



Report on Advertising Agency

UNDERSTANDING ADVERTISING AGENCY & IT'S WORKS

submitted to:

**Muhammad Intisar Alam
Lecturer
BRAC Business School**

submitted by:

**Eshad Ekram
Student ID # 06 I 04 057
BRAC Business School**

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Mohammad Intisar Alam
Lecturer
BRAC Business School
BRAC University
66 Mohkhali C/A, Dhaka - 1212

Dear Sir,

I, Eshad Ekram am requested to finish submit my internship report on "How an Advertising Agency Works". As you already know, I am currently working for Mediacom Limited, a reputed advertising agency of Bangladesh. I am working on a project called "Shera Radhuni", which a brand is building campaign of the spice brand "Radhini".

I have been a part of the project "Shera Radhuni" and observed it to understand the work procedure of an advertising agency. I have tried to include all the aspects but if you have any further question I will be available at eshad@medicambd.com and via mobile at 01713337410.

I hope you will accept my report and find it somewhat helpful for future references.

Sincerely,

Eshad Ekram
Student ID: 06104057
BRAC Business School

Acknowledgement

I would like to thank Mr. Muhammad Intisar Alam to allow and support me to work on the topic I wanted. I would also like to thank Mr. Ashraf Ibne Siddique (Sr. Account Manager, Mediacom Limited) to allow me on the project and guide me through it.

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Without the help of everyone mentioned in this report, it would have been impossible to understand and write this report. I am ever grateful to all of them individually.

Executive Summery

This report contains a basic summery of “How an Advertising Agency” in Bangladesh works. This analysis is based on an ongoing project of Mediacom Limited, a leading advertising agency of Bangladesh, called “Shera Radhuni” for the spice brand “Radhuni”.

In our curriculum in Business Schools in Bangladesh we do not have sufficient knowledge to work for an advertising agency. In most cases it is also true that a business have very little or almost no knowledge about what an advertising agency actually do or how they do it. Thus a large number of interested fresh business graduate moves to other job due to uncertainty. Unfortunately the advertising agencies both local and global do not do much to convey this message to the fresh graduates.

While doing my internship in an advertising agency I have found out almost all the internship reports submitted to the universities are based on fake data or assumptions thus it does not have any actual value for either the Business School or the student. Since I want to continue working for advertising agencies in Bangladesh, I have tried to understand the procedural systems of an advertising agency and tried to compile them in a report.

To achieve that I have personally worked in a project called “Shera Radhuni” which is designed and executed by Mediacom Limited for one of its client Radhuni. I have also talked to external sources regarding the topic and studied books related to this.

In this short period of time I have tried to incorporate all the aspect of an advertising agency in Bangladesh, through which I and many others might get an basic idea how an advertising agency works and might get interested to work for one of them.

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Organization Part



1.1. Introduction

While the advertising industry is dominated by the International Agencies and Affiliated Agencies (the agencies who have partnership with International Agencies), Mediacom Limited (MCL) is certainly added a different fresh perspective to it. Mediacom Limited, part of the one of the largest conglomerate of the country Square Group, is the most successful agency which is one hundred percent local.

Mediacom Limited (MCL) came into existence in 1997 with a spirit of becoming “an insider for the clients”. It has started non-Square business in 1998 and widened its horizon steadily in the area of behavior change communication. In addition to in-house business, Mediacom limited is now working for private, public and national and international non-governmental organizations.

After working for more than a decade, MCL asserts its vision of becoming an innovative, client-focused and socially committed service provider. As a private company in public service, its first step into the social development area was a countrywide campaign to increase awareness and knowledge about personal hygiene of adolescents to promote sanitary napkin of Square Group.

Today, MCL is one of the leading agencies in Bangladesh and provide communications services to many national and international organizations. Its creative output has been able to break the clutter of advertising world and draw the respect of the industry.

1.2. Square Group

Square group is one the largest conglomerates of Bangladesh. It is founded by the current Chairman of the group, Mr. Samson H Chowdhury in partnership with three of his friend in 1958. Within the first six years the turnover of the company reached over a million annually. In 1974, Square enters into a technical cooperation with Johnson pharmaceuticals. By 1985, Square becomes a leading pharmaceuticals company in Bangladesh.

In 1994, Square Pharmaceuticals becomes a public limited company. Having continuously invested in state of the art technology and ensuring highest quality standard by professional workforce and guided by dynamic leadership. Square, today is one of the largest, most respected and trusted corporate group in the country.

In 1988, Square Toiletries Limited was established. Square Toiletries production is carried out at its three automated plant. Square Toiletries Limited is one of the largest Bangladeshi company produces over 40 products for consumer. Square Toiletries Limited is also the pioneer in introducing a number of products in Bangladesh.

In 1997, Square entered the textile sector with its manufacturing facilities of cotton yarn. By the year 2002, it has invested more than 18 million us dollar in this sector. Today, Square's textile division has one of the most sophisticated vertically integrated setups. Square Textiles Limited, Square Spinning Limited, Square Knit Fabrics Limited and Square Fashions Limited are the four companies that comprehensively cover all the goods and services provided in the knit apparels industry.

Established in the year 2001, Square Knit Fabrics Limited and Square Fashions Limited is producing goods, which are unique in this part of the world. Today Square catering customers like Marks & Spencer, Spirit, Puma and Max.

Dreams for a better future with better health care services now become a reality; Square has expanded its services to the hospital industries. Multi-disciplinary hospitals with specialty in cancer, cardiac and pediatrics *Square Hospital's* have one-step state of the art diagnostic services in its world.

Now Square Group is engaged in various businesses in different industries. Here is a list of Square Group Concerns:

- ❖ Square Pharmaceuticals Limited
- ❖ Square Cephalosporin Limited
- ❖ Square Textile Limited
- ❖ Square Yarns Limited



- ❖ Square Knit Fabrics Limited
- ❖ Square Agro Limited
- ❖ Square Multi Fabrics Limited
- ❖ Square Air Limited
- ❖ Square Toiletries Limited
- ❖ Square Consumer Product Limited
- ❖ Square Hospitals Limited
- ❖ Square Herbal & Nutraceuticals Limited
- ❖ Square Health & Hygiene Products Limited
- ❖ Aegis Services Limited
- ❖ Maasranga Productions Limited
- ❖ Maasranga Television
- ❖ Mediacom Limited

Mediacom Limited is one of the concerns of Square Group established to provide communication solution for its sister concerns and other external clients.

1.3. Mediacom Limited

Mediacom Limited is a privately owned advertising agency capable of providing all communication solution for a brand. Mediacom Limited (MCL), a part of Square Group, started its journey from 1997 with the vision of providing communication solution to its sister concerns. But just after one year, in 1998, it started serving clients outside Square Group. Within this short period of time Mediacom has become one of the giants in the industry.

Mediacom is a revelation on the local agency scene and, at present, with a high volume of business in commercial and social markets; it has been shaped itself into a dynamic, emergent and responsive agency in the industry. It has become an agency that has already been reached at the list of top five agencies of Bangladesh in terms of billing.

On the competitive side, Mediacom is giving the traditional heavyweights of the industry a run for their money. Mediacom is now being talked about in the industry as the real dark horse after winning a number of fiercely competitive pitches to land some of the most lucrative and prestigious accounts.

The Legend of the Rise:

- 1997 Mediacom is born as the in-house agency for one of the country's largest and most respected company, the Square Group
- 1998-99 Mediacom shows glimpses of greatness as it matures at a prodigal rate to become a stand-alone agency by mid-1999
- 2000 Mediacom breaks into the competitive advertising arena as a full functioning agency
- 2004 Mediacom steps into the arena of social communication through winning the highly-competitive pitch on HIV/AIDS campaign of Social Marketing Company
- 2005 Mediacom moves to its own premises and opens up dedicated wings for account planning, research and social communications

Currently Mediacom Limited employees' just over 50 talented individuals in Client Relation, Creative, Media, Production, Event, and Administration department. The well-equipped office of Mediacom is situated at Rupayan Center in Mohakhali Commercial Area.

