



**“BEYOND ASIA:  
COMMUNICATING  
ASIAN CULTURE  
TO THE WORLD”**

**PROCEEDING**

10TH BIENNIAL CONVENTION  
OF THE PACIFIC AND ASIAN  
COMMUNICATION ASSOCIATION  
(PACA) 2014

Universitas Padjadjaran  
June 24-26, 2014

PUBLISHED BY  
LP3 (Lembaga Penelitian, Pengabdian, dan Penerbitan)  
Fakultas Ilmu Komunikasi Universitas Padjadjaran

## COLLABORATION TO ADVERTISE COMPANY PRODUCTS

### A CASE ANALYSIS OF “DOUBLE POWER BREAKFAST”, A JOINT TV COMMERCIAL BETWEEN BLUE BAND AND SARI ROTI

**Ratih Hasanah S.**

(kumaharatih@gmail.com)

**Mohamad Syahriar Sugandi**

(iid\_koala@yahoo.com)

#### **ABSTRACT**

*The latest phenomenon of today's marketing world is the increasing trend of collaborative works between companies to promote their products. One of the latest trends is shown in form of collaboration in advertising through mass media channel, where two different products or companies cooperate in terms of promotion, especially in advertising. It has been known very well in terms of sales promotion that many marketers practice the product bundling strategy in terms of attracting the attention of consumers to be able to take action immediately – buying the products – not only to consider to buy or to choose the products. The commonly reasoning to bundle products is to make a better trade value or to create a better added value for the consumers.*

*Collaborative advertising in mass media channel takes the form of co-promotion in different level because it usually involves big budget and play a crucial part in building the brand image in consumers mind. Advertisement is not only to talk about the products but also the value of the products. The companies deliver a message about their brand, value, and uniqueness, how they want to be perceived by the audience, also how the brand will be positioned in the mind of their costumer. So instead of only taking money value into consideration (added value for consumer, share costing in terms of promotion budget, or how much it contributes to increase sales revenue) the companies have to be fully aware and considerate in terms of building the brand image, brand positioning, and what value they do share.*

*This study would evaluate the phenomenon of co-advertising in TV commercial between two major brands from two different major companies, Sari Roti from PT. Nippon Indosari Corporindo and Blue Band from PT. Unilever Indonesia Tbk. This paper would discuss how they made a collaborative advertising themed "Double Power Breakfast". Sari Roti is a bread product and Blue Band is a margarine product. Sari Roti is the main product and Blue Band as the complementary product for bread. The positioning itself is as breakfast food that can give a dual energy benefit if it was consumed simultaneously. So instead of only talk about how to shift the budget or to share the cost, the other reason of this brand collaboration is how they try to create an added value in their brand building efforts.*

**Keywords:** *Collaborativ advertising, phenomenon, tv commercial, double power breakfast*

#### **FOREWORDS**

Nowadays in the era of rapid progress of information technology, where markets become more increasingly diverse and dynamic. Many company try to create an attractive offering for their

products. The competition in media promotion in order to attract the hearts and minds of consumers has become so highly intense. Company must perform simultaneous promotion to support the marketing of its products. One of the promotional mix are gaining rapid and simultaneous impact is advertising. Advertising is considered as a tool that can enhance competitiveness in supporting the success of marketing of a company or manufacturer.

In Indonesia, ad spending from year to year increases. Based on data survey from AC Nielsen, Indonesian media ad spending in 2012 rapidly grew by 20 % compared to last year. Amounting to Rp87 trillion, with the television media dominates 64 % of the total advertising expenditure with growth of 24 % , followed by 33 % of newspapers with a value growth of 14 % and 3 % in a magazine / tabloid with a growth rate of only 7 % . Meanwhile, if it viewed by the value of advertising expenditure, the telecommunications sector is still the sector with the largest ad spending, with the value of advertising expenditure in 2012 reached Rp 4, 9 trillion, followed by the government and political advertising amounting to Rp 4, 3 trillion. The data indicate that advertising is still one of the main options for some companies to communicate their products.

(Source: <http://wartaekonomi.co.id/berita8239/nielsen-belanja-iklan-2012-naik-20.html>)

Advertising is part of the promotional strategy, which aims to reach out to their audiences through messages that have been packaged and presented in such a way through the advertising media. In everyday life in society, advertising activities have become an integral part of the media and audiences. Advertising is a form of mass communication and to be paid to attract awareness. Instilling information, develop attitudes or expectations of an action that is beneficial to advertisers (Kasali, 1993:51).

