



ULAB

UNIVERSITY OF LIBERAL ARTS
BANGLADESH

MEDIA STUDIES AND JOURNALISM DEPARTMENT

INTERNSHIP REPORT

NAME: FARIZA EKRAM

ID: 193012057

TERM: SPRING 2024

COURSE CODE: MSJ11498, MSJ11499

HOST ORGANIZATION: MADMEN DIGITAL AGENCY



SUBMISSION DATE: 22.04.24

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Student Details

Name	Fariza Ekram
ID	193012057
Department	Media Studies and Journalism
Major Concentration	Public Relations
Minor Concentration	Sustainable Development
Career Objectives	I would like to grasp the marketing and advertising industry of our country and expand my knowledge to global standards. My main focus is to bring diverse change in the landscape of Bangladesh's advertising industry.

Internship Details

Host Organization	Madmen Digital Level: 2, House: 10, Road: 23/C, Gulshan 1, Dhaka 1212
My Working Session	Planning
Supervisor	Zahid Alam Shovon, Head of Planning
Designation	Intern
Start Date	January 22, 2024
End Date	April 22, 2024
Hours Per Week	40+
Total Working Period	Approximately 13 Weeks

Acknowledgment

Over the last three months, I have gained experience that has helped me to understand and grow in the agency industry. I have had the pleasure of being a part of such a wonderful agency where I completed my internship under such wonderful guidance.

I wish to extend my sincere gratitude to Mr. Zahid Alam Shovon, Head of Strategic Planning, Madmen Digital, and also my Supervisor, for his endless guidance, support, understanding, and most importantly for being the mentor I needed during this very internship period.

I wish to extend my profound gratitude to my internship Supervisor A F M Moniruzzaman Shipu Sir, University of Liberal Arts Bangladesh for his valuable guidance and support during my internship. He has been nothing but understanding and kind throughout this journey.

I wish to extend my genuine gratitude to the entire Madmen Digital team for welcoming me with so much warmth into the office and for ensuring a safe work environment throughout. The amount of understanding I received from the team deserves such acknowledgment.

My warm gratitude to my family and friends for pushing and guiding me throughout this journey.

Finally, I would like to thank The Almighty Allah for the abundant blessings He has bestowed upon me during this time.

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: Fariza Ekram
ULAB ID: 193012057

Signature Fariza



MSJ042

INTERNSHIP REPORT APPROVAL FORM

Student Name Fariza Ekram ID No. 193012057
 Major: Public Relations Year: 2024
 Local Phone: 01402861414 Email: farizaekram18@gmail.com

INTERNSHIP/PROJECT INFORMATION

Internship Organization/Project: Madmen Digital
 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: 15/04/24
 Name: A F M Moniruzzaman Shipu Title: Assistant Professor
 E-mail: afm.moniruzzaman@ulab.edu.bd Phone: +880 1711-272437

Introduction

Over the course of my internship, I had the opportunity to immerse myself in the dynamic world of digital marketing, a field that has become increasingly vital in today's global landscape.

As a student pursuing a degree in Public Relations, I embarked on this internship journey with a fervent desire to expand my knowledge and practical skills within the realm of digital marketing. With the guidance of seasoned professionals at Madmen Digital Agency, I engaged in various projects aimed at understanding and harnessing the power of digital platforms to communicate brand messages and engage with target audiences effectively.

This report is a collection of my efforts, showcasing eight of my most notable project works out of a total of twenty undertaken during my internship tenure. Each project served as a learning opportunity, allowing me to apply theoretical concepts from my academic studies to real-world scenarios while gaining invaluable insights into the nuances of digital marketing strategies.

In today's fast-paced and increasingly digitalized world, understanding the intricacies of digital marketing is very important for individuals and organizations alike. The advent of social media, content marketing, and other digital tools has revolutionized the way businesses communicate, interact, and compete in the marketplace. Therefore, for a budding professional in the field of communication like myself, acquiring proficiency in digital marketing is not just advantageous but imperative for future success.

Madmen Digital Agency, provided me with an ideal environment to cultivate my skills and understanding of digital marketing practices. With its reputation for innovation, creativity, and client-centric approach, Madmen Digital served as the perfect place for my professional growth. The agency's commitment to delivering results-driven solutions tailored to the unique needs of each client resonated deeply with my aspirations for impactful and meaningful work.

Throughout my internship, I was fortunate to collaborate with a diverse team of talented individuals who not only imparted their knowledge and expertise but also fostered a culture of collaboration, creativity and continuous learning.

In conclusion, this internship report serves as a testament to the invaluable experience and lessons learned during my tenure at Madmen Digital.

Expectations/Objectives

My main goal was to gain hands-on experience and insight into the professional world, moving beyond theoretical knowledge and classroom learning. Upon beginning my internship, I was assigned to the planning team. Drawing from the company's name and its industry, the following were my expectations/objectives:

- Understand workplace dynamics
- Understanding the dynamics of client-agency relationships
- Developing skills in client interactions and management
- Grasping meeting protocols and etiquette
- Comprehending the significance of planning and its role in campaign execution
- Taking on a strong leadership quality

Host Organization

Madmen is a social media marketing agency that provides 360 social media solutions for brands who want to create a marketing presence in the digital space. Madmen Digital is a part of Adcomm Holding Ltd, a legacy of over 48 years across multiple organizations.

Madmen was established in the year 2018 by two individuals, Murtaza Shujauddin and Syed Ahsan Rahat, the two founders of the agency. They saw an opportunity to provide performance-driven quality digital solutions to small to medium businesses. The goal evolved into providing similar fast-paced performance-driven digital solutions to small and big businesses and organizations.

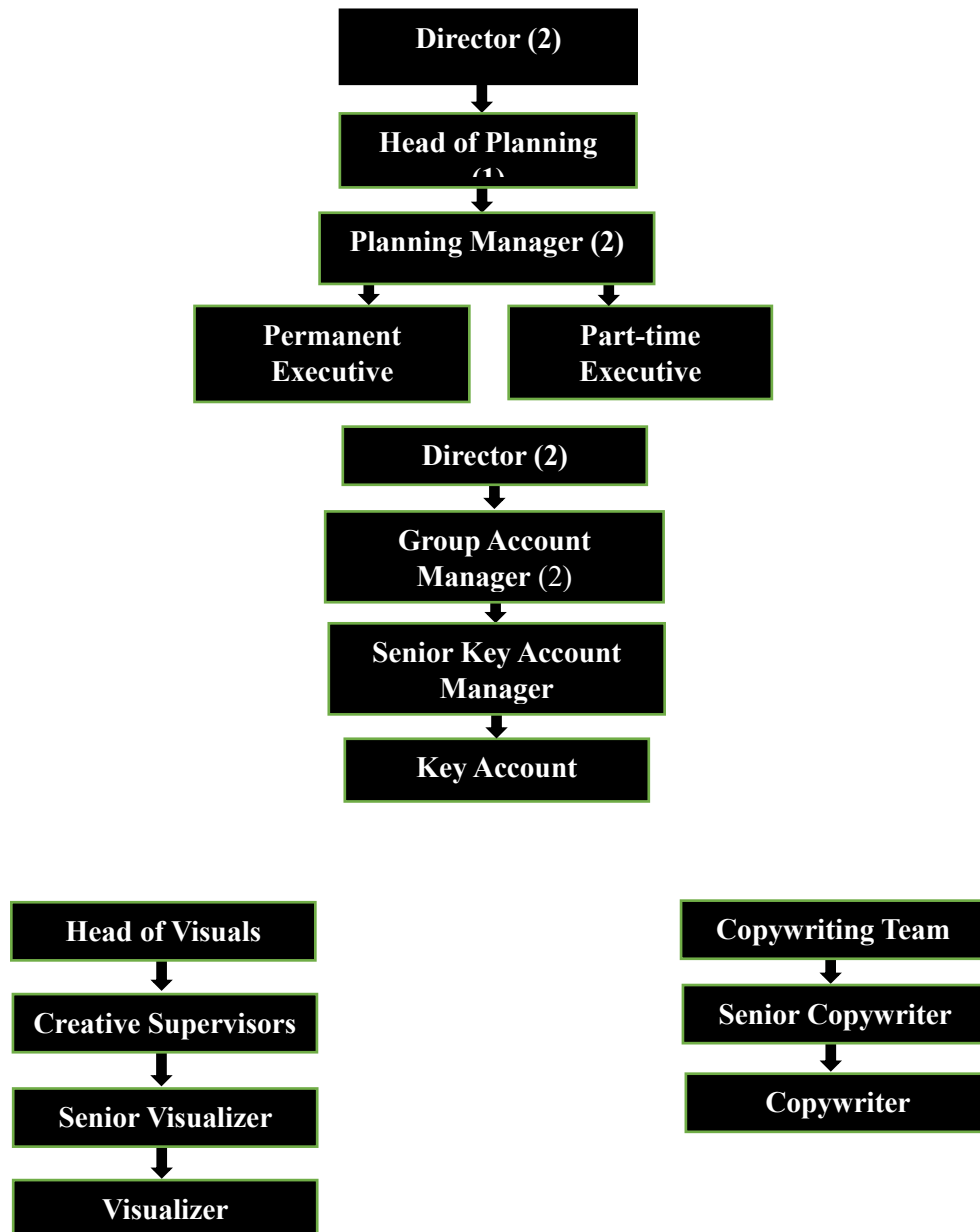
Their services are very extensive in terms of digital solutions. Digital marketing and content creation, branding and creatives, production and photography, web design and development.

