



Media Studies and Journalism

Internship Report

Submitted by

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ID: 191012032

Term: Summer 2023

Course Code: MSJ11498

Host Organization: CarrotComm Limited



Date of Submission: September 3, 2023

Table of Content

Content	Page Number
Student Details	2
Internship Details	2
Acknowledgement	3
Plagiarism Declaration Form	4
Internship Report Approval Form	5
Introduction	6
Expectations	7
Host Organization	8
Company Organogram	9
Tasks	10
Projects:	11
Project 1: Customer Engagement Campaign Plan For Hero Hunk	12-15
Project 2: Customer Awareness Plan For Shanta Equity	16-18
Project 3: Promotion Plan for BINGE ORIGINAL Language Problem	19-21
Project 4: Oasis Group New Business Plan	22-25
Project 5: Brand Awareness Plan for Hotel Central Inn	26-29
Project 6: Fatema's Bonedi Khana Launching Plan	30-33
Project 7: DI Promoting Citizen Priorities Campaign Plan	34-37
Project 8: Brand Awareness Plan for Hotel Central Inn	38-41
Internship Outcome	42
Realizations	43
Achievements From CarrotComm	44
Workplace Log	45-47
Self-Assessment Form	48-49
Professional Competencies	50
Concluding Remarks	51

STUDENT DETAILS

Name	Saif Iqbal
ID	191012032
Department	Media Studies and Journalism
Major Concentration	Public Relations
Minor Concentration	Bachelor of Business Administration
Career Objectives	To succeed in the advertising field in Bangladesh, and hopefully beyond, by engaging narrative and campaigns that has a genuine human effect.

INTERNSHIP DETAILS

Host Organization	CarrotComm Limited House no: 8, Road 23/C, Gulshan-1, Dhaka, Bangladesh, 1212
My Department	Digital Planning
Supervisor	Syed Asif Iqbal, Manager, Digital Media and Planning
Designation	Digital Planning Intern
Start Date	July 2, 2023
End Date	
Hours Per Week	40+
Total Working Period	12 Weeks

ACKNOWLEDGEMENT

During my internship period, I had a tremendous experience full of difficulties and new learnings, contributing to one of Bangladesh's best digital marketing agencies.

I wish to extend my sincere thanks to Mr. Syed Asif Iqbal, Digital Media and Planning Manager, CarrotComm Limited, for his help and encouragement given to me during this internship.

I would like to express my heartfelt thanks to Dilshad Hossain, Senior Lecturer, University of Liberal Arts Bangladesh, for her mentoring and insightful ideas throughout my internship.

I would seek to express my heartfelt appreciation to everyone at CarrotComm Limited who helped me complete my internship.

Finally, I'd like to offer my heartfelt appreciation to everyone who assisted me in completing this little undertaking.



MSJ041

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: Saif Iqbal

ULAB ID: 191012032



Signature _____

MSJ042

INTERNSHIP REPORT APPROVAL FORM

Student Name ___Saif Iqbal_____ ID No. ___191012032_____

Major: ___Public__ Relations_____ Year: ___2023_____

Local Phone: _____01944562333_____ Email: ___saifiqbal024@gmail.com___

INTERNSHIP/PROJECT INFORMATION

Internship

Organization/Project: _____CarrotComm__ Limited_____

Internship /Project Report

Topic: _____

Semester (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: _____Dishad_Hossain_____

Title: ___Senior_Lecturer___

E-mail: _____dilshad.hossain@ulab.edu.bd_____

Phone: ___+0881327411419___

INTRODUCTION

The advertising industry in Bangladesh is gaining traction as innovative and progressive ideas for creating brand awareness/communication through digital integration is becoming a huge sector. This growth trend has been spectacular in recent years, with the amount of organizations and sectors engaging in digital marketing rapidly expanding. People are more involved in social conversation and mobile technology in the present day, and communication and marketing planning have advanced dramatically.

As this trend continues, the necessity of digital interaction across all media distribution becomes increasingly important for campaign success. Even if traditional marketing strategies remain dominating, with corporations focusing heavily on TV commercials, billboards, and newspaper adverts, the market environment is poised to change.

As a student with concentration in Public Relations, and with a background in script and story writing, I wanted to work in the communication space. As an emerging new field, digital media seemed like the perfect place to learn and experiment. Thus, I joined CarrotComm - one of the best digital agencies in Bangladesh for a challenging experience.

CarrotComm is an advertising agency built on the power of integration and agility, with 15 years of experience. CarrotComm creates game-changing ideas and helps brands to engage with their customers in the right place, at the right time, and in the right context using actionable analytics and scroll-stopping creatives.

EXPECTATIONS

My primary expectation was to dip my toes in the professionals' pool and get an understanding of how the real work world operated beyond theories and classrooms. When I started my internship, I was assigned to the planning team. Taking from the name and in the field the company operated in, the following were my expectations:

- Becoming accustomed to a professional workplace
- Understanding adequate meeting protocol
- What "planning" meant and what significance this function performed in the foundations of campaign execution
- Recognising the client-agency relationship
- Understanding the dynamics of teams with different functions
- Understanding how to interact with clientele
- Learning how to construct a proper campaign
- Learning how to construct awareness, engagement and conversion based plans.

