

## **ABSTRACT**

Honey is one of the natural supplements that offers numerous benefits. It comes in various types, one of which is acacia honey that offers advantages ranging from health to beauty. One such product is CLB Honey, which specializes in 100% pure acacia forest honey. CLB Honey offers a range of sizes and variants to cater to consumers' needs. However, due to insufficient brand communication to the public, there is still limited awareness among people about the MADU CLB product, resulting in a lack of brand awareness.

In response, the author will devise a creative strategy to build brand awareness. The author has gathered data through interviews with the owner of MADU CLB and distributed questionnaires to the general audience. The author will create a creative marketing strategy based on the behavior of the target audience.

Keywords: MADU CLB, supplement, Promotion