

A Brand Activation for Yummy for Tummy, Which Will Serve As an Educational Media Regarding GERD for Gen Z

Stephanie Giovanna Alexandra

sgiovanna01@student.ciputra.ac.id

Visual Communication Design, Creative Industry
Ciputra University

ABSTRACT

Yummy for Tummy is a brand that is focused on GERD related problems in Indonesia. What prompts this brand's creation is the high GERD rate in Indonesia, yet the awareness regarding this is still worryingly low. To be able to contribute to solve the problems found by the brand, Yummy for Tummy decided to create a brand activation called 'Your Healthy Buddy'. The research method used is both qualitative and quantitative methods. The qualitative method is done by researching credible books and journals, as well as by conducting interviews with extreme and expert users. While the quantitative method is done by sharing a survey with 51 respondents. The designs created for the brand activation consists of educational illustration, interactive challenge, interactive Instagram Story, Instagram Reels, and Merchandise. From the research, it can be concluded that with the existence of Your Healthy Buddy, it is expected that education regarding GERD in social media can increase and help provide impactful education for the people.

Keywords: Brand Activation, GERD, Social Media, Illustration, Education

ABSTRAK

Yummy for Tummy adalah sebuah *brand* yang berfokus pada masalah GERD di Indonesia. Hal yang mendorong terciptanya *brand* ini adalah tingginya angka penderita GERD di Indonesia, namun kesadaran akan hal ini masih sangat rendah. Untuk dapat berkontribusi dalam menyelesaikan masalah yang ditemukan oleh *brand*, Yummy for Tummy memutuskan untuk membuat sebuah *brand activation* yang disebut 'Your Healthy Buddy'. Metode penelitian yang digunakan adalah kualitatif dan kuantitatif. Metode kualitatif dilakukan dengan melakukan riset terhadap buku dan jurnal yang kredibel, serta melakukan wawancara terhadap pengguna ekstrim dan ahli. Sedangkan metode kuantitatif dilakukan dengan membagikan survei kepada 51 responden. Desain yang dibuat untuk *brand activation* terdiri dari ilustrasi edukasi, tantangan interaktif, Instagram Story interaktif, Instagram Reel, dan Merchandise. Dari hasil penelitian dapat

disimpulkan bahwa dengan adanya Sobat Sehatmu, diharapkan edukasi mengenai GERD di media sosial dapat meningkat dan membantu memberikan edukasi yang berdampak bagi masyarakat.

Kata kunci: *Brand Activation, GERD, Media Sosial, Ilustrasi, Edukasi*

INTRODUCTION

Yummy for Tummy is a brand that is focused on GERD related problems in Indonesia. What prompts this brand's creation is the high GERD rate in Indonesia, yet the awareness regarding this is still worryingly low. Information about GERD is still presented in medical journals and not in everyday media, which is why Indonesians citizens have very little awareness regarding this matter. The usage of medicines, which are supposed to be the cure for GERD, can induce medication dependence and immunity instead. Most GERD patients who are within the age of 17-34 often feel that stress, skipping meals, and overworking are the main reasons and also triggers for their condition. Nowadays, there is also little to no media that can personally remind GERD patients to eat regularly and take care of their health to prevent and help relieve GERD.

To be able to contribute in solving the problems found by the brand, Yummy for Tummy decided to create a brand activation called 'Your Healthy Buddy'. Brand Activation is an activity done by a brand to establish a close relationship with its consumer, and to push consumers in engaging with the activities the brand offers (Saeed, et al, 2015). Brand Activation can be done to attract new target markets, and to establish a closer relationship with existing target markets. Brand Activation is not created only for a brand to engage with its consumers, but also for consumers to engage and interact with each other. That way, a word of mouth marketing can happen on its own. A Brand Activation's goal is to activate said brand's consumers (Tampubolon, 2018). It is not enough for a brand to merely state what differentiates them from other brands, as a brand should relay contents creatively and with a distinctive characteristic. A brand with strong visual characteristics is bound to improve its target market's interest. One example of

visual characters that stand out is the use of a brand's colors, because 60-90% of consumer's perception regarding a brand starts from the brand's color usage (Fournier, 1998, in 'Designing Brand Activation Through Instagram for Semandtik, 2020). Brand visuals, including mascot, logos, colors, and fonts, are vital elements in establishing a consistent brand identity. These visual cues serve as anchors that connect various marketing materials, creating a unified experience for consumers (Megawati, 2023).

