Increasing Maru Design's Brand Awareness
by Making a Promotional Video

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ABSTRACT
Maru Design's main target market is start-up businesses and small to medium business owners, ranging between 20 to 30 years old. Due to COVID-19, Maru Design had a problem managing and dividing the team because the company lacked workforce. Consequently, Maru Design's Instagram and YouTube page tended to be inactive. As a result, Maru Design was experiencing low brand awareness problem. I conducted an online questionnaire to 102 people who were representatives of Maru Design's target market, which was Surabaya citizens between the ages of 20 and 40. The solution was creating a promotional video in partnership with Maru Design. This promotional video can be used to increase the brand awareness of Maru Design by showing the unique selling point (USP) of the company. The promotional video was made by applying theories in the steps of making a promotional video (Maguire, 2016) and language used (Samantha, 2014). This video is aimed at improving the company's brand awareness for future clients.

Keywords: brand awareness; promotional video; branding

INTRODUCTION

The company where I did my internship was a branding and design agency named Maru Design. Maru Design was established in 2019. This branding and design agency is based in Surabaya and is located in the West area of Surabaya, which is at Jl. Darmo Permai Timur 13/16. The current Chief Executive Officer is Mr. Marvin Ade. In 2009, he was a Visual Communication Design student at Petra Christian University who worked as a branding and design freelancer during college. There are four types of main services in this branding company. They are integrated branding (brand naming, brand strategy, brand direction, brand consultation, brand communication, logo and identity design, and brand manual), Visual Graphic (company profile, packaging, annual report, printed media design, presentation slide, and marketing tool design), Social Media (content creation, content strategy, photoshoot, social media ads, video promotion, animation, and motion graphic), Digital media (website development, UI/UX, content creation, photoshoot, video promotion, animation, and motion graphic). Maru's design's main target market is start-up businesses and small to medium business owners, ranging between 20 to 30 years old.

In Surabaya, there are many branding companies, but Maru Design claims there are two competitors of Maru Design. The two competitors of Maru Design are Ideologie and Brandworks. Those design and branding agencies are considered the competitors of Maru Design because they are located in West Surabaya, near each other. First, Ideologie's office is located in Citraland Waterfront, Surabaya. Ideologie has the same services as Maru designs. The company is a small company, and it also has the same target customers. Its target market is small to medium business owners and employees. Compared to Maru Design, Ideologie's company strength is the number of followers on Instagram that has reached 2,284 while Maru Design currently has 317 followers. Second, Brandworks' office is in Soho Graha Natura, Jalan Lontar, Surabaya. The strength of Brandworks is that it has more varieties of services, more employees than Maru Design, and it makes Brandworks able to reach a broader range of

markets. Meanwhile, Brandworks is one of Maru Design's competitors because this company has different parts of social media that focus on various services such as @socioworks which handles social media, @visualworksindonesia that handles design, @interworks.id which manages a website, @nexar.studio which is for digital creator, @monoevents which handles event planner, and @361virtual which handles photography and videography. As a result, Brandworks can provide its services to more audiences with different needs.

The main problem that I found during my internship was the lack of brand awareness. Based on the survey, 66.7% of Surabaya people did not know this company existed. Due to COVID-19, Maru Design had a problem managing and dividing the team for the client project because the company lacks a workforce. Consequently, the company experienced a decrease in sales and could not afford to hire more employees or freelance graphic designers. As a result, Maru Design's Instagram and YouTube page tend to be inactive because the content is rarely updated, and there is no portfolio. Although, Maru Design's Instagram already has creative content that could attract customers. However, it needs to be more active and interactive to engage more customers. Because of the workforce shortage and social media inadequacy combo, Maru Design is facing low brand awareness.

