

Abstract

Currently, mothers want to prepare breakfast that is delicious and nutritious but not difficult to make, without having to follow complicated cooking steps. As a result, some of them opt to cook canned fish, which is easy to prepare by simply opening the can, draining the liquid, and cooking it until done. Therefore, mothers are now choosing brands like ABC as their go-to option for cooking breakfast for their families. However, when ABC Sarden launched its newest flavor, ABC Sarden Bumbu Serundeng, people were still unaware of this new variant. According to the author's observational data, people still prefer buying the older variants over the new one. To address this, the author developed a promotion based on an event targeting working mothers aged 30-35 years. To attract this target audience, the author planned the event to coincide with Mother's Day, allowing mothers to build a closer bond with their children through the activities. The event includes a talk show, cooking demonstrations by renowned chefs, and a cooking competition that involves teamwork between mothers and their children. Winners of the competition, from first to third place, will receive prizes. The event will also feature food booths to ensure that participants do not go hungry. The final outcome of the author's design is the creation of promotional visuals for ABC Sarden in the form of an event. The author used the AISAS (Attention, Interest, Search, Action, and Share) analysis method and the SWOT (Strength, Weakness, Opportunity, and Threat) analysis method to develop this event.

Keywords: *ABC Sardine Serundeng, Brand Activation, Working Mother, Sardines*