



# ULAB

UNIVERSITY OF LIBERAL ARTS  
BANGLADESH

**Department of Media Studies and Journalism**  
**Internship Report**

**Submitted by:**

**Name:** Khandaker Musleuddin Rohan

**Student ID:** 201012038

**Term:** Spring 2023

**Course Code:** MSJ11498 (Internship)

**Host Organization:** Roebuck Communications



**Date of Submission:** 23/04/2024

## Table of Content

| Content                                                | Page Number    |
|--------------------------------------------------------|----------------|
| Student Details                                        | 4              |
| Internship Details                                     | 4              |
| Acknowledgement                                        | 5              |
| Plagiarism Declaration Form                            | 6              |
| Internship Report Approval Form                        | 7              |
| Introduction                                           | 8              |
| Expectations                                           | 9              |
| Host Organization                                      | 10 - 12        |
| Tasks                                                  | 13             |
| <b>Projects:</b>                                       | <b>14 - 59</b> |
| Project 1: Aylanto Ramadan Campaign 2024               | 14 - 19        |
| Project 2: Galouti Ramadan Campaign 2024               | 20 - 26        |
| Project 3: মনের দাগ দূর (Moner Daag Dur)               | 27 - 33        |
| Project 4: Soi 71 Ramadan Campaign 2024                | 34 - 38        |
| Project 5: Chhuya Website                              | 39 - 42        |
| Project 6: Roebuck Communications Monthly Content      | 43 - 44        |
| Project 7: Klubhaus Advertisement Posting on Facebook  | 45 - 46        |
| Project 8: Special Day Content for Aylanto and Galouti | 47 - 51        |
| Internship Outcome                                     | 52             |
| Workplace Log                                          | 53 - 54        |
| Self-Assessment Form                                   | 55 - 56        |

|                           |           |
|---------------------------|-----------|
| Professional Competencies | <b>57</b> |
| Concluding Remarks        | <b>58</b> |
| Appendix                  | <b>59</b> |

## STUDENT DETAILS

|                            |                                                          |
|----------------------------|----------------------------------------------------------|
| <b>Name</b>                | Khandaker Musleuddin Rohan                               |
| <b>ID</b>                  | 201012038                                                |
| <b>Department</b>          | Media Studies and Journalism                             |
| <b>Major Concentration</b> | Public Relations (PR)                                    |
| <b>Minor Concentration</b> | Computer Science Engineering (CSE)                       |
| <b>Career Goal</b>         | To be a brand manager of a renowned electronics company. |

## INTERNSHIP DETAILS

|                                 |                                                  |
|---------------------------------|--------------------------------------------------|
| <b>Host Organization</b>        | Roebuck Communications                           |
| <b>Corporate Office Address</b> | House: 8/A, Road: 4, Gulshan – 1, Dhaka - 1212   |
| <b>My Working Section</b>       | Client Service                                   |
| <b>Supervisor</b>               | Mehnaz Hossain, Senior Executive, Client Service |
| <b>Designation</b>              | Intern                                           |
| <b>Start Date</b>               | February 13, 2024                                |
| <b>End Date</b>                 | June 13, 2024                                    |
| <b>Hours Per Week</b>           | 40+                                              |
| <b>Total Working Period</b>     | Approximately 17 Weeks                           |

## **ACKNOWLEDGEMENT**

Over the last 2 months, I've been blessed with a fulfilling journey, encountering various challenges, and acquiring new insights during my internship at Roebuck Communications.

First, I extend my sincerest gratitude to Almighty Allah for giving me the strength and patience to overcome the obstacles and guiding me through this transformative experience.

I am deeply grateful to my parents who always believed in me and have supported me from the beginning of my academic life. I would like to express my gratitude to the honorable faculty members of ULAB who have taught me and prepared me for the future. Special thanks to my advisor, Aminul Islam sir. Then I would like to thank my friends and fellow groupmates for helping me in this journey.

I want to express my heartfelt appreciation to my supervisor, Mehnaz Hossain, Senior Client Service Executive at Roebuck Communications, for her assistance and encouragement throughout my internship.

I would also like to thank my internship supervisor, Dr. Habib Mohammad Ali, Assistant Professor at the University of Liberal Arts Bangladesh, for his guidance and valuable advice during my internship.

Shoutout to all the team members at Roebuck Communications for their unwavering support.

May the Almighty Allah bless all of you.

**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: Khandaker Musleuddin Rohan

ULAB ID: 201012038

Signature Rohan

**INTERNSHIP REPORT APPROVAL FORM**

Student Name Khandaker Musleuddin Rohan ID No. 2010102038  
Major: Public Relations Year: 2024  
Local Phone: 01754296319 Email: rohankhanbd19@gmail.com

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**INTERNSHIP/PROJECT INFORMATION**

Internship

Organization/Project: Roebuck Communications

Internship/Project Report Topic: \_\_\_\_\_

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

---

**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: Dr. Habib Mohammad Ali Title: Assistant ProfessorE-mail: habib.mohammad@ulab.edu.bd Phone: 01798556673

## **INTRODUCTION**

Throughout my university life, each course had one thing in common, communication. I have been taught that effective communication can take a person a long way where nothing else can. On top of that, I am someone who has this fascination towards human psychology.

That's why I wanted to pursue my career in a field that has the effective communication process at its core and needs the touch human psychology to flourish.

Therefore, I decided to join Roebuck Communications, a digital marketing creative agency. Because I believe that understanding human psychology is vital for digital marketing success, as it allows marketers to tailor messages and strategies that resonate with audiences on a deeper level. Also, when it comes to clients, communication is essential for ensuring that marketing strategies align with their needs and goals.

This internship report highlights the tasks I did, and the job experience I gained at Roebuck Communications' client service department during my internship.

## **EXPECTATION & OBJECTIVE**

An internship basically serves as a bridge between academia and the professional world. It is an opportunity to gain real life knowledge and experience in the professional field. Thus, allowing the individual to acquire practical skills, expand their network, and apply theoretical knowledge to real-world scenarios, ultimately enhancing their readiness for future career endeavors.

So, when I got my internship, I knew it was a chance to immerse myself in the daily operations of a real company, applying what I've learned in the classroom to actual projects and tasks.

Some of my expectations are listed below:

- To gain time-management skills and how to maintain deadlines.
- Become an efficient team player.
- Learn how to execute a campaign in the real-world.
- Understanding the client-agency relationship and how to deal with clients from different brands.
- Make a good network.
- Develop my communication skills.
- Diversify my skillset.
- To increase my knowledge regarding different brands of Bangladesh
- Understand the psychology and behavior of the consumers of the different brands.
- To work efficiently under pressure
- Apply the knowledge I have gained at ULAB.

## HOST ORGANIZATION

**Organization Type:** Advertising Agency

**Incorporation Status:** Private Limited

**Company Year of Establishment:** 2016

**Address:** Roebuck Communications, Fairview Apartments, Suite 502, House: 8/A, Road: 4, Gulshan 1, Dhaka 1212.

**Website:** <https://www.roebuckbd.com/>

**Social Media:** Facebook - <https://www.facebook.com/ratherbeatroebuck>

**Awards:** Digital Marketing Award 2018 – Grand Prix Winner for Best Use of Mobile (Burger King Boishakhi Contest)

### Roebuck Clientele



**Roebuck Communications Current Client List:**

1. Yamaha Motorcycles Bangladesh - ACI Motors Ltd.
2. Klubhaus
3. Olympic Industries Limited
4. Mighty Chips
5. CapitaLand Development Ltd – CDL
6. Truefitt & Hill Bangladesh
7. RR Kabel Bangladesh
8. Papertech Industries Ltd
9. Chhuya Frozen Foods Ltd.

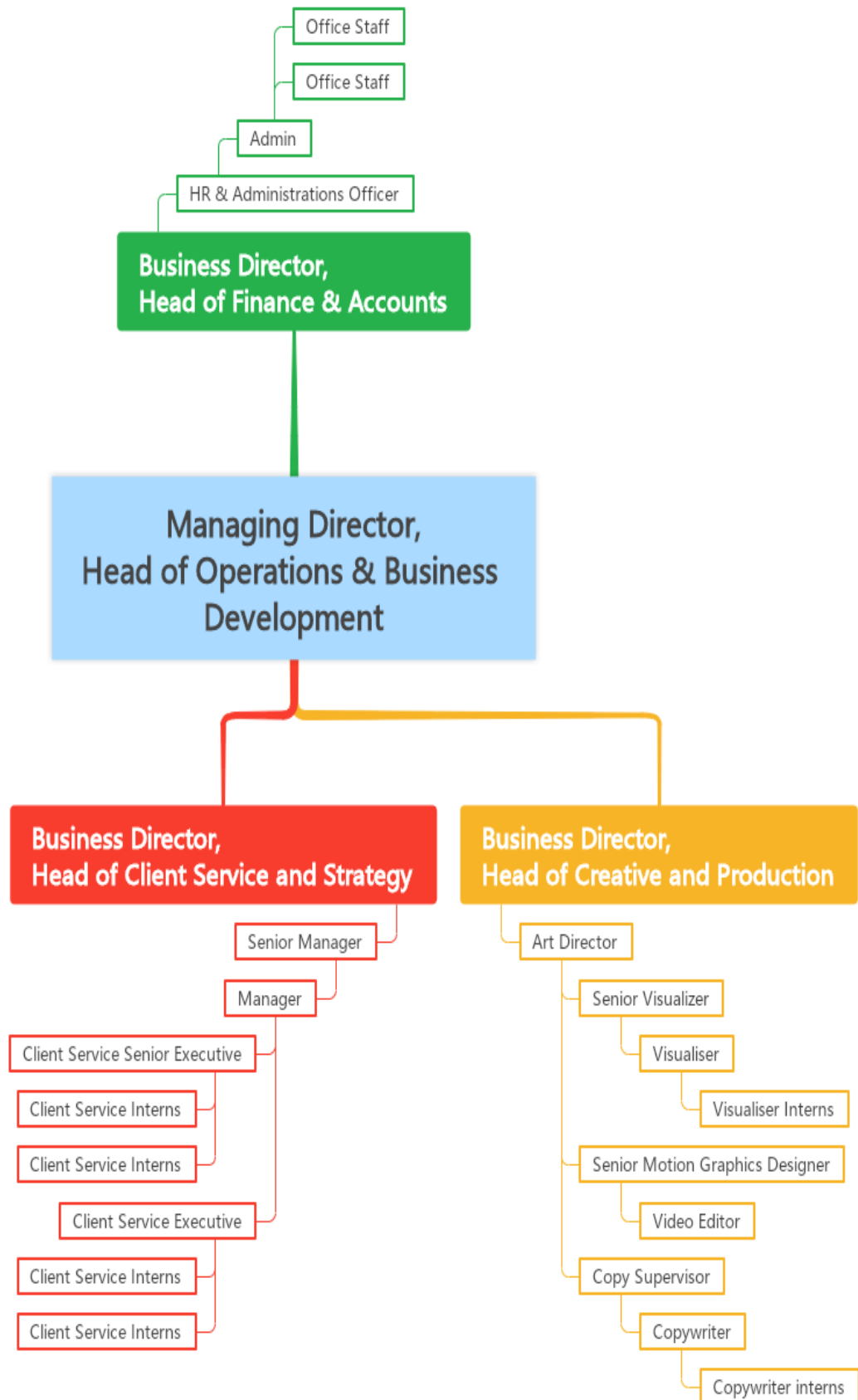
Paragon Hospitality (Paragon Ceramic Industries Limited) –

10. Aylanto
11. Galouti
12. Grillers
13. Krispy Krust

Remark HB –

14. Tylox
15. Acnol
16. Orix
17. Lily

## Company's Organogram



## **TASKS**

I have been working at Roebuck Communications since February 13, 2024 as an intern in the client service team. My tasks and responsibilities are as follows:

- Updating the cloud database frequently, especially the daily joblist/tasklist on Google Sheet
- Clients' Social Media Account Query Management – Facebook & Instagram
- Follow-up on Social Media analytics (Facebook & Instagram) and generate a monthly report for specific brands.
- Preparing monthly content calendar on Google slides or Google Sheet for specific brands.
- Communicate with supervisor and clients, understanding the brief, then facilitate the information to the creative department as they visualize and construct the required visual content.
- Attend meeting, take notes, send out meeting minutes via email.
- Participate in brainstorming sessions, generate, and develop content ideas.
- Writing captions for posts, finding reference on the internet for content usually through Pinterest and Behance
- Assisting seniors in their tasks as per the instructions

I have been assigned 4 specific brands (Aylanto, Galouti, Mighty Chips) by my supervisor to which I follow-up work, communicate with client, maintain content calendar, manage query management, generate monthly report, develop content idea etc.

