Indonesia, Twitter: @Thermos_ID, Instagram: @Thermos_ID, YouTube: Thermos Indonesia.

03 YAQIN

INTEGRATED
COMMUNICATION
PLAN

SOCIAL MEDIA
MARKETING &
MANAGEMENT

DIGITAL &
SOCIAL MEDIA
ADVERTISING

IMAGE & VIDEO
PRODUCTION



PROJECTS



- 01 YAQIN Indonesia Digital Infrastructure
- 02 Digital Branding
- 03 Brand Awareness to New Market
- 04 Brand Engagement
- 05 Marketplace / e-Commerce Visual
- 06 Digital Media Ads Placement
- 07 Digital Content Creation
- 08 Digital Commercial Video

You can visit Thermos Indonesia digital assets at www.thermos.co.id, FB: Thermos Indonesia, Twitter: @Thermos_ID, Instagram: @Thermos_ID, YouTube: Thermos Indonesia.

04 ARISTON INDONESIA

INTEGRATED
COMMUNICATION
PLAN

SOCIAL MEDIA
MARKETING &
MANAGEMENT

DIGITAL &
SOCIAL MEDIA
ADVERTISING

IMAGE & VIDEO
PRODUCTION



PROJECTS

- 01 Build Ariston Indonesia's digital asset
- 02 Brand Awareness to New Market
- 03 Brand Engagement
- 04 Digital Content Creation



05 ETERNAL PLUS

SOCIAL MEDIA
MARKETING &
MANAGEMENT

DIGITAL &
SOCIAL MEDIA
ADVERTISING

IMAGE & VIDEO
PRODUCTION

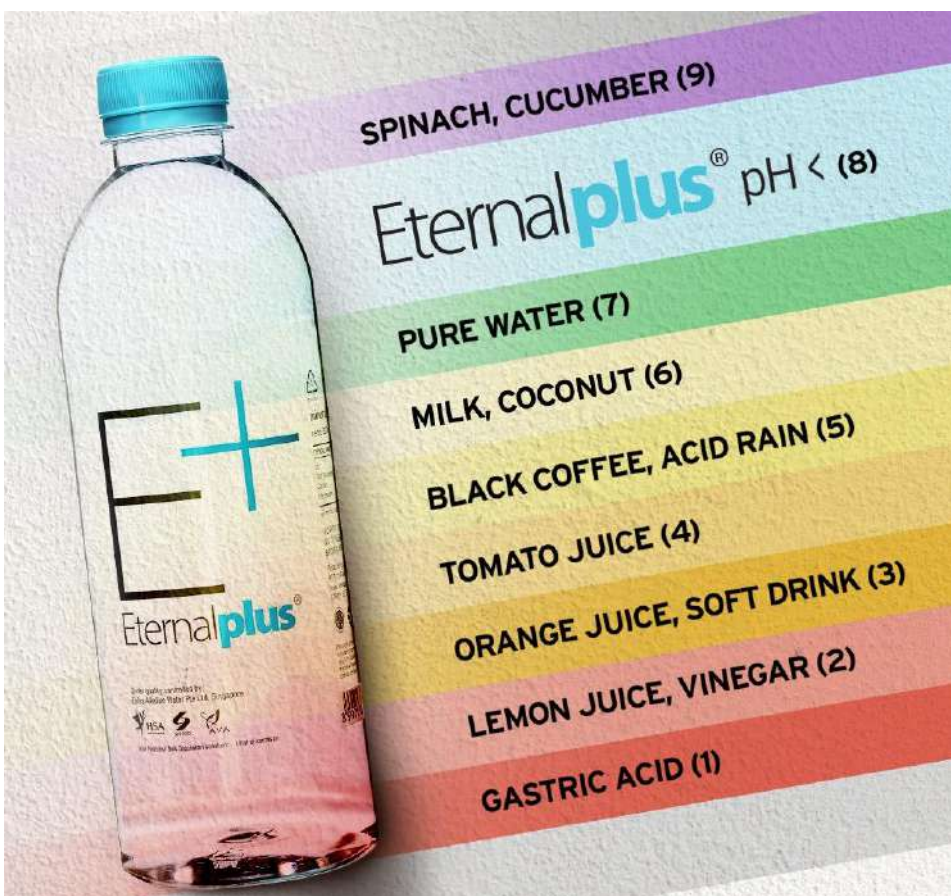


PROJECTS

- 01 Social Media Growth
- 02 Brand Engagement
- 03 Digital Media Ads Placement
- 04 Digital Content Production

You can visit ETERNAL PLUS Indonesia digital assets

FB: Eternalplus, Instagram: @Eternalplus.