1.4. Services Provided by Mediacom Limited

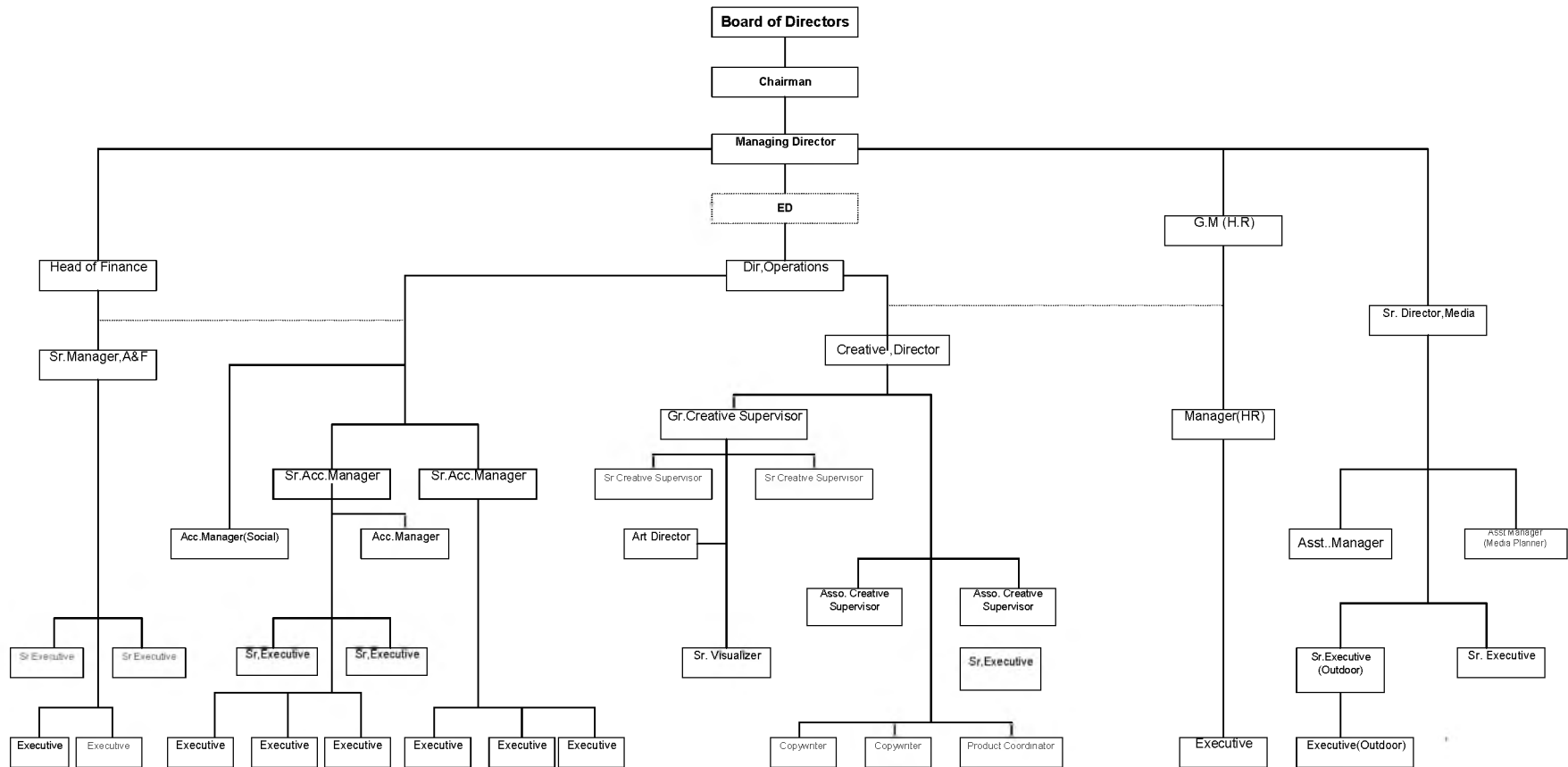
Over the years Mediacom Limited successfully met all the requirements of its clients both internal and external. MCL is equipped with the most modern facilities and a dedicated team that is committed to fulfill all the needs of an existing or a prospective client.

The service provided by MCL includes but not limited to:

- Brand Communication
- Marketing Communication
- Brand Consultancy
- Social Communication
- Formative Research
- Media Planning (Conventional and Non-conventional Media)
- Media Buying (Electronic, Print and Outdoor)
- Media Monitoring (Electronic and Print)
- Public Relation
- Audio Visual Production
- Print Production
- Event Management

1.5. Organogram

Organogram of Mediacom Limited



1.6. Functional Departments

a) Client Relations:

Brand Communication: Agency's most-outwardly-visible section is the Client Relations Department which has two wings i.e. Brand Communication Unit and Social Communication Unit. The Brand Communication Unit works as the all-important contact points between commercial clients and the agency. Their crucial insight into each client's advertising and promotional needs and objectives are the indispensable centre-pieces of our brand building strategy.

Social Communication: It has a separate Social Communication Unit which exclusively deals with the assignments relating to social development and behavior change communication issues. The research-based, professionally-designed communication campaign planning and implementation for bringing desired developments in the knowledge, attitude and practice of clientele of social market is the main area of its business. The people working in this unit have come from social development organizations/non-governmental organizations that have thorough knowledge on alternative development paradigms, development communication, behavior change communication as well as social marketing.

b) Strategic Planning & Creative:

It has highly skilled members constantly innovate strategy that gains our brands the edge over the competition. Well-acquainted with all the cultural and sub-cultural trends, the team interpret the enigmatic codes of consumer perception.

In the battle for a space in the consumer's mind, this department at Mediacom is entrusted with the responsibility to decide on the most advantageous strategic positioning for our brands vis-à-vis the competition.

The members of this team keep the creative juice flowing through the sinews of the entire agency. At our Creative Department all the creative energy and passion is directed towards the creation of ads that are true to the brand's strategic positioning and personality as well as positioning the expected behavior for bringing a positive change in social causes.

Intent observers of the drama of human life and emotion, our creative team members thrive on the challenge of crafting ads that spark off the flames of a passionate brand-consumer love-story in the minds of the consumers.

The Creative Team of this department is very authentic, experienced, innovative and very passionate that loves to think out of the box, understand the issues and people's behavior very precisely and highly skilled to translate them accurately into messages.



The Creative Team members have thorough knowledge on shifting of development paradigms and alternative development and cognate areas. They are up-to-date about the sea changes of this area over the decades especially the gradual shifting from top-down approach to bottom-up approach of development, the importance of people's participation in development initiatives and their sustainability.

The team has developed many programmatic, sensible, behavior change communication campaigns for social market.

The Graphic Design and Artwork Team of this department are also highly experienced, skilled and brilliant that has produced many award winning designs and art work. The team members have solid experience of working with various social and alternative development organizations including corporate houses. It has developed many designs/artworks/images/computer graphics for a number of social communication campaigns.

c) Media

This is the Agency's hard-dealing, streetwise section. The ever-vigilant members of the Media Department are tuned to the latest updates in the local media industry. And their motto is to get our clients the most effective media deals at the most competitive prices.

The Media Department has excellent media connections. The people work here is highly skilled in media and public relations, as well as very smart to spot new media opportunities and perceive emerging media consumption trends of the country.

The team, as a whole, is highly skilled and experienced in mobilizing print, electronic and outdoor media and can provide extensive media coverage for a nationwide communication campaign. They are the best media negotiator and their negotiation power is coupled with their excellent media planning and execution skills. They are expert of ensuring the best utilization of clients' media money. They keep themselves continuously updated on latest media and consumer study reports.

d) Events

From product launching to contract signing ceremonies, to press conferences to plant tours or any type of event or non-traditional promotions, our experienced and dedicated team along with a support team provides complete worry-free event management that meets the clients' promotional objectives.

With their typical never-say-die attitude, the event management team members have moved the standards in the local event management scene a few marks higher.

1.7. Clients of Mediacom Limited

Mediacom manages all the brands and sub-brands of its sister concerns:

- Radhuni
- Ruchi
- Chashi
- Meril
- Square Pharmaceuticals
- Kool
- Magic
- Shakti
- Senora
- Maasranga Television
- Square Hospital
- Jui
- White Plus
- Madina

Apart from these brands Mediacom also manages/ managed the following brands:

- Robi
- City Cell
- Dhaka Bank
- Lanka Bangla
- Baizid Steel
- ABC Marks Holdings
- Pioneer Insurance
- Social Marketing Company
- Cooline

There are other brands that Mediacom handles but these are some of the mentionable brands.

1.8. Some of the recent notable works

Mediacom Limited provides communication solution to a lot of Square product as well as non-Square Product. Press/ print advertisement is a small part of an communication campaign yet one of the most powerful one. Print advertisement of some of the recent campaigns of Mediacom is given bellow:





শীতে আপনার ত্বক হয়
খসখসে শুকনো পাতার মতো

শুধুমাত্র পোকামাকড় ছাড়া অন্য কোনো জীবের মতোই কোয়ার্টারে জন্মের মতই কোলা-এর পোকামাকড়েরা মৃত্যুর মাত্র মাত্রের মধ্যেই পোকামাকড়ের মতো মৃত্যুবরণ করে। তাই কোয়ার্টারের বিভিন্ন স্থানে স্ক্রুটিক স্পায়, ইনসেক্টস হুইল বাস্তুয় থেকে সুরক্ষা করুন। আর স্ক্রুটিক থেকে সেরে লিখিতভাবে বিক্রিত হুনকা।


পোকামাকড়েরা
কোলা পেট্রোলিয়াম জেলি

TV-র মাধ্যমে প্রচারিত হুনকা



সাধারণ অ্যারোসলের চোখে আপনি

এক্সপেসের চোখে আপনি




মুখ স্পিক্রনটো মূলত আর পাই মূলক, উল্লেখ আপনিই যে জ্ঞানকে হতে থাকেন আপনিই অ্যারোসলের বিদ্যে শিক্ষার।
একটি মিল এক্সপেস অ্যারোসল, যা মূল আর মূল্য ছিল সিস্টেম করে আসল। বারুই। মূল্য মাঝে অন্যের চোখে আসে শুধুমাত্র।
ইসিও, এক্সপেস-এর অ্যারোসল সৌর্য থেকে সুরক্ষিত এবং সুরক্ষিত অ্যারোসল পরিষ্কার করে সম্পূর্ণ শক্তি।

