

# **PROMOTION STRATEGY OF CLOTHING BRAND COTTON BUTTON**

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**Abstract** *Cotton Button, is a children's clothing brand in South Tangerang has been established since 2014, which was born from the idea of a mother of two children who have experience in choosing fabrics on children's clothing. Cotton Button focuses on children's comfort and naturalness offered from organic cotton fabrics. Organic cotton fabric is a cloth derived from natural cotton seeds that are not modified, also planted without using pesticides both in plants and in their planting fields. Cotton Button's has been promoting, but based on the data obtained, the promotions carried out have not been able to increase audience awareness of Cotton Button products. This caused a decline in sales in the city of Bandung. In connection with this phenomenon, the design of the Cotton Button clothing brand was designed.*

**Keywords** strategy, promotion, brand

## **1. Introduction**

Cotton Button previously promoted via social media, Instagram. But the lack of information conveyed and monotonous promotions had an impact on consumers' ignorance of the Cotton Button's clothing brand and a decrease in brand awareness which caused a decline in sales in the city of Bandung. Based on preliminary research on 30 respondents according to age grouping according to Cotton Button's target audience, it can be concluded that many do not know Cotton Button is a children's clothing brand that uses organic cotton fabric. The respondents also did not know the information about Cotton Button which was delivered through Instagram social media.

According to sales data owned by the Cotton Button clothing brand, there was a decrease in the number of products sold in the city of Bandung and a decrease in the community's response to the products promoted in the period January - July 2018. This is evidenced from the remaining product data in the remaining months more than sold. By using an inventory level comparison theory that compares between products sold (sales) and products that are not sold (stock) can be found that the number of unsold products (stock) reaches 291 of the 500 products produced each month.

Based on this phenomenon, the lack of awareness of the target audience caused a decline in sales of products from

Cotton Button in the city of Bandung according to statistics on sales data every month. In addition, the visualization of the promotional design that Cotton Button has done has not described the information from the superiority of products that are comfortable, soft and organic is one of the causes of the lack of awareness of the target audience of Cotton Button. So the author raised the Design of Cotton Button Promotion as the theme for completing the final task. This research will design the promotion of children's clothing products from the Cotton Button clothing brand by means of promotions that are integrated and in accordance with the characteristics of the target audience. With the promotion of this Cotton Button, it is expected that the target audience will be aware of the brand of Cotton Button and have an impact on increasing sales of Cotton Button products in the city of Bandung.

From those background the research question is how the promotion strategy for Cotton Button and how the design for the promotion?

## **2. Theory**

Promotion strategy is planning for good implementation of promotional components or commonly called promotion mix. Each component in the promotion mix is considered a marketing communication tool that has an important role in promotion (Morissan, 2010: 170), namely;

Direct Marketing is a promotional mix that uses direct channels to reach and meet consumers without intermediar-

ies in offering goods or services to the target audience (Morissan, 2010: 185). Direct marketing can also be interpreted as an attempt by the company to directly communicate with the target in the hope of generating responses from the target. In addition, the advantage of direct marketing is that it can provide experience to the target audience regarding the products and services offered by the company.

Brand Awareness is a person's ability to be able to recognize without help and recall a brand that is part of a particular product category (Kertamukti, 2015: 95). If a prospective buyer can mention a brand name that can meet their needs at that time without assistance from other parties, then the brand has achieved brand awareness. But conversely if a brand does not imprint on someone's mind, then the brand has not reached brand awareness.

Media strategy is a way of trying to get determined media goals (Kertamukti, 2015: 167). A well-designed media strategy can produce more effective communication delivery so that the information or message delivered gets more attention from the target audience (Morissan, 2010: 177).

### 2.1. Research Methodology

Qualitative research is a process of naturalistic inquiry that seeks in-depth understanding of social phenomena within their natural setting. It focuses on the "why" rather than the "what" of social phenomena and relies on the direct experiences of human beings as meaning-making agents in their every day lives (Sugiyono, 2012:34)

Advertising world is currently growing rapidly, many advertisers are marketing various creative strategies in conventional and digital media (Wirasari, 2018:1). In designing the promotion of Cotton Button's clothing brand, the author devised a promotional strategy aimed at increasing the brand awareness of the target audience of Cotton Button. With the hope that the attitude and behavior of the buyer can change according to what the producer wants, the audience who initially did not know eventually become customers and remember the brand of Cotton Button. The author uses an integrated promotional strategy between several elements of the promotional mix, namely Direct Marketing and Advertising. Combining several promotional mix components into one whole that can support each other in achieving the goals of designing the Cotton Button clothing brand promotion, which is to increase brand awareness.

