



Faculty of Applied and Creative Arts

**MAIN TITLE RESEARCH ON ADVERTISING CAMPAIGN IN
PROMOTING RAINFOREST WORLD MUSIC FESTIVAL**

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5824
L477
2007

Bachelor of Applied Arts with Honours
(Design Technology)
2007

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MAIN TITLE
RESEARCH ON ADVERTISING CAMPAIGN IN PROMOTING
RAINFOREST WORLD MUSIC FESTIVAL

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This project is submitted in partial fulfillment of
The requirements for the degree of Bachelor of Applied Arts with Honours
(Design Technology Program)

Faculty of Applied and Creative Arts
UNIVERSITI MALAYSIA SARAWAK
2007

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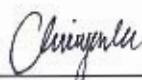
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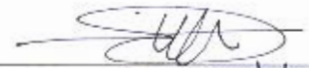
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Appreciation

First of all, I would like to thank God for protecting me and showing me my path over these 3 years and also to my parents, my siblings and my relatives. Thank you for been supportive, caring and patient. At the same time I would like to thank to my supervisor (Puan Siti), my mentor (Mr. Sylvester) and all Design Technology's lectures. Thank you for your supports and guidance. Without your guidance, supports, comments and trust, my Final Year Project won't be successful. Lastly but not least I would like to thank to my friend, who always be there to supports me.

Abstract

Rainforest World Music Festival (RWMF) is an annual festival featuring international, regional and local artists, which held at Sarawak Cultural Village, Santubong. The event is not foreign to local and also well known internationally. Unfortunately, the campaign failed to attract visitor in Peninsula Malaysia.

Abstrak

Rainforest World Music Festival, merupakan fiesta muzik antarabangsa yang terkenal dengan kepelbagaian muzik dan budaya dari dalam serta luar negara. Fiesta muzik ini diadakan secara tahunan di *Sarawak Cultural Village*, Santubong. Namun begitu, promosi dan kempen yang dijalankan oleh *Rainforest World Music Festival* adalah tidak begitu berjaya di Malaysia, terutamanya di Semenanjung.

CONTENT

Borang Pengesahan Status Tesis/ Laporan	i
Borang Pengesahan Penyelia	ii
Appreciation	iii
Abstract	iv
Abstrak	v
Content	vi - vii
Chapter 1: INTRODUCTION	1 - 3
1.1 Background Research	3 - 5
1.2 Problem Statement	5 - 6
1.3 Research Objectives	6
1.4 Research Scope	6
1.5 Hypothesis	7
Chapter 2: LITERATURE REVIEW	8 - 18
Chapter 3: RESEARCH METHODOLOGY	
3.1.1 Primary Research	19
3.1.2 Secondary Research	19 – 20
3.1.3 Likert Scale	20
Chapter 4: DISCUSSION AND FINDINGS	21
4.1 Discussions and Findings	
4.1.1 Respondent's Races.	22
4.1.2 Respondent's on knowing Rainforest World Music Festival.	23
4.1.3 Respondent's Races.	24
4.1.3 Respondent's on knowing Rainforest World Music Festival through advertising media	25
4.1.4 Respondent's on elements of design.	26 - 27

4.1.5 Respondent's on print media.	28
4.1.6 Respondent's on using electronic media to advertised Rainforest World Music Festival.	29
4.2 Conclusion	30
Chapter 5: RECOMMENDATIONS	
5.1.1 Objective	31
5.1.2 SWOT analysis	31 - 32
5.1.3 Unique Selling Proposition	32
5.1.4 Promotion Strategies	32 - 34
5.1.5 Conclusion	34
Bibliography	viii - ix
Appendix	
Questionnaires	x - xii
Designs	xiv - xvii

Title: Research on advertising campaign in promoting the Rainforest World

Music Festival.

Chapter 1

1.1 INTRODUCTION

The history of advertising started since ancient times ago. "The first written advertisement, however, was a three thousand-year old advertisement inscribed on papyrus, found by an archaeologist in the ruin of Thebes" by Mandell (1984, p.23). There's a group of archaeologist which have found the forerunners of lost-and found notice in the ruins of ancient Egypt. The notice was a papyrus poster, which offered rewards for the return of runaway slaves. At the same time, a group of archacologists has found political advertisement painted on walls along the street of the ancient Roman city of Pompeii. These included theatrical performances, sport gladiatorial, houses for rent advertisement and advertisement directed to tourist, to visit local Taverns.

