

INTEGRATED MARKETING COMMUNICATION POCARI SWEAT TO BE THE BEST BRAND ON ION SOFTDRINK CATEGORY

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Abstract

The Pocari Sweat's goal is become the top brand on Ion Soft drink Category. To achieve that goal, Pocari Sweat create the Integrated Marketing Communication strategy that combine any tools, such as advertising, Public Relations, Direct Marketing, Sales Promotion, Personal Selling, Event and Sponsorship. In one year period of media buying, one of the integrated marketing communication tools chooses to the main strategy. It related to what the purpose and goal that to be achieved.

Pocari sweat in "Pocari Sweat Bandung Java Marathon" choose event as the main tools in Integrated Marketing Communication Strategy. One of the unique points of the event is the collaboration of the running community that represented the "born to sweat" generation. Pocari Sweat Positioning is soft drinking that regenerating ion.

It is not easy to Pocari Sweat become a top of brand. In the beginning, Pocari Sweat's brand Awareness began to appear during a dengue outbreak in Indonesia. That time many doctors recommend patients to drink Pocari Sweat to quickly restore the condition of the body. Since then, that brand became known as soft drink that regenerating ion. Pocari Sweat takes advantage of the moment by strengthening its positioning.

Running Community that participated in Pocari Sweat Java Marathon represented the Pocari Sweat's target market. Running is kind of exercising that need replacement ion body. That's why Pocari Sweat chooses the event as the main tools for the Integrated Marketing Strategy for several years.

Key Words: Community Branding, Unique Selling Point, Positioning

1. INTRODUCTION

The Pocari Sweat's goal is become the top brand on Ion soft drink Category. To achieve that goal, Pocari Sweat create the Integrated Marketing Communication strategy that combine any tools, such as advertising, Public Relations, Direct Marketing, Sales Promotion, Personal Selling, Event and Sponsorship. One of the Integrated Marketing Communication tools chooses to the main strategy. It related to what the purpose and goal that to be achieved.

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Moreover, all participants agreed that integrated messages are an important way of achieving outcomes, both in terms of brand benefits to the individual charity or in terms of behaviour change objectives.

2. MATERIALS AND METHOD

2.1 INTEGRATED MARKETING COMMUNICATION

Smith, 1996; Balmer, 1995; Ind, 1997; Knox and Bickerton, 2003; Mitchell, 1997; Harris and Chernatony, 2001 in Christensen and Firat, Integrated communications proceeds from the imperative “Know thy organization and produce a general overview of all its communications!”. It helps organizations break the clutter in a world saturated with commercial symbols and messages. The consistency of integration marketing communication message makes brief the communication agency more easier. Its purpose to spent media budgets more efficiently. Conversely, it is argued, non-integrated or disintegrated communications send disjointed messages that weaken impact and confuse, frustrate or irritate the organization's audiences.

Integrated Marketing Communication (IMC) is one of the most important communications concept has influenced thinking and acting among companies but also authorities, state owned companies and political parties. Few years back, major portion of marketing budgets went to advertising. Nowadays, the integrated marketing communication activities such as trade promotions, consumer promotions, branding, PR and advertising allocated the budgets from mass media and traditional advertising has obviously promoted IMC in recognition and importance for effective marketing.

The American Association of Advertising Agencies defines IMC as “a concept that recognizes the added value of a comprehensive plan that evaluates the strategic roles of a variety of communication disciplines, and combines these disciplines to provide clarity, consistency and maximum communication impact”. Jones & Schee in Brunello 2013 consider that integrated marketing communication represents a combination of direct marketing, general advertising, sales promotion and public relations. The eventual role of the IMC is to convey a consistent message to customers. Effective IMC approaches foster companies to effective usage of promotional resource and to build longer term sustainable consumer relationships.

The concept of IMC is increasingly accepted by many firms due to a number of advantages. The mass media advertising was initially thought of as viable and useful. However, nowadays specialists consider

it ineffective because of high cost involved and the unpredictable target audience. Today, firms use precisely targeted promotional techniques such as direct mail, cable TV, the Internet, etc. Today almost all companies seek for effective implementation of information technology in promotional aspects. These new initiatives of information technology have foster buyers and sellers to share and to promote an effective customer relationship management.

