



ULAB
UNIVERSITY OF LIBERAL ARTS
BANGLADESH

Media Studies and Journalism

Term: Summer 2023

Internship Report

Submitted by

Name: Suraiya Sharmin

ID: 171012048

Course Code: MSJ 11499

Host Organization: Adcomm Limited



Date of Submission: September 2, 2023

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STUDENT DETAILS

Name	Suraiya Sharmin
ID	171012048
Department	Media Studies & Journalism
Major Concentration	Public Relations
Minor Concentration	Bachelor of Business Administration
Career Objective	To be successful in advertising companies by using my creativity, strategic thinking, and communication skills. I want to be a part of creative campaigns, build strong relationships with clients, and make sure that brand messages have an impact. My ultimate goal is to study further in the communication department to learn as much as possible.

INTERNSHIP DETAILS

Host Organization	Adcomm Limited Address: 110 Love Rd, Dhaka 1208
My Working Section	Copy-writer
Supervisor	Md. Mahbub Alam, Associate Creative Director
Designation	Intern
Start Date	May 11, 2023
End Date	August 11, 2023
Hours Per Week	40+
Total Working Period	3 months

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ACKNOWLEDGEMENT

As an intern with one of Bangladesh's leading Creative advertising companies, I have had an incredible three months full of exciting challenges and insightful experiences.

I am incredibly grateful to the University of Liberal Arts Bangladesh for allowing students to grow their understanding of the common world in the field of Media Studies and journalism.

I am highly grateful to Md Mahbub Alam, Associate Creative Director of Adcomm Limited, for allowing me to complete my internship at his company and assisting me with my day-to-day tasks.

I would like to sincerely thank my internship supervisor, AFM Moniruzzam Shipu, Assistant Professor at the University of Liberal Arts Bangladesh, for his invaluable advice and direction throughout my internship.

I am thankful to the employees of Adcomm Limited, who assisted me with moral and material needs and shared their knowledge to enhance my deductive skills and creativity.

Lastly, I would like to thank my family and friends for their unwavering support and appreciation for my time working during my internship.



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: Suraiya Sharmin
ULAB ID: 171012048

Signature:



MSJ042

INTERNSHIP REPORT APPROVAL FORM

Student Name _Suraiya Sharmin_____ ID No.____171012048_____

Major: __Public Relations_____ Year: __2023_____

Local Phone: _01755799383_____ Email: __iamsuraiya96@gmail.com_

INTERNSHIP/PROJECT INFORMATION

Internship/Organization/Project: _____Adcomm 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/Partial/Full Rewrite):

Signature: _____

Date: _____

Name: __AFM Moniruzzam Shipu_____

Title: __Assistant Professor

E-mail: afm.moniruzzaman@ulab.edu.bd

Phone: 01711272437

INTRODUCTION

Advertising and public relations are fast-paced areas built on the combination of creativity and communication. As a public relations student, I started my internship at Adcomm Limited, a well-known advertising agency known for its creative campaigns and strategic communication solutions. This was the start of a long journey of learning and growth. This internship gave me a one-of-a-kind chance to bridge the gap between what I learned in university and what I did in the real world. I experienced how complicated it is to create compelling stories and build meaningful connections between a brand and customers.

While at Adcomm Limited, I worked as a copywriter, a vital job combining the art of persuasion with good language skills. This job forced me to go beyond the usual limits of communication. I worked on many projects that required me to be flexible, creative, and deeply understand my audience. Working with experienced professionals allowed me to see the whole creative process, from coming up with ideas to putting them into action. I learned about the strategic thinking that makes excellent campaigns work.

Also, this internship let me combine my skills in public relations with the many different parts of the advertising world. I learned how important effective communication is in shaping brand identity and perception. This has helped me do better in school and increased my future goals.

In this report, I will discuss the many aspects of my internship, including the projects I worked on, the skills I developed, and the essential things I learned. I will give a complete report of my time at Adcomm Limited on the following pages. I will talk about how advertising and public relations work together and how my time there has changed my thoughts about both fields.

EXPECTATIONS

Although I am a public relations student, I anticipate gaining valuable insights and skills to enhance my understanding of both fields during my internship as a copywriter at Adcomm Limited. Here is what I expected to learn:

- Be able to write short, exciting content for ads, social media posts, and marketing efforts.
- Learn how to figure out who my audience is, what they like, what they need, how they act, and how to change my work to keep them interested.
- Thinking creatively and finding new ways to present products or services.
- Learn how to communicate with clients, understand their wants, and use their feedback in work.
- Learn to match my writing style to the voice and tone of different brands.
- As part of my learning, I should evaluate how well the written content works and understand how it adds to the campaign's overall success.

HOST ORGANIZATION

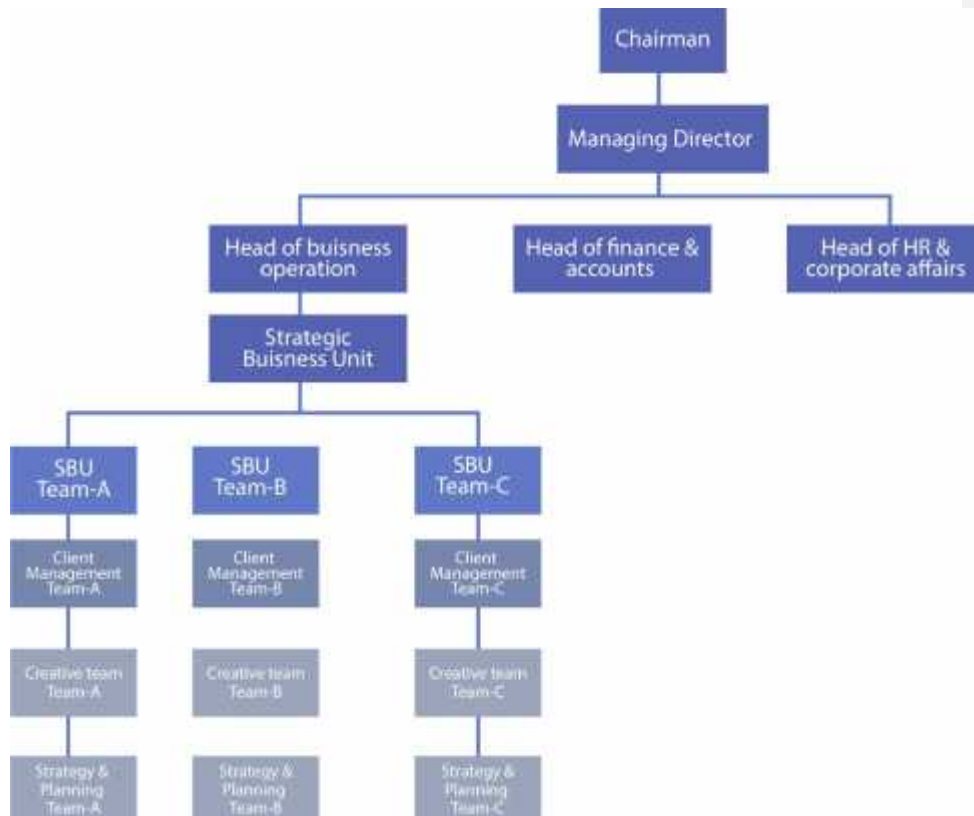
ADCOMM, founded in 1974, is one of Bangladesh's earliest and largest full-service advertising agencies. Their commitment to excellence has earned us prestigious distinctions, such as the bronze medal for 'South Asia Agency of the Year 2012' from Campaign Asia-Pacific. They are proud of the national and international recognition their innovative advertising campaigns have received.

Their strategy is based on a comprehensive understanding of branding's effectiveness. They manage brand strategies for prestigious local and multinational companies in Bangladesh, providing 360-degree advertising support.

In an era of technological advancements, AI, and ever-changing environments, they recognize AI's impact on advertising. Nonetheless, they insist that human truths and emotions remain fundamental. ADCOMM has pioneered 10-second commercials, tapped the potential of computers, and embraced media innovations. This commitment has spawned iconic campaigns that resonate profoundly with audiences, molding Bangladesh's leading brands.

ADCOMM guides brands through the advertising landscape by developing captivating campaigns that capitalize on the timeless power of human connection.

