



MBA INTERNSHIP REPORT ON

Ogilvy Bangladesh Communications Pvt Ltd.

TOPIC

Services Marketing and Marketing Strategies of Ogilvy Bangladesh

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Suman Paul Chowdhury

Assistant Professor and MBA Coordinator

BRAC Business School

BRAC University

Subject: Submission of Internship Report.

Dear Sir,

With humble honour and respect, it is a great pleasure to submit the internship report on ‘Services Marketing and Strategy of Ogilvy Bangladesh Communications Pvt Ltd.’ with special reference to **Ogilvy**.

As an integral part of academic program in completion of MBA, it has been joyful and enlightening experience for me to work in **Ogilvy Bangladesh** and prepare this internship report. Obviously, this has been a great source of learning for me to conduct this type of studies in future.

In completion of the report I have put my best effort to prepare a complete internship report. Therefore, it is a humble request to you to accept the report for your judicious evaluation.

Regards

.....

Shejuti Zaman

ID: 16164022

Acknowledgement

At first, all praises belong to the almighty Allah, the most merciful, the most beneficent to man and his actions.

The author wishes to express sincere gratitude to his supervisor, Dr. Suman Paul Chowdhury, Assistant Professor and Coordinator of MBA Program, BRAC Business School, BRAC University, for his constant guidance, invaluable suggestions and advice, encouragement, sympathetic co-operation, generous help and strong support towards the successful completion of the study.

The author is also thankful to Ogilvy Bangladesh for providing various resources required for this work.

The author expresses his heartiest thanks to his fellow colleagues from Ogilvy Bangladesh for promoting valuable workable environment and enthusiastic encouragement during the whole study period. Last but not the least, the author pays deepest homage to his parents who they believe to be the cardinal source of inspiration for all of his achievements. Their constant moral support was phenomenal and exemplary throughout the course of the study.

Supervisor's certificate

This is to certify that the internship Report on “Services Marketing and Company Strategy of Ogilvy Bangladesh Communications Pvt Ltd” is done by Shejuti Zaman as a partial fulfilment of the requirement of Masters of Business Administration (MBA) major in Marketing Management.

The report has been prepared under my guidance and is carried out successfully.

Dr. Suman paul Chowdhury

Assistant Professor and Coordinator,
MBA Program, BRAC Business School,
BRAC University

Executive Summary

Over the years, advertising techniques have changed drastically; mostly happened due to cope with the changes in how consumers view and perceive things and to stand out in the clutter of today's advertising efforts. This service became the most obvious while marketers are realizing the importance of differentiating not only in terms of their product's USPs, but also in how they present and promote it to the consumers. These creative agencies know that they will continually need to find and create innovative approaches to respond to major industry shifts underway. That's exactly when Ogilvy & Mather came in Bangladesh with all the expertise to support the big brands in every possible way which includes a 360 solution for each of the brands or companies.

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Chapter 1

Introduction

Background of the study

Completion of degree does not only mean to successfully done of all courses rather it also includes research or internship that tend to consider as the practical experience of the whole study. So, internship report is a must for MBA student of BRAC Business School. If the student is a currently a job holder then s/he must prepare the report based on that organization. The author of this report has also completed his core courses of MBA and currently working as a full-time employee in a service organization.

The author has been doing his major in Marketing Management and completed 3 major course namely, 1. Brand Management; 2. Consumer Behavior; 3. Services Marketing. Her current organization is basically a service organization that gives 360 service to the assigned brands. It is basically a marketing or a multinational advertisement agency that works for brand building. So, based on the job experience the topic for this internship report has been selected which will cover the services marketing and marketing strategies of that particular organization. The purpose of this paper will serve as below—

1. It is for to relate the real life job experience with the so far taken courses in MBA program.
2. It will give the actual essence of business world and prepare the students for upcoming corporate life.
3. It will help to learn about the job responsibilities and the way to take decision.
4. It will definitely the key of completion MBA program of BRAC University.

