

Abstract

The emergence of various coffee shops in Indonesia is currently on the rise. This can be seen from the significant increase in the number of coffee shops and coffee consumption in recent years. This also affects the increase in consumption of tea and cigarettes. Not a few coffee shop visitors who enjoy coffee or tea with cigarettes. However, many consumers complain about the effects of these activities, such as yellow and stained teeth. With this in mind, there is already a solution for dental problems due to enjoying coffee, tea and cigarettes. Namely with Zact toothpaste which is specially formulated for coffee, tea and cigarette lovers. Zact products have opportunities with the coffeeshop phenomenon, but this product is still not widely known by connoisseurs of coffee, tea, or cigarettes. Designing a creative promotion strategy as well as designing visuals and promotional media really helps Zact to increase brand awareness in its target market. The analytical method uses the matrix, SWOT, and AOI methods to approach the audience. The research method used in data research is a qualitative method, so that the design results will be more easily conveyed and accepted by the audience. The result of this design is brand activation in the form of events to increase brand awareness, as well as using digital media, out of home, and print ads as supporting media. With this design, it is hoped that it will be able to increase brand awareness from Zact and also assist the audience in finding solutions to get rid of stains and yellowed teeth caused by coffee, tea and cigarettes.

Keywords: Brand Awareness, Yellow Teeth, Coffee, Tooth Stains, Promotion, Advertising, Cigarettes, Tea.