

ABSTRACT

According to a survey conducted by ZapClinic in collaboration with MarkPlus in 2020, 45.5% of women aged 15-19 have started using beauty products. Lip products are among the most popular in the beauty industry. Jelly Tint is one of the lip tint products released by Pigeon Teens. The formula in Jelly Tint provides benefits for lip care. The lack of awareness among young women about Jelly Tint is due to ineffective promotional media placement. Based on this, the author developed a TVC advertising strategy for Jelly Tint, along with appropriate media placement. The author employed qualitative methods by interviewing several relevant sources involved in the design of this advertising strategy and quantitative methods by distributing questionnaires to gather data on brand awareness of Jelly Tint. The analysis methods used were SWOT and AISAS. The result is an advertising strategy design in the form of TVC, along with supporting advertising strategies.

Key Word: *advertising, brand awareness, jelly tint, pigeon teens, tvc.*