

Implementation of the Seven Modes of the Design Innovation Process for Augment Skincare Advertising Video

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ARTICLE HISTORY

Received: March 4, 2026

Revised: April 26, 2026

Accepted: April 26, 2026

DOI

<https://doi.org/10.52970/grdis.v6i2.2140>

ABSTRACT

The skincare industry in Indonesia is experiencing rapid growth, intensifying competition among local brands. In this environment, Skincare Augment faces significant challenges low brand awareness and suboptimal brand positioning, despite its strong Unique Selling Proposition (USP) centered on Salmon DNA content (PDRN 5000 ppm). Insufficient brand recognition has directly impacted sales, which have not met targets. Thus, a more effective advertising strategy is needed to bridge the gap between product quality and consumer perception. This study aims to design an advertising strategy that enhances consumer visibility and understanding of Skincare Augment's product advantages, utilizing the Seven Modes of the Design Innovation Process through advertising videos. Employing a mixed-methods approach combining observation, in-depth interviews, and questionnaires distributed to 103 respondents aged 20–40 the research revealed that 78.6% of respondents were unfamiliar with Skincare Augment. The primary barrier to consumer interest was identified as a lack of education regarding the benefits of Salmon DNA. By applying the seven-stage process goal setting, understanding context and audience, formulating insights, exploring concepts, and realizing outputs this research developed a short storytelling video advertising concept tailored for social media platforms like Instagram and TikTok. The final output includes a storyboard, treatment, and an advertising video emphasizing the regenerative benefits of Salmon DNA. In conclusion, the Seven Modes method provides an effective framework for crafting persuasive, educational, and relevant advertisements. This approach has the potential to increase brand awareness and strengthen Skincare Augment's positioning in Indonesia's competitive skincare market.

Keywords: Skincare, Salmon DNA, Advertising, Storytelling, Seven Modes of the Design Innovation Process.

I. Introduction

Research by Nawiyah et al. (2023) indicates that the skincare industry is one of the fastest-growing sectors in Indonesia. This is evidenced not only by the increasing number of skincare products in circulation but also by rising consumer awareness regarding skin health. This confirms that the industry's growth is not merely a passing trend, but rather a shift in long-term consumption patterns. This phenomenon is also driven by the industry's increased focus on developing skincare products that emphasize not just aesthetics, but also

ingredient safety and compliance with existing regulatory standards (Saputra & Khoirunnisa', 2025). The Indonesian skincare market is currently experiencing rapid growth, valued in the trillions of rupiah, and is characterized by the emergence of many local brands that are increasingly aggressive in their promotions and brand-building efforts. This growth is supported by high consumer demand for skincare products, particularly those targeting anti-aging. According to a Jakpat survey for ERHA Age Corrector, approximately 76% of Indonesian women have already experienced signs of premature aging, such as dull skin, enlarged pores, dark circles under the eyes, and fine lines (Rizkyah & Karimah, 2023). Furthermore, a 2024 report by Zapclinic notes that 29.5% of Gen Z women are already beginning to experience signs of premature aging. These facts highlight a significant opportunity for anti-aging products within the local skincare market.

Several brands highlighted in recent surveys, including Skintific (4.10%), Wardah (2.97%), Glad2Glow (2.51%), and MS Glow (1.36%), have successfully dominated the market through aggressive communication and advertising strategies (Goodstats, 2025). The trend of using skincare products with active natural ingredients is also gaining momentum, most notably with Salmon DNA, which is claimed to regenerate skin, boost collagen synthesis, repair skin tissue, and slow down signs of premature aging. Salmon DNA treatment involves extracts derived from salmon sperm, often referred to as a "young elixir" or a formula for eternal youth (Aristyaputri, 2022). However, scientifically, the most relevant ingredient is not raw salmon blood or sperm, but Polydeoxyribonucleotide (PDRN)—a pure DNA polymer extracted and purified from the sperm of salmon species such as *Oncorhynchus mykiss* and *Oncorhynchus keta*, with a fragment size of 50–1,500 kDa. PDRN is widely used in dermatology for its wound-healing, anti-inflammatory, and tissue-regeneration properties. Studies mentioned in research by Camilia et al. (n.d.) demonstrate that PDRN can improve skin quality, accelerate the healing process, and help reduce hyperpigmentation through bioactive activity that stimulates cell repair and tissue regeneration.

