

REBRANDING STRATEGY CONDUCTED BY MPM BEAUTY ON BRAND ANIMATE TO DETERMINE BRAND IDENTITY

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Abstract

Along with the development of increasingly sophisticated technology and information. So the beauty industry is growing rapidly in remote corners of the world. Increasing public demand for the needs of beauty products. Make brand owners vying to show the potential they have for their selling products.

How brand owners can present something new according to the needs of the community, such as providing solutions to problems on their facial skin. This is intended so that they are not left behind by competitors so that they always upgrade both in terms of branding, and carry out a rebranding process to increase sales.

Like the Animate brand, which is currently undergoing a rebranding process to produce content, and quality products, assisted by its business partner, MPM Beauty, with the aim of maximizing Animate's brand identity.

What is the strategy carried out by MPM Beauty to support the popularity of the Animate brand which is considered to have good potential because it can sell its first product, Facial Essense Serum, offline and almost sold out in the market.

Previously, Animate had not used any social media for branding. Then MPM Beauty helped the rebranding process on Animate's Instagram social media through a more attractive visual design concept. To improve Animate's branding performance, MPM Beauty also helped to rebrand the logo design where previously Animate had a logo design with color collaborations that did not contain the meaning of the Animate brand itself, as well as the font type on the Animate logo which was still very messy because it used a different type of font. vary.

Keywords:

Brand, Rebranding, Brand Identity, Animate, MPM Beauty

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INTRODUCTION

Every woman must be very concerned about the appearance and beauty of her skin because it is considered part of her image. All women want that beauty to be attached to them, they want to be appreciated, praised, liked, and accepted by everyone through their beauty. Therefore, matters relating to the world of care and beauty, of course, are not foreign to all women, in fact these things are the main concern and priority that they will take care of. Since the first things related to the world of beauty has also become a trend for women around the world. They are very abreast of developments in the world of beauty which continue to inspire women to declare that they are beautiful and charming women. Because most women always see and make themselves beautiful and ideal, this makes the benchmark of a beauty for themselves. Based on the fact, many women experience problems with facial skin.

The problem that many women experience in general is that they often feel they are lacking, not beautiful, unattractive and related to other beauty things. Many women think that a beautiful face Therefore, women are always looking for products that are suitable for their facial skin, products that can be said to be suitable for them are products that can help all types of facial skin problems, or products that successfully cure facial skin problems they are experiencing. This has inspired many people to create skincare products that have good quality, because they see the very high needs of all women in the world, so over time, brand owners have started to appear who create skincare products with the aim of being able to provide offers. for women who want a beautiful, healthy and clean face. Many Indonesian women are inspired to create brands for their own products. A brand is an overall association that a person imagines when he hears the name of a product or company.

It can be said that the brand concerns the image or perception of people on a product. So discussing the brand is not only limited to symbols, logos or company names. Brand is also everything related to products, services, companies and other attributes, both tangible and intangible. The brand becomes a reputation, image and company image or in the form of a product that will make customers interested and see it. A good brand in the eyes of customers will make a product outperform its competitors.

The idea behind rebranding is to create a distinct identity for a brand from its competitors in the market. The rebranding carried out by the company is very connected to its customers, rebranding can be said to be good for increasing business but on the other hand it is also very risky, there is always the possibility that consumers do not like the rebranding process decided by the company. Usually, companies that carry out rebranding always have a strong reason to change the identity of the previous brand, and these things must have been carefully considered by the company.

Carrying out the rebranding process also cannot be said to be easy for the company, of course it needs more effort that must be done by the company, because the company must ensure that by rebranding it will get better results for the company, in carrying out the rebranding process of course there are things that must be borne by the company, especially for old consumers who know that there are changes made, this can mean good for old consumers, it can also mean not good or not good for consumers. Therefore, companies need to pay attention to in detail what risks and consequences that may occur

Usually the rebranding carried out by this company is related to its visual identity, it can be changes to logos, colors, symbols, taglines, or things related to physical products such as boxes, packaging, and others with the aim of making it even better than before.

Therefore, for beauty brand owners these things are very important in determining the steps to be taken before creating a brand. As an owner, you must ensure that the brand to be built has a good image and reputation and can run smoothly in order to avoid the rebranding process on the brand or product and brand identity. The products created by each beauty brand owner also vary, ranging from products that have been clinically tested, safe and have been verified by BPOM, to products that do not have permission from official institutions. BPOM is an acronym for the Food and Drug Supervisory Agency. In this case, every beauty skincare product is actually required to get permission from the BPOM

MPM Beauty is a company engaged in providing services for the manufacture of beauty products with a tolling system. The MPM Beauty company also produces a skincare product with the Animate brand. Animate is a beauty product that can be used by women. Animate produced by MPM Beauty is in the form of a yellow capsule serum that can help brighten the face, maintain skin moisture, and nourish facial skin.

