

Industrial Engineering Students Win National Branding Competition

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Three UGM Industrial Engineering students have been named the winners of the Branding Competition at the 2022 BREXPLOER. Taking *Aksa* as their team name, Azza Luthfia, Mianovani Ideannisa, and Nabila Tasya Arfikah Cahya outperformed 56 other teams from 12 universities across Indonesia.

BREXPLOER is the first national competition and conference event organized by OWL Club, the association of Branding students of Universitas Prasetiya Mulya, which features a series of activities, including Pre-Event, BREXOLOGY (Training and Workshops), BREXPERIENCE (Online Conference), and Branding Competition.

This competition challenges all teams to create a social media campaign that can drive the most sales during the double date campaign. After submitting the proposals, the 15 shortlisted teams proceed to the next stage, where they present their rocket pitches. The top 5 teams then enter the final presentation stage.

“In this competition, we offer a solution through the #AllWaysConnected campaign in collaboration with Key Opinion Leader (KOL),” said Azza Luthfia on Saturday (16/4).

With the #SurprisingWithoutThinking campaign, the team increases the number of incentives given to customers to boost purchase intention. They also collaborate with a well-known fashion brand, Erigo, to acquire a broader target market during the double date.

Azza Luthfia said winning this competition motivated the team to excel and take UGM to the next level. The team hopes this achievement can also encourage and inspire other students to participate and pursue victory in various competitions.

Author: Ika

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