

Hello, Nice to meet you.

We Are HEROES PICTURES.

Production House Company



**IS YOUR BRAND
READY? ➔**





we believe that each brand are heroes with their own uniqueness and
we're here to help them reach their full potential, to

**STRIVE FOR THE BETTER IN THE
MARKETPLACE.**

**PEOPLE'S INCREASING
PREFERENCE FOR VISUAL CONTENT**



About Us

Heroes Pictures is a Jakarta-based Production House established in 2017.

Since then, we've been working hand in hand with companies and brands all over Indonesia.

We Provide Services in Film Production, Video Works, Photography, Social media management, Graphic Design, and Copywriting Content.

Our services include Digital based Video, Social Media Content, Media Promotion , also TV commercials , as well as company profile video production.

CREATIVE SERVICES FOR ALL NEEDS.





KEMENTERIAN KEUANGAN
REPUBLIK INDONESIA



OUR CLIENTS →



Logo PLN Peduli yang baru Februari 2017 - Harian Kita Yogyakarta



PT. PP PROPERTI



RIVERA
LIVE LIFE. EMPOWERED.





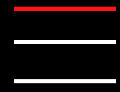
OUR SERVICE

- **VIDEO WORKS**
- **PHOTOGRAPHY**
- **SOCIAL MEDIA MANAGEMENT**



www.heroespictures.id





VIDEO Services

-
1. Media Promotion
 2. Company Profile
 3. Music Video
 4. TVC & Digital Video ads
 5. Film / Web series ads
 6. Documentary & Travel Video
 7. Infographic Videos
 8. Aerial Video / Drone Operator
-





PHOTOGRAPHY Services

Product Shoot

Fashion Photography, Food Photography

Establish Area

Construction / Infrastructure Photography, Building Photography, Architecture / Interiors Photography, Tourist Destination Photography, Site Plan Photography

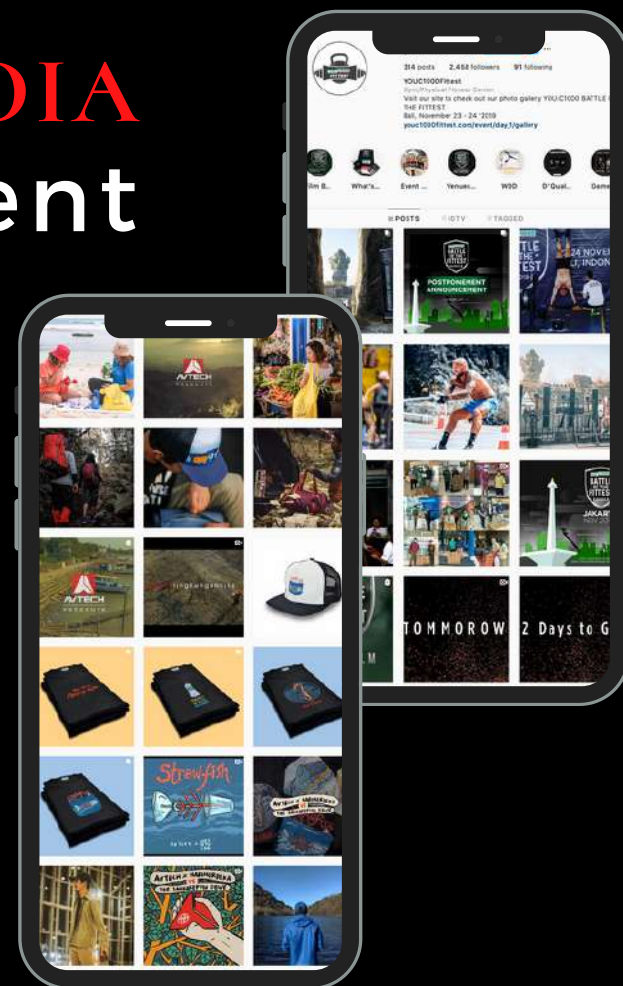
Travel

Group Photography (Group Tour / Couple), Tourism Industry, Single Traveler, Adventure Product, Heritage and Culture, Tourism Board.





SOCIAL MEDIA Management



Social Media Strategy

We help you conduct the most suitable social media strategies targeted to your specific audience.

Social Media Administration

Let our assigned social media admin manages your social media accounts so it is always in-sync with your brand's activity.

Social Media Content Creation

Fast Video (Feed & Story), Infographic / Motion (Story), Photography Creation (Feed).

We assist you in creating a social media content that will help maintain your user's interest





WE PASSIONATE IN FILM PRODUCTION, VIDEO, PHOTOGRAPHY,
SOCIAL MEDIA MANAGEMENT, GRAPHIC DESIGN, AND
COPYWRITING CONTENT.

A CULTURE OF INNOVATION

We always prioritize multidisciplinary, togetherness and a collaborative environment in each project. We're connect every creative minds from idea to the screen, it's our mission to create better quality content for all screen needs.

SINCERE RELATIONSHIP

As a small company, we believe in collaboration, communication and true relationship we prefer get to work closely with our partners and clients to help them have the good advice, and making the right solution. We also ensure on transparency approach, tells what will make your project successful, honesty as an our asset, and continue to analyze current development in the creative industry with effective communication through creative stories combined with streamlined service for clients.



WE LOVE

- MAKING IT SIMPLE BUT RELEVANT

- THINKING OUTSIDE THE BOX

- EXPERIMENTING NEW IDEAS

- EXPLORING UNCHARTED TERRITORIES



WE ARE
100% VACCINATED





OUR PORTFOLIO →

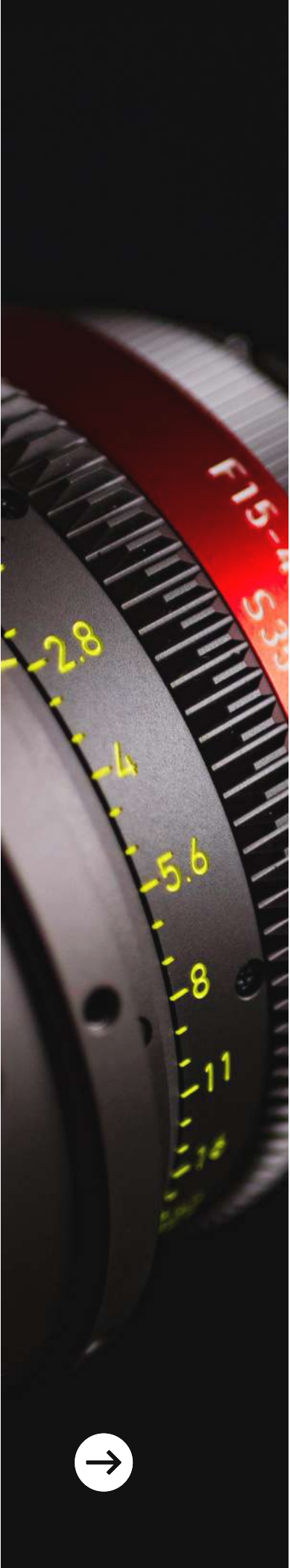


OUR PORTFOLIO VIDEO WORKS



Melayani Dengan Setulus Hati

BANK BRI - INNOVATION BANKING HALL







OUR PORTFOLIO-VIDEO WORKS



Melayani Dengan Setulus Hati

About the Client :

BRI (Bank Rakyat Indonesia) is one of the largest state-owned banks in Indonesia. Their motto is "Melayani Dengan Setulus Hati" – meaning that they're willing to serve their customer with the utmost respect and sincerity.

For a century, BRI has served Indonesians with trusted and effective ways of banking.

OUR CREATIVE CONCEPT

Project Title : **INNOVATION BANKING HALL.**

Objective :

- Our creative concept of renewal transformation for Bank BRI after 123 years established . The concept called "innovation banking hall" with a target closely approach to Y generation community market.
- Heroes Pictures created a promotional video for one of BRI's branch in TB Simatupang to promote their Innovation Banking Hall. In this video, Heroes Pictures decided to emphasize the effective and comfortable process of banking service in BRI which integrated with digital technology.

Projects :

- 1 Day Production Service
- 1 Version full video
- 1 Cut down 60s

Exclude :

- Celebrity Talent / Influencer
- Music

Price can be vary depends on Your Brief, Shooting days, Equipments list and Teams.
Please contact us for further discussion





MASCARA BOLD INTENSE

THE ART OF ATTRACTION

Prevent Fall Out Lashes | Waterproof | Easy To Clean

RIVERA

LIVE LIFE. EMPOWERED.





SOFT CREAMY TEXTURE

FAST DRYING

WATERPROOF



Client - **RIVERA**

VIDEO WORKS

**BOLD INTENSE
EYELINER**

**BOLD INTENSE
MASCARA**

EASY TO REMOVE



OUR PORTFOLIO-VIDEO WORKS



About the Client :

Rivera is an Indonesian cosmetic brand. Their mission is to aspire and empower woman to live life and achieve more in life.

Project Tittle : BOLD INTENSE MASCARA

Projects :

- 1 Day Production Service
- 1 Version full video 30 s (Video ads)

Pre Pro

- Location (only 1 spot Studio)

Production Team

- Director + DOP
- Producer
- Gaffer
- SoundMan
- Art Director

Post Production

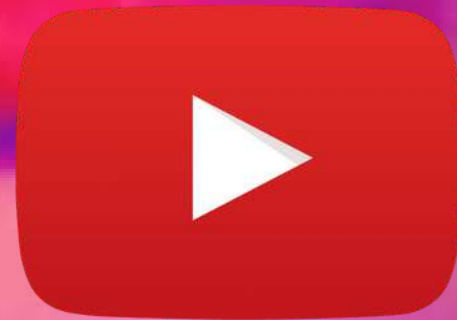
- Offline
- Online
- Color Grading
- Sound Mixing
- Music Library / Music Free Copyrights

Exclude

- Music

Price can be vary depends on Your Brief, Shooting days, Equipments list and Teams.
Please contact us for further discussion





ABSOLUTE
MATTE
LIPSTICK



Project Title : **ABSOLUTE MATTE LIPSTICK**

Heroes Pictures as a video vendor for Rivera Absolute Matte Lipstick campaigns

Heroes Pictures to do product shoot to shows the lively bold of the matte color effect while using this product, the lipstick obtaining soft focus effect agent on the lips bring a perfect cover effect for pores and wrinkles.

The mood and tone on this video dominantly consists of a vibrant-colored neon lights such as pink, magenta, and blue to Shows an elegant, luxurious, beautiful matte and sharpen the absolute of matte lipstick products when highly exposed to the light.



SOFT FOCUS EFFECTS



AND MOISTURIZING



ATTENTION ! Please Read Carefully

Increasingly, online video content is being consumed by pretty much every demographic. knowing your audience and what type of video is best suited to your purpose is key.

be careful because this doesn't mean that every type of video will appeal to every demographic.

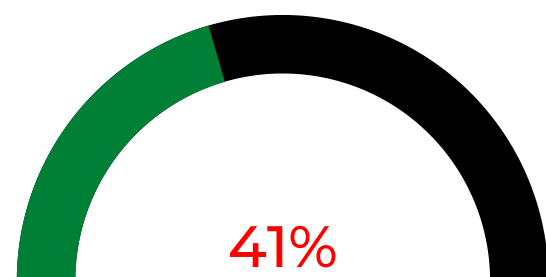
This is another advantage of using a video production company like ours- we have experience creating different types of video content, so we can work with you to research and narrow down your target audience and tailor your video exactly to your purpose.

Video is a versatile and engaging content format that not only gives your audiences a real-life picture of what's hype going on; videos are also easy to share on multiple platforms. **Consumers love it, because it 's easy to digest, entertaining and captivating.** Marketers love it because can provide huge potential return on investment (ROI) through many channels.

“CONTENT BUILDS RELATIONSHIPS.

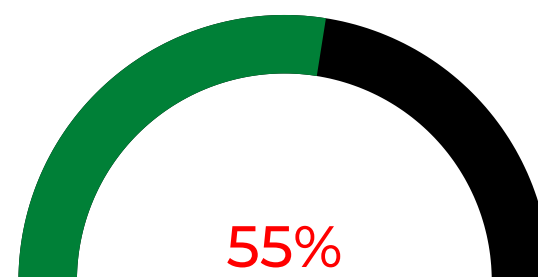
RELATIONSHIPS ARE BUILT ON TRUST. TRUST DRIVES REVENUE.”

- ANDREW DAVIS



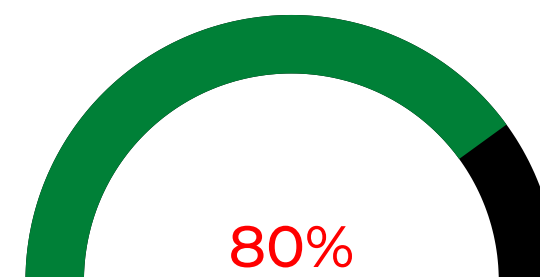
Businesses use video, has more web traffic from search than those without video content

(Source: Smallbiztrends)



People watch videos online every day

(Source: Digital Information World)



Increase conversion rates if put a video placement on your homepage / channels / campaign

(Source: Unbounce)



**VIDEO ADS CONVERT TO MORE SALES
- INCLUDING A VIDEO AD IN A
PRODUCT DESCRIPTION INCREASES
THE CHANCES OF THE ITEM BEING
PURCHASED BY 35%**



OUR PORTFOLIO
VIDEO WORKS



X HARI MERDEKA

Documentary



Client - AVTECH

VIDEO WORKS



#merdeka lingkungan kita



Client - AVTECH

VIDEO WORKS



Hari Prasetyo | @harimerdeka
Visual Artist

@harimerdeka X @avtech_indonesia



OUR PORTFOLIO-VIDEO WORKS



About the Client :

AVTECH Indonesia (Adventure Technology) is an outdoor sports equipments brand which has been active since 1997. In 2019, Heroes Pictures created #merdekalingkungankita, a video campaign for Avtech Indonesia to raise the awareness about plastic waste and its damage to the environment also to promotes their t-shirts and compu-tracker products made from organic cotton bamboo.

Avtech bring to collab Hari Merdeka Visual Artist to collaborate in making eco-themed product designs .

OUR CREATIVE CONCEPT

Project Tittle : **#merdekalingkungankita**

Objective :

#merdekalingkungankita brand campaign for AVTECH to bring awareness about environmental issues and to create new hero among Indonesians in saving the environment and natural ecosystems.

