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# Foreign Campaign





# Creative Strategy

Art & craftsmanship always been appreciated by the Swiss and has a huge value there, so the creative strategy is to make an art exhibition as part of our campaign.





# Main Obejctive

The main objective of making this art exhibition it to create SMM brand awareness in Swiss, gives knowledge about SMM brand, and last but not least to deliver our brand message to the consumers.

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So we want to create brand awareness by having an event that is liked by Swiss people, which is art exhibition at art gallery because Swiss people really like going to art galleries.

In this art exhibition we will introduce what kind of brand SMM is, what makes SMM unique and SMM advantages, also what kind of value that SMM hold, as well as convey the message that SMM wants to deliver to the consumers.

Even though the main theme of this exhibition is about art, but we also make sure to include the sustainability value that SMM has, so that through this exhibition the Swiss can completely understand our brand.

Later from the exhibition that we have conducted will be shot and make into videography which then can be continued for further publicity afterwards.

# 05

# #Discoverthe Art



Campaign Theme

Indonesia - a country with a million beauties and rich in arts and craftsmanship. Unfortunately many of the Swiss haven't discover it yet.

Hence, through this campaign I want to bring and introduce Indonesian art & craftsmanship to the Swiss, which also includes in SMM brand.

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# Big Idea

Collaborate with Indonesian mouth & foot (disabled) painters from VDMFK.



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# What is VDMFK ?

About VDMFK

Vereinigung der Mund- und Fussmalenden Künstler in aller Welt -- Association of Mouth and Foot Painting Artists of the World (AMFPA) is a for-profit international organization based in Switzerland, facilitating the sale of artwork produced by mouth and foot painting artists associated with the organization.

None of the artists have proper use of their hands as a pre-condition to joining the association. It represents around 820 artists located in 76 countries, 9 of them are from Indonesia.



Based on the research that I've conducted before, Swiss people are very thoughtful and considerate when it comes to purchasing, especially if the origin is not coming from their country. So it should be something that is worth it and valuable in order to grab their interest or for them to "betrayed" the product origin.

Thus, we want enter Switzerland by presenting something that is unique and valuable so that it can reach Swiss people's heart which is by collaborating with VDMFK.







# Ads Appeal

Rational argument & Emotional dramatic approach



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Ads Appeal Approach

Based on the research, Rational ads approach is the most effective approach to the Swiss because they are smart and like to think analytically (and also because they're low context culture). So with the campaign theme #DiscovertheArt can makes them think "what kind of art that I haven't discover yet?", that way it can triggers them to be interested.

As well as by collaborating with foot & mouth painters to create art pieces it can reach their heart emotionally, because art and craftsmanship are the two things that they really appreciate.



# Platforms (media)

Promotion through public transportation venue, radio, and social media.



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Platforms (media)

According to Santandertrade.com advertising in transportation venue is very widely used in Switzerland. 70% of the country's population uses public transport to go to work. Every day, nearly 2.4 million people travel by bus or tramway. Thus, public transport advertising has an impact at the core of the target.

Radio is by far the most popular and cheapest form of entertainment in the country. It reaches almost the entire population (84% of people over 15 years of age listen to the radio on a daily basis), which enables it to reach the majority of consumers.

Hence it is a good strategy for SMM to put on the campaign poster or any ads in the transportation venue and promotion through the radio as well.



