Department of Media Studies and Journalism

Internship Report

Name: Nikyta Nahid

ID: 211012028

Term: Summer 2025

Course Code: MSJ4298

Host Organization: Roebuck Communications

Date of Submission: 28 August, 2025

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Student Details



Name: Nikyta Nahid

ID: 211012028

Department: Media Studies and Journalism

Major Concentration: Public Relations

Minor Concentration: Bachelor of Business Administration

Career Goal: As an aspiring Public Relations graduate, I aim to grow within the industry while embracing lifelong learning. My long-term goal is to transition into academia, sharing my skills and inspiring future learners to stay curious, adaptable, and committed to reaching their fullest potential in an ever-evolving world.

Host Organization: Roebuck Communications

Address: Fairview Apartments-House 8A, Road-4, Suite -502, Gulshan-1, Dhaka-1212.

Email: ratherbe@roebuckbd.com

Website: https://www.roebuckbd.com/

Supervisor: Samiul Islam Khan Midon (Senior Copywriter)

Section: Copywriting

Internship Starting Date: 15th June, 2025

Internship Ending Date: 15th October, 2025 (Ongoing)

Total Weeks: 17

Hours Per Week: 45

Acknowledgement

I would like to begin by thanking the Almighty, whose blessings have shaped the life I cherish today. My mother, for being my rock since the first day she held me, to my dear faculties for their teachings and encouragement throughout these 4 academic years, to my friends and loved one for always believing in my and being my biggest cheerleaders and last but not least, I would like to thank myself for never giving up on me, for pushing through whatever came at me and for learning to be patient and kind to myself.

I am deeply grateful to my Internship Advisor, Nibras Bin Sayed Sir, whose unwavering encouragement and constant support made this journey possible. He was always approachable and generous with his guidance whenever I needed it, which truly helped me throughout the process. I would also like to express my sincere gratitude to our Internship Coordinator, Muhammad Aminuzzaman Sir, for his invaluable guidance and continuous cooperation.

I am deeply grateful to everyone at Roebuck Communications, with special thanks to my supervisor, Samiul Islam Khan Midon (Midon Bhaiya). His guidance, patience, and encouragement made my first experience of professional life truly rewarding. He went out of his way to include me in project briefs, supported me wholeheartedly, and encouraged me to share ideas, making me feel like a valued member of the team rather than just an intern. I am also thankful to the entire team and management, whose warmth and support created an environment where I could learn and grow. I could not have asked for a better beginning to my career, and I will always cherish this foundational phase of my professional journey.

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UNIVERSITY OF LIBERAL ARTS BANGLADESH

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: Nikyta Nahid
ULAB ID: 211012028

Signature 

MSJ042

INTERNSHIP REPORT APPROVAL FORM

Student Name: Nikyta Nahid ID No: 211012028

Major: Public Relations Year: 2025

Local Phone: 01792237553 Email: nikyta.nahid.msj@ulab.edu.bd

INTERNSHIP/PROJECT INFORMATION

Internship

Organization/Project: Roebuck Communications

Internship /Project Report
Designation: Copywriter Intern

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/Pretrial/Full Rewrite):

_____

Signature: _____ Date: _____

Name: Nibras Bin Sayed Title: Lecturer

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

Introduction

It all began during my final academic semester when I was taking the MSJ4141 Advertising course. This course introduced me to the world of advertising and made me reconsider where I wanted to pursue my internship career-wise. After some reflection, I decided to explore opportunities in advertising firms, even though I am about to graduate as a PR major. Considering the relatively underdeveloped state of PR in Bangladesh compared to the advertising sector, I am glad I made this decision and embarked on this journey.

My first week at Roebuck Communications passed in the blink of an eye. The team gave me time to settle in, encouraged me to interact with colleagues and seniors, and gradually introduced me to their clients, pitches, and content calendars. Soon, I was assigned to write copies for various brands. As my work progressed, I learned not only how to write effective copies but also how to understand each client's preferences, including tone, target audience, and aesthetics.

Gradually, I was introduced to campaigns. While I was not fully involved in major pitches, I was encouraged to attend meetings and understand client expectations. Everyone welcomed my suggestions, which made me feel included and valued. One of my fondest memories was a Monday when I was called by my Creative Director and Managing Director, expecting it to be another internal meeting. To my surprise, it was a client meeting, and they sought a youth perspective, giving me the opportunity to interact directly with clients. That moment was incredibly motivating and made me feel truly valued.

This internship not only strengthened my skills and understanding of advertising but also boosted my confidence, leaving me inspired and eager to continue growing in this dynamic industry.

Objectives/Expectations

During my internship at Roebuck Communications, my primary objective was to gain practical exposure to the advertising industry while enhancing my skills in content creation and client communication. This experience allowed me to understand how advertising campaigns are conceptualized, developed, and executed. I learned to write client-focused copies, adapt to different brand tones, and observe the intricacies of campaign planning. Attending meetings and project briefs helped me gain confidence in professional interactions and understand client expectations. Overall, the internship strengthened my understanding of the industry and equipped me with valuable skills for my career.

Expectations:

- To understand office culture and follow protocols.
- To collaborate with my supervisor and deliver work as expected.
- To learn time management and deliver work within deadlines.
- To understand client/brand tone requirements and meet expectations.
- To handle pressure with patience.
- To acquire comprehensive knowledge and practical insights from the workplace.

Objectives:

- To apply my learnings from university at work.
- To gain experience in brainstorming and ideation sessions for campaigns.
- To develop strong communication and interpersonal skills by interacting with clients and team members.
- To refine writing, editing, and presentation skills in a professional setting..
- To learn to craft engaging content for multiple platforms, including social media, websites, and campaigns.
- To enhance skills in editing and revising copy based on feedback.
- To understand the importance of audience and competitor research in shaping content strategy.
- To learn how to adapt tone and style for different brands and target audiences.

Host Organization

I am completing my internship at Roebuck Communications, an advertising and communications agency that started its operations in late 2015. The agency offers a wide range of services, including Above-the-Line (ATL), Below-the-Line (BTL), and Through-the-Line (TTL) communications, as well as rural marketing, 360° digital marketing, branding, media planning and buying, and creative development. In addition, Roebuck produces various promotional materials such as press advertisements, brochures, posters, banners, newsletters, and website designs.

Roebuck Communications positions itself as a dynamic agency that values agility, adaptability, and strategic thinking. The organization emphasizes the importance of building meaningful connections through thoughtful collaboration and aims to provide clients with innovative solutions and impactful storytelling that can create a strong presence in today's competitive market.

The team at Roebuck consists of skilled professionals who combine creativity and strategic insight to achieve measurable results. By integrating both traditional and digital approaches, the agency works to ensure that brands remain relevant and successful in an evolving communication landscape.

Address: Fairview Apartments-House 8A, Road-4, Suite -502, Gulshan-1, Dhaka-1212.
Email: ratherbe@roebuckbd.com
Website: https://www.roebuckbd.com/

Clients


YAMAHA
Revs Your Heart


TRUEFITT&HILL
EST. 1805 · ST. JAMES'S · LONDON


মাইটি চিপস


TastyTreat
food you'll love to share!


IDLC
Finance PLC
financing happiness


PAPERTECH
Industries Limited


বেকারি ফ্রেশ


IDLC
islamic


Oskies


GLOW
ফেব্রিক এক্সপার্ট


AVA
Beauty Soap


AKIJ
HEALTH


DISH
MASTER


KLUBHOUS


সখী


CEAT


BOSPHORUS

Organogram

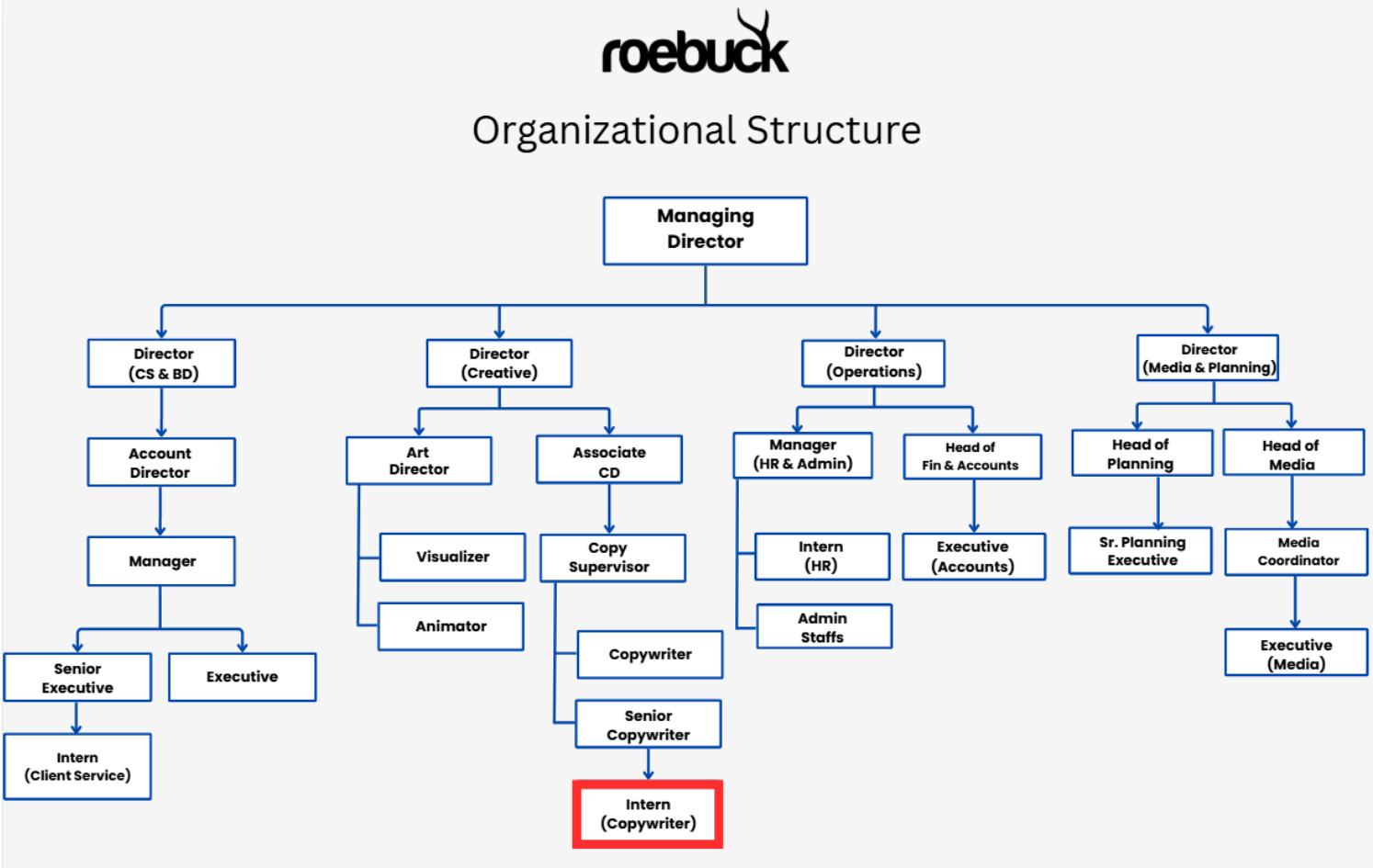


Figure 1: Roebuck Communications Organizational Structure; my position is marked in red

Tasks: Responsibilities

Our office is divided into two teams, each managing a set of brands for optimal workflow. My team is led by Tahmina Ferdous Jui, with Midon, Senior Copywriter, as my direct supervisor. I follow instructions primarily from my supervisor, and occasionally from the manager. The brands I mostly work on include *Mighty Chips, Tasty Treat, Glow-Fabric Expert, Shokhi Sanitary Napkin, Dishmaster, Ava Beauty Soap, Klunhaus,* and *Bakery Fresh.* Beyond these core accounts, I am occasionally called upon to assist with campaigns and projects for other brands as needed, allowing me to gain diverse experience across different categories.While each team has its own brands, collaboration and support across teams are encouraged. As an intern, my responsibilities are structured and diverse, giving me exposure to various aspects of agency work. I am expected to adapt to office culture by maintaining professionalism, following protocols, and collaborating with colleagues. My core tasks focus on supporting the content team, while I also ocassionally assist the HR manager with team-building activities.

Core Responsibilities:

- Assisting in ideation for content pillars, campaigns, and occasionally visualizing executions.

- Creating brand copies and social media captions as per the content calendar on Google Sheets.

- Incorporating supervisor feedback before forwarding content to the client service team.

- Proofreading documents and writing short stories when assigned.

- Attending content calendar meetings, taking notes, and preparing/sharing meeting minutes.

- Conducting research on industry trends and competitor activities to support content development.

Volunteering Activities:

Beyond my core tasks, I also volunteer to assist the HR team in organizing weekly Wednesday activities aimed at promoting team bonding and well-being. Each session typically includes both a structured team-building exercise and a more relaxed activity that allows employees to take a short break from work and recharge.

The next section lists ten projects I have worked on, which show the kind of tasks I handled and the skills I have been developing during this internship.

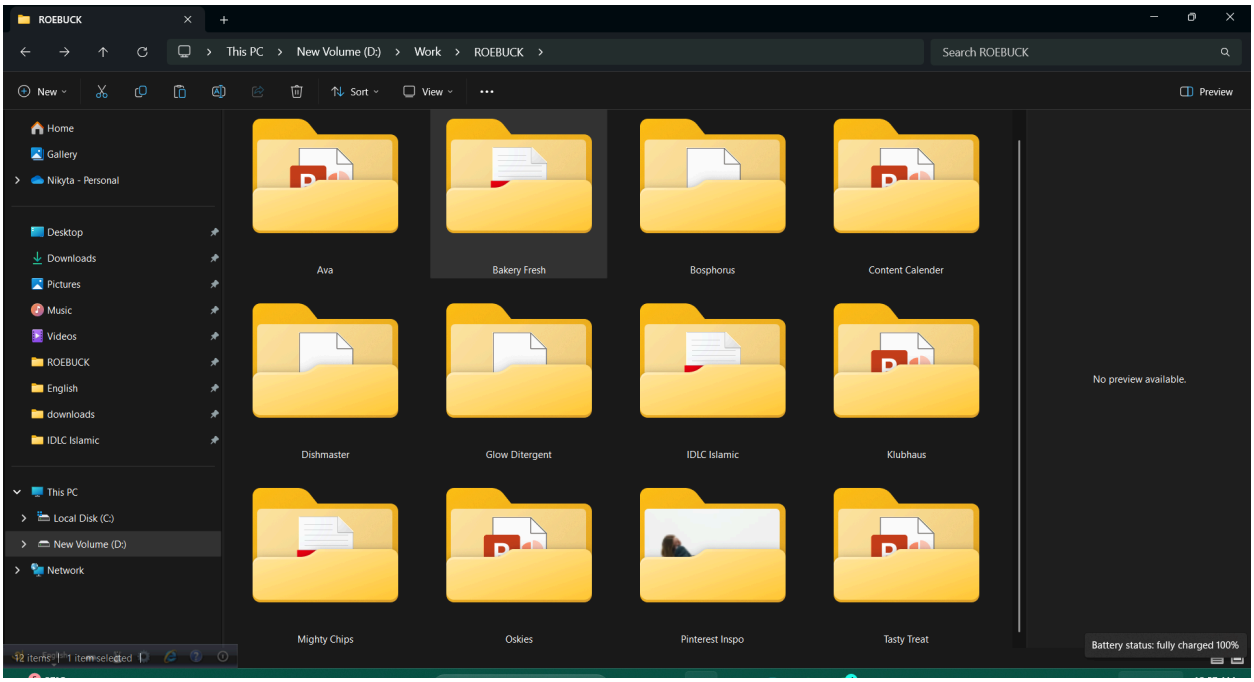


Figure 2:My Office Folder

Project 1

IDLC Islamic ‘Jummah’ Post Writing

Project Brief:

My very first task at Roebuck was for IDLC Islamic, where I was assigned to find and write copies based on authentic Hadiths primarily prioritizing on Namaz/Salah while other teachings were also welcome. The brief was to ensure that the Hadiths were presented in clear and easy to understand Bangla, while carefully maintaining accuracy in the translation from Arabic.

My Responsibilities:

Researching authentic Hadiths, writing copies and captions, and handling all Jummah posts for the month of July for IDLC Islamic.

I have attached screenshots of the Jummah posts I worked on, along with the corresponding content calendar. The screenshots demonstrate how the posts appeared online and the engagement they received, while the content calendar reflects the copies and captions I researched and wrote for each post.

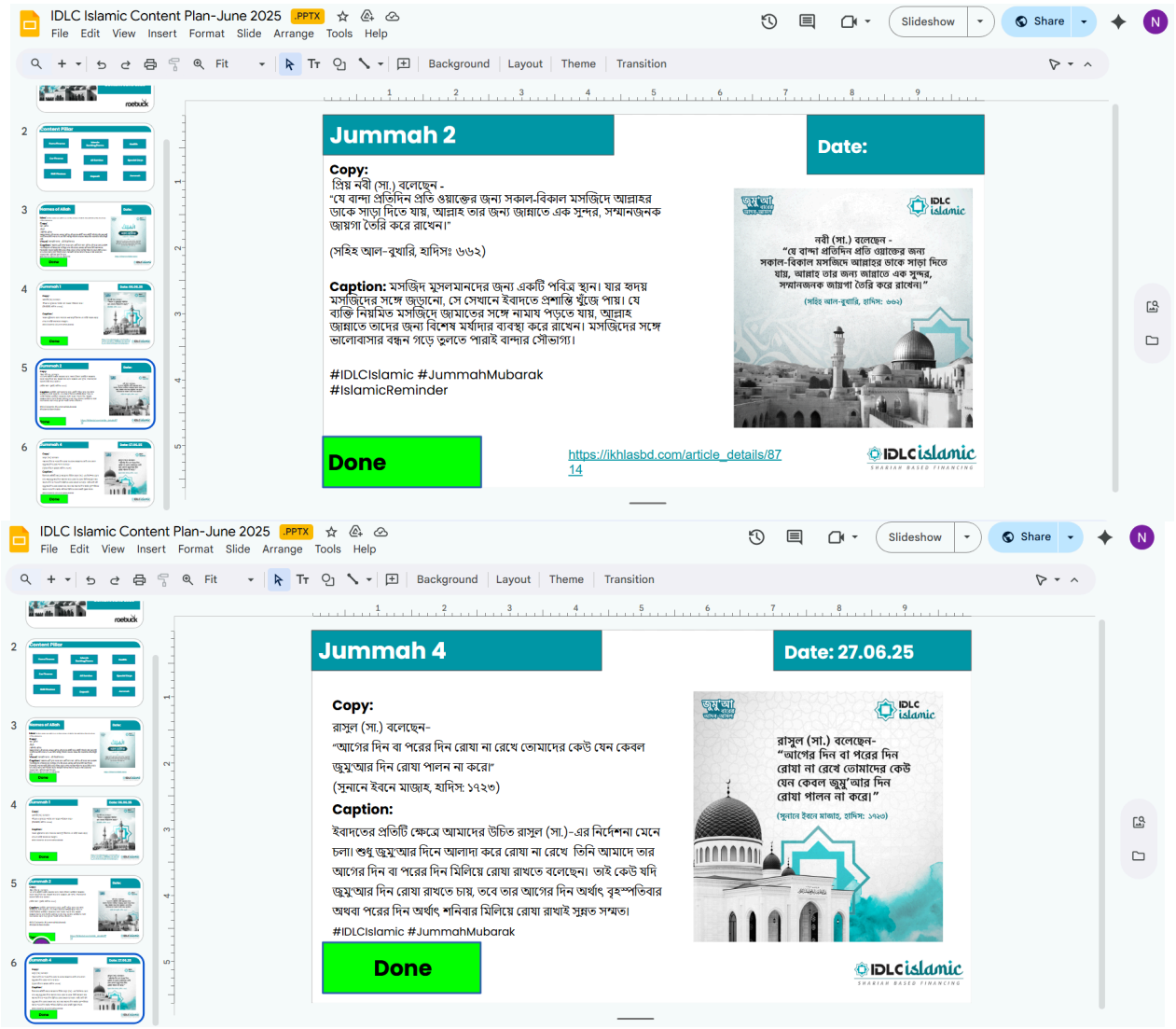


Figure 3: Screenshots of my writings in the content calender



Figure 4: Jummah Contents posted on IDLC Islamic Facebook Page including writings

Project 2

Digital content ideation for Glow - Detergent Expert

Project Brief:

This task assigned to me by my supervisor was for Glow – Fabric Expert to prepare content for the upcoming month of July. Glow detergent, a mid-premium product of **Akij Healthcare & Hygiene Ltd. (AHHL)**, is part of the **Akij Venture Group**, which launched in June 2022. My responsibilities included ideation, writing copies and captions, and visualizing executions with the help of pinterest for reference and inspiration or if possible solely from scratch.

