

Exploring the World of Digital Advertising
At X Solution

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At X Solution

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By
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for the Degree of
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Declaration

It is hereby declared that

1. The report submitted is my own original work while completing degree at BRAC University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

Sharzil Ahamed

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Approval

The internship report titled “Exploring the World of Digital Advertising

At X Solution” submitted by Sharzil Ahamed, ID no. 13203019, of Fall 13 has been accepted as satisfactory in partial fulfilment of the requirement for the degree of Bachelors of Arts in English on _____.

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Acknowledgement

Special gratitude to my supervisor Ms Seema Nusrat Amin, the best kind of mentor anyone can have, whose contribution in stimulating suggestions and encouragement, helped me a lot to a correspondent in writing this report. My intention was simply to understand that world of advertising to get an idea on how you can create interest to your target audience or target group. I am very pleased to let you know that I was given many help and suggestions to bring on my game in the agency I joined for my internship. I'd like to thank one of the Senior Copywriter and my Supervisor Mr Ullas Ignatius Sku, who not only helped me a lot to understand on "how to approach when writing a copy" and suggested many things to understand brands but also literally kept me under his brotherly blessing wings. I am very grateful to another of my Senior Copywriter and secondary supervisor Mr Aashiq Habib who showed his patient over me and guided me always with care like an elder brother. I would like to show my gratitude, to my colleague Mr Mehedi Hasan Raju, an associate copywriter and senior executive Mr Shihab Rashid, with whom I worked directly on various projects, for helping me understand the brand communications. My deepest thanks to my boss Mr Mahbub Munna for being friendly and getting me involved in various challenging projects. Last but not least, many thanks to all the 'X-cellent' "X Men" at X Solution, who gave me immense encouragement and made an atmosphere to show respect towards each and every one.

Sharzil Ahamed

Dedication

To my Mr Momen Uddin Ahamed, Mrs Salima Hossain, Sumaiya Afroz Ahamed, Nusrat Jahan Mim, Abdullah Al Faisal and Rosemary Zenith, who never lost their hope on me...

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Introduction

Ordinarily, somebody graduating from an English department frequently anticipates a vocation in public service or teaching. The individuals who think marginally contrastingly should need to be journalists or brokers. In any case, at BRAC University we have been instructed to take difficulties and think past our breaking points. Being motivated by my mentors, I chose to take the unbeaten way while the time wanted choosing my future profession. I have chosen to accept advertising as my future calling, and the department supported me accordingly. I have educated, through the span of the most recent four years that being a graduate in English I don't need to consider myself to be an educator as it were. English as an order has set me up to utilize the language from various perspectives that can without much of a stretch secure me a promising profession in advertising. Since youth, I am very pulled in to advertising. Infectious jingles have dependably been my favorite. I constantly needed to make one of those jingles which individuals will articulate once in a while. I discovered that my desire for working in advertising can be accomplished by doing major in Media and Cultural Studies. This is one reason I have picked this as my focus. Media has an endless number of openings for work, advertising is one of them. Advertising is a regularly developing field with extensions.

The expansion of advertising nearby concentrating on explicit customers subject to a wide extent of components including sex, age, nationality among others, has transformed into a portraying some portion of the mechanical change that happened over the latest two decades. With this progression changed the ways advertising works in raising things and administrations to potential buyers. Being enthusiastic about this significantly creative claim to fame of convincing people, I have chosen to develop my calling in advertising. My decision has been moreover solidified by my undergrad considers in the Department of English and Humanities at BRAC

University. The program here offers the choice to study Media and Cultural Studies, and as a bit of the degree, one can total an internship in print media, TV slots, and advertising agencies. The going with the report will be focused on my experiences and expectations at X Solutions, and here I will exhibit the usage of learning I have expanded through the particular courses I have taken at BRAC University.

So, what is advertising? To be progressively exact, "A notice or statement in an open medium propelling a thing, administration, or event or publicizing an occupation opening is advertising". Advertising is an essential technique to tell about product and adventures. Grand brands are contributing billions of dollars only for advertising their thing. In any case, advertising is 'enchantment' since it changes things into breathtaking signifier (Williams 320). Moreover, imaginativeness is critical for advertising to interface the sign with the signifier. "An OK advertising is one which pitches the thing without pulling in thought in regards to itself," states David Ogilvy, "Father of advertising". In addition, advertising isn't just about creative ability it however then again, is a type of excitement. Keeping advertising substance connecting with is an approach to expand the amount of gathering of spectator's dedication. It is the mode of correspondence with the clients. These given components are important to promote carefully:

1. Photograph
2. Sound
3. Words
4. Video
5. Illustration

The visual of an advertisement must be immaculate and particularly wrapped up. In case the advancement is a video, the sound must be noteworthy and clear. The video ought to have a unique element copy which will drive the perusers' thought. Besides, the essential control of a marketing authorization is to grab the perusers' attention. David Ogilvy said on imaginative advertising "in case it doesn't sell, it isn't innovative". An imaginative copy makes words into advertising visual. Also, a marketing pro should fathom the thing in order to deliver innovative copies.

Despite the fact that I could do my internship on print media as I am love composing, however, I am keener on advertising and copywriting. In view of this, I began looking for advertising agencies to apply for an internship program. I asked my kindred understudies and a few media people identified with agencies I ran over the name X Solution from one of my seniors. I discovered that it is a past piece of Cookie Jar (wings of "Asiatic 360°"), one of the greatest advertising agencies in Bangladesh. Therefore, I accepted the open door to select myself in the world of advanced advertising media to increase pragmatic information and adapt more abilities to comprehend copywriting better.

In any case, I needed to understand the business part of the visual way of communicating, I accept by getting this, I could truly focus on an unemotional and factual market or focused on a group of onlookers on what they need and how they need it. This was one reason I needed to join an advertising company. Little that I knew, there are a couple of sorts of promotion (services businesses/government units). Mainly, there are two types, ATL and Digital. X solutions Limited is a digital marketing agency. Our job is to use the modern age popular ways of communicating (raised, flat supporting surfaces) like Facebook and YouTube. Almost all kind of companies and businesses are now competing in the digital world. There are more opportunities for all kinds of

businesses as social ways of communicating offer different ways to help increase business. That is where digital services businesses play a very important role in helping increase and creating content and most importantly, engaging the audience.

In a lucky way, I was allowed the chance to function as a new and interesting copywriter. I was allowed to work with anybody I needed in the copywriting part/section. I (understood/made real/achieved) it was an amazing open door for me to know better, see quicker and work more to make my imprint. I was first pushed away to deal with Mr Aupurba Jahangir's stream. Anyway, other than chipping away at that stream, I also/and got engaged with different streams with senior copywriter Mr Shomoy Mahmud. That way I had the ability to get included working for some brands, in many trips/businesses. To be completely honest, at a certain point, I was kind of tired of getting new works, for new brands, since I had just chipped away at somewhere around Ten to Twelve brands and trips/businesses. I even got connected with different streams with another copywriter Mr Ullas Sku for different brands, almost completely Samsung.

The duty of a copywriter is to compose innovative copies, translating contents, composing Audio-Visual contents, composing captions, composing stories and so forth. There are different obligations which are not by any stretch of the imagination stated, however, anybody can get associated with them too. For example, thinking of static visual thoughts or battle thoughts. I was associated with numerous kinds of work as an innovative intern, copy-essayist. Essentially I composed imaginative copies and AV contents. Other than those, I additionally made an interpretation of from Bengali to English and from English to Bengali. I likewise got associated with meetings to generate new ideas for brands we expected to pitch and advancements for different brands.

I composed AV contents for (Robi Cash, Bijoy Itihas App AV, and Recharge), Hayes and Haier, Parachute Men, Matador, Parachute Men, TATA Tea premium and Iflix. Those AVs differ from full-length Television ads to online AVs. Likewise, the span of the AVs shift, the structure as meagre as 20 seconds to as long as 5 minutes. Each AV was unique in relation to one another, they acquire a feeling of test every one of them. I truly appreciated breaking thoughts and creating contents for AVs. I was likewise included with the tiresome procedure of translation. I was given the duty to decipher entryway and terms and the state of Iflix. I additionally took a shot at the FAQ of Parachute and Set-Wet. Other than these, I additionally appreciated a fun piece of work, composing inventive copies. Despite the fact that occasionally, this simple and fun assignment would turn out to be such a test, which I will later explain why. Generally, I should state, it was a magnificent learning process.

I have dependably been a shyness related individual. I would dependably mind my own business and do it without anyone else. Now I understand how to function in a group. I guess this is also/and a greater experience than simply the internship. A decent pioneer should be a decent member too. One day I might want to have my own business or firm, basically a creation house. This experience understood the importance of the job in any group and the importance of any cooperative person. This experience also improved my (related to certain things being ranked above or below other things) abilities and sharpen/improve my relational abilities. The amazing thing about this internship was having the ability to be a piece of something significant. I worked in Robi Victory day trip.

During my study years, I learned a great deal about newspapers, web sites, and TV business. However, I never knew this side of the business. I think it is very important for anyone to understand the marketing side of every business. After all, newspapers, web sites, and TV

industry is a business also. I think understanding marketing and using the ways of doing things will help any business to gain quality of being liked a lot , add value in public confidence and make a luck for the positive change. My goal was to understand just that.

Expectation/ Objectives

I didn't think a lot about advertising previously. Be that as it may, I got a few thoughts from other people who worked in the business or are as yet working. I figured it would be intense for me to get it. That is one reason why I took the test to get into the business. This was to test my own relational abilities and my capacity to take the weight in an office domain. I would not like to adhere to the fantasies that we find out about agencies. I needed to feel and see it for myself. I had many expectations.

On the completion of the internship I expected:

- Apply and test the knowledge learned in classroom to a professional environment. We learn a lot in the classroom of BRAC University. However, learning in the classroom and applying them in a professional environment are different. I was ready to apply the knowledge learnt in class in the professional area. I believe I was able to do that and much more.
- Expanding professional network and understanding different aspects of business related to my interest, intensions and future goals. It is important to expand a professional network in today's world. This internship surely helped me with that. It also helped me to understand the ad business and gave me the opportunity to explore my interests. I hope this will help me in future in achieving my goals.
- Writing and practice of writing scripts targeting specific audience and understand their interest. This is what ad people do in agencies. Delivering messages to target audiences to get expected results. To me it seemed very important to understand the phycology of the customer. To say something that can create a reaction and get an expected result is great

way to engage audiences. Writing a thought and crafting it to a particular purpose and conveying the idea to customers is kind of poking them with an imagination. However, it not an easy job to do. It is somewhat tougher than it sounds or looks. I was expecting to sharpen my writing skills so I could apply them in future.

- Pushing creative ideas and learning from people who work in the same field where creativity always comes first. Brainstorming is a great process to learn new things. As I studied production, it gave me some maturity to understand visual language. A picture can tell a thousand words. I expected to share my ideas in a new way which I did not do before. Putting all the important elements in a single picture or illustration and conveying a message through it should be a great way to push my ideas and show my creativity.
- Preparing for a more professional environment to understand bureaucracy policies and blending creative ideas with them. I heard in agencies that an idea no matter how creative it is, it can get some blow or can get push back from internally or from the clients. I believe it is also very important to understand the policies and mechanism of any organization. I expect it will help me in future immensely.
- Sharpen and update skills that I have, gaining self-confident and overall preparing for achieving future goals. I already knew that I could write. However, I was not sure if I could write well in Bengali language. Most of the time I wrote in English. That is why sharpening my current skills and adding new ones were my priority for the internship. I expect this experience will boost up my confidence and will prepare me to achieving my future goals.

History and Evolution of Advertising

The history of advertisement goes back to the artefact. Advertisement has likely existed since man initially started to interchange and sell products and endeavor. It has been said that advertisement originated from old United Arab Republic. They utilized papyrus as an instrument for advertisement. The Egyptians concocted outdoor advertisement cutting public notice in stone. Amid the middle long time "advertising" Menachem Begin to end up celebrated in EEC. The primary print advertisement was made in England; the handbill declared a petition book for sale. Paid commercial advertisement began appearing in newspapers in the seventeenth century. Furthermore, advertising amid peasant occasion for shops or inspection and repair was important. Businesspeople in the states utilized an assortment of advertising systems. The frontier economy relied upon individuals for advertising different merchandise and enterprises. Their advertising procedure was to follow-up information and distribute it in a nearby newspaper or print it on a broadsheet. Not at all like newspaper advertising, were broadside printed flyers that were dispersed and posted around the town, declaring deals. Advertising began to act into an apparatus of marketing amid the nineteenth century. Subsequently, newspapers quickly turned into a prevailing advertising medium amid the latter portion of the nineteenth century. Moreover, by the late nineteenth century, as manufacturers began confronting a rising challenge and started to grasp the importance of advertising to sell their items and services, advertising agencies began to develop over the world. Furthermore, in the twentieth century, advertising began to become quicker with new advancements, for example, television, radio and the internet. Likewise, with the progression of time, rivalry in advertising ended up more grounded with greater and greater agencies managing bigger and bigger customers, spending plans and markets to haul out the best.

