



Media Studies and Journalism Department

Internship Report

Name: Tabassum Haider Risha

ID: 213012015

Term: Summer 2025

MSJ4298: Internship

HOST ORGANIZATION



Submission date:17-08-2025

Table of content

Student Details.....	03
Internship Details.....	04
Acknowledgement.....	05
PLAGIARISM DECLARATION.....	06
INTERNSHIP REPORT APPROVAL FORM.....	07
Introduction.....	08
Expectations/Objectives.....	09
Host Organization.....	10
Organisation's Organogram.....	11
Key Tasks During the Internship.....	12
Project 1.....	14
Project 2.....	22
Project 3.....	26
Project 4.....	30
Project 5.....	35
Project 6.....	41
Project 7.....	49
Project 8.....	57
Project 9.....	63
Project 10.....	68
Internship Outcome.....	73
Workplace log.....	74
SELF-ASSESSMENT FORM.....	89
Professional Competencies.....	91

Student Details

Name	Tabassum Haider Risha
ID	213012015
Department	Media Studies and Journalism Department
Major Concentration	Public Relations
Minor Concentration	BBA
Career Objectives	<p>I aim to build a career in Public Relations, strategic communication, and media advocacy, focusing on social development. My goal is to gain hands-on experience, lead campaigns that make a positive impact, help communities, and improve brand reputation. I am looking for roles that challenge my creativity and leadership skills. In the future, I want to work in the development sector, contributing to growth, equality, and sustainable progress.</p>

Internship Details

Host Organization	WebAble Digital <u>Address:</u> Level 4, House 10A, Rd No 4, Dhaka 1212
My Working Session	Advertising (Strategic Planner & Content Writer)
Supervisor	Maesha Arefin (senior manager, strategic planning) Mehedi Hasan (Copy manager)
Designation	Intern
Start Date	July 7, 2025
End Date	Continuing
Hours Per Week	45 Hours
Total Working Period	8 Weeks

Acknowledgement

As I reflect on the start of my professional journey, I realize how much I've grown in a short time, and it wouldn't have been possible without the incredible support from the people around me. Their encouragement helped me build a positive and enriching learning experience, for which I am truly grateful.

First and foremost, I would like to thank Webable Digital for welcoming me with open arms and creating such a supportive environment. The opportunities I received here have played a huge role in my personal and professional development.

A special thank you goes to my supervisors, Maeesha Arefin, Senior Manager of Strategic Planning, and Mehedi Hasan, Copy Manager, for their mentorship and support. Their guidance helped me better understand the nuances of strategic planning and content writing.

I'm also extremely thankful to my senior, Afifa Sultana Ema, Strategic Planner, Executive, for helping me grasp campaign strategies and offering insights that helped me grow in this field.

A big thank you to the DC team for making me feel so welcome and part of the team from day one.

I'm particularly grateful to my internship supervisor, Nibras Bin Sayed Sir, whose support and constant motivation were key to helping me secure this internship and succeed throughout. He always went the extra mile to ensure I had what I needed to succeed. His belief in me, especially when I doubted myself, pushed me to strive for excellence. I feel incredibly fortunate to have had him as my supervisor.

Lastly, I want to thank my family and friends for always being there for me. Their belief in me gave me the confidence and motivation to keep pushing forward, especially when I faced challenges.

I'm thankful to everyone who helped make this journey possible and meaningful.



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: Tabassum Haider Risha

ULAB ID: 213012015

Signature _____

A small rectangular box containing a handwritten signature that reads 'Tabassum' in cursive script.



MSJ042

INTERNSHIP REPORT APPROVAL FORM

Student Name Tabassum Haider Risha ID No. 213012015

Major: Public Relations Year: 2025

Local Phone: 01957947789 Email: tabassumrisha2001@gmail.com

INTERNSHIP/PROJECT INFORMATION

Internship Organization/Project: WebableDigital

Internship /Project Report

Topic: Internship

Semester (Tick one): ☐ Spring 2025 ☒ Summer 2025 ☐ Fall 2025

Advisor APPROVAL

(Please place a Tick)

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

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

Signature: _____

Date: _____

Name: Nibras Bin Sayed Title: Lecturer

E-mail: nibras.sayed@ulab.edu.bd Phone: 01781978108

Introduction

During my time at Webable Digital, I had the opportunity to work as a strategic planner and content writer at one of Bangladesh's leading digital marketing agencies. Webable Digital is known for its creative approach to strategy, content, and digital marketing. What made my internship special was getting hands-on experience in campaign planning and content creation while working with a talented team.

This role gave me a chance to learn how strategic planning and content writing work in the real world. I participated in brainstorming, content development, and planning campaigns, which helped me connect what I learned in school with practical work. I also gained valuable insight into how AI tools are used in digital marketing to improve campaign performance, analyze trends, and engage audiences.

The collaborative and supportive work culture at Webable Digital was key to my growth. The team encouraged active participation, learning, and real-time feedback, helping me improve every day. This internship not only taught me more about strategic communication but also showed me how powerful digital marketing can be in today's fast-moving world.

Expectations/Objectives

The primary goal of my internship at Webable Digital is to gain practical experience and apply my academic knowledge in a real-world environment. Throughout my time here, I aim to develop a deeper understanding of the strategic planning and content creation processes in a professional agency setting. I expect to enhance my creative and strategic thinking abilities while contributing to meaningful campaigns.

Specifically, I aim to:

- **Understand Agency Operations:** Learn how Webable Digital develops campaigns, manages client relationships, and organizes internal workflows.
- **Contribute to Real-World Projects:** Take part in brainstorming, content ideation, and campaign execution, particularly focusing on client projects and digital content strategies.
- **Develop Strategic Thinking:** Work closely with the team to strengthen my strategic planning skills, especially in digital marketing and PR.
- **Improve Communication & Teamwork:** Strengthen my communication skills and learn how to collaborate effectively in a fast-paced, creative environment.

Through this internship, I hope to build on my academic knowledge, gain professional expertise, and develop skills that will contribute to my career in strategic communication, media advocacy, and public relations.

Host Organization

Webable Digital is a prominent digital marketing agency based in Bangladesh, renowned for its innovative and impact-driven approach to marketing communications and technology solutions. Founded in 2013, the agency has established itself as a leader in the industry, combining creativity, strategy, and technology to deliver exceptional results for its clients.

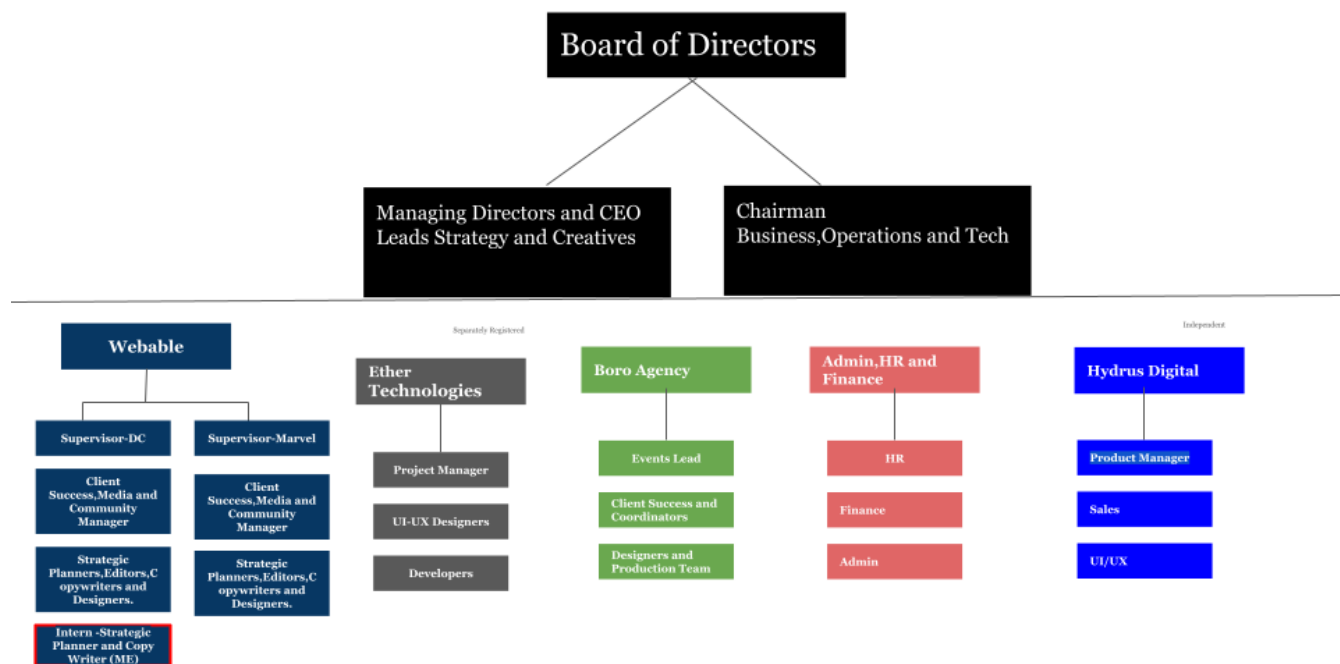
The agency offers a comprehensive range of services, including digital marketing, branding, advertising, social media management, content creation, SEO, and web development. Webable Digital's client portfolio boasts collaborations with both local and international brands, such as Mercedes-Benz, Bata, Alibaba Group, Reckitt Benckiser, GSK, MetLife, LafargeHolcim, CEAT, Toshiba, Dell, ASUS, and Kaspersky .

Webable Digital has garnered numerous accolades for its outstanding work, including the "Digital Agency of the Year" award at The Golden Globe Tigers in 2017 and 2018, and the “Best Digital Advertising Campaign” award at the South Asian Digital Media Awards in 2017

With a team of over 80 passionate professionals, Webable Digital fosters a collaborative and inclusive work culture that encourages creativity and innovation. The agency's commitment to excellence and its ability to adapt to the ever-evolving digital landscape make it an ideal environment for learning and professional growth.

Organisation's Organogram

Company Structure Organogram



Key Tasks During the Internship

I have been working at Webable Digital since July as an intern in the Strategic Planning and Content Writing team. My responsibilities included:

Task 1: Understand Agency Operations and Internal Communication

- Familiarize myself with the agency's project management systems and workflow.
- Build strong relationships with internal teams, ensuring smooth and effective communication.
- Observe and participate in the collaborative process between different departments, understanding how strategic planning, content writing, and client servicing contribute to successful campaign execution.

Task 2: Develop Creative and Strategic Content

- Assist in researching and gathering content for client campaigns, including brand guidelines, previous campaigns, and industry insights.
- Help create engaging and impactful content such as social media posts, blogs, and campaign copy, aligned with each brand's voice and strategic objectives.
- Work closely with the content, design, and strategy teams to ensure cohesive messaging and high-quality deliverables.

Task 3: Contribute to Campaign Strategy and Execution

- Participate in brainstorming sessions and strategy discussions for upcoming campaigns.
- Assist in developing social media content calendars and ad copy for different platforms like Facebook, Instagram, etc.
- Contribute to the development of creative strategies for client outreach and audience engagement.

Task 4: Support the Integration of Data-Driven Insights in Content

- Research industry trends and audience insights to inform content strategy.
- Collaborate with senior team members to craft persuasive and results-oriented content that aligns with client goals.

PROJECTS

1. Digital Content ideation and writing for AKIJ Ceramics & AURA- August Content Plan

This was the first brand I was fully responsible for at the host organization. I handled all the writing tasks required by the client for their August content, including copies for their regular digital posts and following up on their feedback. Since I joined the copywriting strategic planning team for Akij Ceramics & Aura, all the ideas and creative visuals for their August content were written by me, with approval from both my supervisor and the client.

Project Brief:

My supervisor assigned me to take over this brand as a copywriter, which meant I was solely responsible for the August content plan. This included writing 6 to 7 static posts and 4 to 5 dynamic posts for both Akij Ceramics and Aura, published on their Facebook page.

My Responsibilities:

Akij Ceramics and Aura were completely new brands to me. So my senior, Musharrat Aanchal, who works in client service and also handles this brand, gave me a detailed briefing. She explained the different types of ceramics, their uses, sizes, and the purpose behind each product. This helped me write the copies and captions more accurately. I was also responsible for responding to any feedback from the client. I'm attaching some pictures from the session as well.

My mistakes:

Since this was the first brand I worked on, I was a bit nervous at the beginning, which is why it took me longer than usual to come up with the copies. After writing my first draft, I reached out to one of my senior who had handled this brand before. She helped me understand the brand's tone by showing me previous months' copies and captions. She also pointed out what I was missing and advised me to think of the brand as a sophisticated person and write in that voice keeping in mind that Akij Ceramics' tagline is "*Promise of Perfection*" and Aura's is "*Always Elegant*."

That advice really helped me mentally, and I was able to come up with better copies and captions afterward. I'm also attaching some of my earlier copies and visuals that were rejected by my senior.

Static - 1 | Diamond Glaze

60x120 | Diamond Glaze | Floor Tiles

Copy

Simplicity Crafted to Perfection

Caption

Discover the art of simplicity with Akij Ceramics 60x120 large format tiles.

Soft neutral tones, seamless finish — timeless for every modern space.

Resource:

https://drive.google.com/drive/folders/1djN8-RbNhItHmEyrMTkp_bM5lB6djGLkQ



Static - 4 |

60x60 | Double Charge | Floor Tiles |

Copy:

Formidable Strength. Flawless Finish.

Caption:

Day after day, step after step, the gloss remains, and the strength maintains.

Akij Ceramics' 60x60-Double Charge floor tiles combine performance and gloss.

Resource:

https://drive.google.com/drive/folders/1nCUzjQU1U8hgcXL_xrlonlyGLgqSSrG6

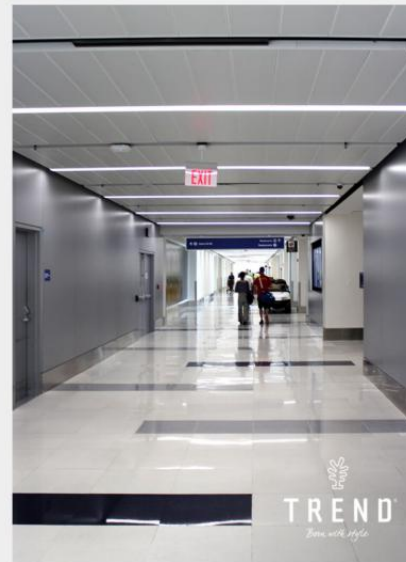


Figure 1: Draft of the copies and captions

Final Approved Work:

Following are glimpses of some of the content calendar:

Static - 1



30X60 | Wall Tiles | DDG | 9 DIGIPRO A 106

Copy

Elegance in every pattern

Caption:

An elegant finish, digitally designed and glazed to perfection, that turns your wall into refined prose.