My Responsibilities:

Since I was responsible for ideation, writing copies and captions, and visualizing executions. I was also tasked with coordinating with our Client Service representative, Redowan Ahmed Shawon, to incorporate feedback with the help and final edits made by the supervisor if necessary. I then handed the content to the visualizer, Raisul Islam Hemel, guiding him through the process to ensure the final visuals were perfected and approved by the client before posting.

I have attached below screenshots of the social media posts I worked on, along with the related content calendar. The screenshots illustrate how the posts appeared online and the engagement they received, while the content calendar shows the copies I created for each post.

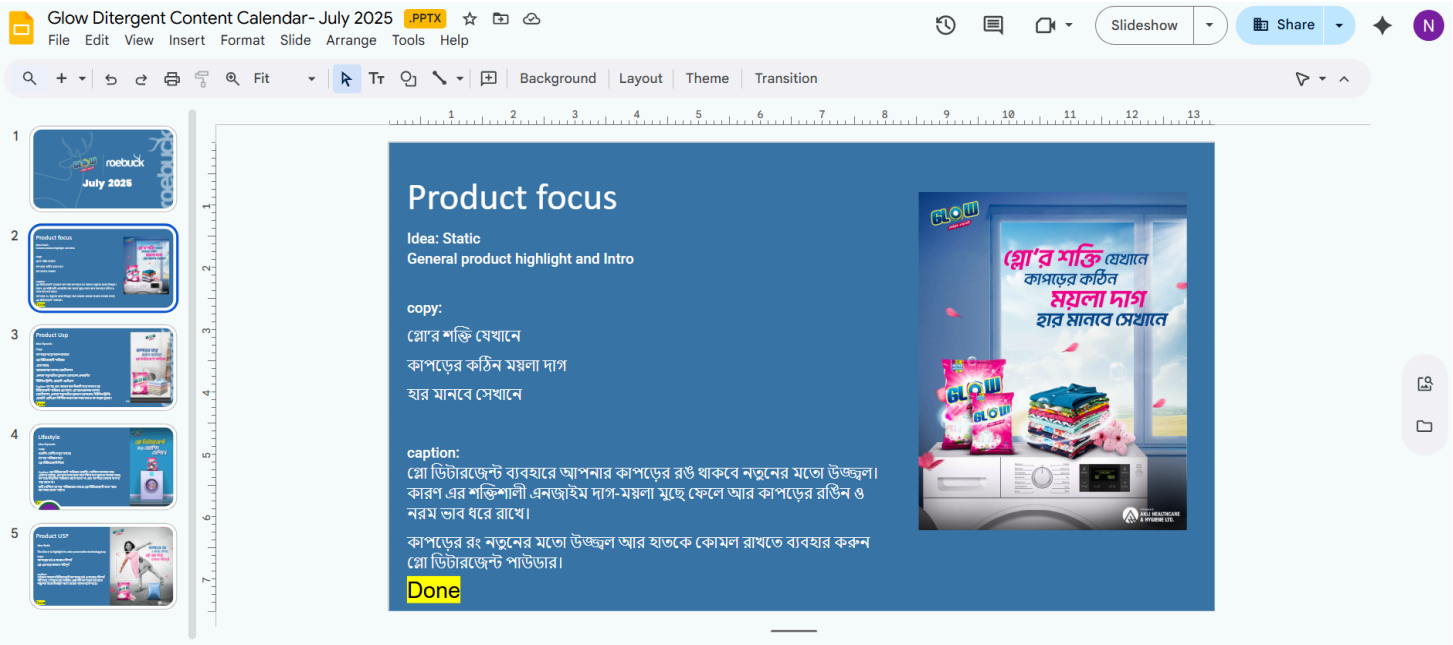


Figure 5: Content Calendar Of Glow with my copy



Figure 6: Glow - Fabric Expert Facebook post including my copy

My mistakes and learnings:

Since my Bengali is not the strongest, I initially faced challenges in writing, especially for a project that required me to include the word 'ক্লা' and create rhyming copies in Bangla. Crafting rhymes while maintaining meaning and brand tone was not easy, and my early attempts often fell short of expectations. This process involved multiple rounds of trial and error, during which I relied heavily on the guidance and support of my supervisor and I ended up writing just copies while he took care of any mistakes and captions.

This experience was an important reminder that in advertising, we do not always get to work exclusively with the brands, languages, or styles we feel most comfortable with. The industry demands flexibility and the ability to adapt one's skills to suit the needs of different clients and campaigns. I realized that while I may be more confident in English, having a strong command of Bangla is equally important, especially in a country where a lot of brands require communication in the native language.

Project 3

Digital content ideation for Ava Beauty Soap

Project Brief:

For this project, I was assigned to develop digital content ideation for **Ava**, another product of **Akij Healthcare & Hygiene Ltd. (AHHL)**, which is part of the Akij Venture Group. Since Ava is a beauty product, I particularly enjoyed working on it, even though the content still required communication in Bengali.

My Responsibilities:

As Ava is a new and introductory product, the posting frequency from the client is still limited, which allows a more relaxed workflow. The client has placed significant trust in our team for ideation, giving me the flexibility to work at my own pace. I was responsible for generating at least 10 content ideas per month, ensuring that each idea aligns with the brand's identity.

(Ongoing):

This is a brand I am still actively working on. As a fairly new brand, the client expects high-quality content despite the relatively smooth workflow at this stage. I regularly collaborate with the Client Service team and the visualizer to ensure that the content meets their expectations. With two new variants scheduled for launch, I have started to notice a gradual increase in workload

Below are screenshots of Ava's social media posts with the content calendar, showing the copies I created

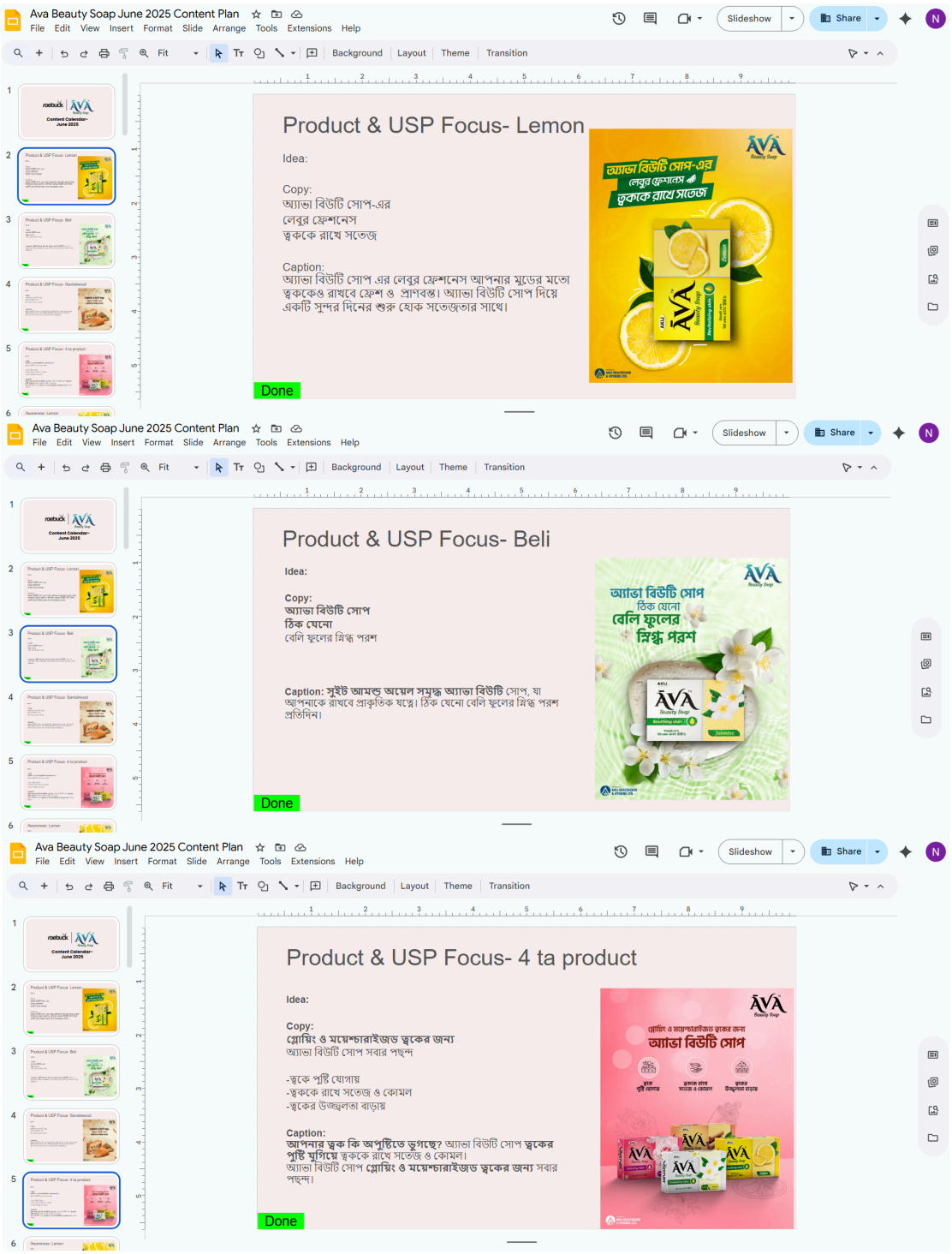


Figure 7: Screenshots of Content Calendar including Copies I wrote for Ava

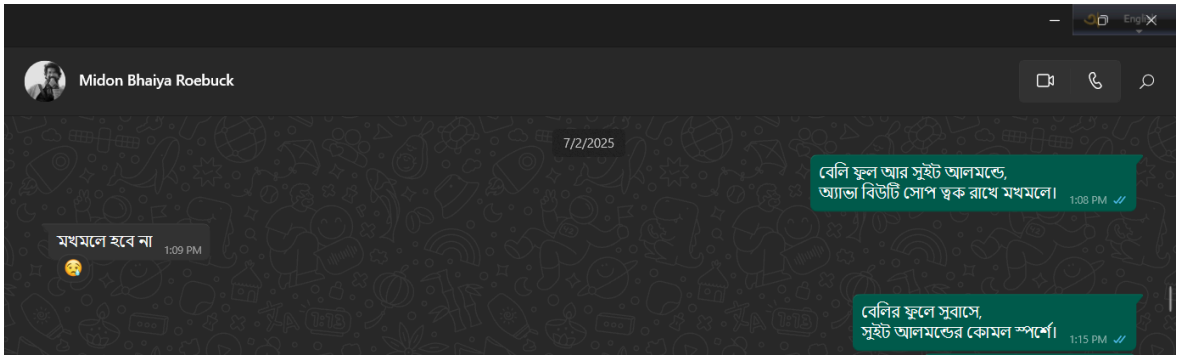


Figure 8: Screenshot of conversation between my supervisor and I guiding me



Figure 9: Ava Beauty Soap Facebook post including my copy

My mistakes and learnings:

While I was improving with my copies, I struggled significantly with writing captions, as they were more elaborate and I found it difficult to make the sentences flow smoothly. After several attempts, my supervisor advised me to focus primarily on the copies and leave the captions to him, which helped me concentrate more on the copies.

Project 4

Digital content ideation for Oskies

Project Brief:

For this particular project, I was assigned by Ifthekharul Alam Moin, our senior manager from the other team, to build a content calendar for **Oskies**, a Bangladeshi pet food brand. Oskies is the country's first locally produced pet food, formulated in the UK, and is considered a milestone in the local pet care industry. The senior manager wanted to evaluate my progress and understanding of how a content calendar is developed from scratch. I was tasked with planning and creating a full calendar consisting of 15 content ideas, which included both static and dynamic formats. After completing the calendar, I was also expected to present it to him in the form of a pitch, simulating a real client presentation experience.

My Responsibilities:

To build a content calendar for **Oskies** from scratch and perform a mock presentation.

Below, I have included screenshots from the PowerPoint presentation I created for this project. The slides illustrate the complete content calendar I developed for Oskies, showcasing both static and dynamic content ideas.

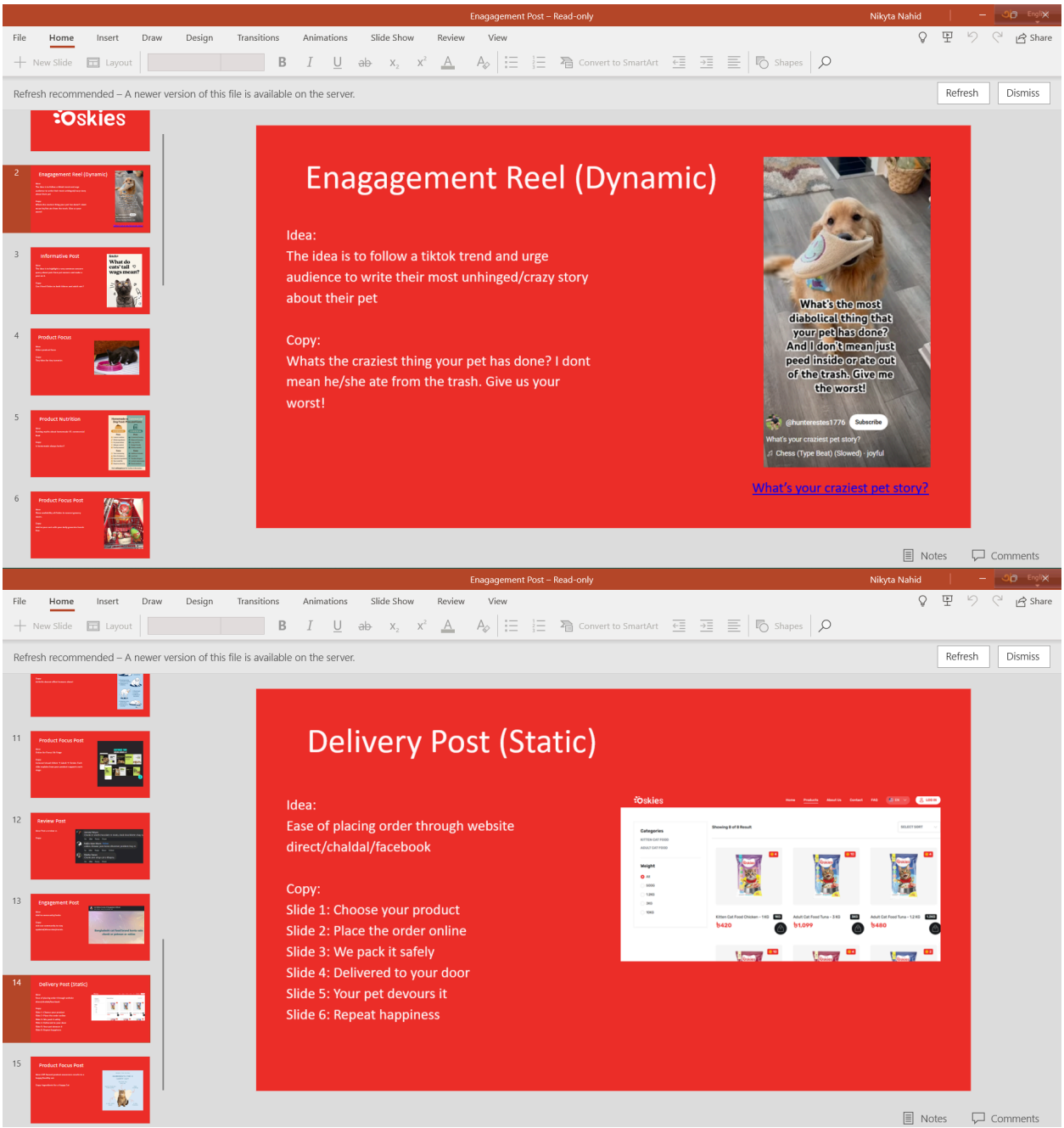


Figure 10: Screenshots of the PPT presentation for Oskies I created

My mistakes and learnings:

Although I had a fair understanding of the basic concept of a content calendar, I made several mistakes while preparing one during my internship. The first issue was my failure to define a clear and precise set of content pillars. Without these pillars, it became difficult to establish a consistent direction for the calendar. Secondly, I mistakenly mixed up copies and captions. Instead of treating them as distinct components, I often blurred the lines between the two, which made my drafts appear disorganized and inconsistent. Lastly, some of the ideas I proposed were not very practical and would have been challenging to execute given the resources, timelines, or brand constraints. While they were creative on paper, they lacked feasibility, which is equally important in professional communication.

From this experience, I learned that creating a content calendar requires more than just creativity as it demands strategic planning, attention to detail, and practicality. It is crucial to establish clear content pillars at the start, separate copies from captions for better structure, and always assess the feasibility of ideas before including them in the plan.

Project 5

Bosphorus Mock Pitch

Project Brief:

This was a special project for me as our Creative Director personally gave us the brief, where I collaborated with Jannat Nawer from Client Servicing and CS Intern Salma Piya to create a mockup pitch for Bosphorus Clothing. Founded in 2018 with the vision to reshape the fashion landscape of Bangladesh, the brand has steadily built its presence, and our task was to explore how it could connect better with today's youth. Since young people are trendsetters who value self-expression and authenticity, they wanted ideas that felt fun, relatable, and social-media friendly, ensuring Bosphorus could speak to the youth in a more engaging way.

My Responsibilities:

Since I was assigned to take the lead on the project, our responsibilities were divided accordingly. I was mainly in charge of conducting competitor analysis and developing campaign ideas. In addition to my own tasks, I also supported my teammates by helping them better understand the brief and guiding them through their parts whenever they faced difficulties.

The Process:

I worked on developing thematic campaigns for Bosphorous by conducting extensive research and creative exploration. For campaign ideation, I first identified themes that aligned with the brand's identity and target audience. I explored inspiration from Pinterest and other visual platforms, creating moodboards that reflected the look, feel, and storytelling style we wanted for Bosphorous. These moodboards helped me visualize concepts and refine campaign directions before moving into naming and copywriting.

For competitor analysis, I focused primarily on pioneers in youth-oriented online clothing brands, such as Gorur Ghash. I researched the tone they used in communication, the types of products they were producing, and the strategies they employed to engage their audience and create hype. This helped me understand industry trends, messaging styles, and what resonated with young consumers, which I then applied to ensure Bosphorous campaigns were relevant, distinctive, and engaging.

Through this process, I learned how to combine visual inspiration, trend research, and strategic insight to ideate campaigns that were both creative and aligned with the brand's identity.

I have provided some screenshots below to give a better understanding of the mock campaign.



