



Bikin Kue
Gak takut bantet lagi

FILMA

SOCIAL MEDIA / 2020

A unique way to maintain brand relationships.

ANDALAN MAMA
#FILMA

APA BEDA
Deep Fry & Pan Fry?

Kapan sih Mama harus deep fry atau pan fry?

AGAR TIDAK SALAH, YUK, CARI TAU PERBEDAANNYA!

SELENGKAPNYA

RESEKSI BUKAN INDONESIA

The well-known FMCGs mainly utilize social media to nurture their community/fan base. In this case, Filma positioned themselves as Andalan Mama, which translates as every mother's essential ingredients when cooking at home.

ANDALAN MAMA
#FILMA

Nah, kalau sudah tau bedanya, jangan lupa untuk pakai

Minyak Goreng Filma

YANG TIDAK MUDAH MENGHITAM DAN SUDAH TERUJI KUALITASNYA.

By always promoting their Unique Selling Points (USP), we believe as time goes by, their main value will be remembered and will reach the top of mind eventually.

TIPSNYA MELELEHKAN MARGARINE UNTUK ADONAN KUE AGAR

Mengembang Sempurna

Begini Ma caranya:

Lelehkan margarine dengan api kecil, kemudian aduk sampai meleleh dengan rata.

Jangan sampai mendidih yah Ma, karena berpotensi mengendap pada cake yang mama buat sehingga seringkali jadi bantet.

Be it product knowledge, recipes, or even holiday greetings, it's always important to keep in touch with your audiences.

CONTACT

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Get in touch, lets talk!

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