

“WILL AI CHANGE THE FACE OF DIGITAL AGENCIES IN BANGLADESH”

Magnito Digital



Prepared By

Inkeyad Mushfiq Hamid

ID: 193057111

Major: Marketing

Supervised by -

Abdul Baten

Assistant Professor, School Of Business
University of Liberal Arts Bangladesh

Submitted in Partial Fulfillment of the Requirements for the Degree
Bachelor of Business Administration



ULAB
UNIVERSITY OF LIBERAL ARTS
BANGLADESH



Internship/Project Report Approval Form

Student Name: Inkeyad Mushfiq Hamid ID No. 193011157

Major: Marketing Year: 2024

Mobile Phone: 01969525252 Email: inkeyad.mushfiq.bba@ulab.edu.bd

INTERNSHIP/PROJECT INFORMATION

Internship Organization: Magnito Digital

Internship /Project Report Topic: “WILL AI CHANGE THE FACE OF DIGITAL AGENCIES IN BANGLADESH”

Term (Tick one): ☒ Spring 2024 ☐ Summer 2024 ☐ Fall 2024

SUPERVISOR APPROVAL

(Tick One)

☐ Approved ☐ Not Approved ☐ Partial Re-write ☐ Full Re-write

Remarks (For Not Approved): _____

Signature: _____

Date: _____

Name: Abdul Baten

E-mail: abdul.baten@ulab.edu.bd

Phone: 01759510388

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 acknowledgment (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: INKEYAD MUSHFIQ HAMID

(BLOCK LETTERS)

ULAB ID #__193011157__

Signature _____

Date _____

Letter of Transmittal

Date:

Mr. Abdul Baten

Assistant Professor

School of Business

University of Liberal Arts Bangladesh

Subject: Internship Report Submission

I am grateful and pleased to finally complete and submit my internship report on the study of “Will AI Change the Face of Digital Agencies in Bangladesh” for your review and approval. I would also like to take this opportunity to thank you and express my gratitude and gratitude for your vital guidance and support throughout my journey in this establishment and during my internship.

Through my experience with the internship, I was able to write this report which focuses on “Will AI Change the Face of Digital Agencies in Bangladesh” and this itself allowed me to gain a lot of new knowledge and insight that will help and benefit me further in my professional career building and also on how agencies can work better through the push and advancements of AI and technology.

The journey of working for Magnito Digital as a strategic planner in the strategy and content team was nothing but an amazing experience and a channel for learning and gaining new knowledge and information. I understood the industry more and flourished my learnings in the marketing sector. All the insights and learnings genuinely helped me and pushed me for my personal and professional growth and also helped me with proper character building.

I have given and put in my best efforts to make sure the report is interesting and detailed and I have tried my best to include all the main and crucial points of the topic. Your approval and feedback will be helpful and will have a huge significance for me. Thank you for your continuous support and guidance throughout this journey.

Yours sincerely,

Inkeyad Mushfiq Hamid (193011157)

University of Liberal Arts Bangladesh

Acknowledgment

I want to start off by thanking the Almighty Allah for everything. I was able to properly and successfully able to finish and prepare this report with the help and guidance of Almighty Allah.

I would like to thank my amazing supervisor Abdul Baten, Assistant Professor, at ULAB School of Business for his support, guidance, feedback, and teachings to finish this internship report.

I want to thank Brotee Tasnim Noorin and Kazi Azfar Tarik for being a supportive mentor during my internship period. I also want to thank all my co-workers and colleagues for their support and teachings during my work and for all the guidance they have given me. Their helpfulness and participation helped me finish this report.

I also want to thank ULAB for this amazing opportunity that has helped me experience and learn more about myself and the major I have studied and worked hard for.

Last but not least I want to thank my parents, who provided me with continuous and consistent support and encouragement from the very beginning without which I would not have been able to make it this far.

Executive Summary

In this study, my main aim was to analyze and find out the growth of AI and how much this element is contributing to and affecting the daily workplace of creative digital agencies. The paper offers a deep understanding of how the different working teams from Magnito Digital use AI and if it flourishes their work and improves their work and productivity as well. This study also provides a piece of evidence and information on how much the development of AI and technology is drastically increasing how easily it is a daily part of our lives and how workplaces are also adapting to this vigorous change positively. I've also mentioned and included my work role and experiences and in general experiences of working for an agency and the thorough process of how I found this internship opportunity and my experiences of the interview.

Finally, the paper includes findings and answers that I have gathered from the primary source of data which was from interviewing at least two employees from all teams of Magnito Digital. The paper includes a research question/problem statement which helps us to understand and identify the main reasoning for writing this paper. I provided a detailed understanding and analysis of the findings from the interviews that I have conducted and also added some findings from secondary sources which include research papers, case studies, and other sources. I also added recommendations about the research topic and how Magnito Digital can utilize these advancements and changes. Lastly, I have added a conclusion about writing this whole paper and also my complete experience of working at an agency like Magnito Digital and also added a references section in which I mentioned all the places I've taken assistance and help for gathering key information and points. I believe this report will be informative, interesting, detailed, and easily understandable.

