

**Report On**  
**A Glimpse into the Creative Realm of Advertising at X Solutions**  
**Ltd.**

By  
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An internship report submitted to the Department of English and Humanities in partial  
fulfillment of the requirements for the degree of  
Bachelor of Arts in English

Department of English and Humanities  
Brac University  
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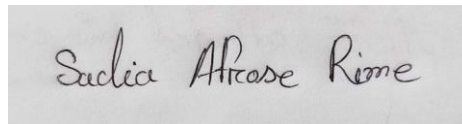
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## Declaration

It is hereby declared that

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

**Student's Full Name & Signature:**

A rectangular box containing a handwritten signature in black ink that reads "Sadia Afrose Rime".

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**Sadia Afrose Rime**

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## Approval

The internship report titled **A Glimpse into the Creative Realm of Advertising at X Solutions Ltd.** submitted by Sadia Afrose Rime, ID: 19203012 of Fall 2023 has been accepted as satisfactory in partial fulfillment of the requirement for the degree of Bachelor of Arts in English.

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## **Acknowledgment**

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## Glossary

**Brand Guidebook:** A brand guidebook is a document that includes detailed information about a brand's identity, values, tonality, design principles, and guidelines on how the brand should be displayed in any form of media.

**Caption:** Caption in a post refers to a brief description accompanying visuals on social media.

**Client Brief:** A client brief is a document containing guidelines about the client's requirements for a project and the desired outcome.

**Copy:** Copy refers to the written text which is intended for print media or online media. In advertising, the purpose of copies is to persuade the customers to buy goods and services.

**Cross-selling:** Cross-selling is a marketing strategy of selling complementary products and services to the existing customers of the brand.

**Pitch:** Pitching is a persuasive way of presenting an idea to potential clients or investors. Usually, PowerPoint or Google Slides are used to present the ideas.

**Visual:** In advertising, visual refers to the visual elements such as graphics, images, designs, illustrations, layouts, etc. that complement the written materials.

**Visualizer:** In an advertising agency, a visualizer is a person responsible for creating visual elements for various marketing materials. Also, commonly known as graphic designers.

## **Chapter 1: Introduction**

Media industries hold a distinct position in the society due to its role in social communication. These industries wield substantial influence over people's perceptions and cultural norms, values, and so on. This principle especially applies to the advertising industry. In today's technology-driven market, every business needs to follow some solid marketing strategies to grab consumers' attention and promote products to survive in the market. In the last few years, digital marketing has gained importance in the dissemination of information regarding products and services through various media such as newspapers, television, billboards, radio, and especially, social media. Nowadays, the majority of the population spends 70% of the day on social media and one of the main reasons for this could be that the information on social media is free and accessible at any anytime (Matheena 92). For that reason, advertising companies use social media platforms such as Facebook, Instagram, YouTube, etc. for promotional purposes to reach more consumers. The advertising companies typically research the potential customers and persuasively promote the products and services. One of the benefits of social media marketing is keeping consumers informed about new products and trends around the clock. The consumers are exposed to "a large number of products within a short time-span" which influences consumers purchasing decisions (Hasanat 37).

X Solutions Ltd. is one of the well-known advertising companies in Bangladesh. The company makes a variety of advertisements for different businesses. I joined X Solutions Ltd. as an English copywriter and contributed as both a copywriter, text editor, and translator during my internship. With time, gradually I gained a better understanding of the advertising industry, consumer culture, modern-day marketing tools, the effects of social media, the reshaping of people's perceptions, and more. This report contains a detailed overview of my internship



experience. It also discusses the challenges encountered as a copywriter and the strategies employed to overcome them.

## Chapter 2: Overview of X Solutions Ltd.

### 2.1 Brief History

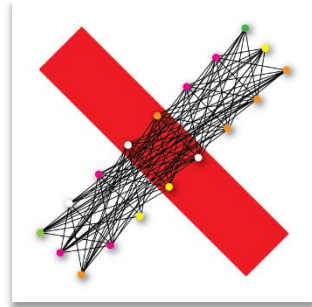


Figure 1: X Solutions Ltd. logo

In today's fast-paced world of advertising, companies need to have strong marketing strategies to effectively promote their products to their target audience. X Solutions Ltd. stands as one of the leading integrated agencies in Bangladesh, with its primary hub located in Mohakhali DOHS, Dhaka. The company began its journey as a small digital marketing agency founded by Mr. Drabir Alam, the current Chief Operating Officer (COO) of the company. Before establishing X Solutions Ltd., Mr. Alam worked as a member of another agency called Cookie Jar Ltd., a sister company of Asiatic 360. After successfully running Cookie Jar Ltd. for a significant amount of time, Mr. Alam partnered with Mr. Tahsin Saeed in order to form his own marketing agency, MADLY Ltd., and took the role of Chief Operating Officer (COO) while Mr. Saeed stepped in as the Chief Executive Officer (CEO). Many former employees from Cookie Jar Ltd. joined Mr. Alam at his new company.

