

ABSTRACT

This design is based on data that the high number of gamers in Indonesia but lack of awareness of the brand and product. The purpose of this study is to create an effective promotion and promotional campaign to increase brand awareness of the product "Digital Alliance Gaming Mouse Luna Sport". Digital Alliance faces problems such as poor promotion, advertising, and placement compared to its competitors. The research methods used in this study are interviews, questionnaires, and literature studies. The use of SWOT (Activities, Opinions, and Interests), AISAS and AOI analysis was carried out to analyze the data collected using qualitative analysis techniques. The design results show that advertising is needed about the product to the audience so that the target audience is more aware of the product with promotions through Brand experience can increase public awareness of this product. This strategy includes creating a pop-up store and booth experience at the Bandung Electronic Center (BEC) to try Digital Alliance products directly. This study found that a targeted and attractive promotional strategy that uses digital media and hands-on experience can increase brand awareness. To achieve better results, this study recommends continuing to increase interaction with the community and increasing social media content.

Keyword : Brand awareness, Branding strategy, Digital Alliance, Digital promotion, Promotional campaign.