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BRAND FRUNC ID DIGITAL MEDIA CONTENT PLANNING

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Abstract

The role of digital content in 2023 is very important due to the shifting role of mass media is gradually being replaced by social media. The content published on social media today is creative digital content that aims to increase the awareness of its audience, one of the brands in the city of Bandung called Frunc Id began planning digital content that will be uploaded on its social media channels. The purpose of this content planning is so that the creative digital content produced can provide benefits, and solutions and entertain its audience. This research uses qualitative research methods with a case study approach. The result of this research is that the Frunc Id brand makes a content plan in the form of a brand essence and campaign deck so that the packaging of the digital content presented is more focused according to the segment and gets optimal results. The form of planning presented in the brand essence is a unique value proposition, and target market based on needs, brand benefits, and brand personality. The planning presented in the campaign is the campaign objective, key message, media plan, and content matrix.

Keywords: Brand essence, campaign deck, creative digital content

Abstrak

Peran konten digital pada tahun 2023 sangat penting karena pergeseran peran media massa secara bertahap digantikan oleh media sosial. Konten yang dipublikasikan di media sosial saat ini merupakan konten digital kreatif yang bertujuan untuk meningkatkan kesadaran audiensnya. Salah satu merek di kota Bandung bernama Frunc Id mulai merencanakan konten digital yang akan diunggah di saluran media sosialnya. Tujuan dari perencanaan konten ini adalah agar konten digital kreatif yang dihasilkan dapat memberikan manfaat, solusi, dan menghibur audiensnya. Penelitian ini menggunakan metode penelitian kualitatif dengan pendekatan studi kasus. Hasil penelitian ini menunjukkan bahwa merek Frunc Id membuat rencana konten dalam bentuk brand essence dan campaign deck, sehingga pengemasan konten digital yang disajikan lebih terfokus sesuai dengan segmen dan menghasilkan hasil yang optimal. Bentuk perencanaan yang disajikan dalam brand essence adalah unique value proposition, target pasar berdasarkan kebutuhan, manfaat merek, dan kepribadian merek. Sedangkan perencanaan yang disajikan dalam campaign adalah tujuan kampanye, pesan utama, rencana media, dan matriks konten.

Kata kunci: Brand essence, campaign deck, konten digital kreatif

INTRODUCTION

The development of digital media without realizing it continues to progress as technology develops. In 2023, without realizing it, there have been many transitions, starting from offline trading to online trading. Many digital media platforms are now used by business people in trading online, entrepreneurs are now starting to trade through digital platforms Facebook, Instagram, TikTok, and so on. The role of digital content is very important in supporting a business that is pioneered through a digital media platform, therefore in 2023, people began to realize how important it is to create creative and interesting digital content for their audience (R. D. Smith, 2020). One of the most important goals that must be considered in creating digital content is not only to sell products but to increase brand awareness. The process of creating creative and interesting digital content is not easy, many things must be done first such as finding references, looking for material to convey and also how the process of delivering the messages we create so that they can be accepted and useful for the audience. Therefore, brand awareness is a very important element that we must apply when creating digital content. Business people are now starting to understand how important awareness they want to get regarding the business and also the products they have created, one of which is Frunc ID. Before creating digital content, Frunc ID first looks for the brand essence or what is commonly called the soul of a brand. Brand essence is a very fundamental thing in a brand, because without a brand essence, the brand feels characterless (Naraine dkk., 2021).

To truly grasp the significance of brand essence and campaign decks in the digital content planning process, it's essential to dive deeper into their functions and the value they bring to a brand's overall communication strategy (Landa, 2021). In the increasingly competitive digital landscape, where brands are constantly vying for the attention of their target audiences, the ability to stand out and build a meaningful connection with consumers is more crucial than ever. This is where the framework of brand personality, derived from Carl Jung's 12 archetypes, plays a pivotal role (Mallipeddi dkk., 2021).