In 2017, MADLY Ltd. merged with another advertising firm named Stategeek Ltd., leading to the establishment of X Solutions Ltd. This merger helped both companies to enhance

their capabilities and market presence. The newly formed marketing agency, X Solutions Ltd., was led by Mr. Saeed as Managing Director (MD) and CEO, Mr. Drabir Alam as COO, Mr. Sidrat Talukdar as the innovation director, and Mr. Raquibuddoula Chowdhury joined as a creative director. Being mindful of the future of the advertising industry, the company decided to expand its horizons. The primary objective of the company was to provide innovative and effective communication strategies to address the challenges encountered by the brands in this modern age. With this purpose in mind, the firm was transformed into an integrated marketing agency where it started managing Above-The-Line (ATL), Below-The-Line (BTL), and Through-The-Line (TTL) services. Above-The-Line (ATL) is a marketing strategy that targets a wider audience and utilizes mass media platforms such as television, newspapers, magazines, or billboards. Below-The-Line (BTL) is another marketing strategy that uses direct marketing tools such as social media, emailing, telemarketing, and contextual ad marketing. In Through-The-Line (TTL) marketing both Above-The-Line (ATL) and Below-The-Line (BTL) approaches are employed to reach more customers. This strategic shift allowed X Solutions Ltd. to provide a complete array of marketing solutions to its clients.

## **2.2 Logic Behind the Company's Logo**

The red bar in the company logo symbolizes the company and the red color signifies the company's passion, strength, and energy. On the other hand, the bar resembling a networking tower portrays the connectivity between X Solutions Ltd. and multiple parties such as clients, film studios, print and production companies, and numerous third-party vendors. The "X" incorporated into the company logo draws inspiration from the mathematical variable 'x'. Similar to mathematics, where the variable 'x' differs in each problem and requires distinct approaches to determine its value, the founders of X Solutions Ltd. embrace the belief that every

marketing problem is unique and constantly evolving. According to the COO of X Solutions, Mr. Drabir Alam, fostering a strong relationship between the company and the aforementioned parties can address these challenges. Hence, the design of the company logo, the symbolic “X”, serves as a visual representation of the company’s dynamic approaches and engagement across diverse networking channels.

### **2.3 Number of Employees and Office Hours**

X Solutions Ltd. has a dedicated team of over 150 professionals, with approximately 40 employees working in the creative department, including copywriters and graphic design visualizers. The company operates from Sunday to Thursday, adhering to a structured five-day workweek with office hours from 10 am to 7 pm. The company offers a flexible work environment where the employees have the chance to work from home when necessary.

### **2.4 Awards**

Within a few years, X Solutions Ltd. became one of the prominent marketing agencies in Bangladesh. Since 2017, the company has won more than 52 prestigious awards, including awards from Sword Meeting Place of Bangladesh and Comward and many more. Notably, in 2018, the company secured the highest number of awards, specifically 4 gold awards, for a single campaign titled “Robi Bijoy Itihash” at the Digital Marketing Award organized by Bangladesh Brand Forum. Also, it received a bronze award for the “Bangla Likhi Banglay” campaign, recognized as the best Integrated digital campaign in the Digital Marketing Awards of 2019.

### **2.5 Partnering with Bangladesh’s Finest Brands**

Over the years, X Solutions Ltd. has collaborated with more than 50 brands. The company has fostered friendly relationships with some of the leading brands in Bangladesh such as Samsung, City Bank, Banglalink, British American Tobacco (BAT), and so on.

Below is the list of the current clients of X Solutions Ltd.:

- Apex
- Banglalink
- Bkash
- Buy Here Now
- City Bank
- Foodpanda
- Horlicks
- Lyfe
- Marks Milk Power
- PRAN UP
- Samsung

From time to time, the company pitches its ideas to new clients to join and find innovative marketing plans for their products as per their communication needs.

## **2.6 Cultivating Creativity and Growth**

Throughout the years, many creative minds have joined the company, giving the employees more dedication and enthusiasm to learn from the best and contribute to significantly the advertising industry. X Solutions Ltd. assures to offer a positive and friendly work environment with an adequate amount of facilities, setting it apart from other competitor companies. For example, compensation for extended work hours, paid leave, health expense coverage, etc.

Additionally, X Solutions has two subsidiary companies: A For Action (which specializes in BTL and Experiential Marketing) and V2 (focused on Business Automation and Data Analytics).