Figure 11: Screenshot of PPT presentation for mock pitch

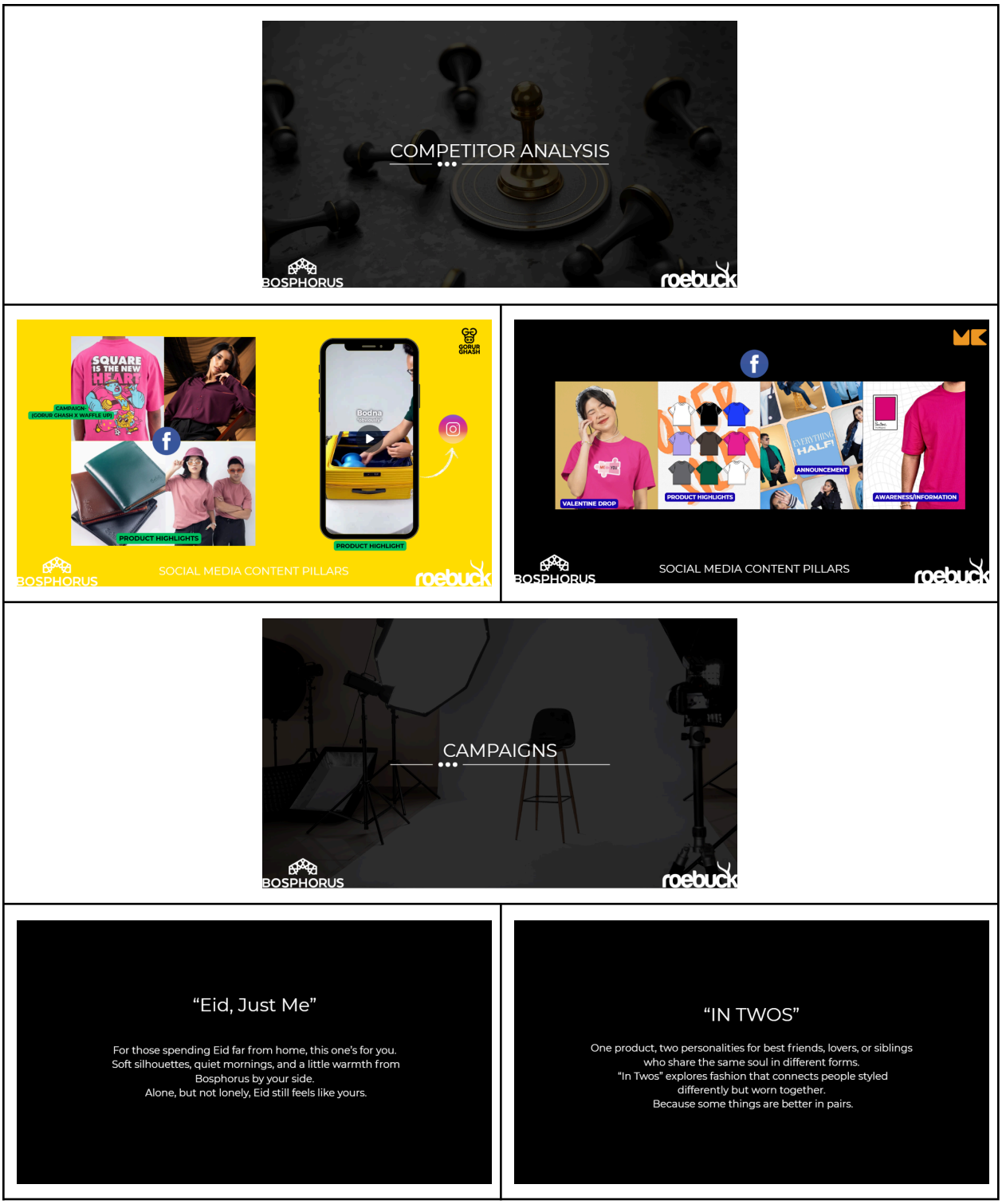


Figure 12: Glimpse of my content of the pitch

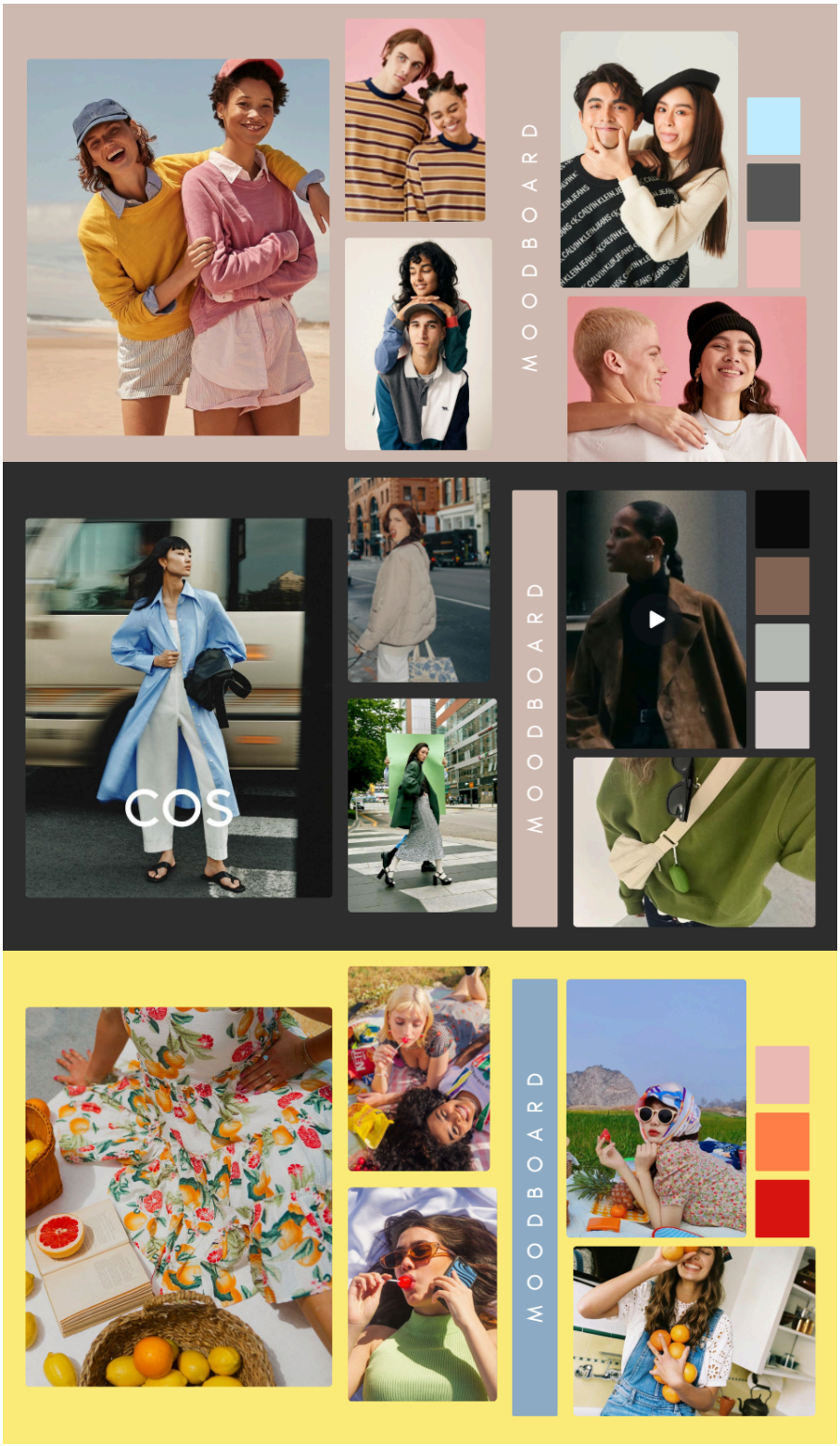


Figure 13: Moodboards created for the mock pitch

My mistakes and learnings:

My skills in research were comparatively stronger than both my teammates, and I was also quite capable at using Canva, which we used to create our presentation. At one point, after they submitted their research, I decided to double-check their work, add more details where possible, and eventually took it upon myself to design the entire presentation. Although my teammates kept offering assistance, my tendency to make everything perfect led me to try and handle everything on my own. As a result, even though this was just a mock pitch, I ended up submitting the presentation an hour late. I took full accountability for this delay.

From this experience, I learned that we cannot be in control of everything, and teamwork often matters more than perfection. Sometimes, allowing teammates to contribute, even if the outcome is not flawless, makes the process smoother and builds collective responsibility. What makes a pitch truly strong is not just the final design or research, but the collaboration and effort put in by the entire team. I realized that trusting others, sharing responsibilities, and letting go of absolute control is just as important as delivering high-quality work.

Project 6

Klubhaus Mid Season Sale Writing and Visual

Project Brief:

For this project, the objective was to develop content for Klubhaus's mid-season sale post. The campaign emphasized bright, eye-catching visuals paired with concise English communication to attract the audience's attention. While Klubhaus is usually a straightforward client to work with, they are particular about their content and provide detailed feedback until the output matches their expectations. They are not easily persuaded to deviate from their original ideas unless fully convinced, which requires adaptability, patience, and careful refinement of the copy to ensure both alignment with the client's vision and effectiveness in communication.

My Responsibility:

This task was assigned to me by my manager, Jui, where my responsibility was to write a concise, straight-to-the-point copy for Klubhaus's mid-season sale campaign. Given the simple nature of the task and its quick turnaround, I focused on preparing clear, to-the-point copies and captions,getting it approved by clients, and applying them across different visuals. Since Klubhaus prioritizes strong visual impact over extensive text, I collaborated closely with our visualizers, Hemel and Sadat, to ensure alignment between design and aesthetics. Throughout the process, I incorporated client feedback to deliver a final output that met their expectations.

I have attached the screenshots of my writing in the content calendar and the final posted content in the below.

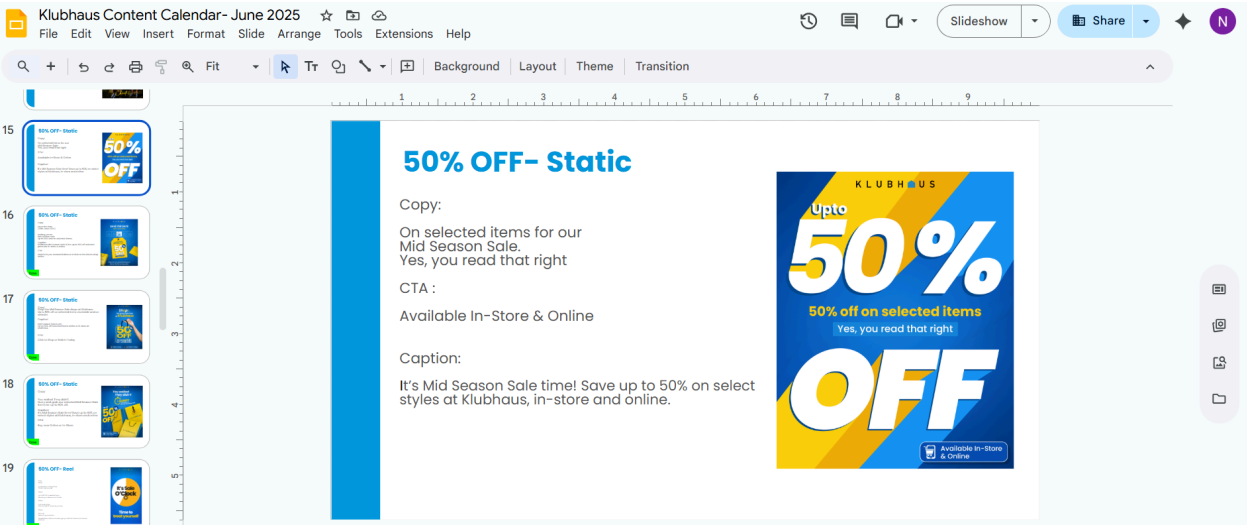


Figure 14: My First Draft of copy, caption and CTA

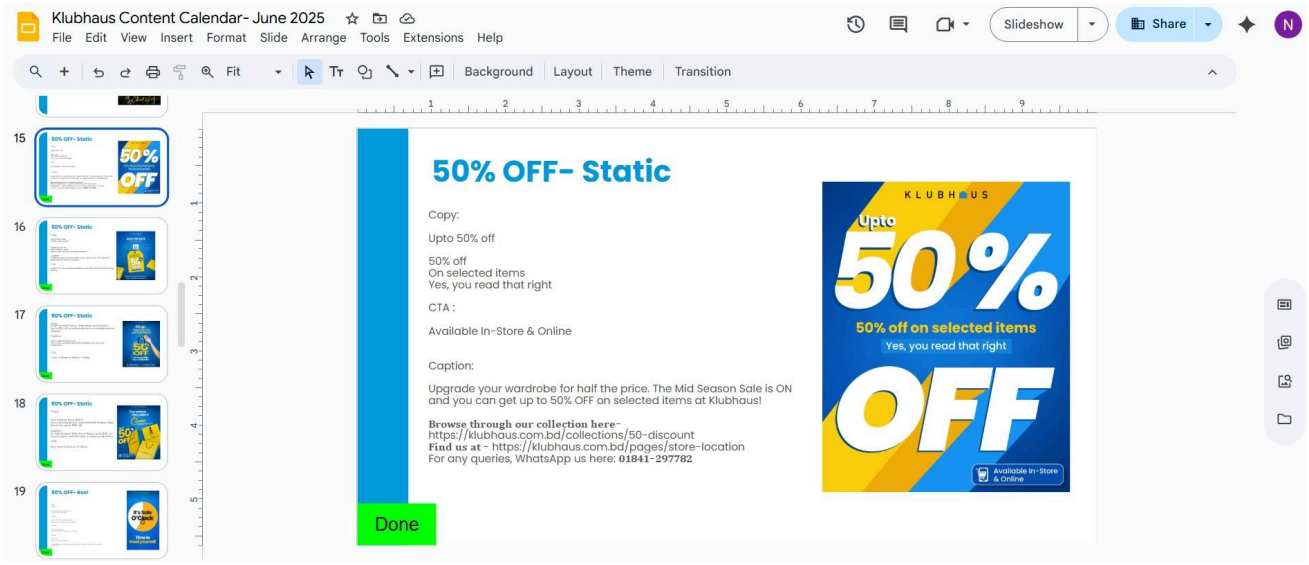


Figure 15: Final Approved copy,caption and CTA

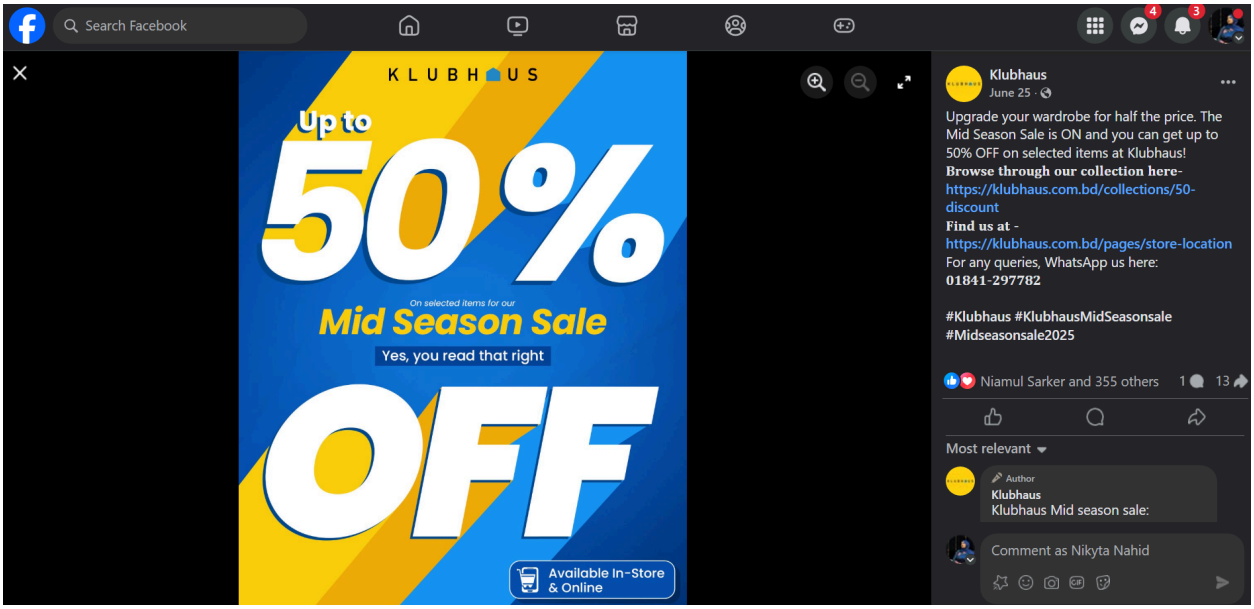


Figure 16: Final content posted by Klubhaus on their Facebook page including my writings

My mistakes and learnings:

Although I find it easier to work with clients who prefer to communicate in English, Klubhaus was not a client I could simply feed content to without thought. They are very particular about their brand voice and content direction, and they continue to provide feedback until the outcome aligns with their vision. This experience taught me that being good at a language does not automatically mean I can capture a client's tone of voice right away. My initial draft was not approved, and it took me three to four revisions along with guidance from my supervisor to finally craft a copy that they approved.

This process helped me realize the importance of adaptability and patience when working with clients. I learned to approach feedback not as criticism, but as a tool to better understand the brand's positioning and desired communication style. Each round of edits pushed me to refine my writing and think from the client's perspective rather than my own.

Project 7

Yamaha Children's Day Road Safety Story Campaign

Project Brief:

For this project, our objective was to raise awareness about the importance of children's safety on the road. Road safety is not only about wearing helmets but also about creating a culture of caution, responsibility, and care. Children often look up to their parents and imitate their behavior, yet they remain the most vulnerable road users due to their lack of awareness and protection.

We are doing this campaign to remind parents and guardians that safeguarding children on the road requires more than personal precautions as it demands equal attention to their child's safety. Launching this initiative on *Children's Day* will highlight Yamaha's commitment to protecting young lives and building a safer future by encouraging families to make conscious and responsible choices on the road.

My responsibilities:

I was assigned by both my manager Jui and supervisor Midon, to create three short story samples for a short OVC. The objective is to write emotional, heart-touching, and awareness-driven stories that make parents reflect on their choices and confront the dilemma of whether they are willing to risk their child's safety, emphasizing that this is not something to take lightly. Additionally, the stories were designed to reinforce the campaign's core objective of building a culture where children's safety on the road is prioritized at all times.

Below are the story drafts I have prepared, which are still a *work in progress* and *pending* client feedback.

Story Draft (Ongoing Project):

Story 1

Scene 1: সকালবেলার প্রস্তুতি **(Home)**

Visual

- বাবা শার্টের বোতাম লাগাচ্ছে আয়নার সামনে। ছোট ছেলে পাশে দাঁড়িয়ে একদম একইভাবে নিজের স্কুল শার্টের বোতাম লাগাতে চেষ্টা করছে।

- বাবা চুলে হাত বুলিয়ে ঠিক করে নেয়। ছেলে কৌতূহলী চোখে বাবার দিকে তাকায়, তারপর নিজের ছোট্ট চুলেও একইভাবে হাত বুলিয়ে নেয়।

- বাবা জুতো পরছে। ছেলে তাড়াহুড়া করে নিজের ছোট্ট জুতো গায়ে চাপায়।

- ক্যামেরা কাট: দু'জনেই প্রস্তুত, একদম জুটি হয়ে দাঁড়িয়ে আছে।

Scene 2: বাসার বাইরে**,** রাস্তায় **(Bike scene)**

- বাবা মোটরবাইকে বসে হেলমেট পরে নিলেন।

- ছেলে পাশ থেকে মুগ্ধ চোখে দেখছে, হাতে নিজের ছোট্ট ক্যাপ ঘুরাচ্ছে—কিন্তু মাথায় দেবার মতো হেলমেট নেই।

- সে থেমে যায়, মুখটা ছোট হয়ে যায়।

Dialogue (child):
"বাবা, আমি তো সবকিছু তোমার মতো করি... শার্ট, চুল, জুতো... কিন্তু হেলমেটটা কোথায়? আমি পুরোপুরি তোমার মতো হবো কীভাবে?"

