

ANALYSIS OF BRAND ACTIVATION STRATEGIES IN ACHIEVING BRAND AWARENESS IN THE VINCENT AND DESTA TOUR 2023 BROADCAST

Veronika Ita Karina Tarigan¹, Yohanes Maria Restu Dian Raharjo², Ayoedia Gita Citrayomie³,
Rizki Ayu Budipratiwi⁴, Kenneth Augusta Yanuar⁵

^{1,2,4}Bunda Mulia University ^{3,5}Tempo Polytechnic

Jl. Jalur Sutera Barat Kav 7-9, Alam Sutera

Jl. Palmerah Barat Jakarta Selatan

E-mail : itainoe@gmail.com¹, yraharjo@bundamulia.ac.id², ayoediagita8@gmail.com³,
rizkiapratiwi48@gmail.com⁴, kennethaugusta88@gmail.com⁵

ABSTRACT

This study aims to investigate the role of brand activation strategies in fostering brand awareness within digital media landscapes, focusing on the YouTube broadcast 'Vincent and Desta Tour 2023.' Employing a descriptive qualitative research approach, this study integrates the theoretical framework of Integrated Marketing Communication (IMC) to analyze how video podcast content impacts brand recognition and audience engagement. Data collection methods include structured interviews, content analysis of the broadcast, and audience interaction metrics. The findings reveal that the IMC strategies utilized by VINDES significantly contribute to brand awareness through multi-platform synergy, influencer endorsement, and interactive digital marketing techniques. This research underscores the effectiveness of digital branding strategies in modern consumer engagement and provides insights into optimizing online marketing efforts.

Keyword : Brand Activation, Brand Awareness, Integrated Marketing Communication, Digital Marketing, YouTube, VINDES

1. BACKGROUND

The rapid evolution of digital technologies and social media platforms has transformed how brands engage with consumers. YouTube, in particular, has become a pivotal platform for content-driven marketing, where influencers and media creators play a significant role in shaping public perception. The 'Vincent and Desta Tour 2023' presents a compelling case of brand activation through creative content production, collaboration with iconic figures, and the integration of multimedia marketing channels.

Research problem: How do brand activation strategies implemented in the 'Vincent and Desta Tour 2023' broadcast enhance brand awareness and audience engagement?

Research Objective:

- To examine the application of brand activation strategies in digital content creation.
- To assess the impact of these strategies on brand awareness among YouTube audiences.
- To explore the role of multi-platform marketing in strengthening brand presence.

Research Significance:

Theoretical Contribution: This study contributes to the growing body of knowledge on digital branding and IMC strategies in social media marketing.

Practical Application: The findings offer valuable insights for marketers and content creators aiming to enhance brand visibility through online platforms.

2. THEORETICAL FRAMEWORK

2.1 Integrated Marketing Communication (IMC)

IMC represents a holistic approach to brand communication that seeks consistency across all channels. According to Kotler and Keller (2012), IMC synthesizes advertising, public relations, direct marketing, sales promotion, and digital platforms into a unified message that reaches consumers effectively. In the case of the VINDES Tour 2023, IMC is demonstrated through simultaneous use of YouTube, Instagram, and on-ground events to establish brand resonance.

2.2 Brand Activation

Brand activation refers to the tactics employed by companies to bring brands to life through meaningful consumer experiences. It focuses on interaction and engagement rather than passive exposure. Elements such as influencer partnerships, event-based promotions, and immersive content formats are central to effective brand activation. VINDES uses well-known figures and event coverage to facilitate emotional engagement and visibility.

2.3 Brand Awareness

Brand awareness measures how familiar consumers are with a brand and its offerings. Aaker (1991) emphasized that brand recall and recognition are fundamental to achieving competitive advantage. In digital ecosystems, high engagement levels, subscription growth, and user interaction are indicators of strong brand awareness. VINDES leverages multiple touchpoints to reinforce its identity and ensure recall across demographic segments.

