



Branding With Intent

STRATEGIC MARKETING AND BRANDING CONSULTANCY

BALI • JAKARTA • KUALA LUMPUR • DUBAI • PERTH • SHANGHAI



Ideation and branding is instinctive.
The power of your brand lies in being present and authentic.

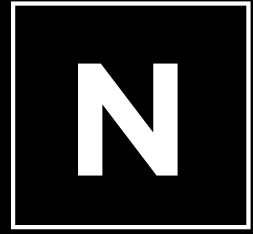
- *Aila*, Founder

ABOUT US

We are a boutique consulting agency that provides a “purposeful and authentic” cross-disciplinary marketing and branding solutions to the new age executives and entrepreneurs.

We bring to life the founder’s idea, the business strategy and the people’s needs.

We believe that a strong brand starts deep within the business, intentionally creating your brand from your values.



OW

Why we do it

We create clarity for your business, your people and your brand.

We work on a one on one to define, refine and implement ideas.

We connect your values to your strategy and put them into intentional action.

We identify what makes our clients unique and communicate it in powerful ways to those who matter most.

STRATEGY

What we will do to deliver our values, purpose and commitments

COMMITMENTS

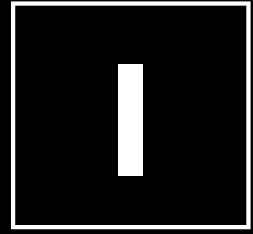
Our promise to each relationship of our business

PURPOSE

Our visionary reason for being

VALUES

Our core belief



INTENT

What we do

We come prepared with the right strategy. No sugar-coating and no gold-plating.
Our approach is **customised** according to the needs of each client.

IDEA & BRAND DEVELOPMENT

- Brand architecture
- Brand strategy
- Brand extension
- Brand personality
- Brand guidelines
- Conceptualization
- Concept validation
- Visual identity (naming logo, tagline)
- Launch planning & execution
- Retail planning
- Shopper marketing
- Packaging design & POP
- Value proposition
- Vision & mission

BRAND MANAGEMENT

- Advertising campaign & launch
- Brand tracking & brand health
- Company culture
- Co-branding
- Digital media content
- Internal brand rollout/training
- Marketing planning
- Product/service innovation
- Public relations
- Search engine optimization (SEO)
- Social Customer Relationship Management
- Social media strategy
- Growth planning
- Web design & digital strategy

MARKET RESEARCH

- Consumer insights
- Communities insights
- Focus groups
- In-depth interviews
- In-home research
- Quantitative surveys
- Store visits & mystery shopping

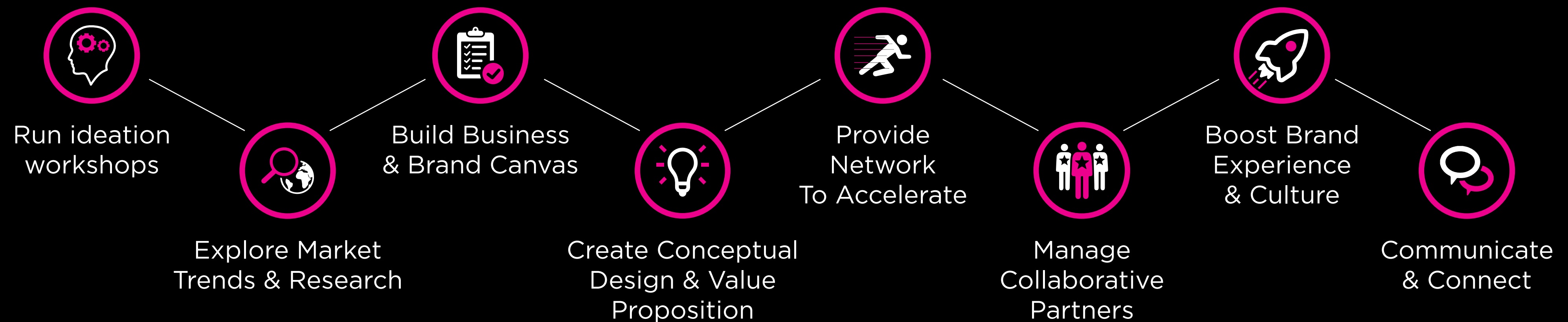
ACTION

How we do it

With experiences across the region, we have worked with a diverse range of clients across various sectors. These experiences make us a better, more instinctive partner – and we put this hard-earned experience to work for clients across categories and all along the growth track.

