

ADVERTISING CAMPAIGN STRATEGY BASED ON THE COMMUNICATION OBJECTIVE: A CASE STUDY AT TOKOBAGUS ADVERTISING CAMPAIGNS (2011-2014)

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ABSTRACT

Article focused on advertising as one of the most important parts of marketing communication in one of the online shop, TokoBagus. Advertising communicated a message from a certain brand to the target audience through a particular medium. The aim of this research was making advertising with a powerful message, so it was able to become a captain of consciousness that could play an important role in economic and social systems of modern society. Because of its potential power, the creative advertising workers had a big responsibility in their hands. It was not only to explore the creativity visually or verbally to a creative worker, but also, they should understand the purpose of communication, the communication strategy, and the creative strategy. In this case, TokoBagus run this in making advertisement campaign to promote its brand. The method used in this research was the qualitative method and inductive model. Data were collected through an interview, literature, and visual data. Those collected data were analyzed using a qualitative-verify strategy and case study method. The case study was Toko Bagus advertising campaign from the year 2011 to the year 2014 when finally its name changes into OLX. It finds that the advertisements only become beautiful works of art, but it does not solve the problem of the brand. Therefore, this research is important to document the communication strategy and the creative strategy of an advertising campaign so it can be a reference for a young designers or students.

Keywords: *advertising strategy, campaign strategy, communication objective, creative communication*

INTRODUCTION

Indonesian people especially the ones who live in the urban area are exposed to hundreds or even thousands of advertisement in just one day through media. Consciously or unconsciously, advertising has become an inseparable part of people's daily life. An advertisement can make people laugh, cry, feel annoyed, feel offended, rethink, change their mind or even do actions. Even if the qualities of the products/services are excellent, if not well communicated, people will not be motivated to buy them. That is why Widyatama (2005) said that advertisement can become the captain of consciousness that plays a significant role in economic and social systems of modern society.

Considering the big influence of an advertisement, the responsibilities of creative workers as a frontline in the making of an advertisement are very heavy. In order to achieve the advertisement objective, the creative workers do not only have to be creative in exploring visual or verbal elements, in the advertising agency, they also must understand communication strategy. The creative teams are not working alone. There is a team called strategic planner or account planner that gathers all of those related data from various kinds of researches and formulates it into a creative brief. What the creative teams have to do is having a deep understanding of the creative brief and explore it into a relevant to say it and package it into a simple but interesting advertisement that target audience can relate and remember. Unfortunately, in reality, many design students and young designers, who work as a

creative team in advertising agency do not realize the important of understanding the communication strategy before designing. They are too absorbed in exploring the visual form and often forget the objective and the communication strategy. As the result, their advertisement just becomes a beautiful artwork but doesn't solve the problem and doesn't achieve the advertising objective.

Therefore, this research is conducted to document the advertising campaign strategy based on the communication objective and analyze the creative advertisement strategy based on the communication strategy to achieve the communication objective. In detail, this research will analyze: (1) How to design the effective and relevant communication strategies? (2) How to plan the creative strategy for an advertisement campaign based on the communication strategy?

METHODS

The research is based on the qualitative method and inductive model. Burhan Bungin (2007) said that inductive model uses a collected data as a starting point to do the research. The data is collected through an interview method (with Mr. Michael, senior art director Pantarei communication), literature method, and visual data method. Those collected data is analyzed using a qualitative-verificative strategy and case study method. The case study is Toko Bagus advertising campaign from the year 2011 to the year 2014 when finally its name changes into OLX.

The theory that used to analyze the data is the theory of communication strategies that refers to The Advertising Concept Book 2nd Book and Strategic Thinking for Advertising Creatives. According to Barry (2012), each campaign comes from a concept or idea, which comes from a strategy. The strategy is a summation, progression, reflection, and expression of the strategy statement. In other words, the strategy is an approach that based on market research and insights as to how product or service will be positioned or repositioned. It is the thinking that comes from the idea/ concept.

