



University of Liberal Arts Bangladesh

Department of Media Studies and Journalism

Internship Report

Prepared By: Auritry Ahmed

Student ID: 182012011

Term: Summer 23

Course Code: MSJ 11498

Host Organization

Asiatic Media Communication Limited

Internship Department

Client Servicing

Period of Internship

12 weeks

Submitted on

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Student's Details

Name: Auritry Ahmed
Student ID: 182012011

Department: Media Studies and Journalism

Major Concentration: Public Relation
Minor Concentration: English

Career Goal: Keeping my ongoing career and work experience in mind and with the academic qualification I have I dream to be the head of client servicing team of Asiatic MCL. This has always been my dream from the beginning. have worked on the process and I am working on my skill right now to achieve my goal.

Host Organization Details: Asiatic Media Communication Limited.
House 146, Block E, Rd No 13B, Banani, Dhaka 1213

Internship Supervisor at host organization: Arabi Rahman.

Section Worked in: Digital Advertising, Client servicing team.

Internship Start Date: 07.06.23

Internship End date: 31.08.23

How many hours/weeks: 40hours /week

Acknowledgments

I want to start by saying how grateful I am to my mother and sister for always being my biggest motivators. They have been the foundation for all of my current triumphs and accomplishments. Additionally, I consider myself incredibly lucky to have had the opportunity to learn from A. F. M. Moniruzzaman Shipu, who oversaw my internship. His counsel was helpful to me the whole time I was an intern. I also want to thank our internship coordinator Muhammad Aminuzzaman, whose direction made my internship experience easier for me, and Prof. Dr. Jude William Genilo, the department head who inspired me to seek knowledge. I value their excellent advice, help, and desire to impart their marketing and communications expertise. Finally, I'd want to express my gratitude to all the instructors for fostering such a welcoming atmosphere for the students.

I have the good fortune to work with a group of colleagues that are tremendously motivating and helpful and who make my working life easier every day. In particular, I want to express my sincere thanks to all the university instructors who have taught me. During my time at university, they gave me an eye-opening experience with their courses and wise advice. If I didn't highlight how my faculty helped me progress personally, this internship report would not be justified.

PLAGIARISM DECLARATION

1. I know that plagiarism means taking and using the ideas, writings, works or inventions of another as if they were one's own. I know that plagiarism not only includes verbatim copying, but also the extensive use of another person's ideas without proper acknowledgement (which includes the proper use of quotation marks). I know that plagiarism covers this sort of use of material found in textual sources and from the Internet.
2. I acknowledge and understand that plagiarism is wrong.
3. I understand that my research must be accurately referenced.
4. This assignment is my own work, or my group's own unique group assignment. I acknowledge that copying someone else's assignment, or part of it, is wrong, and that submitting identical work to others constitutes a form of plagiarism.
5. I have not allowed, nor will I in the future allow anyone to copy my work with the intention of passing it off as their own work.

Name: Auritry Ahmed

ULAB ID: 182012011

Signature:

INTERNSHIP REPORT APPROVAL FORM

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INTERNSHIP/PROJECT INFORMATION

Internship Organization:

Area Of Work:

Semester: ☐ Spring 2022

☐ Summer 2022

☐ Fall 2022

Advisor Approval

(please place a tick)

☐ Approved

☐ Not Approved

☐ Partial Re-write

☐ Full Re-write

Remarks

(If Not Approved/Pretrial/Full Rewrite):

Signature: _____

Date: _____

Name: _____

Title: _____

E-mail: _____

Phone: _____

Introduction

In the ever-evolving landscape of advertising and media communication, the role of an intern at Asiatic Media Communication Limited (MCL) has provided a unique and immersive experience. MCL stands as a prominent advertising agency, known for its innovative strategies and creative prowess. This report sheds light on the comprehensive internship journey within the Client Servicing team at MCL, where I had the privilege of working with distinguished brands such as Airtel, City Bank, and Elegant Properties.

The internship role encompassed the responsibilities of an Account Executive in the realm of digital advertising, offering a hands-on opportunity to engage with clients, collaborate with the creative teams, and contribute to various facets of the advertising process. This report delves into the core activities undertaken during the internship, including client interaction, campaign coordination, content creation, crisis management, and execution of projects.

Over the course of this report, the narrative will unfold to reveal the intricacies of working with renowned brands and the experiences gained while assisting in the formulation and execution of effective advertising strategies. The focus remains on detailing the tasks accomplished, the skills developed, and the challenges overcome, all of which have collectively contributed to a holistic learning experience within the dynamic realm of advertising and media communication.

Through this report, the journey of interning as an Account Executive with a primary focus on client servicing in a digital advertising context at Asiatic Media Communication Limited (MCL) will be explored, shedding light on the real-world application of theoretical knowledge and the acquisition of practical skills in the domain of advertising.

Objectives of the Internship

The internship at Asiatic Media Communication Limited (MCL) was undertaken with specific objectives in mind, aimed at fostering a comprehensive understanding of the advertising industry and developing practical skills relevant to client servicing and digital advertising. The primary objectives of the internship were as follows:

1. **Hands-on Exposure to Client Servicing:** The internship aimed to provide firsthand experience in client interaction and relationship management. This involved understanding client needs, translating their requirements into actionable briefs, and effectively communicating these briefs to the creative teams.
2. **Real-world Application of Advertising Concepts:** The internship sought to bridge the gap between theoretical knowledge and practical application by engaging in real-world advertising projects. This included participating in the entire advertising process, from conceptualization to execution.
3. **Collaboration with Creative Teams:** An essential objective was to collaborate closely with the copy and art teams. The internship aimed to provide insights into the collaborative dynamics of an advertising agency, where diverse talents come together to create impactful campaigns.
4. **Coordination and Execution of Campaigns:** The internship aimed to develop skills in project coordination and campaign execution. This involved coordinating tasks, managing timelines, and ensuring the seamless execution of advertising projects.
5. **Crisis Management Skills:** Another objective was to expose the intern to crisis management within the advertising industry. This involved understanding how to navigate unexpected challenges and swiftly respond to emerging situations while maintaining brand integrity.
6. **Digital Advertising Proficiency:** Given the focus on digital advertising, the internship aimed to enhance skills related to social media management, content creation, and digital campaign coordination. This included exposure to handling social media posts, apps, and other digital platforms.

7. **Understanding Brand Dynamics:** The internship sought to provide insights into the branding strategies of prominent companies such as Airtel, City Bank, and Elegant Properties. This involved analyzing their branding approaches and understanding how to tailor advertising strategies accordingly.
8. **Professional Networking:** An underlying objective was to build professional relationships within the advertising industry. This included interactions with colleagues, supervisors, and clients, which could potentially lead to future collaborations.
9. **Personal and Professional Growth:** The internship aimed to facilitate personal growth by fostering skills such as effective communication, time management, adaptability, and problem-solving. Additionally, it sought to provide a platform for self-assessment and improvement.
10. **Contribution to the Company:** Lastly, the internship had the objective of making meaningful contributions to the advertising agency's projects. This included generating creative ideas, supporting the team's efforts, and positively impacting the overall advertising campaigns.

These objectives collectively guided the internship experience, creating a framework for learning, skill development, and valuable contributions within the dynamic landscape of advertising and media communication.