Slowly, with the progression of "World Wide Web," there is present 'Digital Advertisement'. With the appearance of the packaging server, selling through the Cyberspace opened new wildernesses for publicists and added to the "network site" blast of the 1990s. Digital advertising, likewise called Internet advertising ("Internet marketing") is when organizations influence Internet advances to convey limited time packaging to customers. Moreover, Digital Advertising is conclusion up more powerful of late rather than different sorts of advertising as a result of the expanding number of someone via web-based networking media like Facebook, Instagram, and Google and so forth.

Host Organization

There are a few character of agency. There are advertising agency, event management and Public relative government agency. X solution Express is an ad agency. There are mainly two types of ad way as well. Based on the type of employment they do, there are ATL and Digital agencies. The ATL or Above the Line agencies mainly work in print medium. Meaning, they promote their whole kit and boodle or do marketing through the mass medium. Newspapers, powder magazine and Goggle box are still considered as ATL, the best ways to reach the hearing .These days there is a new type of agency. Ever since the introduction and expansion of social media and the internet overall, the need for digital marketing gained popularity. It is found that more and more people are using and joining social media every day. That is why there is a bunch of digital marketing agencies can be found these days. 'X' is a new breed of agency - built to solve the unresolved communications challenges faced by businesses and brands in the modern age. 'X' was formed from the merger of two prominent Bangladeshi digital agencies - MADLY and StrateGeek.

The people of MADLY were in another agency called “Cookiejar”. Cookiejar used to be a sister concern and digital agency of Asiatic 360. After the split up, many employees from Cookiejar shifted and joined a new agency called “Madly”. The agency was led by Mr. Tahsin Saeed and Mr. Drabir Alam.

Maverick Studios was working on Robi Axiata telecom and making their contents. Eventually when they realized that they could no longer continue Robi as just a part of Meverick, they realized they needed a new agency. StateGeek was created. Later Madly and StateGeek merged and created X Solutions Limited.

The new team is led by: Mr. Tahsin Saeed, as Managing Director & CEO; Mr. Shafiq Alam, CCO; Mr. Drabir Alam, COO Mr. Sidratul Talukder as Director of Innovation and Mr. Raquib Chowdhury, Creative director

Currently, X is busy with promoting many organizations which are well known in the market. The biggest client is telecom operator Robi Axiata Limited. The mentionable clients include Samsung, Iflix, EBL woman banking, Acme, Bengal Digital, Harpick, Nagad, etc. X Solutions Limited was awarded three awards in the Sword Meeting place of Bangladesh in 2017 and the most revenue providing agency 2019. Not only this, X won 10 awards in Comward Bangladesh 2018.

Here is a short list of the current clientele;

- ✓ Robi Axiata Limited
- ✓ Apex footwear
- ✓ Samsung electronics
- ✓ Iflix
- ✓ Robi Yonder music
- ✓ EBL Women Banking
- ✓ Sultan's Dine
- ✓ Harpick
- ✓ MARKS Dairy
- ✓ Wings
- ✓ Veet
- ✓ Samsung Mobiles
- ✓ Nagad

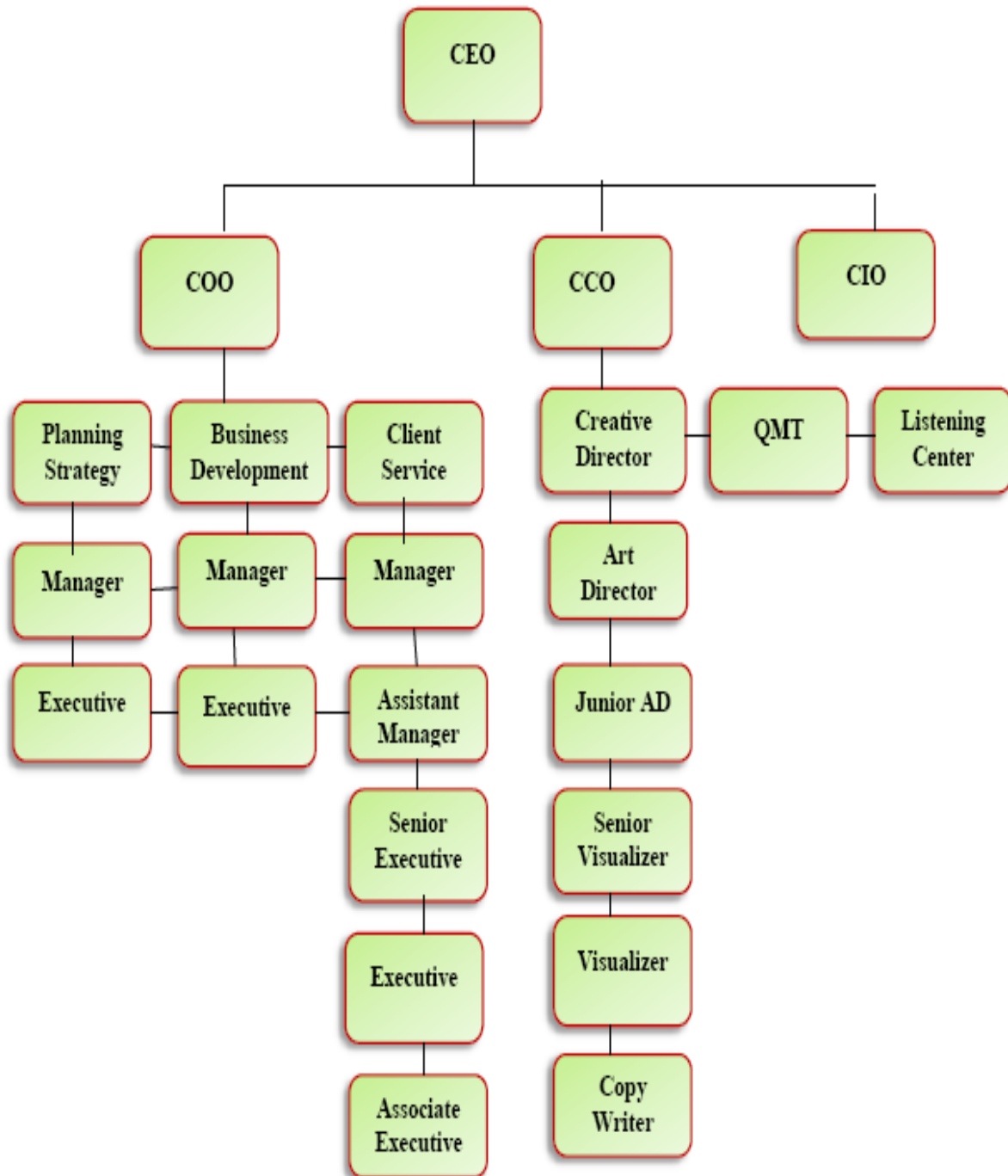
- ✓ Bangladesh Football Federation
- ✓ NTrack
- ✓ Bengal Digital
- ✓ Seylon tea
- ✓ Elite Paints
- ✓ British American Tobacco (BAT)

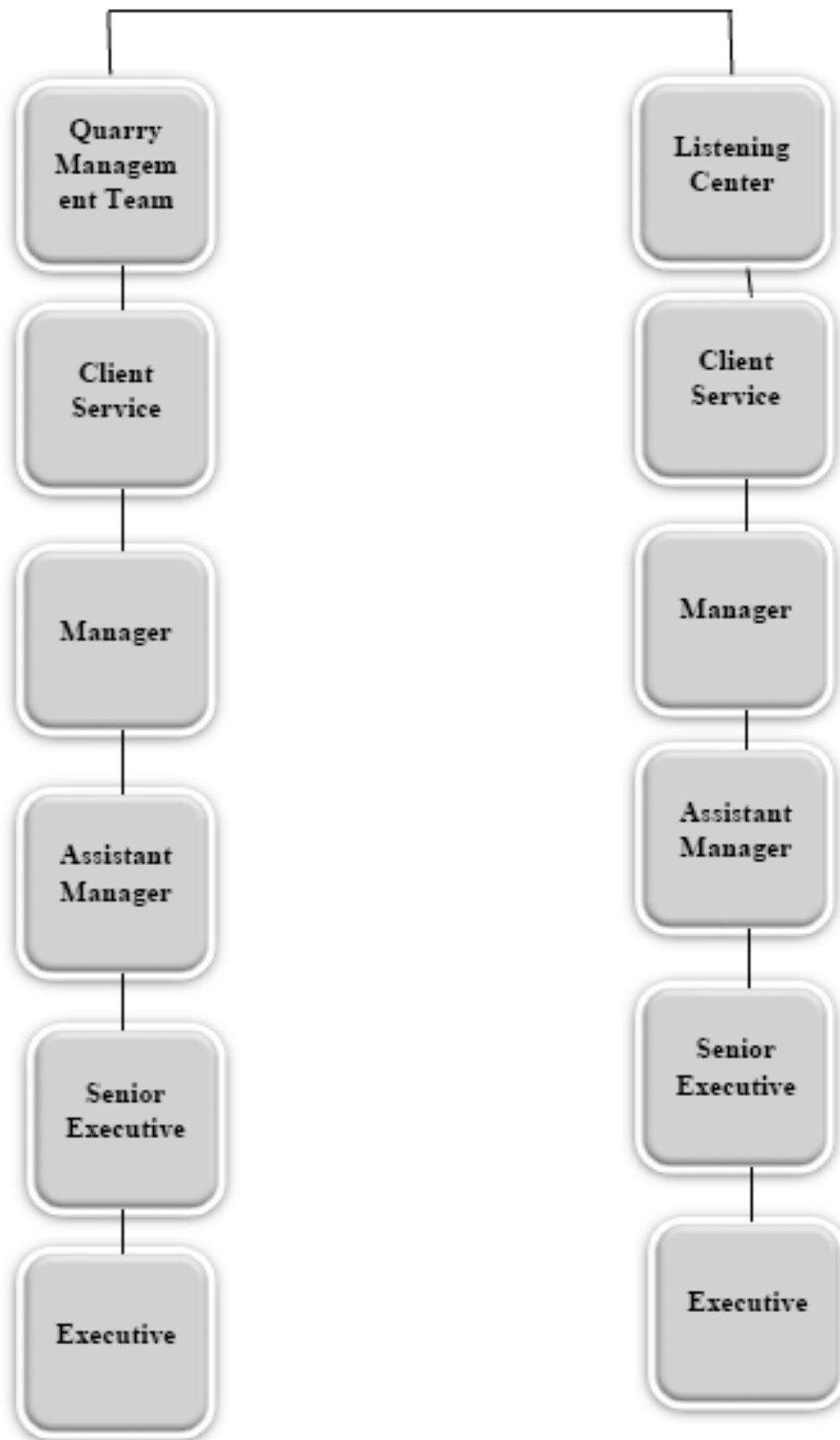
There are many other clients to whom X is in talk or pitching them to join the agency as their marketer.

Besides these X also has a query management team. X manages the social media interaction and queries of the audience. There are some accounts for which X only provides QMT like Duronto TV.

Besides having this particular agency, the owners also own two more agencies. They are IKIGAI and ICE9. These agencies are mostly for experimental work. IKIGAI has received a Spkie Asia and Reddot Award which are both international awards.

Organogram





Responsibilities as an intern

I was hired as a creative intern and was tasked with composition written matter. Copywriting is similar to book writing. Except I had to write for a particular target market with particular communication inside information to sell products for clients. There are a few types of copies that copywriters write. In digital marketing federal agency, copywriters are responsible with writing creative copies for visual mail on Facebook, YouTube, Google pages, Instagram and other digital platforms. Copywriters are also tasked with writing legend for visual posts. We also write audio - visual handwriting and translate any writing if needed. Basically, copywriters write any communication necessary for the digital platforms in Digital marketing agencies.