## 3. Discussions

Direct marketing in the form of large scale workshops will be used as the main media in this design with the aim of giving the target audience a touching experience directly the softness and quality of the products of the Cotton Button product. So with this experience, the target audience will remember

and brand awareness will be achieved. The workshop has a training theme for buttoning and folding clothes for children and education to recognize signs of skin irritation in children for parents. Children will be trained to fasten and fold their own clothes with parents as supporters in the workshop. While parents get new knowledge about things that are relevant to the benefits of the product, which can minimize skin irritation. Of course in the workshop there will also be direct interaction between the target audience and the product which is expected to increase brand awareness.

Meanwhile advertising can support the workshop with social media, outdoor media, and other digital media such as motion graphics which are generally placed on Instagram stories and Instagram feeds. Many ads will be placed on Instagram social media because the online store from the Cotton Button clothing brand is on an Instagram account. In addition, the advantage of advertising in mass media is its ability to get consumers' attention to be known by a wide audience.



Figure 1. Logo promotion

The concept of a logo that contains four visual elements, namely colorful, whose meaning has been described above is a universal color that can be used for boys and girls. As well as the use of pastel colors that support the shabby chic design which is the mainstay design in the Cotton Button clothing model. Then the second element is the visualization of sprinkling meises that symbolizes the playful impression so that it fits into the visual theme of playfull tidy.

The type of typography chosen is brush letters and sans sheriffs. The choice of font type has the purpose of giving a

playful impression but still neat and avoiding the stiff, neat impression. Brush style fonts describe writing written using brushes or markers. While sans serif described neatness. This type of typography adapts to the characteristics of the target audience for the child. The targeted target is middle-aged women aged 26-35 years who have children aged 3-8 years with a personality that is concerned with education and comes from the middle to upper social class.

Color selection is based on color psychology theory. The dominance of colors that are widely applied in this promotion are pastel or soft colors such as pink, light blue, bright yellow, and light green and avoid dark colors. According to psychological colors, the meaning of pink (pink) symbolizes the nature of attention. Blue symbolizes tidiness, yellow symbolizes cheerfulness and green symbolizes naturalness.



Figure 2. Poster Design

The picture above is a poster design for this promotion using flat art illustration techniques. There is also a visual photography technique for visualizing placement of children's clothing products sold by the Cotton Button clothing brand. In addition, playful layouts and soft pastel colors are also used in this poster design as a symbol of joy and tenderness / calmness.

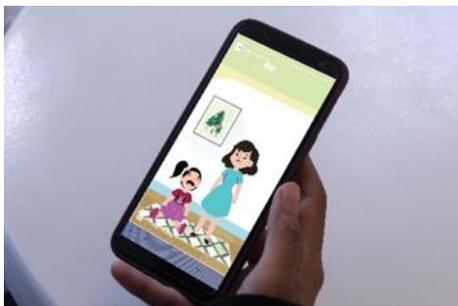


Figure 3. Motion Graphic Design

The picture above is a poster design for this promotion using flat art illustration techniques. There is also a visual photography technique for visualizing placement of children's clothing products sold by the Cotton Button clothing brand. In addition, playful layouts and soft pastel colors are also used in this poster design as a symbol of joy and tenderness / calmness.



Figure 4. Event Design

The "Effortlessly Tidy with Nature" workshop event will be held in the Cihampelas Walk courtyard. This workshop will be held on a stage in front of which there are chairs and tables to support the ease of the audience to pay attention to the programs on the stage. Then a small event desk will be placed for info and distribution of discount coupons after the event.

In the process of making mockups, the author first made a digital version using 3D software and then made using a scale material. The backdrop from the stage in the form of buttons and hanger above symbolizes the theme of the workshop itself which deals with clothes and shirt buttons. The use of pink, ash and purple is considered appropriate because it can attract attention but not too contrast with the environment around Ciwalk which is dominated by natural colors and monochrome.

## 4. Results

After going through various stages of analysis and other things that I have faced during the search and data collection process, as well as pooling collected data, the author concludes that the Cotton Button clothing brand does not emphasize its superiority as an organic children's clothing product that can minimize skin irritation in children. So that the Cotton Button clothing brand is not known by the target audience which causes a lack of brand awareness which has an impact on the decline in sales in the city of Bandung. To solve the problem that the Cotton Button clothing brand faces as the manager, it is better to emphasize product excellence and touch the emotional side of the target audience through promotion. These stages can make it easier to find what promotion strategies are appropriate for applying to the design of promotions for the Cotton Button clothing brand.

## 5. Conclusion

Through data analysis and theoretical considerations that have been collected as a reference, the promotion strategy that used ini Cotton Button are integrated promotion between direct marketing and advertising is considered the most suitable to be applied. Given the characteristics of the target audience who like to socialize and prioritize education, the media event workshop is the culmination of promotions to be held. Then advertising is an important factor in persuading the audience to come to the event through print and digital media with a variety of rational and emotional approaches. Because of that, a very big influence if the Cotton Button clothing brand can understand the deepest desires and needs of the target audience and can match it with the advantages he has. So that Cotton Button can be the answer to the needs of the target audience.

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