



# The implementation of Marketing Public Relations Strategy in Rebranding Process

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## **Abstract**

*Rebranding is the creation of a new image for an established product in order to differentiate the product from its competitors. Rebranding efforts may include a name change, new logo or packaging and updated marketing materials. The goal of rebranding is to influence a customer's perception about a product by revitalizing the product. This study describes the process of rebranding with reference to the model of rebranding which is consisting of: rebranding factors, rebranding goals and rebranding process. Specifically, this study also analyzes the application of marketing public relations strategy in the process of rebranding. The study was conducted in Menara Salemeba Batavia Apartment which is changed its name to Menteng Square Apartment. The research approach is qualitative research to obtain depth descriptive data and the research strategy is a case study. The result shows that in this case, rebranding process through marketing public relations strategy was successfully implemented, in terms of transforming the new image of the same old product.*

**Keywords:** *rebranding factors, rebranding goals, rebranding process, marketing public relations*

## **BACKGROUND**

The increasing of apartment development in Indonesia can be seen as one of the significant demands of the urban community. The typical modern society that expects practicality and time efficiency coupled with the city culture that likes things fast, can be embodied by the presence of this vertical occupancy. Apartment would then be rapid turn into an home, investment and lifestyle.

Construction of apartments in the city has actually been going on since the middle of the 1970's but has grown rapidly from early 2000s. The location is no longer solely in the downtown, but is now beginning to meet the suburban parts of the city, towering in the middle of landed house area. Advancement of the property business is the one that pushed the developers around the world in general and developers from



Indonesia in particular to continue to expand the business. Consequently, targeted marketing strategies to highlight the competitive advantage of the existing "brand" of the apartment is thus needed in the intense competition within the world of business property.

When the company has managed to produce a brand, it does not necessarily mean that the brand would always be in a favorable position. So, it helps if the company continue its effort in maintaining the brand. (<http://www.mckernsdevelopment.com>.) McKerns also added that branding being done by a company is not only consisting of the brand's name and other visual display, but a brand is also seen by showing what the business community do, what people think and how people would respond when he sees or hears the name, product or company brand (<http://www.mckernsdevelopment.com>). Determining the brand positioning (positioning) in the minds of the people is becoming one of the important aspects in the activity of managing a brand. In determining the proper positioning of communication strategy, companies must identify the important brand attributes or benefits that can be owned by the brand. Positioning a brand needs all the tangible aspects of the product (product), price (the price), place (distribution) and promotion (promotion) to support the chosen positioning strategy (Ries & Trout, 2004:65). Positioning is also related to the way consumers store information. Such information may include the attributes of tangible or intangible that attaches to a product or brand. (Kennedy & Soemanagara, 2009: 71-76).

In order to provide maximum satisfaction to the consumer, the brand should not always have to be in the same consistent position or form, either the form in physical or non physical. When the company feels that it has well-establish a brand, but however it feels outdated, then the addition of new attributes is needed in order to give a fresh touch to the brand and increase customer knowledge as well as perception. Therefore, from this need came the idea of 'rebranding' to refer to a situation where it is necessary to rejuvenate a brand to get a new identity ([www.jcwg.com/team\\_JohnTorella.htm](http://www.jcwg.com/team_JohnTorella.htm)). In other words, the creation of the corporate brand by changing the attributes attached to the brand, such as name, symbol or design, in order to build attention and a new position in the minds of stakeholders can be referred to as rebranding strategy.

One indication of the success of a brand can be seen from the quality of the relationship between the brand and consumers. The relationship can be created, one way, by communication regarding the essence and the brand to the audience. This can be achieved through a number of activities, ie marketing, public relations and advertising. Referring to these three activities, it can be concluded into the strategy of marketing public relations (MPR).

