

Kapferer's Brand Identity Prism Analysis on Brand Stord to Increase Brand Awareness

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ABSTRACT

This research aims to find out the extent of STORD brand identity development using Kapferer's brand identity prism method. The data used in this article is interview data and direct observation through Instagram. The result of this research are each dimension has a different implementation. the physical dimension is depicted in the logo and brand colour pallete, the personality is represented in the style of speech used in Instagram, the relationship is drawn in the CSR program, the culture is depicted in the vision and mission and brand values, the self-image is in the values that STORD always carries, the last reflection is developed through Instagram content. STORD needs to strengthen several dimensions through social media campaigns and content creation.

INTRODUCTION

As digital technology develops, the flow of information becomes much faster, in this case affecting the lifestyle of people who are required to be fast-paced, effective and concise. Digitalisation, one of the many solutions taken to change everything to be effective even in the process of doing business. The Covid -19 pandemic was also one of the driving factors for changes in aspects of people's lives at that time, everything seemed to be required to be digitalised to suppress and prevent the spread of the Covid- 19 virus In this case, the business world is also experiencing digitalisation, one form of which is E-commerce.

E-commerce (electronic commerce) is the most popular digital business model in Indonesia, based on data from ECBD in 2024, Indonesia is the country with the highest e- commerce growth prediction of 30.5%, almost three times the global average of around 10.4%. The increasing number of digital business actors means that the tighter the competition in the digital business industry, in order to survive in intense competition, digital business actors need optimal strategies. One of the strategies in facing fierce competition is brand awareness strategy. (Zuhdi, 2024).

Brand Awareness is an asset of a brand that every company must have (Satria, 2021) Consumers can choose various products from brands in the market, but how do consumers ultimately buy these products? Usually consumers will choose products from brands that feel familiar in their minds to become familiar in the eyes of consumers, companies need a strong brand identity because consumers are attracted to a brand because of the identity of the brand (Mao et al. 2020). Click or tap here to enter text.

To make it easier to build a strong brand identity, companies can use the Brand Identity Prism model proposed by Jean Noel Kapferer. In his concept, Kapferer uses 6 aspects of branding together to define the brand identity of the company.(Kapferer 2004)

Stord is a deodorant brand from Surabaya, Indonesia that operates fully online, even though Stord is the top 11 best-selling deodorant brand on Shopee (data taken as of June).Stord requires brand identity analysis to find out the strengths and weaknesses of the brand. This study aims to analyse STORD's brand identity using Kapferer's Brand Identity Prism model to increase brand awareness so that the deodorant product can be widely recognised.

THEORETICAL REVIEW

a. Brand Awareness

Brand Awareness is an important brand component that can even play an important role in underlining the success of a brand.(Aaker, 1992)In general, consumers will choose a brand because there is a sense of familiarity, trustworthiness and familiarity, the research study mentioned in David A. Aaker's 1992 journal article states that 70% of consumers choose the peanut butter brand they know over three other brands even though one of them is a superior brand. Brand Awareness is the strength of the company where consumers can recognise and know the company's brand.

b. Brand Identity

Today, Brand Identity is considered an important concept in branding management.(Farhana 2014)Through brand identity design, brands can express their brand value, vision and mission, and characteristics so that they can be recognised by consumers. through designing brand identity (Kovac, 2020),in other words, the role of Brand Identity is so important to increase brand awareness. Through identity, brands can convey the value, meaning and message they want to convey to consumers. In the current era, consumer perspectives influence buyer decisions, so it is necessary to analyse the right brand identity model so that companies know the strengths and weaknesses of the brand while knowing the brand's position in the market, whether it is included in the differentiation category or not.