As an Intern I was assigned to do the following tasks:

- Writing creative copies and captions for promotions of various products and brands. This kind of copies are easier to write and helped me to understand how the writing for particular business communication. I started writing copies for clients like Robi and Matador first, then I started writing more copies and caption for other clients like Bengal Digital, EBL women Banking, Proshar Digital, Elite Paint etc. as I started to get a hang on it.
- Translating from English to Bengali and Bengali to English for different types of brands and promotions. Even on the first day I was tasked with translating a portal information from English to Bengali for iflix. I continued to do so for the next months for other brands as well. Besides Iflix portal information, I also translated FAQ for Parachute. Samsung electronics main office is in India. For getting approval for written AV scripts, I had to translate them from Bengali to English.

- Writing Audio Video scripts. This is something that I was very interested in learning. AV scripts are more like short film scripts minus the details of a story. You get in the main thing right away. However, we also write AV scripts which are more like short films as they are much longer than TVCs. Since there is no fees on duration in digital medium, agencies really take this opportunity to promote brands. There are AV scripts which are much longer than TVCs made particularly for digital platforms. I had written many AV scripts. The most intense and grueling was writing for Robi Bijoy Itihash app. I, a senior copy writer and our creative director were involved with writing, editing and visualizing the seven scripts. Each script depicts the history to freedom and seven individual events that helped us to earn much desired freedom of Bangladesh. I also had written AV scripts for many other brands such as Matador stationery, Hayes and Haier, Samsung electronics, Robi services, Iflix, Seylon Tea and Tata tea Premium.
- Research for new ideas. This what we always do. When I was tasked with anything new to me I always did some kind of research to find inspiration and references. Sometimes we would have been given references beforehand for any particular task. For instance, we were provided a video and a power point slide as reference for Robi Bijoy Itihash app. For other AVs we were also given some kind of suggestions and reference from where we could find inspiration.
- Attending meeting with clients and internal executive-creative meeting. This was not a daily routine. However, for some clients I had to sit with executives and sometimes with clients. The first meeting I had was with Matador Stationery executives and our internal executives for that particular account. I also participated in meetings for EBL women banking and Takeout burger.

Working Process

Our working process depends on the work order we get on our personalized business website. It is called Trello (www.trello.com). The site serves as a business platform which allows the users to go through all the work order that come every day.

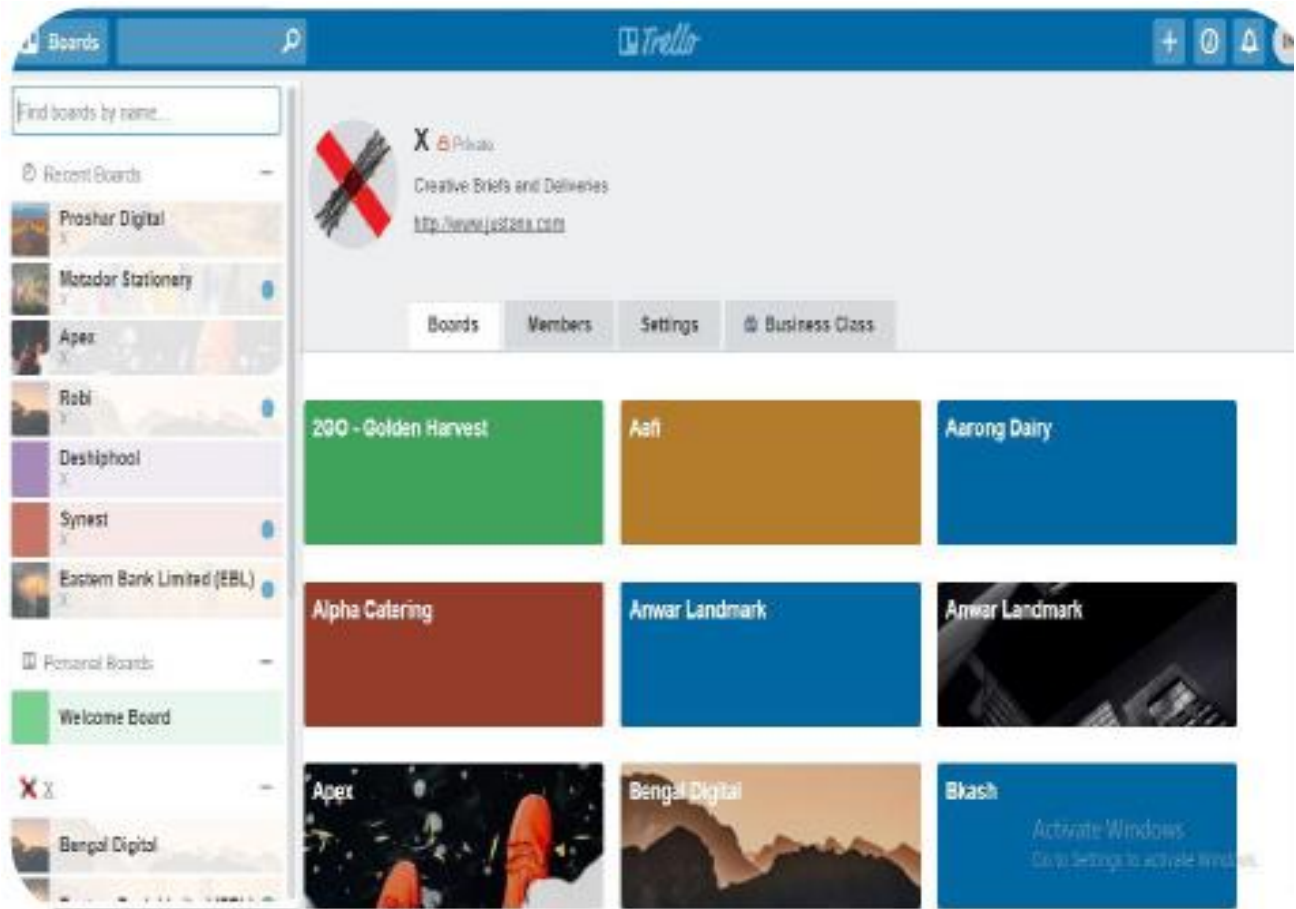


Fig: Trello Board List

The site has “boards” or clients in which work orders are dropped. The executives and creative people assigned for particular client goes through the board and find the exact order.

The screenshot displays a Trello board for 'Savlon Bangladesh'. The board is organized into four columns: 'To Do', 'Analyse', 'Feedback', and 'Internal App'. The 'To Do' column contains a card with an image of a Savlon Hand Sanitizer bottle and the text 'RESOURCES' and '28'. The 'Analyse' column is currently empty with an 'Add a card' button. The 'Feedback' column features a card with a handwashing illustration, the Savlon logo, and text in Bengali: 'স্বাস্থ্য রক্ষার ক্ষেত্রে হাত ধোওয়া সবচেয়ে গুরুত্বপূর্ণ। তাই হাত ধোওয়া মিলে সফলতম পথ।' Below this is a section titled 'Facts about handwash' with 6 comments and 10 likes. The 'Internal App' column is partially visible. A notification panel is open on the right, showing a list of notifications including 'Bangamata tournament fixture', 'Solo Oven Static', and 'Samsung CE: TO DO'. The notification for 'Samsung CE: TO DO' includes a promotional message about Samsung ovens: 'Now you can make your favourite dishes whenever you want with Samsung's amazing range of ovens! Visit your nearest Samsung outlet to buy the oven of your choice befitting your budget. Moreover, get an attractive gift box with every purchase! Prices start from Tk8,500 only!'.

Fig: Trello “Savlon” board

In the “To Do” lean the work purchase order are pearl. There is usually a simple description of the particular work. Then the copy writer writes a copy or script for that military mail service, a visualizer creates a visual and the whole thing is reposted in “Analyze”. From there the big top executives and news report handler go through the order of payment. They give feedback if needed. If not, they send it to the client. Once the client approves it, the post is reposted in the “Approved” section. If not approved by the client, the writers and visualizers go through again and re-do all of it. Eventually, when the post is published on mixer media weapons platform and others, they are reposted in the “Published” section.

The screenshot shows a Trello board with a 'To Do' list. A card titled 'Boishakhi Offer - KV adaptation' is selected, displaying a detailed view. The card includes a description, two attachments (2.png and 1.png), and a right-hand menu with options like 'Members', 'Labels', 'Checklist', 'Due Date', 'Attachment', 'Power-Ups', and 'Actions'. The background shows other cards in the 'Published' section.

Boishakhi Offer - KV adaptation
in list [To Do](#)

Description
Add a more detailed description...

Attachments

- 2.png**
Added yesterday at 12:15 PM - [Comment](#) - [Delete](#) - [Edit](#)
[Remove Cover](#)
- 1.png**
Added yesterday at 11:32 AM - [Comment](#) - [Delete](#) - [Edit](#)
[Make Cover](#)

[Add an attachment](#)

ADD TO CARD

- [Members](#)
- [Labels](#)
- [Checklist](#)
- [Due Date](#)
- [Attachment](#)

POWER-UPS

- [Get Power-Ups](#)

ACTIONS

- [Move](#)
- [Copy](#)

Fig: Trello “To Do” list

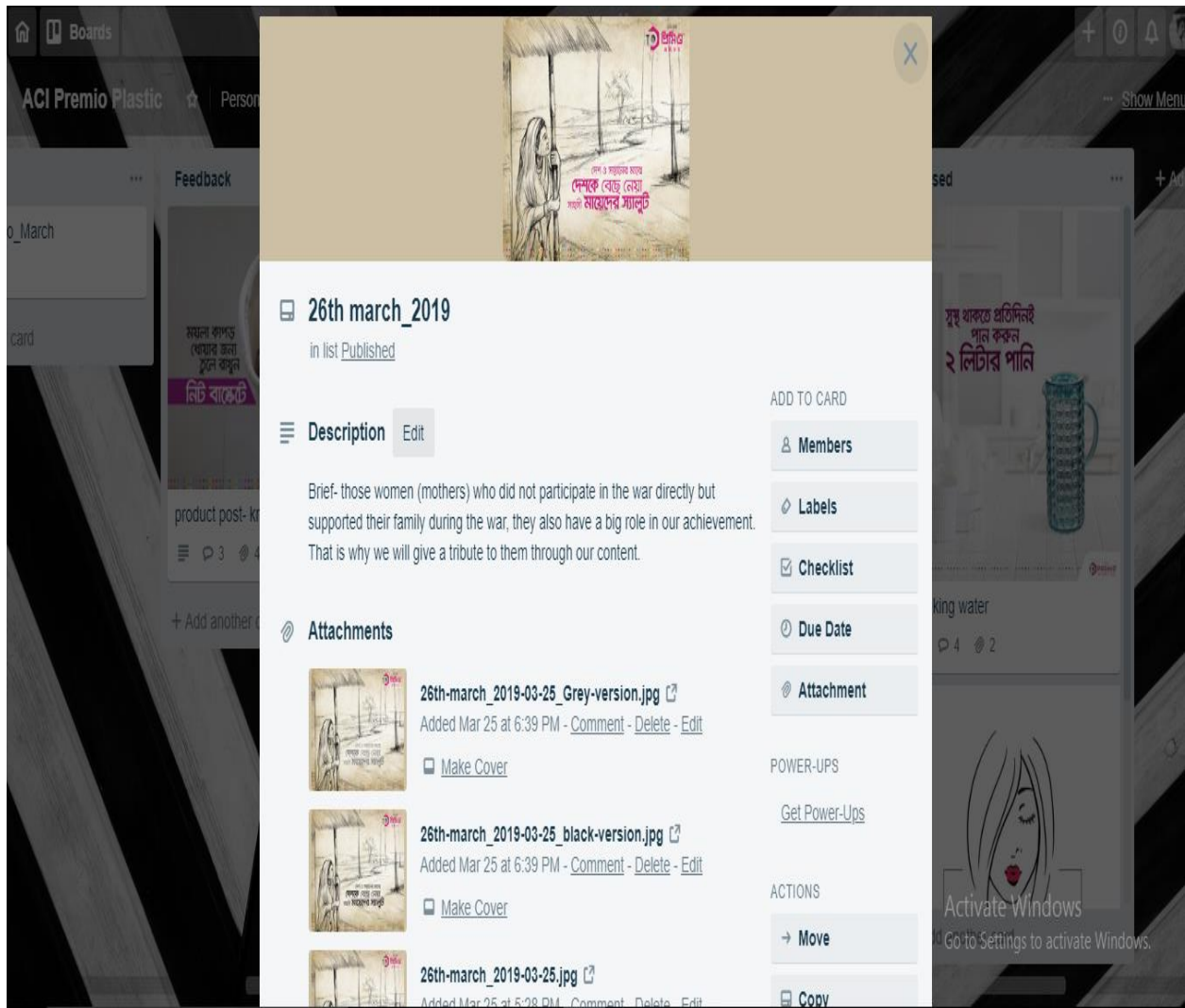


Fig: Trello "Published" list

Project Details

I was involved in many undertaking , 20 at least. For each brand or company, the communicating was different too. I was involved in many sorts of work. Even though the responsibility of a copywriter is usually to write copies. However, we were also encouraged to do more. Enquiry is an important office of the whole appendage . We would always go online to research and discovery denotation for projects. Since I was involved in so many projects here in the reputation I presented the projects based on types. Mainly I was involved in the types of projects given below;

Writing Creative Copy and Caption

Translation (English to Bengali, Bengali to English)

Audio Visual Scripts

Writing stories

Writing Radio scripts

Project Type

Creative Copy and Captions:

In this kind of errand, my duty was to compose imaginative copies that go in the visuals and legend or post caption which are written in the Facebook flick. Be that as it may, copies just run with atmospheric visuals and carousel though captions are given with atmospheric, merry go round, gif and with broadcasting too. Here are some examples,



Fig: Carousel Post

f Robi Axiata Limited Q

Robi Axiata Limited ✓
@RobiFanz

Home
Posts
Shop
Robi e-Care
Recharge Plus
Robi Sheba
Photos
Instagram
Latest Videos
Videos
Events
About
Community
[Create a Page](#)

Liked ▼ Following ▼ Share ...

