

Report on  
An Enlightened Experience in the field of advertising at Metrocem Group

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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## **Declaration**

It is hereby declared that

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

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

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Roohi Huda

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## Letter of Transmittal

December 20, 2022.

Roohi Huda

Assistant Professor,

Department of English and Humanities

BRAC University

66, Mohakhali, Dhaka-1212

Subject: Internship report on “An Enlightened Experience in the field of advertising at Metrocem Group”

Dear Madam,

This is my pleasure to display my internship report on “An Enlightened Experience in the field of advertising at Metrocem Group”, where everything has been covered under your supervision. I have attempted my best to complete the report with valid, essential information and recommended hypotheses in an important and fathomable manner.

I trust that this report will meet the expectations.

Sincerely,

Samiha R.

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Samiha Rahman

Student ID: 18103069

Department of English and Humanities

BRAC University

## **Acknowledgement**

First, I would like to thank the Almighty Allah who has awarded me the forte and capability to complete this report within the given time. I am endlessly grateful to my supervisor, Roohi Huda for bearing with me with such patience when I was going through a difficult time and guiding me throughout the journey.

While choosing my major in Media and Cultural Studies, I was sure about building my carrier in advertisement world. I was always eager to participate in the process of how global brands communicate through advertisements

Media courses like “Globalization and Media”, “Editing”, “Copywriting”, “Cultural Studies and Globalization” have helped me more with the course contents to learn the core of advertising and have proper theoretical knowledge about it before taking it as a profession.

This paper has taken six months to reach its final shape with facts and data which are gathered from personal research. This is an organic work, written with experience and analysis to support the statement above.

While working on this internship project, the greatest challenge for me was maintaining sound health. Though the coronavirus pandemic was bearable at the beginning over time my health condition deteriorated as I became COVID-19 positive once. However, my workmates, my supervisor and friends were very supportive to get me along with the other courses and get everything done easily. I will always stay thankful to the Almighty and my parents to support me when I had chosen to study arts instead of engineering. Though we never like our educational institutes when we study there, once we are done, we can realize our worth. It was

very unfortunate for me to end my glorious student life in a pandemic situation. But as the show must go on, so I can only hope to have a better outcome at the next step ahead.

I dedicate this work to my friend, Nashita Tasneem who was my constant support not only throughout this internship period but also throughout my entire academic life. Additionally, I would like to thank my classmates from BRAC University and colleagues from Metrocem Group for their constant support and last but not least everyone who has criticized me for choosing English over M.Sc. or BBA.

Samiha Rahman

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## **Chapter 1: Introduction**

In today's extremely competitive market environment, every company needs a solid marketing strategy to promote their products and survive. The prime purpose of advertising is, undoubtedly, to promote a product or service by informing and persuading consumers to purchase. It introduces a product in the market and enables quick publicity of the product which accelerates large-scale production and economic growth of the company. Traditional advertisements were only published in newspapers, radio, television and billboards. Now, with globalization and the use of the internet, a huge part of the Internet is flooded with various product or service advertisements across the world. Additionally, Online Video Commercials or OVC are currently trending worldwide as the current generation spends more screen time on the internet instead of watching television. Instead of traditional promotional tactics, presently, digital marketing has become almost an integral medium for any business particularly due to its affordable cost and straightforward policies. Digital marketing includes promotions and strategies which allow clients to benefit from diverse services and brands that operate their enterprises in both domestic and international markets. Digital marketing has gained massive recognition in recent years because of the widespread use of smartphones with easily available internet access. On top, the increasing reliance on social media platforms and different web services has provided opportunities for entrepreneurs to advertise their varied goods and services to their existing as well as potential customers. Additionally, they also have access to collect relevant data on a given area from these social media platforms. Especially, after post-pandemic, the demand for marketing increased to boost the sales volume which was hit badly during the lockdown. During the lockdown, social media platforms were the only non-quarantine zone to connect companies with potential customers.

Initially, I had English and Humanities as my second choice of subject and a Bachelor in Computer Science as my first. However, in high school, I was drawn by the linguistic aspects of English, so I decided to enroll myself in the department of English and Humanities. Initially, I had not decided upon taking Media and Cultural Studies as my major, rather I was drawn towards Linguistics. But after taking courses like ENG331: Globalization and the Media and ENG 404: Copywriting, I got the opportunity to learn how different aspects of advertising such as the fundamentals of persuasive writing, power copywriting techniques, audiovisual promotions and many other things. These courses have taught me the complexity of publishing news and the factors and procedure behind the production of an advertisement. These courses helped me to have a better grasp of reality which is more often manipulated and leaves an impact on its viewers and readers' perceptions. The practicality of this developed my interest towards Media and Cultural Studies, and I decided to take it as my major to learn more about media and cultural studies and work in this field. As I have always been drawn towards the mechanics of customized marketing services based on clients' needs and preferences, I deliberately chose Metrocem for my internship as I believed this company will give me an opportunity to learn the concept of 360-degree branding.

