

Internship
at
Mediacom Limited



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April 2015



BRAC University, Mohakhali, Dhaka, Bangladesh

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At
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A report submitted to
The Department of English and Humanities
of
BRAC University

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ENH

In Partial Fulfillment for the Requirements
for the Degree of
Bachelor of Arts in English
April 2015

Acknowledgement

I would like to express my deepest appreciation to those who made crucial contributions for me to complete this report.

I am grateful to my supervisor from BRAC University, Ms. Roohi Huda, whose contribution in the form of stimulating suggestions, patience and encouragement helped me to continue writing this report.

Furthermore, I would also like to thank my internship supervisors, Mr. Syful Akbar Khan, assistant creative director at Mediacom and Mr. Tanzim Rahman, creative copywriter at Mediacom, who provided all the necessary resources for me to complete my tasks. They took time from their schedule to guide me with their insightful suggestions. That indeed made my three month internship a delightful and meaningful experience.

I would like to extend my gratitude to the other members of the Creative Department for being supportive in terms of my flaws and helping me improve my skills. And last but not the least, my heartiest gratitude to Mediacom for allowing me to do my internship there.

Tasneem Rubayat

1. Introduction

“Creativity without strategy is called art, creative with strategy is called advertising” – Prof. Jef L. Richards

Advertising is a very innovative way of communication. The main characteristic of an advertisement is the objectives which are communicative and convincing. Advertising plays a very important role in today's age of competition. Advertising is one thing that has become a necessity for everybody in today's day to day life, be it the producer, the trader or the customer.

Advertising is impossible without creative thinking. In other words, creativity is the essence or soul of it. For an advertisement to be a success, it must have some fundamental aspects or characteristics in it. An advertisement must be creative, original, persuasive and attractive to the masses. To make advertisements more creative and appealing, professional ad agencies hire people with creative minds who can think 'out of the box' and are always ready with their newer concept, jingles and innovative presentations.

The reason I had a concentration in Media and Cultural Studies is to merge my knowledge of media with the contemporary world. That is because this area of study covers all the other field like history, geography, language, literature, business, arts, culture, psychology, politics, philosophy, science and technology and so on. So, as a student with the Media and Cultural Studies concentration I can have a lot of knowledge and innovation.

I chose to do my internship at Mediacom because this organisation is directly related to the field of advertisement, and its approach towards the advertising sector has been very successful and sincere. Hence, I presumed it can be a very crucial step towards my dream of working in the advertising world, and learn a lot of things.

2. A brief history and information about Mediacom Limited

The advertising agency Mediacom ltd. was established in the year 1997 as an in-house agency for Square Group, one of the largest and most reputed business conglomerates in Bangladesh. Day by day Mediacom grew as a strategy based and neutral advertising agency in Bangladesh.

Mediacom is an agency that provides services like brand consultancy, marketing communication, social communication, event management, media planning, print productions and other related advertising and marketing services.

The mission of Mediacom Ltd. is to fulfill their clients' satisfaction to the maximum level and they want to ascertain a neutral and credible image of themselves. Mediacom endeavors to build and sustain a long term relationships with its clients, suppliers and all other useful sources. They also maintain a non-discriminatory, congenial and progressive work environment.

Mediacom positions itself as a partner with its clients; a partnership that is build on trust and reliability. The organisation also considers itself and its clients to be a unit.

It has been nearly 18 years since Mediacom has been established. This simply shows how experienced it is in the world of advertising. It has gained a huge success in the Bangladeshi market, mostly because of their experienced personnel. The experience of the personnel contributes a lot as they are involved in brand development to the trade marketing of consumer goods. These personnel are always concerned about their clients.

Under this service of brand positioning, Mediacom provides strategic services that include consumer study, marketing planning, communication planning, and developing a message for each ad they create.

In addition to its sister concerns “Maasranga Productions Limited” for audiovisual production and Barnali Printers for prints and packaging, Mediacom maintains close and effective understanding with all the leading audiovisual and print production houses to ensure timely quality production.

