

ABSTRACT

Advances in technology are developing rapidly and affect lifestyles in urban communities. Young people today who have a fast paced lifestyle and instant and less active which will increasingly make lifestyle without a lot of moves (sedentary lifestyle). The danger of lack of movement is one of them obese because food intake into the body is not in accordance with issued. Based on the results RISKESDAS 2013 the number of women affected by obesity at the age of 18-25 years continue to increase. Then, designed a campaign to actively move through mobile applications for Window Shopping Healthy young woman in the big city of Jakarta. Healthy Window Shopping derived from insight woman if going to the mall around looking at stuff from one store to another and go to the mall when they do not always shop. To find out the campaign strategy and media appropriate to the target audience, use the theory of the campaign, advertising theory, the theory of nutrition on obesity, AISAS, psychological theory, and visual communication design. The campaign aims to encourage the target moving at unwittingly that they have issued their calories with fun and easy to do, and get a special discount of Heavenly Blush Yogurt products.

Keywords: Healthy, Move, Campaign, Women, Mobile Apps, Window Shopping.