### Chapter 3: Organizational Structure

This chapter will provide a brief overview of different departments and discuss some of the key roles undertaken by the employees.

#### 3.1 Organogram

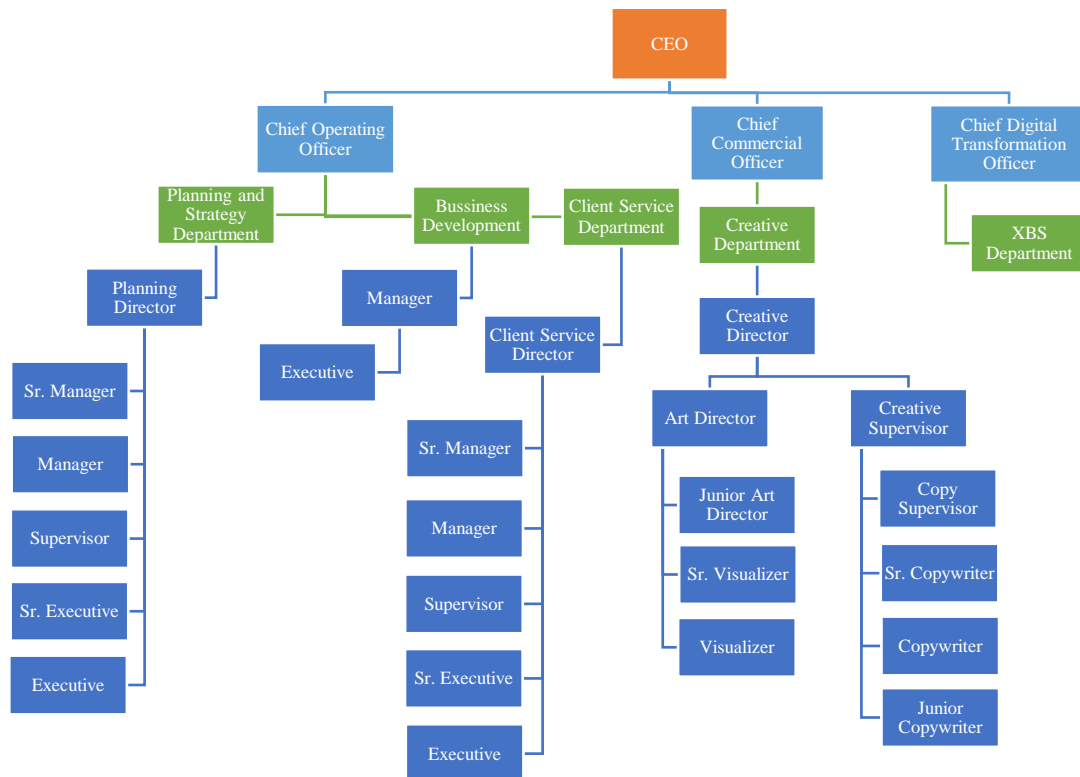


Figure 2: Organogram of X Solutions Ltd.

**Planning and Strategy Department:** The prime responsibility of the planning and strategy department is to provide effective marketing strategies and recommendations to their clients by understanding clients’ business goals, marketing objectives, brand positioning, and target

audience. This department conducts market research, and target audience analysis to give stronger directions in advertising campaigns and campaign evaluation. Based on each advertisement or campaign, this department determines effective channels and platforms to reach a maximum range of target audiences and also allocates a budget accordingly.

**Business Development:** This team aims to ensure the company's growth through new client acquisition, relationship building, and undertaking other necessary measurements.

**Client Service Department:** The client service department serves as a crucial link between the company and its clients. Client service professionals closely work with their customers to discern their needs, such as determining whether the client wants a campaign plan or a series of advertisements, the specific type of advertisements they are seeking, and the overall expectations from the advertising company regarding the output. Initially, the client service department receives a creative brief from clients and then assigns necessary tasks to the members of the creative department. The client service and the creative department are connected through a business website called Trello which acts as a communication platform to receive assignments of the day as well as track work progress and provide feedback. Following the completion of required materials, client service professionals collect feedback and guide the creative department to align with the client's expectations. In order to ensure client satisfaction, effective communication, and collaboration are maintained not only within the creative department but also with the planning and strategy team and other relevant teams engaged in the project.

**Creative Department:** The creative department of an advertising company plays a pivotal role in developing and executing the conceptual and visual materials of advertisements. This department is divided into two segments: the copywriting team and the graphic designing team. The copywriting team is responsible for writing compelling and persuasive content where they



convey the client's message through engaging headlines, taglines, body copy, etc. The copywriting team closely collaborates with the graphic designing team. The main focus of the graphic designing team is to translate the creative concept generated by the copywriters into visually appealing designs using elements such as animation, layout design, illustrations, typography, etc. The director of the creative department ensures seamless harmony between written and visual elements. At times, while pitching ideas for television commercials (TVC) to clients, the creative team uses storyboards. These storyboards work as outlines for the sequence of scenes and provide a visual representation of how the narrative will unfold.