Mediacom takes special pride in its ability to provide extensive coverage of events in the local newspapers and electronic media. Mediacom also handles the responsibility of organizing press meetings, press conferences and releasing press notes for all its clients.

Mediacom is one of the stakeholders in the leading private satellite television channel, Maasranga TV. In addition, Mediacom shares wonderful professional and personal relationship at all levels including the shareholder level, and with all the media houses in the country.

For marketing communication, the strategic planning team solves simple and straightforward cases jointly with the client service and creative team.

Social Communication is the latest section at Mediacom, aimed at catering to the increasing need of behavior-change communication through message marketing. Although Mediacom has handled a number of campaigns which were sporadic, now it has a dedicated team with comprehensive capabilities. As a result they can arrange campaigns more frequently. Since social media has become one of the effective ways for direct communication with clients, the creative team here is also appointed to provide ideas for regular updates and seasonal campaigns.

From product launching to contract signing ceremonies, arranging press conferences, planning tours or events of any sort to planning non-traditional promotions, the event management team along with the support team plans a complete event that meets the clients' end promotion objectives.

Whom Mediacom caters to

Current Account





3. Working at Mediacom

Working at Mediacom with the topnotch copywriters of the country has been a great experience. Though as a media major student I had some background knowledge about advertising, copywriting etc, I learnt things I never knew before. Then again, surprisingly my undergraduate course ENG465, Translation studies turned out to be very helpful in the long run.

Translation is like mathematics and it demands constant practise to have a good command over it. There is no way to label a translated piece ‘wrong’, unless there are factual errors. Only a good translation can do justice to a piece of writing when it is translated in another language. In translation it is very important to identify an ideal word to demonstrate a particular meaning among all the synonyms it has.

Determining “Target audience” is a very important factor when it comes to advertising. To settle that, one needs to consider the product first, and then the demographics of the people who will be more likely to purchase the product. There are several key demographics that should be considered. They are sex, age, profession, marital status, location, education and income.

Language is the most vital means to reach out to any target audience. A product that is targeting the urban youth in its advertisement will definitely have a different interaction with its target audience from the product that targets people from remote or rural areas. Hence, choosing the ideal language is very important for advertisements. If the language of an advertisement is not understandable or legible to its audience, then it fails to deliver a message, and that basically defeats the entire purpose. This is where my understanding of translation and copywriting helped me, to find out where language switching is valid and required.

Among all the departments at Mediacom, copywriting is one, and six copywriters work there under a departmental head. During my initial days there, I was basically enlightened about the philosophy, motive and policies of Mediacom Bangladesh. I was told to go through all the printed ads and TVCs by Mediacom that have been published and telecasted in almost two decades. Mediacom is one of those ad agencies that believe in focusing on a storyline when it comes to an advertisement, rather than a popular personality. So their way of working on advertisements is certainly different from other advertising agencies.

3.1 Working on taglines

As my very first assignment, I worked on a tagline for KSRM (Kabir Steel Re-rolling Mills Ltd.). Taglines should be written in a precise manner, and it surely should also be informative enough for the consumers to presume what the product is and what category it belongs to. And while writing the tagline, I was given information about the background and ideology of the respective brand.

KSRM is a brand in the steel industry that has been going strong for thirty years. In spite of being one of the best in the market, it failed to ascend as a brand. Hence, at that point they wanted to change some of their advertising templates. The Copywriting Department of Mediacom had to come up with a creative brief for KSRM. Our supervisor provided us a copy of it so that we could have a concise idea about the client's requirements. The common query I had while writing the tagline was regarding the target audience. It was whether the target audience was going to be the merchandisers or the consumers. Then the creative brief gave me an idea about the target market and also the information I needed to gather for the tagline. It was also

specifically mentioned by our supervisor that words like “peace” or “safety” should be present in the taglines so that there was harmony between the tagline and the brand image.

