

‘Digital Advertising’ The New Age Marketing and My Working
Experience in This Sphere

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A thesis submitted to the Department of English and Humanities in partial fulfilment of the requirements for the degree of B.A. in English and Humanities.

Department of English and Humanities

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Declaration

It is hereby declared that

- 1.The thesis submitted is my own original work while completing degree at Brac University.
- 2.The Thesis does not contain material previously published or written by a third party, expect where this is appropriately cited through full and accurate referencing.
- 3.The Thesis does not contain material which has been accepted, or submitted for any other degree or diploma at a university or other institution

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Approval

The Thesis/Internship Report titled “Digital Advertising’ The New Age Marketing and My Working Experience in This Sphere” is submitted by

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Ethics Statement

Although the world of advertising is filled with over-the-top storytelling, sarcasm and humour, the creators of such content does not have the right of use the veil of creative liberty to create content that hurts the sentiment of any nation, race or gender. Sexist, racist and politically biased contents are not appreciated or acceptable as such content hurts the value and general ethics of content creation for advertising. In my three months internship program at 'Cookie Jar' I never wrote or created any such of contents that is offensive to a particular group of people.

Abstract

The goal of my internship report is to clarify two very specific points. Firstly, how the world of digital marketing functions and how with time, this form of marketing is going to outrun almost all other mediums of marketing communication. Secondly, what type of work ethics and skills are necessary to be an integral part of a digital marketing agency, especially if an individual is interested in working as a content writer and strategist. Digital marketing with its unlimited resources and maximum reach to the audience in the age of social media is turning out to be the ultimate medium of communication between the brands and the audience. The most important learning of my internship tenure is that the fundamentals of advertising in association with fresh and new ideas have the ability to create a very important bridge between the consumers and the producers.

Keywords: Digital Marketing, Target Group, Media Buying, Content Writing, Unique Sales Proposition.

Acknowledgement

“Hope is a good thing, maybe the best of things and no good thing ever dies”

-The Shawshank Redemption

When I got admitted in BRAC UNIVERSITY, I enrolled in the Department of Business Studies. I was not particularly happy about it as I did not want to study Business. However being insecure about my own capabilities led me to act upon my parents wish. So in my internship report, I would like to thank my dear friend, Aniruddha Majumdar, who showed me the door of English and Humanities Department. I would like to thank him for instilling the hope and confidence in me, that I can be a suitable student for this department. He not only helped me to stay afloat, he helped me to belong.

I would also like to thank our former faculty member, Dr.Rifat Mahabub for helping to cope up with my studies in the early days of my academic studies.

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CHAPTER-1

INTRODUCTION

1.1 What is Digital Marketing

“Digital Marketing” is a relatively new term in the sphere of marketing. “Marketing is a study of principles that govern the policies of business management in the distribution of communities from producers to consumers.” (Copeland 375). When this distribution chain begins through the means of digital platforms, then it is called Digital Marketing. Digital Media Marketing has been widely accepted and acknowledged as the medium of the new age marketing strategy. Marketing of brands, products and even personas has always been a part of our life. Over the time though, the medium or rather the significance of the medium has changed. Brands approach towards marketing has witnessed a lot of evolution, from the age of fliers and leaflets dominating the industry to the Television Commercials, marketing has reached new heights and new means according to the demands of the audience. The digital space is the latest addition of this journey, and it is considered to be the future of marketing for a number of reasons. Before analysing those reasons, let us divulge into the definition of Digital Media Marketing.

Digital Media Marketing, or social media marketing is a very self-explanatory term. It refers to promotional activities that a brand pursues in digital and social media spectrum.

Promotional activities that goes on mediums like Facebook, Instagram, Youtube, Google Display Banner, Ad-network, is known as social media marketing. The brands or individuals promotes their products and themselves by opening a Facebook page, publishing content that they believe should be the communication route of the brand, or the individual. Promotions can be done in the same way through Instagram. In Youtube, the brand uploads videos that

discusses about their products through a story telling approach. To stay on top of people's mind, google display banner, is considered as one of the most effective strategies. The brand can buy a specific portion of a famous website, and put one of their banners in that specific portion. So when anyone visits that website, the brand can immediately grab those audience's attention. Brands also use means like Ad-networks. Through this medium the brand can run their ads on all kinds of Youtube videos, they just have to spend enough money in their media- buying channels to run their advertisement at the end or in the beginning of a video.