The other brand is Chhuya, they are designing their website through Roebuck Communications. They provide us feedbacks and according to their requirements, I facilitate the information to the creative (design) team.

## **Project – 1**

**Project Name:** Aylanto Ramadan Campaign 2024

**Client:** Aylanto (Paragon Ceramic Industries Limited)

**Start Date:** 11/03/2024

**End Date:** 10/04/2024

**Project Overview:** Aylanto is a premium buffet restaurant situated at Gulshan 1. Roebuck Communications was assigned to promote their Ramadan buffet, takeaway packages, jalebi and haleem etc on social media, specifically Facebook.

The client requirement was to develop content idea and create contents for Ramadan, post it on Facebook and do media buying.

On 6<sup>th</sup> of March 2024, at 1:00 p.m. we (myself and Nahid Hasan, Executive client service) had a meeting with Mr. Mohammad Zikiria Sagor, the Assistant General Manager of Paragon Ceramic Industries Limited.

He told us their brand's requirements for Ramadan content and provided us the necessary information (the price, item list and resources such as pictures).

**My Tasks and Responsibilities:** First, I was assigned to prepare the Ramadan month content calendar and find reference images for the content that will be posted for Aylanto Facebook and Instagram page. In this way the creative team (visualizers & designers) could use the image to visualize, find a route and make their own version with ease.

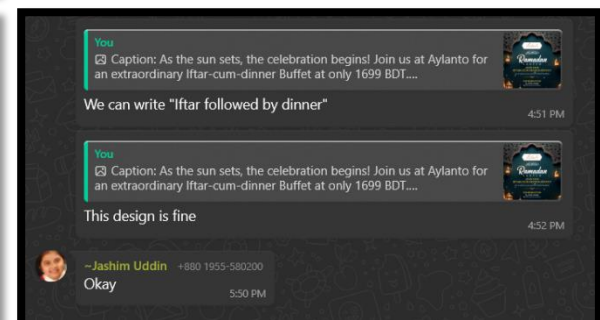
At the same time, for the specific content, I had to write captions and list down the items in Microsoft Word file so that the creative team can copy and paste it on Adobe Illustrator.

After the captions were written, I had to show it to the assigned copywriter for Aylanto (Saiyara Mahjabin). If there were any corrections to be made, she made the necessary changes.

Then when both the creative designs and captions were ready, I had to forward it to Mr. Sagor on a WhatsApp group (Aylanto X Roebuck), there he gave us the necessary feedback.

So, if any changes needed to be made, I had to convey the client's feedback to the creative team. On the other hand, if everything was fine, he gave us the approval and I had to post it on Facebook.

Some of client's feedback along with the content has been provided below.



The final content posts for Aylanto along with their captions have been attached.



Figure 1. The Ramadan Wish Post

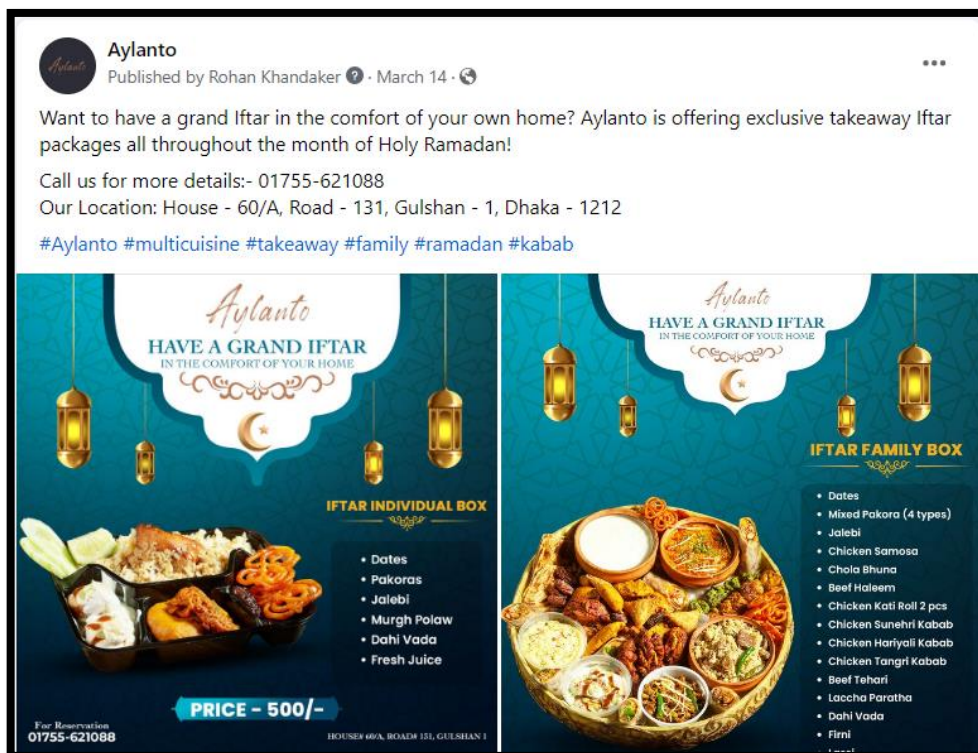
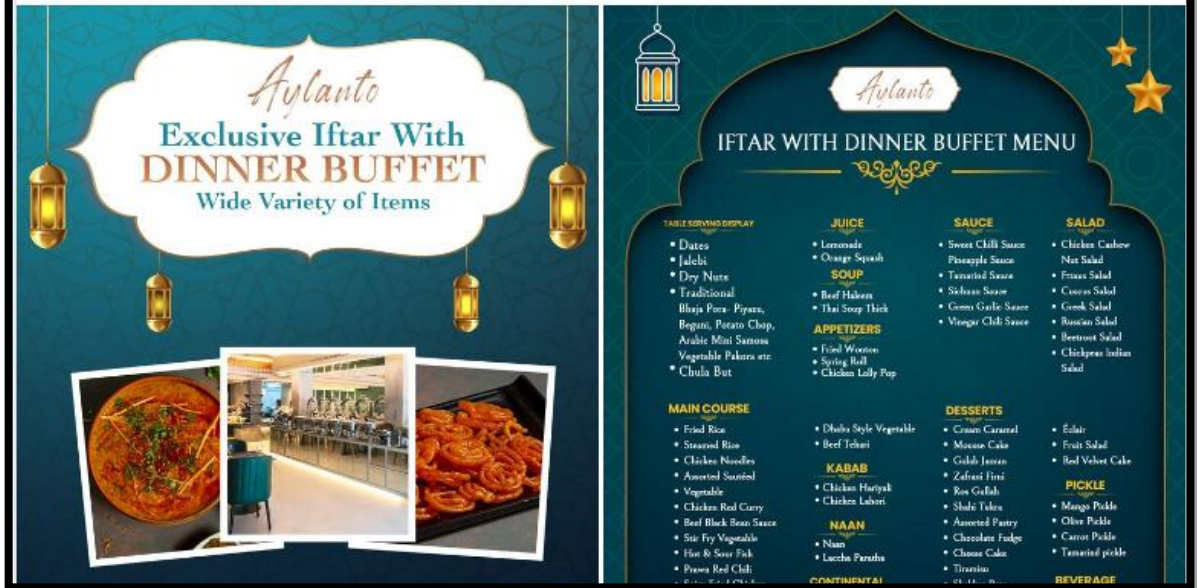


Figure 2. The iftar takeaway package posts

**Aylanto**  
Published by Rohan Khandaker · March 14 ·

Enjoy an exclusive Iftar with Dinner buffet at Aylanto!  
With a wide range of items, at the reasonable price of only **BDT 1699** per person, starting from 6:00 p.m to 9:00 pm.  
\*12% **discount** applicable for City Bank, EBL and Brac Bank card holders only\*

Call us for more details:- 01755-621088  
Our Location: House - 60/A, Road - 131, Gulshan - 1, Dhaka - 1212  
#Aylanto #multicuisine #dinner #buffet #ramadan #IftarBuffet



**Aylanto**  
**Exclusive Iftar With DINNER BUFFET**  
Wide Variety of Items

**IFTAR WITH DINNER BUFFET MENU**

| TABLE SERVING DISPLAY                                                                                                                                                                                                                                                                                          | JUICE                                                                                                                                                                                                                                                      | SAUCE                                                                                                                                                                                                                                                                             | SALAD                                                                                                                                                                                                                                               |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> <li>Dates</li> <li>Jalebi</li> <li>Dry Nuts</li> <li>Traditional Bhaja Pora, Piyasa, Beguni, Potato Chop, Aubie Mini Samosa, Vegetable Pakora etc.</li> <li>Chula But</li> </ul>                                                                                            | <ul style="list-style-type: none"> <li>Lemonade</li> <li>Orange Squash</li> <li><b>SOUP</b></li> <li>Beef Haloum</li> <li>Thai Soup Thick</li> <li><b>APPETIZERS</b></li> <li>Fried Wonton</li> <li>Spring Roll</li> <li>Chicken Lilly Pop</li> </ul>      | <ul style="list-style-type: none"> <li>Sweet Chili Sauce</li> <li>Pineapple Sauce</li> <li>Tamarind Sauce</li> <li>Salsasa Sauce</li> <li>Cream Garlic Sauce</li> <li>Vinegar Chilli Sauce</li> </ul>                                                                             | <ul style="list-style-type: none"> <li>Chicken Cashew Nut Salad</li> <li>Fennel Salad</li> <li>Couscous Salad</li> <li>Green Salad</li> <li>Beetroot Salad</li> <li>Chickpea Indian Salad</li> </ul>                                                |
| <b>MAIN COURSE</b> <ul style="list-style-type: none"> <li>Fried Rice</li> <li>Steamed Rice</li> <li>Chicken Noodles</li> <li>Assorted Sauteed Vegetable</li> <li>Chicken Red Curry</li> <li>Beef Black Bean Sauce</li> <li>Sie Fry Vegetable</li> <li>Hue &amp; Sear Fish</li> <li>Prawn Red Chilli</li> </ul> | <ul style="list-style-type: none"> <li>Dholy Style Vegetable</li> <li>Beef Terrier</li> <li><b>KABAB</b></li> <li>Chicken Haryali</li> <li>Chicken Laboni</li> <li><b>NAAN</b></li> <li>Naan</li> <li>Lacha Paratha</li> <li><b>CONTINENTAL</b></li> </ul> | <b>DESSERTS</b> <ul style="list-style-type: none"> <li>Creamy Caramel</li> <li>Mousse Cake</li> <li>Gulab Jaman</li> <li>Zafrani Feni</li> <li>Ros Gulab</li> <li>Shale Taba</li> <li>Assorted Pastry</li> <li>Chocolate Fudge</li> <li>Channa Cadin</li> <li>Tiramisu</li> </ul> | <ul style="list-style-type: none"> <li>Edible</li> <li>Fruit Salad</li> <li>Red Velvet Cake</li> <li><b>PICKLE</b></li> <li>Mango Pickle</li> <li>Oliver Pickle</li> <li>Carrot Pickle</li> <li>Tamarind pickle</li> <li><b>BEVERAGE</b></li> </ul> |

**Aylanto**  
Published by Rohan Khandaker · March 25 at 4:17 PM ·

Experience the enchanting fusion of saffron and sweetness in every bite of our Zafrani Reshmi Jalebi.  
Our Location: House - 60/A, Road - 131, Gulshan - 1, Dhaka - 1212  
#Aylanto #Multicuisine #Saffron #Reshmi #Jalebi #haleem #Ramadan #Iftar #sehri



**Aylanto**  
**EVERY TWIST HAS IT'S OWN SWEETNESS**  
**Zafrani Reshmi Jalebi**

For Reservation  
01755-621088

House-60/A, Road-131, Gulshan 1

Figure 3. The Ramadan exclusive buffet post, with menu attached

Figure 4. The jalebi post



Figure 5. The shahi haleem post



Figure 6. The 15% discount post

**Challenges:** Firstly, it was difficult for me to find reference images. Secondly, when the client gave feedback on text, sometimes it was harder to understand what he was referring to.

