

Report On  
“Analysis of Analyzen from a copywriter's perspective”

By  
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An internship report submitted to the BRAC Business School in partial fulfilment of the requirements for the degree of Bachelor in Business Administration.

BRAC Business School  
BRAC University  
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## **Declaration**

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

**Student's Full Name & Signature:**

**Ishraq Bashar**

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19304115

**Supervisor's Full Name & Signature:**

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**Supervisor Full Name**

Designation, Department

Institution

## **Letter of Transmittal**

Ms. Rahma Akhter

Lecturer,

BBS

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of the Internship report on “Analysis of Analyzen from a copywriter's perspective”

Dear Madam,

I hereby submit my internship report titled “Analysis of Analyzen from a copywriter's perspective”. In this report, I tried the closest possible analysis of Analyzen a marketing agency, on how the organization works and functions also how the organization caters to its clients. My earnest hope is that this report shall meet your expectations and my overall experience as a copywriter at Analyzen was indeed a great experience for me.

Sincerely yours,

Ishraq Bashar

19304115

BRAC Business School

BRAC University

October 6th, 2021

## **Non-Disclosure Agreement**

This agreement is made and entered into by and between Analyzen Bangladesh and Ishraq

Bashar ID:19304115

I, Ishraq Bashar hereby declare that all the information given below is taken from Analyzen Bangladesh with their knowledge and permission.

## **Acknowledgement**

I would like to thank a lot of precious people in my acknowledgement. But the firstly I have to thank Ms. Rahma Akhter for every valuable information and guidance she provided me without which this report would have been incomplete. Also, Ms. Mahreen Mamoon who in my early stages in BRACU inspired me to be a copywriter.

Secondly, I would love to thank Mr. Mazharul Islam Khan, my team lead whose guidance and warmth has provided me a cocoon to stay safe, Ms. Arsheen Rabbani and Ms. Suhi Ahmed Susan who taught me everything I need to know about being a copywriter. But it would be a sin not to mention Mr. Inzamul Hossain and Vivian Pantho Adhikari without who I probably would not have been a copywriter.

A few special mentions are a must, Mr. Itmam Bashir, Mr. Niaz Mohammad Mohiuddin, Ms, Zehra Tasneem, Mr. Md. Asif Salman and Mr. Tousif Uddin. Without their support a journey this long would have been impossible.

Last but never the least, my family. Without their support a journey this long would have been nigh impossible.

## **Executive Summary**

According to my viewpoint the internship program is an extremely valuable program as it teaches and endows experience unto every student under the program which in turn prepares the for the corporate life which lies ahead. I applied for the position of a copywriter under a creative team for Analyzen Bangladesh which is a marketing agency in Bangladesh and also the oldest marketing agency in Bangladesh. The topic of my report for the internship program was “Analysis of Analyzen from a copywriter's perspective”.

This report was prepared on the perspective of the three months of practical work from home experience I completed in Analyzen. This internship program not only taught me about the life at a marketing agency but also taught me how to function as a part of a creative team pushing out contents, content plans and pitches for potential clients on a daily basis.

Analyzen has a very democratic setup. The client servicing team and the account teams takes the responsibility of handling the clients such as the acquiring of clients, content, marketing strategies and types of actions they will take. The media planning and finance team is in charge of the budget handling and what kind of budget is available for the client and also handles the payment from clients as well. The Human Resource department as the name suggests is in charge of handling the employees and the board of directors handle the entire company and lastly the creative team which is the heart of the entire process, they pump out everything necessary for the company to run.

These teams work in unison as there are multiple creative teams which the client servicing teams choose to work with. The client servicing team has to collaborate with the client acquiring and accounts team.

The company has the goal to expand as international clients are acquired and to make become a benchmark and cornerstone in the Marketing Industry by using their resources to the fullest and top most potential. Which will create contents which will be pleasing and memorable in the public’s mind. The need to satisfy the clients is a must for the company as well.

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**Origin of Report:** The origin of the report comes from the BUS400 course otherwise the internship program. This report was designed for students to gain experience in the corporate world as they start gaining experience and to note down a detailed description of their experience, what they have learnt and what recommendations and solutions they can come up with for the organization in question.

**Report Objective:** The objective of the report is to make sure the students have applied what they have learnt in classrooms and how they have applied it in the corporate world scenario. But the general objective would be to meet all the tasks and expectations set by the course BUS400 otherwise known as the internship program.

Diving down to the specific objectives of the report, the main objective is to analyse Analyzen Bangladesh from the perspective of a copywriter, to give an overview of Analyzen Bangladesh. Also, to find how can the system of the entire organization can be made more efficient and the projects handled by me as a copywriter directly or indirectly.

**Report Scope:** This report creates a unique scope as it contains detailed information on projects undertaken by the company, the types of services provided by Analyzen Bangladesh, detailed description on what a copywriter does and what role it plays in the running of the company.

**Methodology and sources of data:** This report was constructed with the full use of primary data, the reason behind this would be that since this is a creative job considering my experience as a copywriter, I could only use the data available to me which are the works and projects I participated in first hand or partially.

## **Limitations:**

Due to the world being under a pandemic which is COVID-19 there were multiple limitations faced on the course of making the report. The limitations were that direct information from face-to-face conversations could not have been gathered. At times power outage, disabling and server crashes of social media led to direct challenges at work due to the lack of communication. Internet connections and server crashes at times created huge issues which otherwise would not have been an issue at all. Personal problems such as parents and siblings suffering from COVID-19 created a gap from work as focus was scattered and created distractions because taking care of the family became a first priority. Client meeting were problematic at times as the client could not explain what they exactly wanted at times which created a lack of communications and created discontent between two parties at times. Lastly, live shootings of videos and photo shoots became problematic because of the covid situation as models and actors did not want to break their own COVID-19 protocols and come to the set. In turn they asked for a hefty sum of money from the clients or Analyzen Bangladesh which at times stopped the shooting overall as recasting had to be done because the asking sum of money by the actor or model went greatly out of budget.

## **Chapter 1: Introduction**

### **Overview of the company:**

Analyzen was founded by two BUET CSE graduates in 2008. Sumit Saha, the technology expert, and Ridwan Hafiz the creative expert of the company initiated a software development company from their dormitories. From that humble beginning, Analyzen has now become the first-ever digital marketing agency in Bangladesh. In 2014, the company signed Risalat Siddique as their co-investor. He brought to the table a set of core values and beliefs, as well as strategies, to help the company grow further. Soon after, Analyzen started operating as a private limited company.

With the expansion of its own branch in Singapore in 2016 and Myanmar in 2017, they have also managed to succeed as the first Bangladeshi digital marketing agency to go global under their own name. Through their branch in Singapore, Analyzen has been able to cater to customers all over Southeast Asia. The company's expansion earned them a media buying & ad publishing activities leader, Delwar Hossain.

Analyzen values passion, resilience, delivery, and teamwork. To achieve their goals, they combine affiliative and laissez-faire leaderships; by entrusting their workers to carry out their respective tasks, as well as maintaining harmony by keeping high worker morale. Their vigilance and excellence have earned them the recognition and goodwill that they possess today.

