

Conference Paper

Advertising and Marketing Strategies to Gain Top of Mind

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ORCID:Andhita Vidya Putri: <http://orcid.org/0000-0001-7121-6915>**Abstract**

Technological progress and competition between companies in the globalization era are increasing. New media plays an increasingly important role in advertising and marketing. In addition, companies' survival depends on the presence of audiences / consumers. Therefore, it is important and interesting to study how to utilize this new media/technology; how effective and efficient digital advertising and marketing strategies are in appealing to the audience; and how to ensure the products offered are acceptable to the target audience. This study carried out a literature review using a qualitative approach to obtain a framework of important concepts and strategies for effective marketing and advertising. It is important to pay attention to the objectives, audience and distribution / media of advertising and marketing. The use of various media such as social media, online advertising, digital signage and endorsers are also important factors in advertising and marketing success. Advertising and marketing strategies help to better understand consumers and how best to engage and empower them. Here technology has created a new environment, where power has shifted from advertisers to consumers. This research produced a variety of important strategies to attract audiences, obtain the AIDA (Attention Interest Desire Action) effect of the audience and finally reach the Top of Mind.

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1. Introduction

In the current era of globalization, especially during Covid 19 pandemic, competition between companies is getting tougher. In addition, the company's survival is very dependent on the existence of consumers/audiences. Although a company produces great products, without having loyal customers/audiences, it will be in vain, even potentially it will go out of business. Therefore, marketing and advertising strategies and the selection of media used in marketing and advertising are important activities that companies must do, so that the products offered can be accepted by the audience.

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Marketing presents to serve and satisfy consumers with refer to profit (Cornelissen, 2014, h. 70). Meanwhile, advertising is a form of strategy or media used by individuals or companies to optimize the benefits of their services or products (Fikri, 2018). Advertising is a means of communication in order to convey, present and promote ideas, goods or services carried out by communicators (companies/producers) to communicants (public, especially audiences /consumers) through non-personal media, namely mass media.

The continuous developing technology has become a part of human life, including playing an increasingly important role in marketing and advertising carried out by companies to appropriate customers. The advent of the internet and high-tech digital flat screens have enabled content providers, including advertisers, to replace static screens with dynamic content when delivering advertisement to their audience. Currently, companies tend to market their products digitally. Quoted from (Wartakota, 2019), at the global level, digital advertising spending has increased from US \$ 280 billion in 2018 to nearly US \$ 300 billion in 2019. According to eMarketer data on (Wartakota, 2019) digital advertising spending in Indonesia has exceeded US \$ 639, 9 million and this figure places Indonesia as the second largest digital advertising market in Southeast Asia. In addition, PubMatic's 2020 Global Ad Trends report (Bizinsight, 2020), stated that Indonesia's 2020 digital advertising market will develop. PubMatic also noted that most of the global advertising spending will be spent on the digital sector until 2021. Overall, digital advertising is predicted to contribute to half of total media advertising spending worldwide. According to eMarketer at (Asosiasi Digital, 2019), worldwide digital advertising spending is expected to reach more than \$ 375 billion by 2021. Even the CMO at (Asosiasi Digital, 2019) predicts that by 2022, about 87% of the marketing budget will be spent for digital marketing. Of course this phenomenon provides a great opportunity to implement digital advertising and marketing on this new communication platform.

Therefore, determining how to take advantage of this new media/technology and determining how to create effective and efficient digital advertising and marketing strategy aimed to make advertisements attract the targeted audience is very important and interesting to study. For this reason, this research will discuss the various best marketing and advertising strategies that are most effective in order to reach the planned targeted consumer. What are the strategies for implementing attractive marketing and advertisements and what kind of advertisements that attract (the attention) of the targeted market (audience)? And can these strategies raise the effect of AIDA (Attention Interest Desire Action) and ultimately achieve the company's main goal, namely

achieving Top of Mind (TOM)? These various interesting things will be discussed in this research.

