



## Creative Strategies to Drive Brand Awareness (Case of “Forever Against Animal Testing Campaign” The Body Shop Indonesia)

Puri Bestari Mardani; Fitria Ayuningtyas; Jihan Nabila Putri

Department of Communication, Faculty of Social and Political Sciences, Universitas Pembangunan Nasional Veteran  
Jakarta, Indonesia

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### **Abstract**

Currently cosmetics have become a lifestyle, especially for women all over the world. The body shop Indonesia is one of the retail cosmetics company engaged in a whole series of beauty products made from natural ingredients. Furthermore, this cosmetic company does not contain animal element, which make their product safe to be consumed by the public. This research focus on the creative strategy campaign that The Body Shop Indonesia used to increase their brand awareness, which is the “Forever against Animal Testing Campaign”. The aim of this research is to find out how creative strategy conducted by The Body Shop Indonesia drives their brand awareness. This research uses a qualitative approach by collecting data from in-depth interview, participation observation, and literature study. This research shows that the “Forever against Animal Testing Campaign” by The Body Shop Indonesia provide many detail information about animal testing on cosmetic product. Since this kind of information was being delivered through The Body Shop Indonesia’s ad, people become more aware about the Body Shop brand and they also aware about the messages of animal testing in cosmetic product. In order word, it is shown that through this campaign, The Body Shop Indonesia was being able to increase their brand awareness.

**Keywords:** Creative Strategies; Campaign; Brand Awareness

### **Introduction**

#### *Background*

*Forever against Animal Testing* campaign is a campaign that was insatiate by The Body Shop (a cosmetic company that is well known as a company that against animal testing) and also *cruelty free international* (an organization that has a high intention to stop animal testing). The Body Shop has a main core concept, which is “Beauty without Cruelty” and always actively doing campaign with that concept through the whole world, especially intended for women. Nowadays women take a high priority when it comes to physical appearance. It can be said that cosmetic become an important and must have item for women. However, many people have not known or have not seen in detail about the cosmetic product that they used. There are still many people that used cosmetic produced by company who do their product

testing using animals. This thing happens because there is no awareness in the society about the product of they has chosen to be used. Self-awareness toward surrounding environment is a cognitive process that occurs within each individual, such as memory, thought and emotion. The Body Shop International plc or which is well known as The Body Shop is the second largest franchise company in the world that have more than 2.400 retail spread through 61 countries. The founder of The Body Shop is Dame Anita Roddick and this company home base is in Little Hampton, West Sussex - England. According to Pangestu (2017), The Body Shop is one of the well-known brands in Indonesia, under the auspice of L'oreal.

The Body Shop claim that their cosmetic product was being produced by natural resources or 100% vegan and cruelty-free, which means that they never test their product to animals. The Body Shop never used animal elements as ingredients of their cosmetic product. This cosmetic company is very persistent to fight and educate the society about the animal testing on cosmetic product issue. It is proven with their *against animal testing The Body Shop* campaign that has been done since 1996 (Pangestu, 2017:5). This is an act that The Body Shop does to fight, to take action, to change behaviour and also to change the current situation. The Body Shop also comply the strict requirement of abolish vivisection according to The Humane Cosmetics Standard created by the British Union for the Abolition of Vivisection (BUAV). This UK anti-vivisection group is known as the highest standard for animal welfare in the kosmetik industri. The Body Shop Indonesia's public relation and social media manager explain that the campaigning that they conducted with Cruelty Free International is a campaign that follows the campaign that has already conducted in european union countries to fight and educate society since there are still many company or even the society itself that have not aware about the use of animal testing in kosmetik product (Pangestu, 2017 : 5-6). Cinta Laura, an Indonesian-German Actress, was chosen as The Body Shop opinion leader or brand ambassador because of her good reputation and her popularity through the world. This makes The Body Shop convenient to spread the campaign ad to Indonesia and to other countries simultaneously. The Body Shop Indonesia also use the hastag #ForeverAgainstAnimalTesting to reach their wide target audience and to let the society participate by taking a photo in a rabbit pose and posted it on their social media account to symbolize cruelty-free (mix.co.id).