Carl Jung's 12 archetypes provide a comprehensive model to help brands uncover their inherent personality traits, which can then be communicated effectively to their audience. Each archetype represents universal patterns of behavior that people recognize and connect with on a deep emotional level (Sangeeta & Raghuvir, 2021). These archetypes include The Innocent, The Explorer, The Sage, The Hero, and more, each embodying different values, motivations, and characteristics. By identifying which archetype best aligns with the brand, Frunc ID is able to create a consistent and relatable identity. For example, if Frunc ID aligns itself with the "Explorer" archetype, its messaging would likely center around themes of adventure, independence, and innovation, while if it embodied "The Caregiver," the focus might be on nurturing, helping, and protecting the community (Hardy, 2021).

Once the brand essence is identified, it serves as the foundation for the digital content plan. This essence is not just a tagline or a logo; it's the fundamental soul of the brand that communicates what it stands for and what it promises to deliver to its customers. For Frunc ID, this process of uncovering and defining the brand essence allows it to maintain

consistency in every piece of communication it produces. Every campaign, social media post, or promotional material must reflect the same underlying principles and values that have been defined in the brand essence (Kujur & Singh, 2020). The next step in Frunc ID's content planning process is the development of the campaign deck. The campaign deck is a strategic blueprint that outlines how the brand will engage with its audience across various platforms, based on the research and insights gathered during the brand essence formation phase. In today's digital world, brands cannot afford to produce content haphazardly. Every piece of digital content must serve a purpose, whether it is to inform, entertain, or engage. Without proper planning, a brand risks creating disjointed content that confuses or alienates its audience (Hoddk., 2020).

For Frunc ID, the campaign deck is the tool that ensures cohesion and alignment with the brand's goals. This deck includes crucial elements such as the target audience, campaign objectives, key messages, and a detailed media plan. Understanding the target audience is fundamental to the success of any campaign (Liu dkk., 2020). Frunc ID's research provides insights into the demographic and psychographic characteristics of its audience who they are, what they care about, and what motivates them to engage with the brand. This helps tailor the messaging in a way that resonates with the audience's desires and pain points. The campaign objectives set the tone for what the brand hopes to achieve through its digital content. These objectives could range from raising brand awareness to driving engagement or converting leads into customers. By clearly defining these goals, Frunc ID can measure the effectiveness of its campaign and make adjustments as necessary to ensure it stays on track.

One of the most critical elements in the campaign deck is the key message or tagline that will represent the brand. This message encapsulates the brand essence in a way that is memorable and compelling to the audience. For instance, a brand that aligns with the Hero archetype may choose a message that emphasizes strength, bravery, and overcoming challenges, while a brand that fits the Caregiver archetype might highlight compassion, support, and community. Frunc ID must ensure that its key message is not only aligned with its brand essence but also adaptable across different formats and platforms. Furthermore, the campaign deck contains a media plan and content matrix. The media plan outlines which platforms will be used to disseminate the digital content, whether it's social media, websites, blogs, or other digital channels. Each platform has its own unique audience and best practices for content distribution, so the media plan must be tailored accordingly. Social media, for instance, might focus on short, engaging visuals and videos, while the brand's blog might offer in-depth articles or thought leadership pieces (Waqas dkk., 2021).

The content matrix, on the other hand, serves as a roadmap for content creation. It defines the types of content that will be produced (e.g., blog posts, videos, infographics), the frequency of posting, and how each piece of content supports the overall campaign objectives (Papagiannis, 2020). For Frunc ID, this matrix ensures that its content production stays organized and that every piece of content, no matter the format, aligns with the brand's voice and objectives. Lastly, the timeline is an essential part of the

campaign deck. Timing plays a crucial role in the success of a campaign. The timeline ensures that the content is published at the right moment to maximize its impact. Frunc ID must consider various factors, such as the seasonality of their products, the timing of competitor campaigns, and relevant social or cultural events, to ensure their content reaches the audience when they are most receptive (Koivisto & Mattila, 2020).

