

**Assessing Color Vision Defect Practices in Marketing & Branding
by Bangladesh Marketing Agencies**

UDP Education & EDP Overseas

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Submitted in Partial Fulfillment of the Requirement for the Degree

Bachelor of Business Administration



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Internship/Project Report Approval Form

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INTERNSHIP/PROJECT INFORMATION

Internship

Organization: UDP Education & EDP Overseas

Internship /Project Report Topic: Assessing Color Vision Defect Practices in Marketing & Branding by Bangladeshi Marketing Agencies.

Term (Tick one): ☐ Spring 2023 ☐ Summer 2023 ☐ Fall 2023

SUPERVISOR APPROVAL

(Tick One)

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

Remarks (For Not Approved): _____

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2. I acknowledge and understand that plagiarism is wrong.
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Date:

Letter of Transmittal

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Mohammad Tawhid Reaz

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Dear Sir,

Subject: Submission of Internship Proposal.

With due respect, I would like to state that I am Mainur Rahman Masum student of Bachelor of Business Administration (BBA). I am very much delighted to submit my internship report on “Assessing Color Vision Defect Practices in Marketing & Branding by Bangladesh Marketing Agencies.” If you have further queries regarding the report, please let me know.

Sincerely yours,

Name: Mainur Rahman Masum

ID: 191011212

BBA Program School of Business

University of Liberal Arts Bangladesh

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Part A

Chapter One: Internship Preparation

1.1 An Overview of the Company

Situated in the vibrant metropolis of Dhaka, Bangladesh, UDP Education & EDP Overseas are notable participant in the ever-evolving realm of Education Consultancy and Immigration Law. With offices in Bangladesh, India, and Australia, UDP Education & EDP Overseas provide immigration and education consulting services. Prominent barristers with years of expertise in immigration law and education consulting run our company. They also provide help with visa processing, international student placement, and career and educational counselling. The companies serve a variety of geographic areas, such as Australia, the UK, Canada, the USA, and so on. It can be difficult for students to choose the ideal institution or college, much alone study abroad; UDP Education & EDP Overseas are here to take some of the stress out of the process. Its first concern is always its pupils' best interests; it's a trustworthy and upbeat professional educational consultant that offers capacity, adaptability, and scalability.

1.2 Motivation for Interview

My ambition to go beyond academic learning and experience real-world marketing and real-world work experience was what motivated me to apply for a full-time job. I was aware that a classroom education could not entirely prepare me for the complexities of the marketing profession, so I looked for a way to close the knowledge gap between theory and reality. The company's illustrious history of developing innovative campaigns and client-centered initiatives struck a deep chord with my professional goals. It was obvious that working as a marketing & administrative Assistant at

the company would provide me the practical experience and industry understanding I would need to succeed in the fast-paced, constantly-changing field of marketing.

1.3 Experience with the Internship Application Process

The process of obtaining an internship at the company involved careful preparation and methodical measures. I was able to identify the firm as the epitome of experiential learning in the marketing field after doing a comprehensive investigation. My investigation of the company's official website turned into an immersive experience that gave me insights into their unique work culture, guiding principles, and many more. Their application process was detailed and intriguing, which enabled me to explain my motivations introspectively. This deliberate involvement brought my goals into perfect harmony with the organizational culture of the Company. Rather than being a transactional procedure, the application process was a thought-provoking exercise that confirmed my steadfast dedication to pursuing a prosperous career.

1.4 The Experience of the Interview

The experience of speaking with the company was insightful and went beyond the conventional question-and-answer style. It gave me a chance to highlight my sincere enthusiasm for marketing in addition to my educational background. I explained in detail how my scholastic experience suited my goal of becoming a Marketing and Administrative Assistant. In addition, the interview gave me insight into the Company's work culture and marketing philosophy. This mutually beneficial exchange of ideas strengthened my conviction that the company was the ideal platform for my personal growth.

1.5 Inspiration and Objectives for Learning

My desire to see how textbook ideas are translated into concrete, real-world results and to go beyond theoretical notions was what motivated me to start this job. My intense desire to understand the subtleties of marketing strategies and their implementation drove me to completely immerse myself in the dynamic world of practical experience. My major goals stayed constant during the job: to have a comprehensive grasp of managing client relationships, to organize smooth departmental teamwork, and to have a significant influence on the Company's campaign executions. My wider objective, which was to acquire the skills and information required for a successful career in the dynamic sector of marketing, served as the motivation for this. The Company's renowned track record of developing client-focused strategies and leading innovative campaigns further motivated me to prepare for my job there. An application process that was both thorough and reflective, together with an informative interview process, reinforced my belief that this firm was the ideal venue for turning my enthusiasm into real results. My motivation sprang from a strong desire to get practical experience, while simultaneously making a substantial contribution to the Company's campaigns and managing the intricate changes occurring in the marketing business.

