

## **Study Case Re-Launching Products Bask Cologne Advertising Campaign in 2009**

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### **Abstract**

This research is based on the developing phenomenon of social media as a medium in conveying the ads message. its focused on Sarah Aprilias' image of "Bask Cologne" at re-launch campaign ads online on social media by using both of conventional media (print) and digital media (screen) that related to the creator its aim to get the point of contact the targets.

Related to the goal of this research is to describe systematically the fact or a particular field accurately through holistic observation the writer used descriptive research and qualitative analysis method for analysing data by using various study; ads, imaging science, media studies and the social science related to social networking. By using them, its expected to get the result of this research comprehensive and accurate.

Through mixing media, the figure of Sarah Aprilia can be visualized to be a real person as a beautiful tutor that can attract the "Bask Cologne" target audience. The power of social media influences social networking so that advertisers can maximized this power in coveying ads messages. Related to the ads strategy using "the facet Model of Effect", this campaign aims to increase the awareness of "Bask Cologne" target audiences. However the existence of Sarah Aprilia assumed to be the main focal levels, in accordance with the Developmental psychology of the target of this product.

**Keyword:** *Advertising, Integrated Media, Social Media, Imagology*

### **1. Introduction**

A few years ago, precisely in 2009 a body care products for men Bask Cologne launched. The form of the launched campaign was unique and interesting, which begins with the introduction of the figure of a beautiful tutor named Sarah Aprilia few months earlier. The campaign is run pretty neat, started with put posters at some high school in Jakarta. Then continued with the launch her account in Facebook, Twitter, and Pulrk, accompanied by a fairly loud buzz on Kaskus site. The Appearance of 'Beautiful Private Teacher' was very interesting, enough to make the middle teenager boys interested and curious to contact her phone number listed on the posters. Status and comments on her any social networking accounts are always updated, and soon the number of her fans increased, mostly men of course. But that's not enough, on YouTube appeared videotape 'Beautiful Private Teacher' was giving private lessons to a high school teenager. The tape was made by two teenagers who recorded it secretly, looks amateur and sober. The presence of this footage has been discussed everywhere, and Sarah Aprilia became the most searched topic of trading at the time.



**Figure 1.** Poster Sarah Aprilia.



**Figure 2.** Video Clips “Colongan Sarah Aprilia ngasih les” on Youtube.

The Sarah Aprilia presences looks real, and exploring intriguing figure of Sarah Aprilia. At the end of 2009, fans of Sarah Aprilia was conveyed to know and meet her directly, with event meet and greet with Sarah Aprilia the ‘Beautiful Private Teacher’. In that event, Sarah Aprilia presenced thunderous cheers greeted his fans, at the height of the show Sarah Aprilia opened his shirt and comes the brand that has been endorsed her, Bask Cologne. The event was closed all the stories about the whereabouts of Sarah Aprilia. Because on that occasion he expressed his true identity is Raline Shah, winner of the favorite choose of Miss Indonesia 2008 election.

The exposition above is quite interesting to discuss how the media can build the figure of Sarah Aprilia imaging existence which is believed by some viewers. As expressed by Budiman Hakim, a senior advertising practitioner in Indonesia, this is just a teaser ad before product advertising launch (Kompasiana). The use of the Internet 2.0 media is comprehensive discussion, how (internet) user involvement in producing the message and multiply it by a short time, with a quite cheap cost. The form of this new media encourage more of user involvement, and encourages users and between other users to share experiences, it can strengthen the persuasiveness of a message on the internet. Internet (social media) is seen by marketers because allows to build two-way communication, there are two basic objectives of marketers use it:

1. Creating a dialogue with the customer, because the two-way communication is the most persuasive communication for marketers.
2. Create a dialogue with customers and among customers or potential customers, and create conversation (buzz).

When products become audience conversation it will be easier for consumers to take an action (decision), because one of the most important factors in consumer decision is the opinion of others, such as family or friends (Moriarty, 2011, p. 360-361).

## **2. Material and Methods**

### **2.1. Referrals Research**

Its an interesting study to understand the contemporary advertising strategies in integrating social media, especially in building the image of Aprilia Sarah as part of teaser-ad re-launching Bask Cologne advertising strategy. How Bask Cologne ad teaser presence through social media impact of advertising messages on audiences (consumers). From the pattern and the way society communicates changes disclosed above, there is a purpose why manufacturers of Bask Cologne utilize social media in spreading its teaser ad. From the presentation gives an overview for researchers to formulate research questions: What is the role of social media to build an image of figure Sarah Aprilia as part of advertising strategy in re-launching of the Bask Cologne product?

