

***Abstract:*** Milk contains various essential nutrients that can maintain the proper functioning of the body's organs and protect it from diseases. There are numerous benefits of drinking milk, such as providing calcium to strengthen bones and teeth. Additionally, milk has many health impacts, making it highly sought after by consumers. Some people may assume that consuming milk can lead to weight gain due to its fat content. However, some milk products have low-fat content and are suitable for those on a diet. Cimory Fresh Low Fat Milk is one such product suitable for individuals who are dieting, especially beneficial for teenagers who enjoy exercising and are either on a diet or aiming to maintain an ideal weight. Unfortunately, the benefits of this milk product have not been highlighted in its promotional strategies. Upon observing @cimoryindonesia's Instagram account, it is apparent that one of their digital promotional channels still focuses on promoting yogurt products. Therefore, the author aims to design a creative promotion through brand activation, targeting teenagers with a healthy lifestyle.

***Keywords :*** Milk, Cimory, Teens, Low Fat