

Analysis of Strategies to Enhance Brand Awareness at Erigo Apparel

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Abstract:

Over time, the fashion industry has undergone transformations and is experiencing a growing demand from various demographics, particularly the youth. This sector is known to attract entrepreneurs and business-minded individuals. Erigo, a local fashion brand, has curated a street fashion collection specifically catering to young consumers. Notably, Erigo stands out as the leading clothing brand in Indonesia with a significant level of brand recognition. Establishing brand awareness is crucial for positioning a brand effectively in the market. This research aims to explore Erigo's segmentation, targeting, and positioning strategies, as well as delve into the methods employed by the brand to enhance its brand awareness. The study adopts a qualitative approach, incorporating literature reviews and observational analysis. The STP tools (segmenting, targeting, and positioning) are utilized for a comprehensive analysis. The findings reveal that Erigo Apparel leverages online marketing, content marketing, endorsements, collaborations, customer feedback, and events as key strategies to bolster its brand awareness.

Keywords: Fashion, Brand Awareness, Marketing Strategies.

INTRODUCTION

The fashion industry is one of the industries that attracts the interest of many entrepreneurs [1]. With the advancement of time, each person's fashion will not always be the same and will also shift. For example, we are all familiar with the fashion styles of the 1970s, 1980s, 1990s, vintage fashion, bohemian, classic elegant fashion, and so on. Nowadays, it is not only adults who are interested in fashion, but also many young millennials and Generation Z who are already interested in it [1].

With the presence of media, audiences can reach a wider and faster development of fashion, significantly changing the landscape of the fashion industry. Fashion trends are now more dynamic, flexible, and difficult to predict, as various new platforms emerge to facilitate creativity and experimentation in dressing styles [2].

Social media not only benefits the development of fashion but also assists businesses in marketing their products, as digital media plays a crucial role in utilizing social media as an effective promotional strategy in the current digital era [3]. One of the examples is the utilization of digital influencers in marketing, which has become an increasingly important promotional strategy in the current digital era. By harnessing the power of social proof and credibility possessed by these influencers, businesses are able to effectively reach their target audience [4].

According to iprice.co.id, Erigo is one of the local fashion brands that has a collection of street style. With Erigo's reasonably priced products, Erigo always releases collections that are sought after by young people. According to accurate.id, brand awareness is the extent to which a brand is recognized by the target group and associated with the product or product category. One local brand that has a fairly high brand awareness is Erigo, as evidenced by the following.



Figure 1. Logo Erigo

The criteria for an effective logo are simplicity, uniqueness, and ease of recall. Erigo Apparel itself has created a simple logo with a cut-off circle image, the word Erigo in the middle, and black and white colors to make it easily memorable for the public. Additionally, Erigo Apparel also proclaims the tagline "The Original Local Brand," indicating that Erigo Apparel is trying to distance itself from the perception that it is a foreign brand.

Originating from 500 followers, Erigo Apparel has remained active on social media, resulting in millions of followers on Instagram and TikTok. Erigo Apparel consistently produces engaging and high-quality content on both platforms. Interestingly, their concept is simple yet highly relatable to the younger generation. Therefore, Erigo's content concept aligns perfectly with their target market, contributing to the increase in their popularity.

Apart from directly approaching the target market, Erigo Apparel also employs another marketing strategy, which involves the creation of a website. The primary goal is to assist prospective buyers in obtaining information and making online purchases of Erigo products. Erigo's official website is designed with an appealing UI or UX, ensuring a comfortable browsing experience for visitors. In addition to its visual aesthetics, the website provides comprehensive information. When it comes to product images, Erigo Apparel places a high emphasis on top-notch quality.

When Erigo Apparel was just starting out, they took the bold step of participating in a major fashion event in Jakarta called JakCloth. Additionally, Erigo, as a local fashion brand, has also been chosen as the sole representative of Indonesia to showcase their designs at the upcoming New York Fashion Week (NYFW) 2022 in September. During NYFW, Erigo Apparel will unveil their new line, Erigo X, which has been exclusively created for its debut at the fashion show, featuring a total of 60 looks.