Overview of the Host Organization: Asiatic Media Communication Limited (MCL)

Asiatic Media Communication Limited (MCL) stands as a prominent and innovative player in the field of advertising and media communication. With a rich history and a commitment to excellence, MCL has carved a niche for itself as a leading advertising agency in the industry. Established with the vision of delivering impactful communication solutions to clients, MCL has consistently demonstrated its expertise in creative campaigns, strategic branding, and digital advertising.

Mission and Vision: MCL's mission revolves around creating compelling and effective communication strategies that resonate with the target audience and achieve clients' objectives. The agency envisions being a dynamic force in the advertising landscape, continuously evolving to meet the changing demands of the market and technology.

Services: MCL offers a comprehensive range of services that encompass the entire spectrum of advertising and media communication. These services include:

- **Creative Campaigns:** MCL specializes in crafting engaging and memorable advertising campaigns that captivate audiences and leave a lasting impact.
- **Digital Advertising:** With a focus on the digital realm, MCL excels in creating strategic digital campaigns tailored for various platforms and devices.
- **Brand Development:** The agency helps clients build and enhance their brand identity through strategic branding initiatives that align with their goals.
- **Media Planning and Buying:** MCL strategically plans and executes media placements to ensure maximum reach and engagement for clients' campaigns.
- **Client Servicing:** MCL maintains strong client relationships, catering to their needs, understanding their requirements, and delivering effective solutions.
- **Crisis Management:** The agency possesses the expertise to handle unexpected challenges and crises, ensuring brand reputation remains intact.

Clientele: MCL boasts an impressive portfolio of clients across diverse industries. Notable clients include major corporations, established brands, and emerging businesses. The agency's ability to cater to a wide range of industries underscores its versatility and adaptability.

Innovation and Creativity: One of MCL's key differentiators is its emphasis on innovation and creativity. The agency encourages out-of-the-box thinking and approaches each project with a fresh perspective. This creative ethos is reflected in the unique and impactful campaigns that MCL produces.

Industry Recognition: MCL's commitment to excellence has earned it recognition and accolades within the advertising industry. The agency's work has garnered awards and nominations for its creativity, effectiveness, and contribution to the field.

Work Environment: MCL fosters a collaborative and dynamic work environment where creativity thrives. The agency's teams comprise individuals with diverse skill sets, coming together to create holistic advertising solutions. This environment offers opportunities for learning, growth, and professional development.

Conclusion: Asiatic Media Communication Limited (MCL) is more than an advertising agency; it is a hub of innovation, creativity, and strategic thinking. With a mission to deliver impactful communication solutions and a track record of excellence, MCL remains at the forefront of the advertising landscape, shaping the way brands communicate with their audiences. My internship experience with MCL provided a unique glimpse into this dynamic world, allowing me to contribute to campaigns for esteemed clients and develop valuable skills within the realm of advertising and media communication

Services of Asiatic Media Communication Limited (MCL)

Asiatic Media Communication Limited (MCL) offers a comprehensive array of services that cater to the diverse needs of clients in the realm of advertising and media communication. With a focus on creativity, innovation, and strategic thinking, MCL provides solutions that align with clients' objectives and effectively communicate their messages to the target audience. The agency's services encompass the following:

1. **Creative Campaigns:** MCL excels in conceptualizing and executing creative campaigns that capture attention, convey messages, and leave a lasting impact. Whether it's a product launch, brand promotion, or awareness initiative, MCL's creative teams collaborate to devise engaging campaigns that resonate with the target audience.
2. **Digital Advertising:** In the era of digitalization, MCL has positioned itself as a leader in crafting effective digital advertising strategies. This includes developing and executing campaigns for various online platforms, such as social media, websites, mobile apps, and more. The agency leverages digital tools and analytics to optimize campaigns for maximum reach and engagement.
3. **Brand Development:** MCL understands the importance of a strong brand identity. The agency offers brand development services that encompass brand strategy, positioning, visual identity, and messaging. Through a combination of market research and creative expertise, MCL helps clients establish and enhance their brand presence.
4. **Media Planning and Buying:** Strategic media planning and buying are crucial to ensuring that campaigns reach the right audience at the right time. MCL's media experts analyze market trends, consumer behavior, and media channels to formulate comprehensive media plans. The agency then negotiates and executes media purchases to maximize campaign effectiveness.
5. **Client Servicing:** Client satisfaction is at the heart of MCL's operations. The agency's client servicing teams engage in ongoing communication with clients to understand their needs, goals, and preferences. They act as liaisons between clients and internal teams, ensuring that campaigns align with client expectations.

6. **Crisis Management:** In a rapidly changing landscape, crisis management is essential to maintaining brand reputation. MCL's crisis management services involve anticipating and preparing for potential crises, as well as managing them effectively if they arise. The agency helps clients navigate challenging situations while minimizing negative impacts.
7. **Content Creation:** Compelling content is at the core of effective communication. MCL's content creation teams produce a wide range of content, including copywriting, visual design, videos, animations, and more. This content is tailored to resonate with the target audience and align with the campaign's objectives.
8. **Strategic Consulting:** MCL offers strategic consulting services that provide clients with insights and recommendations to enhance their overall communication strategies. These services may include market analysis, competitive research, trend forecasting, and guidance on adapting to industry changes.
9. **Event and Activation Campaigns:** From product launches to experiential activations, MCL handles event planning and execution. The agency ensures that events align with the brand's messaging and objectives, creating memorable experiences for attendees.
10. **Data Analytics and Insights:** Measuring campaign effectiveness is crucial for continuous improvement. MCL offers data analytics services that track key performance metrics, providing clients with insights into the impact of their campaigns and recommendations for refinement.

Overall, Asiatic Media Communication Limited (MCL) positions itself as a strategic partner for clients seeking to navigate the complexities of modern advertising and media communication. With a holistic approach to creativity, innovation, and client satisfaction, MCL's services contribute to the success of brands across various industries.

Awards & Achievements of Asiatic Media Communication Limited (MCL)

Industry Awards:

1. **Advertising Excellence Awards:** MCL may have received awards recognizing their excellence in various aspects of advertising, including creative campaigns, innovative strategies, and overall impact on the industry.
2. **Digital Marketing Awards:** Given their focus on digital advertising, MCL could have been honored with awards for outstanding digital marketing campaigns, social media engagement, and innovative use of technology.
3. **Brand Recognition:** Awards recognizing MCL's contribution to brand development and positioning may highlight their success in crafting compelling brand identities and effective branding campaigns.
4. **Media Planning and Buying:** MCL might have been acknowledged for their strategic media planning and buying, optimizing placements for maximum reach and impact.
5. **Creativity and Innovation Awards:** Awards celebrating creativity and innovation could have been bestowed upon MCL for their unique and engaging advertising concepts.

Industry Accolades:

1. **Client Testimonials:** Positive feedback and testimonials from satisfied clients could serve as an achievement, showcasing MCL's ability to deliver results and maintain strong client relationships.
2. **Industry Recognition:** Being recognized by industry publications, associations, or forums as a leading advertising agency signifies MCL's influence and contributions within the advertising landscape.
3. **Campaign Impact:** Demonstrating measurable positive outcomes from their campaigns, such as increased brand visibility, customer engagement, or sales, serves as a testament to MCL's effectiveness.

