

The **CREATIVE STRATEGY PORTFOLIO**
of **Siti Ariani Safarina**

(Sasha)





HI THERE! I'M

Siti Ariani Safarina SASHA

YOUR CREATIVE STRATEGIST 🥂

A Jakarta-London based creative strategist and researcher. With a creative mind enriched by years of experience in advertising, brand & marketing, and the dynamic creative industry, I possess a discerning eye for visual design, the heart of researcher and the words of storyteller.

I am currently diving in to the knowledge of regenerative future and humanity centric design, as my new approach in establishing a more ethical way to design a strategy!

Ready to elevate your brand with
a creative breakthrough? Let's connect!

Email: sashasafarina@gmail.com | Phone (WA): **+62 812 9682 8068**

Linkedin: linkedin.com/in/sashasafarina

SKILLS

Creative Strategy • Brand Strategy • Marketing Storytelling
Applied Imagination • Coffee-tasting

WORK EXPERIENCE

AnyMind Group	Samsung Electronics
Sr. Strategic Planning	Digital Content
2023 - 2025	Jun - Sep 2020
Berakar Komunikasi	GREY Group
Art Director	Graphic Designer Intern
Nov 2022 - Jul 2023	Apr - Jun 2019
Astra Life	Samsung Electronics
Product Marketing	CM Digital Marketing Intern
Apr 2022 - Nov 2022	Oct 2018 - Feb 2019
Jr. Brand Strategist	HC Talent Management
Oct 2020 - Apr 2022	Branding Intern
 	Jul 2018 - Dec 2018
Kargo Technologies	
Graphic Designer	
Jun - Sep 2020	

INTERESTS



EDUCATION

Central Saint Martins, University of the Arts London (UAL)	Universitas Trisakti
MA, Applied Imagination	BA, Visual Communication Design Multimedia Studies
London, UK 2025	Jakarta, Indonesia 2015 - 2019

HOW SASHA RUNS THE STRATEGY GAME?

A BRIEF LOOK AT MY CREATIVE PROCESS

01

Defining the Client's Needs

I start by establishing a good relationship with the client or project by understanding its needs through its values, target audience, goals, and expectations

02

Diving in the Market Research & Consumer Insights

Finding the red lines between industry trends, competitor strategies, and consumer behavior

Well, maybe after a little bit of post run or post cycling coffee-talk with my friends before I actually dive in!

03

Concept Development

Summing up all the research findings through brainstorm sessions to generate creative ideas

04

Creative Execution

Translating the ideas into a visual output with the creative team for a solid and strong presentation



In addition to this step, we often do some testing (idiot proofing) and survey on our internal team for feedback.

05

Delivery & Presentation

Negotiation and feedback time from the client after the presentation to ensure everything is aligned

ok, let's
see some
case studies!





SCOPE:**DESIGN RESEARCH | COMMUNITY BUILDING**

Shaping Sustainable Future Through Collective Imagination

About the Project

Imagination is frequently viewed as the initial step in the creative process. We are establishing the stage for the creation of the desirable future that leads to a potential future by visualizing the change we wish to see. By working with numerous designers, planners, and authorities, Berimajinaria gathers the creativity of the people to enable them to envision a sustainable future for their city.

Project Year
2025

Community Name
Berimajinaria

Agency
MA Research Project

Methodology
Design Research
Creative Strategy
Collective Imagination



TARGET AUDIENCE 

COMMUNITY & EXPERTS

Community

Residents of urban villagers in Indonesia who are struggling with socioecological crisis

Experts

Experts, professionals, academician, futurist artists or designers who are interested in social humanities and sustainability themes.



RE/ZINE/ICLE



Everyone from all
stage of life is
welcome to have fun!



Re/Zine/Cle

Re-Zine-Cle is a zine-making workshop using a reflective method to understand a community's current and future neighborhood, and to be used as co-design method. Using recycled materials, participants and Berimajinaria challenge assumptions through sustainable action.





Berimajinaria presents

KAMPUNG

2050

UNIVERSE OF POSSIBILITIES



A mini series showing how the power of
imagination can build endless possibilities

FOR A BETTER FUTURE!



Kampung Storytelling: A Speculative Co-Design

A co-design workshop in Cipadu, Indonesia, an urban village who faces socio-ecological challenges. This workshop is using reflective drawing to enable the residents to speculate the future of their preferred neighbourhood.



Kampung 2050: A Universe of Possibilities

An intervention that is made as the continuation of the co-design workshop, to retell their story using speculative narrative. This project aim to generate conversation and more collaboration with the experts to validate the citizens dream in achieving their sustainable neighbourhood.

