

Copy Writing at Cookie Jar (Asiatic 3sixty)

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September 2017



Inspiring Excellence

BRAC University, Dhaka, Bangladesh

Copy Writing at Cookie Jar (Asiatic 3sixty)

A Report Submitted to

The Department of English and Humanities

Of

BRAC University

By

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ENH

In Partial of Fulfillment for the requirements

for the Degree of

Bachelor of Arts in English

April 2018

## **Acknowledgement**

First of all, I would like to thank the Almighty Allah for giving the strength and good health to complete this report under different work pressure.

Secondly, I deeply thank my internship supervisor Mrs. Nawshaba Ahmed, for her tremendous support and supervision. Her guidelines showed me a clear way to complete this report more accurately.

I am very much grateful to my supervisors of Cookie Jar, Mrs. Nusrat Islam Neesha (Senior Executive, Key accounts) and Ms. Fouzia Mahin Choudhury (supervisor of content team) for their unforgettable guidelines, mentoring and cooperation throughout the entire time period.

Lastly, I would like to thank all of the Cookie Jar employees for their support and teamwork and my fellow mates of Department of English of BRAC University, for providing me required information, advice and support to complete this report.

## **Abstract**

I am Ayshwaria Bhattachrjee (14103012) of BRAC University. I have done my internship from Cookie Jar, a leading agency of Bangladesh. My internship was under the content department. Throughout the time, I worked with different clients of the country. This report explains the how creativity goes with the study of business development of digital marketing. Moreover, the report will help the reader to get an idea about the concept of digital marketing, their working methods and challenges they faces while developing a business. This report will discuss a convenient way to reach customers and create brand awareness among them. This paper will give a clear picture. How advertisements come on TV or in web pages and it will help to crate build a wonderful relationship which will help them to build a loyal group of customers. To conclude, this report is providing an impression to adopt digital platform to build a sustainable brand position and stand in the market.

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## Chapter One: A brief History of My Work Place

I am Ayshwaria Bhattacharjee (14103012). I am a student of BRAC University's English and Humanities department. My major part is Media & Cultural studies. So, I was supposed to do internship for fulfill my undergraduate degree from English and Humanities department. I did my internship in an advertising department, named Cookie Jar, concern of Asiatic 3sixty. I was there from September 16, 2017- January 30, 2018 as an intern. In Cookie Jar, I have learnt and experienced with lots of Media related studies, in our media courses I only learnt about them, but during my internship I worked and had real experiences of those learning.

Cookie jar is an advertising agency. To me advertisements were always fascinated as much as it would annoy me when they come in between movies or shows. But, I would always wonder how powerful and effective they are. Because even though I would be annoyed, like or don't like the advertisements, sometimes I made my mind to actually buy some of those products eventually. According to Study.Com, "**Advertising** is the action of calling public attention to something, especially by paid announcements. Note that the definition uses the term 'action of' and doesn't specify that advertising is limited to print media, television, Internet, or any other specific medium"

But, now-a-days advertising is not same as it used to be generation ago. Now advertising itself has revolutionized and gone through various phases and changes in the recent times and it happened with the advancement of technology and rise of globalization. And I always wanted to be a part of this changing and developed world, and hence my major concern was The Media and Cultural Studies, I got the opportunity to work as an intern in an advertising agency. I have chosen Cookie Jar, concern of Asiatic 3sinxty, because it's a very big agency and very renowned

one in Bangladesh. So, first of all I will give a brief history of Asiatic 3sixty, though it's our mother organization.

In 15<sup>th</sup> March 1966 Asiatic started its journey named as East Asiatic. On that time they provided their service to the basic business for example jute mills. After few years of their operations they changed their name as Asiatic 3sixty and became the most successful and biggest integrated marketing agency in Bangladesh. At present they provide 360 marketing solutions to their different local and multinational clients. Asiatic started a partnership with an international agency named J. Walter Thompson. The agency was re-launched again by dropping the J. Walter Thompson to JWT in 2005. It brought many innovations in advertising industry as being a part of Asiatic family and oldest agency of the country. It has nearly 10,000 employee and 200 officers in 90 countries which give JWT a recognition as the fourth greatest marketing agency all over the world. It is serving over 1200 clients. This association brings a remarkable success in the organization as a wing of Asiatic 3sixty and renamed it to Asiatic JWT. It has many sister organizations such as **Asiatic JWT, Asiatic Marketing Communication Ltd. (AMCL), Asiatic Social Limited, Group M, MRC-Mode, Forethought PR** etc. Cookie Jar, where I worked as an intern is also a very important part of this organization. Hence, the following sections will give a survey on Cookie Jar.

