



Inspiring Excellence

**Prepared For**

Md. Fazla Mohiuddin  
Lecturer, BRAC Business School  
BRAC University

**Prepared By**

Tangith Tara Dipa  
ID - 13104201  
BRAC Business School  
BRAC University

**Date of Submission**

April 05, 2018



**REPORT ON**  
**THE ROLE OF CLIENT SERVICE IN THE ROBI**  
**4G CAMPAIGN AT**  
**ADCOMM**  
**ADVERTISING AGENCY**

## LETTER OF TRANSMITTAL

April 05,2018

To

Md. Fazla Mohiuddin  
Lecturer  
BRAC Business School  
BRAC University

Subject: Submission of Internship report

Dear Sir,

With due respect and humble obedience, I, Tangith Tara Dipa, student of the BBS department, submitting my internship report on “The role of client service in the Robi 4G campaign at Adcomm advertising agency” as per the requirement for the completion of my BBA program. This project paper contains the information & experience I have gathered as a Client Service Internee at Adcomm.

I would like to express my gratefulness for your kind consideration and guidance in making this report informative and productive. There may have some unintentional mistakes and lapses. You are requested to pardon those with kind consideration.

Sincerely Yours,

Tangith Tara Dipa

ID :13104201

BRAC Business School

BRAC University

## LETTER OF ENDORSEMENT



15 February 2018

Ms. Tangith Tara Dipa  
19/3-A, Block G1  
Section 2  
Mirpur  
Dhaka 1216

### Letter of Internship

Dear Ms. Tara,

You will be pleased to know that you have been chosen for an internship program in Adcomm Ltd.. Your three month internship commences on the 13<sup>th</sup> of February 2018.

Your remuneration during this time will be Tk. 5,000/- (five thousand only) and you will receive complimentary lunch from the Agency.

During this time, any leaves taken will be leave without pay. Also kindly note that an intern is not eligible for any bonuses.

Geeteera Safiya Choudhury  
Chairman

Tangith Tara Dipa

## **ACKNOWLEDGMENT**

First, I would like to express thankfulness to the Almighty Allah for His blessings. This project is an accumulation of a number of people's contribution. For this, I am grateful to all of them who helped me with their guidance, advice and suggestions.

Firstly, I would like to thanks to my internship Supervisor faculty, from BBA department who has guided me from the beginning of my internship program. I would also like to thank all other faculties of the department for providing me with proper knowledge and for giving me the opportunity to undergo the internship program. I would also like to thank my Adcomm colleagues and supervisors for the experience they have helped me gather during my internship period.

Finally, thanks again to my supervisor faculty Md. Fazla Mohiuddin for the moral support and co-operation he has provided me throughout for the completion of my project paper during the internship period.

## **EXECUTIVE SUMMARY**

The internship report is based on the information and experience I have gathered during my internship period with Adcomm advertising agency. This report is focused on the role of the client service in an agency. Client Service is more like the blood circulation of the agency and is involved in all aspects, be it creative, technical or financial, of an agency and has to coordinate with all the departments. I have provided a case study with the Robi 4G campaign to show how the client service mechanism works. I have tried to combine my work experience and academic knowledge in writing the report.

## TABLE OF CONTENT

LETTER OF TRANSMITTAL	3
LETTER OF ENDORSEMENT	4
ACKNOWLEDGEMENT	5
EXECUTIVE SUMMARY	6
ORGANIZATIONAL OVERVIEW <ul style="list-style-type: none"><li>• Introduction</li><li>• History</li><li>• Clients</li><li>• Organizational Hierarchy</li><li>• Departments</li><li>• Dealing with Existing Clients</li></ul>	8
INTERNSHIP APPOINTMENT	18
PROJECT OBJECTIVE	18
METHODOLOGY	18
LITERATURE REVIEW	20
ROBI OVERVIEW <ul style="list-style-type: none"><li>• Robi</li><li>• 4G spectrum</li></ul>	21
ACTIVITIES UNDERTAKEN	23
CAMPAIGN WORKFLOW <ul style="list-style-type: none"><li>• Campaign contents</li><li>• TVC</li></ul>	25
SCOPE	29
LIMITATIONS	29
CHALLENGES & PROPOSALS	29
RECOMMENDATIONS	30
CONCLUSION	31
REFERENCES	31

# ORGANIZATION OVERVIEW

*"Know thyself. Know the customer. Innovate." – Beth Comstock*

## INTRODUCTION

Adcomm was established in 1974 and has been a part of the MullenLowe Group Network Inter-public group since 1996.