**Mistakes:** There are basically 3 WhatsApp groups, Aylanto X Roebuck, Galouti X Roebuck and Query X Aylanto, Galouti for specific purposes.

One time, I mistakenly sent a content set for Aylanto X Roebuck to Query X Aylanto, Galouti.

**Learnings:** Learned how to communicate with the client. I used to reply, “Okay/Thank you”, to the replies. So, one day, the business director told me that, “Clients’ are our business partners, don’t sound robotic and communicate properly. If you’re confused, directly call the client for better understanding of the requirements”.

## **Project – 2**

**Project Name:** Galouti Ramadan Campaign 2024

**Client:** Galouti (Paragon Hospitality)

**Start Date:** 11/03/2024

**End Date:** 10/04/2024

**Project Overview:** Galouti is a premium kebab restaurant situated at Gulshan 1. Roebuck Communications was assigned to promote their exclusive Ramadan buffet (only during Ramadan), sehri menu, takeaway packages, jalebi and haleem etc on social media, specifically Facebook.

The client requirement was to develop content idea and create contents for Ramadan, post it on Facebook and do media buying. Although, it was the same as Aylanto but we had to create different contents and approach certain steps differently.

On 6<sup>th</sup> of March, 2024, at 1:00 p.m. we (myself and Nahid Hasan, Executive client service) had a meeting with Mr. Mohammad Zikiria Sagor, the Assistant General Manager of Paragon Ceramic Industries Limited. Both Aylanto and Galouti are part of the Paragon Hospitality which is under Paragon Ceramic Industries Limited.

He told us their brand's requirements for Ramadan content and provided us the necessary information (the price, item list and resources such as pictures).

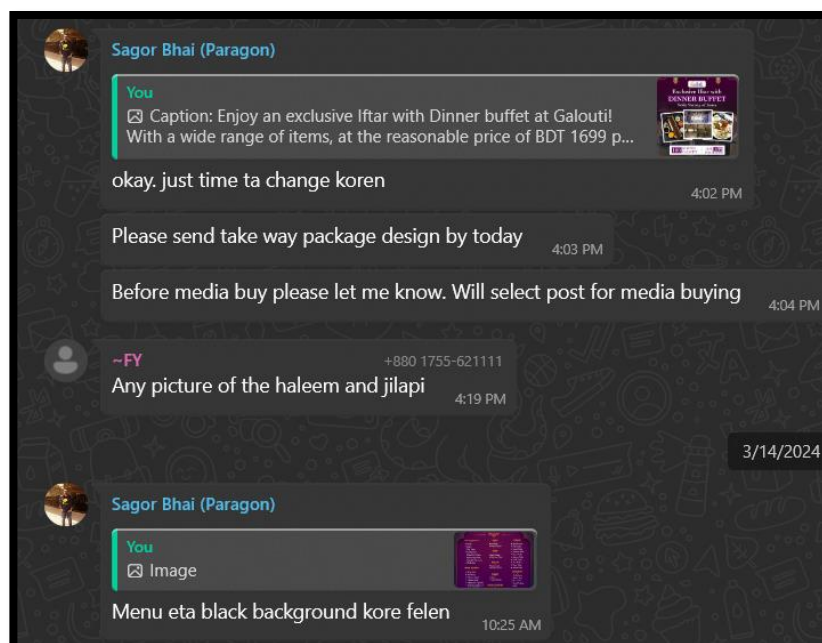
**My Tasks and Responsibilities:** Again, like Aylanto, firstly, I was assigned to prepare the Ramadan month content calendar for Galouti and find reference images for the content that will be posted for Galouti Facebook and Instagram page. In this way the creative team (visualizers & designers) could use the image to visualize, find a route and make their own version with ease.

At the same time, for the specific content, I had to write captions and list down the items in Microsoft Word file so that the creative team can copy and paste it on Adobe Illustrator. After the captions are written, I had to show it to the assigned copywriter for Galouti (Saiyara Mahjabin). If there were any corrections to be made, she made the necessary changes.

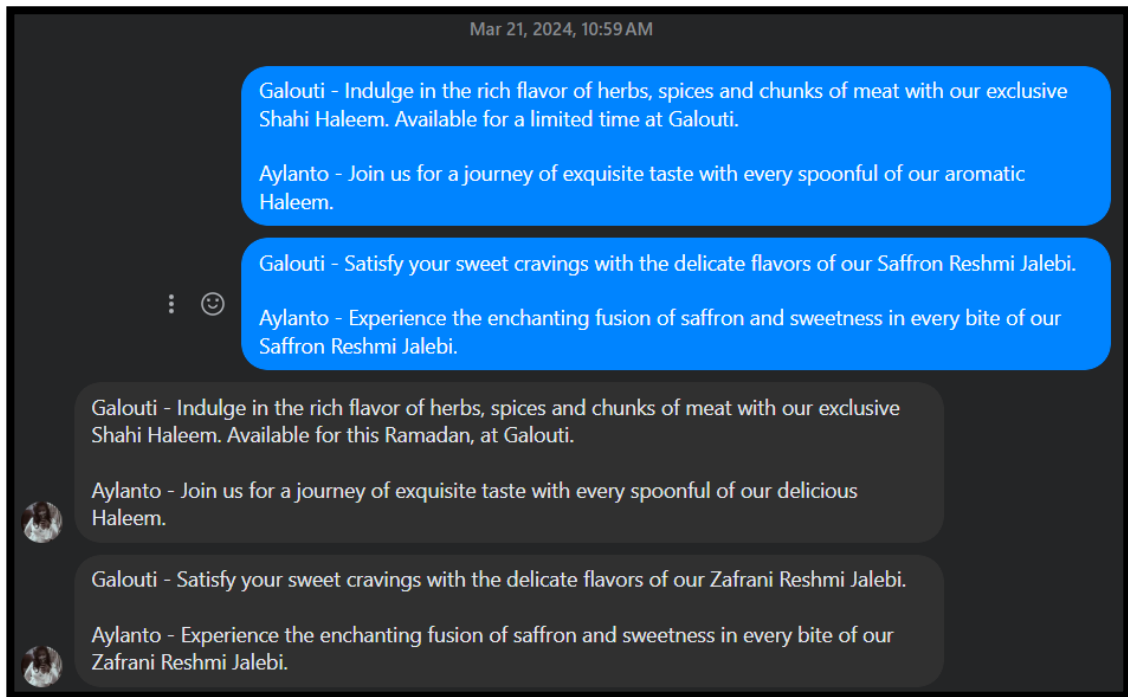
Then when both the creative designs and captions were ready, I had to forward it to Mr. Sagor on a WhatsApp group (Galouti X Roebuck), there he gave us the necessary feedback.

So, if any changes needed to be made, I had to convey the client's feedback to the creative team. On the other hand, if everything was fine, he gave us the approval and I had to post it on Facebook.

Some of client's feedback along with the content has been provided below.



**Feedback from copywriter (Saiyara Mahjabin) regarding captions.**



The final content posts for Galouti along with their captions have been attached.



Figure 7. Ramadan Wish Post



Figure 8. Exclusive dinner buffet post

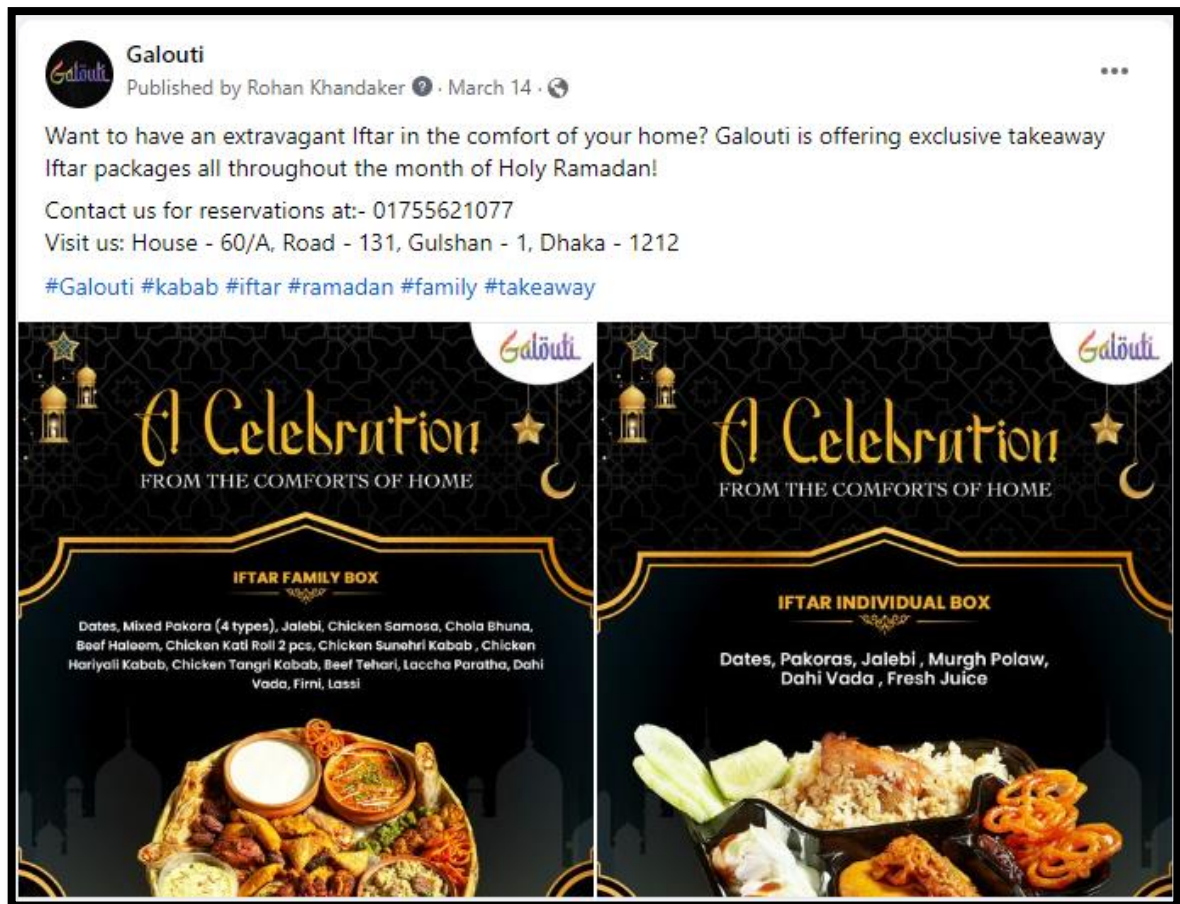


Figure 9. Iftar Takeaway package



Figure 10. Sehri Post

**Galouti**  
Published by Rohan Khandaker · March 28 at 1:07 PM · 🌐

Feast on flavors, save on smiles! Indulge in our delectable menu with a delightful 15% discount, our way of saying thank you for choosing us.  
Regular price: BDT 1699.

Contact us for reservations at:- 01755621077  
Visit us: House - 60/A, Road - 131, Gulshan - 1, Dhaka - 1212  
[#Galouti](#) [#kebab](#) [#spicy](#) [#food](#) [#authentic](#) [#premiumkebab](#) [#ramadanoffer](#) [#iftar](#) [#sehri](#)



**RAMADAN BUFFET**  
JOIN US FOR  
A GRAND BANQUET

**15% OFF**  
ON IFTAR WITH  
DINNER BUFFET

For Reservation  
**01755-621088**

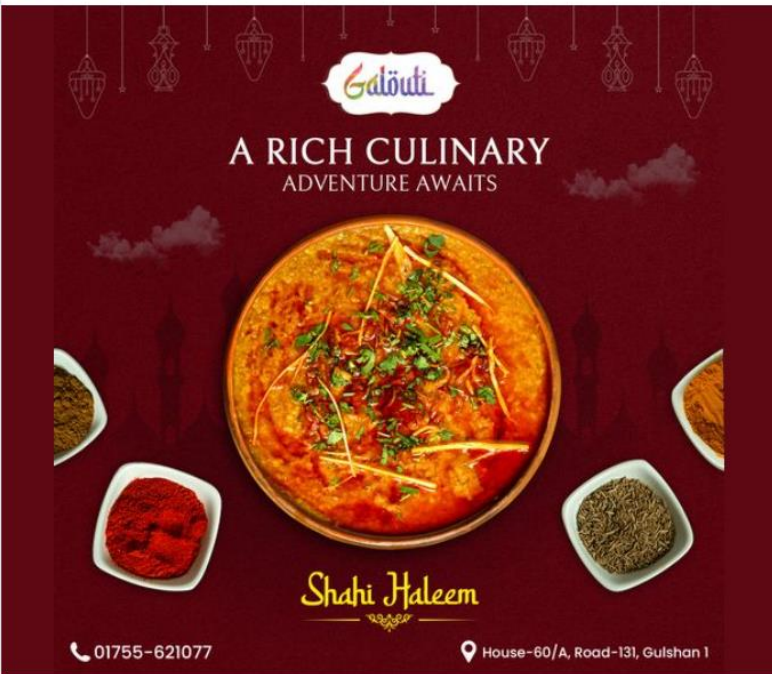
\*T&C APPLY

Figure 11. The 15% Discount post

**Galouti**  
Published by Rohan Khandaker · March 27 at 11:00 AM · 🌐

Indulge in the rich flavor of herbs, spices and chunks of meat with our exclusive Shahi Haleem. Available for this Ramadan, at Galouti.