Over the years, they have had remarkable achievements in the industry as well. They won titles as Best Campaign by New Agency, Best Native Campaign, Small Budget Media Campaign, Best Use of Data and Analytics, Best Use of Facebook, Best Use of Influencers, Rural Marketing, Brand Marketing, etc. In total Madmen has contribution in launching 110 social campaigns, 12 websites and are involved with 60 client companies.

The client list of Madmen is as follows: Unimart, Brac Bank, Veet, Arla Dano, MGI, Chef's Table, Foodpanda, Crisp, Domino's Indulge, Greens and Seeds, So Juicy, Bbq, AKS, Pran Frooto, Happy Nappy, Seven Rings Cement, TVS, Brac, Akash Digital TV, UniGas, GNext, Walton, Nazimgarh, Yadea and so on.

The work environment of Madmen is very friendly and adjustable. The teammates and even higher officials, all are very cooperative and respectful towards each other. They maintain a very casual easy environment for people to feel more at ease during work.

Company's Organogram



Tasks

I have been working at Madmen since 22nd January 2024 as an intern in the planning team. My responsibilities entailed:

- Formulate content plans for new client proposals
- Design communication routes and branding strategies for new clients
- Generate campaign concepts and oversee execution for existing clients, focusing on various occasions
- Generate trendy reel ideas and execute the making of the reels
- Participate in meetings and take notes
- Engage in brainstorming and idea-sharing sessions with individual teams
- Designing and organizing presentation decks for clients

Project Details

No. of projects completed: 20

No. of project published: 08

Project-1

Project Name: Shokti+ Ramadan Campaign Strategy Plan

Client: GDFL – Grameen Danone

Start Date: 29/01/2024

End Date: 8/02/2024

Presentation Date: 15/02/2024

Project Overview: Campaign strategy/concept development for Ramadan-based Product Benefits and others for newly launched products: Sour Yogurt, Ghee, and Soft Drink Powder.

At the close of January this year, GDFL Shokti+ approached Madmen to devise a campaign strategy specifically tailored for Ramadan, focusing on their recently introduced products: sour yogurt, ghee, and soft drink powder. Our pitch included not only conceptualizing the campaign but also formulating plans to connect with retail consumers both online and offline, devising a comprehensive digital engagement strategy, and creating at least one sample static for each product category. Our task was to present a communication plan that demonstrated credibility and convinced them to choose Madmen as their new client.

My Tasks and Responsibilities: In the initial phase of my responsibilities, I undertook the analysis of the Shokti+ brand and its products. This involved comprehensively examining Shokti+'s presence on social media platforms such as Facebook and Instagram. Additionally, I delved into analyzing three competitors to identify market gaps. To lay the groundwork for a robust content ideation plan for the launch, I conducted cohorts for the product, crucial for modeling content strategies and pillars.

My primary task was to devise a content ideation plan for the launch, encompassing various types of posts such as reels, statics, dynamics, UGC, campaigns, and special day posts, all centered around the key products being introduced by the brand. I meticulously outlined a total of twenty distinct ideas covering the mentioned categories. As part of the process, I also created a sample

reel to visually represent the proposed ideas. Collaborating with another team member, we curated three reels for three different products, all of which received enthusiastic approval from the client!

Pitch Requirements:

1. Campaign strategy/concept development for Ramadan based Product Benefit and others for new launched products: Sour Yogurt, Ghee and Soft Drink Powder.
2. Plan to reach Retail consumers online & offline. (Using 50gm Plain Yogurt)
3. Regular Digital Engagement Plan.
4. At least 1 Sample Static for each Product Category.

Image: (1.1): A screenshot of pitch requirements in the GDFL(Grameen Danone) brief

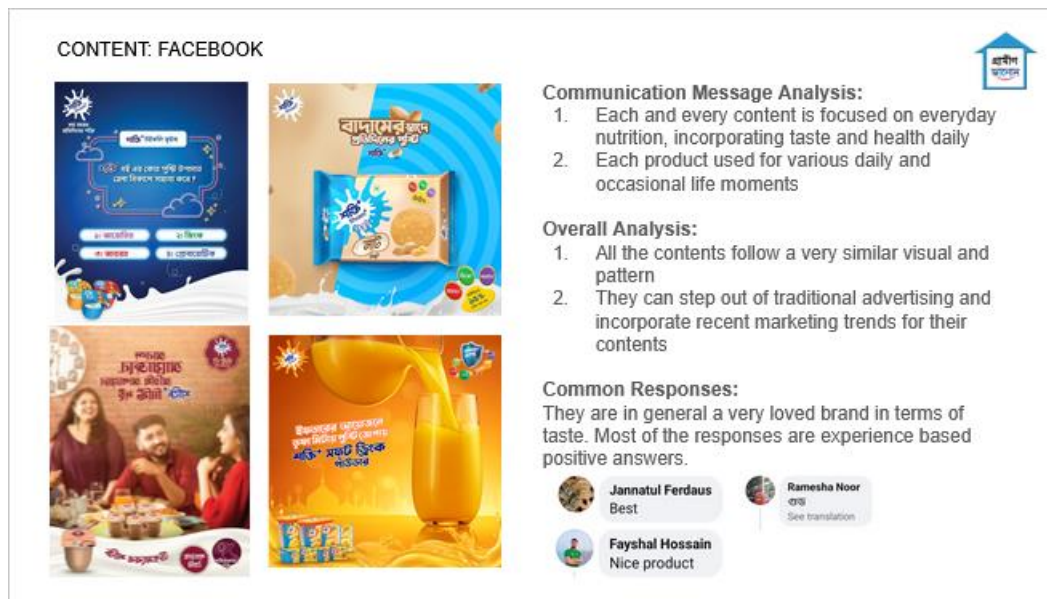


Image: (1.2) A screenshot of **my original** brand Analysis of the Shokti+ Facebook platform

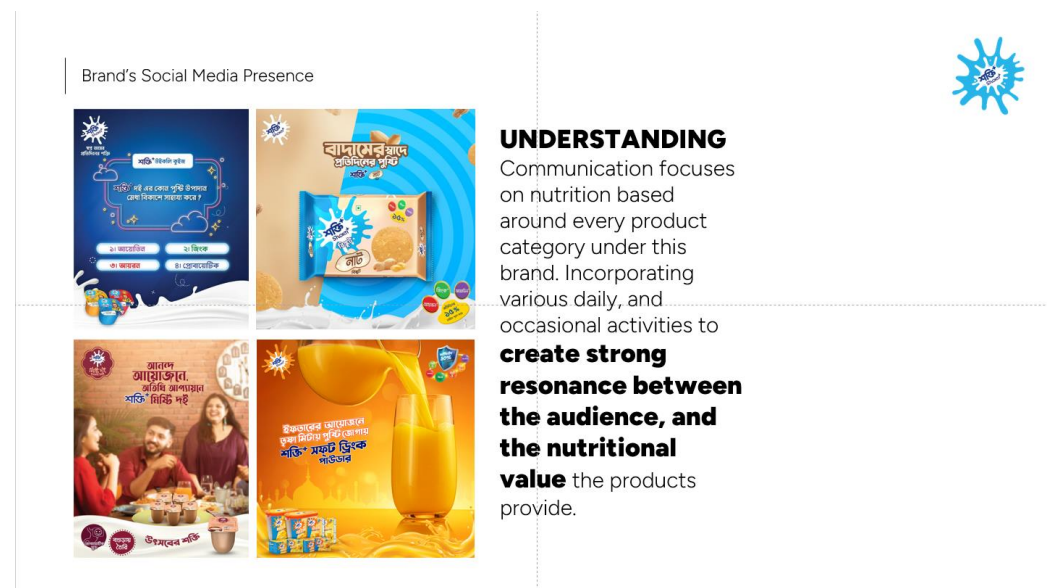


Image (1.3): A screenshot of **my final** brand Analysis of the Shokti+ Facebook platform (based on feedback) in the main deck for the client after receiving feedback from my supervisor

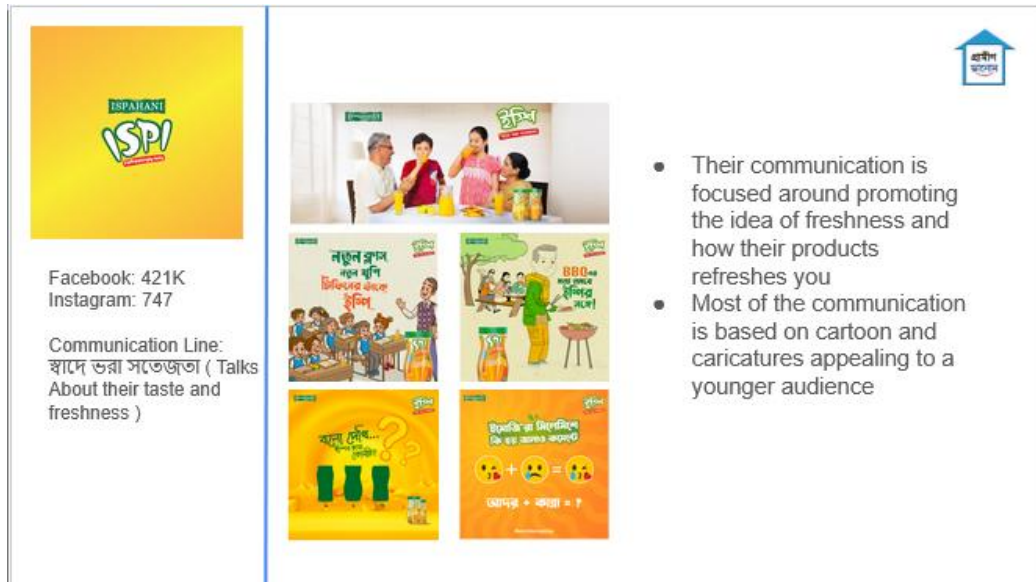


Image: (1.4) A screenshot of my **original** competitor Analysis for Shokti+ Drinking Powder



Image (1.5) A screenshot of my **edited** competitor Analysis for Shokti+ Drinking Powder in the main deck for the client after receiving feedback from my supervisor



COOKING ENTHUSIASTS

Nutritious and affordable ingredients are two of the most important things considered by the people who loves to cook and experiment new recipes. Specially in our country, **shokti +** products such as Tok Doi, Ghee, etc. can be targeted to such cook for their daily life meal prep.