Erigo Apparel has also collaborated with Shopee through broadcasts on Shopee Live. Shopee supports the exclusive launch of Erigo's latest collection, and attractive promotions for various Erigo products that are only available on Shopee to invite users and the Indonesian community to support Erigo's international achievements as a nation.

Erigo Apparel has also collaborated with several Indonesian celebrities and influencers such as Gading Marten, Luna Maya, Enzy Storia, Febby Rastanty, Denny Sumargo, Alike Islamadina, Uus, Arief Muhammad, Ayla Dimitri, and Den Dimas, to introduce locally made Indonesian products that can compete in the global fashion market.

Due to Erigo Apparel's brand being one of the largest clothing brands in Indonesia with a fairly high brand awareness, we aim to study the brand awareness of Erigo Apparel through its strategies. The hope is that Erigo Apparel's strategy in building brand awareness can be studied and utilized to the fullest extent. The aim of this study is to examine how online marketing strategies can impact the enhancement of brand awareness for Erigo Apparel.

RESEARCH METHOD

This research employs a qualitative approach, specifically utilizing the techniques of literature review and observation. The literature review technique involves gathering relevant data that pertains to the research topic, whether it be from books, news sources, scholarly articles, or other credible sources, in order to analyze the strategies for enhancing brand awareness at Erigo Apparel. The observation technique involves observing the channels used by Erigo to reach consumers, which are categorized into content marketing, owned media, paid media, and earned media.

RESULTS AND DISCUSSIONS

Erigo has implemented this strategy through the observations we have conducted. Here are the findings from our research on Erigo Apparel.

1. Online Marketing Strategies

Erigo actively utilizes the platforms of Instagram, Tiktok, and Shopee for its marketing efforts. Erigo's followers on the three platforms can be considered large compared to its competitor, Roughneck. For instance, Erigo has 2.5 million followers on Instagram, while Roughneck has 1.2 million. On Tiktok, Erigo has 686 thousand followers, whereas Roughneck has 171 thousand. On Shopee, Erigo has 5.9 million followers, while Roughneck has 2 million. Based on the comparison with its competitor, the public's awareness of the Erigo brand is high. The utilization of these three platforms is quite effective in enhancing Erigo's brand awareness, allowing Erigo to continue maximizing the utilization of these platforms to reach a wider audience.

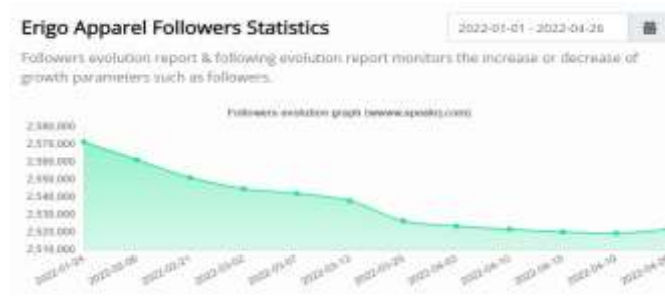


Figure 2. Erigo Apparel Followers Statistics

However, after conducting an analysis using the website speakrj.com, it was found that there has been a decrease in the number of Instagram followers for Erigo in 2022. According to dotnextdigital.com, the decrease in the number of Instagram followers can occur due to the deletion of bot accounts or inactive accounts, content that is no longer relevant to followers, and accounts engaging in spam that makes followers feel uncomfortable. These three reasons can be factors contributing to the decrease in the number of followers on Instagram for Erigo. However, this decrease in the number of Instagram followers does not have a significant impact on the decrease in brand awareness for Erigo, as the public was already aware of Erigo's existence and the large number of Instagram followers Erigo had before.

2. Strategi Content Marketing

a. Instagram



Figure 3. Instagram Erigo's posts

In the second image above, we can see the content posts displayed on Erigo's Instagram feeds. The content includes product photos, discount promotions, store ambiance, and other content. Then, in the third image, there is a reels post containing promotional videos of the brand, product videos, activities attended by Erigo such as events, videos of the store and warehouse ambiance, creative content with influencers or brand ambassadors, and more. For interactive content, Erigo uses instastories to interact by creating quizzes or questions that can be answered by customers. Instastories can also be used as a platform to provide the latest information, whether it's new products, giveaway announcements, and so on, as seen in the fourth image.