Adcomm was founded by Ms. Geetara Safiya Choudhury and has made phenomenal progress in last 43 years; becoming one of the top-rated advertising agencies in Bangladesh.

Adcomm deals with a wide range of products from consumer items like soap, toothpaste, condoms, contraceptive pill, food products along with pharmaceutical and industrial products. Adcomm also serves organizations like bank, telecom, universities and supermarkets.

Adcomm is also fully equipped to handle advertising, publicity and public relation work for its clients in all forms of media. Adcomm Group includes a number of other services related to advertising and publicity from Digital Communication to Video Production unit.

*ADCOMM group includes:*

- **Bagher Bachcha Digital** | Digital communication and marketing solution
- **Graphic People** | Graphics and illustration Unit
- **Signage** | Billboards, Signboards etc.
- **Studio45** | Sound and Music. Recording, Mixing & Mastering Service
- **Screaming Girl Productions** | Audio visual production unit for shooting, editing etc.
- **NorthBrook Consultants pvt ltd** | Media consultancy and PR support
- **AktiVision Advertising Ltd** | Print Media Advertising
- **Colours FM 101.6** | FM Radio Station



## ADCOMM HISTORY



Geetara Safiya Choudhury is the Founder & Chairman of Adcomm

Ltd. She started her career in advertising in 1972 with one of the leading agency of that time Interspan in Dhaka. In 1974 she took a brave step and founded her own advertising agency Adcomm. Now one of the leading advertising agency in the country, Adcomm handles many international brands in the country along with some of the local big brands.

Ms. Choudhury has received recognition for her professional achievements both nationally and internationally. She received the “Priyadarshini Award” In 1999 from The Federation of Indian Women Entrepreneurs and in 2000 the Fortune Magazine, IBM and Christian Dior, USA awarded her as one of “The Leading Women Entrepreneurs of the World.”

Adcomm has now become a one stop advertising solution provides 360degree campaign service to its clients. Adcomm has won numerous awards including the best advertising agency in South Asia in 2012.

## **MAJOR CLIENTS OF ADCOMM**

1. Unilever Bangladesh Ltd
2. Akiz food and beverage
3. ROBI Axiata Ltd
4. British Petroleum
5. Johnson & Johnson
6. SMC
7. Kallol group of companies
8. New Zealand Dairy
9. City Group
10. Lafarge Surma Cement
11. Aftab Foods
12. Alamin Group
13. Ifad Multiproduct
14. Abdul Monem Ltd
15. GIZ
16. AP
17. Independent University Bangladesh
18. ACI Bangladesh
19. Rahimafrooz
20. LG-Butterfly
21. Globe Beverage and Foods
22. Meghna Group of Industries
24. PRAN-RFL
25. Asian Town Development Ltd
26. DBH
27. East Wood City
28. CITY BANK
29. Rani Food Products
30. FHI Bangladesh
32. National Housing and Finance



## ADCOMM ORGANIZATIONAL HIERARCHY



## ADCOMM DEPARTMENTS

There are basically five departments at Adcomm. There is one department that works with the production of campaign materials and the other departments make sure that the organization runs smoothly.

- **HR Department:**

This department's task is to find the best suitable employees for the organization. Apart from recruiting new employees, the department's task is to motivate employees to bring out the best in them.

Some major roles of HR are:

- a. Ensuring proper training and development of the interns
- b. Overseeing Compensation, benefit, leaves etc.
- c. Placement and performance appraisal of employees
- d. Preparation of relevant reports
- e. Reporting to the Management on relevant issues

- **Media department:**

Now a day number of full service agency is getting lower and lower every day. Adcomm is one of the few full-service agencies in Bangladesh. That's why they have to select the media they are going to use to publish or to show any certain advertisement. The media department finds out the most profitable way from the combination of coverage, cost and product type to air the advertisement. The media department also finds out the programs that a client can sponsor. Media timing is also one of the important functions of the media department.

