

ABSTRACT

Along with the growth in the creative economy sector in West Java that continues to increase, this is not in line with the lack of internet media utilization and marketing problems that have been the main obstacle of the actors in this sector. It is an opportunity for Think Collective to be present as a provider in this field to be the solution to their problems.

Think Collective has a problem with how the strategy should be made to be better known Think Collective and be superior among its competitors. As the first step to building a Think Collective brand equity is to raise brand awareness first. To build brand awareness, Integrated Marketing Communications became a key element to gain a competitive edge in building brand awareness. Integrated Marketing Communications consists several criteria and sub-criteria in it, using the method of Analytical Network Process, to seeking criteria and subcriteria that recommended.

The results showed that the Interactive/Internet Marketing criteria and Content Marketing subcriteria were selected to be the priority of criteria and subcriteria for Think Collective's marketing communication strategy. Analytical Network Process model shows that there is a connection between inner depend and outer depend, which means Think Collective should still pay attention to the relation of each subcriterion with other subcriteria.

Keywords: *Creative Agency, Brand Awareness, Integrated Marketing Communications, Criteria, Sub Criteria, Analytical Network Process*