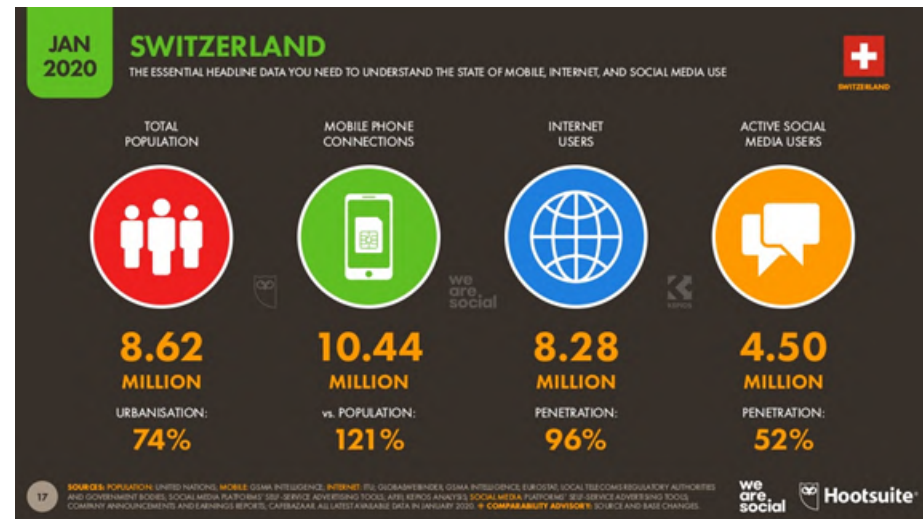
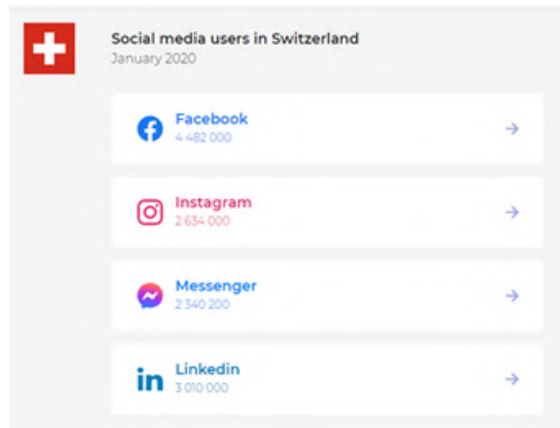
# 13

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Social media users in Switzerland are also quite high, more than half of the population in Switzerland are social media users. So surely it's a great strategy to also keep communication and promoting through the social media especially Facebook & Instagram, because those two are dominating the social media users in Switzerland. On Facebook & IG there's also great ads feature that SMM can use to reach the right target market in Switzerland.

Besides that, online website advertising might be another good choice because the spending is on the increase in Switzerland. Moreover, with the increasing penetration of broad-band internet connectivity in the country, the focus of advertising has shifted from printed media to online. At the end of 2015, about 87% of the population had access to internet from home.

Platforms (media)



Thus posting the campaign poster on social media (FB & IG) and even advertise it using the ads feature on FB & IG can spread the awareness easily among the Swiss and reaching the targeted audience.

As well as the promotion through transportation venue & radio can help SMM as a foreign brand to easily spread the awareness.

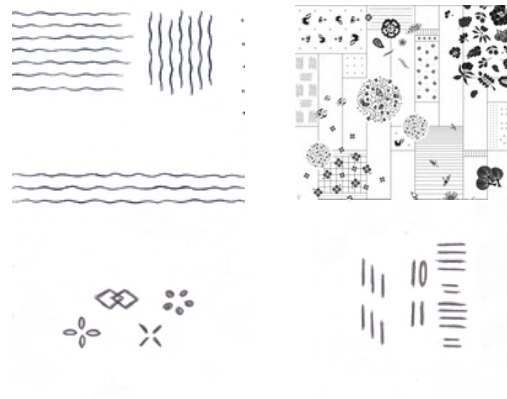


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# Creative Execution

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# How is the exhibition gonna be ?



The art exhibition will showcase the paintings that painted by the VDMFK painters. The paints are art patterns from SMM products. Because all the patterns from SMM products have its own particular uniqueness/value/story from Indonesia so it can be interesting. For instance the pattern from the "Timun Mas", "Laut Kita" collection, etc.

Below the paintings will be put the description / story of each pattern, so that the visitors could understand the real behind story of each patterns.