Table of Contents

Internship/Project Report Approval Form-----	2
PLAGIARISM DECLARATION-----	3
Letter of Transmittal-----	4
Acknowledgment -----	5
Executive Summary -----	6
PART A-----	9
Chapter 1: Internship Preparation -----	9
1.1 Discuss your motivation to do the internship & what you plan to learn from this -----	9
1.2 Explain your internship search process -----	9
1.3 Explain your internship interview experience -----	10
1.4 Relevant information about the organization-----	11
Chapter 2: About The Internship-----	12
2.1 Job Position, description, responsibilities, environment -----	12
2.2 New skills learned and contributions to the office -----	13
2.3 Relating educational learnings with job roles & responsibilities -----	13
Chapter 3: Self Reflection-----	14
3.1 Things you liked and disliked about my Internship-----	14
3.2 What could you have done better & how could the organization have utilized me Better -----	15
3.3 Insights into things you want to continue working on & recommending ways the organization can improve for interns -----	15
Chapter 4: Personal Development Plan-----	16
4.1 Brief personal development plan-----	16
4.2 Technical and interpersonal skills you want to develop at present to secure a career-----	17

PART B-----	18
Chapter One: Introduction-----	18
Research title -----	18
Research Objective-----	18
Research Context-----	18
Research Question/Problem Statement -----	18
Chapter Two: Methodology-----	19
Type of Research-----	19
Research Design -----	19
Sampling & Data Collection-----	19
Chapter Three: Interview Analysis and Findings-----	20
Chapter Four: Recommendations-----	30
Chapter Five: Conclusion-----	31
Reference-----	32
Appendix-----	33
Internship Acceptance letter-----	33
Interview Log -----	34
Turnitin Report-----	35

Part A

Chapter - 1 (Internship Preparation)

I. Discuss your motivation to do the internship and what you plan to learn from this:

The internship program is a part of my university degree program for the Bachelor of Business Administration. It is a program that is needed for us to complete our long journey of 4 years and head into graduation stages by evolving, developing, and refurbishing skills and behaviors. Other than that, the reason why I want to do this internship program is to grow, build a character, and also to experience new challenges, surroundings, and people.

Through the process of internship and the experience of the internship, I was able to work under certain regulations and deadlines and this allowed me to become familiar with a certain skill set called time management which is something that is extremely valuable and important and is something that is not only needed in the workplace but in general is required in every task of the daily life. Not only that, but it taught me the art and benefits of patience, control, anger management, and the ability to take criticism, and also allowed me to work with many different people with different and unique natures.

Some of the biggest things that I was able to learn through working or from doing an internship program is networking and it is something that is very essential and valuable as networking with people can bring invaluable pieces of advice, offer me mentorship, and help me connect with opportunities in the future. It can also help me build self-awareness, and self-discipline as it can make me learn more about myself, my career goals, and my strengths and weaknesses. Not only this but the motivation for doing an internship comes from knowing that I will also be able to learn new hard-skills as well.

II. Explain your internship search process, e.g., how you applied and managed to secure an internship in this organization. Why have you chosen this organization:

Applying for the internship position was very stressful and time-consuming as I had to scout different social media platforms and job platforms such as Facebook, LinkedIn, BdJobs, etc. I did apply for many other companies and organizations such as BAT, Marico, Daraaz, Grey, Asiatic, Bangladesh Brand Forum, and many others through referencing as well. I also got called by a few companies such as organikare, and Bangladesh Skill Development Institution through the help of the Career Service Office

but I didn't choose them as it wasn't the type and criteria of work that I genuinely wanted to do. I was mainly focused on getting a position at an Advertising agency because that was my main goal.

The way I found out about the internship opportunity that I was looking for was from a Job Alert Page on Facebook and also on LinkedIn. The page shared a post from the organization which is a Digital Agency called Magnito Digital about the internship search and I immediately applied for it as it fell under the criteria of work that I was searching for and was willing to do.

III. Explain your internship interview experience:

At first, when applying for the internship program I had to fill in a form and answer a few questions regarding marketing and I had to give some personal examples of what global and local marketing strategies I found interesting and I liked. Then I was also given an online task to make a Google slide presentation about myself and where I see myself in the next 5 years. After completing the form and making my slide presentation, I submitted everything and patiently waited for the calls and meanwhile applied for other internship opportunities.

After about a month I received a call from Magnito Digital for an in-person interview. I was extremely happy as well as nervous as this was about to be the very first job interview of my life and it was from a place where I genuinely wanted to work for.

On the Day of the interview, I finished one of my final exams and headed right to Magnito Digital's office which was located at Gulshan - 1. I had to wait for almost 30 minutes before being called for a written exam which was held for only 20 minutes and there was also another candidate present in the meeting room as well. The written test was about detecting marketing issues and then later on finding, elaborating, and designing new marketing strategies and digital marketing strategies for an organization and how they will benefit the organization. After the written exam was finished I had to wait for another 20 minutes in the waiting room to be called up for an in-person interview.

My interview was taken by 2 respectful interviewers and it lasted for about 40 minutes. I was asked the basic questions about myself and my institutes, my hobbies, and why I chose Magnito Digital, and then things got more serious as the interviewers started to put me in client handling and pitching scenarios according to the answers I had given in the written exam to test my speaking, presentation skills and client handling skills. Later on, I was asked questions about the ideation of the marketing strategies I came up

with in the written exam, and how and why I came up with them. After that, the respectful interviewers gave me an insight into how the office works and wanted to know more about me, my life, my goals, and my future. They also wanted to know my fluency in Bangla and put me through another client-handling scenario but this time the whole communication took place in strictly Bangla. Later on, they wanted to know if I was ready and how well I could take criticism. After everything was done they seemed impressed with the interview and they both bid me farewell and told me that I would be informed very soon if I get selected within the next 2 to 3 weeks.

IV. Provide relevant information about the organization, e.g., its type, size, industry, business focus, etc:

The organization to which I have applied for an internship is a digital marketing agency named Magnito Digital. Magnito Digital is one of the largest and independent 360 digital marketing agencies that started in 2013 and was co-founded by Munazer A. Choudhury and Fayaz Taher. Magnito Digital mainly focuses on building brands in the digital space and is the go-to digital agency for managing channels both digitally and traditionally, and for giving out other important marketing services. They focus on all kinds of segments such as building the social media face of a brand, websites, giving out marketing strategies, content writing, building campaigns, graphic designing, animation, etc.

