

# DESIGNING PROMOTION OF OAT 8 TO REDUCE OBESITY RISK FOR WOMAN THROUGH DIGITAL MEDIA

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**Abstract** Oat 8 is a biscuit made from Oat. Oat 8 has green beans and almonds variant. Oat 8 has encourage its promotion activities through digital media. From social media, to e-commerce. But, Oat 8 still needs more effort to increase its brand awareness, gain new customers, and reinforce its brand image as a healthy snack. Based on survey by the digital assessment of Oatbits product, Oat 8, that use references from number of fans in each social media, the participants of activation, and use key finding "which brand do you like" shows that the response of Oat 8 from the audience is lowest than its product benchmark. Snacking habit is a common thing to do on the sidelines of work time. Snacking is dominantly done by woman. It caused by emotional and hormonal factors. But their sedentary life, makes the extra calorie intake from food, especially snacks, they are not totally burned by body. In a long term, it will be deposited inside the body that cause the risk of obesity. Thus it needs to make a promotion strategy that linked by health phenomena which is concerns with the prevention of obesity risk with Oat 8 product.

**Keywords** Oat 8, Promotion, Snack, Obesity, Woman

## 1. Introduction

Nowadays, digital media becomes a choice used to support a promotional activity. Because information is more quickly and easily spread in a short time than conventional media (Nugraha 2014). This is done by Oat 8 which is intensifying promotional activities through digital media, started from social media, to e-commerce. For Oat 8 products, digital media is a very important medium in a promotion activity. By considering the development era which getting ahead and using digital media. But, Oat 8 still needs more effort to increase its brand awareness, gain new customers, and reinforce its brand image as a healthy snack. Based on survey by the digital assessment of Oatbits product, Oat 8, that use references from number of fans in each social media, the participants of activation, and use key finding "which brand do you like" shows that the response of Oat 8 from the audience is lowest than its product benchmark. the benchmark are Quaker, and Roma Sari Gandum.

Snacks become an alternative to reduce or overcome a hunger, especially during work time. Snacking habit is a common thing to do on the sidelines of work time. In this case, women are dominantly like the snacking activities than men. Based on interview results with DR Judiono Wibowo MPS, the nutritionists from Poltekkes Bandung, said that this is caused by emotional and hormonal influence. life.id-times.com (15/08/2016) also reported that when the women are in the period of pre-menstruation, their appetite will be

increase. This is caused by the changes of hormone which progesterone hormone will be increase, but estrogen hormone will be decreased. Thus the metabolism become fast and increase the appetite.

Dr. OZ Indonesia that aired on Trans TV (24/01/2016), Reported that snacking is a hunger that come up outside the three main meals hours. The desire to snacking signifying that the body lacks some nutrients during the main meal hours. However, sedentary lifestyle made extra calorie intake from food, especially snacking, is not totally burned inside the body. Thus in the long term it will deposite inside the body that can cause obesity (Kemenkes, 2012). Fat deposite will be increase if the nutrition and amount of intake not noticed. According to DR Judiono Wibowo MPS, unhealthy snacks are contains a high glycemic index, which is high in carbohydrates, sugar, and fat. DR Judiono Wibowo MPS added that the healthy snacks criteria are contains a complete and beneficial nutrients for the body, such as fiber, protein, vitamin, and mineral.

Obesity risk will be minimalize with controlling the food intake and food selection accurately. One of the step to do is choosing healthy snacks with low calories. Oat 8 Nutritional value can be a healthy snack choice, which minimize the obesity risk. Previously Oat 8's promotion activity has not lift up obesity risk phenomenon. therefore, create a promotion campaign about reduce obesity risk with Oat 8 is required. therefore it can get new consumers and build Oat 8 brand image that can winning consumer's mind opinion and strengthen its position as a healthy snack.