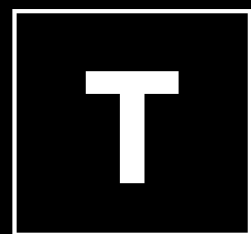
THE FRAMEWORK

– an end-to-end business ideation and strategic marketing that seamlessly delivers breakthrough brand strategy and authentic creative brand design.



SECTORS

- Banking & Investments
- Beauty & Fashion
- Conscious Business
- Digital & Technology
- Food & Beverages
- FMCG
- Fundraising
- Health & Wellness
- Luxury
- Nonprofits
- Property Development
- Retail
- Service & Hospitality
- Start-ups
- Tourism



RIBE

Collective partners

We believe challenges are best solved **collaboratively.**

Our pool of collective partners are novelty experts from every part of the world.

From cross domain thinkers through to designers and strategic creatives as an extension of our services to unleash all elements of your business execution.





A FEW WORDS FROM OUR CLIENTS



“**NIAT Consulting** is passionate. When both consultant and client share the same passion level for a project, success rate is much more possible.”

Robbyanto Budiman, CEO of Wahana Artha Harsaka, Indonesia



“**NIAT Consulting** provides a methodological approach to marketing and analyses the business and spending time understanding it. Their solutions is result focus based on understanding external and internal situations and not purely a design based company.”

Ghazie Yeoh Abdullah, Managing Director of THRIVEN, Malaysia

▶ Video link here : <https://www.youtube.com/watch?v=4QEAmDyQ6SI>



Founder's Note

Brand Begins Within



Our namesake, NIAT means “intention” in Indonesian and Malaysian. True to our name, we work seamlessly across disciplines and technologies to bring to life a vision while keeping the authenticity of the idea.

Where passion and intention meet – ideas, products and services will be clear, authentic, relevant and inspiring. These are the values I hold true to my business, clients and partners.

I believe that great work comes from “within” and our “intent” is to realize businesses and brands in not just “being good” but also “doing good”.



ABOUT THE FOUNDER

"I take with me the best of both worlds. The strategic insights from once being a client and the creative flair with having started the first 10 years of my career with international advertising agencies."

Aila is the strategic and creative force behind **NIAT Consulting** and Niat Living, a movement to advocate intentional business approach and conscious lifestyle and wellbeing.

An accomplished marketing and communications specialist, Aila holds a double degree in Marketing and Advertising from Curtin University of Technology Australia.

With over 20 years of extensive corporate experience across various industries, including Leo Burnett Indonesia for clients across Telkomsel, Metro Dept. Store, Carrefour,

McDonald's and as General Manager for Plaza Indonesia, Beachwalk Bali Shopping Center and Satu Store – **Aila** specializes in strategic business development, cross-disciplinary design, branding, and retail.

Passionate about adding value to people's lives, Aila founded **NIAT Consulting** and Niat Living in 2015 – both with the burning desire to help people and businesses connect with their true intention and authenticity.

In her sparetime, she enjoys every corner of her island home, Bali.

CREATE
WITH
NIAT CONSULTING

DISCOVER
WITH
NIAT CONSULTING

PIONEER
WITH
NIAT CONSULTING

CELEBRATE
WITH
NIAT CONSULTING

CONNECT
WITH
NIAT CONSULTING

EXPLORE
WITH
NIAT CONSULTING

ENGAGE
WITH
NIAT CONSULTING

IMAGINE
WITH
NIAT CONSULTING

INSPIRE
WITH
NIAT CONSULTING