Figure 4. Average Engagement Instagram Erigo

In Figure 4., it is evident that the engagement of Erigo's Instagram posts has consistently increased from the end of 2021 to March 2022. This indicates that there has been a growing interaction from customers towards the posts on Erigo's Instagram, including likes, comments, and shares. The rise in engagement signifies that Erigo's brand awareness is quite strong, as engagement is a crucial step between brand awareness and customer purchases.

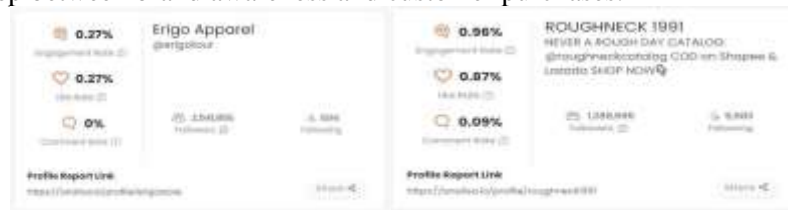


Figure 5. Engagement Rate Instagram Erigo and Roughneck

Next, we conducted a comparison of the engagement rates between Erigo and Roughneck. The analysis from analisa.io revealed that Erigo's engagement rate was 0.27%, while Roughneck's was 0.98%. This indicates that Erigo's engagement rate is lower compared to Roughneck, despite having a larger number of followers. This suggests that the interaction of customers or followers towards Erigo's content is still not optimal. According to mediani.com, factors that can cause a decrease in engagement include not paying attention to posting time, using irrelevant hashtags, lack of interaction with the audience, and content that is no longer relevant. In this case, Erigo needs to take these factors into consideration in order to maximize engagement on Instagram.

b. TikTok

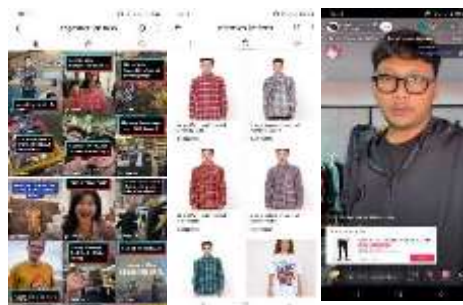


Figure 6. Erigo TikTok content

In Figure 6, Erigo's Tiktok content can be seen, which includes Tiktok trends, daily tips, comedy, collaborations with influencers, all while wearing outfits from Erigo. The content creation on Tiktok is made to be enjoyable and entertaining. Erigo also engages in sales on Tiktok Shop. To maximize sales on Tiktok, Erigo is active in conducting live sessions to directly offer products and interact with viewers. This allows for addressing customer issues regarding the products during the live session and can influence customers' decisions to make a purchase. An example of a live session on Tiktok.



Figure 7. TikTok's Key Performance Indicators



Figure 8. Essential Indicators for TikTok Roughneck.

Further, we conducted a comparison of key metrics between Erigo and Roughneck. It was found that the total views and total likes of Erigo are higher compared to Roughneck, which is consistent with the fact that Erigo has more followers than Roughneck. However, the engagement rate of Erigo (0.14%) and view rate (3.57%) are lower than those of Roughneck with an engagement rate of (0.19%) and view rate (4.62%). We conclude that the brand awareness of Erigo on the TikTok platform is high due to the higher total views and total likes compared to the competitor. However, with lower engagement rate and view rate compared to the competitor, Erigo needs to further maximize the content to reach a more optimal level of engagement from the number of followers or the general audience it has.

c. Shopee



Figure 9. Shopee's Flash Sale Event and Live Flash Sale Event

Erigo maximizes the utilization of available features on Shopee to promote and market its products. In image 16, Erigo conducts a flash sale to attract a larger audience by offering discounted prices. Additionally, Erigo actively engages in live sessions on Shopee to support product sales, similar to the strategy discussed earlier on Tiktok.