Chapter Two: About the Job

2.1 Position Description and More

One of my most important responsibilities as a Marketing and Administrative Assistant at the company was to provide a smooth marketing support to let our clients know about our services, how premium they are and how better we handle those. Additionally, I am doing administrative works for the company too which is helping me to gain more experiences and various fields. I took

on the daily responsibilities of a project coordinator, making sure that projects moved forward smoothly and in line with our company's high standards. To guarantee the timely delivery of excellent work, this required a painstaking process of compiling thorough company needs, painstakingly creating project briefs, and coordinating precisely balanced timeframes.

Within the dynamic walls of the lively office space of the company, I was swept up into a creative, innovative, and collaboratively fluid culture. The workplace was alive with the combined energy of cross-functional teams that were passionate about creating and implementing. The variety of many viewpoints was not only welcomed but also encouraged in this dynamic atmosphere, where ideas were freely exchanged. This unique environment was crucial in creating the Company's stellar reputation for always that combined creativity and strategic accuracy.

2.2 Day-to-Day Responsibilities

As a Marketing and Administrative Assistant, I used to see both, the marketing sector, and the administrations. Starting from opening a file to visa submission and all the other works between these, I do everything of my assigned client. I have multiple clients and what I must do is follow up them properly, work for their visa and finally send them oversea for their higher education or tourism. Besides, I make all the marketing plans, shoot contents, and do digital marketing. I must make different contents for digital marketing and I work on those precisely. The company share their vision with me for individual project and I make contents regarding those.

2.3 Acquired Skills and Contributions

I had the honor of learning a wide range of priceless skills during my Job at UDP Education & EDP Overseas which has greatly aided in my professional development. Effective customer

communication was one of the most important abilities I acquired. This required not just ascertaining their requirements but also customizing solutions to meet their unique aims and ambitions. My capacity to cultivate fruitful customer connections has improved because of this experience, which is crucial for success in the marketing sector.

I also gained a thorough grasp of project coordination from my Job. I developed strong time management skills, prudent resource allocation, and the ability to meet and beyond customer expectations. This ability made sure that tasks were completed without a hitch, which improved customer satisfaction and campaign success overall.

My proficiency in creating strategic account strategies was one of the highlights of my Job. This method included breaking down the demands of the customer, figuring out key goals, and creating all-encompassing strategies that improved income generating in addition to meeting their wants. This event brought to light the relationship between academic marketing ideas and their practical implementation in real-world situations.

I also became proficient in several tools and methods that are vital in the field of marketing. These included taking minutes at meetings to guarantee correct documentation, organizing, and analyzing data with Excel, improving interpersonal communication abilities, and handling assignments well even in the face of strict deadlines.

2.4 Connecting Academic Knowledge with Practical Experience via Job

As a student who studied marketing, my educational background was crucial in improving my work. My scholastic experience provided me with a solid foundation in ideas like consumer behavior and industry trends, which enabled me to create practical tactics during my Job. This theoretical understanding acted as a compass for me, helping me to suggest tactics that connected

with our target audiences on a deep level and made sure our campaigns were successful. For example, having a thorough grasp of consumer behavior allowed me to create ads that successfully addressed the needs and goals of the target audience.

In addition, my knowledge of market trends, which I gained in the classroom, enabled me to offer insightful commentary to clients. My ability to see new trends and foresee changes in the market environment was crucial in assisting our team in developing proactive tactics that kept our customers one step ahead of the competition. I was able to close the gap between what I learned in school and what I encountered in real-world marketing circumstances by combining my theoretical knowledge with practical experience.

It became instinctive to smoothly apply principles learned in the classroom—such as "How to attract target audience," "Identify competitor," and "Competitor analysis"—to real-world marketing scenarios. This integration improved my work experience and made it easier for me to understand the subtleties of marketing. It made it possible for me to participate successfully, offer insightful analysis, and develop all-encompassing plans that complemented the Company's client-centered methodology.

I have no doubt that my educational background and the practical experience I obtained at the company have prepared me for a successful career in marketing. Through integrating theoretical knowledge with real-world application, I have refined my abilities and created a career path that combines the intangible and the theoretical in the ever-changing field of marketing.

Chapter Three: Self Reflection

3.1 Positive and Negative Aspects of the Organization

The lively, dynamic environment of the business perfectly matched my career goals. New obstacles that pushed both professional and personal growth arose every day. Colleagues enthusiastically shared their knowledge in a collaborative culture that fostered lifelong learning and development. I really appreciated the company's focus on practical experience since it allowed me to work directly with customers and support their success. It was very admirable how willingly my teammates guided and supported me when I encountered difficulties.

The Company's drive on coming up with creative concepts was one of the things I loved. The setting fostered an atmosphere where all opinions counted, pushing me to think creatively and unconventionally. My professional development was further enhanced by my unwavering desire to better my job and boost efficiency, which improved my project management abilities and general effectiveness.

