

INTERNSHIP REPORT
ON
MANAGEMENT AND EVALUATION OF
CRAFTING CREATIVITY INITIATIVE

Internship Report
on
**Management and Evaluation of
Crafting Creativity Initiative**

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Inspiring Excellence

BRAC Business School
BRAC University

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Letter of Transmittal

January 11, 2018

Hasan Maksud Chowdhury
Assistant Professor
BRAC Business School
BRAC University, 65, Mohakhali, Dhaka

Subject: Submission of Internship Report.

Dear Sir,

This is my pleasure to submit my internship report on “Management and Evaluation of Crafting Creativity Initiative.”

Crafting Creativity is an initiative to connect students with the advertising industry of Bangladesh. The initiative is derived from Commward platform, the biggest flagship initiative of Bangladesh Brand Forum and immensely celebrated in the advertising industry of Bangladesh. Working for Commward 2017, particularly Crafting Creativity has been an exciting and learning experience for me. At the same time, I was fortunate to acquire knowledge about organizational behavior, operational skills, management and real life problem solving within my internship period.

Thank you for giving me the opportunity to complete my internship in a knowledge center like Bangladesh Brand Forum. I strongly believe that the knowledge and experience from the internship will assist me in my future professional life.

I, therefore, would humbly request you to accept my Internship Report.

Yours Sincerely

Raiyan Rumman
Student ID: 13104241
BRAC Business School
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Acknowledgment

At first, I would like to express my deepest gratitude to the Almighty Allah for giving me the strength and the ability to finish the task and submit the internship report. Then I am very much grateful to Bangladesh Brand Forum for incorporating as a member of the team and providing me the opportunity to complete my internship.

First of all, I am grateful to our honorable Dean Professor Iftekhar Ghani Chowdhury, Ph.D. Then I am deeply indebted to my Internship Supervisor Hasan Maksud Chowdhury, Assistant Professor, for his whole hearted supervision to me during Internship period. Without his support and encouragement I would not have been able to submit the report in due time.

My heartiest gratitude goes to Founder and Managing Director of Bangladesh Brand Forum Mr. Shariful Islam, a true visionary and leader, for allowing me to do my internship in his organization.

I am indebted to Mr. Sajid Mahbub, Head of Business Operations, Bangladesh Brand Forum for guiding me in every step during my internship period and also helping me meet my responsibilities to complete my tasks properly. The report comprises of his close observation and instruction which played a vital role in completing the report.

My special thanks all my colleagues who accepted me as a member of the team and cooperated with me to execute Crafting Creativity successfully.

I am also thankful to all the staffs of Bangladesh Brand Forum and BRAC Business School for helping me out in the journey.

Executive Summary

Bangladesh advertising industry has come a long way in the post-independence period. Now there are over 500 advertising agencies, 60 such production houses and more than thousands of digital marketing agencies operating in Bangladesh. This sector employs more than 10 thousand people in different roles.

Yet, the industry is not getting good human resources. Thus this can hamper the progress of the industry as well as have adverse impact in the marketing and branding fraternity, as advertising industry is highly linked with the mentioned industries. There is a gap between students and advertising industry of Bangladesh. To minimize this gap, collective approach was required.

Bangladesh Brand Forum being an industry stakeholder and advocate took the initiative of bridging the gap between students and creative industry through “Crafting Creativity” under Commward. Crafting Creativity is a connecting session for the students and the agencies. 6 sessions were executed within last week of July to August 10, 2017 at six different universities.

The sessions of Crafting Creativity constituted of the 6 top agencies of Bangladesh to visit 6 universities and present some of their previous campaigns in front of these students and explain them the concept behind Crafting Creativity within their own experiences. The session focused on sharing how being creative can influence student’s personal life and also in professional life. Also, how creativity can solve different social problems and how the agencies execute different campaigns.

The session engaged 591 students where the target was to engage with 500 students in the primary phase. From organizational perspective, the campaign was a successful one meeting all the KPIs. Also, from the student feedback we can see that the session was enlightening for the students about the work process of the agencies through real life experience.

Though the campaign was successful, yet there are room for improvements. It is recommended that the sessions should cover industry perspective along with agency perspective. Also, the number of students reached and number of universities should be increased.

Table of Contents

PART - I	1
1.1 Organization Overview	1
Part II	2
2.1 Introduction	2
2.1.1 Rationale of the Report	3
2.1.2 Background of the Organization	3
2.1.3 Objectives of the Report	9
2.2 Review of Related Literature	9
PART III	11
3.1 Activities Undertaken	11
3.1.1 Planning	11
3.1.2 Execution	12
3.1.3 Evaluation	14
PART IV	18
Findings from the evaluation	18
Learning from the Internship	19
Concluding Statements	20
a) Recapitulation /Summary:	20
b) Recommendation:	20
References	21
Appendix	22

Table of Figures

Figure 1 Organogram of Bangladesh Brand Forum.....	3
Figure 2 Module of Crafting Creativity.....	12
Figure 3 Number of Students Engaged in Crafting Creativity	13
Figure 4 Male Female Ratio of the Participants	14
Figure 5 Knowledge Level of the Participants	15
Figure 6 Information Adequacy of the Sessions.....	16
Figure 7 Content Quality of the Sessions	16
Figure 8 Session Rating by Universities.....	17
Figure 9 Willingness to Join the Industry or Recommend.....	17

List of Acronyms

Commward	Communication Award
BBF	Bangladesh Brand Forum
TG	Target Group
AAB	Advertising Association of Bangladesh
KPI	Key Performance Indicator
MD	Managing Director
WIL	Women In Leadership
BWPN	Bangladesh Women Professionals Network
AV	Audio Visual
ATL	Above The Line
BTL	Below The Line
TVC	Television Commercial
RDC	Radio Commercial
ECD	Executive Creative Director
IAA	International Advertising Association
TDS	The Daily Star
IC	Integrated Campaign
IDC	Integrated Digital Campaign

PART - I

1.1 Organization Overview

Brandzeal is a consultancy & supervisory firm which aids the local corporates in building stronger sustainable brands. Brandzeal has started its journey from 30 July, 2008. Apart from the professional scope of consultancy one of the major strong wings of the organization is Bangladesh Brand Forum (BBF). The following section will highlight a few facts about BBF.