Figure 10. Eligo Search Request.



Figure 11. Request for Roughneck Search.

Following this, an examination was carried out on the search queries related to Erigo and its competitor Roughneck on the Shopee application through the website shopeeanalytics.com. The findings revealed that the search demand for Erigo peaked at 647 thousand, whereas the search demand for Roughneck only reached 34 thousand. This aligns with the greater number of Erigo followers compared to Roughneck. Given the higher search demand than its competitor, it can be inferred that Erigo enjoys a strong brand awareness on the Shopee platform.

3. Strategi Endorsement

Erigo Apparel utilizes endorsement strategy by collaborating with celebrities recognized by the younger generation in Indonesia such as Arief Muhammad, Adipati Dolken, Tiara Pangestika, Vanesha Priscillia, Aurelie Moeremans, Al-Ghazali, Alyssa Daguise, and others to promote and strengthen brand awareness of the Erigo brand. Despite being a local Indonesian brand, Erigo consistently demonstrates thoroughness in marketing promotion. Whenever launching a new product, Erigo always engages its influencers in collaborative travel both domestically and internationally as a form of marketing communication activity.

In October 2021, Erigo embarked on a journey to New York to attend the New York Fashion Week event. The New York Fashion Week is a prestigious event, indicating that Erigo is a local brand with excellent quality, as it can participate in such an event. Additionally, Erigo collaborated with well-known Indonesian influencers who have a significant number of followers, resulting in an increase in Erigo's popularity. For instance, Arief Muhammad has 5.3 million followers, Reza Chandika has 221 thousand followers, Rachel Vennyha has 6.7 million followers, Omar Daniel has 730 thousand followers, Febby Rastanty has 8.4 million followers, Buburayamracer or known as Den Dimas has 430 thousand followers, Denny Sumargo has 2.5 million followers, Enzy Storia has 3.6 million followers, Alika Islamadina has 519 thousand followers, Ayla Dimitri has 409 thousand followers, and Gading Marten has 22.1 million followers. Through their posts on their personal feeds and instastories, these influencers shared photos from their trip, allowing their followers to become aware of their collaboration with Erigo and increasing awareness of the brand. Erigo took advantage of this event to promote their products and collections by creating photoshoot content with celebrities, sharing instastories about their activities during the trip, and creating vlogs to attract public interest.

4. Strategi Kerja Sama

Erigo, as one of the major clothing brands with high popularity in Indonesia, is increasingly motivated to expand their market to other market segments. Erigo's strategy to broaden market segments is by collaborating with other brands. By collaborating with other brands, Erigo can introduce themselves to the customers of those brands and encourage them to use Erigo products, thus expanding Erigo's market reach. Erigo has collaborated several times with various brands, including the collaboration with Shopee at New York Fashion Week. The collaboration between Erigo and Shopee is aimed at expanding the international market or exports, and the presentation of the collaboration products at New York Fashion Week is also to reach the premium market. Previously known for high-quality products at affordable prices, Erigo is now attempting to create premium products showcased at New York Fashion Week under the name Erigo X. This is part of Erigo's

strategy to expand market segments by tapping into the international market and the premium product market.



Figure 12. The collaboration product between Erigo and Shopee showcased at the New York Fashion Week

5. Customer Review Strategy.

Erigo selalu menjaga kualitas produk dan layanannya supaya review (feedback) yang diberikan pelanggan tetap baik. Melalui observasi yang kami lakukan, review pelanggan menjadi penting untuk meningkatkan kesadaran pelanggan terhadap merek.

Melalui observasi yang kami lakukan pada platform Shopee dan YouTube, disimpulkan bahwa review pelanggan mempengaruhi popularitas dari sebuah produk maupun merek serta dapat memperluas informasi produk atau merek kepada masyarakat luas. Kami menggunakan beberapa produk yang dijadikan sampel observasi. Berikut hasil observasi yang telah kami lakukan.

a. review produk pada platform Shopee



Figure 13. Evaluation of the Erigo T-Shirt Project Summer Black product on Shopee.