The standard word limit for the tag line was 3-5, but coming up with an accurately suitable and captivating tag line didn't turn out to be as easy as it seemed to me. I had to come up with around thirty tag lines in both Bangla and English. Here are some of them.

প্রশান্তিতে কাটুক চিন্তামুক্ত আগামী
শান্তির প্রতিচ্ছবি
প্রশান্তিতে কাটুক আপনার আগামী
Steel Inside
Your safety, our concern
Peace be permanently settled

KSRM has established itself as one of the sincere brands. Hence, while writing the tagline it was essential to keep that earnest and honest tone there, rather than amplifying and bragging about unrealistic things. The taglines I wrote were basically for press releases and billboards, since KSRM didn't telecast their advertisements on TV.

3.2 Working on AV (Audio Visual)

It is always pleasant to know the unknown, learn the unlearned. During my internship at Mediacom, every day I got into a new stratum of the advertising world. Coming across AD (Audio Visuals) was one such experience. Audio visual is a kind of advertisement that is used for the company's internal purpose. It is made in honor of its employees. I was told to come up with an idea for an audio visual for GSK Pharmaceuticals that would be motivational and creative.

So according to the client's brief I, along with my fellow colleague Tasnim Khandaker came up with a storyline about the human body. In the client brief, it was pointed out that they wanted the audio visual to emphasize on an individual's strength. So in our storyline we intended to portray the importance of different parts of the human body that contribute to the functioning of an entire body. If a single part of a body doesn't work the whole body collapses. In the same way, people who work for GSK Pharmaceuticals are the pillars of this organisation and it cannot run properly if any of these pillars disintegrates.

We also had to write a jingle that would complement the visual. However, we got most of the work done, but by the end of the week the clients changed the brief again. And this time they wanted the storyline focused on team spirit. Efforts of individuals can take a team to the peak-keeping this idea in mind we started to rethink the storyline. Then finally the storyline we came up with referred to the liberation war of 1971 and the freedom fighters. The storyline was how individuals' hardships and sacrifices gave us our own nation, how we overcame all the obstacles on the path to liberty only because of our invincible courage. Similarly, people who have been working for GSK were referred to as fighters, whose unbeatable spirit and hard work are the only reasons why GSK is leading in the race. These two scenarios were shown side by side.

So basically the concept of the audio visual starts with a group of freedom fighters who are hidden in a forest or bunker. It is late at night and suddenly the night lights up with distant flashes of gunfire. Then there is some yelling in Urdu in the background and the guns go off. Then there is a conversation among the two fighters and their leader. After that, without caring for his life the leader starts to proceed towards the Pakistani soldiers with a machinegun. Then in the next scene, there are various shots of the triumphs of Bangladesh- Bangladeshi cricket team captain hoisting the trophy after the recent victory against Zimbabwe, images of the first Bangladeshi female mountain climber and some other virtuous moments for Bangladesh. In between these images a slide appears proclaiming that Bangladesh is undefeatable because we are determined, focused and we never give up. Then while the jingle is playing in the background the storyline segues into the GSK portion, where various achievements that GSK accomplished over these years, like their CSR (Corporate Social Responsibilities) activities, their sales statistics and their amazing growth of brands are shown. After that, the images of the members of the sales team, leaders and the supervisors, people who made this journey possible are shown. In the next scene, the image of the team of freedom fighters emerges. The entire group strikes a pose, with a flag waving above their heads. And right after this photo, a photo of the GSK sales team is shown in the same pose. Then at the end, a statement appears on the screen. It says- "Oparajeyo Bangla, Oporajeyo Amra". The medium of this audio visual was Bengali.

3.3 Working on social media campaign

Social media marketing is the process where a company uses the power of social networking sites like facebook, twitter etc to promote a product or a brand. The essential benefit of social media marketing is that it is absolutely free and there is an effort to interact with the consumers. It offers a two-way communication between the poster of the information and the readers or consumers. If a company ignores the second part of the equation, then the marketing strategy is most likely predestined to fail.

