

The Influence of the #MakeFetchHappen Campaign on MadForMakeup Brand Positioning

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Abstract

The cosmetics industry is currently a very competitive industry, with various brands competing to win the hearts of consumers. In this competition, brand positioning is the main key in differentiating oneself from competitors. A persuasive marketing campaign is also an important factor in influencing consumer perceptions of a brand. This research aims to investigate the influence of the #MakeFetchHappen campaign on MadForMakeup brand positioning. A total of 153 respondents who were Instagram followers and consumers of MadForMakeup participated in this research. This research applies a quantitative research approach with descriptive verification analysis through the use of Hypothesis Testing (T Test and F Test). The analysis results show that attitude got the highest percentage, namely 82.01%, indicating a positive response from respondents to the campaign. The main finding of this research is that the #MakeFetchHappen campaign has a significant influence on MadForMakeup's brand positioning, with a percentage of 67.6%. The remainder, around 32.4%, is caused by other factors, so H1 can be accepted. This research provides valuable insights for cosmetic marketing practitioners in planning effective campaign strategies to strengthen their brand positioning in a competitive market.

Keywords: Brand positioning, Campaign, Competition, MadForMakeup

Abstrak

Industri kosmetik saat ini menjadi salah satu industri yang sangat kompetitif, dengan berbagai merek yang berlomba-lomba untuk memenangkan hati konsumen. Dalam persaingan ini, *brand positioning* menjadi kunci utama dalam membedakan diri dari pesaing. Kampanye pemasaran yang persuasif juga menjadi faktor penting dalam memengaruhi persepsi konsumen terhadap merek. Penelitian ini bertujuan untuk menginvestigasi pengaruh kampanye #MakeFetchHappen terhadap *brand positioning* MadForMakeup. Sebanyak 153 responden yang merupakan pengikut Instagram dan konsumen dari MadForMakeup berpartisipasi dalam penelitian ini. Penelitian ini menerapkan pendekatan penelitian kuantitatif dengan analisis deskriptif verifikatif melalui penggunaan Uji Hipotesis (Uji T dan Uji F). Hasil analisis menunjukkan bahwa *attitude* mendapatkan persentase tertinggi, yaitu 82,01%, menunjukkan respons yang positif dari responden terhadap kampanye. Temuan utama dari penelitian ini adalah bahwa kampanye #MakeFetchHappen memiliki pengaruh signifikan terhadap *brand positioning* MadForMakeup, dengan persentase sebesar 67,6%. Sisanya, sekitar 32,4% disebabkan oleh faktor-faktor lain, sehingga H1 dapat diterima. Penelitian ini memberikan wawasan yang berharga bagi praktisi pemasaran kosmetik dalam merencanakan strategi kampanye yang efektif untuk memperkuat *brand positioning* mereka di pasar yang kompetitif.

Kata Kunci: *Brand positioning, Kampanye, Persaingan, MadForMakeup*

INTRODUCTION

The growth of brand competition in the Indonesian cosmetics industry is increasing along with the development of social media. This competition has a major impact on the cosmetics business, which generates significant turnover every year. Domestically, there is competition between old and new brands, which is often driven by young artists (Ferdinand & Ciptono, 2022). Brands such as Wardah, Viva Cosmetics, and Mustika Ratu compete with new brands such as Azarine and Somethinc. Despite fierce competition, the dynamics of the cosmetics industry made a positive contribution to economic growth, especially during the 2020 pandemic crisis (Rua & Santos, 2022). MadForMakeup adapts to the tough competition in the cosmetics industry with unique marketing strategies. MadForMakeup utilizes iconic scenes from the film Mean Girls in their campaign, by integrating the colors that are the visual identity of the film into the color palette of MadForMakeup products, especially pink (Evren & Kozak, 2018; Alexander & Pribadi, 2021). Their superior products, such as Ink Like Air Gloss, 10HR Velvet Stain + Vit C, and 2 in 1 Powder to Butter 8 HR Blush, are promoted through a campaign that follows the theme of the film Mean Girls. Before the product launch, MadForMakeup actively carried out promotions on the streets to attract the interest of the target audience and arouse curiosity about MadForMakeup products and the brand (Iyer et al., 2019).