1.2 Why It is The Future of Marketing

Now, let us go back to the all important questions, why digital media marketing or social media marketing is the future. An explanation of the definition is necessary to answer that question. With a closer look to our life, we will be able to see, that we spend most of our times in the mediums and platforms that we just talked about it. There is one holy truth for every brand, and that is to 'stay relevant'. Stay relevant with the audience the brand wants to connect with, stay relevant with the changing time, and a brand can stay relevant by constantly reminding its existence to the audience. So the allegiance of the brand shifts from a particular medium, not necessarily of their own accord, but off people's choices. 'Media is in the midst of a digital revolution that frees news, information and advertisement from the technological limits of print and broadcast infrastructures' (Mulhen 85). People of the 21st century are spending more times on social media platforms than any other places. Social media platforms have become a very dynamic space. A space that facilitates work, entertainment, lifestyle everything. Almost of all of it is getting cheaper for the consumer with each day passing. To make their presence felt the brands had to move into this platform with a fresh and unique approach that especially caters to such social media audience. In the third chapter I will discuss more about how the brands are getting more integrated with social media platforms in the age of mass internet use and digitalisation.

CHAPTER-2

About 'Cookie Jar'



2.1 The Birth of Cookie Jar

In Bangladesh, the social media marketing started getting a momentum around 2012-13. As soon as Facebook and Youtube became a common aspect of our everyday life, advertising agencies and brands felt the necessity of opening up a digital media marketing sphere that allows the brands to be more interconnected with the consumer. One of leading advertising agency of Bangladesh, Asiatic Group of Limited and its pioneer Ali Zaker, felt the necessity of opening up a sector that specifically caters to the audience who were very much inter-connected with social media at that point of time. With this visionary thinking, 'Cookie Jar Bangladesh Limited' an exclusive digital advertising agency was established in 2013 as the primary digital wing of Asiatic Group of Companies. Since the establishment of the company the agency has won seven notable awards from Bangladesh Brand Forum for their tremendous work in social media platforms. The agency is particularly popular for a huge successful social media campaign, 'Airtel Buzz' that bagged the agency three digital marketing awards.

2.2 The Functionality of the Agency

Cookie Jar, as a digital marketing agency was divided into Five teams. Clients Team, Content Team, Creative Team, Planning and Strategy Team and Ad-operations team. Throughout my internship, I worked with the client's team and the content team. However, being in that surrounding for a certain period of time has helped me to learn and understand how a digital marketing agency functions.

The Client's team is mostly focused on maintaining a continuous rapport with the clients, the brands. They are the medium of communication between the brands and the content creators. The clients team keeps everyone informed about how a specific brand wants to run their promotional activities, this team is also in charge of judging the content and creative, whether or not the final content meets the client's demands. Then there is the creative team, which is in my opinion is the most important team in the digital media atmosphere. Creative team creates the visuals and videos for static and dynamic posts of the brand. The reason behind claiming the creative team to be the most important team is to establish the fact that audience's more often does not feel particularly attached to a content if the visual is not self-explanatory and lucrative. So it is the job of the creative team to execute the vision of a content writer.

The planning and strategy team and the content team works seamlessly with each other. The planning and strategy team suggests each brand how they should run their promotions in the digital media platform over a certain period of time. The designated time period varies according to the clients demand. If the client requires quarterly plan, for example the first three months of a year, then the planning team follows one kind of an approach, if the client requires a yearly plan, then the planning team follows a different approach, an approach that focuses more on the brand positioning and stability.

