



Inspiring Excellence

Internship Report on



Event Management of Mark8 Communications.

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Dear Madam,

In this report i have tried to do the analysis with due sincerity and i would like to thank you for giving me the opportunity to have the chance to work on this. Despite some limitations i have tried my level best to address the major in depth issues in making this report accurate and reliable.

If you have any further enquiry concerning any additional information i would be very pleased to clarify that.

Thank you.

Sincerely yours,
Mridha Faysal Hossain

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Acknowledgement:

This report has been completed with dedication and based on the experience I had from my internship period.

First of all, i would like to thank Allah for giving me the strength and wisdom to carry away all the work and helping me to go through all the obstacles while conducting the research.

Next, i would like to express our sincere gratitude to our dissertation teacher Ms. Afsana Akhter for her supervision, constructive guidance, inspiration and encouragement throughout our dissertation period. Her advices and guidance has been the foundation on which this project was constructed.

Next i would also like to thank Nazmul Haque Bhuiya, key account manager of Mark8 Communications Ltd, without his time and cooperation; this research would not been possible for us.

Executive Summary:

Marketing promotional campaign is very important thing in this modern world. Promotional marketing means raise customer interest towards a specific product and do campaign over it to grab the target customer interests over your product. There are so many ways of marketing promotional campaign to reach your target customer. Many companies you different ways to reach their initials goals. The ultimate goal of marketing promotional campaign is to raise awareness of your product or service among your target market. This internship report was compiled on the basis of my work experience and all the knowledge I acquired at Mark8 Communications while I was an intern in that Advertisement agency. Most of the work I was assigned in was on event management, Marketing campaign and Market research. Mark8 Communications always maintained the standard service quality since the start of the organization. Mark8 provides a huge number of services to the clients while they are specialist in 360 degree marketing campaign. 360 degree campaign consists of Television advertisement, radio advertisement, Public relation and many more other advertisement campaign. The focus of this report is divided into two parts. One is overview of the organization of Mark8 Communications and another part is the research portion. In overview of the organization includes, introduction of the organization, history, products and services are briefly explained in the first part and in the second part a SWOT analysis has been conducted to prove the excellency of the organization against its competitors in local arena. Also, I have shared a detailed insight about my performance at Mark8 Communications which consist of conducting research through market visits and periodic surveys, brainstorming, planning , event management and executing ideas on how Mark8 Communications's services. Later, I discussed about some marketing campaign which has been commenced by Mark8 Communications on behalf of their different clients. Though Mark8 Communications is quite a new organization they have a huge number of clients and they try their best to satisfy their clients.

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Chapter 1: Introduction

Background:

Advertisement plays a very important role to become aware of any product in the market and it help us in many ways to know about the current service or product and we get updated continuously because of advertise. It also helps the producer to reach their target market. Advertisement provides information about the product. Advertisement is very important in this modern world. Every day we are exposed by various types of advertisement. They had good and bad effects too. There is more than 150 ad agency in Bangladesh and more than 100 only on Dhaka. There are some top ad agencies in Dhaka like GRAY, ADDCOM, KHOLAJANALA, ASIATIC, HEADOFFICE etc. Advertising has very large industry. Bangladesh advertising ad agencies is doing really well from the last 20th years. Advertisers and marketers have their own way to reach their target customer through ads. The ads see we on TV and other sources are a result of so many hard work and dedications of so many individuals and teams. 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.

1.1: Objective:

- ✓ I never had full time professional experience though I did a lot of part-time jobs while I was a student so my primary objective was *to learn how to cop up in the professional environment.*
- ✓ In my graduation period I only had theoretical knowledge about marketing so I needed *to apply theoretical knowledge* which I learnt throughout my graduation period.
- ✓ In service sector satisfying customer demand is the main goal and in order to do that it flawlessly *I needed to know how to meet customers demand.*

- ✓ In order to do remarkable work in corporate world one need to know professional skills so my intention was *to enhancing my professional skill for the future.*
- ✓ In real life a successful marketer need to implement various marketing tools and know about branding so my intention was *to lean about marketing tools and apply those in various problem solution and product branding.*

1.2: Methodology:

Primary Data:

- As I have worked for four months so my work experience is my main source of information for this report
- While I was working as an intern I conducted few small interviews with key employees
- Working directly in the field and client handling also gave me lot of information.

