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Marketing Brief

Introduction

As the explanation before, I choose Cotton Ink as the Indonesian local brand that will entered to South Korean market. South Korea is the 4th largest economic power in Asia and the 11th largest in the world. South Korea was one of the poorest country but then they completely change into a developed and high income country in just one generation. South Korea boasts powerful industries in mobile, automotive, entertainment, technology, beauty, and especially in the fashion industry. Cotton Ink is an Indonesian local brand that provides womenswear. With the uniqueness of their design, good material, and also the affordable prices I think it'll be fitted to the South Koreans market. Here's the marketing brief to make a campaign collaboration to enter South Korea.

1. Creative Strategy

Based on the research, for the marketing campaign In South Korea it should be contained: habit, visual, and exclusive collection merchandiser. I choose collaboration with the Kpop Idol which it's Blackpink. Beacuse South Korea consumers are mostly influenced by K-idols and trends. The K-idols marketing can give the biggest impact for brand in South Korea cause mostly the sales are increasing when the brand use K-Idols to be their brand ambassador or even, when K-idols only wear the products. Collaboration with Kpop idols is the easiest way to enter the market. People in South Korea are really concern about the appearance and the visual, so it's a plus point to use Kpop Idols as the brand ambassador and make the collaboration.

Blackpink is the most famous South Korean girl group. Jennie, Jisoo, Lisa and Rose of Blackpink have become the choice of the fashion world because of the global appeal curated by YG Entertainment. Chosen through the company's notoriously arduous trainee program, the four stood out for their individual talents and personalities, which were further enhanced as a team. Right now, Blackpink become the strongest girlgroup that influencing people in fashion industry. The impact of using them as brand ambassador for womenswear brand like Cotton Ink is really big.

For the theme of the campaign it will be based on the personal identity of each members. So, there will be 4 different stories of each campaign with Blackpink members.

2. Big Idea

The way Cotton Ink approach the South Korean market by making a collaboration with K-pop idols. Because it's the simplest way and also the most effective way to enter the market. As I explained before, Hallyu or Kpop effect is really big to the fashion industry. The Korean Wave (Hallyu) refers to the global popularity of South Korea's cultural economy exporting pop culture, entertainment, music, TV dramas and movies. Many brands are competing to use k-idols as their advertisement.

I've researched the standard of doing PR (Public Relation) in South Korea. It's the basic standard to a PR people to use K-wave on it. The differences are only on how they deliver the message or how's their creativity to attract people. The more creative and have a story line, the more people are attracting. This "Cotton Ink x Blackpink" is also an adaption from the South Koreans culture such as: the campaign concept itself will make South Koreans feel curious about it and intense to use social media because we all know South Korea's a society country that have largest number for internet users.

This collaboration is divided into some sections such as: pre-launch, launch, and after-launch. So basically, the whole concept is “Wardrobe”, means each members of Blackpink have their own “wardrobe” in Cotton Ink. As I said before, there’ll be 4 story based on members personalities. Jennie, Jiso, Lisa, and Rose can request what they want for their own collection with Cotton Ink. Cotton Ink will give the direction of this collection and also help the members to make their whole own collections. Based on the explanation of each Blackpink members, Jennie referred to a classy fashion style, Rose referred to a feminine and calming fashion such as pink or pastel, Lisa referred to the casual one, and Jiso referred to a bit mature attire. By making a story of their personalities, it’ll attract Koreans especially their fans that fit to Cotton Ink’s target market to buy the products and brand awareness because of the hype.

For the pre-launch step, I want to make an advertisement campaign of counting down the launch date. So basically, it only shows the black background with the touch of closed wardrobe pink. People are curious about that and it’ll remain them to black-pink because of the color. The more people are curious about it, they’ll following the whole collaboration. This is the combination of using of how South Koreans culture to PR strategy.

For the launch step, it’ll be the day to announce this collaboration. Because Blackpink is the most famous girl group then people will talk about Cotton Ink in SN (Social media in Korea).

And the last one is after-launch step. After launching the whole collection, Cotton Ink will post video advertisement that has the same concept for each member’s collections. The video is post only once a week and only one member per week to build exciting feeling toward the brand and products. This’s another tactic to make South Koreans feel curious and stay tuned with Cotton Ink.

3. Advertising Appeal

South Korea is a high-context culture, their communication isn't direct. This cultural attitude is reflected through the digital communication. Also, South Korea also have a culture about the visual. The public image will give the value of strong concept. That's why this collaboration is fit to the context or culture in South Korea. Besides, this kind of strategy is balancing the standardisation and the adaptation.

