
Report On
A competitive Analysis on Media & Advertising
Agencies in Bangladesh

By
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An internship report submitted to the Graduate School of Management in
partial fulfillment of the requirements for the degree of
Masters of Business Administration

Graduate School of Management

BRAC University

7th June, 2021

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Declaration

It is hereby declared that

1. The internship report submitted is my/our 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/We have acknowledged all main sources of help.

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Dr Rafiuddin Ahmed, Associate Professor (Adjunct)
Graduate School of Management, BRAC University

Letter of Transmittal

Dr. Rafiuddin Ahmed (Rafi)

Associate Professor,

Department of Marketing

Associate Professor (Adjunct)

Graduate School of Management, BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Sir,

This is my pleasure to submit my internship report on “A competitive Analysis on Media & Advertising Agencies in Bangladesh”. It was a great opportunity for me to acquire knowledge and experience in respect of the functions and process of an advertising agency, while working in Mediacom Beyond Advertising. I believe that the knowledge and experience I have gathered during my internship period will immensely help me in my professional life. I have concentrated as much as possible and tried my best to achieve the objectives of the practical orientation and hope that my endeavor will serve the purpose. However, I will always be happy to follow any further clarification that you may require.

Sincerely yours,

Student Full Name: G.A. Faisal

Student ID: 18364069

Graduate School of Management

BRAC University

Date: 7th June 2021

Non-Disclosure Agreement

This report is made and entered into by and between Integrated Mediacom Beyond Advertising (MBA) and the undersigned student G.A. Faisal, ID- 18364069 at BRAC University for the purpose of internship. During my job with MBA, I have acquired “confidential information” and with acknowledgement of MBA management process. So, without prior permission and notice to MBA & me this “confidential information” is strictly prohibited to share with any online, offline & other news or print media.

Acknowledgement

With the great opportunity given to us for writing this report, it has brought a sense of pleasure to be able to submit it. I would like to thank all the contributors of this piece of writing. Unfortunately, the list of expressive gratitude- no matter how extensive- is always incomplete and inadequate.

However, to start with, I would like to thank our Almighty God for bestowing me with patience and courage to finish this huge task with the given deadline. In addition, I sincerely acknowledge our debt to our honorable faculty Dr. Rafiuddin Ahmed for his valuable counseling to better my report. Without his encouragement, this work would have been extremely difficult to accomplish.

I am also grateful to the management of Mediacom Beyond Advertising for offering me the Internship training. My special thanks to Director of Mediacom Beyond Advertising Rahat Sohail Ananna, Media Manager Ahasnul Karim Sani, Senior Media Executive MD. Abdullah Al Jubair and the staffs who have given me the practical knowledge about the processes of media buying.

I am also delighted to each person who I bothered inside and outside of Mediacom Beyond Advertising, in carrying out this report.

Executive Summary

The modern period is the period of advertising, and the likelihood of advertising success is determined by more than just the degree of creativity. Advertising messages frequently emphasize the virtues of a product or service. Manufacturers or organizations are obligated to maintain the promised attributes in order for customers to continue to buy these products or services; otherwise, customers will buy less of their products or services and patronize their competitors instead. The process of media planning, procurement, and implementation is critical for a successful campaign to achieve the best possible advertising results. The purpose of this paper is to investigate the effects and circumstances of various agencies in Bangladesh, as well as to learn how a media agency operates and what function it plays in the marketing industry. In order to fulfill the above-mentioned goal and complete the study flawlessly, I used both primary and secondary sources of data collecting in a sensible and balanced manner. I attempted to conduct research using a questionnaire that would serve the purpose in the most efficient and effective manner possible. Due to variables such as expected lack of cooperation from some authorities and data confidentiality, I had to rely on secondary sources such as the internet, websites, magazines, and newspapers. Throughout this research, I have noticed a number of facts about advertising firms, including their strengths, weaknesses, possibilities, and dangers, all of which ought to be mentioned. Most advertising companies are primarily concerned with the demands of consumers, regardless of the type of the product or service being marketed. People working at modestly positioned advertising companies do not receive appropriate training. There is a lack of specialization, improvisation, and dynamism as a result of this.

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List of Acronyms:

MBA	Mediacom Beyond Advertising
AD	Advertising
IMC	Integrated Marketing Communication
B2B	Business to Business
E-Commerce	Electronic Commerce
BBF	Bangladesh Brand Forum

Chapter 1

Overview of Internship



1. Introduction:

1.1 Student's Information:

Name	G.A. Faisal
ID	18364069
Program	Master of Business Administration
Major	Marketing

1.2 Internship Information:

Period :	5 Months (27th December 2020 to 31st May 2021)
Company Name:	Mediacom Beyond Advertising(MBA)
Department:	Media Buying
Address:	L-7,P-116, R-11, Block –E, Banani,Dhaka-1213, Bangladesh

1.2.1 Super visor's Information:

Name: Rahat Sohail Ananna

Position: Director

1.2.2 My responsibilities:

I was selected for the Media Buying department. But at first my supervisor Rahat Sohail Ananna (Director) did not provide me much work. She asked me to observe and learn before being assigned any work.

Some of my major duties:

- Monitoring advertisements, press releases, broadcast coverage and assessing whether stories are favorable or detrimental to clients.
- Summarizing and finalizing data of TVC's of Merico Bangladesh. (Our client).
- Focus primarily on learning and developing new skills and gaining knowledge in various fields of Media Consultants Ltd.
- Billing financial transactions of ACI (our client).

1.3 Internship Outcomes:

1.3.1 My contribution to the company:

As I said before I joined in Media buying Department, here the employees have to be responsible for negotiating the best rate, quality, and placement of digital advertisements and should also be able to establish trust and build rapport with clients and partners while closely working with the internal Brand Services team.

Some of my contributions:

- I helped the buying team mostly by monitoring the advertising spots of TVC's.
- I helped them to create Work Order of TVC's.
- I communicate with various media executives especially with Choyon Da, senior media executive of Bangla TV to ensure that the work order which we gave them it could be maintain properly.
- I also helped the accounts department too by billing my transections.
- I also sat in digital marketing department sometimes in absence of their regular employee.

Benefits for the students:

- Student shall be paid a monthly honorarium of BDT 5000 during the time of his/her engagement as intern.
- Opportunity to work in dynamic and fun environment with one of best team among the media agencies.
- Hands on experience working with top brands.
- Opportunity to learn immensely in a short time.
- Tea & evening snacks. Occasionally treat in the reputed restaurant.
- Departmental tour occasionally.