Integrated marketing communication represents to leads maximum profit and minimum cost. Marketing Mix includes internet marketing, sponsorship, direct marketing, database marketing and public relations. The integration of all these promotional tools along with other components of the marketing mix to gain edge over competitors is referred to as Integrated Marketing Communication. Using outside-in thinking, it is a data-driven approach that focuses on identifying consumer insights and developing a strategy with the right (online and offline combination) channels to forge a stronger brand-customer relationship. The integrated marketing communication goal process are to create brand awareness, deliver information, educate the market, and advance a positive image of the brand. IMC refers to speaking with one voice, eliciting a response" (Brunello, 2013).

2.2 THE KEYS TO INTEGRATED MARKETING COMMUNICATION SUCCESS

Integration requires a zero based communications planning. It means starting from scratch without preconceived notions of what was done in the past. That frees marketers to choose the disciplines that will best fit the strategy. From the outset, all marketing disciplines are created equal. Public Relations has the opportunity to be heard. IMC success demand that all the key players (advertising, public relations, direct marketing, event marketing, etc. Collaborate as equal partners on the development of the best strategy thinking of all disciplines. The result may be a marketing program in which each plays a role, or it may be mutually determined that one discipline or the other is more or less essential for success. The resulting program may be driven by advertising or public relations or promotion, with the other disciplines playing supporting roles (Harris, 2018).

2.3 CLOSING THE MARKETING CREDIBILITY GAP

Credibility is the key, and of all the component of integrated marketing, public relations alone possesses a priceless ingredient that essential to every IMC program- its ability to lend credibility to the product message.

Advertising and promotional are about salesmanship. Customers know it and are on the defensive againsts being sold something they don't want or need. Public Relations, is about publicity that customer directly or through trusted third parties, public relations makes advertising more believable and promotion more actionable.

This is why public relations is the secret weapon of the integrated marketing, public relations to make integrated marketing work harder and better. It draws on the experience the tools and techniques of public relations to achieve marketing success (Harris, 2018).

2.4 BRANDING RULES

a) Perception is a reality

Branding is creating customer perception. What the mind thinks right is the truth, and you do not deny it. Perception is reality. Branding is not a fight to determine the better brand (although it helps). Branding is a battle to determine who can create better perceptions.

b) Lucky way to pioneer brand

Being first is better than being better. This is important, though not a guarantee of success. Being the first gives you the opportunity to solidify your brand in the minds of customers before there are competitors.

c) Create the new categorize

If you are the first or second brand in the market, there is still hope for you to be the first to remember. You will need to promote aggressively, but your brand will grow as the category grows. You will be seen as a champion brand because of the promotions made.

d) Focused

When focused, brands will be strong. People remember with the one centre idea message from the brand.

e) Create the differentiation or sale with the cheaper price

The marketters cannot build a strong brand without differentiation. If the customer cannot differentiate your brand with your brand competitor's product, customer prefer to with the cheaper price.

f) Public Relations content to develop brand publicity

Advertising is what you say about yourself, and tend to say the right thing. Therefore, advertising has very little credibility. PR is what media say about your brand. Because the media is a third party, their opinions will more trusting. Public Relations have credibility that not owned by advertising, but we still need advertising to maintain the brand.

g) Create the great name for your brand

The business is already complicated without being the brand name that easy to forget. So work hard to make sure you have a unique and memorable brand name. After all, your brand is just a long term name. The great name that you have will be prompted by competitors.

h) Consistent

The consistency brandtouchpoints create the customer perception. To create brand awareness, the brand used expose with the consistency message.

i) Create the competitive atmosphere

To build a strong brand, the markeeters need to provide the existence and prove its appropriateness to remain.

