

## **ABSTRACT**

In the modern era, skincare awareness is on the rise, with the beauty and personal care market projected to grow steadily. The trend towards vegan skincare is driven by an interest in environmentally friendly lifestyles. Base, a local brand recognized as the "#1 Vegan Beauty Brand In Indonesia," offers personalized, vegan-friendly beauty products. However, Base faces challenges in promoting its brand effectively due to a lack of brand experience and insufficient media and visual strategies. This study aims to design a brand activation strategy to enhance Base's brand awareness by focusing on brand experiences and optimizing promotional visuals. The research employs literature reviews, interviews, observations, and questionnaires, utilizing SWOT, AISAS, AOI, and competitor matrix analyses to guide the strategy.