The Body Shop Indonesia also does the campaign through online ad by opening a petition to be signed in order to fight animal testing on kosmetik product. This petition could be found in all The Body Shop Indonesia stores. This act is being done not only to make other kosmetik product to stop using animals for their product testing, but also to increase their brand awareness. The Body Shop Indonesia wants the society to be aware that their kosmetik brand was made from the best natural resources, and can be confirmed that it is 100% vegetarian (mix.co.id). Company use many ways to attract public attention in order to buid brand awareness, one of the ways is through advertising campaign that is being done by The Body Shop Indonesia. The message that The Body Shop Indonesia is trying to spread thorough their ad are the lack of public awareness towards animal testing on cosmetic product and there are still many kosmetik product that use animal for their product testing. The use of animal in product testing is to find out the effect of the ingredients that was used againts the skin, does the ingeredients triggert certain allergies or irritations (mix.co.id). Wery (2017 : 3) stated that brand awareness is an important dimention to build brand equity. This means that brand awareness as an aspect which shows how well the brand is known by consumer, which can be seen through the ability of the consumer to name certain brand and identify it in certain product category.

### **Research Focus**

This research is focus on the "Forever Against Animal Testing" creative advertising strategy campaign toward The Body Shop product that conducted by The Body Shop Indonesia to increase brand awareness.

### Research Question

What strategy that The Body Shop Indonesia does through their “Forever Against Animal Testing” creative advertising campaign? And How does the Forever Against Animal Testing” creative advertising campaign could increase their brand awareness?

### Research Aims

Based on the background and research question above, the aim of this research is: “To give an explanation on how “Forever Against Animal Testing” creative advertising strategy campaign on The Body Shop product could increase their brand awareness”

### Literature Review

#### State of the Art

Author	Title of The Research	The Result
Utami, Kurniawati Hanna. 2017	VIZ Event Organizer’s Advertising Strategy Through Instagram Caption to Build Brand Awareness	VIZ Event Organizer’s Advertising Strategy to build brand awareness is by pouring out creative idea in promoting their services through VIZ event organizer instagram caption. These captions contain an explanation about the service that is provided; increase public attention about party planner phenomenon, and statement that everyone could easily held an event.
Widyakusuma, Elisa. 2012	Marketing Communication Strategy PT Nokia Indonesia to Build Consumer Brand Awareness on Nokia Smartphone, Lumia Series	Based on the analysis, the researcher conclude that <i>situational analysis</i> PT. Nokia Indonesia to <i>smartphone</i> Nokia was being done by <i>organizational analysis, competitor analysis, consumer analysis, market analysis, and product analysis</i> . Their market opportunity is 19 – 25 years old age group as a foundation for PT. Nokia Indonesia to build their smartphone brand that includes new feature that is suitable with the expectation of this age group based on quarter survey and Focus Group Discussion (FGD).
Nugroho, Filantropi. 2012	Advertising Campaign Creative Strategy to Attract New University’s Student	The implementation of creative advertising strategy campaign as a form of marketing communication to build student candidate interest in applying to Muhammadiyah University, Surakarta, is the

		responsibility of UMS public relation. They use price and product strategy approach in designing their advertisement. Through this advertisement, the UMS public relation provides information about the studies program in UMS (in the diploma, bachelor, and master degree). This advertisement also contains information about the tuition fee and also achievement obtained by UMS as a university and by UMS students.
Nisa, Naima Khoiru. 2015	Public Service Announcement Creative Strategy in Social Marketing	The main purpose of public service announcement is to encourage the attention and the will of a person to change their behavior in being a good citizen. In order to achieve it, the most important thing to be done is creating a creative strategy in delivering the message and using the right media to approach their target.
Kurnyawati, Melynda Dyah. 2014	Influence of Advertising to Brand Awareness and The Impact to Purchasing Decision	Advertising is one of the factors that increase purchasing decision. An interesting ad could build a brand awareness that will be remaining in consumer memory. Advertising concept in lifebuoy soap that is being done by PT.Unilever could be categorized as an advert that is succeed in directly influencing consumer purchasing decision. With the incensement of the same product category, a company should be able to give an new innovation to their up coming ad in order to maintain consumers interest toward Lifebouy.

