

MARKETING STRATEGY PROPOSAL FOR INCREASING FANS LOYALTY OF AGNES MONICA

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Abstract - Agnes Monica is a famous celebrity from Indonesia who has the quality and inspiring many young people. She is a singer, actress, presenter, and also brand endorser at once who has achieved many prestigious awards during her 20 years experience in entertainment industry. She is now pursuing her dream to be an international singer which then insists her to spend lots of time in USA. The management see the threat as there will be the lack of product availability and will cause brand switching. Build a strong emotional engagement with customers to the high level of loyalty, in this case her fans, is considered to mitigate this threat. This is the main objective of this study. The data used was generated by interview to 15 fanclub members for at least three years and online questionnaire to 380 fans. Industry analysis, competitor analysis, customer analysis, marketing mix analysis, personal branding analysis, customer based brand equity analysis, and brand community relationship analysis were completed to find the root causes. Root causes from the data and analysis are segment augmentation, lack of internet promotion, bad opinion for her originality, and the weak relationship between the customers and company. This study give solutions to each root causes found and all solutions are inter-related to overcome it. Company hopes given solutions will gain enhancement of Agnes Monica's value, so that strong fans loyalty will built. This study provides two scenario as solution for company and scheduled for 12 months in 2013. Second scenario is more affordable than first scenario, but still aims escalation of fans loyalty. Budget for scenario one is Rp. 734,500,000 while scenario two is Rp. 412,500,000.

Keyword: customer loyalty, brand relationship, personality branding

1. Introduction

Entertainment world surely need to be supported by entertaining celebrities whom loved by society. Competition on entertainment world is so tough. Only celebrity that has the quality can keep up for a long time. However, there are some celebrities who can be role models to their existence in the world of entertainment especially Indonesian music industry such as band like SSlank that has been existed in music industry for 25 years and Nike Ardilla whom although she has been gone but still being remembered. Both of them have similarity on behalf of loyalty of their fans. Fans loyalty is gained from a great personal branding by the celebrity.

Entertainment Inc. is the management of Agnes Monica that run by her family since the beginning (1992). Agnes Monica is one of celebrities who is success to keep the existence in entertainment industry in Indonesia for 20 years and still has many achievements. Her career in entertainment industry were started as a child singer, presenter, actress, then transformed into matured singer up until now. She had received many awards each year and most of them are precious awards. Her achievement is not only shown by the awards but also her involvement as an ambassador for important organizations such as Anti, Anti Human Trafficking, Intellectual Property Rights. Besides, she also became the speaker in UNFPA event which shows that Agnes Monica can e considered as a top artist.

After she had conquered the market in Indonesia, then she wanted to reveal her dream to go international. In pursuing her dream, Agnes should leave the market in Indonesia. Even for now the demand for her is still high, but there is a apprehensive about brand switching. This may occur as the poor of product availability which then affect the customer loyalty. Business issue which encourage the writing of this thesis is to strengthen the personal branding of Agnes Monica, overcome the apprehensive of the management about the poor product availability as future threat by increasing customer loyalty so that company will not lose Indonesian market when try to expand the market worldwide. Since Agnes Monica is celebrity, the customer that will be discussed in this thesis is her fans (especially fan club members as a brand community). The data used is the data recorded from 1994 until early of December 2012. Observations made from January 2012 until November 2012. The objective of this project is to develop programs to maintain the presence of Agnes Monica which is necessary to be considered by the company. It is expected that this project can give a series of strategies that helps Entertainment Inc. in developing brand loyalty for their products, namely Agnes Monica.

2. Business Issue Exploration

To create engagement with customer and develop it to customer loyalty, satisfaction of our product alone is not enough because customer will compare it to competitors' (Griffin, 2002). Therefore, internal and external analysis should be done by conceptual framework as represented at Figure 1.

