

## Increasing the Brand Awareness of Panji Mas Shop with a Company Profile Video

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### ABSTRACT

*Panji Mas* shop is a business selling decorative and automotive paints in Singaraja, Bali. Most of its customers are men between the ages of 41 and 65 (low-middle-high income). However, due to the current re-generation of business owners, *Panji Mas* shop will also concentrate on expanding its target market to 18 to 40 years old. The main problem for the shop is that Singaraja people are still unfamiliar with it and its products (lack of brand awareness). The main cause is because of not using specific marketing strategies. Therefore, the writer chooses a company profile video shared on Facebook and Instagram as an ad based on Esp and Bie Production (2022). The company profile video will also highlight the shop's USPs, which are the wide range of automotive and decorative paints, mixing colors, and great services. As a result, it can help the shop increase its brand awareness.

**Keywords:** brand awareness; a company profile video; advertisement; social media

### INTRODUCTION

*Panji Mas* is a shop that offers paints, either for decorative or automotive uses, as main products and the products that the customers often associate with. The shop also provides delivery services since they have five employees in total, particularly when the weather is nice and the route is not winding or narrow. According to the writer's observations, the shop's customers are mostly male customers around 41 to 65 years old. During the informal conversation, the owner of the shop also confirms and estimates that older adults, especially those over the age of 40 make up a majority of the shop's customers. Meanwhile, Singaraja people under the age of 41 are unfamiliar with the shop and its products. In addition, based on the income, the customers vary according to their income, such as public transportation drivers (low income), the owner of car or motorcycle repair shops (middle income), and governments (high income).

In Singaraja city, there are three competitors of *Panji Mas* shop, which are *Dunia Bangunan* Shop, *Citra Warna Abadi* Shop, and *Murah Rejeki* Shop. These three shops are considered competitors since their locations are close to each other, specifically in the west area of Singaraja. Also, they all sell the same paint products to customers, such as decorative or automotive paints, which is another factor that makes those three *Panji Mas* shops' competitors. Eventually, because the products sold by the competitors are the same, the target markets become similar.

During the observation, the writer found a serious problem that needs to be solved right away, which is a lack of brand awareness. Even though the shop has been operating in the industry for almost 23 years, many people are still unaware of it and its products. For instance, a non-regular customer did not know if *Panji Mas* shop sells decorative paints for walls. Another example is when the writer conducted a small questionnaire on September 1st, 2021, most of the respondents answered they did not know the shop at all. Even one of the respondents thought the shop sells electrical tools. From these examples, it is indeed true that the shop's main issue is a lack of brand awareness.

The writer observed that the main reason why the shop lacks brand awareness is because the shop does not have specific marketing strategies. The shop never used a radio broadcaster or

brochure before and only did conventional marketing by visiting the customers' place, introducing the products and asking their opinions to improve the shop. Eventually, the shop only relies on loyal customers and word-of-mouth information. Even in this modern era, the shop does not utilize social media. Social media is essential nowadays since competitors start using it. Also, there is a second generation around 18-40 taking over the parents' business. Usually, they like to find information in social media to help their parents' business. If *Panji Mas* shop only relies on traditional marketing and loyal customers, many Singaraja people will still not know Panji Mas shop and its products (lack of brand awareness).

Therefore, to help *Panji Mas* shop solve the issue, the writer prepares a two minute of a company profile video, as a tool, which will be shared on Facebook linked to Instagram as an advertisement. It will aim at two target markets, which are 18-40 and 41-65 years old. The writer believes that a company profile video will be an effective solution since it will show the shop's information and strengths that will be presented along with interesting story-line and visual footage. As a result, Singaraja people can enjoy watching the company profile video, making the shop's brand awareness increase.

In order to create an optimal company profile video as a tool, the writer must increase understanding from basic theories to specific ones. Therefore, these theories will be the guide for the writer from the beginning until the end of the project. As a result, the writer can create the best solution for this project. Here are the following theories.

