

Music Event Promotional Assignment

DONE BY: EVAN HARTONO

ART DIRECTION

MR. ARYO BIMO

LASALLE COLLEGE JAKARTA

Stage 1

- ▶ Chosen music genre: Pop (US Pop)
- ▶ Chosen brand: Fanta
- ▶ Music event name (3 Options):
 - ▶ **FantaLand Poppers**
 - ▶ Fanta Pops
 - ▶ Fanta Poppin' Land
- ▶ Looks: colorful, bright, modern
- ▶ Tone and manner: bright, modern, vibrant
- ▶ Time and venue: JIEXPO Kemayoran, 7 pm – 10 pm, 25 September 2021
- ▶ Performer/s: Ariana Grande, Sofia Carson, Dove Cameron, DCappella

Moodboard

Visual Approach Board

FantaLand Poppers

FANTALAND POPPERS

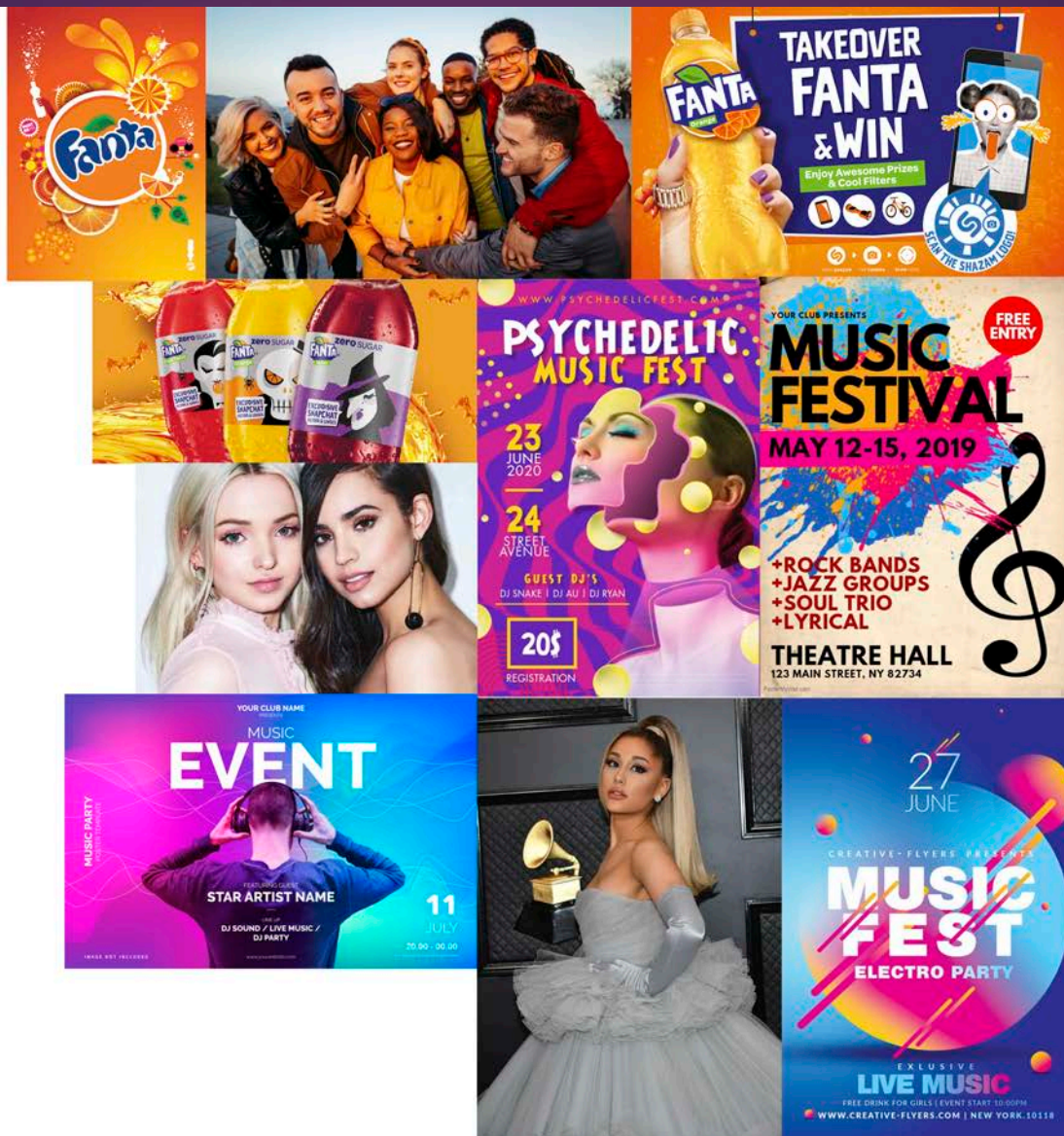
FantaLand Poppers

FantaLand Poppers

FantaLand Poppers

FantaLand Poppers

FantaLand Poppers



Music Event References

Music event looks references



Stage 2

- ▶ Event logo
- ▶ Key visual
- ▶ Magazine Ad
- ▶ Music Poster
- ▶ Newspaper Ad



Event logo



My chosen key visual

Magazine Ad and Music Poster



1



2

- 1) Magazine ad
- 2) Music Poster

Newspaper Ad



FANTALAND Poppers



JIEXPO Kemayoran
7 pm - 10 pm
Rp. 75,000 per guest for entry

25
SEPT.
2021

STARRING

ARIANA GRANDE, SOFIA CARSON, DOVE CAMERON, AND DCAPPELLA

Stage 3

- ▶ Ticket + mockup digital
- ▶ Umbul-umbul + mockup digital
- ▶ Backdrop + mockup digital
- ▶ MRT OOH (2 version) + mockup digital

Ticket + mockup digital



Umbul-umbul + mockup digital

FANTALAND
Poppers
sponsored by


25
SEPT.
2021

JIEXPO
Kemayoran
7 pm - 10 pm
Rp. 75,000 per
guest for entry

STARRING
ARIANA GRANDE, SOFIA CARSON,
DOVE CAMERON, AND DCAPPELLA

FANTALAND
Poppers
sponsored by




Backdrop + mockup digital



MRT OOH (horizontal version) + mockup digital

FANTALAND
Poppers sponsored by 

JIEXPO Kemayoran
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for entry

25
SEPT.
2021

STARRING
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DOVE CAMERON, AND DCAPPELLA