1.3.2 Recommendations:

- Media planners should concentrate more in online advertisement especially in Facebook, YouTube, Instagram and TikTok.
- Clients give them very short time to prepare the plane. So, planners should ask for more time from the client to prepare the plan efficiently.
- Planners have to enhance their creativity to understand the behavior, insights, interest of the customer.
- The planners always neglect few errors which is occurred preparing the plan. For this, I faced little bit difficulties to monitoring the work orders. So, they should concentrate more to avoid to these silly mistakes.

They have a good number of clients but compare to the number of clients they got, they have very few employees in the office. For this problem the world load for per employee is very high. So, they need more employees especially in the Accounts and Media buying departments.

Chapter 2

Organizational Overview



MBA

2.1 Purpose of the report:

Though it is a non-credit course but to complete my MBA degree, as per University policy, I have to prepare this internship report.

2.2 Company Name:

Mediacom Beyond Advertising (MBA) / Media Consultancy Limited.

2.3 Company's Slogan:

“In MBA we believe a media plan can deliver more than just a brand promotion.”

2.4 Company's Mission:

“Keep evolving in size and dimension and provide complete solutions to your communication needs in ever changing landscape.”

2.5 Company's Vision:

A shared belief that everything is connected- while we take great strides to reach new heights.”

2.6 About Company:

MBA is a subsidiary of GroupM, a multinational media conglomerate. In August of 2016, they began their trip in Bangladesh. With just one client P&G, and grew by 130% by winning various key clients. Currently MBA is working with their 14 clients. Within 5 years they able to get 13 more clients successfully. Their ambition is high, as they set out to confront their opponents with their vast knowledge and processing powers. They feel that a media plan may provide an extra effort that will help the company reach its goals.

2.7 Background:

Mediacom Beyond Advertising is global and growing fast with over 800 people in 42 countries. It was founded 2009. Headquarter of MBA is situated in London, United Kingdom. MBA has the most geographically diverse network of offices and expertise in the industry. MBA has started in operation in Bangladesh in 2016. GroupM (concern of Asiatic 3sixty) brought MBA into

Bangladesh, which made MBA the third media agency controlled and maintained by GroupM.
Now, MBA is operating its business having 14 clients in Bangladesh.

2.8 Mediacom Beyond Advertising (MBA) In brief:

Website	Global: http://mediacombeyondadvertising.com/ Bangladesh: https://www.asiatic360.com/our-companies/mba/
Industry type:	Marketing and Advertising
Company size:	501-1000 employees
Headquarters:	London
Type:	Public Company
Founded:	2009
Company Size in Bangladesh:	16 employees are currently working there. (Except interns)

2.9 Organizational Structure:

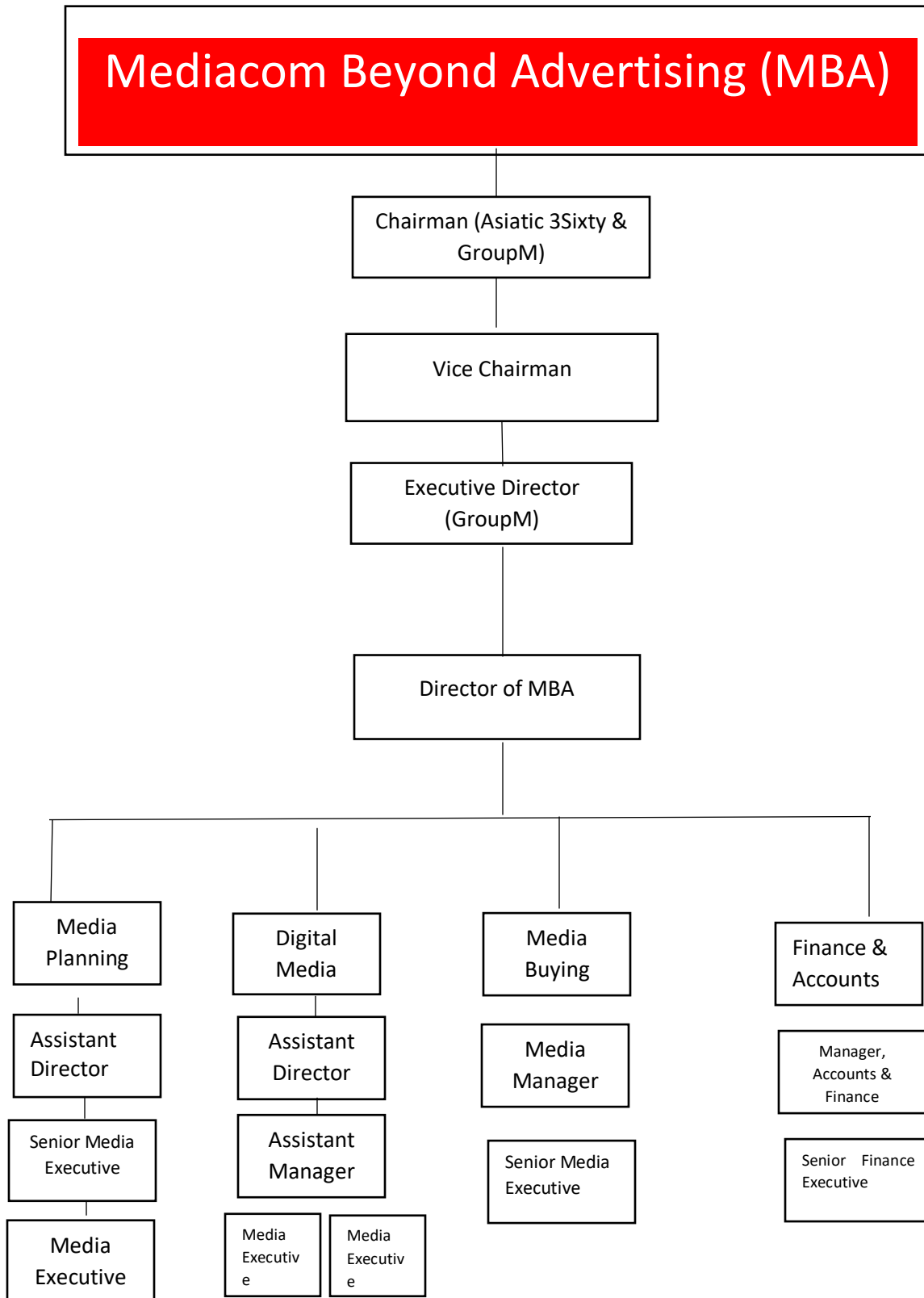


Figure 1: Organizational Structure of MBA

Chairman of Asiatic 3sixty & GroupM:

- Sara Zaker
- Asaduzzaman Noor

Vice Chairman: Iresh Zaker

Executive Director: Morshed Alam

Director: Rahat Sohail Ananna

2.10 Core Services:

MBA offers its client different services according their needs. Some of the services they provide-

- ✚ Strategic Media Planning & consultancy
- ✚ Media Buying & Execution
- ✚ Social Media Marketing
- ✚ Media Investment & Management
- ✚ Implementation

2.11 Clients of MBA:



Figure 2: Clients of MBA

2.12 SWOT Analysis:

A SWOT analysis is a list of your company's advantages, disadvantages, opportunities, and threats. The fundamental goal of a SWOT analysis is to assist firms in developing a complete understanding of all the aspects that go into making a business decision.

Strengths: <ul style="list-style-type: none">• Multinational recognition• Working with well-known local and foreign clients• Maintaining a good relationship with the clients for a long time	Weakness: <ul style="list-style-type: none">• Lack of financial capacities.• Lack of enough employees• Lack of proper management in Finance & Accounts Department
Opportunities: <ul style="list-style-type: none">• Demand of Social media advertising increasing day by day• As MBA is a multinational firm, they can get more global clients in near future• As they are maintained by Asiatic 3sixty which is a reputed giant advertising firm in the country, MBA has a huge opportunities to get more local clients	Threats: <ul style="list-style-type: none">• The number of media agency is increasing, and the new comers are doing very well• As new companies doing well, and there's a big chances of losing potential clients• Pitch process

Table 1: SWOT Analysis of MBA

Explanations:

The main strengths of MBA is it is a Multinational agency. That is why they got a good number of local and international clients. As it has international recognition, so the clients are keeping a long relationship with MBA. We know that the demand of social media advertising is increasing day by day. As they have digital media department so there is more opportunities for them to get more clients.

MBA is maintained by Asiatic 3sixty. Which is a giant advertising firm in the country. So, the combination of having liked with Asiatic and international brand reputation they will get more clients in future. But the biggest threat is the number of media agencies are increasing rapidly in Bangladesh. And most of them doing very well. So, if they do well continuously there will be chances of losing or not to get more clients.

Though it has multinational recognition they are facing lack of financial capacities. They have a very small office in Banani with a very few employees. So, they often faces world load and have to work long hours so often in every week. For, this some employees are looking for better opportunities for switching. Their accounts & finance department is facing lack of proper management. So, they should bring a well-organized and experience person to control the fianace & accounts department.

2.13 Recommendations:

- ❖ They need more capitals.
- ❖ Media Buying and Finance Accounting departments need more employees.
- ❖ They need an expert in Accounts & finance department. For this they can hire a qualified candidate for Accounts & finance department who has more than 10 years experiences in Accounts & finance department at any advertising agency, who can lead the Accounts & finance department effectively.
- ❖ They have to come with more innovate thoughts and ideas.
- ❖ They can extend their departments/Services such as Digital Media Sales, Branding and Strategy Development, Query Management, Website and App Solution etc.

2.15 Conclusion:

I was selected as an intern in MBA for three months. After completing 3 months they offer me to stay 2 more months and I accepted it happily. Working with MBA always very interesting and enjoyable to me. The company provides me very wonderful atmosphere. All the employees are very friendly and gentle at me. Before doing Internship in MBA, I never heard about any advertising agency. I have learned lots of information and tactics about advertising and media industry. It was a great learning opportunity for me. The combination of creativity and pitching skill has shaped me into a creative thinker who can also think about what clients want and how ideas may be pitched to them. This has been an excellent stepping stone for my future employment opportunities. I strongly believe that MBA is an ideal place for intern who wants to build career in media & advertising industry.

Chapter 3

Main Project

(A competitive analysis on Media & Advertising Agencies in Bangladesh)



Sub chapter 1: Introduction

Since my freshman year of university, I've wanted to pursue a career in the creative arena. While studying in the Graduate School of Management in spring semester I created an account in OCSAR for searching internship. That was probably my second last semester of MBA program in BRAC University.

One day I found an advertisement in my dashboard in OCSAR, where I saw GroupM(leading advertisement agency in the country) was searching for interns for their Media Buying Department. So, I did not think twice to apply there. After some days they called for the interview and then they selected me to work as an intern in their media buying department at MBA (Mediacom Beyond Advertising), which is a GroupM company.

I learned about the tremendous influence of advertisement in our country while working there. Earlier I used to believe that commercials could only be found on billboards, television, radio, and newspapers. However, during my internship, I discovered that agencies present a variety of new means of advertising, making them trend setters.

1.1 Flashback

Advertising in Bangladesh is becoming increasingly difficult. It's challenging for companies to reach out to everyone in a country with such a varied and large population as Bangladesh. It is critical for any company, whether it is e-commerce, telecom, automobiles, or any other, to market their products using the appropriate strategies. Advertising and media firms are always coming up with fresh ideas and innovative concepts to market items and make an impression on the audience. The function of marketing – selling a product, hasn't changed through the decades, but the strategies certainly have. From the Egyptians carving public notices in steel to advertise in 2000 BC to today's widely used viral and online advertising, the world of advertising has undergone a constant and dynamic change, in an ever-increasing competition to break through the clutter of advertisements and reach consumers. Promotional strategies and advertising tactics for brands

have changed dramatically over time, primarily to adapt to changes in how customers view and experience products, as well as to stand out in today's advertising clutter. An advertising agency writes and develops commercials for clients, places ads in newspapers, creates advertising campaigns, and manages all aspects of a client's advertising. Marketers and creative agencies are increasingly moving away from traditional advertising methods such as television and radio commercials, as well as a plethora of billboards in Bangladesh. While marketers are recognizing the importance of differentiating their products not only in terms of their USPs, but also in how they present and promote them to consumers, it is the creative agencies that truly believe in the advertising era's constant change. Advertising agencies recognize that they will need to constantly identify and develop creative new approaches in order to adapt to significant market changes. One of their most important responsibilities is to assist their clients in understanding and appreciating why only TV commercials and billboards are no longer effective in attracting and retaining customer attention.