A. Conceptual Framework

This study used conceptual framework below:



Figure 1. Conceptual Framework

B. Method of Data Collection and Analysis

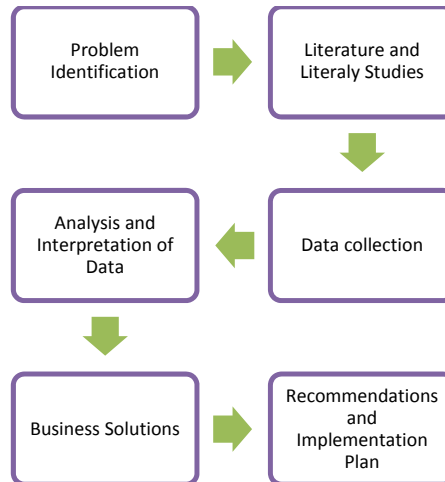


Figure 2. Research Methodology

The study began by conducting literature study and data analysis obtained from questionnaire, data from Agnes Monica's management, and interview with Agnes Monica's fans. The sequence of research can be drawn in figure 2 above. As customers drive the marketing activities, then it is core factor to have in-depth understanding about their demand. One of the methods to generate that data is by using direct observation as follow:

- Questionnaire
Research data was obtained by using questionnaires. The questionnaire was distributed by the author to know respondents' perception toward Agnes Monica. There were 380 respondents obtained from the questionnaire conducted in 2012.
- Interview was also conducted to 15 loyal customers of Agnes Monica who characterized with more than 3 years membership of the official fan club.

The objectives of analysis are to gain insight on target market perception about Agnes Monica, what are the main factor to make them stay loyal to Agnes Monica, as well as to understand Agnes Monica's position relative to competitors. By conducting market analysis, the management of Agnes Monica will understand about the market demand toward a public figure, how to keep the loyalty of customers, and how to avoid brand switching. In the end of this research, it is expected that the management will have a better understanding to define their next strategy to improve the root causes identified and keep the existence of Agnes Monica among many threats.

C. Analysis of Business Situation

There are several main concerns from the analysis conducted as stated in Figure 1 as following:

- Customer analysis: Augmentation of low segment which cause the unclear positioning.
- Marketing mix analysis: Lack of promotion via internet and poor product availability.
- Industry analysis: High threat of new entrants in music industry.
- 8 Laws of Personal Branding: A questioned originality of performance's concepts.
- Competitor Analysis: There are 2 main competitors; IDP as an aggressive follower and Cinta Laura as an international singer.
- CBBE measurement and brand community relationships analysis: Weak brand relationship especially the relationship between customer and company.

From the customer analysis, there are some infelicities in which the management targets the middle-up segment, but in the fact most of the member of her fansclub (NEZindaclub) come from middle-low. This infelicity is also seen from the selection of brand advertisements. In the last few years, she

started to take contract as a brand ambassador for middle-low segmented products such as Blueberry, Fresh Care, Frutz, and Tolak Angin. This is damage for her image as it confuses the probable customers like a company that wants to hire her as their brand ambassador as her segmentation is too widely spread. But, for now the high-end brands are still taking her as their brand ambassador such as Dell and Telkomsel. But for her long run, maybe the management should be more careful in selecting the brands to prevent her segmentation to be questioned.

The analysis from marketing mix side can be seen that the promotion done by the management through the internet is less beyond the way it is should be and is not maximized even though most of people use the internet to looking for knowledge or information, nowadays. But it is also need to be remembered by the management the promotion strategy have to be in accordance with the product availability also, recalled that Agnes Monica would not be in Indonesia all the time. The lost sales is not preventable if Agnes has to be in America, but the point is that the demand should be kept high.

With this industry analysis, it is found that there is a high threat as the high number of new comers. This is caused by the attractiveness of Indonesia' music industry in positive way to attract many musician talents especially for new singers to join the music industry. These opportunities are widely open with many of reality shows to look for new talents in music industry. But, these new comers still need time to prove their long-life of existence. If they are compared to Agnes who had already in music industry since 20 years ago, these threats are not significant for her.

The analysis which is also important for a public figure is the personal branding theory of 8 Laws from Peter Montoya. From the analysis, Agnes Monica is still lack in 1 law which is the Law of Personality. Actually the personality of Agnes Monica is already great and beyond average people but she also have negative public image which is known as a copycat person; many people consider her doing plagiarisms in style and stage concept from famous international singers. In the year of 2004 – 2006, Agnes is considered to have similar concept with Britney and Christina Aguilera; then nowadays she is considered to copy the style of Rihanna, Beyonce, and Lady Gaga. But Agnes Monica and her management take it as a positive reaction which mean the society value her as comparable to these famous singers. They only need to change their mindset to see Agnes Monica as a person who will bring out the music industry in Indonesia to the world. The society still demands the significant difference between Agnes Monica and these US' singers. This point should be considered by the management to develop the character or the stage concept of Agnes Monica.

