



MEDIA STUDIES AND JOURNALISM INTERNSHIP REPORT

**TERM: FALL 2023
COURSE CODE: MSJ 11498**

**SUBMITTED BY:
NABILA AFRIN MITHILA
181012019**



**HOST ORGANIZATION:
ASIATIC MINDSHARE LIMITED
MEDIA AGENCY**

**DATE:
11 DECEMBER 2023**

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STUDENT DETAILS

Name	Nabila Afrin Mithila
ID	181012019
Department	Media Studies and Journalism
Major Concentration	Public Relations
Minor Concentration	Bachelor of Business Administration (BBA)
Career Objectives	Building expertise in multi-channel communication and growing as a professional link builder between organisations and their stakeholders.

INTERNSHIP DETAILS

Host Organization	Asiatic Mindshare Limited
My Working Section	Client Service & Planning Department
Supervisor	Asif Shahriar Mithun
Designation	Brand Communications Lead Specialist
Start Date	08 October 2023
End Date	Ongoing
Hours Per Week	40+
Total Working Period	Approximately 13 Weeks

Acknowledgement

First and foremost, I want to thank my mother and father for being my most consistent motivators. They have served as the foundation for today's achievements and accomplishments.

I am honoured to have learned from my supervisor, Mr Asif Mahmud Shahriar (Mithun), and my line manager, Mr Fawaz Shahir. I am truly thankful to them for their helpful ideas, support, and generosity in sharing their interpersonal skills and marketing knowledge. I am grateful to be working with such wonderful colleagues who are always encouraging and contribute to making my professional life simpler on a daily basis. The entire office is a friendly and positive workplace.

Notably, I would especially like to express my heartfelt gratitude to all of the university faculty members who have taught me. They have been incredible teachers, providing me with an opportunity to grow during my academic career with their lectures and guidance. This internship report would be incomplete if I did not acknowledge some of my professors for their contributions to my great development as an individual. My heartfelt thanks go to Wafi Aziz Sattar Sir, Nandita Tabassum Khan Ma'am, Dr. Din M. Sumon Rahman Sir, Mahmudun Nabi Sir, Muhammad Aminuzzaman Sir, Bikash Chandra Bhowmick Sir, Mohammad Shazzad Hossain Sir, A F M Moniruzzaman Shipu Sir, Aminul Islam Sir, Dr. Sarkar Barbaq Quarmal, Dr. Habib Mohammad Ali Sir, and last but not the least our Pro Vice-Chancellor and MSJ department head, Prof. Jude W.R. Genilo Sir.

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: Nabila Afrin Mithila

ULAB ID: 181012019

Signature _____

INTERNSHIP REPORT APPROVAL FORMStudent Name Nabila Afrin MithilaID No. 181012019Major: Public RelationsYear: 2023Local Phone: 01869521667Email: nabila.afrin.msj@ulab.edu.bd

INTERNSHIP/PROJECT INFORMATION

Internship

Organization/Project: Asiatic Mindshare Limited

Internship /Project Report

Topic: Internship Report on Asiatic Mindshare LimitedSemester (Tick one): ☐ Spring 2023 ☐ Summer 2023 ☒ Fall 2023

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

Internships serve as a bridge between academic knowledge and implementation in reality. It enables students to apply what they have learned in classrooms through implementing theories, concepts, and skills in a work environment. Apart from applying academic knowledge, internships provide the chance to build essential skills which employers highly admire. Internships also provide an opportunity to build valuable networking opportunities. This report is based on the nine weeks of the Internship period where I worked as a full-time employee.

This report details my internship experience as an intern in the Client Services department at Asiatic Mindshare Ltd., a leading media and communications agency in Bangladesh. I interned at the agency from October 08, 2023, and it'll end on January 08, 2024, after completing three months, gaining valuable insights into the dynamic world of advertising and the crucial role of various departments within the agency. This internship report emphasizes the work experience I have gained as an Intern at Asiatic Mindshare Limited. I joined the office as a novice and learned practically how the work is done in real-time. In the report, I described the major works I did in the last 9 weeks. My work there mostly was to plan digital promotional content, create briefs and monthly reports of the brands I was handling and competitor analysis of their competitor brands. Working there I gained technical skills, communication skills, problem-solving skills, teamwork skills, time management skills and last but not the least critical thinking skills. As an intern, I didn't get consistent workloads. Sometimes there was a lot of work and sometimes there was little. Altogether it was a great experience. I have matured a lot professionally working at Asiatic Mindshare Limited.

Since its beginning in 2001 in Bangladesh, Asiatic Mindshare Limited has always been serving quality media assistance to its clients. It has become one of the renowned and biggest media buying agencies in the country within this short period of time. Asiatic Mindshare Limited has a great internship program. I am glad I was able to do my internship at Asiatic Mindshare Limited. Advertising and media agency employees have to work strong to uplift a brand and its value.

Expectations

Majoring in Public Relations, I always wanted to build my career in the field of brands and publicity. During my five years of life studying at the University of Liberal Arts, I have learned a lot about brands and building connections through communicating with my faculties and courses. I was eager to apply the lessons I learned in the real corporate field.

Expectations from this internship were:

- To learn how the corporate world works
- To learn how the agencies work
- To understand the client service activity
- To learn how to build and maintain public relations
- To learn how digital marketing is done
- To learn how to build brand images
- To learn how to deal with clients
- To learn how to manage crisis moments for brands
- To spread my networking
- To know how the creatives are done
- To enrich my professional skill
- To be a part of the brands
- To know how consumers' mind works
- To establish a mind to work under pressure

Host Organization



Asiatic Mindshare limited

Organization Type: Media and Advertising agency

Incorporation Status: Private Limited

Company Year of Establishment: 2001

Address: Millennium Castle, House: 47 Road: 27, Block: A, Banani, Dhaka: 1213, Dhaka Division, Bangladesh

Website: <https://www.asiatic360.com/our-companies/mindshare-bangladesh/>

About The Company:

Asiatic Mindshare started its operation in Bangladesh in June 2001 as a joint venture of GroupM and Asiatic 3sixty Limited Bangladesh. Little by little, it shaped the media landscape in Bangladesh with data and science at the core of it all and turned into one of the leading advertising agencies in Bangladesh. Since then, it has been bringing significant changes in local media scenarios and their clients' media investment. This requires creativity, normal consideration and an advanced mobile purchasing force. In Bangladesh, it is the first of its kind, as it is a complete media planning, buying & research company. It is a driver of media research in the Bangladesh media market.

Mission of Asiatic Mindshare

Continuing to grow in size and dimension, and provide complete communication solutions to clients in an ever-changing marketplace. Asiatic Mindshare Limited aspires to be one of the

leading advertising firms in Bangladesh through prudence, flair, and the quality of its advertising strategies. From time to time, the agency has some mission to accomplish the hierarchical objectives. Their statements of purpose are not squeezed into single sentences but rather summarize their core goal.

Among them are some of the following:

- Providing high-quality media services using cutting-edge technology
- Delivering prompt and accurate client service
- Establishing elevated standards
- Innovative advertising at a reasonable cost

Vision of Asiatic Mindshare

To establish a workplace environment that encourages people to be fascinated, hungry, and motivated with the goal of generating remarkable ideas that people enjoy spending time with. MindShare aims to secure a significant competitive edge and provide customers with unique solutions in a media landscape that is rapidly changing to the extent of becoming unrecognizable. This is defined by the fragmentation of broad communications, as well as the expansion of media and the implementation of new technologies.

Core Service

Mindshare manages the media investments of its clients with diligence and transparency. MindShare's core services are focused on providing clients with exceptional returns on media investment. Mindshare assists brands in thriving in a world that is progressively digital by delivering data-driven solutions that communicate the right message to the right person at the right time. With a strong knowledge of data and all media touchpoints, it helps brands and businesses thrive in a world that is constantly evolving.

Award Winning Services

Strategy & Planning Develop a clear strategy and elaborate plan for good growth using data-driven approach paired with insights into human behavior.	Performance Marketing Driving growth for our clients by strategizing, planning, buying and optimizing media campaigns in all digital touchpoints.	Out of Home Advertising Reach up to 95% of your target audience with our creative and innovative outdoor advertising services.
TV, Radio, Print Media Gain competitive edge through our market-leading talents, techniques and systems, across all online and offline media channels.	Creative Production With a team full of creative minds & diverse background, producing bold & inspiring content at scale for our clients.	Data & Analysis Helping our clients stay ahead of others by providing data-driven insight across the entire media spectrum.

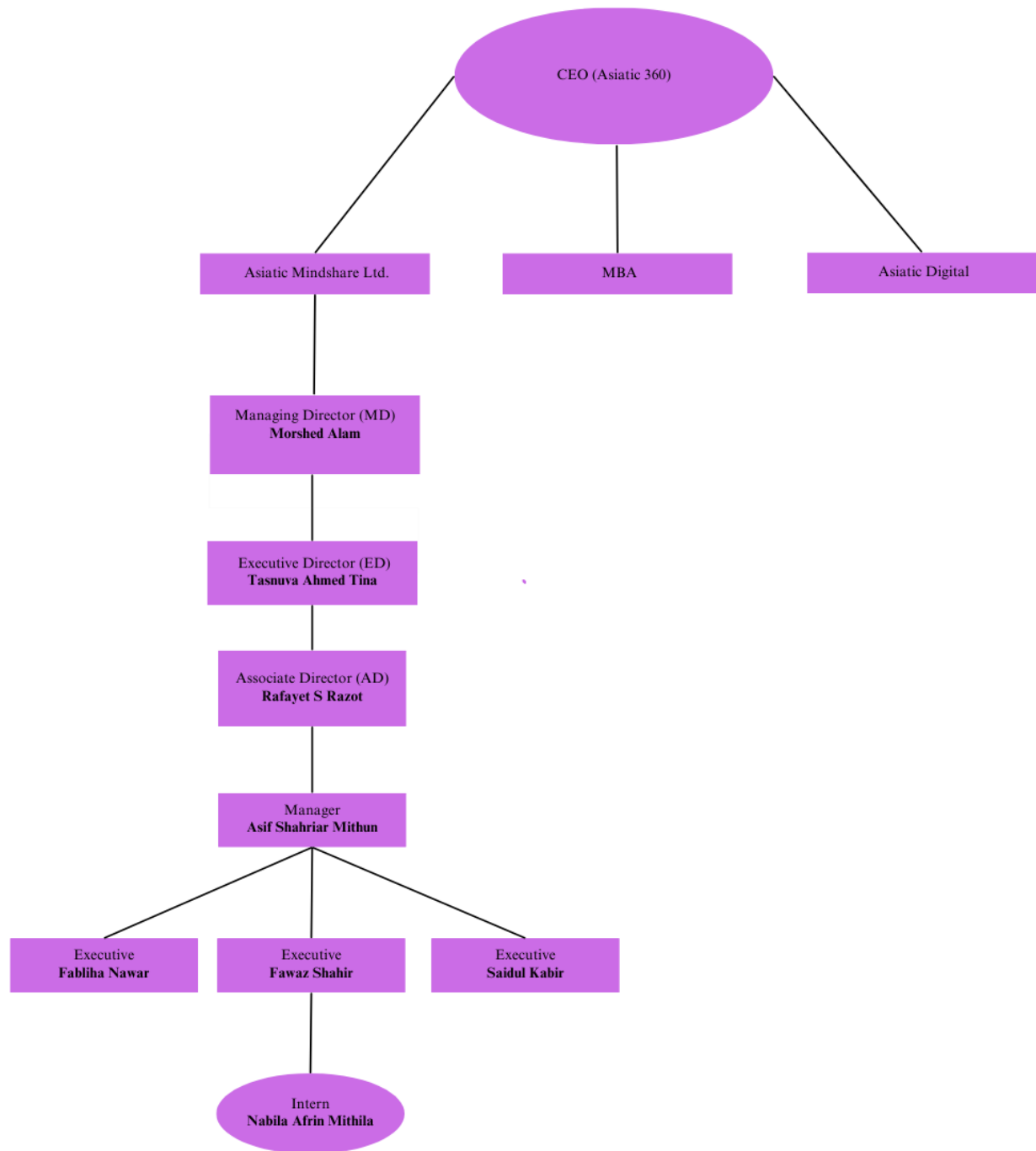
ALT Clients

Digital Clients



Company's Organogram



Tasks

I am under the supervision of the manager of our department and though I have one line manager, other executives also give me tasks from their projects. Till now I have participated in several projects, in some of them I have little tasks, and in some, I have multiple tasks. The following is a list of my responsibilities throughout my internship:

