

ABSTRACT

Perancangan Visual Promosi Peralatan Tulis Merek BIC
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BIC is one of the famous stationery brand in world. Besides, they have stop their marketing activities and distribution a couple years in Indonesia. Therefore BIC lost their brand awareness from Indonesian target market. BIC have to create a new marketing strategies to build share of mind or brand awarenes, among the primary target market, that is the high-school students.

To create a new marketing communication campaign, writer designed a new promotional theme, that is "Raih Impian Besarmu, Bersama BIC", and adopted social-media as the primary medium. BIC also created a drawing competition for students with a theme "Raih Impian Besarmu, Bersama BIC". In accordance, writer also created the new BIC's tagline, "Think Big, Think BIC" and supported with posters and road show to schools.

Social media design featuring "Raih Impian Besarmu, Bersama BIC" is created to attract the attention of the students, which showed BIC is a choosen product for students in achieving their "Impian besar-mu" (Big dreams). BIC BOY a indispensable "friend" is in the learning process at school.

Key words : Stationery, BIC, Big Dream, Student, Think Big, Thing BIC