ABSTRACT

This thesis is about vitamin supplements, which nourish internal and external health performance. Nowadays, a lot of people turn to look after themselves by exercising, consuming supplements and others. Their purpose is to make them healthy. The product has a playful design, it is convenient and also gives the benefit at the same time. So, the target group is male and female in the age of 20 – 35. However, the product has been launched for 3 years but it is not well-known and noticeable enough and people also still don’t know the benefits of the product. So, it has become this project for my thesis. The objective is to introduce the product and brand to customers, to help customer know the benefit of the product, and to make the brand become more well known.

The process of finding information included collecting data with questionnaires to gather general insights of the target group then doing a focus group of 5 people including male and female who usually concerned about health and also experienced consuming supplement to know deeper insights. After gathering the information processes, it was revealed that people usually care about skin caring, nutrition replacement, and exhaustion relievable. Moreover, the form of the does had affected the choice of consuming supplement. The interpretation from the data states that most people are concerned with internal and external health especially their physical appearance. However, People don’t really believe that the supplement product in this study can be helpful. They just concern about drink for fun. It is difficult to change their perception with this product.

The main concept is Fresh Doze Pres and Shake can nourish people who consume all the time. The mood and tone are playful, confident, and refresh. The concept is about vitamin supplements that can nourish you all the time wherever you go, and they also represent the product of beauty and confidence by the characteristic of the model. There will be ten scope of works included print advertisings, ambient advertising, TVC in 30 seconds., radio spot in 30 seconds, billboard advertisings and new medias.

In conclusion, the strong point of the product is vitamin powder supplement that dissolves in water where it can be taken anytime, which is different from the others.