Visit us: House - 60/A, Road - 131, Gulshan - 1, Dhaka - 1212  
[#Galouti](#) [#Jalebi](#) [#haleem](#) [#Ramadan](#) [#iftar](#) [#sehri](#)



**A RICH CULINARY  
ADVENTURE AWAITS**

**Shahi Haleem**

📞 01755-621077      📍 House-60/A, Road-131, Gulshan 1

Figure 12. Haleem Post



Figure 13. Jalebi post

**Challenges:** Basically, both Aylanto and Galouti were collaborating and selling the same items such as the haleem and jalebi. So, the resources they provided, the pictures were the same.

Since these restaurants had different themes, we had to create the contents accordingly but with limited resources. That's why it was challenging to uniquely present the dishes to the audience.

**Mistakes:** Although, it wasn't a big deal there was a miscommunication that occurred between me and the client. If you look at figure 7. Ramadan wish post, the dominant color is purple. Since the client approved that content, I assumed he liked it, so, I told the creative team to design the menu in purple as well, but it wasn't liked by the client. Later it was changed to black.

**Learnings:** Whenever in confusion, communicate, talk, and sort it out, that's the motto I learned from this project. It's always better to follow-up with the client and go through the necessary requirement than shot in the dark.

## **Project – 3**

**Project Name:** মনের দাগ দূর (Moner Daag Dur)

**Client:** Orix (Remark HB)

**Start Date:** 07/03/2024

**End Date:** 28/03/2024

**Project Overview:** Orix is a detergent powder company and for the Women's day, Roebuck Communications was assigned to create a long-term engagement Women's Day campaign. The campaign name “মনের দাগ দূর (Moner Daag Dur)” highlights the factor that Orix detergent powder can clean clothes by removing the stains but what about the negative perception people have towards women? Or specifically the stains they have inside the heart. The campaign also featured a competition from where the winner will get to win detergent powders.

**My Tasks and Responsibilities:** I saw the potential of this project and knew this was going to go viral as it involved a few prominent influencers, namely, Raba Khan and Pari.

So, when my supervisor, Mehnaz Hossain, was assigning the other interns to look out for negative comments on the influencers' social media accounts, I volunteered.

Then, I browsed through the social media accounts, such as Facebook, Instagram of Raba Khan, Shiana Shahba and Pari and Tiktok of Farzana Farzu to look for negative comments.

I found many and was instructed to list them down on a PowerPoint slide which then will be sent to the client. Afterwards, the client specifically chose some comments, which I had to write down on Microsoft Word then turn over to the creative team so that they can use it on the creative.

The screenshots of the negative comments from various social media channels have been attached.



Figure 14. Negative comments on Shiana Shahba's Instagram account

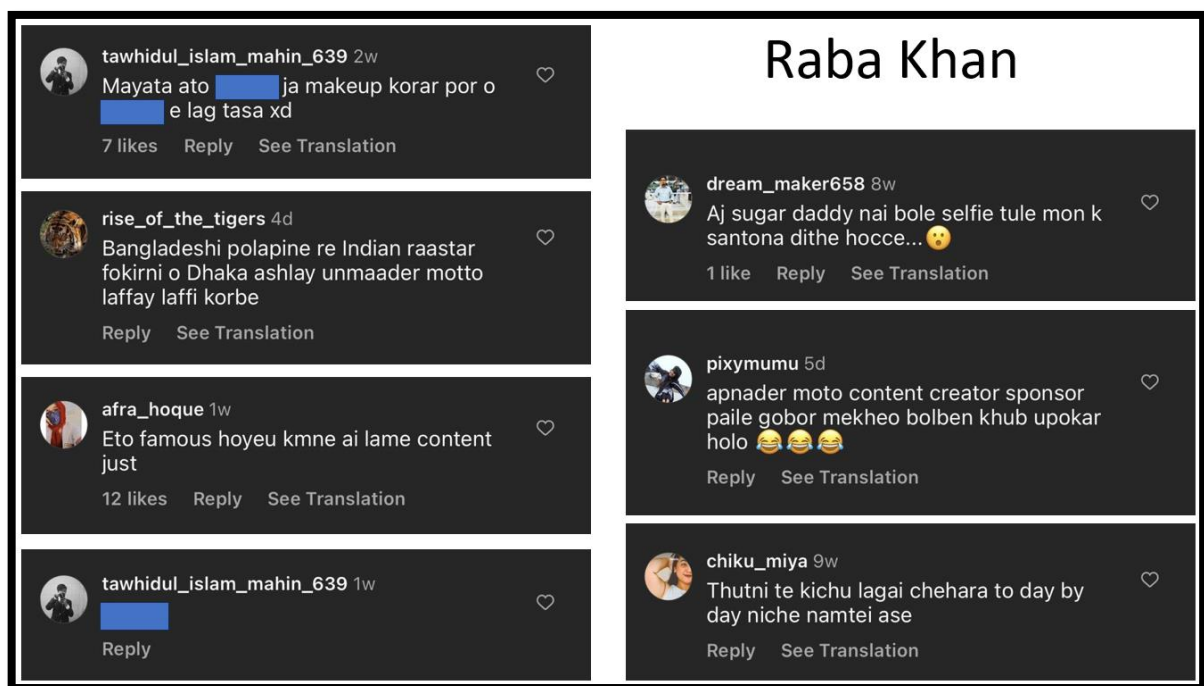


Figure 15. Negative comments on Raba Khan's Instagram account (Covered the slangs in blue)



Figure 16. Negative comments on Farzana Farzu's Tiktok account

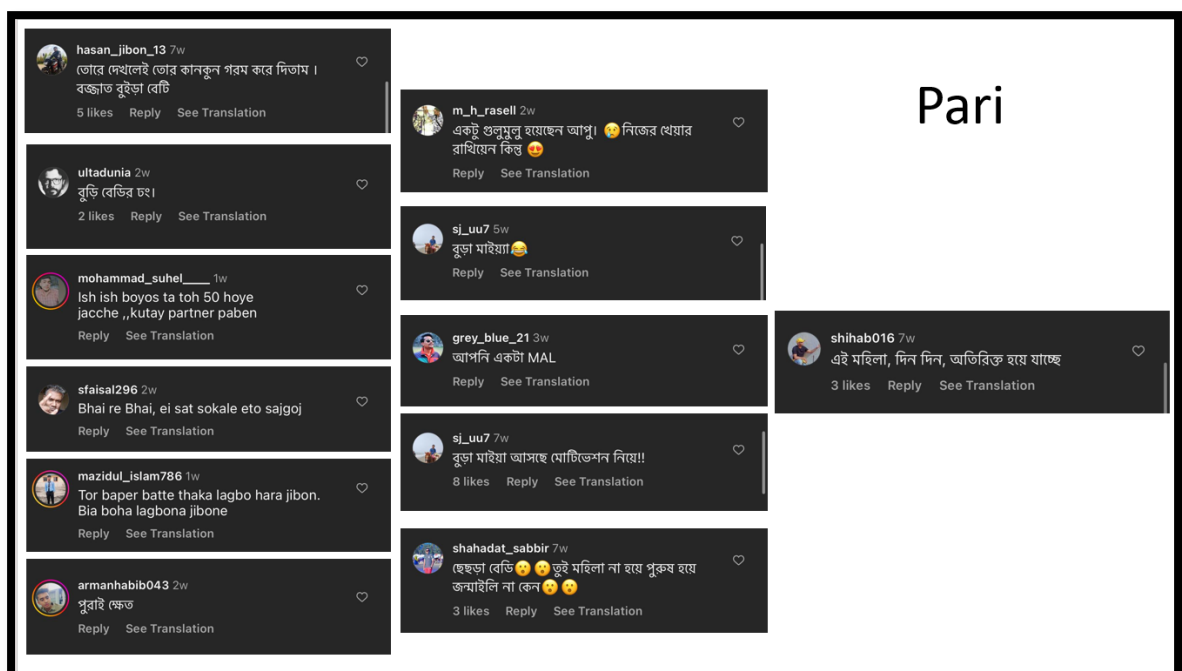


Figure 17. Negative comments on Pari's Instagram account

**The comments selected by Client which I had to type and send to the creative team:**

### **Pari**

- 1) বুড়ি বেড়ির ঢং।
- 2) Ish ish boyos ta toh 50 hoye jachhe „kutay partner paben
- 3) Bhai re Bhai, ei sat sokale eto sajgoj
- 4) এই মহিলা, দিন দিন, অতিরিক্ত হয়ে যাচ্ছে
- 5) বুড়ি মাইয়া আসছে মোটিভেশন নিয়ে!!

### **Farzana Farzu**

- 1) এটা কি পুরুষ নাকি মহিলা না হিজরা কিছুই তো বুঝি না
- 2) আপু আপনার উবারে উঠে, উপরে উঠে যেতে চাই
- 3) ভয়েস দেখি পুরাই হিজলা গো মত
- 4) ব্যাটারের মত জামা কেন পরিস?
- 5) Meye hoye abar bike chalay :/

### **Raba Khan**

- 1) Mayata ato \*\*\*\*\* ja makeup korar por o \*\*\*\*\* e lag tasa xd
- 2) Eto famous hoyeu kmne ai lame content just
- 3) Apnader moto content creator sponsor paile gobor mekheo bolben khub upokar holo
- 4) \*\*\*\*\*

### **Shiana Shahba**

- 1) আপুর চুলে বেশি করে তেল দিতে বলুন। চুল আ ভিটামিন এর অভাব।
- 2) Genji porar dorkar ki silo

The final content that has been posted on Facebook provided below:



Figure 18. Unofficial Common Sense By Pari



Figure 19. Raba Khan

The final content that has been posted on Facebook provided below:



Figure 20. Farzana Farzu

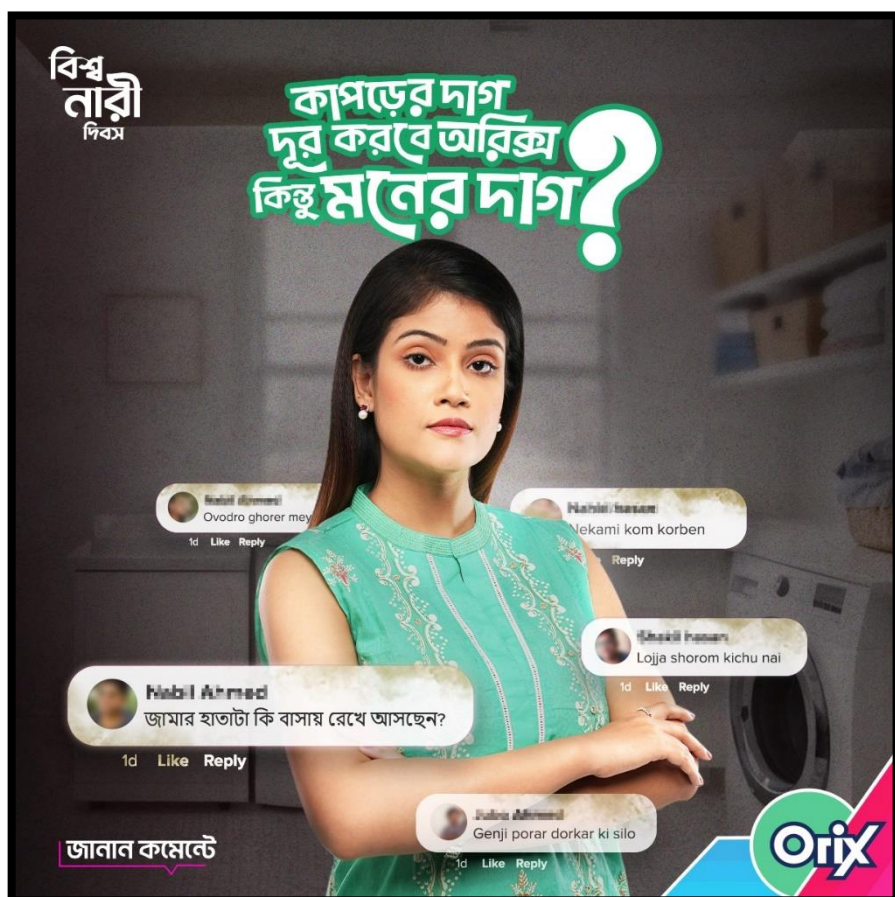


Figure 21. Shiana Shahba

### **Influencers involved in the Campaign:**

- 1) Raba Khan - <https://www.facebook.com/JhakanakaRaba>
- 2) Shiana Shahba - <https://www.facebook.com/profile.php?id=100080374373930>
- 3) Unofficial Common Sense by Pari - <https://www.facebook.com/PariRukhMatin>
- 4) Farzana Farzu - <https://www.facebook.com/farzanafarzupage>

**Challenges:** My eyes became sore by looking at the screen for so long. Had to scan and skim, went through countless number of posts, read through hundreds, maybe thousands of comments to look for the specific type of negative comment that goes with the campaign.