The content team basically consists of copywriters and scriptwriters. The copy team's main job is to write the action lines that promotes the statement of the brand. They write both the copy and captions for the client to drive the sales further. Finally the Ad-operations team finds out the potential Target groups in numbers, executes different types of ad-networks and in different social media platforms.

Smooth communication between all these teams made Cookie Jar a formidable advertising agency, where I had a delightful learning experience. The five teams of Cookie Jar altogether worked as a single organism that creates the final product: - a meaningful content for the client. Throughout its journey Cookie Jar had giant Clients like: - Airtel, Energypac, Faber Castle, Volvo and many more.

CHAPTER-3

Digital Marketing in the Age of Internet

3.1 The Liberating Advantages of Digital Media

“Changes in consumer behaviour require firms to rethink their marketing strategies in the digital domain. Currently, a significant portion of the associated research is focused more on the customer than on the firm” (Pinheiro et al. 703). Maria Teresa Pinheiro and the fellow writers of the article focused on a very important point. In the digital domain one aspect is constant, that is change. Social Media essentially presented itself as a platform where people are supposed to share bits and pieces of their life. The real life was supposed to reflect in social media pages. However, with time and digitalization and most importantly, people’s expectations, digital media became the most important part of our life. People aspired to create a lifestyle around the demands of social media platforms. If a particular group of people shared something as a part of their lifestyle, people of another group wanted to duplicate that lifestyle and then share it with other people on social media platforms. As a result, people got interested in getting things that they don’t actually need. The brands and advertising agency’s started to realize that people are spending more and more of their times in social media platforms. To match with the viewer’s transformation, digital marketing agency’s became a common thing and brands also shifted their promotional activities in the digital space. Since then, digital media marketing started growing like the television commercial market. Digital Marketing now is not confined in the space of promoting luxurious products, all kinds of product has found their niche position in the digital space. The digital space is free of so many constraints than the traditional market. The digital market can specify its particular Target Group, they can find out their numbers, what they like, what they don’t like, what is the age range of their desired target group, all of these information can be obtained through media buying approach. The audience also benefits from this space.

The audience has the option to choose what kind products he is interested in, and he can also choose to keep himself updated about the development of these products and brands.

3.2 The Relevance of Target Group

The ability of Target Group Analysis makes the digital space most interesting for the agencies and the brands. The agency does not have to rely on the planners educated guess to finalize on the target group. They can literally obtain raw data based on specific keywords. For example the following figure is the TG analysis of Merisant Bangladesh, an artificial sweetener brand. Through the figure we will find the exact number of TG of Merisant Bangladesh in Dhaka and Chittagong, based on the search of certain keywords. (See Appendix number 1)

CHAPTER-4

My Working Experience At Cookie Jar

4.1 Varied Work Experience

From the very beginning of my journey at Cookie Jar, I was involved in the proceedings of different teams. Working as a floater for different teams gave me the opportunity to work with different departments, and it helped me a lot to learn different aspects of digital marketing agency. I was hired mainly as a copywriter but I worked closely with the planning and strategy team as a content writer and I also led the electronics brand Energypac as a client manager. Defining specific roles of these responsibilities will give more clarity about my work as an intern in 'Cookie Jar' .

4.2 Difference Between A Copywriter and A Content Writer

Firstly a dissection of a copywriter and a content writer is essential to represent my role as an intern. Copy is the short, precised action lines that are used in the visual that appeals to the customer to buy a specefic product. The job of a copywriter is to write an eye-catching action line on a prepared visual content. The action line has to be precise and self-explanatory. The copywriters ultimate goal is to write a copy that complements the idea that is being interpreted through the visual. (See Appedix Number 2)

When I wrote the copy for this content, I already knew that the content creator wanted me to express the message that Energypac LED Bulb has more longevity than any other brands bulb hence it is more reliable than any other bulb.

