

**An Internship Report on**  
**Ogilvy & Mather**  
**- Focusing On Marketing Campaign**

**Submitted To:**

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**Subject: Submission of Internship Report.**

Dear Madam

I herewith present my report titled “An internship report on Ogilvy & Mather- Focusing on Marketing Campaign”, authorized under your supervision, as a partial requirement for the completion of BUS 400 (internship).

This report endeavors to analyze the experiences and learnings of my three months internship period. It then goes on to analyze the marketing activities and campaigns of Ogilvy & Mather, Bangladesh.

I am thankful to you for your kind assistance and guidance, in the preparation of this report and sincerely hope that I would live up to your expectations regarding the quality of my work. It has been an interesting and learning experience for me. I believe that this learning experience will be beneficial in my future career.

Sincerely

-----

Signature

Rifat Ara Islam

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## **ACKNOWLEDGEMENT**

At the very beginning, I wish to acknowledge the immeasurable blessings and profound kindness of Almighty Allah. A number of people have made significant contribution in preparing this report whose insights, advice and suggestions helped me a lot.

I would like to express my sincere gratitude to my Faculty supervisor Ms. Rahma Akhter; Lecturer, BRAC Business School, BRAC University for her continuous guidance and assistance to complete this report.

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Finally, I would like to show my sincere gratefulness to all the employees of Ogilvy & Mather for their support and help during the tenure of my three months internship period.

The assistance provided by all concerned mentioned above made it possible for me to complete such a vast study within the designated time.

## **Executive Summary**

This internship report focuses on the work experience I have gathered being an intern in the Account Management department of Ogilvy which is the well renowned multinational ad agency. I particularly focused on the unique marketing campaign that Ogilvy undertook to leave their clients as well as the viewers amused and entertained. Ogilvy has always been maintaining quality service since its inception in 1948. Their operations include a huge number of services which they deliver using different medium such as 360 degree campaign. TVC, Radio, Press, PR and many more. A list of their clients is also attached in this report and Ogilvy was responsible for creating ideas to display their clients' products as a brand. Again, a SWOT analysis has been done to showcase the performance of Ogilvy against its competitors in the local and international arena. Also, I have shared a detailed insight about my work experience at Ogilvy along with a detailed job description where I had to deal with local and international brands, conducting research through market visits and periodic surveys, brainstorming, planning and implementing ideas on how to execute Ogilvy's services in the best possible manner. Later, I discussed about the successful campaign Ogilvy has undertaken which includes "Stop Not" shop design Campaign, Dove Choose Beautiful Campaign, Doubly Father's Day Digital Campaign and many more. At the same time, I have also mentioned about how the branding and positioning was done for these products in an attempt to make the brands more attractive than the competitors' products and also to retain these brands in the consumers' mindsets. Ogilvy is always passionate and dedicated about providing the quality service in order to strengthen their reputation and is always open to ideas and improvisation to make their clients happy at the end of the day.

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# **Part 01: Introduction**

## **1.1: Introduction:**

Advertising has become a crucial part of the business, economic & social factor of a nation. It provides information about the product, service, ideas etc, which helps to run a business smoothly. Advertising world is a broad field whose fundamental product is purposeful communication. Advertising's purpose is to sell a business products or services to a target audience. Sometimes advertisement sells, sometimes it amuses, sometimes it informs, sometimes it persuades. Above all, though, effective advertising gives the consumer a reason to believe the client's message. Advertising is a large industry that needs people with creative talents and training. The 30-second commercial that we see on television or the full-page, glossy ad we see in a magazine are the results of the teamwork of many different professionals who take ads from concept to final product. Usually we think of the creative team—the writers and artists who develop and present the advertising campaigns. But the business is much more than that. Advertising is a much tougher, more complex, multifaceted field than it is portrayed in fiction. Working in advertising, the same as in any other business requires long hard hours and is often anything but glamorous, especially in the early stages of a person's career.

## **1.2: Advertising World in Bangladesh:**

### **History**

It is not long time advertng agencies have emerged as a major contributing industry to the economy of Bangladesh. Before the independence, there were only a few advertisement firms in Bangladesh, the former East Pakistan, due to the lack of industrialization and limited demand for ads. The pioneers were the firm like Bitopi, Asiatic, and Interspan who served the multinational firms like the Lever Brothers (Anwar F, 2009).

The advertisement industry is so wide in terms of nature of the firms, span of operation, registration position and other magnitudes that it is so difficult to properly bring them into a database. Bangladesh Television shows a total of 150 agencies in the country registered with them but the number exceeds 500 when both the formal and informal sectors are considered (Anwar F, 2009). On the other hand, Bangladesh Yellow Pages registers a total of 293 advertising and counseling agencies and firms today (Bangladesh Yellow Pages, 2010).

Top nine advertising firms in descending order of market share- Adcomm, Asiatic, Bitopi, Unitrend, Grey, Interspeed, Popular, Madona, and Matra hold more than 70% of the formal market share while another 13% share is held by other firms and the rest remains the domain of in-house advertisements of business firms (Anwar F, 2009).

Farhat Anwar classifies the advertisement media into two categories namely- Above the Line and Below the Line. He includes in "Above the Line" category the newspapers, magazines, radio, television, and satellite and cable television while "Below the Line" category includes event management, in-house advertisement (company performing own advertisement) at point of purchase, outdoor advertisement (billboards, hoarding, neon signs, and bell signs), innovative activities (jatra, street drama) and

advertisement on vehicle bodies or fliers. The market size of the formal advertising agencies accounted for about Tk.2 billion in 1999, while, in-house and outdoor advertisements by manufacturing or service providing companies and the informal agencies (non-registered agencies and individuals) accounted for about another Tk. 1 billion.

The advertising agencies primarily serve the private national companies (PNC), multinational companies (MNC) and non-government organizations (NGO). The MNCs constitute more than 60% of the media share followed by the PNCs constitute 25%. The major client of the print media is the government (Anwar F, 2009).

In Bangladesh, the size of the advertising industry is assumed to be tk.1200 crore (Rahman, M. 2010). Print media leads the industry with 43% market share while TV stands second at 36% of the advertising market of the country. The industry is growing at a rate of 10% per annum mainly due to the heightened competition among the major mobile operators (Rahman, M. 2010).

