

SDKV IV

Studio Desain komunikasi Visual IV

KONSEP PERENCANAAN DAN PERANCANGAN
KAMPANYE KOMERSIAL

KELAS DKV 3/S1/VI

DOSEN :

Egi Anwari, S.Sn.,M.Ds.

Arif Try Cahyadi, S.Ds., M.Ds

brand ing basic

2020

what is brand?



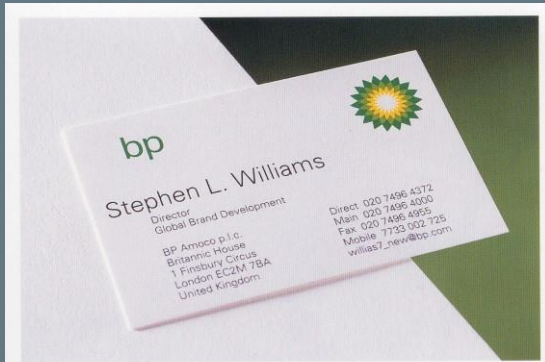
history of brand



brand = logo?



brand = identity?





brand = product?

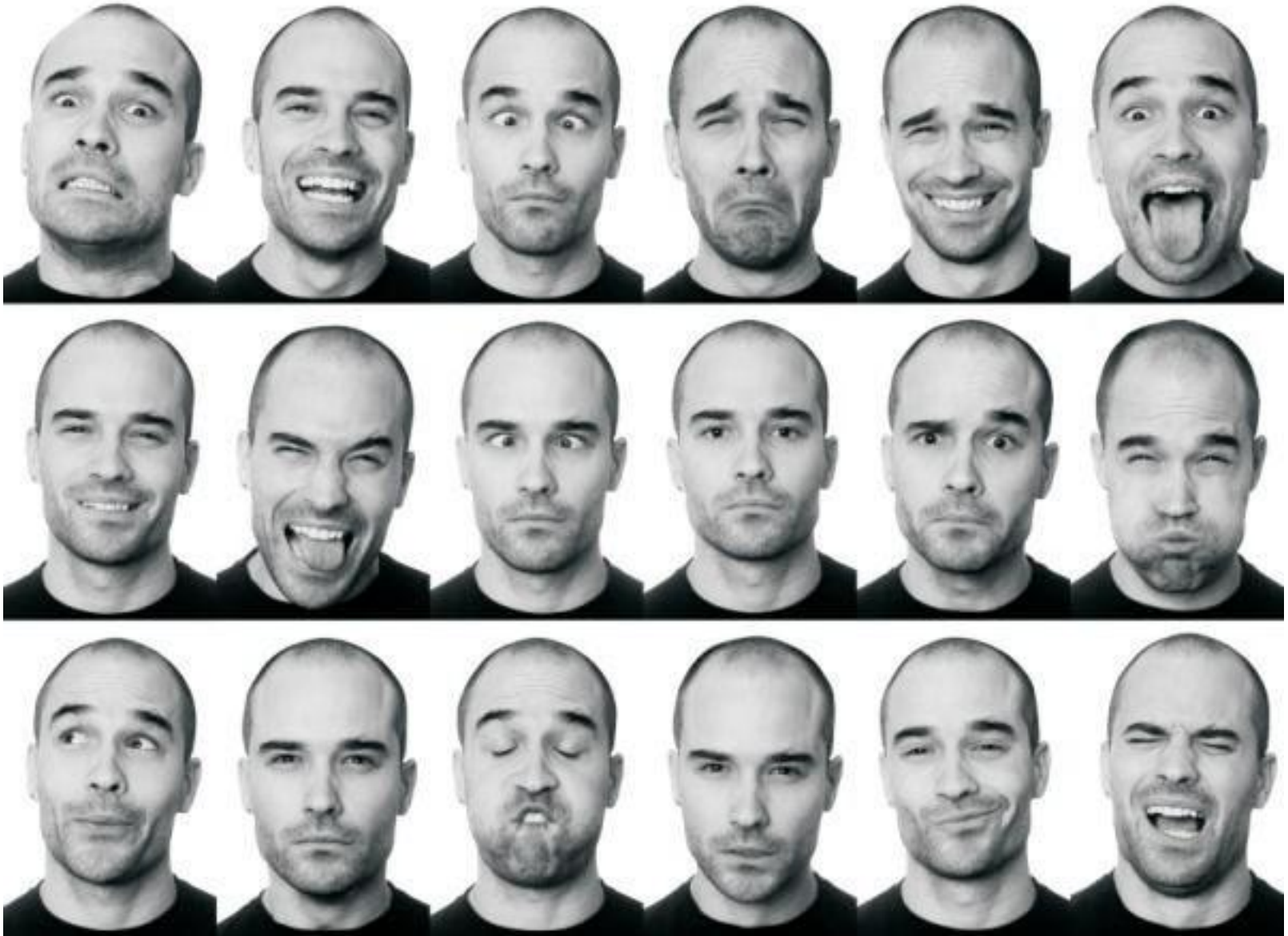


Products are made in the factory,



but **brands** are created in the **mind**...