HOST ORGANIZATION

Organization Type: Advertising Agency

Incorporation Status: Private Limited

Company Year of Establishment: 2008

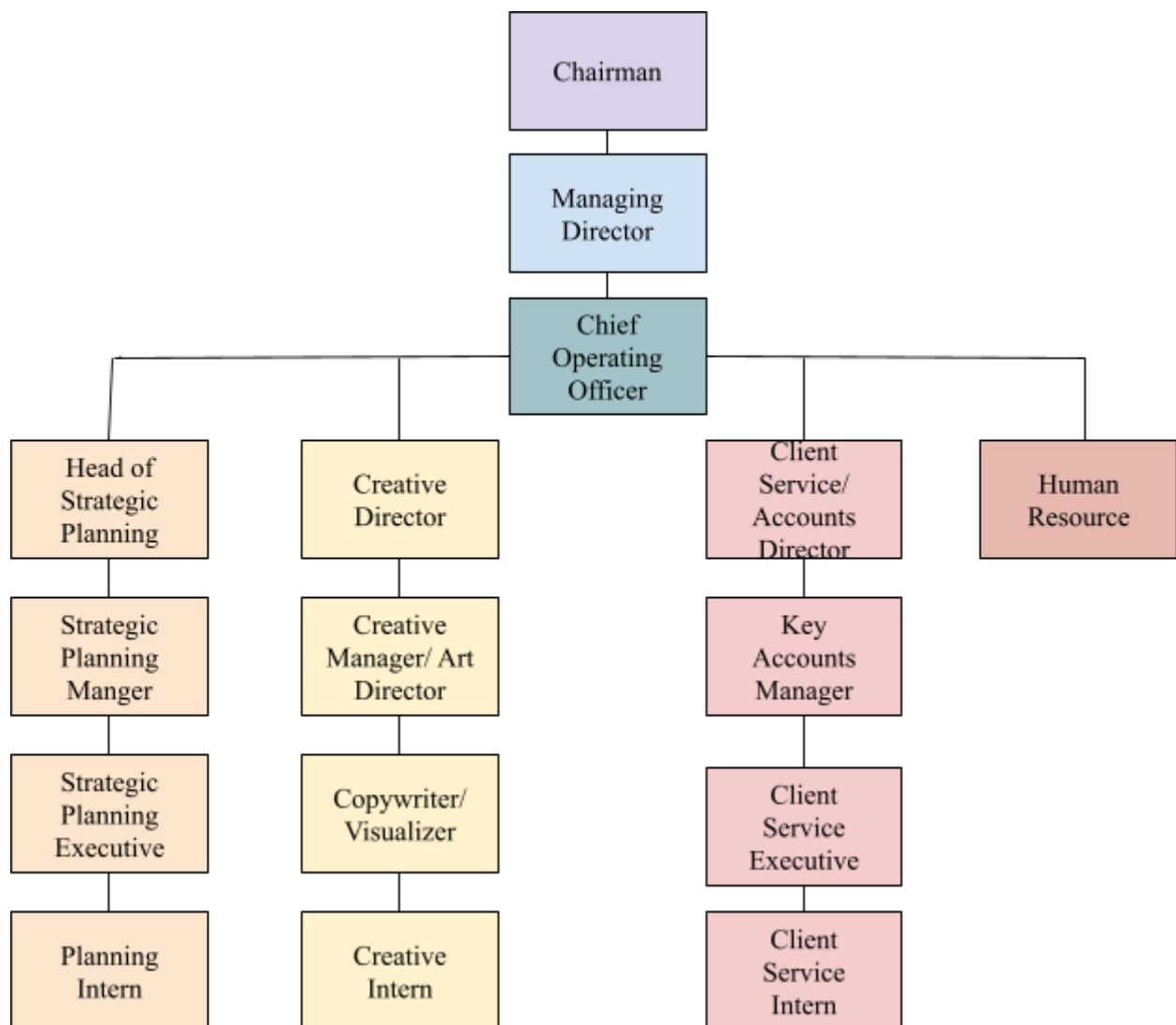
Address: House no: 8, Road 23/C, Gulshan-1, Dhaka, Bangladesh, 1212

Website: <https://www.carrotcomm.com/>

CarrotComm Client List:

BAT	Shanta Equity
KSRM	Visa
Binge	Asian Paints
Hero	Red
Bkash	Walton
IPDC	Pran
Unigas	Comely
Turkish Doc	GorillaMove
Carnival	Bata
Shanta Holdings	AFBL

Company's Organogram



TASKS

I started at CarrotComm on July 2, 2023 as an intern in the planning team. My responsibilities are varied and written below:

- Creating digital content strategies as part of a proposal for new client onboarding
- Creating communication way forwards and branding campaigns for pitch meetings
- Devising advertising concepts and plans for current clients like Hero, Binge Shanta Equity etc. centered on specific events.
- Attending creative meetings with the creative team, recording meetings and taking vital notes.
- Creating powerpoint presentations and excel sheets for content planning.