As one of the most decorated digital agencies in Bangladesh, Magnito Digital has earned the title of ‘Campaign Asia-Pacific: Digital Agency of the Year,’ in the ‘Rest of South Asia,’ category 5 different times (2015, 2016, 2017, 2019 & 2020) and numerous local awards over the years such as the reputed Commwards and the Digital Marketing Award. The company works with big faces of Bangladesh such as Bkash, BAT, UBER, BEOL, Nerolac, Polar, Suzuki, Robi, Binge, IOM, etc. Their mission is to showcase the brand’s excellence to the widest audience possible, crafting a professional yet captivating portrayal that sets the brand apart in the competitive landscape. Having a formidable and talented team of over 90 professionals, Magnito Digital is all about innovation.

The Mission - Showcase the brand’s excellence to the widest audience possible, crafting a professional yet captivating portrayal that sets the brand apart in the competitive landscape.

Chapter - 2 (About The Internship)

I. Describe your position and a detailed description of your office, work environment, and everyday job duties and responsibilities as an intern with the company:

On the 31st of December, I received a call from Magnito Digital bringing a piece of good news that I was the one who got selected for the intern position and was told to join on the 2nd of January. I was also informed that I got chosen to be on the strategy and planning team as a Strategic Planner with a remuneration of 5000 BDT and under the supervision of Kazi Azfar Tarik who is the deputy manager of the strategy and planning team.

On the first day of work, I was briefed on the responsibilities and what the organization was expecting from me and was questioned on what I also expected from them. I was given the responsibility to handle certain brand accounts, plan and create content pillars and campaigns, and focus on the creative side of ideation for the brands and their digital presence and mark for their target audience. Other than that, I was also given the responsibility to create brand campaigns and content decks and also to learn the art of pitching and presenting to clients.

Lastly, I was given the responsibility to break and be more accurate and precise with my work so that it is easier to communicate and perceive our clients. My supervisor expected me to be professional, creative, and neat with my work. My supervisor also gave me the opportunity to let them know what I was expecting from them and the company and for which I was able to share that I want to grow and learn both in terms of professional work and character building as this was the first for me to get employed.

Magnito Digital's office is located at the very beginning of Gulshan-1 and is situated on a 7-story building from which the 6th and 7th floors belonged to Magnito. The office is spacious enough and strikingly decorated to give off a digital and tech-savvy feel, it was also well organized and managed, and also neat and properly cleaned. The 7th floor had a recreational zone and also a canteen zone where we were served delicious and wide varieties of lunch and snacks every day. All the departments had their own zone between the 2 floors and my desk was located on the 6th floor along with the strategy and content team.

The environment of the office was like no other and it was one of the reasons why I enjoyed working there so much. Everyone used to make me feel like one of their own since day 1 and was always there to assist me whenever I needed any kind of help. My colleagues were always on the go to teach me and help

me grow and never acted rudely or hesitated with anything while I communicated with them. There was not a single type of discrimination due to positions and everyone is always treated equally.

II. Highlight the specific things you learned, skills you employed in carrying out your jobs, new skills acquired from your job, and the contributions you made to the company:

After starting work at Magnito Digital the first thing I noticed and learned was that everyone in the office from every department had a skill set of unimaginable creativity when it comes to work. All my colleagues through experience and learning made sure that the skill of creativity is always at the forefront when it comes to work and it also was because of the clients the company handled and dealt with. One of the most important learnings I gained was to make content and campaign pillars which is an essential thing needed for strategic planners to design year-long or month-long plans for clients.

I learned to be extremely professional at building presentations on Google Slides as we had to pitch our ideas and plans to big clients. For that, the presentations had to be professional and require key visual elements of creativity. Other than that, I learned to hone and perfect my skills in presentations and pitching and how to structure my words and plans to make sure I lay out everything in a proper form for the clients. I also had to upscale my usage of Google Spreadsheets as I was required to create content pillars and campaign pillars on the spreadsheets. Other than that, I learned to make sure that my research skills were upscaled and more detailed as one of the biggest backbones for the strategic team is researching thoroughly. Every idea, campaign, and content pillar needed to be researched properly before pitching to the clients to hit the mark and also keep the company name shining.

III. Relate your educational learning with your internship roles and responsibilities:

The educational learnings that I've gained by attending classes and courses have genuinely helped me during the internship. All the valuable information and learnings that were passed on from the respective professors gave me an edge when it came to working at the office. As a marketing major, learning about advertising and creativity came as a huge play and advantage for the role and position of a strategic planner. I was able to be more creative and well-equipped with knowledge of the real side of a marketing agency. Not only that, but learning about brand management, consumer behavior, and strategic marketing also allowed me to perform well and deliver my knowledge on the table while I was working at Magnito and it allowed me to understand brands more, how to create and build strategic campaigns and also advertisements for both online and offline to drag target audiences and the mass public.

Chapter - 3 (Self Reflection)

I. Highlight the things you liked and disliked about your internship at that organization:

In general, every company and organization has a positive side and a negative side and it is also challenging for newly employed interns to adjust to the surroundings and work life in a new office and environment. The best thing and the most positive thing about working at Magnito was the environment, work atmosphere and specifically the office community.

As I have mentioned before, the seniors and my respective colleagues were always there to give me a hand and were always there to assist and teach me new things about both work and character development. Everyone in the office was easygoing and approachable. There was zero tolerance for office politics, and no matter what the position everyone was treated and looked at equally. The office also provided interns free lunch and snacks which is something I genuinely liked as well. Another thing that I genuinely liked at Magnito was how they at times gave full ownership and proper workload to the interns just to see how our mind works and to use the fresh brains as well. They used to test interns a lot to properly teach and let them adapt to the work pressure and workload and I believe this is something that is extremely beneficial for the future. Not only that but my supervisor and the head of the team also gave me full liberty and advice to communicate and learn from colleagues from other departments such as Client servicing, Ad Operations, and Media team, Design team, etc just so that it gets easier for me to work along with them in the future with projects and brand accounts.