Walter Landor



a brand is a **person's gut feeling** about a product, service, or organization

Marty Neumeier

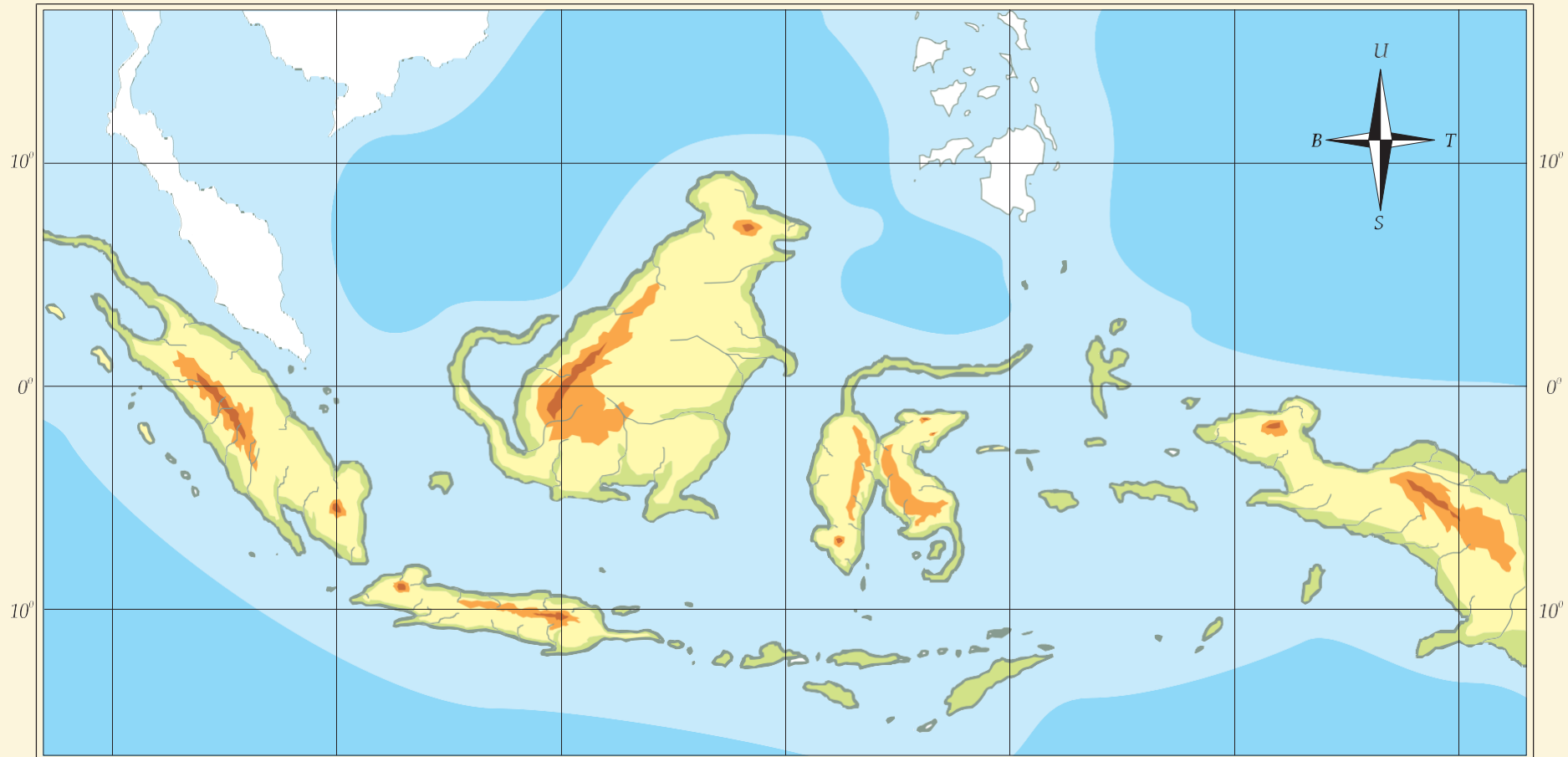


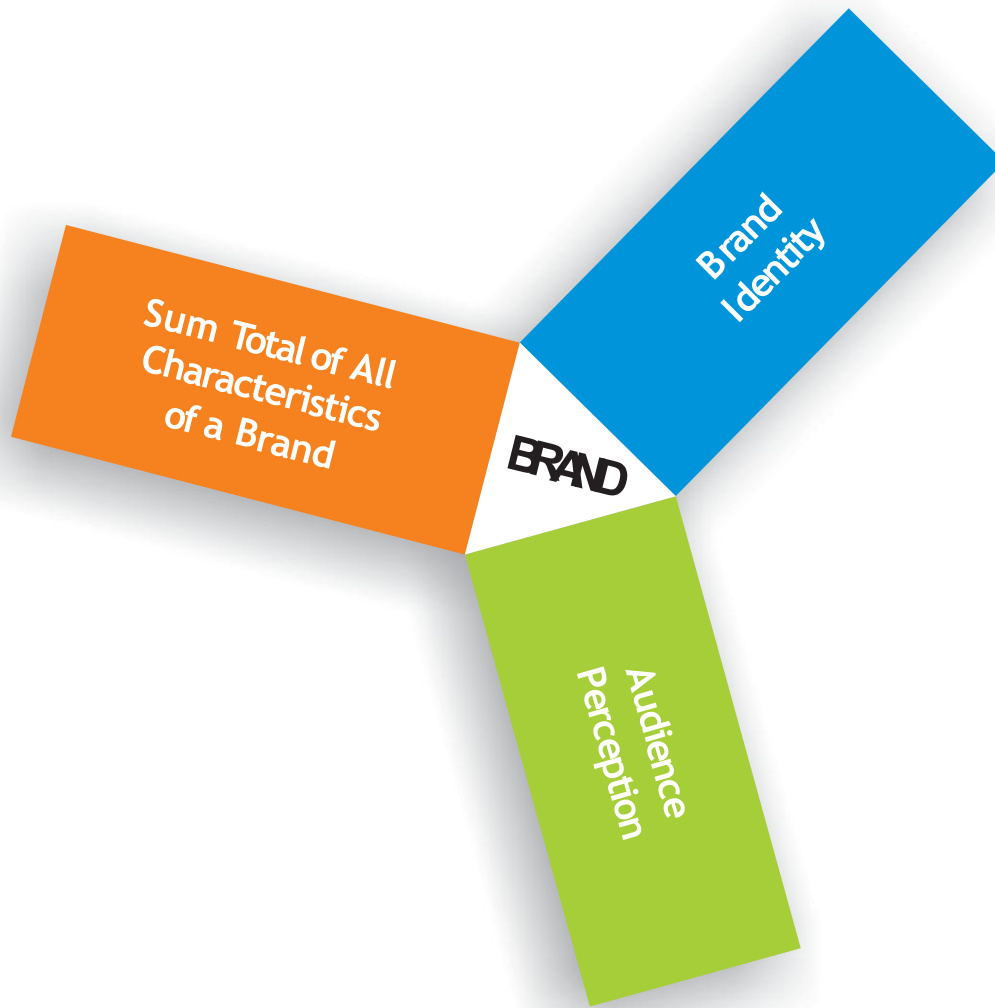
A brand is **not** what **YOU** say it is.
It's what **THEY** say it is.