06 RHMC INDONESIA

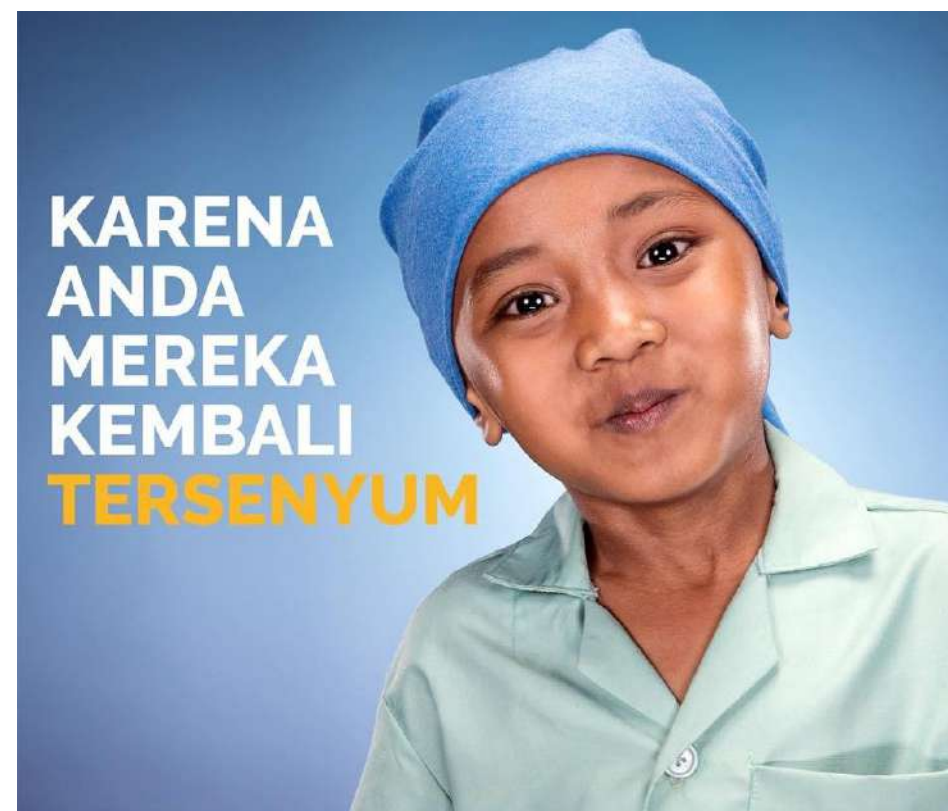
SOCIAL MEDIA
MARKETING &
MANAGEMENT

DIGITAL &
SOCIAL MEDIA
ADVERTISING

IMAGE & VIDEO
PRODUCTION



PROJECTS



www.rmhc.or.id f RMHCIndonesia t @rmhc_id Yayasan Ronald McDonald



www.rmhc.or.id f RMHCIndonesia t @rmhc_id Yayasan Ronald McDonald

- 01 Create Social Media Campaign
- 02 Build Awareness through Social Media
- 03 Social Media and Digital Ads Placement
- 04 Digital Content Production



You can visit RMHC Indonesia digital assets at bringsmiles.rmhc.or.id/site/, FB: RMHC, Twitter: @RMHC_ID, Instagram: @RMHC_Indonesia.

07 PANASONIC GOBEL AWARDS

INTEGRATED
COMMUNICATION
PLAN

SOCIAL MEDIA
MARKETING &
MANAGEMENT

DIGITAL &
SOCIAL MEDIA
ADVERTISING

IMAGE & VIDEO
PRODUCTION



PROJECTS

- 01 Create Social Media Campaign
- 02 Build Awareness and Engagement
- 03 Generate Traffic for Social Media
- 04 Social Media and Digital Ads Placement
- 05 Digital Content Production

You can visit PGA digital assets at www.panasonicgobelawards.com, FB: Panasonic Gobel Awards, Twitter: @PGAwards, Instagram: @PGAawards.



08 UNILEVER INDONESIA

INTEGRATED
COMMUNICATION
PLAN

SOCIAL MEDIA
MARKETING &
MANAGEMENT

DIGITAL &
SOCIAL MEDIA
ADVERTISING

IMAGE & VIDEO
PRODUCTION



PROJECTS



*Beauty
is You*



- 01 Create Social Media Campaign Strategy
- 02 Build Awareness through Social Media
- 03 Social Media and Digital Ads Placement
- 04 Digital Content Production

You can visit I Know You Know online store assets at @beautyisyou.idn

09 BANK BUKOPIN

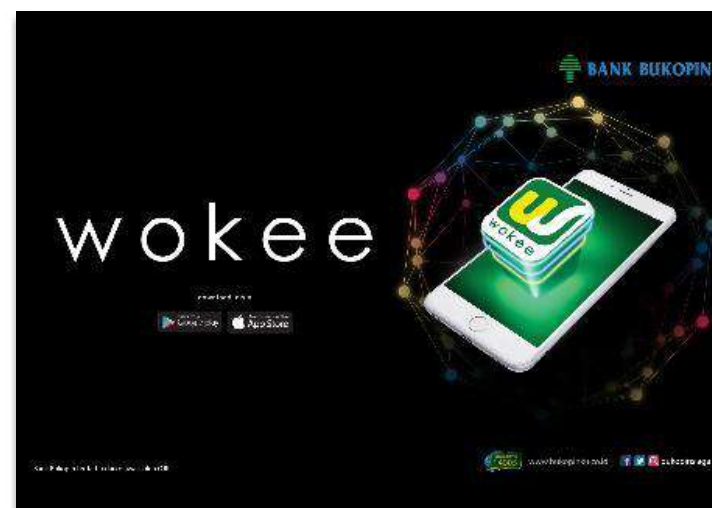


IMAGE & VIDEO
PRODUCTION



PROJECTS

- 01 Video Content Production
- 02 Photo Content Production
- 03 User Interface Asset Production
- 04 Graphic Design Content Production



10

DAIRY CHAMP



IMAGE & VIDEO
PRODUCTION



PROJECTS



- 01 Photo Content Production
- 02 Graphic Design Content Production
- 03 Key Visual Design Production