Referring to the above statement, although in an abstract manner, we know that managing a brand is well aligned with the world of marketing or advertising, the process can also be supported by the role of 'public relations' in it. Among other things,



creating brand establishment strategy (positioning, name, value and other brand identity), introducing the brand and image care, building brand community, creating brand loyalty program as well as rebranding. This is reinforced by the statement made by Kapferer (Kapferer, 2008:87) which states that, changing a brand can be dangerous because it allows the company to lose the choice, loyal customers or market share. Therefore a strong 'relationship marketing' between companies and customers is needed. Thus, the forms of activities and communications that can be done to support the process of rebranding is in some ways are activities directly related to the activities of MPR. Rebranding strategy that reflects on the principles of the MPR also create a marketing relationship between companies and consumers, among others, by creating a bond of trust (Harris, 2006:134). The following companies in which employees are concerned, served to create a strong connection between the brand with consumers. Attributes and promises to into hallmark of the brand should be made a reality. If this is done properly, it would be a more successful rebranding approach in various aspects, such as aspects of sales, loyalty, or awareness. The relationship between companies and consumers expect a relationship based on trust, not artificial and upholds a two-way communication. Therefore, any communication activities undertaken by the company should be the answer of what consumers are looking for. (Harris, 2006, 102-103)

In recent years, one of the companies within the category of a holding company, also took steps in rebranding one of the brands of its company. The company is known as the Bahama Group. Although the company has only stepped into the age of four years, Bahamas Group has had a quite remarkable progress in the industrial property of Indonesia. In mid 2008, the Bahamas Group released a brand new product that is brought at the same time as the 'Menara Salemba Batavia'. Menara Salemba Batavia is a residential zone consisting of three residential towers, a tower named Jayakarta, Sunda Kelapa tower, Batavia tower and a three-storey shophouse, which will be filled by a number of stalls with an unspecified type of business. Salemba Batavia tower was built with the concept of residential rusunami (owned flats) and offer a functional benefit, namely to bring decent housing for residents with some standard facilities and are equipped with a number of shops. Thus, the concept of 'proper living' became a key concept in this brand. (based on interview with Marketing Manager Bahama Group, 2012)

Along the way, ranging from product launches to sales promotion period, Bahamas Group had difficulty in selling apartments and shop units, so there appeared negative impacts on production costs. This happened due to several reasons, among others, the title 'Salemba' a less premium and caused a negative perception, the limited facilities that are less sustainable in the unit price and there are similar products around the project that had previously used the title 'Salemba'. This resulted in the image of the



Tower of Salemba Batavia being degraded in public. (based on interview with Marketing Manager Bahama Group, 2012)

Looking at the weight that could trigger the sale prospects of survival risk and its image and reputation of the company, then in July of 2010, the Bahamas Group perform a transformation on Salemba Menara Batavia brand with a more mature concept. Strictly speaking, these changes are packaged through a strategy of rebranding. At that moment was the name and brand concept 'Tower Salemba Batavia' officially changed to 'Menteng Square', the mix-used projects consisting of residential and commercial areas, such as hotel, food court, shops, clinics and shop office.

Execution of this form of rebranding activity is still going on today. Surely this remains to be campaigned with communication activities aimed at the target market or consumers. In addition to changes in visual and non visual, rebranding strategy is ultimately aiming for 2 (two) market shares, the existing target market, ie customers who have bought apartments and a shop branded 'Menara Salemba Batavia' and future target market, namely candidates are expected to buy the consumer products unit apartment, hotel, food court, kiosk, shop office or clinic branded 'Menteng Square'. (based on interview with Marketing Manager Bahama Group, 2012).

Educating the public about the activities of the Menara Salemba Batavia rebranding to become the Menteng Square is not as easy as turning the palm of the hand. Moreover, emerging responses and unpleasant rumors are certainly capable of threatening the good name of the company. Response and the rumors mention that the company was out of business, it dismissed its obligation and changes in the owner of the Menara Salemba Batavia. News, questions or rumors go through the call center, e-mail and marketing offices or headquarters of the Menteng Square Bahama Group, while also developing online media in a forum, titled [www.rusunami.net](http://www.rusunami.net). It is important to have a good brand, in terms of that it is easy to remember, easy to say, illustrates the benefits, have a good image and so forth, will certainly influence the attitudes of customers. Therefore, companies should always make the brand better known by the public through the promotion and targeted communication.

### **Problem Statement**

The situation of the Bahama Group is taking steps in the transformation of one of his brands, the rebranding of Menara Salemba Batavia into Menteng Square, demanding the company to conduct a campaign strategy to maintain the trust back to the company's existing customers and creating positive attitudes of potential consumers. Therefore, a series of communication processes is needed to educate a new brand and image of the Menara Salemba Batavia into Menteng Square.



