

ABSTRACT

This study aims to determine the effect of Slogan and Brand Ambassadors on Brand Awareness. The type of research used is explanatory research using hypothesis test or quantitative approach. The sampling technique used in this research is convenience sampling method with 150 responden samples through distributing questionnaires to students at Diponegoro University Semarang. The analysis in this research using multiple regression analysis technique. The result of the research shows that there is positive and significant influence between variable of Slogan and Brand Ambassador to Brand Awareness variable either individually or simultaneously.

Keywords: Slogan, Brand Ambassador, Brand Awareness.