

Building brand image through celebrity endorsement in digital platform: A case study of Andien Aisyah as Cetaphil Indonesia's brand ambassador

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Abstract

Building a strong image is one of a mandatory task that every brand should work with. Some company often used public figures or celebrities to represent their brand or product. The company believes that the popularity and image of this celebrity could improve the marketing activity of a brand to the public. Cetaphil is one of the new brands in Indonesia that use this strategy to promoting their brand in order to gain awareness and build a strong brand image of their products. Andien Aisyah, a singer, and public figure have been introduced as Cetaphil Indonesia's Brand Ambassador and has been actively promoting Cetaphil in her digital platform, as well as Cetaphil promoting Andien as their representative. The facts that digital platform is more likely to be accessible in everywhere and anytime made people consume more digital content on a daily basis through their technology devices. Cetaphil also using the digital platform to reach their audience and to build their brand image. The company usually post their profiles and other data concerning the activities of their organizations, including their recent marketing activity on how they promoting their brand image on the website, their social media, and publish some updated news in online media that could be accessed on the internet by anybody. This research focuses on Cetaphil's strategy of using Andien as their brand ambassador and how they maximize their digital platform to build their brand image. The aim of this research is to explore the strategy of using celebrity endorsement on the digital platform and how this strategy could build the brand image of Cetaphil Indonesia. This research uses the qualitative approach and use observation as its method of data collection.

Keywords: Celebrity endorsement; brand image; digital marketing; social media; marketing communication;

1. Introduction

The current development of skin care industry in Indonesia is undeniable in which Indonesia has its own position in the development of beauty and personal care industry that is very popular among women. As cited from a report entitled *The Future of Skin Care: Game-changing Trends and Influencers* from Euromonitor International in 2015, Indonesia will follow China's lead and become the major market for this industry along with India in 2019. Indonesia is predicted to be the second largest contributor replacing United States and generate a total market worth more than US\$ 2 billion in 2019 (Euromonitor, 2015).

The development of skin care industry in Indonesia can be identified from the appearance of various new brands. One of them is Cetaphil by PT Galderma Indonesia Healthcare. Cetaphil is not a new player in this industry. However, the official appearance of this brand in Indonesia is just started in mid-2015. Since then, Cetaphil actively competes with the other brands in this industry by using various marketing strategies to build a strong brand image in order to attract the customer's attention and reach the main position.

A successful brand is a product, service, person or place that can be identified, and, in some way, can be related to the customer, or uniquely fit to the customer's need (Chernatony & McDonald, 1998). The brand itself is a unique name or symbol (such as a logo, trademark or packaging design) intended to distinguish a

product or service of a seller from another seller's as well as its competitors. A brand can indicate the source of the products for the customers and defends the customer and producer from competitors that attempt to produce identical product (Aaker, 1991).

Brand image itself is a public perception towards a product. It includes how the public thinks about the product and imagines how the product is going to be in the future (Temporal, 2000). Brand image is not limited to logos that identify a business, product or a service, but it is also a collection of associations established by the customers based on every interaction they have with the brand (Thimothy, 2016). A unique brand image can build a relationship and facilitate rational and emotional relationships between the customers and the company or the products and services (Knapp, 2000).

According to the previous studies, it can be concluded that there are at least five main points which influence and shape brand image, i.e. brand identity, brand personality, brand association, brand behavior & attitude, and brand competence & benefit (Wijaya, 2012). Brand identity refers to physical or tangible identity, which is related to the brand or product so the customers will find it easier to distinguish the brand with another brand. It includes color, sound, aroma, packaging, location, company's identity, slogan, etc. Brand personality refers to the unique character of the brand, which has human-like characteristics so that the customer can distinguish the brand with the other brands in the same category. It includes characteristics such as rigid, warm, friendly, dynamic, creative, independent, etc (Wijaya, 2013).

Brand association refers to specific issues which are always associated with the brand such as an attractive offer from a product, conducted or consistently ongoing activities for instance: sponsorship or social responsibility activities, or issues related to brand, or person, company owner, and symbol or certain sense that are closely related to the brand. Brand behavior & attitude refers to the attitude of the brand in communicating and interacting with the customers to offer the benefits or values of the brand. It includes all values, benefits, and different competitions offered by the brand in solving the customer's problems. It enables the customers to achieve the benefit by necessity, and their desires can be met by the offers from the brand (Wijaya, 2013).