Besides the painting, will be put the SMM collection pieces of the art pattern that was painted in the painting. So that if the visitors interested with the pattern and/or story, they could "impulsively" take the pieces and buy it (or at least see and touch the real pieces).



# How is the exhibition gonna be ?



There will be an opening performance for the art exhibition, which consist of live paintings performance by the Indonesian foot & mouth painters (from VDMFK) and will be accompanied by Indonesian traditional music instrument (such as Gamelan, Angklung.etc) and also performance by Swiss singer, Francine Jordi singing Indonesian song (such as Indonesia Pusaka, etc). There will also Indonesian traditional dance performance. So in here we can introduce Indonesian culture as well.



*\*example of the art installation from the previous exhibition*

Then near the end of the exhibition, we want to include small exhibition about sustainability and the polluted ocean campaign which had been conducted by SMM previously at Plaza Indonesia, so that in this art exhibition we can convey all the messages and value that SMM has at once.

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About the exhibition

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Location



Kunsthaus Zürich  
Heimplatz 18001  
Zürich

Sejauh Mata Memandang

# ART EXHIBITION

6th March - 12th March 2021



Dear Ladies &  
Gentlemen

We are more than happy to invite you to join us **#DiscovertheArt** from the beautiful country, Indonesia.

We are collaborating with the superior craftsmanship from VDMFK painters to create unique pieces of art and bring it to you specially.

Please come and join us to **#DiscovertheArt** together!

Regards,

Sejauh Mata Memandang

Kunsthaus Zürich

4PM | Saturday, 6th March 2021  
Special opening performance  
by Francine Jordi  
*\*FREE entry*



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Campaign poster

**KUNST**  
**AUSSTELLUNG**

6 März - 12 März 2021

Sejauh Mata Memandang

×

  
VDMFK

*Dear Ladies &  
Gentlemen*

Wir freuen uns sehr, Sie zu **#EntdeckedieKunst** aus dem wunderschönen Land Indonesien einladen zu dürfen.

Wir arbeiten mit der überlegenen Handwerkskunst von VDMFK zusammen maler schaffen einzigartige kunstwerke und bringen sie speziell zu Ihnen.

Bitte kommen Sie zu uns, um gemeinsam **#EntdeckedieKunst** zu entdecken!

Grüße,

Sejauh Mata Memandang

**Kunsthau Zürich**

16.00 Uhr | Samstag, 6. März 2021  
Besondere Leistung von  
Francine Jordi  
*\*FREIER Eintritt*



The campaign poster is like an invitation in a formal form, because based on my previous research Swiss people appreciate formality (unless it is someone they know closely).

The poster will be written in German language because the event will be held in Zurich and German language is the most spoken language there.

The poster is also translated into English so that in case for people in the other area or those whoever don't speak Swiss German can understand it. Because according to the research, English becomes the primary foreign language there. Around two thirds of the total population estimated to be able to speak some English.

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## IG POST



IG Post mockup

## CAPTION

Sejauh Mata Memandang kommt den ganzen Weg nach Schweiz! Bitte kommen Sie und besuchen Sie unsere Kunstausstellung, um gemeinsam #EntdeckedieKunst zu machen :)

Sejauh Mata Memandang is coming all the way to Swiss! Please come and join our art exhibition to #DiscovertheArt together :)

\*ps: the English poster is on the next slide

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IG Ads mockup

### IG ADS



### CAPTION

Sejauh Mata Memandang kommt den ganzen Weg nach Schweiz! Bitte kommen Sie und besuchen Sie unsere Kunstausstellung, um gemeinsam #EntdeckedieKunst zu machen :)

Sejauh Mata Memandang is coming all the way to Swiss! Please come and join our art exhibition to #DiscovertheArt together :)

\*ps: the English poster is on the next slide

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Facebook post mockup

 **Sejah Mata Memandang**  
Today at 02:30 · 🌐

...

