Sustainability as a Strategic Business Orientation in Global Economy Recovery Phase

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STRATEGY TO IMPROVE BRAND AWARENESS
(A CASE STUDY OF EMPRESS BOX COMPANY)

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ABSTRACT

Brand strategy is an important thing that has to be built by the company to strengthen the relationship between a company and its customers to provide benefits for the company so that the company is able to win the competition in the industry (Sadat, 2009). Wheeler (2013) explains that the company can create a brand strategy to provide a strong sense so that it can compete with the competitors. The development of creative industries in Indonesia made a great contribution in the economy of Indonesia where the craft sector became the biggest contributor (Indonesia Kreatif, 2014). Companies which engaged in the craft sector are increasing so that the companies face intense competition. It means that the company needs to build a brand that build good perception and gain the trust of the customers. This study aims to find strategies that can increase brand awareness by conducting case study on Empress Box company. Empress Box that founded in January 2014 is a company engaged in the creative industries. The company produce exclusive jewelry made of silver. The method used in this study is a qualitative with case study approach. The result of this study suggest three strategies. The first strategy that can increase brand awareness is the brand building characteristics that determine the segmenting, targetting, and positioning. The second strategy is to do integrated marketing communication (IMC), by using social media, joining competitions and exhibitions. The third strategy is product placement by doing endorsements and displaying the products in multibrand stores.

Keywords: brand awareness, brand characteristics, creative industry, integrated marketing communication, product placement

1. Research Background

In this modern era, creative industries contribute significantly to the economy of Indonesia. Based on Harian Neraca Magazine (2014), creative industry later on can become the foundation of economic growth in Indonesia and even to the world if it can be managed properly. Based on Harian Neraca (2015), development in fashion also bring a better economic growth for Indonesia. The Ministry of tourism and creative economy, Ministry of Industry, Trade Minister, and Ministry of Small and Medium Enterprise (SME) and union will manage the fashion industry seriously. Based on those statement, it shows that fashion business can bring leap into Indonesia’s better Economic.
Table 1. Gross Value Added Creative Economy of Indonesia Year 2010-2013 (In Billion Rupiah)

<table>
<thead>
<tr>
<th>Sector</th>
<th>Year 2010</th>
<th>Year 2011</th>
<th>Year 2012</th>
<th>Year 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>Finance</td>
<td>2.594,7</td>
<td>2.896,6</td>
<td>3.168,3</td>
<td>3.754,2</td>
</tr>
<tr>
<td>Agriculture</td>
<td>9.243,9</td>
<td>10.425,6</td>
<td>11.510,3</td>
<td>12.890,9</td>
</tr>
<tr>
<td>Forestry</td>
<td>1.372,1</td>
<td>1.595,5</td>
<td>1.707,4</td>
<td>2.001,3</td>
</tr>
<tr>
<td>Mining</td>
<td>22.965,2</td>
<td>79.316,7</td>
<td>84.222,9</td>
<td>92.650,9</td>
</tr>
<tr>
<td>Textiles</td>
<td>5.583,2</td>
<td>21.038,6</td>
<td>21.234,5</td>
<td>25.042,7</td>
</tr>
<tr>
<td>Food</td>
<td>117.817,5</td>
<td>147.503,2</td>
<td>164.538,3</td>
<td>181.570,3</td>
</tr>
<tr>
<td>Film, Video,</td>
<td>4.987,7</td>
<td>6.466,8</td>
<td>7.399,8</td>
<td>8.401,4</td>
</tr>
<tr>
<td>FMKU</td>
<td>4.426,6</td>
<td>3.985,1</td>
<td>4.247,5</td>
<td>4.817,3</td>
</tr>
<tr>
<td>Music</td>
<td>3.572,7</td>
<td>4.475,4</td>
<td>4.758,9</td>
<td>5.237,1</td>
</tr>
<tr>
<td>Art</td>
<td>1.837,5</td>
<td>2.091,3</td>
<td>2.254,1</td>
<td>2.595,3</td>
</tr>
<tr>
<td>Education</td>
<td>40.277,0</td>
<td>43.757,0</td>
<td>47.896,7</td>
<td>52.037,6</td>
</tr>
<tr>
<td>Tourism</td>
<td>4.942,7</td>
<td>8.368,7</td>
<td>4.384,3</td>
<td>10.064,8</td>
</tr>
<tr>
<td>Media &amp; TV</td>
<td>13.286,5</td>
<td>15.644,9</td>
<td>17.356,6</td>
<td>20.340,5</td>
</tr>
<tr>
<td>Health &amp; Care</td>
<td>11.259,1</td>
<td>9.955,0</td>
<td>11.049,0</td>
<td>11.278,5</td>
</tr>
<tr>
<td>Other Services</td>
<td>155.044,8</td>
<td>169.707,8</td>
<td>186.768,3</td>
<td>208.632,8</td>
</tr>
</tbody>
</table>

