

## Tresemme Brand Plan 2020 = Perencanaan Merek Tresemme 2020

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### Abstrak

TRESemme, an affordable salon quality hair care brand under Unilever's personal care segment. This report will discuss how TRESemme created a successful brand plan ranked second of Australian hair care through Customer Based Brand Equity (CBBE) analysis and how to keep TRESemme's image in line with current trends. TRESemme has carried out four marketing strategies to create a salon quality image; New York Fashion Week sponsorship, reorganization of brand hierarchy, expansion of eco-friendly product lines, and intensive distribution strategy.

.....TRESemme, merek perawatan rambut berkualitas salon dengan harga murah di bawah segmen perawatan pribadi Unilever. Laporan ini akan membahas bagaimana TRESemme menciptakan perencanaan merek yang berhasil menempati posisi kedua merek perawatan rambut di Australia melalui analisis Customer-Based Brand Equity (CBBE) dan bagaimana cara menjaga citra TRESemme agar tetap mengikuti tren saat ini. TRESemme telah melakukan empat strategi pemasaran untuk menciptakan citra kualitas salon; sponsor New York Fashion Week, penataan hierarki merek, perluasan lini produk ramah lingkungan (sustainable), dan strategi distribusi intensif.