### **Services provided by the company:**

Analyzen provides multiple services such as providing 360-degree marketing solutions as Analyzen is capable of designing brand and omni-channel (television, strategies keeping digital marketing at the centre with precision and dexterity). From acquiring insight, generating ideas, making appropriate plans and ensuring feasibility for execution the team ensures to deliver a proper strategy for clients to boost their business into a new level.

Data Analytics is provided so that clients and the Analyzen team itself can benefit and work around it making the system much more efficient and smooth.

Website designing and app creation is a part of the 360-degree marketing strategies provided to the clients

Media buying is a very important as the media buying team creates a spot-on media buying strategy, putting it into execution and finally achieving cost optimization for better ad performance and ROI for the clients and their brands.

### **Clients of Analyzen Bangladesh:**

- KFC Bangladesh
- Pizza Hut Bangladesh
- HSBC
- Bengal Meat
- Bangladesh Technosity Limited
- Aarong
- Perfetti
- Shopoth
- Penthouse Livings Bangladesh
- City Bank
- ACI Coro
- ACI Sunquick
- Horlicks
- IPDC
- 7UP

These are just some of the clients one of Analyzen's creative team handles as there are much more clients assigned to other teams.

## **Chapter 2: Body and Description of the report**

### **My role in the company:**

Since I applied for the role of a copywriter in the creative team of Analyzen Bangladesh. The duties were simple and straightforward. The duties were to:

- Write/type the contents of visual contents which goes on the social media and other media as well.
- Write scripts for advertisements and videos which will be created for clients
- Write captions for social media posts.
- Go to the sets of the shooting to see if the director/producer/film maker has matched the description of the creative suggestions from the creative team of Analyzen Bangladesh and is also matching what the client has asked for.
- Creating ideas for briefs given by the client.
- Suggestion and creation of brand campaign names and tag lines.

### **Questions to be asked**

The questions that are needed to be asked in this report are:

- How can the marketing agency Analyzen Bangladesh perform more efficiently?
- The analysis of Analyzen Bangladesh.

## **Chapter 3: Projects Undertaken by Analyzen Bangladesh and my roles in those projects**

### **Aarong**

For Aarong I personally have taken on multiple projects for the client as a copywriter when my head copywriter was unavailable. Mainly the tasks that was completed in these projects were writing captions and writings in visual contents otherwise known as copies. Story boards were created for some campaigns. Ideations were done, articles for magazines and newspapers were written and lastly search ad copies were made for Aarong.

ICC T20 World Cup Jersey campaign for the Bangladesh Cricket team was the most recent project. Where my role as a copywriter was to create a tag line for the campaign which I am not free to disclose as client privacy privilege. Video directions for a campaign video was given as well which tell the story of the Bangladesh Cricket team in their journey so far in the history of the T20 World Cups. Another script for a video was made which was the "Evolution of the Bangladesh cricket team jerseys in the T20 world cups over the years. Engagement contents like 2 quiz contests were created by hands as well.

Moving on to the next project which was the "Aarong 2021 Puja Campaign". My role over here was to create a story and add lines for a digital billboard commercial. Captions for photos and alums were also created and approved by Aarong for this specific Campaign.

The final project for this brand would be the Eid Ul Azha 2021 Campaign for which I had to write an article which would go out to other media platforms.

The exact article is written below:

### **Title: EID UL ADHA STYLING GUIDE**

Aarong brings their Eid Ul Adha collection this summer where dreams are woven into reality. The allure and mystique of the silk and muslin sarees with their cotton panjabis and nakshikatha

themed kameez will steal the limelight. But their vintage themed royalty like katan sarees will be the belle of the ball as it is sure to linger in anyone's memories. While the dark backgrounds of the photos sets a mystical tone which highlights the sarees in ways we can only dream of.

### **Celestial in Sarees**

It is that time of the year where expressing your happiness becomes an art form, nothing expresses happiness more than what you wear. So, this Eid with our new collection of sarees, express your happiness like never before. Be it floral print, tie dyed, balitex, or a vintage classic. Let the soft silk grace your skin with its fine feel, may the endi help you with the comfort it brings during the heat of the day and the vintage feel of the muslin make you shine everywhere you go. The depiction of Nakshikatha's presented in a modern fashion gives the sarees a rather modern classic look. The variations in colours and patterns like geometric and tie dye patterns give the collection a wide assortment to choose from. Immerse yourself in this dream of a universe this Eid Ul Adha

### **Regal in Katan**

Let a regal mood take over you as the luxury of the Katan give depths and layers to your look as you have never imagined before. These intricately designed sarees, paired with gold or silver jewellery can light up any event. These sarees make a statement, and it is a part of Bangladeshi culture and it brings grandeur to every event. Aarong's Islamic-inspired motifs and vintage themed Mirpur Katan will be the most craved for collection this Eid.

### **Polished Confidence**

Given that Panjabi's are an absolute staple for every boy or man for every Eid. This Eid ul Adha is no different so make your wardrobe posher and more sophisticated with our collection of Panjabi. Experience the comfort of the cotton and dress to impress donning coatees along with the Panjabi to make you stand out in every event. You can go for a simple and neat but near perfect approach with the minimal designs of the Jacobean theme palette with their soft hues of whites or browns setting a posh note for all the gentlemen or go trendy with Aarong's short kurtas and their floral prints and patterns. Nonetheless, this Eid the Aarongpanjabi's will shine in their own accord whether there is a moon in the sky or not.

## **Casually Chic**

If sarees are not your thing and you want to be more comfortable this Eid, then look no further than our dreamy kurta/kameez collection. Handcrafted to absolute perfection for this Eid we bring you the luxury and homely feeling of handlooms, the heat beating relief of cotton, and the pristine and elegance of linen and georgette.

The playfulness of tassels on dupattas, hand-embroidered designs, and the bedazzling mirror work with Kantha theme is sure to leave everyone awestruck this Eid ul Adha. This could be your one-stop destination for Eid shopping as Aarong brings their A-game once again this Eid ul Adha.

A few other smaller projects were undertaken like the Home Decor Photo contest and the AarongJewellery Photo Contest where the contestants or target audience had to upload photos of their home or aarongjewellery, tag aarong and get a chance to win prizes or get featured in the aarong website. My role in this project was to craft the contest itself and write down the copies for the visual contents that went online.

Other than these my role was to push out captions for Aarong's social media pages

## Bengal Meat and Bengal Fish

Since Bengal Meat and Bengal Fish are more Bangla focused brands my role here is to mainly write a script when Analyzen Bangladesh had to pitch to get Bengal Meat as a client. But after the acquiring the client my main role as a copywriter here was to create English version of copies already created and to translate captions.