- Brand Analysis
- Brand monthly report, monthly brief making
- Competitor Analysis
- Content Planning
- Customer Relationship management
- Presentation slide making
- Market Research
- Transcribe interviews
- Attending in-house meetings with supervisor, client services department executives and the creative team

Project Description

Project 1

Project Name: Kumarika Natural Living Digital Promotional Content Planning for November 2023

Client: Hemas

Start Date: 18/10/2023

End Date: 30/11/2023

Project Overview: Kumarika is a consumer brand of our client Hemas Group. They manufacture and sell hair oil. This brand has a huge target group. We handle their official Facebook page. We have to maintain their social media reputation by creating ideas, making contents and posting it online. I created 5 ideas with engagement posts, static and dynamic. All the ideas got appreciation but 3 got selected and published on Kumarika's official Facebook page.

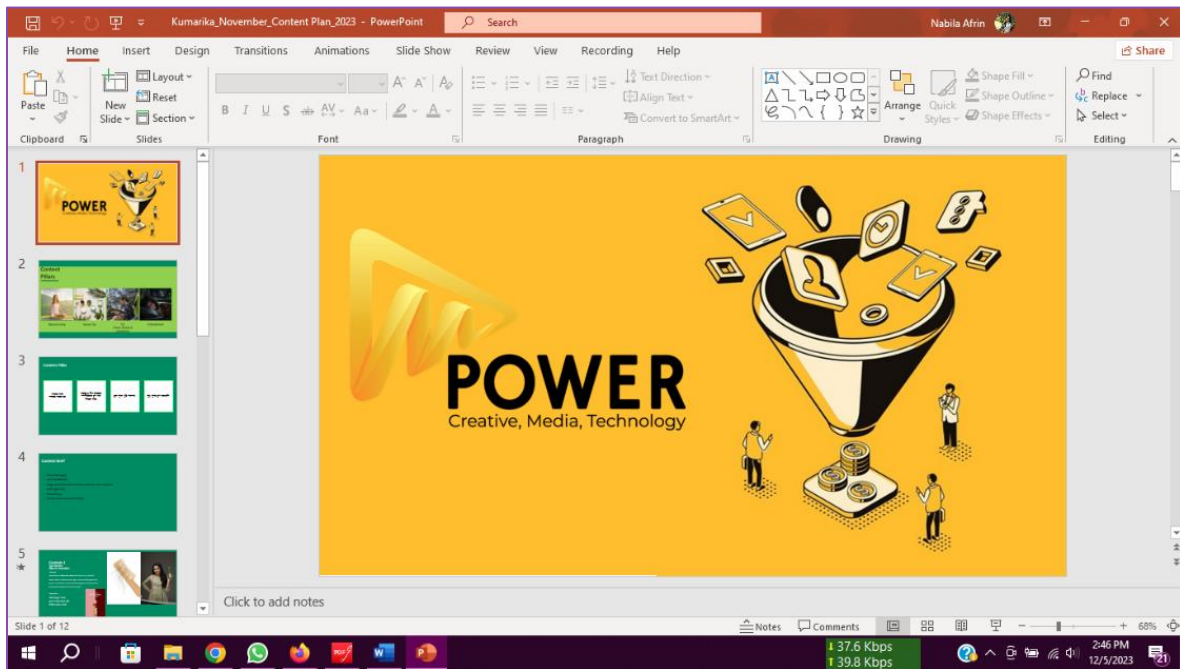
My Tasks:

- Study the client
- Study the products
- Understand the TG
- Research about hair oils
- Study previous contents
- Content making

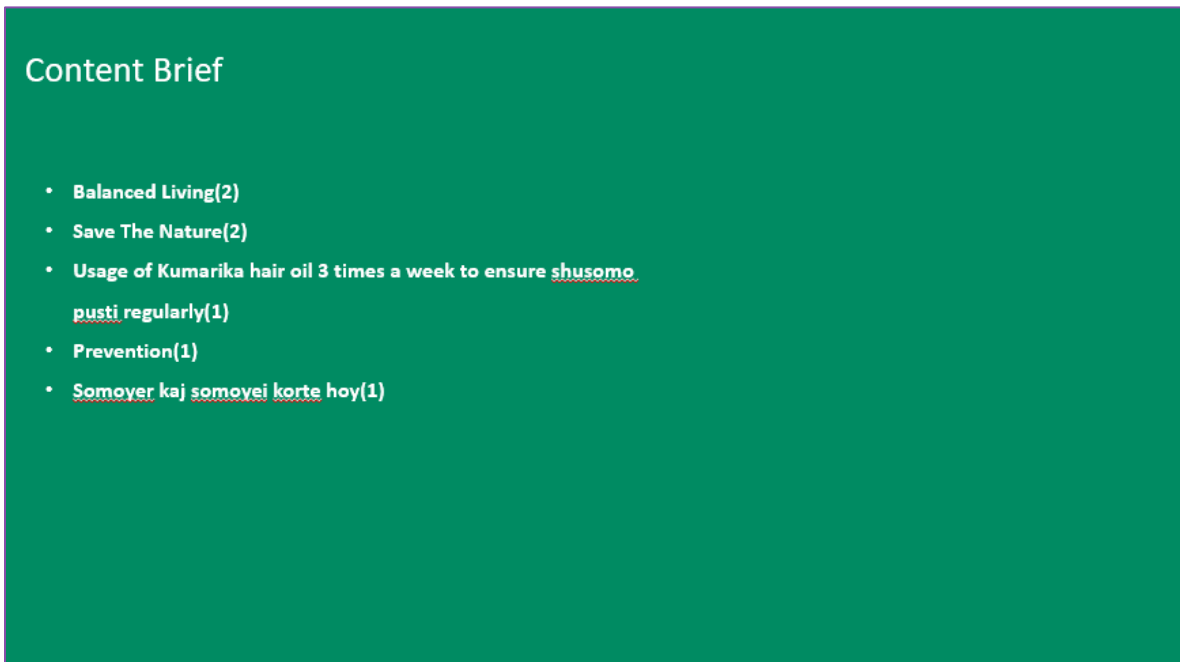
Responsibilities:

- Studying and learning about the hair oil industry, ingredients and their benefits.
- Comparing with the competitors and the global market.
- Generating ideas for month-wide promotional activities
- Making 7 Post ideas connecting occasions or days if there are any relevant
- Making engagement posts to involve the audience
- Making a PowerPoint presentation with the ideas and plan
- Presenting the idea in front of the supervisor and creative team