### **1.3: Types of Advertisements Used in Bangladesh:**

Today there are different types of advertisements used in Bangladesh to promote the products and services, brands or companies to inform and persuade the customers about them. Advertising through advertising industry of Bangladesh employs varieties of forms, such as

- Television Commercial (TVC)
- Radio Commercial (RDC)
- Magazine
- Press
- Billboard
- Street Advertisement
- Online Advertising (Facebook, Twitter)
- Event

### **1.4 : Media challenges in Bangladesh:**

Though the advertising industry of Bangladesh is growing very fast and smoothly, still this industry face so many difficulties to grow its business and meet up the client's expectation.

- Insufficient media data & tools.
- No Audit of Newspaper circulation.
- People working in advertising agencies do not get proper respect.
- No comprehensive TV planning software.
- Lack of data accuracy.
- Lack of innovative human resources in the Advertising/Media field.
- Lack of updated technological support.

## **Part 02: Objectives**

From 5<sup>th</sup> May to 5<sup>th</sup> August I was appointed as an intern in Ogilvy & Mather Pvt. Communication Ltd. Though I have a dual major in Marketing and Human Resource Management but I always had more interest in Marketing and for this reason I wanted to build my career in advertising agency. I had a long cherish to work in Ogilvy & Mather as it is a very well-known multinational ad agency. Fortunately I got the chance to serve in Ogilvy & Mather as an Intern in Account Management Department.

### **2.1: Objective of my Internship:**

- To apply the theoretical knowledge which I learned throughout my graduation years into the practical field.
- To learn how to work in the professional ambience.
- To learn how to meet the requirements of clients.
- To create job exposure and employment opportunity.
- To enhance professional skills.
- To learn the working culture in the agency industry.
- To learn about various marketing tools and implement those in product branding.

### **2.2: Objective of my report:**

- To share my working experience and learnings.
- To analyze my work.
- Analyzing about the whole campaigns I was assigned for.

### **2.3: Methodology:**

#### **Primary Data:**

- Three months work experience was my primary resource to collect information for this report.
- Key informant interviews of concerned employees of Ogilvy & Mather Bangladesh were undertaken where they answered many questions and also added relevant opinions and thoughts about the advertising age

#### **Secondary Data:**

- Ogilvy Bangladesh credentials were studied as well as individual campaign accounts.
- Ogilvy & Mather Global website and Official Facebook page of Ogilvy.
- Other relevant websites and project report to know more about the advertising world.

### **2.4: Limitations:**

The biggest limitation for me was to get all the relevant information about the campaigns. We were not legally permitted to share client's information, client's brief and our research information. Again it was a challenge for me to complete this report within the scheduled time having day long heavy work pressure that I was assigned for.

## **Part 03: Organizational Overview:**

Ogilvy & Mather Communications Private Limited is part of the global advertising agency Ogilvy & Mather Worldwide. With 497 offices in 125 countries; O&M as it is commonly called, is one of the largest marketing communications group in the world.

Ogilvy & Mather Worldwide is a subsidiary of WPP Group plc. Based in London, WPP is one of the world's largest communications services groups employing over 97,000 people working in as many as 2,000 offices around the world. WPP Group's advertising agency holdings include the Grey Worldwide, JWT, Ogilvy & Mather, The Voluntarily United Group and Y&R. Its media investment management company holdings are operated by GroupM, and include Mediaedge:cia, Mindshare, Maxus and MediaCom.

In Bangladesh, Ogilvy & Mather was a joint collaboration with Marka, of which O&M Worldwide owns majority stake. It started formal operations on October 1st, 2008.

### **3.1: HISTORY**

Ogilvy & Mather was founded in 1948 by advertising legend David Ogilvy, as "Hewitt, Ogilvy, Benson & Mather." It quickly established itself as a leading agency worldwide by the 1960s through a policy of building brands through advertising. Ogilvy & Mather has helped build recognizable brands like American Express, BP, Ford, DuPont, Shell, Barbie, Maxwell House, IBM, Kodak, Nestlé and Unilever brands Pond's & Dove.

Integrated in the firm's corporate culture is Ogilvy's concept of "360 Degree Brand Stewardship", which is defined as a marriage of local know-how with a worldwide network capable of articulating brands as they cross borders - vital to the growing number of multinational clients seeking to leverage their powerful brands in new markets around the world.

Marka, a growing agency with almost 8 years of experience, used to be a small-tier marketing solutions provider mainly serving the local clientele. Its notable local clients included British American Tobacco Bangladesh, Teletalk, Acme Agrovvet & Beverages, Olympic Industries, Saudi Arabian Airlines, Kollol Group, Shah Cement, Partex Holdings and GQ Group. Although considerably smaller than the industry leaders, Marka has made a name for itself being a well known solution-oriented player.

### **3.2: Some Inspiring Quote from David Ogilvy:**

- The best ideas come as jokes. Make your thinking as funny as possible.
- The consumer isn't a moron; she is your wife.
- The more informative your advertising, the more persuasive it will be.
- If it doesn't sell, it isn't creative.
- Advertising people who ignore research are as dangerous as generals who ignore decodes of enemy signals.
- I do not regard advertising as entertainment or an art form, but as a medium of information.

### **3.3: CLIENTELE Of Ogilvy**

#### **O & M Worldwide**

Globally Ogilvy & Mather Worldwide manages a diverse portfolio of clients across various industries. Ogilvy's rich global portfolio of clients include BBC, BP, Coca-Cola Co., Glaxo SmithKline, IBM, MasterCard International, Merck & Co. Merrill Lynch, Novartis, Pfizer, Unilever, Xerox, Argos, Ariba (UK) Ltd., Deloitte & Touche, Dubai World Cup, Intelsat, Kimberly-Clark Corp., Shell, Lenovo, Nestle, and Sun. Ogilvy PR Worldwide's division B/W/R is dealing with media relations for celebrities such as Ben Affleck, Brat Pitt, Michael J. Fox, and Reese Witherspoon. Finally, several governmental bodies stand amongst Ogilvy's clients.

#### **O & M Asia Pacific**

In South Asia, Ogilvy & Mather Worldwide is the largest communications solutions provider with industry leading clients such as Hutchison Essar, Discovery Channel, Maxis Malaysia, Kotak Mahindra, Motorola, Perfetti Van Melle, Sprite, Nestle, Cadbury India, Fevicol, Asian Paints, LG India, Titan and Bajaj Autos etc..