### **Research Questions**

Given the problems that rise in the study, the questions in answering the problem would be:

How is the process of rebranding Menara Batavia Salemba turning into Menteng Square Bahama Group took place?

How is the MPR strategies applied in the process of rebranding Menara Batavia Salemba into Menteng Square?

### **Research Objectives**

This study aims to describe things pertaining to the following:

Describing the process of rebranding of turning the Menara Salemba Batavia into Menteng Square by the MPR of Bahama Group.

Analyzing Marketing Public Relations strategy in the process of rebranding.

### **Significance of the Research**

Referring to the above research objectives, the significance of this research are:

#### **A. Academic Significance**

This study acts as one of the proofs that marketing knowledge can not be separated too far with the theory of public relations, especially with things related to the form of rebranding. This research is expected to help with the next relevant studies by acting out as a useful source since industrial property as the focus of the study is considered to have the lack of attention in Indonesia.

#### **B. Practical Significance**

This research can provide input to public relations practitioners, especially in marketing public relations business development strategy of a brand.

## **LITERATURE REVIEW**

### **Brand**

Brand is a concept that became one of the important points in the marketing of a product. The concept of brand is so extensive, and is the reason that there are many definitions of the brand concept from experts. The word brand itself is a comprehensive term and includes other narrower terms in it. Brand is related to consumer's trust towards products and services that are believed to not only meet their needs, but can provide a better satisfaction. According to Straub and Attner, brand is:

*“name, symbol, design or combination of them that identifies the goods or service of a company. (in Kennedy & Soemanagara, 2009, p.109-111)*

A brand consists of three parts, (Straub & Attner, 1994, p.391):

Name (brand name) – Form of words, letters or combination thereof that is used to give typical characterization.

Sign (brand mark) – symbol or design used to characterize and distinguish itself from other brands.

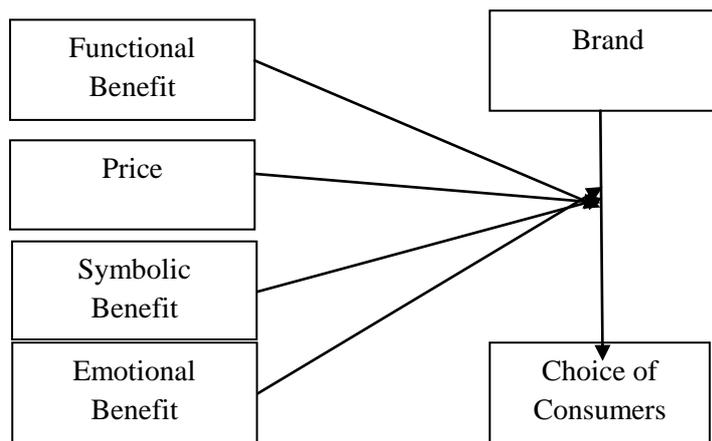
Character (brand character) – a symbol to show a human’s quality

Thus, brand becomes a very broad aspect. Brand as an entity that can be known and contains the promise of certain values, producing many concepts. Such as, brand awareness, brand value, brand positioning, brand personality, brand relationship, and so forth. All of these are concepts that follow in brand management (Heding et al, 2009: 9-17). In marketing strategy, it grows the client’s trust into an important aspect in building or strengthening brand. What's more, the promises the brand carried will become stimulus to form perceptions as expected by the brand.

### **Benefit of Brand**

Brand provides many benefits for consumers, including helping consumers to identify the benefits offered and the quality of the product. Benefits that consumers want will affect the choice of his brand. As seen in the chart below.

**Figure 1. Benefit of *Brand* for Customer**



(source: Aaker et al, 2000 2004 in Effect of Brand Personality, Ove Oklevik, Sogn and Fjordane University College, Norway)



Benefits offered by a brand consist of functional and emotional benefits as well as symbolic. The functional benefit refers to the ability of the products to offer functions. While the emotional benefit is the ability of brands to make users feel something during the purchase or during consumption. Last is the symbolic benefit, the psychological impact that the consumers will get when he uses the brand. Besides beneficial for consumers to identify products or services, the brand also has a number of benefits for producers.

