

## Three-keys digital media in strengthening brand awareness at The Vibes Night Club, France

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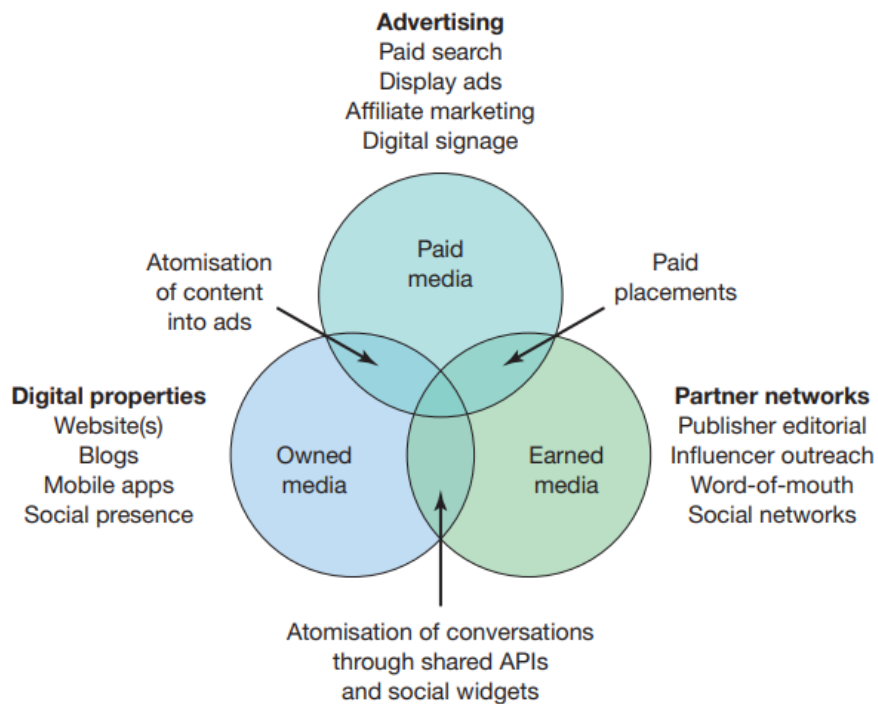
**Abstract:** In order to reach and influence potential online customers, there was often an overlap among paid media, owned media, and earned media at The Vibes Nightclub, France. Solving this problem required the integration of campaigns, resources, and infrastructure, which could develop online products, services, and brand awareness. The methodology used in this study is qualitative, using the descriptive approach with display and verification technique analyses at The Vibes Nightclub. The results showed that paid media is done through activities such as Search Engine Marketing (SEM). Further, owned media focus on Facebook, Instagram, and Google pages owned by the club, like Search Engine Optimization (SEO). Earned media includes word of mouth on social media, live, and conversations. Their activities had a significant effect on strengthening brand awareness. In this regard, consistency and optimism in digital marketing activities need to be maintained because these things can improve and maintain existence and sustainability. Furthermore, using more digital platforms and analytics digital should be improved for the targeted results and sustainability of the business.

**Keywords:** nightclub, digital marketing, three-keys digital media, brand awareness.

### Introduction

To achieve marketing objectives, digital marketing uses digital media, data and information, and technology (Chaffey & Ellis-Chadwick, 2019; Grossberg, 2016; Mandal & Joshi, 2017; Chaffey & Ellis-Chadwick, 2019; Zhu & Gao, 2019; Olson et al., 2021). It focuses on how to manage various online presences, such as corporate websites, mobile apps, and corporate social media pages, which are integrated with online communication techniques, including Search Engine Marketing (SEM), social media marketing, online advertising, email marketing, and regulatory partnerships with other websites. These techniques are used to support the goals of acquiring new customers and providing services to existing customers that help develop customer relationships through customer relationship management (CRM). To make digital marketing successful, it is still necessary to integrate these techniques with conventional media such as print, TV, direct mail, and sales and human support as part of multichannel communications.