Despite its perceived significance in the global corporate world, Bangladeshi companies are yet to fully realize the benefits of the wielding brand power. Most products in Bangladesh are in unbranded and highly price sensitive. In contrast, a brand mindset always focuses on offering more value and not on price only; it is all about standing for something unique in the minds of the consumer. In this light, Bangladesh Brand Forum (BBF) envisions: “Transforming Bangladesh through applying Branding Ethos among local corporate” since 2007.

When these local corporations are driven by branding ethos 3 major shifts take place:

- 1. Long Term Focus:** A long-term focus adds new dimensions (e.g. social responsibility, environmental concern) to the way business is driven
- 2. Value Creation:** Through constant focus on value creation, corporations begin to appreciate creativity, innovation & other intangibles
- 3. Focus on Delivery:** Corporations begin to realize that delivering and often exceeding the promise is more important than the promise itself

Part II

2.1 Introduction

“Hire people who are better than you are, then leave them to get on with it. Look for people who will aim for the remarkable, who will not settle for the routine.”

- David Ogilvy

David Ogilvy, Founder of Ogilvy & Mather and the father of advertising, pointed out one of the key mantras of how an agency can drive growth and go to next level through talent acquisition. Creative person is he/she who can draw attention and also be able to share the right message through communication. The communication must be able to stimulate the right emotion among the TG (target group) to generate the desired sales behavior. (Bangladesh Brand Forum, 2016)

The Bangladesh Advertising Industry has come a long way since inception. There are now a few big players in the industry along with new players entering the market every day. The impact of digitalization is also strong on the industry when it comes to creative communication as the core TG is mainly available in the digital platforms. According to the Advertising Agencies Association of Bangladesh (AAAB), the advertising market in Bangladesh is of about 2.5 million to 3 million taka. The market for advertising is growing in volume by 10% a year (Ali & Hasnat, 2014). Dave McCaughan said, “Bangladesh ad industry is growing at a rapid rate and is going to be hotspot for advertisement business” (Saha, 2012).

Commward, otherwise known as Communication Award is the most prominent endeavor aimed at recognizing Bangladeshi creative communication and the advertising industry. With the tagline ‘Excellence in Creative Communication’ the initiative was launched by Bangladesh Brand Forum in 2009 organized every year, in association with Cannes Lions International Festival of Creativity. Commward 2017 is the seventh gala of the initiative and has been established as a brand among the advertising fraternity of Bangladesh.

While the industry is growing, it is also facing challenges. And of the key challenge is talent management: recruit, retain and develop qualified human resources to take the industry to next level. The industry experts feel that one of the major reasons that the industry is suffering from lack of good human resources is that students do not know about advertising industry as a whole and their career opportunities in the industry. Thus BBF came forward to connect the creative industry with students by initiating Crafting Creativity under Commward platform.

2.1.1 Rationale of the Report

The report has been prepared on “Management and Evaluation of Crafting Creativity Initiative.” It is an integral part for the completion of BBA Program and is submitted as a part of the internship program. The report is prepared through applying the knowledge and experience gained from the internship program at Bangladesh Brand Forum.

2.1.2 Background of the Organization

a) Organogram of BBF

BBF has a flat organizational structure and activities of executed on team based. The MD directly supervises all the activities with and by the GM and Head of Operations. The whole team is divided into the following departments: Finance & Admin, Operations, Events, Research & Content, Design & Magazine. A single employee is at times part of two departments, for example Executive, Brands & Research.

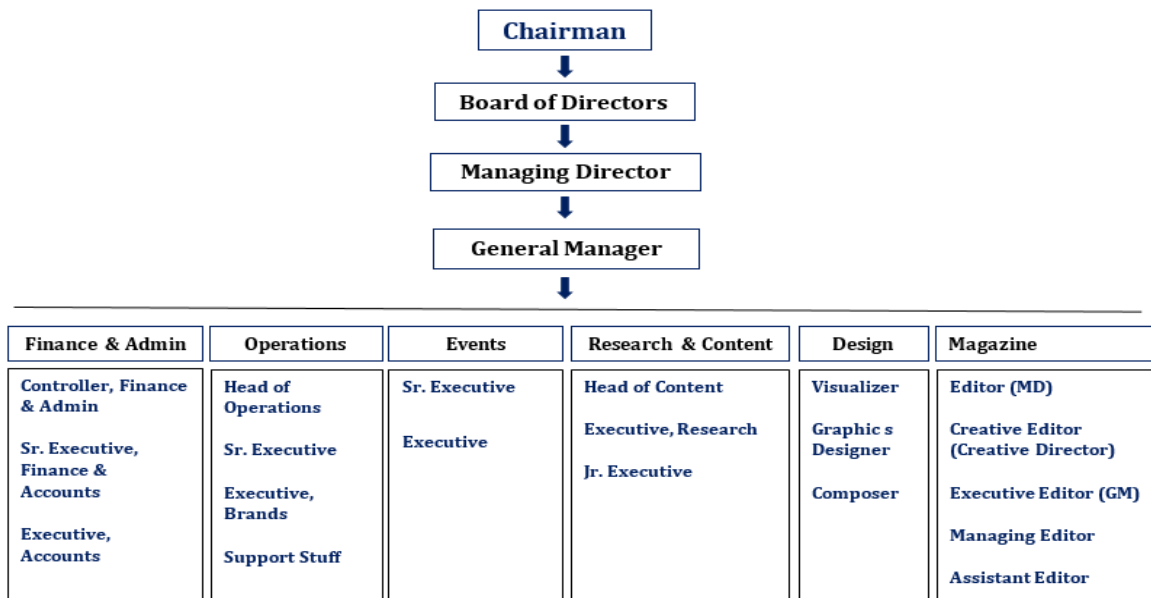


Figure 1 Organogram of Bangladesh Brand Forum

b) Initiatives of Bangladesh Brand Forum

To achieve its vision, Bangladesh Brand Forum has launched several initiatives to establish and instill branding values in the Bangladeshi business scenario. Among them, most significant ones are:

BBF Publications:

BBF as a knowledge center brings out different publications, such as:

- ✓ BBF Monthly Magazine is a publication on the latest happenings in business and marketing industry in Bangladesh. Since 2008, BBF has published more than 100 issues of the magazine.
- ✓ Best Brand Award Souvenir
- ✓ Commward Souvenir
- ✓ Retail BD
- ✓ SEE Award Souvenir

Collaboration:

To take different initiatives to the next level and also to create longer lasting impact, BBF has collaborated with multiple national and international organization and initiatives. These are: Marketing Society of Bangladesh (MSB), Financial Forum Bangladesh (FFB), Bangladesh Media Forum (BMF) Asian Marketing Federation (WMF), World Marketing Community (WMC), Kantar Millward Brown, Suparbrands Worldwide, Cannes Lions, Spikes Asia and many other organizations.

