

ABSTRACT

Brand activation is a marketing strategy to enhance brand experience and consumer engagement through interactive experiences. Make Over, as a leading local cosmetics brand, experienced a decline in blush sales, necessitating an innovative marketing strategy to improve brand experience and consumer loyalty. This study employed qualitative methods, including literature review, observation, in-depth interviews, and questionnaires. The literature review explores the concepts of brand activation and color analysis, observations were conducted on Make Over's marketing strategies and those of its competitors, while interviews and questionnaires were distributed to women in Bandung City to understand their preferences and level of awareness regarding brand activation and blush on selection. The research findings indicate that education on color analysis and brand experience plays a crucial role in enhancing consumer engagement and product appeal. As a solution, brand activation was designed in the form of interactive events that educated consumers about color analysis and choosing blush according to skin tone, supported by visual media to reinforce the effectiveness of the strategy. It is hoped that this strategy will enhance the brand experience, rekindle consumer interest, and maintain Make Over's position in the cosmetics industry.

Keywords: Brand Activation, Blush, Make Over, Color Analysis, Brand Experience.