The three scripts also called stories for the "Bengal Meat Eid Hassles" are given below

### Story 1

গরুরহাটেকোরবানিরগরুকিনতেগেছেশালাদুলাভাই।  
হাটেকোরমালিকেরসাথেশালাদুলাভাইএরকথোপকথন

শালাঃ **ওস্তাদএইগরুটাকতো?**

মালিকঃ **৬০ হাজারএকদম**

দামশুনেশালাদুলাভায়েরকানেফিসফিসকরেবলবে, **দুলাভাইদামতোকম, এইটা ই কিনাফেলি।**

উত্তরেদুলাভাইবলবে, **আরেমাত্রতুকলামহাটে, আরএখনকিনাফেলবি?**  
**সামনেচলকমদামেআরওভালগরুপাবি।**

শালা-দুলাভাইকেহাটেঘুরেঘুরেগরুদেখতেথাকবে। **ঝারহয়েকিনেদেখাযাবেঘড়িরকাটাঘুরছে।**  
কিনেউঠবে, a few hours later...

শালা-দুলাভাইকেসেইপ্রথমগরুবিক্রেতারকাছেফিরেআসতেদেখাযাবে।

দুলাভাইঃ **গরুরশেষদামবললাম ৫০ এ ছাইরাদেন। আপনি ও খুশিআমরা ও খুশি।**

মালিকঃ **আমারেকিগরুপাইসেননাকি? এইগরুরদাম ৯০ হাজার।**

দামশুনেশালা-দুলাভাইএকেঅন্যেরমুখচাওয়া-চাওয়িকরতেথাকবে।

আর **গড** **ভয়েসে** **আসবে,** **এতদামউঠানামারঝামেলানিবেনকেন?**  
**আপনারপছন্দেরগরুকিনেনিনবেঙ্গলমিটওয়েবসাইটথেকে। নাআছেহাটেঘাওয়ারঝামেলা,**  
**আরনাআছেডেলিভারিরটেনশন।**

**শুধুবাসায়বসেপেমেণ্টকরেদিনআরবেছেনিনআপনারপছন্দেরগরুকিংবাখাসি।**

আউটরো,

ত্যাগেরঈদে

আপনারসাথে

বেঙ্গলমিট-এরলোগোআসবে।

## Story 2

গরুরহাটেদেখাযাবেশালা-দুলাভাইকে।

দুজনেইবেশচকমকেপোশাকপরা।

দুলাভাইয়েরপকেটেটাকারবান্ডেল।

হাতেব্রিফকেসসেখানেওটাকা।

আরশালাদুলাভাইয়েরমাথায়ছাতাধরেহাটছেদুলাভাইয়েরপিছে।

দুলাভাই,টাকা কোন ব্যাপারই না। গরু যেইটা পছন্দ হইবো ওইটাই নিয়া ফেলমু। কয়টা গরু কিনবি, কোন রঙের গরু কিনবি আর কি সাইজের গরু কিনবি বল খালি। এই ঈদে সব তোর বোন আর তোর জন্য।

শালা,জি ভাই, জি ভাই।

এর মাঝেই কানে আসবে হাটে কেউ একজন বলছে,গরু ছুটসে, ওই ছুটসে, ছুইটা গেসে গরু।

হাটে দেখা যাবে মানুষ দৌড়াচ্ছে। আর ভিড়ের মাঝে টাকা আর ব্রিফকেস দুটোই চুরি হয়ে যাবে দুলাভাইয়ের কাছ থেকে।

কাট টু তে দেখা যাবে, শালা-দুলাভাই দুইজন ছেড়া কাপড়ে বসে আছে হাটের সামনে।

গড ভয়েসে আসবে,টাকা নিয়ে দৌড়া-দৌড়ি, কাড়াকাড়ি, মারামারি আর নয়। চলে এসেছে বেঙ্গল মিট কোরবানি সার্ভিস। বাসায় বসে ঠাণ্ডা মাথায় পছন্দের গরু বা খাসি বেছে নিবেন আর অনলাইনে পেমেন্ট করে টেনশন বিহীন অপেক্ষা করবেন।

দুলাভাই-শালা একসাথে, ও.....আচ্ছা।

আউটরো,

ত্যাগেরঈদে

আপনারসাথে

বেঙ্গলমিট-এরলোগোআসবে।

## Story 3

শালাদুলাভাইবাসারগ্যারেজেদাঁড়িয়েকথাবলছে। পাশথেকেগরুরডাকশোনাযাবে।

দুলাভাইবলছে, শালাবাবুগরুতোসেইফিটফাট, বেশতাগড়াএকটাগরুহইসেএইবার। শোনোতোমারডিউটিকিন্তুএইবারএকটাইকসাইযেনসময়মতোচইলাআসে।

শালা, আরেভাইজান, নোটেনশনজাস্টমেনশন। এলাকারকসাই। সবসেটিংকরাআছে। মিসকলদিমুচইলাআইবো।

কাটটুতে, ঈদেরদিনেরদৃশ্য।

দুলাভাই, কিরেকসাইকই?

শালা, আরেভাইদাঁড়ান, এখনিকলদেই।

ডায়ালকরতেইকলসেন্টারেচলেযাবেকল।

সেলিমকসাইঘরেআপনাকেস্বাগতম।

কন্সালটেশনেরজন্য ১ প্রেসকরুন, অ্যাপয়েনমেন্টেরজন্য ২ প্রেসকরুন।

কাস্টমারসার্ভিসএরসাথেকথাবলতে ০ প্রেসকরুন। ধন্যবাদ।

শালা, ও ভাইকলসেন্টারেকলযায়কেন?

দুলাভাই, হইসেকাম।

"7 hours later"

শালা দুলাভাইকে দেখা যাবে গ্যারেজে বসা। দুই জনই হতাশ। দুলা ভাই শালা কে বকা বকি করছে।  
তোরে একটা কাজ দিসিলাম। ওইটা ও করতে পারলি না।

গড ভয়েসে আসবে,এই যে...

শালা দুলাভাই ক্যামেরার দিকে তাকাবে।

গড ভয়েস,কসাই নিয়ে ঝামেলা? কসাই ধোঁকা দিয়েছে।

শালা দুলাভাই হ্যাঁ সূচক মাথা নাড়াবে।

গড ভয়েস,টেনশন নট বেঙ্গল মিট নিয়ে এসেছে কোরবানি সার্ভিস। আর থাকবে না কসাইয়ের  
ঝামেলা। না আছে হাতে যাওয়ার ঝামেলা বা বাসায় গরু আনার টেনশন। শুধু বাসায় বসে  
পেমেন্ট করে দিন আর বেছে নিন আপনার পছন্দের গরু কিংবা খাসি। বেঙ্গল মিট আপনার  
পছন্দমতো গরু কিংবা খাসি প্রসেস করে পৌঁছে দিবে আপনার বাসায়।

অবাক চোখে শালা দুলাভাই,ওয়াও।

আউটরো,

ত্যাগেরঈদে

আপনারসাথে

বেঙ্গলমিট-এরলোগোআসবে।

## BTI

For BTI which is a real estate company I have only written copies for visual contents for the pitch to acquire BTI as a client.