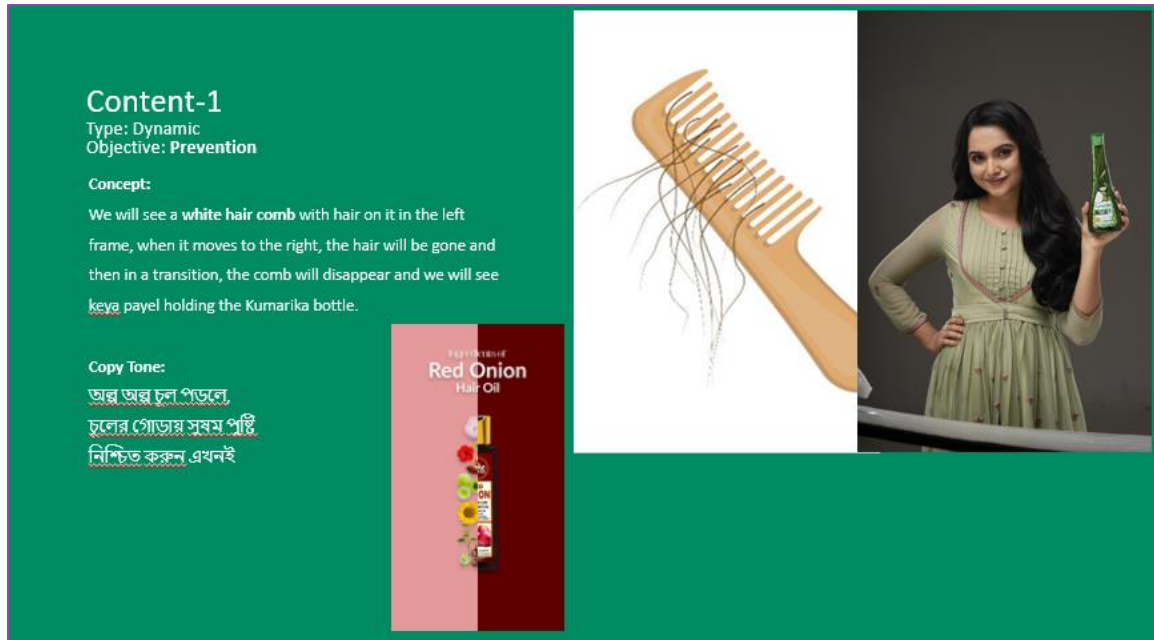
Proof of Tasks and Responsibilities



Picture 1.1: PPT of the ideas shown in the sample



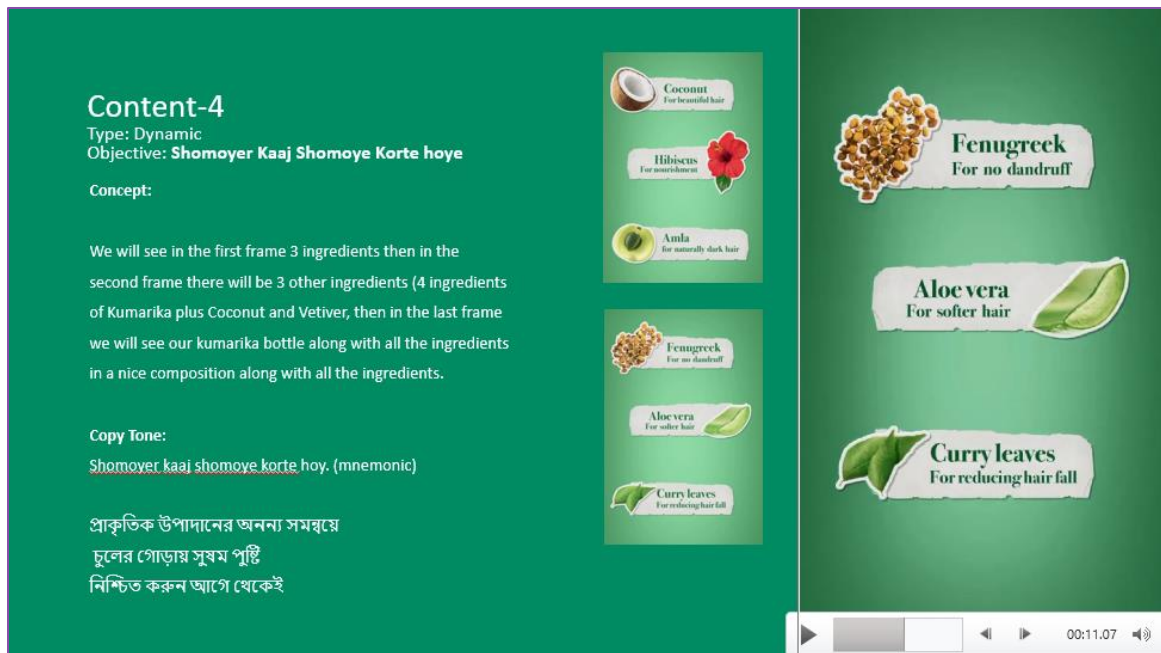
Picture 1.2: Content pillars for month-wide promotion



Picture 1.3: My idea for the Dynamic post “Prevention”



Picture 1.4: Published content according to my idea by Kumarika Natural Living's official page



Picture 1.5: My content idea for dynamic “Somoyer kaj somoyei korte hoy”



Picture 1.6: Published content according to my idea by Kumarika Natural Living's official page

Content-5

Type: Static

Objective: Save the Nature

Concept:

We will see a plastic bottle on the street in a split image, where on the other side we will see a plant in a plastic bottle

The idea will be to communicate not throwing away plastic bottles and recycling them

Copy Tone:

Save The Nature (mnemonic)

প্রকৃতি ও পরিবেশ রক্ষায়

রিসাইক্লিং-ই হতে পারে আট উপায়



Picture 1.7: My content idea for the static post “Save the Nature”



Picture 1.8: Published content according to my idea by Kumarika Natural Living's official page

Challenges I have faced:

- As it was my first-time content making and presenting them to the seniors, I was very nervous and confused.
- I was not aware of many terms used in content planning

My mistakes:

- At first, I was too nervous and shy to share my ideas in front of the people present at the meeting
- I didn't know the appropriate ideas that would be a good fit for the brand
- I suggested some ideas which was not feasible

My Learnings:

- I learned some about terms like static, dynamic etc.
- I learned to research the industry and its consumers
- I learned to make engaging content that can attract consumers to participate
- I learned that engaging post increases post reach organically
- I learned how the promotional things are done
- I learned target marketing
- I learned how a proposal is made to pitch

Project 2

Project Name: Kumarika Natural Living Monthly Report for October 2023

Client: Hemas

Start Date: 22/10/2023

End Date: 31/11/2023

Project Overview: As client servicing for our client Hemas's consumer brand Kumarika, one of our tasks is to make monthly reports every month end and provide a thorough analysis of Kumarika and its competitors' content to show the current situation of Kumarika in the bd hair oil market.

My Tasks:

- Analyse Kumarika's Facebook page contents of the month
- Analyse page inbox and comments
- Check both Facebook and Instagram page insights for growth report
- Monitor monthly reach and engagement
- Analyse its competitors' Facebook content
- Make a total comparison chart for Kumarika and its competitors' month-wide contents

Responsibilities:

- Taking screenshots of Facebook content posted throughout the month
- Analysing comments and messages and making a list of queries
- Finding out the average audience engagement per month
- Listing Page likes, followers and site visits
- Listing competitor brands that need to be analysed
- Taking screenshots of competitors' Facebook content
- Identifying the content types
- Making a comparison chart of the Kumarika and its competitors according to likes, comments, shares and number of posts
- Making a PowerPoint presentation

Proof of Tasks and Responsibilities

Brands to be analysed

				
Kumarka	শিকার	এক্সট্রা কেয়ার	ALOE VERA ENRICHED COCOONUT HAIR OIL	শিকার
চুলের যত্নের সূক্ষ্ম সুই	হার ৩ হাজারখানা চুলের তেল	ময়দার চুলের, ময়দার চুলের	কেসল ৩ টিকা চুলের তেল	ময়দার চুলের, ময়দার চুলের
				
জুই	হিভা Kumarka	SESA	Deter Vatika	emami 7 OILS TONE
সূক্ষ্ম চুলে সূক্ষ্ম সুই	নন-সিবি কেয়ারসার্ট যেয়ে তেল	Herbal hair care that actually works	চুল যত্ন করার ৪ সার	৭ সার পিঙ্কি চুলের হবে পিঙ্কি

The figure displays three screenshots of Facebook pages, each representing a different brand or organization. The first screenshot on the left is for 'Kumarika Natural Living', showing a profile picture of a woman and a cover photo of a sunset. The middle screenshot is for 'Parachute Advanced', featuring a cover photo of various Parachute Advanced products. The third screenshot on the right is for 'Parachute Advanced Belkashol', showing a cover photo of a woman and a child. Each screenshot includes the page name, profile picture, cover photo, and a grid of posts.

Facebook Post Analysis: Kumarika Natural Living

Facebook Post Analysis: Kumarika Natural Living

Total Analysis:

Recent campaign: No campaigns

Post type: 1 e-commerce associated post, 1 corporate post, 1 special day post, 1 congratulatory post and 3 product promotion posts.

- Total Comment - 101
- Total Likes – 10543
- Total Share - 42
- Positive Comment – (Maximum comments were positive, appreciative & queries related)

[illegible]

Growth Results Of Kumariika in Facebook and Instagram (October)

Facebook reach 

2,557,806 $\pm 6.7%$



Instagram reach 

343,120 $\pm 3.2%$



Facebook likes 

57 $\pm 16.7%$



Instagram profile visits 

17 $\pm 14.3%$



Facebook video views 

10,246 $\pm 19.2%$



Instagram profile views 

261 $\pm 55.7%$



Facebook Post Analysis: Parachute Advanced Aloe Vera

The figure shows three Facebook posts for Parachute Advanced Aloe Vera. The first two posts are campaign posts featuring a couple and a heart-shaped text box that says "आपने सोच things you always do for her". The third post is a product promotion post showing a bottle of Parachute Advanced Aloe Vera hair oil and a bowl of fruit.

Total Engagement Comparison											
Brand Profile											
Brand Segment	Kumari's Natural Living	Parachute Advanced Belipool	Parachute Advanced Extra Care	JUL Beautiful Hair	Parachute Advanced	Emami 7 Oils in One Bangladesh	Sessa Bangladeshi	Dabur Vatika Bangladesh	EVA by Kumari's	Kesh King Bangladesh	Parachute Advanced Aloe Vera
LIKES	10543	182	598	0	0	760	9592	8483	383	0	24
COMMENTS	101	11	3628	0	0	454	1038	2079	48	0	220
SHARES	42	3	168	0	0	30	196	406	15	0	5
TOTAL POST	7	5	18	0	0	6	35	11	4	0	2

Picture 2.1: PPT slides of Kumarika's November monthly report

Challenges I have faced:

- I didn't know the terms of content types
- I was not aware of many terms used in content planning

My learnings:

- I was confused about many post types
- I couldn't write captions for some posts either it was product promotion or not
- I mixed up some instructions
- I missed the reporting deadline

My Learnings:

- I learned some about terms like promotional, E-commerce affiliated, campaign posts etc.
- I learned to make monthly reports
- I learned to take insights
- I learned about Kumarika's competitors
- I learned to make a comparison chart

Project 3

Project Name: AkijBashir Digital Promotional Content Planning for November 2023

Client: AkijBashir

Start Date: 30/10/2023

End Date: 02/11/2023

Project Overview: The Akij Bashir Group is a leading corporation in Bangladesh, with a wide range of businesses including ceramics, board, tableware, sanitary ware and jute. We were supposed to plan promotional content for the brand itself including any/all the business they run.

My Tasks:

- Study the client
- Study the products
- Understand the TG
- Study previous contents
- Content planning

Responsibilities:

- Studying and learning about AkijBashir
- Generating ideas for month-wide promotional activities
- Making digital media platforms post ideas
- Making a PowerPoint presentation with the ideas and plan
- Presenting the idea in front of the supervisor and creative team

Proof of Tasks and Responsibilities



Content-1
Type: Static
Objective: Touching people's life

Concept:
We will see a couple of hands appearing from both sides of the frame holding Akij Tableware products showcasing the elegance.

Copy Tone: For the elegant dining experience



Content-2
Type: Static
Objective: Touching people's life

Concept:
We will see Akij Tableware products placed aesthetically on a table with rice colour and aligning composition.

Copy Tone: For the impeccable quality dining experience



Content-3
Type: Static
Objective: Sustainability

Concept:
We will show a bird eye view of a dense jungle where 'Akij Bashir' Logo in the middle as 4 ponds. Putting the greenery around the Akij Bashir logo portion, demonstrating the 5% contribution to the environment communicating we are going beyond tomorrow.

Copy Tone: Reduced deforestation by 5%



Content-4
Type: Dynamic
Objective: Going Further Together

Concept:
We will show landscape shot of Dhaka city putting "Akij Bashir" building in the middle standing high like a skyscraper and clouds flying in the sky and the "Akij Bashir" logo will emerge in the sky, communicating we are going beyond tomorrow.

Copy Tone: Beyond Tomorrow



Thank you

Picture 3.1: PPT of content ideas made by me for AkijBashir for November

Challenges I have faced:

- This was a very tough brand for content planning. My mind was blank for the first two days
- The senior who gave me this task, was not helpful and cooperative

My mistakes:

- I couldn't understand the brand tone
- At first I couldn't connect the products with content pillars
- As the brand is versatile with their products in the market, understanding the Target Audience was tough

My Learnings:

- I learned to research the brand and its businesses
- I learned about its diverse and respective customers across its businesses
- I learned to make out-of-the-box contents
- I learned brand marketing

Project 4

Project Name: Castrol Oil Digital Content Planning for November 2023

Client: Castrol Bangladesh

Start Date: 25/10/2023

End Date: 30/11/2023

Project Overview: Castrol is a global manufacturer and distributor of premium engine oils. It has a business in Bangladesh too. For its digital promotion, we need to make content ideas. Though my ideas were not selected, I learned a lot while doing this project.