Building a strong brand image and attracting customers are not easy tasks. One of the challenges is making the brand be prominent for the customers compared to the other brands in the same industry. One of the strategies used by Cetaphil to stand out its differences in the beauty and personal care industry is by using celebrity endorsement. According to Friedman & Friedman (1979), celebrity refers to individuals who are widely known by the public because of their achievements in various areas (it can be an actor, sport figure, entertainer, etc.). Endorsement is one of brand communication channels where a celebrity acts as spokesperson and verifies the claim and position of the brand by relating it to the popularity, status, and expertise possessed by the celebrity in the related fields.

In the market consisted of various local and international brands, celebrity endorsement can provide a differentiation which distinguish a brand with the other (Mukherjee, 2009). A celebrity can be a part of brand association. Hence, when the customers think about that celebrity, they will automatically consider the endorsed brand and vice versa (Till, 1998; Till & Shimp, 1998). Furthermore, the celebrity can also be the opinion leader, which is able to change and shape the perception of the customers towards a product (Foong & Yazdanifard, 2014).

The celebrities can be opinion leaders because they possess a great influence on their fans. The fans have the potential to mimic the celebrity as form of admiration. In this digital era, it happens towards the young generation who has access to social media such as Twitter, Facebook and Instagram which allow them to easily follow their favorite celebrities (Poo & Chia, 2009). The current development of digital platform makes social media not only becoming a platform used by celebrities to inform their latest activities to their fans, but also become a place where they can share opinions thought for mass media (Foong & Yazdanifard, 2014).

The rapid development of digital technology in Indonesia makes digital platform very popular in promotional activities in this modern era. According to the report from GetCraft in Indonesia's Digital and Content Marketing Report 2017, Indonesia has reached 40% social media penetration rate with a population of more than 260 million. Indonesia with 132.7 million internet users and 97.4% of them use it to access social media, provides an opportunity for companies to conduct promotional activities and reach the customers through digital platform (GetCraft, 2017).

Realized the growth of digital platform, Cetaphil also actively involved in running the celebrity endorsement strategy through digital platform. Cetaphil Indonesia took Andien Aisyah as the brand ambassador to help shaping the brand image of Cetaphil towards public especially in digital platform. This study examined the strategy of choosing Andien Aisyah as the brand ambassador by Cetaphil Indonesia and how Cetaphil Indonesia can maximize their digital platform and run the strategy to build its brand image.

2. Method

This study used qualitative approach and descriptive analysis to analyze the data. Qualitative study is the result of qualitative analysis by referring to procedures or determined elements as a scientific study (Ardianto, 2011). In a qualitative study, the researcher will be fully involved in the study because it uses participation observation as one of data collection techniques (Ardianto, 2011). Descriptive analysis is used to describe the status of a group, object, condition, concept, or event in order to give systematic, factual, and accurate description from the occurred phenomena (Nazir, 1988). Descriptive analysis method is also used for describing and analyzing the result of the study but is not used for making a broader conclusion (Sugiyono, 2005).

According to Kriyanto in Ardianto (2011), data collection technique in qualitative study consists of in-depth interview, field observation, focus group discussion, and case study. However, in this study, the researcher only used some techniques such as in-depth interview, field observation as the primary data, and literature study as a secondary data collection technique. This study was conducted with in-depth interview with the interviewees. Then, the interview results were analyzed by correlating them with the concepts related to the discussion of the study.

3. Result & Discussion

Being under PT Galderma Indonesia Healthcare, which is a part of Nestle Skin Health, Cetaphil Indonesia is one of the brands that provide various types of skin care products. The main products of Cetaphil are the famous facial and body cleansers, Gentle Skin Cleansers, which has been known for its original formula that contains natural ingredients and safe even for sensitive skin. Cetaphil Indonesia also has 3 steps skin regime, which consist of cleansing with Cetaphil Gentle Skin Cleanser, moisturizing with Cetaphil Daily Advance Ultra Hydrating Lotion, and protecting with Cetaphil Daily Facial Moisturizer SPF 15.