4. **Contributions to Social Causes:** If MCL has been involved in socially impactful campaigns, they might have received accolades for their contributions to social responsibility and community engagement.
5. **Thought Leadership:** MCL's executives or team members might have been invited to speak at industry conferences, write articles, or participate in panels, showcasing their thought leadership within the advertising field.
6. **Innovative Technology:** If MCL has been at the forefront of adopting innovative technologies in their campaigns, they could have been recognized for their advancements in the integration of technology and advertising.

Organogram:

1. Executive Level:

- CEO/Managing Director: Responsible for overall company direction, strategy, and decision-making.
- Chief Creative Officer (CCO): Oversees the creative department, ensuring the agency's creative work aligns with clients' needs and industry standards.
- Chief Marketing Officer (CMO): Manages marketing strategies, client relationships, and business development.

2. Client Servicing:

- Account Director: Leads and manages a team of account executives, liaising with clients and ensuring successful campaign execution.
- Account Managers/Executives: Interface between clients and the agency, managing client needs, briefs, and project coordination.

3. Creative Department:

- Creative Director: Provides creative direction, guides the creative team, and ensures the quality of creative output.
- Art Directors and Copywriters: Responsible for visual and written content creation, respectively, in alignment with campaign goals.
- Graphic Designers, Illustrators, and Video Editors: Create visual assets for campaigns, advertisements, and various media.

4. Strategy and Planning:

- Strategy Director/Planner: Develops marketing strategies, conducts market research, and identifies consumer insights to inform campaigns.
- Media Planners: Develop media plans, determining where and when ads will be placed to reach the target audience effectively.

5. Digital Marketing and Social Media:

- Digital Marketing Manager: Oversees the agency's digital marketing efforts, including online campaigns, SEO, and SEM.
- Social Media Managers: Manage and curate content for social media platforms, engage with the audience, and monitor trends.

6. Production and Execution:

- Production Manager: Coordinates the execution of campaigns, manages timelines, and ensures projects are delivered on time.
- Project Coordinators: Assist in project management, tracking tasks, and ensuring smooth collaboration between departments.

7. Finance and Administration:

- CFO/Finance Manager: Oversees financial aspects, budgeting, and financial planning of the agency.
- Human Resources Manager: Manages HR activities, employee recruitment, training, and development.

8. Support Functions:

- IT Department: Manages technology infrastructure, software, and digital tools used within the agency.
- Administrative Staff: Provides administrative support, manages office operations, and assists with day-to-day tasks.

Tasks & Responsibilities:

During my internship in the client servicing team at Asiatic Media Communication Limited (MCL), I involved in various tasks and responsibilities that contributed to the success of the advertising campaigns for my clients. Here's a breakdown of my key responsibilities and tasks:

1. Client Interaction and Briefing:

- Interacted with clients, including Airtel, City Bank, and Elegant Properties, to understand their advertising needs and campaign objectives.
- Gathered detailed briefs from clients, ensuring i comprehensively understood their requirements and expectations.

2. Collaboration with Copy and Art Teams:

- Translated client briefs into actionable tasks and creative direction for the copywriting and art departments.
- Collaborated closely with the creative teams to ensure that their work aligned with the client's vision and objectives.
- Incorporated client feedback and revisions into the creative process, ensuring the final output met client expectations.

3. Press Release and Press Ad Creation:

- Crafted press releases and press advertisements for clients, effectively conveying key messages and information to the media.
- Ensured that the press materials were compelling, accurate, and aligned with the branding and messaging guidelines.

4. Crisis Management:

- Played a role in managing crisis situations that may have emerged during the campaigns, ensuring swift and effective responses to maintain brand integrity.
- Collaborated with the team to devise crisis communication strategies and implement them as needed.

5. Campaign Execution:

- Took responsibility for the execution of advertising campaigns, ensuring that all components were delivered on time and met quality standards.
- Coordinated various elements of the campaigns, such as scheduling, content delivery, and distribution, to ensure seamless execution.

6. Social Media Coordination and Posting:

- Managed the social media presence for Airtel, including their app and OVC (online video content).
- Coordinated and scheduled social media posts, including creating content and graphics, to maintain a consistent and engaging online presence.
- Posted content on Airtel's social media platforms, ensuring that it adhered to the brand's voice and tone.

7. Client Relationship Management:

- Nurtured relationships with clients by delivering excellent service, addressing queries, and keeping them informed about the progress of campaigns.
- Acted as a point of contact between the agency and clients, facilitating effective communication and understanding.

8. Campaign Monitoring and Reporting:

- Monitored the performance of campaigns, gathering data and metrics to assess their effectiveness.
- Contributed to the creation of campaign reports, highlighting key metrics, insights, and areas for improvement.

PROJECT DETAILS:

1. Project Name: Airtel Friendship Day Content.

Initiation of the Project: 02.07.23

End Date: 28.07.23

Project Description:

My supervisor instructed that I coordinate with the brief that we got from the client for a friendship day content. Our client wanted different plans for friendship day content so that they can lock one plan and move forward with that. I had to get the work done by the planning team along with our creative team. The aim was to show that everything is possible if we have our friends with us. Since AIRTEL is a youth brand that focuses on friends hence it was important to keep that touch in the content. The plan that we wanted to sell was to make a song for friends.

Assigned Tasks & Responsibilities:

In order to strengthen the brand identification of Asiatic MCL, I had to brief on the idea of the content that users would find visually and mentally appealing. I additionally had to brief the planning team the idea that my client Airtel wanted and coordinate creative team with planning team. I had to be present in the meeting to understand how the brand connects with the content and as a servicing person I knew what exactly my client wanted and shortlisted the ideas we wanted to sell to them. The client approved to make a song and also make a teaser for it. I executed the whole project maintaining a tight timeline.

Content Link: <https://www.youtube.com/watch?v=n97eJdgFE0>

Here is the teaser link: <https://www.facebook.com/airtelbuzz/videos/304783605278122>



Screenshot of the project I coordinated with client and our team and uploaded on their social media platforms.

Challenges:

The challenges that I had to face during the project include:

- The execution time was very limited after the idea was locked by the client.
- The brief was hard to understand and it was challenging for me to convey it to the other teams.
- I had to make the client believe me with their social media information.
- I had to completely understand the brand in limited time.
- I had to send uncountable files and take feedback of the overall song. It includes the lyrics and the final file.

Potential Errors

Since I was new in the team it was very hard to understand the client. It was challenging for me to coordinate with the teams and report back to my supervisor. The team was new to me. I had to learn their way of dealing with crisis. I had to take feedback from four to five people from client ends. Incorporating all the feedback managing the art, creative and planning team was hard as I was new at that time. I had to constantly take help from other executives to pull out this project. It was a rollercoaster ride but I made it happen with the errors I had in me and uploaded it on time.

Learnings:

- Maintaining a good relationship with the client despite the situation.
- Getting involved with my internal office team.
- Understanding the brand and digital content.
- Crisis management.
- Coordinating people and getting work done.

