

ABSTRAK

Women are social creatures who must be able to adapt to any situation. In every activity of the innumerable Indonesian women, they must bring a lot of goods to support each of their activities. They also think about bag style and fashion when they dress all day in all activities to complement their clothes, especially during activities. Therefore, the Exsport brand has recently rebranded to become a bag brand that complements daily activities and supports every journey of Indonesian women. But there are still many people in Indonesia, especially women, who don't know that now the Exsport brand has been rebranded. It can be seen from the results of the questionnaire that 99 (86.1%) of the 115 respondents stated that they did not know the Exsport brand had now rebranded and the insights obtained on social media were still inferior when compared to other competitors. They still think that the Exsport brand is still the same as before, namely unisex and school bags, and even that is related to brand awareness of the brand image and the promotional strategy that they want to convey has not been properly conveyed to the target audience. Solving this problem will be done by carrying out a promotional strategy that is in accordance with the target market that will be targeted by the Exsport brand. The research method to be used is a qualitative method and the collection of various data sourced from literature, observation, questionnaires and interviews, the collected data will then be analyzed using methods such as AISAS, SWOT, and also AOI so that creative strategies can be determined in the form of messages to planning, visuals and the selection of promotional media that will be carried out, of course with this design it can solve the problems faced by the Exsport brand.

Keywords: Women, Exsport, Event