

ABSTRACT

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STRATEGY OF KEY VISUAL CREATION PROCESS OF CAMPAIGN TO INCREASE BLUEBIRD CUSTOMER LOYALTY AND ENGAGEMENT

The intern carried out professional work at PT Bluebird Tbk for 3 months located at Mampang Prapatan Street, Tegal Parang, Raya No.60, RT.9/RW.3, South Jakarta City, 12790. The intern was assigned as a Creative Graphic Design in the Creative Marketing Communication Department division. The scope of the intern's work includes creating various digital campaign materials and offline platforms, such as landing pages, MyBluebird home banners, Instagram stories, Instagram feeds, videotrons, x-banners, totems, tentcard flyers, wobblers, and banners. The intern while becoming a Creative Design applied the theories that had been learned during lectures such as layouting, design hierarchy, typography. The intern also learned how a design can attract customers and maintain customer loyalty, marketing knowledge while expanding relations and deepening knowledge by learning many new things during his work period at PT Bluebird Group Tbk.

Keywords: *Bluebird, Campaign, Creative Design, Marketing*