One local brand that features Salmon DNA is Augment. The Augment line is a skincare range specifically designed to address signs of aging, featuring Salmon DNA—specifically Polydeoxyribonucleotide (PDRN)—at a concentration of 5,000 ppm, which is relatively high compared to other local brands. Augment skincare is manufactured by PT. Gizi Indonesia and is developed and marketed by PT. Adma Digital Solusi through digital marketing strategies on Facebook, Instagram, and TikTok, all integrated with the Seller.pro marketplace. The product line consists of five main items: facial wash, toner, serum, day cream, and night cream.



Figure 1. Augment Skincare Products

However, despite the promotional efforts, Augment still faces the serious challenge of suboptimal sales. The following data for the past six months shows Augment's skincare sales revenue:

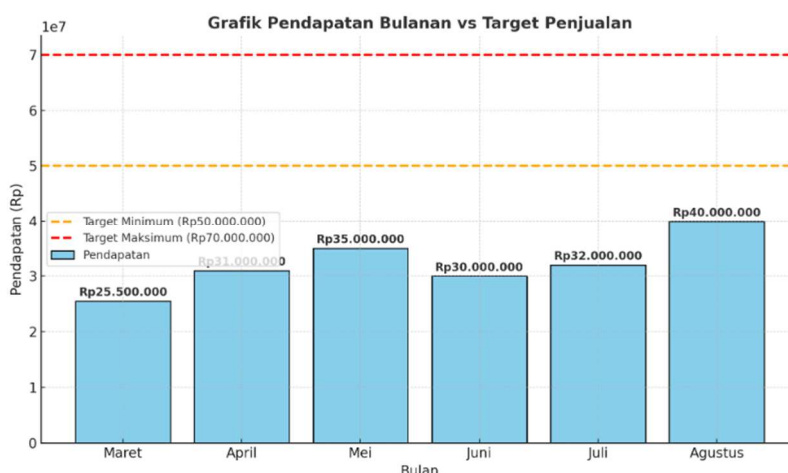


Figure 2. Sales Targets and Revenue Projection

Based on the revenue and sales target chart above, revenue averaging Rp25,500,000–Rp40,000,000 per month is still far below the target of Rp50,000,000–Rp70,000,000. Skincare Augment has only managed to achieve an average revenue of around Rp32,000,000 per month, a figure that remains far below the target of Rp50,000,000–Rp70,000,000. If this situation persists, the brand risks losing market share, falling behind competitors, and facing cash flow pressure as operational costs are not being fully covered. Additionally, low brand awareness drives up customer acquisition costs and hinders repeat purchases. To address these issues, a more targeted and consistent advertising strategy is needed to strengthen brand positioning and drive market share growth. The low brand awareness of Augment skincare is evidenced by a questionnaire the author distributed to the target audience of Gen Z and millennials aged 20–40. At this age, skincare is essential for preventing premature aging. Here are the results of the questionnaire:

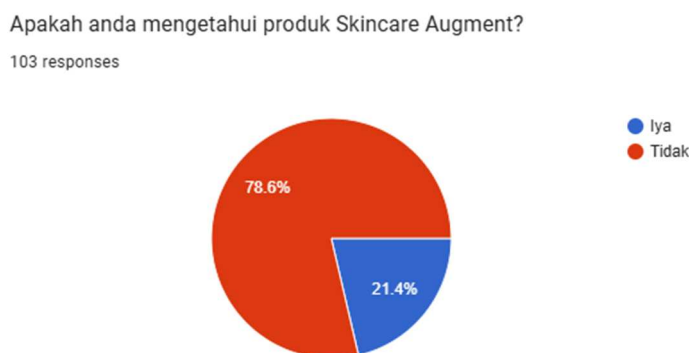


Figure 3. Augment Skincare Product Awareness Questionnaire Data

The results from the survey of 103 respondents aged 20–40 years reveal that 78.6% (81 respondents) are not familiar with Augment Skincare, while only 21.6% (22 respondents) are aware of the brand. This significant disparity indicates that Augment Skincare’s brand awareness remains very low among its target audience. Despite this, Augment possesses a strong Unique Selling Proposition (USP) through its inclusion of 5,000 ppm Salmon DNA (PDRN). Every business must offer unique product features to provide consumers with value beyond standard offerings; this is known as a Unique Selling Proposition (USP) (Kusumastuti, 2022). This unique proposition should be the primary reason consumers choose Augment over competitors, as PDRN is scientifically proven to stimulate skin regeneration, increase collagen synthesis, repair skin tissue, and delay signs of premature aging. Unfortunately, this USP has not been communicated effectively, leaving consumers

unable to distinguish the value added by Augment compared to competitor products. This is further supported by the survey data collected by the author from 103 respondents.

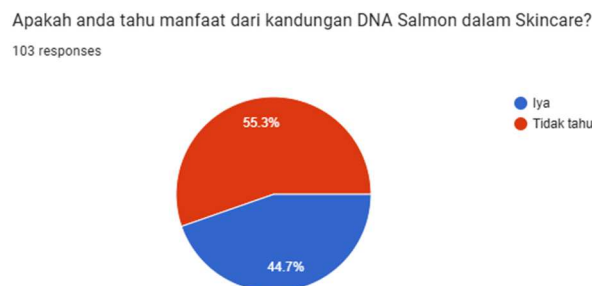


Figure 4. Survey Data on Salmon DNA Ingredient Awareness

The survey results show that 55.3% (57 respondents) are unaware of the benefits of Salmon DNA, while 44.47% (46 respondents) are already familiar with them. Given that Salmon DNA is the core USP of Augment Skincare, many consumers remain uninformed. Consequently, an advertising strategy is essential in this design project to better introduce the Augment USP to consumers. Advertising is a form of non-personal marketing communication used to promote products or services to a target public through various media, such as television, radio, the internet, and others (Kusumastuti, 2022). The proposed advertising strategy consists of video advertisements to be distributed via social media, specifically TikTok and Instagram. The concept of these videos focuses on strengthening brand positioning while highlighting differentiation through the Salmon DNA USP. The primary advertising medium will be video-based visual content, while supporting media will include social media feed posts featuring storytelling and educational material that emphasizes the benefits of Salmon DNA. In a comparative study of the brand Somethinc, it was found that Somethinc utilizes educational video content that explains active ingredients, usage instructions, and clear skin benefits, which are widely distributed across social media. This approach has successfully built a strong and relevant brand perception in the minds of young consumers (Joelyne, 2024).

By applying the *Seven Modes of Design Innovation* framework to organize this strategy and design, it is expected that the resulting advertising will be effective and capable of increasing consumer trust. Augment's advertising will not merely convey product claims, but also build trust and an emotional bond with consumers, particularly those in the 20–40 age demographic. The video concept is developed as a campaign with the core message that using the right skincare containing Salmon DNA is a form of investment in preventing premature aging, allowing the audience to grasp the value and advantages offered by Augment Skincare. In conclusion, the current issues—low brand awareness and weak brand positioning—are not caused by the quality of Augment Skincare products, but rather by the sub-optimal advertising strategy in communicating the product's USP (Salmon DNA). While competitors have managed to dominate the market through aggressive marketing communications, Augment has yet to successfully convey its primary advantage to its target audience. Therefore, a precisely designed advertising strategy, particularly one that highlights the USP of Augment Skincare through social media, has the potential to increase brand awareness, strengthen brand positioning, and positively impact Augment Skincare sales amidst the intense competition in the local skincare industry.