## 2. Basic Theory

### Promotion

In Morrisan (2010: 16) Michael Ray revealed that promotion is a method combination that is done by the seller, to communicate goods or services to the target audiences that accompanied by elements of persuasion. The combination of methods that applied by companies to the target audiences, called promotional mix. In promotion mix has four elements, there are advertisement, sales promotion, publications or public relations, and personal selling. On the other hand, George E. Belch and Michael A. Belch, revealed that there are two elements that can be added to the promotion mix, such as direct marketing and interactive marketing.

### Promotion Purpose

In Morissan (2010:39) Promotion is done by achieve several goals, there are :

- A. Introducing the existence a company to the public, if the survey results indicate the public which not already know the existence of a company (product or service).
- B. Providing education to the target audiences to use the product, if the survey results indicate that the target audiences have not understood the function and benefit of the product.
- C. Immersing the image of the company or product in target audiences mind. if the survey results indicate that the majority of the target audiences are not already know that the company produces a new product or holds a new activity.

### Advertising Definition

Advertising is a message strategy that use media as an intermediary for communication, to persuade or influence the target audience. Therefore the target audience will affected by the message (Moriarty et al, 2009: 6).

### Advertising Purpose

According to Terence A. Shimp (2013: 357-361) advertising has communication functions:

- A. Informing, which make consumers aware of new products or brands, and educate consumers about functions and benefits of the product. Informing begins with the introduction stage, then in the next stage will immersing brand image consumer minds to reach top of mind stage.
- B. Persuading, is how to influence and persuade consumers, to be affected by the delivered message and interested to buy offered products.
- C. Reminding, is keeping the advertised product keep in their mind and fresh in consumer's memory. Reminding can prevent consumers from brand switching.
- D. Adding value, which giving added value for the product, so that the product has a superior perception and innovative in consumers perception.
- E. Help for other company's efforts.

### Brand Awareness

According to Surachman (2008: 8) brand awareness is the measurement of how far consumer perception or consumers

knowledge about the product or brand, and how far the brand or product can be remembered by consumers.

The level of consumer awareness or knowledge about a brand or product can be categorized by:

- A. Unaware of brand, that is the lowest level where consumers do not know about a brand.
- B. Brand recognition is the level that consumers begin to know about a brand and consider to buy.
- C. Brand recall, is a level to know how far the consumers can remember and mention a brand without some clue.
- D. Top of mind, is the top level which is the consumer can positioning a brand in their memory. In other words the brand has been at the top of consumer's mind among the competitors.

### Brand Image

Brand image is the top level of consumer recognition about product or brand, because product image has been embedded in consumer's mind. Brand image can be achieved if the consumer's brand awareness level has reached the top of mind stage. it needs a long and continuous process to immerse a brand image in consumer's mind it aims to create a brand power to consumers (Surachman, 2008: 8)

### 2.6. Brand Image

Visual Communication Design is a method of communicating a messages or information to the target audience which translated into visual. The visual message that delivered, is not apart from the aesthetic elements which contained in visual. Visual communication design aims to provide a message, persuade, and give influence to the target audience behavior therefore it will align with themessage sender (Anggraini S. 2014: 15).

## 3. Concept and Design Results

### Design Concept

#### Creative Brief

In implementing advertising strategy, can be presented into document called creative brief. Creative brief makes easier to formulate strategies for planning an advertising activity (Moriarty et al, 2011: 436-438).

#### Problem

Oat 8 is a product that positioned itself as a healthy snack. However Oat 8 takes more effort to promote its products and increase brand awareness, in order to compete with similar snack products that entered snack market in Indonesia first. Because, based on survey results found that enthusiasts of Oat 8 products have not been able to offset the competition against competitors from similar products.

#### Why do we advertise?

To increase Oat 8 brand awareness and target audience's interest towards healthy snack which is contains 8 benefits of nutrients for the body that can be consumed as a healthy snack.

