

## **Report On**

**An In-depth Analysis of the Operations Workflow of a  
Bangladeshi Advertising Agency (Glitch DHK)**

By

**SYEDA ANAN KARIM  
ID# 20104161**

An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration

BRAC Business School

BRAC University  
April 2023

© 2023. BRAC University  
All Rights Reserved

## 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 which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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

---

**Syeda Anan Karim**  
ID# 20104161

### **Supervisor's Full Name & Signature:**

---

**Ms. Rahma Akhter**  
Senior Lecturer, BRAC Business School  
BRAC University

## Letter of Transmittal

Ms. Rahma Akhter

Senior Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Dear Ma'am,

It is an honor and great pleasure for me to hand over the report of my work experience as a Business Development - Intern at Glitch DHK.

The experience has provided me the opportunity to work with an immensely prominent multinational company such as Glitch DHK, allowing me to gain valuable insights into the professional life in a leading advertising and creative organization. It has helped me significantly to enhance my knowledge and prowess in the creative agency world. I, therefore, convey my earnest gratitude to you for your kind cooperation, supervision and guidance in successfully preparing this report, despite some limitations. I have completed the whole program with great zeal. I hope you will be kind enough to assess this report and oblige me thereby. I shall be happy to provide any clarification if required on any relevant matter.

**This report, and the investigation behind it, was prepared under your direct supervision. I pledge that under no circumstance will any part of it be reproduced for any reason, shared with anyone else, or uploaded to any Internet website without your written consent. Furthermore, I pledge that this report has not been submitted to any other faculty member of BRAC University.**

Sincerely yours,

---

Syeda Anan Karim

ID# 20104161

BRAC Business School

BRAC University

April 30<sup>th</sup>, 2023

## Non-Disclosure Agreement

The agreement that follows is between Glitch DHK Limited and me, a BRAC University student. I have been granted permission to use the information in my report, which is titled “An In-depth Analysis of the Operations Workflow of a Bangladeshi Advertising Agency (Glitch DHK)” and is exclusive to my report work and presentation.

In my report, I used Glitch DHK Limited's fundamental and business information as well as the information that my supervisor gave me and instructed me to use. I used all of the information for my report after receiving permission from the group's leaders.

The organization agrees that the candidate must give a detailed presentation about the project in order to fulfill the requirements of the course in which it is enrolled, and that this presentation must include information about the company for an audience that has not signed a non-disclosure agreement. Glitch DHK Limited has assisted in the protection of confidential information. This agreement cannot be modified unless done in writing and signed by both parties.

Name of Company: Glitch DHK Limited

Supervisor Name: Md Khairul Rabi

Signature:

Address: 556, Road 17, Block F, Bashundhara Residential Area, Dhaka.

Name of the Student: Syeda Anan Karim

Signature:

Address: Road 09, Block G, Banani, Dhaka.

Title of Report: An In-depth Analysis of the Operations Workflow of a Bangladeshi Advertising Agency (Glitch DHK Limited)

## Acknowledgement

I'm very thankful to the All-Mighty Allah and to everyone who helped me get to this point and finish my job. I'd like to thank both my employer, Glitch DHK Limited, and my on-site supervisor, Md. Khairul Rabi, for giving me the chance to work and helping me in so many ways during the internship, making it a useful learning experience that will help me build a career. It was a blessing for me to have a helpful and encouraging place of work with good safety measures and coworkers who helped me grow and pushed me to do better. This is a big thing I've done and a big chance I've had in my life.

I would like to thank all of my teachers, parents, friends, and people who care about me from the bottom of my heart. I'd like to thank Glitch and the leaders who let me do my internship there.

My internship supervisor and my respected faculty Ms. Rahma Akhter has my deepest gratitude because she took time out of his busy routine to give me advice that has helped me a lot. I owe her all of the ideas she gave me to improve the quality of my report, and I'm grateful for each one. Also, I would like to thank Ms. Tanzin Khan, who was my co-supervisor during my job. During my job, she gave me good advice and helped me out a lot. She was also a big help when it came to writing this report.

I also want to thank my management team at Glitch, Mr. Junaid Tarik Deep, Mr. Khairul Rabi, and Mr. Shahib Ahmed. They were always there to help me and helped me get through any problems I ran into at work.

I feel so relieved that I was able to finish my report with the help of both of my supervisor Ms. Rahma Akhter and co-supervisor Ms. Tanzin Khan, whose support and advice never wavered. This helped me finish the last few requirements for my graduation.

## Executive Summary

Internet accessibility has facilitated people's transition away from traditional forms of media. Social media played an important role in the transition. A new platform for advertising and communicating with the public has been developed. In order to adapt to this transformation, businesses turned to digital advertising, which allowed them to communicate with specific, segmented target groups.

Advertising agencies now offer online advertisements and web videos, content marketing and social media marketing, and a great deal of other marketing strategies.

This report will outline the company, including its mission and vision statements. In addition, it will describe all of my duties and responsibilities as an intern, as well as the relationship between my internship and my learning in my stream. This report is going to give an overview of the company for which I recently completed an internship. It will also afford a chance to inform the readership about the obstacles encountered during the internship.

## Table of Contents

<b>Declaration</b> .....	<b>2</b>
<b>Letter of Transmittal</b> .....	<b>3</b>
<b>Non-Disclosure Agreement</b> .....	<b>4</b>
<b>Acknowledgement</b> .....	<b>5</b>
<b>Executive Summary</b> .....	<b>6</b>
<b>List of Tables</b> .....	<b>11</b>
<b>List of Figures</b> .....	<b>12</b>
<b>Chapter 1 Overview of the Internship</b> .....	<b>1</b>
1.1 Student Information.....	2
1.2 Internship Information.....	2
1.2.1 Company Details and Period .....	2
1.2.2 Company Supervisor Information.....	2
1.2.3 Job Scope .....	2
1.3 Internship Outcome.....	4
1.3.1 Personal Development .....	4
1.3.2 Learned Skills as an Intern.....	5
1.3.3 Reflections on learning .....	6
1.3.4 Recommendation .....	9
<b>Chapter 2 Organization Overview</b> .....	<b>10</b>
2.1 Introduction.....	11
2.1.1 Company Overview: Cutting-Edge Content and Innovative Ideas.....	11

2.1.2 Vision: The Establishment of a Benchmark for the Production of Content of World-Class Quality.....	11
2.1.3 Mission: Our Mission Is to Provide Content Services That Are Both Professional and Highly Creative .....	11
2.1.4 Core Values: Integrity, Accountability, Dedication, Customer Satisfaction, Collaborative Effort, and the Ability to Achieve Goals .....	12
2.2 Business Operations: Providing All-Encompassing Advertising Services.....	12
2.3 The Methodology: Creative Content Production and an Approach Centered on Customers.....	12
2.4 Limitations: Learning Who We Are and Making Progress Through Adversity .....	12
2.5 Some Examples of Glitch DHK Limited's Management Practices.....	13
2.6 The Functions of Each Employee at Glitch DHK Limited .....	13
2.7 Organogram of the Company.....	15
<i>Table 1 – Organogram of the Company</i> .....	16
2.8 Office Environment.....	16
2.9 Methods of Advertising and Promotion.....	16
2.10 Management Strategy.....	16
2.11 Strategy for Reaching New Clients.....	16
2.12 Unique Characteristic of Glitch DHK Limited .....	17
2.13 Social Media.....	17
2.14 Financial Findings and Accounting Procedures.....	19
2.15 Information System and Operations Management Practices .....	19



2.15.1 Customer-centered Marketing Practices .....	19
2.15.2 Management Strategy: Maintaining Productivity and Creating a Friendly Workplace .....	19
2.15.3 Customer Service and Complaint Management: Operations Management and Information System Practices .....	19
2.15.4 Product and Service: Trained Employees to Exceed Customer Expectations .....	20
2.16 Industry and Competitive Analysis .....	20
2.16.1 SWOT Analysis of Glitch DHK Limited.....	20
2.16.2 An Analysis of Porter's Five Forces from the Perspective of Glitch DHK Limited .....	22
2.16.3 Competitor Analysis Based on The Industry .....	24
2.17 Summary and Conclusion .....	26
2.18 Recommendations .....	26
<b>Chapter 3 Project Part .....</b>	<b>28</b>
3.1 Project Title.....	29
3.2 Background .....	29
3.3 Objectives.....	30
3.3.1 Broad Objective .....	30
3.3.2 Specific Objectives .....	30
3.4 Literature Review .....	30
3.4.1 Findings from Literature Review:.....	31
3.5 Methodology .....	32

3.6 Significance of the Study .....	33
3.7 The Role of the Agency .....	35
3.7.1 The Rule of Trade .....	36
3.7.2 The Brief .....	36
3.7.3 The Plan .....	37
3.7.4 The Internal Brief.....	37
3.7.5 Identification of Consumer Insights.....	37
3.7.6 Evaluating the Problem Based on Consumer Insight .....	38
3.7.7 Identifying a Communication Solution.....	38
3.7.8 Making Materials for Communication.....	38
3.7.9 Execution .....	38
3.8 Creative .....	39
3.8.1 Script.....	39
3.8.2 The Execution Process .....	40
3.8.3 The Budget Planning.....	42
3.8.4 Future Prospects for the Glitch DHK 3.1 Project .....	44
3.9 Findings & Analysis.....	46
Analysis:.....	47
3.9.1 Questionnaire .....	49
3.9.2 Summary & Conclusion.....	57
3.9.3 Recommendation .....	58

## List of Tables

Table 1 – Organogram of the Company16

Table 2 – SWOT Analysis21

Table 3 – Waffle UP OVC Production Script40

Table 4 – Job Satisfaction Responses49

Table 5 – Skills & Expertise Alignment Responses50

Table 6 – Adequate Opportunities Responses50

Table 7 – Training Received Responses51

Table 8 – Training Objectives Responses52

Table 9 – Applicable Training Responses53

Table 10 – Workplace Culture Responses53

Table 11 – Workflow Effectiveness Responses54

Table 12 – Workplace Recommendation Responses55

## List of Figures

Figure 1 – Glitch DHK Facebook Page	18
Figure 2 – Glitch DHK Website Home Page	18
Figure 3 – Porter’s 5 Forces Analysis	22
Figure 4 – The Rule of the Trade	36
Figure 5 – The Process	37
Figure 6 – OVC Production Budget.....	39
Figure 7 – Job Satisfaction Responses Pie Chart	49
Figure 8 – Skills & Expertise Alignment Responses Column Chart	50
Figure 9 – Adequate Opportunity Responses Bar Graph	51
Figure 10 – Training Received Responses Pie Chart	51
Figure 11 – Training Objectives Responses Pie Chart	52
Figure 12 – Applicable Training Responses Bar Graph	53
Figure 13 – Workplace Culture Responses Pie Chart	54
Figure 14 – Workflow Effectiveness Responses Bar Graph	55
Figure 15 – Workplace Recommendation Responses Bar Graph	56



# Chapter 1

## Overview of the Internship

## 1.1 Student Information

Student Name: Syeda Anan Karim

Student ID: 20104161

Department: BRAC Business School, BRAC University

Major: Marketing

Minor: HRM

## 1.2 Internship Information

### 1.2.1 Company Details and Period

Company name: Glitch DHK.

Division: Operation Management

Address: House 366/4, Road 06, Level-1st floor, Baridhara DOHS, Dhaka-1206.

Period: January 25, 2023- April 25, 2023 (3 months)

### 1.2.2 Company Supervisor Information

Name: Md. Khairul Rabi

Designation: Chief Administrative Officer, Glitch DHK

### 1.2.3 Job Scope

#### 1.2.3.1 Description of the Job

As a member of the Glitch Dhaka team, I was primarily responsible for enhancing the company's digital presence and reputation. My supervisor was Md. Khairul Rabi (Chief Administrative Officer), who monitored my weekly performance. I also reported directly to the Creative Director, Managing Partner, Junaid Tarik Deep for daily activities, and he actively supervised all of my duties. However, I also assisted other team members with urgent tasks

when necessary. My responsibilities were divided into two main areas: organizational work and project-specific work.

### 1.2.3.2 Organizational Roles & Responsibilities

Upon joining Glitch Dhaka, I became acquainted with the company's brand identity and operations. According to my research, Glitch Dhaka is a creative agency that provides a variety of services, such as branding, marketing, and digital solutions. The company's mission is to help in the development of businesses through innovative and creative solutions.

#### Analysis of Digital Presence:

Upon joining Glitch Dhaka, my first task was to conduct an in-depth analysis of the company's digital presence, including its website and social media pages. This analysis assisted in identifying improvement opportunities and improved our strategy for digital marketing.

#### Brand Positioning for Glitch Dhaka:

As a creative agency, the brand positioning of Glitch Dhaka is essential for attracting and retaining clients. I collaborated with the team to refine our brand positioning, which involved developing a tone and voice, visual design, and online presence that are aligned with the mission of our company.

#### Competitor Analysis

I kept a close eye on what other creative agencies in the business were doing by looking at their websites. I did a full analysis of our competitors' strengths and weaknesses so that we could make better decisions about our own strategies and tactics. This analysis helped us stay ahead of the competition and make sure our services are still useful and up-to-date.



