

ABSTRACT

This research discusses the communication strategy applied by local brand Specs in shaping brand awareness through collaboration with the Indonesian national team as the Official Match Ball Partner. This collaboration is part of the public relations strategy to strengthen Specs brand positioning as a competitive local sports product. The research used a qualitative phenomenology approach with public relations strategy theory from Cutlip, Center & Broom which includes four stages: Defining the problem, Planning and programming, taking action and communication, and evaluating the problem. The results showed that this collaboration succeeded in bringing Specs into three of the four stages of brand awareness: brand recognition and brand recall. Digital communication strategies through social media, brand ambassador activation, and collaborative content with the Indonesian national team proved to increase brand exposure and image. However, there were also barriers such as differences in communication styles between parties and lack of audience segmentation. Evaluation showed a significant increase in product sales and brand presence in the public sphere. Although it has not fully reached top of mind, this strategy is considered effective in building sustainable brand awareness. Specs showed that strategic collaboration with emotional value can strengthen consumer loyalty to local brands.

Keyword: *Communication Strategy, Brand Collaboration, Brand awareness, Public relations, Specs.*