A few examples will be illustrated below:



Mainly due to the client privacy privileges these pictures have been cropped and only some of them can be shown as these are properties of both Analyzen Bangladesh and BTI.

## GoGee8

GoGee8 is an upcoming, yet to be launched online education platform, my role here was to mainly write scripts when Analyzen Bangladesh had to pitch to get GoGee8 as a client. But other than that a few translations for video had to be done and also create a script for a social experiment video had to be completed as well.

The scripts I had written for the pitch are as follows:

### For the Promotional Videos

#### Story 1

First what the audience sees is, a student aged 15-16 studying for his HSC flipping page after page of Chemistry or Math book trying to scribble notes on his desperately with a worried to the point of desperation look on his face. Starts pulling his hair, let's out a sigh

Boy 1: ধুরুকিছুইপারতেসিনা, হেঁল্লাগবেরাফিরবাসায়যাই।

Then the audience can see the boy walking on a footpath and after a second or two of walking he crosses a wall full of posters and takes a few steps back to check out the posters.

Multi colored posters smeared across the wall; he sees a few posters stand out which says

"এখানে ১০ মিনিটেচ্যাপ্টার শেষকরেদেওয়াহয়"

"২ মাসেগোল্ডেনGPA 5"

"রোনালদোস্যারআপনাকে ১ মাসেGPA 5 এনে দিবে"

"সাকিব স্যারের কাছে পড়ে বিশ্বের সেরা আলরাউন্ডার হওয়া যায়"

Just as Boy 1 is about to type one of the numbers he meets one of his friends Boy 2

Boy 2: কিরে, তুই এখানে কি করিস?

Boy 1: আরে কিছু না দোস্ত। এইচএসসি তে ডাব্বা মারবো। হেঁল্লাগবে।

Boy 2: বাসায় কি ইন্টারনেট নাই? Gogee8-এ যা। শান্তি তে ক্লাস করবি। লাইভ ক্লাসে কনফিউশন যা আছে সব ক্লিয়ার korbi.

The screen blurs away to a god voice which will then explain the USPs of GoGee8

Ending with the logo of GoGee8

## Story 2

On an evening a boy aged around 12-14 years old can be seen playing video games on his phone. In a few second of screen time a doorbell rings and his uncle aged around 50-55 can be seen in the house. The uncle calls for the boy, the boy can be seen walking towards his uncle with the phone in is hands still playing games.

Boy: What's up uncle?

Uncle (with a serious yet curious expression): হুম সারাদিন তো গেমই খেলো মনে হয়। আমার ছেলে সাদমান তো সারা দিন পড়ে। ক্যামেসট্রি তে এক্সপার্ট। paro নাকি পিরিওডিক টেবিল?

Boy (with a bored expression looks up with a mischievous smile): জি

Uncle (not impressed): হার্ট ক্যামনে চলে জানো?

Boy (with the same mischievous expression smile): জি

Uncle (with a smug look): Pythagoras er ফর্মুলা পারো?

Boy (with smile): জি

Uncle (with clear annoyance): বলছে তো সবই পারো। আসলে কি পারো?

Boy (brimming with confidence): জি আফেল সব পারি। কারণ GoGee8 -এ এখন সব শেখা যায়।

Then we see the shot of the uncle annoyed and scratching his head, as the screen blurs a God voice comes in

God Voice: এখন তো বাচ্চারা সবই পারবে। কারণ ওদের হাতের মুঠোয় আছে GoGee8।

Then the god voice goes on to explain the USPs of GoGee8

The video ends with the logo of GoGee8

## Social Experiment Script

## Social Experiment QuestionsVideo

In this social experiment we will have around 3-4 teachers, 3-4 parents whose children are in school and student from a wide age range. The interview will be taken separately and clips of the interview will be shown without any order (other than the answer of the question).

God Voice:

স্কুলের গল্প কিন্তু সবার মনে থাকে। কতো যে স্মৃতি। ফুর্তির যেন শেষ নেই।  
সেই স্কুল জীবন নিয়ে আপনাদের কাছে আমাদের আজকের প্রশ্নগুলো।

The interviewees nodding their heads in approval.

God Voice starts the question which will also be shown on the bottom of the screen on a visualized chalk board.

### 1. অনলাইন স্কুল না কি অফলাইন? (Question to parents and students)

Answers: Students – অফলাইন

Parents – অফলাইন

Parents – অফলাইন

Teachers – অফলাইন

Students – অনলাইন

Teachers – অফলাইন

### 2. আপনার স্কুলের সবচেয়ে ভালো লাগার বিষয়টুকি ছিলো? (Question to all)

Answers: Students 1- ক্লাসের ফাঁকে বন্ধুদের সাথে আড্ডা

Teacher 1 – সামনাসামনি স্টুডেন্টদের পড়ানোর যেত, ওদের এক্সপ্লেসন বুঝতে পারতাম

Teacher 2 – বাচ্চাদের ভালো লাগে। একসাথে অনেক বাচ্চাদের সাথে মেশা থাকা যায়, ওদের বুঝায়।

Parents 1 – টিচারর সামনাসামনি বাচ্চাদের গাইড করতে পারতো।

Student 2 (supposedly around class 4) – টিফিন পিরিয়ড

Student 3 (HSC or SSC) – স্কুলের যে এক্সট্রাকারিকুলার বিষয়গুলো ছিল, ক্লাবিং, বিভিন্ন ফেস্টিভ্যাল।

### 3. কোন সাবজেক্ট ভালো লাগে না এবং কেন? (Question to students)

Student 1 – ক্যামিস্ট্রি

Student 2 – ম্যাথ

Student 3 – ভূগোল

Student 4 – ইংলিশ

Student 5 – বায়োলজি

#### 4. স্কুলেরবাইরেকোচিংকতোটাহেল্লফুলবলেআপনারমনেহয়? (Question to all)

Teacher

1

ক্লাসেঠিকভাবেমনোযোগদিলেকিন্তুবাসায়ফিরেএকটুপড়াশোনাকরলেইকিন্তুপড়াটাকমপ্লিটহয়েযায়।

Parents 1 – বাচ্চাদেরকোচিংনাকরালেওদের সিলেবাস কমপ্লিট হয় না। আর একটু প্রেশারে না থাকলে পড়ে না তো।

Student 1 – ক্লাসে তো এতো মনোযোগ দেয়া যায় না। তাই কোচিং এ যাই।

Student 2 (SSC or HSC) – ক্লাসে তো অনেক টাইম লিমিটেশন থাকে। তাই কোনো একটা টপিক ক্লিয়ার করার জন্য ও কোচিং দরকার। আর কোচিং এ অনেক বেশি প্রশ্ন করার সময় পাওয়া যায়।

Parents 2 – কোচিং এর টিচাররা একটু এক্সট্রা অ্যাটেনশন দেয়।

Student 3 (Class 8-9 while scratching his head) – সারাদিন তো মাঠেই কাটাই দেই। ক্লাস করার সময় নাই তো। তাই কোচিং এ যাই।