View more comments

Robi Axiata Limited ...
November 20 at 4:24pm · 🌐

রবি ও Samsung নিয়ে এলো জমপেশ বান্ডেল!
এখন Samsung Galaxy J7 Series-এর 4G স্মার্টফোন কিনলেই রবিতে পাচ্ছেনঃ

- ১৮ জিবি ফ্রি ইন্টারনেট... [See More](#)



Galaxy J7 series

রবি ও স্যামসাং
নিয়ে এলো
সেরা বান্ডেল অফার

Sb জিবি
Sb-0
জিবি
One Share

SAMSUNG | রবি

Ab
☎
🗺
🌐
📌
Te
Pag
En
Po
Pri
Co
Fac

Fig: Static Post

Robi Axiata Limited

November 14 at 11:25am

রবি নিয়ে এসে "ডাকছে খাইল্যাক" অফার। এখন ইঞ্জিলোড রিচার্জ পাচ্ছেন নিশ্চিত টক টাইম/ইন্টারনেট বোনাস। এছাড়াও খাইল্যাক এরর টিকেট সহ জিতে নিতে পারেন এলইডি টিভি, সেলফি মেশিন, জ্যাকেট অথবা বাংলাদেশ ক্রিকেট টিম জার্সি।

আমলে আর ঘেরি কেনো? এখনই রিচার্জ করুন, আপনাকেই ডাকছে খাইল্যাক।

এই অফারটি পেতে +২৩২৫# ডায়াল করে সকাল ১০টা থেকে বিকাল ৬টা পর্যন্ত কমপক্ষে ১০ টাকা ইঞ্জিলোড রিচার্জ করতে হবে।

www.robicom.com/RobiFanZ

Like, Following, Share

View more comments

Community

- Invite your friends
- 10,370,417 people
- 10,358,032 people
- Mosmita Marzan a

About

- 123 (For Robi Subs (For Non-Robi Subs
- Typically replies in a Send Message
- www.robicom.bd
- Telecommunication

Team Members

- Forag Obayed

Pages liked by this Page

- Bangladesh

Fig: Video post

In the report I will be covering some of the brands and works.

Project Name: *Matador Snip Ads*

My Duties:

Usually, I would write the copy and caption in a word written document file and then share it with the respective executive for the particular account. However, after I got access code in the Trello plank, I would post the copies and captions in the board. For this particular task, the work flow is govern below,

- I was given a brief. Usually, with every piece of work, I was given a brief about the client and their products and how we were going to communicate with the audience. In this case, it was Matador stationery. Recently they had shuffle Two TVCs to promote their German ink infused ball penitentiary. We were making snip advert. Snip ads are similar to meme. We would take snapshots from the TVCs brand and then Photoshop them. Eventually, we would billet them on digital platforms with creative written matter in visuals. I went to do a little research about snip ads and Matador. I was always asked to see reference of previous works. I would usually visit the particular product or brand's Facebook page and go through the previous posts and analyze.
- The respective executive and I sat on a brainstorming academic session. I would share my idea for creative copies and captions. Eventually, I would write down my melodic theme and craft them into making the copies with visual carrying out .I wrote the draft. Then I would submit the draft copy in Trello board. Sometimes, I would not need to drop them in Trello board. I would rather show them to the respective executive and finalize the copies.
- Got feedback and changed it. In this case, after free fall in Trello board, the internal executives and client executives went through the transcript and suggested some changes.

I make the changes. The final copy was created and approved, awaiting publishing.
Sometimes the posts take time to get published

Copy Drafts:

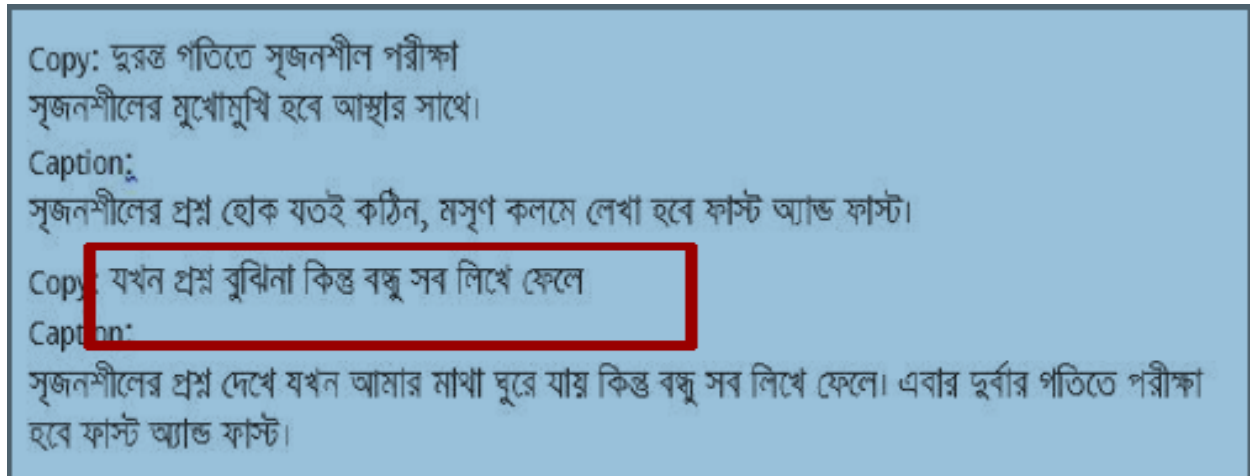


Fig: creative copy with post caption for Matador

My mistakes:

This was one of the earlier oeuvre that I had done. I did not really know the better style to write copies for different client and their sword. The problem here was I did not quite get the thought for snip ads. Snip ads are mainly visuals taken from previously shuffling TVCs or other plant. We would take a particular catch for a particular purpose to give them more like a meme look. Therefore the copies for these kinds of work were supposed to be a routine witty and should carry out the message. Though my idea of authorship this transcript was right, I took a different focusing

to write the transcript. Here penning in the exam was not supposed to be in centering. Rather, the



Fig: corrected copy in the visual

direction was to be the funny remark face of exams. Final Visual with Corrected Copies:

The figures shown above, I wrote copy and caption for two static posts. However, the copy had to be changed in the second post. I have marked them both to show the draft and the final copy.

My Learning:

Every error I make give me more ideas about the communication cognitive process and Synonyms/Hyponyms (Ordered by Estimated Frequency) of noun way of engaging interview. Penning creative copy may seem simple and easy. However, they are not that simple. There are a few that must come under condition. AL fashion think of the TG or Target Group, a common saying in agencies. Also, consider the mark and how they would like to convey a message. For this particular client, Matador has a younger TG, mainly adolescent. Therefore the copies and visuals needed to be simpler yet witty and engaging. Also, ad all the sentence for this type of TG can be annoying for them. I understood the linguistic process and tone of saying things are always different. For Matador and their TG is witty yet not edgy. It is like walking on a fine line. I also

learnt the ways to say one thing in many different ways and how to shuffling a stigma connection without even saying anything about the brand. The first copy was approved and posted shown in the figure below.



Fig: Matador static copy in visual

Project name: *Elite Paints*

My Duties:

The work flow as it progressed is given below;

- I was given a brief on Elite group Paints on how they communicate with their interview. Elite paint wanted to connect with the audience in different ways than their rival. So our visualizer created visuals which interactive and kin friendly. The thought was to communicate with family members as customers. I went through the Elite Paints Facebook page and saw some previous works to get an idea. I got some ideas on how Elite Paint communicates with their audience.
- After I got some theme I went on writing the transcript and captions as a selective service. I have shared a power stop sloping trough show through the Google sheet. Each slide had different static post ideas. Each slide would case different colors to communicate with a different client infrastructure. Each slide would also tell different fib. I had to write creative copy and captions differently for each of the glide to communicate with a different customer base. I wrote the copies and captions for each of the slides. Since it was on Google drive, it was seen by respective executives.
- Once the visuals were ready as instructed, they were ready with creative copies and got published.

Draft Copy:

Content Type: Slideshow Personality

Concept:
 We want to create a content which will talk about a cheerful family. We will create a slideshow where we will show 4 images consisting of different family members. The first image will show the room of grandparents the next one will be of the parents room, the next one will show their child's room. The last one is the living room where everyone in the family is present.

Show silk deluxe brand information in creative

Post Copy: মাসা-মাসীর আদরে কৈশোরের স্মৃতিগুলো হোক অমুম্ব, বাবা-মার সমভায় ভরে থাক দুর্ভাগ্য, মরের স্মৃতি কৈশে স্মৃতিয়ে পরক খুশির আলো, আপনার হৃদয়ের বাড়ি হোক Elite রাঙে রঙিন।

Creative Copy:
 নিজের আঙিনায় এবার হবে Silky খুশি।

Fig: Drafted copy of Elite paint post

Final Copy with Visual:

Elite Paint
 November 29 at 8:30am

মাসা-মাসীর আদরে কৈশোরের স্মৃতিগুলো হোক অমুম্ব, বাবা-মার সমভায় ভরে থাক দুর্ভাগ্য, মরের স্মৃতি কৈশে স্মৃতিয়ে পরক খুশির আলো, আপনার হৃদয়ের বাড়ি হোক Elite রাঙে রঙিন।

নিজের আঙিনায় এবার হলে
Silky খুশি!

134 Views

Like Comment Share

Fig: published visual in Facebook

Published Copy with Visuals:

My learning:

I have shared XII atmospheric static ideas in which I had to put option creative copies and subtitle for each of them. However, the visuals were very much similar. I had to take some clip to understand and find the fine line between each visual. Finding the insight for each visual was difficult since they were all for one customer. Through this project, I learnt to write different copies for similar kind of visuals using versatile 10 senses of word. This was actually like a word game.

Project Type:

Translations (from English to Bengali/ Bengali to English)

Project Name: Samsung AV Scripts

My Duties:

It was one of those errands which touched base behind docket hour to me. I was educated that I was to complete a couple of interpretations for Samsung Av, regardless, the work was given to me really a late hour. I was encouraged to decipher ten delineated article. The work flow is given below;

- One of the marketing specialists had formally created eight AV substance for Samsung. These chronicle featuring the Features and distinguishing strength of each goals of Samsung. We were, generally, wearing down Samsung chicken feed chest, TV and Air conditioner.
- One of the marketing specialiser had formally created eight AV substance for Samsung. These chronicles featuring the Feature and distinguishing strength of each goal of Samsung. We were, generally, erosion down Samsung chicken feed chest, Television receiver and Breeze conditioner.
- It was sent to the guest and got approved by the node within the next couple of Clarence Day .

Draft and Approved copies:

The written script had to be sent to Republic of India for approval. Since the Amerind office of Samsung would not understand Bengali, I was given the job of translating them.

My Learning:

There was very little to gain from this venture. Nonetheless, the intriguing thing that I learnt was the means by which Samsung needed to pass on their message through these AVs. They concentrated on the diverse highlights of Samsung items and concentrated on advancement. They went poorly an inventive course. The AVs were simply to educate their TG with respect to Samsung items.

Project Type:

Audio Visual Scripts

I have composed huge amounts of materials as AV contents given my brief timeframe at X. They shifted from brands to brands, advancements to advancements and target group of onlookers. The most tiring AV content was for Robi. Robi had been building up an application through which individuals would be equipped for viewing enlivened recordings of Bangladesh's history of opportunity. There were eight contents created in sequence and I needed to complete six of them. I will demonstrate it later.