The media selection method is a little bit hard-hitting here in Bangladesh. In case of TV broadcasting media, the important factors considered by the Adcomm are:

- a. Coverage of the network
- b. Type of product (some products can't be advertised in national TV before 10)

c. Cost

d. TRP rating (In case of sponsorship, agencies follow a rating called television Rating Point, TRP.)

In case of Print Media selection, the important factors are:

a. Type of the newspaper or magazine

b. Circulation

c. Cost

- **Creative Department:**

This is the engine of the organization because it is them whom make Adcomm popular and effective to the clients. Their main tasks are -

a. Developing theme for a TV commercial

b. Developing headlines, sub-headlines and body messages for an advertisement to be printed on papers.

c. Designing the look of the artists in a commercial

d. Visualizing the idea

e. Making jingles

f. Finalizing layout etc.

g. Adoption of foreign advertisement ideas according to the direction by the client in case of multinational ads.

## **Finance Department:**

The finance department functions like finance department from any other business organization. The additional task at Adcomm is the budgeting for advertisement campaign or product promotional campaign.

- **Client Service Department:**

The basic function of the client service department is to maintain relationship with the existing and prospective clients. They help maintaining smooth communication between the client and the agency. They are one of the most important parts of Adcomm because they are responsible for finding out the customers exact needs; which one of the most useful ways to keep the customers satisfied. This department can be compared to blood circulation of the whole organization and it co-ordinates within the functions of the various department in the agency.

This department also does research work that helps to find of important information for the client, like:

1. Effectiveness of the campaign.
2. Market power of the subject product.
3. Customer reaction about the product or the ad campaign.
4. Finding out the reasons that makes a product fails to have more sales.
5. Market background of the product.

This information helps Adcomm authority to take decisions like:

1. Whether Adcomm works for the client or not.
2. What type of promotional campaign is needed to help develop the market condition.
3. What was the success of the campaign?
4. What changes are required in the campaign?
5. What changes are expected by the consumers etc.

## **Role of Client Service**

An advertising campaign cannot go from storyboard to marketing by itself. The client service department is the agency wing that supervises the campaign-building process. The Client services team has many responsibilities like client communications, work flow management, budget, billing etc.

The client service team provides client support Accurately and punctually. It Maintains a high level of professionalism in every interaction with clients and build productive relationships with them. They have to stay in touch and make frequent client calls and visits them to strengthen relationships. It is also responsible for identifying and developing new business opportunities with client contacts.

