

ABSTRACT

Currently, packaged drinks are highly sought after by many people, especially those from the teenage to adult age range. The introduction of packaged drinks has been welcomed with open arms due to the ease of obtaining and consuming them without a lengthy process. Students often face academic pressure that affects their eating and consumption habits, leading them to overlook things that are actually important, such as choosing healthy food and drink options, including packaged drinks. Many packaged drinks claim to be "healthy" and "low sugar" but actually contain added sugars. PT Frisian Flag Indonesia has a brand that has the potential to replace low-sugar healthy breakfast options, namely ready-to-drink milk from Frisian Flag. However, ready-to-drink milk from Frisian Flag faces a challenge due to a lack of consumer awareness of the product, caused by a lack of promotion and a target market that is still the same as that of PT Frisian Flag Indonesia's main brand, Frisian Flag condensed milk. Therefore, a new strategy is needed to differentiate Frisian Flag's ready-to-drink milk from its condensed milk, so that consumers understand the position and differences between the two brands. To achieve this goal, appropriate theories must be applied to help achieve the desired outcome. The solution to this problem is to develop a new promotional strategy for Frisian Flag's ready-to-drink milk product that is distinct from the main brand of PT Frisian Flag Indonesia, Frisian Flag condensed milk.

Keyword: *frisian flag, low sugar, promotion, UHT milk*