Ralph S. Alexander (Jefkins, 1997:110) formulated by the American Marketing Association (AMA), that ad asserts four principal constraints, namely:

1. Presentation of the idea of the goods, which is a form of advertising that is displayed based on the concept of the product.
2. Advertising directed to the audience, namely advertising can reach a large group of people that are reduced to market group.
3. Advertising sponsors have a clear, namely the creation of ad over the initiators of the finance company.
4. Ads are charged presentation, namely the dissemination, publication and delivery at the expense of the company.

Advertising itself function not only to communicate and provide information about the product to the consumer or audience, advertising but also must be entertaining and effectively educating. An advertisement shall be made in such a way as unique as possible and have a certain character traits or in order to attract attention and must be delivered in persuasive form of communication. Phenomenon in today's world of advertising is about the existence of ad-collaboration. Starting from major brand to collaborate in the promotion mix such as product bundling and then followed by the creation of creative promotion content through advertising channel such as, we can see in many mobile phone brand that collaborate with cellular service provider in their sales promotion activities.

Creativity in create advertising messages which is carried by two different companies to collaborate on their each brand in different product lines like Blue Band and Sari Roti have been done, is very new in the world of advertising especially it delivered in mass media channel such as television commercials.

Advertising on television channel has many advantages compared to other types of media, it is cover a broad range of area, selectivity and flexibility, focus, creativity and response, prestige, and a specific time. Collaboration between the two products was started through sales promotion strategy, that they bundling their products where consumers that buy Sari Roti breads will be given a package of small Blue Band margarine.

Both of these Brands collaborate on advertising can be seen not only as an effort to inform, persuade, retention and enhance their brand image only, but there are also other meaning is conveyed in every advertisement. In an advertisement there is a meaning that is hidden, because the ad itself is a symbol that is visualized through various aspects of the sign of both verbal and non-verbal communication arrayed in ad-text and the use of visual elements. The signs contained in any advertisement text structure is an integrated system consisting of sign- verbal signs in the form of words, colors or image and have specific meanings that can be extracted and examined with the benefit of customized products, in order to increasing sales or to reinforce the brand identity of product or company.

In ad must be contains of messages or deliver an idea that is persuasive to the audience through a medium with a specific purpose. In this connection it should be emphasized that the communication, statement intended for distribution to or known by the public and have no influence on it. According to communication experts put forward by John Fiske in his book Cultural and Communication Studies, explaining that communication can be seen from the look as the process of

assuming the communication is the transfer of a message from A to B so that the attention is placed on the main communication medium, channel, transmitter, receiver, interference and feedback. The second looked at the sign and significance of communication as a communication where the generation of meaning. (Fiske, 2011: 59)

The trend in alliances or collaboration is done through promotional advertising products not only allow the two company to share but also save their advertising budget, or just in the sake of co-branding. What if a collaborative advertisement between two different brand is being created and delivered with an “interesting message”. What if Blue Band and Sari Roti doing it’s creative ad is no longer just to socialize or to promotes their products in terms to increase their sales revenue, but there are a creation process of symbolic -sign that hidden in the common messages that can be explored and assessed further, something that being communicate to the audience that can be perceived or constructed as a meaning for them, and this questions are the background of researchers in conducting this research.

## **LITERATURE REVIEWS**

In human-life there are various fo form of communication. One form of communication is in an advertising. The process of making an advertising message occurs when there are a communicator or source– in this case the advertiser or manufacturer– that has a goal to be communicated into a messages, through paid media, to consumers or potential consumers in this case they are communicant, which in return will give an effects or feed back significantly to follow as the advertising message content. Advertising itself has many effects in cognitive, affective, conative and behavioral effects of adding knowledge or information, belief until behavior.

Advertising is something that is used to achieve communication objectives of an organization or company. Advertising becomes important for a company to introduce and sell its products, primarily to the intended consumer segmentation. In addition to an element of the promotional mix, advertising is also defined as follows: “Advertising is a paid nonpersonal communication from an-identified sponsor using mass media to persuade or influence an audience“ (Sutisna, 2003:276).

