



Inspiring Excellence

**Internship Report Topic**

Asiatic 360 and beyond

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## Letter of Transmittal

30 July 2018

Md. Mamoon al Bashir

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**Subject: Submission of work experience report on Asiatic 360 and beyond**

Sir,

I would like to thank you for assisting me throughout my internship report for this course. The internship tenure has given me the opportunity to work with the leading ad agency of the country Asiatic 360. I am also very glad that you have allowed me to work on a topic that I have wanted to work on my own. I genuinely gave my best effort to complete the report just the way you wanted.

Please feel free to contact me if you have any queries. I would be very happy to provide you with any clarification regarding the report.

Sincerely,

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Section: 1

## **Acknowledgement**

I would like to express my sincere gratitude to my internship program supervisor Mr. Md. Mamoon al Bashir (Sr. Lecturer, BRAC Business School, BRAC University) for his guidance and instruction that enabled me to accomplish the internship report successfully. I would like to thank my organizational supervisor Tasnuva Ahmed (Associate Executive Director, Mindshare Bangladesh) and Farah Subarna (Director, Asiatic 360) for giving me the opportunity to perform my internship program. I would also like to thank all the employees of Mindshare Bangladesh and my supervisor for helping me and sharing their valuable knowledge regarding how to work in an organization effectively throughout my career life.

## Table of Contents

Executive Summary.....	5
Organization Part .....	6
Introduction .....	6
Company Overview .....	6
Evolution of the Company .....	7
Mission & Vision of the Company.....	7
Organization Tree .....	8
Major functions and Description of its business.....	8
Challenges and Overcome Strategies .....	12
An assessment of the company’s current state of operations .....	14
Works of Asiatic 360 .....	14
Achievements.....	16
Project Part .....	16
Introduction .....	16
Literature Review.....	17
Activities Undertaken.....	19
Challenges and Improvement Strategies .....	20
Lessons learned from the internship program .....	22
Concluding statements .....	23
Reference .....	23

## Executive Summary

My internship report is based on the Affiliation Descriptive Format (Experiential). I have made the report into two parts. First one is the Organization part where I discussed about Asiatic 360, their services and different companies etc. In the second part, I have discussed about what I have learned and the challenges I have faced throughout my career.

Asiatic 360 is one of the leading marketing communication agencies in the country, catering all type of marketing solution with innovation to the Brands since 1966. The company helps different companies to build their communication in different platforms, in different sectors. I have demonstrated the vision of Asiatic 360 and how it evolved from time to time, the organization tree and their different services and functionalities. Under the umbrella of Asiatic 360 there is Asiatic JWT, Asiatic EXP, MRCB, Group M, Radio Shadhin, Forethought PR and different other companies (in total 16). They manage big brands like Banglalink, BAT, Samsung, Skitto, Unilever, PRAN, Nestle, Pepsico etc. They have won numerous local and international accolades. I have mentioned some of the best campaigns done by Asiatic 360.

In my tenure in Asiatic Mindshare Bangladesh, I was assigned to look after the servicing of some of the big brands of the country – Symphony Mobile, Bashudhara Foods, Bajaj etc. My servicing role included maintaining the client agency relationship, maintaining the internal communication, monitoring community service, ensure the brand persona establishment through the requirements before deliver the work to the client according to the brief etc. There were both mismatch and relevance between my Academic and Experiential knowledge. I got to experience that the real-life knowledge is far different from the academic knowledge. In short, Asiatic Mindshare Bangladesh really helped me to build a promising career life.

## Organization Part

### Introduction

We live in a world where nothing is impossible. People can reach out to each other instantaneously with the blessing of technology. Advertising today has become very different what it used to be years back. Human behavior has changed rapidly while most of their time pass on mobile or on laptop for browsing social media, app or other digital media channels. Big companies are adapting to this change and trying a bring a balance between traditional and digital advertising. Digital has been integrating with all sorts of advertising sectors - Media, Communication, Production, Research, PR, Event etc. As this report is based on the topic 'Asiatic 360 and beyond', the objective of this organization part is to demonstrate the journey and stories of Asiatic 360. Hence, this part focused on different organizational aspects the company - their overview, mission, vision, evolution, operational procedure, clients, challenges, achievements etc. All the contents of this part are taken either from their information hub or from their senior management apart from my hands-on work experience.

