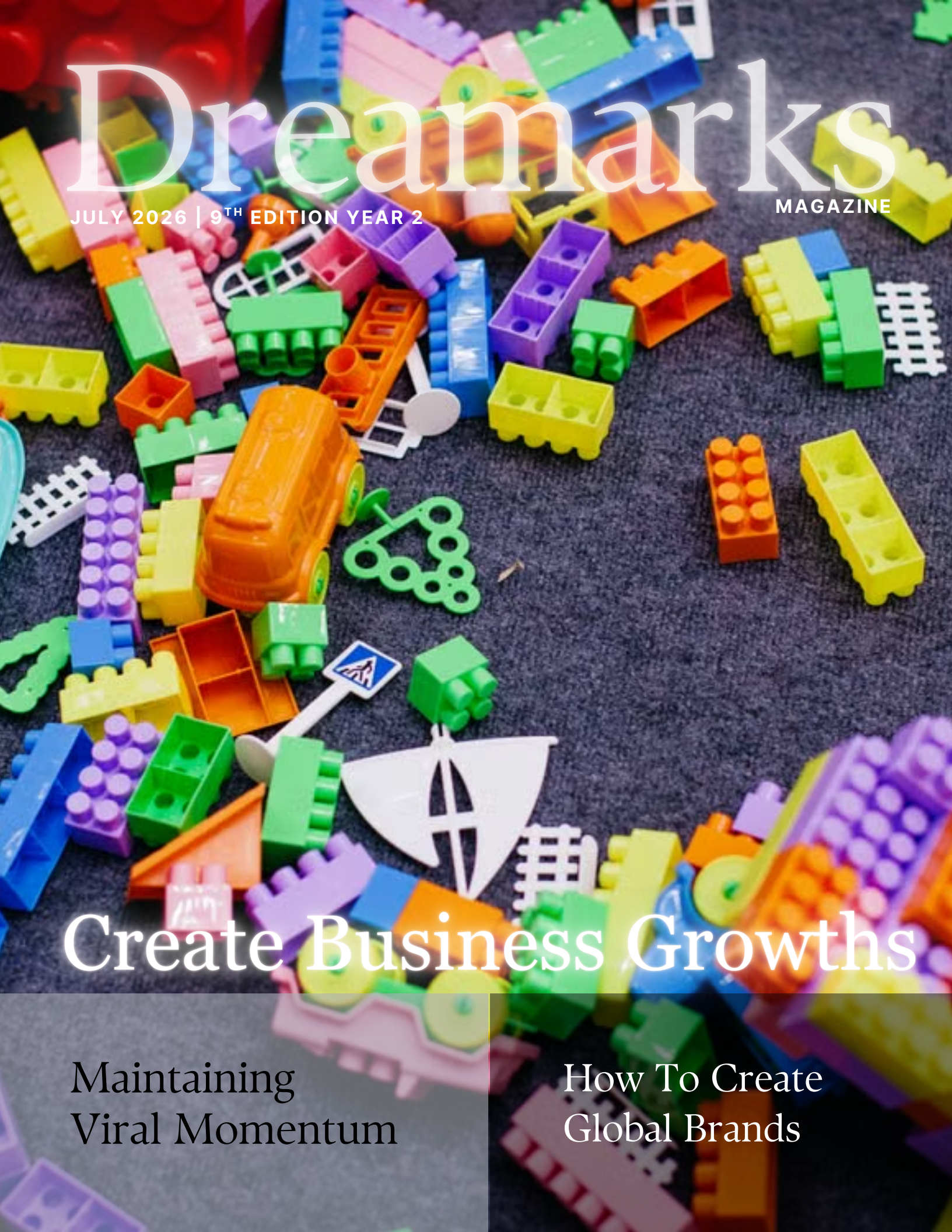




Dreamarks

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MAGAZINE

Create Business Growths

Maintaining
Viral Momentum

How To Create
Global Brands

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Dreamarks Magazine

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Innovation can be made by children and teenager. The innocent eyes of the children hiding great ambitions to create better future of progressive advancement of technology

Marketing as Easy as Gaming

Every children has great imagination. They learn very fast. They have the ability of creating many things, according to the required need of technology development. Like what always said on every books on education, that in the eyes of the children, lies the frontiers of the future endeavour.

In the head of a child, many questions are emerging. A child always asking many things, and the questions are getting harder to answer every day. Parents can utilize the moment of playing and gaming with the children. Use toys for explaining facts and theories. Help them to comprehend many knowledge, with simple language, and not using many scientific terms or definitions.

