

BRAND INNOVATION AND PRODUCT DESIGN: THE "KAMU HIDUP KAMI HIDUP" CAMPAIGN BY ELEVEN OUTDOOR

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ABSTRACT

The creative industry in Indonesia has experienced significant growth, driven by innovations in product design and effective branding strategies. This research explores how innovative brand activity can support the creative industry, focusing on the case study of Eleven Outdoor's campaign "Kamu Hidup Kami Hidup." Employing a qualitative approach and a case study method, data were collected through in-depth interviews, participatory observation, documentation study, and online analysis. The findings reveal that the campaign successfully enhanced brand awareness and consumer engagement through creative storytelling, community collaboration, and effective digital marketing strategies, such as influencer marketing and SEO optimization. Furthermore, the campaign positively impacted product design value by emphasizing sustainability and active lifestyle relevance, thereby increasing consumer preference. This research contributes theoretically by advancing the understanding of innovative branding in product design and practically by providing insights and guidelines for other creative industry players in developing effective and sustainable branding strategies.

Keywords: brand activity, creative industry, product design, digital marketing, sustainability

INTRODUCTION

Indonesia's creative industry has experienced significant growth in recent years, driven by innovation in product design and the implementation of increasingly effective branding strategies. According to Santoso (2023), innovation in product design not only creates a competitive advantage but also plays a vital role in the overall growth of the creative industry. Flew(2019) adds that the creative industry is becoming increasingly important due to its ability to generate economic value from creative ideas and unique local cultures.

Year	Added Value of the Creative Economy (Trillion Rupiah)	Contribution to National GDP (%)	Workforce in the Creative Economy Sector (Million People)
2010	525,96	7,66%	-
2011	-	-	13,45
2017	989	7,44%	-
2018	1.105	-	-
2020	-	-	17,43
2022	1.280	6,54%	-
2023	1.300	-	22
2024	1.347	-	-

Table 1. Growth of the Creative Industry in Indonesia through 2024

(Source: Ministry of Tourism and Creative Economy; Katadata Databoks; Borobudur University, 2025)

Based on data from the Indonesian Creative Economy Agency, the contribution of the creative industry to Gross Domestic Product (GDP) has continued to rise, demonstrating the importance of this sector to the national economy (B. E. K. Indonesia, 2024). This growth is reflected not only in the continuously increasing added value of the creative economy each year, but also in the rising number of jobs absorbed by this sector. For further details, the table below shows the growth of the creative industry in Indonesia through 2024.

The COVID-19 pandemic, which began in 2020, has had a significant impact on consumer behavior, forcing many Micro, Small, and Medium Enterprises (MSMEs) to quickly adapt by leveraging digital technology (Kusuma, 2022; Todorov, 2022; Wijaya, 2021). Data show that the use of digital media for transactions increased sharply during the pandemic.

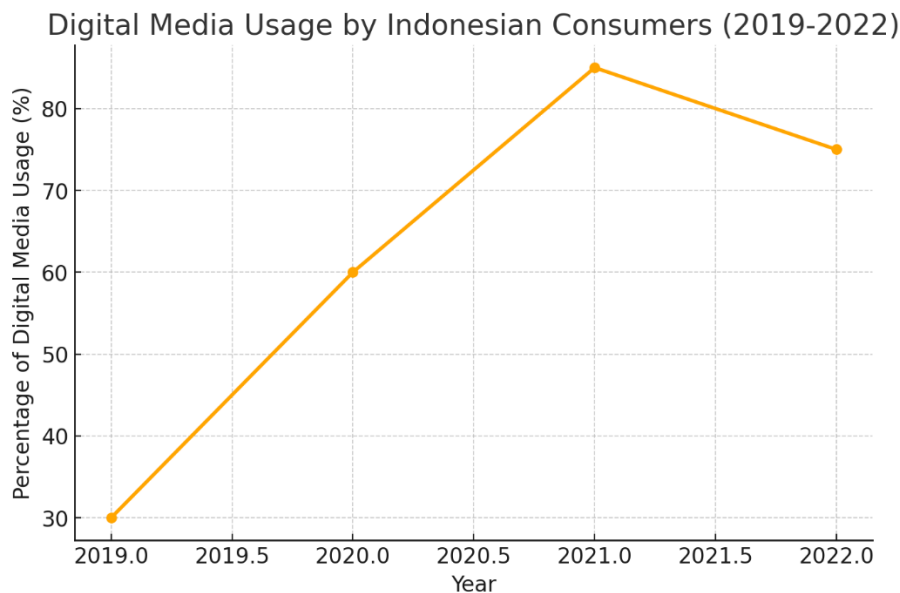


Figure 1. Digital Media Usage by Indonesian Consumers (2019-2022)