For the appealing, I'd choose emotional-psychological and a touch of emotional-dramatic. This combine can appeal to the consumers in South Korea. For emotional-psychological itself it contains of an advertisement that have a big budget and mostly the concept is mind blowing. When people see the advertisement, they'll think about it. For example: as in the pre-launch collaboration, Cotton Ink make a clue campaign on it. When people see it, they'll think and curious about whois it? They'll think about it and maybe post it on their SNS (social media). So the news of this campaign will quickly spread widely. The next one is emotional-dramatic, for emotional-dramatic it'll give a touchy storyline.

This kind of appealing is really fit to South Korea because of the high context that I've explained before. Mostly of South Koreans are interested in dramas or something that has storyline. That's why k-drama is the most success among other series. Korean dramas are popular worldwide, partially due to the spread of Korean popular culture and their widespread availability via streaming services which often offer subtitles in multiple languages. In this case South Korea and Indonesia have a bit similarities. Both of these countries like the touch of emotional-dramatic. Cotton Ink as Indonesian local brand exactly know this strategy. So, I think it's easier to implementing dramatic to South Korea and also adapt to existing standards and contexts.

The emotional-dramatic appeal can be seen on the video campaign that Cotton Ink will gonna do with each members of Blackpink. So, each members will have different concept for each videos. These videos based on their own personalities and collection concepts. Each videos will have a bit storyline on it like Lisa the story of dancing because Lisa's main focus is dancing in Blackpink. Each members will give 4 stories and that's their point of view.

4. Media

As for the media, social media is one the leading PR tools at South Korea. Mostly, South Koreans are always do the shopping through online even tough sometimes they go to offline stores too. South Korea is one of the most connected countries in the world. For the fashion industry, mostly fashion brands have their own website or they sell the products via Instagram and e-commerce. South Korea is the third biggest e-commerce market in Asia. South Koreans use the internet for everything especially they use to read all of reviews before purchasing something. And even when something hype happen, they'll read it on the internet especially on social media. That's why the internet users in South Korea is quite big compare to other country. Other than that, mobile devices have become a large part of Korean daily life, and I think the importance and influence are bigger than in other western countries.

SNS and mobile marketing has become the fastest growing marketing and PR platform in Korea. It has gained attention from companies as a tool for cultivating relationships with the public. Most Korean companies are managing their official SNS account on Facebook, Instagram and Naver blog. This fact can push Cotton Ink to post the collaboration with Social media. Basically, Cotton Ink's understand the strategy in social media because In social media platform such as Facebook page and instagram, Cotton Ink always post their current activities, campaign, and other interesting con-

tents. They're very active to post contents with beautiful designs. It's the way they build the engagement with their customers. We can see from their followers, it's around 598K followers and their account is verified. It's very fit with South Koreans. South Koreans and Indonesians have similarities in Social media usage. Because Social media is a primary platform to sell online and build engagement.

To make it stronger, each members of Blackpink should post the campaign too in their own Instagram account. This will bring more hype. They only post the campaign on the launch-day so when people are curious about the pre-launch campaign, they'll find out on Cotton Ink's instagram account and also each members of Blackpink. Not only that, whenever they're wearing the collection, they have to tag Cotton Ink because that's what they do when each of members Blackpink have collaboration with some brands.

Another tools media is transportation advertisement. Basically, South Koreans are prefer to use public transportation rather than their own transportation. Public transportation in South Korea, which is widely used by people, includes subways, busses, taxi, etc. Public transportation means all transportation facilities and means that provide transportation services available to the general public. Whenever they go to somewhere, they'll use public transportation.

Each transportation a place to wait for example: bus stop or train stasion. Mostly, they put the advertisements in this place. If we go to South Korea especially Seoul, we can see so many advertisements from advertisement for K-pop idols birthday celebration to brand advertisement in subway station. And the bus stop too. The purpose of using public transportation is because they are very often to use public transportation and also while they are waiting, they can see the advertisement.

For collaboration between Cotton Ink x Blackpink, I'll put the advertisement at public transportation too. Because it's easier to people can see the advertisement. And I'm gonna put it on the station near Myeongdong because Myeongdong's one of busiest city in Seoul.

