

ANNI ZUGG

CREATIVE DIRECTION,
SOCIAL MEDIA, MARKETING



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[@anni_onthego](#)

ABOUT

I'm Anni, a social media and marketing specialist with over 10 years of experience. Based in Bali for the last 6 years and now spending more and more time in Australia, I have worked with brands across the globe.

Clients have relied on me for creating their visual identities through branding, social media strategies & packaging consulting as well as ongoing design development and management of social channels.

Through direct consultation with brands and agencies I create bespoke social media strategies, corporate identities and brand concepts. Everything from mood-boarding, content development strategies, and photoshoot production services to influencer management and creative direction.



Social Media Strategies and Management

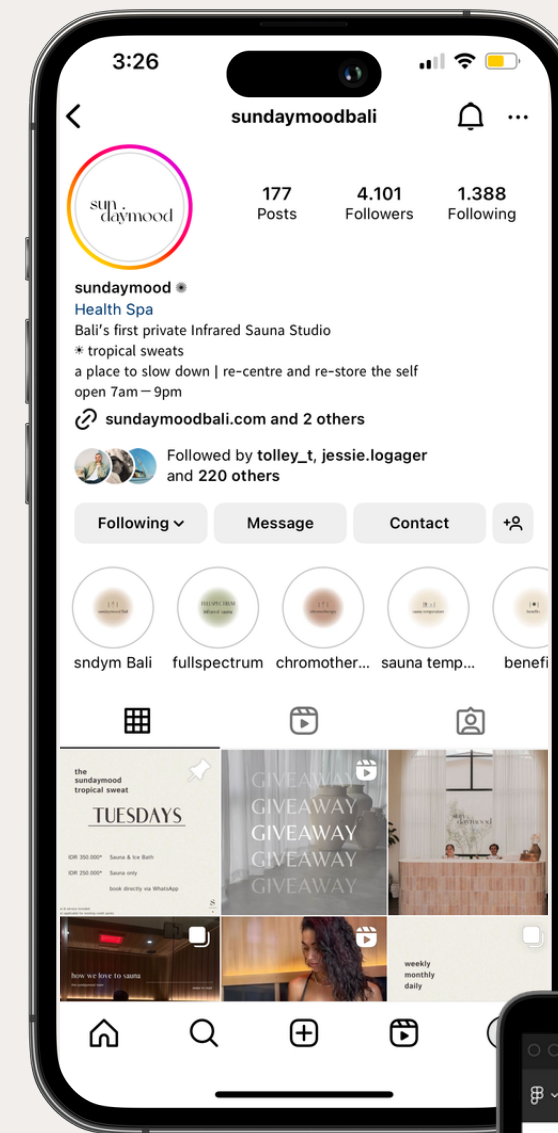
- Brand Awareness and Community Growth
- Social Media Strategy
- Content Creation and Community Management
- Community Engagement
- Feed Curation
- Content Planning, Captions and Scheduling

Brand Development and Creative Direction

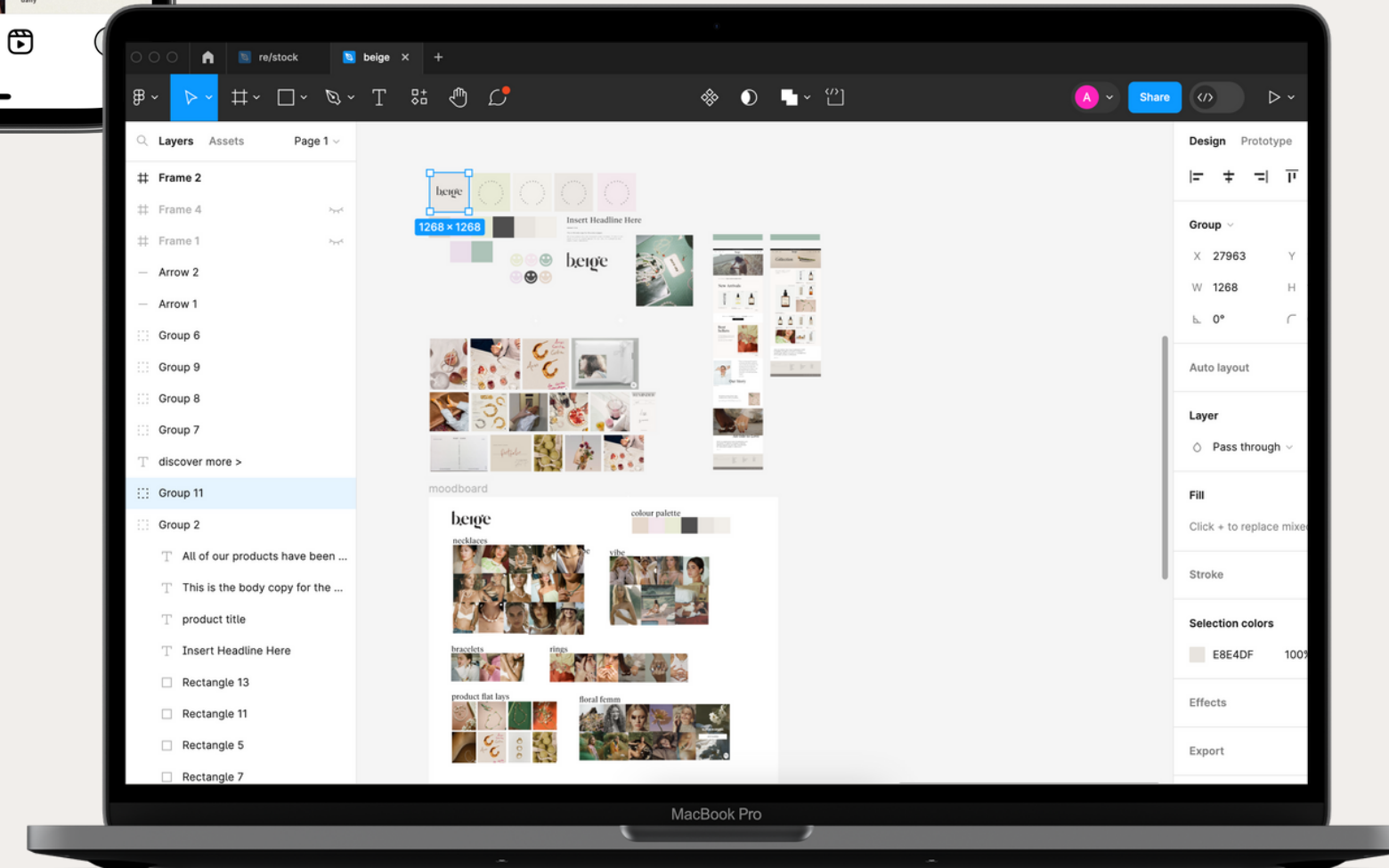
- Branding Development. Logo and font selections, development of a brand style and cohesive strategy.
- Mood-boarding
- Packaging Design and Concepts

Content Creation and Management

- Full Photoshoot Production. Selecting models, photographers and HMUA, creating a shoot-concepts, shoot execution, post production management.
- Influencer & UGC Management



