

Mengapa Anda disini ?

**Mengapa Anda tertarik dunia
periklanan ?**


**Apakah Anda mampu membuat karya
Iklan terbaik ?**

**Bagaimana mengetahui “insight”
konsumen Anda ?**

**Apakah yang akan mempengaruhi
iklan brand Anda nantinya ?**

Dan 1000 pertanyaan lainnya ...





Bagaimana komunikasi
produk berperilaku di pasar
global dan dampak
multikultural terhadap
strategi komunikasi produk

Global dan Multikultural

Anda akan mendapat
gambaran bagaimana iklan
telah berevolusi selama ini

Edhy Bawono EBE

My rules

Usahakan camera posisi ON

Mic off. Raise hand untuk bertanya atau Chat options

Partisipasi aktif

100% fokus dalam materi

Materi 2. Evolusi periklanan



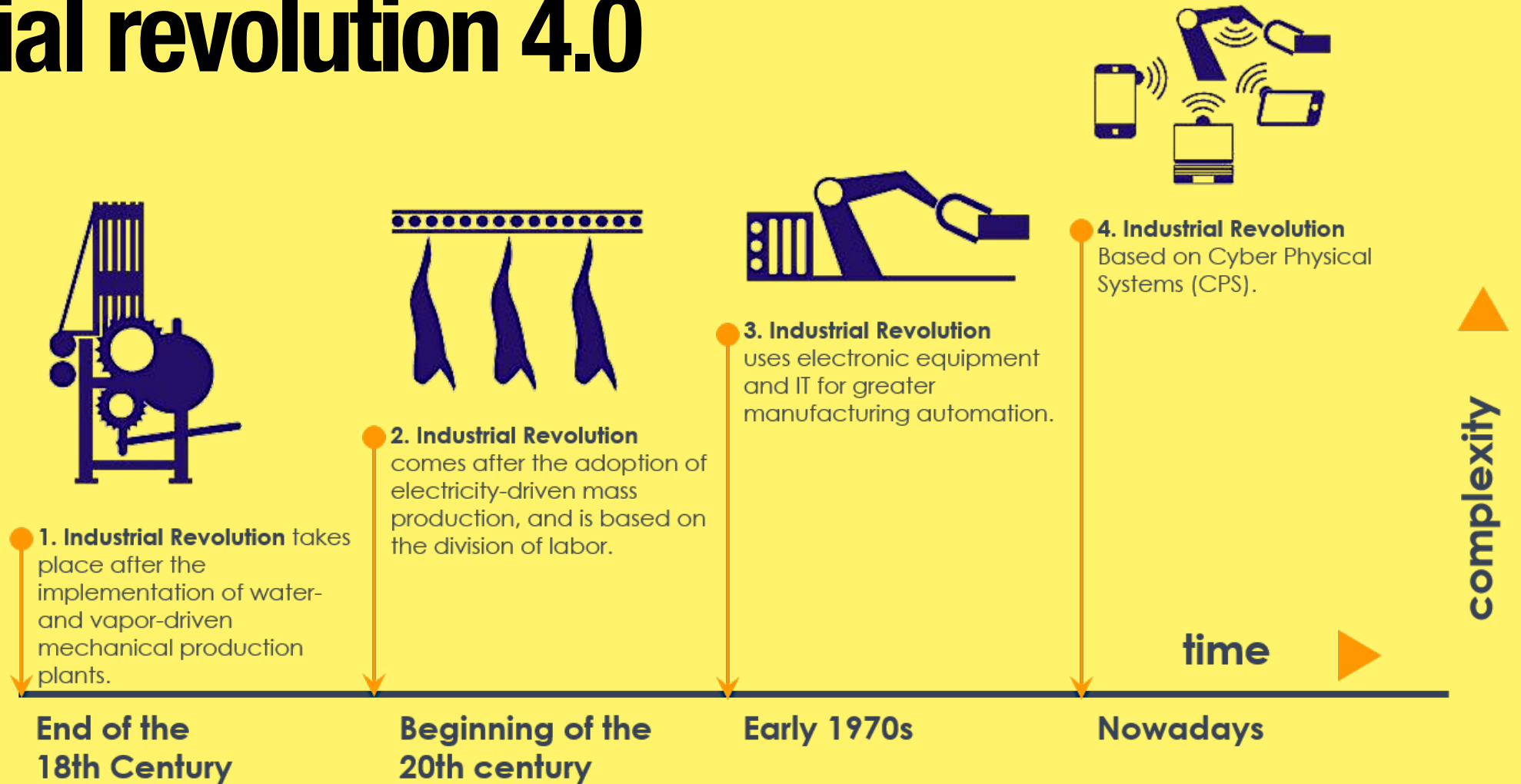
**APA YANG
BERUBAH?**

technology



Industrial revolution 4.0

Industrial revolution 4.0



Pre-historic 4000BC – 7 BC



Mesir kuno . Iklan buruh hilang



Mesir kuno . Iklan alcohol
“Minum Elba, bir dengan hati
seperti Singa”

Pre-historic 4000BC – 7 BC



Romawi Kuno
Rumah Bordil Pompei
“Siapapun yang singgah disini,
sebaiknya membaca ini: Jika
Anda mau bermain, carilah
Attice, harganya 4 sestertii”



Iklan Partai Politik
“Rukun tetangga sebaiknya memilih
Lucius Staius Receptus yang sangat
dipercaya. Aemilius Celer menulis ini –
Anda yang cemburu dan merusak ini akan
mendapat celaka “