### 1.2.3.3 Project Based Responsibilities

Glitch DHK Limited has given me a number of important tasks. At first, the number was small, but it has steadily grown over time. I was given more responsibility after I showed that I worked carefully and honestly by finishing all of my tasks on time. In my job offer letter, I was given a detailed list of my duties, which are as follows:

- High-level planning and making key management decisions about resources
- Making, developing and implementing, and evaluating operational procedures
- Project managers and account executives work together to keep an eye on spending plans on a regular basis.
- Going to meetings on time and taking notes, which are often called "meeting minutes."
- Finishing work on time.

## 1.3 Internship Outcome

### 1.3.1 Personal Development

As a Marketing major at a business school, I've always been worried about my chances on the job market, which is very competitive. Even though I had decent education and goals, I had no actual proof of my skills. The COVID-19 pandemic made me worry even more, and it made me nervous about getting a job after I graduated. But then Glitch DHK Limited came into my life and saved me.

During my three-month internship at Glitch DHK Limited, I followed my line manager and other team members around, which helped me learn new things and feel better about myself. I learned a lot about working as a team and being a leader, and I quickly figured out my own flaws and how to fix them. With each day that went by, I became more confident and capable.

I learned to say "no" when I needed to and eventually realized that sometimes doing just enough is more than enough.

Even though the job was hard and stressful, I did well in the fast-paced environment, meeting deadlines and going above and beyond what was expected. I got good at getting people to work together and getting things done, and I loved working on my own projects because I knew I had the skills and confidence to do well.

When I think back on my internship, I can say with certainty that it was a bittersweet but mostly good time. I'm thankful for the challenges and chances that Glitch DHK Limited gave me, and I'm proud to have made clients and mentors who will be with me for the rest of my life. I'm looking forward to continuing to learn and grow as a professional, and I'm sure that the lessons I learned at Glitch DHK Limited will help me in everything I do in the future.

### 1.3.2 Learned Skills as an Intern

During my internship at Glitch DHK, I learned a wide range of useful skills that have improved my personal and professional development. As a marketing intern, I was exposed to the inner workings of a dynamic marketing agency and was able to learn from my experiences. I received knowledge and experience in project management, workflow processes, customer research, and campaign evaluation throughout my internship. I gained new skills and how to work in a fast-paced setting, both of which will benefit me in my future endeavors.

Analytical skills were one of the most significant things I learned at Glitch DHK. I was in charge of reviewing monthly revenue collection data and creating useful insights that could be utilised to guide real-world plans. This requires skill in both quantitative and qualitative analysis, as well as the ability to construct easily accessible dashboards and summaries. I attended meetings with clients from various companies, which allowed me to see directly how these assessments were used to design effective initiatives.

Another important skill I learned throughout my internship was effective communication. Communicating with so many people (clients, production houses, artists) on my team's behalf helped me become more spontaneous and less self-conscious while asking questions.

Time management was another ability I learned throughout my internship. The fast-paced setting demanded that I do duties properly in a short period of time. I learnt when and what to do to guarantee that I accomplished my chores efficiently as I became more comfortable with my work environment and assignment.

My technical abilities were also essential during my internship at Glitch DHK. My Microsoft Excel abilities were average at best prior to joining the organization. Nonetheless, I was entrusted with creating and assessing Excel spreadsheets on a regular basis, which gave me the opportunity to enhance my talents in this area. In addition, as part of my particular project, I had to present weekly proposals, which helped me improve my Microsoft PowerPoint skills.

Finally, throughout my internship, I learned the importance of multitasking. I had to mix my daily commitments with my project work, which proved tough at first. Yet, I gradually learned how to divide my attention evenly among all of my responsibilities, which made me more adept at multitasking while fulfilling all objectives equally. Overall, my internship at Glitch DHK was an excellent learning experience that helped me build a variety of useful abilities.

### 1.3.3 Reflections on learning

#### 1.3.3.1 Qualitative Learnings

I was capable of connecting my academic work to the marketing sector during my internship at Glitch DHK. When I worked at Glitch DHK, I discovered that my training had improved my comprehension of marketing concepts and enabled me to make connections between academic ideas and practical applications.

I was especially able to communicate well with a lot of people on a regular basis, both in person and online, because to my business communication training. I sent at least 10 emails per day, and none of them were informal, which improved my communication abilities. Also, I discovered that the focus group discussions I held for my assignment in my marketing research course were useful in teaching me how to assess and enhance my work.

Also, my advertising course taught me how to efficiently build storyboard for Waffle Up OVC clients. I was able to enhance the messaging and the music video's effect by using the concepts I learnt in my course. This experience was similar to the Strategic Brand Management course I took in my last semester, where I learned how to efficiently manage a brand.

Overall, my academic work played a significant role in my learning at Glitch DHK. I was able to relate abstract ideas to practical applications, which made my internship a valuable learning opportunity.

#### 1.3.3.2 Personal Growth and Achievement

I had the chance to grow personally as well as professionally during my internship at Glitch DHK. Learning how to keep a healthy work-life balance during my internship at Glitch DHK was one of my greatest successes. I had trouble efficiently managing my time as a new employee and finding the right balance between my work and personal commitments. But I was able to learn how to combine work and play into my daily schedule with the help and encouragement of my teammates and mentors at Glitch DHK, which significantly increased my general well-being and productivity.

I enjoyed the gratification of helping to bring about big improvements within the organisation in addition to my own personal development. I was given the opportunity to take on a variety of tasks and contribute significantly to ongoing initiatives while working as an intern for the

marketing team. My teammates' appreciation of my work served as a powerful incentive for me to keep moving forward and pursue excellence in all facets of my profession.

Overall, I gained useful professional skills from my internship at Glitch DHK in addition to developing personally and reaching important milestones.

#### 1.3.3.3 Expectation VS Reality

I entered the internship expecting to get a lot of knowledge about how the marketing firm functions as well as to advance myself professionally. I learned the importance of punctuality through working an eight-hour day, five days a week. I was introduced to a whole new area of hands-on learning when I worked in a team of three. I gained a lot of first-hand knowledge of the agency industry. Each team member's work responsibilities are fairly substantial because there are only a certain number of members per team. I was frequently exposed to a wide range of tasks because I helped all of my team members at once. I also discovered how important it is to take initiative. I adapted to the hectic workplace over the course of three months. Overall, Glitch DHK exceeded my expectations and gave me more confidence about my ability to find work in Bangladesh's marketing industry.

#### 1.3.3.4 Consequences and Limitations

Working in an advertising firm was a unique experience for me, and learning the pre-production methods for commercial advertisements took some time. Operating in the operation management of the organization also posed difficulties in interacting with clients and acknowledging their demands.

During my internship, the most difficult duty I had to perform was developing a marketing campaign for Waffle Up, which turned out to be the most challenging and complex task of the experience. When I originally began working on the plan, I handled it in the same manner that I approached homework for my university courses; however, this is not the manner in which

you offer it to the customer. Because the initial report and presentation did not meet the customer's requirements, obtaining feedback was beneficial but also highlighted the limits of my competence. The first one lacked specific, such as how and why users will participate in the app, how we want to include this concept, and other related topics. Finally, I was able to deliver a far more comprehensive version that met every need that was given to us throughout the feedback process.

#### 1.3.4 Recommendation

One can readily join Glitch if they are interested in observing the different aspects of an advertising agency and are seeking a workplace that encourages creativity. They are always receptive to new talent who wishes to bring their concepts to life. And as a Manager of Advertising Operations, one can learn how to establish strategies for discovering, designing, evaluating, and enhancing advertising technologies as well as processes for operational efficiency. The Advertising Operations Manager implements new programmed and strategic advertisements and modifies campaigns and programs. In addition, he organises operational readiness and advises clients on both indirect and direct advertising techniques and technical skills.

# Chapter 2

## Organization Overview

## 2.1 Introduction

In this section of the report, we will discuss the overall concept of Glitch DHK Limited as an organization, as well as its goals and the manner in which it makes use of concept to make planning of advertisements into reality. This will be done in connection with the organization's goals.

### 2.1.1 Company Overview: Cutting-Edge Content and Innovative Ideas

The creative studio known as Glitch DHK Limited is located in Dhaka, Bangladesh, and it serves to the specific needs of its customers by generating original concepts and materials that are customized to meet those needs. Glitch was established in 2015 and has since grown to become one of the most successful advertising agencies in the country. The company is well-known for its innovative approach to content creation as well as its outstanding customer service.

At Glitch, one of our primary missions is to encourage a culture of innovation and continuous improvement among the members of our team. We believe that it is important to foster an imaginative spirit in our employees and to provide them with a collaborative work environment in which they are able to share ideas and access resources. Because of this strategy, we have been able to recruit some of the most creatively gifted professionals in the industry, which has enabled us to produce exceptional work that far exceeds the expectations of our customers.

### 2.1.2 Vision: The Establishment of a Benchmark for the Production of Content of World-Class Quality

Our goal at Glitch DHK Limited is to set a benchmark for the production of content of a world-class standard that is not only acknowledged and valued in Bangladesh, but also in other regions of the world. We work hard to establish ourselves as a frontrunner in our field by providing our customers with the most cutting-edge and successful solutions possible, ones that not only produce results but also leave a timeless mark.

### 2.1.3 Mission: Our Mission Is to Provide Content Services That Are Both Professional and Highly Creative

In order to accomplish our vision, we developed an easy-to-understand mission statement that serves as a compass for our daily activities. At Glitch, our primary goal is to provide our clients with high-quality web, app, and content services while maintaining a concentration on achieving their business goals. We believe that it is our responsibility to provide innovative solutions that enable individuals, businesses, and non-profit organizations to promote their



brands and connect with customers all over the world. We intend to grow Glitch DHK Limited into a company that is capable of competing favorably with other pioneering service providers in the sector.

#### 2.1.4 Core Values: Integrity, Accountability, Dedication, Customer Satisfaction, Collaborative Effort, and the Ability to Achieve Goals

At Glitch DHK Limited, we make decisions and conduct business with our customers, business partners, and team members based on a set of guiding principles that we call our core values. We believe in being honest, taking responsibility, being devoted, making sure our customers are happy, working together, and being as practical as possible. These values guide every choice we make and guarantee that we will always act with integrity and transparency while maintaining a primary concentration on providing our customers with the most favorable outcomes possible.

#### 2.2 Business Operations: Providing All-Encompassing Advertising Services

Glitch DHK Limited provides a wide range of products and services that address all aspects of advertising, marketing, and branding. These areas are covered comprehensively. Graphic designers, audio-visual producers and animators, content developers, and advertising campaign experts are some of the creative professionals that make up our experienced team of creative professionals. In addition, we offer our consulting services to companies that are interested in incorporating innovative strategies into their branding, promotional activities, and operational procedures.

#### 2.3 The Methodology: Creative Content Production and an Approach Centered on Customers

At Glitch DHK Limited, our methodology is centered around our client-focused approach and our commitment to delivering creative and innovative solutions. This commitment is at the heart of our methodology. We believe that the best way to serve our customers is to work closely with them to learn about their individual requirements and devise solutions that are in line with their objectives. In order to produce content that stands out and delivers measurable results, our team of industry experts makes use of the most recent tools, technologies, and best practices in the industry.

#### 2.4 Limitations: Learning Who We Are and Making Progress Through Adversity

At Glitch DHK Limited, we recognize that obstacles are an inevitable part of the creative process, and we welcome them as chances to grow as individuals and as a company because of

this understanding. Creating a marketing strategy for a client that initially did not meet their requirements was one of the most difficult tasks our team has faced to date. On the other hand, thanks to the feedback we received and the close collaboration we had with the customer, we were able to produce a version that was more comprehensive and which exceeded their expectations.

## 2.5 Some Examples of Glitch DHK Limited's Management Practices

Glitch DHK Limited understands how important it is to develop a strong corporate structure in order to live up to its reputation as a leading advertising agency on the global stage. Glitch has made it a top priority to hire only the most qualified individuals in the area in order to accomplish this goal. These individuals must have a strong work ethic, creativity, a result-oriented approach, a customer-focused mindset, and the willingness to contribute to the success of the company

## 2.6 The Functions of Each Employee at Glitch DHK Limited

Top management employees at Glitch DHK Limited are eligible to participate in a profit-sharing program that is determined by the board of trustees to be in accordance with the employee's performance over a period of at least five years. The following positions in the organization have been filled, and the company is always looking for qualified and capable candidates to fill them:

- Chief Executive Officer

The Chief Executive Officer is in charge of the overall management of the company as well as determining the strategic path that will be taken to achieve the company's objectives.

- Creative Director

The Creative Director is responsible for overseeing the creative direction of all projects and ensuring that those projects are in line with the overall vision of the company.

- Specialist in Advertising and Digital Marketing

Develops and executes effective advertising and marketing strategies to promote the company's services. He specializes in both traditional and digital forms of advertising and marketing.