- Focusing on gen millennials climbers to aware environmental damages by plastic waste. the brand came out with eco friendly fashion

Projects :

- Create a brand campaign and amplifying the brand message through its social media
- Aiming male personality through various contents
- Documentary & Traveling Production Service

Price can be vary depends on Your Brief, Shooting days, Equipments list and Teams.
Please contact us for further discussion



OUR PORTFOLIO SOCIAL MEDIA Management



Images Creation →



SOCIAL MEDIA CONTENT Platform Highlights

GET YOUR BENEFIT ! ↓

AUDIENCE

Increased 3.432 Followers Reach
10x more effective to focusing on
generation Y and gen Z markets

AWARENESS

8,3 Engagement Rate
on Instagram
Increased
100 to 150 followers
in a week

OUR RESULT

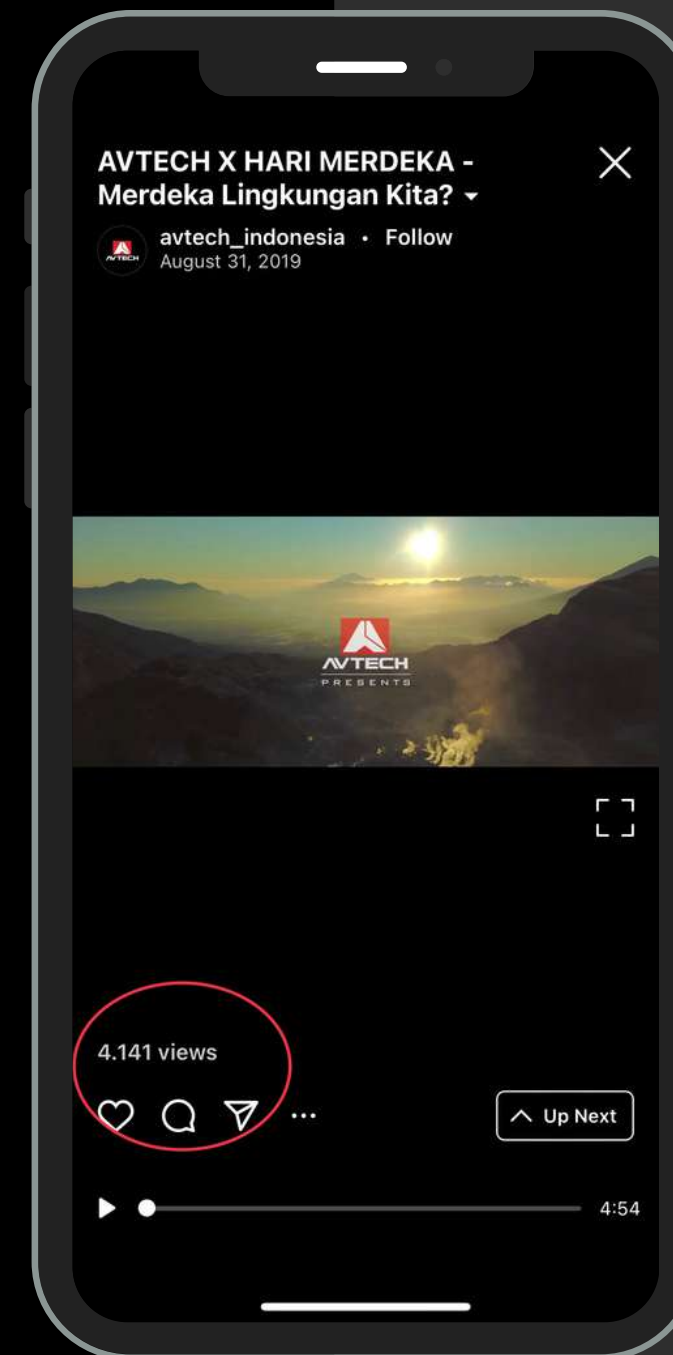
REVENUE

Reach specific markets
15% Community markets
The Campaign will have an impact on
50% of sales in the 3rd month,
within 3 months of the strategy

our short achievement completed,
we reach viewers in 48 hour



Instagram Post
avtech_indonesia



OUR RESULT





OUR PORTFOLIO-VIDEO WORKS



About the Client :

AVTECH Indonesia (Adventure Technology) is an outdoor sports equipments brand which has been active since 1997. In 2019, Heroes Pictures created campaign for the brand to increase awareness focusing market to adventurer community and Environmentalist Community

Avtech bring to collab Hari Merdeka Visual Artist to collaborate in making eco-themed product designs .

OUR CREATIVE CONCEPT

Project Tittle : **MERDEKA LAUT KITA ?**

Objective :

- Focusing on environmentalist community market the brand gift educational to the local people about recycling
- Increase Environmentalist community and create new hero for the environment, AVTECH participated in voicing the environmental issues caused by plastic waste by doing a campaign through this documentary video. With AVTECH's CEO, Mr. Yudi Kurniawan, we went on a journey to observe the environmental condition of Jakarta's coastal areas.

Projects :

- Creating a brand campaign and amplifying the brand message through its social media
- Aiming community market through acquire various contents
- Documentary & Traveling Production Service

Price can be vary depends on Your Brief, Shooting days, Equipments list and Teams.
Please contact us for further discussion

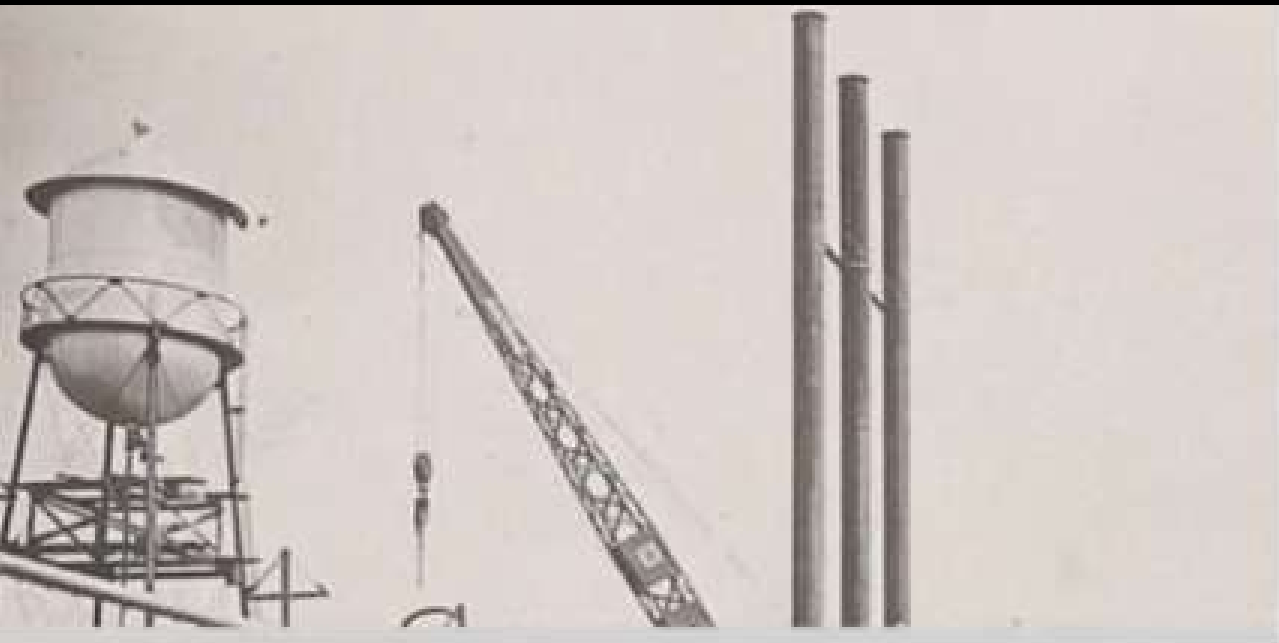


OUR PORTFOLIO VIDEO WORKS



RESEARCH AND TECHNOLOGY CENTER





PERTAMINA

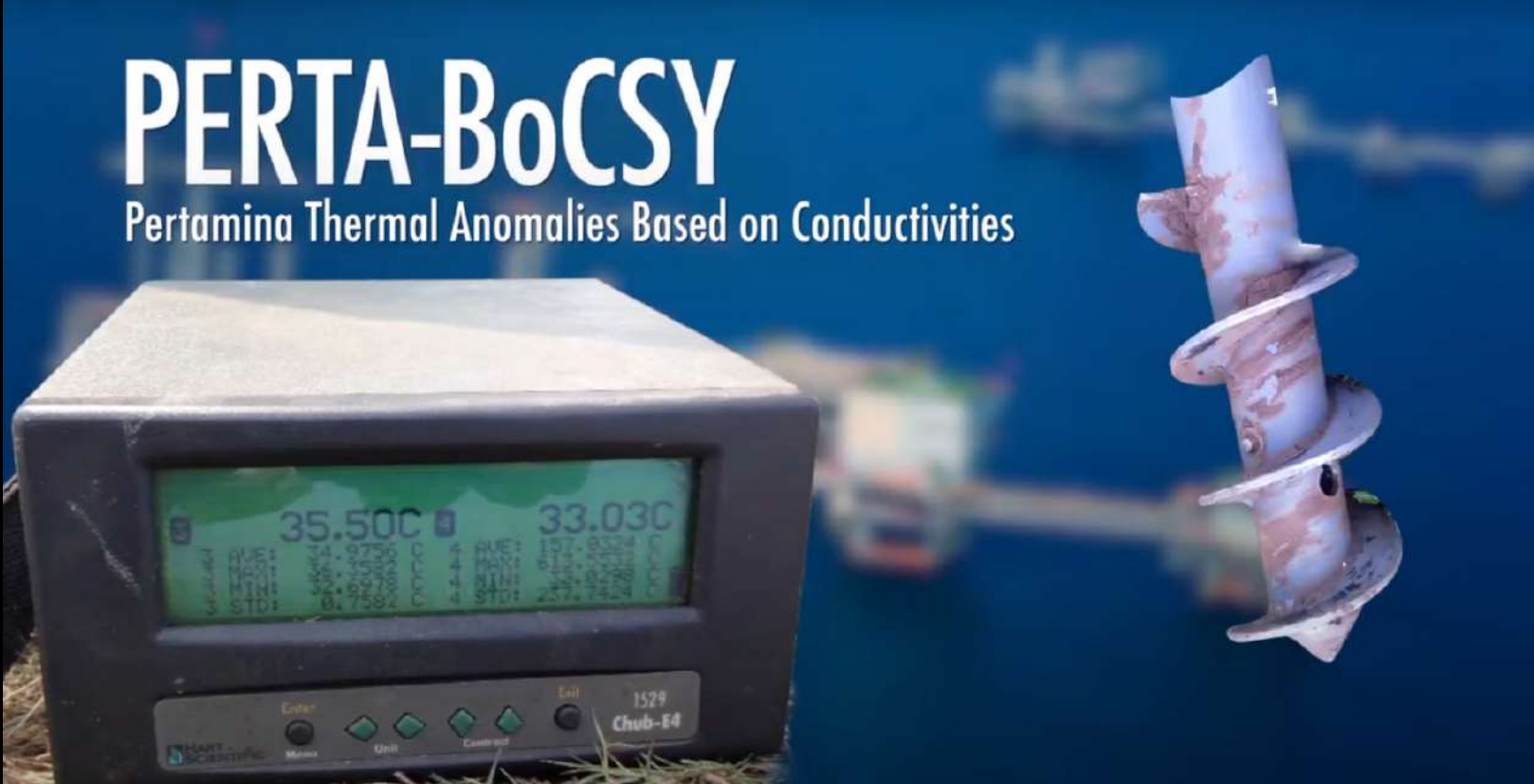


**Research and Technology Center
RTC**



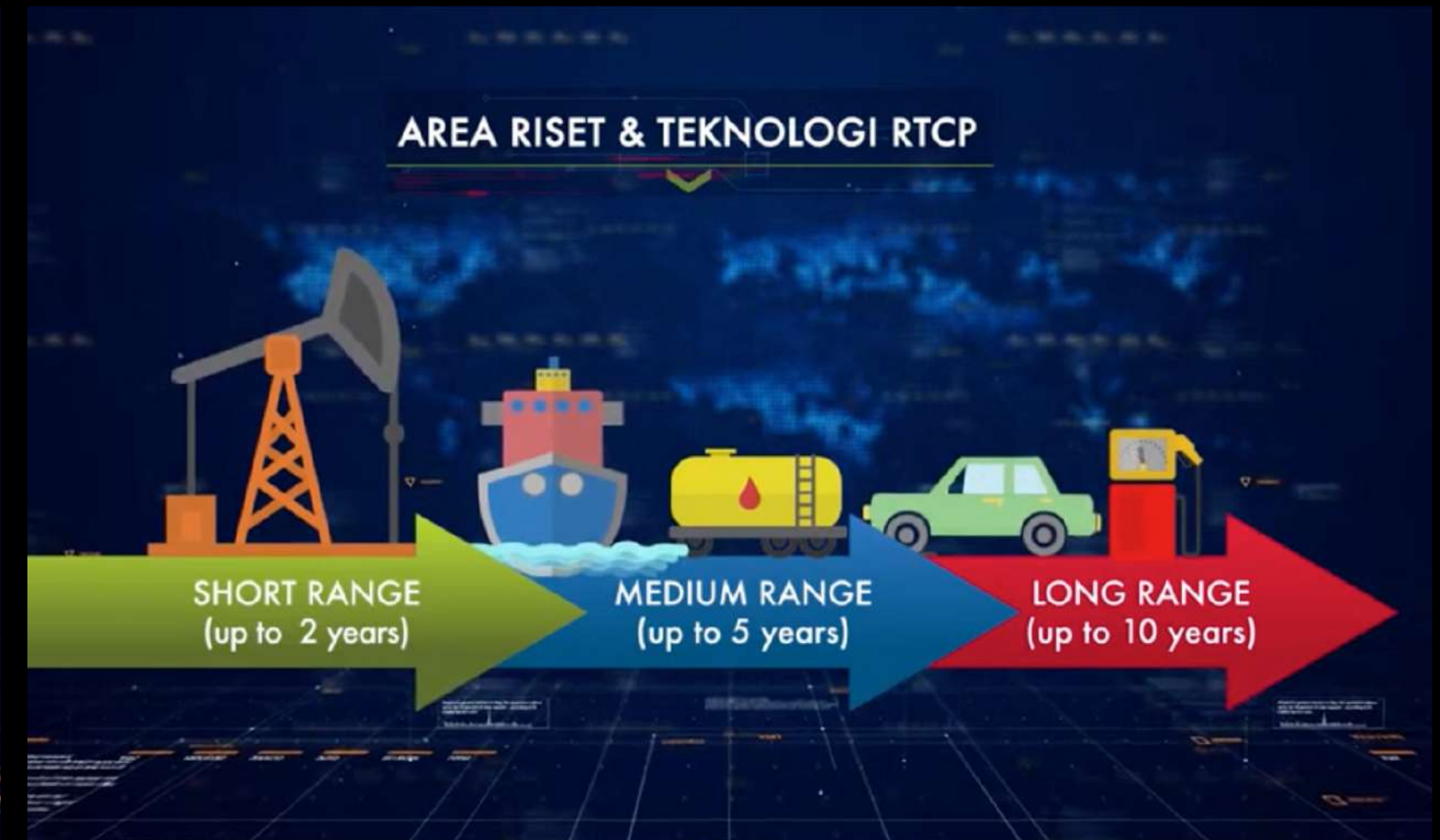
Client - **PERTAMINA**

VIDEO WORKS



Client - **PERTAMINA**

VIDEO WORKS



OUR PORTFOLIO-VIDEO WORKS



About the Client :

PT Pertamina (Persero) is the biggest company in Indonesia and was created in August 1968 as a result of the merger of Pertamina (1961) and Permina (1957).

Project Title : RESEARCH AND TECHNOLOGY CENTER
Project : Video Company Profile

Price can be vary depends on Your Brief, Shooting days, Equipments list and Teams.
Please contact us for further discussion



INCLUDE :

Pre-production.