2. Methodology

This research was arranged using the literature review method with a qualitative approach. According to (Nakano & Muniz, 2018, h. 1), literature review plays a fundamental role in uncovering theory, which supports the paper/article argument, establishes its boundaries, and defines and clarifies the main concepts to be used in the empirical part of the text. This research will form a model or framework for the important concepts of effective marketing and advertising strategies and are liked by the audience to obtain AIDA (Attention Interest Desire Action) effects and achieve the goal, namely Top of Mind.

The first step taken by the researcher was defining the theme and determining keywords and then collecting and identifying various literature related and relevant to the theme and presenting it. Data is collected from various sources and is the result of research in the last 10 years. The sources consist of literature, in the form of books and journals, and other relevant and supportive sources through various academic journal search engines and the google search engine. Second is to analyse the literature and took important concepts and gist in accordance with the research context. This is done to build a theoretical background and formulate supporting theories that will be used in expressing opinions/arguments. Third, identify and analyze theoretical and literature gaps. After that, define dan determine the key concepts used in the research. Fourth, develop a model or framework for the relationship between important marketing and advertising concepts, namely the various strategies and media used in marketing and advertising, advertising objectives, target audience and preferences, AIDA effects, and Top of Mind. Finally, provide new views/novelty about the topic.

There are 22 literatures that have been identified and fit the research criteria, both from inside and outside Indonesia. Various literature originating from Indonesia provides an overview of the concept of marketing and advertising strategies in relation to the context in Indonesia. Meanwhile, literature from outside Indonesia supports concepts that develop outside the Indonesian context. The list of literature analyzed in this research is shown in Table 1 below.

Various previous studies have provided an overview of one strategy or one of the media used as an marketing and advertising strategy. In this study, researchers will describe some of the best strategies and media that are used simultaneously and

TABLE 1: References Literature List

No	Tahun	Penulis
1	2020	Abeza, Reilly, Seguin & Nzindukivimana
2	2019	Laurie, Mortimer, & Beard
3		Karina & Rohmiati
4	2018	Rini Puspita
5	2016	Bauer, Kruvinska, Strauss
6		Sri Hartini
7		Kiverev, Pauwels, Gupta
8		LTB Technology
9	2015	Dell
10		Lin, Li & Wu
11		Nur Faiz Andrianto
12		Puspita, Suharyono, & Mukhammad
13	2014	Cornelissen
14		Khan, Khusro, Jabeen
15	2011	Commission
16		Elberse & Verleun
17		Hambrick & Mahoney
18		ITU-T
19		Wiesel, Pauwels & Arts
20		Fordhani Bimantoro & Anita Herawati
21		Wegig Murwogugroho, Yasraf Amir, & Priyanto Soenarto
22	2010	Kelly & Drennan

Source: Researcher Literature Analysis

comprehensively to further increase the achievement of advertising goals, namely being liked and attractive to audiences, obtaining AIDA effects and achieving Top of Mind. These literatures will also be understood in accordance with the perspective of communication science, such as communicators (senders), messages, channels, receivers, and the resulting effects.

3. Results dan Discussion

Top of mind shows the level of brand awareness where in a moment consumers are asked directly without reminder assistance, the brand that is most often mentioned first is the brand that has a high top of mind. To make consumers remember the company's products and increase their top of mind, effective marketing and advertising are needed. The effectiveness of advertising depends on many factors (Puspita Rini, 2018, h. 97), one of which is the strategies, techniques and media used in advertising. In addition, the following important things need to be considered:

1. The Purpose of the Advertising

According to (Lin et al., 2015, h. 983) there are several purposes of advertising, including informing, arousing emotions, and triggering action. A good advertising

mechanism must have the adaptive ability to improve advertising performance in accordance with the objectives and mission of advertising.

