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**BRAND AWARENESS STRATEGY FOR FASHION URBAN YOUTH LOCAL BRAND:
PINX PROJECT**

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Abstract—Indonesian young designers have a very strong potential to explore the international level with the achievements that gradually starts to open the eyes of the global fashion world. Urban youth local label movement which spreading in 5 years, glance Indonesia fashion industry. One of the is Pinx Project. Pinx Project, found in late November 2011, grew along with urban youth fashion which was booming among young people and many other emerging fashion lines. Pinx, which can still be considered as freshman in the field of urban youth fashion, has to compete intensely with other fashion lines, causing its brand awareness to still be under the surface. Together with Mannequin Plastic, Pinx participated in fashion events in the same booth, so consumer's perception is that Pinx is part of Mannequin Plastic. This was done due to the difficulty of curation to attend a fashion event. This cause low brand awareness of Pinx and causing Pinx still under surface in urban youth fashion industry. From internal and external analysis, the effectiveness marketing was developed by pinx n 3 years considered can delivered message to customer yet. This causing few problems are low distribution coverage, low quality of packaging, low durability of product style, low promotion (visual), low information source, less special program and highly competitive rivalry and substitutes among urban youth brand. Strategy used to gaining brand awareness is Intergrated marketing communication and Product development strategy. Product development strategy using for involve new category market, cause Pinx already into apparel market with their highly competitor. The implementation of this strategy are Intergrated marketing communication and Product development strategy for the next mid-term strategy for Pinx are more visula promotion, adding more product placing in concept store, webstore development and also product placement in departemen store. This strategy expexted to gaining brand awareness and boosting revenue sales in every month. The strategy expected can be in implanted and helps the company to raise awareness brand and market share.

1. Introduction

According to Indonesian Central Agency for Statistics Agency (BPS), during the period of 2007 to 2011, the export value of Indonesian fashion continued to increase by 12.4%. W, while during the period from January to October 2012, fashion exports of fashion products reached U.S. \$ 11.64 billion, an increase of 1.76% compared to the value of exportsat of the previous period. The destination countries of for this export destination fashion isare USA, Singapore, Germany, Hong Kong, and Australia

Indonesian young designers have a very strong potential to explore the international level with the achievements that gradually starts to open the eyes of the global fashion world. Indonesian designers have been making their mark for more than a decade now. Local icons such as Biyan Wanaatmadja and Farah Angsana have made waves abroad, but it is the younger, newly minted designers who are currently infusing the Indonesian fashion industry with the charm and passion of a rapidly growing industry. Nina from Nikicio is a very innovative young designer whose unpredictable works always receive a good appreciation from fashion and social observers; One of Priyo Oktaviano's works is favored by U.S.' First Lady, Michelle Obama.

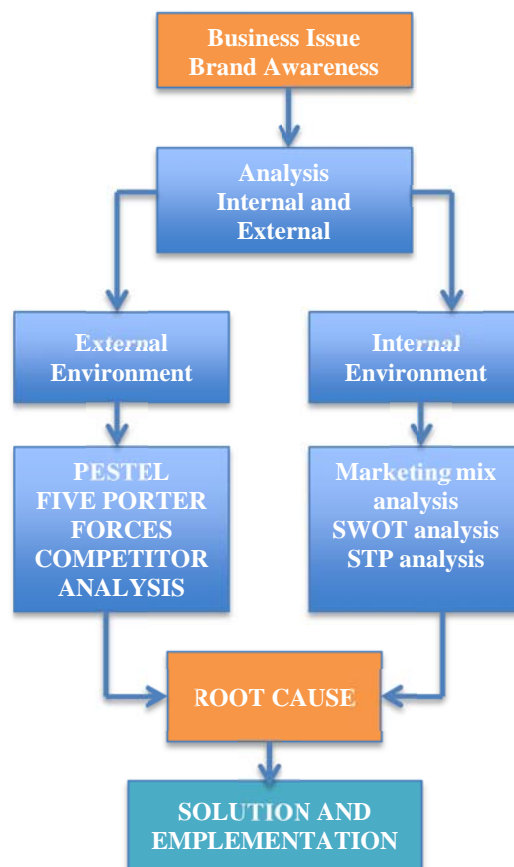
A good fashion line in the forms of *haute couture* and ready-to-wear, designed with attractive, highly innovated, and unique concepts has to be packed as properly as possible so that society knows and

gives a good appreciation by following a series of fashion events, and with appropriate marketing activities so that the intended message is felt by the consumers.

