

Final exam Foreign Campaign

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Australia - Brand Kerokoo



CREATIVE IDEA

Australian people tend to look so relaxed in their daily life. They're generally laid back, open and direct. Australia has an interesting calendar of events and festivals, where locals and tourists come together to celebrate food, sport, art or culture.

Australia has a low context culture which makes it easier for Kerokoo to enter this country. Australians have a deep love for nature and sports. Australia has more than 10,000 beaches. This has resulted in citizens of this country finding so many ways to enjoy their beach. Others, it can be seen that the Australian stylist style is very casual and simple in their everyday life.

More than 80% of Australians live along 100 km of coastline which makes Australia one of the countries with residents living near the coast. The perfect idea that can be applied to this country is everything that relates to beaches, nature, and health (sport). Since Kerokoo is a local brand that specializes in resort wear brands, From the products, markets, price we think that beach will be suitable & easier to introduce Kerokoo to the new customers.

In this strategy, since Australia has an interesting calendar of events and festivals where locals and tourists come together to celebrate, kerokoo will create exciting events that will be suitable for the market in Australia. Strategy that we want to apply to this country is Kerokoo will create a campaign about the beauty of the beach with Kerokoo, create events at the beach, make a piece of collaboration with some healthy lifestyle influencers in Australia.

Besides that, others communication strategy which is very suitable for the Australian market is to educate kerokoo followers in the Australian market. Because Australian starting to be concerned about sustainability, and luckily kerokoo products are also very suitable for this issue, then the best thing to do besides increasing sales is to educate their followers about sustainability.

The goals of this campaign are to introduce Kerokoo into Australian market, include to raise brand awareness, to increase customer value, to reach customers' satisfaction, to generate high-quality leads, to educate, and to compete with other competitors. We believe from this campaign we will engage with the Kerokoo audience.



**BIG
IDEA**

Health and wellbeing were not even on the periphery a decade ago. Influencer that we will work together is Kayla Itsines, The Adelaide-based fitness guru with 12.6 million Instagram followers. Kayla is also a co-creator of the Bikini Body Guides. In March 2016, Time named Itsines one of the 30 most influential people on the Internet.

Kerokoo want to provide good value to our customers, not just from the products offered. Besides that, we also want to educate our customers to live healthy, empowering people to make good choices, to support journeys to great health, and to live the best possible life. And since 2008 until now, Kayla has educated and encouraged millions of women to improve their health and fitness. That's why Kerokoo want to work with kayla.

Australians are considering environmental protection which they are more likely to buy sustainable products. For the materials that Kerokoo offers in their products, they use several materials that are of good quality. Most of their swimsuits use lycra (The sustainable spandex) as we know that lycra fabric has a long enough durability. Lycra is widely used for clothing because it is lightweight, comfortable and has pores so it is cool when used.

In other words, this lycra fabric is very suitable for the market in Australia. while for their other product categories like clothes (dress, one set, etc.) they use linen. Linen is a textile made from the fibers of the flax plant (natural fibers). Linen is very strong and absorbent, and dries faster than cotton.

This collaboration with Kayla will offer a very charming collection with very fresh colours, functional and timeless design which is suitable for the market in Australia where they are very simple and casual.

Because Australian don't like complicated and they're very laid back, it is suitable to product design that every collection that Kerokoo releases, it has a very classic characteristic, timeless and the color is neutral. Previously, we launched yoga mats. For the latest collection with Kayla, we will add workout apparel such as sport bras, leggings, etc.

The beach is one of the suitable places for us to introduce Kerokoo to the new market (Australia), especially with the products Kerokoo offer in accordance with the place to be implemented. Besides nature and sport, music, festivals and concerts are an important part of Australian culture. Kerokoo will create an event at the beach with the theme “party with Kerokoo”. The beach will be great because their locals and tourists come together.

This event will be open to the public free of charge. There will be press conferences about our collaboration collection with Kayla, music session, and there will be a pop up store, and photo booth. Through this event, Kerokoo directly introduced its products to the market on the beach.