My Tasks:

- Study the brand
- Study Castrol India's Facebook page contents
- Study the products
- Understand the TG
- Content planning

Responsibilities:

- Studying and learning about Castrol India
- Generating ideas for month-wide promotional activities
- Making digital media platforms post ideas connecting occasions or days
- Making a PowerPoint presentation with the ideas and plan

Proof of Tasks and Responsibilities



Castrol Oil 3x Protection

Slogan: Castrol Oil 3x Protection

Dynamic:

A car is driving down a road in the desert. It's hot and dusty, and the car is starting to overheat. The engine starts to knock, and the driver is worried that he's going to break down. But then he remembers that he's using Castrol 3X protection. The engine stops knocking, and the car continues on its way.

Copy: "Castrol 3X protection protects your engine in even the most extreme conditions."



World Tsunami Day

5 November

Slogan: Protect your engine, protect your future.

Static:

A photo of a tsunami wave crashing onto the shore, a bike in front of the wave standing on the shore.

Dynamic:

A tsunami wave crashes onto the shore, devastating everything in its path. But one bike remains standing, its engine still running. The voiceover says: "Even the most powerful forces of nature can't stop your engine when it's protected by Castrol engine oil."

Copy: "Tsunamis can destroy everything in their path. But your engine doesn't have to be one of them. Protect it with Castrol engine oil."



World Kindness Day

13 November

Slogan: Show kindness to everyone, why not your bike engine.

Dynamic:

The commercial opens with a montage of people performing acts of kindness, such as holding the door open for someone or giving up their seat on the bus. The narrator says, "On World Kindness Day, we celebrate the small acts of kindness that make the world a better place."

The commercial then cuts to a scene of the Castrol engine oil pouring into engine then the bike running away smoothly.

The narrator says, "Just like a bike engine, our world runs more smoothly when we're kind to each other."

Copy: "Engine oil so good, it's kind to your bike."

"On World Kindness Day, show your bike some kindness with Castrol oil"



International Men's Day

19 November

Slogan: Protect your engine, protect your future.

Dynamic:

A automobile worker working on a bike engine. The headline says, "Men, we salute you."

Voiceover: "On World Men's Day, we celebrate the men who keep the world running. From the mechanics who keep our bikes on the road to the doctors who keep us healthy, men are essential to our society. Thank you for all that you do." Then cuts to a shot of the engine oil product, with the tagline "Keep your engine running strong, like you."

****Offer a discount on engine oil products to customers on World Men's Day**

Copy:



Castrol 3X protection

Slogan: Protect your engine with triple power.

Static:

Picture 1: A bike with a clean engine. The caption says, "This is what happens when you use Castrol 3X protection."

Picture 2: A bike with a dirty engine. The caption says, "This is what happens when you don't use Castrol 3X protection."

Copy: keep the engine clean and smooth.



Picture 4.1: PPT containing content ideas made by me for November

Challenges I have faced:

- The client's given budget didn't allow many promising ideas
- Our digital team is not ready for challenges
- Understanding bikers' mentality was tough for me

My Mistakes:

- I wrote the wrong terms in some contents
- I couldn't explain my idea elaborately
- I couldn't convey the brand message properly in my contents

My Learnings:

- I learned about the industry and its consumers
- I learned about bikers' mentality
- I learned metaphoric branding

Project 5

Project Name: Making Mood Board for Kolombo Hair Oil photoshoot

Client: Hemas

Start Date: 05/11/2023

End Date: 05/11/2023

Project Overview: Kolombo is a brand we handle and for any company/brand's digital promotion, we need to conduct photoshoots so that we can use the photos while making content. Before conducting a photo shoot, we need to plan what kind of photos we need for promotion. A mood board is a great help in this case. I made a mood board with all the layouts containing reference pictures from the internet.

My Tasks:

- Study photoshoot brief
- Identify the necessary layouts
- Collect reference pictures
- Make a PowerPoint presentation

Responsibilities:

- Understanding the photoshoot brief
- Research appropriate pictures that can be used for reference
- Making a mood board with the reference pictures
- Making a PowerPoint and presenting it to my supervisor

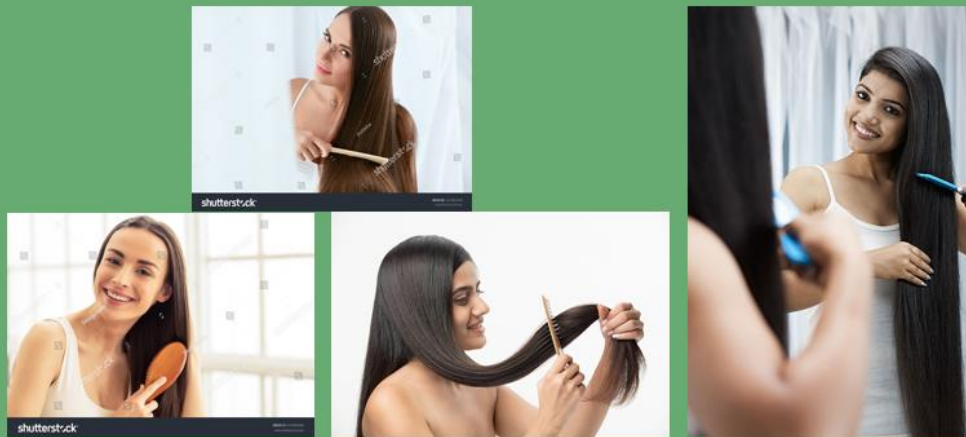
Proof of Tasks and Responsibilities

Photoshoot Brief

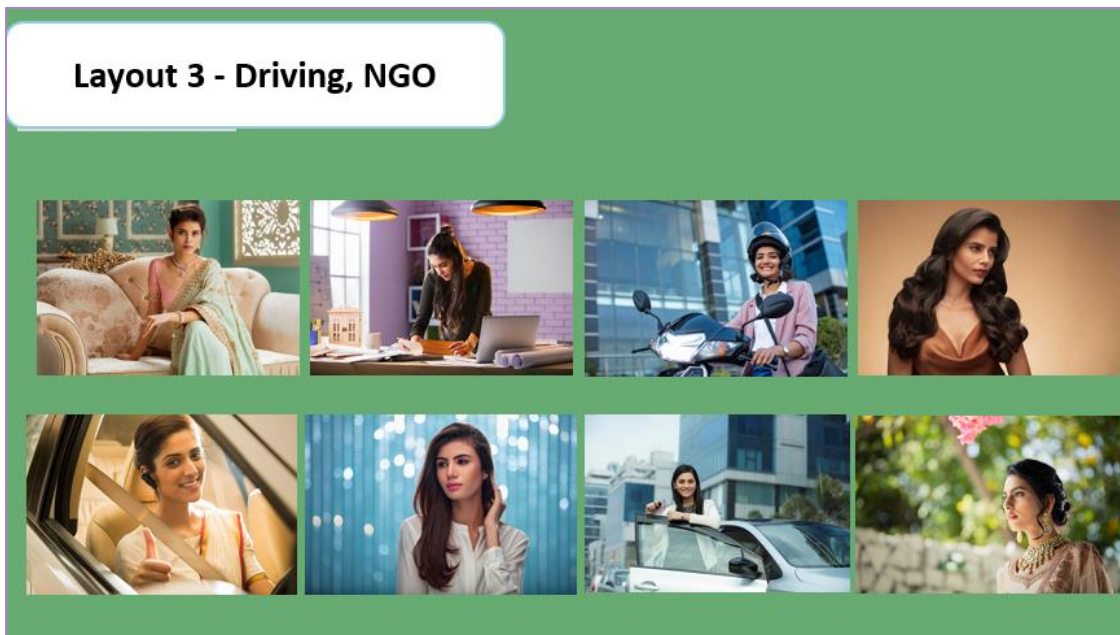
- 1) Close-up of Tisha holding a king coconut in one hand and Kolombo in another
- 2) Tisha applying coconut hair oil in front of a mirror
- 3) Tisha pouring oil on hair
- 4) Close-up of Tisha's reflection in the mirror as she applies the oil
- 5) Tisha sitting in a cozy chair, demonstrating the application of the coconut hair oil on her own hair
- 6) Tisha smelling the coconut hair oil in different attires, sitting, standing
- 7) Tisha holding the bottle in one hand and showing the great sign in different attires, sitting, standing
- 8) Tisha holding the bottle close to the camera, arms extended
- 9) Someone else putting Kolombo on Tisha's hair
- 10) Tisha combing her hair and Kolombo bottle in front of her
- 11) Tisha holding her hair in a bunch in different positions
- 12) Tisha in different attires- NGO worker, driving a car, cooking, looking glamorous

Picture 5.1: PPT of Photoshoot brief

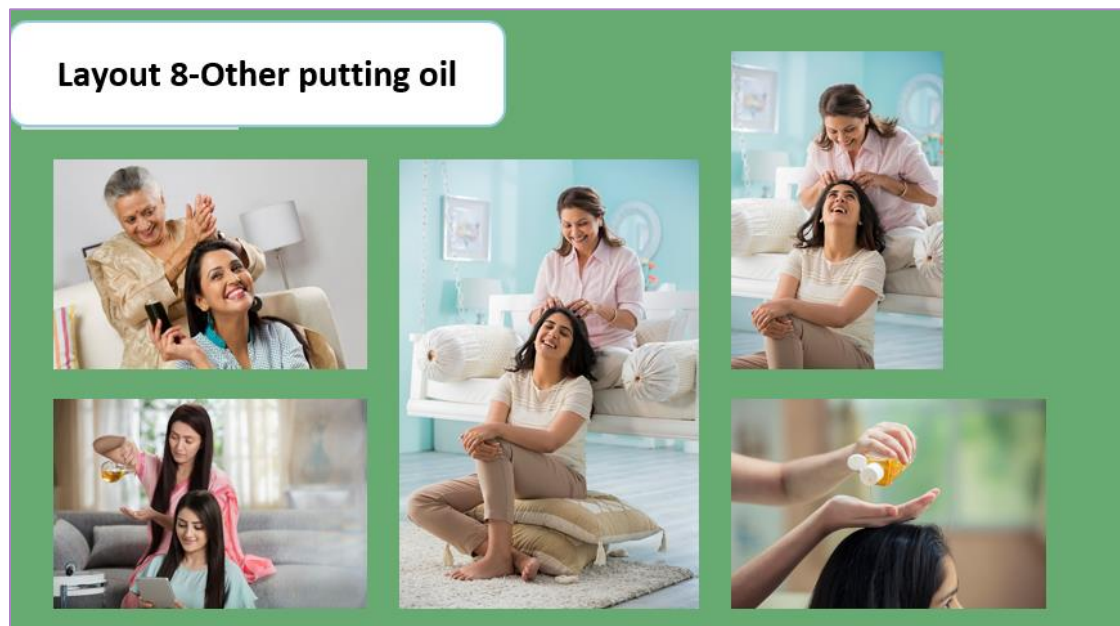
Layout 1 - Combing



Picture 5.2: PPT of mood board with reference pictures layout



Picture 5.3: PPT of mood board with reference pictures layout



Picture 5.4: PPT of mood board with reference pictures layout

Challenges I have faced:

- Finding appropriate pictures

My Mistakes:

- Few of the pictures didn't go with the product

My Learnings:

- I learned to make a mood board.
- I learned to research reference pictures and use them for different products
- I learned about pre-photoshoot works

Project 6

Project Name: Customer Relationship Management for Monalisa

Client: Bashundhara Group

Start Date: 15/11/2023

End Date: Ongoing

Project Overview: Customer Relationship Management for Monalisa was one of my constant tasks as a Client Service Intern. I have the responsibility to monitor Monalisa's official Facebook page. I actively need to respond to all the comments & messages from inbox & the comment box of Monalisa. I get a lot of queries about the products and relevant topics. I am making a FAQ sheet for the questions that were asked and proper replies of those in both Bengali and English. I use the sheet to rely on when those questions are asked again. When I don't know any answer I discuss it with my copywriter seniors in the office.