Right now in Bangladesh there are lots of advertising and media agencies available. But few of them are doing well. Those are: ADA, Asiatic Mindshare Bangladesh, Wavemaker Bangladesh, MBA, Bitopi, Mediacom Limited etc. Among them Mindshare, MBA, Wavemaker is the concern of GroupM. Right Now, I am doing my internship in MBA (Mediacom Beyond Advertisement) which is a concern of GroupM. ”In this report, I have totally talk about a comparative analysis on Media & Advertisement Agencies in Bangladesh.

1.2 Objective of the study

Major Objective: The primary objective of this paper is to competitive analyze media and advertisement agencies in our country.

Specific objectives:

- Checkout the current practices of advertising agencies in Bangladesh.
- To explain the current state of Bangladesh's advertising agencies.
- To determine the issues faced by advertising agencies in Bangladesh.
- To learn about the role of advertising agencies in the Bangladeshi economy.

1.3 Scope of the study

This research study is conducted on Mediacom Beyond Advertising. The data and information of the report has been collected from Mediacom Beyond Advertising website, office documents and social network platforms.

1.4 Significance of study: By doing this report, I have gained potential information about media agencies. It will help the organization to know their weakness and strengths and also the company will know their current situation and the expectations of the employees and other general people's.

1.5 Research Methodology:

 Sampling method:

In this paper I will the non-probability sampling method. Non-probability sampling is described as a sampling approach in which samples are chosen based on the researcher's subjective assessment rather than random selection. Every person in the population has an equal probability of getting chosen.

✚ Data type & Data sources:

1. Primary Data: Survey Data. -The resultant data acquired from a sample of respondents who did a survey is referred to as survey data. This data is complete information about a given issue obtained from a target population in order to perform research. Survey data collecting and statistical analysis may be done in a variety of ways.
2. Secondary Data: Articles, Journals, Websites, Magazines, Internet, social media etc.

Data gathered by someone other than the primary user is referred to as secondary data. Censuses, information gathered by government departments, organizational records, and data acquired for other research objectives are all common sources of secondary data for social science is called secondary data.

1.6 Limitations:

All findings may not be representative across industry. The approach requires interviewing corporate employees, time might be a big constraint. . Time saving aspect may lead to scarcity of usable data.

1.7 Media & Advertising Agencies in brief:

What is Media Agency?

- An agency who advises businesses about how and when to advertise, as well as how to show themselves to the public in a positive light.

What is an Advertising Agency?

-An advertising agency, also known as a creative agency or an ad agency, is a company that specializes in the development, organizing, and execution of advertisements and other types of promotion and marketing for its clients.

What does a Media / Advertising agency do?

-Media agencies ensure that clients fully comprehend their customers' behavior; they ensure that advertisements are properly targeted; and they ensure that clients fully comprehend the potential of new technologies and have access to the most up-to-date offers from key media owners.

Why do we need Media/ Advertising agency?

-A media agency may use the combined budgets of all of its clients to support each client individually. With this purchasing power, you can improve the cost and ad placement of your campaigns. Purchasing media in bulk is one of the most effective ways to ensure that your advertising dollars go as far as possible.

Types of Advertising agencies:

- Full service agencies: The majority of full-service agencies work on a fee-based and commission-based remuneration model.
- Interactive Agency: Web design/development, search engine marketing, internet advertising/marketing, and E business / E commerce are all services that interactive agencies may provide.
- Tradigital Agency: who are experts in both traditional and digital advertising.

Roles of media/advertising agencies: The primary function of an advertising agency is to work with clients to develop and maintain the brands that they both serve, utilizing consumer understanding and insight, as well as creative and media delivery skills, to provide the best advice and execution for those brands' advertising to those clients. Another role of media and advertising agencies is to help with the conversion of a product or service into a brand by clearly presenting the offering to the customer. By expressing the brand's unique personality, as well as its mission and benefits. In a nutshell, its goal is to create genuine differentiation through the consumer relationship.

Some major functions of media / advertising agencies:

- Talent & Creative productions.
- Research
- Media planning
- Media Management
- Media Investment
- Monitoring feedback

Some other variety functions of media agencies:

- Public relations
- Organizing exhibitions and fairs
- Preparing all kinds of publicity material
- Planning and organizing special events
- Direct marketing

Reasons of hiring media/ advertising agencies by clients:

- People with the necessary skill and experience in the numerous sub-disciplines of advertising are brought together by an advertising agency. As a result, ad firms employ copywriters, visualizers, researchers, photographers, directors, planners, and individuals who solicit business and deal with clients. All of these people are moulded into a team by an agency, which provides them with a very favourable working environment.

-
- Advertising agencies are well-versed in their field. Ad agencies are known for their objectivity.
 - It is cost effective.
 - Advertising agencies give their clients with highly qualified professionals who are experts in their industries.
 - Media agencies have better relationship with the TV channels, radio, newspaper etc. compare to companies.

Media Plan of agencies:

- TRP (television rating points- collected from a third party research agency)
- RRP (ratio rating points- collected from a third party agency)
- Campaign duration
- Budget of the campaign
- Target consumer of the campaign
- Making work-orders for TVC's.

Structure of a Full Advertising/Media Agency:



Figure 3: Departments and Organizational Structure of Advertising Agency

The History of Advertising Agencies:

Ads were originally distributed to different media outlets by lobbyists who, in the early days of advertising, sold and re-sold advertising space with a discount, before the bona fide advertising agencies were born. This were the humble beginnings of full-fledged advertising firms, also known as agencies. Such individuals will gradually assume more duties, including planning, writing, designing, and organizing, as well as a variety of other services.

The first advertising agencies were established in 1786 in London by William Taylor, who is now regarded as the world's first advertising agency. While the UK company is credited with being the forerunner of advertising agencies in Europe, it was Volney B. Palmer who brought the concept across the Atlantic. Palmer founded the first agency in the United States in 1840. Palmer describes his services as "the duly appointed agent of most in the best newspapers of all the cities and regional towns in the United States and Canada, for which he is regular obtaining ads and subscriptions," according to Adland: A Global History of Advertising. Some agents produced directories with advertisement rates for newspapers in New England at the request of their clients. Many agencies profited from purchasing newspaper space and reselling it at a higher price. Until the 19th century, when N.W. Ayer & Son was established in New York, several other advertising companies adopted the same business model.