Company's Organogram



TASKS

I have been a copywriting intern at Adcomm Limited since May 22, 2023. Among my responsibilities were:

1. Writing interesting and creative copy for things like social media posts, website content, paper ads, and email campaigns.
2. Joining the creative team's brainstorming meetings to develop new ideas for campaigns, slogans, and messages.
3. Research clients, target audiences, competitors, and industry trends to learn more about the market and write copy that works.
4. Helping create advertising campaigns by coming up with taglines, headlines, and body writing that fit the campaign's theme and goals.
5. Writing engaging captions and posts for social media that resonate with the target audience and stay true to the style and tone of the brand.
6. Taking notes and giving ideas to help develop advertising strategies and copy.
7. Getting feedback from senior copywriters and creative directors and using it to improve my writing skills and refine my approach.
8. Staying up-to-date on industry trends, best practices, and new tools in advertising and copywriting so that you can bring the team further and with fresh ideas.

PROJECT DESCRIPTION

PROJECT 1:

Project Name: O'Potato chips

Type of Work: Bangla Creative Lines

Start Date: 12th June, 2023

End Date: 12th June, 2023

Project Details: Before starting the writing task, my supervisor provided a concise overview of the "O'Potato chips" product, including its three distinct marketing routes, with a particular emphasis on its developmental aspects, as explained through a presentation slide. Upon gaining a comprehensive understanding of these routes and product angles, my task required crafting creative lines for each route while ensuring a strong connection to consumers' emotional engagement.



Fig 1-2: PPT file screenshot of Route - 1



Fig 1-2: PPT file screenshot of Route - 2

Commented [3]: Are the project details clearly presented in these images? It seems unclear. Additionally, it would be helpful to include a numbered caption beneath each image.

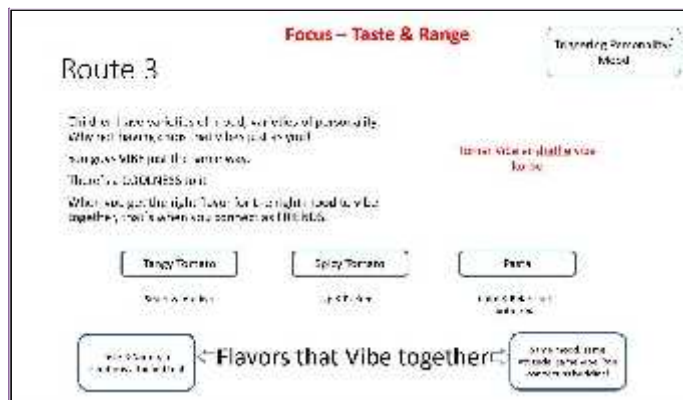


Fig 1-3: PPT file screenshot of Route - 3

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My Tasks and Responsibilities:

- To brainstorm about the product.
- Research on competitors.
- Understand Routes and Spaces.
- Write Creative lines that can connect consumers.
- Creative lines can be just a draft as I was learning.

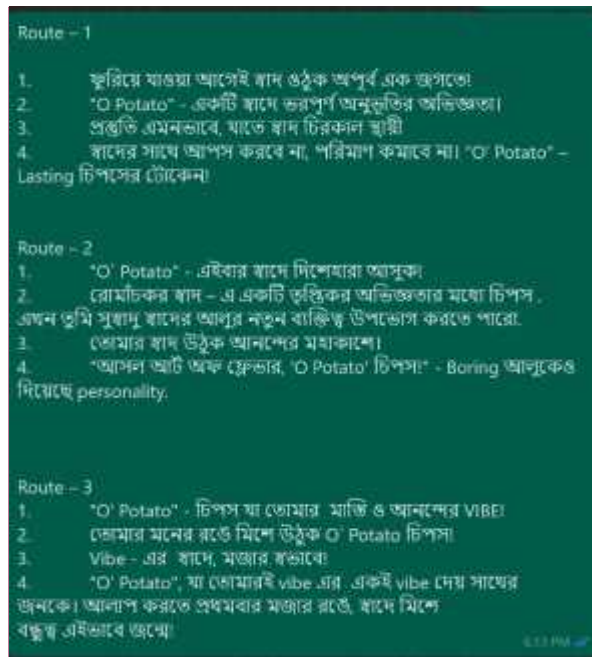


Fig 1-4: Screenshot of my writing (what's app submission – Final)

Commented [5]: The section between "my tasks and responsibilities" and "challenges" appears unclear, but it is crucial to submit evidence of the knowledge gained during your internship. I recommend attaching screenshots of your draft and final writing with a headline. If possible, provide a brief description or add captions with descriptions to the screenshots.

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Commented [s7R5]: It was my first writing as a draft form, as I told to submitted as it was on what's app.

Challenges:

- Making Creative lines was hard because lots of products are similar. I had to think of many ideas and not just use the first one.
- It is crucial that my lines show the product's good points clearly. So, I used simple words and did not use complicated terms.
- My creative lines had to match the brand's style and message. I looked at what the brand usually says and how they say it, and I made sure my lines fit that while also being different.
- The biggest problem was that I did not have enough space to say what I wanted to because of word limits.

Mistakes:

I was struggling to write creative lines; they were coming out more like taglines. However, my supervisor was able to show me the correct method for writing a creative line.

Learnings:

- Understanding between taglines and creative lines.
- How to connect with product value and consumer and write innovative lines.
- Use my creativity in a written structure while understanding the tone of voice of the product

PROJECT 2

Project Name: Akij Electronics (LED lights, switch socket)

Type of Work: TVC stories

Start Date: 18th June, 2023

End Date: 19th June, 2023

Project Details: For the first launch of Electronics, such as LED lights and switch sockets, by the Akij company, it was required to create at least one mandatory TVC (Television Commercial). I was tasked with generating ideas for TVC stories, drafting them, and presenting these story ideas to my team. The stories needed to establish an emotional connection with consumers, be engaging, and involve researching similar products from various brands to develop new ideas.

My Tasks and Responsibilities:

- Give some ideas for TVC
- Rough story writing
- Write stories that emotionally connect consumers.

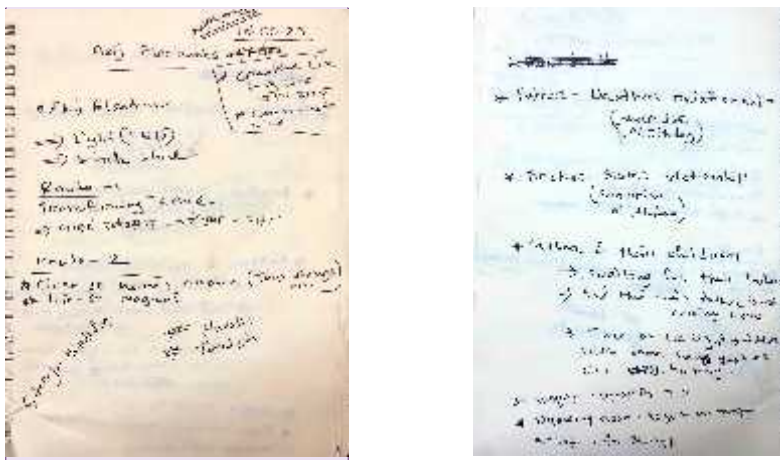


Fig 2-1: Pictures of my TVC stories (rough)

Commented [8]: Please don't forget to include the final copy of the story you wrote in a separate document.

Title: "A Surprise Reunion - Akij LED Lights TVC"

Scene 1:

[Opening Shot]

The TVC starts with a split-screen showing a busy city on one side and a calm rural area on the other. In the city, we see Apou, a young man studying thoroughly in his room.

[Close-Up]

Apou glances at a framed picture of his adorable little sister, Maya, on his desk. A sense of guilt washes over him as he realizes her birthday is approaching, and he won't be there to celebrate with her.

Scene 2:

Cut to Maya, a sweet girl with innocent eyes, waiting eagerly for her birthday. She has decorated her home with colorful balloons. All in anticipation of her big brother's visit.

Scene 3:

Apou receives a video call from Maya, her voice filled with excitement. She asks, "সহিষ্ণু, তুমি কখন আসবে?" (When will you come?). Apou, overwhelmed with assignments and exams, disappointingly tells her, "মায়া, ই এমন সময়ে সবাই এইকরক যখন যমুত আমা আসকত পারছনি।" (Maya, it's such a time when everyone is like this, I can't come now).

Scene 4:

We see Maya sitting in front of the cake, wearing a sad expression. She can't bear to cut the cake without her beloved brother.

Scene 5:

Suddenly, the lights in the room go off, and everyone gasps in surprise. Maya looks around, confused and a bit scared.

Scene 6:

Within seconds, the Akij LED lights are switched on, illuminating the room beautifully. Maya's eyes widen with wonder as she sees her brother, Apou, standing there with a wrapped gift.