2. Business Issue Exploration

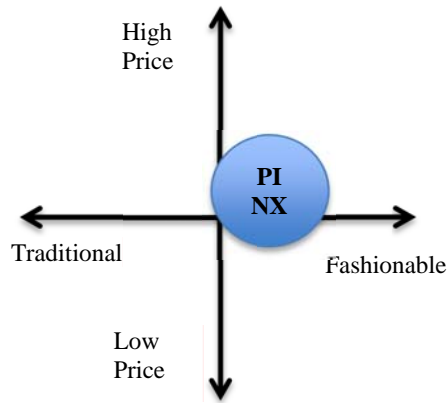
Pinx project is a work of two childhood friends, Rima Insania and the founder of Mannequin Plastic, Attina Nuraini, who played dress up and shared toys together. Now grown ups, they swapped creative ideas and poured them into the “magical” elements in fabric and fashion stuffs. Pinx Project, found in late November 2011, grew along with urban youth fashion which was booming among young people and many other emerging fashion lines. Pinx, which can still be considered as freshman in the field of urban youth fashion, has to compete intensely with other fashion lines, causing its brand awareness to still be under the surface. Together with Mannequin Plastic, Pinx participated in fashion events in the same booth, so consumer’s perception is that Pinx is part of Mannequin Plastic. This was done due to the difficulty of curation to attend a fashion event.

Brand awareness can provide a host of competitive advantages for the marketer. These include the following: brand recognition, brand recall, top-of-mind brand, and dominant brand. Therefore, the challenge facing the marketers is to build awareness and presence economically and efficiently (Aaker, 1996).



3. Business Solution

1. Marketing Strategy
2. Porter’s Generic Strategy



Pinx position at a niche market with low cost, marketing strategy that use is cost focus. Cost focus strategy can use Internet media through social media account like Facebook, Twitter, Instagram, Blog, Pose and others. Low cost marketing for start-up company is the most efficient way and the message directly to customer

3. Product Development Strategy

Product Placement

Product Placement, also known as embedded marketing, is used to raise brand awareness and increase sales by featuring fashion items (Dillon, 2012). Product placement beside of Pinx's narrow distribution coverage among urban youth, using another strategy such as celebrity endorsement or host endorsement of on television program for gaining more brand awareness. Product placement strategy are concept store in big cities, department store, and foreign fashion webstore

Collaboration

Collaboration with famous musicians and graphic designer into a collection will make a good combination. One of product development and also gaining brand awareness for Pinx known by public.

Product Differentiation

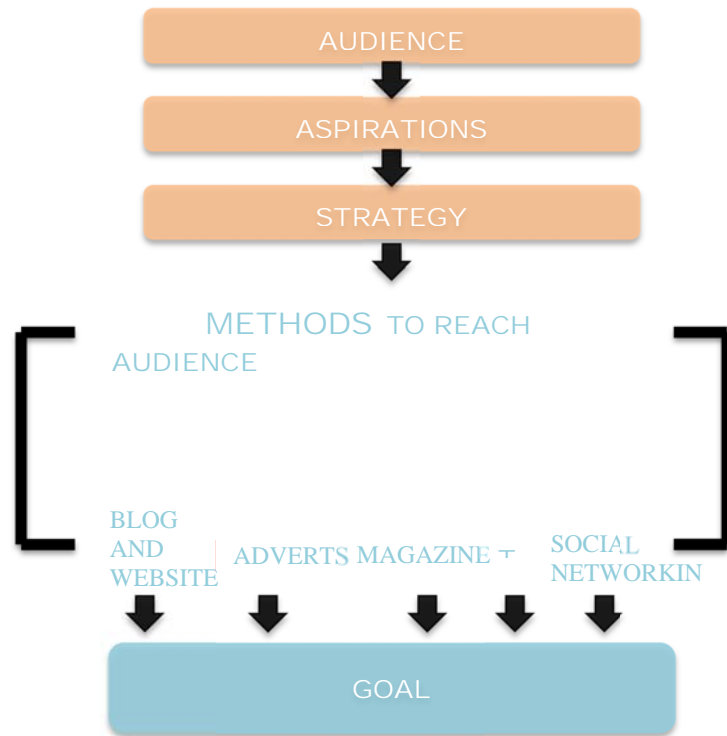
Product differentiation already developing by Pin in 2013. Pinx launched footwear product with same concept as apparel clean, bold, minimalism and details. Product differentiation strategy launched due to, high competitive rivalry among other brand which have similar apparel with Pinx.