WHEN A KAMPUNG SINKS, IMAGINATION RISES

On September 13 and 14 2025, we invited Cipadu residents who were affected with flood crisis to reimagine their own neighbourhood using a reflective drawing.

joined together to imagine their shared dreams through reflective drawing, so their voices could be heard.

CHILDREN

ADULTS

AND DESIGNERS

“HOPE IS NOT MERE OPTIMISM IT IS A SIGN OF RESISTANCE”

Regardless urban life pushes people toward isolation and fear of risk, Cipadu's residents keep their hope afloat. By collectively, mutually and hand in hand imagining a brighter future together.

If the sky shown a sign of a rain, I have to prepare myself to move my motorcycle to higher land across the neighbourhood.

This is my drainage design that I think it will be suitable for the flood stream in Cipadu!

I wish I can have a beautiful neighbourhood. With a lot of color and great view!

Even a tiny little rain can sink my house. I wish I can have a big mansion so I don't have to deal with flood every single time.

sehat  jiwa



SCOPE:
BRANDING & IDENTITY | COMMUNICATION STRATEGY

Everyone #DeservesToBeHappy

About the Brand

Sehat Jiwa, a mental health social enterprise in Indonesia, believes that every individual is valuable, deserved happiness and empowered. As the business expands to social enterprise, a strong branding is needed to strengthen its positioning as mental health and well being empowerment.

Task

Embracing the powerful spirit of positivity, we reimagined how SehatJiwa is perceived by its audience through a refreshed identity by honing communication strategy and visual brand transformation.



Project Year

2023

Design

Yudhistira Vidhiatama

Client

Sehat Jiwa

Creative Strategist

Siti Ariani Safarina (Sasha)

Agency

GUNA

Scope

Communication Strategy
Creative Strategy
Brand Identity Design

TARGET AUDIENCE 

URBAN & MODERN YOUNG ADULTS

UPPER SOCIOECONOMIC
BACKGROUNDS (SES A-B)

AGES
18-25

They are empathetic, socially conscious, and owns a very strong interest and awareness of mental health and psychological well-being.



Analysis & Synthesis ✨

To develop a solution aligned with the brand identity, a human-centric approach was applied to thoroughly analyze the audience's needs, which was then synthesized into actionable solutions.

PAIN POINTS

Emotional ❤️

"I want myself and those around me to be protected from excessive mental health struggles because we all deserve a happy life."

An emotional aspect that aligns with Sehat Jiwa's vision and mission to spread the spirit that everyone #DeservesToBeHappy through good mental health.

Thinking 🧠

"I'm thinking about how I can spread happiness through mental health education while also being guided to a better understanding about it."

Though this area poses a challenge due to its diverse audience, it offers a strong potential to boost Sehat Jiwa's awareness as a mental health educator.

Physical ☀️

"I've tried learning about mental health, but the information is often too complex, making me can't tell the difference between prevention and treatment."

This challenge can be addressed through Sehat Jiwa's unique selling proposition (USP) : an accessible mental health curriculum available for all Indonesians, anytime.

SYNTHESIZE THROUGH SOLUTIONS:



Empowerment



Advocacy



Guidance & Support

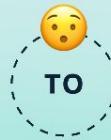
Opportunity Statement



Indonesian youth who cares and wants to learn further about mental health in order to be able to spread more positivity among others.



Needs mental health curriculum and community that they trust and willing to engage.



Make Sehat Jiwa more appealing and have strong brand perception among other competitor who are mostly not preventive community.



Creating branding that evokes positivity and visualized strong brand value.

The Big ?

How we could establish a new strong brand communication and visual identity for Sehat Jiwa to show its value as a preventive mental health social enterprise, so that people would remember and advocate Sehat Jiwa as a community that prevent and empower.

Creative Strategy Framework



	Barriers	Creative Task	Output
What People Experience	Sehat Jiwa often being mistaken as a healing community	Redirect the narration of Sehat Jiwa as a preventive act	Established new brand communication
Where People Are Looking	There are abundance of similar mental health community on social media	How to differentiate Sehat Jiwa among others	Strong visual identity presence on social media
How People will Engage	The youth are hard to engage and are more selective in choosing their platforms	Relating to a strong story that related with the audience	Create a brand persona guideline that speaks to the audience

Brand Message

Semua #PantasBahagia

Brand Promise

For a Mentally Healthy and Happy Indonesia from Sabang to Merauke.

BECAUSE every individual is valuable, deserves happiness, and deserves to be empowered.