Secondary Data:

- I have been through Mark8 Communication's data in individual campaign accounts.
- Mark8 Communications have website and Official Facebook page so I went through.

1.3: Limitations:

While completing my report and doing my internship there were some limitations. First of all, the biggest limitation for me was to get all the necessary data about campaigns. There was some confidentiality agreement with the client and Mark8 so I wasn't legally permitted to share client's information and research data.

Chapter 2: Organization part

I started my journey in the corporate world on 12th January, 2016; it was quite an experience to work with Mark8 Communications. The procedure of working is very genuine and demanding, this is what I already knew out of my entrance test at Mark8, which was a couple of months prior to my spring internship. I have a major in Marketing and Minor in Human Resource Management but I always had the intention to work in marketing and working in an advertisement agency was a big step for more, while I thank Mark8 Communications and my respect faculties to guide me towards my journey.

2.1: History of Bangladesh advertising industry:

Bangladesh is a developing country and we are doing really well from the last 20th years in advertising. Things change with time as the concept of ads and other things. Now day's ads are more realistic and heart touching compare to old days. Markets make those ads such a way that it can reach their target customer and also can won their trust and heart and raise more awareness about the product and service in the market.

Before the independence of this country we don't have that much ad firm and after the freedom we did really well and come a long way from that situation. Now there are so many top rated ad agencies in Bangladesh. Gray is one of the renowned ad firms in Bangladesh.

Farhat Anwar divided ad agency in two ways which is above the line and below the line. Above the line includes newspaper, radio, magazine, satellite and television and the below the line include in house advertisement, event management, outdoor advertisement (billboards, hoarding, neon signs, and bell signs), innovative activities (jatra, street drama) etc.

“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).

The current Bangladesh advertising agency is assumed to be 1200 corer (Rahman, M. 2012). There are 43% of print media share and 36% of TV and “The industry is growing at a rate of 10% per annum mainly due to the heightened competition among the major mobile operators” (Rahman, M. 2012).

2.2: Types of ads channel in Bangladesh:

There are two types of marketing or ad Communications could do to reach the target customer. One is direct and another is indirect.

In direct Communications-

- a. Email
- b. Phone-call
- c. Face to face (Which is very rare now days)

Indirect Communications-

- a. Television
- b. Radio
- c. Magazine, Newspaper
- d. Online
- e. Billboards and etc.

2.3: Media challenge in Bangladesh:

Though Bangladesh ad industry is really doing well still there are so many problems due to so many reasons. From my secondary research I find out some key issues which are-

- a. Political environment
- b. Lack of proper knowledge in media sector

- c. Lack of planning and implementation
- d. Lack of R & D in media sector.
- e. Lack of updated technology.
- f. Government restrictions, etc.

2.4: Overview of the Organization:

Since 2012, Mark8 Communications Ltd. has been doing their operation in Dhaka and today, it is one of the most rising local advertisement agency who is successfully organizing various marketing events and doing lots of outdoor Advertising, broadcast media, and Graphic designs, Visualizer, Market Research and Consultancy. This is a group of talented Executives who are involved with Mark8 Communications. Sometimes Mark8 Communications outsource its production work in order to save cost and time. Mark8 Communications takes pride to accept any volume and type of printing jobs and dogged to achieve the maximum outcome through dedication and hard work. The history of The Mark8 Communications Ltd. dates back to 2012 when a proprietorship firm was founded to work on different creative marketing activity and relate to this. It started with the modest introduction of a few marketing events of some multinational companies like Schneider Electric, RAK group, Gazi group. Md. Saif Al Deen Farabee is the founder of the firm and is the main visionary of the organization.

Mark8 continuously seeks to expand its production facilities, add employees and increase its creative marketing efforts. Mark8 not only provides advertising solutions but also develops different marketing strategies for its clients. The splendid blend of hard work and creativity is what makes Mark8 a reputed name in the market. I am glad I got associated with such an organization and had a great learning experience and pleasure for me as well as any individual who has enthusiastic desires to work in this field. Mark8 Communications started from an idea which is focusing on the 8ps of marketing mix which are: Product, Price, Placement, Promotion, Process, Positioning, People, and Positioning.