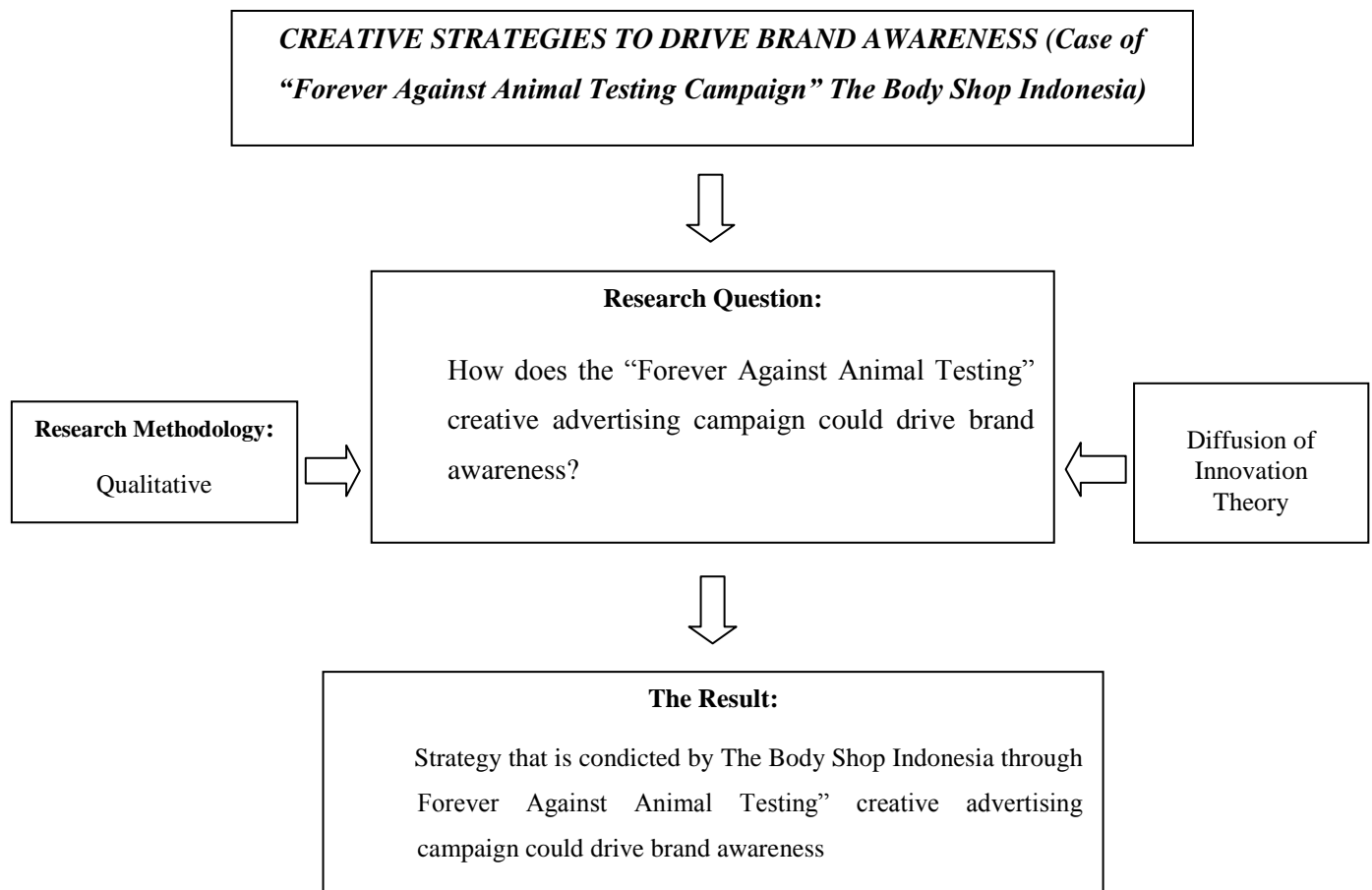
**Research Theory**

*Diffusion of Innovations Theory*

Diffusion of Innovation Theory is about how an idea a new technology is spread on a culture. It also can be define as an innovation or a notion that is communicated through certain media on certain time period. Beside those definitions, Diffusion of Innovation Theory also means as a change that happen in the structure and social system. According to Rogers in Schiffman and Kanuk (2010), Diffusion of

innovations contains two words, which are diffusion and innovation. Diffusion is a process by which an innovation is communicated through certain channels overtime among the members of a social system. In Venus (2009 : 58) Diffusion of Innovation Theory explain how certain innovations evolve and adopted by society. This theory is used to analyze an appropriate collaboration between mass and interpersonal communicator to make a society adopted certain new product, behavior and idea (innovation).

