

Report On

"Creative Workflow Analysis in Event Design: A Case Study of Innovative Creation Ltd."

By

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19104081

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
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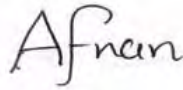
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Declaration

It is hereby declared that -

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

Student's Full Name & Signature:



Afnan Mahmud Chowdhury

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Supervisor's Full Name & Signature:

Tanzin Khan

Senior Lecturer,
BRAC Business School
Brac University

Letter of Transmittal

Tanzin khan,

Senior Lecturer,

Brac Business School,

Brac University,

KHA 224, Progati Sarani, Merul Badda, Dhaka-1212

Subject: “Creative Workflow Analysis in Event Design: A Case Study of Innovative Creation Ltd.”

Dear ma'am,

I am honored to present my internship report, which is titled "Creative Workflow Analysis in Event Design: A Case Study of Innovative Creation Ltd." and covers all of the topics I was supervised over throughout my internship. I have made every effort to finish the report with reliable, crucial data and suggested theories presented in a significant and understandable way.

I hope that this report will fulfill all the necessary standards.

Sincerely yours,

Afnan Mahmud Chowdhury

Student ID: 19104081

BRAC BUSINESS SCHOOL

Brac University


Date: 12.31.2023

Non-Disclosure Agreement

This agreement is signed by the undersigned, Afnan Mahmud Chowdhury, a student at Brac University, and Innovative Creation Ltd., a 360-degree marketing agency, promising to refrain from revealing organization secrets without authorization.

.....

Innovative Creation Ltd.

A handwritten signature in black ink that reads "Afnan". The signature is written in a cursive style with a capital 'A' and lowercase 'fnan'.

.....

Afnan Mahmud Chowdhury

Acknowledgment

I would like to praise Almighty Allah and express my heartfelt gratitude to every individual who has supported in completing my internship program and report successfully. I am very glad that I have got a vast assistance and guidance from the organization and the department's supervisor both. Lastly, I am honored that I have had the chance to complete the internship under the guidelines of my University's supervisor Tanzin Khan Ma'am, and co-supervisor Ummul Wara Adrita Ma'am.

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Executive Summary

As there are different industries are evolving and changing with the recent trends and modern world, marketing agencies also have to adapt as well. Innovative creation Ltd., a 360 degree marketing company with a focus on event management and activation also making vivid difference in the industry. Marketing agencies are changing the preview by transforming their creative practices and ideas to fulfill growing demand. Innovative creation ltd. acts as an accelerator, applying strategic insight and creativity to raise brand recognition while assisting businesses in overcoming the obstacles of the modern age. The marketing firm develops comprehensive campaigns for all kind of media with a special emphasis on event activation. From an idea to execution, they integrate traditional and digital marketing strategies, ensuring a thorough brand presence. Different event's planning, handling vendors, utilizing digital platforms to their highest potential to produce engaging experiences for the target audience. Different agencies impact the whole sector by influencing customer behavior, fostering brand loyalty, and ensuring income growth. For the mutual beneficial relationship, strong cooperation between the creative team and management team, the company has become a successful marketing agency. Future success in the marketing agency sector will require an in-depth understanding of changing customer behavior as well as an ongoing process of innovation and adaptation. In order to improve productivity and creativity, the paper highlights the necessity of efficient creative processes, strong cooperation, and communication techniques. By exploring the complexities of event design, the research seeks to improve Innovative Creation Ltd.'s procedures while also offering insightful information that will help steer the sector as a whole toward more innovation, effectiveness, and relevance in a market that is always changing.

1. Chapter 1: Overview of Internship

1.1 Student Information:

Name: Afnan Mahmud Chowdhury

ID: 19104081

Program: Bachelor of Business Administration

Major: Marketing

1.2 Internship Information:

1.2.1 Company Details:

Established in 2009

Company Name: Innovative Creation Limited

Type: 360 degree Marketing Agency (Under the Umbrella of Impress Group)

Address: ABC Spring Flower, House 52, Road 02, Banani, Dhaka 1213, Bangladesh

1.2.2 Internship' Company Supervisor's Information:

Name: Sharodindu Chokrovorty

Position: Senior Copy Writer

Email: Sharodindu@icreation.com.bd

1.2.3 Work Opportunity:

As an intern at Innovative Creation Limited, a cutting-edge 360-degree marketing firm, I was able to broaden my understanding of an agency's marketing operations. The Innovative Creation

Limited Ltd. agency chose me to be an intern for the autumn semester of 2023. There are plenty of opportunities to see how a marketing agency operates within the agency. I have a clear understanding of how they work with their clientele now that I joined. I worked on cutting-edge digital projects and ground-breaking event activations as a member of the creative team. In order to create captivating campaigns from conception to execution, my work required tight collaboration with the creative and planning departments. I took advantage of the company's potential to influence the direction of the industry by using my abilities to craft distinctive brand experiences. Through my integration into a progressive organization dedicated to innovation and quality, where my skill was developed and the results were revolutionary. At last, a person may further their career by working with Innovative Creation Limited, where strategy and creativity come together.

