

ULAB

UNIVERSITY OF LIBERAL ARTS BANGLADESH

Department of Media Studies and Journalism

Internship Report

Submitted by: Nahian Jamal Joyeeta
ID: 193012011

Term: Fall 2023

Host Organisation: Axiata Digital Advertising (ADA) Bangladesh

Submission Date: 19.12.23

Table of Contents

STUDENT DETAILS **2**
INTERNSHIP DETAILS **2**
PLAGIARISM DECLARATION **4**
INTERNSHIP REPORT APPROVAL FORM **5**
Host Organisation Details: Axiata Digital Advertising (ADA) Bangladesh **8**
Company Organogram **10**
Tasks **11**
Project 1: Airtel Account Pitch 13
Project 2: Robi World Cup Campaign 15
Project 3: ADA Facebook Page Revival Pitch Internal Team 17
Project 4: Robi Photography Project 19
Project 5: Robi DRS, RTM, and Engagement Posts 21
Project 6: Fight the Fake with Robi 23
Project 7: Robi Haate Kolome Project - PR and Digital OVC 24
Project 8: Victory Day Campaign for Robi 26
Internship Outcome **28**
Logs **30**
Professional Competencies **35**
Concluding Remarks **37**

STUDENT DETAILS

Name	**Nahian Jamal Joyeeta**
ID	**193012011**
Department	**Media Studies and Journalism**
Major Concentration	**Public Relations**
Minor Concentration	**English**

INTERNSHIP DETAILS

Host Organisation	**Axiata Digital Advertising Bangladesh (ADA)** 8th Floor, Sena Kalyan Business Mart 219/C Bir Uttam Mir Shawkat Sarak, Tejgaon Link Road, Dhaka 1208
Department	**Creative Client Services (CS)**
Supervisor	**Al Hadee Md Takiullah, Cluster Lead, CS**
Designation	**Intern**
Start Date	**September 12, 2023**
End Date	**January 11, 2023**
Hours per Week Worked	**45**
Total Working Period	**18 Weeks**

Acknowledgements

I extend my heartfelt gratitude to the following individuals and organisations whose support and guidance have been instrumental throughout my internship journey:

I express my sincere appreciation to ADA Bangladesh for providing me with a platform to delve into the dynamic world of digital advertising. The enriching experiences and challenges I faced have contributed immensely to my professional growth.

Special thanks to Al Hadee Md. Takiullah, Cluster Lead at Creative Client Services ADA, for his unwavering support, guidance, and mentorship. His encouragement and understanding not only eased my transition into the professional realm but also allowed me the flexibility to balance work alongside my studies. The provision of a flexible working schedule and ample time throughout the week has been invaluable.

I am grateful to the University of Liberal Arts Bangladesh, the Department of Media Studies, and all faculty members for providing me with a solid academic foundation. The four years of learning, both inside and outside the classroom, have been invaluable in shaping my understanding of the media and communication landscape.

A special note of appreciation to Syeda Sadia Mehjabin, my internship supervisor, and faculty at the University of Liberal Arts Bangladesh. Her openness, care, and unwavering support have created a nurturing environment for learning and personal development during this internship.

I am profoundly grateful for the opportunities and guidance provided, which have contributed significantly to my growth and development.

MSJ041

PLAGIARISM DECLARATION

1. I know that plagiarism means taking and using the ideas, writings, works or inventions of another as if they were one's own. I know that plagiarism not only includes verbatim copying but also the extensive use of another person's ideas without proper acknowledgement (which includes the proper use of quotation marks). I know that plagiarism covers this sort of use of material found in textual sources and from the Internet.

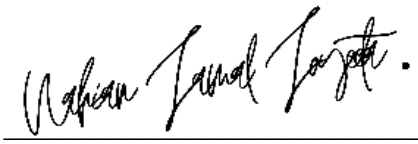
2. I acknowledge and understand that plagiarism is wrong.

3. I understand that my research must be accurately referenced.

4. This assignment is my own work, or my group's own unique group assignment. I acknowledge that copying someone else's assignment, or part of it, is wrong and that submitting identical work to others constitutes a form of plagiarism.

5. I have not allowed, nor will I in the future allow, anyone to copy my work with the intention of passing it off as their own work.

Name: Nahian Jamal Joyeeta
ULAB ID: 193012011

Signature 

MSJ041(00)

INTERNSHIP REPORT APPROVAL FORM

Student Name: Nahian Jamal Joyeeta ID No. 193012011

Major: Public Relations Year: 2023

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INTERNSHIP/PROJECT INFORMATION

Internship

Organization/Project:_____ADA Bangladesh_____

Internship /Project Report

Topic:_____

Semester (Tick one): □ Spring 2023 □ Summer 2023 ✓□ Fall 2023

Advisor APPROVAL

(Please place a tick.)

□ Approved □ Not Approved □ Partial Re-write □ Full Re-write

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

Signature: _____ Date: _____

Name: Syeda Sadia Mehjabin Title: Senior Lecturer

E-mail: sadia.mehjabin@ulab.edu.bd Phone: +8801713008008

Introduction

An experience that was profoundly transformative marked my eighteen-week internship at ADA Bangladesh, a reputable division of ADA Asia. Throughout my tenure as a Creative Client Services Brand Associate, I have not only acquired substantial professional development and growth but also gained invaluable exposure to the intricacies of digital marketing. As part of ADA Asia's extensive expertise as a worldwide digital advertising and data analytics firm, my role as a brand associate provided opportunities for innovative concepts, client interaction, and mastery of cutting-edge methodologies.

ADA Asia has positioned itself as an exemplar of digital proficiency, widely recognised for its skillful application of data-driven methodologies and inventive strategies to maximise synergies in the ever-evolving domain of digital marketing. The organization's extensive clientele and international recognition for its contributions position it as an industry innovation leader and cultivate an intellectually stimulating environment that promotes learning.

Throughout my internship at ADA Bangladesh's Creative Client Services division, I was designated as a brand associate and bestowed with an extensive array of duties. The objective of this narrative is to provide a concise summary of the diverse undertakings, daily obligations, and life-altering academic experiences that have had a profound effect on my career path. The completed projects have functioned beyond simple assignments; they have been pivotal testing grounds in which I have effectively manoeuvred through the intricate complexities of digital advertising dynamics, established productive collaborations, and confronted distinctive obstacles.

Participating actively in significant projects has significantly deepened my understanding of the complexities inherent in the digital advertising industry. This internship has served as a pivotal moment where the intricacies of digital advertising and the foundations of public relations have converged, providing me with an exceptional and all-encompassing perspective. Each endeavour, ranging from formulating influential proposals for prestigious clients to engaging in immediate marketing campaigns, has contributed to the overall growth and improvement of my professional acumen.

This statement demonstrates how ADA Bangladesh has contributed to my personal development by providing an all-encompassing experience that goes beyond academic work and dives into the core principles of the complex field of digital advertising.

Expectations:

When I started my internship at ADA Bangladesh, I had great expectations that it would be a transformative and educational experience that would enrich my public relations degree. My goals included improving my strategic communication skills, learning more about the dynamic world of digital advertising, and integrating public relations principles with cutting-edge technology. More specifically, I anticipated:

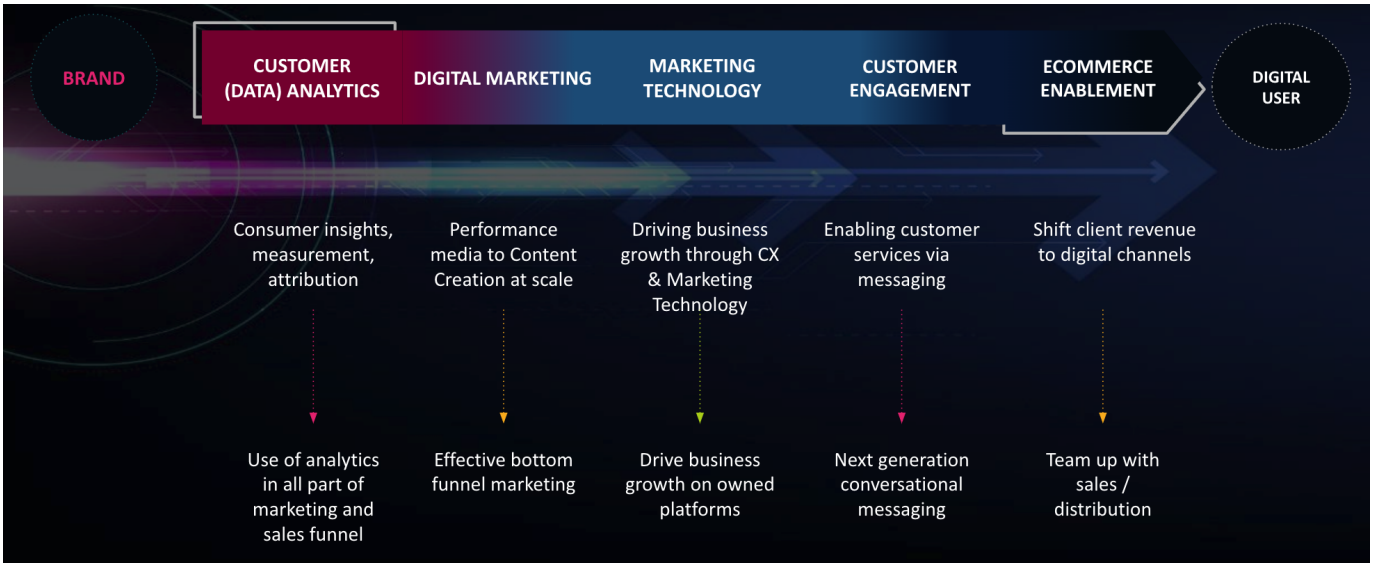
- Developing a comprehensive understanding of digital advertising tactics.
- Practicing my communication skills through active engagement with clients.
- Finding out how PR strategies are changing in light of new technology.
- Under the supervision of seasoned experts, we worked together.

My academic goals extended beyond the simple completion of assignments to encompass the full spectrum of individual and career growth. My ambition was to progress from a public relations student to a skilled practitioner in the complex field of marketing communications and advertising.