Local cosmetic brands such as MadForMakeup are well known in Indonesian society, especially for how their products are positioned. Brand positioning is very important and needs attention for brands. The use of positioning can increase consumer awareness of the brand, so that it can position the brand as the most preferred by consumers (Foroudi, 2019; Magnusson et al., 2019). In the cosmetics industry, it is important for a brand to understand consumer needs and implement strategies accordingly. The use of campaign strategies in product promotion has great potential to have a significant impact on brand image (Larsen, 2018; Ihzaturrahma & Kusumawati, 2021). Nowadays, brands compete to present unique campaigns to position themselves well in the eyes of consumers. Implementing this campaign strategy can strengthen the brand image in consumers' minds. Through a product collaboration campaign with Mean Girls, Mad for Makeup shows strategic steps in Brand Positioning, which is interesting to research because this kind of phenomenon is often faced by many companies. Therefore, campaigns can have a significant impact on brand placement in the market. Previous research studied by Alamsyah et al. (2020) and Lestari & Fitriani (2021), which highlights the persuasive efforts of The Body Shop brand in promoting environmentally friendly products through its campaigns. While providing valuable insight into the brand's marketing and communications strategy, the study highlights the need for additional research into how the #MakeFetchHappen campaign impacted MadForMakeup's brand positioning in the market. Meanwhile, previous research by Harrison (2011) and Hasiholan et al. (2019) highlighted the positioning strategy of Rumah Makan Ayam Bakar Wong Solo through consumers, but still focused on this strategy without considering other brands such as MadForMakeup. Therefore, this research aims to explore how the #MakeFetchHappen campaign influences MadForMakeup brand placement in consumers'

minds, filling the knowledge gap on the influence of marketing campaigns on brand placement. Thus, the author conducted research entitled The Influence of the #MakeFetchHappen Campaign on Mad for Makeup's Brand Positioning to determine MadForMakeup's efforts in influencing consumer perceptions of their brand amidst the competitive cosmetics industry.

LITERATURE REVIEW

Communication is an integral aspect of our daily lives, and humans are intrinsically linked to the act of communicating (Fortunati & Edwards, 2020). Many researchers have studied the metaphysical aspects of communication. Broadly defined, communication functions as a channel for sending messages or information from one group to another. Basically, communication is involved with persuasion, because communication aims to convey messages with the aim of influencing attitudes and opinions (Ocasio et al., 2018). This transformative process, expressed by scientists such as Ronald L. Applbaum and Kart W., explains that persuasion is complex communication, where an individual or group expresses a message or information verbally or non-verbally to obtain a certain response from individual or group (Lubienetzki et al., 2022). The success of persuasive communication needs to be implemented systematically. There is a formula that is the basis for the stages of persuasive communication, namely the AIDA formula. AIDA is a short unit of communication stages (Pashootanzadeh & Khalilian, 2018).

- 1) A – *Attention*
- 2) I – *Interest*
- 3) D – *Desire*
- 5) A – *Action*

A campaign is a communication activity with the public, with the aim of persuading a large number of people to act urgently. Carrying out a campaign does not require making friends and getting to know the audience, because it is different from the communication we usually do with friends or colleagues (Pöyry et al., 2022). Campaigns are carried out with different objectives, campaigns have different objectives depending on the type and activities carried out, according to Venus (2019) there are three types of campaigns, namely.

