



ULAB

UNIVERSITY OF LIBERAL ARTS
BANGLADESH

Media Studies and Journalism

Internship Report Submitted by

Name: Sabiha Syed Archi

ID: 181012036

Term: Spring 2022

Course Code: MSJ 11498 and MSJ 11499

Host Organization: CARROTCOMM



Date of Submission:

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STUDENT DETAILS

Name	Sabiha Syed Archi
ID	181012036
Department	Media Studies and Journalism
Major Concentration	Public Relations
Minor Concentration	Sustainable Development
Career Objectives	To excel in the advertising industry of Bangladesh and beyond, using strong campaigning skills to positively influence the community.

INTERNSHIP DETAILS

Host Organization	CarrotComm Limited House no: 8, Road 23/C, Gulshan-1 1212 Dhaka, Dhaka Division, Bangladesh
My Working Section	Strategic Planning
Supervisor	Shahzan Ehsan, Manager, Planning Department
Designation	Executive, Planning
Start Date	February 1, 2022
End Date	-
Hours Per Week	40+
Total Working Period	

ACKNOWLEDGEMENT

The past three months have been an eye-opening experience for me. Being able to apply the skills and knowledge I had picked up from the various courses of my student life, reuniting with familiar concepts while learning concepts I was foreign to, was quite a bit of a rollercoaster ride.

I would like to express my sincere gratitude towards my supervisor, Shahzan Ehsan, Manager, Strategic Planning and Nawazul Kabir, Head of Strategic Planning, CarrotComm Limited, for their invaluable guidance throughout my internship. The tips and tricks he taught me regarding the advertising field, will always stay with me.

I am immensely thankful to my internship supervisor, Nandita Tabassum, senior lecturer and program coordinator of the Media Studies and Journalism Department of University of Liberal Arts Bangladesh. Alongside helping me organize the content of my report, she has provided me reassurances every time I was panicking about deadlines. It helped me keep my calm and move forward confidently.

Last but not the least, I would like to thank colleagues, friends and family who have supported and encouraged me in every way possible during this time. Even though I was not new to the advertising world but the role I took up was and is new to me. Thank you to each and every one who has been a part of this journey with me and had the patience to guide me throughout the time. I hope to have your support even in future time.



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: Sabiha Syed Archi

ULAB ID: 181012036

Signature: S.S.Arch



MSJ042

INTERNSHIP REPORT APPROVAL FORM

Student Name Sabiha Syed Archi ID No. 181012036

Year: 2022

Major: Public Relations

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INTERNSHIP/PROJECT INFORMATION

Internship Organization/Project: CarrotComm Limited

Internship /Project Report Topic: Internship Report

Semester (Tick one): ☐ Spring

2020 ☐ Summer 2020 X Fall 2020

Advisor APPROVAL (Please place a Tick)

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

Remarks (If Not Approved/Pretrial/Full Rewrite):

Signature: _____

Date: _____

Name: _____

Title: _____

E-mail: _____

INTRODUCTION

Four years ago, when I started my journey with the Media Studies and Journalism department of ULAB, with very minimum knowledge of how the world of media works. But life had its own plan and at a very early stage of my life, I have had the opportunity to work with renowned agencies. And as I was progressing in my academics, I was parallelly getting all professional knowledge. And after accumulating all my knowledge, I finally had the opportunity to work with a top tier agency for internship.

My interest piqued when I took the course, Advertising. This was quite unexpected because I was quite scared of the course having heard of its requirements and difficulty level. Funny how it ended up being one of my favorite courses. In fact, in my interview with Carrotcomm LTD, I was actually able to answer a few of the questions asked by my interviewer based on what I had learnt in that course.

In the past few years, I have seen many of my friends join the advertising world. I heard how it is a combination of planning, content writing, client services, videography and what not. I wondered to myself 'it must be quite difficult to be bored in such a field'. Unknowingly, I made a good guess. In the past 3 months, in the countless pitches and campaign plans that I saw come in and go, every time there was something new and fresh.

Adding to that, there are countless places to test out the waters in this world that I newly discovered. I learnt to enhance my content writing skills. Think more critically and freely. Learn about a completely different set of presentation skills, both in the form of slides and in person. And most importantly, gain more self-assurance and confidence within myself.

While I have extensively learnt about the best and most effective practices in the classroom, I knew that having practical experience was just as important. By the time I was done with my very last course in university, I knew that the advertising world could give me the hands-on practical experience that was missing from my life. My wish was granted after I was offered a position at Carrotcomm LTD as an Executive for the Strategic Planning team. The journey of learning never ends, but I believe I had the best start possible.

EXPECTATIONS

Going into my internship, I hoped to be thrown into the deeper end of the industry. I was intrigued and intimidated all at the same time. I was intrigued about finally being able to apply the public relations skills and knowledge I had gathered through the various courses and apprenticeship programs I was involved with, in the past four years. I was intimidated by the thought of getting out into the real world and working with professionals in the field. I joined Carrotcomm LTD with the expectations that I will learn how to:

- Write a campaign plan
- Enhance my presentation skills
- Keep calm during active pressure
- Build my professional skills
- Maintain synergy with a team of people from various backgrounds and experiences
- Develop marketing skills
- Work with various kinds of brands and how to deal with them effectively
- Enhance my analytical skills
- Further my creativity
- Deal with clients
- Network with people from the industry

Last but not the least, I wanted to know if I can see myself pursuing a career in this field.

