

## ***ABTRACT***

### ***SALOMON SHOES ADVERTISEMENT VIDEO DESIGN TO BUILD BRAND IMAGE AS A FASHION LIFESTYLE AMONG GENERATION Z***

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*This study aims to strengthen the brand image of Salomon shoes as a modern fashion icon through advertisement design. Originally known as outdoor sports footwear, Salomon has transformed into a part of urban fashion favored by younger generations, particularly Gen Z. The advertisement design highlights the strengths of Salomon's design and flexibility by utilizing visual elements, cinematography, colour grading, and digital marketing strategies. This research also explores the role of advertising in building emotional connections between the brand and the audience, as well as increasing public understanding of the product's evolving function. The results are expected to provide both practical and theoretical contributions to the development of visual advertising strategies and serve as a reference for enhancing brand image in the digital era.*

**Keyword:** *Salomon shoes, modern fashion, advertisement, visual elements, Generation Z*

**References :**

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