

**Meredakan rasa nyeri
yang disebabkan oleh :**

- **Ekspektasi tinggi**
- **Tugas numpuk**
- **Jarang stretching**
- **Duduk postur udang**



NYERI-PASS

**Panduan untuk meredakan
gejala Remaja Jompo!**

Diproduksi oleh :



**Stretching
Setiap
10-15 menit**

Having privilege in technology
doesn't always mean a good thing.

It changes the way Gen Z lives.

Generasi Z menghabiskan

6,6 JAM

Setiap harinya,
pakai media digital

TalkerResearch
"Media Consumption Trend Report"



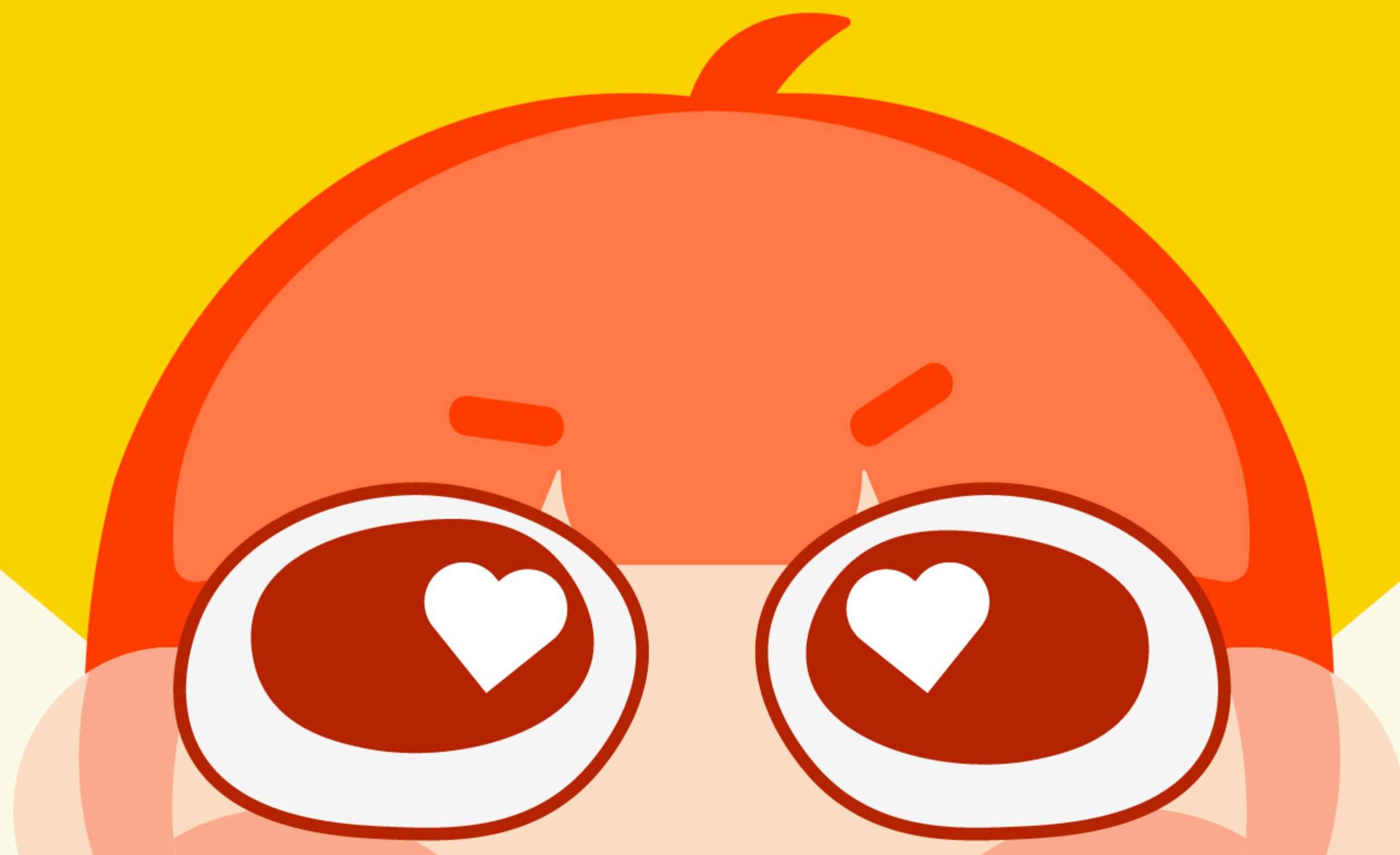
♥ Dunia serasa milik berdua ♥
kalau udah sama teknologi !

Saat pagi carinya handphone

Setiap hari qualitytime sama sosial media

WFC berdua sama laptop

And this how they have
Sedentary Lifestyle..



The impact of Sedentary Lifestyle



Kurang Produktif

Gangguan Kognitif

Kualitas Hidup menurun

Risiko Terkena Penyakit Tidak Menular (PTM)

Menjadi Remaja Jompo



Terus gimana biar ngga jadi remaja jompo
sama punya kualitas hidup lebih bagus?

Ya gerak kocak!
stretching..

But how do we
raise awareness about this
to Remaja Jompo?



BIODATA

Nama: Remaja Jompo
Lahir: Era Digital (18-23 Tahun)
Suka: Duit dan healing
Moto Hidup: You Only Life Once
Hobi:
- Duduk postur udang
- Pake Jompo Kit

JOMPO STATS



Muka bayi,
badan nyerii!



LET'S DEEP DIVE iNTO GEN Z'S MiND



★ Ayo healing aja!
YOLO kalii

★ Kalo ga kerja,
gabisa healing...

TAPI ENCOK GILA!

★ Duit bisa dicari!
Pengalaman ngga
dateng dua kali

★ I need my Jompo Kit..
Uda mulai nyeri..

Tapi...
Gimana mau healing
kalau punya

BADAN JOMPO?

Your body never lies when it is
tired and will give you a sign.

It can messed up your plan!



Consumer Insight :

Living their life to the fullest
"You only live once"

But the body never lie
and will give you a sign.

It can messed up your plan

Brand Role : (Stretching)

Stretching is an exercise that
increases one's health.

The activity can be done
anywhere and everywhere,
even in the busiest of time.

Stretching your body gives you a healthier life in an easy way.
So you can enjoy the moment longer.

Stretching stretch your life longer

SO, WHAT WE WANT TO SAY IS...