Collaboration in advertising began to flourish as a phenomenon in the world of marketing. Where two different products and the two companies to cooperate in terms of promotion- specifically in the usage of mass media channel, especially advertising. The bundle product strategy has been a common strategy for the marketers in terms of attracting the attention of consumers to be

able to take action immediately to buy the products, it is one of the techniques or form of sales promotion. Most commonly known example of bundle product in Indonesia is made by phone manufacturer with service provider of telecommunications products, such as BlackBerry with XL, Black Barry with Tree, Esia and Nexian Hidayah, Samsung Mobile phone with SIMPATI, Nokia with Flexi and etc.

Not only in terms of bundling between complementary products such as mobile phone/ gadgets with its SIM Card/ telecommunication service provider, there are also bundling between products that are not related each other in term of usage or market segment, for example promo activities in form of a souvenirs/ gimmick as a give- away present. Daily life products such as herbs product that give a plastic container as a bundle package or a detergents product that bundle a lovely dining plate. In addition to the sales promotion collaboration this strategy was also done to strengthen the image of the company it self, such as collaborative works between dairy products: Dancow and cereal products: Koko Crunch, or beverage product: Nutri Sari with dairy product: Walls ice cream.

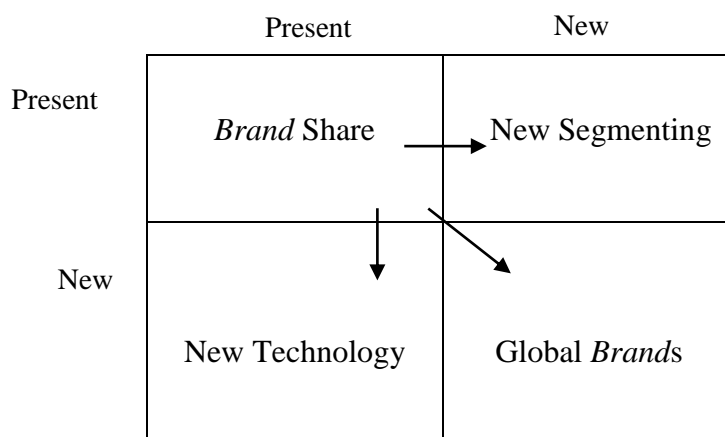
These marketing-communication strategy have been commonly done since a long time, its start when the competition among products/ brand have become more increasingly intense. The promotion activities have become more and more aggressive - calculated strategy in order to gain attention from consumer heart and mind. All these promotions that being made by the company have some meaning that could be expressed and analyzed, as in every act of promotion, especially advertising company creates some meaning that conveyed in the message being delivered to the audiences. Meaning is derived in the interaction between text and audience. The production of meaning is a dynamic action in which each element contributes equally. When the text and the audience were members of a culture or subculture that is tightly knit, smooth and without difficulty interaction (Fiske, 2011: 227). The text here is defined not only writing but can be widely propagating into a message that will be delivered whether it uses verbal and or non-verbal language with gesture expression and so on , as long as the audience understand the message.

The advertising / commercial objects that being researched were two brand from two major companies namely Sari Roti from PT. Nippon Indosari Corporindo and Blue Band from PT. Unilever Indonesia Tbk. Brand is one of the most important parts of a product. Brand Collaboration can be an added value for both of these products with the launch of co-ad themed “Breakfast Double Power” starting in 2011.

Sari Roti is one of the brands that move in the production of foods such as bakery, well known for its most famous Sari Roti bread with many variants that are easily available in strategic places such as supermarkets, mini market and their mobile sales force that selling around housing-complex with a bicycle cart. While the Blue Band is one brand that is engaged in the production of margarine. Deeply embedded in the minds of the people of Indonesia that the Blue Band is suitable as an additional layer of white bread because the flavor and ingredients in the Blue Band is very useful and fit for the coating of bread.

A brand is more than just a product, if the product is something that is produced in the factory, while the brand is something that is bought by consumers. According to Keller in (Tjiptono, 2011:40), the brand is a product that can provide an additional dimension that uniquely distinguishes it from other products designed to satisfy the same needs. This difference could be rational and tangible (related to product performance of the brand in question) and the symbolic, emotional and intangible (with respect to the representation of the brand). In other words, the brand reflects the overall consumer perceptions and feelings about the attributes and performance of the product, the brand name and its meaning, and companies associated with the brand in question.