11

DREAMHUB

INTEGRATED
COMMUNICATION
PLAN

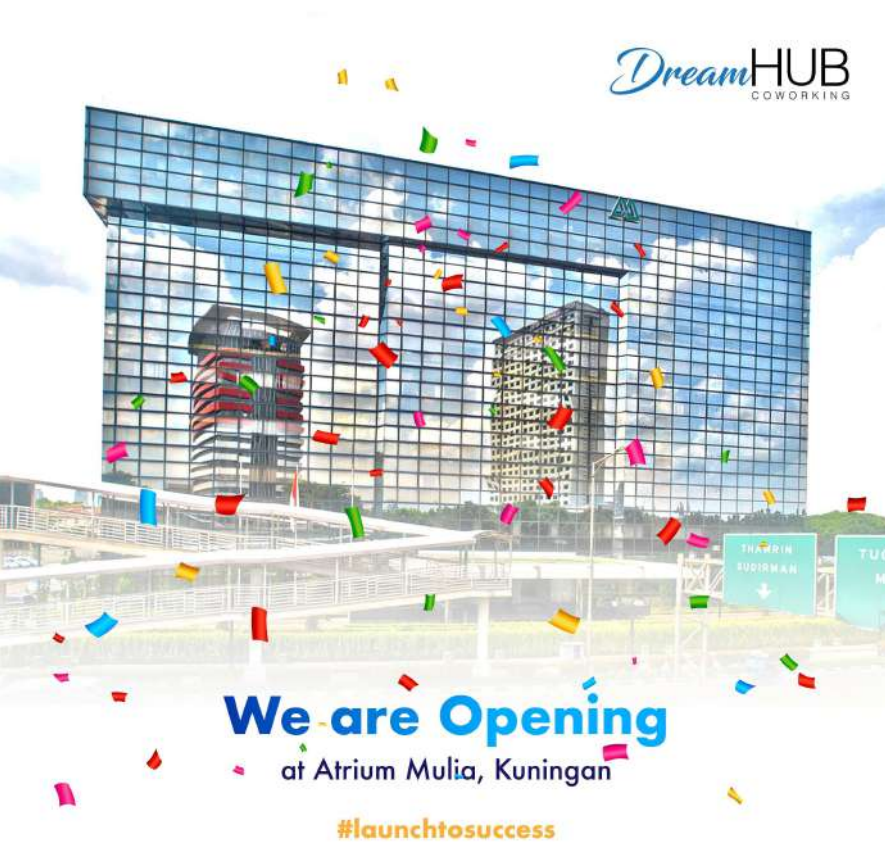
SOCIAL MEDIA
MARKETING &
MANAGEMENT

DIGITAL &
SOCIAL MEDIA
ADVERTISING

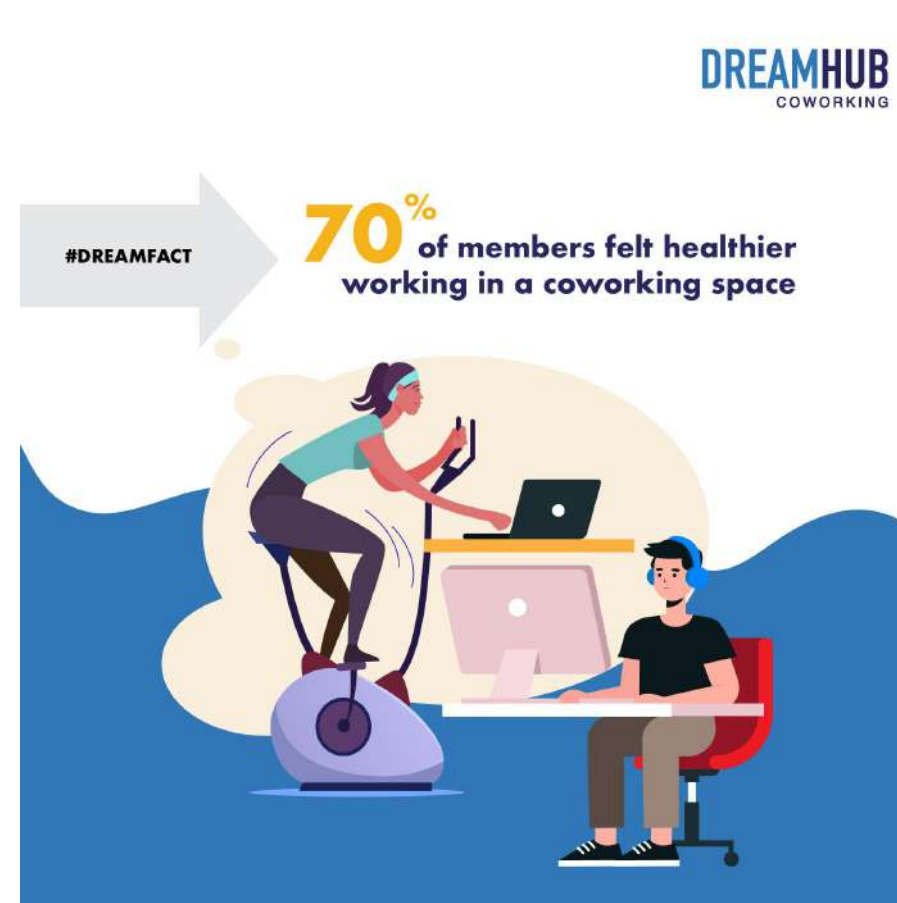
IMAGE & VIDEO
PRODUCTION



PROJECTS



- 01 Digital Communication Strategy
- 02 Google Ads Strategy and Management
- 03 SEO Management
- 04 Digital Content Production
- 05 Graphic Design Content Production