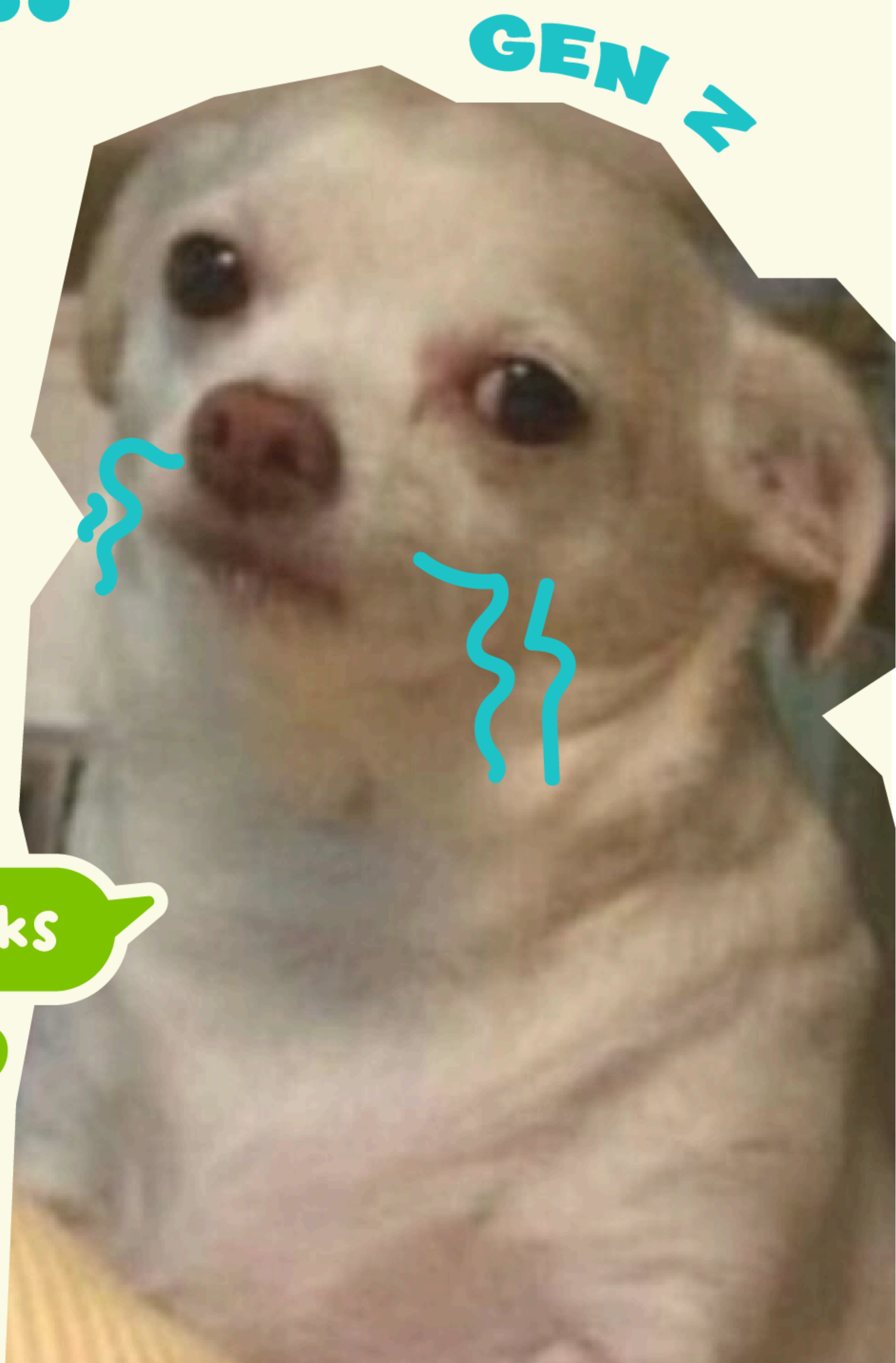
~~Cari sugar daddy biar kaya instan!~~

Your life continues, but
your body won't stay young forever.

The body is running out of time (encok)
before the fun experience come.

Lagi have fun.. terus boyokan... hiks

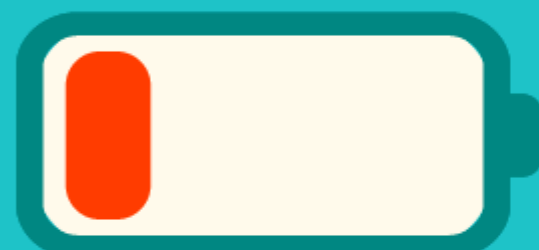
(real story)



HOW WE SAY IT?

Seperti PER-mainan ini!!

20%



100%



Gak Gerak =
Baterai badan lowbat!

Mudah lelah & healingnya
nggak maksimal.

Stretching =
Baterai badan ke Stretch!

Lebih kuat & bisa nikmatin
hari lebih lama!

tone & manner

Fun

Reality Check

Energetic

Friendly

Encouraging

education

Leher

Pundak

Tangan

Punggung

Pinggang

Pinggul

Introducing..

STRETCH READY GO!

#StretchYourDay so you can do
anything you want!





HALO DEK - HEADLINE
 =Nice Sugar= - Bodycopy



Introducing The Team



The first mascot is a cat, often called "lazy," but actually super healthy because they're total pros at stretching!