II. Literature Review and Hypothesis Development

Literature indicates that Salmon DNA, often referred to as a "young elixir," possesses high regenerative capabilities through the stimulation of dermal formation and the acceleration of cellular regeneration (Aristyaputri, 2022). Research on Salmon DNA-derived Polydeoxyribonucleotide (PDRN)—which has been patented and purified to >95%—confirms its benefits in strengthening skin tissue, improving elasticity, and providing anti-inflammatory and antibacterial effects (Darmaputra, 2025). Although various

studies support the effectiveness of this ingredient, literature shows that public understanding of PDRN remains limited, presenting both a challenge and an opportunity for skincare brands that utilize it. Aging is a progressive biological process that manifests through the decline of cellular function and increased susceptibility to oxidative stress (Farmasetika & Review, 2023). Intrinsic factors, such as genetics and hormones, as well as extrinsic factors, including UV exposure, pollution, and lifestyle, play significant roles in accelerating aging (Wiyanto, 2023). Literature underscores the importance of a preventive-regenerative approach in anti-aging care, including the use of active ingredients that can stimulate collagen formation and repair skin barrier functions. However, most consumers still lack an understanding of how these active ingredients work, highlighting the need for more educational communication strategies.

Brand positioning is defined as a strategy to instill a specific image and perception in the minds of consumers so that a brand stands out from its competitors (Kuswandari et al., 2021). In the digital era, social media engagement has proven to have a strong influence on purchasing decisions, with 80% of consumers being more inclined to choose brands they follow online (Taroreh et al., 2024). Brand awareness is also a critical foundation for building trust, expanding reach, and increasing the likelihood of repeat purchases (Firmansyah, 2023). However, although literature emphasizes the importance of these aspects, survey results from this research show that 78.6% of respondents are not familiar with Augment Skincare, indicating a significant gap between product quality and weak brand visibility. According to Firmansyah (2020), advertising is a form of non-personal communication delivered to a broad audience and funded by a sponsor or company with the aim of influencing consumer attitudes, perceptions, and behaviors toward a product. This definition aligns with the view of Sukaesih et al. (2024), who state that advertising functions as a means to introduce, inform, and persuade an audience about a product's benefits to influence purchasing decisions. In the context of modern marketing, advertising becomes a strategic element that aims not only to increase sales but also to strengthen brand awareness and brand positioning.

In the digital era, advertising media has developed rapidly alongside the increasing use of internet-based platforms. Social media—such as Instagram, Facebook, and TikTok—is now a primary channel used by companies to reach audiences because it offers interactive visual content, precise targeting systems, and high levels of engagement. The use of social media as an advertising medium is also supported by previous literature, which emphasizes that 80% of consumers are more likely to buy products from brands they follow online. Thus, the selection of these platforms is consistent with the need to strengthen Augment's digital presence, which, according to our survey, is currently low. The type of advertising used in this research falls under the commercial advertising category, which is specifically aimed at driving product sales and increasing market share. Commercial ads tend to highlight product advantages, core benefits, and persuasive messages that can influence purchasing decisions. When linked with literature findings regarding Salmon DNA (PDRN) as a high-quality active ingredient with significant regenerative benefits, educational commercial advertising becomes highly relevant. This type of ad does not merely convey product claims but also provides scientific understanding to the audience, thereby enhancing brand trust and credibility.

