

ABSTRACT

Bintang Febriyaeni, 2022. *The widespread spread of Covid-19 in 2020 had a positive impact on skin care products. According to the databoks survey, during the 2020-2021 pandemic, beauty products had the highest value as the best-selling products sold through e-commerce among other categories. This causes increased competition and high selling power for brand cosmetics. To be able to compete with market conditions, a strong brand awareness is needed to attract consumers. Gentle Hour, one of the local skincare brands that has stagnant brand awareness. So far, Gentle Hour conveys a message by not including product advantages. This creates a lack of knowledge for consumers to know the products offered by the Gentle Hour brand. The data collection method in this study used qualitative methods with several types of qualitative methods; observations, interviews, and library data. The analytical model used is AISAS. The result of the design will be a campaign with the use of video through above-the-line media.*

Keywords: *skincare, creative strategy, advertising, digital media*