

ABSTRACT

The phenomenon of body odor and excessive sweating is a common issue, especially among corporate workers in Jakarta who have high-intensity activities. This condition can cause discomfort and reduce productivity. One effective solution is the use of antiperspirant products such as Deorex DryMax, which is claimed to prevent excessive sweating and body odor for up to five days. However, many corporate workers are still unfamiliar with this type of product, indicating that the promotional activities for Deorex DryMax have not been maximized. This study aims to design an advertising campaign strategy to introduce Deorex DryMax as a new preference for addressing these issues. The main focus is to design a promotional medium in the form of a talk show event as a platform for direct communication between the product and the audience. The promotional strategy is developed based on qualitative data through observation, questionnaires, interviews, AOI analysis, AISAS model, and literature study to create an effective and relevant approach. The result of this promotional strategy is expected to increase audience knowledge and interest in Deorex DryMax as a preferred antiperspirant solution, as well as help the producer strengthen its market positioning among corporate workers in Jakarta.

Keywords: *Deorex DryMax, AISAS, Antiperspirant, Corporate Workers, Promotional Strategy*