1.3 Internship Outcomes:

1.3.1 Student's Contribution to the Company:

During my internship, I had different responsibilities in the firm and I have been sit at the operation team's desk but I collaborated with the creative team and sometimes assisted the operation team too. At first, I did a lot of copywriting, proofreading, and translating work at Innovative Creation Limited. Later, I have been assisted the visualizers and editors too in their work. I have helped the senior visualizer design banners, festoons, and digital posts. Besides, I have also helped the operation team to source products and help to find good venues for events. Then, I helped the planning teams and creative teams to have proper collaboration and suggested ideas to boost up their work. I have also done field work as event venue visit, site visit and sourcing works too. Whatever, I have passed a great journey from the company and observed how a successful marketing agency works. I have been guided by the senior in the company like assistant managers, senior executives etc. Their viewpoint on the job and guidance have helped me get insight into the business world. My supervisor always collaborates me in work because of my intense interest and diligence, giving me assignments to do and new customer meetings. For example, overseas customers desired to learn more about the specifics and features of the items. I had to communicate with the clients via email to provide them with the necessary data. The whole journey was a great educational and mesmerizing for me as a process.

1.3.2 Benefits to the student:

Throughout my internship at Innovative Creation Ltd., I fully committed myself to a wide range of tasks and accepted flexibility. I demonstrated a wide range of abilities by working with the creative and operations teams in addition to composing and proofreading with ease. My participation also included hands-on event management, where I helped choose locations and showed off my artistic side by helping to create banners and buy products. Beyond particular assignments, my fieldwork and attempts to promote cooperation between creative and planning teams demonstrated an all-encompassing approach. Under the direction of seasoned professionals, my proactive contributions improved the company's operations and enhanced my learning experience. Managing customer relations and international correspondence highlighted my adaptability and drive, making my internship at Innovative Creation Limited.

1.3.3 Problems/Difficulties:

Even though my internship at Innovative Creation Ltd. was great, there were a few difficulties that made my experience more difficult. One significant challenge was the sporadic breakdown in departmental communication as I was a creative intern but sat with the operation team. Project deadlines and goals were misinterpreted as a result, causing delays. Furthermore, the industry's fast-paced nature sometimes resulted in tight deadlines that required quick turnarounds and adaptability, which occasionally made it difficult to maintain a consistently high level of quality. Sometimes, my supervisor could not assign me some activities, as he can finish the work while giving me brief of the work. Furthermore, there have been situations where the arrival of several projects at once has resulted in a heavy workload, requiring strong time management and prioritizing abilities. Furthermore, there were no devices or desktop in the office, so I have to bring my own device which was a bit difficult for me. Even while these difficulties were a necessary component of the learning process, they highlighted how crucial resilience and adaptability are when negotiating the shifting terrain of a 360-degree marketing agency.

1.3.4 Recommendation:

While doing the internship it included a comprehensive understanding of the marketing agency's operations, and a wealth of knowledge about creative processes and event design techniques. A healthy and productive learning environment is facilitated by the experienced experts' advice and the encouraging work culture. Some recommendations are given below:

Structured Internship Program: Innovative Creation Ltd.'s comprehensive internship program skillfully combined classroom learning with on-the-job training. This methodical approach produced a productive environment for lifelong learning and the application of theoretical knowledge in real-world situations. However, the internship program must be structured for a student to know where he/she would work with and which department would be aligned.

Recommendation for Work Hours: Although the internship was a great experience overall, I would advise a careful examination of the work hours. Minimizing the working hours may improve the team's general productivity and well-being, fostering a balanced and sustainable work environment.

Knowledge of Work rules: It's a good idea for interns to be knowledgeable about work rules and regulations, especially in cases when employers regard them the same as full-time staff members. This knowledge guarantees that they are fully aware of their obligations and rights in the workplace. Students must know about the laws and should be always careful.

Extensive Learning Experience: The internship at Innovative Creation Ltd. afforded a thorough insight of the marketing agency's activities due to its immersion. The opportunity to work on a variety of projects has increased my understanding of advanced event design approaches and creative processes.

Professional Guidance and Work Culture: The internship provided a helpful learning atmosphere with experienced professionals who kindly gave their suggestions. A productive and innovative work environment was created by the supportive work culture, which guaranteed a favorable environment for professional growth.

2 Chapter 2: Organization Part

2.1 Overview of the Company:

A reputable and diverse conglomerate in Bangladesh, Innovative Creation Ltd under the umbrella of Impress group established in 2009. With cutting-edge tactics and effective solutions, the business has established itself as a major force in the fields of digital, BTL, and ATL marketing, connecting businesses with their target markets. As a leading marketing agency they had a huge participation with different brands in traditional and digital marketing. Mostly, for the

event activation this agency comes first to the mind of any reputed company. As implied by its name, Innovative Creation Ltd. prioritizes creativity and innovation in its marketing strategy.

2.1.1 Mission:

The mission of Innovative Creation Ltd. is to revolutionize marketing by providing innovative and comprehensive solutions. This company's main focus is to give the most creative input in a limited time and make the best solution for the firms. The company is dedicated to fusing innovative technology, creative thinking, and strategic planning to engage customers through traditional and digital media. Delivering campaigns that influence today's promiscuous consumers is the primary objective of fostering brand success.

2.2 Management Practices:

2.2.1 Brand Activation:

Innovative Creation Ltd. specializes in using successful brand activation campaigns to generate unforgettable brand experiences. Innovative Creation Limited is being a long term vendor of many different companies and serving them for years. Companies like BRAC, UNDP, Water-aid, IOM, IWO, Care-Bangladesh, Runner etc. are the main clients for brand activations. The firm makes sure that businesses leave a lasting impression by utilizing creativity and strategic planning to engage with their target consumers in meaningful ways.

2.2.2 Event Management:

The firm is an expert in event management, with a faultless execution style and a sharp eye for detail. They have a lot of experience in event management. Events like concerts, sales conferences, and launching events are the main focus of this agency. Big NGOs, and firms do events managed by Innovative Creation Limited, as they have expertise on this. As a sister concern of Channel-I, they have started with managing events of their own partner companies. They have managed events like channel-I lux superstar events, channel-I reality shows, etc. After that, they didn't stop until now. They have done more than 300 events till now. Innovative Creation Ltd. creates events that surpass customers' and guests' expectations, starting with concept creation and ending with faultless implementation.