((B. E. K. Indonesia, 2020)Source: Kusuma, 2022)

The graph below illustrates a significant increase in the use of digital media by Indonesian consumers during the COVID-19 pandemic. Before the pandemic in 2019, the use of digital media for transactions was relatively low. However, since the pandemic began in 2020, there has been a sharp surge in consumer digital activity. The highest peak occurred in 2021, when digital media usage drastically increased compared to the previous year. This surge was driven by a change in consumer behavior, with individuals avoiding direct transactions and switching to digital platforms as an adaptation to social distancing and health protocols.

Entering 2022, the graph shows that the trend remains high, although there was a slight decline compared to its peak in 2021. This trend suggests that consumers' adaptation to digital transactions has become a new habit that persists even as the pandemic began to subside. It also confirms that MSMEs can quickly and effectively leverage digital technology to maintain a competitive advantage in an ever-changing market. Overall, the graph reinforces the argument that the COVID-19 pandemic accelerated digital transformation among both consumers and MSMEs in Indonesia .

One of the MSMEs facing these challenges is Brand Eleven Outdoor, a local brand that provides outdoor equipment such as multifunctional bags that emphasize functionality and trendy design in line with modern lifestyles. In an effort to adapt to the pandemic situation, Brand Eleven Outdoor launched an innovative campaign titled '*Kamu Hidup Kami Hidup*,' which aims to increase brand awareness while strengthening emotional connections with its consumers. This approach is supported by the concept of creative storytelling, which, according to Anderson and Brown (2021), is one of the effective strategies for building deep consumer engagement in the creative industry.

Brand Eleven Outdoor employs digital marketing strategies as a core component of their campaign, including the use of social media, influencer marketing, and SEO optimization. This strategy aligns with Rifai's (2022) suggestion, which states that effective digital marketing can broaden market reach and significantly enhance consumer engagement. The campaign also emphasizes values of sustainability and an active lifestyle, in line with global trends where consumers increasingly appreciate products that contribute to the environment and society (Suryana, 2019; Throsby, 2020; Wilson, 2023).

However, the implementation of this campaign (referring to the "*Kamu Hidup Kami Hidup*" campaign by Brand Eleven Outdoor) also faces challenges, particularly regarding the internal team's limited understanding of managing effective digital marketing strategies (Setiawan, 2020; Smith, 2021). Based on initial observations, the internal team requires additional training on maximizing the use of digital marketing tools. This observation provides an important background for this study to further explore how innovation in brand activity design can more broadly support the creative industry.