### **2.2. Advertising**

As expressed by Budiman Hakim, video Sarah Aprilia 'Beautiful Private Teacher' is a teaser ad, or in simple terms is an advertising inserts (opening) before the main product or advertising launch (introduced). Sandra Moriarty in her book Advertising (2011), says that advertising is a complex form of communication that operates to pursue goals and use strategies to influence the thoughts, feelings, and actions of consumers. Advertising is a type of marketing communication, which is a general term that refers to all forms of communication techniques are used marketers to reach consumers and deliver product (brand) message. The creation of the message and send it to people and hope that people will react in a certain way is the basic workings of the advertising (Moriarty, 2011, h.6-8). Information technology or the Internet created new targets (communities) and now ads can be customized to individual consumers. Customization is growing and will therefore increasingly important to identify the target audience and create ads that target individual needs. Because since the initial advertising definition includes advertising is the assumption that one-way communication from the advertiser to the consumer (Moriarty, 2011, h.29). But this started to change since the 21st century, consumers are becoming more frequent interaction via the internet (social networking), and use it to obtain specific product information.

### **2.3 Advertising Strategies**

Advertising strategy aimed at generating the impact of advertising on the message recipient, which is how they respond to the message. There is various types of strategies used in generating the impact of advertising messages such as AIDA (Attention, Interest, Desire and

Action), Think / Feel / Do which was introduced by FCB (1970) or latest model Facet Model of Effect, all based on the data in can from the marketing brief, including:

1. Brand

An explanation of whether the brand is a brand new or old brand that has long existed in the market.

2. Product knowledge

A brief description of the features contained in the product.

3. Differentiation

The advantages that differentiate it from competitors.

4. Target audience

That segmentation is meant by a product to be advertised. Which group will be the target market of the product. By knowing the target audience, we can understand how they think, act, and behave.

5. Competitors

What products become competitors of the product to be advertised. From there it can be seen what are the advantages and disadvantages of the product to be advertised and competitor products. can also see what the latest ad from the competitor

From that we can translated the data into a creative brief that aims to bridge between strategy and creative advertising, that will be built by the creative team. The creative brief is a summary of the present situation, competition, market conditions and media considerations, which will be used by the creative team and the media in determining the big ideas that will translate in a keyword and keyvisual (Wirasari, 2008). The creative brief into a life strategy and provide important insights for the creative team to set strategy and define the main idea of the sales, which will be the central theme of the advertising campaign.

Sandra Moriarty offers a new approach called Facet Model of Effect, according to her effective advertising will generate six types of consumer response, namely: (1) hear / see, (2) feeling, (3) thinking / understanding, (4) trust, (5) connected, and (6) act / doing. This model does not emphasize the process of linear or predictable, the effect are more comprehensive, which together form the consumers responses to advertising messages (Moriarty. 2011: 133). In her explanation of this effect is the sixth facet (shiny surfaces such as crystals or diamonds) are jointly build consumer response to advertising messages. Because the effect is holistic there is no part of either the media or strategy, which does not function (useful). All integrated in a unified campaign to build a perception, or by Preston referred to as "the integrated perception " (Moriarty. 2011: 133).

## 2.4. Media

The key element of the relationship between representation, advertising, and social media is a media presence as an intermediary, it is important to understand the role of the media in this study. Quoted from thesis work Riksa Belasunda (2012) "medium" comes from the Latin "medius" which means the middle, intermediate or introduction. The plural of medium is media. Through the medium of this is an idea, and the message is delivered. In system of sign, medium is a tool when it run its bound by the rules that have been approved by all the communities who use the system (2012: 19). Along the science of advertising, the media is the communication channels that carry messages from the advertiser to the audience (Moriarty, 2011: 20). However,

related to this study, the opposite of the Internet load response of audiences to advertisers. In understanding the media, is expected to help reveal the role of the Internet as a messenger.

#### **2.4.1. Social Media**

Until now there is no standard definition of social media. Citing the words Turnomo Rahardo from the book *Communications 2.0*, social media such as Facebook and twitter is a media network that allows people to talk, participate, share and create online networks (2011, h.14). Simple definitively explain social media is a media networking using the internet as a base, where users can easily participate, share information, deliver a message, make comments on the input of the message he or her wrote on, and so on. And all this is done without the barriers of distance with a very fast time. Rhenald Kasali in his book entitled *Cracking Zone* (2011) reveal the perpetrators of social networking with each other to form an opinion, express themselves, find friends, sharing information daily events, recommending products or services that they use, and so forth (2011, h.38).

One very popular social networking today is Facebook. Facebook has become an effective tool for marketers and producers in identifying consumers, even used as a tool to offer their latest products. By using social networking Facebook, manufacturer or marketer can monitor the activities of their potential customers who are members of the pockets of the online community. By monitoring the activity of a group or community, the marketer or producer can capture the aspirations of potential customers associated with the advantages of the product to be marketed. Making it easier to find the message of what the right persuasion in advertising campaign on social networking.

