

ABSTRACT

The growing awareness of the importance of skincare and joint health among young people has increased the demand for practical and effective products. Collagena, a sterilized milk product containing 1,000 mg of collagen, offers a functional solution to support a healthy and active lifestyle, particularly for individuals aged 20–25 in Jakarta. However, despite promotional efforts involving influencers and well-known brand ambassadors, consumer skepticism regarding the product's effectiveness still persists. Therefore, this campaign is designed to address those concerns through an emotional, educational, and interactive approach that emphasizes effective visual communication strategies. Utilizing qualitative methods such as observation, interviews, questionnaires, and literature studies, the campaign applies the AISAS model to design a communication flow that is relevant to the target audience. The campaign incorporates both digital and offline media, as well as interactive elements like the CollGen Track application. The objective is to build trust, enhance brand awareness, and foster emotional engagement between the product and its audience.

Keywords: advertising campaign, communication strategy, collagen promotion, AISAS, Collagena