

List of Contents

Letter of Legitimation.....	1
Statement Letter.....	2
Letter of Acknowledgement.....	3
List of Pictures.....	6
List of Tables.....	7
Abstract.....	8
1.1 Background.....	9
1.2 Summary of Internship Activities.....	13
1.3 Internship Purposes.....	13
1.4 Paper Significance.....	14
2.1 Framework.....	15
2.1.1 Startup.....	15
2.1.2 B2C & B2B Marketing Activities.....	16
2.1.3 Rebranding.....	18
2.1.4 Communication Campaign.....	21
2.1.5 AIDA Funnel.....	22
2.2 Conceptual Framework.....	23
2.2.1 Rebranding Strategy Through Communication Campaign.....	23
2.3 Review of Previous Work.....	26
2.3.1 Burger King Rebranding Campaign.....	26
2.3.2 CarbonEthics 3rd Anniversary Campaign.....	29
2.3.3 Plepah Rebranding Efforts.....	30
3.1 Methodology.....	34
3.1.1 Pre-production.....	34
3.1.2 Execution.....	36
3.1.3 Supervisor of the Project.....	37
3.1.4 Campaign Timeline.....	37
3.2 Company's Profile.....	39
3.3 Company's Services.....	40
3.4 Company's Impacts.....	41
3.5 Campaign's Scheme.....	43
3.6 Research Subjects.....	44
3.7 Research Objects.....	44
3.8 Campaign Creation Details.....	44
3.8.1 Brainstorming with the Digital Marketing Team.....	45
3.8.1.1 Campaign's Objectives.....	45
3.8.1.2 Situation and Problem Analysis.....	46
3.8.2 Campaign Ideation.....	49
3.8.2.1 Determination of Campaign Outline.....	49
3.8.2.2 Campaign Journey & Message.....	50



3.8.3 Formulation of Strategy and Tactics.....	52
3.8.3.1 Online Media.....	56
3.8.3.2 Offline Media.....	59
4.1 Campaign Creation and Implementation.....	60
4.1.1 Pre-campaign.....	61
4.1.2 Online Campaign.....	63
4.1.2.1 #Thrive4Nature Teaser.....	63
4.1.2.2 Logo Reveal.....	64
4.1.2.3 World Ocean Day.....	65
4.1.2.4 Trailer Video.....	67
4.1.2.5 Anniversary Video.....	67
4.1.2.6 Top 9 Impacts.....	73
4.1.2.7 Glimpse on Our Impact Reports.....	74
4.1.2.8 From Passion to Action.....	75
4.1.2.9 Environmental Impacts.....	76
4.1.2.10 Community Impacts.....	78
4.1.2.11 Collaboration in #Thrive4Nature.....	79
4.1.2.12 How Science and Collaboration Drive Our Coastal Rehabilitation.....	80
Efforts.....	80
4.1.3 Awareness Distribution through Another Medium.....	81
4.1.4 Instagram and LinkedIn Comparison.....	85
4.2 Monitor and Result's Stage in #Thrive4Nature Campaign.....	88
4.2.1 Campaign Monitoring Stage.....	88
4.2.2 Campaign Result.....	89
4.3 Evaluation.....	97
4.3.1 Evaluation of Campaign.....	97
4.3.2 Evaluation for the Creator.....	98
5.1 Reflection.....	100
5.2 Conclusions and Recommendations.....	104
References.....	106
Attachment.....	109

List of Pictures

Picture 2.1 Burger King Recent Design.....	27
Picture 2.2 Burger King Instagram Stories.....	28
Picture 2.3 CarbonEthics #3rdYearsofimpact content.....	30
Picture 2.4 Plepah Instagram Content.....	31



Picture 3.1 CarbonEthics Recent Logo.....	39
Picture 3.2 Campaign Scheme.....	43
Picture 3.3 “2 Approaches with 1 Focus” Concept.....	55
Picture 3.4 CarbonEthics’ content before #Thrive4Nature.....	57
Picture 3.5 Thrive4Nature Social Media Moodboard.....	58
Picture 4.1 #Thrive4Nature Teaser.....	61
Picture 4.2 Rebranding Internal Email.....	62
Picture 4.3 #Thrive4Nature Teaser Reels.....	64
Picture 4.4 Logo Reveal Content.....	62
Picture 4.5 World Ocean Day.....	65
Picture 4.6 Environmental and Social Impact.....	67
Picture 4.7 Top 9 Impacts.....	74
Picture 4.8 CarbonEthics’ content before #Thrive4Nature.....	75
Picture 4.9 From Passion to Action.....	76
Picture 4.10 Environmental Impact.....	77
Picture 4.11 Community Impact.....	79
Picture 4.12 Partner’s Testimonials.....	80
Picture 4.13 Science-Based Conte.....	81
Picture 4.14 Several Mediums Used for the Campaign.....	82
Picture 4.15 CarbonEthics’s Design Implementation.....	83
Picture 4.16 Certificate Design.....	84
Picture 4.17 CarbonEthics’ Past Certificates.....	85
Picture 4.18 CarbonEthics’ Airtable.....	90

List of Tables

Table 2.1 Differences Between B2B nad B2C Market.....	17
Table 2.2 Allignment of two framework.....	25
Table 3.1 Campaign Timeline.....	35
Table 3.2 Impact Report Summary.....	41
Table 3.3 CarbonEthics Desired Target Audiences.....	48
Table 3.4 Campaign Overview.....	49
Table 4.1 Anniversary Video Script.....	72
Table 4.2 Instagram and LinkedIn Comparison.....	87
Table 4.3 Instagram Channel Performances.....	90
Table 4.4 LinkedIn Channel Performances.....	91
Table 4.5 Content Performances.....	93
Table 4.6 Demographic Audience Channels.....	95
Table 4.7 Gender Audience Channels.....	95
Table 4.8 Accounts Reached Audience Channels.....	95

Abstract

The #Thrive4Nature campaign is a transition mark of CarbonEthics branding from a B2C to a B2B enterprise. As one of the people in charge of the #Thrive4Nature communications strategy, I experienced the ups and downs from planning to executing this campaign for three months. Furthermore, this campaign was designed by the marketing team to enhance credibility, shift perception, and celebrate CarbonEthics' fourth anniversary. This thesis delves into the challenges and lessons I faced during this campaign. It highlights the need for detailed planning, coordination, and adaptation to existing problems. As a planner and executor, I see a need for improvement from an academic perspective regarding the crucial role of launching and monitoring in executing a campaign. Drawing from a practical standpoint, this thesis also addresses the complexity of B2B campaigns and emphasizes the necessity for us as a marketer to understand our products/services. Furthermore, the success of this campaign in meeting its objectives, especially in increasing credibility and engagement, has been completed. However, this campaign still has many shortcomings, starting from concepts that are not implemented enough, how I communicate with the team, and many other things I only discovered along the way. In conclusion, this reflective writing can give an insight for future social media campaigns. It advocates a deep understanding of products/services that companies offer and a holistic view of branding in tackling people's perceptions solely on design or logo. Moreover, it also gives recommendations for marketers in creating a creative and integrating approach for campaigns that focus their strategy on a multimedia approach. This reflective writing experience fueled my desire to explore the realms of CSR and ESG communication further.

Keywords: Campaign, Branding, Rebranding, ESG communication, Credibility, B2B campaign