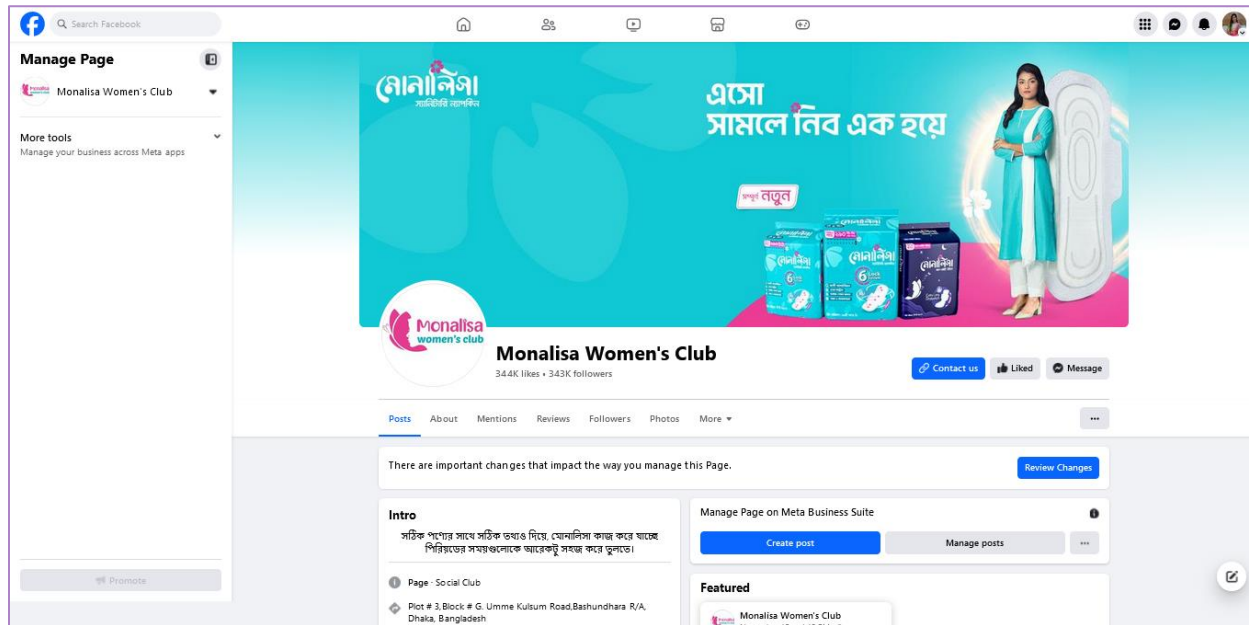
My Tasks:

- Reply messages
- Reply comments
- Hide bad/inappropriate comments
- Overall managing the page reputation

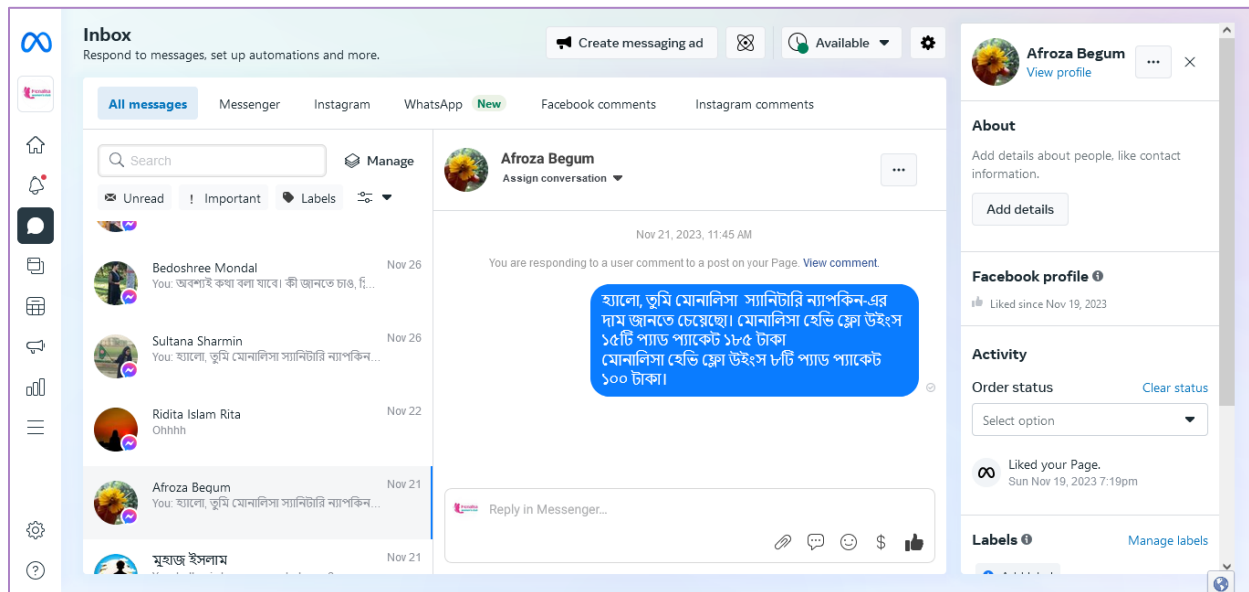
Responsibilities:

- Replying to any queries with proper answers and if not known query then asking the concerned person to reply to them.
- Keeping the page clean from spam & unwanted comments, delete or hide aggressive comments.
- Regularly updating the FAQ
- Follow up any campaign.

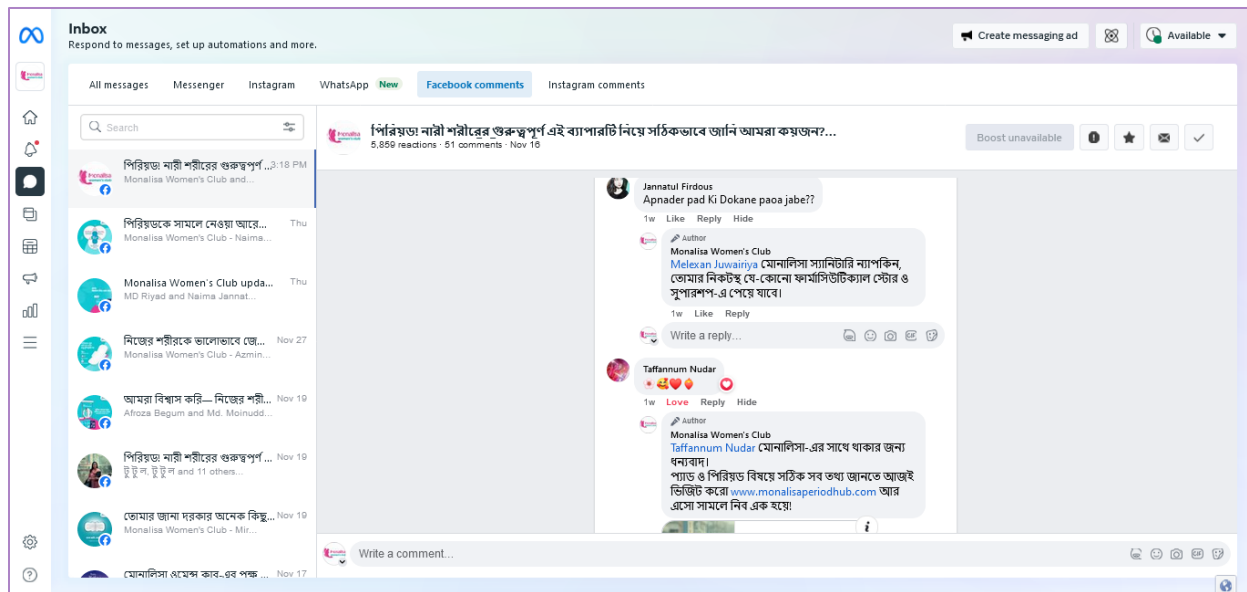
Proof of Tasks and Responsibilities



Picture 6.1: Monalisa's official page accessed



Picture 6.2: Inbox messages replied to by me



Picture 6.3: Post comments replied to by me

Monalisa_queries - Excel			
File Home Insert Page Layout Formulas Data Review View Help			
Clipboard Font Alignment Number Styles Cells Editing			
A B C D			
Query(Bangla)	Query(English)	Bangla Reply	English Reply
1 দাম কত? Price koto? koi ta model ace?	Price?	হ্যালো, তুমি মোনালিসা স্যানিটারি ন্যাপকিন-এর দাম জানতে চেয়েছো। মোনালিসা হেভি ফ্লো উইংস ১৫টি প্যাক ১৮৫ টাকা। মোনালিসা হেভি ফ্লো উইংস ৮টি প্যাক ১০০ টাকা। হ্যালো, আপনি মোনালিসা স্যানিটারি ন্যাপকিন-এর দাম জানতে চেয়েছিলেন। মোনালিসা হেভি ফ্লো উইংস ১৫টি একটি স্যানিটারি ন্যাপকিন কোনো অবস্থাতেই ৬ মাসের বেশি ব্যবহার করা যাবে না। এই সময়ের ভেতরে তা খুব একটা ময়লা না হলেও অবশ্যই বদলে ফেলতে হবে।	Hello, you wanted to know the price of Monalisa Sanitary Napkin. Monalisa Heavy Flow Wings 15 pads pack price 185 taka and Monalisa Heavy Flow Wings 8 pads pack price 100 taka
3 Koto hour stay kore ei napkin?	How long can I use a sanitary napkin?	হ্যালো, আপনি মোনালিসা স্যানিটারি ন্যাপকিন-এর দাম জানতে চেয়েছিলেন। মোনালিসা হেভি ফ্লো উইংস ১৫টি একটি স্যানিটারি ন্যাপকিন কোনো অবস্থাতেই ৬ মাসের বেশি ব্যবহার করা যাবে না। এই সময়ের ভেতরে তা খুব একটা ময়লা না হলেও অবশ্যই বদলে ফেলতে হবে।	A sanitary napkin should not be used for more than 6 hours under any circumstances. Within this period it must be replaced even if it is not very dirty.
4 Apnader pad Ki Dokane paoa jabe??	Is your pads available at shops?	মোনালিসা স্যানিটারি ন্যাপকিন, তোমার নিকটস্থ যে-কোনো ফার্মাসিউটিক্যাল স্টোর ও সুপারশপ-এ পেয়ে যাবে।	Monalisa Sanitary Napkins are available at any pharmaceutical store and supershop near you.
5 Aktu kotha bola jabe?	Can I/we talk?	অবশ্যই কথা বলা যাবে। কী জানতে চাও, প্রিজ বলো।	Of course we can talk. What do you want to know, please tell us.
6			