### ***Theoretical Framework***



### ***Research Methodology***

#### ***Research Method***

In Ahmadi (2014) stated by Denzin and Lincoln (1998) qualitative is an emphasis on the process and a meaning that is not being tested or measured exactly in term of quantity, the numbers, intensity or frequency. Qualitative research is emphasizing the nature of reality in social construction, intimate relations between researchers and what they learned, situational obstacles that forming inquiry.

## ***Data Collection Technique***

Data collection technique in this research used three techniques, namely in-depth interview, participant observation and study literature. These three techniques can complementary information or necessity of data to process analyzes the creative strategy advertising campaign. This data collection technique in this research can be divided into primary data and secondary data as per below :

In this research based on the acquisition's method and data source so that divided into:

### ***1. In-Depth Interview***

Primary data collected by in-depth interview. An in-depth interview is data collection's method or information by directly via face to face with the informant in order to gain the complete data and in depth. This interview was done by intensive and highly frequent (repeatedly) stated by Kriyantono (2008). In this research, the researchers interviewed Public Relations Manager of The Body Shop Indonesia, General Manager of Brand Marketing The Body Shop Indonesia and Brand Values Executive The Body Shop Indonesia due to as per researcher's perspective these 3 informant already represented the interview's result.

### ***b. Participant Observation***

Participant Observation interpreted as an activity to observe directly without any a mediator an object to see closely the activity to the object. This technique needs observation from researchers either directly or indirectly towards an object's research stated by Kriyantono (2008). The researchers hold participant observation in May 2018. The researchers only focus hold the participant observation at the Main Office the Body Shop, Tangerang Selatan and the Body Shop counter at Cilandak Town Square, Jakarta.

### ***c. Literature Study***

Literature Study in this research become secondary data. Secondary data is data that collected from the book, written material or from the result of previous research that relevant with the aim of the research. This secondary data can be collected by literature study both of documents or documentation. Mostly the researchers took the secondary data from e-journal that related with creative strategy advertising campaign. The researchers tried to find out all previous researched thru [www.academia.edu](http://www.academia.edu), google scholar and e-journal that related with the researcher's topic as per reference below.

## ***Data Analysis***

Data analysis as per Patton is processing to arrange about data sequence, organize to some pattern, category and the discussion unit basic as stated by Moleong (2010). Data analysis process started with all existing data from various sources, such as in-depth interview, participant observation, and literature study. In the qualitative method, data can be collected from various sources by using various data collection technique (triangulation data). Miles and Huberman (1984) stated that activity to data analysis there are three steps namely data reduction, data display and conclusion in Sugiyono (2008).

## ***Result***

This research obtain a result that is in line with the aim of the research itself, which is to know the strategy on how "Forever Against Animal Testing" creative advertising campaign that conducted by The Body Shop Indonesia. On the first stage of this research, researchers observe and sort out the data that has

been obtained based on the information that is needed for this research. First, the researchers observe activities that are being uploaded by The Body Shop Indonesia through social media. This social media observation is inadequate to obtain the information needed in this research. Furthermore, researchers do another observation by finding out how many advertisements that have already been speeded by The Body Shop Indonesia Company in several countries. Based on this observation, it can be seen that there are more than 5 advertisements from several countries, which are Philippines, Africa, France, India, and Indonesia. The next step, researchers do an in-depth interview with the parties that related with the topic of this research. In-depth interview was being held in The Body Shop Indonesia Head Office, located in the 1<sup>st</sup> floor of Sentosa Building 2, Bintaro Jaya *Central Business District*, Prof. Dr. Satrio Road, Block. A3 No. 5, Bintaro, Pondok Jaya, South Tangerang, Banten. This interview was being held in order to obtain the qualitative data that suited with the research methodology and it can be explained descriptively as follows:

### *Media Election Planning*

The important task in promoting a program is to choose the right media or channel by knowing the purpose of the activity itself. The strategy is started from media planning which is a process to determine the right media. Media planning is an effort to maximize impact and minimize budget. A lot of budget usually needed to deliver a message through mass media. If the chosen media could not deliver the message or could not give a maximal effect, the advertising budget will be wasted.

*Forever Against Animal Testing* campaign is the first campaign that being conducted by cosmetic company with the aim to make other cosmetic company to stop using animal to test their product. This campaign also aims to make cosmetic consumer aware about animal testing and to make the cosmetic consumer being more selective to choose the cosmetic product that they used. Venus (2009) defines campaign as follows: “*Campaign is a series of communication action that aim to create a certain effect toward a large number of audience, which is done continuously on a certain time period*”.