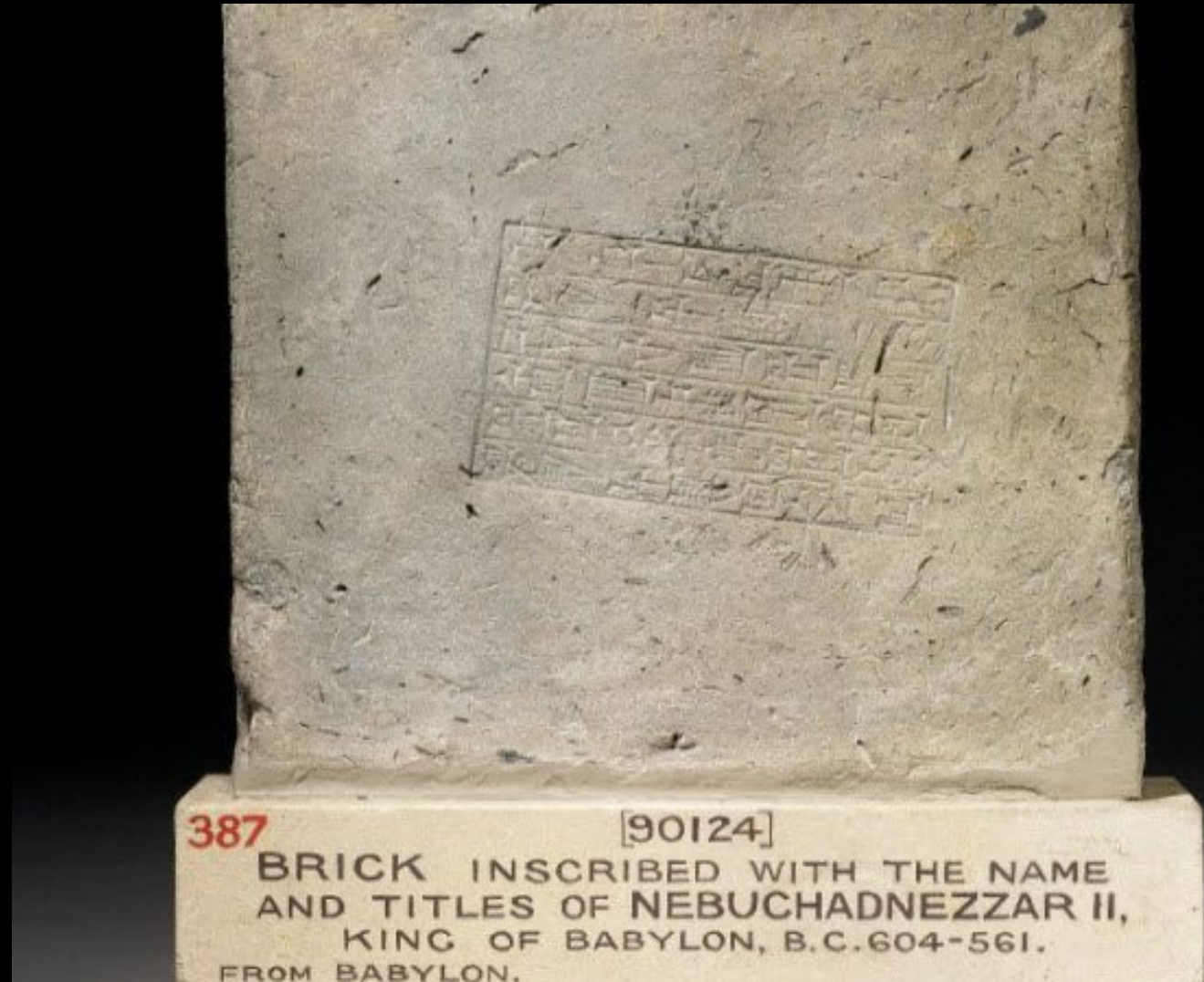
Pre-historic 4000BC – 7 BC



Romawi Kuno
Coin Julius Caesar VS BRUTUS
Propaganda

Pre-historic 4000BC – 7 BC

Mesopotamia , Irak
“Raja Nebukadnezar, yang
memerintah Esagila dan Ezida,
anak tertua dari Nabopolosar,
Sayalah Raja Babylon”