Resource:

https://drive.google.com/drive/folders/1TbKa8KQ5-MBdqdaVeRpewUpArXIFC_jf?usp=drive_link



Dynamic - 1 | Newly Arrived



30x60 | Matt Punch | Wall Tiles |

Visual Reference/Final Creative

Date:

Copy

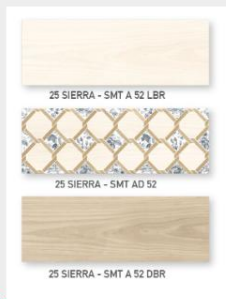
A Subtle Intent for Modern Balance

Caption

Soft in texture, rich in detail made to balance modern walls with subtle character with 30x60 Matt Punch Wall Tiles by Akij Ceramics.

Resource:

https://drive.google.com/drive/folders/14418NSfdSeSgerbK1tykPfYyezDnHmKh?usp=drive_link



Dynamic - 1 | DDG



30x60 | Wall and Floor Tiles | 9 SM 23 LGY

Copy:

Patterns with Personality

Caption:

Akij Ceramics' 30x60 Wall and Floor Tiles, a mix of texture, tone, and tech. This tile turns every surface into a statement of style.

Resource: Will be given by the client.

Visual Reference/Final Creative

<https://www.pinterest.com/pin/35810660789041>



9SM - 23 LGY



9D SM - 23 MG



9SM - 23 DGY



Static - 2 | Diamond Glaze



60x120 | Diamond Glaze | Floor Tiles

Copy

Simplicity Crafted to Perfection

Caption

Discover the art of simplicity with Akij Ceramics 60x120 large format tiles.

Soft neutral tones, seamless finish for every modern space.

Resource:

https://drive.google.com/drive/folders/1dJN8-RbNhJtHmEyrMTkp_bM5lB6djGLkQ



Figure 2: Content Calendar of AKIJ Ceramics & AURA- August Content Plan, where I wrote the copies and captions

**Akij Ceramics**

August 6 at 6:53 PM · 🌐

...

Let your space reflect your essence — with 25x75 CM Porcelain Sierra wall tiles by Akij Ceramics.

[#AkijCeramics](#)[#PromiseOfPerfection](#)[#NumberOneCeramicTilesBrand...](#) See more

105

12 comments 8 shares

**Akij Ceramics**

August 3 at 5:51 PM · 🌐

...

The 100x100 high gloss floor tile by Akij Ceramics is a statement of scale, sheen, and elevated dimension for any space.

#AkijCeramics

#PromiseOfPerfection

#NumberOneCeramicTilesBrand... See more

**Akij Ceramics**

Home decor



Send message



Sadia Shithy and 96 others

1 comment · 5 shares



Figure 3: Published post of AKIJ Ceramics & AURA- August Content

My Learnings:

Working on the August content plan for Akij Ceramics and Aura taught me a lot. I learned how important it is to understand a brand's voice before writing. My senior's advice helped me see how to match the tone of the copies with the brand's image, elegant and perfect. I also learned that it's okay to make mistakes at first. With feedback and support, I was able to improve. This project helped me become more confident, manage my time better, and improve my writing skills.

2. Digital Content ideation and writing for Yum- Monthly Content Plan September

This was my second major brand project during my internship, assigned to me by one of my seniors, Nahida Apu. The main purpose was to develop content ideas and write both English and Bangla copies and captions for Yum's September content calendar, focusing on the brand's key theme: celebration.

Project Brief

Nahida Apu gave me the responsibility of developing the content plan for Yum's September posts. My task was to write 6–7 static and 4–5 dynamic posts in both Bangla and English. Yum's communication tone is lively and celebratory, and the brand's keyword is celebration. The contents were mainly targeted for Yum's Facebook page and included product highlights like milky butter cupcakes, Swiss Roll, layered cakes, etc

My Responsibilities:

I had to come up with engaging copies and captions that reflected the festive and fun personality of the brand. At the same time, I was encouraged to maintain a balance between rhyming, rhythm, and meaningful messaging. I worked on both Bangla and English copies and was also responsible for collecting client feedback and revising accordingly.

My Mistakes:

The first pieces of content I developed for this brand were not approved by my senior. The feedback I received was that while the ideas were good, the copies lacked rhythm and didn't fully reflect the brand's lively tone. Nahida Apu also suggested changing some of the visuals to better match the celebratory theme. This helped me understand how tone, rhythm, and visual storytelling work together in content creation. I'm also attaching some of my earlier copies and visuals that were rejected by my senior.

Static 1

Date:

Copy:

মিষ্কি বাটারে মজার সেলিব্রেশন!

Caption:

সাদা চকলেটে ঘেরা
ইয়াম কাপকেক মানেই
সেলিব্রেশনের সেরা সুইট স্পট!

Product: Milky butter cupcake

Visual Reference/Final Creative



Dynamic Content 2

Date:

Copy:

যেই রূপেই হোক,
স্বাদ তো ইয়াম!

Caption:

রূপ বদলায়,
কিন্তু ইয়ামের স্বাদ আর সেলিব্রেশন থাকে একই!

Product:

Visual Reference/Final Creative

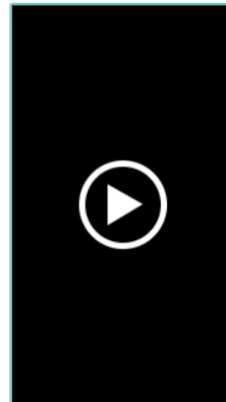


Figure 4: Draft of the copies and captions

Final Approved Work:

After revising based on the feedback, I created a third copy that was approved by both the client and my senior. This one reflected the right tone, used more rhythmic language, and was visually aligned with the brand theme.

Following are glimpses of some of the content calendar:

Dynamic Content 1

Date:

Copy:

স্বাদের এক্সপ্রেস রোল!

Caption:

স্বাদের এক্সপ্রেস রোল,
প্রতি কামড়ে সুইট কন্ট্রোল!

Product: Swiss Roll 2 flavours

Visual Reference/Final Creative



Static 1

Date:

Copy:

মিল্কি বাটারে মজার টুইস্ট,

সলিব্রেশনে বাড়ায় ব্লিস!

Caption:

মিল্কি বাটার আর চকলেটে ঘেরা ইয়াম কাপকেক
প্রতি কামড়েই এক মিল্লি Bliss

Product: Milky butter cupcake

Visual Reference/Final Creative

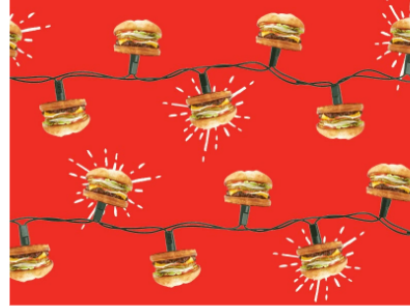


Figure 5: Approved Copy and captions & Visual

My Learnings:

Through this project, I learned the importance of matching a brand's tone and personality through both words and visuals. I also realized how rhythm and rhyme can add impact, especially in Bangla copies. Feedback from my seniors helped me understand how to revise my work creatively rather than just making corrections. Most importantly, I gained confidence in writing bilingual content and delivering work that fits the brand's message.

3. Digital Content ideation and writing for SMC Plus- Monthly Content Plan September

This was another key project during my internship, assigned to me by my supervisor, Mehedi Hasan. The main objective was to plan and write content for SMC's September content calendar, with a focus on both Bangla and English copies. The brand's keyword is hydration, and the drink is mainly positioned as something refreshing after workouts or sweating.

Project Brief:

My supervisor gave me the responsibility to write content for SMC's Facebook page for the month of September. This included creating 6–7 static posts and 4–5 dynamic posts, in both Bangla and English. The tone of the brand had to feel refreshing, energetic, and connected to moments of thirst, physical activity, and rehydration. Every copy and caption needed to reflect the brand's essence of hydration after effort.

My Responsibilities:

My task was to come up with creative ideas and engaging copy and caption lines that captured the brand's purpose. I had to make sure the messaging was aligned with post-workout refreshment, sweat recovery, and staying hydrated. I was also responsible for incorporating feedback from my supervisor and adapting visuals and messaging as needed.

My Mistakes:

The first few drafts of my copies and captions were not approved by my supervisor. His feedback was that my writing lacked rhythm and creativity, and didn't bring out the brand's refreshing, active personality. He also suggested that I revise the visuals to match the mood and message more clearly. He personally helped me understand how to use more catchy words, rhythm, and relatable scenarios to better connect with the audience.

Dynamic Content 4

(Sports)

Date:

Copy:

দৌড় শেষে নয় অবসাদ আর ক্লান্তি
SMC প্লাস-এ ফিরে আসুক শক্তি

Caption:

আমরা ছুটে চলি সীমা ছাড়িয়ে, নিজের সেরাটা দিতে। শরীর
থেমে যায় ক্লান্তিতে, কিন্তু থামে না স্পৃহা। এই মুহূর্তে SMC
Plus-দ্রুত শরীরকে হাইড্রেট ও রিফ্রেশড করে, আর শরীরকে
ফিরিয়ে দেয় পারফর্ম করার শক্তি।



WebAble

Dynamic Content 1

(Product Focused: **Orange Flavour**)

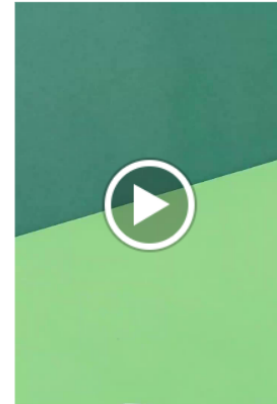
Date:

Copy:

Take a crisp break hydrate with SMC Plus Apple

Caption:

তাজা থাকুন প্রতিটি চুমুকে,
SMC Plus অ্যাপেল আপনার রিফ্রেশিং পার্টনার।



WebAble

Figure 6: Draft of the copies and captions

Final Approved Work:

After several revisions, I created a new set of copies that were approved by both my supervisor and the client. These copies reflected a better rhythm, creative expression, and aligned perfectly with the hydration theme. I also updated the visuals based on Mehedi Hasan's suggestions, which strengthened the final output.

Following are glimpses of some of the content calendar:

Static Content 7

(Adventure)

Date:

Copy:

অজানা পথে হোক অভিযান,

SMC Plus দেবে এনার্জি আর প্রাণ

Caption:

গন্তব্য যত দূরেই হোক,

SMC Plus-এ থাকুন হাইড্রেটেড, এনার্জাইজড আর দুর্ব্বার!

Visual reference/final output



WebAble

SMC PLUS
Electrolyte Drink

Static Content 4

(Product Variant)

Date:

Copy: ৩টি টেস্টে থাকুন
ইলেক্ট্রোলাইট ব্যালেন্সড

Caption:

টেস্ট যেটাই হোক, লেমন, আপেল কিংবা অরেঞ্জ- SMC Plus
রাখে আপনাকে সবসময় ইলেক্ট্রোলাইট ব্যালেন্সড।



WebAble

Figure 7: Approved Copy and captions & Visual

My Learnings:

This project helped me understand the importance of creativity, rhythm, and alignment between copy and visuals. I learned how to adjust my writing style based on feedback and think more deeply about the brand's purpose. My supervisor's guidance made me more confident in brainstorming fresh ideas and refining them into final content. I also improved my ability to write in both Bangla and English for a single campaign, which is a skill I'll continue to develop.

4. Digital Content ideation and writing for Sunshine- Monthly Content Plan September

This project was assigned to me by my senior, Mehedi Hasan, during my internship. The goal was to ideate and write digital content for Sunshine's September content calendar, focusing on different products like Brown Atta, Suji, Chinigura, and Maida. I was asked to write both Bangla copies and captions, based on the brand's key message: "ভালোবাসায় তৈরি" (Made with Love).

Project Brief:

I was given the responsibility to create 6–7 static and 4–5 dynamic posts for Sunshine's Facebook page. Each post focused on one of their core products:

- Brown Atta – for fitness and strength
- Suji – for children's nutrition
- Chinigura – for special celebrations
- Maida – for festive baking and traditional sweets

The brand's tone is warm, caring, and family-oriented, so the content needed to reflect love, nutrition, and celebration.

My Responsibilities:

I wrote creative copies and captions in Bangla. Each line had to reflect the product's benefit and connect with the brand's emotional tone. I also worked on selecting or suggesting visuals that went well with the copy and theme. After submission, I was responsible for applying feedback from my senior and making necessary changes.

My Mistakes:

Some of my initial copies and captions were too long and didn't fit the brand's short, warm, and clear tone. A few lines didn't reflect Sunshine's point of view clearly. My senior also mentioned that some dynamic visuals needed to be updated to better match the brand's emotional theme. He helped me understand how to simplify the message and keep it more relatable.

Static 1 - Sunshine Brown atta (***)

Product Spotlight

Copy:

খাবারে যত্ন,
প্রতিটা মুঠোতে ভালোবাসা

সানশাইন ব্রাউন আটা

- ✓ হজম শক্তি বাড়ায়
- ✓ বাড়তি ওজন নিয়ন্ত্রণে সাহায্য করে
- ✓ ডায়াবেটিস রোগীদের জন্য নিরাপদ
- ✓ দিনভর রাখে এনার্জিতে ভরপুর

Caption:

খাবারে যত্ন, স্বাস্থ্যেও সচেতনতা – sunshine brown atta

**Copy:**

রান্নায় যখন থাকে উৎসবের ছোঁয়া

Caption:

যখন রান্না শুধু খাবার নয়, হয়ে ওঠে উৎসবের গল্প
উৎসবের প্রতিটি আয়োজনে সঙ্গী হোক সানশাইন চিনিগুড়া।



Dynamic 1 - Sunshine Brown Atta(*)

Copy

থোসারিতে দুই ভাবি

রুনা ভাবি (হালকা বিরক্ত):

– ভাবি, কোন আটা নেন বলেন তো? রুটি মাখলেও নরম হয় না, সেকলেও ঠিকমতো ফুলে না

শাহিনুর ভাবি (হেসে):

– আমি তো *Sunshine Brown Atta* নেই রুটিও সুন্দর হয়, ফুলেও দারুন

রুনা ভাবি (হাসতে হাসতে):

– তাহলে তো এবার আমিও *Sunshine* নেব, আর একটু ভালোবাসা মেশাবো!

Caption:

একটু স্বাদ, একটু যত্ন আর অনেকটা বিশ্বাস –
Sunshine Brown Atta এখন প্রতিটি ঘরের পছন্দ।



Figure 8: Draft of the Copies & Visuals

Final Approved Work:

After revisions, I created a few copies that were approved by my senior and matched the brand's voice better. These included product spotlights like *Sunshine Brown Atta* and celebration-focused content featuring Chinigura rice.

