

ABSTRACT

Viva Cosmetics is a local cosmetic brand that has long been present in Indonesia, offering products specifically formulated for Indonesian women living in a tropical climate. However, the brand is often perceived as outdated by Generation Z. The mismatch between the brand image and preferences of Generation Z has become a major issue, especially amidst the increasingly competitive beauty industry. This study aims to design a promotional advertising campaign that can rebuild the image of Viva Cosmetics to better align with the characteristics of Generation Z, particularly in East Jakarta. Data collection methods include literature studies, observation, interviews, and questionnaires, which are then analyzed using the AISAS and SWOT methods to formulate an effective visual communication strategy. The campaign is implemented through a brand activation titled “Tone SurVIVAL”, highlighting the importance of choosing makeup that suits both the tropical climate and personal color. The main media designed for this campaign include an exhibition event, YouTube ads, out-of-home media, social media, and print media. This design is expected to provide a visual communication strategy that is more relevant to the lifestyle and preferences of Generation Z.

Keywords: Brand Activation, Generation Z, Brand Image, Promotional Strategy, Viva Cosmetics