However, working as a content writer is much more difficult than working as a copywriter. The Content writer job does not end just by writing the copy. The content writer's responsibility is to plan the whole content. So when the content planner takes on a brands

monthly calendar, he or she has to plan for a brand's each and every content, and according to content creators brief, the creative team creates the visual and the copy team writes the copy. (See Appendix Number 3)

In my very first month, I started working as a content planner for the brand “Lucy Gold Olive Hair Oil” , winter was just coming up, and in the winter season, people of our country likes to go to different places of our country. The whole point of this content is to stress the fact that this winter season the women of our country will also have the freedom to go anywhere they want to go without having to worry about their hair fall. Based on my brief, the visual was provided by the creative team, and I wrote the copy and caption for the content.

4.3 My Gradual Growth At Work

From here on, I will try to explain my whole body of work in Cookie Jar for the twelve weeks I have worked there. Since I have worked as a Copywriter, a client manager and a content strategist, the whole body of work is rather versatile. With each passing week I learned about different aspects of the Digital Marketing industry.

My first two weeks in Cookie Jar was primarily focused on understanding the brands and their tonality of promotions. As I was working on both the clients team and content team, I had to gain knowledge about all the brands. As a member of the content team I had to gain knowledge about what is a creative copy and what is a post copy and how content tonality of different brands varies according to the Targeted group of the brand. In my first two weeks I was introduced with three different brands and I tried to understand how to write a proper content for them . The three brands are Energypac electronics, Lucy Gold Olive Hair Oil and Detos.

Energypac electronics has a variety of electronic devices on offer, and their TG revolves around a middle aged group. So the communication process with the TG is very much serious

and formal, there are room for writing witty content but the language of the content has to be formal.

On the other hand, the TG of Detos, a premier chips brand of Bangladesh primarily focuses on teenagers and young adults. So, the conversation tonality is very different. Here the contents are very much flexible and the language of the copies are very informal. The language tonality is also very flexible. Even the use of “Banglish” words are also appreciated if it associates well with the Target Group.

In my second two weeks at Cookie Jar, I started making monthly calendar plans for the two brands I mentioned earlier, Energypac electronics and Detos. Monthly calendars basically contains post ideas, the general brief upon which the content and creative is produced. For Energypac I created twelve original post ideas, and for Detos I had to create six original post ideas.

The energypac calendar contained promotional ideas about four different types of electronic products. Different types of LED Bulbs, circuit breaker, fan and extension socket. I originated ideas about all of these products and I also wrote copy and caption for all of them. Among them one content of energypac fan particularly gained attention in varied digital media platforms as it was a spin off from a content of Sun chips.

I also wrote content for the concepts of Detos. I wrote twelve copy and caption for the monthly calendar of Detos that mostly contained a light and fun tonality.

I also got acquainted with two more new brands as I had to write contents for them next week. The brands were Lucy Gold Olive Hair Oil and Angel Soft Contact Lens. For Lucy gold hair oil the TG is women across all age levels. For Lucy gold olive hair oil the contents are mostly based on the ingredients of the product. The TG mostly wants to know what kind of elements this hair oil has that can take care of hair fall.

Angel Soft Contact Lens is a brand for different kinds of contact Lenses. Their TG are divided in three parts. Models and fashionistas, work professionals and university goers. For all the three different types of TG the contents and the language of communication is different as the types of Lenses they use are also very different.

In my third two weeks at Cookie Jar, I had to strategize and create content for the two brands I mentioned before, Lucy Gold Hair oil and Angel Soft Contact Lens. As I mentioned before the TG of Lucy Gold Hair Oil is women across all age levels, so it was comparatively easy to create content for their promotional activities. The focal points of the contents were very much different. Although the end goal of all the content was to promote the hair oil, the focal point of attracting the TG was very diverse. I wrote contents based on the quality of the product, there was also particular wish post to the Under-16 nationalw women's football team of Bangladesh. We had strong contents that emphasized on why women who travel very much should use this hair oil to protect their hair.

The contents of Angel Soft contact Lens was mostly one-note as the clients demanded that the products content should be focused on the product quality only. So we promoted various content in English that talked about the use of contact lens and eye safety.

