

ABSTRACT

The footwear industry in Indonesia has experienced significant growth in recent years.the last few years. Local brands are increasingly competing with high-quality products that rival international brands.products that rival international brands. Consumers are starting to switch from imported products to domestically-produced products for reasons such as cheaper prices, better quality, and support for locally-produced products. cheaper prices, better quality, and support for domestically produced products. domestic products. However, despite the growing interest in local footwear, manufacturers still face major challenges in expanding market reach and increase brand awareness among a wider range of consumers.

Technological development in human life human life has developed so rapidly in various fields, for example in the creative industries, and others. One of the most common technologies found, for example, there is television (TV) and cellphones as a medium for finding information and entertainment.information and entertainment facilities. Television is the most widely used in Indonesia, based on Nielsen Indonesia that the number of television viewers across Indonesia has reached 130 million people.across Indonesia will reach 130 million people by 2023 with the majority of television users being women as much as 51%. the majority of television users are women as much as 51% and men 49%. While mobile phone users according to the Statistics Agency (BPS) reached 67.88% in Indonesia (keluargagaindonesia, 2023). A television commercial requires a creative and conceptualized approach so that the message conveyed can be effective for a limited duration. With limited advertising duration, consumers do not consumers do not need a long time to know the quality of Geoff Max products, as well as the support of an audio to support the visuals.the support of an audio to support the visual ads. Although in the last five years many have conducted research on the Geoff Max brand as a research topic, the author did not find any research on the Geoff Max brand as a research topic.Max brand as a research topic, the author did not find any research thatTVC as a topic.

Keyword: Advertising, Brand, Footwear, Geoff Max, Television