Report On

The Collaboration of Social Media Management and Creative Teamwork at *Paper Rhyme*

By

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An internship report submitted to the Department of English and Humanities in partial Fulfillment of the requirements for the Degree of

Bachelor of Arts in English

Department of English and Humanities

BRAC University

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Glossary

Panopticon: The panopticon was proposed as a model prison by Jeremy Bentham. Panopticon means “all seeing” worked as a round-the-clock surveillance system. It was designed in a way so that the prisoners could never know when the inspector was observing him/her. This situation would arise a mental uncertainty which would become a brutal instrument of discipline.

Power of Gaze: According to Foucault, the gaze is not an abstraction seeking hidden essences, but rather is practical and a concrete examining of the object before it. The gaze operates through a successive order of reading, it “records and totalizes” all information within its purview.

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 internship 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:

_____

Samiha Tabassum Mim

18303025

Supervisor's Full Name & Signature:

_____

Roohi Huda

Letter of Transmittal

May 10, 2023.

Roohi Huda
Assistant Professor,
Department of English and Humanities
BRAC University
66, Mohakhali, Dhaka-1212

Subject: Submission of Internship report on "The collaboration of social media management and creative teamwork at *Paper Rhyme*

Dear Madam,

With due respect, I am extremely grateful for the chance to send you my internship report titled "The collaboration of social media management and creative teamwork at *Paper Rhyme*", where everything has been covered under your direction.

I have learned about social media managing and marketing while writing this internship report. I tried to explain everything as thoroughly as possible to make the report readable.

Overall, I want to convey my heartfelt appreciation to you for designating this critical area and for your kind and helpful guidance in the effective conclusion of this report.

Best Regards,

_____

Samiha Tabassum Mim
Student ID: 18303025
Department of English and Humanities
BRAC University

Acknowledgement

"Dear Allah, thank you for always protecting me and showing me the right path in my life." First, I want to thank my almighty Allah SWT for giving me blessing and strength in every step of my life, in my hard times and good times. Second, I want to thank my mother because without her support I would not be able to complete my graduation. My mother always told me believe in yourself, work hard and one day you will win. Here I am right now, it is all because of her support. I am really grateful to my supervisor Roohi Huda miss for guiding me throughout my internship journey. Then I would also like to thank all my friends who supported me and helped me unconditionally whenever I needed help. Without them I wouldn't be able to survive my undergraduate life.

Expressing gratitude, an internship opportunity was provided to me, particularly by Mr. AZM Saif sir who holds the position of Managing Director at *Paper Rhyme*.
I express my gratitude to the assistant manager of strategic planner at *Paper Rhyme* Ms. Tahsin Ahmed Anha who was my supervisor while I was doing my internship there. Then I also would like to extend my appreciation towards entire Social Media Management and creative department for their genuine support and collaboration.

I would like to express my sincere gratitude to all of my teachers and faculties at my university. Throughout my undergraduate career, I was especially encouraged and mentored by Roohi Huda, Dr. Mahruba Tasneem Mowtushi, Syeed Noman, Seema Nusrat Amin, Anika Saba, Sabreena Ahmed, Afsan Chowdhury and also other course faculties, who always supported me and guided me throughout my undergraduate life.

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Chapter 1. Introduction

In today's competitive business environment, a company's survival and growth depend on the strength of its marketing strategy. Traditional advertising has historically relied on print publications, broadcast media, and outdoor billboards. Yet since the internet has been more widely used and the world has become smaller, many online activities are dominated by advertisements for foreign items. A reliable advertising agency is a key business partner for any company that wants to establish a strong brand presence and connect with its target audience. These companies use teams of creative experts to construct advertising campaigns that appeal to the audience's emotions. These experts include copywriters, graphic models, and video producers.

Advertising agencies work with businesses to identify what makes them unique, and then use that knowledge to create advertisement that highlight those advantages. Most advertising agencies operate on a methodical, process-driven fashion, and a typical campaign's development and rollout span many stages. The advertising agency begins by researching to learn more about the clients, its competitors, and its ideal customer. When this data is collected, a strategy for the campaign may be formulated. The strategy includes the intended message, the creative elements, and the media outlets via which the message will be disseminated. Once the strategy is in place, the company begins focusing on the growth of creative aspects, such as copywriting, graphic design, and video creation. The goal is to generate content that is not only interesting and memorable but also effectively communicates the campaign's key ideas. The agency can also handle media buying and planning. Finding the best media outlets to reach a certain demographic requires careful

consideration of pricing and placement options. Moreover, companies rely heavily on the services of marketing agencies because of the crucial role they play in helping them achieve their marketing goals. This includes developing a logo and slogan, creating promotional materials like brochures and sales presentations, and organizing and hosting public events and trade shows. Moreover, marketing agencies may provide market research and analysis, competitive analysis, and consumer insights that can inform business decisions. The aim is to come up with a marketing plan that can effectively communicate the company's vision about product or service to the target audience.

When I was a teenager, marketing and media were interesting subjects for me. Majoring in English and concentrating in Media and Cultural Studies made me realize I was on the right path. I have learned immensely throughout my academic journey till now. The courses I have taken these four years of my Bachelor degree, helped me gain an understanding of literature, ELT and Media as I expected. Then the internship I completed in three months helped me a lot to turn my bookish knowledge into a practical one. Taking courses like ENG331: Globalization and the Media; ENG401: Editing; ENG404: Copywriting and ENG440: English for the Print Media helped me a lot to learn how different aspects of advertising such as copywriting techniques, audiovisual promotions and many other things work. As I always wanted know how customized marketing-based client services works, *Paper Rhyme* gave me an opportunity to learn that. The friendly environment, working with professionals, the learning experience everything played an important role was a memorable experience in my life.