Project Name: Matador Victory Day Special

We needed to make a designs novel for Matador to observe Victory day. The tale would have been founded on an account of Mohammad Zafar Iqbal's book on the freedom war. Be that as it may, Matador did not have any desire to go out on a limb and since it required for them some investment to go to a choice whether to make an illustrations novel of something different, it was somewhat late. We had our due date which was the sixteenth of December. We, in the end, wound up making a 2D movement AV for Matador including the penance of war to opportunity.

My Duties:

- As for the most part I was given a brief on the venture and what we needed to make. The brief was given by Mr Rabbi, a senior executive who was responsible for Matador account. When we chose to make an AV, I was advised to compose a content dependent on the events from Language development to Liberation war and our triumph. We were never

again completing a Zafar Iqbal variant of the venture. It was currently simply dependent on the seven events to opportunity.

- I definitely knew the seven events which occurred before acquiring the opportunity of Bangladesh since I had composed the contents for Robi Bijoy Itihash venture.
- I needed to compose a streamlined rendition where I would not by any means notice a specific event, simply give the vibe or embodiment of them. We had a period farthest point of just a single moment.
- I made a copy and sent the draft to Mr Rabbi. Later Mr Rabbi, our Director of Innovation Mr Sidrat and copywriter Mr Shomoy sat down and had an exchange. I was later approached to join the gathering.
- I was suggested a few changes and make it smaller. We figured out on how to execute it.
- Eventually, this project was all mine since I was in total control from start to finish. Except the suggestions, I did not have to change much, just had to make the script more concise.
- I eventually finished and sent the script to Mr. Rabbi and Mr. Sidrat.
- Once approved, they sent it to Matador executives to go through. Finally they approved it and the visualizers started working on the making the visuals, graphics.
- It was late hour when visualizers had to start working on Matador. However, after working through all day and all evening on 14th December, visualizers had to go back to office to finish it. Eventually the finished work was uploaded in the evening of 15th December 2017.
- Mr. Masud, senior visualizer drew the frames, character and did the colouring. Mr. Opu, a visualizer, made the animation and movement. Mr. Sku, another copy writer, gave the voice over for the project.

Draft copy:

lying on the ground	আপাতত মুক্তিবাহিনীর পতাকা উড়ানোর পক্ষে তরুণ শ্রমিক, সশ্রমিক, বরকত, রফিক, জব্বার।
Students protesting at one end and police on other end standing with baton and guns	আজ আমরা স্বাধীন কারণ শিক্ষাক্ষেত্রে শত বাঁধা তৈরি করেও মুক্তিকামী ছাত্র সমাজকে দমাতে পারেনি পশ্চিম পাকিস্তান সরকার।
People with placards and banners written "নিজস্ব সরকার চাই" "৬ দফা মেনে নাও"	আজ আমরা স্বাধীন কারণ অধিকার আদায়ের সংগ্রামে ৬ দফা দাবী নিয়ে রাজপথে নামে দেশের জনগণ।
The national leaders like Sheikh Mujib and Tajuddin Ahmed are <u>stading</u> . a broken chain in lying on the ground at their feet.	আজ আমরা স্বাধীন কারণ মিথ্যা মামলায় ফাঁসিয়েও পশ্চিম পাকিস্তান সরকার বন্দি রাখতে পারেনি এদেশের সংগ্রামী নেতাদের।
Muktibahini training for war	আজ আমরা স্বাধীন কারণ, শত বাঁধা উপেক্ষা করে শত্রুর মুখোমুখি হতেও দ্বিধাবোধ করেনি এদেশের দামাল ছেলেরা।
Muktibahini engaging in a gun fight with the Pakistani army	আজ আমরা স্বাধীন কারণ যুদ্ধে নামে বাঙালি, এবার দেশকে স্বাধীন করে তবেই ঘরে ফিরবে দামাল ছেলেরা।
In Double exposure The map of Bangladesh with the flag of Bangladesh	লাখো বাঙালির মহান আত্মত্যাগে স্বাধীন হয় লাল সবুজে আঁকা বাংলাদেশ।

Fig: Draft copy for Matador Victory Day animation AV

My Mistakes:

Actually I did not make many mistakes here. Our idea was tell the history to freedom of Bangladesh within six to eight slides.

Final Copy:

<p>Split screens At the very Left side, a tire on fire, thousand of people at the background In the Middle screen, people protesting with placards written “৬ দফা মেনে নাও” One the Right screen, chains breaking the bonded hands Each screen will do a flash when that particular part is told while the other two will remain faded.</p>	<p>করেও পাকিস্তান সরকার দমতে পারেনি সংগ্রামী ছাত্র সমাজকে, ঠেকাতে পারেনি ৬ দফা আন্দোলন, বন্দি রাখতে পারেনি মহান নেতাদেরকে।</p>
<p>A massive field full of thousands of people. The words “এবারের সংগ্রাম আমাদের মুক্তির সংগ্রাম, এবারের সংগ্রাম, স্বাধীনতার সংগ্রাম” Pops.</p>	<p>আজ আমরা স্বাধীন কারণ, ৭ই মার্চ ভেসে আসে যুদ্ধের চুরাণ আলিমেটাম, “এবারের সংগ্রাম আমাদের মুক্তির সংগ্রাম, এবারের সংগ্রাম, স্বাধীনতার সংগ্রাম।”</p>
<p><u>Muktibahini</u> training wearing shorts and lungi Dissolve to A landscape, from one side <u>muktibahini</u> firing at Pakistani army</p>	<p>আজ আমরা স্বাধীন কারণ, শত বাঁধা উপেক্ষা করে শত্রুর নুখোমুখি হতেও দ্বিধাবোধ করেনি এদেশের দামাল ছেলেরা, এবার দেশকে স্বাধীন করে তবেই ঘরে ফিরবে ওরা।</p>
<p>In Double exposure Bangladesh map made with red blood</p>	<p>আজ আমরা স্বাধীন কারণ লাখে শহিদের রক্তে রঞ্জিত লাল সবুজের বাংলাদেশ।</p>
<p>A rifle Dissolve to The barrel of the rifle turns to a Pen, the end of the rifle remains as a rifle.</p>	<p>ইতিহাস রচিত হয়েছে কখনো বা বন্দুকের গুলিতে কিংবা চিরস্থায়ী কালিতে।</p>

Fig: Draft copy for Matador Victory Day animation AV

My Learning:

As I referenced previously, any thought can be changed whenever. Be that as it may, for this venture, the entire thoughts were not changed. We should complete an illustrations novel. Rather, we made a liveliness AV.

The best thing I learnt was the way to create the language to the best way that is available keeping the punches and grasp of the story. This undertaking was one of the most recent works and there I could demonstrate my quality.

By the day's end, this undertaking was one of the best works we had assembled for Victory day and I was glad for the work I put in. Published copy:

The screenshot shows a Facebook post from the page 'Matador Stationery'. The post is dated December 15 at 8:21pm. The text of the post is in Bengali: 'কিছু বিজয় চিরদিনের আর এই বিজয়ের গল্পই যুগে যুগে আমাদের দিয়েছে সামনে এগিয়ে যাবার প্রেরণা। চিরস্থায়ী কলিতে লেখা সেই বিজয়ের গল্পই বকাই আমরা।' Below the text is a video player showing a protest scene with people holding signs and a raised fist. The video has 207K views and 2,646 shares. The post also has 417,208 likes and 417,495 followers. The page name is 'Matador Stationery' and the handle is '@MatadorStationery'. The page has a 'Home' tab selected in the left sidebar. The right sidebar shows 'Community' and 'About' sections.

Fig: Finally it was published on Facebook

Project Type:

Story Writing

Project name: *Seylon Tea*

I was entrusted with composing short stories for Seylon Tea. These accounts will be posted as a caption with visuals. The visuals will catch the pith of the composed stories. These accounts are for the most part situational, portraying the sweetness of various sorts of connections. I composed three stories. Among the three, two were endorsed and chose.

My Duties:

This was another sort of experience. I didn't figure I would need to compose short stories. Be that as it may, it was a decent experience. I, in the end, came to realize this was intended to be posted as a caption.

- Initially, I was given a brief by Mr Imran. Seylon needed to make a pack of photograph stories and needed to distribute and advance them in social media. Every story would have an alternate topic. These were basically focused on family gatherings of people drawing out the sweetness of each relationship.
- At that point, I was given a pack of topics on which the tales would be composed. The client had officially chosen the topic that they need to be distributed. I initially began to think, conceptualize and completed a little research on the most proficient method to pass on the message. At that point, I had my own thoughts on how I was to keep in touch with them.

- At that point, they gave me a story which was recently composed by another person, as an example to pursue. Mr. Imran composed is before. From that point onward, the clients endorsed the story. They approached to compose more stories for them. I composed three stories. Two of them were affirmed.
- X Solution was at that point finished with the photo-shoot and dropped them in Trello board. Presently the accounts alongside the photos are hanging tight to be distributed on social media stages.

Draft copy:

At first two stories were selected. The third one was not selected.

রাজীব: “শোন গো দখিন হাওয়া, প্রেম করেছি আমি,”...

হৃদি: চং ছাড়ো। প্রতি উইকেন্ডেই আলসেমি করো।

রাজীব: কোনটা ছেড়ে কোনটা করি বলতো, রাহাতের সাথে তো দেখা করা দরকার।

হৃদি: কখন করবা ঘরের কাজ? তাছাড়া বাজার করতে হবে, পুরো মাসের বাজার। বড় খালা আসতে পারে। কাল কনফেকশনারি কিনতে যাওয়া দরকার।

রাজীব: আচ্ছা বাবা। আমি যাচ্ছি।

হৃদি: তুমি না রাহাতের সাথে মিট করতে যাবা? যাও, আমি কাজ সেরে নিবো। মাত্র দুইটা দিনই তো পাও, যাও বন্ধুর সাথে মিট করে আসো।

রাজীব হৃদিকে জড়িয়ে ধরে, আদর করে বলে-তুমিও তো মাত্র দুইটা দিন পাও, রেস্ট নেয়ার। আমারও তো কিছু দায়িত্ব আছে নাকি! তুমি যাও, রেস্ট নাও, লেট মি হ্যান্ডেল দিস।

হৃদি হা হা করে হেসে উঠে- আচ্ছা? আপনি পারবেন সব করতে?

রাজীব- দেখোই না!

হৃদি- থাক থাক, যাও তো, তোমার কাজ সারো গিয়ে।

Fig: Drafted and approved copy 1

My Mistakes:

I wrote three scripts for this project. The stories were written for visual copies which were actually photographs. The photographs were taken later after the stories were written.

The pictures were taken based on the stories written. I wrote three scripts. Two of them were approved. My mistake with the third script was it did not have enough emotions as they expected. Eventually the script was dropped.

Tea time with old friends

রাইয়ান চৌধুরী, কলেজ শেষ করে এখন থাকে ইউএসএ। খালিদ, সারাদিন ক্রিকেট নিয়েই পরে থাকতো, তবে ইদানীং একটা ব্যান্ডের ড্রামার ও। আসিফ, টুকটুক গান বাজনা করে আর কি। মন্মিলা, সেও গান গায়, অনেকটা প্রফেশনালি নিয়ে নিয়েছে গানটাকে। এই চার বন্ধুর একমাত্র মিলের জায়গা গান। সবাই কমবেশি গান বাজনার মাঝেই ছিল। কলেজ শেষ হবার পর সবাই আলাদা হয়ে গেছে।

কিন্তু প্রায় চার বছর পর আজ সবার দেখা। রাইয়ান দেশে ফিরেছে, মিউজিক নিয়ে কিছু করবে বলে। ওখানে মিউজিক নিয়ে ডিগ্রি নিয়ে দেশে ফিরেছে। গুলশানের একটা ক্যাফেতে বসবে সবাই। জমিয়ে আড্ডা হবে। খালিদ হাজির সবার আগে। ইদানিং সবসময়ই হাতে ড্রামলের স্টিক থাকে। অনেকটা “এয়ার ড্রামস” বাজাতে থাকে সারাক্ষণ। একটু পরেই একে একে রাইয়ান, মন্মিলা আর আসিফ চলে আসে। সবাই একে অন্যকে জড়িয়ে ধরে। বার্গার অর্ডারের পর শুরু হয় আড্ডাবাজি।

খালিদ: কিরে রাইয়ান, তোর একটা ট্র্যাক তো ফেসবুকে শুনলাম। নাম পাল্টায়ে তো র্যাক হয়ে গেছিল। সবাই হা হা করে হেসে দেয়।

রাইয়ান: তাও ভালো, তুই গান শুনছিল। তোরা তো ইদানীং গান শুনিস না, গান দেখিস।

Fig: Drafted and approved copy 2

Grandma sharing the first moment she saw granddad

জিনিয়া ভালোবাসার মানুষকেই বিয়ে করবে। কিন্তু দাদা-দাদি কেও রাজি না। কারণ ছেলে না ডাক্তার, না ইঞ্জিনিয়ার। দাদি সেকেন্দে। এখনও আলোককার চিন্তা জীবনতে বিশ্বাস করেন। যদিও জিনিয়ার বাবা না রাজি। কিন্তু দাদি রাজি না হলে বিয়েতে ঝামেলা হতে পারে। জিনিয়ার বাবাও দাদিকে মানতে পারছেন না। তবে জিনিয়া অনেক শার্প মেয়ে। চালাকি করে তাই চলে এসেছে গ্রামের বাড়ি, দাদিকে মানতে। চা হাতে দাদির কাছে গিয়ে কথা শুরু করে জিনিয়া- এই নাও। পরম খেয়ে ঠাণ্ডা হউ। আমাকে এই জনমে বিয়েটা করতে দাও।

দাদি: আমি কি বিয়ে আটকায় রেখেছি? তোর পছন্দ তো ভালো না।

জিনিয়া: আচ্ছা, দাদাজানের থেকেও খারাপ!