Reason behind this report

There are many of the advertisement agencies in Bangladesh but having a multinational is rare. Having an experience of this field in a corporate environment is a great opportunity and with that it should be a must thing to present the overall scenario and the experience throughout this paper. This paper will let the readers know about the services that an advertisement agency provide. We see a brand and praise that company but behind that success all the strategies,

planning and marketing comes from these agencies whom we call the Custodian of that particular brand.

Objectives

To complete this paper there has to be particular objectives. The specific objectives are given below:

- Study the present situation of advertisement agencies or marketing agencies.
- Analyse the overall work of Ogilvy Bangladesh;
- Present Ogilvy's services and strategies that they provide to this industry.

Scope

Through this study will be concentrating on the services that creative or advertisement agencies are serving in Bangladesh to various companies. Ogilvy Bangladesh is working for renowned companies including local corporates to multinational companies where they already put a strong step in building brands with their expertise. Basically we will be looking at the services that this organization provides and doing so how they follow their own strategies.

Sequence of the paper

There will 5 chapters in this whole paper. The name of the chapters are given below sequentially.

| | |
|-----------|-------------------------------|
| Chapter 1 | Introduction |
| Chapter 2 | About Organization |
| Chapter 3 | Internship Experience |
| Chapter 4 | Services of Ogilvy Bangladesh |
| Chapter 5 | Reference and Conclusion |

Methodology

This paper will be more onto exploratory and qualitative research that will be backed up with secondary and a bit of primary data. Collected data are from various sources that includes

Ogilvy Bangladesh Credential (Brand and digital services), journals, publications etc. Primary data sources are, key respondent interview with an open questionnaire.

Literature review

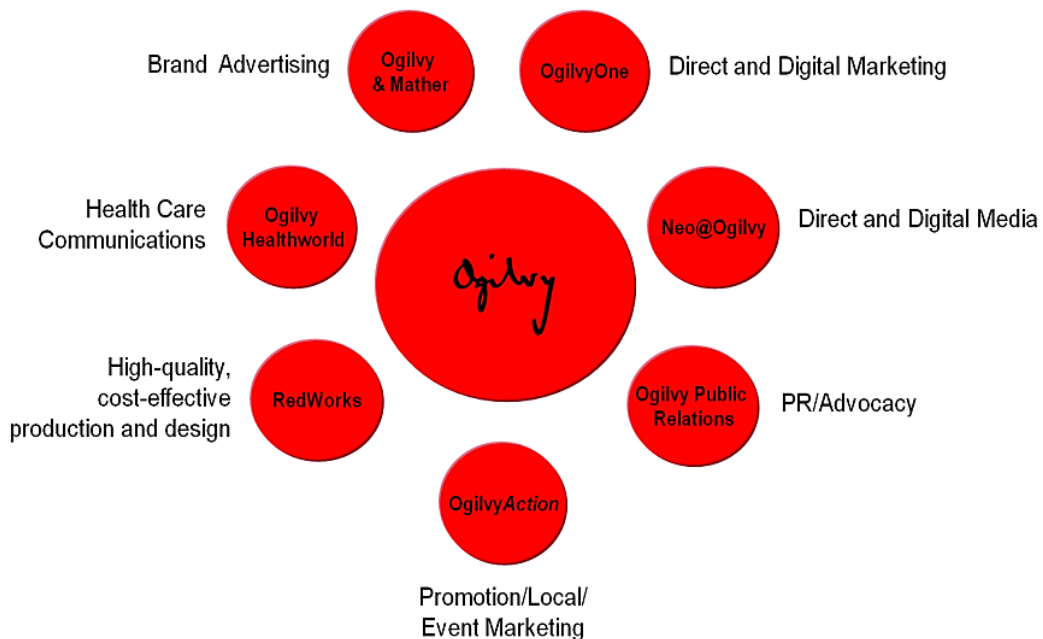
There are four parts in this paper where the first part will represent the overview of advertisement industry in Bangladesh. In second part there will be brief insight of Ogilvy worldwide that will include its operation of Bangladesh. In the third part a detailed study of Ogilvy Bangladesh's Marketing Mix and overall marketing strategy will be discussed. Lastly the conclusion.