PROJECT DESCRIPTION

Project 1

Project Name: Customer Engagement Campaign Plan For Hero Hunk

Client: Hero

Start Date: 01/08/23

End Date: 31/08/23

Project Overview: Hero has been a client of CarrotComm since the start of 2023, on 26/07/23, we got a brief from Hero about creating an engagement campaign plan where we will create strategies to generate Hero Hunk sales.

We started working on the project immediately. After holding a brainstorming session with the creative team we laid out the foundation upon which we were going to build our strategies.

The campaign idea is to arrange the first-ever online spot-booking campaign for the Hero Hunk bike. The campaign duration was 30 days. Our communication way forward included Campaign Thematic, Live Commerce, Affiliate Marketing etc. We also created a snap and win contest where we created a reward system for our TG to win lucrative prices if they click a Picture with Hero Hunk.

My Responsibilities: I was given the responsibility to plan the whole campaign under my supervisor. I was present in the creative meeting where I shared my ideas with the creative team about how the campaign will be structured. I did extensive research to gather information about Hero hunk and other Hero campaigns. I designed powerpoint slides with my ideas and strategies

for the campaign under my supervisor's guidance. This was the first big project which I undertook alone.

Campaign Thematic

Platforms: Facebook, Instagram, YT & Google



A series of call-to-action post will be uploaded from all the SoMe handles.



Contextual Banner ads will be developed along with YouTube 15 seconds unskippable video ads



It will redirect the audience to a landing page. Users need to fill up a form to complete the booking procedure



A remarketing video post will be used to push the booking.



Affiliate Marketing

Platforms: Facebook, TikTok, Instagram, and YT

Use Promo Code

RSFahim2K

We are going to collaborate with 10 prominent bike influencers to promote Hero Hunk. They will create engaging videos showcasing its features, giving a special shout-out from their SoMe pages.

Each influencer will receive a personalized promo code, which they'll share in their videos, urging their audience to use it and register through the provided link to enjoy an additional 2k discount on the Hero Hunk 150R.

For every purchase made using the customized promo code provided by the influencers, they will receive a sales commission of 1k BDT in addition to their collaboration fee.

Possible Collab Partners



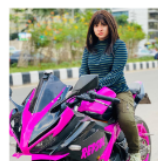
RS Fahim



Raa Naa (MSI Vlog)



Ashraf U Rahat



Sakira Sahrin Dipa



Nehal (Wen vlogs)



Sany Giri



Live Commerce



Platforms: Facebook

We will create an engaging SoMe live broadcast for 30 minutes on our social media pages between 9 pm to 12 am, enthusiastically promoting the exciting offer post.

Why?

- Enhances the offer's visibility and appeal through a live broadcast.
- Allows for direct interaction with potential customers in real time.
- Builds trust and credibility by showcasing the offer's authenticity.
- Offers an opportunity to address customer queries and provide instant clarifications.



Sakira Sahrin Dipa



RIDER SANA



Snap & Win

Platforms: Facebook and Instagram



We'll ask the buyer to take a picture with their newly purchase hunk.



Then we will ask them to upload the photo on social media.



They will get a branded souvenir as an instant gift.



Challenges:

- Limited time as well as an active sense of urgency - The briefing arrived at random, and the client didn't have much time yet needed a good strategy right away.
- No previous experience on handling a full campaign on my own.
- Hero Hunks sales were stagnant despite re launching, The plan needed to be well articulated and must engage the audience.

Mistakes:

I did not make any mistakes in this project.

Learnings:

- Gained extensive knowledge on how Hero communication campaigns are planned.
- Gained a lot of knowledge on affiliate marketing through categorized influencers.
- Understanding briefs from the clients and their needs.
- Designing suitable powerpoint slides.

Project 2

Project Name: Customer Awareness Plan For Shanta Equity

Client: Shanta Group

Start Date: 01/08/23

End Date: 31/08/23

Project Overview: The brief was that Shanta Equity aims to build a foothold in the merchant banking sector. In spite of rapidly acquiring traction in the country's merchant banking industry, Shanta Equity has relatively low brand awareness among its target group. Now, Shanta Equity is trying to enrich their brand awareness to the level of consideration in the market. Our job was to create an awareness plan for Shanta Equity. We tried a minimalistic but effective approach for this campaign as we created a strategy where we will only attract a specific segment of people who actually are our target market for Shanta Equity. Our plan centered around three communication pillars such as Investment Updates, Investment learnings and Why Shanta Equity.

My Responsibilities: My responsibility in this plan was to create the powerpoint slides according to the layout of the plan and do a SWOT analysis of our client. I also helped in the TG analysis as well as breaking down competitor communication analysis.