I also wrote creative copy and post copy for both Dhaka Lit Fest and Kazi and Kazi Green Tea. Although I was not supposed to write content for these clients, I filled in for one of my colleague. The promotional activities revolved around writing content for digital media platform about the Arrival of Dhaka Lit Fest and the announcement of the programs that are going to be held in Dhaka Lit Fest. I also wrote contents for Kazi and Kazi Tea as they had one of their stalls in Dhaka Lit Fest. For this two weeks all of the promotional activities of Kazi and Kazi tea revolved around their presence in Lit Fest. Here is one of contents wrote for Dhaka Litfest. (See Appendix Number 4)

In my fourth two weeks at Cookie Jar, I became an integral part of the content and strategy team as I was writing contents frequently for different brands, even brands that were not supposed to be handled by my team. For example, I worked on the calendar plan and content for CBL Munchee. CBL Munchee is one of the largest biscuit production brand of Bangladesh. Initially I was briefed by one of my seniors and got to know about the range of products CBL Munchee offers to their clients. The target group of CBL Munchee is mostly teenagers and young adults. So the communication language is mostly fun-tone and over-friendly. Bangla and English both kinds of language are used, and even mixture of English and Bangla Language is also used. I wrote a total of twenty four creative copy and captions for CBL Munchee. Here is an example of one of the contents:- (See Appendix Number 5)

Meanwhile, I have been working very closely with Kazi and Kazi Green tea as well. Initially I worked for Kazi and Kazi tea when they were doing their promotional activities with Dhaka Lit Fest. Later on though, I started working for their regular promotional content. The target group of Kazi and Kazi Green Tea is mostly Upper class people, so they want their communications to be done in English all the time. The aspiration of Kazi and Kazi Green tea is to connect with people who really appreciate different forms of Tea like Green Tea, Black Tea etc. For Kazi and Kazi green tea, I wrote content that mostly focused on their products feature which helps to ensure health benefits. So the contents mostly focused on the product having organic elements in it and how it helps to ensure different kinds of health benefits for people. Here is an example of one of the contents I wrote for Kazi and Kazi Green Tea (See Appendix Number 6)

In my fifth two weeks at Cookie Jar, I specially worked on the brand Energypac, as by now I was an integral part of the content writing team and the assigned account manager for Energypac, I knew almost everything you could know about the brand. As a result, I was creating content ideas for the calendar of Energypac and I was also writing content for the

brand. Being the assigned account manager, gave me the freedom to choose the context of the content. Through the work of this brand, I also learned what is aggressive marketing and how content plays a very important role to it.

Energypac's main competitor, CLICK had a disaster with one of their fans as it broke down and hurt a child in the process. Eventually the child's father filed a case against CLICK and the news broke out. Energypac saw this as an opportunity where in a very subtle way we could express the fact that our product has an additional safety string that prevents from occurring such incidents. Eventually we decided on a visual where a kid is wearing a helmet while studying and with a fan above his head. The content had to be something that expresses so much while actually saying very less. It had to give a nudge to the "CLICK" incident and also stress the fact that with Energypac this type of accidents are very unlikely to happen. (See Appendix Number 7)

CHAPTER-5

Linking Academic Studies With Work

5.1 Importance of Brand Understanding and Positioning

As a student of Brac University we had courses that taught us about the basics of copywriting. The course, taken by our respectable faculty Roohi Huda was called ENG 404, an Introduction to copywriting. Through this course we learned about different variants and techniques of writing a copy and a caption. This course specifically taught us about what is the understanding of a brand, and how it is so very important when it comes to writing a copy for a specific brand.

The course taught us about brand positioning. Brand positioning is like an umbrella, a firm foundation upon which all of the contents and campaigns are based on. To achieve that brand positioning two very essential questions need to be asked. These questions are:-

1. Who is your Target Audience?
2. Why Should your agency be considered for the brand's marketing ?

In digital media marketing, brand positioning is often known as the "Communication Route" or the "BIG IDEA". The agency's primary duty is to convince the client of two things. One, the agency understands the target group the brand wants to penetrate. Two, the agency tries to convince the client that their proposed big idea will get the maximum amount of reach from the audience.