Historical Perspective and Evaluation of Advertising Firms/Agencies in Bangladesh:

Due to a lack of industrialization and education, there was very little advertisement practice in Bangladesh prior to independence (1971). Specialized advertising companies were in short supply. Bitopi, East Asistic (now Asiatic), and Interspan were among the first to enter the market, almost in 1967. Other ad agencies began operations after the country gained independence. Now the total numbers of advertising firms are almost seven hundreds.

In the region, there is no structured system for monitoring advertising agencies. Bangladesh has 150 registered departments, according to official media reports. Television is an excellent source of information (BTV). The top nine advertising agencies in the world, on the other hand, control the majority of the market. GroupM, ADA, Asiatic, Bitopi, We Host Dhaka, Digitalvast, Mediacom, and Matra are among these firms.

In Bangladesh, there are different types of advertising agencies. Based on the placement approach, advertising media in Bangladesh can be divided into two categories: Above the Line (ATL) and Below the Line (BTL). Newspapers, magazines, radio, television, and satellite and cable television are all part of ATL. Event management, in-house advertisement (company conducting own advertisement) at point of purchase, outdoor advertisement (billboards, hoardings, neonsigns), creative events (jatra, streetdrama), and advertising on vehicle bodies and fliers are all examples of BTL placement strategies.

Since 1967, the growth of the advertising industry has shown a clear link between the country's economic growth and buying power. This industry's economic growth in our country is slow but steady. In order to compete with traditional advertising agencies, informal advertising agencies are constantly springing up. Advertising agencies' clients are mainly private national companies (PNCs), multinational corporations (MNCs), and non-governmental organizations (NGOs) (NGOs). The MNCs have the largest media share, followed by the PNCs. Export-oriented businesses have gradually begun to rely on advertising industry expertise, particularly in the area of brochure growth. The government regulates the legal aspect of advertising by requiring the media to sign contracts with advertising firms or the advertiser for all forms of advertisements. Advertisements for medicines, cigarettes, and other similar products require approval from the Ministry of Health. In addition, the government has developed an ethical code of ethics for advertising agencies and the media, but it has not been enforced as a legal document. In general, the media is required to follow social norms and moral values, refraining from overt attacks on any religion, individual, or organization, as well as obscenity and vulgarity, and refraining from using historical and political figures in advertising.

Trends in modern media and advertising:

Our way of life has changed dramatically as a result of the industrial revolution and its subsequent communication revolution. Our lives have gradually become more materialistic and competitive, and as a result, developments in the advertising landscape have occurred. However, these reforms were brought about by advertising companies because the primary function of advertisements is to advertise a product, and for proper marketing, commercials must be of sufficient quality to

persuade customers. There are several businesses on the market today that sell the same goods. People nowadays think twice or even three times before buying a commodity. Since people are becoming more brand aware, it can be difficult for customers to decide which brand to use. For example, we all know that Gucci is a globally recognized brand. When a person uses this brand's products, they can make a positive impression on others. People notice and speak about the person who exhibits his brand consciousness, and as a result, he achieves a notable social standing. Because most customers desire this level of prestige, the 'status factor' is also a major phrase in ads, and it is the job of advertising companies to create ads that meet customer needs.

Top 5 Media and Advertising Agencies in Bangladesh at a glance:

Asiatic 3Sixty & GroupM: Asiatic 360 is one of the country's leading marketing and advertising strategy companies, providing brands with a variety of marketing solutions that are innovative. The journey started on May 15th, 1966, under the name East Asiatic, with the aim of serving conventional businesses in the absence of brands at the time. In 1966, Asiatic partnered with J, Walker Thompson (JWT), one of the world's oldest global agencies, with 150 years of experience in marketing relations and growth to become the 4th largest international communication agency, to help them provide pioneering innovation and marketing solutions to their clients through global guidance to international guidelines. Communication, public relations, analysis, experiential marketing, audio-visual processing, media purchasing, publishing, outsourcing, broadcasting, and digital marketing are just some of the services provided by Asiatic. Overall, Asiatic 360 employs 890 people across all wings and is regarded as one of the most sought-after businesses in the world.

WPP Group founded GroupM, the world's leading full-fledged media service investment management operation, to manage its assets in this market. Maxus, MediaCom, Wavemaker, and MindShare are among these properties. GroupM focuses on the intelligent use of volume and size in trading, as well as creativity and service quality, to support clients and the companies it works with. In Bangladesh it is a concern of Asiatic 3sixty but work independently.

Bitopi : Bitopi is a major advertising correspondences company in our country. They started as Bitopi Promotions, serving traditional businesses without establishing a brand at the time. Early

this year, Bitopi Advertising Limited started working with global advertising agency Foote Cone and Belding (FCB). Bitopi is one of Bangladesh's most well-established businesses. This ad firm expanded their company to new heights, cementing their place as the nation's leading 360-degree promoting arrangement provider. When it first started out, the promotion department was small, and one of the most important areas of business was improvements distributed mostly by the government.

Mediacom Limited: Brand consulting, marketing communication, social communication, event management, media planning, print productions, and other associated advertisement and marketing services are all provided by Mediacom. It's been nearly 18 years since Mediacom first opened its doors. This clearly demonstrates the level of expertise in the field of advertising. It has had a lot of success in the Bangladeshi market, thanks to their experienced staff. Since they are interested in brand creation and consumer goods trade promotion, the personnel's expertise is extremely valuable.

ADA: ADA (Analytics. Data. Advertising), a subsidiary of the Axiata Group, was founded on the most strong telco roots and aspires to be a digital leader in a market where change is the only constant. ADA is a company that combines parts marketing consultancy, data science, and marketing consultancy to break down barriers in this stereotypical industry by using its vast and infallible data hub, then translating those insights into actionable tactics and business plans to win in the market. It is Asia's largest company that amalgamate data, insights, contents and media to takeout epic business outcomes.

Grey: The Grey Group has grown to become one of the world's largest advertising and marketing agency networks. GREY Advertising Bangladesh Ltd, the Grey Group's Bangladesh branch, is the country's first and only truly global advertising firm. Grey Advertising Bangladesh Ltd has become the country's most awarded and sought after agency by adhering to the global ethos of generating "Famously Effective" works. Grey is, above all, a people-centered firm. They feel that their employees are what makes Grey Bangladesh a terrific place to work every day.

