

ABSTRACT

bluSaving is a digital savings feature from the blu by BCA application, designed to help users manage their finances more systematically by separating savings from the main balance. Although this feature offers a practical solution for Generation Z's financial needs, brand awareness of bluSaving remains relatively low. One of the contributing factors is the visual communication approach, which has not fully aligned with the characteristics of Gen Z—who tend to prefer expressive, visual-oriented, and storytelling-based messaging.

This final project aims to design a promotional campaign strategy that enhances bluSaving's brand awareness through a visual approach that is relevant and appealing to Gen Z audiences. The design process includes digital platform observation, literature review, questionnaires, and interviews to gain insights into the audience's communication preferences.

The proposed solution is an interactive campaign titled bluWish, a savings challenge with a target system, presented through a narrative visual concept that evokes curiosity and emotional engagement. The campaign is supported by digital media aligned with Gen Z's media behavior and reinforced by consistent and communicative visual messaging. This strategy is expected to build a stronger connection between the audience and bluSaving, while also increasing brand awareness of the feature.

Keywords: *bluSaving, brand awareness, Generation Z, promotional campaign, visual strategy, digital banking*