2.2.3 Social Media Campaign:

Innovative Creation Ltd. uses social media to create campaigns that are both compelling and productive. Different big brands generally do not have enough time or courage to do their marketing on digital platforms. So, the agency uses creative content and methods to improve

brand awareness, interaction, and total digital presence because it knows the dynamics of different platforms. Over time, the agency had to move its work culture focus for the brands and make their work more digital-based rather than the traditional way.

2.2.4 Public Relation:

Innovative Creation Ltd. approaches public relations strategically to create and preserve a favorable reputation for its customers. The firm helps brands build trust and establish a connection with their target audience through efficient communication and relationship management. As a sister concern of Channel-I, Innovative Creation Limited get a great opportunity to serve their clients a good PR service by the TV channel.

2.2.5 Trade Marketing:

Acknowledging the significance of proficient trade marketing, the organization crafts customized approaches to maximize product exposure and revenue. With everything from point-of-sale materials to marketing campaigns, Innovative Creation Ltd. guarantees that companies stand out in the cutthroat industry. It is still a major force in marketing, combining strategy, technological knowledge, and creativity to elevate businesses and make an impression on the sector.

2.2.6 HR management & Outsourcing:

Strategic human resource management, which promotes creativity and teamwork, is a fundamental component of Innovative Creation Ltd.'s corporate culture. Their HR procedures are designed to draw in, nurture, and keep elite personnel while providing the flexibility required in the fast-paced marketing sector. Programs for employee development, careful hiring, and moral human resources procedures highlight our dedication to having a talented and diverse team. The Innovative Creation Limited have a team of HR for JTI(Japan Tobacco International) to give them support in the field operation and distribution. Whether the company of tobacco can't have marketing activities, but they do sales work with agencies. In addition to HR management, they provide customized outsourcing options that let companies take advantage of our proficiency in marketing assignments and event planning. The agency ensures a positive workplace culture through our flexible workforce planning that adjusts to the demands of the project and their employees' well-being activities that represent our holistic approach.

2.3 Creative Workflow Analysis:

2.3.1 Business Leaders:

The business leaders of the agency hunt down the clients. They have to pitch to the client to get any sort of work order from them. Different vendors have been enlisted in the firms and Innovative Creation Limited had to make a good impactful and useful pitch that will benefit both the firms and had to be comparatively better than other agencies. So, business leaders are expert of that work. They hunt down different works and assign them to the employees.

2.3.2 Management Team:

Innovative Creation Ltd.'s skilled management team strategically coordinates a range of tasks, ensuring operational excellence by aligning efforts with broad goals. They manage the company through shifting market conditions while streamlining processes and encouraging teamwork. Apart from being merely supervisors, the group communicates well, making sure that each member has the necessary direction to perform in a productive manner. The team's commitment to advancing Innovative Creation Ltd. toward long-term success and operational excellence is shown in this commitment to seamless cooperation.

2.3.3 Planning team collaboration:

This team at Innovative Creation Ltd. sits at the center of strategic planning and acts as a cooperative hub, combining knowledge and fostering coordinated efforts to create targeted and effective marketing campaigns. The team operates as the hub for both creative and strategic thinking. They effectively incorporate a variety of viewpoints to build a cohesive strategy that is in line with the goals that have been established for the brand. Using an integrated strategy, they combine consumer behavior, market intelligence, and creative ideas to create campaigns that are intended to leave a lasting impression in addition to grabbing attention. They serve as builders of captivating storylines, ensuring that every campaign is a harmonious synthesis of creativity and strategic accuracy, positioned to make a significant impression in the dynamic terrain of marketing.

2.3.4 Creative Team:

The Creative Team at Innovative Creation Ltd. transforms abstract concepts into compelling campaigns by utilizing the power of collaborative planning and bringing creativity to every little aspect. The team makes visuals from the thinking of a concept from the planning team and brainstorming. The team, inspired by strategic collaboration, makes sure that every campaign is

an expression of originality and inventiveness, painstakingly designed to appeal to the target demographic. By emphasizing accuracy and paying close attention to creative details, the Creative Team goes above and beyond conventional limits to produce campaigns that fascinate, engage, and stand out in the ever-changing marketing scene.

2.3.5 Operation Team:

The Operation Team of Innovative Creation Ltd. organizes flawless implementation for smooth results, translating innovative ideas into reality with accuracy. The team is dedicated in their pursuit of operational excellence and makes sure that each aspect of the planned strategy is executed with precision. The operation team plays a vital role to the effective implementation of creative ideas because they coordinate each and every details with broader objectives of an event. Their dedication to flawless execution raises the overall effectiveness of campaigns by guaranteeing that each action is not only strategically advanced but also perfectly carried out to get the best result for the dynamic marketing environment.

2.3.6 HR Management team:

For the leading organizational success, the HR team at Innovative Creation Ltd. actively develops talented employees, encourages wellbeing, and upholds a positive workplace culture. This group is the driving force behind the organization's HR strategies and is dedicated to the general growth and well-being of employees. They always essential to recruiting top talents, develop them and creating a climate at work that encourages advancement on professional level. The HR Management Team makes a substantial contribution to the general well-being and prosperity of the company by fostering talent and placing a high priority on well-being. This helps to ensure that the workplace culture recognizes and accommodates the various demands of the workforce.

