

ABSTRACT

The development of the creative industry in Indonesia in the fashion sector experienced an increase in export value of 4.46% compared to last year which in 2024 was able to reach an export value of 12.36 billion US dollars. This development creates a new trend where perfume is now part of fashion which causes the rise of local perfume brands that have sprung up such as the Xociety Fragrance brand. The brand, which was established in February 2024, is still not widely known compared to other local perfume brands. Although it has released its first two products, Xociety Fragrance still faces difficulties to compete with other local perfume brands. In this work, the writer acts as Creative Director for the advertising video of their new product which has an advantage in the number of notes as many as 24 notes called “Garden of Words”. This product advertising video was created by implementing the concept of brand awareness that will be used as a means of promoting the latest product from the Xociety Fragrance brand, Garden of Words. The exposure of the identity and characteristics of the brand and product in this advertising video is expected to make the audience recognize and strengthen the brand awareness of the Xociety Fragrance brand. This 1-minute 1-second advertising video will utilize Instagram social media as a means of distribution, with the hope of reaching a wider audience.

Keywords: *Perfume, Product Advertisement, Creative Director, Brand Awareness, Marketing Communication*