HOST ORGANIZATION

Organization Type: Advertising Agency

Incorporation Status: Executive

Company Year of Establishment: 2018

Address: CarrotComm Limited,
House # 08 Rd No 23/C, Dhaka 1212

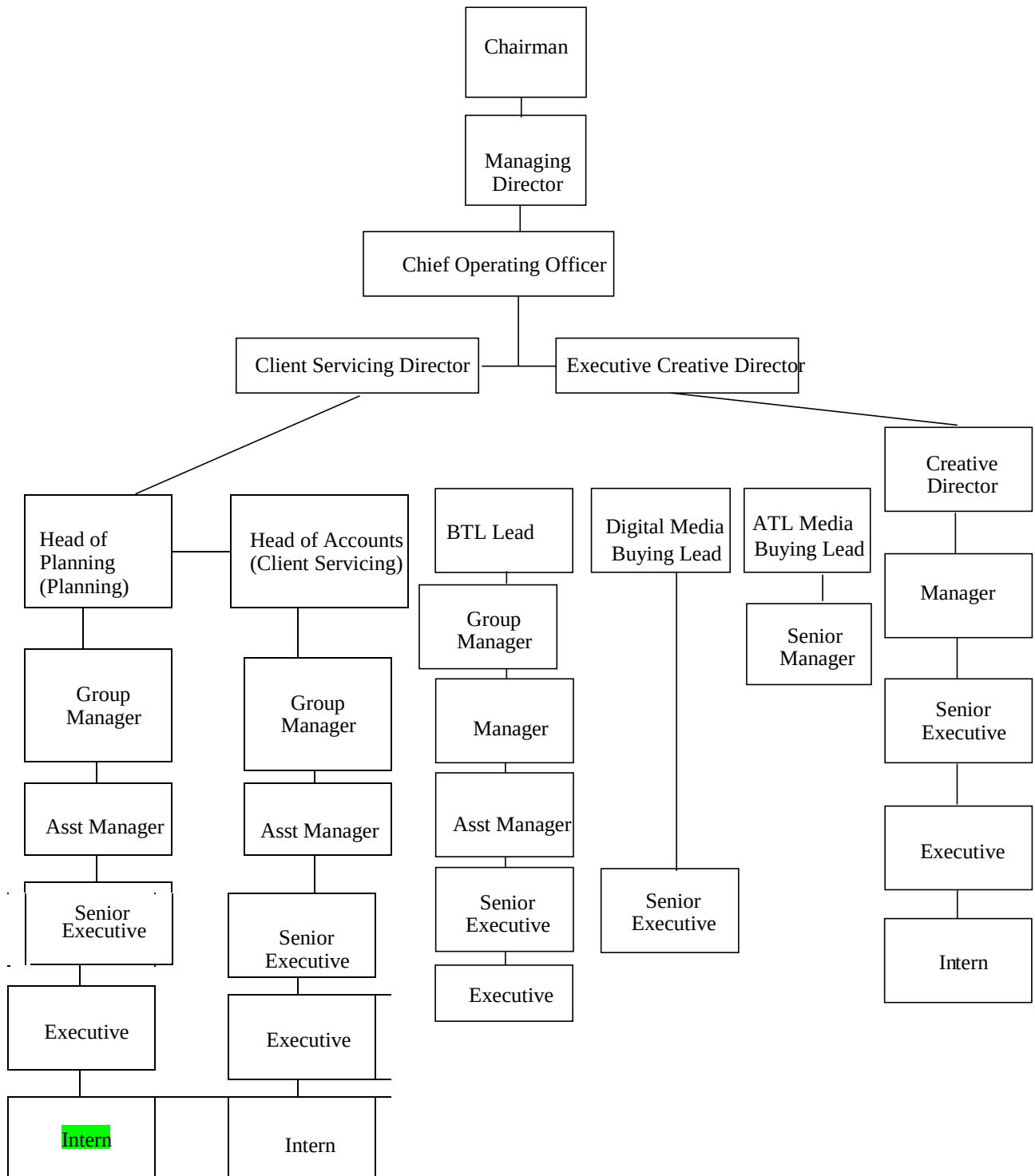
Website: <https://www.carrotcomm.com/>

CarrotComm is an advertising agency built on the power of intergration and agility, with 15 years of experience. It adapts and expands to cater to all brand needs, becoming the most trusted and reliable entity in the communication industry as a cohesive marketing solution under one roof. Their marketing services include ATL, BTL and Digital segments and has already many achievements in their hands.

Client List of CarrotComm:



Company's Organogram



TASKS

I have been working at CARROTCOMM LTD since February 1, 2022 as an intern for the Strategic Planning team. My responsibilities are enlisted below:

- Research and planning of communication activities
- Tracking trends in digital media
- Creative planning for different client assignments
- Participation in pitch works
- Campaign planning with the team
- Contributing ideas, analysis and research for the planning projects.
- Interacting with a wide range of departmental employees

PROJECT DESCRIPTION

Project 1

Project Name: Idea generation and Campaign writing for TripLover Strategic Planning

Client: TripLover

Start Date: 05/02/2022

Project Overview: TripLover, an online travel agency, gave us a detailed brief about their company and their requirements from our agency. The brief included a detail of their operation and the tonality they maintain during their promotion and lastly, what their marketing objective is. After going through the entire brief, we understood that their primary requirement from CarrotComm was to increase their visibility as a brand and design various promotional packages to attract the right target audience. It took us about a month to make the entire plan ready which included brainstorming, writing down the ideas in PowerPoint slides and also creating supporting visuals to make the client understand our thought process.

My Tasks and Responsibilities:

I was assigned to brainstorm ideas for the campaigns that we will be offering them for the promotion, write down the creative list and also make the entire Pitch Deck. The most challenging part about making a pitch deck is it needs to be visually attractive and needs to have all the information in details which includes analyzing the competitors, find the target audience, fixing a strategic and communication space, channel strategy, detailing the campaigns, including relevant pictures etc.

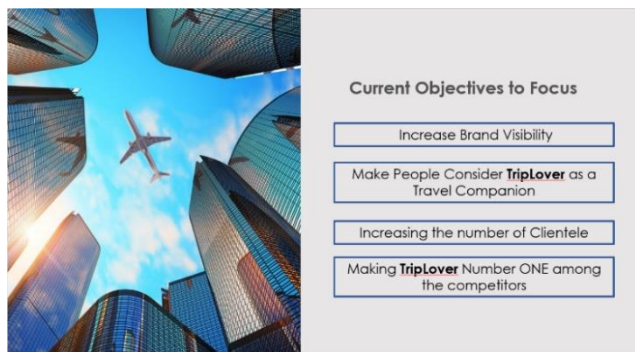


Figure 1.1 Marketing Objectives of TripLover

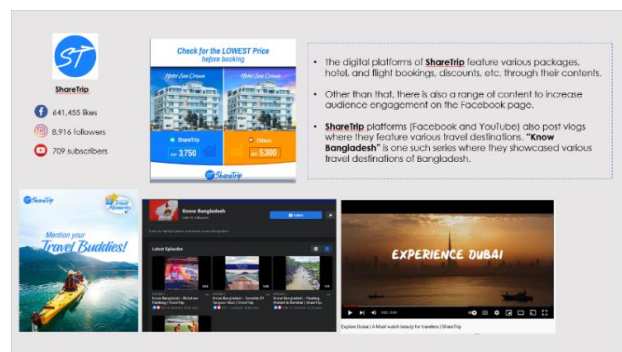


Figure 1.2 Analyze of a major competitor

These are the few objectives of the campaign that we found out from the brief and discussion with the client. Next, I tried to analyze the existing competitors in the market and what do they do to promote themselves (Shown in figure 1.2).



Figure 1.3 Channel Strategy for TripLover

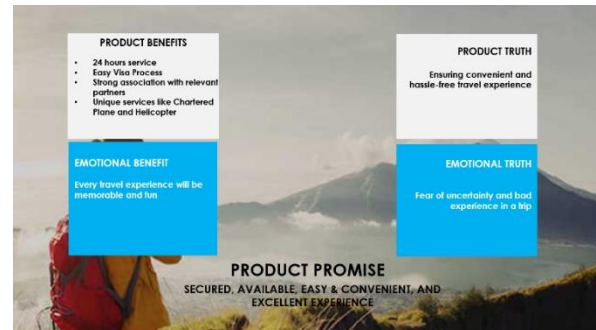


Figure 1.4 Strategy building for TripLover

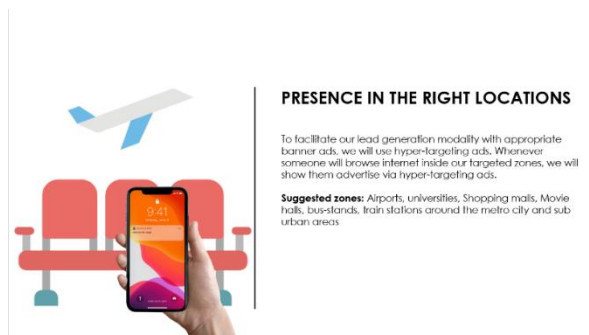


Figure 1.5 One of the notable campaigns for TripLover



Figure 1.6 One of the notable campaigns for TripLover

After an overall analysis, we tried to understand the pros and cons of this particular brand to understand what can they offer the customers and how should we promote this. And later, we offered promotional campaigns that are suitable for this particular brand (Shown in figure 1.5 and 1.6).

Challenges:

- Writing campaign plan under limited time limits.

- Active pressure of submission of campaign plan.
- Being open to sharing my personal story with the public to help with the insight
- Difficulty in mapping out a plan which can be relatable to its target audience.
- Having to change little details repeatedly.

Mistakes:

Since this was my first time making an entire pitch plan by myself, I was not familiar with many terms of marketing which needed to be fixed.

