

ABSTRACT

This professional work report is entitled "Creative Campaign Design Out-of-Home (OOH) for PT Paragon Pratama Teknologi (StickEarn) Pitching Needs", which is the result of the implementation of professional work for four months, from September 6, 2024 to December 31, 2024, in the Certified Independent Study and Internship (MSIB) program. StickEarn is an Indonesia-based advertising technology startup focused on providing impactful, intelligent, and accessible advertising solutions. Through an innovative Out-of-Home (OOH) and digital advertising platform, StickEarn enables brands to effectively reach and engage customers in their daily activities and journeys. During this program, the main focus of the activity is to design an attractive and relevant creative campaign according to the client's needs and create visual mockups to support pitching to potential business partners. The work process involves research, creative idea development, and preparation of visual materials. This report aims to document the professional work experience, methods used, and contributions made, while providing insight into the importance of creativity and technology in the modern advertising world.

Keywords: *StickEarn, Advertising, Out-of-Home (OOH), Internship*