

# An Internship Report On Outsourcing Branding of Organisations and Brands Using Creative Agencies

Submitted By:  
Fairuz Maesha Habib  
ID: 20264073

This Internship Report is submitted to the Department of Masters in Business Administration in partial fulfillment of the requirements for the degree of MBA in Marketing

Department of Masters in Business Administration  
Brac University  
June 2024

©2024. Brac University  
All rights reserved

# Letter of Transmittal

20<sup>th</sup> March, 2024

To,

Dr Suman Paul Chowdhury

Associate Professor, Brac Business School

Brac University,

Subject: Submission of Internship Report on Outsourcing Branding of Organisations and Brands Using Creative Agencies. The study is on Asiatic Marketing Communications Limited.

Dear Sir,

I am writing to transmit my internship report, titled " Outsourcing Branding of Organisations and Brands Using Creative Agencies" as part of the requirements to complete my Masters in Business Administration degree.

I have worked on this report sincerely and responsibly and made it informative. I have followed all the guidelines and advice needed to complete this report and I enjoyed writing the report very much. This report is not just an internship period report for me as I am working in Asiatic for full time and I love my job here. I am grateful to you that you have given me this opportunity to work on such a topic that is realistic from the organization's perspective.

Sincerely yours,

Fairuz Maesha Habib

ID- 20264073

## Declaration of the Student

I sincerely declare that my internship report named “Outsourcing Branding of Organisations and Brands Using Creative Agencies” is a presentation of an original work based on my practical work experience as a Senior Executive and comprehensive study of existing practices in the Brand Communication department of Asiatic Marketing Communications Limited. This report has been prepared only for academic purposes as a partial requirement for completing the degree of Masters in Business Administration in Brac University.

Student’s Signature:

Fairuz Maesha Habib

Supervisor’s Signature:

## **Acknowledgement**

I would like to express my gratitude to my faculty supervisor Dr Suman Paul Chowdhury, Associate Professor, Brac University, for his continuous assistance and guidance to help me complete my report and for being so patient with me.

I would also like to appreciate my Line Manager, for her help and support to help me prepare this report. She has provided me with a lot of knowledge and necessary information to make this report.

Finally I would also like to mention my team and correspondent teams who I work with, who have helped me to work on my report and provided me with data.

## **Executive Summary**

This report presents the benefits and challenges associated with outsourcing branding efforts for organizations. Outsourcing branding, while offering several advantages such as access to specialized expertise, cost-effectiveness, and flexibility, also poses certain limitations including potential loss of control, communication challenges, and dependency on external resources. This report aims to provide insights into the strategic considerations and decision-making processes involved in outsourcing branding initiatives. By understanding the nuances of outsourcing branding, organizations can make informed decisions to leverage external expertise effectively while maintaining brand integrity and achieving their strategic objectives.

# Contents

## Chapter 1 - Overview of the internship

1.1 Information of Student.....	7
1.2 Information of Internship.....	7
1.3 Job Description.....	7
1.4 Internship Outcomes	
1.4.1 Learnings.....	9
1.4.2 Problems and difficulties.....	10
1.5 My Experiences, Learnings and Understandings.	
1.5.1 My experiences at Asiatic Marketing Communications Limited.....	10
1.5.2 My works and learnings.....	11

## Chapter 2 Company profile: Asiatic Marketing Communications Limited

2.1 Introduction of Asiatic Marketing Communications Limited.....	15
2.2 Marketing solutions provided by Asiatic Marketing Communications Limited	
2.2.1 ATL (Above the Line) marketing solutions.....	16
2.2.2.Digital Marketing.....	17
2.3 Departments in Asiatic Marketing Communications Limited.....	18
2.4 Current Clients of Asiatic Marketing Solutions Limited.....	21

## Chapter 3 Branding and its Techniques

3.1 What is Branding.....	22
3.2 Why is Branding important.....	22
3.3 Different types of Branding.....	23
3.4 How does Asiatic Marketing Communication Limited contribute to the branding of a product? .....	25
3.5 Outsourcing and Non Outsourcing branding	
3.5.1 What is Outsourcing branding?.....	26
3.5.2 Difference between Outsourcing branding and Non Outsourcing branding.....	26
3.5.3 Limitations of Outsourcing Branding.....	28
3.5.4 How do Non Outsourcing brands function?.....	30
3.5.5 What do brands prefer? Outsourcing branding or Non Outsourcing branding?.....	31

Chapter 4 Conclusion.....	33
---------------------------	----

# **Chapter 1**

## **Overview of the internship**

### **1.1 Information of Student**

My name is Fairuz Maesha Habib, ID 20264073. I am studying MBA in Brac University and my major is in Marketing. I have completed my undergraduate studies from North South University.

### **1.2 Information of Internship**

I am currently working as a Senior Executive, in the Brand Communication Department of Asiatic Marketing Communications Limited. And this report is based on my learnings and experience from working here.