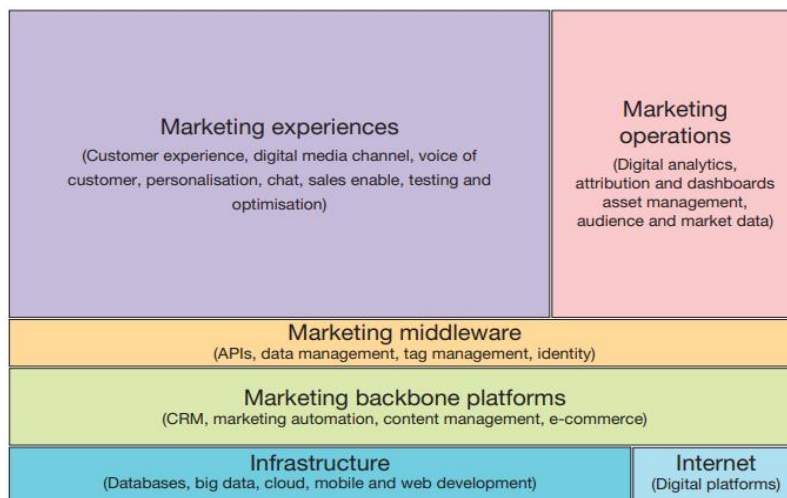
In supporting multichannel (omnichannel) marketing, the role of an integrated digital platform continues to repeat itself. Online channels can also help the entire buying process, from pre-sales to sales to post-sales, and further customer relationship development. Developing a digital sound strategy today involves understanding a more complex, more competitive buying environment than ever, with customer journeys involving many different forms of an online presence. In order to develop a strategy to reach and influence potential online customers, it is prevalent to refer to three main types of digital media channels, as shown in Figure 1.



(Source: Chaffey & Ellis-Chadwick, 2019)

**Figure 1.** Three-Keys Digital Media Types

Figure 1 shows the three-key digital media for strengthening brand awareness: paid media, owned media, and earned media overlap. Addressing this overlap requires the integration of campaigns, resources, and infrastructure. Content on a content hub or site can be broken down (sometimes described as microcontent) and shared among other media types via program-powered widgets and application programming interface (APIs) data exchanges such as the Facebook API. These media carry out digital marketing activities to promote the club through various digital platforms. Categorization of modern marketing technology options – digital platforms include Instagram, Facebook, and Google, as shown in Figure 2.



(Source: Chaffey & Ellis-Chadwick, 2019)

**Figure 2.** The Categorization of Modern Marketing Technology Options

The categorization of modern marketing technology options aims to know the experience of digital marketing activities and this effect in strengthening brand awareness. Digital Marketing is essential thing in the marketing mix. It is an approach, a strategy, or a branding and marketing exercise using digital platforms. It is about developing online products, services, and brand awareness (Mandal & Joshi, 2017).

Brand awareness refers to whether consumers can remember or recognize a brand, or simply whether consumers know about a brand or not (Keller, 2008). Brand awareness comes before brand equity. The brand name provides a memory node in the minds of consumers (Aaker, 1991), and consumers link the brand knowledge to the brand name, which culminates in brand equity (Aaker, 1991; Keller, 1993). Brand awareness provides a learning advantage for the brand (Keller, 2008) and influences consumer decision-making. Brands that consumers know are more likely to be included in their consideration set (Hoyer and Brown, 1990; MacDonald and Sharp, 2000).

Consumers may use brand awareness as a purchase decision heuristic (Hoyer & Brown, 1990; MacDonald & Sharp, 2000). Brand awareness tends to increase brand market performance. Surprisingly, research on brand awareness could be more extensive. For instance, the influence of brand awareness on decision-making is explored using only lab experiments at the individual consumer level (MacDonald & Sharp, 2000). The relationship between brand awareness and actual market outcome is researched mainly in the service business (Kim & Kim, 2005; Kim et al., 2003). Furthermore, the direction of causality between brand awareness and brand market outcome is unexplored (Srinivasan et al., 2008; Yoo et al., 2000).

