

ABSTRACT

The intense competition in the children's cereal market drives Simba Cereal to adopt an innovative promotional strategy to increase *brand awareness*, particularly in Bandung. This study aims to design a creative promotional campaign for Simba Cereal through a collaboration with Roblox, a popular gaming *platform* among children. The design method uses the AISAS approach (*Attention, Interest, Search, Action, Share*), along with SWOT analysis and psychographic profiling of the target audience. The outcome is the "Simba *Terasure hunt*" campaign concept, combining interactive quiz *gameplay* and *terasure hunting* within Roblox, supported by various promotional media such as billboards, posters, and social media content. The campaign highlights the message "Seru Mainnya, Sehat Camilannya" ("*Fun to Play, Healthy to Snack*") and is visually designed to be cheerful, educational, and appealing to children. This campaign is expected to strengthen Simba's *brand* image as a healthy snack aligned with modern children's lifestyles.

Keywords: Creative Promotion, *Brand awareness*, Simba Cereal, Roblox, Children, Educational *Game*, AISAS