12 AIR LIQUIDE



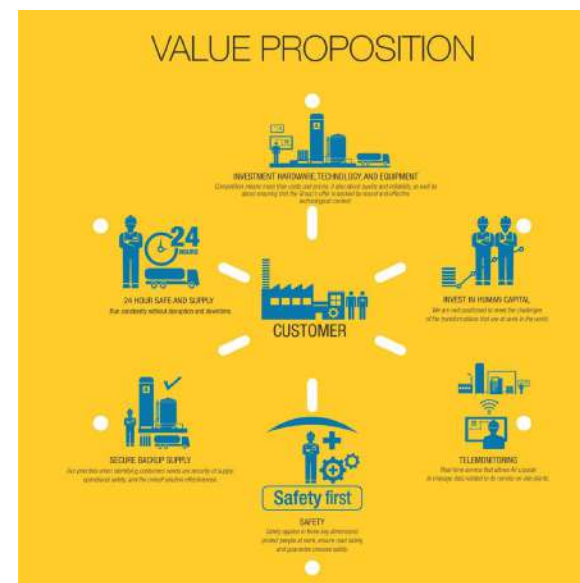
IMAGE & VIDEO
PRODUCTION



PROJECTS

GAS SOLUTION

Air Liquide delivers innovative gas solutions and technologies to customers, driving their performance and helping them reduce their environmental footprints.



1 CRYOGENIC BULK TRUCK = 1900 CYLINDER

- 01 Company Profile Book
- 02 Internal Event Digital Media
- 03 Product Catalogue
- 04 Content Production
- 05 Graphic Design Production

13 BMW INDONESIA

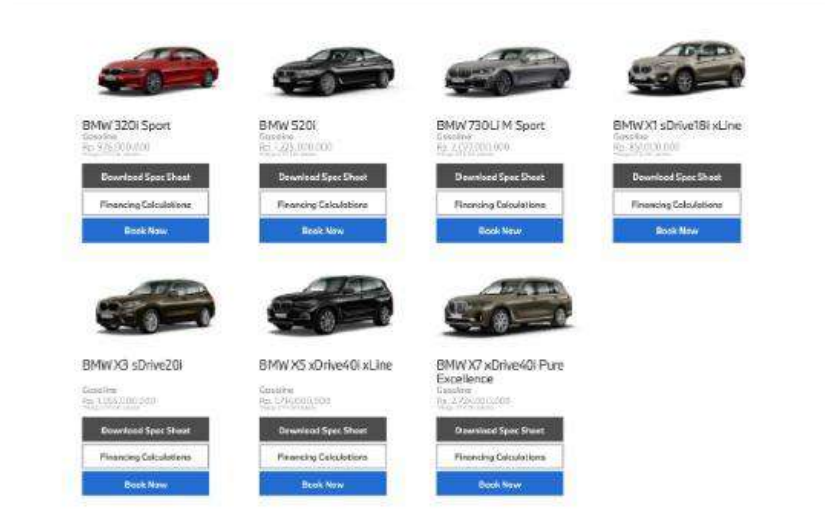
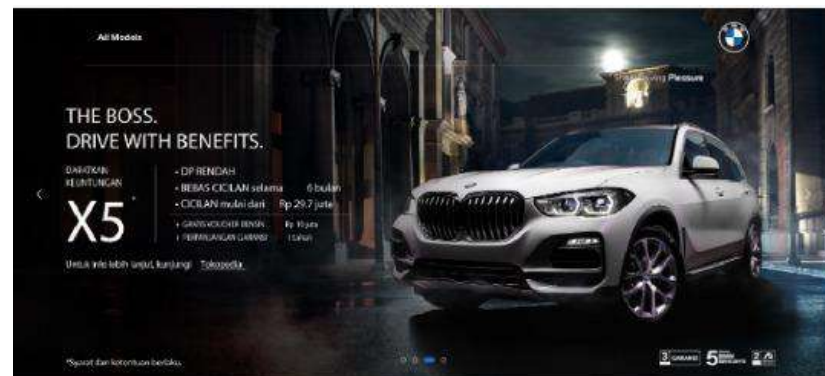


360° VIRTUAL
SHOWROOM



PROJECTS

- 01 Microsite Virtual Motorshow
- 02 Virtual Showroom Application



14

HALMAHERA HOSPITAL



CORPORATE IDENTITY

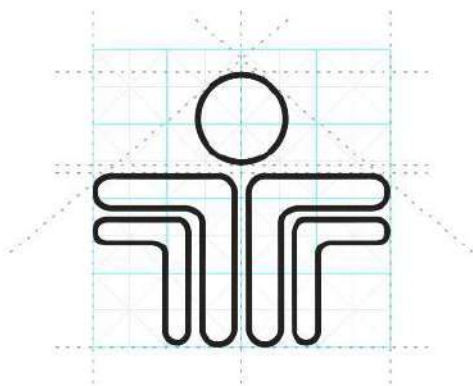


PROJECTS

Brand Book
HALMAHERA GROUP

RSKB Halmahera Siaga
Graphic Guidelines 2018

Logo



Logo ini dibentuk oleh beberapa bentuk geometri (bentuk dasar), dan dilandasi dengan ke-simetrian (bentuk terlihat menjadi sebuah figur) bentuk, yang mana logo akan terlihat lebih *simple* dan khalayak akan lebih mudah mengingat bentuk dari logo. Bentuk dasar ini membuat penempatan aplikasi dari logo lebih fleksibel dan juga terlihat lebih kokoh.

Seperti hanya cara orang dalam mempersepsi sebuah objek lebih memilih melihat bentuk-bentuk sederhana, jelas, tertata, dan memiliki makna, ketika dihadapkan kepada sebuah bentuk tunggal yang rumit, maka muncul kecenderungan untuk mencernanya sebagai bentuk yang lebih sederhana.