Nevertheless, there were times when the negative comments overpowered the compliments. While progress requires constructive criticism, it is also critical to strike a balance between acknowledgment and feedback. I occasionally found myself pining for more positive reinforcement when I was not given credit for a job well done, which might occasionally result in lack of motivation.

3.2 Opportunities for Development and Possible Applications

Upon reflection, I see that I might have been more aggressive in my approach to customers by bringing in more innovative ideas. I now see that proactive involvement is essential for innovation

to flourish, and my unwillingness to speak up about my ideas may have stifled chances for ground-breaking efforts. This realization has motivated me to consistently cultivate a creative attitude and take advantage of each opportunity to offer original solutions.

Furthermore, I admit that the company may have benefited more from my expertise in competition analysis and market research. My scholastic experience equipped me with analytical abilities that I might have used to provide customers better insights and help them keep ahead of market trends and new competitors. Had these analytical insights been included into advertising, the results may have been even more significant.

3.3 Objectives for the Future and Company Recommendations

I am committed to develop with an emphasis on reaching greater efficacy and efficiency. My motivation stems from my aim to comprehend client needs more thoroughly and match my tactics more precisely with their unique objectives. In addition to facilitating easier communication, this proactive approach to client management also helps to build stronger bonds of trust and collaboration with clients. My goal is to become even more strategically involved in the Company's activities by honing my talents and making sure that our campaigns continuously surpass client expectations. As I consider what I have learned, I also provide suggestions that I think would improve the Company's Job program. I advise looking at opportunities for mentoring and training that are specialized in skills and catered to the unique strengths and growth areas. Training programs that emphasize creative problem solving, adept data analysis, and efficient customer service can be crucial in producing well-rounded marketing experts. In addition, the implementation of mentorship programs would provide a venue for experienced professionals to offer tailored advice and insights, allowing them to get the most out of their Jobs. To sum up, my

experience working as a full-time employee at this company has given me a wealth of knowledge about the ever-changing educational industry. The organization's client-centered strategy, innovative emphasis, and collaborative atmosphere have really helped me improve. Despite acknowledging my shortcomings, I am dedicated to proactively coming up with original ideas and using my analytical abilities to propel accomplishment. I am committed to improving my project management skills and expanding my comprehension of customer demands in the future. Through the integration of these insights, the business may improve its Job program even further, therefore fostering the development of future marketing professionals.

I gained knowledge on how to create contents that appeal to the target market and successfully emphasize the benefits of the product. This frequently means identifying the target markets for different items and adjusting the ad material accordingly.

In addition, I also learned how the whole industry works and how fantastic future it holds!

Chapter Four: Personal Development Plan

4.1 Future Plan of Action and Professional Goals

With an eye toward the future, my personal development plan comprises a strategic approach to improving my skill set and laying the groundwork for meaningful strategic growth contributions from businesses through effective marketing campaigns. My immediate plan is to keep moving forward in the marketing Company industry because I want to have a thorough understanding of the complex mechanisms involved in communication.

I am committed to learning everything I can about how imaginative ideas are turned into real commercials, how client communications are managed, and how tactics are developed to successfully attract viewers. This bottom-up strategy aligns with my view that gaining a thorough grasp of the fundamentals of marketing is a prerequisite to go further.

4.2 Enhancement of Technical and Social Skills

In order to provide a strong basis for my future marketing profession, I have devised a strategy to enhance a variety of people and technology abilities. Developing my project management abilities is one of my top goals. My deep understanding of project management will enable me to handle challenging campaigns with ease, guaranteeing on-time delivery and outstanding outcomes. Together with this technical proficiency, I will be an expert in data analysis tools, allowing me to extract insights that support data-driven decision-making. Knowing how to use marketing analytics software will enable me to analyze campaign results and make tactical changes. Furthermore, I recognize that effective interpersonal skills are essential for a successful marketing profession. I intend to improve my abilities in negotiation and dispute resolution since I know that

developing solid client connections is mostly dependent on good communication and negotiation. These abilities will improve my capacity to explain plans, respond to client inquiries, and sustain productive partnerships.

4.3 Long-Term Vision

As my career develops, I see myself moving from the Company world to a corporate setting after a few years of intensive training. My logic for moving on with this is based on my conviction that via thoroughly comprehending the Company side, I would be able to see the marketing process from a comprehensive angle. This will serve as the cornerstone on which I may later enter a corporate setting and contribute from many angles. I will become immersed in the strategic and creative aspects of marketing by first concentrating on the Company. I will discover later in the corporate world how these tactics fit into larger company objectives and acquire understanding of the wider ecosystem.

To sum up, the focal point of my personal development strategy is the deliberate pursuit of improving both my technical and interpersonal abilities. Learning project management techniques, data analysis software, and interpersonal skills like conflict resolution and negotiation are all necessary for this trip. With this strong skill set, I hope to make a name for myself in the marketing industry and develop a deep grasp of communication.

