

The Advertising Campaign Adaptation of Axe Product Indonesia Version

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ABSTRACT:- Advertising is a tool that plays an important role in the competition to spread brand image to the public mind. Axe product advertising is a global advertising campaign activity. Like the presence of Axe ad serving forms that seems to attract attention, to entertain, and to grow a sense of curiosity of people in Indonesia through several media. The presentation of forms of advertising through these media can not be separated by utilizing the object of a winged angel female model. The advertising campaign by utilizing the winged angel female model becomes interesting to be appointed as a research on the grounds that there is an indication of an adaptation of the advertising campaign.

This study aims to explain and to describe the structure of the adaptation source of an advertisement. To achieve these objectives a scientific process step is carried out through the phenomenon of an existing ad. In this case the research is focused on the Indonesia version of Axe ads. Qualitative data collection was obtained by observation and analysis of documents from recorded deep symptoms. The study uses interpretation analysis with the theory of advertising adaptation approach from Agung E. Budiwaspada. In writing it is described in accordance with the process flow of thought.

The results showed that the Indonesia version of Axe product advertising campaigns had passed through the adaptation of creative execution ads from the global version. In the process of advertising campaigns found advertising stages. Stages of advertising are divided into four stages, namely Drive Curiosity stage ads, Create Awareness & Excitement stages, Drive Engagement & Trial stage ads, and Amplification stage ads.

Keywords:- global advertisement, Indonesian advertisement, ad adaptation

I. INTRODUCTION

The Axe product advertising campaign is a global advertising campaign activity. The Axe product advertising campaign in Indonesia is an advertisement that is also being campaigned abroad. Presentation of forms of advertising through several media. Presentation forms such as through YouTube CCTV video media ads, 90-second Youtube video media ads, Unconventional Media (Brand Activation) ads, and 15-second TVC media advertisements.

Presentation of forms of advertising through some of these media can not be separated by utilizing the object of a winged angel female model figure. The advertising campaign by utilizing the figure of a winged angel woman model that appears in the advertising media is interesting to be appointed as a research on the grounds that there are indications of an adaptation of the advertising campaign. In accordance with what has been described in the background of the problem, the issue of the advertising campaign strategy raised is, how is the Indonesian version of Axe's product advertising campaign adaptation?

II. THEORETICAL FRAMEWORK

1. Advertising

A message that wants to be conveyed needs a tool to communicate that is called advertising. Advertising is a persuasive communication using non-personal mass media that can also be interactive to get a broad target audience to connect with advertisers (Wells, et al., 2007). Some advertising communication functions include informing, persuading, reminding, adding value, and assisting from advertiser's efforts (Shimp, 2000). That is, advertising is an activity to deliver messages to the target audience. So that messages that can be communicated according to their functions to the target audience appropriately, then an appropriate ad execution message is also needed in the media.

2. Global Advertising

Global advertising is the spearhead of global trade for local products or brands. There is an absolute requirement that must be owned by an advertisement to be a global predicate, which is universal in its appeal. Without this, it will not succeed in penetrating cultures between nations as global advertising. Not only demands for attraction, but also conflicts can occur, especially in terms of cultural transformation, and this will be an important issue in discussing the ideological value of global advertising.

The understanding of global advertising is understood to be the same as the understanding of advertising in general, that is, as part of the promotional mix and the promotional mix is a slice of the marketing mix. To make it easier to expand advertising globally, several local advertising agencies also try to expand their work area. The American advertising agency that first tried to expand its work territory abroad was J. Walter Thompson, who opened a branch in London in 1899. According to historical records of advertising from various sources, American advertising agencies have traditionally almost always been "leaders" of multinational advertising agencies. Currently 5 of the 10 largest advertising agencies in the world are advertising agencies from America (Budiwaspada, 2006)

3. Adaptation of an Advertising Campaign

When advertisers try to be present globally sometimes, they have received certain adaptations when present in several countries. The adaptation is "gradual", from merely translated its verbal language into voiceover and adding text, to adjusting the creative concept. Voiceover adaptations are applied to ads that only do executing to replace the sound element without replacing the other constituent elements. Adaptation of text replacement is applied to an ad that only executes to replace the text element without replacing the other constituent elements. While the creative adaptation is applied to the ad that executes to replace the concept of ad serving by replacing some of the elements that make up the ad or replacing all of the other forming elements.