Chapter 2

Ogilvy Communications Pvt. Ltd.

Company profile

Ogilvy & Mather is an international advertising, marketing and public relations agency originated in Manhattan, USA. It is operating in 120 countries with around 500 offices worldwide. Ogilvy & Mather Worldwide does advertising by the book. The firm is one of the world’s leading creative agency networks founded by the ad pioneer David Ogilvy (author of Ogilvy on Advertising). It is currently providing advertising campaign development and management, brand development, public relations, and strategic planning services to clients. Ogilvy & Mather offers specialized communications and relationship marketing services through OgilvyOne; it’s basically Ogilvy Common Health Worldwide unit. It offers services targeted for global clients in the health care industry. This company is one of the primary agency subsidiaries of UK-based WPP Group.



History (worldwide)

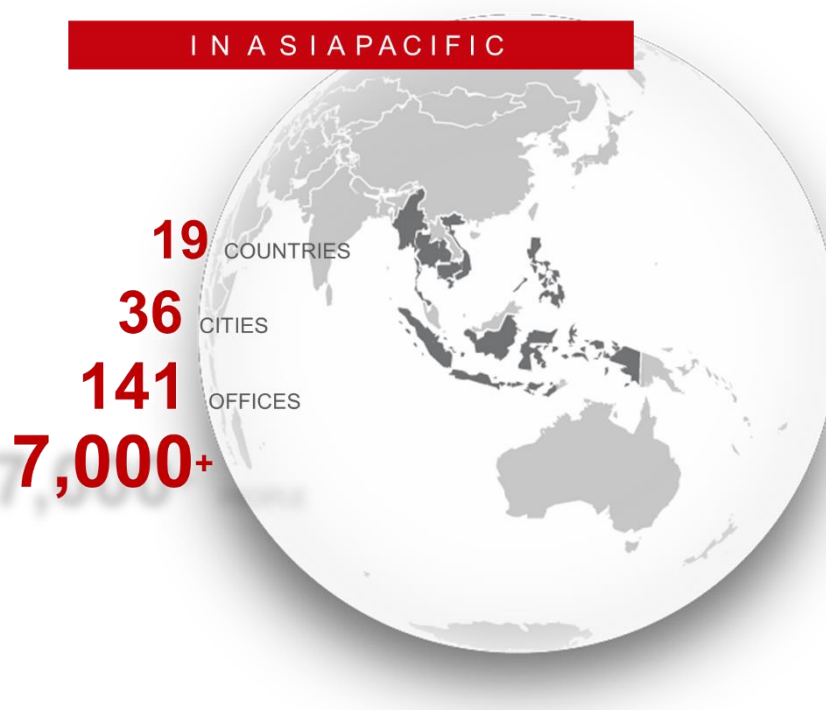
The agency was founded in 1850 by Edmund Mather as a London-based agency. After that in 1948 the firm became known as Ogilvy & Mather after merging with a New York City agency by David Ogilvy. Under the terms of the partnership, the two agencies became subsidiaries of a new parent company called Ogilvy & Mather. In January 1965, both changed their names to Ogilvy & Mather and the parent company became known as Ogilvy & Mather International Inc. Around 1970s Ogilvy & Mather acquired numerous other agencies: including S.H. Benson, one of its original sponsors, in 1971; Scali, McCabe, Sloves in 1976; and Cone & Weber in 1977. Another acquisition was nearly around 1976 where Hodes-Daniel, resulted in the establishment of the agency's direct-response service, called Ogilvy & Mather Direct. It was renamed OgilvyOne Worldwide in 1997. After moving permanently to French castle Château de Touffou in 1973, David Ogilvy stepped down as chairman and became Worldwide Creative Head in 1975.