This project aims to help Maru Design increase its brand awareness among Surabaya people. Therefore, the solution that I propose is a promotional tool, precisely a content video which will be shared through Instagram advertisements. By having content video as a promotion tool, people who live in Surabaya can be more aware of Maru Design. In fact, they will not be only aware of the brand, but also use Maru Design as their branding agency. There will be two benefits that this company gets through the problem solution. First, the company will attract more clients, and the tool can be added to the company's portfolio inside Surabaya and outside Surabaya. Showing the USP and creative portfolio can be advantageous to Maru Design and delivered to future clients. Secondly, Maru design can build a fresh portfolio from Instagram ads, possibly adding more sectors to their digital media design services varieties. If this continues, it will open more chances for Maru design to showcase the brand through people's Instagram stories because it can easily connect with the target audience that people may not know that this company exists. By seeing the brand after they see it in stories, more exposure will be received.

There are some principles to make and finish this project, to support the process I learn more about some good practices and important guidelines in the field that refer to books and online sources to understand the definition, purposes, and features in creating a compelling promotional video.

Brand Awareness
Brand awareness is how the customers recognize the existence of a brand, products, and services. According to KOPP (2021), brand awareness refers to how well the customers recognize a product's name. Therefore, brand recognition is an important stage in advertising a new product or service. In other words, brand awareness would include the traits that set the product apart from the competition. According to Jallad (2019) and to Acharya (2021) there are two importance of brand awareness. First, brand awareness grows conversions. Brand awareness is how the customers recognize the existence of a brand, products, and services. In addition, A strong brand identity can get to the customers top of mind, that means a brand that will automatically pop up whenever the customers need a product or service. In short, brand awareness is important to get to the customers' minds and can be converted to profit later on. Second, Brand awareness increases brand familiarity. Brand familiarity builds a connection between the brand and the customers by delivering value and giving a sense of differentiation to the customers. Building strong brand familiarity is one of the most significant processes companies face. According to Acharya (2021), brand familiarity is the customers' brand

knowledge. Acharya (2021) finds out that being familiar with the customers will increase customer engagement, and it can also affect the customers' behavioral intention towards the brand.

Unique Selling Point

The unique selling point, or shortened as USP, is the most powerful, dynamic, and critical advantage of a customer when using the services or buying the products (Hunter, 2015). In other words, it has the potential to make or break the company's long-term success and growth. In addition, the company has to figure out what is the USP of their services or products. According to Kettle (2017), USP helps companies stand out. In addition, to make sure people know about the strength of the company, the USP of the products and services once that customers figure it out. A unique selling point is differentiating elements that allow a company to stand out from its competitors. Furthermore, because the product is stronger, a unique selling point feature allows the business to develop a distinct image and improve sales efforts. A unique selling point can be used for any component of the marketing mix, such as company promotional video, which may differ from other product competitors.

Promotional Video

A promotion video is a marketing video that is used to promote the company's products, services, events, and sales to potential customers. Based on Santora (2021), almost all video materials are promotional because the purpose of the video is to engage the target audience and persuade them to commit to the brand. Promotional videos are essential to approaching the target customers. Based on Bhasin (2021), there are four crucial elements in making promotional videos. First emotional pitch (structure). People may wish to work purely with their heads, but their emotions somehow influence them. Second, Future audience. Videos are utilized to market a company and find out what the majority of customers want. Promotional videos combine the needs of the audience with the brand's message. Third, different channels. The company can use promotional videos to reach its target audience across many platforms. Last, gaining trust. Promotional videos can thus assist firms in attracting customers and loyal partners who will willingly suggest their brands to others. Therefore, promotional videos are essential to approaching the target customers.

According to Maguire (2016), there are some steps when making a promotional video. The first step is by making the concept of the promotional video. This step requires setting the goals, target market, and how to achieve an excellent promotional video. Next, the business owner must know the purpose of the main goal and discuss what the owner wants to gain from the video. After setting the concept and dealing with the video content and script, the next step is creating a storyline and storyboard to help the production process. A detailed storyline is essential to be clearer and eye-catching when producing the video. The following process is more challenging because of the time required. If necessary, a scene can be taken 5-6 times. The editing scene is the final step, and this is when the raw video will be converted into something entertaining to watch from videographers.