### **Brand and Brand Awareness**

According to Kotler and Armstrong (2018), a brand is a name, word, sign, symbol, design, or any combination of these used to identify the seller's products or services. Besides an identity, the brand also has a role in differentiating the seller from other competitors. Meanwhile, brand awareness refers to a consumer's ability to recall and recognize a certain brand or company name as an option while buying a product Clow and Baack (2018). Brands are considered successful if they have two typical features: the top of the mind and the consumer's first option. Top of the mind refers to the fact that when people are asked to name certain brands from a particular product category, one or two specific brands immediately comes to mind and are almost always mentioned. Whereas, the consumer's first option is one or two brands chosen by customers as potential purchase options

### **Level of Brand Awareness**

Beverland (2018) explains that three indicators must be considered for a company to boost brand awareness, such as unaware or brand recognition (aided), brand recall (unaided), and top of mind awareness (first mentioned). These three indicators are helpful for the company since they can assess a company's performance in boosting brand awareness.

Unawareness or brand recognition (aided) means that consumers are unfamiliar with a company or brand in a particular category of goods or services. In other words, they are not familiar with the company and have never used the products or services. This typically happens to newer or smaller businesses. Therefore, at this point, aid is required to help customers remember the brand or company.

Brand recall (unaided recall) means that people can remember several particular brands from some categories after mentioning the well-known (or "top of mind") at first. People can even recall the advantages, goods, and services of a brand because of marketing tools like advertising, social media, or sales personnel. Therefore, people will start to connect with the brand because they are aware of it.

Top of mind awareness is the state where a brand is the first one that comes to mind after hearing the category. It indicates the brand that a person recalls the most in their thoughts. Also,

it shows that the person has been loyal to that brand after frequently using its products or services.

### **Digital Marketing**

Clow and Baack (2018) state that there are many ways to increase brand awareness. One of the ways is digital marketing. Digital marketing is all digital footprint aspect combinations, such as e-commerce, internet marketing, or mobile marketing. Nowadays, businesses and consumers rely on the internet to discover products, compare them, read reviews, engage in social media interactions with brands and other consumers, and make purchases. For example, through a brand's website or a third-party microsite, content marketing informs potential customers about the product and how to use it. Oliver (2021) also says that nowadays, as digital marketing develops, a variety of new strategies grow used to engage audiences, such as a company profile video. It can even increase the business' revenue by 49% faster.

### **A Company Profile Video**

A company profile is a great tool for helping the business gain a competitive advantage over its competitors by raising awareness and increasing the number of customers (King, 2012). A company profile can increase brand awareness since there is a high possibility that a company's name may already be known to some people, but they are still unaware of the products it offers. Therefore, in this situation, a company profile is essential. In addition, positive awareness is also raised through the company profile since it shows the great quality and professionalism of the business. Hence, a company profile is indeed a must for business, which can be presented in a variety of forms, such as a book or video, as long as it makes a long-lasting impression.

### **Unique Selling Proposition**

Based on Keller (2013), unique selling points display a main characteristic that indicates advantages. People in society will have a strong reason to buy it if it has a unique selling proposition. Then, if competitors cannot match it, it will be more precise and efficient. Therefore, marketers can explicitly or implicitly draw attention to the specific distinction by drawing comparisons with competitors based on characteristics or benefits, whether they are performance-related or not.

### **Audience**

Kotler & Keller (2016) explains that there is a term market segmentation, which is the technique of segmenting a market into distinct groups in order to work effectively. Therefore, using these distinct groups, marketers may choose which consumers to target. There are four groups of market segments. The first one is geographic segmentation meaning the market is based on geographical units such as countries, states, regions, counties, or cities. The second group is demographic segmentation indicating the market is based on age, gender, income, occupation, race, education, religion. Then, the third group is psychographic segmentation that is based on psychological/personality qualities, lifestyle, or values. Finally, behavioral segmentation, which is based on their understanding of, attitude toward, use of, or response to a product

### **Social Media Platform**

Quesenberry (2019) states that social media is an excellent platform for sharing stories and satisfying human interaction. A marketer who is aware of this might utilize their brand to connect with consumers. Thus, it creates useful marketing, advertising, and public relations strategy. Eventually, social media's growth becomes a powerful new instrument for persuasion and communication **METHOD**

### **Description of the Respondents**

The writer utilizes two tools in the data collection process, which are a questionnaire form and interview. Therefore, there are respondents and interviewees. The questionnaire's criteria for

respondents are Singaraja people around 18-40, either they are familiar with the shop or not. The writer focuses on 18-40 people to learn more about their preferences and gain information for the shop as new target markets due to re-generation business ownership.