Host Organisation Details: Axiata Digital Advertising (ADA) Bangladesh

Organization Type: Digital Advertising Agency
Incorporation Status: Private Limited
Company Year of Establishment: 2018
Address: 8th Floor, Sena Kalyan Business Mart, 219/C Bir Uttam Mir Shawkat Sarak, Tejgaon Link Road, Dhaka 1208
Website: https://ada-asia.com

In the realm of digital advertising, Axiata Digital Advertising (ADA) Bangladesh is a standout organisation. It offers a comprehensive solution that skillfully combines data science, technology, innovation, and media to give businesses the best outcomes possible. A global corporation with operations in a wide range of countries, including Indonesia, Sri Lanka, Singapore, and Malaysia, ADA Asia includes ADA Bangladesh as one of its subsidiaries. Axiata Group, Sumitomo Corporation, and SoftBank are the three companies that own shares in ADA Asia.



The organisation is dedicated to serving a wide variety of brands and businesses by offering cutting-edge data-driven solutions. Employees are valued highly by the organisation, which strives to maintain a diverse and dynamic staff. Digital commerce, marketing, data strategy, customer engagement, data solutions, and artificial intelligence are some of the areas in which the organisation excels.

Awards and Accolades:



By winning numerous awards at the ComWards and Digital Marketing Awards in a variety of categories since 2020, ADA Bangladesh has solidified its position as a digital advertising industry leader.

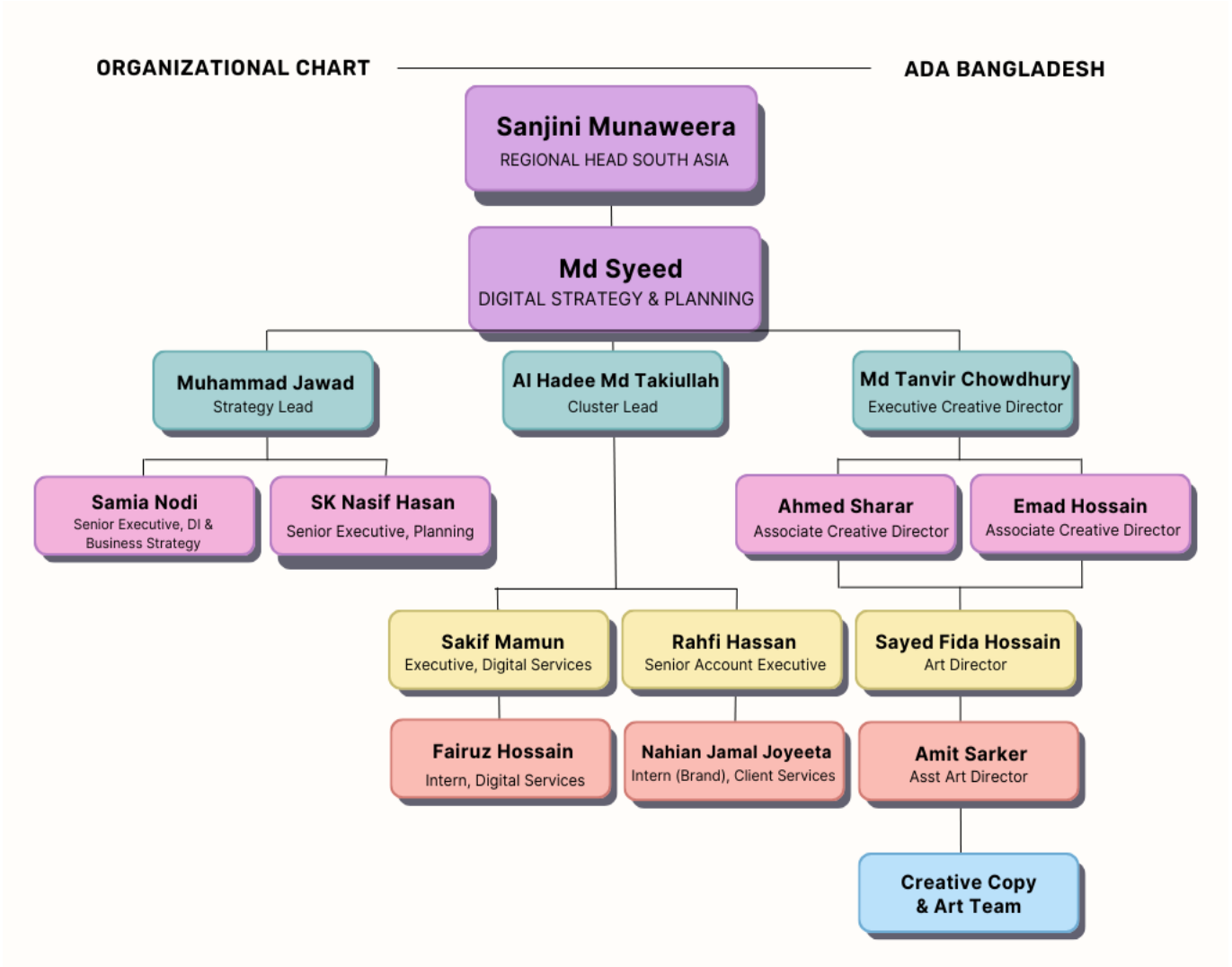
In addition to the MobEx Awards 2023 and Marketing Excellence Awards 2023, ADA Asia has been honoured with a total of thirteen prestigious awards, including Performance Marketing Agency of the Year, Campaign Asia Agency of the Year 2022, and Adweek Fastest Growing Agencies. The company has also won five awards, the most notable of which is the Most Engaging Mobile Creative Award.

Clientele:



ADA Bangladesh has worked with a wide range of clients to secure digital marketing projects, and among its notable client accounts are Robi and Nestle Confectionaries. Many clients are benefiting from ADA Bangladesh's innovative and data-driven structure, and the company is also actively involved in providing digital services for BD Tickets and Robishop.

Company Organogram



Tasks

I was assigned a wide range of tasks and projects during my internship at ADA Bangladesh's Creative Client Services department. Among my numerous duties is the organisation of company-wide cross-functional teams and the management of client communications. The following is a list of my daily tasks:

Collecting Briefs	Ensuring a comprehensive understanding of clients' objectives by gathering exhaustive creative specifications.
Creating Task Lists	I devised comprehensive task lists for the creative team, which precisely outlined the necessary requirements and due dates for the project.
Morning Task Meeting	Ensuring a unified workflow by facilitating daily morning meetings where team members could discuss priorities and align their efforts.
Ideation and Brainstorming	Contributing to the development of innovative content by participating in brainstorming sessions and creative ideation sessions with the creative team.
Client Collaboration (Robi's Brand Team)	Supervised collaboration with the brand team at Robi, guaranteeing efficient communication and comprehension of their brand's overarching vision.
Setting up Campaign Meetings	Liaison between clients and the creative team, arranged and presided over meetings for new campaigns.
Execution Oversight	Supervised the implementation of campaign specifications, guaranteeing adherence to the clients' anticipations and the goals of the brand.
Internal Collaboration	Internally coordinated with the Planning and Strategy team to incorporate strategic insights into the creative procedure.

Aligning client expectations with our regular work and getting closer to most of the ADA Bangladesh members within the departments I worked with were two of the most valuable things I took away from this position, and they contributed to the success of many of my projects.

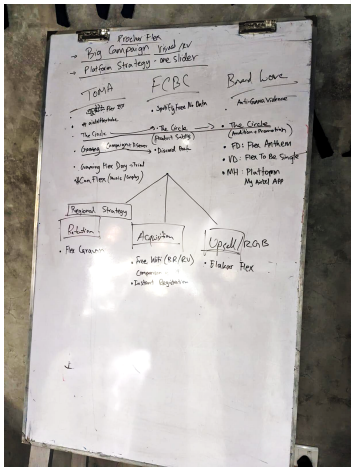
Projects

Project 1: Airtel Account Pitch

Client: *Airtel*
Start Date: September 12, 2023
End Date: September 25, 2023

Project Overview:

The purpose of the presentation was to showcase ADA's data analytics and digital advertising expertise in the hopes of acquiring Airtel as a client. To complete the project, we had to learn Airtel's marketing goals, which were to increase their brand awareness and positive associations in people's minds, craft an engaging story that would appeal to their target demographic, which consisted of Generation Z (people mostly under the age of 25), and determine how people saw their brand in relation to others in the Bangladeshi telecoms industry. As a result of our extensive research, we settled on the slogan "Prochurrr Flex Hobe" to represent our Big Campaign, bearing the TG lingo in mind. Connectivity, gaming, hacks, streaming, comics, memes, music, and so on were some of the digital content categories we proposed.



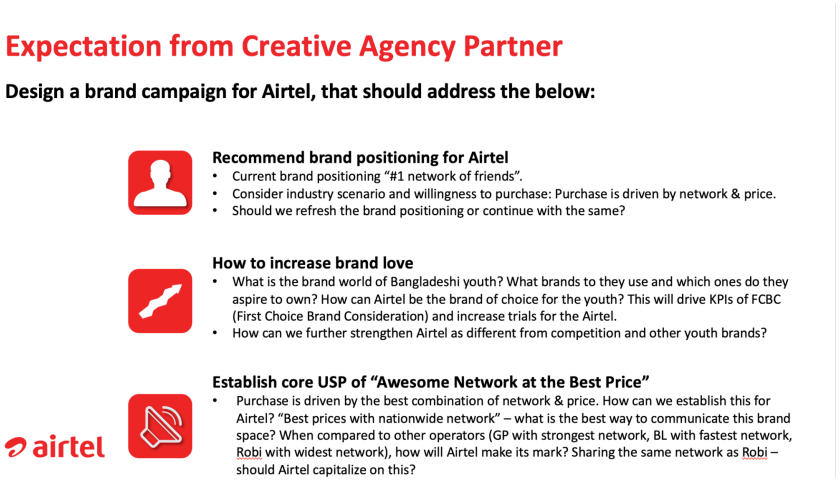


Fig. 1.1 and 1.2: Airtel Pitch De-Briefing

My tasks and responsibilities:

- Analyzed Airtel's marketing strategy, target audience, and current standing in the market.
- For a comprehensive understanding of the TG, we surveyed, interviewed, and held focus group discussions with people aged 15 to 25.
- Supported the development of a customized pitch plan that met Airtel's goals.
- I worked closely with the creative team to make sure the pitch's visuals were consistent with the Airtel brand.
- I came up with the idea for a web series that would fit in with the Airtel brand identity, with a focus on youth as the main characters.
- I actively participated in internal sessions and developed pitch decks while addressing client inquiries and modifying the pitches to align with their specific requirements.