**Mistakes:** I did not make any mistakes on this project.

**Learnings:** Sometimes a PowerPoint slide doesn't need to be decorated. When a client specifically requests something, it is better to follow the specifics than to go overboard. For this project, just screenshotting the comments and putting them on the slides were enough.

## **Project – 4**

**Project Name:** Soi 71 Ramadan Campaign 2024

**Client:** Eleven Ltd.

**Start Date:** 15/03/2024

**End Date:** 10/04/2024

**Project Overview:** Soi 71, established in 2010, is a renowned premium Thai restaurant that specializes in authentic Thai cuisine. Quite recently they have shifted to a new location. So, for Ramadan month, they wanted to promote their luxurious location and the new food items they were offering exclusively during Ramadan. Inside Soi 71, there is a café known as the Tree House Café. Along with Soi 71, we had to create plans and contents for Eleven Café and Source (Clothing Brand).

On 28<sup>th</sup> of February 2024, at 12:30 p.m. we (myself and the Senior Manager, Ifthekharul Alam) had an offline meeting with S.M. Aleem and Zihadul Islam Shams of Eleven Ltd. They told us their requirements, provided some brief regarding what they would like to promote during Ramadan.

**My Tasks and Responsibilities:** I was instructed by the Senior Manager of Roebuck Communications, Ifthekharul Alam to note down everything in the meeting and then create the meeting minutes. The meeting minutes were then sent to the people who were present on the meeting to verify if everything was okay or not.

Later I was assigned to organize a presentation file to give an overview of what they will be expecting from Roebuck Communications regarding Soi 71, Eleven Café and Source. I organized the PowerPoint, included reference images etc. It was basically a “brand pitch presentation pitch” file. Eleven Limited liked our approach and gave us a green signal to move forward with the campaign.

Later, I got in touch with Eleven Limited’s in-house designer, who instructed us on how to take approach regarding designing the content for Soi 71, Tree House Café and Eleven Café. He provided me the resources, which I uploaded to Google Drive.

Then after we had created a few contents, the in-house designer sent us detailed feedback on where we needed to improve. I conveyed the feedback to the creative team. I was also instructed to write captions for some of the contents.

## The Feedback from in-house designer:

### CORRECTIONS:

- Need better, creative Bento names than Bento A,B,C
- Another copy other than "A Timeless Soul Soothing Iftar"
  - Iftar is all about timing
- Pictures need to be edited
  - Some parts over exposed
  - Needs to blend well & highlight food
- Need better Colour Palettes
- Writing is blending in
- Desserts are taking focus away from the bentos
- Logo needs better placement

### WHAT WE WANT:

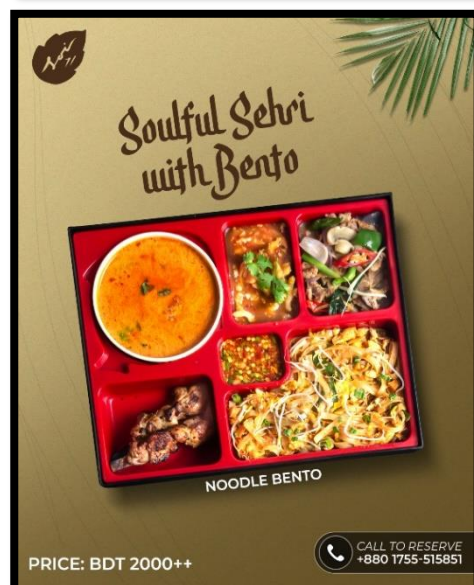
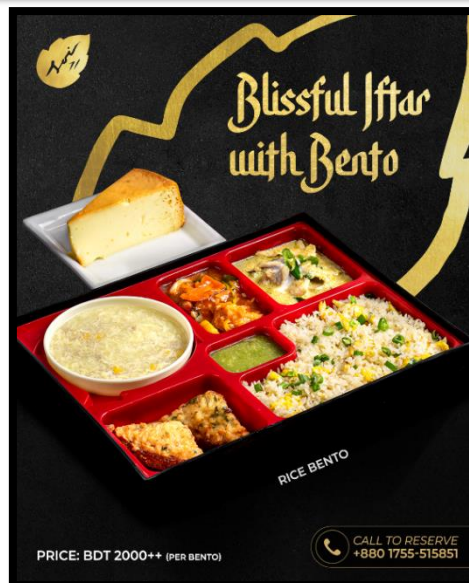
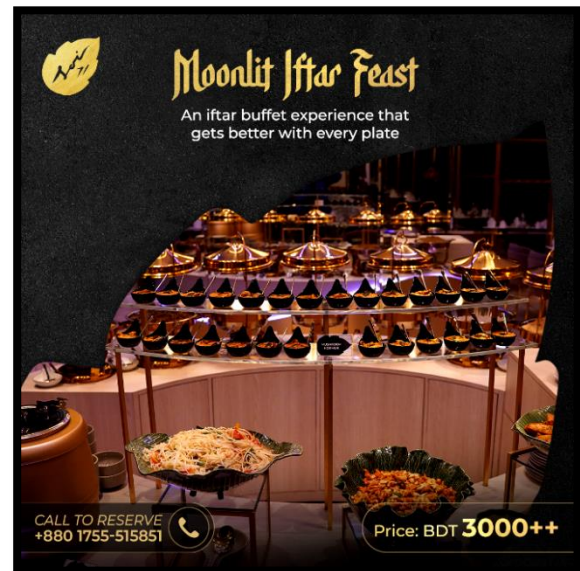
- Design should have a linear flow, not chaotic
- Logo should have supporting flow line
- Design elements should support or creatively oppose the flow harmoniously
- Simple, easy to understand designs, never too cluttered
- BENTOS are the highlight, desserts can be omitted to make design more simple and focused on Bentos
- No overcomplicated textures/graphics - Keep it simple and minimal with max one or two textures to add subtle depth
- Blend Pictures into the graphic, highlight the food

### EXAMPLE OF LOGO FLOW

### DESIGNS to take INSPIRATION from:

- Tokyo Express, Travel East - Ramadan Bento Graphics
- Simple colours, simple design
- Food speaks for itself
- Simple Copy
- No elements fighting for attention]
- Ordered and not visually chaotic

The final content that we have created:





**Below are some of the captions I wrote for the final output contents:**

- 1) Indulge in the ethereal ambiance of our Moonlit Iftar Feast and join us for a sophisticated journey under the gentle glow of the moon.

Shorter caption options -

- Under the moon's watchful gaze, join us for a magical iftar experience at Soi 71.
- A culinary journey like no other awaits at Soi 71.
- An unforgettable dining experience under the moonlit awaits you at Soi 71.

- 2) Delight in the luxury of simplicity with Soi 71's sophisticated Iftar Bento Boxes, offering a refined dining experience that speaks volumes of our commitment to excellence.
- 3) Crafted with love and care, our Haleem and Jilapi Giftbox offers a harmonious blend. The rich, comforting taste of haleem and the sweet, crispy goodness of jilapi is the perfect way to show your affection.
- 4) Celebrate togetherness this Ramadan with our family-friendly Bento Boxes, packed with love and bursting with flavor.

**Challenges:** The client wanted perfect creative content for this project. It was hard to execute due to the fact we had limited resources (pictures) provided by them. The idea, the way we envisioned, the reference image we provided had a certain way the foods were highlighted, it wasn't possible with the picture the client had provided.

So, we had to go through several feedback.

**Mistakes:** I did not make any mistakes on this project.

**Learnings:** Before this project, I had dealt with other clients regarding several creative contents. But the amount of feedback I had to convey to the creative team regarding this project exceeds them all.

When I told the creative team director, "The client is giving too much feedback."

He told the senior manager to sit with them and come to a mutual agreement because we had to operate on limited resources. Also, he told me, "This is for your own good, the more feedback a client gives, the more idea you get of their desired choices, so don't sweat it."

## Project – 5

**Project Name:** Chhuya Website

**Client:** Chhuya Frozen Foods Ltd.

**Start Date:** Some time during January 2024, before even I joined the internship.

**End Date:** Still ongoing as of writing this report.

**Project Overview:** Chhuya Frozen Foods Limited is going to launch their website soon. So Roebuck Communications has been hired to design the overall layout of how the website will look.

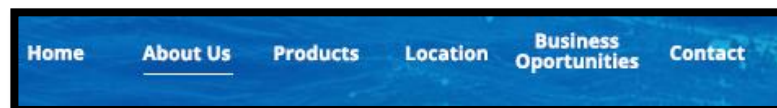
**My Tasks and Responsibilities:** Right after joining for my internship, I had been briefed by the Manager, Tahmina Ferdous about Chhuya Frozen Foods Ltd.

She told me that I will be attending the online meetings where I must note down the feedback of the client and then sit with the creative team, explain to them where the corrections needed to be made.

So, I attended the meetings, and noted down the feedback, and followed the instructions as advised.

**The feedback of the client along with what changes the client desired on the design has been provided below with:**

- 1) On the landing home-page, on the bar above, add a “NEWS” option.



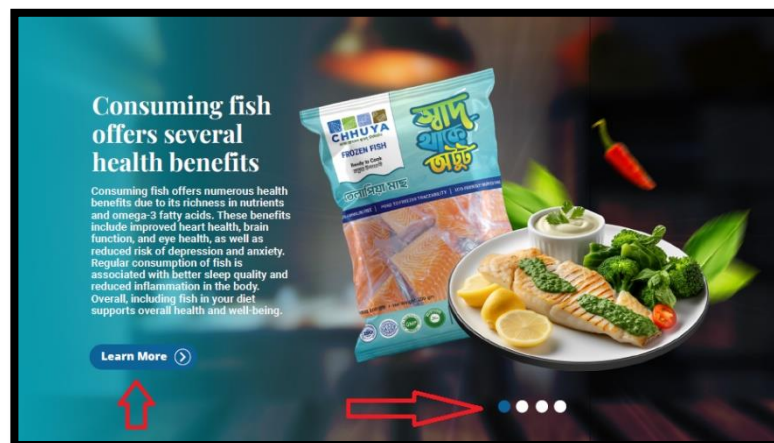
- 2) By clicking on the 3 dots, each one should have a different banner design, so have to design those.