Scene 3: নীরবতা ও উপলব্ধি

- ক্যামেরা বাবার চোখের দিকে ফোকাস। তিনি অবাক হয়ে তাকিয়ে আছেন সন্তানের নিষ্পাপ প্রশ্নে।

- তার চোখে অপরাধবোধ আর গভীর ভালোবাসা।

- ছেলের নির্দোষ মুখের ক্লোজআপ: কেবল নিরাপত্তার জন্য আকুলতা।

Ending Shot

কালো স্ক্রিনে ভয়েসওভার:
"সন্তানরা সবকিছু শিখে আপনার কাছ থেকে। তাই নিরাপত্তাটাও শিখতে দিন। শিশুদের জন্য হেলমেট এখনই দিন।"

Story 2

Scene 1: বিকেলের সময় **(Home)**

Visual

- বারান্দায় বসে ছোট্ট মেয়ে রঙ-পেন্সিল দিয়ে ছবি আঁকছে।

- টেবিল ভর্তি ক্রেয়ন, খাতা। বাবা সোফায় বসে পত্রিকা পড়ছে, মা রান্নাঘরে ব্যস্ত।

Scene 2: আঁকার ক্লোজআপ

- ছবিতে প্রথমে বাবা হেলমেট পরে বাইকে বসা।

- তারপর মা তাঁর মাথাতেও হেলমেট আঁকা।

- মেয়ে খুশি হয়ে আঁকছে, রঙ করছে।

Scene 3: বাবার কৌতূহল

- বাবা পত্রিকা নামিয়ে মেয়ের আঁকা দেখতে কাছে আসে।

- তিনি হেসে জিজ্ঞেস করেন:
  "আচ্ছা, এটাই তো আমরা? মা, বাবা আর তুমি?"

- মেয়ে মাথা নেড়ে হেসে সম্মতি জানায়।

Scene 4: উপলব্ধির মুহূর্ত

- বাবা খেয়াল করেন ছবিতে নিজের আর স্ত্রীর মাথায় হেলমেট আছে, কিন্তু মেয়েটির মাথা ফাঁকা।

- তিনি হাত বাড়িয়ে প্রায় জিজ্ঞেস করছিলেন: *"তোমার হেলমেটটা কোথায়...?"*

- হঠাৎ থেমে যান। তাঁর চোখ থেমে থাকে ছবির ওপর, তারপর আস্তে আস্তে মেয়ের মুখে।

- মেয়ে নির্দোষ হাসিতে শুধু তাকিয়ে আছে, কোনো প্রশ্ন নেই।

Scene 5: নীরব উপলব্ধি

- বাবার চোখ ভিজে ওঠে হালকা আবেগে।

- পেছনে মৃদু সুর বাজে।

- ক্যামেরা ধীরে ধীরে জুম করে কাগজের ছবির ফাঁকা মাথার ওপর।

Ending Shot

- স্ক্রিন কালো হয়ে যায়।

- ভয়েসওভার (মায়াবী, কোমল কণ্ঠে):
  ‘‘আমরা হেলমেট দিয়ে নিজেদের সুরক্ষা করি... কিন্তু ওদেরটা কে দেবে? শিশুরাও চায় পূর্ণ সুরক্ষা। তাদের হেলমেট দিন, তাদের হাসি রক্ষা করুন। ’’

Story 3

Scene 1: রাতের বেলা **(Bedroom)**

Visual:

- মৃদু আলো জ্বলছে ঘরে। বাবা বিছানায় বসে আছে, ছোট ছেলে তার কোলে মাথা রেখে শুয়ে আছে।
- বাবা হাত নেড়ে, ভঙ্গিতে গল্প শোনাচ্ছে এক সাহসী সুপারহিরোর কাহিনী, যে দুর্ঘটনায় পড়া মানুষদের রক্ষা করে।
- ছেলের চোখ বিস্ময়ে বড় হয়ে গেছে, কল্পনায় যেন সেই সুপারহিরোকে দেখছে।

Dialogue (child – উত্তেজিত**):**
*"*বাবা*,* সুপারহিরোর হেলমেট থাকে তো*?* দুর্ঘটনায় ওদের কিছু হয় না তো*?"*

Dialogue (father – মৃদু হাসি**):**
"অবশ্যই থাকে। তাই তো ওরা সবসময় নিরাপদ।"

Scene 2: পরের সকাল **(School time)**

- বাবা মোটরবাইকের সামনে দাঁড়িয়ে হেলমেট পরে নিচ্ছে।
- ছেলে ব্যাগ কাঁধে ঝুলিয়ে দাঁড়িয়ে আছে।
- বাইকে উঠতে গিয়ে হঠাৎ থেমে যায়।

Dialogue (child – থেমে গিয়ে**,** নীরব কণ্ঠে**):**

*"*তাহলে আমি সুপারহিরো হবো কীভাবে*...* যদি আমারও হেলমেট না থাকে*?"*

Scene 3: উপলব্ধির মুহূর্ত

- ক্যামেরা বাবার দিকে ফোকাস তার মুখে স্থবিরতা, চোখে অপরাধবোধ আর গভীর ভালোবাসা।

- তার হাত হেলমেটের ওপর শক্ত করে ধরা স্পষ্ট বোঝা যায় তিনি ভিতরে ভেঙে পড়ছেন।

Scene 4: আবেগময় ক্লোজআপ

- ছেলের মুখে নিষ্পাপ কৌতূহল।

- বাবার চোখে জল জমে উঠেছে, কিন্তু সে হাসি দিয়ে তা আড়াল করার চেষ্টা করে।

Ending Shot

- ক্যামেরা ধীরে ধীরে ফ্রিজ করে বাবার চোখের দিকে, তারপর কালো স্ক্রিনে কেটে যায়।

ভয়েসওভার (আবেগঘন, গভীর কণ্ঠে):
"আপনার সন্তানের চোখে আপনিই হিরো। ওকেও হিরো হওয়ার সুযোগ দিন হেলমেট দিয়ে।"

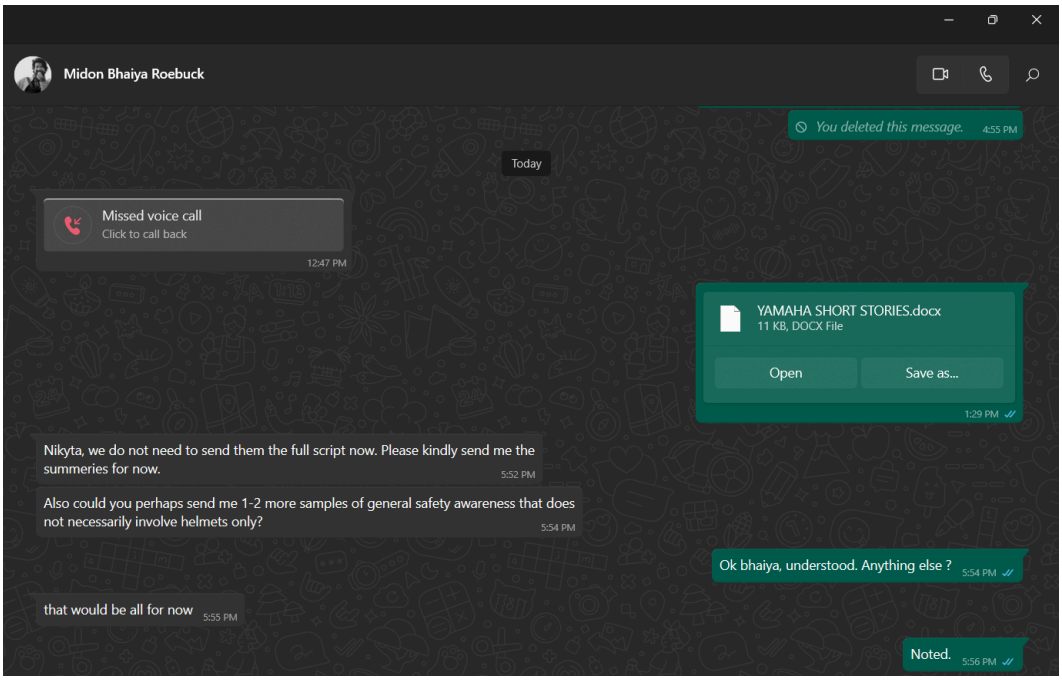


Figure 17: Getting a feedback from my supervisor on the stories I wrote

My mistakes and learnings:

When I received the initial brief, my supervisor mentioned how, in our culture, parents often overlook the importance of children wearing helmets and simply take them on rides without proper protection. Since he emphasized helmets so strongly, I misunderstood and assumed that he specifically wanted story samples only around helmets, rather than overall road safety. Later, I realized the expectation was to address children's safety in a broader sense.

Additionally, my supervisor pointed out that when asked to write a story, I do not need to fully structure and refine it in the first draft. Instead, I should present a clear summary or gist of the idea, so the team can first assess the direction before I proceed with developing the complete narrative. This was a valuable learning for me in understanding how to align with expectations and manage my effort more effectively during the creative process.

Project 8

Copies for Tasty Treat

Project Brief:

My supervisor was extremely busy for a week with a campaign pitch, and since he couldn't constantly check on me, he assigned me the task of writing copies for Tasty Treat. The brand is very active on social media and requires around 60 posts every month. Their communication style is very direct and they strictly prefer copies that clearly provide information about the food item, with the price prominently highlighted. They do not want any extra creative effort or deviations, as the focus is on delivering clear and concise information without any distractions from the main message.

My responsibilities:

I was responsible for writing as many copies as possible for the posts and revising them based on client feedback, ensuring that each copy adhered to Tasty Treat's tone and style while meeting their requirements.

Below I have highlighted my work on both the content calendar and the ones posted on their Facebook page.

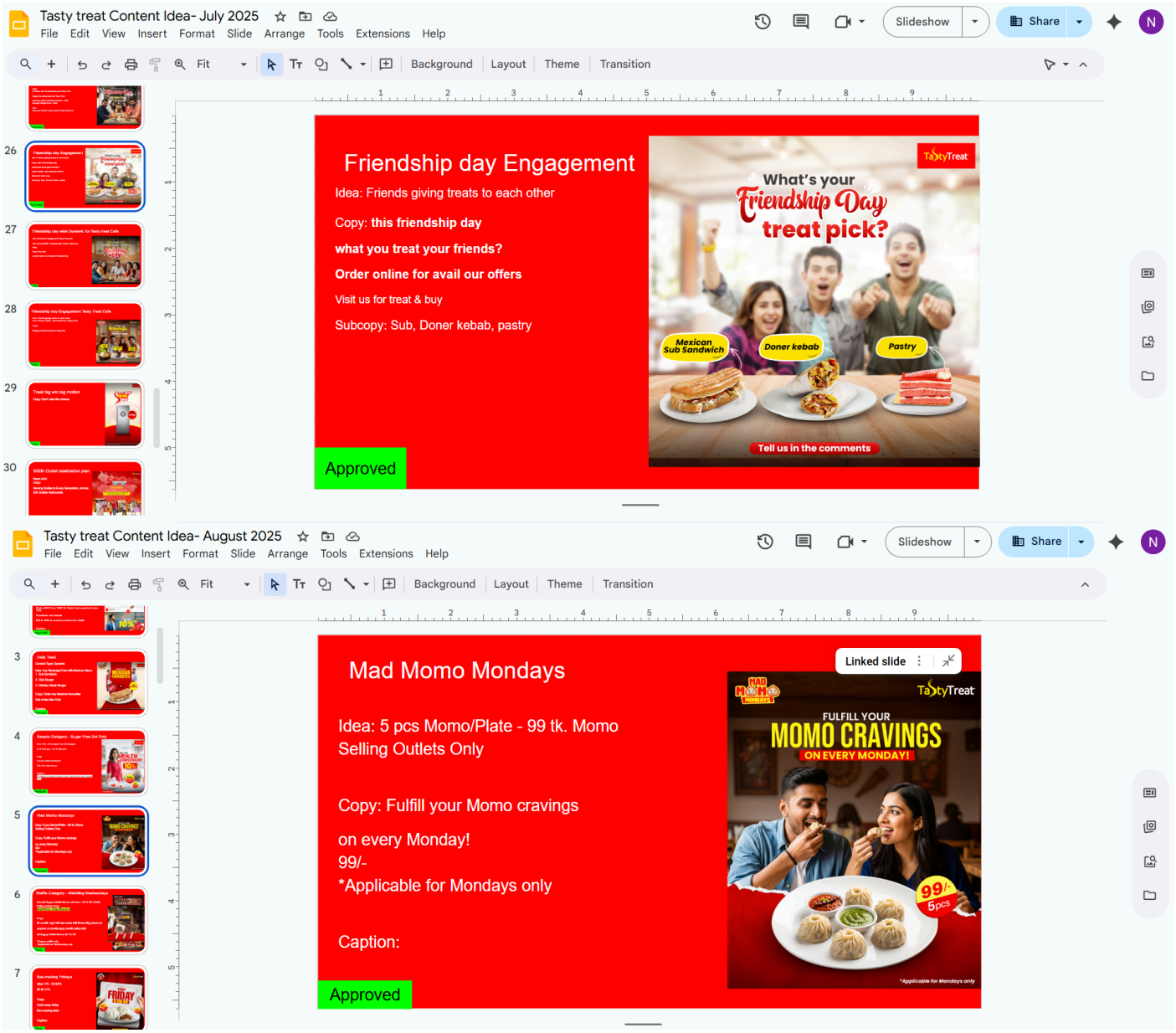


Figure 18: Screenshots of Client Approved copies written by me

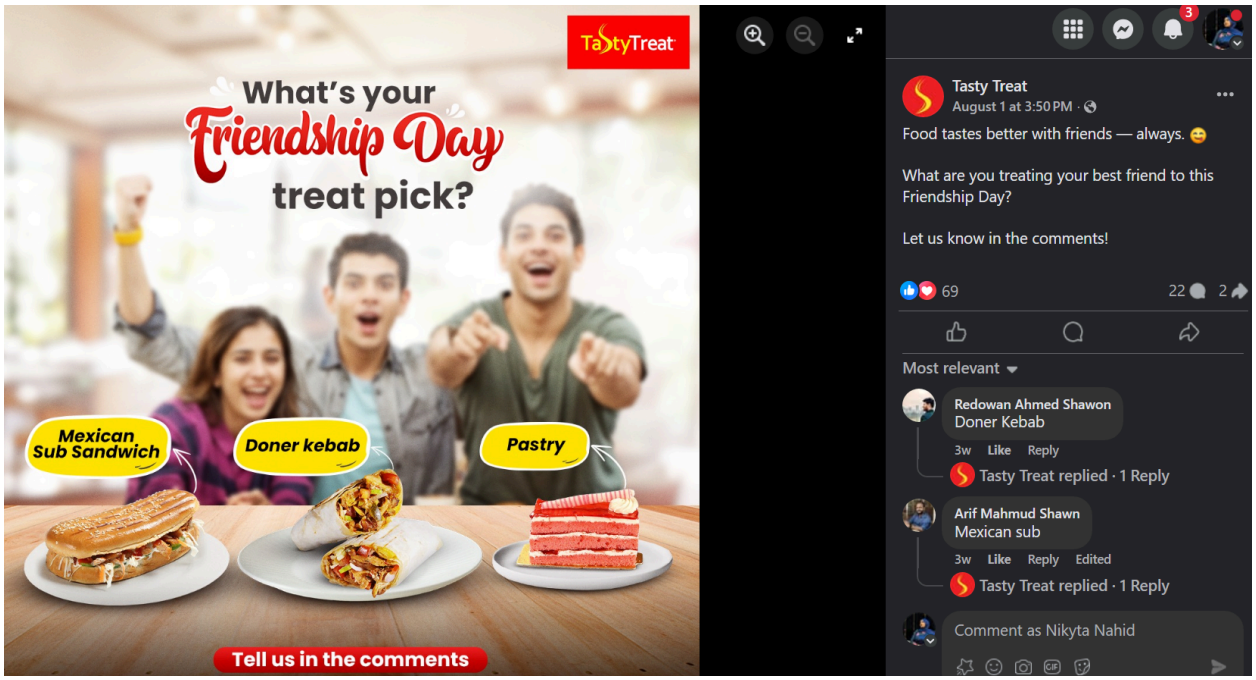


Figure 19: Friendship Day post on Facebook including my copy

My mistakes and learning:

Another brand I worked on also communicated entirely in English, but this time I tried to be extra careful not to repeat the same mistakes I had made earlier with Klubhaus. When the client mentioned that they wanted straight-to-the-point copies and captions, I reviewed their previous work and assumed it would be relatively easy. However, I quickly realized I was wrong. They did not just want simple English, they wanted what I would call "Dead English" which is extremely plain, minimal, and stripped of any creative flair.

At one point, I even suggested to my Client Servicing (CS) team that we try to convince them to allow slightly more interesting copies, but the client was not willing to listen. Unlike Klubhaus, who at least allowed space for back-and-forth discussion and creative input, this brand was very rigid and expected us to strictly follow their instructions. Initially, I thought this would be the easiest project so far since the copies were nothing more than basic, bland sentences. But even then, the client kept giving feedback that too sometimes on just a sentence that only stated an

item's name. This was quite frustrating for me because I could not understand why such straightforward lines still needed multiple revisions.

Despite the setbacks, I stayed patient and kept reworking the copies until they were approved. In the end, I completed the task successfully, and my supervisor appreciated that I was able to stay engaged with this brand while he was occupied with a major pitch. He also told me that I had done well, which gave me a sense of accomplishment and reassured me that I had handled the situation responsibly.

Project 9

Content Ideation for Roebuck Communications

Project Brief:

This project was another direct assignment from my Creative Director. Recently, he has been focusing on increasing Roebuck's online presence through various posts across social media platforms, primarily Facebook, TikTok, and Instagram. The goal was to create a mix of content that ranged from informative posts to engagement posts and memes that were relevant, timely, and capable of driving audience engagement while ensuring that Roebuck remained prominently highlighted. My Creative Director yet again sat down with the youngest members of the team, including Nawer from Client Servicing and Piya (CS intern) and completely handed us over the account as it was not something we had to rush into yet instructed us to at least post 2-3 contents per month while giving us the freedom to manage the account independently.

My responsibilities:

My main responsibility was to create and maintain the content calendar, ensuring that all posts were organized according to the assigned content pillars and scheduled appropriately. While I oversaw the overall structure and consistency of the calendar, other team members were also encouraged to contribute their ideas and suggestions.