Galderma itself is a dermatology company that provides innovative medical solutions to meet the customers' skin health needs. Established in 1981, Galderma is a company that committed to consistently provide innovative medical solution to meet the need of skin care while providing professional health service worldwide. More than 30 years, Galderma focuses on providing innovative medical solution for skin problem such as acne, rosacea (red spot), psoriasis (red inflammation), other skin problems caused by steroid, onychomycosis (fungus infection in the nails), pigment disorder skin, skin cancer, as well as treatment and repair solution for skin aging.

In April 2017, Cetaphil Indonesia announced Andien Aisyah as the brand ambassador of Cetaphil Indonesia through a press conference, "Ahli Kulit Sehat" in Avec Moi, Jakarta. Andien Aisyah is a singer, role model, fashion icon, and philanthropist who have started her career since 14 years old. Starting her career as a singer, Andien has collaborated with various leading international singers such as Bob James, Jammin Zeb, Griffith Fran, and Jeff Lorber.



Figure 1. Cetaphil's press conference



Figure 2. Andien as cetaphil's brand ambassador

Throughout her career, Andien is known as a role model and figure that is familiar with various charities. Her commitment to a healthy lifestyle, the way she balance her life with daily fitness, nutritional intake and rest, is shared through social media. Andien is a well-known public figure and has many followers in some digital platforms. She currently has 630 thousand followers in Twitter and 1.3 million followers in Instagram.

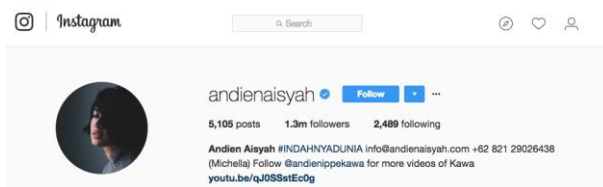


Figure 3. Andien's instagram



Figure 4. Andien's twitter

As the brand ambassador of Cetaphil, Andien is responsible to promote Cetaphil in her digital platforms. She has four digital platforms which can be used by Cetaphil, include of Facebook, Instagram, LINE, and Twitter. However, due to some considerations that Twitter is currently not very popular to find reference about a brand in digital platform, Cetaphil only uses three platforms owned by Andien, which is Facebook, Instagram, and LINE. Cetaphil also has its own digital platforms such as Website, Facebook, Instagram, and Twitter where various informations about its products shared and provide direct interaction with the customers.

Beside of her popularity as a public figure, Andien is chosen by Cetaphil Indonesia as the brand ambassador because she is considered suitable to represent the image carried by Cetaphil. This is as expressed by the Brand Manager of Cetaphil Indonesia that Andien is chosen because she is a loyal user of Cetaphil for three years. Hence, she can share her experiences with Cetaphil more honestly. She is also chosen because her commitment to share the importance of healthy life is in line with the vision of Cetaphil that also promotes health to achieve healthy skin as represented in its slogan: Healthy Skin Expert. Andien who is the mother of Anaku Aksara Biru (Kawa) also can represent the Cetaphil Baby product line that can even be used by newborn babies.

Celebrity endorsement conducted by Cetaphil with Andien is very visible especially in Cetaphil's digital platforms i.e. Website, Facebook, Instagram, and Twitter. It can be seen from all views in Cetaphil's digital platforms that use Andien's face as the visual, ranging from Website banner, landing page of Cetaphil's Website, to various social media contents in Facebook, Instagram, and Twitter. Andien's face as the visual is also used in product brochures in special packages sold by Cetaphil through the marketplace.



Figure 5. Cetaphil's website display



Figure 6. Cetaphil's facebook display



Figure 7. Cetaphil's instagram display



Figure 8. Cetaphil's twitter display

Contrasting from Cetaphil's platforms, which emphasize the product branding, Andien's platform displays the contents differently. Almost all contents in Andien's digital platforms look more natural and less Cetaphil branding. Andien focuses the contents more on how to use the products and how she entrust her skin care to Cetaphil as shown in following contents below.