Picture 6.4: FAQ sheet made by me

Challenges I have faced:

- The main challenge is to keep up with the entitled customers who text at midnight and demand fast replies
- Keeping the page clean from inappropriate comments and responding to every query is challenging
- I was not allowed to give any reply on my own without consulting with the seniors and sometimes it took days to get a reply
- Not getting proper information from the brand about their products and prices

My Mistakes:

- Sometimes I make mistakes in replying
- I replied in English to Bangla texts
- I replied wrong text to a comment
- I was late to reply to some messages

My Learnings:

- I learned a lot about customer relationship management practically
- I learned to be customer friendly
- Interacted with the customers directly
- Learned the tone of the brand
- Gained knowledge about different kinds of people
- I learned the friendly yet professional language of communicating with people
- Every brand has its format for customer communicating

Project 7

Project Name: Bashundhara Tissue Digital Promotional Content Planning for December 2023

Client: Bashundhara Group

Start Date: 23/11/2023

End Date: 23/11/2023

Project Overview: Bashundhara Tissue's content planning is a lot of work as there are very few scopes to make content for tissues but it was an interesting work. Sitting together and brainstorming helped me learn to think outside the box

My Tasks:

- Study the client
- Study the products
- Understand the TG
- Study previous contents
- Content making

Responsibilities:

- Studying the competitors
- Generating ideas for month-wide promotional activities
- Making 13 post ideas connecting occasions or days
- Making engagement posts to involve the audience
- Making a PowerPoint presentation with the ideas and plan

Proof of Tasks and Responsibilities

Content Segmentation- Per Month



Content Pillars



Content Brief

1. Toilet tissue - Product USP based
2. Pocket tissue - Product USP based
3. Hand towel - Usage
4. Facial tissue - Comparison Post
5. Autism Website - To increase footfall in our website
6. Bangladesh vs New Zealand Test/OO/720 only series win post
7. December 16 : Victory Day
8. December 25: Christmas Day
9. December 31st : Happy New Year

Content-01

Product: Toilet Tissue
Pillar: Product USP Based
Type: Dynamic
Objective: Awareness
Date: 8th December

Concept:
 We will see a text, "বসুন্ধরা টয়লেট টিস্যুর কোন COLOR আপনার পছন্দ?" The two 'O's in COLOR will be replaced with top shots of Bashundhara toilet tissue rolls. The tissue rolls will keep changing into white color to pink color. A CTA will be added to take a screenshot and share your favorite color in the comments section.

Copy Tone:
 বসুন্ধরা টয়লেট টিস্যুর কোন COLOR আপনার পছন্দ?
 কমেণ্ট জানিয়ে দিন।



Content-03

Product: Hand Towel
Pillar: Product Usage
Type: Dynamic
Objective: Awareness
Date: 5th December

Concept:
 We will see a hand towel in a close shot, then we will zoom out frame and see Bashundhara Hand Towel and a pair of hands will be near the basin just about to take the tissue.

Copy Tone:
 টাওয়েল?
 না!
 ডেইলি হাওয়ারের গারফেস্ট সলী
 শুধু বসুন্ধরা হ্যান্ড টাওয়েল।



Content-04 (option)

Product: Facial Tissue
Pillar: Product Comparison
Type: Static
Objective: Awareness
Date: 12th December

Concept:
 We will replicate a popular meme content where we will see a character showing negative impression to a general tissue and in another image, he's showing appreciation to Bashundhara facial tissue.

Copy Tone:
 সাধারণ টিস্যু
 বসুন্ধরা ফেসিয়াল টিস্যু

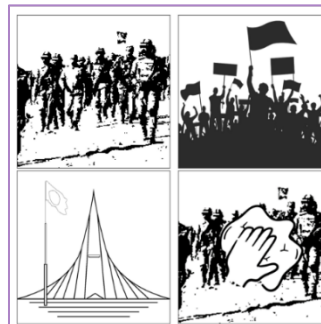
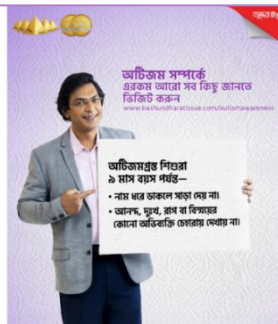


Content-05

Topic: Autism Website
Pillar: Autism
Type: Static
Objective: Awareness
Date: 14th December

Concept:
 We will see Chanchal Chowdhury holding a placard and through copy we will show 3 signs of Autism on it.

Copy Tone:
 আপনার পোস্টগুলো মতোই অটিজম
 সম্পর্কিত কথা



Content-07

Topic: Bangladesh Day
Pillar: Bangladesh Day
Type: Dynamic
Objective: Product USP Based
Date: 14th December

Concept:
 We will see a text, "বাংলাদেশের দিন" (Bangladesh Day) and a small image of a flag. The text will be in a stylized font and the image will be a small flag.

Copy Tone:
 (শীঘ্র) বাংলাদেশের দিন: ১৪ ডিসেম্বর

Picture 7.1: PPT slides of Bashundhara Tissue content plan for December

Challenges I have faced:

- I was suddenly called to join the meeting, and couldn't prepare anything beforehand
- I was not aware of previous contents

My Mistakes:

- I suggested some already-used ideas

My Learnings:

- I learned about the brand
- I learned about new terms like tentpole, KV etc.
- I learned how to pitch and handle brand ambassadors
- I learned a lot from group brainstorming

Project 8

Project Name: Bashundhara Tissue Competitor Analysis for November 2023

Client: Bashundhara Group

Start Date: 01/11/2023

End Date: 30/11/2023

Project Overview: To make efficient content, we must know about the competitors. So, every month we conduct a competitor analysis to understand the market and plan our content and promotions. Bashundhara is one of the largest companies in Bangladesh but it's always competing with previously existing and newly launched brands. To plan some unique yet signature content for Bashundhara tissue so it can stand out in the market, I conducted a thorough competitor analysis.

My Tasks:

- Study the industry
- Study the competitor brands
- Make a digital competitive analysis
- Make PPT for presentation

Responsibilities:

- Finding out the digital presence of all concerned brands across social and e-commerce platforms
- Categorizing the content types
- Making a PowerPoint presentation

Proof of Tasks and Responsibilities



Brands to be Analyzed:



PLATFORM PENETRATION

Takeaway
Relies on paid and organic media reach.

Facebook
Likes- 113k
Followers- 121k

YouTube
Subscribers- 538

Instagram
Followers- 2,972

Fresh Tissue

Content Pillar-
Product Promotion Post
Brand Awareness Post
Sports-affiliated Post

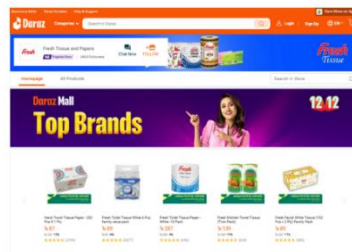
YOUTUBE



They have posted 2 videos this month on their YouTube channel

Fresh Tissue

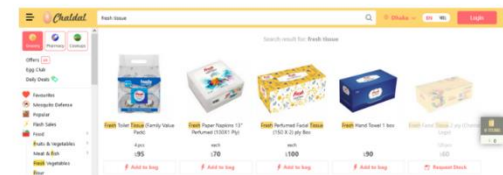
DARAZ



Fresh Tissue has a flagship store in Daraz, where they provide regular discounts

Fresh Tissue

CHALDAL



Fresh Toilet tissue, perfumed facial tissue, hand towel, and paper napkin are available on Chaldal and there is no discount

Fresh Tissue

BRAND TAKEAWAYS

- In November 2023, Fresh Tissue Have not posted anything
- In October They posted about their new campaign which is Breast cancer awareness .
- They have posted less content of their product compared to previous months (No Content at all).
- They have a flagship store at Daraz and offer discounts for all their SKUs in the platform.
- They are inactive on Instagram this month but also 2 videos their YouTube channel.

Fresh Tissue

FACEBOOK POSTS



Like: 27, Comments: 04,
Share: 05

Product Promotion Post



Like: 34, Comments: 02,
Share: 05

Product Promotion Post



Like: 38, Comments: 04,
Share: 03

Product Promotion Post

SUPER STAR Tissue

Picture 8.1: PPT of Bashundhara Tissue's competitor analysis for November 2023

Challenges I have faced:

- Some brands published too many contents that it was tough to keep track

My mistakes:

- I made some mistakes in statistics

My Learnings:

- I learned a lot more about the industry
- I learned about other companies' brand takeaways

Project 9

Project Name: Khan & Deen Group's Founder's Interview Transcribing

Client: Khan & Deen Traders

Start Date: 10/10/2023

End Date: 11/10/2023

Project Overview: Khan & Deen is one of the leading organizations in the pharmaceutical and food and beverage industries, offering a "one-stop solution" through specialized, innovative, and highly efficient industrial processing and packaging technologies. As we were building work relations with them, we needed to learn more about its founder, Shabbir A Khan and the company. I was assigned to transcribe the interview to a Word file so that we could use the information.