BBF's Own Initiatives:

1. Brand Forum Seminar (2007, 2008, 2009, 2013, 2015 & 2017)

Through the brand forum seminar BBF aims to provide the inspiration to the marketing community to rise to the occasion and build powerful enduring brands that not only excel in the local market but also create its mark in the global arena.



2. Leadership Summit (2008, 2010, 2012, 2014, & 2016)

Leadership Summit is a unique event designed for Business Leaders across sectors. With the roles and responsibilities of a Leader constantly changing, the Summit is designed to address the most topical and relevant issues to a growing organization.



3. Best Brand Award Bangladesh (2008, 2009, 2010, 2011, 2013, 2014, 2015, & 2016)

BBF has initiated Best Brand Award Bangladesh in August 2008. This is an annual award program that recognizes the most loved brands of the country. The purpose of the award is to demonstrate to the business community that brands are intrinsic part of the organization and in many cases the single most valuable asset.



4. Commward (2009, 2010, 2011, 2013, 2014, 2015, & 2016, 2017)

Commward, is also known as Communication Award. It is the biggest local platform aimed at recognizing Bangladeshi creative communication and the advertising industry. With the tagline 'Excellence in Creative Communication' the initiative was launched by Bangladesh Brand Forum in 2009. Since then Commward has been organized every year, in association with Cannes Lions International Festival of Creativity, the largest event in the world for recognizing the creative communication industry. Key objective for the award is establishing the link between communication activity and commercial performance.



5. Meet Bangladesh – Asia's Next Big Opportunity' in London (2010)

The 2 day conference, titled Meet Bangladesh – Asia's Next Big Opportunity for the first time showcased Bangladeshi business in international arena through the leading business houses of Bangladesh.



6. Meet Bangladesh – Asia's Next Big Opportunity' in USA (2011)

Bangladesh Brand Forum has organized a 4 day event on Bangladesh during 6-7 October, 2011 (New York) and 11-12 October, 2011 (Washington DC). Core objective of the conference was to improve the image of Bangladesh through focusing on trade and business.

7. World Marketing Summit (March 01 - 03, 2012)

1st World Marketing Summit has seen participation of about 64 Speakers, 20+ International Journalists coming from 23 countries around the world. Most of these foreign delegates have expressed their delight of attending 1st World Marketing Summit and their visit to Bangladesh and have gone back with an impression of a progressive Bangladesh which was more or less surprising to them.



8. Social and Environmental Excellence Award (2012 & 2014)

Bangladesh Brand Forum, along with GIZ, has initiated a plan to recognize the best practice of the garment industry through an award ceremony to capitalize on the strength and to capture the potential lying ahead through Social & Environmental Excellence Award.



9. Digital Marketing Summit (2014, 2015, & 2016)

To get the best out of digital media for different business and other organizations, Digital Marketing Summit is a platform for sharing local and global practices in the field of business and marketing through digital media.



10. Bangladesh Retail Congress (2016)

Bangladesh Retail Congress is designed to be a knowledge platform to discuss on these key areas, talk about macro-economic factors, share consumer trends, explore technology innovation, and business strategy so that it helps local retailers to reap the benefit of this opportunity.



11. Bangladesh YouthFest (2016, 2017)

Bangladesh YouthFest is the biggest national platform for the youth in Bangladesh. YouthFest helps the youth to transform themselves into professionals and leaders who will drive the transformational agenda of Bangladesh from their respective regions.



12. Bangladesh Innovation Conclave (2017)

Bangladesh Innovation Conclave is the first ever private initiative to create a buzz to establish why innovation is critical for the Future Growth & Progress of Bangladesh. The objective of the conclave includes: Understanding innovation, share the critical role of innovation within multiple stakeholders & Develop actionable plan to drive innovation in Bangladesh.



In Partnership With:

BBF closely works with different like-minded partners to materialize their own goals of transforming Bangladesh. Some of the join initiatives are:

1. HSBC Export Excellence Award

HSBC Export Excellence Award is one of the highest honors for the exporters who earn foreign remittance for Bangladesh. BBF is also 'Knowledge Partner' of the initiative since 2010.



2. Agrow Award (2014, 2015 & 2016)

Standard Chartered Bank Bangladesh came forward in 2014 with inception of Agrow Award: Excellence in Agriculture to celebrate the heroes who serve the nation from the core. Bangladesh Brand Forum (BBF) has been an implementation partner of the initiative since then.



3. Financial Innovation Forum Bangladesh (2017)

The first ever Financial Innovation Forum Bangladesh was comprehensive and interactive session along & with the industry leaders of Financial Sector of Bangladesh.



4. Impact Investment Summit (2016)

Build Bangladesh hosted the first international conference on Impact Investment in Bangladesh. The theme of the conference was “Bangladesh is Ready - driving the sustainable agenda”. BBF was the organizer of the summit.



5. ABBC Business Award (2016)

Australia Bangladesh Business Council (ABBC) recognized the success of Bangladeshi business community and their outstanding business achievement in Australia at the first ever ABBC Business Award 2016. BBF was the Strategic Partner of the initiative.



2.1.3 Objectives of the Report

Main Objective

The primary objective of the report is to *look into the implementation process and evaluation of Crafting Creativity initiative, in order to find out students' knowledge about creative industry.*

Secondary Objective

The primary objective can be further broken into the following sub-objectives

- To find out whether university level students are connected with the creative communication industry
- To find out if students had proper knowledge of the industry and its career opportunity
- To find out the knowledge gap, if any, between the students and the industry
- To look into how helpful would be sessions like Crafting Creativity in that regard
- To see how much students like sessions such as Crafting Creativity
- To find out if students would like to recommend their peers to join the creative industry
- To find out what are the things that minimize the execution cost of such initiative

2.2 Review of Related Literature

Bangladesh Advertising industry is growing and the industry has seen steady growth over 10% during the early 21st century. It is projected that as the market will develop and the organizations will take more marketing and branding centric approach, the advertising industry will grow even more. “The Bangladesh market is a tiger cub in comparison to China, India and Indonesia. But it will become big,” said P Miles Young, chairman of the Asia Pacific region of the United States-based company (Bangladesh News, 2008).