Chapter 2: Company Overview

Paper Rhyme is a reputable advertising firm located in Bangladesh that has been catering to the needs of its customers. Mr. AZM Saif, who has worked in the advertising sector for a significant amount of time and serving as the agency's Chairman and Managing Director, he is the one who started the company. *Paper Rhyme* has established a solid track record over the course of its existence for developing advertising campaigns that are not only creative but also very successful and manage to connect with the target audience. The firm was founded in 2012 and initially operated as a design and print shop. Since then, it has expanded to include more than thirty creative professionals working together as a group. The advertising agency offers a wide range of services, such as digital marketing, branding, event management, and advertising services. *Paper Rhyme's* advertising campaigns provide a strong focus on environmental friendliness and long-term viability, which is one of the distinguishing characteristics that set the agency apart from other advertising agencies.

The agency has made sustainable business practices an integral part of its day-to-day operations in order to cut down on waste and lessen its overall effect on the environment. They also make it a priority to collaborate with customers who have the same long-term goals in mind, with the end goal of developing marketing campaigns that not only meet business goals but also reflect the core beliefs of the organization. Moreover, *Paper Rhyme* has been honored with a great deal of success in the advertising business, including the receipt of a number of prizes and accolades. Their dedication to providing advertising solutions that are both cutting-edge and highly successful have helped them achieve a place

among the top 10 advertising firms in Bangladesh. In addition, the agency makes its knowledge and skills in the fields of marketing and branding available to companies and people interested in the sector via the delivery of training and seminars in those areas. *Paper Rhyme* has not only maintained a solid staff of specialists but also collaborated with a number of prominent customers. Among these customers are Emirates, British American Tobacco, Procter & Gamble, Coca-Cola, and Philips, amongst a great many more. The advertising agency has been instrumental in the development of some of the most effective marketing campaigns in Bangladesh, such as those for Robi Axiata, BATA, and LankaBangla among others. The values of openness, creativity, and collaboration are at the heart of the work culture at *Paper Rhyme*. In order to cultivate an atmosphere that is supportive of innovation and quality, the organization places high importance on the input and contribution made by each member of the team.

Overall, Paper Rhyme is a remarkable advertising agency that lives up to its claims and its obligations. Among Bangladesh's advertising sector, the firm has garnered a reputation as a dependable and well-regarded one because of the emphasis it places on environmentally responsible practices, creative campaigning, and superior service to clients.

Slogan: The slogan of Paper Rhyme, "We develop the business design" is a succinct statement that encapsulates the company's core philosophy and mission. It conveys the idea that Paper Rhyme is committed to developing comprehensive and effective design solutions that cater to the unique needs of each its clients.

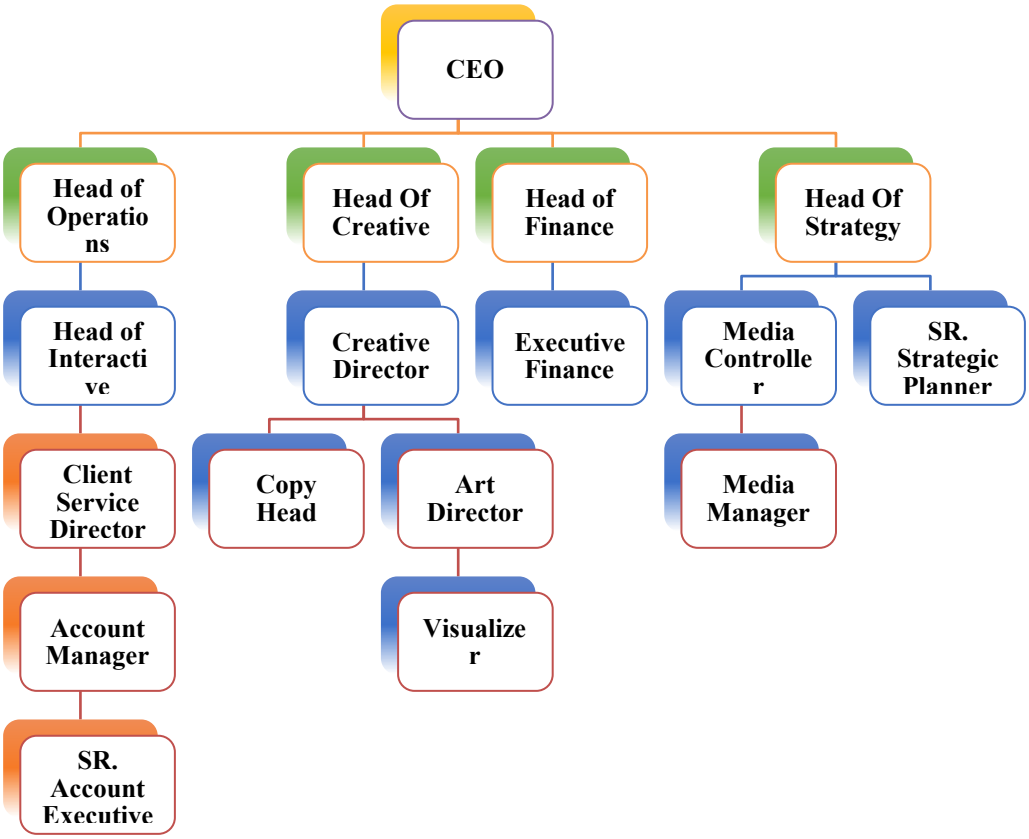
2.1. Paper Rhyme's Vision, Mission, and Philosophy

Vision: The company's vision is to create an environment that fosters creativity, innovation, and excellence. They strive to be recognized for their commitment to quality and for setting new standards in the advertising industry. Paper Rhyme believes that its success is dependent on the success of its clients, and it works tirelessly to ensure that its clients achieve their business goals.

