

Designing Wu Creatives' Brand Activation And Its Promotional Media To Increase Consumer's Brand Awareness

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ABSTRACT

Stress is a problem that is often faced by all kinds of people. Based on a survey conducted by the researcher on 30 Indonesian respondents mostly aged 18-24 years and are currently studying or working, 43.4% of them frequently experience stress, especially at work. Therefore, Wu Creatives developed a DIY stress relief craft kit business idea, where users can release stress through crafting a coaster using jesmonite resin. However, Wu Creatives is still new, so it needs brand awareness from the consumers. Therefore, to increase brand awareness, Wu Creatives designed a brand activation in the form of an online workshop called The Crafting ReLounge targeted for people aged 17 to 27 years along with designing the promotional media distributed through four platforms: Instagram, Tiktok, Tokopedia, and Shopee. This research was designed using qualitative and quantitative data research methods through literature studies from journals and books, interviews with four expert users and four extreme users, and a survey filled out by 57 respondents according to the target market of the Wu Creatives brand. The result of Wu Creatives' brand activation design is the execution of the online workshop itself and the media timeline or the customer journey for its promotional media content. The types of content uploaded by Wu Creatives on social media are multimedia content discussing the product knowledge, tips and tricks, video reels, giveaway, entertainment, promotions, Instagram filters, e-commerce banners, etc.

Keywords: Brand awareness, Brand activation, Customer journey, Promotional media, Multimedia

ABSTRAK

Stres merupakan masalah yang sering dihadapi oleh semua kalangan. Berdasarkan survei yang dilakukan oleh peneliti terhadap 30 responden Indonesia

yang sebagian besar berusia 18-24 tahun dan sedang menempuh pendidikan atau bekerja, 43,4% di antaranya sering mengalami stres, terutama di tempat kerja. Oleh karena itu Wu Creatives mengembangkan ide bisnis DIY stress *relief craft kit*, di mana pengguna dapat melepaskan stres melalui pembuatan tatakan gelas dengan menggunakan resin jesmonite. Namun, Wu Creatives masih tergolong baru, sehingga perlu adanya *brand awareness* dari para konsumen. Oleh karena itu, untuk meningkatkan *brand awareness*, Wu Creatives merancang sebuah *brand activation* berupa *workshop online* bernama The Crafting ReLounge yang ditargetkan untuk masyarakat berusia 17 hingga 27 tahun serta merancang media promosi yang disebarluaskan melalui empat platform: Instagram, Tiktok, Tokopedia, dan Shopee. Penelitian ini dirancang dengan menggunakan metode pengambilan data kualitatif dan kuantitatif melalui studi literatur dari jurnal dan buku, wawancara dengan empat orang *expert user* dan empat orang *extreme user*, serta survei yang diisi oleh 57 responden sesuai dengan target *market* dari *brand* Wu Creatives. Hasil dari perancangan *brand activation* Wu Creatives adalah eksekusi dari *online workshop* itu sendiri dan media *timeline* atau *customer journey* untuk konten media promosinya. Jenis konten yang diunggah Wu Creatives di media sosial adalah konten multimedia yang membahas tentang *product knowledge*, tips dan trik, *video reel*, *giveaway*, hiburan, promosi, Jenis konten yang diunggah oleh Wu Creatives di media sosial adalah konten multimedia yang membahas tentang pengetahuan produk, tips dan trik, *video reel*, *giveaway*, hiburan, promosi, filter Instagram, *banner e-commerce*, dll.

Kata kunci: Kesadaran merek, Aktivasi merek, Perjalanan pelanggan, Media promosi, Multimedia

INTRODUCTION

Wu Creatives was founded in 2022 aimed to help people who often experience stress. Based on a survey conducted by the researcher on 30 respondents, 43.4% of them frequently experience stress, especially at work. To help with the problem, Wu Creatives sells a stress-relieving product kit because crafting activities have been proven to be therapeutic. As mentioned by an art therapist at Cancer Wellness Piedmont named Gayle Torres, he said that crafting activities can move someone from inactivity to engagement, creating a sense of comfort.

