

***PROPOSED INTEGRATED MARKETING COMMUNICATION STRATEGY TO
INCREASE CONSUMER-BASED BRAND EQUITY FOR LIFEBOUY SOAP***

**USULAN STRATEGI KOMUNIKASI PEMASARAN TERPADU UNTUK
MENINGKATKAN EKUITAS MEREK BERBASIS KONSUMEN UNTUK
SABUN LIFEBOUY**

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ABSTRACT

This research delves into the revitalization of Lifebuoy's consumer-based brand equity by developing and implementing a comprehensive integrated marketing communication (IMC) strategy. The study addresses the brand's declining equity by conducting a thorough analysis of its internal and external environments. A mixed-methods research approach, encompassing both quantitative and qualitative data collection techniques, was employed to gain a deeper understanding of consumer behavior, preferences, and the competitive landscape. Key findings from the research indicate that Lifebuoy operates in a highly competitive market, facing intense rivalry from established brands like Biore, Dettol, and Nuvo. Consumer behavior is primarily driven by hygiene concerns, skin health, and affordability, with a growing emphasis on additional benefits. Despite its strong brand equity, product quality, and innovative offerings, Lifebuoy faces challenges in maintaining its market leadership. To address these challenges and revitalize the brand, a comprehensive IMC strategy is proposed. This strategy leverages a multi-channel approach, incorporating advertising, sales promotion, public relations, digital marketing, online marketing, mobile marketing, direct marketing, and event marketing. By effectively implementing this strategy, Lifebuoy can strengthen its brand equity, increase market share, and solidify its position as a leading antibacterial soap brand.

Keywords: *Integrated Marketing Communication, Consumer-Based Brand Equity, Marketing Strategy.*

ABSTRAK

Penelitian ini mempelajari revitalisasi ekuitas merek Lifebuoy yang berbasis konsumen dengan mengembangkan dan menerapkan strategi komunikasi pemasaran terpadu (IMC) yang komprehensif. Penelitian ini membahas ekuitas merek yang menurun dengan melakukan analisis menyeluruh terhadap lingkungan internal dan eksternalnya. Pendekatan penelitian dengan metode campuran, yang mencakup teknik pengumpulan data kuantitatif dan kualitatif, digunakan untuk mendapatkan pemahaman yang lebih dalam tentang perilaku konsumen, preferensi, dan lanskap persaingan. Temuan utama dari penelitian ini menunjukkan bahwa Lifebuoy beroperasi di pasar yang sangat kompetitif, menghadapi persaingan yang ketat dari merek-merek yang sudah mapan seperti Biore, Dettol, dan Nuvo. Perilaku konsumen terutama didorong oleh masalah kebersihan, kesehatan kulit, dan keterjangkauan harga, dengan penekanan yang semakin besar pada manfaat tambahan. Terlepas dari ekuitas merek yang kuat, kualitas produk, dan penawaran inovatifnya, Lifebuoy menghadapi tantangan dalam mempertahankan kepemimpinan pasarnya. Untuk mengatasi tantangan-tantangan ini dan merevitalisasi merek, sebuah strategi IMC yang komprehensif diusulkan. Strategi ini memanfaatkan pendekatan multi-saluran, yang menggabungkan periklanan, promosi penjualan, hubungan masyarakat, pemasaran digital, pemasaran online, pemasaran mobile, pemasaran langsung, dan pemasaran acara. Dengan menerapkan strategi ini secara efektif, Lifebuoy dapat memperkuat ekuitas merek, meningkatkan pangsa pasar, dan memperkuat posisinya sebagai merek sabun antibakteri terkemuka.

Kata kunci: Komunikasi Pemasaran Terpadu, Ekuitas Merek Berbasis Konsumen, Strategi Pemasaran.

INTRODUCTION

Lifebuoy, a renowned household name in Indonesia, has long been synonymous with germ protection. However, recent trends indicate a decline in its consumer-based brand

equity (CBBE). This decline is primarily attributed to a weakening in perceived value and differentiation, as evidenced by the brand's performance in Kantar's Brand Power framework. (Consumer & Market Insights Unilever, 2023)

The challenges faced by Lifebuoy are multifaceted. A reduced focus on its core message of superior germ protection has eroded its historical strength. Additionally, the brand has struggled to keep pace with competitors who have introduced innovative products and targeted specific consumer segments. To address these issues, a comprehensive integrated marketing communication (IMC) strategy is essential to revitalize the brand and restore its position as a market leader.

This research aims to investigate the internal and external factors influencing Lifebuoy's brand equity and develop a robust IMC strategy to address these challenges. By understanding the brand's strengths, weaknesses, opportunities, and threats, and by analyzing consumer behavior and preferences, this study will propose an IMC strategy that effectively rekindles Lifebuoy's core message and amplifies its diverse product offerings.

The research will explore the following key questions:

1. What is the internal and external analysis of Lifebuoy Soap?
2. What is the proposed integrated marketing communication strategy to effectively rekindle Lifebuoy Soap's core message of superior germ protection (Meaningful) and amplify its diverse product offerings (Different)?
3. What is the implementation plan of the proposed integrated marketing communication strategy?

By answering these questions, this research seeks to provide actionable insights that can help Lifebuoy regain its lost brand equity and achieve sustainable growth.

LITERATURE REVIEW

Integrated Marketing Communication (IMC) is a strategic approach that involves coordinating various marketing communication channels to deliver a consistent and cohesive message to the target audience (Eagle et al., 2007). This integrated approach aims to create a unified brand image and enhance brand awareness, brand associations, and brand loyalty. Kotler and Keller (2016) outline the key elements of the marketing communication mix, including advertising, sales promotion, public relations, digital marketing, and personal selling. By effectively integrating these elements, organizations can maximize their marketing efforts and achieve their strategic objectives.

Consumer-based brand equity (CBBE) refers to the value that consumers associate with a brand (Pappu et al., 2005). It is influenced by factors such as brand awareness, brand associations, perceived quality, and brand loyalty. Atilgan et al. (2005) emphasize the importance of strategic brand management practices, including advertising and market orientation, in building and maintaining strong brand equity.

To develop effective marketing strategies, organizations must conduct a thorough analysis of their internal and external environments. External analysis frameworks, such as PESTLE, Porter's Five Forces, Customer and Competitor Analysis, help identify opportunities and threats in the market. By understanding the competitive landscape and consumer behavior, organizations can make informed decisions about their marketing mix. Internal analysis, on the other hand, focuses on assessing an organization's strengths, weaknesses, opportunities, and threats (SWOT). This analysis can be conducted using tools like the VRIO

framework, STP analysis, and Porter's Value Chain.