Mission: *Paper Rhyme's* mission is to help their clients businesses grow through creative and effective communication strategies. They aim to be the leading advertising agency in Bangladesh and beyond by delivering innovative solutions that exceed client expectations.

Philosophy: The philosophy of *Paper Rhyme* is to create unique and innovative design solutions that help businesses thrive in their respective industries. It believes in collaborating with its clients to understand their needs and deliver customized solutions that exceed their expectations. Additionally, they value creativity, excellence, and integrity in all aspects of their work.

2.2. Organizational Structure



The organogram of *Paper Rhyme* is a visual representation of the company's organizational structure, which shows the different departments, roles, and reporting relationships within the company. At the top of the hierarchy is the Managing Director, Mr. AZM Saif, who oversees the day-to-day operations and financial management of the company.

Under him, Mr. Golam Faruque is the Chairman and Head of Creative team at *Paper Rhyme.* He oversees the creative department and is responsible for managing the agency's creative output. Mr. AZM Mehtab Uddin is the Head of Finance at *Paper Rhyme*. He is responsible for managing the financial operations of the agency. The Head of Strategy, Mr. Asif Rahman, reports directly to the Chairman and is responsible for developing and implementing the

company's strategic plans. The creative team is led by two Creative Directors, Mr. Sheikh Md. Atiqul Kabir and Mr. Malik Dad Khan Bappi, who is responsible for managing the creative process and ensuring that the company's output meets the highest standards of quality and creativity. Finally, the company's accounts and administration are managed by Senior Executive, Finance, Mr. Prabir Chandra Paul, and Senior Account Executive, Ms. Zakia Rashid (Meem), respectively. Overall, the organogram of Paper Rhyme highlights the different roles and responsibilities of the company's staff and shows how they work together to achieve the company's goals.

Chapter – 3: Instate Process as an Intern

On 7th November, 2022, I started my internship in the creative team of *Paper Rhyme*. Among the different departments like client service, media planner, content department, public relation, strategic planning however, I joined strategic planning and creative team. To start my journey, on the first day of office I had to collect my offer letter in person. I was guided by the senior members and Mr. AZM Saif sir who is the managing director. Saif sir
told me for next three months I will always have be in touch with my supervisor. Then my supervisor Ms. Tasin Ahmed Anha who is the assistant manager, strategic planning introduced me to the rules and regulations of the office. She added me to the social media groups so that I could keep updating myself regarding work and handling the daily tasks. Then she gave me proper instructions about how these creative and strategic team work, what every one of these teams does. She also introduced me to other colleagues and staff.

As I was a new intern, I only focused on the task assigned to me by my supervisor and senior colleagues. My senior colleagues guided me very well. Moreover, one of my colleagues was required to review my work once I finished it, I had to mail it to my supervisor. In my first two weeks of internship, I was given the task of social media engaging like to check all the post and advertisements of their Facebook and YouTube pages and some of them to share it on my profile page to get some comments and engagement from my friends and know what they thought about the content and if they have any ideas and suggestions that I could let my supervisor know about. In addition, I made my research on what is marketing communication and types of marketing communication. The 7 Ps of marketing are product, pricing, place, promotion, physical evidence, people and processes. During my internship, I met several kinds of people who were supportive towards me and have shown thoughtful gesture.

PaperRhyme
We Develop Business Designs

From, Tahsin Ahmed Anha,

Asst. Manager, Paper Rhyme Advertising Limited.

House 67/C1, Road 13/B, Banani

Dhaka- 1213

To, Samiha Tabassum Mim

House # 206/10, Road # 07,Khilgaon Tilpapara,

Dhaka-1219

Subject : Offer of Internship .

Dear Ms. Samiha,

Reference to your application, Paper Rhyme is pleased to offer you an internship, effective from November 7, 2022 to February 6, 2023. You are expected to maintain regular office hours and disciplines during your internship.

You will be reporting to Ms. Tahsin Ahmed Anha, Internship supervisor.

We are delighted to have you on board.

Best Regards,

Tahsin Ahmed Anha

Asst. Manager

Paper Rhyme Advertising Limited.

I accept the offer

Samiha Tabassum Mim

Paper Rhyme Advertising Ltd.
House: 67C1, Road: 13B, Block: E, Banani. Dhaka 1213, Bangladesh. Phone: 9859833, 9857751, Fax: 88 02 9859833, E-mail: info@paperhymebd.com

Figure 1: My Joining Letter

Chapter – 4: My Daily Tasks at *Paper Rhyme*

I had multiple opportunity to put what I had learned as a media student into practice during my internship at *Paper Rhyme*, which was a valuable learning experience for me. Unquestionably, this experience has greatly enriched my education because it gave me a broad understanding of the advertising industry and how consumer behavior operates. *Paper Rhyme* team is divided into two sections, as illustrated by the organogram: internal and external. My duties mostly fell under the internal division, but later on I also got the opportunity to plan events that fell under their external division.

Throughout my internship *at Paper Rhyme*, I performed every task that Ms. Tahsin Ahmed Anha who was my supervisor wanted me to do for the agency.