It is now believed that strong brand awareness is coherent with Digital Marketing activities, which are essential in the marketing mix (Product, Price, People, and Promotion). It has proliferated in recent years as more and more businesses have realized the importance of an excellent online presence. Promotion as advertising creates and enhances brand awareness by exposing brands to customers (Aaker, 1991; Batra et al., 1995; Keller, 1993; Rossiter & Percy, 1987; Yoo et al., 2000). Advertising increases the brand's likelihood of being included in consumers' consideration set, thereby improving market performance of the brand (Krishnan & Chakravarti, 1993).

The location of this research is The Vibes Nightclub, owned by Groupe Immoovation, France. It is because digital marketing activities on paid media, owned media, and earned media could strengthen the brand awareness of the club. Groupe Immoovation manages the Vibes Night Club, with an area of 2.300 m<sup>2</sup>, as a multisector company focusing on real estate, hotels, restaurants, bars, and night club. Groupe Immoovation also managed Royal Hotel Angers, Wink Hotel Juvisy, B&B Chatellerault, Ibis Budget Chatellerault, La Scala Nightclub, The Artist Restaurant & Bar, and Apéro Café. Groupe Immoovation is located at 10 rue Dupetit Thouars, 49100 Angers, and The Vibes Nigh Club on Les Mardelles, 53810 Changé.

## Methodology

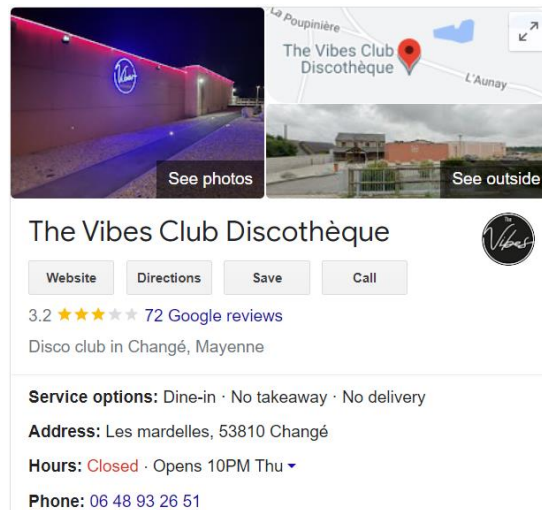
The methodology used in this study is qualitative, using the descriptive approach to explain the three-keys digital media used by Groupe Immoovation to strengthen the club's brand awareness. This study reported on the result with a systematic, factual, and accurate description of facts related to three-keys digital media and brand awareness. This study uses a case study to learn intensively about background conditions and position and the environment interaction within. This study was very detailed on the implementation of three-keys digital media done by Groupe Immoovation to advertise its product optimally. The technique of data collection is done

using primary and secondary data. The primary data consisted of semi-structured interviews with 5 internal interviewees about implementing three-keys digital media. At the same time, the secondary data was obtained through documents, reports, and various literature studies, along with research articles on three-keys digital media and brand awareness. The data was analyzed using display and verification techniques. The researchers analyzed the display data associated with the observation and interview results from the digital platform.

## Results and Discussion

### Results

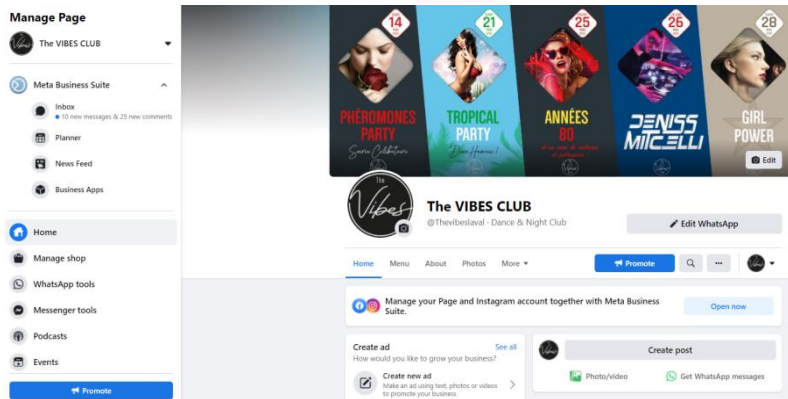
In strengthening brand awareness, The Vibes Night Club, owned and managed by Groupe Immoovation, uses several digital platforms to promote and advertise activities and products. This phenomenon brings an excellent effect to make the brand sustainable and compete in the high competition. As the biggest search engine many people use, Google presents a piece of complete information that the customer needs before going to a tourism destination such as a nightclub, as shown in Figure 3.