### **Brand and Positioning**

According to Kotler (Kotler, 2000: 289) : "Positioning is the act of designing the company's offering and image to occupy a distinctive place in the target market's mind" . The end result of positioning is the successful creation of a market that focus on values and convincing reasons why the market should buy the product. Brand is very important in the positioning, because the brand is a tool to position products in consumers' minds. In determining the proper positioning of communication strategy, companies must identify the important brand attributes or benefits that can be owned by the brand. Positioning a brand needs all the tangible aspects of the product (product), price (the price), place (distribution) and promotion (promotion) for It supports the chosen positioning strategy. (Ries & Trout, 2006:46)

Positioning is the main purpose of a business strategy that is expected to gain customer satisfaction. That is, satisfaction is illustrated by what is in the minds of consumers. So, the company strives to create something unique, in order for the brand of products and services become distinct with another brand (Kotler, 2000, p.299). In a competitive market, the products that are already widely known in the market has a unique positioning in the minds of consumers.

### **Rebranding**

Given the description of the positioning above, it appears that a brand is very easy to get involved with the threats around it. Starting from the threats that relates to the company or the brand itself. Starting from a negative image, the competition between the increasingly competitive brand to new consumers and until determining the new target consumers. Basically, companies are dealing with a communication strategy for positioning or repositioning a brand in the minds of consumers due to tighter competition. This is the reason why rebranding takes place.

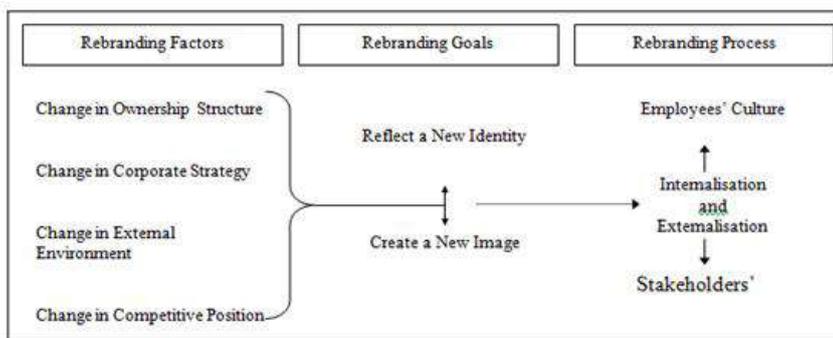
Rebranding can be defined as the practice of building a new representation for different positions instilling in the minds of stakeholders and the distinctive identity of the competitors (Muzellec et al, 2003, p. 32). Furthermore, the rebranding is also described as (Daly & Moloney, 2004, p.30): "Consists of changing some or all of the

tangible (the physical expression of the brand) and intangible (value, image and feelings) elements of a brand". Hankinson and Lomax added that (2006, p.193-207):

“rebranding involves change, not only in the visual identity of the organisation but it also leads to real change within the organisation”.

Below is a chart that outlines the process of rebranding formed in a model. Where this research will be focused and based on that model. This study will describe a strategy through which the process, then the model is considered suitable to describe the route from one phase to another phase. The model consists of a rebranding under the causal factors behind rebranding, rebranding purpose and process of rebranding.

**Figure 2. Model of the Rebranding Process**



Source : Muzellec & Lambkin

From the chart above shows that there is a process of rebranding strategy implemented based on a certain factor or reason. Such factors are generally caused by changes in corporate ownership structure, changes in corporate strategy, changes in the external environment and changes in competitive position. The fourth reason is the foundation to build a new image and identity reflecting the company as a step in the final objective or purpose of the route. All of this is meaningless if it is not through a process, therefore rebranding strategy was formed from the work of the internal (employees) and the cooperation and feedback the company's external (customer and the customer).

Characteristics of the rebranding is the creation of a name, term, symbol of a new design or a combination thereof which aims to create a new brand, with an emphasis on new positioning in the minds of stakeholders and competitors. As noted by Dowling (Dowling in Merrilees and Miller, 2008:34) that the purpose of the rebranding is for positioning, which can be seen from the description "Sometimes Organizations change and Sometimes change is forced on an organization by market need is to change the organization and try to reposition it in stakeholder's minds . This



explanation suggests that a company or organization is forced to change because of the insistence of the needs of the market, one of them by trying to reposition the organization or company in the minds of stakeholders.