Communication Pillar

Empowerment

Advocacy

Guidance & Support

Brand Impact

More informed about mental health, more resilient, able to provide a support system, show greater empathy, actively contribute and share knowledge about mental health. Enhancing well-being and positive emotions, leading to a happier, more empowered, and meaningful life.

Brand Persona

The Guide



A Healthy Mind



Good relationship makes
everyone happy

BIG IDEA

Sehat Jiwa as The Guide for Everyone



A better conflict
resolution



Sehat Jiwa as a
guide

Visual Moodboard



As *The Guide*, Sehat Jiwa embodies confidence and earns people's trust, making its positive and happy energy easy to spread. This visual route uses dominant blue tones, bold shapes to reflect confidence, and clean negative space layouts to support clear typography.



Logo Rationale



Sehat Jiwa's logo represents the importance of a two-way communication around mental health and well-being. The green color reflects the universal color for mental health, while blue conveys trust.

The speech bubble-shaped letter S symbolizes a conversation between two individuals, where the blue represents Sehat Jiwa as the mediator, while the green represents the person seeking help.

GRAPHIC LIBRARY

We created a graphic library that represents human emotions through expression-based emojis.

HAPPY**ANGRY, EMOTIONAL****CURIOUS, CALM**

The graphics was placed on Sehat Jiwa's digital platform to visually express the emotions of a certain content, and to enhance storytelling through emotional connections.



VIBRANT GRADIENTS & COLORS

Inspired by the rising sun, a selection of vibrant colors of gradient was chosen as the visual style to **symbolize great radiance, energy, and good things ahead!**





Download Logo untuk Co-branding

Penggunaan Logo

Pengukuran untuk Co-branding

Untuk penempatan logo Sehat Jiwa yang baik dan benar, ikuti petunjuk berikut:

Pemisah Berbentuk Garis

Logo Horizontal: 0.5x

Logo Vertical: 0.5x

Logo Berbentuk "X"

Horizontal: 0.5x

Vertical: 0.5x

Download Format Logo untuk Co-branding

Download Logo

Warna Utama

Trustworthy Blue HEX: #0099FF PANTONE 238C	Dark Blue HEX: #002447 PANTONE 2829C	Encouraging Green HEX: #00D683 PANTONE 7479C
R: 0 G: 157 B: 255 C: 55% M: 45% Y: 0% K: 0%	R: 13 G: 40 B: 73 C: 89% M: 65% Y: 45% K: 45%	R: 0 G: 131 B: 131 C: 55% M: 0% Y: 35% K: 0%

Secondary Colors

Positive Yellow HEX: #FB8133	Healthy Red HEX: #F2412F
R: 255 G: 127 B: 33 C: 35% M: 30% Y: 95% K: 0%	R: 254 G: 96 B: 33 C: 50% M: 30% Y: 8% K: 0%

Elemen Gradiasi

Beige
HEX: #ECECE1

White
HEX: #FFFFFF

Brand Communication Guideline

Diperbarui Juli 2023 untuk Tim Desain & Marketing Sehat Jiwa

sehat jiwa

sehat jiwa x halodoc

Sangat dijurur untuk menginkorporasikan elemen visual Sehat Jiwa pada pengelolaan asset visual co-branding ini seperti mesup; tipografi, elemen grafis dan warna brand.

Note: beberapa asset kolaborasi brand mungkin tidak memerlukan logo lockup dengan pemisah berbentuk garis maupun berbentuk "X" (Contoh iklan Spotify & Astra Life).

Sebagai contoh, mohon okeh halaman 28-30 untuk referensi warna logo guidelines

Dalam beberapa kasus, diperbolehkan untuk menambahkan elemen visual dari partner kolaborasi jika dibutuhkan untuk kebutuhan promosi.

sehat jiwa x halodoc

"Halah Gitu Doang Gak Usah Bawa-bawa Kesehatan Jiwa." TERENGGANU, KAMU GAK SENDIRI!

Kasih untuk Kamu yang Sehat Ada!

sehat jiwa x halodoc

Demungun Podcast "Ruang Jiwa" di Spotify & Dapatkan Langganan Gratis

Situs Ariani Safarina (Sasha)





SCOPE:**BRANDING & IDENTITY | CREATIVE STRATEGY**

Bringing Folklore & Nature into Beauty Products with Pluie Cosmetics

Project Year	Design
2020	Yudhistira Vidhiatama
Client	Rakha Daffiriza
Pluie Cosmetics	Creative Strategist
Agency	Siti Ariani Safarina (Sasha)
GUNA	
Scope	
Creative Strategy	
Brand Identity Design	

About the Brand

Pluie (formerly Kind Cosmetic by Pluie) is safe and harmless product for moms, their child and family-Designed to empower woman through safe and caring beauty product they can trust.