In the process of publicizing social campaigns the respective owner of page has to keep going with the posts, even if there is no particular new product to launch. It is essential to update the page time to time for it to appear in others' newsfeed.



The image shows a screenshot of a Facebook post from the page 'Ispahani Tea'. The post is dated February 5 and features a video thumbnail of a teapot and a cup of tea. The text of the post reads: 'You will be surprised to know... 6 Amazing Benefits Of Tea'. Below the text, there is a short paragraph: 'For those that have not yet embraced a tea-drinking habit, it's never too late to start brewing a batch! Explore the various types, flavors, and brands to find your tea-mate....' and the source 'HUFFINGTONPOST.COM'. At the bottom, the post has 73 likes, 1 comment, and 1 share.

Ispahani Tea
February 5 · 🌐

You will be surprised to know...



6 Amazing Benefits Of Tea

For those that have not yet embraced a tea-drinking habit, it's never too late to start brewing a batch! Explore the various types, flavors, and brands to find your tea-mate....

HUFFINGTONPOST.COM

Like · Comment · Share · 👍 73 💬 1 ➦ 1

The image above is one of the posts that do not directly deal with the product Ispahani Tea, but the category 'tea'.

Social media marketing also requires a good deal of involvement, both in terms of keeping up with the latest trends and maintaining ongoing relationships with the customers.

3.3.1 Meril Lip Care

Among the couple of social media campaigns I worked on during my internship at Mediacom, Meril Lip care's promotional campaign was one of them. As previously mentioned, in order to promote a new product and recreate a brand image, it is essential to figure out the target group first. In the promotion of Meril chapsticks, the target market was youth. Hence, for this campaign they decided to pick a trend that the youth follow. Therefore, they took 'selfie' as a medium of interaction with the consumers. To let the people know about the product, they decided to start up a selfie contest on facebook. Among the participants who posted their selfies on the Meril Lipcare official facebook page, one participant with maximum number of likes won a selfie stick by the end of the week.

To keep the facebook page active and let others be updated, I also came up with some lines that would be posted as captions associated to the images. The sequence of the lines was required to show up in three different ways- as a message, as a reminder and as a final reminder throughout the week.

I had the liberty to choose either Bengali or English for the promotional campaign, and English was the language chosen, as it is more convenient to communicate in English on social media.

3.3.2 Ispahani Tea

There are certain rules regarding social media marketing. For instance, the ways of interaction are supposed to be through visuals (images) and these visuals should contain around 35% text. Keeping these instructions in mind, I came up with the ideas that were associated to a specific category, rather than a brand. Here, for Ispahani, the category was tea. So, the posts of the page were mainly about tea.

Ispahani is a leading brand that has been dominating the market for a long time. So it is not tough for them to have the category benefit because people are used to consuming Ispahani tea. In such a case, when information about tea is posted, people will merely think of Ispahani tea.

The posts had been divided into three different kinds- facts, benefits of the category and interactive posts. For instance, “Drinking tea is found to improve attention, reduce stress and help focus on tasks.”

To establish this fact about tea, the taglines I came up with were-

A cup of tea a day, keeps stress at bay.
Tea is instant wisdom, just add water.

Tea might not make your day simpler, but it definitely makes it better.

Where there is tea, there is creativity.
--

The visuals would be of an artist working on a painting with a cup of tea beside him.

Since there was a barrier regarding the word limit for the taglines, I had to come up with statements that were short and captivating. And the duration of this project was presumed to be as long as the respective brand is in the market.

Finding visuals for posts for Ispahani's official facebook page was quite a challenge, because most of the time it happened to be very difficult to find relevant visuals, that would complement the caption. A caption I came up with "Where there is tea, there is creativity" was chosen.

3.3.3 Radhuni

The target group of this campaign was working women who can't manage to have much time for cooking and other domestic activities. Keeping that in mind the ideas for posts I submitted to my supervisor were about quick cooking tips, household tips and a guideline to manage work and home properly.

