

ABSTRACT

Implementation of Foreign Branding in Taylor Fine Good's Integrated Marketing Communication Planning

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Taylor Fine Goods (TFG) is a fashion brand that was founded in 2012. Starting as a small business selling camera equipment in Surabaya, now TFG has sold its products in 36 cities in Indonesia and abroad. In conducting its marketing communications, TFG uses Integrated Marketing Communication (IMC) planning with messages containing elements of foreign culture. This is known as a foreign branding strategy. In this study, we will discuss how the implementation of foreign branding in IMC planning carried out by TFG. This study used a post-positivistic research approach, qualitative research methods, by taking three informants, the Chief Executive Officer, Head of Operational, and Head of Marketing Communication TFG by using purposive sampling technique. Data collection in this study was conducted through structured interviews. This study found that this strategy has been carried out by TFG with the aim of adding positive value and creating a sense of pleasure and pride to its consumers.

Keywords : Fashion brand, Intergrated Marketing Communication, Foreign Branding

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