To find out about the consumer response to changes in the visual appearance of a brand, there are also studies by Alshebil (2007) which aims to determine how consumer responses about changing the logo of a brand and what comes to mind when consumers see firsthand the brand new logo (Alshebil, 2007:3-4). This study compares several brands that have logo rebranding, such as Baskin Robbins, Payless Shoe Source, Vancity, at & t, fresh Airways, Sprite, VISA and Organic Valley. Qualitative method consisting of in-depth interviews and into survey of quantitative methods of research instruments in this research. At the end of the study, it is found that the proportion and the valence change on a logo is so influential on the level of curiosity, skepticism and consumer resistance to that new logo.

Furthermore, rebranding can also occur because of changes in internal body structure of corporate ownership. As the journal of Octavianus ( Octavianus, 2008: 35-45) who conducted a study on rebranding from a clothing industry, the brand EAT/347 that turned into EATshop, then became UNKL347. The purpose of this study, among others, is to know the customer feedback of brand UNKL347, customer loyalty of brand UNKL347 as well as the extent to which post-rebranding of UNKL347 effect on customer loyalty. This study not only suggests the factors that cause the rebranding of EAT347 into UNKL347, but also examine the quality of its new brand can easily be accepted and whether a positive or negative responses from customers are received. (Octavianus, 2008: 177-186)

### **Marketing Public Relation**

Rene Henry in his book *Marketing Public Relations: The Hows That Make It Work!* presents a definition of MPR as follows: (in Harris & Whalen, 2006: 7) "Marketing public relations is a comprehensive, all-encompassing public awareness and information program or campaign directed to mass or specialized audiences to influence sales or use of a company's products or services. ". Philip Kotler and William Mindak ( Kotler and Mindak in Kotler, 2010: 243) indicates the equation of marketing with public relations, namely:

“Marketing and public relations are the major external functions of the firm. Both functions start their analysis and planning from the point of view of satisfying outside groups”

It could be argued that the difference between Corporate Public Relations (CPR) and Marketing Public Relations (MPR) is on its function. Where CPR serves to support the corporate objectives and corporate management functions, the MPR



serves to support the purpose of marketing and marketing management functions. Scope of responsibility of these two functions are shown in the table below.

**Figure 3. Marketing, MPR and CPR Functional Responsibilities**

<b>Marketing</b>	<b>MPR</b>	<b>CPR</b>
Market Assesment	Product Publicity	Corporate Media Relations
Customer Segmentation	Sponsorship	Investor Relations
Product Development	Special Events	Government Relations
Pricing	Public Service	Employee Relations
Distribution	Publications	Community Relations
Service	Media Events	Public Affairs
Consumer Advertising	Media Tours	Advocacy Adertising
Sales Promotion	Trade Support	
Sales		

Source : Harris, 2006

Referring to the ideas put forward by Kotler Megamarketing, Thomas L. Harris developed the concept and found the mixed roles of public relations (PR mix) which showed a correlation between the marketing field with the field of public relations, namely (Harris, 2006:33- 45). Below are some of the scope of MPR

Products Promotion - refers to introducing new products, revitalizing mature product, relaunching mature product, rebranding and repositioning the mature product.

Development of target market - refers to achieving the target market demographically, achieving the secondary target market, managing the new target market, strengthening the weak target market of the company and its products by creating a special interest from the target market.

The company's reputation - refers to building consumer confidence in the company, exploring the support of consumers with a loading program or product in accordance with the wishes of consumers, positioning the company as a credible company in its field, effecting the opinion leaders and maintaining the product of hazard risks and the gaining supports from suppliers.

### **Communication Channel of Marketing Public Relations**

In general, the attempt of implementing MPR strategy, with using some media are capable of supporting the success of a marketing plan. Some of media used are: (Harris and Wallen, 2006: 65)

Special event – a special event which is a more sophisticated development of public relations activities in cooperation with the press in spectacular



fashion to manipulate public opinion and ultimately obtain a high publicity.