The writer also conducted two interviews with the shop's owner to get general information about the shop and five loyal customers around 41-65 years old to get a depth point of view of the shop. Loyal customers here mean Singaraja people who visit Panji Mas at least four to five times each week to purchase the paints. From this, the writer can get optimal data, which can help the process of making the tool.

### **Description of the Instruments & the Procedures**

As previously stated, the writer collected the data using interviews and a questionnaire form. First, the writer used Google Forms to develop a questionnaire form since it is easier to distribute and be used by many people, specifically younger individuals between the ages of 18 and 40, including individuals who are not close to the writer. The questionnaire form contains 16 questions, divided into four sections, in Bahasa. Through the questionnaire forms, the writer can find out the shop's main problem and the suitable solution.

Two interview sessions were also conducted to collect the data. Eventually, the writer could get specific data which is helpful for making the company profile video. The first interview was with the shop's owner to get general information about the shop, such as history, vision & mission, etc. Then, the second interview was with five loyal customers around 41-65 years old to get an in-depth point of view of the shop, such as USPs, as stated before. All interviews were conducted in Bahasa. In addition, the interviews were also processed in a semi-structured method since there were some follow-up questions after hearing the interviewees' answers.

## **CONCEPT OF THE CREATIVE WORK**

### **Description of the Solution**

The solution that the writer will use to increase *Panji Mas* shop's brand awareness is a two-minute company profile video. The company profile video will be presented with an interesting storyline and great visual footage by highlighting the shop's information, such as history, products, vision & mission, strengths, and others.

The opening scene of the company profile video starts with an iconic part of Singaraja city as a hook to make the audience curious and catch their attention. As a result, they will start guessing what kind of video it is. Next, it will be followed with footage of vehicles and a person doing his daily activities at home. These two footages are parts of the storyline that discuss vehicles and home are two essential parts for doing activities, so people have to take care of their beauty by choosing the best colors. Then, it will lead to *Panji Mas* shop's introduction as a part of the company profile video's body. Through the opening hook and storyline, they will make the audience consider that the company profile video is not a marketing strategy. Thus, the audience can enjoy the video until the end.

The company profile video's body is started with *Panji Mas* shop's signboard to make the audience know what shop it is, its field, its history, and its products explained through the voice-over. After that, the audience can see the shop's strengths or USPs. The first USP shown in the footage is a wide range of automotive and decorative products. Thus, the audience can know that they can choose the products based on their wants or needs. The second USP is mixing colors. Mixing colors means that the customers can experiment with making new colors, either for their vehicles or houses, based on their choices or what they need. In the company profile video, the process of mixing is shown on the footage so the audience can believe that they indeed have a chance to make new colors based on what they want. The last USP is the best

services. In this USP, the footage highlights the customers when they put their thumbs up to indicate their satisfaction with *Panji Mas* shop's services. From these USPs or strengths, the audience can see how the shop is different from others. In addition, they will become sure since they already see the advantages they will get if they purchase in *the Panji Mas* shop.

The writer also puts forth the shop's vision and mission so that people can understand the shop and its value. The missions of the shop are paying attention to the products' quality and following paints' developments. With the support of three USPs and the shop's missions, the shop can fulfill the shop's vision, which is to be Singaraja people's main choice for automotive and decorative paints. In addition, the writer also includes achievements as the last part of the company profile video's body. Achievements have an important role since it can make the audience believe how good the business is for Singaraja people. The writer is sure that the audience will believe that Panji Mas shop is a great automotive and decorative shop for Singaraja people based on footage provided in the video's body. As a result, they can purchase the best color options for houses and vehicles at the Panji Mas shop.

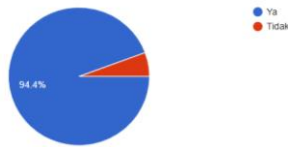
For the closing part, the writer makes an implicit call to action, urging Singaraja people to purchase paints from the Panji Mas shop. Through the voice-over, it says "*Terbukti, Toko Panji Mas selalu siap memberikan pilihan warna terbaik untuk keindahan rumah dan kendaraan Anda*" (obviously, Panji Mas Shop is always ready to provide the best color choices for the beauty of your houses and vehicles). Then, the writer includes another footage where the customers smile and put up their thumbs up to show their satisfaction with *Panji Mas* shop's services, products, and overall the shop performance. As a result, the audience will not feel doubt and even keep *Panji Mas* shop in their minds. Eventually, the shop's brand awareness increases and many people can start to become the shop's customers.