Strategic planning is a critical process that involves setting organizational goals, developing strategies to achieve those goals, and allocating resources effectively. Gürel (2017) highlights the importance of strategic planning in ensuring long-term success. By aligning internal capabilities with external opportunities, organizations can create sustainable competitive advantages. The SWOT matrix is a valuable tool for strategic planning, as it enables organizations to identify their strengths, weaknesses, opportunities, and threats and develop appropriate strategies to capitalize on strengths, mitigate weaknesses, seize opportunities, and avoid threats (King et al., 2023).

RESEARCH METHODOLOGY

This research will employ a mixed-methods research design, combining both quantitative and qualitative research approaches. This synergistic approach will provide a comprehensive and nuanced understanding of the research problem.

Semi-structured Interviews: In-depth interviews will be conducted with key informants from Unilever Indonesia to gather rich, contextual data on the company's internal operations, marketing strategies, and challenges. These interviews will be structured around a semi-structured interview guide, allowing for flexibility in exploring emerging themes.

Survey Questionnaire: A structured survey questionnaire will be administered to a sample of consumers to collect quantitative data on their perceptions, preferences, and behaviors related to Lifebuoy soap. The questionnaire will include a mix of closed-ended and open-ended questions, allowing for both quantitative and qualitative data collection.

Qualitative Data Analysis: Thematic analysis will be used to analyze the qualitative data collected from the interviews. This involves identifying patterns, themes, and categories within the data.

Quantitative Data Analysis: Descriptive statistics, such as mean, median, mode, and standard deviation, will be used to summarize the quantitative data. Cluster analysis will be used to identify distinct groups of consumers based on their characteristics and preferences.

Findings and Discussion

By examining the broader market dynamics and the brand's internal capabilities, this chapter aims to identify key opportunities and challenges. The analysis will culminate in the development of strategic recommendations aimed at strengthening Lifebuoy's consumer-based brand equity and addressing the research questions.

External Analysis

PESTLE Analysis.

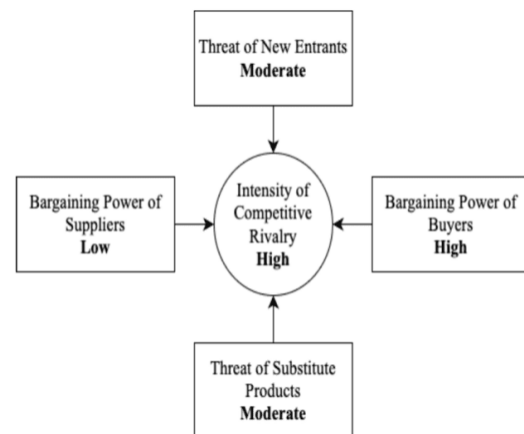
Politically, government regulations, particularly those related to product claims and packaging, significantly impact the brand. Additionally, government health campaigns can drive demand for antibacterial soaps. Economically, consumer price sensitivity and fluctuating raw material costs impact pricing strategies. Intense competition within the soap market necessitates careful pricing and product positioning. Economic downturns can further affect consumer purchasing power and demand for non-essential products.

Socially, consumer preferences are shifting towards products that offer both hygiene and skincare benefits. The rise of social media and influencer marketing has transformed consumer behavior and brand perception. Sustainability and ethical consumption are emerging as important factors for certain consumer segments. Technologically, e-commerce and digital marketing have become crucial channels for reaching consumers. Technological advancements in product formulation and packaging are driving innovation. However, the rapid pace of technological change presents both opportunities and challenges.

Legally, stringent regulations on product claims and packaging compliance impact product development and marketing. Legal risks associated with product safety and quality are significant. Environmentally, growing consumer

awareness of sustainability is driving demand for eco-friendly products. Balancing environmental concerns with affordability and product efficacy is a key challenge. The impact of climate change and resource scarcity may affect supply chains and raw material costs.

Porter's 5 Forces.



The soap market is characterized by a highly competitive landscape. Porter's Five Forces analysis reveals that while the threat of new entrants and substitutes is moderate, the bargaining power of buyers is high. This is due to the availability of numerous alternatives and the relatively low switching costs for consumers. Conversely, the bargaining power of suppliers is low, as there are multiple suppliers of raw materials and packaging.

However, the most significant force shaping the market is the intense competitive rivalry among existing players. This rivalry is driven by factors such as price competition, product differentiation, and market segmentation, leading to a dynamic and

challenging environment for companies like Lifebuoy.

Cu'stomer Analysis.

A comprehensive survey of 401 respondents was conducted to gain insights into consumer behavior and preferences. The sample primarily comprised young, employed women residing in the Jabodetabek area.

To ensure data quality and reliability, rigorous validity and reliability tests were conducted using IBM SPSS Statistics 29. The results indicated satisfactory reliability for both the Consumer Behavior and Marketing Mix constructs, with Cronbach's alpha coefficients exceeding the acceptable threshold of 0.50. However, two items related to showering frequency and competitor brand usage were deemed invalid and excluded from further analysis.

The research instrument employed a closed-ended questionnaire with a 5-point Likert scale to gather data on consumer behavior and marketing mix preferences. The questionnaire was divided into two primary variables: consumer behavior and marketing mix. The marketing mix variable was further segmented into four dimensions: product, price, place, and promotion. Data analysis involved calculating average scores for each element, enabling the ranking of their potential impact on consumer-based brand equity. Higher-ranked elements were

deemed more influential in contributing to brand equity.

Descriptive Statistics			
Items	Mean	Rank	Indicator
CB_7	4.55	1	Showers with liquid soap
CB_8	4.52	2	Handwashing with liquid soap
CB_6	4.09	3	Showers minimum 2x per day
CB_2	4.02	4	Prefer hygienic liquid soap
CB_3	3.56	5	Prefer beauty liquid soap
CB_1	3.34	6	Liquid soap purchase intensity
CB_9	3.22	7	Use Lifebuoy as liquid soap
CB_4	2.15	8	Money spent for liquid soap

The customer analysis revealed several key insights. Respondents prioritized hygiene and cleanliness, factors such as frequent bathing and handwashing, with a strong preference for liquid soap that offers both germ protection and skin benefits. As for the brands, respondents preferred Lifebuoy as their primary choice of liquid soap, highlighting the brand's strong market position. Price sensitivity was also a significant factor, with respondents indicating a willingness to purchase discounted products and a preference for affordable price ranges.