Age: 25-40

Location: Urban, Semi-Urban

Triggers:

- Safe packaging
- Market availability/exposure
- Word of mouth
- Combo offer
- celebrities/food bloggers

Digital Consumption:

- Facebook and instagram
- OTT shows
- Traditional Ads
- YouTube videos
- Reels
- Dramas
- Cooking Reality shows



Image (1.6) A screenshot of one of the three cohort analyses for Shokti+ in the main deck for the client based on instructions from my supervisor

Shokti + Soft Drink Powder

Ramadan Reel Series

Idea:

Every 3 days/ weekly recipe reels using **Shokti + Soft Drink Powder** will be posted

Reference:

<https://www.instagram.com/reel/CQJ7VYyFqMm/?igsh=MXE2ZWRheHB3Nno0Mw%3D%3D>



Image (1.7) A screenshot of one of the original content references for Ramadan reels



মায়ের মমতায় রমজান

MOTHER ASSOCIATION

Creating mother association with ghee during Ramadan for the audience to have the loyalty towards the brand. A motherly figure will give Ramadan based advices during Ramadan where product will be placed time to time.



Image (1.8) A screenshot of the approved Shokti+ Ghee Campaign Execution Idea by me and my project mate

My Mistakes:

- Initially I did not detail out my ideas for the pitch deck. For example: I only wrote the idea for a UGC but not how it should be executed along the way for the brand or on which platform.
- I also did not write a suggested copy for a proposed reel idea.
- As this was one of my first projects I failed to categorize the basic or standard content styles that should be in a launch plan.
- My project manager expressed that I sometimes wrote way too much than necessary when doing analysis.

My Learnings:

- I learned how to detail content plans for a product.

- I learned that as a strategic planner, it is very important to specify how to execute a plan rather than just stating the idea.
- Learned new vocabularies that are important while making a launch plan deck.
- Learned that sometimes it is very important to be precise and concise while analyzing a brand and its competitors.
- Learned some very basic presentation skills required to be a good strategic planner.

Project-2

Project Name: Bkash Community Platform Plan

Client: Bkash

Start Date: 11/02/24

End Date: 17/02/24

Presentation Date: 20/02/24

Project Overview: Amar Bkash a community platform of Bkash required a communication plan along with Bkash User Group and Bkash Merchant group.

During the month of February Bkash approached Madmen to devise a plan for their community platform called AmarBkash, along with two other Facebook groups called Bkash App User of Bangladesh and Bkash Merchant. All of the three platforms already exist and are up and running. What they required from us is to revamp the platforms according to the recent trends of Facebook communities, keeping AmarBkash in main focus. They mentioned that the platforms require content that is specifically tailored to them. Our goal was to create such a communication plan for the platform, to onboard Bkash as one of our clients.

My Task and Responsibilities:

My initial task was to carry out thorough research for all the platforms. Once I was done studying all the platforms and their structure, I conducted a brand analysis to better state the platform and its functions. To carry out brand analysis, I observed the contents of the platforms thoroughly and compiled different types of visual content into one specific PowerPoint deck. The reason behind doing so was to have all the visuals within eyesight so that improvements could be made accordingly. Once brand analysis was done it was important to understand the market gap or in this case, understand what other global communities are doing right or wrong compared to Bkash's community platforms.

My primary task was to devise a content ideation plan for the platforms and to come up with innovative key campaign ideas for AmarBkash. Encompassing various types of posts such as reels, statics, dynamics, user-generated content, etc.

As part of the process, I was tasked to brief the designing and the copy-writing team about the content ideas I had devised for the pitch, as sample content from our end. Prior to the brief I presented the ideas to my supervisor and got enthusiastic approvals on all of them. I also created sample reels to visually represent the proposed ideas. Collaborating with another team member, we curated 5-6 trendy TikTok-friendly reels, all of which received positive comments from the client!

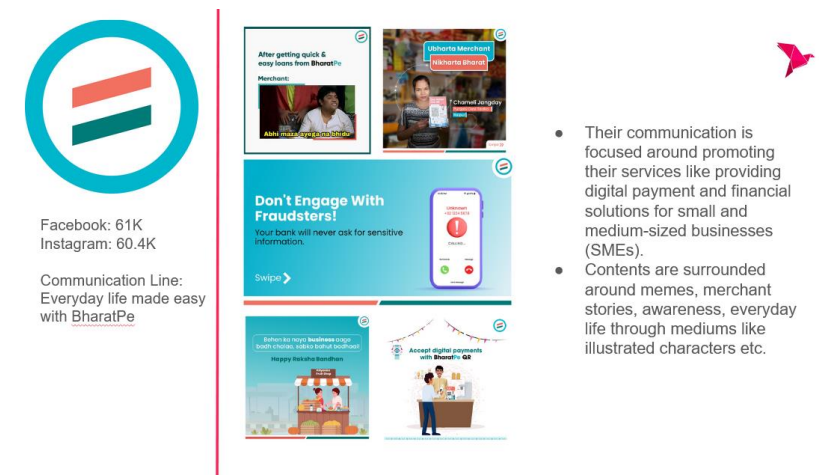


Image: (2) A screenshot of my original competitor analysis for AmarBkash Facebook platform

Amar Bkash Group
31.0K members

- Only posts from brands.
- they don't have a specific post for the community group,
- Individuals are discussing their issues on comment. (Less response from the Brand)
- Random Bkash agents occasionally leave comments on posts for their own gain.



Image: (2.1) A screenshot of **my original** brand analysis for AmarBkash Facebook platform

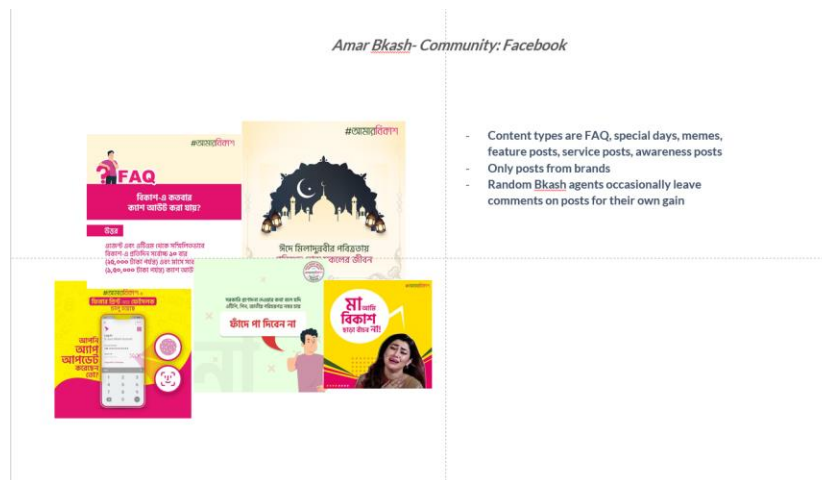


Image: (2.2) A screenshot of **my edited** brand analysis on the AmarBkash Facebook platform for the main pitch deck after receiving feedback from my supervisor

Content Type: Static

Idea: A to-do list where some activities will be jotted down where bKash usage will be incorporated

Copy:

To-Do লিস্ট

- জিম-সকাল ১১.০০ টায়
- ক্লাস-সকাল ১১.০০ টা - বিকাল ৪.০০ টা
- প্রমির bKash-এ সেভ মানি
- সন্ধ্যায় আড্ডা
- গল্পের বইটা শেষ করা



Image: (2.3) A screenshot of one of **my original** content brief for AmarBkash

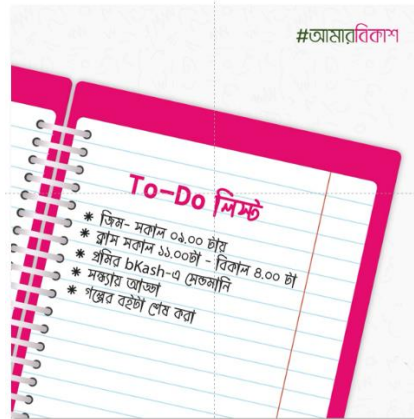


Image: (2.4) Post brief sample content for AmarBkash based on my original idea approved by my supervisor

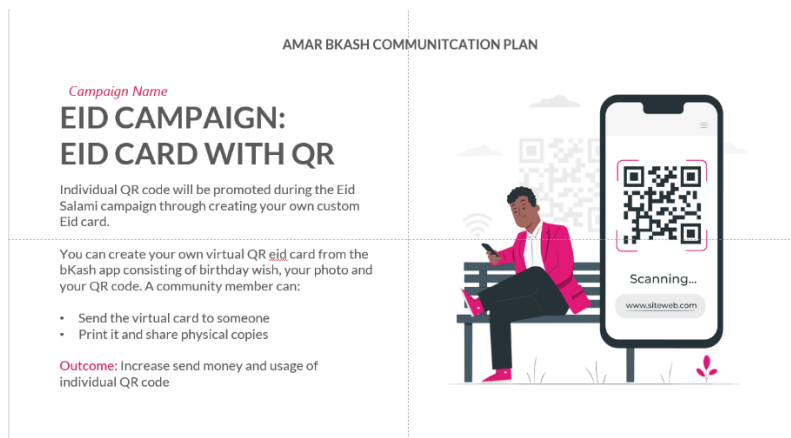


Image: (2.5) A screenshot of a Campaign idea curated originally by me and approved by my supervisor