The agency opened its public relations division, Ogilvy & Mather Public Relations, in 1980. The next year, Ogilvy & Mather established the Interactive Marketing Group. For that this firm became the first major agency to establish an interactive capability. After that in 1985 Ogilvy & Mather International was renamed as the Ogilvy Group Inc. Ogilvy & Mather established OgilvyRED in 2010 which is a specialty strategic consultancy. That is how this organization get hitched with many more of the services. In January 2016, John Seifert was named CEO of this multinational creative agency. Similar to other advertising, marketing, and public relations agencies in the years 2017-2018, Ogilvy has seen an influx of advertisers and publishers establishing in-house creative teams, and an industry-wide increase in emphasis on digital media ad buying.



After so many operative years, company leadership said Ogilvy became too complicated with these individual units. Each and every country has different branches specialize in different sectors. To bring this scattered part to a single umbrella CEO John Seifert launched the company's "re-founding" in June 2018. According to John Seifert, David Ogilvy was have the vision of building a firm with a deep culture about building brands which was easy to build through advertisement. David Ogilvy tend to focus on building culture; the only thing that differentiates firms where the assets are people. And he had a profound intellect of the value of creating value, or sales through creative works. In these first moving and expensive era it is definitely tough to run the whole business cost effectively as the brands now have thousands of choices. There were other issues for this re-founding and make OgilvyOne. Over time, this organization realizes that it never wanted to chase commoditized service for the sake of just filling the revenue line. It actually wanted to work for clients who see its value proposition as materially important to them. Ogilvy never wants to work for clients that don't want a sustained ongoing relationship with us. It's too expensive to chase non-recurring revenue. So, to give one stop solution (Which was David Ogilvy's vision) John Seifert decided to bring all those different calling service branches of Ogilvy to one single path and for this reason re-founding occurred and Ogilvy & Mather now became Ogilvy which serve the purpose of OgilvyOne.

However, Ogilvy is operating around 19 countries in Asia pacific region currently in 36 cities where they have established around 141 offices with the manpower of approximately 7000+.



Ogilvy Bangladesh

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

In June 2006, Ogilvy & Mather was registered in Bangladesh. Back this time this organization was a majority owned subsidiary of Ogilvy Asia Pacific. In December 2006 Ogilvy & Mather was merged with Marka, a local newly growing agency in Bangladesh. In October 2007, the transition was completed and Ogilvy opened its rooms for business in Bangladesh and in March 2008, Ogilvy & Mather officially launched its operation in Bangladesh, which is the 497th office in the Ogilvy network. It is giving 360° Degree Brand Stewardship to its particular brands with its immense expertise over advertisement. It is successfully running till the date with many of the multinational and local corporates. During the last few years of operation in Bangladesh, Ogilvy & Mather Bangladesh has been able to make a good shape for itself, in the global Ogilvy community as well as in the advertising arena in Bangladesh.

LOCAL LEADERSHIP



DAVID MAYO
Chairman
O&M Bangladesh



FAHIMA CHOUDHURY
Managing Director
O&M Bangladesh

Departments of Ogilvy Bangladesh

Ogilvy Bangladesh has the basic departments that it shows all over the world hence, there could be some changes as follows.

1. Advertising
 - a. Client servicing
 - b. Creative and art
 - c. Studio operations
 - d. Strategic planning
2. Action
 - a. Consumer engagement
 - b. Trade engagement
 - c. Direct marketing

- d. Field supervision
- 3. Redworks
 - a. Online (Digital)
 - b. Offline (Pre-press)
 - c. Quality assurance
- 4. Media & PR
 - a. Media planning
 - b. Media buying
 - c. Public relations
- 5. Production
- 6. Support
 - a. Finance and compliance
 - b. HR
 - c. IT
 - d. Admin

Clients of Ogilvy Bangladesh

Currently Ogilvy Bangladesh's list of global clients includes Unilever, New Zealand dairy, Arla and Perfetti Van Melle. Among local clients Polar, BRAC, Akij group, Bashundhara Group, Teletalk, Anwar cement, Seven Rings cement, Nagad etc. are also worth mentioning. The illustration below shows the wide range of the agency's previous and present clients.



