

ABSTRAK

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PERENCANAAN 360 DEGREE MARKETING STRATEGY SUPER INDO DI BLUE CIRCLE ADVERTISING

(xiv + 103 halaman: 11 gambar; 2 tabel; 11 lampiran)

kata kunci : *Integrated Marketing Communication, Marketing plan* , Perencanaan *360 degree marketing strategy, Client Service Department*

Marketing strategy merupakan salah satu aspek penting dalam persaingan antar merek dagang. Hal tersebut mendorong adanya peranan *advertising agency* selaku pihak yang dapat membantu dalam pembuatan perencanaan *marketing strategy* khususnya dalam hal promosi dan komunikasi. Penulis melaksanakan kegiatan magang di Blue Circle Advertising sebagai *Junior Client Service* dan menangani klien Super Indo. Penulis dipercayakan untuk membantu seluruh kegiatan *client service* khususnya dalam pembuatan perencanaan *360 degree marketing strategy* di Super Indo dalam kampanye tahun 2013.

Dari hasil kegiatan magang penulis, dapat disimpulkan bahwa pembuatan perencanaan *360 degree marketing strategy* memanfaatkan seluruh *touch point* yang ada tanpa adanya batasan, atau dengan kata lain membanjiri khalayak dengan iklan. *Touch point* yang akan digunakan oleh Super Indo tersebut adalah *advertising* baik *below-the-line* maupun *above-the-line, interactive / internet marketing, direct marketing, sales promotion, publicity / public relations* dan *personal selling*.

Referensi : 21 (1994 – 2012)

ABSTRACT

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360 DEGREE MARKETING STRATEGIC PLANNING OF SUPER INDO BY BLUE CIRCLE ADVERTISING

(xiv + 103 pages: 11 pictures; 2 tables; 11 attachments)

Key words : *Integrated Marketing Communication, Marketing plan , Perencanaan 360 degree marketing strategy, Client Service Department.*

Marketing strategy is an important aspect in the competition between brands. This leads to the role of the advertising agency in marketing strategic planning especially in terms of promotion and brands communication. The author conducted an internship at Blue Circle Advertising as a Junior Client Service and managed the Super Indo account. The author was responsible for assisting all client service activities, particularly in planning the 360 degree marketing strategy, for the Super Indo campaign in 2013.

Based on the internship experience, it can be concluded that the development of 360 degree marketing utilizes all available touch points, in other words overwhelms the audience with advertisements. Touch points that will be used by Super Indo are above-the-line and below-the-line advertising, interactive / Internet marketing, direct marketing, sales promotion, publicity / public relations and personal selling.

References : 21 (1994 – 2012)