In this period of digitalization, basic communication is changing into digital communication, where Cookie Jar plays an important role in Bangladesh. It started its operation on 2012 but in 2013 they started their operation for Facebook with the prominent client Airtel Buzz. Now it has become a biggest digital agency with a turnover of 1corer taka. As a much known advertising agency, Cookie Jar provides some services to the customer and different types of brands.

In their services, Content management is, one of the most important parts. They manage the contents for social media. It includes images, videos, Gif, link creation and other contents. They are also responsible for providing articles, posts and creative copies of a content. Mainly, the visual part of a brand, product or an idea is the main concern of the content department. Then comes, Development department, Cookie Jar always believes in “innovation”. Our group of developers works effectively and delivers proper solutions. From a simple landing page to an extensive three dimensional browser game, we are capable of delivering them all. Next it has, Online Advertising, which continually ensuring that our contents are sufficient to enhance the significance of the timetable of the general people the minute they run over it. In Addition, then again we have the ‘difference maker’ which we call Media Campaign Management. With this mystical power we can foreordain who we would like to see our contents, when, how frequently, in which touch focuses, and everything. Cookie Jar also has Relationship Management service that means chance to consider ourselves the voice of the brands we work for. it guarantees that it comprehend what its customers are about, totally; and do the normal chatting with the clients in a way that would not just acquire and keep up generosity for our customers, yet additionally drive business changes from the fulfilled clients.

Then comes, Campaign Management it runs a few sorts of campaigns with a specific target to get more reactions, engagement, impression and reach. We keep up the campaign with our own techniques. At last comes another very important service is called, the client servicing. Main responsibilities of this department are to gives answers of all the quarries of clients and customers. Through the social media customers can contact with the client service team, if they have any quarry with any product, or any brand that the organization is promoting or working. People of the client service team have to answer their questions, have to meet their quarries and



have to know their demand also. This part of the agency is a very patient able part, because people have to handle the clients and customers in a very positive way.

This was a brief idea that, as an advertising agency Cookie Jar provides in the market. And as a student of Media and Cultural studies I thought and I got the opportunity to be the part of their services, where I saw some theoretical part I have learnt from my media courses with lots of new terms and learning of advertising agency. After working, in Cookie jar I can say it is really one of the best advertising agencies in Bangladesh, where a bunch of talent and fresh minds work with an innovative mentality and working with very well known brands of Bangladesh.

## Chapter two: Copywriting with Cookie Jar

Working at Cookie Jar has been an extensive and enlightening experience for me. Other than meeting a lot of interesting people, I witnessed firsthand things work in an advertising agency. Even though theoretically reading about advertising and practically working in an advertising agency are completely different. Nevertheless, the copywriting course was a great help. Other courses of media were not directly connected with advertising agency. Like, editing helps me when I write copies for different brands. But print media study is really different from digital media. Here I had to work with digital techniques also. The structure, writing style, presenting style is very different from print media. But, my media courses helped me to understand the techniques of writing.

I was hired as a Copy writer at Cookie Jar. So, the task was challenging for me, because copy writer is a person who gives the idea how one brand can promote their offers, how it can come with different offers, how one brand can improve etc. It can be said, a brand depends much on a copy writer to introduce them and run the business in the market. Copy writer is under the content team. But before copy writing, all copy writers have to go through some sessions. Because, the client servicing team comes to the content team that, there is the brand, it's product and client wants some ideas. Then the content team starts work on it.

Firstly, I want to introduce the process, named doing ideation. Ideation is, when one brand is planning for what they are going to do after some weeks. Products development, new ideas, upcoming events etc, ideation is very important for a copywriter, because without it I can't be able to write copies. Ideation gives the concept, that what I have to write, what will be the theme, what will be the motto, who is the target customer of any particular brand etc. I had to

recommend feasible answer for the new upcoming designs and propose diverse special thoughts that may help their deals. Those ideas convert into creative post which ensures the projected customer engagement. Then comes the point, of giving brief to the Creative team. We require make to make innovative for our each forthcoming post. The pictures we have seen in various pages for various purposes those are called creative. We have resourceful groups for influencing creative however we need to make them what is thought what will picture what ought to be foundation and ought to be the fitting text style and so on. Then content team members who are designer goes for designing according to the ideation and we copywriter write copy for those imagers.