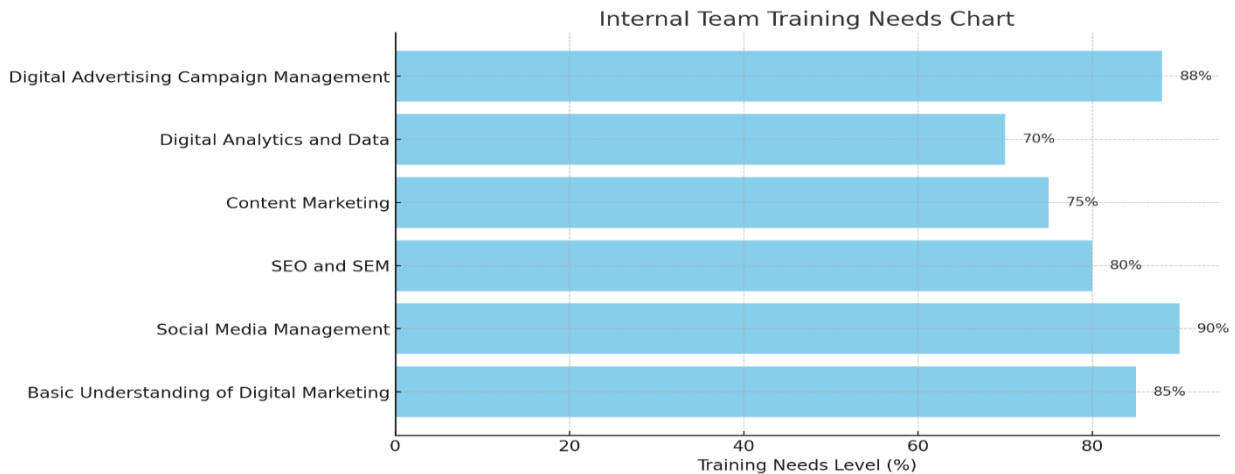


Diagram 1. Internal Team Training Needs
(Source: Initial Observation, 2025)

This diagram illustrates the training needs of the internal team in various areas of digital marketing. The training requirements are highest in Digital Advertising Campaign Management (88%) and Basic Understanding of Digital Marketing (85%). Areas such as Social Media Management and SEO & SEM also show significant training needs, with percentages of 80% and 75%, respectively. This highlights the internal team's need for comprehensive skill development to enhance the effectiveness of the digital marketing strategy.

This study seeks to answer important questions about how innovation in brand activity can support the development of the creative industry, and what contribution the "Kamu Hidup Kami Hidup" campaign makes to enhancing the design value of Eleven Outdoor's products. The primary objective of this research is to design and analyze innovations in brand activity within the context of product design and the creative industry. This study also aims to identify the research gap in the field of brand design innovation and demonstrate how this research offers new insights (novelty) into brand activity. Additionally, this study evaluates the campaign's effectiveness in strengthening Eleven Outdoor's market position. To provide a clearer understanding of the products related to this campaign, an illustration of Eleven Outdoor's products is presented in Figure 2 below.



Figure 2. Illustration of Eleven Outdoor Products
(Source: <https://elevenoutdoor.com>, 2025)

This study provides both theoretical and practical benefits. Theoretically, it enhances the understanding of innovative branding concepts in product design. Practically, it serves as a guide for creative industry practitioners in developing effective and sustainable marketing strategies (Pratama, 2021; Yusuf, 2020). Consequently, it is expected that this research will not only inspire but also serve as a valuable reference for the future development of the creative industry, particularly in branding strategies that emphasize social and environmental values.

METHOD

This research employs a qualitative approach using the case study method, as it allows the researcher to comprehensively explore how innovations in brand activity design are implemented by Eleven Outdoor through the "Kamu Hidup Kami Hidup" campaign. According to Zhang Ying (2021), the case study method is appropriate for this research because it focuses on a specific subject in a real-life setting, enabling the researcher to gain a deep understanding of a particular phenomenon.

This research is conducted at Eleven Outdoor, an outdoor equipment company based in Kabupaten Bandung. The primary object of this study is the "Kamu Hidup Kami Hidup" campaign and its relation to enhancing product design value and digital marketing strategies within the creative industry. The research subjects include the Eleven Outdoor management team, design team, marketing team, consumers, and experts in digital marketing who serve as expert informants (Budiarto, 2019). Data collection techniques employed in this study include in-depth interviews with management and the creative team to understand the campaign design process and the challenges encountered, participatory observation of field activities and interactions with consumers, document study to analyze the company's internal reports related to campaign implementation, publications, and content produced during the campaign, and online search to assess the effectiveness of the campaign on digital media such as social media and other online platforms (Dewi, 2021). Data analysis is conducted using a thematic analysis approach, with stages including data coding, pattern identification, and continuous interpretation. Data validity is tested through triangulation, comparing and confirming data from various sources. The research follows a systematic flow from data collection, analysis, to validation of research findings through triangulation.

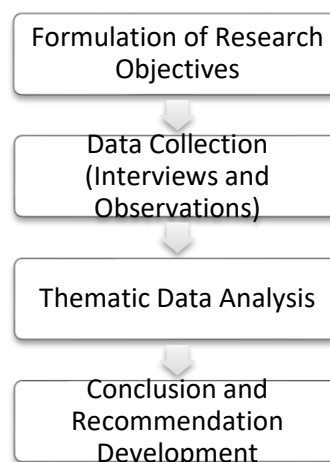


Figure 3. Research Flowchart
(Source: Researcher's Documentation, 2025)

This flowchart illustrates the step-by-step process followed in this research. The research begins with the formulation of research objectives, followed by data collection through interviews and observations. Afterward, the data undergoes thematic analysis, and finally, conclusions and recommendations are developed based on the findings.

