

RINGKASAN EKSEKUTIF

Smith Men Supply merupakan perusahaan yang bergerak di industri penataan rambut pria yang sudah berdiri sejak 2013. Smith Men Supply memiliki banyak varian produk yang dapat disesuaikan dengan kebutuhan dan jenis rambut konsumen. Berdasarkan proses identifikasi masalah yang telah dilakukan, Smith Men Supply memiliki beberapa masalah yang sedang mereka alami dan masalah dengan tingkat urgensi paling besar untuk diperbaiki adalah relevansi *brand image* Smith Men Supply di kalangan konsumen generasi Z. Prioritas masalah ditetapkan berdasarkan hasil riset melalui *in-depth interview* dan kuesioner yang kemudian data yang didapatkan diproses menggunakan *severity urgency matrix* untuk menentukan permasalahan prioritas. Konsep yang digunakan dalam laporan ini adalah *integrated marketing communication, brand activation* dan *brand management*.. Kemudian berdasarkan masalah relevansi *brand image* Smith Men Supply di kalangan konsumen generasi Z, penulis menggunakan metode *weighted matrix diagram* untuk menentukan alternatif solusi terbaik yang bisa direalisasikan dalam *Project Improvement*. Alternatif solusi terbaik yang ditemukan adalah melaksanakan kegiatan aktivasi berupa *event partnership* yang dilakukan bersama dengan institusi pendidikan tingkat Sekolah Menengah Atas (SMA) dan universitas. Kegiatan *activation* sukses dilaksanakan di SMA Al-Azhar 3 dan Universitas Mercu Buana. Kegiatan tersebut dilakukan untuk rencana implementasi jangka pendek Smith Men Supply dan berhasil mendapatkan hasil yang diharapkan berdasarkan *SMART objective* yaitu memahami pengetahuan merek melalui *integrated marketing communication, brand management* dan *brand activation*. Kegiatan yang dilakukan berupa seminar dan pop up store yang memberikan interaksi dengan peserta melalui sesi tanya jawab interaktif, *hair styling* gratis, potong rambut gratis dan permainan sehingga berdampak pada peningkatan relevansi brand Smith Men Supply di pasar generasi Z.

EXECUTIVE SUMMARY

Smith Men Supply is a company in the men's hair styling industry and has been established in 2013. Smith Men Supply has a lot of products variants to fit the needs and types of customers' hair. Based on the problem identification process, Smith Men Supply has several existing problems and the problem with the highest urgency level to fix is the relevance of Smith Men Supply's brand image among generation Z customers. The priority of problems are determined by the results of in-depth interviews and surveys which then processed using the Severity Urgency Matrix to determine the problems' priorities. The theories used in this report are integrated marketing communication, brand activation and brand management. Based on the main problem, lack of relevance in Smith Men Supply's brand image among generation Z consumers, the authors used the weighted objective method to determine the best alternative solution to do for the improvement project. The best alternative solution found was to hold an activation activities which formed in partnership events with educational institutions in high school and university levels.

The activation activities were successfully held at SMA Al-Azhar 3 and Universitas Mercu Buana. These activities were done for a short-term implementation plan for Smith Men Supply and succeeded in getting the expected results based on the SMART objectives, which are understanding brand knowledge through the implementation of integrated marketing communication, brand management and brand activation concepts. The activities carried out were in the form of seminars and pop up stores which provided interactions with the participants through interactive QnA sessions, free hair stylings, free hair cuts and games and resulted in the increase of Smith Men Supply's brand relevance in generation Z market.