

ABSTRACT

DESIGNING A PROMOTION STRATEGY FOR JUICE ABC

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This study is a marketing and social media design study for ABC Juice by Heinz. With the aim of increasing sales and brand recognition for ABC Juice, this research aims to generate successful, engaging, easily understandable, and target demographic-appropriate advertising and promotion methods.

Baseline data was obtained, and respondents were given questions. To determine if there is a relationship between Brand awareness, Brand association, perceived Brand quality, and customer loyalty for Buavita and ABC Juice brands, the researcher compared these factors using mean values and Pearson correlations (Pearson product-moment correlation coefficient). According to the study findings, Buavita juice brand is more popular than ABC juice brand in terms of brand recognition, affiliation, perceived quality, and customer loyalty. This study shows the relationship between customer loyalty and brand awareness, brand association, and perceived brand quality for Buavita and ABC juice brands.

In addition to observations and interviews, questionnaires and literature review were also used as research methodologies. Based on the research needs, data will be collected and organized, and creative media, internet advertising, and promotions are part of the theoretical framework.

Keywords: Brand awareness, Creative Media, and Promotion.