c. Kapferer's Brand Identity Prism

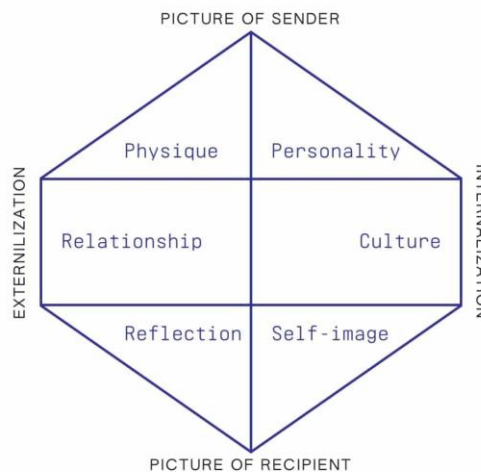


Figure 1 Kapferer's Brand Identity Prism

One of the popular Brand Identity Models in the current era is Jean Noel Kapferer's Brand Identity Prism. In this concept, Kapferer combines six dimensions, namely physical, culture, relation, self-image, personality, reflection and relates each dimension by considering its position between the sender and the receiver.(Ross 2020) and vertically divided between externalisation and internalisation. The following are the six dimensions:

a. Physique

The physical dimension refers to the physical appearance that represents the perception of customers. This dimension is the basis of a brand identity because of the nature of customers where when looking at or choosing a product, customers see physical aspects first such as the

shape of the packaging, product form, logo and colour and then followed by other aspects that influence the buying decision.

For this reason, brands need to consider the right elements and design so that these elements can attract the attention of target customers.

b. Personalities

The personality dimension refers to how brands communicate with consumers through distinctive characteristics. For example, the style of speech, copywriting used by brands on social media, tone of voice. In essence, this dimension discusses how brands speak, behave like humans with unique and distinctive characteristics that are easy for target consumers to accept. Basically, brands can show personality not only through physical elements but from how brands interact with customers. This dimension helps brands to build a deep emotional connection with customers.

c. Relationship

The Relationship dimension, talks about what kind of relationships brands bring to their customers. In this dimension, the relationship in question is like the way the brand responds to customer complaints, interactions on social media, the buying process and others. A good customer relationship can help brands build customer loyalty.

d. Culture

A brand needs to build a strong culture to differentiate their products in a competitive market. This dimension includes the values, philosophies and work ethics that form the brand identity itself. A culture can also shape customer perceptions of the brand.

e. Self - image

The self image dimension discusses the customer's self-perception when the customer uses or relates to the product they are using. This dimension reflects whether the brand can help its customers express themselves.

f. Reflection

The Reflection dimension refers to the image and brand values that are considered ideal by companies and are reflected through their consumers. For example, if a company has a brand with a clean, comfortable and minimalist image, other people see consumers of the brand looking like people who like a simple lifestyle and look comfortable. Reflection as an assessment of whether the image that has been built has been successfully conveyed to consumers through the public's perspective of the brand's consumers.

METHODOLOGY

In this research, the method used is the descriptive skin method, which is to explain a phenomenon with non-numerical data obtained by direct interviews and observations.(Bahri 2017). Researchers use this method to explain how the brand identity that the STORD brand already has, data obtained from interviews with the main director and founder of STORD and observations through social media, after which the data is analysed using related theories in this case, namely the brand identity prism capferer.

RESULTS AND DISCUSSION

Physique Of STORD Brand



Figure 2 .STORD's logo

The figure above is the logo of the STORD brand, the logo is designed with a groovy font by describing the brand name itself so that it displays a relaxed yet elegant impression, not only that the appearance of the logo is a visual representation of the characteristics that the brand carries, namely individuality, creativity and timeless elegance. According to Bramantio Bani Hilmiawan or called Pak Tio as the Managing Director and founder, "We want to bring the impression of an individual brand in the sense that our products are suitable for personal use in everyday life, then our creativity is in the form of our products to support the daily activities of our customers where we make deodorant products that can accompany our customers' creative time. The last time less - elegance means our products can be used all the time and anywhere".



Figure 3. STORD collar Pallete

STORD uses a bluish colour palette including blue 280 C as a dark colour, blue 2925 C as a neutral colour, white 000 C as a bright colour. According to Mr. Tio in an interview with the researcher, "We use the blue colour palette to illustrate that STORD products are tailored to everyday functions".

Not only that, STORD also has a tagline, TAKE CARE OF YOUR BEST PART, which means that STORD will take care of you. protect your best parts, unfortunately the tagline has never been massively campaigned.

Personality of STORD Brand

The personality of STORD is visible on the brand's Instagram account which is reflected in how the brand responds to customer comments and replies.