#### **O & M Bangladesh**

Born into a family that pioneered and shaped the advertising industry in Bangladesh, Fahima Choudhury has a passion in advertising. She completed her post-graduate degree in Management and formally joined the industry. After honing her brand communications skills under the direct tutelage of one of the leading advertising practitioners in the country, Fahima Choudhury started her own Agency and grew phenomenally over the years - and finally was integrated with Ogilvy & Mather.

Her experience includes a rich array of global brands as well as many locally reputed brands and companies - and her experience on BAT Bangladesh makes her one of the leading thinkers on trade marketing, retail engagement and 1-2-1 engagement in the country.

In the short space of time, Ogilvy Bangladesh has been able to carve out a space for itself, both in the Ogilvy community, and in the business solidarity in Bangladesh. The agency's operation has already been highlighted in Ogilvy Asia magazine. Moreover, its clients' ratings have been phenomenal.

O&M Bangladesh has many reputed local clients. Such as British American Tobacco Bangladesh, Aarong, Teletalk Bangladesh Ltd., Acme Agrovvet & Beverages, Kollol Group, Homebound, Shah Cement, GQ Group, Partex Holdings, Saudi Arabian Airlines, Yusuf Flower Mills Ltd., Concord Group, Olympic Industries, BTO, Shanta Properties ltd. etc. as well as initiate association with global clients as Unilever Bangladesh, HSBC, Kraft Foods, Motorola , Perfetti van Melle, etc.

### **3.4: Ogilvy, Bangladesh In one Flash:**

- June 2006: Ogilvy & Mather was registered in Bangladesh as a Joint Stock Company
- December 2006: Merged with Marka, a local mid-size agency to get an early foothold October
- 2007: Transition was completed and Ogilvy opened its doors for business
- March 2008: Officially launched its operation in Bangladesh

### **3.5: Services that Ogilvy Bangladesh provide:**

Ogilvy & Mather, Bangladesh has the capacity to provide a complete marketing campaign that a client needs. According to the agreement, Ogilvy delivers services to its retainer and non-retainer clients both. The official service chart of Ogilvy Bangladesh is as given below:

<b>Item</b>	<b>Particulars</b>
<b>360 Degree Campaign</b>	360 Degree Plan (ATL+ BTL)
	ATL Campaign Concept
	BTL Campaign Concept

<b>Item</b>	<b>Particulars</b>
<b>TVC</b>	<b>Concept/Story Board/Script (New)</b>
	<b>TVC Story (Single)</b>
	TVC Making (Producer's & Director's cost)
	Agency cost on Pre-Production/Production/Post-Production
	Model
	Photography (Indoor)
	Photography (Outdoor)
	Jingle Making
	Voice Over
	CG Making (Computer Graphics)
	Flash Based Animation (per second)
	AV Story Line
	AV Making
	<b>Concept/Story Board/Script Adaptation</b>
	<b>Campaign</b>
<b>Single</b>	

<b>Radio</b>	<b>Concept/Script (New)</b>
	<b>RDC Script (Single)</b>
	RJ Endorsement Concept
	Radio Jingle (Lyric)
	Theme Song
	RDC making (producer's and director's costs)
	Agency cost on pre-production/production/post-production

	Voice-over
	Others (if any)
	Radio Jingle Production
	Theme Song Production
	<b>Concept/Script Adaptation</b>
	<b>Campaign</b>

<b>Press(Newspaper/Magazine)</b>	<b>Concept/Design Development (New)</b>
	Campaign (A series of 3 designs)
	Single
	<b>Design Adaptation</b>
	Adaptation into different sizes (As per column inch)
	Processing
Positive-per color/square inch of output size (if required)	

<b>Media &amp; PR Services</b>	<b>PR Campaign Strategy</b>
	Media Relations Management
	Media Monitoring
	Report Analysis
	News Analysis
	Influencer Analysis
	Media & Press Release Management & Monitoring
	Market Intelligence Report
	Press Release Preparations (A4 Size, Bangla/English)
	PR Events & Activities
	Photograph touch up (per Picture)
	Media Analysis
Post Campaign Analysis	

<b>POS/POP Materials</b>	<b>Concept &amp; Design Development (New)</b>
	<b>Master Concept</b>
	Poster
	Bunting (Upto 6 in a string)
	Bunting (Above 6 in a string)
	Dangler

	Wobbler
	Sticker
	Flyer / Leaflet (per side)
	Newsletter (per page)
	Brochure (cover & back)
	Brochure (per pages)
	Folder
	Forms (upto 4 pages)
	Forms (above 4 pages)
	Menu Book (Cover & Back)
	Menu Book Design (per pages)
	Photography (for any job mentioned above)
	Processing
	Positive - per colour/sq inch of output size (if required)

	<b>Design Development (New)</b>
	<b>Master Concept</b>
	Billboard
	Festoon
	Roman Banner
	Light Box
	Mega Sign
	Shop Sign
	Cut out
	Backdrop Banner
	Gondola
	Shelf talker
	Shelf dispenser
	Street Cabinet
	Cash Dispenser
	Website Design Template (Landing Page)
	Website Design (inner page)
	Van Branding Design (per side)
	Bus Branding Design (per side)
	Stage Design
	Stage Design 3D
	Shop Design
	Stall/Pavillion Design
	Booth Branding & Design

**Out of Home**

	Wall Branding Design
	Processing
	Pre-Print (Proof)
	Cost of display
	<b>Design Development Adaptation</b>
	Adaptation Charge for each item mentioned above

<b>Packaging</b>	<b>Design Development (New)</b>
	<b>Product packaging (Master Design)*</b>
	<b>Adaptation into different size and gsm*</b>
	Product label
	Carton Design (Fiber Board)
	Box Design
	Shopping Bag
	Bottle design
	Output for Cylinder print
	Processing
	Positive - per colour/sq inch of output size (if required)
	Pre-Print (Proof)
	<b>Design Development Adaptation</b>
Adaptation Charge for each item mentioned above	