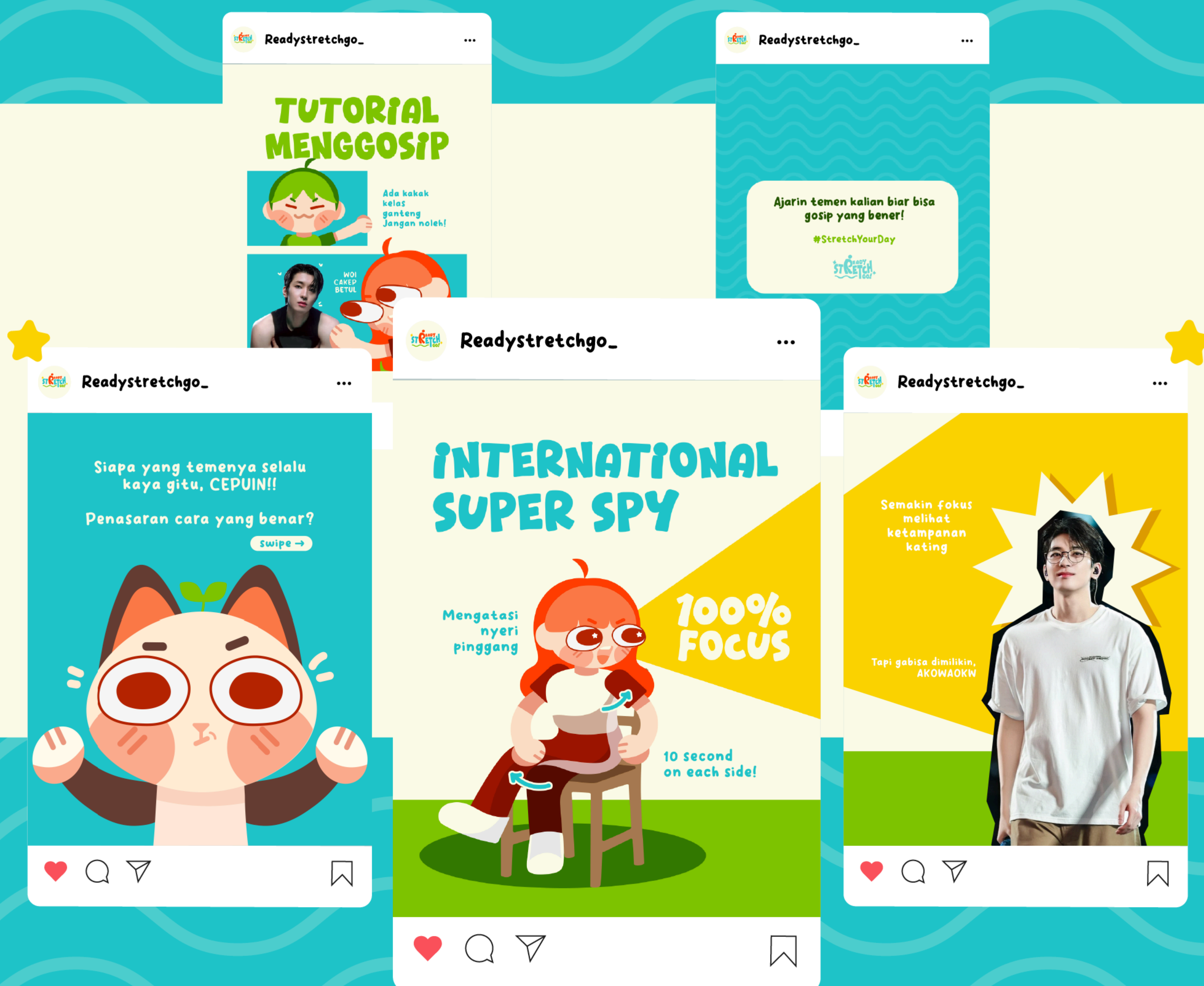
The second mascot is us, the remaja jompo! A perfect reflection of our daily struggles, making it all feel extra real and totally relatable.



The packaging designs are inspired by "Jompo Kit" with a playfull twist!

CONTENT PILLAR

Content	Objective
Edutainment	Education content to raise awareness and breaking jompo kit stigma!
Memes	Reality check of their life, to keep it close and relevant to the audience
Tutorial	Educating on how to do stretching the right and fun way!



Instagram Feeds :
1080 x 1350 px





TUKANG MLEYOT

Biasanya remaja ini suka komplimen punggungnya encok.

Encok Status

Pundak

Punggung

Pinggang

TUTORIAL MENGGOSIP



Ada kakak kelas ganteng jangan noleh!



WOI CAKEP BETUL

DEADLINE MEPET



PUNDIAK MELEDAK

PALING BURNOUT

Biasanya remaja ini dituntut dengan ekspektasi yang tinggi.

Encok Status

Pundak

Punggung

Pinggang

PROBLEM REMAJA JOMPO



Kalau ngga gerak, tugas ga selesai



Sekalinya gerak, badan sakit-sakitan.



CEWEK KALIAN.. TIBA-TIBA NGAMBEK?



Apa yang akan kamu lakukan?

- Kasi makanan kesukaann <
- Joget stecu-stecu



Remaja Jompo

You added Peregangan to your routine!

Encok has left the chat

Kesemutan has left the chat

Badan Kaku has left the chat

Wow, emang bisa kaya gitu?

@Readystretchgo_

Coba kasih dia space

Kamu kok main Hp sih?



Selain buat badan ga encok, stretching juga bisa buat ningkatin mood!



Selain buat badan ga encok, stretching juga bisa buat ningkatin mood!



Hold 10 sec!



Belom healing, weekend sudah selesai..??

PAS WEEKEND DATANG...



"Aduh encok, tidur bentar ah"

Pertanyaan sehari-hari

"KAPAN" WEEKEND?


Kenapa lama banget dah..



Mau libur..



Selain buat badan ga encok, stretching juga bisa buat ningkatin mood!



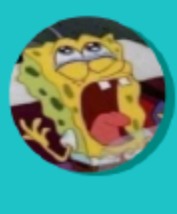


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TOLAK ENCOK

Attention - Interest - Search



Cerita Jompoku!

Setiap orang pasti **punya cerita jompo** yang mengganggu kegiatan sehari-hari.

Untuk meredakan kejompoannya?
Pake solusi instan (koyo, balsem, dll).