দাদি: কি বললি?

জিনিয়া: মজা করলাম দাদি। তুমি তো জান, আমি তোমাদের কত লাভ করি। আচ্ছা বলতো, প্রথম যেদিন দাদাজানকে দেখেছিলে, কেমন লেগেছিল?

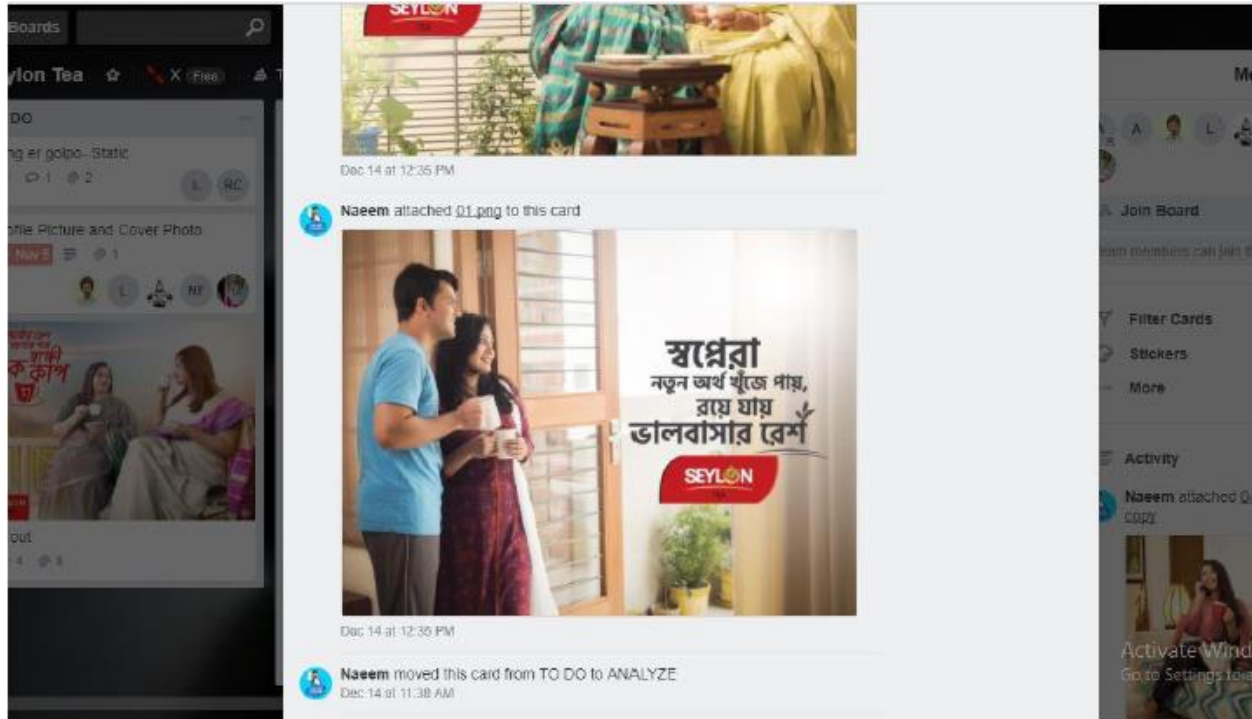
দাদি: তোর দাদাজান ছিলেন, সেরকম রাশভারি মানুষ। আমাকে দেখতে এসেই বিয়ে করে যান। সেদিন অবশ্য ঊনাকে দেখিনি। আমাদের ওই যুগে তোদের মত ছিল না। ঊনাকে প্রথম দেখি বিয়ের দিন।

জমিদারি চেহারা, লম্বা, একদম অনিতোজ বচ্চন, কিন্তু চোখে একটা মায়া ছিল। মুখে সুন্দর করে কাটা একটা জমিদারি লৌফ, অনেক দামি একটা পেরওয়ানী পরা, পুরা যেন রাজপুত্র।

জিনিয়া: এই না বললে জমিদারি চেহারা, এর মধ্যে রাজপুত্র আসলো কোথেকে?

দাদি: আবাবো মজা করছিল?

Fig: Disapproved copy



My Learning:

I had a troublesome time composing the tales. The narratives needed to have feelings and brand association in them. In any case, the topics that were imparted to us were unique. That is the reason it required me some investment to record them.

Then again, I needed to compose two stories in a steady progression around the same time. Maybe that was the motivation behind why the composing got somewhat exhausting I by one way or another maintain a strategic distance from the enthusiastic discussion and circumstances required for the third contents.

I discovered that it is smarter to take multi-day to mirror the work officially done and to think ahead for the work to be finished. That way the compositions can be kept crisp and can be progressively effective.

My Contribution from Academic Knowledge

To finish my graduation program, I expected to reflect my academic learning in it. On the other hand, getting work capacities by applying academic learning is essential for further examinations and work in relative fields.

Filling in as a copywriter intern at X Solution helped me to make and adjust the packs of things in every way that really matters. I recently discussed in the past portion about the errands and endeavors that I have achieved for my brands. In addition, I adjusted some crucial strategies and marketing plans and perceived how social media are being used as a gadget of marketing. Examining is indispensable for a brand. The exploration helped me to improve my insightful and separating capacities. I have done "ENG490 – Seminar Course" on media and research where I made sense of how to coordinate research and dismember. Close by this, I joined my picking up from "MKT201 – Introduction to Marketing" and made sense of what to look like into the market, target assembling and needing to construct sell strategies.

In addition, every extraordinary seminar on Copywriting, Translations and Editing really helped me in the midst of this internship period. My dedication related to copywriting, deciphering and modifying is depicted underneath.

Copywriting:

Copywriting isn't making the texts for advertising in a manner of speaking. Before starting to create a copy the brief from the clients must be grasped and envisioned suitably. Thusly, a copywriter needs to think, figure and pick various things which are past essentially fertilizing the soil. Also, different brands have unmistakable attributes and different kinds of things in the market concentrating on different buyers reliant on age, class, calling, etc. Copywriting is connected to

finding the perfect strategy to pass on, grasp this factor and talk with the gathering of spectators as necessities are. Also, a copywriter must be inflexible. In the event that he thinks of a wonderful line that runs with the clients' state of mind that makes him a decent essayist, yet on the off chance that he can concoct the exact line that runs with the intended interest group's inclination, that makes him a splendid copywriter. The copy dependably needs to regard its perusers. Right off the bat, the tone of a copy requires much consideration.

As per brands and their objective gathering, I arranged their tone of the copy. Furthermore, I pursued "You Orientation" while composing. This is increasingly similar to conversing with the pursuers legitimately in a conversational manner. "You" is the enchantment word, in this way a few duplicates are better without it which conveys me to my next point. Thirdly, a copywriter needs to consider how to structure his copy. For that, he needs to consider the essential components which will incorporate a CTA (Call to Action). CTA is to urge the peruser to make the further stride so as to purchase that item.

I used this in Swapno.com offers in pop-up bubble. Pop-up bubbles are an easy way to draw attention. Inside that pop-up I wrote the offer. For instance, "Buy within tomorrow and get more than 20% off!" because "21% off" does not sound much attractive than "more than 20% off". This encourages the undecided customer to purchase products.

Editing:

Copywriting is actually hard and it is much harder to compose a decent copy on the double, it needs to manage bunches of composing again and again. Every client needs various imaginative examples with duplicates and, as referenced before the entirety of my clients have distinctive items

with an alternate tone of advertising. Thus, it was very troublesome me yet before composing any copy or thought, I currently have the propensity for envisioning and conceptualizing the entire brief with my colleagues. It has been said that "A copywriter needs to picture everything in his cerebrum first, and execute." Apart from all the client briefs, I constantly remembered their item USP (Unique Sell Proposition) and TG (Target Group) to limit the ideation. There's a well-known expression by Earnest Hemingway "Compose alcoholic, edit calm". This statement has such a large number of debates yet that isn't the point here. All the implied is to compose the key-thought and keywords and to edit them into a magnum opus later on. Be that as it may, punctuation is vital for a copy and it is central to editing. As a result of a copy without appropriate accentuation and tense, not worth a read. Swapno.com concocts new offers each day for their customers. While composing copy at offers or ordinary costs the main thing I did was to record the highlights of the offers and time. At that point, I needed to consider an innovative copy for the advertisement. Despite the fact that the features were only a couple of lines, keeping in touch with them was not as simple as it appears. Those a couple of lines must be adequate to pull in the gatherings of people with legitimate spelling and language. Besides, I wrote to TVC broad media for Takeout Burger and Wash Innovation Challenge supported by both BRAC and UNICEF. Those went worldwide. I utilized the "Account Storytelling" strategy where I composed the entire situation in a third individual's perspective in the present basic tense. Account narrating is where the strategy portrays the perspective, foundation, characters and tone of the circumstance to move the perusers through consummation of the story.

Translation:

Translation a basic bit of copywriting. The term Translation itself has a couple of suggestions. While forming copies I sought after "Interlingua Translation" which is translating

words and signs into a comparative language. Ensuring to forming a copy, I expected to reexamine it over and over with different and clear words to keep the copy fundamental. For example, Isabelle a brand who sells high-class mud made bowl required an infographic post about their things. An infographic is a depiction of information in a realistic format expected to make the focal points viably legitimate at first. Thusly, the information realistic was to depict the idea of their dirt, one of the qualities was "suffering" which is "দীর্ঘস্থায়ী", I made an elucidation of it into "টিকে বেশি দিন"। Furthermore, as referenced before I expected to decode clients' inquiries from Bangla to English and the other path around by using "Interlingua Translation". It is translating words into some other language. While translating immovability is basic, it is keeping the context immaculate in the midst of translation. By virtue of the nonattendance of dedication, the context changes its essentialness. In any case, 'Word for the word' is a methodology to keep the substance immaculate. In this system, the words are changed over into another lingo word to word. Be that as it may, now and again it is difficult to grasp when creating is clearly translated word by word. Regardless of the way that it gives the idea and thought it has a less conceivable pattern. For that 'Sense for sense' is relevant. "Word" can be contrasted and the improvement, while "Sense" can be compared with the comprehension. Sense-for-sense is translating the sentiment of a word. For example, "The going with depiction is for your thought" signified "আপনার অবগতির জন্যঃ". Here, the translation of "thought" would be "মনোযোগ" yet for the sense, I made elucidation of it into "অবগতি" which keeps running with the context similarly as touchy. Further, I got words while translating the request. Securing word infers that the mediator settles on a mindful choice to use a comparable word in the target text as it is found in the source text. I acquired words like: "ডিস্কাউন্ট", "ক্যাশ অন ডেলিভারি" "অর্ডার"।

Conclusion

To conclude, I would say I was happy to be there in X. before I went to X I asked some of the seniors from BRACU who has working experience in agencies. X Solutions Limited is progressive and open minded. They give enough freedom to their creative employees to work with. The agency is flexible too in terms of timing, meaning they do not Late count to any employees.