Based on perspective from several interviewees that is being related with the concept, campaign can be define as an activity that is being done by a group of people to convey a message to the society. *Forever Against Animal Testing The Body Shop Indonesia* can be included into two campaign categories, which are ideologically campaign or cause oriented campaign, and *product-oriented campaign*.

**“*Forever Against Animal Testing*” creative advertising strategy campaign to drive brand awareness.** Based on the interview that has been done by the researchers, on the first point is about *Forever Against Animal Testing* creative advertising strategy campaign as a campaign to drive brand awareness by using youtube channel and other social media. Beside online strategy, The Body Shop Indonesia also active in giving direct education to delivered their message. The Body Shop Indonesia has their own youtube channel that was made as a media to promote their product and to inform their activities, on of the activities that they upload through youtube is this *Forever Against Animal Testing* campaign. The information that The Body Shop Indonesia delivers through youtube channel was in animation video form, to make the public easier to understand the message that was delivered. After the entire message has been delivered, The Body Shop Indonesia continue in giving information about their campaign. The Body Shop Indonesia also invites the audience to participate in their campaign, so in those ads they explain on how to take part in *No Animal Testing* or *Forever Against Animal Testing* movement. The Body Shop Company use brand awareness strategy, this strategy attempt to develop their brand identity by linking it with certain symbol or icon. This strategy is suitable for a company that product a brand which is physically similar with their competitors, such as soft drink, cigarettes, blue jeans, etc. This strategy is conducted by The Body Shop Indonesia. The Body Shop Company has used a rabbit as its campaign icon in order to drive brand awareness.

The next strategies that the researchers get through observe the concept is that The Body Shop Company use Resonance Strategy. Shimp in Siti Chamidah (2009) stated that “*resonant advertising rather seek to present circumstance or situation that find counterpart in the real or imagined experiences of the target audience*”. Furthermore, Parente in Siti Chamidah (2009) also stated that resonance strategy attempt to build audience’s impression of experience about the relevant or significant meaning toward the existence of certain brand. This strategy can be related to what has The Body Shop done. The Body Shop Company attempts to increase their consumer’s impression of experience toward relevant meaning. The Body Shop Company also used Emotional Strategy. This strategy attempts to furthermore reach their audience by emotional touch in both hope and excitement. Basically, purchasing decision on certain brand is build upon emotional factor. Emotional attractiveness strategy can be succeed if it is applied on the right product such as, fashion, jewelry, health, and cosmetic. The Body Shop conducted this strategy, The Body Shop attempt to in-depth in reaching their audience through emotional touch by explaining the effect on what will happen if animal is being used as a subject for cosmetic product testing. The last strategy is Generic Strategy. This strategy is conducted when companies promote their product through advertising but does not stated how their product is different with its competitors, and also not stated their product’s superiority compared to their competitor’s product. A generic strategy is conducted when a company makes advertising by making a generic claim (claim in general). This strategy is suitable for a brand that has dominated the market, such as The Body Shop. The Body Shop Company do their promotion by not stating the unique or the superiority of their product compare to their competitors, but they made a generic claim by initiate a movement through *stop animal testing* campaign.

## **Conclusion**

The aim of this research is to find out the creative campaign strategy by The Body Shop Indonesia to build brand awareness based on data collected in the field supported by concept. The Body Shop Indonesia creates a creative advertising strategy that is different from the advertising in other countries. The different is that they use social media, which are youtube and instagram. These two channel is use to promote and to introduce campaign activity that The Body Shop Indonesia currently do. The Body Shop Company has a unique way in advertising, which they does not highlight their product but give an explanation about “*Forever Against Animal Testing*” or “*No Animal Testing*” campaign to the public.

Those ad contain information that animal has been used as a subject for cosmetic product testing for so long, it also inform about what kind of animal that is usually use in product testing and the perceived effect on those animal. The most important message that The Body Shop delivers through those ads is that there are still many company used animal as a subject of their cosmetic product testing. Another strategy that The Body Shop Indonesia conducted in advertising is by educating its audience about their brand awareness. It can be stated that The Body Shop Indonesia has succeed in developing new innovations compare to other cosmetic company through their creative advertising strategy to drive brand awareness by conducting *Forever Against Animal Testing* campaign.

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