**XBS Department:** The XBS department serves as the analytic division that provides insights for strategic decision-making. This department is responsible for analyzing data from various channels to evaluate advertising campaign performance and audience behavior. In order to analyze the target market, the success rate of advertisements, and measure the profit, the XBS department uses an analytics tool called "Adjust", similar to artificial intelligence. Furthermore, the XBS department utilizes tools like "Chumbok" (a machine learning-based influencer marketing platform) and "Dotcom" (a social listening app) for analytics purposes. Lastly, this department plays a crucial role in managing influencer marketing and answering queries.

## **Chapter 4: Journey as an Intern**

I started the internship on June 4, 2023, at X Solutions Ltd. as an English copywriter in the creative department. On the first day at work, I was added to the creative department's WhatsApp group where the team members maintained daily communication and interactions with each other. Then, I was introduced to different departments of the company; the client service department, the creative department, the planning and strategy department, business development, and lastly, the XBS department.

I was surprised to see the unique arrangement within the creative department, where both copywriters and graphic designers share the same workspace alongside the creative director. This arrangement is particularly noteworthy because conventionally creative directors and copywriters own separate office rooms following their job hierarchy. However, this office setup aims to enhance teamwork and collaboration. Having the creative director in close proximity provided our team with the advantage of spontaneous discussions when necessary. From time to time, the creative director would go around the room and observe the work of creative team members and give constructive feedback.

### **4.1 My Work as a Researcher and Copywriter**

My work as a copywriter primarily started with learning how to receive briefs from the client service department and properly taking notes on the key elements to complete the tasks—for example, the brand, ad purpose, requirements, ad type, and deadline. After receiving the brief, I would start working on articulating ideas. My primary responsibility involved writing copies and captions for Samsung and Buy Here Now (BHN), specifically for the brand website, and social media marketing/online visual commercials (OVC). Before writing copies, the first thing I used to do was conduct research, and analyze the brands, then find the USP, TSP, and

ESP of the products, and lastly, maintain the brand's communication style. Besides the main tasks, I had to go through the brand guidebook from time to time to stay updated.

Next, I learned to create content calendars for the brands where daily or weekly posts were listed according to each month's objectives and I had to complete those "Regular to Do" tasks as per the date. Managing the calendar and meeting deadlines became challenging during festival seasons due to additional tasks. To elaborate, during Eid-ul-Adha in 2023, the copywriters faced significant pressure while adhering to tight schedules and maintaining quality content. Furthermore, the nature of my daily tasks varied based on the content type, such as static posts, carousel posts, dynamic posts, dynamic engage, tap to enlarge, and more.

While crafting copies, it was crucial to write from a meaningful point of view that the consumers could easily relate to. For example, a copy for Samsung refrigerator was "Samsung Refrigerator **Cool Pack**. Keeps you stress-free even during power cut!". In the copy, the "you" orientation was used to give a friendly and personal tone to capture readers' attention and encourage them to spend some time reading the posts and captions to learn more information about the products. The copy also highlights the benefit of the cool pack feature, offering a solution to customers' concerns when facing a power outage.

Again, while writing content, it was essential to visualize the order and style of the copies. For example, line breaks, bolding text, font size, determining what should be displayed in the visual that could complement the copies, and so on. The copywriting team closely worked with the graphics designing team to guide them on the visuals as per ideas shared with them. Therefore, I would research and gather ideas from renowned brand advertisements. Moreover, my role as a copywriter also required sharing references along with ideas to facilitate understanding and visualization of concepts to other team members. For that reason, I followed

some credible reference sites such as Pinterest, Ads of the World, D&AD, animated short films, and Google.

Furthermore, I occasionally attended ideation meetings of the partner brands of X Solutions company. In these meetings, all copywriters and client service personnel, the graphic designers, the creative director, and sometimes the executive creative director gathered to brainstorm ideas for the advertisements or campaigns. For instance, my team worked on a dynamic advertisement for Bkash; the purpose of the ad was to celebrate and raise awareness about International Freelancer Day, celebrated on October 19th. Throughout the ideation process, the team collectively generated various ideas and narrowed them down to three to four ideas. Next, these ideas were discussed with the COO and planning team to select the best idea. After completing the approved work, my team gathered feedback from the creative directors, COO, and planning team. Subsequently, the creative team pitched the idea to the clients which resulted in revising the content or starting from scratch upon rejection. Actively seeking feedback from the creative director and other team members was a key practice to enhance the quality of the project. My involvement in this project was to observe and learn from the collaborative process.