Marty Neumeier

INDONESIA

(DI MATA DUNIA)





3 INTEGRATED MEANINGS OF BRAND

Robyn Landa

merk

nama produk

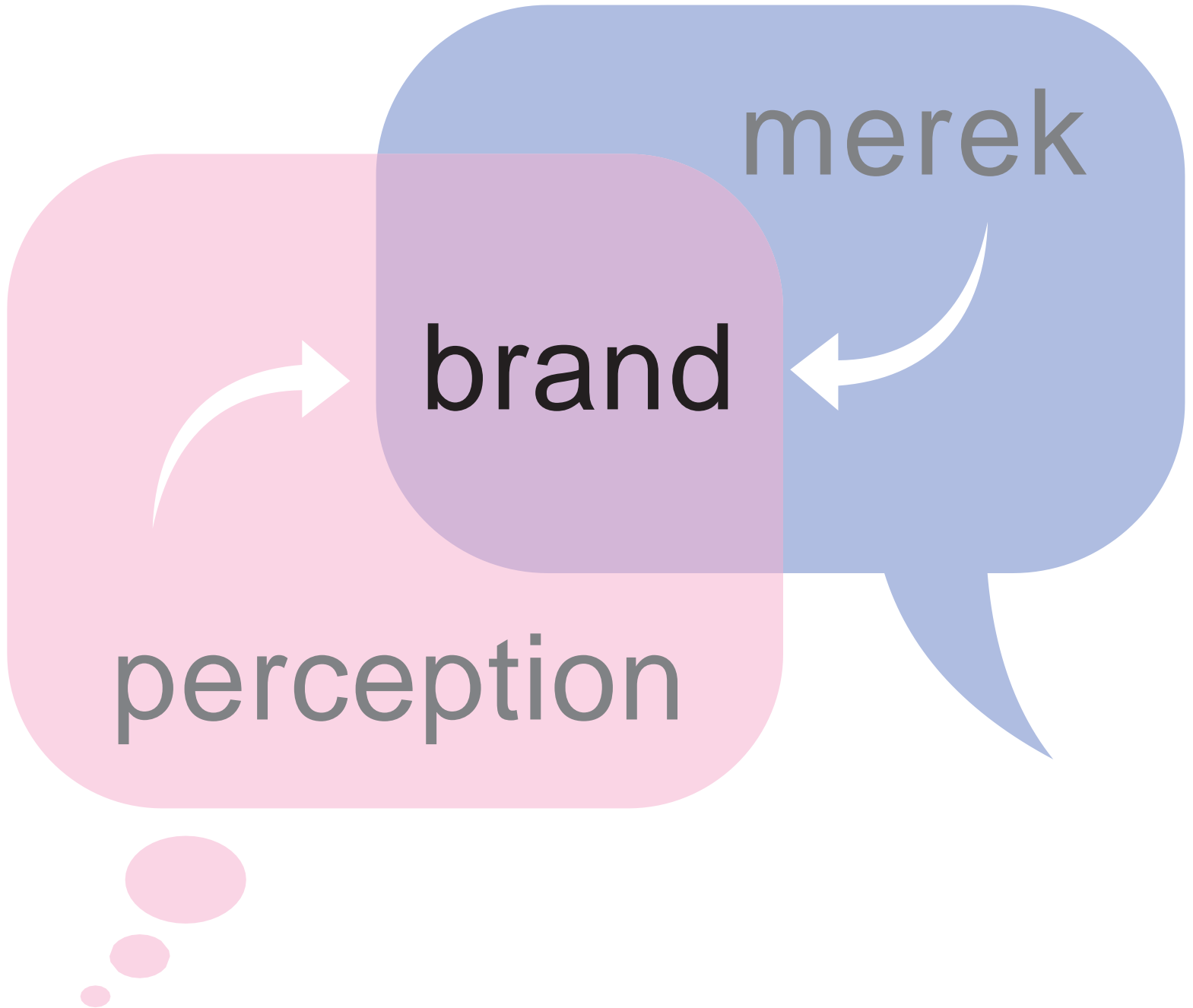
layanan

organisasi



merek

perception







NOKIA
Connecting People





Sony Ericsson

htc

quietly brilliant

MITO

K-Touch
Keep in Touch





brand

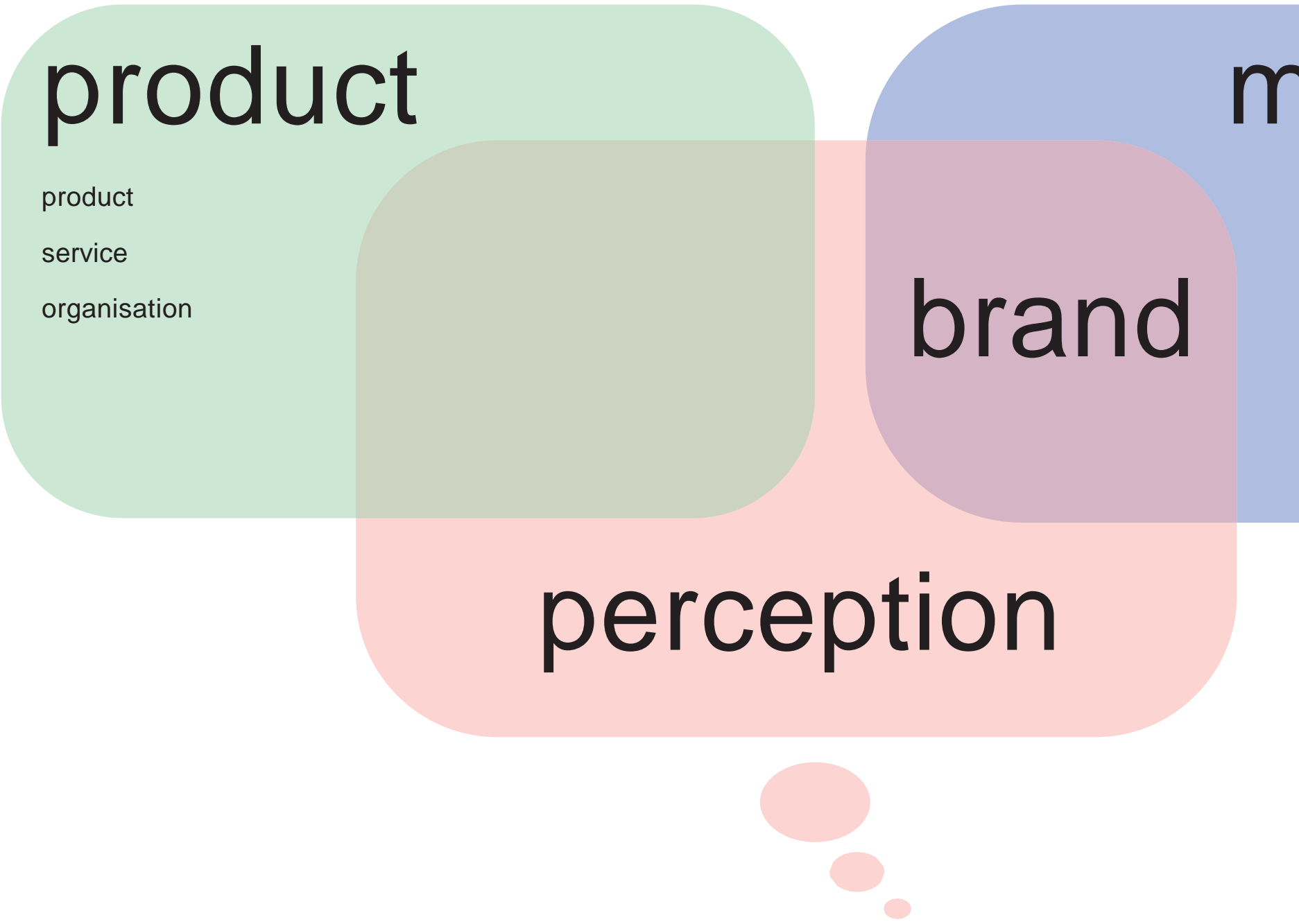
kesan

perasaan

firasat

rasa percaya

pengakuan



product

product

service

organisation

brand

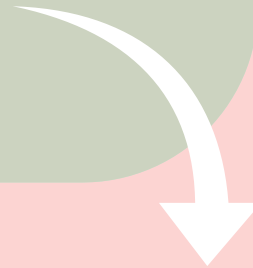
perception

product

price
placement
promotion



experience



