

5.1 Kesimpulan.....	51
DAFTAR PUSTAKA.....	53

DAFTAR GAMBAR

Gambar 2.1 <i>Brand Awareness</i>	13
Gambar 2.2 Macam Macam Garis	16
Gambar 2.3 Macam Macam Warna	17
Gambar 3.1 Logo Mines by Eva	19
Gambar 3.2 Produk Mines by Eva	21
Gambar 3.3 Observasi Mines by Eva	23
Gambar 3.4 Wawancara dengan <i>Owner Mines</i> by Eva	24
Gambar 3.5 Wawancara <i>Online</i> dengan <i>Owner Mines</i> by Eva	24
Gambar 3.6 Wawancara <i>Online</i> dengan Konsumen Mines by Eva	27
Gambar 3.7 Eksistensi <i>Brand Mines</i> by Eva	28
Gambar 3.8 Faktor Membeli suatu Produk <i>Brand</i>	29
Gambar 3.9 Alasan Ketertarikan Konsumen membeli Produk	30
Gambar 3.10 Logo Gee Apparel	32
Gambar 3.11 Ruangan Gee Apparel	33
Gambar 4.1 Konsep Pesan (Big Idea)	42
Gambar 4.2 Referensi Visual	45
Gambar 4.3 Font Vogue	45
Gambar 4.4 Pallet Warna	46
Gambar 4.5 Poster Digital	47
Gambar 4.6 Poster	48
Gambar 4.7 Feeds Instagram	49
Gambar 4.8 Event Booth	49

DAFTAR TABEL

Tabel 3.1 SWOT Mines by Eva dan Monel	34
Tabel 3.2 Matriks Perbandingan Strategi Promosi	36
Tabel 3.3 Matriks Penarikan Kesimpulan	38
Tabel 3.4 AISAS	40