This research utilizes the *Seven Modes of the Design Innovation Process* by Kumar (2013), a design framework that offers a holistic approach—from understanding the context to generating a final solution. This method is relevant because it can integrate the processes of problem identification, deep audience understanding, idea exploration, and systematic realization of creative concepts. This framework supports the research goal of designing educational advertising based on audience needs, field data, and the unique characteristics of the product. Based on this literature, hypotheses were logically developed from empirical findings and identified knowledge gaps. First, the low brand awareness of Augment is likely caused by a lack of education and exposure on the right media, particularly regarding the benefits of PDRN, which are not widely known by consumers. Second, literature on Salmon DNA (PDRN) shows great potential as a strong Unique Selling Proposition (USP), so highlighting this aspect in marketing communications is expected to increase consumer interest and trust. Third, the 20–40 age group is the segment most actively searching for skincare information, showing a high preference for science-based active ingredients and educational content; therefore, an educational storytelling approach is predicted to be more effective in attracting this

group. Fourth, Augment's weak market position confirms the need for a more informative and persuasive visual communication strategy to increase awareness.

Therefore, based on the link between literature and research needs, the hypothesis proposed in this study is that an educational visual communication strategy that highlights the Salmon DNA (PDRN) USP will be able to increase brand awareness and strengthen the brand positioning of Augment Skincare among the productive age consumer segment. The research hypotheses are developed as follows:

H1: Education regarding Salmon DNA (PDRN) ingredients has a positive effect on increasing Augment Skincare's brand awareness.

H2: Storytelling video advertisements with a persuasive-educational approach increase the value perception of Augment Skincare.

H3: Increased brand awareness influences the strengthening of Augment Skincare's brand positioning in the minds of consumers.

H4: Relevant and informative advertising content increases consumer purchase interest in Salmon DNA-based skincare.

III. Research Method

3.1. Research Design

The design methodology employs the *Seven Modes of the Design Innovation Process*, a framework selected for its ability to provide a structured yet flexible thinking process to produce advertising strategies that are relevant, innovative, and audience-centric (Kumar, 2013). This method consists of seven primary stages:

- a. Sense Intent (Setting Goals): Determining the purpose, objectives, and direction of the desired innovation. Before finalizing the case study object, this process began by observing global developments and the surrounding environment. These observations of real-world conditions and emerging problems served as triggers for innovation. In this stage, the author conducted research on skincare industry trends on social media and interviewed brand managers to identify specific problems and determine appropriate solutions and goals.
- b. Know Context (Understanding Context): Digging into the environment and external factors influencing the problem. This research stage focuses on deepening understanding of the factors contributing to the identified issues. During this phase, the author formulated the problem identification.
- c. Know People (Knowing the Consumer): Identifying user needs, behaviors, motivations, and experiences through in-depth research. The author conducted interviews with prospective consumers aged 20–40, the primary target demographic, and distributed a questionnaire to 103 respondents.
- d. Frame Insights (Framing Knowledge): Processing research data into key findings to serve as a basis for concept development. By analyzing cases, individuals, and environments, the author developed ideas and concepts for the Augment Skincare advertising design.
- e. Explore Concepts (Exploring Concepts): Exploring various possibilities and alternative solutions based on findings. This stage involved looking for opportunities and developing new concepts. The author conducted benchmarking against other brands to determine the appropriate type of video advertisement.
- f. Frame Solutions (Framing Solutions): Formulating mature and structured solutions. In this phase, concept development moved toward creating a "content plan" to realize the ideas identified in the early stages.

- g. Realize Offerings (Realizing Solutions): Transforming solutions into tangible outputs, such as prototypes, creative materials, or implementations ready for testing and application. The author translated the conceptualized ideas into the final content plan.

