

ABSTRACT

The increasing competition in the digital financial industry drives financial institutions to develop more creative and targeted communication strategies. In response to this, this project was designed to support the promotion of Livin' by Mandiri services, particularly the Livin' Sukha feature, to remain competitive and relevant amid the fast-paced, visual, and interactive trends of digital content consumption. This video was produced as part of Bank Mandiri's participation as the official partner of Jakarta x Beauty 2024, one of the largest beauty exhibitions in Indonesia organized by Female Daily Network, featuring hundreds of local and international brands. The video production was carried out by Brand Studio detikcom through three main stages: pre-production, production, and post-production, following the mass communication theory approach based on audiovisual media. The message delivery strategy applied five execution styles, namely Slice of Life, Lifestyle, Fantasy, Mood or Image, and Personality Symbol. The final output is a short commercial video that is communicative, interactive, and effectively increases audience awareness and engagement in the digital era, distributed via the Instagram social media platform.

Keywords: *Production, Commercial Advertising, Message Execution Style, Jakarta x Beauty.*