

Company profile





IDO Design is a design and branding company that ranges from graphic design services, websites to social media. Built by a young, dynamic and enthusiastic team, iDO possesses a multi-dimensional and creative perspective, along with a deep understanding of the vision and mission of the business to come up with big ideas and key visuals across the world. throughout the identifier.

### DO THESE STUFF

01

BRANDING & STRATEGIC

Develops a comprehensive branding strategy that aligns with your business goals, creates a unique brand identity, and delivers a clear message to your target audience. 02

**PACKAGING** 

Creates packaging designs that not only protect the product but also enhance its appearance, build brand recognition, and capture the consumers' attention on the shelf.

03

WEB DESIGN

Helps businesses establish a strong social media presence by developing compelling content, engaging with followers, and measuring results to optimize future strategies. 04

SOCIAL MEDIA

Helps businesses establish a strong social media presence by developing compelling content, engaging with followers, and measuring results to optimize future strategies.

### 3M PROCEDURE.

# O1 MAPPING

This is the stage of knowing oneself and others. You have to answer

- \_ What sets me apart?
- What sets me apart?
- How do I demonstrate that difference?

02

### **MAKING**

This is the stage of shaping the brand's identity, turning intangible elements into tangible ones.

- Brand identity foundation.
- Brand identity system.

03

### **MAKETING**

Marketing creates touchpoints.

The factors to create touchpoints

# DID THESE THINGS IN BRANDING & STRATEGIC

# orné

We created an applied brand identity system for Orné, enhancing its competitive edge. Our focus was on developing unique color schemes and logos derived from the orchid to express the brand's values.

### Scope of work

- Strategy development
- Content creation
- Product photography
- Ads management
- Influencer collaboration
- Product photography
- Ads management
- Influencer collaboration

**Sector:** Construction











### sana

We designed a brand identity system for Sana, the baby store chain, to create a distinctive market style and high brand recognition. This system helps Sana demonstrate professionalism and reliability

### Scope of work

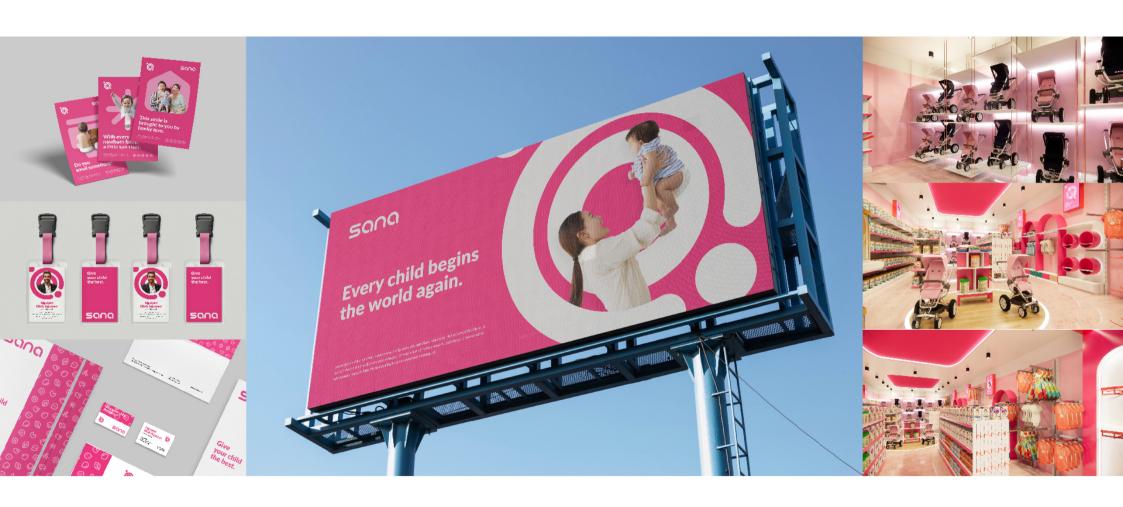
- Strategy development
- Content creation
- Product photography
- Ads management
- Influencer collaboration

#### Sector

- FMCG for mother and baby







# qtex

We helped QTEX create a unique brand in the lubricant market, with a brand identity system designed to showcase the product's features and benefits. The combination of color and distinctive iconography helped QTEX attract customer attention.

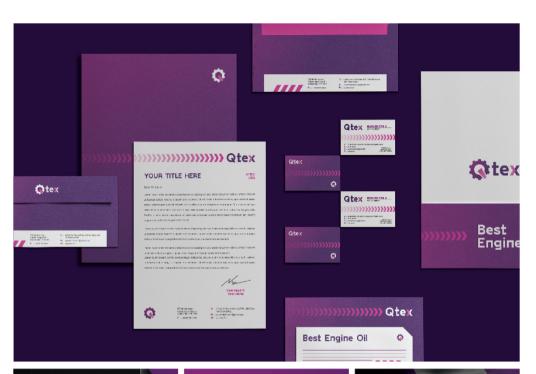
### Scope of work

- Strategy development
- Content creation
- Product photography
- Ads management
- Influencer collaboration

#### Sector

Fuel













### ni-nutristation

The project involved designing the brand identity for a franchise of health and nutrition stores. We aimed to create a fresh, dynamic look that fits with modern lifestyles.

### Scope of work

- Strategy development
- Content creation
- Product photography
- Ads management
- Influencer collaboration

#### Sector

Retail







### GRAND OPENNING

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**STATION** 















STATION







# DID THESE THINGS IN PACKAGING

# Beverage











## Nutrition













# Industrial products







## Materials







# Others









# DID THESE THINGS IN WEB DESIGN

# orné

We have designed a user-friendly and easy-to-use website for Orné, allowing customers to quickly and easily access the brand's products and services.