#### 5. এতোপেশাথাকতেশিক্ষকতাপেশায়কেনআসা? (Question for the teachers)

Teacher 1 – শুধুমাত্রএইপেশাতেইকিন্তুআমিআমারনলেজশেয়ারকরতেপারছি, শেখাতেপারছি। আমারমাধ্যমেইঅন্যরাজানতেপারছে। এটাওএকটাকারণ।

Teacher 2 – শিক্ষকতামারকাছেপ্যাশনেরজায়গা।

Teacher 3 – আমারস্টুডেন্টদেরযখনদেখিকর্মক্ষেত্রেভালোঅবস্থানেআছেওইটাভেবেইভালোলাগে। দেখায়আমিহয়তোভুলেযাইস্টুডেন্টকেকিন্তুওরাভুলেনাআমাকে। এইপেশায়থাকারএরচেয়েবড়কারণআরকি ই বাহতেপারে।

#### 6. আপনারস্কুলেরকোনমজারস্মৃতি? (Question to all)

Parents 1 – বন্ধুদের সাথে আড্ডা, খেলা এই সব।

Teacher 1 – নিজে টিচার হয়ে আমি আমার টিচারদের অনেক মিস করি। কতো দুষ্টামি করতাম ক্লাসে।

Parents 2 – সবকিছুই মিস করি। তখন সবকিছুই অনেক সহজ ছিলো। কোন টেনশন ছিলো না।

Student 1 (HSC Student) – ক্লাস ফাঁকি দিয়ে খেলতে যাওয়া।

Student 2 (HSC Student) – ক্লাস ফাঁকি দিয়ে ক্লাব রুমে আড্ডা।

Student 3 (HSC Student) – ছোট বেলায় পড়া অনেক ইজি ছিল।

Then they get introduced to GoGee8 as the god voice explains what it is and it's USPs

শেখায় আনন্দ থাকলে, শিখতেও আনন্দ লাগে। সুলভ খরচে ক্লাস ৪-১২  
পর্যন্ত সিলেবাস ভিত্তিক ভিডিও লেকচার, প্রশ্নোত্তর সেশন,  
রেগুলার টাঙ্ক আর অভিব্যক্তির মনিটরিং সুবিধা নিয়ে GoGee8! আমাদের সাথে শেখার খুশি চলুক,  
চলতেই থাকুক।

We see a multi screened shot where all the interviewees look very impressed about it and show their willingness to try it. The video ends with GoGee8's logo as the screen from before starts to blur

## Horlicks

For Horlicks my roles and involvement in this brand has been minor since only a few translations were completed for cooking shows where Horlicks was promoted, tasked to write subtitles for a Horlicks video as well and a few copies were crafted as well.

The translated scripts for the Horlicks promotional cooking shows are as follows:

## Mukti's Cooking World:

### Recipe Name: Horlicks Custard

Video	Audio
First scene, Mutkiapu, from Mutki's Cooking World gives her usual introduction to start the video. After that according to the regular video programming a nice preview of the custard will be shown.	<b>Voice:</b> Hello viewers. Hoping that everyone is fine. Today I will be cooking a children's favorite which is custard. But this custard is special, because I am adding the formula for a child's growth here. So, let's go and see how this custard is made.
Cut to, the ingredients for making custard: condensed milk, custard powder and with multiple diced fruits we see a jar of Horlicks as well. Mukti apu picks up the jar and from there measures out the required amount Horlicks powder and separates them in a bowl for the custard.	<b>Voice:</b> To make the custard we need 2 cups of condensed milk, 3 tablespoons of Custard powder, fruits according to your favorites and Horlicks! This has calcium, iron, Vitamin C and 23 other necessary nutrients
Cut to, lights up the stove. She mixes the custard powder well with the milk in a bowl and goes on to cook the custard in low heat.	<b>Voice:</b> Most of the times kids will fuss over food, this makes them leave out necessary nutrients. Since kids love

	desserts, that's why I will be specially making custard with Horlicks! Because in every 2 mugs of Horlicks there are 1 and a half glass of milk worth calcium, 3 bowls of spinach worth iron and 1 orange worth of Vitamin C!
Cut to. When there will be a bit of smoke, that is when she starts to add the Horlicks powder to the mixture and continues to stir and cook.	<b>Voice:</b> Like this, till the mixture is dense we have to keep stirring the custard in low heat. After this take it down, leave it to cool and add some fruits. There you go! Tasty Horlicks Custard.
Cut to, she takes off the custard once it turns dense. She explains the cooling of the custard to room temperature part with a cup. Then goes on to decorate the custard with the diced fruit.	<b>Voice:</b> Because of adding Horlicks, the smell of the custard has become so tempting
Cut to, a final and nice view of the custard will be shown.	<b>Voice:</b> So, viewers, follow this recipe or make your own recipe with Horlicks and share the photos of the food and recipe with me.

### **Ezze Recipe:**

Recipe Name: Eggless Easy Pudding

<b>Video</b>	<b>Audio</b>
We start the Ezze recipe video with the appropriate introduction. Then according to the regular videos, we show a nice preview of the pudding.	<b>Voice:</b> Hello viewers, today I'll make such a pudding which doesn't need eggs and is very easy to make! Pudding is a favorite for everyone, especially kids love this. That's why I will be adding the formula of growth for kids.
Cut to, after showing all of the ingredients like corn flour, milk, sugar and butter at one point we will show a jar of Horlicks. Apu will take the jar and will take Horlicks for the pudding in a bowl.	<b>Voice:</b> So, to make this pudding we will be needing 700 ml of milk. 4 tablespoons of corn flour, sugar up to your measurement. 2 tablespoons of butter and 6 tablespoons of Horlicks powder because Horlicks has

	calcium, iron, Vitamin C and 23 necessary nutrients.
Cut to, she will take milk in a pot and will mix corn flour, Horlicks and sugar according to measurement. Then she will mix then well and put it on the lit stove.	<b>Voice:</b> Kids usually make a fuss about eating, this is why they miss out on a lot of nutrition. Funny thing is, when they get pudding, they never say no and it brings out a smile in them. This why today's pudding will feature Horlicks! Because in every 2 mugs of Horlicks there are 1 and a half glass of milk worth calcium, 3 bowls of spinach worth iron and 1 orange worth of Vitamin C!
Cut to, after the mixture has become dense, butter will be added and after a good mixing the mixture will be poured into a serving dish.	<b>Voice:</b> Add butter to this once it has become dense.
Cut to, in a 2 tablespoons of corn flour will be mixed with milk. On another cooking pot after turning sugar to caramel, the milk and corn flour mixture will be poured and will be cooked.	<b>Voice:</b> Now we will make and add another layer.
Cut to, on the serving dish the first layer will be made of the second cooked mixture and nuts will be used as garnish.	<b>Voice:</b> Just look at this beautiful layer! The taste of the pudding is much better now. It's also nutritious for the kids as well
Cut to, the garnished pudding will be served on a plate and a nice preview will be shown.	<b>Voice:</b> So, viewers, follow this recipe or make your own recipe with Horlicks and share the photos of the food and recipe with me.