- Manager of Human Resources and Administration

The Manager of Human Resources and Administration is responsible for managing the various functions associated with human resources, such as recruitment, training, and employee relations, in addition to supervising the various administrative tasks.

- Sales and Marketing Executive

The primary responsibilities of a Sales and Marketing Executive include the development of new business and the upkeep of relationships with existing customers.

- Animator

Animator is responsible for creating visual content through the use of animation and makes sure that it adheres to the creative vision of the company.

- Audio Visual Director

The Audio-Visual Director is responsible for managing the production of audio-visual content of a high quality that is in line with the vision of the company.

- Client Service Executive and Operation Executive

Client Service Executive and Operation Executive is responsible for managing interactions with customers and ensuring that all business processes are carried out without a hitch.

- Accountant

An accountant is responsible for managing a company's financial transactions and ensuring the accuracy of the company's financial records.

- Graphic Designer

Graphic designers are responsible for the creation of visual content, such as logos, brands, and marketing materials.

- Cinematographer

The cinematographer is responsible for overseeing the production of high-quality video content that is in line with the imaginative goals of the company.

- Content Creator / Online Traffic Generator

The Content Creator and Online Traffic Generator is responsible for developing high-quality content that attracts users to the company's website and various social media channels.

- Client Service Executive and Operation Executive

Client Service Executive and Operation Executive: Responsible for managing interactions with customers and ensuring that all business processes are carried out without a hitch.

The management team at Glitch DHK Limited is of the opinion that it is essential to the success of the company to recruit qualified individuals to fill these roles. The company's long-term goal is to become a world-class advertising agency that not only lives up to but also exceeds the expectations of its customers. To achieve this goal, the company seeks to hire individuals who are qualified, hardworking, and creative.

## 2.7 Organogram of the Company

Shahib Ahmed – CEO
Fahad Zaman – Managing Director
Junaid Tarik Deep – Creative Director, Managing Partner
Md. Khairul Rabi – Chief Administrative Officer
Ahmed Intisher Fardeen – Graphic and Motion Designer
Rakin Muhtadee Shihab – Operation Executive, Script Writer
Farhan Sabbir – Operation Executive
Rashid Tajar – Graphic Designer
Aadnan Zaman – Media Executive
Shajeeb Hossain – Graphic designer
Minhaj Mahmud- 3d CG generalist / VFX supervisor

Saddam Hossain- Video Editor
Rafayat Teebro – Copyrighter
Abayaz zarif Hossain- Senior Copyrighter and Script supervisor
Waliun Nabi Ony -Line producer

*Table 1 – Organogram of the Company*

## 2.8 Office Environment

The dress code for the workplace is business formal attire, and it has the atmosphere of a dynamically engaged, stimulating, and friendly working place. The employers strongly encourage their employees to contribute their opinions and ideas on the subject being discussed at the meeting, regardless of whether or not such opinions and ideas are positive.

## 2.9 Methods of Advertising and Promotion

The marketing strategies the company intends to implement partially support its mission. Glitch DHK, a marketing company that promotes high-quality services, believes that a pleasant approach would help it readily connect with prospective clients. This belief is based on the fact that a positive attitude is contagious. However, it is quite easy to become lost in the sea of several other marketing organizations that are essentially promoting themselves. To combat this issue, Glitch DHK devised feasible approaches that can be implemented on certain channels, both online and offline.

## 2.10 Management Strategy

Create a warm and inviting working environment while preserving a high degree of inventive and productive activity.

## 2.11 Strategy for Reaching New Clients

Acquiring new customers and attempting to gain their loyalty to a particular product or service is an entirely different challenge that requires pinpoint accuracy, in-depth data analysis, and unparalleled customer service. In addition, gaining the trust of potential customers is a difficult mission that must be accomplished by the marketing agency.

Glitch ensures that each and every step it would instill in its other clients is effectively executed. Glitch is responsible for accumulating insights, constructing a brand guide, designing a data-driven marketing plan, and monitoring and analyzing performance at every stage.

To gain a greater understanding of the types of individuals who would be interested in purchasing Glitch's services, the company developed a buyer persona. Glitch provides an outline of what clients can expect from Glitch and how we should provide services to meet their specified requirements. In addition, buyer personas enable us to comprehend the challenges encountered by our ideal customer.

### 2.12 Unique Characteristic of Glitch DHK Limited

Glitch differentiates itself from other comparable services by its emphasis on open and honest communication with potential customers. In reality, it is one of the most effective methods for acquiring new clients and expanding existing connections networks.

We endeavor to ask our customers direct inquiries about our products and services, as well as the market, and we evaluate their responses and suggestions. It enhances our understanding of the current market condition.

### 2.13 Social Media

Glitch DHK invests in social media marketing and maintains a robust and active social media presence across the majority of major social media sites, including Facebook, where it has over 7,000 followers. Utilizing Facebook groups, events, and live sessions, it maintains an active relationship with the members of its community. Due to the nature of marketing, Glitch DHK concentrates exclusively on maintaining a presence on all social media platforms.

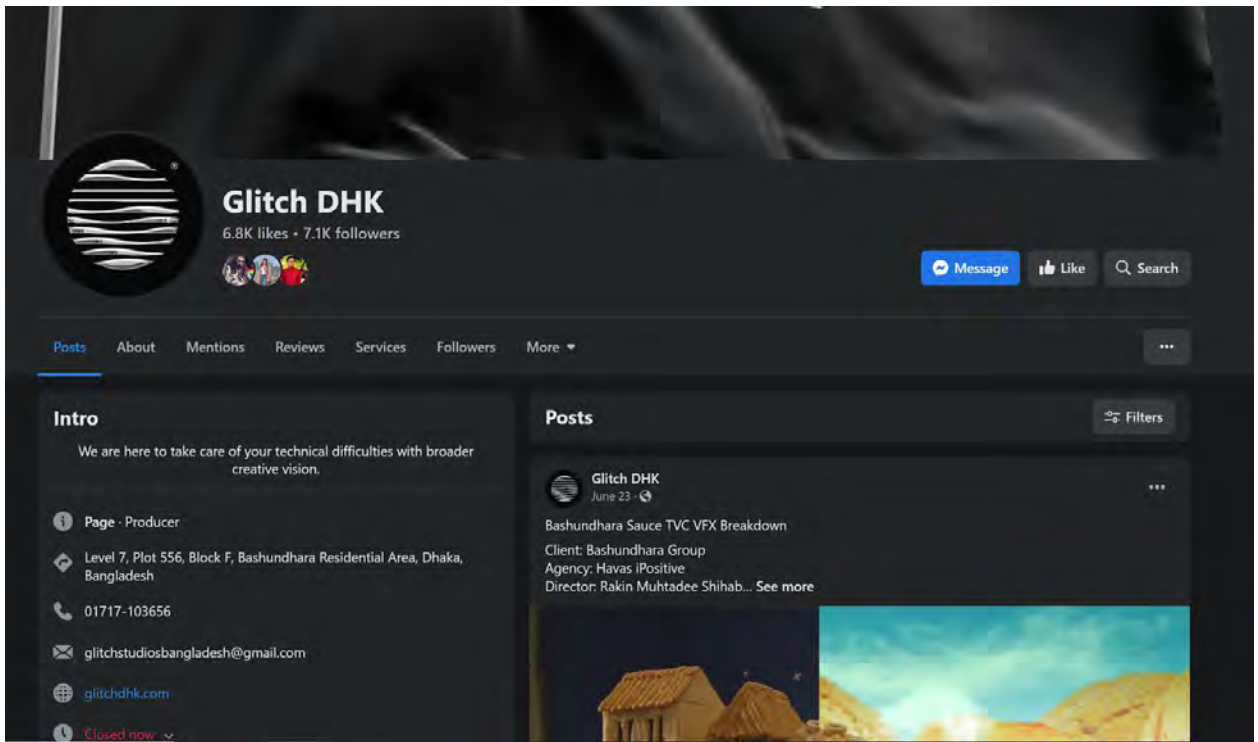


Figure 1 – Glitch DHK Facebook Page

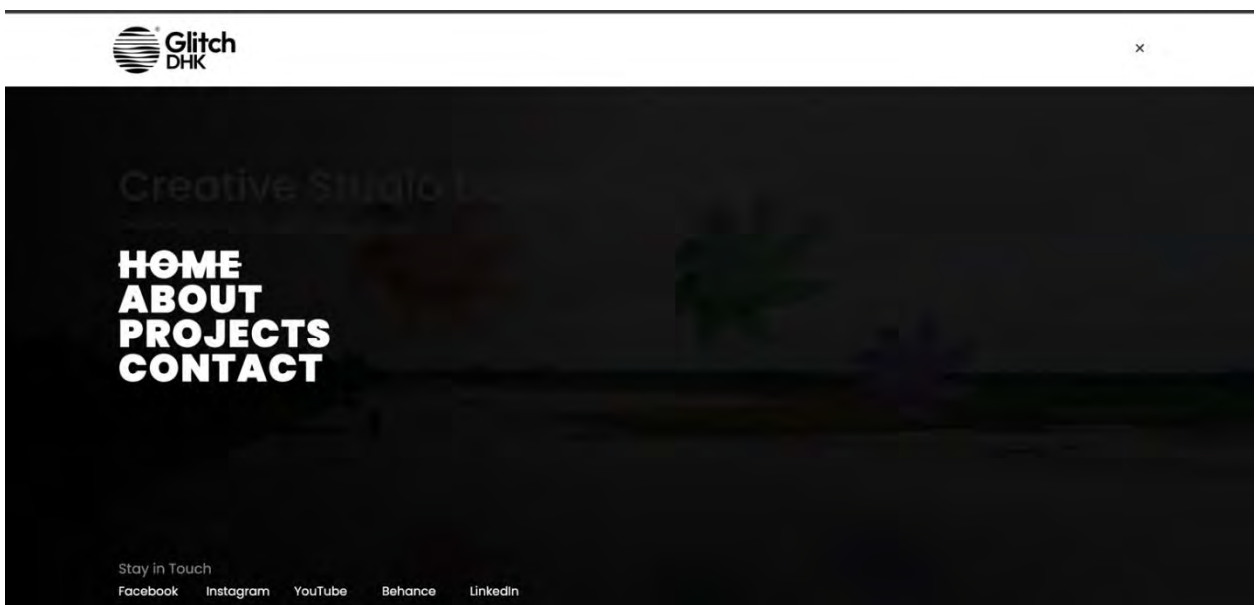


Figure 2 – Glitch DHK Website Home Page

## 2.14 Financial Findings and Accounting Procedures

Glitch DHK's accounting and finances are administered by a single team under the direction of the chief operating officer. This team is responsible for managing the cash flows of all divisions and initiatives. Their duties include the following:

- Quarterly records of income and expenditures
- Asset management, including funds and investments
- Monthly preparation of financial statements
- Preparation of tax documents and examination of taxation

## 2.15 Information System and Operations Management Practices

### 2.15.1 Customer-centered Marketing Practices

Glitch's marketing plans help to promote its aim of providing high-quality services to its clientele. The company's strategy is to communicate with prospective clients in a pleasant and customer-centric manner. The company has spent money on social media marketing and has a strong and active presence on all major social media platforms. Glitch also values open and honest contact with potential clients in order to build new customers and extend existing connection networks.

### 2.15.2 Management Strategy: Maintaining Productivity and Creating a Friendly Workplace

Glitch strives to maintain a pleasant environment while maintaining a high degree of creative output. The company understands that pleased customers are critical to the company's success. As a result, Glitch has a single team in charge of managing the accounting and finances of all projects and divisions, ensuring that all income and expenses are recorded for each quarter, assets are managed, financial accounts are put together monthly, and necessary papers and taxes are examined.

### 2.15.3 Customer Service and Complaint Management: Operations Management and Information System Practices

Glitch considers client pleasure to be critical to its success. As a result, the administrative and human resources department addresses all service-related issues and concerns received from consumers and clients via the complaint box, phone, and email. To guarantee that all issues are dealt promptly and efficiently, the company rigorously adheres to the policies applicable to each complaint.



#### 2.15.4 Product and Service: Trained Employees to Exceed Customer Expectations

Glitch aspires to compete with Bangladesh's leading advertising companies. To accomplish this, the organization has a skilled staff that guarantees it meets, if not exceeds, the expectations of its consumers. Glitch is devoted to making every effort to ensure that it works smoothly for consumers not only in Bangladesh, but also in other countries. The company provides a complete list of goods and services available for purchase from Glitch, Allot, and Recog.

#### 2.16 Industry and Competitive Analysis

Using a pre-existing framework, businesses are able to analyze the character of their organizations, thereby gaining a deeper understanding of their operational activities.

##### 2.16.1 SWOT Analysis of Glitch DHK Limited

Glitch DHK, like all other businesses, must engage in strategic planning in order to succeed in the extremely competitive agency industry. Everyone was extremely motivated to perform to the best of their abilities, and the office environment was lively and upbeat. Developing a company's overall strategy frequently involves conducting a SWOT analysis. A SWOT analysis will enable us to evaluate the current state of Glitch DHK. In this section, I will discuss the advantages, disadvantages, strengths, and weaknesses of Glitch DHK.