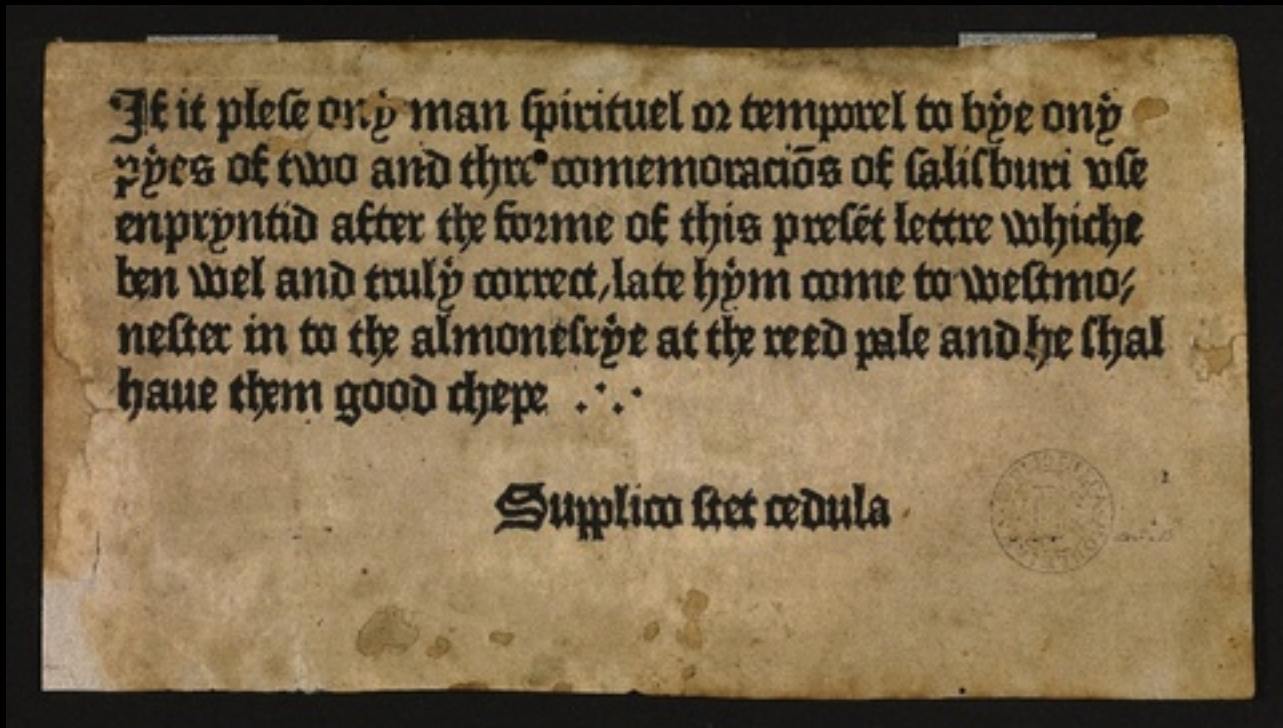


Pre-historic 4000BC – 7 BC

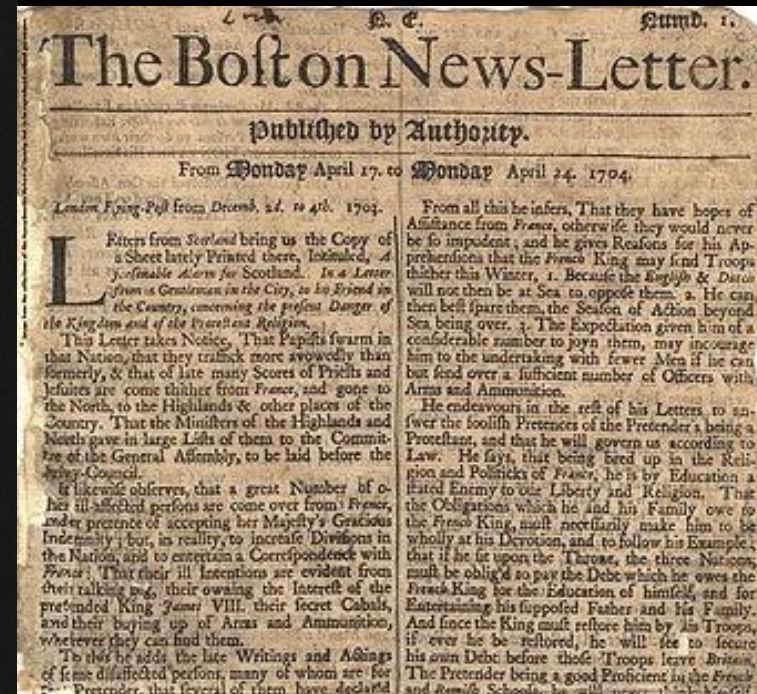
Jinan, Cina 11 BC
Dinasti Song
Lee Toko jarum “ kami membeli
besi kualitas terbaik, dan
membuat jarum terbaik untuk
digunakan dirumah setiap saat”



Modern advertising



Iklan Koran pertama
Inggris, 1472



Iklan Koran pertama Amerika
Boston News, 1704

Modern advertising



Iklan Billboard pertama, Amerika 1855

Modern advertising

Iklan TV pertama,
Bulova, 1941

What changes the way we advertise ?

PEOPLE **changes** the way we advertise

Untold festival. Romania

Pay with blood

Idea: Romania is one of the worst countries in Europe when it comes to donating blood, which the National Institute of Blood Donations wanted to change. It partnered with the Untold music festival – Romania's largest – to target a younger audience and get them to donate blood for the first time in their life.

Strategy: People wanting to go to Untold were able to pay with blood to get a special festival wristband, allowing them to get in. Mobile blood banks with branding from the festival were set up in key cities across Romania and some of the festival's stars including ATB, Fatman Scoop and Avici promoted the cause.

Effectiveness: 2,000 people donated blood, 10 times as many as in the average summer. Demand for the wristbands was so high that transfusion centers had to extend their opening hours. The National Blood Donation Center's Facebook page saw record traffic from the campaign.



Talk to Swedish
Swedish Number

Idea: Sweden is one of the more forward-thinking countries in the world when it comes to communicating about itself – it was one of the first countries to have a Twitter account, which it gave control to random citizen every week. With this campaign it wanted to show off how friendly its people are by letting anyone call Sweden. It became the first country with its own phone number, which would connect the caller to a random Swede.

Strategy: At the core of the campaign was the creation biggest cloud-based switchboard in the world. People with a Swedish phone number could download an app, allowing them to participate. A video explaining the project was released, explaining the project and a second one was released a week later showing the Prime Minister answering calls.

Effectiveness: 32,069 ambassadors answered over 180,000 calls. The longest call lasted just under five hours. Best of all, not a penny was spent on media and the campaign was covered around the world.