3. METHODOLOGY

This study uses a descriptive qualitative approach to examine the brand activation strategies used in the 'Vincent and Desta Tour 2023'. Three methods of data collection were employed:

- **Content Analysis:** Systematic evaluation of selected VINDES episodes, focusing on recurring themes such as guest involvement, brand placement, and interactive messaging.
- **Audience Metrics:** Engagement analytics such as likes, shares, and comments across platforms were examined to understand how audiences responded to specific content types.
- **Semi-Structured Interviews:** Interviews were conducted with marketing team members and loyal VINDES viewers to gain deeper insight into the perceived value of the brand activities.

The data collected was analyzed thematically, identifying patterns that correspond to IMC components and branding principles. This approach provides both subjective interpretations and measurable indicators of success.

4. RESULTS AND DISCUSSION

4.1 Identified Brand Activation Strategies

Through content analysis of the 'Vincent and Desta Tour 2023' YouTube episodes, the following strategies were evident:

- **Influencer Marketing:** Leveraging Vincent and Desta's well-established public personas, VINDES enhanced audience trust and relatability. Their celebrity status ensured high viewership and reinforced brand messaging.
- **Collaborative Content:** Notable guests such as Sheila On 7 and Habib Jafar brought diverse audiences and enriched the content value, reflecting cross-generational appeal.
- **Interactive Engagement:** Viewers participated in real-time via YouTube chat, Instagram polls, and user-generated content. This boosted a sense of

inclusion and brand-community relationship.

- Multi-Platform Promotion: Simultaneous campaign activity on Instagram, TikTok, and Twitter enabled broader exposure and consistent messaging.

4.2 Impact on Brand Awareness

The brand activation strategies adopted led to significant increases in both qualitative and quantitative engagement:

- Increased average viewership per episode, indicating sustained audience interest.
- Higher engagement metrics (likes, comments, shares) on episodes involving major guest stars.
- Mention spikes on social media following episode releases.

Audience interviews highlighted that consistent branding across episodes fostered recognition. Many viewers cited emotional connection and entertainment value as reasons for ongoing support. The integration of storytelling with celebrity culture made VINDES relatable and memorable.

5. Conclusion and Recommendations

5.1 Conclusion

This research affirms that integrated brand activation is highly effective in enhancing brand awareness within digital platforms like YouTube. The VINDES Tour 2023 demonstrates how influencer engagement, interactive formats, and multi-channel strategies can elevate brand identity and foster loyalty.

5.2 Recommendations

- Audience-Centered Content Development: Use AI tools to personalize content delivery based on viewer behavior and preferences.
- Expand Influencer Collaborations: Partner with niche digital creators to reach segmented audiences.
- Measure & Optimize Continuously: Implement regular campaign analytics reviews to refine strategy and improve future content performance.

6. In-Depth Exploration and Practical Implications

The YouTube platform, with its immense reach and interactivity, serves not only as a digital entertainment hub but also as a key marketing channel. One of the prime examples of content-driven marketing is the VINDES Show, which effectively integrates brand values, host persona, and strategic audience targeting.

Recent advancements in digital content creation have emphasized the importance of authenticity and interactivity. Podcast formats—especially video podcasts—have emerged as versatile tools

for storytelling, brand engagement, and influencer-based outreach. The transformation of podcasting from pure audio to immersive visual formats allows for more engaging content experiences, increasing retention and deepening brand attachment. VINDES has capitalized on this by presenting video podcasts featuring guests that resonate emotionally and intellectually with audiences.

Through empirical observations and qualitative interviews, various dimensions of content strategy are visible. The hosts Vincent and Desta not only bring credibility but also serve as cultural symbols for multiple audience segments, especially millennials and Gen Z. This personal branding, combined with collaborative storytelling, has cultivated a loyal community around the VINDES brand. Additionally, live episodes in cities such as Yogyakarta serve to extend digital engagement into offline spaces, promoting stronger user-brand affinity.

Interview-based feedback illustrates how viewers perceive the program as both entertaining and informative. Industry practitioners like radio broadcasters have adopted insights from VINDES to enhance their own media practice. The influence of VINDES is not confined to content alone but stretches into style, delivery, and viewer expectations of podcasting formats. Moreover, the ability of VINDES to adapt content dynamically based on audience behavior showcases its command of data-driven creativity.