কোলা মার্কেটিং লিমিটেড

মেশার মত
শান্তি

▶▶▶▶

কোলা মার্কেটিং লিমিটেড



Time flies.
 And before you know it, twenty
 five years have gone by. Today when we look
 back we realize we couldn't have made it alone. We
 couldn't have made it without you. Without you, there
 would be no one else to tell us how not to mess up when we
 were starting up. Without you, who would've told us that we have
 a lot of potential? That we shouldn't give up? Well
 that advice certainly turned out to be useful.
 We remember you called us when we
 needed you, not just when
 you needed us. It's not
 like every move we've
 ever made has been the
 right one. But without you,
 we wouldn't have the
 courage to take those risks.
 You were right there to tell us
 what we need to change, what
 needs to be improved. You
 never let us regret anything
 we ever did, but you never
 let us make the same
 mistake twice either. And
 let's not forget, we did
 have a lot of bright spots over the years as well. And without
 you, the celebrations wouldn't have been nearly as much fun.
 You felt as much joy as we did at our times of success, because let's
 face it; they were your successes as much as they were ours. Honestly,
 can you even imagine what it would've been like if you weren't with us
 from the first steps of our journey? Things would've been very different

indeed. Without you, our existence itself would've been in
 doubt; we probably would've had to fold up within the first
 year. Even if we did manage to survive the first few years,
 without you it would've been impossible for us to thrive like
 we did. And like we said before, without you, we wouldn't
 have enjoyed the good times as much as we did. There may
 also have been times when it seemed like we had hit a
 dead end, that there
 were no other innova-
 tions that we
 could possibly make.
 But again, you were
 right there to show us fresh new ways that would help
 us break new ground. Further, it's not like you helped us in just
 one particular area, or in one segment of our activities. You were
 there to help us in ventures new and old, in activities small and
 huge. You didn't budge an inch when
 we announced that we were
 going to move into a new
 type of business, one we
 hadn't been much fami-
 liar with before then. And
 us this support not only
 different times! The
 in us is beyond amazing,
 never turned out to be
 misplaced. And you did something for us that is incredibly rare in
 these times. Without you, there would be no one to keep the
 promises that were made to us. So, what can we say that
 really expresses our gratitude? That shows our
 appreciation? We think the best way to
 put it is: **Thank You.**





**চিনির ওপর আস্থা রাখুন
ঠিকই এমন হয়ে যাবেন!**

আর, যদি না চান মুটিয়ে যাওয়ার ওই ভয়ঙ্কর
অশান্তি, তবে নিম্ন চিনির সেরা বিকল্প জিরোক্যাল।
সম্পূর্ণ ক্যালরি-মুক্ত জিরোক্যাল অশুদ্ধর হয়ে
যাওয়ার ঝুঁকি বা দুশ্চিন্তা ছাড়াই আপনাকে সেবে
মিষ্টি খাবারের স্বাদ। জো, সময় সেদিকেই থাক,
আপনার শরীর চিরকাল থাক জিরোক্যাল মিষ্টি।

Zero-Calorie Sugar Substitute
ZERO CAL



* জিরোক্যাল মূলতঃ স্ট্রাচ থেকে তৈরি। শীতলীয় স্বাদবোধের কারণে কোনো পার্শ্বপ্রতিক্রিয়া নেই।

SQUARE PHARMACEUTICALS LTD.

ঝোলা মশলার সাথে আর কিছু কিনছেন না তো?



হবে, ঝুঁকি ছাড়াই আপনাকে সুস্বাদু মিষ্টি
করবে, বাড়াইকর সেরা উপাদান থেকে তৈরি মন নিয়ন্ত্রণে রাখার সহ ঝুঁকি মুক্ত মশলা।
আই, স্বাস্থ্যসম্মত মশলায় সুস্থ স্বাদু আপনার পরিবেশ।

ঝুঁকি মুক্ত মশলা



স্বাস্থ্যকর উপাদান দিয়ে তৈরি।



ভুলে যান মশলার হিসাব

রাইচুনি বিরিয়ানি, কাবাব এবং খোরহানি মশলায় সব উপকরণ থাকে পরিমাপমতো। তাই, সুবাসু মোগলাই কাবাব এখন ঘরেই রাইচুনি।



রাইচুনি®
বিরিয়ানি মশলা
কাবাব মশলা
খোরহানি মশলা
সবজেরই সুবাস

কতক সবজের কাটকট দিন।

1.9. SWOT Analysis

Strength

- Strong Strategic Planning & Creative Team
- 100% Local
- Vast Knowledge from handling Internal Clients
- Highest Media Buyer as a Single Agency
- Supporting Organizations from Same Group

Weakness

- No Affiliation with International Agency
- Only 60% revenue comes from external clients
- Number of external clients are very few
- Not always able to complete all campaigns using internal support, due to shortage in manpower

Opportunity

- Brand Building Practice is increasing in Bangladesh
- Increasing Competition in Different Categories Influencing Higher Media Spending
- Increasing user of Internet Creating New Opportunity of Communication
- The Industry is yet to introduce Innovative Media for Promotion

Threat

- Global Advertising Giants are Investing in Bangladesh
- Promotional budget gets cut before anything when a company faces losses
- Sometimes local companies do not understand the importance of branding
- MNC's have global partnership with Multinational Agencies

Job Description



2.2. Job Responsibilities

As it is mentioned before apart from the administration department there are four functional departments in Mediacom Limited. They are:

- ❖ Client Relations
- ❖ Creative
- ❖ Media
- ❖ Event

I am placed in Client Relations department. It is said that Client Relations is the blood flow of an agency. In Mediacom Limited there are two sub divisions in Client Relations, Brand Communication Unit and Social Communication Unit. I am a part of Brand Communication Unit.

Client Relations is divided into small teams to handle different clients. In Mediacom due to the shortage of manpower every one represents a team and handles clients/ brands based on the business volume for the agency. These one person teams report to Senior Account Mangers and they make the functional team for client relations. But Senior Account Mangers report to Head of Operations and other directors about new business and other monthly/ yearly financial reports.

As all other members in client relations I am also handling a group of clients/brands regularly and some of them irregularly. The clients/ brands I regularly maintain are:

- ❖ Ruchi (Square Consumer Products)
- ❖ Special Events of Radhuni (Square Consumer Product)
- ❖ Corporate communications of Square Pharmaceuticals
- ❖ Norpill (Square Pharmaceuticals)
- ❖ ABC Marks Holdings Limited (Baizid Group)
- ❖ Baizid Steel (Baizid Group)

Apart from these all of us have to sometime work for other clients.

A member of Client Relations team is the bridge between the client and other part of the agency. S/he communicates and manages everything. But the regular work includes the following:

- ❖ Maintain Communication with Clients
- ❖ Plan Campaigns/ Activations/ Events
- ❖ Executing/ Managing Campaigns/ Activations/ Events
- ❖ Communicating with third parties
- ❖ Reporting
- ❖ Maintain internal communication

2.3. Different aspect of Job Performance

To ensure better job performance in Mediacom Limited they provide different motivational tools including performance bonus every year. The performance bonus can be up to 200% of the basic salary additional. Apart from this the promotion and pay raise also depend on the job performance.

The job performance of any employee is measured by a review of one year's performance (from January to December) by the direct supervisor of that employee. They measure different aspect of the performance. Some of the criteria are listed below:

- ❖ The first factor is task specific behaviors which include those behaviors that an employee undertakes as part of a job. They are the core substantive tasks that delineate one job from another.
- ❖ On the other hand, non-task specific behaviors, the second factor, are those behaviors which an employee is required to undertake which do not affect only to a particular job. In client relations department, an example of a task specific behavior would be achieving the business target from a specific client or bringing new clients. A non-task specific behavior of a client relations executive might be training new staff members.
- ❖ Written and oral communication tasks refer to activities where the incumbent is evaluated, not on the content of a message necessarily, but on the adeptness with which they deliver the communication. Employees need to make formal and informal oral and written presentations to various audiences in many different jobs.
- ❖ An employee's performance will also be assessed in terms of effort, either day to day, or when there are extraordinary circumstances. This factor reflects the degree to which people commit themselves to job tasks.
- ❖ The performance domain will also include an aspect of personal discipline. Individuals would be expected to be in good standing with the law, not abuse drugs, etc.
- ❖ In jobs performance will include the degree to which a person helps out the groups and his or her colleagues. This might include acting as a good role model, coaching, giving advice or helping maintain group goals.
- ❖ Many jobs also have a supervisory or leadership component. The employee will be relied upon to undertake many of the things delineated under the previous factor and in addition will be responsible for meting out rewards and punishments. These aspects of performance happen in a face to face manner.
- ❖ Managerial and administrative performance entails those aspects of a job which serve the group or organization but do not involve direct supervision. A managerial task would be setting an organizational goal or responding to external stimuli to assist a group in achieving its goals. In addition a manager might be responsible for monitoring group and individual progress towards goals and monitoring organizational resources.

These are some of the aspects based on which the performance of an employee is judged. During every December the supervisor's prepare appraisals for their subordinates, for review of the management. Based on the appraisals the management takes the final decision with the help of Human Resource department to give different performance related rewards. These rewards includes but not limited to salary raise, promotion, performance bonus etc.

2.4. Observations and Recommendations

There are two major differences in Mediacom Limited in comparison with the other agencies in the industry. The first one is the office timing. Mediacom start working at 9:00 AM sharp and officially ends at 6:00 PM with one hour lunch break. These practice is absent from any other agencies in the industry.

The second deference is the organizational structure of Mediacom Limited. Since it follows the structure of the group there are very few levels in the structure. In any other agencies there are there are at least nine layers in comparison with Mediacom's five.