Pada bagian logo *landscape* skala pada *clear space* 1:3 posisi logo bisa digunakan untuk kebutuhan *print* (Kop Surat) *clear space* juga membantu dalam mengatur keseimbangan dalam tata letak penulisan. Selain itu *clear space* juga digunakan sebagai solusi untuk mengatasi permasalahan penempatan elemen-elemen visual dalam sebuah ruang desain.

- 01 Re-Branding Corporate Identity
- 02 Graphic Standard Manual

15

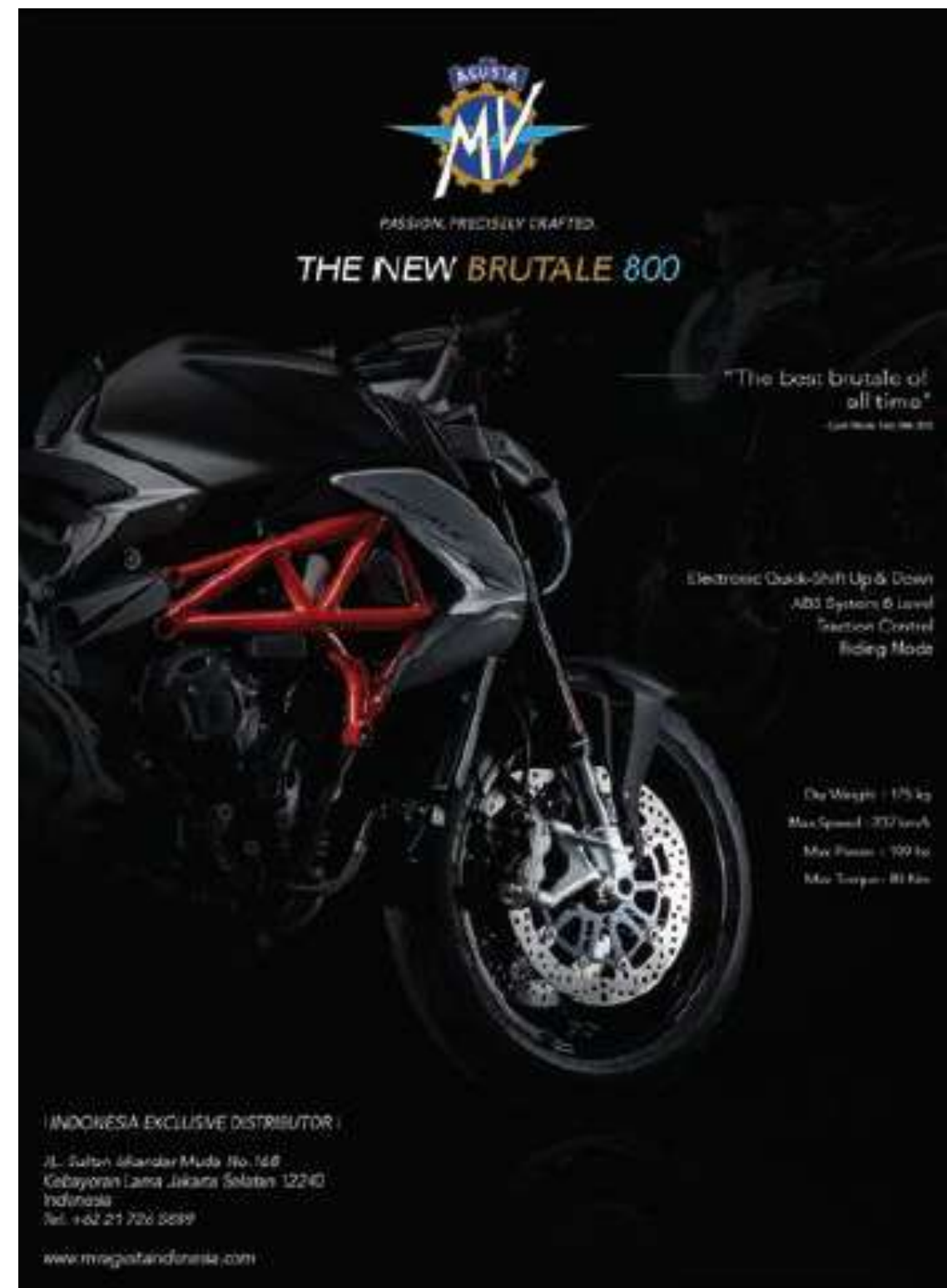
MV AGUSTA INDONESIA



IMAGE & VIDEO
PRODUCTION



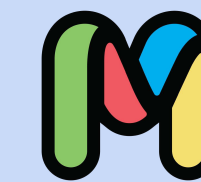