Advertising means 'drawing attention to something' or notifying or informing somebody of something (Cited in Advertising As Communication, 1999, p.2). On the other hand, "The definitions of Committee of American Marketing Association has defined advertising as "any paid form of non-personal presentation and promotion of ideas, goods or services by an identified sponsor" (p.3)

Advertiser or advertising agencies will invest on research before starting any campaign; either in products or services. This is so because they need to know what does the consumers think and say, how consumers value the products and services, and media been used. This method is referring to consumer behavior. At the same time, the

advertisers need to study the competitors, in order to know their strategies on positioning the product and services, the types of campaign and advertisement.

In addition, the advertiser needs to be alert and careful in choosing a right media. The main media are print media and electronic media. Print media consists of magazines, newspaper, business publication, farm publications, brochure, flyers, posters and others. While in the electronic media refers to television advertising, radio advertising, direct mail, specialty advertising, outdoors advertising, transit advertising, point-of-purchase advertising and internet advertising. Each category of advertisement has different types of function and character.

Advertising campaign is the message you read from a source is an advertisement and it is also the effort that coordinated into the process and package that will constitute a campaign. According to Jugenheimer and White (1991), "A campaign is a series or sequence of advertising and promotion efforts, carefully planned, coordinated and executed, over a long period of time". The advertisement campaign is repetition messages which make people see and hears the message over and over again, until they absorb the meaning. A good advertising campaign, usually it will take a long period of time to position its product or services and sometime may take six months or a year to deliver a message effectively.

Therefore promotion does play an important role in advertising field. It is how a seller making an effort to set up its own method or strategies information in the persuasion in selling a product or service or intends to promote an idea. The organization's communication and the market location are carefully planned and controlled in promotional program. According to Rossiter (1987), "Promotion is often

regarded as a more direct form of persuasion, based frequently on external incentives rather than inherent product benefits, which is design to stimulate immediate purchase and to “move sales forward” rapidly than would otherwise occur” (pg. 4) . Promotion use one or more identifiable techniques such as direct and indirect price offs, sampling coupon, trade coupons, bonus packs and premium.

1.1.1 Background Research

Sarawak is one of the oldest tropical forest in the world and also the largest state in Malaysia. It is located on the northwestern side of the island of Borneo. Sarawak is an ideal destination for travelers, because of the mix cultures, religions, tradition and also the incredible diversity of flora and fauna. The uniqueness of Sarawak has become a famous spot of tourism. Since then, a lot of events, festivals and activities has been held in Sarawak; one of the most famous festival that held in Sarawak is “**Rainforest World Music Festival**”. This festival is an annual festival featuring international, regional and local artists. This 3 days outdoor event is only held in the middle of July which is located in Sarawak Cultural Village, Santubong.

Rainforest World Music Festival is a concert and workshop. The workshops are usually held in the afternoons. While the participant musician will compare notes with each other on music, culture and dance. As for the festivals goers, they will get to learn and join in the interactive fun. As the night falls, the concert begins and the festivals goers will be dancing and jamming all night long, accompany by the musicians. Rainforest World Music Festival is a very unique festival, which combine and introduced the multi-cultural musicians from all over the world. With the combination of the ethnic

music from all over the world and rainforest backdrop of Sarawak Cultural Village, this has made the event more alive and dynamic.

Rainforest World Music Festival started in 1998 and the co-founder of this festival is Randy Raine-Reusch. He is a very famous musician that travels around the world and learn different types of music and instruments. While Randy Raine-Reusch was in Sarawak recording traditional music for the CD Sawaku: The Music of Sarawak for Pan Records, he had a meeting with a Canadian, Robert Basiuk, who was then the deputy chief executive officer of Sarawak Tourist Board (STB). Randy Raine-Reusch has suggested a festival for traditional music, but unfortunately no one response to his idea. Again they discussed the idea and came out a good model which they implement the Canadian folk festival (evening concerts and daytime “workshop” or mini concerts) that involved the audience and musicians from different countries, where they share their stories music and experiences.