Something I didn't like while working for Magnito was the office timings. The office timings at Magnito were not very disciplined and at times I had to stay overtime for work. The office timings were from 10:00 Am to 7:00 Pm and I genuinely think that this timing did not allow me to give time to myself or my family properly and it hampered my work and life balance. Another thing that I disliked was the amount of remuneration that was offered to me and other interns for the amount of work that I had to do.

II. Discuss how you could do better and how could the organization utilize you better:

When it comes to working as an intern and especially for the first time ever at an organization or in a professional environment, one always thinks that one could do better and perform better on certain aspects and angles of a project, responsibility, or duty. When it comes to my perspective I genuinely believe that I could have been more creative and efficient when it comes to certain work and projects that

were handed over to me. The ideas and creativity that I made for some of the projects were basic in my opinion and I believe that I could have been more creative and out of the box with it even after some regulations and drawbacks. Other than that, I also think that my research for certain topics, issues, and projects could have been better and more thorough even after I did manage to impress and get a green signal from my colleagues.

The organization in my opinion did utilize me properly and fully and that is because as I have mentioned earlier my managers and respective colleagues allowed me to work fully on certain projects and also gave me the responsibility to handle proper work pressure as well, the organization also assigned me with many brands within a month to get me groomed and ready for the future. Not only that, but they also gave me full liberty to be as creative as possible with certain projects so that I was able to utilize my brain and my thinking abilities.

III) Present your insights into things you want to continue working on for your next position while recommending ways the organization can improve its internship program:

While working for Magnito Digital, the most important skills, and components that I have noticed and seen are having an extremely creative mind, proactive and great communication, patience, the skill of understanding clients properly, and consumer behavior. These certain skills are able to craft a proper marketer and also a proper strategic planner. All my seniors at the office perfectly handled and crafted themselves by using these skills professionally and it led them to the position that they are in now. My aim is to flourish and grow in the agency sector and for that to happen I want to continue growing and working on my skills in creativity, communication, and proper understanding of clients and consumer behavior thoroughly. I also still have a lot more to learn and a lot more to experience in the agency sector and for that I want to adapt efficiently and hone my skills and knowledge in marketing. I also want to improve my skills in using Google Software such as docs, slides, and spreadsheets to work more efficiently and perform better at the workplace.

In my opinion, working as an intern at Magnito was completely perfect and there is very little to improve from the organization's side. I believe that for the amount of work and time that the interns had to put the remuneration should be more than five thousand taka. Not only that but increasing the remuneration will allow interns to work more effectively and passionately knowing that they will be awarded with deserving amount of money. Another thing that Magnito needs to improve is the office hours and time as it hampers the work and life balance of the employees and interns.

Chapter - 4 (Personal Development Plan)

I. Provide a brief personal development plan by highlighting your next course of action and career Plan:

My next course of action is to find and secure a position in the marketing agency sector that will provide me with proper stability in life, continuously develop my skills, and also gain and learn new skill sets and knowledge as well. I want to develop myself in the most professional way possible and grow till I am able to thrive in this sector. I also want to focus on myself and start my own businesses in a few industries that I have been planning for a while now and it is so that I can create a legacy from the learnings that I will be gaining from my workplace and experience.

I am really passionate about marketing and it is something that I want to properly learn and master. I am also interested in learning more about other topics and growing my knowledge in other sectors for which I plan on completing a master's degree as well on Supply Chain management so that one day I can become a full-fledged asset for the job market and my personal development as well.

Through working at Magnito I was already able to polish my skills by experiencing different situations and by working with my fellow, respective colleagues and clients. I learned to be better at communicating, creative thinking, problem-solving, teamwork, time management, etc and all these have made me a better version of myself who is ready to take on a new challenge in this sector of work.

II. Discuss what technical and interpersonal skills you want to develop at present to secure employment/career:

Throughout my whole internship period, I was continuously able to learn new things and skills every single day. I had a good skill of communicating beforehand and this allowed me to bond and mix in with the environment and culture of my workplace and the company but I would still want to develop my team playing and working skills in the workplace as in many different situations and work scenario it is difficult to adapt according to what some team members and colleagues are looking for. Learning is something that has no barriers and boundaries and as my goal and ambition is to flourish and stand on top in the marketing industry and agency industry I would definitely want to increase my communication abilities and skills and learn more in-depth about digital marketing and the processes of researching. I also want to learn and create new and innovative marketing strategies which will allow me to create a

difference and I want to learn how to use my creative sector more effectively when it comes to building strategies. Other than that, I want to learn a bit about animation and designing as it is a very valuable skill to possess in this industry and day and age and it will also help me make myself an asset in this marketing industry and it will also allow me to create static and dynamic content samples which I can later on provide and use in my strategic planning. I also want to polish my skills in decision-making, quick thinking, and patience-building as I have struggled with these issues in the office during my internship. I believe that if I can work on these issues and also try my best to build all these skills I have mentioned above, it would definitely take me one step further in becoming a great and better marketer and strategic planner for the marketing sector and agency industry.

Part B:
Chapter - 1 (Introduction)

i) Research title:

“Will AI Change the face of digital agencies in Bangladesh.”

ii) Research Objective:

- Assess the adaption of AI
- How it will impact the agency market
- Analyze the efficiency and effectiveness

iii) Research Context:

The main objective and reason for conducting this research or study are to mainly find out how much the recent growth and domination of AI is having an effect on digital agencies and if they are able to serve their purposes and at the same time allow the employees to easily adapt, help them in their daily work and also allow them to be more creative and up a notch while delivering their work.

