

ABSTRACT

The chocolate phenomenon in Indonesia has undergone an interesting evolution. In the past, chocolate was considered a luxury item and could only be enjoyed by certain circles. However, over time, chocolate has become part of Indonesia's culinary culture, with many variations ranging from shapes to flavors. In response to this, comes Silverqueen Very Berry Yogurt chocolate bar. This product offers a unique combination of berries and yoghurt, creating a distinctive flavor that is rarely found in the market. Promotion for the Very Berry Yogurt variant is currently done through social media, but often does not focus on this variant. The promotional content presented tends to only display photos and some messages, so this variant is less well known by the public. Thus, it is necessary to redesign a more effective promotional strategy with Brand Design outcomes to increase public awareness of the presence of Silverqueen Very Berry Yogurt products. This can be done by conducting Observation, Interview, Questionnaire and Literature Study research. After the data is collected, it will then be analyzed using the AISAS, SWOT, AOI and Comparison Matrix methods. And the final result will produce main media and supporting media on social media such as Instagram feeds and print media such as billboards, x banners and posters.

Keywords: Berry, Berry day, National Berry Month, Unique chocolate, Practical chocolate, Silverqueen, Creative Strategy Design, Product Promotion, Very Berry Yoghurt, Yoghurt.