Monitoring Social Media Posts: There is a specific pattern that should be followed when conducting media monitoring. This pattern is particularly important for the stock market, and business news. My key responsibility was to monitor and handle social media accounts and posts. I used to communicate with my supervisor Ms. Anha about the upcoming month's social media contents and share feedback. Also, I was assigned to do monitor the competitor's and other companies brand marketing activities. *Paper Rhyme* made an advertisement of *LankaBangla* on their 25th years old celebration. The first two weeks, I used to observe every comment and reaction on social media on their recent work on *LankaBangla*. Most of the people appreciated their creativity. I had to inform my supervisor about the feedback from the viewers of social media posts.

Research and Analysis: My supervisor mailed me my research task. I did some research on Non-Life Insurance Companies to write some descriptions about them and their vision,

mission, Core values. Then I added top 10 Non-Life/ General Insurance website links in a doc file. I wrote about Nitol Insurance and their competitors. Then also did research on TV AD Commercial Marketing Company in Bangladesh, Social Media Campaign in Bangladesh and Billboard Advertising. Then when I go to office, I discuss it with her that how other brands are doing and how can we take inspiration from them. Also, I did comprehensive research and analysis about the client's industry, intended audience, and rivals that how the present study facilitates the development of a proficient approach and communication plan for the promotional initiative. Then I was given a task to do research on 14 bazar location and write some description about those location along with collecting high resolution picture of those places. For example, Floating Guava Market in Swaeupkathi Pirojpur, Mango Haat in Kansat Chapai Nawabganj, Biggest Wholesale Market in Bangladesh khatunganj Chattagram, Nimsar Vegetable Market in Burichong Cumilla and so on. They gave me two days for this task. Finding 14 bazar location was exciting because I got to learn something new. I also did some research on famous historical places in Bangladesh and write some description about them. Then me and my supervisor sat together and discussed how we can make an advertisement on historical places.

tahsin ahmed 6 Dec, 2022

to me, AZM, Apurba

Dear Samiha,

Hope this mail finds you well

Kindly help out with the following tasks:

1.Top 10 Non-Life/General Insurance Websites links (Global)

2.Competitors of Nitol Insurance

3.Top 5 Ads YouTube link on Non-Life/General Insurance (Corporate AV)

4.Vision Mission & Core Values of Top 3 Non-Life/General Insurance Company

5. Top 5 Investment Companies corporate profile (pdfs, links ppt whichever is availab

6. Next Gen/Top-Notch Brochure/Corporate Magazine/ Flipbook design Links.

Please reach out to me for any confusion or further queries.

http://www.idra.org.bd/

The link above will help you in above manners.

Please provide number 1 ,2 & 4 by tomorrow afternoon latest, and rest you can p

Regards,

Anha

Figure 2: Research Task

trucks of mangoes depart each day for various parts of the country. Kansat is not only the biggest market in the nation, but it is also Asia's largest market for mangoes.

Natural Flower Market, Jessore

Jessore Godkhali, Bangladesh's largest wholesale flower market. On 1,500 hectares of land, many flower varieties including rose, gerbera, gladiolus, tuberose, and marigold were grown. Flowers are purchased from them at this market by wholesalers and retailers from other neighborhoods. Prior to the two Eids, Valentine's Day, and International Mother Language Day, flowers can be purchased for excessive prices. Therefore, flower growers in this region concentrate on these four days for maximum benefit from this product widely consumed by beauty seekers.

Biggest Rice Wholesale Market, Mirkadim, Bikrampur Munshiganj

Floating Guava Market, Swarupkathi Pirojpur

The beautiful Swarupkathi of Pirojpur floating guava market is a famous attraction in the southern region of Bangladesh. Guava is being grown on 640 hectares in five unions of Swarupkhathi. Guavas are given in large quantities daily all around the country. The main transportation for supplying is by boat.
Since people learned about this 200-year-old floating guava market, Swarupkathi's village Bhimruli has become a popular tourist destination.

Mango Haat, Kansat Chapai Nawabganj

The largest mango bazaar in Bangladesh is the Kansat mango market in Chapai Nawabganj. Activities in Kansat, a wholesale market, begin as early as 7AM. Early in the morning, the farmers harvest mangoes directly from the trees, pack them in bamboo baskets or plastic crates, and transport them to the market in cycle, vans and motor vans. The market welcomes the vendors who are both producers and dealers. From this market in Kansat, hundreds of

longer time. One of the few places in the world where jaggery is made in large quantities is Bangladesh. The majority of our jaggery is produced using date palm juice and sugarcane. The highest quality jaggery is supplied by Jessore in our nation.

Nimsar Vegetable Market, Burichong Cumilla

On the Dhaka-Chittagong route, Nimsar Bazar is situated at Mokam Union in Burichang Upazila of Cumilla district. One of the biggest vegetable marketplaces in the nation is here. About 6 acres are occupied by the Nimsar market and vegetable market. In the entire 18th-century government building, there is a vegetable market on either side of the street above the highway. The Mokam, Barera, and Mainamati unions, which make up Burichang Upazila, are entirely dependent on this vegetable market. This market employs 500 workers on average each morning.