These two differences have both positives and negatives. In terms of the timing clients outside the group are not accustomed to this practice of an agency thus sometime they do not want to understand that it is tough to work late hours in Mediacom Limited. Also due to the type of service Mediacom Limited provides it is very normal that they have to work late hours, but due to the timing rule some of the employees take advantage of the system while some other faces the consequences. To solve this administration can play a vital role to make sure no one exploit anything to create problems for others.

An advertising agency is an industry where the employees are the product, and the agency sells the skill and experience of the employees. Sometimes due to the flat organization structure most of the organization cannot judge the experience by their designation (they easiest way to judge/ understand the experience). For example in any other agency it takes a year to be a fresh graduate a Senior Executive from Executive. But it takes at least four years in Mediacom. Those organizations, who does not know about this trait about the organization structure of Mediacom Limited makes this mistake. To overcome this problem, Mediacom Limited can provide two sets of designation to all employees; one according to the group and the other according to the industry standards.

However, every agency has different problems so does Mediacom Limited. Despite any problems or differences, Mediacom Limited is still one of the best places to work for a fresh graduate who wants to build a career in Advertising Agency.

Project Part



3.1. Introduction

3.1.1. Origin of Report

In most cases the internship report on an advertising agency commonly based on a market research of a product performance or market research of consumer behavior towards certain products. But in this report I am not going to cover any of these rather I would cover how an advertising agency should work and also how the advertising agency in Bangladesh actually works.

To cover this I am going to take a project of Mediacom Limited in which I am working. The project is a nationwide brand building exercise of the 'Radhuni (রাধুনী)'; the leading spice brand of Bangladesh.

3.1.2. Objective of Report

Primary objective of this report is how a modern day advertising agency works for its clients. By observing a campaign of Radhuni from planning to execution stage, this objective will be achieved.

The secondary objective of the report is to understanding the importance of brand building and the role of an advertising agency in doing so.

3.1.3. Scope of Study

The campaign which will be observed is a nationwide campaign of an FMCG (Fast Moving Consumer Goods) product. The brand is 'Radhuni', which is the leading packet spice brand of the country.

The competition in any category of an FMCG product is fierce, thus building a brand for any FMCG product is very important. As the experts in building brand, an advertising agency plays a vital role. These factors will ensure to achieve the primary and secondary objectives of this report.

Apart from observing the campaign it is also important to consult theories regarding brand building and use secondary data to understand how an advertising agency should work.

3.1.4. Limitations

Due to the following limitations the report might not be through enough to achieve the objectives:

- ❖ Time constrain – since the report has to be finished within a boundary of a semester it is impossible to observe a brand building campaign from beginning to end in this short period of time. Thus some of the result/ execution plan will be based on past experience of the agency and the client.

- ❖ Validation – it is important to conduct small research among the target group to understand the obtain implication of a campaign. Due to the resource and time constrain it was not possible to do any research to ensure whether the intended objectives in the campaign was met.
- ❖ Financial Data – though the report contains a budget for the intended campaign, but it was impossible to get the actual data due to the confidentiality and as well as the involvement of other third parties to execute different stages of the campaign.

3.2. Methodology

3.2.1. Primary Data Source

The primary data will be obtained by observing and participating in the planning process of the intended campaign. Apart from this one to one interview with different members of the agency will also be conducted to understand the different aspect of the agency.

The view point of the related client will also be taken into consideration while observing the work procedure.

Finally the role/ job responsibility of every department will be closely followed with the help of Human Resource Department of Mediacom Limited.

To know about the general industry practice and how other agencies work, one to one phone or personal interview will be conducted.

3.2.2. Secondary Data Source

To understand how other agencies work and to know industry practices secondary data will be used from different reports, articles, blogs and website. To understand the international practices the website of global agency will be used.

To understand the brand and brand building exercises different books related to the subject and other online materials will be taken into consideration.

3.3. Role of an Agency

In the modern market it is important to stand tall among all available competitors regardless of the industry and product or service anybody provides. For a regular consumer in most cases, there is always an alternative. The companies both local and global have tough time to achieve the desired result from their product or service all over the world, Bangladesh is no exception. In this fierce competitive market it is not always possible for the companies to make their product/ service unique and make them the first choice among the consumers.

The advertising agencies of the world provide the solution to this problem. As an expert in promoting any product/ service, an advertising agency plays the integral part of its clients business. An ideal agency work as a partner of all its clients and work towards the growth of their businesses together.

According to the Webster Dictionary, an Advertising Agency is, “An agency that designs advertisement to call public attention to its clients”. But a modern advertising agency provides much more solution than the definition.

Some of the role of An Advertising Agency is described below. But depending on the type of the agency it can play other role to its client business as well.

3.3.1. Communication Solution Provider

The primary role of an advertising agency is to provide communication solution for its clients. Communication solution includes all sorts of medium (audio, visual, print, person to person, online etc.) with which the clients wants to communicate with its consumers. As a communication provider an advertising agency also provides the supporting services as well. The supporting services includes designing print designs, making audio-visual communication, buying media, organizing events and activation, making online materials like website etc.

3.3.2. Understanding the Consumer Attitude

An advertising agency also helps its client to understand the consumer better. It also helps to understand the consumer behavior and the consumer needs in the clients perspective. An advertising agency in this case act as a research organization, sometimes to understand these better advertising agencies works in collaboration with research agencies.

The agency also ensures the effectiveness of the communication that they prepare for their clients by understanding the feedback of the consumers through research.

3.3.3. Strategic Partner

An advertising agency also acts as a strategic partner of its clients. While building a brand the client and the agency works as strategic partners to create a better and more effective brand to ensure long term success for its clients. An advertising agency provides the strategic solution to its clients for the success of their business.

For this phenomenon of an agency, some multinational agencies called them as business partner of the client rather an advertising agency.

With an ever changing world and in a dynamic sector like marketing, an advertising agency plays various roles to ensure the success of its clients. The advertising agency business is as such, if the client succeeds the agency will succeed automatically with it. To adapt to this dynamic world of marketing advertising agencies are changing its role whenever needed.

3.4. Rule of the Trade

Every work has a procedure, so does an agency. It is important to follow a set of structure through which an organization works. Here is work follow of an agency:



This is just a broad view how an agency works. There are a lot more detailing how an agency successfully communicate with the consumers and plays a part in building a strong brand.

We will get to know in detail about these steps as we go forward in this report.

3.5. The Brief

To start any work in any agency the first step is the brief. A brief is nothing but a communication challenge that an organization facing. A brief can be very specific as well as open ended it depends on the challenge which the organization is facing. Sometime it even turns out the challenge cannot be overcome through communication rather there are some other problem in the process or the product.

However, we are dealing with a renowned spice brand Radhuni and like any other problem they face different challenges every day. The challenge they are currently facing is an open ended one.

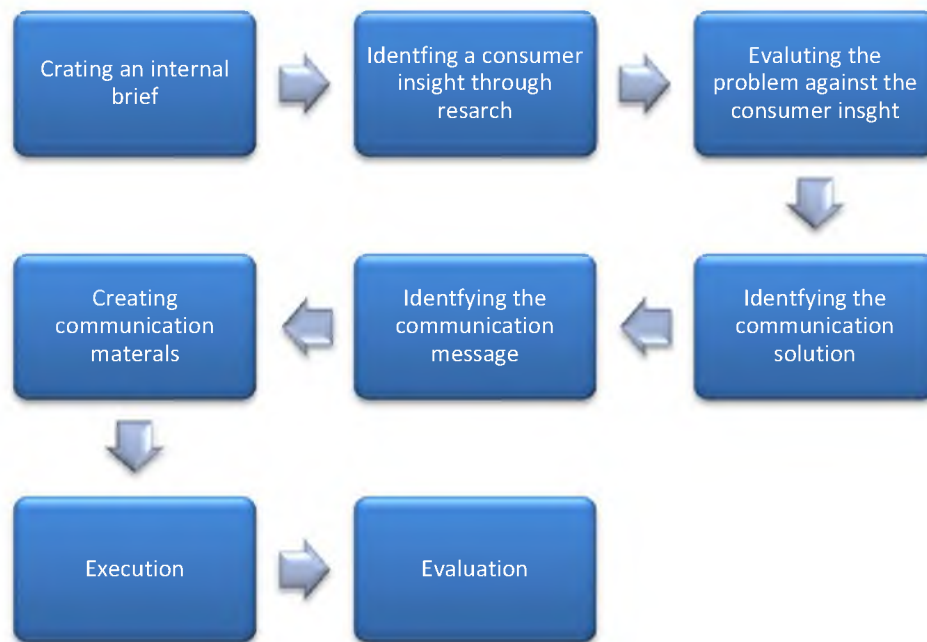
After establishing a successful brand it is important to make sure that it stays on consumer mind. It is also important to make sure that the consumers become attached to the brand. Branded spice market in Bangladesh is very competitive. There are three to four strong players including Radhuni in this category (i.e. Pran, Aftab, Rani, BD, Radhuni etc.). It is also threatened by some local brands in different areas, such as Amrita in Barisal region and Beauty in Chittagong region. This competition is even more fierce because spice is a commodity product thus there almost no product differentiation among the competitors.

In this very competitive market currently Radhuni is currently market leader with over 50% market share. Even after being the market leader Radhuni always faces pressure from other branded spice as well as loose market. Thus Radhuni wants increase the attachment with the consumer.

To solve this Radhuni hired the communication agency Mediacom Limited to provide a solution.

