

ABSTRACT

This research discusses the role of Creative Director in increasing brand awareness through the design of a commercial advertising video for Chicago Fried Chicken. In the food and beverage (F&B) industry, local brands often face challenges in building brand awareness amidst intense competition. With an innovative storytelling approach, this research focuses on how visual elements, narrative, and communication strategies can be integrated to create an emotional impact on audiences. The video advertising was designed to utilize digital platforms, particularly YouTube. YouTube was chosen as the primary distribution platform for its broad reach. Targeted at the lower-middle-class market, the ad emphasizes product advantages, increases brand recognition, and attracts new customers. This approach also showcases the Creative Director's role in crafting innovative concepts and ensuring the story and visuals effectively communicate the intended message. In essence, the ad introduces Chicago Fried Chicken to a wider audience, enhancing brand awareness through an engaging brand storytelling strategy.

Keywords: Creative Director, Brand Awareness, Video Commercial, Brand storytelling, Communication Strategy, Chicago Fried Chicken.