

ABSTRAK

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PENERAPAN KEGIATAN *SALES PROMOTION* DALAM MENINGKATKAN *BRAND EQUITY* MILO YANG DILAKUKAN OLEH NETPLUS

(xiii + 84 halaman: 14 gambar; 11 lampiran)

Kata kunci: *Consumer Sales Promotion, Brand Equity.*

Perkembangan industri FMCG (*Fast Moving Consumers Goods*) di Indonesia menurut majalah SWA tahun 2011 menunjukkan adanya peningkatan persentase jumlah iklan susu dalam kategori minuman menjadi 86%, hal ini mengindikasikan bahwa adanya persaingan yang ketat dalam kategori tersebut. Setiap *brand* dalam kategori ini tidak dapat hanya mengandalkan kegiatan *advertising* melalui media *above the line* saja. Untuk mempertahankan penguasaan pasar setiap *brand* juga dituntut untuk memasarkan produk mereka melalui media *below the line*.

PT. Nestle Indonesia dengan produknya Milo bersama dengan *advertising agency* Netplus menggunakan kegiatan *below the line* dalam mempromosikan produknya, salah satunya melalui kegiatan Milo School Competition. Sebagai acara pembuka atau *pre-event* dari Milo School Competition 2012, diadakan kegiatan *in store sampling* dan *free with purchase premiums*. Kegiatan *in store sampling* dilakukan di *local store market* dan *market trade* di Malang, Bandung, Jambi, Manado, dan Jakarta.

Selama menangani *pre-event* Milo School Competition 2012, Penulis menyimpulkan bahwa *pre-event* Milo School Competition 2012 menggunakan *marketing tools* lainnya seperti *advertising, personal selling, packaging*, serta *event* dan *sponsorship*. Saran yang dapat diberikan antara lain memperkuat komunikasi antara pihak Milo dan pihak Netplus di lapangan yang bertujuan agar kegiatan *in store sampling* dan *free with purchase premiums* semakin baik.

Referensi: 24 (1991 - 2010).

ABSTRACT

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IMPLEMENTATION OF SALES PROMOTION BY NETPLUS IN IMPROVING MILO'S BRAND EQUITY

(xiii + 84 pages: 14 pictures; 11 attachments)

Key words: *Consumer Sales Promotion, Brand Equity.*

The development the FMCG (Fast Moving Consumers Goods) industry in Indonesia according to SWA magazine in 2011 showed increase in the percentage of milk advertising in the category of drinks to 86%, indicating that there is a tough competition in that category. Every brand in this category can not simply rely on advertising through above-the-line media activities. To maintain the market share every brand should also to promote it's products through below-the-line media.

Milo, as a product of PT. Nestle Indonesia, uses the service of Netplus advertising agency using below-the-line activities, one of which is the Milo School Competition. Part of the pre-event opening of Milo School Competition 2012, were the in-store sampling events and free-with-purchase premiums. In store samplings were held in local stores and market trade in Malang, Bandung, Jambi, Manado and Jakarta.

Based on the pre-event of Milo School Competition 2012, the author concludes that the pre-event of Milo School Competition 2012 used marketing tools such as advertising, personal selling, packaging, as well as events and sponsorships. The author suggests to strengthen communication between Milo and Netplus to improve the in-store samplings and free with purchase premiums.

References: 24 (1991-2010).