In our course we learned that there are eight steps that help an advertising agency to create a brand positioning. These eight steps are:-

1. Clarifying the brand's meaning
2. Identify the behavior, attitudes and demographics of the audience

3. Establish the problem or need being addressed
4. Does the competition address the problem? If they do, what is the route?
5. Find out the benefit of addressing the problem?
6. What kind of communication route will bring out the desired benefit?
7. How the chosen communication route will reflect on the brand's personality?
8. The brand positioning statement?

When I started writing contents for one of our new clients, TATA TEA, I realized that these eight steps are strictly followed when it comes to create a 'BIG IDEA' or positioning statement for any brand. As our team dissected the brand essence of 'TATA TEA' we realized that the brand is not only sales driven. The brand wants to create a persona of its own, TATA TEA wants to establish itself as a socially aware brand. A brand that wants to reach the audience not only through the promotions of their products, but to align themselves with the ideology of their Target Group. To justify the brand's point of view our team analyzed the target group of 'TATA TEA'. Most of these people belong to the upper middle class and upper class society. These particular group of people are more likely to be progressive in their thought process and lifestyle. So the first objective is to get their attention by creating relevant content. The premier competitor for this brand, 'Ispahani Tea' follows a light fun tonality for their contents so the brand did not have any competitor in the market that followed the same tonality. So when it came to the brand positioning or creating the 'BIG IDEA' our team proposed a foundation called 'নতুন দিনের নতুন আমেজ'. This foundation properly reflected on the brand's personality. This communication route preaches the message that Tata Tea as a brand believes in positive social changes such as gender equity, acceptance of the Transgender community and so on. Bangladesh as a country is being more accepting and liberal, and Tata Tea wants to be a part of that journey.

5.2 Writing Meaningful Copies Rather Than Witty Ones

The Introduction to copywriting course also focused on the process of writing a copy. One of the primary factors to remember while writing a copy is to get the message across. A copy, first and foremost, should always complement the main idea of the content. There are times when copywriters get too indulgent about making the copy very striking and humorous to get the desired audience attention. Often, copywriters get so fixated on making the copy a striking one, they do not realize that the copy might not deliver the main message of the content. So, whenever I wrote any content, I had to prioritize the main concept of the content, if a very and funny witty line had to be sacrificed for the sake of getting clarity in the content, hesitation was not an option.

A very good example of a witty copy expressing the wrong message was also shown in our class. When laser treatments for kidney stones were first introduced, a hospital put a very witty copy in their posters. The copy was:-

‘THE END OF THE STONE AGE’

On many accounts it is a very witty and clever line, a very sharp, edgy and attractive one. However, this poster backfired on the hospital for two reasons. Firstly, back then, kidney stones were a very serious disease. The sufferers of this condition were not happy with the fact that someone is making a joke out of it. Secondly, the copy does not express the action line, the unique sales proposition the hospital wants to provide to its customers. When I started working as a copywriter, the first lesson from my supervisor was to maintain clarity in the content, and I immediately realized the importance of objectivity and clarity in a copy because of my knowledge about it from the course. Throughout my internship at Cookie Jar, I always had to be aware of the fact that my content is not offensive to any particular demograph. A content can never be racist, sexist or directly offensive to any particular

class and gender. No matter how great the copy is, if it directly looks down upon any particular group of people then it is not considered as a good content.

5.3 Importance of Cliches

One proper way of writing meaningful and engaging content is to use cliches. Most of the time, the copywriter might not get any kind of special recognition for using them, but use of cliches often gets the job done. Use of words like ‘ Buy now’ , exclusive offer, limited offer, act now , maybe are overused , but copywriters repeatedly uses them because these cliché lines eventually sells products. A a very funny and attractive line, which earns a lot of accolades for the copywriter and makes everyone talking about the content but ultimately does not convert into sales or building brand image, is actually failed content because the client does not profit in any way from the content. For example this content of energypac is very generic, however this generic content gave massive sales boost to the company, mostly because it was straightforward and to the point. (See Appendix Number 8)