Descriptive Statistics			
Items	Mean	Rank	Indicator
MPROD_3	4.48	1	Choose liquid soap that cleans completely
MPROD_7	4.48	1	Choose liquid soap with freshness
MPROD_9	4.47	3	Choose liquid soap that protect from germs

Descriptive Statistics			
Items	Mean	Rank	Indicator
MPROD_6	4.38	4	Choose liquid soap that are fragrant
MPROD_8	4.38	4	Choose liquid soap that moisturizing
MPROD_4	4.34	6	Choose liquid soap that effectively nourishing
MPROD_10	4.26	7	Choose liquid soap for smooth skin
MPROD_2	4.16	8	Choose liquid soap that suitable for the whole family
MPROD_15	4.09	9	Choose liquid soap in large (500ml and 825ml) packaging
MPROD_5	3.92	10	Choose liquid soap for glowing skin
MPROD_1	3.86	11	Choose liquid soap with natural ingredients
MPROD_11	3.73	12	Choose liquid soap that recommended by doctors
MPROD_14	3.72	13	Choose liquid soap in medium (300ml and 400ml) packaging
MPROD_12	3.48	14	Importance of liquid soap packaging
MPROD_13	3.08	15	Choose liquid soap in small (100ml and 250ml) packaging

Descriptive Statistics			
Items	Mean	Rank	Indicator
MPRIC_2	4.10	1	Willingness to purchase discounted liquid soap
MPRIC_1	3.99	2	Importance of price for purchase decision
MPRIC_3	3.92	3	Willingness to purchase liquid soap with Rp18.500-Rp26.100

MPRIC_4	3.78	4	Willingness to purchase liquid soap with Rp29.500-Rp42.500
MPRIC_5	3.29	5	Willingness to purchase liquid soap with Rp49.500-Rp68.400

Descriptive Statistics			
Items	Mean	Rank	Indicator
MPLAC_1	3.9	1	Affordable store is important for purchase decision
MPLAC_4	3.84	2	Purchase liquid soap in Indomaret (Minimarket)
MPLAC_3	3.82	3	Purchase liquid soap in Alfamart (Minimarket)
MPLAC_6	3.47	4	Purchase liquid soap in Superindo (Supermarket)
MPLAC_10	3.45	5	Purchase liquid soap in Shopee (Ecommerce)
MPLAC_7	3.29	6	Purchase liquid soap in Hypermart (Hypermarket)
MPLAC_9	3.19	7	Purchase liquid soap in Tokopedia (Ecommerce)
MPLAC_5	3.10	8	Purchase liquid soap in Hero (Supermarket)
MPLAC_8	3.07	9	Purchase liquid soap in Transmart (Hypermarket)
MPLAC_11	2.85	10	Purchase liquid soap in TikTok (Social Commerce)
MPLAC_2	2.74	11	Purchase liquid soap in warung (General Trade)

Descriptive Statistics			
Items	Mean	Rank	Indicator
MPROM_1	4.11	1	Importance of promotion in

Descriptive Statistics			
Items	Mean	Rank	Indicator
			purchase decision
MPROM_17	4.06	2	Attracted by straightforward and simple ads
MPROM_15	4.03	3	Attracted by ads with storyline that tell products USP
MPROM_14	3.94	4	Influenced to purchase from friends/family review
MPROM_18	3.68	5	Attracted by demo ads that compare products
MPROM_16	3.55	6	Attracted by ads with storyline that is emotional
MPROM_13	3.35	7	Influenced to purchase from KOL review
MPROM_3	3.14	8	Influenced to purchase by ads on Instagram
MPROM_4	3.03	9	Influenced to purchase by ads on TikTok
MPROM_9	3.02	10	Influenced to purchase by ads on Google
MPROM_12	3.00	11	Influenced to purchase by ads on TV
MPROM_5	2.87	12	Influenced to purchase by ads on YouTube
MPROM_10	2.8	13	Influenced to purchase by ads on Billboard (OOH)
MPROM_6	2.72	14	Influenced to purchase by ads on News, Websites (Open internet)
MPROM_8	2.6	15	Influenced to purchase by ads on Streaming platform
MPROM_11	2.46	16	Influenced to purchase by ads on Radio
MPROM_2	2.36	17	Influenced to purchase by ads on Facebook
MPROM_7	2.33	18	Influenced to purchase by ads on Online gaming (Open internet)

Regarding the marketing mix, several factors were identified as key drivers of brand equity. In terms of product attributes, consumers valued refreshing and cleansing properties, as well as effective germ protection. In terms of pricing, consumers were price-sensitive and preferred discounts and affordable price ranges. Regarding distribution, the availability of liquid soap in affordable stores and minimarkets was crucial. Lastly, in terms of promotion, discounted prices, simple and straightforward advertisements, relatable storytelling, and word-of-mouth recommendations were found to be influential.

Final Cluster Centers		
Indicators	Cluster	
	1	2
CB_1	3,37	3,29
CB_2	4,10	3,89
CB_3	3,68	3,34
CB_4	2,17	2,11
CB_6	4,18	3,94
CB_7	4,53	4,58
CB_8	4,54	4,47
CB_9	3,46	2,79
MPROD_1	4,00	3,61
MPROD_2	4,37	3,79
MPROD_3	4,63	4,20
MPROD_4	4,52	4,01
MPROD_5	4,13	3,54
MPROD_6	4,51	4,14

Final Cluster Centers		
Indicators	Cluster	
	1	2
MPROD_7	4,63	4,20
MPROD_8	4,52	4,11
MPROD_9	4,63	4,18
MPROD_10	4,47	3,88
MPROD_11	3,98	3,27
MPROD_12	3,69	3,08
MPROD_13	3,20	2,86
MPROD_14	3,83	3,54
MPROD_15	4,08	4,12
MPRIC_1	4,12	3,75
MPRIC_2	4,20	3,94
MPRIC_3	4,01	3,75
MPRIC_4	3,88	3,61
MPRIC_5	3,28	3,31
MPLAC_1	4,09	3,54
MPLAC_2	2,97	2,32
MPLAC_3	4,03	3,44
MPLAC_4	4,06	3,44
MPLAC_5	3,48	2,40
MPLAC_6	3,74	2,98
MPLAC_7	3,62	2,70
MPLAC_8	3,44	2,39
MPLAC_9	3,43	2,75
MPLAC_10	3,70	2,99
MPLAC_11	3,17	2,25
MPROD_M_1	4,28	3,81
MPROD_M_2	2,73	1,70

