

ABSTRACT

Based on a survey conducted by Herbalife Nutrition with the 2020 Diet Decisions Survey theme, it has been known that consumers in the Asia Pacific are managing their diet better than usual. This opportunity does not automatically make all health products receive a positive impact. One of them is Dietplus healthy catering business in Bandung, which still has not reached its sales target due to a lack of brand awareness in the target audience's minds. In addition, the positioning that had developed is also not following the company's needs because Dietplus is still not optimal in conveying the positioning message in every media exposure. The method used in this design is qualitative and uses the AISAS analysis model. The result is a campaign activity with a delivery strategy using a brand ambassador to increase public trust in the Dietplus brand. The solutions will be offered in two-phase, short-term and long-term programs. A short-term program is about talk shows and giveaway events with brand ambassadors and nutritionists from Dietplus. Then a long-term program was also designed in the form of launching video advertisements, teaser posters, and main posters.

Keywords: Advertisements, campaign, diet, healthy catering.