

ABSTRACT

The purpose of this seminar of Final Project which has now been taken is to investigate the role of designing a beverage product of advertisement through event as a brand experience in designing the effective way to promote the beverage called Bintang Zero, a widely known of canned drinks. In the ever-growing digital era, advertisement is the most important aspect in promoting certain brands in effort to communicate with consumers and targeting the audiences that are increasingly connected. The focus of this research is how to explore of the use of Brand Experience of Event in advertising can increase brand awareness, influencing the consumer's perceptions, and helping the Canned Drink of Bintang Zero beverage to reach the millennials who have increased in these present days in digitally.

This research will involve various materials in making this strategy, such as involving certain software that could produce some creative strategies in promoting a canned beverage brand. Apart from that, the author will also conduct by analyzing the brand's rivals in order to understand the trends and strategies that mostly used by similar products in the use of digital illustrations and animated teasers.

It is hoped that the results of this implementation of strategic promotion will provide some valuable guidance for Bintang Brand in advertising strategies that utilizes the full potential of the visual aspect in making of the final project. By understanding more deeply the various preferences and expectations of the audience.

This research will also help in enriching understanding of the use of creative visualization in advertising for beverage products in a context that continues to develop digitally.

Keywords: Experience, Creative, Awareness.