- Creative Concept
- Script Development / Concept Development
- Moodboard

Production

- Location Permit
- Meals for Client, Talents, & Crew
- Manpower
- Equipment
- Transportation for Talents, Crew & Clients (Jakarta Only)

Post - Production

- Offline Editing (2x Revision)
- Online Editing (Include: Color Grading, 2D Motion Graphics, 3D Animation)
- Audio Mixing

Exclude:

- Additional shooting day (if needed)
- All Accommodations & Transport Outside Jakarta
- Celebrity / Influencer Talent





OUR PORTFOLIO VIDEO WORKS



Live more,
Bank less

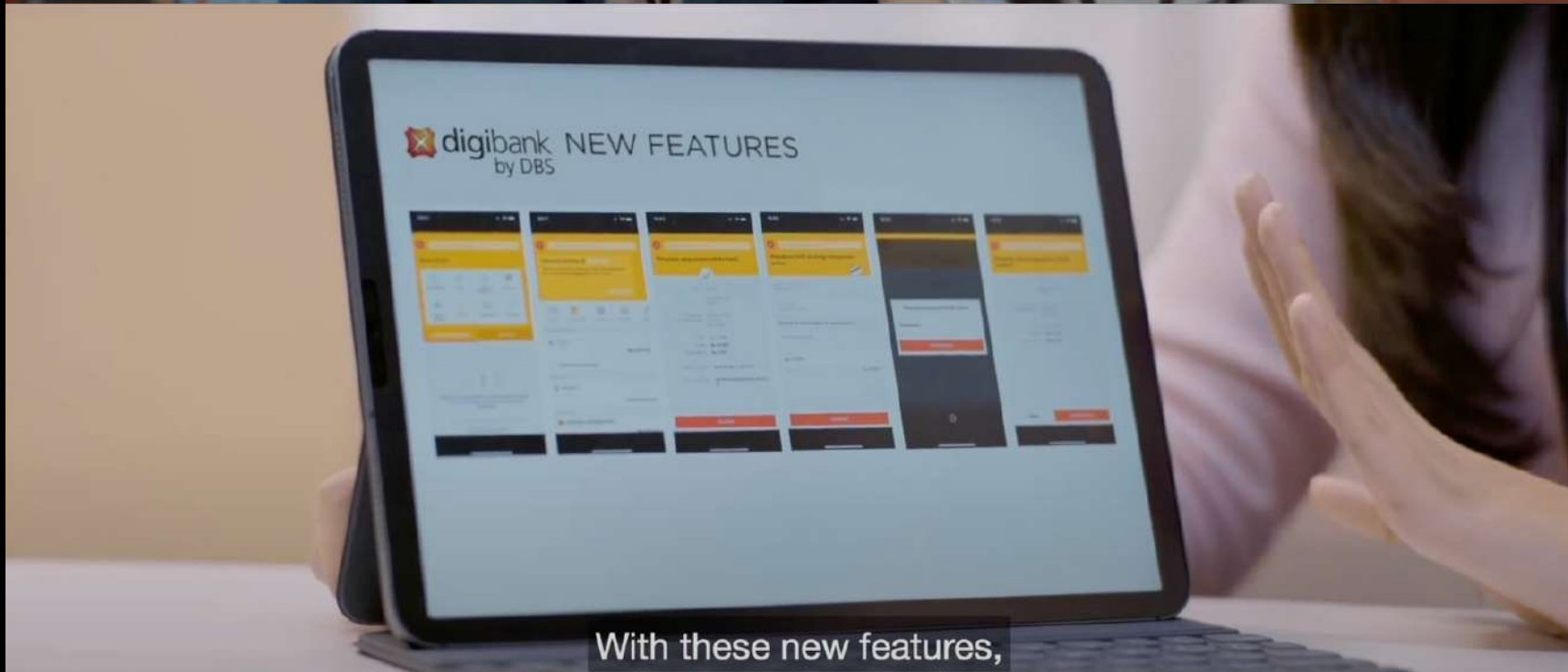
heart work(s) the series



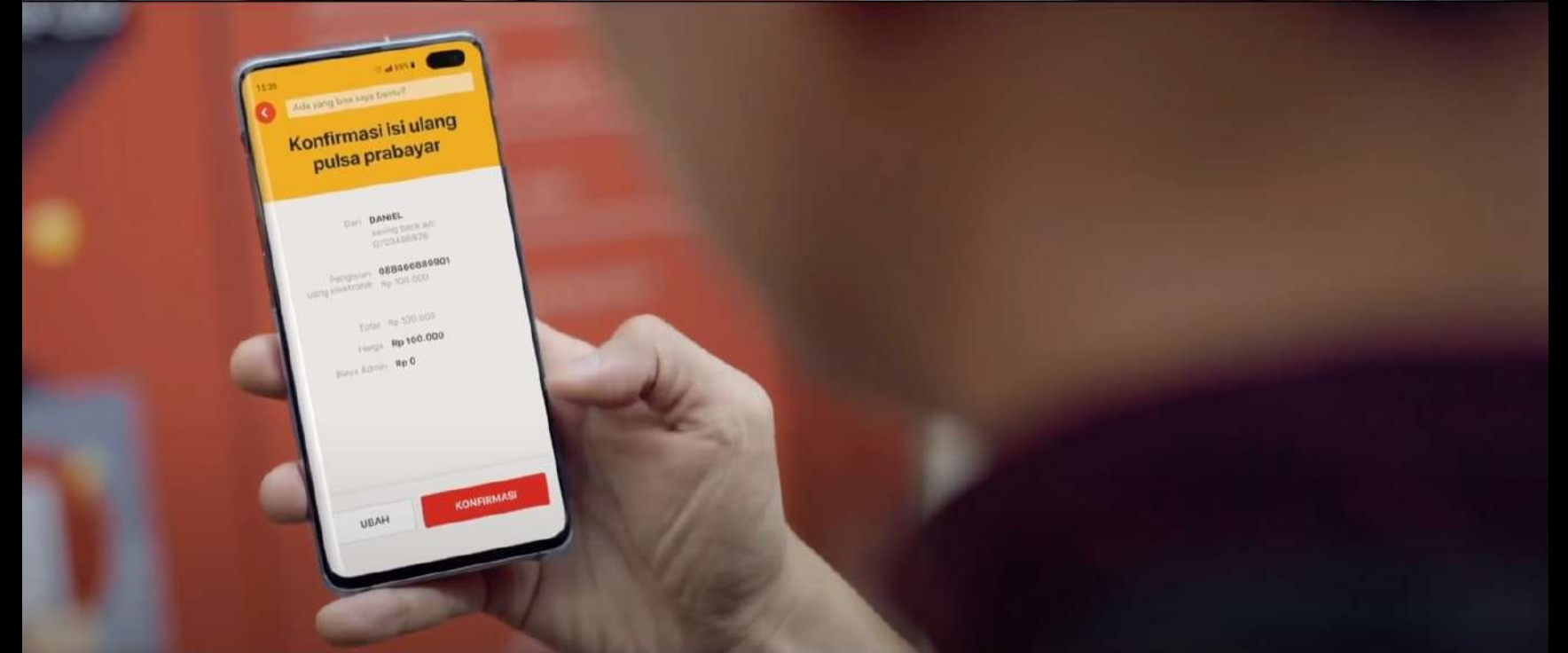


Client - **DBS BANK**

VIDEO WORKS



With these new features,



OUR PORTFOLIO-VIDEO WORKS



About the Client :

DBS is a leading financial services group in Asia, with over 280 branches across 18 markets. Headquartered and listed in Singapore, DBS has a growing presence in the three key Asian axes of growth: Greater China, Southeast Asia and South Asia. The bank's "AA-" and "Aa1" credit ratings are among the highest in the world.

digibank, powered by DBS, is an entire bank squeezed to fit into your smartphone.

OUR CREATIVE CONCEPT

Project Title : **HEART WORK (S)**

Commercial Web Series

Web Series Brand DBS Bank is a serial about office romance. Tells about a woman named Bella who is faced with two choices.

This series contains a bit of Bella's love story, which was brought together by two men named Daniel and Satya. Both of them put their hearts on Bella.

she also had to decide who would be his choice ?

Decorated with cute little moments and interesting puzzles that make the audience curious. Bella, Daniel, and Satya love story is in the series titled Heart Work (s).

Objective :

- Increase awareness and acquire application downloaders

Projects :

- Created web series amount 20th episodes
- Production Services

Price can be vary depends on Your Brief, Shooting days, Equipments list and Teams.
Please contact us for further discussion



dr.m ORIGINAL SERIES

Karena **Kadima**

OUR PORTFOLIO
VIDEO WORKS





Client - Dr. m

VIDEO WORKS





About the Client :

Dr. m is a Indonesia's 1st YouTube certified Multi-Channel Network for music and entertainment, Dr. m assists digital creators, influencers and artists to maximize their assets and manage their audiences.

OUR CREATIVE CONCEPT

Project Tittle : **KARENA KARINA**

Web Series

The original web series from Dr.m tells the story about Karina' s who tried to move on from her ex-lover. she even tried move on for a months and also years, but she useless, just because of an accidental moment for a few minutes with his ex-lover. she also had to decide.

will karina' s unfinished love, return ?

Decorated with cute little moments and interesting puzzles that make the audience curious to the cast.

starring by Lula Lahfah, Caca Zeta, Nada Syifa, Anthony Yaputra, & Sergio Stephen.

Objective :

- Create Web Series Film productions to promote their influencer business with a millennial target audience

Projects :

- Creating web series amount 5th episodes
- Production Services

Price can be vary depends on Your Brief, Shooting days, Equipments list and Teams.
Please contact us for further discussion



TESTIMONIALS REVIEW



Web series romantis via <https://www.youtube.com>

Bagi penggemar drama Korea, nonton sinetron Indonesia mungkin akan membuat hati geregetan. Mulai dari episodenya yang sampai ribuan, tokoh utama yang turun-temurun sampai anak cucu, hingga jalan cerita yang kadang sulit dinalar. Namun di era digital begini, sudah banyak kok rumah produksi yang menyuguhkan tontonan lain, yaitu web series.

Sebagian besar web series tayang di YouTube, namun ada juga yang tayang di layanan streaming lainnya. Yang jelas, banyak dari web series ini yang menyuguhkan kisah baper yang bikin galau makin menjadi-jadi. Nggak kalah deh sama drama Korea! Untuk kamu yang sedang ingin dibuat galau segalau-galaunya, coba deh tonton beberapa rekomendasi web series dari Hipwee ini.

Berkualitas, Ini Rekomendasi Web Series Indonesia Terbaik

Kamis, 28 November 2019 17:04 WIB



INDOZONE.ID • YouTube sebagai platform media audiovisual terbesar dan banyak digemari anak muda, sekarang sudah banyak menyajikan konten berkualitas dengan format beragam.

Salah satu yang belakangan ini digandrungi orang-orang adalah web series. Format web series bisa dibilang mirip seperti sinetron di televisi.

Para sineas muda Indonesia pun tak segan-segan meluncurkan kreatifitasnya. Terbukti dari semakin banyak web series dengan berbagai tema hadir di YouTube.

1. Lagi galau karena habis ketemu mantan? Tonton deh web series "Karena Karina" biar makin mak tratap hatinya



Karena Karina via www.youtube.com

Perkara mantan memang nggak selalu gampang. Usaha move on berbulan-bulan atau bahkan bertahun-tahun bisa sia-sia hanya karena pertemuan beberapa menit yang tak sengaja. Inilah yang dialami oleh Indra dan Karina yang kembali dipertemukan setelah putus lama. Padahalnya dua-duanya udah punya pasangan sendiri lho. Tapi yaah, namanya juga cinta lama belum kelar. Karena Karina, Indra jadi terbayang-bayang. Yuk tonton biar baper bareng-bareng :))



NEWS FAKTA DAN MITOS GAME TECH FOOD SOCCER BEAUTY

js Bantuan Rp2 Triliun • Doyan Nantang Geng Lain Tawuran, 9 Member Geng Motor 'Enjoy Mabes' Diciduk Polda Metro

Karena Karina

Web series Indonesia berkualitas berikutnya adalah Karena Karina, rilis pada 12 April 2017 di channel YouTube Lula Lahfah.



Karena Karina mengisahkan tentang seorang pria bernama Indra dan gadis bernama Karina. Mereka bertemu lagi setelah sekian lama putus.

Dengan genre romantis, web series ini cocok *relate* banget sama kehidupan dan kisah cinta remaja zaman sekarang.





