

ABSTRACT

Astec is a local Indonesian sports equipment *brand* conducting a concept test to support its *rebranding* strategy aimed at expanding market segments and strengthening *brand* positioning. This research applied a quantitative *marketing research* approach using an Artificial Intelligence (AI)-based online survey platform, SurveySensum. The study evaluated two proposed visual concepts based on six assessment indicators: feelings, needs & wants, uniqueness, *brand* relevance, concept distinctiveness, and purchase likelihood. The survey targeted Sport Station consumers divided into three segments: transacted user, non-transacted but aware, and non-transacted and not aware. The first concept scored highest across all segments, with 5273.11 for transacted users, 31.78 for non-transacted but aware, and 1087.11 for non-transacted and not aware. Communication played a vital role as a form of information dissemination throughout the research process, including the implementation of a participatory promotion strategy through the distribution of promo codes to encourage voluntary engagement. These findings demonstrate that data-driven *marketing research* combined with participatory communication strategies is effective in providing valuable insights to support Astec's *rebranding* decisions.

Keywords: *Rebranding, Marketing research, Information Dissemination, Participatory Communication, Astec*