

ABSTRACT

Move on Ice Cream Café is one of the cafes that are in great demand by teenagers in the Cilegon City. Teenagers are the intended target because it has a big influence on lifestyle actualization. Technological developments have been accompanied by greater use of social media. This is an opportunity for brand development of a product through uploading experiences through social media.

To improve a brand that reflects the identity of the ice cream café product, the problem to be studied is how to create a branding strategy and visual strategy that appeals to consumers and potential customers. The concept of this branding is to increase the identity of the Move On Café Ice Cream product.

In this research a branding will be made by designing digital media through social media such as Instagram story ads, crousel, feeds and digital posters. And an event that is sharing stories and supporting media to share stories using Spotify.

KeyWord: Branding, Event, Café, Social Media, Ice Cream.