Following are glimpses of some of the content calendar:

Static 1 - Sunshine Brown atta (***)

Product Spotlight

Copy:

ফিটনেসে ফোকাস, খাবারে সচেতনতা
প্রতিটা রুটিতেই থাকুক পুষ্টির ছোঁয়া।

- ✓ হজম শক্তি বাড়ায়
- ✓ ওজন নিয়ন্ত্রণে সহায়ক
- ✓ ডায়াবেটিস রোগীদের জন্য নিরাপদ
- ✓ ওয়ার্কআউটের পরেও রাখে এনার্জিতে ভরপুর

Caption:

খাবারে যত্ন, স্বাস্থ্যেও সচেতনতা – sunshine brown atta



Static 5 - Sunshine Chinigura (**)

Family & Lifestyle Moments

Copy:

রান্নায় যখন থাকে উৎসবের ছোঁয়া

Caption:

যখন রান্না শুধু খাবার নয়, হয়ে ওঠে উৎসবের গল্প
উৎসবের প্রতিটি আয়োজনে সঙ্গী হোক সানশাইন চিনিগুড়া।



Dynamic 1 - Sunshine Brown Atta(*)

Copy

গোসারিতে দুই ভাবি

রুনা ভাবি (হালকা বিরক্ত):

– কোন আটা নেন বলেন তো? আমার রুটি একদমই ভালো হয় না

শাহিনুর ভাবি (হেসে):

– *Sunshine Brown Atta*

রুনা ভাবি (হাসতে হাসতে):

– তাহলে আমিও *Sunshine* নেব

Caption:

একটু স্বাদ, একটু যত্ন আর অনেকটা বিশ্বাস –
Sunshine Brown Atta এখন প্রতিটি ঘরের পছন্দ।



Figure 9: Approved Copy and captions & Visual

My Learnings:

This project taught me how important it is to write with clarity, rhythm, and purpose. I learned to keep copies short but impactful, and always in line with the brand's voice. Feedback helped me think from the brand's perspective and choose better visuals to tell the story.

5. Digital Strategy and Planning for Oxfam Bangladesh – 2025 Digital Media Plan

This project was assigned to me by the WebAble Strategic Planning team as my first major assignment during my internship. I worked closely under the guidance of my seniors and contributed to the overall strategic framework and planning for Oxfam’s digital growth goals for 2025–2027. The main objective was to design a digital strategy that would help Oxfam increase its online presence, engage diverse audiences, and align with their mission of social justice and inclusion.

Project Brief:

Oxfam Bangladesh wanted to create a long-term digital media plan to organically grow their total audience to 1 million followers by the end of 2027. The content strategy had to focus on storytelling, advocacy, and community impact across multiple platforms, including Facebook, Instagram, YouTube, LinkedIn, TikTok, Twitter/X, and WhatsApp.

As part of the project team, I was assigned to:

- Conduct competitor research on leading NGOs like BRAC, UNICEF, CARE, and WFP.
- Analyze Oxfam’s existing digital performance and activities.
- Assist in designing a platform-specific content strategy and campaign structure.
- Support the development of the main campaign idea: *“Empowerment creates hope; Hope brings change; Change comes with us.”*

My Responsibilities:

- **Competitor Analysis:** I studied how similar organizations use digital platforms, what type of content they post, and how they engage their audiences.
- **Strategic Audit:** I analyzed Oxfam Bangladesh’s social media presence, audience behavior, strengths, and areas for growth.
- **Big Idea & Campaign Insight:** I contributed to brainstorming and refining the core campaign concept that ties storytelling to impact.
- **Content Pillar Mapping:** Helped identify the key pillars such as grassroots stories, campaign-based content, testimonials, and data-driven visuals.
- **Visual Suggestions:** I participated in early ideation for visual references and layout planning for the final presentation.



OXFAM

DIGITAL MEDIA PLAN



Brief Overview

Oxfam in Bangladesh (OIBD) is seeking a **comprehensive Digital Media Plan for 2025–2027** to strengthen advocacy, increase visibility and amplify its impact online.

The plan will enhance engagement on existing social platforms like Facebook, Instagram, Twitter/X, LinkedIn and YouTube, while also activating and growing newer channels such as **TikTok** and **WhatsApp**.

The core goal is to organically grow Oxfam's total digital audience to **1 million followers** by **2027** through content-driven, inclusive and data-backed strategies aligned with its key campaigns and thematic priorities.





Oxfam is a global organization fighting inequality and poverty. In Bangladesh, it has worked for over 53 years to empower marginalized communities through advocacy, humanitarian support, and development focused on gender justice, economic rights, and decent work.



ADVOCACY-FOCUSED STORYTELLING

Telling real stories that push for policy change on gender justice, labour rights, and inclusion.



CAMPAIGN ALIGNED CONTENT CREATION

Producing content tied to key projects, regional conferences and advocacy campaigns.



UNIFORM CONTENT DISTRIBUTION

Sharing the same core content across all platforms to ensure consistent messaging and broader visibility.



VISUAL, DATA DRIVEN & INCLUSIVE CONTENT

Using videos, infographics, and human stories backed by data, made accessible in Bangla and English



BRAC drives strong engagement through localized storytelling and visuals creatively across Facebook and YouTube, highlighting grassroots impact





CARE shares authentic, women-focused stories through videos and graphics, supporting inclusive development messaging

Strategic Approach

01

Tell Stories That Matter

Real, relatable stories tied to advocacy themes, in Bangla & English.

03

Plan with Purpose

Run a steady content calendar with campaigns, key dates & evergreen posts.

05

Collaborate for Reach

Partner with influencers, youth leaders for co-created content.

02

Create Platform-Specific Content

Right format for the right platform, Reels, posts, infographics, videos.

04

Elevate Grassroots Voices

Feature community stories, UGC, polls, and interactive formats.

06

Use Data to Sharpen Content

Track what works, optimize format, timing, and message.

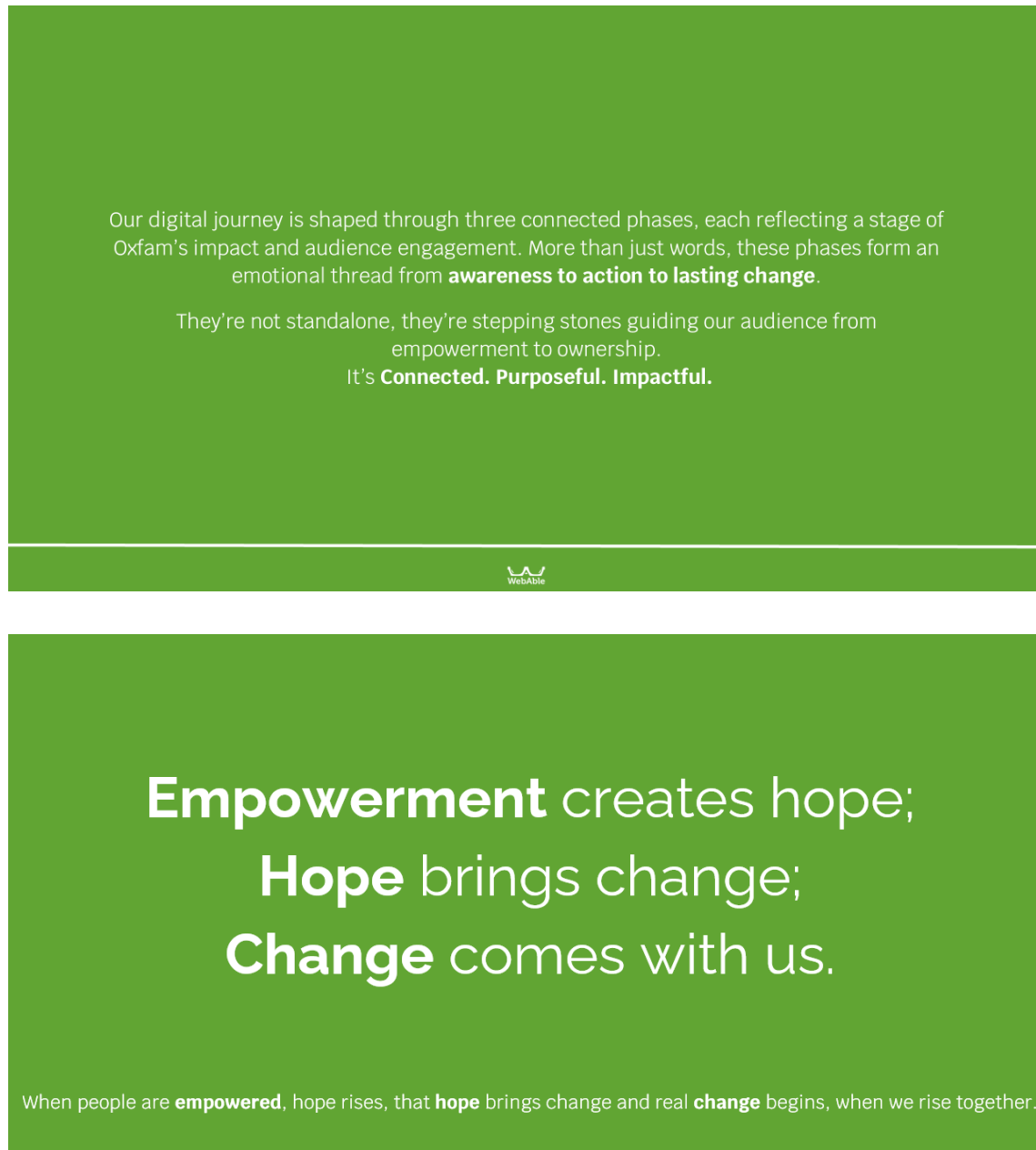


Figure 10: Screenshots from the presentation

My Mistakes:

At first, my competitor analysis lacked depth in understanding content tone and platform-specific behavior. I also misunderstood the difference between awareness-driven and engagement-driven content. After feedback from my senior, I reworked the analysis with a clearer structure and more relevant examples. I also learned how to connect emotional storytelling with platform insights in a more practical way.

My Learnings:

This project helped me understand how strategy connects research, storytelling, and purpose. I learned to think critically, use structured analysis, and build campaigns that serve both the organization's values and audience behavior. It also taught me how to simplify big ideas into digestible messages and how even social media content can contribute to real-world change.

6. Digital and Communication Plan for Fristtrip-2025

Project Overview:

As part of my internship, I was tasked with developing a strategic digital and communication plan for promoting the Firsttrip travel app. The project focused on understanding travelers' preferences, analyzing current trends in the travel industry, and formulating content strategies that would drive engagement and app downloads. I worked closely with the strategic team to integrate insights from various platforms and align the digital strategy with the company's goal of expanding its user base.

Project Brief:

Firsttrip, a Bangladesh-based travel app, wanted to grow its user base and become the go-to travel platform for a wide range of travelers. The objective was to develop a digital and communication strategy that would engage and connect with this demographic by showcasing the ease, security, and seamless experience the app offers. Our goal was to create a content strategy that resonated with travelers' values, including convenience, personalization, and authentic experiences. This strategy would be implemented across Instagram, TikTok, YouTube, Facebook, and other platforms.

My Responsibilities:

Research & Analysis:

- I researched how other travel apps like AirAsia and Skyscanner attract travelers.
- I studied social media trends in travel, both in Bangladesh and globally, to understand what travelers want to see and engage with.
- My focus was on how digital content could connect travelers' desire for fun and personalized travel experiences with what Firsttrip offers.

Understanding Traveler Behavior:

- A big challenge was understanding travelers' relationship with travel. Through surveys and social media tools, I learned about their motivations, frustrations, and preferences.
- Travelers love exploring but often struggle with complicated planning and fear missing out on good deals.

- I also had to address concerns about trust and security in online bookings, which became a key part of our content strategy.

Content Strategy Development:

- I helped create a content plan focused on emotional storytelling.

The strategy included:

User-Generated Content (UGC): Encouraging users to share their travel moments, making them feel connected to the brand.

Relatable Memes & Videos: Fun content about travel group dynamics (like planners vs. procrastinators) that travelers could easily relate to.

Influencer Collaborations: Partnering with travel influencers from different backgrounds (solo, family, couples) to reach a wider audience and build trust.

Campaign Structure & Visual Ideas: I helped brainstorm the main campaign idea: "Seamless Travel. Endless Memories." The focus was on making travel easy and stress-free. I also contributed to visual ideas that would appeal to travelers, ensuring the designs were vibrant and easy to understand.



OUR TAKE ON THE BRIEF

- Position Firsttrip as Bangladesh's most trusted travel app, backed by US-Bangla Airlines, offering flights, hotels, holidays, and visa in one place.
- Highlight seamless, secure, and smart travel booking, with a user-friendly app, real-time pricing, and 24/7 customer support.
- Inspire app downloads by showing real people, relatable travel moments, and a strong call to action: "Download Firsttrip. Seamless Travelling starts here."

OUR TAKE ON THE BRIEF

- Position Firsttrip as Bangladesh's most trusted travel app, backed by US-Bangla Airlines, offering flights, hotels, holidays, and visa in one place.
- Highlight seamless, secure, and smart travel booking, with a user-friendly app, real-time pricing, and 24/7 customer support.
- Inspire app downloads by showing real people, relatable travel moments, and a strong call to action: "Download Firsttrip. Seamless Travelling starts here."

FUNCTIONAL BENEFITS OF FIRSTTRIP

Core Benefits

- All in one travel booking
- Unbeatable Prices
- Backed by US Bangla Airlines
- Seamless Experience
- 24/7 Customer Support



Additional Benefits

- EMI Option
- Quick Refund & Reissue
- Travel Insurance
- Wheelchair Assistance
- Meal Selection

INSIDE THE MIND OF TODAY'S TRAVELER

Traveling is my reset button, very trip helps me rediscover myself.

I work to earn days I can spend exploring new places

I love travelling but I wish planning a trip felt as good as going on one.

Travelling is fun but I've missed great deals because I took too long to decide.

I don't just collect stamps on my passport, I collect stories



HUMAN TRUTH

What people truly seek isn't just travel, they seek **peace of mind**.
 They want the freedom to explore **without fear of making the wrong move**.
 They want to **trust their first click**, because that's where every great journey truly begins.

CULTURAL ENERGY

“The Rise of Purposeful Wanderlust”

In today's Bangladesh, travel isn't just a luxury, it's a lifestyle and a form of self-discovery. As borders open and mindsets shift, a new generation embraces intentional travel to explore, connect, and grow. From solo adventurers to families bonding beyond routine, travel is how people reclaim joy and mark milestones. Yet planning still feels like a chore.

People crave **clarity**, **control** and **confidence**, not just in the destination, but in how they get there.

YOUR TRIP MOMENTS

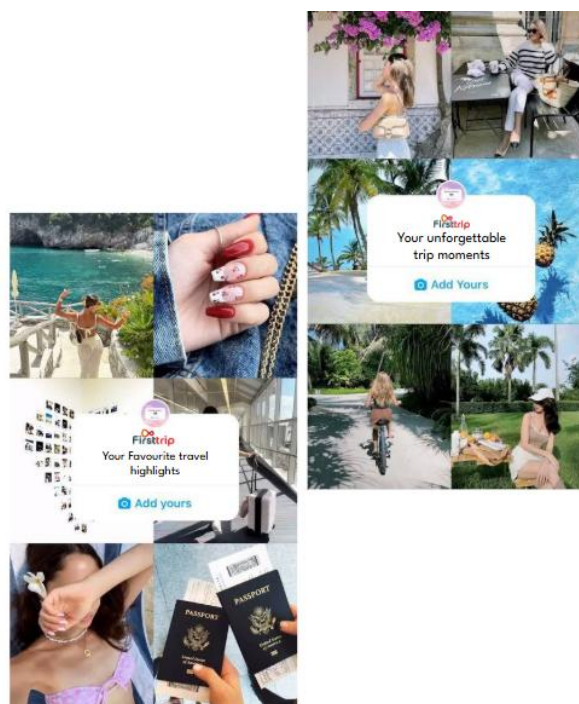
UGC Activation

Idea:

Create ready-to-use, templates for Stories and Reels that make it easy and fun for users to share their travel moments. These branded templates, optimized for Instagram, Facebook, TikTok, and YouTube Shorts will encourage user-generated content (UGC) by blending aesthetic storytelling with Firsttrip's visual identity.