Sejah Mata Memandang kommt den ganzen Weg nach Schweiz!  
Bitte kommen Sie und besuchen Sie unsere Kunstausstellung, um  
gemeinsam #EntdeckedicKunst zu machen :)

... See More



   1.3K

4 Comments 3 Shares





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Facebook ads mockup



Sejahu Mata Memandang

Sponsored · 🌐



Sejahu Mata Memandang kommt den ganzen Weg nach Schweiz!  
Bitte kommen Sie und besuchen Sie unsere Kunstausstellung, um  
gemeinsam #EntdeckeDieKunst zu machen :)

... See More

**KUNST  
AUSSTELLUNG**  
6 März - 12 März 2021

Sejahu Mata Memandang  
X  
VDMFK

*Dear Ladies &  
Gentlemen*

Wir freuen uns sehr, Sie zu #EntdeckeDieKunst aus dem wunderschönen Land  
Indonesien einladen zu dürfen.

Wir arbeiten mit der überlegenen Handwerkskunst von VDMFK zusammen  
maler schaffen einzigartige kunstwerke und bringen sie speziell zu Ihnen.

Bitte kommen Sie zu uns, um gemeinsam #EntdeckeDieKunst zu entdecken!

Grüße,  
Sejahu Mata Memandang

**Kunsthau Zürich**  
16.00 Uhr | Samstag, 6. März 2021  
Besondere Leistung von  
Francine Jordi  
\*FREIER Eintritt

SEJAHUMATAMEMANDANG.COM/ENTDEEKEDIEKUNST  
**#EntdeckeDieKunst #DiscovertheArt**

Learn More

👍❤️👎 1.3K

4 Comments 3 Shares



Ads promotion (on Kunsthaus web)  
mockup

← → ↻ 🔒 kunsthaus.ch 🔍 ☆ 📄 © ⋮

KUNSTHAUS ZÜRICH TICKETS ☰

**KUNST  
AUSSTELLUNG**  
6 März - 12 März 2021

*Sejauh Mata Memandang*

**SEJAUH MATA MEMANDANG  
X  
VDMFK**

**#EntdeekedieKunst #DiscovertheArt**

[ZUR AUSSTELLUNG](#)

*Dear Ladies &  
Gentlemen*

Wir freuen uns sehr, Sie zu **EntdeekedieKunst** aus dem wunderschönen Land Indonesien einladen zu dürfen.

Wir arbeiten mit der überlegenen Handwerkskunst von VDMFK zusammen, maler schaffen einzigartige Kunstwerke und bringen sie speziell zu Ihnen.

Bitte kommen Sie zu uns, um gemeinsam **EntdeekedieKunst** zu entdecken!

Grüße,  
Sejauh Mata Memandang



Activate Windows  
Go to PC settings to activate Windows.

 **Cookies akzeptieren** [Ja](#) [Mehr erfahren](#)



One of the best viewed adverts in the city center of Zurich - tram stop Burkliplatz was digitalized too

Public transport venue mockup



Digital advertisement (75" monitor) at the tramway stop Central in midtown Zurich

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Two of a kind make for an even nicer advertisement space - Albisriederplatz Zurich

Public transport venue mockup



Tram stop Albisriederplatz of line 2 boasts a digital double feature



Radio ads

Advertise and join radio talk show on top radio stations in Swiss  
(these are the English and German speaking radio stations, so that it can  
be more effective in reaching the audiences)



- 16.00 - 16.05 Traditional music instrument performance
- 16.06 - 16.20 Traditional dance with music instrument performance
- 16.21 - 16.35 Live painting perform by Indonesian VDMFK painter  
with special perform by Francine Jordi and traditional  
music instrument
- 16.36 - 16.40 Traditional dance & music instrument closing perform