<b>Year-end items</b>	<b>Design Development (New)</b>
	Annual Report
	Seasonal Greetings card
	Calendar (Upto 6 pages)
	Calendar (12 pages)
	Year Planner
	Pocket Calendar
	<b>Design Development Adaptation</b>
	Adaptation Charge for each item mentioned above

	Processing
	Positive - per colour/sq inch of output size (If required)
	Pre-Print (Proof)

<b>LOGO Development</b>	<b>Design Development (New)</b>
	Brand Guideline
	Brand Architecture
	Logo Guideline
	Photography Guideline
	3D Representation Guideline
	Digital Guidelines
	Corporate Office Profiling
	Website Development & Maintenance
	Multimedia Presentation
	Corporate Logo
	LOGO for brand/product
	Naming of Brand/ Product/Service
	Mnemonic for Campaign
	Patent of LOGO
	Processing
Positive - per colour/sq inch of output size (if required)	
Pre-Print (Proof)	

<b>Dummy Making</b>	<b>Design Dummy</b>
	Studio Mounting
	Mock Mounting (POP & POS)
	Mock Mounting (Brochure/Notebook/Diary-upto 50 pages)
	Mock Mounting (Brochure/Notebook/Diary-Upto 50-70 pages)
	Mock Mounting (Brochure/Notebook/Diary- Above 70 pages)
	Prototype & Dummy (Event & Venue)
	Prototype & Dummy (Instore & Outdoor)
	Story Board (Per Frame)

<b>Gift Item</b>	<b>Design Dummy</b>
	Pen Branding

	T-Shirt Branding
	Cap Branding
	Pen Drive Branding
	Mug Branding
	Photoframe Branding
	Gift bag Branding
	Tag Branding
	ID Card holder
	Visiting card
	Visiting card holder
	Calculator branding
	Tie branding
	Uniform branding
	Pen holder branding
	Access Card Branding
	ATM / Credit Card Branding & Design
	Cheque Book Branding
	Slip pad branding
	Briefcase branding
	ID Card
	Gift Pouch branding
	Diary (Cover & Back Design)
	Diary Inner (Per Page)
	Processing

<b>Color Print</b>	Color Print (Per A4)
	Color Print (Per A3)
	Upto A4 on special photo paper
	Over A4 upto A3 on special photopaper
	Black & White print (Upto A4)
	Black & White Print (Over A4 Upto A3)
	Photocopy (Color Upto A4)
	Photocopy (Over A4 Upto A3)
	Photo Printing
	Binding (Spiral)
	Binding (Normal)
	Lamination (per piece)

<b>Others</b>	Proof Reading (Per Page)
	Translation (In-house of the Agency-Per Page)
	Translation (Outsourcing)
	Audio Transfer for Radio
	Beta Transfer to CD/DVD
	Audio Transfer for Radio
	Beta Cassette
	Travelling (Within & Outside country)
	Courier
	Others if any

**Figure 1: Service Chart**

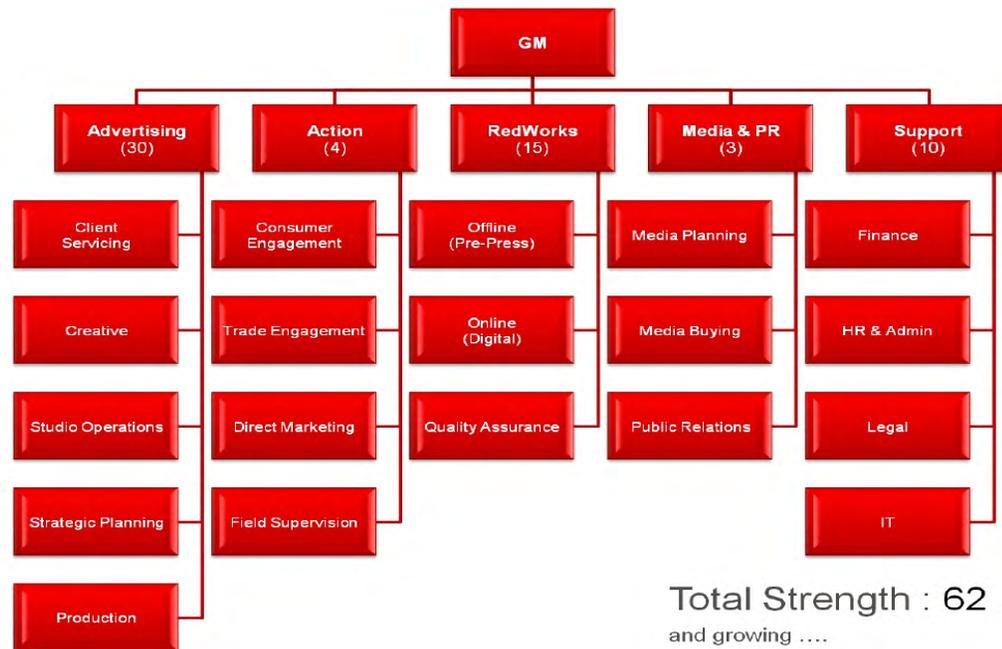
### **3.6: Clients of Ogilvy, Bangladesh**

The followings are the official clients of Ogilvy, Bangladesh.

Sl.	Company Name	Brands	Creative/Media/Others
1	Unilever Bangladesh Limited	Pond's, Dove, Taaza, Corporate	Creative
2	Kraft Foods Limited (Mondelez)	Tang, Cadbury, Bournvita, Oreo	Creative & Media
3	Perfetti Van Melle Bangladesh Pvt. Ltd.	Alpenliebe, Juzt Jelly Mentos, Center fruit, Center fresh, Center shock, Happydent etc.	Creative
4	British American Tobacco Bangladesh Ltd.	B&H, Capstan, Star, Pilot, Gold Leaf, Hollywood, Pall Mall, Derby, Wills Kings	Creative
5	Transcom Limited	KFC, Pizza Hat	Creative & Media
6	Pran RFL Group	Power, Pran Up	Creative
7	Teletalk	Teletalk 3G, Teletalk	Creative
8	Heidelberg Cement Bangladesh Limited	Scan Cement, Ruby Cement	Creative & Media
9	Huawei	Huawei	Creative & Media
10	BFL	BFL	Creative
11	Dan Foods Limited	Dan Cake	Creative & Media
12	Pledge Harbor International	PHIS	Creative & Media