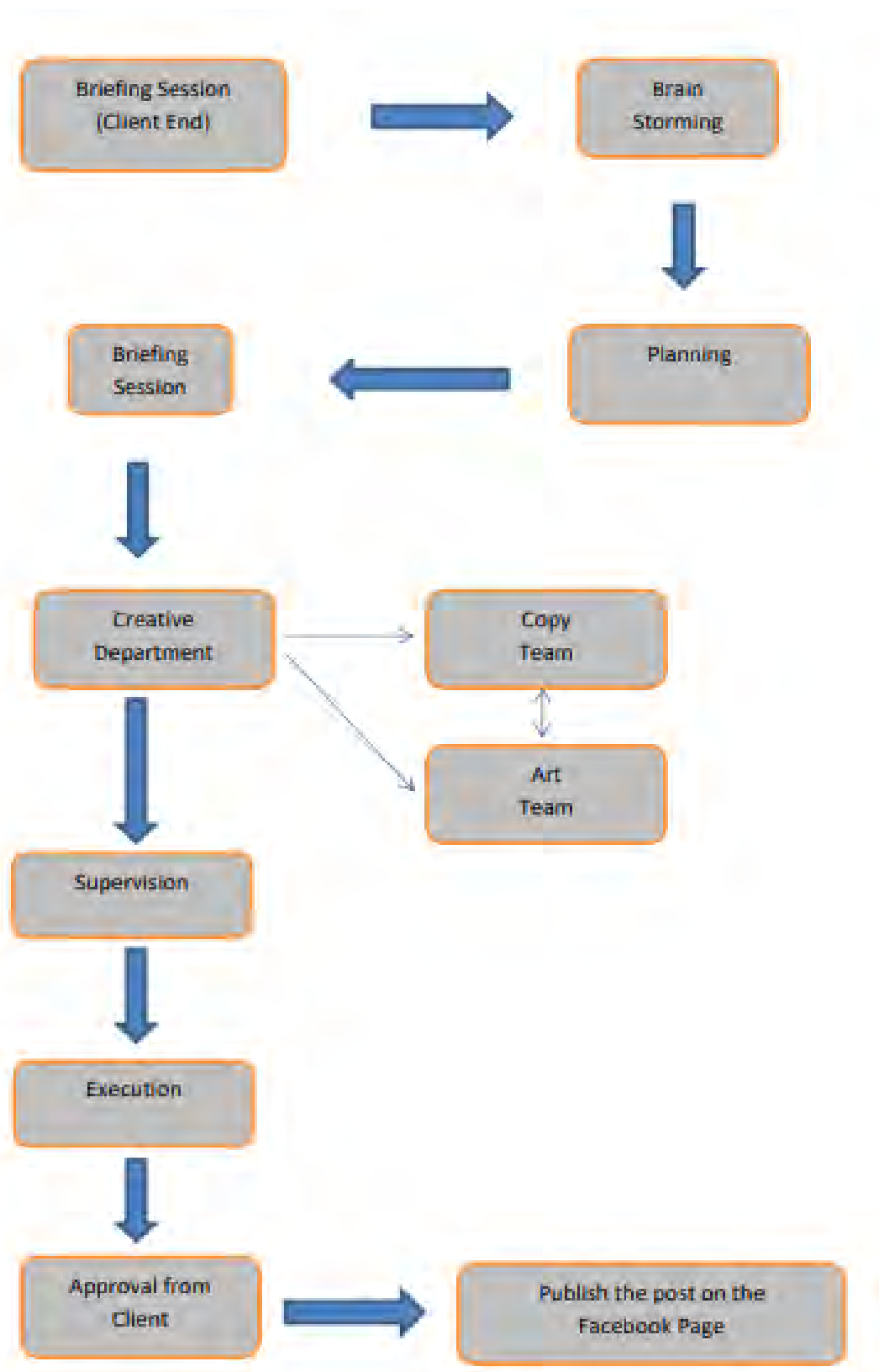
The client service team analyzes and resolves any service issues quickly and inform management about complicated client issues and solutions. The team is also responsible for maintaining a client's goal oriented working environment for the creative team.

A client service representative must have effective problem solving and time management skills necessary for client service operations. He is responsible for risk assessment and mitigation activities, improving their own effectiveness and efficiency through new process of developments. A client service representative must attend training sessions, workshops etc. for their own professional growth and must Provide support in new product development activities.

Client services manager is the connecting point between the with advertisers' needs and agency's creative efforts. He leads the first meeting on a new account and researches probable media outlets for campaign. He maintains good relationships with client's business executives, develops campaign strategies for the client and oversees the agency's account team in all disciplines. The client services manager is held responsible for all aspects of the work delivery to the client. But apart from merely giving the client what he wants, a client services manager is a problem solver who analyzes markets and helps advertisers develop appropriate business goals for their products and services.



## DEALING WITH EXISTING CLIENT



## INTERNSHIP APPOINTMENT

I was appointed by Adcomm as a Client Service Intern. I was assigned to the Group that solely handles Robi Campaign. I worked directly under the Senior Client Service Executive and was supervised by the Client Service Manager. I also helped the Robi creative team and the client service team of other groups periodically.

## PROJECT OBJECTIVE

Basically, there are two objectives of my internship report.

1. Broad Objective
2. Specific Objective

**Broad Objective:** The major target of this internship program was entering the professional world and increasing my practical knowledge; and applying in an expert in the education I have received in last four years through my academic courses

**Specific Objective:** The specific objective of my project has been assigned by my University internship adviser, which was how the Client Service Department contributes in a large-scale campaign which in our case was Robi 4G campaign. I have also focused on the way Client Service in related to almost all segments of a campaign and all departments of an advertising agency.

## METHODOLOGY

I have collected data from two different sources to make this report. The sources are given below:

1. Primary data: The information and data I have given in the report have been collected by myself through my work experience in Adcomm's Robi Account Client Service team. Most of the information here are based on my experience working with the making of TVC, billboard, print advertisements, digital promotion material etc.