Therefore, Wu Creatives, being a new brand, needs to build brand awareness. With the right methods, a brand can introduce and educate potential buyers about the offered products. Brand activation can be an effective strategy to increase brand awareness as it provides "action learning" and real-time experiences by directly

involving customers with the brand. That is why, Wu Creatives designed a brand activation in the form of an online crafting workshop along with its promotional media targeting those aged 17-27 years old. Moreover, these workshops can create a community for those interested in participating in relaxing workshops.

The purpose of conducting these online workshops is to allow consumers to directly engage with the brand and actively participate in the brand's stress relief activities. Additionally, consumers who attend the workshops can share their workshop experiences on social media, thus increasing Wu Creatives' brand awareness through word of mouth (WOM). Word of mouth is one of marketing methods that dominates consumer purchasing decisions (Pranandha & Kusumadewi, 2022). It plays a crucial role in enhancing a company's brand awareness, as it provides accurate product information from one consumer to another through personal communication (Chotimah & Sukma, 2022).

RESEARCH METHOD

This research utilized primary data collection methods through interviews and questionnaire surveys. Interviews were conducted on 4 branding and graphic designs experts and 4 extreme users that have joined The Crafting ReLounge workshop. Then, the survey was conducted on 57 Indonesian respondents according to the target market of the Wu Creatives brand, which is those who are aged between 17-27 years old who often experience stress.

Secondary data collection through literature review is also important to support this research and to prove the validity of some theories. Secondary data was collected from journals and books.

RESULT AND DISCUSSION

Brand Awareness

In order to achieve repetitive purchases, an influential tool is needed to assist brands and play a significant role in social media to increase sales and ensure effective promotion. In this case, the tool is brand awareness. Brand awareness can be defined as the process of identifying and recognizing a brand in the minds of

consumers. There are four dimensions to measure brand awareness (Kotler et al., 2019):

1. **Brand recall** is the strength of consumers' memory towards a brand in a product category.
2. **Brand recognition** is the strength of consumers' memory towards a brand regarding brand characteristics.
3. **Purchase decision** is the strength of consumer memory to include a brand's product as an alternative choice in the shopping cart.
4. **Consumption** is when the brand has become top of mind when consumers want to make a purchase in the product category.

Brand Activation

Brand activation provides real experiences for participants to generate direct learning processes, allowing them to engage directly with the brand. In brand activation activities, customers can actively participate as involved participants or passively participate as spectators (Gunawardane et al., 2020). According to Rizkizha (2019), in order to create positive buzz marketing or word of mouth, brand activation is necessary to increase brand awareness among customers. The success indicator of brand activation is when a brand is consciously or unconsciously chosen by its customers to fulfill their needs. Effective branding necessitates strategic keyword research to maximize its reach. This research process involves analyzing competitors' strategies and utilizing tools like the Value Proposition Canvas. These tools help identify keywords relevant to the brand and its target audience, ultimately enhancing brand visibility and engagement (Megawati 2023)

Therefore, Wu Creatives opened an online Jesmonite Crafting Workshop as its brand activation along with its promotional media that is shared on four platforms: Instagram, Tiktok, Tokopedia, and Shopee. The reason for choosing an online workshop instead of an offline one is because many individuals who experienced stress don't have much time or willingness to visit a physical location for a workshop. According to Iswanto (2017) Social Media is one of the media that become a popular choice for business owner, because compared to other media,

they have advantages namely: social media categorized as cheap, only requires an email account to create a social media account, in which to create this email account also does not require any cost. It's also more comfortable for introverted individuals to participate in an online workshop without the need for face-to-face interaction. They are also provided with convenience and ease of access to the crafting materials by directly purchasing the kit through Wu Creatives' e-commerce shop.

