

ABSTRACT

Instant noodles are one of the most popular foods in Indonesia, mainly because of their convenience and practicality. Supermi Nutrimi, offers a healthier solution with various advantages, making it a healthier choice. However, Supermi Nutrimi still faces challenges in competing with other healthy instant noodle brands, The purpose of this study is to evaluate product benefits and design a Brand Activation strategy that is relevant to the preferences and values of the millennial generation. The research used includes surveys, market trend analysis, and interviews using qualitative methods with SWOT, AOI and AISAS analysis. While the theories used are theories of branding, products, advertising, promotional strategies, media, copywriting, typography, visuals and visual communication design. The results of this research are in the form of designing promotional activities in the form of events. The results showed that by focusing on loyalty to Healthy Instant Noodles compared to competitors, practicality, and sustainability, promotions can increase Brand Awareness of Supermi Nutrimi among the Millennial generation in the city of Bandung.

Keywords: : *Brand Activation, Brand Awareness, Healthy Instan Noodle, Millenial's Generation, Promotion Strategy, Social Media, Supermi Nutrimi.*