

ABSTRACT

Buavita Korean White Peach is the latest variant from Buavita, containing 1,000 mg of collagen and fulfilling 100% of the daily vitamin C requirement. Despite being part of a major brand in Indonesia, public awareness of this product remains low. Based on questionnaire results and observations, most consumers are unaware of the product's key ingredients and benefits, and are unable to distinguish it from other fruit juice variants. This research aims to design an advertising campaign to increase awareness of Buavita Korean White Peach, particularly among women aged 25–40 in Bandung who are interested in skin health and beauty. Data collection techniques include observation, questionnaires, interviews, and literature review. The data is analyzed using a SWOT approach, visual analysis, and the AISAS consumer behavior model. The design results indicate that an advertising campaign centered around a pop-up store event, combined with a social media strategy, direct education, and experiential marketing, has the potential to attract the target audience's attention. This strategy is designed to allow consumers to experience the product's benefits firsthand while strengthening their emotional connection with the brand.

Keywords: AISAS, Brand Awareness, Buavita Korean White Peach, Campaign.