#### **2.4.2. Social Networking**

Nicholas A. Christakis and James H. Flower (2010) explains that social networking is an organized collection of people who have two elements: people and relationships between people. But in the social networking relationship between people or bonds that form a distinctive pattern is often more important than his own people. In connection with the discussion of this research, the people who are involved in social media or the internet is often said to be the networking community. Nicholas A. Christakis and James H. Flower networking community defines as a group of people who are connected much more closely with other members, rather than with a group of people who are connected to other networks in parts (2010: 10-15).

One of interesting theory dictated by Nicholas A. Christakis and James H. Flower on the social media links, Facebook only allows people to see straight friends (one degree) and sometimes friends of friends (two degrees, through the "People You May Know"), different from other social media that opens up to 4 degrees of separation that allows foreigners to link to the user. According to Nicholas A. Christakis and James H. Flower, the feature creates a person connected with Facebook as their online life has similar form with real-world social networks (Christakis. 2010: 325-326). In relation to the power of social media influence, researchers cite rules Three Degrees of Influence (Three Degrees of Influence Rule), namely that what we do or say tends to spread throughout our network, and the impact on our friends (one degree), our friends of friends (two degrees), and friends of friends of our friends (three degrees). The effect is gradually weakened in social networks beyond the confines of the three degrees of separation (2010: 32-33). That is what is expressed by one of our friends in social media will affect us (one

degree), then we'll pass it (because of the nature of social media) and influence of our friends (one degree), and so on.

## **2.5. Imagology**

Imagology is the science of the image or images, as well as the role of imaging technology (media) in shape. The formation of the image or images is highly influenced by the media or a cutting-edge technology such as the internet, television, virtual reality, world objects, and acknowledge everyone today relies heavily on the world of images that build (Piliang. 2011: 319). In imagology certain images used to create the image of a reality, that at some point he is regarded as reality itself. In the case of Sarah Aprilia figure, the images presented in various media in the form of photography, video (gestures), good narration in the video, as well as those present in the social networking at some point to form the reality of the existence of the figures. The use of social media has seen a very large role in shaping the reality of her figure this Aprilia.

Image or image is something that can be captured perceptually, but does not have a substantial existence (Piliang, 2011: 20). Of the five levels of the image presented by Thomas WJ Mitchel graphic image has an important role in establishing the reality of the Internet media. Graphic image is the image formed by the visual elements of concrete in space and time (line, form, shape, color, and texture), such as drawing, sculpture, architecture.

## **2.6. Procedure**

Most of the data obtained, especially the object of research, in this study comes from the internet. In addition to the campaign activity conducted in the internet network, the actual discussion of the campaign almost entirely in cyberspace. In addition to the object of research, literature sources utilized in this study largely been no more than 5 years ago. Researchers understand the movement in the world of internet is very fast, because the phenomenon is hard to find on the campaign form today's latest campaign, the researchers decided to ignore the research distance to the object under study is more than two years. Campaign Sarah Aprilia 'Beautiful Private Theacher' implemented in late 2009, with duration of about 3 months of the campaign.

## **2.7. Analysis**

In this study, researchers used the descriptive method, which has the goal describe systematically the facts or a particular field with factual and accurate through thorough observation, in addition to researchers analyzing qualitative analysis method. Qualitative analysis is used to provide an overview of the role of the media in creating social networks and strengthen the image of Sarah Aprilia in the online advertising campaign launches perfume products Bask. And how the campaign can deliver advertising messages to the target audience according to the advertising strategy.

## **3.Results**

As mentioned above where Sarah Aprilia in social media is the result of the imaging information technology. The power of internet media that combine (integrate) different types of medium that has existed in a new medium, or disclosed by Sandra Moriarty has the combined properties of conventional media. In line with what is expressed by Piliang that images have

properties framing, which took most of the needs and eliminate the others. So what is captured by the viewers is the reality of the virtual and the most desirable, regardless of the actual reality. In this case the presence of Sarah Aprilia in the frame so that the figure who actually lost (discarded), in the end viewers assume that Sarah Aprilia is a real figure.