#### **4.2 My Work as an Editor and Translator**

Copywriters' role is not limited to just writing copies; they also have to act as an editor and a translator. On the first day of my internship, I was assigned a task where I had to write a caption for job recruitment at City Bank. The task primarily required me to enhance the readability of the content by simplifying the job description, shortening the paragraph if needed, excluding any unnecessary information, and checking the grammar, spelling, punctuation, syntax, and tone. After completing the task, the copy was proofread by my supervisor and sent to the client. My familiarity with editing concepts enabled me to create a good impression at the

workplace. As feedback, my supervisor highlighted the importance of editing for a copy and overall advertisement since a minor grammatical error, spelling, punctuation, meaning, and tonality can change the intended meaning that the copywriter had in mind.

Additionally, advertisements can be presented in either Bangla or English based on the client's requirements. Occasionally, I was tasked with translating scripts from Bangla to English and vice versa. While doing the translations, my primary objective was to make the target text (TT) sound as natural and smoother as the source text (ST). In this regard, I used the techniques of "sense for sense" and "word for word" translation and followed "Interlingual Translation" where signs and words are translated by means into another language.

## **Chapter 5: Theoretical Application to the Internship Experience**

This segment of the report briefly discusses theories from the Media and Cultural Studies major that analyze the advertising industry and my experience at X Solutions Ltd. These theories helped me to take on the role of a copywriter as well as to enable me to view this internship experience from a critical perspective.

### **5.1 Advertising Companies as Corporate Panopticon**

Michel Foucault's idea of the panopticon is derived from Jeremy Bentham's initial prison system in Victorian England. In the book *Discipline and Punish: The Birth of the Prison*, Foucault discusses how individuals in positions of authority secretly observe and control the behavior of those under surveillance, and once observees become aware of this constant surveillance, they instinctively begin to self-regulate their behavior. Similarly, an advertising company such as X Solutions Ltd. can be regarded as a corporate panopticon due to its implementation of extensive surveillance measures over its employees. Firstly, the whole office has a tight security and surveillance system, including a fingerprint access control system for entry and a button-based system for exit. Secondly, the company uses an HR software application called digiGO, mandatory for all employees in the office to use it every day for the HR team to monitor employees' entry time. Also, the application includes GPS functionality that enables the HR team to track the employee locations. Another monitoring system at the office is the installed cameras in every corner of the floor, which allows those at the top of the hierarchy to observe the behavior of employees. With this awareness of the constant surveillance system, employees opted to self-monitor their actions and adhere to workplace rules and regulations in order to prevent any complications with the authorities.

## 5.2 Advertisements Create Fake Needs and Desires

According to Karl Marx, “ideology is what causes us to misrepresent the world to ourselves” (Bertens 84). Hence, ideology is an illusion that creates false consciousness in people. Simultaneously, Louis Althusser argues that advertising companies operate as a component of the Ideological State Apparatus and use various media channels, including social media, television, radio, and newspapers to disseminate ideologies. While working at X Solutions Ltd, I realized that in order to generate profits, advertising firms create advertisements in a way that molds people’s thoughts and perceptions. For example, Samsung strategically advertises its products such as smartphones, refrigerators, washing machines, etc. to influence the target audience into believing that using these products will significantly transform their life for the better as these items “offer solutions to the problems the target audience will encounter in their [daily] lives” (Gökçe et al. 59). To specify, an advertising copy for a Samsung dryer displayed the headline “**Get 100% dry clothes** only in 35 minutes!”. The advertising company used the persuasive language technique to promote the product and capture the attention of potential customers. The concise and straightforward nature of the copy enhances its comprehensibility. The use of bold text and the claim of achieving dry clothes within a short timeframe of 35 minutes is an exaggeration intended to highlight and emphasize the exceptional features of the product. This advertising tactic can emotionally manipulate the target audience by instilling a sense of necessity for the product, thereby influencing their decisions to purchase this desirable, time-saving solution and becoming a part of the consumer culture.

Additionally, to keep the cycle of the capitalist system running, businesses employ strategies such as discount offers and cross-selling to attract new consumers and stimulate frequent purchases which ultimately leads to maximizing the company’s revenue streams. For

instance, Samsung often uses promotional strategies such as discounts of up to 60%, great exchange offers, 12-month EMI (Equated Monthly Instalment) plans, and several additional marketing strategies to increase sales. All these offers and schemes are mostly provided for a limited amount of time especially, during festive seasons, weekends, etc. Such time-limited offers create a sense of urgency in the consumers' minds, leading them to make unplanned purchases (Shekhawat 932). Intriguingly, these sales promotion techniques serve as a benefit to both consumers and the company. To specify, discount offers exercise a psychological influence on consumers that shapes their perception to perceive these opportunities to save money. On the flip side, this strategy enables the company to generate more sales and profits in a short time.