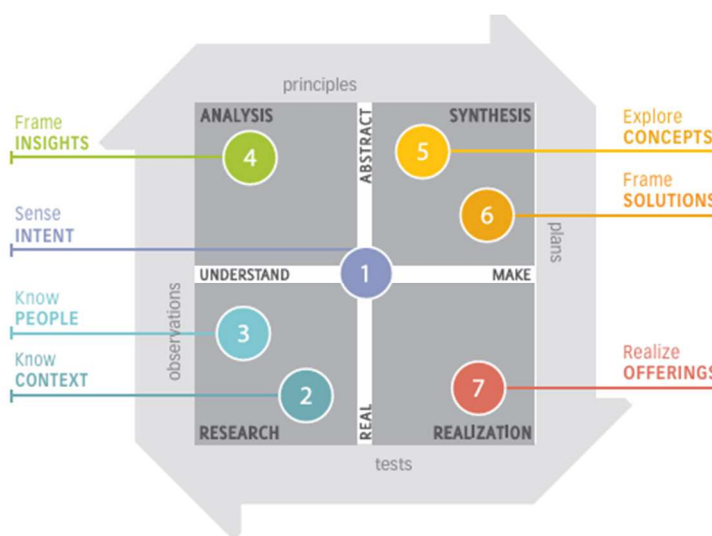


Figure 5. Seven Modes of the Design Innovation Process

The selection of the *Seven Modes* methodology is based on the need for a design approach that is not only systematic but also adaptive to the fast-paced dynamics of consumer behavior and the skincare market. The skincare industry, particularly active ingredients like Salmon DNA (PDRN), demands a communication strategy that bridges education, visuals, and user experience. This method allows for the integration of research, insights, and creativity, ensuring the resulting advertising is not only aesthetic but also targeted and grounded in actual audience needs.

3.2. Data Collection

Data was collected through qualitative and quantitative methods to provide a comprehensive overview. The gathered data—from observations, interviews, and questionnaires—was organized systematically to support the advertising design for Augment Skincare.

- a. Primary Data Primary data is obtained directly from the field. In this design project, primary data was collected via:
 - 1) Observation: Conducted indirectly through marketplaces (Seller.pro and Shopee) and offline booth sales. The author verified these observations with the brand manager to ensure they aligned with actual marketing realities. The goal was to identify problems such as sales figures, product ratings, customer reviews, and promotional content performance.
 - 2) Interviews: The author interviewed five individuals: the Augment brand manager, the head of the creative department, a marketing expert (face-to-face), and three target consumers (via WhatsApp video call). These interviews aimed to uncover brand awareness levels, perceptions, and the extent to which consumers understand Salmon DNA (PDRN) as the product's USP.
 - 3) Questionnaires: Distributed via Google Form to Gen Z and millennial target audiences aged 20–40 who are active on social media. The goal was to obtain objective quantitative data on brand awareness, purchase interest, and preferences for natural ingredients.

- b. Secondary Data Secondary data was gathered through literature studies, including journals, books, industry reports, scientific articles, and the latest statistics relevant to the skincare industry and digital marketing strategies.

3.3. Data Analysis

Once collected, the data was processed and analyzed to identify the target audience, consumer preferences, and to develop the storyboard, video advertisement moodboard, and social media advertising strategy for Augment Skincare. Analysis confirmed that the 20–40 age demographic is the ideal target. This group is digitally active, open to innovation, and highly conscious of self-care and skin health. Research indicates that this segment does not merely follow trends but considers active ingredients and brand values—a fact supported by the questionnaire, which showed that 83.8% of respondents are regular skincare users, and 72.8% pay attention to the ingredients in their products. In terms of consumer behavior, this segment generally watches short video ads, researches reviews before purchasing, and follows relevant Key Opinion Leaders (KOLs). They also prioritize product value, such as Halal certification, BPOM safety, and company credibility. Consequently, the advertising strategy must combine informative, emotional, and educational approaches with a communication style that is light yet persuasive.

IV. Results and Discussion

Following the data analysis phase, the next step is to design an advertising strategy using the Seven Modes of the Design Innovation Process. This design follows seven stages: Sense Intent, Know Context, Know People, Frame Insights, Explore Concepts, Frame Solutions, and Realize Offerings. The dimensions of applying the Seven Modes to the Augment Skincare advertising design are detailed in the table below.