Objective:

To boost engagement and brand visibility turning every shared trip into an opportunity for organic reach, social proof, and community-driven discovery.



TAG YOUR TRAVEL CREW

Engagement Content

Idea:

Create fun, relatable memes and short videos that reflect common group travel sarcasm, like the planner, the canceller, or the friend who panics over every detail. Each piece will encourage followers to tag their friends, turning personal behaviors into playful and viral content.

Objective:

To drive engagement, build community and increase brand awareness by positioning Firsttrip as the go-to, hassle-free solution for every kind of traveler.



TRAVEL MADE SIMPLE, FOR EVERYONE

Influencer Activation

Idea:

Collaborate with influencers across travel styles like solo travelers, couples and families, to create bite-sized content or integrate Firsttrip into their travel stories. These collaborations will highlight how Firsttrip makes every step of the journey, from booking flights and hotels to visa support, seamless and personalized.

Objective:

To build credibility, showcase ease of use and drive app downloads by leveraging trusted voices and relatable content

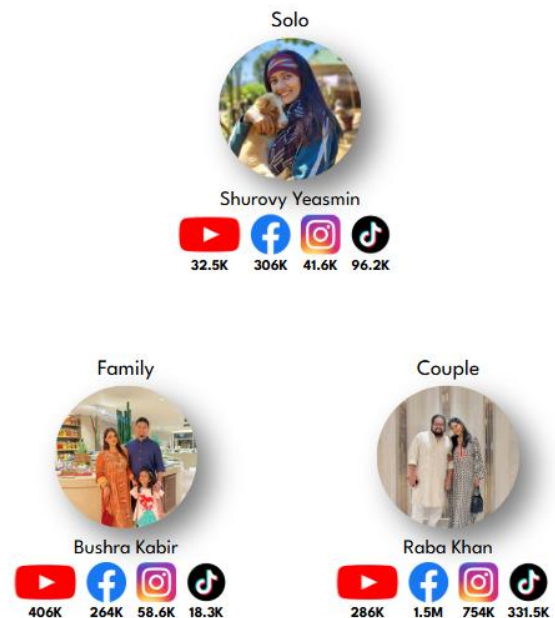


Figure 11: Screenshots from the presentation

My Mistakes:

At first, I didn't fully understand how different platforms work and how to tailor content for each one. I also mixed up content meant to raise awareness with content aimed at engagement. This made my initial analysis less effective. But after getting feedback from my senior, I was able to reorganize my approach and focus on what truly works for each platform.

My Learnings:

This project taught me how important it is to connect research with creative ideas. I learned how to break down complex concepts into simple, relatable messages. I also understood how to adjust content to match platform-specific needs, and how to design campaigns that feel real and connect with the audience's emotions. It helped me realize how digital content can make a real-world impact.

7. Strategic Design for Aarong Jewellery Box Redesign-A New Era of Elegant Packaging

Project Overview:

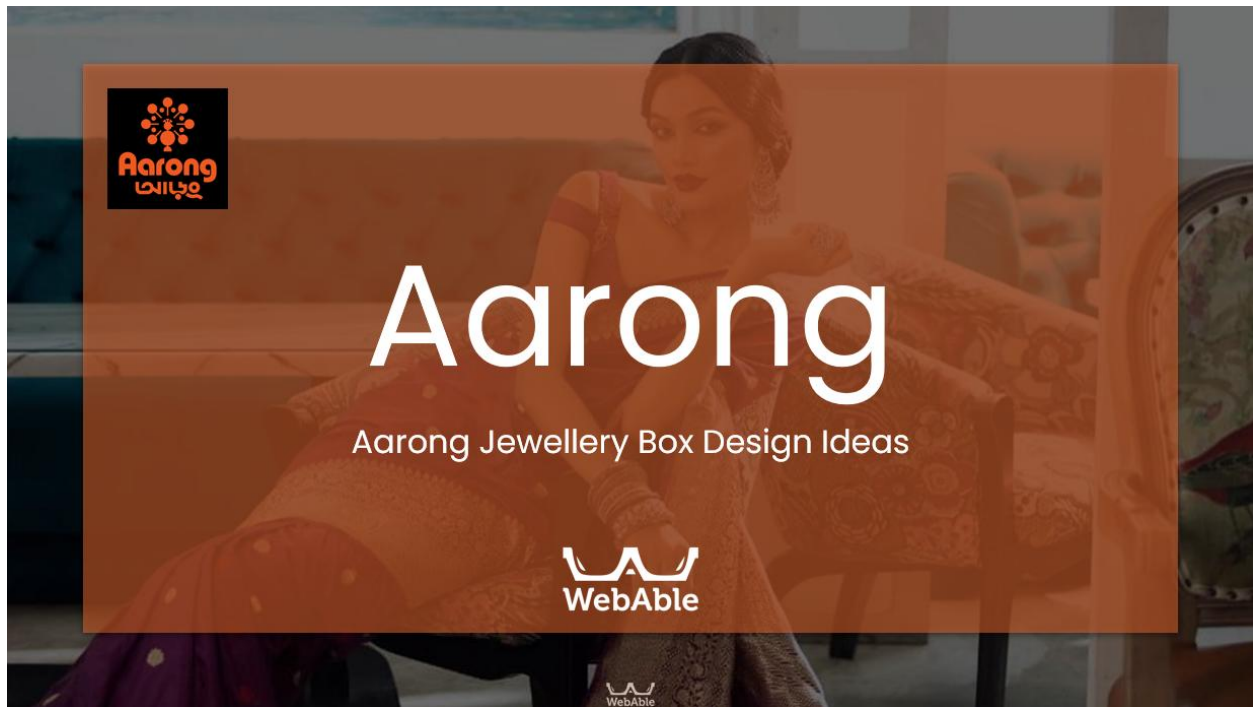
During my internship at WebAble, I was assigned a project that focused on the redesign of Aarong's jewellery boxes as part of a packaging refresh. The goal was to create a jewellery box that not only felt premium and meaningful but also reflected Aarong's heritage and connected emotionally with customers. I worked closely with the creative team to come up with innovative packaging ideas that would make the gifting and unboxing experience more special.

Project Brief:

Aarong, a renowned Bangladeshi brand, wanted to update its jewellery packaging to align with the evolving needs of modern consumers while staying true to its roots. The objective was to design packaging that would elevate the customer experience by blending local craftsmanship with a premium, modern feel. The box should convey sophistication for gold jewellery, elegance for silver and pearls, and style for fashion jewellery. Additionally, the unboxing experience should leave a lasting impression and feel personal.

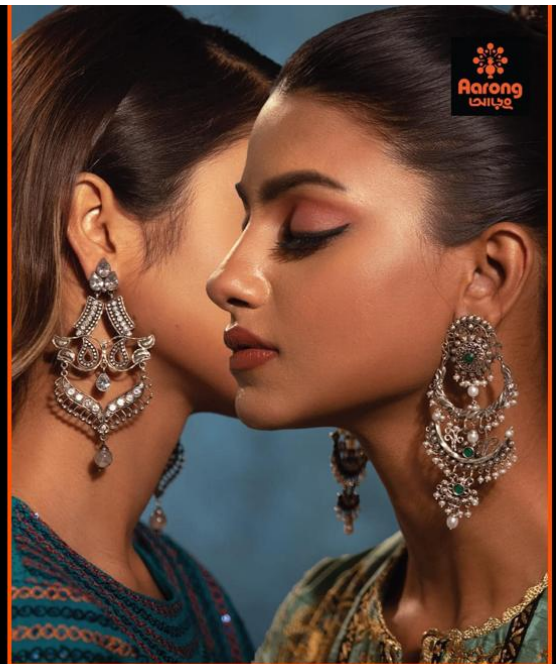
My Responsibilities:

I researched global jewellery packaging trends from brands like Mejuri, Tiffany, and Dior, focusing on minimalist designs, velvet linings, and eco-friendly materials. I helped create unique packaging for Aarong's gold, silver/pearl, and fashion jewellery lines, ensuring each category had a distinct yet cohesive style. I proposed using eco-friendly packaging and personalized touches like initials in Bengali. I also worked on designing functional jewellery boxes and suggested adding stories about the jewellery's origin to create an emotional connection. Additionally, I contributed to choosing colors, logos, and materials to align with Aarong's brand identity and enhance the luxury feel.



The Brief

- Aarong is **redesigning its jewellery boxes** as part of a packaging refresh.
- The new design should reflect Aarong's heritage and connect emotionally with customers.
- It should look premium, feel personal and tell a story





Objectives

- Create a jewellery box that feels **premium and meaningful**, not just practical.
- Use elements of **Bengali tradition and craftsmanship** in the design.
- Give packaging ideas by category, sophisticated for gold, elegant for silver and pearl and stylishly expressive for fashion jewellery.
- Make the **gifting and unboxing experience** more special and memorable.

WebAble

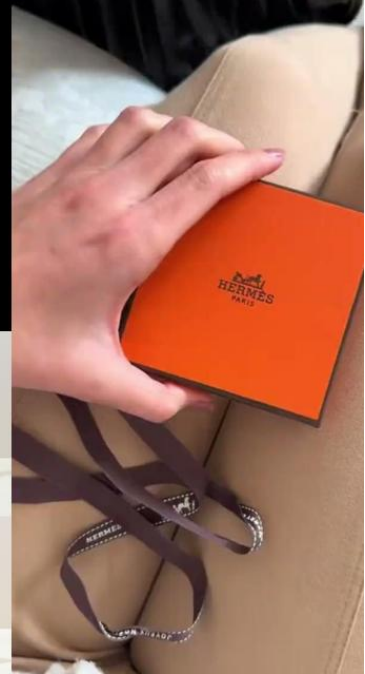
MEJURI

- Clean white boxes with gold or black foil logo
- Soft pouches made of suede or linen inside
- Tiered compartments for safe storage
- Eco-friendly options (less packaging if customer chooses)
- Includes extras like polishing cloths and care cards
- Stylish, minimal, and sustainable



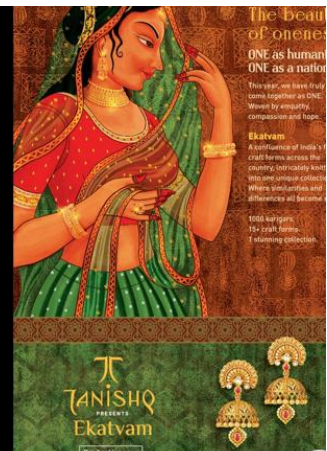
How Aarong can be inspired

- Use neutral-toned boxes with a modern look
- Add traditional Bangladeshi designs or fabrics for a cultural touch
- Include reusable cotton or jute pouches
- Use eco-friendly paper for the box
- Add customer initials in Bengali for personalization
- Mix modern design with local identity for a better unboxing experience



TANISHQ

- Signature blue box with white satin ribbon
- Velvet-lined interior for softness and safety
- Simple, elegant design with embossed logo
- Creates a feeling of gift and celebration



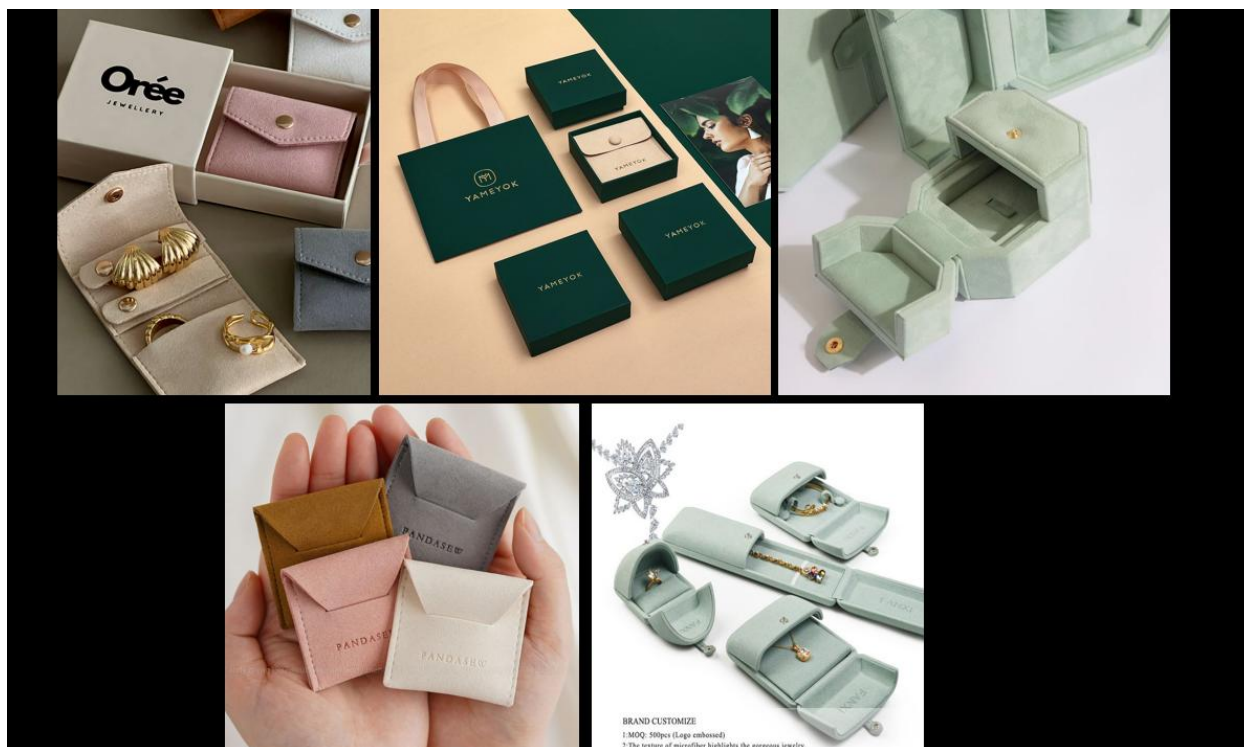
How Aarong can be inspired

- Use jute or fabric-covered boxes
- Add soft cotton pouch with folk motifs
- Use recycled bags, handmade tags & earthy tones



Minimalist & Modern Approach

(Sophisticated design for Gold)



Creative & Innovative

(Elegant Design for Silver & Pearl)



Collaboration with Dhaka Yeah



Figure 12: Screenshots from the presentation

My Mistakes:

At the beginning of the project, I focused too much on the visual appeal of the packaging and didn't initially consider how the functionality would affect the unboxing experience. I also struggled with striking the right balance between modernity and tradition. After receiving feedback from my senior, I reworked the designs, ensuring they were not only aesthetically pleasing but also practical and meaningful for the customer.

