

PROPOSE BRAND STRATEGY TO ACHIEVE VIRALITY FOR ARCHITECTURE COMPANY

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OPENING PARAGRAPH

Sudutemu Architect (CV Adevia) is a service company provides design and build architecture services includes design consultancy in exterior and interior design. The design value of Sudutemu Architect is local aspects combined with contemporary design. The people's design perspective tend to leads to western design that does not fit in tropical country like Indonesia. This study is aimed to propose brand strategy to disrupt people's design perspective. The study method used in this analysis was qualitative data analysis. First, define the main factor of tipping points theory which become the bases theory of this analysis. The internal and external analysis of Sudutemu Architect needed to support it. The internal analysis includes Core Competencies and STP analysis. External analysis includes Six Degrees of Separation and Affective Communication Test. Internal and external analysis generates several data to accumulate into new strategy. Benchmarking Analysis used an in-depth interview about their architect studio related to the branding activity. The solution from previous analysis leads to branding activation includes messages development with treasure hunt technique, visual blending, eye movement method, and repetition technique, messages deployment and publicity in social media and architecture online platform. The branding activation solution in this research is using the three main strategy in tipping point theory. First is the law of the few that generates people division to help message deployment. The stickiness factor that generates messages content and easy accessible social media (Instagram, whatsapp app, line app). The last is the power of context generates final touch of messages content to architecture online platform (archdaily and dezeen).

COMPANY BACKGROUND

The Sudutemu Architect works under CV Adevia and it is a new brand that has the function of completing the performance of CV Adevia. Sudutemu Architect is an architectural studio consists of two architects who have design perspective towards local architecture that is applied to contemporary design. Sudutemu's name comes from the word of crossing an architect's perspective with the client's needs to create a design that harmonizes with the previous locality design. Sudutemu Architect has a design basis that is to raise the value of each region while still adhering to a contemporary design combined with the local building materials.

Sudutemu Architect's target market are two of three major consuming population, they are the Baby Boomers (forty-six to sixty-four years old) and the Gen Xers (twenty-nine to forty-five years old). It is targeting the baby boomers section because they bring tremendous influence and merit marketers. Boomers will try to keep their influence wherever they can, want brands to understand that they will continue to influence future generations and should not be ignored. The Gen Xers is a generation that has a sharp and discriminating taste that freely adapts.

Vision and Mission

Sudutemu Architect has vision to become an architect studio that can support CV Adevia to make suitable design for middle class people in Indonesia with highlighting local characteristics in contemporary design. In order to achieve that vision, Sudutemu Architect has five missions; improvement of local material in contemporary design, always find suitable prices for every clients, improve local analysis strategies for sites, discuss and listen to client needs, and maintain good relationship with clients. These mission expected to achieve by research and development steps and several stage to keep the clients relation to build trust and make a repeat order.

Organization Structure

Sudutemu Architect is part of the CV Adevia organizational structure. In CV Adevia there are three main positions. The founder as a director and decision maker, chief architect responsible of two other heads of construction, and chief finance responsible in all of finance matters related to construction and legality. Sudutemu Architect is under surveillance of chief architect. Sudutemu Architect contains two architects that have a different focuses. One architect handles building design and the other handles interior design.

Business Scope

The Sudutemu Architect who worked under CV Adevia worked on several projects in design consultancy either interior and exterior projects like residential design, kitchen interior design, walk in closet interior design and some other interior design work, while the construction work was handled by CV Adevia. The offered services is range from design services to construction work. This brand activity intends for Indonesian citizens to be interested in looking at local designs. Local values in design are expected to work optimally in enhancing brand activity. The design for regular house is take about one month to three month to be completed. The duration depends on client satisfaction of the outcome project. Interior and regular projects works in different way.

SPECIFIC AREA OF INTEREST

Construction and design business faced several problems in their business processes. CV Adevia has a list of the previous clients' complaints about their house. Their complaints has a similarity in terms of the impact to their comfort feel in their house. The problems arises from their uncomfortable of a few spot in their house. The table below is some of the complaints from the clients of CV Adevia.

Table 1 Clients' Complaints

No	Complaint
1	There are some overheated space in the house
2	Open space in the house could not effectively used in certain times
3	Corrosion occurs fast
4	Glass material did not give the desired effect
5	There is no natural air circulation

Source: CV Adevia Document

Table above represents the most complaints occur during the post-build construction. Five complaints above can easily analyze in architecture basic rules of micro analysis, but the clients could not be explained about this and they also not really interest about this. They just want their house represents their design preferences and also give them the comfortable feel when they live in it. CV Adevia make a Sudutemu Architect underneath their command beside to complete existing service, it also needed to fix the problems above. The complaints can be overcome with consider the local aspects of Indonesia. The design preference need to be combined with the local aspect to avoid the malfunction of the desired design.