Task

Build an identity for a multi-tasking beauty product identity that is reflects nurturing, motherly figure and is suitable for everyone

Market Persona

We've first conducted research with several mothers through a series of questionnaires, which helped us define the ideal market persona for the brand.



Sasa (32)

Mom & Marketer

For Sasa, being a mom means being strong, yet soft and sometimes fragile.

As the center of her family, she often puts herself at last-dealing with emotional burdens, body changes, and daily responsibilities that often lead to insecurities.

However when those insecurities show up, Sasa finds strength and confidence by thinking of her child, her greatest source of happiness and purpose.



Indy (28)

Full-time Mom

Being a fulltime mom isn't easy. But the only way to get through it is to be sincere and accepting everything that comes with it so the stress doesn't take over.

As a mom, I take full responsibility for my family, even though I have moments where I feel overwhelmed from pouring out so much of myself. However, still, these challenges are part of the beauty of being a full-time mom.

Conclusion

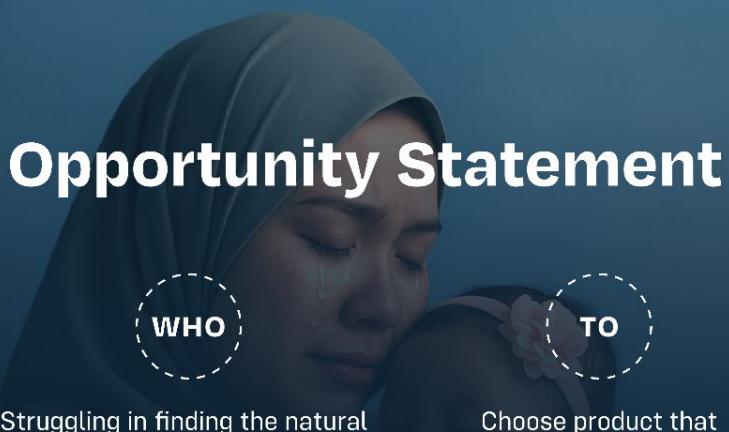
Moms always have a special place for us and a figure to every women.
The strength and the comfort they have, lightens up spirit and confidence to live.

Big Idea - Planning & Analysis



GAINED KEYWORDS

**Nurturing, Protecting,
Caring, Inner Beauty,
Soft, Confident,
Comfort.**



Opportunity Statement

GET

Indonesian mothers who wants to have balance in loving their self as much their family.

WHO

Struggling in finding the natural skincare and make up that is non-toxic and suitable for every skin.

TO

Choose product that cares about their confident and beauty.

BY

Choosing a narration that is universal, relevant and appealing using storytelling in the branding.

The Big ?

How might we create build a visual identity for Pluie to portray a natural ingredient brand that cares about every women confident and beauty, so that women and particularly mother will have connection to Pluie as a brand and as a lifestyle.

Creative Strategy Framework



What People Experience	Barriers	Creative Task	Output
Where People Are Looking	It is so hard to find all rounders products that are natural for mothers	Build visual that evokes the message	Logo, logo treatment and packaging design
How People will Engage	Many people are mostly on e-commerce	Crafting visual that can be implemented on digital platform	Unifying digital design treatment through supergraphic
	Social media is the main communication platform	Relating to a strong story that related with the audience	Craft design narrative for the visual identity

Creative and Narrative Approach 🎨🖼️

INSPIRATION

Story of a Mother

by H.C. Andersen

Inspired by a Danish fairy tale by H.C. Andersen, the visual is aimed to capture a mother's emotional journey to save her child.

The story symbolized the mother's empathy through an abstract form of flowers and teardrops, representing nurture and sacrifice.