	School		
13	Paragon Agro Ltd.		Creative
14	Partex Group	Plastic products	Creative
15	Prime Bank		Creative & Media
16	Ajinomoto Bangladesh Ltd.	Masako, Ajinomoto	Others
17	Edison Group	Symphony, Edison Power, Edison Properties, Helio	Creative & Media
18	National Polymer Group (npoly)		Creative
19	Metrocem	Metrocem	Creative
20	Basis		Creative
21	Dhaka Ice Cream Industries Limited	Polar	Creative & Media
22	Abul Khair Group	Marks (Gold & Diet)	Creative
23	Shanta Properties		Creative
24	Bashundhara Group	Goody (Diaper)	Creative

**Figure 2: Client list**



**Figure 3: Operational Network Organogram**

**3.7: Operational Network Hierarchy:**

Apart from the support team, (which is HR, Finance, IT and Legal) the advertising team, Media and public relation team and Red works team works directly for establishing an advertisement and convey it to the target audience. Client service team and Creative team both together set a creative idea and incorporate that according to client's requirements. Both these team has to seat for every meeting that both client and agency need. RedWorks team basically employed for online advertisements which is mostly on Facebook and Tweeter. Media team helps to make a bridge between agency and newspapers,

magazines and this help Ogilvy to publish their advertisements in newspaper/magazine as press ad. If there is any outdoor activation needed, Public Relation team is there for it. Besides activation, Public Relation team also has to do market survey and market research.

Above all, in Ogilvy when a brief came all the team together start working for it. All the creative people from different team are allowed to share their ideas and opinions for the client's brief and thus Ogilvy always has a strong bonding of togetherness.

## **Part 04: SWOT Analysis:**

### **Strength:**

- A well renowned multinational ad agency
- Good reputation
- Global multinational clients
- Well known local clients
- State of the art audio-visual setup.
- Good Infrastructure and ambience
- Well built relationship with existing clients

### **Weaknesses:**

- Financial capacity is poor.
- Lack of proper media planning wing.
- Lack of experienced and creative personnel.
- A small number of employee motivation schemes.
- Lack of manpower.

### **Opportunities:**

- Many global firms are enlarging their business in Bangladesh.
- Advertising in social communication sector, especially in Facebook is increasing.
- Clients become more concern about their brand establishment.
- Media business is lucrative sector if done with financial muscle, media research & planning.
- As Ogilvy is a multinational firm, new opportunities of global client's are on the horizon.

### **Threat**

- The number of in-house agency is increasing
- Entrance of new and local agencies in this industry.
- Clients do the media contact within themselves.
- Pitch process

## **Part 05: My Experiences**

### **5.1: My Experience in Ogilvy:**

Working in an advertising agency is never boring. Though there is lots of pressure of work, no scheduled time boundaries; employee has to stay long in the office when there is an emergency of client's requirements but it is never a monotonous job. Always excitement and challenge are there. Working environment is always fun and creative. When the TVC gets on air, when we see the billboards on the road, when we see the layouts in the magazine or newspaper, our happiness and pride know no bound. When people can reach out to the best product available in market because of our marketing campaign, that is when we feel that our purpose is served and we have done our duty well.

It has been an excellent opportunity for me as I completed my graduation majoring in marketing and HR. I could actually relate the theoretical terms, working strategies, tactics learned throughout my course. It felt blessed to have gotten such kind of opportunity to pursue my wishes and lessons.

### **5.2: My Job Description:**

- Dealing with various local and international brands.
- Researching on different competitors' product and their status quo.
- Conducting market visits, surveying the customers and compiling the research data from these visits.
- Brainstorming for creative ideas for various advertising mediums such as press, television commercial, social media etc.
- Implementing the creative brief as per clients' requirements and supervisor's suggestions.
- Maintain teams' upcoming plans for the clients.

## **Part 06: Analysis of the Campaigns:**

### **6.1: "Stop Not" shop design Campaign:**

#### **Target Customers:**

This "stop not" campaigns aim was to reach our target audience, which are school going children. As we all know the appearance of a shop is crucial when it comes to attracting customers to the shop. The idea is to use "stop not" chips itself to decorate the shops which will serve two purposes; 1. Attract customers as the shop will look well decorated, 2. Since we will be using stop not chips to decorate the shops it will enable the chips name to become a household name in the industry. The shop keepers will enter a competition with each other to make their shops look the most attractive and whoever wins get a reward for making their shop the most attractive.

## Execution:

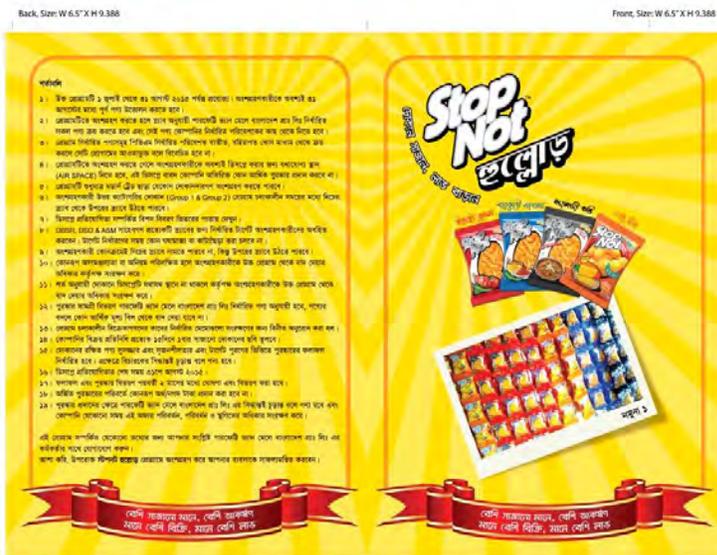
Because of a huge competition in chips market, PVM and our creative team formulated an idea to increase the sale of Stop Not. As the market competition in food items like chips is high it is very important to come up with new ideas to market your product moreover Perfetti was facing huge competition and its selling for Stop Not chips was decreasing day by day. In order to increase its sale a competition was announced among the shopkeepers. The shopkeepers had to decorate their shop with "Stop Not" chips. There were exclusive prizes for the shopkeepers. (First prize was Samsung mobile phone and the other prize is "Pure it" water purifier. It was an innovative strategy that really hit two different targets; the first target helped in making sure the actual target was reached. Keeping the competition part amongst the shopkeepers made sure that the execution for the actual target was strongly created.