(Source: Groupe Immoovation, 2022)

**Figure 3.** Google Landing Page of The Vibes Nightclub

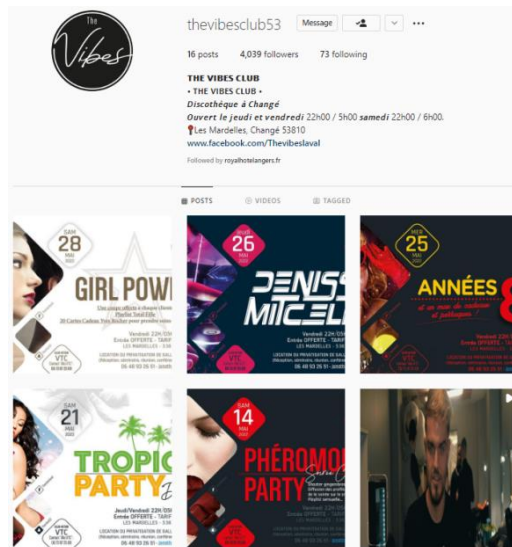
Figure 3 shows the club's landing page on Google with a 3,2-star rating from 72 Google reviews. This phenomenon shows that the rating on the excellent level, further many services, and the club's products should be improved. Otherwise, the promotion and advertisement activities will not mean for the visitor. The digital platform used is Facebook and Instagram.



(Source: Groupe Immovation, 2022)

**Figure 4.** Facebook Fanspage of The Vibes Nightclub

Figure 4 shows the Facebook fan page of the club with 25.099 likes. This finding means the club has a good engagement and impression with the guest. Any digital marketing activities which already been posted with good feedback and interaction. This could support the communication by both parties, either from the club to inform of any advertisement or activities and from the customer if they have any advice or something to ask regarding the event.



(Source: Groupe Immovation, 2022)

**Figure 5.** Instagram of The Vibes Nightclub

Table 5 shows Instagram with 4,039 followers. Instagram has excellent work interacting with guests through images, promotional flyers, short videos (Reels), or IG TV. The brochure with an eye-catching design and stunning vibes to encourage the customer to visit the club. On Instagram, the guest has a good impression and daily engagement in digital marketing activities. Hence they could update the upcoming event in the club.

### Discussion

Figure 1 shows three-keys digital media in strengthening the brand awareness at The Vibes Night Club. This will be the main activities of the company to do the digital marketing action plan.

### Paid media

Paid media is a bought media. In this case, there is investment to pay for visitors, reach or conversions through search, display ad networks or affiliate marketing (Chaffey & Ellis-Chadwick, 2019). The club conduct Display Ads and affiliate marketing through the online media such as in Francebleu.fr during the re-opening of the club.