The 'Erigo T-Shirt Project Summer Black' product has received positive product reviews. Out of 82,300 reviews, 73,000 reviewers gave it a 5-star rating, while 7,500 reviewers gave it a 4-star rating. The most dominant reason for these ratings is the product's good quality. The buyer reviews of this product have received a significant number of likes, ranging from 40 to 60 likes. This indicates that customers tend to check the buyer reviews of Erigo before trusting the brand in terms of product quality and service.

When a product receives predominantly positive reviews, it increases customer trust in the product and brand. This, in turn, leads to an increase in the product's popularity, as evidenced by the high number of purchases, exceeding 80,000 products.

- b. Product reviews on the YouTube platform.



Figure 14. Boim Lenno's review of the Erigo product provides a detailed description of the content.

On Boim Lenno's channel, there is content featuring a review of Erigo products titled 'Beware of Becoming Handsome Review of Local Casual Clothes Suitable for Everyday Wear'. Boim Lenno's channel has approximately 327,000 subscribers. The content has garnered 359,268 viewers, 6,200 likes, and 623 comments as of April 26, 2022, at 10:24 PM WIB.

With a considerable number of viewers, Erigo products are becoming more widely known, especially since the products reviewed by Boim Lenno showcase good quality, leading to an increase in customer trust in the products. This is evidenced by all three products reviewed being sold out, with 'Erigo Coach Jacket Paradise Olive' selling 7,500 units, 'Erigo Sweetshirt Chapo Mustard' selling 2,900 units, and 'Erigo Short Pants Otis Grey' selling 5,600 units, despite the relatively high prices offered.

6. Strategi Event

In 2013, Erigo brand was still relatively unknown and unpopular among the public. Despite this, Erigo continued its marketing efforts through various means, one of which was actively participating in various events. The first event Erigo attended in 2013 was the JakCloth event.



Figure 15. Erigo participated in an event in 2013.

Erigo organizes tours to introduce its brand in various major cities in Indonesia. In 2022, Erigo will be conducting the tour from February to May. Erigo Tour 2022 is set to become one of the largest offline events in the Indonesian fashion world. This event will be held at over 100 locations spread across the country, from Aceh to Papua. The activities of Erigo Tour 2022 are documented and shared on the Instagram social media platform under the handle @erigotour.

Berdasarkan jurnal (Puspitasari & Yunani, 2022) yang diperoleh dari survei Demand Gen Report, terungkap bahwa 76 persen pemasar menyatakan event marketing dinilai efektif dalam kegiatan pemasaran. Hal tersebut terbukti bahwa pada gambar 47 yang memperlihatkan bahwa terdapat peningkatan pengunjung dibandingkan dengan saat event pertama Erigo. Tidak hanya itu,

Erigo juga memperluas pemasarannya ke luar negeri dengan mengikuti event New York Fashion Week 2022 agar lebih dikenal dan diterima oleh berbagai kalangan masyarakat luas.

CONCLUSIONS

Based on the analysis of literature and observations conducted, Erigo Apparel's online marketing strategy using Instagram, Tiktok, and Shopee platforms has proven to be effective in increasing their brand awareness. Through content marketing strategies and active interaction with customers on these platforms, Erigo has successfully expanded the reach of their brand awareness

In addition, collaborations with famous influencers on Erigo Tour and partnerships with other brands such as Shopee and Thanksinsomnia have also had a positive impact on Erigo Apparel's brand awareness. These strategies have helped Erigo expand their market share and increase brand awareness among consumers. The implementation of customer review strategies focusing on product quality and service maintenance has also successfully increased brand awareness and customer trust in Erigo Apparel. Lastly, Erigo's participation in various events such as JakCloth and the organization of events like Erigo Tour has helped expand their market share. In fact, Erigo's participation in the New York Fashion Week (NYFW) 2022 is evidence of the success of their event strategy, which has had a positive impact on increasing brand awareness for Erigo Apparel.

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