### Company Overview

Asiatic 360 is one of the leading marketing communication agencies in the country, catering all type of marketing solution with innovation to the Brands. The journey began on May 15th, 1966 with the name East Asiatic to serve the traditional businesses in the nonexistence of Brands in that time. In 1966, Asiatic associated with one of the oldest global agencies in the world, with 150 years' experience in the marketing communications & that has grown to be the 4<sup>th</sup> largest international communication group – J, Walker Thompson (JWT), assisting them to provide pioneering innovation and marketing solution to their clients by global guidance to the international guideline. In the last 50 years, Asiatic 360 proved themselves as the pioneer and a diversified company in their operation in 360 marketing communication solution providers in the country. Asiatic 3sixty has more than 13 companies under one umbrella to serve the clients and provide services such as communication, public relation, research, experiential marketing, audio-visual production, media buying, printing, outsourcing, broadcasting and digital

marketing. Overall, Asiatic 360 has got 890 people in all of the wings and has honor of being one of the most desired company in the country.

## **Evolution of the Company**

After becoming Asiatic MCL with only 8 employees and pitching to brands for advertisement, the chairman felt that advertisement by itself cannot be complete without other relevant fields in communication.

Advertisement has a creative department, media department, production department and a research outfit to name a few. Each of these are full activities by itself. So, in a creative agency, assuming that someone working as a copywriter, planner or in servicing will know about media is not fruitful. For that, media should be a separate independent company. Exactly like that, there should be a separate production company for someone who is producing. When it goes to events, it should be a separate full-fledged company so that proper attention can be given to create successful events. Therefore, every department emerged as independent entities.

All of these are serving the purpose of total communication. It is to do with the consumer mind. They wanted that share. And, to get the most share of the consumers mind, they needed to be able to tag them from all angles. And so, it has to be all pervasive and all inclusive.

And that is how the concept emerged. The name was kept randomly, but it has grown in 360. They have successfully formulized the word. And thus, they have become Asiatic 360.

## **Mission & Vision of the Company**

### **Mission**

The mission of Asiatic 360 is to keep evolving in size and dimension. They will make their requirements meet whenever it arises.

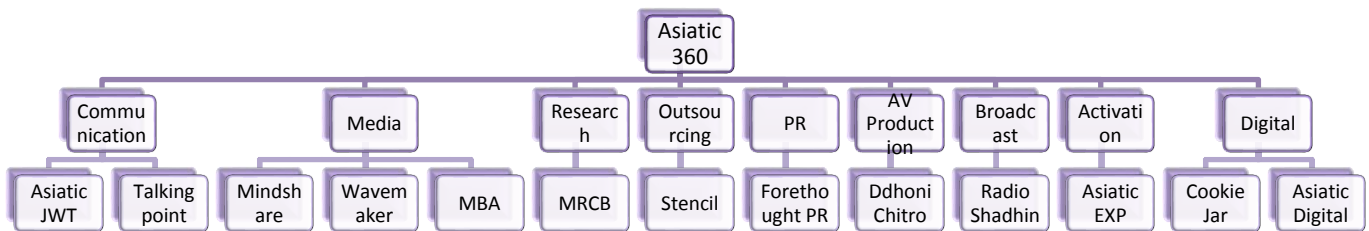
### **Vision**

The Vision is to create a work culture that inspires people to be curious, stay hungry and motivated, so they can create extraordinary ideas in all fields of communication.

## Organization Tree

The organization has different entities to meet different communication needs. In broader level, the organization has been divided by the core services ASIATIC 360 provides - Communication, Media, Research, AV Production, PR, Broadcast, Outsourcing, Activation, Design Studio, VFX Studio, Interior, Content and Digital.

Listing down the companies that have been shaping the mediums of communication in all sectors; explore their work and learn what makes them tick –



## Major functions and Description of its business

From building brand identity to providing complete digital solution, from buying ad space for you to creating experiential activations, Asiatic 360 caters to all your communication needs.

### Brand building

They say that perspective is everything; this is a fact that can make or break your brand.

Bringing together some of the best people in the business with hands-on training and finding solutions that are global when needed, or as singular as a simple human emotion, the company provides any kind of communication any brand needs. Their specialty caters to the unique objective and need of the brands to help increase sale, and Top-of-mind Awareness. They build pioneering brands with purpose.