Operational network organogram

Ogilvy & Mather Communication Pvt. Ltd is a flat organization. Traditional values are rarely seen in this organization or I must say they do not follow that values either. Employee empowerment is also practiced in O & M. This organization does not maintain that hierarchy in traditional manner rather maintains a friendly environment where the seniors tend to give juniors full authority to handle their individual client’s which is very rare in this industry. Employees of all level are allowed to take part in the decision making process. Not only getting the opportunity to involve in the decision making process but also have the access to communicate with the top management any time at work. Below is the organogram of O & M.



Achievements of Ogilvy Bangladesh

INTERNATIONAL AWARDS



O&M Bangladesh

Creative Agency of the Year
2013, Bronze



O&M Bangladesh

Creative Agency of the Year
2014, Silver



O&M Bangladesh

Effie Award 2014, Asia Pacific
Most effective campaign
Beverages, Non-Alcohol

REGULAR WINNER IN LOCAL AWARD SHOWS



Best Print Campaign

Best Original TVC

Digital Campaign

Most Effective Launch

Best OOH

Media Innovation

Radio Campaign

Best Mobile App/Games

Integrated Campaign

Chapter 3

Internship/ Job Experience

I have been working in Ogilvy Bangladesh from 2017 as the executive of client servicing department which is the main department that brings and carried out business of this organization. My job responsibilities re as follows-

1. **Generating Ideas:** As I work in an ad firm it is a must work to participate in every brainstorming session of the team. Sometimes, other team also invite to share ideas which eventually brings experience working in creative agency. Each and every member has to come up with something that could be funny or serious whatever but ha to come up with ideas. After that, those ideas got sorted down in a board to use further. Since it is surely undisclosed matter as per company policy I am unable to share the ideas here.
2. **Team Work:** In our organization employees are divided into groups or teams. To work in a good pace it is very important to make a good working relationship with the group members as well as the other employees. Maintain a very good relationship with stakeholders seems an open secret in this business industry. Every work that I have done so far is very sensitive where I sometime took suggestion from my line manager.
3. **Client-servicing:** Working in client servicing department is always very tough for anyone who will be serving newly here. From receiving brief to deliver it to creative and getting back with these deliverables to client is difficult as there is always a deadline and at the same time rush. The more important thing is to maintain a good relationship with clients so that the works go smooth.
4. **Day-to-day Operations:** While working on this department, I must maintain day to day operations in both account management (Client servicing) and creative end. It includes follow up of ongoing campaign, approved campaigns, press ads etc. sometimes it also

becomes difficult to get the work from creative end as they also have lots of brands and work at the same time. It surely enhances managing ability.

5. **Supervision:** It is one of the jobs that I had to do. I had to supervise the creative designers regularly so that they can deliver their works within time and to guide them through their designing process so that they don't get off the track. After sending the works to client it was another job to follow them as well for approval on the delivered item. Thus, this process automatically builds leadership skill within oneself.
6. **Dispatch:** Giving output of any file via link is not enough when it comes to brand team. It always the best way to deliver output in CDs. Sending the right output to the right places at the right time is difficult and it is also my job to be taken care of. When client asks for the output to go in 4 different places at the same day, we can understand how much tough this job could be for dispatcher who will deliver and must get delivered on time.