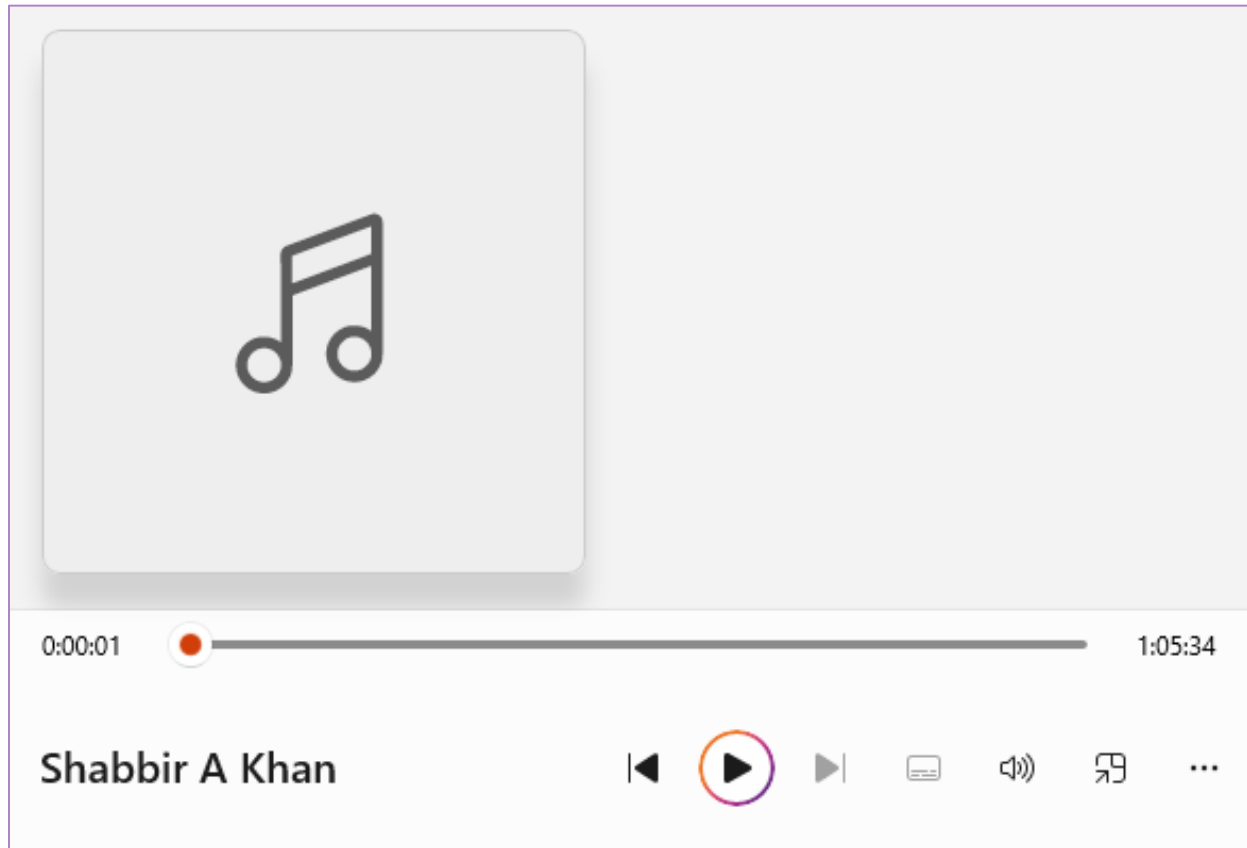
My Tasks:

- Transcribe the Interview from Bengali to English
- Built structural sentences

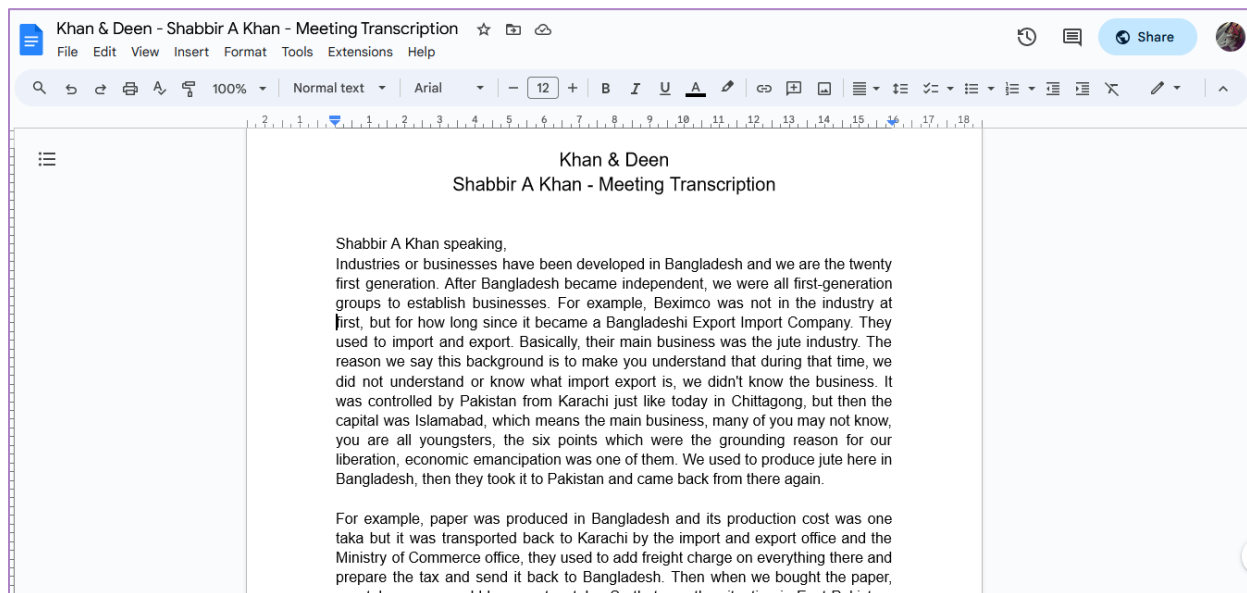
Responsibilities:

- Listening to the interview
- Understanding the speech write it down
- Translating the interview in English
- Making it a proper interview with questions and answers
- Reporting it to my assignee senior for final check and review

Proof of Tasks and Responsibilities



Picture 9.1: Audio file of Shabbir A Khan's interview



Picture 9.2: Audio transcription by me

Challenges I have faced:

- There was too much noise in the background of the recording
- Some words and lines were not audible
- The noisy audio made my ears hurt and gave me a severe headache

My Mistakes:

- I couldn't understand some words
- I couldn't write it properly due to inaudibility

My Learnings:

- I learned about Shabbir A Khan's career journey
- I learned about the industrial situation of Bangladesh before independence
- I learned about the company and how it established
- I learned about the brand
- I learned about the products and services
- I learned to push myself through headaches

Project 10

Project Name: Rosa Content List for Billing - November 2023

Client: AkijBashir Group

Start Date: 29/11/2023

End Date: 01/12/2023

Project Overview: At the end of the month, we need to prepare a bill for the client. This time I was assigned to make the bill. I made an Excel sheet of all the published contents according to content types and calculated each type. Then submitted it to the supervisor so he could calculate the billing amount after calculating.

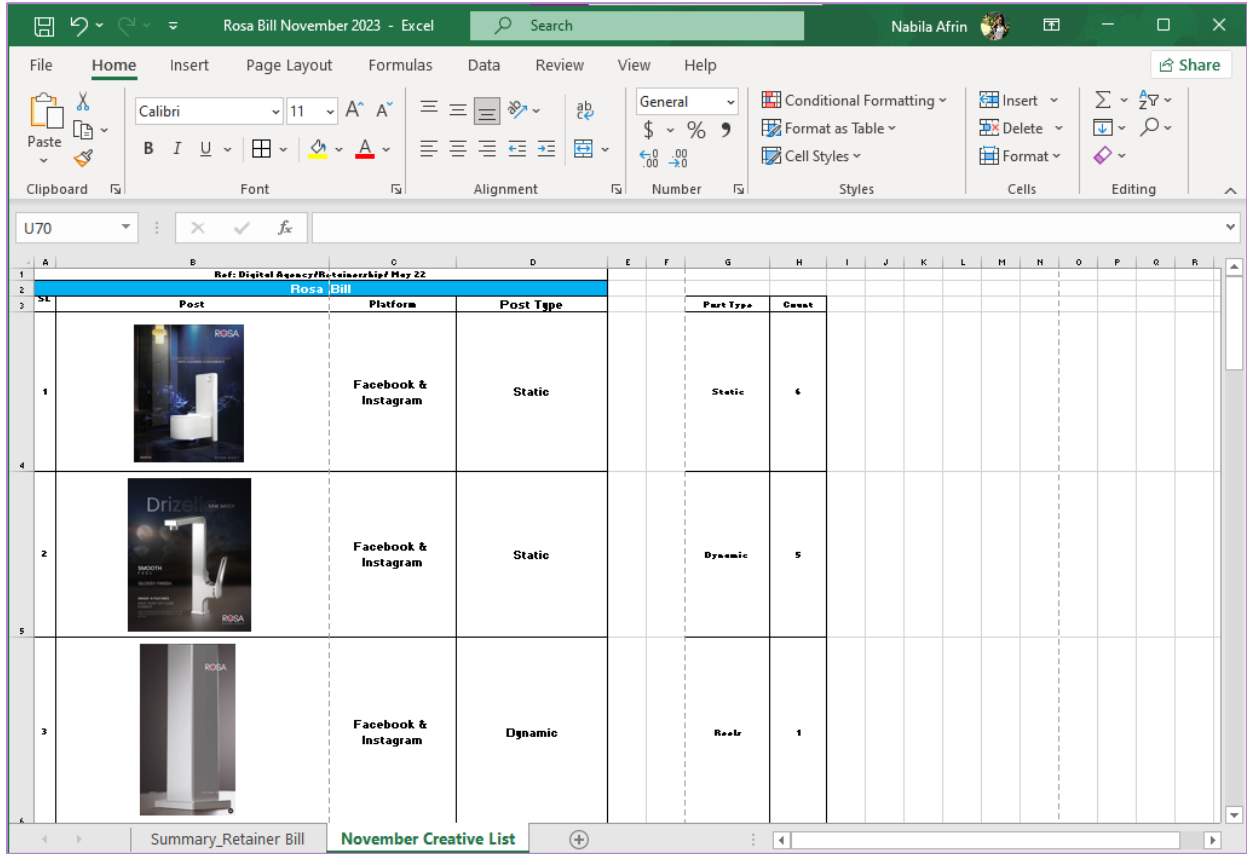
My Tasks:

- Make an Excel sheet
- Identify and categorize the contents
- Calculate total contents respectively

Responsibilities:

- Making an excel sheet
- Add column heads (number, post, platform and post type)
- Taking screenshots of all contents published in November
- Identify post type
- Calculate different types of posts

Proof of Tasks and Responsibilities



The screenshot shows an Excel spreadsheet with the following data:

SL	Post	Platform	Post Type	Part Type	Count
1		Facebook & Instagram	Static	Static	6
2		Facebook & Instagram	Static	Dynamic	5
3		Facebook & Instagram	Dynamic	Reels	1

The spreadsheet also includes a summary row at the bottom labeled 'Summary_Retainer Bill' and 'November Creative List'.

Picture 9.1: Excel sheet containing content details

Challenges I have faced:

- When the total count of posts increases its hard to keep track.

My Mistakes:

- I couldn't categorize content types on few contents

My Learnings:

- I learned to make a billing sheet
- I also learned the budgeting system for brand publicity

Project 11

Project Name: Kumarika & Actisef Billing for November 2023

Client: Hemas

Start Date: 28/11/2023

End Date: 30/11/2023

Project Overview: Hemas is a Sri Lankan company running many consumer brands and among those we handle Kumarika, Kolombo and Actisef. Every month end, we need to send them a bill with all the details they need to justify the expense. For November, I made the bill for Kumarika and Actisef.