Social Media

Social media is a digital platform that allows people to connect with one another and share information and ideas (Dollarhide, 2020). There are more than 3.8 billion social media users around the world. New social media apps like Tiktok that appeared in 2020 and nowadays people use many popular social networks like Instagram, TikTok, Youtube, Twitter, Facebook, etc. Nowadays, social media is not only a place for friends and family to communicate with each other, but social media can be a toll for businesses. On the other hand, businesses use the platform to identify and communicate with customers to increase the sales through advertising and promotion. When it comes to business, it is almost impossible nowadays not to incorporate social media in the business because that is considered the best way to market something

nowadays. In addition, businesses are also using social media to target their right customers in order to use their own language and personas.

Based on Holak and McLaughlin (2022), 500 million people around the world use Instagram daily. Meaning, people with mobile internet access it at least once every 24 hours and Instagram's daily users are higher than other social media. Based on Pokrop (2022), Instagram is able to connect with others in different ways with different functions. There are five features used by people nowadays:

1. Feed
Instagram feed is where people share photos and videos that can connect with other communities and explore things. In addition, Instagram is the main visualization of a brand and the eye of the audience.

2. Story
Instagram story is a feature where people can share all the moments of their life or day, not just the ones that they want to keep on the profile. Moreover, Instagram stories have a limited duration and the photos and videos will disappear after 24 hours and would not appear in the profile grid or in feed.

3. IGTV
IGTV is a feature where people can give brands the opportunity to make longer videos than Instagram stories and feed. In fact, people can post IGTV videos content more than one minutes.

4. Reels
Instagram reels is a feature where people can combine multiple short videos and photos into one. Also post a video or photos that can last from 15 second up to 1 minute with music, voiceover, text, stickers, effects, etc. In other words, reels can entertain videos on Instagram that can express creativity and bring a brand to an audience.

5. Ads
Instagram ads is a feature for brands to advertise online and show their creative side with images, videos, and other visual content. Nowadays, advertising on Instagram is an absolute must for most companies. In addition Instagram Ads are a way for a business to show off their creative side with visual content with different ways to create campaigns.

Based on cyberlink (2021), nowadays people have to be familiar with different types of Instagram depending on the business's goals. However, there are three types of Instagram Ads. First, Instagram Ads with Picture These advertisements have a photographic element. In other words, the visual aspect of Instagram is vital, and any image can be converted into a lot more appealing style thanks to the clean platform design. Second, Instagram Ads with Video. Video based Instagram advertising is a great choice if users want to provide more interactive user experience. The rest of the characteristics stay the same, as the name suggests, instead of an image, the ads consist of video that is suited to the target audience. Third, sequential ads on Instagram. To show the target audience a series of pictures or videos, this type of Instagram ad is the best option.

As a result, to know different kinds of ads and campaigns available on Instagram, it is important to define the business goals and determine which platforms are suited to the needs of the company before creating the Instagram Ads.

Language Style
Language used for adults and younger ages 20-30 are different. Younger ages are more referred to their self-point of view. The way to communicate can change drastically just based on what social media platforms are used. In addition, younger people tend to use slang words/internet language, to make it faster and they will use emoticons to describe their feeling, but it does not happen to adults because of the familiarity. Meanwhile, adults preferred to talk when it referred to those who use language more and will be more developed in their linguistic capacities (Samantha, 2014). Adults also use language in a wide variety of ways, including: basic interpersonal communication, such as talking with friends and family members. Based on this theory, these are the kinds of language use that I am going to incorporate in my promotional video. In order to appeal to the youngsters, I will use conversational language and straight to the point. While adults, I will use formal and casual language. As a result, good language use helps an audience remember and truly understand when they imagine what the video is trying to give memorable images.

METHOD
To find out the problem and the solution for Maru Design, I collected the data of Maru Design through distributing an online survey through Google Forms. There are two purposes for the data collection. First, the data is used to justify the number of people who are aware about Maru Design and to confirm if advertisement video is the right solution to solve the problem. Second, the data is used to determine that "playing with sense" is the right Unique Selling point that can be put into the promotional video.

