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AME'S REBRANDING STRATEGY TO BUILD BRAND IDENTITY AND ENHANCE STRONGER COMPETITIVENESS

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ABSTRACT

This research analyses AME's rebranding process to build a strong brand identity and increase competitiveness in the fashion industry. Using a descriptive qualitative method, data was collected through in-depth interviews, observations, and documentation studies. The results showed that AME's rebranding involved visual design changes as well as adjustments to the brand's vision and mission. The new illustration and packaging elements successfully attracted consumers' attention and created a positive experience, which resulted in increased sales and positive responses from consumers. The findings provide valuable insights into rebranding strategies in the fashion industry and their implications for brand identity and business performance, which are expected to serve as a reference for AME and other brands in designing effective rebranding strategies in a competitive market.

KEYWORDS: Rebranding, Brand Identity, Competitiveness, Fashion Industry, Marketing Strategy.

INTRODUCTION

In today's global fashion industry, many well-known brands such as Mango, Hush Puppies, Zara, and Versace have successfully built strong brand identities through unique visual communication strategies. Brand identity, as defined by David A. Aaker (1996), consists of visual, emotional, and functional elements that differentiate a brand from competitors and provide value to consumers. Visual communication media (MKV), according to John Fiske (1982), play a crucial role in conveying brand messages through various visual elements such as symbols, colors, and designs that create meaning for consumers. In the fashion industry, effective brand identity and visual media are essential in attracting consumers and fostering emotional connections, as emphasized by experts like Marty Neumeier (2003) and Paul Temporal (2007).

AME (Amebypipopofficial) is a fashion brand that specializes in women's clothing, offering comfortable, elegant, fashionable, and versatile designs suitable for various occasions. AME primarily markets its products through social media platforms

such as Instagram, WhatsApp, and Shopee. Despite having a solid customer base, AME faces challenges in strengthening its brand identity and visual communication media. Its current branding lacks uniqueness and emotional appeal, while its visual media rely mainly on simple product photos with minimal aesthetics. Additionally, the brand has yet to incorporate illustration elements, which could enhance its visual appeal and strengthen its brand identity.

Several factors contribute to AME's lack of effective visual communication, including the owner's limited knowledge of branding and time constraints in creating engaging content. AME's current visual media focus primarily on product imagery without emphasizing the brand's unique identity. To address these challenges, AME plans a rebranding strategy that includes redesigning its packaging and integrating illustration elements into its visual media. The goal is to create a more practical, cost-effective, and aesthetically appealing packaging design that aligns with modern fashion trends while enhancing brand differentiation and consumer experience.

The rebranding initiative aims to leverage illustration elements to communicate AME's brand values more effectively and establish a stronger emotional connection with consumers. Illustrations can help portray AME's elegance and fashion-forward appeal, making the brand more recognizable and appealing in a competitive market. This strategy not only enhances visual differentiation but also creates a cohesive brand identity across various platforms, such as packaging, promotional materials, and online media.

By implementing this rebranding strategy, AME seeks to improve its market position, attract a wider audience, and build stronger consumer loyalty. The visual appeal and emotional connection facilitated through illustration elements are expected to contribute to AME's long-term growth and establish it as a leading fashion brand in Indonesia.

RESEARCH METHODS

This research adopts a descriptive qualitative method to analyze the rebranding process of AME and its impact on brand identity and market competitiveness. Qualitative research focuses on collecting descriptive data through observations, interviews, and document analysis. According to experts such as Lexy J. Moleong and Rachmat Kriyantono, qualitative methods are effective for analyzing various social phenomena and providing comprehensive insights.

The research process consists of four phases: data collection, data reduction and classification, data display, and conclusion drawing. Data collection involves various methods, including field observations, interviews with stakeholders such as AME's owner, design team, management, and consumers, as well as documentation studies of internal reports, financial records, and market analysis. Observations will focus on visual elements such as logo design, use of illustration elements, and product packaging. Data reduction and classification help to identify key themes, while data display presents findings in an understandable format. The final stage involves drawing conclusions to provide recommendations based on the research findings.

