

# Promoting Character Through Partnership Marketing and Interactive Advertising

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**Abstract.** Creating a new character as an intellectual property right is just the beginning of a long journey. The next step would be introducing the character to a broader audience. A startup company would not have the budget to produce a full feature film or finance a massive marketing campaign to introduce the character to a much broader audience. This research tries to implement partnership marketing theory to lessen the financial burden of marketing a new character. The idea is to find a partner who has the same target audience then collaborate to create a proper marketing campaign from which all partners must profit. One of the most recent trends in advertising is interactive advertising which creates strong engagement with its audience and possibly social media engagements. This research shall create the platform for partnership marketing through product placement on Interactive Advertising to promote Keluarga Ramadhan's (Ramadhan Family) character to a broader audience.

**Keywords.** IP, Partnership Marketing, Interactive advertising, Keluarga Ramadhan, Dendang Kencana

## 1. Introduction

Keluarga Ramadhan (Ramadhan Family) is new characters developed by UMN Pictures, a business unit of Universitas Multimedia Nusantara. The Keluarga Ramadhan characters were created as part of several other characters as part of the Intellectual Property library of UMN Pictures. Before producing a feature film or TV show around the Keluarga Ramadhan, UMN Picture wishes to test the market and introduce the characters to a broader audience. The first step was to create a short music video using the Keluarga Ramadhan characters, the music video was created in collaboration with Dendang Kencana, (Figure 1) children's songs competition organized and funded by the Kompas-Gramedia group.

The video can be viewed on Dendang Kencana's YouTube channel. The video was viewed 2,324 times and was liked by 77 people by 23 July 2018. To gain more exposure for the characters, UMN Pictures decided to create another platform that can gain more audience with minimum cost.



**Figure 1.** Music Video Aku Suka Membaca (I love to read).  
(Source: Dendang Kencana Youtube Channel)

### 1.1 Partnership Marketing

Given the limited budget and resources to promote a new character, an organization must find a partner to collaborate for a certain cause and certain target market (audience). Partnership Marketing is defined as a collaboration between two or more organizations willing to build a short-term or long-term program designed to ensure each organization can meet its business agenda. [1] Ron Kunitzky stated that Partnership Marketing is not another alternative of its marketing strategy but rather it is a complementary and purely utilizing assets and marketing tools of each member of the partnership to create a bigger value for each of the organization. If you look closely at several brands that changed the way we live, you should be able to see that they need partnership marketing to flourish. Big brand such as E-bay, needs the public as their supplier. Apple needs to collaborate with cell phone providers to bundle their product which later would be sold on BestBuy.com.

Several things that make Partnership Marketing is important are listed as follows: 1. Ensure that the brands can reach their target market, 2. Opening access to an underserved market, 3. Leveraging assets owned by other brands, 4. Strengthen brand image, 4. Establishing a stronger relationship with customers, 5. Create a new income stream, 6. Increase customer retention, 7. Create barriers or relationships with competitors, 8. Cost-effective implementation. Furthermore, he stated that the form of the collaboration can be done in several ways, such as Collaborative distribution, adding more value, attractive marketing program, content marketing program, sponsorship marketing, program licensing, marketing loyalty program, co-marketing, and in-store shop or in-store branding.

Another concern that needs to be considered before generating partnership marketing is the audience and customer. Both brands that are going to conduct a partnership need to know each audience and customer. Therefore, both parties could easily create marketing methods together which benefits both parties. These brands should know the size and volume of their customers, understand the needs of their customers, which is the reason why they are attracted to purchase its products, they also need to have continuous interaction with their customers. Well-knowing audience and customer is a good asset to propose a partnership marketing with another brand [1].

### 1.2 Interactive Advertising

Advertisements are meant to grab audiences' attention and later creating "the buzz". The buzz is one of the ways to make sure that the advertisement has reached its audience. There are the old media and the new media to pass through the message. Old media included printed posters, billboards, flyers, etc. These might be traditional, but as long as it is used with creative and outstanding design, it could engage plenty of audiences [2].