However, with right guidance, I was able to fix my mistakes and understand the terms.

Learnings:

- Working swiftly in a systematic manner
- Keeping calm despite the high pressure
- Working with limited time at hand
- Maintaining consistent coordination with a number of project partners from different departments
- Continual rephrasing of communication methods based on directions given
- A new method of writing the modality for a campaign
- Learning to be less attached to the plans and ideas I give because they can get scrapped at any point by the client or by the boss.

Project 2

Project Name: Amplification Plan detailing for Hero Bangladesh Independence Day Campaign

Client: Hero Bangladesh

Start Date: 1/03/2022

End Date: Ongoing

Project Overview:

CarrotComm launched an Independence Day Campaign for Hero Bangladesh, one of the leading two-wheelers companies of Bangladesh and globally. For the main video campaign, we showcased the bikers and took them to different locations of Bangladesh.

To create a buzz around even after the launch of video campaign, we needed few more activities to engage the audience in the digital media. Hence, a detailed amplification plan was made based on this.

My Tasks and Responsibilities:

I was assigned to brainstorm ideas on how and where can I promote the campaign. Hence, I made a detail plan of social media where I mentioned the channels, the way we can communicate which includes photoshoot and teaser ideas, TikTok challenge etc.



Figure 2.1 Publishing Channels for Hero Bangladesh

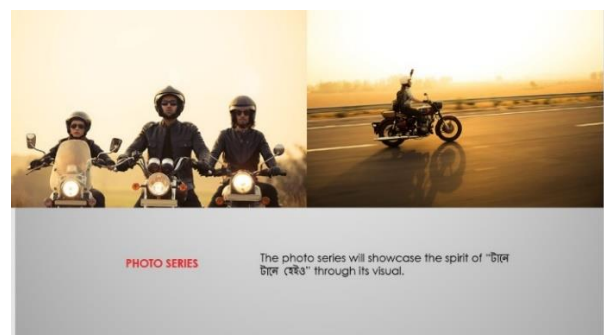


Figure 2.4 Campaign Modality for Hero Bangladesh

At first, I have mentioned the channels (figure 2.1) and the kind of content that we can promote as an extension of this video campaign (figure 2.2).

I have also suggested an engagement campaign for TikTok (figure 2.3) and gave a suitable demo to make the client understand our thought process (figure 2.4).

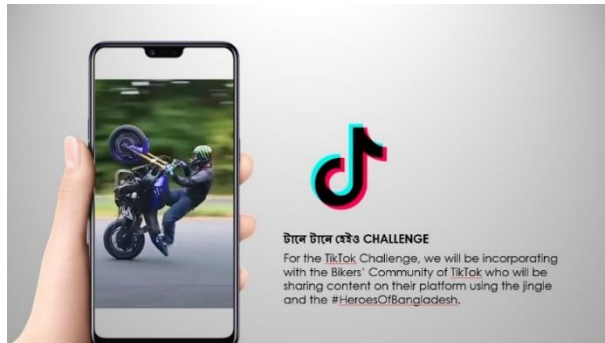


Figure 2.3 TikTok Campaign for Hero

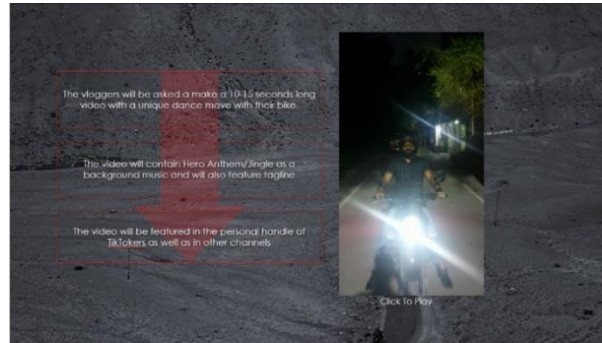


Figure 2.2 Content Idea for Hero Bangladesh Campaign

Challenges:

- Writing campaign plan under limited time limits.
- Since I am not familiar with bikes or its target audience, I had to make an extra research on where could I reach them.
- Finding suitable engagement campaign related to bike
- Finding its target audience in different mediums.

Mistakes:

I was not acknowledged with any corrections.

Learnings:

- Working swiftly in a systematic manner
- Keeping calm despite the high pressure
- Working with limited time at hand
- Knowing about a new product/brand.
- Finding different ways of extending one single campaign.

Project 3

Project Name: ACI Fun Snacks Robotics Campaign Planning

Client: ACI

Start Date: 13/04/2022

End Date: Ongoing

Project Overview:

ACI limited wanted to do a campaign for children for their food and beverage brand, ACI Fun Snacks. The idea was to promote science through fun among kids and what could be better than robotics. Thus, we were asked to design a campaign to engage kids through some engagement related to robotics and also promote them in digital platforms.

My Tasks and Responsibilities:

My task here was to design a campaign engaging its target audience i.e. kids. Hence, I designed a workshop with one of the renowned robotics platforms, Fab Lab Dhaka.

Apart from that, I also added the channels through which we can promote this initiative and also engage audience through digital platforms.

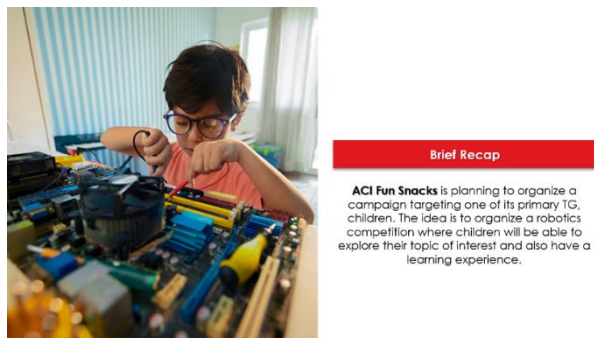


Figure 3.1 Brief given by ACI Snacks



Figure 3.2 Campaign Plan for Fab Lab Dhaka

Working on this brief has been interesting since this was related to science and I had to make full research on this topic to make it approachable for the kids.



Figure 3.3 Campaign Modality for ACI Snacks

Figure 3.4 Publishing Touchpoints for CTA Communication

Kids these days are very much present on social media. Thus, I chose to extend the campaign on platforms like YouTube and Facebook for more engagement (figure 3.3).

Challenges:

- Writing campaign plan in just one day.
- Doing extra research before planning since I have little idea about robotics.
- Finding suitable engagement for kids.
- Utilizing different mediums to engage its TG i.e. kids.

Mistakes:

I was not acknowledged with any corrections.

Learnings:

- Working swiftly in a systematic manner
- Keeping calm despite the high pressure
- Working with limited time at hand
- Knowing about a different subject.

Project 4

Project Name: Idea Generation for Walton Ramadan Content Plan

Client: Walton Refrigerator

Start Date: 10/04/2022

End Date: 5/11/2022

Project Overview:

For the time of Ramadan, Walton Refrigerator asked us to do a content series for their social media platform which will engage their target audience which is mostly consists of women. The client wanted give infographic content which will be aligned with both the occasion and the product itself. Hence, we decided to make a content series where we will be giving tips and tricks about how to keep food fresh for a long time since Ramadan involves a lot of cooking at home.

My Tasks and Responsibilities:

I was assigned to write down the ideas for the content i.e. the kind of tips and tricks that we want to feature in our content series. To connect both the brand and occasion, I came up with ideas on how to keep your food fresh for a long-time during Ramadan.