## Positioning:

It's a norm that customers will be attracted to a product which they see the most. The subconscious mind is already searching for that product when they enter the shop. The whole idea of this campaign was to imprint the image of the "stop not" chips in the minds of the customers so the first thing they think about when the word "chips" is mentioned is "stop-not". Since the target audience is young children, who are usually attracted to anything that looks good from the outside this will psychologically already attract the customer to the chips.

## Branding:

Branding is the process involved in creating a unique name and image for a product in the customers mind, mainly through advertising campaigns with a consistent theme. This competition that we have come up with is going to create awareness about the brand stop not in the minds of the customers therefore when buying or searching for similar products in a shop the first thing that will come to their mind is " stop-not chips". Therefore having the shopkeepers decorate the whole shop using stop not chips as the theme is going to imprint the brand name in the customers mind



## **6.2: Dove Choose Beautiful Campaign:**

Dove as a brand has always been about challenging media beauty standards and appreciating regular women. Their campaigns always consist of messages that make women feel beautiful and confident and the Choose Beautiful campaign was again another unique way they did so.

Every woman in this world is beautiful, they are smart, they are funny, kind and every woman is unique. They are worthy of love and affection, never too much and always enough. Every woman in this world is precious, they are a diamond, a rose, a pearl, The most stunning of all Gods creation. Taking these into account dove focuses on the real beauty of a regular woman. Advertisements do not consist of supermodels which may make another woman feel inferior or insecure. Dove cares about its customer and wants each and every one of them to know they are special, beautiful, worth more than they can ever imagine. Dove advertises shows the regular beauty of a woman and how they are worth more than the number that comes up on a weighing scale, the shoes they wear, the percentage on top of their math test scores or the number of followers they have on Twitter, Dove wants them to know their worth surpasses all earthly things. The whole purpose of this campaign was to build self esteem of woman, make them feel comfortable in their own skin.

### **Target Group:**

Regardless of who you think you are, whether you model in a magazine, whether you are on the hot list or the not list, Whether you are miss popular or you've never had anyone you could call a friend, whether you love yourself and love your life or whether you can't stand to look in the mirror, whether you are such a winner or you feel like the biggest failure. Regardless of who you think you are DOVE believes you are POWERFUL, And STRONG, and CAPABLE, dove believes inside of every woman they have the ability to change the world and dove wants every woman to be able to find that ability and set the world changing capability free. Dove wants to empower women and for every woman this campaign was tribute for.

### **Execution:**

Dove Choose Beautiful was a worldwide campaign organized by Unilever. This passionate campaign and a tribute to women all over the world were presented by Ogilvy and Mather Bangladesh in a unique way. The main purpose of this campaign was to change the traditional definition of beauty. To become beautiful we have to feel beautiful. Beauty is something which lives inside a person. So to become beautiful we have to love ourselves and we have to be confident. The most important thing a girl wears is her confidence.

In Bangladesh Ogilvy & Mather introduced this campaign in a unique way. They wrote “Beautiful” and “Average” in two different doors for various shopping mall and departmental stores like Agora, Bashundhara City and Jamuna Future Park. Whenever a woman entered through the “Average” written door a voice said, “Why you are entering through the average door, you are beautiful.”

### **Positioning:**

Their main positioning strategy is to set up a mindset of “Real Beauty” among the woman; which means every woman is beautiful. Their main purpose was to break the beauty stereotypes and create confidence and self-esteem among the women who feel they are not beautiful.

### **Branding:**

Through this campaign Dove has created a positive impression in the mind of the customers knowing that some women might feel that Dove know the insecurity they feel. Through this campaign Dove branded itself as the soap for all women.

### **6.3: Doubly Father’s Day Campaign:**

Alpenliebe Doubly is a new candy from Perfetti Van Melle which is a double layered candy of Coffee and Cream mix. After successfully completion of the lunching program of “Doubly” candy; our team suggested PVM to run a digital campaign which will create a buzz towards the customer. Father’s day was coming up and it was the perfect opportunity to do so.

### **Target Customer:**

The target customers were Facebook users, mainly, young people who wanted to let their fathers know how much they loved them.



### **Execution:**

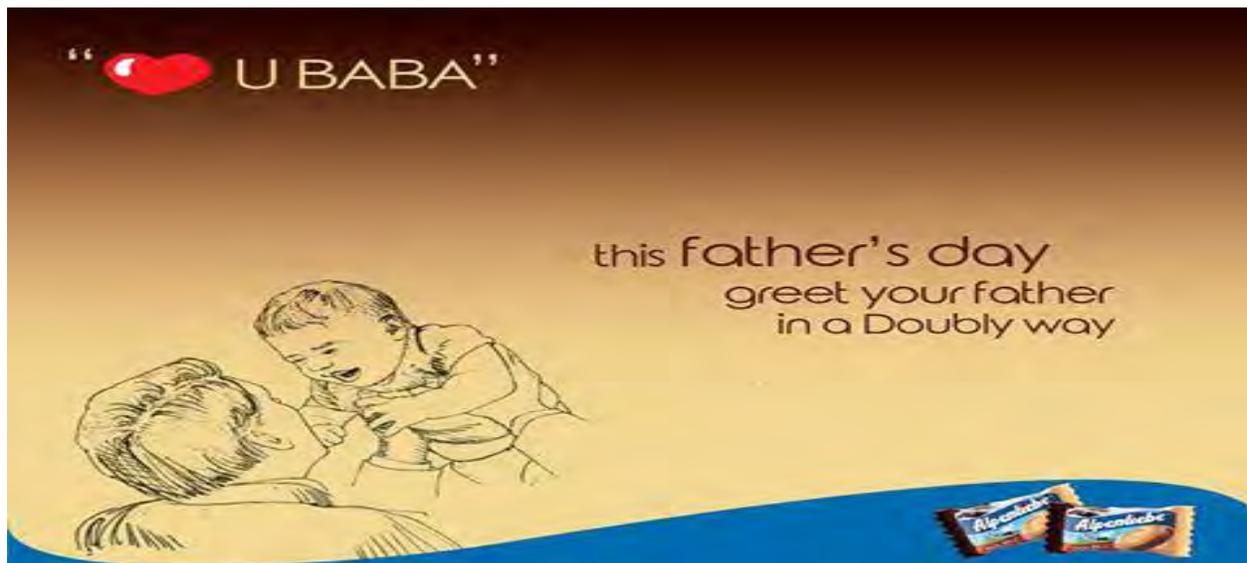
The campaign started one week before Father's day. It was announced from "Alpenliebe Bangladesh" Facebook Page to write something about their father and inbox it to the page. The best 100 messages will send to their father's address along with a Mug written "love you Baba" and also Double candy will be there. The message was written in a greeting card. We sent it to the selected senders in their given address through the courier service. We screened out all the messages that came in our (Alpenliebe Bangladesh facebook page) inbox and called top 100 message sender to tell them about their father's gift. When all the fathers got the gifts along with the greeting card written their son's/daughter's message on it, they became very much happy and emotional. We got a very over whelming feedback in our Facebook page.