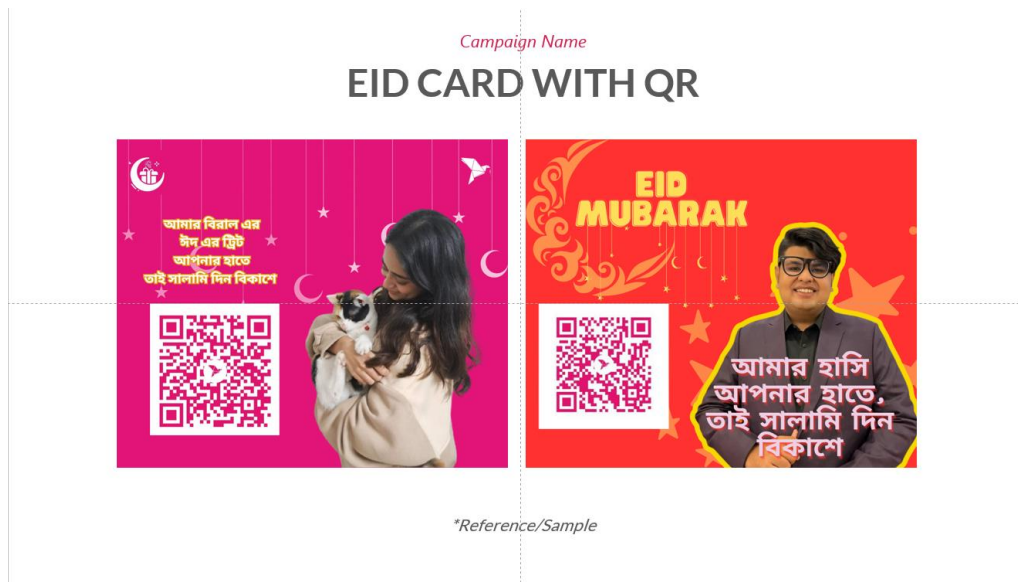


Image: (2.6) A screenshot of Campaign sample content curated by me and approved by my supervisor

My Mistakes:

- Not being thorough enough with the research is one of the mistakes I made during the initial phase of the project. For example: I did not go through every social media platform of AmarBkash at first, which I should have.
- I also did not write copies for content in the initial content plan before the feedback
- At times I failed to express or write down my ideas according to the standard ways a strategic planner should write. For example: the idea for the contents at first was not well detailed for the designers to understand which led to back and forth of information very frequently.

My Learnings:

- As this was one of my big projects where I directly got to work with the head of our team, I learned some of the basic communication patterns required to carry out a successful plan
- I learned a lot about Bkash and its success
- Got to understand the importance of having Facebook communities for every brand and how to curate effective content to bring more people in

- Learned a lot about campaign planning in detail
- Got the experience of communicating with other teams collaboratively for one project
- As this was a project under a time crunch, I got the taste of working under pressure in an agency

Project-3

Project Name: Dano Arla Ready UHT Launch Plan

Client: Arla

Start Date: 03/03/24

End Date: 17/03/24

Presentation Date: 18/03/24

Project Overview: An overall launch plan for Arla Dano's new product called Ready UHT Milk

This particular project task came to me right after my first big project with Bkash. Arla Dano has been Madmen's client for years now. At the beginning of March, they approached us with a new brief for a brand-new product they are looking forward to launching. The name of the product is Ready UHT Milk. They required a full-proof launch plan communication from us to successfully launch their product mid of this year. They initially sent us an already-prepared deck by another digital agency. Their request was to modify any changes required and add more if necessary to it. We were given a follow-up meeting date to get the work done based on the brief.

My Task and Responsibilities: Initially I was given an OVC script by the head of my team. The script entailed the launching initiative of the product. I was then asked to read the script to do some research on UHT milk products and devise a TikTok campaign plan. I thoroughly carried out my research and made a comprehensive TikTok plan for Ready UHT Milk. Once I was done with the first task, I was asked to be more involved in the project than I expected to be. They gave me the deck our client sent us with some important notes on the areas that required modification. I was given full freedom to unleash my creativity in this case. I modified the already planned campaigns and even added some of my own, detailing every launch campaign dedicated to each month for 6 months along the way, starting from the launch month to the end of the launch campaigns. They required campaign introduction, reasonable cause of the campaign, modality of the campaign, and finally collaboration with influencers for exposure of the product. Once my part was done, I handed my work over to my supervisor for any changes required. He seemed very pleased with most of

the work and asked me to present the ideas to the client. After which on the day of the presentation, I successfully along with my supervisor and other higher officials in the meeting, presented my ideas. In general, feedback was positive, however, there were feedback as well. I took notes of all the feedback and worked on amending them till our next follow-up meeting.

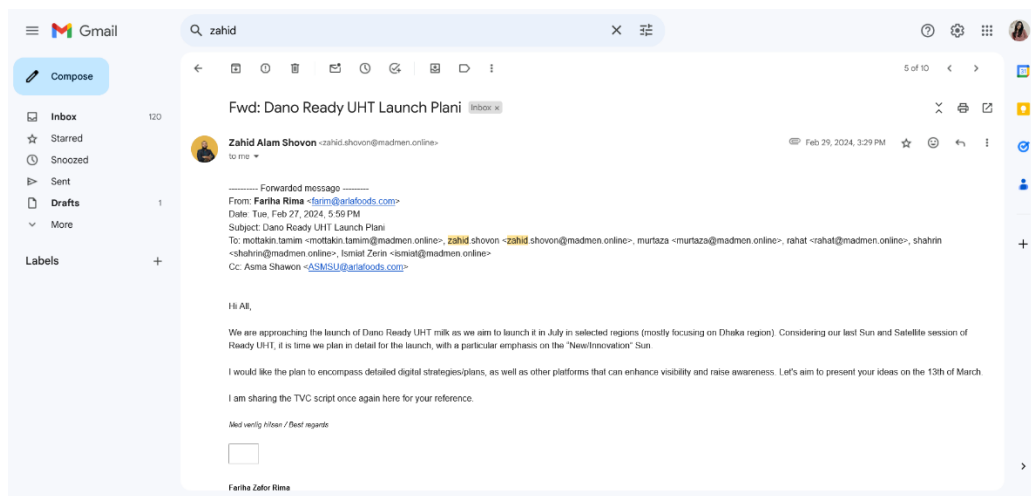


Image: (3) A screenshot of the initial communication with Arla about the launch and OVC shared by my supervisor



Image: (3.1) A screenshot of my original campaign idea with feedback from the client after the first pitch meeting



Image: (3.2) A screenshot of **my edited** campaign idea based on the client's feedback and approved by my supervisor



Image: (3.3) A screenshot of **my original** extension of another campaign with feedback from the client, after the first pitch meeting

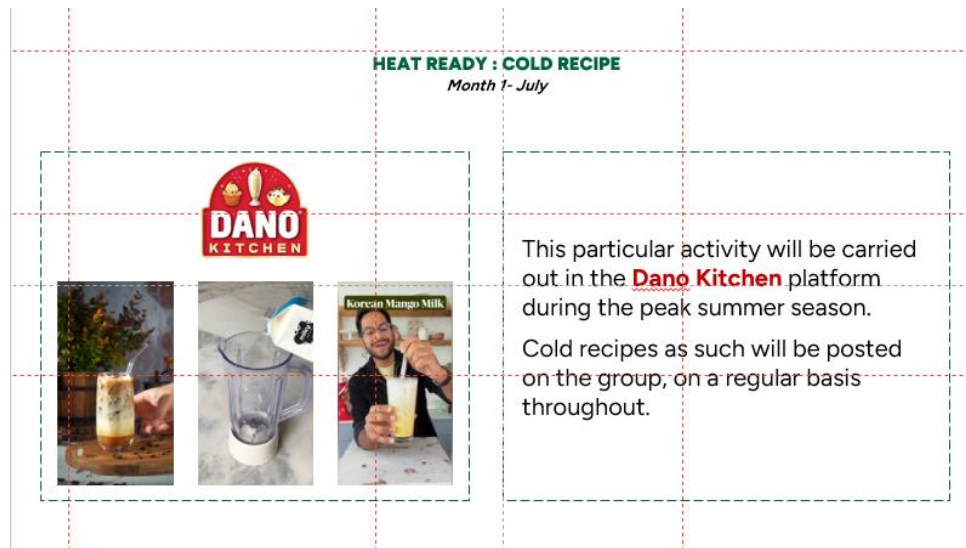


Image: (3.4) A screenshot of my edited idea based on the client's feedback and approved by my supervisor

