

ABSTRACT

Bear Brand is widely recognized as a sterilized milk product commonly associated with physical recovery during illness. However, this perception limits its relevance as a daily health-supporting beverage, particularly among Generation Z. This study aims to develop a brand activation strategy that repositions Bear Brand as part of a consistent healthy lifestyle. Employing both qualitative and quantitative methods, the research involved distributing questionnaires to target audiences, conducting interviews with branding experts and health professionals, and utilizing SWOT analysis along with the AISAS communication model. The findings indicate that although Bear Brand has high brand awareness, most consumers still perceive it as a product for occasional use. In response, the Bear Brand Sleep Lab concept was proposed a brand activation approach that integrates emotional, educational, and digital experiences to foster deeper consumer engagement. This strategy is expected to create a stronger and more relevant brand association aligned with a sustainable healthy lifestyle and broaden consumer perception of Bear Brand.

Keyword: *Brand Activation, Brand Association, Gen Z, Milk*