**RumanarRannabanna:**

Recipe Name: Horlicks Kulfi

<b>Video</b>	<b>Audio</b>
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<p>First scene, On Rumana's Rannabanna channel Rumanaapu gives her usual introduction to start the video. After that according to the regular video programming a nice preview of the kulfi will be shown.</p>	<p><b>Voice:</b> Hello viewers, today I will make such an item, it is loved by kids and grown ups alike. The item is Kulfi! Because it's ice cream it ranks high up in the kid's liking. That is exactly why I will be adding the formula of growth for kids.</p>
<p>Cut to, the ingredients for the kulfi will be shown – milk, sugar, different kind of nuts and at one point we will see a jar of Horlicks. Rumanaapu will pick up the jar and look at the jar. After that she will open the jar, show it to the audience and place it back on the table.</p>	<p><b>Voice:</b> To make the kulfi we need a liter of milk, ½ a cup of sugar, nuts to your liking and today's special ingredient; Horlicks, because this has calcium, iron and 23 necessary nutrients.</p>
<p>Cut to, in a cup of milk she will mix Horlicks powder and place it on the side. In another pot she will take 3 cups of milk and will place it on the lit stove, add sugar and continuously stir the mixture.</p>	<p><b>Voice: Voice:</b> Kids usually make a fuss about eating, this is why they miss out on a lot of nutrition. But when they see the kulfi ice cream they will go for it. That's why I put Horlicks into the kulfi because in every 2 mugs of Horlicks there are 1 and a half glass of milk worth calcium, 3 bowls of spinach worth iron and 1 orange worth of Vitamin C!</p>
<p>Cut to, After the milk mixture has reduced, she will add a premade milk and Horlicks mixture to it and continue to cook. After adding nuts to it, and the mixture has become dense she will take it off the heat.</p>	<p><b>Voice:</b> The milk needs to be reduced on the heat.</p>
<p>Cut to, the mixture will be poured into small containers and placed into a freezer.</p>	<p><b>Voice:</b> Decorate according to your wish.</p>
<p>Cut to, after bringing the kulfi's out of the freezer and spread some Horlicks powder and thinly sliced nuts.</p>	<p><b>Voice:</b> After adding Horlicks the kulfi has a very tempting smell! With the added nutrition it has become even better.</p>
<p>Cut to, a nice preview of the garnished kulfi's will be shown on a serving plate.</p>	<p><b>Voice:</b> So, viewers, follow this recipe or make your own recipe with Horlicks and</p>

	share the photos of the food and recipe with me.
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The details of the subtitle video and the script of the subtitles cannot be disclosed due to property rights owned by the Horlicks brand.

## HSBC

For HSBC Bangladesh this brand was a huge learning experience as this is possibly one the most demanding brands with very little room for mistakes. My role in this brand was to create scripts for video, translations, creation of copies, ideations and crafting tag lines for different campaigns. Being a part of the HSBC Calendar App and being able to produce content for it created a wide range of experience just from this brand and client alone.

### The Branch Relocation Script

Video	Audio
<b>Scene:</b> A satellite image of Dhaka will be shown (top shot). Within a few seconds of hovering a high-speed zoom in transition will be made.	Ambient music as background.
<b>Cut to:</b> A street view of Gulshan Avenue, where a HSBC Hexagon will pop up at one point. The camera fixates on the HSBC Hexagon.	Ambient music as background.
<b>Cut to:</b> After another high-speed zoom transition (on the direction of the HSBC hexagon).	Ambient music as background.
<b>Cut to:</b> A shot of the entrance of the decorated HSBC Sky Branch.	Ambient music as background.
As the shot of the entrance zooms in, we make a fade transition to Sky Branch's branch manager speaking about the Sky Branch.	Ambient music as background.
<b>Cut to:</b> The branch manager of the HSBC Bangladesh Sky Branch speaks about the Sky Branch itself.	Ambient music set very low volume on the background.  <b>HSBC Head (Dialogue):</b> We are delighted to announce that the HSBC Sky Branch is now open. The HSBC family is very excited for

	the Sky Branch as it gives all of us a broader horizon to spread our wings and take on greater and challenging goals.
<p>As the shot fades away the super along with the HSBC hexagon will be displayed on the screen.</p> <p><b>Super:</b>For those who believe sky is the limit. / Broaden the horizon and beyond.</p> <p>HSBC Sky Branch, Opening soon at Gulshan Avenue</p>	Ambient music as background

### Staff Recognition Copies and EDM and Taglines

Dear Colleagues,

We are glad to inform you, we are officially launching the distribution of Service Anniversary Medal under At our Best (AOB) Service Recognition Program. This program will celebrate the service anniversary milestone of colleagues who have completed five, ten, fifteen, twenty and twenty-five Years of Service at HSBC Bangladesh.

Under this AOB Service Recognition Program, staffs will receive a Medal from HSBC. Along with the Medal, recognized staffs will also receive a Facebook profile frame and digital poster which our staffs can take the pride in sharing in their Social Media Profiles. However, recognized staffs must be mindful of our Social Media Policy for Employees (attached) when sharing on their Professional & Social Media Platforms.

A separate email on distribution guideline will be sent out to respective staffs. *Staff with anniversary date from October 2019, will be eligible under At our Best (AOB) Service Recognition Program.*

Heartiest congratulations to all our colleagues, who are being recognised for their outstanding achievement. Wishing our colleagues all the best!

Heading: **#BeRecognized** for the contribution you make to HSBC

Sub Heading: We are awarding our colleagues for reaching their five, ten, fifteen, twenty and twenty-five Years of Service at HSBC Bangladesh.

- AOB Service Recognition Program, staffs will receive a Medal from HSBC
- Recognized staff will also receive a Facebook profile frame
- Recognized staff will also receive a digital poster

### **Branch relocation EDM and Copies**

**Client: HSBC**

### **Branch Relocation EDM/ E-Flyer copy**

**Heading: That** creating new opportunities **Feeling.**

**Sub-Heading:** HSBC is delighted to announce the opening of the Sky Branch in Gulshan-1

EDM:

**Heading: That** broadening the horizon of bigger opportunities **feeling**

**Sub-Heading:** HSBC is delighted to announce the opening of the Sky Branch in Gulshan-1

## **Puja Copies**

### **Main Communication Line**

#### **Heading:**

Celebrate this festive season with your HSBC VISA Debit Card

#### **Sub Heading:**

Enjoy an array of offers on grocery, shopping, food delivery and dining.

#### **Divisions of the Comm Line:**

##### **Food Delivery and Dining:**

Heading: This festive season, indulge only on the very best.

Sub Heading: Enjoy special offers on food delivery, dining & takeaway this festive/joyous season with your HSBC VISA Debit Card.

##### **Shopping**

Heading: Dress yourself and your loved ones with only the best and the most colourful.

Sub Heading: Enjoy amazing offers on shopping this festive season with your HSBC VISA Debit Card.

##### **Grocery**

Heading: Make every feast a celebratory one.