Scene 7:

Maya's face lights up with joy and surprise as she runs towards her brother. They share a heartwarming hug, and the room is filled with laughter and happiness. The entire family joins in the celebration, putting the cake on the table and reliving his previous memory.

Scene 8:

As they relax, a final shot focuses on the Akij LED lights, showcasing how they instantly brighten up any space and create warm, genuine moments. (With voice over)

Closing with voice over:

"Light Up Your Special Moments with Akij LED Lights"

Fig 2-2: Pictures of my TVC stories (final)

Challenges:

- The most significant challenge in TVC storytelling is the restricted time frame. I had to focus on the product's single core message and keep the story concise and straightforward, avoiding unnecessary details.
- The engagement I had to make between the product and the consumer was challenging. Because people who watch TV have short attention periods, making the story enjoyable from the start is essential.

Mistake:

I was fortunate that my team and supervisor were satisfied with my initial draft, and final.

Learning:

- Understand consumer and their emotion to grab attention from TVC stories.
- How to engage people through a TVC.

PROJECT 3

Project Name: SSG super star Light (Eye Safe)

Type of work: Strategic Routes & TVC stories

Start of the Project: 21st June, 2023

End of the Project: 25th June, 2023

Project Details: This project was to make some Strategic Routes, and with those routes, a TVC story had to be written. The project aims to introduce an advanced LED lighting solution that offers numerous advantages over traditional lighting options. Firstly, our LED product is designed to eliminate flickering entirely, ensuring a stable and comfortable illumination experience. Additionally, it boasts a lower glare than conventional lights, reducing eye strain and providing a more pleasant environment. The LED is TUV Rheinland Certified to prioritize user well-being further, guaranteeing that it meets stringent safety and quality standards. While LED may come at a slightly higher price point than regular lighting options, its numerous benefits justify the investment for those seeking superior lighting quality and eye comfort.

My Tasks and Responsibilities:

- Give Ideas for TVC stories that create awareness among the people.
- Target middle-class to Upper-middle-class consumers.
- Research on other competitor brands.
- Research on our modern life and the impact of light.
- Make Strategic routes.

Challenges:

- Focus on the Unique Selling Proposition (USP). Give the product's special features or benefits the most attention in the TVC's story and Make scenarios that show how the product solves a problem or improves the customer's life.
- Work the USP into the story to make a message that is remembered and effective.
- Create a story arc that builds suspense and interest and leads to a satisfying ending.
- Make characters and situations that the public can relate to and that reflect their hopes or problems.

Mistake: I could not come up with any TVC stories idea.

Learning:

- I have learned that when writing a TVC story, it's essential to focus on the product's unique features or benefits that make it stand out. By showing how the product solves a problem or improves customers' lives, I can develop engaging scenarios that make the audience feel something.
- It is essential to work the USP into the story naturally so the message stays clear and remembered. Learning how to work the product's unique qualities into the story can make the TVC more powerful and effective.
- Now I know how important it is to build a story that sets expectations and keeps the audience interested. By writing a story that gradually creates tension and interest.
- I have learned that characters and situations that people can relate to are essential for connecting with the audience. Learning to show feelings and concerns that reflect the audience's hopes or problems can make the TVC more familiar and powerful.

PROJECT 4

Project Name: Aarong Akibuki Tukitaki

Type of Project: Crafting Idea

Start Date: 9th July, 2023

End Date: 10th July, 2023

Project Details: A YouTube series called 'Akibunki Tukitaki' was created by Aarong Dairy in 2020 to inspire creativity in young family members. The first season was well-received, and now, for Season 2, more content featuring crafting and drawing is being planned.

In Season 2, viewers can expect a broader range of crafting and drawing projects that are not only entertaining but also designed to stimulate the imagination and artistic skills of little ones. Step-by-step tutorials, tips, and tricks will be shared to help kids and their families embark on exciting creative journeys together. Handmade greeting cards, colorful paintings, and imaginative DIY projects will be featured, providing valuable content that encourages bonding and learning through creativity.

My Tasks and Responsibilities:

- Create a PowerPoint slide with 10-12 easy crafting ideas.
- There will be some manners lessons and general etiquette for children.

SAY, "PLEASE, THANK YOU, WELCOME, SORRY"

Teach your child that saying "please" is a polite way to ask for something. "Thank You" for apparition. For home decor, children can make these words out of paper.



- <https://www.youtube.com/watch?v=U7yXXZM697I>
- <https://www.youtube.com/watch?v=QDt2Ku8wHq>

Fig 4-1: Screenshot of some of my ppt slides - 1

Introduce Yourself

Children should also know how to act on the phone. Teach them to say who they are when they call and then ask them to talk to the person they want to reach. So, we can make a paper Mobile phone as a craft.



- <https://www.youtube.com/watch?v=XpdlwOEPZs>
- <https://www.youtube.com/watch?v=IS7dIVGyDQ>

Fig 4-2: Screenshot of some of my ppt slides - 2



Fig 4-3: Screenshot of some of my ppt slides - 3



Fig 4-4: Screenshot of some of my ppt slides - 4

Challenges:

- Find easy crafting ideas for children so they can learn quickly.
- Find appropriate etiquette to learn for children.

Mistakes:

I added a religions lesson on the PowerPoint slide, which was to be avoided by the clients.

Learnings:

- Pay attention to the project's needs and ignore specific lessons or topics. This careful work avoids mistakes and ensures the material matches the client's wants.
- Make sure to talk to clients clearly about the content's goals and any sensitive topics to avoid misunderstandings and unwelcome subjects.
- Make it a priority to look for creative ideas that kids will enjoy and will help them learn quickly. This keeps kids and teens' attention.
- Try to have a good mix of materials. Manners classes and general etiquette can add to the learning experience and give young viewers a complete picture of their learning.

PROJECT 5

Project Name: Seven Rings Cements Cover write up

Type of Work: Cover Write up for calendar

Start Date: 12th July, 2023

End Date: 12th July, 2023

Project Details: Seven Ring Cements is regarded as the Best Cement Company in the country through Quality, Innovation, Technology, and Modern Management, thereby contributing to Bangladesh's Social and Economic Development. For the last three years, they have given a project to Adcomm to make calendars. Every year, we made different concepts or themes for the calendar. For next year, 2024, they want something based on their tagline, 'foundation for the future'.

My Tasks and Responsibilities:

- Make a PowerPoint slide with all the history of the homes and buildings in human life.
- Write some rough cover-ups for the calendar.
- Research their previous calendar to get the tone of their cover writing.