There has been a drastic beginning for the use of AI and my goal is to find out if these trends and upcoming ones will allow the work environment, efficiency, and effectiveness in digital agencies to change for the better or worse and if it will be a daily companion and aid while working. The research paper tries to identify these certain pointers through the help of Magnito Digital's employees and will allow a deeper understanding.

iv) Research Question/Problem statement:

In recent times we have been able to see that there has been a major adaption of people using AI for their work and studies etc. Through working at a digital agency I noticed employees and colleagues use the help of AI and certain new technologies for their daily work and the main question here is whether these genuinely help us work and deliver better and become our companions for excellence and perfection.

Chapter - 2 (Methodology)

i) Type of research:

The research type for this subject and paper is qualitative as I was able to conduct interviews with the employees of Magnito Digital. By using the qualitative method of interviews this paper provides us with knowledge and information to understand and know the employee's viewpoints and thoughts on AI adaption in their regular work activity.

ii) Research Design:

The primary research design which is focused on for this study is qualitative in nature. It allowed me to collect, understand, and examine non-numerical information and findings to understand personal experiences, observations, concepts, and also opinions. This type of research allowed me to dive in deep through interviews to understand the proper information and reasoning.

iii) Sampling and Data Collection:

Sample Size:

A total of 12 to 14 people were interviewed for the purpose of this research paper and study.

Sampling Method:

The type of sampling method used for this research was a convenience sampling method.

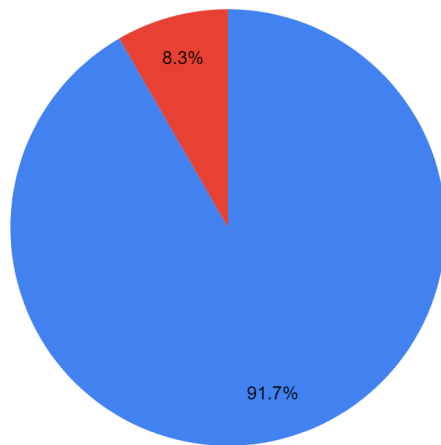
Collection of Data:

- Primary Data - Employees from Magnito Digital were interviewed and questioned. The interview questions were designed and asked to the employees for answers.
- Secondary Data - Secondary data usage was also needed for the research paper for which I used articles, research journals, case studies, etc.

Chapter - 3 (Interview Analysis & Findings)

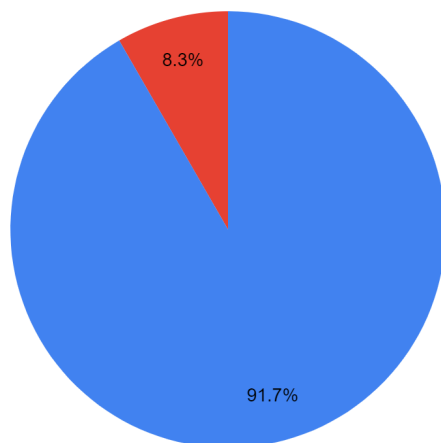
After conducting the interview I was able to find out very interesting results and answers from the interviewees who were the employees of Magnito Digital. The following part includes the analysis data of the interview and the findings which were taken from 12 respondents to understand if AI will change the face of digital agencies in Bangladesh.

Interview Analysis



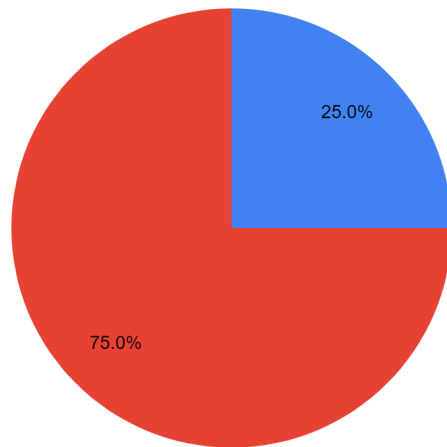
1) Do you currently incorporate or use AI technologies in your daily basis of work?

Analysis - 91.7% said that they do incorporate and use AI technologies in their daily basis of work while 8.3% said that they do not use AI technologies in their daily basis of work.



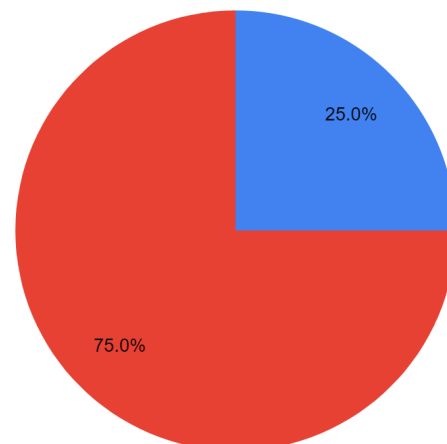
2) Has AI improved your efficiency & productivity in completing tasks?

Analysis - 91.7% said that AI did improve their efficiency in completing tasks while only 8.3% said that it does not as they do not incorporate AI technology in their daily work.



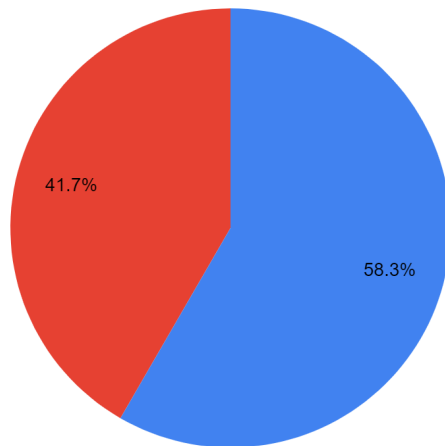
3) Has AI enhanced your creativity?