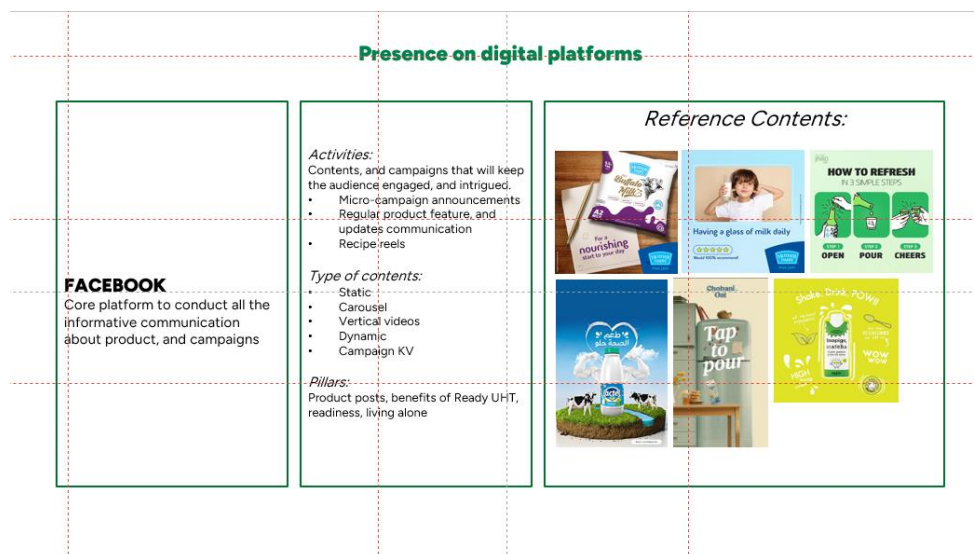


Image: (3.5) A screenshot of the work I did for **Media Way Forward** for Ready UHT Facebook, approved by my supervisor

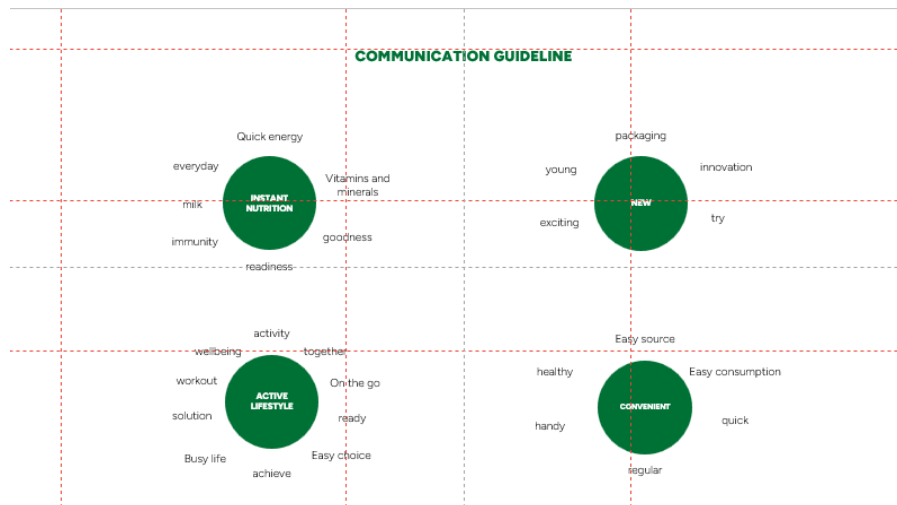


Image: (3.6) A screenshot of Communication guidelines for Ready UHT Milk

My Mistakes:

- I was scared to apply my creativity and required constant validation of my ideas
- Made way too many individual campaign plans, rather than just focusing on the extension of a few
- The target audience was not set right before the first meeting
- Did not focus on the feasibility of campaigns, rather focused on the exposure the activities will get
- Presentation language was not up to the mark initially and there was an absence of the right vocabulary
- Not believing in myself enough for verbal communication with the client

My Learnings:

- I learned that it was important that I take the lead at times when assigned work with so much confidence by my seniors
- Learned that rather than having too many campaign ideas, it is much more effective to come up with fewer ideas and proper extension of those ideas for longer talk-ability of the product
- Learned to set the right target audience based on the client's feedback

- Understood the importance of planning campaigns that are feasible for clients to execute or invest in. Crazy ideas can be attractive but sometimes simple ideas can give the best outcomes. Simple does not necessarily mean stereotypical or mundane.
- Learned the importance of acquiring the right sentencing and vocabulary when communicating non-verbally in expressing ideas
- Learned that I have great potential in communicating first-hand with clients during pitch meetings

Project-4

Project Name: Nazimgarh Revamp Communication Way Forward

Client: Nazimgarh

Start Date: 03/04/24

End Date: 05/04/24

Project Overview: A comprehensive communication way forward for Nazimgarh Resort's revamp. Which is comprised of campaign ideas for all sub-businesses within the Nazimgarh estate

Nazimgarh has been one of Madmen's integral clients for a very long time now. Recently they have taken the initiative to remodel or revamp both the resorts; Nazimgarh Wilderness and Nazimgarh Garden into luxurious high-end royal resorts. Each location consists of sub-businesses as well within the estates. Each one has three sub-businesses. As per the meeting with my team manager, I received the meeting minutes on the brief. They require campaigns and or ideas for each business keeping in mind the remodeling aesthetic. The main goal was to devise a communication way forward once the resort was up and running after remodeling.

My Task and Responsibilities: Initially, I was asked to thoroughly go through the meeting minutes to understand the requirements. Based on the requirements, I was tasked to organize a pitch deck comprised of 8 individual digital or physical campaign ideas for both resort locations. I had to research global royal category hotels to understand the kind of treatments offered by them, which attracts the targeted customers. It took me a very long time to understand the demographic need of Nazimgarh's brand-new potential status in Bangladesh. Based on what I studied, I started to devise ideas for every business in Nazimgarh. For example: Nazimgarh Garden Resort's café, Thai restaurant, outdoor party space, and even the residence building called The Terrace. I came up with feasible and comprehensive ideas for each based on factors, such as target audience, demography, practicality, attractive incentives, and the brand image of Nazimgarh.

Nazimgarh Meeting Minutes

1/4/2024

Website Discussion: Exactly what we want to see in website.

Nazimgarh Sylhet (Overview/Drone Video of what Nazimgarh Sylhet looks like).

Visually what we will get in Nazimgarh Sylhet on landing page:

1. Terrace (Resort) – visual and description will be serially there – lobby, rooms, restaurant, swimming pool, spa.
2. The Garden at Nazimgarh – Bistro Coffee Shop, Oriental cafe, Party Area (New name has to be given)

We have to sit with photographer that how differently he can take footages for rooms and so on.

Coming to the next on Nazimgarh lalakhah -

Nazimgarh Lalakhah

1. Landing Page (Overview) of nazimgarh lalakhah
2. Wilderness (Hotel part) – Overview, lobby, rooms, restaurant, pool.
3. River queen Restaurant – There is a restaurant beside the river.
3. Valley (New name has to be given) - Overview, Riverside café, lagoon (pool area), Cove (It is price restrict but also open for all).

We have to keep these points in mind for the website design. Initially we will fix the visual part of the website.

So we have to share website visual draft first then have to **share plan and quotations for videography ASAP.**

Image: (4) A screenshot of Nazimgarh Meeting Minutes

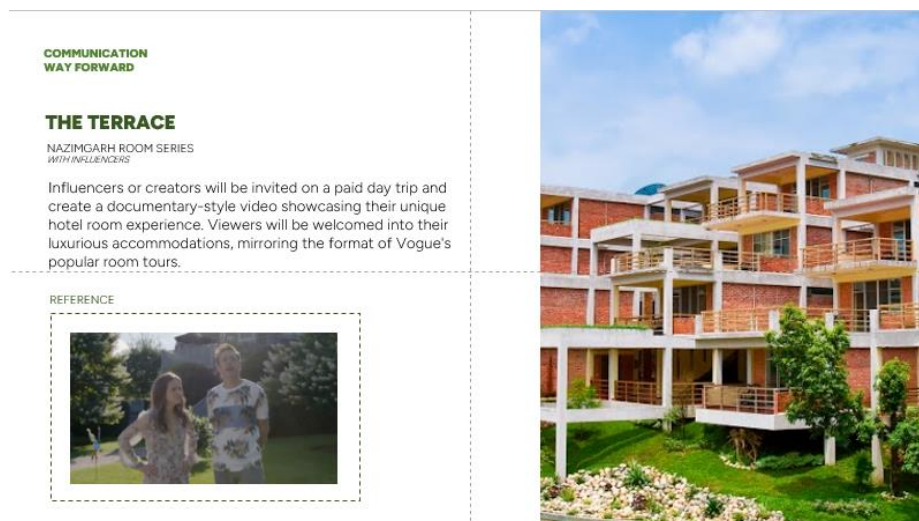


Image: (4.1) A screenshot of my original and final idea on one of the resort residences for the client approved by the project manager

COMMUNICATION
WAY FORWARD

BISTRO COFFEE SHOP

CUSTOMER FAVORITES

A series of customer favorite highlights will be showcased on all their platforms in reel format. Barista will introduce the coffee and show the process as he goes.

Modality

- UGC- first three commenters will get their favorite complimentary beverage while their stay at Nazimgarh



Image: (4.2) A screenshot of **my original and final** idea on one of the sub-businesses of Nazimgarh resort, approved by the project manager

My Mistakes:

- It took rather a longer time for me to understand the requirements of project. For example: I did not understand the kind of ideas I needed to generate
- The ideas are not well-detailed due to a time crunch and some of them do not have relevant references
- As it was work I needed to get done within a day, I was not organized enough to divide my tasks which caused me to take on a lot of pressure at the end

My Learnings:

- I learned a lot about the hotel industry and the planning strategies required to sustain a successful hotel business
- As this was my first resort ideation project, I learned the importance of having a diverse mindset in order to be a strategic planner.
- I got the experience of working solely on my own under my own leadership

Project-5

Project Name: Dettol Bodywash Awareness Plan

Client: Dettol

Start Date: 31/03/24

End Date: 01/03/24

Project Overview: Dettol required a detailed awareness plan for their Bodywash including campaigns and digital contents

Dettol is one of Madmen's main clients. At the end of March Dettol communicated with us to devise an awareness plan for their bodywash line, focusing on the benefits of Dettol bodywash. Our pitch included not only re-establishing the ongoing product but also bringing more exposure through digital and or physical campaign engagements. Our task was to present a communication plan that demonstrated credibility since the very beginning of Dettol onboarding them and this time I was a newly onboarded member in this project.