Final Cluster Centers		
Indicators	Cluster	
	1	2
MPROD_M_3	3,51	2,45
MPROD_M_4	3,42	2,31
MPROD_M_5	3,29	2,11
MPROD_M_6	3,14	1,94
MPROD_M_7	2,69	1,68
MPROD_M_8	3,04	1,80
MPROD_M_9	3,40	2,34
MPROD_M_10	3,24	1,99
MPROD_M_11	2,83	1,77
MPROD_M_12	3,47	2,15
MPROD_M_13	3,69	2,72
MPROD_M_14	4,13	3,59
MPROD_M_15	4,17	3,78
MPROD_M_16	3,70	3,28
MPROD_M_17	4,13	3,94
MPROD_M_18	3,81	3,43

To gain deeper insights into consumer segments, cluster analysis was employed. The analysis identified two distinct segments:

Cluster 1: Savvy Shoppers

This segment comprises young, single females who are actively engaged in the liquid soap market. They exhibit a higher intensity of liquid soap purchases and are more likely to purchase from various channels. These consumers prioritize product attributes like hygiene, beauty, and natural ingredients, and are more

receptive to marketing efforts across multiple channels, including social media and influencer marketing.

Cluster 2: Practical Purchasers

This segment consists of young adult females who prioritize convenience and affordability. They tend to purchase liquid soap in bulk and are less influenced by marketing efforts. To effectively target this segment, Lifebuoy should focus on building a strong brand presence through consistent messaging and high-quality products. Prioritizing convenience by offering larger packaging sizes and competitive pricing can attract this segment.

Comparison Analysis

Cluster 1 Savvy Shoppers	Discerning consumers who are more engaged with the liquid soap market, influenced by marketing efforts, and prioritize product attributes and price affordability.
Cluster 2 Practical Purchasers	Less engaged consumers who are less influenced by marketing efforts, prioritize convenience and premium price, and are less likely to be swayed by specific product attributes.

Understanding these consumer segments is crucial for tailoring marketing strategies. For the "Savvy Shoppers," a multi-channel marketing approach incorporating digital and

traditional channels can effectively reach and engage this audience. Highlighting specific product attributes and offering a variety of price points and promotions can further appeal to their preferences. For the "Practical Purchasers," building a strong brand presence through consistent messaging and high-quality products is essential. Prioritizing convenience and affordability can attract this segment, and in-store promotions can effectively drive impulse purchases.

Competitor Analysis.

Brands Preference	Retail Value (%)	
Lifebuoy	36.1%	21.8
Bio-re	15.5%	2.2
Dettoil	10.7%	1.2
Nuvoil	8.2%	5

A competitive analysis was conducted to identify key competitors for Lifebuoy. Based on survey results and product similarity, Bio-re, Dettoil, and Nuvoil were selected as the primary competitors. This selection aligns with the findings of the Ministry of Health Republic of Indonesia and UNICEF (2022), which identified these brands as prominent players in the soap market.

4P Marketing Mix Competitors				
Brand	Product	Price	Place	Promotion

Lifebuoy	Core product: germ protection. Strong germ protection positioning, recent focus on care moisturizing properties. High-quality perception.	Premium pricing, price index strategy compared to competitors.	Wide distribution, strong brand presence across all channels.	Consistent media messaging focused on germ protection. Recent efforts to balance hygiene and beauty benefits. Consistent promotion and brand maintenance.
Bioire	Core product: beauty and skincare. Initially positioned as a beauty soap. Recent expansion into hygiene category with Bioire Guard.	Competitive pricing, often compared to Lifebuoy.	Wide distribution, strong presence in modern trade.	Focus on beauty benefits, recent efforts to emphasize hygiene.
Detto	Core product: hygiene and antiseptic. Strong hygiene positioning, often associated with anti-septic medical applications.	Premium pricing, smaller range of variants compared to competitors.	Wide distribution, strong presence in pharmacies.	Focus on medical-grade hygiene.
Nulvi	Core product: hygiene at a lower price point. Lower pricing, positioned as a more affordable option from Lifebuoy. Questionable product quality.	Aggressive low pricing, often used as a promotional tool.	Wide distribution, especially in traditional trade channels.	Less consistent media marketing, focus on affordability, often reactive to competitors.

Each of these competitors has established a strong market presence through distinct positioning and marketing strategies. Lifebuoy leverages its heritage and strong brand equity to maintain its leadership position. Bioire and Detto capitalize on premium positioning and

specialized product offerings. Nulvi, on the other hand, challenges the status quo with its affordable pricing and targeted marketing approach. Understanding the strengths and weaknesses of these competitors is crucial for Lifebuoy to maintain its competitive advantage and develop effective strategies to counter potential threats.

Internal Analysis

VRIO Analysis.

Resources	V	R	I	O	Impact
Strong Brand Equity	Yes	Yes	Yes	Yes	Sustained competitive advantage
Unique Product Formulations	Yes	Yes	Yes	Yes	Sustained competitive advantage
Extensive Distribution Network	Yes	No			Competitive parity
Global Innovation Capabilities	Yes	Yes	Yes	Yes	Sustained competitive advantage
Organizational Capabilities	Yes	No			Competitive parity

A VRIO analysis revealed that Lifebuoy possesses a strong sustained competitive advantage. The brand's strong brand equity, coupled with its focus on product quality and innovation, constitutes a valuable, rare, inimitable, and is well-organized resource.

Porter's Value Chain.

Lifebuoy's value chain analysis reveals a strong focus on efficiency, innovation, and customer satisfaction. Primary Activities

1. **Inbound Logistics:** Lifebuoy maintains strong supplier relationships and implements rigorous quality control measures to ensure timely and efficient supply chain operations.
2. **Operations:** The company's state-of-the-art manufacturing facilities and focus on quality control contribute to efficient and cost-effective production processes.
3. **Outbound Logistics:** A well-established distribution network and advanced logistics technologies enable timely and efficient delivery of products to retailers and consumers.
4. **Marketing and Sales:** Effective marketing campaigns and strong sales partnerships contribute to brand awareness, demand generation, and customer relationship building.
5. **Service:** While basic customer service is provided, there's potential to enhance customer satisfaction by offering additional value-added services.

Support Activities:

1. **Procurement:** Strong supplier relationships and efficient procurement processes contribute to cost-effectiveness and supply chain reliability.
2. **Technology Development:** Investment in research and development drives innovation and product improvement.
3. **Human Resource Management:** A strong focus on talent acquisition,

development, and retention ensures a skilled workforce.

4. **Firm Infrastructure:** A strong corporate culture, robust financial systems, and effective governance practices provide a solid foundation for the organization.

By effectively managing these primary and support activities, Lifebuoy can maintain its market leadership, deliver value to customers, and ensure long-term sustainability.