Analysis - 75% of the interviewees said that it does not enhance their creativity while 25% of the interviewees did say that it does enhance their creativity.



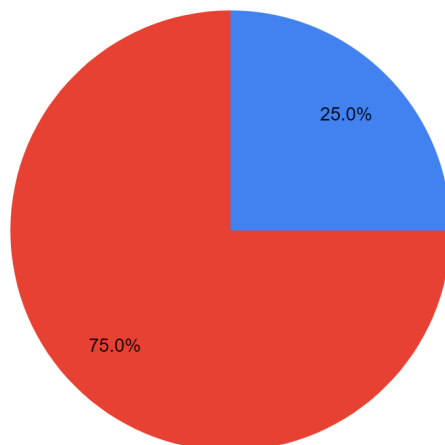
4) Have you experienced any challenges in adapting to new AI tools?

Analysis - 75% of the interviewees said no to this question while 25% of the interviewees said that they did experience challenges adapting to new AI tools.



5) Have you noticed any differences in your approach to projects and work since incorporating AI technologies?

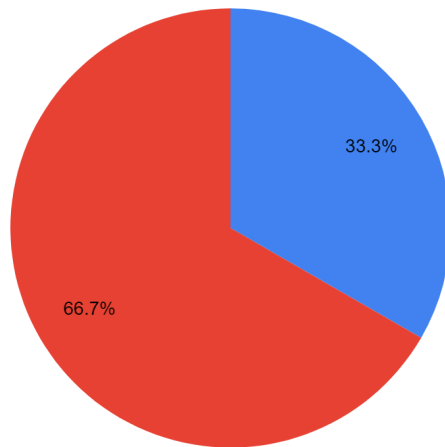
Analysis - 58.3% said that they did notice differences while 41.7% said that they did not notice any differences in their approach to projects.



6) Did you notice any changes in team collaboration or communication as a result of using these tools?

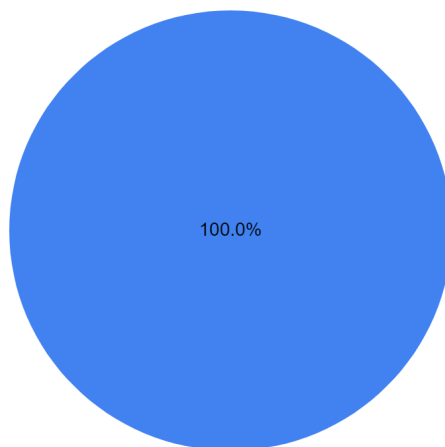
Analysis - 25% of the interviewees believe that there was a change in team collaboration and communication while 75% do not believe that there were any changes

at all.



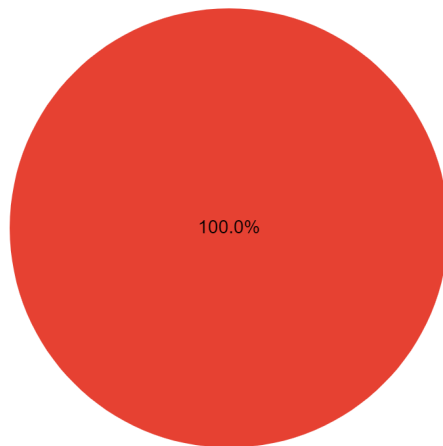
7) Do you think that AI has helped reduce mind blocks or creative stagnation?

Analysis - 66.7% of the interviewees do not believe that it helps reduce mind blocks or creative stagnation while 33.3% do believe that it does reduce mind blocks and creative stagnation.



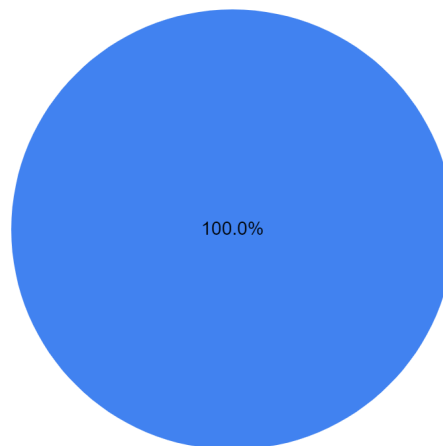
8) Do you think there are areas where further improvements can be made to the existing AI tools and technologies?

Analysis - 100% of the interviewees agreed and think that there are areas where further improvements can be made to the existing AI tools and technologies.



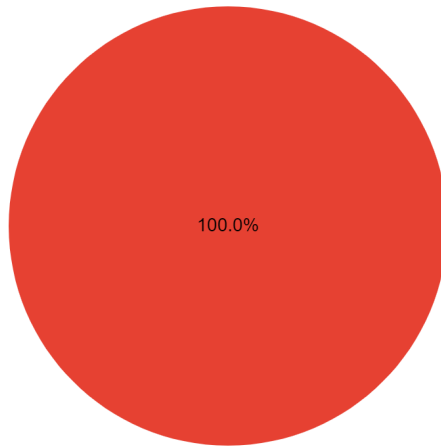
9) Has the reliance on AI ever hindered your ability to think critically or creatively?

Analysis - 100% of the interviewees disagreed and did not think AI hinders the ability to critically or creatively think. As they have not relied fully on AI and its tools.



10) Do you foresee AI tools impacting the future of digital agencies in Bangladesh?

Analysis - 100% of the interviewees said yes and agreed to the question and did think that AI tools would have an impact on the future of digital agencies in Bangladesh.



positions within digital agencies in the future

11) Do you think it will shape the roles and responsibilities of your position within digital agencies in the future?

