Application of Branding Canvas Method in Mechanical Modified Hoe

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Abstract. Hoe is one of the traditional tools used in agriculture. With the advancement of technology, now we can also find modified hoes that have a modern and unique design. Modified hoes aims to provide ease and increased efficiency to its users. Basically the modified hoe has the same function as the traditional ones in general, the difference lies in parts or materials used and how it operates. However, products with good design need to be supported with the right strategy to get a place in an increasingly crowded market. The common strategy used for the product to reach this goal is through Branding. One method that can be used to design a brand is Branding Canvas Method. This method consists of 15 (fifteen) stages that include research, strategy, to brand identity design. In this design, branding canvas will be applied as the basic method for Modified Hoe branding. The aim for the research is to test the application of branding canvas method in the Product Design Academic field to create a brand relevant to the product.

Keywords: brand, product design, brand canvas, brand identity

1 Introduction

Hoe is a traditional agricultural tool commonly used in agricultural activities. The activities carried out by digging the soil, clean the soil from the grass or to flatten the soil. But the use of manual hoes is still not efficient, judging by the amount of energy spent and the time required to complete the job. To improve efficiency, the hoes are modified with various designs and systems. One such modification result is a hoe that adopts a mechanical system. With the application of mechanical systems, work efficiency can be improved. The application of mechanical systems enables the work to be done more quickly without exhausting and more environmentally friendly because it does not use electricity when operated. But as a new innovation product, a strategy is needed to place a mechanical Hoe in the mind of the prospective consumer as an alternative option from the traditional hoe. The common strategy used for this purpose is branding. The branding process itself can be done through a variety of methods, one of which is the method of Branding canvas. However, Branding has not been fully applied to the academic domain of product design for a variety of reasons, one of which is due to the lack of information and test of simple branding application method that is practical. Application of branding method canvas in this journal

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aims to test the application of practical branding methods in the academic domain of product design.

2 Literature Theory

Based on a study by Adele Lombard in Putri, brand can be defined as a differentiated product based on its position in the market competition [1]. It means that the brand acts as a form of identification and the way consumers distinguish a product with the others. Thus, the brand plays an important role to put a product in the minds of consumers. This is important because consumer buying decisions can be based on their relationships with a brand and how their previous experience with the brand is taken into consideration [1]. Unfortunately, in the academic environment the product design of the branding process has not been well integrated in the design process, so the students’ design work usually has not been able to penetrate the crowded market and attract consumers. One of the factors behind the gap between the brand and the product of student work is that branding methods are generally theoretical without clear steps that are easy to follow. The branding process itself can be done with a variety of methods. One method that can be applied is branding canvas method. This method was first coined by Subiakto Priosoedarsono [2], an expert and branding practitioner. This practical method has been used in various leading Indonesian brands such as Indomie, Extra Joss, and Mayora. According to Priosoedarsono, branding canvas is divided into 15 stages [2]:

− Product (analysis of products)
− Market Category (identification of market categories)
− Competitor (identification of product competitors)
− Segmenting (Dividing a market into different consumer groups)
− Targeting (determining target consumer based on segmentation)
− DNA (The value to be conveyed to the consumer about the product)
− Added Value (Value added to the product, which then evolved to characterize the product brand)
− New Category (Makes a different new category market based on product added value from the previous step)
− Barrier to Entry (Identify the constraints that will arise during branding)
− Brand Positioning (how a brand puts itself in the minds of consumers through a series of specific associations)
− Brand Personality (determine the brand character to be perceived by the consumer)
− Name (naming the brand)
− Logo (transforming the value and essence of the brand into the visual form)
− Slogan (composing a sentence that is easy to recognize and remember to accompany the brand name in marketing communication program)
− Experience (Designing the consumer experience that characterizes the brand)

Fig. 1. Priosoedarsono's Brand Canvas and framework method (2016)
A memorable brand determines the people's consumption power of the brand product. In this case, the formation of a strong image and identity determine the success and position of the brand in the midst of increasingly fierce market competition [3]. The final outcome of branding canvas is a whole brand concept, ranging from brand essence to brand identity. The essence of the brand is about how the brand character will be perceived by the target consumers. Furthermore, the essence of the brand is translated into a visual form as a brand identity marker. This visual identity must be relevant to the essence of the brand so it can communicate the meaning contained in the brand and well perceived by the target consumers.

3 Application Method

In this paper, the method of Priosoedarsono’s brand canvas was chosen because of its practical nature and has a clear steps to follow. To facilitate the application of brand canvas method, in this paper 15 (fifteen) stage Branding method canvas will be grouped into 3 (three) categories, namely:

- Mechanical Hoe Product Analysis, consisting of the first stage (products) until the third stage (competitor).
- Preparation of Brand Strategy, consists of the fourth stage (Segmentation) to the tenth stage (positioning).
- Designing Brand Identity, consisting of the eleventh stage (Brand Personality) until the fifteenth (Experience).