2.4 Marketing Practices:

Business leaders at Innovative Creation Ltd. are in charge of the company's marketing strategies, which take a strategic and comprehensive approach. Relationship-building and aggressive outreach are key components of the customer acquisition process. The company executives actively seek out new customers by determining which markets and fields the agency's experience fits in with ease. Making use of their vast network and reputation as a sister company of Channel I and a wing of the Impress Group, they leverage their established ties and brand recognition to draw in new business.

2.4.1 Service Marketing:

Innovative Creation Ltd. stands out in the field of service marketing with its customized and customer-focused strategy. Company executives proactively listen to and comprehend the distinct requirements of prospective customers, providing customized solutions that support their goals. From the first pitch to the service delivery, every stage of the client relationship has this individualized touch.

The agency's main skills in 360-degree marketing, event activations, and digital projects are also highlighted in the service marketing methods. Effectively positioning Innovative Creation Ltd. as a go-to agency for complete marketing solutions is accomplished by the business executives through the display of prior successful projects and emphasis on the collaborative nature of their services.

2.4.2 Digital Marketing:

It is impossible to exaggerate the importance of having a strong online presence in the digital age. Innovative Creation Ltd. employs digital marketing tactics to augment brand exposure and draw in a broader viewership. By using social media, digital campaigns, and its own website, the corporation keeps up an active and interesting online presence.

Digital marketing initiatives feature the agency's success stories, client endorsements, and portfolio. Using visually engaging content—like case studies and behind-the-scenes looks at the creative process—helps establish credibility and cultivate a relationship of trust with clients. The organization also uses search engine optimization (SEO) strategies to guarantee a noticeable online presence, which makes it simple for prospective clients looking for marketing services to find it.

2.5 Financial Performance and Accounting Practices:

2.5.1 Financial Performance:

Innovative Creation Ltd. has experienced changes in productivity over the past three a long time. Whereas the company was productive in 2021 and 2022, it brought about a net misfortune in 2023. Over the past three years, there has seemed to be a continuous increase in event management and activation's income. This indicates that the business is successfully expanding its services and gaining new customers in this area. This indicates that the business is effectively expanding into the event management service sector. Whereas the cost of event administration

has expanded nearby income development, the net benefit edge (net benefit as a rate of income) has remained moderately steady. This suggests that the business has managed its coordination costs for event execution rather successfully. Over the course of the analysis period, operating costs have also increased. Regardless, this increase seems commensurate with the growth in earnings. This suggests that the business is providing necessary resources to support its growth. Despite growing revenue, Innovative Creation Ltd. had a decline in operational benefit in 2022 and ultimately incurred a loss in 2023. The key factor influencing this appears to be very high financial expenses in 2023. This might indicate that the business has attempted a significant amount of debt, resulting in an uneven increase in interest payments.

Recommendations:

1. Review financial expenses : Thoroughly investigate the cause of the increase in fiscal expenditures in 2023. Determine whether it is a one-time event or reflects a long-term trend. Explore debt restructuring or refinancing options if necessary to reduce the interest burden.

2. Cost Effectiveness Analysis: While gross profit appears stable, analyze whether there are specific areas within event management costs where additional efficiencies could be found. Even small optimizations, when applied to multiple events, can make a difference in overall profitability.

3. Pricing Strategy: Find out if the pricing model for event management services can be adjusted to improve overall profit margins or offset any necessary cost increases or not.

2.5.2 Accounting Practices:

Based on the limited information contained in the reports provided, the following is a overview and analysis on potential accounting aspects in Innovative Creation Ltd. :

The company appears to recognize revenue from event management at the time the event ends. And this is a reasonable approach consistent with standard practice. Determine whether there are long-term, multi-phase projects for which another revenue recognition method may be more appropriate (for example, the percentage of completion method).

Otherwise, Operating expenses appear to be classified in a standard way (rent, salaries, etc.). Depending on the size and complexity of the business, a more detailed classification of operating expenses can reveal valuable insights. This can help identify areas where costs can be reduced.

Additionally, the papers supplied demonstrate that Innovative Creation Ltd. prepares regular financial reports, such as profit and loss accounts, and uses accrual accounting. This aligns with standard accounting procedures. Additionally, income tax provisions are included in the financial statements, demonstrating the company's continued compliance with tax laws. Proactive tax planning techniques, however, that are specific to the event management sector can reduce taxes and enhance cash flow. It's probable that Innovative Creation Ltd. uses accounting software to handle financial data, even though this isn't made explicit in the report. Examining if the software they now use is appropriate for their size and complexity would be beneficial; upgrading, however, might enhance reporting and expedite procedures. We need to focus on areas that need further research in order to have a deeper grasp of the company's financial management processes. To understand the complexities of the computation process, it is first and foremost necessary to do a thorough analysis of the fixed asset depreciation technique. Furthermore, it is important to do a thorough analysis of the company's inventory management system, particularly with respect to event supplies. The tracking system and assessment methods should have been paid a particular attention to understand. It is also important to conduct a thorough evaluation of the internal controls that the organization has implemented. The purpose of these control is to ensure the financial records and to guard against any kind of inaccuracy. We want to gain a deeper understanding of the financial specifics and a thorough grasp of its accounting procedures.

2.6 Operation Management:

2.6.1 Operations Management:

The operation team of Innovative Creation Ltd. is essential to the efficient coordination and output of operational teams within the constantly shifting environment of a 360 degree marketing agency. This involves managing the everyday tasks of employees responsible for client services, event activation, and digital projects.

The operation management team manages deadlines, assigns resources, and encourages departmental collaboration for make a successful event for their clients. The comprehensive collaboration is necessary to deliver projects successfully and meet the customer satisfactions. The focus also include locating bottlenecks, optimizing workflows, and implementing strategies to raise overall operational efficacy. The operation management team plays a key role in fostering a collaborative culture by organizing many team efforts to achieve common goals. By using the strategic planning, effective communication and constructive criticism, they make a substantial contribution to the accomplishment of initiatives.