perception

brand

m



product

experience

brand

perception

m



experience

langsung

tak langsung

personal

andal

menyenangkan

sesuai harapan

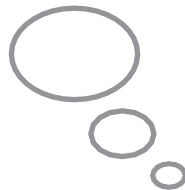
product

name

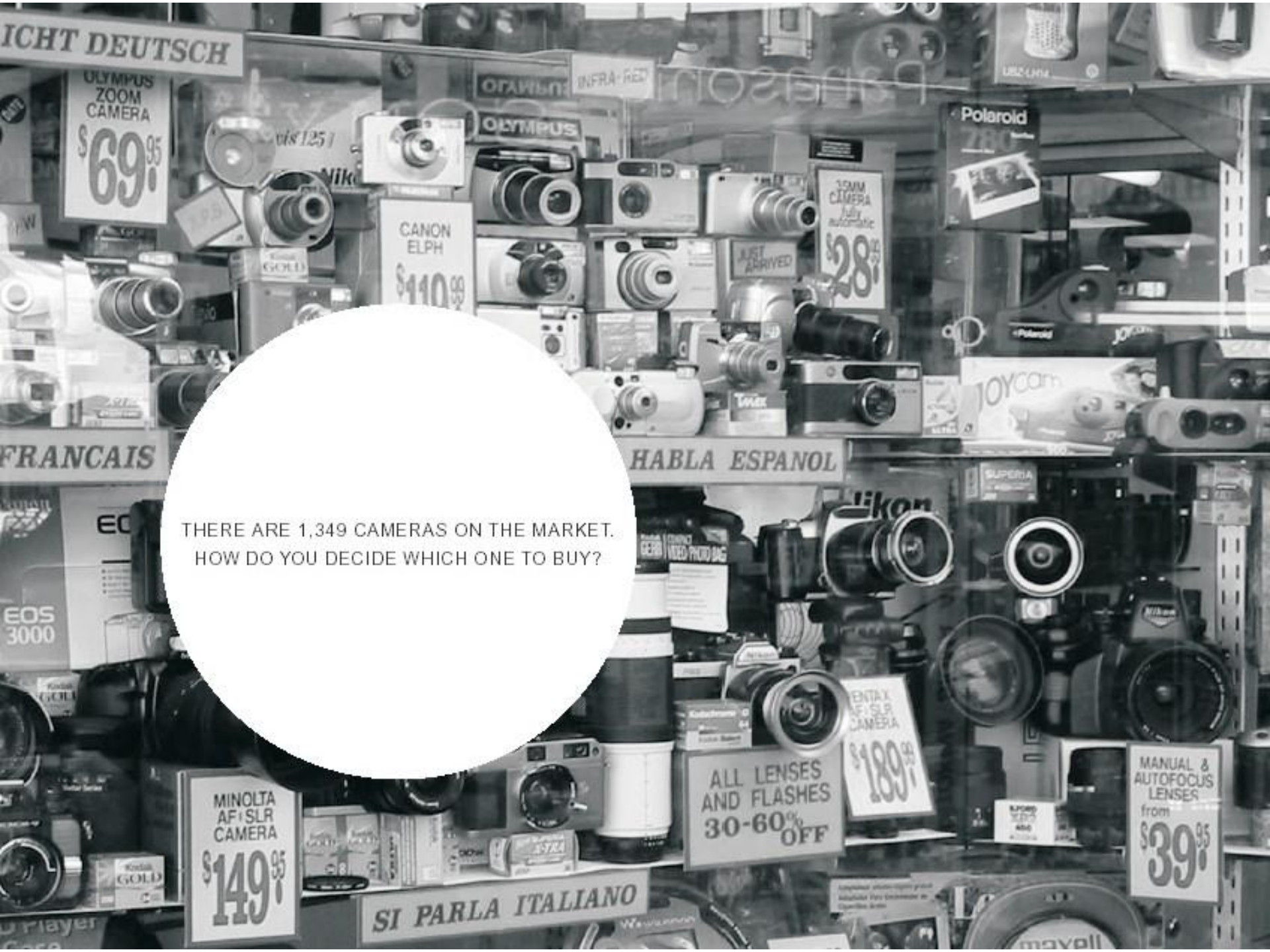
experience

brand

perception



why brand?



THERE ARE 1,349 CAMERAS ON THE MARKET.
HOW DO YOU DECIDE WHICH ONE TO BUY?

people have too many choices, so little time



a brand
is a **shortcut**
for
buying decision



a brand
is a promise



innovation is vital, but... almost anything can be copied - usually fast.



...if all competitors are good,
the one with the best reputation wins...



the masses became personals

marketingtoday is
about creating tribes...



the masses became personals:
evolusi alasan membeli

branding is

branding is **everything**

brand building = sales building

big brand = big sales

big sales  big brand



WITHOUT THE BRAND,
COKE'S GLASS WOULD
BE HALF EMPTY.

COKE'S MARKET CAP,
INCLUDING BRAND VALUE:
\$120 BILLION

COKE'S MARKET CAP,
NOT INCLUDING BRAND VALUE:
\$50 BILLION



how to build brand?

THE FOCUS TEST:

❶ Who are you? _____

❷ What do you do? _____

❸ Why does it matter? _____

branding

diferensiasi

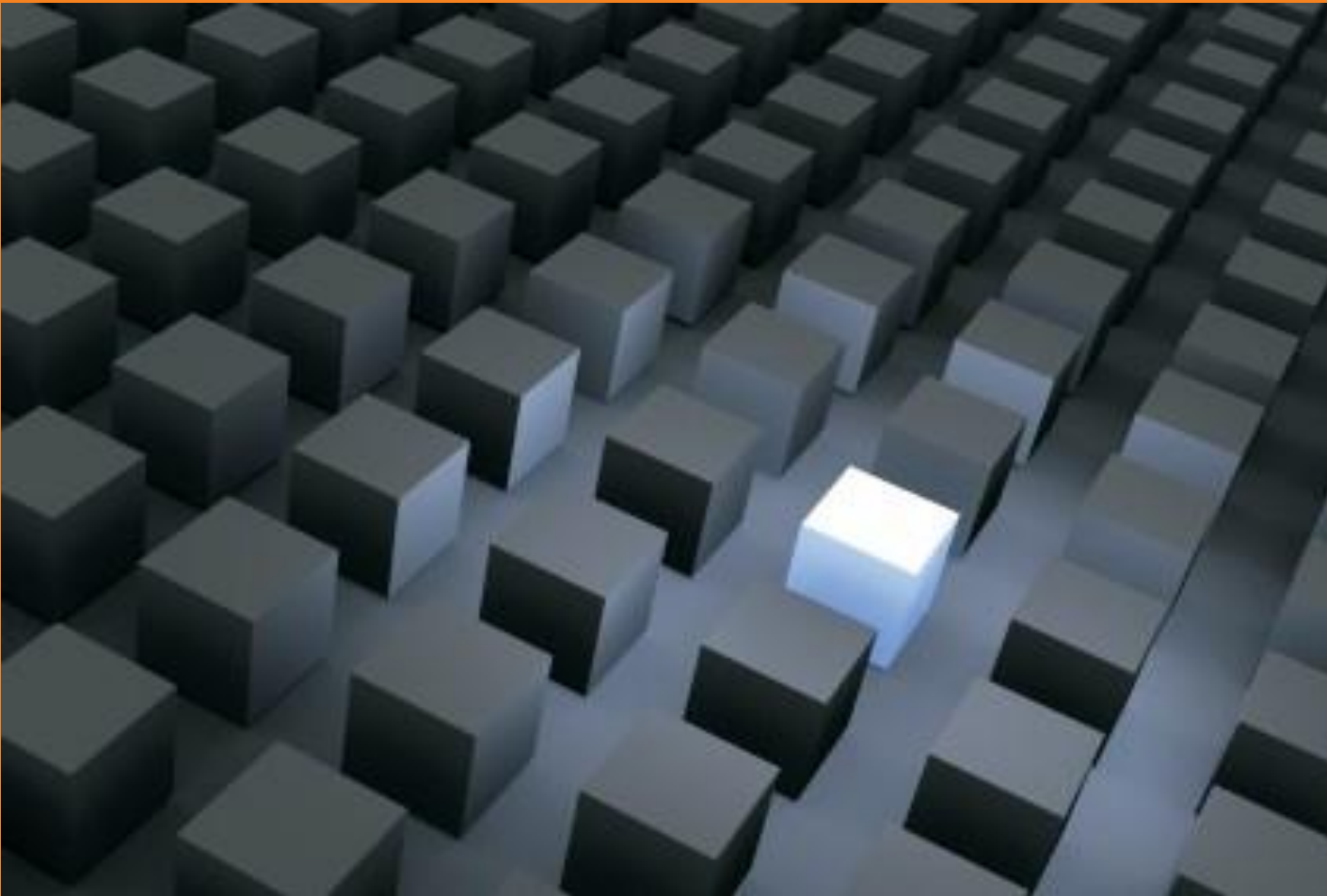
inovasi

membentuk persepsi

membangun trust

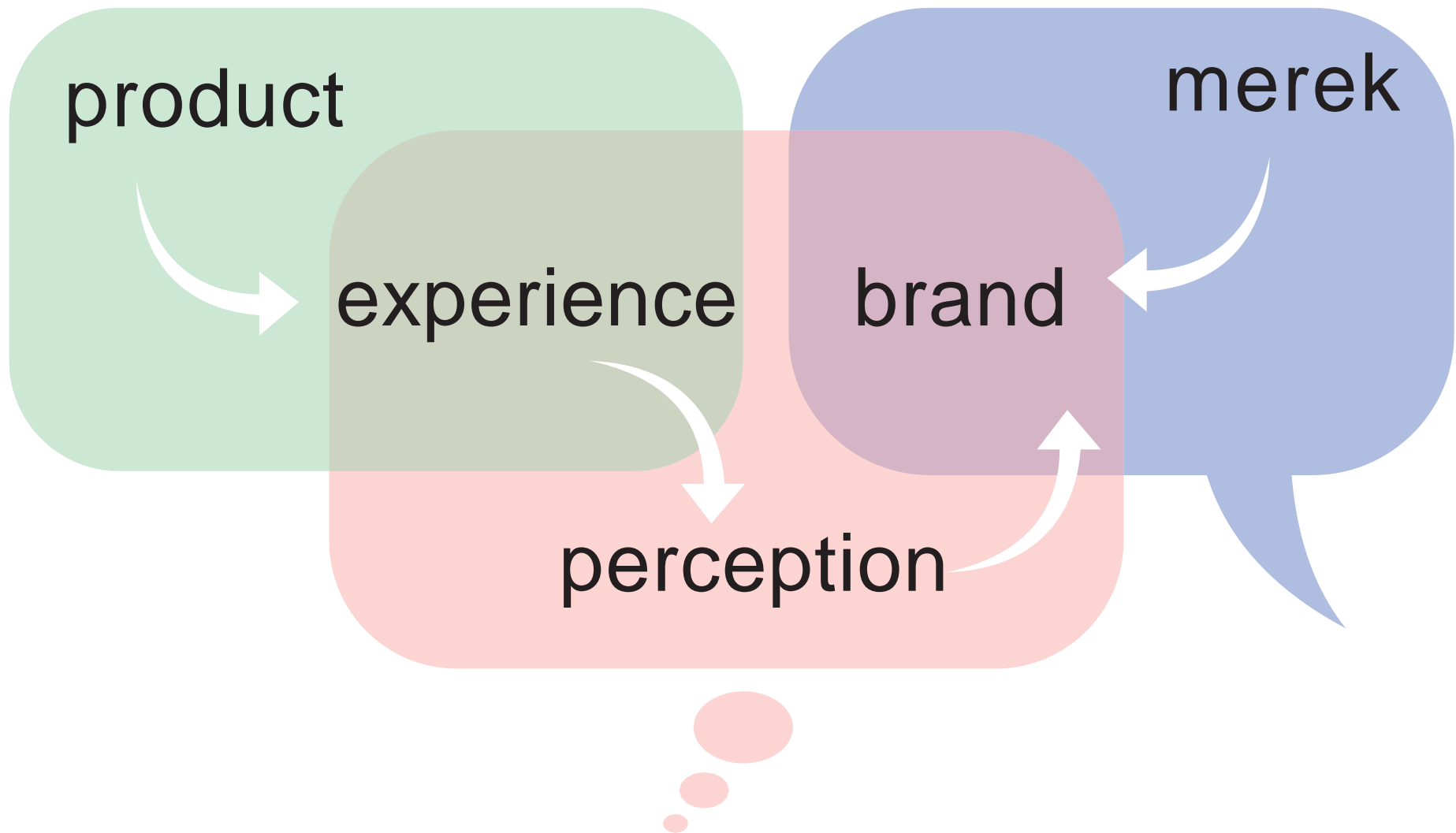
mencipta kecintaan

differentiate or die



we're hardwired to notice only what's different





simbol

merek

visual identity

brand identity

corporate looks

desain produk
desain kemasan
desain ruang

ambassadors

celebrity
founder
characters

words

slogan
tagline

sounds

jingle
irama

brand

brand

anggapan

budaya
sosial

i ndividu

kebutuhan

keinginan

aspirasi

nilai-nilai

dorongan emosional

citizenship > andil sosial