Biggest Wholesale Fishery Ghat, Chattogram

Figure 3: Research & Analysis on Bazar Places

The Importance of Editing: My primary responsibilities did not entail editing; as I moved through the tasks and transcribed more and more footage, it became a part of my work. Even though English has become a widespread second language, considering how English-oriented our school curriculum is, it is still difficult to find someone in a business context who has a strong understanding of grammar. It needs a professional to maintain the small things in order, such as not adding any specific addresses in the headers and advertisement texts, separating keywords and phrases with commas, appropriate use of semi-

colons, verifying spelling issues, repairing syntax errors, and so on. I was no expert, but I had taken ENG 404: Copywriting and ENG 401: Editing courses that taught me how to deal with such things. This was the first time I worked with something that was familiar to me. While my editing talents were largely employed for my assignments, they were not confined to that. I would check my colleagues' copy, correct grammatical errors and recommend alternate phrasing. Spelling issues, typos, and grammatical errors were aggravating at times. To keep my assignments error-free, I would have to devote particular attention to them. My editing tasks were not familiar to me but after doing several editing tasks it no longer seemed strange and unfamiliar. Rather I became comfortable with that.

Chapter 5: Analysis of Advertising Agency Operations

In my capacity as an intern at *Paper Rhyme*, I have been afforded the privilege of both observing and actively engaging in the organization's social media management, collaborative creative processes, and advertising agency functions. My experiential learning has facilitated a heightened comprehension of the significance of social media management, the collaborative nature of creative teams in the advertising process, and the operational mechanics of advertising agencies.

5.1. Social Media Tools for Advertising

Apart from social media platforms, *Paper Rhyme* employs diverse social media tools to

efficiently handle the social media accounts of our clients. The utilization of these tools facilitates the optimization of our social media management process, thereby guaranteeing the triumph of our client's social media campaigns. The following are social media tools utilized by *Paper Rhyme*-

1. Hootsuite is a software application designed for social media management, enabling users to manage multiple social media accounts from a unified platform. Additionally, the platform offers analytical and reporting capabilities that facilitate the monitoring of our clients' social media initiatives efficacy.
2. Buffer is a social media management tool utilized for scheduling social media posts in advance. Additionally, it offers analytical and reporting functionalities that aid in evaluating the efficacy of our social media initiatives.

3. Google Analytics is a web analytics instrument that facilitates the monitoring of traffic and engagement on the websites of our clients. The acquisition of insights about the audience of our clients is instrumental in the creation of social media campaigns that are more efficacious.

Social media platforms and tools are of paramount importance in the management of our client's online presence. *Paper Rhyme* employs a variety of social media platforms and tools to ensure the efficacy of our client's social media campaigns.

5.2. Measuring Social Media Effectiveness

The assessment of social media efficacy is a crucial component of social media administration at *Paper Rhyme*. Through monitoring the efficacy of social media initiatives

and materials, the agency can assess their triumph and pinpoint opportunities for enhancement. Paper Rhyme employs certain metrics to gauge the efficacy of its social media endeavors.

1. Engagement pertains to the degree of involvement exhibited by users with social media content. This encompasses various forms of user engagement such as preferences, feedback, distribution, and interactions. Paper Rhyme monitors engagement metrics to evaluate the effectiveness of its content in engaging its audience. This enables them to identify the content that is resonating with their audience and the ones that are not performing well.

2. Conversion is the quantifiable measure of individuals who perform a specific action in response to social media content. The aforementioned actions may comprise executing a transaction, completing a document, or subscribing to a periodical. *Paper Rhyme* employs conversion metrics to assess the efficacy of social media campaigns in achieving business objectives.

3. Customer feedback pertains to the remarks and communications that patrons express on various social media platforms. Paper Rhyme conducts a thorough analysis of customer feedback to ascertain the areas where customers express satisfaction or dissatisfaction with the brand. This data assists the organization in enhancing its offerings and services.

4. Return on Investment (ROI) is a metric used to evaluate the financial benefits that a brand receives as a result of its social media activities. *Paper Rhyme* monitors the expenses incurred in its social media initiatives and connects them with the corresponding revenue generated from these endeavors. This facilitates the evaluation

of the efficacy of the agency's social media endeavors and enables evidence-based determinations regarding future investments.

5.3. Stages of Creative Team Development

Collaborative creativity is an essential aspect of the operations at *Paper Rhyme* advertising agency. To guarantee the achievement of creative endeavors, the creative team engages in multiple phases of advancement. The aforementioned stages are imperative in facilitating comprehension among team members regarding their respective roles, the strengths and limitations of their colleagues, and the objectives that must be accomplished. The creative team of *Paper Rhyme* experiences a series of stages in their development.

These stages are as follows:

Forming: The forming stage represents the primary phase of team development, during which team members acquaint themselves with one another. Individuals exchange their personal experiences, abilities, and areas of passion. In this phase, the leader of the team assumes a pivotal function in defining the objectives of the team, establishing standards, and elucidating the responsibilities of the team members.

Storming: The second stage of team development is known as Storming. During this phase, team members may experience conflicts and disagreements as they strive to assert their positions and demonstrate their value to the team. In the capacity of a team leader, it is of utmost importance to effectively manage conflicts and foster constructive dialogues among team members, thereby enabling them to gain a comprehensive understanding of each other's viewpoints.

Norming: During the norming stage, team members collaborate to establish their working procedures and processes, develop a shared vision for the project, and work together cohesively after resolving any conflicts that may have arisen. In addition, there is a mutual agreement regarding the communication channels that will be employed, such as periodic meetings and progress reports.

Performing: The performing stage is characterized by the efficient execution of tasks by team members. The individuals in question exhibit a heightened level of self-awareness regarding their respective roles, have fostered a sense of mutual trust amongst one another, and are resolutely dedicated to the attainment of their objectives. As the individual in charge of leading the team, it is crucial to offer support to team members through the provision of requisite resources, feedback, and acknowledgment.

Adjourning: The final stage of a project is known as adjourning, during which the team members disperse. Acknowledging the accomplishments of the team, acknowledging the individual efforts, and offering constructive feedback for future enhancement are crucial components.