### **1.1. Brief Overview of Metrocem Group**

In 1988, the founders of Metrocem Group started their journey by establishing a Trading House of building materials. Their focus was on taking advantage of the, then rapid infrastructure development phase of Bangladesh, when the building materials were one of the most essentially needed components for infrastructure development. Later, in the years 2000 and 2008, the pioneers of the group established cement plant and steel plant production to supply the



ever-increasing need for cement and rerolling bars in the development sector. Metrocem Group is a local construction materials-based group of companies which manufacture and sell construction materials like Cement, Rods and Autobricks. It has also started a new company named Metrocem Automobiles which sells E-bikes. Its head office is located at Mohakhali, Dhaka. This is a 30-year-old company with a good market reputation. The honourable managing director, MD Shahidullah is the vice president of both the Bangladesh Cement Association and Bangladesh Steel Association. Metrocem is a group of companies with more than 500 employees and 6 departments like Production, Marketing, HR, SCM, Accounts and Finance, and Brand each in 4 of its sister concerns. I have received the opportunity to work under the Brand department of the overall group in their head office as an intern. The internship has allowed me to learn how branding can make or break a company's outward image by closely experiencing how the brand department is implementing different strategies for brand positioning in the back of the mind of existing and potential customers. I gathered my experience in Metrocem Group by working with different departments under supervision. Much of my work was in the brand department, while I also assisted the supply chain team and Sales and Marketing team.

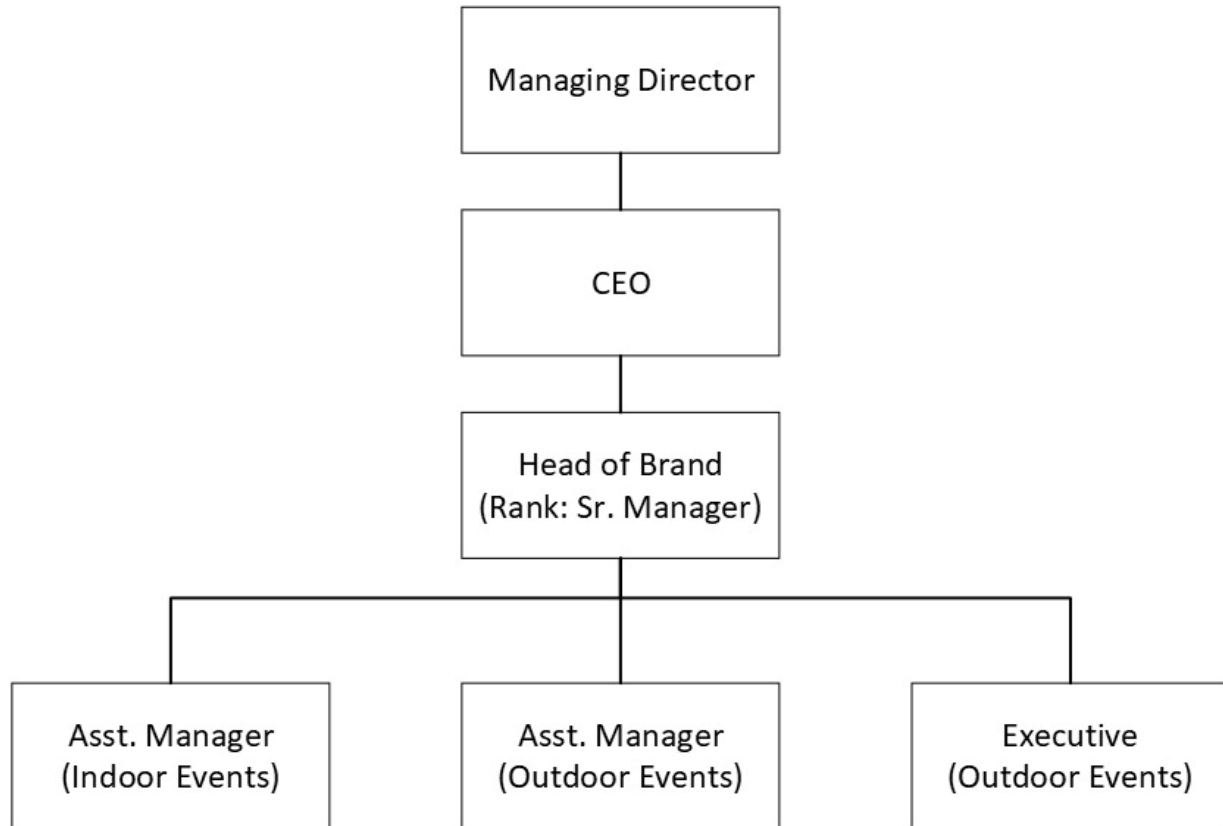
**Slogan:** A slogan helps a company to increase its brand awareness. With a good slogan, the consumer can recognize the brand and recall it easily. A powerful slogan can contribute to increasing brand equity in different ways. Slogan of Metrocem Group is “আমরা বুঝি নির্মাণের রসায়ন”