![Fig. 2. Mechanical Modified Hoe, Hand Cultivator Machine, and Traditional Hoe](image)

4 Result and Discussion

The product that will be in branding is Mechanical hoe designed by Product Design student in Telkom University. This mechanical hoe is the result of modification of a traditional hoe, designed to improve the efficiency of the usage in agricultural work.

4.1. Product Analysis

Product analysis is carried out to gain a deep understanding of the products [2]. The first step is to analyze the products to be branded, The Mechanical hoe. The components that need to be analyzed at this step are Product Benefits, Strengths/Advantages, Weakness/Disadvantages, Special Features, Style, and Differentiation compared to other products.

<table>
<thead>
<tr>
<th>Components</th>
<th>Analysis</th>
</tr>
</thead>
<tbody>
<tr>
<td>Benefit</td>
<td>more efficient than manual hoes</td>
</tr>
<tr>
<td>Strength</td>
<td>Lightweight and easy to use</td>
</tr>
<tr>
<td></td>
<td>Mechanical system, so it does not require fuel or electricity</td>
</tr>
</tbody>
</table>

Table 1. Mechanical Hoe’s products analysis
Weakness | The area of cultivable area is limited when compared to machine cultivator  
Not designed for high-intensity use on large areas
Features | The mechanical system of the tool in this hoe consists of the handle and the wheel, as well as on the cultivating wheels. The knock-down system can be disassemble for easy storage (even in small spaces) and easy replacement of damaged components.
Style | Modern, made from material stainless
Differentiation | Easy to disassemble and save space  
Easy and safe to use. Just push forward with both hands, then the hoe will move forward to cultivate the soil.

After analyzing the product, the next step in Priosoedarsono’s brand canvas is to identify the product categories in the market and competitors in that category. The goal is to find an opportunity for products to compete in the market. Mechanical hoe products can be categorized as gardening and lawn tools, both from online and offline marketplace. This categorization is based on the similarity of functions, consumer choice products, and how to use. In this category, the potential competitor is the Hand Cultivator Machine and the traditional Hoe. Hand Cultivator Machine are more efficient when used than traditional hoes so it is commonly used for large areas. But because the price is quite expensive, traditional hoes are still an option that has not been replaced for some consumers.

4.2. Creating Brand Strategy

After product analysis is done, the next step is the Creating brand strategy. The first step is Segmentation, means dividing a market into different buyer groups [4]. Segmentation can be determined based on several aspects, one of which is behavioural, where market groupings are based on variables such as rate and usage pattern, price sensitivity, brand loyalty, and benefit seeker. For hoe products, segmentation is divided into 2 (two), namely:

<table>
<thead>
<tr>
<th>USER SEGMENTATION</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Professionals (Farmers, gardeners, etc.)</td>
<td>Household</td>
</tr>
<tr>
<td>Working on smallmedium fields (plantations, rice fields) and tools used daily</td>
<td>Work on small land (garden, backyard)</td>
</tr>
<tr>
<td>Tools used varied from the traditional (hoes, rakes, etc.) to the modern (cultivation tools machine, etc.)</td>
<td>Tools used occasionally</td>
</tr>
<tr>
<td>Fieldwork is usually done in groups</td>
<td>The tools used are generally simple (non machine), such as traditional hoe, hand spade, etc.</td>
</tr>
<tr>
<td>Fieldwork as the main job</td>
<td>Individual land work</td>
</tr>
<tr>
<td></td>
<td>Gardening activity is only a hobby</td>
</tr>
</tbody>
</table>

Based on the analysis of the mechanical hoe products and current market segmentation, then the next step that must be done is to determine the target of Branding. At this step, the target consumers are selected based on product characteristics and their relevance to the existing consumer groups. For the mechanical hoe, the selected targets are household groups with the following considerations:

- Mechanical hoes are not designed for high intensity use, so they are more suitable for use on small area with light gardening activities.
- Mechanical hoe has higher efficiency than traditional hoes. This supports household characters who prefer practical gardening at their small lawn.
Knockdown systems on the mechanical hoe allows easy organization in household groups that tend to have small storage for work equipment. More specifically, the targets of the Mechanical Hoe users are household groups living in rural areas. This group generally has proper lawn to work on as a garden area, but does not have equipment and special storage space for the equipment. Gardening activities are generally done as a hobby and mostly done by woman. Since the gardening site is just a lawn around the house, the character of this group generally enjoys practicality and prefers to use a simple tool that does not require a lot of manpower to operate. After determining the target branding, Brand DNA can be formulated. According to Priosoedarson, Brand DNA is the value that will be delivered about the product to the consumer [2]. This value will be attached as the product identity in the consumers mind. For Mechanical Hoe, the Brand DNA is "Easy Gardening". "Easy Gardening" can be perceived as "Gardening is as easy as doing other activities".