From the analysis toward the existing competitor and also based on the survey, the competitors mentioned by the respondents are not a significant threat for Agnes Monica. For example, Afgan and Anggun are considered to be irrelevant because they have different concept, vision, and mission. From the view of the author, the most possible threat for Agnes is her follower, Indah Dewi Pertiwi (IDP) who is very aggressive in following the entire concept of Agnes Monica. If the management is careless and ignore her progress, IDP is more likely have the opportunity to take over her market in Indonesia, especially when Agnes is rarely exist in Indonesia as she has to back and forth to US. This would be very dangerous if there is brand switching in the same product category. There is also another singer with the same vision with Agnes Monica to go international who is Cinta Laura; in her age of 19 years old she is able to achieve some awards. The society sees some similarity between Agnes and Cinta Laura; both of them have albums and achievements in young age. Besides, they are also excellent in education and imaged as a smart person. The attached image of Cinta Laura is her American accent and her arrogant comments. This is similar with Agnes Monica back then as a teen singer. This threaten competitor needs more attention to prevent her to take over the market of Agnes Monica.

From the result of the measurement of brand equity of Agnes Monica, can be seen that she has more value in any aspect except for her brand relationship. The lack of brand relationship is seen from the result of the questionnaire toward her fans; she is considered to have no concern for the expectation

of her fans whereas they are very loyal and had given many efforts for Agnes. If the management ignores this problem, it would causes problems as her fans are exhausted and feel unappreciated so then they will switch to another product. This is related to the brand loyalty which should be maintained to the level of active engagement so the brand of Agnes Monica could be strong and solid.

3. Business Solution

There are eight root causes that could be the reason why do the management of Agnes Monica; Entertainment Inc.; should strengthen their brand loyalty. The reason is to strengthen their market in Indonesia and make it in accordance with her vision which is to go international. Those root cause are: unclear positioning statement, lack of promotion on internet, lack of product availability in some certain period, high threat of new comer in music industry, bad judgement towards the authenticity of the concept, comparable competitors, and weak brand relationship between the management and the fans.

A. *Alternative Business Solution*

There are seven root causes stated above that could be the reason why do the management of Agnes Monica; Entertainment Inc.; should strengthen their brand loyalty. The reason is to strengthen their market in Indonesia and make it in accordance with her vision which is to go international.

TABLE I. BUSINESS SOLUTIION

Root Causes	Solutions
1. Unclear positioning statement	Positioning strategy
2. Comparable competitor	
3. High threat of new entrants	
4. Lack of online promotion	Internet marketing strategy
5. Lack of product availability in the future	Promotion strategy
6. Bad judgement: authenticity	Personal branding strategy
7. Weak brand relationships: customer & company	Brand community relationship

Solution given to the company is divided into five strategies as represented in Table 1. All strategies are interrelated to support to overcome the root cause that found.. The solutions provided are expected to emphasize the value of company’s product and service in order to build a strong fans loyalty.

TABLE II. BUSINESS SOLUTION STRATEGY

Root Causes	Activities
Positioning Strategy	<ul style="list-style-type: none"> ▪ Selecting big brand that suits Agnes Monica’s positioning ▪ Filtering by set premium pricing for endorsement contract ▪ Fragrance endorsement
Promotion : (Internet Marketing Strategy)	<ul style="list-style-type: none"> ▪ Official website update + SEO ▪ Fanpage website redesign + forum + SEO ▪ Twitter, Facebook, Myspace optimization ▪ Youtube update + VEVO verification ▪ Join fanbase lounge at Dreamers Radio ▪ Mobile Application ▪ Social media manager
Promotion Strategy	<ul style="list-style-type: none"> ➤ Above the line: <ul style="list-style-type: none"> ○ Taping performances: <ul style="list-style-type: none"> ▪ Concert ▪ talkshow ○ Reality show “Agnes Monica goes to Hollywood” ○ Infotainment VOA ➤ Below the line: <ul style="list-style-type: none"> ○ Podcast ○ Biography/motivation book ○ Photo book
Relationships in Brand Community	<ul style="list-style-type: none"> ➤ Brand community programs: <ul style="list-style-type: none"> ○ Increase member benefits: <ul style="list-style-type: none"> ▪ Priority entrance ▪ Special ticket price ▪ Discount for AM products / merchandises ▪ Discount at cafes / shops of AM’s friend ▪ Meet & greet access ○ Annual events (TogetherNEZ): <ul style="list-style-type: none"> ▪ NIC Anniversary ▪ Tribute to Agnes Monica ▪ Charities ○ “Nobar” the broadcast of AM’s performance ➤ Company programs: <ul style="list-style-type: none"> ○ Consumer experiences: <ul style="list-style-type: none"> ▪ Signing session ▪ Live streaming chat ▪ Listening party ▪ “A Nest”:

	<ul style="list-style-type: none"> • NIC store • Youth Centre
Persona Brandia	<ul style="list-style-type: none"> ➤ Hire creative staff ➤ Compose motivating lyrics

B. Analysis of Business Solution

Alternative solutions were analyzed in order to determine the final solution. The final solutions for each problem are based on the suitability to the needs of Entertainment Inc., consistence of the company culture, and also the affordability. In the end, the final solution is expected to bring increase in fans loyalty and the number of loyal customers. Analysis is done by considering the costs and benefits of each alternative solution (can be seen in Exhibit 1-5). After the analysis conducted, it was concluded to provide two scenarios for company (Exhibit 6). The first scenario takes all the solutions given. The second scenario is more affordable, but do not ignore the study objective is to reduce the native mobile application solutions on internet marketing strategy and building 'A Nest' which consisted of a youth center and a physical store of NIC store. Companies can choose which scenario allows to be applied in terms of budget. The budget of two scenarios can be seen in Exhibit 7 and Exhibit 8.

4. Conclusion and Implementation Plan

Root causes that analyzed in section III resulted in the recommendation of two scenarios as explained in Exhibit 1 to overcome the root causes. The implementation for each solution is also given, especially about the time-table and variables needed in the implementation. It is important to arrange the timetable of implementation process as the planning stage. Some activities will be done in parallel since it is related each other. The time-table can be seen in Exhibit 9-13.

Exhibit 1 Cost and Benefit of Internet Marketing Strategy










Media	Cost	Benefit
 (Website)	15 million IDR + maintenance 2 million/year	To give actual and updated information. The news from website is more permanent rather than the news from social media.
	Free, only social media manager needed	- To give official information
		- To engage more
		- Branding
		- Promotion (broadcast message)
    (Mobile Application)	100 million IDR	- Inform the profile
		- Broadcast audio & video official
		- Reference from Google
		- To facilitate the fans by easier the information generation
		- To sell digital content such as audio, video, picture.

Exhibit 2 Cost and Benefit of Promotion Strategy

Programs	Cost	Benefit
Taping performances (show, talkshow)	Dancer & band fee, wardrobe production.	Relationship customer – product: customers see the performance quality of Agnes Monica
Reality show: “Agnes Monica Goes to Hollywood”	Working together with a TV station which sponsored by the brand endorsed. Shooting time: 3 days for 1 episode in 2 weeks.	Relationship customer – product: - to make and keep the emotional bounding with Indonesia’s - to help in giving clearer projection about the attitude and thoughts in her real life. - to make more people understand about her fight in US.
Infotainment: VOA	Free, mutualism for both parties. Shooting time: 1 day for 1 cover/month.	To easier the upated information spreading about Agnes Monica, so the fans can get their information easily when she is not in Indonesia.
Podcast	Free. Pre-production and production time: 1 day. Broadcast every 3 months.	Relationship customer – brand: To enhance the emotional bounding with the fans by inspiring and motivating them.
Biography or motivation book	Fee for ghostwriter: 30 millions	- Relationship customer – brand: One of the ways to give a wider explanation about the history of Agnes Monica which then to inspire more people - income
Photobook and signing	Design, coupon and book printing cost + signing session time	- to launch collectable product for the fans - income