j) Find the right time to create the second brand

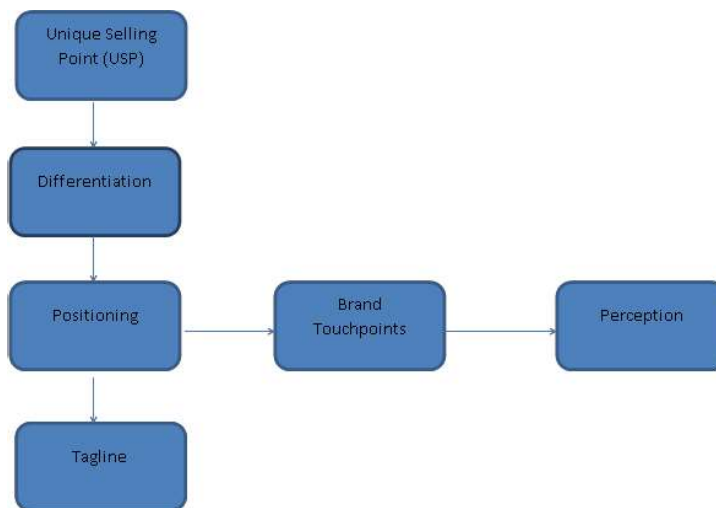
Brand need to become a top brand, yet to create the second brand (Chew & Tai, 2012).

2.5 DIFFERENTIATION

The livestock owners needed a way to recognize their cows, and to find a simple but clever solution. They make an iron stamp with the owner's logo. After that, livestock owners can recognize their cows easily, simple but effective. Branding is not only recognizes logo design, but at that time the logo serves as a differentiator. Branding is not a logo, but how to create customer perception.

The form may be changed, but its function remains: to distinguish your cow from your competitors. It's just that, "cow" is currently the company's tangible, service products, even people also require branding. From that point of view, differentiation can be regarded as the process of turning commodities into brands. The cow is a cow. What distinguishes our cow from your cow is a logo, and what the logo represents. Evian sells water, and water is not a limited commodity, the surface of the earth is covered with water. Evian turned into a great brand because Evian drinking water is processed through natural filtering of the Alps. This process enriches water with essential minerals. Water is water unless it is filtered, and Evian's drinking water is filtered because it comes from the Alps. (Tai, Chew 2012).

The Unique Selling points (USP) and differentiation are very important to create positioning. Positioning is describe that our brand want to know as what? or "What to say". Then the tagline is the derivative from Positioning that easy to remember or "How to say". Brand touchpoints is the any point of contact than describe the positioning. It can be tangible or intangible.



(Wahyuni,2017)

