

ABSTRACT

This research is a promotional and educational design research for one of the well-known sports brands from Indonesia, namely Ortuseight. This research aims to produce digital and promotional strategies that are effective, attractive, easy to understand and right on target for the target audience aiming to increase the amount of audience knowledge about the Ortuseight brand and knowledge about how important shoes are in sports activities. Ortuseigh has many products that are issued including jackets, jersey, socks, shin guards, shoes, cufflinks, t-shirts, and sports hijabs and so on with quite good quality. In addition, this research aims to provide education to the public, that the importance of exercising and safety equipment when exercising such as proper shoes, clothes, pants, or even socks as protection and also comfort, is also a means of educating the public. However, most sports brands that are of fairly good quality are still not well understood by the public due to a lack of education on the importance of safety equipment for sports. The research methods used include observation, interviews, questionnaires, and literature study. The data collected will be grouped and sorted according to research needs. The theoretical basis used includes brand awareness, creative strategies, colors, and promotions.

Keywords: *Digital Strategie, Ortuseight, Promotion, Sport Brand,*