My Task and Responsibilities: I was delegated tasks for specific parts of the plan. I had three tasks to complete for this project: suggest 5-6 influencers who have not been affiliated with other body wash brands for the last 3 months, and organize slides for three individual campaign ideas. Acquiring the right modality and references for ideas was an integral part of my task. At first, I studied the influencer list based on the requirements of the brand. The influencers needed to have the right audience and exposure in order to be the perfect fit for a brand like Dettol. For example; they needed to be young and trendy. The next task was to state the ideas using the right language, stating feasible modalities for each idea along with relatable references.

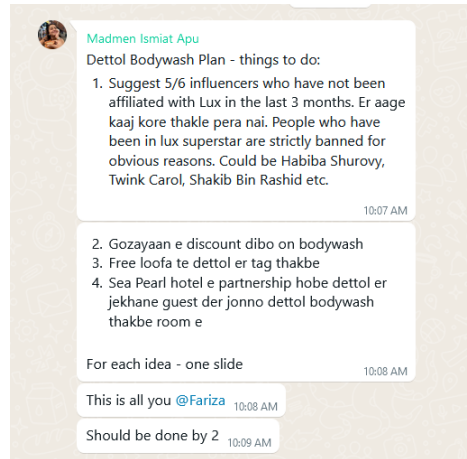


Image: (5) A screenshot of delegation of task by my project manager



Image (5.1) A screenshot of **my original** awareness stage campaign plan for Dettol

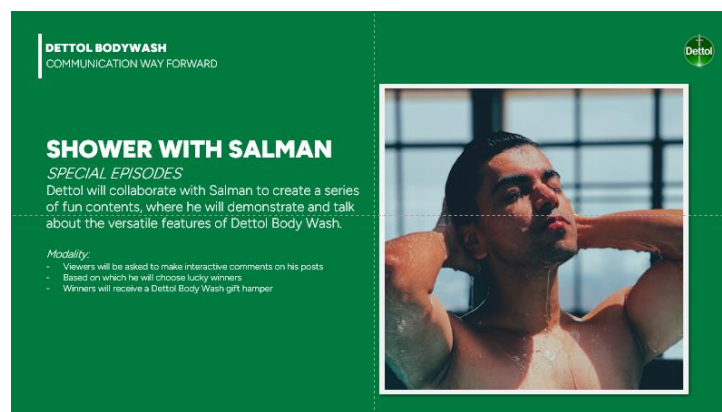


Image (5.2) A screenshot of **my edited** awareness stage campaign plan for Dettol after receiving feedback from the project manager



Image (5.3) A screenshot of one of the other campaign ideas for Dettol based on the work delegation and approved by the project manager

My Mistakes:

- Absence of thorough research at the initial stage before I started to write down my ideas
- Not being able to align the modality of a campaign at first

My Learnings:

- Learned about the brand identity of Dettol
- Understood the influencer categorization in a better way when researching

Project-6

Project Name: Meghna Group of Industries Reforming Plan

Client: MGI (Meghna Group of Industries)

Start Date: 11/03/24

End Date: 17/03/24

Project Overview: A comprehensive reforming plan for MGI, including campaign communication, content pillars, media platform analysis, and sample contents

MGI being another one of Madmen's major clients, is always looking for 360-degree digital solutions in every aspect. This time their brief was to reform MGI's narrative. Rebranding MGI based on recent innovative and technological aspects was one of the most important pointers to keep in mind. According to them, we needed to bring forth some of these aspects into the presentation; how we have improved, competitor's presence, strategy analysis, campaign communication, content pillars, media platform analysis, and sample contents. The goal was to showcase advanced ways to break boundaries with MGI.

My Tasks and Responsibilities: My first and foremost task was to create a content pillar for the reformation of MGI. To create a content pillar, I studied the existing social media platforms of MGI. The platforms gave me a visual understanding of MGI's content styles and audience, based on which I created five content pillars.

My second task was to create media way forward slides for platforms like Facebook, Instagram, YouTube, LinkedIn, X, Google My Business, and Medium. To create a clear flow of what the media way forward would look like for these platforms I stated activities, type of content, and under which content pillars the content will fall.

The final task for this project was to find creators who are innovative enough to spark a change. For example VFX experts, infinity zoom artists, stop-motion animators, etc. This task was specifically entailed for a section called MGI creators, where creators' work will be used to bring more exposure to MGI in multiple forms of technological art.

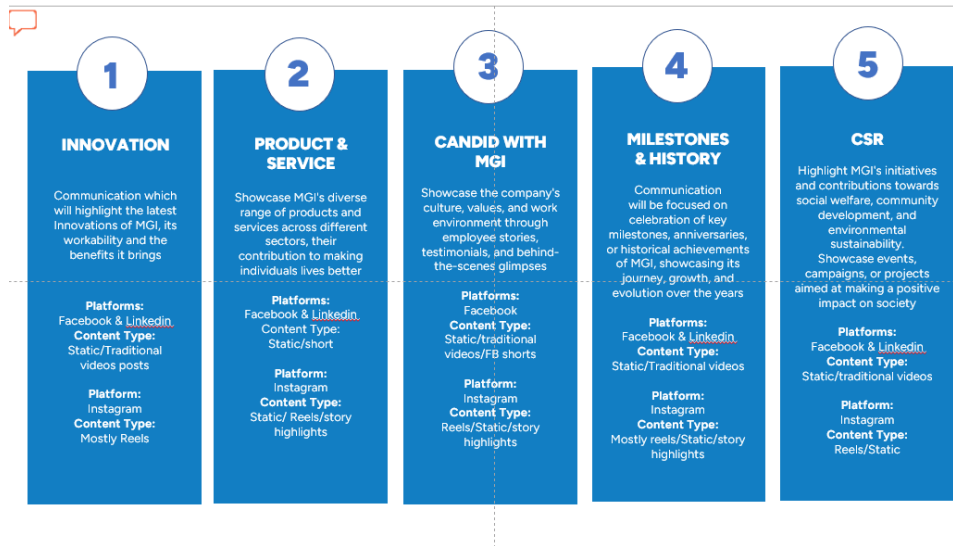


Image: (6) A screenshot of **my original** content pillars for MGI's reforming plan

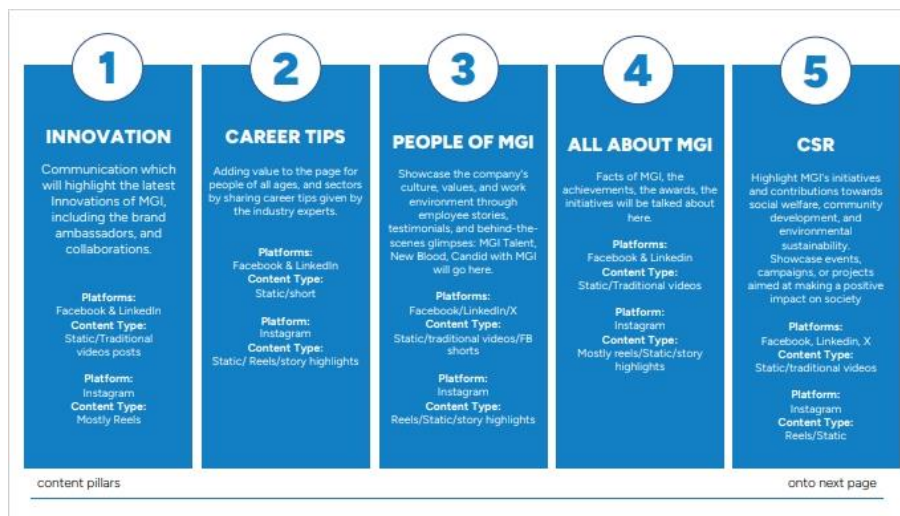


Image: (6.1) A screenshot of **my edited** content pillars for MGI's reforming plan approved by my supervisor

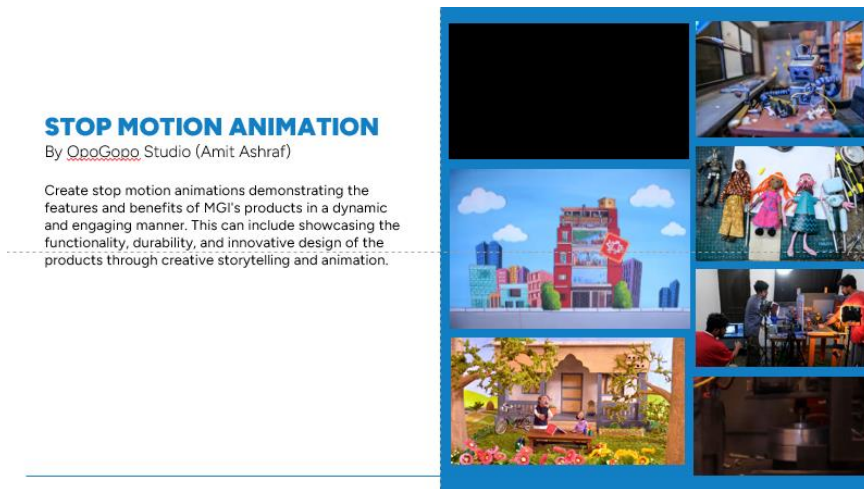


Image (6.2) A screenshot of **my original** creator slide for MGI creators



Image (6.3) A screenshot of **my edited** creator slide for MGI creators approved by my supervisor