Exhibit 3 Cost and Benefit of Brand Community Programs by NIC

Activities	Cost	Benefit
Watch together NIC Anniversary: Gathering, gift exchange, Tribute to Agnes Monica	- free at Coffee Toffee. - time to practice as a group	- To build the togetherness among the fans - Brand resonance among the fans.
Charities	Individual and NIC	To build the awareness of the fans that they can give positive impact for the society
NIC member’s benefit	- (partnership)	To increase the satisfaction level for NIC’s member

Exhibit 4 Cost and Benefit of Brand Community Programs by Company

Programs	Cost	Benefit
Listening party (single launching)	Rent a room with the capacity of 200 persons and audio visual system facility for about 3-5 hours: 15-18 million IDR	Relationship customer – company: - Buzz promotion - privilege for the fans
Live streaming chat	Free. Time : 30 minutes every 2 months.	To interact with the customers in order to enhance the customer-product relationship.
CD Promotion (merchandise/ signing)	Coupon printing cost + signing session time	- to prevent piracy - to boost sales - interaction with the fans
‘A Nest’ (NIC Store + Youth Centre)	- rent cost (partnership with Simpati) - maintenance cost - production cost by NIC (profit sharing)	- to strengthen the relationship between the company and customers - fulfill customer’s desire - the same unit business category with different product - long term business unit

Exhibit 5 Cost and Benefit of Personal Branding Strategy

Programs	Cost	Benefit
Hire Creative staffs	- salary	Fading the bad judgments about the originality of the brand.
Compose more motivational lyrics for youth	- time - production cost	Sharpen the personal branding as the youth inspiring role model.

Exhibit 6 The Two Scenarios of Recommended Solutions

Root Causes	Scenario 1	Scenario 2
Positioning Strategy	<ul style="list-style-type: none"> ▪ Selecting big brand that suits Agnes Monica’s positioning ▪ Filtering by set premium pricing for endorsement contract ▪ Fragrance endorsement 	<ul style="list-style-type: none"> ▪ Selecting big brand that suits Agnes Monica’s positioning ▪ Filtering by set premium pricing for endorsement contract ▪ Fragrance endorsement

Root Causes	Scenario 1	Scenario 2
Promotion : (Internet Marketing Strategy)	<ul style="list-style-type: none"> ▪ Official website update + SEO ▪ Fanpage website redesign + forum + SEO ▪ Twitter, Facebook, Myspace optimization ▪ Youtube update + VEVO verification ▪ Join fanbase lounge at Dreamers Radio ▪ Mobile Application ▪ Social media manager 	<ul style="list-style-type: none"> ▪ Official website update + SEO ▪ Fanpage website redesign + forum + SEO ▪ Twitter, Facebook, Myspace optimization ▪ Youtube update + VEVO verification ▪ Join fanbase lounge at Dreamers Radio ▪ Social media manager
	<ul style="list-style-type: none"> ➤ Above the line: <ul style="list-style-type: none"> ○ Taping performances: <ul style="list-style-type: none"> ▪ Concert ▪ talkshow ○ Reality show "Agnes Monica goes to Hollywood" ○ Infotainment VOA ➤ Below the line: <ul style="list-style-type: none"> ○ Podcast ○ Biography/motivation book ○ Photo book 	<ul style="list-style-type: none"> ➤ Above the line: <ul style="list-style-type: none"> ○ Taping performances: <ul style="list-style-type: none"> ▪ Concert ▪ talkshow ○ Reality show "Agnes Monica goes to Hollywood" ○ Infotainment VOA ➤ Below the line: <ul style="list-style-type: none"> ○ Podcast ○ Biography/motivation book ○ Photo book
Relationships in Brand Community	<ul style="list-style-type: none"> ➤ Brand community programs: <ul style="list-style-type: none"> ○ Increase member benefits: <ul style="list-style-type: none"> ▪ Priority entrance ▪ Special ticket price ▪ Discount for AM products / merchandises ▪ Discount at cafes / shops of AM's friend ▪ Meet & greet access ○ Annual events (TogetherNEZ): <ul style="list-style-type: none"> ▪ NIC Anniversary ▪ Tribute to Agnes Monica ▪ Charities ○ "Nobar" the broadcast of AM's performance ➤ Company programs: <ul style="list-style-type: none"> ○ Consumer experiences: <ul style="list-style-type: none"> ▪ Signing session ▪ Live streaming chat ▪ Listening party ▪ "A Nest": <ul style="list-style-type: none"> ● NIC store ● Youth Centre 	<ul style="list-style-type: none"> ➤ Brand community programs: <ul style="list-style-type: none"> ○ Increase member benefits: <ul style="list-style-type: none"> ▪ Priority entrance ▪ Special ticket price ▪ Discount for AM products / merchandises ▪ Discount at cafes / shops of AM's friend ▪ Meet & greet access ○ Annual events: <ul style="list-style-type: none"> ▪ NIC Anniversary ▪ Tribute to Agnes Monica ▪ Charities ○ "Nobar" the broadcast of AM's performance ➤ Company programs: <ul style="list-style-type: none"> ○ Consumer experiences: <ul style="list-style-type: none"> ▪ Signing session ▪ Live streaming chat ▪ Listening party ▪ Approval for NIC merchandise with royalty fee

