

ABSTRACT

Bandung is one of the cities that is surrounded by mountains so that many outdoor enthusiasts are drawn to it. Making outdoor equipment very much needed when doing outdoor activities, in addition to being used for safety with the brand Arei, outdoor equipment remains stylish. Many Gen Z also use outdoor equipment in their daily activities, but Arei hasn't become the first to come to mind when it comes for outdoor equipment brand amidst outdoor enthusiast, even some people weren't aware of the brand Arei. It is necessary to introduce Arei through brand activation such as events to increase brand awareness to reach a wider demographics, especially towards Gen Z. By creating an event, it is believed to be very effective in introducing the brand to public who are not yet familiar with outdoor activities.

Keyword: *Outdoor, AREI, Event*