Publicity - information about an individual, company or company products that are broadcasted through the media because it has news value or is closely related to the public interest.

Press Conference - event organized by the company to provide immediate and detailed information to the media.

Advertorial - documents that contain advertisements and opinion in the mass media and aim to improve public perception of the company.

Media Tours - related to the development efforts of media coverage (exposure) for products that have been established.

### **Theoretical Assumption**

According to rebranding process model explained above, rebranding strategy of Menara Salemba Batavia into Menteng Square, is an activity to renew a brand by a factor of changes in corporate strategy and external environment. Aims to maximize the needs, instilling a new position of the brand in the minds of the audience and the minimization of the negative perceptions around the brand attributes. All of this is done in order to reflect the new brand identity Menara Salemba Batavia, turned into Menteng Square brand. In order to support the creation of the above objectives, we need a rebranding process that aligns the performance of the company's internal (employees) and external stakeholders of the company.

External stakeholders meant here is the existing and future target market as described above. Therefore, the communication activity has an important role in the rebranding process, especially activities that aim to implement rebranding strategy, through MPR strategy for creating strong relationships between companies and customers or consumers through the brand.

### **METHODOLOGY**

The research approach in this study is a qualitative approach. While the nature of this research is descriptive. This research presents a descriptive overview of the rebranding campaign strategy of Menara Salemba Batavia. Strategies used in this study is case study research strategy. This study uses a case study for wanting to explore all things relating to the rebranding campaign strategy of Menara Batavia Salemba to become the Menteng Square, which became the unit of analysis of this study. The unit of analysis in this study were at the company level, the Bahama Group, which consists of the Department of Operations and Marketing in charge of research and marketing communications activities, then the Ministry of Finance and



Administration, Department of Human Resources Development and the Department of Development. The unit of analysis in this study focused on individuals taken from the Department of Operations and Marketing, especially individuals who handle the rebranding campaign of Menara Batavia Salemba to become the Menteng Square.

Methods of data collection conducted in this study is divided into two primary data sources on interviews with informants and secondary data sources on the review of the literature and other visual material documents related to the problem.

Informants who became the subject of this study were selected based on purposive sampling technique. Therefore, selected criteria for informants are:

Individuals who are directly involved in the process of in the rebranding process of Menara Salemba Batavia into Menteng Square - The marketing manager.

Served as a director, manager, sales or brand core team Menara Salemba Batavia (Menteng Square) - The sales manager

Customer who purchase the apartment unit of Menara Salemba Batavia and Menteng Square - Existing target market.

Analysis of data derived from the transcript of the recording in-depth interviews with informants. This study has some weaknesses and limitations of the study, which surveyed aspects of the rebranding is too broad, so that the detailed description to the root of the problem can not be raised and interviews conducted in-depth is still lacking, because it is not done multiple times on the same informant to see the consistency of the answers given.

## DISCUSSION

The discussion is based on analysis of data with reference model of rebranding by Muzelecc and Lambkin which has been described previously.

### **Menara Salemba Batavia Rebranding Factor**

#### a. Changing of Corporate Strategy

Bahama Group formed the concept of Menara Salemba Batavia as a brand with functional benefits, the benefits which refers to the ability of the functions from the offered Brand. The birth and establishment of Menara Salemba Batavia brand originated from the company's interest to build apartments with rusunami concept (simple flats, owned), reasonable prices, close to the access of the city, supplemented by the shop and other facilities that are generally contained in a modest apartment. Thus, the positioning of 'proper living' are the initial stimuli of the benefits provided by companies for consumers.



Sometimes a brand can be very personal, allowing individuals to form the image and positioning itself in his mind. 'Menara Salemba Batavia' is build to create classic attributes such tower Jayakarta, Batavia and Sunda Kelapa.

Therefore, as one form of realization of the process of re-positioning, the company can pull through rebranding strategy. Rebranding is the practice of building a new representation in order to instill a different position in the minds of stakeholders as well as the distinctive identity of the competitors (Muzellec et al, 2003).

#### External Environment

Along with the Menara Salemba Batavia brand stepping on its second year, the company considers that the brand name 'Menara Salemba Batavia' as less able to provide a positive and significant impact. One of them is triggered by the presence of other properties around the site that use similar brand name.