Each advertising agency has a different creative brief format, but Taylor (2013) said that there are the basic formulations for every creative brief format. Those basic formulations are described in these questions: (1) Products/services: What specifically or clearly sold by the advertisement? (2) Objective: What should be achieved through this advertisement? (3) Target market: Who are the primary target audience of this advertisement? (4) Strategy: How does this advertisement meet the objective? (5) Proposition: What hook that can attract the target audience? (6) Support: Why is your product or service attractive to the target market? (7) Competitors: Who are fighting to grab the attention of target audiences in this area? (8) Mandatory elements: What should be featured in the advertisement? (9) Tone of voice: describe the character of the campaign – in three adjectives (maximum). (10) The consumer's desired response: What is expectation from the target audience to be done, thought, and felt through the advertisement? (11) Media: When and where the advertisement will be published?

RESULTS AND DISCUSSIONS

TokoBagus (2005) is a virtual marketplace or a virtual meeting point between the sellers and the buyers. The site facilitates a space to place a free advertisement. There are many kinds of product categories. TokoBagus is just a facilitator, and it does not have any responsibilities for the sellers, buyers, and the products. The transactions are conducted between the seller and the buyers themselves without interference from TokoBagus. In 2014, TokoBagus changed its name into OLX.co.id.

TokoBagus was established since 2005, but it never really advertises its brand until early 2011. In the span of 2005-2010, TokoBagus only promoted its service through word of mouth in various forums. This word of mouth promotion was presumably less effective because the brand awareness was still low at that time. The marketplace concept was relatively new in Indonesia, so people had not understood the concept yet. It needed more reinforcement to raise people's awareness about the concept of the marketplace that TokoBagus offered.

In early 2011, the first TokoBagus advertising campaign released. It was designed by an advertising agency called Pantarei Communication. Based on the research, many Indonesian people have a willingness to sell or buy things online, but they still think it is difficult. Meanwhile, TokoBagus is a solution that allows them to sell or buy things online easily. By connecting the two facts, TokoBagus can be a solution that people need. Therefore, the objective of the first TokoBagus advertising campaign was introducing the concept of an easy marketplace called TokoBagus. This campaign made the awareness increasing, and so was the site traffic and at the end, the value of the site was automatically increasing. The target market is all Indonesian people who are internet users (men, women, SES A, B, C, living in urban and suburban). The target market can be categorized into two groups; they are the seller and the buyer.

The first step of TokoBagus advertising campaign was releasing a thematic campaign to communicate the brand personality and explain the concept of the marketplace. The purpose of a thematic campaign was showing off its brand personality, smartening it to make it look attractive so that the target audience will fall in love. The proposition was *TokoBagus a solution to buy and sell stuff online free*. After the thematic campaign, the brand awareness was raising, so the next step was releasing a tactical advertising campaign. The objective of this tactical campaign was persuading people to try using TokoBagus to sell and buy stuff. It emphasized the call to action.

For the thematic campaign, to strengthen the message, some mandatory must be considered: (1) Capturing TokoBagus site in the smartphone and desktop as an explanation that the site can be accessed via both of the devices. (2) Using a middle-end smartphone to symbolize that TokoBagus could be easily accessed from any smartphone. (3) Showing a handshake between the seller and the buyer as a symbol that the transactions occurred directly between themselves. (4) Featuring a variety of product categories that were traded in TokoBagus to describe that *you can find anything in TokoBagus*. (5) Displaying the TokoBagus logo along the advertisement to strengthen the brand and the website address. According to Romaniuk (2012), one of the important aspects of television commercials is meeting *the need for the viewer to identify the brand being advertised*.

The tones of voices were: (1) Down to earth (capturing daily life), so the target audience could easily relate with the advertisement. (2) Light-hearted, so that either the sellers or the buyers felt that using TokoBagus was very easy. (3) Fun so that the target audience could enjoy the advertisement.