2. Project Name: City Bank Location Change Press AD.

Initiation of the Project: 20.06.23

End Date: 01.07.23

Project Description:

My supervisor aligned me with the client to take the brief of the press AD. The client told that they want a press AD that explains and aware that city bank's head office have been shifted from Gulshan 2 to Gulshan one. They want the new building picture in the press AD. I had to take the brief and then brief my art team to make a press AD. I had to tell my copy team to write a catchy copy for the press AD that informs the location change. Since the CEO of city bank is old, we had to think of a design that he likes.

Assigned Tasks & Responsibilities:

First and foremost, I had to inform my supervisor who gave me a team for this specific work. After I got to know the team who will work for city bank, I explained the art team

the brief we got. I also explained the copy team the kind of copy my client wanted for the press AD. After the explanation I checked on the design of the press AD. The rule is that servicing team have to like it to sell it to the client. Hence, I shared the design with my supervisor. After she approved, I shared it with my client. I took the feedback incorporated it with the help of art team and gave an output to the client. It was published in daily star and protom alo. I also took client's call and adapted a Facebook size for them to publish.

Content Link:

<https://www.facebook.com/photo.php?fbid=691814732987869&set=pb.100064780443990.-2207520000.&type=3>



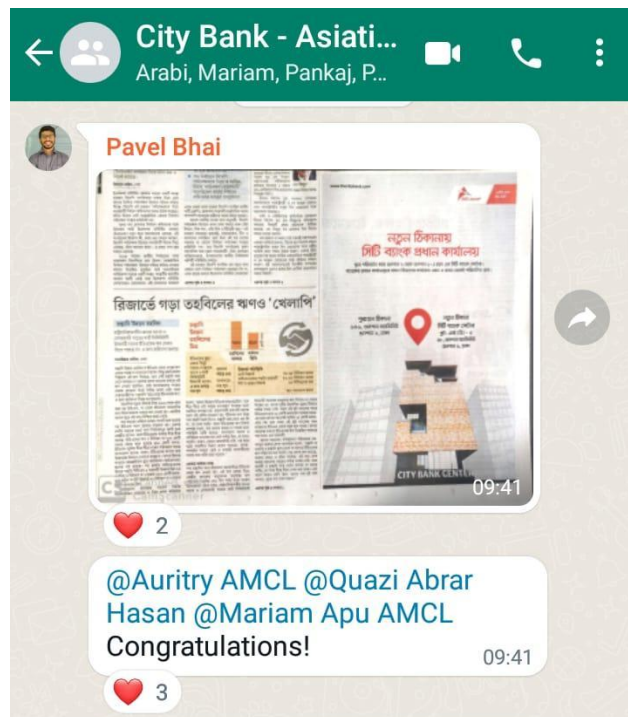
Size: 3col x 10in

The Press AD that was printed in Prothom Alo. I incorporated with the client and sent out the output.



Size: 4col x 10in

The Press AD that was printed in Daily Star. I incorporated it with the client and sent out the output.



A screenshot of the client sharing my working that was printed on the newspaper. They congratulated me and my senior.

Challenges:

The challenges that I had to face during the project include:

- Taking feedback from the client.
- The spelling was not correct, the balance between client and my copy team.
- Temper management while talking the client
- Had to stay at office till late night.
- The color of the output had to be done twice since it was a press AD.

Potential Errors

City bank is a very sensitive client and I was not aware of it. I had to keep my patience to take feedbacks. It took me a while to understand them. The output file went wrong with colors but I fixed it later. I was unable to take feedback so and consequently needed to make multiple alterations to the press AD. I had to take help from my senior to give out the output. Since i did not know the output process.

Learnings:

- To keep patience while dealing with crisis.
- Press AD output takes longer than other social media posts.
- To give out output that the copy team did not approve we have to keep a written prove through mail.
- We have to take three signatures to give out a press AD.
- The client will want moon but we servicing team have to smile and reject them.

3. Project Name: City Bank 15th August Series Post.

Initiation of the Project: 31.07.23

End Date: 10.08.23

Project Description:

My supervisor took the brief from the client. The whole brief was that they want to post a series of static about Bangabandhu before the final post of 15th August. The client had sent us two books about Bangabandhu and we had to decide and make a static content out

of it. There have to be a quote of someone who spoke about our father of the nation and the picture of them. If the person who spoke about him do not have a picture, then a picture of Bangabandhu himself.

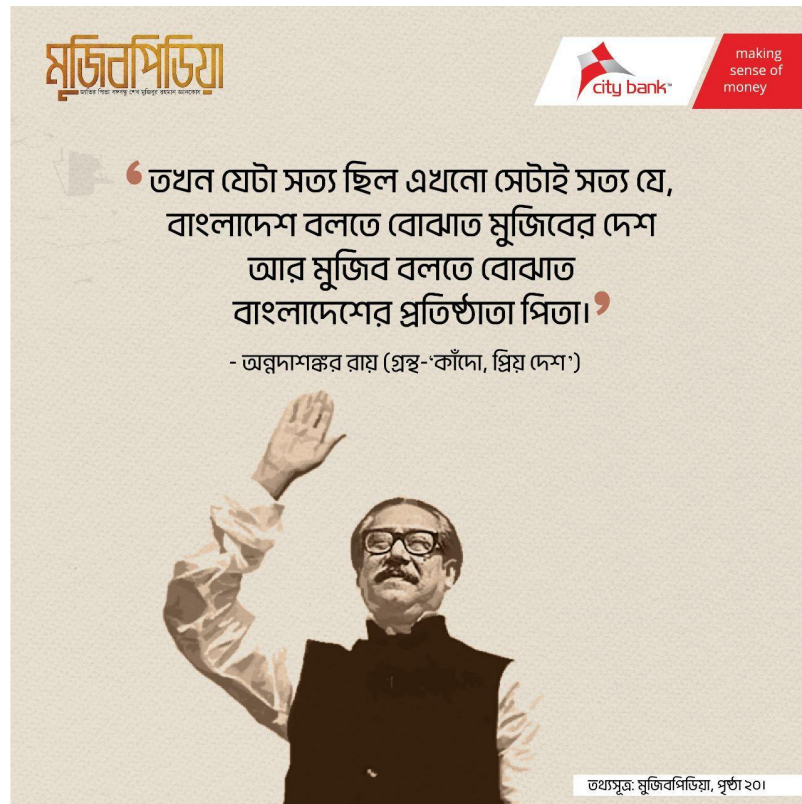
Assigned Tasks & Responsibilities:

As I am in the client servicing team, I had to understand the brief and then read the whole book firstly. Then I had to convey the brief to the art and copy team and constantly follow up about what were they making. I showed it to my supervisor and after she approved, I shared it with my client. I had to take feedback and approvals from the client and then finally deliver the static facebook posts in a PPT.