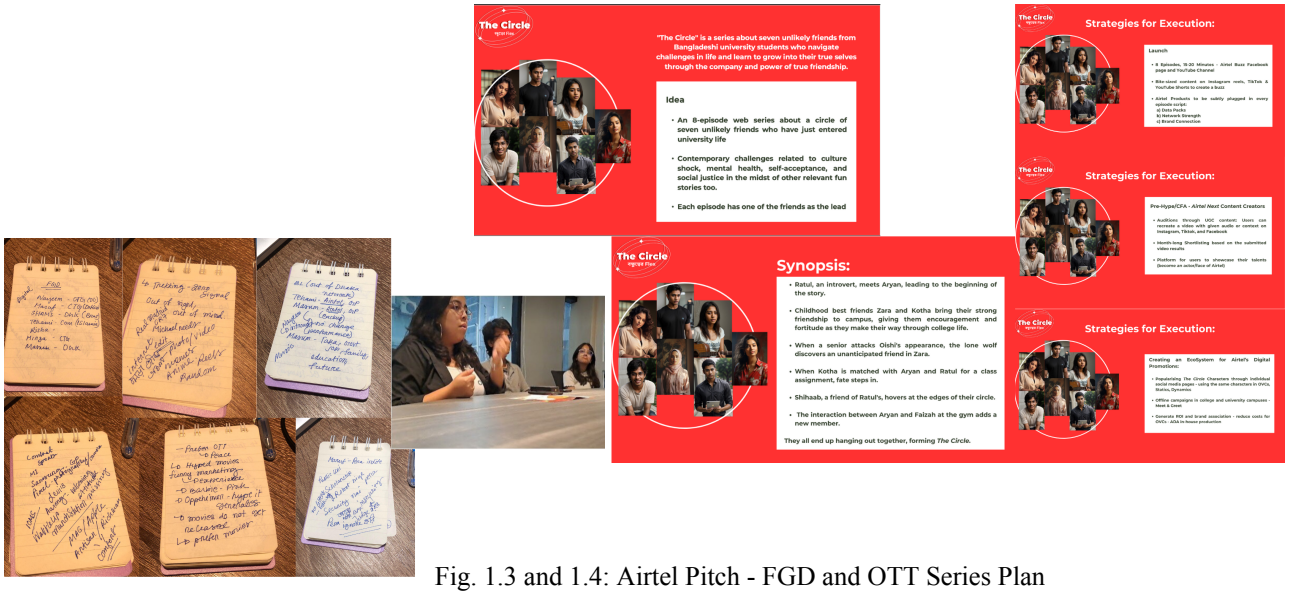


Fig. 1.3 and 1.4: Airtel Pitch - FGD and OTT Series Plan

Challenges:

- Striking a balance between innovation and the client's unique needs was a major obstacle; as a result, successful completion of both goals required strategic negotiation.
- Ensuring that the pitch resonated with Airtel's target audience while also taking their perspective into consideration, as many members of the internal team perceived a generational divide.

Mistakes:

- Working on a telecoms account was my first, so there was some confusion about how to tackle the technical parts of the pitch at first.
- We reworked and fixed an earlier mistake that put too much focus on particular creative elements—like the fun part of being a Gen Z—to the exclusion of more crucial strategic points.
- When it came to the shortlist for the account, DotBirth came in a close second to us, but they ended up winning the pitch.

Learnings:

- I was able to gain an understanding of how a telecommunications company functions as a result of this being my first experience with a project of this nature.
- One of the most important aspects of a successful pitch is the ability to communicate effectively with the client and to understand their expectations adequately.
- Striking a balance between strategy and creativity is an endeavor that requires continuous learning and requires refinement in response to feedback and the dynamics of the market.
- I was able to learn how to deal with failure and make a commitment to work even harder.

Project 2: Robi World Cup Campaign

Client: Robi
Start Date: September 25, 2023
End Date: October 25, 2023

Project Overview:

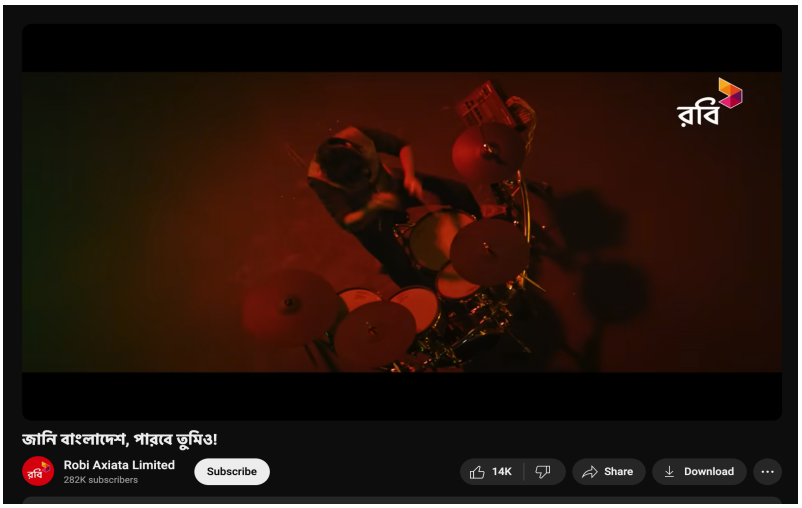


Fig. 2.1 - Robi World Cup Theme song: Digital Release

The primary objective of the Robi World Cup campaign was to leverage the excitement around the 2023 ICC World Cup to increase brand awareness and audience engagement. In this case, the focus was on Robi's digital marketing campaigns, which primarily featured their brand tagline, "Parbe Tumio." To guarantee that the plan was successfully carried out, a combination of strategic planning and execution was needed. They worked with popular rock band Aurthohin to create a complex music video for the Robi World Cup theme song, which featured their rendition of the well-known song Chaitei Paro along with the Robi World Cup slogan, "Jani Bangladesh Parbe Tumio."

ADA worked with the brand's ATL agency, FCB Bitopi, on this campaign. As their digital agency, we were tasked with increasing their media presence, creating contextualised content that supported Bangladesh's 2023 ICC World Cup qualification as per their instructions, and incorporating the campaign tagline, "Jani Bangladesh Parbe Tumio," into all marketing materials.

My tasks and responsibilities:

- Contributed to brainstorming sessions for creative campaign ideas.
- Collaborated with the creative team in developing engaging content for the campaign.
- Participated in client briefings and ensured that the campaign aligned with Robi's marketing goals.
- Monitored realtime events and discussions related to the World Cup to adapt the campaign strategy.
- Alignment of creative requirements with the media department for placements.







Fig. 2.2, 2.3, and 2.4: Robi World Cup Facebook Contextual Content

Challenges:

- Navigating the dynamic nature of realtime events required quick adaptability to ensure campaign relevance.
- Balancing promotional aspects with a genuine celebration of the World Cup posed a creative challenge.
- Bangladesh's poor performance in the World Cup had negative impact on the campaign due to the audience's low morale.

Mistakes:

- Our optimism about Bangladesh's World Cup performance led to the production of surplus creative materials that were deemed unusable due to strategic positioning adjustments. As a consequence, both time and resources were wasted.
- A portion of the content did not effectively connect with the target audience as had been initially anticipated, necessitating a midcourse adjustment of our promotional strategies.

Learnings:

- Adapting to unfolding events necessitates agility and continuous monitoring in realtime campaigns.
- Audience engagement and campaign efficacy are increased when content volume and audience perception are balanced.

Project 3: ADA Facebook Page Revival Pitch Internal Team

Client: ADA Asia (Internal Project)

Start Date: September 30, 2023

End Date: October 12, 2023

Project Overview:



Fig. 3.1, 3.2, 3.4: Pitch Deck items

The main goal is to revitalize ADA Bangladesh's official Facebook page so that it attracts more likes, gets more views, and better reflects the organization's values and mission. As part of this project, we completely revamped the look and feel of the ADA Facebook page and its content strategy.

My tasks and responsibilities:

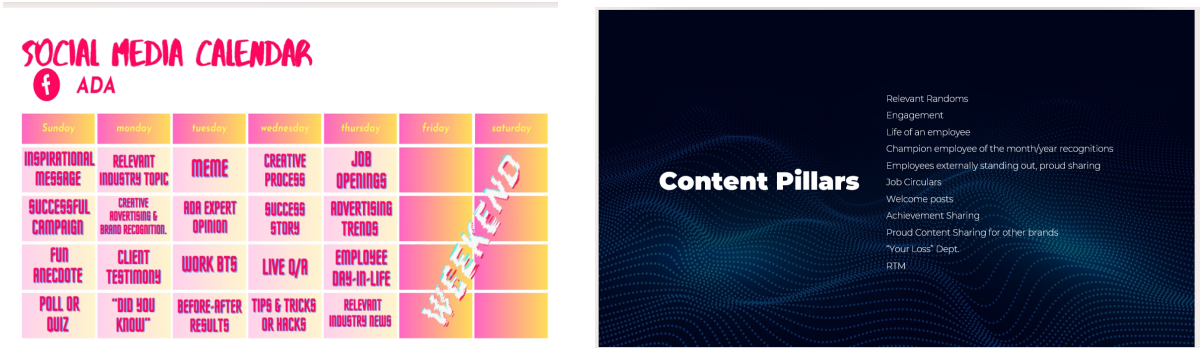


Fig. 3.4, 3.5: Pitch Deck Calendar and Pillars

- I conducted a thorough audit of ADA's Facebook page, looking at its demographics, engagement metrics, and current content.
- Recognized areas for improvement and used that information to guide the strategic overhaul.
- Coordinated with the design group to suggest a redesign of the Facebook page, ensuring that it adhered to all of the ADA's branding standards.
- To appeal to ADA's diverse audience, use visually appealing and cohesive elements.