APPROACH & MOODBOARD



Teardrops

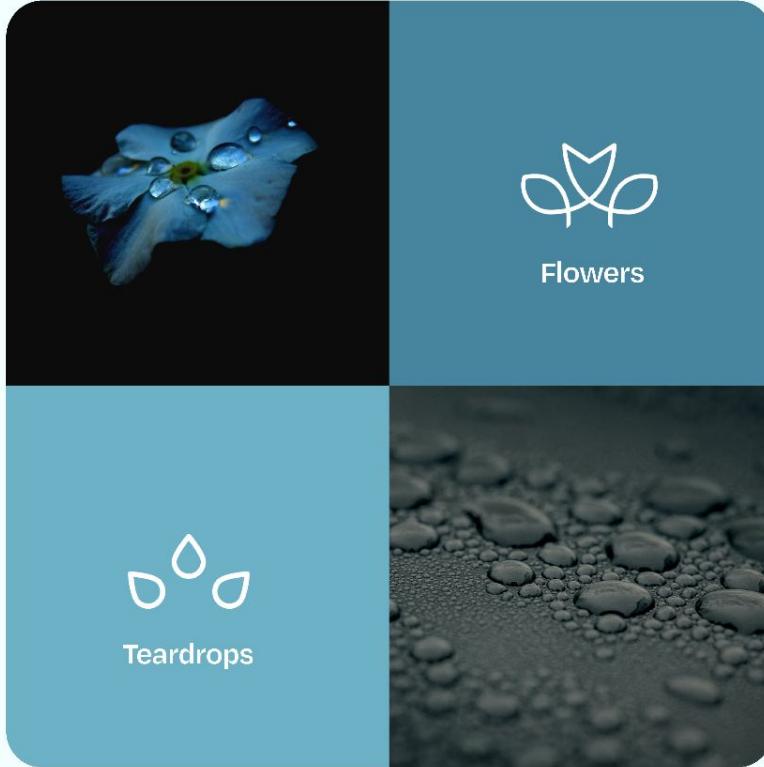
Expanding the teardrop beyond a mother's sadness and sacrifice, it reflects the full range of a mother's emotions, from struggle to joy.



Flowers

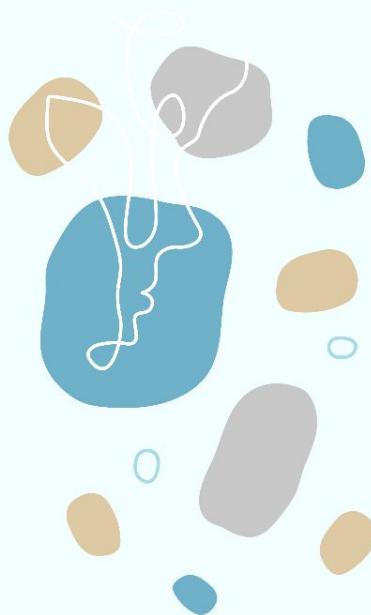
Flowers symbolize life—just like a child, they grow, bloom, and eventually begin to wilt.



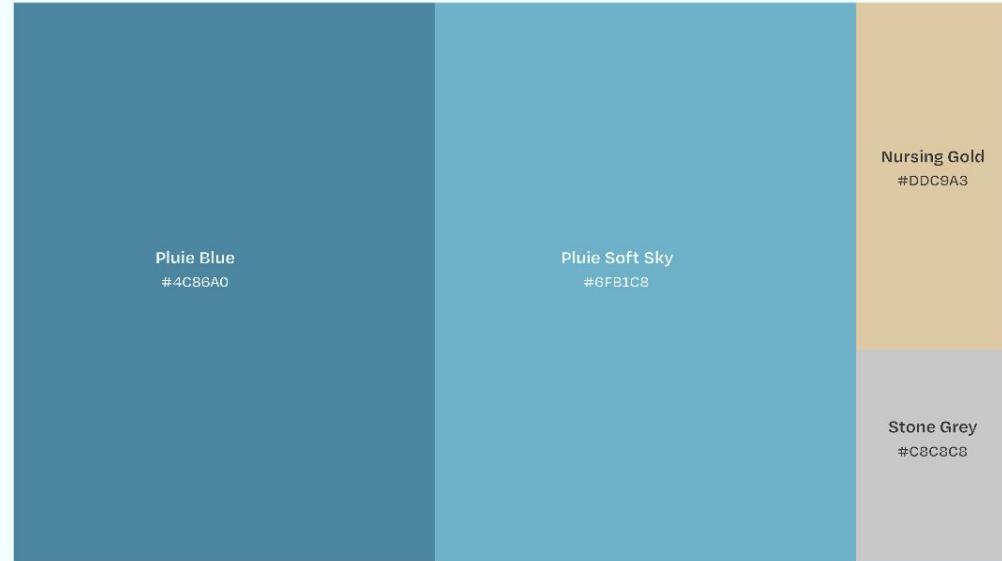


We crafted a visual identity that resonates deeply with the target audience, inspired by the universal emotions found in Hans Christian Andersen's Story of a Mother—a narrative-driven design that speaks to the heart and carries a powerful, relatable story.