MRT OOH (vertical version) + mockup digital



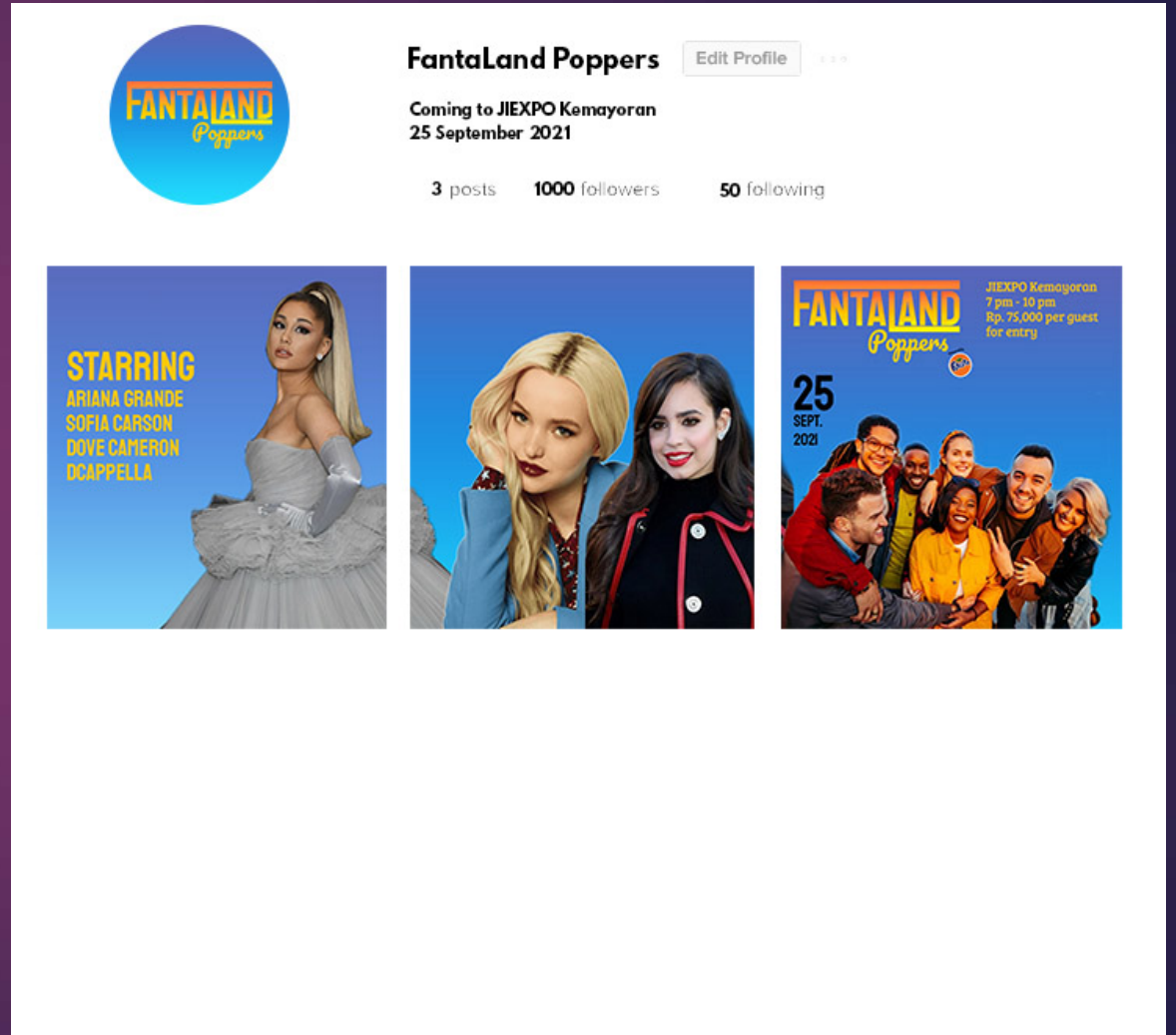
Step 4

- ▶ T-shirt merchandise + mockup digital
- ▶ 3 Instagram feed + mockup digital
- ▶ Web Banner medium rectangle + mockup digital
- ▶ Web Banner leaderboard + mockup digital
- ▶ Website (home page) + mockup digital