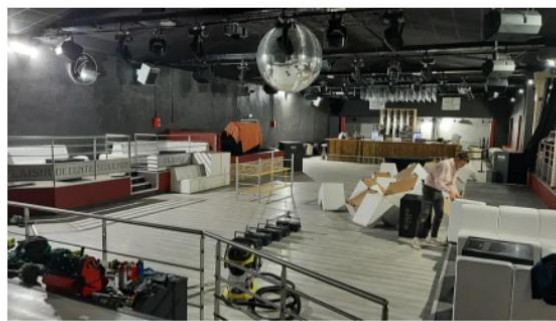
#### Réouverture des boîtes de nuit : The Vibes à Changé est l'une des premières en Mayenne ce jeudi

Mercredi 16 février 2022 à 4:07 - Par Malwenn Bordron, France Bleu Mayenne

Changé



Les boîtes de nuit sont autorisées à rouvrir partout en France ce mercredi 16 février. Le gouvernement avait décidé de les fermer à partir du 10 décembre pour freiner la 5<sup>e</sup> vague de l'épidémie de coronavirus. En Mayenne, The Vibes à Changé est l'une des premières discothèques qui rouvre ses portes.



Derniers préparatifs à l'intérieur de la boîte de nuit The Vibes, à Changé, avant la réouverture ce jeudi 17 février. © Radio France - Malwenn Bordron

(Source: Francebleu.fr, 2022)

#### Figure 6. Reopening of Nightclub:

The Vibes in Changé is one of the first in Mayenne this Thursday

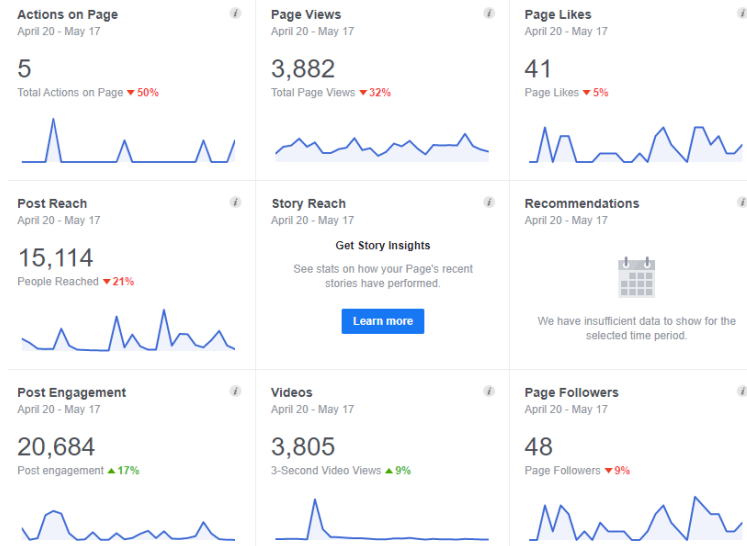
This paid media provokes customer decision-making, meaning it significantly impacts brand awareness: consumers use brand awareness as a decision heuristic. Over an unknown one, a known brand has a much better chance of being chosen by consumers (Hoyer & Brown, 1990). That is why digital marketing should be boosted in pre-opening the club as the preliminary on the customer side. The customer will know the current situation and note it on their agenda before visiting this club.

### Owned media

Owned media means the brand owned the media. The digital marketing activities focus on the online media such as Facebook, Instagram, and Google page, which owned by the brand (Chaffey & Ellis-Chadwick, 2019). Social media now cannot be separated from the daily life of millennials. Facebook has a vast number of users. Nowadays, having an extensive network of users is the same as money and marketing opportunities. A strategy is needed to use the Facebook platform as a digital marketing tool in an online marketplace that is increasingly developed. Facebook Fanspage as a user's interaction with brand-related activities affects brand perception and ultimately affects consumer purchasing decisions.

Figure 4 shows the positive influence of fanspage engagement on consumer brand awareness, activity of WOM (word of mouth), and intention to purchase. The findings further suggest that less and less regular marketing activity has an impact on fan page commitments, on page actions, page views and reach. From a theoretical

