

## ABSTRACT

Generation Z, born between 1997 and 2012, has a different jewelry pattern than the previous generation. A study by Segmanta (2019) of 2,435 Generation Z respondents showed that about 44.8% of them were more likely to consume snacks in small portions throughout the day, rather than eating three times a day traditionally. The main reason Generation Z chose a snack was to satisfy a temporary hunger and a momentary craving. A busy lifestyle, especially at the age of 17-25 years, drives this preference. Khong Guan's Saltcheese Combo product is considered superior as a healthy snack choice that mixes crispy biscuits and wafer with cream in three flavour variants. However, a survey of 100 respondents indicates that the saltcheese combo is less well-known, although the Khong guan brand is quite popular. Saltcheese Combo is currently in the brand recognition phase, but there is a lack of promotion, including the last ad made in 2011. For that in the design uses brand activation strategy with qualitative methods and data collection such as library studies, observations, interviews, and questionnaires. The design provides academic benefits in learning references in Visual Communication Design as well as practical benefits for Saltcheese Combo in solving brand activation related issues.

***Keywords:*** Brand activation, generation Z, pop-up store, creative promotions, Saltcheese Combo