Packaging Artwork



Pluie Color Scheme



Urusan Sehat No Worries
#iGotYourBack

Creating Digital Positivity to Live a Healthier Life amidst the Pandemic

SCOPE:

BRAND CAMPAIGN & STRATEGY

Project Period

February - July 2021

Team

Astra Life x KARTEL X

Head of Branding

Kurniasari Pranoto

Jr. Brand Strategist

Siti Ariani Safarina (Sasha)

Creative Strategist

Dessy Wulandari

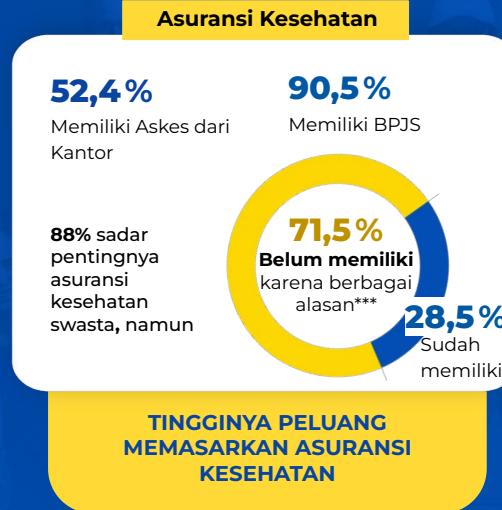
ABOUT THE PROJECT

In the middle of Covid-19 Lockdown, Astra Life launched a new all rounder health insurance product for range of customers.

Therefore it requires a series of health awareness campaigns that encourage people to adopt healthier habits to protect their own health and that of their loved ones.

TASK

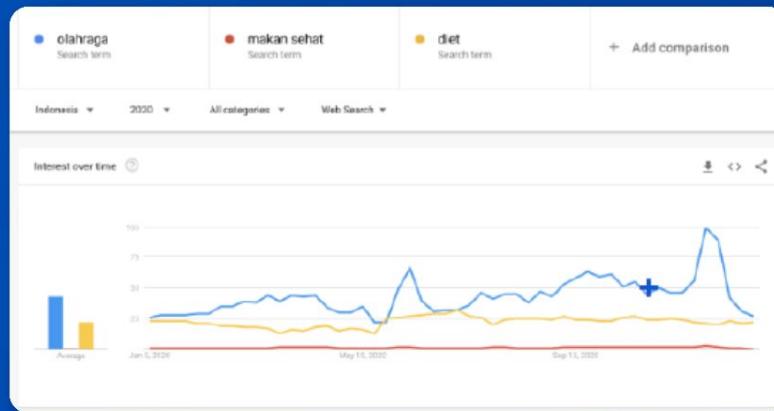
Create a brand communication campaign to cater a series of health products launch in a more relevant and ethical way amidst lockdown.



QUANTITATIVE RESEARCH

A survey conducted with 44 working-age participants showed that although people recognize the need to stay healthy to be productive, **many do not have personal health insurance or exercise regularly due to a lack of health and financial knowledge.**

QUALITATIVE RESEARCH



Meanwhile, during this period, searches for '**Olahraga**' or '**Workout**' spiked in Indonesia as people sought healthier lifestyle alternatives at home.

To sum it up:

many people still health & financial illiterate and have negative perception towards insurance.

Target Audience

The Work Hard Play Hard

Agnes

25-28 Years Old - Middle Class

STATUS

Engaged to Newlywed

INCOME

Rp8-15mio/Month

BEHAVIOUR

Hardworker, often forget to exercise, focuses on investing

The Work-Life Balance

Maria

28-40 Years Old - Middle to High

STATUS

Married with 1-2 children

INCOME

Rp20-40mio/Month

BEHAVIOUR

Family first, concern about health, little to have no time to exercise

The target audience are segmented according to each products different demographic.

The products varied from affordable health insurance - Flexi Health, to flagship insurance that covers most of people needs - Medicare Premiere

Opportunity Statement

GET

Make people aware and learn about financial and health literacy to strengthen their condition during the pandemic.

WHO

Family and youth who wants to protect themselves and their family during the lockdown.

TO

Promote health insurance in a most relevant without being insensitive amidst uncertain Covid-19 situation.

BY

Creating 360 online brand communication campaign that engage people to the communication.

The Big ?

How might we create a relevant online brand communication to promote insurance product that empowered people to live healthier and secure so that they will become more secure in financial and health during the pandemic.

Creative Strategy Framework



	Barriers	Creative Task	Output
What People Experience	Not many people are aware of the importance of having health insurance	Make a more humane communication to spread awareness about the new launch products	Reframe the communication message to make people not worry about health situation with "Don't Worry About Your Health Issues #iGotYourBack"
Where People Are Looking	Pandemic makes most of the brands must go online only	Relevant online campaign awareness	Video Campaign Manifesto, Social Media Content, Website
How People will Engage	Audience may lack of believe in health insurance	Create online activities to engaged the audience virtually with reliable spokesperson	Online activation with KOLs, KOLs collaboration

Creative Execution

We crafted a compelling storyline to engage the audience, encouraging awareness and participation in the digital campaign—motivating them to stay resilient and proactive during the pandemic.