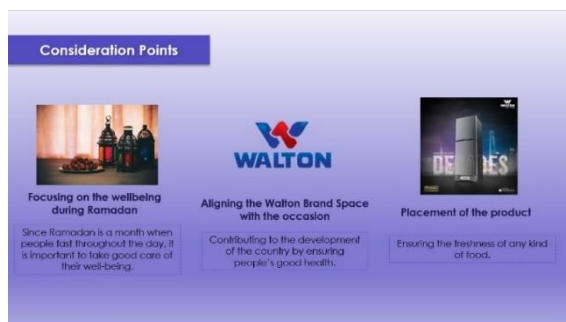


Figure 4.1 Consideration Points for Content Ideas



Figure 4.2 Tagline for Walton Refrigerator

At first, we considered the points through which we will connect our content and find a suitable creative route (figure 4.1).



Figure 4.3 Content Idea for Walton Refrigerator



Figure 4.4 Content Idea for Walton Refrigerator

These are the few demo contents that we suggested for the Ramadan Content Series (figure 4.3 & 4.4).

Challenges:

- Brainstorming ideas that can be both aligned with occasion and product
- Finding suitable examples to make it easily understandable for clients.

Mistakes:

I was not acknowledged with any corrections.

Learnings:

- How to present a small idea in an interesting manner.
- How much it is important to make the contents relatable with its target audience.
- Engaging people through a different type of content.

Project 5

Project Name: Campaign idea generation, strategy writing for Arla new product launch campaign

Client: Arla (Dano)

Project Overview:

Arla wanted to introduce a new milk variant under the name of Dano. We were asked to create a brand identity which includes name, logo and packaging. Along with that, we were also asked to suggest its strategic space, tagline and few campaigns to introduce the product in the market.

My Tasks and Responsibilities:

My responsibility was to find the suitable target audience and right their details, conduct a small survey to understand their behavior and finally suggest campaign ideas related to strategic space and detail them out accordingly. Other than that, we also analyzed similar competitors in the market to understand where can we place the new product.

The initial slides included analysis of target audience (figure 6.1 & 6.2) and survey findings (figure 5.4) to understand the gap which we will fulfill through our new milk variant product.

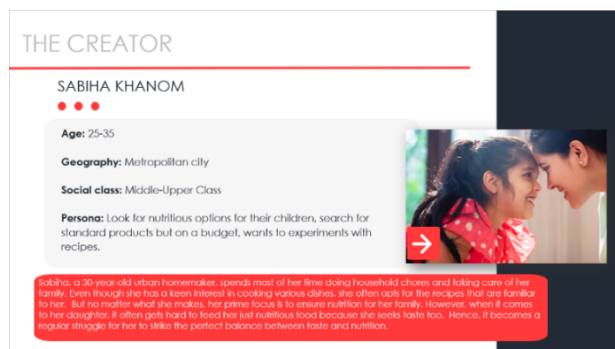


Figure 4.1 Analyzing the Target Audience for Arla



Figure 5.2 Analyzing the Target Audience for Arla



Figure 5.3 Competitors Analysis for Arla



Figure 5.4 Survey Findings of Arla



Figure 5.5 Strategic Space for Arla

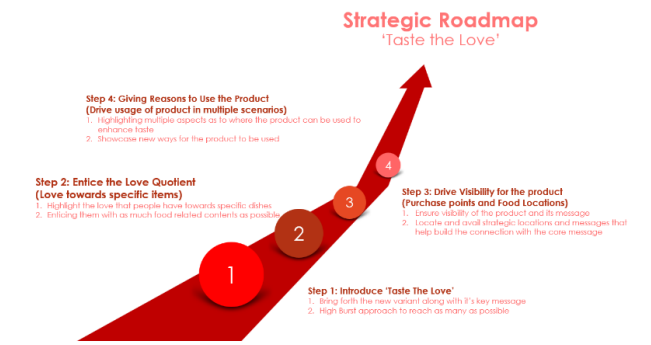


Figure 5.6 Strategic Roadmap for Arla

Finding a right strategic space (figure 5.5) which accumulates both emotional and functional benefit is important. In this way, we can understand the type of promotional activity is needed to promote this product.



Figure 5.7 Campaign Suggestion for Arla



Figure 5.8 Campaign Suggestion for Arla

We suggested few trendy and innovative means of marketing to make the product known to its audience (figure 5.7 & 5.8).

Challenges:

- This was by far the most challenging project for me since it was the first time, I was working on a product that does not exist in the market.
- Taking various measures and surveys to understand its future market position in just a week.

Mistakes:

- I had to re-do few parts like strategic space since it needed bit more connection with the brand and its audience.

Learnings:

- How to launch a new product and things I need to take in account before launching.
- A right strategy can make or break your product.
- Connection every campaign with the initial thought process of the product.

Project 6

Project Name: Strategic Space Idea Generation for Gorilla Move launch

Client: Gorilla Move

Start Date: 15/03/2022

End Date: Ongoing

Project Overview:

Gorilla Move is an online delivery app who is trying to acquire the market with its unique set of services and approach. We were asked to make a launch campaign for Gorilla Move which would instantly create around people through both online and offline.

My Tasks and Responsibilities:

My responsibility was to find who could be the target audience for this particular product/service. Based on that, I needed to find a suitable strategic space through which we will communicate our rest of the campaign. Also, I analyzed few competitors in the market which includes Pandamart, ChalDal, Buy Here Now etc.

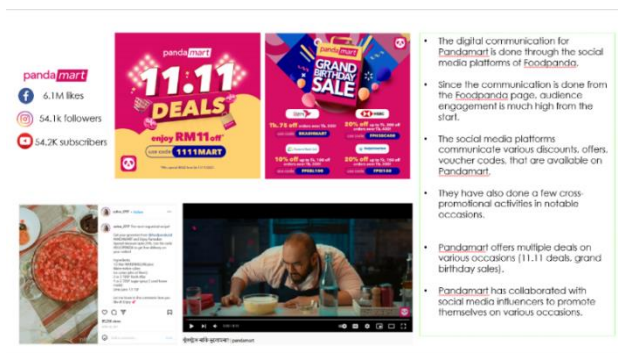


Figure 6.1: Gorilla Move Target Audience



Figure 6.2: Analyzing the major competitor

At first, we analyzed the competitors of the market (figure 6.1) to understand and the prospective target group (figure 6.2) of this service. This helped us to understand how and where should position this brand and which kind of promotion will be effective for them.

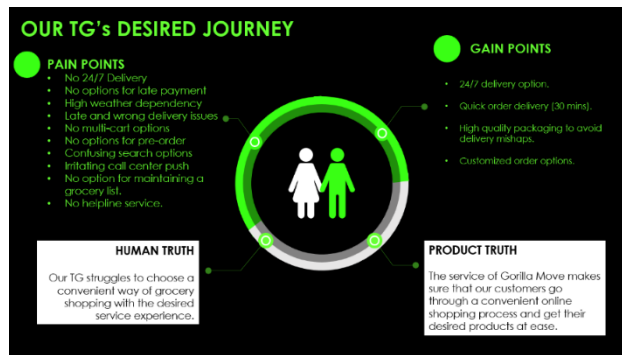


Figure 6.3: Analyzing the journey of TG



Figure 6.4: Strategic Roadmap for Gorilla Move

Here, we tried to analyze the journey of our prospective target audience (figure 6.3) which included their issues and gains from similar online grocery service. And based on that, we found our strategic roadmap (figure 6.4).



Figure 6.5: Strategic Space by Gorilla Move

Finally, after analyzing the behavior of target audience and building a strategic roadmap, we found a creative route (figure 6.5) which we will follow for rest of the campaign.

Challenges:

- This has been a bit challenging for me since I had to pull off the entire work in just a day.
- It is quite hard to find a suitable position for a brand like this since they have already big competitors in the market.
- Going innovative with campaign ideas and making it interesting for the target audience.