My Mistakes:

- When creating the content pillars I missed out on a very important pillar that should be under MGI, which is career tips
- I was not verbal enough to well express or share my ideas
- I did not detail my ideas well enough for the MGI creator slides
- Instead of being precise I sometimes wrote way too much than necessary

My Learnings:

- In my search for creators I came across many talented technological experts who are very important in order to growing this industry that MGI is trying to establish
- I also learned about a specific technology called Sea-Bin which was first brought here in Bangladesh through MGI's efforts
- Learned how to make the right content pillars
- Learned to detail out extensive plans in a precise manner

Project-7

Project Name: POND'S Skinfluencer Communication Way Forward

Client: POND'S Unilever

Start Date: 30/01/24

End Date: 05/02/24

Project Overview: A 360-degree communication plan for POND'S new campaign called Skinfluencer

At the close of January this year, Pond's reached out to us with brand new campaign they will be launching, called Pond's Skinfluencer. The skinfluencer was a campaign for mass people who aspire to become skincare influencers. It was an extensive campaign which is still ongoing. Our task was to devise a feasible plan to carry out this campaign. The presentation comprised of many aspects, such as; managing contestants, co-creating, multiple communication way forward ideas, content pillars, and visual demonstration of a contestant's journey in the competition to become an influencer.

My Tasks and Responsibilities: I was assigned tasks dedicated to co-creation and promotion of the campaign. Under co-creation, there needed to be six individual ideas and under promotion there needed to be three ideas. My task was not to only state the idea but also to discuss its outcome, modality, incentives and relevant references. It was vital that under co-creation the activities were interactive, in order to generate higher engagement with the audiences. In terms of promotion, it was vital to keep in mind the most recent effective ways of grabbing the audience's attention.

The work I carried out made it to the final presentation pitch deck, which made it to the client.

1.

There will be four different influencers dedicated to each week of the month, with whom the selected 100 participants will get the chance to have a one to one session but based on an incentive. During the session the influencer will give advices on how to proceed with the content making.

The incentive: Participants who will be able to acquire the highest number of followers in one week and manage to position themselves as top 10 in the leaderboard will get the opportunity



POND'S

Image: (7) A screenshot of **my original** idea for the co-creation segment

Communication Way forward

INFLUENCER MASTERCLASS

There will be four different influencers dedicated to each week of the month, with whom the selected 100 participants will get the chance to have a one to one session but based on an incentive. During the session the influencer will give advices on how to proceed with the content making.

How do we select people for the sessions?

Participants who will be able to acquire the highest number of followers in one week and manage to position themselves as top 10 in the leaderboard will get the opportunity



Image: (7.1) A screenshot of **my edited** idea for the co-creation segment approved by my supervisor

1.

POND'S

In a studio set-up a host will regularly update on campaign progresses.

Instead of live update videos, we will record and edit for a more polished look.



Image: (7.2) A screenshot of **my original** idea for the promotional segment

Communication Way Forward

DAILY SKINFLUENCER UPDATE

Setup a small studio room that will be used to create daily content around the Skinfluencers. A Short updated video will be filmed in the room presented by a host will be posted on the Ponds Bangladesh page

Content

- Daily updates on the Skinfluencer such as follower standings, recent challenges and other drama
- Following our marquee Influencers to events, promotions and sessions
- Highlight popular content that the Skinfluencers have made



Image: (7.3) A screenshot of **my edited** idea for the promotional segment based on the feedback of my supervisor

My Mistakes:

- Initially, I did not follow the correct format of organizing ideas for a campaign work.
for example: I numbered my ideas which my supervisor later on told me not to do when making presentation slides
- I at times wrote too much than necessary when stating ideas
- Did not use the standard font size or type when making presentation slides

My Learnings:

- This was one of my first projects. Hence, I learned a lot about the basic format of making presentation slides
- I learned to navigate what kind of activities keep audiences engaged in a campaign when doing the co-creation segment
- From my other team members' contribution to making the presentation slides I observed the kind of skills required to build a story breakdown when expressing ideas as a strategic planner

Project-8

Project Name: Dano Kitchen Platform Communication Way Forward

Client: Arla

Start Date: 25/03/24

End Date: 27/03/24

Project Overview: A comprehensive communication plan for Dano Kitchen Platform Way Forward

At the end of March this year, Arla approached us to devise a full-proof-year-long communication plan for their purpose platform. According to a meeting conducted by Arla and the project manager of this project we needed to cover areas such as; what we want to achieve, target audience, big idea, idea execution, content pillars, content plans, PR collaborations, etc. Arla very. Based on all their requirements we had to make an extensive plan to make this purpose platform a successful one.

My Tasks and Responsibilities: I was tasked to contribute mostly to the PR and event collaboration segments. At first, I worked on the PR collaborations according to the brief I was given. Newspaper, magazine, and online platforms were the three different PR partners we wanted to seek. Within the communication plan, there is a competition segment, the task was to incorporate information about the competition within the PR collaborations. I had to carry out thorough research to find the right platforms for each of the category.

Second task was to list down upcoming events in Dhaka and devise ideas on how to incorporate Dano products within those events. I found four events that go well with the target audience and are in great alignment with the product. Once my tasks were complete, I submitted my work and with some feedback and modifications, they were approved to be sent to the client.

On the day of the pitch presentation, I was asked to be a part of the meeting and take meeting minutes or notes from the client's end.

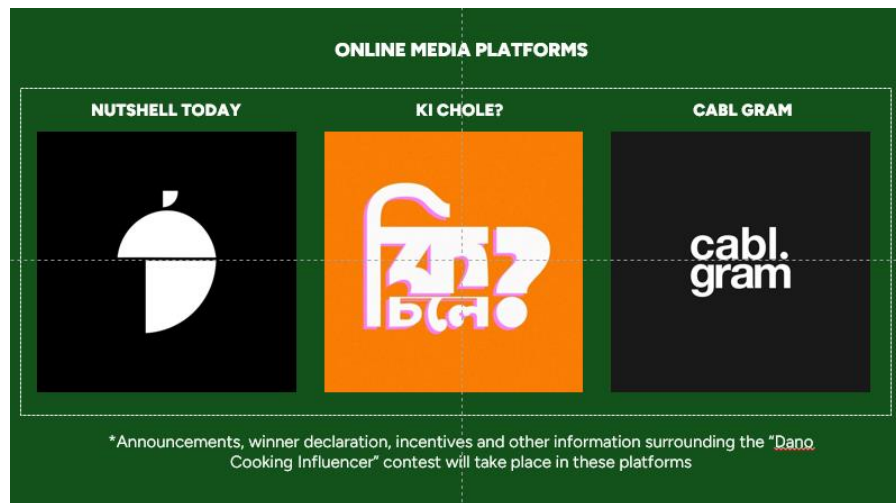


Image: (8) A screenshot of **my original** slide for one of the PR collaborations deck

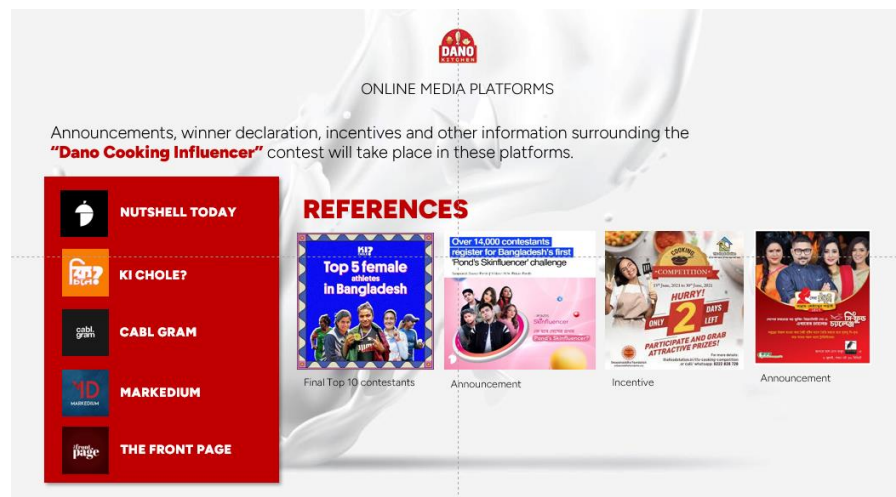


Image: (8.1) A screenshot of **my edited** slide for one of the PR collaborations deck based on the feedback from my supervisor



Image: (8.2) A screenshot of **my original and final** slide for the event collaboration for the main deck

My Mistakes:

- Initially I did not follow the brand color theme or the standard presentation format when making the slides
- According to the client the ideas were mostly very much recipe-centric and not diverse
- Lack of continuation from one idea to another

My Learnings:

- I learned how to detail content plans for a product.
- I learned that as a strategic planner, it is very important to specify how to execute a plan rather than just stating the idea
- Learned some very basic presentation skills required to be a good strategic planner

Internship Outcome

During my internship, my goal was twofold: to absorb knowledge and to contribute actively. As a Public Relations major, I had accumulated theoretical understanding in the classroom. Yet, the gratification of applying this knowledge in real-world scenarios was unparalleled. I made a deliberate effort to draw upon my undergrad education of over four years, while also integrating fresh insights gained during my internship tenure.