Analysis - 100% of the interviewees said no and disagreed with this question and do not believe that AI will shape the roles and responsibilities of their

Findings

- From the first question, I was able to find out that almost 91.60% of the employees in Magnito Digital use some kind of AI tool or software and incorporate it into their daily basis of work and activity. Not only this but studies and reports also state that 78% of marketing agencies in the world are already using AI tools for their work and this is also expected to increase even more drastically within the next few years.
- After asking the second question I was able to find out results that almost all of the employees that I interviewed did agree that AI does increase their efficiency and productivity. During work AI allows the employees to save a lot of time and reduce the chances of error. Members from the content and copywriting, strategic team, and media teams provided me with the information that AI tools help them to create the scope of doing all the groundwork and also help as a catalyst for brainstorming and researching. The animation team and designer team also agreed that it allows them to be more efficient as AI tools help them generate and brainstorm ideas for their work. The client servicing team is the only team that does not need the help of AI tools compared to the other teams and hence they had no proper and specific input. Through researching online I was also able to find studies and articles that matched the answers of the interviews taken and these articles also stated how AI helps in being more efficient and productive and it allows to save time.
- Although almost all the employees agreed on the question of efficiency, all the teams disagreed strongly that AI enhances their creativity and problem-solving skills except the design and animation team. The employees excluding the animation and design team stated that an AI tool can never replace or be accurate with the creative thinking skills and problem-solving skills of a human being. They all stated that an AI tool cannot critically give ideas for their work which they can figure out or think out using their creativity but the design and animation team did agree that it helps them for creativity even for the slightest bit as AI tools can generate images through accurate prompts and these prompts allow them to gain ideas and a creative boost for their designs and animations. Reports and articles also state that AI can act as a mere tool and does enhance creativity for artists and creators but then again a wide range of employees did disagree during the interview.

- AI tools are quite easy to adapt to is what everyone stated and answered except for the design and animation team. Tools like BARD.ai, and ChatGpt have an interface that is easy to use and go through and is also not difficult to work with but on the other hand designers and animators have answered that it was tough for them at first as prompting an image is not something that is easy and it did take a while and a few tries to get adapted to it. Prompting an image requires a lot of keywords and focus on certain descriptions and failing to input a proper prompt may lead to errors in the generation of an image or idea
- From the interviews, I was able to gain information about the types of AI tools and software that are on the market and also that are being used the most by the employees. The majority of the employees used ChatGPT and Bard.AI which recently turned into Gemini, and QuillBot for their work but animators and designers specifically use Midjourney, Bing, Krea, and Illustrator to generate images and then manipulate them in their work as well. Other than that software like Meta Analytics and Google Analytics are also used by Media operations employees. Through research, I was able to find that some of these specific AI tools are also the most used all over the world with ChatGPT having 14.6 billion visits, QuillBot having 1.1 billion visits, MidJourney with 500.4 million, and Bard.AI with almost 242 million visits. These statistics can prove how much these AI tools have taken over the minds and works of individuals.
- When it comes to differences in approach to projects ever since using AI the majority did say that it does create and make a difference. That is because the employees who agreed believe that the approach for projects is more structured and under a system instead of being messy and all over the place. They use AI to help them break down their research and findings, and for animators, their prompts for ideas to be done under a flow and hence make it more efficient and easier for them to approach their projects. On the other hand, the client service team and media operations team answered no as their type of work and projects in the case of using AI is completely different.

- When it comes to team collaboration or communication majority of the employees have disagreed to see any noticeable differences due to AI as they were able to just finish their work by themselves and because their work is usually done solo without any strict need for communication or collaboration but on the other hand the strategic team did agree that it has somewhat helped them to make the communication and collaboration better as AI's such as ChatGPT and Gemini did help them to structure their work and allowed them to display their work and findings more effectively and properly amongst the team for working together with a project.
- Every one of the employees I have interviewed disagreed strongly and does not think AI helps them to clear out their creative stagnation or mind blocks except for the designers and animators. That is because designers and animators through the help of AI-generated images can get a base of what they might want their designs and animations to be like, they can receive ideas from it if they can put in a proper and detailed prompt to the AI. They have shared that there were a few instances in which AI was able to clear out a mind block and give them a certain idea of how they want to manipulate their designs with the help of an AI tool. On the other hand, all the other employees have disagreed as AI has never been able to help them out when suffering from creative stagnation or mind block as AI tools cannot generate a detailed idea like a normal and functioning human brain.
- All the employees did agree and think that there are areas where further improvement could be made to existing AI and that is because of the rise of technological advancements and also due to the extreme spike in the usage of AI tools. AI developers will continuously try to make improvements to the usage of their tools and with how dependent people are getting on the use of AI tools areas with lackings will be bound to be made. For example, improving ChatGPT to stop providing similar types of answers and wordings, making prompts more easier and easily understandable by AI, providing real-time and updated information throughout the web, etc.

- Every single one of the interviewees disagreed and stated that AI has never hindered their critical or creative thinking as they have never relied on AI tools for such work or never was in need to depend fully on AI tools. They basically use it as a catalyst for their work and tasks but never use it to take over their critical or creative thinking. There have also been research and articles where people have strongly agreed that AI is and has become a strong catalyst for work.
- Every one of the employees that I interviewed agreed that AI will have a huge impact on the future of digital agencies in Bangladesh. The reason why they have agreed is due to the fact that these AI tools and software and technological advancements are rapidly on the rise. As days go by new tools will be discovered and developed which will in general allow work and also digital marketing to be easier and more unique. Not only that but existing tools will also start to upgrade and hence enhance their capabilities and functions which will have an impact. For example, new content can be made by using AI voice dubs, AI deep fakes, 3D billboards, more advanced AI image generators, AI video generators, and a lot more.
- All the employees completely deny and do not think that AI will shape the roles and responsibilities of their positions within digital agencies in the future and that is because they all agreed and think that AI can never replace the human ability to work, think, and create in a digital agency. The interviewees have stated that AI is merely software with limitations while a human brain and the ability to work can never have limitations and cannot be compared with the work of an AI tool. AI can be used as a companion or as a catalyst for work but it can never replace the user and their power of work. Through some research, I was able to find that even tech experts have stated that AI will not replace human beings anytime soon but the other people who are able to use AI properly in their work will definitely replace humans that do not use any AI in their work.

