

DAFTAR GAMBAR

Gambar 2. 1 Piramida Brand Awareness.....	15
Gambar 2. 2 Warna.....	20
Gambar 3.1 Logo Emina.....	23
Gambar 3.2 Produk Emina.....	23
<i>Gambar 3.3 Produk Emina Sun Battle SPF 35 PA+++</i>	<i>24</i>
Gambar 3.4 Produk Emina di Guardian.....	25
<i>Gambar 3.5 Instagram Emina</i>	<i>26</i>
<i>Gambar 3.6 Facebook Emina</i>	<i>27</i>
<i>Gambar 3.7 Youtube Emina</i>	<i>27</i>
<i>Gambar 3.8 Twitter (X) Emina.....</i>	<i>28</i>
Gambar 3.9 Website Emina.....	28
Gambar 3.10 Logo Azarine.....	34
Gambar 3. 11 Azarine Cicamide Sunscreen Moisturizer Spf 35.....	35
Gambar 4.1 Moodboard Referensi Visual.....	44
Gambar 4.2 Typeface	45
Gambar 4.3 Pallete Warna.....	46
Gambar 4.4 Billboard.....	48
Gambar 4. 5 Mockup Billboard	48
Gambar 4.6 Ambient Media Halte	49
Gambar 4.7 Poster Angkot	49
Gambar 4.8 Mockup Poster Angkot.....	50
Gambar 4.9 Poster Ojek Online	50
Gambar 4.10 Mockup Poster Ojek Online.....	51
Gambar 4.11 Feeds Instagram.....	51
Gambar 4. 12 Instagram Reels	52
Gambar 4.13 Pop-up Store.....	53
Gambar 4.14 Mockup Merchandise.....	54
Gambar 4.15 Filter Instagram	55