2.6.2 Information System:

Innovative Creation Ltd. uses a sophisticated information systems methodology that involves data collection, sorting and sharing. The whole process is feasible by a software system which they use for their company. There is a software named ‘Desktop Share’ a centralized server-based system that ensures efficient data management for the organization.

Every employees of the company has access to the desktop share system where they share, obtain and utilize their all kind of resources of the project. The centralized data server increases collaboration, speeds up communication, and lessens any kind of barriers. Paperwork related to projects, client work list and KPI’s are stored there. The whole system facilitates both data security and real time communication by serving a secure server to all. The system ensures that all employees have access to up to date projects and relevant data fosters a more informed and adaptable work environment. In summary, the integration of a robust information system with efficient operations management demonstrates the company’s commitment to optimizing internal processes. This strategic integration provides the agency with the agility and precision to navigate the complexities of the marketing industry, allowing it to generate innovative and impactful marketing solutions.

2.7 Industry and Competitive Analysis:

2.7.1 SWOT ANALYSIS:

Strengths:

There are three primary advantages that keep the Innovative Creation Ltd. differentiates in the market. At first, the company has it’s full potential to provide a wide variety of services as ATL,

BTL and Digital marketing services. Customers can have benefit from having ATL, BTL and digital strategies seamlessly integrated under one stop solution for all kind of marketing needs. Then, a significant advantage is that the company is a part of the Impress Group. The market position of Innovative Creation Ltd. is further enhanced by this association's access to a wide range of resources, specialist expertise, and a reliable network. Finally, the company is well-recognized for its persistent commitment to invention and innovation. This commitment inspires the development of creative marketing strategies which help in the company's growth and survival in a competitive market.

Weaknesses:

There are mainly two structural risk areas found for the company Innovative Creation Ltd. An organization that focuses only on specific sectors or market trends may be more vulnerable to changes in financial and revenue as a result of shifting consumer preferences or macroeconomic conditions. Different marketing services makes resource intensity which an issue for the organization too. Effective resource management is important to preventing strain since delivering different services involves demands that are essential. Strategic vision is required to overcome these challenges and preserve adaptability in the shifting market. So, there are some weaknesses but it is also important to participate at the diversify market and implement resource efficient methods.

Opportunities:

Innovative Creation Ltd. anticipates potential clients and create their opportunities for that in two main areas. Firstly, the traditional marketing is moving to the digital more and more day by day. So, the company has an opportunity to capitalize on emerging digital trends. Innovative Creation Ltd. has the opportunity to explore and establish its authority over new platforms and trends. Second, the company is well positioned and connected to the market with a great reputation with the foundation of Impress group. Investigating global markets becomes possible, providing Innovative Creation Ltd. with access to the new markets, sectors and cultures to broaden its range of products and fortify its position. These prospects signify strategic alternatives for the company's expansion and market share acquisition.

Threats:

Innovative Creation Ltd. face possible three threats that could become a barrier in their work. Firstly, the excessive rivalry in the industry puts market share in risk position and making it hard for business to survive. There will always be new competitors, and the existing others could make more new approaches in the market. A significant external risk is presented by economic downturns. The unstable situation in the economy might affect marketing expenses, which could therefore influence consumer expenditure and the demand for the company's products. Technical difficulties which are characterized by rapid advancements in technology, represent the final potential threat. If these advancements are not promptly adopted, Innovative Creation Ltd.'s digital marketing services may lose their relevance and effectiveness. For this reason, it will be crucial to monitor developments and create adaptable strategies in order to stay up to date with the market's technological advancements.

2.7.2 Porter's Five Forces

1. Threat of New Entrants:

Innovative Creation Ltd.'s wide range of services and its association with the prominent Impress Group act as shield guard to potential new competitors when they face the risk. So, the necessity for specialized industry expertise and a good amount of investment provide a relatively safe market position by reducing subsequent threats.

2. Competitive Rivalry:

In the marketing firm's industry there are intense competition between different firms who are competing for a bigger share of the market. There are different rivalry companies like Magnito, Asiatic, Grey, and other marketing firms. Innovative Creation Ltd. differentiates itself from its competitors in the industry by offering a broad range of services, being innovative and strategical collaboration.

3. Threat of Substitutes:

Although traditional marketing agencies are still exist but the threat of substitutes has decreased as the sector is shifting to digital platforms. Innovative creation Ltd.'s commitment to digital innovation and ability to adapt to new trends lower the risk and ensure continued relevance in the new market.

4. Bargaining Power of Suppliers:

The company's extensive service offerings and market position reduce the bargaining power of Individual suppliers. This offers Innovative Creation Ltd. significant flexibility and bargaining power when it is crucial to managing relationship with suppliers. Whatever, there are available presence of substitute suppliers so the bargaining power is eventually low.

5. Bargaining power of Buyers:

Customers in the marketing industry have high bargaining power since there are many firms available. However, the unique service offering, innovative approaches and strong link up in the market support the development of customer relationship for Innovative creation ltd. and for the relationship and loyalty the clients retain at the firm.

2.8 Summary and Conclusion:

Innovative Creation Ltd., a powerful 360 marketing agency which has Atl,Btl and digital services for their clients founded in 2009. They are a significant player in the market with wide range of services and market strengths. The company is very well known and has strategic partnerships. As the company is growing under the umbrella of Impress group and access to a multitude of resources and enhances their stand in the market. Resource intensity and possible market dependency are the common risks which are minimized by the careful management. There are opportunities assess with growing automation of marketing and the potential for global expansion. Risks like recessions, market competition and technology advancements need adaptable strategies. Finally, Innovative creation Ltd. is well positioned for long term success with a commitment to quality and strategic flexibility guiding it's path in the fast paced marketing industry.