Table 1. Dimensions of the Seven Modes of the Design Innovation Process for Augment Skincare Advertising

Dimension	Definition	Application
Sense Intent	Defining goals, innovation direction, and design focus.	Researching skincare industry trends on social media and interviewing brand management to identify problems and determine the right objectives and solutions.
Know Context	Understanding context, environment, trends, and external factors.	Analyzing the Indonesian skincare market, anti-aging trends, local brand competition, and Augment’s current weak position in sales and awareness to formulate problem identification.
Know People	Understanding consumer needs, behaviors, and motivations through research.	Extracting insights from the 20–40 age demographic through interviews and questionnaires to assess their perceptions of skincare, Salmon DNA, and ad preferences.
Frame Insights	Processing research data into key insights for concept development.	Developing concepts based on findings—specifically that low brand awareness and insufficient education on Salmon DNA benefits are the main barriers—necessitating educational and clear ad content.
Explore Concepts	Exploring various ideas and alternative solutions.	Developing video ad concepts, storytelling, and visual materials highlighting the Salmon DNA USP. This included benchmarking against other brands (e.g., GOJEK’s advertising style) to create storytelling-based educational videos.

Frame Solutions	Formulating chosen concepts into mature, structured solutions.	Creating a content plan and storyline to realize the concepts identified in earlier stages, serving as a roadmap for production.
Realize Offerings	Manifesting solutions into creative products, prototypes, or final outputs.	Executing the content plan to create the final design, including the video ad, storyboard, digital posters, and marketing communication materials for social media.

4.1. Video Advertisement Design

Entering the *Explore Concepts* phase, the primary medium is a short video ad using a storytelling approach. The design encompasses three core processes: pre-production, production, and post-production.

a. Pre-production




During this stage, data is transformed into an engaging and accurate narrative. This includes defining the story idea, building the storyline, developing the treatment, and creating the storyboard. The concept uses a persuasive-educational approach to help consumers understand the benefits of Augment Skincare. The treatment serves as a guide for the production process, detailing camera shots and scene explanations (Hanityo, 2025).




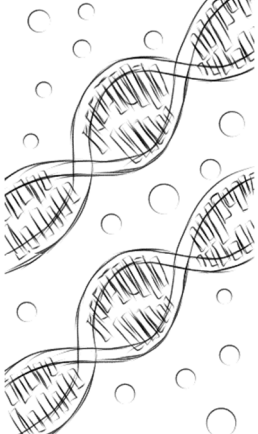
Table 2. Treatment for Augment Skincare Video Advertisement





Scene	Shot
Scene 1: Hook Awareness of Time	Close-up of a face, looking into a mirror with a worried expression, highlighting fine lines. (VO: "At what age did you realize that time never truly stops?")
Scene 2: Daily Reality	Model performing daily activities: working late, staying up, pollution exposure, scrolling social media at night. (VO: "It's not just about looking older; it's about skin that gets tired without us realizing.")
Scene 3: Highlight Anti-aging	Model applies Augment skincare; transition effect shows fine lines disappearing. (VO: "Because anti-aging isn't about fixing things later, but about investing before it's too late.")
Scene 4: Hero Ingredient (DNA Salmon)	Showcasing Augment products, animations of Salmon DNA, and key ingredients. (VO: "Augment is here with Salmon DNA, capable of regenerating skin, maintaining elasticity, and strengthening the skin barrier from within.")
Scene 5: Result & Emotion	Close-up of healthy skin, confident expression, eye contact with the camera, walking confidently. (VO: "Skincare isn't an expense; it's an investment for your skin's health and future confidence.")
Scene 6: Closing Statement	Walking confidently toward displayed Augment products, posing with confidence. (VO: "Augment, Anti-aging is an investment.")

Following the treatment, the process continues with the creation of a **storyboard**, which provides a visual representation of each scene and serves as an essential guide for production techniques.