Communication Analysis

A website that is poorly maintained

Shanta Equity's poorly maintained website, which has outdated material and broken links, reflects poorly on their professionalism and may turn off prospective clients.

Absence of a social media presence

Shanta Equity's absence from social media networks such as Facebook and LinkedIn hampers their capacity to engage with new clientele and exhibit their brand.

Lack of a distinct brand identity

Shanta Equity lacks targeted marketing, which means it is not effectively reaching the specific audience that would be interested in their services. This results in missed opportunities for customer acquisition and diminished overall marketing impact.



THE CEO



THE INHERITOR

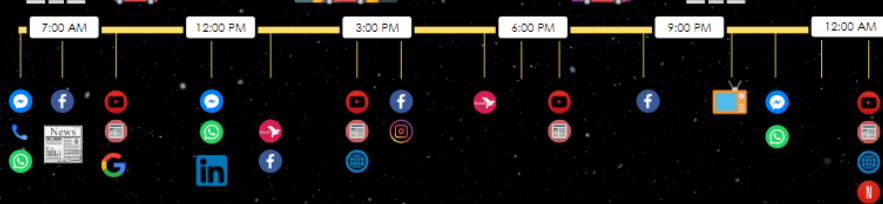


THE ENTREPRENEUR

Home moment



Going to the office moment





Challenges:

- Understanding my limitations of knowledge about the merchant banking sector.
- Developing a unique SWOT analysis with a huge amount of research being required
- Designing an innovative powerpoint presentation according to the clients recommendations.

Mistakes:

I used different fonts of text on different slides which is an important mistake in terms of designing a powerpoint presentation. I quickly edited my PPTx after my supervisor's feedback.

Learnings:

- Gained a great understanding of the equity/merchant banking sector of Bangladesh.
- Mistakes are made to improve.
- SWOT analysis is a key element for strategic planning.
- A picturesque powerpoint slide will give a huge advantage in pitching it to the client.

Project 3

Project Name: Promotion Plan for BINGE ORIGINAL Language Problem

Client: Binge

Start Date: 17/07/23

End Date: 10/09/23

Project Overview: Language Problem is a forthcoming Binge Original comedy-drama series. The original will soon be available on the Binge app, and to effectively reach its consumers, it needs an aggressive marketing campaign. Our job was to create a strategy for the Promotional activities - Pre-Hype, Launch, Post-Launch For the Binge Original – Language Problem.

My Responsibilities: I was given the responsibility to plan all the promotional activities. I was present in the creative meeting where we brainstormed and I shared my ideas with the creative team about how the promotional plans will be structured. I did extensive research to gather information about the previous contents of Binge and how they are structured. I designed powerpoint slides with my ideas and strategies for the promotional plan under my supervisor's guidance.

ANNOUNCING ACTIVITIES

WITH HYGIENE COMMERCIAL MATERIALS

Announcement Teaser

Teaser & Trailers

Dialogue Compilation

PR

Outdoor Branding

Push SMS, EMAIL, Notification, Banner ads

Characters and their dialects

Cast Showcase

The characters in this show have different dialects from different regions of Bangladesh.

In this content, we are going to reveal the cast and showcase what dialect they have in this web series. Like Alia who has Puran Dhaka dialect in this series her character name and "Puran Dhakaiyya" will appear on her character reveal photo.

PLATFORM



TIMELINE

N-8 Day	SARCASTIC QUESTION
N-6 Day	Cast SHOWCASE
N-5 Day	POSTER REVEAL
N-4 Day	TRAILER
N-3 Day	PROMO RELEASE
N-2 Day	বাংলা ভাষার LANGUAGE PROBLEM
N-0 Day-N+10 Day	LAUNCHING ACTIVITIES (DIGITAL)
N-0 Day	UNIVERSITY STUDENTS X LANGUAGE PROBLEM
N-5 Day-N-10 Day	PR+ SCENE BASED QA+ DATA OFFER

Challenges:

- Understanding how promotional activities of a web series works.
- Creating a plan which will ensure enough hype for the upcoming series.
- Doing extensive research on Binge's previous promotional plans.
- Creating a powerpoint presentation according to the clients recommendations.

Mistakes:

I did not make any mistakes in this project.

Learnings:

- Structuring a promotional plan including pre-hype, launching and post launch.
- Aligning the theme of a brand with its planning.
- Promotional plans should follow a flow of activities in order.

Project 4

Project Name: Oasis New Business Plan

Client: Oasis Group (EatSafe)

Start Date: 03/07/23

End Date: 10/08/23

Project Overview: Oasis group is one of biggest poultry suppliers of Bangladesh since 2009. With 13 large scale poultry projects and 4,50,000 pieces of broiler chicken. Now they want to enter the retail market with processed chicken products of the highest quality. Oasis Group is now planning to launch their processed food brand initially named “EatSafe” and create awareness about it. Our job was to plan the launching of the product, Increasing brand awareness and attracting new customers.