The freedom of children imaginations. When children are given the freedom to imagine, they can create many things. By not placing too many burdens or unnecessary limitations, this will help children develop beyond their limits. Their potential will grow rapidly and brilliantly.

It's a parent's responsibility to foster humane behavior toward their own children. Why? Because bullying often originates within the immediate family, hindering a child's potential, which should be developing. The key is communication. Allow your child to learn many things independently. However, always be there for them so that when they need it, they know you're always there to help.

Gina Alilmi

Editor-in-Chiefs

THE ARTS OF

Global Marketing & Strong Branding



The forms of marketing strategies, are depend on each nations of the production or manufacturer. The brand name, the target settings, the aplication of plans. Charting of manufacturing process are design to aim for fast and high quality products with low price. The brand name must be highly specific to the language that are derives from each country. Always remember that every brand created must uphold the noble values of a nation.

Why? Because automatically, every purchase made by each person is intended solely for a better life. This is the key. Creating lasting and strong marketing brand are in the process of acknowledging the definition of happiness that everyone are seeking. The hope and dreams, and also the kind of life a person wants. Each brand are the reflections of the company image that conveys what better dreams, are then purchased en masse.

FINDING SOLUTION

Sensing Social Boredom

Gojek emerged because people were tired of sitting on buses stuck in traffic. TikTok emerged because people were tired of complicated videos.

YouTube emerged because people wanted to perform and entertain without having to go through the arduous path of an artist.

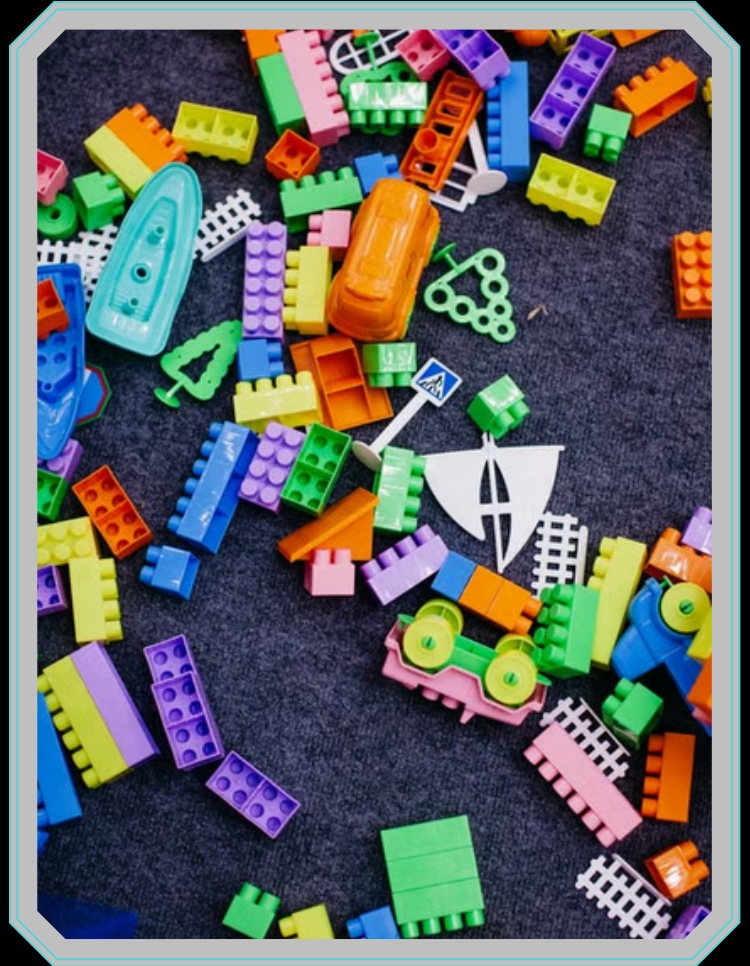
To start a new idea, try to identify what really makes you bored and tired. Ask yourself or those around you. Then, find a solution. Can it be developed into an application that can help many people?

The idea of bicycles, cars, motorcycles, airplanes, and boats also arose from the need for mobility. Increasing innovation makes time crucial, leading to demands for faster travel.

With your knowledge and experience, choose from a variety of possibilities and take a different perspective. For example, Boeing was founded because we wanted to travel across oceans, but at a lower cost.

Therefore, the flying bus was developed so that tens to hundreds of people could fly together and arrive at their destination safely. This allowed them to traverse vast oceans without being trapped by waves and sea winds.