Customer Journey

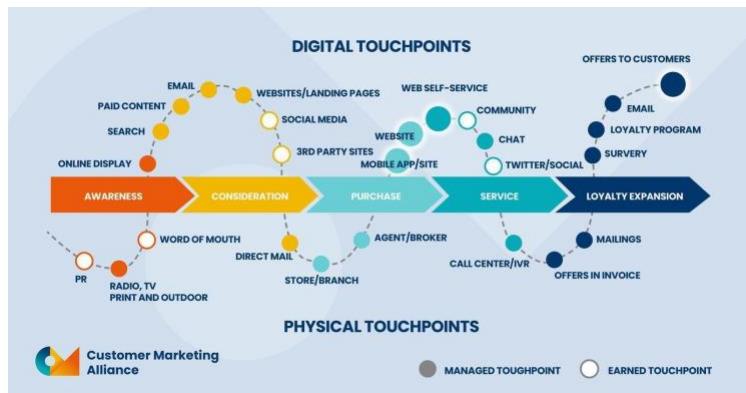


Figure 1. Customer journey illustration

Source: <https://www.customermarketingalliance.com/mapping-out-the-customer-journey-and-finding-your-audience/>

Kranzbuhler et al. (2018) defines customer journey as a series of touchpoints experienced before, during, and after a customer's purchase. The customer journey refers to the sensory, affective, cognitive, relational, and behavioral responses of customers and their reactions to various stimuli along the customer journey (Følstad and Kvæle, 2018). To develop an excellent customer experience, a deep understanding of the customer journey is crucial (Følstad and Kvæle, 2018; Kuehnl et al., 2019).

In the context of developing Wu Creatives' brand activation, it is important to understand the customer journey and identify what needs to be prepared and provided, such as call-to-action buttons, content posting, etc.. It is also important to understand the customer experience, whether customers feel satisfied or not.

Encouraging customers to write rating reviews after purchasing a product from Wu Creatives can also be beneficial. Wu Creatives also designed a media timeline to keep track of the customer journey (Table 1):

No	Media	Waktu	Touchpoints	Channel Phase
1	Contents about product introduction (Product promotion, product knowledge, entertainment)	Early November-Mid January	Instagram post & reels, Tiktok, Tokopedia, Shopee	Awareness for Brand
2	Contents about workshop information and teaser, stress & mental health facts, giveaway	Mid January - Early February	Instagram post, reels, story, Tiktok, Tokopedia, Shopee	Awareness for Brand Activation
3	Contents about workshop registration, stress relief and crafting facts, benefits of the workshop	Early February	Instagram post & story, Tiktok story, Tokopedia, Shopee	Evaluation
4	Contents about workshop registration reminder	Early February - Mid February	Instagram post & story, Tiktok story, Tokopedia, Shopee	Action or Purchase
5	Workshop execution and contents on the workshop recap	Mid February	Zoom, Instagram reels & story, Tiktok, Tokopedia, Shopee	Delivery
6.	Contents about workshop testimonies and selling after sales product (refill kit)	Mid February - Late February	Survey, Instagram story & post, upload new after sales product in Tokopedia and Shopee	After Sales Service

Table 1. Wu Creatives' media timeline

Source: author's documentation

No	Media	Waktu	Touchpoints	Channel Phase
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Promotional Media

Promotional media is a tool used by manufacturers and distributors to communicate information or messages to their target market in order to promote their products or services and attract customer interest to increase their sales (Anggraini, 2020). It is important to have promotional media to increase brand awareness and support brand activation. The primary medium used is social media, where various forms of media such as social media posts, e-commerce banners, video advertisements, and more are necessary. The goal of having comprehensive promotional media is to effectively convey the brand's information or message to the target market of Wu Creatives, which includes teenagers and

young adults who are seeking ways to reduce their stress through the products offered by Wu Creatives.

