

## CHAPTER V

### EXHIBITION

#### 5.1 Location & Venue

On June 16, 2023, at 10:00 AM, High Cream organized an exhibition at the Prasanti restaurant located in the D Building on the 3rd floor of Multimedia Nusantara University. The exhibition served as a platform not only for High Cream but also for several other brands to showcase their offerings. The event drew the attention of various guests, including students from different faculties and even lecturers from other faculties within the university. The exhibition provided an opportunity for attendees to explore and engage with the different brands, fostering an environment of knowledge sharing and networking within the culinary and business community.

#### 5.2 Budget

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Table 5.1 exhibition budget

Description	Qty	Price
Ice Cream Cup	50 pcs	11.000
Mini X banner	1 pcs	5.000
Sticker	70 pcs	11.000
Roy Rogers	5 portions	200.000
Pink Sherly temple	5 portions	200.000
White spiced rum	5 portions	200.000
Brown whiskey	5 portions	200.000
Total		827.000

### 5.3 Product Presentation



Picture 5.1 exhibition

During the exhibition, High Cream showcased its diverse range of flavors to the attendees. Among the featured flavors were:

- Pink Shirley Temple: A delightful and refreshing combination of flavors inspired by the classic mocktail, offering a vibrant and fruity taste experience.
- Brown Whiskey: An indulgent ice cream flavor infused with the rich and distinctive notes of whiskey, appealing to those who appreciate the complexities of this popular spirit.
- White Spiced Rum: A creamy and spiced concoction that combines the smoothness of rum with a medley of warm spices, creating a unique and comforting ice cream flavor.
- Roy Rogers Ice Cream: A nostalgic blend inspired by the Roy Rogers cocktail, this ice cream flavor offers a harmonious combination of cola and grenadine flavors.
- Snow Daiquiri: A tropical-inspired treat that brings the flavors of a classic daiquiri cocktail to the realm of ice cream, featuring a blend of zesty lime and sweet rum notes.

By presenting this diverse selection of flavors, High Cream aimed to provide a unique and enticing experience for the exhibition attendees, gathering to different taste preferences and offering a taste of their innovative approach to alcoholic ice cream.

#### 5.4 Media and Promotion

To effectively promote the High Cream brand at the exhibition, several media and promotional strategies were employed. One of the methods utilized was the preparation of an X-banner, a popular marketing tool that visually communicates essential information about the product. The X-banner was strategically placed at the exhibition booth, capturing the attention of visitors and providing them with a clear understanding of the unique ice cream products offered by High Cream.

In addition to the physical advertising, High Cream leveraged the power of social media by promoting their products on Instagram. This popular social media platform allowed High Cream to reach a wider audience beyond the exhibition attendees. By sharing captivating visuals, engaging captions, and relevant hashtags, High Cream aimed to generate interest, create brand awareness, and attract potential customers who may not have attended the exhibition.



Picture 5.2 Instagram Page