

THE PUNCH COMMUNITY

CREATIVE PARTNERSHIP GUIDE

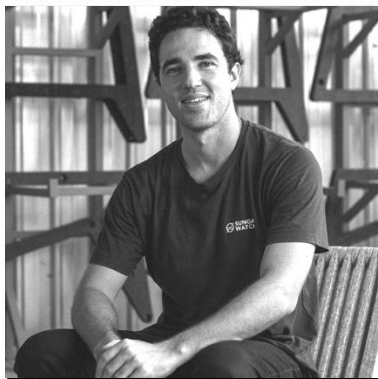


Empowering Impactful Brands through the Power of Storytelling

Beyond The Punch List, certification, and transparent impact, The Punch offers dedicated storytelling packages that dive deeper into the essence of sustainable brands and the individuals shaping them.

In a rapidly evolving Bali, we act as **a creative agency with purpose—bringing to light the places and people driving conscious change**. For us, storytelling is not just about content creation; it's about capturing truth, inspiring connection, and building meaningful momentum.

Our packages are crafted to help brands express their mission with clarity and heart. Through editorial narratives, interviews, visual storytelling, short films, and social media campaigns, we develop rich and resonant content that speaks to conscious travelers and values-driven communities.



Reaching a Local and Global Audience Seeking Meaningful Experiences and Impactful Solutions

We reach a highly engaged community of conscious consumers, intentional travelers, and visionary entrepreneurs. With over 78,000 monthly online visitors — 80% arriving through organic search — The Punch connects with people actively seeking better choices and deeper stories.

Who We Reach

- Curious travelers in search of authentic, meaningful experiences
- Conscious consumers exploring responsible solutions
- Purpose-driven entrepreneurs and investors looking for collaborations
- Global readers, with strong engagement from Australia / NZ, Europe, North America, Singapore, and Japan

By the Numbers

- 60% international / 40% local audience
- 67% average engagement rate
- 4.5 pages viewed per visit, on average
- Age group: 20–50 years
- 62% female / 38% male demographic
- 18,000+ engaged newsletter subscribers

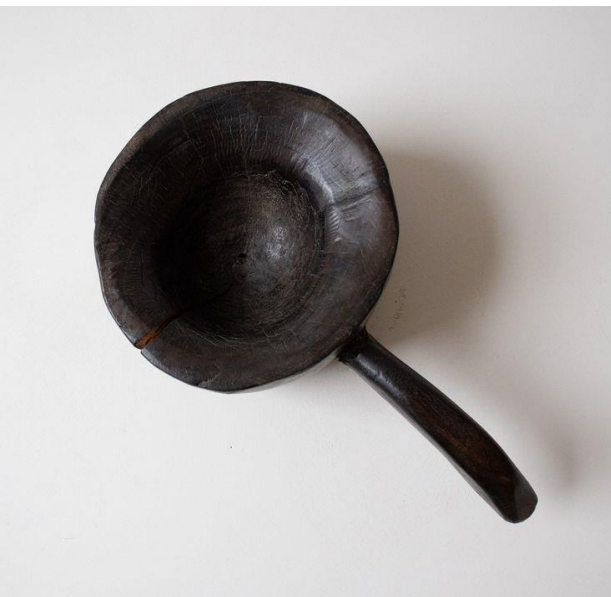


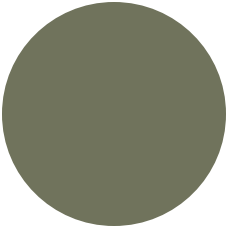
Beyond Exceptional Marketing, Celebrating Meaningful Change

We craft stories that connect, convert, and build lasting trust— going beyond surface-level features to capture the essence of your purpose and the passion behind your work.

What sets us apart is our ability to uncover the details that matter — the vision, the values, the everyday actions that define who you are.

We produce thoughtful editorials, immersive interviews, cinematic visuals, and social-ready content that not only resonates, but endures. More than content creation, it's a collaborative process to help you communicate with clarity, emotion, and impact — and reach an audience that's genuinely listening.





STORYTELLING PACKAGE 1

Storytelling Essentials — Your Brand, Beautifully Captured

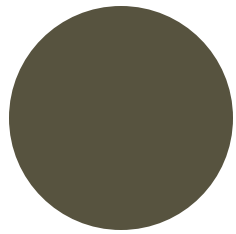
IDR 25,000,000

This is your foundational storytelling package — **a complete, high-quality visual and editorial overview of your business** and its sustainable values. From stunning photography to in-depth editorials, interviews and reels, this package is perfect for brands looking to elevate their presence across all platforms.

**All produced content becomes a valuable brand asset — ready to be used across your website, marketing materials, press kits, and social media channels.*

Inclusion:

- 1 SEO-optimized editorial feature
- 1 In-depth written interview
- 50 + Professional photographs
- 2 x 1.30-minute reels
- 2 x Curated carousel post
- 6 x Curated story sets
- 1 x Newsletter inclusion (B2B or B2C)



STORYTELLING PACKAGE 2

In-Depth Documentation: Behind the Brand — Campaign-Led Content

IDR 40,000,000

This content partnership dives deeper — into the heart of your business. **We explore the moments your audience doesn't usually see:** the team behind the product, the process behind the scenes, and the values that drive your daily decisions.

This is long-term storytelling that builds emotional connection and authenticity — because today's audience doesn't just want to buy from a brand. They want to believe in it.

**All produced content becomes a valuable brand asset — ready to be used across your website, marketing materials, press kits, and social media channels.*

Inclusion:

- 2 x SEO-optimized editorial feature
- 1 x In-depth written interview
- 80 + Professional photographs
- 4 x 1.30-minute reels (team, ritual, process)
- 4 x Curated social posts
- 4 x Feed shares (reel or post)
- 10 Curated story sets
- 2 x Newsletter Inclusion (B2B or B2C)
- Campaign planning & narrative development session

“Our Journey with the Punch Community has been transformative, offering us a platform to showcase our latest innovations. Audrey’s exceptional ability to deeply understand our processes and mission was evident in her clear and concise communication of our story. The invaluable documentation they provided has supported our communications, offering new collaborations and expanding our network.”

Sara Howard, Kevala Ceramics

“So much of what Terra does in terms of sustainability is behind the scenes: from our zero-waste manufacturing to our intensive six-step quality control process. The Punch Project has given us an opportunity to tell the entire story of cradle to delivery of our natural water filters. Their team didn’t just show up and take fantastic photos and video of our factory, they dedicated time with our team, asking questions and documenting every step of our process. Rarely is there a company so professional that we’d trust them to represent us completely through this journey.”

Christine Manson, Terra Water Indonesia

“The Punch serves as a valuable platform for businesses to showcase their journeys towards sustainability, inspiring others to follow suit. Through insightful interviews, these businesses share their transformation into regenerative brands. It’s a commendable effort where local businesses collaborate to improve Bali’s tourism scene. Our involvement in this initiative allows us to contribute to a more sustainable approach to business in the region. We’re grateful to play a role in this journey towards a more sustainable Bali.”

Amanda Marsella, Potato Head

Become Part of the Vision: Join Leading Companies already Partnering with Us

We are proud to collaborate with some of Bali's most forward-thinking and impactful businesses — each committed to meaningful change and storytelling with purpose. By joining our community, you align with a shared vision: to elevate sustainability, inspire conscious living, and lead with integrity. Let's shape the future together, one impactful story at a time.

