

ABSTRACT

The phenomenon of increasing public awareness regarding skin protection, alongside the booming beauty care trends, has driven the growth of the skincare industry in Indonesia, particularly among university students. However, the brand awareness of Skintific All Day Light Sunscreen Mist in Bandung remains low due to ineffective visual communication and digital promotion strategies. This study aims to design an effective digital advertising campaign to enhance the product's brand awareness among students aged 19–23.

A qualitative research method was applied, utilizing literature review, structured interviews, observation, and questionnaires for data collection. Data were analyzed using SWOT, AISAS, and AOI approaches to understand strengths, weaknesses, opportunities, threats, as well as audience behavior and preferences.

The results produced an integrated promotional media design, including creative visual content for Instagram, TikTok, YouTube Ads, and out-of-home media such as billboards and transit advertising. Participatory events like fun runs were also designed to foster direct brand experiences. This campaign is expected to not only increase brand awareness but also educate about the importance of skin protection and build emotional engagement with the audience.

Keywords: *brand awareness, digital campaign, sunscreen mist, university students, visual communication design, social media, Bandung*