#### Who are we talking to?

**A. Demographic**  
 Gender : Female  
 Age : Adult, 20-30 years old  
 Occupation : fresh graduated, office worker  
 Economic status : AB (middle and upper)

**B. Psychographic**  
 This promotion is targeted to audience that have a desire to apply a healthy lifestyle one of them is choosing healthy snack, having busy time outside makes that person demands to choose practical things, having a good sociability and following the development of technology.

**C. Geographic**  
 this promotional activity held in Bandung. Because Bandung is the center of city which has high population, especially worker.

**D. Lifestyle and Consumer Behavior**  
 Women who have sedentary life and busy. Socialize with many people because of work, keep in touch with the smartphone as the main media to communicate, either send a message or use internet, email, and social media, meet up with friends during leisure time, up to date about trend, Tend to consume fast food, want a quality products, but cheap and affordable .

**Consumer insight?**  
 "they want to keep snacking but they want their body still in ideal shape without worrying about the risk of obesity"

**What do we want them to think or do?**  
 "Snacking is a positive activity that helps the body to metabolism easier and it can controls blood sugar so the body keep energized and appetite will controlled. By controlling the amount of calorie intake from snack and be carefull to select the type of snack can keep the body controlled without obesity impact"

**What to say?**  
 "Give your body energy, without excessive calories"

**Tone and manner?**  
 Educative, and rational

**Mandatories?**  
 Product logo and mandatory color of product

**Big idea?**  
 Fill Energy, Feel no Worry

**3.2 Design Results**

**A. App Logo**

In this promotion, logo is used as app identity. Logo that used is this app is logogram, which is formed from several elements that unity. The concept of this logo is using the theory of gestalt which is called the process of put different objects in a unity. In this logo there is combination of letters and visual element. E from energy, D from diary, and a female silhouette is visualizing a healthy and energetic woman.



**Image 1.1** Energy Diary Logo

**B. Application**

The purpose of this application is to be medium of education and information for target audience in order to manage their snacking consume and can choose good and healthy snack for their body. beside that, this application can be an educational media, and becomes a long-term promotional media for target audience.



**Image 1.2** App Mock up

**C. Advertorial**

Online article or called Advertorial used in this promotion as target audience’s attention to obesity information and education, then it will contain article that gives solutions for target audiences by Oat 8 and lead the target audience to download the application. The selection of article is base on the consumer journey approach which never apart from smartphone, and use social media. the article will be sourced from vemale.com which is an online article site for woman. Then from vemale.com will be share via LINE today, and it can be shared back to other social media.



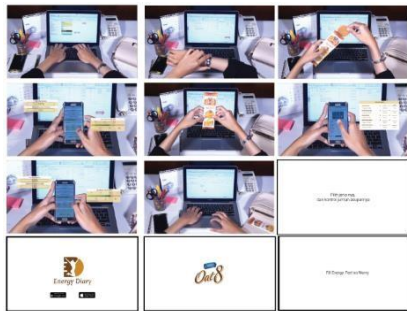
**Image 1.3** Advertorial Mockup



**Image 1.4** Advertorial Mock up

**D. Launching app video**

This video aims to communicate that snacking is good habit to do on the sideline of busy time, but keep selecting the type and controlling amount of calorie intake. this video is also providing solutions with products and inform to download the application. The concept of the whole scene in this video is using the viewpoint from main character thus it will create the impression all of the actions that performed by the characters in the video as well as felt by audience .



**Image 1.5** Video scene

**E. Application Tutorial Video**

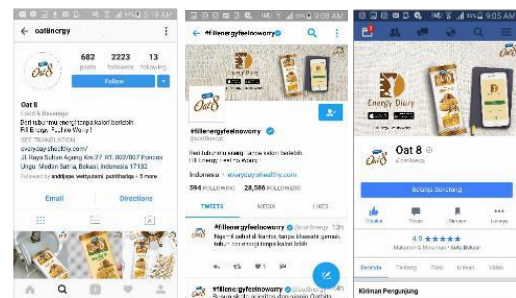
This app;ication tutorial video serves for audience direction in using the app. So the audience knows how to use the app. This video explains step by step in using the "Energy Diary" application.