Part B

Topic Name: **Assessing Color Vision Defect Practices in Marketing & Branding
by Bangladesh Marketing Agencies**

Executive Summary

The methods used by Bangladeshi marketing firms to solve Color Vision Defects (CVD) in the context of branding and marketing are examined in this paper. The study intends to evaluate the knowledge and comprehension of CVD among these agencies as well as the attention paid to people with CVD while creating marketing campaigns. The study used a descriptive research approach, gathering data from people in various jobs across different marketing agencies in Bangladesh using surveys, questionnaires, and one-on-one interviews. The research concludes by highlighting how critical it is that Bangladeshi marketing firms identify and cater to colour vision deficiencies in their branding and marketing plans. Using inclusive techniques increases accessibility and broadens the audience that marketing campaigns may reach, increasing their effect. The suggested guidelines function as a roadmap for establishing a more comprehensive marketing environment in Bangladesh.

Chapter One: Introduction

1.1 Research Title:

Assessing Color Vision Defect Practices in Marketing & Branding by Bangladesh Marketing Agencies.

1.2 Research Objective:

The aim of the study is to investigate the methods Bangladeshi Marketing agencies apply when they work, do they practice the color vision defect while doing marketing of a brand or product, how this thing affects a brands marketing tactics and does it important for the brand and customers? Etc. To evaluate the awareness and understanding of Color Vision Defect within Bangladeshi Marketing Agencies and most importantly, to assess the extent to which marketing materials, including digital and print media consider the needs of individuals with Color Vision Defect.

In precise, the objectives are:

- To evaluate the awareness and understanding of Color Vision Defect (CVD) within Bangladeshi marketing agencies.
- To assess the extent to which marketing agencies consider the needs of individuals with Color Vision Defect (CVD) while designing marketing campaigns.

1.3 Research Context

Color is something which plays a big role in our life. Just like that it also plays an important role when it comes to branding of a company. It holds the power to change emotions, make brand identity and specially influence the target market. Sometimes a marketing campaign's success relies on the color they are using and if the color is acceptable to all the consumers. But despite all the activity and vibrancy in Bangladesh's marketing scene, there is one important problem that gets overlooked all too frequently: how color vision impairments affect branding and marketing efforts. A large percentage of people worldwide suffer from color vision insufficiency, sometimes referred to as color blindness. Like in many other nations, a significant portion of the population suffers from this illness in Bangladesh. This research contextualizes its exploration within the realm of color vision deficiencies on marketing and branding. It will also help to know about the existing situation and potential areas for improvement within the Bangladeshi marketing industry.

1.4 Research Question

- To what extent marketing agencies consider the needs of individuals of Color Vision Defect (CVD) while designing marketing campaigns?

Problem Statement

At the center of this study's inquiry is a key question: do Bangladeshi marketing agencies evaluate color vision defect practices in branding and marketing, or not? Why does this matter? both for the audience or customers and the brand. Motivated by this overarching topic, the study endeavors to unveil the nuances involved in crafting marketing campaigns that organically resonate with each individual in the target demographic. The primary objective is the discovery of insights. In summary, this research embarks on a journey to evaluate the awareness and understanding of CVD

(Color Vision Defect) within Bangladeshi Marketing Agencies. Also, to assess the extent to which marketing materials including digital and print media consider the needs of individuals with CVD.

Chapter Two: Methodology

2.1 Type of Research: Research can take many different forms, such as exploratory, descriptive, and narrative. I have decided to do a **Descriptive** study because it seems like the most insightful form to me, and it will also enable me to better understand why individuals are interested in the subject of my research. Therefore, I decided to gather information from people through questionnaire I have made and interview people from different agencies in Bangladesh for my study since I believe this will allow me to obtain more information. People will answer any question that comes to mind during an interview or because I can see how they behave when answering these kinds of questions, it will be easier for me to determine the answer to the research question. In conclusion, descriptive research is important for giving a proper insight of a subject by characterizing employing methods like content analysis, surveys, observation, and case studies to examine its characteristics, behaviors, and trends.

Descriptive research may be conducted using a variety of techniques. We will be following:

➤ Surveys and Questionnaires:

Surveys involve collecting data from a sample of participants through a set of standardized questions. The questionnaire had many kinds of queries aimed at gathering information on user attitudes, inclinations, and actions. We asked people about their experience and recommendation about our topic and very insightful responses.

- **One to one interview:** One to one interview plays a important role when it comes to know about someone's opinion, saying or viewpoint. It is a very popular method of descriptive research and in this study, we have done it.

2.2 Research Design:

This study embraces **Quantitative Research** to get information and to evaluate the awareness and understanding of CVD among Bangladeshi marketing agencies. Using this approach, the study provides a thorough examination of experiences, responses, and comments, describing the effectiveness of marketing initiatives in evaluating color vision defect practices in Bangladeshi marketing agencies' branding and marketing campaigns. This research gives analysis of numerical information.

