

The Role of Advertising to Product Trademarking

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Abstract. The aim of this research is to explain how a brand experiences a shift in meaning caused by the lack of information obtained related to the brand. This study used a descriptive correlative research method. The results of this paper show that without the use of information media, there is a high possibility that the name of the product will experience a shift in meaning. An optimal use of social media can help disseminating information related to a product so there will be less misconception to the product related.

1. Introduction

Nowadays, we can find several commodity brands such as imitation shoes. The existences of imitation products certainly give no benefit to the company. The original products right is given by the state to the owner of the registered mark. Therefore, unauthorized parties cannot use the name of a brand [1].

The use of trademarks, as stated in UU No. 20 2016, the existence of this law is a legal certainty for business and industrial field so that it can operate according to the proper regulation. From the existence of this legislation, it is proving that the role of a brand becomes important. Customer quality perception will influence brand trust and further brand influences attitude and buying behavior. Thus, the perception of quality and brand loyalty is positively correlated and the brand loyalty will increase if the perception of quality increases [2]. Therefore, brand awareness provides learning benefits for brands that influences consumer decision making. Brands that are known to consumers are more likely to be included in their consideration [3]. FMRI research shows that brands that are already known have better retrieval of information in areas of the brain than unknown brands [4]. Thus, brand awareness tends to increase the performance of a brand in the market [5].

In this case, social media is a powerful media for brand building. Social media helps companies to build brand loyalty through networking, interaction, and community development [6]. According to previous reserach, a communication strategy is an organizational communication plan for consumers or their audiences [7], and advertising that is designed with the aim of selling many products must be responsive to the moods of its targets, continually striving to always reflect the lives and concerns of everyday consumers [8]. If creative ideas are the soul of a campaign, then strategy is the brain [9]. Likewise framing is a communication strategy that is often used for marketing campaigns. The way information is labeled or framed can significantly influence consumer judgement and decisions [10].

The aim of this research is to explain how a brand experiences a shift in meaning caused by the lack of information obtained related to the brand. This study used a descriptive correlative research method. The results of this paper show that without the use of information media, there is a high possibility that the name of the product will experience a shift in meaning. An optimal use of social media can help disseminating information related to a product so there will be less misconception to the product related.

2. Method

The method used in this research is a descriptive method. We took several examples of information media optimization that has been done by several brands that are considered successful in maintaining their existence.

3. Results and Discussion

There are three types of advertisements that have a significant impact on establishing the company's existence, which are as follows:

A. Commercial Advertising

Commercial advertising is a content produced by a company with the main objective to sell its products to the public. In a commercial advertisement, product forms, concepts, themes, product values, and the product selling price can be found.

Almost all products do commercial advertisements. Commercial advertisements can be produced in collaboration with public figures. Commercial advertising, whether through conventional or digital media, is the spearhead of selling a product on the market. Through commercial advertising, it contained messages and products that are packaged in a short and interesting content. The assumption is if the combination of messages and products carried through advertising is right, then there is no doubt that products will remain be a hit (See Figures 1-2).



Figure 1. Puma with Usain Bolt as their Brand Ambassador. This figure was adopted from <https://www.ispot.tv/ad/7aE2/puma-ignite-energy-in-more-energy-out-featuring-usain-bolt>, on Oct 23 2019.



Figure 2. Adidas with Lionel Messi as their Brand Ambassador. This figure was adopted from <https://www.lovellsoccer.co.uk/adidas-Messi-16-Speed-of-Light-Pack> , on Oct 23 2019.

B. Campaign Advertising.

Campaign advertising is a type of advertising that aims to convey audience related to various issues, especially international issues that are currently, or will occur in the future. The company is positioned as a provider of information. Uniquely, this campaign advertisement may have several objectives at the same time, it means that the company is trying to resolve the issue and on the other hand, the company may also be trying to seize community attention related to the steps they have taken.

The advertising down below is a campaign advertisement that attempts to voice tree planting through the purchase of any type of product. Everyone will agree that forests need to be protected, but in fact today, forests that are the source of oxygen for the world are being diligently burned and property of business because human growth on earth is getting higher every year reach 7.53 billion lives in 2018 (United States Statistics Agency). Campaigns like this can indirectly make us contribute to forest revitalization by buying products that this site offers (See Figures 3-4).