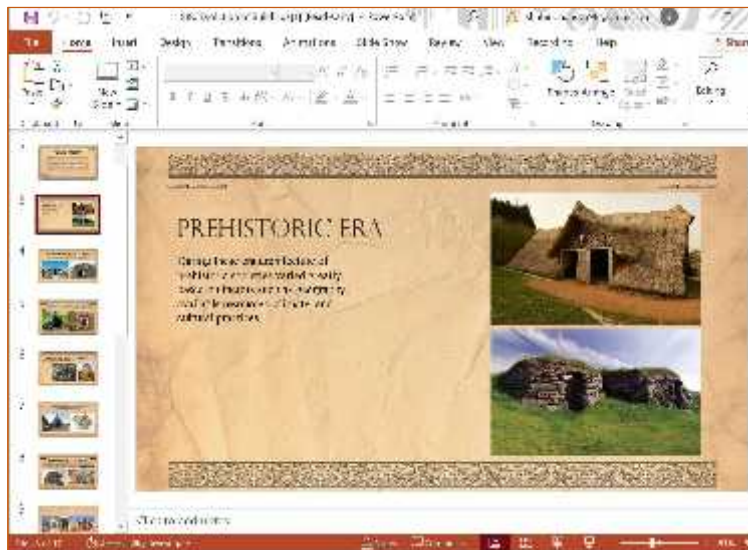


Fig 5-3: Screenshot of some of my ppt slides - 2

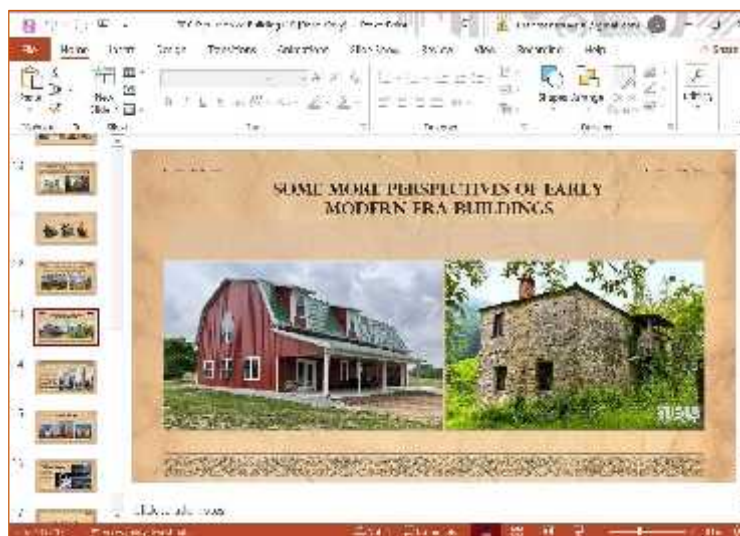


Fig 5-4: Screenshot of some of my ppt slides - 3

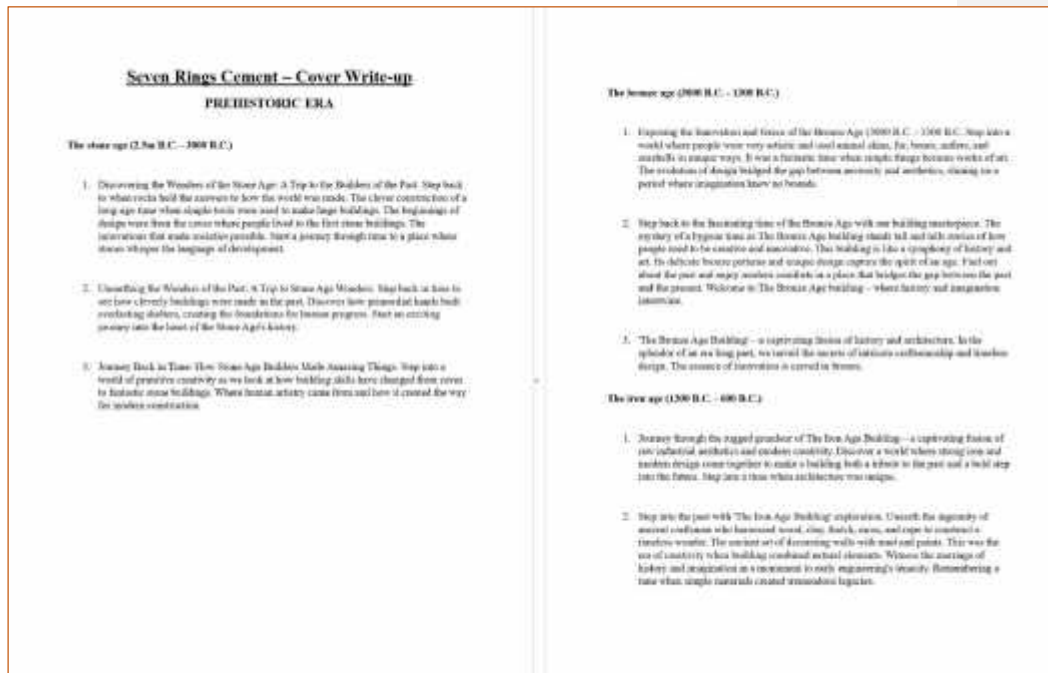


Fig 5-5: Pictures of my Cover write up

Challenges:

- One of the hardest things about architecture is ensuring the style stays the same over time. So, I had to do a lot of research and learn everything I could about historic structures.
- It was hard to find buildings from each era that show what that time was like and are good examples.
- It was hard to put the buildings in a way that makes a smooth shift from one era to the next and keeps the visual flow even.
- It was hard to get the calendar's message across quickly and clearly while still making it interesting.

- There is usually not much room for writing on calendar covers. So, I need to say in a few lines what the calendar is about, its theme, and its best features.

Mistakes:

As my senior copywriter wanted a rough PowerPoint slide and write-up, I didn't make any mistakes there.

Learnings:

- I had to focus on the most exciting parts of the plan, use precise language, and put the most important benefits at the top of the list.
- To make a strong impression, I wrote short, powerful lines and used action verbs and dramatic descriptors.
- To get people's attention, I had to think outside the box.

PROJECT 6

Project Name: Clemon Cricket Engagement Campaign

Type of Work: Interactive social media platform's post

Start Date: 11st July, 2023

End Date: 11st July, 2023

Project Details: The Clemon Cricket Engagement Campaign aims to get fans as excited as possible about the Cricket World Cup by using interactive social media tactics. The project includes some fun events that bring people together and get fans involved. Fans will be invited to participate in a game where they guess how a match will end. This will allow them to win unique things and meet their favorite cricket players. The effort will also encourage people to be creative by having a fan art contest where people can show how much they love the sport and win fabulous prizes. Content for fans, like short clips, interviews with players, and inspiring stories, will make the online space lively, and live Q&A sessions with cricket stars will bring fans and players closer together and spark discussions. As a drink brand, Clemon wants to get together cricket fans with a shared interest and give them fun and memorable experiences during the Cricket World Cup.

My Tasks and Responsibilities:

- I had to make content Ideation and Strategy. To brainstorming and generating creative ideas for interactive posts that engage cricket fans and align with Clemon's brand identity.
- I had to do a campaign execution and implementing the proposed ideas into compelling social media posts across platforms like Instagram, Facebook, and TikTok.
- Monitoring social media comments, messages, and mentions related to the Clemon campaign and promptly responding to fan interactions.

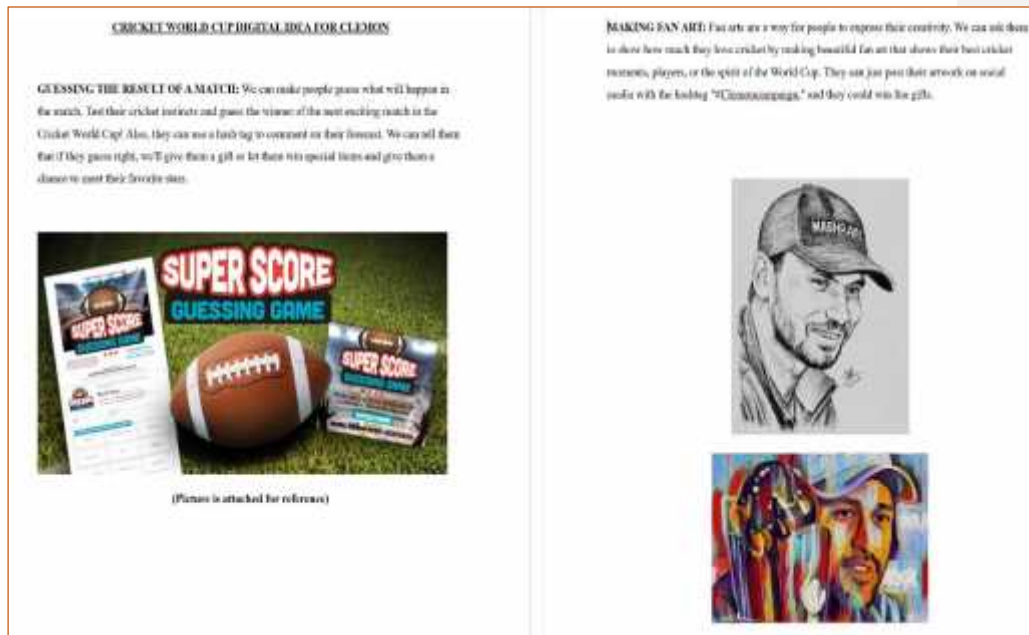


Fig 6-1: Screenshot of my work



Fig 6-2: Screenshot of my work

Challenges:

- I had to keep Clemon's brand identity and take advantage of the Cricket World Cup's popularity while maintaining a steady flow of exciting material across all platforms.
- I had to get fans involved by replying to their comments and questions and building a solid cricket and Clemon community.
- During the campaign, I had to develop unique, engaging, and interactive updates to keep cricket fans interested.

Mistakes:

I was fortunate that supervisor was satisfied with my work.

Learnings:

- I learned about strategic brand integration by combining Clemon's brand identity with the excitement of the Cricket World Cup and constantly putting out interesting material on different platforms.
- I learned how to build a strong cricket-clear community by responding to fans' comments and making them feel they had something in common with me.
- I learned how to make interesting and fun material to keep fans interested and excited throughout the campaign.