My Task and Responsibilities: My task was to plan the whole campaign to pitch to Oasis Group on my own by doing research, competition analysis and brainstorming with the creative team. This was my first ever task of my internship period.

Oasis New Business

Launching Plan



Current Market Situation

Product Name / Kg					
Broiler Chicken (with skin)	420 tk	400 tk	310 tk	250-270 tk	279 tk
Broiler Chicken (without skin)	425 tk	425 tk	335 tk	260-280 tk	319 tk
Broiler Chicken Wings	440 tk	380 tk	N/A	N/A	539 tk
Broiler Chicken Thigh	665 tk	N/A	355 tk	N/A	460-500 tk
Broiler Chicken Breast	775 tk	670 tk	365 tk	N/A	660 tk
Broiler Chicken Drumsticks	535 tk	500 tk	410 tk	N/A	550-560 tk
Broiler Chicken Curry Cut	420 tk	400 tk	N/A	N/A	400 tk
Broiler Chicken Liver	N/A	200 tk	N/A	N/A	370 tk

Influencer Collaboration

We are going collaborate with both Mega and Macro level food influencers and chefs who can endorse our poultry products and showcase recipes or cooking tips using them. This will engage their followers and create a buzz around our EatSafe brand.

M
O
D
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Y

A sample of all of our EatSafe product is going to be sent to the influencers in a gift hamper with a note of gratitude and a note of EatSafe product manual.

The product manual will explain how our EatSafe product can complement their cooking style and ask them re-create one of their signature dish with our product.

The whole sequence of the influencers cooking one of their signature dish with our EatSafe product will be recorded and published on their SoMe pages.

Mega Influencer



Micro Influencer



Timeline

ACTIVITIES				
Activities	1 st Month	2 nd Month	3 rd Month	
EatSafe Outlet Decoration	✓			
Makeshift Kitchen	✓	✓	✓	
Pop-ups and Sampling	✓	✓	✓	
Journey Wall	✓	✓	✓	
#EatSafe Campaign		✓	✓	
Influencer Collaborations		✓	✓	
Geofencing EatSafe		✓	✓	
Importance of Eatsafe Chicken			✓	
Membership Card and Loyalty points			✓	
Cooking Conquest: The Home Cuisine Clash			✓	

Challenges:

- Doing a comprehensive market analysis of the poultry industry.
- Identifying the right Target group for the product.
- Creating an awareness plan about a brand which will generate leads and sales.

Mistakes:

I made some mistakes while creating the design pptx which were corrected by my supervisor. Such as moving the logo, altering the size of the content larger or smaller, subsequently reverting to the original size, and other minor details

Learnings:

- Creating a timeline for a campaign.
- A vast amount of knowledge on the processed meat industry of Bangladesh.
- Documentation is essential for saving both resources and time.

Project 5

Project Name: Brand Awareness Plan for Hotel Central Inn

Client: Hotel Central Inn

Start Date: 17/07/23

End Date: 31/07/23

Project Overview: The brief here was to develop a comprehensive digital communication strategy and marketing plan for Central Inn Dhaka, encompassing the hotel, gym, and restaurant entities. The focus was on enhancing brand presence, engaging with the target audience, and showcasing tailored offerings through social media, content marketing, and search engine optimization.

My Task and Responsibilities: Once again I was tasked to develop the strategic planning for this brand. I was debriefed by one of our client service executives, had a brief meeting with our senior visualizer and created the plan according to the client's demand.



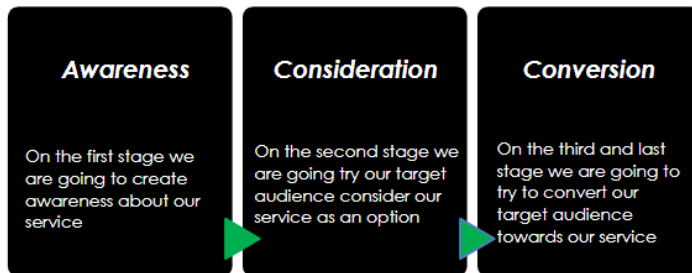
Task in Hand

Positioning Central Inn Dhaka as a preferred business hotel in a crowded commercial zone.

Emphasizing the luxury facilities at Central Fitness and Café, appealing to both hotel guests and external visitors.



Campaign Way Forward



Challenges:

- Understanding and catering to the unique needs and goals of three distinct entities (hotel, gym, and restaurant) within a single digital communication strategy.
- Staying up-to-date with evolving social media algorithms and SEO best practices to maintain visibility.
- Maintaining consistent branding.
- Ensuring content quality and engagement

Mistakes:

Making a campaign for a service based brand was a difficult job. The scope for customer engagement was especially low. My initial plan received a lot of feedback in terms of target group, branding channels and design of the pptx. I incorporated the feedbacks in the final submission.

Learnings:

- Adaptability to trends.
- Balancing brand consistency and uniqueness.
- Three Star Hotel Industry social media communication strategies.