Brand essence and campaign decks, therefore, serve as indispensable tools in crafting a well-rounded digital content strategy. The essence of a brand is more than just a set of superficial characteristics; it's the emotional core of what the brand represents. By identifying this essence and translating it into a structured campaign plan, Frunc ID is able to ensure that its digital content resonates with its audience, remains consistent, and ultimately drives its desired outcomes. In the fast-paced world of digital marketing, where trends shift rapidly, and consumers have more choices than ever, it is the brands that can consistently tell a compelling and authentic story that will thrive. Through careful planning and a deep understanding of its own identity, Frunc ID is positioning itself to not only compete but to stand out in the crowded marketplace. By leveraging the power of Carl Jung's archetypes and a well-thought-out campaign deck, the brand is laying the groundwork for long-term success, ensuring that every piece of content it produces is aligned with its overall mission and values.

With the growing importance of digital platforms, brands that fail to define their essence and plan their campaigns risk being lost in the noise. In contrast, those that invest the time and resources into understanding their core identity and building a cohesive strategy around it will not only attract attention but build lasting relationships with their audience. Frunc ID's efforts to develop a brand essence and campaign deck are prime examples of how a thoughtful approach to digital content can yield significant rewards in today's market.

METHOD

The research method used in this research is a qualitative research method, namely by seeking information about existing symptoms, clearly defining the objectives to be achieved, planning the approach, collecting data as material for making reports. Qualitative research departs from the behavioral sciences and social sciences. Its essence is as a method of understanding, uniqueness, dynamics, and the holistic nature of human presence and its interaction with the environment. Qualitative researchers believe that "truth" is dynamic and can be found only through examining people in their interactions with historical social situations (Jaya, 2020). Researchers used a case study research approach, because researchers wanted to explore and find out more about the process of forming *brand essence* and *campaign decks* and planning carried out by Frunc ID and implemented into digital content. This research was conducted through primary data collection by conducting interviews and observations with the owner of Frunc ID and secondary data collection by interviewing consumers of Frunc ID.

RESULTS AND DISCUSSION

The process of forming Frunc Id's brand essence begins with an interview with the owner of Frunc Id. The owner of Frunc ID explained that Frunc ID is a premium quality milk and fruit- based beverage brand that has authentic value and holds the concept of hustle packaging. This hustle packaging concept is a practical and unique packaging concept so that it can be taken anywhere to support a fast-paced lifestyle. Frunc Id does have premium quality and has attractive packaging and good taste because the fruits used are fresh fruits, according to one of the consumers of Frunc Id. This also becomes a unique value proposition that will be the main foundation in forming the brand essence.



Frunct ID's unique value proposition.

After knowing the uniqueness possessed by Frunc ID, the next step that must be taken in preparing the Frunc ID *brand essence* is to find out the target market that will be targeted by Frunc ID. The appropriate target market based on their needs by buying Frunc ID drinks according to one consumer, the reason is that buying Frunc ID drinks can make people who are *gloomy* cheerful again because of the fresh taste that enhances the mood of the drinks served by Frunc ID. In addition, one consumer said that this drink is suitable for people who are looking for ideas because it can refresh the mind to find inspiration.



Figure. Target market based on the need to buy Frunc ID

After finding the appropriate target market, the next step in the process of preparing the

brand essence is to find out the advantages obtained functionally and emotionally. These functional and emotional advantages are very important in the process of preparing the *brand essence*, because we can manage each content by including messages that the Frunc ID *brand* presents messages and impressions that characterize each content, this aims to increase awareness of the audience to know the Frunc Id *brand* and what is obtained when buying Frunc Id drinks.



Figure. Brand benefits of Frunc Id.

When you already know what you get when you buy drinks at Frunc Id, one of the important things that must be formed in the process of creating a *brand essence* is to find a *personality* that matches one of the 12 *brand archetypes* from Carl Jung. According to the Owner of Frunc Id, Frunc is a brand that can make others cheerful, *worries free* or not thinking about problems, prioritizing the concept of *hustle* or fast-paced and simple. Based on the interview with the owner of Frunc Id, the right *personality* to describe the Frunc Id brand is *everyman*. This *everyman personality* is the type that is friendly and happy to talk about various things and has a goal to establish a good relationship with consumers and feel what consumers feel.