FASHION PHOTOGRAPHY



FOOD

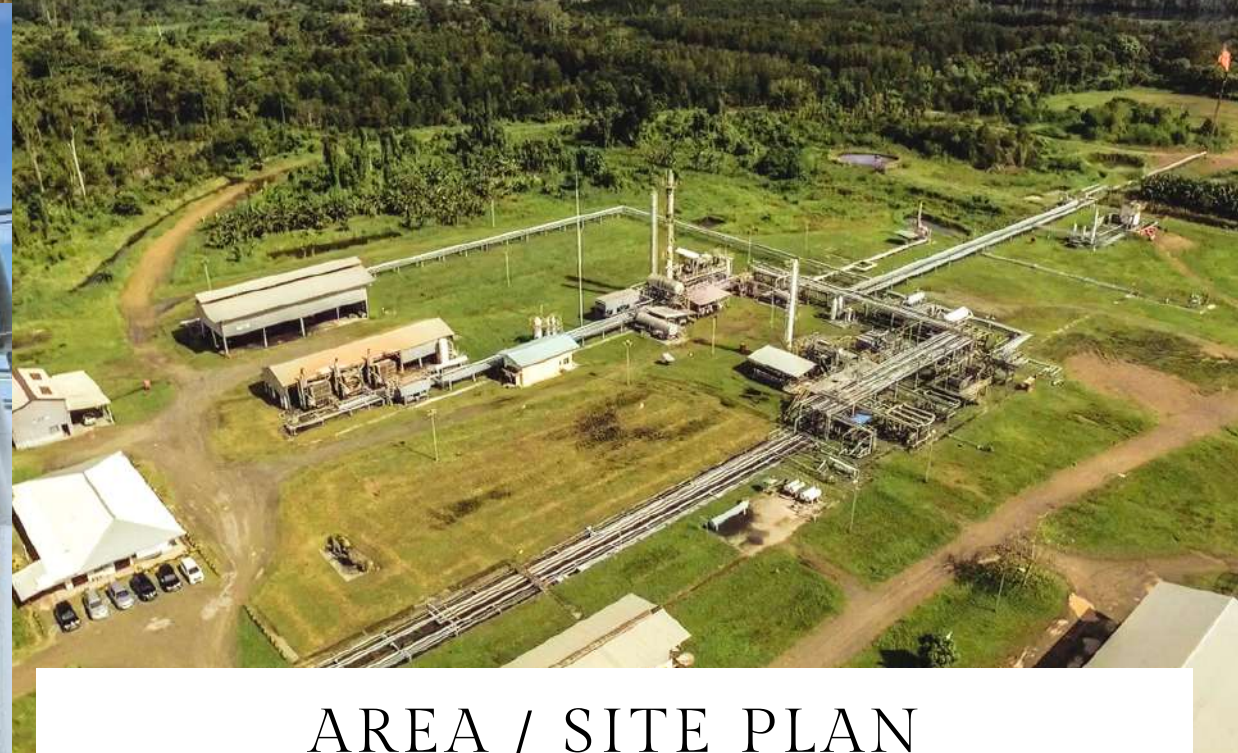




BUILDING / INFRASTRUCTURE



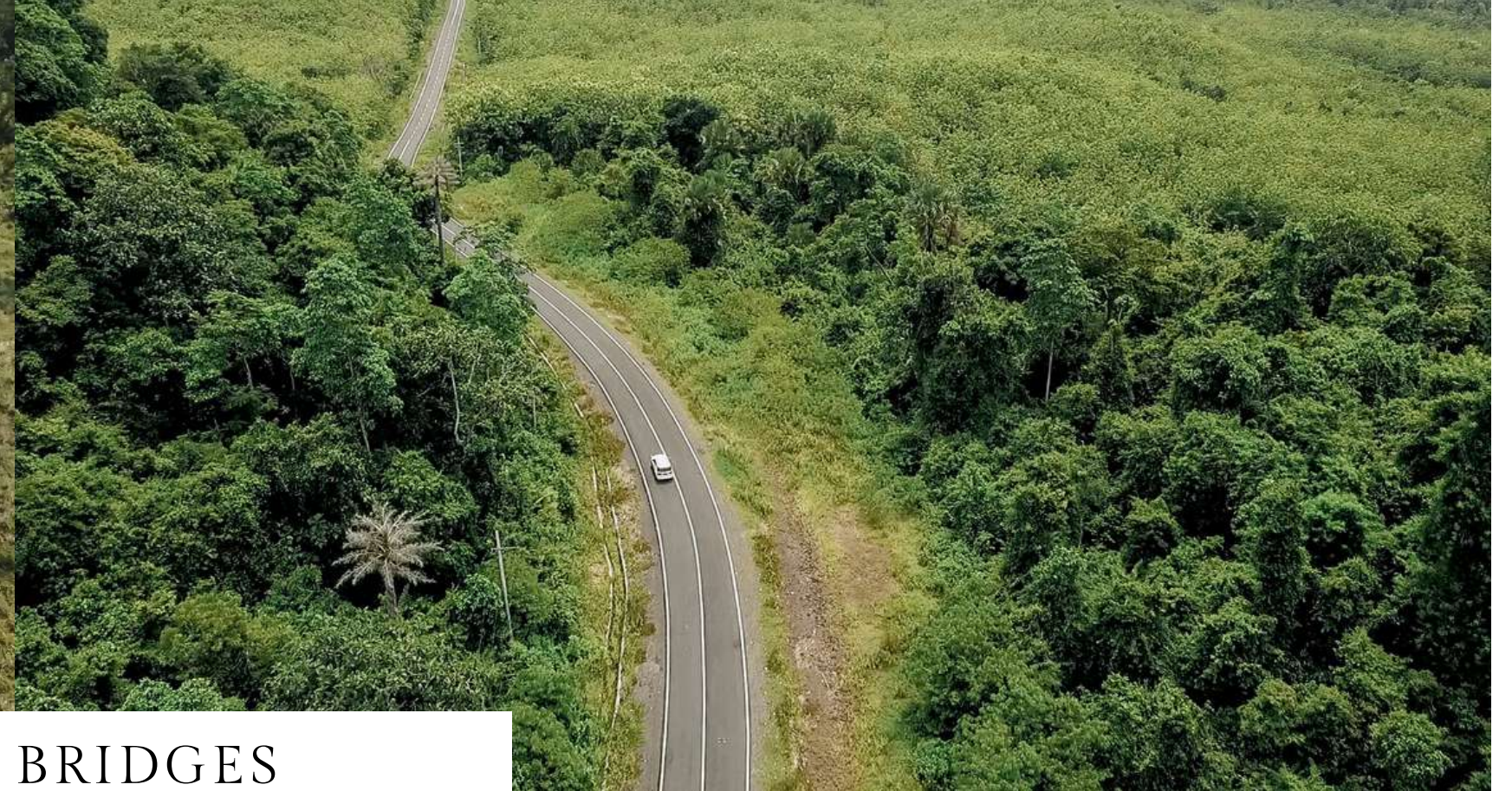
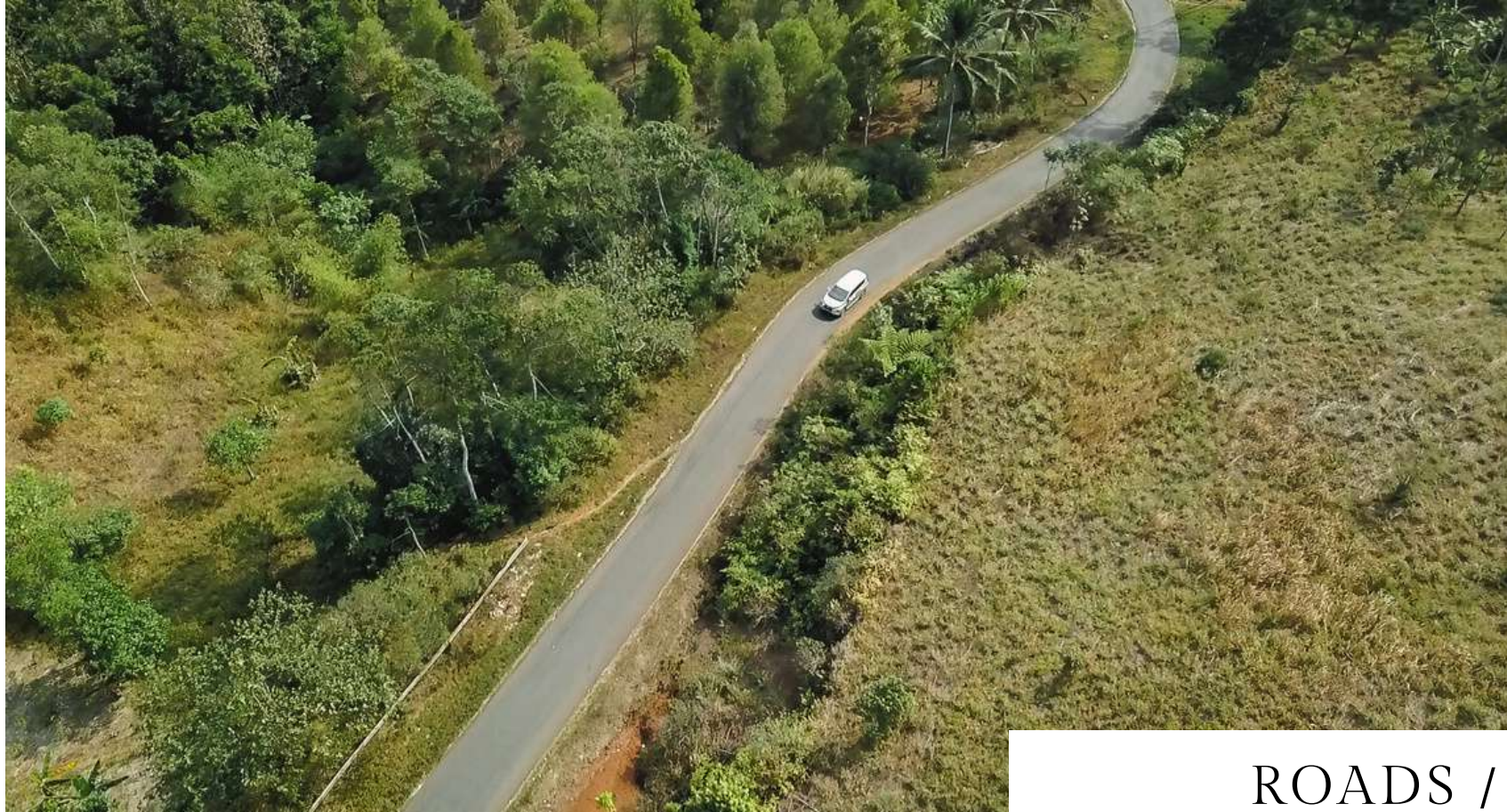
BUILDING / INFRASTRUCTURE



AREA / SITE PLAN



INFRASTRUCTURE - ROADS

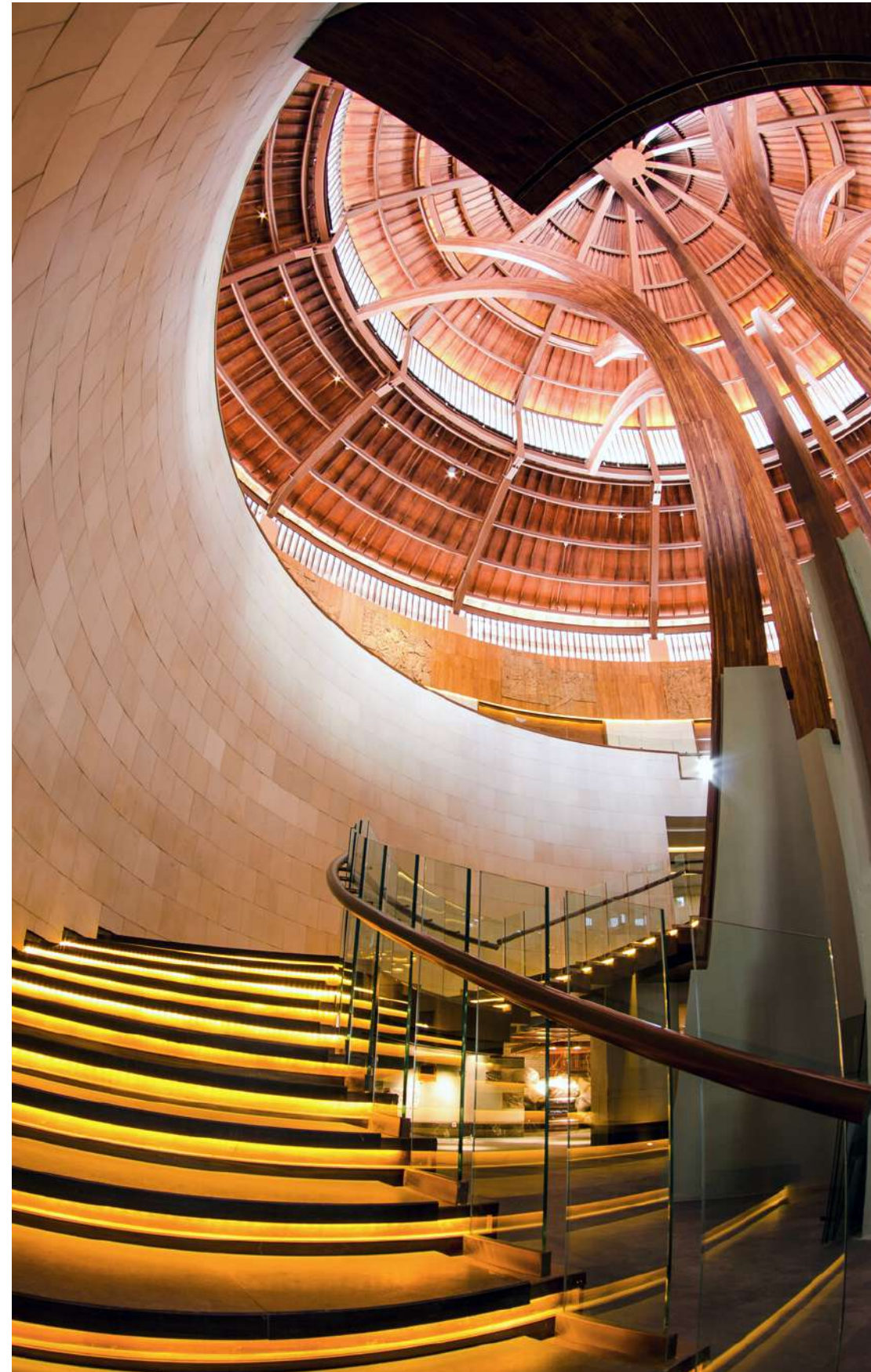


ROADS / BRIDGES

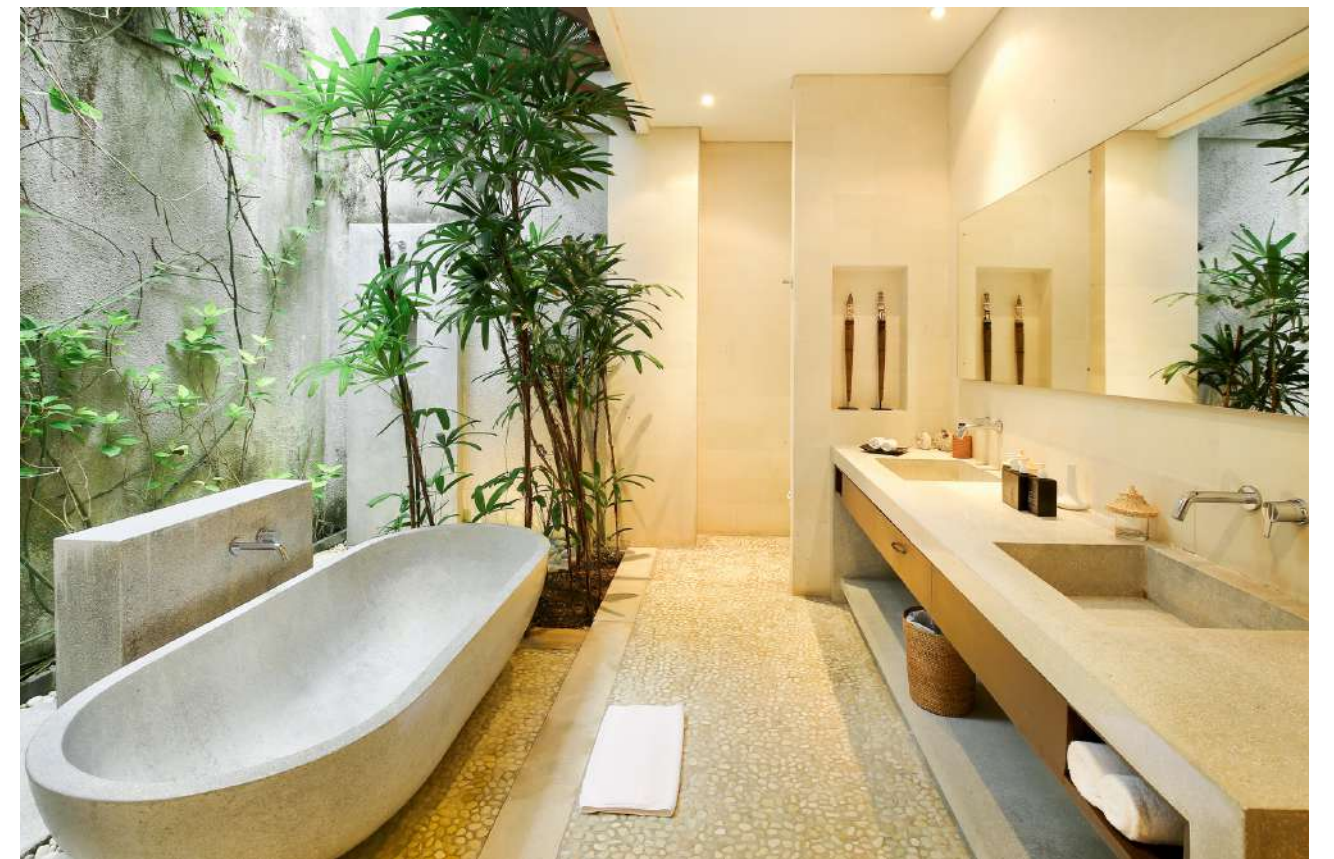


BARS/HOTELS/LIFESTYLE





ARCHITECTURE / INTERIORS



Did You Know ?

A powerful Image or Photo can speak more than a thousand words!

Speak to your audiences in their language about what's in their heart

“MARKETING IS TELLING THE WORLD YOU’RE A ROCK STAR.
CONTENT MARKETING IS SHOWING THE WORLD YOU ARE ONE.”

– ROBERT ROSE

Marketing use Photography can communicate thoughts and emotions while communicating in narrative , that sometimes words cannot explain. Photography is reality so subtle

The photos can profitable in your campaigns and advertisements. embody how bold your brand image it is. If you invest in good, creative, high-quality photography, **it's worthwhile** on many platforms including social media, news articles, websites, business profiles, printed brochures and more.