3.3.4 Ruchi

The online contest for Bangladesh vs. Zimbabwe ODI Series was covered by 'Ruchi'. The idea we provided was to post some interactive queries on the Ruchi official facebook page. The questions did not necessarily have to be about cricket statistics, but somehow they had to be

related to cricket or cricketers. So, we decided to post a prediction contest, For instance- “Who is going to win today?” “What will be Bangladesh’s score range today?” “Guess who the cricketer is” (some unique and significant information about that particular cricketer would be mentioned in the caption). This was an ongoing contest which continued till the day of the final match.

3.4 Working on awareness campaign on social media

3.4.1 Senora

Senora is one of the prominent products of Square Group that has been leading in the market for around two decades. It is also renowned in terms of maintaining a sincere brand image. Till now Senora has worked on several awareness campaigns, for instance- cervical and breast cancer awareness programme. This time they were looking for some issues that would relatively convey the message that Senora delivers which is “be confident”.

There are several health problems that women do not talk about openly. Hence I thought of mentioning those issues on its facebook page. Additionally, different tips to keep body and mind sound would also be posted there. For instance, the first post would be about how detox water works to refine blood and boost metabolism. Then the next post would be about the procedure of preparing detox water.

I also thought of posting a video series on the page, where every week an expert would talk about one common problem that women usually face. The length of these videos would be around one to two minutes, and the topics would be selected from the frequently asked questions on senora helpline. These were the relevant kind of ideas I was told to come up with every week.

3.4.2 Anti-Obesity Day

On the occasion of anti-obesity day, a note was sent from Mediacom through email to employees of Square Industries Ltd. who are basically engaged in desk jobs, and also face the highest risk of suffering from obesity. To cope with a busy and hectic life almost all of us have

given up all sorts of physical activity, and adapted to extremely unhealthy food habits. Hence, our aim was to remind the target group about the kind of life they were supposed to live. This campaign was powered by 'Zerocal', a renowned product of Square Pharmaceuticals that is used to discard extra calories added by sugar in beverages.

The points I covered in the write up are- reasons and consequences of obesity and ways to avoid it. Since this campaign was powered by Zerocal in the end there had to be a message which is known as a call for action. So I came up with a line which said- "Let Zerocal be your key, to prevent obesity."

Eat What Keeps You Fit

Do you know 26th November is World Anti-Obesity Day?

According to WHO, obesity is an aggressive global epidemic that kills almost 2.8 million people every year. Health experts also have linked obesity to High blood pressure, Coronary heart disease, Fatigue, Cancer and Kidney trouble.

Nevertheless, obesity can be avoided just by adopting certain healthy practises like- Active lifestyle, Healthy and diverse food choices and discarding extra calories from your diet.

So, take your first step towards anti-obesity by including Zero-Cal in your daily consumption.

Fig- Note that was sent to the employees to raise awareness about obesity

3.5 Working on TVC

3.5.1 Energy efficient appliance

Social communication is about making the public or a community aware of certain issues. Different profit and non-profit organisations do this. I was assigned to write a storyline on the topic of using energy efficient appliances and the benefits of it. Before I started to think of any story, I was instructed that in social communication it is essential to stick to one particular message, rather than coming up with diverse ideas.

Changing people's habit of using non-energy efficient devices could not be expected to change overnight. However, it was possible to raise ideas like, saving money and energy, global warming etc to encourage people about using energy efficient devices. Here the main aim was to promote these star labeled energy saving electronic devices, so that from now on, whenever people go to buy an electronic device, getting an energy efficient device for their home becomes one of their requirements. The awareness campaign was brought by UNDP Finance.

After researching the storyline, the creative department ended up with two stories for the energy efficient appliance TVC.

