

DAFTAR GAMBAR

Gambar 2. 1 Color Pallette Milo	17
Gambar 2. 2 Contoh Desain Layout	18
Gambar 2. 3 Sans Serif Modern	19
Gambar 3. 1 Logo Nestle	22
Gambar 3. 2 Milo Less Sugar.....	24
Gambar 3. 5 Instagram Milo	26
Gambar 3. 6 Youtube Milo Indonesia	27
Gambar 3. 7 Wawancara bersama PT Nestle Sales and Commercial Development.....	29
Gambar 3. 8 Wawancara bersama Putri Puspita Dewi via Zoom	31
Gambar 3. 9 Hilo Calcium Less Sugar	35
Gambar 4. 1 Referensi Visual.....	43
Gambar 4. 2 Font yang digunakan.....	44
Gambar 4. 3 Font yang digunakan.....	44
Gambar 4. 4 Color Palete.....	45
Gambar 4. 5 Bus Sekolah.....	51
Gambar 4. 6 Desain Billboard.....	51
Gambar 4. 7 Mockup Billboard di Ciumbuleuit, Bandung	52
Gambar 4. 8 Desain dan Mockup Poster di trotoar.....	53
Gambar 4. 9 Desain dan Mockup Poster di trotoar.....	54
Gambar 4. 10 Desain motion.....	55
Gambar 4. 11 Motion dan Mockup Screen di Mall	55
Gambar 4. 12 Motion dan Mockup screen.....	56
Gambar 4. 13 Milo Move Dance Tahap Eliminasi	57
Gambar 4. 14 feeds dan Stories Instagram Milo Less Sugar	58
Gambar 4. 15 Milo Move Dance Tahap Eliminasi	59
Gambar 4. 16 Milo Less Sugar Entrance	60
Gambar 4. 17 Screen Information	60
Gambar 4. 18 Dance Stage.....	61
Gambar 4. 19 Booth Free Drink Milo Less Sugar.....	61

Gambar 4. 20 Booth Free Drink Milo Less Sugar.....	62
Gambar 4. 21 Merch Booth Milo Less Sugar	62
Gambar 4. 22 Merchandise Milo Move Dance	63