

ABSTRACT

Fashion trends are growing and becoming the most important non-verbal communication tool today and make many fashion industries compete to create fashion products with existing trends. Play With Pattero is one of the fashion industry brands that sells unisex fashion from the city of Bandung which has been established since the end of 2018. Since 2021, Play With Pattero has experienced an increase in sales. However, sales to female consumers dominate and sales to male consumers are low. This is a problem because Play With Pattero is a unisex fashion brand. This problem is based on an inappropriate promotional strategy and the lack of conveying a message to the target audience. Therefore, the purpose of this study is to create the right promotional strategy for Play With Pattero in order to strengthen the brand image and awareness of Play With Pattero as a unisex fashion brand. In this study, data collection and data analysis became the method used by the author. The author makes observations on social media and trading sites, and conducts interviews with business owners. The data that has been obtained is used by the author to use the right strategy with the characteristics of the target audience. The design results of this case study use the brand activation method with media placement, namely Print Ads, Digital Campaign, Social Media Content, Booth, Challenge, and Merchandise.

Keywords: promotion, brand image, trend fashion.