STP Analysis.

Lifebuoy		
S	T	P
Segmentation based on Product's Benefit.	Target Gender Male and Female, Age 18 to 54, Parents and Non-Parents.	Positioning has evolved from a primary focus on effective germ protection, trusted and endorsed by experts, to a broader platform emphasizing both hygiene and skincare benefits, leveraging consistent messaging and brand reinforcement to maintain its market leadership.
Core Hygiene: Consumers seeking basic hygiene and germ protection.	Primary Targeted Status is Families: Particularly mothers with children, who prioritize hygiene and health.	
Hygiene + Care: Consumers looking for additional skincare benefits with natural ingredients, such as moisturization and nourishment.	Target Affinity set based on product's benefit, to target Health-conscious individuals, Sports enthusiast, and Beauty enthusiast.	
Hygiene + Freshness: Consumers who prioritize long-lasting freshness, while still maintaining germ protection.		

Lifebuoy primarily employs a benefit segmentation strategy, targeting consumers seeking hygiene and

skincare benefits. The brand has further segmented its offerings within the hygiene segment into core hygiene, hygiene care, and hygiene fresh, catering to specific consumer needs.

Lifebuoy Soap Segmentation		
Core Hygiene	Hygiene + Care	Hygiene + Fresh
		

Initially focused on general hygiene, Lifebuoy has expanded its targeting to include more specific segments, such as families with children and health-conscious individuals. By creating a sense of community and leveraging affinity groups, Lifebuoy has effectively differentiated itself from competitors.

Lifebuoy's positioning is centered around hygiene and germ protection, reinforced by consistent messaging and advertising campaigns. To remain competitive, the brand has expanded its positioning to include additional benefits like skincare and freshness, as exemplified by the introduction of Lifebuoy Care. Additionally, Lifebuoy has adopted a value-based positioning strategy, emphasizing health and well-being.

By leveraging its unique formulation, strong brand image, and partnerships with healthcare professionals, Lifebuoy has successfully differentiated itself and established a strong market position. This strategic approach has enabled

Lifebuoy to maintain its leadership position in the personal care market.

Marketing Mix.

Lifebuoy Marketing Mix	
4P	Analysis
Product	<p>Diverse range of personal care products, in Antibacterial soaps has 3 product categories: Core Hygiene, Hygiene + Care, Hygiene + Fresh. Focuses on innovation and product development to cater to evolving consumer needs.</p> <p>Key product features include germ protection, skin nourishment, and freshness.</p>
Price	<p>Employs a competitive pricing strategy to ensure affordability and accessibility for a wide range of consumers.</p> <p>Balances premium pricing for its high quality products with competitive pricing for its core offerings.</p>
Place	<p>Multi-channel distribution strategy, including traditional retail outlets, modern trade, and e-commerce. The brand ensures widespread availability through a strong distribution network and strategic partnerships with retailers.</p>
Promotion	<p>Mass media advertising, digital marketing, and influencer partnerships.</p> <p>The brand focuses on creating awareness, building brand loyalty, and driving sales through compelling messaging and engaging campaigns.</p>

Product: Lifebuoy's product strategy focuses on innovation and diversification, catering to evolving consumer needs. The brand balances its core proposition of germ protection with new product attributes like moisturization, nourishment, and freshness. The introduction of product lines like "Hygiene + Care" and "Hygiene + Fresh" demonstrates

Lifebuly's adaptability to changing consumer preferences and its commitment to providing solutions for various skin types and concerns.

Price: Lifebuly employs a value-based pricing strategy, balancing price with perceived value. The brand maintains a specific price differential relative to competitors to ensure premium positioning. Competitive intensity and consumer price sensitivity influence pricing decisions, with a focus on price parity and promotional activities to stimulate demand.

Place: Lifebuly has a strong distribution network that includes both traditional and modern trade channels. The brand leverages a multi-channel approach, encompassing general trade outlets, supermarkets, hypermarkets, convenience stores, and e-commerce platforms. This omnichannel strategy ensures wide product availability and caters to diverse consumer preferences.

Promotion: Lifebuly's promotional strategy is a mix of mass media advertising, digital marketing, and influencer partnerships. Television advertising remains a significant channel for reaching a broad audience, while digital platforms like social media are used to engage with younger consumers. Influencer marketing is leveraged to build credibility and reach specific target segments. Additionally, in-store promotions, sampling, and contest programs are used to drive sales and foster brand loyalty.

5. Solution and Proposed Implementation Plan

This section will present a strategic framework to revitalize Lifebuly's brand equity. By analyzing the brand's strengths, weaknesses, opportunities, and threats, we will identify key areas for improvement. The proposed integrated marketing communication strategies will focus on strengthening the brand's core message of superior germ protection and highlighting its diverse product offerings. A detailed implementation plan will outline the steps necessary to execute these strategies effectively.

SWOT Matrix

A SWOT analysis revealed several strategic opportunities and challenges for Lifebuly. To capitalize on its strengths and address its weaknesses, the following strategies are proposed.

Leveraging Strengths and Opportunities:

- **Product Innovation:** By leveraging its strong brand equity and innovation capabilities, Lifebuly can introduce innovative, sustainable products like natural and organic formulations to tap into growing consumer demand.
- **Digital Transformation:** Investing in digital marketing, social media, and e-commerce can enhance brand visibility, customer engagement, and market reach.

Mitigating Weaknesses and Seizing Opportunities:

- **Brand Repositioning:** To address price sensitivity, Lifebuly can

reposition itself as a premium brand, emphasizing unique benefits and justifying premium pricing.

- **Crisis Management:** Developing robust crisis management plans can help mitigate the impact of potential crises and protect the brand's reputation.

Leveraging Strengths to Mitigate Threats:

- **Competitive Advantage:** By investing in research and development and effective marketing, Lifebuoy can maintain a competitive edge and differentiate itself from competitors.
- **Supply Chain Optimization:** Optimizing the supply chain can help mitigate the impact of fluctuating raw material costs and improve operational efficiency.

Addressing Weaknesses and Avoiding Threats:

- **Cost Reduction:** Implementing cost-cutting measures can help address price sensitivity and economic downturns.
- **Regulatory Compliance:** Investing in robust compliance systems and processes can help mitigate the risk of regulatory violations. By effectively implementing these strategies, Lifebuoy can strengthen its brand equity, increase market share, and maintain its position as a leading antibacterial soap brand.