- Consistent and substantial audience participation was the goal of developing a comprehensive plan for content distribution.
- In order to cater to a diverse audience, we proposed a content calendar that incorporates various content formats.
- I worked with different teams to make sure that ADA's marketing goals were aligned with the Facebook page strategy.
- Directed efforts to revitalise the page while ensuring it matched the brand's aesthetic.

Challenges:

- Aesthetic appeal and content resonance must be balanced to consider the varied ADA audience.
- All changes must adhere to the ADA's long-term objectives and guiding brand message.
- Making a mistake was not an option because our regional head was watching the presentation.

Mistakes:

- Discovered an optimization-impairing misalignment between data analytics and algorithm predictions.
- Disregarded chances to highlight ADA's internal accomplishments and products in favor of external branding.

Learnings:

- In order to successfully revive the page, it is crucial to understand audience preferences and keep up with trends in the social media landscape.
- Had a revelation about how important it is to work with internal teams to make sure the Facebook page strategy fits in with the bigger picture of the company.
- This highlights the complex dynamics at play when a multi-faceted organization like ADA Asia attempts to reinvigorate its social media presence.

Project 4: Robi Photography Project

Client: Robi
Start Date: October 20, 2023
End Date: Ongoing - Under Client Approval

Project Overview:



Fig.4.1: Photography Idea Deck

An important initiative to elevate Robi's brand identity, the Robi Photography Project will commence once the start and end dates are decided. The project's goal is to create an engaging visual library. Curating a collection that supports Robi's marketing objectives requires coordinating the efforts of skilled photographers with the creative team. Authentic moments and cultural richness are emphasized in this project, which embodies the brand tagline "Parbe Tumio." The importance of coordinating artistic pursuits with strategic brand messaging is also highlighted, continuing the theme of honoring the rich cultural diversity of Bangladesh.

My tasks and responsibilities:

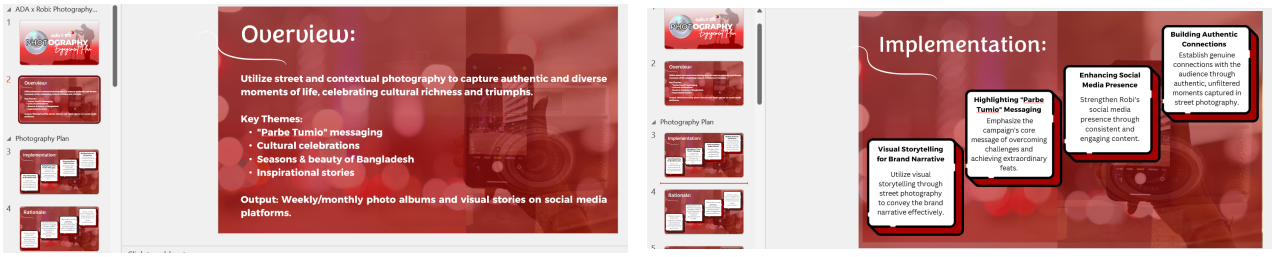


Fig. 4.2, 4.3: Photography Campaign Modality

- Ensuring consistency with Robi's brand positioning and working with a wide range of photographers to capture genuine and diverse moments.
- Creating a modality for photographers to focus on "Parbe Tumio," cultural festivities, the beauty of the seasons, and inspirational tales while staying true to the main themes.
- Making sure that Robi's story is conveyed effectively through visual storytelling by working closely with the creative team.

- Developing a framework that utilises street and contextual photography to authentically capture the triumphs and cultural richness of life in Bangladesh.
- Ensuring that the photography seamlessly integrates with specific campaigns, reinforcing the overall brand image.
- Regularly reviewing the photography library, suggesting updates and adjustments based on evolving marketing needs and thematic considerations.

Challenges:

- Striking a balance between being creative and maintaining a cohesive brand image.
- Developing a cohesive plot that adheres to established themes.

Mistakes:

- In the past, we failed to allocate funds and provide clients with thorough job descriptions of the photographers.
- Appreciation for the fact that other TelCO brands, such as Grameenphone and Banglalink, have already used this concept.

Learnings:

- The capacity to convey a consistent story through images and a sophisticated grasp of brand identity are prerequisites for building a visual library.
- It is essential to communicate effectively with photographers so that their vision fits in perfectly with the brand's message.

Project 5: Robi DRS, RTM, and Engagement Posts

Client: Robi
Start Date: October 26, 2023
End Date: Ongoing

Project Overview:



Fig. 5.1: DRS RTM Deck

With an emphasis on digital reputation scores (DRS), real-time marketing (RTM), and engaging content, the Robi DRS, RTM, and Engagement Posts project aimed to develop and implement strategic posts for Robi. With the help of Facebook posts that result in positive DRS, we aimed to boost brand positioning, communication, and engagement with customers.

My tasks and responsibilities:



Fig. 5.2-5.6: Engagement and RTM Posts Execution for Robi's Facebook Page

- I coordinated with Robi's brand team and the planning team to make sure the posts fit in with the overall marketing plan.
- We surveyed the whole market to find out what people were buying and selling in order to anticipate future trends.
- The created content will be useful for more than just DRS promotions and real-time marketing campaigns.
- Maintained cohesion in the brand's message across all digital channels.
- The post-performance metrics were monitored, and strategies were adjusted based on the data collected from audience engagement.

Challenges:

- Adapting content for realtime marketing required quick decisionmaking and coordination with relevant teams.
- Maintaining a balance between promotional content and user engagement posed a creative challenge.
- As Robi is a telecommunications company, disagreements have emerged between our organisation and the client concerning the applicability and legitimacy of creative content, particularly in regards to the categorical connection.

Mistakes:

- Initially underestimated the timing sensitivity of realtime marketing, leading to adjustments in content planning.
- Lack of timeliness when suggesting RTMs led to missed opportunities.
- Some engagement posts did not generate the expected level of interaction.

Learnings:

- Realtime marketing demands precise timing and adaptability, emphasising the importance of wellcoordinated planning.
- Analysing post performance metrics provides valuable insights for refining future content strategies, and also learned about DRS algorithms.
- I learned to deal with in-house and external conflicts simultaneously when disagreements occurred.

Project 6: Fight the Fake with Robi

Client: Robi
Start Date: November 01, 2023
End Date: Upcoming



Fig. 6.1: Fight the Fake Sample KV

Project Overview:

With the help of cutting-edge AI technology, the "Fight the Fake with Robi" campaign aims to proactively combat deepfakes and online identity theft. Part of the project's goals are to get the word out, teach people how to use Robi, and establish Robi as an industry pioneer in using AI to safeguard people's online identities. In order to execute the campaign, Robi and stopncii.org will collaborate with the cyber security unit of the Bangladeshi government.

My tasks and responsibilities:

- Collaborating with AI experts and the creative team to develop a comprehensive strategy for the campaign.
- Integrating Robi's brand messaging seamlessly into the campaign to align with user safety and responsible digital citizenship.
- Contributing to the creation of educational content, including infographics, video tutorials, and written guides.
- Developing user engagement initiatives to encourage active participation in the campaign.
- Researching branding modalities and partnership opportunities in and outside the telecom industry for campaign execution.

Challenges:

- Addressing the complexities of deepfake technology and online identity protection demands a nuanced and wellresearched approach.
- Balancing technical information with userfriendly content for a diverse audience poses a creative communication challenge.

Mistakes:

- There was initially an information gap between the team and the modality of stopncii.org, which required time for further research.

Learnings:

- Ethical considerations are paramount when addressing topics related to AI, deepfakes, and online identity protection.
- I learned about the technicalities and algorithms of social media image sharing.

Project 7: Robi Haate Kolome Project - PR and Digital OVC

Client: Robi
Start Date: December 1, 2023
End Date: December 11, 2023

Project Overview:



Fig. 7.1: Haate-Kolome AV

The Robi Haate Kolome initiative's principal goal was to launch a new online learning platform tailored to technical and trade-related subjects. The effort included public relations (PR) and digital outreach tactics with the goal of making Robi a major player in online skill training and vocational education through YouTube tutorials. The platform will offer courses in digital media, graphic design, mobile servicing and repair, and caregiving. People between the ages of 16 and 45 who are either very driven or are having difficulty making ends meet and could use easy access to educational resources are the target audience. The ATL agency that represents Robi, FCB Bitopi, is our partner.

