

SO/IN

E d i t o r i a l S o c i a l S t u d i o



Studio Deck · 2026

Zug, Switzerland · soinagency.com

We don't chase
the algorithm.
We earn attention.

Earning attention. Creating connection.

SO/IN is an independent editorial social studio for lifestyle brands. We combine strategy, creative direction and storytelling to help brands earn attention — and become the kind of brands people genuinely want to follow.

Attention isn't given. It's earned.

Restraint over noise.

The best work is quiet. It doesn't perform for the feed — the feed comes to it.

Craft over volume.

One image made with intention will always outlast a hundred made in a hurry.

Feeling over reach.

Metrics measure the moment. Feeling is what people carry with them.

A studio of few disciplines.

Social Strategy

Positioning, tone, editorial architecture.

Content Production

In-house photography, film, editorial and stills.

Influencer & Talent

Curated partnerships, creator programs.

Creative Direction

Art direction, visual identity, campaign concepts.

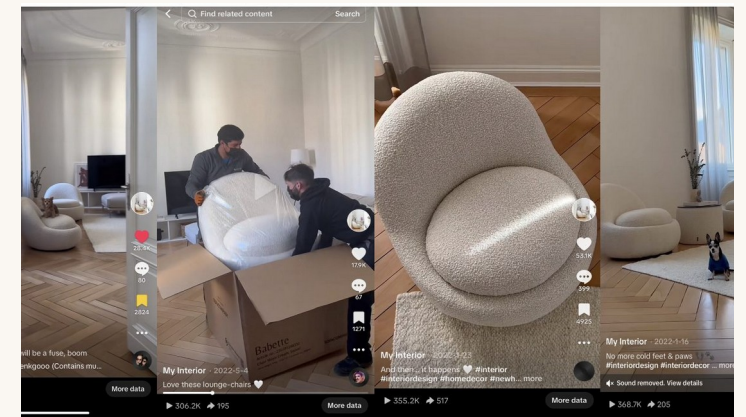
Community & Growth

Editorial calendars, publishing, organic growth.

Advisory

Founder-level guidance for in-house teams.

A studio of few clients. Chosen with care.



FARROW & BALL

A new coat of influence.

Influencer Campaign · Creative Direction

Chosen over dozens of established UK agencies to design Farrow & Ball's first-ever influencer campaign — a series on the power of colour, told through voices like British Vogue's Jessica Diner and AphroChic's Jeanine Hays & Bryan Mason.



FONDATION PRINCESS CHARLÈNE DE
MONACO

A royal mandate.

Social Strategy · Campaigns · 2020

The first person outside the Palace granted access to the Foundation's social channels. Created the #StrongerTogether pandemic campaign with Charles Leclerc and co-produced the first virtual 24h Le Mans race from the Automobile Club de Monaco.



*Featured in the pages
we grew up reading.*

V O G U E

E L L E

Grazia

B I L A N Z

S R F

Handelszeitung

Tages-Anzeiger

B L I C K

O M R

20 Minuten

Berner Zeitung

zentralplus

*A short list.
Chosen with care.*

F A R R O W & B A L L

*Fondation Princess
Charlène*

S I S L E Y P A R I S

Hair Rituel by Sisley

F R E D E R I Q U E
C O N S T A N T

S O F A C O M P A N Y

De'Longhi

M Ö B E L P F I S T E R

Swissline



Melanie Balasopulos.

For nearly two decades, I've been fascinated by one question: why do some brands become part of people's lives while others disappear into the noise?

That question has shaped everything I've done since. Today, SO/IN brings those worlds together — combining strategy, creative direction and storytelling to create social that feels less like marketing and more like something people genuinely choose to consume.

I understand strategy. I understand storytelling. I've taught the theory, built the brands, and proven it in practice.

Because while platforms will continue to change, one thing never does: people give their attention to brands that make them feel something.

*People don't remember content.
They remember how a brand
made them feel.*

*Let's create something
worth following.*

Tell us about your brand. We'll explore whether we're the right fit.

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