### **Positioning:**

Since Doubly's all promotional activities are based on "small gesture that deepens bonding" so we wanted to run the digital campaign on a special day which is Father's Day. Through this campaign customers will get a chance to enhance their relation with their father.

### **Branding:**

Doubly Father's Day campaign was only for Facebook promotion. But Doubly maintained their branding of small gestures deepening bonding throughout the campaign as it can be seen in the whole execution.



### **6.4: Tom & Jerry Jumpy Campaign**

The "Tom & Jerry" candy is a combination of two flavors- Lime & Lemon, which falls under the "Just jelly" category. Again it is a product of Perfetti Van Melle.

**Target Customer:** The target customer of this candy is school going kids.

**Execution:**

To boost up the sales of this candy, our servicing team jointly thought of starting a new campaign which will attract its target customer to increase purchase. The campaign initiated by providing exciting toys with every five candies customer will purchase. Hence, this effort has been undertaken to increase sales as well as to win the hearts of young people with exciting toys. Their eagerness and curiosity for finding out facts can be proven to be very helpful in this case. Because we have informed through the candy packets that there are ten fun facts in ten different jumpies in total provided by this offer. With each jumpy there comes an information about the history of the inventions to help the kids develop intelligence. Therefore to collect all ten of them they will buy many candies to satisfy their curiosity. Also parents will be eager to buy their children this candy to feed them knowledge in a fun way. Through this, amount of consumption of this candy and sale will hopefully increase in a great amount. Hence this effort has been undertaken to increase sales as well as to win the hearts of young people with exciting toys.

The medium that we are going to use for this campaign is TVC and press.



**Figure: Jumpy**

## **Branding:**

Because these candies comes up with the information about the inventions and interesting knowledgeable facts, parents are more likely to buy such candies for their kids in an attempt to teach them better. On the other hand, kids will be happy to get such gifts with candies.

## **Positioning:**

This is the only candy among Just Jelly category which comes with the unique idea of sharing knowledgeable information with the kid. This will be strong association in the consumers' mindset which in turn would increase the sales.

### **6.5: Dove Conditioner Free With Dove Shampoo:**

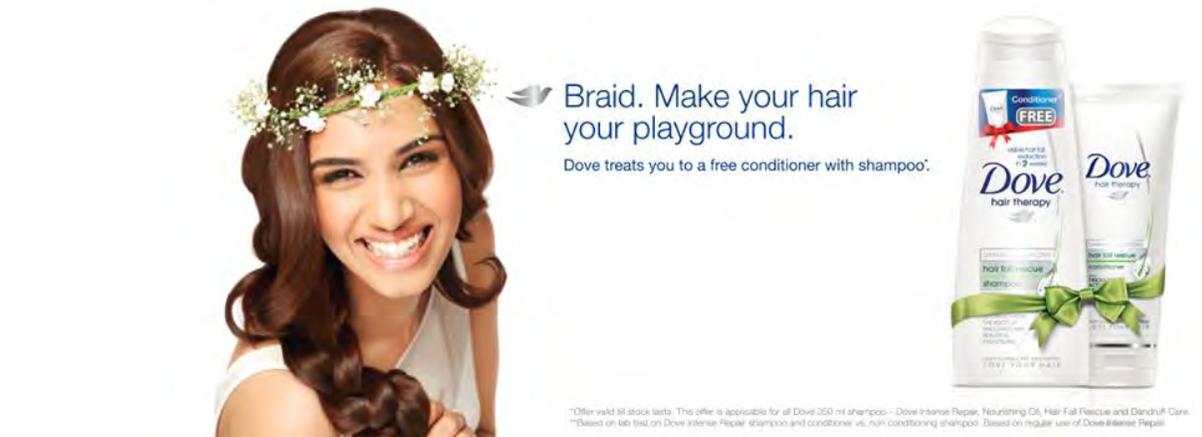
Dove is a successful brand of beauty products and they wanted to increase their sales even more. Therefore, they decided to run a promotional campaign where the customers would get something free when buying Dove shampoo.

Target Customer: Target customer of Dove shampoo and Dove conditioner is 2- to 35 aged upper class women as it is an international premium shampoo brand.

Execution: The main message of the campaign was direct and straight – Free conditioner when buying shampoo.

180 ml conditioner free with 350 ml shampoo.

40 ml conditioner free with 180 ml shampoo.



The execution was simple prints that included this message. Conditioner is usually essential and purchased almost always when shampoos are, especially by women. So giving a conditioner free was an excellent way to get the target to buy more Dove.

**Positioning:** Dove has always been about regular women feeling beautiful, confident and being themselves and Dove products being the perfect treat they deserve. The print ad reflected this positioning through visuals and copy.

**Branding:** The ads reflected Dove’s creative and visual branding with its brand colors, and the kind of fun, confident and relatable copywriting they use.

**6.6: Taaza Price Drop: Consumer Promotion Offer:**

The Heritage of the Brooke Bond house stands tall since 1869 till date and provides a superior cup of tea. Brooke Bond Taaza stands for premium quality and refreshment, bringing in the world famous tea blending expertise and heritage of the Brooke Bond House. Taaza as a brand believes in creating a brighter world for future generations by doing more with less and that is at the core of what we do

**Target Customer:**

Taaza’s main target customer is middle aged housewife and mother with one child.

