

ABSTRACT

Head & Shoulders is a specialist in *shampoos* anti-dandruff. Products pioneered by Procter & Gamble from America itself first started producing in 1961. In an effort to introduce its brand, the company did marketing through advertising. In advertising Head & Shoulders #MoveOnBro advertisements managed to attract the attention of the audience and become a conversation on social media. So in this case the authors are interested in conducting research on the effect of advertising creativity and *celebrity* endorsers on *brand awareness* on advertisements *shampoo* Head & Shoulders on Youtube. In this study the authors used quantitative methods with multiple and causal research types. The sampling technique in this study was purposive sampling. Respondents in this study are men and women who have watched Head & Shoulders shampoo advertisements on Youtube. Data analysis techniques used simultaneous analysis, partial influence analysis, and the coefficient of determination to determine the effect of Advertising Creativity and *Celebrity Endorser* on *Brand Awareness*. The results showed that there was a relationship between Islamic creativity and *celebrity endorsers* to *brand awareness*. Based on the calculation of the coefficient of determination obtained by 32.8%, This indicates that the ad Creativity and Celebrity Endorser an impact of 32.8% on brand awareness, while the remaining 67.2% is influenced by other variables not examined in this study.

Keywords: Ad Creativity, *Celebrity Endorser*, *Brand Awareness*.