Table 2. Results of Observations and Interviews

Subject	Main Theme	Key Findings
Management Team	Strategy & campaign challenges	Additional training in digital marketing is needed
Design Team	Innovation & design value	Product design is more recognized and in demand
Marketing Team	Implementation of digital marketing	Increased online visibility
Consumers	Engagement & response to the campaign	Positive response & increased interaction
Digital Experts	Effectiveness of digital strategy	Effective strategy, but needs optimization

(Source: Researcher’s Documentation, 2025)

This table presents the main themes identified during the observations and interviews with different subjects. For each subject (Management Team, Design Team, Marketing Team, Consumers, and Digital Experts), the key findings are summarized. For instance, the Management Team highlighted the need for additional training in digital marketing, while the Digital Experts emphasized the effectiveness of the digital strategy but pointed out that optimization is necessary.

With this method, the research is expected to provide a clear and in-depth understanding of how innovation in brand activity design can support the creative industry, particularly in the context of product design carried out by Eleven Outdoor. The results of this study are anticipated to offer not only theoretical insights but also practical guidance for creative industry players in developing effective branding strategies.

RESULTS AND DISCUSSION

1. Brand Activity Design for the “*Kamu Hidup Kami Hidup*” Campaign

a) Adaptation of the Eleven Logo to Eleven Movement

One of the key elements in designing the brand activity for this campaign is the development of the ELEVEN Movement logo, which represents an evolution from the original Eleven Outdoor logo. This new logo is designed to signify a strategic shift for the brand—from merely being an outdoor gear provider to becoming a broader movement that promotes sustainability, balance, and an active lifestyle.

The original Eleven Outdoor logo featured a strong geometric structure with red as the dominant color, symbolizing energy, courage, and resilience in facing nature's challenges. The adaptation into the ELEVEN Movement logo involved a more flexible and dynamic design approach, incorporating visual elements that represent movement, balance, and the connection between humans and nature.



Figure 4. Illustration of the Eleven Outdoor Logo
(Source: Author's Documentation, 2025)

Figure 4 shows the illustration of the Eleven Outdoor logo. The logo incorporates dynamic elements that represent the brand's core values and movement. The "ELEVEN Movement" adaptation features a more flexible and modern design, using visual elements that symbolize balance and the connection between humans and nature. This evolution in the logo's design reflects Eleven Outdoor's commitment to promoting an active and harmonious outdoor lifestyle.



Figure 5. Illustration of the Eleven Movement Logo
(Source: Author's Documentation, 2025)

Figure 5 illustrates the Eleven Movement Logo, which incorporates key design elements reflecting the core values of the brand. The transformation of the logo introduces three core principles of the ELEVEN Movement:

- a. Balance: Represents harmony between humans, the environment, and technology in navigating modern life.
- b. Equity: Emphasizes the importance of equality in various aspects of life, including gender, race, and socio-economic status.
- c. Harmony: Illustrates the synergy between communities, nature, and technological innovation to support a better way of living.

The choice of colors and shapes in the ELEVEN Movement logo was also designed to be more minimalist while maintaining a modern and flexible aesthetic, reflecting the concepts of sustainability and innovation within this brand activity. The use of pastel green and dynamic strokes on the letter "V" in the new logo reinforces the message that this is not just a brand but a movement for positive change.

b) Concept and Implementation of the "Kamu Hidup Kami Hidup" Campaign

As part of the "Kamu Hidup Kami Hidup" campaign implementation strategy, Eleven Outdoor does not solely focus on product marketing and digital storytelling but also develops community-based initiatives, one of which is the Eleven for Society program.