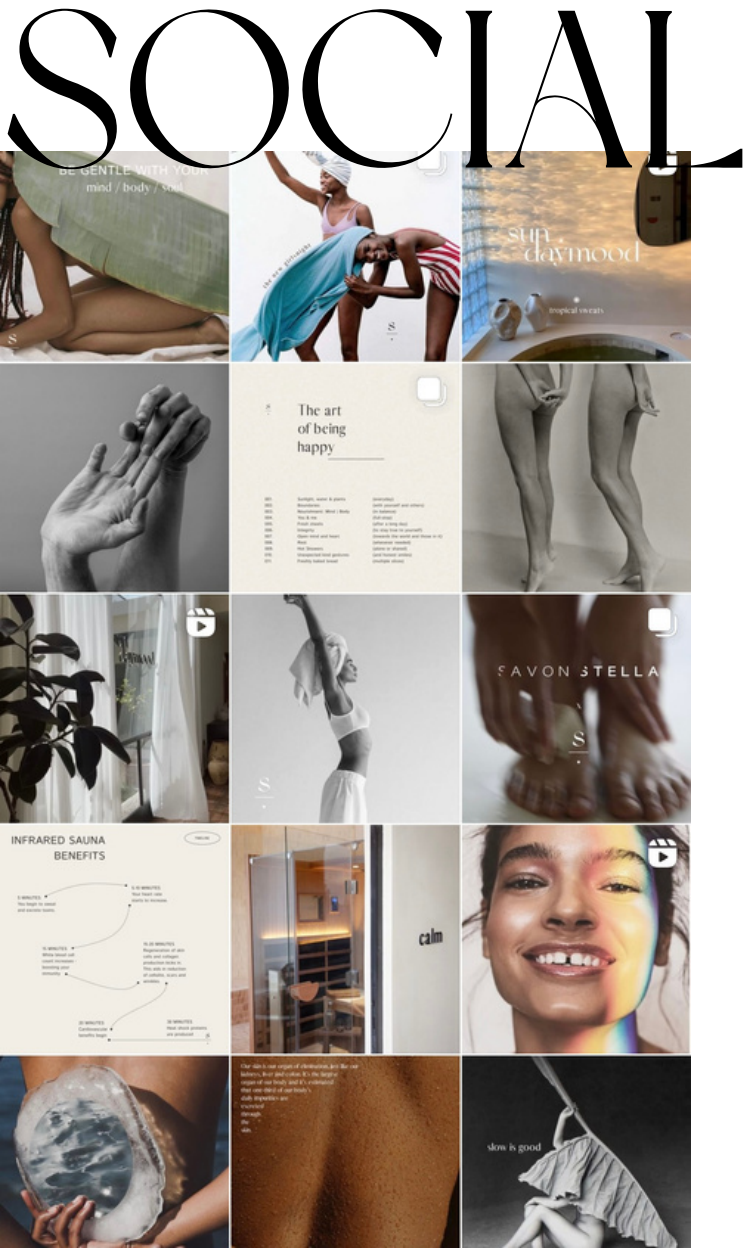
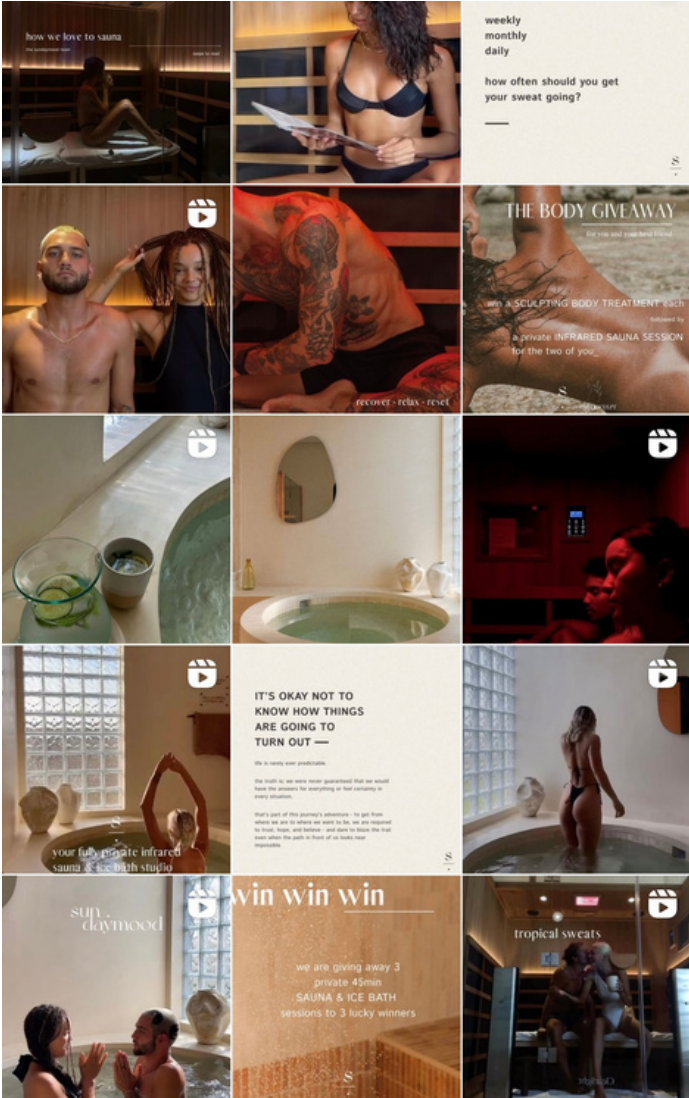
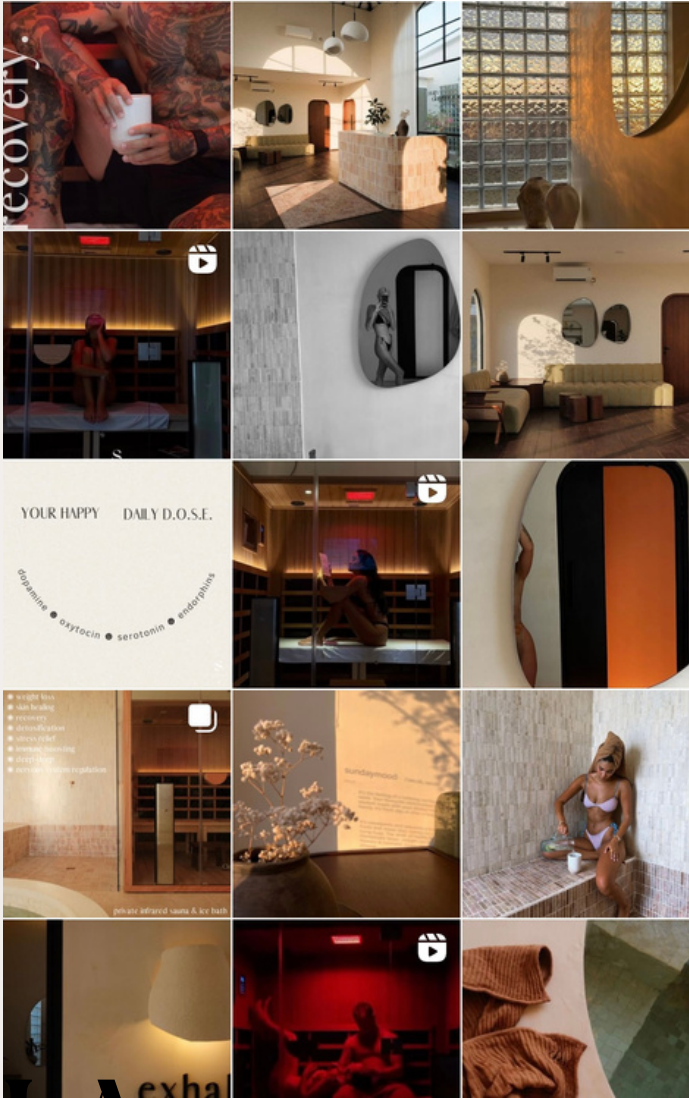
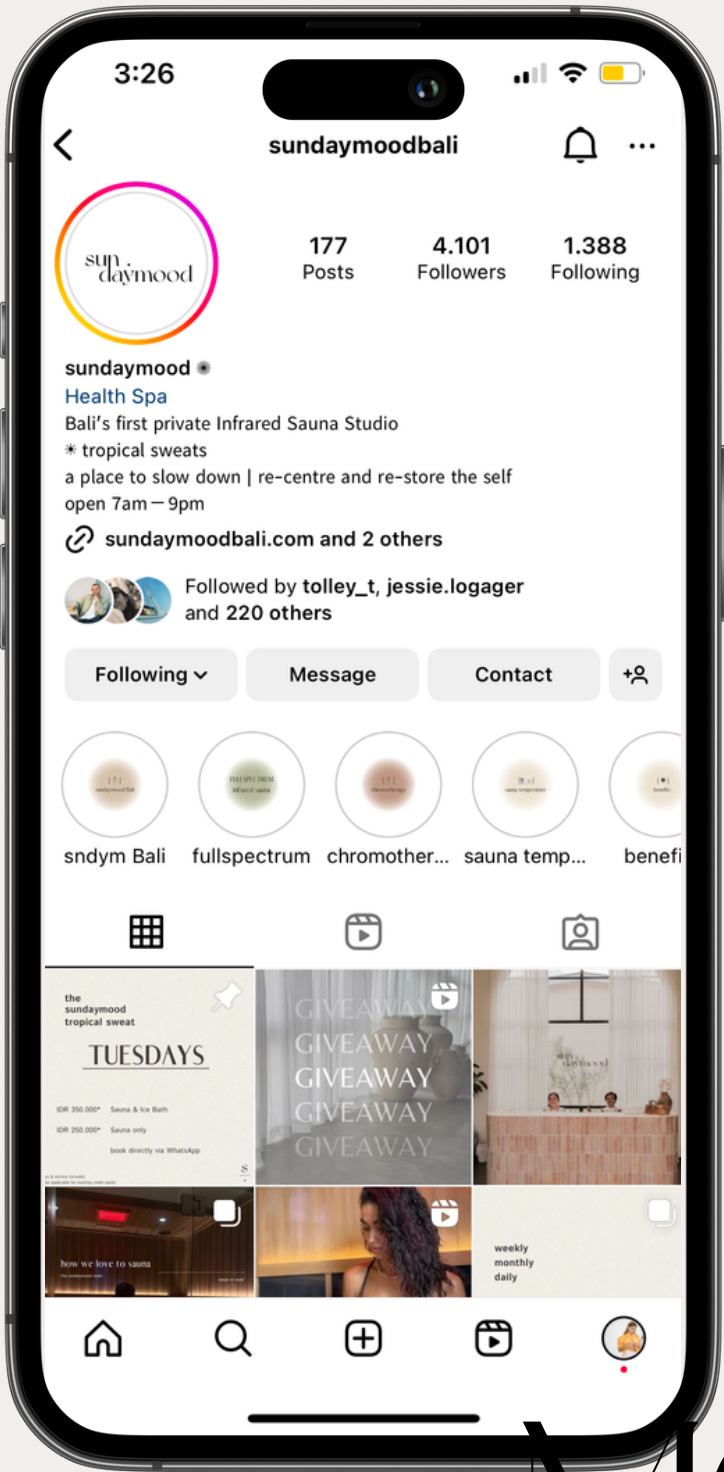
SERVICES