PROJECTS



- 01 Commercial Photo Content Production
- 02 Graphic Design Content Production

16

MERCEDES BENZ

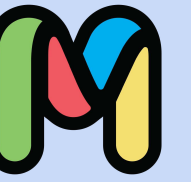


PROJECTS

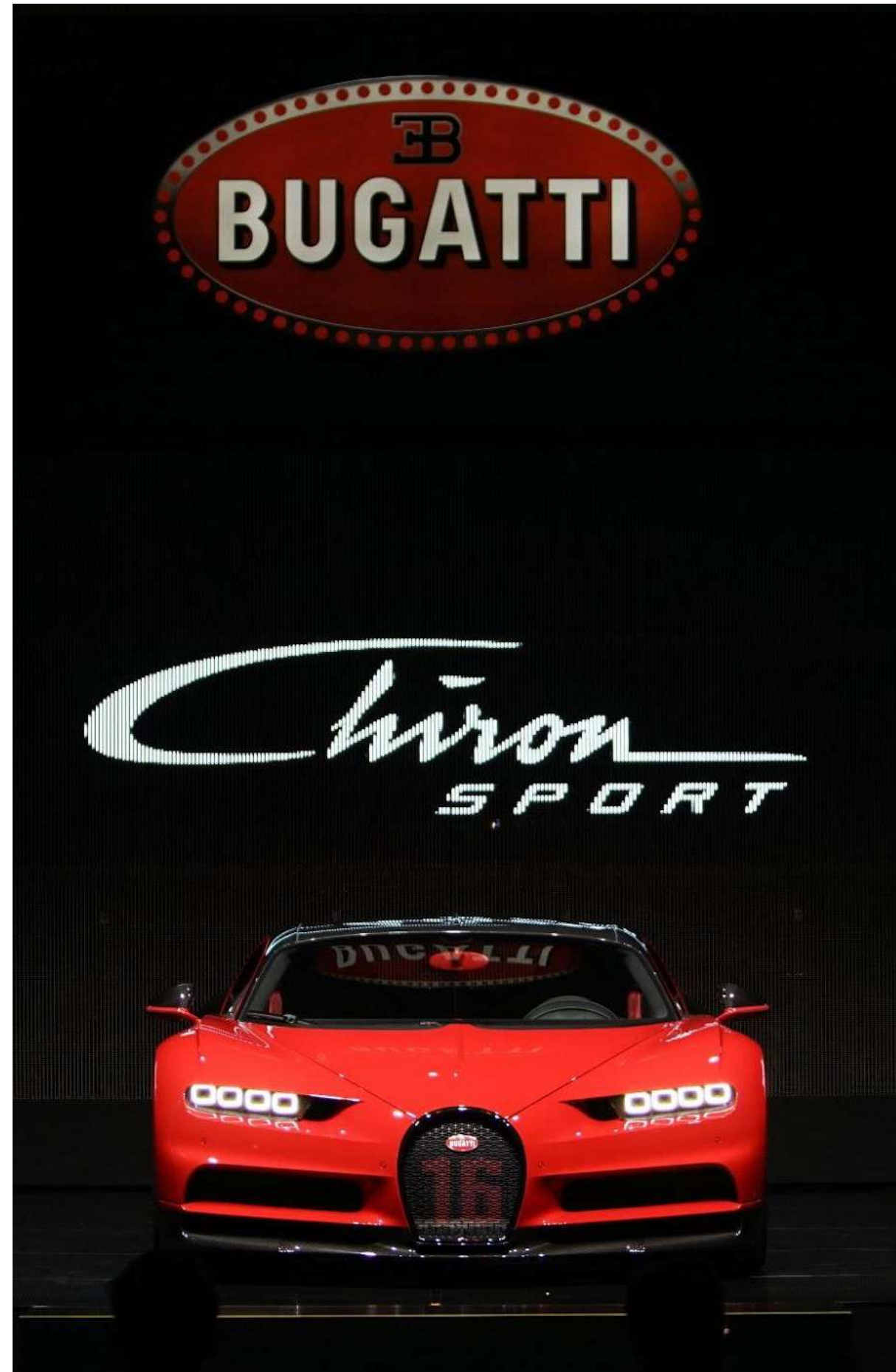
- 01** Commercial Photo Content Production
- 02** Graphic Design Content Production



17 BUGATTI



PROJECTS



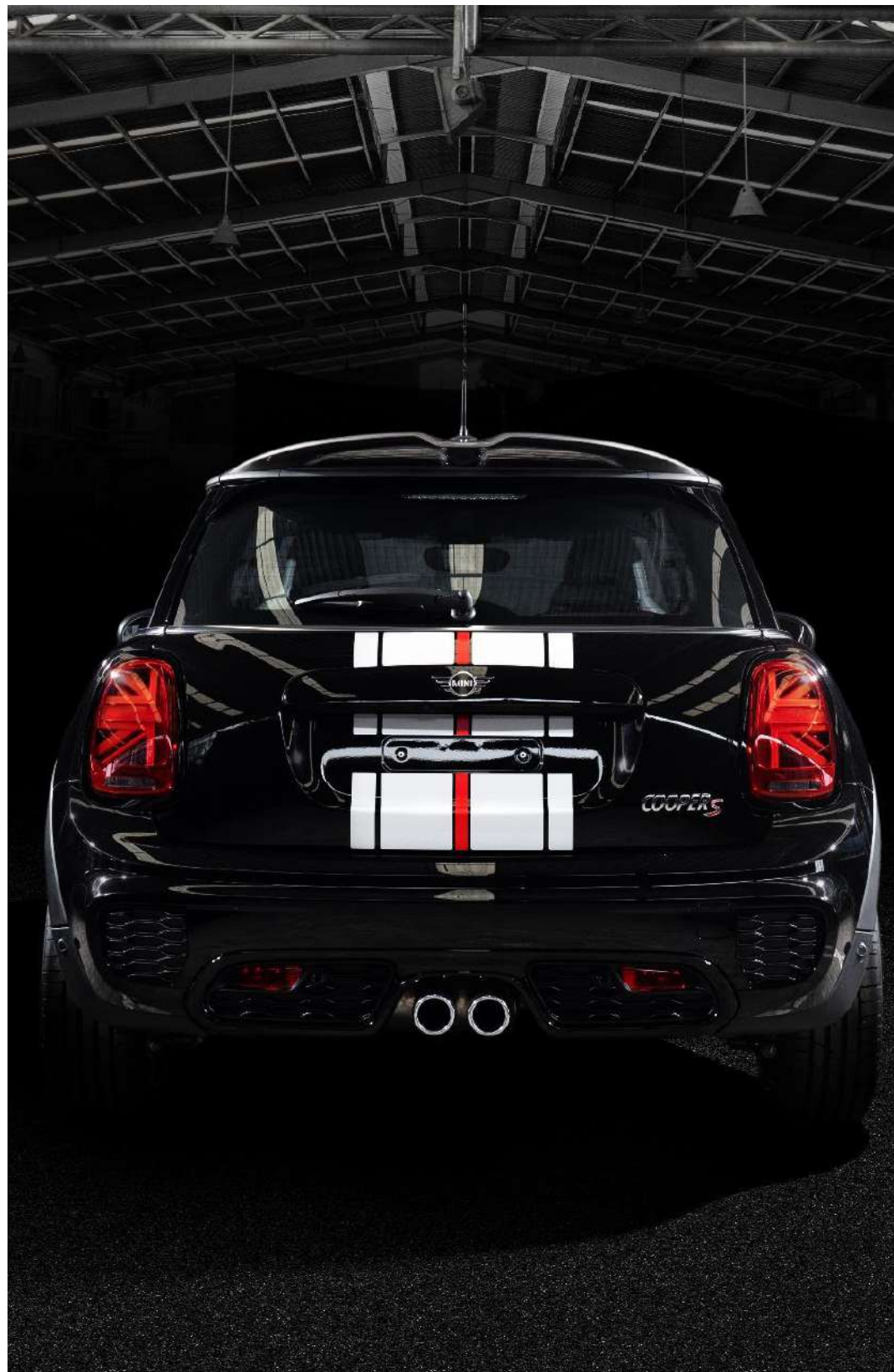
- 01** Commercial Photoshoot for Bugatti Chiron Sport
- 02** Event Video Documentation – Test Drive
- 03** Photoshoot Content Production
- 04** Full-day Video and Photo Documentation

