

ABSTRACT

The development of marketing communications to brand rapidly growing over this several years. One way to communicating marketing is to hold an event that is expected to make brand get more involved and close to consumers. This research discusses about event attributes on Clear Ice Cool Bus 2016 in Bandung city. The purpose of this study is to see how the application of event attributes on Clear Ice Cool Bus 2016 Bandung city. Event attributes is the way to measure success the implementation of an event. Event attributes is consisting of '7I' namely Involvement , Interaction , Immersion , Intensity , Individuality , Innovation , and Integrity.

This type of research is qualitative study. The data obtained in this study through in-depth interviews strengthened to the study documentation. The result of this research show that event Clear Ice Cool Bus 2016 Bandung almost complete to attribute event in it .The event is successful makes visitors self-involved with event in accordance with attribute of Involvement . Attribute of Interaction in the event shown by interactive MC and appearance of live music in every venue. The key message was obvious and indicated by a tagline Clear Ice Cool Bus 2016 has also been successful in passed on to visitors where this shows the attribute of Immersion. While attribute of Intensity is not successful because event is not held in 2017 .To attribute of Individuality in this event is proved successful by offering uniqueness experience by hairwashed inside the bus and giving dinner also voucher of shopping prize. Decoration and design of booth also bus are associated with the brand of Clear also enthusiasm at the time of the event show election of venue and the right time in accordance with attribute of Innovation. And last, values and benefits that visitors obtained after visiting Clear Ice Cool Bus 2016 Bandung been obtained by visitors from awareness about the dandruff problem which showed attributes integrity in Clear Ice Cool Bus 2016 Bandung.

Keywords: *Event, Event Attribute,*