

ABSTRACT

Advertising is present to face the dominance of competitors in fighting for consumers. Advertisements that are used for promotional purposes for a brand or product are called commercial advertisements. Along with its development, advertising has appeared in various forms, until now online advertising is available, one of which is commercial video advertising. Of course, brands are taking advantage of this development in promoting their products, Brodo is one of the brands that is taking advantage of it. Brodo is a local shoe brand that has been established since 2010. Brodo has grown rapidly by presenting various shoe models such as formal shoes, casual shoes, boots and sneakers. Since 2021, Brodo has presented its newest shoe variant, namely sports shoes called the Brodo Active catalogue. With its presence which can be said to be new compared to the types of shoes that Brodo has previously provided, consumers are still less aware of its presence. Therefore, Brodo Active commercial advertising videos can be a solution in increasing brand awareness by utilizing YouTube as the main media for distribution.

Keywords: *Commercial Advertising Video, Brodo Active, Brand Awareness, Youtube.*