Along these lines, I was upbeat to be there. I was spurred to work and attempted to give them my fullest. I full-filled my duties. I confronted a couple of obstacles. I was prepared to up any test. In any case, I think the most testing was rivalling time. In some cases, I needed to remain actually late to wrap up my work. I needed to work late hours for no less than 7 days. That was very irritating. Evidently, that is the way agencies work. Aside from it, generally speaking, it was a pleasant experience. I additionally had a great deal of extra time. In the wake of wrapping up. Amid those days, the Fifa room would involve us with playing computer games.

I should state I took in a mess of stuff in this brief timeframe from working in X Solutions Limited. I realize I can utilize these learning in future. What's more, I have accomplished a lot too. I would now be able to include some more works my portfolio which I am pleased with. It was my supreme delight taking a shot at a task like ROBI BIJOY ITIHASH APP. I was included from the earliest starting point until the end. I was fortunate and glad that my bosses believed in me with such a colossal errand. In spite of the fact that I got a ton of assistance, toward the day's end it was a respect to be a complex piece of the task. There was another undertaking which ended up being one the best among all work I have accomplished for X. By and large, it was a pleasant experience for me being in X Solutions Limited and ideally this adventure will move up another dimension later on.

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Appendix

Here are some of my works that got published during my work time in X Solution.



(Caption: If you like beef!! Then you would definitely fall in love with our Beef & Bacon.)

Fig: Copy and Caption written by me for Takeout Bangladesh



(Caption: In a life full of confusion, TAKEOUT brings perfection.)

Fig: Generated content idea and wrote copy caption for Takeout Bangladesh)



(Caption: সতর্কীকরণ বার্তা: জনসাধারণকে ২ নাম্বার বাগার এবং ২ নাম্বার রেস্টুরেন্ট এর ব্যাপারে

সতর্ক থাকার জন্য অনুরোধ করা যাচ্ছে।)

Fig: Copy and caption written for Takeout Bangladesh on their "Against Takeout 2.0" campaign



(Caption: Get the best burger at your doorstep! Order on foodpanda and Hungrynaki)

Fig: Wrote Copy & Caption for Takeout Bangladesh; online food order service.

BURGERS • FRIES • SHAKES
TAKEOUT™

MEAT | MEET

TWO WORDS MAY SOUND ALIKE, STILL THEY ARE NOT THE SAME
**LIKE TAKEOUT IS TAKEOUT
OTHERS ARE NOT**



(Caption: The perfect combination of Juicy patties, mayo & cheese make us not just better than others but the best in town. So don't get confused and drop by our outlets)

Fig: Wrote Copy, Caption for Takeout Bangladesh;
"Against Takeout 2.0" campaign



(Caption: Takeout special chicken, bigger, better, tastier. Try now!)

Fig: Copy & Caption written for Takeout Srylanka



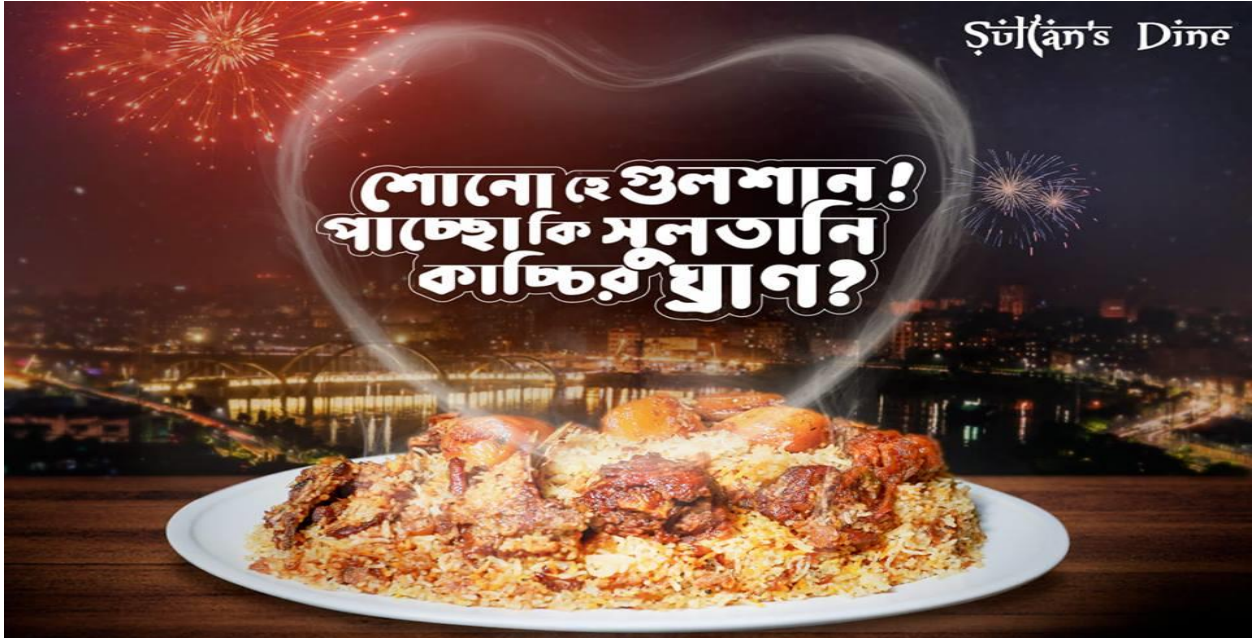
(Caption: Keep your friends close and your fries closer! Happy Fry-Day!)

Fig: Copy & Caption written for Takeout Srylanka



(Caption: Sultan's Dine introduces corporate menu packages for your corporate gathering with varieties of sultany items. Call us (+8801775003218) to order and book your event now!
*Minimum order starts from 30 people.)

Fig: Wrote Copy & Caption for Sultan's Dine)



(Caption: অপেক্ষার প্রহর হল শেষ! আগামীকাল ২৫ তারিখ গুলশানে উদ্বোধন হচ্ছে আপনার প্রিয় Sultan's Dine এর নতুন শাখা! তাই দলবল নিয়ে চলে আসুন Sultan's Dine-এ আর খেয়ে যান গুলশান শাখার প্রথম ব্যাচে গরম গরম কাচ্চি।)

Fig: Wrote Copy & Caption for Sultan's Dine; New Branch in Gulshan



(Caption: বাইরে যেতে আলসেমি লাগছে? Sunltan's Dine নিয়ে এলো অনলাইন ফুড অর্ডার সার্ভিস। এখন ঘরে বসেই Pathao, Shohoj, Foodmart কিংবা FoodPanda-তে অর্ডার করলেই সময়মতো কাচি চলে আসবে আপনার ঠিকানায়!)

Fig: Wrote Copy & Caption for Sultan's Dine; Online Food Order



(Caption: অষ্টার সস্তৃষ্টিতে হজ্জ্ব হোক শুদ্ধ ও পবিত্র।)

Fig: Copy & Caption written for ROBI Axiata; Hajj Campaign

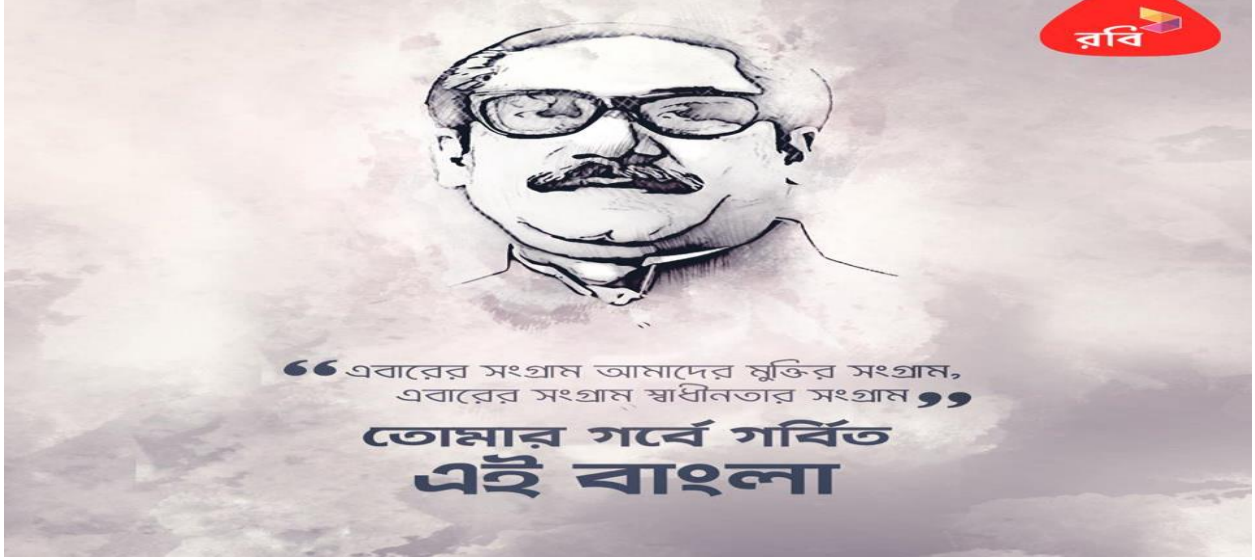
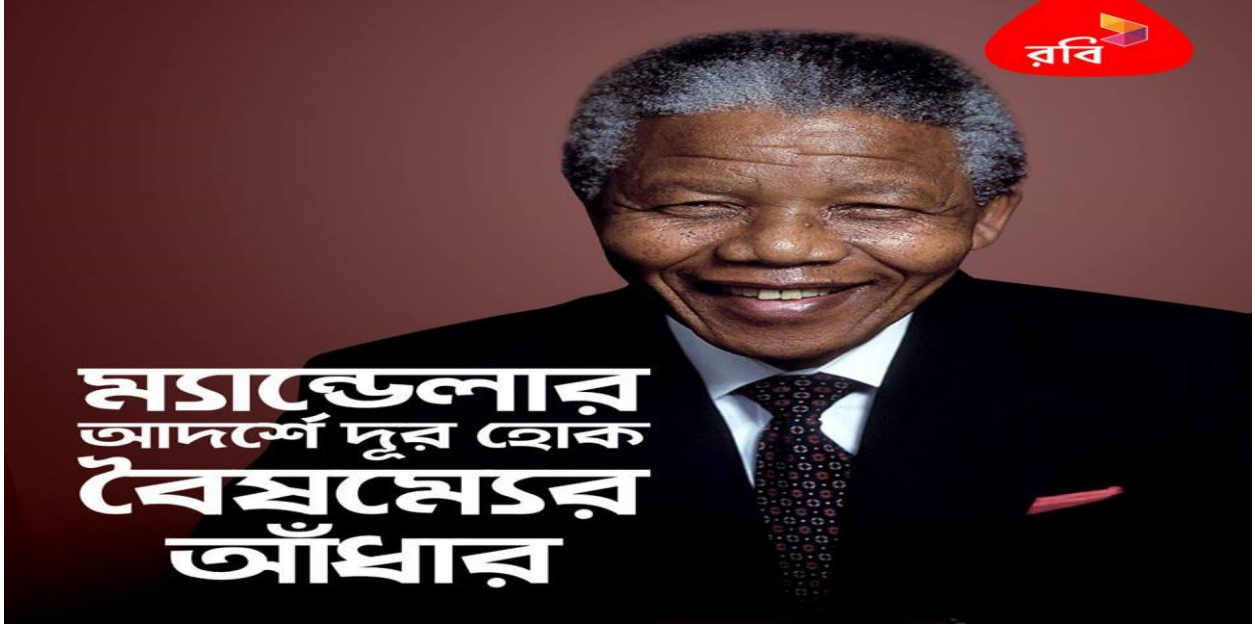


Fig: Wrote Copy for ROBI Axiata; National Mourning Day



(Caption: বর্ণবাদ বিরোধী, শান্তিতে নোবেল জয়ী অন্যতম অবিসংবাদী এই নেতা শিথিয়েছেন হার না মেনে এগিয়ে চলা। নেলসন ম্যান্ডেলার জন্মদিনকে জাতিসংঘ ম্যান্ডেলা দিবস হিসেবে ঘোষণা করেছে। তাই আজ ম্যান্ডেলা দিবসে তাঁরই পথ ধরে হোক আমাদের আগামীর পথচলা।)

Fig: Wrote Copy & Caption for ROBI Axiata; Nelson Mandela Day



(Caption: Around 750,000 neonatal babies (aged under 28 days) lose their lives to infectious syndromes, which can be prevented by simply washing hands with soap. UNICEF South Asia & BRAC present WASH Innovation Challenge. Your ideas can save innocent lives and make a difference. Apply by 10th September and join the challenge at washinnovation.org)

Fig: Wrote Copy & Captions for BRAC, UNICEF; Wash Innovation Challenge



(Caption: UNICEF South Asia & BRAC present WASH Innovation Challenge. Do you have what it takes to solve the **HAND WASHING + SOAP = SAVED LIVES** equation? Apply by 10th September and get a chance to win \$5000. Join the challenge.)