Mark8 Communications is the destination for the people who are enthusiastic, passionate about Communications and aim to go a long way. The gathering of various minded individuals meet up to make a melody. They make simply new promotions as well as offer complete correspondence arrangements with the Dynamic ability they have in the form of artists, writers, managers and studio experts.

The process starts from consulting till market research, media planning and finally towards the advertising- creative, films and media.

2.5: Departments of Mark8 Communications:

Client Servicing Department:

It is the most important department in Mark8 Communications. In any agencies this department is considered as the most important department of the company because Company's success depends on Client Service Department. The people who works in the department, deals directly with the clients. The goal is to understand clients need clearly get the best out of the creative heads of the organization. It starts from giving the brief till the final delivery of the solutions including collection of bills, Client Service Department Plays and important role not only in here but also in all the agencies.

Creative Department:

The creative director in an agency is the shaft star of the stars, the lion of the wilderness, and the hero of the band. The creative guys are all his assets and he is responsible for summoning up the Ideas and creativity. Once the creative briefs and the deadline are handed, they spend most of their time thinking and executing ideas. Keeping the brief in mind, the team then decided the best way in which the client would be satisfied about his brand. They provide the product/service with a face, an inclination, a feeling, and breathe life into it. Likely innovative courses are investigated and afterward talked about with the arranging group for achievability. The best courses are then short-recorded. The work is then separated between the copy and art teams.

Accounts Department:

Eventually, it's the accounts department which manages the company balance sheets. Estimating the costs for the client to receiving the payments, the account executive nags the client serving guys to keep things under control. They additionally keep mind the standard bills like phone bills, stationery charges, power bills and so on the media installments to different productions and also the inside matters like staff vouchers, refreshments, and transport remittances are overseen by the accounts department.

2.6: Services provided by Mark8:

Item	Particulars
360 degree	ATL
	BTL
Multimedia	TVC
	RADIO
	News paper
Media and PR	Press release
	PR event and activities
POS/POP	Design
	Binding
	Wobbler
	Sticker
	Brochure
	Flyer
	Portfolio
Out of home	Dangler
	Design
	Billboard
	Festoon

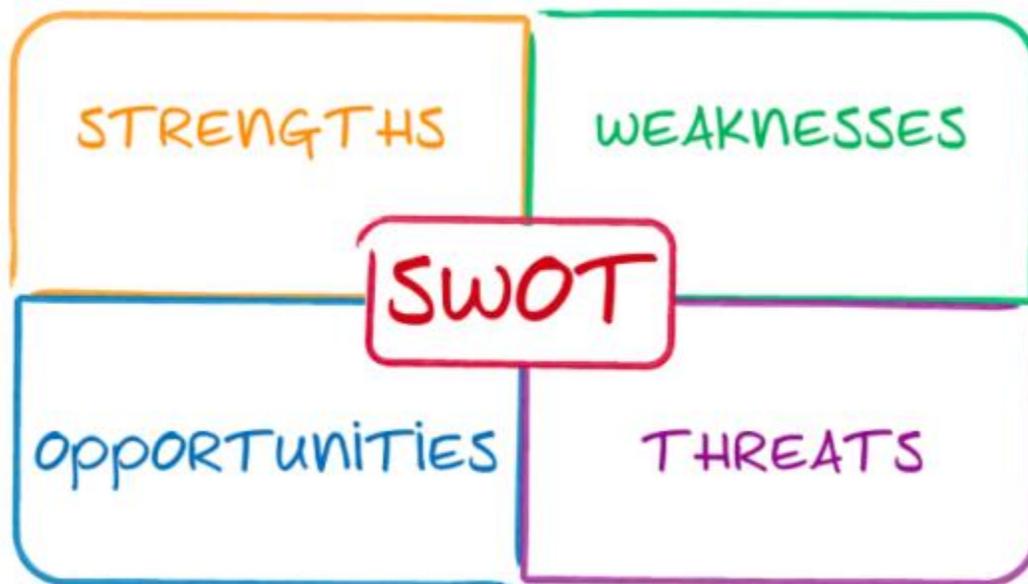
	Light box
	Roman banner
	Shop sign
	Mega sign
	Cut out
	Banner
	Stage design
	Shop design
	Stall/pavilion design
	Booth Branding/design
	Wall branding
Production & packaging	Product packet
	Box design
	Carton Design
	Shopping Bag
	Bottle Design
Year end and Start Item	Calendar
	Dairy
	Pen
	Pen box
	Year planner
Branding	Pen Branding
	T-Shirt Branding
	Cap Branding
	Pen Drive Branding
	Gift bag Branding
	Visiting card
	ATM / Credit Card Branding & Design
	Mug Branding
Printing and others	Color Print