My tasks and responsibilities:

Robi হাতে কলমে
Launch AV Script Final
Duration: 70-80 Seconds

Voiceover	Visual
রাজশাহীর রাজু, ক্লাস ১০ পাস করে আর পড়াশোনা চালাতে পারে নি আর্থিক অভাবের কারণে।	স্কুল থেকে বের হয়ে আসছে রাজু; চেহারায় মন খারাপের ছাপ
কিন্তু এখন, সে খুব সহজেই শিখতে পারবে কীভাবে সব ধরনের অ্যান্ড্রয়েড ও আইফোন রিপেয়ার করতে হয়।	মোবাইল রিপেয়ার করার দৃশ্য
ভুবনমোহন পার্কের পাশেই শুরু করে দিতে পারবে তার ছোট বিজনেস।	ব্যস্ত রাস্তার পাশে একজন চেয়ার টেবিল নিয়ে বসে ব্যবসা করছে
পিতাকুড়ের শ্যামা, বাবা ছেড়ে যাবার পর পরিবারের হাল তাকেই ধরতে হয়েছে আর পড়াশোনা করতে পারে নি।	শ্যামা করুণ দৃষ্টিতে উঠানে দাঁড়িয়ে আছে; বাবা ব্যাগ নিয়ে চলে যাচ্ছে
কিন্তু এখন, সে খুব সহজেই শিখতে পারবে কীভাবে মানুষের সেবা করতে হয় একজন কেয়ারগিভার হিসেবে।	বিকেলবেলা পার্কে এক বৃদ্ধাকে সাথে নিয়ে হাঁটছে এক তরুণী; বৃদ্ধার মুখে মিষ্টি হাসি
মানুষকে সেবা দিয়ে সুস্থ করার পাশাপাশি বোনের লেখা পড়ার খরচটাও সামলাবে সে।	স্কুল শেষে রেজাল্ট কার্ড হাতে ছোট বোন দৌড়ে এসে শ্যামাকে পেছন থেকে জড়িয়ে ধরবে
এমন হাজারো মানুষের স্বপ্নকে সাফল্যে রূপ দিতে রবি নিয়ে এসেছে, হাতে-কলমে: কর্মমুখী শিক্ষার ফ্রি অনলাইন প্ল্যাটফর্ম। স্মার্ট বাংলাদেশের যেকোনো প্রান্ত থেকেই শিখতে পারবে সবাই, ভিডিও দেখেই পাবে পেশামূলক কোর্সের ডেমন্সট্রেশন।	রবি হাতে কলমের লোগো রবি হাতে কলমের প্ল্যাটফর্মের লে-আউট
অসংখ্য কোর্স থেকে বেছে নিন আপনার কোর্স আর শিখুন সাবজেক্ট মেটার এক্সপার্টদের কাছ থেকে।	এক্সপার্টদের ডেমন্সট্রেশন বিভিন্ন কোর্সের ক্লিপ
হাতে কলমে: পছন্দের কোর্স শিখে জীবন গড়তে পারবে তুমিও।	রাজু, শ্যামা, দেবাশীষ ক্যামেরায় তাকিয়ে কনফিডেন্সের হাসি দেবে

Fig. 7.2: Haate-Kolome AV Script

- Contributed to the development of PR strategies for the Robi Haate Kolome launch.
- Collaborated with the data and strategic team to identify target audiences and tailor communication accordingly.
- Developed digital content, including AV scripts and static contents, to promote the eLearning platform.
- Coordinated with external partners and educational institutions for enhanced course offerings.

Challenges:

- Balancing promotional efforts with the educational impact of the platform required a nuanced approach.
- Ensuring the digital content resonated with diverse audiences with varying levels of digital literacy posed a communication challenge.
- Delay in receiving a Media Plan.

Mistakes:

- Initial PR strategies needed adjustments to better align with the diverse audience segments.
- Some deadlines could not be met and had to be submitted last minute.
- Some digital content elements required revisions to enhance accessibility and engagement.

Learnings:

- Crafting PR strategies requires a deep understanding of the target audience's needs and aspirations.
- Tailoring digital content for diverse audiences enhances the overall impact of educational initiatives and can be sensitive.
- Deadlines are crucial for the success of any campaign, especially during the launch phase.

Project 8: Victory Day Campaign for Robi

Client: Robi
Start Date: December 5, 2023
End Date: December 16, 2023

Project Overview:



Fig. 8.1-8.3: Robi Victory Day Campaign Plan and Sample

The Victory Day Campaign for Robi aimed to commemorate the historical significance of Victory Day through a comprehensive digital campaign. The project involved strategic planning, content creation, and realtime engagement initiatives to resonate with the audience during this patriotic occasion.

My tasks and responsibilities:

Head Copy:
ওরা পারবে না
বিজয়ের এই মুহূর্তগুলো দেখতে

Body Copy:
কিন্তু তাঁদের হাতেই শুরু হওয়া এই বিজয়ের অনুপ্রেরণায়
জানি বাংলাদেশ
পারবে তুমিও!

Caption Option 1 (What would victory look like in the next 53 years):

বিজয়ের ৫৩ বছরে আজ বাংলাদেশ। মুক্তিসেনাদের হাত ধরে ১৬ই ডিসেম্বর জ্বলেছিল যে বিজয়ের শিখা, সেই আলোয় আলোকিত হচ্ছে আজ পুরো জাতি। মেট্রোরেল, আন্ডারওয়াটার টানেল, পারমাণবিক বিদ্যুৎ কেন্দ্রের মতো অনেক বিজয়ের নিশান যোগ হয়েছে এই দেশের মাটিতে। মহান বিজয় দিবসে এই অগ্রযাত্রার সূচনাকারী সকল বীর মুক্তিযোদ্ধাকে জানাই শ্রদ্ধা।

কেমন হতে পারে আগামী ৫৩ বছরে বাংলাদেশের বিজয়গুলো? কমেন্টে জানালে থাকছে স্পেশাল অফার জেতার সুযোগ 👇👇👇

Caption Option 2 (AI Generated Content):

বিজয়ের ৫৩ বছরে আজ বাংলাদেশ। মুক্তিসেনাদের হাত ধরে ১৬ই ডিসেম্বর জ্বলেছিল যে বিজয়ের শিখা, সেই আলোয় আলোকিত হচ্ছে আজ পুরো জাতি। মেট্রোরেল, আন্ডারওয়াটার টানেল, পারমাণবিক বিদ্যুৎ কেন্দ্রের মতো অনেক বিজয়ের নিশান যোগ হয়েছে এই দেশের মাটিতে। মহান বিজয় দিবসে এই অগ্রযাত্রার সূচনাকারী সকল বীর মুক্তিযোদ্ধাকে জানাই শ্রদ্ধা।

পরিচিত কোনো বীর মুক্তিযোদ্ধাকে এই যুগের বাংলাদেশে দেখতে কেমন লাগবে জানতে চান? তাহলে কমেন্টে তাঁর ছবি পাঠান। আপনাদের সাবমিট করা ছবিগুলো রুপান্তরিত করা হবে AI প্রযুক্তি দিয়ে 👇👇👇

Fig. 8.4: Victory Day Post Idea and Copy

- Collaborated with the creative team to ideate and develop content that paid tribute to Victory Day.
- Developed a content calendar for the campaign, ensuring a cohesive narrative across various digital platforms.
- Engaged in realtime monitoring of events related to Victory Day, adapting the campaign strategy as needed.
- Integrated Robi's brand messaging seamlessly into the campaign to reinforce positive brand associations.

Challenges:

- Balancing a respectful portrayal of historical events with engaging content demanded careful consideration.
- Realtime monitoring required constant attention to emerging events and audience sentiment.

Mistakes:

- Some of the content ideas lacked feasibility and vibrance needed for National events.
- The messaging lacked brand connection initially.

Learnings:

- Engaging with sensitive topics demands a thoughtful and respectful approach, balancing creativity with cultural sensitivity.
- Realtime monitoring is essential for adapting campaigns based on unfolding events and audience reactions.

Internship Outcome



Fig. 9: Team ADA Creative, Cient Servicing, and Digitial Strategy and Planning Team

My internship at ADA Bangladesh, spanning eighteen weeks, has been a profound exploration into the intricate world of digital advertising and data analytics. This immersive experience has been a crucible for self-discovery, professional growth, and the honing of skills essential for the dynamic landscape of the industry.



My internship has helped me develop several skills, one of the most important of which is a wealth of technical knowledge. The intricacies of digital advertising, the dynamics of telecom brands, and other technical aspects govern successful campaigns, so I dove headfirst into studying them. I was able to apply my skills in other areas, like branding strategies and understanding the algorithms that shape social media landscapes, thanks to my comprehensive knowledge of the industry's technical foundations.

Getting the client's go-ahead for multiple ideas is quite an achievement. Successfully balancing client needs with my own creativity was a gratifying milestone that led to the approval of multiple concepts. Both the ideas' reception and the team's ability to grasp the client's tastes and requirements were on full display in this triumph.

Thanks to my internship, I was able to develop closer relationships with my coworkers. Important for effective teamwork, the welcoming environment from coworkers fostered an environment conducive to idea sharing and collaborative brainstorming. It was on this basis of camaraderie that strong collaboration and mutual support were established.

Everyone on the creative team was really open to my ideas and feedback. Assuring and essential was the establishment of a platform where diverse perspectives can enhance campaigns, with the backing of the more seasoned creative team members when voicing opinions and thoughts. Having my voice heard in such an inspiring environment boosted my self-esteem and motivated me to get involved.

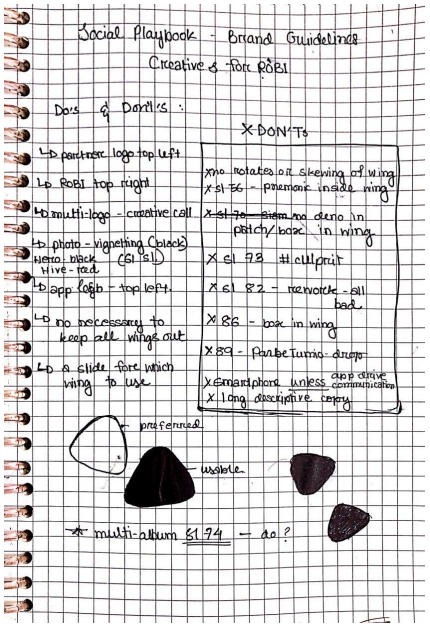
Without realising that not all efforts are rewarded, the internship experience would have been lacking. My first project with ADA was an emotional investment and a creative effort that I saw through, so it was disheartening to lose in a pitch where DotBirth was named the winner for the Airtel pitch. On the other hand, the setback served as a spur to development. It was my first encounter with the transient nature of success and failure in the professional field, teaching me resilience and a renewed determination to work even harder.