Table 2 – SWOT Analysis

<b>Strength:</b>	<b>Weakness:</b>
<ul style="list-style-type: none"> <li>• Highly qualified and specialized professionals with knowledge in their fields</li> <li>• A team of creative specialists with different skillsets</li> <li>• A strong network for client acquisition and retention</li> <li>• Strong reputation, with well-known and respected clients in numerous industries</li> <li>• Positive and supportive work culture that pushes workers to achieve at their best</li> <li>• Multiple services that broaden the company's offers and extend revenue streams</li> </ul>	<ul style="list-style-type: none"> <li>• Understaffing, which can lead to burnout and inefficiency.</li> <li>• Lack of a trained marketing professional can limit the company's capacity to plan and execute efficient marketing strategies.</li> <li>• Creative team conflicts that hinder collaboration and productivity</li> <li>• Reluctance to enter particular industries owing to perceived complexity or lack of experience</li> </ul>
<b>Opportunities:</b>	<b>Threats:</b>
<ul style="list-style-type: none"> <li>• Demand for digital marketing services is on the rise.</li> <li>• Potential for expansion in emerging markets.</li> <li>• Opportunities for collaboration with complementary enterprises.</li> <li>• Expansion into new market segments or geographies.</li> <li>• Opportunities for partnerships with social media influencers or well-known brands.</li> <li>• Strategic partnerships with advertising platforms and technology suppliers.</li> <li>• Utilising data analytics for specialised marketing campaigns.</li> <li>• Increasing business awareness and adoption of digital advertising.</li> </ul>	<ul style="list-style-type: none"> <li>• Intense competition from established market leaders such as Grey and Asiatic, which can negatively impact client acquisition and retention</li> <li>• Difficulty in attracting and retaining skilled workers in a highly competitive industry</li> <li>• Increasing costs associated with developing and executing effective campaigns</li> <li>• Potential economic downturns, which can reduce demand for advertising services.</li> </ul>

## 2.16.2 An Analysis of Porter's Five Forces from the Perspective of Glitch DHK Limited



Figure 3 – Porter's 5 Forces Analysis

### 2.16.2.1 Threat of New Entrants

The advertising industry is considered to have a low entry barrier; hence the threat of new entrants is relatively low. There are six primary variables that contribute to barriers to entry: economies of scale, service differentiation, capital requirements, cost disadvantages irrespective of size, access to distribution channels, and government regulation. According to the economic model, the more firms there are in an industry, the closer it is to perfect competition. This is one of the reasons why new entrants are considered as a competitive force in the market. When there are fewer competitors in a market, the chances of a company becoming successful in that industry improve. In markets that have high barriers to entry, such as those marked by large economies of scale, monopolistic incumbents providing a differentiated service, monopolistic incumbents enjoying a locational or patent advantage, or markets with limited access to distribution channels, there will be less competition overall.

There are currently a number of well-established businesses in the industry, and there is a steady influx of new businesses. Every one of these companies, on the other hand, devises its own strategy for breaking into the market, basing that strategy on the capabilities it already possesses as well as the particulars of the information service it intends to deliver. Due to the fact that the degree of competition is relatively low, the majority of entrance obstacles can be overcome by adopting a strategy that takes the middle ground. This is due to the fact that the risk of entering the market is neither very low (some large advertisement-based information services have a huge visitor base) nor particularly high (small advertisement-based information services can enter with minimum financial and technological resources).

#### 2.16.2.2 Threat of Substitute Products/Services

Substitute services should have no effect on online advertising. Products that can be substituted analogous services from other entrepreneurs are included in the services trouble. Change services minimize the return perimeters of assiduity. Because multiple ministers can impact an indulgence's features at the same time, druthers' trouble scores are always shifting. The affordability and demanding conditions of druthers Rather of using online media, change services are blazoned on radio, TV, and in journals.

The significance of backup problems varies according to available options, and online advertising is getting more prominent (businesses are spending further). Original guests can be reached by radio, prospective guests can be converted via TV, and published content can be vented. According to the Audit Bureau of reels' exploration, deals of immature adult diurnals aimed at women had declined by further than a third, from 3.2 million goods in 1997 to 2.1 million goods at the end of 2003. Immature ladies may read aged women's diurnals because of their growing maturity and intelligence. The transition of immature women from print to movable messaging was also noted. As in internet deals. Teens prefer texting to instant messaging.

#### 2.16.2.3 Bargaining Power of Suppliers

Online marketing should the term "Bargaining Power of Buyers" in Porter's Five Forces Analysis framework refers to the pressure that guests and customers can exert on enterprises to encourage them to provide advanced quality products, better client service, and/or reduced pricing. This is one of five forces that comprise the framework. It is critical to remember that the assessment of buyer logrolling power is conducted from the standpoint of the dealer (the corporation). The term "buyers' logrolling power" refers to the company's visitors and customers who use its products and services. It's not just things that are bargained in original

requests; the services we provide are also bargained, and occasionally guests wish to lower the package price to fit their budget, displaying colorful ways of shrinking realities in the entire package of services. be blameless by using cover services

#### 2.16.2.4 Bargaining Power of Customers

In the framework of Porter's Five Forces Industry Analysis, "Bargaining Power of Buyers" refers to the pressure that customers and consumers can exert on businesses to provide higher quality products, better customer service, and/or reduced prices. This is one of the five components of the framework. It is essential to remember that the examination of the bargaining power of purchasers is conducted from the seller's (the company's) perspective. The phrase "buyers' bargaining power" refers to the company's clients and consumers who purchase its goods and services. In local markets, not only are products haggled over, but also the services we provide. Occasionally, customers wish to reduce the bundle price in accordance with their budget, demonstrating various methods for reducing individual components of the package.

#### 2.16.2.5 Rivalry Among Existing Competitors

In the online advertising request, moderate levels of competition are expected to prevail. The Rivalry Among Being Challengers, like the other variables, is told by them but also has its own dynamic. Other elements, such as the number of firms in the request and the diversity of services given, prices, and brands offered, all contribute to the competitive contest's position. When a company grows quickly, rivalry between businesses tends to decrease. Several factors influence competition between established and upstart producers of digital information services. The substance of the information service (for example, a web hunt machine, question and answer service, news gate, transaction website, or print sharing service) attracts callers and encourages firms to consider advertising on a high-quality business website.

#### 2.16.3 Competitor Analysis Based on The Industry

In the extremely competitive industry of media and advertising agencies, Glitch DHK Limited functions in close proximity to a number of formidable rivals. This landscape of intense competition creates a dynamic market environment in which advertising agencies employ various strategies, including price competition, to obtain a larger share of the advertising market. In order to attract customers and secure lucrative contracts, there is a continuous push to reduce costs and boost efficiency.

Glitch DHK Limited must conduct a comprehensive competitor analysis to obtain an in-depth comprehension of its position as a competitor within the industry. This type of analysis provides invaluable information into the business's accomplishments, areas of strength, areas for development, and ongoing developments that may have an impact on its operations. By analyzing the similarities and differences between each of its competitors, Glitch DHK Limited can determine its distinctive selling points and competitive advantages, allowing it to effectively position its brand and differentiate itself on the market.

By identifying areas in which Glitch DHK Limited outperforms its competitors, the company can tailor its advertising campaigns to highlight these distinguishing characteristics. This tactical coordination of messaging assists in highlighting the agency's strengths and distinctive advantages propositions, providing it a competitive advantage and attracting clients who identify with those characteristics. In addition, this analysis enables the company to determine areas in which it trails competitors. By recognizing these deficiencies, Glitch DHK Limited can proactively strategize and invest in resources to enhance what it has to offer, boost the quality of its services, or provide outstanding after-sales support, thereby closing the gap and outperforming its competitors.

The following are notable competitors in the advertising media agency segment:

- Grey Advertising Bangladesh Limited is renowned for its comprehensive industry experience and innovative advertising campaign strategies.
- Asiatic MCL Limited: Recognized for its solid brand reputation and capacity to provide integrated marketing solutions.
- FCB BITOPI is well-known for its strategic thinking and efficient application of technology in advertising campaigns.

- X - Integrated Marketing Agency is distinguished by its innovative and comprehensive branding and marketing strategies.
- Analyze Bangladesh Limited is well-known for its data-driven marketing strategies and digital marketing expertise.

Glitch DHK Limited will gain valuable insights from a thorough examination of these competitors' strategies, strengths, vulnerabilities, and market position. This comprehensive understanding will allow the company to refine its own strategy, identify new development opportunities, and establish a sustainable competitive advantage in the advertising industry, which is fiercely competitive. Glitch DHK Limited can maintain its market relevance and flourish in this highly dynamic industry by continuously monitoring and adapting to the shifting competitive landscape.

### 2.17 Summary and Conclusion

As comparatively new to this advertising industry, Glitch DHK faces a great deal of competition; however, if they employ the appropriate marketing strategies and put in a lot of effort, they will be able to gain an advantage over their adversaries.

Although service buyers have a great deal of bargaining power, service providers have very little, new entrants have very little risk, the negotiating power of service providers is balanced by a high risk of substitutes, and service providers face a high risk of substitutes.

### 2.18 Recommendations

In order to reduce some of the pressure that the current staff is experiencing, I have a suggestion to add more people to the team. There is only one person qualified for each position at Glitch. A line producer, for instance, would fall under the authority of the operator's division. It is impossible for him to take part in both productions at the same time because he is responsible for organizing the locations, lunches, camera crew, and other aspects of the shoot. Glitch was also working on hiring a new intern during the time that the DRVN was being filmed. This new intern ultimately ended up being promoted to line manager. Because my colleague as well as intern was acting in her place on the day of the second shoot for Glitch, the real line producer

on the show did not need to be concerned about missing it. It's possible that if we appointed just one or two more people, we could avoid having to deal with a situation like this one.



# Chapter 3

## Project Part

### 3.1 Project Title

An In-depth Analysis of the Operations Workflow of a Bangladeshi Advertising Agency  
(Glitch DHK)

### 3.2 Background

This report was compiled in order to fulfill the requirement upon successful completion of the internship during the semester of Spring 2023. The information presented in this report was gathered during a three-month internship at Glitch. Following the round of interviews and subsequent selection, I was assigned to work as an intern in the operations department at Glitch. Throughout the course of the last four years of my undergraduate education, I have not only been able to put the theoretical knowledge that I have gained from my studies at BRAC University to good use, but I have also been able to learn important lessons on strategic planning.

Because of the incredible advances made in science and technology, there is no such thing as an impossible task in today's society. All of this can be attributed to the rapid development of technology, which has made what was once the stuff of science fiction into a reality that can be attained in the blink of an eye. The advent of the internet and social networking has led to the development of a novel concept in marketing known as "digital advertising," which has caused the advertising industry to shift its focus away from traditional methods.

My experience as an intern at Glitch has shown me that the team there specializes in all aspects of audio and video production, including graphic design and animation. The United Nations Population Fund (UNFPA) study on which I worked looked at sustainable development in Bangladesh over the course of a quarter century. My responsibilities are less complicated as a result of this, as it is related to my education. Glitch is the place where I wanted to work because of the friendly environment and the opportunity to test out new concepts in all areas of the organization.

During the course of my internship, I was able to gain experience in a variety of fields, including the creation of concepts, the management and strategy of campaigns, and the briefing of teams to ensure effective communication. GLITCH is one of the creative industries that is experiencing some of the most rapid expansion in the country. Every single member of the team puts in extra effort to ensure that the customers receive the highest level of service that is humanly possible.

### 3.3 Objectives

#### 3.3.1 Broad Objective

To gain hands-on experience and learn about the operations of the digital marketing agency Glitch DHK.

#### 3.3.2 Specific Objectives

- To comprehend the company's communication strategy with prospective clients and how it contributes to the development of new business and expansion of existing networks.
- To assess the impact of Glitch DHK's social media marketing investments on the company's growth and customer engagement, as well as to determine the investment's effectiveness.
- To gain an understanding of the various digital marketing services offered by Glitch DHK and their application in various industries and markets.
- Evaluate the company's project management and client communication processes, and make suggestions for streamlining workflow and boosting customer satisfaction.
- Observe and participate in the day-to-day operations of various departments, such as business development, creative design, and analytics, while gaining practical experience with relevant skills and tools.
- To gain an understanding of the challenges and opportunities facing the digital marketing industry, as well as how companies such as Glitch DHK are navigating them to remain competitive and innovative.

### 3.4 Literature Review

The advertising industry has developed into a fundamental component of the operations of modern businesses. Particularly important to the conception and execution of advertising campaigns are the roles played by advertising agencies. (Glitch DHK Limited, n.d.) Glitch DHK Limited is an advertising agency that offers a diverse selection of services, some of which are branding, creative design, and digital marketing. Advertising agencies are described as being independent organizations that work on behalf of clients to create, plan, and carry out advertising campaigns, as stated in "Advertising Agency: Introduction, Functions, Nature, Classification, Growth" (2019). These agencies have developed over time to provide a variety of services to their customers, including market research and the purchasing of various forms of media.