TECHNOLOGY **changes the way we**
advertise

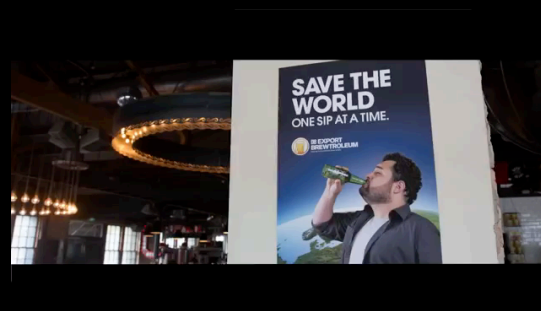
DB Export Beer
Brewtrolium

Idea: The New Zealand beer brand wanted to remind its male audience that DB Export was still the perfect everyday choice, but needed people to rationalize their choice of the brand over another.

Strategy: The message the brand wanted to send out was: “Drink more beer. Save the world.” To achieve that it created the world’s first “beer by-product” petrol by turning the leftover yeast from its breweries into 300,000 liters of biofuel, which it named “Brewtroleum.”

Early reactions doubted it was possible to turn beer into petrol, so the brand did a live test of the new fuel, which actually worked. It then looked to power anything it could with the petrol and created a physical presence through a partnership with Gull gas stations.

Effectiveness: The campaign was seen by 96% of New Zealand men and sales since the campaign went up by 10% compared to the previous year.



Microsoft XBOX Billboard Survivor

Idea: Xbox wanted to engage gamers in the relaunch of the popular game franchise during the busiest period of the year for new releases.

Strategy: Xbox created a billboard in central London where eight gamers had to stand through simulated weather — including blizzards, downpours, harsh wind, and extreme heat — all of which were controlled by the public via a live stream. The winner lasted 22 hours on the billboard.

Effectiveness: The single billboard went around the world through live streams on Twitch and the Xbox dashboard. It received 1000 weather votes per hour and people walking past it stayed for eight minutes, much longer than the eight second dwell time for regular billboards.

RISE OF THE | TOMB RAIDER

SURVIVAL BILLBOARD

— STAND UP AGAINST THE ELEMENTS —

COMPETITION **changes the way we**
advertise

Burger King
McWhopper

Idea: In honor of Peace Day, Burger King reached out to McDonalds to create a mashup of their two iconic burgers.

Strategy: Everything was planned behind the scenes to publicly get a reaction from McDonald's. Burger King created a dedicated website for the proposal, alongside ads in two national newspapers, billboard ads, and social media outreach. Even before knowing McDonald's answer it prepared a co-branded popup shop complete with employee apparel and signs.

Effectiveness: Burger King's proposal was met with a lot of public support but McDonald's turned down the offer. That didn't stop it from happening as people took matters into their own hands and began mashing up the two burgers themselves. Burger King had prepared its campaign for both scenarios, ensuring it was a success. The campaign got 8.9 million media impressions and became the top trending topic on Facebook and Twitter.



"PERFECT GUERRILLA MARKETING."



CULTURE **changes** the way we advertise

Ariel Detergent
Share the Load

Idea: The laundry detergent brand set out to change a cultural inequality in India, where women do the laundry in 95% of the households. The goal of the campaign was to have men share the job.

Strategy: The company conducted a survey which found the majority of women felt they had a second job at home doing the household chores. Alongside the debate in the media about the results of the survey, the brand partnered with clothing brands to get them to place tags in clothes saying: “This fabric can be washed by both men and women.” It also convinced dating sites to use the “Share the Load” slogan as a woman’s selection criteria.

Effectiveness: The brand doubled its sales targets and 28% of people who watched the ad recalled it. The campaign had a sizable impact on India’s culture where 1.57 million pledged to do the laundry.

MEDIACOM

#Like a girl
Always

Idea: This ad formed part of the #LikeAGirl campaign, which launched in 2014 to tackle the stereotypes society has created that impact young girls' confidence. Last year's campaign turned its attention to sexism in emojis.

Strategy: The brand rallied girls to call for the creation of non-stereotypical emojis. After launching its film, ideas for new emojis came in and the brand responded by creating them in real-time.

Effectiveness: The video was the number one ad on YouTube in March 2016 and the campaign received attention from Emma Watson and Arianna Huffington. But the biggest sign of its success came from the emoji creators Unicode Project, which asked Always to pass along ideas for their next update.



WHAT DOES IT MEAN TO DO SOMETHING
"LIKE A GIRL"?

**APA YANG
TIDAK
BERUBAH?**

**We are in business of
changing perception and
behavior**



Terima kasih