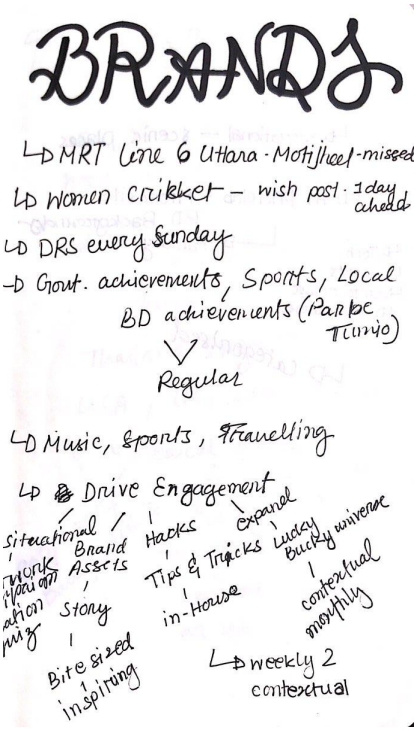
Relationship management with clients remains a challenge, despite my improvements in client servicing. Since I am constantly mediating between the Robi brand team's clients and the creative team, I can safely say that they are not entirely convinced just yet. Depending on the situation, the ball can be in either our or their court, so I am prepared for a lengthy and patient process.

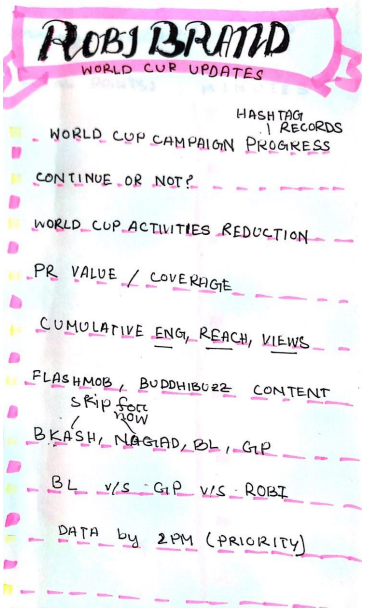
The demanding and fast-paced nature of this job has tested my mettle and shown that I can work through stress and long hours. The first step towards achieving a healthy work-life balance and effectively managing stress is realising this limitation. One important aspect of my path to self-awareness has been learning to accept my impulsive and hasty decision-making tendencies. However, I have also learned that this allows me space to grow as a person through acknowledgment and working on myself.

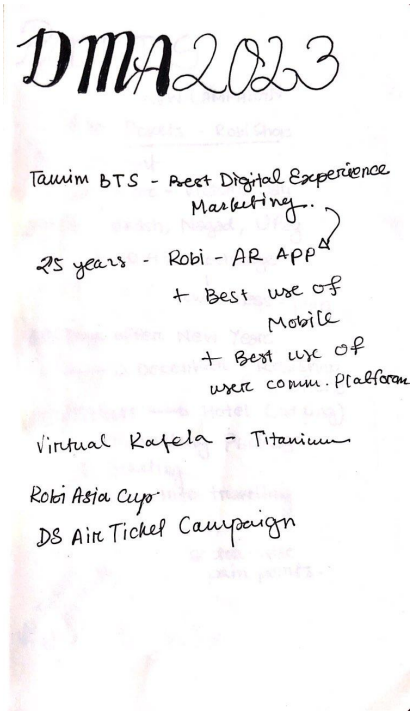
By reflecting on my actions and making conscious choices, I aim to discover positive ways to utilise these qualities and turn them into strengths. The importance of effective communication, persistence, and adaptability have been reinforced, and I have developed an in-depth understanding of the technical intricacies of the digital advertising landscape. This internship has given me more than just technical knowledge; it has also given me excellent people skills, the resilience to overcome obstacles, and the will to continuously improve.

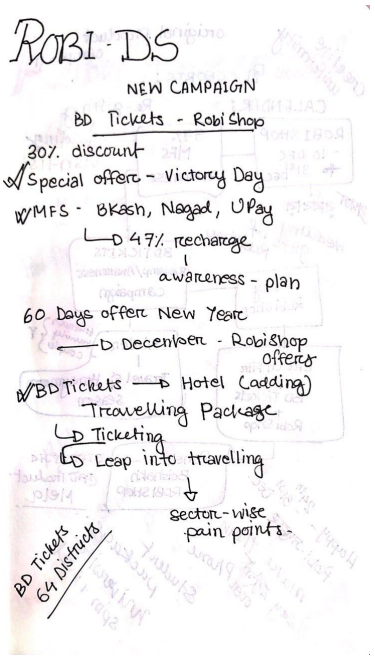
Logs

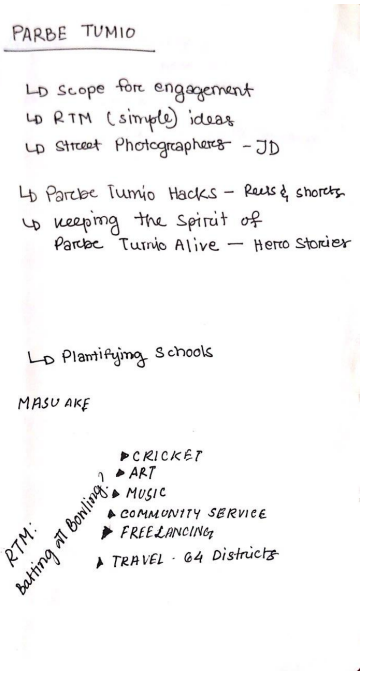

Social Playbook - Brand Guidelines
Creative & Tone for ROBI
Do's & Don'ts :
X DON'Ts
partner logo top left
ROBI top right
multi-logo - creative call
photo - vignetting (black)
app login - top left
no necessary to keep all wings out
a slide for which wing to use
no rotation or skewing of wing
- premium inside wing
- demo in wing
- culprit
- rework - all bad
- look in wing
- Parbe Tumio drops
smartphone (unless app drive communication)
long descriptive copy
preferred
usable
multi-album - do?

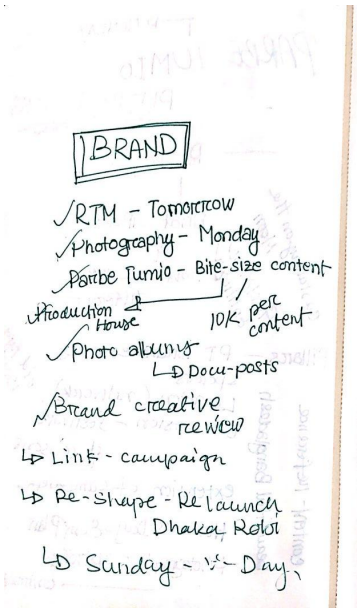

BRANDS
MRT Line 6 Uttara - Motijheel - missed
Women cricket - wish post - 1 day ahead
DRS every Sunday
Govt. achievements, Sports, Local
BD achievements (Parbe Tumio)
Regular
Music, Sports, Travelling
Drive Engagement
situational
Brand Assets
Hacks
Tips & Tricks
in-House
expand
Lucky Bucky universe
contextual
monthly
Bite sized
inspiring
weekly 2
contextual

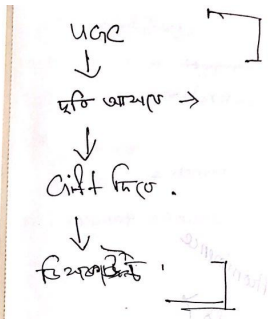

ROBI BRAND
WORLD CUP UPDATES
HASHTAG
RECORDS
WORLD CUP CAMPAIGN PROGRESS
CONTINUE OR NOT?
WORLD CUP ACTIVITIES REDUCTION
PR VALUE / COVERAGE
CUMULATIVE ENG, REACH, VIEWS
FLASHMOB, BUDDHIBUZZ CONTENT
SKIP for NOW
BKASH, NAGAD, BL, GP
BL V/S GP V/S ROBI
DATA by 2PM (PRIORITY)

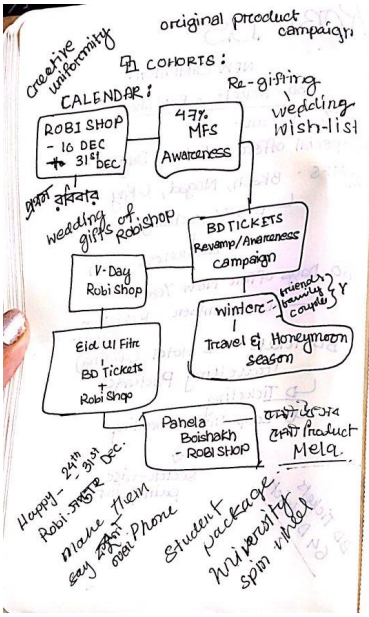

DMA 2023
Tamim BTS - Best Digital Experience Marketing..
25 years - Robi - AR APP
+ Best use of Mobile
+ Best use of user comm. Platform
Virtual Rafela - Titanium
Robi Asia Cup
DS Air Ticket Campaign

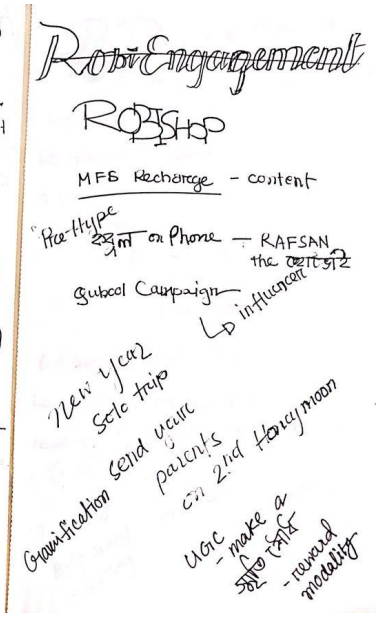

ROBI DS
NEW CAMPAIGN
BD Tickets - Robi Shop
30% discount
Special offers - Victory Day
MFS - BKash, Nagad, UPay
47% recharge
awareness - plan
60 Days offer New Year
December - Robishop offers
BD Tickets - Hotel Cadding)
Travelling Package
Ticketing
Leap into travelling
sector-wise pain points -
BD Tickets 64 Districts