Your Healthy Buddy is a stomach health themed Brand Activation that is fun and easy to understand, so that its educational content can be understood well by its target market. Your Healthy Buddy aims to not only provide education, but also to provide new experiences that can help people take care of their stomach's health. During the course of the activation, there will be five media used. The five media are educational illustration, interactive challenge, interactive Instagram Story content, Instagram Reels, and Merchandise. The interactive challenge will be divided in three steps for the course of the activation.

RESEARCH METHOD

The focus of this research will be on how a brand activation in social media can be used to educate Gen Z regarding GERD. To do this, there will be theories regarding brand, brand activation, social media, gen z, merchandise, and visual branding as the fundamental data for this research. The research method used is both qualitative and quantitative methods. The qualitative method is done by researching credible books and journals, as well as by conducting interviews with extreme and expert users. Qualitative methods using purposive procedures by interviewing resource persons as research informants. The informants selected have the criteria of having expertise and in-depth knowledge in the field. (Budi 2023) The quantitative method is done by sharing a survey with 51 respondents, aged 17-31, who have a high interest in illustration, merchandise, and Yummy for Tummy as a brand. Survey is one of the research tools commonly used to collect data from respondents. Utilizing a questionnaire as a data collection tool can be an appropriate choice for research that requires data from a large number of

respondents. (Wardaya, 2023). Below are the profiles of expert users who are consulted with for designing the brand activation:

- Angelica Tavia, S.Ds., an expert in branding.
- Ferdinand Linardi, S.Ds., an expert in illustration and branding.
- Evalida Maria, an expert in illustration.
- dr. Yunike Felita, an expert in medical fields.

These expert users are consulted so that the content designed for the brand activation can be impactful, and accurately follows the basic principles of branding, designing illustration, and is factually correct in terms of giving out health related education. Below are the profiles of extreme users who are consulted with for designing the brand activation:

- Sheren Lim, an art merchandise collector and illustration enthusiast. Sheren Lim is also one of Yummy for Tummy's loyal customer.
- Jessica, an art merchandise and designer toys collector, as well as an illustration enthusiast. Jessica is also one of Yummy for Tummy's loyal customers.
- Angelynn Gianina, an art merchandise and designer toys collector, as well as an illustration enthusiast. Angelynn is also one of Yummy for Tummy's loyal customers. These extreme users are consulted so that the content designed for the brand activation can be impactful, and caters to what the target market is interested in. This interview is also done to further understand the target market's interests and preferences, to be able to connect with them and establish a strong relationship with them.

RESULT AND DISCUSSION

Before designing a Brand Activation, it is important to conduct research to find credible data that will be this research's foundations. Which is why, a thorough research for these topics : Brand, Brand Activation, Gen Z, Social Media, Merchandise, and Visual Branding, is done to provide data that can be used to create an impactful Brand Activation.

Brand

A brand's definition is a name, phrase, design, symbols, or features that identifies each item or service to their creators (American Marketing Association Dictionary, 2013). In the attempt to increase a brand's brand awareness, creating content is one of the ways that can be done to show a brand's value, aside from promoting the products offered. After conveying the values and messages that the brand has, it is important for the brand to follow through with their values. Social media is one of the best places to promote content, because social media can be the connector between the consumer's offline and online experience (Tuten, 2020). For a brand to influence customers' purchasing decisions, it needs to convey its message clearly. According to Ari Kurniawan, a graphic designer and art director in Surabaya, effectively communicating the brand's message to the audience requires a comprehensive visual system design that can consistently articulate the message between the brand and the product (Anggrianto, 2020).

