

The graphic features a central white diamond shape with a thin white border, set against a light gray background. The background is decorated with four overlapping diamond shapes in the corners: yellow in the top-left and bottom-right, and blue in the top-right and bottom-left. The text 'IDE FEST' and '2020' is centered within the white diamond.

IDE FEST
2020

KETENTUAN



Pelaksanaan Idea Festival dilakukan pada pertemuan 12-14



Penilaian untuk Ideafest dilakukan oleh Juri eksternal (60%) dan internal (40%)



Penilaian meliputi:

Performance
Presentasi
Originalitas Ide
Village Overview
Brand Activation
Concept
Creative Strategy

Apakah Ideafest Itu?



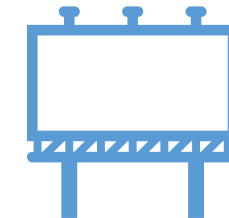
Ideafest adalah UAS dari mata kuliah
Aktivasi Merek



Setiap kelas di"posisikan" sebagai
konsultan dari brand (Village) yang dipilih



Teman2 harus membuat satu strategi
meng-"aktivasi" kembali merek brand
agar tercapai tujuan komunikasi merek



Tools yang anda gunakan adalah Tools
IMC (boleh advertising, Event, Sales
Promotion, Personal Selling, dll) yang
harus terdapat "engagement"

Outline Brand Activation Proposal:



1. Title



2. Background



3. City overview

- a. SWOT analysis (based on research)
- b. Competitor Review (based on research)
- c. Positioning (old)

4. Brand activation concept

a. Target audience (geographic, demographic, behaviour)

b. Unique Selling Point

c. New positioning

d. Tagline, logo and icon/mascot

e. IMC strategy

- Brand touch points

- Communication Objective

- Message

- Multisensory effect

f. Creative strategy

- Jingle (video and text)

- Video city branding

- Video brand activation concept

Etc. (optional)



Outline Brand Activation Proposal:



5. Closing statement



6. Reference (if any)



7. Appendix (photo, video scenes,
jingle, Maskotetc.)

VIDEO YANG HARUS DIPERSIAPKAN

- VILLAGE OVERVIEW
- KONSEP BRAND ACTIVATION
- JINGLE



Thank
you!