The media partners of this campaign were the television commercial (TVC), video on Youtube, web banners, and flyers/brochures. Youtube and web banner were very effective in this campaign because the target audience was the Internet users. While television commercial, Romaniuk (2012) stated that countless studies have shown that television remains the best medium to reach a wide audience quickly intervening. Besides that, the supporting media was flyer and brochure because it is less expensive. This advertising campaign did not use the other printed media such as magazine or newspaper because most of the target audience did not read those media anymore.

The desired response that was expected for the thematic campaign was the target audience would aware of TokoBagus brand and understand the concept of the marketplace. Meanwhile for the tactical campaign, the desired response expected was the target audience would try to sell and buy stuffs in TokoBagus.

For the thematic campaign, there is only one version of video. Because of that, it must display various categories of goods that could be sold or bought in TokoBagus and attracted both genders of the target audience, male and female. For the tactical campaign, there are three versions of videos: (1) Electronic version; it was represented by smartphones to capture the attention of men. (2) Fashion version; it was represented by bags to capture the attention of women. (3) Automotive version as the category that TokoBagus wanted to boost the sale.

A thematic television commercial told a story about a marketplace with various categories of goods that can be bought or sold where the sellers and the buyers conduct the transaction by themselves directly. The ending scene showed that the marketplace was a website called TokoBagus that accessed through a computer. The strategy and the creative approaches are analogy and demonstration. This commercial can be seen in Figure 1:



Figure 1 TokoBagus Thematic Television Commercial Street Sale
(Source: Pantarei Communication)

While, the tactical television commercial automotive version can be seen at Figure 2 told a story about a comparison between two situations shown in the split window. The left window showed a family rode a motorcycle. Because of the number of the family member, they needed a car. The right window showed a person rode a car but he is more comfortable to ride a motorcycle. Because of TokoBagus, both of them met and made the trade transaction. The family bought the car, and the person bought the motorcycle. The creative approach is the comparison, which compared two situations that could form a mutualism symbiotic.



Figure 2 TokoBagus the Tactical Television Commercial Automotive Version
(Source: Pantarei Communication)

This Eid advertising campaign had different objective than the early 2011 campaign. The change happened because of the awareness of TokoBagus brand and the marketplace concept increased but the target market had not participated as the sellers yet. Therefore this advertising campaign was giving an idea to the target market that TokoBagus could be an alternative source to make some money. The objective was giving an inspiration that not only a trader but also any people could be a seller in TokoBagus as their additional income.

The proposition was the alternative source to make some money. This strategy is fit for Eid season because there is an urgency to get some money to celebrate *lebaran* together with the family in the hometown. In order to build a consistent brand character, the tones of voices were still the same as the campaign before. The media also had not changed. The desired response was people got an idea to make fast additional money by selling goods in TokoBagus. The creative strategy was giving advice, where this advertisement gave an advice on how to make alternative money. The video in Figure 3 showed Agus had a difficulty to come to his hometown. Agus was advised to sell his unused things in his warehouse at TokoBagus. Because of that, Agus got some money to celebrate *lebaran* at his hometown.



Figure 3 TokoBagus Eid Television Commercial 2011
(Source: Pantarei Communication)

This campaign was a continuation of 2011 Eid campaign. TokoBagus launched tactical advertising that divided into two categories for sellers and buyers. It is divided into two categories because an efficient advertising should only contain a single message. Meanwhile, the message TokoBagus wanted to communicate with the sellers and the buyers are different.

The objective for the tactical advertising for the seller was quite the same as the Eid campaign, but it emphasized on the fast process of getting money and the wide scope of buyers. The proposition was the express alternative source of income. The desired response was people get an idea to get an express additional income through becoming a seller at TokoBagus. The mandatory were still the same like 2011 Eid campaign. The tones of voices were also still the same, but the daily situation settings were replaced with the white background, following the tactical advertisement for the buyer's style. There were three series of videos; automotive as the category that TokoBagus wanted to boost the sale, men's goods, and women's goods. The creative strategy was the demonstration that showed the process of buying and selling in TokoBagus. The creative approach was the exaggeration of the express keyword. All of the series had similarities in the cinematography, plot, and narration. The plot for the automotive version was showing an express process of selling and buying the car.