## **Digital**

Times are changing. Thanks to the innovations and efforts, the world is now smaller than ever before. The era of digital is here and businesses are adapting. Forging strong relationships between brands and consumers, the deep partnerships with social platforms give the clients, a leading edge. Building on that knowledge, they use insights from social data to develop social strategies, run campaigns and deliver contagious content.

## **Social**

Advertisement Communication is not only limited to products and services but also it has its impact on social awareness and humanitarian causes. Our team dedicated to Social Communication deals with social welfare needs of people and provides specialized services.

Working with humanitarian giants like UNICEF, WHO, ASA, BRAC and helping them develop social campaigns to give back to the community, Asiatic 360 emphasizes on the different scopes of advertisement goals.

## **Media**

Creativity dies in vein if not reached to the right audience. Creating the right content is half of the job and the other half of the success story lies in reaching to the right audience. And the media buying team does just that. Through careful planning and buying, they make sure the content reaches the right audience at the right time.

## **Content**

The quote “content is king” is originally from Microsoft founder Bill Gates back in 1996. And we can easily claim content is one of the most powerful if not the most powerful thing in advertising. Asiatic 360 provides any and every sort of content one can think of. May it be newspapers or billboards, TVC or radio bite everything is here for you. In fact, catering to all that needs, they have dedicated teams specialized just for that type of content.

## **Activation**

A successful communication focuses on creating experiences that move people. With a team of creative and dynamic professionals, Asiatic 360 have pushed all areas of event management, whether it is artist/celebrity management, product launch, exhibition, road show, fashion show, reality shows and immersive experiences leveraging VR or Artificial Intelligence. With the best brands of the country, they have mastered the art of experiential activation.

## **Research**

It is nearly impossible to make a concrete decision or action without research. That is the secret of a successful brand. Research services include designing and implementing the study, analyzing collected data, and producing quality results that facilitate the client organizations to take an action. The Know-how of making the right investigations in the required information fields helped brands make relevant decisions and consequently enhance their image and growth.

## **Graphic Design**

In this fast-paced competitive world, we communicate best with eye-catching first impressions. So, visual communication is the way to go! To create work that hooks audience to the content, the Graphics Designers' creations are no short of magic. Whether it is a print or digital graphic visual, starting from Point of Sales Marketing, down to ad banners, animations and websites, the team is comfortably adept at painting the picture in your head, as well as bringing brand to life, visually.

## **Community Management**

One of the perks of digital media is the ability to listen to the audience. So, Asiatic 360 provides Community Management services, quenching the thirst of customers' endless queries, observations and opinions regarding a brand. Community Management helps to know what the audience is thinking, how they are reacting to a particular campaign promotion and more. Whatever queries a customer might have regarding a particular brand, dedicated team working 24/7 (by rotation) is there to answer.

## **Broadcast**

Broadcast, or radio, is still a very widely used form of communication that reaches the mass in a way no other communication can. So, here at Asiatic 360, no good Ads get unheard. Asiatic 360 covers everything from musical shows, news, live programs to competitions to name a few. This is where they create most of the RDCs to reach the audience on the go. They also provide opportunities of radio endorsement, partnerships, and shows to brands.

## **Production**

Ever since the invention of television, the world has been enchanting by the magic of cinematography. Starting from productions, video editing, color grading, CG productions, down to post production solutions focusing on animation work and many more, they have teams specializing in production and post-production services, working with various brands.

## **PR**

After creating a successful corporate brand, the next important step is to maintain it. That is why Asiatic 360 provides Public Relations. Public Relations (PR) helps communicate credibly with audiences, as well as to maintain the brand's tone, personality and reputation. PR is not only for external audiences, but also for internal ones. It can also help raise a brand's performance and reliability with them if leveraged fully.

## **Outsourcing**

In this digital era, the market has transcended the limit of borders. And to get a bite out of that huge chunk, Asiatic 360 has a specialized team dedicated to penetrate the lucrative market of graphic visual outsourcing.

## **Interior Designing**

Interior space does not only appeal to one's aesthetic sense but also serves to elevate or even introduce a lifestyle. In commercial or corporate spaces, interior space design is vital for branding, to increase productivity and to even boost sale! Provided in their expertise, they use interior design to create a lifestyle and identity while maintaining high functionality.

Understanding the client's need is half the battle and Asiatic 360 caters to designs around those needs.