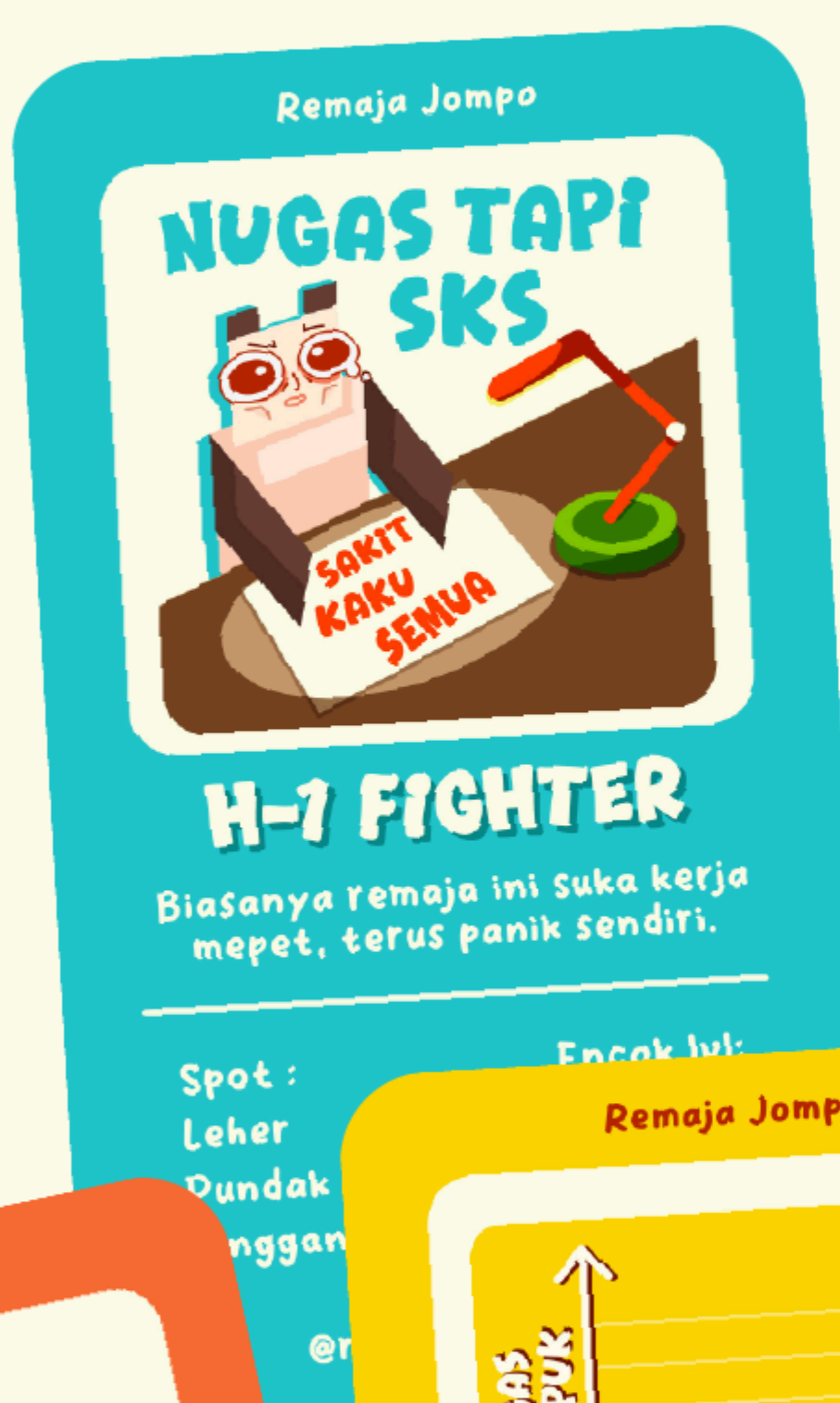
So.. to remind the jompoers,
we give them a reality-check of their Jompo body conditions!

★ To keep it relevant, the cards are all inspired by

remaja jompo's real life stories and habbit.



★ Call To Action:
Reality-Check of your jompo body



Packaging: 12x6x2 cm
Sticker Packaging: 11 x 6
Cerita Jompoku Card 8x6cm

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TOLAK ENCOK

Blindbox untuk kamu si Remaja Jompo



NUGAS TAPI SKS



MUKA BAYI

BADAN NYERI



MUKA BAYI

BADAN NYERI



MUKA BAYI

SHRIMP POSTURE MASTER



DEADLINE MEPET



TUGAS NUMPUK

BADAN ENCOK



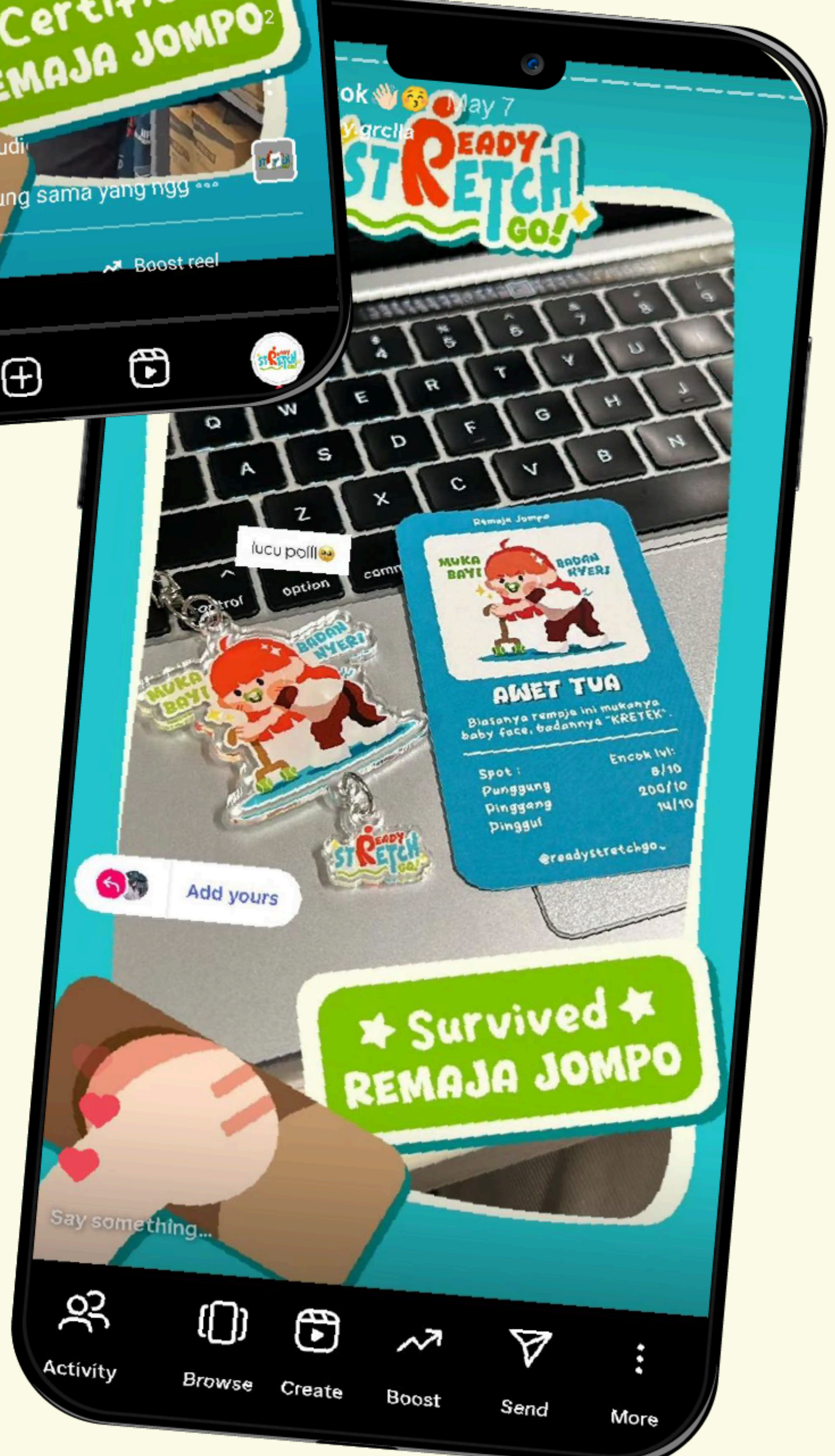
Tolak Encok

Spreading awareness and educating the audience about a long lasting Jompo Kit, **stretching!**