sundaymood Bali

Private Infrared Sauna Studio, Canggu | Bali

Influencer Management
Social Media Strategy and Management
Content Creation & Photo Shoots



MEDIA

sundaymood Bali

Private Infrared Sauna Studio, Canggu | Bali

www.sundaymoodbali.com

Branding Development & CI
Creative Direction
Website Design

CREATIVE PROCESS



S
Abiah - Regular
Letter Spacing - 6%

sun.
daymood

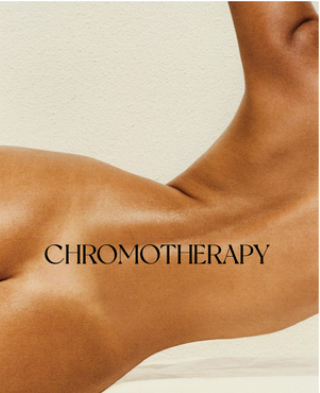
Heading
24px
Abiah - Regular
Letter Spacing 6%

Body
14px
Istok Web - Regular
Letter Spacing 5%

sunday mood welcomes everyone. We are non discriminatory, and we celebrate everyday people who want to be better. From holiday makers, business owners and health and beauty lovers to athletes that strive for a faster recovery. We welcome everyone to our space for the rest and rejuvenation that we all deserve and oh so crave.



OUR
PEOPLE



sunday mood also offers Chromotherapy, a beautifully unique treatment that promotes biochemical responses and aids in healing. Using wavelengths of LED light, colours penetrate deeply into the soft tissues of the body, the colour frequencies working to regenerate tissue and rebalance energy systems.

Each of our infrared saunas is fitted with LED lights that can be used in conjunction with the infrared spectrum of light to make your 45-minute sauna a more effective detox and restoration.

OUR MISSION

sunday mood is the calming space destination for everyone



Private Infrared sauna pods. Maintain an exceptional standard in quality with impeccable cleanliness and hygiene. Customers can indulge in respected privacy and solitude to fully immerse themselves in restoration and rejuvenation.

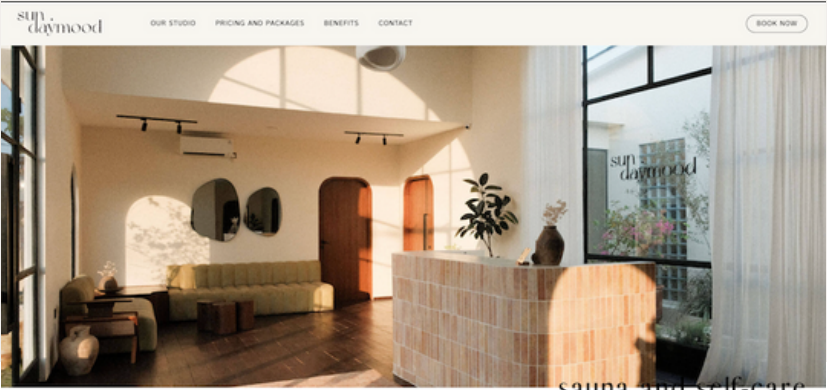
Functional medicine
We inspire the sunday mood lifestyle through functional medicine. We offer wholesome and low waste wellness treatments and natural skin care, and daily fresh-pressed juices for nourishment and replenishment.

Detoxification
Kickstart your detoxification with our sunday mood programs. We work with top detoxification experts who can help guide your journey through self healing and recovery.

Nourishment
Replenish your body, mind and soul with our specially formulated medicinal mushroom elixirs, organic cold pressed juices and adaptogenic herbal teas that have been designed to reduce stress, promote anti ageing and cellular repair, and boost overall health.

Recovery
Nurture your recovery process with sauna and ice baths. Our recovery treatments promote muscle and joint health as infrared technology helps ease the pain of overstrained and overused muscles.