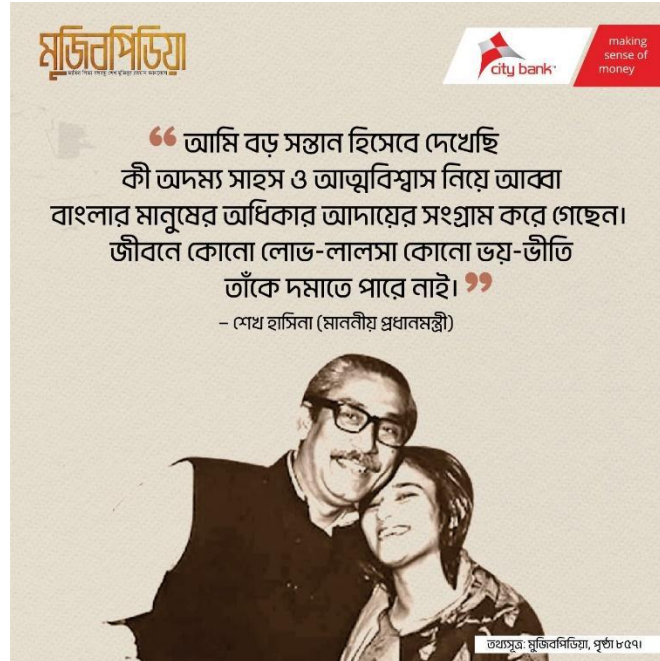
Content Link:

<https://www.facebook.com/photo/?fbid=698974522271890&set=pb.100064780443990.-2207520000>.

<https://www.facebook.com/photo/?fbid=699584792210863&set=pb.100064780443990.-2207520000>.



The static that I delivered and was posted by the client in their facebook page.



The static I delivered to the client but it was not uploaded.

Challenges:

The challenges that I had to face during the project include:

- It was time consuming as I had to read two books that have around six hundred page each.
- Keeping the brand color and mixing it with the theme.
- Copyright issues of the pictures.
- Choosing on whose quote to take and to keep a sequence and serial of all the posts.

Potential Errors

I was unable to follow these instructions since I lacked the necessary talents to produce such interesting or controversial information, and as a result, I had to make multiple changes to the poster. Additionally, since I was unfamiliar with Bangabondhu's book, it was challenging for me to create a brand identity and adequately convey the project's context.

Learnings:

- How to solve copyright issue while making a facebook post.
- My communication with client got better.
- We can make posts keeping brand color and art directors' choice
- Some good quotes that other had written about Bangabondhu.

4. Project Name: Elegant Properties Press AD.

Initiation of the Project: 18.06.23

End Date: 22.06.23

Project Description:

The elegant properties client has briefed us that we make a press AD where we will focus four of their mail building located in Dhaka. They gave us the information that we needed to keep in the press AD with the brief. We had to do a photoshoot and then make a layout for their press AD. Keeping other real estate press AD in mind we had to design layouts for press AD. We were asked to give three layout options.

Assigned Tasks & Responsibilities:

My supervisor asked me to take care of the account and communicate with the client. I had to fix a photographer for the building photoshoot. I went there as client was present there for the photoshoot. Then I had to brief art team for the press AD. I explained them how the client wanted shiny building pictures as it is a press AD and the brand will get customers out of it. I had to take feedbacks and then deliver it to the client. I even had to give layout design ideas as our art team was not familiar to this brand.

Content that has been delivered but no yet published.



Challenges:

The challenges that I had to face during the project include:

- I had problem while communicating with the client as the man was not a brand and communication person. He is the admin of the brand.
- The photoshoot was a big challenge as it had both night and day shots. So, I had to work over time.
- The brand color was very dull; hence it was hard to pop out the buildings in the press AD.

Potential Errors

Firstly, I was totally unable to understand what the client wants as the man was not a brand and communication person. Secondly The feedback they gave was not at all clear so I had trouble to complete the task. They wanted the picture to pop out in spite of the nigh shots that was hard.

Learnings:

- How to deal with a person who is not regular like other clients.
- To pop out product on dull backgrounds.
- To be professional even with non-professional clients.
- Not to set unrealistic deadlines.

5. Project Name: Airtel Network Campaign.

Initiation of the Project: 15.06.23

End Date: 16.08.23

Project Description:

Airtel is launching a new campaign. It is their network campaign where they want to let their audience know that they have the best network. The concept is that when you have airtel sim you can use their internet all over the country. The message is that airtel have the strongest network in the country. It was a TVC and an OVC brief. I had to execute both TVC and OVC.

Assigned Tasks & Responsibilities:

As I was new in the team, I looked after the execution. The creative and planning brief was done before I was introduced to the team. I took the budget from the production house. Then I confirmed it and set a pre-PPM with our team. Finally had a PPM with airtel and went for shoot as per the timeline. After the shoot was done, we went to the panel to lock the edit and after that sent it to the client. After feedbacks we cross checked the final outcome and delivered it to the client. It was uploaded in their facebook page and it was also on aired on TV channels during news or sports breaks.

Content Link: <https://www.facebook.com/airtelbuzz/videos/114072521768857>



A screenshot of the content I delivered to the client and they uploaded in their social media platform.

Challenges:

The challenges that I had to face during the project include:

- Maintaining the timeline as the weather was not in our favor.
- Travelling and staying outdoor for the shooting.
- Getting the client approve the costumes sent by the production house.
- I did not face a lot of challenges as I am an expertise in production execution.

Potential Errors

It was not very hard for me as to execute this project as I worked in a production house before. I exactly knew the whole process and could work better. My supervisor was very happy with my performance. I had difficulty with locking the costumes as the production house have sent raw pictures of the materials. My client was unable to understand he

design and kept rejecting until I made a PPT and matched the raw materials picture with the design. I also explained it over phone and they locked the costume at the last minute.

Learnings:

- In order to convince client, I have to present everything in a beautiful and organized manner.
- Always keep the weather in mind while setting shooting timeline.
- While shooting footage we have to keep the brand color in mind.
- How to balance post production work.

6. Project Name: Airtel DRS Facebook Post.

Initiation of the Project: 14.07.23

End Date: 16.07.23

Project Description:

The post will produce insightful data on target audience behavior and preferences. These posts can help with product development and marketing plans. DRS is a post about something that is trending in social media or a special day of the monthly calendar. Barbie was trending and airtel wanted a meme post that have barbie in it. It had to be an illustration poster.

Assigned Tasks & Responsibilities:

I was asked to set a meeting with my creative team. They came up with the idea then I explained my illustrator what the idea was. Illustration work takes time but we had a tight deadline. I had to sit with him and get the work done as soon as possible. There were not much feedbacks but the few feedbacks I had to incorporate and get the post approved by the client.

Content Link:

<https://www.facebook.com/photo/?fbid=658869366272330&set=a.635822038577063>



The trending direct response facebook poster I made for Airtel.

Challenges:

The challenges that I had to face during the project include:

- Different posters have different sizes. I had to know the sizes.
- Time management was a challenge. We have only one illustrator assigned for airtel and he was sick during this poster was made. I had to request him to work overtime.
- Setting the meeting as it was a last-minute call no rooms were free for a meeting.

Potential Errors

As the time was limited, I had a rush to pull out this work. If I knew it earlier, I could prepare better. I knew little about Airtel's operations. In such a short period of time, I found it difficult to develop a brand identity and effectively express the project's context. Since I was in charge of upholding the project's standards, I had to stay in close contact with the client to build a brand identity and properly explain the project's context to users.

Learnings:

- Team meetings can be done in the lunch room if I have an urgency.
- Priority list have to be set in order to deliver multiple things to the same client.

- An illustration poster can be made with such tight deadline.
- Posts made in hurry are easy to get approved by the client.

