

ABSTRACT

SilverQueen Very Berry Yogurt is a product that combines yogurt, berries, and chocolate to provide instant energy and a fresh taste. However, sales data of this product on the Shopee platform (2024) shows that the Very Berry Yogurt variant is still in a lower position compared to other classic variants. In order for SilverQueen Very Berry Yogurt to be widely recognized and become the top choice of active customers, proper promotion is needed. On that basis, the writer aims to make research and design a promotional strategy in the form of brand activation in the form of an event for SilverQueen Very Berry Yogurt products, with a target audience aged 23-28 years. The writers use analysis method through SWOT method (Strength, Weaknesses, Opportunities, & Threats) and AISAS method (Attention, Interest, Search, Action, Share).

Keywords: Brand Activation, Chocolate, Product Promotion, SilverQueen Very Berry Yogurt