

ABSTRACT

The emergence of many culinary SMEs makes culinary business competition even tighter. Creative bureaus can be a solution to create an interesting content so that it can increase sales of culinary SMEs. Usually the services offered by creative bureaus are creative photography, video content, social media management, etc. One of the creative bureaus that offer culinary photography services in Bandung is Creativision. Because of the difficulty of getting clients from culinary SMEs who think that the content is not important, making Creativision requires a promotion strategy and the right message strategy in order to reach the target audience of culinary SMEs. The method used in this design is qualitative with data collected through interviews, observations, questionnaires distributed to culinary SMEs and finally pustaka studies. The purpose of this design is the establishment of a message strategy packed with attractive visuals and media suitable for the target audience, namely culinary SMEs. With this design can help Creativision in improving the promotion of the services it offers.

Keyword : creative agency, promotion, creativision