

Substack

is the new social club

Not for FYP. Not for algorithms.
For the *real connections* that drive loyalty.

Big brands are moving. Tory Burch. Hinge. Rare Beauty.

They're not chasing *reach*.

They're nurturing *relationships*.

Because the future of brand storytelling
isn't louder feeds, *it's smarter connections.*

With Substack, brands own the connection:

Direct-to-inbox delivery

True engagement insights

Stories curated without algorithmic limits

This unlocks:

- Intelligent creative risks
- Deeper audience trust
- Loyal communities over fleeting impressions

TBWA\Indonesia helps brands design Substack strategies that:

- ✓ Cut through clutter
- ✓ Build loyalty
- ✓ Last beyond the scroll

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