In Express writers, according to Copy bloggers, defines copywriting this way, “Copywriting is the art and science of strategically delivering words (whether written or spoken) that get people to take some form of action.” As an intern of digital agency, first thing I had to learn about a content which is representing by appropriate copies. Copies are two types. They are: i) Post Copy and ii) Creative Copy. **Post copy** is related inscription which will offer it to make comprehend the client what we need to let them know through the post. Post copy should be short yet extremely to the point. Not more than two/three lines. **Creative copy** Those related copies which will offer it to make comprehend the audience what we need to let them know through the post. The dissimilarity amongst post and imaginative copies is post copy is given like photograph subtitle and creative copy is given on the photograph. Creative Copies should be short yet exceptionally to the point. Not more than 8-10 words. Writing for commercial ads and corporate organizations, was difficult. So I have to write stories keeping in mind the commercial aspect of writing, length of the copies, etc. it was really a great experience from where I had learnt different aspect of copywriting. As a copy writer,

Firstly, I had to keep in mind the word limit for creative and post copies. Is my creative and post copy is going with the topic, with the visual? With all these things I have to come up with something interesting and most importantly understandable for all kinds of people.

Secondly, choosing words for commercial ads always I need to think something eye catchy. It can be any question or any give solution with problems. I have also learned the content and how I should write creative a post copy. Like, in creative copy I will write only the main theme of the topic within 8-10 words. In post copy I can give a very short sense, what my ad is presenting, what the ad actually wants to say, what their purposes etc is.



Illustration 1: Static post of Veet Bangladesh, 2017

This is an image, and it's called static post. So, static post is called, one image with the creative copy, will written on the image. So, I wrote this creative copy for Veet, and we can see here the creative copy is with 7 words. It's sometimes very challenging to write a whole idea with 8-10 words. In this part, the learning of Editing helps me a lot that which word I have to use, which word I can remove etc.

The language of different brands is different. Like, Veet clients always like trendy words, because this brand's Target audience was the youth girls' groups. And I faced some problems during writing copies for Veet. I wrote copies where sometimes the English and Bengali were mixed.



Illustration 2: Teaser post of Veet Bangladesh, 2017

This is also a post from the brand Veet, and I wrote the post copy for this promotion. Actually it was a teaser post, where the page was promoting an upcoming video, and this is actually called the teaser post. The words on the top of the picture called the post copy. So, we can see, post copy is more expressive than creative copy. This copy has a brief idea about the

video. And these post copies and creative copies we have to write according to our client choice. Different brand language is different. Client's preferences are also difference.



Illustration 3: Static post of Veet Bangladesh, 2017

So, in this static post we can see, the language is mixed, I used many English words, in Bengali Spelling. It was up to client demand. Our Veet client always likes these types of copies, which will sounds so trendy and some time funky and informal too.

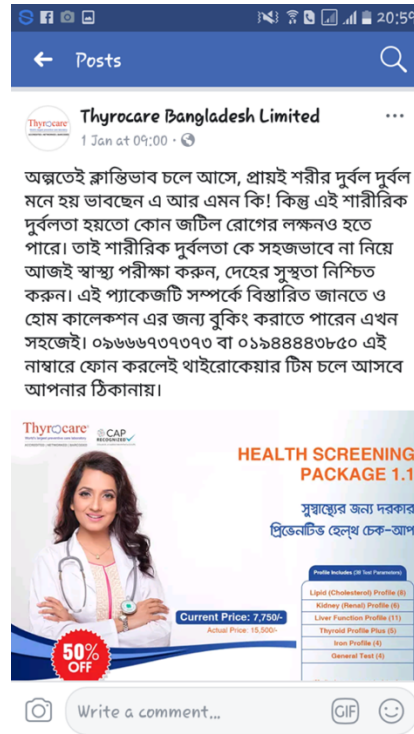


Illustration 4: Static post of Thyrocare Bangladesh Limited, 2017

This is another brand Thyrocare Bangladesh Limited. I worked a lot for this brand. I also learnt lots of new things. This brand client's always wanted formal language and also wanted that my copies will be very informative. It's a medical related on-line health service, so I had to be very careful about my copies. Because, my copies will present their services to the customers, so I always tried to give my full concentration on their copies. Working with this brand was a very satisfying work of mine. So, we can see there is a significant difference between these two brands language to their customers. So, as a copy writer I had always kept mind the requirements of clients and demands of customers as well. And that's why, I will again say, copywriting is a challenging job in an advertising agency.

