

Abstract

This final project focuses on the brand activation strategy for Men's Biore Cool Oil Clear, aimed at increasing product recognition and engagement among Gen Z males in Bandung. The study employs a mixed-method approach, including surveys and observational data, to understand consumer behavior and preferences. The proposed strategy emphasizes the use of outdoor media, such as billboards and vehicle stickers, alongside interactive digital and physical promotional activities. By integrating theoretical frameworks like SWOT and AOI analysis, the research offers actionable insights into effective brand positioning and consumer engagement, highlighting the product's unique selling proposition of refreshing oil control for active lifestyles.