One of the successful campaigns

Generating an Idea:

Creative work includes lots of brain storming, creative thinking, study of other brands, other advertisements and a lot of involvement in case studies. As Creative thinking is very important in Ogilvy & Mather, the process is immensely practiced here. In general, when a new idea for TVC (Television Commercial) or RDC (Radio Commercial) or any other kind of campaign is needed, it is highly recommended that we have to call a meeting with creative head along with the whole team of the brand. There the whole brief of the campaign gets discussed and through several sittings' ideas came out with fine tuning. Like this, each and every campaign brief gets crafted through several layers with the help of the heads of different departments. However, it is not at all an easy job to do this rather it is very hectic as we will have to maintain the regular operation besides these meetings and sessions.

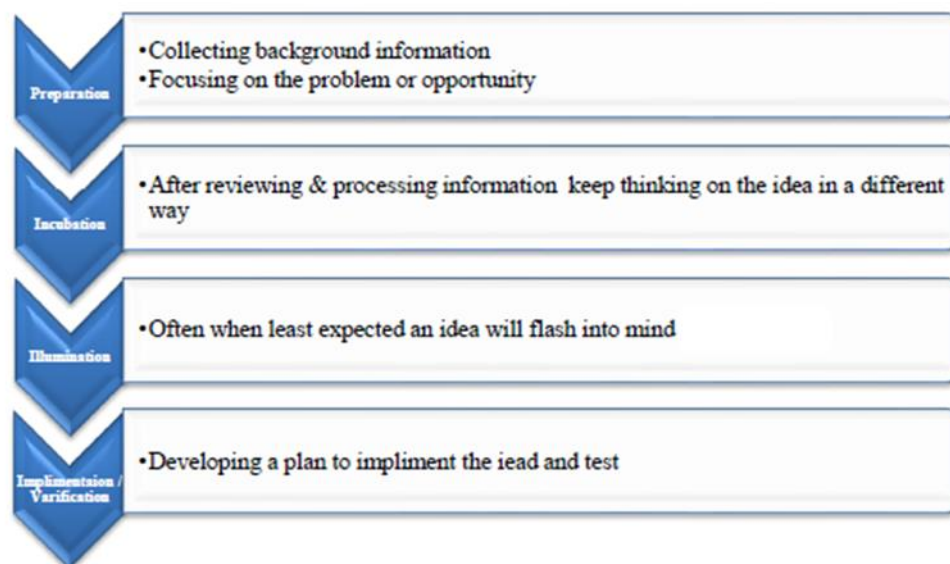


Figure: The process of creative thinking

As this organization presents highly innovative and creative ideas, I am sharing one of my experiences here where I got the opportunity to work with POND'S, a brand of Unilever.

Product: POND'S Daily Face Wash

Client: POND'S

Job: Television Commercial

Director: Arin (Runout films)

Background: POND'S Daily Face Wash changed packaging color and ingredients and so the re launch TVC has been a requirement.

Preparation: Before generating ideas on Daily Face Wash TVC, our creative team gathered information and specialties of the product. Also analyzed other products similar to this and also use this product which we have got from our respective client.

Incubation: After getting the information the creative team started brainstorming to find a unique idea that will beat the competitors.

Illumination: After trying several ideas, creative team make a conclusion that this TVC will never say it is a new product rather will just focus on the main USPs that will eventually show the benefit of using the product. Based on this, every shot has been crafted in the story board. Normally story board shows frame wise sketched images.

Implementation: When client was shown the story board, they loved it and said for immediate execution. After that, we directly call our preferred production house (Director) for TVC shoot. The TVC was completed within 2 days and result was awesome as we asked the brand manager to come the shooting spot to give input if any. This TVC is already running successfully.



KV (Key visual) of POND'S Daily Face Wash

Client-servicing:

In creative industry, client servicing department plays an important role. To continue work with our existing client it is very much needed to keep them delighted with good quality works. As we all know, the less the gaps the more the quality of service according to the service quality gap model.