There are several reasons why Sudutemu Architect design based on combination of contemporary design and local aspect with reasonable price. The design preference is a main concern of this business. As explain in previous section that Indonesian people tends to choose western designs for their properties. This happened due to globalization. Actually, a person's view and response to a design are very subjective due to the differences of views and perceptions. In other words, many people who glorify purely western design cause other people to be affected as well. The entrance of western design in Indonesia has been misused. Western design should be used as an inspiration for the modern style, not to be duplicated without thinking about the conditions in Indonesia itself. The physical quality provided by the visual system in a place can create a strong image of the place. Image of a place is related to three components; identity, structure, and meaning. These three things are usually the basis of the community to determine their tastes that will be implemented towards the desired residence. Modern style inspiration that always follows the era, also called as contemporary design, need to be combined with the above three components according to the needs and local culture of Indonesia.

The brand activation approach of Sudutemu Architect in how to change people's mind about good contemporary local design is the goal of this research. The way to deliver this contain to the people is the problem, take the advantage of people's habits in imitating other people's tastes can be useful. Even after going through the problems as mentioned in table above, people still hold their design preference and the problems will occur again and this situation will happen repeatedly. In order to overcome this matters, Sudutemu Architect will introduce the combined design of contemporary design with local aspect and will deliver it by brand strategy which deploy some content to distract common people's design preference.

SPECIFIC PROBLEM

The objective of this research is to launch the most appropriate brand strategy for Sudutemu Architect. Sudutemu Architect wants to do a self-brand activation by spreading out its uniqueness to as many people. The uniqueness that is formed as messages is expected to be delivered to the right target market. In order to achieve this state, there is a theory that can support, which is tipping point theory. It means how some messages can spread out widely and become a trend in certain era or

population. In order to achieve tipping point state, there are three elements that needs to be considered; the law of the few, the stickiness factor, and the power of context. The law of the few means there are some distinctive people who have a vision of those interests, then through social contacts combined with enthusiasm and also with their enthusiasm connecting other people in the world (Gladwell, 2000). The tools considered appropriate are six degrees of separation experiment and affective communication test. The stickiness factor pointing out that the message that wants to be delivered needs to have sticky content using repeated words, capital letters, and striking colour. The last element is the power of context means the content of the message need to be fit with the people needs using competencies, STP analysis and benchmark analysis.

Core Competencies

Table 2. Core Competencies of Sudutemu Architect

Theory	Core Competencies of Sudutemu Architect
Provides potential access to a wide variety of markets	Services offered are affordable to target market in middle to high social class which these segments that usually require the architect service.
Should make a significant contribution to the perceived customer benefits of the end product	Sustainable design and personalized design are significant benefits that Sudutemu Architect offer to clients. Design applied are required based on potential target market needs.
Difficult to imitate by competitors	Personalized design that combined with Sudutemu Architect basic personal touch.

Source: Author

Core competencies are the collective learning in the organization, especially how to coordinate diverse production skills and integrate multiple streams of the company. (Prahalad, C. K., 1990). Defining the core competencies led to the brand orientation state. Brand orientation is a force that could lead to a greater performance from a given marketing strategy (Ho Yin Wong, 2007). Prospective clients in architect business services frequently come from middle to high social class. These segments have their own range of budget. Sudutemu Architect always tries to match the design with the budget. Sudutemu Architect offers the design based on clients' social class but still preserves the Sudutemu Design trademark style. The second core competencies of Sudutemu Architect is providing sustainable and personalized design. Personalized design will create direct benefit for clients. The clients also need their house to be sustained. Personalized and sustainable designs are achieved by combining a few basic rules. The updated design trend, which is called contemporary design, adjusted to local aspect requirements would make an appropriate design. The local aspects, including everything related to projects, are design details that build the value. This represents the third core competencies of Sudutemu Architect.

Segmentation, Targeting, and Positioning

Table 3. STP of Sudutemu Architect

Geography	Segmentation	Targeting
Region	Jakarta, Bogor, Depok, Tangerang, Bekasi, Bandung, Palembang	Bandung
Demographics		
Gender	Female, Male	Female, Male
Income per Month	< Rp.1.000.000 Rp.6.000.000 – Rp.15.000.000 Rp.1.000.000 – Rp.3.000.000 Rp.15.000.000 – Rp.30.000.000 Rp.3.000.000 – Rp.6.000.000 Over Rp.30.000.000	Rp.15.000.000 – Rp.30.000.000
Occupation	Businessman, White Collar, Entrepreneur, Newlywed, House Wife, Student, Employee	Businessman, White Collar, Entrepreneur
Age	< 17, 17-25, 26-35, 36-45, 46-55, 56 and over	35-45, 46-55, 56 and over
Psychographic		
Personality Taste	Prefer locality aspects value, Art design enthusiast, Follow along the others taste	Prefer locality aspects value, Art design enthusiast
Social Class	Lower Class, Lower to Middle Class, Middle Class, Middle to Upper Class, Upper Class	Middle Class, Middle to Upper Class, Upper Class
Behavioral		
Attitude Toward Services Offered	Cooperative, Enthusiast	Cooperative, Enthusiast