Randy Raine-Reusch created this proposal and tried to sell the idea to many agencies and societies in Sarawak. Then president of the Society Atelier Sarawak, Edric Ong, is interested to his idea. Edric Ong is well known for preserving, promoting and advancing Sarawakian traditional arts, so he took up the idea and present it, in a modest festival at Sarawak Cultural Village in Santubong.

As the preparations were well prepared, this festival started to grow in the community. Then the Sarawak Tourist Board decided to take over control of this festival, because the Society Atelier Sarawak was not large enough to run this event, as it's getting more popular. Later Randy Raine-Reusch was hire by the Sarawak Tourist Board as a

consultant. Three years, he runs this event progressively, so that the local community would eventually run this festival completely.

Rainforest World Music Festival became famous not only because of Randy Raine-Reusch's contribution, but it is also the mass media playing the role, to advertised and promote this event. Rainforest World Music Festival is a successful and well-renowned event, because it has been advertised globally. The media they'd use are the print media and electronic media. All this can be seen in magazines, newspaper, poster, flyers, brochures, bunting and internet, which means advertising campaign do play an important role for this event.

1.2 Problem Statement

- a) Many Malaysian especially from Peninsular do not know about this event, because it is lack of advertising campaign. Mostly the advertisement and promotion were done in Sarawak. While all the information was gather in Sarawak Tourism Board. Free complimentary magazines, flyers and brochure were only distributed in Sarawak.
- b) The media usage for promoting RWMF is very limited. The advertising campaign of Rainforest World Music Festival (RWMF), through electronic media is very few, example television and radio. There is no television advertisement on Rainforest World Music Festival, but only a sneak preview during a music program, in NTV7 (13 September 2003, at 1:00pm).

- c) In design wise, the whole campaign items are not consistent and attractive. Example RWMF brochure is using the Sarawak's ethnic pattern and symbol, while the RMWF ad is using the forest and music instruments images. The colors combination is quite dull that makes the whole design doesn't really stand-out.

1.3 Research Objective

The general objective of this study is to examine the effectiveness of advertising campaign in promoting the 'Rainforest World Music Festival'. Here are the more specific objectives stated below:

- a) Research on the advertising campaign of RWMF.
- b) Proposed different types of media strategies in promoting RWMF.
- c) Proposed new design and concept in promoting RWMF.

1.4 Research Scope

The research of Rainforest World Music Festival's advertising campaign and promotion is carried in Kuching, Sarawak and Peninsular Malaysia. Other resources are from Internet, television, magazines, newspaper, journal and books. Others method will be interviewing the focus group and self involvement.

Chapter 2

2.1 LITERATURE REVIEWS

In ancient times the most common form of advertising was by word of mouth; however, commercial messages and political campaign displays have been found in the ruins of Pompeii. Egyptians used papyrus to create sales messages and wall posters, while lost-and-found advertising on papyrus was common in Greece and Rome. Wall or rock painting for commercial advertising is another manifestation of an ancient media advertising form, which is present to this day in many parts of Asia, Africa, and South America. For instance, the tradition of wall painting can be traced back to Indian rock-art paintings that goes back to 4000 BC (Cited in Advertising in Rural India: Language, Marketing Communication, and Consumerism', p.62-68) As printing developed in the 15th and 16th century, advertising expanded to include handbills. In the 17th century advertisements started to appear in weekly newspapers in England.

As the economy was expanding during the 19th century, the need for advertising grew at the same pace. In the United States, classified ads became popular, filling pages of newspapers with small print messages promoting all kinds of goods. The success of this advertising format led to the growth of mail-order advertising such as the Sears Catalog, at one time referred to as the "Farmer's Bible". In 1843 the first advertising agency was established by Volney Palmer in Philadelphia. At first the agencies were just brokers for ad space in newspapers, but by the 20th century, advertising agencies started to take over responsibility for the content as well.

The 1960s advertising transform into a modern, more scientific approach in which creativity was allowed to shine, producing unexpected messages that made advertisements more tempting to consumers' eyes.