The objective of the tactical advertising for the buyers was the buyers could get whatever they wanted in TokoBagus. The proposition was one stop shopping. The desired response was people

looked for what they wanted in TokoBagus. The mandatory were still the same. The tones of voices were still the same as the previous campaign, but the setting used was a white background to emphasize the diversity of the products/services sold in TokoBagus. Seven series were featuring the different categories of products/services; they are camping equipment, fashion, property, automotive, furniture, services, and fashion accessories. The creative strategy was the demonstration, where it showed many kinds of products/services sold. The creative approach was the exaggeration. All of the series had similarities in the cinematography, the plot, and the voice over/narration. Each of the series had two versions of duration, 15 seconds and 30 seconds. Both of the versions had the same message but only shortened. The storyline for the fashion version of Figure 4 was showing a family that each member had a different preference of fashion style. They argued in choosing a costume for a family photo. Each of their fashion preferences could be found at TokoBagus.



Figure 4 TokoBagus Tactical Television Commercial about Fashion in Early 2012
(Source: Pantarei Communication)

While for Eid 2012, TokoBagus didn't issue a new advertising campaign, but only replayed the old Eid television commercial/YouTube video from 2011 that was still relevant.

At the end of 2012, TokoBagus launched a new advertising campaign focused on embracing people to become the sellers on its site. It is because based on the research, the number of the prospective buyers had been increasing, but the items sold were still limited compared to the demand. Because it is still relevant to the objective, the proposition was the same like the previous campaign in early 2012, express source to make alternative money. The emphasized keyword was express. It also conveyed the message that TokoBagus had a wide range of the buyers. The mandatory were still the same but emphasized on the how to sell goods at TokoBagus. Based on the research, many people had not known that selling goods at TokoBagus was very easy. The desired response was people had an idea to make some express alternative income by selling goods at TokoBagus. The media and tone of voices were still the same as the previous campaign. The settings were daily life situations. There were four series of it; they are automotive, automotive, gadgets/electronics, women accessories.

The creative strategy was the demonstration, where it showed how to sell goods at TokoBagus. The creative approach was the exaggeration, focusing on the express keyword. The storyline for gadget version in Figure 5 showed men sold his smartphone via TokoBagus. Instantly, a man dressed as a ballerina appeared to buy his smartphone. The transaction was done so fast. The absurd buyer was designed to build the fun tone of voice and to represent the message that TokoBagus has a wide range of buyers. Figure 5 is the example of advertisement in 2012.



Figure 5 TokoBagus Tactical Television Commercial *Gadget* at the end 2012
 (Source: Pantarei Communication)

The objective of the campaign was still the same like the previous one. The objective was to persuade more people to become a seller at TokoBagus. Based on the research, many people felt that they did not have any goods for sale. TokoBagus gave the inspirations that everyone could be a seller. Certainly, everyone had some unused goods in the house, and it can be sold. Besides that, the proposition was an alternative source to make some money by selling your unused goods. It emphasized on utilizing the unused goods. The tones of voices, mandatories and media were still the same like the previous campaign. The desired response was utilizing the unused goods to make some money by selling them at TokoBagus. This time, the versions were the couple, men, and women. Besides that, the creative strategy was the exaggeration. The storyline for the couple version was a couple bought a crib, but because of there were too many unused stuff in their house, there is no place to put the crib. TokoBagus had a perfect solution for them; sold the unused stuff.

This campaign resembled the previous Eid campaign in 2011. The difference was it emphasized on selling your *unused goods* to make some money, rather than selling your goods to make some money. The desired response was people sold their unused goods at TokoBagus to make some money, so they can celebrate Eid in their hometown.

The storyline in Figure 6 illustrated a father that had a financial difficulty to celebrate Eid. He got an idea to sell his unused stuffs at TokoBagus. Because of that, he was able to buy tickets for the whole family to come to their hometown.