MPM Beauty has produced a lot of yellow Animate Facial Essence and distributed it to several offline stores by the brand owner. This Animate Facial Essence has many loyal customers in using this product. But it's a shame because Animate, which is MPM Beauty's business partner, only distributes this product offline, this product is only available at offline cosmetic stores.

It turned out that over time, MPM Beauty realized that Animate's products had been sold out and had a great opportunity because many Indonesian women were compatible with these products, thus causing a lot of demand from women for Animate products. Even though online MPM Beauty has not helped the branding or marketing process on social media and other platforms.

Realizing these opportunities and opportunities, the CEO of MPM Beauty decided to carry out a rebranding process in terms of products, visualization of packaging designs, logos, colors and others. MPM Beauty's rebranding process for Facial Essence products from Animate has changed the visual identity of the old packaging design into a new one. In the old Animate packaging design, there is an Animate logo and writing with irregular and very messy fonts. The logo that reads "Animate" is gold. In addition, there is also a logo with the letter "E" written that has formed a perception in the minds of consumers that the content in the Facial Essence product contains vitamin E which is very good for facial skin.

In this case, the MPM Beauty company does not eliminate the identity of the letter "E" in the new design, because the company is very aware of the truth of good active ingredients, that the content of vitamin "E" is indeed very good for maintaining the health and moisture of facial skin. . In addition to changing the visual identity contained in the old Animate packaging, MPM Beauty also carried out a rebranding process for matters related to social media. In addition, MPM Beauty also aims to provide education and increase brand awareness about Animate products, due to the absence of a brand positioning that has been built on the Animate brand from the beginning of the Facial Essence product being produced until now, MPM Beauty seeks to build a strong brand positioning and stay positive so that the Animate brand stays alive and its spread wide in Indonesia.

An Instagram account created by MPM Beauty's business partner, Animate named "Animateofficial.id", the official Animate Instagram account has started uploading photos containing information, product photos, motivational words, entertainment, education, and others, which aims to be able to interact with his followers. The first post on the Animateofficial.id Instagram account started on September 13, 2021. Until now, posting photos on Animateofficial.id's Instagram feeds have reached more than 400, and they are still active today.

Seen from the content and posts uploaded on Instagram, MPM Beauty is very focused on the communication process of rebranding old Animate products into new Animate products. In terms of the shape of the Facial Essence nothing has changed at all, the shape remains the same. Facial Essence Animate which is packaged in capsule form and remains yellow in color.

However, MPM Beauty said on its social media that the content contained in it had been improved with better active ingredients, because Animate product users only knew that it





contained Vitamin E, but MPM Beauty claimed that there were other ingredients such as niacinamide, and rice. The extract that supports the Vitamin E content becomes more useful to be able to brighten the face, moisturize the face, and maintain facial health.

Discussing about the rebranding process carried out by MPM Beauty to help its business partner, namely Animate, the researcher is very interested in researching this phenomenon, because they see the strategies and ways of communication process pursued by MPM Beauty in rebranding an old Animate brand into a new Animate, by changing the color identity and writing of the Animate logo which was previously irregular, now it is more regular because it uses the same font, and improvised the formula and content contained in the Facial Essence content. Researchers are also interested in seeing the ways MPM Beauty carries out its communication process on social media, from the previous Animate did not have any social media account platforms, now MPM Beauty is building the Animate brand name in the digital world, namely on social media with the hope that the brand Animate has become a living brand and creates beauty products that can be used by the people of Indonesia. Therefore, the hope of the researchers is to be able to continue to follow the developments and changes in the rebranding communication process carried out by MPM Beauty to its business partner, the Animate brand.

LITERATURE REVIEW

Branding

Branding is a marketing strategy used so that a brand or product sticks in the memory of some of its customers. Branding as part of the image of a product or business can attract attention and place in the minds of target customers.

Branding has a special direction to introduce a company's brand to target customers. Branding is carried out so that a product can create a positive image and gain confidence from the target customer. Branding also aims to build a good brand image and perception in the eyes of consumers.

