

ABSTRACT

Kaneela Crust Pie is a unique food/culinary product has a central branch in Bandung. Surely, Kaneela Crust Pie itself offers delicious, tasty pie, affordable prices, and most of all its many taste variants. The Final Project report entitled "Kaneela Crust Pie Product Branding Strategy Design in Bandung" aims to inform and strengthen the USP and the benefits of Kaneela Crust Pie, because promotion by Kaneela Crust Pie is not appropriate and not well conveyed to the desired target audience, so there are still not many people who know this product. The solution of these problems is by designing branding in this activity report. The method used is a qualitative method in collecting data in the form of documentation data, photographs, observations, and interviews. This design is for the target audience of adult women from upper middle social classes in the city of Bandung. Then the writer will do a creative strategy of branding and social media that suits the target audience so that the achievement of the goal in improving the product image to the target in the city of Bandung.

Keywords: Kaneela Crust Pie, *Branding*