ADVERTISING APPEAL

Since They're generally laid back, open and direct, strategy advertising that suits to the Australians is a strategy advertising with rational appeal. Rational appeal will more effective rather than emotional appeal, in which Kerokoo attempt to achieve their objectives by appeals to logic and reason rather than to the emotions.

because Australians really Respect individual freedom and dignity, The campaign will be called "freedom with Kerokoo x Kayla itsines". Inside the campaign video, there will be some beautiful shoots of beaches in Australia, women exercising & sunbathing on the beach with wearing kerokoo products. The products will be shoot very directly on the detail.



PLATFORMS (MEDIA)

Platform that we want to use are offline and online ads. Social media, Instagram and YouTube will be the big role platform of Kerokoo. Kerokoo uses social media to increase brand awareness and build brand identity. Others, social media is one of the ways to get in touch with our followers. In addition, Kerokoo will take advantage of the features of social media, paid online ads to get new customers.

Australians often use the internet for purchases and often buy from retailer sites, because social networks are useful to learn about products but also to discover new products and change their buying habits. 80.1% of people in the highest income quintile purchased at least one product and changed their buying habits. Australians are spending more online and are purchasing from small and medium enterprises at a larger rate.

Advertising on television has a vast influence on Australian consumer behaviour. Australian television has one of the highest proportions of advertising content in the world. So, besides social media, Kerokoo will have ads on the television. In addition, Kerokoo ads will appear on several bus transportation and stations. Offline ads will provide a wide and new market.

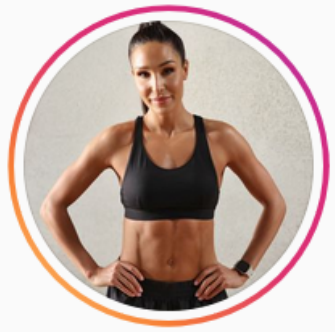
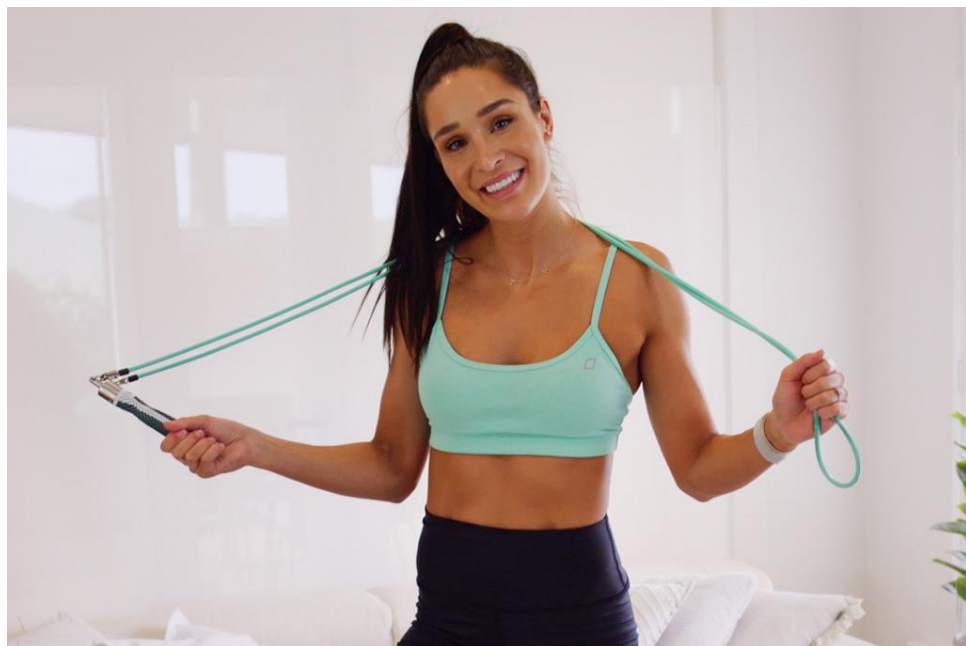
In australia, there are no specific law government comparative advertising. Using a language other than english in advertising is allowed by the law.


Special event and the press conferences will be held on the beach. In the press conferences, Kerokoo will invite several media to be published. The media will be given a press kit and press release. The media that we want to invite are, Elle, Vogue, Marie Claire, instyle magazine, etc.





