

# Strategi komunikasi pemasaran terpadu "precious moments together" sony handycam DCR-PJ5E periode Januari-Desember 2013 = Integrated marketing communication strategy "precious moments together" sony handycam DCR-PJ5E phase Januari-December 2013

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## Abstrak

[Sony Handycam DCR-PJ5E merupakan alat rekam kelas premium yang merupakan pionir dari camcorder yang build-in proyektor di dunia. Dalam perkembangan pasar di Indonesia, awareness khalayak terhadap camcorder Sony Handycam masih rendah, karena kurangnya promosi produk yang relatif baru. Oleh karena itu digunakan strategi komunikasi pemasaran terpadu sebagai solusi untuk masalah tersebut. Tujuan dari strategi ini adalah mengkampanyekan Varian baru camcorder Sony Handycam DCR-PJ5E. Kampanye akan berlangsung selama tahun 2013 dan dibagi kedalam 2 (dua) tahapan kerja. Kampanye ini mengusung tema 'Precious Moments. Together', yang berasosiasi dengan kebersamaan dalam momen berharga dari pasar sasaran Sony Handycam DCR-PJ5E. Keseluruhan biaya kampanye ini adalah Rp. 4,983,459,191,-

.....Sony Handycam DCR-PJ5E is a premium grade recording equipment which is the pioneer of build-in projector of camcorder in the world. In Indonesian market, awareness of the Sony Handycam is still low, the lack is due by relatively of new product promotions. Therefore, integrated marketing communications strategy is a solution of the problem. The purpose of strategy is campaigning for a new variant of Sony Handycam DCR-PJ5E. The campaign will be held along the year 2013 which is divided into 2 (two) steps. The idea of campaign itself is carrying 'Precious Moments. Together' which is associated with the precious moments of togetherness in the target market of Sony Handy cam DCR-PJ5E. Overall budget for this campaign are IDR 4,983,459,191-, Sony Handycam DCR-PJ5E is a premium grade recording equipment which is the

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