

Enhancing Brand Awareness Through Visual Branding: A Case Study of Pet&Co

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Abstract

Effective visual branding is essential for boosting brand awareness in Indonesia's rapidly growing pet care industry. This study investigates the challenges faced by Pet&Co, a new pet supplement brand, in enhancing its social media presence and brand recognition. Despite its innovative product, 'Colla Blend,' Pet&Co struggles with low engagement and brand visibility, particularly on Instagram. Through a comprehensive research approach that includes consumer feedback, expert opinions, and a literature review, the study identifies key factors for improving visual branding: logo design, colour scheme, typography, size, shape, and imagery. Proposed strategies to address these branding issues involve enhancing social media marketing, expanding the e-commerce presence, collaborating with pet shops and influencers, targeting B2B markets, and investing in product innovation. These strategies aim to rectify current branding deficiencies and strengthen Pet&Co's market presence. The findings suggest that a multi-platform exposure strategy, combined with dynamic and engaging content, will significantly improve brand visibility and consumer interaction in the competitive pet care industry.

Keywords: Pet Care Industry, Brand Awareness, Visual Branding, Social Media Engagement

A. INTRODUCTION

In today's fast-paced world, individuals increasingly seek fulfilling activities, and pet ownership has grown significantly in Indonesia, driving substantial spending on pet care products. Research highlights that pets contribute to emotional well-being and social support, and the rising trend in pet ownership is fueling the expansion of the pet care industry, projected to surpass \$5.88 billion by 2033. Companies must focus on strategic brand-building, particularly through effective visual branding, to maintain a competitive edge amidst rapid growth and market saturation. This includes defining brand attributes and utilizing appealing visual elements such as logos, colours, and packaging to enhance brand awareness and differentiation. Successful cases like Whiskas' rebranding illustrate how thoughtful design can bolster market presence and consumer trust, underscoring the importance of visual branding in standing out in the competitive pet care market.

Pet&Co, founded by four entrepreneurial students from SBM ITB in 2023, aims to simplify pet care with its innovative product, 'Colla Blend,' a multi-purpose powder supplement. Despite its novel approach, Pet&Co is experiencing low engagement on its social media platforms, especially Instagram, which currently has only 154 followers and minimal interaction. A preliminary survey of 10 visitors to Pet&Co's booth at GBF 2024 revealed that many were unaware of the brand, attributing this to Pet&Co's limited presence on social media, particularly Instagram. Those who had seen Pet&Co's Instagram noted that the visuals were not engaging enough, finding the design unsuitable for pet products. Additionally, feedback indicated that the current packaging has several shortcomings, notably in the size and clarity of the written information.

These findings suggest that while there has been some progress, there remains significant potential for improvement to meet consumer expectations better and boost engagement. This research aims to identify key factors crucial for effective visual branding of pet supplement products and to determine the most suitable strategies for Pet&Co to enhance product visibility and brand awareness.

B. RESEARCH METHOD

This research employs a qualitative approach to thoroughly investigate the research objectives, as qualitative methods are well-suited for capturing and describing individual experiences. In-depth interviews are used to allow researchers the freedom to delve deeper into respondents' answers regarding "what," "why," and

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"how." By utilizing open-ended questions, participants can articulate their thoughts in their own words, yielding rich and detailed data that enhances the understanding of their perspectives.

The research was conducted in six stages. Initially, the problem was identified, and a research question was formulated to guide the study. Following this, a theoretical foundation was established by reviewing relevant literature. Data collection involved conducting in-depth interviews for both internal and external analysis. Internal analysis focused on interviewing company members, while external analysis utilized PESTLE analysis, Porter's Five Forces, competitive analysis, and interviews with customers and experts. Data analysis employed coding techniques and triangulation to ensure validity. The final stage involved synthesizing the results and conclusions to address the research questions and providing comprehensive insights and recommendations.

C. RESULTS AND ANALYSIS

Researchers identified new dimensions that can be utilized as additional variables based on the results of qualitative data analysis and data validation through the triangulation method. These new variables emerged from a comprehensive examination of the data, offering fresh insights to enhance the understanding and interpretation of the research findings. By incorporating these dimensions, the study aims to provide a more nuanced and detailed analysis of the subject matter, as presented in Figure 1.

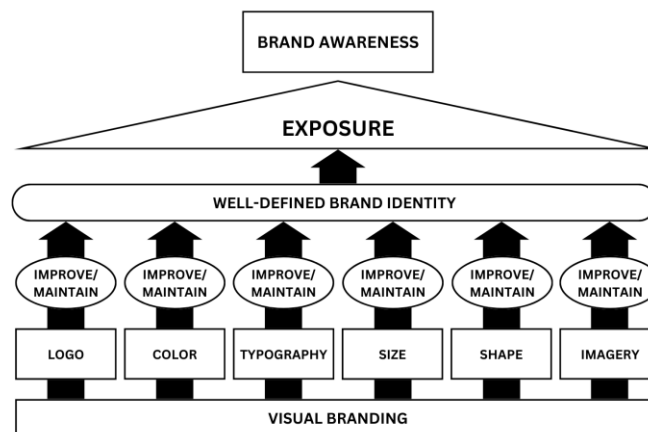


Table 1. Conceptual Framework

Source: Research data, 2024

To enhance brand awareness, implementing an effective exposure strategy is crucial to ensure the brand consistently engages its audience across multiple touchpoints. However, this effort is insufficient without a well-defined brand identity. Establishing a clear and compelling brand identity involves evaluating and potentially improving visual branding elements such as the logo, colour palette, typography, size, shape, and imagery. These visual components are fundamental to how a brand is perceived and trusted by its audience, as they are often the first aspects potential customers notice.