At the turn of the century, there were few career choices for women in business; however, advertising was one of the few. Since women were responsible for most of the purchasing done in their household, advertisers and agencies recognized the value of women's insight during the creative process.

When radio stations began broadcasting in the early 1920s, the programs were aired without advertisements. This was so because the first radio stations were established by radio equipment manufacturers and retailers who offered programs in order to sell more radios to consumers. As time passed, many non-profit organizations followed suit in setting up their own radio stations, and included: schools, clubs and civic groups. When the practice of sponsoring programs was popularized, each individual radio program was usually sponsored by a single business in exchange for a brief mention of the business' name at the beginning and end of the sponsored shows. However, radio station owners soon realized they could earn more money by selling sponsorship rights in small time allocations to multiple businesses throughout their radio station's broadcasts, rather than selling the sponsorship rights to single businesses per show. This practice was carried over to television in the late 1940s and early 1950s.

The late 1980s and early 1990s saw the introduction of cable television and particularly MTV. Pioneering the concept of the music video, MTV ushered in a new type of advertising: the consumer tunes in for the advertisement, rather than it being a byproduct (piss later satellite) television became increasingly prevalent, "specialty" channels began to emerge, and eventually entire channels, such as Home Shopping Network and Shop TV, devoted to advertising merchandise, where again the consumer tuned in for the ads.

Marketing through the Internet opened new frontiers for advertisers and led to the "dot-com" boom of the 1990s. Entire corporations operated solely on advertising revenue, offering everything from coupons to free Internet access. At the turn of the 21st century, the search engine Google revolutionized online advertising by emphasizing contextually relevant, unobtrusive ads intended to help, rather than inundate, users. This has led to a plethora of similar efforts and an increasing trend of interactive advertising.

Advertising innovation is "guerrilla promotions", which involve unusual approaches such as staged encounters in public places, giveaways of products such as cars that are covered with brand messages, and interactive advertising where the viewer can respond to become part of the advertising message. This reflects an increasing trend of interactive and "embedded" ads, such as via product placement, having consumers vote through text messages, and various innovations utilizing social networking sites (e.g. My space).

Although advertising has existed for a long time, explicit "branding" is a product of the late 1800s. Due to the prevalence of dangerous products and unregulated industries of the Industrial Revolution, brands were introduced to increase the reputation and value of a particular manufacturer. An identified brand often meant safety and quality. For example, Quaker Oats is among the oldest modern brands in continual use.

Mobile Billboards are flat-panel campaign units in which their sole purpose is to carry advertisements along dedicated routes selected by clients prior to the start of a campaign. Mobile Billboard companies do not typically carry third-party cargo or freight. Mobile displays are used for various situations in metropolitan areas throughout the world, including:

- Target advertising
- One day, one week, and long term campaigns
- Convention coverage
- Sporting events coverage
- Store grand openings or other similar promotional events
- Small advertisements from smaller companies

Product advertising is a certain products use a specific form of advertising known as "*Custom publishing*". This form of advertising is usually targeted at a specific segment of society, but may also "draw" the attention of others.

Public service advertising has the same advertising techniques used to promote commercial goods and services can be used to inform, educate and motivate the public

about non-commercial issues, such as AIDS, political ideology, energy conservation, religious recruitment, and deforestation. Advertising, in its non-commercial guise, is a powerful educational tool capable of reaching and motivating large audiences. Public service advertising, non-commercial advertising, public interest advertising, cause marketing, and social marketing are different terms for (or aspects of) the use of sophisticated advertising and marketing communications techniques (generally associated with commercial enterprise) on behalf of non-commercial, public interest issues and initiatives.

The television commercial advertising is generally considered the most effective mass-market advertising format and this is reflected by the high prices TV networks charge for commercial airtime during popular TV events.

Virtual advertisements may be inserted into regular television programming through computer graphics. It is typically inserted into otherwise blank backdrops or used to replace local billboards that are not relevant to the remote broadcast audience. More controversially, virtual billboards may be inserted into the background where none existing in real-life. Virtual product placement is also possible.