Another very successful work of mine was with the project, Reconnect. When I was asked for writing short stories for the project re-connect, where the main theme is now-a-days we

can see a distance in the relationship between children and parents. Actually this projects starts after Holy-artisan incident, and by this project it is trying to explore that, we all have different stories with our parents from our childhood, so this is the time not make distance with them, make a healthy relationship with family. Also tips for parents how they can, how they should etc. but it was complicated to me, because the tone for parents and children should be different. At the beginning, I was confused and sometimes I wrote in a wrong way. But, now I have a clear idea about the writhing style and also about the tone. Now we give tips on different problems, different aspects of a family. How the relationship of parents and children can be good we always try to give that massage through our writing. I am lucky enough, that I am working with such a nice and very learning one. Reconnect this project and writing for this was one of my love for those days. Because, it was something very close to anyone’s heart. Sometimes I also shared my own experiences and feelings for my parents through my writing in this project.



Illustration 5: Regular post of Reconnect, 2017



Also I worked with “Lucy Oliva Olive Oil”, “Enegypac”, “Dettol” “BRAC net” and the brand “Stay Safe”. The experiences work with different brands was good and also challenging.

As a copy writer, I was also the part of pitch presentation. When one new brand come to our agency they share their requirements and wants a presentation that how can we help them with our innovative ideas. Then we do meetings and our ideas come in a form of a power point presentation. In this presentation agency actually gives idea, how brand can improve their products, their promotions and agency’s budget if they are interested to work. So, after the Pitch, I had to make power point presentation for each ideation where we have to represent the ideas. What is the idea is about, what should the idea, what will be kind of the post and class, and with an example picture to visualize the creative.

Editing was not a component of my job responsibilities in Cookie Jar and as a copywriter. But, as an advertising agency the advertisement cannot have misprint, grammatical or trenching fault. So, as an intern sometimes I also was suppose and from my personal interest I did the editing part when it was needed. I also learned that, the heading and advertising text cannot contain telephone numbers, email address or postal addresses. Keywords and phrasal idiom should be separated with commas. Now these are detail even I was not aware of initially. But slowly as I continued my internship, this item became a habit; actually it became more like practice. And I was checking every now and then before they would publish it. A good ad is the combine result of spell checking, capitalization, cross checking, rewriting and restructuring. This is where the editing course came in use and the course taught grammar and punctuation mark in such details that sometimes I used in my work.

Editing was required when I wrote short stories and tips for the project Reconnect. In a web page, the length of the stories cannot be too long. And tips should be within one page, if less

than it's good. So, sometimes, during writing came up with a long story, than editing helped me a lot, to understand and do edit a story in a proper way. Sometimes I also edited others writing, others stories.

Also, being a part of content team I was a part of ad making. I was in the ideation to ad making. It was really a very interesting and also big opportunity of learning. First time I was very astonished, and also very challenging that I am a part of TV advertising. It was an aspiration to work in advertising industry, indeed a powerful medium.



Illustration 6: Static post of Lucy Oliva Olive Oil, 2017

This is one of the works of mine with “Lucy Oliva Olive Oil”. Other than writing contents, I had to select appropriate visuals for the advertising as well. As a copywriter since I can better understand which image presents my idea properly, it becomes my task.



Illustration 7: Regular post of Lucy Oliva Olive Oil, 2017

This was a promotional post, before winter. Promotional post actually goes with seasons, special days, events or for campaigning. Before winter, these promotional posts were for attracting people to buy “Lucy Oliva Olive Oil”, in this winter. So, in my post I had to focus why people can buy this product, how it can serve to the customers’ needs. Posts always tried to be like that, people can find their solution, what they want, how beneficial for the customers etc.

In cookie Jar my journey as intern was very fruitful and interesting, but not so easy. There are different strategies I have also learnt as a fresher in an agency life. In my paper I want to enlighten those parts also. Because, it is also a part of internship period. As an intern we need to be attentive to our seniors, because it will help us to find the right guideline. And another most important thing is, our theoretical is obviously included, but in practical we will see more and more than our book. So sometimes it can make people confused, but there is nothing to be worried. With the passage of time and practice everything will be on track. Because different brands have different target market, so the product presentation, language everything is different.

When we will work with the scenarios will be understandable day by day. And also I want to say, as copy writer we should focus on the spelling of a word and the tone of my writing.