In general, branding aims to identify the products or services offered to potential buyers, so that each customer can also distinguish between product A and product B. Many similar products offered make customers confused in making choices. As a real example that is happening in this day and age, brand A sells beauty products, while brand B also offers beauty products with the same benefits, price, content, or maybe the same quality. So this makes potential customers confused in determining their choice of brand A or brand B. However, with branding being applied, it becomes a value that consumers can trust, and makes consumers more confident about a brand.

According to Sutisna (2006) in Amir Purba (126-127), marketing is an effort to convey messages to the public, especially consumers, suggestions regarding product differences in the market. Marketing communication activities are a series of activities to realize a product, service, idea, using the marketing mix, namely advertising (advertising), face-to-face sales (personal selling), sales promotion (sales promotion), public relations and publicity (public). relations and publicity) and direct marketing.

Reaffirmed by Richard J. Varey (2002), central marketing or marketing and consumer behavior focuses on the concept of exchange. The exchange in question is when we look for a product that suits our needs, then we will look for it and get it by exchanging our money for the product in question. Thus, money is generally defined as a medium of exchange that we use to obtain satisfaction.

For every brand owner when competition creates unlimited choices, companies or brand owners start looking for ways to get a strong and emotional relationship with their consumers, a strong brand will stand out in the market, this will certainly make people fall in love towards the brand they trust, because it is considered that the brand already has a strong and clear identity. So by doing branding, you can make a brand have a strong identity, therefore any perception that the company or brand owner wants to create can be formed in the minds of potential consumers.

Branding does not only create a good perception in the eyes of consumers, or be a differentiator with competitors. But branding can also be interpreted as a way to build good relationships with consumers. Branding has the power to influence potential consumers, branding is also used as a communication tool for brand owners and their consumers.

So with that brand owner must be able to build good and positive communication or relationships through the branding process that is conveyed. Doing branding is the same as establishing or making a brand a human figure who can interact and communicate with consumers. Thus consumers will establish a good relationship and relationship with the brand. How a brand can be widely known by the public actually depends on how the brand owner carries out a good relationship with his consumers so that a good relationship is created.

Rebranding

Rebranding is a change in the company's image of a certain group. This is a strategy to increase market value to provide a new name identity, symbol, or design change used by a brand itself. There are several statements of a company or business in doing rebranding. One of them is to make it easier for entrepreneurs to more easily connect with customers.

In general, the perception that the brand owner wants to create will not all run smoothly, what is conveyed by the brand owner may be different from what is received by the consumer. This cannot be avoided by brand owners because everyone has different characteristics of thinking, it can be positive or vice versa. Therefore, brand owners really need to be careful in carrying out the branding process, in order to avoid misperceptions that are not wanted by brand owners.

Often when a brand has gone global, the name, color, meaning, or other aspects may be associated with negative things or discrepancies in the country and the cultures adopted by its consumers. Therefore, rebranding is the most appropriate way to change the connotations that are not desired by brand owners in order to create a good perception and image for the brand name.

Over time, brand owners will find new ideas and creativity, this is influenced by the changing times that are increasing rapidly. Brand owners certainly don't want to miss the current trend. Changes will continue to exist, competitors will also continue to innovate by following market trends that occur in the world, therefore this causes other brand owners to rebrand because they want to get equality with their competitors who also follow market trends.

The needs and desires of consumers are very complex, they also follow market trends that change their needs and desires, therefore it is very important for brand owners to do rebranding so that they can always adapt their brands to changing times and provide what their potential customers need

For businessmen who are just starting a business, they usually tend to start first, they will prepare all kinds of initial plans and strategies that are needed. However, business people are also humans who are not perfect in every way. But because of their desire to start a business, they run it first until they see a discrepancy or error in doing business, then they will make changes in the middle of the road. This change is a rebranding process which will certainly provide convenience for businessmen to continue to run their business.

Rebranding in social media is certainly not an easy thing for brand owners and companies. Especially when the product that has been spread in the community has many loyal consumers. They tend to wonder why companies are rebranding existing products. This can have a good impact on the company and cause a negative impact for consumers, because not all consumers like change, therefore companies need to consider very clearly to rebrand products that have spread and have many consumers.

The rebranding carried out through social media aims to spread the information that the company wants to convey. Various changes that will be made by the company and things that want to be changed in the rebranding process, for example changing products, packaging, brand names,





logos, colors, meanings, and many more things that can be reasons for companies to do something. rebranding. The company uses social media in the hope that the information and changes made related to the rebranding process can be reached by many of its consumers. Many brand owners or companies take advantage of the role of social media as a communication tool and strategy in branding and rebranding. Therefore, social media has a huge impact in disseminating information to all its users. Various social media platforms that are often used by brand owners and companies are Instagram, Tiktok, Youtube, Twitter, and others.