# আমরা বুঝি নির্মাণের রসায়ন

  
METROCEM  
ISPAT

GLOBAL  
STANDARD

## Organogram of the Brand department of Metrocem Group:



Metrocem Group's brand department has in total 5 members. Under the supervision of the Brand Head, 4 people work in three sectors. A designer and a strategic planner work closely with the external agency, Third Eye Solution on the digital branding activities of Metrocem as well as on the R&D of promotional gifts. Next, a person is fully assigned to work on all the outdoor activities like Dealer's Meet, Mason Meet, attending anniversaries of news channels and print media etc. Lastly, another executive-level employee is assigned to monitor all the ATL-based activities like high wall painting, neon sign installation and maintenance etc.

## 1.2. Initiation Process as an Intern

On the very first day of my journey, I had to have myself present in the office to collect the offer letter in person. They also introduced me to the rules and commandments of the office as well as made me feel comfortable with the ambience. They added me to their social media groups through g-mail, messenger etc. where they communicate with each other and handle their daily tasks. After that, on my joining day, one of the team members informed me about my job responsibilities for these twelve weeks. He began by introducing me to their official pages and websites. Then he briefed me about how the brand department of Metrocem Group functions. In the first two weeks of my employment, I worked with a variety of sectors. The HR introduced me to other colleagues and staff and showed me about the office on the first day of my internship journey, in addition to collecting the offer letter from the office and introducing me to the office norms and regulations. Finally, my supervisor, Nazmul Hasan and Kamrul Ahsan Sir, who taught me the fundamentals of the job from the start and added me to their social media groups like *Messenger* and *WhatsApp* where they handled their tasks and collaborated regularly. They also showed me Metrocem Group's website and official social media accounts on *Facebook* and *Instagram*, as well as instructions on how to write bills, invoices and work orders with correct decency and information. During my first two weeks, my seniors taught me a few jargon they use like RFQ (Request for Quotation), W/O (W/O Order), CS (Comparative Statement) etc. and dos and don'ts while interacting on their official social media accounts on *Facebook* and *Instagram*. Right from the beginning, they have been very friendly and convinced me not to hesitate while asking for any help if I failed to understand any task. Throughout my internship, I

met several kind and supportive people who were kind enough to show me their thoughtful gestures.

## **Chapter 02: My Daily Tasks**

The internship at Metrocem was a learning experience for me where I got several opportunities to apply my learnings as a media student into an internship. This experience undoubtedly has added tremendous value to my education as it provided me with a big exposure to the world of advertisement and how consumer behavior works. As shown in the organogram, Metrocem Group's Brand team has two parts: (a) Internal and (b) External. My responsibilities were mainly under the internal part, but later I also had a chance to organize the events which were under their external part. An overview of my key responsibilities as an intern are:

### **2.1. Monitoring and liaising with the external creative agency:** Metrocem Group has an

external media agency that creates social media contents for them. One of my key responsibilities was to communicate with them about the monthly social media contents and share feedback. So when the agency shared any ideas for the next week, I had to check whether the content was interactive enough or not. I had to ensure that there must be a Metrocem Cement or Ispat logo in the photographs or videos. Once, I received approval from my superiors, I asked the agency team to go with the content or if any alterations were required, I also shared them with them.

### **2.2. Processing the invoices for advertisements:** The second thing I learned was the concept of an invoice and how to create one. An invoice is a detailed account of the products or services

you gave to your clients, as well as the total amount owed and a mechanism for them to pay you for those products or services. I used to receive the invoices for the talk show “Metrocem to The Point “and for sponsoring different engineer-based magazines like “Bainik Barta”. I needed to double-check whether the Mushok and BIN numbers, as well as all other relevant data, are there.

**2.3.Pitching Ideas for social media posts:** After working for a month, I was slowly getting assigned to pitching ideas for *Facebook* posts and planning events and promotional offers for the dealer and retailer programs. I had written creatively for multiple posts and helped the internal graphic designer with the visual which was later posted on *Facebook* page of Metrocem Cement and Ispat. I also suggested creating posts about unusual days like “World Equal Pay Day”. I also took inspiration from the branding activities of Metrocem's competitors to understand the trends and pitched ideas accordingly.