My Tasks:

- Make an Excel sheet
- Identify and categorize the contents
- Calculate total contents respectively

Responsibilities:

- Making an excel sheet
- Add column heads (number, post, platform and post type)
- Taking screenshots of all contents published in November
- Identify post type
- Calculating different types of posts

Proof of Tasks and Responsibilities

SL	DATE	CREATIVE	TYPE
1	7/11/2023		Static
2	15/11/2023		Static
3	15/11/2023		Static
4	16/11/2023		Static

Picture 11.1: Kumarika contest list

SI	Date	Creative	Type
1	9/11/2023		dynamic
2	14/11/2023		Static

Picture 11.2: Actisef content list

Content type	Total
Static	5
Dynamic	3
Total	8

Picture 11.3: Number of total contents

Challenges I have faced:

- Making content list for two brands together was confusing and difficult

My mistakes:

- I didn't understand the instructions properly
- At first I calculated the contents separately

My Learnings:

- I learned some about terms like static, dynamic etc.
- I learned to research the industry and its consumers
- I learned to make engaging content that can attract consumers to participate
- I learned that engaging post increases post reach organically
- I learned how the promotional things are done
- I learned target marketing
- I learned how a proposal is made to pitch

Internship Outcome

From this internship at Asiatic Mindshare Ltd. I have learned a lot. I always asked for more work whenever I was free and worked hard when I was assigned any task to give my best at the office. I never missed any chance to learn. The internship program in the department where I worked was organized so effectively that it made me prepare for the practical job world. I used my best judgment and knowledge from my academic learning to work efficiently in the office. Seeing my work attentiveness and regularly asking for work, they involved me in many projects.

My Internship Outcomes are:

- I have learned how the agency works
- I have learned digital marketing
- I learned to take briefs from executives
- I have learned how to work with the creative team
- I learned TG psychology
- I learned how the Bangladeshi consumer's mind works for brands
- I have learned to cope with a professional environment.
- I have learned how the corporate world works
- I have enriched my skills

Work Log

D1/08.10.23

9:52: I reached office as my first day. They asked me to wait in the lobby.

11:23: HR called me in a meeting room where I filled up ~~my~~ a form.

12:30: Anisa apu gave me a ~~off~~ tour of office.

6:30: I ~~left~~ logged out.

D2/9/10/23

10:30: I logged in.

11:50: I got a temporary ID for access.

2:30: I met ~~the~~ my department members and introduced myself.

5:20: I got my laptop.

6:30: I logged out.

D3/10/10/23

10:35: I logged in.

12:00: Meeting with ~~sup~~ supervisor and line managers.

4:00: other interns showed me ~~at~~ their works.

6:30: logged out.

D4/11/10/23

10:30: logged in

Helped and learned while working with my fellow interns on their tasks.

05/12/10/23

Fawaz bhaia asked us to
report a competitors analysis
on kumarika. ~~Make a list~~

* Made a list of the
competitors

* Checked their social media
platforms.

06/15/10/23

~~Made~~
competitors List:

1. Parachute Beliphool
2. Parachute Advanced
3. Parachute Extra care
4. Parachute ~~Atol~~ Aloe Vera
5. Jui
6. Eva
7. Sesa
8. Dabur Vatika
9. Emami 7 oils

16/10/23

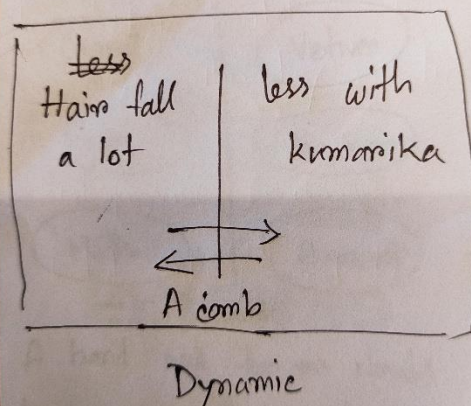
Fawaz bhaia invited me to
kumarika's thursday meeting.

~~He~~

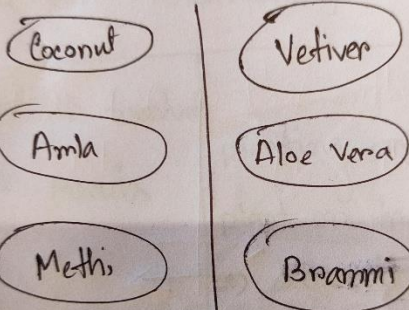
Got previous briefs.

Started making contents.

④ Hair fall prevention



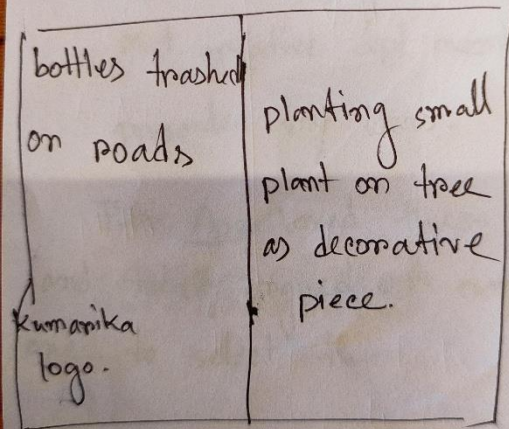
Content theme - Nutrition



Dynamic

A hand will tap on clouds
to ~~part~~ reveal ingredients

Content: Sustainability



Dynamic

19/10/23

12:00: joined meeting
Met creative dept member
presented my ideas.

Tithi Apu loved them
and totally argued with every
one to select them.

22/10/23
~~20/10/23~~

Fawaz bhaiya gave me task
to research which news media
houses published our news.

Made a drive file and
uploaded the links of
the news I found.

~~23/10/23~~
23/10/23

Study our new client
"kolombo" hair oil as Fawaz
bhaiya used to.
checked internet for informati
on and TGA analysis.

24/10/23

Got Access of "kolombo"
facebook page.

Studied their ~~online~~ facebook
page and instagram page.

25/10/23

Got two tasks
kumamika monthly
report.
Kolombo competitor analysis
Due date : 30 Oct.
collected the previous files
and templates.

kumamika:

2-e-commerce
4-product promotion.

Like - comment - share

4443 51 29

Analyse insights
Analyse comments

28.11.23

Kumariika Nov:	Advanced
191 1 1	21
2170 2 1	24 2 1
759 9 7	18 7 1
14 5 7	34 9
14 10 6	97 18 2
523 24 6	
4443 51 29	
Alovera	Beliful
8 2 1	97 4 1
10 1 1	41 1 1
19 18 2	26 6 2
13 4	27 6 3
50 23 4	469 12 323
	90 12 3
	50 5 3
	336
	1288
	800

Emami	Eva
59 33 3	40 9 8
39 6 2	83 2 2
98 39 5	13 63 52
	1423 74 62
Dabur	
105 9 14	100 7 14
100 9 7	237 11 31
738 19 116	82 7 6
17 98 29	58 6 8
57 4 7	4159 961 643
96 7 11	
153 15 10	
612 748 370	
111 21 18	

Eatra Carne	
25 23 2	47 6 2
38 17 3	98 132 25
24 14 1	27 18 13
20 10 1	944 6779 365
24 7 1	
26 10 3	
22 10 1	
30 11 2	
214 21 186	
235 44 124	
31	
26 1	
19 2	
21 15	
17 6	
	Kolombo
	15 6 5

Sesa		
50 37 1	20 11	37 8 2
111 17	42 42 1	70 21 1
55 21	25 14 1	32 12
114 193 1	78 53 2	42 19
120 31 2	37 22	34 12 1
59 28 1	120 5 2	32 9
24 9	370 86 7	15 1 1
17 4	66 31 1	1987 779 22
143 43 5	6 2	
60 26 2	31 23 1	
21 4 5	11 4	
21 5	123 27	

30/11/23

Gidden Tulip

Content	Sept	Oct	Nov
Special day			
Recruit		1	
Food/Product			
Profile update	1	1	
Congratulatory		1	
Sports			
Announcement			
Promotional			

03/12/23

Make a list of B' Grade beauty parlours in:
 Dhanmondi, Mohammadpur,
 Mirpur, Banani, Uttara,
 Shantinagar, Kakrail,
 Parnam Dhaka etc.

04/12/23

Add more places to the list:
 * Rampura, Banasree, Farmgate,
 Motijheel, Shyamoli, Tongi,
 Malibagh

SELF-ASSESSMENT FORM



MSJ043

SELF-ASSESSMENT FORM

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

Name of Intern: Nabila Afrin Mithila

University ID: 181012019

Name of the Institute/Organization:	Asiatic Mindshare Limited		
Corporate Office Address:	Millennium Castle, House 47, Road 27, Block A, Banani, Dhaka 1213, Bangladesh		
Email:	Info@mindshare-bd.com	Web:	https://mindshare-bd.com/

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

45 Hours

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

Yes. Monthly 5000 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

NO	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.	5
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.	4
8	I have the ability to persevere in difficult tasks	5
NO	CRITERIA (Social/Interpersonal Impact)	
9	I demonstrate concern for the welfare of others	4
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	4
14	I feel more connected to my community	3
NO	CRITERIA (Academic learning impact)	
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	4
19	I have the ability to connect academic subject matter to the real world.	5
NO	CRITERIA (EMPLOYMENT/JOB SPECIFIC IMPACT)	
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	4
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?	4.48

5. General Comments

I have learned a lot during my internship. I want to explore more.

Signature of Intern

Professional Competencies

The experience I gathered is invaluable. I have gained more professional competencies than I expected. I have grown more confident and mature professionally. It shows my capabilities, skills and qualities for a professional field. The things I have learned in here will surely help me in my career. The competencies I have attained from my internship are listed below:

- **Skills:** Working under stress, I was frequently required to finish a task like transcribing or content planning within a very short time frame. This taught me how to keep a cool head while doing delicate work on time and without making any mistakes.
- **Multitasking:** There were moments when I was assigned different types of tasks at once. I would have to make reports, market research, and fill out surveys, all while keeping an eye on the page I was assigned for CRM.
- **Participatory:** At the start, I sat quietly in meetings while observing and taking notes. I realized that I had the opportunity to express my ideas regardless of whether it was correct or not. I had the opportunity to participate. Getting over my nervousness in front of my supervisors and other department seniors who have years of experience was tough but I still participated which helped me improve my participation skills.
- **Presentation:** Over time, I learned how to fit a lot of information onto a single slide without having it appear cluttered, how to maintain themes and colors compatible with the brand I was working on, and how to make the most of PowerPoint.
- **Attitude:** I was glad to be able to implement what I had learned from previous classes and apprenticeship programs during my internship. It made working as a team much easier for me. I learned to finish my tasks on time as it taught me deadlines are to be met at any cost. I learned to take responsibility for my errors and not give excuses.
- **Knowledge:** Dos and don'ts of making presentation slides, working within time limitations, office internal communication, and coordinating with several different teams from other departments.

Concluding Remarks

Majoring in Public Relations, I always wanted to complete my internship at a multinational advertising and/or media agency. Getting an internship offer from Asiatic Mindshare Limited was a wish that became a reality thing. The last three months have been the most insightful and enlightening of my life. They have, I believe, guided me in growing into an experienced professional while also providing me with an interactive experience of the workings of the marketing and communication field. The idea of working has been less terrifying since knowing that it is a part of life. It had before been a complete unknown to me. Even though I still have a lot to learn, my nervousness has given way to a sense of optimism. Individuals take shape in school and university, but the corporate world finishes the circle. I'm hoping that with each encounter, I'll get better and closer to my objective of making a difference.