T Shirt Merchandise + Mockup Digital



3 Instagram feed + mockup digital



Web Banner medium rectangle + mockup digital

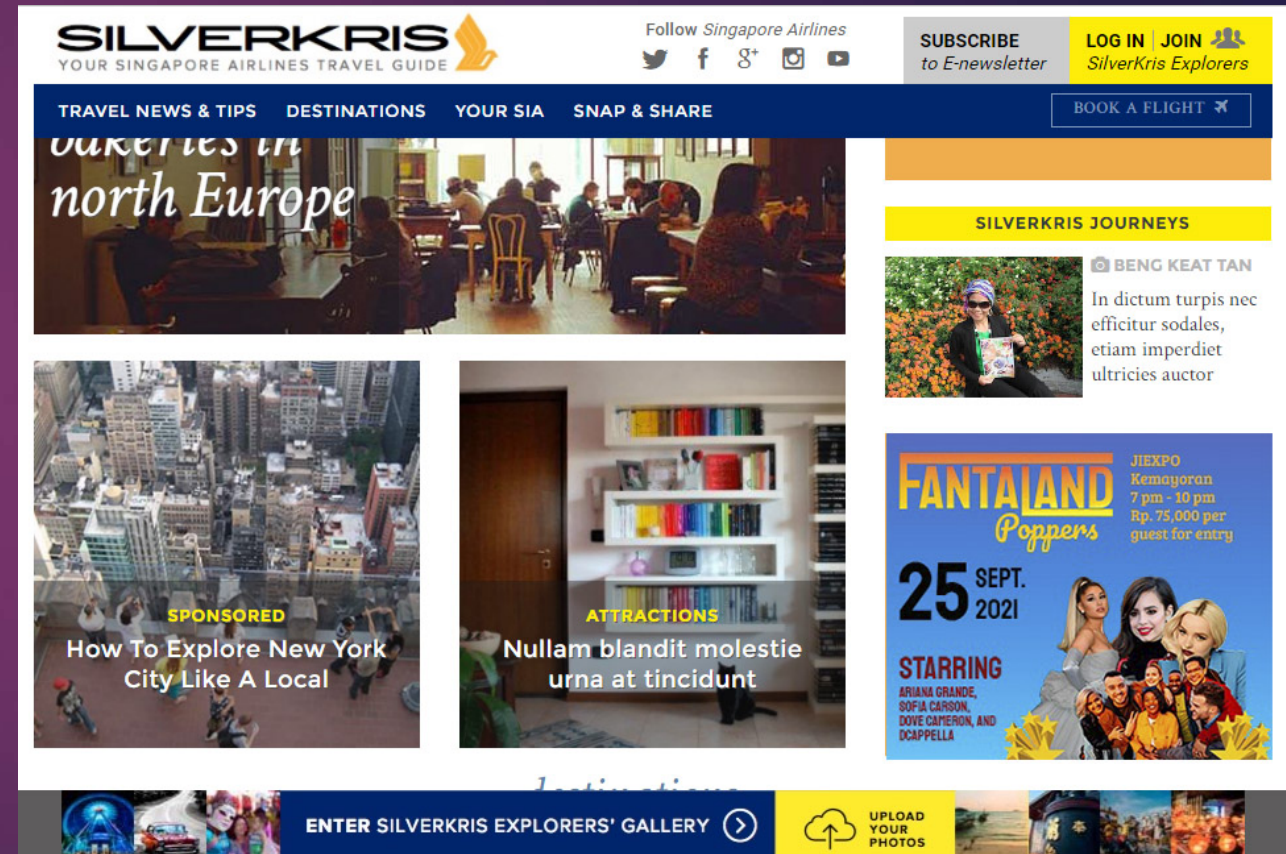


FANTALAND
Poppers

25 SEPT. 2021

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Bakeries in north Europe

SILVERKRIS JOURNEYS
BENG KEAT TAN
In dictum turpis nec efficitur sodales, etiam imperdiet ultricies auctor

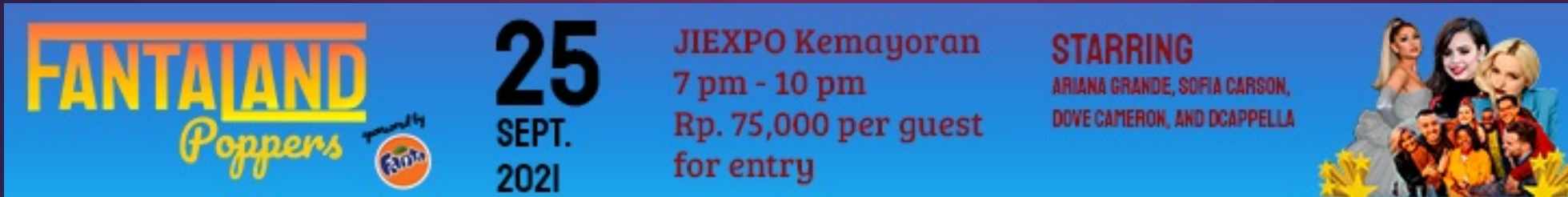
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How To Explore New York City Like A Local

ATTRACTIONS
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FANTALAND Poppers
25 SEPT. 2021
STARRING
ARIANA GRANDE,
SOFIA CARSON,
DOVE CAMERON, AND
DCAPPELLA

ENTER SILVERKRIS EXPLORERS' GALLERY > UPLOAD YOUR PHOTOS

Web Banner leaderboard + mockup digital



Website (Home Page) + Mockup Digital