Ad Agencies Contribution in Bangladesh Economy:

Today, the Bangladeshi advertising sector is abuzz with activity. It has grown from a small-scale operation to a full-fledged enterprise. It has expanded its borders in terms of innovation, capital, and the number of people involved, becoming one of the important industries and tertiary sectors. In a short period of time, the Bangladeshi advertising sector has carved out a position for itself and established itself on the worldwide stage. Bangladesh's advertising business, which is worth a lot of money, has created a lot of buzz.

Advertising is being viewed as a tool for businesses to capitalize on attractive commercial prospects. Business expansion has resulted in a rise in the advertising industry as well. Both national and international initiatives are handled by Bangladeshi advertising nowadays. Client servicing, media planning, media purchasing, creative conceptualization, before and post campaign analysis, market research, marketing, public relations, and branding are among the services provided by the industry. The industry will contribute significantly to GDP in the future. With all of this, the Bangladeshi advertising industry is positioned to achieve international recognition.

Problems and Challenges of Media & Advertising agencies are facing in Bangladesh:

- Insufficient media data & tools.
- Lower investment
- Advertising takes a lot of time and effort. As a result, it is costly. Acquiring new technology comes at a significant price.
- People who work in advertising companies are not treated with the respect they deserve.
- Insufficient technological support
- Lack of employees.
- Many local businesses are unconcerned with or uninterested in advertising. These businesses either invest less in advertising or have no interest in it. As a result, they are unable to compete with those businesses, particularly multinational corporations.

1.8 SWOT Analysis:

Strengths:

- Almost all the agencies are have modern facilities.
- All most all agencies have vast knowledge of handle clients.
- Strong local networking.
- Some agencies connected with global clients.
- Most of them have good local & international recognition.

Weakness:

- Not always able to complete all campaigns using internal support, due to shortage in manpower.
- Insufficient scope of training.
- Lack of investments.
- Slow career growth rate of the employees.

Opportunities:

- Brand building practice increasing.
- Future market growth possibilities.
- Increasing Competition in deferent categories Influencing higher Media Spending.
- Global clients are increasing.

Threats:

- Global advertising giants are investing in Bangladesh.
- When an agency experiences losses, the promotional budget is the first thing to be reduced.

-
- Clients have their own media department.
 - Local businesses don't always recognize the value of branding.

Sub chapter 2: Literature Review

Advertising has become a part of a nation's economic and social fabric, according to Sohel Ahamed S.M. (2011). It contains information on the product, service, and ideas, among other things. It has an impact on the decisions we make. A descriptive framework was created in order to comprehend the history of advertising in Bangladesh, advertising categories, advertising costs for various channels, key advertising customers in Bangladesh, and the legal aspects of advertising in Bangladesh. This research is qualitative in character. This study allows academics to learn about the history, trends, and impact of advertisements in our nation. Following this investigation, the general trends and quality of advertising in Bangladesh will be revealed.

According to Jamil Md Abdullah (2012), Bangladesh's advertising sector has been institutionalized for about four decades. When information and telecommunications technology was first introduced, the business saw a significant slowdown in all of its areas, including the number of advertising agencies, patron businesses, research organizations, models, and production companies, to name a few.

According to Rahman, M. (2010), the advertising sector in Bangladesh is estimated to be around tk.1200 crore. Print media dominates the business with a 43 percent market share, while television comes in second with 36 percent of the country's advertising market. The sector is expanding at a ten percent annual rate, owing to increased competition among the major mobile providers.

The Bangladesh Brand Forum (BBF) researches and distributes quantitative statistics on advertising expenditures by businesses and sectors in Bangladesh. It demonstrates how the industry is growing, how expenditure transfers from one medium to another, from one firm to another, and so on. The proportion of advertisements distributed in various forms of media was shown by BBF in 2007. (The Daily Star, 02 March, 2008). It was shown that print media received the biggest percentage of advertising (43%) followed by television (36%), radio (4%), outdoor, cinema, and the Internet. They estimated that large firms' ad expenditures increased by 7% in 2007. They discovered the most expensive firms in eleven categories, including telecom, banking, real estate, education, soft drinks, mobile phones, personal care, electronics, shampoo, and snacks. It was projected that the top 10 sectors accounted for about 80% of overall media expenditures in that year.

Institutions such as 'Dhaka News' and 'Ryan's Archive,' among others, are recording and evaluating commercials and news on both news, newspaper, and television channels in Bangladesh. Dhaka News reports on the advertising expenditures of Bangladesh's various mobile phone operators in 2010. According to the report, television ads are the most expensive type of advertising in the country (Rahman, M. 2010). In July of 2010, it is discovered that 'Robi' had surpassed GrameenPhone. It also investigates the possible cause of the company's significant increase in advertising costs.

There is no institutional mechanism of tracking advertising companies in Bangladesh, according to BANGLAPEDIA. According to official media sources, Bangladesh Television has registered 150 agencies, with the total number exceeding 500 when both the legitimate and informal sectors are considered. The top nine advertising firms in the country, however, control more than 70% of the formal market share. Adcomm, Asiatic, Bitopi, Unitrend, Grey, Interspeed, Popular, Madonna, and Mattra are the agencies in descending order of market share. Other advertising agencies account for just around 13% of the market, with the balance going to in-house advertising by businesses.

Sub chapter 3: Methodology:

The underlying plan and logic of your research effort is referred to as methodology. It entails researching the methods employed in your profession, as well as the ideas or ideas that behind them, in order to design a strategy that is tailored to your goals.

3.1 Data collection procedure: Data collection is the act of acquiring and evaluating information on variables of interest in a systematic manner that allows researchers to answer research questions, test hypotheses, and assess outcomes.

The report is conducted by using primary and secondary data. For primary data I have made a set of questionnaires. Secondary data is collected from Journals, newspapers, websites, Google, social media, magazines etc.

3.2 Interpretation: The process of explaining, reframing, or otherwise demonstrating your own understanding of something is known as interpretation. An interpreter is a person who translates one language into another and explains what a person is saying to someone who doesn't understand it.

I have described the findings of each questionnaire which I have taken from respondents through Google forms.

3.3 Comment: A statement that expresses an opinion or emotion, either verbally or in writing.

I have given some feedback by analyzing the responses of the respondents. Here I applied some rules to give proper comments.