### **Web & App Development**

In a world growing digitally, it is crucial for a brand to have a digital presence and footprint and to use all the different digital platforms for communication. Two of these platforms are websites and apps. A brand's impression can rely on the quality of their websites and apps, amongst other things, when people look them up online for information. And so, Asiatic 360 has dedicated a team that excels in creating the perfect image of the brand by developing apps and websites through both top-notch appearance and functionality.

### **Challenges and Overcome Strategies**

#### **Maintaining good communication**

Maintaining good communication is one of the most important challenges the companies face. Being a creative driven organization, sometimes it is very difficult to maintain the quality of work, creativity keeping the process intact. People need to understand the brand essence before doing a communication and maintain deadline strictly. It is not appreciated to do extremely good work but fail to deliver the work on time.

To overcome this challenge, at first the management tries to find out if there is any problem among the people. Then the management switches the client base, give people vacation to change the boredom if there is any. Apart from that, the company talks to target audience, does survey and tries to find out any sort of insight which might help them. The agency people even fight with the client people if required to maintain the right communication.

#### **Retaining smart employees**

Retaining smart and potential employees is a big task as agency job is not typically secured job for the mass people. Mass people usually prefer corporate jobs, bank jobs, government jobs etc. Hence, a lot of good employees leave the company after 5/6 of training is done. There are few reasons for this kind of behavior – Salary, work hour etc.

In order to tackle that situation, the companies have taken few steps. First of all, they have established a very strict monitoring while recruiting an employee. They check the potential employee's background, interest and other criteria to ensure he/she is here to stay and give a number of times. Apart from that, they have few seats kept for extra-ordinary people and spend good amount of money for them.

### **Co-ordination with the Production House**

In order to make a video shoot, companies may need to take help of the reputed production houses. During the project different sorts of problem may arise including – failure to understand the script, wrong location select, financial disagreement.

To avoid the situation, Asiatic arranges several meetings before starting a project with Creative director, copywriter, two/three people from the client service team along with the people from both client side and production side. This sort of meeting (PPM – pre-production meeting) helps to overcome any kind of unexpected issue.

### **Differentiating each company**

As Asiatic 360 has multiple organizations in the same category, it creates problem for outsiders (clients/industry people). The management of the company wants every entity to have their own client base however they do not want them to pitch for the same clients. In the future, they expect every company to have their niche expertise established for the general people.

### **Unstable Future**

As we live in the ever-changing world; the communication pattern, style, consumer's want, desire keeps on changing all the time. To overcome that, the company believes in very flexible culture; they are not rigid with ideas and change. Apart from that, the company hires a lot of fresh new youth who gives the right mindset of the future behavior pattern.

## An assessment of the company's current state of operations

Asiatic 360 has been very successful in this communication business as Asiatic MCL holds the glory of being in this industry for more than 50 years. They have one of the best creative departments in the country – Asiatic JWT. They have the best media operations in the country – Group M (Mindshare, Wavemaker, and MBA). They have one of the best event management services of the country- Asiatic EXP. The company have won different sort of recognition and their work has been loved by the audience.

Currently, different companies of Asiatic 360 are working with clients like Banglalink, skitto, Samsung Mobile and Consumer Electronics, Symphony Mobile, PRAN, Unilever, BAT, Nestle, Pepsico, government projects etc. They are also working with different NGO's and social companies like UNICEF, BRAC etc.

## Works of Asiatic 360

Listing down few of the outstanding campaigns of Asiatic 360 -



National Campaign for Ending Child Marriage



Sisimpur



Banglalink 4G Launch





Lux Channel i Superstar

## Achievements

Asiatic made Hattrick as the most awarded company in Commwards. They are the winner of Accolade, 2017; winner of APAC Effie, 2018; Campaign for Social Good. Asiatic is the only agency to win global top awards- Best Market Development Team, Nokia (2009) and Fame Gold Award for Most Innovative Marketing Campaign, HSBC (2010).

## Project Part

### Introduction

#### Rationale

I am interested to undertake this report in order to learn about the real world and implement my academic knowledge with practical experience. This report is important for me in order to demonstrate what I have learned throughout my internship tenure.



## **Background**

Among the companies of Asiatic 360, I have done my internship in Mindshare Bangladesh. In this project part, I have tried to portray the things I have learned from this internship and my recommendations.

## **Objectives**

- To portray the difference and relevance of my academic and experiential sectors
- To learn real hand experience and implement my knowledge properly
- Understand what I lack and learn those technical skills
- To demonstrate the lessons I have learned
- To demonstrate the activities I have undertaken during my internship tenure.