Source: Indonesia Kreatif, 2014

Based on Indonesia Kreatif (2014), Craft Industry had a significant growth from 2010-2013 as many as 8.25% in 2011, 5.99% in 2012 and 9.09% in 2013. Fashion Industry also had a significant growth from 2010-2013 as many as 13.34% in 2011, 10.35% in 2012, and 9.53% in 2013. In this modern era, silver is mostly used in Creative Industry also Fashion Industry. Silver is believed that can make person more beautiful when they used it as a fashion.

Figure 1. Export Destination Indonesia 2011

Source: Kemendag, 2012

Based on Warta Ekspor Magazine (2012), Hong Kong and Singapore had become the export destination of silver jewelry from Indonesia. In 2011, the minister of trade noted that almost 56% from the total export of silver jewelry from Indonesia had become those two countries export destination. America also become the third biggest country of export destination Indonesia for silver jewelry (15.98%). Based on this good business opportunity in silver jewelry, and based on the vision to give contribution to increase the growth of creative industry in Indonesia, one of Universitas Ciputra student with International Business Management Major named Monica Fransesca Liando create Empress Box in January 2014. Empress Box is a manufacturing company especially in accessories that needed in fashion. Nowadays, accessories become an important item in fashion. Accessories with luxury brand can give luxury look and value to the persons that wear it (Chevalier & Mazzalovo, 2012). Consumer’s mindset about luxurious brand...
is about an association about expensive price, quality, esthetic, rare, and something extraordinary (Keprefer & Bastien, 2012).

As a newcomer in accessories industry, Empress Box still less known by public comparing to similar company that also moved in accessories industry. To promote their business, Empress Box brand must be developed continuously so that can reach people awareness. The first step that Empress Box takes is focusing on brand awareness from Empress Box as the first strategy. Wheeler (2013) thought that trough brand awareness, a company can build the consumer loyalty. The company can take the chance to prove their consumer why they should buy that company brand comparing to the other brand or the other company. Kartajaya (2010) said that, brand awareness is the most important factor in business and it had been prove can make the consumer aware and remember about one different product, through brand awareness, a company can make the consumer perception through the product that offered. In Empress Box Company, consumer brand awareness is still low and the effect is in the buying decision and consumer loyalty. With the low consumer loyalty, it can affect Empress Box sales from April-July 2014 which is a stagnant sale.

![Figure 2. Sales of Empress Box](image)

Source: Internal Data of Empress Box, 2014

Empress Box did some action to improve the brand awareness by joining some exhibition like international craft exhibition, Inacraft that held in Jakarta and also Bling Bazaar that held in Bali. In the exhibition, Empress Box shared the name card, catalog to the visitor, the company also make a guest book so that she can follow up the visitor who had interest in her business. Empress Box also asked for silver accessories business to business data to the Inacraft comitee. The company also did some consultation to Disperindag and ASEPPII Indonesia while she joined the exhibition. But those two exhibitions have not given any answer to the brand awareness problems. So, the company decided to improve the strategy to increase the brand awareness of Empress Box.