2.3 Methods: Sampling, Data Collection, and Analysis

Sampling: To choose participants for this research, **Convenience** sampling included choosing those who are most accessible or easily reached. To capture a diverse range of point of view and insights about color vision defect practices in marketing & branding by Bangladeshi marketing agencies, the sampling strategy aimed to gather all opinions from working experience in the industry. In this data collection process. I have chosen around 20 Company people to get their opinion about the awareness and understanding of CVD among Bangladeshi marketing agencies. They are from different agencies and different experiences even if it is the same industry.

Data Collection: The data was collected from different people from different positions of different agencies of Bangladesh. Several marketing agencies were selected and the companies work for different brands branding and make advertisements. The reason behind collecting the data from

them because they are the people who can give the actual insights about the topic. We have followed these techniques to gather the information from them:

- Surveys and Questionnaires
- One to one interview

Analysis: To get valuable insights, a thorough analysis of the collected data was conducted. While qualitative comments were subjected to thematic analysis, classification, and interpretation to reveal recurrent themes, quantitative replies were statistically analyzed to uncover numerical patterns. This study will be conducted by Quantitative way.

Chapter Three: Findings and Discussion

3.1 Findings & Discussion:

Regarding the Color Vision Defect Practices, the survey data offers a patchwork of opinions and preferences. This diversity of responses underscores the importance of practicing color vision defect when agencies make advertisements or printout posters. Furthermore, the answers gathered from the survey and interview is insightful too.

Here are the major findings we have gathered from the questionnaire and one to one interview:

1. Name of the organizations

Name of the organization you work.

20 responses

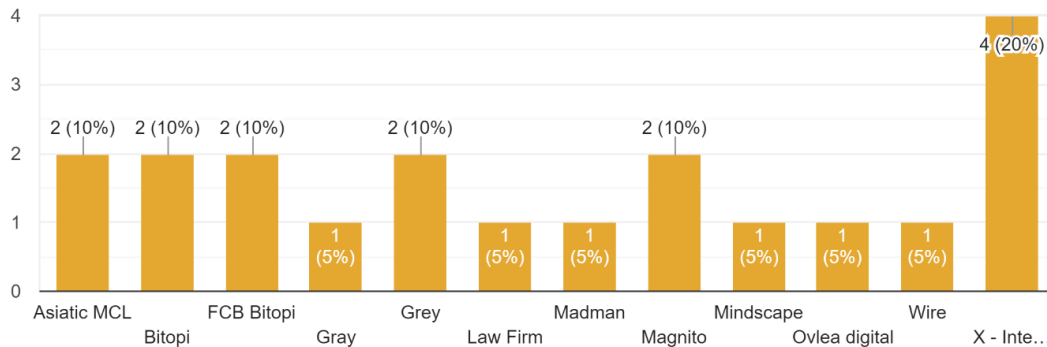


Figure 1.1 - Name of the organizations

A deeper look at our survey respondents' user profiles is necessary to comprehend their context.

We have collected data from different people & different companies. The companies are: Asiatic MCL, FCB Bitopi, Grey, Madman, Magnito, Mindscape, Ovlea Digital, Wire and lastly X - Integrated Marketing Company.

2. Designations/Positions in workplace

Your Designation/Position in your workplace.

19 responses

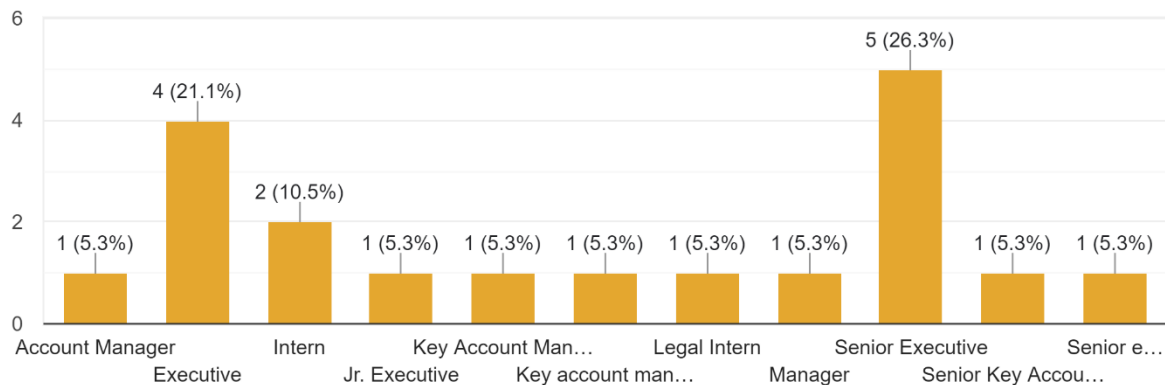


Figure 1.2 - Designations/Positions in workplace

Participants in this poll included people in a variety of roles within their organization, which helped with data collection and opinions. About twenty persons provided data to us. Everyone participated in this, from interns to senior executives.