From a "Certified Remaja Jompo"

To Surviving Remaja Jompo

Key Chain: 5x5 & 2x2 cm
Instagram Story & Reels: 1080 x 1920 px



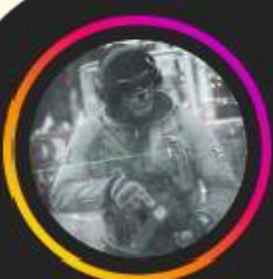
Counter Jompo

Search - Action

Remaja Jompo kalau nugas biasanya ngapain? **Dengerin lagu!**

Jadi lagu parodi "Remaja Jompo" dirilis untuk menemani para jompoers saat bekerja.

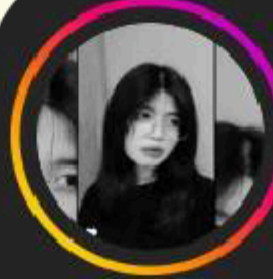
SCAN TO LISTEN!



baseplate404 13h • ❤️ 🇮🇩

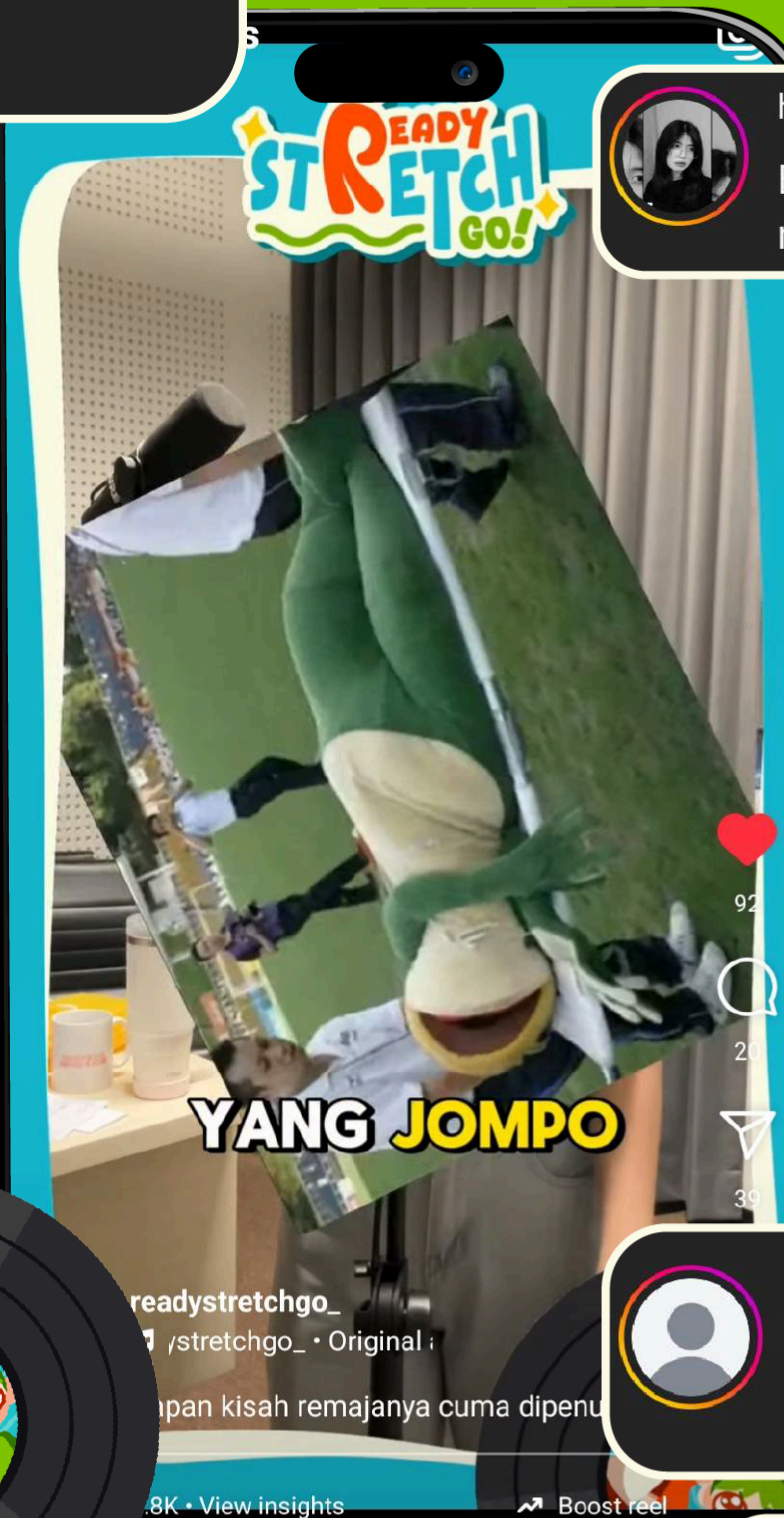
kenapa relate sekali wkwkw anw lagunya bagus 🔥

Reply Hide See translation



hnydan 1w • ❤️ 🇮🇩

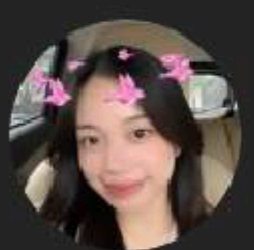
ENAK BGTT LAGUNYAAA KAKK (liriknya menohok tapi...)



reynaldiwijaya5 21h • ❤️ 🇮🇩

WKWKWKWK LIRIKNYA REAL

Reply Reply with a reel Hide



tijellyyy 1w • ❤️ 🇮🇩

RELATEEE 🤔🤔🤔 nguakak pol lagi

Reply Reply with a reel Hide

👁 3.8k ❤️ 92 📌 39

REMAJA JOMPO

[Verse 1]

