

ABSTRACT

This research is aimed to explore the brand personalities of Pond's, Olay and Garnier in the mind of consumers especially female teenagers in Indonesia. These three personal-care-brands have been doing their advertising activities through the media of television to attract their target market, female teenagers in building what so called brand image. Brand image creates brand personalities. Brand image is created through the message in the television ads. Elements in television advertisement helps the brand to deliver the message to the audience and audience associate message into different images according to their different backgrounds. TV ads' important elements that will help on the brand personality creation are brand name and logo, product packaging, soundtrack, the tagline, model and the story of the ads. The use of imaginaries of female teenager to describe the users of the three brands help to describe deeper about the difference amongst the brands' personalities. Pond's, Olay and Garnier have different level of feminim personality. Pond's is described as a gentle, romantic, modern, beautiful and attractive personality. Olay is drawn as a bold, smart, glamour, elegant, trustworthy and upper class personality whilst Garnier has been summarized as natural, fresh, bright, warm, active and tomboy personality. Pond's and Garnier have been accepted as brand for young active teenagers meanwhile Olay is still perceived as a personal care brand for adult.

Keyword: brand image, brand personality, television advertisement elements, Pond's, Olay, Garnier