

## ***ABSTRACT***

Nivea made campaign touch of mothers on digital platform to get closer to the consumer by touching emotional aspects. This study aims to learn how emotional branding approach that has been being adopted by Nivea through the program of social marketing campaign "Mother's Touch". This program based on four basic emotional branding concepts by Gobe namely, relationships, experience, senses, imaginative approach and vision. The research method in this study is a qualitative method with descriptive approach to describe and explain the reality as it is, according to the situation at the time of the study. Data collection is done by in-depth interviews of the Nivea Company and its consumers supporting the Mother's Touches campaign. Data were analyzed using models Miles and Huberman with three phases namely data collection, reduction, data presentation and verification. The results of this study suggests that Nivea has a branding concept with the ideas and concepts that lead to emotional branding campaign which is then implemented through Mother's Touch program. The program is visualized through a digital banner and video advertising with a storyline that shows family values, this is in accordance with the vision of company.

**Keywords :** *Emotional Branding, Social Marketing Campaign, Brand, Digital, Nivea*