7. Project Name: Airtel Premier Natok poster.

Initiation of the Project: 13.08.23

End Date: 17.08.23

Project Description:

Airtel made a drama named “Premier Natok” that was supposed to be published on valentine day but the brand was inactive at that time hence they could not on air it during that period. Now they have decided to on air the drama on September and as their pre-launch plan I had to make poster out of their main characters of that drama. Maintaining the theme and overall brand the posters of the main characters of that drama was to be made was the client’s brief.

Assigned Tasks & Responsibilities:

My supervisor suggested me to watch the drama before I start working on this project. Hence my first task was to watch the drama. After watching the drama, I knew the main characters. Then I asked my art team to open the photoshoot pictures of the drama and selected the pictures they have to use for making the posters. I made my creative team explain the design of the poster to the art team. As I joined this project from the middle, I had to gather information about what was already approved by the client and what else do I need approval of.

Content that has been delivered but no yet published.



Posters that I made of the main characters of the drama that Airtel made. These are not published yet.

Challenges:

The challenges that I had to face during the project include:

- Understanding the theme of the poster as I was not in the team when the drama was made.
- Watching the drama to understand the concept was very time consuming.
- Selecting the character picture for the poster understanding their character was challenging for me.
- I had to get the poster done and deliver it to the client alone. Getting into a project after half work is done was the challenge to get it done alone.

Potential Errors

I had to make several alterations to the poster by examining the earlier postings made by the firms in cooperation with a member of the client's team in order to satisfy the main demand for the content, which was for it to be in agreement with these proposed changes. Since I joined in the middle of the project, I had several queries that my team mates from servicing department had clarified.

Learnings:

- I am capable of working under pressure.
- It takes time but if I am ready to take the challenge, I can pull out a work that I did not start from the beginning.
- Doodles and strokes can add life to posters.
- Even if I do not like the design but the client approves it I have to deliver the poster.

8. Project Name: Airtel buzz facebook page cover photo.

Initiation of the Project: 13.07.23

End Date: 13.07.23

Project Description:

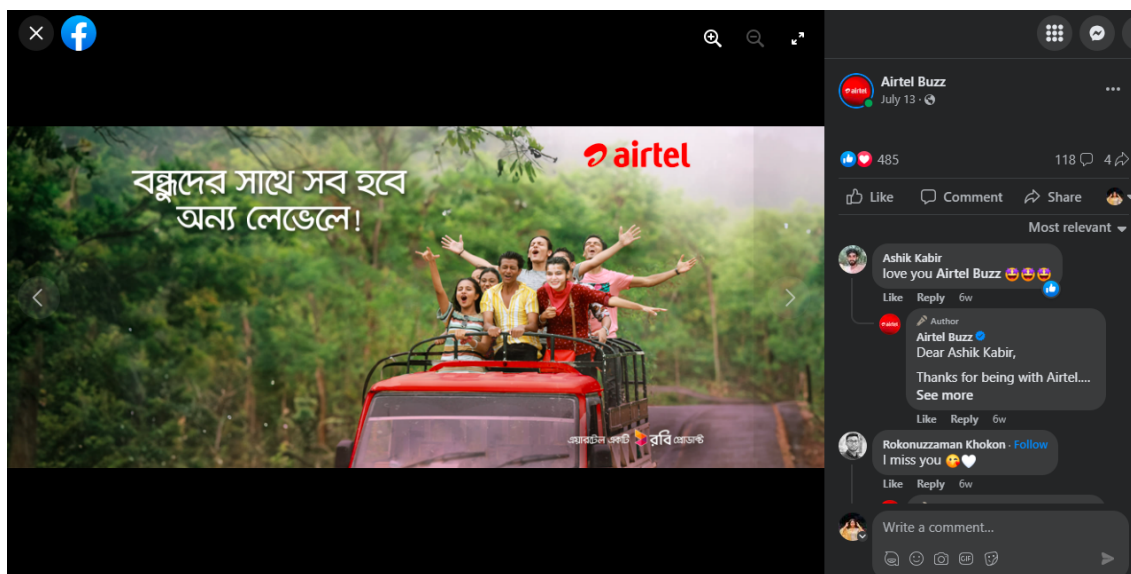
Airtel buzz facebook page was inactive for a period of time. They were about to relaunch and hence they asked me to create a cover picture with their logo and legal line. The brief was we take a picture of friends enjoying from their previous photoshoot and make a cover photo for their official facebook page. They will upload it on that very day.

Assigned Tasks & Responsibilities:

As the brief was very clear and specific, I asked my supervisor to let me do the work and deliver it to the client. I had to go through the photo shoots that airtel have done and select three to four picture which we can photoshop and make a picture with their logo and legal line. I selected the pictures after talking with my art team and sent it to the client. The client approves it and I asked mt art team to make a cover picture out of that photo. I even mentioned the size of the cover photo. I ased my copy team to give me a copy that I can put in the cover picture.

Content Link:

<https://www.facebook.com/photo/?fbid=657211956438071&set=a.635822045243729>



A screenshot of the post I delivered to the client and they updated their cover picture.

Challenges:

The challenges that I had to face during the project include:

- I had to stop art team from doing rest of the work while I was making this post.

- I had to go through 1356 photos and select only four to send it to the client for approval.
- The copy, logo and legal line placement had multiple feedbacks that I had to incorporate.

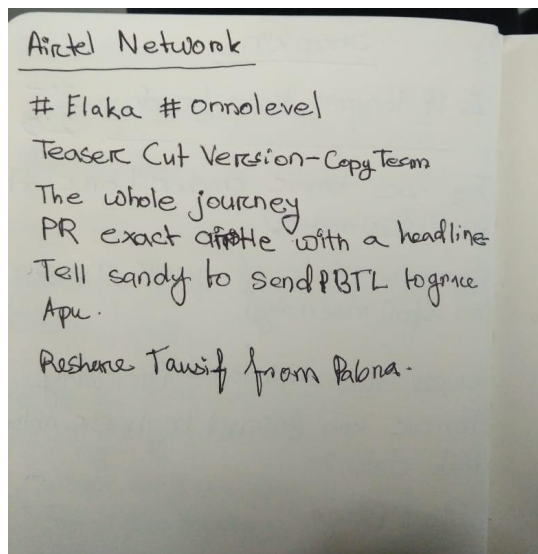
Potential Errors

I had to call the client over and over again as the time was limited and I needed approval to proceed. Incorporating all the feedback managing the art team was difficult. I couldn't give them a lunch break. The work seemed simple yet it was difficult so I had to stand there and approve designs that my art team made. The logo and legal line placement were an issue that I had difficulties to solve I had to google and find the size of the cover photo.

Learnings:

- Art team of an advertising agency work according to the priority of the work.
- Facebook cover photo have two sizes. One for desktop and the other for mobile phones
- I am capable of delivering short works within an hour.
- I have the patience to go through 1356 photos one by one to select only four photos out of that.

WORKPLACE LOG:



Friendship day Idea.

Campaign Idea for Network

→ Insta grid.

→ Tag - Map - Mouchak.

Horoscope idea. - OVC que. - DMG

→ Status / Static

Airtel [Engagement and DRS]

Basic engagement

↓

What song are you listening.