PROJECT 7

Project Name: SMC Butter Cookies (August Plan)

Type of Work: Content Pillar with Static & Dynamic interactive post for social media

Start Date: 27th July, 2023

End Date: 28th July, 2023

Project Details: SMC Enterprises Limited has introduced a new consumer product known as Butter Cookies. They intended monthly social media engagement posts to interact with consumers. After my supervisor briefed me on this task, I was required to create a social media content pillar with static and dynamic interactive posts.

My Tasks and Responsibilities:

- It was necessary to create a content pillar.
- It was necessary to create both a static and a dynamic post idea.
- To complete this project, some reference graphics design static picture work was required.
- Conduct research on the products offered by competing brands

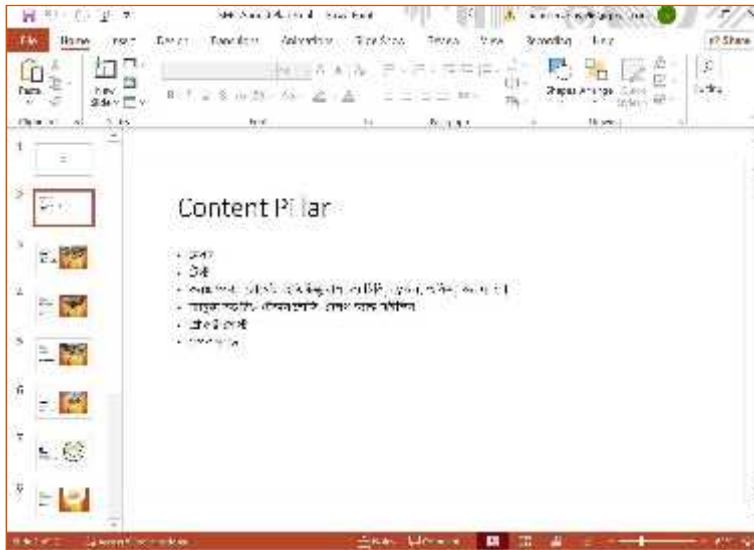


Fig 7-1: Screenshot some of my work

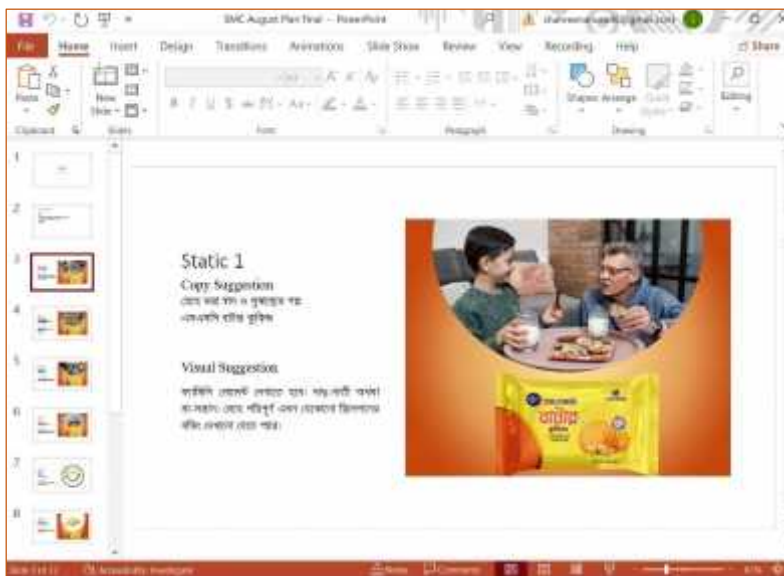


Fig 7-2: Screenshot some of my work

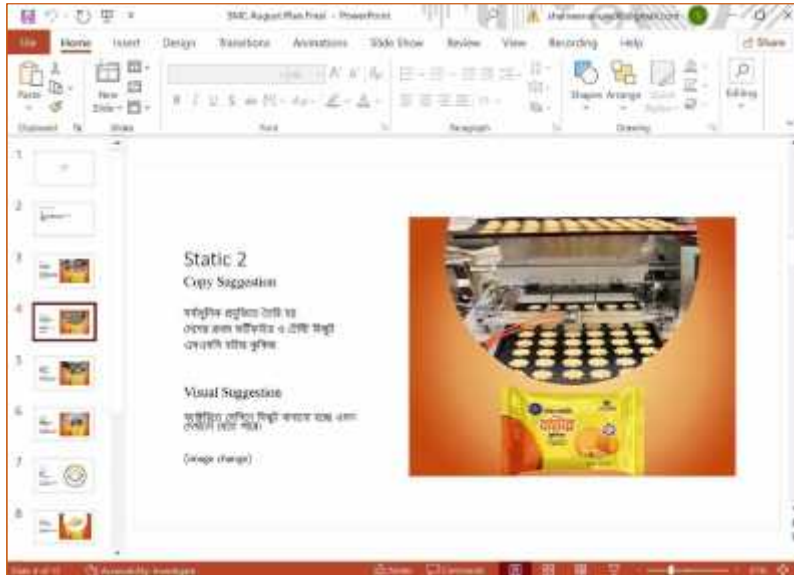


Fig 7-3: Screenshot some of my work

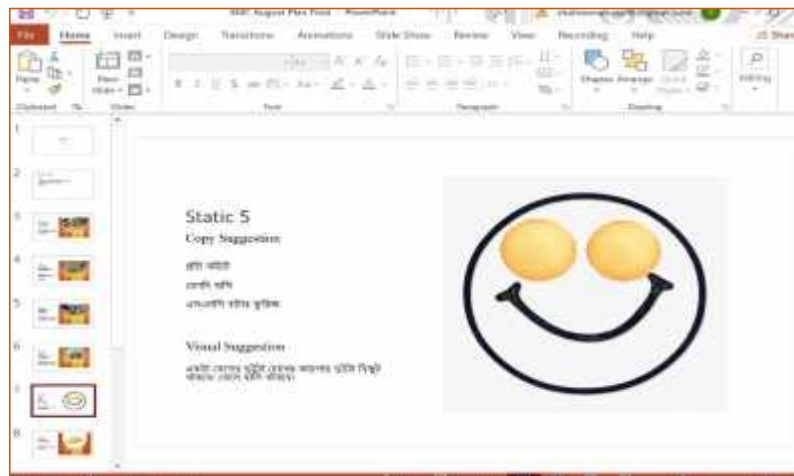


Fig 7-4: Screenshot some of my work

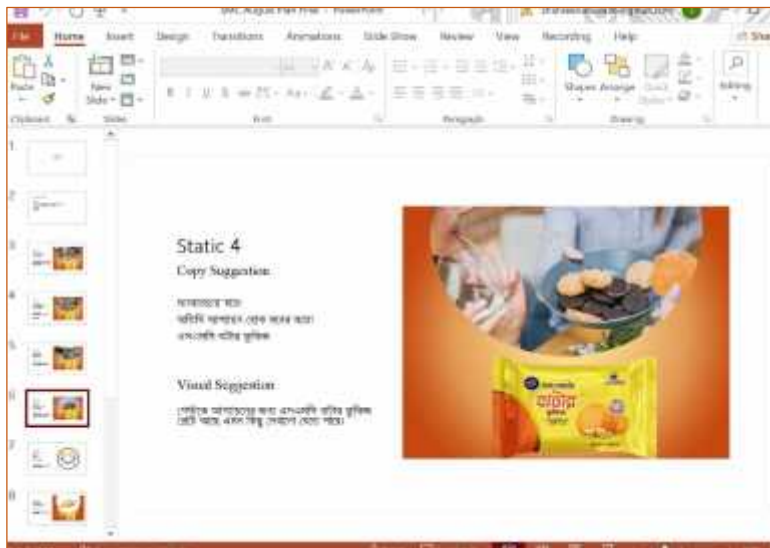


Fig 7-5: Screenshot some of my work

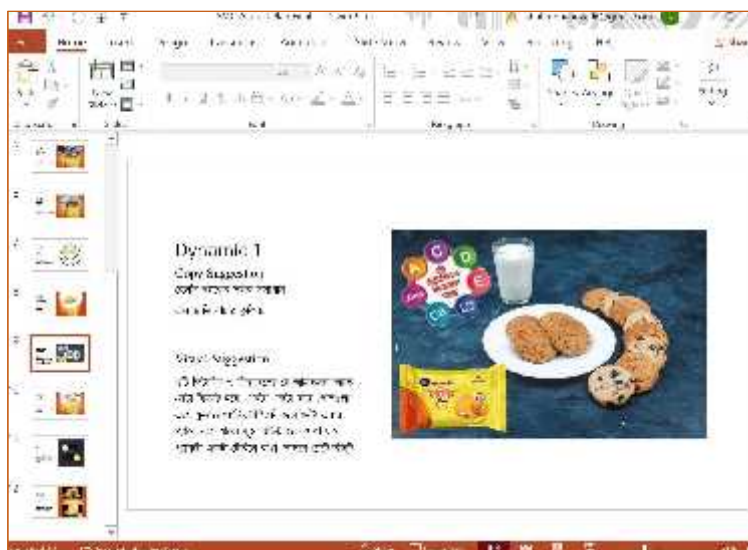


Fig 7-6: Screenshot some of my work

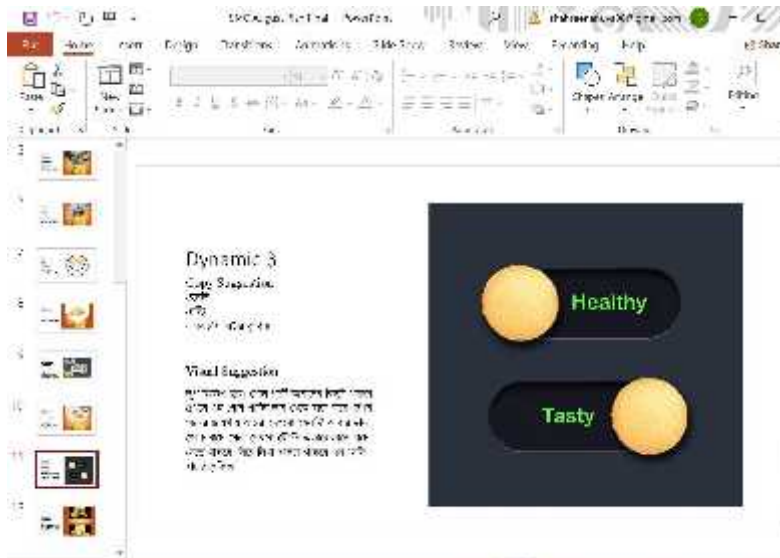


Fig 7-7: Screenshot some of my work

Challenges:

- Understanding of a content pillar through brainstorming.
- To Making static and dynamic references in such a short time was challenging.

Mistakes:

I was fortunate that supervisor was satisfied with my work.

Learnings:

- Learned how to brainstorm and make it work to make content pillar.
- Learned how to make static and dynamic references in short time. Thanks to my university course I took where I learn about Adobe Photoshop.

PROJECT 8

Project Name:

1. **Commward** – MOJO Thematic (Integrated, Best Copy, Best Jingle, Best Brand Promotion)
2. **Commward** – Aarong Dairy (Integrated, Best use of influencers, Art Direction & Print, Best use of digital media, Brand Promotion)

Type of Work: Voice over script

Start Date: 3rd August, 2023

End Date: 10th August, 2023

Project Details: COMMWARD was started by the Bangladesh Brand Forum (BBF) for the twelfth year in a row to recognize, honor, and celebrate the work of local creative agencies. The main goal of COMMWARD is to identify and support creative communication in different forms that try to connect with people and get the intended results by closing the gap between creative communication efforts, meeting global standards and goals, and moving the field forward. The categories under this award there are - Integrated, Best Copy, Best Jingle, Best Brand Promotion, Best use of influencers, Art Direction & Print and Best use of digital media.

My Tasks and Responsibilities:

- My task was writing voice overs within 200 words for both Mojo and Aarong Dairy brands.

Mojo Thematic - Integrated

INTRO:

Picture Mojo, a *deshi* cola, is on one of Bangladesh's most busy streets, where rickshaws dance through traffic and street food smells like a tempting secret. Despite two other global giant cola brands, Mojo has won hearts across the country. But hold on to your taste buds—this story has a twist even Mojo couldn't get rid of.

PROBLEM:

Today's urban "slash youth," who's rapidly changing behavior has distanced them from the brand.

SOLUTION:

So, we added some sparkle to our plan. "We'll bring the Mojo craze to the 'slash youth'.

EXUCATION:

Youth have no limits. This is why "Mojo Ontore Tarunno", a zestful campaign, has been launched. On our 360-degree platform, we create buzz to touch youth in every single way. From TV screen to mobile screen, Indoor to outdoor, analog to digital, and WHAT NOT!

IMPRESSION + RESULT:

This campaign was a nice fit for slash youth's ultra-hyper lifestyle and the unstoppable energy that has taken over Bangladeshi youth.

It got - (statistics of Facebook and YouTube impressions)

From there on, Mojo became the youth's tune AGAIN.

Fig 8-1: Mojo Thematic Works' Screenshots

MOJO THEMATIC - COPY

INTRO:

Mojo, the deshi cola, has always been connected with youth. To reach youth, they often produced upbeat jingle-based films which is trendy.