There has been a lot of research done on the part that advertising agencies play in the management of brands. "Advertising Agencies | Brand Management Articles" (n.d.) is a compilation of articles that discuss the significance of advertising agencies in the process of constructing and preserving brand equity. The articles emphasize how important it is for advertising agencies to have a strong understanding of the brands of their clients in order to develop advertising campaigns that are congruent with the messaging and values of the respective brands.

The study of organizational outcomes is another area that has benefited from the application of agency theory. In order to provide an explanation for the concealment of negative organizational outcomes, Abrahamson and Park (1994) propose using an agency theory perspective. They contend that organizations might cover up unfavorable results in order to safeguard their reputation and steer clear of potential disagreements with various stakeholders. This viewpoint has implications for the function of advertising agencies because it suggests that these firms might be involved in the process of managing the public image of businesses. Ali, Boubaker, and Magnan (2020) address the principal-principal agency conflict that can occur in family-controlled businesses when different members of the family have different interests in the company. This conflict can be caused by the fact that family members are competing for the same resources. They suggest that auditors can play a crucial role in resolving this conflict by providing unbiased assessments of the firm's financial performance, which would be beneficial to all parties involved.

In conclusion, advertising agencies are critical to the success of modern businesses, and Glitch DHK Limited is one example of an agency that provides a variety of services to the companies that hire it as a client. There has been a significant amount of research conducted on the significance of advertising agencies in brand management, and agency theory has been utilized to gain an understanding of the organizational outcomes and conflicts that occur in family-controlled businesses.

#### 3.4.1 Findings from Literature Review:

The literature review addresses the crucial role of advertising agencies in contemporary businesses, emphasizing on the contributions they make to brand management, their influence on organizational outcomes, and their participation in resolving conflicts in family-owned businesses. The findings cast light on a variety of aspects, shedding particular light on the points that follow:

**Brand Management:** Extensive research demonstrates the significance of advertising agencies in building and maintaining brand equity for brand management. These agencies must have an in-depth comprehension of their clients' brands in order to create advertising campaigns that seamlessly align with the brand's core messaging and values. This alignment is indispensable for effectively communicating brand identity to target audiences.

**Organizational Outcomes:** The agency theory is useful for explaining the phenomenon of hiding negative organizational outcomes. Abrahamson and Park (1994) suggest that organizations may engage in such concealment to protect their reputation and avert potential stakeholder conflicts. This perspective suggests that advertising agencies may play a significant role in managing public perceptions and shaping businesses' overall image.

**Conflicts in Family-Controlled Businesses:** The literature discusses the principal-principal agency conflict that frequently arises in family-controlled businesses, wherein family members with divergent interests seek for the same resources. Ali, Boubaker, and Magnan (2020) propose that auditors can provide objective assessments of the firm's financial performance to mitigate such conflicts. Thus, auditors can aid in resolving conflicts and nurturing cooperation among family members, which ultimately benefits the entire organization.

The literature review concludes by emphasizing the importance of advertising agencies to the success of modern businesses. It emphasizes their central role in brand management, their participation in managing organizational outcomes, and their capacity to resolve conflicts within family-owned businesses. Understanding these findings enables companies to recognize the value of partnering with advertising agencies and utilizing their expertise to accomplish strategic objectives.

### 3.5 Methodology

**Research Design:** This study employs a descriptive research design to investigate the procedures and work of advertising agencies in Bangladesh, with a particular emphasis on Glitch DHK Limited as the subject of the investigation.

**Data Collection:** The primary data for this study was obtained by way of a structured questionnaire that was developed based on the information collected from Glitch DHK Limited and other advertising agencies in Bangladesh. The questionnaire was sent out to participants in Bangladesh. The employees and customers of Glitch DHK Limited were given the

questionnaire to fill out, and their responses, along with any other feedback they provided, were collected and analyzed.

**Sample Size:** The participants in this study, which make up the sample size, include both employees and customers of Glitch DHK Limited. The use of a convenience sampling method allowed for the selection of a total of twenty-five different respondents.

**Data Analysis:** Analysis of the Data Descriptive statistics were used to conduct the analysis of the data obtained through the questionnaire. These statistics included frequency, percentage, mean, and standard deviation.

**Literature Review:** A review of the relevant literature reveals that the secondary data used in this research came from academic journals and articles, in addition to other relevant sources. In the review of the relevant literature, the primary areas of concentration were the agency theory perspective and the function of auditors in family-controlled businesses, as well as the history, functions, nature, and classification of advertising agencies, as well as their rate of expansion.

**Ethical Considerations:** In this study, everyone followed ethical guidelines such as obtaining participants' informed consent, maintaining confidentiality, and remaining anonymous. The respondents were made aware of the objectives of the research, and their participation in the study was entirely voluntary. The information that was gathered was held in strict confidence and was not identified.

**Limitations:** This study has a number of shortcomings, the most notable of which are its limited sample size, the use of a sampling method based on convenience, and the possibility of response bias.

In general, this methodology provides out a detailed plan for the research design, the data collection and analysis, the literature review, and the ethical considerations that should be taken into account. The primary data gathered from Glitch DHK Limited adds depth and specificity to the study, while the secondary sources of information that were used in the literature review provide a comprehensive understanding of the advertising agency industry.

### 3.6 Significance of the Study

Given that I was forced to write this report on my very first official work experience, it has been good for me to think and look back at what skills I have genuinely gained thanks to the fact that I have been given the opportunity to write this report. On my very first official job experience, I was given the assignment to produce this report, which meant that it was

mandatory for me to do so. As I started to learn more about this topic, I was able to cultivate a deeper appreciation for the amount of hard work that is put into each and every project that an advertising agency works on. In doing so, I was able to create a greater sense of gratitude. In order for businesses to carve out a niche for themselves within the market, they have been strongly encouraged to increase their organizational efficiency and, as a direct result of this, to plan each and every one of their actions. This is because there is a growing demand for better communication and augmented services. Glitch DHK can now, as a direct result of the study that I have undertaken, notice how I have helped shed light on the advancement of their projects by explaining each step to step in great detail while also expanding and clarifying my explanations. This is possible because of the fact that my explanations have been expanded upon. This ability was made available as a direct result of the fact that Glitch DHK is now able to observe how the study that I have undertaken has been carried out. This ability was made possible as a direct result of the fact that it was made possible. They are able to acquire a better grasp of their job in a number of various dimensions as a result of this, and as a result, they are able to make alterations in order to improve the management of the processing activity. Because of this, there is a possibility that the operation will be managed more efficiently. In addition, as a result of it, I've been inspired to spend a significant amount of time reading news journals and research papers for the purpose to gain a deeper understanding of what is involved in procedure development and growth in a number of well-known advertising agencies that are located in this city, as well as the way in which they go about conducting the business operations of their respective companies. The reason for this is because I would like to have a better understanding of the processes that these organizations utilize to manage their businesses. Because of these updates, I was able to take part in office meetings with an insightful opinion, and I earned the trust of my supervisor when we had to make decisions about how we might improve the way that we delivered certain tasks in order to provide better services to customers according to the requirements that they had specified. In other words, I earned his trust when we were deciding how we could improve the way that we accomplished certain tasks in order to provide better services to customers. When we were deciding how we might boost the way that we performed specific jobs in order to give better services to clients, I earned his trust by suggesting ways in which we could improve the way that we did certain tasks. My assumption is that the company will be able to benefit from the execution of my ideas or suggestions, which will ultimately lead to an improvement in the way that they approach their job and the way that they handle projects as a whole. This will ultimately lead to a better outcome. It is my sincere desire that this change will, in the end, result in a more

favorable conclusion. My research has proven that in today's culture, promoting a certain product or even service adds a big value to the sales curve of that product or service. This is the case regardless of whether the product or service is being promoted directly or indirectly. This is the case regardless of the quality of a good or service that is being advertised, whether it is beneficial or harmful. This is true regardless of the quality of the product or service being advertised, whether that product or service is good or harmful. The economy of this enormous country is expanding at a rapid rate, which is producing a desire for high-quality international financial services that are meant to cater to the requirements of individuals while those individuals are in the comfort of their own homes.

### 3.7 The Role of the Agency

The answer to the problem may be at one of the many advertising agencies around the world. As an informed agency that has stepped up to play an important role in the operations of its customers' businesses, an ideal agency would serve as a partner to each of its customers and help those customers' businesses grow along with them.

From the point of view of different agencies, here are some of the things that an agency does:

Communication tool provider:

The main job of an agency is to help clients find ways to talk to each other. A communication answer includes any way a client wants to talk to its audience. Ad agencies not only help people talk to each other, but they also provide the services that help people talk to each other.

Getting to know how the target group thinks:

A good advertising company will also help its client learn more about the people they want to reach. From the client's point of view, it's just as helpful to know how consumers act and what they want. Research agencies and advertising agencies work together closely.

Partner in strategy: An advertising firm is also a strategic partner for its clients in the business world. During the process of building a brand, the client and the agency work together as strategic partners to create a brand that is both better and more successful. This makes sure that the clients of the business will be successful in the long run. They are always committed to giving their customers the best strategy plan possible so that the company can continue to grow. Due to the world and the marketing business are always changing, an advertising agency has to do a lot of different things to make sure the success of its clients. Advertising companies are set up so that if their client is successful, they will also be successful. On the other hand, if

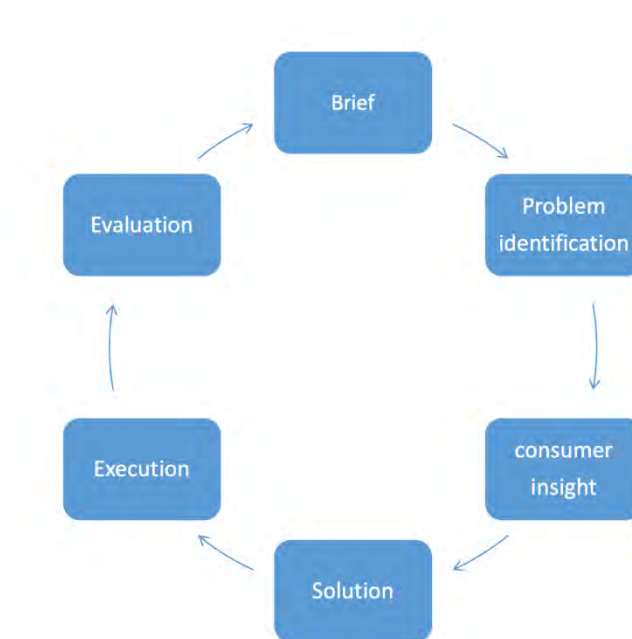


agencies lose clients through any method they use, this gives the agency a reason to lose the client.

### 3.7.1 The Rule of Trade

Each job has a process, and so does an agency. In order for an organization to function, compliance to a set of principles is essential. This is how it works for a business:

This is a high-level overview of how an agency operates. There are many more examples of how an agency can effectively communicate with customers and contribute to the development of a strong brand.



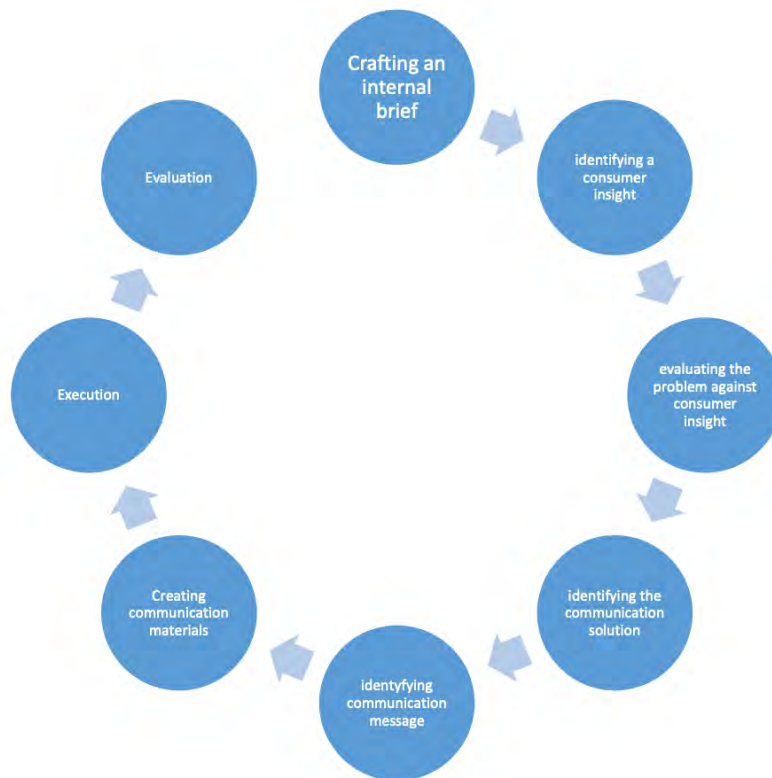
*Figure 4 – The Rule of the Trade*

### 3.7.2 The Brief

The brief is the first step for any project to get off on the proper foot. A brief is simply a communication issue that an organization must address. Briefs can be specific or ambiguous, depending on the nature of the problem being addressed. Sometimes it comes out that the issue cannot be resolved through discussion. Instead, there may be an issue with the procedure or the end result.

