

ABSTRACT

MARKETING PUBLIC RELATIONS ACTIVITY TO REBRANDING MIXAGRIP THROUGH COMMUTER LINE TRANSPORTATION

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As a legendary brand established since 1978, Mixagrip oftenly perceived as a less attractive old-school brand. Thus, Mixagrip has challenge to do brand image refreshment through rebranding activities. One of them is marketing public relations activity done through KRL commuter line which featured eye-catching visual design with brand color identity of Mixagrip along with supportive messages that portrayed Mixagrip's key message, "Anti Skip Hari". The purpose of this research is to know more about marketing public relations activity to rebranding mixagrip through commuter line transportation. This research used qualitative method with interview as the main source for collecting data. The researcher interviewed four informants which consists of internal team of Mixagrip and creative agency team partnered with Mixagrip to conduct the activity. The result of this research shows that marketing public relations activity to rebranding mixagrip through commuter line transportation successfully achieved the goals of recognition (increasing brand image and market share), relationship (building relations with audiences through combining emotional and functional messages), differentiation (one and only medicine brand that used commuter line branding with emotional approach), and added value (giving emotional impression as supportive figure to their audiences so they can keep being productive and never skip their day due to cold & cough).

Keywords: Marketing Public Relations Activity, Rebranding, Mixagrip, Commuter Line Transportation