Following are snapshots of the content calendar and posts published on Roebuck's Facebook page:

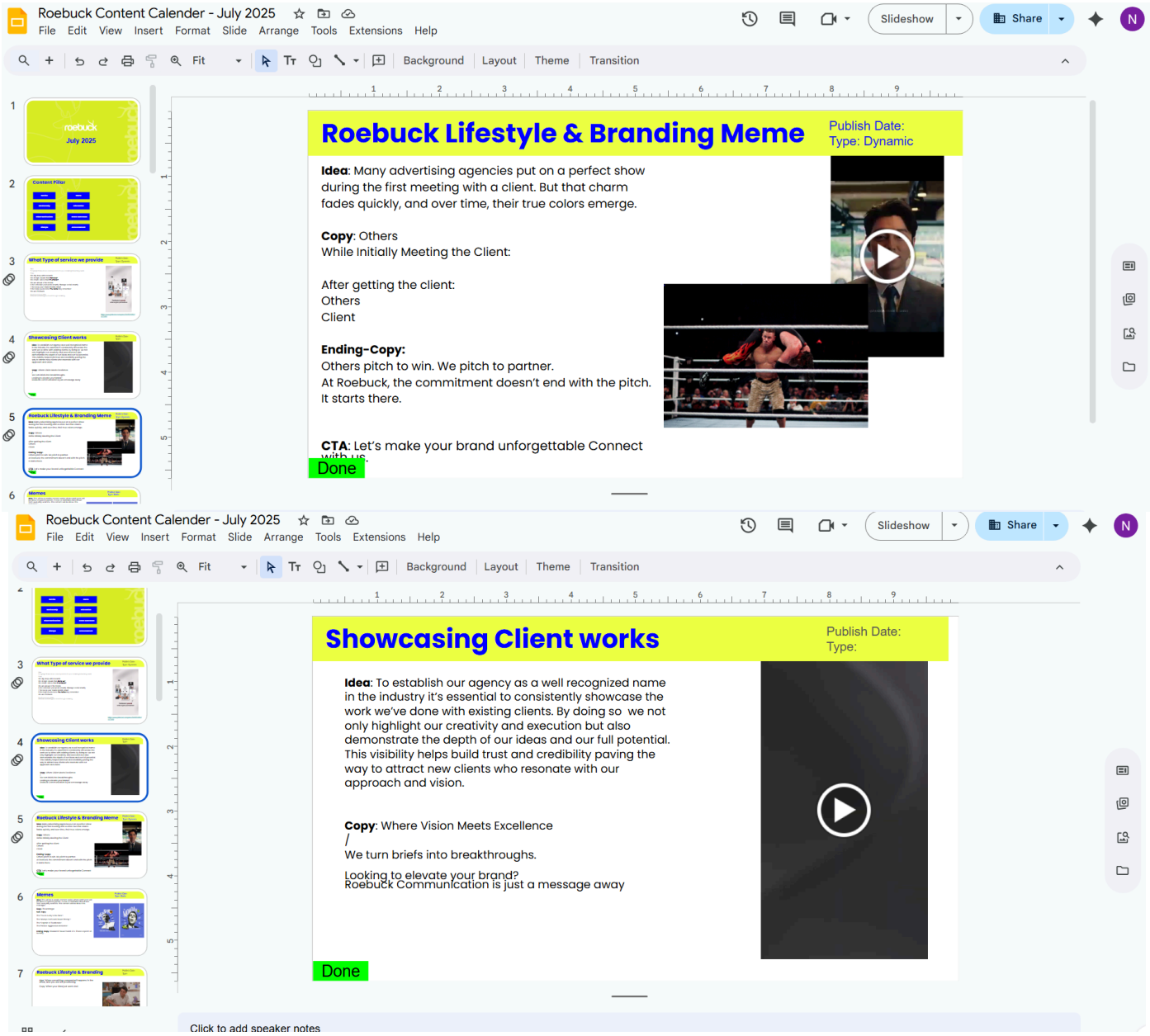


Figure 20: Content ideas that got approved, written by me

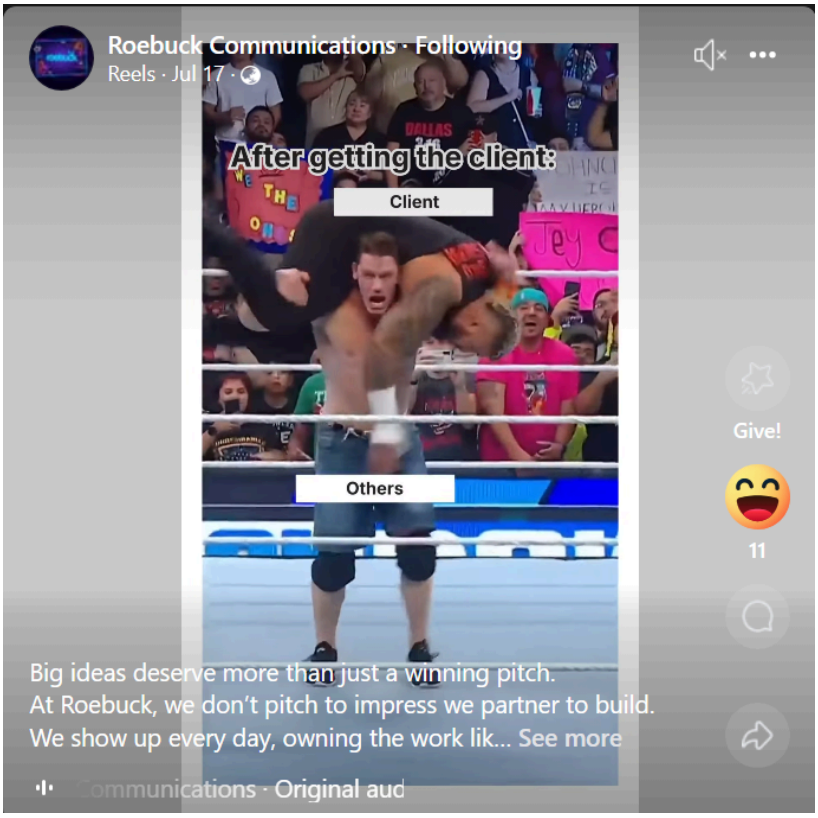


Figure 21: Meme reel posted on Roebuck's Facebook page, including my ideation and copy

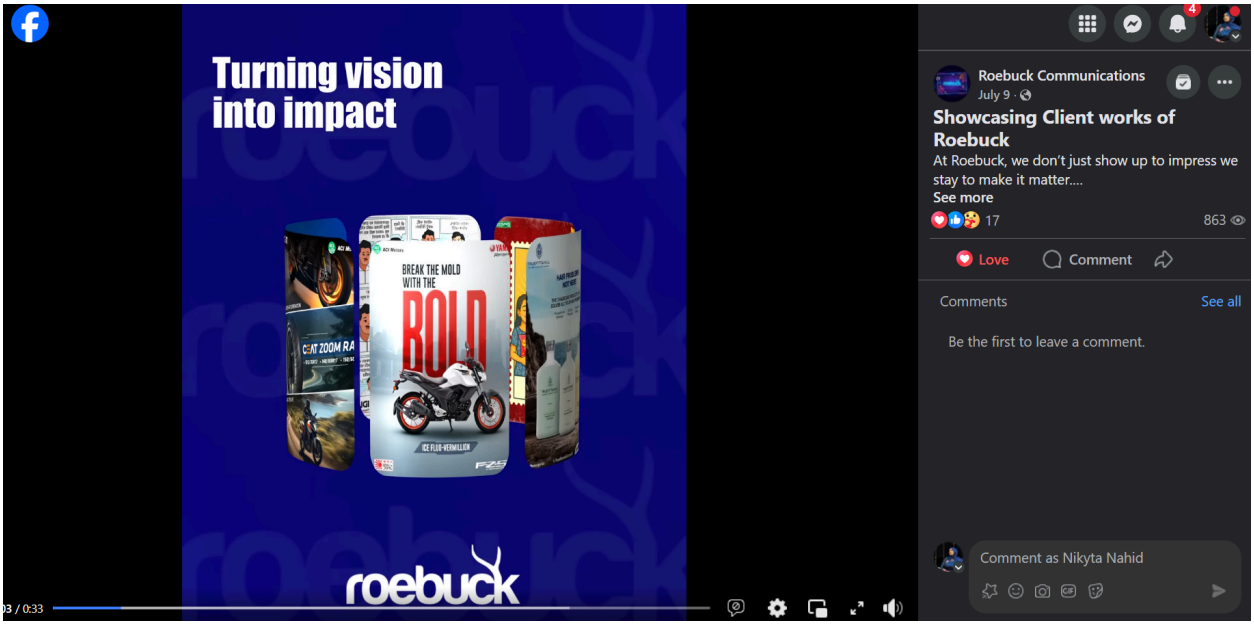


Figure 22:Dynamic post featuring Roebuck's work, including my ideation and copy

My mistakes and learnings:

After our very first meeting, we began with high enthusiasm and even managed to post two pieces of content back-to-back. However, due to increasing workload from client projects, we eventually put the Roebuck account on hold, since it was our brand itself. Our Creative Director had previously warned us that in the past, team members often started enthusiastically but gradually gave the account less priority because it was not a client account. He emphasized that we should treat it as seriously as any other client account to maintain consistency and regular engagement.

Unfortunately, we fell into the same pattern. I soon realized that I should have approached this account with the same level of commitment as our client accounts. The lack of consistent attention and content planning led to irregular engagement and decreased traffic, which made the page appear almost inactive. This experience taught me an important lesson about accountability and the need to maintain discipline and regularity in managing any brand, regardless of whether it is a client account or an internal project.

Project 10

Oskies ‘Pawlympics’ Campaign Plan

Project Brief:

We are renewing our retainer with Oskies for the upcoming six months. In addition to the work we have done for them previously, they have specifically requested that our plans prioritize brand visibility.I was tasked with brainstorming a campaign idea that could generate maximum brand awareness. After exploring multiple concepts and drawing inspiration from the popularity of recurring pet events in Bangladesh, I proposed hosting a **‘Pawlympics’** , an Olympics-style event for pets.

My responsibilities:

I was asked by our Senior Office Manager, Moin, who manages this account, to draft a comprehensive campaign outline for the Pawlympics concept. Structuring the campaign objectives, event activities, and engagement strategies in a cohesive format, ensuring that the ideas aligned with Oskies’ brand goals. This draft will serve as the foundation for Moin bhaiya to refine the details and develop the final client pitch.

Below, I have provided the **draft copy of the campaign plan** that I have prepared.

Oskies Pawlympics 2025 – Campaign Plan

Campaign Title:

Pawlympics: Where Pets Shine, Energy Wins!

Campaign Objective

Oskies seeks to **strengthen its brand positioning as a fun, energetic, and nutrition-powered pet brand** by creating an experiential event that connects pet parents and their furry companions. Through sports, playful activities, and Oskies-focused engagement, the event aims to:

- Reinforce Oskies as a **trusted nutrition partner** for pets.
- Create **memorable experiences** that foster emotional bonds between pets, owners, and the brand.
- Generate **high social engagement** and user-generated content (UGC) to amplify brand presence digitally.
- Position Oskies as a **community-driven, pet-friendly brand** in urban Bangladesh.

Event Overview

The event is designed to celebrate pets and their owners, creating a fun, engaging, and memorable day for pet enthusiasts. It will combine entertainment, wellness, and community-building elements tailored specifically for pets and their human companions. The focus will be on interaction, activity, and brand engagement with Oskies, making it both a recreational and promotional experience. Attendees will have the opportunity to explore various activities, including obstacle courses for pets, chill zones for relaxation, and designated photo stations for capturing memories. Special attention will be given to creating a pet-friendly environment, ensuring comfort, safety, and enjoyment for both pets and their owners.

Venue

The ideal venue for the event is a **large, centrally located, pet-friendly open space**, such as **Gulshan Lake Park** or **Dhanmondi Central Park**. Key requirements for the venue include:

- **Outdoor, spacious layout**: Enough open area to host multiple zones including obstacle courses, chill zones, and photo stations without overcrowding.

- **Accessibility**: Easy to reach for urban residents, with nearby parking facilities and public transportation options.

- **Pet-friendly amenities**: Availability of drinking water stations, shaded resting areas, and secure boundaries to ensure pets' safety.

- **Aesthetic appeal**: Green surroundings, water bodies, or scenic landscapes to enhance the overall experience and social media shareability.

The venue will be segmented into multiple zones:

1. **Activity Zone/Obstacle Course**: Areas where pets can engage in agility challenges, fetch games, and interactive play.

2. **Chill Zone**: Shaded areas with seating for owners and pets to relax and socialize.

3. **Photo Stations**: Themed backdrops and props for professional and casual pet photography.

Date & Timing

The event is scheduled for a **weekend morning to early afternoon**, ideally **10 AM to 4 PM**. This timing is optimal because:

- Pets are generally more active and comfortable during cooler hours of the day.

- Owners are likely to be free on weekends, increasing participation.

- Morning and early afternoon slots reduce exposure to harsh sun and heat, ensuring pets' safety and comfort.

Target Audience

The event primarily targets **pet parents**, while also catering to **families** who may enjoy a pet-friendly outing. Detailed audience insights:

- **Demographics**: Urban residents, belonging to SEC A/B, aged 20–45.

- **Behavioral traits**: Digitally active, frequently engage with pet communities online, and likely to share experiences on social media.

- **Interests**: Pet care, wellness, recreational activities, and community events.

By catering to this audience, the event not only strengthens brand engagement with Oskies but also positions the brand as a community-oriented, pet-friendly leader in the market.

Entry & Registration

The event will have two registration options to maximize attendance and convenience:

1. **Pre-registration**:

- Available online via the Oskies website and social media pages.

- Ensures smooth crowd management and helps in planning activity stations and supplies.

2. **On-spot registration**:

- Limited availability for walk-ins to encourage spontaneous participation.

- Provides flexibility for last-minute attendees.

Incentives for Registration:

- Entry fee can be **waived for participants who bring a pack of Oskies treats**.

- Encourages trial of the product and increases brand visibility among attendees.

- Creates a sense of community involvement by rewarding proactive participants.

Event Layout & Activities

Main Obstacle Course: "The Pawlympics Track"

Designed to challenge pets' agility, speed, and intelligence in a fun, safe environment.

1. **Tunnel Dash** – Colorful tunnels for pets to race through; encourages excitement and energy.

2. **Hurdle Jumps** – Adjustable hurdles: low for cats/small dogs, higher for bigger dogs.

3. **Sniff & Seek** – Hide Oskies treats in 3 bowls; pets must find them to proceed.

4. **Fetch Relay** – Pets bring back an Oskies-branded toy/ball to the owner.

5. **Final Sprint to the Bowl** – Pets dash to a giant Oskies bowl as the finish line.

Extra Fun Segments

- **Pet + Parent Relay:** Owners run alongside their pets, promoting bonding.

- **Best Trick Showdown:** Pets showcase unique tricks (spin, roll, paw shake).

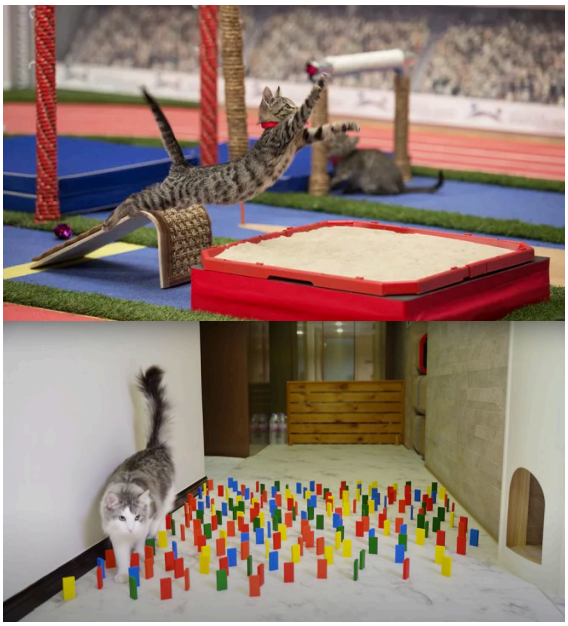
- **Pet Paw-rait Booth:** Professionally set photo station with Oskies props, medals, and fun backdrops.

- **Oskies Chill Zone:** Shaded rest area with water bowls, snacks, and seating for owners.

Visual References:







Rewards & Recognition

- **Medals:** Gold, Silver, Bronze for each obstacle course category.
- **Certificates:** For all participants, celebrating their furry friend's achievement.
- **Special Prizes:**

- Best Dressed Pet
- Funniest Run
- Most Determined Athlete

- **Winner Benefits:** Oskies hampers and features in the official Pawlympics recap video.

Digital & PR Amplification

Pre-Event

- **Teaser Content:** Countdown reels, story polls, and pet trivia on Instagram, TikTok, and Facebook.
- **Influencer Engagement:** Invite popular pet influencers as judges and commentators to generate excitement.
- **UGC Challenge:** Encourage followers to post "Pawlympics training" videos of their pets.

During Event

- **Live Coverage:**

- Instagram Live of key obstacle zones and special segments.

- TikTok clips of funniest moments and pets crossing finish lines.

- **Photo & Video Content:** Capture hero shots for post-event content.

Post-Event

- **Afternoon Recap Video:** Cinematic montage highlighting winners, funny fails, and crowd energy.

- **UGC Compilation:** Feature best fan content in social media posts.

- **CSR Angle (Optional):** Donate a portion of Oskies products to local animal shelters, tying brand to social responsibility.

Partnerships & Add-Ons

- **Pet Influencers:** Judges, commentators, or social content creators.

- **Brand Booths:** Vet check-up, Oskies sampling, merch stalls.

- **Food Trucks:** Family-friendly refreshments to encourage day-long attendance.

- **Photo/Video Sponsor:** Partner for professional content creation.

Timeline (Example)

timeline	Activity
4 weeks prior	Announce online, open registration. Post teaser content.
2 weeks prior	Influencer invitations, countdown reels, UGC challenge launch.
Event day	Pawlympics in full swing: obstacle courses, extra segments, live coverage.
1 week post event	Post recap video, highlight winners, feature best UGC, CSR donation handover.

Key Campaign Benefits

- **Brand Visibility:** Event coverage and UGC amplify Oskies across digital platforms.
- **Community Engagement:** Build emotional connections with pet owners in a fun, memorable way.
- **Product Promotion:** Integrates Oskies treats naturally as part of play and reward.
- **Differentiation:** Positions Oskies as a lifestyle brand that celebrates pets' energy, fun, and health.

My mistakes and learning:

Since it is still a work in process feedback of the draft is still pending.

Project 11

Wednesday Activity

Project Brief:

Every Wednesday, our office hosts a team-building activity organized by the HR department, aimed at fostering better team collaboration and enhancing motivation among employees. The purpose of these activities is to provide a break from daily work routines, allowing colleagues to connect in a fun and relaxed environment.

Since I joined the office, my enthusiasm for participating in extra activities caught the HR's attention. Recognizing this, she invited me to collaborate in planning and executing weekly team activities. A structured plan was established where:

1. The HR would organize a professional, work-related activity focused on skill-building and team development.

2. I would plan a fun, interactive activity designed purely for enjoyment, relaxation, and engagement.

My responsibilities:

My responsibilities include conceptualizing my chosen activity, coordinating with office admins to prepare materials and space an hour in advance, and leading the session to ensure it is engaging and enjoyable for the team.

Below I will list some activities we did at the office so far.

WHO'S MOST LIKELY TO

1. Screenshot a chat and send it to the same person by mistake.
2. Die in the first round of Squid Game.
3. Google something they should already know.
4. Say “literally” in every sentence.
5. Create drama in their head for fun.
6. Take hours to reply but post memes instantly.
7. Rewatch the same show instead of starting a new one.
8. Trip on flat ground while making an entrance.
9. Argue with Siri and lose.
10. Say “I’m on my way” while still in bed.
11. Send a meme as a serious response.
12. Create a new account because they forgot their password.
13. Tell a “short story” that’s 20 minutes long.
14. Forget why they walked into a room.
15. Forget they’re on mute during an important meeting.
16. Forget they’re on mute during an important meeting.
17. Leave their phone on 1% all day.
18. Re-watch their own Instagram stories multiple times.
19. Pretend they know the lyrics and hum the rest.
20. Pretend to look busy when the boss walks in.
21. Takes forever to reply to emails but is active on Instagram.
22. Complaining about meetings… during a meeting.
23. Have a personal heater/fan at their desk.
24. Be the first one to leave when the clock hits 7:00.
25. Volunteer for a task and instantly regret it.
26. Drop something loudly in the middle of the discussion.
27. Answer a call and whisper loudly, “I’m in a meeting.”
28. Faint in front of a client/meeting
29. Ask a new question right when it’s about to end.
30. Schedule a meeting to plan… another meeting.