Project 6

Project Name: Fatema's Bonedi Khana Launching Plan

Client: Fatema's Bonedi Khana

Start Date: 12/08/23

End Date: 31/08/23

Project Overview: Fatema's Bonedi Khana is an upcoming family heritage restaurant that is set to be launched in the vibrant area of Banani. This restaurant holds the promise of not only offering delectable cuisine but also a deep connection to the heritage and traditions of the family behind it. With its impending opening in Banani, our key objective was to create awareness and buzz throughout the launching , pre-launching, and post-launching periods.

My Task and Responsibilities: My responsibility was to design the pptx with proper aesthetics and vibe that the brand carries and give references to the ideas generated for this restaurants launching plan.

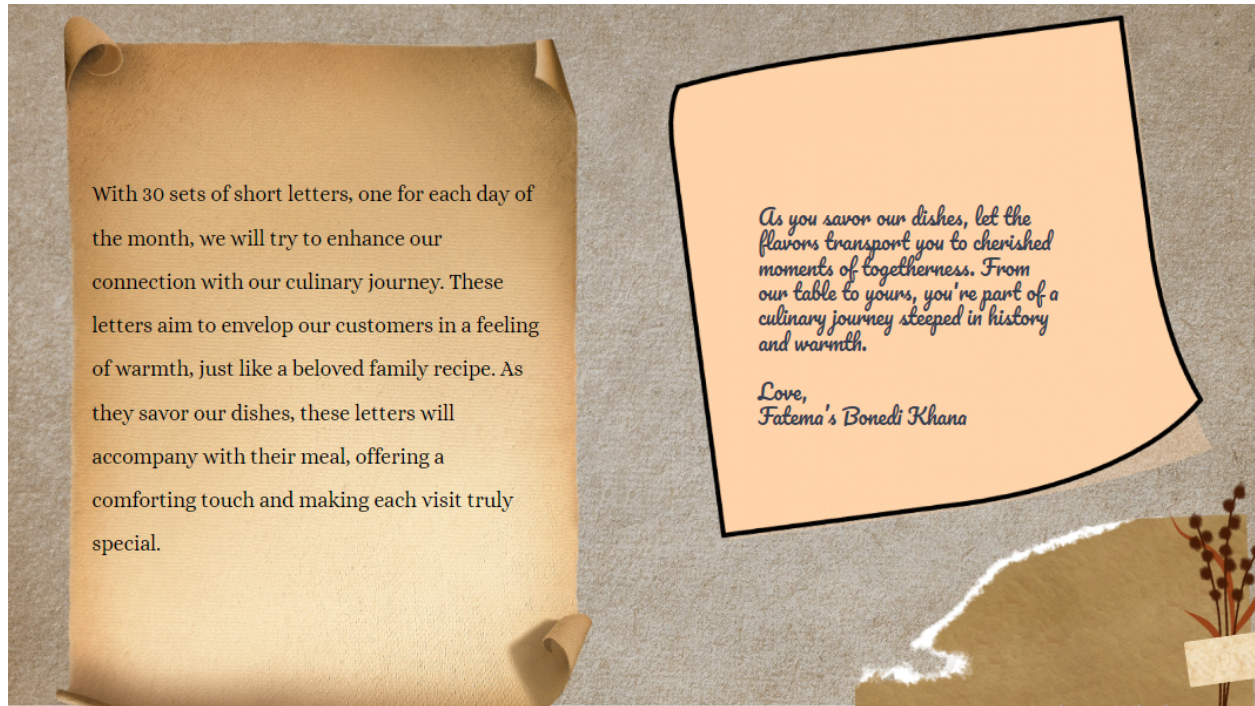
Fatema's Bonedi Khana

Launching Plan



- Elegantly arranged table settings, each detail meticulously thought out to elevate your dining experience.
- Intricate centerpieces that adorn each table, adding a touch of sophistication and visual delight.
- Heritage wall art of our family's story through carefully curated wall art, each piece narrating a chapter of our culinary heritage.
- Vintage-inspired décor accents that transport you to a bygone era, infusing our space with a sense of timeless charm.
- Ornate lighting fixtures that not only illuminate but also add an air of opulence to your dining ambiance.





Challenges:

- Balancing heritage and modernity in branding.
- Generating pre-launch buzz.
- Maintaining design consistency.
- Storytelling through visuals.
- Meeting client expectations.

Mistakes:

I did not make any mistakes in this project

Learnings:

- Integrating heritage into modern concepts.
- Managing marketing phases effectively.
- Prioritizing design consistency.
- Crafting compelling brand stories through design.
- Navigating client collaboration dynamics.

Project 7

Project Name: DI Promoting Citizen Priorities Campaign Plan

Client: Democracy International (USAID)

Start Date: 12/08/23

End Date: 31/08/23

Project Overview: Democracy International (DI) is collaborating with USAID and partnering on a democracy campaign, amplifying citizen concerns. DI offers analytical services and technical assistance to enhance political parties' responsiveness. The campaign's core goal should be integrating citizen priorities into policies. DI leads the communications campaign, while its Bangladesh network drives on-ground engagement. Our job was to create a campaign plan which seeks to strengthen democracy by ensuring political representation aligned with citizens' needs.