The idea for a car arose because many people were tired of spending days on horse-drawn carriages or camels just to cover a few kilometers.



The point is, start by becoming more aware of what makes us tired, then find solutions to make it more comfortable. For example, complicated cooking process.

We can then find new recipes or new cooking utensils. This can then be developed on a larger production scale and deployed as the latest food production technology.

The point is, don't stop an idea from starting.

FRAGMENT OF EQUATION

Nature, Entities, Phenomenas

Jangan memulai apapun dengan kertas kosong. Mulailah dari ide yang kokoh dan pengalaman serta hasil pengamatan dari sejumlah waktu.

Misalnya, saat memilih bentuk jembatan putar beton, untuk merekayasa jalur transportasi. Saat ingin supaya pembangunan menjadi lebih mudah dan pemutaran sudut untuk elevasi dan pengarahannya bentuk jalan menjadi mudah. Maka dibuatlah ide poros sosrobahu.

Disini, konstruksi konstruksi kunci sudut poros putar dalam pembuatan bangunan jembatan menjadi amat mudah untuk diubah sudutnya. Sehingga kesalahan awal yang mungkin timbul waktu menentukan sudut pembangunan jembatan penghubung menjadi lebih mudah diperbaiki.

Anak-anak memiliki kebebasan ide karena belum dibatasi oleh banyak istilah dan rumus yang rumit. Lebih mudah untuk mengajak anak berlatih mengukur beragam unsur alam. Dengan menggunakan satuan metrik dari beragam alat ukur.

Ide bisa muncul misalnya saat mendengar gemuruh geledak. Lalu bertanya, suara apakah dan kekuatan sebesar itu, bagaimana mengukurnya. Kita tahu bahwa bersama geledak juga hadir kilat cahaya yang dapat membakar.



Berarti di dalam satu peristiwa terdapat paduan dari unsur cahaya, kalor, suara, tekanan, tenaga, kecepatan, dan massa. Lalu bisa kita mulai untuk melakukan fragmentasi struktur konstruk dari satu momen ke dalam sejumlah rumusan sesuai fenomena apa yang bisa kita paparkan secara equasi ilmiahnya.

PRODUCT IDEAS

Scaling Equation of Options

Choosing between objectives, risks, costs, types, ideas and diversifications. Assign weight or value to each idea. Consider variables across each dimensions. Define the scale at each.

Then decide or determine the required equation for measure. Then start the calculations. After that, make a table to compare the results of each measurements. For example, in determining which startup business idea to develop.

For example, gives your rank or attribute number for each definitive variables on a digital application, an electronic product, or a new type of vehicles, about ;

1. Is it needed?
2. Is there already public boredom?
3. Is the market saturated?
4. What forms of free solutions can be developed?
5. Ideas from various modes or previously existing cohorts.
6. Determine where to start
7. Develop the products based on the cohort and trends

A cohort is a global shared understanding that occurs around the same time. For example, a boy band or girl band or a blockbuster movie. More than a billion people watch the same movie. Cohorts can help with marketing, or facilitate understanding, recognizing developmental patterns, and finding paths within patterns of behavioral trends.



