

ABSTRACT

Customer Path is often forgotten by marcomm offender when determining the right tools to market your products or services. If a different type of industry, of course customer path that is formed will be different. Before the presence of this current era of connectivity, customer path is Aware, Attitude, Act and Act Again. Consumers considered will make repeat purchases if you have already made a purchase. However, in today's era of connectivity, measure of the success was not only measured by periodical purchases. Not all industries will experience periodic purchases in a short span of time. One of the things that become a new benchmark is the stage Advocate or recommend to other people. So the customer path formed into customer path 5A consisting of Aware, Appeal, Ask, and Advocate Act. Researchers tried to analyze customer path 5A formed by the presence entertainment branding program of Ada Apa Dengan Cinta 2 film. In this study, researchers used a constructivism with qualitative research methods. Previously, researchers also conducted a pre-research to filter informants who did not watch Ada Apa Dengan Cinta 1. Furthermore, researchers process the results of three key informants' interviews and two supporter informants. Results from this study is that the entertainment branding program was less successful remember three key informants were less interested in 9 brands sponsor, moreover, there is no identical product that became typical. Other results showed that the main informant more conscious with their destination branding that happened intentionally or unintentionally.

Keywords : Customer Path 5A, AADC 2, Sponsor Film, Entertainment Branding