

ABSTRACT

Technological advancements and social media have reshaped how Gen-Z expresses themselves through fashion, giving rise to the phenomenon of thrifting or preloved clothing trade as a unique, economical, and sustainable lifestyle choice. Despite its significant potential, the Preloved App, a dedicated platform for secondhand goods in Indonesia, still faces the challenge of low brand awareness among Gen-Z. This research aims to design an effective advertising campaign to increase brand awareness for the Preloved App by promoting thrifting as a trendy lifestyle. The research employs a qualitative method, with data collected through observation, interviews, questionnaires, and literature studies. Data analysis utilizes the AOI, SWOT, and AISAS frameworks to understand consumer behavior and formulate an appropriate strategy. The outcome of this design is a campaign concept titled "Loak 'N Roll," a hybrid event combining a music concert with a preloved market. This campaign is designed to capture the attention of Gen-Z through relevant visual media and messaging, highlighting thrifting as a smart way to be stylish, express oneself, and support a circular economy. It is expected that this campaign will build a positive perception and increase user engagement with the Preloved App.

Keywords: Advertising Campaign, Preloved, Gen-Z, Brand Awareness, Preloved App