

ABSTRACT

In this modern era, cosmetics are almost a very important requirement for some circles, especially women, because looking beautiful and attractive is every woman's dream. Paying attention to consumer desires, means also having to pay attention to the continuity of a brand that is in accordance with the times. A brand can age and lose its strength over time. In these circumstances a brand can lose their customers. Events like this can be seen from a cosmetic brand that is almost 38 years old, namely PIXY. In 2018 PIXY made a re-introduction by updating several product features and logos. This study discusses marketing communication activities in the form of rebranding carried out by the PIXY Brand to rebuild PIXY's image which is consumed by the times. The purpose of this study was to determine the effect of Rebranding on PIXY's Brand Image. The method used in this research is descriptive quantitative. Primary data collection techniques using interviews. Secondary data collection techniques use literature and internet studies. The theory used in this research is marketing, rebranding, brand image. From this research, it can be concluded that the Rebranding carried out by PIXY starting from changes in logo and making product differentiation following the times has received positive responses from the public.

Keywords: Marketing Communication, Rebranding, Brand Image