

**ABSTRACT**  
**DESIGN BRAND IMAGE AND BRAND COMMUNICATION JUNIOR**  
**VEGEBLEND 21 PRODUCT**

This study aims to identify 21 Junior Vegeblend problems in the problem of building brand image and brand communication. As for the background of this writing is an image that is not good, less attractive and there is no influence of emotional branding and communication. Previously, 21 Junior Vegeblend had carried out advertisements and promotions from various media, but concepts and visuals did not affect consumers to act, so that they were not able to instill a good perception and emotionally affect 21 Junior Vegeblend products.

Vegeblend is the first complete vegetable supplement containing 21 vegetables. To increase children's appetite, and fulfill vegetable nutrition for children who are picky about food. Vegeblend is a natural product, without preservatives, pepticides, flavorings, free of coloring. Vegeblend nutrition in one capsule that can be mixed with children's favorite food without changing taste.

Keywords: 21 Junior Vegeblend, brand image and brand communication, Emotional branding.