5.4. How Does an Advertising Agency Work?

An advertising agency is an entity that is responsible for conceptualizing, developing, and implementing advertising initiatives for commercial enterprises and non-profit entities. The advertising agency *Paper Rhyme* operates in a methodical and systematic approach to guarantee the provision of superior advertising campaigns that align with the business objectives of our clients. The subsequent text provides a synopsis of the operational framework for *Paper Rhyme* advertising.

Client Consultation: The initial stage of our process involves conducting a client consultation wherein we engage with the client to gain a comprehensive understanding of their requirements, objectives, intended audience, and financial constraints. The aforementioned data is of utmost importance in formulating a tailored promotional strategy that caters to the unique requirements of the client.

Creative Development: The creative team is responsible for the ideation and execution of the advertising campaign's concept and visual components, which encompass the tagline, visual design, and copywriting.

Campaign Execution: Upon approval of the campaign concept by the client, the campaign is executed through the production and distribution of advertisements across multiple media channels. The aforementioned may encompass various forms of advertising, such as print, television, radio, online, or social media advertisements.

Campaign Management: Campaign management involves the monitoring and tracking of ad performance throughout the duration of the campaign. The campaign is modified and enhanced according to the outcomes to achieve the highest possible impact and return on investment.

Campaign Evaluation: Upon completion of the campaign, an analysis of the outcomes is conducted to assess its efficacy. The outcomes of the study are communicated to the client,

accompanied by suggestions for forthcoming initiatives. In general, an advertising agency such as *Paper Rhyme* engages in a cooperative and systematic approach with its clients to create and implement advertising initiatives that align with their organizational goals. The methodology we employ guarantees meticulous planning, execution, and assessment of each stage of the campaign to achieve optimal outcomes for our clients.

5.5. Shifts in an Advertising Agency

In recent years, advertising agencies have experienced notable transformations, as is typical of any industry. *Paper Rhyme* has identified several changes within the advertising sector.

Digital Focus: The increasing prevalence of digital marketing and social media has prompted advertising agencies to redirect their attention toward digital platforms. Organizations are progressively employing data-centric approaches to precisely target particular demographics and gauge the efficacy of their marketing initiatives.

Integrated Marketing Communications: The trend of advertising agencies expanding their service offerings to encompass public relations, content marketing, and search engine optimization is indicative of the adoption of integrated marketing communications. This enables them to devise more all-encompassing campaigns that integrate various channels and points of contact.

Increased Collaboration: Enhanced collaboration is observed in the advertising industry as agencies are increasingly engaging with their clients to comprehend their organizational goals and create promotional initiatives that are in line with them. The aforementioned phenomenon

has increased collaborative efforts and partnerships between entities representing agencies and clients.

Emphasis on Diversity and Inclusion: Advertising agencies are increasingly prioritizing diversity and inclusion in both their recruitment strategies and the advertising campaigns they develop. This entails showcasing a variety of talents from different backgrounds in advertisements and devising promotional initiatives that honor and acknowledge diverse cultures and viewpoints.

Remote Work: The advertising industry has witnessed an acceleration in the trend toward remote work due to the COVID-19 pandemic. Numerous organizations have transitioned to a hybrid or entirely remote operational framework, thereby enabling them to broaden their pool of skilled personnel and collaborate with clients across the globe.

In general, the aforementioned changes have resulted in a significant transformation of the advertising sector, characterized by an increased emphasis on data-driven approaches, enhanced collaboration, and greater diversity. *Paper Rhyme* is committed to continuously adjusting to these modifications to furnish our customers with the most efficient and inventive promotional resolutions.

5.6. Advertising Trends and Categories

The advertising industry is characterized by continuous evolution, and advertising agencies must remain abreast of the latest trends and categories. According to my observations at *Paper Rhyme*, there exist several notable trends and categories in contemporary advertising.

Digital Advertising: The realm of digital advertising has experienced substantial growth within the last ten years, owing to the widespread availability of online platforms and

devices. Digital advertising encompasses a wide range of promotional activities, spanning from advertisements on social media platforms to banner ads and sponsored content. This approach is multifaceted and economically efficient in terms of reaching a broad demographic.

Social Media Advertising: The utilization of social media platforms has become an integral aspect of numerous individuals, daily routines, and advertising on these platforms has emerged as a crucial mechanism for enterprises to effectively engage with their intended consumer base. The realm of social media advertising encompasses a diverse range of strategies, including but not limited to sponsored content, collaborations with influential individuals, and remunerated promotional initiatives.

Video Advertising: The utilization of video content has gained significant traction in recent times, and the same holds for video advertising. Video advertising has emerged as a potent tool for captivating audiences and conveying narratives, spanning from pre-roll advertisements on YouTube to sponsored content on streaming platforms such as Hulu and Netflix.

In recent times, influencer marketing has emerged as a prevalent approach for brands to engage with younger demographics, primarily on social media platforms. Collaborative associations with influencers can manifest in diverse ways, ranging from compensated content on social media platforms to evaluations and commendations of products.

Paper Rhyme closely monitors emerging advertising trends and categories to provide clients with the most effective advertising solutions. By proactively anticipating industry trends and

developments, we can assist our clients in maintaining a competitive edge and attaining their organizational goals.

5.7. Thematic and Product Advertising by Collaborating with Social Media Management and Creative Teamwork at *Paper Rhyme*

Paper Rhyme posits that the optimal approach to advertising success involves a fusion of thematic and product advertising, in conjunction with productive collaboration between social media management and creative teams. Through the integration of these constituent components, we can effectively execute precise and captivating initiatives that effectively captivate the attention of our patron's demographic.