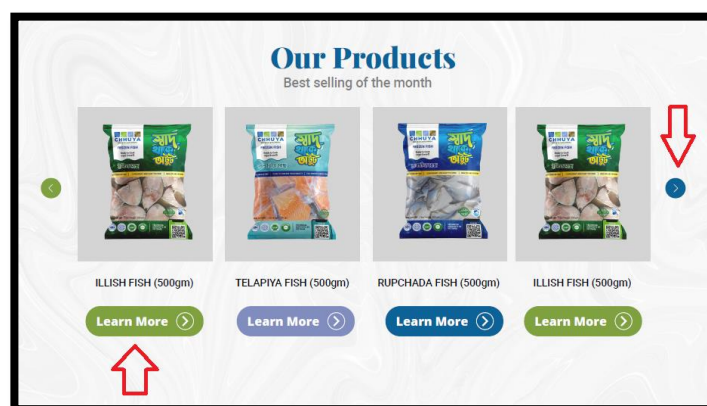
- 3) By clicking on the next, new design have to appear, so have to design those.



- 4) After clicking “Learn More”, should direct to something (a page), so have to design that as well. Also, by clicking on the other dots, the other content designs have to appear, so need to design those.



- 5) Just as the previous point on 4, clicking on learn more should direct to a new design, and by clicking on “next > arrow”, new designs should appear.



- 6) Need to develop a design on where after clicking on this portion, the bio of that specific person will appear.



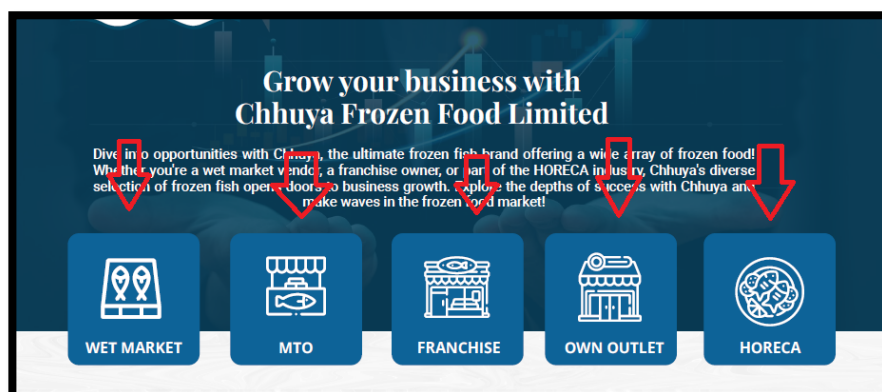
- 7) Here, instead of “Raw fish”, it will be “Whole Frozen Fish”. Secondly, (Block and IQF) will be added with Frozen Fish.



- 8) Need to design the Natural and Sea fish part.



- 9) Here in every business opportunity portion, design individual forms for each of the business opportunity.  
Include (Name, Email, Mobile Number, Location – District, Upazila)



**Challenges:** There are differences between web designing and web developing. The client sometimes gave us instructions to do something that is the job of the web developer. Also, there were lacking of resources, such as pictures.

So, the creative team director told us to tell the client about the web developer part and if we were to create new designs, we need resources. The client also told us to use reference images, but the stock ones available on the internet were not according to their liking and the kind of pictures they are seeking are hard to find.

**Mistakes:** I did not make any mistakes on this project as of writing this report, the project is still ongoing.

**Learnings:** I chose CSE as my minor, despite being a MSJ student. I always had this fascination towards technology, that's why I had also completed a course named "Web Technology" on ULAB. So, I had basic knowledge on both web designing and developing but the fact Adobe Illustrator is used to design the website was not familiar to me.

Whenever the visualizers/designers are designing the layouts of the website, I sometimes see how they are doing it. Perhaps, one day I will be able to do that as well.

## Project – 6

**Project Name:** Roebuck Communications Monthly Content

**Client:** Roebuck Communications

**Start Date:** 01/04/2024

**End Date:** 30/04/2024

**Project Overview:** During the month of March, I was approached by the head of the creative and production department. He told me to activate the Roebuck Communications official Facebook page. As in, I have to generate a content calendar of when I will be posting what contents.

Secondly, it was during the Ramadan month, so I was also instructed to shoot a video, capture the moments, which then will be posted on the Roebuck Communications page.

### **My Tasks and Responsibilities:**

- I had to create a content calendar of what will be posted when. Write captions for all those contents and take feedback from the copywriters.
- Find reference images for special day (Eid and Noboborsho) contents that is going to be posted on the page.
- Shoot the iftar party video and write captions for it as well.



Figure 22. Roebuck Communications Content Calendar on PowerPoint Slide

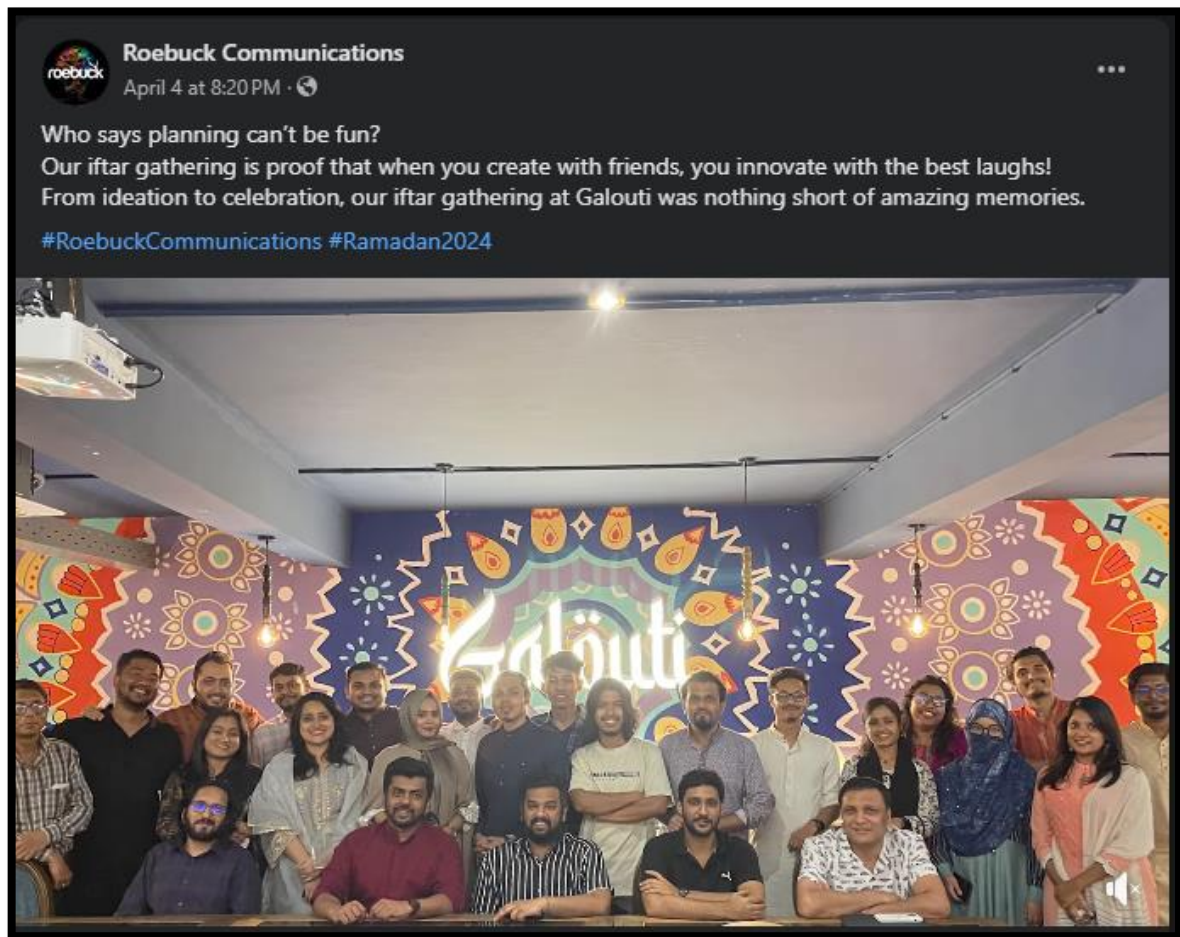


Figure 23. The iftar party content posted on Facebook

**Link to the video:** <https://www.facebook.com/ratherbeatroebuck/videos/299726736480753/>

**Challenges:** This was the first time I had to develop a content calendar from scratch. So, it was quite challenging because I had to meet some deadlines. From finding content ideas, to reference images, to writing captions etc.

**Mistakes:** I couldn't meet the deadline. I had posts on hold that was to be posted. I couldn't brief the designers on time that's why they couldn't start the work, especially because there was a rush during the Ramadan month and agencies go through a lot of pressure at that time.

**Learnings:** I learned how to work independently because I was assigned to do this task so that I can learn. Also, it's crucial to maintain deadlines, hence, it's better to give a heads up to the creative team and brief them accordingly as it's the job of the client service team.

## Project – 7

**Project Name:** Klubhaus Advertisement Posting on Facebook

**Client:** Klubhaus

**Start Date:** 13/04/2024

**End Date:** 10/04/2024

**Project Overview:** Klubhaus is a lifestyle brand which has a clothing line-up for men, women, and kids. During the month of Ramadan, Roebuck Communications had to do media buying for Klubhaus' products.

**My Tasks and Responsibilities:** I was tasked by the Manager, Tahmina Ferdous, to post some advertisements on Facebook in the "Collection Ad" format. The list of ads are as follows:

- 1) The 2 piece/3 piece collection for women
- 2) Men's Panjabi and Kabli Collection
- 3) Men's Shirt Collection
- 4) Kids collection

What I had to do these are in order:

- 1) Upload the images on Facebook.
- 2) Choose the image, insert the necessary details (Name of the Product, Price, Link)
- 3) Repeat the same for all the images and then finalize it by attaching the main website link to it.

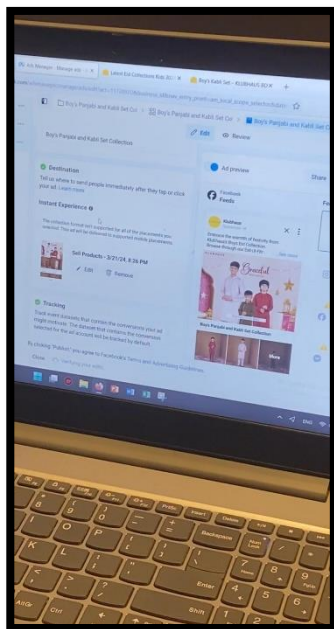


Figure 26. Posting Kids' Collection ad

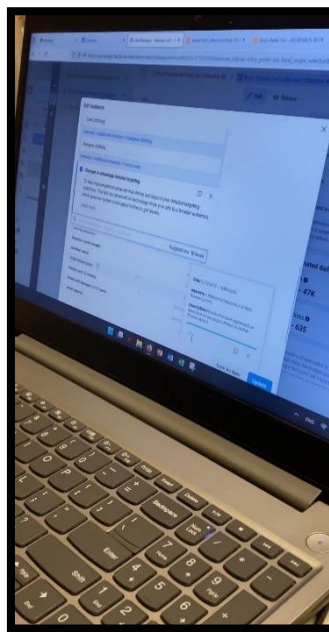


Figure 24. Choosing the target audience for the ad

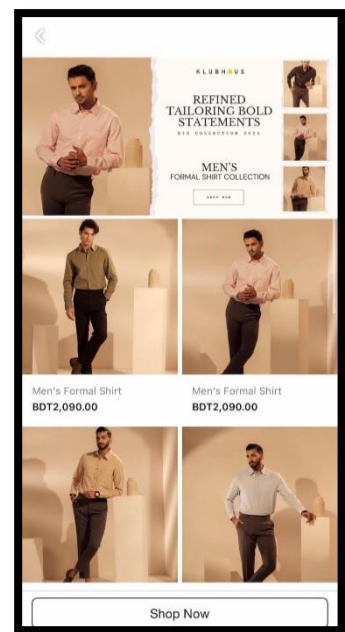


Figure 25. Final ad being shown in Facebook

**Challenges:** When posting an ad, one must be very careful. Because it requires clicking a lot, manually selecting a lot of things. So, it is quite challenging to maintain all of that and requires utmost concentration.

**Mistakes:** I did not make any mistakes on this project.

**Learnings:** The list of things that I have learned through this project are as follows:

- Learned how to post advertisements on Facebook.
- Learned about how to choose the targeted audience for the specific ads.
- Learned how to promote content using different formats of that.