Figure. Frunc Id brand archetype

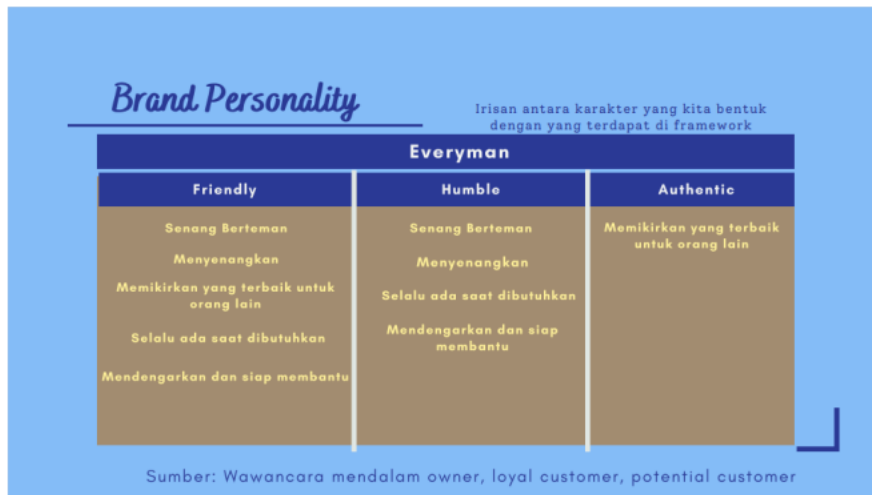


Figure. Personality Frunc Id

The planning that has been poured into the brand essence as the spirit or soul of a brand will enter the next stage, namely by loading each plan into the campaign deck, the purpose of creating this campaign deck is to carry out brand activation. Brand activation is a comprehensive approach that is carried out to accommodate two-way communication between brands and consumers to increase reach and impression (Steenkamp, 2020). The first step that must be taken in conducting brand activation is to create a campaign objective or commonly referred to as the purpose of the campaign to be carried out. The purpose of the campaign that the Frunc Id brand will carry out is to increase brand awareness, so there are several objectives which include making the audience aware of the uniqueness and advantages of Frunc Id when compared to its competitors who carry the hustle lifestyle of generation z and millennials, inviting the audience to be aware of the hustle lifestyle while still not neglecting socialization and inspiring the audience to enjoy the audience's current life (Cheung dkk., 2022). To increase awareness, Frunc Id created key messages or keywords in their campaign. The purpose of this keyword is to facilitate searches on social media and become the slogan of the campaign that will be carried. By conveying 3 ideas in the campaign which include, supporting a fast-paced lifestyle, improving the quality of hanging out and gathering habits to be more meaningful and helping stimulate imagination and creativity. The key messages carried by Frunc Id are #BeraniAuthentic and #SobatFruc.

D. Key Message

Gagasan yang ingin disampaikan adalah:

1. Sesuai dengan brand essence Frunc ID yang mendukung gaya hidup serba cepat
2. Meningkatkan kualitas dari kebiasaan nongkrong dan berkumpul menjadi lebih bermakna
3. Membantu merangsang imajinasi dan kreatifitas

“

#BeraniAuthentic
#SobatFruc

2021

Figure. Key message Frunc Id

Before running the program details, Frunc Id first made a plan of what media to use using the PESO model. The media used to start the campaign is by using shared media and owned media, Frunc Id uses Instagram social media to conduct brand activation, because the segment of Frunc Id is mostly social media users. In addition, by using shared media, Frunc Id does not need to spend money to run its campaign. After finding the right media to run the campaign, the next planning process is to create creative digital content with the aim of increasing awareness of the audience according to the segmentation of the Frunc Id brand. The content that will be created by Frunc Id is divided into 4 types of content including, entertain, educate, inspire and convince (Juska, 2021).

Each of the four types of content has a different purpose in packaging the message. Inspire type content aims to inspire the audience to try and buy products from Frunc Id, the content is in the form of DOTD (Drink of The Day) - Frunc variants that are drunk at different moments, collaboration content with influencers or other brands. Educate type content is content that aims to educate the audience both from the quality of the ingredients served by Frunc Id and educate the uniqueness carried by Frunc Id. The entertain content type aims to invite the audience to interact in a two-way manner with the brand, the content provides space for the audience to establish emotional closeness with the brand. Convince type content aims to increase sales by showing what types of products are presented, the selection of raw materials, the manufacturing process, product hygiene and production sites.