The primary data sources include interviews, observations, and direct studies to gain first-hand insights into AME's rebranding objectives and strategies. Interviews will explore the motivations behind the rebranding, its implementation, and expected outcomes. Observations will capture consumer reactions to the new visual elements, and documentation studies will provide empirical data on sales performance before and after the rebranding. Secondary data sources, such as industry reports and academic literature, will offer broader market context and support the analysis. The research will utilize thematic analysis to identify recurring patterns and themes in the collected data. This

method involves coding and categorizing data to recognize significant themes related to AME's brand identity transformation, visual communication strategies, and market positioning. Key themes may include the effectiveness of illustration elements, changes in consumer perception, and the overall impact on AME's competitiveness.

Through this approach, the research aims to offer valuable insights into the importance of rebranding in the fashion industry and provide practical recommendations for AME to strengthen its market presence. The findings are expected to contribute to the understanding of how visual identity influences consumer engagement and brand loyalty.

DISCUSSION

To assess the effectiveness of AME's rebranding strategy, it's essential to analyze a variety of data, including consumer reactions to visual elements, brand messaging, and market positioning compared to competitors. By evaluating these factors, we can identify the strengths and weaknesses of the current approach and measure the success of the rebranding in building a strong identity and improving competitiveness. This data-driven analysis aims to provide valuable insights into the steps needed to further strengthen AME's position in a competitive market.



Figure 1. AME logo (Author's Documentation, 2024)

AME, also known as Amebypipofficial, is an online retail business that branched out from Pipop Official, a fashion brand founded in 2021 by Stephanie Valentine. AME specializes in Ready-to-Wear (RTW) fashion, operating both online and offline through platforms such as Shopee, Instagram, and WhatsApp. The physical store is located in the western part of Surabaya at Ruko Plaza Graha Family D no. 31. AME offers a diverse range of women's clothing, including tops, dresses, and vests, catering to both casual and formal styles. The brand stands out for its use of high-quality materials like tweed and silk, combined with elegant and fashionable designs suitable for various occasions, from daily wear to special events.

AME positions itself as a brand that balances style and comfort, offering products that are both classy and practical. Their pricing on Shopee ranges from Rp. 70,000 to Rp. 1,200,000, with collections such as Mini Collection, Sale AME 12.12, MJ for AME, Valen for AME, Full Moon-CNY 24, and INSCAPE Collection. A review of AME's branding shows a strong visual identity that incorporates warm brown tones symbolizing reliability and closeness, modern typography with a distinctive taller "Â" to represent aspiration, and a well-curated social media presence that reflects the brand's values of quality, innovation, and sustainability. However, while the branding is visually consistent and professional, it lacks diversity, potentially making it monotonous over time. The brand also faces challenges in emphasizing sustainability and innovation in its visual communication.

Interviews conducted with AME's founder, Stephanie Valentine, provided insights into the brand's philosophy and challenges. AME aims to provide high-quality

products at affordable prices while fostering strong customer relationships. One of the main challenges faced by AME is the intense competition in e-commerce, particularly on Shopee, where price wars affect profitability. Additionally, AME faces obstacles in effectively utilizing digital visual media due to cost constraints and limited expertise. Despite these challenges, AME remains optimistic about expanding its market and innovating through social media engagement and fresh design approaches.

The social media management team at AME consists of experienced professionals in digital marketing and visual communication, though they are still exploring new visual concepts. Stephanie Valentine expressed openness to adopting minimalist illustrations and pastel color palettes to refresh the brand's identity. However, the lack of a clear vision and mission is a key reason behind AME's rebranding initiative. The rebranding aims to establish a clearer direction and strengthen the brand's competitive edge.

AME's logo plays a crucial role in this rebranding process, embodying the brand's values and aspirations. The elegant serif typography and the unique "Â" reflect AME's high ambitions in the fashion industry. The brown color palette conveys warmth and reliability, while the dynamic letter composition symbolizes innovation and creativity. The simple yet memorable design ensures strong brand recognition in a competitive market. Moving forward, AME seeks to refine its branding strategy to better align with its values and appeal to a wider audience.