	Spiral Binding
	Normal Binding
	Lamination
	Proof Reading
	Translation

2.7: Clients of Mark8 Communications:

As it contains picture, it is given in the appendix part.

2.8: SWOT Analysis:



2.8.1: Strengths:

a. Well reputed ad agency:

Mark8 started its journey in 2012 and within a short period of time they have gained a lot of loyal customers through hard work and dedication. They have become quite popular for their punctuality and quality of work as they don't consider it done until the customer gets satisfied.

b. Trained and experienced workers:

Though Mark8 has a small team but they are really quite dynamic and perfectionist in their work. Most of the employees are experienced who have past experience in working for advertisement agency. Mark8 arranges training program in every 3 months in order to train their employees to get the best of them.

c. Good environment of work place:

Mark8 has a great office environment and recently they have moved to a bigger office as they have added some additional staffs. Mark8 have a very busy working environment where everyone has different projects and campaign work.

d. Motivated workers:

Mark8 have really good motivated workers and they are committed to do anything to make the client smile at the end of the assignment. The CEO sometimes arranges annual program like picnic and other things so that the employees feel motivated. Also Mark8 provides good work bonuses every month.

e. Good relationship with clients:

Mark8 is really dedicated to make the clients smile. So they always keep small data about the clients and take it seriously. They send gifts to the clients on different occasion and sometimes they have flexible rate for the loyal clients.

f. Professional work:

Mark8 is really professional about work. From taking order to delivering they always follow a standard format and they get feedbacks from the clients which is helpful to make the work better in future.

2.8. 2: Weaknesses:

a. Financial ability:

As Mark8 started its journey in 2012 they have a limited financial ability but they are quite transparent about it. They also take loans from bank to make the order complete and as they get better and better, the financial situation is also getting better.

b. Lack of workers:

Mark is a new organization and as they don't have a strong hold on financial ability they

try to have a small number of workers who are dynamic and experienced in the field.

c. Less power over others:

As they didn't reach the top notch ad agency yet so they have a little bit less powered convincing power over other giant organization.

d. Lack of creativity:

As Mark8 team have only 4 members in their creative department, sometimes they struggle to deliver the work within time.

2.8.3: Opportunities:

a. Popularity of Digital marketing

As Mark8 have a 360 degree marketing capabilities they can easily focus on to social media marketing with a little bit of creative help and as they have lot of clients so they can easily think expanding the business.

b. Large number of target market:

As they have dynamic capabilities to work and known every marketing campaign they can target a larger number of Mark8 share with their dedicated work and responsibilities.

c. New trends:

Though Mark8 is quite a traditional advertisement agency they also keep up to date with the new trends and they have a young and enthusiastic employee so they easily cope up with the new trends.

d. Providing best things at low cost compare to competitors:

Mark8 have the quality to provide production with the minimum rate than the

competitors as they have experienced employees who knows from where, when and how the job can be done.

2.8.4: Threats:

a. Existing Competitors:

Nowadays there are lots of Advertisement agencies in Bangladesh and every month there are more. So it is quite tough to survive in the competitive market so Mark8 have always a plan B for that kind of change but still this huge threat.

b. New agencies:

In Bangladesh starting a new business is quite easy and Mark8 have a serious threat in this issue as the new agencies enter in the market the target customer has more option to go through and that is not so good for business.

c. Many options for clients:

in advertisement agency business clients always have lots of option. This is quite simple if are not happy they won't call second time as there are lots of options for them in the market. So Mark8 takes really seriously to make their client happy.