2. Secondary data: The secondary data I have included in this report have been collected from website and the official page of Robi Axiata Limited. Facebook page detail of Adcomm, newspaper articles about the Founder and also from the HR department of Adcomm.

- <https://www.robi.com.bd/en/>
- <https://www.facebook.com/AdcommInc/>

## LITERATURE REVIEW

- As marketing's transformation continues, the industry is looking for a new generation of account directors, writes CMW's CEO Liz Wilson. (Wilson, 2013)
- Geeteara Safiya Choudhury Profile British Bangladesh Chamber of Women Entrepreneurs. (Geeteara Safiya Choudhury, n.d.)
- Much awaited spectrum auction Tuesday (Independent Online Desk, 2018)
- GP, Banglalink buy 4G spectrum (Mahmood, 2018)
- What is 4G spectrum (Cassavoy, 2017)
- How to deliver exceptional client service (Girard, 2012)
- 5 ways to deliver a memorable client service experience (Grady, 2014)

## ROBI OVERVIEW

### Robi

**Robi Axiata Limited** is the 2<sup>nd</sup> largest mobile network operator in Bangladesh. It is a joint venture between Axiata Group Berhad of Malaysia, Bharti Airtel Limited of India and NTT Docomo Inc. of Japan. Axiata controls 68.7% stake in the entity, Bharti holds 25% and the remaining 6.3% is held by NTT DOCOMO of Japan.

The first merger of Bangladesh's telecom sector has come into effect with the beginning of the operation of Robi Axiata Limited as the merged company on November 16, 2016. Following the merger of Robi and Airtel, the merged company is now known as Robi Axiata Limited. After successfully merging with Airtel in 2016, Robi has become the second largest mobile phone operator in Bangladesh.

Robi first began operation in 1997 as Telekom Malaysia International with the brand name *Aktel*. In 2010 the company was re-branded to *Robi* and the company changed its name to *Robi Axiata Limited*. From 2016 Robi Axiata began using two brands *Robi* and *Airtel* for its mobile services. *Airtel* is as an independent product brand of Robi Axiata.

Robi rose rapidly from being a failing brand as Aktel into a very fast-growing organization and became the 2<sup>nd</sup> biggest operator only behind Grameenphone in a very short period. Robi's rapid success is credited heavily on its branding and marketing strategy.

### 4G Spectrum

**4G** is the fourth generation of broadband cellular network technology, succeeding 3G. Peak speed requirements for 4G service is at 100 megabits per second (Mbit/s) for communication such as from cars, train or other transport and 1 gigabit per second (Gbit/s) for pedestrians and stationary users.

On February 2018 the telecom regulator body of Bangladesh called an auction for purchasing 4G spectrum. Only Grameenphone and Banglalink took part; Robi did not participate in the auction as they thought their existing spectrum will be enough for offering 4G services. The telecom regulator handed over the 4G license to Grameenphone, Robi, Banglalink, and Tele talk on February 20.

It was a much-awaited event as 4G spectrum is supposed to revolutionize internet and digital services with extreme internet speed and make communication, service and entertainment more readily available to even the remote corners of the country. Robi began marketing its 4G Spectrum as 4.5G.

## ACTIVITIES UNDERTAKEN

It was 13<sup>th</sup> of February I have entered the new world which was fully professional and way different from my educational life. First, there was an ice breaking session and I introduced myself as an intern. I got my appointment letter and I was hired for client servicing post. I was assigned to manage Robi Axiata Limited campaigns.

After one week of observation I have started working on different campaigns. The first campaign I was assigned for was Robi 4.5G launching. That was the time when the entire department was under pressure and there were lot of deliveries we had to finish on time. So first of all, the brand manager took brief from Robi client then they discuss the brief with the client service team. After discussing the entire task, they divided their responsibility into smaller teams. After that they short listed the most important task and divided those tasks to the required persons. My role was to assist the client service executive and supervising the creative team. In between I helped with proof reading copy, script etc. looking for spelling mistakes before they were to be published or broadcasted. I also had to check if the contents were in accordance with the client's brief and project plan. I matched the final content with the notes provided by my supervisor if everything was in place.

