

ABSTRAK

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PERAN STRATEGIC PLANNER DALAM MERANCANG KEGIATAN LAUNCHING DAN BRAND BUILDING DANCOW CALCIUM PLUS

(xiv + 92 halaman; 11 gambar; 13 lampiran)

Kata kunci: *Process brand building* Dancow Calcium Plus melalui kegiatan *below the line*.

Persaingan dalam dunia bisnis sangatlah ketat, oleh karena itu masing-masing perusahaan dituntut untuk lebih kreatif dan efektif dalam membangun *brand* nya agar produknya dapat dikenal dan diterima oleh masyarakat. Oleh karena itu Dancow Calcium Plus meminta Connected Brand Activation sebagai *agency below the line* untuk membantu proses *brand building* Dancow Calcium Plus melalui kegiatan *below the line*.

Produk susu berkalsium dari Nestle sesungguhnya sudah dikeluarkan dua kali sebelumnya, tetapi Dancow Calcium Plus diharapkan dapat lebih diterima masyarakat karena menggunakan *brand* Dancow. Setelah melakukan internal launching di *head office* Nestle, proses *brand building* Dancow Calcium Plus langsung ditujukan kepada *store-store* besar di beberapa kota besar di Indonesia dengan melakukan *in store activation*.

Program tersebut bertujuan untuk melakukan penetrasi pasar lebih cepat agar konsumen lebih cepat mengetahui dan bisa mencoba produk baru dari Nestle, Dancow Calcium Plus. Disamping itu, melalui *in store activation* Dancow Calcium Plus bermaksud untuk meredam perkembangan dari *brand* kompetitor yaitu Anlene.

Referensi: 19 (1983-2011)

ABSTRACT

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THE ROLE OF THE STRATEGIC PLANNER IN DESIGNING DANCOW CALCIUM PLUS LAUNCHING AND BRAND BUILDING ACTIVITY

(xiv + 92 pages: 11 pictures; 13 attachments)

Key Word: Dancow Calcium Plus brand building process through below the line activity.

Competition in business world is really tight, because of that reason every firm need to be more creative and effective to build their brands so their product or services could be known and received by the customer in society. Based on that reason, Dancow Calcium Plus ask to Connected Brand Activation as a below the line agency to handle Dancow Calcium Plus brand building process through below the line activity.

Verily, product of calcium milk from Nestle was already launched twice before. But now, with bringing the brand from Dancow be expected could be more accepted by the customer in society. After did the internal launching in Nestle's Head Office, brand building process from Dancow Calcium Plus will run directly in big modern trade store in some big cities in Indonesia with doing an in store activation.

That programs aims to do market penetration so customer will known and could tried the product of Dancow Calcium Plus faster. Beside that it is also aims to muffle competitor sales growth, that is Anlene.

References: 19 (1983-2011)