

## **ABSTRACT**

Nowadays, in the marketing world, there are many developments happened because of digital media, especially social media. One example, many large companies use YouTube as a medium of social media to run their creative advertising strategy. One of the company that has made a creative advertising strategy with YouTube is AXE, using webseries format. Because the advertising media that used by AXE was different and also the strategy that used was different than before, so therefore the researcher wanted to lift research that entitled "Creative Advertising Strategy on Webseries (Case Study AXElerate: The Series AXE Indonesia by Makna Creative Agency)".

In this study, researchers used constructivism as the paradigm. In conducting this study, researcher used a qualitative research method with a case study approach. Activities in qualitative data analysis performed by interactively from data that obtained through interviews, observation, documents.

The results showed that Makna Creative shaping these ads into softselling ads, This AXElerate: The Series webseries ads relies the terms of story that can educate the audience and they can be inspired by the stories that have been displayed on the brand ambassador and finally the psychological advantage in ads formed with this webseries formats can make AXE Indonesia remembered through the representation of the brand ambassador image that attached to each AXE variant product.

**Keywords:** creative strategy, advertising, webseries