An advertising campaign is a series of advertisement messages that share a single idea and theme which make up an integrated marketing communication (IMC). Advertising campaigns appear in different media across a specific time frame.

Critical part of making an advertising campaign is determining a *campaign theme*, as it sets the tone for the individual advertisements and other forms of marketing

communications that will be used. The campaign theme is the central message that will be communicated in the promotional activities. The campaign themes are usually developed with the intention of being used for a substantial period but many of them are short lived due to factors such as being ineffective or market conditions and or competition in the market place.

In image advertising is undertaken primarily to enhance an organization's perceived importance to a target market. Image advertising does not focus on specific products as much as it presents what an organization has to offer. In these types of ads, if products are mentioned it is within the context of "what we do" rather than a message touting the benefits of a specific product. Image advertising is often used in situations where an organization needs to educate the targeted audience on some issue. For instance, image advertising may be used in situations where a merger has occurred between two companies and the newly formed company has taken on a new name, or if a company has received recent negative publicity and the company wants to let the market know that they are about much more than this one issue.

4P's is promotion. This includes all of the tools available to the marketer for 'marketing communication'. As with Neil H.Borden's marketing mix, marketing communications has its own 'promotions mix.' The elements of the promotions mix are:

- Personal Selling.
- Sales Promotion.
- Public Relations.
- Direct Mail.

- Trade Fairs and Exhibitions.
- Advertising.
- Sponsorship.

The promotions mix has many individual components and the elements are 'integrated' to form a specific communications campaign.

1. Personal Selling.

Personal Selling is an effective way to manage personal customer relationships. The sales person acts on behalf of the organization. They tend to be well trained in the approaches and techniques of personal selling. However sales people are very expensive and should only be used where there is a genuine return on investment. For example salesmen are often used to sell cars or home improvements where the margin is high.

2. Sales Promotion.

Sales promotions tend to be thought of as being all promotions apart from advertising, personal selling, and public relations. For example the BOGOF promotion, or Buy One Get One Free. Others include coupon, money-off promotions, competitions, free accessories (such as free blades with a new razor), introductory offers (such as buy digital TV and get free installation), and so on. Each sales promotion should be carefully cost and compared with the next best alternative.

3. Public Relations (PR).

Public Relations are defined as 'the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its publics' (Institute of Public Relations). It is relatively cheap, but certainly not cheap. Successful strategies tend to be long-term and plan for all eventualities. All airlines exploit PR; just watch what happens when there is a disaster. The pre-planned PR machine clicks in very quickly with a very effective rehearsed plan.

4. Direct Mail.

Direct mail is very highly focused upon targeting consumers based upon a database. All marketing, the potential consumer is 'defined' based upon a series of attributes and similarities. Creative agencies work with marketers to design a highly focused communication in the form of a mailing. The mail is sent out to the potential consumers and responses are carefully monitored. For example, if you are marketing medical text books, you would use a database of doctors' surgeries as the basis of your mail shot.

5. Trade Fairs and Exhibitions.

Such approaches are very good for making new contacts and renewing old ones. Companies will seldom sell much at such events. The purpose is to increase awareness and to encourage trial. They offer the opportunity for companies to meet with both the trade and the consumer.

6. Advertising.

Advertising is a 'paid for' communication. It is used to develop attitudes, create awareness, and transmit information in order to gain a response from the target market. There are many advertising 'media' such as newspapers (local, national, free, trade), magazines and journals, television (local, national, terrestrial, satellite) cinema, outdoor advertising (such as posters, bus sides).

7. Sponsorship.

Sponsorship is where an organization pays to be associated with a particular event, cause or image. Companies will sponsor sports events such as the Olympics or Formula One. The attributes of the event are then associated with the sponsoring organization. The elements of the promotional mix are then integrated to form a unique, but coherent campaign.

Target of marketing promotions means the audience for an organization's marketing communication efforts is not limited to just the marketer's target market. While the bulk of a marketer's promotional budget may be directed at the target market, but there are many other groups that could also serve as useful target of a marketing message. Targets of a marketing message generally fall into one of the following categories:

- *Members of the Organization's Target Market* – This would include current customers, previous customers and potential customers, and as noted, may receive the most promotional attention.