Empress Box tried to did some observation that shows about target market prefer to choose the other famous brand that already established sooner than Empress Box although the price that the competitor offers to the market is higher comparing to Empress Box and with lower quality comparing to Empress Box. Some of Empress Box competitors are F. Xaverius that had been established since 1984. F.Xaverius has three stores in Surabaya, Jakarta and Bali. The other competitor is Tulola Design which is located in Bali. After doing some observation to those two companies, the result is those two company joined some national scale exhibition and international scale exhibition, beside that those two companies also promote their product by posting in big fashion magazine in Indonesia like Dewi and Harper Bazaar. Those two ways cannot followed by Empress Box now because of the limited capital.
2. Literature Review

There are two ways to improve the brand awareness from Empress Box. The first way is to use literature review by doing some research from the previous research with the similar type of research and the theoretical basis proposed by some parties about brand awareness. The second way is to do the interview and benchmarking to similar company. Shahzad Khan (2012) did a research that focused on the contribution of brand awareness and brand characteristics towards customer loyalty. This research purpose is to know the customer loyalty about branded milk in Peshawar, Pakistan. The indicator that used is the brand awareness and brand characteristics. Both of them have important role to customer loyalty of buying the milk product. Khan said that brand characteristic more show about the product quality and the brand image become the key factor to create the consumer loyalty to the branded milk. Besides brand awareness is contributing as a comparison against other branded milk. In essence, the brand that has the character to be more support brand awareness because it has the hallmark of the brand.

Hakala, Svenson & Vineze (2012) also did a research about consumer-based brand equity and top-of-mind awareness as a cross-country analysis. This research aims to explore the relationship between awareness of consumers towards a brand, consumer attitudes to brand equity, and changes in consumer attitudes in different cultures. After doing some research of the 743 respondents in four different countries, there is a relationship between purchasing decisions by consumers against top-of-mind awareness. Hakala, Svenson & Vineze also said that the top-of-mind brand among the countries with the other countries difference depending on the national context of a those country.

Insania & Mutiaz (2013) did a research to prove that the integrated marketing communications and product placement can affect the brand awareness of the Pink Project. Product placement is includes exhibitions, advertising, and endorsement of products produced by Pink Project. Khairunnas & Assauri (2012) also did a research about brand identity design and the process of brand awareness. The study aims to prove whether the brand identity consists of a logo, slogan, color, and iconic brand companies can make prospective customers interested in using the products or make aware the existence of a company. In essence, these researches help Empress Box in creating brand awareness, build brand identity previous need in advance, which later became the typical company to gain customer awareness.

According to Kotler in Umar (2010), the strategy is a very important tool for achieving competitive advantage. Strategy is defined as a process of determining a plan for long-term goals of the company, accompanied by the development of a method or attempt how that goal can be achieved (Umar, 2010). The concept of strategy can be summed up as many different ways to achieve company goals. There are various strategies in business, one of which is the brand strategy.

Brand strategy is the force that created the company to tighten the relationship between companies and customers in the middle of the competition due to the strong brand will be very beneficial in business (Sadat, 2009). Wheeler (2013) explains that the best brand strategy is the company can provide something very different and strong impression so as to exceed the competitors. Brand strategy explains the position, differentiation, competitive advantage, and the unique value of a company. According to Wheeler (2013), brand strategy can be said as a map that leads marketing becomes
easy, making sales increased, providing clarity, and inspiration to be company employees. Rangkuti (2009) mentions some brand strategy:

- New brand (the introduction of new brands): The company created a new brand name when we have new products.
- Multi-brand strategy (multi-brand strategy): Managing the brand name to convey the brand identity.
- Brand extension strategy (brand extension strategy): Strategies undertaken to further develop the brand that has been successful in the market competition.
- Line extension strategy (line extension strategy): Introducing a wide variety of new products in the same brand, such as taste, shape, color, or new packaging.

When will this strategy can be applied can be seen from the diagram Brand Strategy by Kotler (in Rangkuti, 2009):

Figure 3. Brand Strategy

<table>
<thead>
<tr>
<th>Existing Product</th>
<th>New Product Category</th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing Brand</td>
<td>Line Extension</td>
</tr>
<tr>
<td>New Brand</td>
<td>Brand Extension</td>
</tr>
<tr>
<td></td>
<td>Multi Brand</td>
</tr>
<tr>
<td></td>
<td>New Brand</td>
</tr>
</tbody>
</table>

Source: Kotler in Rangkuti (2009)

Brand according Kartajaya (2010) is an indicator of value for all stakeholders (customers, employees, and investors). A brand is an asset that can create value for customers by increasing satisfaction and appreciate quality. Brand image is not only as a representation of products owned, but also can serve to create value and emotional connection with customers. Kotler and Keller (2009) defines that a brand is a name, sign, symbol or design that identifies the products or services of a company and an indicator of a differentiator with a competitor. Kartajaya (2010) explains that brand equity is the strength of a brand and is defined as the amount of assets and liabilities associated with the brand, the name and symbol of a company, which increase or decrease the value of a product or service for the customer or the company itself.