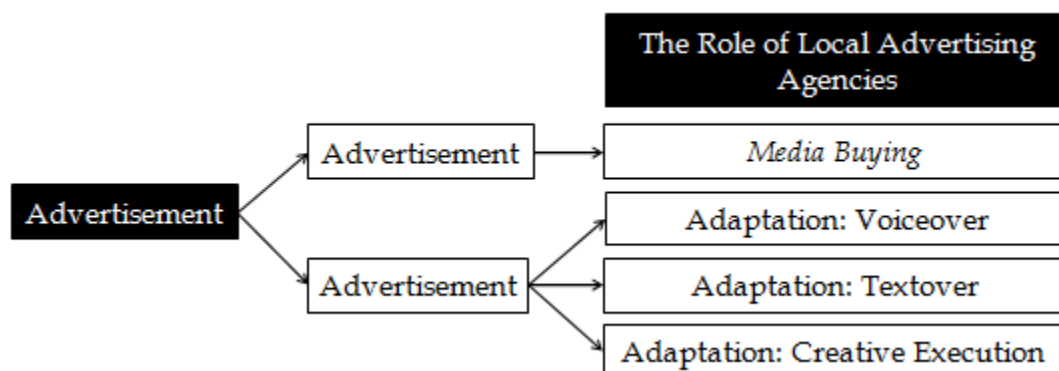


Fig 1. Scheme type of global advertising the role of local advertising agencies in the adaptation process (Budiwaspada, 1999)

III. METHODS

Qualitative research is a multidisciplinary field of inquiry that is intertwined with cultural studies and is interpretive (Denzin & Lincoln, 2009). The study uses qualitative data with the study of the theory of ad adaptation approach as a subject to read the display of advertisements. The research contains the main aspects, namely the interpretation of advertising adaptation that relies on researchers as the main instrument. The study intends to analyze the adaptation of Axe ads that aired in 2012 in Indonesia. Research targets and locations are Axe producers, PT. Unilever Indonesia, Tbk Jakarta, and Axe ad creator, Jakarta Lowe Indonesia advertising agency.

Literature sources used, in addition to qualitative research methodologies, are libraries that discuss adaptation, advertising and global advertising. The documents in this study are written data about the characteristics of the products of Unilever Axe. The main point is the draft of the creative brief and the process of creative strategies to videos in the visualization of Axe ads by advertising agencies. The interviews were conducted in the form of in-depth interviews. The questions raised are open-ended, and lead to the depth of information, and are done in an informal but structured way (Denzin & Lincoln, 2009). This in-depth interview was conducted to Axe advertisers PT. Unilever Tbk., And the creative agency (creator) Axe advertising agency. The discussion to answer the formulation of the research problem using interpretation analysis with the ad adaptation theory approach from Agung E. Budiwaspada.

IV. DISCUSSION

The global Axe product advertising campaign shows a visualization of the characteristics of winged angel women. Visualization of winged angel women figure comes complete with its attributes. The visuals that are displayed such as the cast actress, clothes, and gestures are the drawers of his attention. The presentation featured the figure of a young woman, beautiful, and teasing gestures. The visual presentation of the attributes of a woman called "angel" uses a clothing in the form of a sleeveless white cloth, dressed with a very low cleavage model, a mini skirt over the thighs above the knee, wearing large wings like a bird, and the "halo" effect on the top of the head.

The media used are part of a strategy to give advertising message communication. Digital media represented by TVC 60 seconds. Illustration of the advertisement displayed tells a story in a city where several objects fall from the sky. These objects are five winged angel women who slowly stand up and move towards a goal. With teasing gestures while throwing the "halo" effects on their heads they approach a man. A man who was about to ride the motorbike turned out to be the goal of five winged angel women for using Axe products.

Print media is represented by poster media. The illustration shown presents a single winged woman alone holding the "halo" effects as if hiding it. With a smiling face expression with eyes glancing and teasing gesture facing sideways as if to give a sign that he is in love with the target audience who saw the poster. The illustration gives the connotation that the target audiences who are entertained to see the poster are those who use Axe products. The weakness of this media is that it is easy for the target audience to pass through a medium that is considered a visual clutter because of the lack of allure in advertising (Duncan, 2008).



