



Hi, My Name



Akmal

Collaboration & Community Supervisor



Sour Sally Group



Dynamic, Impact-Driven Leader Specializing in Community Building, Program Development & Strategic Engagement. Seasoned professional with a proven track record in orchestrating high-impact programs, building thriving communities, and forging powerful partnerships across B2G, B2B, and B2School sectors.

Expert in driving brand awareness, accelerating business growth, and executing data-driven campaigns that deliver measurable results. Masterful in project management, event execution, and stakeholder engagement, with a keen focus on health, wellness, and human capital development.

Recognized for exceptional leadership, communication, and networking, successfully collaborating with government institutions, top corporations, and academic organizations to spearhead transformative initiative

Exploring #UrbanHealthyLifeStyle Initiatives



Our brand community is a group of most engaged customers. They consist of loyal customers sharing their love for SourSally brand, engaging with our brand's content, and of course, buying our products.

The Members come together because they find **our brand's values or products align with their own preferences and lifestyles**. These communities represent a space where individuals can express themselves, connect with like-minded people, and reinforce their self-identity through their association with the brand.

**How SourSally Group Supports
*Nutrition, Body, Mind and Life***

The logo for 'Urban Healthy' features the word 'Urban' in a small, light green, sans-serif font positioned above the word 'Healthy'. 'Healthy' is written in a large, bold, light green script font. The entire logo is set against a soft, light green circular glow.

Sour Sally Group Wellness Team



Goals

- **Enhancing Customer Health with Quality Products**

Our commitment to providing healthy products that support a healthy lifestyle, by ensuring the best quality and transparency on every product narration.

- **Continuous Education for Healthy Living**

Becoming a trusted source of information on healthy living through educational content, seminars, and workshops that can help customers understand the importance of healthy habits in everyday life.

- **Encourage Active Customer Engagement**

Develop loyalty programs and health challenges that can motivate customers to be more active and disciplined in maintaining their health, and provide rewards for the progress they make.

How Might We Become “The Most Helpfull Company”

to help people everywhere
live healthier & happier
in the nicest way possible.



**THROUGH
COMMUNITY**



in Collaboration with :



Continuous Collaboration with :



Sour Sally Group is strengthening its community brand through strategic penetration into the sports community. By engaging with active lifestyle enthusiasts and athletes, Sour Sally brand is able to reach a wide demographic base that values health, balance, and energy.

This connection not only broadens the brand's visibility across diverse age groups and interests but also nurtures deeper emotional ties with consumers.

Through partnerships with sports events, sponsorship of community activities, and co-creation of wellness-driven experiences, Sour Sally Group positions itself as more than just a product—it becomes part of the consumer's lifestyle.

This approach fosters loyalty built on shared values of wellness and vitality, ensuring that customers are not only buyers but long-term advocates of the brand.





