

ABSTRACT

Every day, everyone cannot be separated from using the bathroom, both just to urinate and also to clean themselves. Therefore, the use of bathrooms in our daily lives is something that is normal or could be said to be something that is always there. Stella air freshener, a brand of air freshener which is spread throughout Indonesia, has many types of fragrance products, from spray room fresheners to vehicle fresheners. Stella has many types of air fresheners, each of which has its own function depending on the place of use, and also includes bathroom fresheners. Stella has a special freshener for bathrooms, namely Stella Pocket. Stella Pocket has several odor variants which can be a choice of odors that can make the bathroom smell better. This bathroom freshener product is also easy to use because of its simple packaging. Remembering that the bathroom has become a normal everyday thing for everyone, Stella Pocket could really be a solution to make the bathroom more comfortable. However, of all the people who use the bathroom, not all of them are aware of the comfort of using the bathroom. In this promotional process, we will target women aged 30 - 35. To make this promotion reach the target audience, we will create an event that will make them interested, or you could say make everyone interested, namely giving away free prizes. Apart from distributing prizes at this event, several media will also be distributed to create product experiences so that the affected audience will also increase their awareness and interest in Stella Pocket products. The final result of this design is the creation of a promotional visualization for Stella Pocket.

Keywords : Bathroom, Stella Pocket, woman, event