Fig 2. Pieces of a global Axe product advertising campaign on TVC 60 seconds
(Photo: master vidio / edit scene: Ismandoyo, 2019)



Fig 3. Campaign for Axe global product advertising in print media
(Photo: *master image / edit scene: Ismandoyo, 2019*)

In the community formed a lifestyle that can not be separated from the cultural elements. Culture is the intellectual and spiritual development of a group of people towards their artistic activities, so that each cultural group has its own lifestyle (Williams, 1983). The Indonesian version of the Axe product advertising campaign displays a visualization of the characteristics of winged angel women who try to appear in accordance with their culture. The visualization of the winged angel women figure appeared to be complete with white dress attributes accompanied by large wings.

The visualization of the Indonesian version of the Axe ad campaign cannot be separated from the cast and accessories used for advertising. The visuals that are displayed such as the cast of Indonesian artists, clothing, and gestures are the drawers of his attention. Visual presentation of the object of an angel women figure displays the figure of a young woman, beautiful, and teasing gestures. In the visual presentation of the attributes using clothes in the form of a white cloth sleeveless, newfangled clothing very low cleavage, mini skirt over the thighs above the knee, wearing large wings like a bird, and without any "halo" effects on the top of the head.

The Indonesian version of Axe product advertising campaigns in general uses digital media. The wide variety of digital media used is part of the strategy to give advertising message communication. Digital media is represented by Youtube CCTV as the Curiosity Drive stage advertisement. Media ads that are displayed are digital media advertisements. The presentation of digital media advertisements comes in the form of visual appearance similar to CCTV display. The visual appearance of the documentation atmosphere in a corner of the mall revealed a flash of light falling onto the floor and returning to the top to steal attention. Some visitors seemed to be running close to the scene.



**Fig 4. Drive Curiosity advertisement stage cut on YouTube CCTV video media
(Photo: www.youtube.com / edit scene: Ismandoyo, 2016)**

Youtube 90-second media as an advertisement for the stage of Create Awareness & Excitement. Media ads that are displayed are digital media advertisements. The presentation of digital media advertisements comes in the form of a story illustrated by a man using Axe products who wants to go to sleep. Four winged angel woman figures then fell from the roof to tease the man. The story has a setting in a room at night adding a look with a sensual impression.



**Fig 5. Cut advertisement stage of Create Awareness & Excitement on YouTube video 90 seconds
(Photo: www.youtube.com / edit scene: Ismandoyo, 2016)**

Unconventional media as Engagement & Trial stage advertisements. The media consists of two major groups, namely conventional and unconventional media. Conventional media are media that have been agreed upon by the community as personal media (face-to-face, sales promotion, and telephone) and impersonal (print, broadcast, and electronic or digital). Unconventional media are media that are not commonly used as buildings that are used as advertising media (Arthur 2009).

Media advertisements that are displayed are new media advertisements outside the room. The presentation of new media advertisements comes in the form of virtual visual objects that can interact with real visual objects. The Presentation of advertisements provides the interaction of winged angel model women figures as virtual visual objects with the target audience as real visual objects. The interaction of the winged angel model women figures target audience became very interesting to other visitors in the mall. Visual display

experience innovation. Visual innovation is seen in Process Needs, where medium billboard ads are redesigned from passive visuals to active visuals so they are not considered visual clutter (Ismandoyo, 2016).



Fig 6. Cut advertisement on the Engagement & Trial stage in Unconventional media
(Photo: <https://www.youtube.com/watch?v=rd1dZzSVhGo>
/ edit scene: Ismandoyo, 2016)

TVC Media 15 seconds as an Ad Amplification stage. The advertising media that are displayed are conventional media advertisements. The presentation of conventional media advertisements comes in the form of illustrated stories that give product promotion information. The story that has a setting in a city shows the excitement with the fall of the winged angel model women figures from the sky accompanied by the delivery of information on product promotions offered.