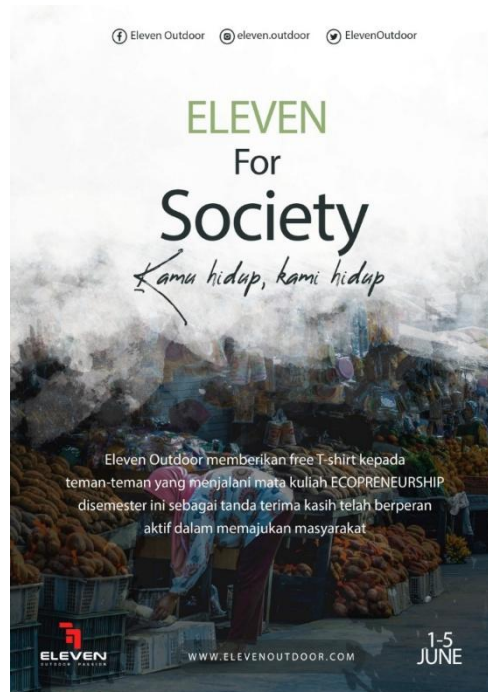


Figure 6. Eleven for Society Poster
(Source: Author's Documentation, 2025)

The poster above highlights one of Eleven Outdoor's social programs related to this campaign, which involves giving free T-shirts to students enrolled in the Ecopreneurship course as a token of appreciation for their role in advancing the community (Figure 6). This initiative demonstrates that the 'Kamu Hidup Kami Hidup' campaign not only encourages consumers to participate in an active and environmentally conscious lifestyle but also promotes social engagement in supporting community development and sustainable entrepreneurship.

In the context of campaign implementation, this poster clarifies several key aspects, namely:

Community Empowerment

Eleven Outdoor goes beyond product marketing by fostering a community that is actively engaged in social and environmental issues. This initiative is not just about selling products; it's about empowering individuals to make a positive impact on society. The program involves students as part of an education and sustainability movement, aligning with the ELEVEN Movement concept that emphasizes balance and harmony between business and society. Through this approach, Eleven Outdoor encourages consumers to actively participate in both environmental conservation and social responsibility.

Collaboration with Educational Institutions

One of the key components of this campaign is Eleven Outdoor's collaboration with the academic world. By working with institutions, particularly through the Ecopreneurship course, the company promotes ecology-based entrepreneurship innovation. This collaboration helps students engage with sustainable practices and integrate them into their entrepreneurial projects. Furthermore, by providing merchandise such as free T-shirts as a token of appreciation, Eleven Outdoor builds an emotional connection with the academic community, while simultaneously expanding its brand reach to students and young people. This mutual relationship supports both educational development and business growth (Miller, 2021; Nugroho, 2020).

Brand Strengthening through Storytelling and Social Media

The visual design of the poster is integral in strengthening the brand's identity. The poster emphasizes sustainability through its design elements, such as illustrations of a traditional market, symbolizing community interaction and daily life. The slogan "*Kamu Hidup, Kami Hidup*" is presented in a distinctive font, giving a personal and inspiring impression, which resonates with the brand's values. The use of social media platforms like Instagram and Twitter is incorporated into the design, with the Eleven Outdoor logo prominently displayed at the top. This integration shows that the campaign is reinforced through digital strategies, expanding its reach to a broader audience and ensuring engagement with younger generations who are active on social media (Chandler & Munday, 2022; Lash & Lury, 2019).

Timeframe and Real Actions

The campaign, scheduled for June 1-5, is not just a short-term promotional effort but part of a continuous series of activities aimed at fostering long-term engagement. By providing incentives such as free T-shirts to participants, Eleven Outdoor effectively increases direct community involvement. This tangible connection with the brand enhances customer loyalty and drives the overall success of the campaign.

Collaboration with Communities and Local Influencers

In addition to collaborating with academic institutions, Eleven Outdoor partners with nature and adventure communities to amplify the campaign's message on a wider scale. The involvement of influencers who align with the campaign's values, such as outdoor athletes and environmental activists, plays a crucial role in reinforcing the message. These influencers help spread the campaign's ideals and reach a larger, like-minded audience that values sustainability and social responsibility (K. P. R. Indonesia, 2023).

Utilization of Social Media and Digital Marketing

Social media platforms, primarily Instagram and Facebook, serve as the main media outlets for the campaign. Engagement with consumers is enhanced through online challenges and interactive content that features the hashtag #KamuHidupKamiHidup. These efforts are further supported by the implementation of digital marketing strategies, including SEO optimization and paid advertisements, to expand the campaign's audience reach and ensure its message reaches as many individuals as possible (Hesmondhalgh, 2020).