Mistakes:

I was not acknowledged with any mistake.

Learnings:

- How to launch a new product and things I need to take in account before launching.
- Trying to be innovative with the campaign.
- How to incorporate interesting brand theme with the campaign.

Project 7

Project Name: Binge Website Promotion Plan Idea Generation

Client: Binge

Start Date: 28/02/2022

End Date: Ongoing

Project Overview:

Binge is an online video streaming service that offers entertainment of Live TV, web series, films through Mobile App and TV. Recently, they were planning to launch their website along with their new horror show. We were asked to make a promotion plan for website and the show together and create a buzz in a way that people get intrigued to watch and also get to know about the website.

My Tasks and Responsibilities:

I was asked to suggest suitable content and ways of communication through which we can reach a larger audience and let them know about the website. Along with that, we also wanted to create buzz through few offline activations.



Figure 7.1: Theme for Bing Website Launch



Whenever, Wherever
Communicating the availability of the Bing website in every corner of the country.

Figure 7.2: Promotional Content for the launch

Post LAUNCH

GROUP SEEDING

Spreading the news of Bing link with seeders

Messaging: Bing can now be enjoyed on browser. Here's the link [link].

SUGGESTED GROUP CATEGORIES: Movie & series groups, sports groups etc.



Figure 7.3: Group seeding for website launch

Influencer Campaign



Rakib Absar

311K followers

49K followers



Yellow Potato

370K followers

22.6K followers



Rafsan Sabab

207K followers

16.2K followers



Rafayel R

497K followers

Top influencers and digital content creators will promote the **Bing website** through their own platform.

Figure 7.4: Influencer campaign for website launch

Lightbox

A Lightbox on the theme of Bing Original show "জুজু অসকে" will be placed in Banani bridge, Dhaka.

"দেখুন Bing Website- ১"- will be added on the Lightbox to promote the new Bing website.

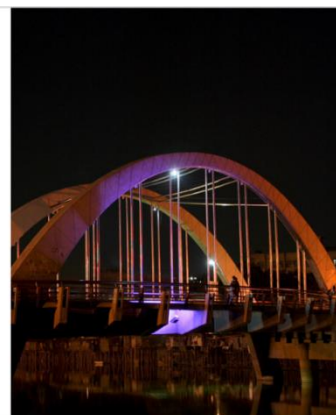


Figure 7.5: Offline activity plan for website and series launch

We chose a theme for the launching the website (figure 7.1) and made the content according to the themes (figure 7.2) and also suggested few engagement activities (figure 7.3 & 7.4). Lastly, we suggested to place a lightbox (figure 7.5) with relevant message in the Banani Bridge as a part of our offline activation.

Challenges:

- This was relatively an interesting project for me since I am someone who has vast ideas about online-streaming shows. However, finding an interesting theme took a lot of brainstorming.

Mistakes:

I was not acknowledged with any mistake.

Learnings:

- How innovatively we can do offline activation
- A good teamwork can help you find a good theme.

Project 8

Project Name: Content Plan Writing for Ujjwala Care

Client: Ujjwala Care

Start Date: 28/02/2022

End Date: Ongoing

Project Overview:

Ujjwala Care is a hair and body care brand who has products of three ranges- Shampoo, Body Oil and Hair Oil. For the month of April, Ujjwala Care wanted to revamp their content since their old line of content were not reaching the audience. Hence, we were asked to introduce new engagement activities, new line of digital content and also do some offline branding to increase their visibility overall.

My Tasks and Responsibilities:

My task for this campaign was to give a new perspective to their strategy altogether. This includes a new line of content, introducing offline branding, engagement activities on digital platform etc.



Figure 8.1: Ujjwala Care New Strategy



Figure 8.2: Suggested Channel Mix for April

For the month of April, we suggested three new approaches for our promotional activities (figure 8.1). Along with that, we proposed few new and old mix of channels (figure 8.2) where we will promote our content.



Figure 8.3: Suggested Content for April

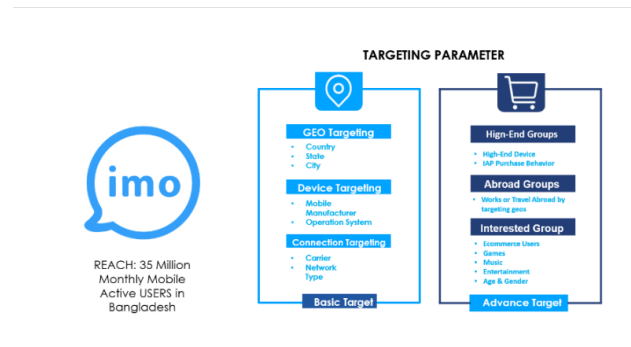


Figure 8.4: Promotion Strategy in IMO

Along with that, we also suggested few types of content for digital media (figure 8.3) and also shared promotional strategy in other platforms like IMO (figure 8.4), Instagram etc.

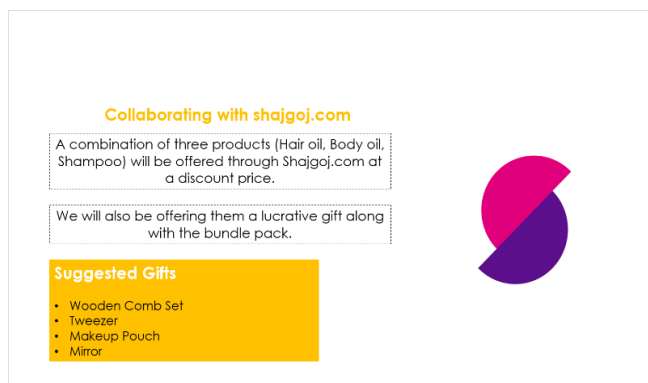


Figure 8.5: Cross Marketing with Ujjwala Care

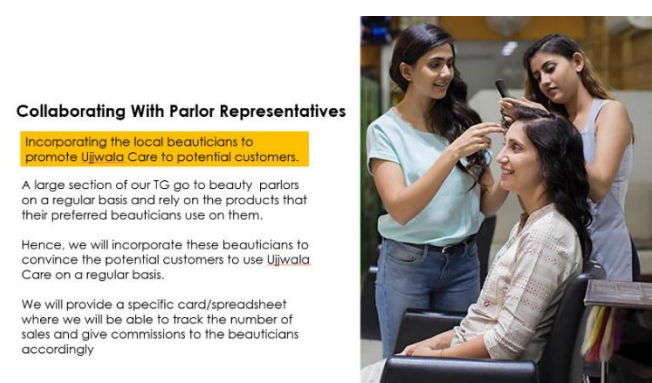


Figure 8.6: Offline Branding for Ujjwala Care

We also suggested few cross-marketing ideas to Ujjwala Care (figure 8.5) to make a positive impact on their sales. Along with that, there were few suggestions for offline brand which included pushing the beauty salon goers to buy the products through salon representatives (figure 8.6).

Challenges:

- Since Ujjwala Care was not satisfied with the earlier content type that we suggested and the strategy tone was not enough eye-catching, I needed to give the brand a total makeover when it comes to content.
- Since I was not familiar working with lifestyle products, I had to do the entire thing based on my own assumption and experience.

Mistakes:

- I was not acknowledged with any mistake.

Learnings:

- Utilizing my own life experience for a brand promotion.
- Understanding how each beauty product needs its own identity when it comes to promotion.
- Working in a short span of time.

Project 9

Project Name: Signature Campaign Planning for Pran Latina

Client: Pran Latina

Start Date: 22/03/2022

Project Overview:

Latina 100% Juice, a premium juice from PRAN claims to be made from the 100% fresh picked fruits with the goodness that contains in a package. The brand sought assistance to launch a World Health Day promotion on April 7.