Chapter - 4 (Recommendations)

When it comes to recommendations regarding the topic that I have studied and written about -

- I genuinely think that Magnito Digital should pay for premium subscriptions for the AI tools as the premium versions do help and provide extra and better features and benefits that will allow certain work for the employees to be definitely better.
- I would definitely recommend all employees use AI tools but not depend on them solely and rather use them as a helping hand or helping companion.
- I definitely would recommend Magnito Digital to also provide training for the usage of AI tools and how to incorporate them into their work.
- I would also recommend the organization to encourage experimentation and also new innovations of leveraging AI tools and technologies into their work.

Chapter - 5 (Conclusion)

Working at Magnito Digital as an intern has been nothing but an amazing experience for growth and character development. This role as an intern has taught me a lot of different things from working under pressure to finishing tasks under time constraints, patience, and also building a thick skin. Completing this journey has definitely made me a better human being and at the same time made me flourish my skills for a new chapter and beginning in my life. The support and teachings from colleagues, supervisors, and managers are something that I will always be grateful for. I was also able to fully understand the takeover and widespread use of AI technology and tools within this specific industry and I was also able to inspect and deduce how people think, perceive, and use these AI tools. I was also able to find out something very crucial which is that AI technology and tools will never be able to replace the work and creativity of how the human mind works and will not be able to process or deliver outputs like a fully functioning human brain but instead, it can work alongside with people as a companion and as a catalyst which allows efficiency, effectiveness, and structure within the work. It also allows certain employees to free up any mind blocks and creative stagnation and also helps work to be more defined and under a certain routine. With the rapid growth of these AI tools and technologies, we will be able to see more innovative and groundbreaking software and tools that will be able to provide even more help and benefits to a workplace and specifically have a large impact on digital agencies in Bangladesh and will become a true companion for employees to deliver better work more efficiently and rapidly.

Lastly, I would like to thank my university for such an opportunity as this program has been extremely beneficial and has been an experience of a lifetime and is undoubtedly an experience that has made a better version of myself.

References

1. Peace, R. (2023, September 11). *The future of AI and Marketing Agency jobs*. AgencyAnalytics. <https://agencyanalytics.com/blog/future-of-agency-and-ai>
2. Fortino, A. (2023). *Embracing creativity: How AI can enhance the creative process*. sps.nyu.edu. <https://www.sps.nyu.edu/homepage/emerging-technologies-collaborative/blog/2023/embracing-creativity-how-ai-can-enhance-the-creative-process.html>
3. Conte, N. (2024, January 24). *Ranked: The most popular AI Tools*. Visual Capitalist. <https://www.visualcapitalist.com/ranked-the-most-popular-ai-tools/>
4. DeVon, C. (2023, December 9). *The “relatively simple” reason why these tech experts say AI won’t replace humans any time soon*. CNBC. <https://www.cnn.com/2023/12/09/tech-experts-say-ai-wont-replace-humans-any-time-soon.html>
5. Robert Barber, D. E. L. (2024, February 13). *AI as a catalyst for connection in our work: A new paradigm*. LinkedIn. <https://www.linkedin.com/pulse/ai-catalyst-connection-our-work-new-paradigm-robert-vneue>
6. Baldwin, A. (2023, March 13). *How can we use Artificial Intelligence as a catalyst to reimagine professional services?*. LinkedIn. <https://www.linkedin.com/pulse/how-can-we-use-artificial-intelligence-catalyst-services-andy-baldwin/>
7. *Powering the revolution*. Magnito Digital. (n.d.). <https://magnitodigital.com/>

Appendix

Internship Confirmation Letter

January 02, 2024

To Whom It May Concern

Acceptance of Internship

We are pleased to accept Mr. Inkeyad Mushfiq Hamid (ID No: 193011157) as an intern in Magnito Digital. He joined our organization as an intern on 2nd January, 2024. The duration of the internship will be four months and he will be paid BDT 5,000 as monthly remuneration.

Mr. Inkeyad will work as a member of the 'Content & Planning Team' under the supervision of Mr. Kazi Azfar Tarik, Deputy Manager, Strategy & Planning.

At the end of his internship, Inkeyad will be required to submit an internship report on his internship project.

We wish him a successful internship in Magnito Digital.

Sincerely;



(Syeda Nafisa Noor)
HR, Magnito Digital Ltd.

Interview Log:

1. Sadya Mehrin (Jr. Executive Content Writer) - 27th of March, 2024
2. Fahim Anwar (Executive Designer/Visualizer) - 27th of March, 2024
3. Farzana Akter (Executive Designer) - 27th of March, 2024
4. Imran (Executive Animator) - 27th of March, 2024
5. Fahmida Moon (Junior Executive Strategy & planning) - 28th of March, 2024
6. Shadman Hossain Anindya (Junior Executive Strategy & planning) - 28th of March, 2024
7. Nauweed Reza (Executive Content Writer) - 28th of March, 2024
8. Akif Khan (Executive Media, Ad Operations & Analytics) - 28th of March, 2024
9. Md Tariquzzaman (Jr. Accounts & Servicing) - 31st of March, 2024
10. Raihan Ul Islam Piash (Jr. Accounts & Servicing) - 31st of March, 2024
11. Lamia Rahman (Executive Media, Ad Operations & Analytics) - 31st of March, 2024
12. Shazzadul Haque (Sr. Executive Rich Media & Design) - 31st of March, 2024

Turnitin Report:

