



Inspiring Excellence

Report on
Meet José Viñals
of



Submitted to : Ms. Subhat Ehsan

Lecturer ,BRAC BUSINESS SCHOOL

Submitted by :

Apurba Biswas

#14104016

Date of Submission : November 29,2018

November 27, 2018

Subhat Ehsan

Lecturer, BRAC Business School

BRAC University

Subject: Submission of Internship Report

Dear Madam,

I would like to submit my report titled ‘Meet José Viñals’ by Asiatic Experiential Marketing Limited as a part of the requirement for BBA program of BRAC Business School.

I have successfully completed my internship program in Asiatic EXP. The duration was only three months. The project that I have worked widens my learning opportunity to the next level where I have found that there is a fine line between practical & bookish knowledge. I hope you will find the report to the point.

I would like to take the opportunity to thank you for all the guidelines and support continuously that you have given to me that I will always admire in future. So, I will be here anytime if you have any query regarding this.

Yours Sincerely,

Apurba Biswas

ID: 14104016

BRAC Business School

BRAC UNIVERSITY

LETTER OF TRANSMITTAL

This is to ensure that Apurba Biswas, ID: 14104016, BBA Program, BRAC Business School, BRAC University has worked on this report and the title of the report is "Meet José Viñals" to meet the requirement of internship program. This report is the final internship report and I acknowledge that.

I wish all him a very prosperous career and life ahead.

Ms. Subhat Ehsan

Lecturer, BRAC Business School

BRAC University

Acknowledgement

At the conception of preparing this report, I would like to convey my respect towards my GOD for the blessing in completing the report. Many people's effort lie in completing this report. For this, I am so kind to many people who helped me to organize this report and their suggestions, instructions, support and guidelines are so helpful. I have gained endless support and guidance in preparation of this report from numerous sources. I would like to take this chance to thank everyone.

First of all, I would like to thank my Internship Supervisor Ms. Subhat Ehsan, Lecturer of BRAC University for her endless support and assistance in preparation of this report. Her valuable vision and advice has helped me a lot in writing this report. I am so thankful to her for the supports she has provided during my internship tenure.

Next, I would also like to expose heartfelt gratitude to my organizational supervisor at Asiatic EXP , Dilruba Akter Duly, Assistant Manager, Planning. She guided me towards the completion of my internship report which is full of right information. She reviewed the progress in continuous process..I would also expose my gratitude towards Shadman Shakib, Client Service Lead, SCB Chairman Meet, who played the best friend role in this period of time.

Their unconditional guidance has helped me towards completing the report with a successful mindset.

Executive Summary

Recently, in Bangladesh, BTL marketing becomes so complex concept. This is a tough task for an agency to pull things off which is through delivering qualitative service satisfying clients.

Complexion has become severe when an agency comes up with their ideation to deal with client's global chairman event. Though it has enough complexity but still Asiatic EXP is successfully manages everything in a year delivering qualitative services to the brand. And that makes the pioneer of the wolves pack in the industry.

Asiatic EXP deals with social & corporate client working so many big projects. They have various clients such as BATB, GP,ROBI, Unilever, HSBC, SCB etc. are main stakeholders of Asiatic EXP. SCB Chairman Meet is one of the big event they have worked with till date.

This report is full of insights regarding Standard Chartered Bank Bangladesh's strategy of branding.



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Introduction

The company Asiatic has started its journey in March 15, 1966. First it was known as East Asiatic. It showed activeness giving service to the business instead of brands presence which was running a campaign to communicate with the people. Then they became Asiatic 3sixty in the following years and became the largest 360 marketing communication group in Bangladesh and since its inception, it offered 360 degree marketing solution to its multinational & local clients.

In 1996, Asiatic built international partnership with JWT. Being a partner of the JWT family, it has become the first mover of many of the promotional innovation in this country. Asiatic EXP is the marketing communication wing of Asiatic 3sixty.

The range of Asiatic service is consisted of everything regarding marketing. The role Asiatic EXP is to ensure brands to be with the consumer several times through various events. They believe that better the idea the more time brand will spend with it.

Asiatic Experiential Marketing Limited is BTL marketing media agency. It is a part of the mother brand Asiatic 3sixty but it has its own individual operation and works independently within the group. In 1997, it started its own journey. At the early stage of country's marketing industry, there was a scarcity of a BTL media agency those who can run their operation. So, from the scarcity, the concept has risen to keep the pace of intense business marketing situation. Asiatic EXP is the first mover that makes the concept famous in our country. As they have a big mother brand, always it has its backup that leads them to establish themselves as the best BTL media agency in this country.

The Vision of Asiatic EXP

“Being the pioneer in the world of creativity & experiencing life”

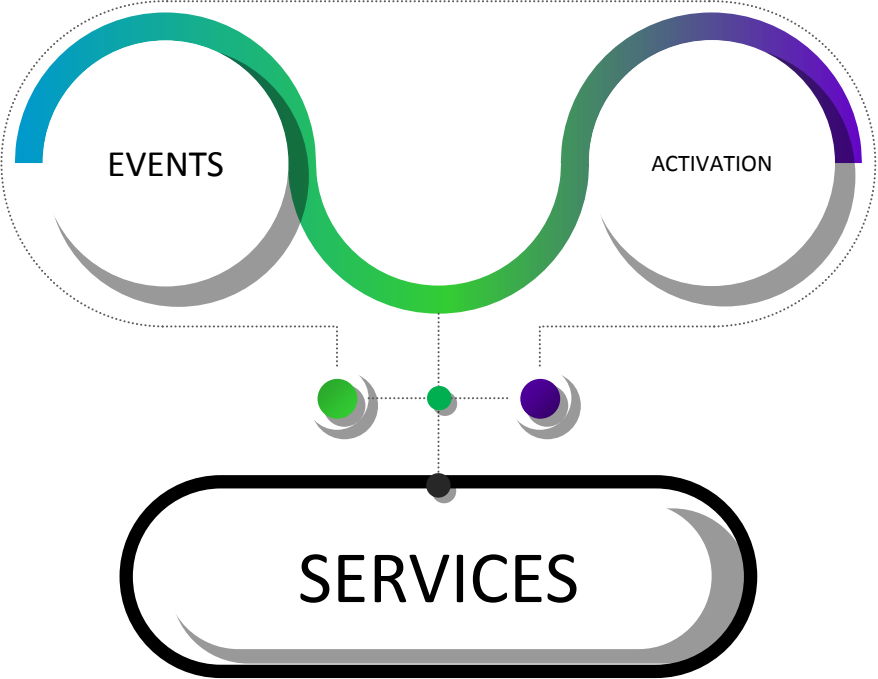
Overview of the Company

Asiatic EXP believes in R.O.I which stands for Relationships, Ownership and Innovation. It takes its clients' events and activations so seriously that they take their projects as their own. As a result, they can make the best out of their work to pull it the projects smoothly and efficiently.

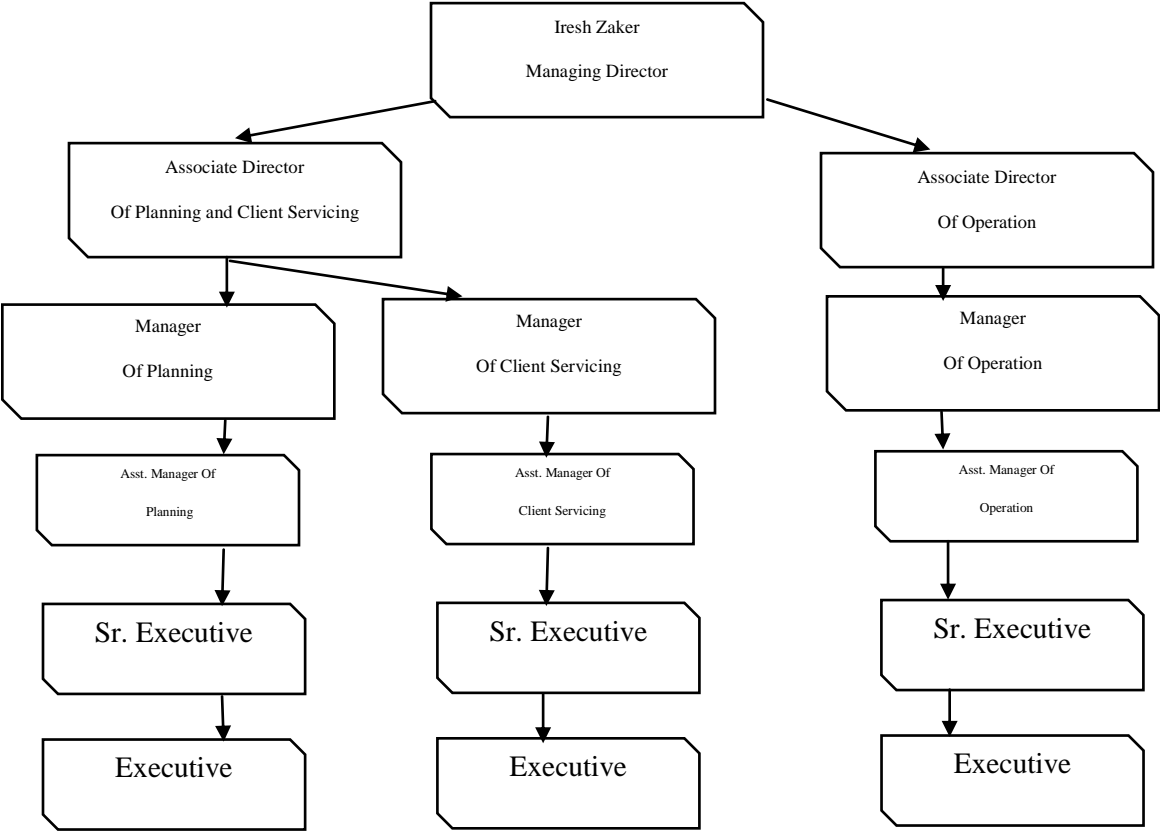
Since its inception, EXP has seen a lot of ups and downs. For this, they had to bring a lot of changes in their management and had to hire better people to run the operation which makes the company the leader in its 20 years. Their hard works are the reflection like how they work to make a project successful so then, client feels so comfortable to work with EXP even with higher price. They have their own credential of their operation of their clients. And now they are successful for its qualitative service for which the premium positive response of the company which 'The best in the best' has been getting stronger further.

This is one of the best and leading BTL media agencies in this country. They are successful to provide 360 degree solution for brands and help them doing run their operation in beginning level. The main part of marketing begins with its below level customer segment where EXP already fills the shoe. They have the strongest activation personnel base through which they are successful to connect the brand with their target customers. They have strong corporate client base at the same time many international NGO and organizations are in their client base. In addition, EXP is well known in doing Bangladesh Government projects & events too. For example: OIC 2018.

In terms of providing service, they have two offerings. One is Events and another is activation. In events segments, all the necessary plans, event flow, costing-budgeting are incorporated. According to the brief and client demand, planning department works and brings new ideas to make the event unique from others and successful. Planning & Client Service Department works on the same page to bring the best out of it. Then the plan goes to Operation department. This service is consisted of the plans, budgets, and time frame to attain the goal. Another service, they provide is “Activation”. This is also named as direct marketing. It is very useful for the consumer based marketing. An experienced team of marketing loving people working with in this activation activity. They are good to go anywhere even in the remote customer base which makes them the best in the best in the market.



Company Structure

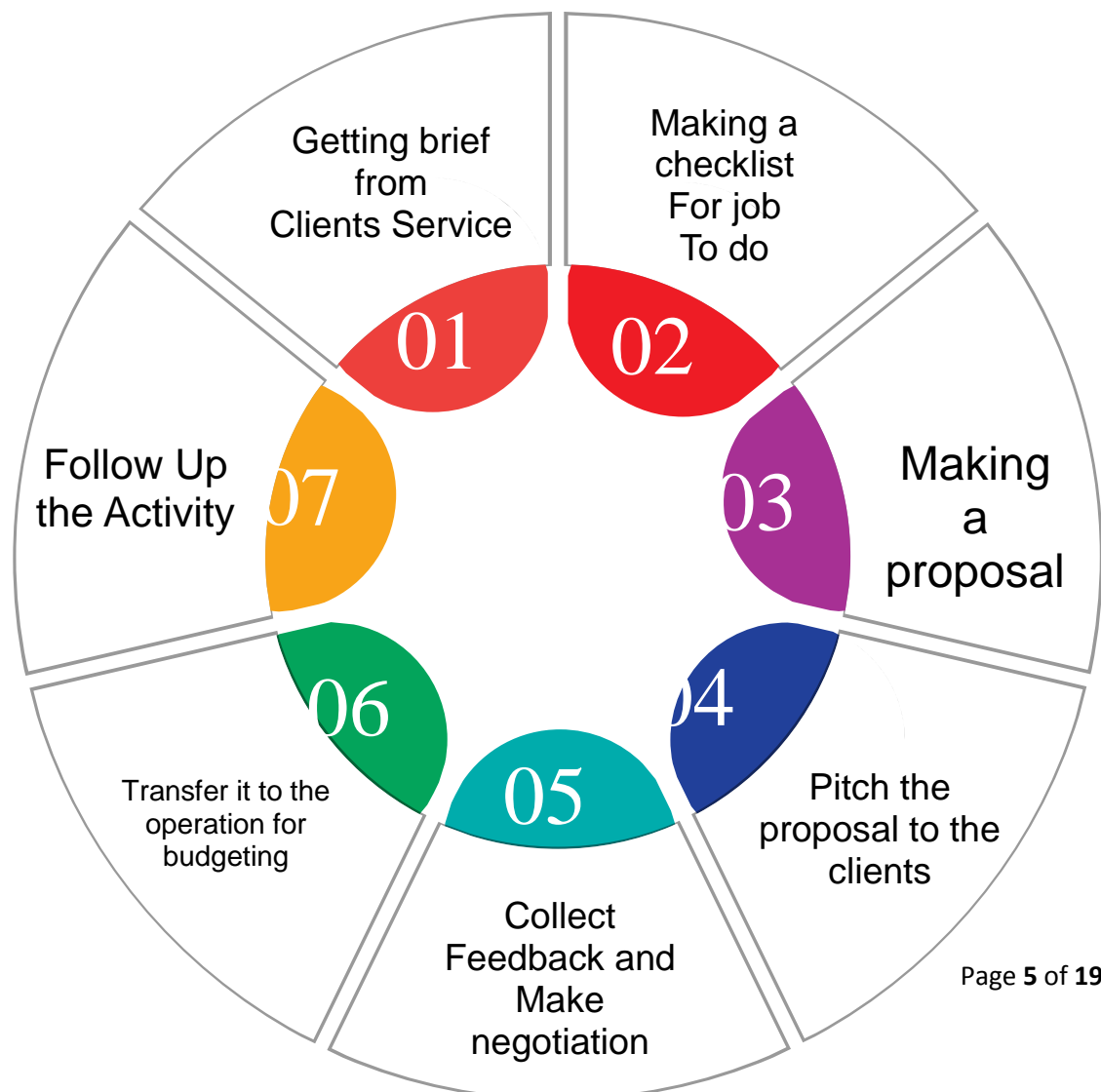


Job Description

As an Intern, I worked there in planning department. In this department, my duty was to understand the brief clearly from the client or the client service personnel. Based on the brief, I sat with my team for brain storming and personally I did the secondary research using several sites. For making the plan, I had to sit with the operation team as well. I was being assigned in multiple projects starting from Banglalink Next Tuber. In my internship tenure, I worked mostly with Standard Chartered Bank's corporate events even the topic I have chosen for my report is also belongs to SCB.

Specific Responsibilities of the Jobs

Mostly, Asiatic EXP gets the brief from the client in written documents form. From the client service department it comes to planning department through managers. This covers multiple points



Analytical Observation and Recommendation

The race in the market is so intense that every player in this industry tries very hard to give their best to win the pitch. My duties were to plan the event. I usually got my instruction from my supervisor regarding the plan as well as the client's demand. The job duties are not that much structured which has both positive and negative effects.

During my internship tenure, I felt the job responsibilities should be well defined and need more man power to pull these works off smoothly. Sometimes the work pressure is so intense that they need to bring the resource to manage the situation. Moreover, they need to work everything in time, otherwise the time and the hard work can go in vein.

Project Synopsis:

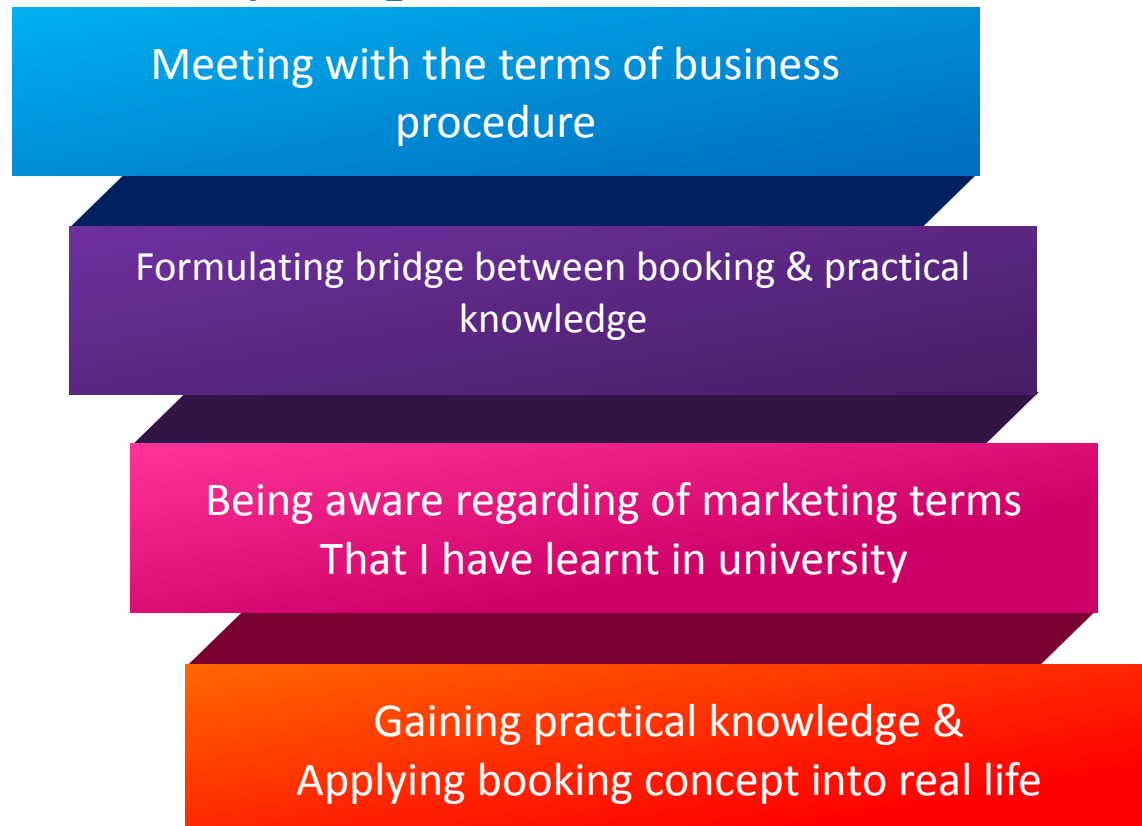
After getting theory knowledge from University, I applied in many organization and from them, Asiatic EXP approached to me with the intern position in planning department. My internship tenure has been started since July 17, 2018. During this period of time, I worked with so many projects. Mostly were from Standard Chartered Bank and Banglalink. While working on these, the executive director of planning and client servicing had given me a short brief regarding the functions of the units. As I got this big chance to work here, I would like to describe my contribution to Asiatic EXP.

Purpose of the Study:

Primary Purpose

The primary objective of this report is to apply all the theoretical concept of Marketing that I have learnt from all courses of BBA program in BRAC Business School.

Secondary Purpose



Methodology:

This internship report has been made based upon my experiences that I learnt during my internship tenure. I selected the topic then I gathered information for compilation of the report.

Origin of Data:

Origin of data were being collected from two ways: 1) Primary and 2) Secondary Data

Primary origin of data were

1	2	3	4	5
Office Desk Work	Conversation with The employee	Conversation With the Clients	Appropriate File study as Provided by the Concern	Personal experience

Secondary Sources of data were

1. Credential of Asiatic EXP
2. From their official website

Limitations of the Report

While preparing this internship report, I faced a lot of difficulties. The prime limitation is that three months of my internship tenure is not ample to get idea about the functions of the work that I have been working on. It was quite hard for me to apply all of my theory knowledge over there. The statistics regarding the topic was not easily in the box. It was hard to find all the employees at a time for taking interview as they were busy whole day with their works.

MEET JOSE VINAL

Jose Vinal is the group chairman of Standard Chartered Bank. This year on October 23, he came to Bangladesh for the first time in Standard Chartered Bank Bangladesh's 110 era. To amplify his tour, higher management of Standard Chartered Bank Bangladesh had organized a series of corporate events. Name of this series of events were 'Meet José Viñals. This was the combination of three big high functional event in Standard Chartered Bank Bangladesh's history and Asiatic EXP is honored to organize these events on behalf of them. It was bit challenging for them to pull it off nicely as it was a big chance to portray our country's culture and tradition in front him. Through different activities, it was being reflected through these events. Starting from **Panshi** as 3D cutout in photo booth to all the branding of these events. Among these events, two of them were held in Westin Hotel, Dhaka and another held in Radisson Blu, Chittagong.

Standard Chartered Bank is the oldest and largest foreign bank in Bangladesh. It has history of 110 years of banking operation in this country. Today this is first largest international bank with 26 branches and 83 ATMs employing over 2000 people. This is the first international bank whose branch is being established in six big cities in Bangladesh. It provides a wide range of product line to its clients and customers. SCB is very careful in protecting information of their all clients. They take their client so seriously. For this, they often organize events for their valuable clients and stakeholders. The Chittagong event was being organized for the high valued clients to meet with the group chairman.



José Viñals

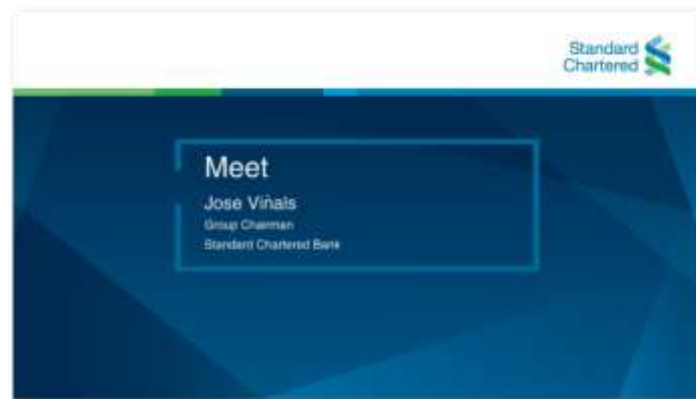
Group Chairman

Standard Chartered Bank

EVENT 01

The event was being designed in a way so that the group chairman can meet with the top 20 clients. The Top 20 clients are consisted of CEOs' of big companies. They are doing their business through Standard Chartered Bank Bangladesh for many years and the bank itself feels so proud to do business with them. To amplify their contribution over SCB, the higher management would love to make a dinner event of top 20 clients with their group chairman.

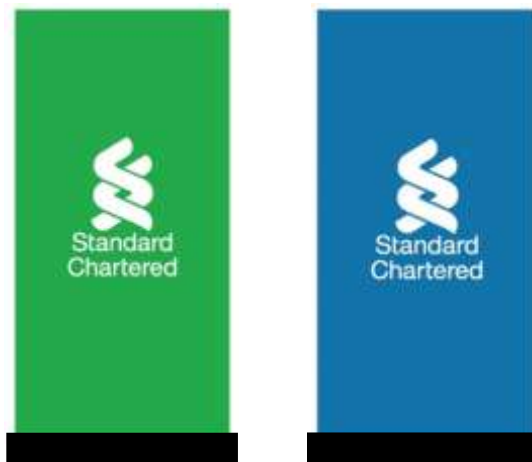
In this event, Top 20 Clients were being invited with
A box of chocolates, a Black Pen. It was being designed
In a way so that it might look so sophisticated. Even, to
Put it extra magnitude, it was being designed without
Following SCB's guideline. Always, they follow their
Guideline. But this is the time when Asiatic EXP took
SCB extra mile when they got out of their own brand
Guideline.



This is the Key Visual of this dinner Event



This was the venue which is called as Portfino in 23rd Floor of Westin Hotel Dhaka. Here, the event took place. The room was being nicely decorated. Every guest had their own name plate on the table. Standees were placed as branding. When everyone entered in the main room, no one was allowed to get into that room not event the agency people. Only the top 20 client and the group chairman. After completing dinner, they came out of that room and took a group picture.



These were the standees those were being placed by the advance team of operation department

EVENT 02

This was a cocktail reception where SCB's top 250 clients were being invited through an gorgeous invitation card. It was complete corporate event where CEO of SCB Naser Ezaj Bijoy and Group Chairman José Viñals delivered their valuable remarks to the audience.



The event took place at the grand ball room of Westin Hotel, Dhaka. When the guests started arriving at the venue, they found a gorgeous entry gate. Entering through the gate, they found caricature booth, photo booth, food corner at the foyer. It was more like a casual corporate event where everyone was going here and there. It was a great opportunity for networking as well. At the same time, meeting with the group chairman is a great chance as well.



Hall Entry Gate



Sand Art by
Jibon Roy



Dance Drama by
Warda Rihab / Shadhona



Mime Performance by
Debanshu Hore

These three performances were the suggestion which was being considered as the source of entertainment. At the same, it was being planned that SCB could go to the alternate route which was playing classical instrumental music behind when everyone would be mingling. But these suggestions were being put because the objective was to portray our country's culture, history and tradition in front of the group chairman so that he might get a positive vibe about our country and Standard Chartered Bank Bangladesh.



This was the stage with one LED backdrop at two LED wings where following things were going on.

1. Live feed will be given during speech
2. SCB logo animation will be played in loop
3. Previous event pictures/ Milestone will be played in loop time to time

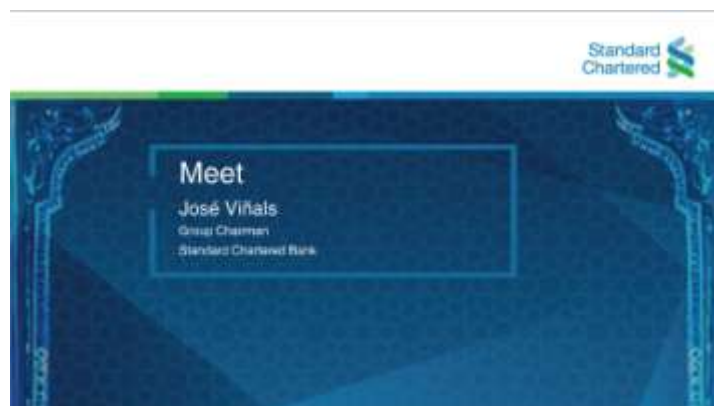
This was the look and feel of the inside hall. Due to have the venue disadvantage, we had to set vertical LED in two corner of the grand ball room because there were four big beams inside the hall. So it is really tough to see things in the stage. For the betterment of the guests, we had to do this. As early mentioned above that The CEO and the Group Chairman delivered the speech so after their speech. MC gave the closing remarks to everyone and waiter



started serving finger foods and drinks to the guests. Guests were mingling with each other, few were taking photos with the CEO and the Group Chairman. Some were busy in doing their caricature from the caricature booth. The ambience of the event was so festive and full of joy. At the end of the event Asiatic EXP was so happy to pull this event successfully. All the important moments were being captured and video clips were taken for post event documentation by professionals which were being managed by the agency.

EVENT 3

This was another top 250 client event with the group chairman but this time it took place in the port city of Bangladesh which is Chattogram. Radisson Blu took the opportunity of service this great personality in their arena. As it was going to held in Chattogram, so while planning, we tried to give the event a local feel so we named this event as 'Mejban' with José Viñals



This was the key visual of this event so we tried to give a taste of royal in the creative.

Every client were being invited through invitation cards. Even in the cover of the invitation card, we put a visual of panshi boat which is famous in Chattogram region. Invitation card will be handed over to Standard Chartered Bank to invite the guests

300 GSM Art Card with matt & spot lamination



When the guests started arriving at the venue, they found a gorgeous entry gate. Entering through gate, they found a booth of Bengali music instruments, photo booth, food table in the foyer.



This is the stage of that event where there was LED backdrop and two LED wings.

MC conducted the whole event.



Naser EzajBijoy
CEO, Standard Chartered Bank



José Viñals
Group Chairman
Standard Chartered Bank

CEO and the Group Chairman delivered their valuable speech and after that MC gave the closing remarks and welcomed everyone to have dinner together. In each table 10 people sat together and had dinner. After the dinner, everyone returned in the main grand ball room. There was a musical arrangement for the guests where ParthoBarua and Samina Chowdhury performed song together. At the end of the event Asiatic EXP was so happy to pull this event successfully. All the important moments were being captured and video clips were taken for post event documentation by professionals which was being managed by the agency.

Recommendations:

While doing my internship, I had observed how things were being processed and out of those, I have come up with my recommendations which I would like to share and those are given below

1. It would be better if they facilitate training programs for the employees so that employees can develop themselves to know more
2. Less chance of promotion of employees, most of the time, one person is working in the same designation for years that made them monotonous. I think scope of promotions should be enhanced for motivating employees.
3. They should offer transportation facility to the employees because most of the time what I found that people are working at late night and absence of this facility, they had to stay at the office that led them being sick.
4. In paper, the working hour is 8 hours but often it exceeds due to have excessive pressure of works. There were many day, I came out of the office at 11:00 PM
5. Employees should get their bonus in time to make them happy

Conclusion

Asiatic EXP is the largest BTL media agency that is being operated under the umbrella of Irish Zaker. Its achievement always surprises me. The practical learning and experience I have earned in my internship tenure cannot be described in words. Working with international brands like Standard Chartered Bank, Banglalink, and projects of Bangladesh Government has been a life changing experience for me. Representing Bangladesh before the global Chairman was a big challenge but doing this task was much more pleasurable for me. For this project, I had to go to the venues to make the best plan. All those experiences are of great pleasure to me. I have learnt a lot about practical and brand guidelines which I can relate to my academic learning. The practical knowledge that I have learnt from there, I can apply and carry all of those in next level of my career.

References:

- Asiatic EXP Credential
- scb.com
- asiaticexp.com