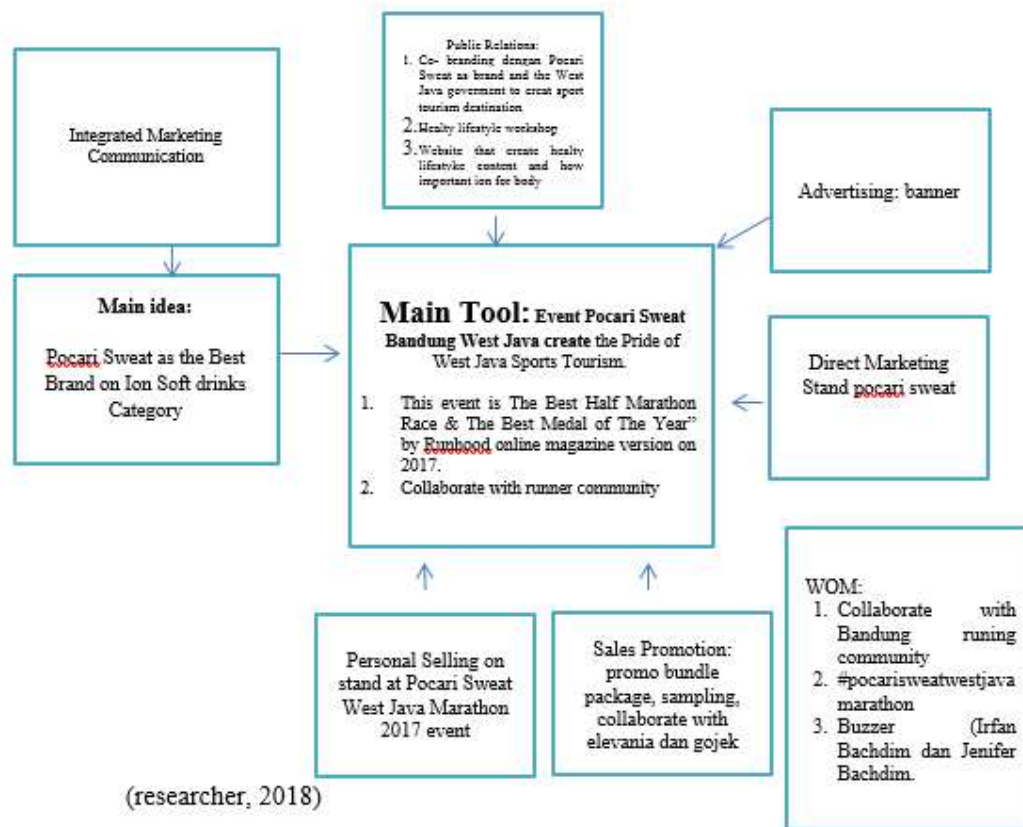
3. PARADIGM RESEARCH

Research paradigm is a framework that explains how the researchers think about the facts of social life and the science or theory treatment. The research paradigm also explains how the researcher understands issue, as well as the criteria answer the problem. The research need clear idea besides the

paradigm. Paradigm is the basis of research beliefs that conducted the researchers. (Pambayun, 2013: 20). This research uses post positivist paradigm. The Post positivism previewed the probabilities issue.

Post positivist characteristics are reductionist, logical, empirical, causally-oriented, and deterministic. This paradigm is seen as a series of logically connected steps and believes rather than a single reality. It supported by precise and thorough data collection analysis (Creswell, 2014: 31).

4. RESULT AND CONCLUSION



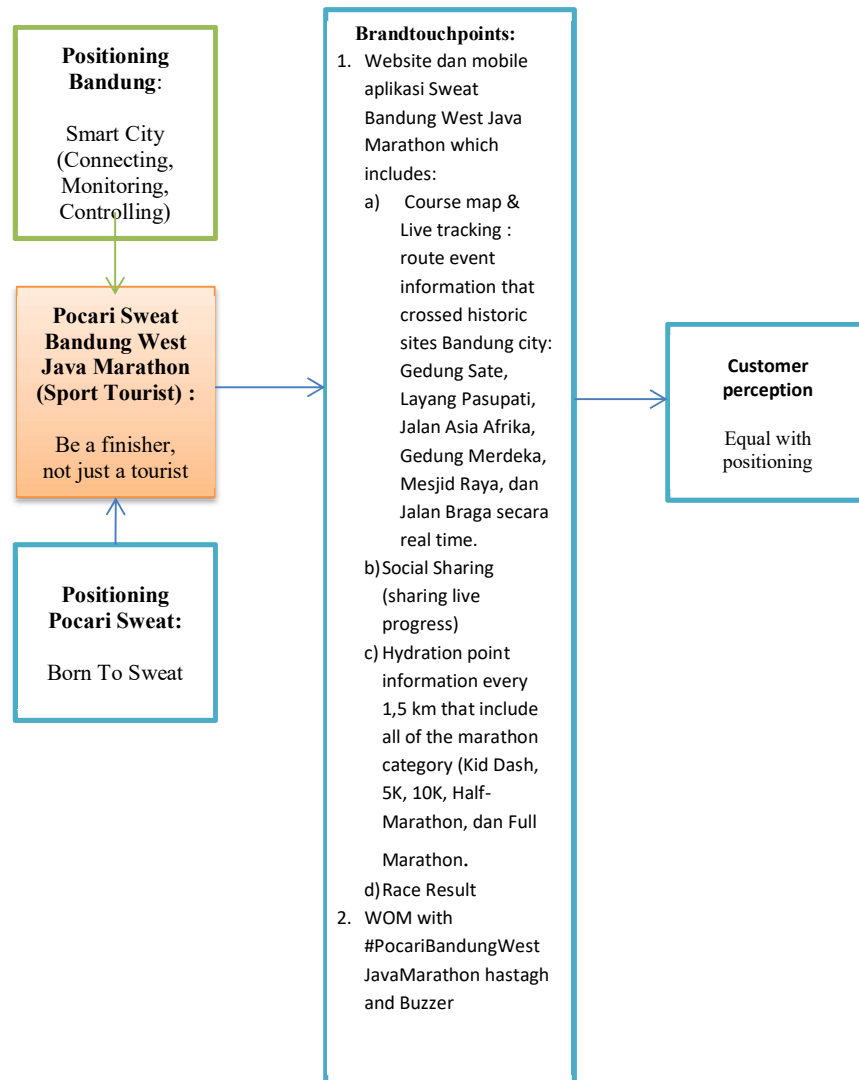
The main idea of Pocari Sweat integrated Marketing communication on 2017 is the best brand ion soft drink category. The Pocari Sweat Bandung West Java Marathon creates the Pride of west Java Sport Tourism concept. The Runhood magazine acclaims the event as the best medal of the year.

