

ABSTRACT

Plan Paint Indonesia faces the phenomenon of low customer engagement and loyalty toward its high-quality automotive paint products. This issue can hinder the company's market share growth and achievement of sales targets. This study is significant as it provides strategic solutions to strengthen brand image, increase brand awareness, and build long-term customer loyalty.

The objective of this research is to design an effective brand activation strategy to strengthen the emotional connection between the brand and its customers through interactive experiences, both digitally and offline. The study employs a descriptive qualitative method with a case study approach.

Data were collected through in-depth interviews with management and customers, direct observations of Plan Paint Indonesia's marketing activities, and analysis of documents related to previous marketing strategies.

The findings reveal that integrating digital media, such as social media and websites, with offline programs, such as exhibitions and interactive workshops, effectively enhances customer interaction and engagement with the brand. Additionally, a storytelling approach aligned with customer needs and preferences successfully fosters a stronger emotional bond.

The brand activation strategy developed from this research is expected not only to increase brand awareness but also to enhance customer loyalty, improve the company's competitive value in the market, and promote sustainable business growth. These findings provide valuable insights for other companies in similar industries to optimize their marketing activities.

Keywords: Brand Activation, Consumer Loyalty, Automotive Paint, Plan Paint Indonesia.