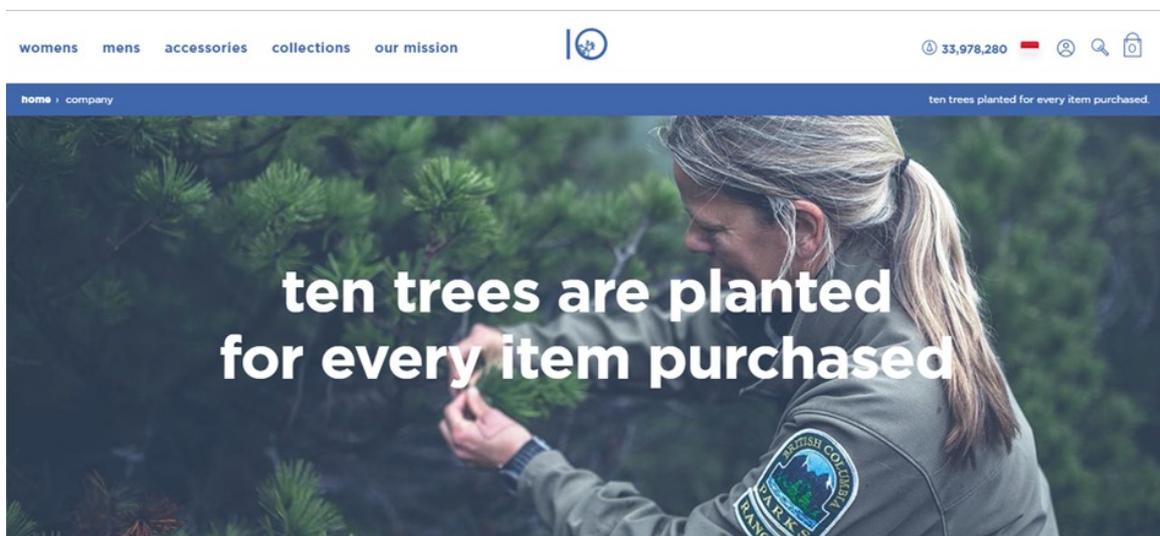


Figure 3. TenTree with Plant Tree for every item purchased advertising concept. This figure was adopted from <https://www.tentree.com/pages/company> , on Oct 23 2019.

