

ABSTRAK

Hans Varian (04120090042)

PROSES PERENCANAAN *STRATEGIC COMMUNICATION APPROACH* UNTUK MENINGKATKAN *TRIAL RATE TIPCO* OLEH *POWER BRAND COMMUNICATION*

(xiv + 144 halaman: 29 gambar; 6 tabel; 7 lampiran)

Kata kunci: *Brand, Brand Positioning, Trial rate, Strategic Communication Approach, Tipco*

Konsep *brand* menjadi semakin penting ketika dihadapkan dengan kondisi persaingan pasar yang semakin ketat. Nilai dari *brand* tersebut harus dikomunikasikan di setiap elemen komunikasi agar memberikan daya saing di pasarnya. Tipco sebagai salah satu pemain baru dalam pasar minuman siap konsumsi menyadari hal tersebut. Tipco membutuhkan *strategic communication approach* untuk mengkomunikasikan nilai *brand* nya di setiap *communication channel* untuk bersaing di pasar ini.

Power Brand Communication menjadi *advertising agency* yang dipercaya oleh Tipco untuk menangani aktivitas komunikasi pemasaran mereka. Berdasarkan data internal oleh Tipco, Tipco mempunyai masalah tentang rendahnya *trial rate* terhadap produknya padahal mereka yang melakukan *trial purchase* mempunyai kecenderungan untuk menjadi konsumen tetap produk ini. *Power Brand Communication* sebagai *agency* yang dipercaya bertanggung jawab untuk merancang *strategic communication approach* yang meningkatkan *trial rate* namun tetap mengkomunikasikan *brand positioning* Tipco.

Dalam rangka membangun strategi komunikasi yang tepat untuk meningkatkan *trial rate* Tipco, Penulis bersama tim *Strategic Planning* melakukan riset kualitatif sebagai bahan acuan untuk membuat *Strategic Communication Approach* yang berisi *target communication, what to say* serta *promotion mix* yang dirasa terbaik untuk menjawab masalah Tipco.

Referensi: 39 (1992-2013).

ABSTRACT

Hans Varian (04120090042)

THE PROCESS OF PLANNING A STRATEGIC COMMUNICATION APPROACH TO INCREASE TRIAL RATE FOR TIPCO BY POWER BRAND COMMUNICATION INDONESIA

(xiv + 144 pages; 29 pictures; 6 tables; 7 attachments)

Keywords: *Brand, Brand Positioning, Trial rate, Strategic Communication Approach, Tipco*

The concept of brand is becoming more crucial when it is faced by the uprising market competition. Value of a brand should be communicated throughout its communication elements to give the brand a competitive edge. Tipco as one of new players in the ready-to-drink beverages market acknowledge that concept. Tipco requires a *strategic communication approach* to communicate its brand value throughout its communication channel to compete in this market.

Power Brand Communication is the advertising agency that entrusted by Tipco to handle their marketing communication activities. Based on the internal data from Tipco, Tipco encounters a barrier of a low level of trial rate while those who already did a trial purchase mostly will attach to this product. Power Brand Communication as their entrusted agency is responsible in designing a strategic communication approach that increases Tipco's trial rate but also sounding its *brand positioning*.

In order to construct an effective communication strategy to increase trial rate for Tipco, Author and strategic planning team conduct a qualitative research as a reference to create strategic communication which contains target communication, what to say, and promotion mix that considered best for answering Tipco's problem.

References: 39 (1992-2013).