3.6. The Plan

After a brief reaches the agency it goes through an organized process end of which the client gets a successful campaign which solve his problem. The process is roughly as such:



3.6.1. The Internal Brief

The internal brief is a document where the Client Service Department states the problem at hand, with available data at their disposal. This document is the first of any campaign. This also include the target audience description and as well as the market data if there is any.

During the internal brief the client relation department also plans the program and includes it in the internal brief.

3.6.2. Consumer Insight Identification

Consumer insight is a flash of understanding on the part of a marketer regarding an unidentified or unmet need in the marketplace, or a new/better way to satisfy an existing need.

It is NOT about a product or service. It's about a consumer need that isn't being met as well as it could be. The marketer's challenge, having recognized the insight, is to find a way to capitalize on the thinking that identified the need. That could lead to a product or service, of course, but the insight is independent of the solution.

We can identify insight by personal interview with the target consumer or through popular believe of people.

3.6.3. Evaluating Problem Against Consumer Insight

There are generally we get multiple insight in different dimensions. It is important to identify a single insight with which we will be able to satisfy our consumer and at the same time our brand will get an edge over the competitors.

3.6.4. Identifying Communication Solution

After we narrowed down the insight we need to identify the proposition or what I want to communicate with our client and come up a vessel through which I am going to reach my consumer. These vessels are often called touch point. It is important to come up with a good communication mix so that the message I wanted to communicate is well communicated to my consumers.

3.6.5. Identifying Communication Message

After we identify the communication module it is important to identify how we want to communicate with our consumer. This step is the most important step of an advertising agency. In this step we create the creative message that can connect with the consumer and they act or think about our brand accordingly.

3.6.6. Creating Communication Materials

After we create the communication message we need to make sure we create communication material according to the intended communication material and give the right message in the right way. In other word in this step we create the finish products of an advertising agency (TVC, RDC scripts, Print Ad Layout etc.).

3.6.7. Execution

After everything is ready we need to execute according to plan.

3.6.8. Evaluation

Evaluation is equally important for a campaign as execution. Without evaluation we wouldn't know how well the communication worked or did not worked.



3.7. Homework

It is very important that before creating the internal brief we have clear view about few of the things related to the campaign.

3.7.1. Understanding the Brand

Radhuni is the flagship brand of Square Consumer Products Limited. Since 2001, Radhuni has become a household name for Powdered Spices, Edible Oil, Cereals and Pulses and for some Dairy Products. Radhuni Powdered Spices are made from selected finest ingredients. All essential volatile oils of the spices are kept intact with the modern grinding technology. Radhuni Powdered Spices ensure the taste and flavor of home grinded spices and can be used to prepare any of your desired dishes.

Mediacom Limited has been the advertising agency of Square Consumer Products Limited from the establishment of the company, thus Mediacom has been working with the brand Radhuni from the beginning and played a vital part of making a successful brand.

Radhuni provides a wide variety of cooking products for its consumer. The products under the brand Radhuni are:

- ❖ Basic Spices
 - Radhuni Chili Powder₁
 - Radhuni Turmeric Powder₂
 - Radhuni Coriander Powder₃
 - Radhuni Cumin Powder₄
 - Radhuni Ginger Powder₅
- ❖ Mixed Spices
 - Radhuni Mead Curry Masala₆
 - Radhuni Fish Curry Masala₇
 - Radhuni Curry Powder₈
 - Radhuni Vegetable Masala₉
 - Radhuni Kebab Masala₁₀
 - Radhuni Biryani Masala₁₁
 - Radhuni Borhani Masala₁₂
 - Radhuni Chatpati Masala₁₃
 - Radhuni Garam Masala₁₄
 - Radhuni Panchforan₁₅
 - Radhuni Roast Masala₁₆

- Radhuni Rezala Masala₁₇
- ❖ Cereals and Pulses
 - Radhuni Haleem Mix₁₈
 - Radhuni Khichuri Mix₁₉
 - Radhuni Firni Mix₂₀
 - Radhuni Diabetic Firni Mix₂₁
 - Radhuni Shemai₂₂
 - Radhuni Kasundi₂₃
- ❖ Edible Oil
 - Radhuni Pure Mustard Oil₂₄
- ❖ Dairy Products
 - Radhuni Pure Gawa Ghee₂₅

To meet the consumers need in the kitchen Radhuni currently market these 25 products. Based on consumer demand Radhuni always try to bring new products to meet the needs of its consumer.

3.7.2. Understanding the Market

With introduction of Radhuni the market of branded spices began in Bangladesh, but from 2001 to 2011 in these 10 years the scenario of the spice market changed a lot. There are a lot of brands that came and introduced themselves as successful powdered spice brands, among them Pran, ACI Pure, Aftab and Rani are more successful than other. There are also some local brands that are famous, for example Beauty is successful in Chittagong region and Amrita is successful in Barisal Region.

Though Radhuni has over 50% market share there is a big portion of the market still use powdered spice from traditional sources (grind them in local grinder). Radhuni has nationwide events to provide information regarding using powder spices from the traditional sources. Moreover Raduni has a huge range of mixed spices which can be used for convenience in the kitchen.

Even with the majority of the market share, Radhuni could not even cover a sensible portion of the prospective market. In other words the market of branded powder spice is growing in a rate of 10% and can grow at least of the double or triple of the current market, thus it is very important for Radhuni to maintain loyal consumer along with attracting new consumers.

3.7.3. Understanding the consumer

Though in most cases men buys the spice for the household, it is female of the house who decides which brand of spice to buy. One of the major reasons for this is, the female members take pride of the food they put on the table for the family and in Bangladeshi food spice plays the biggest role in the taste of the palate.



Thus the primary consumers for spices are the female. In most cases they are housewife, but a lot of working women also take charge of the cooking themselves and in those cases they also buy the product. In rural areas powder spice is still a new concept and people are warming up to the idea that powder spices are as good as traditional home grinded spices. Thus the main market of powder spice are in the urban and semi-urban areas, where time for cooking is scarce for the housewife or the working women and does not have enough time to grind spices and they are open to that idea that powder spices and mixed spices give them convenience and their desired taste at the same time.

3.7.4. Importance of the event

The event is aims to bring the consumers under the same roof to create an emotional bond with the brand. Radhuni represents purity and traditional in all of its campaign thus a cooking competition for traditional authentic Bangladeshi food will bring the consumers together.

At the same time as a leading brand of food industry Radhuni will launch countries first nationwide cooking competition which will create a long term bond with the consumer and target group.

3.7.5. Role of the event

Apart from bringing the consumers closer to the brand, establish Shera Radhuni as the first cooking competition of the country and give the housewives and cooking enthusiast a platform to show their talent in a national level.

If we look at closely we do not have wide variety of taste in different parts of the country or not at least popular variety of the food we have. Shera Radhuni will try to bring every variety of the food to the consumer and make it popular all over the country. All in all Shera Radhuni will try to bring the food enthusiast Bangladeshi to be enthusiast about local food and culture through a cooking competition.

3.8. Event Planning

It is important to plan an event which is executable in local reality and within a fixed budget. There are a lot of challenges that need to be considered while planning an event like this considering the target group (TG) of the consumer.

Some of the considerable challenges are:

- Time Limitations of the contestants:

The contestants of the competition in most cases will have a family or even a job. In the reality of our country (unlike some of the cooking show we see in satellite channels) it is nearly impossible for a contestant to leave their family for a long time. Thus we need to plan the event in a way where we will interrupt their daily routine as less as possible.

- Variety of the food

There are very few variety of food which is famous in a particular reason of the country and when we consider Dhaka or Chittagong the variety is even less as people from all parts of the country leaves in these two cities. Thus it is tough to invent a new variety.

- Professionalism

In most cases the competition title of this stature in other countries of the world means that the winner will take cooking as his/her profession. But in our country in most cases the chances are winner will go back to his/her previous life after the competition. Thus the attitude in the competition is less competitive than that of other successful cooking shows in the world.

- Budget Constrains:

In a country like ours the budget is always an issue, there are not many local brands in our country that can spend as much money as they want. Thus it is important to plan the event accordingly.

These are some of the major issues which need to be addressed while planning the even. At the same time it is also important to reach maximum number of people and create it as an entertaining event/ program for the consumers.

Since this will be a nationwide campaign we need to slowly reduce the number of participants to the one cook who will win the title of the Shera Radhuni. The event follow of the competition is given bellow:

3.8.1. Recipe Collection

As it is the hunt for the best cook of the country, we need to make sure maximum number of participants participates in the event. But because of the budget constrains it will be impossible to

audition unknown amount of contestants. But it is possible to judge from an unknown number of recipes according to their merit.

We will collect the recipes from all over country by a 360° campaign.

3.8.2. Recipe Selection

After collecting the recipes, we need to select the best recipes based on their innovation, originality and prospective taste. We will select a finite number of recipes for the next round. Based on the size and population of the division total 750 recipes will be selected from the received recipes. Among them 250 recipes will be selected from Dhaka Division, 150 recipes will be selected from Chittagong Division, 100 recipes will be selected from the Sylhet Division, 100 recipes will be selected from Rajshahi Division, 50 recipes will be selected from Khulna Division, 50 recipes will be selected from Barisal Division and the last 50 recipes will be selected from Rangpur Division.

3.8.3. Divisional Competition

In the divisional competition the contestant will come in from judges for the first time. The contestant will bring a pre-designated cooked item to present to the judges. Each contestant will be judged based on the taste, flavor, knowledge of cooking and readiness for the competition.

