

ABSTRACT

Public awareness of healthy lifestyles in Indonesia has significantly increased in the post-pandemic era, driving the consumption of healthier snacks, including protein bar products. Fitbar Protein Bar, an innovation by Kalbe Nutritionals, was developed to meet the nutritional needs of urban, active individuals aged 18–35. However, data shows that its brand awareness remains relatively low compared to key competitors such as Soyjoy. Therefore, this study aims to design an integrated advertising campaign to enhance brand awareness and influence consumer behavior using the AISAS model (Attention, Interest, Search, Action, Share). This project was carried out using a descriptive qualitative approach, with data collected through literature studies, consumer surveys, and in-depth interviews with both the target audience and nutrition experts. The outcome is a campaign titled “Gerak Beda, Energi yang Sama!” (“Different Moves, Same Energy!”), which integrates the communication strategy (What to Say), visual and media strategy (How to Say), and the implementation of both digital and conventional media such as Instagram, TikTok, billboards, and ambient media tailored to the digital behavior of the target audience. The campaign is designed not only to attract attention and build positive brand perception but also to encourage information-seeking behavior, increase purchase intention, and facilitate online engagement and sharing. Thus, the campaign successfully addresses the research objectives by increasing brand awareness and influencing consumer purchasing behavior. Additionally, this project contributes academically to the field of visual communication design based on digital consumer behavior analysis.

Keywords: *Brand Awareness, Healthy Lifestyle, Fitbar Protein Bar, Visual Communication Design, Advertising.*