My Task and Responsibilities: My responsibility was to do research, create a list of important KOLs, analyze the TG cohort, detailing all the activities, creating and maintaining excel sheets for content and campaign planning, initiating input in creative meetings and idea generation.



a) We will launch a dedicated website, agamirjonno.com, where people can register and share their views on how they want to exercise their rights. The portal will provide a safe and interactive space for citizens to express themselves freely

36

Challenges:

- Identifying and engaging KOLs. Effective target audience analysis.
- Organized content and campaign planning.
- Creative idea contribution.
- Aligning citizen concerns with policies

Mistakes:

I did not make any mistakes in this project

Learnings:

- Making charts through Miro
- Maintaining a large sum of data on Excel
- Detailed planning always works

Project 8

Project Name: RFL Pipe and Fittings Presents Under Construction 2.0

Client: RFL Pipe and Fittings

Start Date: 23/08/23

End Date: 31/08/23

Project Overview: The brief was to construct a campaign focusing on the contribution of RFL Pipe and Fittings to be noticeable to the TG. This campaign would seek to identify and honor construction companies that consistently follow guidelines for safe, sustainable, and eco-friendly building practices, contributing to a better Bangladesh. Our task was to make RFL Pipe and Fittings more easily identifiable among a wider audience, even those who are not yet familiar with the brand.

My Task and Responsibilities: My task was to plan the campaign aligning with previous campaigns of RFL pipes and fittings, doing research on RFL pipes and fittings, creating the powerpoint slides, attending creative brainstorming sessions and debriefing, creating a list of activities, dividing campaigns in phases.

What was the previous campaign?

- The previous campaign was based on creating awareness among our TG about how leaving construction materials on the road can have a huge negative impact.
- Two AV were created for that campaign.
- The first one was created in a serious tone.
- The second one was created in a socio-political angle with humour angle.
- Both AV communicated about the hinderance created through leaving construction material on the road.



Under Construction X Under Construction 2.0

On our previous campaign we tried to create awareness among our audience about hindrance of keeping construction materials on the road.

In this campaign we will try to take our audience from awareness to consideration level. Through this campaign our TG will start considering using RFL pipes and fittings for construction.



Emotional Benefits

By initiating a campaign like this our brand will benefit highly because:

- 1) People will find a sense of security in RFL pipes and fittings products.
- 2) RFL pipe and fittings will have a huge role in building this community of construction based people and organization which will naturally bring positive view towards its products.
- 3) Aligning with RFL pipes and fittings in construction work will be a big deal.

Our communication Way Forward

For this campaign we are planning to create a certification program and guideline with involvement of governing bodies like Rajuk,DCC and BACI. This certification will be provided to the developers who ensure safety, sustainability and follow the given guidelines in terms of construction projects.

PRE-HYPE

LAUNCH

POST LAUNCH ACTIVITIES

Challenges:

- Ensuring campaign alignment with past efforts
- Conducting thorough research on RFL Pipe and Fittings.
- Active involvement in creative sessions.
- Comprehensive campaign planning.

Mistakes:

I did not make any mistakes in this project

Learnings:

- Understanding the brief is important
- Brand communication differs from one brand to another.

INTERNSHIP OUTCOME

- Absorbing knowledge and contributing effectively during the internship.
- Public Relations major provided a strong theoretical foundation.
- Satisfaction in applying classroom knowledge to real-world situations.
- Effort to leverage four years of university learning and integrate new on-the-job insights.
- Learning new aspects about strategic planning such as strategic space, strategic way forwards.
- Gaining a huge amount of ideas and insights about using powerpoint to create a visual narrative.
- University group projects laid the foundation for team work in Internship.

Realizations

Reflecting on my university life and the various team projects I participated in, I often took on a leadership role. I would propose ideas, offer suggestions on work distribution, and be prepared to step in for last-minute management if any team members encountered issues. However, during my internship, my role was entirely different. I was tasked with refining pre-established ideas and given assignments with set deadlines. Knowing that I had experienced seniors to turn to for guidance provided me with a sense of reassurance right from the start of my internship. This dual experience allowed me to recognize the type of professional I aspire to become – someone who is dependable and trustworthy. I aim to evolve into a person who can be called upon, even at the eleventh hour of a major project, and deliver flawless results.

Before my internship, I thought work was all about being organized and tackling tasks one by one. But in reality, work often involves dealing with different tasks all at once, and they can overlap, making it necessary to make tough decisions on the fly.

Achievements from CarrotComm

In the course of completing this internship, my attention to detail has increased significantly. My supervisor, Syed Asif Iqbal is an exemplary strategist himself. Apart from general phrasing issues once in a while, he would sometimes point out double spaces and alignment issues too.