3.5.2 TVC on Meril Lipcare

Just before last winter Square Toiletries Limited launched a new product in the market named "Meril Lip Care". They launched Meril Lip Care chapsticks in three different flavours. For the advertisement of this new product, the client wanted the creative department of Mediacom to come up with a storyline that shows that these chapsticks repair winter affected

cracked lips instantly, and it is also suitable for all seasons. “Pretty lips for a pretty smile” was the focus of the ad, and they also wanted to pass the message with the help of one of the popular trends of these days, selfie.

This project was already coming to its end, but my supervisor told me to think whether there is any other way to show this TVC. He wanted me to practise making storylines for the TVC. He also said that if the clients liked any of my ideas they would take it for the advertisement. He gave me the scripts of the ad so that I could have an idea about what their story was, and also see if I could help them change something if needed. He also showed me pictures that had been captured for the ad. He asked me to take a look at the pictures, and see if they were suitable for the story that had been prepared. If any change was necessary they would go for a further photo shoot. He also let me listen to the jingle that was prepared for the ad.

Storylines for advertisements are required to be very detailed. Everything needs to be mentioned specifically, starting from each and every movement of the characters, jingles, dialogues and settings. Here is the storyline that I prepared for the Meril Lipcare TVC-

It is a gloomy winter morning. A group of five friends are hurraing and preparing to head to one of their friend’s village home. They have all their equipments to take photographs with them, because their purpose of visiting the village is to cover a story based on winter in Bangladesh. While they are riding a bullock cart to reach their destination, one of the guys takes his phone that has a selfie stick attached and tried to take a group picture. But because of one of the girls everytime the pictures are coming out bad. Another girl beside her notices that the girl’s lips are cracked, and that is the reason why she is not smiling at the camera. She takes out a stick of strawberry flavoured Meril lipcare from her overcoat pocket and gives it to her. The focus will

be on Meril Lipcare for a couple of seconds. She applies the Meril lipcare on her lips and instantly it is healed. Then she looks at the phone camera again, and a nice group picture is taken.

The next scene is another winter morning. The first girl from the group is taking a picture of a village girl in a rape-seed field and she is instructing her to smile in front of the camera. Then she also notices the girl's lips are damaged. She takes out a lemon flavoured Meril Lipcare from her purse and applies that on her lips, and the next thing the girl is doing is smiling in front of the camera.

The last night of the trip is shown in the next scene. Some ladies from the village are serving them 'Pithas'. They are all laughing and sharing some cheerful moments. The next morning, when they are leaving the village, they take out the camera again to take a selfie with ten-fifteen children in the background. One of the guys in the group yells, "Smile!" and a picture is taken. They are all waving at the kids and in the front, there is focus on an Orange flavoured Meril Lipcare which is peeping out of the bag. The tag line also shows up on the screen, which says, "Cares and repairs."

All this time a winter based melody is played in the background, and the main conversations among the friends are also shown. Only the conversations where the words "Meril Lipcare" are uttered are focused.

Though in the client brief it was mentioned that Meril Lipcare was suitable for all seasons, I deliberately skipped that part. Because from my view point which I also shared with my supervisor, in a summer based country like Bangladesh, people hardly think of using a

chapstick for their lips throughout the year. So it would be quite unnecessary to put that information vividly in the ad.

4. Personal Account

It is said that, “Not everything that is learned is contained in books.” There is no way to deny that books are ubiquitous sources of knowledge. However, the knowledge instructed is limited but saturated by the experience gained in this pragmatic world. Throughout our lives from primary level through tertiary level education to adulthood, we learn something either from our academic field or through experience. Practical knowledge gained through real world experience indeed strengthens a person mentally making his/her survival possible, otherwise s/he becomes vulnerable due to the changes in career.

Knowledge that is pursued in educational institutions is expected to have a proper application in life. That is how knowledge can flourish and accomplish the goal of being acquired. But in my point of view, knowledge gained through real world experience has far more impact than knowledge gained from books. During my journey of the twelve week internship, I got to apply my previous knowledge about advertising, and I also gained new practical knowledge about this field.