During Communication Summit 2015 & 2016, and also in different industry dialogue, the issue has repeatedly came to the lime light that “The creative industry is growing but might suffer depression due to lack of good human resource.” The creative industry needs people with technical skills and mostly people with creative intellect. While skills can be taught, be creative intellect is individual skill and is very tough to be taught.

There are over 500 advertising agencies in Bangladesh, ranging in size and standard. About 10 to 16 of these agencies control half of the country's entire advertising market. There are about 15 large production houses that make advertisements. Altogether, large and small, there are about 60 such production houses making advertisements. Just 10 years ago 30% of the commercials would be made in India. Now 99% are made locally. Recently, there has been a boom in the number of digital marketing agencies. In a source of BASIS, there are almost 2800 registered digital marketing agencies, while top 10 digital marketing agencies controls the overall market. This sector employs more than 10 thousand people. (Ali & Hasnat, 2014)

Yet, the industry is not getting good human resources. MNC and local big corporate houses are also a major competitor while taking the lions share of qualified fresher coming out of universities each year. Due to agency nature, it is even tough for them to go for direct competition. Also, it's been marked in the expert dialogues that students do not find the charm of joining an agency as to he/ she can join a corporate house and get the job done through the agency. Also, lifestyle is another influencing factor while choosing a career in advertising industry. But the problem is, students only or partially know about the odd sides of agency life, rather than a complete picture. There is a prevailing gap between students and creative agencies. Agencies has tried to bridge this gap through individual approaches like “Cornicles of Magntio” and etc, but there was no collective approach.

PART III

3.1 Activities Undertaken

Crafting Creativity Planning, Execution & Evaluation

BBF being an industry stakeholder and advocate took the initiative of bridging the gap between students and creative industry through, Crafting Creativity. There were 6 sessions executed within last week of July to August 10, 2017.

If the overall execution of the project is looked from management perspective, the components of project implementation would be Planning, Executing (Organizing & Leading), Evaluating (Controlling). Also, evaluation is looked from two perspectives: Organizational Evaluation and Evaluation by the Participants.

3.1.1 Planning

The pre-execution works started from the planning phase once the initial barnstorming was over, the number of items were fixed. The planning included:

- **Team Formation:** A team of 5 members was formed to execute the crafting creativity. A project leader is selected who is accountable for any decision and execution of the project.
- **Responsibility Allocation:** After the team formation, everyone was assigned with specific tasks. As the responsible person, each of them had to breakdown the task into subtasks and set a timeline for themselves discussing with the project leader. Project leader compiled the task list and shared with the whole team.
- **Budget Preparing:** As component leaders divided their tasks into subtasks and brought out the gist of it, they are also requested to share a primary budget for that component. Project leader compiled the budget and then revised to make a complete Master Budget for the project. A budget also reviews the sources of funding for the project and areas of expenditure. This leads to make the project profitable for the organization.
- **Module Formation:** This university engaging program has been designed with a view to connect the creative agencies with the university students. The session was designed as follows:

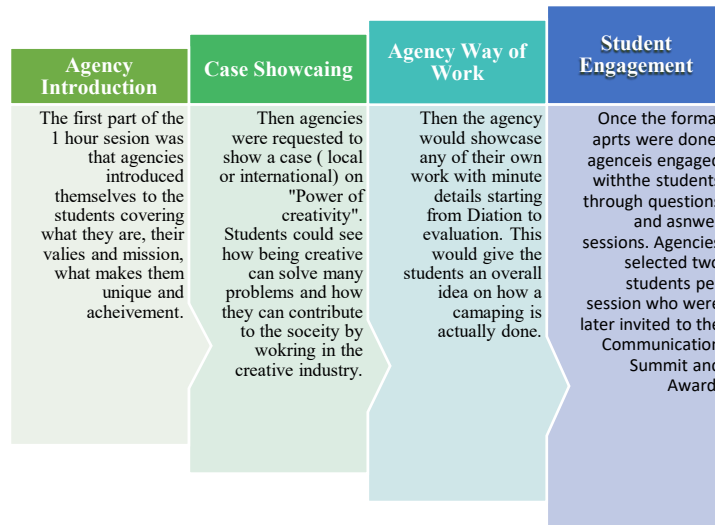


Figure 2 Module of Crafting Creativity

- **Confirming University:** A total of 8 universities were confirmed for the sessions to take place.
- **Confirming Agency:** A total of 9 agencies were confirmed.
- **Target:** The larger goal of the initiative was not only to enlighten the students but also make them part of the agencies. From BBF end, the target was to engage with 500 students of five universities through the sessions.

3.1.2 Execution

A dedicated team was formed to engage the universities. The team was properly equipped with necessary logistics and took necessary steps to prepare the venue. The teams were liable to make the connection between the agencies and the universities. Their proper execution made the engagement program successful.

- **Connecting University & Agency:** The target for Crafting Creativity was to engage with 10 creative agencies with 10 renowned universities. But the challenge was to engage both of them. We tried to follow a tentative timeline to match them up together. But due to minor circumstances we could not reach all 10 universities. But we successfully engaged 6 universities with 6 creative agencies.
- **Pre Hype:** For pre hype, social media was used. Facebook posts which included university names and Agency names. The posts were shared through Facebook to the students of the engaging universities. The posts created enough hype to engage the targeted students.

- **Conducting Sessions:** The Universities were engaged with the below described Creative Agencies:
 - ✓ **Independent University Bangladesh:** Mehedi Ansary, Creative Director of Grey Advertising Bangladesh and his team took the session on their agency and few of their directions.
 - ✓ **United International University:** Mir Touseef Zaman, Associate Director, Strategic Planning of I Positive Communications took the session on creativity and how creativity engages with people.
 - ✓ **East West University:** Magnito Digital team crafted creativity at EWU. Arif Ahmed, Account Director took the session and focused on their directions.
 - ✓ **North South University:** WebAble Digital team engaged NSU students with creativity. Shadab Ahmed, Co-founder and Director took the session on maximum engagement and positioning of branding products through advertisement.
 - ✓ **Institute of Business Administration (Dhaka University):** From Analyzen Bangladesh, Muhammad Risalat Siddique, The Man of Steel and his team took the session on their agency and some case analysis on few of their directions.
 - ✓ **Bangladesh University of Professionals:** From Asiatic MCL, Sharmin Rahman, Group Creative Director took the session on how to engage students towards agencies and how Asiatic actually functions.