PROBLEM + EXICUTION:

Recently, Mojo finds out about today's "slash youth", who's rapidly changing behavior has distanced them from the brand.

So, Mojo launched "Ontore Taruno", a zestful 360-degree campaign to reconnect the disconnected slash youth with the craze. Under this campaign we produced a jingle-based film with a fantastic spirited lyric. "আমি চলমান, বহমান, ছুঁয়ে চলি আমি আসমান"

IMPRESSION + RESUALT:

This spirited lyric of the jingle's energetic beat grabbed slash youths across the country. Their ultra-hyper lifestyle fit the music's intense rhythm. It showed unstoppable spirit, courage, and inspiration of youths. It's a confirmed fact that, slash youth exulted with joy after watching the film. They went crazy and the film got overwhelming number of likes, shares & views on different kind of social media platforms.

From then on, Mojo became the youth's tune AGAIN.

Fig 8-2: Mojo Thematic Works' Screenshots

MOJO THEMATIC – FLIM

INTRO:

Mojo, the deshi cola, has always been connected with youth. To reach youth, they often produced upbeat jingle-based films which is trendy.

PROBLEM + EXICUTION:

Recently, Mojo finds out about today's "slash youth", who's rapidly changing behavior has distanced them from the brand.

So, Mojo launched "Ontore Tarunno", a zestful 360-degree campaign to reconnect the disconnected slash youth with the craze. Under this campaign we produced a jingle-based film with a fantastic core theme. "আমি চলমান, বহমান, ছুঁয়ে চলি আমি আসমান"

The film was a masterwork that perfectly expressed the ultra-hyper lifestyle of today's youth. The energetic soundtrack had a buzzing pace and an excellent mix of rap and dance music. Images revealed how pleased and enthusiastic they were about life. Overall, it captured the slash generation's lively lifestyle, limitless energy, and vibrant personality.

IMPRESSION + RESUALT:

It's a confirmed fact that, slash youth exulted with joy after watching the film. They went crazy and the film got overwhelming number of likes, shares & views on different kind of social media platforms.

From then on, Mojo became the youth's tune AGAIN.

Fig 8-3: Mojo Thematic Works' Screenshots

Aarong Dairy Sweets – Integrated

INTRO:

The crazed fans you just witnessed are from Bangladesh, who were cheering on every goal even though their country was not competing in the game. All the fans munch on food and drink while watching their team play, and as BENGALIS, we have the tradition of eating sweets for celebration. Aarong saw this as an opportunity!

IDEA:

We found; supporters celebrate with every goal scored. They prefer not to wait for the result. We also noticed both football and our sweets have a feature in common. Goal for football and GOL in Bangla for sweets. From this brilliant insight, we came up with the campaign idea "Goal e Gol e Celebration", through clever wording. Keep that in mind, "Celebration Whenever" is what Aarong dairy sweet's core purpose is.

EXECUTION:

The moment the idea hits, we launch the campaign with a film, prints, social media engagements and various digital platforms. Not only that, we created an innovative voice interactive microsite to pump up the audience and maintain engagement with them. Added on, a new packaging was produced for the product. But here is the twist, this is not just a regular theme-based package. We created a whole football field so anyone can play football by their finger. Likewise, the campaign's buzz was kept alive by involving influencers across various social media platforms.

RESULT:

There was a dramatic jump in sales. Due to overwhelming demand, not even the company itself could keep up with the pace of orders. Though the football World Cup has gradually faded into time. But "Aarong Dairy Sweets" continues keep up the touch of celebration.

Fig 8-4: Aarong Dairy works' screenshot

Aarong Dairy Sweets – COPY

INTRO:

The crazed fans you just witnessed are from Bangladesh, who were cheering on every goal even though their country was not competing in the game. All the fans munch on food and drink while watching their team play, and as BENGALIS, we have the tradition of eating sweets for celebration. Aarong saw this as an opportunity!