### 3.7.3 The Plan

After a brief is composed, it undergoes a planned process that culminates in a successful campaign that resolves the client's issue. In agency, the following measures were taken:



*Figure 5 – The Process*

### 3.7.4 The Internal Brief

The internal brief is a written report in which the client service department describes the issue and the available information. This is the initial document for any campaign. This section also includes a description of the target audience and, if available, market data.

The client relations department designs the program, which can be found in the internal brief, during the internal brief.

### 3.7.5 Identification of Consumer Insights

A marketer's consumer insight is a flash of understanding regarding an undefined or unmet need in the market or a new method to meet an existing need.

It's not about a particular product or service; rather, it's about an unmet consumer need. Once the marketer recognizes the insight, the challenge is to determine how to profit from the idea

that identified the need. Obviously, that could have resulted in a product or service, but the insight remains the same regardless of the response.

### 3.7.6 Evaluating the Problem Based on Consumer Insight

Typically, we obtain multiple insights in various methods. It is essential to discover a single insight that will satisfy our consumers and give our brand a competitive edge.

### 3.7.7 Identifying a Communication Solution

Once we have whittled down our insights, we must determine what we want to communicate to our client and how we want to say it. People commonly refer to these receptacles as "touch point." To ensure that the message I wish to convey to my consumers is conveyed, it is essential to employ a variety of communication channels.

### 3.7.8 Making Materials for Communication

After creating the communication message, we must ensure that the communication materials we create match the message we wish to communicate and that we send the correct message in the correct manner. In other words, we create the agency's final products (TVC, RDC, Scripts, and Print ad layout) at this stage.

### 3.7.9 Execution

Once everything is set, we must execute the plan we developed earlier. Evaluation of a campaign is equally as essential as its implementation. We cannot determine the effectiveness of the communication without evaluating it.

### 3.8 Creative

Once the brief was complete, the media and creative departments were assigned the most difficult and important responsibility. On the basis of the proposition and consumer insight, the creative department makes recommendations for required creative items. Here are the original concepts for the initial marketing strategy.

Here is the most recent campaign for Ashol Waffle Up Chinun:

#### 3.8.1 Script

Waffle Up OVC: “Ashol Waffle Up Chinun”

<b>Audio/Dialogue</b>	<b>Visual</b>
A trumpet sound will be used here	We start with the mnemonic ‘ashol waffle up chinun’
Ashun ajke apnader dekhai ashol waffle up kibhabe chinben	We will see a person representing waffle up, who is in front of waffle up. (Actor)
For starters/prothomoto, ‘waffle up’ is heatpressed on each waffle stick	Camera pans to the right (for transition) We see a waffle stick being placed on waffle machine as we highlight the waffle up logo
<b>Camera pans back to speaker</b>	
Ar packaging? Just jinish potro boshaye dilei hoilona.	Actor talks towards the camera
<b>Camera pans to the wall</b>	
Na ase kono time, street, bee or anything	The characters on the wall will move and lip sync to what the protagonist is saying
Amader packaging hosts Air Maxi and Mr. Waffleer shathe thakbe amader logor ‘UP’ right there	We pan to the box showing close up of the character in the packaging while the character wave their hands
<b>Camera pans back to speaker</b>	
One thing that sets us apart with each bite is you will find our secret green flavoring.	Showing the green flavoring being added in the waffle mixer

Why green? Because BRANDING (With waffle inmouth)	Camera pans to the speaker as he takes a wafflebite showing a close up of the green part after abite has been taken
<b>Camera pans back to speaker</b>	
And lastly, our waffles are made with love, hencethey are crispy on the outside and soft inside	B-rolls of the waffles being made and served
<b>Camera pans back to speaker</b>	
Tai nokol waffle up theke shabdhan	Actor walks towards the counter while talking tothe camera
Bhai arekta den	Waffle Up Logo animation Outro

*Table 3 – Waffle UP OVC Production Script*

### 3.8.2 The Execution Process

There are three parts of an advertisement production, which are pre-production, production and post production. For the OVC production of Ashol WaffleUp chinun, I have had the opportunity of working closely with the operational team for all three stages. In the pre-production phase, the first job was the define the objective where we as a team had to determine the purpose and objective of the video identifying the key messages to be portrayed to the target audience, which was that how to differentiate the real outlet of WaffleUp from all the new fakes copies of the brand. It also included script writing which outlines the story and message of the video, determining the tone and language the brand intends to communicate with. Advancing from that to storyboarding, which is to create a visual representation of the script helping to visualize the scenes, transitions, and pacing of the video. This sums up the pre-production phase.

Following to that came the main aspect of the execution, which is the production of the OVC. As part of the WaffleUp OVC production team, my primary responsibility was to ensure the smooth execution of the shoot. This involved coordinating all crew members, including the production man team and light camera crew, as well as checking the presence of the Glitch DHK team. To accomplish this, I had to be present at the shoot location along with the line producer at the start of the shoot which commenced around 9PM at night, as per the call time given to all crew members. In production terminology, everyone is presented with a call sheet, which indicates a call time of when to be present in the location of the shoot, which was in the main outlet of WaffleUp in Banani.

As clients were given a call time as well, we had to ensure that all preparations were complete before their arrival, as they were scheduled to observe the filming process. Once they arrived, I welcomed them and briefed them on the current status and progress of the shoot. I maintained constant communication with the clients, aligning their requirements with the shooting team's needs.

Throughout the shoot, my primary focus was to ensure that everything proceeded smoothly, taking client feedback into account and communicating it to the production team and director. I also ensured that the production man team served food, and maintained good relationships with the clients, reassuring them that every penny spent would be utilized efficiently.

As a shoot can be chaotic, it was essential to keep track of all expenses, including miscellaneous items, to avoid any financial issues. I stayed in constant communication with the head of the production manager from the production man team to receive updates on expenses, which I monitored closely throughout the day. Once the shoot was completed, the director makes the announcement of 'pack up' which means that the shoot was completed and it is time to pack up and leave. While everyone is happy and in ease that the tough part of the shoot is over, my critical responsibility initiates at that moment which is to pay all the vendors who collaborated with us to complete the shoot, which involved managing finances carefully and dispatching money according to the budget developed. All the money spent, dispatched and paid is inputted in an excel sheet which is later on matched with accounts at the end of everything before heading home. The last job I had to carry out is to copy all the footages which was shot for it to be going to post-production the next day. This wrapped up production.

After the shoot day, we began the post-production which was the editing of the entire shoot, compiling everything to be one complete video. First after the editing is done, the first cut is given to the client for confirmation, once its locked we proceed to voice over in a sound studio which is outsourced to another vendor. After the alignment of SFX and voice over, we finally move into coloring the clips to make it look presentable and vibrant, the color tone may vary depending on client choice. And finally, after all feedbacks have been incorporated, the final output is rendered in high definition to be provided to the client, completing the post-production and entire execution process.

### 3.8.3 The Budget Planning

The Budget for both OVC is given below:

Figure 6 – OVC Production Budget

**G L I T C H**

// PROJECT OVERVIEW  
 Client: **Waffle Up**  
 Project Name: **৯৯৯৯ ৯৯৯৯ ৯৯৯৯ ৯৯৯৯**  
 Services: OVC Production  
 Date: 30/02/2023

// PROPOSED BUDGET OVERVIEW

Waffle Up OVC Production				
Pre - Production				
Sl.	Details	Unit	Unit Cost	Total Cost
1	Script Writer	1	10,000.00	10,000.00
3	Gaffer (Recco)	1	2,000.00	2,000.00
<b>Total Pre - Production Cost</b>				<b>12,000.00</b>
Production				
1	Director			50000
2	Chief Assistant Director			
3	Assistant Director			
4	Line Producer			
5	Director of Photography			
6	Assistant DOP I	1	6,000.00	6,000.00
7	Focus Puller	1	7,000.00	7,000.00
8	Camera (FX - 3, CP5 Lens)	1	18,000.00	18,000.00
9	Camera Equipment (Easy Rig)	1	5,000.00	5,000.00
10	Camera Equipment (Follow Focus)	1	2,000.00	2,000.00
11	Light	1	25,000.00	25,000.00
12	Make up	1	7,000.00	7,000.00
13	Production Manager	1	3,000.00	3,000.00
14	Production Cost	1	20,000.00	20,000.00
15	Miscellaneous	1	10,000.00	10,000.00
16	Transportation (Camera)	1	5,000.00	5,000.00
17	Transportation (Pickup - Light)	1	5,000.00	5,000.00
<b>Total Production Cost</b>				<b>113,000.00</b>
Artist				
1	Artist 1 (Shadman Fayaz)	1	20,000.00	20,000.00
<b>Total Artist Fees</b>				<b>20,000.00</b>
Post - Production				
1	Edit	1	15,000.00	15,000.00
2	Animation & CG	1	10,000.00	10,000.00
3	Color	1	10,000.00	10,000.00
4	Sound Designing	1	20,000.00	20,000.00
<b>Total Post - Production Cost</b>				<b>55,000.00</b>
<b>Total Cost</b>				<b>250,000.00</b>

In Words: Two Lac Fifty-Thousand Taka Only



14 0000 201 P... (line 2)  
00000000000000000000  
0000 0000



**// NOTE:**

1. VAT is included in this quotation.
2. 60% advance required with the PO/Work Order.
3. Rest of the payment must be made within 15 days from the date of bill/invoice submission.
4. Values in the quotation are subject to change if any changes are made afterwards in the script or the plan.
5. Maximum of 3 changes after the first draft can be made to the contents. Any changes after that will be counted as additional work and will be charged.

**// BANK DETAILS:**

Eastern Bank Limited  
Account Name: GLITCH  
A/C No: 1151070206921  
Branch: Bashundhara R/A  
Routing number: 095260550  
Swift code: EBL0BDDH

**Submitted by:**

**Abalyaz Zarf Sadeque**  
Operation Executive  
Glitch +880 17 31316236



### 3.8.4 Future Prospects for the Glitch DHK 3.1 Project

**Enhanced Communication Strategy:** The aim of this project is to comprehend Glitch DHK's communication strategy with prospective clients, thereby making a contribution to the development of new business and the expansion of existing networks. Glitch DHK anticipates refining and optimising its communication strategies as the project progresses, resulting in enhanced client engagement, increased business development, and a more robust client and partner network.

**Increased Digital Marketing Efficacy:** This project centres on evaluating the impact of Glitch DHK's social media marketing investments and determining their efficacy. Glitch DHK can implement targeted strategies to improve its digital marketing campaigns by analysing the data and feedback gathered during the project. This will result in increased consumer engagement, brand awareness, and return on investment for clients.

**Diverse Service Offerings:** The objective of this project is to acquire an understanding of the various digital marketing services provided by Glitch DHK and their application in various industries and markets. This knowledge will allow Glitch DHK to expand and diversify its service offerings, thereby catering to a wider array of clients and industries. By keeping abreast of the most recent trends and technologies, Glitch DHK can position itself as Bangladesh's foremost digital marketing agency.

**Streamlined Workflow and Customer Contentment:** The project will provide recommendations for streamlining workflow and increasing customer contentment by evaluating project management and client communication processes. These suggestions can be implemented by Glitch DHK to improve internal operations, increase project efficiency, and guarantee high levels of customer satisfaction. This will lead to improved project outcomes, increased client retention, and favorable word-of-mouth recommendations. The initiative

provides the opportunity to observe and participate in the daily operations of various departments at Glitch DHK, including business development, creative design, and analytics. This hands-on experience will enable interns and employees to gain valuable insights into industry best practices and develop practical skills. This will benefit Glitch DHK by cultivating a competent and knowledgeable workforce capable of providing clients with high-quality services.

**Adapting to Industry Challenges and Innovations:** The project aims to comprehend the challenges and opportunities confronting the digital marketing industry, as well as how companies such as Glitch DHK navigate them to remain competitive and innovative. By keeping abreast of industry developments and trends, Glitch DHK can proactively adapt its strategies, implement emerging technologies, and provide clients with cutting-edge solutions. This will establish Glitch DHK as a forward-thinking agency and contribute to its market dominance.

Overall, the Glitch DHK 3.1 project offers the agency promising future prospects. Glitch DHK can improve its communication strategies, digital marketing effectiveness, service offerings, workflows, develop practical skills, and remain ahead of industry challenges by utilising the project's insights and recommendations. These prospects will contribute to Glitch DHK's development, success, and reputation as Bangladesh's premier advertising agency.

### 3.9 Findings & Analysis

To ensure that those who use its services are always satisfied, Glitch DHK emphasizes each of the four aspects of service quality:

#### i) **Reliability**

Dependability and exactitude in providing the service. When Glitch DHK assures to provide a particular service, they must fulfill their commitment in order to establish their reliability. When a client raises a problem, the agency must demonstrate a genuine interest in finding a resolution.

#### ii) **Reactivity**

Capability to respond rapidly and eagerly to the needs of clients. The speed with which the agency provides its service is a crucial aspect of its responsiveness. Every employee should give serious consideration to client complaints. The reaction from Clients is measured by the swiftness with which they act to resolve problems.

#### iii) **Compassion**

The company's devoted and personable customer service. To maintain a positive relationship with their customers, all employees must always be courteous. The agency's client service should always be cordial. Through interactions such as these, empathy is maintained.

#### iv) **Functional Quality**

Visual presentation, equipment, personnel, and media. The customer service area of the agency must be spotless. Utilizing cutting-edge methods, the agency must enhance its client service. The agency must have an environment that motivates people to conduct business there. At all times, members are required to maintain an excellent level of competence.

## Analysis:

Glitch DHK is attentive about following to its schedule to ensure client satisfaction. They conduct their own market research to figure out the degree of communications or the effectiveness of their communication with consumers, and they are always committed to delivering the most effective outcome for their client.

The organizational structure of Glitch DHK is well-organized, and there aren't any additional challenges in any one of the positions in terms of structure, which I deemed the second most important thing I learned about them. Working in the management of them is simple and straightforward.

Despite Glitch DHK's best efforts to provide customers with accurate schedules, a large number of customers in our country are frequently under time constraints due to the nature of their projects. As a result, they consistently exert enormous pressure on a variety of agencies. Despite being unaware of the actual situation, the senior management has given its approval to proceed with this rigorous schedule. Consequentially, each employee is constantly assigned a substantial amount of work. The administration might have a significant role in resolving this issue by ensuring that no one uses anything to impede the progress of others.

In a marketing or advertising firm, the employees are the product, and the agency markets the knowledge and experience of its employees. Due to the flat organizational structure, there were times when the majority of the organization was unable to evaluate their encounter based on their designation. In other organizations, it takes one and a half years to become a senior executive from an executive position, but at Glitch DHK, the same position can be filled in between two and three times the amount of time.

They could solve this problem by offering everyone at the company a choice between two distinct sets of designations: one defined by the organization and the other by industry standards.

In contrast, the majority of organizations in Bangladesh struggle with significant problems in their administrative structures; in this regard, however, Glitch DHK possesses a very small number of unfavorable characteristics established into their architecture. The company continues to attract recent college graduates as it is one of the best places to launch a professional career.

### 3.9.1 Questionnaire

The following is the survey questionnaire with respective findings and analysis. My sampling frame consists of Line production manager, associate manager, senior manager, HR, Director, Assistant Director and other employees of Glitch DHK LTD.

Sample Size: 25

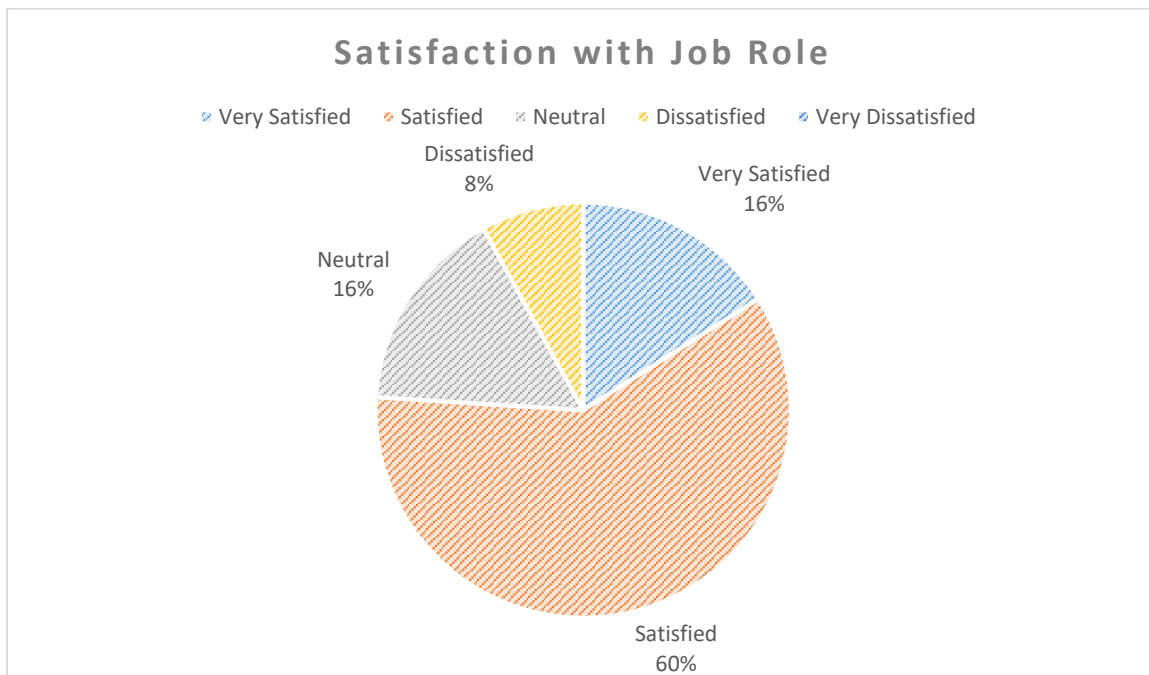
#### 3.9.1.1 Close Ended Questions

1. How satisfied are you with your current job role?

Response:

*Table 4 – Job Satisfaction Responses*

Very Satisfied	4 (16%)
Satisfied	15 (60%)
Neutral	4 (16%)
Dissatisfied	2 (8%)
Very Dissatisfied	0 (0%)



*Figure 7 – Job Satisfaction Responses Pie Chart*

Analysis:

It can be seen that majority of the employees at Glitch DHK, amounting a total of 76% are satisfied with their current job roles and responsibilities. It indicates that they are happy with

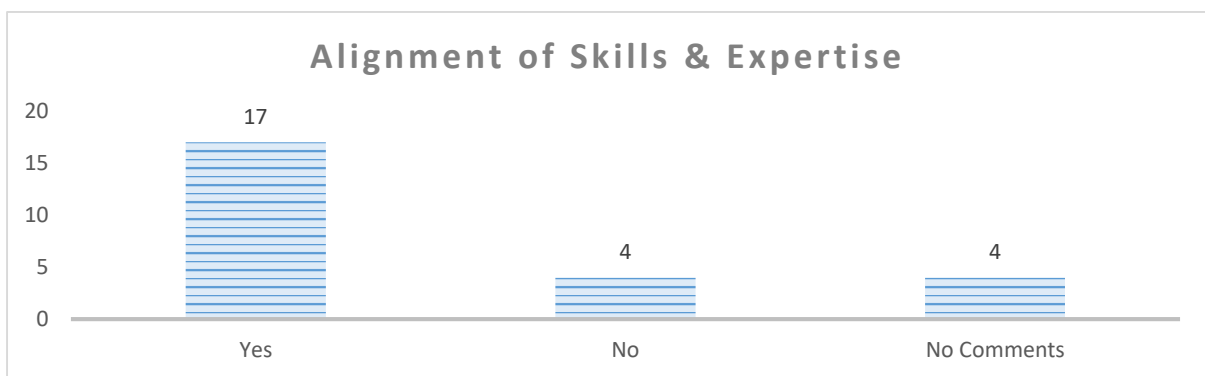
the quality and quantity of work they are carrying out regularly. However, a small portion of the employees (8%) have expressed their dissatisfaction regarding their job roles, which needs to be addressed soon to avoid being aggravated.

2. Do you feel that your job responsibilities align with your skills and qualifications?

Response:

Yes	17 (68%)
No	4 (16%)
No Comments	4 (16%)

*Table 5 – Skills & Expertise Alignment Responses*



*Figure 8 – Skills & Expertise Alignment Responses Column Chart*

Analysis:

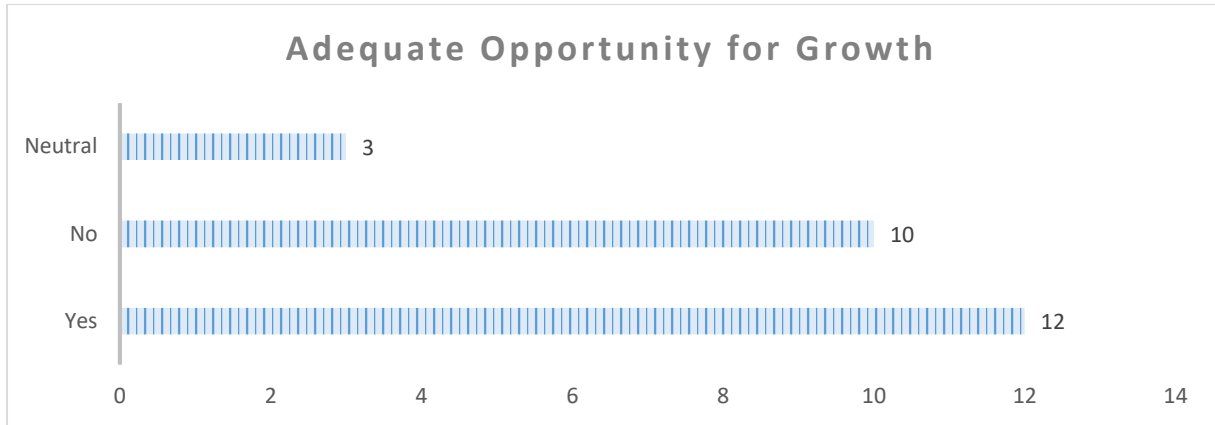
For this query, we can see that although almost 70% of the employees believe that they can align their skills and expertise with their job roles, 16% of the employees do not find the alignment. Furthermore, another 16% have not decided to comment. This shows that 32% of the employees are not able to match their qualifications with the work they are doing. It is also to be noted that despite the previous response rate about satisfaction being high, the alignment has not been able to reach the same level of consensus.

3. Are you given adequate opportunities for professional development and growth?

Response:

Yes	12 (48%)
No	10 (40%)
Neutral	3 (12%)

*Table 6 – Adequate Opportunities Responses*



*Figure 9 – Adequate Opportunity Responses Bar Graph*

**Analysis:**

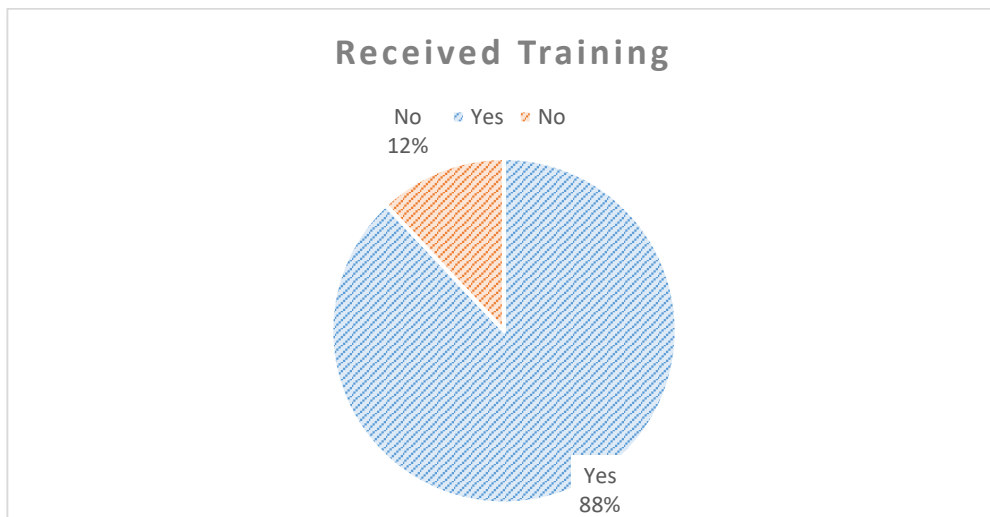
The responses for this question has a highly dividing set of opposing answers. 48% have said that they are getting sufficient development opportunities, while a significant 40% have directly stated against this. This difference in responses might be due to different hierarchical positions, workplace favoritism, employee recognition, workplace culture, along with various other reasons.

**4. Did you receive any training for your current job role?**

**Response:**

Yes	22 (88%)
No	3 (12%)

*Table 7 – Training Received Responses*



*Figure 10 – Training Received Responses Pie Chart*



Analysis:

It can be seen that most of the employees working at Glitch DHK have received training regarding the work they are assigned to. This indicates a process-based approach on the part of Glitch DHK to ensure their employees are oriented for the tasks that are handed out. Only a minor segment of the employees has not received training, which might be due to a different set of expectations, job role and requirements.

5. At the conclusion of the training course, how well were the training's objectives accomplished?

Response:

Always	13 (52%)
Needs Retraining	6 (24%)
Sometimes	3 (12%)
Didn't Receive Training	3 (12%)
Never	0 (0%)

Table 8 – Training Objectives Responses



Figure 11 – Training Objectives Responses Pie Chart

Analysis:

More than 50% of the population have agreed that the training has worked almost always and have fulfilled its objectives. On the other hand, almost 1/4<sup>th</sup> of the employees wishes for retraining sessions to increase the training's usefulness. 12% of the employees think that the training does not always come through. These responses indicate the need for a revision of the training module, procedures, frequency and follow up.