- *Product- oriented campaign*
- *Candidate- oriented campaign*
- *Ideologically oriented campaign*

Based on the explanation above, the #MakeFetchHappen campaign created by MadForMakeup in this research is a product-oriented campaign. Namely, this campaign was created to increase product awareness, with a campaign in the form of advertising. The product launch triggered the #MakeFetchHappen campaign for people to introduce their new product. Campaigns require careful planning to achieve the desired goals. There are three important, interrelated stages of the campaign, referred to as the target of influencer Venus (2019) First, awareness of this stage is changing the level of knowledge. The

#MakeFetchHappen campaign, for example, uses social media Instagram to spread relevant content. Second Attitude, this stage aims to change the individual's attitude. MadForMakeup uses the hashtag #MakeFetchHappen in posts related to the campaign to attract sympathy and attention. Third Action, the campaign is expected to encourage individuals to take concrete action. Through these stages, it is hoped that individuals can actively participate in the campaign. By understanding these stages, a campaign can be evaluated whether it is in accordance with the objectives that have been set and is implemented regularly.

Brand positioning is a strategic effort that aims to instill certain perceptions in potential consumers, so that the product or brand becomes uniquely stored in their minds (Chen & Wang, 2021). This strategy aims to create a lasting image or impression in consumers' memories, so that every time the brand is mentioned, memories of it are always invoked (Fayvishenko, 2018). Positioning is a process that aims to form a certain perception or image in the minds of the market through integrated planning between elements such as products, marketing communications, pricing and distribution channels that are appropriate and consistent with the image you want to develop (Duralia, 2018). Additionally, it also involves the visible expression of the brand. Ries and Trout also stated that positioning is a marketing method to create a perception of a product, brand or association identity. Dwivedi & McDonald (2018) explain that positioning is a marketing method for creating perceptions of a product, brand or association identity. Brand positioning has 3 specific components to measure brand formation, namely: First, Brand name, which is a product name that will always be embedded in the minds of the public regarding a brand product. Second, Brand Slogan, which is a short word that communicates or informs about a brand with description and persuasion. Third, a Brand Symbol is a sign that is conventional and easy to change or something that has meaning or can describe something (Essamri et al., 2019).