Sub Heading: Enjoy special offers on groceries this festive with your HSBC VISA Debit Card

## **Commward Award Video Voice Overs**

In the case of the Commward award video voice overs, Analyzen Bangladesh made proper use of my skills as a Radio Jockey and used my voice to narrate their scripts for the video, project and campaign submission for the annual AdComm Awards. The submissions they made were for IPDC, the H for Handwashing global Lifebuoy campaign and for ACI Pure.

## **Penthouse Livings Bangladesh**

This organization is for interior home décor who specializes on selling imported furnitures from foreign popular brands and also imports kitchen equipments as well. My role as a copy writer here was to create create copies and captions for the visual contents for the social media pages for this organization. The tasks can be found using the links for Penthouse Livings on the reference. My roles for this brand started from September 23<sup>rd</sup> till as of now.

## **Perfetti**

For this brand the involvement was high but the work required was very low as Alpenliebe, Mentos and Air Action were the only brands that had to be handled. The tasks that was basically required here were creating ideas for posts, engagement contents, craft captions and copies for the visual contents. Mainly there were no specific campaign from this brand but monthly generated contents which was specified by the clients

## **Pizza Hut**

Pizza Hut was one of the more flexible clients I have had to deal with, they were usually open to ideas as they celebrated many occasions. I had the opportunity to supervise a commercial shoot of their conducted by Analyzen Bangladesh. This was the Pizza Hut Super Limo shooting which consisted of vloggers and streamers like Rafayet Rakib, Rakin Absar and Karina Kaiser. Many of the ideas created by me for many offers put up by Pizza Hut. Multiple copies were made along with captions. Scripts and stories were written along with captions of consumer generated contents. My works with Pizza Hut can be seen from July till present time if the link for Pizza Hut is followed from the reference section.

## **KFC**

KFC is also one of the rare and more flexible clients to deal with. As they are open to ideas and also come from the same mother company as Pizza Hut they share a lot of similar and observable traits. For KFC mainly ideations for new menu items and offers were created along with captions for consumer generated contents with general post captions and copies were created. But most of my work for KFC can be seen from July till present time if the link for KFC is followed from the reference section.

## **Bangladesh Technosity Limited**

This company is basically the IT park which is being completed by the government. BTL is not that much active on social media so their work is limited to just their unique selling proposition which is basically their features getting promoted. Usually static and dynamic contents (meaning pictures and videos) and creating their captions and contents for them along with the ideations using their unique features.

## **Taaga**

Even though Taaga is a part of Aarong, they usually don't send creative work on the way of Analyzen Bangladesh. But a few articles were written for Taaga Man, as well as captions for their carousel posts and articles for one of their design lines as well.

Due to Taaga not being a direct client for Analyzen Bangladesh I do not have the liberty of disclosing any of their information.

## RedBull Myanmar

Redbull is the international energy drink brand, we pitched to acquire Redbull's Myanmar branch. This pitch was created to cater the Myanmar market and to increase their sales even more to secure a pole position in their respective market. My role during this pitch was to create copies for their contents and stories for their scripts which might turn into promotional videos if Analyzen Bangladesh manages to acquire the client. One of the scripts will be displayed on the following lines:

### Redbull Top-up story

Video	Audio
We can Mark inside a cafeteria sitting down using Viber to chat and drinking Redbull with his friend Jake who is doing the same thing.	Noisy cafeteria background sound
Cut to: Jake starts to panic that he is yet to study for a quiz he has on that day and cannot download the necessary files to study as he is low on data. Jake says his lines with one hand on top of his head.	Jake: Oh My God!! I have a quiz at 3:30, I haven't studied anything yet!! Mark: Bro you still have time to study. Jake: Bro, I'm low on data. I can't download the files; I need to start studying.
Cut to: Mark asks Jake to calm down and sends him a link on Viber and asks him to enter it.	Mark: Alrighty then, not to worry, sending you a link, use that.
Cut to: Jake is annoyed on the fact how will a link help him at this point. Mark explains to Jake that he can redeem those points for gifts (from Redbull) and one of those gifts are internet top ups	Jake: What am I supposed to do with this link? Mark: Easy bro, just use the point you earned from my referral and redeem them. You're in for quite a surprise
Cut to: Jake proceeds to redeem the points where he sees internet as a part of the option. Visibly happy Jake expresses his delight while looking at his phone.	Jake: Oh wow! This is amazing!!
Cut to: Jake completes the action of redeeming points and getting the internet top up, and then proceeds to clink their Redbull cans	Mark: See the Redbull Viber community always has your back.
Cut to: As the visual blurs, the super can be seen. Super: Join the Redbull Viber Community to redeem your points and get Official RedBull Merchandise.	Upbeat Background Music
Cut to: After the message is shown the video ends with the red bull logo.	Upbeat Background Music

Story background: The story involves two young adults Mark and Jake (university aged 20-22 years old) using the Redbull Viber Community Referral link to redeem points and get mobile data to get out of a situation which will all be explained on the script below. All takes place inside a cafeteria.

## **Chapter 4: Conclusion**

### **How in-class knowledge was applied to real life situations at Analyzen Bangladesh**

- Skills learnt from MSC 142 “Visual Programming for Business” about data and information organization on Microsoft Excel was put to great use to make organization of all the work done and put to use specially while making the report for BUS400.
- MSC 441 “Introduction to Electronic Commerce”, MSC 446 “Marketing on the internet” and MSC 452 “ E-Commerce Programming”. The skills acquired from these courses taught me how to evaluate online platform and websites on a deeper perspective such as seeing their codes to evaluate their designs from up close and how they constructed their websites and what their marketing plans are and how do they exploit the internet.
- MKT 421 “Introduction to Consumer Behavior”, MKT 423 “Brand Management”, MKT 424 “Advertising” and MKT 425 “International Marketing”. These courses laid the foundation of my copywriting career on how to judge what kind of content will entice and persuade the consumer to buy a product via looking at advertisements, judging international markets and consumers for example the Redbull Myanmar pitch campaign required me to change up my language style and tone of delivering copies, captions, engagement contents and scripts for stories. MSC 423 taught me how to differ between brands as they have different modes and tones of communication, which made it much easier to write copies, captions, scripts and overall contents for each brands.

## Analysis of Analyzen



With the help of the SWOT analysis the strengths, weaknesses, opportunities and threats can be noted down and described to fully understand the organization and evaluate it.

### Strenghts

In the analysis of Analyzen Bangladesh the strengths can be seen as:

- A huge client pool.
- Oldest digital marketing agency in Bangladesh.
- Great relationships with clients.
- Clients vary from multiple sectors starting from the IT sector to the Food and Beverages sector. A lot of the sectors are covered. Clients are mostly leading market share holders.
- Strong internal teams with great work ethics and performance.
- Office located in the heart of the city.
- Provides media buyiing for clients.
- Provides data analytic solutions for clients.
- Provides Web and App development.