18

MINI COOPER



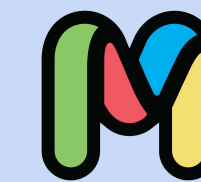
PROJECTS



- 01** Commercial Photoshoot for All Mini Cooper line for Indonesian Market
- 02** Photo Content Production
- 03** Graphic Design Content Production

19

JAGUAR F-TYPE



PROJECTS



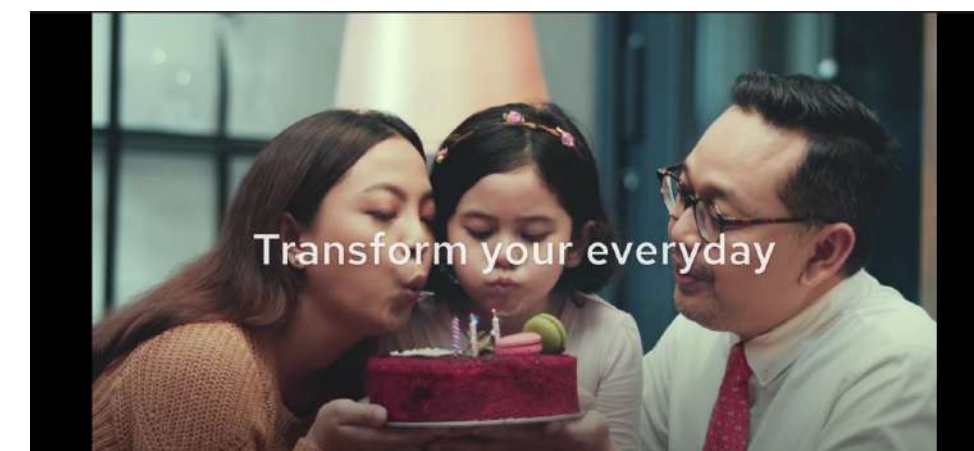
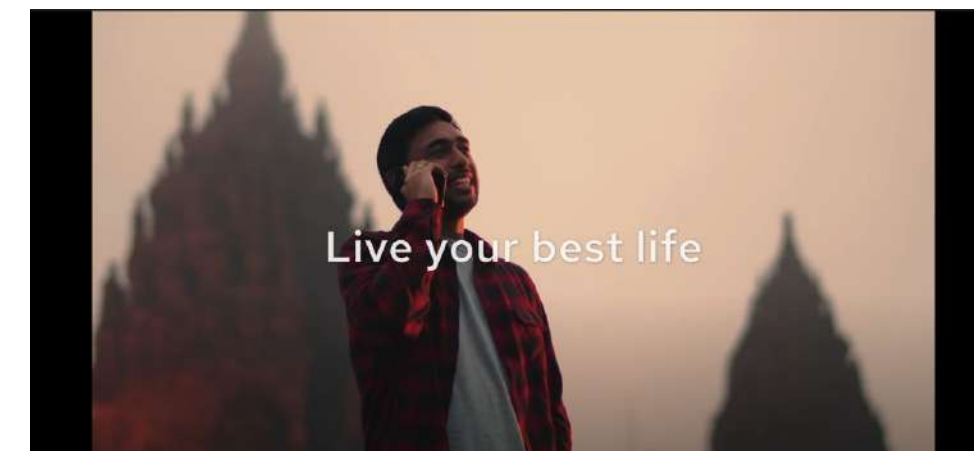
- 01 Commercial Photoshoot for Jaguar F-Type
- 02 Graphic Design Content Production