My Learnings:

This project taught me how to merge creativity with functionality in design. I learned how important it is to consider the customer's emotional connection to the product, especially in the luxury market. I also gained insight into how storytelling through packaging can create a more personalized experience. This experience deepened my understanding of how thoughtful design can elevate both the product and the brand's connection with its customers.

8. Digital Strategy for MEP Group – Competitor Analysis and Social Media Insights

Project Overview:

During my internship at WebAble, I was assigned to conduct a comprehensive competitor analysis for MEP Group, a company operating in the electrical and electronic products sector. The goal was to understand how competitors in the industry engage their audiences through digital channels and identify opportunities to improve MEP's social media presence. I focused on analyzing their content, engagement strategies, and overall digital marketing tactics.

Project Brief:

MEP Group wanted to increase brand awareness and convert interest into leads through strategic digital marketing. The company aimed to become a top-of-mind brand in the electrical sector while connecting with end users, electricians, distributors, and retailers through effective digital tools. My task was to analyze key competitors in the market, including Walton, Vision, and Bizli, and identify trends that could help MEP improve its online presence.

My Responsibilities:

Competitor Research:

- I researched MEP's local competitors, including Walton, Vision Electronics, and Bizli, to understand their social media strategies.
- I analyzed the content they were posting, how often they posted, and the types of engagement they generated on platforms like Facebook, Instagram, and YouTube.
- I focused on identifying key tactics such as the use of offers, influencer collaborations, video content, and emotional storytelling.

Social Media Content Analysis:

I studied how Walton and Vision leverage big offers like cashbacks and prizes (e.g., cars) to attract customers.

I found that Bizli effectively uses short video content (Reels) to showcase product features, a method that has been well received by their audience.

I also observed that Vision and Walton focus on clean, eye-catching designs and use celebrities in their campaigns to build trust and grab attention.

Another key finding was how Vision incorporates real stories (e.g., social work and community help) to create an emotional connection with their audience

Engagement Strategies:

I noticed that MEP's competitors frequently engage their audience by posting regularly and maintaining a consistent social media presence, ensuring they stay top of mind.

The competitors also use clear calls to action (CTAs) in their posts, which MEP could incorporate to boost user interaction and conversions.



DIGITAL CAMPAIGN BRIEF

Campaign Objective

○○○

Increase **brand awareness** and convert interest into **leads/sales** through strategic digital marketing.

Goals

- Become a top-of-mind (TOM) brand in the electrical sector
- Achieve major market share in 5 years.
- Connect with end users, electricians, distributors, retailers through effective digital tools.

Local Competitors of MEP Group



Super Star



Nirvana Electric



Bizli



RFL / Vision Electronics



RR-Imperial Electricals Ltd.



Walton



Jamuna Electronics

Walton



RFL / Vision Electronics



Competitor Analysis (Social)

- **Run Big Offers** – Brands like Walton and Vision give prizes (like cars or cashback) to attract people.
- **Use Famous Faces** – Walton uses celebrities to build trust and get attention.
- **Make Short Videos** – Bizli Cables makes short videos (Reels) to show product use and features.
- **Post Clean Designs** – All brands use bright, clean, and eye-catching designs.
- **Tell Real Stories** – Vision shows social work (like food help) to connect with people emotionally.
- **Add Contact Info in Posts** – Vision puts phone numbers and prices right on the image. Easy for buyers!
- **Post Regularly** – These brands post often to stay in people's minds.

Figure 13: Screenshots from the presentation

My Mistakes:

In my initial research, I focused too heavily on surface-level trends, like the frequency of posts, without diving deeper into the type of engagement each post generated. After receiving feedback from my senior, I reworked my analysis to include specific examples of how competitors successfully engaged their audience.

My Learnings:

This project taught me how important it is to look beyond just the content being posted and focus on how it engages the audience. I also learned the value of emotional storytelling and consistent posting to keep a brand top of mind. Additionally, I gained insights into the power of using influencers and offers to attract attention and drive conversions.

9. Brand Name Suggestions for Akij Bashir Electrical Division – A Future-Ready Identity

Project Overview:

During my internship at WebAble, I was tasked with contributing to the development of a new umbrella brand name for Akij Bashir Electrical Division. The goal was to create a unified, memorable, and versatile brand name that could represent a range of products, including switches, fans, lights, and cables. My role involved researching potential names, understanding their meanings, and analyzing how each could reflect the core values of power, protection, reliability, and lifestyle.

Project Brief:

Akij Bashir Electrical Division aimed to replace its direct association with the "Akij" name, creating a new, strong brand identity that would be future-ready for a wide product range. The chosen brand name needed to be versatile, easy to remember, and aligned with Akij Bashir's commitment to quality, safety, and innovation.

My Responsibilities:

1. Brand Name Research:

- I assisted in brainstorming various brand name ideas that could represent Akij Bashir's diverse product range.
- I evaluated each proposed name based on its relevance to the electrical sector and its ability to communicate the core values of strength, safety, and modernity.

2. Name Evaluation & Rationale: I helped analyze the proposed names, considering how well each one aligned with Akij Bashir's mission and target market. Some of the names we explored included:

- **SIGMA:** Symbolizing strength, unity, and excellence, SIGMA reflects a modern, authoritative identity suitable for a wide range of electrical products.
- **Nexel:** Combining "Next" and "Electronics," this name conveys innovation and a forward-thinking approach, ideal for a brand looking to lead in the technology space.
- **Axxon:** A dynamic name symbolizing connectivity and energy, drawing from the concept of electrical impulses, perfect for a tech-forward electrical brand.
- **Voltex:** Derived from "Voltage," this name stands for power, performance, and modernity, making it ideal for high-performance electrical solutions.

- **PowerUp:** A dynamic, consumer-friendly name that conveys energy, empowerment, and the idea of boosting performance, perfect for products like switches and sockets.

Umbrella Brand Naming for Akij Bashir Electrical Division

Building the Next-Gen Electrical Brand: A Global-Ready Naming Strategy

OBJECTIVES

- Create a unified umbrella brand for switches, fans, lights, and cables
 - Replace direct use of “Akij” with a distinct, ownable identity
 - Reflect core values: **power, protection, reliability, lifestyle**
 - The brand name should be versatile, memorable and future-ready for a wide product range.
-

Name

Umbrella Brand

SIGMA

Name

Umbrella Brand

Nexel

Name & Rationale

Umbrella Brand
Nexel

Rationale:

Nexel is a combination of “**Next**” and “**Electronics**,” reflecting a forward-looking, innovative approach to technology.

The name suggests cutting-edge products designed for the future, while keeping a strong connection to the electronics category.

It’s short, memorable, and signals progress, making it a strong brand name for a modern electronics line.

Name

Umbrella Brand
Safeuse / Safeline

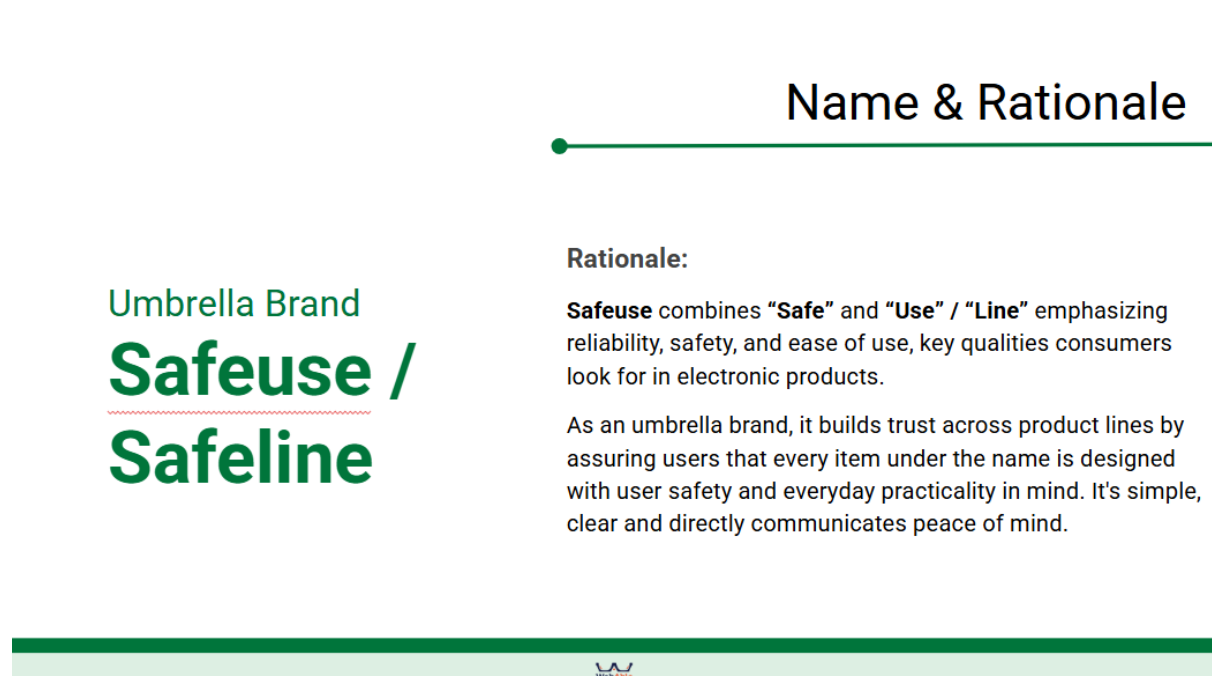


Figure 14: Screenshots from the presentation

My Mistakes:

Initially, I struggled with balancing creativity and practicality in evaluating names. I focused too much on names that sounded innovative but didn't necessarily align with the brand's long-term vision. After feedback from my senior, I learned to weigh the name's relevance to both the current product line and future growth.

My Learnings:

This project taught me the importance of a brand name in conveying core values and creating a lasting connection with consumers. I learned how to critically analyze each name for its market fit and potential to build brand loyalty. Additionally, I understood how a well-chosen name can help a brand differentiate itself and position itself as a leader in the industry.

10. Rebranding for The Daily Observer – 2025 Digital Strategy

Project Overview:

During my internship at WebAble, I worked on a rebranding project for *The Daily Observer*. The goal was to modernize the brand and make it more appealing to today's digital audience. My tasks included looking at what competitors are doing, creating content ideas, and helping redesign the brand.

Project Brief:

The Daily Observer wanted to update its image and connect better with a younger, digital audience. The goal was to keep its reputation for being reliable but make it more engaging and modern for today's readers. The project involved improving the design, content, and the way they communicate online.

My Responsibilities:

1. Competitor Research:

- I researched other news brands like *The Daily Star* and *Dhaka Tribune* to understand what they are doing well online.
- I looked at how brands like *Cablegram* and *New Age* use eye-catching visuals and short, clear posts to connect with their audience. I thought *The Daily Observer* could use similar strategies.

2. Content Strategy:

- I helped come up with content ideas for social media, like human-interest stories, positive news, and updates on national issues that would keep the audience interested.
- I also suggested adding interactive content like polls and discussions to make their social media more engaging.



DATE:

dailyobserver We stand for people's rights
www.observerbd.com

COMPREHENSIVE COMMUNICATION GUIDELINE PLAN



BUSINESS PROPOSAL

EDITION 2025

“Challenges of Daily Observer”



Brand Perception Gap

Audience Mindset Shift



Content Relevance & Engagement

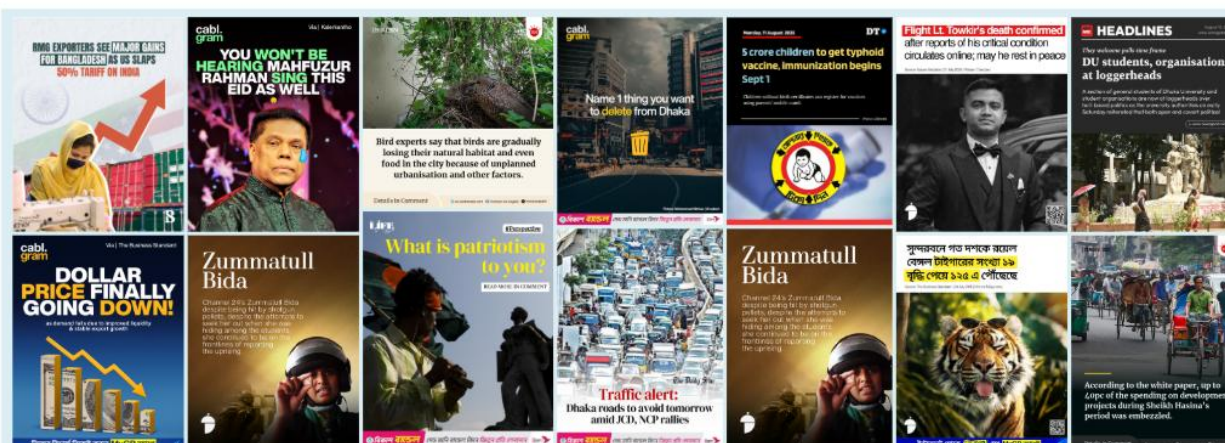
Digital Transformation



COMPETITIVE LANDSCAPE

							
POSITIONING	POSITIONING	POSITIONING	POSITIONING	POSITIONING	POSITIONING	POSITIONING	POSITIONING
Journalism Without Fear or Favour	Breaking News, Breaking Barriers	Beyond Words	The Outspoken Daily	Exploring Contemporary and Popular Culture Like Never Before!	Bringing What Matters Minus the Noise	Let Truth Prevail	All the News That's Fit to Print
CORE PROPOSITION	CORE PROPOSITION	CORE PROPOSITION	CORE PROPOSITION	CORE PROPOSITION	CORE PROPOSITION	CORE PROPOSITION	CORE PROPOSITION
Credible, fearless news that protects the people's right to know.	Timely, accurate news that sparks informed public dialogue.	Clear, factual reporting for English-speaking Bangladeshis.	Concise, outspoken news for politically aware young readers.	Witty, satirical takes on politics, culture, and youth trends.	Quick, visual news for busy, straightforward readers.	Fast, wide-ranging news that keeps India and the world connected.	Authoritative global journalism with depth, context, and impact.
Local Brands			Youth Trendy PR Channels			Global Inspiration	

HOW THEY COMMUNICATE



Competitors shared timely news, human-interest stories and practical updates with **bold visuals**, clear headlines and concise, **shareable formats** to engage audiences quickly and effectively.