Honest marketing
Our no bullshit marketing is genuine and honest. There is no green washing, and all our feedback and advertising comes from real sunday mood clients or through inhouse research and development.



IT'S TIME TO TAKE A BREATH
sundaymood Bali is your healing oasis. An everyday sanctuary that provides private infrared sauna pods & ice baths designed to integrate wellness, recovery, and time for self-reflection. A space to bring your whole self to.

BOOK NOW

Our studio

There's no doubt about it, downtime is just as important as uptime. Our busy lives weigh in as we try to make the most of each day. Self-care should be a priority. We deserve it. We need it. And this is exactly why we created the space for it.

By incorporating infrared saunas, light therapy, ice baths and many more holistic approaches, sundaymood Bali is the place to rediscover your inner relaxation and switch off from the world, even just for a moment.

Explore all these healing modalities in our private infrared sauna pods which offer you the perfect surroundings for 'me' & 'us' time.
To enjoy - in joy. You will quickly start to notice how incorporating infrared saunas into your self-care routine can add to your healing. Whether you use it for detoxification, skin health, muscle health, immunity, or as a tool to slow down.

We get you & can't wait to see you

More about our sessions



YOUR EXPERIENCE

Learn more



(01) welcome home

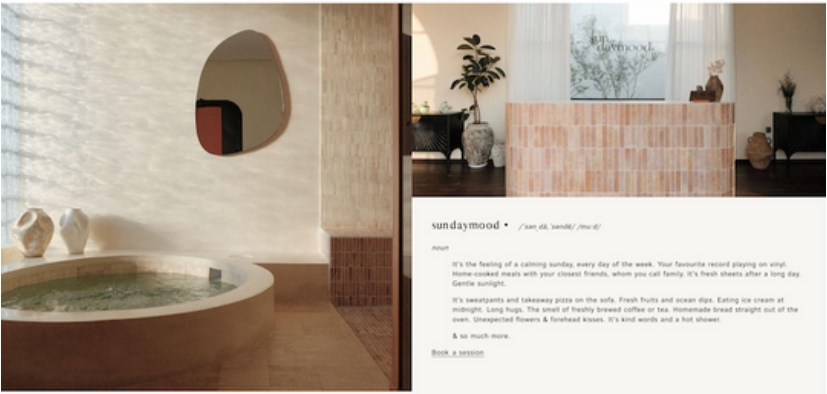


(02) your self-care practice



(03) infraredbath

your place to slow down, re-centre & restore the self



BALI CURLS

Hair Care Products | sold in all major drug stores in Austria & Germany

Brand Concept & Moodboard

Creative Direction

Branding | Name, Logo and Packaging Design Concept



mit
Sheabutter &
Ylang Ylang
Extrakt

BALI CURLS
BY HANK BE
FOR CURLS, WAVES AND
ALL OTHER HAIR TYPES
**NOURISHING
SHAMPOO**
MILDES SHAMPOO MIT PFLEGENDER SHEA BUTTER
FÜR BESSERE DEFINIERTE LOCKEN.
0% SILIKONE | PARABENE | SULFATE
WITH SHEA BUTTER & YLANG YLANG EXTRACT

**NOURISHING
SHAMPOO**

Mildes Shampoo für gepflegte definierte Locken.
In das feuchte Haar einmassieren & gründlich
ausspülen.



mit
Reisprotein &
Ylang Ylang
Extrakt

BALI CURLS
BY HANK BE
FOR CURLS, WAVES AND
ALL OTHER HAIR TYPES
**REFRESHING
CURL SPRAY**
ERFRISCHT & VERLEICHT EINEN VOLLNÖSEN
BEACH LOOK MIT PFLEGEKOMPLEX.
0% SILIKONE | PARABENE | SULFATE
WITH RICE PROTEIN & YLANG YLANG EXTRACT

**REFRESHING
CURL SPRAY**

ERFRISCHT & VERLEICHT voluminösen Beachlook.
Das Refreshing Curl Spray auf das handtuchtro-
ckene Haar sprühen und leicht einmassieren.
Für den besten natürlichen Locken-Look
lufttrocknen lassen oder alternativ sanft mit
dem Diffusor föhnen.



mit
Sheabutter &
Ylang Ylang
Extrakt

BALI CURLS
BY HANK BE
FOR CURLS, WAVES AND
ALL OTHER HAIR TYPES
**HYDRATING
CURL CREAM**
LIGHTWEIGHT STYLING CREME FÜR
DEFINIERTES LOCKEN. ANTI-FRIZZ FORMEL.
0% SILIKONE | PARABENE | SULFATE
WITH SHEA BUTTER & YLANG YLANG EXTRACT

**HYDRATING
CURL CREAM**

Lightweight Styling Cream für definierte Locken
mit Anti Frizz Formel. Je nach Haarlänge die be-
nötigte Menge der Lockencreme in die Handtuch-
trockenen Haare verteilen. Für mehr Definition
einzelne Locken mit dem Finger nachformen.
Lufttrocknen oder Diffusor verwenden.



mit
Leinsamen &
Ylang Ylang
Extrakt

BALI CURLS
BY HANK BE
FOR CURLS, WAVES AND
ALL OTHER HAIR TYPES
**CURL
DEFINING GEL**
STYLING SCRUNCH GEL FÜR HALT &
DEFINIERTES LOCKEN. OHNE VERKLEBEN.
0% SILIKONE | PARABENE | SULFATE
WITH FLAXSEED & YLANG YLANG EXTRACT

**CURL
DEFINING GEL**

Ohne Verkleben. Vom Ansatz bis zu den Spitzen
auf das feuchte Haar aufragen. Einkneten um die
Locken zu definieren. Lufttrocknen oder Diffusor
verwenden. Den gebildeten Gelcast vorsichtig
auskneten. (scrunch out)




mit
Sheabutter &
Ylang Ylang
Extrakt

BALI CURLS
BY HANK BE
FOR CURLS, WAVES AND
ALL OTHER HAIR TYPES
**MOISTURISING
CONDITIONER**
MIT PFLEGENDER SHEABUTTER FÜR GESTÄRKT
DEFINIERTES LOCKEN. ANTI-FRIZZ FORMEL.
0% SILIKONE | PARABENE | SULFATE
WITH SHEA BUTTER & YLANG YLANG EXTRACT

**MOISTURISING
CONDITIONER**

Spendet Feuchtigkeit & regeneriert. Konzipiert,
um typischen Problemen wie Haarbruch oder
Frizz entgegenzuwirken. Sanft ins nasse Haar ein-
massieren, kurz einwirken lassen und sorgfältig
mit lauwarmem Wasser ausspülen.



mit
Sheabutter &
Ylang Ylang
Extrakt

BALI CURLS
BY HANK BE
FOR CURLS, WAVES AND
ALL OTHER HAIR TYPES
**DEEP
HYDRATION
MASK**
SPENDT FEUCHTIGKEIT & REGENERIERT.
ANTI-FRIZZ FORMEL. DIE HAAR MASKE IM
HANDTUCHTROCKENEN HAAR VERTEILEN.
BIS IN DIE SPITZEN EINMASSIEREN
UND 2-3 MIN EINWIRKEN LASSEN.
DANACH GRÜNDLICH
AUSSPÜLEN.