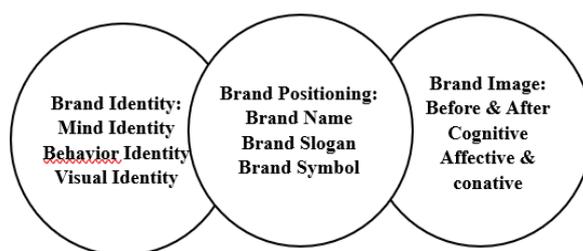


Figure 1 Distinctive Components of The Brand Construct

Sumber: Steven Pike, 2004; Beerli dan Martin, 2004

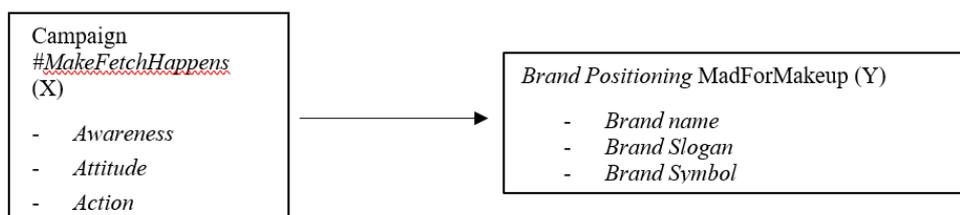


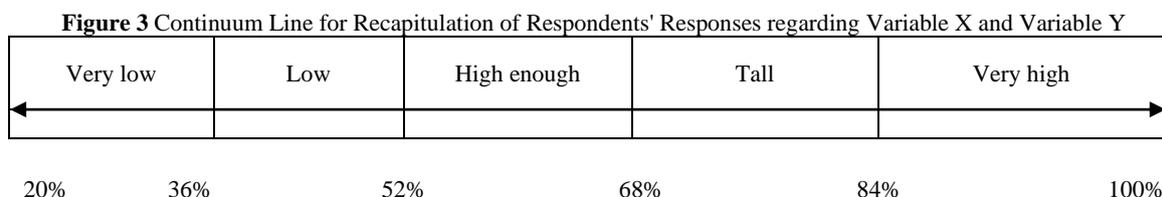
Figure 2 Framework of Thought

Source: Researcher Process 2023

RESEARCH METHOD

This research uses a positivism paradigm. The positivism paradigm is a paradigm where the decisions resulting from this research are pure results obtained through processing data from respondents. Researchers will use a quantitative descriptive verification approach using survey methods via questionnaires. That way, researchers can see the influence between the two variables taken, namely, the #MakeFetchHappen campaign as variable a series of questions and allows researchers to produce more structured data in evaluating respondents' responses or perceptions of the phenomenon to be studied. There are five levels of agreement on the Likert scale, namely, Strongly Agree (SS), Agree (S), Somewhat Agree (CS), Disagree (TS), and Strongly Disagree (STS). In this research, researchers not only used primary data but followed it with secondary data to complete the research. Secondary data used includes books, national journals, international journals, theses, internet articles and previous research. By using secondary data, it becomes reference data or supporting data for this research. The purposive sampling method is used by researchers to be able to take samples that will be tested by researchers. The samples taken were based on Mweshi & Sakyi, (2020) so that based on this formula a sample of 140 could be produced. The sampling required had certain criteria including MadForMakeup Instagram Followers and MadForMakeup Consumers.

RESULTS AND DISCUSSION



Source: Data processed by researchers, 2024

So, the continuum line in the #MakeFetchHappen campaign, which is variable X with a total of 16 item statements, has a score of 9837 with a total percentage of 80.36%. Thus, the #MakeFetchHappen campaign sits high on the continuum. In Figure 3, the continuum line for Brand Positioning MadForMakeup, which is the Y variable with a total of 12 item statements, has a score of 6954 with a total percentage of 75.75%. Thus, MadForMakeup's Brand Positioning is positioned high on the continuum.

Table 1 Skewness and Kurtosis Normality Test

	Statistic	Std. Error
Skewness	-0,235	0,196
Kurtosis	-0,521	0,390

Source: Data processed by researchers, 2024

Normality test results via the Skewness & Kurtosis test which obtained the following values, Skewness / Std. Error = $-0.235 : 0.196 = -1.119$ so the data is normally distributed with

-1.119 < -1.96. while in Kurtosis / Std.Error = -0.521: 0.390 = -1.335 so -1.335 < -1.96. Based on the data results, it can be assumed that the normality in the Skewness & Kurtosis test is fulfilled.

Table 2 Heteroscedasticity Tests

Model	B	Std. Error	Beta	T	Sig.
(constant)	4.302	1.393		3.089	0.002
Total X	-.015	0.021	-.055	-.682	0.497
Simple linear regression test					
(constant)	4.028	2.356		1.710	0.089
Total X	.644	.036	0.822	17.767	0.000
A. Dependent variable: totally					
Partial t test					
(constant)	4.028	2.356		1.710	0.089
Kampanye	0.644	.036	0.822	17.767	0.000
(constant)	4.028	2.356		1.710	0.089
A. Dependent variable: brand positioning					

Source: Data processed by researchers, 2024

It is known from table 2, that the significance value is 0.497, which shows that the value is > 0.05, indicating that the regression model does not experience heteroscedasticity. The significance test results of 0.497 > 0.05 indicate that the data used does not show heteroscedasticity. In the picture above, it is known that the Constant value (a) is 4.028, while the Campaign value (b/ Regression coefficient) is 0.64, so the regression equation can be written:

$$Y = 4.028 + 0,644X$$

This can be interpreted as: (1) The constant is 4.028, meaning that the consistent value of the Brand Positioning variable is 4.028, (2) The X regression coefficient is 0.644 which states that for every 1% change in the Campaign value, the Brand Positioning increases by 0.644. The regression coefficient is positive, so it can be said that the direction of influence of variable X on Y is positive. (3) For the significance value in the table above, the significance result is 0.000 < 0.005. So, it can be concluded that the Campaign variable (X) influences the Brand Positioning variable (Y). In the test data above, the T value in the #MakeFetchHappen Campaign variable (X) is 17,767. Based on the t table with a total of 153 respondents, the value recorded was 1.97591. So, in this study the calculated t value (17.767) exceeds the t table value (1.97591) and the significance value is 0.0000 (0.000 < 0.05). In conclusion, H0 can be rejected, while H1 is accepted. It can be concluded that the #MakeFetchHappen Campaign has a significant influence on MadForMakeup's Brand Positioning.