- I kept it simple
- I Wrote the Comment as I read Instead of after.
- Treat it as though it were a commentary
- I was not afraid to leave criticism

3.4 Number of respondents: The number of respondents are 40. There are different types and people having different professions participate the survey. Both male and female jointly participate. I selected those 40 people, who are always very co-operative with me.

3.5 Data analysis: The process of analyzing, cleaning, manipulating, and modeling data with the objective of identifying usable information, informing conclusions, and assisting decision-making is known as data analysis.

Try to analyze the respondent's data in respect of percentage of majority. Neither hard nor fast calculations are carried out for data analysis. I thought it would be the best way to understand their thoughts and suggestions. After analyzing those data I prepared my recommendations. Those data help me a lot to fulfil the objective of my report.

3.6 Limitations:

- I had not get enough time to prepare the report
- Most of the information I collected from internet, and some directly from internet. So there is a huge chances to get some controversial information.
- Every establishment has its secrecy that is not shared with everyone. So this confidentiality of information was also an obstacle that I faced to prepare this report.

Sub chapter 4: Findings

4.1 Survey Analysis

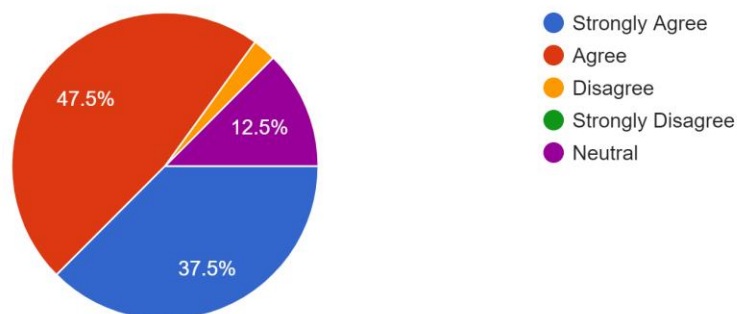
To analyze the standard of our media & advertising agencies of our country, I have made a questionnaire survey. In order to achieve my report objective this questionnaire was asked among 40 respondents by using Google forms. There were five questions I have asked them to answer through online platforms. I choose only five questions because from my previous experience I have found that most of the people feel disturbing to answer a lot of questions. They are encouraged to answer all the parts if you ask them as less questions as you can.

Among the 40 respondents 60% were aged between 21-30 and 30% were between 15-20. Remaining 10% were aged between 31-50+ or above. So, most of the respondents are aged between 21-30.

Besides, Among 40 respondents we see, 42.5% were Female and 57.5% were Male. So, we can say almost Male & Female equally participate.

Q1) Media & Advertising agencies play an important role in the modern era of digital marketing.

Media and Advertisement agencies play an important role in the modern era of digital marketing.
40 responses

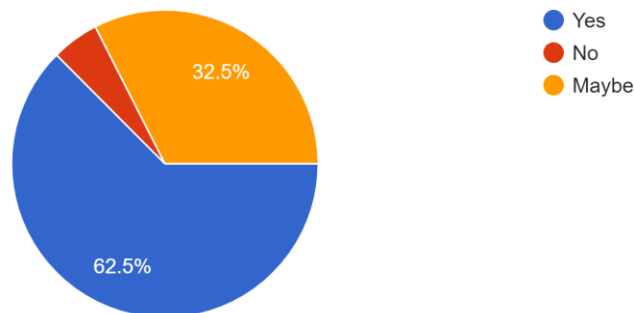


Interpretation: From the pie chart, we can see 37.5% are strongly agreed with the statement. 47.5% of them were agreed and 12.5 remain neutral. Very few percentage of people disagreed with this statement. So, we see most of the people are agreed with the statement.

Comment: All most all of the respondents believe that Media & Advertising agencies play an important role in the modern era of digital marketing. Because, advertising has revolutionized the way we raise awareness about any product or service in our society. It has given customers the opportunity to learn more about a service or product before making a purchase. On the levels of originality and originality, advertising has progressed.

Q2) Do you prefer to work in Media & Advertising agencies?

Do you prefer to work in Media & Advertising agencies?
40 responses



Interpretation: In the pie chart, we can see 62.5% were agreed to work in media and advertising agencies. 32.5% were not sure about whether they would like to join media & advertising agencies or not. And a few percentage of people do not like to work in Ad & Media agencies.

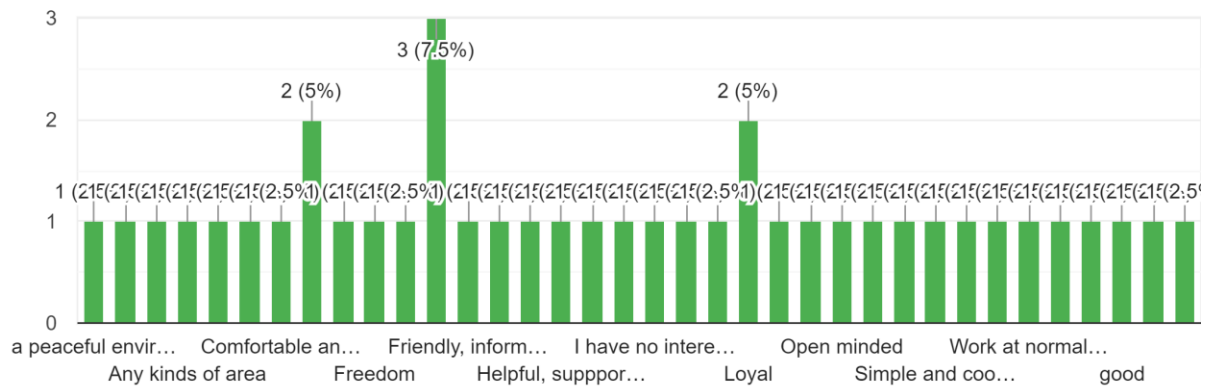
Comment: Most of the respondents want to be a part of our media & advertising agencies. Because they can get there:

-
- Social environment
 - Great learning opportunity
 - Focus on what they love
 - Opportunities for Advancement
 - Opportunities to Network

Q3) What type of environment do you prefer to work in a media agency?

What type of environment you prefer to work in a media agency?

40 responses



Interpretation: In this question 40 respondents replied in 40 different way, but I can share you some common things which most of them wanted to work in media and advertisement agencies.