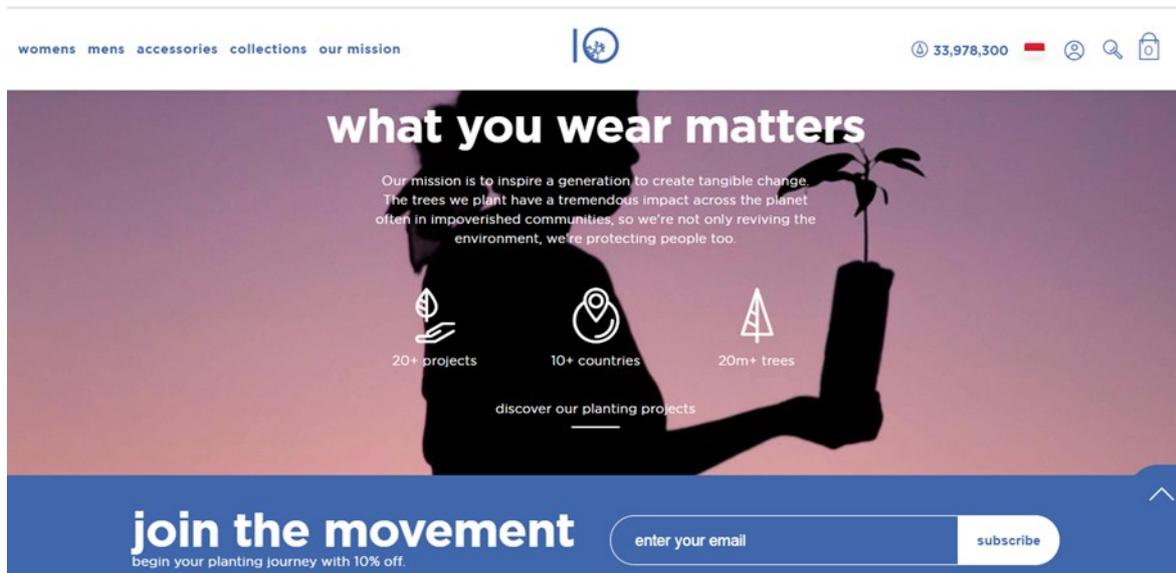


Figure 4. TenTree with “Plant Tree for every item purchased” advertising concept. This figure was adopted from <https://www.tentree.com/pages/company> , on Oct 23 2019.

C. Charity / Public Concern advertisements.

Charity or public concern advertisements are a type of advertisements made by companies to convey regarding certain issues. This type of advertisement can be packaged in the form of videos or pamphlets and is published through all media channels that the company has.

This type of advertising aims to help. Although at the same time, it also helps companies to increase their reputation to the public. In this type of advertisement, there are reasons that make the company agree to take steps to produce this advertisement. Oftenly, collaborative with certain organizations and a percentage of the product sales proceeds will be given to the development of handling issues by the organization. On some occasions, the majority of revenue of the selling are given to the collaborated organization (See Figures 5-6).

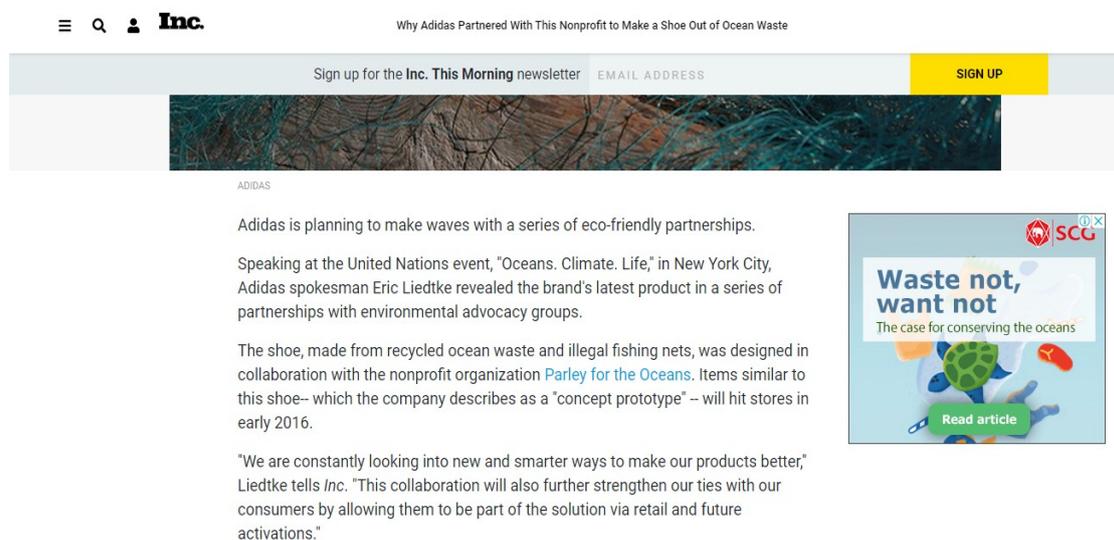


Figure 5. Adidas with breakthrough announcing ocean plastic material shoe “Parley”. This figure was adopted from <https://www.inc.com/>, on Oct 23 2019.

The Power Of Purpose: How Adidas Will Make \$1 Billion Helping Solve The Problem Of Ocean Plastic



Afdhel Aziz Contributor @
CMO Network
I write about how purpose drives business and social impact.



Figure 6. News about Adidas’s ocean plastic material shoe “Parley”. This figure was adopted from <https://www.forbes.com/>, on Oct 23 2019.

4. Conclusion

It can be concluded that a brand can advertize their products through various ways of media utilization. This step is taken to strengthen brand awareness in the minds of the public, with the hope that the audience would be loyal to make purchases of commodities produced by a company for various reasons.

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