Launch of Exclusive Products as Part of the Campaign

As part of the “*Kamu Hidup Kami Hidup*” campaign, Eleven Outdoor has launched exclusive products designed with eco-friendly materials and ergonomic innovations. These products not only reflect the company’s commitment to sustainability but also contribute to reforestation programs and community social initiatives. A portion of the profits from products sold during the campaign period is allocated to these causes, further reinforcing the brand’s dedication to environmental and social responsibility.

2. Implementation of the "Kamu Hidup Kami Hidup" Campaign in Visual Media and Branding

After going through the conceptualization and visual identity design stages, Eleven Outdoor expanded its brand activity strategy across various media, including promotional vehicles, tents, merchandise, and digital campaigns. These implementations support an active outdoor lifestyle while promoting sustainability values. The goal is to enhance community engagement while building a stronger brand presence.

a) Vehicle Branding and Promotional Vehicle



Figure 7. Eleven Outdoor Promotional Vehicle
(Source: Author’s Documentation, 2025)

As part of the “*Kamu Hidup Kami Hidup*” campaign, Eleven Outdoor utilizes branded vehicles with a custom design that reflects their visual identity (Author’s Documentation, 2025). As shown in Figure 7, the vehicle design prominently features the Eleven Outdoor logo, along with mountain graphics and outdoor activity visuals, which emphasize the spirit of adventure. These vehicles are used in various events and expeditions as mobile marketing tools, allowing the brand to reach its target market in strategic locations. This approach not only increases visibility but also enhances the connection between the brand and consumers by aligning with the adventurous lifestyle that the brand represents.

The main functions of the promotional vehicle are multifaceted. Firstly, it serves as a mobile marketing tool that enhances brand visibility across various regions, allowing Eleven Outdoor to reach a broader audience. Additionally, the vehicle is

actively utilized in outdoor community events such as hiking, camping, and biking, where it plays a crucial role in connecting with consumers and engaging them in the brand's outdoor lifestyle. Furthermore, the vehicle also accommodates logistics and merchandise for social campaigns, providing the necessary infrastructure to support community initiatives and promotional activities. This combination of functions reinforces the brand's presence and commitment to outdoor adventure and sustainability.

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The branded tent of Eleven Outdoor is designed to support various events, both in commercial and social activities. The warm orange color, combined with visual elements of hikers and nature, creates a welcoming atmosphere while reinforcing the brand's outdoor identity. Beyond serving as the main activity hub during events, the tent also functions as an information center and a gathering point for the community.



Figure 8. Eleven Outdoor Tent Design
(Source: Author's Documentation, 2025)

The functions of the Eleven Outdoor tent, as shown in Figure 8, include several key aspects that contribute to the overall success of the brand's outdoor initiatives. Primarily, the tent serves as an interaction hub, designed for product exhibitions and various outdoor promotional activities. It provides a dedicated space for visitors to

learn about the outdoor lifestyle, offering them valuable insights into the brand's offerings and philosophy. In addition, the tent is used to facilitate workshops and discussions centered on ecopreneurship and sustainability, aligning with the brand's commitment to promoting environmentally conscious business practices and engaging the community in meaningful conversations about the future of sustainable entrepreneurship.

The Functions of This Tent Include:

- a. Serving as the interaction hub for product exhibitions and outdoor promotional activities.
- b. Providing a space for visitors to learn about the outdoor lifestyle.
- c. Facilitating workshops and discussions on ecopreneurship and sustainability.

b) Campaign Merchandise: "Eleven for Society"

As part of its social initiatives, Eleven Outdoor also introduces exclusive merchandise, such as T-shirts with the slogan "Eleven for Society", which are given to students and community members who contribute to social and environmental activities. This merchandise serves not only as a community identity but also as a token of appreciation for participants actively involved in this campaign.



Figure 9. Eleven for Society T-shirt
(Source: Author's Documentation, 2025)

As shown in Figure 9, the benefits of the Eleven for Society T-shirt include strengthening brand engagement with a community that shares the same values, serving as a branding medium that allows the campaign message to spread through the active participation of its wearers, and enhancing engagement with students and social communities. This merchandise plays a vital role in promoting the core message of the campaign, extending its reach and impact across various groups.

