

ABSTRACTION

Based on the results of a direct consumer survey conducted in 2024, it was concluded that the majority of the target consumers have not yet adopted Good Mood as their beverage of choice. This study identifies that many consumers lack understanding of the benefits and advantages of Good Mood. This lack of understanding is attributed to insufficient promotion and direct experiential interactions with Good Mood. Without appropriate action, target consumers may not be motivated to switch to Good Mood from their current beverage choices. Therefore, the author conducted research to design an engaging promotional campaign targeting the intended consumers, emphasizing that Good Mood is not just an isotonic beverage. In addition to being effective in preventing dehydration and replenishing lost body fluids, it can also boost energy levels, maintain, and restore a positive mood. Utilizing qualitative methodology and the AISAS model of analysis, this study produced a campaign plan comprising visual communication designs and direct promotional activities.

Keywords : Good Mood, Promotion Strategy, Promotion Media