One of the engaging traditional advertisements ambient and guerrilla advertising. This is an advertisement where the brand could be more appealing to the audience. In some countries, consumers are exposed to numerous promotions and advertisements constantly, which make each one the less interesting. Ambient and guerrilla advertisement could be an answer to this problem. This

is an advertisement that could take customers' attention by surprise since it is marketed at the least expected place at the least expected time in the least expected way. Therefore, ambient and guerrilla advertisement and marketing take serious plans. The most important aspects of this advertisement are where it takes place and how it is presented. They usually are placed in "everyday places", such as bus stations, urinals, floors, shopping trolleys, etc. with intriguing design and copywriting. An example of this is Red Cross Argentina advertisement. They put a house in a lake next to a sign with the contact of Red Cross Argentina. This was made to raise awareness about an area in Argentina that was flooded massively. The more attractive and unusual it is, the more memorable it is and the more media coverage it could get. On the other side, the new technology and digital media, included all apps in gadgets such as YouTube, Instagram, Facebook, Email, etc., offers wider possibilities. This media could create more interactivity through audio and visual, involving more senses. Advertisers could engage a longer and deeper relationship with more audiences.

### *1.3 Product Placement*

Product placement is essentially described as the location or, more accurately, the integration of a product or a brand into a film or televised series (Figure 2). It is also possible to find other cultural vehicles, such as songs or novels. [3]

Product placement is a \$1,5 billion practice in movies and television and now even novels that partner marketers (who value it for cost-effectively creating consumer awareness) and mass media producers (who rely on it for reducing production and advertising costs). Because of the subtlety of product placement embedding and other related promotional techniques, audience members are often completely unaware and, therefore, highly susceptible. The purported influence is so great that product placement's detractors have sought federal regulation of the practice. Although, product placement was only known as one of the ways to gain revenue in movies and television programs. Lately, this marketing method has been implemented in more medium for more purposes. Viewers and users will be advertised to brands (Figure 3) as they are exposed to these mediums their gadgets [2].

Traditional advertising and promotion cost a big amount of money, product placement can be an alternative. This is a marketing plan in which an established brand could soft-sell its products or media. This marketing approach is beneficial both for the brand and the media at a lower rate than a traditional advertisement. The media needs the fund for their production as the brand is looking for new ways of advertising. For example, as discussed in Kunitzky's book, an iPhone app named PocketCocktails conducts a partnership marketing with an alcohol company, Grey Goose. From this relationship, PocketCocktail uses Grey Goose's products in the content and helps the company to advertise, and in return for its product placement, Grey Goose pays the service [2].



**Figure 2.** BMW Z8 Roadster in James Bond's "The World is Not Enough, (Source: <https://james-bond25trailer.blogspot.com/2019/05/james-bond-goldeneye-bmw.html>)



Figure 3. Sony Vaio Laptop in The Smurf 2011, Columbia Pictures (Author, 2021)

## 2. Method

This research is focusing on the creation of interactive advertising through observation study, in which, observation was done to collect data regarding children's reactions to interactive advertising. The observation was conducted on 2 May 2018.

## 3. Results and Discussions

### 3.1 Platform Creation

With Partnership Marketing, Product placement, and interactive advertising in mind, this research tries to create a certain form of advertising that will entice young children which in turn provides an advertising platform for a certain brand. At the moment, Keluarga Ramadhan has already been created, trademarked, and ready to be commercialized. With the collaboration with Dendang Kencana, Keluarga Ramadhan was made into a music video with Nisa (the little girl) as the main character (Figure 4).

With collaboration with Dendang Kencana, UMN Pictures gain a music collaboration right and exposure to the audience through YouTube views. However, the reception of the audience is relatively low, but if we consider that the subscriber of the Dancing Kencana YouTube channel is 200 accounts, then the 2,324 views it gains already a good result. This music video by far, gain much more audience than any other videos on the Dendang Kencana Channel. As UMN Pictures looks for other collaboration, the next collaborator in mind is any commercial brand that targets the same audience as Keluarga Ramadhan. The target audience is children from 3-10 years old. Therefore, the form of the next endeavor must cater to commercial brands, entice children and create interactivity as a marketing gimmick. Nisa, the youngest child will be the main character due to her age so that children can relate to her.



Figure 4. Keluarga Ramadhan Music Video (Source: Dendang Kencana Youtube Channel)

### 3.2 Product Placement

UMN Pictures create a new 'blank slate' that in turn can be filled with brand logo, product, etc. As seen below (Figure 5), the visual is framed vertically and the main character is located on the lower side of the display. This setup creates a large display that can be utilized by brands and the main character (Nisa) is low enough to reach or be seen by children. Therefore, this setup should be ideal for both purposes, reaching the target audience and promoting brands.