Kita remaja yang jompo dan banyak maunya
Sibuknya banyak, Kalo gerak sakit s'mua~
Gada waktu sesaat, tapi scroll sosmed kuat

Note : Alasan remaja "Tidak ada waktu"

Kalo sakit-sakitan
Yang s'lalu kunantikan
Pulang kerumah dan tidur, terus
Bangun kerja lagi
Tapi gayanya seperti postur udang~
Note : Kebiasaan & Rutinitas Remaja Jompo

Tak sabar 'tuk koyo-an
Redakan nyeri badan
Mau instan sembuhnya
tapi ujungnya.. kerasa nyeri
Note : Solusi Instan, tapi tidak tahan lama

[Chorus]

Katanya indah kisah-kita di masa remaja
Tapi realitanya, cuma jadi jompo aja!
Tiada masa-masa yang tanpa
rasa nyeri saat remaja
Seakan badanku, sakit semua!
Note : What To Say. Tidak dapat menikmati masa
remaja, akibat badan yang tidak optimal

[CTA]

Punya badan jompo, jadi ngga bisa
ngapa-ngapain?
Mau lebih produktif? Yuk Stretching dulu!

#StretchYourDay so you can
do anything you want!

Note : Call To Action untuk melakukan stretching



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The mini standee brings the campaign song to life with fun visuals and text. Plus a QR code that leads straight to the Instagram page!

Say bye-bye to "rasa nyeri" with an interactive guide book of stretching!



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TOLAK ENCOK

Menolak badan capek disaat hidup sudah capek..

Sticker

Copywritingnya dibuat lucu dan mengarah untuk stretching



Jompo Kit

Turning counter pain to counter jompo yang tahan lama. Encouraging Gen Z to stretching in a fun and friendly way~

Sticker - Slinky - Zine - Keychain

👁 15.4k ❤️ 100 📍 25

@maukayamaksimal

IHH LUCU BANGETT!!

@sudahgakjompo

Ngakak banget ini tutorialnya!!