In addition, the product has a product life cycle in which after reaching a stage of maturity, typically a product will decline and possible death due to the emergence of competitors who play in the same market niche products. At first Brand Share is a major strategic focus. However, most successful brands that can last for decades have switched to some new sectors to keep the production life cycle. Can be seen in Figure 2.1 below:



Source: Tjiptono (2011:41)

**Figure 2.1.** *Brand Growth Direction Matrix*

There is a difference between the concepts of brand image with brand identity. Aaker in Bian and Moutinho (2009:2) explains, Brand identity is the unique thing about the brand association that aims to create or maintain , this represents what the brand was made for and keep their promises to consumers of the member organizations, while Brand image is how the perceived brand by consumers.

Referring to the definition above Aaker, Brand image is how a brand is perceived by consumers, consumers perceived here can form a positive or negative perception towards a brand to brand awakened. (Keller, 2008: 60) identifies the process of building a brand through the four steps in building a brand, namely identity, meaning, and response relationship (brand identity , brand meaning , brand response , and brand relationships).

## **RESEARCH METHODOLOGY**

This research is using a qualitative research method using constructivism paradigm , according to constructivism, social reality observed by a person cannot be generalized to all people is usually done by the classical and positivist. In accordance with the constructivist paradigm, this study is qualitative. According to Creswell (1998: 16), qualitative research is defined as research that explores the process of a social or human problem. Researchers build a complex and holistic picture, analyzes words, reports detailed views of informants, and process it in its natural state. (Nasution, 2003: 5) argues that qualitative research is essentially observing people in their environment, interact with them, trying to understand their language and the world around them. According to him, as well as qualitative research called naturalistic study. Called naturalistic because the situation in the field of research is natural or reasonable, as it is, without a set of experiments or tests (Nasution, 2003:18). With qualitative research, researcher will describe how construction framing in collaborative ads performed by two big brand in food products, Sari Roti and Blue Band in their joint TV commercial with the theme “Double Power Breakfast”.

## **RESULTS OF ANALYSIS**

In a television ad there is a message that is both verbal and non-verbal. Messages that are obtained from verbal endorse voice, music or jingles, the sentence of the written and read by announcer. Nonverbal messages can include language in your ad body of endorse, clothing color of the ad. Other nonverbal language is a setting where the atmosphere created by the advertisers want.



Classification of Nonverbal messages - nonverbal messages can be grouped into five , namely kinesthetic messages, message proksemik , artifactual message , the paralinguistic message and the message from touch and odors. (Rahmat, 2007; 289-293). The group can be explained as follows:

Kinesik message, ie using body movements, which consists of three components namely:

- a. Facial message , using facial expressions to convey a specific meaning.
- b. Message gestural , showed body movements such as eye, hand, and other body part to communicate meaning.
- c. Message postural.

Televised advertisements can use the influence of the human personality to promote their products. How someone speaking and showed body language in order to persuade an audience to buy the advertised product (Morissan, 2010: 442).

## **DISCUSSION**

In ad collaboration between the Blue Band and Sari Roti focus on the story about two little boy. These two brothers start their morning before they go to school, but before leaving they took breakfast in order to start activities with full stamina and energy. Their breakfast menu is Sari Roti bread that being consume with spread of Blue Band margarine. The combination of delicious Blue Band and Sari Roti which contains vitamins A , B1 , B2 , Niacin , D , E , carbohydrates , protein , energy , fat and fiber is the right choice for the breakfast menu . After finishing fantastically breakfast, they said goodbye to his mother to go to school. By riding a bike, they both go to school faster because they pedaling faster the bike with full of energy from their “double power” breakfast- which these are the tagline of theirs co-branding. This 15-second TV commercial is capable of introducing collaboration between the two products and able to convey the message of a combination of the two products about the importance of eating breakfast before starting the activity. The video footage has been edited and cut can be seen in the figure below:



**Figure 1.** TVC Collaboration between Sari Roti and Blue Band

Analysis of the video images of the ads Double Power Breakfast can be presented one by one. At the beginning of the ad, there are two brother with thier mother. The conversation between them start when the mother asked to the boys "Whats for breakfast?" Then two children stare each other with happy smile. Then the next scene, is divided into two frames, one child took Sari Roti bread and the other children take the Blue Band butter. And two children align Sari Roti and the Blue Band and shout simultaneously "It ". In here in after scene, showing the frame of Sari Roti bread that has been coated with butter Blue Band. Proficiency level in frames, display any content that can be of two types that when combined, namely dietary fiber, carbohydrates, fats , 6 vitamins , energy and protein . Then it was called "Breakfast Double Power "as a collaboration between Sari Roti and the Blue Band. Then there is a voice that says "Double delicious, double nutrition, to start the day ", and the boy looked both very happy and they get super energy and high spirit after eating breakfast earlier double power. Then at the end of the ad, the second child was referred to "Lets have nutritional breakfast" accompanied by a display of collaboration between the Blue Band and Sari Roti and "Double Power Breakfast ".