PRODUCT IDEAS

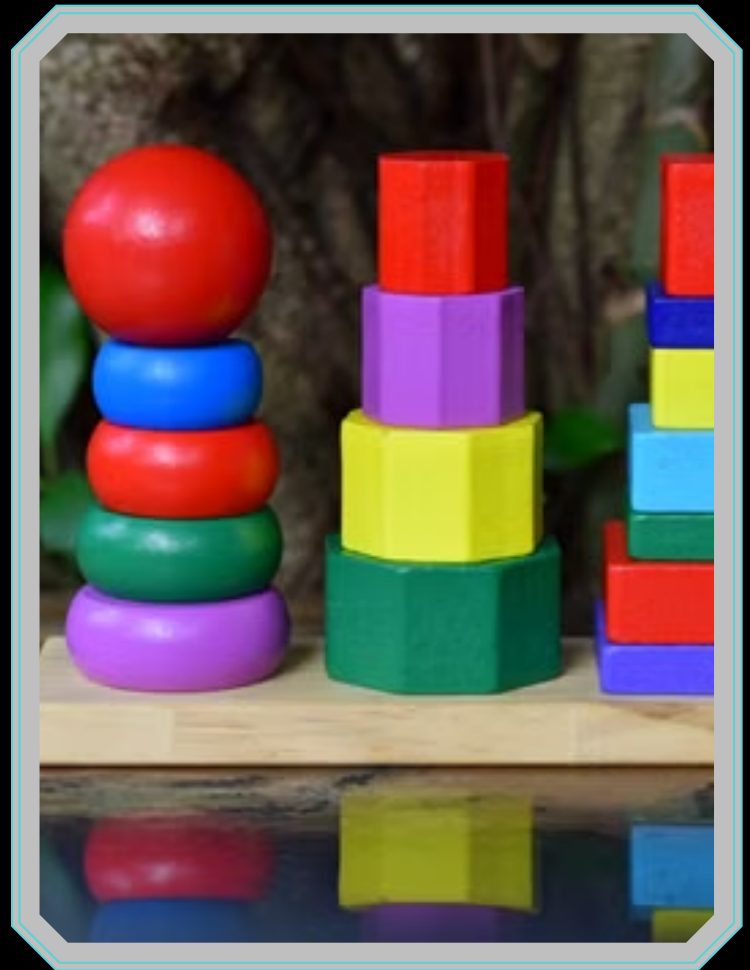
Striking Momentum

When determining measurement dimensions, for example, if children want to measure water, they'll use their hands to find out how much water is in a glass. Then, how much water a hand scoops out of a dipper. Then, how much water a hand scoops out of a bucket. Training themselves to compare materials makes children aware that there's knowledge around them that they can construct.

After practicing measuring what's visible, we then learned to measure what's invisible. Starting with measuring sound. What do we use? The answer immediately came to us. Because sound is measured in the volume of an electronic device, whether it's a TV or a radio.

Then, we became interested in measuring light. How can light be measured? When using a flashlight, it turns out that light can be manipulated in terms of its distance and focus.

When learning about light focus, we used a magnifying glass. When the sun was focused, the light entering from the magnifying glass could burn paper. We then arranged a number of convex and concave lenses in parallel paths in a closed room, trying to replicate the light that could burn paper. It turned out that using only certain colors of flashlight light could burn with different strengths. We also discovered that there were differences in the strength of these different types of light.



This means that a single event contains a combination of light, heat, sound, pressure, energy, speed, and mass. Then, we can begin to break down the structural construct of a single moment into a number of formulas based on the phenomena we can explain using quasi-scientific equations.

DETERMINATION

Creating Momentum of Change

Set clear boundaries of law and order at your company. Create the necessary form of visions your company wants to deploy in the future.

The necessary change are the intended result of todays decisions. Changes must be formed in the state of coherence and congruent organizational orders.

To aim for the right momentum are to create the necessary pathing starting from years of carefull efforts that planted earlier.

Be sure all efforts in the organizations are made to make sure that on every decisions the company made. The management team has to measure whether the possible state of development are enhanced enough to powerized the necessary strategic changes.

Make sure that all employees are in the same form of culture developmental stages and in the clear manner of communications mutually.

Make a unified forms and means of communication channel from within the organization or company.

Make sure everyone can reach to talk to any positions within the organizations. With this efforts only, all mitigation efforts and organizations strategy can be communicated effectively.



INITIATE LEADERSHIP

Mitigate Internal Future Discoherence

Start from the internal future pathing. The strategies must be inlined and in the clear boundaries of knowledge developments.

Make sure everyone involved has understand their placement and has formidable considerable manners of actions in creating certain ways of leadership efforts that must be done daily.

Make sure they understand the necessary intended structurized efforts in the development of the current leadership path-charts.