5.4 Identifying the USP

Another very important lesson I learned when I took the course was identifying the USP of a brand. As I have mentioned before, a brand establishes a foundation upon which they run all of their communication activities. Most of the times this foundation is based on USP or unique sales proposition. Unique Sales Proposition refers to a specific benefit or service, something that the brand believes only they can offer. An USP has to be something that competitors are not able to offer, or even if they do, their service does not match the quality of the brand that claims the service as their own USP. For example, Grammenphone believes that strong network service throughout the country is their Unique Sales proposition and they do provide better network service than any other telecommunication brands.

When I wrote content for the Commercial Vehicle brand “FOTON”, I focused more on the brand's unique sales proposition, the engine quality of the vehicle. As they are first ones who introduced Four Cylinder engine for pick-up truck's in Bangladesh, most of their communications were based on the quality of their really powerful engine, as greater engine quality was the brand's ultimate USP. So the communication route mostly focused on why four cylinder engines are better than two cylinder engines, and how the users can benefit if they use a truck with the four cylinder American Wei-Chai Engine. An example of such content is given below (See Appendix Number 9)

Chapter-6

Conclusion

“What you say in Advertising is more important than how you say it”

-David Ogilvy

David Ogilvy, famously known as the father of marketing had many great insights about the world of marketing. The above mentioned quote is probably one of the most significant wisdom he shared with the world. With all the dynamic shifts that are happening in the world, the rapid change in people's behavior, their attitude towards consuming products, the growing importance of digital media, all of that does not change the basic fundamentals of content creation. Still, even in this day and age, what message the marketier wants to convey is secondary, the most essential aspect is the presentation of the content. It is the process of creating and sharing a content that makes the difference, not the intention behind the content.

Digital Marketing has opened a new floodgate for creators, it is a platform that provides the creative liberty of creating new types of content, different types of content. For a very considerable amount of time, Television based marketing has been the most important medium for advertisement creators at different agencies. The digital marketing space has ended that monopoly of television commercials. Digital marketing has presented the agencies with a brand-new approach of content creation. This platform has influenced the creators to create contents that aims to get maximum impact within in a very short time space. It has also made the competition fierce. Since, there is so many contents, and the audience has such little time span, the creators have to be very specific and to the point to get their message across. The message itself does not contain any importance if it is not presented in a unique manner. Throughout my internship tenure at cookie jar, I tried to learn how to make impactful content. My aim was to be able to create good content with the help of two things. A lived-in work

experience at a premier advertising agency and using the learning of my academic studies.

The academic courses of our University helped me a lot in the initial phase when I was learning the rules and regulation of creating contents in digital marketing arena. From then on, working with my teammates and colleagues at “Cookie Jar” has helped to learn how a good content ultimately is always a team effort, and each and every member of the team has to do their job to the perfection so that the end product turns out the way it is intended to be.

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Appendix

The following figures displays of the copies and content I have been written as copywriter for cookie Jar. These figures are the visual reference of all the contents I have mentioned before in my internship experience.

Appendix Number 1

Merisant - New TG Selfie Campaign - March 11, 2019
Actions ▾ ×

Audience Name Merisant - New TG Selfie Campaign - March 11, 2019

Size 560,000

Type Saved Audience

Created 3/11/19, 5:23 PM

Last Updated 3/11/19, 5:23 PM

Labels

☰

Audience Details

View how this audience is defined

Audience Name Merisant - New TG Selfie Campaign - March 11, 2019

Saved Audience Details Location - Living In: Bangladesh: Latitude 22.36 Longitude 91.82 Chittagong (+2 mi), Latitude 22.35 Longitude 91.79 Chittagong (+2 mi), Latitude 22.33 Longitude 91.84 Chittagong (+2 mi), Latitude 22.33 Longitude 91.80 Chittagong (+2 mi) Chittagong Division; Latitude 23.81 Longitude 90.36 Dhaka (+1 mi), Latitude 23.83 Longitude 90.38 Dhaka (+1 mi), Latitude 23.86 Longitude 90.40 Dhaka (+2 mi), Latitude 23.79 Longitude 90.37 Dhaka (+1 mi), Latitude 23.81 Longitude 90.44 Dhaka (+2 mi), Latitude 23.78 Longitude 90.42 Dhaka (+2 mi), Latitude 23.76 Longitude 90.37 Dhaka (+2 mi), Latitude 23.74 Longitude 90.40 Dhaka (+2 mi) Dhaka Division

