

## ABSTRACT

### **Designing a Promotional Strategy to Enhance Brand Awareness of Eagle Shoes Among Gen-Z in Bandung City**

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This promotional strategy focuses on enhancing the brand awareness of Eagle's badminton products among Gen-Z (Generation Z) as the target audience. Gen-Z is a highly significant demographic in today's marketing world due to their distinct consumption patterns compared to previous generations. The promotion leverages creative strategies using digital platforms to generate awareness, engagement, and loyalty toward Eagle's badminton products among Gen-Z. This promotional strategy will concentrate on market analysis to understand the preferences and needs of Gen-Z badminton enthusiasts. These insights will guide the development of products that align with their lifestyle. The promotion will also employ a strong visual approach, using captivating images to capture the attention of Gen-Z, particularly on social media platforms such as Instagram and websites. This strategy aims to establish an emotional connection with the Eagle brand. By utilizing innovative strategies and appealing visuals, this promotional strategy aims to boost brand awareness of Eagle Shoes among Gen-Z, who are seeking high-quality badminton products that fit their modern lifestyle.

**Keywords:** Promotion, brand awareness, Gen-Z, badminton, lifestyle