**2.4.Arranging promotional gift items:** Every year Metrocem Cement distributes promotional gifts like ceramic cup sets, corporate gift boxes, notebooks, pens etc. I got to design and get directly involved in the purchase of a few of these items. I used to collect the existing samples of Metrocem Group and new samples from different suppliers. After getting design approval from Brand Head, I would communicate with the selected supplier about the designs of the product and packaging. During the delivery, I, with the help of my team members, checked the final products to ensure there was no error.

## **2.5. Monitoring Social Media Posts and liaising with the external ad agency**

As mentioned earlier, one of my key responsibilities was to monitor and handle the official social media accounts of Metrocem Group. Along with this, I played the role of liaison between the brand team and the external ad agency, “Third eye solutions”. I used to communicate with the agency about the upcoming month’s social media contents and share feedback. I would brief the designated person, Ms Shurobhi and Mr Raihan from the agency’s client servicing wing about our requirements orally or in the form of a written document. At monthly meetings, both of our teams would sit together to discuss the proposed contents of the agency based on our briefings. During these meetings, idea generation, brainstorming sessions and various concepts were taken into consideration to create the final plan for the total activation of an event or a project. After the agency pitches the outcome to me, if my seniors approve then I would instruct the agency to develop and execute the content or their design for offline activities, otherwise, if the changes were required, I would instruct them accordingly. In that scenario, I would recheck the revised plans and ensure that the agency has implemented the changes we have suggested and send them the final approval orally or via *WhatsApp* or email. Sometimes, I would exchange ideas with them for instance during Eid-ul-Adha, I suggested they go with a dynamic audio-visual video on how to dispose of animal waste properly instead of a static post. Besides, I used to ensure there were no grammatical or spelling mistakes on the posts before it gets posted on the official pages. I also had to make sure that the body has all the necessary hash tags.

Besides these, another task that my supervisor assigned me in my first few weeks was to monitor the competitor’s and other companies’ brand and marketing activities. Additionally, he

has asked me to look for current trends both locally and globally. At the end of the week, we used to seat together and discuss what other brands are doing and how can we take inspiration from them and execute those plans in the most cost-effective manner. This research did not only help me to pitch ideas to the internal brand team and the ad agency but also widened my knowledge about different branding strategies. Because of the research, I have found social media posts about unusual or less popular events like “World Population Control Day” or “World Equal Pay Day”. After suggesting that we can create such posts with unusual events, my supervisor liked the idea and asked me to share it with the agency to find such dates. Since then, Metrocem Cement and Ispat’s *Facebook* page have started to post at least one or two posts per month for these days. Additionally, to keep up with different trends in social media, I suggested using new formats like carousels in *Facebook* posts. Next, the research on competitors’ branding activities has helped me to suggest new promotional gift items instead of existing ones. This also helped to stop the agency when similar types of posts were pitched by them for Metrocem. I used to make sure that we take inspiration but at no cost copied their ideas as this would have created a bad brand image for Metrocem.

## **2.6. Contribution to the digital contents and editing**

“The consumer behavior towards a product is wholly depending on advertising, without any consideration of the features of the product” (Gorn, pp.94-101). Being an intern at Metrocem Group gave me a meaningful experience because of the strategic and client-friendly assignments. I received immense opportunities to implement my learnings from the media courses I had done at my university in my daily tasks. My area of interest had always been related to media, advertisements and how consumerism behavior works, and this internship has provided me with the scope to explore an extensive field of media. It gave me massive hope to continue pursuing my



interest. During my time working there, I was assigned many tasks like promoting products on social media platforms, reviewing them, and collecting the data of shared posts and engagements in the monthly social media posts. I played various roles such as copywriter, post editor, and social media marketing intern.

E-Marketing is a procedure through which a product or service is promoted on the internet via a range of social media platforms like *Email, Facebook, Twitter, Instagram, LinkedIn* and other sites to connect businesses to their customers. “In global view, Electronic marketing (e-Marketing) mostly defines as a new attitude and modern realistic involvement with marketing with goods, services, information and even ideas via internet and other electronic means” (El-Gohary, pp. 214-244). The easy accessibility was one of many benefits of E-Marketing as people stay glued to their phones visiting different social media accounts. When a product is promoted on one of those popular sites, the hype is created around that product, for example, the hype that was created around a fidget spinner. While a physical store for a specific company’s products reaches the people within its proximity only; an online page advertising that shops on multiple social sites will get attention from audiences from all over the globe. As electronic marketing is an affordable option when one comprehends it in the subject of the size of advertising budgets; Metrocem Group has focused on utilizing it to reach their target groups. Customers can research the product from the internet and at the same time can clear out all their queries by leaving texts on messenger. As I had the responsibility of handling the social media accounts of Metrocem Group, I had the experience of handling these queries. I would forward the online orders to the Marketing and Sales team and get back to the queries after talking with the technical support team. Additionally, I would collect the online reviews of the customers and create posts with the help of an internal designer as this review would help to influence the potential customers to trust our products.