Figure 6 TokoBagus Eid Television Commercial 2013
 (Source: Pantarei Communication)

In the middle of 2013, TokoBagus launched a mobile application. To inform that, TokoBagus issued a new tactical television commercial. The proposition was TokoBagus mobile application facilitates an easier way to buy and sell goods. The mandatory were middle range smartphones as a representation that the application is compatible with any smartphones, how to use the application, and logo. The tone of voices was direct and simple because this advertisement was launched while the other TokoBagus advertisement was still running. Therefore, the new message was conveyed as simple and clear as possible to avoid the confusion. The desired response was people download and use the application. The creative strategy was a demonstration. The setting was only a white background so the message can be delivered more focused and clear. There were four versions: 1 version for the buyer, three versions for the seller. It can be seen in Figure 7.



Figure 7 TokoBagus Mobile Application Commercial
(Source: Pantarei Communication)

Overall, this campaign was similar to the previous campaign in early 2013. TokoBagus only renewed the creative execution, so the advertisement felt fresh. Three versions categorized based on the target market; couple, men, women. The storyline for couple version in Figure 8 was a father helped his son changing clothes. The mother that had just come home from shopping was shocked because her son wore his old baby clothes. It turned out that the father took the wrong clothes because the mother still kept the unused clothes in the drawer. TokoBagus gave them an idea to sell the unused clothes through its site.



Figure 8 TokoBagus Television Commercial Outgrown at the End of 2013
(Source: Pantarei Communication)

In 2014, TokoBagus changed into OLX.com. There is nothing changed, except the name, the site address, and the logo. In communicating the changing; a new advertising campaign was launched. There were some strategies to make the changing run smooth. First, in early 2014 TokoBagus released an advertising campaign. The objective was focusing on making people aware that they had many unused goods. Based on the research, people had already aware that they could make some money by selling unused goods in TokoBagus. However, the problem was people had not aware yet that they had a lot of unused goods that could be sold in their house. Therefore, the desired response was people looked over their house, rethought which was categorized into unused goods and sold it in TokoBagus. The target market was all internet users in Indonesia. The proposition was an alternative source to make some money by selling unused goods that everyone must certainly have. The media was similar to the previous campaign. The tones of voices were down to earth so that the target audience easily felt related, light-hearted, and fun. This advertising campaign used an ambassador, an artist named Steny Agustaf because the ambassador represented its brand. When TokoBagus changed its name into OLX, its still used the same ambassador to make people would easily relate TokoBagus with OLX. There were three versions of television commercials: women version, men version, and children version to represent the family. Each of the versions was made into 30 and 15 seconds long. The storyline for the children version can be seen in Figure 9.



Figure 9 The Last TokoBagus Television Commercial 2014
(Source: Pantarei Communication)

This version of television commercial line story was Steny suddenly appeared in front of a child who was playing at home. Steny asked if there are any unused goods at his home. The little boy started to look and found many unused goods. Steny explained that as the child did if the target audience started to look around their house, they would find many unused goods that can be sold at TokoBagus.

The next step was TokoBagus launched a tactical television commercial/Youtube video to inform the changing into OLX.co.id. This advertisement also used StenyAgustaf as the ambassador. The tones of voice were direct, simple, and friendly. The desired response was people would say aware that TokoBagus changed into OLX.com, but that changing did not change anything, except the brand name and the site address. In focusing the message, the creative execution is made as simple as possible with a white background setting that can be seen in Figure 10.



Figure 10 the Name Changing Announcement Television Commercial 2014
(Source: Pantarei Communication)

OLX.co.id launched television commercials/ Youtube video that looked exactly like the TokoBagus television commercial, but the brand name had already changed into OLX.co.id. This version can be seen in Figure 11.



Figure 11 the First OXL Television Commercial 2014
(Source: Pantarei Communication)

Through this strategy, hopefully, the target market could accept the transition from TokoBagus into OLX.co.id easily.

