

ABSTRAK

The phenomenon of low consumer awareness of product variants in Adem Sari Ching Ku cans shows the need for a more effective promotional strategy. This problem arose in South Cikarang, Bekasi, West Java, where even though the Adem Sari Ching Ku brand is well known, many consumers do not know about its product variants. Therefore, designing creative promotions through Brand Activation aims to increase consumer awareness, expand the market, and encourage product innovation and profitability. This research uses a survey method involving 92 respondents from the middle class who are active on social media, as well as interviews to identify the effectiveness of current promotions. Analysis is carried out using the 5W + 1H, AISAS, and SWOT approaches to guide marketing strategies. The research results show that promotion of the Adem Sari Ching Ku variant has so far been less effective, and that increasing information and using appropriate promotional media can increase consumer awareness of this product. Promotional design is divided into several media: Brand Experience (Pop-Up Booth), Out of Home (Banner), Digital Media (Instagram), Print Ads (Poster, Leaflet, Shelf Talker), and Merchandise (Totebag & Keychain). In conclusion, even though the audience recognizes the brand, they are not necessarily aware of the product variants, which indicates the need for a more comprehensive promotional strategy.

Keywords: Adem Sari Ching Ku, Brand Activation, customer insight, marketing strategy, product variants.