DAILY OBSERVER VS. KEY PLAYERS

Category	The Daily Observer	The Daily Star	Dhaka Tribune
Headlines, Context & Visual Hierarchy	Headline Overload / Lack of Context; Poor Visual Hierarchy	Authoritative headlines with civic framing	Clear, concise breaking headlines and subheads
Storytelling & Emotional Engagement	Less Emotional Hook; less Narrative Flow	Investigative + human-interest features	Accessible features with human angles
Optimism, Solutions & Constructive Angles	Missed Opportunity for Optimism or Solutions	Accountability stories with public-interest outcomes	Solution-led civic stories and development coverage
Brand Visual System & Youth Design	Lack of Brand Visual System; less Youth-Relevant Visual Cues	Trusted, editorial-first visual identity	Modern, digital-first layouts and sectioning
Interactive Features & Audience Engagement	No Interactive Elements; Buried Information in Comments	Letters, op-eds and curated reader perspectives	Invites opinions; uses polls and social engagement
Brand Voice & Tone	Passive Brand Voice	Fearless, civic-minded, credible tone	Serious, respectful, audience-focused voice

Competitors are trying to deliver clear, well-structured news with storytelling, modern visuals, interactive reader engagement, Serious, respectful, audience-focused voices

BENCHMARKING DAILY OBSERVER VS. LOCAL NEWS LEADERS

Category	The New York Times	The Times of India	Cablegram	Nutshell BD
Headlines, Context & Visual Hierarchy	Balanced, impactful headlines with subheads & key takeaways	Sharp, urgent headlines for breaking relevance	Snappy, shareable hooks for social	Short, fact-first headlines for scannability
Storytelling & Emotional Engagement	Longform narrative, “why it matters” framing	Mix of serious reporting + human-interest uplift	Relatable, pop-culture hooks and humor	Bite-sized narrative framing for quick reads
Optimism, Solutions & Constructive Angles	Explainers and constructive/solution pieces	Frequent positive/solution stories and success features	Uplifting takes and hopeful framing on heavy topics	Data-driven insights that highlight improvements
Brand Visual System & Youth Design	Iconic, consistent brand typography and layout	Recognizable masthead + mass-appeal visuals	Bold, youthful, meme-friendly creative	Clean, infographic-first, social-ready visuals
Interactive Features & Audience Engagement	Rich interactives (charts, maps, multimedia)	Live updates and high-engagement polls	Highlights user content, reactions, and conversational formats	Interactive explainers and visual Q&A formats
Brand Voice & Tone	Authoritative, measured, trusted voice	Accessible, punchy, mass-friendly language	Energetic, witty, digitally native tone	Clear, concise, neutral professional tone

These brands are using clear, engaging, solution-focused storytelling with strong visuals, interactive elements, and a relatable, punchy tone

Figure 15: Screenshots from the presentation

My Mistakes:

Initially, I focused more on the design and didn't delve deeply enough into how competitors were actually engaging their audiences. I didn't fully consider how *The Daily Observer* could stand out in terms of content style and tone compared to competitors like *The Daily Star* or *Dhaka Tribune*. After receiving feedback, I realized I needed to analyze not just their design, but also their audience engagement strategies like how they use short, shareable posts or how they present stories in a more personal and relatable way.

My Learnings:

This project taught me the importance of understanding the competitor landscape. I learned that successful brands are not only about great design but also about how well they communicate with their audience. *The Daily Observer* needed a more interactive and engaging voice, similar to what other competitors were doing, like using bold visuals or sharing timely updates that connect emotionally with readers. I also learned the value of analyzing both the content and tone of competitors to figure out what works best in the market.

Internship Outcome

My internship at Weable Digital has been an immensely rewarding experience, providing me with invaluable personal and professional growth. It has allowed me to bridge the gap between academic theories and real-world applications, while gaining hands-on experience in the dynamic field of digital marketing and strategic communication.

As a strategic planning and content writing intern, I had the privilege of working alongside talented professionals, contributing to impactful campaigns, and understanding the strategic intricacies involved in creating compelling content and driving brand communication. I was able to apply my academic knowledge while learning new techniques and insights that only real-world experience can provide.

Throughout my internship, I improved my skills in content development, campaign planning, and market research. I was actively involved in brainstorming ideas, crafting social media content, and assisting with digital strategy development. I also gained practical experience in creating content that aligns with brand voice and targets the right audience across multiple platforms.

Working closely with the team, I gained valuable exposure to the collaborative process between strategic planning, content writing, and design. I learned how to tailor content for different audiences, optimize it for various platforms, and contribute to the success of campaigns by understanding both creative and analytical aspects.

The internship helped me improve my teamwork, communication, and problem-solving skills. I learned to accept constructive feedback, manage time efficiently, and thrive in a fast-paced environment with tight deadlines. I also learned a great deal about my strengths and areas of improvement, which has made me more self-aware and confident in my abilities.

Overall, this internship has enhanced my strategic thinking, content creation skills, and ability to work within a team. It has reinforced my passion for digital marketing and strategic communication and equipped me with the foundational skills needed to pursue a career in this field. The experience has made me more competent, focused, and motivated to continue growing in this industry.

My Workplace Log

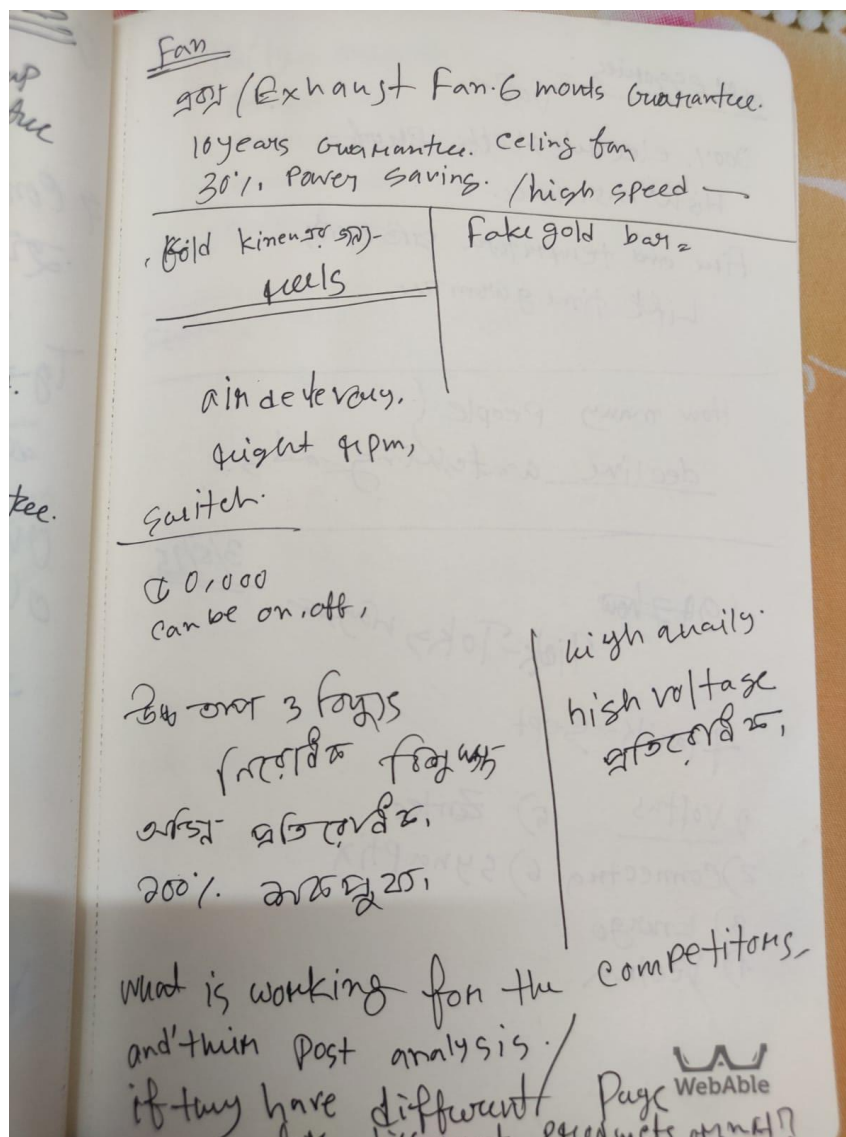


Figure 16: Brief on MEP

*MER work

→ Le DBIuf

① Light USP → 1 year Guarantee

✓ Fast Charging.

Show backup.

90%

1875

ਸੀਕੁਧੀ,

पारितोषिक
मंजूर,

4000 ~~lumens~~ lumen (Baten
40 watt 01102)

40 watt

/ Light.

↳ 2 years

Guantanamo

Cables'

USP₅ — capable of high voltage

2027.

কল্যাণী

[illegible]