## Project – 8

**Project Name:** Special Day Content for Aylanto and Galouti

**Client:** Aylanto and Galouti (Paragon Hospitality)

**Start Date:** 10/04/24

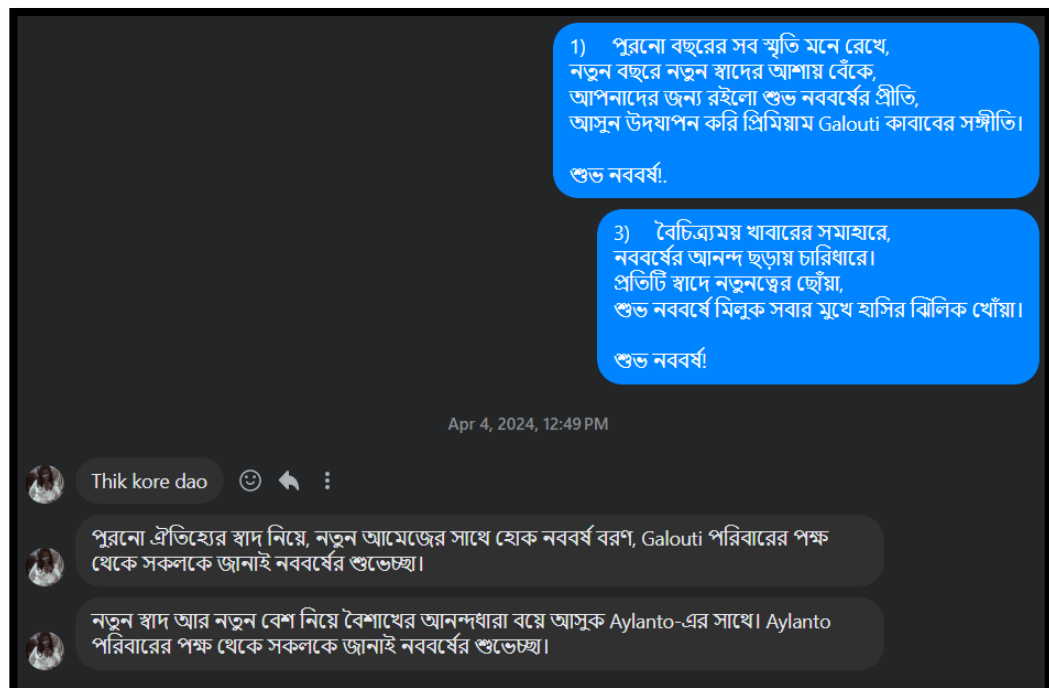
**End Date:** 14/04/24

**Project Overview:** For Eid-ul-Fitr and Noboborsho, I had to generate content idea of what's going to be posted on Aylanto and Galouti's page.

**My Tasks and Responsibilities:** As both Aylanto and Galouti are my assigned brands, I had to find relevant images and generate content idea of what's going to be posted on the Facebook page.

So, after doing that, the designers needed to create the content. Then, I had to write captions for it, took feedback from the assigned copywriter (Saiyara Mahjabin) and then sending it to the client for approval.

**Feedback from copywriter (Saiyara Mahjabin) regarding captions.**



Aylanto's Eid-ul-Fitr and Noboborsho content on Facebook, along with the captions.



Figure 27. Aylanto's Eid-ul-Fitr and Noboborsho Post



Galouti's Eid-ul-Fitr and Noboborsho content on Facebook, along with the captions.

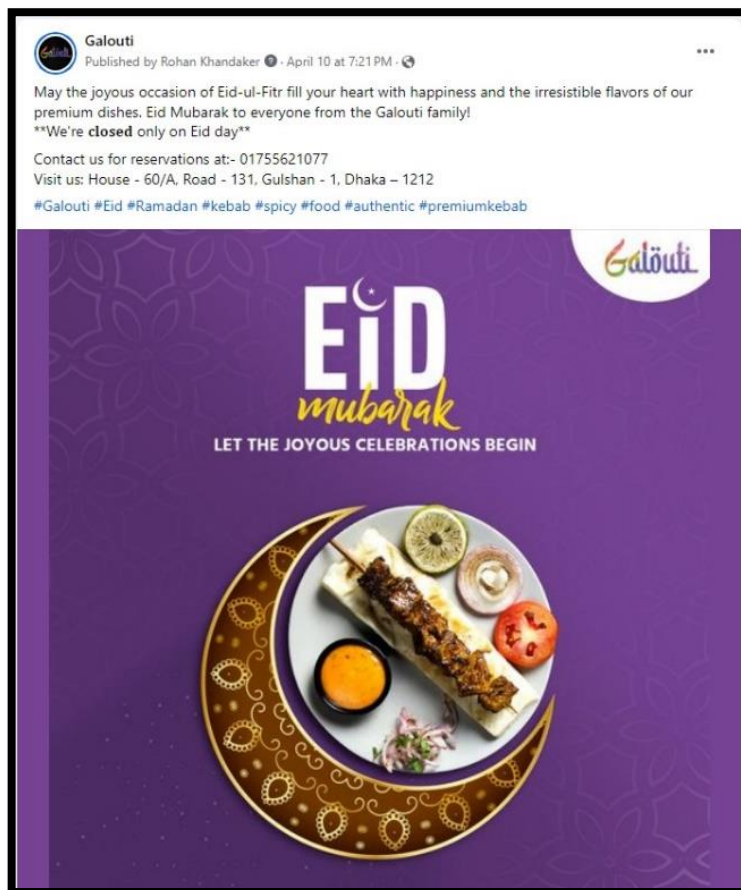


Figure 28. Galouti 's Eid-ul-Fitr and Noboborsho Post



**Challenges:** We developed content that wasn't approved by the client at first. So, I had to find reference images and then showed him. The screenshot has been attached.

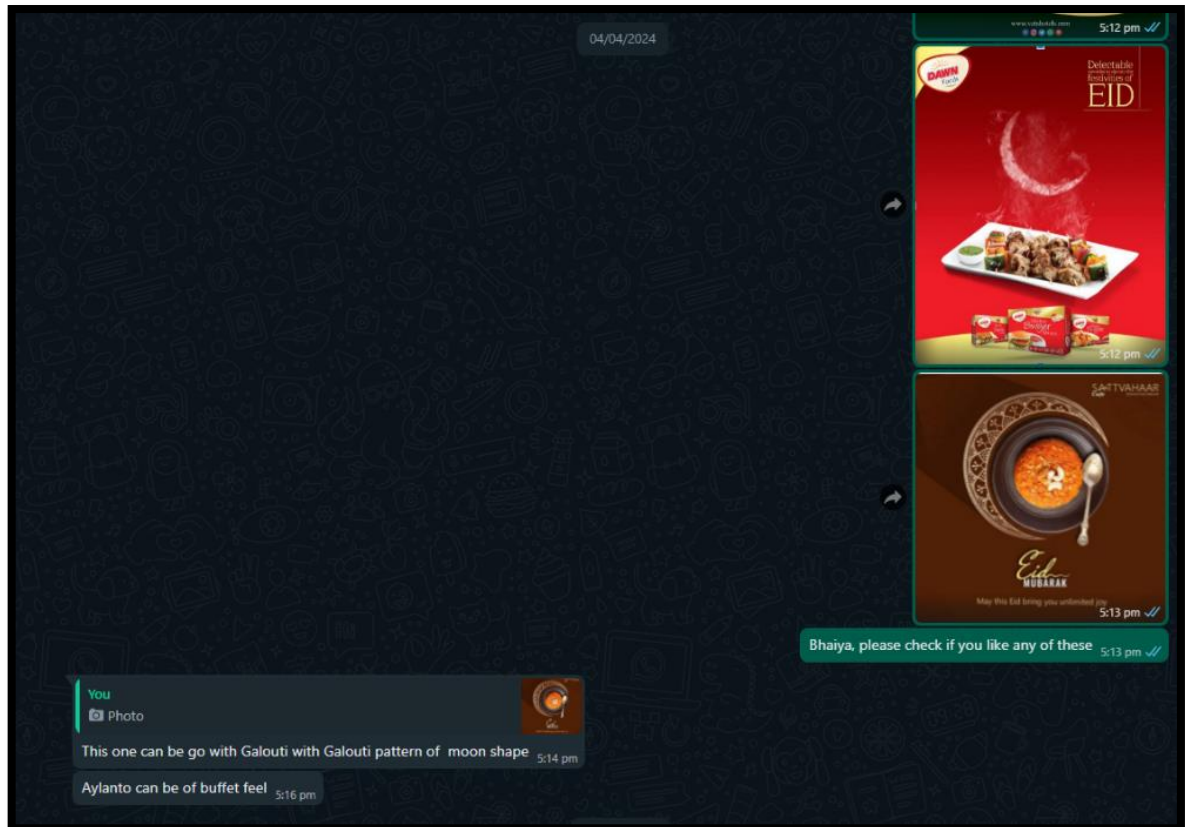


Figure 29. Reference image for Galouti Eid-ul-Fitr content

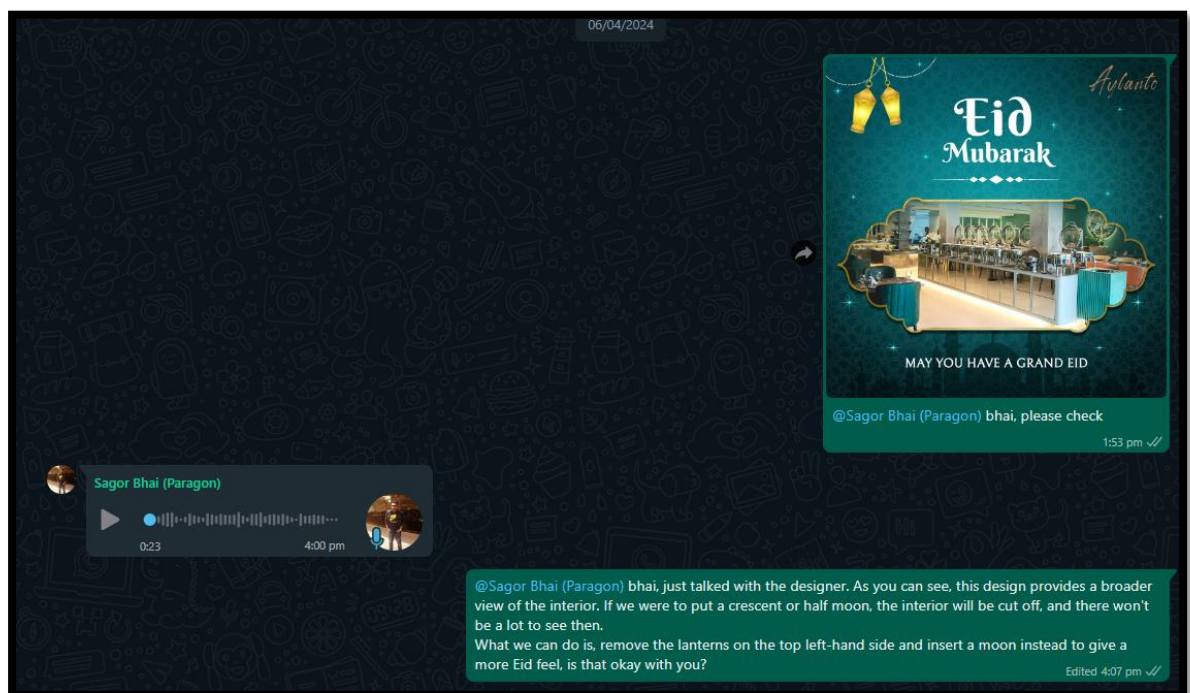


Figure 30. Convincing the client regarding Aylanto's Eid-ul-Fitr content

**Mistakes:** I did not properly communicate with the client and created a content according to our liking which wasn't approved at first. Then after properly asking about the client's requirements, I conveyed to the creative team the necessary information, then with some slight changes, the content was approved.

**Learnings:** Again, it was communication which solved the problem. Whenever an issue arises, I directly text or call the client to know about their requirements, so that I can proceed onto the next steps.

## **INTERNSHIP OUTCOME**

During my internship, my aim was to soak up as much knowledge as possible and make meaningful contributions. Being a Public Relations student, I had learned a lot of theories, however, real fulfillment came after applying them in the real-world scenarios.

Before even joining the internship, I knew what kind of career field I would be choosing.