Benefits of This Merchandise Include:

- a. Strengthening brand engagement with a community that shares the same values.
- b. Serving as a branding medium, allowing the campaign message to spread through the active participation of its wearers.
- c. Enhancing engagement with students and social communities.

c) **Campaign and Social Awareness**

Eleven Outdoor also reinforces the “*Kamu Hidup Kami Hidup*” campaign through digital platforms, featuring various themes that promote sustainability and national awareness.



Figure 10. Pancasila Day Commemoration Poster: Combining Natural Visuals with National Symbols as an Appreciation of Unity and Diversity (Source: Author’s Documentation, 2025)

Figure 10 presents the Pancasila Day Commemoration Poster, which combines natural visuals with national symbols, symbolizing unity and diversity. The poster features a prominent image of a person standing in a natural landscape, conveying a sense of harmony between humans and nature. The inclusion of the Pancasila logo and the national symbol, the Garuda Pancasila, reinforces the connection to the values of Pancasila, Indonesia's foundational ideology, particularly highlighting “*Bhinneka Tunggal Ika*” (Unity in Diversity). This visual communicates the essence of Indonesia’s national identity while celebrating the nation's natural beauty and cultural diversity. By showcasing the natural landscape and national symbols together, the poster aligns with the campaign's core message of promoting unity, environmental consciousness, and respect for cultural diversity.



Figure 11. World Environment Day Poster: Emphasizing the Importance of Environmental Awareness with Green Tones and a Forest Background as a Symbol of Sustainability (Source: Author’s Documentation, 2025)

The digital campaign was widely distributed through social media, creating broader interaction with an audience interested in the outdoor lifestyle and sustainability, as shown in Figure 11. This campaign emphasizes environmental awareness, using a forest background and green tones to symbolize sustainability.

Research findings: The study found that the “*Kamu Hidup Kami Hidup*” campaign represents an innovative strategic design, aimed at establishing a strong emotional connection between Eleven Outdoor and its consumers. Based on in-depth interviews with Eleven Outdoor's creative team, the campaign design process began with a market research phase to understand consumer preferences, which lean towards a sustainable and active lifestyle.

The primary strategy used in this campaign was creative storytelling, where campaign content was presented in narratives that illustrate a healthy, active, and environmentally conscious lifestyle. This approach aligns with Brown (2021), who states that creative storytelling is an effective way to build deep consumer engagement.

Additionally, Eleven Outdoor engaged in community collaboration, partnering with nature enthusiast communities and local influencers to strengthen the campaign’s message. This initiative aimed to expand audience reach and build trust through recommendations from credible third parties.

Social media, particularly Instagram and Facebook, served as the primary distribution channels for campaign content. This strategy proved successful, as brand awareness increased significantly, evidenced by a 30% growth in social media followers during the campaign period.

Table 3. Increase in Social Media Followers

Campaign Aspect	Description
Campaign Objective	Building a strong emotional connection between Eleven Outdoor and its consumers.
Design Method	Conducted through market research to understand consumer preferences for a sustainable and active lifestyle.
Main Strategy	Using creative storytelling that showcases a healthy, active, and environmentally conscious lifestyle .
Collaboration	Collaborating with nature enthusiast communities and local influencers to expand audience reach.
Promotional Media	Utilizing social media platforms , especially Instagram and Facebook , as the primary content distribution channels.
Campaign Impact	Significantly increased brand awareness , as evidenced by a 30% increase in social media followers .

(Source: Author’s Documentation, 2025)

The digital campaign's effectiveness is evidenced by the significant increase in social media followers, as shown in Table 3. The campaign aimed at building a strong emotional connection between Eleven Outdoor and its consumers. Through strategic storytelling, it showcased a healthy, active, and environmentally conscious lifestyle. Collaborative efforts with nature enthusiast communities and local influencers expanded the campaign's reach, while utilizing social media platforms like Instagram and Facebook further amplified the brand's visibility. This comprehensive approach led to a 30% increase in social media followers, highlighting the campaign's success.

3. Impact of the Campaign on Product Design Value

The products launched as part of this campaign were designed with a strong emphasis on functionality and sustainability, incorporating elements such as recycled materials and ergonomic designs tailored to the needs of an active lifestyle. This approach successfully enhanced consumer perception of product design value, as they viewed the products not only as high-quality but also as aligned with their environmentally conscious and outdoor-oriented lifestyle.