2.9 Recommendations:

Although Innovative Creation ltd. is making outstanding progress in the ever-changing field of marketing, there is still opportunity for growth in terms of market presence and operational efficacy. The organization may strengthen its position and influence in the market by utilizing the potential of competent executives, making the most of intern contributions, encouraging cross-departmental cooperation, and stepping up marketing initiatives.

1. Enhancing Executive Leadership:

Increase the number of competent executives in leadership positions to bring a variety of viewpoints and areas of experience. This calculated decision guarantees a diverse leadership group that can guide the business through changing market conditions.

2. Maximize Interns' Impact:

Establish a culture that inspires and affirms interns, so that their contributions are significant. Clearly define duties and tasks and offer mentorship to develop their abilities. A successful internship enhances the professional development of the interns and increases their potential to be valued assets in the future.

3.Promote Interdepartmental Cooperation:

Establish distinct departments inside the organization, each handling a certain set of responsibilities. Interdepartmental meetings once a week will improve communication, promote cooperation, and align goals. This methodical technique guarantees a smooth workflow and group problem-solving.

4. Expand Marketing Initiatives:

Increase marketing spending to draw in more customers and raise the company's profile. In addition to raising brand recognition, utilizing current networks and pursuing new opportunities can foster important relationships within the sector.

5. Implement Rapid Project Management:

To improve flexibility and reactivity, apply agile project management techniques. This methodology guarantees prompt modifications to project specifications, enhancing project completion and customer contentment.

3 CHAPTER 3: Project Part:

3.1 Introduction:

The marketing agency industry is characterized by intense rivalry and a growing need for creative designs for events. The goal of the project is on a thorough examination of the creative process at Innovative Creation Ltd., a well-known 360-degree marketing company. Different

companies are now more rely on event activations because Bangladeshi customers are now more engaging in traditional concerts, conferences and events. So, brands are more attracting to that strategy for their marketing. Agencies like Innovative Creation Limited and others are taking advantage of that and giving input of their best. Creative input is more important for their event activation and management. Suppose, Nestle – a regular client of Innovative Creation Limited wants to launch a new product and Innovative Creation Limited will immediately provide a best Idea for them with their dedicated product's theme. Event marketing is very popular now a days. Event Marketing is a live-themed activity, (e.g., music festival, sporting event, etc.) related to the selling of a product or a group of products (Backlin, 2005). The main goals are to comprehend the complexities of event design, look at different stages from conception to execution, and assess team dynamics. This introduction lays the groundwork for revealing how crucial the creative workflow is to process optimization, creativity stimulation, and the successful completion of event projects in a cutthroat market.

3.1.1 Literature Review:

In the marketing agency, different departments work dedicatedly for different activities. The creative team is the main gateway to complete the workflow. The creative team has a great workflow as they have the main power to design the whole event that will be established. Because creative work upends established habits, cognitive patterns, and life styles, it may look subversive and upsetting to those engaged. This can lead to feelings of insecurity and resistance to change among those impacted by the innovation. As a result, relationships among coworkers might deteriorate (Janssen, 2003). By understanding this fundamental aspect of human nature, event planners can develop experiences that welcome the experiencing self, set the scene with an emotional story arc, and use peak times to forge the connections that strengthen the recollections that the remembering self will carry forth. There's a great chance to practice these abilities in a secure setting during an event by learning and experimenting with creative thinking. According to Rossman and Duerdan (2019, p. 26), "Experiences likely to be memorable are those that occur in unique spaces and have special memorable engagement as part of their design that will facilitate future recall." This theory is further upon in Designing Experiences. So, the planning team used to take references from the previous successful events and out works. Then, the creative team think of different aspects and create a design for the event.

3.1.2 Research Questions:

There are different research questions that focuses on uncovering the collaborative dynamics within different departments, emphasize the areas of improvements, identify bottlenecks, understand the creative process and lastly promoting efficiency and effectiveness at the company.

1. How does Innovative Creation Ltd.'s creative process carry out event design? Unfold the creative workflow for the event design.
2. During event design projects at Innovative Creation Ltd., what are the unique communication and cooperation approaches among the creative and management teams?
3. In order to promote more productivity, creativity, and the successful completion of event design projects, what concrete recommendations can be made to Innovative Creation Ltd. about the streamlining of the creative process?

3.1.3 Research Objectives:

Objective 1: Examine the many stages of Innovative Creation Ltd.'s creative process, from project conceptualization to event design execution. Analyze the dynamics of the creative process, noting important phases, difficulties, and areas that may need better.

Objective 2: Examine the management and creative teams' working habits, paying particular attention to the collaborative procedures used in event design projects.

Objective 3: Make realistic recommendations for optimizing the creative process at Innovative Creation Ltd. with an emphasis on increasing productivity, fostering innovation, and guaranteeing the accomplishment of event design projects.

3.1.4 Significance:

The project holds greater relevance beyond its practical uses in the marketing agency field. It is highlighted how important the study is to the scholarly conversation around creative processes in marketing agencies. The chapter also outlines Innovative Creation Ltd.'s possible advantages and offers practical advice for streamlining and enhancing its creative process. The study's potential impact on creativity, efficacy, and quality in creative marketing strategies is emphasized by discussing the transferability of identified best practices and insights to other 360-degree marketing organizations. By completing the project, other marketing agencies, creative teams

and dedicatedly event management companies will get a vivid view of how the workflow goes for any event activation and they will know about the difficulties and how to face those.