On my third week of working day I have started being involved with the creative team and copy writer by generating my own ideas. The show title '**THE GAME OF SONGS**' was my first contribution to the campaign of Robi 4G which was a radio show to be sponsored by Robi 4G. The concept of the show was to play music from 4 decades or generations as a tribute to the 4<sup>th</sup> generation of internet service. I wrote the Radio Jockey [RJ] dialogs for the pilot episode. I also helped researching for the kind of music that the show will feature. I also took some briefs from visiting clients about the corrections and feedbacks provided by the client. I had to then go sit with the creative team to get the changes done.

On my fourth week, the promotional TVC was already complete but the clients still had numerous feedbacks. I was responsible to be at the editing panel on behalf of the client service team to ensure the changes are being made as per brief. The TVCs usually have different cut versions. A 50-60 second TVC is usually broadcasted for the first few days or weeks of a campaign and then the 10-30 seconds cut versions are shown. I was responsible to sit with the editors and oversee the editing of the smaller versions of the film. Robi 4G

service was officially launched in this week but we still had a lot of smaller elements of the campaign to finish, like designing mobile recharge card, pamphlets, brochures, table tops etc. I helped with proof reading, finding graphic reference and stock images, finding design references & layouts etc.

The next week was a less stressful one for the team as whole as nearly all campaign materials were submitted and the campaign was being broadcast. I was assigned to make an approximately 300 slide Presentation on all the Robi projects undertaken by Adcomm since 2017. It was a huge task with around a thousand pages of information and archives to browse from and it kept me occupied for the whole week. In between I helped with proof reading, overseeing project delivery for brochures, billboard designs etc. occasionally.

The 6th week, apart from finishing the presentation which was due on the end of this week, I had to oversee photoshoot session for Robi's Huawei phone promotional material. Nabila, a TV anchor and actor was selected to be the model and the photoshoot was conducted at a studio at Niketon. There I helped the Art Director with the expressions, postures etc. of the model and also make sure of her hospitality. In between I helped other groups in between. I helped generating ideas for a brand name for Ibn Sina's new dairy products. I also helped with proof reading, finding image reference etc. for Unilever products. I also started conducting vendors like model agency, production house etc. for hiring them in the next projects. I began to learn making and checking budgets from my supervisor on this week and as I write the Internship report I am learning making budget estimates etc.



# CAMPAIGN WORKFLOW



## CAMPAIGN CONTENTS

- Designing a marketing strategy that fits the Brand best and will make a great impact in the market.
- A Major part of the campaign process was a Television Commercial [TVC] and the creating, planning, producing and broadcasting of the TVC.
- Designing and making Billboards & Signboards. Research and find perfect locations for installing the billboards etc.
- Build digital marketing strategy
- Creating and designing digital contents like Graphics, Text, Banners, digital advertisements, social media contents etc.
- Creating, designing and producing advertisements for Print Media.
- Creating and designing relevant accessories like leaflets, pamphlets, recharge cards, posters etc.
- Creating promotional contents like Robi 4.5G sponsored Radio Show, TV show etc.
- Media Buying like buying television spots for commercials and buying space in print media for advertisement.

## TVC

First the Client Service Manager received briefs from the Clients about their requirements and initial ideas. He then comes back to the agency to hold a meeting with all teams for a debriefing session. The Executive Creative Director then develops a basic direction where he wants to head to and shares it with the Creative Director and the Associate Creative Director.

After they locked an initial idea, they sat with the Group Creative head and the Senior Art Director. The Creative Group Head handles mostly the textual & theoretical part of the concept like story, dialogs, catchphrase, jingle, acting style, ambience etc. The senior Art Director dealt with the visual elements like shot division, color, filming style etc. The Creative Group Head briefed the Copy Supervisor to materialize the ideas and develop contents with the copywriter. The Art Director also put his team at work to develop a storyboard. The whole team periodically sat in group meetings to generate and co-ordinate ideas and concepts etc.

The senior client service executives worked as a link between then Client and the agency creative team. They kept the client updated with the developments, took the client's

feedbacks and relayed it back to the creative team. The junior client service executives oversaw the creative team, made sure they made deadlines and the client's requirements.