Fig: Wrote Copy & Captions for BRAC, UNICEF; Wash Innovation Challenge



The graphic is a promotional poster for the WASH Innovation Challenge. It features a portrait of Sachin Tendulkar wearing sunglasses, set within a blue-bordered frame. To the right of the portrait, a blue banner contains the text: "REACH THE REGIONAL FINALE, GET AWARDED BY THE LEGEND!". In the top right corner, the "WASH INNOVATION CHALLENGE" logo is displayed, which includes a stylized hand holding a water drop. At the bottom right, the logos for "brac" and "unicef" are visible.

(Caption: Our top 55 short-listed teams are now on the ground to validate their ideas. They are one step closer to the regional finale where they will grab the opportunity to meet with Sachin Tendulkar.)

Fig: Fig: Wrote Copy & Captions for BRAC, UNICEF; Wash Innovation Challenge



Fig: Wrote the Case Story below for Nagad; Women's Day

Case Story: “ছোটবেলা থেকেই ইচ্ছা ছিল ভিন্ন কিছু করার। বেশিরভাগ ক্ষেত্রে টিভি সিনেমায় দেখেছি বাইরের দেশে নারীরা কি স্বাচ্ছন্দ্যে ড্রাইভিং করে। এদেশেও যাদের নিজেদের গাড়ি আছে তারা কেউ কেউ করে, কিন্তু খুব একটা না। এদেশে পুরুষ ড্রাইভারকে কখনো পুরুষ ড্রাইভার বলা হয় না। কিন্তু কোনো নারী গাড়ি চালালে তাকে নারী ড্রাইভার বলে সম্বোধন করা হয়। ব্যাপারটা আমার কাছে কষ্ট লাগে। নিজেকে আলাদা রাখার প্রচেষ্টায় আমার ড্রাইভিং শেখা। কারণ আমি মনে প্রাণে বিশ্বাস করতাম- চেষ্টা করলে আমিও পারবো।”

কথাগুলো বলছিলেন মোসাম্মৎ সোমা আকতার; বাংলাদেশ ডাক বিভাগের একজন দক্ষ ও বিশ্বস্ত ড্রাইভার। ২০১৪ সালে তিনি নিজ উদ্যোগে ড্রাইভিং শেখেন এবং পরবর্তীতে কাজ করেন বেশ কিছু জায়গায়। একদিন জানতে পারেন নারী-পুরুষের বৈষম্য দূর করার প্রত্যয়ে বাংলাদেশ ডাক বিভাগ খুঁজছে নারী ড্রাইভার। ব্যাপারটা যেন চিন্তার সাথে মিলে যায় মোসাম্মৎ সোমা আকতারের। সেই থেকে রাস্তাঘাটের সব প্রতিবন্ধকতা আর সমাজের বৈষম্যকে পাত্তা না দিয়ে এখনও আছেন ডাক বিভাগের সাথে।

‘নগদ’ নতুন সম্ভাবনার কথা বলে। প্রত্যেক পেশার মানুষকে আমরা লিঙ্গ ভেদে না দেখে প্রাধান্য দিই শুধু পেশাকে। শুধুমাত্র পুরুষ নিয়ে সম্ভাবনার দুয়ার খোলা সম্ভব নয়। তাই নগদ স্বপ্ন দেখে সোমা আকতারের মত এমন হাজারো সম্ভাবনাময়ী নারীদের সাথে নিয়ে, একসাথে এক নতুন পথ চলার, নতুন এক সম্ভাবনার দুয়ার খোলার। বিশ্ব নারী দিবসে সবাইকে শুভেচ্ছা!”



(Caption: ২৬শে মার্চ ২০১৯ স্বাধীনতা দিবসে গণপ্রজাতন্ত্রী বাংলাদেশ সরকারের মাননীয় প্রধানমন্ত্রী শেখ হাসিনা "নগদ" এর শুভ উদ্বোধন করেন। নগদ-এর অ্যাপের মাধ্যমে মাননীয় প্রধানমন্ত্রী লেনদেন করেন। সেই অনুপ্রেরণায় নগদ-এর অ্যাপ ইন্সটল করুন গুগল প্লে স্টোর থেকে। অ্যাপ ইন্সটল করতে ক্লিক করুন এই লিংকে: bit.ly/NagadApp)

Fig: Wrote Copy Caption for Nagad; App Launching



(Caption: বিশ্বকাপের উন্মাদনা এখন সারা বিশ্বে। এই সময় রাত জেগে খেলা দেখার সময় প্রায়ই হালকা পাতলা স্ন্যাকস খাওয়া হয়ে থাকে। কিন্তু নিজেকে ফিট রাখতে এই সময় তেলে ভাজা ও বেশি ক্যালরি যুক্ত খাবার খাওয়া উচিত নয় বরং এর বদলে মিল্ক, ওটস, সাগু খাওয়া যেতে পারে। ডায়েট সম্পর্কে আরও জানতে চোখ রাখুন মার্কস ডায়েট মিল্ক-এর পেইজে।)

Fig: Wrote Copy & Caption for MARKS Diet Milk



(Caption: একটানা বিরামহীন কাজ শরীর ও মন দু'টোর উপরই ফেলে নেতিবাচক প্রভাব। তাই একটানা কাজ না করে, কাজের ফাঁকে নিন ১০ মিনিটের ছোট বিরতি। এ সময় একটু পাওয়ার ন্যাপ, প্রিয় গান শোনা, চা, কফি খাওয়া কিংবা একটু হাঁটা চলা করতে পারেন। এতে শরীর হবে অ্যাক্টিভ সাথে মন ও হবে চনমনে। লাইফস্টাইল ও ডায়েট সম্পর্কে আরও জানতে চোখ রাখুন মার্কস ডায়েট মিল্ক-এর পেইজে।)

Fig: Wrote Copy & Caption for MARKS Diet Milk

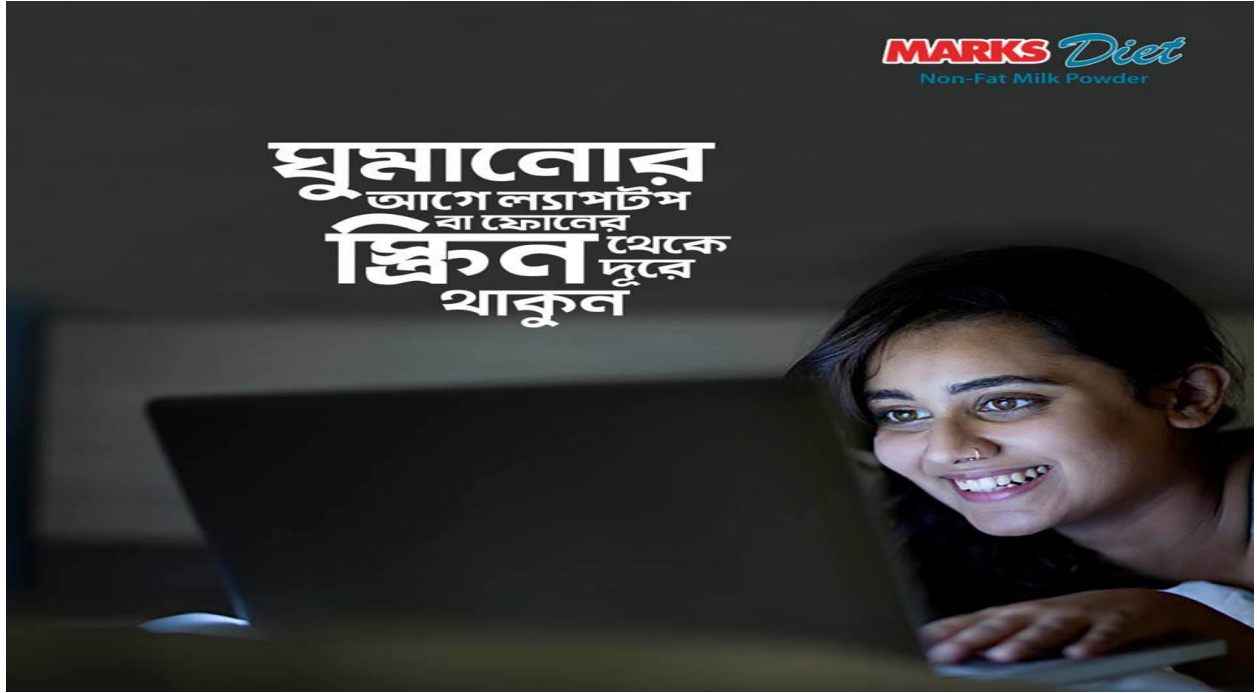


Fig: Wrote Copy for MARKS Diet Milk

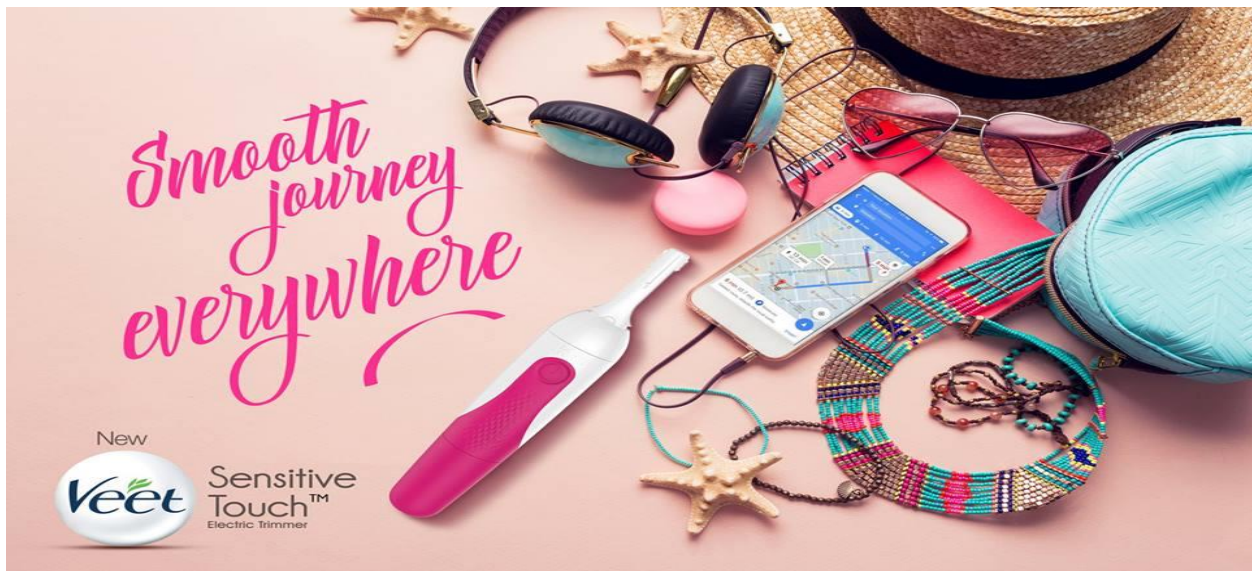


Fig: Wrote Copy for MARKS Gold Milk



(Caption: The Sensitive Touch trimmer's gentle and high precision performance gives you silky smooth skin. It works, even in the shower, because it's waterproof.)

Fig: Wrote copy & caption for Veet Bangladesh; Waterproof Trimmer



(Caption: When you have Sensitive touch in your travels, the journey becomes smooth and hassle-free. Let your every journey become adventures. Enjoy life, everywhere!)

Fig: Wrote copy & caption for Veet Bangladesh; Waterproof Trimmer



(Caption: Why face the hassle when you can glam up at home? Get set with Veet, have a gorgeous Eid.)

Fig: Wrote copy & caption for Veet Bangladesh; Easy Trimmer



(Caption: Doing your upper lips and eyebrows threading is no big deal anymore. With the Veet Sensitive Touch trimmer, you can get a sharp look within a few minutes.)

Fig: Wrote copy & caption for Veet Bangladesh; Trimmer



(Caption: No more threading pain for upper lips and eyebrows. Bring perfection in your beauty.)

Fig: Wrote copy & caption for Veet Bangladesh; Painless Trimming



(Caption: Save your time and never get late for your parties from now! Veet Sensitive Touch Trimmer brings the easy solution to your last moment parlor hassle. Do your upper lips and eyebrows super-fast!)

Fig: Wrote copy & caption for Veet Bangladesh; Easy n' Fast Trimming