E. Campaign Detail Program

CHANNEL OWNED

Konten yang dibuat sendiri ataupun menggunakan jasa, bentuk kepemilikan jelas milik perusahaan sehingga bebas digunakan sebagai asset

ESTIMATED TIMELINE

Dilakukan di awal Kampanye

A. Content Matrix:

- **Entertain:** trivia quiz (topik ke arah inspirasi, produktivitas, dan pop culture), pop culture quiz/polling, QnA (preferensi topik obrolan saat nongkrong, bagaimana mengatur waktu nongkrong di sela pekerjaan/perkuliahan, motivational quotes
- **Educate:** sharing tips produktivitas, manajemen waktu, dan fokus, Rekomendasi film/playlist/buku untuk dibaca saat santai, rekomendasi boardgame untuk dimainkan saat nongkrong,
- **Inspire:** DOTD (Drink of The Day) - Varian Frunc yang diminum di momen berbeda-beda, Konten kolaborasi dengan influencer/brand lain
- **Convince:** Higienitas produk dan tempat produksi, pemilihan bahan baku dalam produk, bentuk kemasan yang simple dan aman dibawa kemana saja, keunikan kombinasi rasa masing-masing varian

Konten ini didistribusikan di shared media (instagram) dari feed, story, reel, IGTV.

2021

Figure. Campaign program details

The image presented is part of a detailed campaign program, focusing on digital content planning to support a brand's campaign. In this context, Frunc ID develops a well-thought-out campaign strategy to achieve set goals, considering important aspects such as owned channels, campaign timeline, and content matrix. Each of these elements plays a crucial role in ensuring the campaign runs effectively and reaches the target audience.

Owned Channels

The first section explained in the image is about *owned channels*, which are channels managed by the company or brand itself. These channels include platforms owned or fully controlled by Frunc ID, such as social media accounts like Instagram. The content created on these channels is designed to reflect the brand's identity and characteristics and is tailored to the target audience. Frunc ID can freely use these channels as assets without being bound by third-party regulations since they have full control over the content presented. Managing owned channels is essential in maintaining the consistency of brand communication. These channels allow Frunc ID to directly convey messages without relying on third-party platforms or traditional media. Moreover, content on these channels can be used to strengthen brand awareness and build a more personal relationship with the audience. Through complete control over the content, Frunc ID can ensure that the messages conveyed align with the campaign's objectives, such as increasing awareness or building customer loyalty.

Campaign Timeline

The image also explains the campaign *timeline*, which is scheduled to be implemented at the start of the campaign. This indicates that Frunc ID understands the importance of timing in executing a digital campaign. A proper timeline allows the company to maximize the effectiveness of the content produced and ensure that the intended messages reach the audience at the most relevant time. By launching the campaign at the right moment, Frunc ID can take advantage of momentum, whether it is related to seasonal trends, consumer behavior, or specific social situations that support their campaign.

Content Matrix

One of the key elements in this image is the *content matrix*. A content matrix is a map that outlines the types of content to be produced and how each type of content functions to support the overall campaign. This matrix consists of four main categories: *entertain*, *educate*, *inspire*, and *convince*. Each of these categories is designed to fulfill specific objectives in engaging the audience.

1. Entertain

Entertaining content is designed to capture the audience's attention in a light and enjoyable way. In this matrix, entertaining content includes various formats, such as trivia quizzes focused on inspiration, productivity, or pop culture. Additionally, there are pop culture quizzes or polls, as well as Q&A sessions discussing popular topics like casual activities or time management tips during social hangouts. Entertaining content can also include motivational quotes aimed at inspiring the audience. Entertaining content plays a vital role in campaign strategy because it can instantly attract the audience's attention and increase engagement. By presenting enjoyable content, Frunc ID can build an emotional connection with the audience, which in turn can boost brand loyalty and awareness. This content also serves to capture the attention of social media users who are often looking for something fun during their daily activities (Eagle dkk., 2020).