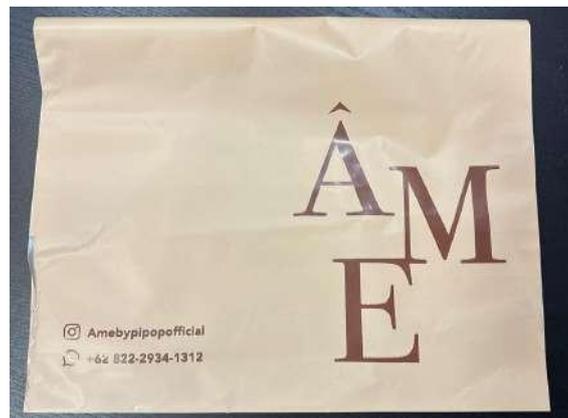


Figure 2. AME packaging (Author's documentation, 2024)

AME's packaging is designed not only to protect its products but also to create a lasting impression on consumers. Featuring a clear and striking logo with a consistent brown color scheme, the packaging exudes elegance and professionalism. The soft, neutral background enhances the brown logo, providing a visually pleasing contrast. Premium-quality packaging materials further reinforce AME's commitment to offering high-quality products, helping to build a positive brand image. Additionally, the packaging includes clear contact details, such as social media accounts and WhatsApp numbers, making it easier for consumers to connect with the brand and fostering a sense of community. Designed with both functionality and aesthetics in mind, AME's packaging ensures convenience for carrying and storage while enhancing the overall customer experience. By delivering products in attractive packaging, AME strengthens customer satisfaction and loyalty. This packaging strategy aligns with AME's rebranding efforts, helping to establish a strong identity and stand out in a competitive market.



Figure 3. AME products (Author's documentation, 2024)

AME's products are designed to meet the needs and wants of consumers, and reflect the values of the brand. With a focused approach, AME strives to create products that are not only high quality but also relevant to the market. One of the key pillars in AME's rebranding strategy is product quality. AME products are known for their high quality, where each item is designed with attention to detail and using the finest materials. This not only provides satisfaction to consumers, but also contributes to enhancing the brand image and creating loyalty among customers. In , AME is committed innovation and creativity in product development. By following the latest trends and listening to feedback from consumers, AME is able to deliver products that are not only relevant but also attractive. These innovations reflect the creative spirit that is part of the brand identity, making AME an attractive option in a competitive market. AME also offers product variants designed to cater to diverse consumer preferences. With this variety, AME can reach out to wider market segment and cater to the specific needs of different consumer groups. This helps in creating an inclusive and diverse brand image, making it more acceptable to the public. In an era of increasing concern for the environment, AME strives to implement sustainability practices in production. Usage eco-friendly materials and efficient production processes demonstrate AME's commitment to sustainability, which is increasingly becoming an important selling point for today's consumers. This not only appeals to environmentally conscious consumers, but also strengthens AME's position in the market. Finally, AME focuses not only on the physical product, but also on the overall user experience. From attractive packaging to responsive customer service, every aspect of AME is designed to give consumers a positive experience. This helps in building a long-term relationship between the brand and the customer, which is crucial in creating loyalty.



Figure 4. AME Instagram Profile (Author's Documentation, 2024)

AME's Instagram profile is a vital communication tool for building brand identity and expanding its reach. Beyond being a social media platform, Instagram allows AME to showcase products, engage with consumers, and foster a sense of community. A key strength of AME's profile is its visual consistency, with each post designed using a harmonious color palette that aligns with the brand's identity, creating a professional and appealing aesthetic. High-quality images and attractive layouts help AME stand out amidst the vast content on the platform. The profile also provides clear and concise information, including a brief brand description, product offerings, and direct links to e-commerce platforms for easy purchasing. Interaction with followers is a major focus, utilizing features such as Stories and IG posts to build closer relationships with consumers. By actively engaging with feedback and responding to inquiries, AME demonstrates its commitment to customer satisfaction, fostering loyalty and trust.



Figure 5. AME Outlet Location (Author's Documentation, 2024)

AME, the online retail business partner of Pipop Official, has successfully developed a Ready-to-Wear (RTW) fashion brand since its establishment in 2021 by Stephanie Valentine. Based in Surabaya, AME operates through various e-commerce platforms such as Shopee, Instagram, and WhatsApp, offering a wide range of women's clothing, from casual to formal styles. Using high-quality materials like tweed and silk, AME provides elegant and fashionable designs that cater to different occasions. Their product prices range from IDR 70,000 to IDR 1,200,000, offering affordability without compromising quality. AME's collections, including the Mini Collection and AME 12.12 Sale, demonstrate the brand's commitment to stylish and comfortable fashion options, appealing to consumers seeking sophistication at reasonable prices.