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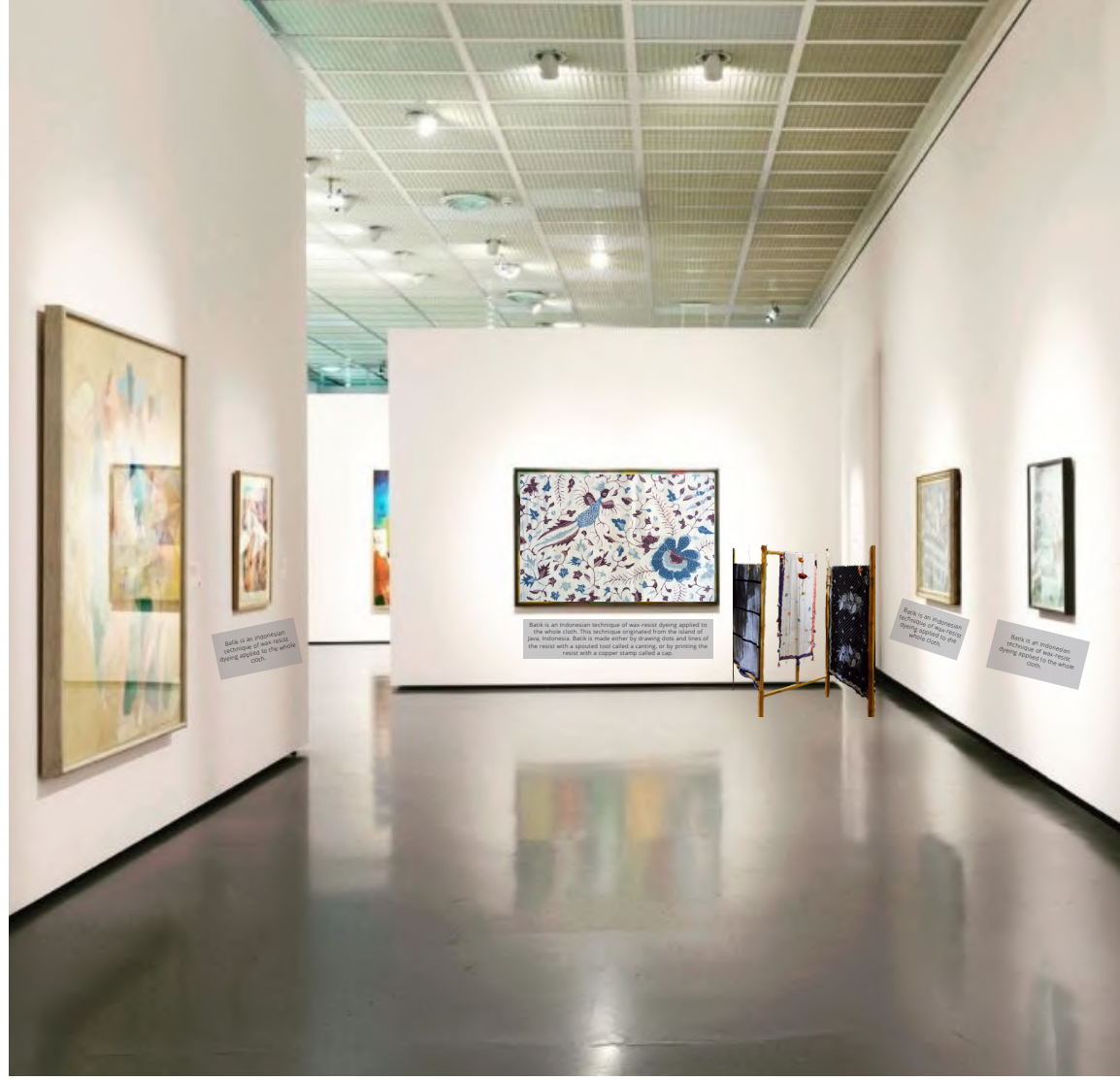


Main space for the opening performances



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The art exhibition visual





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