2.9: My Experiences:

This is not the first time I was doing some professional work so I wasn't nervous but as after graduation this was the first step for achieving my goal, I was very excited on the day I joined Mark8 team. In my internship period they've never considered me as an intern rather than an important employee of Mark8 Communications. The office environment wasn't calm as everyone was busy with projects and assignments. The HR introduced me with everyone in office and I was really happy as they gladly welcome me and motivated me. My first assignment was quite a tough one but as I was quite good doing research, I managed it to make it done within time. As I was an important member of the Mark8 team I also tried to give my best along with my other team members. Sometimes I had to do overtime as task have to be completed within time. Over all the journey was quite a small one but I enjoyed it. The Mark8 team was really happy about my performance and I was also pleased with their behavior.

2.10: Daily Tasks and Activities:

During my internship at Mark8, I have worked on multiple tasks, projects and activities. Mark8 projects and activities can be divided into daily a task that involves office work, and the on-site activities that needed to be done at the actual events.

Daily tasks and activities (routine)

- Organizing/editing event schedules and documents
- Contacting potential clients
- Mailing letters to clients
- Researching upcoming events
- Marketing and promoting events

- Writing and posting about event
- Maintaining budgets of events
- Visiting to the clients office to update them about our progress on their upcoming event

Organizing and updating schedules/documents regarding upcoming events

Working for Mark8, sponsor/suppliers/vendors documents has to be updated on a regular basis. Documents towards our clients will be sent regularly and most documents have to be edited and reviewed regarding to the upcoming event. These papers are for example Mark8 promotional information letters, estimated costs and contracts etc.

Mailing letters to clients

Each Mark8 member has a database targeting a target group. These databases should be redesigned on a standard base and including of tracking information of websites that should be posted in, Social media bunches in Facebook and LinkedIn that should be informed, Email letters that should be sent to customers. Each individual from Mark8 will send online data letters and notice to their personal contacts. This happens a few times over the marketing campaign of Mark8 Communications. We also send out information about the next events to all the previous attendees who have attended the previous Mark8 events.

Contacting potential clients :

Sometimes when we had the opportunity we contacted potential clients. Some clients mail us to contact them and in some cases we approach to the client to get work. In this process we share our documents mostly portfolios and previous work and rate chart to the client. Sometimes we needed to give extra promotional offer to convince the client.

Research upcoming event:

For upcoming event there is always research to be done to make it more unique and up to client's expectation. In this process there is always an admiration for creativity. I used to research what should we do, how we do and when we do. After the research I used to submit it to my supervisor for the review.

Marketing and promoting events:

Marketing and promotion events are really interesting. My job was to making a plan about the target market, potential consumers etc. There always market research before and marketing and promotional campaign so I took part in 2/3 market research.

Writing and posting about event:

After an event or a campaign we used to update our profile in the website. We also updated our Facebook page and twitter account.

Visiting to the client's office to update them about our progress on their upcoming event:

Sometimes we needed to visit the client's office to get brief or if we have any confusion about the work order but mostly we went to client's office for payment purposes.

Chapter 03: Project work

3.1: Introduction:

Nowadays, events are very popular and occasionally happen very often around us as the people emphasize on the leisure activities, public events, celebration, education and entertainment and also marketing strategy and business purpose such as trade fair, produce lounge and promotion. The community groups and individuals are interested by the events for their own interest and business. Event can be defined as participation of the group of people to enjoy or attend for corporate goals or individual benefits. The elements of the planning process include objectives, planning, organization, implement and divestment. Event planning deals with a lot of organization and community and the event managers who can handle the pressure and work hard have to communicate with them for the effective planning. Actually event planning is time consuming and a lot of works. Event management is made up of a number of management areas including planning, leading, marketing design, control and budgeting, risk management, logistics, staging and evaluation (Bowdin, Allen, O'Toole, Harris, McDonnell, 2008). The project management is very vital to an event as it is the purpose of creating the unique event. It is not only about how to develop the event but also the impacts of the event have to be recognized for recent issue and future.

