

ABSTRACT

CREATIVE STRATEGY ANALYSIS FITBAR ADVERTISING SNACKING WITH NO WORRY WITH CONSUMER PERCEPTION

To achieve marketing goals, ads have to persuade the consumer with give some attention to the presented message. To make an interesting ads, it takes creative strategy and creative tactic. Fitbar presents visualization of nutritionist figure warns 20 years old consumer about obesity risk on their age. The obesity can be caused by teen's snacking behavior without pay attention to the snack nutrition. This research explains how the creative strategy works on Fitbar advertising "snacking with no worry" and how consumer perception to this creative strategy. The analysis is based on advertising, creative strategy, DKV, and Facet effect of models theory . the result of this research is Fitbar presents their advertising message well and it can be understood by the consumer. However, Fitbar fail in its creative strategy to build consumer perception of Fitbar as safe and healthy snack.

Key Words: Advertising, Creative Strategy, Fitbar Ads, Message, Visual