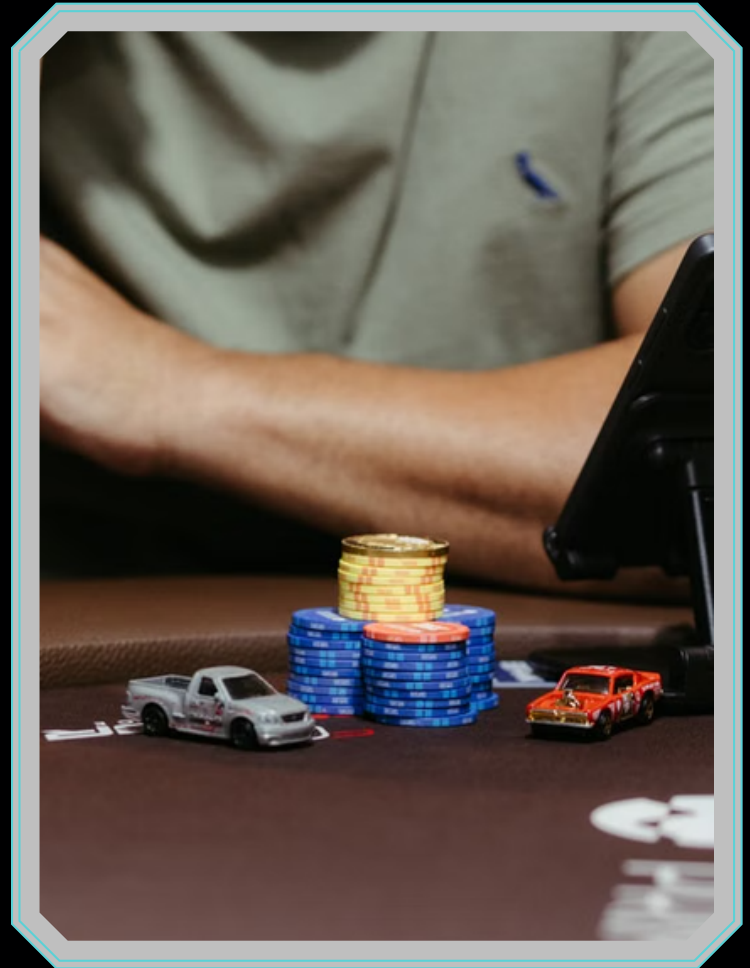
The knowledge development of the employees are the base for any strong efforts of developmental changes.

Organization communications in the internal companies within the structure of internal intelligences should be supported by necessary meetings regularly.

Everyone must held the clarity of leadership structure as it holds the unity, and also as the base of future tactical efforts.

The clear law and conformity on the same organization comprehension are the keys of culture dynamics of organization.

Whenever it have to relied on internal strength if the current relations of structure are endangered. It is a systems of unifying ability of human desire to succed within the clear boundaries of knowledge and strategic organizational efforts.



Any acts of internal building of planned strategy to mitigate against future attacks are must be carefully design to have certain allied internal forces. For initiating the intended pun of chain command within clear organizational efforts strategy.

AREAS OF DEVELOPMENT

Placement Decisions

When an idea strikes, for example, watching a boring TV show, it strikes: what if there was an app that could provide movies or shows online, with a global selection? It's like going to a video rental store, but the difference is, everything is available online. Then, anyone could pay a monthly or annual fee to access the films, videos, series, and documentaries within the Netflix. The ideas are resulting instant profits at sights.

Try to forecast and foresight and charting ahead about the related features of the intended products requirements, give your mark on each options and to weigh the decisions on;

- predictive future operational loads
- risks of everyday costs on electricity
- instability of human resource culture
- internet loads for data transfer
- powerful server systems
- cooling system retentions of data center
- raw materials of regular production process

based on all considerations above, then the placement of the new movie internet company was decided to be located at the USA at that prior time.

If you are interested in creating similar ideas, try to detect what are the social boredom that you can sense. Formulate the solutions afterwards, based on;

- Needs of development, rules, boundaries
- Plan on targets, visibility, deployment
- Risks of financial, turnover, dynamics
- Opportunity of visions, missions, shares
- Costs of Operational & Management
- Stakeholders engagement 7 supports
- Technology advancement and daily loads
- Foresight on Cycles of Income and Capitals fluctuations possibility and cause assesment



PATH FRAGMENTS

Charting Possibilities

Path making of current possibilities are a result of careful fragmenting effort of the daily management organizations.