**Image 1.6** Tutorial Video

**F. Social media**

Social media function is two-way communication medium with audience quickly in a short time, and can reach all audiences wherever they are. Social media that involved are facebook, twitter, and instagram. Social media also as an informing, and reminding for the audience to get the latest info about Oat 8 products. For activation activity, social media that preferred to be involved in this campaign is Instagram, because in Instagram will be held the snack photo challenge which the audiences can post snap photos with the calories they consumed in the caption column. This activation involves applications because they are required to include the calorie consumed of snack . Besides that oat 8 product must be include in photo. This activation will lasts for two months, in the ends of section will end with the prizes-giving for the winners.



**Image 1.7** Social media

**G. Web and Pop-up ads**

Web and pop up ads will come up on every site that will visited by the target audience.



**Image 1.8** Pop-up ads

**H. Ambient media**

Ambient media serve as the target audience's attention to download applications. Ambient media uses a mobile phone charger approach . this ambient media is a locker to charge phone battery for free which is placed in public place. Usually it can be found in lobby of a building or shopping center. In the locker door there are pictures of various types of snacks. It means that selecting the type of snack and controlling snack intake. This media has been selected based on con-

sumer journey approach which never apart from gadget especially smartphone. And there are times when their cell-phone batteries run out. Therefore, ambient media play a role in this condition.



**Image 1.9** Ambient ads

### I. Billboard

Billboard is used as a supporting medium in offline form that serves as persuading and reminding stage. The goal is to be seen by a wider target audience. So it can attract the attention of audiences who want to know more about products and applications, as well as a reminding stage for target audience who know the products and applications.



**Image 1.10** Billboard Mock up

## 4. Conclusion

Based on the results of the analysis performed by the previous chapters, it can be concluded that it needs to designing the promotion strategy of Oat 8 to increase brand awareness, gain new customers, and strengthen brand image Oat 8 as a healthy snack. Oat 8 makes digital media as choice to used in conducting promotional activities. But in practice, Oat 8 still needs more effort to increase its brand awareness, gain new customers, and reinforce its brand image as a healthy snack. Based on survey by the digital assessment of Oatbits product, Oat8, that use references from number of fans in each social media, the participants of activation, and

use key finding "which brand do you like" shows that the response of Oat 8 from the audience is lowest than its product benchmark. the benchmark are Quaker, and Roma Sari Gandum.

Based on the analysis that the author have done, it found that bad snacking activities can cause obesity. Considering the results of field analysis, literature study and interview results, the author see that it can be linked with this campaign, which is Oat 8 can be used as a solution for target audience problems. Snacking become an alternative to reduce or overcome a hunger, especially during work time. Snacking habit is a common thing done on the sidelines of work time. In this case, women are dominantly like the snacking activities than men. because of emotional and hormonal influence. However, sedentary lifestyle made extra calorie intake from food, especially snacking, is not totally burned inside the body. Thus in the long term it will deposit inside the body that can cause obesity. Obesity risk will be minimalize with control the food intake and food selection accurately.

One of the step to do is choosing healthy snacks with low calories. by the results of in-depth analysis conducted, the authors get a solution from mobile applications named "Energy Diary" which is the main media that can serve as a medium of information and education for target audiences. The features of "Energy Diary" are designed to facilitate target audiences in choosing snack types and controlling snack intake. The app also directs target audiences to products where in-app features have access to e-commerce links of Oat 8 products. So that target audience can find out more about the product. Supporting media are involved in this series of promotions, such as advertorial, video, web and pop-up ads, social media, ambient media and billboards. The use of media is based on AIO analysis, and consumer journey which will be categorized by AISAS method.

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