I was assigned to generate ideas to promote Metrocem Automobiles, an upcoming venture of Metrocem Group that specializes in the production and marketing of electric vehicles that promote green technology. My supervisor has asked me about how to audience for these products. Since I spend a lot of time on social media sites, I told him to open accounts for Metrocem Automobiles on *Instagram* and *Facebook*. Also, I told him to send PR packages to bloggers so that the products could get more recognition and arrange a meet and greet with these social media influencers for the launch of electrical vehicles. So, I invited my friends and family to like the page and asked them to comment on their thoughts on the products. As a social media management intern, I tried to increase this organization's audience by inviting my family and friends to like the social media accounts of Metrocem Group and I used to share different posts of the organization from my social media accounts. Their shares and likes have expanded the reach of the page and some of my friends have placed orders after coming to know about Metrocem Cement. Lastly, as the presence of *LinkedIn* accounts creates a positive brand image about being professional, I advised my supervisor to create and update the *LinkedIn* accounts of Metrocem Group. I also suggested asking the employees of Metrocem Group to put a picture of Metrocem Group as a cover on their *LinkedIn* accounts so that more people can know about the company.

During my internship, I got the opportunity to do something which I was looking forward to for the longest time. In absence of the designated copywriter, I was asked to do a thorough check for the copies prepared for the annual magazine of Metrocem Group, and I thoroughly checked the texts for corrections. I applied techniques like proofreading, correcting errors, changing the sentence structure, paraphrasing without changing meaning, etc. from two of the major courses Editing (ENG401) and Copywriting (ENG404) from my concentration in Media and Cultural

Studies. I also learnt about the suitability of the style and nature of the written content, as well as I had to take the cultures and the mindset of the target audience into consideration.

While looking at the submitted stories from employees and customers, there were many errors, in my opinion, waiting for me to correct them. However, I had to remember I was only an intern and whatever changes I made had to be consulted first. Thus, I noted down all the errors I spotted, marked them thoroughly using signs and symbols that I was taught in my lectures, and went to my supervisor with the corresponding corrections. He was content with what I had in mind and gave me the approval to make the necessary corrections.

## **2.7. Event Arrangements and arranging promotional gift items**

As mentioned earlier, I have been involved in arranging a few promotional gift items for Metrocem Group. Some of the new Ideas that I have proposed that might be used in future are a desk organizer made of cement, a wooden sample box for Ispat. These items would directly link the products with the brand and the person who has received these gifts would remember Metrocem. Next, as FIFA World Cup was a nearby event, like every other company, Metrocem also thought of making their own FIFA jersey for their customers and as a gift item for the *Facebook* page FIFA quiz winners. A different concept that would make Metrocem stand out in the crowd which I had suggested was to as a barcode in the sleeves which would serve a dual purpose. One was during the World cup, when scanned it would provide the game schedule designed exclusively with the branding of Metrocem. The other purpose was after the World Cup ends, when scanned, the scanner will directly take the user to the website of Metrocem Group. I was assigned to the Supply Chain Management team in vendor selection, communicating with the vendor about the design part and quality control of the product after

delivery. Another gift item I was associated with was the calendar for the year 2023. We have gone through various ideas with the external agency from color to the concept. Lastly, we finalized an architectural concept where each page will feature unique architectures all around the globe as this has the closest connection with the construction materials of Metrocem Group.

Throughout the year Metrocem Group arranges different events for their dealers, masons and retailers which are mostly domestic tours, seminars, and engineer's meet. One such event where assisted my supervisor was a Top 40 dealer program. This was organized for the top 40 dealers of Metrocem Cement who had the highest sale in the monsoon season. As sales fall drastically in the monsoon, such events and offers were circulated to motivate them to sell more. A cultural event was held at a hotel in Cox's Bazar for the dealers where gifts were distributed to the offer achievers according to the slab. From preparing a budget for the gifts, to purchase gift items for the dealers, communicating with the ad agency about the pneumatic and designs for the program, I was involved in every step. While planning for the event, I did a market survey with the Marketing team about what type of gifts the dealers prefer and what unique items can be gifted to them. The M&S and my supervisor explained to me in detail the importance of arranging promotional items based on the dealer's preference; whenever I suggested an affordable option, they would explain about maintaining the brand image and quality over price. When the event was completed successfully, I was asked to write an event report for the management. While writing the report, I applied the lessons I was taught in my ENG440 (English for Print Media) like I started my report with a quote. As this event is a regular event in the company, so I did not elaborate too much on the history. Instead, I kept

the history as brief as possible and included those interesting bits of information. My supervisor approved my report, and it was forwarded to management.