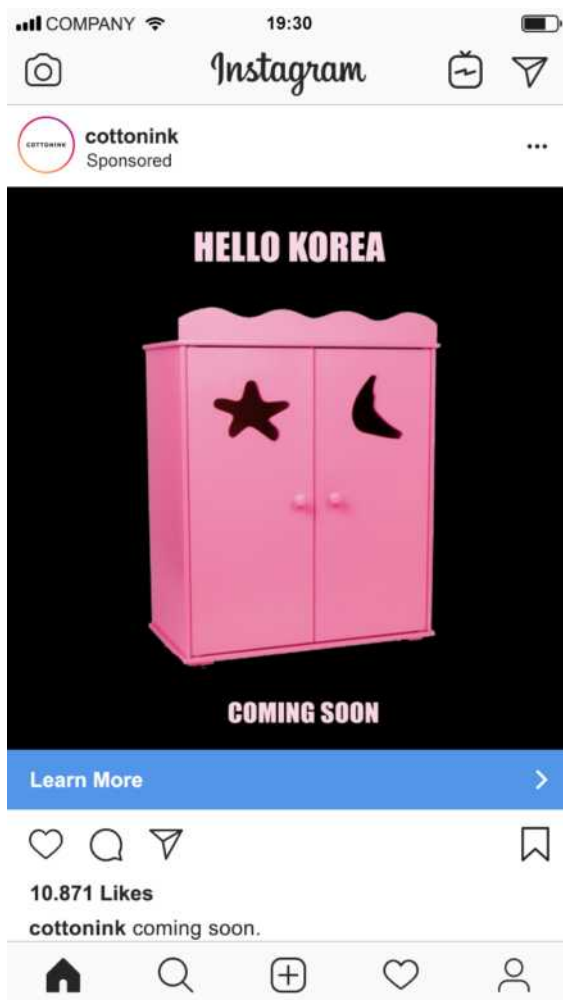
For the video advertisement (after-launch) will be uploaded on Youtube. Youtube is one of social media platform to post videos. Online video platform YouTube has become No. 1 app in South Korea as it overtook Kakao Talk in terms of monthly average stay time and Naver App in terms of number of monthly average net users. It's proof that South Koreans are often to open Youtube and it's a good chance to post the advertisement at Youtube. The video will be uploaded on Cotton Ink's channel. To gain more viewers, I'll use Youtube ads too for the trailer so people can click the video and it's directing to Cotton Ink's channel. People can watch 4 whole advertisements on it.

5. Creative Execution



This's the pre-launch advertisement that I've made for "Cotton Ink x Blackpink". As the explanation before, the advertisement will be divided into 3 section; pre-launch, launch, and after-launch. For the whole concept will be "wardrobe". It's inspired from

each members have different taste in their style so do Cotton Ink. They have different kind of taste. In our own wardrobe, we can put all of garments that we like. So basically, it represent that they have contributed to make this collaboration collection based on how they style and mix with Cotton Ink. For the pre-launch advertisement, there'll be only a pink wardrobe on with the title. So, Koreans are more curious about it. They really like this kind of advertisement, they have to think about it and also have a theory behind it. The black background and pink wardrobe on it represent "Black" and "Pink". So, it's a crucial clue for people to guess.



This's the social media mockup. Cotton Ink will post this advertisement at their official account. As we all know, the power of social media is really big these days. So, to make it more hype, Cotton Ink should post in their account and let people guess on the comment section. This strategy can build the engagement too with the audiences.



This's the advertisement for launching day. So, it'll be 4 different collections with 4 members of Blackpink. This advertisement tells about the wardrobe doors is open which it's inviting people to check on Cotton Ink that the whole collection is out. We can see too on the door, there's "Cotton Ink" so it means the whole collection is at Cotton Ink. The background and the color of the door are still the same because it represent Blackpink itself. This advertisement can persuade people especially South Koreans to check it right away. Lisa, Rose, Jennie, and Jisoo wear different clothes with dif-

ferent themes. Basically it tells people for the concept of this collaboration collections. People can choose which style they preferred to buy.

For the language itself, there'll be 2 languages. It's English and Koreans (Hangul). Because mostly, advertisements and campaigns in South Korea are using these 2 languages. English is an international language so people from other countries can understand when they see this advertisement. In South Korea, it's about 43%-44% of their people can speak English well.

Korean is spoken by more than 72 million people living. Korean is now mainly spelled in Hangul, the Korean alphabet. Hangul consists of 24 letters – 14 consonants and 10 vowels that are written in blocks of 2 to 5 characters. South Koreans are really proud of their cultures especially their language. South Korea is a high-context country so there's a lot of cultures. That's why, in this advertisement, Cotton Ink should use the hangul language to appreciate their contexts and also because they're gonna enter the South Korean market. Besides, it's easier to get accepted by South Koreans.