**A STUDY FOUND BY PR NEWS THAT
ONLINE CONTENT WITH GOOD
PHOTOS GETS 94% MORE REACH
THAN THOSE WITHOUT.**





ARCHITECTURE / INTERIORS

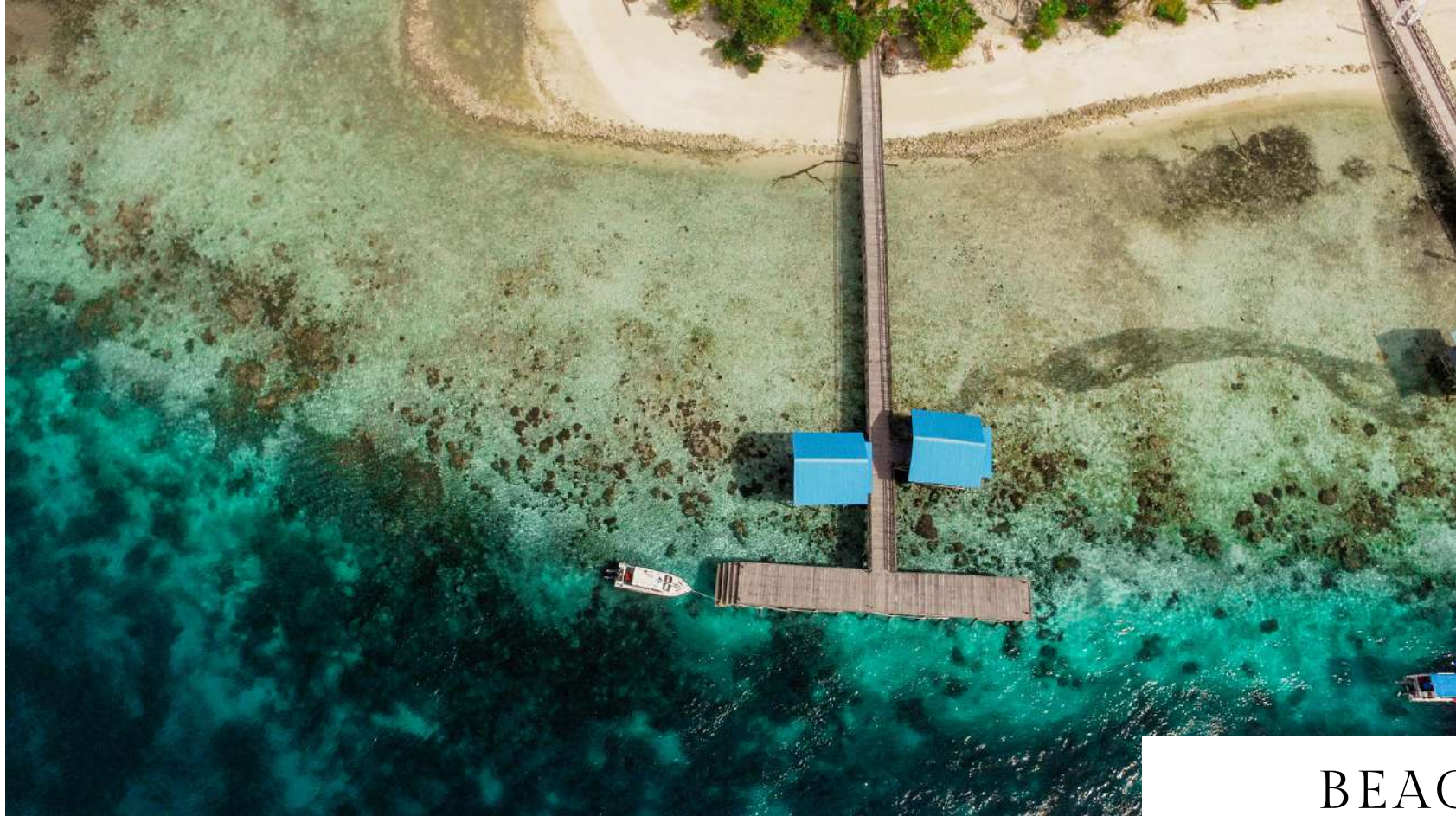


MANUFACTURE



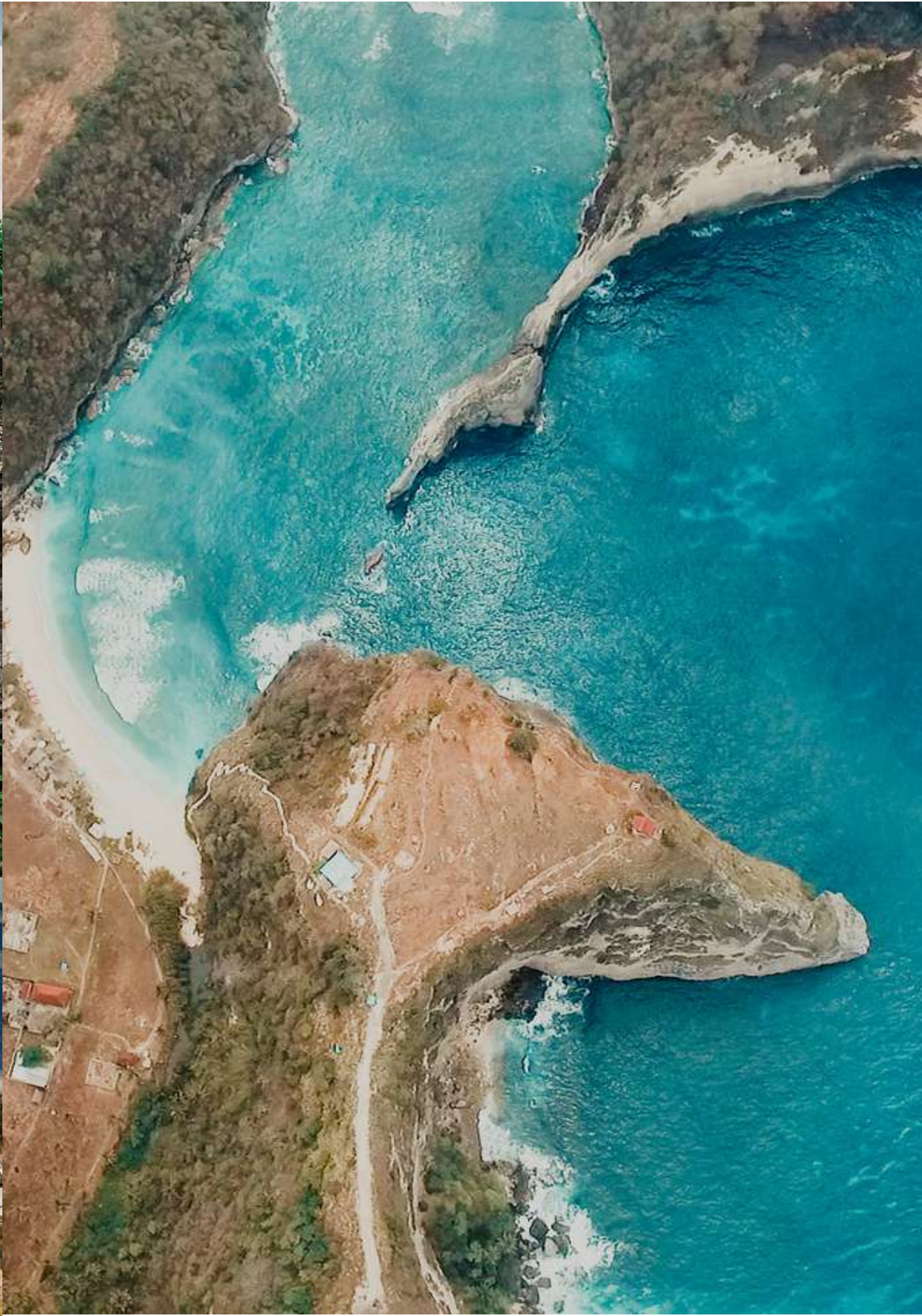


TRAVEL / TOURISM



BEACHES







MOUNTAINS

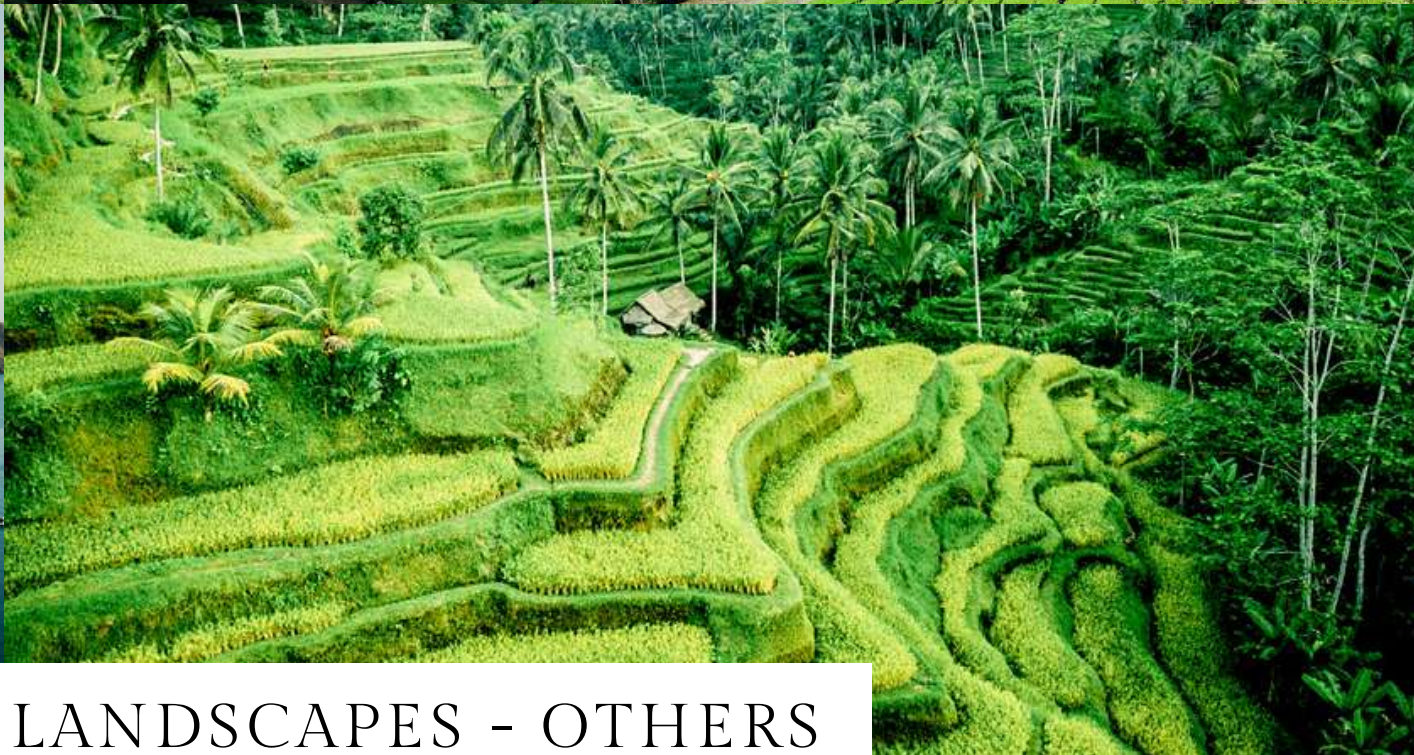
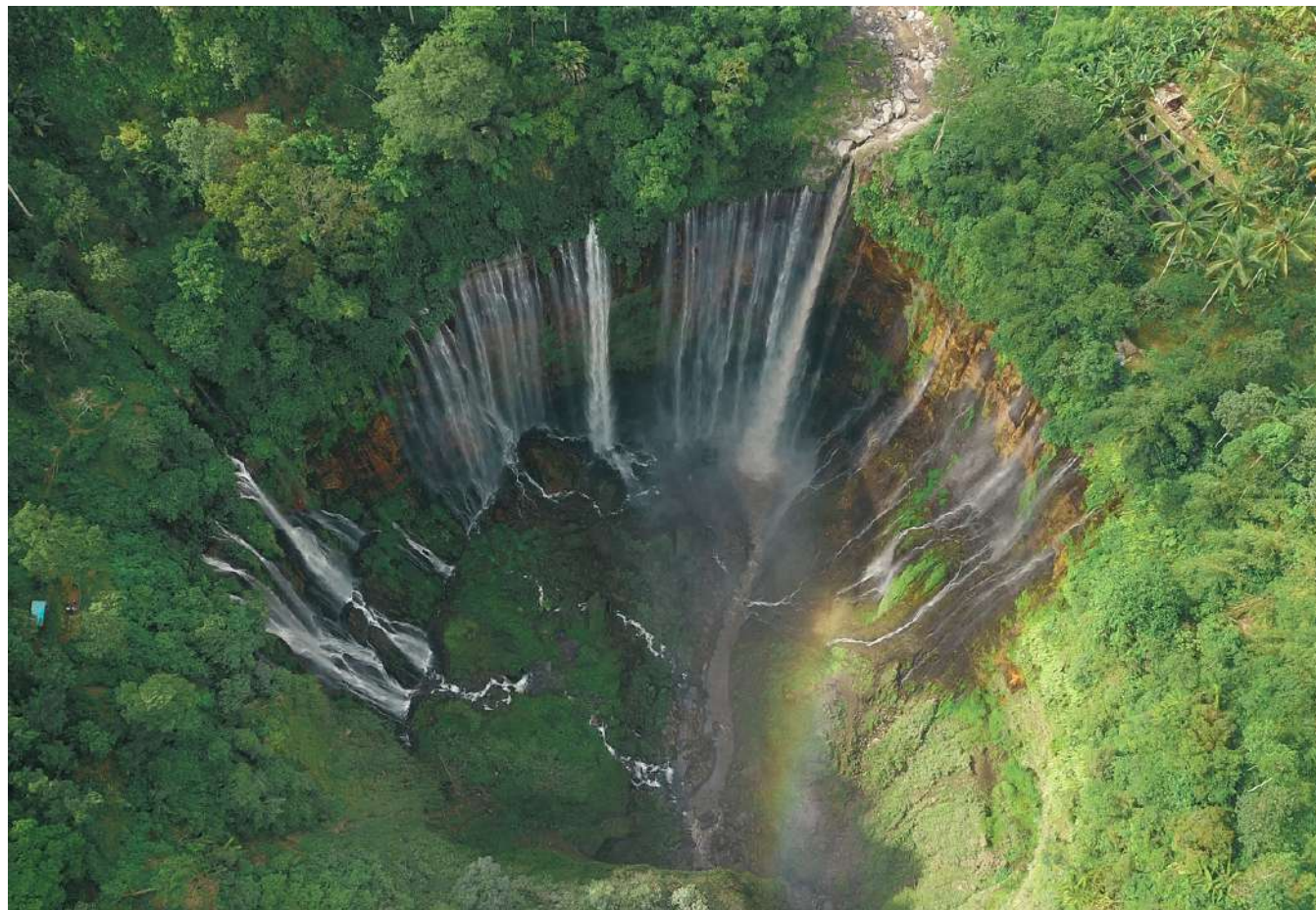


MOUNTAINS



LANDSCAPES - OTHERS





LANDSCAPES - OTHERS

OUR PORTFOLIO
SOCIAL MEDIA CONTENT CREATION



#selaluadaceritadankehangatan



Client - AVTECH

VIDEO WORKS



#selaluadaceritadankehangatan



Client - AVTECH



VIDEO WORKS





About the Client :

AVTECH Indonesia (Adventure Technology) is an outdoor sports equipments brand which has been active since 1997.

OUR CREATIVE CONCEPT

Project Tittle : **#selaludaceritadankehangatan**

Objective :

Our Ideas is the story about a girl who are backpackers in bali Then in the middle of the trip she finds travel buddy who leads her to find hidden gems tourist destinations.

at the ended of 2019 at December Avtech was opened new store in Trans Studio Mall, Bali.

- **AVTECH Wants to penetrate younger market audience focusing in bali - the millennials.**

Projects :

- **Content Creation Strategy**
 - Social Media Administration
It took us a month to finish the whole production which contains a 60 seconds video, and the photos posted continuously for a period of 2 months.
- **Travel Production Services**
 - Video
 - Product Photography

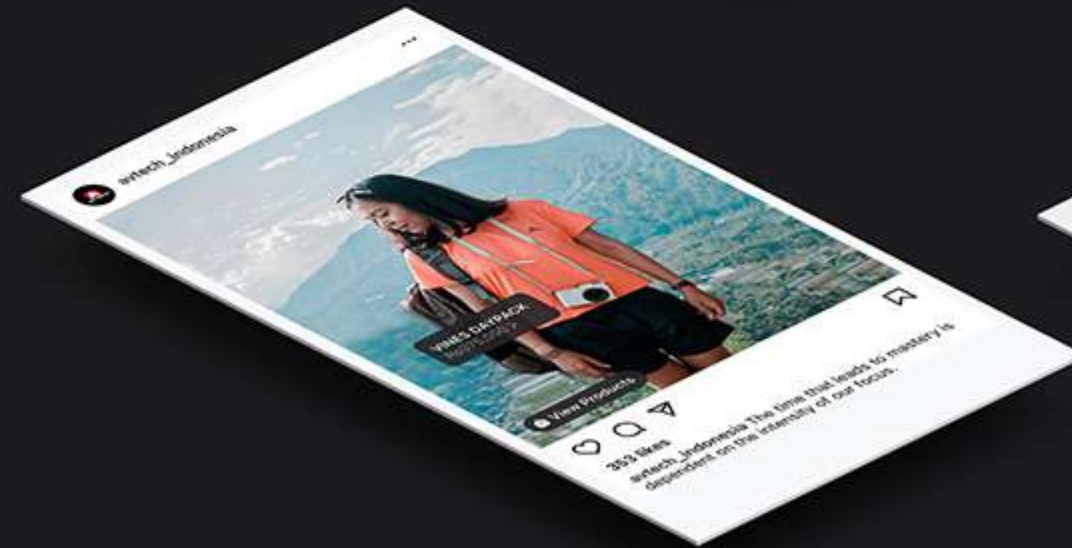
Price can be vary depends on Your Brief, Shooting days, Equipments list and Teams.
Please contact us for further discussion



