

## ***ABSTRACT***

*Whitelab is a local skincare brand in Indonesia. The election of Oh Sehun as Whitelab's brand ambassador affects the level of sales. Furthermore, Whitelab held a special fan meeting event with their brand ambassador, Oh Sehun to recognize their products to the public and maintain consumer loyalty. This study aimed to investigate how much brand image Whitelab influenced by special event fan meeting of Oh Sehun. The research method used is the descriptive quantitative method. The data used for this research was collected through a questionnaire of 100 respondents using probability sampling with purposive sampling. The result of this research showed that the special event of fan meeting Oh Sehun influences 38,44%, while the rest 61,56% was affected by the other factors that were not included in this research. Personal interaction and intangibility are the most influence on brand image.*

**Keywords:** *Special Event, Brand Image, Fan Meeting, Oh Sehun, Whitelab.*