Through the sessions, a total number of **591 students** were engaged as followed:

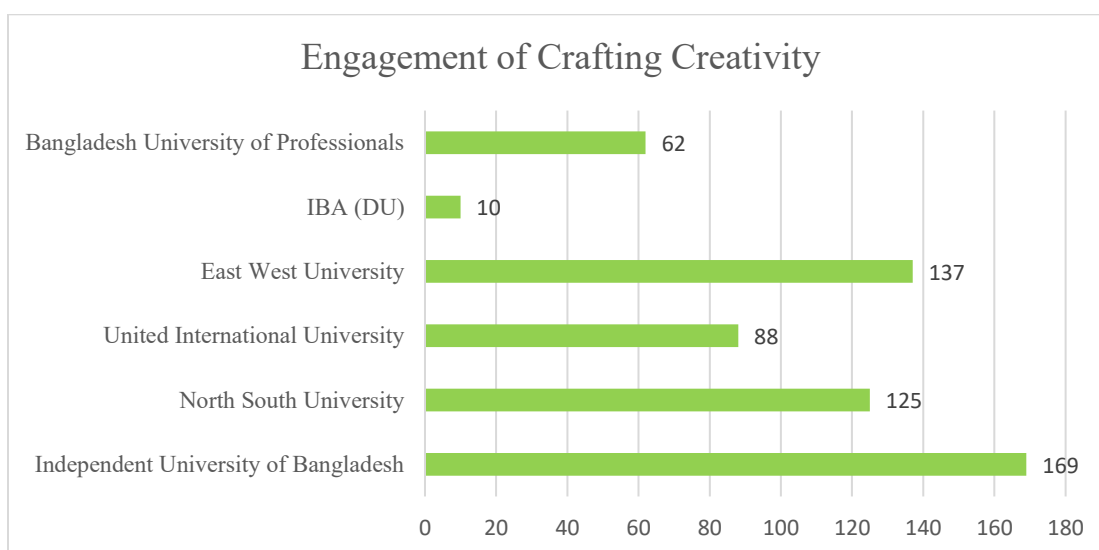


Figure 3 Number of Students Engaged in Crafting Creativity

3.1.3 Evaluation

a) Organizational Evaluation (KPI Based Evaluation)

- The student campaign engaged **591 students** in 6 universities, which certainly meets target. So target wise the campaign was a success. Also, though 9 agencies and 8 university were managed but two program were not executed as the matchmaking could not take place.
- The campaign was executed within the timeline and it attended its target. So no milestone was missed.
- The implementation within the limited budget was a challenge as there was no separate sponsor for this initiative and the cost was subsidized from Commward budget. The project was executed within the 92% of the allocated budget.
- The pre-hype campaigns were done digitally and also, the university clubs were the club partner of the initiative. Also, BBF team used organizational sound system, project. Thus cost was minimized.

So Crafting creativity was a successful project for BBF considering the facts that it has met all its target within given budget making sure the best possible use of allocated resources.

b) Feedback from the Participants

Among the 591 students 433 students (73.27%) shared their feedback through a structured questionnaire. The questionnaire is shared in the Appendix part of the report. Thus the later on analysis and findings would be based on the feedback from the 433 students.

Among the participants who shared their feedback, 301 is male and 132 is female students.

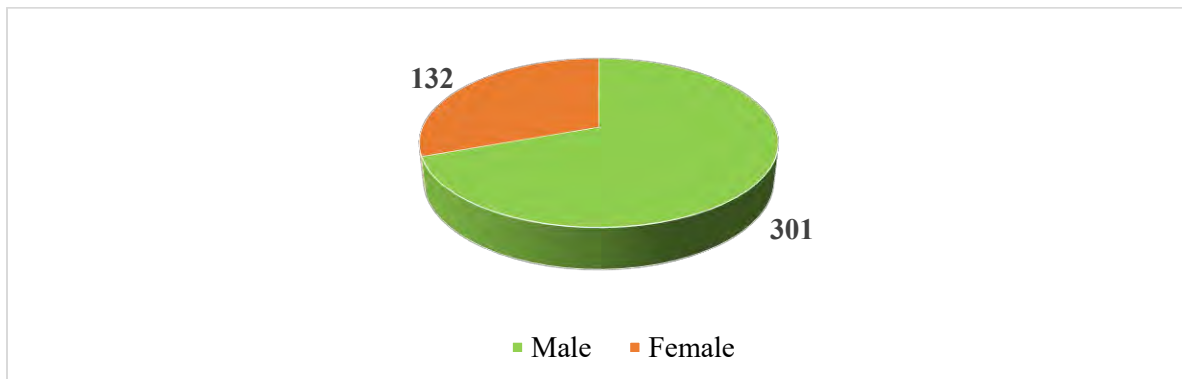


Figure 4 Male Female Ratio of the Participants

Among the students, only 41 students had prior experience of working for an agency. Among them, only 5 worked as a part-timer and others got associated in different programs or seminars.

When asked about their knowledge level, only 3.7% students knew about the advertising industry and how agencies work. Even among the students who has prior association with the agencies, only 31.7% (13 out of 41) are well informed about the industry.