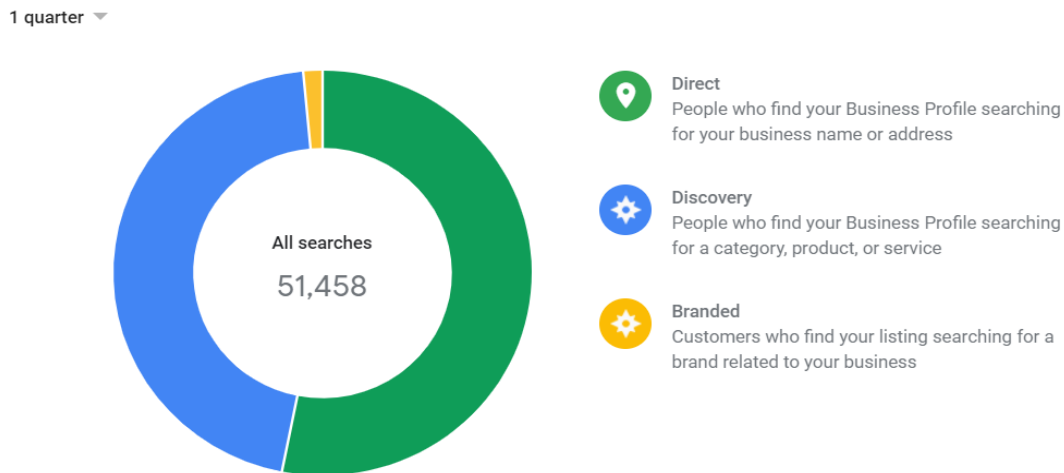
stand point, the results of this study contribute to an understanding of the potential for increased value from social media campaigns, content and activities.



(Source: Groupe Immoovation, 2022)

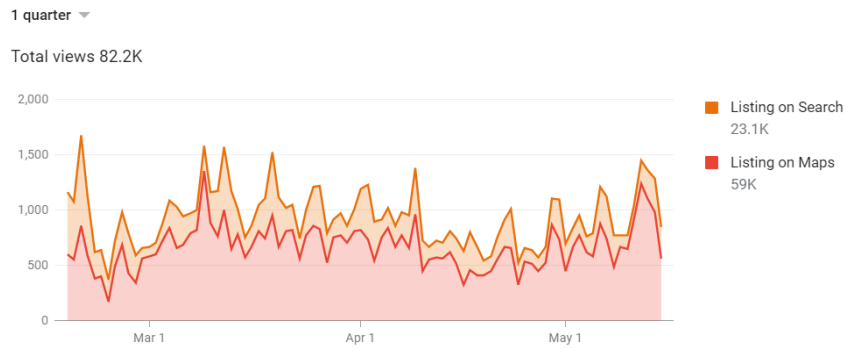
**Figure 7.** Insight in Facebook fanspage of The Vibes Nightclub

The digital marketing activities influence the online performance. This well-known brand likely performs better in the marketplace compared to a lesser-known brand. Further, brand awareness measures are generally classified into three subsets: customer mindset measures, brand performance measures, and shareholder value measures (Keller & Lehman, 2003). As a digital platform, Google could present insight and analysis to know the customer. Customer mindset measures gauge customers' general attitude toward a brand and include two essential components. The components are brand awareness and brand association. Brand association means any brand knowledge relating to the brand in the customer's mind. This knowledge represents overall brand awareness in the customer's mind. The researchers know the way the customer finds The Vibes Nightclub. In Figure 8, the customer search for the club direct, discovery, or branded, which is already presented in Google analytics. This finding could improve search visibility, called SEO (Search Engine Optimization).



(Source: Groupe Immoovation, 2022)

**Figure 8.** Customers Search of The Vibes Nightclub

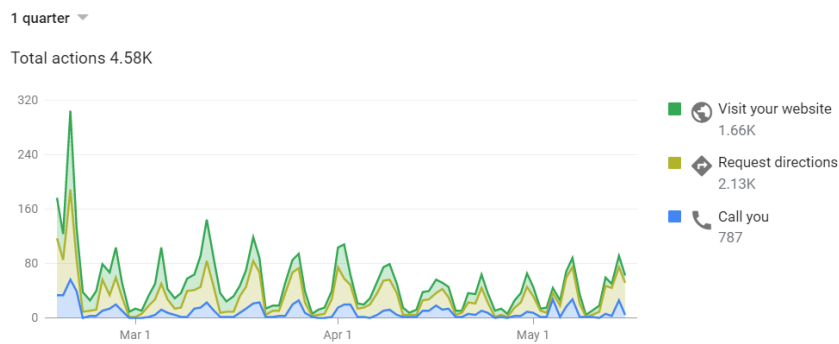


(Source: Groupe Immoovation, 2022)

**Figure 9.** Customers View of The Vibes Nightclub on Google

Advertising through digital channels is known for its transformative impact on companies and its tremendous impact on brand-consumer relationships, as it enables interaction with customers anytime and anywhere.