For each 50 contestant there will be a divisional event arranged in the respective divisions. From each event 2 participants will go forward to the next round. Thus for 750 contestants there will be 15 events and 30 contestants will move to the next round.

3.8.4. Final Competition

The final 30 contestant will come to Dhaka to compete for the Shera Radhuni title and as well as win the grand prize. The participants will compete in two stages in the first stage they will randomly put into group of 6 and compete against each other for the spot in the final 10. From each group 2 will move on to the final 10.

In the second stage the participants will cook in 7 rounds until they reach the top 3. In each round one person will be eliminated. In each round the contestant will have to cook food based on a theme.

After they reach the top 3, they will cook for the title of the Shera Radhuni.

The whole competition will be later converted into a cooking show to televise it in one of the leading television channel of the country. Once the event plan is ready it is time to create the “Internal Brief”

Generally the event plant along with the Internal Brief is created by the client relation department of the agency with the additional help required form any other departments of the agency.



3.9. Internal Brief

3.9.1. Background

Shera Radhuni is a cooking show introduced by Radhuni, the flagship brand of Square consumer Products Ltd. Shera Radhuni aims to uphold the image of the brand and associate it with cooking. The show is comprised of divisional and national level competition. The target of the show is to attract as many participants as possible. Shera Radhuni is also the only national cooking competition in Bangladesh which focuses on all areas of cooking or cooking in general.

Shera Radhuni tries to promote local dishes through the competition as well encourage innovation using local flavors. Shera Radhuni is almost a year long program which is organized every other Bengali year. Shera Radhuni 1418 will start its procedure from the first week December 2011.

3.9.2. Event Summary

Shera Radhuni 1418 will start its proceedings with an ATL camping. The campaign will call for recipes for primary selection. There will be also a PR campaign attached to the ATL campaign along with a press conference.

A group of judges will select the received recipes for divisional round total 750 participants will be selected from all over the country. For every 50 participants, there will be one divisional event. Total 30 participants will be selected for the second round.

After the divisional round 30 selected participants will be brought to a residential camp in/ near Dhaka. In the first phase of the second round the participants will compete in 5 groups, from each group top two participants will be selected for the final round. The final 10 will also attend a grooming session in this camp.

In the final round of Shera Radhuni 1418, everyday one participant will be eliminated. Every day one theme will be chosen (i.e. Moghlai Food, Food for Weeding, Pita etc.), based on which the competitors will cook food. Finally the top 3 will compete with each other for the title of ÓShera Radhuni 1418Ó.

A short summary of the event is given below:

<i>Event</i>	<i>Description</i>	<i>Duration</i>	<i>Tentative Date</i>
Launching	Press Conference and ATL Campaign	1 Month	December 2011
Recipe Submission	Contestants will send the recipe	1 Month	January 2012
Recipe Selection	Total 900 Participants will be selected for the primary round [Dhaka – 250, Chittagong – 150, Khulna – 50, Rajshahi – 100, Sylhet – 100, Rangpur – 50, Barisal – 50]	1 Month	January 2012
Primary Round (Divisional Round)	Daylong event where participants will present their precooked food and also be attending a verbal interview before selected for the next round. (Total 30 Participants will be selected for the next round -Dhaka – 10, Chittagong –7, Khulna – 3, Rajshahi – 3, Sylhet – 3, Rangpur – 2, Barisal – 2)	1 day event for each 50 participants; total 18 events	February 2012 to April 2012
Second Round (Grooming)	Elimination competition in 5 different groups. Top 2 from each group will be attending a grooming session and then attend the final round. (Final 10 will be selected after this)	5 Days	May 2012
Final Round	TV Round; 1 participant will be eliminated each episode; each episode will be based on one theme and participants will have to cook according to the theme	10 days	June 2012
Prize Giving	Final Event with cultural show	1 day	June 2012

3.9.3. Prizes

The winner of Shera Radhuni 1418 will get BDT 10,00,000 and other prizes. We will also provide scholarship for the final 10 participant to learn cooking professionally.

3.9.4. Target Audience

Shera Radhuni 1418 is a cooking show which aims to attract as many viewers as possible. Thus the TG will be everyone from the age of 14 and above. Shera Radhuni 1418 will be telecasted in Maasranga Television.

The target audience for the competition/participants is a little different from the viewers. Shera Radhuni 1418 is a show for mainly housewives in urban and semi-urban areas of Bangladesh. There

will be a divisional event in all 7 divisions and then the competition will move to Dhaka for second and final round.

The following is the participants profile for Shera Radhuni 1418:

- **Geographic Location:** Urban & Semi-urban
- **Gender:** Mainly female housewives
- **Age:** 22 to 40 years
- **Family Income:** Tk. 20,000 & above
- **Social Stratification:** Middle and above
- **Education:** Minimum SSC
- **Psychographic:**
 - Ambitions
 - Extrovert
 - Seek appreciation and respect

3.9.5. Proposition

Get accepted as the best cook/ chef of Bangladesh.

3.9.6. Reason to Believe

Shera Radhuni is the only cooking show in Bangladesh which focuses in all aspect of cooking. There are some other cooking/ culinary competition which focuses on only one aspect of cooking (i.e. প্রাণ জাতীয় আচার প্রতিযোগিতা etc.)

More over the cooking competition in different countries are gaining more and more popularity in Bangladesh (i.e. Master Chef India, Master Chef Australia, Master Chef USA, Top Chef etc.) Everyday more consumers are looking for such platforms in Bangladesh. Thus the winner Shera Radhuni can claim to be the best cook/ chef of Bangladesh.

3.9.7. Goals to be achieved

Shera Radhuni will have to attract maximum number of audience as participants as well as a TV Show.

3.10.Creative

Once the brief is created the brief goes to creative and media departments. Creative department proposes creative items required based on the proposition and consumer insight. Here are the creative items proposed for initial promotion of Sher Radhuni.

3.10.1. Logo



3.10.2. Print Advertisements



2 inch x 8 column (For inside Newspaper)

আপনার অর্জনই ওদের গৌরব

পরিবারের এই আনন্দ আর গৌরবের মুহূর্তটি এখার উপহার সেবেন একজন রাঁধুণীই।
কারণ, দেশজুড়ে তুল হয়েচে 'সেরা রাঁধুণী' অভিযোগিতা। আপনার নিজস্ব রান্নার বেসিপি পরিচিতি অংশে নিম্ন প্রতিযোগিতায়।
জিতে সিন লক্ষ টাকা পুরস্কার আর সেরা রাঁধুণীর সম্মান।

- ১৮ বছর বা তার বেশি বয়সী যে কোন নারী বা পুরুষ এই প্রতিযোগিতায় অংশ নিতে পারবেন।
- প্রতিটি বেসিপি অংশই স্বতন্ত্রভাবে পরিবেশনের উপযোগী হতে হবে।
- নানা রসভেদে রান্নার নানা, দেশি, বাহ্য, ভোজ্যভোগের তৈরিক, কোম্বোবোতাল নানা, ই.ও.ইল (যদি থাকে) বিবেচনা করে বেসিপিটি পরিচিতি সিন ৬ জানুয়ারি, ২০১২-এর মধ্যে।

বেসিপি পর্যালোচনা কিসকো
'সেরা রাঁধুণী'
স্বাক্ষর সেটিংস
৪১২ সাতাবারী পরিষ্কার এলসো, ঢাকা-১২১২
অথবা ই-মেইল করুন;
shenak@ram141.com@gmail.com

প্রথম পুরস্কার: ১০ লক্ষ টাকা
দ্বিতীয় পুরস্কার: ৫ লক্ষ টাকা
তৃতীয় পুরস্কার: ২ লক্ষ টাকা

৪১ সপ্তাহের যে কোন মতভেদে জানা কল করুন: ০২ ১০০০০০০০০০০

*প্রথম পুরস্কারের মতভেদে সিদ্ধি, দ্বিতীয় পুরস্কারের মতভেদে সিদ্ধি ও তৃতীয় পুরস্কারের মতভেদে সিদ্ধি এই প্রতিযোগিতায় অংশ নিতে পারবেন না।

9 inch x 4 column (For front page of Newspaper)

আপনার অর্জনই ওদের গৌরব

পরিবারের এই আনন্দ আর গৌরবের মুহূর্তটি এখার উপহার সেবেন একজন রাঁধুণীই।
কারণ, দেশজুড়ে তুল হয়েচে 'সেরা রাঁধুণী' অভিযোগিতা। আপনার নিজস্ব রান্নার বেসিপি পরিচিতি অংশে নিম্ন প্রতিযোগিতায়।
জিতে সিন লক্ষ টাকা পুরস্কার আর সেরা রাঁধুণীর সম্মান।

- ১৮ বছর বা তার বেশি বয়সী যে কোন নারী বা পুরুষ এই প্রতিযোগিতায় অংশ নিতে পারবেন।
- আপনার পরিচয় বেসিপি অংশই বেশি গুরুত্বপূর্ণ হতে হবে।
- একমুখে, হাতের তালু দিয়ে অথবা খোঁচা দিয়ে বেসিপি পরিবেশনা না।
- প্রতিটি বেসিপি অংশই স্বতন্ত্রভাবে পরিবেশনের উপযোগী হতে হবে।
- নানা রসভেদে রান্নার নানা, দেশি, বাহ্য, ভোজ্যভোগের তৈরিক, কোম্বোবোতাল নানা, ই.ও.ইল (যদি থাকে) বিবেচনা করে বেসিপিটি পরিচিতি সিন ৬ জানুয়ারি, ২০১২-এর মধ্যে।