I am an admirer of David Ogilvy, one of the great advertisers of all time and during my internship period I always tried to follow his sayings while working on the tasks that were given to me. His honest opinions about advertising always make profound sense, and his bold words of practicality encourage everyone to think. “I do not regard advertising as entertainment or an art form, but as a medium of information. When I write an advertisement, I don’t want you to tell me that you find it ‘creative.’ I want you to find it so interesting that you buy the product.” (Ogilvy 7) I always tried to keep this in mind while working on any assignment at Mediacom.

In the same book by David Ogilvy there was an instruction where the copywriters had to decide what the brand image should be before starting to work on an advertisement. Image means personality- the name, packaging, price, style of its advertising, and most importantly, the nature of the product itself. Every advertisement should be thought of as a contribution to the brand image. The advertisements should project the same image, year after year, which is difficult to achieve. I was informed this exact message by my supervisor as well.

There were a lot of things to improve and work on during my initial days at Mediacom. I was very much concerned about the grammatical errors that I used to make in both my Bengali and English writings. My supervisor noticed that, and told me to concentrate more on the words, rather than the syntactical side of the language. Grammatical errors were edited once I prepared my storylines, taglines or captions. Certainly, it was the message about a product that we needed to deliver, not how creative we could be with the language.

Initially I also faced some issues about communicating and presenting my ideas. As I wanted to get rid of my fear, I started to discuss the draft plan of my ideas with my supervisor first, he then pointed out the strengths and drawbacks of my strategies. After that I worked on my final ideas. This plan of work helped me to be more confident about my assignments and put me in the right direction of brainstorming before working on the conclusion of an assignment.

I also learned the basic strategies and marketing plans while working on social media marketing. This area of marketing strategy was totally alien to me. Working on captions and posts also helped me understand how to promote a product through the social media, how the advertising strategy of an existing product is different from the advertising strategy of a new product to be launched in the market etc.

5. Conclusion

The world of advertising is indeed not easy. Being a bridge between the consumer and the product, people associated to this field have to face different kinds of challenges everyday. There are struggles that many people face when entering the world of advertising. The twelve week internship experience was definitely not enough to know about all these difficulties, but it surely gave me a certain guideline to follow in order to overcome the obstacles that are faced. As a media student, it helped to know exactly what I can expect when going into this business, and how I can overcome the common problems both professional and personal.

“The goal of advertising is not to be liked, to entertain, or to win advertising awards; it is to sell products.” (Bly 19) To convince the customer to buy the product, a copy must have three elements in it. They are- grabbing the target market’s attention, communicating and persuading. While interning at Mediacom I got to work on three of these aspects through different tasks. When I worked on taglines and captions I came to know how a simple sentence or a phrase can deliver so much anticipation that it can convince a person or even a group to include a product in their everyday lives for years. On the other hand, TVC and social media marketing, these two kinds of advertising means that can communicate with the mass in the most rapid and effective way.

Apart from the assignments, there were also different aspects and expressions of advertising terms I came across while doing my internship at Mediacom. I was familiar with most of those terms beforehand because of the ENG404 Copywriting course, but during my internship I saw the practical use of those terms . This is where working on academic projects and professional tasks is different from each other. While doing my course assignments all I

thought of was being creative and sticking to the rules of copywriting mentioned in the text. However, when I was working on different advertising copies at Mediacom, I had to come up with copies that were relevant to the client brief, appropriate for the brand image of the product and ones that captivated the target audience at the same time.

There is a famous saying by Pablo Picasso, “Learn the rules like a pro so you can break them like an artist.” The world of advertising does not always go according to the rule book, but it was also essential to know the rules to understand their proper application in my work. During my three month internship period I had experienced both.

Syful Akbar Khan and Tanzim Rahman were my internship supervisors. The both have years of experience in the field of advertising. My fellow intern and I tried to learn as much as possible in that little amount of time. I believe this three month learning will be beneficial for me in the long run as it will help me to pursue a career in advertising, as well as develop my analytical skills which will help me in life.

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