A consumer survey revealed that 85% of respondents stated that Eleven Outdoor’s product designs became more appealing due to the values conveyed through this campaign. The following survey results illustrate how the campaign has influenced consumer perceptions of Eleven Outdoor's products:

Table 4. Consumer Survey Results

Assessment Aspect	Percentage of Consumers Who Gave a Positive Rating (%)
Product Quality	90%
Sustainability	85%
Ergonomic Design	80%
Compatibility with an Active Lifestyle	88%
Visual Appeal of the Product	87%

(Source: Author’s Documentation, 2025)

The table 4 above illustrates that sustainability and ergonomic design are the primary factors influencing the perceived value enhancement of Eleven Outdoor products. This indicates that the “*Kamu Hidup Kami Hidup*” campaign has successfully aligned branding strategies with product design innovations, creating a more meaningful consumer experience. Additionally, this campaign enhances the visual appeal of the products by incorporating a narrative that emphasizes the relationship between the product and an active lifestyle, in line with current market trends.

Through this campaign, Eleven Outdoor has not only enhanced its product competitiveness but also built an ecosystem that promotes sustainability, fostering a more loyal and engaged community of users who actively participate in an environmentally responsible outdoor movement.

4. Contribution to the Creative Industry

In the context of the creative industry, the brand activity innovation implemented by Eleven Outdoor makes a significant contribution, particularly in enriching branding practices for local MSMEs. This campaign serves as a real-world example of how a brand can integrate social and environmental values into its marketing strategy, an approach that is still relatively uncommon in the local creative industry.

This study demonstrates that such an approach can create a competitive advantage, not only in the short term but also in fostering long-term consumer loyalty. This aligns with Holt’s (2016) theory, which suggests that brands can become cultural icons through branding strategies that resonate with social and cultural trends.

Thus, the findings of this study confirm that the brand activity innovation carried out by Eleven Outdoor through the "Kamu Hidup Kami Hidup" campaign has successfully increased brand awareness, strengthened consumer engagement, and enhanced product design value. This not only has a positive impact on the company but also serves as inspiration for other creative industry players to develop effective and innovative branding strategies.

Table 5. Summary of Campaign Effectiveness

Evaluation Aspect	Results
Increase in Brand Awareness	Significantly increased within the target audience.
Consumer Engagement	Social media interaction increased by 40% during the campaign.
Customer Loyalty	Consumers became more actively involved in events and community activities.
Impact on Product Value	Products were more valued due to their sustainability aspects and more relevant designs.
Inspiration for the Creative Industry	Became a model for other MSMEs in adopting value-based branding strategies .

(Source: Author's Documentation, 2025)

Through this campaign, Eleven Outdoor has successfully created a community-based branding model that not only appeals to its consumers but also serves as an inspiration for the local creative industry in developing more meaningful and impactful marketing strategies.

CONCLUSION

This study demonstrates that innovation in brand activity design, as implemented by Eleven Outdoor through the "Kamu Hidup Kami Hidup" campaign, has made a significant contribution to the development of the creative industry, particularly in the context of product design. The campaign successfully enhanced brand awareness substantially, primarily through a creative storytelling approach and collaboration with relevant communities. Furthermore, the effective implementation of digital strategies, such as social media utilization, influencer marketing, and search engine optimization (SEO), has proven to be effective in increasing consumer engagement and driving traffic to Eleven Outdoor's digital platforms.

Specifically, this campaign has had a positive impact on enhancing product design value. The products launched during the campaign were not only visually appealing and functional but also provided added value in terms of sustainability and relevance to consumers' active lifestyles. The findings indicate that a majority of consumers recognized this added value, ultimately increasing their preference for Eleven Outdoor's products.

Furthermore, this study reinforces the view that innovation in brand activity is crucial for MSMEs in the creative industry, especially in facing an increasingly competitive market. Eleven Outdoor's strategy serves as evidence that integrating social and environmental values into branding strategies can create a competitive advantage, impacting not only short-term success but also fostering long-term consumer loyalty.

Thus, the "Kamu Hidup Kami Hidup" campaign can serve as an effective model for other creative industry players in designing innovative and relevant branding activities. This study also makes a theoretical contribution to the development of innovative branding concepts in product design and, on a practical level, provides guidance and inspiration for other MSMEs in developing effective and sustainable marketing strategies in the digital era.

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