## **Literature Review**

Mentioning two of the case studies of our recent works in which I was a part of –

### ***Campaign Title: Invincible Bangladeshi***

**Challenge:** The brand Bajaj Vikrant was made from the essence of the aircraft carrier INS Vikrant, which was used in our liberation war. So, our challenge was to connect the brand with our national pride through the 16th December national victory day campaign of Invincible Bangladeshi.

**Idea:** Things are becoming automated. So, these days we are falling out of need of human connection. We don't feel that by helping others we are helping ourselves. On this point of view, we have come to the idea that we want to motivate people to contribute socially contemplating the idea that single drops of water make up the whole sea. With this spirit we came to the idea to implement a campaign which serves the purpose. Thus, comes "Invincible Bangladeshi", a campaign that illuminate people who are contributing socially. As a corporate social responsibility, we felt that Bangladesh being a third world country needs such people to develop from the current situation.

**Delivery:** Our target for the first phase of the campaign was to find out the person who matches attributes of an Invincible Bangladeshi by contributing socially without asking for anything in return. We started our research through searching for records of such person with the help of press and TV media. After a deep dive into the records we have found out ten person who fits our profile. Then by sessions of few discussions with Bajaj Bangladesh we found out one person which actually have a better relevance with the attributes. The person whom we selected was Dr. Jamshed Alam, the change maker of Mirsarai, Chittagong. He invested his whole life by establishing hospitals and educational facilities.

**Results:** The invincible Bangladeshi video has got 4.2 Million impressions with 1.6 Million unique reach along with 0.5 Million video views just within the 10 days of it breaks. The campaign was so hyped in Bangladesh that, it has generated 12 TV coverage including live shows and documentary, more than 20 Press coverage which includes all the leading newspaper of the country and also some live radio show in renowned radio stations of Bangladesh. The PR was totally generic and PR value was approximately \$31,500 USD and it is still counting. Apart of all the PR Dr. Jamshed Alam has got a lot of personal funding for carrying out his development projects.

***Campaign Title: Eid er Khushi Share Koro***

**Challenge:** Being a local brand Symphony Mobile needed a greater exposure in Bangladesh since the competitors were spending heavily. So, the challenge was to localize the brand image in the social and cultural aspect so that it stands out in the Bangladeshi market.

**Idea:** Bangladesh is a third world country which is still on its way to development. There is still a mass amount of people over here who struggle to fulfil their five basic needs. However, there are people over here who have the capacity to help those who are in need but because of the mechanic lifestyles in the cities there are lesser scope of time for them to help. So, our idea was to make a campaign which gives the accessibly for those who wants to come forward to help specially during Ramadan.

**Delivery:** The campaign was that, with the purchase of Symphony handset a certain amount of the spending would be collected and the funds would be used for Eid dresses and education material for one year for deprived children. Moreover, we needed to find out a way of how we could authenticate the intension. So, Mindshare sat with Symphony mobile and came up with the idea to make a partnership with Jaago Foundation. We started with an emotional video to create awareness on Facebook and YouTube. We also have done some TV and press PR activities on it. Then when the fund was raised during the Ramadan, we shared a video on Facebook revealing the reaction of the children. We also did some post campaign PR on it. Results: The 'Eid er Khushi Share koro' video got 29,789,883 impressions with 2,149,836 unique impression along with 5,779,106 video views. It got a post execution PR coverage of 10 newspaper.

### **Activities Undertaken**

I am very fortunate that I have learned a lot from Mindshare Bangladesh. Through-out my internship tenure, they neglected my lack of skills and helped to overcome my fear and incapability. These are the activities I was assigned or involved with throughout the tenure.

### **Work-related**

After joining the company, my first task was to do get oriented with the company process and culture. Then I was assigned some research assignment. After a week, I was given 3 clients to manage after the supervision of an account manager. These are the following accounts - Symphony, Bajaj, Bashundhara.

Symphony is one of the biggest Smartphone companies in terms of the market share. But since Xiaomi entered the market, their share started reducing, and also other competitors like Oppo, Samsung, Huawei are becoming very strong. So, Symphony's main objective in the digital ecosystem is to stay relevant in the consumers mind and communicate the value for money proposition the phone carries.