Creating Sour Sally Yogulato Padel Academy: Where Sport Meets Healthy Indulgence

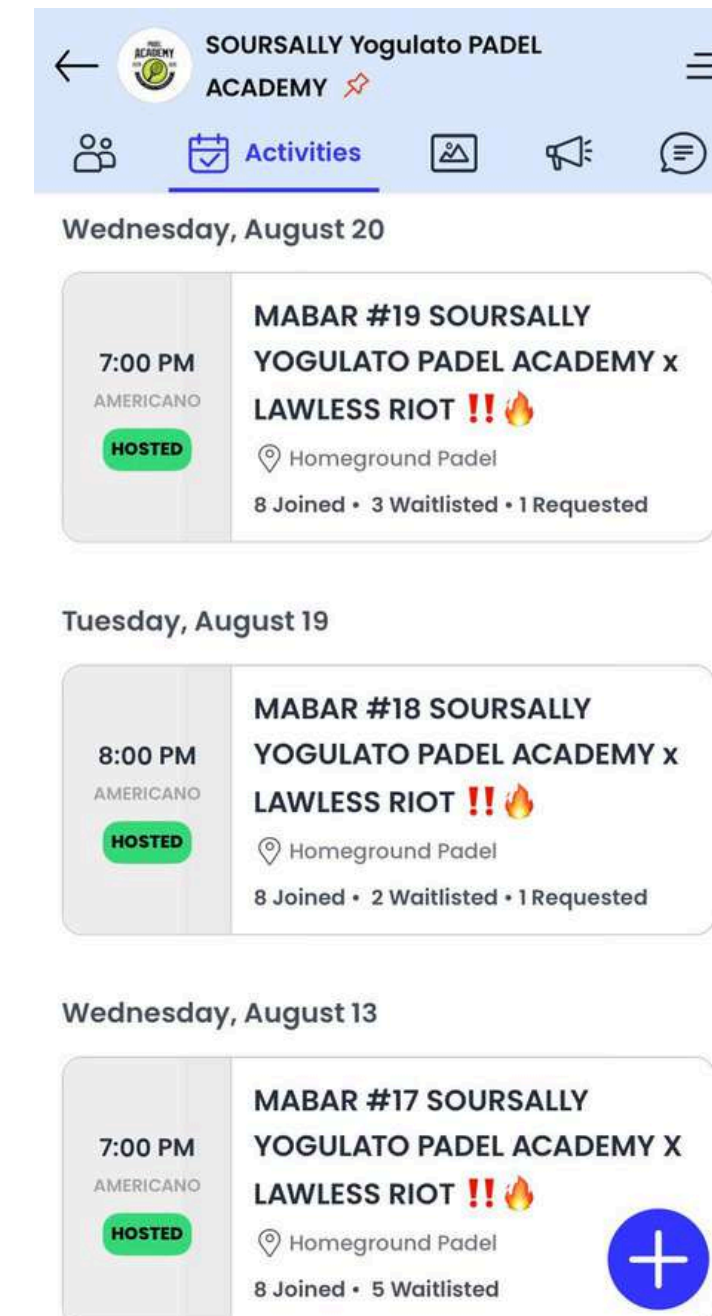


Sour Sally Yogulato is redefining the way people experience healthy indulgence by merging two rising trends: padel—the fastest-growing lifestyle sport in the world—and Yogulato, a guilt-free, probiotic-rich ice cream.

The Yogulato Padel Academy is designed as a pioneering expansion strategy that positions Sour Sally Yogulato not only as a premium dessert brand but also as a lifestyle partner for wellness, energy, and community. By entering the vibrant world of padel, we tap into a sport that resonates with health-conscious, socially active, and trend-driven audiences.

Through this initiative, Yogulato becomes more than just a product—it becomes a part of the holistic lifestyle. After every energizing match, players can recharge with a refreshing scoop of Yogulato, crafted to be low in calories, cholesterol-free, and naturally sweetened. This creates the perfect synergy: sport fuels the spirit, Yogulato rewards the body.

By combining the hype of padel with the joy of Yogulato, Sour Sally not only expands its footprint but also strengthens its positioning as a forward-thinking brand at the intersection of Healthy, fun, and flavor.





**THROUGH
PARTNERSHIP**

WE CALL IT

“The UN-CONVENTIONAL Channel”





Trump International Golf Club

LIDO

BYD

dental clinic
maesa



Our strategy introduces “The Unconventional Channel”—a bold and innovative approach to ice cream distribution. Instead of solely depending on conventional retail and F&B channels, **we are forging exclusive partnerships with carefully selected collaborators who share our vision.**

By collaborating with partners who bring unique audiences and platforms, we are able to capture customer attention more effectively, optimize accessibility, and strengthen the emotional connection with our brand. This unconventional channel acts as a multiplier—helping us reach wider, engage deeper, and “grab” customers more efficiently than traditional methods alone.



Sour Sally is expanding new sales channels at today's most hyped destinations—bringing delightful experiences closer to where people gather.



Sour Sally proudly partners with GBK to provide high-quality, healthy food choices for sports enthusiasts.

Together, we support an active lifestyle by offering nutritious and delicious options that complement the passion for sports and a commitment to healthier living



KOMPAS/TOTOK WUAYANTO

Pramusaji Sour Sally menyiapkan Frozen Yogurt Black Sakura pesanan pelanggan di Kompleks GBK, Senayan, Jakarta, Kamis (20/2/2025). Sour Sally menyediakan camilan sehat bagi pelanggannya.

**THROUGH
EVENT**



YOGA



PADEL



RUN

Other Collaborator :



THANK YOU!

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