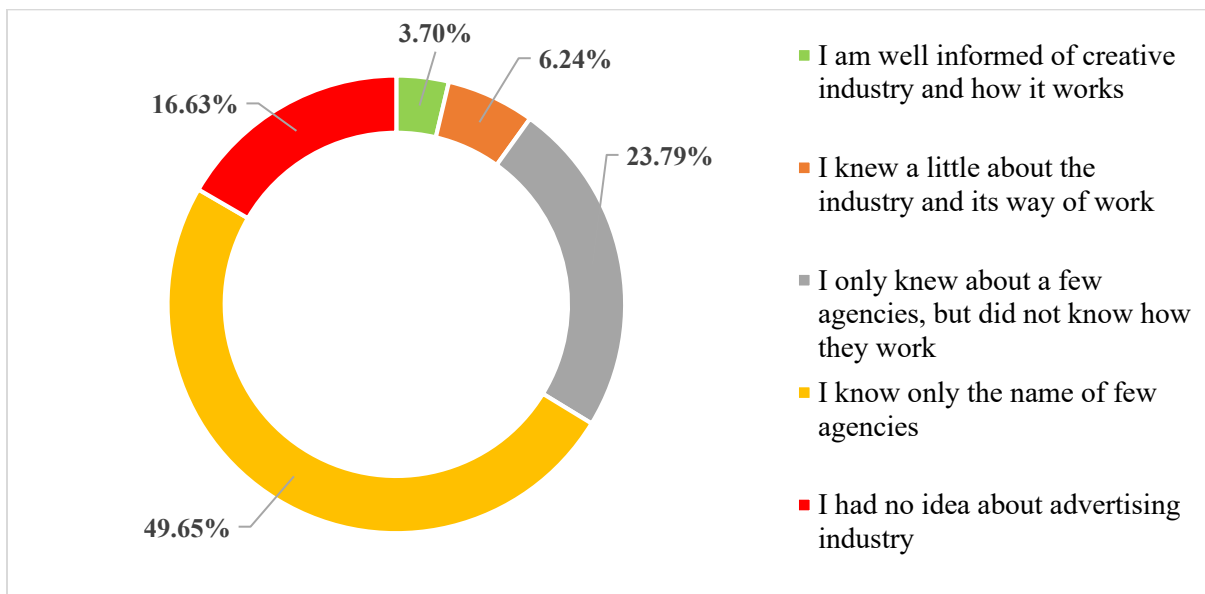


Figure 5 Knowledge Level of the Participants

The highest number of students (49.65%) only knows the names of a few agencies. And in addition to that, 23.79% students know about a few agencies but did not know how they actually work. While contrary to that 72 students (16.63%) did not have any idea about the advertising industry.

88.22% of the students found the session information with required data and information that would help them to know about the industry.

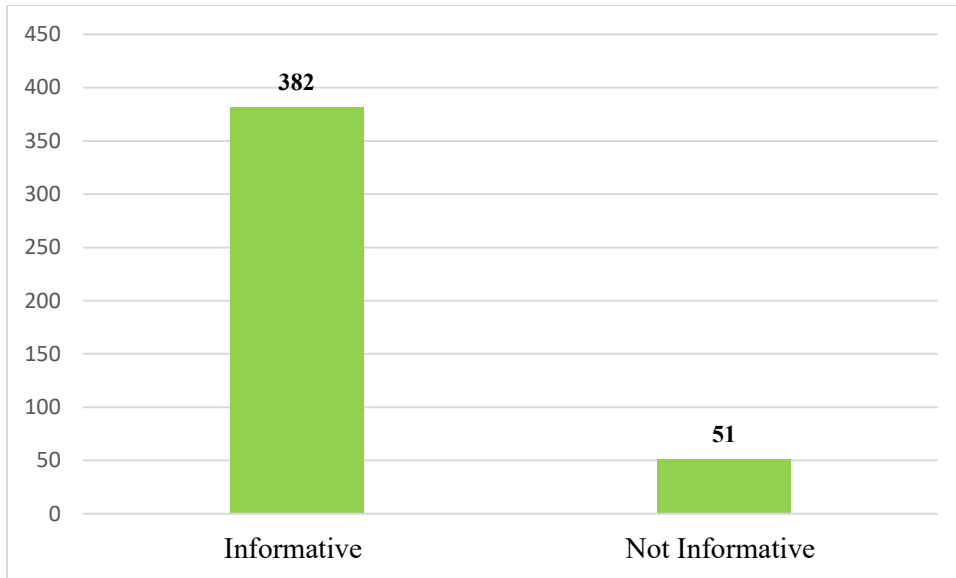


Figure 6 Information Adequacy of the Sessions

The students rate the content on an average of 3.78 that indicates the contents of the session were good and students enjoyed those.

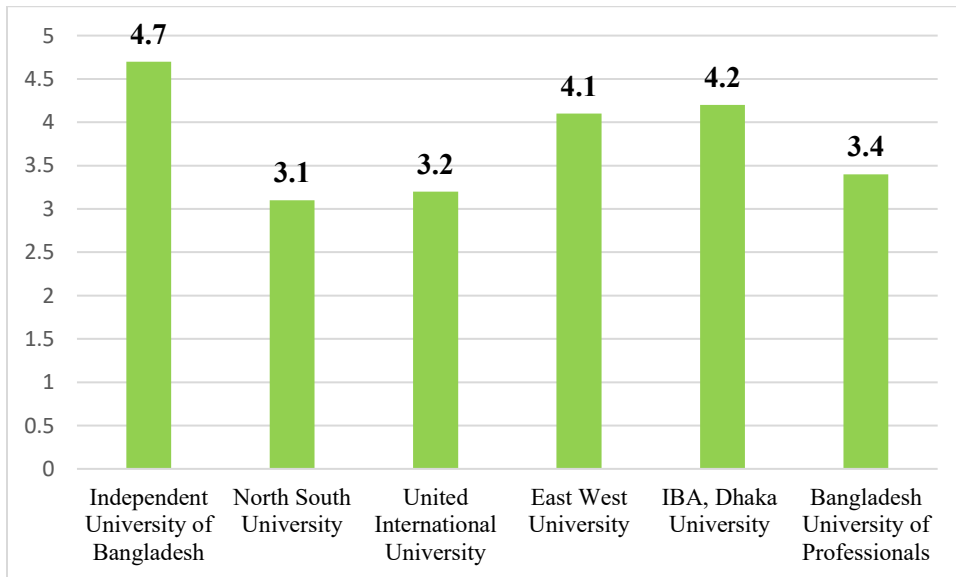


Figure 7 Content Quality of the Sessions

The overall session had an average of rating 3.57. While each university had the following rating:

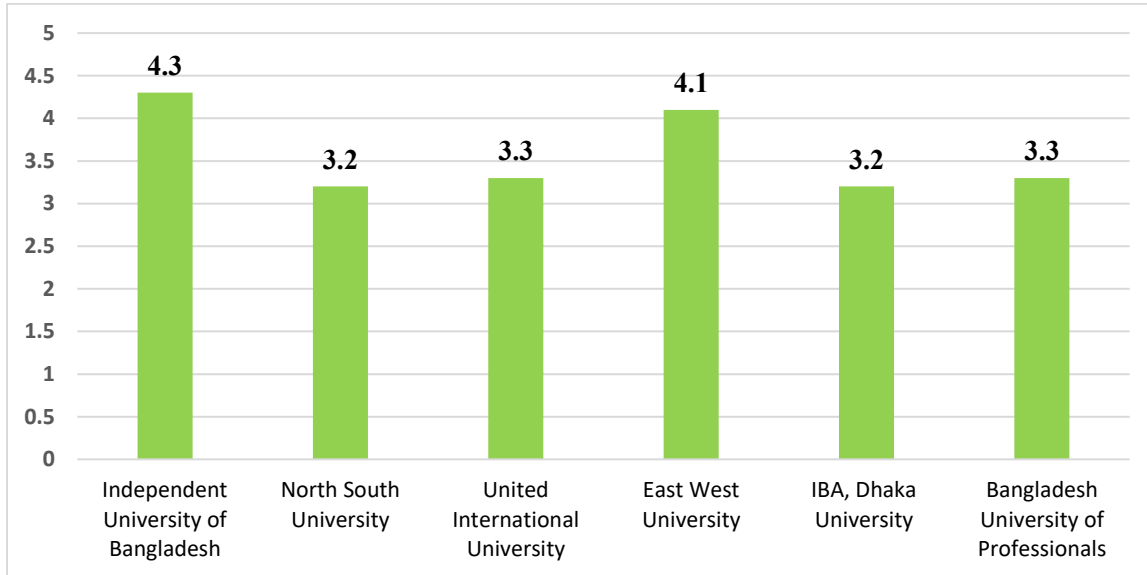


Figure 8 Session Rating by Universities

34.18% of the students would like to join the creative industry given the opportunity. 43.65% of the students would recommend others to join the industry.

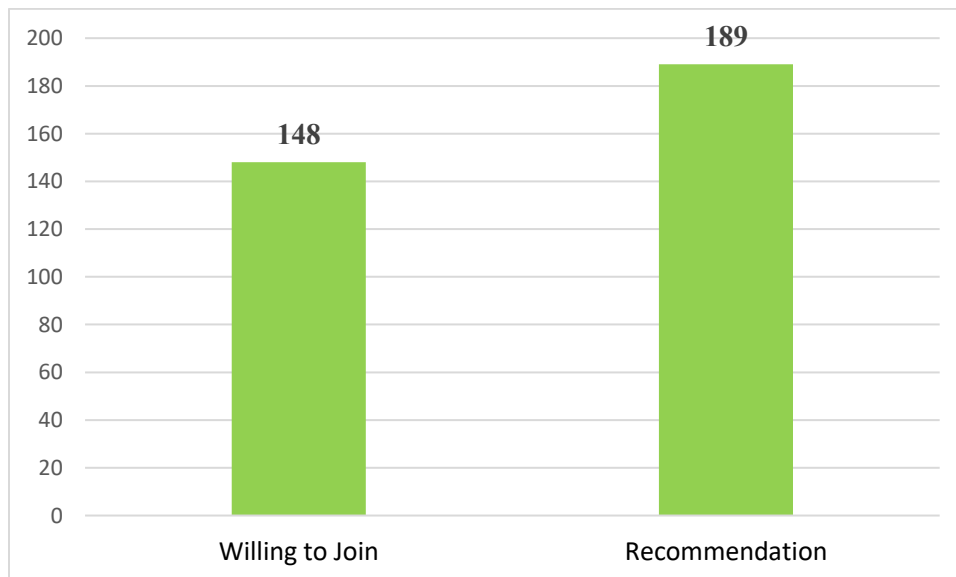


Figure 9 Willingness to Join the Industry or Recommend

PART IV

Findings from the evaluation

From the evaluation and analysis, the following findings were revealed:

- ✓ Student level association with the creative industry and their initiative is very low.
- ✓ The students do not have proper knowledge of the industry and career opportunity and process. Even the students who are associated don't have complete knowledge.
- ✓ From the answers of the knowledge level questions it can be concluded that, there is a high level of knowledge gap among the students regarding the advertising industry of Bangladesh.
- ✓ The rating for content is higher than the sessions. Which implies that students enjoyed the contents more than the session. The session also depends on the person who was delivering the sessions. So facilitators also play an important role in session evaluation.
- ✓ More students are inclined to recommend joining the advertising industry than joining. This implies that students yet lack the incentive to join the creative industry. Yet, they find the sector attractive. Even if they do not join the industry, they would recommend others joining the industry.
- ✓ Association with the university clubs makes the session more engaging and also cost effective.

Learning from the Internship

My internship at Bangladesh Brand Forum (BBF) was an extended internship of three and half month. Within the internship period, I have learned the following:

- **About BBF:** BBF is a 10 years old organization. My first assignment within the internship was to learn about BBF, its history, association and affiliations, initiatives and working process.
- **Organizational Behavior:** BBF is a small organization with enriched culture. With the help of my organizational supervisor and colleagues, I was able to blend in with the team immediately.
- **Operational Skills:** I have learned the following skills while completing my assignments as an Interns and working for Crafting Creativity:
 - ✓ Proposal Writing
 - ✓ Budgeting
 - ✓ Gantt chart Preparing
 - ✓ Preparing Financial Documents: Requisitions, Invoice, Bills etc.
 - ✓ Setting Timelines & Goals
 - ✓ Content Management
 - ✓ Publication
 - ✓ PR Management
 - ✓ Logistics Management
 - ✓ Venue Branding
 - ✓ Event Management
 - ✓ Digital Media Management
- **Problem Solving:** While working for Commward and Crafting Creativity, there were multiple problems coming up as we go. Some was solvable with individual effort, some needed team collaboration and some needed senior management approval. I think best part of the internship was problem solving as this year's Commward was challenging yet truly learning opportunity, like on the job training.

These are most of the learnings from my internship. I believe the learnings from the internship has enriched me and will work as the foundation of progress in my upcoming career path.

Concluding Statements

a) Recapitulation /Summary: Creative sector has been questioned over the past few years for its ability to establish a stable career. Meanwhile unaware of the flourishing creative industry in Bangladesh, youth today are yet to understand the possibility of career perspective in the creative world and how their presence can improve the industry.

And to make them aware of this complimentary situation, Crafting Creativity is very much of a timely initiative. The findings from the analysis shows that the initiative is beneficial for the students in enriching their knowledge about advertising industry and also broadening their outlook towards career perspective. Even if the students do not ultimately join the industry, will at least work as advocate for the industry.