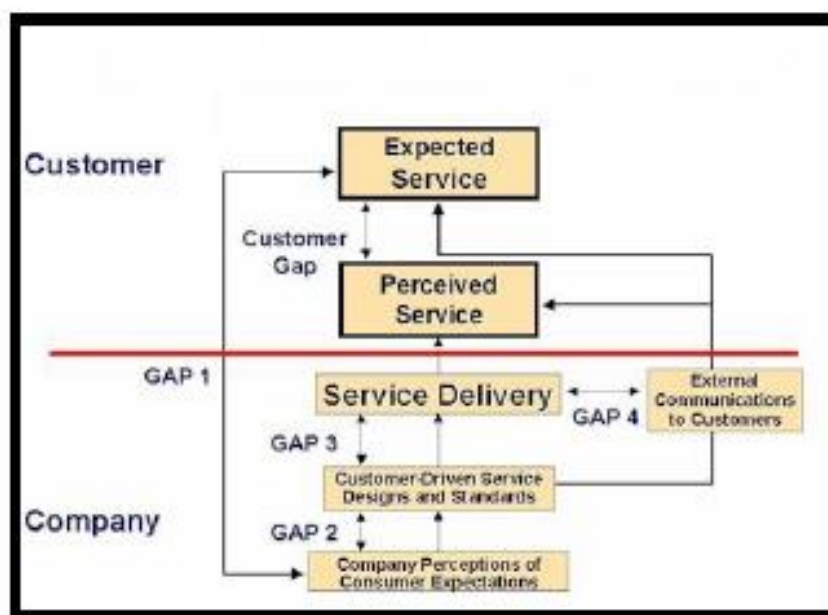


Figure: Gap model of service quality

As I worked in client servicing it was my responsibility to minimize the gaps which eventually lead dissatisfaction. Always tried to do work efficiently and effectively that falls within my reach. So the Gaps were Gap 2 and Gap 3. Understanding client's brief is very important as we are the holders or the custodian who will de-brief that to creative department who will be doing or designing the required things. I always made sure that the designers are designing things according to the brief as well as the agency's standard. While addressing Gap 3, I tried to deliver the outputs that have been prepared through different feedbacks given by the clients over period of time. There are certain steps that I always needed to follow to run the operation smoothly.

Super vision:

We all know there are several roles of a manager among which I had to maintain some while working on client servicing or account management department.

Interpersonal Category

The roles in this category involve providing information and ideas.

1. Liaison – While working on this department, I had to communicate with internal and external contacts and also had to maintain link with some vendors who still works with us.

Informational Category

The roles in this category involve processing information.

2. Monitor - In this role, I regularly seek out information related to our organization and industry, looking for brilliant ideas that have already been executed. I also monitor creative department on a regular basis to keep them on track.
3. Disseminator - This is where I share potentially useful information with my team.
4. Spokesperson - Managers represent and speak for their organization. In this role I am responsible for transmitting information about my organization and its goals to the stakeholders.

Decisional Category

The roles in this category involve using information.

5. Negotiator – Sometimes I have to take part in important negotiations with different suppliers.

Chapter 4

Services and Marketing Strategies of Ogilvy

When advertising agencies came to know that they will continually need to find and create innovative approaches to respond to major industry shifts underway, that's exactly when Ogilvy & Mather came in Bangladesh with all the expertise to support the big brands in every possible way which includes a 360 solution for each of the brands or companies.

In recent years, Bangladesh is trying to create the identity in brand building like others and advertising is one of the crucial factors in this. Actually, purposeful communication is the ultimate product of advertising which may sell business products or services to the target group. When the communication becomes effective, it reaches the customer or consumer and the ultimate goal of communicating is achieved. To get the hold onto this, the majority of service providers in Bangladesh are focused on advertisement or the brand building. In this fast moving world, each and every brand matters in a way that the mother companies have been establishing their wings throughout the world naming them Multinationals.