For instance, the previous Pet&Co logo was well-received but failed to convey the brand's specialization in pet supplements. To address this, the logo has been redesigned to emphasize the pet element and incorporate a new tagline that highlights the focus on collagen-based supplements. These modifications better align the brand identity with the product offerings, ensuring customers immediately recognize the brand's commitment to pet health.



Figure 2. New Pet&Co Logo

Source: Research data, 2024

For the colour palette, researchers have decided to maintain our existing scheme. Feedback indicates that the current colours are well-loved and easily recognizable. Many customers and experts have praised the colour

palette's effectiveness in catching the eye and establishing a strong brand identity. This positive reception suggests that the colours contribute to the brand's visibility and recognition.

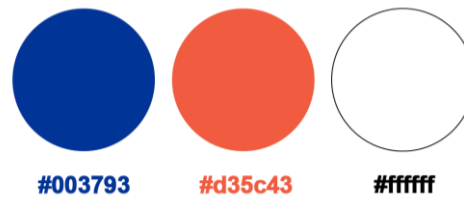


Figure 3. Pet&Co Color Palette

Source: Research data, 2024

Regarding typography, researchers have chosen to retain the existing font for the brand. Feedback from customers indicates that the current typography is both sufficient and well-liked. Many customers appreciate the font's clarity and readability, conveying essential product information. Maintaining this typography ensures that our packaging remains user-friendly and consistent with our brand identity.

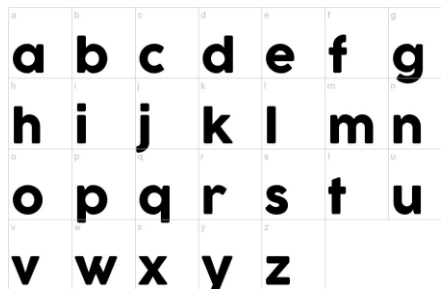


Figure 4. Pet&Co Font

Source: Research data, 2024

The researchers have significantly improved the packaging based on customer feedback regarding size and shape. The product comes in a larger jar placed inside a box with larger, more readable text. The jar size has been slightly increased to better meet customer needs, and a measuring spoon has been added for convenience. These changes are designed to enhance the user experience and ensure product information is clear and easily accessible.



Figure 5. New Packaging of Pet&Co

Source: Research data, 2024

Regarding imagery, we have updated the packaging based on customer feedback, as illustrated in Figure 5. Specifically, we added an image of a dog to the packaging to indicate that the product is suitable for cats and dogs. Additionally, we adjusted the colour scheme of the original cat image to provide better contrast against the background. These changes aim to enhance the brand's visual appeal and clarity, ensuring effective communication of the product's versatility.

Once visual branding has been evaluated and a well-defined brand identity established, achieving maximum brand awareness necessitates a strategic approach to exposure. Diverse exposure is crucial for reaching different segments of the target audience. Based on research and SWOT analysis, several strategies have been proposed to enhance the brand's visibility and reach. First, increasing social media marketing involves launching a comprehensive campaign focused on Pet&Co's unique 4-in-1 supplement. This will include creating engaging Instagram content highlighting the product's benefits and using dynamic visuals or videos to showcase its

effectiveness. Engagement metrics such as likes, shares, comments, and overall reach will be tracked to measure the campaign's impact.

Second, utilizing e-commerce and online marketing entails expanding product availability on major platforms like Shopee and Tokopedia. By optimizing these sales channels, Pet&Co aims to boost product visibility and accessibility, measuring success through sales data, customer reviews, and ad performance analytics. Third, partnering with pet shops, clinics, and influencers will involve developing collaborations where these stakeholders promote Pet&Co products. Organizing joint events or campaigns will help generate buzz around the brand, with reach and impact assessed through engagement metrics and sales data.

Additionally, expanding the B2B market is crucial for creating additional revenue streams. This strategy involves offering distributor pricing to attract B2B partners, with success tracked through the number of partnerships and generated revenue. Finally, continuous innovation in product offerings and marketing strategies is essential to remain competitive. Investing in research and development and marketing will drive innovation, with effectiveness evaluated through sales performance and customer feedback. Implementing these strategies will significantly enhance Pet&Co's brand visibility and consumer engagement in the competitive pet care market.

D. CONCLUSION

In conclusion, the key factors crucial for implementing effective visual branding for pet supplement products to enhance brand awareness include the logo, colour, typography, size, shape, and imagery. To further elevate brand visibility, a multi-platform exposure strategy is essential. This involves launching a comprehensive social media campaign on Instagram focused on Pet&Co's 4-in-1 supplement, expanding product availability on major e-commerce platforms like Shopee and Tokopedia, and forming partnerships with pet shops, clinics, or influencers to boost visibility. Additionally, expanding the B2B market by offering distributor pricing and fostering continuous innovation in product offerings and marketing strategies, supported by investment in R&D and marketing, are vital. These strategies are anticipated to significantly increase Pet&Co's brand visibility and awareness within the competitive pet care market.

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