Brand Activation

Brand activation is a brand's activity that is done to establish a close relationship with the consumers, and to engage the target market in promotional activities that can increase their interest in said brand (Saeed, et al, 2015). Brand activation that focuses on the consumer's experience will increase consumer satisfaction, which will prompt repeat purchases. The presence of engagement between a brand and its consumers can establish a bond stemmed from trust, commitment, and brand loyalty (Morgan & Hunt, 1994). Brand activation can be done on social media, where the brand can create and form an intensive relationship with its consumers, so that consumers can include the brand as a part of their lives (Saeed, et al, 2015). The goal of a brand activation is to activate the brand's consumer itself (Tampubolon, 2018). The right visual strategy can help brands communicate their brand values more effectively (Indriati, 2020)

Gen Z

Gen Z is a generation that was born during the year 1997-2010. Gen Z is the generation that uses Instagram as its primary social media the most, according to Jakpat Survey, 2020. Gen Z has a short attention span, which is why when creating

contents intended for Gen Z, it is important for the content to capture their attention in a short time. Gen Z is more interested in products that use pull marketing, which is marketing that shows the values a brand offers (Ortiz, 2019). Pull marketing is commonly done in social media. In communicating with Gen Z through social media, it is important to create contents that are short, meaningful, and easily understood.

Social Media

Social Media is a media to socialize with people all over the world without being limited by time and space (Ortiz, 2019). Nowadays, more brands are creating promotions on their social media to attract new consumers. In creating promotional contents, it is important to remember that consumers dislike interruptions such as ads (Ortiz, 2019). Which is why, it is important to remember that if promotional ads are made without having proper foundations in establishing a brand awareness, the target market will not be interested in the brand. The creation of content in social media is to pique the target market's interest without unnecessary coercion. 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 (Iswanto, 2017).

Merchandise

Merchandising is a process of creating commercial products using pictures of fictional characters that have been known before (Kewalramani, 2012). Merchandise can be used to establish brand awareness, by using characters that have been known by the target market or the general crowd (Kewalramani, 2012). In using merchandise as a branding media, it is important to form the brand's narration so that the brand's personality can be conveyed and a close relationship with the target market can be established. In designing merchandise, the most important aspects are creative and visual aspects. Which is why, it is important to construct a brand narration which mirrors both aspects so that the target market will be constantly interested and engaged with the brand (Browns dan Patterson,

2010). Handmade or locally made merchandise will create a bigger interest because handmade or locally made merchandise is believed to have more love in it (Fuchs et al., 2015).

Visual Branding

Visual branding is a brand's attempt to identify and promote its uniqueness using pictures, visual elements, and visual arrangements. The use of color and typeface is one of the examples of visual elements that influence a brand's visual branding (Airey, 2019). After researching the topics needed to create an impactful brand activation, here are the designs that have been made in accordance to the data gathered. The designs will consist of educational illustrations, interactive challenges, interactive Instagram Story, Instagram Reels, and merchandise, which will be shown below. According to Indriati (2020) Effective visual strategies on Instagram:

- Understand Your Brand Values: What do you want to communicate to your audience?
- Use Appropriate Visual Representation: Ensure that the visual representation you use can convey your brand values.
- Create Interactive Content: Encourage users to engage with your content.
- Use Appealing Visual Composition: Make your content look attractive and memorable for users.

Educational Illustration

The concept for the whole educational illustration's design is a warm and vibrant design that will invite the target market to look after their stomach's health. The illustration will provide copywriting that asks the target market to look after their stomach's health in variously easy and fun ways. Gen Z has a short attention span, which is why the information provided will use puns to pique their interests. The educational contents also will not be more than two sentences to ensure a quick reading time as seen in Figure 1.



Figure 1. Educational Illustration.
source: author's documentation

Interactive Challenge

During the course of the brand activation, the interactive challenge will be divided into 3 steps, where one of the steps can be seen in Figure 2. In each step of the challenge, there will be activities that the target market can join in by using the templates given via Instagram Highlight. The purpose of this challenge is so that the target market can establish a new habit which can increase their stomach's health. This can be the first step to look after their stomach's health, but they can do it without feeling burdened as it doesn't take much time and they can receive gifts in exchange for their dedication in looking after their stomach's health.



Figure 2. Interactive challenge
source: author's documentation

Interactive Instagram Story

For the interactive Instagram Story, the contents designed will try to show handmade and warm aspects, as it is believed to have more love in it (Fuchs et al., 2015). This will be shown through contents that show Momo and Mochi's simple actions such as providing letters, giving cookies, and a lot more (Figure 3). In these

contents, the target market can interact by choosing the gifts, choosing to open the letter, and other various possibilities.