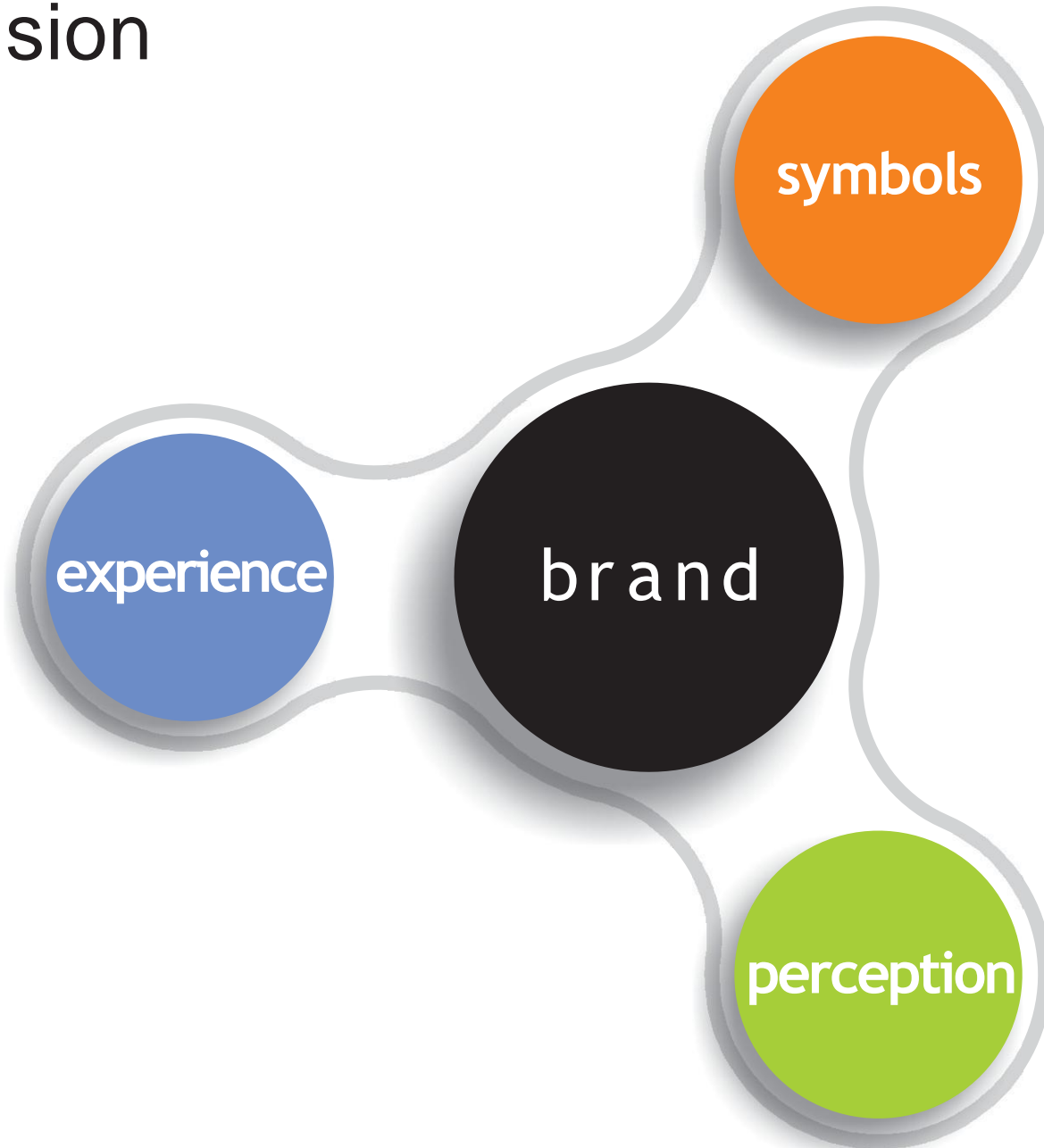
freefom > petualangan

status > pengakuan

harmony > berbagi

trust > security

conclusion



How about
MARKETING?"



Related to the process undertaken to **market a product** or **introduce a product** to the public in various ways, so that **the product becomes much in demand by the wider community.**

Marketing **Promotes**
Product Awareness to the
public. Marketing **Help**
boosts product sales
Marketing **Builds**
Company Reputation

The **Strategy** of Marketing

Marketing MIX Strategy

a strategy consisting of several integrated elements to sell products or services to customers.