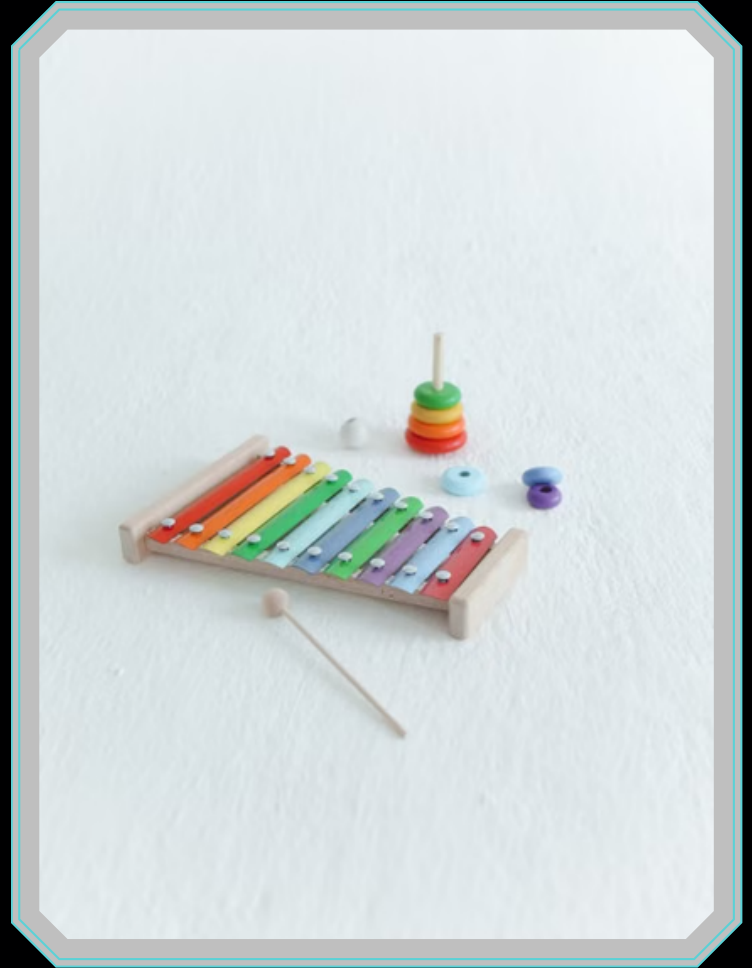
Internal designated fragmentation efforts are the keys to the development of any business. This click the tap of financial flows to be instilled permanently.

This type of change management are have to be initiated from top to down. This thus what creates the dynamics of scattering the bases of your business.

Without fragmentations pathing, your business cannot grows in any ways. The keywords to develop charts pathing are; grows and flows.

Don't enjoy your rigid form of companies. Instead, instill permanent growth with initiating and orchestrating the necessary changes needed to make sure you can create the dynamics resiliencies efforts at your company.

This types of periodic restructuring of your company will address the change formation in the desired ways. Structures of organization must be flows in the certain manners, to make sure your company grows healthy and dynamics.



FORMING CHANGES

Current Development Tactics

Initiate certain necessary changes from within the company to make sure the organization will be adequate to forms the development of intended profit results.

Conformity are the evil of any development. All efforts must be dynamics, instead of harmonic. Changes are not disharmony. The feeling of comfortable is a permanent trap.

Ignites the change dynamics from top management of the company. Conduct and guards everything based on rules and boundaries of legal laws.

Place several people from military experience level, to be the head or at top management in your company. They have the discipline and tactical comprehension needed to communicate and orchestrate the necessary changes that must resulting the desired profit from current realities.

Also weigh the risks and possibility of path and business charting on the intended required development.

Acquired prominent persons for engaging in certain types of state laws permissions. Especially for foreign national development tactics. They have the necessary background and relations to the government hub. Also to make sure the deployment of the necessary steps of changes can be measured habitually. Its easier for them.



Create a Habit of change. Be cozy in any state of change. Change are permanent missions.

ORGANIZATION STRENGTHS

Internal Brand Equity

Make sure your company are in the same state of structurized comprehension and have the same definitions on every organizational terms.

Use similar naming of comprehensible organizational terms in every strategy. This efforts can initiate and deploy and strengthened of pathing culture changes.

The same comprehension are the bases of creation efforts in determining the strong branding in internal management communications.

This is the internal walls that strengthen the organization against future attack. Also as counter measure strategy to ensure the company are strong against outer attack and powerful in determining the counter attack on every strategy.

The ability to mitigate against any risks are also the result of this strategy. Because the internal uniformity of comprehension creates the dynamics of the company are still within the guarded boundaries.

Conformity are only in the range of uniformity. Never sets certain boundaries of changes. If you want to see internal growth of your employees. Not if you want to see the growth of your company.

Not if you want to see your company are aiming towards the necessary strategy for creating the mitigation of risks against future diverse demands. The keywords are aiming for growth. Then all will be aimed temselves to accelerate any strategic developmental decisions application together toward future changes.



NOBLE BRANDING

Creating Trust on Product, Before Marketing

How China now can master and being a leader in various fields of Technology? The secret are in the Quality, Viral tactics, and simple branding. China tries to uphold noble value in their brands. In example is XiaoMi. Xiao means dedications to parents, and Mi means Rice. This simple but cute and funny but meaningful branding, makes people interested to knows what are the manufacturer creating within their product. The keyword is : Trust. Using noble meaning in branding is creating prior trust, even before the buying process begun.