A visual analysis of AME's branding highlights the brand's consistent use of a brown color palette, an elegant logo design, and a harmonious social media layout, which contribute to a strong and recognizable identity. While these elements reflect the brand's core values of quality, innovation, and sustainability, there are areas for improvement, such as introducing more visual variety to prevent monotony and enhancing the emphasis on sustainability in branding communication. AME's active engagement on social media and transparent product information build trust and connectivity with consumers, but the brand could further enhance its message on innovation and sustainability to strengthen its market position.

In an interview, AME's owner, Stephanie Valentine, emphasized the brand's philosophy of offering high-quality products at affordable prices and fostering strong relationships with consumers. Despite the brand's strengths in competitive pricing and

product quality, challenges arise from intense competition on e-commerce platforms like Shopee, where price wars are common. Additionally, AME faces limitations in digital visual communication expertise, requiring further development to enhance online presence. However, Stephanie is optimistic about the brand's growth opportunities through social media innovation and acknowledges the need for a clearer vision and mission through rebranding to better guide the business strategy.

AME's physical outlets are strategically located in high-traffic areas such as shopping malls, ensuring accessibility and enhancing brand visibility. These outlets are designed to offer a pleasant shopping experience with interiors that align with the brand's identity, creating a welcoming atmosphere for consumers. Beyond serving as retail spaces, AME outlets provide opportunities for direct consumer interaction through promotional events, product launches, and consultations, fostering brand loyalty and trust.

An analysis of AME's visual branding elements—such as logos, packaging, products, and social media presence—reveals their crucial role in building a strong brand identity. The AME logo, featuring elegant typography and a brown color scheme, conveys warmth, reliability, and aspirational values. The packaging, designed with attention to detail, enhances the consumer experience by providing both practicality and a premium feel. AME's social media presence, particularly on Instagram, plays a key role in engaging consumers through visually appealing content and active interactions.

To strengthen its position in the competitive fashion market, AME should focus on enhancing its online presence through Shopee and Instagram by leveraging interactive features to boost consumer engagement. High-quality visual content, strategic promotional campaigns, and collaborations with fashion influencers can help increase brand awareness and expand the market reach. Additionally, AME should continue emphasizing the quality and elegance of its products in marketing communications to reinforce the brand's value proposition. With these strategies, AME can build customer loyalty and achieve sustainable growth in the evolving fashion industry.

AME, a fashion brand founded by Stephanie Valentine in 2021, has successfully established itself in the ready-to-wear market by offering high-quality women's clothing through various e-commerce platforms such as Shopee, Instagram, and WhatsApp. The brand is known for its elegant designs and use of premium materials like tweed and silk, which appeal to fashion-conscious consumers. However, AME faces intense competition on e-commerce platforms where many competitors engage in aggressive pricing strategies. Despite these challenges, AME has the opportunity to strengthen its brand identity and market position through a well-executed rebranding strategy.

A visual analysis of AME's branding elements shows that the brand has built a recognizable identity through consistent use of brown tones and an elegant logo. However, there is a need to introduce more variety in visual elements to avoid monotony and emphasize sustainability more effectively in brand communications. By improving visual content and storytelling across platforms, AME can better engage with consumers and build a stronger emotional connection with its audience. Additionally, enhancing the team's capabilities in digital media utilization will be crucial for future growth and expansion.



Figure 6. Color Palette (Author's Documentation, 2024)

The rebranding strategy for AME focuses on refreshing the brand's visual identity to align with modern trends and consumer preferences. The strategy includes updating the logo, introducing a neutral and pastel color palette, and revamping packaging to create a fresh, contemporary look. AME aims to enhance its presence on digital platforms by developing high-quality, engaging content that showcases brand values such as sustainability and innovation. Interactive content on platforms like Instagram and Shopee will help AME foster deeper connections with its customers and build a loyal community. To tackle market competition, AME plans to adopt a more aggressive marketing approach by collaborating with fashion influencers and launching promotional campaigns, including seasonal collections and special discounts. These efforts will attract new customers and increase sales. Additionally, AME will redefine its vision and mission to provide clear direction for future business strategies and product development, ensuring alignment with customer expectations and industry trends.