2. Advertisement Audiences

In order to fulfill the purpose of advertising, the target audience must be properly identified (Kelly et al., 2010, h. 23). The advertisement audience must be selected carefully, otherwise the effectiveness of the advertising may decrease. The main objective of targeting the audience is to identify the audience that receives the advertisement appropriately (Lin et al., 2015, p. 983). Stockman in (Lin et al., 2015, p. 983) argues that ensuring the right advertising by reaching the right demographic is the first step towards smart marketing. Evaluating the match between ad content and audience must also be considered before an advertisement is launched. The form of advertisement to be launched must be tailored to the target audience which is also adjusted to the content and characteristics of the information /product/service being advertised so that the audience feels entertained, happy, and interested in the advertising message and the product launched. When this happens, the audience has the effect of AIDA, and in the end the brand and product will be in the audience's Top of Mind.

3. Advertisement Distribution

According to (Lin et al., 2015, p. 983), choosing the right media to advertise is important for advertisers and should be used as an important strategy in advertising. Selection of the best targeted media will make advertising more effective and efficient, messages will be received by the right audience as seen from the characteristics of needs, preferences, culture, geography and demographics (Suryono & Indri Astuti, 2013, h. 18).

Some media that can be used and become a distribution tool in effective marketing and advertising which attract consumers' interest so that consumers remember about the advertised products / services, get the effect of AIDA, and can achieve or increase top of mind, are as follows.

3.1. Social Media

According to Shin et al in (Lin et al., 2015, h. 983) social media is an internet-based platform that emphasizes human interaction. Social media is the interaction between people and their work, a place to share, exchange, and comment on content in virtual communities and networks. Social media is now increasingly playing an important role

in life and has become a popular space for marketers to promote products and at the same time customers can share their opinions about products or stores. The use of social media in marketing and advertising is the right strategy, because nowadays, the phenomenon of using social media is increasingly prevalent whenever and wherever. Stelzner in (Lin et al., 2015, h. 982) argued that the majority of companies use social media as a marketing and advertising tool. This social media can reach audiences without being limited by space and time, so that advertising can quickly and easily spread sales.

3.2. Online Advertising

With the rise of new media and along with technological developments, companies are exploring business opportunities which one of it is finding one of the most popular advertising and commercial ventures strategies, namely online advertising. Online advertising is an advertising method using the internet and the World Wide Web with the aim of conveying promotional messages to attract consumers. Online advertising has several forms and implementation strategies, namely contextual advertising on search engine pages (Cook & Karson, 2011), banner ads (Kazienko & Adamski, n.d.), advertising networks and marketing email (email marketing) in (Lin et al., 2015).

(Wiesel et al., 2011, h. 2, 606) model consumer development through purchase funnels and explain that online advertising can drive sales in offline channels. Online advertising is one of the most affordable and successful advertisements in the era of globalization because of its relatively cheap price, its speed to reach the target audience and its unlimited geography and time coverage. People are increasingly prefer online advertising because it is more accessible.

3.3. Digital Signage

With the development of technology, information, messages and advertisements are displayed in the form of electronic displays (digital signage). Digital signage appeared in the 1990s. According to (Bauer et al., 2016, h. 2), digital signage is a promising medium that wins over information chaos, because digital displays provide new opportunities and advantages over traditional's static signage.

Digital signage can be used for various purposes including advertisements by advertisers. According to (Murwonugroho et al., 2011, h. 464), digital signage is a new medium

for advertising. In advertising, a digital signage system selects and displays advertisements based on contextual triggers such as time, location, weather, audience characteristics, and others. This supports various interaction mechanisms (Bauer et al., 2016, h. 2). Digital signage utilizes the physical environment and involves interaction with the target audience.

Digital signage has advantages in terms of size, increased flexibility, in terms of user attractiveness and costs. Digital signage displays come in different sizes from cellphone size to wall size. Digital signage offers several special features and benefits. Digital signage solutions offer fast, effective and flexible content control and display. In addition, digital signage also eliminates the high costs compared to creating and distributing a print advertisement campaign. Digital signage practically eliminates content distribution costs and traditional printing costs, reduces construction costs and reduces distribution and installation costs (Bauer et al., 2016, h. 2).

According to (Technology, 2016, p. 3), other benefits of using digital signage are creating a more intense shopping experience for customers, increasing customer loyalty, increasing brand awareness, reducing product introduction periods, decreasing operating costs in the long run, reducing customer perceived waiting times, and increasing sales.