Throughout my university years, I frequently assumed leadership roles within group projects, offering ideas, coordinating tasks, and managing team crises. This experience cultivated my confidence and sense of accountability. However, my internship introduced me to a different dynamic. Rather than leading, I found myself tasked with refining and executing pre-established plans. While I had the support of senior colleagues, the responsibility for meeting deadlines always kept me on my toes. This shift in perspective provided valuable insights into teamwork and professional dynamics.

Through this contrast, I gained clarity on the type of worker I aim to become- dependable, adaptable, and capable of delivering results even under pressure. Moreover, my internship challenged my preconceptions about the work process. Previously I used to view work as a task list, learned to navigate the complexities of simultaneous tasks, prioritize effectively, and make informed decisions amidst uncertainty.

What I have learned from Madmen are:

- I have learned to pay attention to detail. Before final submission of any work I check each and every spacing and alignment based on what I have learned from my supervisor.
- I have the experience of directly communicating with external clients with confidence
- I have become much more confident in sharing my ideas with my colleagues
- I now have the standard knowledge of a Presentation format when working for clients
- I have gained insights on how to build a campaign flow from start to finish
- I have learned to be much more punctual and work very well under pressure

Workplace Log

su	mo	tu	we	th	fr	sa
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Date / /

Internship logbook

Day 01 - 22.01.24

- ① Dominos leap Year campaign Plan
- ② Keeway Content Pillar and Global Reference Research for Keeway Pitch Deck

Day 02 - 23/01/24

- ① Benelli Content Pillar and Global Ref neseanch

Day 03 - 24 /01/24

- ① Vee1 Campaign idea reference
- ② Puro Deck Vday
- ③ Dominos Packaging Research for Ramadan campaign
- ④ offices in Banani and Dhanmordi

su	mo	tu	we	th	fr	sa
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Date / /

Day 04 - 25/01/24

① Puro Campaign Deck Complete

② Benelli UGC idea (approved)

Ride with 2 friends

Tag

Comment

& Short Bike Ride Reel

& Official page feature

③ Keeway

Day 05 - 29/01/24

① GDFL - content ideation

Campaign ideation contribution

Sholsti + Soori Yogurt, Ghee, Powder
Drinks

Ramadan series (recipes)

su	mo	tu	we	th	fr	sa
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Date / /

Day 06 - 30/01/24

Shokti + analysis
for pitch

#

Day 07 - 31/01/24

Shokti + Comp analysis
" Campaign Development

Day 08 - 1/02/24

Reels for shokti +
Keeway Benelli Deck Dev
(service campaign)
Pond's brief

Day 09 - 4/02/24

Shokti + Ghee Campaign
Dev

Day 12 - 2/7/24

Aila influencer list
Vect deck dev

TO DO

- ☒ Give the missing slide pictures
- ☒ finalize slides for Shokti +
- ☒ make ghee neel today

TO DO

- ☒ Competitor analysis for Shokti +
- ☒ campaign Dev Shokti +
- ☐ Influencer list

Pond's to no

- ☒ Top 10 with 4 different influencers
on one session
- ☒ By weekly / weekly 100 participants
will get to participate in
workshops
- ☒ Cameo

- ☒ Rough content plan -
weekly review, 100 participants
feedback, on the weekly content
plan, not by nano influencers.
on discord.

- ☒ challenge - weird challenges
no bonus
mandatory
example

- ☒ Qualitative aspects of
judgement. ex. no. of shares
within core audiences

su	mo	tu	we	th	fr	sa
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Date / /

21

28/02/24 - Wednesday

① Unimart chefs Table Content

Planning Assistance.

② MGI - Breaking Boundaries

- BD

- People

- futuristic

Ramadan Welcoming Post

Women's Day Post

Independence Day Post

su	mo	tu	we	th	fr	sa
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Date / /

2/03/24 - Sunday

- ① Yadea tiktoks Campaign Ref
- ② Danon UHT Ready ideation

Ready UHT Brainstorming

Idea name

How it aligns with the product

Falls under which cohort?

Which in when?

Activity of Tiktoks

which influencers to use?

7/03/24 - Thursday

su	mo	tu	we	th	fr	sa
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Date / /

task

- ⇒ Ready URT
- ⇒ Detailing Out

Questions

- ① same influencers for both
Rapid fine and get ready?
ans: same / different
- ② Rapid fine modality?
~~has~~ has it been thought before?
→ separate episodes, host

task

- ✓ Insta, Youtube, Facebooks
- ✓ live + statistics (past - recent years difference)

- ~~2 Detail out Dano Rapid fine ready~~
- ✓ check questions for Rapid fine

su	mo	tu	we	th	fr	sa
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Date / /

Ready

- ① OVC scenario - this on that
 (July) every ovc + connected
 characters with
 (ovc)

- ② July - August - ~~Heat~~ ^{POV} Ready (shaken)

- ③ ~~August~~ - September

Get Ready Challenge

UGC

testimonials

Incentive → (need) → family Base
 camp

→ Cold Recipe references (Dono Kitchen
 Group + page)

→ free shaken

→ UGC - picture of drink

→ incentive - free product
 supply

su	mo	tu	we	th	fr	sa
----	----	----	----	----	----	----

Date / /

TO DO's

① DeHol Body wash

3 Campaign ideas

influencers

Reel

etc

② Dano Delight

wedding season Campaign Plan

Dala

Desent servom etc.

Dump

① Body wash home & based creator contents

② delightful Homely wedding

③ Dala - ce or

④ Desent sponson - wedding photo

⑤ AI/SD - newspaper ad
or

Video

wedding vide amb

27.03.24

□ complete PR collaboration

- media platforms

- * contest announcement
net

- newspaper

- * winner announcement/
contest declaration ad

- magazine

- * winner article
ex. mastenhet /
kishwan

Dhaka flow. Dhaka makers.

art carnival, street food festival

28.03.24

veet tiktoks Campaign

- campaign
- stories
- what to do with the stories for tiktok?
- in-house shoot?
- ex: intro for tiktok during episode shoots

31. 09. 24

Detto1

□ find 3 influencers
(no ties with lox)

□ Guzayaan

□ free loda

□ sea pear hotel
partnership

Nazimgan
sylhet

terrace - residence ?
(2) building

(1) Nazimgan sylhet ?
idea

The Garden

(3) Bismo coffee shop

(4) Oriental Thai restaurant

(5) Party area

alakhai

intra - wilderness | covr - restaurant
restaurant - (expensive)

valley - riverside cafe,

pool area - lagoon

SELF-ASSESSMENT FORM

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

Name of Intern: Fariza Ekram

University ID: 193012057

Name of the Institute/Organization:	Madmen Digital Agency
Corporate Office Address:	Level: 2, House: 10, Road: 23/C, Gulshan 1, Dhaka 1212
Email:	mail@madmen.online
Web:	https://www.madmen.online/

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

40+

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

5,000 BDT

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

☐ Not at all
 ☐ Slightly
 ☐ Moderately
 ☐ Quite a bit
 ☒ A great deal

4. Next, we would like to know how you were affected by your internship. Using the scale below, please indicate the degree to which participation in your internship experience increased or strengthened your abilities, attitudes, awareness or understanding in each of the areas identified:

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

NO	CRITERIA (Personal)	RATING
1	I have a sense of satisfaction in doing something worthwhile.	5
2	I believe in my ability to make a difference.	4
3	I am open to new experiences.	5
4	I have gained the capacity to be more productive.	5
5	I can recognize my personal strengths.	5
6	I can recognize my personal weaknesses.	5
7	I have a sense of personal achievement.	5
8	I have the ability to persevere in difficult tasks	4
NO	CRITERIA (Social/Interpersonal Impact)	
9	I demonstrate concern for the welfare of others	4
10	I can be understanding and appreciative of people with diverse backgrounds	5
11	I have the ability to work cooperatively with others	5
12	I have the ability to communicate effectively	4
13	I have increased my ability to be a leader	4

14	I feel more connected to my community	4
NO	CRITERIA (Academic learning impact)	
15	I have acquired knowledge from the job duties I performed	5
16	I have broadened my critical thinking skills (reasoning, problem solving)	4
17	I have learnt the ability to work independently	4
18	I feel my classroom learning was enriched	5
19	I have the ability to connect academic subject matter to the real world.	5
NO	CRITERIA (EMPLOYMENT/JOB SPECIFIC IMPACT)	
20	I developed specialised technical skills for a specific job function	4
21	I broadened my future employment possibilities	4
22	I received an opportunity to explore a specific career	4
23	I developed realistic ideas about the work world	4
24	I narrowed my future possible career choices.	4
25	What is your average score from this test?	4.46

5. General Comments

I have had experience of working in the digital agency industry quite a bit before my internship at Madmen but my learning horizon only got shaped because of the guidance I received from here.



Signature of Intern

Professional Competencies

During my internship tenure at Madmen, I have acquired a few skills, attributes, and knowledge simultaneously. Some I have gained solely from the work experience here and others I have sharpened through vigorous disciplined work. The competencies acquired by me during my internship program are listed below:

Skills:

- Microsoft Word
- Microsoft PowerPoint
- Google Office functions
- Digital Content Planning
- Idea pitching
- Presentation communication skills
- Copywriting
- Videography execution
- Brainstorming ideas
- Content calendar development

Attributes:

- Punctuality
- Working effectively under pressure
- Consciousness about meeting deadlines
- Adaptability
- Teamwork

Knowledge:

- Digital marketing
- Work place dynamic
- Work place internal communication strategies