Integrated Marketing Communication Strategy

Drawing on our analysis of Lifebuoy's internal and external

environments, this section outlines an integrated marketing communication (IMC) strategy aimed at revitalizing the brand. The strategy focuses on two key objectives:

- **Strengthening the core message:** By leveraging impactful and personalized media touchpoints, we aim to reinforce Lifebuoy's core message of superior germ protection, thereby boosting the "Meaningful" index.
- **Driving differentiation:** Through innovative and strategic campaigns, we will leverage Lifebuoy's unique value proposition and diverse product line to increase the "Different" index.

This integrated approach will combine various communication channels to effectively engage target audiences, enhance brand equity, and ultimately strengthen Lifebuoy's consumer-based brand equity.

Brand Messages.

Lifebuoy's core brand message centers on its powerful germ-protection properties, positioning itself as a guardian of family health and well-being. While maintaining this core message, the brand has expanded its value proposition to include skin care benefits, incorporating natural ingredients into its product line.

Lifebuoy Soap Brand Voice			
Hero SKU	Total 10 Multivitamins in	Tin Zaitun	Lemon Fresh
Category	Hygiene	Hygiene + Care	Hygiene + Freshness

Brand Messages	100% stronger against dangerous germs	100% stronger against germs, thoroughly clean while leaving your skin feeling soft and moisturized.	100% stronger against germs and 12-hour freshness.

Lifebu^oly's product portfolio is segmented into three categories: Core Hygiene, Hygiene + Freshness, and Hygiene + Care. Each category targets specific consumer needs, from basic germ protection to advanced skincare. Despite this diversification, Lifebu^oly consistently reinforces its core message of superior germ protection across all product lines, highlighting its unique selling proposition.

Target Audience Segmentation.

A cluster analysis identified two primary target segments for Lifebu^oly: Savvy Shoppers and Practical Purchasers.

Audience Segmentation			
Segment	Description	Demographics	Psychographics
Cluster 1 Savvy Shoppers	Discerning Consumers	Primarily young single females, aged 18-24.	Active engagement in the liquid soap market, price-sensitive, influenced by marketing efforts, and prioritizes product attributes like hygiene, beauty, and natural ingredients.
Cluster 2 Practical Purchasers	Less Engaged Consumers	Primarily single, young adult females, aged 25-34.	Less price-sensitive, prioritizes convenience and product's value, and is less influenced by marketing efforts.

Savvy Shoppers are actively engaged in the liquid soap market and prioritize product attributes like hygiene, beauty, and natural ingredients. To effectively reach this segment, Lifebu^oly should leverage digital marketing, influencer partnerships, product innovation, and experiential marketing.

Practical Purchasers are less engaged and prioritize affordability and convenience. A simplified messaging approach, mass media advertising, in-store promotions, and value-based messaging are key strategies to effectively reach and influence this segment.

By tailoring marketing strategies to the specific needs and preferences of these segments, Lifebu^oly can enhance brand engagement, drive sales, and strengthen its market position.

Marketing Communication Elements.

A comprehensive marketing communication strategy requires a multifaceted approach that leverages various channels to effectively engage target audiences. As outlined by Kotler and Keller (2016), the marketing communication mix comprises advertising, sales promotions, events, public relations, online marketing, social media, mobile marketing, direct marketing, and personal selling. By strategically integrating these elements, Lifebu^oly can maximize its communication impact and achieve its marketing objectives.

Lifebuoy IMC Plan	
Elements	Channel
Advertising	TV Digital Online Video Digital SEM Digital OOH Fake OOH CGI
Sales Promotion	Discount Coupons Free Sampling POSM
Events and Experience	Sponsor: Sport, Event, Festival Brand-related Workshops Pop-up shops
Public Relations and Publicity	Press Release CSR
Online Marketing and Social Media	Social Media Ads Content Marketing Influencer Marketing
Mobile Marketing	SMS Marketing Mobile Ads Proximity Targeting Packaging QR Code
Direct Marketing	Online Advertising with Contextual Targeting
Personal Selling	Product Demo & Sales Presentation Customer Servicing

Advertising:

Building upon the established brand leadership in antibacterial soap, Lifebuoy's communication strategy proposes a multifaceted approach utilizing various channels to target both Savvy Shoppers and Practical Purchasers (Kotler & Keller, 2016).

Television (TV):

- **Maintaining Brand Salience:** Lifebuoy will leverage consistent 30-second commercials during prime-time TV to maintain brand salience and dominate ad breaks.

- **Targeting WHH Demographic:** Targeting the "Women Headed Household" (WHH) demographic with a "4+ frequency" strategy ensures efficient coverage while avoiding ad fatigue (Mindshare data).

- **Elevating Share of Voice (SOV):** Strategic Digital Brand Integration (DBI) placements during relevant programs (e.g., handwashing scenes, showering sequences) will further solidify brand presence and elevate SOV.

- **Targeted Messaging:** DBIs will feature visually appealing creatives with clear calls to action, promoting proper hygiene practices and Lifebuoy products.

Digital Online Video:

- **Reaching Savvy Shoppers & Practical Purchasers:** To reach both target segments, Lifebuoy will amplify its message through a balanced media mix of YouTube and Programmatic advertising.

- **Dominating YouTube:** Investing in skippable and unskippable ads across both horizontal and vertical formats ensures audience engagement on YouTube's vast platform.

- **Programmatic Expansion:** Programmatic advertising allows Lifebuoy to connect with its target audience across a wider range of digital platforms.

Digital Search Engine Marketing (SEM):

- Year-Round Strategy: Maintaining a year-round SEM strategy helps capture search queries throughout the marketing funnel.
- Keyword Targeting:
 - Awareness Stage: Affinity keywords related to health, sports, and beauty (e.g., "eczema," "flu singapore") and existing health articles on Lifebuology's website.
 - Consideration Stage: Product-benefit keywords (e.g., "antibacterial properties," "soap for dry skin") and product page keywords.
 - Purchase Stage: Branded keywords (e.g., "blue lifebuology," "lifebuology multivitamin") to solidify search dominance.

Digital Out-of-Home (DOOH):

- Reaching Mass Audiences: While traditional OOH might not be the first preference, strategically placed Digital OOH (DOOH) can effectively reach mass audiences.
- High-Traffic Locations: Prioritizing locations relevant to hygiene, such as hospitals, cafeterias, and parks, maximizes exposure to receptive audiences.
- Interactive Elements: Gamified DOOH campaigns will capture the attention of savvy shoppers while raising awareness among practical purchasers.