Multimedia

Multimedia, as defined by Simarmata et al. (2022), is digital information delivered to users accurately in the form of integration of discrete media such as images, text, and graphics, and continuous media such as audio and video. There are several elements in multimedia content, including video, sound, text, images or graphics, and animation. One of the most powerful components in multimedia for information dissemination is text. Videos with text, sound, or music can greatly help increase people's interest in continuing to watch the video and help them learn as much information as possible about the brand's products. According to Iswanto (2020) One of the branding mediums frequently used today is digital social media. Digital media, which consists of a series of images and text, aims to communicate and interact with the audience through content. According to Effendi & Anggrianto (2020), branding and promotion on social media have an influence on purchasing decisions. The recommended social media promotion strategy is promotion with functional and monetary value benefits, such as Instagram Ads and endorsements. The use of multimedia content is crucial to be applied to Wu Creatives' content so that the information or message can be conveyed effectively and attract more audience's attention. One way to do this is by creating Reels or TikTok videos with background music that supports the content and text that describes the video. Additionally, text can also be added in the caption to clarify or provide information related to product purchases.

Interviews and Survey Results

The interviews were conducted on 4 branding and graphic designs experts named Corinawatie Hutomo, Corie Gao, Liem Che Hin, and Junaidi Sugianto Pujiono. Interviews were also conducted on 4 extreme users who have joined The Crafting ReLounge workshop and they were Charissa Belle, Marietta Wayne, Antonio Montana, and Olivia Stefani. Lastly, the researcher conducted the survey

on 57 Indonesian respondents who are aged mostly around 17-27 years old who often experience stress.

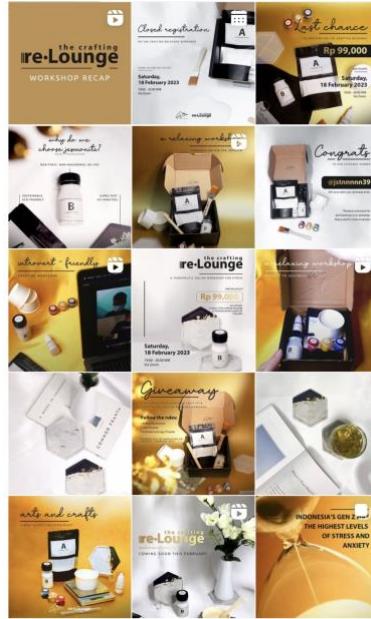


Figure 2. Wu Creatives' Instagram feed
Source: author's documentation

The interviews and the survey were done to test the designs that were made to promote The Crafting ReLounge workshop, was Wu Creatives content's message conveyed effectively to the audience, the designs' readability, design trend insights (multimedia), the accuracy of communication media and promotional material selection.

The result from the interviews and the survey were that the design outcomes of Wu Creatives are considered great and successful. For example, the design style reflects simplicity and elegance, aligns with the brand's minimalism. The message delivery is effective and informative, and the multimedia content is well-suited with appropriate music selection. The giveaway content is excellent as a promotional tool, accompanied by appropriate promotional strategies, although further improvements can still be made. The workshop event is well-organized and interactive, and overall, the colors, photos, style, and typography are attractive. The content in Wu Creatives' Instagram feed is engaging, with clear readability that can

be understood by customers. Wu Creatives also provides clear information and facts about stress relief, along with a good design hierarchy.

However, there are still some design outcomes that may be lacking or could be further improved like how the minimalist design style is still not fully reflected because there are some text/object placements in the photos that appear cluttered. Then, it is important to use a uniform font size and consistent post sizes (avoid mixing landscape, portrait, and square formats). The giveaway content should lean more towards soft selling. It is necessary to include content that showcases workshop activities. Additional content discussing stress, mental health, and how crafting activities can help relieve stress should be included. Consideration should be given to language usage (e.g., using Indonesian in captions and English in posts). The Instagram frame filter should be maximized to showcase participant photos larger than the frame and avoid adding shadows behind the filter frame.

Final Design Results

Here are the final designs after revisions based on the interviews and the survey. The designs are based on the media timeline table (table 1) that has been mentioned in the previous sub-chapter.