CREATIVE EXECUTION



COLLABORATION




kayla_itsines 

[Follow](#)  

9,967 posts 12.7m followers 613 following

KAYLA ITSINES
 @SWEAT Co-Founder
 Creator of the #BBG programs

- ⇒BBG
- ⇒BBG Stronger
- ⇒Post Pregnancy
- ⇒BBG Zero Equipment

 Click to register for the Sweat Challenge
www.kaylaitsines.com/SweatChallenge

PRODUCT COLLABORATION



- yoga mat
- Sports bra
- Sport legging



VIDEO CAMPAIGN REFERENCE

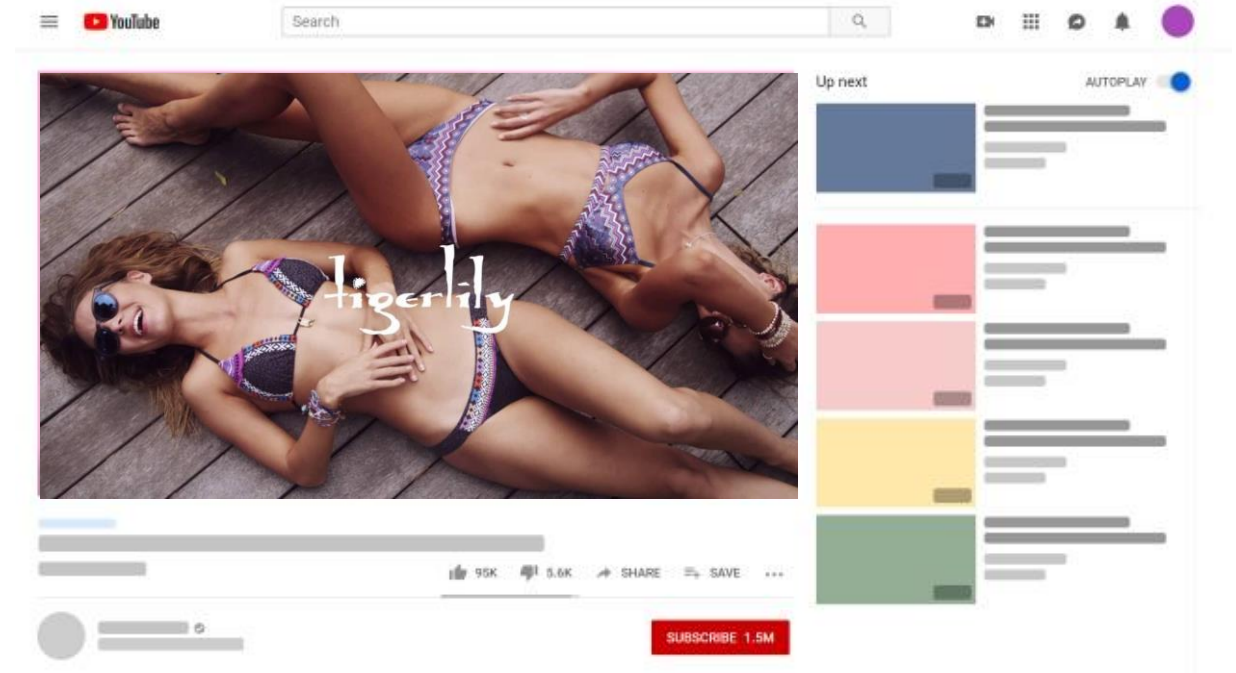


Seafolly Summer 2018 Swim Campaign Video

PLATFORM

ONLINE PLATFORM

- Youtube
- Instagram



PLATFORM

OFFLINE PLATFORM

- Bus station
- television



MEDIA ONLINE PUBLICATION

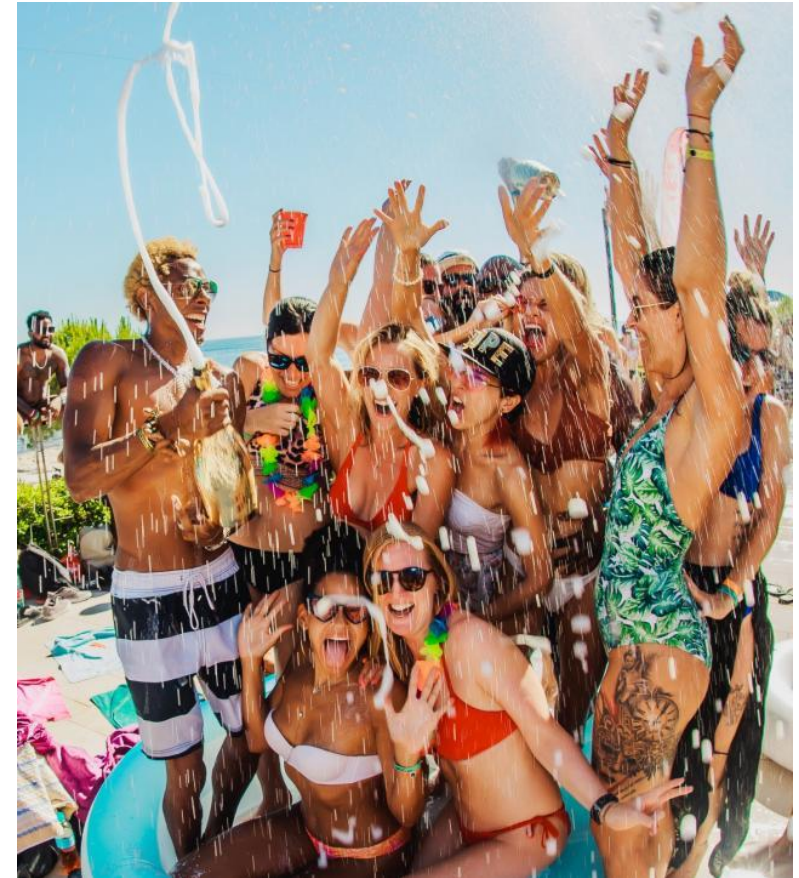
InStyle AUSTRALIA

ELLE
A U S T R A L I A

VOGUE
AUSTRALIA

marie claire
AUSTRALIA

THE EVENT



PRESS KIT



www.DownloadNewThemes.com



The gift in the press kit will be Moisturizing lip balm. The press kit will be give to the media publication.

PRESS RELEASE



MINIM+L

PRESS RELEASE VOLUME N°1

MINIM+L magazine is a contemporary and minimalist fashion and lifestyle publication released bi-annually. The publication is wholly image-based with a focus on minimalist fashion, interior, architecture and photography and is the ideal coffee table publication. Founded by Sophie Wells, who is currently studying a BA (Hons) in Fashion Media & Promotion, the bi-annual publication was created to be enjoyed by those who have a taste for a contemporary and luxury 21st Century lifestyle. MINIM+L aims to promote new talent in the fashion and arts industries such as emerging designers, photographers and fashion bloggers by publishing their recent work or creating new collaborations then crediting them for recognition.

MINIM+L announces the release of its first issue for SS15. The Women's Fashion Issue, focusing wholly on minimalist orientated fashion, inside features the latest collections from a range of upcoming and niche, contemporary designers including Danielle Foster London and Oh Seven Days as well as a showcase of unmissable, minimalist accessory brand, and Volume N°1 cover feature, Christina Fischer, a luxury leather goods designer from Denmark. For your go-to style inspiration, MINIM+L has collaborated with worldwide renowned fashion bloggers including the likes of Sophia Molen, founder of collective minimalist blog 'Blog and the City', as well as Maddie Haisch, popularly known as @blackwhiteandbrunette, who currently has an outstanding following of 8,000 on Instagram alone. Volume N°1 also presents the exquisite photography of a recently graduated Commercial Photography student, Rosie Wood, with both her 'Naturalism' and 'Insecurity' series. MINIM+L has a very under-stated design that flows consistently throughout the publication having used a layout that combines large scales of high quality images with contemporary graphic design and typography.

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DESIGN



PHOTOBOOTH



DESIGN EVENT



MUSIC

POP-UP TRUCK-PRODUCT DISPLAY