@Shrimposture

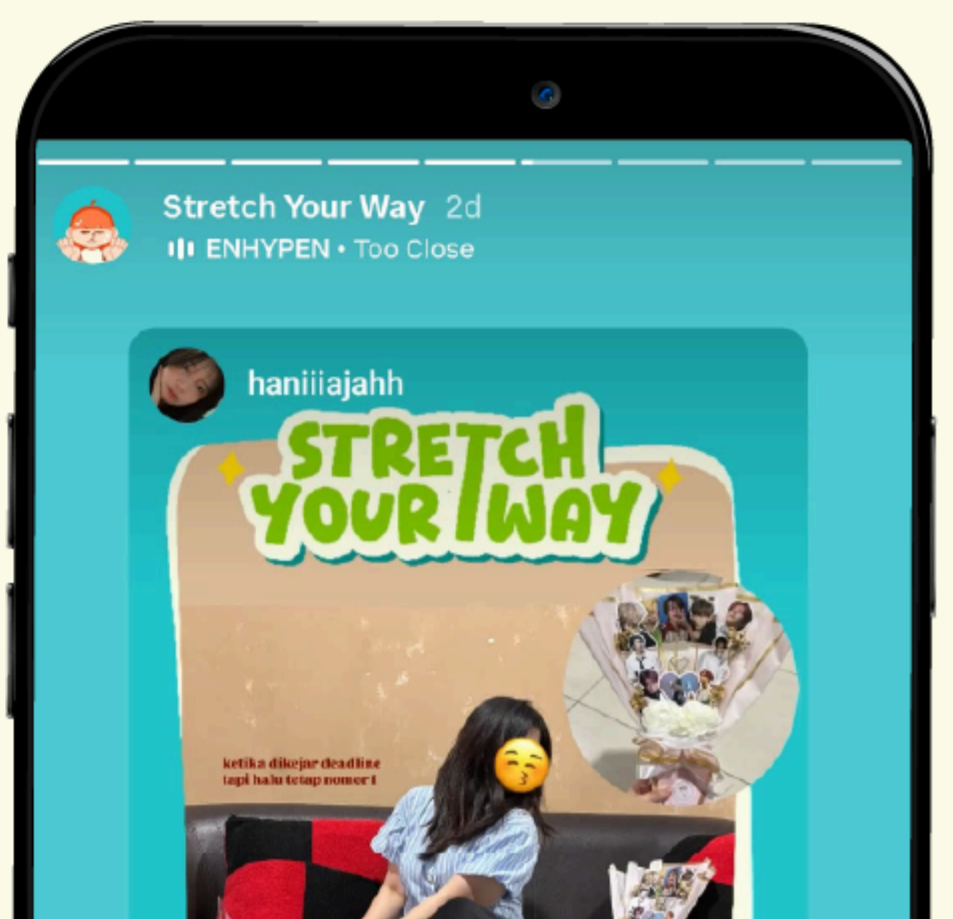
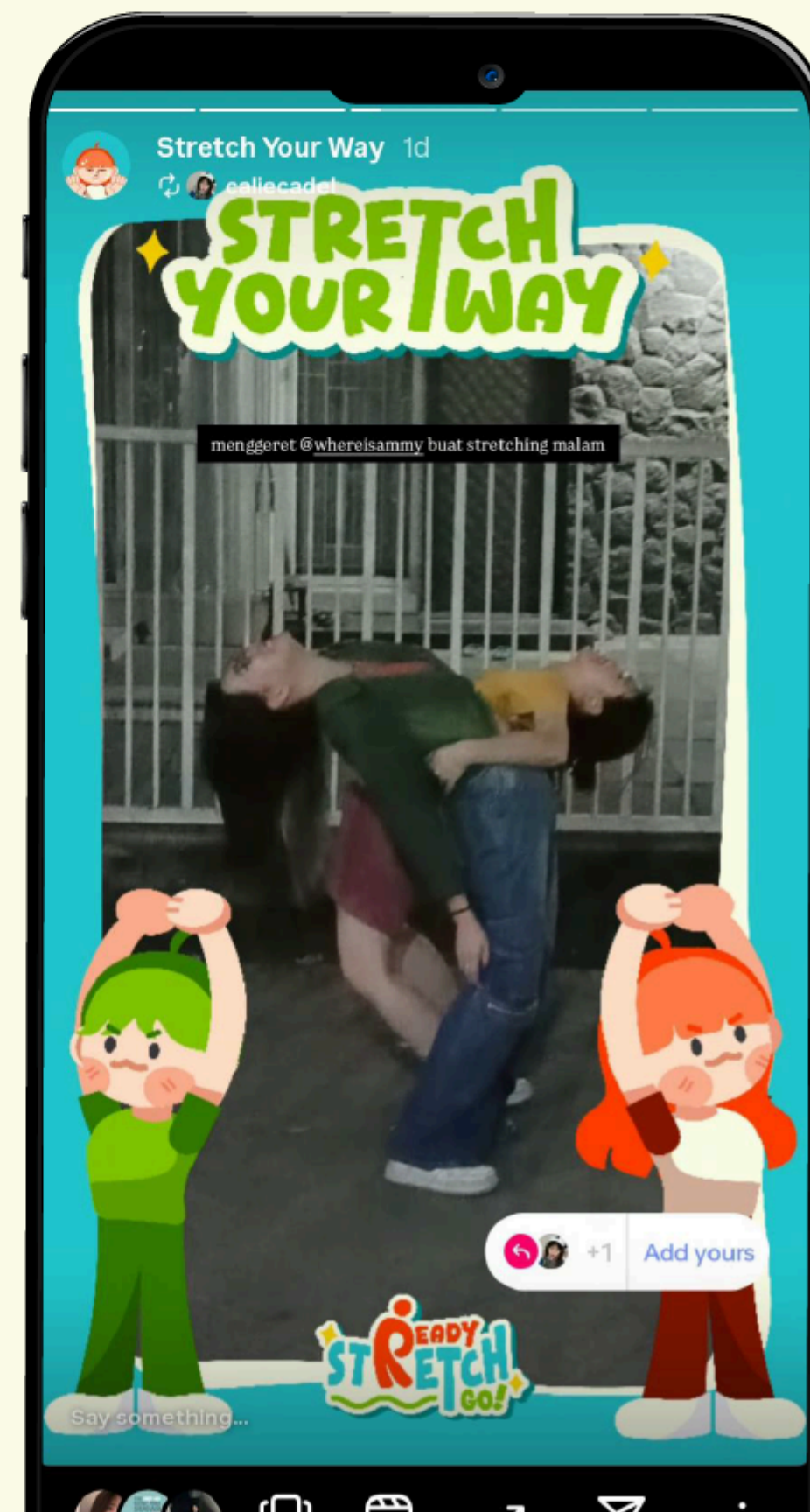
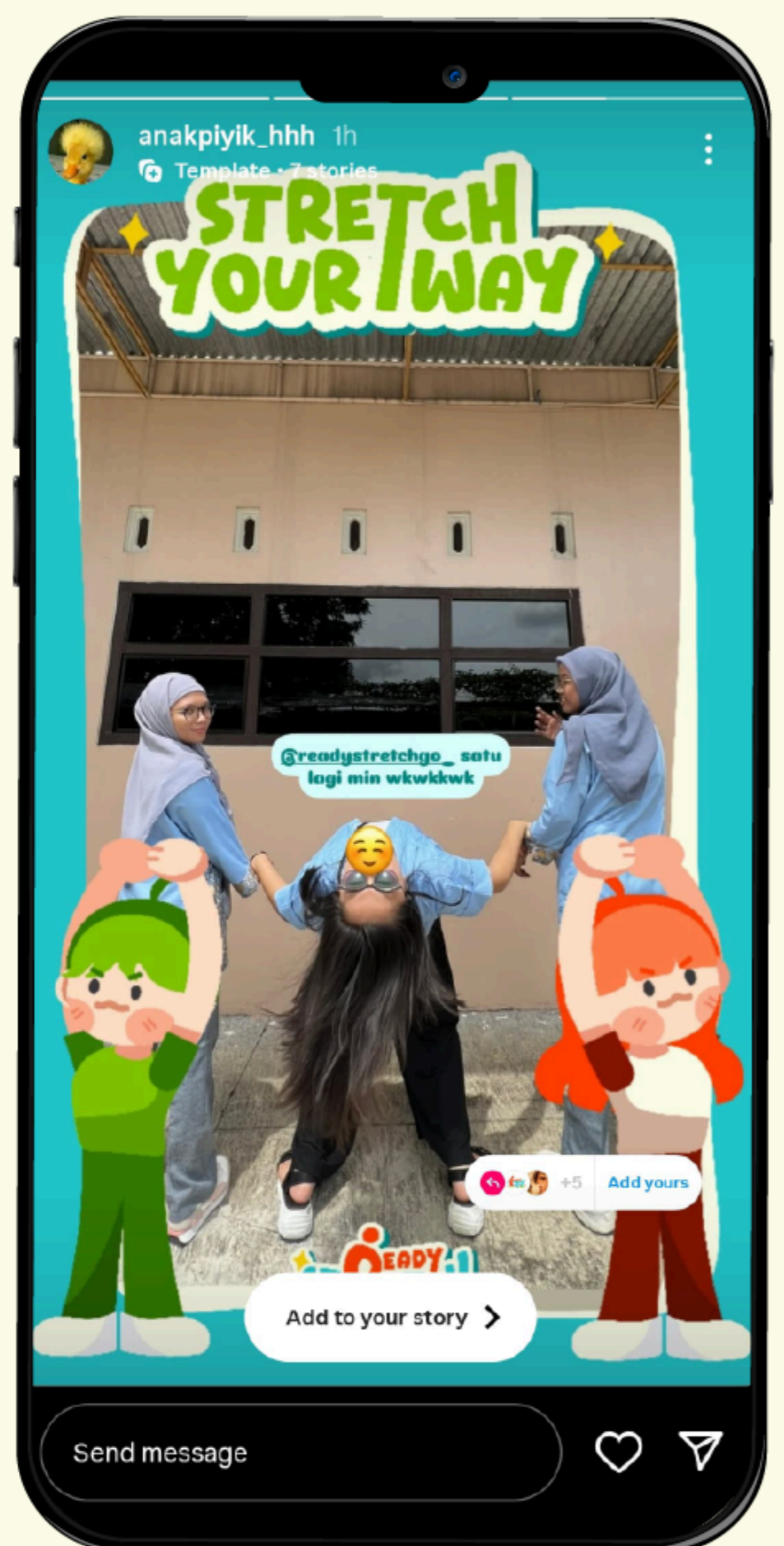
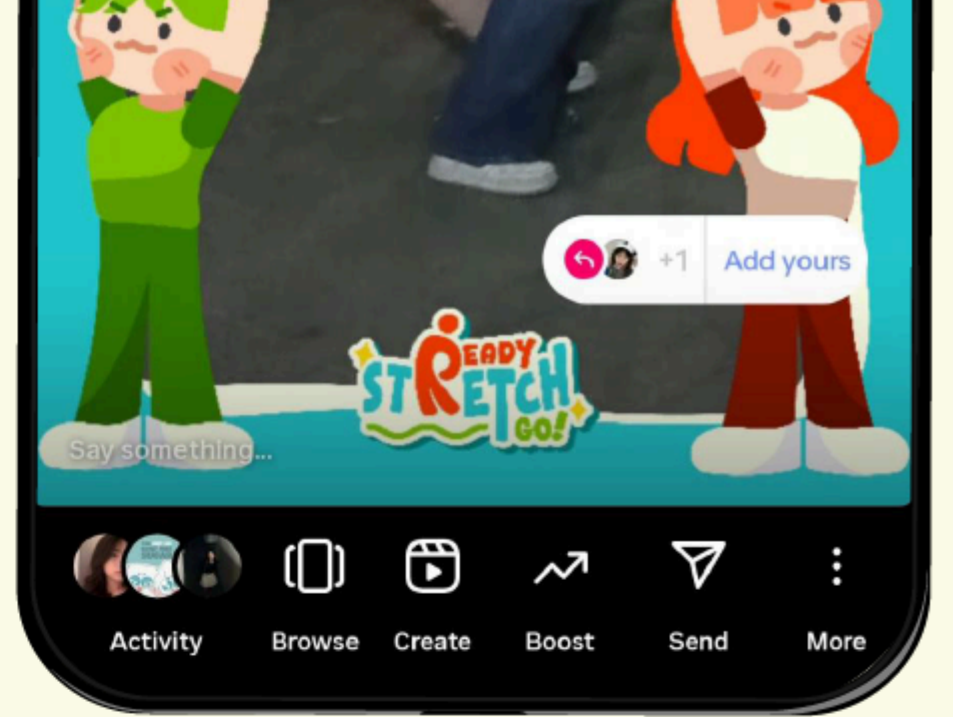
Auto duduk kaya wonyoung!