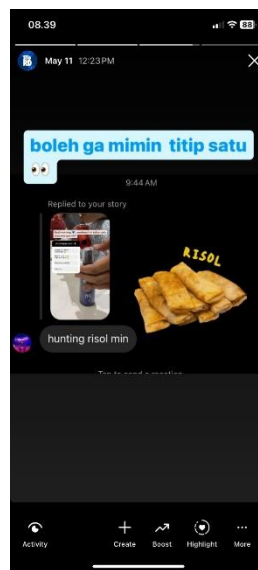


Figure 4. ig STORD admin response to customers

The language used by the brand is relaxed and modern. The sentence "may not mimin titip one" shows a brand personality that seems relaxed and flexible. Apart from the language style used, the brand personality is also evident in the content available on STORD's Instagram account



Figure 5. STORD reels and carousel content

The content on STORD's Instagram consists of educational content that is usually poured in the form of carousels and reels. For reels educational content is made in a relaxed style but does not get out of the brand's topic, in the context of STORD, this is deodorant content, as well as carousel content made with a timeless design - elegance, groovy. the topic presented is also about life - hack armpit care, the benefits of organic deodorant from here it can be seen that the personality presented by STORD is an individual who has more activity and style who is ready to pour his creativity at any time.

Culture of STORD Brand

The culture in a company can be seen from the values, principles to the vision and mission stated in the company's goals. STORD has a vision that is committed to making body care products for individuals who like to be more active at a very affordable price, while the mission of STORD is to make body care products for individuals who like to be more active at a very affordable price.

STORD endeavours to innovate for the development of existing products, providing value to the surrounding community. In building brand culture, STORD also spreads brand values and principles to their customers through content on Instagram and TikTok accounts. for example, on STORD's diy bottle content to spur user creativity and invite the movement to protect the environment.

Relationship of STORD Brand

In Kapferer's brand identity prism theory, the relationship dimension discusses the brand's relationship with its customers. STORD brand has a type of Co-Creation relationship, based on an interview with Mr Tio "our product development involves customer suggestions and criticisms". STORD has a CSR department, as a shelter for suggestions and criticisms from customers, these suggestions and criticisms are considered as customer needs which will be used by the RnD department as a consideration in making and developing products from STORD. For example, the development of STORD's new product, footcare deodorant, was born from the complaints of STORD users.

Self - image of STORD Brand

STORD's target customers are people who are highly productive and don't have much time to take care of body parts that are rarely noticed, such as underarms. Therefore, STORD has a compact travel packaging that is suitable for the needs of productive individuals. So from this, it can be seen that the self-image carried by STORD is productivity, confidence and creativity.

In an interview with Mr Tio, he said "STORD brings value even in a state of high productivity, confidence and creativity will not be hindered by body odour because there is STORD that is always present at every moment of the day. So I hope our customers are

a person who is always full of confidence and creative". Although the researcher has not found the implementation of this self-image on customers, it can be seen from the use and type of product packaging, STORD customers can feel that they are full of confidence.

Reflection of STORD Brand

Reflection is a reflection of the value, quality of the brand towards its users or can be called the stereotype of the brand. STORD products are products that were born because of the complaints of people who have body odour, the stereotype of these people is people who have high productivity or people who like to be active in sports, from the researcher's interview with Mr Tio stated "the stereotype of STORD users that we want to build is a person who is clean and likes to take care of himself even though he is an active figure".

In an effort to build this reflection, STORD presents content such as tips and tricks from problems that may be experienced by people who are active.



Figure.6 Content reels stord about tips and tricks

CONCLUSIONS AND RECOMMENDATIONS

From the analysis of Kapferer's Prism Brand Identity on STORD, it is mostly implemented through content and physical dimensions in the form of logos, colours. of the six dimensions, the most obvious implementation is in the physical dimension, personality, relationship and self-image. For this reason, it is necessary to further develop brand identity such as campaigns on STORD's Instagram account, especially in voicing brand taglines and sharing brand values more often through interesting interactive content.

FURTHER STUDY

This research still has many limitations, so further study and research is needed, especially the topic of brand identity prism by Kapferer, which focuses on analysing some of brand that operate digitally.

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