Similarly, cross-selling is another marketing technique used by companies to sell additional products and services to existing customers. This technique helps companies to maximize product sales, increase profit, enhance customer satisfaction, and eliminate the weaker competitors from the market. For example, Buy Here Now is a surrogate brand associated with Benson & Hedges, a tobacco company that primarily targets smokers as its audience. However, the brand experiences limitations in revenue generation due to its specific target audience and restrictions on public advertising of cigarettes in Bangladesh. Thus, in order to reduce the decline in sales and firmly sustain in the competitive market, Buy Here Now strategically features supplementary products such as food, beverages, board games, and other items as a part of its promotional sales.

Moreover, the nature of consumer culture has become a mass culture where there is always "something suitable" for every individual. Linking advertising with the capitalist market, John Berger in his book *Ways of Seeing*, explains that the sole purpose of advertising is to convince customers to attain a sense of being enviable and glamorous by purchasing specific



products or services, which creates needs and desires for possession (Berger 133). To simplify, advertisements manipulate customers' anxiety regarding not owning a product and not being perceived as admired figures. Advertisements tend to go beyond conveying the product's functional attributes; Instead, advertisements portray the product as a symbol of desire and status. For example, in advertisements, owning a timeless watch from esteemed brands such as Seiko or Omega not only signifies status but also gives customers a distinct identity.

However, Theodor W. Adorno and Max Horkheimer argue that advertisements deceive consumers by displaying illusions of joy and pleasure and by making fake promises. To elaborate, Buy Here Now advertises luxury watches where the protagonist is depicted as enjoying a lavish lifestyle while wearing a watch. The advertisement features the protagonist on a boat, dressed in a suit, attending an exclusive event— all while showcasing the splendid watch. Such imagery and storytelling promote fake promises, and false impressions to consumers that owning a timeless watch is equivalent to having a life filled with power, status, and success. Furthermore, Adorno and Horkheimer claim that advertisements play a crucial role in creating a false sense of individuality. The standardization of luxury products in people's perceptions is obtained by integrating "images of pleasure, satisfaction, romance, beauty, social status, and good life to consumer products such as beverages, clothes, cleaning materials, and white goods" (Gökçe et al. 62). At the same time, Walter Benjamin refers these added qualities as "fetishistic quality" which contributes to the creation of false needs and desires in the consumers' mind. To illustrate, when a customer purchases a watch from a luxury brand, the ownership represents more than merely possessing a physical product. It signifies the intangible essence of the brand's aura and reputation as well. Consequently, from the customer's perspective, this purchase provides a sense of identity and symbolic value.

Nevertheless, the images and the world depicted in the advertisement are far from reality, where owning a luxury timepiece does not signify success, or wearing perfume does not immediately change the aura of a person and guarantee a romantic encounter. In this context, Jean Baudrillard states, “Advertising in its entirety constitutes a useless and unnecessary universe. It is pure connotation” (Berger 78). It implies that everything portrayed in advertisements is, in fact, a distorted reality which Baudrillard conceptualizes as “Hyperreality” and these advertisements are not only selling products but also illusions.

Jean Baudrillard also explains that consumer behavior is built upon people’s sense of lacking something, which is closely related to previously discussed concepts by John Berger. In this fast-paced world of mass reproduction, commodities are presented as fashion accessories; shortly after adopting one, a newer version is introduced. Therefore, driven by the desire to keep pace with contemporary fashion trends, consumers enthusiastically embrace the latest products available in the market. For instance, in August 2022, Samsung launched its foldable smartphone Galaxy Z Fold4, yet merely a year later, Samsung introduced an updated version, Galaxy Z Fold5. While marketing the new model, the Galaxy Z Fold5, Samsung claimed that the newer version offers better performance, battery efficiency, and advanced camera features. This strategic campaign ensures the constant exposure of the target audience to advertisements that convey the values of the capitalist ruling class and influence consumer behavior. As a result of these manipulated desires, consumers often make purchases of products that they may not necessarily need.

## Chapter 6: Personal Account

Working at X Solutions Ltd. has significantly broadened my professional horizons by offering a wide array of opportunities to serve as a copywriter, translator, editor, and many more. This multifaceted experience has not only enhanced my interpersonal skills but also cultivated a heightened sense of professionalism. However, challenges are an integral part of the professional landscape.