This advertisement focus in family from upper middle class, it can be seen from the background and setting of advertising that uses typically urban house that have spacious area. According to the researcher the product itself either Sari Roti or Blue Band have market segmentation and targeting in upper middle economic class. When it viewed from the side of the price of the product, the price is more affordable for upper middle class. Another point of view is can be seen from cultural-habitual perspectives. Eating bread and butter for breakfast is still fairly uncommon for many people in Indonesia especially outside the upper middle class. Most of Indonesian people usually have breakfast with rice, for many Indonesian family consumeing bread for breakfast it considered more expensive than rice or other types of karbohidrat diets. In addition the upper -middle income people are already aware of the importance of nutrition and nutrients in their foods.

A product can be advertised on television at certain times when potential buyers are in front of the television (Morissan, 2010; 243). Originally Double Power ad broadcast in morning time slot. Because in this time TV are often seen by children in the morning because there are many TV programs dedicated for children viewer such as cartoon show. It is chosen according to the target of promotion that have very nutrition breakfast theme. Beside in the morning time slot this ad also broadcast in family time slot where the TV programs targeted for family member audiences.

Sari Roti and Blue Band advertising collaboration performed not only in television but also put in printed media as for some examples of print media advertising as follows:



**Figure 2.** Print-ad collaboration between Sari Roti and Blue Band

Collaborative ad Sari Roti and the Blue Band has a meaning that by consuming the product will get more energy, as well as children who are in infancy have more energy to live a day at

school. This is supported by the content of nutrients and fiber that consist from each product, the Sari Roti with carbohydrate content, as well as Blue Band with vitamin content combined both contain dietary fiber, kalbohidrat, fat , 6 vitamins , energy and protein , which are all very required by the body . This ad has some meaning to construct awareness of the audience to pay more attention to your diet, especially for children not to skip nutritious breakfast.

Collaboration between products closely related with the function and purpose of advertising, according to the researcher, the purpose of collaborative ad between Sari Roti and Blue Band product Sari Roti and the Blue Band refers to the Function and Purpose Advertising proposed by Kotler, 2005, among others:

**1) Inform, persuade, remind**

Collaborative product informs how important breakfast especially with nutritious products. Besides this ad persuade and remind consumers to buy the two products and to collaborate and consume.

**2) Adding value**

With the collaboration of these products, the company adds value for each product, for Sari Roti the product will have more value. Not only contains carbohydrates and fiber, but will contain the vitamins from the Blue Band. In addition to the Sari Roti a collaboration with Blue Band which has become top of mind in butter products will certainly enhance the brand image of Sari Roti itself. For the Blue Band 's collaboration adds value , so that the products are not only seen as a complementary product yet become a major product , because it is with a package of Sari Roti bread that can be directly consumed.

**3) Assisting**

Collaboration products in this ad also facilitates the efforts of CRM ( Customer Relationship Management ) whereby each company can communicate the educational importance of breakfast and establish long- term relationships with customers (relationship marketing ), as well as for product innovation .

Develop a brand collaboration does not mean the brand will instantly be recognizable or memorable to consumers , because it requires a well-planned strategy and time to build , establish, and synchronizing the values between the two brands . This value that delivered via co-ad “Double Power” is needed in product positioning strategy for Sari Roti and Blue Band as energy enhancer and nutritious breakfast diets.

There are four stage in the implementation process of the above (identity, meaning, response and relationship) that each stage requires brand building blocks:

First Stage is **Identity (brand identity)** to build brand salience in the minds of consumers. Brand salience is what consumers know about a particular brand. In this case the brand awareness provide the identity of the product by connecting the elements of the brand with the product category and the related purchase or consumption situation and product usage. For collaboration that done by both of these products are mutually reinforcing because it is common to consume bread with butter (complementary product).