OUR PORTFOLIO SOCIAL MEDIA Management



Images Creation →



OUR PORTFOLIO
**PRODUCT
PHOTOGRAPHY**



SOCIAL MEDIA CONTENT Platform Highlights

GET YOUR BENEFIT ! ↓

AUDIENCE

1.500 Views in 24 hours
10x more effective to focusing on
generation Y and gen Z markets
Increased 5.235 Followers Reach

AWARENESS

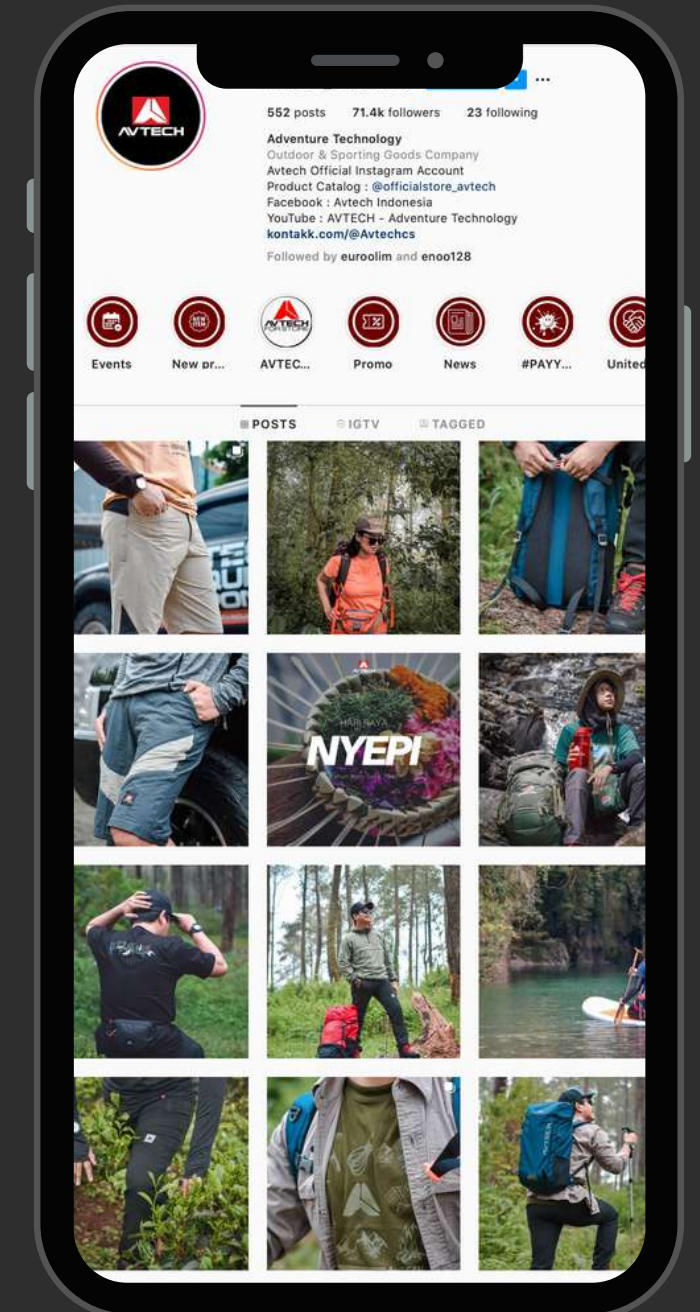
7,5 Engagement Rate
on Instagram
Increased 120 followers
in a week

REVENUE

reach **20% of millennials**
Buyers

OUR RESULT ↑

Save time on promotions ✓
Increase Your Brand Awareness ✓

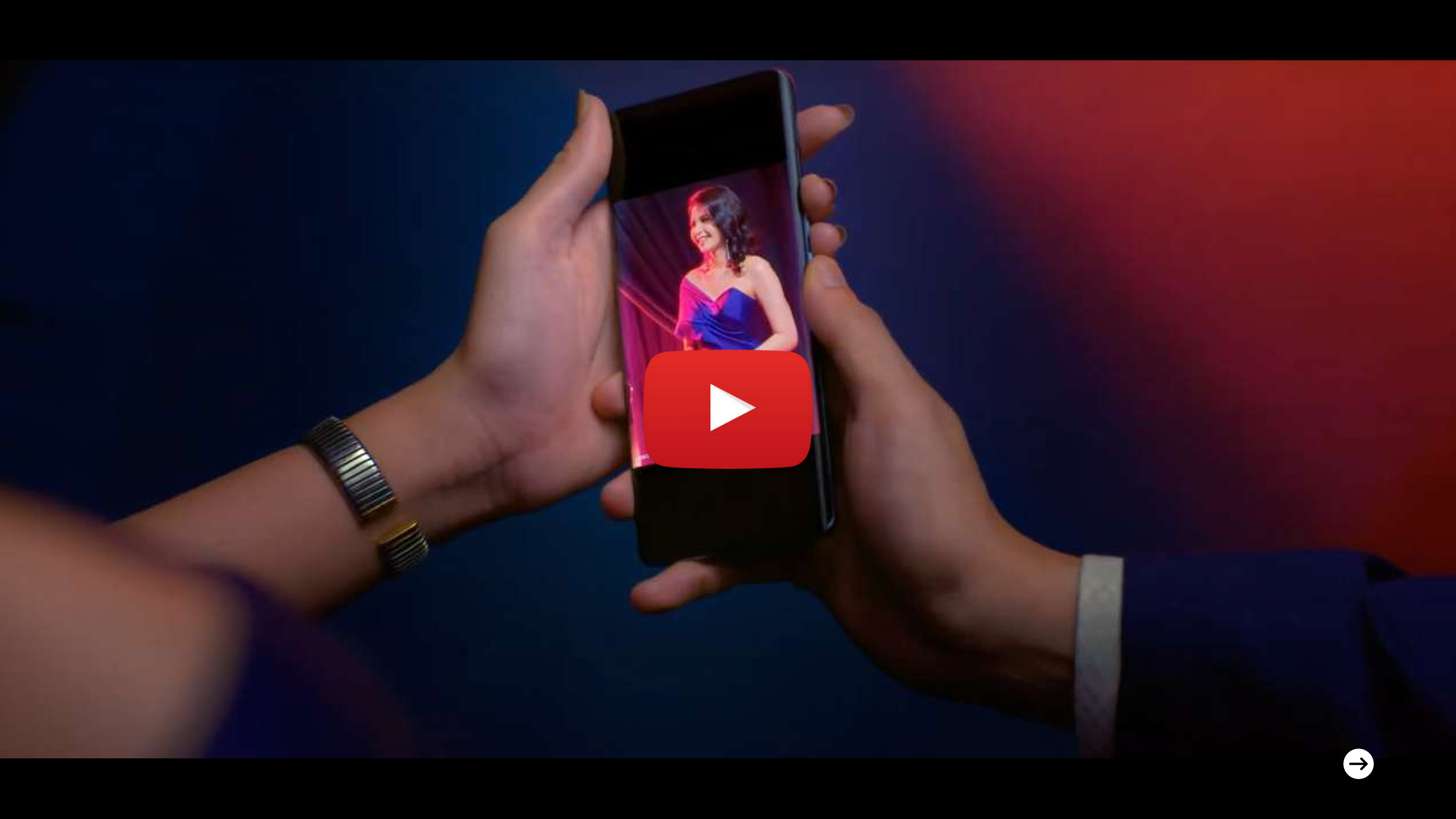


OUR PORTFOLIO
VIDEO WORKS

vivo

X50 VIVO LAUNCHING VIDEO







Client - **VIVO**

VIDEO WORKS



OUR PORTFOLIO-VIDEO WORKS



About the Client :

Vivo is a technology company. It was established in 2009 and has expanded to over 100 countries.

Project Title : **X50 Vivo Launching Video**

Heroes Pictures created a launching video for Vivo's new product Vivo X50. It took us three weeks to plan the visual and to finalize the video. We decided to work with @panekibo (Ivan Anwal Pane), an Indonesian-based Director Of Photography to make this project come true. He used Sony FX9 with Carlzeis CP3 and Optimo 25-250 lens to shoot this launching video, He used **Industry-standard equipment** Sony FX9 with Carl Zeiss CP3 and Optimo 25-250 lens to shoot this launching video,

Industry- Highly standard film gear Benefit on your product shoot

- every each shot has a very subtle color and sharp images.
- Ergonomic and compatible
- Networked for high mobility
- Full Frame 6K sensor (credible to create detail Product shoot)
- Robust and precise zoom and focus mechanics (can achieve highly beautiful imaging on product shoot)

Objective :

- **Create awareness for a newly launched technology of X50 Series,** and experience the first smartphone with Gimbal Stabilization

Projects :

- Video Production Service

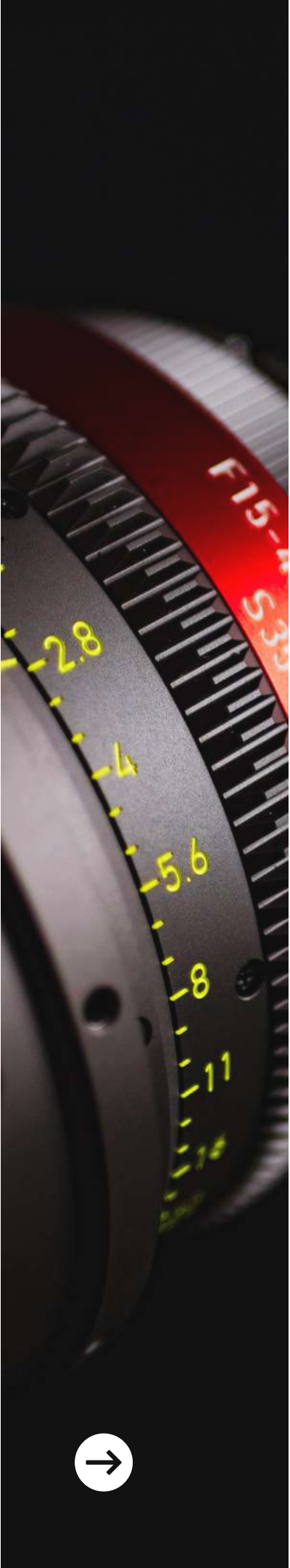
Price can be vary depends on Your Brief, Shooting days, Equipments list and Teams.
Please contact us for further discussion



OUR PORTFOLIO VIDEO WORKS



MANUFACTURE COMPANY PROFILE



Client - HARTECH

VIDEO WORKS



HEROES PICTURES

X NYRA
STUDIO



HARTECH
DIESEL GENERATING SET



Client - HARTECH

VIDEO WORKS



OUR PORTFOLIO-VIDEO WORKS



About the Client :

Hartech is a generator manufacturing company established in Jakarta in 1986. Hartech has been operating for more than 30 years and has distributed all of their products all across Indonesia.

Project Tittle : **HARTECH GENERATOR**

Projects : Video Company Profile

Our Fact :

In 2019, Heroes Pictures got an opportunity to do a collaboration with NYRA Studio in creating this company profile for Hartech. The shooting took place for 2 weeks because we have two shooting locations with a different location.

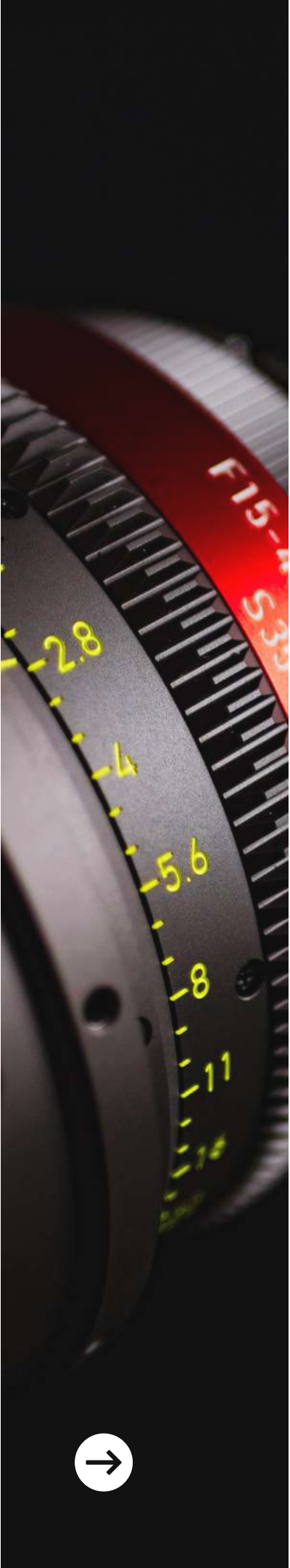
From this production, our DOP strive more about **how to make a unique company profile**. He used GoPro to shoot a scene where the workers paint the machine so the **audience could feel the experience** as if they're watching it live in the factory.

Price can be vary depends on Your Brief, Shooting days, Equipments list and Teams.
Please contact us for further discussion



OUR PORTFOLIO VIDEO WORKS

ADI DHIWA MUSIC - RUANG SENJA OFFICIAL MUSIC VIDEO







OUR PORTFOLIO-VIDEO WORKS



About the Client :

Adi Dhiwa is an Indonesian-based indie musician and he's been publishing his works on YouTube.

OUR CREATIVE CONCEPT

Project Tittle : **Ruang Senja**

A Story about a man who composes a song for his beloved girl as a secret surprise for their anniversary date.

Objective :

- Introduce his first new release single

Projects :

- Music Video Production Service

Price can be vary depends on Your Brief, Shooting days, Equipments list and Teams.
Please contact us for further discussion



OUR PORTFOLIO VIDEO WORKS



Bela Sui®

Hidup alami #lebihnyata





Client - Bellasui

VIDEO WORKS



OUR PORTFOLIO-VIDEO WORKS



About the Client :

Bella Sui is a herbal product that help to lose weight naturally, richful of herbal ingredients that can support detoxify toxins, worthwhile with healthy lifestyle activities

OUR CREATIVE CONCEPT

Project Tittle : Hidup alami #lebihnyata

The story start with two office employees they are gossiping about their boss has an ideal body while eating a snack. their jealous because of it .

while look in Instagram post she was on jogging, but then at the time in one hour the boss pass through behind them, immediately , they shock and jumpy, at the end she tell them the secret of the body goals.

Objective :

- Introduce product benefits

Projects :

- Video Production Service
 - Full Version Video 60s
 - Cutdown Video 30s

Price can be vary depends on Your Brief, Shooting days, Equipments list and Teams.
Please contact us for further discussion



OUR PORTFOLIO VIDEO WORKS



Deltamas

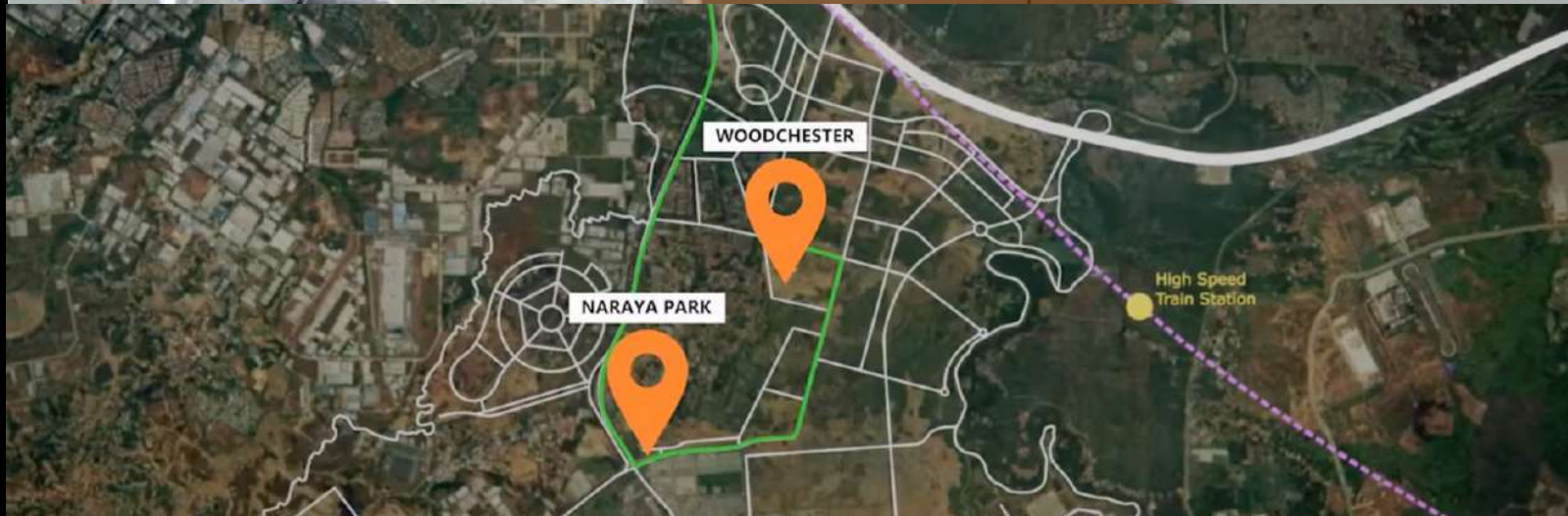
VIDEO PROFILE KOTA DELTAMAS



Client - Deltamas

VIDEO WORKS







Jl. Tol Jakarta - Cikampek
exit KM 37



OUR PORTFOLIO-VIDEO WORKS



About the Client :

KOTA DELTAMAS, an Independent City covering an area of 3,200 Hectares located in Central Cikarang, Bekasi District and is very strategic between the cities of Jakarta and Bandung and is also located in the east of Jakarta with direct toll access from Jakarta Cikampek KM 37 Toll Road.

Project Tittle : **Video Profile Kota Delta Mas Business & Lifestyle City.**

Heroes Pictures got an opportunity from Brightstars to be a Videography & Aerial vendor for Video Profile Kota Delta mas

The result is a 4 Minutes video Profile.