4. Implementation

This chapter explains about the implementation from propose business solution on chapter III. The implementation divided into two step: Integrated Marketing communication and Product development. Chapter II that has been discussed earlier, Mannequin Plastic as benchmarking company.

Integrated Marketing Communication

Fashion communication is the way product being advertise and promoted. Innovation and originality is one of successful way for fashion communication and characteristic key for people works in this industry. The power of both a brand and logo are basic forms of fashion communication. Message from a brand should be clearly and instantly understandable to most consumers. The message can be delivered by means of verbal or non verbal. However a successful brand should be constructed takes time. Marketing communication are the means by which firm attempt to inform, persuade and remind consumers, directly or indirectly about the brands they sell (Kotler Keller, 2012). Communication is a major sector in the fashion industry and highly competitive. Fashion is a popular style with attitude toward time and space. Fashion is a dynamic phenomenon, with the characteristic brittle behavior by fashion community and its life cycle.



Innovative Marketing and Promotion

Having a great product is not enough and the company would not go far unless the market is defined and a significant marketing plan put in place to create awareness. Regardless of the fashion industry niche, it's important to analyze the market and develop a few measurable goals that can be achieved with marketing efforts. For example, a fashion boutique may want to create a campaign that attracts more visitors to the store bring in higher sales each month. Even on tight budget, there are simple marketing methods can be developed to get the message out

Press Campaign

Press Campaign Kit Content

- Press release or feature-style article about the brand/collection
- An interesting interview, Q&A of fun-facts type content piece about the brand founder
- Breathtaking images that tell a visual story about the brand/collection
- The Who, What, Where, How and Why delivered in clear, simple language
- Product images and logo available at high and low resolution
- A season-driven, embeddable short video (under 2 mins)
- Recent, noteworthy press less than 6 months old
- Social media links

Forms of Advertising

Promotion through social media is easiest way for costumer and prospective costumer indicated new product from collection. Beside social media, promotion by concept store, sell variety products of local brand helps selling for both online and offline.

Moving Image

Moving image has big opportunity for fashion communication, this exciting medium has changed the way which designer and marketers communicate, and promote fashion. Today there are screens wherever you go and most people have mobile phone that can download videos or film. A brand can make a video or video teaser campaign for latest collection, which will then reviewed by a magazine or a fashion blog and websites.

Moving Image Strategy

1. Teaser Collection Video
Before launching new collection in every semester, Pinx making lookbook video for sneak peak upcoming collection
2. Collection picture wit gif format
The Anthology of each looks in every collection made into gif, will more interesting way.
3. Short Movie
Making short movie with little storyline, for another movig image strategy.

Promotional Campaign

Promotional campaign are creative and cost-effective tools for small business with limited funds. Most small brand succesful use some sort of promotion to influence certain audiences, inrease visibility, add creadibility and enchace or improve its image. A promotional campaign will help give exposure to the business and will help draw the public to boost sales. Social promotional campaign to celebrate special day such as Breast cancer campaign, Anti-drugs days, Kartini days, Ramadhan campaign and others.

Lookbooks

A look book is an essential part of creative marketing strategy for fashion designer. It provides editor, potential buyer, even potential costumers, with an idea of what the company offers. Developing a look book involves planning a photoshoot with a fashion photographer and often a stylist to create the right look. The look book often include information about the brand and newest collection.

Product Developing

Packaging

The old saying 'don't judge a book by its cover' is often seen as a myth in the packaging and branding world. Advertisers, designers and brand-makers endeavour to make the most eye-catching and innovative wrappings they can, to attract would-be customers to their products. Packaging for a product is branding concept and promotion. For now, Pinx Packaging bagi sebuah product termasuk konsep branding dan promosi bagi sebuah produk. For now do not have packaging Pinx is typical, especially for online purchasing.

Product Differentiation

Product differentiation already developing by Pinx in 2013. Pinx launched footwear product with same concept as apparel clean, bold, minimalism and details. Product differentiation strategy launched due to, high competitive rivalry among other brand which have similar apparel with Pinx.

Mid- term Strategy

Pinx have mid-term strategy, being independent in Fashion event without sharing booth with another brand. Pinx will expanding market distribution with another concept store will more pread in big cities of Indonesia and worlds. Collaboration with another artist in different field such as interior designer, musicians, graphic designer even an artist. Last, pinx hopes will be joining with mass retail apparel and footwear and available in nearest departement store around the world.

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