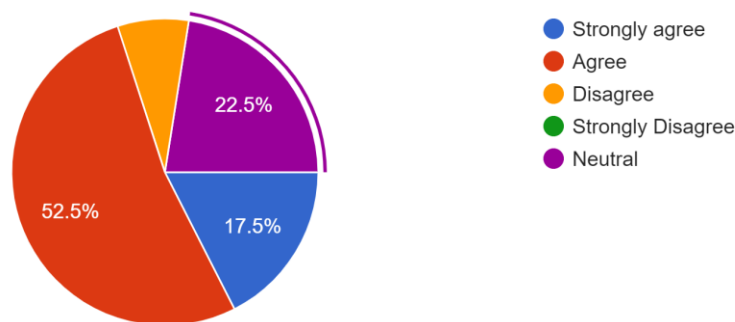
- Friendly working environment
- Job security
- Flexibility
- Has to be global and multinational agency
- Supportive
- Near from residence

Comment: People always prefer flexible and friendly working environment with the highest level of job security. Working at an advertising firm might be challenging, but it may also be advantageous to your career. Because you are confronted with a variety of duties on a daily basis, agency life may be rather lively. Working at an agency needs you to put in long hours and overcome obstacles. Every consumer is unique, and you're always learning something new.

Q4) Advertisement agencies of our country are adapting well in today's world by their innovation & creativity compare to advertising agencies of developed countries.

Advertisement agencies of our country are adapting well in today's world by their innovation & creativity compare to advertising agencies of developed countries.

40 responses



Interpretation: in the graph, we 22.5% were strongly agreed with this statement, 52.5% agreed and 22.5% were remain neutral. Only few people disagreed with this statement.

Comment: Most of the respondents think that our Advertisement agencies of are adapting well in today's world by their innovation & creativity compare to advertising agencies of developed countries. Advertising creativity is the capacity to come up with new, original, and relevant ideas that may be used to solve communication issues. A creative concept must be relevant to the target audience in order to be appropriate and effective. Many advertising firms in Bangladesh understand the necessity of generating innovative and unique advertising that delivers vital

information to the target audience. A creative advertising message, according to the firm, is one that is created around a creative core or power concept and uses exceptional design and execution to transmit information to the target audience.

Q5) Have you encountered any lacking in advertising agencies operational activities? Explain the lacking in your words.

Interpretation: You cannot see any graph here, because respondents have to write short notes/descriptions there.

By analyzing there replies, I am introducing you some of the lacking-

- Most of the respondents said, the career growth in media & advertising agency is very slow.
- Sometimes they misjudge they target audience.
- They do not intend to work in serious issues.
- They sometimes don't give exact information of the actual stuffs.
- They make more irrelevant contents rather than focusing on anything relevant.
- Salary for the entry level employees is low.
- Lack of appreciation.
- There is lack of creating good content and creativity in advertising.
- Some things they are doing quite well apart from aggressive meme marketing. Meme marketing is okay but aggressive ones that are being shoved in our faces is getting really annoying.

Comment: Though our advertising and media agencies are doing well but they have lots of lacking which should be reduce. . Every advertising firm must create an organizational structure that meets the needs of its clients while also meeting their own internal needs. Most medium and

big organizations are organized into departments or groups. Each agency creates a distinct department and acts according to it under the departmental structure.

Sub chapter 5: Recommendations:

- The career growth in advertising & media agencies are very slow. The agencies should focus on this vital issue. There are lots of employees are working there who are working 5-6 years in same designations.
- Some agencies salary structure is also not up to the mark. So, the agencies should develop their salary structure policy. Moreover, Employee benefit plans must be expanded to encourage and retain employees.
- Agencies should provide more trainings to their employees. They can make more seminars and workshops to enhance the skills of their employees.
- Most of the agencies are facing lack of manpower. The agencies should hire more employees.
- They should invest more in media research and management to bring up more innovative ideas.
- Commoditization is growing like wildfire in the advertising and marketing sector, and creativity appears to be on the verge of becoming commoditized.
- Unfortunately, the majority of ad agencies, large and small, fail to differentiate their services, and then wonder why they are consistently outperformed. Advertising & media agencies are intended to specialize in differentiating brands.
- To improve advertising, cross-disciplinary collaboration should be promoted.
- It provides plenty of opportunities to mix literary clarity, historical fact, imagination, scientific accuracy, and universal truth. To improve the sector, creative people from various academic fields should be brought in.

Every advertising firm must create an organizational structure that meets the needs of its clients while also meeting their own internal needs. Most medium and big organizations are organized into departments or groups. Each agency creates a distinct department and acts according to it under the departmental structure.

Sub chapter 6: Conclusion:

I would want to admit to my reader that this is not a complete one; there are many more aspects on which I couldn't focus throughout preparing my report. Due to a lack of time and resources, I am unable to address many topics in my report. It's difficult to get such ideas into you because we only study a bit about the huge knowledge of advertising from our textbook. That is why, in order to study this profession well, I must push myself past my limits. I think they will be more lenient in the future when it comes to supplying data or information for this sort of research. Because my topic was a competitive analysis advertising and media agencies, I attempted to combine both theoretical and practical aspects of the industry. This brief view can provide some insight, but learning about advertising and media industry which is mostly dependent on how well you read books and articles.

The purpose of media agencies is to ensure that the message is heard or seen by the target audience. Promoting organization has formed to examine the open door and satisfy the needs of their clients. In MBA, It's been a fantastic adventure for me to work with so many different local and worldwide brands, and it's been a fantastic learning experience for me. The combination of creativity and pitching skill has shaped me into a creative thinker who can also think about what clients want and how ideas may be presented to them. This has been an excellent stepping stone for my future employment opportunities.

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Appendix:

Section 1 of 2

Email

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What is your age?

- 15-20
- 21-30
- 31-40
- 41-50
- 50 or above

What is your Gender?

- Male
- Female

Section 2 of 2

Media and Advertisement agencies play an important role in the modern era of digital marketing.

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
- Neutral

Do you prefer to work in Media & Advertising agencies?

- Yes
- No
- May be

What type of environment do you prefer to work in a media agency?

.....

Advertisement agencies of our country are adapting well in today's world by their innovation & creativity compare to advertising agencies of developed countries.

- Strongly Agree
- Agree
- Disagree
- Strongly Disagree
- Neutral

Have you encountered any lacking in advertising agencies operational activities? Explain the lacking in your words.

.....