Thematic advertising pertains to the development of a promotional strategy centered on a unifying theme or message, as opposed to emphasizing the product or service being marketed. This form of advertising has proven to be efficacious in engaging the interest of individuals who may not exhibit a proclivity towards conventional product-oriented advertising. Paper Rhyme collaborates extensively with its clientele to determine the most suitable themes for its campaigns while considering its intended audience, brand image, and commercial objectives. Product advertising, on the opposite hand, primarily focuses on promoting a particular service or good. This form of marketing is frequently employed to launch novel products, accentuate product characteristics or advantages, and distinguish a product from its rivals. *Paper Rhyme* employs product advertising as a supplementary strategy to its thematic campaigns, intending to proficiently promote the products and services of its clients to their intended audiences.

In contemporary times, proficient management of social media is imperative given the prevalence of social media platforms as a principal means of information dissemination and leisure pursuit for a significant proportion of the population. *Paper Rhyme* has a specialized team for social media management that collaborates closely with clients to develop and implement impactful social media strategies. The synergy between social media management and creative teams is of utmost importance in the development of impactful advertising campaigns. The creative team at *Paper Rhyme* collaborates closely with the social media management team to ensure that the campaigns visual and written material are both highly engaging and effectively targeted. The creative team comprises a group of professionals, namely graphic designers, writers, and video producers, who collaborate to produce a diverse array of content such as graphics, videos, and written copy. The content is customized to meet the specific requirements of our clients and their intended audience.

Chapter 6: Integration of Theory, Concept and Terms with My Internship Experience

Panopticon and Gaze: In 1975, book *Discipline and Punish*, French philosopher Michel Foucault introduced the concept of Panopticism. He presents the well-known idea in his work, which was influenced by the Panopticon, a sort of jail invented by English philosopher Jeremy Bentham. Bentham's concept has a ring of cells arranged around a central observation point from which a lone guard can oversee cell activity while remaining hidden from the inmates. That authority is compared to Bentham's jail by Foucault. Foucault's concept of the panopticon, a

metaphor for social governance with perpetual monitoring as its central tenet, was motivated by the fact that prisoners are unaware of the fact whether they are being observed or not. This idea, which is similar to Althusser's theory on ideology, asserts that modern citizens are imprisoned within their own mental and metaphorical prisons. Keeping inmates under control and preventing them from doing undesired movements are the goals. Bentham, however, asserted that those inside a panopticon always believe they are being watched. CCTV cameras are present everywhere in our contemporary culture nowadays to monitor people's behavior. The government uses CCTV to monitor streets and other public areas from a certain central point, which is now known as a panopticon (Foucault).

I could relate to these ideas throughout my internship since I understood the media monitoring component. With the development of technology, we inadvertently provide access to a stranger to the most intimate aspects of our life, which is an unfortunate painful fact.

6.1. Ethics and Ideology: Every part of life benefits from a strong ethical foundation because individuals who respect the norms, values, and beliefs of others are better able to adapt to shifting conditions. A key idea in the study of popular culture is ideology. It is a set of principles and beliefs. Ideology has numerous meanings, but the fundamental notion is that ideology can refer to a systematic set of ideas expressed by a particular group of individuals.

For instance, we may use the term professional ideology to describe the concepts that guide the actions of certain professional organizations. *We Develop Business Design* is the tagline of *Paper Rhyme* Advertising Limited, and according to the company's vision statement, *Paper Rhyme* will thrive to offer its clients a one-stop total creative, media and activation solutions from strategic brand planning and the development of powerful creative

to an efficient implementation of campaigns with the highest possible media and public relations coverage. Understanding Clients Business is their focus. Tagline, vision, and consideration is self-explanatory. This is the ideology (a set of beliefs) that *Paper Rhyme* upholds.

My internship supervisor advised me to be trustworthy and on time. I was instructed to be open and impartial towards everyone at the workplace from the very first day of my internship so that everyone might have faith in me. I had to honor the importance of honesty. I also behaved professionally according to my workplace ethics. As an intern in the advertising agency, I work in an open office space where CCTV cameras are installed to monitor our activities. The cameras track my movements, the duration of my breaks, and the time I arrive and leave the office. Some cameras are positioned to capture the screens of our computers, which allows my supervisors to monitor my work and the time I spend on different tasks.

6.2. Thematic Analysis

Thematic analysis is a qualitative research technique that is employed to detect, scrutinize and present recurring patterns or themes in a given dataset. Thematic analysis is employed in the advertising operations of Paper Rhyme to scrutinize diverse facets of advertising campaigns and detect recurring patterns or themes that arise from the data.

Creativity: The theme of creativity holds a central position in *Paper Rhyme* advertising agency. The organization places significant emphasis on the development of creative and captivating advertising campaigns that effectively capture the interest of the intended demographic. The advertising process of the agency involves creativity as a fundamental

element, ranging from ideation sessions to the development of promotional materials.

Targeting: Targeting is a crucial theme in *Paper Rhyme* advertising agency. The organization places significant importance on the identification and comprehension of target demographics for every promotional initiative. The company endeavors to create advertising messages that effectively appeal to distinct consumer segments by conducting market research and analysis.

Technology: The theme of technology is widely present in the advertising operations of *Paper Rhyme*. The organization employs diverse digital technologies and platforms such as social media, email marketing, and analytics software to develop and implement advertising campaigns. Furthermore, the agency remains current with the most recent technological advancements and trends within the advertising sector.

