

ABSTRACT

Exsport builds brand value with 3 activities (productive, active, and recreative). However, based on questionnaire data, awareness of Exsport: Recreative is still much lower in the target audience's minds than the other activities (productive and active). Based on the observations, the brand activation that has been done by Exsport still does not raise the awareness of Exsport: recreative. One effort that Exsport can make to increase awareness is creating an activation that focuses on the Exsport: recreative by bringing the theme of traveling. Data collection methods are done with observation, interviews, questionnaires, and literature studies. The collected data will be processed and analyzed using the comparative matrix analysis method, SWOT analysis, AOI, and AISAS. Data collection and analysis are carried out to ensure that the message strategy, media strategy, and visual design align with the target audience and effectively address the identified problems. The segmentation that will be discussed in this design is women aged 25-30 years domiciled in Bandung and Jabodetabek. Through this design, it is hoped that it can be a solution for Exsport in increasing awareness of Exsport: Recreative and developing the Exsport Club.

Keywords: activation, awareness, Exsport: Recreative