Figure 23: List of Bingo Questions Played During One of Our Activities

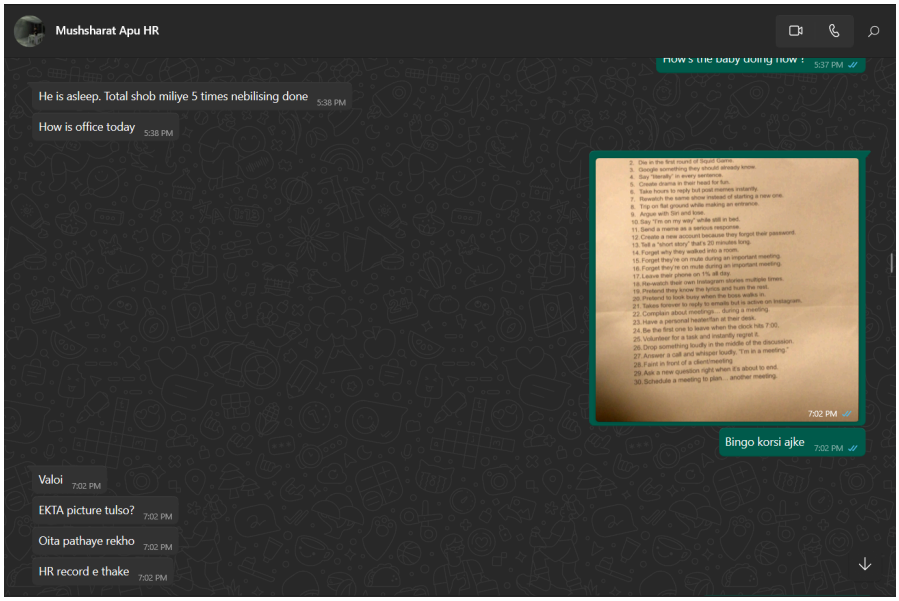


Figure 24: Proof of Conducting Employee Engagements as HR Substitute During Sick Leave

Activity and Team Building at 5 PM Inbox ×

Mushsharat Rahman Jul 30, 2025, 11:04 AM

to Niamul, Piya, dipraw, sourav, liton, Tawfiqul, Zulyadain, cc:, Ifthekharul, Ritobina, Tasnuva, MD, Jannat, Redowan, raisul, midon, Sadat, me

Dear Team,

As it's Wednesday, we'll continue our tradition of team building today at 5 PM.

Activity 1:

Share one photo (of yourself or something symbolic) that represents your week.

Come forward and explain why you chose it.

Since I'm on sick leave and working remotely, please email your photo to me directly, cc'ing Nikyta Nahid (nikyta.roebuck@gmail.com) I'll be sharing a fun HR feedback update around 6 PM.

And yes - don't forget to take a printout of your photo before the activity starts.

Looking forward to seeing your creative reflections!

P.S. Nikyta might have another activity planned as well, which she'll be happy to conduct if time allows.

Thanks & Regards

Mushsharat Rahman

Senior Executive Human Resources

roebuck

E: mushsharat@roebuckbd.com
M: +8801676425918
A: Roebuck
Communications, House 8/A,
Road 04 Gulshan 01 Dhaka, 1212

Figure 25:Proof of my assistance to HR in employee engagement activities

Internship Outcome

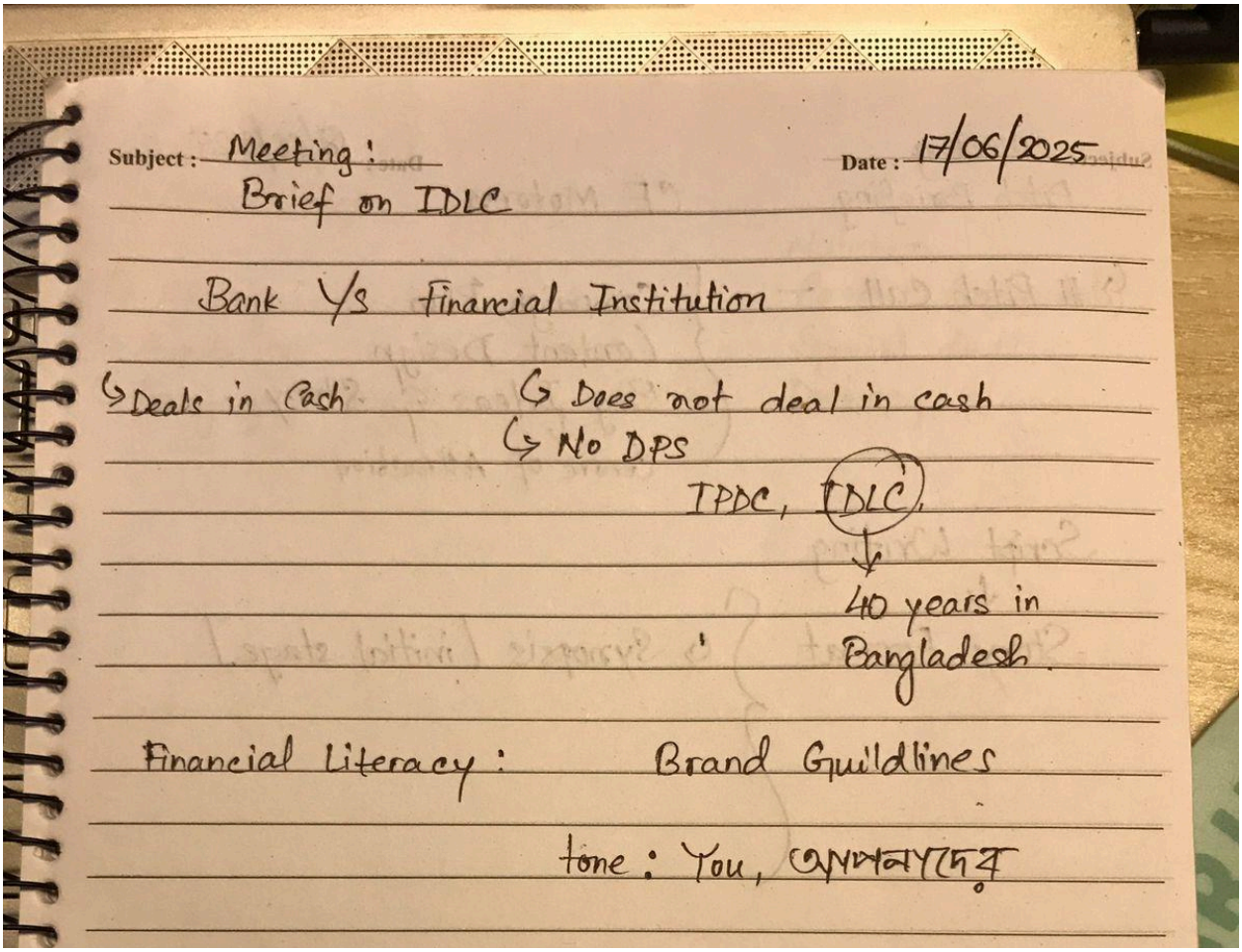
Before stepping into an advertising agency, I asked for guidance from one of my faculty members who had prior experience in this field. His brief prepared me for the pace, the workload, and the unpredictability that comes with agency life. Still, nothing could quite compare to experiencing it myself.

The workload often leaned toward the heavier side as late nights became inevitable whenever a big pitch or campaign was approaching. But what truly made the journey meaningful were the people I worked with. My colleagues and seniors were not just professionals but mentors and motivators who encouraged me, guided me whenever I needed support. Their belief in me gave me the courage to push through and give my best.

I am deeply grateful for this opportunity, as it has shown me the world behind the advertisements I grew up watching on TV without ever knowing how they came to life. Today, being part of this industry feels surreal and rewarding.This experience has not only taught me about the industry but also made me hopeful and excited about pursuing a career in it.

The toughest part for me was dealing with exhaustion after long days at the agency and an even longer commute home, I would often feel drained, barely able to keep my eyes open. Even on the most exhausting days, I knew the next morning would bring new lessons, fresh tasks, and the chance to work alongside a team I genuinely enjoyed. That sense of belonging and purpose made all the challenges worth it.

Workplace Log


Subject : Meeting : Brief on IDLC

Date : 17/06/2025

Bank Vs Financial Institution

↳ Deals in Cash

↳ Does not deal in cash

↳ No DPS

IPDC, IDLC

↓

40 years in Bangladesh

Financial Literacy : Brand Guildlines

tone : You, আপনি

Figure 25: Brief on IDLC vs Bank

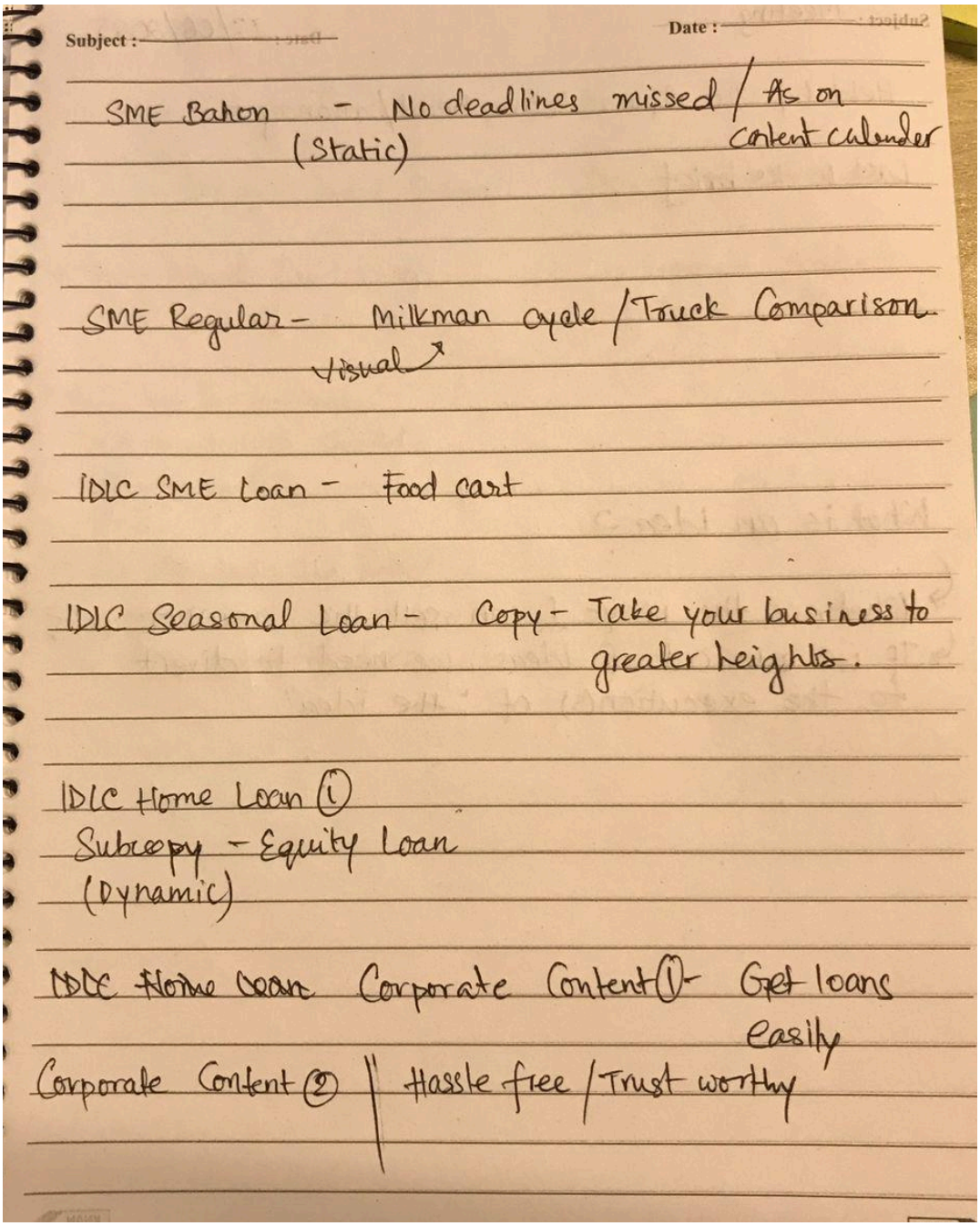
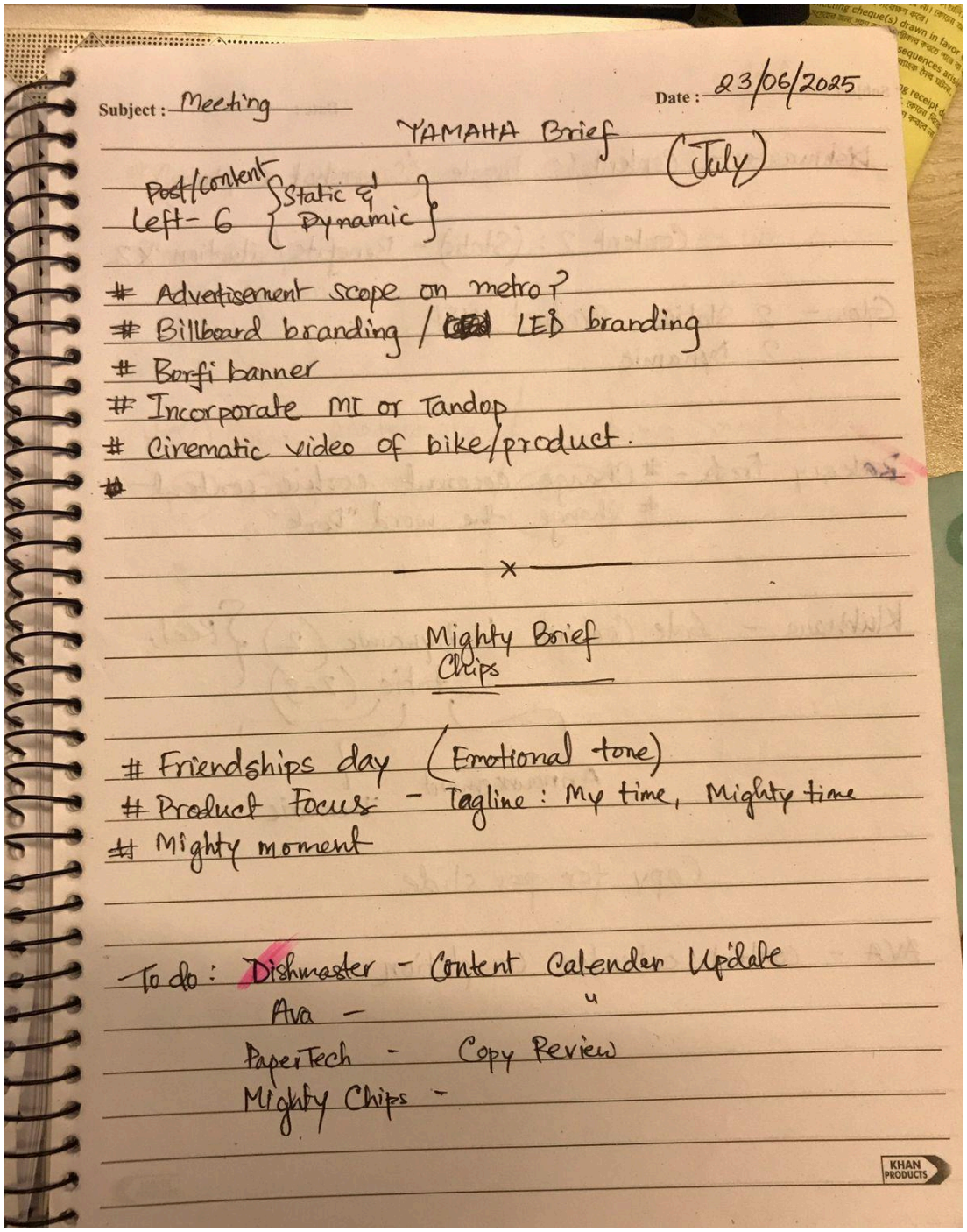


Figure 26: Brief on IDLC's Content Pillar


Subject : Meeting

Date : 23/06/2025

YAMAHA Brief (July)

Post/content Left- 6 { Static & Dynamic }

Advertisement scope on metro?
Billboard branding / [redacted] LED branding
Borfi banner
Incorporate MI or Tandop
Cinematic video of bike/product.
#

—— x ——

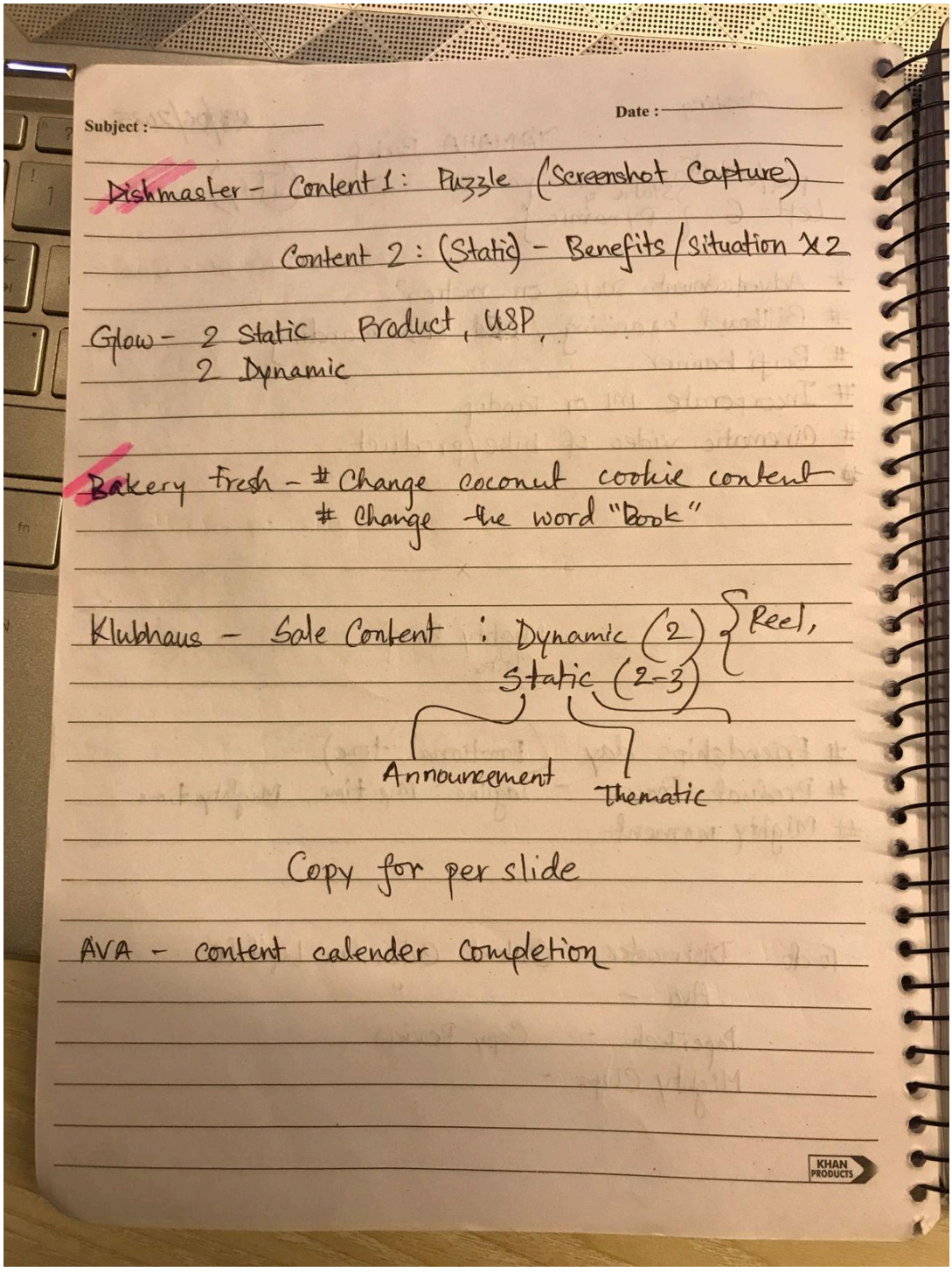
Mighty Brief
Chips

Friendships day (Emotional tone)
Product focus: - Tagline : My time, Mighty time
Mighty moment

To do : Dishmaster - Content Calender Update
Ava -
PaperTech - Copy Review
Mighty Chips -

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Figure 26: Brief on YAMAHA, Mighty Chips, Dishmaster, Glow, Bakery Fresh, Klubhaus & AVA