Initially the logo identity was made by utilizing one component in the form of text only. Then experiencing differences and changes, including symbols that are made more innovative that bring many aspects including drawings, sketches, and others. Based on the information above, we can summarize if the understanding of a symbol is a writing, sketch, or image that has a certain meaning and can represent the identity of one form of substance, such as an agency, organization, company, region, country, or product.

Generally, a symbol contains a certain philosophy and a basic framework in the form of an idea that aims to make the character independent. In addition, each symbol form must have a certain uniqueness to compare the symbol

RESEARCH METHODS

The subject of the research conducted by the author is a service company making skincare and cosmetics with a tolling system, namely PT. Multi Achievement Mas otherwise known as MPM Beauty.

The author is very interested in conducting research on MPM Beauty because this company dares to take risks in carrying out the rebranding process for the Animate brand with the Covid-19 pandemic situation which continues to increase until now. So the author wants to know what strategies MPM Beauty has taken to increase the popularity of the Animate brand itself so that it can make this pandemic not an obstacle but as a big opportunity because with covid-19 people have more time to pay attention to their skin health and will interested in using beauty products. At this time MPM Beauty will introduce Animate products to the public so they can be more productive in caring for their skin health.

According to Hasan (2016: 225), primary data is a data source that directly provides data to data collectors. Primary data sources were obtained through interviews with research subjects and by direct observation or observation in the field. Branding serves to attract potential buyers, by means of how potential buyers are interested in what is offered.

This research is descriptive in nature which has written words or interviews from people and observable behavior so that it can provide a general and systematic overview of the rebranding process carried out by a skincare and cosmetic manufacturing service company located at Rukan Beach Boulevard No. 25, Golf Island, Concento Beach Boulevard, North Jakarta. According to Kuncoro (2009: 145), secondary data is data obtained from graphic documents (taels, notes, meeting minutes, SMS, etc.), photographs, films related to the data to be searched.

The author tries to get complete information about how the Animate brand was founded which then got a lot of positive responses in the community. Seeing the interactions that occur with one customer with another customer who is so enthusiastic in purchasing Animate products even though online sales are not made, the writer is interested in conducting research on the Animate brand. The author also tries to get real information from the source so that it can look natural and the data that the author can get is in accordance with the conditions in the field. There are several obstacles encountered when conducting research, namely the resource persons who have a solid time in managing the agenda at the company. Meanwhile, the author tries to always be able to get detailed information related to the existence of an Animate brand which is interesting to discuss in determining the rebranding scheme, both in terms of changing logo design, social media marketing strategy, or in terms of product changes in the form of Serum Facial

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Essence which is yellow into a serum variant. which is more decorative, innovative, and has properties that are not inferior to previous products. The use of this method is adjusted to the subject of the research, namely to describe the changes made by Animate in determining brand identity.

In qualitative research, data analysis is carried out before the researcher goes into the field, as long as the researcher conducts research in the field, until the reporting of research results. Data analysis starts from the time the researcher determines the focus of the study until the reporting of the research results. Data analysis begins when the researcher determines the focus of the research until the research report is completed. So the data analysis technique was carried out from planning the research until the research was completed.

In this study, the data analysis technique used by the researcher used the Miles and Huberman model. Data analysis in qualitative research is carried out during data collection, and after completion of data collection within a certain period. At the time of the interview, the researcher had analyzed the answers of the interviewees. Miles and Huberman (1984), activities in qualitative data analysis are carried out interactively and take place continuously until complete so that the data is fixed.

In data analysis, the researcher uses an interactive model, whose elements include data reduction, data display, and conclusion drawing or verification. Data analysis techniques in this study the authors use three data acquisition procedures.

RESULTS AND DISCUSSION

According to research conducted by the author on the Animate brand, which is MPM Beauty's business partner, here are some results from research and discussion that the author will describe regarding the rebranding process that MPM Beauty has carried out to help the Animate brand to become more attractive in order to improve performance. sale of Animate products

Then the author conducted research again on Animate's social media that it was true, Animate's Brand owner began to be active on social media to post Instagram feeds to introduce Animate to social media, especially Instagram users. Animate's first post was posted on (9/13/2021), this design does not yet have a regular design concept and still uses different design color contrasts. Animate's Instagram posts at that time still didn't have a clear design concept because some of these posts had the concept of changing colors that didn't characterize Animate's identity, making it look less attractive.