Source: Author

Market segmentation is the process of dividing a market into smaller segments of buyers with distinct needs, characteristics, or behaviors that might require separate marketing strategies or mixes (Kotler & Armstrong, 2014). Segmentation of Sudutemu Architect is in Jakarta, Bogor, Depok, Tangerang, Bekasi, Bandung and Palembang region, due to the scope of Sudutemu Architect's coverage area. The gender are female and male. Income per month of the people in this region is in range one million until over than thirty millions. Their occupation and design taste varies. Market targeting is evaluating the market segment's attractiveness and selecting one or more segment to enter (Kotler & Armstrong, 2014). Sudutemu Architect segments the market by specializing and targeting certain segment of the market, known as concentrated segment. Sudutemu Architect chooses the target market as mentioned in table above. Sudutemu Architect current positioning is architecture service that provides design consultancy, building construction, and interior services. Services offered new value that combine contemporary design with local aspects that will give new excitement to customer.

Six Degree of Separation and Affective Communication Test

Table 4. Results of SDS and ACT

Connector	Mavens					Sales-man			
Yulia	Evi	Santi	Jamilah	Anisa	Ine	Rosalia	Felinne	Yulia	Erni
Herjanti	Yeyen	Vika	Anie	Nur	Farida	Yulia	Ye cien	Feli	Lily
	Anna	Lina	Ririn	Nindy		Tetty	Herjanti	Dewi	Yosi
	Tina	Masyitoh	Ay	Vela		Chika	Viona	Ice	

Source: Author

The result is compatible with the theory that people who can affect the others are just a few. This results is from 13 questions generates by Howard F, 1997 in tipping points book. These people can affect others in the right way to change their minds about something. The roles of who act as connector, mavens, and sales-man can be seen in table above. They should be able to persuade others to change their mind. The content of messages will later be explained in the next chapter.

ALTERNATIVES

Table 5. Message Content

Message	Properties	
M1	Video with duration 12.3 seconds	Shows the common p
M2	Video with duration 15.9 seconds	Shows the Indonesia overcome i
M3	Photo	Example o
M4	Photo	Example c tropical co
M5	Photo	Sudutemu

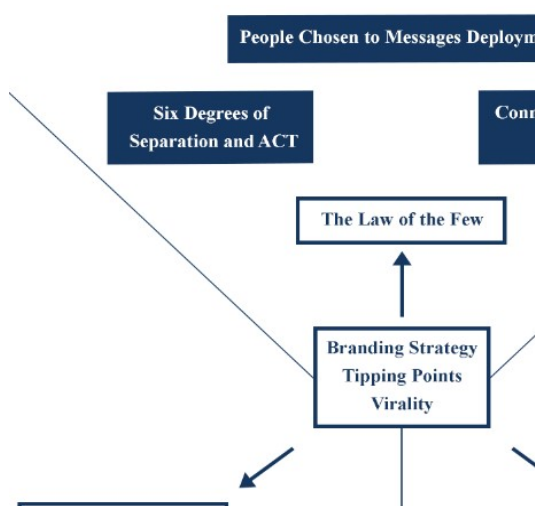


Figure 1. Brand Strategy

There are three factors that will help Sudutemu Architect achieve the virality of their brand activity strategy. Viral stage expected to achieve by deploy several message contains the design value of Sudutemu Architect that wants to offer the prospective clients. The law of the few factor starts by grouping the six prospective channel, include people, social networks, and association. The outcome of that is the step to generate three groups divisions that has different job to deploy the messages. The second step is the stickiness factor. In messages development, the idea of messages content needs to consider several things such as colour, background music, and words selection. The stickiness factor is not just should be implied in the messages content but also in the communication media of people to make people keep curious about the messages. The media used is WhatsApp and Line application and led to Sudutemu Architect's profile in Instagram application that contains several projects and other things to lure people to be more interest with Sudutemu Architect. The stickiness factor of the messages will remain indoctrinated in people's minds in parallel with the intensity of their visit to Sudutemu Architect Instagram feeds.

The power of context also one of the strategy factor to achieve the virality. Messages context should develop consider many things besides the stickiness factor. The value of Sudutemu Architect become the main issue that is combined with benchmarking consideration from other architects. Developed messages in a future should be attached to several up line media and to lift up the context of the messages. People will be more appreciate the messages if the messages accepted in this several up line media such as architect website and magazine, in this propose brand activation strategy the Sudutemu Architect will try to get into archdaily and dezeen architect website and magazine. All of the strategy above is linked each other and Sudutemu Architect needs to observe all of this strategy to achieve the virality stage based on tipping point theory.

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