

ABSTRACT

Consina is a local outdoor equipment brand that provides a wide range of products for nature-related activities such as hiking and camping. Although the brand offers competitive quality, it remains relatively unknown among young people. Based on this background, this study aims to design a promotional strategy to increase Consina's brand awareness, particularly among individuals aged 18–26 who are beginning to show interest in outdoor activities, either due to trends (FOMO) or personal motivation to try new experiences. Data collection methods include observation, interviews, literature studies, and questionnaires distributed to the target audience. The collected data is analyzed using SWOT and AISAS methods to formulate a relevant and effective communication strategy. The result of this study is a promotional campaign concept in the form of an experiential event called Altura Sense, using an immersive projector room at a shopping mall as the main medium. Supporting media such as social media content, visual materials, and merchandise are also designed to strengthen the campaign message and attract audience interest. Through this creative strategy, it is expected that Consina will become more recognized and accepted by the target audience as a relevant outdoor gear brand that aligns with their needs and lifestyle.

Keywords: Brand Awareness, Promotional Strategy, Outdoor Activity, Consina, Altura Sense