

Strategi komunikasi pemasaran terpadu dove body wash "the dove begins" periode Januari-Juni 2015 = Integrated marketing communication strategy dove body wash "the dove begins" in January-June 2015

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Abstrak

Pertama kali diluncurkan pada tahun 2011, brand Dove Body Wash mengalami kesulitan di pasar kategori sabun mandi karena memiliki urutan paling rendah di Top Brand Award 2014 dengan Top Brand Index (TBI) 5,3%. Keadaan ini menjadi gambaran drastis karena kedua brand sabun mandi asal Unilever lainnya, yaitu Lux dan Lifebuoy berada di urutan Top 3 pada kategori tersebut.

Setelah melewati penelusuran, ternyata sebagian besar wanita di Indonesia mengetahui produk ini dan banyak yang telah mencobanya. Namun, pada faktanya ditemukan bahwa pengguna Dove Body Wash lebih rendah jumlahnya, jika dibandingkan dengan brand lainnya. Poin masalah utama ada pada sebagian besar wanita tidak suka untuk mengganti-ganti brand sabun mandi. Sehingga, Dove Body Wash belum memiliki kesempatan untuk merenggut pasar tersebut. Maka dari itu, masalah ini perlu ditangani oleh strategi komunikasi yang tepat.

Strategi komunikasi pemasaran terpadu yang diberi judul "The Dove Begins" ini menggunakan daya tarik USP untuk mempromosikan produk dan dilengkapi tagline "Because it's never too late" yang mengkondisikan bahwa wanita tidak perlu khawatir jika baru menyadari Dove Body Wash adalah sabun yang mereka cari selama ini. Elemen promosi lebih banyak dititikberatkan pada penggunaan media online dengan total budget sebesar Rp 22.104.203.000,00. Strategi ini ditujukan untuk meningkatkan ketiga kriteria TBI menjadi berjumlah 11% agar berada di urutan Top 3 pada kategori sabun mandi.

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First released on the year 2011, the Dove Body Wash brand is having difficulties on the bathing soap market because of its' poor achievement and receiving the lowest position at the Top Brand Award 2014 with a Top Brand Index (TBI) of 5,3%. This situation becoming a drastic example because another bathing soap brand from Unilever, Lux and Lifebuoy, achieved the Top 3 position on that category.

After being through a research, it turns out that a huge amount of women in Indonesia knew the product and many of them had tried it. But, the fact shows that the Dove Body Wash user is considerably much fewer if we were to compare it to another brand. The major problem sits at the fact that many women do not tend to switch bathing soap brands. This resulting that Dove Body Wash could not be having the chance to take its' huge market share for an unforeseeable future. This is why this problem should be handled with the right communication strategy.

This Integrated Marketing Communication Strategy titled "The Dove Begins" are using the appeal of USP to promote the product and a tagline "Because it's never too late" which putting the target at a state that a women should not worry if they just realize that Dove Body Wash is in fact the bathing soap that they need this whole time. Promotions for this campaign mainly consists on the use of online media with a total budget of Rp 22.104.203.000,00. This strategy main objective is to increase the three criteria of TBIs' to reach the amount of 11% so that Dove Body Wash could achieve the Top 3 position for the category of bathing soap.