Fake Out-of-Home with CGI (FOOH CGI):

- Targeting Savvy Shoppers: Lifebuology will employ FOOH CGI with hyper-realistic visuals to promote its moisturizing benefits and Hygiene + Care proposition.
- Social Media Buzz: These captivating 3D installations will generate buzz and drive social media engagement by blurring the lines between reality and digital manipulation.
- Targeted Meta & TikTok Ads: Amplifying the campaign reach and viral potential through targeted ads on Meta and TikTok platforms.

By strategically integrating these communication channels, Lifebuology can effectively engage its target audience segments, strengthen brand equity, and maintain its market dominance in Indonesia.

Sales Promotion:

Discount Strategies:

To stimulate demand and capitalize on its "100% stronger against dangerous germs" message, Lifebuology can implement targeted discount strategies;

- Practical Purchasers: Value-based discounts, such as bundled deals or promotions on larger packaging sizes, can effectively incentivize purchases within this segment.
- Savvy Shoppers: Price reductions, like Buy One Get One (BOGO) offers, can appeal to their price sensitivity and drive purchase intent.

Coupling:

Offering coupons with compelling incentives, such as gift vouchers or exclusive merchandise, can drive brand loyalty among Savvy Shoppers. These promotions should be strategically timed to coincide with peak shopping seasons or new product launches.

Free Sampling:

Distributing free samples through various channels, including in-store placements, events, and CSR initiatives, can effectively demonstrate the product's benefits and encourage trial, particularly among practical purchasers.

Point-of-Sale Materials (POSM):

Eye-catching and informative POSM, such as wobblers, end-goñdola displays, and designated discount zones, can capture the attention of practical purchasers and drive impulse purchases. By strategically placing these materials near handwashing stations, Lifebuoy can effectively reinforce its "100% stronger against dangerous germs" message.

Event and Experience:

Experiential marketing (Gómez-Suárez & Yagüe, 2021) allows brands to create memorable and engaging experiences. Lifebuoy can capitalize on this strategy to strengthen its brand connection with consumers.

Sponsored Events and Workshops:

- **Sporting Events:** By sponsoring sports events and hosting interactive booths, Lifebuoy can associate its

brand with energy, health, and active lifestyles.

- **Music Festivals:** Creating immersive experiences, such as the "Coñol Doñwn Challenge," can generate buzz and encourage product trials.
- **Thematic Workshops:** Organizing workshops tailored to specific target segments, such as pre-breakfasting meal gatherings for Muslim consumers or skincare workshops for working women, can foster brand loyalty.

Pop-up Shops:

- **Mobile Van Experience:** A mobile pop-up shop can reach a wider audience and provide a unique brand experience.
- **Interactive Elements:** Features like vending machines, LED screens, and handwashing stations can enhance customer engagement.
- **Digital Amplification:** Leveraging digital channels to promote the pop-up shop and generate buzz can further increase its impact.

By implementing these experiential marketing strategies, Lifebuoy can effectively engage its target audience, reinforce its brand message, and drive sales.

Public Relations and Publicity:

Effective public relations can help build brand reputation, foster stakeholder engagement, and manage brand image.

Press Releases:

By sharing newsworthy information through strategic media partnerships, Lifebuoy can amplify its

core message and generate positive media coverage. Collaborating with influential digital publishers and health publications can help reach a wider audience and position Lifebuoy as a trusted source of health information.

Corporate Social Responsibility (CSR):

- **Lifebuoy Goes to School:** This program promotes handwashing and hygiene education among children, aligning with Lifebuoy's core message of germ protection.
- **Dokter Kecil:** By nurturing young health ambassadors, Lifebuoy reinforces its commitment to community health and education.
- **Pesantren Sehat Lifebuoy:** This initiative targets Muslim communities, emphasizing the importance of handwashing in line with religious practices.

These CSR initiatives not only enhance brand reputation but also contribute to positive societal impact. By associating itself with these initiatives, Lifebuoy can strengthen its brand image and build trust among consumers.

Online Marketing and Social Media:

The digital landscape has revolutionized the way brands connect with consumers. Lifebuoy can effectively leverage online marketing and social media to amplify its "100% stronger against dangerous germs" message.

Social Media Advertising:

- **Meta Platforms:** By leveraging Facebook and Instagram's targeted advertising capabilities, Lifebuoy can reach specific audience segments, from savvy shoppers to practical purchasers.
- **TikTok:** This platform's short-form video format is ideal for engaging younger audiences. Lifebuoy can create captivating content that showcases the product's benefits and generates user-generated content.

Content Marketing:

- **Trend-Jacking:** Aligning brand messaging with current trends can help Lifebuoy gain visibility and relevance.
- **Authentic Storytelling:** Sharing behind-the-scenes content and brand stories can build trust and foster deeper connections with consumers.
- **The "SIAGA" Podcast:** This podcast can be used to educate consumers about health and hygiene, reinforcing Lifebuoy's brand positioning.

Influencer Marketing:

- **Authentic Partnerships:** Collaborating with relevant influencers can help Lifebuoy reach its target audience and generate authentic brand endorsements.
- **Creative Content:** Encouraging influencers to create engaging content, such as product reviews and tutorials, can drive brand awareness and purchase intent.
- **Leveraging KOLs:** Partnering with high-profile influencers like the Raffi Ahmad & Nagita Slavina family

can amplify brand reach and generate viral content.

By effectively utilizing these digital marketing strategies, Lifebuōy can strengthen its brand image, drive consumer engagement, and ultimately increase sales.

Mobile Marketing:

SMS Marketing:

SMS marketing offers a direct and effective way to reach both Savvy Shoppers and Practical Purchasers.

- Targeted Promotions: Personalized SMS offers, such as exclusive discounts and limited-time deals, can incentivize immediate purchases among Savvy Shoppers.
- Localized Promotions: SMS can be used to communicate localized promotions and bundle deals to Practical Purchasers, encouraging them to make purchases at nearby stores.
- Social Impact Messaging: Leveraging SMS to promote initiatives like the "H for Handwashing" campaign can strengthen Lifebuōy's brand image and foster positive consumer sentiment.

Mobile Advertising

- Lock Screen Ads: Time-targeted mobile lock screen ads can effectively reach users during critical hygiene moments, reinforcing the importance of handwashing with Lifebuōy.
- Push Notifications: Personalized push notifications can deliver timely reminders and promote special

offers, driving engagement and purchase intent.

Proximity Targeting

By leveraging location-based technologies, Lifebuōy can deliver targeted messages to consumers at relevant locations:

- Retail Stores: Prompting purchases when consumers are near stores.
- Public Spaces: Offering relevant product information and promotions based on the location (e.g., promoting moisturizing soap in dry climates).