Crafting Creativity not only inspires creativity and distributes knowledge to the youth, also addresses the students on the focus and communicative skills they need to climb the ladder of success in the industry. The activities of Crafting Creativity does not end in just one day by engaging them once, rather there are plans for year-long activities from this platform. The soon the initiative will be more compact and well-structured and the students will be able to access information regarding the communicative world. Now Crafting Creativity is all set to impact the creative industry with new and motivated talents in the upcoming years.

b) Recommendation:

After evaluating the success of the campaign and the few setbacks, the following recommendations can be given to make it more impactful as successful in future:

1. There should be open forum round table specifically for the Crafting Creativity Session taking all the relevant stakeholders such as industry and academia.
2. At least 15 universities should be covered in the crafting creativity so that the campaign really have an impact.
3. The session lacked overall industry perspective. So overall industry perspective should be added before the sessions.
4. BBF should also be involved along with the agencies in the dialogue.
5. University faculty and career counseling centers should be involved in the Crafting Creativity session.
6. Preparation for the session and contacting both the agencies and university should be done at least 1 month earlier to the session to ensure better match making.

References

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Appendix

Summary of Crafting Creativity

Sl.	Date	University Name	Agency	Attendee Number	Number of Winners	Participant of Study	Male	Female
1	3/8/2017	Independent University of Bangladesh	Grey Dhaka	169	2	128	87	41
2	5/8/2017	North South University	WebAble Digital	125	2	98	63	35
3	6/8/2017	United International University	I Positive Communications	88	2	54	41	13
4	6/8/2017	East West University	Magnito	137	2	102	77	25
5	7/8/2017	IBA (DU)	Anakysen	10	2	7	7	0
6	9/8/2017	Bangladesh University of Professionals	Asitic Marketing Communications Ltd.	62	2	44	26	18
		Total		591	12	433	301	132

Crafting Creativity Feedback Questionnaire



Bangladesh Brand Forum for the very first time has launched "Crafting Creativity" under Commward 2017. The initiative is still in primary stage. The methodology and engagement style still needs improvement. For this we seek your kind feedback. Your kind cooperation by sharing your feedback through this form will help us in the endeavor.

1. **Have you ever worked for or any how been associated with any creative agencies?**
 - a. Yes, How: _____
 - b. No

2. **How would you rate your knowledge level on advertising industry and its activities before attending Crafting Creativity?**
 - a. I am well informed of creative industry and how it works.
 - b. I knew a little about the industry and its way of work
 - c. I only knew about a few agencies, but did not know how they work
 - d. I know only the name of few agencies
 - e. I had no idea about advertising industry

3. **Was the sessions informative with useful data and information?**
 - a. Yes
 - b. No

4. **How was the content of the session?**

5. Excellent	4. Very Good	3. Good	2. Average	1. Poor
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5. **How was the overall session?**

5. Excellent	4. Very Good	3. Good	2. Average	1. Poor
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6. **Given the opportunity, would you like to join the advertising industry of Bangladesh?**
 - a. Yes
 - b. No

7. **Would you recommend others to join the advertising industry?**
 - c. Yes
 - d. No

8. **Any additional feedback, if you have:** _____

Personal Detail:

Name: _____

University: _____

Age: _____ Gender: Male Female



Creatives of Crafting Creativity

(Facebook, Instagram, Event Backdrop)

Crafting Creativity
with I Positive
Communication

06 August, 2017
3:30 pm - 5:30 pm

United
International
University

Presented by: The Daily Star
In Association with: CANAL LIONS, MERIDIEN, MSB, UNITED UNIVERSITY, BANGLADESH BRAND FORUM
Event Partner: MERIDIEN
Strategic Partner: MSB
Knowledge Partner: UNITED UNIVERSITY
University Partner: UNITED UNIVERSITY
CMA Partner: UNITED UNIVERSITY
Active Partner: UNITED UNIVERSITY
Life Style Partner: UNITED UNIVERSITY
IT Partner: AAMRA
PR Partner: MASTHEAD
TV Partner: 99
Radio Partner: radio today
Social Media Partner: WebAble
Audio Visual Partner: BASSIX
Digital Content Partner: FIR FLAME
Event Content Partner: TORUN
An Initiative of: Bangladesh BRAND FORUM

Crafting Creativity
with Grey Dhaka

27 July, 2017
2:00 pm - 5:00 pm

Independent
University,
Bangladesh

Presented by: The Daily Star
In Association with: CANAL LIONS, MERIDIEN, MSB, UNITED UNIVERSITY, BANGLADESH BRAND FORUM
Event Partner: MERIDIEN
Strategic Partner: MSB
Knowledge Partner: UNITED UNIVERSITY
University Partner: UNITED UNIVERSITY
CMA Partner: UNITED UNIVERSITY
Active Partner: UNITED UNIVERSITY
Life Style Partner: UNITED UNIVERSITY
IT Partner: AAMRA
PR Partner: MASTHEAD
TV Partner: 99
Radio Partner: radio today
Social Media Partner: WebAble
Audio Visual Partner: BASSIX
Digital Content Partner: FIR FLAME
Event Content Partner: TORUN
An Initiative of: Bangladesh BRAND FORUM

Crafting Creativity
with WebAble
Digital

05 August, 2017
2:00 pm - 4:00 pm

North South
University

Presented by: The Daily Star
In Association with: CANAL LIONS, MERIDIEN, MSB, UNITED UNIVERSITY, BANGLADESH BRAND FORUM
Event Partner: MERIDIEN
Strategic Partner: MSB
Knowledge Partner: UNITED UNIVERSITY
University Partner: UNITED UNIVERSITY
CMA Partner: UNITED UNIVERSITY
Active Partner: UNITED UNIVERSITY
Life Style Partner: UNITED UNIVERSITY
IT Partner: AAMRA
PR Partner: MASTHEAD
TV Partner: 99
Radio Partner: radio today
Social Media Partner: WebAble
Audio Visual Partner: BASSIX
Digital Content Partner: FIR FLAME
Event Content Partner: TORUN
An Initiative of: Bangladesh BRAND FORUM

Crafting Creativity
with Magnito
Digital

06 August, 2017
12:00 pm - 3:00 pm

East West
University

Presented by: The Daily Star
In Association with: CANAL LIONS, MERIDIEN, MSB, UNITED UNIVERSITY, BANGLADESH BRAND FORUM
Event Partner: MERIDIEN
Strategic Partner: MSB
Knowledge Partner: UNITED UNIVERSITY
University Partner: UNITED UNIVERSITY
CMA Partner: UNITED UNIVERSITY
Active Partner: UNITED UNIVERSITY
Life Style Partner: UNITED UNIVERSITY
IT Partner: AAMRA
PR Partner: MASTHEAD
TV Partner: 99
Radio Partner: radio today
Social Media Partner: WebAble
Audio Visual Partner: BASSIX
Digital Content Partner: FIR FLAME
Event Content Partner: TORUN
An Initiative of: Bangladesh BRAND FORUM