3. Years of experience

How many years have you been working in the marketing agency?

20 responses

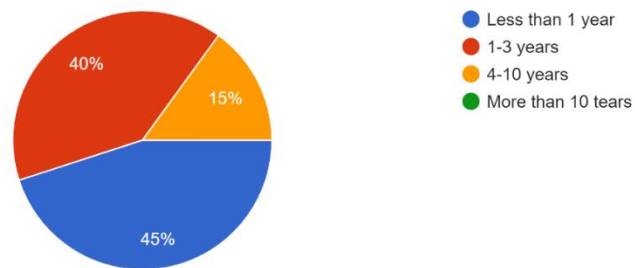


Figure 1.3 - Years of experience

The survey's findings provide insight into how aware our respondents were of the campaign. Of the 20 respondents, 40% have 1-3 years of experience in the marketing Company. Even though 45% people are new to the industry, it was lucky to get data from the rest of the 15% who are working in this industry for 4-10 years!

4. Familiarity with the term CVD

Are you familiar with the term "Color Vision Defect / Color Blindness" ?
20 responses

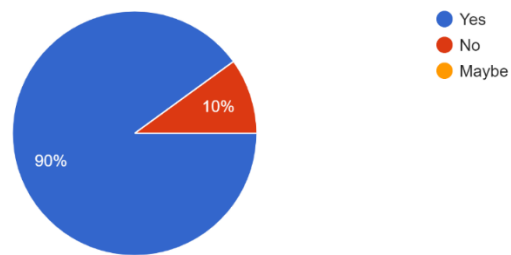


Figure 1.4 - Familiarity with the term CVD

In response to the question of familiarity with the term CVD, 90% of the people from 20 people have responded positively, while 10% of people do not know about the term. This indicates that even if most of the people know about the term, while very short number of people do not know about the term.

5. Considering color vision defects when creating marketing materials or branding

Do you consider Color Vision Defects when creating marketing materials or branding?
20 responses

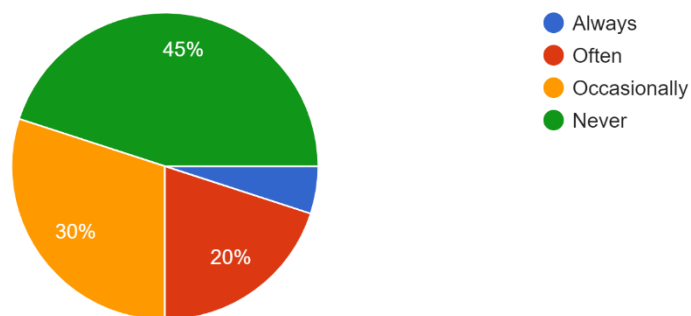


Figure 1.5 - Considering color vision defects when creating

marketing materials or branding

In terms of finding the consideration of “Color Vision Defect” when creating marketing materials or branding, there has been a very low percentage since the beginning. People are not that much concerned about the issue and they are focusing on the regular or normal customers or consumers. Though, some of them know about the necessity of CVD but they hadn’t have the chance to implement

6. Opinion on CVD impacting a marketing campaigns effectiveness

Do you think Color Vision Defects impact a marketing campaigns effectiveness?
20 responses

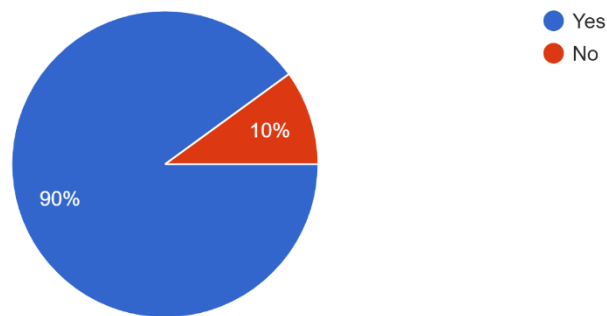


Figure 1.6 - Opinion on CVD impacting a marketing campaigns effectiveness

When we asked the people that if they think that CVD impact a marketing campaigns effectiveness, 90% of them were positive and said yes, it does. The survey's findings provided insight into respondents' opinions on the subject. Rest of the 10% peoples thought was otherwise.

7. Opportunities for marketing agencies to improve practices in this regard

What are the opportunities for marketing agencies to improve practices in this regard?