(ITU-T, 2011, h. 1) highlights digital signage as an innovative medium for information, entertainment, marketing, and targeted advertising. Digital signage solutions have been very successful as information media and advertising materials. People also enjoy the presence of digital signage as an entertainment system and as a new way to get information about the best products they need and want easily.

3.4. Endorser

Marketing with endorsers is a common and useful strategy. People who influence certain individuals or groups are called endorsers (Commission, 2011, h. 1). Endorser marketing is categorized into celebrity endorsements and non-celebrity endorsements. Non celebrity endorsements are people who are not celebrities/artists who are used in advertisements. Celebrity endorsements are people who use their popularity to perform the product that they advertised. A celebrity is an individual "whose name attracts attention, attracts interest, and is valued for making a profit" such as a celebrity or artist. In other words, celebrity endorsers have a special influence on people's behavior.

Celebrity personas were considered to have a strong relationship with consumers (Thomson, 2006) in (Abeza et al., 2017, h. 334) through attributes such as reputation,

attractiveness, likes, and trust (Atkin and Block, 1983) in (Abeza et al., 2017, h. 334). The existence of advertising power of impression and advertising appeal that attracts the attention of audiences / consumers through endorsers will influence consumer feelings about a product (Hartini, 2016, h. 58). The use of endorsers, especially celebrity endorsers, is one of the creative advertising strategies that can attract attention so that it raises consumer curiosity and interest in the product which will then form the AIDA effect for consumers and the achievement of Top of Mind. Ultimately this will affect consumer purchasing decisions.

For this reason, it is very important to find the right (influential) endorsers to distribute advertisements, so that the messages conveyed by the endorsers can influence customer behavior. It is very important to distribute the right advertisements to the right people through the appropriate endorsers.

Based on the above discussion, researcher forms an important concept model/framework for marketing and advertising strategies as well as the relationship between these concepts as follows:

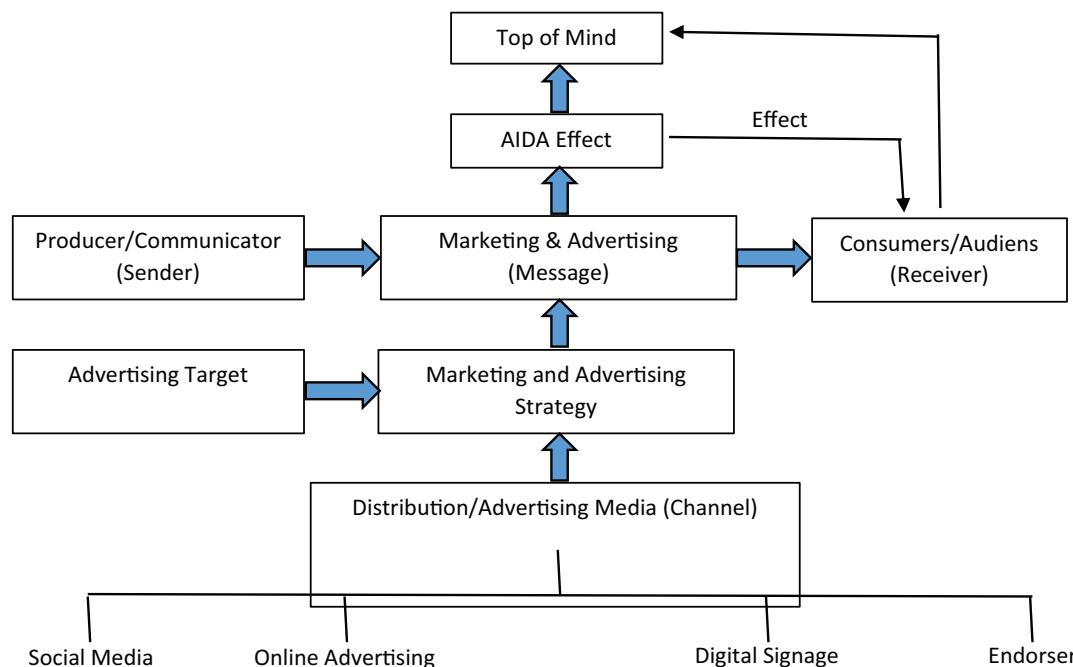


Figure 1: Marketing and Advertising Strategy Conceptual Model / Framework (Source: Results of Researcher's Literature Analysis)

