

TABLE OF FIGURES

Figure 2.1 The Facet Model of Effects	16
Figure 2.2 Real Beauty Campaign.....	19
Figure 2.3 Share a Coke Campaign	19
Figure 2.4 Campaign Use DKV Theory	25
Figure 2.5 Kinds of Lines	27
Figure 2.6 Kinds of Shape	28
Figure 2.7 Fields and Shapes	28
Figure 2.8 Primary and Secondary Color Diagrams.....	29
Figure 3.1 Infographic Data on Cases of Bullying Perpetrators.....	32
and Victims in 2016-2020	32
Figure 3.2 Data on violence against children by region in Indonesia.	32
Figure 3.3 Nivea Logo.....	33
Figure 3.4 Nivea Campaign #ILOVEMYBODY	34
Figure 4.1 What to Say Framework.....	50
Figure 4.2 Visual Enrichment Reference	58
Figure 4.3 Poster Campaign Reference	58
Figure 4.4 Sunborn Fonts	59
Figure 4.5 Chewy Fonts.....	59
Figure 4.6 Color Palette.....	60
Figure 4.7 Campaign Logo	61
Figure 4.8 Perception Posters	62
Figure 4.9 Perception Posters	63
Figure 4.10 Twitter Thread.....	63
Figure 4.11 Instagram Post.....	64
Figure 4.12 Campaign Video.....	65
Figure 4.13 Brochure.....	66
Figure 4.14 Story Template	66
Figure 4.15 Main Event Poster	67
Figure 4.16 Merchandise	68
Figure 4.17 Instagram Filter	68

Figure 4.18 Event Stage.....	69
Figure 4.19 Photobooth	70