## **Chapter 03: Integration of Media Theories, Terminologies and News Value Factors with My Internship**

For completing my undergraduate in Media and Cultural Studies, I had to complete several courses related to the concentration. Some of them are- ENG 404: Copywriting; Eng401: Editing; Eng465: Translation Studies; and Eng440: English for the Print Media. Eng404 is where I learned about advertisements strategies and the basics like fundamentals of persuasive writing, copywriting techniques, print advertising, and audio-visual promotions. From Eng440 course helped me to learn the different sections of a newspaper, like editorials, op-eds, features, obituaries, books and events. Finally, in ENG 333: Globalization and Media course, we learned that every country inspires each other in the range of political-cultural issues, religion, economy etc. over strong globalization. These are the major courses that helped me a lot through my internship. Some major concepts that I think helped me the most are discussed below-

### **3.1. Globalization in Digital Age**

Globalization refers to the interdependence of people and integration of culture, economy, technology, information etc. through which ideas, services and goods spread throughout the world. Globalization of markets is a force of technology that drives the world towards a common point even though things diversify from country to country based on socio-cultural and economical context. At this age of internet and technology, people want themselves to be updated. They want to experience the modern and latest trends of the world.

At present, the world has become a global village because Internet has brought the entire world under a single umbrella. Thus, the potential customer list is not limited to any geography, rather the whole world becomes your customer. In any business, organic marketing is the best way of marketing. Globalization in the digital age on internet has radically changed the business world. It has enabled companies to improve their competitive edge and increased productivity, simply because of the speed of access to information, and of electronic transactions. Now we can do almost all kind of work very easily using our smart phones with internet connection. Since organic marketing is the most effective way to grab attention of customers, whenever a post was published on social media accounts of Metrocem Group, we were asked to share that post with our friends and family to increase the reach of the pages. Besides, the company has incorporated hot topics in their contents and different trendy templates to match the pace of ever-changing social media trends.

### **3.2. Shifts in Advertisement Industry**

Currently, the purpose of advertising is not just limited to product sales or increasing market shares. It has come up with various insightful thoughts to expand the media industry with more creativity and branding strategies. Obviously the prime purpose is to promote product, good and services by informing and persuading consumers to buy them. It helps to introduce a product in the market and enables quick publicity of a product which accelerates large scale production and economic growth to the company. Advertising has a great impact on research and development activities. If any product or service fails to upgrade according to the market demand, it perishes quickly. With the rapid globalization and modernization, people are replacing the old norms by adopting new ways of life. Advertisement contributes massively in the betterment of the standard of living in a society or culture by proving the utility of a product

in it. Advertising enables a business firm to communicate its achievements and its efforts to satisfy the customer's need to the public. It increases the goodwill and reputation of the firm which is necessary to fight competition in the market.

Earlier advertisements were only published on newspapers, radio, television and billboards. Now, globalization and use of internet has created a cultural hub with multiple flows of information exchange across the world, where advertisements are not only a product marketing strategy. Rather, it is global element of awareness, lifestyle and cultural reflection. Along with the traditional print media sources like newspapers, magazines, radio, television and many other broadcasting media, a huge part of internet is flooded with various product or service advertisements across the world. Additionally, direct mails, catalogues, customer feedbacks, surveys are post production activities which are performed after an advertisement is launched. Online Video Commercials or OVC is currently trending worldwide as the new generation is more on the internet rather than traditional media. To reach this huge group of consumers, more online contents are made in present industry.

### **3.3. Schemes to attract the Advertisement Audience**

Researchers say that an average person's attention span is about 10 seconds. If you can grab their attention within the first 10 seconds, they will continue to watch your work. In this busy life, we can barely take out a few moments to watch something. Unless we need the product or the advertisement is very interesting from the beginning we usually skip it. In a well written advertisement, the headline, body copy illustration or the visual, a proper CTA or call to action is very important. We scroll the social media so fast that if the digital ad is not eye-catching, 80% of the time we miss it. In a story based video commercial, it all depends on a few

elements like a strong relatable story, appealing visual right from the beginning, popular brand promote or to endorse the product, good background music, story that relates to the product or gives a strong message. Also, the ideal timing for a commercial is 30 seconds by which it should showcase the product and convey the message. Whenever Metrocem Group has posted any video, all these elements were kept on mind.

### **3.4. Thematic Analysis**

Saussure coined the term signified and signifier to elaborate the meaning of a sign. A signifier is a materialistic thing that can be touched, smelled, heard or seen. On the other hand, signified is the relevant mental concept behind the idea that has been represented. A particular cultural group or community might share a common understanding of the relationship between signified and signifier. (Lanir).