Their goal was to promote Latina as a healthy supplement to our usual diet with the strong claim that the juice is made of actual fruit. Also, this is a underlying fact that, during the Ramadan, the potential consumers seek healthy drink option after starving for whole day. Therefore, we will advertise Latina as a nutritious juice for refreshment throughout the month of Ramadan to obtain the goal of the brand.

My Tasks and Responsibilities:

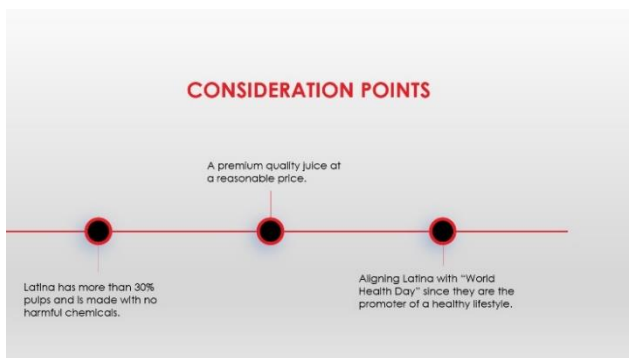


Figure 9.1: Consideration Point of the campaign

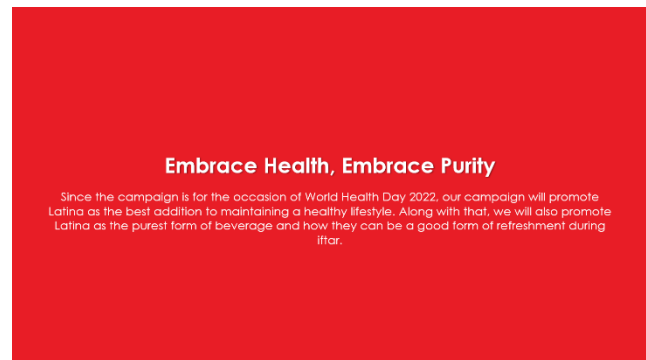


Figure 9.2: Defining the campaign Space

At first, we had a look at our consideration points so that we have through understanding regarding both the product and the campaign (figure 9.1). Then, we defined the key campaign space to position the brand effectively in the potential customers' mind (figure 9.2).

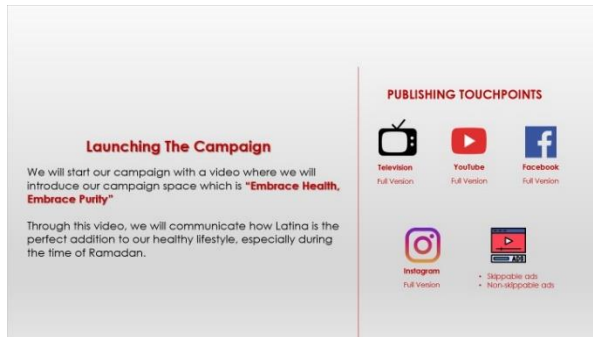


Figure 9.3: Publishing Touchpoints of The Campaign

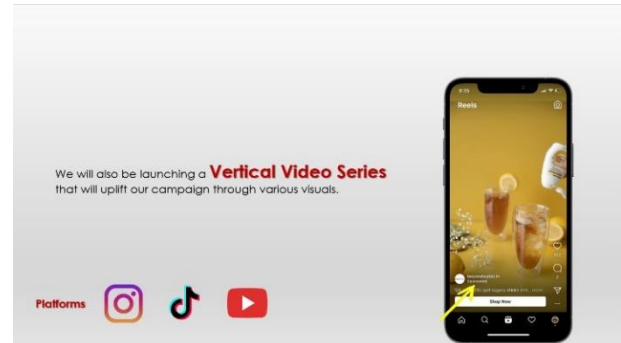


Figure 9.4: Promotional Idea through Vertical Video Series

Which brings us to short down the promotional content planning for the brand, where we suggested ideal publishing touch point of video contents (figure 9.3) regarding the campaign space considering its TG's lifestyle. Along with that, we also suggested a vertical video series (figure 9.4), since platforms like TikTok, Insta Reels and YouTube Shorts has become widely popular among the potential customer group.



Figure 9.5: Bundle offer to boost the product sales



Figure 9.6: Collaboration with Influencers

Next, we suggested some effecting promotional ideas, which would start with a bundle offer (figure 9.5), where the customer can purchase three flavors of the juice together, to obtain a special discount in purchase. Again, our plan includes the involvement of influencers (figure 9.6), whose testimonial can generate TOMA (Top of the Mind Awareness) among the customers.

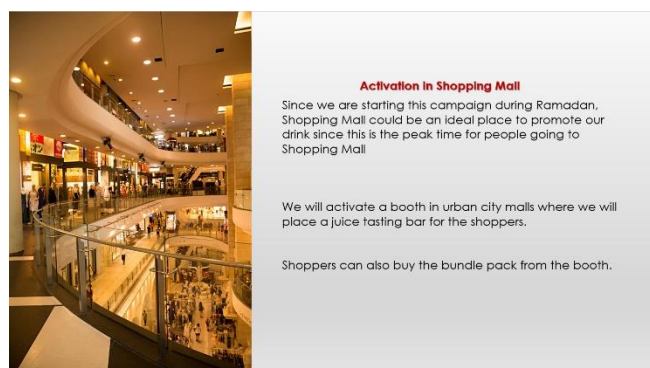


Figure 9.7: Activation Idea – shopping mall

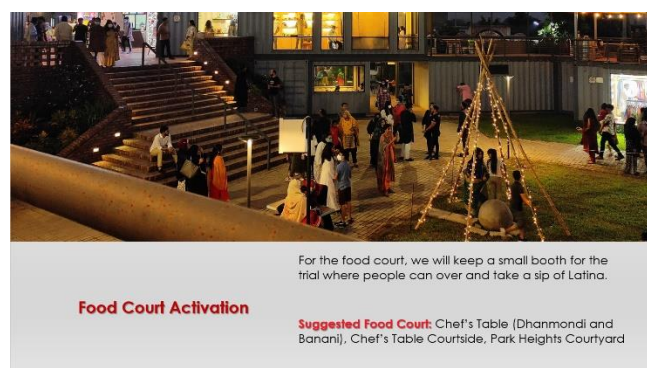


Figure 9.8: Activation Idea – shopping mall

After that, to assure 360 promotions, our plan included a BTL activation route (figure 9.7 and 9.8) which would include activation based on our TG's checkpoint such as, shopping mall, food court, park, shopping malls, masque etc.



Figure 9.9: Promotion for platform collaboration



Figure 9.10: Promoting through PR blogs and articles

The plan ends with collaboration with SheActive (figure 9.9), a renowned Yoga platform, where we can easily target consumers who are enough health conscious to drink Pran Latina. Aside that, we also suggested PR blogs and articles in web portals to reach the TG effectively (figure 9.10).

Challenges:

- The product is not widely popular yet, so generating TOMA effectively was a key challenge. Aside that, because of the higher price range than usual local juice, and unavailability in terms of minipack narrowed down the potential TG, where the upper-class already prefers foreign brands because of their credibility and strong market positioning.

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Mistakes:

- I was not acknowledged with any mistakes

-

Learning:

The project was the first project, where I had full fledged freedom in terms of strategy and planning from my manager Shahzan Ehsan. Although I had some hard times catering all the effecting route for the campaign, but later I realized, it eventually boosted my confidence towards my work along with learning new techniques to promote a product effectively.