Figure 4. Dimensions of Brand Equity

Source: David A. Aaker (in Sadat, 2009)
Aaker (in Kotler, 2009) said that the brand equity consists of several elements which brand awareness is one of it. Huang (2014) describes the customer's brand awareness is the ability to recall or recognize a brand, or at least the customer recognize about the brand. Brand with a good brand awareness can lead to the impression and appears in customer retention so that through his name customers can recognize the brand characteristics. Brand awareness can influence a buyer's decision and provide a competitive advantage to a company (Huang, 2014). Brand awareness level has several levels, the lowest level (unaware of the brand) to the level of the centipede (top of mind).

### Figure 5. Brand Awareness Level

The brand awareness level consists of:
- **Unaware of Brand** (not conscious about the brand) is the lowest level of the position that the customer did not recognize the brand.
- **Brand Recognition** (recognizing brand) is the level which indicates that the customer can recognize the brand with the help of the given image or the characteristics of the brand.
- **Brand recall** (recall the brand) is the level of unaided brand recall (unaided call).
- **Top of Mind** (top of mind) is the highest position or the position of the ideal of a brand. At this level, customers remember the brand as it first appears when discussing a particular product category.

When brand awareness of the company is good, it can provide a lot of positive impact and strengthen its brand presence in the eyes of customers, among others (Sadat, 2009):
- Be a source of association’s development
- Familiar: encouraging customers to like the brand
- Rise the commitment: high brand awareness to lure customers in the purchase commitments
- Always consider: the customer will always consider a product with a brand top-of-mind before deciding to buy

Brand Characteristics (Permana, 2012) is the formation of true perception in the eyes of the consumer so that the consumer can understand what is being offered by the brand and can facilitate the marketing activity of a company. Brand characteristics
(Neumier, 2013) is the nature of human nature or characteristics associated with a particular brand name. Common traits or characteristics that are represented include uniqueness, sincerity, competence, excitement and sophistication. Brand characteristics give consumers something related to them. Integrated marketing communication (IMC) by Herman (2012) is a marketing communications activities to build relationships with consumers. According to Kotler (2009), through the IMC a company can present the company and its brand in which companies can create dialogue and build relationships with consumers. IMC (Kotler, 2009) consists of advertising, sales promotion, event and experience, public relations and publicity, direct marketing, effective marketing, word of mouth marketing and personal selling.

3. Research Methods

This study is a qualitative study involving three speakers who are considered competent. During the interview with the company to conduct a similar study, the research subjects searched by criteria:

- Companies engaged in the creative industry
- The Company has a good brand awareness (well known brand)
- The product must be sell globally

There are 3 companies were selected by Empress Box in this research:

- F. Xaverius Silver is silver jewelry company that has been established since 1984 and has several outlets in major cities such as Surabaya, Jakarta and Bali. F Xavier Silver has a strong enough brand awareness because many silver jewelry lovers know this company. Mr. Roy is the owner of the F Xavier Silver
- Priyo Salim is a jewelry brand that has been established since 1960. Priyo Salim has a strong brand awareness, especially for jewelry lovers with the carving techniques. Priyo Salim owns products have penetrated the international markets such as America and Europe. Priyo Salim himself never received the prestigious award of Mutumanikam Indonesia in 2009. Sources of brand Priyo Salim is Mr. Priyo Salim as the owner.
- Peggy Hartanto is a brand that is engaged in fashion. The company was established since 2011. This brand has been known both nationally and internationally. Peggy Hartanto also received many awards and was covered by major media such as Harper's Bazaar. The brand becomes famous since the collection worn by Giuliana Rancic, presenter E! Channel and several other Hollywood actress. The resource from Peggy Hartanto is Mrs. Lydi Hartanto as brand strategy and sales director