Fig 7. Amplification advertisement cut on TVC media for 15 seconds
(Photo: www.youtube.com / edit scene: Ismandoyo, 2016)

Digital media in the Indonesian version of Axe product advertising campaigns should be enjoyed as a communication unit of the advertising message. These digital media have their own different ways of displaying advertising illustrations that aim to become an integrated advertising campaign. This becomes interesting when understanding an advertising campaign as an advertising stage. Youtube CCTV media as Drive Curiosity stage advertisements, 90 seconds Youtube media as Create Awareness & Excitement stage advertisements, Unconventional media as Engagement & Trial stage advertisements, TVC 15 seconds media as Amplification stage advertisements.

Adaptation is a way of how one advertising campaign is adjusted to another advertising campaign. In this case, the advertising campaign in Indonesia is adapting its global version of the advertising campaign. The Indonesian version of the Axe product advertising campaign displays characters, setting, and even Indonesian characters.

Seeing the appearance of the characters and setting, the ads indirectly become similar to the global ad version. Culture that created such as attributes, clothing, and myths have indeed been adapted. The appearance of a similar pattern can be seen from the discussion of the display. The appearance of a similar pattern is due to almost all elements of the appearance referring to a brief. More and more similar or even the same elements can

be categorized as creative adaptations. The presence of the development of ideas from the original element makes the display ad not be too different. Adaptation occurs in situations where developing or modifying a little is still in accordance with the brief. The more dominant creative process that works according to the brief makes the results show that creative adaptation has taken place. The mention of creative ad adaptation also appears in the efforts of creators in the process of developing and modifying the Indonesian version. Based on the above description, it can be said that the Indonesian version of the advertising campaign has undergone creative adaptation toward the global version.

The discovery of the concept of the advertising stage is new knowledge. New knowledge is the development of research that can be done as new knowledge or what is called innovation (Drucker, 2002). The findings from the concept of the advertising stage are, Drive Curiosity, Create Awareness and Excitement, Drive Engagement and Trial, and Amplification.

1. Curiosity Drive Advertisements Stage

The Curiosity Drive ad phase must be able to become the center of high attention of the target audience presented so as to generate interest in the next advertising communication. There was a high focus of attention on the advertisement because the advertisement presentation was made similar to CCTV record. Display ads come in black and white. The center of attention in addition to through a visual display similar to CCTV is also located in a mysterious recording that captures the figure of a flash of light in a mall.

2. Create Awareness and Excitement Advertisements Stage

The focus of attention is then made to attract interest with the appeal of the target audience. Utilizing the high attractiveness can be seen from the presence of four-winged angel women figures. Four-winged angel woman figures arrive one by one with a gesture that teases the man.

After finding the attraction of advertising interest, a deeper search for information occurs. Searching for information on the internet such as details of a winged angel women figure, the cast of the figure's artist, to what the figure has to do with the advertising message that is to be conveyed.

3. Drive Engagement and Trial Advertisements Stage

Additional information from the internet has been obtained, so then the target audience acts from the offers given by the product. Getting to know Axe products through advertisements or news related to the figure of a winged angel women figures makes a direct purchase effort. The next follow up is the effort to make a product purchase.

4. Amplification Advertisements Stage

The attraction of winged angel women figures as virtual objects turned out to be advertising objects related to Axe products and made an effort to encourage sharing of shared experiences through sharing. The target audience feels entertained by the way the phenomenon of the presence of winged angel women to introduce Axe products.

V. CONCLUSION

The Indonesian version of Axe's product advertising campaign has been stripped based on the issues raised related to its strategy. The Indonesian version of the Axe product advertising campaign strategy is an approach related to advertising management activities within a certain period of time from Youtube CCTV video advertising, 90 second Youtube video advertising, Unconventional Media (Brand Activation) advertising, and 15 second TVC media advertising. After analysis, it can be summarized into two main points.

First, the Indonesian version of Axe's product advertising campaign has passed the ad adaptation of its global version. Ads that have received certain adaptations can experience cultural adjustments for the Indonesian version. The mention of advertising adaptation appears in the efforts of the creators in the process of developing and modifying the Indonesian version. Based on the above explanation, it can be said that the Indonesian version of the advertising campaign has been creatively adapted to the global version.

Second, the Indonesian version of Axe's product advertising campaign process has advertising stages divided into four stages, namely Drive Curiosity stage ads, Create Awareness & Excitement stages, Drive Engagement & Trial stage ads, and Amplification stage ads. Each stage of advertising has passed the step of making a point of attention so that the target audience knows a product or brand.

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