Emotional approach
storytelling

Collaboration

**Empowering campaign to make
audience to stay resilient together**

ACTIVITY EXECUTION HIGHLIGHT

Campaign Video



Started off with a manifesto video to bring awareness of the campaign.

#21DaysWorkoutChallenge – Activation



Research shows that habits can form in just 21 days—but during the pandemic, maintaining a regular exercise routine became a challenge for many.

To address this, we collaborated with #PertemananSehat, a Jakarta-based sports community, to launch a 21-day online workout challenge for the audiences of **@astralifeid** and **@pertemanansehat**.

ACTIVITY EXECUTION HIGHLIGHT



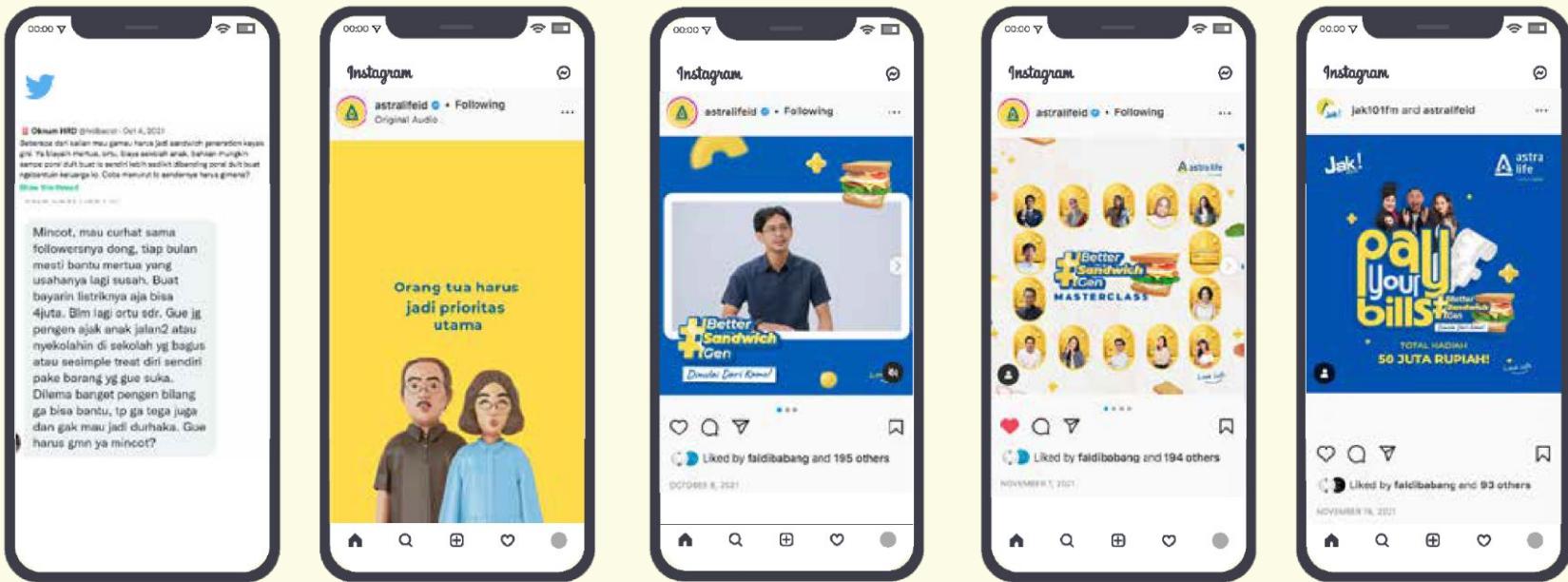
Vaccination CSR

To encourage healthy actions during the pandemic, Astra Life launched a CSR campaign focused on accelerating COVID-19 vaccinations for the elderly, in support of the government's national program.

The initiative began with a double donation campaign in partnership with Kitabisa and collaborated with Kill Covid-19 as the facilitator for administering Sinovac vaccinations.

ACTIVITY EXECUTION HIGHLIGHT

Social Media



Impact & Achievement

Result

12.67%
Cost Efficiency

From initial expected cost

334%
Impression Achieved

73,528,297 achieved throughout the campaign

1st Winner External Communication Initiatives
Astra Communication Affair Award





**Kool Moms
Choose**



SCOPE: CREATIVE STRATEGY

Project Year

2024

Client

KoolFever

Agency

AnyMind

Creative Strategist

Siti Ariani Safarina (Sasha)

In Collaboration with

Annisa Dwi Utami

Dika Permana Hawari

Sofi Kumala Fatma

ABOUT THE PROJECT

We celebrated all mothers for their superpower to stay calm during tough moments—especially when caring for a sick child.

