

ABSTRACT

Everyone in the present time prioritises appearance, which includes dress, haircuts, makeup, and accessories. Customers are particularly interested in local products when selecting accessories to suit their style. It also affects the local perfume industry, as they are no longer considered an option but have become their primary choice. Perfume can boost someone's self-confidence. To stand out itself from competition and gain client attention, Julis Perfume, which requires brand awareness, innovates by adding food or beverage fragrances into their perfume products. However, the innovation requires visualisation in order to provide an appealing visual experience to its audience. Through the use of audio-visual advertising promotion mediums, specifically Television Commercials (TVCs), Julis is able to effectively and directly link the scent of food with the brand image. Advertisements on television (TVCs) are designed to deliver messages in a short period of time, so viewers don't have to stay long to perceive the scent. Designing audio to complement already-existing visuals improves the processing of messages. with the aim for Julis Perfume's brand awareness to climb to the next level with this visual.

Keyword: *brand awareness, perfume, television commercial (TVC)*