

**ABSTRACT**  
**BRAND IMAGE DESIGN FOR WANDERUNG OUTDOOR EQUIPMENT**  
**BY “TREE ADOPTION” SOCIAL CAMPAIGN**

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The primary sources of global warming that has occurred over the past 50 years, according to an article from *www.livescience.com* are; the increased volumes of carbon dioxide, and other human activities. In Bandung itself, the condition grows concerning. Defoliated forests and mountains, reducing the water catchments often caused natural disasters, such as landslides and floods. Therefore, should be a social campaign to increase public awareness about the importance of environmental preservation in Bandung. Wanderung Outdoor Equipment is one of the company in Bandung that provides outdoor equipment. It hasn't had any unique character that can be promoted to be their brand image. Furthermore, they currently only use amateur photos to promote their products from social media, which is not enough. In order to solve the problems above, the required data seeks through observation, interviews, questionnaires, and literature review methods. The result will then be analyzed using matrix, and questionnaire data. After that, the social campaign design is made with “Tree Adoption” as its title. The supporting media used in this campaign are posters, x-banners, brochures, billboards, stickers, souvenirs, website, and social media. Hopefully the campaign can increase public awareness about the importance of environmental preservation. As well to establish the brand image and applying effective promotional media for Wanderung.

Keywords: brand image, social campaign, tree adoption