Top 3 ~~star~~ movies

* French Fry Day → Bondhu ra shobai
koi? Snapshot.

* Kon bondhu prai prai tane toman
french fry.

* First five emoji describe you
to friends

Data MFS

My Airtel App

↓

Data
Voice
Combo

→

Voice MFS

Theat

Meeting → Airtel Friendship Day (Review)

Essential Test Teaser.

Friendship day can be the teaser of the
network campaign.

Friendship day is a milestone to network
campaign.

2nd day in milengi debara style content
(short version)

Life is all about exploring
what are the elements to get the
story hype.

YOLO, you only live once (bitter sweet
story)

Meetings (5th July 2023)

11:00 AM - JSR

12:00 PM - Friendship (Airtel)

2:00 PM - Network (Airtel)

6:00 PM - Creative Followup.

App store video incorporate

→ App store video → 4 changes.

→ Imran Hasam

→ Picture

→

Our first idea should be a big one.

Highly addictive

Find a big ticket idea.

Final App Campaign Board (Whatsapp)

* New app interface (purple)

Airtel Network.

Content plan is important for 3 months

Exploration list.

four hero content. (locked)

Week 1 - Cox

Week 3 - Bandhanban

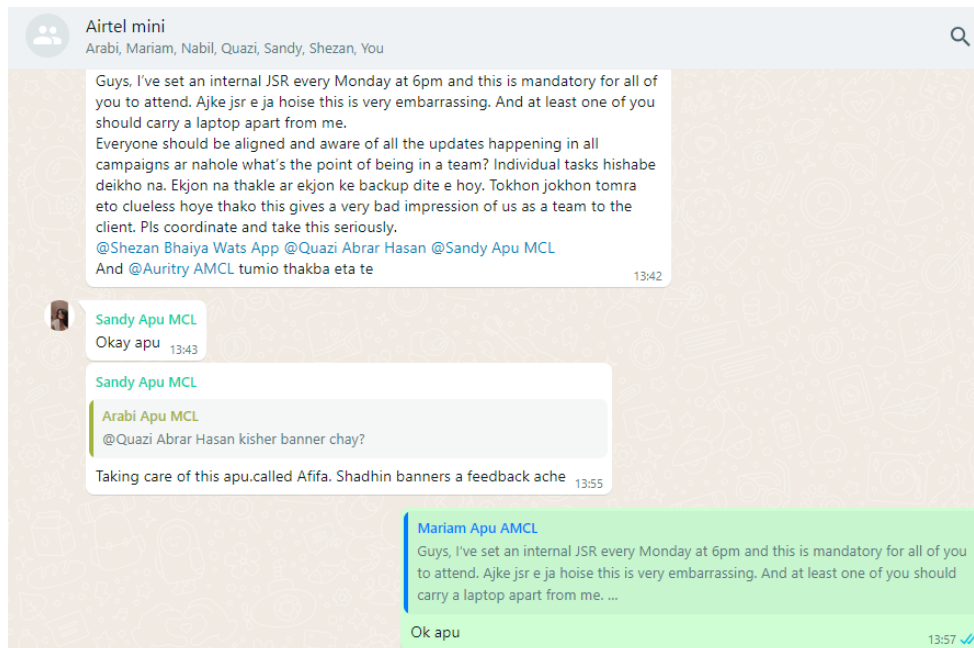
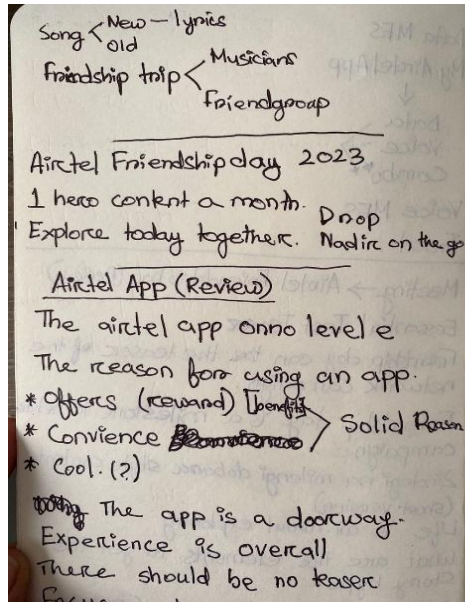
Week 5 - Banished