Figure

26: Continuation of Figure 25

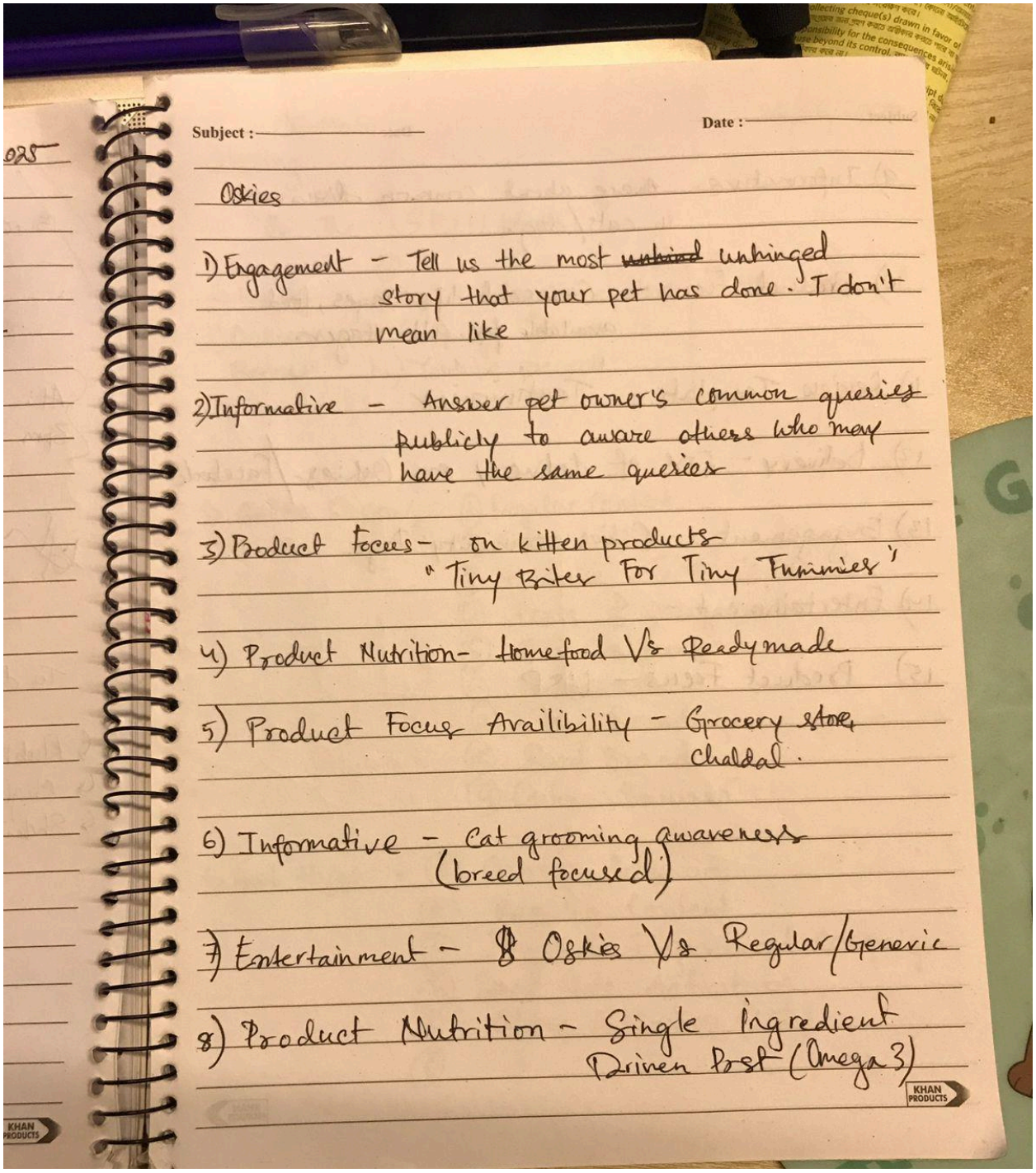


Figure 27: Brief on Oskies

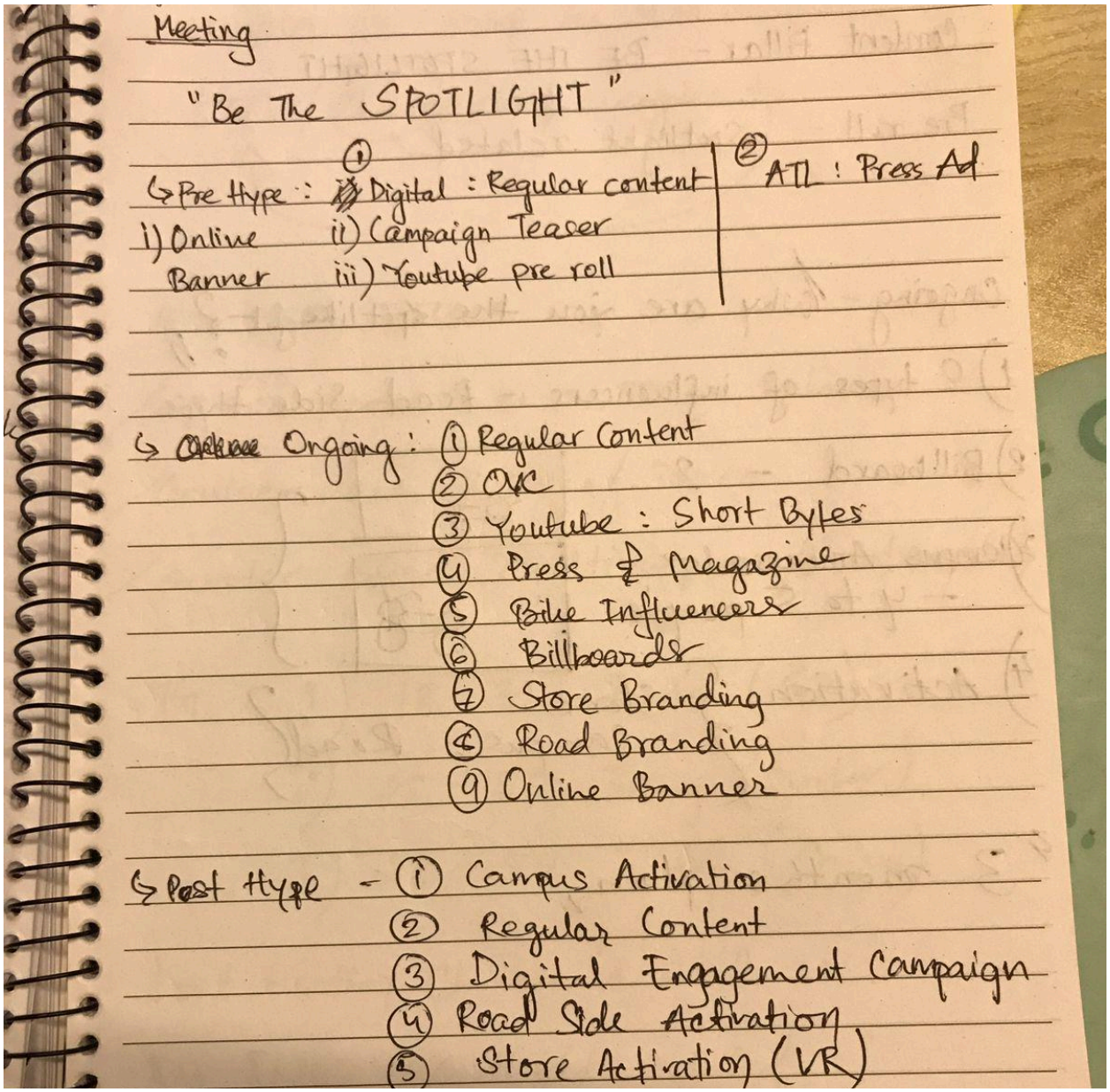


Figure 28: Brief on YAMAHA's new potential campaign

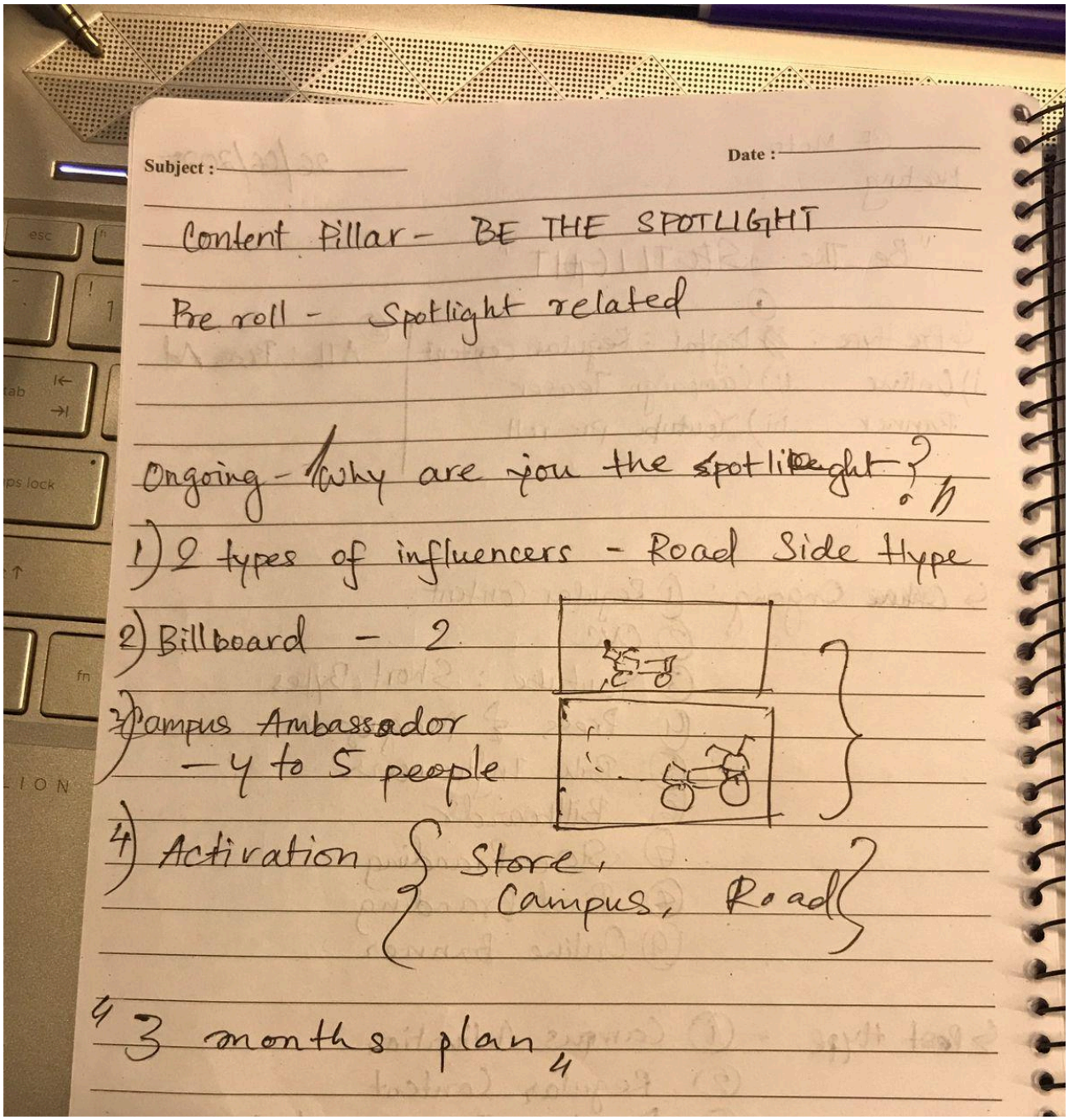
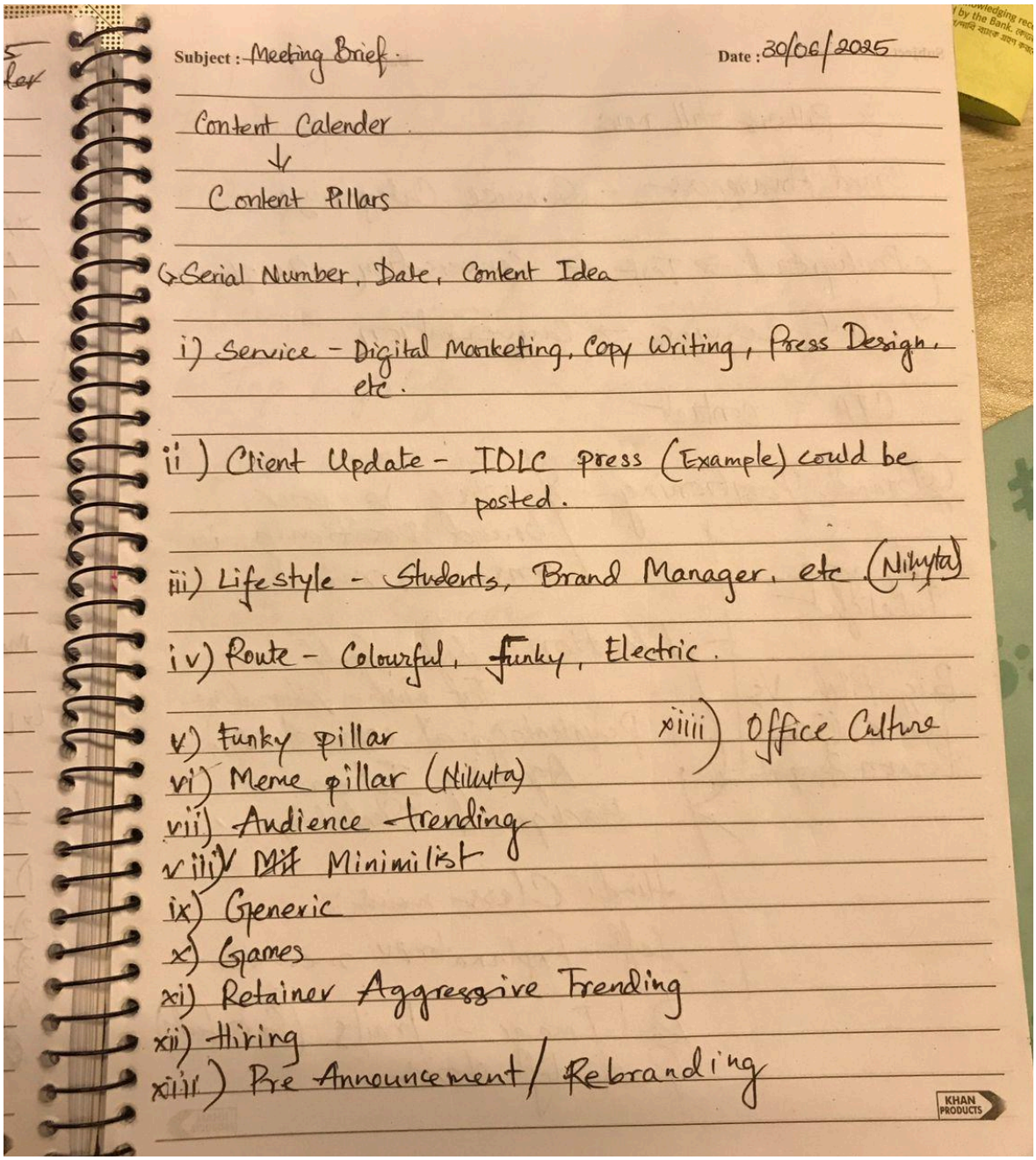


Figure 29: Continuation of Figure 28


Subject : Meeting Brief.

Date : 20/06/2025

Content Calender

↓

Content Pillars

i) Serial Number, Date, Content Idea

ii) Service - Digital Marketing, Copy Writing, Press Design, etc.

iii) Client Update - IDLC press (Example) could be posted.

iv) Lifestyle - Students, Brand Manager, etc. (Nilyta)

v) Route - Colourful, funky, Electric.

vi) Funky pillar

vii) Meme pillar (Nilyta)

viii) Audience trending

ix) Minimilist

x) Generic

xi) Games

xii) Retainer Aggressive Trending

xiii) hiring

xiiii) Pre Announcement / Rebranding

xiiii) Office Culture

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Figure 30: Roebuck Internal Content Calender meeting brief