**Execution:**

Tea market in Bangladesh is very much competitive since we have a great tea production zone in Sylhet. Because of the bidding of raw material of tea, competitor brand started huge exposure/high frequency of their television commercials. Taaza’s sales were threatened by the high exposure TVC of competitor brands. For this reason our account service team started a campaign so that Taaza’s sales get increased. The duration of this campaign was one month and for this one month Taaza reduced their price. There were price reduction in 100gm, 200gm and 400 gm pack and the new price was 35 taka, 70 taka and 139 taka consecutively.

The medium of communication that we used for this campaign was Television Commercial, Press and Magazine and Wobler.



### **Branding:**

Taaza's brand is premium and superior but to increase sales, a more modest way had to be taken. Taaza maintained its brand image while bringing out a more affordable campaign which would bring in new customers to try the products and start loving it before the prices were back to original.

### **Positioning:**

Taaza, in this campaign, is positioned to be a premium tea brand but a premium brand that can be afforded by everyone. You can buy Taaza and get the taste of superiority but in affordable pricing.

### **6.7: Center Fruit (watermelon) Color Your Tongue**

Center Fruit "Color your Tongue" is a newly introduced liquid-filled and watermelon-flavored gum. It is one of Perfetti's flagship brands in Gum category.



### **Target group:**

Our main target group was young people, especially those who loves chewing gum.

### **Execution:**

The name of the drugies itself describes this gum as a lip-smacking gum. The splash of liquid bursting in the mouth will color your tongue green when you chew it. While working on the TVC of this particular gum, our client told us that the TVC should display a scene where the green -colored tongue turns out to be a prank to scare people. Our account management team and copy writer team collectively brainstormed

innovative prank ideas to bring out a successful TVC. We implemented the ideas to initiate a TVC in three settings- Park, restaurant and saloon. The TVC done on the saloon setting is already on air. Perfetti team and our Ogilvy account management team chose Deabsish Biswas for hosting the prank. This TVC was conducted by our production team in restaurants where they set the camera to focus on the prank. The TVC done on Park setting got rejected by our client. The TVC on the restaurant setting is on the process.

### **Branding:**

This chewing gum is the only one which came out with the concept “Color Your tongue”. This is different in the sense that the other chewing gums of this category is mint and strawberry flavored but they do not have any properties to color the tongue. Hence, when young people will have this chewing gum, they will enjoy seeing their tongue turning green. This in turn would be a fun part for them and consumers would like to have these chewing gums in their parties for making a prank to scare people or in other places where they would like to have fun having this chewing gum.

### **Positioning:**

Since this is the only chewing gum in Bangladesh which turns the tongue green after consuming, consumers are more likely to associate the color green with the Center Fruit “ Color Your Tongue: chewing gum. Consumers therefore are more likely to retain this association in their minds whenever they think of the color green.

### **6.8: Tang Mom’s Day:**

The highly renowned multinational confectionery, food and beverage conglomerate, Kraft Foods Inc. is another valued client of Ogilvy & Mather and one of the most popular brands of Kraft in Bangladesh is, Tang which is one of Ogilvy’s high priority brands to look after.

Marketing activities to promote Tang in Bangladesh is carried out throughout the year; however, the peak seasons of promotional activities are during the summer and during Ramadan. Ogilvy Bangladesh has been very consistent with coming up with newer, more effective and creative ways of reaching out to Tang’s target customers and increasing sales by a very good amount.

### **Target group:**

The target group of this campaign was housewives who have one or two children.

### **Execution:**

We set up an event in 15 different places all through Bangladesh.

Places are:

- Madaripur
- Faridpur
- Gopalganj
- Barisal
- Khulna

- Jessore
- Kushtia
- Pabna
- Rajshahi
- Dinajpur
- Rangpur
- Bogra
- Jamalpur
- Sherpur
- Netrokona

These are regarded as some remote areas of our country where TANG is not consumed in a great amount. During the peak time of Tang sales, Ogilvy organized promotional events, where the main guests would be mom, with an attempt to increase sales of Tang in 15 districts all over Bangladesh. Because Ogilvy thought that mothers are mostly the purchasers of this flavored drinks, they have given invitation cards to the mothers who comes to pick their children from school. They also went from home-to home to invite moms to attend their event.

The event had three segments. The first segment was to deliver free sample of flavored drink of Tang. So, the event had three stalls for each flavor of Tang- Orange, Mango and Orange-Mango mixed flavor, where they provided free samples of the flavoured drinks to the mothers. The second segment was designed with healthy beauty tips for mom to paper them and also has a beauty expert to give advice to the moms regarding their skin problems. The third segment was a live concert which was arranged to entertain moms to the fullest.

### **Branding:**

The main purpose of this campaign was to increase the brand image of TANG in those above mentioned remote areas.

### **Positioning:**

The campaign was run keeping in mind that it would serve both the purposes for summer time and also Ramadan time. We wanted to convince the housewives who directly or indirectly shop grocery, to buy TANG on a daily basis. We wanted their minds to be embedded with the idea of having TANG at their houses as a daily necessity.

## **Part 7: Recommendation:**

- Too much flexibility among the employees; the break time and lunch break should be strictly maintained.
- Account Management and Creative & Art need more manpower to fulfill the extra requirements of the clients.
- More employee benefit schemes needs to motivate and sustain the employees.

- More training can be provided from the O & M, Asia Pacific.

## **Part 8: Conclusion:**

Ogilvy and Mather founded in the year 1948 and is one of the largest marketing communications company in the world. This was my first 3 month internship and for a young person embarking on a journey like this, has certainly been quite an experience and this experience has been made enjoyable and exciting by this company. The office itself feels like home with Mr.Ogilvy's presence being felt at every turn you take. The company still runs in his beliefs like “if it doesn't sell, it isn't creative.” It has been one of a kind experience and getting to work with brands who lead their own respective markets, it has been a great learning opportunity. The blend of creativity and pitching capability has molded me into being creative thinker and also enable my thinking in terms of what the clients and how the ideas could be pitched to them. This has been a great stepping stone for my future work experiences.

## **Part 09: Appendix:**

### **9.1: References:**

1. Shaiful Islam, Group Account Manager, Account Management, Ogilvy & Mather, Bangladesh.
2. Previous reports on Ogilvy & Mather, Bangladesh.