Based on the model or conceptual framework above, it is concluded that companies or producers as communicators or marketing and advertising senders must pay attention to the primary marketing and advertising strategies, namely the need to pay attention to marketing and advertising objectives, identify the target audience for marketing and

advertising, and choose marketing and advertising distribution in the form of the most appropriate medium in marketing and advertising. Some media or means that can be used and become distribution tools in marketing and advertising can be in the form of social media, online advertising, digital signage and endorser. These marketing and advertising strategies help to understand consumers better and see what the best way to engage and empower audiences/consumers to get what they want. Here technology has created a new environment, where power has shifted from advertisers to consumers.

In marketing and advertising, communication also occurs, namely communication between advertisers (senders/communicators) who convey messages mediated by various media (channels) to consumers (receivers/communicants/audiens) in order to get AIDA (Attention Interest Desire Action) effect and reach the Top of Mind (TOM). Researchers describe the overall marketing and advertising strategies together and comprehensively to further increase the acquisition of AIDA (Attention Interest Desire Action) effects, and achieve Top of Mind as the main goal of the company

4. Conclusion

There are number of strategies utilized by companies in marketing and advertising. In doing marketing and advertising, it is necessary to pay attention to the objectives of marketing and advertising, audience of marketing and advertising, and the distribution of marketing and advertising media. Marketing and good advertising must have the adaptive ability to improve advertising performance in accordance with the objectives and mission of advertising. The targeted advertising audience is also an important factor affecting the effectiveness of advertising. It is also very important to target the audience and determine how to get the audience's interest and interest in the advertising strategy.

In addition, there are also various media that are used as marketing and advertising strategies. The media used as a marketing and advertising strategy have different characters, for example differences in the form of conveying messages and advertising objectives, as well as differences in the distance between the media and the target audience. Therefore, marketing and advertising strategies must be designed according to the character of the media and the target audience.

Among the best media that can be used in marketing and advertising are social media, online advertising, digital signage, and endorsers. Social media can reach audiences without being limited by space and time, so the advertising will be fast and easy to spread. Even with social media, advertisers can harness the power of social influence to deliver word of mouth (WOM) advertising messages via social networks. When WOM

occurs on a particular topic, it means that the audience is doing advertising directly or indirectly. This shows that there is a distribution of power to audiences, while audiences are still paying attention to social relationships and interactions between users.

The endorsement strategy, especially celebrity endorsers, is an effective advertising distribution strategy to reduce negative reactions and generate positive reactions during advertising. In advertising, the audience's positive emotional attitude is very important and can be seen as an indicator of the effectiveness of advertising. Besides, the greater pleasure and positive emotions that emerge make the consumer/audience have a significantly more positive attitude when shopping. For this reason, it is very important to find the right (influential) endorsers to distribute advertisements, so that the messages conveyed by the endorsers can influence customer behavior. It is very important to distribute the right advertisements to the right people through the appropriate endorsers.

These advertising and marketing strategies help to understand consumers better and see how best to engage and empower audiences/consumers to get what they want. Here technology has created a new environment, where power has shifted from advertisers to consumers.

In marketing and advertising, communication occurs, namely communication between advertisers (senders/communicators) who convey messages mediated by various media (channels) to consumers (receivers/communicants/audiens) so as to get the AIDA (Attention Interest Desire Action) effect and reach the Top of Mind (TOM). Researchers describe the overall marketing and advertising strategies together and comprehensively to further increase the acquisition of AIDA (Attention Interest Desire Action) effects, and achieve Top of Mind as the main goal of the company.

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