**DEEP
HYDRATION
MASK**

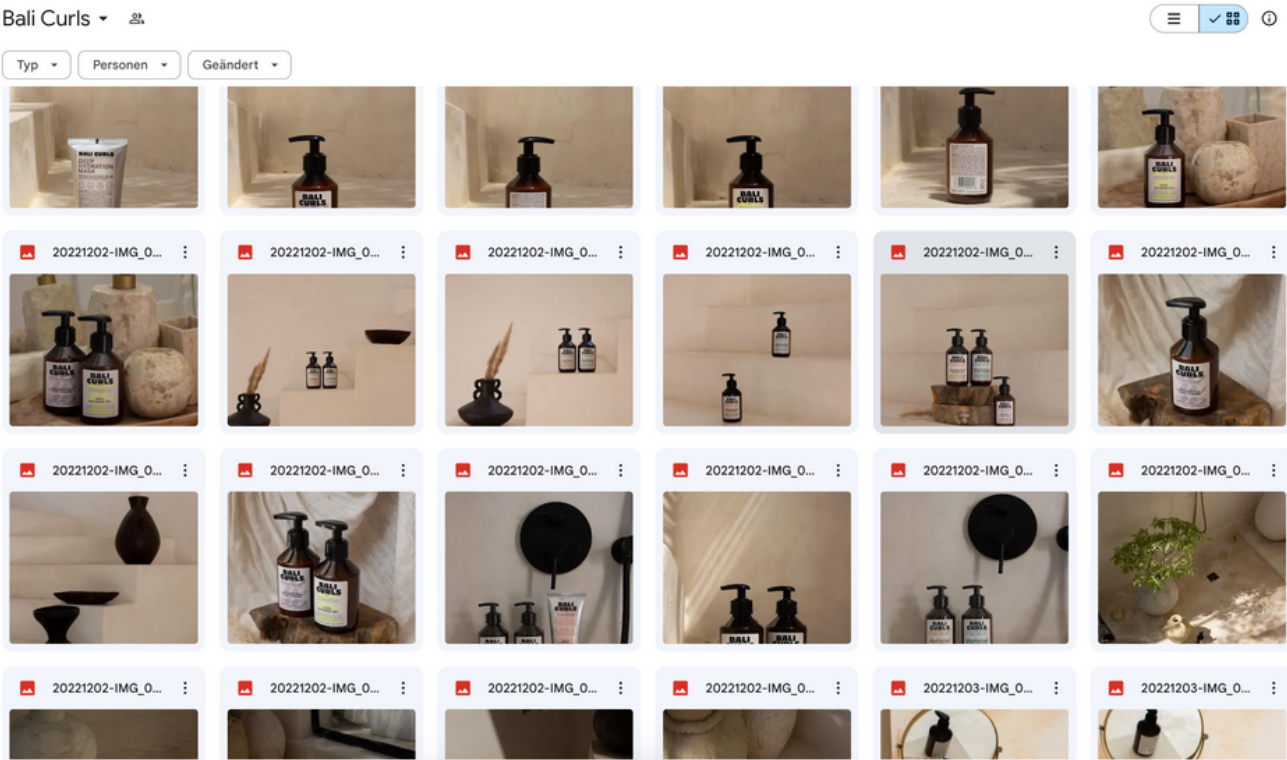
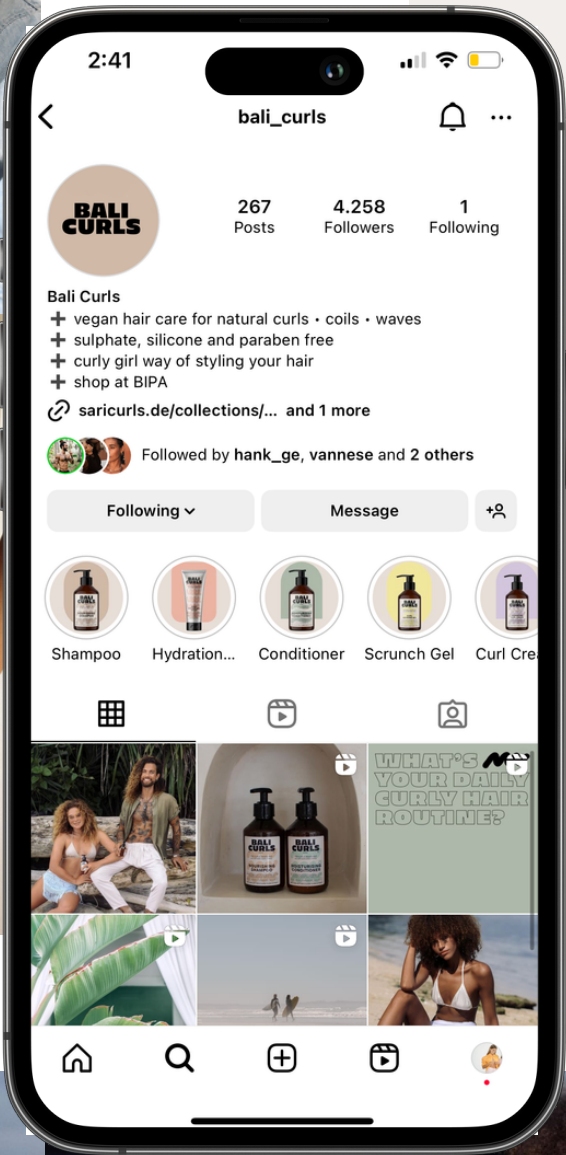
Die reichhaltige Formel der Deep Hydration Mask
sependet Feuchtigkeit & regeneriert. Anti-Frizz
Formel. Die Haar Maske im handtuchtrockenen
Haar verteilen. Bis in die Spitzen einmassieren
und 2-3 min einwirken lassen. Danach gründlich
ausspülen.

