

ABSTRACT

Indonesia, as a tropical country with year-round sun exposure, presents a significant opportunity for sunscreen products. However, the brand recognition of Emina Sun Battle SPF 35 PA+++ remains weak compared to competitors. This study aims to design a creative promotional strategy through brand activation to enhance the brand recognition of the product among teenage girls aged 16–22 years. A qualitative research method was used, with data collected through observation, interviews, questionnaires, and literature reviews. Data analysis employed SWOT analysis, matrix analysis, AOI, and AISAS approaches. The study found that the AISAS method effectively reached the target audience through a combination of online and offline media. The proposed strategy includes pop-up stores, outdoor media placement, and social media promotions highlighting the new formula of Emina Sun Battle enriched with Amino Vitamin C for healthy, glowing skin.

Keywords: AISAS, brand activation, brand recognition, creative promotion, Emina Sun Battle, sunscreen, teenage girls.