

ABSTRACT

The growing number of local skincare products circulating in the national market highlights the need for brand communication strategies that are targeted and relevant to the audience's characteristics. This study develops a promotional advertising campaign for the Avoskin Miraculous Retinol Ampoule, focusing on enhancing brand recall among Generation Z in Bandung. Questionnaire results reveal that although the majority of respondents are aware of the product's benefits, only a few can recall the product name directly. Based on these findings, an advertisement themed "Secret of The Night" was designed, combining digital and outdoor media along with the organization of an interactive event. This campaign aims to strengthen brand recall through visually engaging approaches and more personalized consumer experiences.

Keywords: Advertising Campaign, Promotion, Brand Recall, Avoskin, Generation Z.