

## ABSTRACT

Tea is a popular drink worldwide. There are several types of tea, namely: green tea, black tea, white tea, oolong tea and herbal tea (Ardiansyah, 2024). In this case study, the author collected samples of green tea products processed into matcha. Finely ground from the *Camellia sinensis* Var *Assamica* plant, which is grown on West Java tea plantations. Has benefits for mental health. which contains catechins, caffeine, and L-theanine, has been shown to improve cognitive functions such as alertness, memory, and peace of mind. Along with that, a survey by the Health Collaborative Center (HCC) showed an increase in awareness of mental health in Indonesia. Many respondents, especially women, are committed to reducing stress and avoiding toxic environments by 2024. This survey, involving 898 respondents, provides important insights into mental health trends in Indonesia. The role of matcha drinks is present in maintaining the mental well-being of the Indonesian people. Azzam Tea has a matcha product, namely Indo Green Matcha, but there is no brand awareness because it is a new brand. therefore the Author focuses on "Designing Brand Attributes on the Azzam Tea Brand in Increasing Awareness of the target audience, so that they can know the Indo Green Matcha product of the Azzam Tea brand. However, before that, a creative strategy is needed related to promotion. Therefore, this study proposes "Designing Creative Strategy for Brand Attributes on the Azzam Tea Brand in Increasing Gen Z Awareness". By using qualitative methods and data collection techniques such as literature studies, observations, interviews, and questionnaires, this study not only provides benefits as a learning reference in the field of Advertising Visual Communication Design, but also provides practical benefits to help the Azzam Tea Brand regarding branding and promotion.

*Key Words: Matcha, Promotion, Brand Attributes, Branding*