

ABSTRACT
PACKAGING DESIGN AS A VISUAL CAMPAIGN FOR JEANS LOGO
PRODUCTS TO GEN Z

By:

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In today's marketplace, brands targeting Gen Z must understand the preferences, values and attitudes of this highly influential demographic. However, some brands may have difficulty adapting to the evolving tastes and preferences of this generation, either due to a lack of understanding or a desire to maintain their established brand identity. This can pose a challenge in developing a successful marketing strategy that resonates with Gen Z while maintaining brand authenticity. Brands that fail to appeal to this demographic may risk losing relevance and market share, as Gen Z has a strong influence over the buying decisions of both their peers and their parents. To address this challenge, brands must embrace Gen Z values and preferences while staying true to their core identity. This may require significant research and development effort, as well as a willingness to take risks and experiment with new marketing strategies. According to preliminary studies, the jeans logo is completely out of trend, especially on the packaging front, and the tagline doesn't come close to their target market's preferences. This study aims to design a product visual campaign packaging from the jeans logo. The design method uses UCD (User center design) in order to meet the requirements and needs of users. The results of this study are packaging designs with the implementation of products with the jeans logo that can attract the attention of Gen Z.

Keywords: Logo Jeans, Brands, Gen Z, Packaging