The respondents of my data collection was distributed to 102 people who are representatives of Maru Design's target market, which is Surabaya citizens between the ages of 20 and 40. On the other hand, the survey was designed to find out about how important Maru Design's Unique Selling Point is. I decided to limit the respondents based on their occupation, according to the owner, who used the services come from college students, entrepreneurs, and workers. Also, I decided to limit the respondents to those who live in Surabaya and are around 20 - 40 years old. The reason is that the target market of Maru Design is Surabaya people who are working or are entrepreneurs. According to studies of Duke University, the Kauffman Foundation, the average entrepreneur is 40 years old when launching his or her first start-up business, while worker the youth age 20 - 29 years as a percentage of all workers in each industry by urban or rural based on Youth in Indonesia (2014). In addition, people who never and ever used the services of Maru Design are eligible to fill in the online questionnaire (*Google Forms)*. The questionnaires were made in English because: 1) The respondents were college students and young entrepreneurs who are proficient in English, and 2) The video was also in English; therefore, the ideas in the questionnaire would be better communicated in the same language.

FINDINGS AND DISCUSSION
The survey was distributed to 102 people who are representatives of Maru Design's target market, which is Surabaya citizens between the ages of 20 and 40. On the other hand, the survey was designed to find out about how important Maru Design's Unique Selling Point is. I decided to limit the respondents based on their occupation, according to the owner, who used the services come from college students, entrepreneurs, and workers. In addition, people who never and ever used the services of Maru Design are eligible to fill in the online questionnaire (*Google Forms)*. The questionnaires were made in English because: 1) The respondents were college students and young entrepreneurs who are proficient in English, and 2) The video was also in English; therefore, the ideas in the questionnaire would be better communicated in the same language.

The result of online questionnaire is that 102 respondents are from Surabaya citizen (college student, worker, and entrepreneur) with a range age 20-40 years old. The respondent's age dominantly age 20-25 years old (88,2%) followed by 26-30 years old (6,9%), 36-40 years old (4,9). 66,7% do not know Maru Design and the respondent discover Maru Design from Instagram and a friend but only 5,9% know Maru Design. As a result, 98% never used Maru Design services. As for the most important aspect playing with sense before watching a video, 61 respondents voted eyes to see more beauty and aesthetic visual. Mouth, hands, nose, ears and majority of the respondents voted number 4 (important). For the last section, all of the respondents choose online media to find information. The reason is online media is more convenient since a lot of peoples use online platforms for working or just chilling because it easy to access. 94.1% respondent choose Instagram advertisement and advertisement video as promotional video. As a result, from 1- 4 minutes 61 respondent choose 2-3 minutes, followed by <1 min the respondents choose the second option and only 1 people choose > 4 min. Last, the most important aspect when watching a video is content, second the visual graphic, third the duration, fourth the talent inside the video, last the title of the video.

CONCLUSION
In conclusion, I decided to focus on making this project for Maru Design to help Maru Design increase its brand awareness so that more people in Surabaya will be aware of this brand's existence. Also, by highlighting the ''playing with sense'' uniqueness that is provided in the promotional video, Maru Design can show the strength and uniqueness to the target audience. Through this promotional video, Maru Design has the opportunity to create well-rounded campaigns for users at all stages effectively and build brand awareness. Additionally, the promotional video that was made by Maru Design can attract more clients, and the tool can be added to the company's portfolio inside Surabaya and outside Surabaya. Showing the USP and creative portfolio can be advantageous to Maru Design and delivered to future clients since there are many branding agencies in Surabaya with little public recognition. A promotional video is the best solution and most effective tool for Maru Design to boost their brand awareness, especially during the pandemic. By having this promotional video that is uploaded in Instagram advertisement, it will not only boost Maru Design's uniqueness, but the target market will be able to see Maru Design's portfolio and consider using the company's service. As a result, the promotional video not only boosts brand awareness but also helps Maru Design to build a new portfolio that the company did not have before. Therefore, creating a promotional video that focuses on Instagram advertisement will be the best solution to this problem.

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