#### Changing of Competitive Positioning as a Factor.

The developers of the competitors of the Bahama Group such as Agung Podomoro, Ciputra Development, Agung Sedayu and many others, lately has become more and more aggressive in marketing their apartment units. Increasing levels of competition in the property business push the Bahamas Group to seek new strategies to be better targeted.

#### **The Goal of Menara Salemba Batavia Rebranding**

A number of factors above is premised to create an objective which is reflected through the brand new version of the Menara Salemba Batavia. Referring back on the rebranding process model after determining the rebranding factors, the company moved into the next phase, the purpose of rebranding that are categorized into the reflection of a new identity. Identities formed later will be the first step to build the image of the brand.

Concluded from the results of the analysis in the previous chapter, a new identity to be formed by the Bahama Group on the latest version of the Menara Salemba Batavia, among others:

Complexity, Combining products composed of residential and commercial areas

Exclusivity, Maximization of the needs of complex concepts embodied by the above certainly do not cost a bit. Therefore, companies are required to increase the selling price of each product.



Modern, Upgrades to the apartment and variety of commercial products offered has implications for the types of facilities and interior design that will be presented.

Emerging of New Segment , Changes in the concept of this rebranding process, whether intentional or not, gave birth to a new target market.

### **Rebranding Process of Menara Salemba Batavia**

The last phase which is described in model of rebranding process consists of steps of interrelated between internalisation and externalisation.

#### **Internalization**

Promises expressed by Bahama Group to customers or consumers about corporate identity and brand identity, it must be understood and to guide employees in the act (culture). Thus the effort to create a company and its employees as a whole in the 'living the brand' can be achieved. The concept of living the brand here can be regarded as the concept of branding, where the employee is considered as the most important in "turning on" brand, especially while serving stakeholders. Management activities undertaken by the Bahama Group more emphasis on customer service division activity in the marketing office of Menteng Apartment Square. Provide specific training on product knowledge, concepts and marketing strategies to be applied in order to rebranding and procedures to provide excellent service to customers on a regular basis for the customer service officer. Unfortunately, the understanding of in-depth product knowledge, the concept of a new marketing strategy and how to serve customers well is only given to employees who spearhead the company in serving the customer, whereas the whole range of Bahama Group either directly or indirectly related to the marketing activity should understand the product knowledge and how to serve customers, of course, with a variety of different competencies.

#### **Externalization**

The concept of brand transformation Menara Batavia Salemba this, to some extent been reflected in the factors and objective of rebranding which has been described above. Referring to the previous stage, a number of external activities carried out is as follows:

The first is the brand name. 'Menteng Square' as the new name chosen Bahama Group to be one result of this rebranding process. Second, the brand slogan. The existence of a brand name is not complete without the presence of an accompanying slogan and logo. If the previous brand Menara Salemba Batavia does not have a logo slogan as well, now comes with a brand slogan Menteng Square and also the brand logo which consists of a number of meanings. The slogan of the brand



Menteng Square also follow how the concept of brand is established, the 'One Stop Living', which means combining residential facilities with commercial facilities, supported by a diversity of facilities.. Third, if the brand Menara Batavia Salemba seen that the company is limited only provide functional benefits are comprised of residential functions, in Menteng Square brand companies can also provide emotional and symbolic benefits to consumers. The rebranding strategy of Menara Salemba Batavia into Menteng Square is aiming for 2 (two) the target market, namely, the old customers (existing target markets) and potential new customers (future target market).

From the data analysis has been done, it was found that the Bahama Group uses varied channels of communication. This diversity can be classified into 2 (two) major categories, namely public relations and marketing communications channels. This categorization was made because of both supporting each other. Thus, these two categories can be summarized into a single entity known as MPR. Associated with the rebranding of Menteng Salemba Tower into Menteng Square the Bahama Group uses a number of strategies aimed at the 2 (two) main market activity this rebranding, the old customers and new prospects. Channels of communication or public relations category relations (PR) firms realized through several ways, including:

#### Special Event

Refer to events or special events as a more sophisticated development of public relations activities, to manipulate public opinion and ultimately obtain a high publicity.