ਅੰਤਿਮ ਸ਼ਕਤੀਆਂ,

Fine assistenza / fine

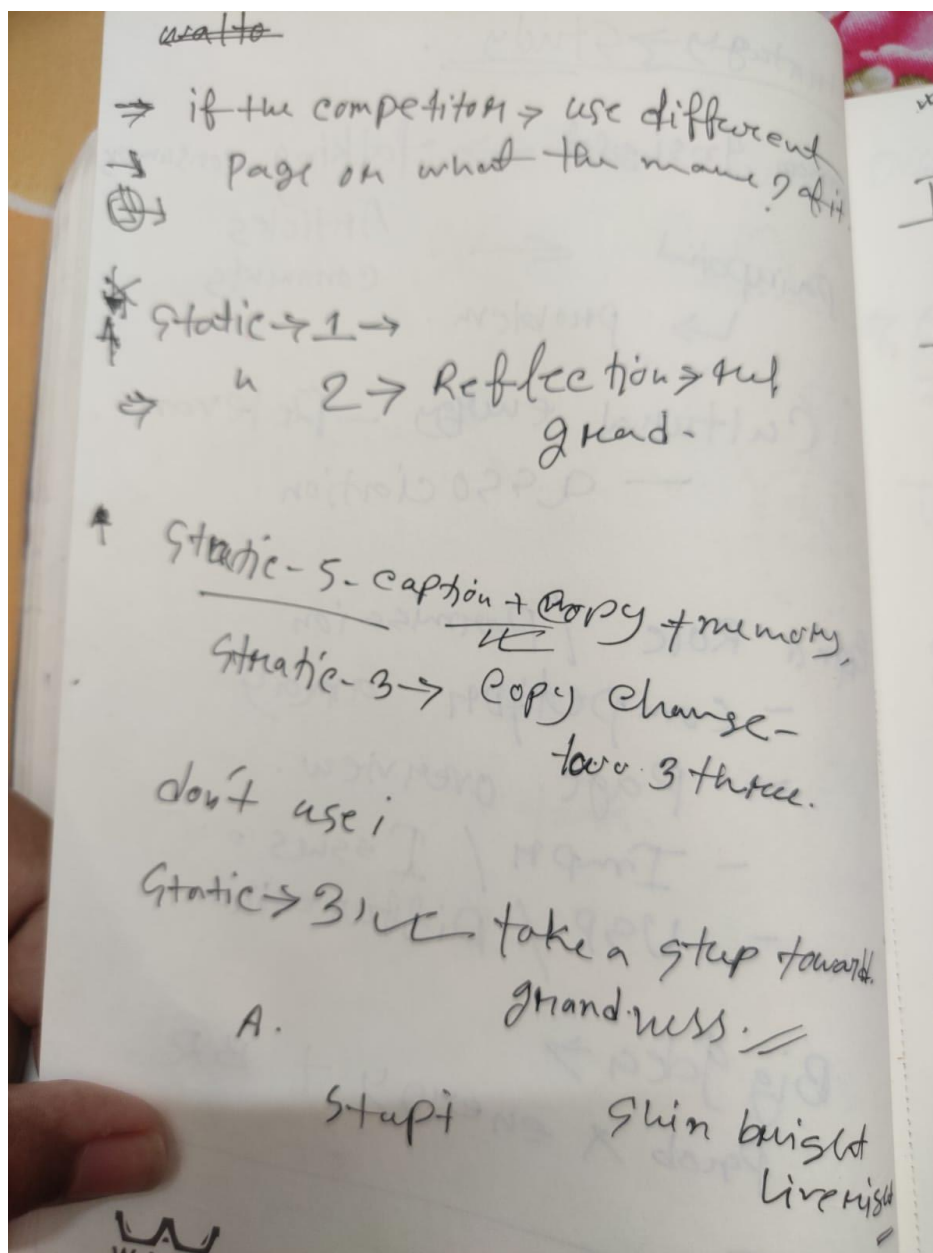


Figure 18: feedback on static contents

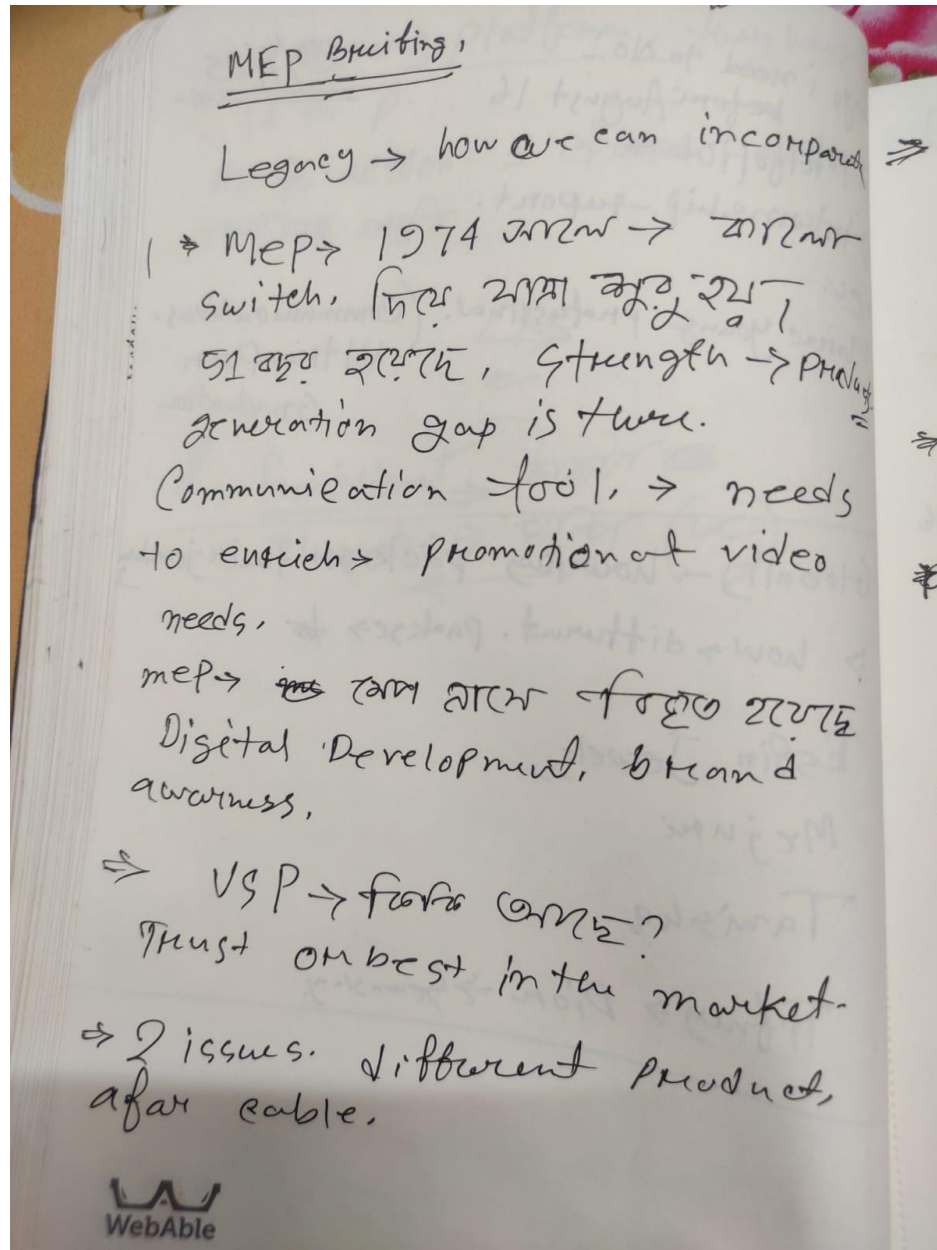


Figure 19: MEP brief

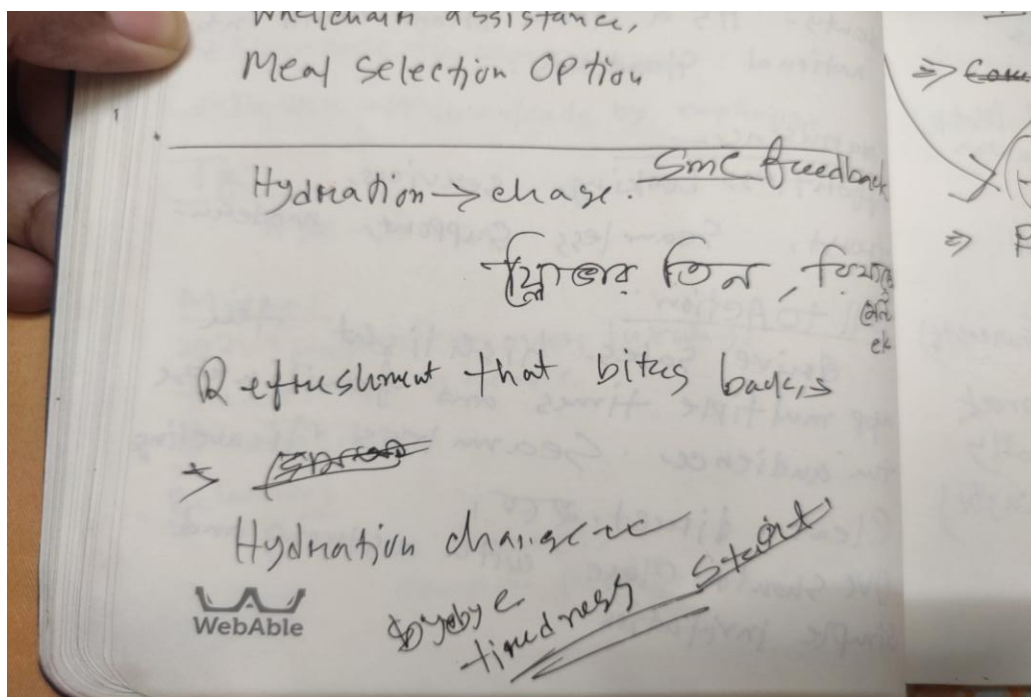


Figure20: Feedback on SMCPLUS

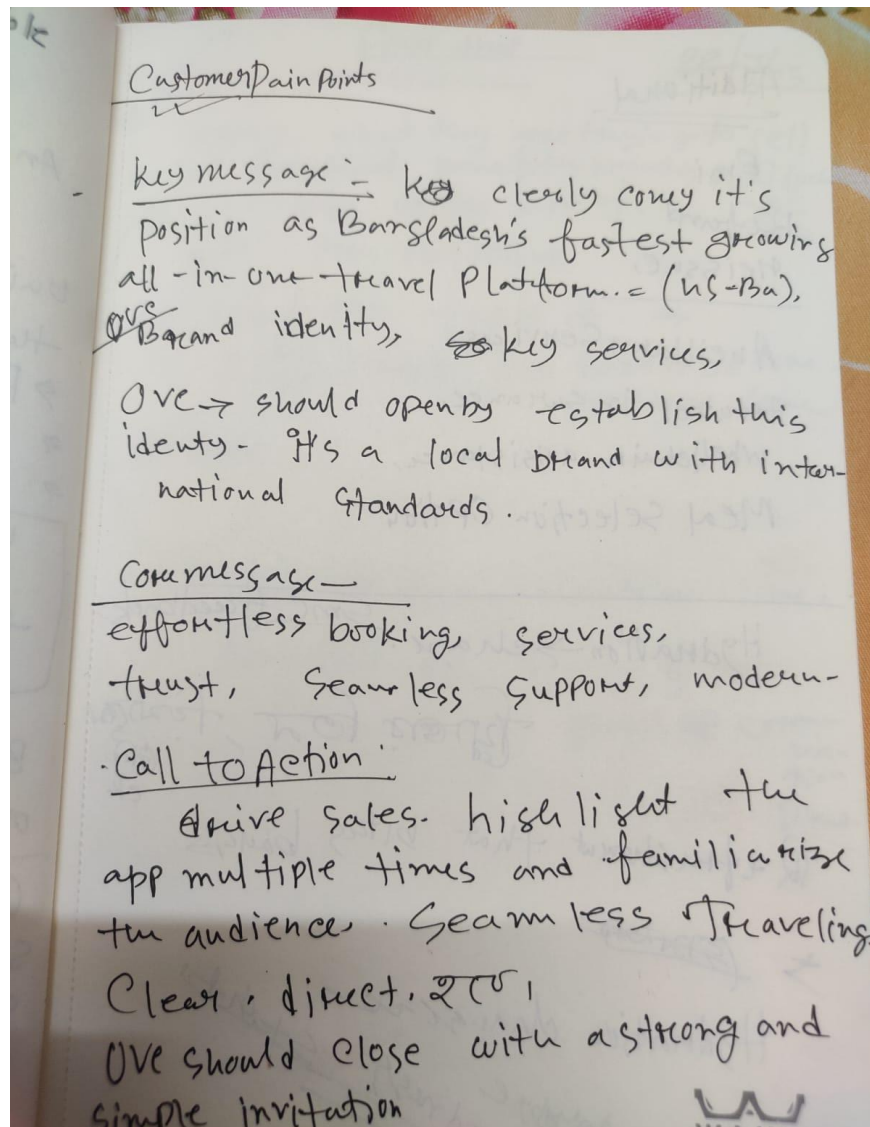


Figure 21: Brief on FIRSTTRIP

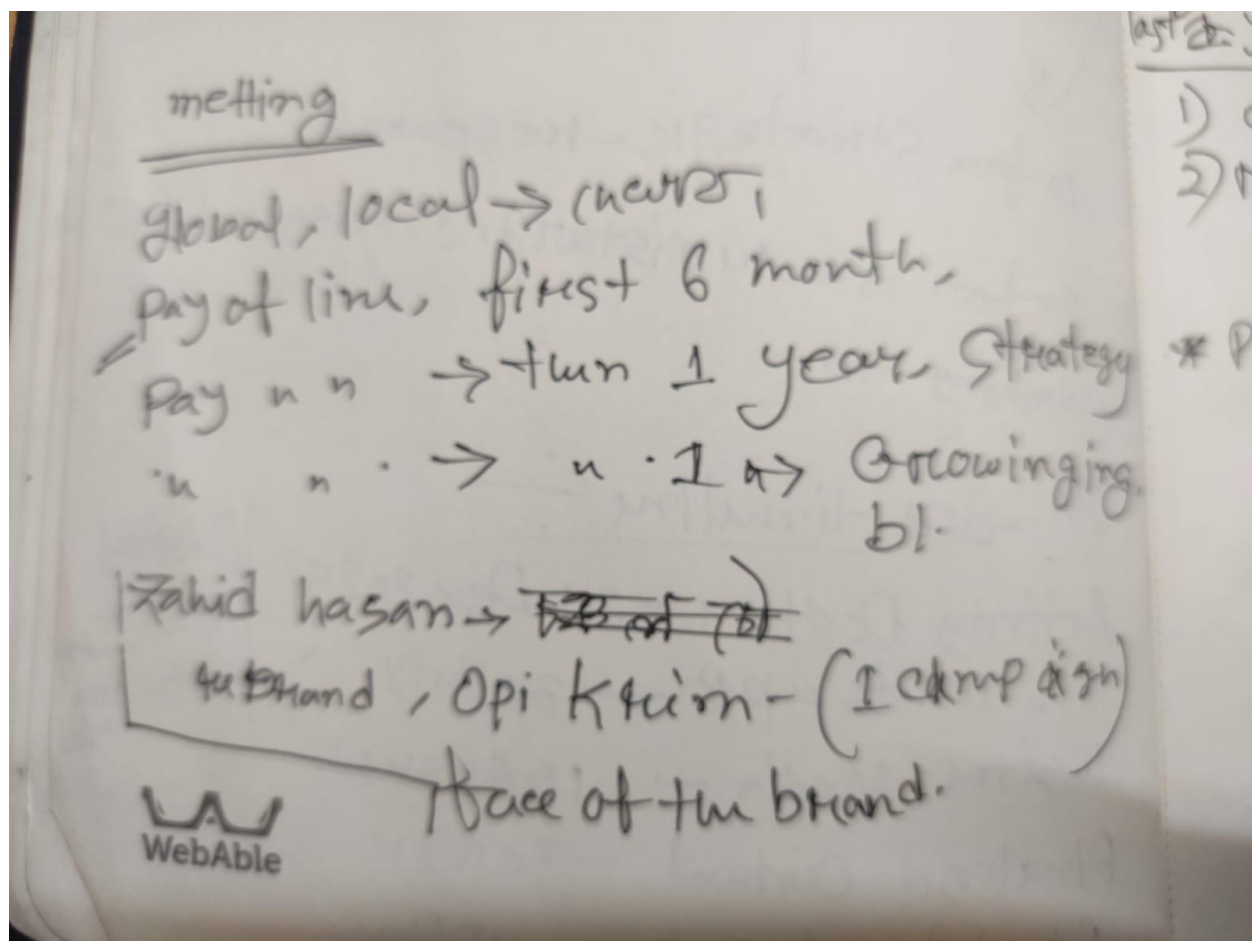


Figure 22: Oxfam Meeting

also did research for ox-fam Bangladesh.

Bnac

* Awareness campaign - (they do =

9.7.25

learning ~~what to do~~ LinkedIn course.

(ager kaj and what are they.

Gula lish

glt

oxfam Strategic research.

⇒ Oxfam is a registered charity in UK.

~~Working in~~

*90% idea timeline :-

Activity Deadline - 31 Dec 2025	Digital
Tik Tok whatsapp - 30 July	Assess
Digital Media - 15 August	Handover
Finalized Content - 30 Nov	- 30 Dec
Final Report and fee - 28 Dec	inter

WebAble

Figure 23: research on OXFAM

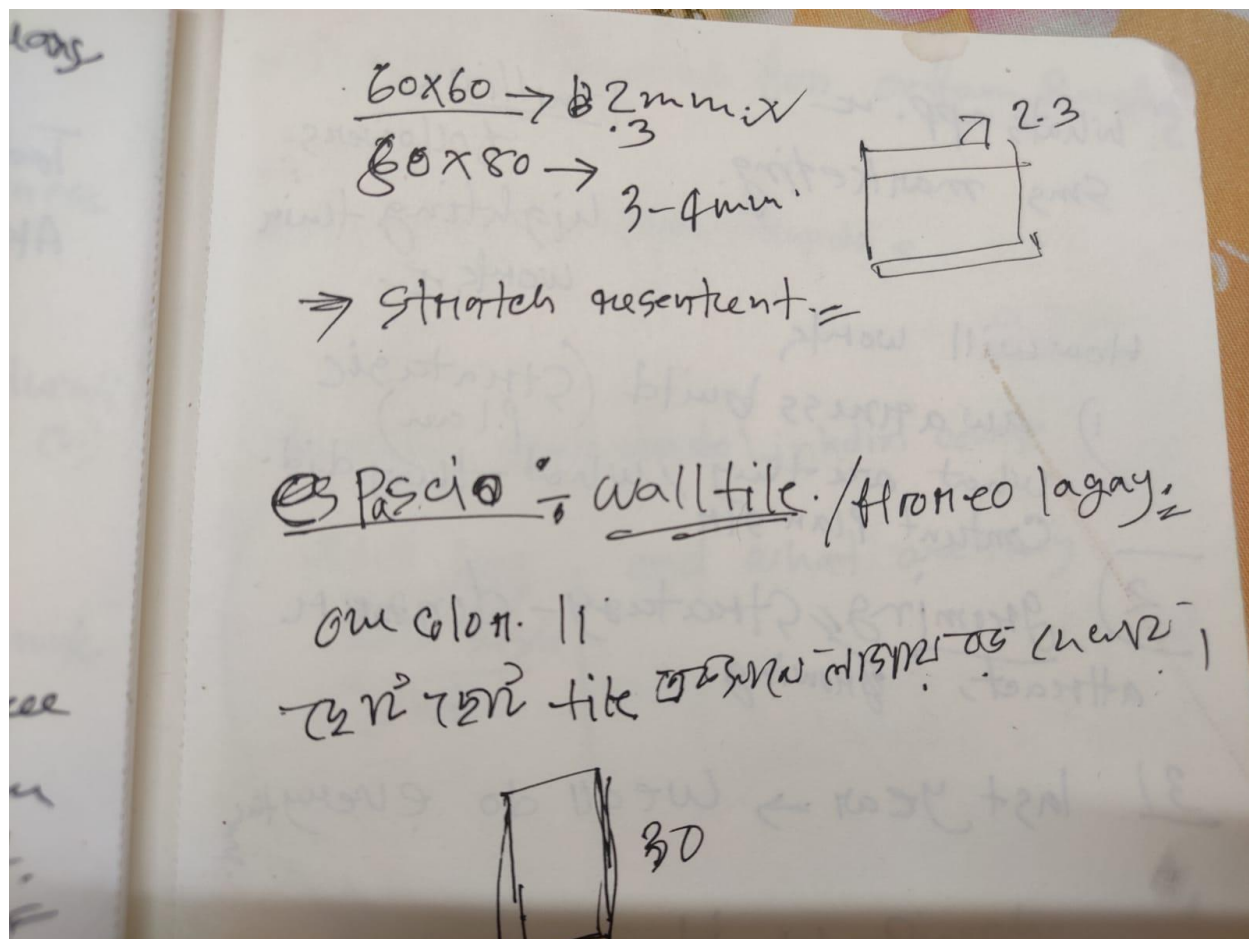


Figure 24: Study on Akij ceramics

polish Living office Hotel.

tile PG VT → High gloss tile — 8 means 80

12 → means 120x60,

travertine → tile =

SM → satin mat. — shadow,

RS → Rustic tiles =

wall tiles → moq-l tiles has three
pieces / single = dark decor
light.