The practical implication is that content creators must merge creativity with analytics, understanding platform dynamics while maintaining authenticity. For marketers, the VINDES case underscores the strategic use of influencer branding, hybrid media formats, and digital storytelling. Continuous engagement, aligned branding, and emotional resonance remain essential elements of any successful brand activation in the digital era.

7. Strategic Insights and Theoretical Reflections

As digital marketing continues to evolve, it is important to reflect on how strategies translate into measurable brand equity. Drawing from the extended case of VINDES, this section connects theory with actionable outcomes in media branding and communication.

The synergy between brand experience and brand promise, as proposed in brand activation theory, is evident in the immersive format of VINDES podcasts. Their episodes are not just audiovisual content; they serve as brand moments. When the user's expectations (brand promise) are matched or exceeded by the actual viewing experience (brand experience), loyalty and recall are significantly boosted.

Interviews and field data show that VINDES viewers do not passively consume content but

actively engage with themes, guests, and the visual dynamics of the show. This supports cybernetic theory's view of communication as a systemic interaction, where feedback loops between sender and receiver shape the content in real-time.

Another key insight is the role of episodic storytelling and community language. VINDES builds a shared vocabulary, recurring inside jokes, and emotional memories through its repeated formats and audience rituals. These elements are fundamental to building parasocial relationships between hosts and viewers, ultimately anchoring brand loyalty.

For communication scholars and practitioners alike, the VINDES model reinforces the idea that effective brand communication in the digital age must blend analytics with affect—understanding the data behind engagement while never losing sight of the emotional hooks that make content memorable.

8. Extended Discussion and Interpretation

The Impact of Multi-Platform Branding on Audience Behavior

One of the most prominent strategies identified in the VINDES Tour 2023 is the utilization of multiple digital platforms to maintain audience engagement across contexts. By diversifying content delivery across YouTube, Instagram, and TikTok, the brand ensures that audience attention is retained even when platform preferences shift. The psychological concept of media dependency theory applies here, suggesting that users form emotional and informational dependencies on platforms and the personalities they follow. VINDES capitalizes on this dependency by ensuring continuity and cross-promotion of themes across platforms.

Host Identity and Parasocial Relationships

Vincent and Desta function not only as entertainers but as recognizable figures with whom audiences form parasocial bonds. These perceived relationships are deepened through repeated exposure, relatable conversations, and consistency of messaging. The concept of 'authentic branding' is central here, where the audience perceives the hosts' interactions as genuine and unscripted. These factors contribute to higher trust, brand recall, and long-term loyalty, with many viewers identifying themselves as 'part of the VINDES family'.

Strategic Guest Selection and Social Capital

The appearance of high-profile guests such as Sheila On 7, Habib Jafar, or influential YouTubers is a deliberate strategy to tap into extended audience networks. Each guest brings their own follower base, thus expanding the reach of the VINDES brand. In communication theory, this aligns with the two-step flow of influence, where opinion leaders help mediate and spread messages

to wider publics. Furthermore, this approach elevates the perceived social capital of the hosts and their brand.

Storytelling as an Engagement Strategy

Narrative structure is a powerful device used in the VINDES episodes. From nostalgic flashbacks to behind-the-scenes segments, the use of storytelling makes the episodes emotionally resonant and binge-worthy. Viewers often comment on their emotional reactions, indicating a strong affective impact. Storytelling is not just a format—it becomes a technique to immerse audiences, foster identification, and deliver subtle branding without overt advertising.

The Role of Humor and Cultural Relevance

Humor is a consistent element across all episodes of the VINDES Tour. Its effectiveness lies in contextual relevance—VINDES employs jokes, regional dialects, and commentary that resonate with Indonesian audiences across age groups. By embedding humor in content, VINDES achieves cultural closeness and reduces psychological distance between host and viewer. Humor in media serves as a softener, making even brand placements feel organic rather than forced.

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