With KoolFever as their trusted sidekick, our campaign honored these everyday heroes by crowning them 'Kool Mama', highlighting both their courage and compassion through our communication strategy.

TASK

Create an annual communication campaign to differ KoolFever with its head-to-head competitor, in order to have stronger brand presence among its target audience. Highlight KoolFever Kids as product priority.

Research & Analysis

In a highly competitive fever relief market, KoolFever needs to craft a story that resonates more deeply with its core audience which is parents, especially mothers, who make careful decisions when choosing medical products for their children.

Fever in children often triggers anxiety among mothers, yet they continue to show up and care for their little ones with strength and composure.

That's why having reliable first aid support becomes essential to conquer this situation.

PLESTER KOMPRES DEMAM



Brand	TBI	
ByeBye-FEVER	68.10%	TOP
KOOLFEVER	16.60%	TOP
Hansaplast	15.30%	TOP

According to Top Brand
Indonesia 2025

Target Audience

Mothers and parents who are decision makers in the family.

🇮🇩 Indonesian, mostly living in urban to suburban area.

Shopping behaviour:

monthly to weekly grocery at the grocery store or e-commerce.

Occupation:

Full-time parents who are not working, working from home to working from offices.



Opportunity Statement

**GET**

Mothers and parents to choose the 'kool-est' fever patch brand to be their first aid

**WHO**

Turned critical moments into opportunities to celebrate a mother's strength in every fever situation

**TO**

Be the top of mind for parents when it comes to fever patch that relates to their emotional and functional needs

**BY**

By playing with the phrase 'Kool Mama', a nod to both 'Cool Mama' and KoolFever, we created a connection that reflects how both ease high temperatures, both literally and emotionally

The Big ?

How might we strengthen KoolFever's positioning as the reliable companion for Indonesian mothers in caring for their family's health, so they feel empowered, worry-free, and easily recall the brand whenever fever strikes?

Creative Strategy Framework



	Barriers	Creative Task	Output
What People Experience	Already have top of mind in terms of fever patch brand	To giving new direction and create brand recall for KoolFever	Using mnemonic to create a jingle called "KoolMama Pasti KoolFever", Video Jingle and Manifesto
Where People Are Looking	Most of apothecary or grocery store will promoted other brand for fever patch	Honing the communication message and mnemonic in offline store	Established new POSM and new communication for offline seller
How People will Engage	Not many audience will be targeted	Strengthen social media presence as the main communication	KOLs, social media content and digital activation

Creative Output

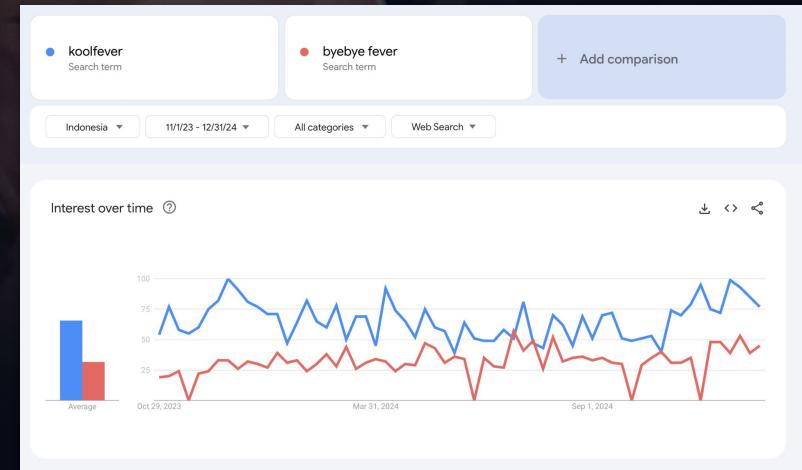


Video manifesto, video cutdowns, jingle, and social media content are the creative outputs to support the communication message.

Impact

There is a significant search peak after the video campaign was released in December 2023, **and the keyword 'KoolFever' is competitive throughout the year when it is compared by its main competitor.**

It is proven the effectiveness of the new communication and the campaign ecosystem to boost brand recall throughout the year.



Wait,
IT DOES NOT STOP THERE.



SOME OF MY WRITINGS & RESEARCH *Collaboration*



Medium

Research Collaboration with ACE-YS

*Click the links to see



THANK YOU &
Let's Collaborate