Understanding the strategies to build a relationship between the consumer and the brand, product or service the study of consumer psychology is important. This is an individual human behavior activity associated with the purchase and preference of any product based on advertising, marketing, benefits and brand promises. Analyzing the consumer's decision-making process, social persuasion, and motivation influence, brand custodians can find out what their target customers need from their products and services. This is based on research and shopping where a significant group has common practices of cultural beliefs. This study helps to develop and improvise marketing campaigns to more effectively influence the targeted consumer.

Media manipulation works on the socio-technical approach of understanding the social, political, and economic incentives to create an image or statement of a particular interest. This exploits the difference between perception and reality. Manipulative advertising often exaggerates the truth and makes the offer or benefits look more attractive than actual benefits.



The ultimate goal of advertising is to persuade the consumer to buy a product or service where manipulation often works in a misleading manner and creates a sales hype for a shorter time.

### **3.5. Advertisement Trend and Categories**

Present day, brand marketing strategies fall into two distinct categories, which are, Above the Line (ATL) and Below the Line (BTL) activities. Also, there is an integrated approach, where a company would use both BTL and ATL marketing methods to reach their customer base and generate conversions, which is known as Through the Line (TTL) marketing. As part of ATL activities, Metrocem Group has invested a huge amount of fund in billboard, neon signs, and high wall paintings as these are the ways to get maximum reach to potential customers. On the other hand, they are not very generous when investing in BTL activities like involving in newspaper or media presence as these are quite expensive in comparison to ATL activities. These activities help marketers to advertise products to both mass and focused markets simultaneously. Moreover, this adds the term Real Time Marketing (RTM) which mention that instead of creating a marketing plan in advance and executing it according to a fixed schedule, Real Time Marketing can create a product communication strategy focused on current, relevant trends and immediate feedback from the customers.

### **3.6. Thematic and Product Advertising**

With the elevation of media, today's world expects more from advertising rather than only the brand or product promotion. At present, the two major trends of advertisement are Thematic Advertising and Product Advertising. Thematic advertisements hold a major part of tactical advertising. This is an annually planned advertising schedule which can be made in a single or series of commercials to integrate marketing communication to reach a larger audience.

Moreover, Thematic Advertising is based on storytelling that often connects to our daily life, social issues or emotional attributes. In this case, products or brands have a single idea to continue further campaigns. For example, Metrocem Group has planned on creating storytelling based OVC and posts online focusing on stories behind building a house. Since, Metrocem is a building materials based group of companies, focusing a person's struggle to build or buy his own house seems fitting even though their products will not be directly promoted in these contents.

Branding with a strong creative story is one of the most powerful ways to inspire and influence a major group of people. Storytelling can make this easier by connecting people through an entertaining approach. Storytelling in advertising or product marketing is a strong tool to narrate and communicate the brand message. It also aims to make the audience think and feel enough on the issue and instigate them for further approach. Stories based on social issues, daily life, emotions and inspirations helps the audience to find the product or service relevant to life and creates a humanized version of the brand. The story can go beyond entertainment by engaging the audience and creating an emotional approach from the brand. It helps to gain potential customers to have interest in the particular product or service than any other product available in the market. This is proved more beneficial to the companies that when a great story is sold, it can sell more products without any direct product marketing approach. The storytelling strategy gives a foundation to the company's identity. It also targets significant audiences to speak and spread about it. All these small goals are parts of the broader picture in a brand's media establishment.

### 3.7. Making Brand Identity

Few basic features of a brand's identity is a name, tagline, brand colors etc. A name should be catchy and localized so that it always comes up first in mind. The tagline should express a brand goal or promise to the consumers. Another major thing that creates a brand identity is the brand logo. A logo holds the brand identity in it. Brands often check the competitor's logo for inspiration. However, every brand has a unique logo with their brand color and initial message. For example, Metrocem has a unique logo with three buildings to signify their involvement in building house and with a message "Nirmaner Rishayon". Lastly, brand color is a unique visual identity of a brand when it goes for online or offline publications, ads or sponsorships, the color can also bear the brand name. As this has been proved in research that the color red quickly grabs attention, Metrocem uses a combination of red, black and white to make the brand logo eye-catching.

**3.8. Timeliness:** Timeliness is very important for any organization. It contains the power to make or break the deal. For example, when I was doing my internship, I convinced to create a congratulatory post for the two BRAC University students for wining world debate championship. Due to the promptness, Metrocem published the news quicker than not only their competitors but many other brands.

