

## DAFTAR TABEL

|                                                           |     |
|-----------------------------------------------------------|-----|
| Tabel 3. 1 Varian Produk .....                            | 37  |
| Tabel 3. 2 FAB Produk .....                               | 39  |
| Tabel 3. 3 SWOT Produk .....                              | 40  |
| Tabel 3. 4 Data AOI Target Audiens .....                  | 47  |
| Tabel 3. 5 Data Kuesioner .....                           | 54  |
| Tabel 3. 6 FAB Perspirex.....                             | 56  |
| Tabel 3. 7 Varian Produk Perspirex .....                  | 58  |
| Tabel 3. 8 Media Promosi Perspirex.....                   | 61  |
| Tabel 3. 9 FAB Old Spice.....                             | 62  |
| Tabel 3. 10 Varian Produk Old Spice.....                  | 64  |
| Tabel 3. 11 Media Promosi Old Spice .....                 | 66  |
| Tabel 3. 12 Analisis SWOT Kompetitor.....                 | 69  |
| Tabel 3. 13 Matriks Perbandingan Data Usaha .....         | 70  |
| Tabel 3. 14 Matriks Perbandingan Data Media Promosi ..... | 70  |
| Tabel 3. 15 Matriks Perbandingan Desain Sebelumnya .....  | 72  |
| Tabel 3. 16 Media ATL & BTL .....                         | 73  |
| Tabel 3. 17 Kesimpulan Analisis .....                     | 75  |
|                                                           |     |
| Tabel 4. 1 Strategi AISAS.....                            | 85  |
| Tabel 4. 2 Timeline AISAS.....                            | 86  |
| Tabel 4. 3 Estimasi Budget.....                           | 89  |
| Tabel 4. 4 Tabel Rundown Talkshow DryMaxDryTalk .....     | 112 |