Figure 7. Art Style Reference (Author's Documentation, 2024)

In terms of design, AME will adopt a minimalist approach inspired by Sibbil's illustration style. This style emphasizes simplicity and clean visuals that effectively communicate elegance and modernity. The use of neutral and pastel colors, such as soft beige, mint, and peach, will create a welcoming and sophisticated brand image. Typography choices, including the serif font Libre Baskerville for headings and the sans-serif font Codec Pro for body text, will further enhance AME's visual appeal by balancing classic elegance with modern simplicity. AME's visual strategy includes redesigning the logo, applying consistent typography across all media, and incorporating minimalist illustrations to depict products and customer lifestyles. The packaging will also be redesigned using eco-friendly materials to appeal to environmentally conscious

consumers. Additionally, AME plans to introduce comic-style content to enhance storytelling and engage a younger audience through relatable and entertaining narratives. The brand will also emphasize its vision and mission on social media by pinning key content related to AME's history, values, and goals. This transparency will help build consumer trust and reinforce AME's positioning as a sustainable and stylish fashion brand. AME's ultimate goal is to create an elegant, modern, and memorable brand identity that resonates with its target market and stands out in the competitive fashion industry. A supporting comic concept will feature characters Kirana and Satya, who explore AME's fashion offerings and showcase how AME clothing enhances their confidence and self-expression. This engaging storytelling approach aims to inspire consumers and promote AME's stylish yet comfortable clothing.

By implementing these rebranding initiatives, AME aspires to enhance its market competitiveness, foster stronger customer relationships, and position itself as a leading fashion brand that offers quality, style, and sustainability.



Figure 8. Final Instagram Post AME (Author's Documentation, 2024)

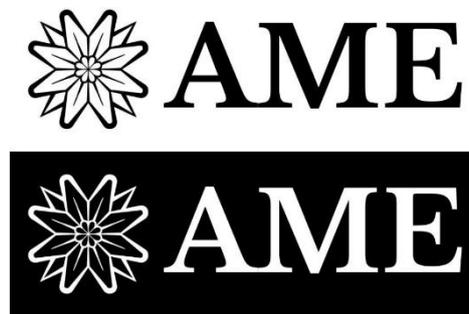


Figure 9. Final Logo AME (Author's Documentation, 2024)

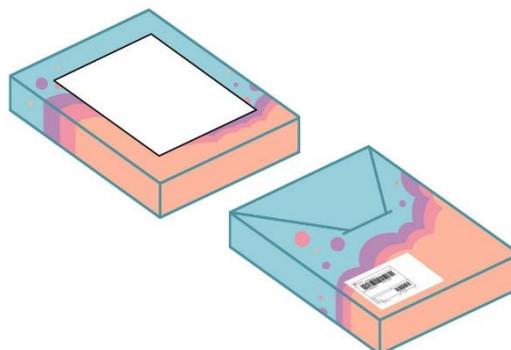


Figure 10. Final Kemasan AME (Author's Documentation, 2024)



Figure 11. Final Komik (Author's Documentation, 2024)



Figure 12. Final Character Sheet (Author's Documentation, 2024)

CONCLUSION

In this research, the author has analyzed AME's rebranding strategy to build a strong brand identity and increase competitiveness in the fashion industry. Through a descriptive qualitative approach, data was collected from interviews, observations, and documentation studies, which provided an in-depth insight into the *rebranding* process undertaken by AME. The results showed that AME's rebranding did not only involve visual changes, but also included adjustments to the brand's vision and mission. The illustrative elements used in AME's visual communication media design proved effective in reinforcing brand characteristics and attracting consumer attention. By integrating these elements, AME managed to create a more relevant and attractive brand identity in a competitive market. In addition, this study also found that AME's rebranding had a positive impact on the brand's competitiveness in the fashion market. Increased sales and positive responses from consumers show that the strategies implemented successfully meet the needs and expectations of the market. Thus, AME can strengthen its position as one of the leading fashion brands in Indonesia. Overall, this research makes a significant contribution to the understanding of the importance of rebranding in the fashion industry, as well as the strategies that can be implemented to improve brand identity and competitiveness. The author hopes that the findings can serve as a reference for AME and other brands in designing effective rebranding strategies in the future.

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