After the TVC was written it was presented to the client along with a storyboard. After the client approved the idea, the agency called upon different Production houses to bid and pitch ideas for making the TVC. The productions give their presentation to the client and agency on how they want to make it along with location, costume and model details; along with production budget. After the production house was chosen, the agency worked closely with the production house in the pre-production of the TVC. The client service manager contacted relevant vendors like camera unit, set and location providers, post production service etc. and the client service executives stayed in touch with them. The client service team also dealt with the budgets and oversaw that the clients were not overcharged and money was not unnecessarily spent.

During the shooting, representatives of both creative and client service teams were present to monitor the filming and provide necessary support. The creative team ensured that it was going the way they have envisioned the film. The client service team ensured that it was meeting the client's requirement and the brand's identity. They also attended to representatives of Robi present at the shoot. Arifin Shuvo, a leading Movie star of the country was chosen as the brand ambassador in the TVC. Therefore, it was necessary for the client service to ensure his safety, hospitality, protocols etc.

After the shooting was done, the agency worked closely with the post production units like editing, dubbing, voice over, sound designing, music, color grading etc. A client service executive and a member of creative team as present at all process. During major parts like Editing & Color grading Managers from both departments were present.

After the film was finally complete with post production and all, the client service executives shared the first cut with the clients. It was viewed by the clients and they came up with some corrections. The client service team monitored the corrections made by relevant parties and shared it back with the clients. After the clients gave their final approval the film was ready for broadcast. The Media Buying team bought spots on Television channels for the TVC to be shown. They meticulously chose the higher rated channels, right timing for airing the TVC's through the day, right price for prime time /peak hour etc. ***More or less similar process was followed while developing other contents.***





I was responsible for finding reference images and proof reading.



I was responsible for contacting the model and relevant vendors like camera unit, cameraman, location provider etc. I was also present at the shooting to oversee the process.



I was responsible for finding reference images and proof reading.



I was responsible for overseeing the editing of the smaller cut versions of the TVC

## **SCOPE**

Since I have prepared the report based on my own work experience during my internship period at Adcomm, I had the opportunity to obtain firsthand knowledge on many issue. Besides I was fortunate to have an extremely helpful work environment and colleagues. They have taught me as much as they can about every detail of the mechanism of an agency and specifically the role of client service. I had the chance to work with other teams and groups too which was extremely helpful for me to receive broader idea about the job and the industry.

I have tried to explain to the readers the multi-layered and diverse roles the client service unit plays in an agency and since Robi 4G launching was a relatively big event both financially and content wise; I got to observe and participate in the most rigorous and challenging project a client service team could handle.

## **LIMITATIONS**

One of the major limitation was time factor as I had to prepare the report by the 6<sup>th</sup> week of my appointment at Adcomm. There were also issue with classified information that the Brand and the agency would not like to share.

## **CHALLENGES & PROPOSALS**

The main challenge was to make smooth communication s between the Creative team and the client. It was a very high-pressure campaign and almost everyone in the creative and client service team was working round the clock. It was hectic and sometimes the creative team members were not in the best of moods. The client service executives had to be very patient and understanding at the same time while also getting the work out of them to meet deadlines.

The client service team was understaffed and some of the executives had to juggle between too many projects and tasks which was quite hectic for the team.

One basic problem I personally faced due to my academic background is that, Service marketing was a part of my major but I had not taken advertising related courses. Therefore, it was a little tricky for me to grasp some concepts easily.

*My proposal for overcoming these problems are:*

- Increase the man power in client service department.
- Increase resources for the creative team like faster and more modern work stations.
- There must be more web and social media presence of the company.
- Put more focus on the Digital Campaign unit ‘Bagher Bacha Digital’ to relieve some pressure from the core creative team.

## **LESSONS LEARNED**

*Some of the lessons I have learned from my **Internship program** are:*

- Time management and punctuality in the delivery of the service or product is a very important issue in the business world.
- Man-management and how you handle your colleagues and clients with your behavior and attitude plays a major role in getting the work done smoothly.
- Brands, especially a big brand like Robi, have some certain sets of rules or guidelines that need to be strictly followed while doing their campaigns.

## **RECOMMENDATION**

- Personally, I need to gather more expertise in the advertisement world and learn the terms and concepts through work experience.
- In the affiliation paper there could be more segments for little more in-depth evaluation of the topic.
- I had to do the report in the summer semester so therefore I got relatively less time to complete it. Maybe the authority could look into this to find a better option.