## Findings



Based on the questionnaire form, which the writer conducted, it is indeed true that the main problem of the shop is a lack of brand awareness. When the writer asked the respondents whether they know about *Panji Mas* shop or not, among 71 respondents, 56.3% of them answered they do not know about the shop, as shown in the chart above. Then, the rest of respondents answered that they know the shop. However, surprisingly, the rest of respondents, who considered themselves to know *Panji Mas* shop, chose the wrong answers when they were asked what products sold in the shop. Most of them thought that the main products of the shop were building materials, while in fact, the main products are automotive and decorative paints. These results clearly indicate that *Panji Mas* shop's main problem is a lack of brand awareness. Therefore, it needs to be solved right away in which the writer believes that a company profile video is a suitable solution since it can help Singaraja people know specifically *Panji Mas* shop and its products.

Membagikan video profil perusahaan yang berdurasi 2-3 menit sebagai iklan di sosial media dapat membantu Anda mengetahui suatu merek/bisnis.  
Apakah Anda setuju dengan pernyataan tersebut?  
71 responses



In addition, based on the result above, 94.4% of the respondents (67 people) also show agreement on using a company profile video as a tool that will be shared on social media as an advertisement to help *Panji Mas* shop increase brand awareness. All 67 respondents even emphasize why the company profile video is needed for a business.

Video profil perusahaan adalah salah satu strategi dalam bisnis yang memang harus diterapkan sehingga masyarakat bisa mengetahui suatu bisnis terutama dari segi pelayanan dan produk bisnis tersebut

First, as written in the picture above, one of the respondents explained that “a company profile video is a must as a part of the strategy since the video’s contents can show all information about the business and its products or services to make the audience know specifically.” Therefore, a company profile video is needed for *Panji Mas* shop. Thus, Singaraja people can recognize *Panji Mas* shop with its products or services more detailed.

Bentuk visual lebih memikat dan mudah diingat

Secondly, besides helping the audience know the business specifically, the respondent says that “visual content is more compelling and memorable.” Usually, visual content has great cinematography and short words. Since a company profile video is a part of visual content, it is more enjoyable and easy to remember. Therefore, the company profile video is a suitable strategy for getting Singaraja people to remember *Panji Mas* and its products.

karena media sosial sudah banyak digunakan dan intensitas orang menggunakan media sosial sangat besar. sehingga kemungkinan dapat ditonton sehingga mendapat informasi terkait suatu perusahaan

Next, one of the respondents also argues about the positive effects of sharing the company profile video on social media. The respondent explains that “social media has been used by many people, and the intensity of using it is high. Thus, there is a big chance for people to watch the company profile video containing the information of the *Panji Mas* shop.” Eventually, it can help the shop’s brand awareness increase.

Banyak keunggulan yang bisa diperlihatkan oleh toko bersangkutan terkait merk yang sedang dipromosikan. Selain itu, lebih merambah ke masyarakat yang mungkin awalnya tidak tau toko maupun produk tersebut, jadi mengenal dan tertarik untuk berkunjung/membeli.

Finally, since the company profile video shows the uniqueness or strengths of the business, the respondents think that it could catch the audience’s attention. Thus, Singaraja people who do not know the shop before can know and even get interested to purchase at the shop, making the shop’s profit boost as well in the future.

From the explanations above, it can be concluded that a company profile video is an effective solution to help *Panji Mas* shop increase brand awareness.

**CONCLUSION**

In conclusion, the writer believes that a company profile video is an effective solution to help *Panji Mas* shop increase its brand awareness. As mentioned above, *Panji Mas* shop still experiences a lack of brand awareness like Singaraja people do not know the shop and its products, although the shop has been in the industry for nearly 23 years. Therefore, by using a company profile video containing information about the shop specifically, Singaraja people can watch the video and know the business in more detail. Eventually, brand awareness can increase.

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