Age: 22 - 55

Figure NO 1: Merisant TG Analysis

Appendix Number 2:



Figure No:2 (Energypac Product Post)

Appendix Number 3:



Figure No:3 (Lucy Gold Hair Oil Product Post)

Appendix Number 4:

Kazi & Kazi Tea
November 6 at 3:24 PM · 🌐

The eighth edition of Dhaka Lit Festival begins on 8th November on the historic grounds of Bangla Academy in Dhaka. This year's session will include book launching, cultural performances, children's sessions, documentary and film screenings, interactive panel discussions and a lot more for literary enthusiasts. Come and enjoy your weekend with us at Dhaka Lit Fest 2018.

To join us please register- <https://www.dhakalitifest.com/register/>

#dhakalitifest2018... See More

⚙️ · Provide translation to Bengali



100% Organic

**Figure No:4 (Kazi and Kazi Tea Event Post)**

Appendix Number 5:

 **CBL Munchee, Bangladesh** ...
November 15 at 10:00 AM · 🌐

অর্ধেক খেয়ে রেখে দিতে, পরে খাবার জন্য সরিয়ে রাখতে, নাকি একেবারেই পুরোটা সাবাড় করতে? তুমি কিভাবে পছন্দ করো তোমার চাংকি চক খেতে? এখনই জানিয়ে দাও কমেন্ট করে!

⚙️ · Provide translation to English



Figure NO:5 (CBL Munchee Product Post)

Appendix Number 6:



The image is a promotional advertisement for Kazi & Kazi Tea. It features a top-down view of a hand pouring golden tea from a white teapot into a white cup on a wooden tray. The tray also holds a teacup, a sugar bowl, and a creamer. In the bottom left corner, four tea bags in various colors (green, brown, yellow) are displayed. The Kazi & Kazi Tea logo is in the top left, and the text '100% Organic' is in the top right. A central text box reads: 'A soothing cup of green tea daily to keep you fit and healthy'. Below the image is a Facebook post interface for 'Kazi & Kazi Tea', showing a 'Send Message' button, user avatars for 'Sabrin Islam, Subrina Orchi and 43 others', and 3 shares. Interaction buttons for 'Like', 'Comment', and 'Share' are also visible.

Figure No:6 (Kazi and Kazi Tea Product Post)

Appendix Number 7:



Figure No:7 (Energypac Product Post)

Appendix Number 8:



Figure No:8 (Energypac Offer Post)

Appendix Number 9:

FOTON **ACI Motors**

**ভাগ্যবদলের
নতুন মোড়ে স্বাগতম**

FOTON এর ৩.৫ টন পিক-আপ বাংলাদেশে প্রথমবারের মতো নিয়ে এলো আমেরিকান প্রযুক্তির কামিন্স ইঞ্জিন যা বাণিজ্যিক পরিবহনকে করবে আরও বেশি গতিশীল। তাই এবার কামিন্স ইঞ্জিনের শক্তিতে ভাগ্যবদলের নতুন দিগন্তের পথে শুরু হোক দুর্ব্বার পথচলা।
#FOTON #ACIMotors

Like This Page · December 20, 2018 · 6.8K 90 Comments 32 Shares

Like Comment Share

Most Relevant ▾

Abul Kalam Please price
Like · Reply · 14w · 2

Foton Bangladesh - ACI Motors Ltd. স্যার বিস্তারিত জানতে আপনার ইনবক্স দেখুন।
Like · Reply · 13w

Write a comment...

Figure No:9 (Foton Motors Product Post)