Developing a Strategy for an Effective Television Commercial (Case Study on Sari Ayu Lipstick)

Herwening Wiji Kalpiko

The aim of this research is to explore consumer’s mind before ad as an input to develop an effective creative advertising concept. There are three aspects of research: (a) analyzing consumer insight, which is exploring on consumer’s knowledge, perception, and reception based on some elements of brand equity before ad; (b) analyzing consumer’s responds, evaluation, and reception toward Sari Ayu Color Trend 2005 copy test; and, (c) developing an effective television commercial strategies based on consumer research and copy test evaluation. The design of this research is partly explorative and descriptive. Explorative design is implemented to observe consumer’s mind before ad, while descriptive design is used to give explanation on advertising effectiveness measurement. Respondents are divided into three segmented-based groups: user, switcher, and non-user. As for research models, descriptive analysis is mainly used to measure qualitative explanations. Mean scoring technique is used for Brand Strength Measurement (BSM) analysis, perceptual mapping based on Importance Performance Analysis (IPA) for Importance-Delivery-Uniqueness (I-D-U), and Cochran testing for brand association analysis. As for conclusion, advertising effectiveness on TV can only reach consumers in awareness phase, while it may need a follow up from other communication media, especially through word-of-mouth marketing. The most suitable targets are user and non-user segment audience. Positive attitude toward the product correlate positively to advertising awareness and attention. Moreover, finding new and innovative color combination is encouraged in order to create a successful product campaign.