STRETCH YOUR WAY

Stretching shouldn't be boring.
There are sooo many ways
to do stretching.

So #StretchYourWay and show us!



@pinggangsakitclub

Lagunya sumpah woi ngakak!



@remajaencok

Eh ini aku buangett!



@sudahgakjompo

Buset bisa gini tutorialnya?



HOW DID IT GO?

During all the activations,
there were soo many
postivite responses!

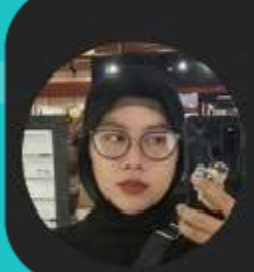
Lots of laughter and
excitement filled the moments.

We successfully tapped into
the audience's problems on an
emotional level through
a reality check!

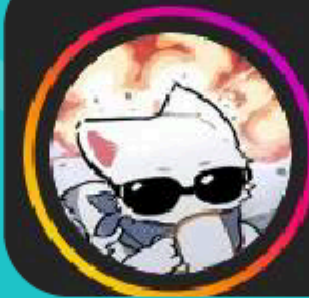
Now they're ready to
#StretchYourDay

Based on the reach and engagement:
Ready, Stretch, Go hit their Gen Z's inner Jompo!

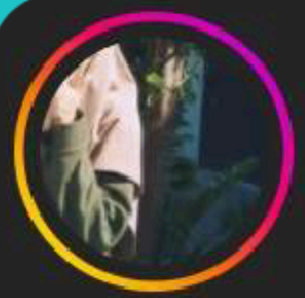
With over 65K+ accounts reached,
We didn't just spread awareness.
It got people stretching, laughing, and feeling seen.



farachn_ 2w • ❤️ 🇮🇩
 harus sering-sering stretching nihh



anjayngengg 2w • ❤️ 🇮🇩
 Mau stretching ah biar dpt uang 10 triliun



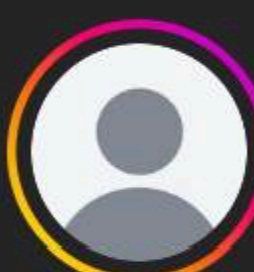
isntnadir_ 3w
 gancinya lucuuuu 🤔 mana relate wkwkwk



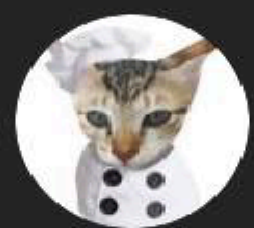
elizamawar 1w • ❤️ 🇮🇩
 liriknya relate ama aku ini lah 🧑



65K



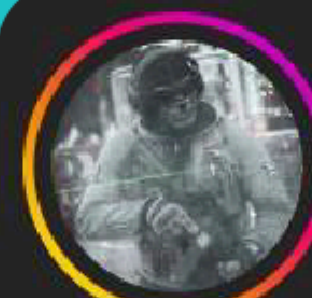
reynaldiwijaya5 21h • ❤️ 🇮🇩
 WKWKWKWK LIRIKNYA REAL



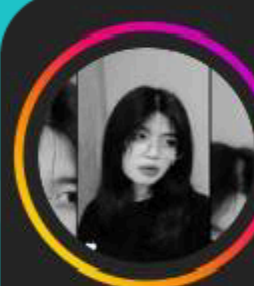
memewskie 3w
 KOK KYUTI KYUTII MERCH NYAAA 🥺💖



123.okayfine 6d
 kemarin liat ini woi seru, mau juga 😭



baseplate404 13h • ❤️ 🇮🇩
 kenapa relate sekali wkwkw anw lagunya bagus 🔥



hnydan 1w • ❤️ 🇮🇩
 ENAK BGTT LAGUNYAAA KAKK (liriknya menohok tapi...)



hungryfishie 5w • ❤️ 🇮🇩
 jujur gatau ini akun apa tp artstyle nya lucu bgttt 😭😭😭



Sampai kapan mau jadi

REMAJA JOMPO?

#StretchYourDay so you can
do anything you want!

@readystretchgo_



E12210156 | Michelle Amelia