বেসিপি পর্যালোচনা কিসকো
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অথবা ই-মেইল করুন;
shenak@ram141.com@gmail.com

প্রথম পুরস্কার: ১০ লক্ষ টাকা
দ্বিতীয় পুরস্কার: ৫ লক্ষ টাকা
তৃতীয় পুরস্কার: ২ লক্ষ টাকা

৪১ সপ্তাহের যে কোন মতভেদে জানা কল করুন: ০২ ১০০০০০০০০০০

*প্রথম পুরস্কারের মতভেদে সিদ্ধি, দ্বিতীয় পুরস্কারের মতভেদে সিদ্ধি ও তৃতীয় পুরস্কারের মতভেদে সিদ্ধি এই প্রতিযোগিতায় অংশ নিতে পারবেন না।

5 inch x 6 column (For supplements of Newspaper)

3.10.3. TVC Script

সেরা রাঁধুনী টিভিসি (৩০ সেকেন্ড)

দৃশ্য	চিত্র	সংলাপ
মিসেস রাহাতের ড্রয়িং রুম। বেশ খোলামেলা বড় স্পেস। সোফার পাশ ঘেঁষে দেয়ালে একটা বড় শেলফ। সেখানে নানা সৌখিন জিনিসপত্র সাজানো। মিডলং শটে আমরা মিসেস রাহাতকে দেখি। শেলফের সামনে দাঁড়ানো। হাতে একটা সুন্দর সিলভার কালারের ট্রফি। খুব যত্নে মুখে রাখছেন।		মিউজিক
ক্যামেরা আরেকটু ক্লোজ হলে, মিসেস রাহাত ট্রফি তুলে দেখান। মুখে স্মিত হাসি ফুটিয়ে বলেন : "সোহানের। ইন্টার স্কুল ক্রিকেটে ম্যান অব দ্যা ম্যাচ।" বলে খানিকটা গর্বের সাথে ক্যামেরার দিকে তাকান।		মিসেস রাহাত: "আমার ছেলে সোহান। ইন্টার স্কুল ক্রিকেটে ম্যান অব দ্যা ম্যাচ।"
এবার মিসেস রাহাত কয়েক পা এগিয়ে, শেলফের আরেক পাশে সরে আসেন। সেখানে রাখা একটা গোল্ডেন ট্রফি'র দিকে দেখান। দেখে বোঝা যায় এটা কোনো বিশেষ কৃতিত্বের জন্য পাওয়া অ্যাওয়ার্ড। "আর এটা ওর।" বলে একটু হাসেন।		মিসেস রাহাত: "আর এটা ওর। বেস্ট আর্কিটেক্ট অব দ্যা ইয়ার।"
দেয়ালে ঝোলানো এটা ছবি। সেখানে মিসেস রাহাতের হাজবেডকে দেখা যাচ্ছে। এক জাপানী লোকের সাথে হ্যান্ডসেক করছেন। সাথে আরো কিছু লোকজন আছেন।		
মিসেস রাহাত সাবধানে ছবিটা নিজের হাতে নামিয়ে নেন। আঁচলে বাঁধাই এর গ্লাসটা মুছতে মুছতে বলেন।		মিসেস রাহাত: "জাপানে। কি একটা ব্রীজের কন্ট্র্যাক পেয়েছে ওর কোম্পানী। ডিজাইনটা ওরই ছিল।"
বলতে বলতে মিসেস রাহাত ক্যামেরার দিকে তাকান। মুখে হাসি। এক্সপ্রেশনে পরিবারের জন্য তার গর্বটাও বোঝা যাচ্ছে।		ভয়েস ওভার: "ওঁদের কথা তো হলো। কিন্তু আপনার? আপনার সাফল্য.. কোনো বিরাট অর্জন?"
মিসেস রাহাত যেন এধরণের প্রশ্নের জন্য মোটেও প্রস্তুত ছিলেন না। তিনি কোনে জবাব খুঁজে পান না। একটু ইতস্তত করতে করতে বলেন		মিসেস রাহাত: "মানে? ..ইয়ে.. আমিতো রান্না বান্না নিয়েই.."
মিসেস রাহাতের মুখে কৌতুহল ফুটে ওঠে।		ভয়েস ওভার: তো এবার রান্নাতেই মাতিয়ে দিন !

দৃশ্য	চিত্র	সংলাপ
অফার উইনডো: সেরা রাঁধুণীর নেমনিং আসবে।	'রেসিপি পাঠান' ও '১০ লক্ষ টাকার পুরস্কার' কথাটি সুপারে দেখা যাবে।	"শুরু হচ্ছে সেরা রাঁধুণী ১৪১৮। চলছে রেসিপি বাছাই। পাঠিয়ে দিন আপনার শ্রেষ্ঠ রেসিপি আর নিজ প্রতিভায় জিতে নিন শ্রেষ্ঠ রাঁধুণীর সম্মান ও ১০ লক্ষ টাকার পুরস্কার।
মিসেস রাহাতের ড্রয়িং রুমে ভার ছেলে ও হাজবেড। ছেলে শেলফ থেকে একটা ফ্রেস্ট তুলে নিয়ে ক্যামেরার দিকে দেখিয়ে গর্বিত ভাবে বলে		মিসেস রাহাতের ছেলে: "আমার মায়ের।"

3.10.4. RDC Script

সেরা রাঁধুণী ১৪১৮ (সময়: ৪০ সেকেন্ড)

গংলাপ	ব্যাকগ্রাউন্ড সাউন্ড
মিসেস রাহাত: আমার পরিবার নিয়ে আমি সত্যিই গর্বিত। এই ট্রফিটা দেখছেন..এটা আমার ছেলের। স্কুল ক্রিকেটে ম্যান অব দ্যা ম্যাচ হিসেবে পেয়েছে। "	মিউজিক
মিসেস রাহাত: আর এই যে ফ্রেস্ট, এটা ওর। (একটু হেসে) মানে আমার হাজবেডের। বেস্ট এমপ্লয়ী অব দ্যা ইয়ার।"	
ভয়েস ওভার: ওঁদের কথা তো হলো। কিন্তু আপনার?	
মিসেস রাহাত: মানে? ..	
ভয়েস ওভার: নিজের ব্যাপারে কিছু বলুন। আপনার কোনো সাফল্য..কোনো অর্জন ?	
মিসেস রাহাত: (একটু যেন অপ্রস্তুত হয়ে) ইয়ে..আমার আবার কি? আমি তো সংসার আর রান্না বান্না নিয়েই..	
ভয়েস ওভার: তো এবার রান্নাতেই মাতিয়ে দিন !	
ভয়েস ওভার: শুরু হচ্ছে সেরা রাঁধুণী ১৪১৮। চলছে রেসিপি বাছাই। পাঠিয়ে দিন আপনার রেসিপি আর নিজ প্রতিভায় জিতে নিন শ্রেষ্ঠ রাঁধুণীর সম্মান ও ১০ লক্ষ টাকা পুরস্কার।	
ভয়েস ওভার: ৬ জানুয়ারী, ২০১২ - এর মধ্যে রেসিপি পাঠিয়ে দিন: "সেরা রাঁধুণী স্কায়ার সেন্টার ৪৮ মহাখালী বানিজ্যিক এলাকা ঢাকা - ১২১২" - এই ঠিকানায় বিস্তারিত দেখুন পত্রিকায়।	

3.10.5. BTL Materials

**আপনার অর্জনই
ওদের গৌরব**

পরিবারের এই অসংখ্য আর শৌর্যের মুহূর্তটি এগার উপহার সেবে একজন ঐশ্বরীই।
কারণ, দেশভূত্রে ভাল হলেই 'সেরা ঐশ্বরী' প্রতিযোগিতা। আপনার নিজস্ব জগতের জেঁপিনী পরিচয়
আপে দিন প্রতিযোগিতায়। জিতে মিল লক্ষ টাকা পুরস্কার আর সেরা ঐশ্বরীর সম্মান।

- ১০ বছর বা তার বেশি বয়সী যে কোন নারী বা পুরুষ এই প্রতিযোগিতায় অংশ নিতে পারবেন।
- আপনার পরিচয় জেঁপিনী অংশই সেরা করতে হবে। এক্ষেত্রে, যেকোনো কোন খবর অন্য
কোনো জেঁপিনী প্রকাশ্যে না।
- প্রতিটি জেঁপিনী অংশই স্বাক্ষর করে পরিবেশের উপস্থিতি হবে।
- লগ্নি করতে আপনার নাম, পেশা, বয়স, ফোননম্বারের টিকান,
সেবা/সেবাস্থান নাম, ই-মেইল (যদি থাকে) দিয়ে লগ্নি জেঁপিনী পরিচয় দিন।
৯ জানুয়ারি, ২০১১-এর মধ্যে।

প্রথম পুরস্কার: ১০ লক্ষ টাকা

**সেরা
রাঁধুনি ১৪১৮**
রান্নায় শ্রেষ্ঠত্বের লড়াই

জেঁপিনী পরিচয়ের টিকান
'সেরা ঐশ্বরী'
স্বাক্ষর সেটের
৪৯ মহাশালী বাণিজ্যিক এলাকা, ঢাকা-১২১২
অথবা ই-মেইল করুন:
sheraradhuni141@squaregroup.com
৯ জানুয়ারি ১১ সেরা স্বাক্ষর করে লগ্নি করুন: ১০১১-৪৪১১৪৪

Leaflet

সংবাদ সম্মেলন

**সেরা
রাঁধুনি ১৪১৮**
রান্নায় শ্রেষ্ঠত্বের লড়াই

স্থান: প্যান প্যাসিফিক সোনারগাঁও হোটেল, ঢাকা
তারিখ: বুধবার, ০৭ ডিসেম্বর ২০১১

কফার সন্মুখের প্রবেশ দি:

Backdrop for Press Conference



3.11. Creating the Creative

There are several steps the creative materials are created and for each items the process are different. In some of the process other 3rd parties are involved to prepare the final product. The process is described below for each item

3.11.1. Logo

All kind of logo is designed in house in Art Department. Based on the brief of client service department the copy-writers of creative department give ideas to the art department for creating the logo. Art department creates 3 or 4 options, before it is send to clients for approval creative department and client relations department gives their input and then client relation sends it to the client for approval.