This Brand DNA is made to convey the message that the Mechanical Hoe is an easy-to-use tools to support gardening activities at home. This message is based on product superiority analysis on selected targets in the previous steps. Brand DNA supported with Added Value that will be the unique points of the product. Added Value can be a special service, product display, how to use, special materials, special functions, and so forth [2]. For Mechanical Hoes, the added value made is based on its ease of use. This added value is based on product superiority compared to competitors (traditional hoes) in the way of use and storage. The next strategic step is to determine the New Market Category. This New Market Category is the development of the previous Market Category product to make it unique, one-of-a-kind, easy to remember by consumers. Market Category of Hoes are generally Gardening Tools or Working Tools. But with the added value, the New Market Category for the mechanical hoe is "Hobby Tools". As a "Hobby Tools", the mechanical hoe tool is positioned as a "hobby tool", not a "working tool". That is, the product offers "fun", with no binding result targets. As a "hobby tool", the Mechanical Hoax can focus on the experience that pleases the household group that becomes its consumers. The next step is to identify the Barrier to Entry, which is the Factors that can block the product to penetrate the market and accepted by the consumer [2]. At this stage, identification of branding constraints based on Brand DNA and New Market Category Mechanical Hoes.

- The Barrier to Entry of the identified Mechanical Hoe is:
- Gardening has not become a popular hobby
- Gardening is identical to something dirty and tiring activity
- The gardening activities are usually done by other parties (ex: gardeners, Housemaid, etc.).

The final step in developing the brand strategy to overcome the Barrier to Entry is Positioning. Positioning aims to create a different impression in the public mind about the products as something unique and first. For the mechanical hoe, the product positioning is "Soil Roller", a new term for replacing the word “hoe” which is identical with heavy work equipment. "Soil Roller" can be interpreted as a Roller whose function is to cultivate the land before planting, in accordance with the character and shape of the mechanical hoe. "Soil Roller" conveys the impression of a product that is easy to use like carrying a trolley or wheeled suitcase, so the use of a mechanical hoe as a hobby gardening tool to be fun.

4.3. Designing Brand Identity

After the mapping of branding strategy is done, the next step is designing brand identity. Brand identity is the process of translating the meaning of the brand into a form of identity that is easily recognizable both verbal and visual [1]. Brand identity begins by defining how brand personality will be perceived by the consumer. Brand personality is actually reflect the
character of consumers (Who will use the Mechanical Hoe product), in accordance with the strategy of the brand is prepared. Based on the above brand strategy, the brand personality of mechanical hoe is Modern, practical, Casual Fun, and Efficient To support the process of brand identification, a mechanical hoe is named "Soille". The name "Soille" is a word game of "soil roller", which became the new market category of mechanical hoes. According to Wheeler, the basic principle of naming a brand is that the Name must be unique, memorable and acceptable to all cultures and languages (pronunciation, name, connotation, accent) [3]. "Soille" is a short, memorable name, and relevant to its function. The name will be followed by the logo as a brand’s visual attribute. Strong logos can build awareness of brand identity, to make it easier to recognized and recalled by customer [2]. As a new brand, the logo form for "Soille" is Logotype, to enhance the readability and identification by consumers. The logo then be created in the form of standard manual graphics along with other visual attributes such as standard colors and fonts. Graphic standard manual will be a guide in brand identity application to all activities of brand activation that will come.

![Soille Logo](image)

**Fig. 3.** Brand Name and Logo of the Mechanical Hoe

To strengthen the brand identity, "Soille" is supported with tagline in marketing communications. In branding canvas, a well-built tagline will stick the brand in the minds of consumers with a long period of time and affect consumer buying decisions [2]. The tagline for "Soille" is "Roll and Sow", which means Pleasure in gardening. The consumer just have to roll the soil and plant the seeds. "Roll and Sow" synchronizes with the last stage of brand canvas, which is to design an experience between consumers and brands. The tagline conveys the message that the Mechanical Hoe is part of an easy and fun gardening experience, where “Reinvented your backyard is only few rolls away and a pack of your favorite flower seeds”.

5 Conclusion

Mechanical hoe is one of the products of Design Product Design student design. Fifteen stages of branding canvas mechanical hoes produce the concept of a whole brand, ranging from the meaning of the brand to the attributes that represent the brand. The fifteenth application of Branding Canvas can be divided into 3 (three) categories (product analysis, strategy development, and identity design) to facilitate the thought process in branding process. Branding Canvas method is a practical method that can be applied to the branding process in the academic realm. This method has a clear and easy to follow, even by students. The key of the application of this method is that there must be continuity between the outputs of each stage so as to produce a complete and applicable brand concept for the marketing communication process designed products.

References