

## **ABSTRACT**

The Biore Experience Series hasn't gained the same brand awareness as other Biore body wash lines like "Beauty Body Foam" and "Bright Body Foam," making it less attractive to consumers. To address this, Biore should focus on brand activation to boost the Biore Experience Series. Brand activation involves engaging consumers in a way that deepens their understanding of the brand, leading them to integrate it into their lives. This can be achieved by organizing events aimed at active women aged 18-25 in urban Indonesia. The aim is to enhance brand awareness of the Biore Experience Series, showcase the product's unique features, and forge an emotional bond with the target demographic. Building this emotional connection can increase brand awareness, raise the brand's value, and ultimately encourage customer loyalty. The design results indicate that the design, using the employed data collection methods, can enhance brand awareness for the Biore Experience Series.

**Keyword:** Brand Activation, Brand Awareness, Biore Experience Series