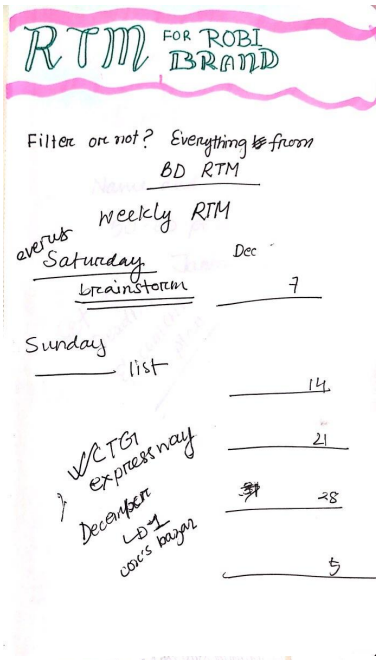

PARBE TUMIO
Scope for engagement
RTM (simple) ideas
Street Photographers - JD
Parbe Tumio Hacks - Reels & shorts
keeping the Spirit of Parbe Tumio Alive - Hero Stories
Plantifying Schools
MASU AKE
RTM:
Batting at Bonlipa
CRICKET
ART
MUSIC
COMMUNITY SERVICE
FREELANCING
TRAVEL - 64 Districts

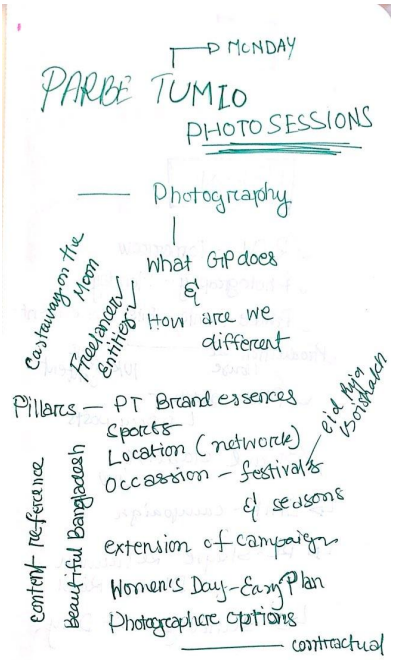

BRAND
RTM - Tomorrow
Photography - Monday
Parbe Tumio - Bite-size content
Introduction House
10K per content
Photo albums
Docu-posts
Brand creative review
Link - campaign
Re-Shape - Relaunch Dhaka Robi
Sunday - V-Day

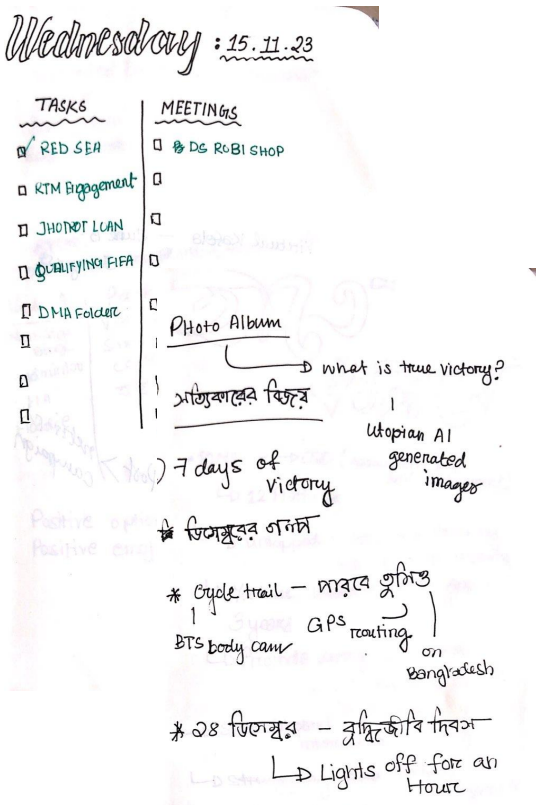

UGC
Gift Box

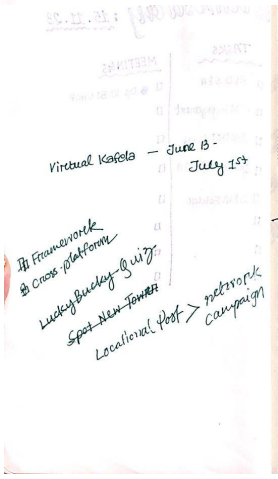

original product campaign
creative uniformity
COHORTS:
CALENDAR:
Re-gifting
wedding wish-list
ROBI SHOP - 16 DEC - 31st DEC
47% MFS Awareness
BD TICKETS Revamp/Awareness campaign
V-Day Robi Shop
Eid Ul Fitr BD Tickets Robi Shop
Winter - friends/ family/ couples
Travel & Honeymoon season
Pahela Boishakh - Robi Shop
Happy - 24th 31st Dec.
Student package
University spin

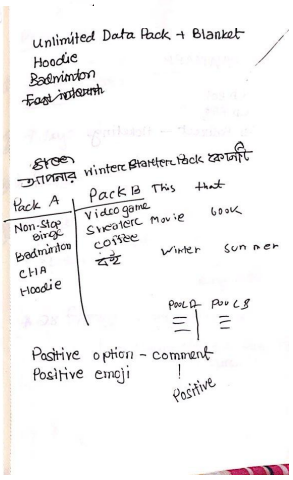

Robi Engagement
ROBI SHOP
MFS Recharge - content
Pre-Hype
on Phone - RAFSAN
Global Campaign
influencer
New year
Solo trip
Qualification
Send your parents on 2nd Honeymoon
UGC - make a
- reward modality

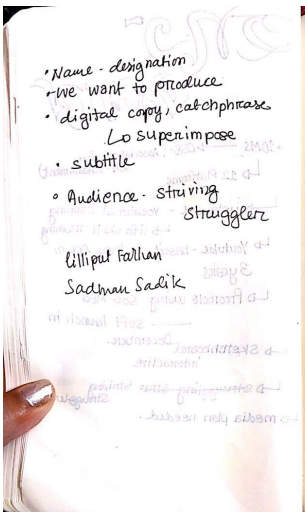

RTM FOR ROBI BRAND
Filter or not? Everything from BD RTM
weekly RTM
Saturday
Brainstorm
Dec
7
Sunday
list
14
WCTG expressway
21
December
28
cox's bazar
5

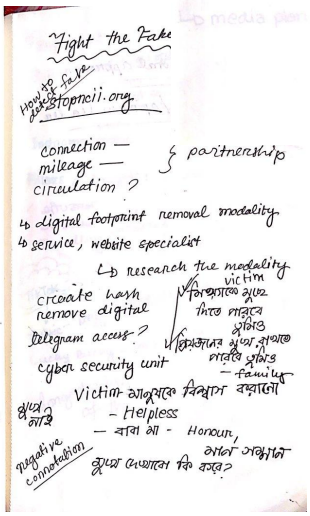

MONDAY
PARBE TUMIO
PHOTO SESSIONS
Photography
What GP does & How are we different
Castaway on the Moon
Freelancer/ Entities
Pillars - PT Brand essences
Sports
Location (network)
Occassion - festivals & seasons
eid, puja, boishakh
extension of campaign
Women's Day - Easy Plan
Photographers options
contractual
content reference
Beautiful Bangladesh

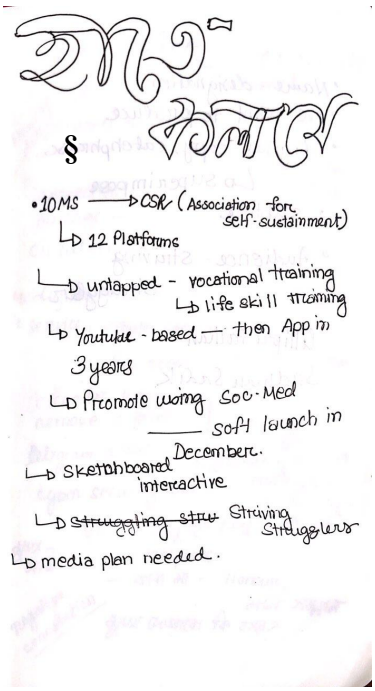

Wednesday : 15.11.23
TASKS
MEETINGS
RED SEA
DG ROBI SHOP
RTM Engagement
JHOTPOT LOAN
QUALIFYING FIFA
DMA Folder
Photo Album
what is true victory?
সত্যিকারের বিজয়
Utopian AI generated images
7 days of victory
বিজয়ের গল্প
Cycle trail - সারাবে ঘুরিস্থ
BTS body cam
GPS routing
on Bangladesh
28 ডিসেম্বর - বুদ্ধিজীবি দিবস
Lights off for an Hour


Virtual Kabaddi - June 15 - July 1st
Framework
Cross platform
Lucky Buddy Quiz
Spot New Tomato
Localized Post > network campaign

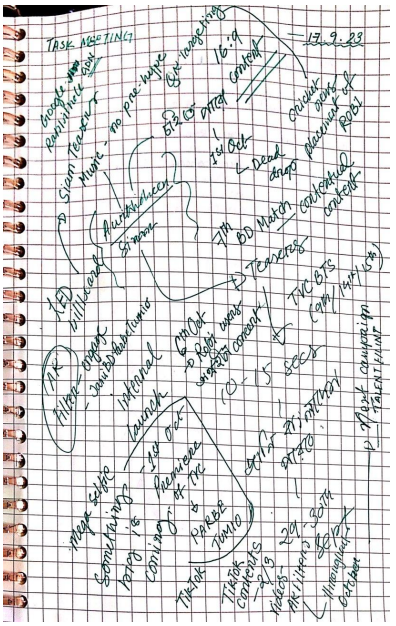

Unlimited Data Pack + Blanket
Hoodie
Badminton
Fast network
Store
Winter Starter Pack
Pack A
Pack B
This
that
Non-Stop Bird
Badminton
CHA
Hoodie
Video game
Sneakers
Movie
Book
Cricket
Winter
Summer
Positive option - comment
Positive emoji
Positive