At that time, Instagram Animate did not have a color contrast design that did not reflect the identity of Animate. Then Animate started to make changes to the color identity that was neater with the concept of color and Animate branding design using pink. After the author analyzes that the strategy carried out by MPM Beauty is indeed interesting because it provides a characteristic for the Animate brand itself. Like famous local brands out there. An example is the Wardah brand which has blue branding. Animate prefers pink as the color of its branding identity. Because pink is a color that is synonymous with women, while Animate's target market is women.

The author then conducted another research on Animate's social media that it was true that Animate did a giveaway strategy to attract a large audience. The giveaway design concept uploaded by the brand owner has a color contrast that is identical to the Animate color, which is pink. Then the giveaway design also uses clear fonts and adequate sizes so that the audience will focus on the message they publish. The main audience focus in the design of Animate's Instagram feeds is on giveaway prizes in the form of hundreds of thousands of money, cellphones, and a series of Animate skincare products to introduce the best Animate products to the audience.

After the author conducted research on the packaging design of the first Animate product, the author found that there were some differences in the visual packaging design of the old and new Animate Facial Essence Serum products. Some of these changes include:

(1) There are different color collaborations, where initially the color in the initial gradation E on the Facial Essence Serum Animate packaging design used blue. Then the color changes to a gold

color, this becomes more attractive and luxurious. Even the type of font used has also changed, the design font in the initial E of the Facial Essence Serum product has become more assertive and elegant using the new font type, Montserrat.

(2) There is an additional text description in the Facial Essence Serum Animate logo design, namely instant whitening, which means brightening facial skin in a short time. Then the text design changes from 60 softgel capsules to 60 capsules @0.42 g.

(3) The concept of color design and different types of text in Facial Essence writing along with the use of a layout that was originally at the bottom of the product packaging design, is now under the initial text E. So that it becomes neater and describes that this product is a Facial product. Essence Animate. The visual color design was originally blue, after the rebranding it became black and the font type also changed so that it became more presentable and elegant.

CONCLUSIONS

After the author conducted research on the rebranding strategy carried out on the Animate brand to determine brand identity. The author found several strategies in the rebranding process, namely:

MPM Beauty helps Animate's rebranding process through its Instagram social media by applying a more attractive and neat design visualization. Previously, the design concept in Animate's Instagram feeds was still irregular, namely by applying colors that varied from yellow, gray, white and others.

The unordered Animate Instagram posts are posted from (13/9/2021) to (16/11/2021). Then the Animate Instagram post now has a color concept that matches the design visualization in the rebranding process, namely pink where the color is identical to women.

Animate's Instagram feeds posts are identical to the pink color in posts starting from (17/11/2021). Because these Animate products are dedicated especially to all women in Indonesia. Therefore, Animate changed its identity color to pink. In addition to giving colors to the design of Animate's Instagram feeds, the rebranding process carried out by MPM Beauty on Instagram social media is the provision of the Animate logo which previously did not exist, starting from the date (13/9/2021) to (7/10/2021) and which was previously on the left of the top of the Instagram feeds starting from the date (8/10/2021) to (16/11/2021) then is currently in the middle of the top of the Animate Instagram feeds.

The goal is to determine a more neat and orderly design concept. Animate instagram posts with the use of the Animate logo above the center of Animate's Instagram feeds were posted from the 17/11/2021 and posted continuously until now. Animate also uploaded an Instagram post in the form of a more extreme design, in the form of a giveaway on December 17, 2021, which received a positive response from the public with the application of a more attractive visual design concept, namely the addition of hundreds of thousands of money icons, Animate skincare packages and mobile phones. . Animate also provides additional text in the form of a total prize amount of millions of rupiah.

MPM Beauty helps with the rebranding process for changing the Animate logo which previously used gold and black colors with messy fonts, that is, using two types of fonts at once so that it looks untidy. Then MPM Beauty helped the rebranding process starting from giving the design color a more firm and regular color, namely black which is currently used in the packaging design of the new Facial Essence Animate product. then make changes to the Animate logo font type, which only uses one type of font, namely the Regular Belleza font which makes the Animate logo more neat, firm, and elegant. The old Animate logo was first posted on Animate's Instagram social media on the date (13/9/2021) which then Animate introduced its new logo through Instagram social media on the posting date (8/10/2021).

Changes made by MPM Beauty are also by adding the ® symbol behind the Animate brand logo. Giving the ® Symbol or Registered Trademark is a trademark that has the purpose of giving



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a short message to the audience that the Animate mark has been registered with the National Patent Office and may not be used by anyone illegally to use the brand name.

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