#### Brochure

Referring to the document containing the information and education about the company, product or service. Bahama Group made 3 (three) leaflets regarding the brand of Menteng Square, the brochure "of Menteng Square", a brochure "Exclusive Loft Unit" and the brochure "Office Shop".

#### Press Conference

Referring to the event organized by the company to provide immediate and detailed information to the media. Press conference as one of the tactics to build a good relationship between the media and the Company. This may be used as publicity for the event that is owned by the company's brand.

#### Press Release

Referring to the document containing information about a product, brand or news about the company itself and generally disseminated to the media. During the



period of this rebranding campaign, Bahama Group to prepare 2 (two) kinds of press releases.

#### Advertorial

Refer to documents that contain advertisements and opinion in the mass media and aims to improve public perception of the company.. Advertorial contains the targeted new markets in the rebranding Menara Salemba Batavia into Menteng Square, has become one of the focus in this activity. Both existing customers or prospective customers may consume both this advertorial by purchasing these media.

#### Digital media

Bahama Group uses a number of social media to publicize the brand Menteng Square, which [www.mentengsquare.com](http://www.mentengsquare.com), e-mail, Facebook and Twitter. Media based on the internet can be used simply to lean on company's level of awareness and recognition of the brand by consumers. Above mentioned four digital media is mediums that are popular today and have a tremendous impact. Thus, Internet users, or all four media in particular, rapidly growing and includes all ages. On the official website of Menteng Square, there is some information about the brand and products in general, as well as on social networks Facebook and Twitter. Only in these two social networks are more informal and the audience is able to provide feedback as soon as possible. Furthermore, media electronic mail (e-mail) is used to send information simultaneously to a number of consumers who are in the company's database, or better known as E-mail blast. In addition to a number of PR tools described above, the Bahamas Group also uses advertising and publishing tools to market the brand Menteng Square

#### **Response toward Rebranding**

When the Bahama Group is focusing in Menteng Square brand development, the company also got a pretty amazing response from the target market that is quite varied.

#### Positive Response

This positive response comes primarily from future target market and potential customers, where they get a wider range of information of the presence of this brand Menteng Square. Moreover, all information provided to the future target market contains information about the brand Menteng Square completely, no longer brings its own brand Menara Salemba Batavia. Thus, information bias is not expected to occur. Selection of target market of this new rebranding strategy was also positive implications. The level of knowledge and awareness of the attributes consumers will be owned by a product, to some extent affect the responses they provide.



### Negative Response

Most negative response came from existing customers (existing target market). Response in the form of questions related to the rebranding strategy of Menara Salemba Batavia into Menteng Square. The most frequent question is about ownership, fees paid, the owner of Menteng Square, status of Bahama Group, the reason for the change to become the Menteng Square and information or notification about these changes.

From interviews and analysis, it was found that the negative response was triggered by a lack of information about changes to Menara Batavia Salemba Menteng Square, which is given from the company to them. The Company acknowledges that the company will begin to clarify about this change, if those customers come first with the questions. Furthermore, Menteng Square Customer Gathering also be a form of communication that provide positive and negative effects. Due to this event is only for potential new customers. In fact, much of the information presented by the related company brand Menteng Square there. Thus, the quality and quantity of messages to existing customers are increasingly looking less good.

### **V. CONCLUSION**

Based on research results obtained and described in the previous section, then the conclusion that can be drawn are as follows:

Menara Salemba Batavia brand transformation into Menteng Square occur at the level of complete changes or modify all the attributes of the brand, including marketing communications that are considered important. Rebranding process to become the Menteng Square traversed by 3 (three) phases. These phase consists of looking for the factors that are most fundamental to the activity of rebranding, the purpose, and the activity to be performed through the process of rebranding.

Most of the strategy taken by the Bahama Group in communicating the results of the rebranding into Menteng Square and strategies in the management of customer response is a result of public Relation (PR) based communication strategy for the purpose of marketing support. Property is a product that has a long cycle and can change the ownership of two to three times. Thus, the relationship between the parties concerned in the process of rebranding is very important. Although, it was found that the transformation of brand management to become Menteng Square is too focused on product level only.



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