

Abstract

The development of technology has brought major changes in various aspects, including Closed Circuit Television (CCTV), becoming increasingly popular due to the increasing number of crimes such as theft and vandalism. Bardi, is one of the Indonesian smart home companies that offers security solutions with advanced features such as high resolution, night vision, and motion detection to improve user security and comfort. However, even though Bardi products have various advanced features that have the potential to skyrocket in the market, brand awareness of Bardi CCTV is still relatively low compared to other brands on the market. This is evident from a survey showing that 73% of respondents have never heard of BARDI Smarthome CCTV. For this reason, an effective promotional strategy is needed to increase brand awareness of Bardi Smarthome CCTV. This promotion can be done through social media or by creating social experiments to introduce the features, benefits and advantages of Bardi CCTV products emotionally and with creative promotional methods so that they are easily accepted by the community. This study uses a qualitative method using the SWOT, AOI and AISAS analysis methods. While the theories used are brand theory, promotion, advertising, human behavior, media, copy writing, typography, visuals and visual communication design. The results of this research are in the form of designing promotional activities in the form of social experiences (events).

Keywords: : Brand Awareness, CCTV Bardi, Promotion Strategy, Social Media, Social Experience,