

Abstract: Awareness among young people about the importance of maintaining a healthy lifestyle has significantly increased in recent years. However, a common misconception persists that Greek yogurt is consumed solely for dieting purposes, which hinders its broader acceptance. Heavenly Blush Greek Yogurt Plain, enriched with high protein content and HB10 probiotic cultures, holds strong potential as a healthy snack to support daily activities. This final project focuses on designing a creative advertising campaign based on consumer research in Bandung City. The methods used include in-depth interviews, field observations, surveys, as well as Area of Interest (AOI) and SWOT analyses. The findings indicate that educational visual strategies, collaborations with influencers, and the use of digital media such as TV commercials, billboards, and social media can effectively increase audience interest and reshape perceptions positioning Greek yogurt as an integral part of a healthy lifestyle rather than merely a diet food.