IDEA:

We found; supporters celebrate with every goal scored. They prefer not to wait for the result. We also noticed both football and our sweets have a feature in common. Goal for football and GOL in Bangla for sweets. From this brilliant insight, we came up with the campaign idea "Goal e Gol e Celebration", through clever wording. Keep that in mind, "Celebration Whenever" is what Aarong dairy sweet's core purpose is.

EXECUTION:

The iconic "gooooooooal" commentary heard after every goal scored, was the creative inspiration for us. That inspiration took over the digital engagement, prints, and various kinds of social media platforms.

Our microsite participants won fascinating and creative names with the term word "goal" on social media platform, as well as truly incredible prizes.

We got lost in the world cup sphere, from which a fantastic energized jingle-based film is created. The jingle portrayed from children to senior citizens, family & friends all celebrate when a goal scored.

RESULT:

The campaign was huge hit. The response we got from people using on the different kind of media were remarkable. Though the football WorldCup has gradually faded into time. But "Aarong Dairy Sweets" continues keep up the touch of celebration.

Fig 8-5: Aarong Dairy works' screenshot

Aarong Dairy Sweets - Brand Promotion	
<p>INTRO:</p> <p>The crowd here you just witnessed are from Bangladesh, who were cheering on every goal even though their country was not competing in the game. All the fans match on food and drink while watching their team play, and as HUNGALIS, we have the tradition of using sweets for celebration. <i>Aarong saw this as an opportunity!</i></p> <p>IDEA:</p> <p>We found, supporters celebrate with every goal scored. They prefer not to wait for the match. We also noticed both football and our sweets have a feature in common. Goal for football and GOI for Bangla for sweets. From this brilliant insight, we came up with the campaign idea "Goal & Goal Celebration", through clever wordplay. Keep that in mind, "Celebration Wherever" is what <i>Aarong Dairy</i> sweets core purpose is.</p> <p>EXECUTION + IMPRESSION:</p> <p>The moment the idea hits, we launch a campaign with film, print, social media engagements and various digital platforms. Besides that, a package was designed for the product. But here is the twist, this was not just a regular theme-based package. We created a whole football field inside the package so anyone can play finger football.</p> <p>The packaging included with animal mascot. When any one opens the package, a whole football field get unfolded. To design this packaging was really a tough nut to crack and was not done in a day. Hours and hours of research and immense pressure of time stretch made it really hard for the art team. But with well-planned creativity and countless hours of focused work made it possible finally. We're quite proud to create a unique packaging style so this that has never been seen before in Bangladesh. The product already has three packaging, which allows us to display the brand prominently. It's not necessary to carry it in the bag separately.</p>	<p>RESULT:</p> <p>People were amazed by the product so much that sales made a dramatic jump. We only produced 1000 of these unique packages for online sale but the overwhelming reaction had us thinking we needed to produce 10,000 more. The response we got from people using different platforms of social media was remarkable. Likewise, the campaign's buzz was kept alive by involving influencers across various social media platforms. Though the football World Cup has gradually faded into time but "<i>Aarong Dairy Sweets</i>" continues to keep up the touch of celebration.</p>

Fig 8-6: Aarong Dairy works' screenshot

<u>Aarong Dairy Sweets – Best Use of Influencers</u>	
<p>INTRO:</p> <p>The excited fans you just witnessed are from Bangladesh, who were cheering an every goal even though their country was not competing in the game. All the fans attack on food and drink while watching their team play, and as BENGALIS, we have the tradition of using sweets for celebration. Aarong saw this as an opportunity!</p> <p>IDEA:</p> <p>We found, supporters celebrate with every goal scored. They prefer not to wait for the candy. We also noticed both football and our sweets have a common. Goal for football and GDR, is Bangla for sweets. From this brilliant insight, we came up with the campaign idea "Goal o Gol o Celebration", through clever wording. Keep that in mind, "Celebration Whenever" is what Aarong dairy sweet's ever purpose is.</p> <p>EXECUTION:</p> <p>The moment the idea hit, we launch the campaign with a film, prints, social media engagements and various digital platforms. Not only that, we created an innovative voice interactive website to pump up the audience and maintain engagement with them. Added on, a new packaging was produced for the product. But here in the twist, this is not just a regular theme-based package. We created a whole football field as anyone can play football by their finger. Likewise, the campaign's basic was kept alive.</p> <p>Influencers like, <i>Siddha & Co. Jewel Hossain, Marvinsheen Siddiqui, and Ashraful Islam</i> who promoted the brand by showcasing the package. As they have an enormous number of followers, the product had organic reach and created high demand.</p>	<p>RESULT:</p> <p>As a result, People were amazed by the product so much that sales made a dramatic jump. We only produced 1000 of these unique packages for online sales but the overwhelming reaction had us thinking we needed to produce 10,000 more. Though the football World Cup has gradually faded into time but "Aarong Dairy Sweets" continues to keep up the touch of celebration.</p>

Fig 8-7: Aarong Dairy works' screenshot

Aarong Dairy Sweets – Best use of Digital Media

INTRO:

The excited fans you just witnessed are from Bangladesh, who were cheering on every goal even though their country was not competing in the game. All the fans smooch as food and drink while watching their team play, and as BENGALURU, we have the tradition of mixing events for celebration. Aarong saw this as an opportunity?

IDEA:

We launch supporters celebration with every goal scored. They prefer not to wait for the match. We also noticed both football and our sweets have a feature in common. Goal for football and GGL in Bangla for sweets. From this brilliant insight, we came up with the campaign idea "Goal e Gol e Celebration", through clever wording. Keep that in mind, "Celebration Whenever" is what Aarong dairy sweets' core purpose is.

EXECUTION + IMPRESSION:

To implement the idea fully, we launch a campaign with a film, prints, social media engagements and various digital platforms. Not only that, we created an incentive value interactive mechanism to pump up the audience and maintain engagement with them. We encouraged people to shout "Goal" into a sound meter not only amplified the excitement and energy associated with football celebrations but also created a direct interaction between the audience and the brand. This kind of participation made the campaign more immersive and memorable for the participants. Likewise, the campaign's buzz was kept alive by involving influencers across various social media platforms.

RESULT:

As a result, the response we got from people using various forms of social media was remarkable. There is more, the sales increased, even the company couldn't keep up with demand. Though the Football World Cup has gradually faded into time, but "Aarong Dairy Sweets" continues keep up the touch of celebration.

Fig 8-8: Aarong Dairy works' screenshot

Aarong Dairy Sweets – Art Direction & Print

INTRO:

The crazed fans you just witnessed are from Bangladesh, who were cheering on every goal even though their country was not competing in the game. All the fans munch on food and drink while watching their team play, and as BENGALIS, we have the tradition of eating sweets for celebration. Aarong saw this as an opportunity!

IDEA:

We found; supporters celebrate with every goal scored. They prefer not to wait for the result. We also noticed both football and our sweets have a feature in common. Goal for football and GOL in Bangla for sweets. From this brilliant insight, we came up with the campaign idea "Goal e Gol e Celebration", through clever wording. Keep that in mind, "Celebration Whenever" is what Aarong dairy sweet's core purpose is.

EXECUTION:

The moment the idea hits, we launch a campaign with film, prints, social media engagements, and various digital platforms. Besides that, a package was designed for the product. But here is the twist, this was not just a regular theme-based package. We created a whole football field inside the package so anyone can play finger football.

The packaging included canned sweets. When anyone opens the package, a whole football field got unfolded. Designing this packaging was a tough nut to crack and was not done in a day. Hours and hours of rework and the immense pressure of a time crunch made it hard for the art team. But well-planned creativity and countless hours of focused work made it possible finally. We're quite proud to create a unique packaging style as this that has never been seen before in Bangladesh.

RESULT:

People were amazed by the product so much that sales made a dramatic jump. We only produced 1000 of these unique packages for online sales but the overwhelming reaction had us thinking we needed to produce 10,000 more. The response we got from people using different platforms of social media was remarkable. Likewise, the campaign's buzz was kept alive by involving

Fig 8-9: Aarong Dairy works' screenshot

Challenges:

- There was a word limit that was far too low.
- Make use of my imaginative thought process.
- Conduct research on the given brands.

Mistakes:

First, I was unable to meet the instructed word limit. But I did it after supervising.