“strategi yang terdiri dari beberapa unsur terpadu untuk menjual produk atau jasa kepada pelanggan”

Marketing MIX 4p Strategy



PRODUCT



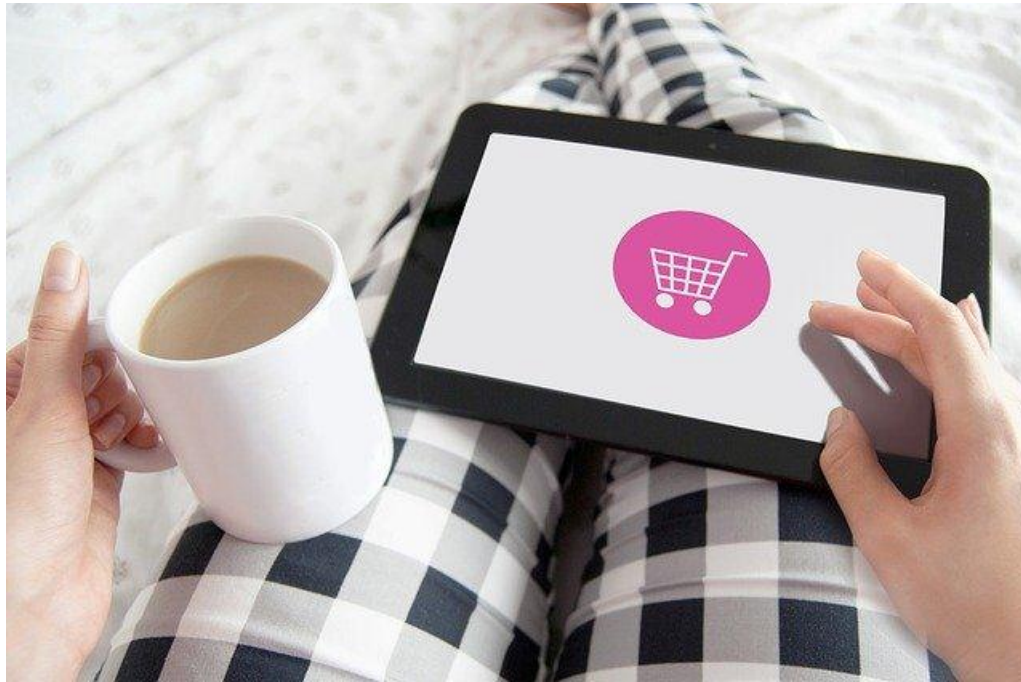
Produk adalah apa yang dapat dijual perusahaan kepada pelanggan (barang/jasa). **Penting** untuk mengetahui betul **kebutuhan pelanggan**, sehingga dapat memberikan produk atau jasa sesuai permintaan dan kebutuhan pelanggan.

PRICE (HARGA)



Harga yang ditetapkan **harus sesuai dengan target pelanggan**.
Hitung dengan baik keuntungan yang didapatkan, tapi tetap realistis
dan menetapkan harga yang sesuai dengan pelanggan terbesar

PLACE (TEMPAT)



di mana target pelanggan kamu menghabiskan waktu dan berbelanja.
menempatkan produk di tempat atau medium yang banyak dikunjungi
oleh target pelanggan.

Promotion (promosi)



Pemasaran tidak akan terlepas dari promosi, bagaimana mengingatkan pentingnya melakukan promosi.

Promosi termasuk **menyampaikan pesan kepada para pelanggan**. Penting untuk memastikan bahwa telah melakukan promosi yang baik,

Marketing MIX 7P Strategy



Proses



memetakan alur dari produk di produksi, bagaimana pengemasannya, labeling, distribusi, hingga cara pembeli mendapatkan produk dan melakukan pembayaran.

People



Sumber Daya Manusia

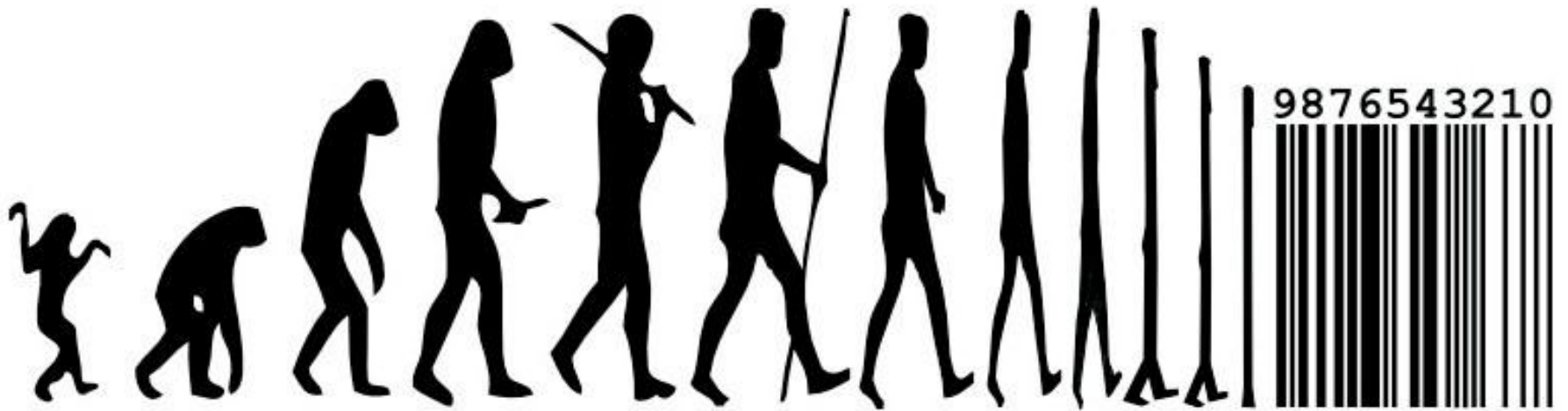
Bisa di artikan sebagai Partisipan, Sales, Customer terhadap budaya
Yang di bangun sebagai citra dalam Keterampilan (skill), sikap (attitude), dan
Perfomence

Physic



Bukti fisik dalam sebuah bisnis haruslah ada sebagai bukti nyata di mata konsumen. Hal yang termasuk didalamnya misalnya produk yang diperjual-belikan, bangunan tempat berjualan atau kantor.

Apakah perusahaan menggunakan interior yang unik, *lightning system* yang menarik, desain ruangan yang menarik perhatian, dan lain sebagainya.



udahan dulu