Project 10

Project Name: Analysing competitors and Idea generation for Coca-Cola Brand Exercise for Sustainable Projects

Client: Coca-Cola

Start Date: 1/05/2022

Project Overview:

Coca-Cola, one of the renowned beverage brands worldwide, decided to venture into sustainable projects for the betterment of the environment. To initiate this, they decided to launch two new projects which include Recycle and Reuse of Plastic and Water Conservation and Stewardship. For these two projects, they needed a logo, a suitable and brand guideline.

My Tasks and Responsibilities:

My responsibility was to find out if any other brand has such similar projects to understand how they approach. For instance, if they bring their parent brand forward, what kind of name they gave to the projects, their activities etc.

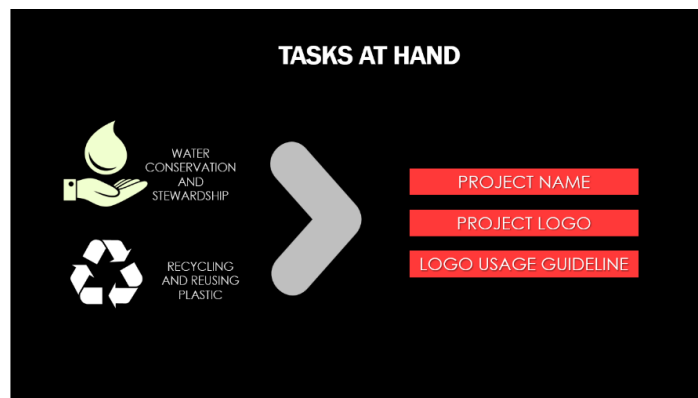


Figure 50.1: Brief from Coca-Cola

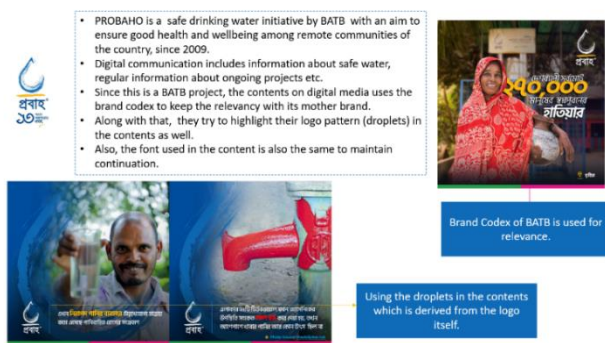


Figure 10.2: Analyzing similar projects

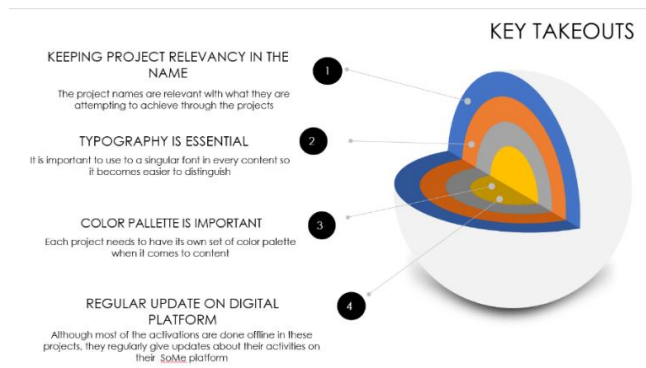


Figure 10.3: Findings from the com

We tried to find out similar projects by other brands and came across few projects by BATB (figure 10.2). We analyzed their activities and promotional content and wrote down few observations (figure 10.3).

Name Options from Initial Naming Exercise	
প্রয়াস	উদ্যম
প্রকৃতি	নবায়ন
শ্যামল	অভিনব
হিন্দোল	সৃষ্টি

Figure 10.3: Name suggestions for Recycling project

Name Options from Initial Naming Exercise	
মোহনা	অর্পন
তরঙ্গ	কল্লোল
সুধা	নবধারা
বহতা	প্রচেষ্টা

Figure 10.4: Name suggestions for Water Project

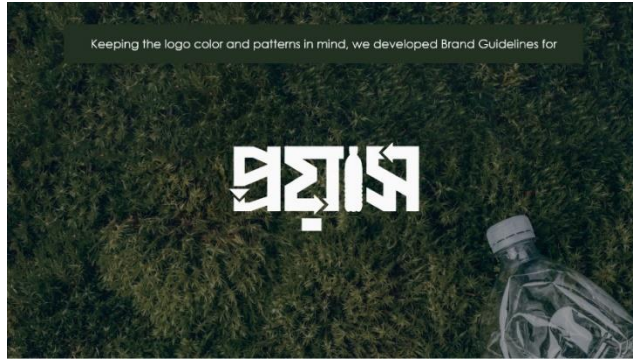


Figure 10.5: Brand guideline for recycle project



Figure 10.6: Brand guideline for recycle project

Later, along with my teammates, we did a naming exercise where we tried to find out suitable names for both the projects (figure 10.3 and 10.4).

Lastly, we suggested few examples of brand guidelines which included color scheme, logo usage and few other elements that will be used in the related content (figure 10.5, 10.6, 10.7 & 10.8).



Figure 10.7: Brand guideline for water project



Figure 10.8: Brand guideline for water project

Challenges:

- Not much challenges were involved with this project since we had to develop everything from creative team's end. But since this was a big brand, we needed to make sure everything is up to the mark.
- Also, there is no specific target audience for these projects. Hence, we had to make sure it reaches everyone who are even remotely associated with the parent brand i.e. Coca-Cola.

Mistakes:

- I was not acknowledged with any mistake.

Learnings:

- Knowing how important brand guidelines can be
- How fonts and colors develop a brand.
- How sustainable projects work differently than other work.

Internship Outcome:

My goal for the internship was to learn as much as I could while still delivering as much as I could. As Public Relations majors, we learned a lot of theoretical information in class.

It was, nevertheless, quite fulfilling to be able to apply a portion of my knowledge whenever and wherever it was relevant in real/practical settings.

I deliberately concentrated on implementing what I had learned during the previous four years at university, as well as new skills I picked up on the job during my internship.

Realizations

Looking back on my undergraduate career and the majority of the group projects we completed, I was one of the group leaders. I offered suggestions, advised task distribution, and was always willing to handle last-minute management if any of my teammates had to cancel at the last minute. During my internship, I took on an entirely new position.