Learnings:

- Working with a limited number of words taught me how to turn complicated thoughts into short, clear messages, which improved my communication skills.
- Figuring out how to be creative within limits pushed me to think in new ways and find unique answers, which helped me think more creatively.
- Researching brands helped me learn and be more flexible in writing well-informed and helpful content.

PROJECT 9

Project Name: SMC Butter Cookies (September Plan)

Type of Work: Engagement Posts, Consumption Posts, Unique Selling Point (USP) and Dynamic Posts with Copy, Visual Reference and Graphics Reference

Start Date: 10th August, 2023

End Date: 11th August, 2023

Project Details: SMC Enterprises Limited has launched "Butter Cookies," a new consumer product. To enhance customer interaction, they planned monthly social media engagement. My task, following my supervisor's briefing, was to formulate Engagement Posts, Consumption Posts, Unique Selling Point (USP) and Dynamic Posts with Copy, Visual Reference and Graphics Reference. This encompassed crafting both static and dynamic interactive posts, aiming to maintain consumer interest and foster engagement on social media platforms.

My Tasks and Responsibilities:

- Making interesting material that gets people to interact with it, start conversations, and get customer feedback.
- Making a material showing how people can enjoy Butter Cookies differently.
- Making content that shows what makes Butter Cookies different from other goods on the market and highlights their unique features and benefits.
- Making a material that looks good and gets people's attention, like interactive graphics, to get people more involved and hold their attention.



Fig 9-1: Screenshot of chosen works by my senior copy-writer



Fig 9-2: Screenshot of chosen works by my senior copy-writer

Dynamic 2-Legacy

Copy Suggestion

শুটি জিটামিন ও মিনারেল সমৃদ্ধ
খোশর প্রথম অটোমাইড ও টেস্টি বিস্কুট

Visual Suggestion

নিখার প্যাকেট থাকবে। প্যাকেট থেকে
নোমিনিক পথ-রূপ করবে। কণি অসমাবে।



Fig 9-3: Screenshot of chosen works by my senior copy-writer

Static 6- Consumption Post

Copy Suggestion

স্বাদ করা হেলদি বাইট
আমরা মনে বন্ধুদের সাথে

Visual Suggestion

বন্ধুদের আড্ডার ঘোষণা বিস্কুট আছে।



Fig 9-4: Screenshot of chosen works by my senior copy-writer

Challenges:

- Writing copy and content that gets people's attention and gets them to connect and talk about important things.
- Make sure that Engagement, Consumption, USP, and Dynamic posts are always creative so the material doesn't get boring.
- Getting across the unique qualities and benefits of Butter Cookies clearly and convincingly in both text and images so that they stick with the audience.
- Making images that look good, fit the brand, grab users' attention, and convey the intended message.

Mistakes:

I made no mistakes on this project, but my senior copywriter selected four out of ten copies.

Learnings:

- To make interesting material that encourages interaction and conversation, I learned to use a mix of creativity and relevance strategically.
- To keep my audience interested and stop them from getting tired of the content, I learned to make sure that different types of posts are always creative.
- To understand the unique qualities and benefits of Butter Cookies, I learned how to combine compelling copy with visually appealing images.
- To keep users interested and involved, making pictures that stand out, fit with the brand, and get the message across well is essential.

INTERNSHIP OUTCOME

Throughout my internship, I gained as much information as possible and contributed as effectively as possible. Because I studied public relations in university, I came in with a strong theoretical grounding. However, it was very satisfying to put ideas from the classroom into practice in the real world. I tried to combine what I had learned at university for more than five years with what I had learned during my working life.

Realizations:

When I considered my time in university and how I worked with teams, I realized I liked being in charge. I often devised ideas, controlled how tasks were divided, and stepped in when things got tough. But my job made me see things differently. My job was to shape existing ideas, meet targets, and ask for help from people with more experience. This two-sided view showed me what kind of worker I want to be: dependable, creative, and adaptable. I want to become someone who can do things perfectly, even when it is the last minute of a big project.

Especially at the beginning of a job, it is essential to have skills, personality traits, and a way of thinking that is flexible and versatile. Even though a big part of my job was writing copy, I also helped in creative ways when it came time to do things. This made me realize how important it is to be flexible. Initially, I want to improve at handling these problems and developing reasonable solutions.

Achievements:

During my first few weeks at Adcomm Limited, I struggled with anxiety and other things that took my mind off work. But as time passed and I got to know everyone on my team, their support was outstanding. I could get over my doubts and regularly deliver by working with them. I am incredibly proud to always be on time and meet all project targets. This is something I am very proud of.

In hindsight, the journey was a mix of challenges, insights, and accomplishments that all helped me grow. This internship was a big part of my growth as a worker and person. I learned to take on different roles, pay closer attention to details, and overcome my fears to work well with others. I am excited to use what I have learned and keep getting better at being a lively, reliable, and creative team member.

WORKPLACE LOG

[illegible]

Daily
03-07-23

SSCI Campaigns

Eye Safe Series

15 watt → 1 ED

- * Awareness create
- ~~After using eye safe series~~
- * Premium 2000's eye
- Retail price - 270

Strategy → Problem related awareness

Activation →

- Super store - campaign
- School - G health care
- eye health / eye check
- sticker on fruits
- eye exercise
- PT teacher - G under - G eye

Daily
03-07-23

LV

- Product (background - G eye 21100)
- G Mechanism
- Insurance
- Super store branding
- Price change

Story writing

- * Story board

tactical point campaign

- * previous thematic point campaign
- * seasonal point campaign



Fig 1-2: Online Morning Meeting

Commented [9]: Please include all of the photos in the appendix section.



Fig1-4: Working on Commward Script



Fig1-5: Shooting for Commward Video



MSJ043

SELF-ASSESSMENT FORM

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

Name of Intern: Suraiya Sharmin

University ID: 171012048

Name of the Institute/Organization: Adcomm Limited
Corporate Office Address: 110 Love Road, Tejgaon,
Dhaka-1208, Bangladesh
Email: contact@adcommad.com Web: <https://adcommad.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?

5,000 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:

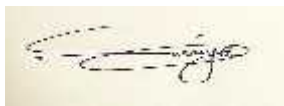
1=Not at all 2=Slightly 3=Moderately 4=Quite a bit 5=A great deal

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.	4
3	I am open to new experiences.	5
4	I have gained the capacity to be more productive.	4
5	I can recognize my personal strengths.	4
6	I can recognize my personal weaknesses.	5
7	I have a sense of personal achievement.	5
8	I have the ability to persevere in difficult tasks	4
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	4
12	I have the ability to communicate effectively	4
13	I have increased my ability to be a leader	2
14	I feel more connected to my community	5
NO	CRITERIA (Academic learning impact)	
15	I have acquired knowledge from the job duties I performed	4
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	3
21	I broadened my future employment possibilities	4
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.	5
25	What is your average score from this test?	4.08

5. General Comments

My job in copywriting has given me a lot to think about. I have learned much about professional writing by creating interesting content, working with different teams, and making deadlines. It has been a challenging but beneficial journey that has helped me improve my skills and made me even more passionate about good communication. This internship has given me a solid basis for my future as a copywriter, and I am excited to keep learning and growing in this exciting area.



Signature of Intern

PROFESSIONAL COMPETENCIES

During my time at Adcomm Limited, I acquired skills that will undoubtedly be useful in the near future. The following are the competencies I acquired during my internship program:

Skills:

- Writing Skills
- Microsoft Word/PowerPoint
- Research Abilities
- Content Strategy
- Adapting to Brand Voice
- Client Communication
- Idea Pitching
- Graphics Design

Attitude:

- Open-Mindedness
- Adaptability
- Flexibility
- Creative Problem-Solving
- Respect for Feedback

Knowledge:

- Copywriting
- Time Management
- Conducting research

CONCLUDING REMARKS

Ultimately, my internship as a copywriter at Adcomm Limited has been a valuable and life-changing experience. In the past few months, I have been able to dive into the fast-paced world of advertising and marketing, where I have improved my skills and learned a lot. Writing persuasive and interesting content for a wide range of readers has not only helped me improve my writing skills but also taught me a lot about the power of good communication.

Working with the talented team at Adcomm Limited has taught me how to work with clients, handle projects, and deliver messages that get people's attention. This new experience has given me a broader view of things and forced me to think differently and strategically to help clients reach their goals. As I move forward, I have skills that will help me in my future enhancing projects and beyond.

I am very thankful for this chance, and I cannot wait to use the lessons I have learned here to make long-lasting changes in my career.