Projects :

- Video Production
- Aerial Video Services

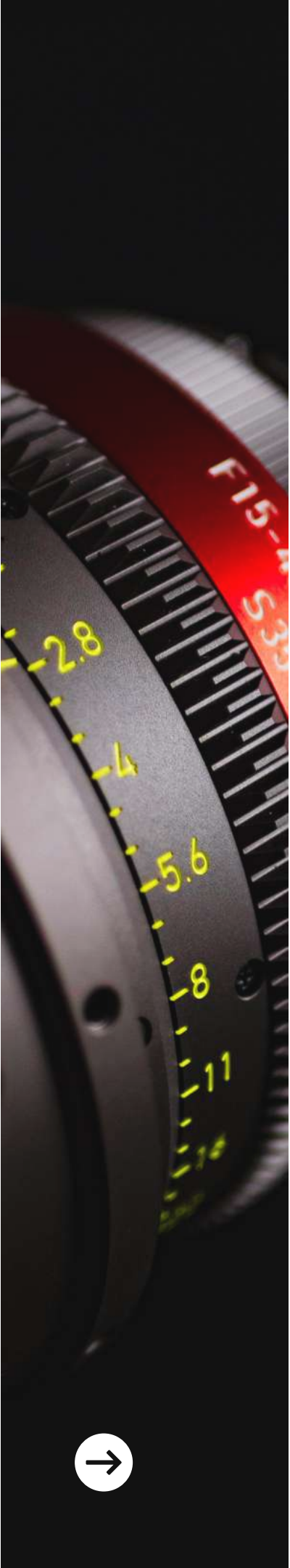
Price can be vary depends on Your Brief, Shooting days, Equipments list and Teams.
Please contact us for further discussion



OUR PORTFOLIO

SOCIAL MEDIA

Management





QUALIFIER 3

**21-15-9
REPS FOR TIME**

THRUSTERS
52/34KG OR 115/75LBS

TOES TO BAR

TIME CAP : 10 MINUTES
SCORING BASED ON TOTAL TIME COMPLETED

SUPPORTED BY:

YOU.C1000
ISOTONIC DRINK



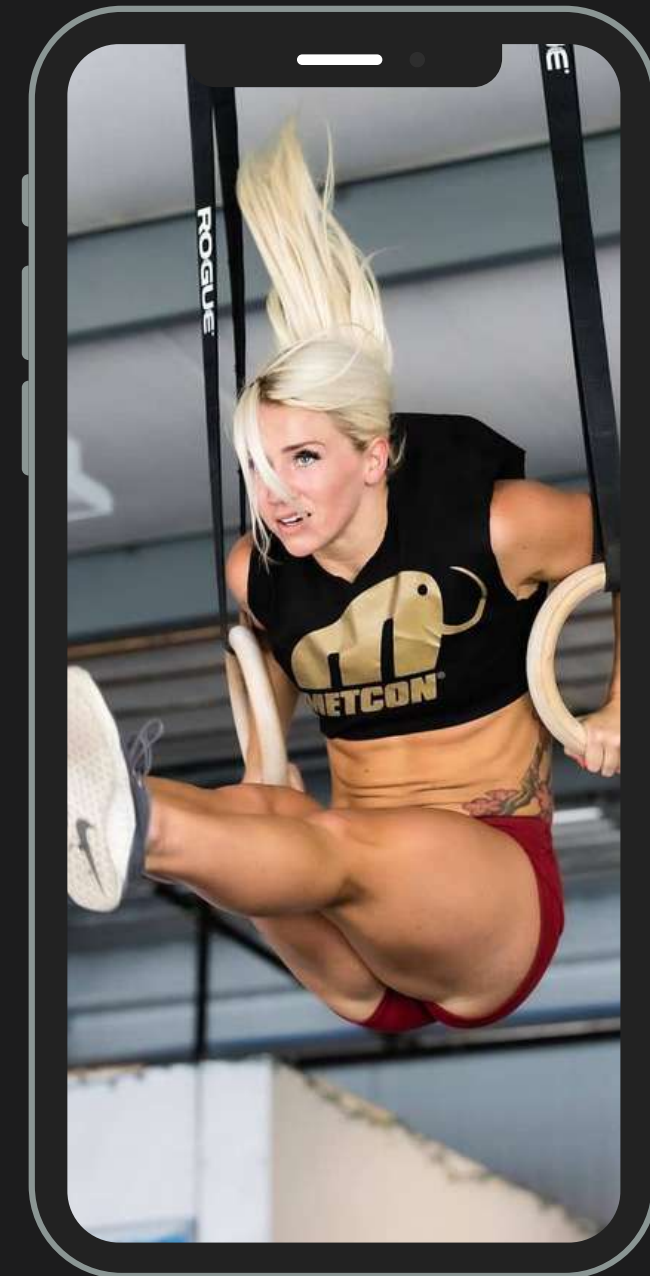


#DOMINATEANYCONDITION



CONTENT CREATION

Client - YOUC1000



OUR PORTFOLIO-SOCIAL MEDIA CONTENT CREATION



About the Client :

You C 1000 Fittest is a healthy lifestyle community that uses social media as our platform to spread an active lifestyle. We aim to reach more people to achieve their fitness goals through CrossFit, bootcamp, and functional training.

Project Title : **Battle of The Fittest**

Heroes Pictures got an opportunity from NYRA to be a vendor for

YOU C-1000's event: The Battle of the Fittest where three qualifiers will compete in a cross-fit workout.

The result is a series of photo and event video highlights that are posted constantly for 6 months and will culminate in the 2019 Battle of the Fittest on November 23-24.

Objective :

- Create awareness for a community in direct with customers through social media.

Projects :

- Social Media Content Creation
- Videography Event
- Photography Event

Price can be vary depends on Your Brief, Shooting days, Equipments list and Teams.
Please contact us for further discussion



SOCIAL MEDIA MANAGEMENT

BENEFIT & SOLUTION



DEVELOPING TARGET MARKET



With Social Media you can determine which potential customers will see your promotional content on Social Media to match the objectives.

INCREASING YOUR PROFIT



indicating the right ad marketing strategy and ordering on social media, potential customers will be easier to find.

INCREASING BRAND AWARENESS AND USER ENGAGEMENT

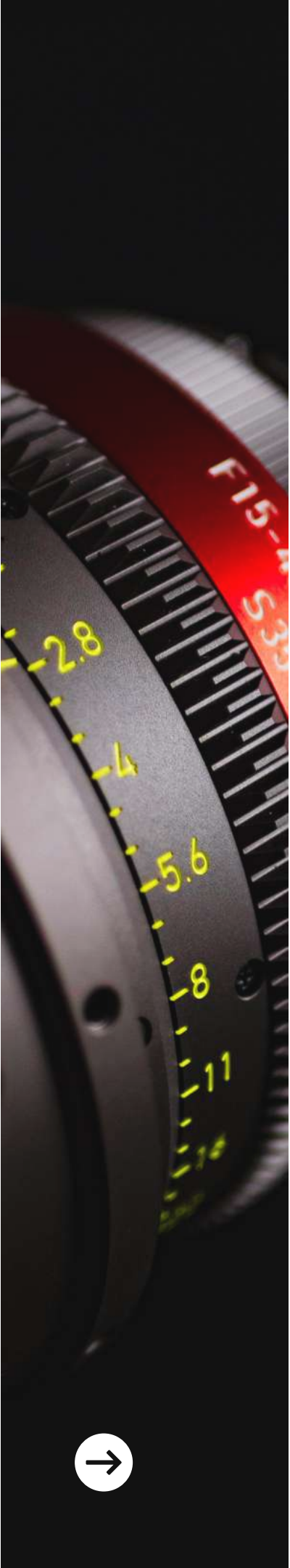


By doing the right social media management, the value of your brand will increase accompanied by good Brand Awareness.

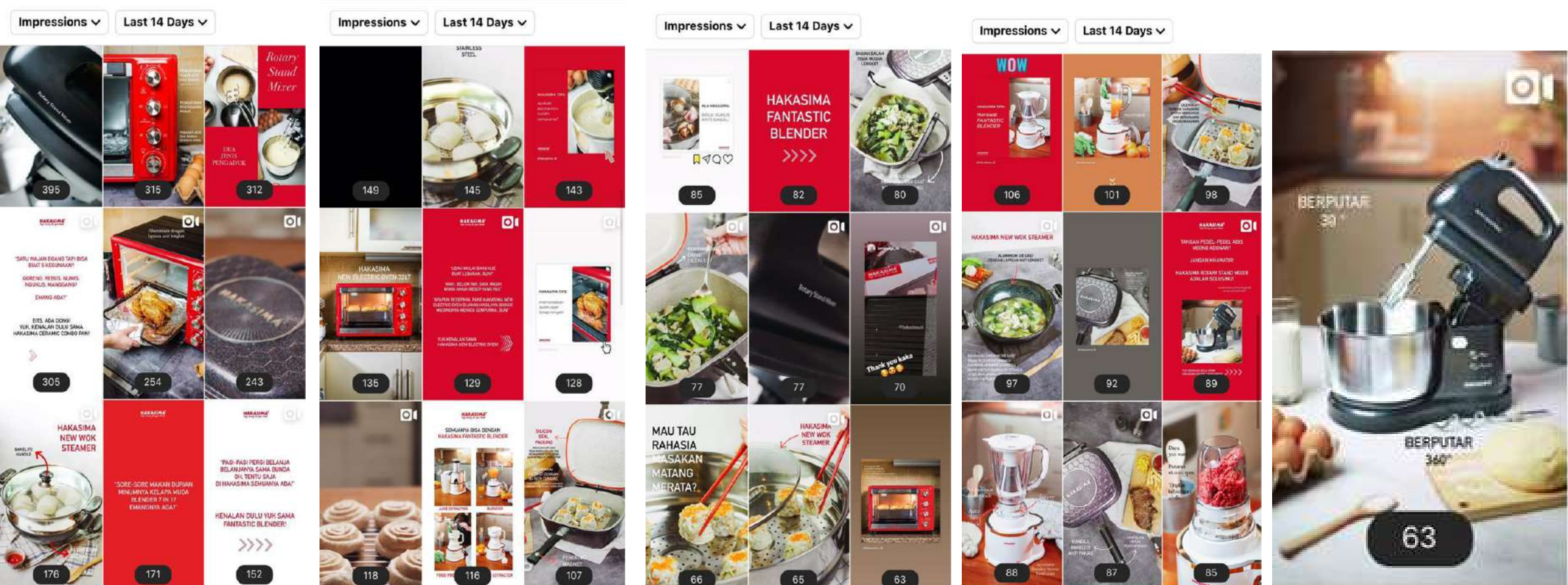


OUR PORTFOLIO
SOCIAL MEDIA
Management

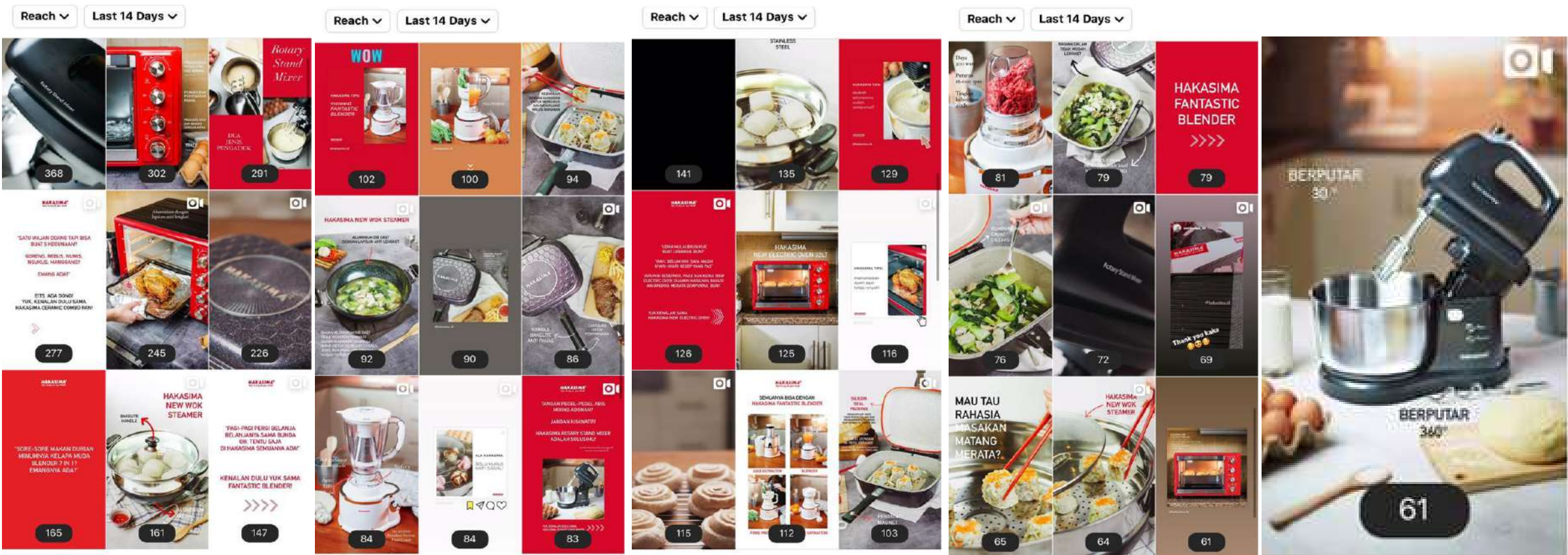
HAKASIMA®
High Quality For Good Health



IMPRESSIONS →



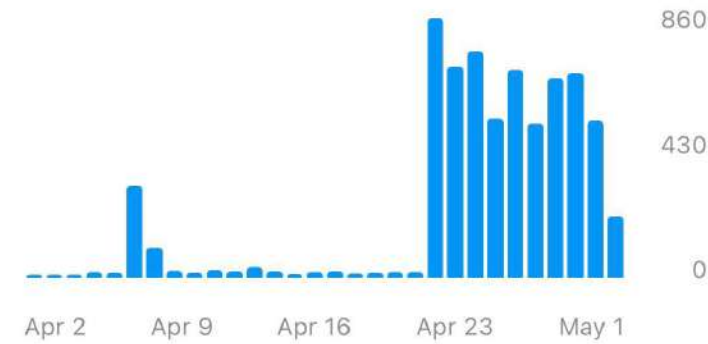
REACH →



Results ↓

Track Your Performance

You reached 1,770 accounts in the last 30 days, +55.8% compared to Mar 3 - Apr 1.