BRAND BUILDING

BALI CURLS

Hair Care Products | sold in all major drug stores in Austria & Germany

Social Media Strategy and Management
Photoshoot Production
UGC Management



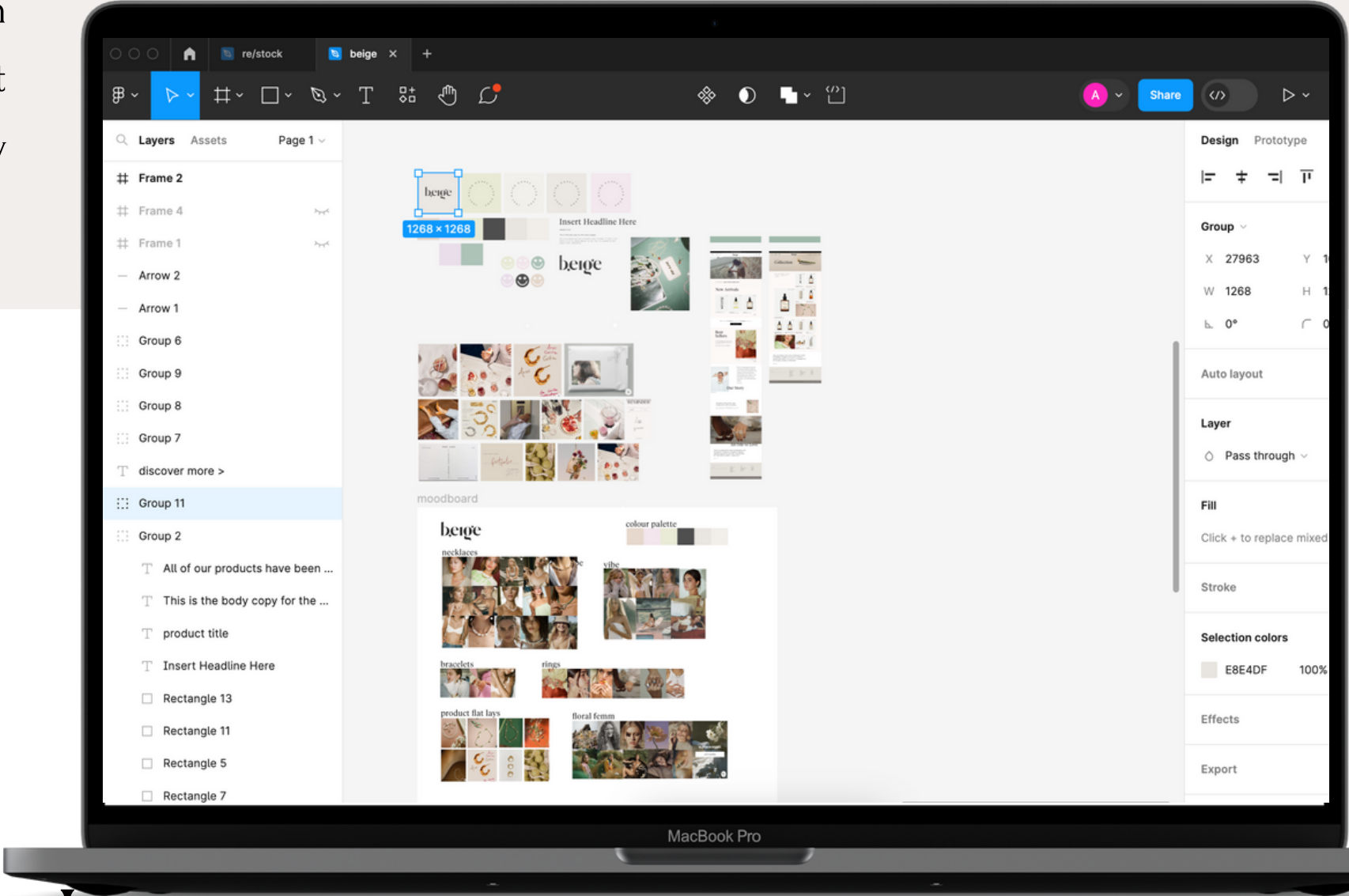
BRAND ESSENCE



BEIGE

Jewellery Brand

Creative Direction
Branding | Name, Logo Design Concept
Social Media Strategy
Photoshoot Production