Collaboration: The theme of collaboration holds significant importance in the advertising operation of *Paper Rhyme*. The advertising agency maintains close collaboration with its clients throughout the entire advertising process, starting from the initial conceptualization phase to the culmination of the campaign's execution. Furthermore, the agency engages in partnerships with external entities, including graphic designers and copywriters, to guarantee the utmost excellence of advertising materials.

Results: The theme of results holds a central position in the advertising operation of *Paper Rhyme*. The agency prioritizes the creation of advertising campaigns that yield measurable

outcomes for clients, such as heightened sales or enhanced brand recognition. The agency employs analytics software and other measurement tools to monitor the efficacy of advertising campaigns and subsequently modifies them as necessary to optimize their impact.

Chapter 7: Collaboration of Social Media Management and Creative Teamwork

To achieve a favorable result in the realm of social media management and creative collaboration, it is customary to adhere to three fundamental stages. Three stages for the collaboration are as follows

Planning: The initial phase of the collaboration process entails planning and preparation. The process encompasses the identification of the aims and objectives of the partnership, the delineation of roles and responsibilities, and the establishment of a project timeline. At this stage, it is imperative to establish unambiguous communication channels and guidelines for the team to adhere to.

Execution: The second phase of the process entails the implementation of the previously formulated plan during the planning phase. Collaboration among team members is required to conceive and execute social media campaigns and various innovative endeavors. In this phase, it is crucial to uphold transparent channels of communication and consistently assess the advancement of the undertaking to effectuate any requisite modifications.

Evaluation: The ultimate phase entails assessing the effectiveness of the collaborative effort and pinpointing opportunities for enhancement. The task at hand involves scrutinizing data and metrics about social media campaigns and innovative endeavors, alongside collating input from team members and stakeholders. After the assessment outcomes, the team can subsequently effectuate any required modifications to enhance forthcoming collaborations.

7.1. Tools and Technologies for Collaborative Social Media Management and Creative Teamwork In paper rhyme

In the current era of rapid technological advancement, effective teamwork, and collaboration have assumed greater significance. The growing dependence of businesses on social media platforms to connect with their intended audience has rendered the efficient collaboration between social media management and creative teams a crucial determinant of success for organizations, such as *Paper Rhyme*.

To achieve effective collaboration, *Paper Rhyme* employs various tactics that facilitate smooth teamwork between the two parties involved. Initially, the organization cultivates a culture of open communication wherein each member of the team is allowed to express their ideas and opinions without reservation. The establishment of a platform for the provision of constructive feedback and suggestions are crucial for the advancement of efficient social media marketing campaigns. Furthermore, routine team gatherings are conducted to deliberate on the advancement of projects, generate innovative concepts, and cooperate on the creation of

imaginative material. *Paper Rhyme* has implemented an additional tactic, it involves the establishment of unambiguous roles and responsibilities for each team member. Team members are more likely to engage in collaborative work and avoid any potential overlaps or omissions when they possess a comprehensive comprehension of each other's responsibilities. The social media management team assumes the responsibility of scrutinizing market trends and pinpointing the target audience. On the other hand, the creative team is accountable for creating inventive and captivating content that caters to the identified audience. Moreover, *Paper Rhyme* utilizes technological advancements to augment teamwork collaboration. To attain this objective, *Paper Rhyme* employs a variety of tactics including promoting a culture of transparent communication, defining unambiguous roles and duties, utilizing digital technologies, and guaranteeing a mutual comprehension of organizational aims and objectives. *Paper Rhyme* has demonstrated the ability to consistently provide innovative social media marketing campaigns of high quality to its client.

Chapter 8: My Recommendation

During the three months I was interning at *Paper Rhyme*, I had to continually keep myself informed about not just the latest global trends and news, but also the branding initiatives of the company's competitors. I have identified several areas where *Paper Rhyme* may strive to enhance and grow its brand image based on my media monitoring. For instance, although *Paper Rhyme* is currently concentrating on *LankaBangla*, *Dhaka Bank*, *Community Bank*. These three brands are trying to improve their digital presence through *Paper Rhyme*. But I believe they

ought to participate more in the digital realm. The pandemic has taught us the importance of maintaining an online presence when it was the only option to stay in touch with the outside world. I firmly think that *Paper Rhyme* can reach potential clients in a cost-effective manner through digital marketing.

Chapter 9: Conclusion

One thing that I have learned to accept from the experiences I have had in life is that regretting missed opportunities usually hurts more than regretting missed possibilities. So, after much thought, I decided to switch from a business studies background to the arts, which has always been something I have been passionate about. When I eventually decided to pursue an English degree, I was fully aware of the financial perils of an uncertain future. Nevertheless, I decided to follow what my heart truly desires rather than doing what other people think I should do. Since I want to advance my career in business, working *at Paper Rhyme* was a good experience for me. I have gained a lot of knowledge from this agency as an intern. I will always be grateful that this agency hired me as an intern, I am also grateful to my supervisor at work. I have grown as a person and as an intern as a result of this experience. I now have the freedom to ponder and investigate the advertising industry, thanks to my internship. I have learned more about work ethics, workplace discipline, and time management since internship at *Paper Rhyme*.

As a student with a concentration of media and cultural studies, I have acquired several important concepts from my major courses. Through actual duties, this internship has helped me

to delve into the depths of numerous difficult phrases, ideas, and theories taught by my faculties in the media courses. I desire to deviate from the ordinary societal standard and strive to establish myself as a person who does justice not just to society but also to herself. I wish to keep my creativity alive while working in a corporate environment in my field of interest, for this I have wept endless tears and experienced infinite scorn from friends and family. I am happy that I pursued what I already wanted.

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