**3.9. Panopticon and Gaze:** French philosopher Michel Foucault establishes the idea of 'Panopticism' which is a social theory named after the "Panopticon" in his book *Discipline and Punish* in 1975. In his book, he provides the famous concept which is inspired from Panoptioan, a type of prison designed by an English philosopher Jeremy Bentham. Bentham has designed it

with a ring of cells built around a central point of observation from where one single guard can monitor the activities of the cell but prisoners cannot see the supervisor. Foucault describes that power is a metaphor for Bentham's prison. The fact that the prisoners are unsure of whether they are being monitored or not is the inspiration behind Foucault's concept of panopticon, a metaphor for the social regulation and its main idea is constant surveillance. This concept states that the citizens of the modern days are confined in their own figurative and mental imprisonment, a concept which resembles Althusser's theory about ideology. The purpose is to keep prisoners in control and also to make sure that they cannot do the undesirable movement. But Bentham claimed that people who are inside in panopticon always think that they are under observation at all times. Today in our modern society, there are CCTV cameras everywhere to control the behavior of people. The authorities use CCTV to conduct inspections on roads and other social places from a particular central location which in hindsight is Panopticon (Foucault).

During my internship, while understanding the media monitoring part, I could relate these concepts. During this period, my supervisors explained to me how they collect data of potential clients with help of different sources who sells this information by tracking down customer's search bar from social media. Unfortunately it is harsh reality that with advancement of technology we are giving access to a stranger in our most private part of lives unknowingly.

#### **Chapter 4: My Recommendation**

In the three months of my internship at Metrocem, I had to constantly keep myself updated with not only the current trends and news of the world, but also with the branding activities of its rivalries. Based on this media monitoring, I have found some scopes on which Metrocem can work

on to improve and expand their brand image. For example, Metrocem Cement's competitors like Shah Cement, Premier Cement, and Crown Cement are working to upgrade their digital presence, while Metrocem is still focused on ATL and BTL activities. But I think they should increase their involvement in digital world. Pandemic has taught us the necessity to keep presence in online platforms when this was the only way to stay connected with rest of the world. I truly believe if Metrocem creates more enriched contents to reach potential customers in a cost effective way through digital marketing, this will add a great value to its existing good brand image in the manufacturing market of Bangladesh. On top, they can be recognized in international market and export their goods to foreign countries like Crown Cement and GPH Ispat.

## **Chapter 5: Conclusion**

One thing that I have come to terms with throughout the experiences I have accumulated in life is that the regret for opportunities that I have not grabbed is always harsher than the failures. So after years of pondering, I decided to switch from science background to arts, something my heart has always wanted to pursue. When I have finally decided to pursue a degree on English, I knew very well that all the odds will be stacked against me and the financial horrors of an uncertain future. Yet, I choose to move forward with my heart's earnest yearning instead of following what society expects me to. It was a great experience for me to work on Metrocem as I have a desire to build my career in corporate world. As an intern, I have learned a great deal of things from this company. I am eternally thankful to this organization and my workplace supervisor for having me as their intern. Because of this experience I have improved not only as an intern but also as a person. The internship has given me the scope for imagination and explore the world of advertisement. After working here, I have learned about workplace ethics and workplace discipline

and improved my time management skills. As a media major student, I have learned so many crucial epitomes from my major courses. This internship has given me the opportunity to explore the depth of many complicated terms, concepts and theories taught in the media courses by my facilities through practical tasks. I aspire to go against the mundane social norm and try my best to build myself as a person who is doing justice not only to the society but also to herself. I hope to keep alive the creativity inside me while working in a corporate world in my field of interest, the one for which I have shed uncountable tears and faced innumerable criticisms from friends and family at every chances they have got.

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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 is observing him/her. This situation would arise a mental uncertainty which would become a brutal instrument of discipline.

### Acronyms

ATL	..... Above the Line
BTL	..... Below the Line
TTL	..... Through the Line
RTM	..... Real Time Marketing
TG	..... Target Group
CS	..... Comparative Statement
WO	..... Work Order
RFQ	..... Request for Quotation



Appendix





**কুইজ-০৫**

সবাই মিলে পুরস্কার জিতুন  
দুই বন্ধুকে ট্যাগ করে বলুন

**ফুটবল বিশ্বকাপ ২০২২  
চ্যাম্পিয়ন কে হবে?**

**METROCEM**  
সিমেন্ট | ইট | ব্লক

**METROCEM**  
CEMENT | BRICK | BLOCK

**GLOBAL  
STANDARD**

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নির্মাণের রসায়ন

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নির্মাণের কায়দা



### আপনি জানেন কি?

কংক্রিটের ভিতরে সূক্ষ্ম ছিদ্র বেড়ে  
যাওয়ার ফলে বাতাস ও পানি ঢুক  
রড়ে মরিচা ধরিয়ে দিতে পারে।

কংক্রিটের এই সূক্ষ্ম ছিদ্র কম  
থাকলে স্থাপনা হবে দীর্ঘস্থায়ী।

  
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