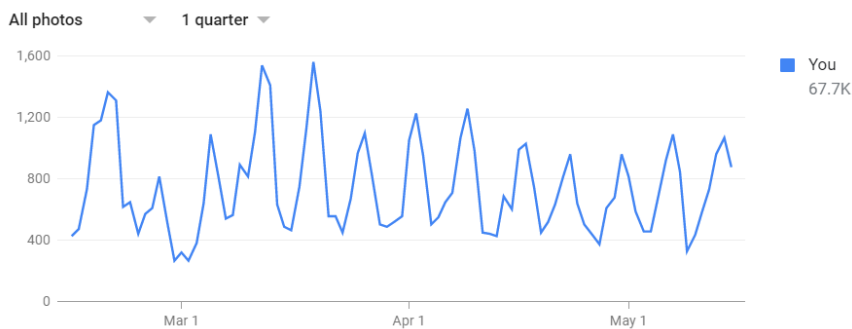
Figure 9 shows the customer find The Vibes Nightclub from the search engine and followed by in the listing on Google Maps. Customers view the brand either to get any information or take any actions.



(Source: Groupe Immoovation, 2022)

**Figure 10.** Customer Actions for The Vibes Nightclub

The strength of brand awareness is the first and most important stage of marketing. As a marketing tool, Google is digitalized in the millennial era and has become more critical by providing interactivity to both consumers and the company in the marketing process. In Figure 10, the customer could act directly. The customer could visit the website, request directions to the club's location, and take a call to learn any information.



(Source: Groupe Immoovation, 2022)

**Figure 11.** Photo Views for The Vibes Nightclub



Brands are investing in content marketing within digital communication channels such as Google, yet there needs to be a greater understanding of the effectiveness of this content on consumer engagement. Content marketing, such as photos of the club, examines how consumer engagement and impression of the brand. In Figure 11, photos of the club have been viewed by the customer, which means this provokes and influences the customer to visit the club.

### Earned media

Earned media is publicity generated through PR. Such a media is to target influencers to increase brand awareness. Now it covers word of mouth which can be developed through viral way and social media as well as conversations in social networks, blogs and other communities (Chaffey & Ellis-Chadwick, 2019).

The Vibes Night Club generates the brand awareness from the social network from the blogs of Barpubmeta.com, meanwhile using the influencer to promote from mouth to mouth in direct live or scheduled posting.



(Source: Barpubmeta.com, 2022)

**Figure 12.** The Vibes Club

### Conclusions

Technology's rapid development and improvement cannot be separated from the aspect of human life. It has a very close relationship with the internet as the most valuable and popular technology globally for sustainability. Digital platforms through paid media, owned media, and earned media develop a strategy to gain and influence potential online customers. In this case, there is an overlap between the three different types of media, so campaigns, resources, and infrastructure need to be integrated.

Digital marketing develops an online product, service, and brand awareness. Brand awareness refers to whether consumers recall or recognize a brand, influencing consumer decision-making. Digital marketing activities had a significant effect on strengthening brand awareness. In this regard, consistency and optimism in digital marketing activities must be maintained because this thing can improve and maintain existence. Furthermore, using more digital platforms and analytics digital should be improved for the targeted results. Meanwhile, the attitude of pessimism and intimidation must be reduced because it can slow the harmony to optimizing brand awareness. Meanwhile, digital marketing activities differ from sales activities which can get instant money.

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