The Pocari Sweat java marathon event success collaborates with the Bandung running community. This community represents Pocari Sweat's target market as "Born to sweat" generation which describes the active generation that has many activities and is aware of a healthy lifestyle. With so much activity that needed to regenerate the ion.

In addition to choosing events as the main tools in integrated marketing communication, Pocari sweat also used the other IMC tools as a support, there are Public Relations, advertising, direct marketing, WOM, sales promotion, personal Selling, and sponsorship. The main idea is used by all of the IMC tools.

Public Relations which are used as support the event tools is healthy lifestyle workshop. Besides that, the other public relations that used are the co-branding between West Java government with Pocari Sweat as brand to create the sport tourism destination. And banner as advertising tools used in running area.

Direct marketing that use was sells product in a booth with sales promotion such as bundle product, and sampling along the running that follow the event. There is also a promotional program by purchasing Pocari Sweat Java Marathon tickets at Go-tix, the runner will get a Go-ride voucher worth Rp. 15.000 and have a chance to win door prize worth 1 million rupiah. In addition to Gojek, Pocari Sweat also took elevania for ticket sales, by purchasing tickets pocari sweat java marathon in Elevania, runners get a discount for gadgetrun products. Word of Mouth done by Pocari Sweat is by making hashtag #pocarisweatjavamarathon and buzzer selection such as Irfan Bachdim, Jenifer Bachdim, Dimas seto, and melani putria.



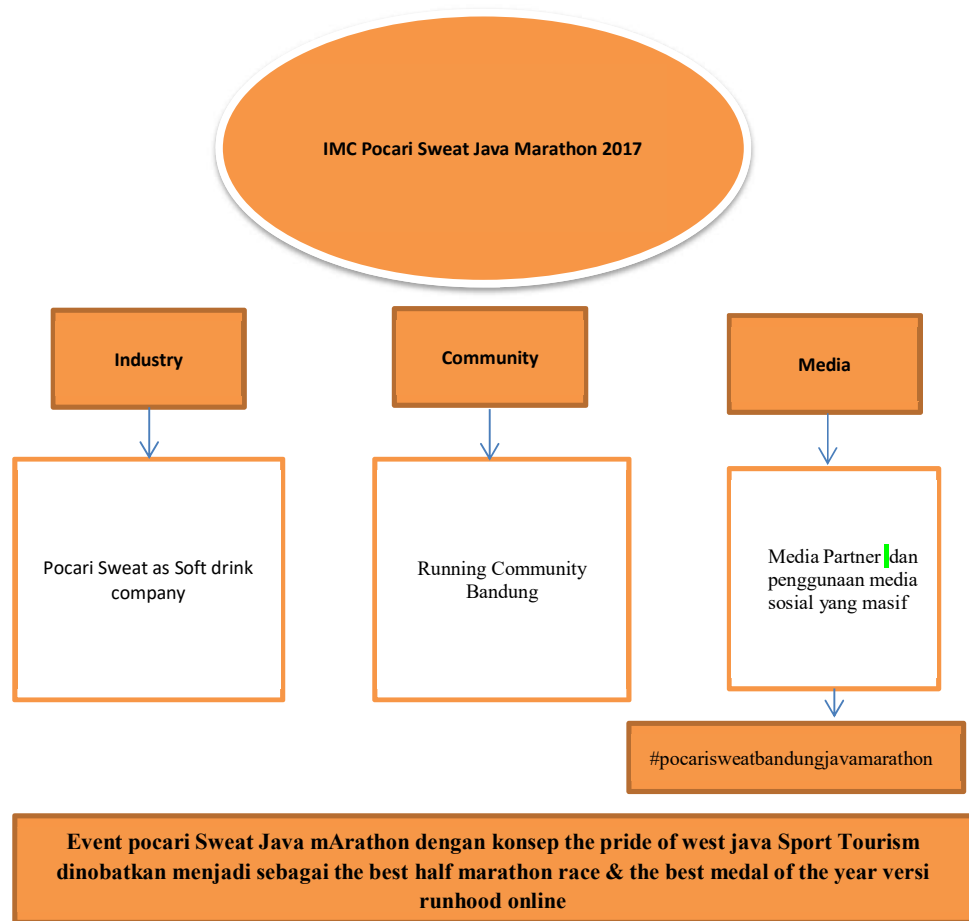
(Wahyuni 2017)