3.2 Methodology:

The project has been done under the observation and perspective of Innovative Creation Ltd. Marketing agency. So, this project has been done by interviewing the creative and planning team which is under the focus depth interview part. The project is an exploratory research and is based on secondary data. There are different departments but for understanding the workflow clearly, the interview has been conducted with the Strategic Planner, Senior Copy Writer, and Senior Visualizer. By the interview, the project has got the relevant information to give insights into the workflow. As they are doing the activities every day, they must know the work activities clearly and what the agency and the clients do. To gain a complete grasp of the creative workflow, this chapter describes the qualitative approach used. To examine the contributions of the entire team and understand the subtleties of the creative workflow, qualitative research methodologies are used as there were focus interviews taken. The technique seeks to guarantee a thorough investigation of the topic by offering a solid basis for the analysis that follows.

3.3 Findings and Analysis:

Building on the approach, the results of the creative workflow study of Innovative Creation Ltd. are presented in this part. It looks at several stages, assesses collaboration, and locates any bottlenecks. Here is a thorough examination of the forces at work in the creative process, along with suggestions for innovation and places for development.

Project Timeline and Workflow

Activity	Time (working days)	Assigned Dept.
Pitch deck	1-7	CEO, CMO, Planner, Designer
Development	2	Planning Team
Brief	1	All departments
Creative Design	3	Creative team
Sample Ready	3	Operation team

Here is an example and analysis of how the departments of the marketing agency work in the following time durations. There are around 15 days of work overall for getting a work order and then the teams work for them according to their demand. In the creative team of Innovative creation ltd. There are 2 senior visualizer named Mowsum Mallick and Kawser Khandakar Raaz, a 3D visualizer named Akash Ahmed, and a Senior copywriter named Sharodindu Chokrovorty who is my supervisor in the firm. Also, There are 3 planners in the planning team but I interviewed Sajjad Hossain who is the strategic planner of Innovative Creation Limiti marketing agency.

Sajjad Hossain, the Strategic planner said that they often get a brief of the clients and elaborate with the team members. Then, they get an allocated time for brainstorming and for event they come up with a few themes. While choosing a theme, the planning team often find for different references

Sharodindu Chokrovorty, the Senior Copywriter at Innovative Creation Ltd., elucidated the intricacies of his role in the creative agency during an interview. As a copywriter, his primary responsibility revolves around crafting compelling text for various advertising purposes, encompassing scripts, slogans, digital posts, and diverse forms of written content. In the context of the agency's workflow, the journey initiates with the client service team, who liaise directly with clients to procure projects. Subsequently, the themes and requirements are communicated to the creative team, comprising visualizers, copywriters, and the planning team. The planning team, after receiving a briefing from business leaders, collaborates with the creative team to understand and share the client's vision. Regular templates and references guide the creative process, where the team strategically tailors language to captivate the audience. As a copywriter, Sharodindu endeavors to find communicative and attractive language specifically tailored for upcoming brand events. The collaborative effort involves refining the preparations until finalization. For events, a common task for a creative agency, the process involves understanding the client's goals and timeline. The creative team conceptualizes the entire event, incorporating themes derived from inspirational activities. In corporate events, where monotony can prevail, the creative team injects interactive activities to engage the audience. As a copywriter, Sharodindu is tasked with scripting for hosts, facilitating a smooth and organized flow of the

event. Scripts may include audiovisual displays, success stories, or emcee scripts to guide the host through the event's various segments. This collaborative effort ensures a cohesive and impactful delivery of the event's message.

In the domain of 360-degree marketing, Innovative Creation Ltd. plays a pivotal role, offering a myriad of services to diverse clients. As a Senior Visualizer in the creative department, Mowsum Mallick shared insights into the agency's core focus on corporate event activations, advertisements, and branding. In the collaborative process, the organizational workflow resembles a train's compartment, with business leaders leading, followed by the planning team, creative team, and finally, the operation team. Mowsum elucidated the journey from receiving a client brief to the execution of creative ideas. The planning and creative teams engage in a collaborative brainstorming session to address specific client demands. Post-brainstorming, they meticulously decide which ideas to incorporate, ensuring a comprehensive plan that guides the entire project. Despite the inevitable complications, the creative team navigates challenges through hard work, teamwork, and decisive decision-making. In the intricate process of event activation, Mowsum emphasized the operation team's paramount role. This team receives detailed information and resources from the creative team, executing the activation meticulously. Each brand's unique themes for activities and events are carefully considered, reflecting the agency's dedication to delivering tailored and impactful creative solutions. Mowsum underscored the visualizer's responsibility in providing a clear and audience-centric visual representation, eliminating confusion and ensuring a seamless understanding for the audience. The collaborative efforts of the creative, planning, and operation teams are instrumental in the agency's success in delivering innovative and effective marketing solutions.

3.4 Creative Team Difficulties:

In the fast-paced environment of a creative agency, delays and urgent deadlines are not uncommon. Agencies often have plenty of time to complete projects, but occasionally they need urgent assistance, which might create difficult but manageable obstacles. The creative workflow of a project always starts with a rush brief. After the brief, immediately they have to start their work. While the work is based on creativity, they have to do it faster too. Whatever, for the reasons they might be scattered a bit from the base. Sharodindu, the creative copywriter notes

that the constraints of time sometimes lead to exceptionally creative outcomes due to a narrowed focus which is a positive thing. However, all creatives can not collaborate due to urgent deadlines. Mowsum, the senior visualizer mentioned that the creatives almost always have to learn through tight deadlines. Nowadays, all the creative works depend on the automation process. Most of the creative's work seeks help with AI(Artificial Intelligence). Sometimes, the new creatives have to depend on A.I. because of tight deadlines which do not result up to the mark.