3.2: Objective:

- ❖ I want to share all the knowledge that I gained and all the work experience that I've had.
- ❖ I want to analyze my performance of my internship period in Mark8 Communications.
- ❖ Highlighting some campaigns which I was consigned with.

3.3: Methodology:

Primary Data:

- As I have worked for four months so my work experience is my main source of information for this report
- While I was working as an intern I conducted few small interviews with key employees
- Working directly in the field and client handling also gave me lot of information.

Secondary Data:

- I have been through Mark8 Communication's data in individual campaign accounts.
- Mark8 Communications have website and Official Facebook page so I went through.

3.4: Limitations:

First of all, the biggest limitation for me was to get all the necessary data about campaigns and events. There was some confidentiality agreement with the client and Mark8 so I wasn't legally permitted to share client's information and research data.

3.5: Event Planning:

Arranging different corporate events is one of the major targets of Mark8 Communications, which is why this area is the most important one. A large portion of the attention and consideration goes into here. It takes week to months to plan and arrange an event. In Mark8 events, I mostly worked on the planning process. An occasion where youthful urban experts meet and create network, examine patterns, exchange tips and make gainful contacts with different experts in different enterprises. Mark8 uses critical paths for scheduling event project activities to plan the Mark8 events. The event plan includes:

Administrative:

Basically this all the legal paper works of the event. This contains everything from work order to payment agreement.

Marketing and Promotion:

People need to know about the events and this planning is all about how to reach the guests.

Design:

The logo design, Venue deign and other additional design planning are included.

Risk Management/Health and Safety:

What the risks will be and what are the plans to get over it.

Food and Beverage:

From the food will be processed. What are the requirements from client etc.

3.5.1: On-Site Event Activities

Organizing different corporate event is one of the major activities of Mark8 Communications. During events, every individual from Mark8 has different tasks and responsibilities. These

activities are described in the event production agenda, those are set before the actual event just to make sure what is going to happen. There are three parts of event production schedule.

Before the event

- We had to make sure all the elements necessary are here and installed properly
- Assist vendor to make it faster if they need any help.
- Reading of the program agenda and letting everyone one what's going to happen.
- Setting up Registration Area, Making sure of Risk Management (First-Aid, Fire Exit and procedure), Going through the floor plan, Check First-Aid contact for the night, Checking Laptop and Projector is up and running/ Slideshow and sound equipment are running accordingly or not
- Finally inspecting the venue and making sure everything is going according to the plan.

During the events

- Register all guests for the event and providing them gifts.
- Sign Up for the Speed Networking
- Managing the Speed Networking sessions
- Photography
- Making pictures of the Mark8 event
- Promoter Floater
- Will promote all areas of Mark8 to the guests
- Vendor Floater
- Will ensure all vendors are ok, there are paid, etc.

End of the event

- Closing the event with tearing down the event and re-setting event space.

3.5.2: Event management steps:

Develop event goal and objective:

First of all event manager should decide the objective of the event. This is all about having the idea of the event. Events are different based on their types for example: A charity to raise money, a social gathering, Workshop, Seminar or promoting a company. So it is important to have the objective of the event to establish a sound plan.

Building a team:

To organize an event a strong team is needed to execute all the plans to make the event successful. The team should be built based on the criteria of the event. The team should be given responsibility that should fulfill in the given time. The team is consists of:

1. Venue management
2. Entertainment
3. Speakers
4. Publicity
5. Multimedia
6. Sponsors
7. Volunteer management

Setting up a Date:

Setting up a date is an important thing. The event manager should set up a date for everything. The actual event, gifts, items etc.

The event managers also have to be aware of holidays and check dates of key participants (Singer, speaker) as they are available in the event day or not.

Event Branding:

If you want your event to be remembered and give a unique taste to the guest, you have to do something unique and attractive. First of all the event manager should set a theme for the event and work based on the theme. The event manager should give the event an attractive name in order to grab a lot of attention. The event manager can create a tag line in order to create social media hype. In order to make the event more unique the event manager also can develop a logo, badge or cover photo for Facebook.

