

## ABSTRAK

Title: *:Brand Communication Strategy in Forming BENQ Interactive Flat Panel Awareness*  
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This study aims to determine the brand communication strategy in forming awareness of BENQ Interactive Flat Panel. This type of research used in this research is qualitative research with a case study approach. Brand awareness is very important for every business to be known by many people. Starting to be known since 2012, this method has become the most effective method in the era of digital marketing until now. Even large companies use this marketing method. Promoting through content marketing has existed since a few years ago. This is unfortunate because content marketing has many benefits, such as increasing a website's traffic, generating more prospects, shortening the sales cycle, and so on. If you want to build brand awareness, making quality content on a regular basis can be a very influential tactic for brand development. In addition to quality content, it turns out that having a responsive and attractive website can also make customers interested in reading it. Then through offline promotions can be done in several ways. First by making leaflets which will be distributed to the public directly, installing banners containing logos, promotions, and renting large billboards that are in strategic places. So it can be said that each company has its own brand communication strategy to form brand awareness.

Keywords: *Promotion Strategy, Media Promotion, Brand Communication*