2. Educate

The second part of the content matrix is educational content, which focuses on providing added value to the audience through useful information. Frunc ID structures this educational content in various forms, including sharing productivity tips, time management, and focus strategies. The content also includes recommendations for films, playlists, or books to enjoy in a relaxed atmosphere, as well as board games that are suitable for playing during social gatherings. By providing educational content, Frunc ID not only seeks to capture the audience's attention but also offers helpful solutions for their everyday lives. Educational content can help the audience feel more connected to the brand because they are receiving relevant and valuable information. In the long term, this strategy can strengthen the relationship between the brand and the audience, as the audience feels the brand is making a real contribution to improving their quality of life (P. R. Smith & Zook, 2024).

3. Inspire

Inspirational content in this matrix is designed to motivate and encourage the audience. One example of inspirational content promoted by Frunc ID is *Drink of The Day (DOTD)*, which showcases different Frunc drink variations for different moments. In addition, Frunc ID plans collaborative content with influencers or other brands, which serves to expand the campaign's reach and inspire the audience. Inspirational content is essential for building a strong and aspirational brand image. By presenting stories or products that inspire, Frunc ID can encourage the audience to experience positive new things. Collaborations with influencers or other brands also serve to strengthen the brand's message and reach a wider audience. Ultimately, this inspirational content can help create a deeper emotional connection between the brand and the audience (Seyyedamiri & Tajrobehkar, 2021).

4. Convince

The last category in the content matrix is convincing content, which aims to persuade the audience to take specific actions, such as purchasing products. In this case, Frunc ID focuses on product advantages, such as product hygiene and production site cleanliness, raw material selection, and the simple and safe packaging design that can be easily carried anywhere. Additionally, Frunc ID emphasizes the uniqueness of the flavor combinations in each product variant offered. Convincing content is crucial in the final stage of the campaign when the audience is already engaged with the brand and ready to make purchasing decisions. Through convincing content, Frunc ID can reinforce the reasons for the audience to choose their products over competitors. Emphasizing product quality, cleanliness, and uniqueness also helps build consumer trust and confidence in the brand (Bazi dkk., 2023).

Content Distribution on Social Media

The image also explains that the planned content will be distributed through social media, specifically Instagram. Various content formats will be presented in different Instagram features, including *feed*, *story*, *reel*, and *IGTV*. This shows that Frunc ID understands the

dynamics of using different social media features and optimizes each one to reach the audience in the most effective way. By using Instagram as the main platform, Frunc ID can reach a broad and diverse audience, especially young users who are active on social media. The use of features like *reels* and *stories* allows Frunc ID to interact directly with the audience in real-time and present more dynamic and engaging content (Lalaounis, 2020).

CONCLUSION

Frunct Id is a brand that sells beverage products with milk and fresh fruits, and emphasizes the concept of *authentic* and *hustle packaging*. Before starting to do digital content creation activities, Frunc Id made a plan first by creating a brand essence that would become the foundation of the business for the *brand* in the future. The first step in the process of forming a *brand essence* is to find what is unique and the advantages of the Frunc Id *brand* compared to its competitors. After that, Frunc Id started looking for segments that fit the brand's market. The next step Frunc Id must find a *personality* that matches the owner's wishes and also what consumers have felt about the Frunc Id *brand*. The personality owned by the Frunc Id brand is everyman, this personality is the type that is friendly and happy to talk about various things and has the aim of establishing a good relationship with consumers and feeling what consumers feel. In addition, Frunc Id must provide rational and emotional benefits when consumers buy their products, which will later become one of the messages that Frunc Id will convey to consumers through digital content that will be created on its social media. This is the most important thing in the process of forming a *brand essence*. After creating the *brand essence*, the next step is to *do brand activation* by creating a *campaign deck*. In the *campaign deck*, there are several aspects including *campaign objectives*, *key messages*, choosing the media to be used and creating *core content* based on 4 types of *content matrix*.

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