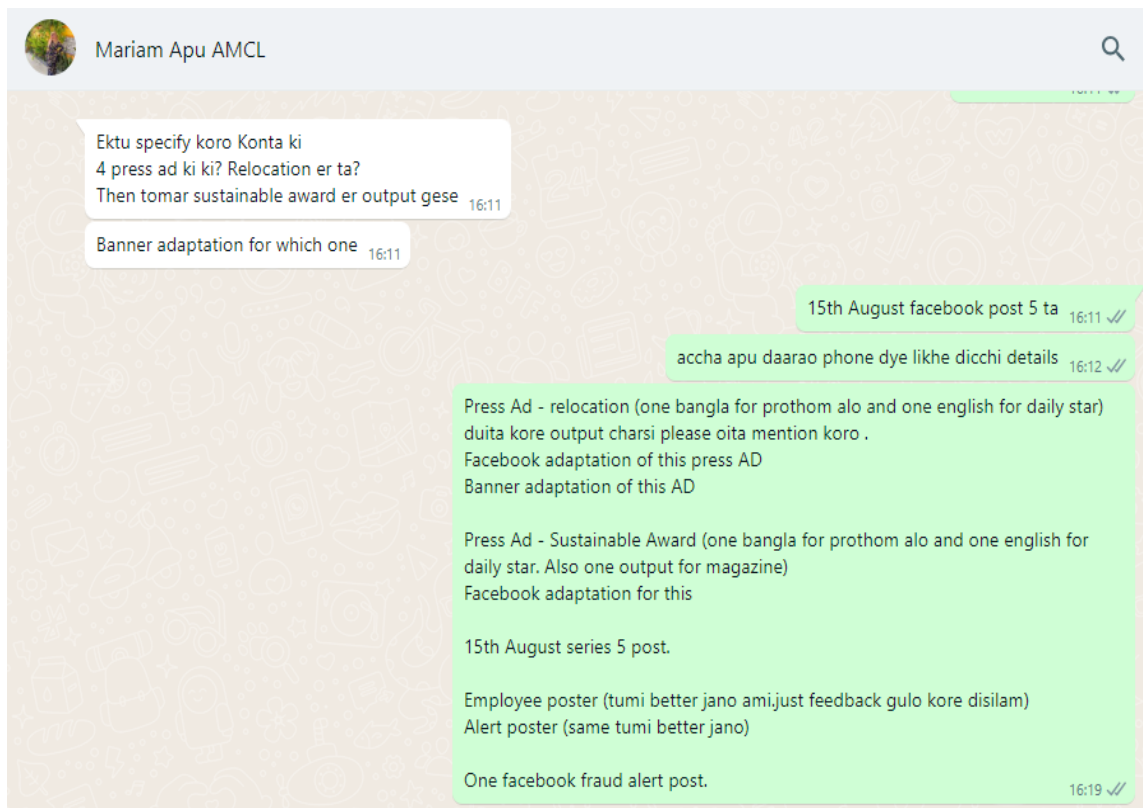
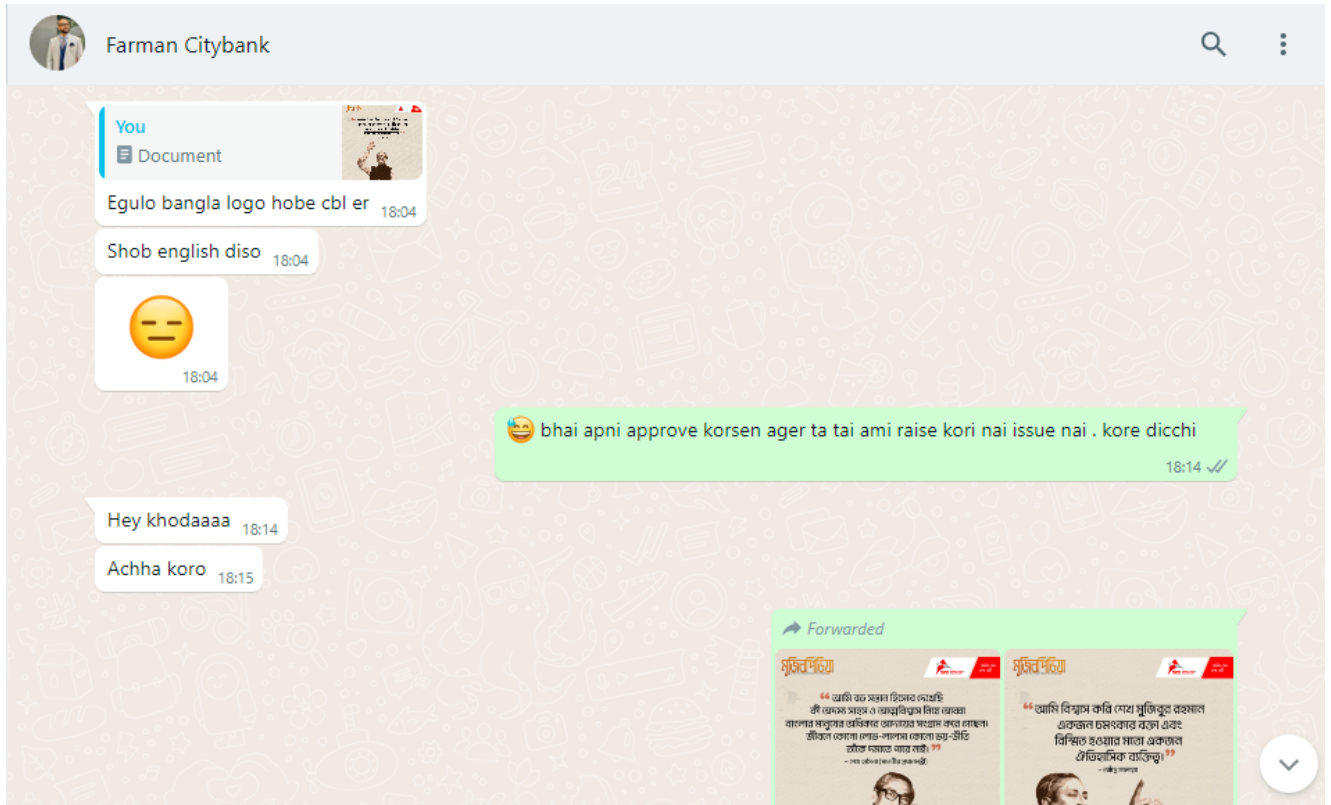
Explore — Food, Trend, Music

We have to make a road map.

Complete a grid

We need more influence ideas.





S
ELF-
ASS
ESS
MEN
T
FOR
M

The purpose of this survey is to obtain students input on how they think they have

performed. Name of Intern: Auritry Ahmed

University ID: 182012011

Name of the Institute/Organization:

Asiatic MCL

Corporate Office Address:

House 146, Block E,
Rd no13B, Dhaka 1213

Web:

[https://www.asiatic360.com/
contact](https://www.asiatic360.com/contact)

Email:

hr@asiatic360.com

1. During a typical week, approximately how many hours did you dedicate to your internship?

40

2. Was your internship paid? If yes, how much?

Yes ,8000 BDT

3. Was your site supervisor available to meet when needed? Tick any one of the following.

Not at all

Slightly

Moderately

Quite a bit

☒ A great deal

4. Next, we would like to know how you were affected by your internship. Using the scale below, please indicate the degree to which participation in your internship experience increased or strengthened your abilities, attitudes, awareness or understanding in each of the areas identified:

1=Not at all 2=Slightly 3=Moderately 4=Quite a bit 5=A great deal

N O	CRITERIA (Personal)	RATING
1	I have a sense of satisfaction in doing something worthwhile.	5
2	I believe in my ability to make a difference.	4
3	I am open to new experiences.	5
4	I have gained the capacity to be more productive.	5
5	I can recognize my personal strengths.	5
6	I can recognize my personal weaknesses.	5
7	I have a sense of personal achievement.	5
8	I have the ability to persevere in difficult tasks	5
N O	CRITERIA (Social/Interpersonal Impact)	5
9	I demonstrate concern for the welfare of others	5
10	I can be understanding and appreciative of people with diverse backgrounds	5
11	I have the ability to work cooperatively with others	5
12	I have the ability to communicate effectively	5
13	I have increased my ability to be a leader	5

14	I feel more connected to my community	4
N O	CRITERIA (Academic learning impact)	4
15	I have acquired knowledge from the job duties I performed	5
16	I have broadened my critical thinking skills (reasoning, problem solving)	5
17	I have learnt the ability to work independently	5
18	I feel my classroom learning was enriched	5
19	I have the ability to connect academic subject matter to the real world.	5
N O	CRITERIA (EMPLOYMENT/JOB SPECIFIC IMPACT)	5
20	I developed specialised technical skills for a specific job function	5
21	I broadened my future employment possibilities	5
22	I received an opportunity to explore a specific career	5
23	I developed realistic ideas about the work world	5
24	I narrowed my future possible career choices.	4
25	What is your average score from this test?	4.83

5. General Comments

I have learned a great deal working in this industry. This learning will make my capability to achieve my goals in the future

Signature of Intern

Concluding Remarks

The past three months of my internship at Asiatic Media Communication Limited have proven to be incredibly transformative and enlightening. Immersed within the realms of advertising and public relations, this experience has afforded me profound insights. Collaborating with industry experts has undeniably contributed to my professional growth. The nurturing and professional environment here has not only allowed me to progress within a business setting but has also been instrumental in reshaping my perspective.

While I recognize there's still much to absorb, any prior concerns I had about workplace pressures and self-assurance have now given way to optimism. My objective remains to make a significant impact within public relations and beyond. I firmly believe that the more individuals I encounter, the more I'll evolve and learn. My tenure at Asiatic Media Communication Limited stands as an invaluable chapter where I've acquired hands-on experience in the digital marketing domain.

Managing multiple projects concurrently, grasping the essence of teamwork, and effective communication have been key takeaways. Furthermore, I've come to appreciate the vitality of staying attuned to industry trends, interpreting data, and translating ideas into enhancements for upcoming campaigns, all of which I've cultivated during my internship.