Figure 3. Interactive Instagram Story
source: author's documentation

Instagram Reels

For Instagram Reels, Your Healthy Buddy will provide content that can convey to the target market, “You have a friend that can help you through a healthy stomach journey”. This will be shown through a series of vlogs, packing orders video, and product teasers (Figure 4).



Figure 4. Instagram Reels.
source: author's documentation

Merchandise

The merchandise designed for this brand activation will be one that can be a reminder for the target market to look after their stomach's health, and at the same time one that can be consumed to help prevent and relieve GERD (Figure 5). The consumable merchandise will consist of honey and sago cookies, which have gastroprotective properties and can help form a protective layer in our stomach (Indian Institute of Health, 2013). Handmade or locally made merchandise will

create a bigger interest because handmade or locally made merchandise is believed to have more love in it (Fuchs et al., 2015).



Figure 5. Merchandise
source: author's documentation

After the designs are created, a validation process is conducted with expert users, extreme users, and survey respondents. This process is done to gather data about whether or not the designs created aligns to the brand activation's goals and if the goals can be achieved through the designs created. Below are the results of the validation process.

Expert User, Extreme User, and Survey Respondents Review

After going through a thorough design validation process, data about successful design and strategies, as well as strategies that can be improved are gathered. Strategies that are deemed successful by the expert and extreme users as well as survey respondents are the use of original illustration style and color palettes, as well as the brand activation's logo which aligns with the activation's goals. The use of media such as educational illustration, interactive Instagram Story content, Instagram Reels, interactive challenge, and merchandise is also deemed spot on by the extreme users, expert users, and survey respondents. The educational contents conveyed is also considered successful as it is easy to understand and is able to pique the target market's interest. The expert users, extreme users, and survey respondents deems the problem identifying and problem solving to be spot on, and the brand's visual is able to create a strong brand

image. The use of food and beverages that has benefits for stomach health is also considered a smart strategy as it is able to provide a new experience for the target market.

Meanwhile, strategies and designs that can be improved are the addition of more interactive contents such as mini games, followed by the addition of content that has a story in it so that the target market can get to know the brand better. The use of various headlines for the educational contents is also recommended to make the contents more interesting and less monotone. The addition of various reels which follows the trend in social media can also be done to attract more target market. The use of footnotes containing the source to each educational content is also recommended as it can provide a sense of credibility. And the last one, during the course of the activation, more challenges can be made, if possible, the challenges should be activities that can provide benefits for the target market instead of just simple giveaways.

From the expert user, extreme user, and survey respondents' review, it can be concluded that there are designs and strategies that are deemed successful, such as the brand activation's visual design, media usage, problem solving, educational content, and the use of beneficial food and beverage. And there are also designs and strategies that can be improved, such as the addition of more interactive and story-based content, the use of various headlines for educational content, the addition of more various content, the use of footnotes to provide sources in educational content, and the addition of challenges during the course of the brand activation. These feedbacks will be implemented as the brand activation progresses, and several changes will be made to existing designs prior to the brand activation's official release.

CONCLUSION

Based on the design validation process, it can be concluded that the strategy designed by Your Healthy Buddy has succeeded. This is proven by the 74.5% respondents saying that they are highly interested in trying the products and

activities provided by Your Healthy Buddy, while 25.5% respondents said that they are interested in trying the products and activities provided by Your Healthy Buddy. The use of original illustration style and color palettes, as well as the brand activation's logo which aligns with the activation's goals is deemed correct by the expert and extreme users, as well as survey respondents. The use of media such as educational illustration, interactive Instagram Story content, Instagram Reels, interactive challenge, and merchandise is also deemed spot on by the extreme users, expert users, and survey respondents. The educational contents conveyed is also considered successful as it is easy to understand and is able to pique the target market's interest. The expert users, extreme users, and survey respondents deems the problem identifying and problem solving to be spot on, and the brand's visual is able to create a strong brand image. The use of food and beverages that have benefits for stomach health is also considered a smart strategy as it is able to provide a new experience for the target market. By looking at this whole design process, it can be concluded that with the existence of Your Healthy Buddy, it is expected that education regarding GERD in social media can increase and help provide impactful education for the people.

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