Gager → slightly chikini ki.

Kathua ^{Gub}

→ ceramic → CTS

as as tiles ^{XTM} Kathua.

^{floor} double charge ÷ high gloss ^{now} coating.

~~VGP~~

more stronger.

Airport → reception. finish.

WebAble

Figure 25: Study on Akij ceramics

Today I am doing copy and captions for
Akij ceramic.

meeting

Akij ceramic —

↓

Aura by boshin

Akij → table
ceramic

innovative → ideas

product :-

Aura by Akij

a, b, c → grade

↓

Ceramic

wall tile → 30x60

floor →

↓

Larger
than
life

100x100

~~80x80~~

60x120

60x60

(1000x1000)

120
60

30
50

30
60
40
80

Figure 26: Study on Akij ceramics

WebAble's Wor...

Home

Inbox 13

Chat

More

Favorites >

Spaces ...

Shared with me

Shared with me / Pitches / Presentations, Reporting and Billing

Task 86eu8r36u

Daily Observer Re Branding

Status TO DO

Assignees +8

Dates Start → Today

Priority Empty

Time Estimate Empty

Track Time 40h 47m

Tags Empty

Relationships Empty

Add description

Custom Fields

WebAble's Wor...

Home

Inbox 11

Chat

More

Favorites >

Spaces ...

Shared with me

Shared with me / Pitches / Presentations, Reporting and Billing

Oxfam Strategy & Creative Plan | Pitch | July '25 |

Subtasks + Add

Checklists + Create Checklist

Attachments 14

Drop your files here to upload

Oxfam-Te... .jpg Jul 10 at 11:16 pm

Oxfam-Te... .jpg Jul 10 at 11:16 pm

Voices-of-t... .jpg Jul 10 at 11:16 pm

Artboard 3 .png Jul 10 at 10:11 pm

Activity 15

Ishtiaq Ahmed Jul 10 at 11:16 pm

Oxfam-Template.jpg

HERE EVERY LEAF CARRIES A VOICE AND EVERY VOICE DESERVES TO BE HEARD

OXFAM

Show more

You tracked time 69h 37m on Jul 10 Jul 13 at 3:58 pm

Write a comment... Send

Good morning, Tabassum

Recents

- OXFAM Strategy & Creative Plan | Pitch | July ... • in Presentations, Reporting and Bil...
- ☰ Tabassum | Intern
- ☰ Content Calendar • in Akij Ceramics
- AKIJ CERAMICS & AURA | September Content Plan | 2025 • in Content Calendar
- Akij Ceramics & Aura | Content Plan | August 2025 • in Content Calendar
- ☰ Presentations, Reporting and Billing • in Pitches
- SESA | AdHoc | July - Aug '25 | Friendship Day Infl... • in Presentations, Reporting ...
- AKIJ CERAMICS | BILLBOARD | 4 | JULY 25 • in Content Calendar
- Copy & Planning Guide • in Tabassum | Intern

My Work

To Do Done Delegated

▼ Today 0

Tasks and reminders assigned to you will show here.

Figure27: Task assignment screenshot from ClickUp

Gmail Search mail

1-50 of 153

From	Subject	Date
ClickUp Notificatio.	Daily Summary WebAble's Workspace - ClickUp • Due Today: 0 • Tomorrow: 0 • Overdue: 5 Overdue IN PROGRES...	7:05 AM
WebAble's Workspace	[Overdue] AKIJ CERAMICS COPY - AUGUST 2025 - ClickUp Task Overdue DUE DATE 8/11/25 DC Clients > Akij C...	12:02 AM
WebAble's Workspace	[Overdue] AKIJ CERAMICS & AURA September Content Plan 2025 - ClickUp Task Overdue DUE DATE 8/11/25 D...	12:02 AM
WebAble's Workspace 4	[Overdue] AKIJ CERAMICS PANORA NEW ARRIVAL DIGITAL CAMPAIGN 2025 - ClickUp Task Overdue DUE D...	12:02 AM
Mehedi Hasan WebA.	Presentation shared with you: "MEP Design Deck" - Mehedi Hasan WebAble shared a presentation Mehedi Hasa...	Aug 11
WebAble's Workspace 2	[Overdue] AKIJ CERAMICS COPY - AUGUST 2025 - ClickUp Task Overdue DUE DATE 8/10/25 DC Clients > Akij C...	Aug 11
WebAble's Workspace 2	[Overdue] AKIJ CERAMICS & AURA September Content Plan 2025 - ClickUp Task Overdue DUE DATE 8/10/25 ...	Aug 11
ClickUp Notificatio.	Daily Summary WebAble's Workspace - ClickUp • Due Today: 0 • Tomorrow: 0 • Overdue: 5 Overdue IN PROGRES...	Aug 11
WebAble's Workspace	[Overdue] AKIJ CERAMICS BILLBOARD 4 JULY 25 - ClickUp Task Overdue DUE DATE 8/10/25 DC Clients > Akij ...	Aug 11
Afifa Sultana Ema .	Presentation shared with you: "MEP Digital Branding Pitch 2025 Webable Digital" - Afifa Sultana Ema WebAble shar...	Aug 10
WebAble's Workspace	AKIJ CERAMICS & AURA September Content Plan 2025 - ClickUp Due date changed by Musharrat Aanchal DC ...	Aug 10
WebAble's Workspace	AKIJ CERAMICS PANORA NEW ARRIVAL DIGITAL CAMPAIGN 2025 - ClickUp Due date changed by Musharrat...	Aug 10
ClickUp Notificatio.	Daily Summ... - ClickUp • Due Today: 2 • Tomorrow: 0 • Overdue: 3 Due Today IN PROGRE...	Aug 10
WebAble's Workspace	AKIJ CERAMICS & AURA September Content Plan 2025 - ClickUp Due date changed by Musharrat Aanchal DC ...	Aug 10
WebAble's Workspace	AKIJ CERAMICS PANORA NEW ARRIVAL DIGITAL CAMPAIGN 2025 - ClickUp Due date changed by Musharrat...	Aug 10
ClickUp Notificatio.	Daily Summary WebAble's Workspace - ClickUp • Due Today: 2 • Tomorrow: 0 • Overdue: 3 Due Today IN PROGRE...	Aug 10
ClickUp Notificatio.	Daily Summary WebAble's Workspace - ClickUp • Due Today: 0 • Tomorrow: 2 • Overdue: 3 Due Tomorrow IN PRO...	Aug 9
ClickUp Team	Stay connected with ClickUp in Slack and Teams - Enhance collaboration with chat integrations.	Aug 8
Canva	Recommended templates based on your search - Templates recommended just for you.	Aug 8
ClickUp Notificatio.	Daily Summary WebAble's Workspace - ClickUp • Due Today: 0 • Tomorrow: 0 • Overdue: 3 Overdue TO DO Share...	Aug 8
WebAble's Workspace 4	AKIJ CERAMICS PANORA NEW ARRIVAL DIGITAL CAMPAIGN 2025 - ClickUp Assigned to You by Musharrat A...	Aug 8
WebAble's Workspace 5	[Overdue] AKIJ CERAMICS & AURA September Content Plan 2025 - ClickUp Task Overdue DUE DATE 8/6/25 D...	Aug 8
Canva	You're a force for good - See how you change the world by designing with us	Aug 7
WebAble's Workspace 2	SESA AdHoc July - Aug '25 Friendship Day Influencers Campaign - ClickUp Due date removed by Esfaque Ra...	Aug 7
WebAble's Workspace	AKIJ CERAMICS BILLBOARD 4 JULY 25 - ClickUp Due date changed by Musharrat Aanchal DC Clients > Akij Cer...	Aug 7
WebAble's Workspace 2	[Overdue] AKIJ CERAMICS COPY - AUGUST 2025 - ClickUp Task Overdue DUE DATE 8/6/25 DC Clients > Akij Ce...	Aug 7
ClickUp Notificatio.	Daily Summary WebAble's Workspace - ClickUp • Due Today: 0 • Tomorrow: 0 • Overdue: 5 Overdue TO DO Share...	Aug 7
Afifa Sultana Ema .	Presentation shared with you: "Gold Kinen Pitch Deck 2025" - Afifa Sultana Ema WebAble shared a presentation Afif...	Aug 6

☐	☆	WebAble's Workspace	AKIJ CERAMICS COPY - AUGUST 2025 - ClickUp Due date changed by Musharrat Aanchal DC Clients > Akij Cera...	Aug 6
☒	☆	WebAble's Workspace	AKIJ CERAMICS & AURA September Content Plan 2025 - ClickUp Due date changed by Musharrat A...	Aug 6
☐	☆	ClickUp Team	Manage Outlook and Google Calendar events in ClickUp! - Say hello to the ultimate prioritization tool ...	Aug 5
☐	☆	Pinterest	Education for Tabassum - Online Learning vs Traditional Education: Shaping the Future of Learning Online Teaching...	Aug 5
☐	☆	ClickUp Team	Explore the power of search commands in ClickUp - Learn how search commands can enhance your ClickUp expe...	Aug 5
☐	☆	Mehedi Hasan WebA.	Document shared with you: "SMC Plus Commward Script Integrated Campaign " - Mehedi Hasan WebAble s...	Aug 4
			SMC Plus Com...	
☐	☆	Afifa Sultana Ema .	Presentation shared with you: "Daily Observer - Industry Analysis" - Afifa Sultana Ema WebAble shared a prese...	Aug 4
			Daily Observer ...	
☐	☆	WebAble's Workspace	Abdul Jabbar shared a Folder with you - ClickUp Abdul Jabbar shared a Folder with you Team DC - Commward Vie...	Aug 4
☐	☆	Aanchal WebAble	Invitation: Akij Ceramics x WebAble Digital (Brief and Discussion Mee... @ Mon Aug 4, 2025 4pm - 5pm (GMT+...	Aug 4
☐	☆	Afifa Sultana Ema .	Presentation shared with you: "AkijBashir Electrical Products' Brand Name suggestions Webable Digital" - Afifa Sulta...	Aug 3
			AkijBashir Elect...	
☐	☆	Aniruddha Dey Anik .	Presentation shared with you: "AkijBashir Electrical Products' Brand Name suggestions" - Aniruddha Dey Anik ...	Aug 3
			AkijBashir Elect...	
☐	☆	Aanchal WebAble	Monthly Content Plan Update – AKIJ CERAMICS & AURA August 2025 - Hello Antu Bhaia, I hope you are doing ...	Aug 3
☐	☆	ClickUpdates 3.59	What's new in ClickUp: AI Images, Outlook Calendar Integration, List Agents, and more! - Check out this week's...	Aug 2
☐	☆	ClickUp Team	Easy but powerful - Experience easier editing with advanced features.	Aug 2
☐	☆	Canva	Transform your deck into a doc - Create a summary doc from your deck. ...	Aug 1
☐	☆	ClickUp Notificatio.	Daily Summary WebAble's Workspace - ClickUp • Due Today: 0 • Tomorrow: 0 • Overdue: 5 Overdue IN PROGRES...	Aug 1
☐	☆	ClickUp Notificatio.	Daily Summary WebAble's Workspace - ClickUp • Due Today: 0 • Tomorrow: 0 • Overdue: 5 Overdue IN PROGRES...	Jul 31
☐	☆	WebAble's Workspace 2	AKIJ CERAMICS & AURA September Content Plan 2025 - ClickUp Due date changed by Musharrat Aanchal DC ...	Jul 31
☐	☆	WebAble's Workspace 3	AKIJ CERAMICS COPY - AUGUST 2025 - ClickUp Assigned to You by Musharrat Aanchal DC Clients > Akij Cerami...	Jul 31
☐	☆	WebAble's Workspace 2	AKIJ CERAMICS BILLBOARD 4 JULY 25 - ClickUp Due date changed by Musharrat Aanchal DC Clients > Akij Cer...	Jul 31
☐	☆	Afifa Sultana Ema	Presentation shared with you: "Aarong Jewellery Box Design Ideas 2025 Webable Digital" - Afifa Sultana Ema	Jul 30

Figure 28: Task assignment screenshot from email



SELF-ASSESSMENT FORM

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

Name of Intern: _____ Tabassum Haider Risha _____

University ID: _____ 213012015 _____

Name of the Institute/Organization:

WebAble Digital

Corporate Office Address:

Level 4, House 10A, Rd No 4, Dhaka 1212

Email: hr@webable.digital

Web: <https://www.webable.digital/>

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

Around 45 hours

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

Yes, 5000 tk

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.	5
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.	4
7	I have a sense of personal achievement.	3
8	I have the ability to persevere in difficult tasks	4
NO	CRITERIA (Social/Interpersonal Impact)	

9	I demonstrate concern for the welfare of others	4
10	I can be understanding and appreciative of people with diverse backgrounds	5
11	I have the ability to work cooperatively with others	5
12	I have the ability to communicate effectively	4

MSJ 043 (00) Pages 1 of 2

13	I have increased my ability to be a leader	3
14	I feel more connected to my community	3
NO	CRITERIA (Academic learning impact)	
15	I have acquired knowledge from the job duties I performed	4
16	I have broadened my critical thinking skills (reasoning, problem solving)	4
17	I have learnt the ability to work independently	3
18	I feel my classroom learning was enriched	5
19	I have the ability to connect academic subject matter to the real world.	4
NO	CRITERIA (EMPLOYMENT/JOB SPECIFIC IMPACT)	
20	I developed specialised technical skills for a specific job function	4
21	I broadened my future employment possibilities	4
22	I received an opportunity to explore a specific career	3
23	I developed realistic ideas about the work world	5
24	I narrowed my future possible career choices.	5
25	What is your average score from this test?	4

5. General Comments

I have had the best time, as my first step in my long career, in Webable. Not only did it enhance the belief in my choice of career, rather it made me excited for the future. Hopefully, I get more work opportunities to live up to my own expectations.



Signature of Intern

MSJ 043 (00) Pages 2 of 2

Professional Competencies

My internship at Webable Digital has provided me with valuable insights into the digital marketing industry, helping me understand how creative and strategic communication drives successful campaigns. These are the core competencies and skills I developed:

- **Campaign Strategy Development:** I learned how campaigns are structured, from initial planning to execution. I gained experience in understanding client objectives, identifying target audiences, and assisting in crafting tailored strategies that align with brand goals and deliver measurable results.
- **Client Interaction & Communication:** Through active participation in client meetings and feedback sessions, I learned the importance of clear, professional communication. I understood how effective client relationships and active listening contribute to campaign success and client satisfaction.
- **Task Management & Time Efficiency:** Juggling multiple tasks, such as content creation, research, and campaign planning, taught me how to prioritize and work efficiently under pressure. I became more adept at meeting deadlines and handling tasks with precision.
- **Adaptability & Feedback Handling:** Throughout the internship, I received valuable feedback that helped me refine my skills. I learned to accept constructive criticism, revise my work quickly, and ensure high-quality outputs. This experience emphasized that mistakes are learning opportunities, and being adaptable and solution-oriented is key to growth.