Creating trusts, are usually are in the end of marketing process. It lies after sales, by giving appropriate services. This new noble branding strategy shorten the marketing process, thus making it highly effective.

In the early days of the TikTok brand, the idea arose out of boredom. Existing videos were too long and complicated. Everyone was busy, wanting only short moments to learn something, no matter how complicated. People just wanted to understand it quickly.

This is where the idea for TikTok emerged. What's that? The words "tik" and "tok" in the words mean that every second counts. Every second presented in a video should be the result of a synthesis of understanding, presented with sharp visuals and language.



Therefore, any intended meaning should be very concise. With just two or three sentences, the explanation should be as compelling as possible. Sets with related keywords to encourage the algorithm to rank it high. With several seconds only video result, that are design to be visually effective. With the high quality audio visual, and the memorable music, Our shorts videos will appear frequently on other people's pages.

CHILD MEMORIES

Planting Hopes in Every Products

People choose products based on expectations, in addition to previous purchasing experiences, purchase history, or dominant market opinion. Therefore, in the old marketing model, the process of building trust was put on the back burner.

However, this has begun to change since the mid-90s. A number of global brands were created to provide hope for a better future. For example, setting the name Oracle as a brand for data management system for a large company.

An oracle is a person or thing considered to provide insight, wise counsel, or prophetic predictions, most notably including precognition of the future, inspired by deities. If done through culture means, it is a form of divination.

Another example is the symbol and name hua wei, meaning "our flower." The number of petals represents the total number of daughters who died during pregnancy. This name commemorates the hopes of these unborn daughters.

Using names derived from childhood memories provides a strong foundation for marketing naming. Therefore, a brand should be short, funny, and catchy, with a noble meaning.



For example, Microsoft, which is derived from the abbreviation of the words microchip and software, and the name Windows, which signifies the hope of casting one's gaze beyond the confines of space, toward a wider, more distant, and more hopeful area.

THE TRUE NORTH

Setting High Quality before Action Planning

Maintain strict quality only. Match your intended creation of product and innovation technology with the farthest North Star.

Setting only high performance product as primary standards. Put at frontiers, the boundaries of production. Aiming to held every manufacturing process plan to clear targeting, and high standardized quality strategies.

Maintain highly strict quality standards and rules at front. Before any manufacturing charts are made. To create product with zero fallacy. To draw manufacturing floor plan that will only resulting fast, massive, and high quality production.

The secrets of Chinese manufacturing is to sell with low prices, but fast delivery, high accuracy, and strong quality. These production standard must be set in priorly. With only high standard on the field of safety, health and environmental systems.

For example, Vivo, Xiaomi and Huawei are targeted to rival Apple as the north star of earth technology. They then charting production planning with the aim to be large frontiers technology manufacturer with low price and high quality. Thus now they have reach their intended goals. Huawei now has rivalled Apple in creating future frontiers Technology.



The same thing was intend when creating Amazon and Alibaba. These cute and childish name are meant to be everlasting branding and easy to remember. As also at the same time, when the brand is mentioned, our brain are instantly remembering the fascinating story behind the brand that we are using. This marketing naming then resulting to high repetitive usability, and costumer retention.

VIRAL MOMENTUM

Periodic Virality Target Settings

Creating marketing momentum has to be align with production planning process and innovation time charts strategies, and also quality planning.

Every viral moments are a blended design between these 4 fields of manufacturing;

- production planning
- innovation planning
- marketing planning
- quality planning

With all these quadrant of viral marketing, every business process can be charted effectively. These 4 marketing tactics quadrant enhance the chances of buying in every sales strategy.

In creating viral plans, the launch of new product or new source of technology then can be design with the same pace as fashion. Several times a year, in every seasons. This is required to maintain the virality momentum. Creating engaging momentum in marketing strategy.

Thus every new product innovations process must be enhanced to qualified for progressive future demand. These steps then creating the necessary demands to ignites high marketing results and intensive en masse buying.



QUANTITY SETS

Maintain Profits and Avoid Losses

To prevent losses, use a purchase order (PO) system before designing a production process. This way, we can accurately determine demand. We can also prevent even the smallest losses. We can even increase production targets to meet high market demand if a product experiences increased demand.

This method is more effective than prior traditional marketing methods such as market mapping or field studies, which involve months of observation and interviews. The process originally required structured focus group discussions, detailed questionnaire design, and meticulous analysis of the results.

With this PO system, losses can even be eliminated. All it takes is a few pages of digital posters explaining the product design with attractive images.