20

PRIVY ID



PROJECTS



www.privv.id

01 Commercial Video Production

21

TOLAK ANGIN



IMAGE & VIDEO
PRODUCTION



PROJECTS

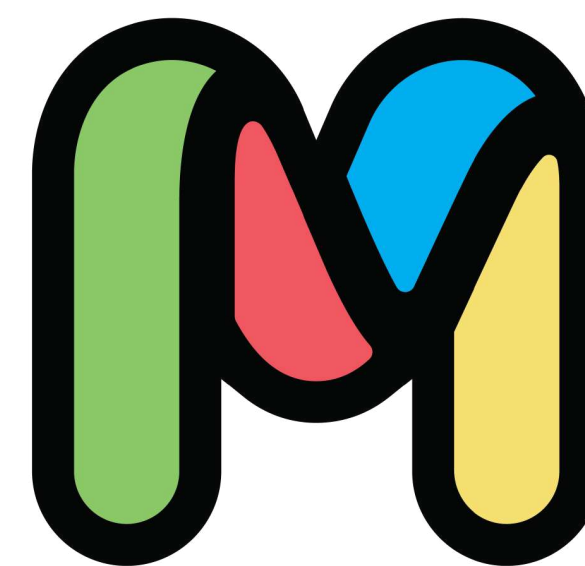
01 Graphic Design Production for Packaging

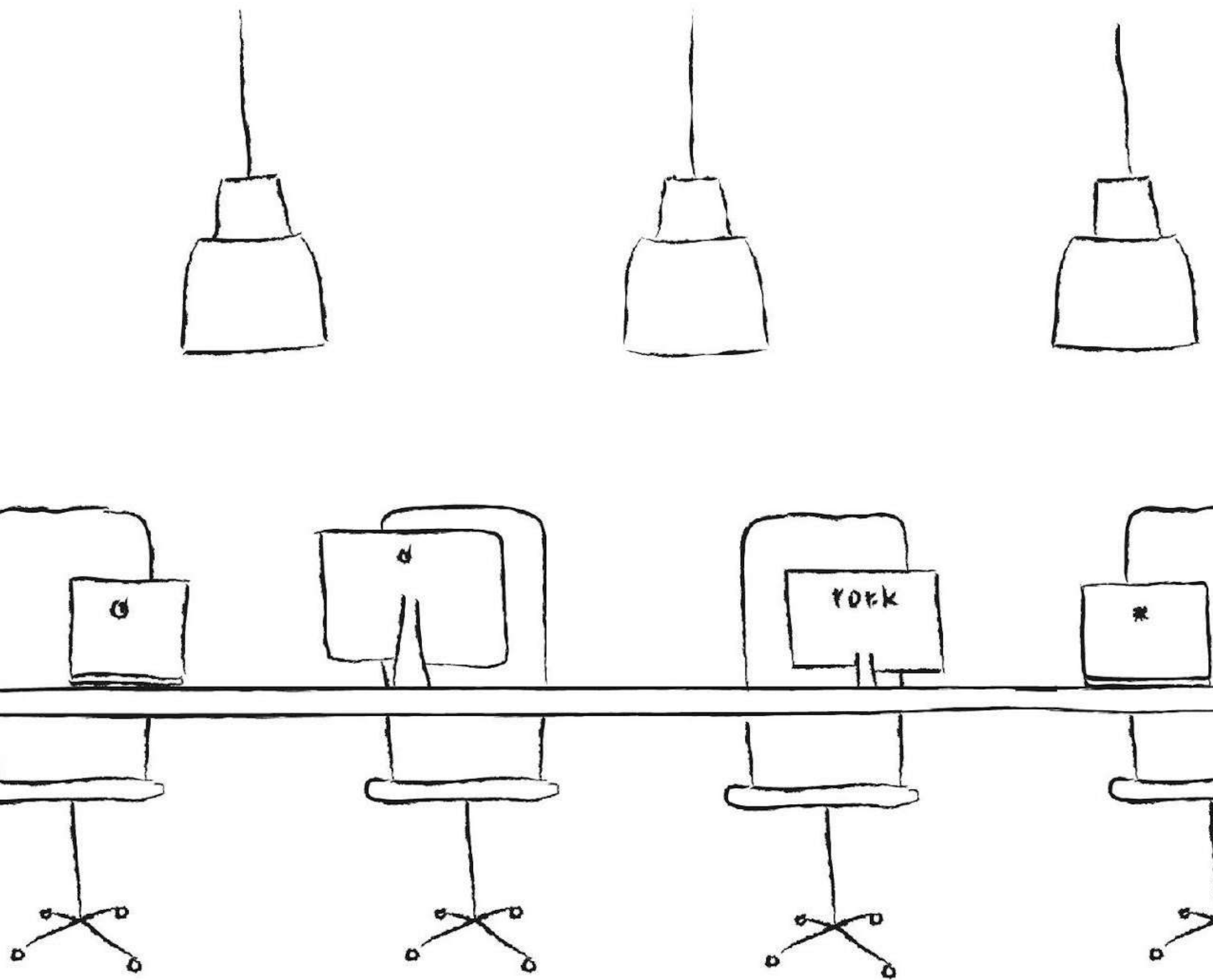


PT. BERUANG MAYA RAYA

**get in
touch**

>





LOCATION

Edugate Building 1st Floor Unit B
Jl. Fatmawati Raya No.99
JAKARTA 12430

CONTACT US

Reza Cahaya

rezacp@maiaraya.com

+62 813-9825-5003

Egar Maulana

egar@maiaraya.com

+62 821-2255-5006

