

## **ABSTRACTION**

NDM production is a digital agency branding that has the right audience target. Branding NDM provides an essential role in shaping consumer perceptions of the company and its product. With the right strategy, companies can create strong identities, differentiate themselves from competitors, and influence customer preference and loyalty. However, the NDM production does not have a marketing branding that focuses on creative and contextual content attracting attention and participation from broader, micro, small, and medium enterprises. Thus, among the solutions to the problem is carefully producing the branding NDM strategies that match the audience's target. The method is qualitative descriptive. This design aims to provide a solution to branding production to become better known to the target audience.

Keywords: Branding, Strategy creative, NDM Production.