But before much understand how reality that emerged from the first sequence let us bring advertisers purposes Aprilia Sarah representation of this figure. As disclosed Audya Bhishma Mens Division Product Manager Mustika Ratu in the press release on the launch of the product Bask Cologne for Men, own goal is to raise brand awareness of Basque perfume for Men, the audience targeting is young men. In accordance with the strategy in advertising awareness (consciousness) is for the purpose of advertising a new product with a high level (Moriarty, 2011: 136). This can be done in addition to the high frequency of the use of the media and also with a unique way (fresh), or is said by Bhishma Audya as unconventional campaign. And this awarness in the facet models of effect on the perception entry. The presence of Sarah Aprilia when connected with the goal of awareness is a real attention getter target audience being targeted by Bask Cologne, namely young men. In developmental psychology, adult (boys) is the formation of personal and economic independence, future career development, and for many, the selection of future partner, learn to live with someone familiar, starting a family and raising children ([www.psikologi-zone.com](http://www.psikologi-zone.com)). So the presence of the figure of a beautiful woman, smart and mature to attract the attention of young people in the development phase.

Connectedness with social media, as described above, that the power of social media has such influence in the real world, or is termed by Nicholas A. Christakis and James H. Flower Three Degrees of Influence rules. With the ability to construct a visual image of the form of the movements of the video on Youtube, active conversation on Facebook and Twitter so that real existence as Sarah Aprilia, everyone who believed in the figure of Sarah Aprilia would recommend it to a friend or relative. And the influence of the degree of power to his will recommend it again to his friends (two degrees), but if he plays an active role recommend it, not just men-like or just look at, then the power of influence will again be one degree, and so on. You can imagine the strength of the influence of social media on the understanding (perception) a distributed information in the network. This at least can give an idea of how the figure of Sarah Aprilia looks real though because of the power of social media.

Related to imagology, certain images are used to create images of a reality, that at some point he is regarded as reality itself. In the case of Sarah Aprilia figure, the images presented in various media in the form of photography, video (gestures), good narration in the video, as well as those present in the social networking at some point to form the reality of the existence of the figures. The use of social media has seen a very large role in shaping the reality of her figure this Aprilia. As has been described above, social media makes viewers emotionally involved with the figure of Sarah Aprilia. In the study of Social Psychology, individuals involved emotionally thinking reduced power state or the presence of obstacles in thinking, so they are easy to suggestion. Suggestion is a process by which an individual receives a vision or a way of guidelines behavior of others without criticism beforehand (Gerungan, 2004, pp: 65-69). In the end, the brand owner or creator of this campaign easily include a persuasive message that prospective customers want or try the products offered. Borrowing a statement Martin Lindstrom in his book *Buyology* (2011) which says that the purchase decision, especially branded products, generally based on the emotional mind (2011, p. 22). It can be assumed that social media is an

ideal place to broadcast the reality because it involves emotional mind, which in turn can be used to immerse the brand message in the mind of the consumer.

The presence of Sarah Aprilia re-launching Perfume Bask in the campaign became a major review in this study. What about when a female figure used as a magnet to attract the attention of the target audience is actually male (boys). As expressed by Piliang in the book 'Folded World' women's bodies become commodities, meta commodity once, namely commodity used to sell (communicating) other commodities, through physical potential, signs and libido (2011, p: 291 ). Sarah Aprilia appearance in the campaign clearly shows how where potential physical (body) used Bask Cologne to attract the attention of potential consumers. Both beautiful physical appearance, gestures on video tape, flown hair on a poster, and the scene is open shirt at the meet and greet with Sarah Aprilia, and verbally (writing) is the title of 'Master Les Beautiful'.

Judging from the utility directly, there is no relationship between the presence of Sarah Aprilia with Basque as fragrances, body fragrances for men. But her body meta commodity Aprilia utilized in libido desire to invite young men to be close to the woman as beautiful as Sarah Aprilia. With the ingenious creator of the campaign message slip products, when the men who use perfume products Bask women will be sexually attracted. Beauty and sensuality condensed in any activity or sightings of Sarah Aprilia on any media used in the campaign. Profession tutor as a sign of intelligence combined with the sensuality and beauty provide a challenge for any man to approach him. Imagery intelligence, as a tutor, adding value to the product itself Bask as the product is consumed for educated people.

#### **4. Conclusion**

From the above explanation can be drawn the conclusion that social media is a part that can not be ignored in contemporary advertising strategies. With the power of social influence media can be used, through special methods and approaches, to the maximum to improve awareness target audience. Due to the nature of the two-way communication can help create an active dialogue with potential customers, and it is believed to be a way to convey the message that the most persuasive. While the existence of Sarah Aprilia as endorsers of this campaign is positioned as the main focal target audience, namely young men. When linked with adolescent developmental psychology male (adult) is the right strategy. With a presentation technique that seems real, as well as the use of the media that are popular among the target audience for this presentation, the technique is able to convey the right message to the target. However, this conclusion needs to be further research to how accurate the message to the target audience in wandering. This is due to the distance of time research and object studied far enough to measure the movement of Internet media and changes fast enough.

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