Stage two is the **Meaning (meaning brand)** with building blocks; brand performance and brand imagery. Brand performance relates with how well the product meets the needs of consumers. Performance brand or brand performance describe how both products function meet the needs of the consumer. Brand imagery deals with how a product meets a social or psychological needs of consumers that can be formed directly or indirectly. This collaboration with the brand positioning of two double power breakfast gave more clarity reason for the consumers to make breakfast which is not only limited to the function of breakfast but also as a good or healthy habitual in the start of the day.

The third stage is the **Response (response brand)** building blocks: Judgments brand and brand feelings. Judgments brand focuses on consumer opinions and evaluation of a brand in which consumers see the brand and performance based on the perceived image of the association. Brand feelings respond on how consumers emotionally and react to a brand. Blue Band is a pioneer and very popular products in the market for butter category, Sari Roti also a popular bran for bread product, Sari Roti have an extensive distribution through its direct sellers which using a bicycle cart with a wagon design , uniform salesperson and *catchy* music matches with the color of the brand .

The last stage is **Relationships (brand relationship)** building blocks; brand resonance associated with the bonding that occurs between the consumer and the brand, how consumers perceived the relation of such sign. This is the main target for the marketers that each customer's basis in Sari Roti and Blue Bands will remain loyal to each product and also create a new-cross costumer basis for one another.

## CONCLUSION

A message transformations performed by Sari Roti and Blueband in doing collaborations especially in the mass media channel and sales promotion activities can direct consumer interest to the extent convinced ( conviction ) and continuing to the final decision to always be loyal with usage collaboration between Sari Roti and Blue Band products vice versa. I myself personally believe that ads collaboration on the theme "Double Power Breakfast" match with message to do a nutritious healthy delightful breakfast with Sari Roti bread that buttered with Blue Band margarine, which eventually leads to purchase decisions. Both Brand will be positioning as a big brand in breakfast products market. This ad delivered message that try to convince the consumer the double-benefit in consuming Sari Roti and the Blue Band as showed in " Double Power Breakfast " (for example, the high spirit and boosted energy for nutrients derived from consuming both products).

## REFERENCES

- Creswell, John W. (1998). *Qualitative Inquiry and Research Design Choosing Among Five Traditions*. California: Sage Publications Inc.
- Eriyanto, 2008. Analisis Wacana Pengantar Analisis Teks Media, LKIS, Yogyakarta.
- \_\_\_\_\_ 2012. Analisis Framing; Konstruksi, Ideologi dan Politik Media, LKIS, Yogyakarta.
- Jefkin, Frank, Periklanan, 1997, Erlangga, Jakarta.
- Fiske John, 2011. Cultural and Communication Studies, Jalasutra. Yogyakarta.
- Kasali, Renald, 1993. Manajemen Periklanan, Konsep dan Aplikasinya di Indonesia, Pustaka Utama Grafiti, Jakarta.
- Kotler, Phillip. 2005. Manajemen Pemasaran, Jakarta: PT. Indeks Kelompok Gramedia.
- Pawito. 2007. Penelitian Komunikasi Kualitatif, LKIS, Yogyakarta,
- Rahmat, Jalaludin.1993. Metode Penelitian Komunikasi, Penerbit PT Remaja Rosdakarya, Bandung
- Rahmat, Jalaludin.2007. Psikologi Komunikasi, Penerbit PT Remaja Rosdakarya, Bandung
- Satori, Komariah, 2011 Metode Penelitian Kualitatif, Penerbit, Alfabeta
- Sutisna, 2003. Prilaku Konsumen & Komunikasi Pemasaran, Remaja Rosdakarya, Bandung.
- Sobur Alex, 2009. Analisis Teks Media, Remaja Rosdakarya, Bandung
- Nasution, 2003, *Metode Penelitian Naturalistik Kualitatif*. Bandung:
- Morissan, 2010, *Periklanan dan Komunikasi Pemasaran Terpadu*, Penerbit Ramdina Prakarsa,
- <http://wartaekonomi.co.id/berita8239/nielsen-belanja-iklan-2012-naik-20.htm>
- <http://www1.kompas.com/seremonia/read/1177/blue.band.dan.sari.roti.bekerja.sama.kampanyekan.pentingnya.sarapan>
- <http://www.sariroti.com/post/berita/ayo-sarapan-praktis-bernutrisi-setiap-hari Jam 15.22>