- CMS Wordpress
- Language PHP
- HTML5, CSS3
- Web server Apache
- IMobile Compatible



### caregen

We have designed a simple and intuitive website for Caregen Milk, making it easy and fast for customers to find information about the product and services. We have designed a simple and intuitive website for Caregen Milk, making it easy and fast for customers to find information about the product and services.

- CMS Wordpress
- Language PHP
- HTML5, CSS3
- Web server Apache
- Mobile Compatible





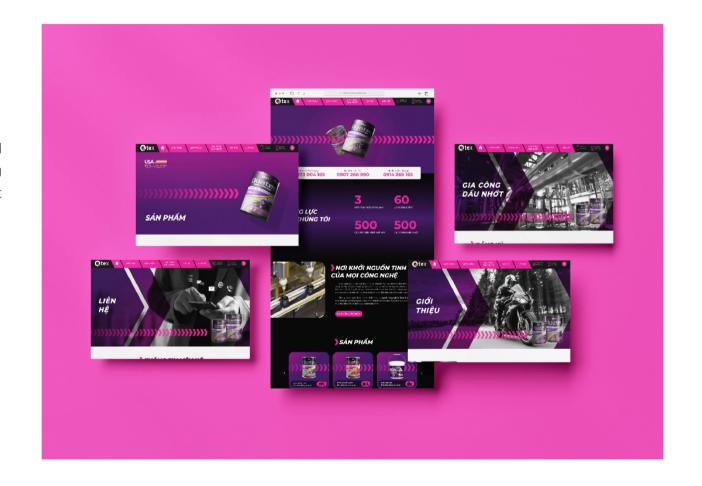




# qtex

We have created a professional and user-friendly website for QTEX, helping customers to easily and quickly learn about the brand's products and services.

- CMS Wordpress, WooCommerce
- Language PHP
- HTML5, CSS3
- Web server Apache
- Mobile Compatible





# cosmiclight

We have created a modern and user-friendly website for Cosmic Light Diapers, allowing customers to easily search and purchase products with convenience.

- CMS Wordpress, WooCommerce
- Language PHP
- HTML5, CSS3
- Web server Apache
- Mobile Compatible









## ni-nutri station

We have created a user-friendly and easy-to-use website for Ni Nutri Station, helping customers quickly and easily find information about the brand's products and services.

- CMS Wordpress, WooCommerce
- Language PHP
- HTML5, CSS3
- Web server Apache
- Mobile Compatible





### imuno

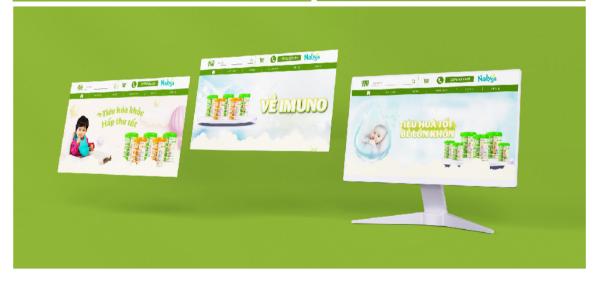
We have created a professional and user-friendly website for Imuno powdered milk, allowing customers to easily search and purchase products with ease.

- CMS Wordpress, WooCommerce
- Language PHP
- HTML5, CSS3
- Web server Apache
- Mobile Compatible









# DID THESE THINGS IN SOCIAL MEDIA

# orné

We designed a media strategy to increase brand awareness and engagement for Orné. By creating compelling visual, we were able to successfully reach to our target audience.

### Scope of work

- Strategy development
- Content creation
- Produce short-video
- Ads management
- Zalo, Instagram apdation

- 50,000 engagement 600,000 video
- views
- 6,000 link clicks





# cosmic light

Our media campaign for CosmicLight focused on promoting the brand's commitment to quality. We were able to build a strong community of engaged parents.

### Scope of work

- Strategy development
- Content creation
- Edit short-video
- Ads management

- 5,000 engagement 6,000 video views
- 400 link clicks











### imuno

We developed a social media strategy to showcase the benefits and unique features of Imuno, including its immune-boosting properties and nutritional value

### Scope of work

- Strategy development
- Content creation
- Ads management
- Edit short-video
- Influencer collabration

#### Result

- 5,000 engagement 2,000 video views
- 300 link clicks



BÍ NẤT TÂN BINH

SÁP DUOCRA MÁT 🕿

Lộ DIỆN TÂN BINH



# hoi ky mi gia

Our social media campaign for Quán Hồi Ký Mì Gia focused on building a strong brand identity and promoting the restaurant's signature dishes.

### Scope of work

- Strategy development
- Content creation
- Product photography
- Ads management
- Influencer collaboration

- 400,000 engagement
- 2.000 video views











### one more

We designed a social media strategy to promote Nhà Hàng One More's unique menu and dining experience.

### Scope of work

- Strategy development
- Content creation
- Product photography
- Ads management
- Influencer collaboration

- 300,000 engagement
- 40.000 video views









# g-fit

Our social media campaign for Gym G-FIT focused on building a strong community of fitness enthusiasts and promoting the gym's unique offerings.

### Scope of work

- Strategy development
- Content creation
- Product photography
- Ads management
- Influencer collaboration

- 600,000 engagement
- 30,000 video views
- 600 link clicks







### i APPRICIATE FOR YOUR ATTENTION