Table 3 Correlation Coefficient Test

	Campaign	Brand Positioning
Pearson Correlation	1	0.822**
Sig. (2-tailed)		0.000
N	153	153
Pearson Correlation	0.822**	1
Sig. (2-tailed)	0.000	
N	153	153

Source: Data processed by researchers, 2024

The data results from table 3 show a figure with a magnitude of 0.822. Therefore, the value 0.822 is stated as an indicator of the level of correlation between variables X and Y. Interpretation of this value refers to the guideline for the degree of relationship. So, it can be concluded that the correlation coefficient value of 0.822 is between 0.81 – 1.00, indicating that the relationship between variables is at a perfect correlation level. Then, in the correlation table, the significance value of $0.000 < 0.05$ concludes that there is a significant correlation between the #MakeFetchHappen Campaign variables (X) and MadForMakeup Brand Positioning (Y).

Table 4 Determination Correlation Coefficient Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.822 ^a	.676	.674	4.201

Source: Data processed by researchers, 2024

It can be explained from table 4, the R² value is 0.676, which means that there is an influence of the #MakeFetchHappen Campaign variable on the MadForMakeup Brand Positioning variable (Y), so that the calculation results can be stated.

$$\begin{aligned} Kd &= R^2 \times 100\% \\ &= 0.676 \times 100\% \\ &= 67.6\% \end{aligned}$$

The coefficient of determination reaches 67.6%. Therefore, it can be concluded that around 67.6% of the variation in MadForMakeup Brand Positioning (Y) can be explained by the influence of the #MakeFetchHappen Campaign (X).

Table 5 Stimulant F Tests

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	5569.552	1	5569.552	315.652	.000 ^b
Residual	2664.330	151	17.645		
Total	8233.882	152			

Source: Data processed by researchers, 2024

Based on table 5, the significance value is 0.000 ($0.000 < 0.05$) so that H₀ is rejected. Thus, it can be concluded that there is a positive and significant influence from the #MakeFetchHappen Campaign on the MadForMakeup Brand Positioning variable.

CONCLUSIONS

In accordance with the discussion and research findings, it can be concluded that the #MakeFetchHappen Campaign has a significant influence and has a positive relationship. This can be proven by data processing carried out by SPSS 24 to find out the magnitude of the influence of the #MakeFetchHappen Campaign on the MadForMakeup Brand Positioning. The results of the descriptive analysis of variable X show a percentage of 80.36%, which shows that the score category for variable Based on data analysis that researchers have processed via SPSS, the #MakeFetchHappen Campaign has an influence on MadForMakeup's Brand Positioning, this can be shown from the T test (partial) which states that the calculated t result is 17.767, exceeding the t table value of 1.97591 and a significance

value of 0.0000 ($0.000 < 0.05$). Then, the contribution of the #MakeFetchHappen Campaign to MadForMakeup's Brand Positioning is around 67.6% of the variation in MadForMakeup's Brand Positioning while the remaining 32.4% is other variables or other facts not examined in this research, then the regression coefficient is positive with a value of do with value. 0.664, so it can be said that the direction of influence of variable X on Y is positive. Therefore, it is concluded that the #MakeFetchHappen campaign has a significant influence on MadForMakeup's Brand Positioning.

Suggestions that researchers can give can be grouped into two, namely academic advice and practical advice. The following suggestions are given by researchers: Academic advice, in future research it is hoped that qualitative data can be analyzed to provide in-depth insights related to campaigns and brand positioning. Practical advice, to MadForMakeup to continue developing in updating and adapting the campaign strategy carried out, in strengthening the position of the MadForMakeup brand in the market. By maintaining flexibility in marketing strategies, campaigns can be more responsive to changing trends and changing market needs. This allows MadForMakeup to remain relevant and attractive to consumers, thereby strengthening its brand image in the minds of customers and expanding its market share.

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