## CONCLUSION

I was very fortunate to do my internship program with Adcomm because I actually got to learn the inner operations of the Agency and the technical aspects of advertising. It was very helpful that I joined during such a huge campaign and I got to be a part of the most enormous procedure possible. I had very little knowledge about the advertising industry prior to joining Adcomm within just one and half month period of my Internship program I have accumulated a vast array of knowledge and experience.

## REFERENCES

- [https://l.facebook.com/l.php?u=http%3A%2F%2Fbbewe.com%2Fmembers%2Fgeete-ara-safiya-choudhury%2F&h=ATNVvYumLqhlFebj6Jo6HPs23NI5FOUDtLwelf7r2-rKJ19FVib7GFQg87WFcjISb6Fgndi9e\\_T1c39ckvbt1nsnydeLon25NZXHjf\\_aCBDRZQrnvMrI4A](https://l.facebook.com/l.php?u=http%3A%2F%2Fbbewe.com%2Fmembers%2Fgeete-ara-safiya-choudhury%2F&h=ATNVvYumLqhlFebj6Jo6HPs23NI5FOUDtLwelf7r2-rKJ19FVib7GFQg87WFcjISb6Fgndi9e_T1c39ckvbt1nsnydeLon25NZXHjf_aCBDRZQrnvMrI4A)
- [https://l.facebook.com/l.php?u=http%3A%2F%2Fm.theindependentbd.com%2Fpost%2F137085&h=ATNVvYumLqhlFebj6Jo6HPs23NI5FOUDtLwelf7r2-rKJ19FVib7GFQg87WFcjISb6Fgndi9e\\_T1c39ckvbt1nsnydeLon25NZXHjf\\_aCBDRZQrnvMrI4A](https://l.facebook.com/l.php?u=http%3A%2F%2Fm.theindependentbd.com%2Fpost%2F137085&h=ATNVvYumLqhlFebj6Jo6HPs23NI5FOUDtLwelf7r2-rKJ19FVib7GFQg87WFcjISb6Fgndi9e_T1c39ckvbt1nsnydeLon25NZXHjf_aCBDRZQrnvMrI4A)
- [https://l.facebook.com/l.php?u=https%3A%2F%2Fwww.greatsampleresume.com%2Fjob-responsibilities%2Fclient-service-officer-responsibilities%2F&h=ATNVvYumLqhlFebj6Jo6HPs23NI5FOUDtLwelf7r2-rKJ19FVib7GFQg87WFcjISb6Fgndi9e\\_T1c39ckvbt1nsnydeLon25NZXHjf\\_aCBDRZQrnvMrI4A](https://l.facebook.com/l.php?u=https%3A%2F%2Fwww.greatsampleresume.com%2Fjob-responsibilities%2Fclient-service-officer-responsibilities%2F&h=ATNVvYumLqhlFebj6Jo6HPs23NI5FOUDtLwelf7r2-rKJ19FVib7GFQg87WFcjISb6Fgndi9e_T1c39ckvbt1nsnydeLon25NZXHjf_aCBDRZQrnvMrI4A)
- [https://l.facebook.com/l.php?u=http%3A%2F%2Fwww.ipa.co.uk%2Fblog%2Fcareer-s%2Fthe-evolving-role-of-client-services%2F10026%23.Wr--fXNxV-E&h=ATNVvYumLqhlFebj6Jo6HPs23NI5FOUDtLwelf7r2-rKJ19FVib7GFQg87WFcjISb6Fgndi9e\\_T1c39ckvbt1nsnydeLon25NZXHjf\\_aCBDRZQrnvMrI4A](https://l.facebook.com/l.php?u=http%3A%2F%2Fwww.ipa.co.uk%2Fblog%2Fcareer-s%2Fthe-evolving-role-of-client-services%2F10026%23.Wr--fXNxV-E&h=ATNVvYumLqhlFebj6Jo6HPs23NI5FOUDtLwelf7r2-rKJ19FVib7GFQg87WFcjISb6Fgndi9e_T1c39ckvbt1nsnydeLon25NZXHjf_aCBDRZQrnvMrI4A)