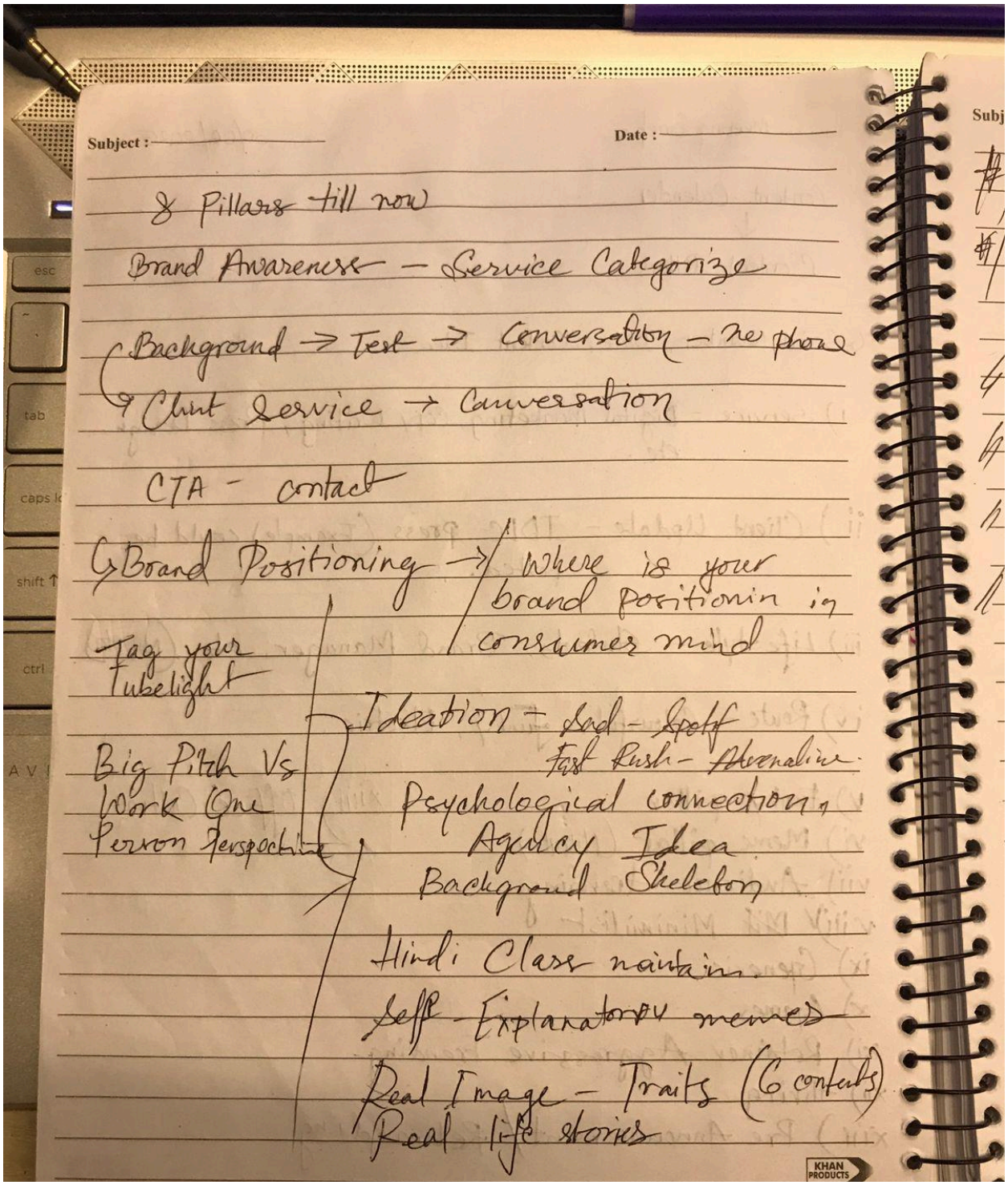


Figure 31: Continuation of Figure 30

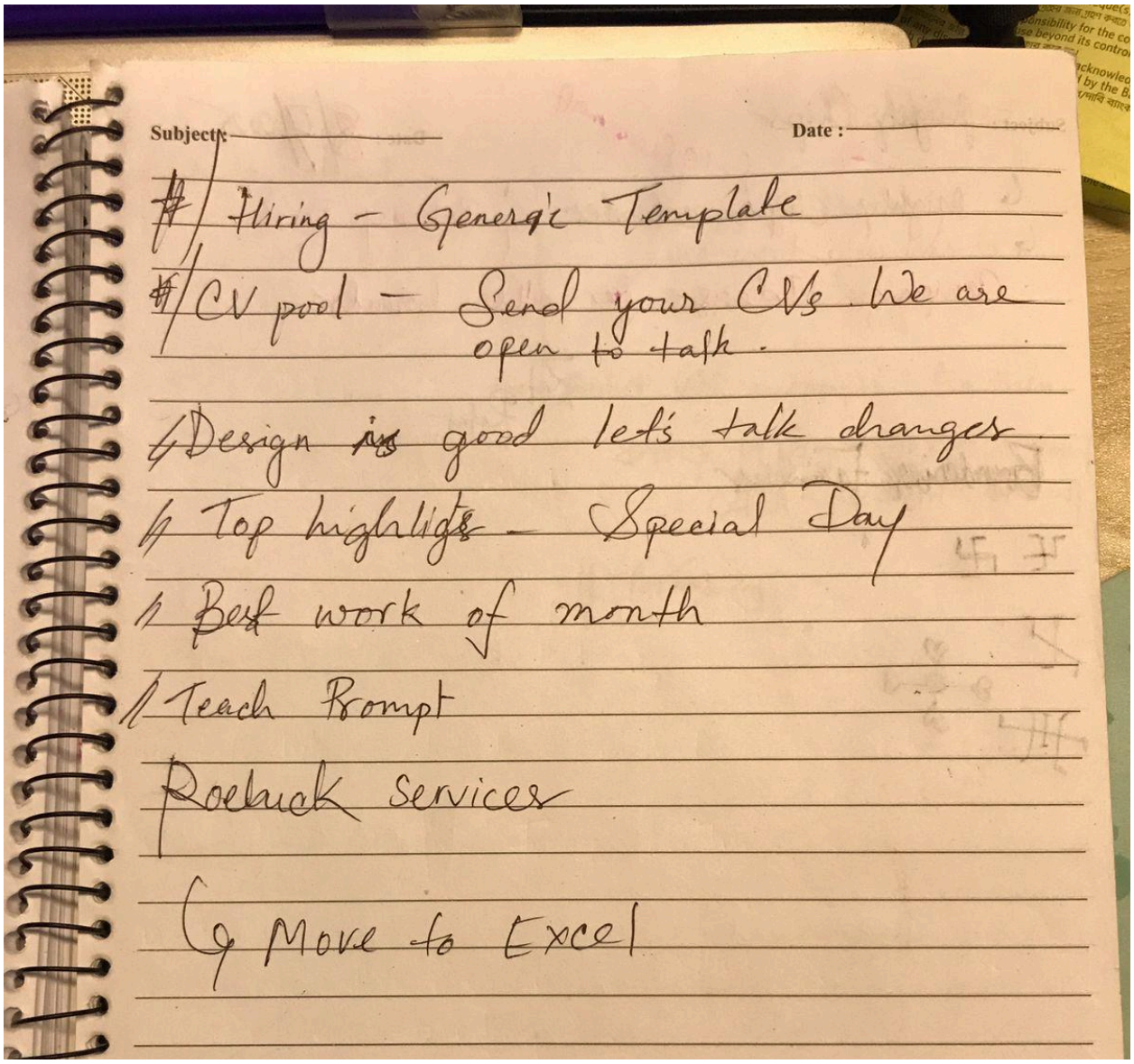


Figure 32: Roebuck Internal Content pillar brainstorming

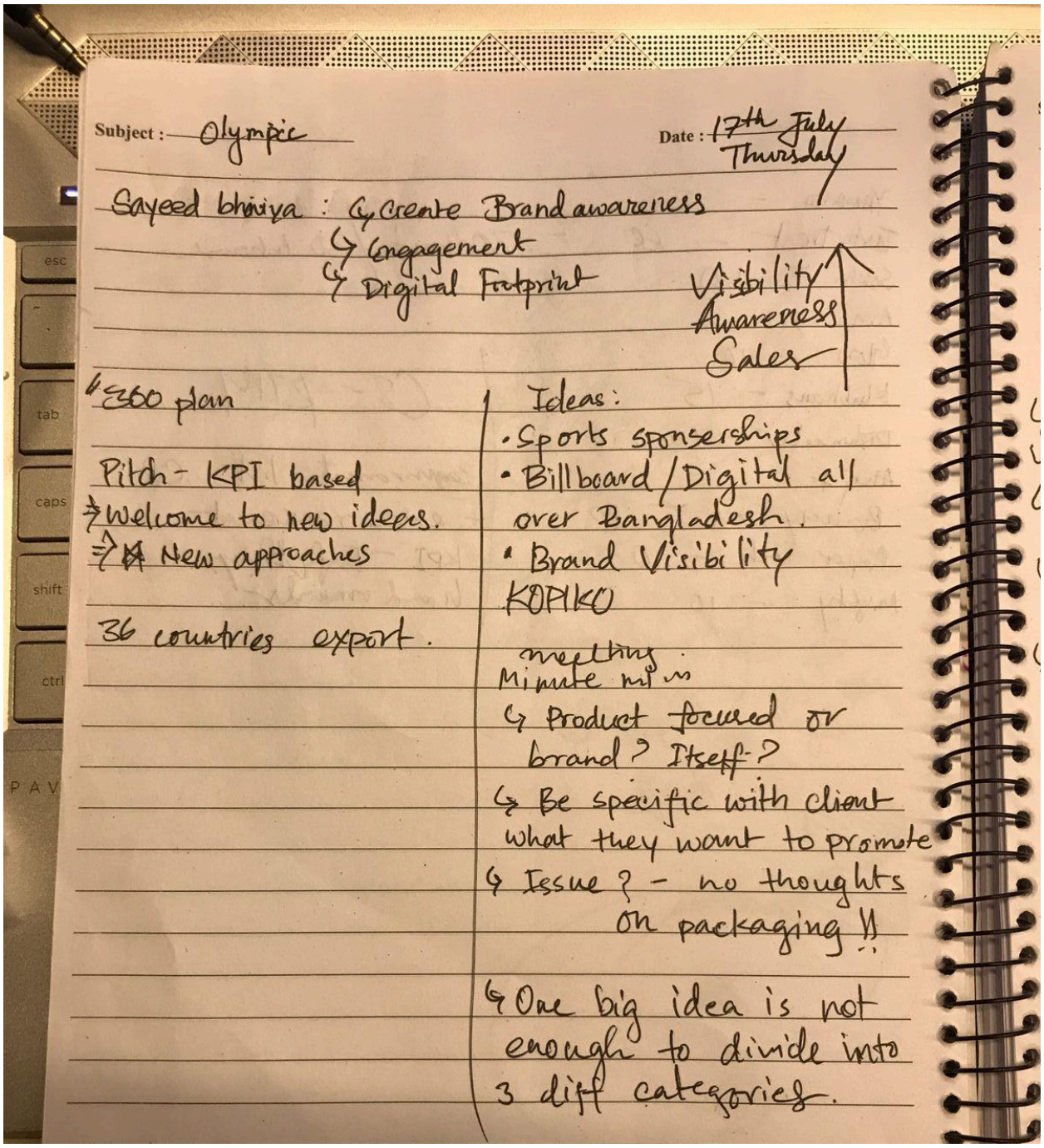
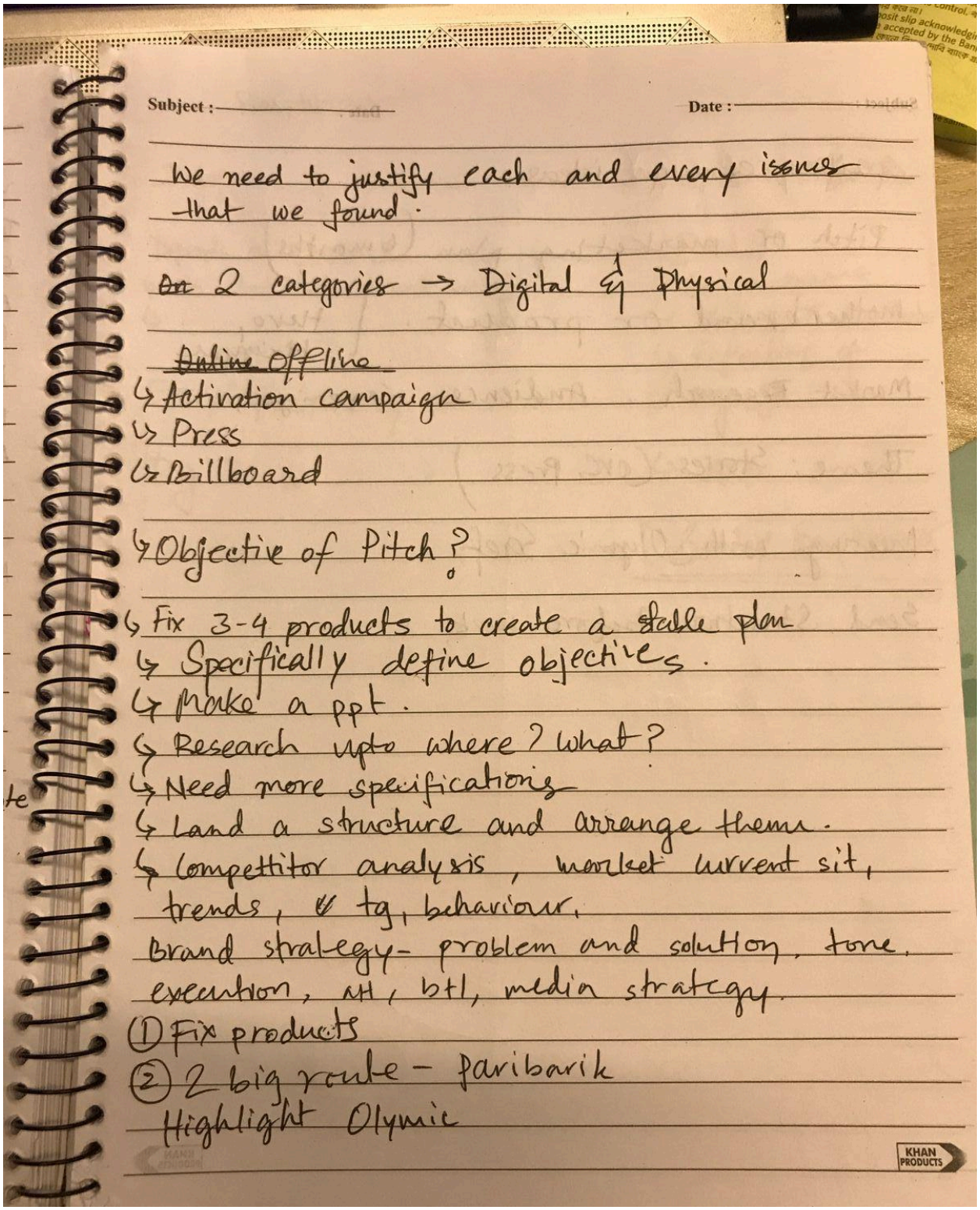


Figure 33: Olympic potential pitch brief


Subject : Date :

We need to justify each and every issues that we found.

2 categories → Digital & Physical

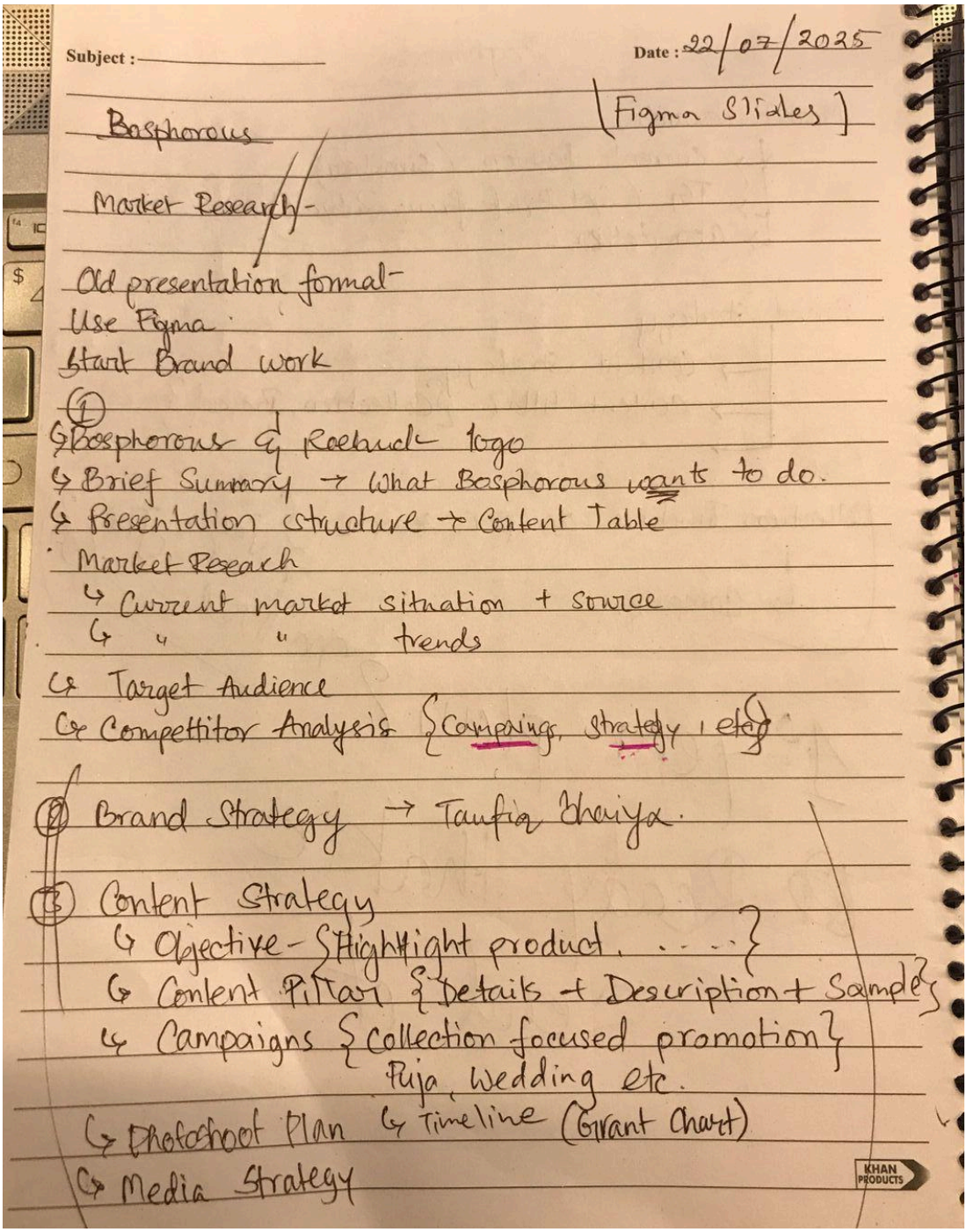
~~Online~~ Offline
↳ Activation campaign
↳ Press
↳ Billboard

↳ Objective of Pitch?

↳ Fix 3-4 products to create a stable plan
↳ Specifically define objectives.
↳ Make a ppt.
↳ Research upto where? what?
↳ Need more specifications
↳ Land a structure and arrange them.
↳ Competitor analysis, market current sit, trends, & tg, behaviour.
Brand strategy- problem and solution, tone, execution, atl, btl, media strategy.
① Fix products
② 2 big route - paribarik
Highlight Olymic

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Figure 34: Continuation of Figure 33


Subject :

Date : 22/07/2025

Bosphorous (Figma Slides)

Market Research -

Old presentation formal -
Use Figma
Start Brand work

(1)
Bosphorous & Reehuck logo
↳ Brief Summary → What Bosphorous wants to do.
↳ Presentation structure → Content Table
Market Research
↳ Current market situation + source
↳ " " trends
↳ Target Audience
↳ Competitor Analysis {Comparing, Strategy, etc}

(2) Brand Strategy → Taufiq Bhaiya.

(3) Content Strategy
↳ Objective - {Highlight product, ...}
↳ Content Pillar {Details + Description + Sample}
↳ Campaigns {Collection focused promotion}
Puja, Wedding etc.
↳ Photoshoot Plan ↳ Timeline (Grant Chart)
↳ Media Strategy

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Figure 35: Bosphorus Mock Pitch Brief

SELF-ASSESSMENT FORM

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

Name of Intern: Nikyta Nahid

University ID: 211012028

Name of the Institute/Organization: Roebuck Communications

Corporate Office Address: Apartments-House 8A, Road-4, Suite -502, Gulshan-1

Email: ratherbe@roebuckbd.com Web: https://www.roebuckbd.com/

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

45

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

Yes, 8000 BDT

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

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

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

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

NO	CRITERIA (Personal)	RATING
1	I have a sense of satisfaction in doing something worthwhile.	5
2	I believe in my ability to make a difference.	4
3	I am open to new experiences.	4

4	I have gained the capacity to be more productive.	4
5	I can recognize my personal strengths.	4
6	I can recognize my personal weaknesses.	4
7	I have a sense of personal achievement.	5
8	I have the ability to persevere in difficult tasks	4
NO	CRITERIA (Social/Interpersonal Impact)	
9	I demonstrate concern for the welfare of others	4
10	I can be understanding and appreciative of people with diverse backgrounds	5
11	I have the ability to work cooperatively with others	5

12	I have the ability to communicate effectively	4
13	I have increased my ability to be a leader	4
14	I feel more connected to my community	4
NO	CRITERIA (Academic learning impact)	
15	I have acquired knowledge from the job duties I performed	5
16	I have broadened my critical thinking skills (reasoning, problem solving)	4
17	I have learnt the ability to work independently	4
18	I feel my classroom learning was enriched	5
19	I have the ability to connect academic subject matter to the real world.	5
NO	CRITERIA (EMPLOYMENT/JOB SPECIFIC IMPACT)	
20	I developed specialised technical skills for a specific job function	4
21	I broadened my future employment possibilities	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.	5

25	**What is your average score from this test?**	**4.46**

5. General Comments

I am extremely grateful for my journey at Roebuck. I sincerely thank everyone at Roebuck not only for their guidance, but also for continuously pushing and motivating me to learn and grow. I could not have asked for a better start to my career, and I hope to carry these valuable lessons forward in my professional life..



_____

Signature of Intern

Professional Competencies

During my professional journey at Roebuck, I was able to develop a range of valuable skills. Among them, a few key competencies stand out to me as lessons that I hope will continue to guide and benefit me throughout my career and beyond.

- Effective communication.
- Professional behavior & Etiquette.
- Time management.
- Patience & Perseverance.
- Team collaboration.
- Better research skills.
- Critical thinking & Problem solving.
- Making better Powerpoint presentations.
- Familiarity with content calendars and campaign planning.
- Understanding target audiences and tailoring messages accordingly.
- Awareness of branding and positioning in communication.

Concluding Remarks

My internship at Roebuck Communications has been an incredibly enriching and transformative experience. From the very first day, I felt welcomed and supported by a team that not only valued my contributions but also encouraged me to learn, explore, and grow. I am deeply grateful for the guidance, patience, and encouragement of my supervisors and colleagues, whose mentorship made even challenging tasks feel manageable and rewarding. Their belief in my abilities inspired me to push my limits, take initiative, and approach each project with confidence and creativity.

I am also sincerely thankful for the academic knowledge, skills, and principles I gained during my time at ULAB from my faculties and peers, which I was able to apply effectively in real-world work scenarios. This connection between academic learning and practical application allowed me to gain a deeper understanding of advertising, content creation, and client-focused communication. Beyond professional skills, this internship taught me invaluable personal lessons; patience, confidence, adaptability, and the importance of effective communication.

Reflecting on this journey, I feel a deep sense of gratitude for every opportunity, every challenge, and every moment of learning. I wish to carry these experiences and lessons forward, both professionally and personally, as I continue to grow in my career and life.