

## **ABSTRACT**

This research is a study on designing a promotion strategy for the Brodo Inizio product. Brodo is one of the well-known shoe brands from Bandung. Brodo is recognized as a local shoe brand from Bandung that produces various types of shoes such as sneakers, boots, formal shoes, and other products like t-shirts, shirts, socks, perfumes, and more. In 2024, Brodo launched its latest product line, Brodo Active, which includes sports products like soccer shoes, futsal shoes, and running shoes. Among the various product variants mentioned, Brodo Inizio, which falls into the running shoe category, faces challenges in terms of promotion compared to other products. This study aims to design an effective, attractive, and targeted promotion strategy for the target market to increase awareness of the Brodo Inizio product. The design results will include a TVC promotional video that conveys the advantages of the Brodo Inizio product in the form of digital advertisements through the internet and social media platforms, as well as advertisements through conventional media such as outdoor media advertisements and in-store advertisements.

Keywords: Design, Brodo Inizio, TVC