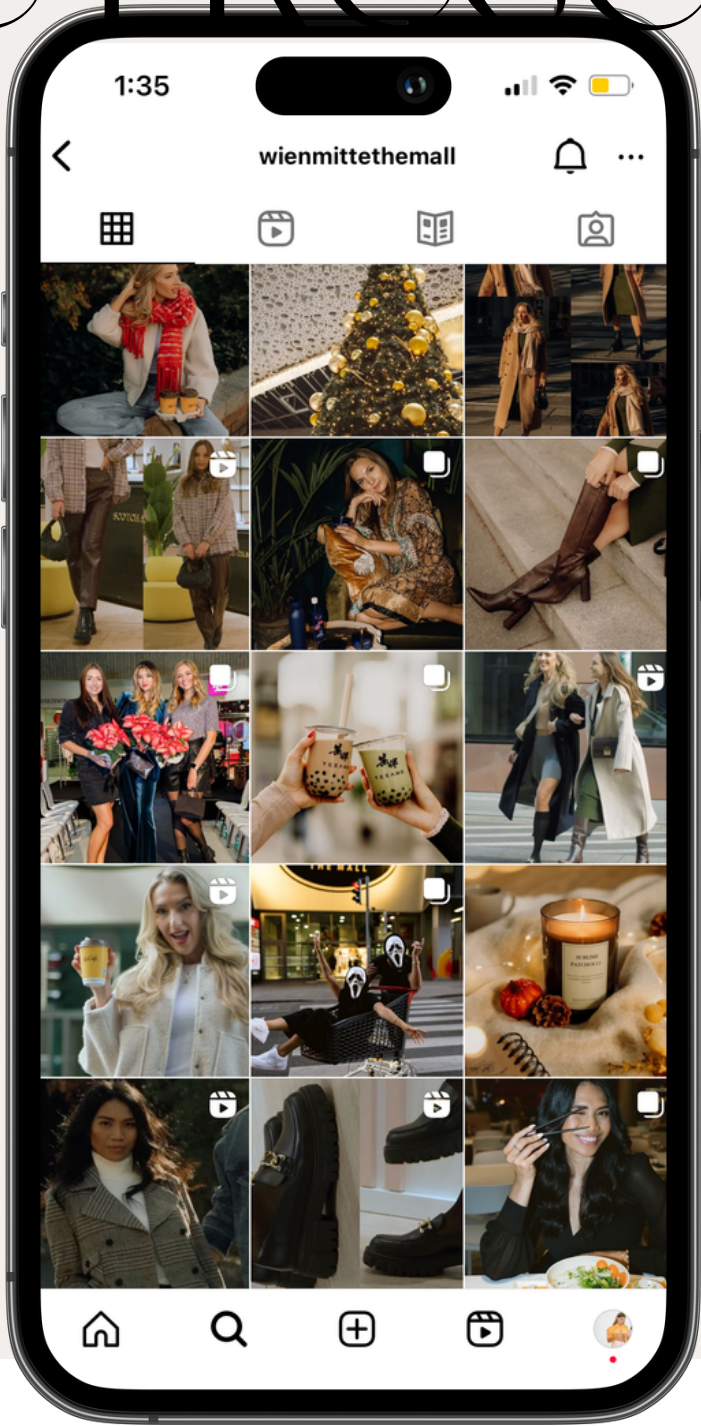
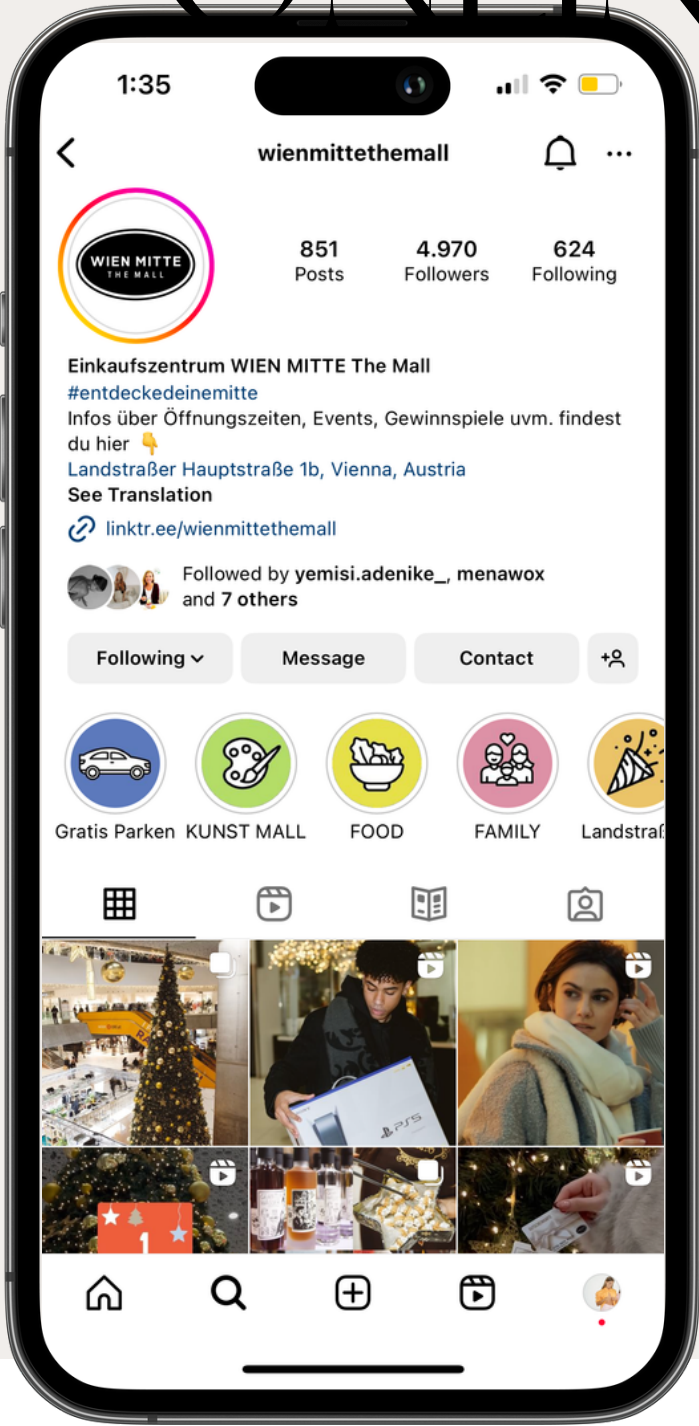
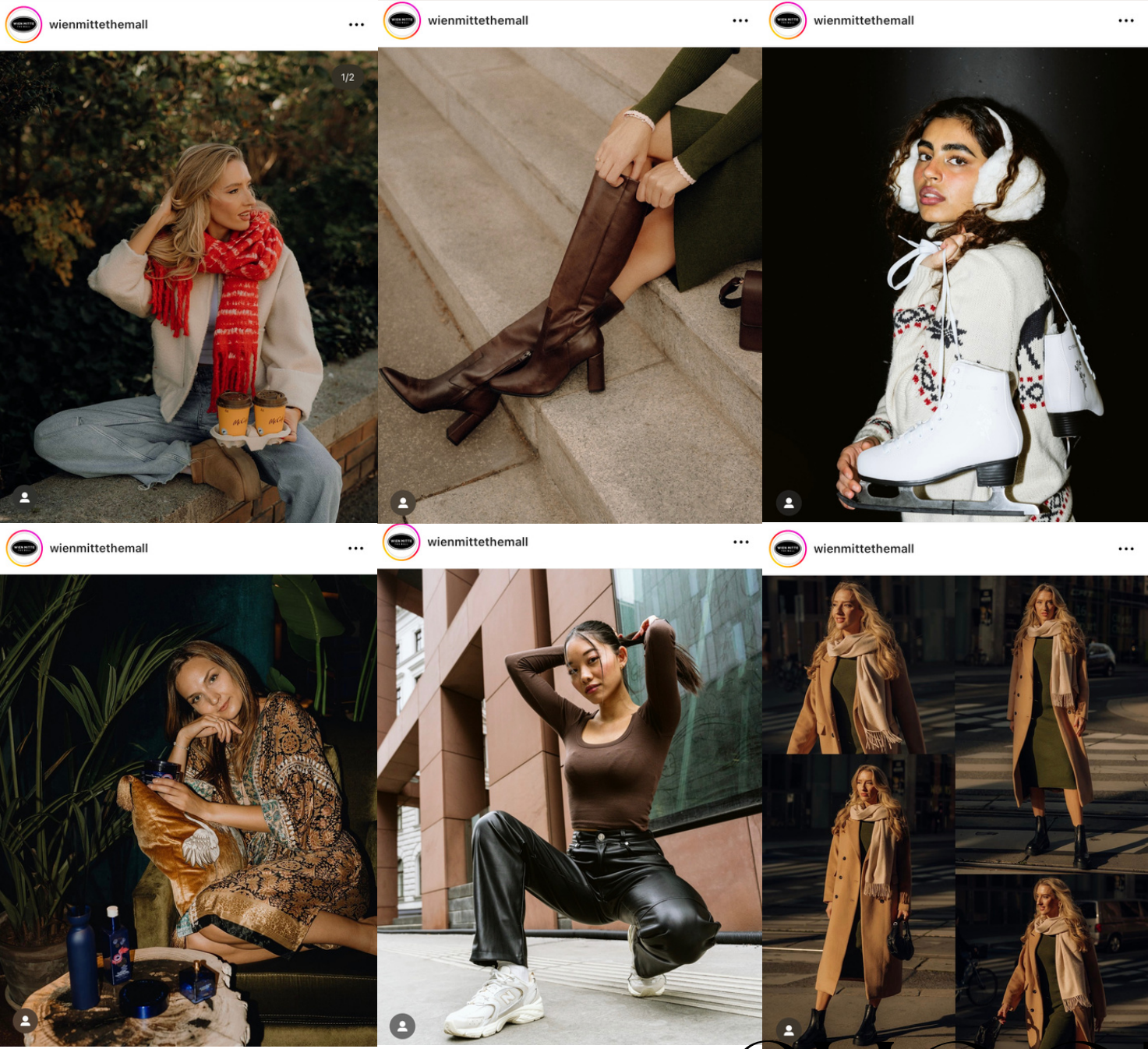
CONTENT & DESIGN



WIEN MITTE THE MALL

Shopping Mall, Vienna | Austria

ONLINE PRESENCE



Creative Direction
Content Creation
Social Media Management
Photoshoot Creative Planning and Production

