

ABSTRAK

Garment industry in Indonesia is growing rapidly every year, because every year has a different fashion trends. This affects the development of garment industry because of public demand as consumers will fashion trends are always changing, especially among teenagers. Problems were obtained in Indonesia has many distributions, especially in the Bandung city so the competition is higher, Sans Marque brand is still less known to the public, Sans Marque is still less effective for consumers because other promotional media, the lack of consumers who know the campaign media Sans Marque, and Sans Marque requires another campaign media to be known to the public and its products can be sold on the market.

Sans Marque competitors promote with more and interesting campaign media, therefore Sans Marque should create a more effective and more creative campaign media to attract its targets primarily teenagers in the Bandung city.

Sans Marque competitors promote with using social media, therefore Sans Marque promotional strategy also use social media and outdoor campaign media to approach offline communities such as flyers and poster. Benefits of this media design to create effective media campaign and the efficiency of the Sans Marque to be able to increase sales by target age of 15-35 years.

Kata Kunci: Jeans, Promotion, Bandung