And these pictures below are the more detailed promotional media designs that were made and revised for The Crafting ReLounge online crafting workshop.



Figure 3. Revised designs on awareness for brand activation channel phase
Source: author's documentation

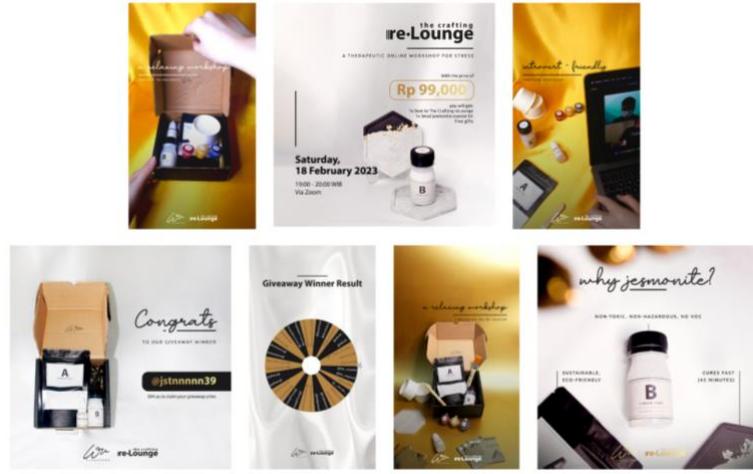


Figure 4. Revised designs for evaluation channel phase
Source: author's documentation

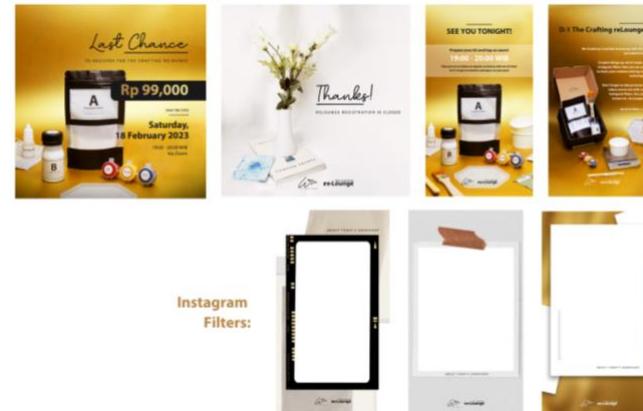


Figure 5. Revised designs for action or purchase channel phase
Source: author's documentation



Figure 6. More revised designs for action or purchase channel phase
Source: author's documentation

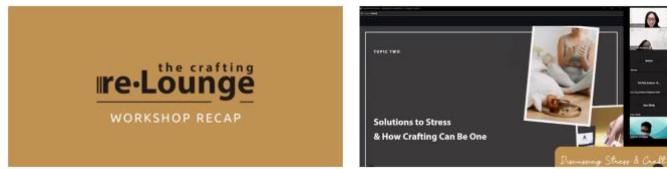


Figure 7. Revised designs for delivery channel phase
 Source: author's documentation



Figure 8. Revised designs for after sales service channel phase
 Source: author's documentation

CONCLUSION

From this research, the researcher can conclude that choosing the appropriate promotion strategies and media as well as the arrangement of a suitable media timeline, are crucial in effectively delivering the message to the target market. The researcher has successfully designed and implemented a brand activation strategy for Wu Creatives through its online crafting workshop to increase brand awareness and engage with its target audience. From the results, it can be concluded that brand activation proved to be an effective tool in creating brand awareness among the target audience, especially with the help of word of mouth. The online crafting workshop provided real experiences and direct engagement, allowing participants to actively interact with the brand. The promotional media, including social media posts, e-commerce banners, and video advertisements, effectively conveyed the brand's information and attracted the audience's interest.

Although most of the strategies were successful, there are some improvements, revisions, and refinements needed to perfect the strategies based on the expert and extreme users and survey respondents' input. But, the researcher has also revised and finalized all of the designs and the strategy.

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