

ABSTRACT

In the era of globalization, competition in the consumer product market is becoming increasingly fierce, especially in the dairy beverage industry. One popular brand is HiLo Active Milk, which targets Generation Z with a combination of high nutritional benefits and attractive packaging. However, the shift towards healthier eating habits among Generation Z, including a decrease in milk consumption, indicates the need for innovative promotional strategies to increase awareness and sales. HiLo Active Milk offers a complete nutritional content essential for health, yet the competitive market demands effective promotional strategies. This research aims to design innovative promotion strategies through Point of Purchase (POP) and Out of Home (OOH) design with a thematic approach relevant to Generation Z activities. Engaging POP and OOH designs are expected to enhance Generation Z's awareness and interest in HiLo Active milk, promote healthy eating habits, and support an active lifestyle. Thus, this project not only focuses on product promotion but also on improving health and nutrition among Generation Z, making HiLo Active Milk the top choice amidst fierce market competition.