

ABSTRACT

The dynamic urban lifestyle has driven high demand for practical and nutritious ready-to-eat foods. Sari Choco Milk, as part of PT Nippon Indosari Corpindo Tbk's product line, faces the challenge of low brand awareness due to a lack of digital promotion and effective media campaigns. This study aims to design a promotional campaign strategy to enhance the brand salience of the product in Bandung City, targeting housewives aged 30–40 years. The research method used is qualitative, employing observation, interviews, questionnaires, and literature review techniques. Analysis was conducted using the AISAS, AOI, SWOT, and Comparison Matrix approaches. The results include a promotional campaign design that combines ATL, BTL, and digital media, as well as brand activation through the Breakfast event. The campaign features the narrative “Practical Breakfast, Harmonious Family” to build emotional engagement and increase product visibility. This design is expected to serve as an effective visual communication solution and a reference for promoting other ready-to-eat food products.

Keywords: Brand Salience, Sari Choco Milk, Promotional Campaign, Brand Activation, Visual Communication Design, AISAS.