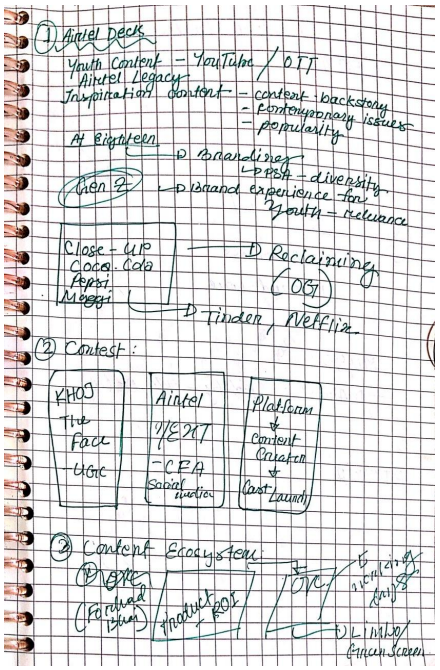

Name - designation
we want to produce
digital copy, catchphrase
to superimpose
subtitle
Audience - Striving Strugglers
Lilliput Fatlian
Sadman Sadik

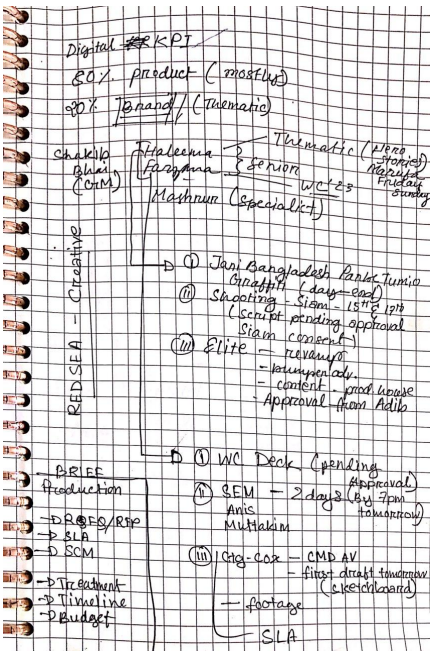

Fight the Fake
How to file
stopncii.org
connection - mileage - circulation ?
partnership
digital footprint removal modality
service, website specialist
research the modality
create hash
remove digital
Telegram access ?
cyber security unit
victim
Victim
- Helpless
- Honour,
negative connotation


§
•10MS → CSR (Association for self-sustainment)
12 Platforms
untapped - vocational training
life skill training
Youtube - based — then App in 3 years
Promote using Soc-Med
soft launch in December.
Sketchboard interactive
Struggling strug Striving Strugglers
media plan needed.


Engagement :
① Instagram's content pillar
UGC
content series
we should make a sample post.
Instagram-centric
Winter nostalgia
Pillars & Insights :
Robi Wrapped
✓ adventure
✓ Barbecue - best barbecue
✓ Travelling
chef Robi App or General?
TikTok
music - bangla - Ohlinoscars
Robi Gracie awards
content series
Lucky Bucky - conversation
longest night of the year
Wrapped - generalised


TASK MEETING
17.9.23
16:9
Robi wrapped
Robi wrapped concept
Tentacles
BD Music
Internal launch
Teaser
Launch
TVC
Parker Tunic
TikTok
Instagram
Facebook
Influencers
Viewership
Likes
Comments
Shares


① Airtel Decks
Youth Content - YouTube / OTT
Airtel Legacy
Inspiration content - content backstory
- contemporary issues
- popularity
At Eighteen
Branding
PSH - diversity
Brand experience for Youth - relevance
Close-up
Coca-Cola
Pepsi
Maggi
Reclaiming
OOH
Tinder, Netflix
② Contest :
KHOS
The Face
UGC
Airtel
VIBE247
CRA
Social media
Platform
Content Curation
Last Launch
③ Content Ecosystem
Drama
Product
OOH
Digital
Cinema Screen


Digital KPI
80% product (mostly)
20% Brand (Thematic)
Shakib Khan (CMD)
Thematic (Women Empowered) Mahiya Friday Sunday
Haleema Farzana
Senior WC 2.3
Mahnum (Specialist)
REDSEA - Creative
① Jani Bangladesh Parks Tunic
Graffiti 1 day - end
② Shooting Siam - 15th & 17th
(Script pending approval Siam concern)
③ Elite - relevancy
- tonality
- content - mod house
- Approval from Adib
① WC Deck (pending Approval)
② SEM - 2 days left by 7pm tomorrow
Anis
Muttakin
③ Org-Cox - CMD AV
- first draft tomorrow (checklist board)
BRIEF
Production
→ PROPO/RFP
→ SLA
→ SCM
→ Treatment
→ Timeline
→ Budget
— footage
— SLA

MSJ043

SELF-ASSESSMENT FORM

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

Name of Intern: _Nahian Jamal Joyeeta_____

University ID: __193012011_____

Name of the Institute/Organization:	Axiata Digital Advertising (ADA) Bangladesh		
Corporate Office Address:	8th Floor, Sena Kalyan Business Mart, 219/C Bir Uttam Mir Shawkat Sarak, Tejgaon Link Road, Dhaka 1208		
Email:	info@ada-asia.com	Web:	http://ada-asia.com

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

45 Hours

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

Yes; BDT 7,500.

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

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

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

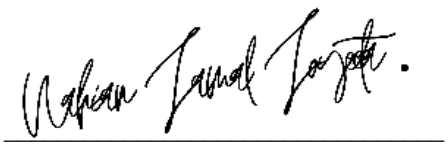
1=Not at all 2=Slightly 3=Moderately 4=Quite a bit 5=A great deal

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

16	I have broadened my critical thinking skills (reasoning, problem solving)	4
17	I have learnt the ability to work independently	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	5
22	I received an opportunity to explore a specific career	5
23	I developed realistic ideas about the work world	5
24	I narrowed my future possible career choices.	4
25	**What is your average score from this test?**	4.33

5. General Comments

My tenure at ADA Bangladesh, a digital powerhouse under ADA Asia, has been a transformative journey into the realms of digital advertising and data analytics. In the heartbeat of a multinational agency, ADA's commitment to innovation and client-centric solutions became evident. Collaborating with talented professionals, I navigated diverse projects, from Facebook page revival to curating a visual identity for Robi. The experience enriched my understanding of strategic client servicing, the intricacies of digital marketing, and the synergy between creativity and data. ADA became my canvas for professional growth, where learning transcended tasks, fostering a holistic comprehension of the dynamic digital landscape.



Signature of Intern

Professional Competencies

Technical Proficiency:
Throughout my internship at ADA Bangladesh, I fortified my technical arsenal with essential tools and platforms crucial for digital advertising. Proficiency in Microsoft tools facilitated efficient documentation and data analysis, while mastering Canva enhanced my design capabilities. Additionally, utilizing TalkWalker honed my skills in social media analytics, a critical aspect of crafting targeted and data-driven campaigns.

Creative Tools Mastery:
Beyond the technical realm, my journey at ADA emphasized the mastery of creative tools. From ideation to presentation, the ability to utilize platforms like Canva played a pivotal role in crafting visually appealing and impactful materials. The integration of these tools showcased a seamless blend of creativity and technical acumen in my daily tasks.

Communication Skills:
Effective communication is paramount in the realm of client servicing. My internship served as a platform to refine my communication skills, both written and verbal. Regular client meetings demanded articulate presentation of ideas, ensuring clear and persuasive communication. This skill became particularly crucial during the presentation of project proposals, where conveying complex ideas succinctly was imperative.

Writing Proficiency:
From crafting engaging social media posts to developing comprehensive project reports, the internship honed my writing skills. The ability to tailor content to suit diverse platforms and audiences became an essential skill. Writing proficiency was not only about clarity but also about infusing creativity to captivate the audience, a skill that proved invaluable in the realm of digital marketing.

Resilience and Adaptability:
The nature of digital advertising is dynamic and often unpredictable. My internship underscored the importance of resilience in the face of challenges. The ability to adapt swiftly to evolving project requirements, client expectations, and industry trends became a testament to my positive and adaptive attitude.

Collaborative Spirit:
Working within a multidisciplinary team at ADA demanded a collaborative mindset. I actively engaged with colleagues, both within the creative team and cross-functional teams, fostering a collaborative spirit. This attitude facilitated the exchange of ideas, enhanced creativity, and contributed to the overall success of projects.

PR Principles Application:
While my academic background equipped me with theoretical knowledge of Public Relations (PR) principles, the internship provided a unique opportunity to bridge the gap between

classroom learning and practical application. At ADA, I navigated the intricacies of client interactions, campaign planning, and brand positioning, translating theoretical concepts into tangible strategies. This hands-on experience illuminated the nuanced application of PR principles in the dynamic landscape of digital advertising.

Digital Advertising Insights:
The internship deepened my knowledge of the digital advertising sector. From understanding the intricacies of social media algorithms to deciphering client needs, each project contributed to a richer understanding of the industry. The immersion in the digital landscape broadened my knowledge base, aligning theoretical knowledge with practical insights.

In essence, the professional competencies cultivated during my internship at ADA Bangladesh extend beyond technical proficiency. The integration of skills, attitude, and knowledge reflects a holistic approach to navigating the challenges and opportunities presented by the dynamic and ever-evolving world of digital advertising.

Concluding Remarks

Writing this final section of my internship report has allowed me to reflect on my time at ADA Bangladesh and how it has been both a blessing and a curse. These past eighteen weeks have been an extraordinary journey, filled with obstacles, successes, and priceless lessons that have gone far beyond what one would expect from an ordinary internship.

The dynamic environment provided by ADA allowed for the development of technical skills, communication acumen, and a resilient mindset—all of which are essential in today's rapidly changing digital world. Ideas thrived and different viewpoints were appreciated in an atmosphere fostered by the organization's collaborative spirit and the friendly reception from coworkers.

This internship has been more than just a job; it has been an opportunity to put what I have learned in the classroom into practise. The event was a turning point for the application of public relations theory to the development of effective online advertising campaigns. Client interactions, project planning, and the integration of creative thinking with data-driven strategies were all brought to light by the experience.

Along the way, I have learned a lot about myself, my strengths and weaknesses, and how to use setbacks to my advantage. From my time as an intern to my new career as an employee, I have gained invaluable experience, a strong work ethic, and a sophisticated grasp of the digital advertising landscape. More than just an internship, my time at ADA has been a watershed moment in my career, laying the groundwork for future success and impact in the exciting field of digital advertising.