The PO then design to be viral by several launch of viral marketing momentum phases to create demand, by periodically posting on marketing channels the phases of;

- acknowledges customer pains & worries
- introductory to solutions we provide
- research results to provide data and facts
- create urgency to ignites high desires for customer to buy
- setting deadlines for purchases and ordering
- sets final times and moment of order day
- do it repetitively for each new product launch minimum one in every seasons.



SALES FUNNELS

Initiate & Design Customer Journey

The current marketing are blended combinations of arts in understanding the market demands and comprehensive customer psychology.

To create advance impacts of sales, the journey must be design in concise and clear strategies on creating high impact customer experience.

As if every customer are entering a hallway, and walking through designated charted phases of awakening points of interest.

The customer journeys are design to create lasting and memorable experiential journey. Each careful visual dan audio are put to ignites deep emotional feeling and effective intellectual awareness, in every buying process they will do.

With the combination of scientific marketing that providing the necessary research results, facts of prior satisfactions and high impact design.

Every tones, colors, pictures, pixels counts and emotional words, are carefully put in a design to ignites the intention of buying.

The digital marketing funnels are;

- company websites
- social media channel,
- marketing emails
- market place
- SEO (search engine optimization)
- digital ads, or
- word of mouth.



INNOVATION SPEEDS

Progressive Development of Innovation

In creating action planning and gantt charts of Innovation and design, we must set a clear targets of periodic moments to ensure the high quality in precise measurable dimensions.

The Innovation Phases are;

1. Ideation: Generating Creative Ideas
2. Idea Selection: Selecting the Best Ideas
3. Development: Developing Concepts and Prototypes
4. Testing: Product Validation and Evaluation
5. Implementation: Launching and Implementing the Innovation
6. Continuous Evaluation and Refinement

The critical stage of innovation process is idea selection. Where the ideas are assessed and selected based on criteria such as;

- technical feasibility,
- market potential,
- target buyers,
- pricing strategies
- time framing of production
- product testing and risk mitigation

Throughout the innovation process, idea selection must be conducted objectively and systematically. The evaluation team should use structured methods, such as a scoring matrix or SWOT analysis, to comprehensively assess each idea. This ensures the innovation process remains focused and directed toward clear business objectives.



The idea selection phase of the innovation process also encourages the involvement of various stakeholders so that decisions taken consider all aspects, including technical, financial, and market factors. This will increase the innovation's chances of success when the idea is developed to the next stage.

EFFECTIVE DESIGN

Dimensions, Demands, Materials & Tech

Product design must meet all the desires of potential buyers:

- attractive colors and aesthetics
- appropriate size and design measures
- functions that meet quality requirements (functional quality),
- durability of the materials in use,
- the longevity of effective product usage
- price ranges of targeted buyers
- ergonomic measurement on design

When designing a product, we aim to achieve targeted sales within a short period of time. Therefore, each product must be of high quality and functionally appropriate.

Furthermore, the various products created must also possess high artistic value, distinguishing them from the various price ranges.

Sales will not be achieved if we don't create products that meet potential buyers' needs. Therefore, during the innovation process, ensure that only the most effective product designs are selected and further developed.

To ensure product acceptance in the market, we can also create diverse designs so that we can launch more than just one type of product. This way, consumers will have choices in terms of price, quality, functional specifications, and artistic details within a product.



Don't create a product that won't sell. Be more thorough in your design and consider the various possible failures;

- Calculate the risk of damage to any component.
- Test your product in several effective stages.
- Choose the most efficient materials: durable, strong, affordable, and readily available from manufacturers.
- Monitor potential bottlenecks in raw material supply to avoid disrupting the production process.

PRICING STRATEGY

Materials, Placement, Designs & Variations

What are the factors that determine price ranking when we want to determine the maximum and minimum limits for a product pricing?

- Product quality
- Material type
- Design aesthetics
- Product sales location
- Target buyers
- Distance from factory to store/market
- Number and type of distribution channels
- Production costs
- Number of employees involved
- Stakeholder perspectives
- Product value evaluation
- Competitor prices
- Travel costs
- Taxes and Import or export duties
- Marketing costs
- Availability of the materials

Low price isn't the only factor. Low quality can also lead to failures. Find out what functions consumers want a product to fulfill. Find out in detail the dimensions and specifications of consumers desire. Determining the launch timing will influence the response of B2C consumers. Determining the launch location



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LAUNCHING TIMING

Materials, Placement, Designs & Variations

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