

ABSTRACT

The phenomenon of excessive screen time among youth presents a strategic opportunity for brands to communicate in ways that align with their digital lifestyle. The promotional campaign Stop Scrolling, Just Running was designed to increase brand awareness of the Nike Run Club (NRC) application in Bandung. This campaign encourages Gen-Z to shift from passive scrolling to engaging running activities through emotional and interactive visual approaches. This research applies the AISAS model (Attention, Interest, Search, Action, Share) and is supported by data from observations, interviews, and questionnaires. The campaign strategy was developed using digital media, out-of-home (OOH) advertising, merchandise, and a community running event titled BREAKRUN held at Gedung Sate, Bandung. The design outcomes show that a promotion strategy based on Gen-Z's behavior and visual preferences is effective in building engagement and increasing brand exposure for NRC.

Keywords: Brand Awareness, Gen-Z, Nike Run Club, Promotional Campaign,