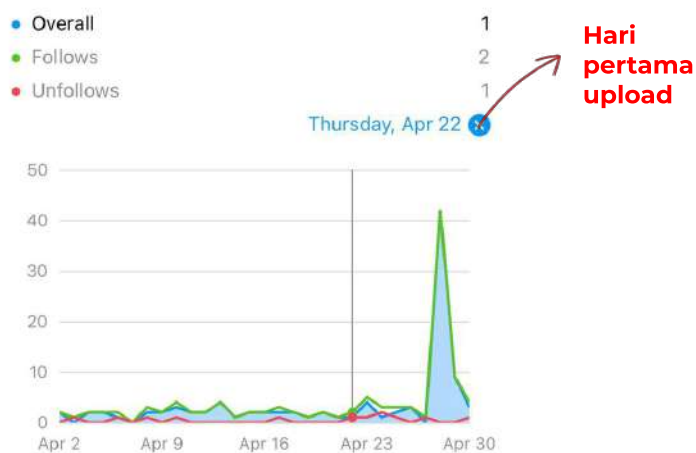
Last 30 Days ▾

Follower Breakdown

2,435 followers
+4.2% vs Mar 3 - Apr 1

Growth

- Overall
- Follows
- Unfollows



Overview

1,770
Accounts Reached +55.8% >

494
Content Interactions +509.8% >

Your Audience [See All](#)

2,435
Total Followers +4.2%

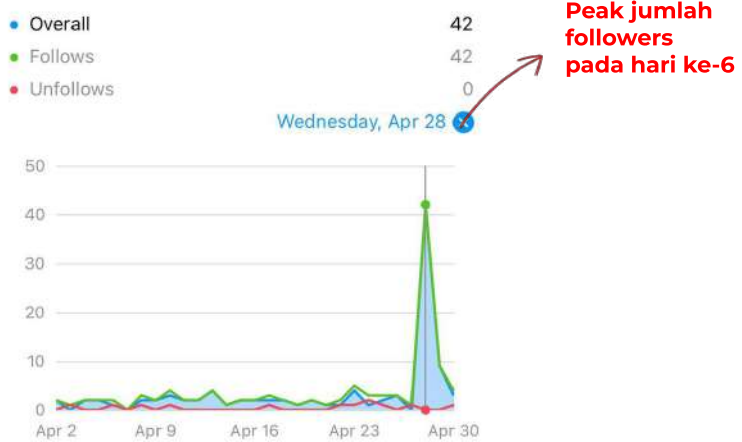
Last 30 Days ▾

Follower Breakdown

2,435 followers
+4.2% vs Mar 3 - Apr 1

Growth

- Overall
- Follows
- Unfollows



Our Portfolio

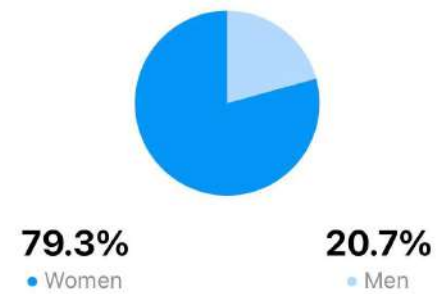
SOCIAL MEDIA ACTIVATION

@hakasima.id



Results ↓

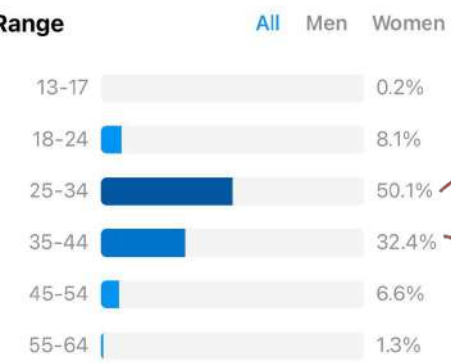
Gender



Top Locations



Age Range



Pengguna Instagram dengan range umur 25-34 tahun paling banyak melihat konten yang disediakan.

Range umur 35-44 menjadi kedua yang terbanyak.

Last 30 Days ▾

Messaging-related insights, such as shares and replies, may be lower than expected due to privacy rules in some regions. [Learn More](#)

Content Interactions

494 interactions
+509.8% vs Mar 3 - Apr 1

Post Interactions

+851% vs Mar 3 - Apr 1

Likes	370
Comments	14
Saves	34
Shares	48

466

Jumlah interaksi followers dengan post Hakasima

Last 30 Days ▾

Accounts Reached

1,770 accounts
+55.8% vs Mar 3 - Apr 1



1,770 akun melihat konten

Impressions	19,414
Account Activity	1,706
Profile Visits	1,614
Website Taps	76

Konten muncul di layar pengguna sebanyak 19,414 kali

Our Portfolio

SOCIAL MEDIA ACTIVATION

@hakasima.id



OUR PORTFOLIO- SOCIAL MEDIA STRATEGY



About the Client :

Hakasima - PT. Hosana Inti is a high quality kitchen houseware company for modern kitchens . Hakasima used social media to share content creation about the products benefits through cooking creations. The product excellence is multifunctional, make it easier, make it fast, for their customers to cook.

OUR CREATIVE CONCEPT

Project Tittle : **SOCIAL MEDIA STRATEGY**

Heroes Pictures created an concept for Hakasima by strategy of analyzing their consumer needs. while created social media content we shows the high quality products excellence Hakasima, put forwards Multifunction, long-term durability, easy to use and power saving.

we step up the game to develop creativity **by approching ideas closed to the consumers value**, our idea is **cooking tips, products education tips , and ideas cooking ingredients or cooking menu's that worthwhile using to hakasima products.**

Objective :

- Reintroduce the brand to younger market audience

Projects :

- Creating engagement with the audience by focusing variety of contents
- Content Creation
 - 3 Instagram post / week (total 9 post)
 - 28 Instastories by product category
 - 6 Highlight Product Category
 - 46 Design Image creations

Price can be vary depends on Your Brief, Shooting days, Equipments list and Teams.
Please contact us for further discussion



Bahasa Version Protokol Kesehatan Pra-Produksi



MEMBATASI JUMLAH KRU ON SET



SELALU DISINFECTASI TRANSPORTASI
YANG DIGUNAKAN OLEH KRU



HINDARI ADEGAN DENGAN KONTAK FISIK
YANG BERESIKO PENULARAN COVID-19

KARANTINA

KRU DAN PEMAIN WAJIB KARANTINA
MANDIRI APABILA TIDAK DAPAT RAPID TEST/PCR



KRU DAN PEMAIN YANG TERLIBAT
WAJIB RAPID TEST/PCR DENGAN HASIL
NEGATIF

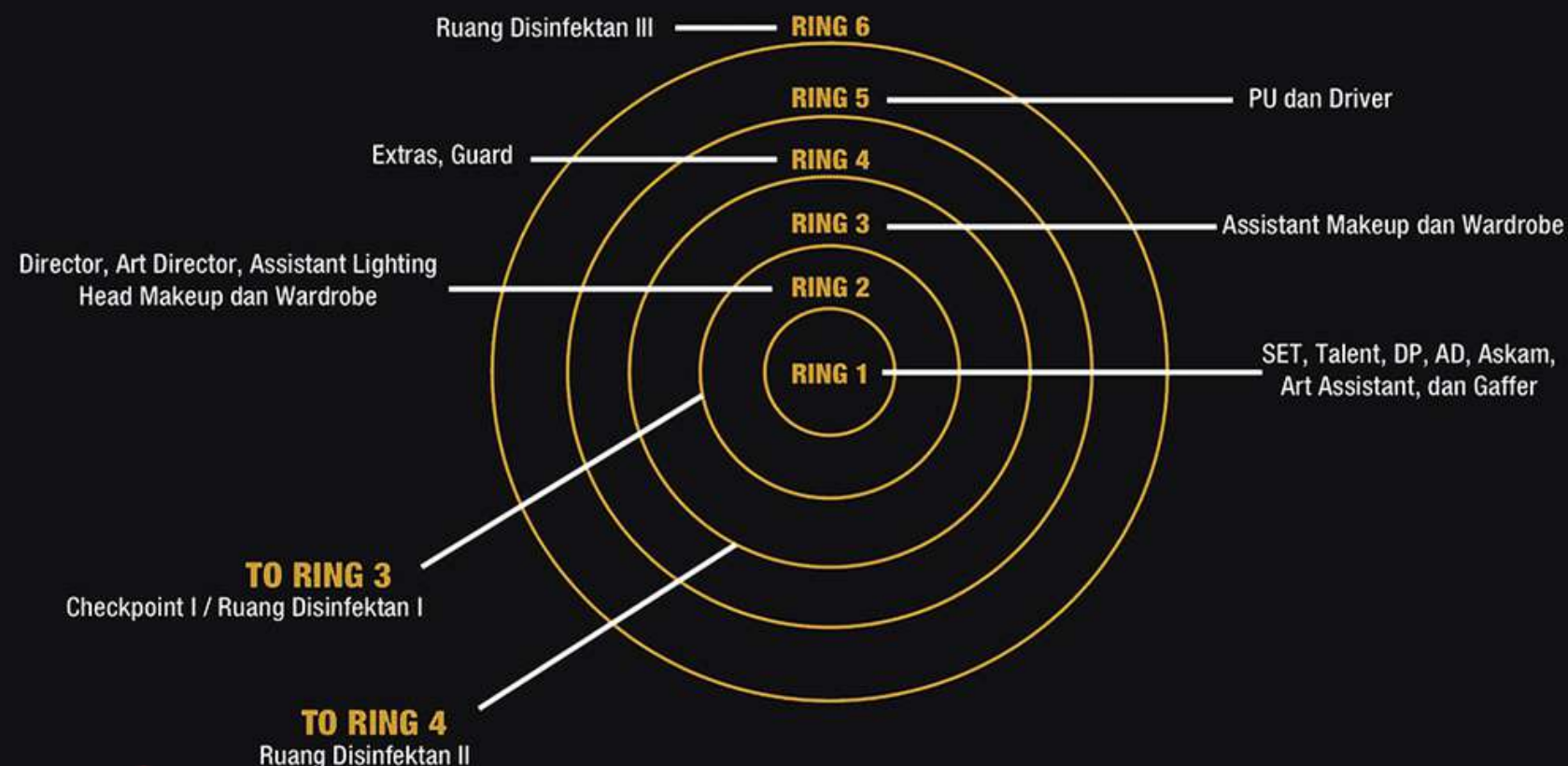


PENGOPTIMALAN PPM
SECARA DARING



KRU DAN PEMAIN YANG TERLIBAT
WAJIB MENUNJUKAN SERTIFIKAT VAKSIN
SECARA RESMI DARI KEMENKES.

SISTEM RING ON SET



Produksi



DOKUMEN IZIN LENGKAP



PENGAMANAN LOKASI SYUTING
DENGAN ZONA BERLAPIS



PEMERAN BOLEH TANPA MASKER
KETIKA IN-FRAME



LOKASI WAJIB JAUH DARI
PEMUKIMAN, UTAMAKAN STUDIO



KRU DAN PEMAIN YANG TERLIBAT
WAJIB MENUNJUKAN SERTIFIKAT VAKSIN
SECARA RESMI DARI KEMENKES.



SISTEM SHIFT UNTUK CREW



DISINFECTASI RUTIN UNTUK
PERALATAN



PERALATAN RIAS DIUTAMAKAN MILIK
PEMERAN SENDIRI



WAJIB MEMAKAI MASKER

Pasca-Produksi



PENGOPTIMALAN PEKERJAAN SECARA DARING



UTAMAKAN PENGUNAAN PERANGKAT
DIGITAL DALAM TIAP PEKERJAAN



STUDIO UNTUK PEREKAMAN ULANG
DAN PENYESUAIAN SUARA MEMILIKI
SIRKULASI UDARA YANG BAIK



HINDARI PERTEMUAN FISIK, PROSES
EVALUASI TERPISAH ANTARA EDITOR,
PRODUSER, DAN SUTRADARA



COVID-19 SAFETY GUIDELINES

PREREQUISITE

1



Remote management of Pre PPM and PPM meetings for all stakeholders.

2

All government health alert and public protocols restrictions must be adhered to eg. movement/social distancing restrictions.

3

All crew and anyone attending shoot, including talent, must provide to the production company producer (prior to the shoot date) a non-disclosure agreement outlining their travel throughout the previous four-week period, prior to the shoot date.

4

All crew and anyone attending the shoot, including talent, must provide to the production company producer (prior to the shoot date) an NDA outlining any contact with someone who has a confirmed or suspected case of COVID-19.

5



Any crew who have travelled, or have been in contact with individual with COVID-19 during that four-week period must not participate on the shoot.

6



Any shoot attendee who feels unwell prior to the shoot, must contact the production company for replacement.

10

All shoot attendees must undergo temperature checks by the on-set nurse twice a day - morning and after lunch. Crew to be issued an identifier once they pass temperature screening - for instance wearing of a green sticker for clear screening identification.

11

Any shoot attendee who feels unwell during the course of the shoot must immediately report to the on-set nurse who must report to the production company producer.

12



Be respectful of people's personal space and avoid hugging, touching or handshakes.

13



All crew to wear specialised face masks, throughout the course of shoots - to be provided by production company.

14



Make-up artists, hair stylist, wardrobe must wear eye protection due to close proximity to talent.

15

Where possible, talent should undertake their own make-up "minor touch ups" throughout shooting, instead of the make-up artist, to avoid contact with talent's perspiration.

ON SET BEHAVIOUR

7



Q-take system or similar should be utilised to limit numbers on set to manage shoot direction by agency or brand teams remotely.

8



A certified on-set nurse (or local country equivalent) on set at all times.

9

All shoot attendees must undergo temperature checks before entering set by the certified on-set nurse. Anyone with a high temperature cannot enter set.

16

Catering departments to consider alternate refreshment stands to avoid contact with tea and coffee urns and any other frequent touch points.

17

Water bottles must be labelled for each crew to avoid cross contamination and only one bottle used by each shoot attendee throughout the course of the shoot.

18



Camera to be two metres away from talent at all times.



ON SET HYGIENE

19



Hand washing and antibacterial solutions to be placed on set and used throughout the shoot by all crew.

22

Bathrooms must be frequently cleaned throughout the course of the shoot.

25

Hair extensions must undergo deep cleaning before and after any application.

28

Product consumption shots must undergo a step up in hygiene practices.

20

When shooting in studio, studios must have undertaken a 'deep clean' before and after each shoot. Production companies must obtain validation from studios prior to pre-light or shoot.

23



Boom mic's only (so voice-to-camera scripts should be reviewed), prior to shooting.

26

Standby props to step up hygiene practices.

29

Catering departments must step up their food safety hygiene practices.

21



Cleaning must be undertaken throughout the shoot day especially in common areas such as wardrobe and make-up rooms.

24

Make-up department to step up cleaning protocols and use single use brushes and applicators. All other equipment must undergo deep cleaning prior and post any shoot.

27

Art department must step up cleaning of props and surfaces throughout the shoot and between takes.

30

Vehicle hire for crew and talent must undergo deep cleaning prior to shoot hire.

31

Vehicle drivers must follow protocols of temperature checks outlined in points 9 and 10.

34

When coughing or sneezing, please follow the point 35 advice.

37

These guidance messages should be posted on the shoot location in bathrooms, make-up room, wardrobe, etc.

32



Key crew such as camera department must have 'pocket' hand sanitisers to be applied frequently.

35

Production companies to provide each shoot attendee a packet of tissues for this purpose. Dispose of tissues immediately into bins.

33

Wardrobe must be certified to have undergone deep cleaning before and after shoots.

36



Waste management removal must be carried out frequently throughout the shoot.

38

All crew must have proof vaccine certificate, that they are 100% vaccinated



How we work



DISCUSSION



RESEARCH



CONCEPT PRESENTATION
&
WORKING TIMELINE



EXECUTION



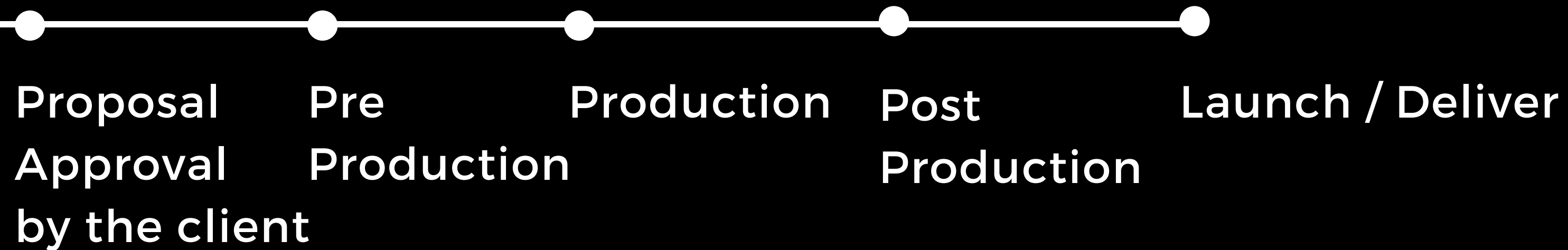
MONITORING BY THE WEEKLY
PROGRESS UPDATE



RESULTS



PROJECT TIMELINE



WE ARE HONORED BY YOUR VISIT.



We love with collaborative environment with our clients and partners. It's mandatory to have deep understanding, research, and attention to details to analyze before we execute the project, take what we learn from our clients and drive their business outcomes, gift the better result to strive for the right goals.

“CREATE THE GOOD THINGS, TAKE TIME”

We've spent the last 3 years learning about small and big businesses, new and old, create for the better any visual content on your audiences screen, but above all, it matters for us to stay humble and keep hustling every single day to keep create with passionate.



www.heroespictures.id





LET' S GET CLOSER TO YOU

Free Consultation ✓



MAXIMIZE YOUR CREATIVITY WITH US



BEHIND THE SCENE



PLEASE DO NOT HESITATE TO CONTACT US

we help you to create better



heroespicturesproduction@gmail.com



Benaziro - 0812-9860-4516



@heroesproduction



Heroes Pictures



www.heroespictures.id





HEROES PICTURES®

CREATING BETTER WITH PASSION

www.heroespictures.id