## **Weakness**

- Communications between teams falls due to lack of clarity in communications at times.
- Intellectual properties can be leaked.
- Limitations from clients may lead to creative teams being stifled
- The training period of new employees can cause the company to lose precious time

## **Opportunities**

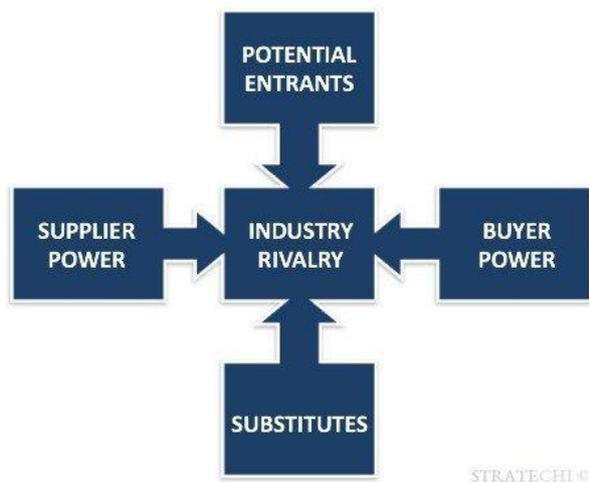
- Entry to the advertising agency market is tough.
- Using the internet to it's fullest may allow to expand creativity and clients.
- Brands leaving and looking for better alternative agencies with better quality.
- Competitive agencies producing below par content.\

## **Threats**

- Competition having bigger clients on the same field.
- Employees leaving the organization join the competition.
- Lack of resources at times.
- Unfavorable trends going against the organization ethics and way of work.

## Porter's 5 Forces

Porter's 5 Forces is a proper framework to check and evaluate where a company stands from a competitive point in a competitive environment. Applying this on Analyzen Bangladesh will help us figure out a lot of information on the company.



1. Competition in the industry: The competition is oligopolistic to a certain extent where there are a handful of big fishes in the market who tends to draw the big shot clients. In this case ADA,MediaComm, Asiatic, CarrotCom, AdComm and Mindshare are a few examples who are competition to Analyzen Bangladesh. So from this perspective it can be said that the competition is on a moderate to high level because as mentioned above the clients and brands tends to circulate between these brands who tends to attract these clients.
2. Potential of new entrants into the industry: In this case it has low potential because the advertising and marketing agencies which are the corner stones of the industry has had a huge capital when starting and in order to compete with them a hige funding or capital is required. Therefore entering the industry is quite difficult let alone thrive in.
3. Power of suppliers: Suppliers in the case of advertising or marketing agencies are their resources such as the employees and connections who provides external resources, a great example would be billboard owners, X Banner makers and etc. So, the geist is that the suppliers hold quite some power over the organization as the employees have the opportunity to switch at any given moment wherever they are given better opportunities and remuneration. This also applies to the external suppliers as well.

4. Power of the customers: The customers clearly are the clients here who pay and avail the services from the advertising or marketing agencies. The customers have a high bargaining power here as when they need marketing solutions and a team to see them through, they ask for pitches from the agencies they potentially see themselves going to. After these pitches the clients, brands otherwise beign called customers here see their budget and the quality of the solutions and contents make their decision. If looked a bit closely it can be seen that the customers here have a high bargaining power.
5. Threats of a substitute: This is a rather a moderate threat. The reason being is that most of the brands, consumers, clients otherwise being called the customer here have two options which are make an in house marketing team from scratch or rely on the advertising or marketing agencies. Which literally gives them two options to pick from, both of which has it's pros and cons. Customers who end up being giants tends to recruit marketing experts to lead their marketing teams as they build an in house marketing team, but on an equal ratio these customers also rely on agencies by just giving them a brief and leaving all the hassle to the agencies so that they can concentrate directly on the business it self. So, at the end the threat of substitute product in this case is moderate or low because creating in house marketing teams will or may cost a lot more than expected due to the unpredictable times.

## **Competitive Analysis of Analyzen Bangladesh**

If we are to describe on the competitive analysis of Analyzen Bangladesh the categories of this analysis will be placed as **Market Leaders, Challengers, Followers** and **Niche Marketers**. The following information could not be gathered from the internet as a lot of these are intangible assessments and results, these information have been gathered by my workplace superiors who has multiple years of experience working for marketing and digital marketing agencies.

**Market Leader:** In the world of Digital Marketing Agencies, Grey Bangladesh can be considered as the current market leaders. This is mainly because of their internationally renowned client base as well as the fact that they also do projects for the Bangladesh Government as well. Their client base consists of Coca Cola, Indian Oil, Uber, GSK (Glaxo Smith Kline), Pran, ACI, MasterCard and GrameenPhone. With this solid client base and with their well rounded creative team which believes in creative excellence, they can easily be considered as the market leaders.

**Challengers:** From the point of view of Analyzen there are multiple challengers to Analyzen who work with similar clients and push out similar contents as well. The challengers are Asiatic Digital and 360, Bitopi, AdComm, X and Magnito Digital. They are equally well equipped to serve their clients compared to Analyzen Bangladesh and they have met with their fair share of success as well.

**Followers:** In this case it will be short as almost every digital marketing agencies can be or should be considered as followers since Analyzen Bangladesh was the very first digital marketing agency in Bangladesh.

**Niche Marketers:** Here there are only a few, but the in house agencies can be considered as niche because they only cater to their own clients mostly. The prime examples are MediaCom who are the agency of Square Ltd and ADA which is the marketing agency of Axiata Limited.

## **Recommendations**

The recommendations for Analyzen are quite simple here. The pitches for acquiring clients has to be absolutely flawless otherwise the client will most certainly shift to the competition. Efficiency and communications between team inside the organization has to be seamless and members of the client servicing team can be assigned to creative team once it has been decided by the account handling and the entirety of the client servicing team on which creative team should handle what brand according to their strengths and weaknesses instead of client servicing team members picking creative teams which they deem fit to handle a brand or client. These are the only two recommendations that seems to fit with the report on “The analysis of Analyzen Bangladesh from the perspective of a copywriter”

## **Conclusion**

The 3 month long journey in Analyzen Bangladesh has been nothing short of amazing. There is a lot to learn with the organization being one of the oldest in the industry, they certainly have client pulling power and the resources to back it up as well. From a competitive stand point they are in a strong position as their strengths clearly outweigh their weaknesses. On a personal scale every single project, albeit repetitive at times have a lot to teach on how to handle each brand specifically as it teaches micro management on how to use different tonality, languages and approaches for each brands or clients they handle. The fact that one has to improve on a personal skill and experience level on a daily basis coming up with a new idea and new lines literally everyday not only inspires but forces out the creative side on anyone from the creative team. The experience on Analyzen Bangladesh has to teach a lot since with every project a clear improvement on writing skills and variations is apparent and visible along with the growth of maturity and professionalism is nigh evident.

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## **Glossary**

Copies: Texts that go into any content

Clients: Brands and Organizations that hire an advertising agency to do their marketing

Dynamic Content: Video content

Static Content: Still picture content

EDM: Electronic Direct Mail/Message

Super: Texts that specifically goes into a video