Setting up a budget:

Manager must have to set up a budget calculating all the cost for the event. Before setting a budget manager need to determine the prospective cost of the event. Manager must make sure all the parts of the events have been considered during the budgeting process.

Vendors:

Managers must keep a close relation with the vendors for all the necessary elements that is needed during an event. The vendors can be used for all the decoration purposes. Managers should keep in touch with two three vendors for on product in order to get flexible rate and delivery.

Monitoring:

During the program all the team members are given small radios to communicate with each other and see everything is going according to the plan or not. If there is anything unplanned things happened quickly the team responds and take necessary step to overcome the situation.

Getting feedback from the guest:

Measuring the success of the event can be easily determined after getting feedback from the guest. This will also be helpful to determine what worked perfectly and what didn't. The manager can also check were there everything went according to the plan or not. This will also be helpful to improve the performance when starting to organize another event.

3.6: Tetley Tea Free Sampling Campaign:

Tetley Tea has added lots of varieties of Tea and they started freshly in Bangladesh. In order to getting known to their consumers they decided to run a free sampling campaign where free tea will be served to the target consumers and also 1 packet of Tea will be given to the consumers who register.

The aim of the campaign was to reach consumers which are everyone except children 4-14. The idea was to build temporary tea cart near three popular places where people gossip and pass tensed time.

Execution:

There are a lot of varieties of tea in the market and because of the competition companies provide different flavors so Tetley wanted to reach the customers directly. In order to do that we identified three places where we should target to reach customer, they are Mohakhali, Gulshan and Motijheel. We set up 3 carts near school, Market and college so we had parents and customers. We also assigned some brand promoter who described different things about the tea.

Positioning:

We really tried to serve the tea while the consumer mostly parents are worried about their kids exam or gossiping with each other. So the intention was to introduce the tea and the flavor when they are tensed and to have some comfort they are getting the tea. As it was a different flavor the customer really took it positively.

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. Our intention was to serve tea with positivity so we did try to create some hype over using Facebook and Newspaper ads. We also assigned brand promoters so that the consumers feel more comfortable. While choosing the color of the cart we used very soft blue color so that the customers feel more comfortable near the cart.

3.7: Rakeen Bijoy City:

Rakeen is a new company in real estate business with luxurious apartment in Dhaka. As they had luxurious apartment in Dhaka they wanted to target the consumers from abroad basically who leaves away from the country.

The people who lives abroad, what they want? They want security, calm environment and luxurious life where all the things can be found in one place. So we can't go abroad we need to target them through social media.

Execution:

As our primary target was people from abroad and we had to target them through social media while we need to assure them a lot of things in order to convince them to invest. Most of them were needed to ensure that they will feel safe and they are expending and will not be cheated as there is a history in Bangladesh. We contacted with YouTube and Different Facebook pages where the NRI people visits most. We designed some ads for them in the posts, videos and in different form with contacted with our target customers.

Positioning:

As Rakeen is new and why will they trust a new company? So there was a huge psychological barrier we needed to remove between us and the customer. We built a website where we show the mother organization RAK Group's different works for the society and how Rakeen is related to RAK group. As RAK is worldwide renowned brand the customer would trust easily.

Branding:

As reaching the customer face to face was a big problem we selected social media campaigning as our easiest way to reach the customer. We created Facebook ads with cover photo, profile picture. In YouTube we managed to show the advertisement between the main video. We also had paper ads, Billboards, and in events for having more buzz.

Chapter 04: Supplementary part

4.1: Recommendations:

- ❖ Mark8 is too much flexible for some workers who goes for breaks and takes a long time.
- ❖ Punctuality should be strictly maintained.
- ❖ Mark8 need to add more man power in the Accounting and creative department.
- ❖ More training should be provided for the employees.
- ❖ In order to motivate the employee Mark8 need to impose more benefit scheme.
- ❖ No work on the weekend should be strictly maintained as employees need to take rest.