This experience has taught me to become more meticulous in reviewing every detail before submitting my work, and I consider this a personal achievement with long-term benefits. During my 8-week tenure at CarrotComm, I only missed a few deadlines, and these were mainly internal matters. When I requested extensions for these, they were granted. However, when it came to external submissions, I can proudly say that I didn't miss a single deadline. It's an accomplishment that I hold in high regard. While I did make some mistakes along the way, I made sure to learn from them and never repeat them.

WORKPLACE LOG

S. M. T. W. T. F. S

Th →

Hero thinks → 2 lac 4k

* A bike that no one wants to buy

* Previous users → they don't know why they buy it.

* Khulna → venue, "Humfest" spot sale, discount

* Asking dealers

* Exchange offer → Bring my old bike and some money and get a bike.

* Promo code * Booking system -

* * spot booking from 10pm to 12am to get discount. → 20 days → 10k dis

* Influencer collaboration → code system.

↓ video stake. ↓ they will get money

S. M. T. W. T. F. S

Comm methods: Reels, stories, OVC, RTM

Airtel!

* 22/11/20 Campaign.

↓

* On 22/11/20 Airtel network

□ 22/11/20 (1st Day) □ 22/11/20 (2nd Day)

□ What makes you friend? □ Tag friends

* My Airtel app coming with Bing

* Collaboration with Sajida Foundation

Common Comm line: Airtel is a Robi Axiata limited brand.

* Today's Comm F.T. Old signature

S. M. T. W. T. F. S

Target group:

Chicken Brand → ~~Eat safe~~ Eat safe
Normal items. Chicken shop

Can suggest 1.4 size

TCR: A+, B+, B

* Logo, tagline, Packaging, Branding

Comm: KV, OVC, health and hygiene

Cloud kitchen, partnerships

* ~~Misur~~ Location

what consumers want
what competition provide
what Eat Safe provides

S. M. T. W. T. F. S

Th →

Hero Bike → 2 lac 4k

A bike that no one wants to buy

Previous users → they don't know why they buy it.

Khulna → venue, "Hunkfest" spot sale, discount

Asking dealers

Exchange offer → Bring my old bike and some money and get a bike.

Promo code

Booking system

Spot booking from 10pm to 12am to get discount. → 20 days → 10k dis

Influencer collaboration → Code system.

Video stake.

they will get money

S. M. T. W. T. F. S

Shanta Faultz

Awareness from under title

Brief Recap

What is Shanta?

CEO → Experienced, wealthy

Strong financial background

Diversified investment venture

Busy, time-saving, investment centric attitude.

Seminar based

Person to Believe

What is Shanta's heritage

SELF-ASSESSMENT FORM

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

Name of Intern: _____ Saif Iqbal _____

University ID: _____ 191012032 _____

Name of the Institute/Organization:	CarrotComm Limited		
Corporate Office Address:			
Email:	info@carrotcomm.com	Web:	https://www.carrotcomm.com/

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

40+

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

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.	4
6	I can recognize my personal weaknesses.	4
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	5
10	I can be understanding and appreciative of people with diverse backgrounds	5
11	I have the ability to work cooperatively with others	5

12	I have the ability to communicate effectively	5
13	I have increased my ability to be a leader	3
14	I feel more connected to my community	4
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	4
18	I feel my classroom learning was enriched	5
19	I have the ability to connect academic subject matter to the real world.	4
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	5
23	I developed realistic ideas about the work world	5
24	I narrowed my future possible career choices.	3
25	What is your average score from this test?	4.4

5. General Comments

I have developed a major interest to pursue a career in this field. I wish to continue growing in this industry and enrich my knowledge.



Signature of Intern

PROFESSIONAL COMPETENCIES

Professional competence means being really good at your job with the right knowledge, attitude, and skills. During my internship at CarrotComm, I learned skills that will be helpful in my future career. Here are the things I learned during my internship:

Skills:

- Microsoft Word/PowerPoint
- Canva, Prezi, Miro
- Google Drive - Docs, Slides, Sheets
- Brainstorming meeting and moderation
- Digital Content Planning
- Content Calendar Development
- Communication Analysis
- Competition Analysis
- Target Audience Analysis
- Idea Pitching and presentation
- Multitasking

Attitude:

- Value of deadlines
- Understanding Commands
- Teamwork

Knowledge:

- Client handling
- Effective time management
- Developing a formal proposals

CONCLUDING REMARKS

CarrotComm Limited marked my first-ever professional work experience, and it was a fantastic introduction to the working world. The office culture here is lively and inspiring. Prior to this, I had little insight into how agencies operate, but now I can see myself fitting in comfortably at one. I want to express my gratitude to all my colleagues and seniors who were incredibly accommodating and supportive. They offered guidance whenever I faced challenges with my assignments. This practical experience was invaluable, boosting my confidence and self-awareness. I am thankful for this opportunity and look forward to making the most of it in the future. Thank you.