I also want to share some external situations for an intern, he/she should face is his/her work place. Not only has the copy writer, the whole content team needed to be patient. It happens because sometimes the client gives their feedbacks within a short period of time. Even I saw that, everything is ready for a pitch, before the night of presentation client included something more, or reduced one idea. So then we have work on it again. As a copy writer I faced such clients where I have to write one creative copy for 15 times. Then clients approved it. So, here patience level is a very vital issue I will say. So, intern should not be panic in any situation. As new place, new environment is obviously challenging to do perform, but if we keep patience and active we can come up with a something good. Writing copy is not too easy, because one brand's impression, how customer will accept it, creating a market value and attracting the customers, these are challenges for a copy writer. So, sometimes deliver my words in a proper way, was difficult. But it feels good, when I saw my work, my copies were published or client approved. To a copywriter an advertisement is like a Sid, to which he gives water, gives fertilizer, and plants it, after a certain period it becomes a tree.

### **Chapter three: Client servicing with Cookie Jar**

Every day is a new day for a client service associates because every day they have to face different new faces. Therefore, luckily the job never got boring for them. I did client servicing for a short time but some routine tasks were involved in client servicing. It included updating status reports for clients, receiving changes about creative briefs from clients, forwarding those changes to the creative staff. Developing relationships with clients and maintaining them is the main vital issue of client servicing and also managing their expectations were included in the list of my responsibilities sometimes. A client service associate needs to be curious and keep a keen interest in keeping up with new technologies and trends, and how they affect their clients' business. Keeping a client happy always involves good research; only then a client service associate can provide a client with what he or she needs. I had to do a lot of studying too to ensure the satisfaction of my clients and need to be always updated with every products detail. Work changed by the time, therefore working in this position I had to be very alert about any sort of updates related with this particular brand every now and then, and also had to be equally prompt about informing the clients' updates and keeping in touch with the clients.

Client services usually associate with specific personality and work traits. They must need to be very good with communication. Interactive skills are also a must. It needs because I had to interact with multiple personalities from different fields. I also learnt that diplomacy is the key or let's say one of the keys to wining the deal or getting the contract. I had to learn to work through the differences between creative staff and clients. I had to juggle multiple clients while operating according to sudden changes of direction in the marketplace. Disorganized work is something I could not afford to do, since the deals would take place via me and the other client service managers of Cookie Jar.

Different customers had different queries regarding the posts, products. They inbox to the page, and we the client servicing people were replying those queries. Also customers did comments on the web pages, on the posts and I had to say thanks or had to reply if they had any particular query.



Illustration 8: Comment of the viewers in the web page of Lucy Oliva Olive Oil, 2017

This is a picture, how as a client servicing associate I and others had to answer all the queries of the customers in the web page. All brands have their own page in Social media. People of Communication deal with all the page details and people of client service department deal with the customer directly, and I also did it. Here I want to share one important point, that I had some specific answer selected by the agency authority. Like, if any customer says anything good about the posts, I had to say, “Thanks, be connected with us”. And if any customer had any query, I had to answer according to his/her need. As a client servicing associate we were not suppose to say “No” or anything negative to the customers. If I don’t know the answer I had to say, “I will contact you as soon as possible, please be connected with us”. I had to be very humble to customers every time. These are some rules I had to follow during client servicing.

My job as a client servicing associate, I enjoyed my job. Everyday deal with different types of people, with their different ideas, different comments were very much interesting to me. Only the client servicing associate has the chance to meet and do contact with lots of people every day. That's why, though as a client servicing associate my job duration was very short but I enjoyed it.

## Chapter four: Conclusion

This report discussed about the services provided by Cookie jar as a digital advertising agency which helps to develop a business and being competitive in the market. Once there was a time when TV advertisement and physical advertisement was very popular to us. It was the most convenient way to reach the customers properly. Now things have changed. This place is already taken by digital media with a passage of time. As digital marketing more convenient rather than traditional marketing most of the businesses are showing their interest for ensuring their presence in online and also in social media. Digital marketing could be a great solution for them to develop their USP, brand value, customer relation and marketing strategies.

Now in this era, we all are connected with technological things, and we all have easy access to internet. So now-a-days the digital media is more popular than the print media. We I like to see the advertising on TV, and also in the web pages, in the social media. From this aspect, marketing is now also going with the technology; all brands are coming to the digital advertising agencies to promote their brand in the brand marketing. I also saw the competitions with other agencies and everyday it was challenging for all the employees of an advertising agency to make their agency more active and credible in the digital marketing.



## Work Citation

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