Table 3. Storyboard for the Augment Skincare Video Advertisement Design

Scene	Visual	Shot	Description	Duration
1		Close-up	Looking into the mirror with a worried expression, pointing towards the face.	4 Seconds
1		slow zoom in	Model highlights wrinkles and fine lines on the skin in front of the mirror.	4 Seconds
2		Medium shot	Model working late at night accompanied by coffee.	3 Seconds

2		Medium shot	Model relaxing and scrolling through social media at night.	3 Seconds
2		Medium shot	Model crossing the street, exposed to pollution with a worried expression.	4 Seconds
3		Medium close-up	Model applying Augment skincare while facing the mirror.	5 Seconds
4		motion graphic	Illustration of Salmon DNA with simple animation.	7 Seconds

4		motion graphic	Transition effect of Salmon DNA causing wrinkles on the face to vanish.	7 Seconds
5		Close-up tracking shot	Model taking a selfie with a camera, looking happy and confident.	7 Seconds
6		Wide, product focus	Model walking toward the Augment products and picking one up.	6 Seconds
6		Zoom in focus product	Camera focuses on the Augment product.	7 Seconds

6	Fade in Logo	Closing	Fade in Logo	3 Seconds
	Total Duration			60 Seconds

b. Production

The production phase is the execution stage where the creative concepts formulated in the previous steps are manifested into tangible visual and audio forms. In the *Seven Modes of the Design Innovation Process*, this stage is part of *Realize Offering*, the process of delivering a concrete, testable, and scalable solution. Key processes in this phase include:

- 1) Shooting Footage: Recording every scene according to the finalized storyboard and script. Focus is placed on visual composition, such as framing, lighting, color, model expressions, and supporting objects, ensuring they align with the storytelling concept. Each scene is recorded in multiple takes to ensure the best result.
- 2) Voice Over Recording: The voice-over is a vital element in storytelling ads as it provides emotional direction and clarifies the core message. Recording is done in a soundproof room using professional microphones to maintain clarity. The voice talent adjusts intonation, tempo, and mood to match the desired brand character (e.g., warm, inspiring, or dramatic).
- 3) Gathering Supporting Visual Materials: Supporting assets such as product photos, illustrations, and motion elements are collected in this phase to reinforce the core message during post-production.
- 4) Talent and Production Coordination: This phase requires a team, including a cameraman, talent, voice-over artist, and a coordinator to manage on-site instructions.
- 5) Field Validation (Micro-Testing Visual): In line with the *Realize Offering* stage, quick evaluations are conducted by reviewing captured footage to ensure the visual narrative aligns with the script. If discrepancies are found, retakes or adjustments are made immediately on-site.

c. Post-Production

Post-production is the stage following the completion of all visual assets. It includes asset selection, video editing, and mastering, involving the addition of voice-overs, background music, and sound effects, followed by mixing using audio/video processing software. The final part of post-production is rendering to produce a final file in MP4 format with Full HD resolution (1080 × 1920 pixels, 9:16 aspect ratio). Once editing is complete, the video is uploaded to Instagram and TikTok. The publication process also includes the creation of a thumbnail as a supporting visual element to make the content more engaging.



Figure 6. Thumbnails References

The images above are references for the thumbnails to be created, highlighting skin transformation as a result of a consistent skincare routine. The thumbnail design dimensions are set to 1080 x 1920 pixels with a 9:16 aspect ratio.

V. Conclusion

This research demonstrates that the low brand awareness and sub-optimal brand positioning of Augment Skincare are not due to product quality, but rather the ineffective advertising strategy in communicating its Unique Selling Proposition (USP)—the 5,000 ppm Salmon DNA (PDRN) content. Through the application of the Seven Modes of the Design Innovation Process, the design was executed in a structured manner, ranging from problem identification, audience analysis, and insight processing to concept formulation and final realization. The design outcomes include storytelling-based short video advertisements, storyboards, thumbnails, and supporting digital marketing materials. This strategy is specifically crafted to improve consumer understanding of the benefits of Salmon DNA and to reinforce the brand's image as an effective anti-aging skincare solution. Consequently, the application of this design methodology is expected to increase brand awareness, strengthen brand positioning, and enhance the effectiveness of Augment Skincare's marketing strategy on social media, particularly Instagram and TikTok.

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