

## DAFTAR GAMBAR

|  |    |
|--|----|
| Gambar 1.1 Stella Pocket .....                     | 13 |
| Gambar 1.2 Promosi yang sudah Stella lakukan ..... | 14 |
| Gambar 2.1 Model Aisas .....                       | 23 |
| Gambar 3.1 Logo Stella .....                       | 32 |
| Gambar 3.2 Instagram Stella .....                  | 33 |
| Gambar 3.3 Youtube Stella .....                    | 34 |
| Gambar 3.4 Facebook Stella .....                   | 34 |
| Gambar 3.5 Tiktok Stella .....                     | 35 |
| Gambar 3.6 Stella Pocket .....                     | 37 |
| Gambar 3.7 Stella Pocket tampak samping .....      | 38 |
| Gambar 3.8 Logo Dahlia .....                       | 43 |
| Gambar 3.9 Logo Glade .....                        | 45 |
| Gambar 4.1 Videotron kotak .....                   | 59 |
| Gambar 4.2 Referensi Visual .....                  | 62 |
| Gambar 4.3 Referensi Visual .....                  | 62 |
| Gambar 4.4 Font Gloosy Sheen .....                 | 63 |
| Gambar 4.5 Helvetica .....                         | 63 |
| Gambar 4.6 Colour Palette .....                    | 64 |
| Gambar 4.7 Desain billboard 1 .....                | 64 |
| Gambar 4.8 Desain billboard 2 .....                | 65 |
| Gambar 4.9 Desain Poster .....                     | 67 |
| Gambar 4.10 Mock up poster .....                   | 68 |
| Gambar 4.11 Media ambien di toilet .....           | 68 |
| Gambar 4.12 Mock up Videotron .....                | 69 |
| Gambar 4.13 Mockup Flag Banner .....               | 69 |
| Gambar 4.14 Mock up peletakkan produk .....        | 70 |
| Gambar 4.15 Mock up x banner .....                 | 74 |
| Gambar 4.16 Event tampak depan .....               | 75 |
| Gambar 4.17 Event tampak Atas .....                | 75 |
| Gambar 4.18 Spinning the Wheels .....              | 75 |
| Gambar 4.19 Product experience 1 .....             | 76 |
| Gambar 4.20 Product Experience 2 .....             | 76 |
| Gambar 4.21 Event tampak Belakang .....            | 76 |
| Gambar 4.22 Desain baju merchandise .....          | 77 |