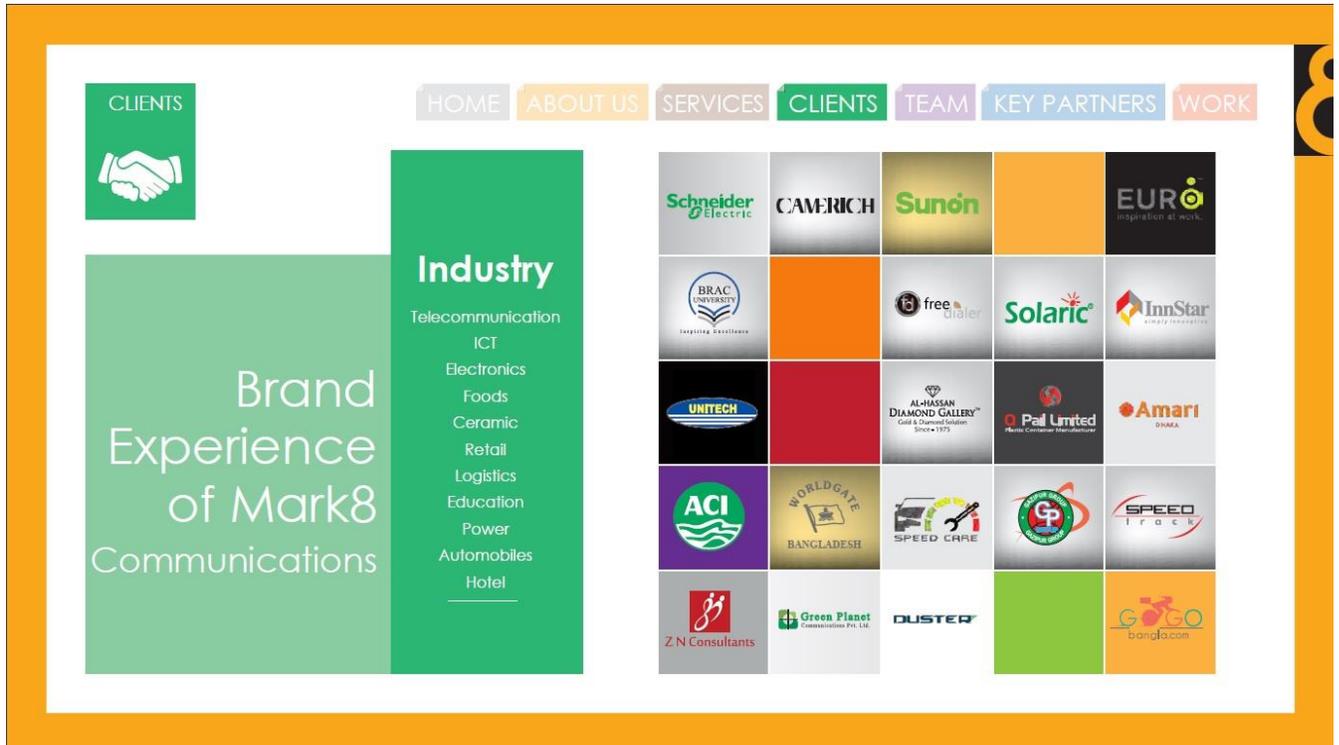
4.2: Conclusion:

After its birth Mark8 Communications achieved a lot of things within a very short span of time. Mark8 do not compromise keeping the standard of quality. In mu 4 months of internship program I learned a lot though I was the most junior employee in the organization, they treated me like a professional and valued my opinions highly. If I am wrong they taught the right thing while they trained me to be more efficient. The company runs on a motive “Big agency-resources and infrastructure, small agency-focus and dedication”. With that motive they tried to say they are highly dedicated to their clients and that’s the main reason they gained the trust of huge number of clients within the short time. I was a great learning experience with the blend of creativity and dedication. That has been a great leap of experience for me to build a career in marketing. Mark8 will be the Stepping stone for my future work experience.

4.3: Appendix:

1. Mark8 Clients

Mark8 Clients



4.4: References:

1. <http://en.banglapedia.org/index.php?title=Advertisement>
2. Company profile of Mark8 Communications
3. Nazmul Hoque Bhuiyan, Key Account Manager, Mark8 communications
4. Previous reports on Advertisement agencies.