This service became the most obvious while marketers are realizing the importance of differentiating not only in terms of their product's USPs, but also in how they present and promote it to the consumers. The few seconds TV commercial, an attractive insertion in the magazines or newspapers, the eye-catching packaging, the ear-soothing brand theme songs or radio scripts are all results of a great teamwork of different creative professionals and that's where an advertising agency or organization comes in with great services.

Let's focus on the services department wise that Ogilvy provides-

Advertising

In Ogilvy there are four individual yet the interconnected departments under advertising.

- **Client servicing-** This is the most important and a vital department which is directly involved in bringing business in and run and serve the clients with great quality servicing capabilities and work. The work that involve here is receiving brief from client, debrief and write it internal method, circulate and make the creative understand about the brief, set deadline with a meeting, ensure the quality of work and deliver the work on time. This is the basic service that servicing team of Ogilvy provides with great patience and expertise.
- **Creative and Art-** As advertisement is all about creative work, it is obvious to have the creative and art team separately. Here creative and art team contains a set of copy writers, creative head and copy head who are the lead of this department. A vast set of a team that contains artists, designers, visualizers. They are the idea generator and the designers at the same time along with client servicing and copy team. Client servicing give the brief to creative department who carry the works forward with their beautiful ideation and artworks.
- **Studio operations-** It contains of designers who work in the immediate stage of designing works. They work as the finished artists who do the fine tuning of a particular work created by designers. They have to keep in mind the deadline of each work. They are the one who do the most critical part of the job that includes Artwork or packaging design which involves measurements and many calculation. That is how studio team operate effectively in meeting deadlines ensuring the great quality of work.
- **Strategic planning-** There is a different department that works on planning and make fruitful strategies for brands they do take care of. Starting from doing pitch to deliver new campaigns idea and giving presentation all are the cared services that this department offers to clients. However, these works are presented by the client

servicing department as this is the department that carries all the work to the client with safe hand.

Action

- **Consumer engagement-** This task generally gets taken care of by the executives of client servicing and the interns who are there solely to answers queries of Facebook pages that Ogilvy holds from the client. They give full support to Digital marketing and consumer engagement.
- **Trade engagement-** Ogilvy provide full support for trade engagement with several designs of POSM designs and activities. Research is also a part of this. Market visit is also gets included here.
- **Direct marketing-** Ogilvy provides services of direct marketing through a different team who can work there as part timer.
- **Field supervision-** Activation team greatly involve in this work through its amazing lead where they give all the possible support and solution including from field supervision to execution.

Redworks

- **Online (Digital) -** Ogilvy provides online or digital marketing service to the clients who asks for it. Not all the clients who take branding support (ATL) let us to control their digital platform. Rather digital wing have different clients as it is a different service apart from the brand material. Creating posts for social media platform, media buying, query management and all other supports is included here.
- **Offline (press) –** There is a team who directly work for getting the slots done in newspapers and there is also a team who takes care of the press designs and delivery of this.

Media & PR

Production

Chapter 5

Conclusion

In Bangladesh, there are lack of good quality work even by the agencies. Advertisement or brand building is not just a simple work to carry on rather vast research, experience and good thought has great impact on it. There are many creative agencies who are successfully running but lack of quality work or the procedure. Even if Ogilvy has a bit high in charging rate to clients, still holds the position where clients blindly have trust on this. Over the years, advertising techniques have changed drastically; mostly happened due to cope with the changes in how consumers view and perceive things and to stand out in the clutter of today's advertising efforts. This service became the most obvious while marketers are realizing the importance of differentiating not only in terms of their product's USPs, but also in how they present and promote it to the consumers. These creative agencies know that they will continually need to find and create innovative approaches to respond to major industry shifts underway. That's exactly when Ogilvy & Mather came in Bangladesh with all the expertise to support the big brands in every possible way which includes a 360 solution for each of the brands or companies.

Limitations:

The study had the following limitations:

- It was difficult to know from the office personals as everyone remains very busy.
- Needed to keep some information out to this paper due to confidentiality.
- Getting Relevant papers and documents were strictly prohibited.

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