Root Causes	Scenario 1	Scenario 2
Personal Branding	<ul style="list-style-type: none"> ➤ Hire creative staff ➤ Compose motivating lyrics 	<ul style="list-style-type: none"> ➤ Hire creative staff ➤ Compose motivating lyrics

Exhibit 7 The Budget Estimation for “Scenario 1” Solution

Recommended Solutions	Activities	Budget Estimation (1st Year in IDR)
Selecting big brands	DIY	-
Set Premium pricing	DIY	-
Premium product:	Cooperate with middle up segmented	-
AM Official website	Develop and maintenance	5.000.000
NIC Official website	Redesign and maintenance	10.000.000
Twitter, Facebook,	Social media manager salary =	42.000.000
Native mobile app	Develop and maintenance	100.000.000
Increase member	Partnerships	-
Annual events	TogetherNEZ budget	40.000.000
Charities	DIY	-
“Nobar”	DIY	-
Signing session	Sponsor or partners	-
Live streaming chat	DIY	-
Listening Party	Rent room, audio visual + consumption	25.000.000
‘A Nest’ Building: - NIC Store - Youth Centre	Rent building 120 m2 (50% share with	75.000.000
	Lavout & Interior Design (bv Simpati)	-
	Inventories for youth centre	30.000.000
	Full time staffs salary =	Min. 1 person:
	Part time staffs salary =	Min. 1 person:
	Maintenance (incl. cleaning service)	66.000.000
Taping performances	Dancer + Band fees (including practice)	50.000.000
	Talkshow (own	3.500.000
Reality show	Own wardrobe + property + makeup =	Twice a month:
Infotainment VOA	Cooperate with VOA	-
Biographv/Motivation	Ghostwriter fee	50.000.000
Podcast	DIY	-
Creative Staff	Salary: 3.500.000/month	42.000.000
Motivational Song	Music composer + studio =	25.000.000
	TOTAL	734,500,000

Exhibit 8 The Budget Estimation for “Scenario 2” Solution

Recommended Solutions	Activities	Budget Estimation (1st Year in IDR)
Selecting big brands	DIY	-
Premium pricing for	DIY	-
Premium product:	Cooperate with middle up segmented	-
AM Official website	Develop and maintenance	5.000.000
NIC Official website	Redesign and maintenance	10.000.000
Twitter, Facebook,	Social media manager salary =	42.000.000
Increase member	Partnerships	-
Annual events	TogetherNEZ budget	40.000.000
Charities	DIY	-
“Nobar”	DIY	-
Signing session	Sponsor or partners	-

Recommended Solutions	Activities	Budget Estimation (1st Year in IDR)
Live streaming chat	DIY	-
Listening Party	Rent room. audio visual + consumption	25.000.000
Open for NIC	Announce via nezindaclub crew	-
Taping performances	Dancer + Band fees (including practice)	50.000.000
	Talkshow (own)	3.500.000
Reality show	Own wardrobe + property + makeup =	Twice a month:
Infotainment VOA	Cooperate with VOA	-
Biographv/Motivation	Ghostwriter fee	50.000.000
Podcast	DIY	-
Creative Staff	Salary: 3.500.000/month	42.000.000
Motivational Song	Music composer + studio =	25.000.000
TOTAL		412,500,000

Exhibit 9 The Implementation Schedule for Refining Positioning Strategy of Agnes Monica (in 2013)

