

ABSTRACT

The increasing prevalence of skin problems in Indonesia, such as dry and irritated skin caused by UV exposure and urban air pollution, has become a significant public concern. A study by Irjayanti et al. (2023) reported that the prevalence of dry skin in Indonesia ranges from 50% to 80%, highlighting the urgency for effective and safe skincare products. LABORÉ, a skincare brand under PT Paragon Technology and Innovation, introduced the Thermal Soothing Mist as a quick solution to relieve skin irritation caused by environmental conditions. Based on a survey of women aged 27–35 in Bandung, the level of brand awareness for this product remains relatively low compared to other LABORÉ variants. This study aims to design an effective advertising campaign to enhance brand awareness. The research uses a qualitative approach, with data collected through literature review, observation, interviews, and questionnaires. Data were analyzed using SWOT, AOI, and AISAS methods to formulate the appropriate strategy. The outcome includes the development of message strategies, selection of promotional media, and creative visual campaign designs tailored to the characteristics of the target audience. The campaign utilizes social media, OOH, digital audio ads, and Youtube Ads as promotional tools to expand audience reach and significantly increase brand awareness.

Keywords: AISAS, advertising campaign, brand awareness, Labore, thermal soothing mist.