QR Code Integration

QR codes can be integrated into product packaging to offer additional value:

- Exclusive Offers: Providing access to exclusive discounts, coupons, or online content.
- Health Information: Linking to health-related content or providing access to telehealth services.

By effectively utilizing these mobile marketing strategies, Lifebuōy can strengthen its brand connection with consumers, drive sales, and reinforce its position as a leading personal hygiene brand.

Direct Marketing:

Direct marketing, characterized by direct communication with targeted consumers, is a powerful tool for promoting products and services. Contextual targeting, as defined by Lee & Lee (2012), allows advertisers to place ads within relevant content, enhancing their effectiveness.

Contextual Targeting for Lifebuoy:

Lifebuoy can leverage contextual targeting to deliver highly relevant ads to its target audience. By placing ads within content related to health, hygiene, and well-being, Lifebuoy can effectively communicate its "100% stronger against dangerous germs" message. This approach ensures that the brand's message reaches the most receptive audience, maximizing engagement and impact.

To further enhance the effectiveness of its direct marketing efforts, Lifebuoy can employ "owning the moment" strategies. This involves placing ads in specific online environments that align with consumer needs and behaviors. For instance, during Ramadan, Lifebuoy can deliver targeted ads featuring iftar dishes to specific geographic locations, creating a sense of relevance and urgency.

By strategically utilizing contextual targeting, Lifebuoy can deliver personalized and timely messages to its target audience, ultimately driving brand awareness, purchase intent, and customer loyalty.

Personal Selling:

Personal Selling and Product Demonstrations:

Personal selling plays a crucial role in influencing purchase decisions, especially among practical purchasers. By leveraging effective sales presentations and product demonstrations, Lifebuoy can

showcase the unique benefits of its products and drive sales.

- **In-Store Demonstrations:** Skilled sales representatives can demonstrate the product's efficacy, highlighting its "100% stronger against dangerous germs" message.
- **Online Demonstrations:** Engaging product demonstration videos by influencers and key opinion leaders can reach a wider audience and showcase the product's benefits.

Customer Service:

Exceptional customer service is essential for building long-term relationships with customers. Lifebuoy should continue to provide robust customer support through various channels, such as phone, email, and social media. By addressing customer inquiries promptly and effectively, the brand can enhance customer satisfaction and loyalty.

Proposed Implementation Plan.

Lifebuoy's media plan is designed to ensure consistent brand presence and timely responsiveness to market trends. A combination of continuous and seasonal campaigns is employed to maximize brand visibility and drive consumer engagement.

Activity	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr
Advertising												
TV												
Radio												
Print												
Outdoor												
Digital												
Social Media												
Direct Mail												
Email												
Mobile												
Sales and Promotion												
Sales Promotions												
Discounts												
Free Samples												
Customer Service												
Phone												
Email												
Social Media												
Direct Mail												
Mobile												
TV												
Radio												
Print												
Outdoor												
Digital												
Social Media												
Direct Mail												
Email												
Mobile												
Sales and Promotion												
Sales Promotions												
Discounts												
Free Samples												
Customer Service												
Phone												
Email												
Social Media												
Direct Mail												
Mobile												

Continual Campaigns:

- Traditional Media: Television advertising, a cornerstone of the strategy, reinforces the "100% stronger against dangerous germs" message.
- Digital Marketing: Online video, social media advertising, content marketing, and search engine marketing are used to engage with digital-savvy consumers.
- In-Store Marketing: Point-of-sale materials and product demonstrations drive impulse purchases and enhance brand visibility.
- Mobile Marketing: SMS marketing, mobile advertising, and QR code integration are used to reach consumers on their mobile devices.

Seasonal Campaigns:

- Digital Out-of-Home (DOOH): Leveraging DOOH during festive seasons and other relevant occasions can amplify brand visibility and drive seasonal sales.
- Innovative Techniques: Employing techniques like Fake OOH with CGI can create impactful and memorable campaigns.
- Time-Limited Promotions: Flash sales and coupon offers can stimulate demand and drive immediate sales.
- Event Marketing
 - Global Handwashing Day: Participating in this global event allows Lifebuoy to reinforce its commitment to public health.

- Pop-up Shops: Creating immersive brand experiences can engage consumers and drive product trials.
- Public Relations
 - Press Releases: Sharing news and updates with the media can help generate positive publicity and brand awareness.
 - CSR Initiatives: Engaging in social responsibility initiatives can enhance brand reputation and build positive consumer sentiment.

By strategically combining these marketing tactics, Lifebuoy can effectively communicate its brand message, drive consumer engagement, and maintain its leadership position in the antibacterial soap market.

CONCLUSION AND RECOMMENDATION

By examining the broader market dynamics and the brand's internal capabilities, this chapter aims to identify key opportunities and challenges. The analysis will culminate in the development of strategic recommendations aimed at strengthening Lifebuoy's consumer-based brand equity and addressing the research questions.

Conclusion

This research has provided a comprehensive analysis of Lifebuoy's market position and developed a robust integrated marketing communication (IMC) strategy. By leveraging a mixed-methods approach,

the study gained valuable insights into consumer behavior, brand perception, and market dynamics.

Lifebuology operates in a competitive market influenced by various external factors. The brand's strong market position is underpinned by its internal strengths, including its brand equity, product quality, and innovative capabilities. The segmentation strategy, targeting both Savvy Shoppers and Practical Purchasers, allows Lifebuology to tailor its marketing efforts to specific consumer needs.

The proposed IMC strategy aims to rekindle Lifebuology's core message of superior germ protection and amplify its diverse product offerings. This strategy integrates various marketing channels, including advertising, sales promotion, public relations, digital marketing, event marketing, mobile marketing, direct marketing, and personal selling.

By effectively implementing this comprehensive IMC strategy, Lifebuology can strengthen its brand equity, drive consumer engagement, and maintain its leadership position in the antibacterial soap market.

Recommendation

The research has provided valuable insights into Lifebuology's marketing strategy and identified key opportunities for improvement. However, it is important to acknowledge certain limitations. The focus on a specific age group limits

the generalizability of the findings. Additionally, the research's focus on Lifebuology soap restricts comparisons to other antibacterial soap brands, potentially limiting the scope of strategic recommendations. Furthermore, the cost implications of the proposed strategies have not been extensively explored.

To build upon these findings, future research could consider expanding the target audience to include a wider age range and explore the preferences of non-Lifebuology users. A comparative analysis of marketing strategies across different antibacterial soap brands could provide valuable insights into industry best practices. Furthermore, a detailed cost-benefit analysis of the proposed strategies would enable a more comprehensive evaluation of their potential impact.

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