ACTIVITIES	1	2	3	4	5	6	7	8	9	10	11	12
Focus to brand image positionina via brand endorsina												
1. Set premium pricing for endorsement												
2. Select big brand only												
Positioning statement via premium product : Fragrance endorsement												
1. Communicate the objective with the US												
2. Approachment to the perfume companies												
3. Manage the deal and contract												
4. Launching												

Exhibit 10 The Implementation Schedule for Internet Marketing Strategy of Agnes Monica (in 2013)

ACTIVITIES	1	2	3	4	5	6	7	8	9	10	11	12
Hire a social media manager for internet												
Official Website (Aanes Monica & NEZindaClub) + Forum												
1. Consult and design with website developer												
2. Launch the redesigned website												
3. update content/news/schedule												
Social Media (Twitter, Facebook, Youtube, Myspace, Fanbase Lounge)												
1. update & optimization in social media												
Native Mobile Application (for Scenario 1 only)												
1. Consult and design with application												
2. Launch the mobile application												
3. Update content												

Exhibit 11 The Implementation Schedule for Promotion Strategy of Agnes Monica (in 2013)

ACTIVITIES	1	2	3	4	5	6	7	8	9	10	11	12
Above the line												
Taping Concert:												
1. Dealing the contract with TV Station												
2. Team Preparation (Concept + Dancers + Band)												
3. Execution/Production												
4. Broadcast												
Taping Talk Show:												
1. Dealing the contract with TV Station												

ACTIVITIES	1	2	3	4	5	6	7	8	9	10	11	12
2. Execution/Production												
3. Broadcast												
Reality Show:												
1. Dealing the contract with TV Station												
2. Team Preparation (concept + properties)												
2. Execution/Production												
3. Broadcast (twice a month)												
Infotainment VOA:												
1. Approach to client: VOA												
2. Execution/interview												
3. Broadcast (once a month)												
Below the line												
Podcast:												
1. Recording (duration: 10-15 minutes)												
2. Broadcast (once in 3 months)												
Biography / Motivational Book:												
1. Dealing with ghost writer & publisher												
2. Information gathering												
3. Outline approval												
4. Writing												
5. Rough draft submission												
6. Revisions												
7. Finishing												
8. Launching												
9. Promo (seminar & book signing session)												
Photo Book:												
1. Dealing with editor & publisher												
2. Content gathering												
3. Outline approval												
4. Editing												
5. Rough draft submission												
6. Revisions												
7. Finishing												
8. Launching												
9. Promo (seminar & book signing session)												

Exhibit 12 The Implementation Schedule for Brand Community Relationship of Agnes Monica (in 2013)

ACTIVITIES	1	2	3	4	5	6	7	8	9	10	11	12
Increase fansclub NEZindaClub (NIC) member benefit												
1. Add "Priority Entrance for NIC member"												
2. Add "ticket discount for NIC member"												
3. Add "Free M&G Access" requirement in meet												
4. Apply discount NIC merchandise, ANYE												
5. Approach to cafes/shops of Agnes' friends												
6. Announce the additional benefits												
Regular Events												
1. Gathering on NIC Anniversary												
2. Tribute to Agnes Monica												
3. Charities												
4. Watch together the airing of AM's												
Interaction / Customer Experience												
1. Live Streaming Chat												
2. Signing session (depends on the launching)												
3. Listening party (depends on the launching)												
A Nest Buildina (for Scenario 1 only)												
Youth Centre												
1. Propose the partnership to Telkomsel												
2. Dealing with the agreement												
3. Place finding												
4. Manage the rental agreement												

ACTIVITIES	1	2	3	4	5	6	7	8	9	10	11	12
5. Layout & interior design												
6. Furniture filling												
7. Staff hiring												
8. Finishing												
9. Opening												
NIC Store												
1. Announce the merchandise profit sharing												
2. Design selection and approval												
3. Production												
4. Quality Control												
5. Launching												

Exhibit 13 The Implementation Schedule for Refining Personal Branding of Agnes Monica (in 2013)

ACTIVITIES	1	2	3	4	5	6	7	8	9	10	11	12
Creative Staff												
1. Open vacancy for professional experienced												
2. Interview												
3. Hiring												
Motivational Song												
1. Compose motivational lyrics												
2. Appoint arranger												
3. Select and revise												
4. Production (recording and mixing)												
5. Launching												

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