

## ABSTRACT

Advertising is a form of promotion carried out by companies. Eiger does this in the form of video ads on their social media platform, Instagram. This research aim to discusses the effect of video advertisement "Capture & Win Giveaway" on consumer attitudes towards the Eiger brand. The purpose of this research is to find out whether is there any influence and how much influence of the video ad "Capture & Win Giveaway" has on consumer attitudes. This is done based on the Effect Model Hierarchy which is divided into Cognitive, Affective, and Behavioral. The variable in this study is the independent variable (video advertisement "Capture & Win Giveaway") which is divided into two dimensions, audio and video. The method used in this research is quantitative with descriptive data analysis techniques, normality test, *Pearson product moment correlation test*, hypothesis testing, simple linear regression test, and the coefficient of determination. Respondents in the study were 400 participants in the "Capture & Win Giveaway" event. Based on the results of hypothesis testing by t-test, it is proven that the video advertisement "Capture & Win Giveaway" has an influence on consumer attitudes because  $t \text{ count } (19.951) > t \text{ table } (1.960)$  and based on the coefficient of determination, it is proven that the video ad "Capture & Win Giveaway" has an influence of 49.9% on consumer attitudes and the other 51.1% is influenced by factors outside the study.

*Keywords: advertisement, video advertisement, consumer attitude*