

ABSTRACT

Somehinc CalmDown Series is a local skincare product suitable for all skin types and intended for everyone, yet its promotional strategy has predominantly utilized feminine visual approaches, resulting in a consumer base largely composed of women. The low interest among male consumers indicates that the current communication strategy is not fully inclusive. Meanwhile, Indonesian Gen Z males are showing increasing interest in skincare, particularly due to the challenges of living in a tropical climate that often leads to sensitive skin issues. This research aims to develop a promotional strategy that effectively reaches the Gen Z male segment. Using methods such as observation, literature review, questionnaire distribution, and interviews, insights were gathered regarding the perceptions and preferences of the target audience. The findings led to the creation of an interactive promotional concept in the form of a sports-themed competition event called “Speed Zone,” incorporating enjoyable physical activities and highlighting the core message “Just CalmDown and Go.” This strategy emphasizes that calmness is the key to facing challenges and aims to position Somehinc as a more inclusive brand aligned with the active lifestyle of Gen Z men.

Keywords: Gender, Generation Z, Men, Promotion, Sports