

ABSTRACT

The practicality of ready-to-eat processed food is certainly familiar because there are so many instant food enthusiasts. It has a short cooking process that takes 3-5 minutes. According to Grand View Research, the fast food market in 2019 and is expected to continue to increase by 5.5% from 2020 to 2027. Since the 2020 pandemic online sales have increased due to staying at home, all supermarkets have closed offline sales and then opened online sales so that consumer needs are met and instant food products are a practical solution. So this design makes brand recognition advertising media for the latest instant ready-to-eat food products, namely ABC serundeng sardines, which are not yet known for the uniqueness of this product by the millennial generation, namely working mothers. As well as increasing the introduction of promotions on offline media to focus on ABC sardines products having the latest flavors through POP and product design. With the method of interviews, observations, questionnaires and data analysis, to introduce ABC sardines serundeng products in order to expand product information to market reach.

Keyword: Brand Recognition, Offline Media, and Sardines ABC serundeng,.