20 responses

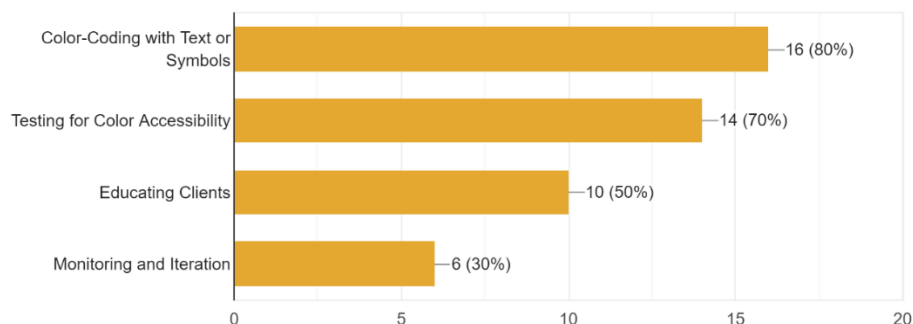


Figure 1.7 - Opportunities for marketing agencies to improve practices in this regard

To better understand the background of our survey participants, we must explore what they think about the opportunities for marketing agencies. How can they improve regarding the issue. After we get the result of the questionnaire and interview result, we see that the results shed lights on the “Color-Coding with Text or Symbols” most which means they want this to be get done first. Then serially comes Testing for color accessibility, educating clients and lastly, monitoring.

8. Consideration of CVD while making “Logo, KV, Dynamic” for digital marketing

When you make "Logo, KV, Dynamic" for digital marketing, do you consider it?

20 responses

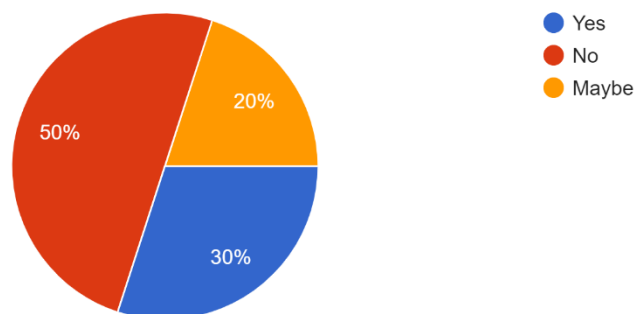


Figure 1.8 - Consideration of CVD while making “Logo, KV, Dynamic” for digital marketing

Regarding how well the campaign is going to be, images and short moving video plays an important role which is kv, dynamic etc. Logo is one of the assets of a company so all of them are important for an organization. When we asked people that if they consider CVD or not when they do digital marketing, 50% said no which clears that how much we should educate people about the issue.

9. Importance of conduct surveys after a product has been launched in the market to gather feedback

"On a scale from 1 to 7, where 1 indicates 'Strongly Disagree' and 7 indicates 'Strongly Agree,' please rate the following statement: I believe it is impor... has been launched in the market to gather feedback.

20 responses

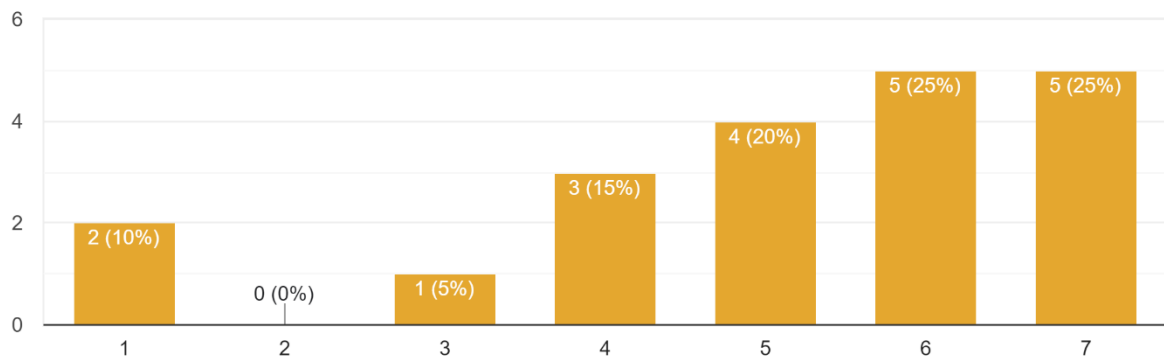


Figure 1.9 - Importance of conduct surveys after a product has been launched in the market to gather feedback

We had a favorable answer when we asked them whether they thought it was vital to conduct surveys after a product was out into the market. Most respondents firmly agreed with the statement.

Chapter Four: Recommendations

After doing the survey, we came to know that there are still a significant number of people who do not know about Color Vision Defect. We need to educate people about the topic first and create awareness as much as possible. Additionally, the marketing Company must know that the people who have color vision defect also deserves to see the advertisement, they are the potential customers too.

Additionally, here are the recommendations which are much needed:

1. Learning Projects
2. Understanding CVD During the Design Process
3. Consultation and Instruction for Clients
4. Post-Launch Analysis 5. Ongoing Improvement
6. Endorsing Design Features That Are CVD-Friendly
7. Industry Cooperation and Standards
8. Research and Development Expenditure

Chapter Five: Conclusion

Several significant findings have emerged from the extensive study Bangladeshi marketing agencies carried out to evaluate color vision deficiency practices in branding and marketing. The

purpose of the study was to assess the agencies' knowledge, consideration, and effect on marketing campaigns of Color Vision Defect (CVD).