3.5 Team Collaboration:

There is mainly a planning, creative, and operation team that is responsible for any event or other work. The planning team brainstorms and provides a possible plan with the creative team. Creative gives visualizations of the plans and sends them to the operation team. The operation team contacts different vendors to print and make the resources physically available. So, all teams have to be cooperative and collaborative on any project. Otherwise, for lack of collaboration, all the work will slow down or get ruined. In my whole internship, I have seen that the creative team always collaborates with the planning and operation team.

3.6 Competitive Advantage:

Innovative Creation is a marketing firm that is well-known for its outstanding collaboration and diligent employees. It is a highly successful and efficient business. Being a part of the Impress Group and Channel I, two powerful companies in the media and entertainment sectors, is very beneficial to the agency, which is a major participant in the marketing scene. The agency's strengths are found in its creative methods, strong network, and relationships with well-known companies. Innovative Creation Ltd. enjoys the cooperation and assistance that come with being a part of Impress group. For being under the assistance of Impress group, the company has extensive industry knowledge and competitive advantages, allowing them to navigate swiftly and carefully across the dynamic marketing environment. Furthermore, as a sister concern of Channel I, Innovative Creation ltd. also has unparalleled visibility and reputation. Channel I helped the agency by providing them industry reach and creates an appealing brand that attracts potential clients because it is a premier television network. With strong partnerships and success, the agency committed to ensure excellence and creativity in it's marketing campaigns. The agency's outstanding network and portfolio are not the only make it successful but also their

dedication and hard work of its employees are also important elements. As seen by their relentless pursuit of excellence, the Innovative creation team is dedicated to offering top-notch marketing solutions. The organization's ongoing culture of brand bonding and their effort may be the reason for the success in meeting client expectation and operating efficiently. Innovative Creation's strong network, devoted workforce and strong brand have allowed it to occupy a dominant position in a crowded sector. With this stand, they can aggressively seize opportunities and manage industry challenges with effectiveness, which finally ensures the agency's long term success and the satisfaction of its potential clients.

3.7 Conclusion:

Through the examination of Innovative Creation Ltd.'s creative workflow, this research has investigated the challenges associated with event design inside a 360 degree marketing agency. The primary objective was to conduct a comprehensive analysis, exploring every step of the creative process from ideation to implementation and evaluating the dynamic interactions that take place throughout the workflow. Apart from focusing on connecting areas, the inquiry also assessed techniques for communication, teamwork and other obstacles. The analysis of the findings highlighted the complex nature of collaborative processes, problem solving techniques and decision-making in relation to event design. In reality, the findings provide a significant contribution to the study on creative processes in marketing agencies. The study is a valuable resource that provides in depth understanding that can guide future academic research into this evolving subject. The study's value extends beyond theoretical implications since it gives Innovative Creation Ltd. insightful knowledge. The goal of the research is to provide suggestions that will enhance and optimize the agency's creative workflow, encouraging productivity and innovation in event design procedures. This unique approach is consistent with the agency's commitment to fostering innovation, streamlining processes, and effectively completing a wide range of event initiatives. The report serves as a manual for all kind of marketing firms who mainly focus on event management, providing best practices and insights to enhance their digital project and event design creative processes. The industry as a whole might get benefited from the report which encourages the employment of innovative marketing techniques and provides information to foster creativity, effectiveness and quality.

3.10 Recommendation:

A detailed analysis of Innovative Creation Ltd.'s creative process provides a number of suggestions for enhancing the effectiveness and distinctiveness of event design operations. Above all, it is essential to foster open channels of communication between the teams in charge of operations, planning, and creative thinking. The collaboration and effective work culture ensures a seamless flow of ideas, decreasing the likelihood of bottlenecks and raising overall efficacy. The use of technology driven platforms and tools can also help to improve the efficiency of the creative process, planning, ideation, and execution. The productivity and creative output of the firm may be significantly increased by implementing digital technologies created especially to satisfy the needs of event design. Moreover, training initiatives and learnings emphasize the creative team's work methodologies and the advancements in the industry will ensure the sustained leadership in creative brilliance. The commitment to professional growth and skill development will enhance the agency's standing as a pioneer in the field.

To sum up, these suggestions are designed to support Innovative Creation Ltd.'s principal objective, which is to preserve its superior position in a very competitive market. By putting these recommendations into practice, the firm will be able to improve its creative workflow even further, establishing new benchmarks for event design and enhancing its standing as a pioneer in the field.

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Appendix

Senior Visualizer:

1. Can you provide an overview of your role as a Senior Visualizer at Innovative Creation Ltd.?
2. What are the primary responsibilities associated with your position in the creative department?
3. How does the workflow typically progress for a visualizer, from receiving a client brief to finalizing the visual elements?

Senior Copywriter:

1. As a Senior Copywriter at Innovative Creation Ltd., what are the key responsibilities that define your role?
2. Can you walk us through the process of generating copy for different purposes, such as advertising, event scripts, or digital posts?
3. How do you collaborate with other teams, such as visualizers and strategic planners, to ensure cohesive and effective messaging?

Strategic Planner:

1. In your capacity as a Strategic Planner, what are the primary functions and responsibilities that define your role at Innovative Creation Ltd.?
2. How do you collaborate with other departments, such as the creative team and client service, to formulate strategic plans for projects?
3. What role does data analysis and market research play in shaping your strategic planning decisions?