According to Putra (2011) in qualitative research, findings or data must be verified in order to avoid bias, one of them by using the technique of triangulation. This study uses triangulation source and triangulation techniques. Collection techniques triangulation is defined as data collection techniques are combining of various data collection techniques and existing data sources (Wahyu, 2012). Triangulation source refers to the speakers who participated in this study and compare the results of interviews from several sources (Ahmadi, 2014). Triangulation source is triangulation performed to test the credibility of the data by checking the data that has been obtained through several sources (Sugiyono, 2013). Validity will be found for not using a single source in conducting interviews and research. Triangulation technique refers to the data obtained from interviews and previous research and theory support. The validity obtained from triangulation technique is because the data are not obtained from any of the methods that can be said of the study valid (Wahyu, 2012). Reliability test (Ahmadi, 2014) in
qualitative research is defined as the degree of correspondence between the data or description obtained from the subject in accordance with the actual conditions. Reliability in this study using photo documentation and audio recordings were obtained in the field.

4. Result and Discussion

Based on the interview, Peggy Hartanto attach great importance to brand characteristic, it was stated repeatedly by informants. Through Peggy Hartanto characteristic it can deliver uniqueness and differentiation Peggy Hartanto products to consumers and can raises awareness and increase brand identity. Peggy Hartanto Strategy in increasing awareness through product placement is very good through the endorsement Peggy Hartanto directly targeting Hollywood which is the center of the fashion world. Besides, doing collaboration with multi brand stores too, proactively contacting various fashion websites and magazines to be covered. From there, Peggy Hartanto got connections and offers to cooperate with the stylish and artist to do photography.

Figure 6. Strategies to Increase Brand Awareness (First Informan)

Peggy Hartanto also active use the social media to promote the brand. From the social media, Peggy Hartanto can deliver the brand image and do the direct selling. By joining the exhibition and fashion show Peggy Hartanto can increase the brand awareness. At the first year of the company, one of Peggy Hartanto strategy is oftenjoining competition, because from that achievement, the consumer can aware about Peggy Hartanto Brand. Even though cant win the competition, at least Peggy Hartanto can has some connection / relation from that competition and that is important for the company's development and to introduce the brand, because connection / relation is important, said Mrs. Lydia Hartanto.

Based on interviews with Priyo Salim, Priyo Salim' brand awareness began to grow when he opened a showroom, from there Priyo Salim set up several showrooms in Kota Gede, Yogyakarta, and get potential buyers through the showroom. Mr. Priyo Salim also enjoy participating some jewelry design competition, besides as a marketing communitacion, the other purpose is to make Priyo Salim Brand increasingly recognized. Through the competition, Piryo Salim get connection that introduced to Novica and Discovered. Through product placement in Novica, and Discovered many overseas buyers who contacted directly through the website Priyo Salim, and they even become a regular customer until now.
Priyo Salim also raise brand awareness by following exhibitions, festivals, and product placement in hotels. Researchers gain factor which makes Priyo Salim known brand is the uniqueness and differentiation of its brand character, because the product Priyo Salim want to present culture of Jogjakarta silver carving techniques, which are implemented in jewelry. Based on the interview, it showed that F. Xaverius use marketing communication to increase brand awareness. Every month, F.Xaverius have a schedule to follow local and international scale exhibitions. F. Xaverius said that existence is very important because can increase awareness and can gain the consumer trust. For the example, through joining the same exhibition every year, it can make F. Xaverius recognized and can increase the consumer loyalty. Beside exhibition, direct sales by opening the store is important too. F. Xaverius became known because of its first store in Supermall Surabaya. Currently F. Xaverius already has seven stores throughout Indonesia. Before opening the store, F. Xaverius put their product into multibrand stores such as Centro, Sogo and supplies to some shops in Yogyakarta, Bali and Jakarta. F. Xaverius said to be disciplined in updating in social media. SEO Management website can also increase brand awareness, F.Xaverius get customers because of SEO management.

Similar with Peggy Hartanto and Priyo Salim, F. Xaverius also very concerned with the characteristics of the image of a brand. F.Xaverius thought that through brand image that was built to provide something different to customers. From the different characteristics makes F.Xaverius often published by a variety of magazines, for example F.Xaverius several times already covered by the Hong Kong magazine. Based on interviews that have been carried out, then the strategy to increase brand awareness by three informants are as follows:
Table 4.5 Strategies to Increase Brand Awareness (based on the informants)