Apart from Symphony, I was also assigned to service two brands of Bashundhara Foods and Bajaj. Bajaj is an interesting client, as I need to maintain the relationship with foreign people – Indians. They are very professional in terms of their work.

My task involves communicating with the client and also with the internal creative team. Understand and decode the project brief, debrief to the creative people, ideate with them, supervise and ensure the brand voice is properly established through the creative work, receive the finished work and deliver it to the client, get feedback from client (if there is any), publish the content in different digital platforms. Apart from these, I have to monitor whether the community management of my assigned clients are being handled properly and professionally. I involve and seek for help from my supervisors whenever I stuck into a serious problem and fail to understand the exact task I should do.

### **Organization-wide**

I was also assigned to arrange the annual iftar party with the clients and internal annual foreign trips. I felt really honored that the management believed in me. One reason probably they noticed is my people management skill.

## **Challenges and Improvement Strategies**

Issues and problems encountered and identified during the internship affiliation with the organization/company.

### **Identified in the organization**

1. lack of technical knowledge

Solution I came up: Be a diligent learner and be prepared for all the tips and tricks whenever I got from my colleagues especially from seniors and supervisors. Watch YouTube tutorial videos regarding the hacks of PPT, Excel etc.

2. being able to talk to people professionally

Solution I came up: Follow and learn tips and tricks from senior colleagues; how they talk to people; what to say and what to not to clients.

### 3. Adjusting to the immense work pressure

Solution I came up: I tried to divide my work into few segments so that I don't get much pressure. Apart from that, I learned the **Mantra** 'work smart instead of working hard'

## Activities Undertaken

### Mismatch

	Academic Preparation	Job Experience
Timely Delivery	In academic life, most of the teachers eventually accept the project even after the delivery deadline	In job life, if you fail to miss a project to deliver on time, that project may not be implemented
Technical Skills	The academic preparation gave more emphasis on exams rather technical knowledge.	In job, the importance of technical knowledge is much higher than bookish knowledge
Communication	In academic life, I have seen students to be very much self-centric. I could not realize the importance of communicating effectively with my instructors or group mates.	In job life, I got to learn the importance of communicating properly with internal and external team; whether I am sick, or I am working on a certain part of the project or I am late for office everything is very important.

## **Relevance**

1. My job falls under marketing department. In my MBA life, I have learned about different aspects of marketing – branding, consumer behavior, market research, strategic marketing; for which I was familiarize with terms used in my job sector.
2. The way BBS designed the MBA course helped me to connect with a lot of people and thus create a strong network. My job also requires me to create strong network within and outside the industry to get more clients and good reputation about myself.

## **Lessons learned from the internship program**

These are the valuable lessons I have acquired from my internship program-

### **Organization/Company**

1. The importance of meeting project deadline. All through the six years of my BBA and MBA life, my teachers have been mentioning about the importance of this. However, I did not realize the significance until I joined here
2. One has to be very professional in terms of his/her behavior whatever mood, health condition, and personal problem he is dealing with. One should not mix both and affect work process
3. Team work is very important and personal achievement is much bigger than achieving team goal.
4. From skill level learning, I have learned how to communicate with clients properly, email etiquette etc.
5. Ability to work under pressure

### **University's Internship Program**

1. The importance of a project deadline
2. The significance of choosing a good research topic and create the skeleton. If one can choose these wisely before diving into the detail work; the work gets much more easier and one actually knows what to do

## Concluding statements

### Summary

The importance of advertising is immense in today's world. It is highly recommended for companies to start promoting their brands and products both in traditional medium and digital medium. Being a Marketing graduate, I was really mesmerized to work in a top advertising agency where I can utilize the relevant expertise I have learned throughout my study. The internship program helped me to communicate properly with my target audience, helped me to understand the importance of different communication channels, the significance of work culture, working in a team of hundred other people, technical skills. Mindshare Bangladesh really helped me to achieve the knowledge mentioned.

### Recommendations for Future Strategic Actions

I don't have much recommendation for the internship program. I believe this covers all the aspects requires learning properly. However, I would like to share one/two areas which the BBS authority can consider -

Focus on weekly journal can be given more than the existing structure we have. Organization and other project part can be made bit simpler than the current state.

I have seen some of my friends really struggled to get an internship. Hence, if affiliation with different corporate companies or agencies increases, it will help students not to waste their time and immediately start working for any company.

## Reference

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- Company profile of Asiatic 360. (n.d.).