

ABSTRACT

The rapid growth of the frozen food industry in Indonesia has encouraged many brands to innovate products that appeal to the younger generation, especially university students. So Good, as a leading frozen food brand, launched the Mac & Cheese Chicken Nugget variant that combines cheese, macaroni, and chicken into one convenient product. However, as a new product, its brand awareness remains low, particularly among college students in Bandung, the primary target audience. This study aims to design a creative advertising campaign to increase brand awareness for So Good Mac & Cheese Chicken Nugget using the AISAS model (Attention, Interest, Search, Action, Share), which aligns with the digital behavior of Gen Z. The campaign strategy focuses on using relevant media such as digital platforms (YouTube commercials, TikTok, Instagram), out-of-home media (poster, billboard, mood scanner), print media (Roll banners, flyers), and interactive platforms like Instagram filters and POP designs (temporary POP, floor sticker). The design process uses a qualitative method involving primary data from interviews from 2 male students, 2 female students, 1 former advertising agency worker and secondary data from literature review. This campaign is expected to create engaging visual communication and build a product image that resonates with students as the target audience.

Keywords: Advertising Campaign, Frozen Food, Brand Awareness, College Students, AISAS, So Good, Visual Communication Design.