

ABSTRACT

The development of the times is increasingly advanced, this aspect makes the audience keep abreast of the times, in many fields, one of which is in the field of fashion, fashion is not only about clothing but includes a broad field, one of which is perfume, the trend of perfume is now increasingly attracting many manufacturers who flock to create their own brand, one of which is the Kahf perfume brand, in daily life we are faced with many outdoor activities for this reason the demand to always be fresh and smell good is an obligation, but Kahf is still not well known by the public, therefore designing a creative strategy for promoting the Kahf perfume brand must be carried out with the aim of providing information and public awareness Regarding the uniqueness and attractiveness of a Kahf perfume brand, the design of this promotion strategy will be carried out by exploring qualitative and quantitative data research by making observations using questionnaires, interviews and also library studies. And it will be followed by data analysis using the SWOT, AISAS and AOI methods, which aims to produce an attractive promotion and a message with the right communication, in order to increase sales and awareness of the Kahf perfume brand. The author hopes that this discussion will bring up new ideas and ideas about creative product promotion in order to get good results and increase public awareness.

Keywords: Brand, Creative, Kahf, , Perfume, Promotion, Strategy