SHOOTS



WOLKE PIZZERIA

innovative Pizza Restaurant, Vienna | Austria

Social Media Management

UGC Management

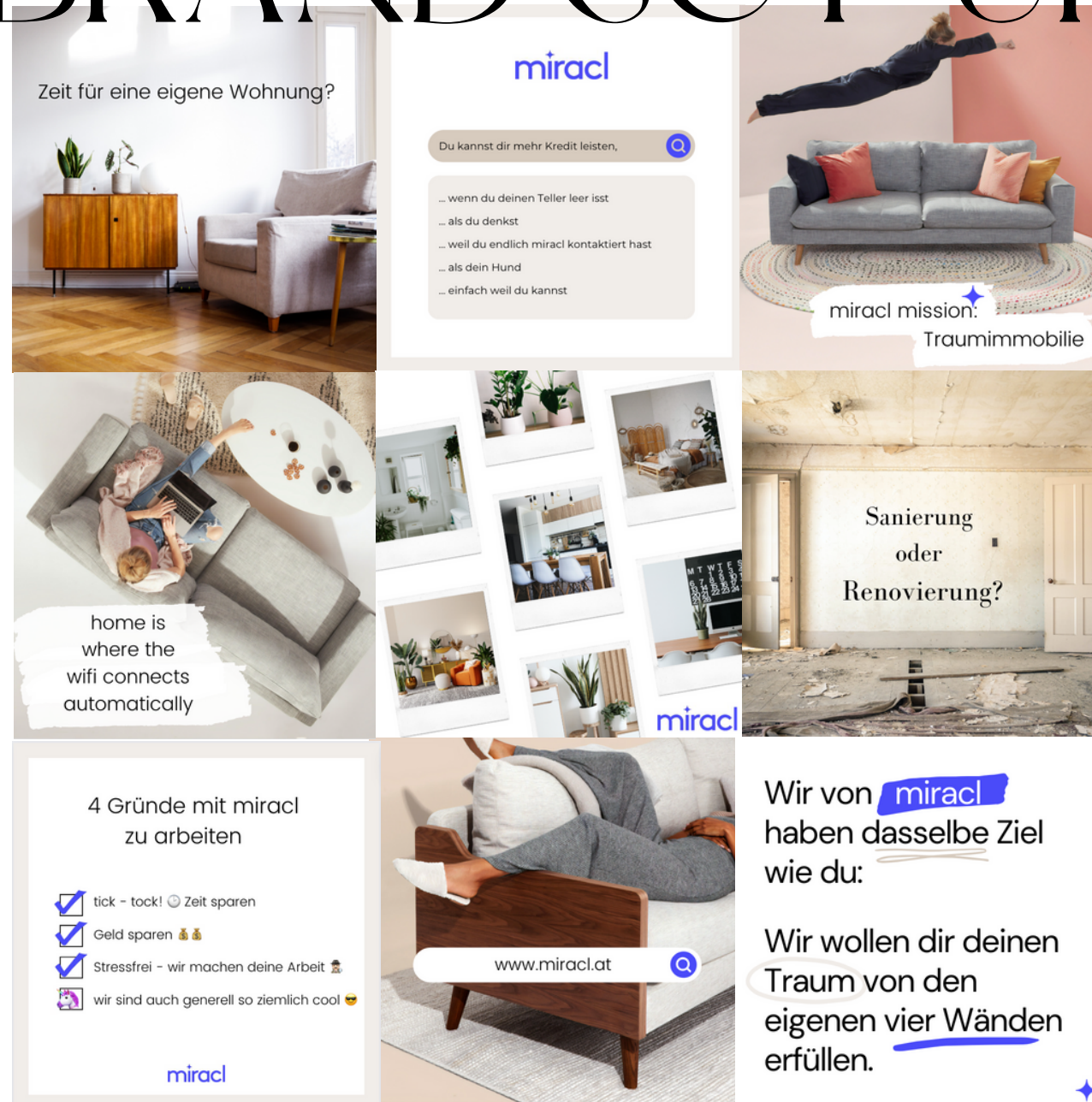
Content Creation

SOCIAL

& CREATIVES



BRAND SET-UP



MIRACL

Property & Housing Agency, Vienna | Austria

Branding Concept

Content Creation

miracl

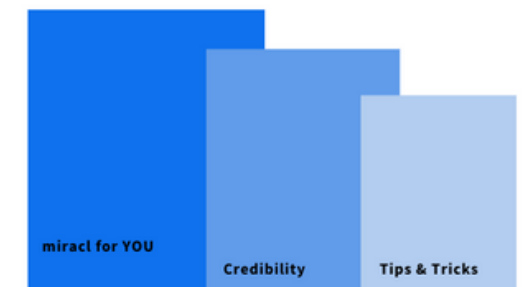


miracl
Social Media &
Content Strategy Plan

why the digital space matters

ContentBrand Pillars

The brand pillars are made up of three separate pillars, These brand pillars serve as guidelines and filters when creating content, sharing our story on social, collaborations, and press / media opportunities.



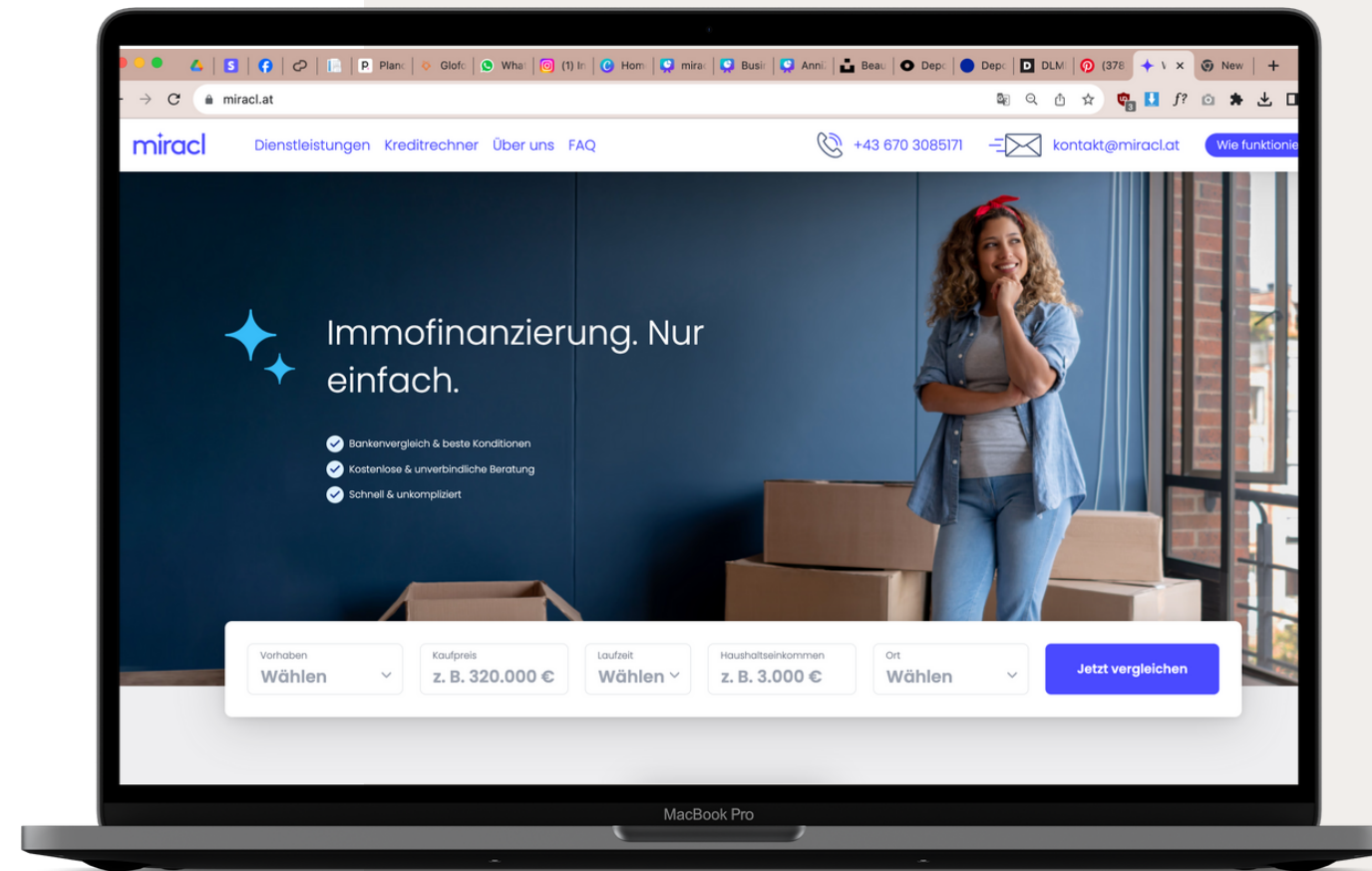
**Don't overload
Keep it simple and aesthetic**



MAKE COMPLEX TOPICS MORE TANGIBLE

EASY AND UNDERSTANDABLE

MODERN INVESTMENTS, HOW TO USE THEM, SUPPORT WITH LEGAL ISSUES



CONCEPTING & BRAND SHOOT

WILDSKY

Clothing Brand, Bali | Indonesia

Brand Concept

Content Planning & Shooting



GET IN TOUCH



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