

ABSTRACT

The growing issue of global warming and climate crisis has raised awareness about the importance of choosing environmentally friendly products, including sunscreen. Research has shown that certain chemical ingredients in conventional sunscreens contribute to coral reef damage. In response to this, Tavi, a brand under Paragon Corp, launched the reef-safe sunscreen product “Cica Res-Q10 Sun Shield” that is also halal, vegan, and cruelty-free. This final project aims to design an advertising campaign strategy that promotes environmental awareness through creative communication targeted at young women in Bandung. Data were collected through observation, questionnaires, interviews, and literature study. The analysis applied AOI, AISAS, and matrix methods to develop relevant creative strategies. The final output includes both Above the Line and Below the Line promotional media, on a brand activation event held at Trans Studio Mall Bandung to coincide with World Oceans Day. The campaign is expected to increase Tavi’s brand awareness while encouraging eco-conscious behavior among consumers.

Keywords: *sunscreen, reef-safe, brand activation, awareness.*