Initially, my role as a copywriter started with an exploration of various brand archetypes, which was essential for analyzing the brands for my tasks. However, upon receiving briefs, I often found it bewildering due to its nature of disorganization and lack of clarity. Also, sometimes the absence of crucial details during briefs required additional research. Since I was unfamiliar with these components, I struggled to adhere to the tight deadlines and hand the finalized copies over to the graphics designing team. As a result, these situations put me under tremendous pressure. More importantly, I realized that the role of a copywriter is the core element of an advertising agency, which extends beyond mere crafting copies. From time to time, I found myself wearing several hats, taking on additional roles such as editor, translator, and graphics designer.

In the dynamic landscape of creative agencies, a challenging reality is that despite the dedication and effort invested, the acceptance of ideas and written content remains uncertain, with a high likelihood of facing rejection. During my internship, the first few weeks were disheartening as I often encountered this reality while writing copies and captions for products. I would struggle to keep the tonality of the brands in check and visualize the complementary image design that would go with the copies. As a result, my writings faced frequent re-editing or outright rejection. In some cases, I was advised to approach thinking and writing from a more

insightful perspective. However, grappling with the plethora of ideas often left me in a dilemma with the task of selecting the perfect copy. For the next few months, I maintained a routine of conducting research, brainstorming various concepts for product copies, as well as seeking feedback from my superiors. Being a fast learner, the practice tasks and the constructive feedback received substantially contributed to making the copies more customer-centric.

Another challenge that I encountered was during the ideation meetings where we had to share ideas for different campaigns on different occasions. During such sessions, the most daunting part was that we had to put ourselves in the customer's shoes and generate compelling ideas that would resonate with the customer's perspective. For instance, during a Samsung ideation meeting for Eid al-Adha, the brief was to make a static advertisement that would convey a simple Eid greeting. However, our team encountered difficulties deciding the visual for the advertisement since some ideas proposed for visuals involved cows or lambs, which could generate controversy among some customers due to their strong reservations against the practice of animal sacrifice. After a collective discussion, the team decided to capture the joyous moments of Eid while featuring Samsung products.



Figure 3: Samsung Eid Advertisement 2023

Furthermore, the intensifying pressure of being a copywriter was more exhausting, particularly during significant occasions such as Eid and national holidays. These periods necessitated close attention and devotion to preparing the pitch decks for client presentations and the articulation of ideas. Besides, I had to produce a multitude of content alongside my daily routine, all within stringent deadlines. Consequently, I began to consider overtime work as a part of my professional responsibilities. In short, this internship experience resembled a full-time job and I overcame all these challenges with persistence and thoroughness.

## **Chapter 7: Recommendation**

Throughout my four-year academic journey as a Media and Cultural Studies student at Brac University, the major courses offered have taught me about different dimensions of media studies. These courses have unveiled numerous potential career paths, including journalism, media production, advertising, and marketing. However, I believe that the university could enhance the experience for students interested in this major by introducing additional media-related courses. This expansion would provide students the opportunity to explore more and have a better understanding of the media world.

Additionally, my internship at X Solutions Ltd. has provided me with invaluable hands-on experience in the field of advertising and marketing. While it stands as one of the leading advertising companies in Bangladesh, there is always room for improvement. For instance, the company would benefit from a more rigorous adherence to the content calendar to prevent conflicts in project deadlines. Moreover, the practice of final proofreading of the content before publication could be emphasized to maintain quality.

## **Chapter 8: Conclusion**

The internship experience at X Solutions Ltd. has provided a solid foundation for my professional development. Throughout the internship, playing diverse roles taught me to analyze events from diverse perspectives. This three-month journey deepened my comprehension of the advertising industry and its influence on our lives. Aside from that, a significant lesson was overcoming my fear of making mistakes and embracing the notion that mistakes are a part of the learning process. As the famous quote goes by John Wooden, “If you are not making mistakes, then you are not doing anything”. Furthermore, I received insight into my strengths and weaknesses, understood the importance of self-motivation and teamwork, and acquired the skills necessary to adapt to a new work culture environment.

Overall, I am grateful to X Solutions Ltd. for providing me with this enriching internship opportunity. Despite encountering numerous challenges during this short adventure, the unwavering support of my supervisor and colleagues made the journey easier. Also, each experience served as a stepping stone in my life, contributing to my preparation for future endeavors. I aspire to confront future challenges with courage, self-confidence, and commitment to both personal and professional development.

