

ABSTRACT

The trend of coffee consumption among young people, especially in Bandung, has significantly increased and become part of their lifestyle. Although Nescafé as a brand is widely recognized, its Nescafé Gold variant remains relatively unknown, particularly in terms of its premium qualities and unique characteristics. This indicates that the current promotional strategies have not been effective in building strong brand awareness, especially at the brand recall level. This study aims to design a promotional campaign using a creative and relevant brand activation approach to increase brand awareness of Nescafé Gold among young adults aged 19–24. The research methods include literature studies, observation, interviews, questionnaires, as well as SWOT, AOI (Activity, Opinion, Interest), and AISAS (Attention, Interest, Search, Action, Share) analyses. The outcome is expected to enhance the audience's understanding of Nescafé Gold's strengths and distinctive features through interactive promotional media, compelling visuals, and events aligned with youth interests.

Keywords: Brand awareness, brand activation, brand recall, Nescafé Gold, promotional strategy, youth.