

ABSTRACT

In recent years, there has been a trend toward leading a healthy lifestyle as an increasing number of individuals have realized the importance of health. As a result, this trend has been successful in influencing lifestyle choices across the public because many people are trying to switch to a healthy lifestyle, so processed vegetable products are beginning to gain popularity with general people. Tropicana Slim Oat Drink, a healthy beverage produced from oats as a source of fiber and calcium which is free of sugar and low in fat and contains vitamins A and D, is available in the midst of this craze. The fact that Tropicana Slim Oat Drink's advertisements are limited to digital media and only take advantage of sponsorships or collaborations, is one of the reasons many people in generally are not aware of its products. With the goal to attract in the attention of a larger audience, the writer offers a solution through creating the suitable promotion. The writers used qualitative research techniques to plan the promotion, including reviews of literature, observations, interviews, and the collection of questionnaire. During this procedure, the writer additionally uses an analysis technique based on SWOT, AISAS, and AOI, which ends up in a big idea that can be implemented to help develop promotions using the right media. The "Pound Fest" pound fit event represents the concept's big idea, whilst other supporting media includes posters and varied merchandize.

Keywords : Event, Healthy Lifestyle, Oat, Trend, Tropicana Slim Oat Drink