

PENGARUH REBRANDING DAN STRATEGI IMC TERHADAP BRAND EQUITY SMARTPHONE EVERCOSS (SURVEY TERHADAP KONSUMEN SMARTPHONE EVERCOSS PURI AGUNG - JAKARTA BARAT)

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Brand is an identity for products or services and plays a significant role to preserve consumer's trust and loyalty. However, rapid industrial development frequently requires a company to administer changes towards its brands.

Changes in brand's identity may be based on internal judgment or external demand. These fundamental changes will bring transformation against the way the company communicates its brand.

Evercross is a local smartphone brand in Indonesia. Smartphone competition that is faced by Evercross is not only happening domestically, but also globally. To be able to contend, Evercross performed rebranding in the year of 2013.

These changes include name, logo, tagline, and positioning. This rebranding process is communicated to Evercross' consumers through Integrated Marketing Communications strategy.

Rebranding may provide positive and negative impacts on consumers' perspectives toward the brand. These perspectives are becoming the foundation of brand equity. Brand equity itself is a plus point, which is given by a product other than its function.

Two possibilities that are brought by rebranding as well as impact on IMC strategy against brand equity of Evercross are becoming the attractions to the consumers. The expectation is by performing quantitative approach, it can obtain findings that can be generalized and therefore this Evercross' action can be learned more deeply to assist another case study of other brands.

This research is using purposive sampling technique to observe rebranding impacts and IMC strategy against brand equity on consumers with criteria that has been determined. In order to measure the connection and the influence, T and F tests are carried out.

Keywords: rebranding, strategi integrated marketing communications, brand equity