Figure 5. Current visual and proposed commercial placement. (Author, 2021)

### 3.3 Creating Interactivity

The main purpose of this platform is to attract a certain audience; thus, the platform should entice young children to approach and interact with the platform. The platform approaches in several ways such as attractive visuals, Song, Dance, and Interactivity when children are present. The platform approach is to gamify the action of the main character with the presence of a person/child. The game should be very simple and create a certain level of interactivity (Figure 6). As the game is the main attraction, we are using Unity software as a content player and python as the manager (CV Module) as seen in the image (Figure 7). There are three game contents used, described as follows: 1. Idle content; Nisa is waiting silently, she sits down, smiles to the audience, 2. Singing and dancing content; Nisa starts to dance to the song and sing along and 3. Waving goodbye; Nisa bid farewell to the audience. In this platform, a webcam is used to determine whether a person or a child is standing in front of the display (Figure 8). Should nobody stand in front of the display, Content 1 will be continuously displayed, once a person is present, the display will play Content 2, after the person leaves, Content 3 will appear for a certain duration, then it will automatically play Content 1 continuously. The step by step walkthrough is as below:

1. Once the Python CV Module is triggered, it will take a snapshot through the webcam. This image shall be used as a benchmark image or reference image.
2. Webcam continuously takes pictures, to find contours and it will be compared with the reference image. This action triggered Content 1 to be displayed.
3. Python will calculate the absolute difference of the compared image
4. A certain value of the threshold is set. The threshold determines the sensitivity of the trigger.
5. Once the threshold number is achieved, Content 2 is triggered.
6. Once the threshold number below a certain number, Content 3 is triggered as it assumes the person is leaving the display.

After 10 seconds of Content 3, it will automatically play Content 1 again.

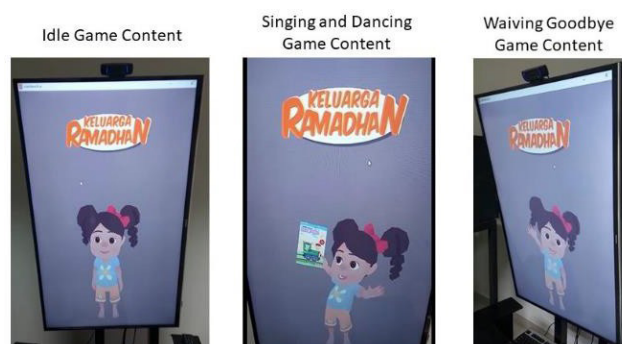


Figure 6. Game content (Author, 2021)



Figure 7. Software used in the platform (Author, 2021)



Figure 8. Software used in the platform (Author, 2021)

### 3.4 Observation and Findings

The observation was conducted on 2 May 2018 at the launching of the Dendang Kencana song competition at Indonesia's Ministry of Culture and Education head office. The event was attended by 500 people, mainly children with their parents and teachers escorting. The display is put near the entryway of the main event's location. The platform is left unattended with 3 observers observing nearby (Figure 9).

The first findings of the observation are: children age 3-5 years old are instantly attracted and eager to touch or get close to our platform (Figure 10). The second finding is Children age 7-10 are curious but reluctant to get near. However, once they team up with their friends, they start to approach and play with the platform (Figure 11). The research also finds that adults are also curious about the platform, they look for someone to explain the platform to them as seen on the documentation below (Figure 12).

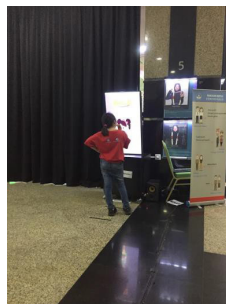


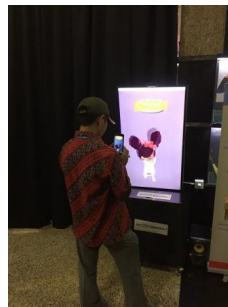
Figure 9. The platform placement at the event (Author, 2021)



Figure 10. Reaction from children 3-5 years old (Author, 2021)



**Figure 11.** Reaction of Children 7-10 years old (Author, 2021)



**Figure 12.** Reaction of Adults (Author, 2021)

#### **4. Conclusions**

Based on the analysis above, we could conclude that research showed that the platform works well as an attractor of the audience, it draws people to observe, to be curious, and play along. However, people who are not familiar with the 'g'atendency to keep their distance.

#### **5. References**

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