

ABSTRACT

In Indonesia cases of dental problems are still quite high. Dental health is often underestimated by some people. In fact, healthy teeth will optimize the digestive process properly and thoroughly. The way to maintain healthy teeth is to brush your teeth regularly at least twice a day to clean your teeth from food residue in your mouth that causes plaque and dental caries. One of the toothbrush products that can clean teeth effectively is Oral-B All Rounder Easy Clean Herbal, which contains the herbal neem which has been tested as a high antibacterial compared to other herbal ingredients. This product also provides 3 in 1 benefits, namely preventing yellow teeth, protecting sensitive gums, and long-lasting fresh breath. Thus, making it superior to its competitors in terms of quality. However, Oral-B All Rounder Easy Clean Herbal has low sales and awareness compared to its competitors. This is because the promotion strategy carried out by Oral-B has not been on target. Therefore, the purpose of this research is to design a creative promotion strategy by making communication, visual and media strategies that are right on target. The method used in this study is a qualitative method in the form of observation, interviews, literature study, and the theory used with SWOT analysis, AOI, and AISAS. It is hoped that this promotional design will provide information and persuasion that are right on target to increase awareness and sales of Oral-B All Rounder Easy Clean Herbal.

Keywords : Herbal toothbrush, promotion, creative strategy