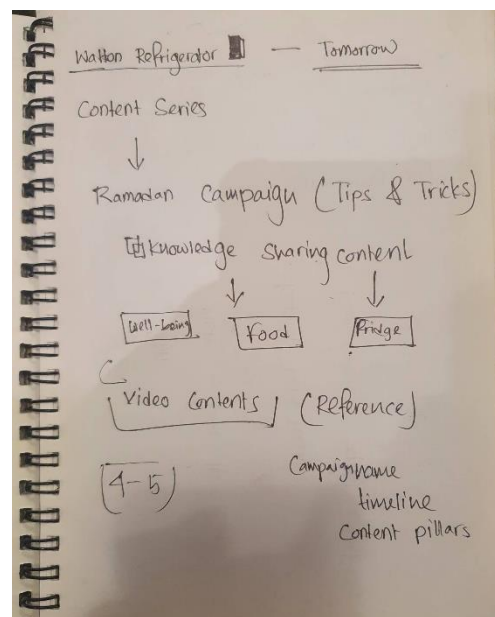
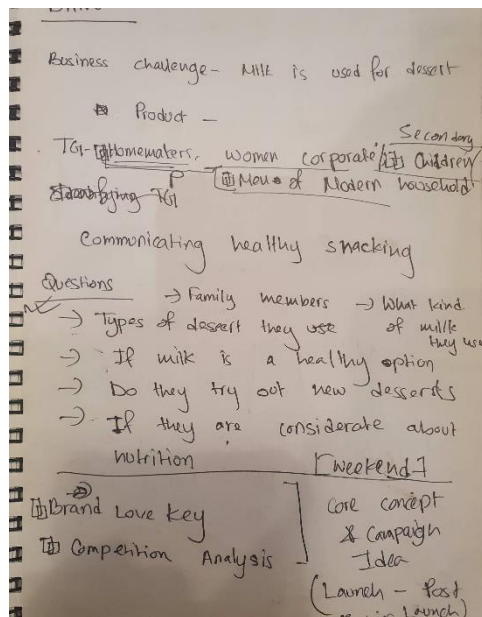
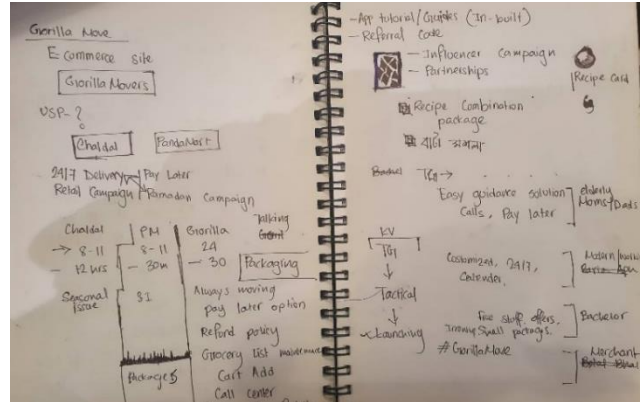
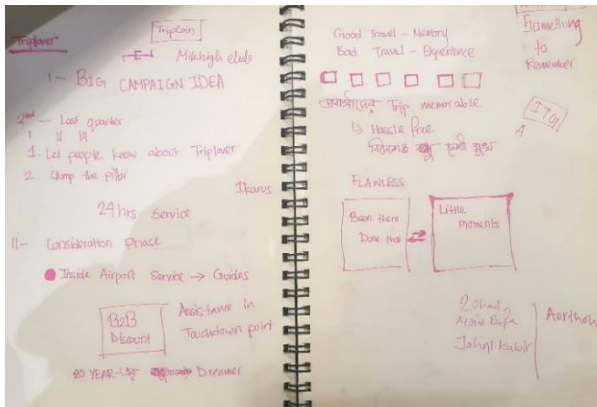
I was given jobs to shape concepts that had already been locked, I was given assignments with deadlines, and if I failed in any way, I had my seniors to fall back on - which gave me a sense of comfort from day one at work. This experience of witnessing both sides of the coin taught me what type of employee I want to be: dependable and trustworthy. I want to develop into a person who, if called at the last minute for a major project, can execute it flawlessly.

Achievements from CarrotComm Limited

In this very short span of time, I have been able to pull-off tasks that I thought I am not capable of. I had the opportunity for biggest of brands like Walton, ACI, Arla, Hero Bangladesh and made a small contribution to their journey. I met few legends of advertisements in this office and could share my little knowledge with them. And also, I had the opportunity to learn so much for them. And to me, these are my biggest of achievements.

And as I continue to be in here as a Strategic Planner, I wish to achieve many more milestones in the world of advertisement.

WORKLOG





MSJ043

SELF-ASSESSMENT FORM

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

Name of Intern: Sabiha Syed Archi University ID: 1 81012036

Name of the
Institute/Organization:
Corporate Email:

CARROTCOMM LTD

archi@carrotcomm.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?

NA

3. Was your site supervisor available to meet when needed? Tick any one of the following.

Not at all Slightly Moderately X 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

N O	CRITERIA (Personal)	RATI NG
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.	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.	4
7	I have a sense of personal achievement.	3
8	I have the ability to persevere in difficult tasks	4

N O	CRITERIA (Social/Interpersonal Impact)	
-----	--	--

9	I demonstrate concern for the welfare of others	5
10	I can be understanding and appreciative of people with diverse backgrounds	5
11	I have the ability to work cooperatively with others	5

1 2	I have the ability to communicate effectively	4
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1 3	I have increased my ability to be a leader	4
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1 4	I feel more connected to my community	4
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N O	CRITERIA (Academic learning impact)	
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1 5	I have acquired knowledge from the job duties I performed	4
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1 6	I have broadened my critical thinking skills (reasoning, problem solving)	4
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1 7	I have learnt the ability to work independently	4
--------	---	---

1 8	I feel my classroom learning was enriched	4
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1 9	I have the ability to connect academic subject matter to the real world.	4
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N O	CRITERIA (EMPLOYMENT/JOB SPECIFIC IMPACT)	
-----	---	--

2 0	I developed specialised technical skills for a specific job function	4
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2 1	I broadened my future employment possibilities	4
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22	I received an opportunity to explore a specific career	4
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2	I developed realistic ideas about the work world	4
---	--	---

3		
2	I narrowed my future possible career choices.	4
4		
2	What is your average score from this test?	4.125
5		

5. General Comments

Working with CarrotComm has really been amazing for me. I have learnt way more than what I expected to. And I wish to excel in this organization even more.

S.S.Archi

Signature of Intern

PROFESSIONAL COMPETENCIES

Skills:

-Working under pressure: Often times I would have to research for insights or write a plan within a very restricted time limit. This made me learn how to keep a level head while getting a sensitive job done with no mistakes and a very narrow time limit.

-Multitasking: There were times different pitches came in at the same time. I would have to set a meeting in Google meet and stay in the meeting being cautious of all the updates while having another window opened on my laptop conducting research on a brand or writing the plan for a pitch that had come in.

-Participatory: A rule which we maintained in office was 'if do not add to the meeting, leave the meeting'. Since I was new to the rule, it took me some time to get adjusted. In the beginning I stayed in meetings taking notes silently. Soon I realized I would have to give my input regardless of whether it was right or not. But it was a must that I participate. Getting past the apprehension of speaking in front of a group of people with double my worst experience and participating regardless helped me improve my participatory skills. I was a regular participator in class during my university courses but I realized that participating in a work environment is a different thing altogether.

-Presentation: The presentation skills I had before joining, were nothing compared to the standard that was at CARROTCOMM LTD. Over time I learnt how to fit a lot of information into just one slide without making it look cluttered, maintain themes and colours as per the brand I was working on and learn the many benefits of slide master.

-Creative: I have always enjoyed bringing forward my creative side to things but CARROTCOMM LTD helped me make regular use of it. Whether it was regarding planning the slides for a presentation or adding to the ideas as the pitch briefings, I had to make constant use of my creative side and think in more open manner.

Attitude:

-I was very pleased to be able to apply the lessons I had picked up from my previous courses and apprenticeship programs during my internship period. It made my job of working in teams much easier.

-I am a bit of an introvert and around the end of my internship I had an idea of the workplace culture at CARROTCOMM LTD and was able to pick up on how important socializing in between work is.

-persistence

Knowledge: Writing a complete plan for a campaign, how pitches for a brand works, do's and don'ts, of designing presentation slides, how to work in constricted time frame, how office culture works, inner workings of the office and the brands that it works for, synchronizing with a number of different teams from different departments.

CONCLUDING REMARKS

The last three months have been among the most eye-opening and enlightening of my life. They have, I believe, helped me mature into a more seasoned professional in addition to providing me with a hands-on display of the workings of the advertising industry. The prospect of a working life is no longer frightening. It was previously a complete mystery to me, which caused me to fully comprehend it. Despite the fact that I still have a lot to learn, my fear has been replaced by hope and confidence. School and university lay the groundwork for a person, but the corporate world completes the image.