From the beginning until 2014, TokoBagus advertising campaign strategies have kept evolving. Early 2011, people's awareness of the concept of marketplace and TokoBagus brand was still low. Therefore, the objective of the thematic television commercial/ Youtube video was introducing the concept of the marketplace and increasing people's awareness on its brand. The objective of the tactical television commercial/ Youtube video was encouraging people to sell and buy stuff in TokoBagus. Besides that, the number of the sellers needed to be improved. During Eid 2011, TokoBagus launched an advertising campaign that inspired people who usually needed money to come back to their hometown when Eid. They could get an alternative income by selling their stuff in TokoBagus to make it happen. TokoBagus was positioned as an alternative source of income.

Early 2012, TokoBagus launched campaign series for two different target markets for seller and buyer. The advertisement for the sellers still used the same theme as Eid 2011 campaign, but the context was more general and tactical. The advertisement for the buyers emphasized on the variety of goods that sold in TokoBagus. For the Eid 2012 advertising campaign, TokoBagus did not launch a new campaign and used the old one.

Based on the research, at the end of 2012, the numbers of the prospective buyers were increasing, but the number of sellers had not met the expectations. Therefore, this campaign focused on the sellers. The theme was still the same as the previous campaign for the sellers at early 2012. It was same as with previous year, and TokoBagus still focused on increasing the numbers of the sellers at early 2013. Based on the research, people had already known TokoBagus as an alternative source of income, but they did not try it. It because of they did not have anything that could be sold. Therefore, TokoBagus gave inspiration to people that they could sell their unused goods. Continued the early 2013 campaign, the Eid campaign on 2013 had the same message to sell your unused goods at TokoBagus as an alternative source of income.

At 2013, TokoBagus launched a mobile application. A new advertisement issued to inform the mobile application that made the transaction in TokoBagus easier. While in 2014, TokoBagus changed its name into OLX. In informing the changing smoothly, TokoBagus launched three phases of the advertising campaign. The first phase was launching TokoBagus television commercial with Steny Agustaf as brand ambassador. The message was still the same as the previous campaign to ask people in looking all around their house, utilizing their unused goods and selling them in TokoBagus. The second phase was launching a television commercial where StenyAgustaf as brand ambassador announced the brand name was changing. The third phase was launching the same television commercial as the first phase television commercial, but all the brand name and website address had already changed into OLX.co.id. It concluded that TokoBagus communication strategies keep evolving because of the changing of the business objective, and the market situation.

Throughout four years of TokoBagus advertising campaign, the tones of voices were very consistent. There were three categories of voice tones based on the communication objective; (1) Down to earth, light-hearted, and fun. These tones of voices were used for the majority of TokoBagus advertising campaign. (2) Direct and simple. These tones of voices were used for the tactical advertisement that informed anything related to the changing of the business. (3) Down to earth, serious, and emotional. These tones of voices were used for the advertisement that wanted to gain people's empathy.

There were not any specific guidelines for the creative strategies and approaches. It depended on the campaign objective, the proposition that should be communicated, and the desired response. There were also some mandatory that needed to be paid attention so that it could meet the campaign objective.

CONCLUSIONS

The communication strategy will keep evolving based on the changing of the business and the market situation. There are so many factors that needed to be considered while designing a relevant and effective communication strategy for an advertising campaign. Some of them are; (1) A thorough knowledge about the brand (USP/unique selling proposition, ESP/emotional selling proposition, brand character). (2) The brand perception in the target market's mind. For the example: how is the brand awareness or any misperception about the brand. (3) The second point above is the basis for determining the campaign objective. (4) A thorough knowledge about the target market profile (demography, psychology). (5) The fourth point is the basis for determining the relevant and effective media for the advertising campaign. (6) Target market insight. (7) The sixth point is one of the most important bases for determining the proposition. (8) Competitor's advertising campaign. (9) A thorough knowledge of the brand and target market is the basis for determining the tone of voices.

In general, every brand has its particular tone of voices. The creative strategy and approach must be relevant to the communication strategy. The important thing is the creative execution should communicate the proposition to achieve the advertising objective.

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