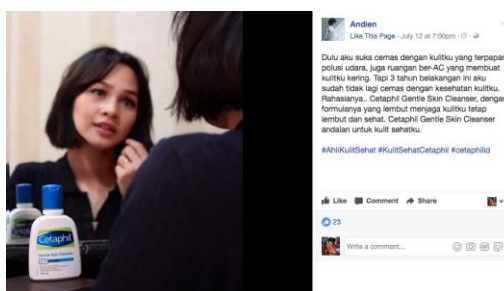


Figure 9. Andien's content in facebook



Figure 10. Andien's content in instagram

Andien herself has considerable influence for her fans. As explained before, Andien, as a celebrity, can be an opinion leader who is able to change and shape the perception of the customers in perceiving the products of the brand. From all digital platforms used by Andien, Instagram is the social media that attract public attention and respond the most compared to Facebook and LINE. From Figure 7, it can be seen that a content posted in Facebook gets only 23 likes while a contents posted in Instagram gets more that 5000 likes (Figure 8). There are various comments on each post in Instagram, which shows fans' curiosity towards the product used by Andien. Moreover, some of them express happiness because they were using the same product with Andien (Figure 9). Andien's Instagram contents performance related to her fans' responses was summarized in the table

bellow (Table 1).

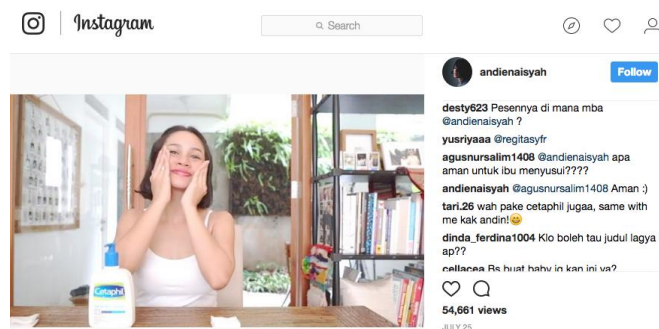


Figure 9. Andien’s fans response to cetaphil on instagram comment section

Table 1. Andien’s instagram content performance

Date	Link of content	Likes	Comments	Comments about Cetaphil
25 April 2017	https://goo.gl/onV288	1,931	8	1
25 April 2017	https://goo.gl/inaiBU	2,379	15	1
25 April 2017	https://goo.gl/TuZPqm	11,293	42	2
30 May 2017	https://goo.gl/4FKC23	5,725	45	8
14 June 2017	https://goo.gl/e1GHR6	1,896	36	21
16 June 2017	https://goo.gl/qoPAGk	1,415	15	5
20 July 2017	https://goo.gl/5H2cZo	1,420	17	5
25 July 2017	https://goo.gl/cY8yC2	2,092	25	14
28 July 2017	https://goo.gl/nxWU2M	1,135	19	10

From the table, it can be seen that half of the comments on some contents discuss the Cetaphil products. There are various comments given which some of them reassure the quality of Cetaphil products, ask about where to buy, and share their experiences because using the same products.

Based on the result of the study, it can be seen that celebrity endorsement conducted by Cetaphil Indonesia with Andien Aisyah as the brand ambassador can bring positive responses from the public. The use of celebrity endorsement is expected able to increase the public trust in using Cetaphil products. Promotional activities by using celebrity endorsers can encourage a higher level of trust, make evaluation more desirable evaluation by the product and advertisement, and significantly improve the desire to make purchase (Friedman & Friedman, 1979).

The employment of Andien Aisyah as the brand ambassador of Cetaphil Indonesia also can strengthen the brand image built by Cetaphil. It is because Andien has some aspects, which are in line with the values upheld by Cetaphil such as prioritizing health and keep maintaining a healthy lifestyle, choosing only natural ingredients for the family, and so forth. Therefore, it can motivate public trust towards products chosen by Andien every day.

4. Conclusion

Increasing level of internet penetration in Indonesia affects the promotional activities conducted by companies. Various companies strive to create unique impression, especially in digital world in order to widely reach the public. As one of newcomer brands in beauty and personal care industry in Indonesia, Cetaphil needs strategies that can widely reach the public.

The use of celebrity endorsement as one of the marketing strategies gives sufficient effects to the brand image of the company. Brand image of Cetaphil becomes more recognized because of associated with a prominent public figure. Because of Andien’s support, her audiences are able to know more about Cetaphil and

help Cetaphil in improving the public awareness towards the offered products. Andien, who has well-known image as a public figure that maintains a healthy lifestyle, also strengthen the public confidence in the product used. Therefore, the image built by Cetaphil as products which prioritizing health especially skin health can be strengthened and represented.

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