3.11.2. Print Advertisement

Like a logo the first part of the print advertisement is created in the art department. The copy-writers gives an idea based on which art department creates a dummy design using picture from online or drawing. Then again creative and client relation gives input on the design and sends it to the client for the approval. For example the dummy design for the Shera Radhuni print advertisement is:



Once it is approved from the client, the client service department arrange the photo session with a photographer. With the help of Art Department the photographer takes necessary photos for the layout.

Then the art department again recreates the design using new photographs and sends it through client relation department for final approval.

3.11.3. TVC

To create a TVC the copy-writers gives 2 or 3 different stories based on the internal brief and consumer insight. The client relation department gives its inputs and sends it to client for approval. Once the story is approved a Film Director is appointed as a third party to create the TVC. The film director gives the agency an estimated time and cost schedule and after approval they shoot it in designated location. While shooting the agency gives him necessary direction. And then the director takes it to Post Production and creates the final product. The TVC created for this project is attached in a CD with this report.

3.11.4. RDC

The RDC production procedure is almost same to that of TVC Production. After the script is written and approved a production house is appointed to create the RDC. The production house records necessary voices in presence of representative from the agency to guide them. And then they add music and other sound element to make it livelier before presenting it to the agency as a finished product. The TVC created for this project is attached in a CD with this report.

3.11.5. BTL Materials

In most cases BTL materials are created aligning with the print advertisement. The BTL materials are created the same way the print advertisement are created. But for execution the agency hires necessary third parties (i.e. digital printing house, event management agencies etc.) based on the need of the job.

3.12. Budget

Before going any further it is important to prepare the budget for the entire campaign. The summary of the budget is given below:

SI	Description	Rate/ Per Day Cost	Cost	Grand Total
1	Call for Recipe			
	TVC & RDC Production		1,050,000.00	
	Electronic Media (TV & Radio)		2,650,000.00	
	Press		1,200,000.00	
	Billboard		100,000.00	
	Other Promotional Items		150,000.00	
			Total	5,150,000.00
2	Recipe Selection			
	Judge Remuneration (5 judges, 10 days)	2,000.00	100,000.00	
	Refreshment	300.00	15,000.00	
	Documentation & Logistics		50,000.00	
			Total	165,000.00
3	Divisional Event (7 Division, 18 Days)			
	Per Day cost (900 participants, 50 per day)	125,000.00	2,250,000.00	
				Total
4	Grooming Round (In residential facility for 7 days)			
	Food & Accommodation	110,000.00	770,000.00	
	Kitchen Setup		300,000.00	
	Groceries	20,000.00	140,000.00	
	Transportation and Logistics		150,000.00	
	Judge Remuneration (3 judges)	8,000.00	168,000.00	
	Expert Remuneration (1 Expert Everyday)	10,000.00	70,000.00	
			Total	1,598,000.00
5	Final Round			
	Set Design (8 Sets)	300,000.00	2,400,000.00	
	Transportation and Logistics	92,000.00	736,000.00	
	TVC & RDC Production		230,000.00	
	Promotional Budget		2,300,000.00	
			Total	5,666,000.00

SI	Description	Rate/ Per Day Cost	Cost	Grand Total	
6	Prize Giving/ Gala Round (1000 Guests)				
	Venue		350,000.00		
	Set & Venue Decoration		600,000.00		
	MC and BP Remuneration (2 MC, 30 BP with Lunch)		164,500.00		
	Sound & Light		200,000.00		
	Guest Invitations & Gift		240,000.00		
	Transportation & Logistics		15,000.00		
	Cultural Show		1,500,000.00		
	Dinner		900,000.00		
	Promotional Budget		850,000.00		
			Total		4,819,500.00
7	Prize Money and Awards				
	Prize Money		1,800,000.00		
	Crest (Winner, Judges, Partners)		120,000.00		
	Certificate, Dummy Check etc.		30,000.00		
			Total		1,950,000.00
8	Production Cost				
	Recipe Selection Round		30,000.00		
	Divisional Round		1,400,000.00		
	Grooming Round		1,500,000.00		
	Final Round		2,500,000.00		
	Gala Night		500,000.00		
	Post Production		500,000.00		
			Total		6,430,000.00
9	On-Air Cost				
	Channel - Masranga TV - 22 Episodes		3,000,000.00		
			Total		3,000,000.00
10	Post Promotion				
	Billboard & Press		800,000.00		
			Total		800,000.00
				Sub Total	31,828,500.00
				Misc. Cost (5% of Sub Total)	1,591,425.00
				Agency Supervision Fee - 15%	5,012,989.00
				Total with ASF	38,432,914.00
				VAT - 15%	5,764,937.00
				Grand Total	44,197,851.00

(Due to the nature of the business actual figures are not given in this budget, rather an approximation and standard market rates were applied to create the budget.)

The budget created based on the activity plan of the event. While creating the budget it is important to breakdown every aspect of the event and add a cost to it. Budgeting is a rigorous process through which the profit/ loss of the agency is determined.

3.13. Media Plan

After the creative items are created a media plan is created by the Media Department. While creating the media plan they consider the following information.

- Target Consumer of the Campaign
- Budget of the Campaign
- Campaign Duration
- TRP (Television Rating Points – Collected from a third party research agency)
- RRP (Radio Rating Points – Collected from a third party research agency)
- Newspaper/ Magazine Circulations (Collected from Government Agencies)

Based on these information media department creates separate plan for each media (TV, Radio, Press, Outdoor etc.). In recent times the media department also plans to promote different brands online along with other media.

The media plan contains all the details of when advertising should get on air or published. Due to the confidential nature of these plans, it wasn't possible to give the sample with this report.

3.14. Execution

A lot of work in an agency is done by third parties in some cases the field execution of different event is facilitated by other agencies. For example to create a TV program for this competition a production team will be hired who will have their own set of crew and employee and to execute the event part of the campaign will also be given to another third party. Generally an Even Management Firm is assigned to execute the events.

While other organization executes the actual work the role of the agency changes. The following is a list of roles an agency plays while any campaign is executed. The list is a collection of duties that an agency performs and not exhaustive to the following items.

- **Branding Expert**
While different support agency helps the agency to actually execute the campaign, the agency makes sure the brand is getting the right mileage and saying exactly what it wants to tell to its consumer. The agency works as the brand expert and guides all parties on behalf the client to make sure the brand identity of the product/ service remains intact.
- **Managing Third Parties**
The agency also acts as a single focal point for the clients. The agency manages all related third parties so that the desired campaign has the perfect execution.
- **Troubleshooting**
Nothing goes according to plan, thus it is the duty of the agency to make sure the small hiccups remains as hiccups and does not create any major problem in executing any campaign.
- **Ensuring Quality**
It is the duty of the agency to make sure that the desired quality is attained in every aspect of the campaign.
- **Revisiting the Goals**
It is always important to revisit the initial plan and make sure every goal is successfully completed.

3.15. Global vs. Local

There are over 5000 advertising agencies registered in Bangladesh providing their services to different clients. Very few of these agencies are successful in their endeavors. We can classify these huge groups in 3 different types. They are

- Local Agencies (Own by local owners) they are the largest group in the bunch
- Affiliate Local Agencies (Own by local owners, having understanding with global agencies)
- Global Agencies (Own by international groups some time in partnership with local companies) They are the smallest group of the bunch (Only 3/5 agencies are mostly own by global companies)

In procedural work Affiliate Agencies and Global Agencies works almost the same way, as they can share knowledge from their global counterparts. Thus in terms of procedural work there are two different types of agencies Local and Global.

Due to the global knowledge the global agencies are more organized in their approach while talking to the clients and at the same time while executing. But sometime they are short in local knowledge which in most of the time they overcome by hiring local talent. Same way most of the local agencies lack the organized approach and fails in their business, that is why very few local agencies are successful in their business.

3.16. Conclusion

I have tried to include all the aspect of how an advertising agency operates. However sometimes it might be a little confusing as there is not any single set of instruction like phases that an advertising agency follows. But I believe this report will be helpful for those who want to work in advertising agency.

Since we do not have a proper course on advertising agency it was very tough for me when I started working in this industry that is why I have tried to give a heads up for everyone who considers advertising agency as their prospective employer.

I have also tried to incorporate a good mixture of theoretical and practical aspect of an advertising agency, however I this might give someone just an idea, but to understand how different advertising agency works, one might have to study more books or articles.

This report included one of the biggest event organized by an advertising agency in Bangladesh, but since the event is in its first stage, it was impossible to determine the success of the event. But it was conclusive enough to understand the procedural work of an advertising agency.

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