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## Appendix

Here are some of the work that I did during my internship:

### Samsung TV – Launching Thematic Ovc

ভিডিয়াল	Translation
ক্লোজশটে একজোড়া চোখ জাস্ট খোলে। স্বাক্ষরকে স্পষ্ট। চোখের রেটিনা, পাপড়ি, একদম মাইক্রো ডিটেইলস সহ।	In a close shot, a pair of eyes opened. It is crystal clear. The retina and eyelashes can be seen in micro details.
ভ্রুম আউট করে পাহাড়ি পথের ট্রেকিং-এ ছেলেটা, হরাইজন	In the horizon angle, a guy can be seen in the mountain tracks.
ফুটবল মাঠের উত্তেজনা। চিৎকার করছে জার্সি পরে-	The excitement of the football field. A football fan is rutting for his team.
কিক – বল ঘুরতে ঘুরতে জালের দিকে যাচ্ছে স্লো মোতে	Then a kick. The ball is going towards the goal bar in slow motion.
অ্যাকশন কন্ট্রোল সিন। গ্রেনেডের পিন খুলে ফেলার পরে। পিনটা ফলো করে ক্যামেরা। পিন পতন নীরবতায় পিনটা পরে	Now, it is an action combat scene. The pin of the hand grenade is falling down on the floor. The camera is focused on the grenade pin. The pin falls down without making any sound/ in silence.
গেমিং এর ফিল। ফার্স্ট পার্সন শটার স্টাইল। ইশারা দেয় এগিয়ে যাওয়ার, আরও কয়েক বন্ধু কন্ট্রোল পেট-আপে এগিয়ে যায়	The feeling of gaming. In first-person shooter style. He is signing his friends to move forward. They are seen moving in combat get-up.

Fig: This is a script translation I did for one of our Samsung pitches)

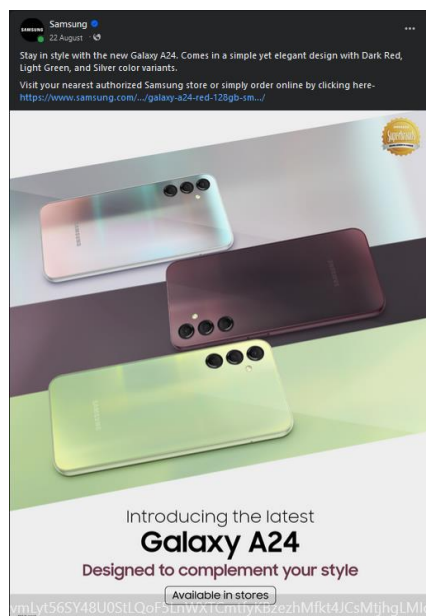


Fig: Copy and caption written for Samsung IM

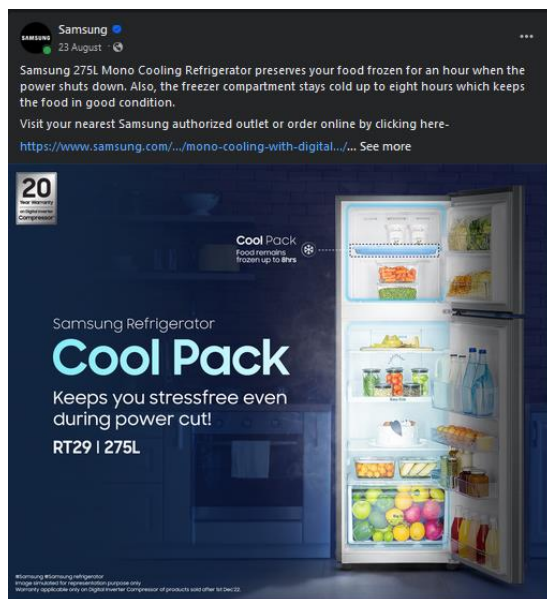


Fig: Copy and caption written for Samsung CE

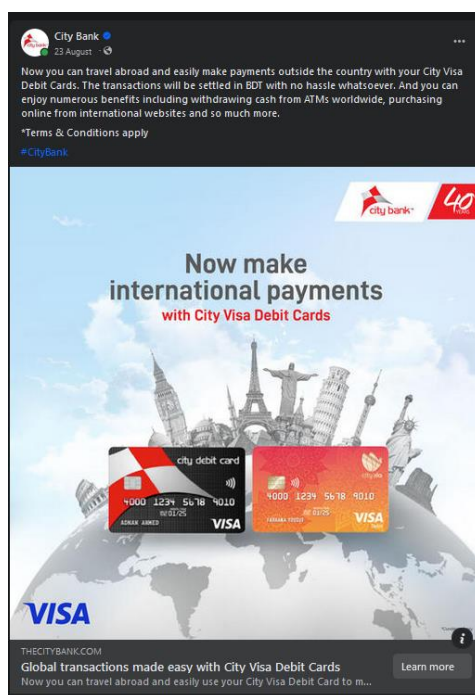


Fig: Copy and caption written for City Bank



Fig: Copy and caption written for City Alo



Fig: The use of sales promotions such as discounts, EMI, and exchange offers