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Peggy Hartanto</th>
<th>Priyo Salim</th>
<th>F.Xaverius</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brand Characteristics / Brand Identity</strong></td>
<td>Different brand differentiation from others. “Simple but bold” which attracted the attention of consumers. The logo and slogan should be in sync with the character you want delivered.</td>
<td>Presenting silver carving techniques on jewelry that is characteristic of the region of origin, Jogjakarta, thus becoming its own value of the brand Priyo Salim.</td>
<td>Lifting classic elegant as his trademark with the slogan “a touch of art and beauty” that makes FX remembered by consumers</td>
</tr>
<tr>
<td><strong>Product Placement</strong></td>
<td>Endorsement and B2B with multibrand store</td>
<td>Distributes its products to luxury hotels, Novica, and Discovered</td>
<td>Distributes its products multibrand stores and some stores in Bali, Yogyakarta and Jakarta</td>
</tr>
<tr>
<td><strong>Integrated Marketing Communication</strong></td>
<td>Competition distribute, exhibit, direct sales through social media and webstore, contact the vendor website and magazine for fashion in reviewproduknia multibrand stores and some stores in Bali, Yogyakarta and Jakarta</td>
<td>Competitions, exhibitions, events, direct sales through its own showroom (open several stores), take advantage of social media</td>
<td>Always active in the exhibition, opening several showrooms in major cities in Indonesia, harness and diligent updates on social media, to maximize SEO Website</td>
</tr>
</tbody>
</table>

Empress Box cant applied all of the strategies derived from interviews.

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Brand Characteristics / Brand Identity</strong></td>
<td>• Empress Box need to review again in the present and build the brand characteristics. It certainly should be synergistic with segmentation, targeting and positioning Empress Box that targeted delivery.</td>
</tr>
<tr>
<td><strong>Product Placement</strong></td>
<td>• Distributing Empress Box products to multibrand stores</td>
</tr>
<tr>
<td></td>
<td>• Endorsement to fashion bloggers and artists are in accordance with the Empress Box brand characteristics</td>
</tr>
<tr>
<td><strong>Integrated Marketing Communication</strong></td>
<td>• Join the business competition and competition associated with fashion</td>
</tr>
<tr>
<td></td>
<td>• Maximize social media updates and prepare diligently in accordance with the Empress Box brand content</td>
</tr>
<tr>
<td></td>
<td>• Maximize Empress Box SEO website</td>
</tr>
<tr>
<td></td>
<td>• Pick up the ball with a contact magazine for review and Jeweler abroad to offer cooperation</td>
</tr>
<tr>
<td></td>
<td>• Following the exhibition in accordance with the target market and Empress Box brand</td>
</tr>
</tbody>
</table>

The first strategy that will do by Empress Box is to find a competition that can join by Empress Box according to Mrs Lydia Hartanto (first informant) so that can have a connection and channel. The other strategy is about the product placement. By going to the multi brand stores via online and offline and do endorsements. The purpose is to be reached by consumer easily. Third, the utilization of the IMC is active in social media updates, so far Empress Box still seldom doing updates and the lack of content for the post so as not to give maximum results. Active in the exhibition will also be
Empress Box to gain the attention of customers. Empress Box will also start making a list of Jeweler and potential companies to be contacted. Lastly, optimizing SEO website of Empress Box. During this time, Empress Box is not overly concerned with the importance of SEO website Empress Box. In the future Empress Box will also perform line extension strategy to enter the men's jewelry or jewelry for kids. This is strategy is done by F. Xaverius to expand market share, in addition to support brand awareness F. Xaverius.

5. Conclusion
To build brand awareness of a company there are a variety of strategies, but the important thing is to build the brand characteristics in advance. Through the brand characteristics, a brand can deliver what you want to offer the brand, making it easier to form a perception of a brand in the minds of consumers. The best strategy is beginning to build brand awareness Empress Box is:

- Assess and strengthen Empress Box brand characteristic in advance, in accordance with the segmentation, targeting and positioning of Empress Box
- Following the competition-related business field of Empress Box, in addition got the achievement also get a connection that will be useful for the development of enterprise
- Implement B2B to multi brand stores and endorsements
- Maximize the use of social media and SEO website
- Following the exhibition in accordance with the target market and brand of Empress Box

The best strategy to increase brand awareness is to utilize integrated marketing communications and product placement. Besides building the brand characteristics in advance is a must for companies, especially companies engaged in the field of luxury brand.

6. References