But I didn't know the job the client service does and thought it's more suited for the students of BBA.

I wanted to join a creative industry because I knew both my strengths and weaknesses. I can easily blend in and adapt with the people I am working with, but my lack is on the creative side. So, without any hesitation, I decided to apply for the client service position.

Later, when I got to know what role a client service plays, I knew that there is a lot to learn here and I am still learning, there's no end to that.

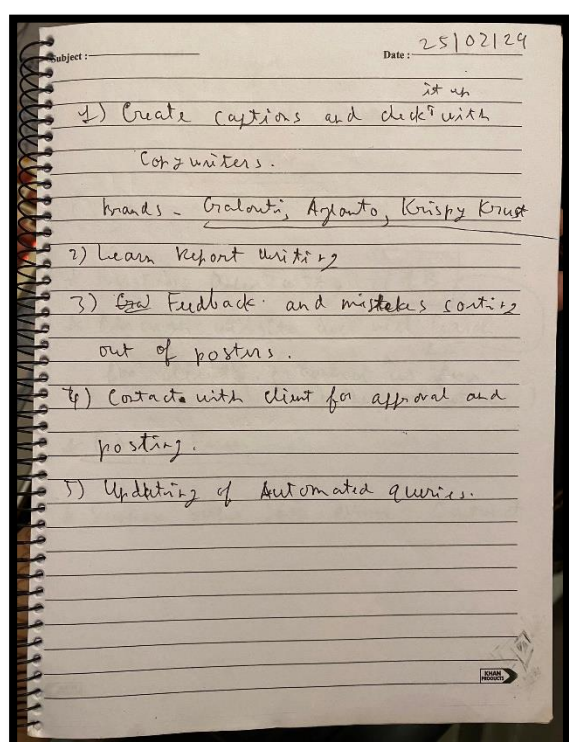
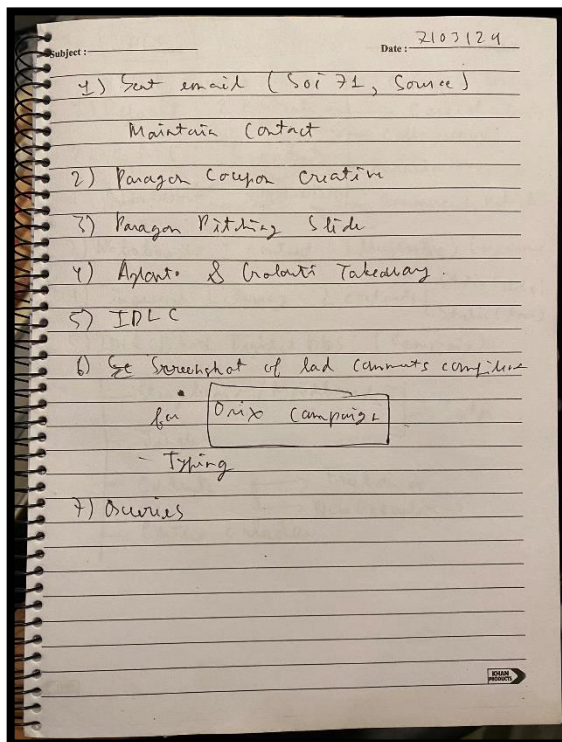
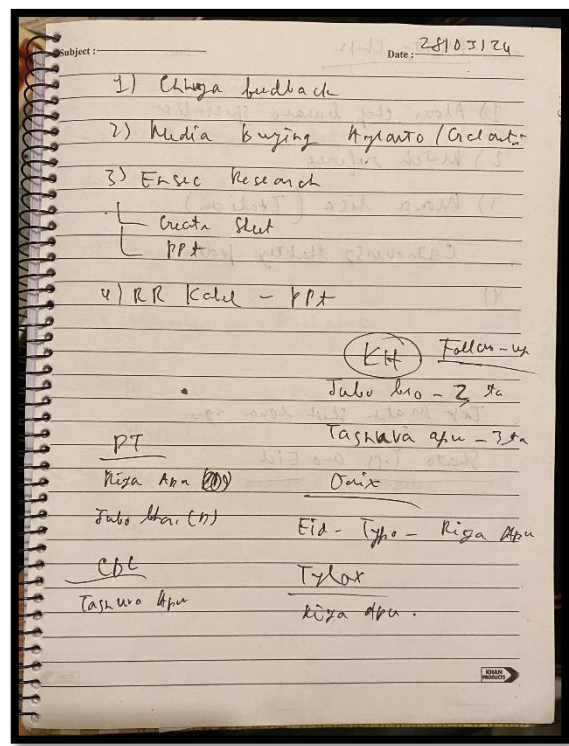
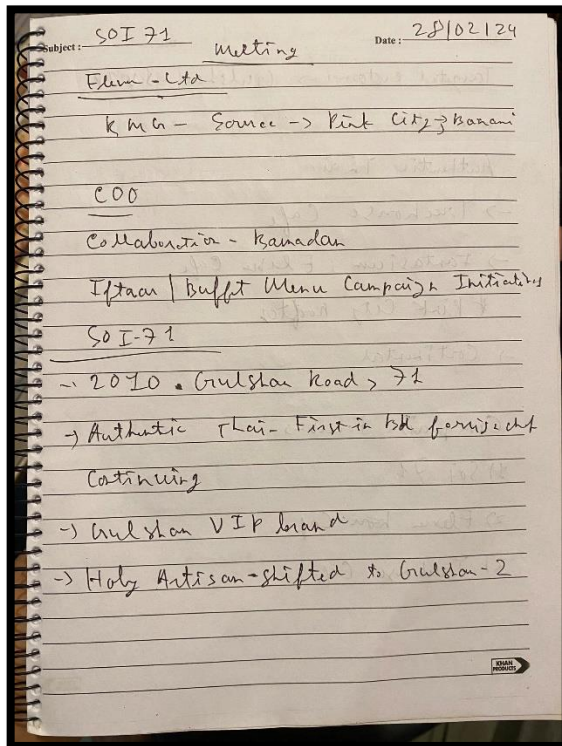
### **Realizations:**

Reflecting on my university experience and my team projects, I often took on a leadership role. I proposed ideas, organized work distribution, compiled the assignments and report of the team members and stepped in to manage any last-minute issues.

However, during my internship, my role shifted significantly. I was tasked with refining already established ideas, given specific tasks with set deadlines, and had the support of senior employees if needed. Maintaining discipline is one of the most important tasks on this role.

Being in the client service department, tasks can come up without any notice, so, it is crucial to be proactive beforehand. Sometimes, it's even unclear when a task can truly be considered finished. It reminds me of the crisis management in Public Relations field, that's why I want to get better at dealing with these tricky situations and reaching my goals more effectively.

## WORKPLACE LOG



# WORKPLACE LOG

Subject: Paragon Hospitality New Campaign Date: 6/03/24

Every Brand Static  
 5 contents each → Aglanti  
 Total - 20 contents Gralanti  
 Kristy Krust  
 Grillers

\* Bury management  
 \* Community engagement → Influencer  
 → Aglanti → Fests  
 → Gralanti → Buffet - Iftar bazaar  
 Takeaway box - Individual/Family  
 → K.K and Grillers → Combo

Subject: \_\_\_\_\_ Date: 14/03/24

1) Feedback incorporate on Aglanti, Gralanti  
 2) 4 posts on FB  
 3) Bury  
 4) Media Burying  
 5) So: 71 Feedback

Media Burying: 70% / 2 for Buffet  
 30% / 2 for Takeaway

So: 71 contents

Age - 18 - 50 | Corporate area,  
 Family, friends.

Subject: \_\_\_\_\_ Date: 11/3/24

So: 71 - 7 Static  
 Treasures - 6  
 Fantasies - 2 Sales and attraction

1) Cake catalogue - price, name, and photo  
 2) Gift box for harem, jilbab (Kris and Kris)

So: 71  
 \* Sahri Under the Stars \*

3) Tea collection → Tea launch post  
 Iftar buffet Sahri Price Muslim  
 Kuto Kuto  
 dollar  
 \$1560 - 20 per page - distributed to dollar  
 2050 per content 450

Subject: \_\_\_\_\_ Date: 19/02/24

Chhaya X Kaeback

- Feedback and Observation  
 Website issue, planning and execution is bland, idea is not appealing, not satisfied (upper level executives).
- Design improvements suggestion (not mandatory) possible.
- Idea is Simple Followed a basic idea.
- Working page structured as a first market

# We are not a FISH MARKET

### SELF-ASSESSMENT FORM

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

Name of Intern: Khandaker Musleuddin Rohan

University ID: 201012038

|                                     |                        |                                            |               |
|-------------------------------------|------------------------|--------------------------------------------|---------------|
| Name of the Institute/Organization: |                        | Roebuck Communications                     |               |
| Corporate Office Address:           |                        | House: 8A, Road:4, Gulshan 1, Dhaka - 1212 |               |
| Email:                              | ratherbe@roebuckbd.com | Web:                                       | roebuckbd.com |

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

40 hours

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

5 thousand taka only.

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.              | 4      |
| 2  | I believe in my ability to make a difference.                              | 4      |
| 3  | I am open to new experiences.                                              | 4      |
| 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.                                    | 4      |
| 7  | I have a sense of personal achievement.                                    | 3      |
| 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                            | 4      |
| 10 | I can be understanding and appreciative of people with diverse backgrounds | 4      |
| 11 | I have the ability to work cooperatively with others                       | 5      |
| 12 | I have the ability to communicate effectively                              | 5      |

MSJ 043 (00) Pages 1 of 2

|    |                                                                           |      |
|----|---------------------------------------------------------------------------|------|
| 13 | I have increased my ability to be a leader                                | 3    |
| 14 | I feel more connected to my community                                     | 3    |
| NO | CRITERIA (Academic learning impact)                                       |      |
| 15 | I have acquired knowledge from the job duties I performed                 | 5    |
| 16 | I have broadened my critical thinking skills (reasoning, problem solving) | 4    |
| 17 | I have learnt the ability to work independently                           | 3    |
| 18 | I feel my classroom learning was enriched                                 | 3    |
| 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                            | 4    |
| 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.                             | 5    |
| 25 | <b>What is your average score from this test?</b>                         | 3.58 |

#### 5. General Comments

It is a new experience for me to be venturing in the field of creative agency (digital marketing). At first, I won't say difficult, but it took some time for me to adjust with the settings of how the agency operates. Now that I have adapted, I have been learning something new every day.

*Rohan*

Signature of Intern

## **PROFESSIONAL COMPETENCIES**

At Roebuck Communications, I had and still have the freedom to explore both my strengths and weaknesses, allowing me to work in a manner that enables me to grow and excel. Being able to engage directly with corporate clients has provided me with beneficial knowledge to the corporate landscape.

Before joining, I wasn't sure what to expect, and whether I would be able to pull off the tasks I will be assigned.

Below are the skills that I am currently in the process of expanding my proficiency in –

### **Skills:**

- Microsoft Word, PowerPoint & Excel
- Google Drive – Docs, Slides, Sheets
- Posting Advertisements on Facebook
- Caption Writing
- Formally Writing Email
- Brainstorming
- Multitasking

### **Attitude:**

- When it comes to any event or campaign, a strict deadline is to be maintained. Therefore, value the importance of meeting deadlines.
- Respecting fellow employees and adapting to teamwork

### **Knowledge:**

- Increased my understanding of the corporate landscape and how different brands operate in different ways.
- Learned how to communicate formally with proper verbal and non-verbal communication.
- Learned how to deal with clients.
- Effective Time Management

## **CONCLUDING REMARKS**

Working at Roebuck Communications has been my very first taste in a professional job. The people here are amazing and the atmosphere is lively and motivating.

Before this, I didn't know much about how creative agencies worked, but now I feel comfortable imagining myself in this kind of environment.

My supervisors were really helpful and patient with me, guiding me through tasks whenever I needed it. This ongoing experience has been incredibly valuable, and I'm grateful for this opportunity and excited to see where it takes me in the future.

Thank you.

## APPENDIX



Figure 31. Fellow interns with our supervisors at iftar party, from left to right – Midul bhai, Imtiaz bhai, Mehnaz apu (my supervisor), Tahmina Ferdous (Manager), Joya apu, Sabbir bhai, and myself



Figure 32. Roebuck Communications team during 2024 Pahela Falgun celebration