The results indicate a notable deficiency in marketing materials' recognition and provision for those with color vision impairments. Even though most of the respondents were aware of CVD, very few branding and marketing strategies really take CVD dynamics into account. This shortcoming draws attention to a place where the industry can do better.

The survey also highlights the respondents' general agreement that CVD does affect marketing campaign efficacy. It highlights how agencies must change their attention to inclusion by including CVD into their design procedures.

The suggestions that come from this study are meant to close this disparity and create a marketing environment that is more diverse. The implementation of education and awareness campaigns, the incorporation of disability-related concerns in the design stage, client engagement, post-launch analysis, and continuous improvement tactics are crucial measures in guaranteeing increased accessibility and audience reach.

The study essentially emphasizes how urgent it is for Bangladeshi marketing firms to recognize and take color vision deficits into account when developing their branding and marketing strategies. Adopting an inclusive stance increases the efficacy and impact of marketing initiatives in addition to reaching a wider audience. The proposed guidelines function as a guide for creating a more successful and inclusive marketing environment in Bangladesh.

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Assessing Color Vision Defect Practices in Marketing & Branding by Bangladesh Marketing Agencies

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Appendix A

Survey Questionnaire

1. Your Name.
2. Name of the organization you work.
3. Your Designation/Position in your workplace.
4. How many years have you been working in the marketing agency?
 - Less than 1 year
 - 1-3 years
 - 4-10 years
 - More than 10 years
5. Are you familiar with the term "Color Vision Defect / Color Blindness"?
 - Yes
 - No
 - Maybe
6. Do you consider Color Vision Defects when creating marketing materials or branding?
 - Yes
 - No
 - Maybe
7. Do you think Color Vision Defects impact a marketing campaigns effectiveness?
 - Yes
 - No
8. What are the opportunities for marketing agencies to improve practices in this regard?

- Color-Coding with Text or Symbols
- Testing for Color Accessibility
- Educating Clients
- Monitoring and Iteration

9. When you make "Logo, KV, Dynamic" for digital marketing, do you consider it?

- Yes
- No
- Maybe

10. "On a scale from 1 to 7, where 1 indicates 'Strongly Disagree' and 7 indicates 'Strongly Agree,' please rate the following statement:

I believe it is important to conduct surveys after a product has been launched in the market to gather feedback.

11. Additionally, please consider your perspective regarding color vision defects, if any.

Job Proposal Form

Name:	Mainur Rahman Masum
ID:	191011212
Semester (Spring/Summer/Fall)	Fall
Department:	USB (BBA)
Supervisor's Name (Faculty):	Mohammad Tawhid Reaz
Organization Name:	UDP Education & EDP Overseas
Internship Title:	Assessing Color Vision Defect Practices in Marketing & Branding by Bangladeshi Marketing Agencies.

Student's signature & date

Supervisor's signature & date



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Study | Work | Settle

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Letter of Offer for Employment

EDP Overseas

Australia Office: *Level 14, 3 Parramatta Square, 153 Macquarie Street, Parramatta NSW 2150, Australia*

Bangladesh Office: *Level 3 (Annex Building), House 39A, Road 8, Dhanmondi, Dhaka 1209, Bangladesh*

UDP Education

Level 3 (Annex Building), House 39A, Road 8, Dhanmondi, Dhaka 1209, Bangladesh

20 September 2023

Mainur Rahman Masum

House 58/16, West Sultanganj, Mohammadpur, Mohammadpur-1207, Dhaka

Re: Offer of Employment

Dear **Mainur Rahman Masum**,

Congratulations! We are pleased to offer you the position of **Marketing and Administrative Assistant** with EDP Overseas, and UDP Education as a full-time employee for a fixed term for 12 months starting from 20 September 2023.

Please find attached your employment contract which provides the terms and conditions for your new position. At a minimum, your terms and conditions are in accordance with the employment law of Bangladesh.

If you have any questions about your employment, please contact us on +61 (0) 404 473 387/+880 1716 549 757, and/or +880 1711 172 000/+880 1894 761 515/+880 1970 761 516

**Australia Office:**

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UDP Education

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✉ admissions@udpeducation.com.au

🌐 www.udpeducation.com.au

Employer signature

Md A H Imam Hasan

Partner, UDP Education

Employer name

Acceptance of Offer

I, Mainur Rahman Masum:

- have read and understand the terms and conditions in the attached employment contract.
- have discussed any issues I have with these terms and conditions with my employers, and they have considered and responded to any issues raised.
- have received a copy of the contract and this letter of offer for my records.

Employee signature

13.12.23

Date