6. Do you think you will be able to apply the training's knowledge in future projects?

Response:

Yes	17 (68%)
No	2 (8%)
Not Sure	3 (12%)
No Training	3 (12%)

Table 9 – Applicable Training Responses

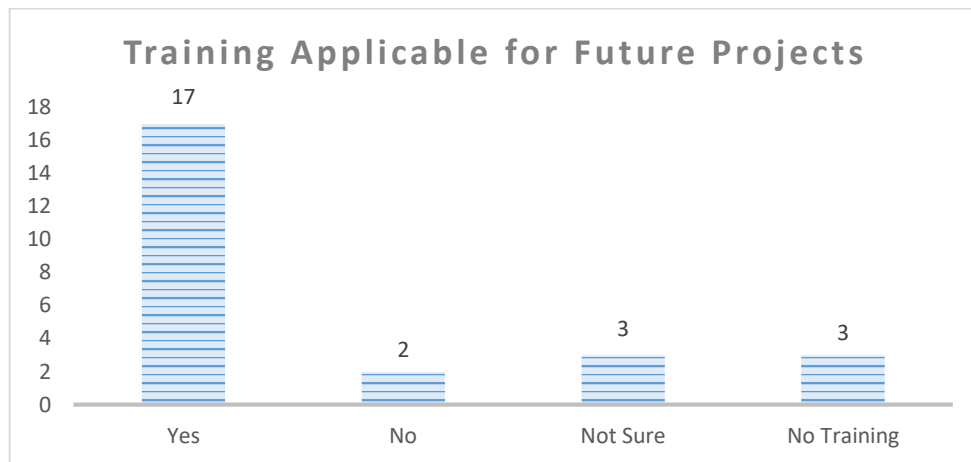


Figure 12 – Applicable Training Responses Bar Graph

Analysis:

The majority of the employees (68%) believe the training will prove to be useful for the future projects they are going to tackle though out their careers. This significant support on behalf of the training indicates the usefulness and effectiveness of the training provided. Almost 1/4<sup>th</sup> of the employees are unsure about whether they will be needing the training in the future. This response needs more follow up to understand the real causes which may vary from the nature of the specific training to the specific employee mindsets and goals.

7. How would you rate the overall workplace culture and environment?

Response:

Very Satisfied	5 (20%)
Satisfied	16 (64%)
Neutral	2 (8%)
Dissatisfied	2 (8%)
Very Dissatisfied	0 (0%)

Table 10 – Workplace Culture Responses

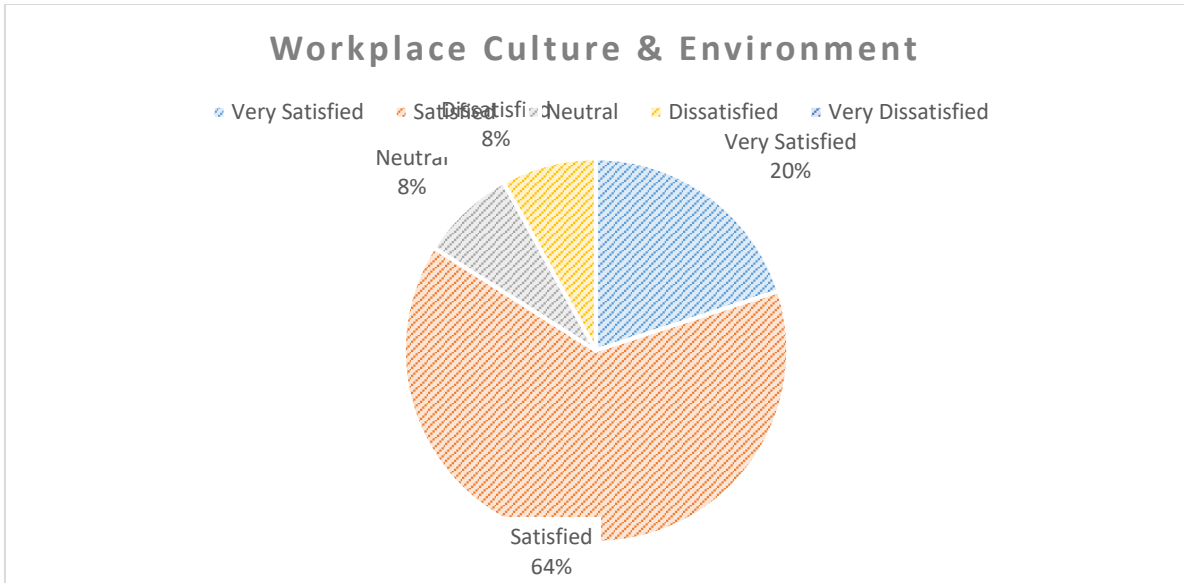


Figure 13 – Workplace Culture Responses Pie Chart

**Analysis:**

It can be seen that majority of the employees are quite satisfied with the workplace culture and environment, amount to a total of 84%, which indicates a strong favorable opinion about the overall workplace culture and environment of Glitch DHK. A minor portion of the employees are left unsure and dissatisfied. The reason for this might be related to their individual job roles and responsibilities.

8. On a scale of 1-5, how effective do you think the organization's workflow and task delegation processes are?

**Response:**

5 – Highly Effective	8 (32%)
4	11 (44%)
3 – Moderate	6 (24%)
2	0 (0%)
1 – Not Effective	0 (0%)

Table 11 – Workflow Effectiveness Responses

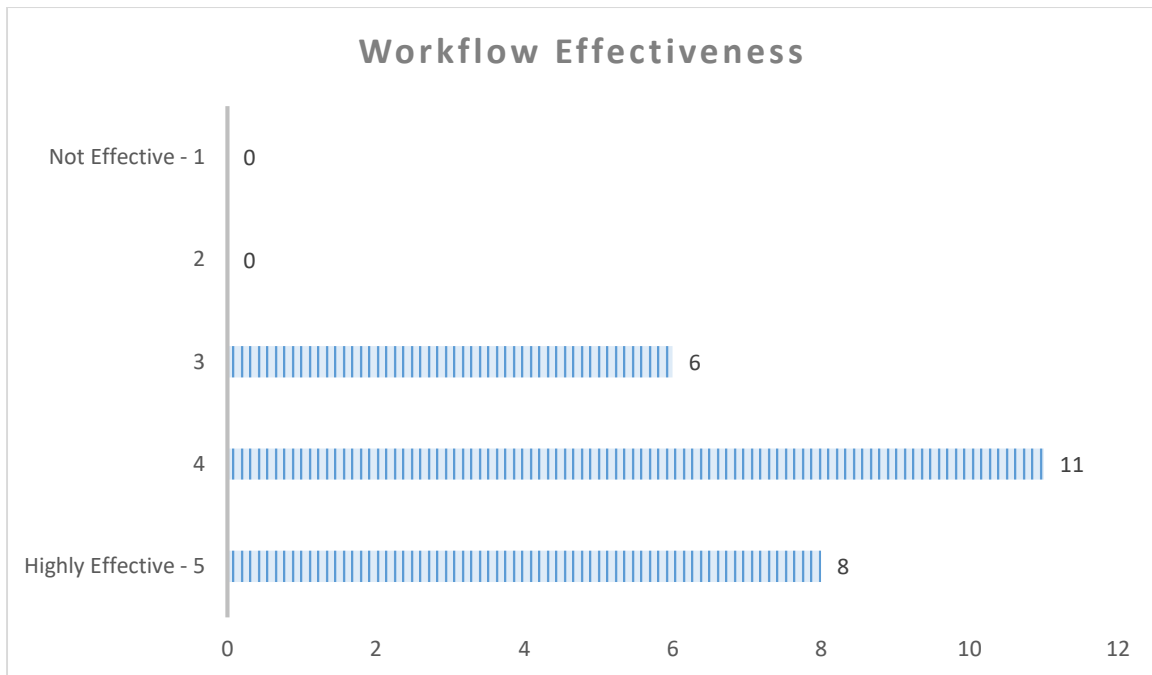


Figure 14 – Workflow Effectiveness Responses Bar Graph

**Analysis:**

It can be seen that the workflow effectiveness and task delegation processes have received quite a favorable rating, as a total 76% of the employees are vouching for an effective process in place. It is also to be noted that the poll has not received any negative rating.

9. How likely are you to recommend this organization to someone else as a good place to work?

**Response:**

Will Highly Recommend	9 (36%)
Will Recommend	8 (32%)
No Opinion	6 (24%)
Not Likely	2 (8%)

Table 12 – Workplace Recommendation Responses



Figure 15 – Workplace Recommendation Responses Bar Graph

#### Analysis:

68% of the total employees have stated that they will willingly recommend Glitch DHK to opportunity seekers. It can be seen that there is a small portion that is present who are not likely to recommend Glitch DHK to others. Another fact to be noted is that almost 1/4<sup>th</sup> of the employees have stated they do not have a preference over recommending and not recommending. This indicates that in order to ensure a positive employer branding image, Glitch DHK needs to analyze their workplace and workforce to find out the root causes for this.

#### 3.9.1.2 Open Ended Questions

10. What are some areas in Glitch DHK’s operations management that you think could be improved?

- More resources allocation
- Better workload balance and priority management
- More frequent training and follow ups
- More internal collaboration
- More supervision and regular feedback

11. How can Glitch DHK provide opportunities for professional growth and development for its employees?

- Provide more opportunities and job rotations
- Career guidance and mentorship
- Provide more access to resources and projects
- Redefine cultural values to include development and growth activities

### 3.9.2 Summary & Conclusion

The internship was, in general, a pretty beneficial and educational experience for me, and the work experience that I received from Glitch will allow me to increase both my resume and my future career opportunities. Overall, the internship was a really helpful and instructive experience for me. My experience at the internship was, on the whole, really beneficial, and I learned a lot from it. In addition to that, the internship gave me the opportunity to work on a project that I found to be quite interesting at the time. This was a huge perk of the position. Interacting with clients and being in a setting that was generally friendly to work in general were both completely new experiences for me, as was putting into practice what I had been taught in the classroom. Considering the reality that all of these things seemed to be rather strange to me, the previous three months seem to have flown by significantly more quickly than I had imagined they would. This is in contrast to what I had anticipated would happen. It is quite difficult for me to wrap my head around how quickly the last few days have gone by.

Because I took advantage of this opportunity to learn, I now have a more in-depth understanding of the significance of digital advertising as well as the arguments in favor of implementing it on a more constant basis. This was a great learning opportunity, and I'm glad I took advantage of it. Important talents include the capability of copyrighting one's own work in a practical setting in a manner that is suitable and the capability of leveraging social media platforms in order to acquire a wider reach to the target audience. Both of these abilities are necessary in order to be successful. These are two skills that absolutely must be have in order to be successful. In additional to that, I received up the ability to direct shots on site, despite the fact that I had never attended a course in art direction and learned how to do it there. I picked up this talent despite the fact that I learnt how to do it there. Despite the fact that I had never attended any classes on art direction, I was able to pick up this aptitude on my own. This is a skill that I was able to teach myself on my own, in spite of the fact that I have never received any kind of formal training in art directing. I never went to school for art direction, and as a result, I never learned how to do it there. Nevertheless, I was fortunate to teach myself the skills necessary to do it on my own, so I do not consider it to be a barrier.

If I had the opportunity, I believe that I would love working at an agency once more because the atmosphere there is truly one of a kind, and the skills that I've obtained while working at Glitch would be valuable to me in any future undertakings that I choose to undertake. If I had the chance, I would enjoy working at an agency once more. It would be fun for me to work at

an agency once more if I had the opportunity to do so. On the other hand, if I didn't have this opportunity, I wouldn't be opposed to going to Glitch and working there by myself.

### 3.9.3 Recommendation

To lessen the workload of our existing staff, I propose hiring more employees. Currently, the employees have been working at a record-breaking rate, and I believe this action will help our company to reduce expenses. Typically, Glitch has one employee per position, such as a line producer in the operations division. It is against the rules for them to work on multiple sets at the same time, as they are responsible for supervising numerous aspects of the set, such as meals and camera teams. Glitch employed three interns for the DRVN production, and one of them was promoted to line manager. When two shoots occurred on the same day, the actual line producer was able to attend the second shoot due to the intern's presence. Nonetheless, this circumstance highlights the significance of adding new teammates to avoid future difficulties.

## References

### Website

1. Glitch DHK Limited - <https://www.glitchdhk.com/>

### Research Articles

- [1] E. & P. C. Abrahamson, "Concealment of negative organizational outcomes: An agency theory perspective," *The Academy of Management Journal*, vol. 37, no. 5, pp. 1302-1334, 1994.
- [2] C. B. B. S. & M. M. Ali, "Auditors and the principal-principal agency conflict in family-controlled firms," *Auditing: A Journal of Practice & Theory*, vol. 39, no. 4, pp. 31-55, 2020.
- [3] "Advertising Agencies," *Brand Management Articles*, 19 September 2022.
- [4] T. Aanchal, "Advertising Agency: Introduction, Functions, Nature, Classification, Growth," [Online]. Available: <https://www.yourarticlelibrary.com/advertising/advertising-agency/99756>. [Accessed 24 December 2019].