Bandung as a tourism destination has a positioning as Smart City. Smart city is defined with 3 indicators, there is connecting, monitoring and controlling. These three indicators show that Bandung supports infrastructure utilization of information technology. While the positioning of Pocari Sweat is born to sweat this signifies the superior generation with the use of new high media. Both brands do co-branding on the event Pocari Sweat Bandung Java Marathon which is part of the development of sport tourism from the concept of smart city Bandung. In the event tagline that used is "be a finisher, not just a tourist", which describes that coming to Bandung not only as a traveller but more than that. The Tagline "be a finisher, not just a tourist" also in accordance with the concept of drive to action tagline creation.

The brand touch points describing the positioning of Pocari Sweat Bandung West Java Marathon event that used digital media, such as website and mobile application which includes real-time information about : course map, live tracking, social sharing , hydration point and race result as the Born to Sweat generation. Course map and live tracking all content in Pocari Sweat mobile website and application is in accordance with urban people in smart concept of connecting, monitoring and controlling. All runners can be connected to other runners and know the update of information data from mobile applications when the activity takes place in real time. Pocari Sweat also monitor and controlling the placement of hydration point (each runner gets pocari sweat sample for free) and placement of first aid and ambulance that can be accessed from mobile application.

The websites, mobile applications and other digital media used is Instagram with #PocariSweatWestJavaMarathon used buzzer such as Jennifer Bachdim, Irfan Abchdim and Dimas Seto. The Selection buzzer among their many followers, and the third personality that matches the positioning of Pocari Sweat as influencers who have passion for health and sport.

Runners who follow the event Pocari Sweat Bandung West Java Marathon managed to bring in a runner who 75 percent is not the resident of Bandung city and also managed the tourists from Singapore, Malaysia, China and the United States. The perception formed by the Bandung Pocari Sweat Event West Java Marathon participants is not only as shopping paradise but also unique places that have historical value. In addition, the use of digital media that supports real-time access is very helpful to complete the route running smoothly and fun. That way the perception is formed almost in accordance with the tagline created. This signifies the description of brandtouchpoints in the Bandung Pocari Sweat West Java Marathon event as smart city and born to sweat generation.



(Wahyuni, 2017)

Event Pocari Sweat Java Marathon is a main tool of Integrated Marketing Communication from Pocari Sweat. This event collaborated on 3 important elements namely industry, community and media. In Pocari Sweat Industry has a positioning as a soft drink which regenerates the ions in the body by joining the community element which is a representation of its Brand Market target which is called "born to sweat generation" which represents an energetic generation that has many activities. Pocari Sweat want to be the best brand on Ion Soft drink Category.

The third element of the media, in Pocari Sweat Java Marathon event Pocari managed to create great and positive publicity that crowned Pocari Sweat as the best half marathon race and the best medal of the year runhood online version. In addition to media partner event pocari Sweat Java Marathon also make hastagh #pocarisweatbandungjavamarathon to create WOM.

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