### **1.3 Job Description**

My job is to provide service to clients as per their requirements. My company is a creative marketing agency where different brands are clients who come to us to provide them with creative designs and ideas for campaign plans, events and we also help to execute them. I am assigned different brands of which my main job is to communicate with the brand managers of the brands and understand what things they need from our organization to provide for them. For example - packaging design of different products, TV advertisements, Billboards, posters etc. I

take briefs from these clients and then I have planners, designers and copywriters with whom I jointly work with to provide solutions to my clients needs.

As a Senior Account Executive in a marketing agency, my role is to maintain and grow client relationships, oversee marketing campaigns, and ensure the successful execution of projects. I serve as the primary point of contact between my agency and clients, collaborating closely with internal teams to deliver exceptional results and drive business growth.

### **Key Responsibilities:**

#### Client Relationship Management:

- Serve as the main liaison between the agency and clients, building strong relationships based on trust and communication.
- To provide strategic recommendations and solutions, it's important to understand the client's business objectives, goals, and challenges.
- Keep regular contact with clients to discuss problems, get their feedbacks and provide status updates of the projects

#### Project Management:

- To assure that projects are completed within the scheduled period, work with internal teams from creative, digital, and the account management departments.
- Create project timelines, work scopes and budgets, make sure these are followed and monitor deadlines and budgets.
- To ensure client satisfactions, track project performance, spot possible problems and and take proactive measures to resolve any obstacles



#### Campaign Strategy and Execution:

- Work together with internal teams and clients to create comprehensive marketing strategies and campaign concepts that support the client's objectives
- Supervise the execution of marketing campaigns through a variety of media, such as digital, social media, print, and events.
- Monitor campaign performance, analyze key metrics, and provide insights and recommendations for optimization.

#### New Business Development:

- Identify opportunities to expand client relationships and generate new business leads through proactive networking and relationship-building efforts.
- Assist in the development of proposals, presentations, and pitches to potential clients, showcasing the agency's capabilities and expertise.
- Participate in client meetings, presentations, and industry events to promote the agency and its services.

### **1.4 Internship Outcomes**

#### **1.4.1 Learnings**

This is my full time job and the things I have learned working as an account executive in a marketing agency are - Enhanced communication skills through frequent client and team interaction, Strong project management abilities, including prioritization and meeting deadlines, Strategic thinking and creativity in developing tailored marketing strategies, Effective relationship-building with clients, fostering trust and loyalty, Exposure to diverse industries,

broadening industry knowledge, Business development skills, including identifying growth opportunities, Proficiency in data analysis for campaign optimization, Continuous professional growth and learning opportunities, Collaboration with cross-functional teams, promoting teamwork, Career advancement opportunities in various fields such as marketing management or entrepreneurship.

#### **1.4.2 Problems and difficulties**

Being a senior account executive in a marketing agency, I often face challenges such as managing multiple priorities and tight deadlines, aligning client expectations with project realities, and handling client feedback diplomatically. Because of the long hours, it can be challenging to maintain a healthy work-life balance while responding to shifts in client preferences and industry trends. Effective communication and problem-solving abilities are necessary for resolving disputes between internal teams and clients as well as for remaining current with industry best practices. Despite these challenges, I try to be resilient, be proactive in client management, and try to bring the ability to thrive in a fast-paced environment.

### **1.5 My experience, learnings and understandings**

#### **1.5.1 My experiences at Asiatic Marketing Communications Limited**

Over the past almost two years, working as an Executive and then being promoted to Senior Executive has been really rewarding. I've been the main point of contact between our agency and our clients and this has helped me to learn how to communicate with clients in well spoken

words and also build good relationships with them too. I've learned a lot about different businesses and how to meet their needs and also learned how to handle a difficult situation when it gets tough.. I've worked closely with our team to make sure we deliver what our clients want, when they want it. By being a good communicator and problem solver, I've built trust with our clients and helped make sure they're happy with our work.

### **1.5.2 My works and learnings**

#### **Campaigns of brands**

As I have been working here for almost two years now and I have been part of quite a few big projects and campaigns, for two of my main brands that I am responsible for. One of the most remarkable campaign that I was a part of was,

**Rin Namkora Nari Campaign** - Rin being one of the biggest brands in Unilever Bangladesh often has to go extra lengths beyond making profit to relate to consumers and make a difference in their lives. Hence, this was a purpose driven campaign which demonstrates the brand's values and its reason for being beyond its profit making mission. TWomen in Bangladesh have long been seen only through the lens of their ascribed identities – as a mother, daughter, sister, and wife – and as such, they are called by these various roles they play, in reference to men's names. As a brand, Rin has always believed in each person's individuality and fully supports one's pursuit of achieving her goals and aspirations. Rin believes that each woman's unique identity should allow her to be recognized for who she truly is...her name. Rin Namkora Nari is a platform created for women's names to shine. It is an online community where people can find certain skills and expertise – and the women behind them. We want to recognize women's names through their individual talents and skills that form their true identity, in a networking platform.



Rin Namkora Nari | উজ্জ্বল হোন নিজের নামে



Rin Bangladesh  
151K subscribers

Subscribe

5K



Share

Download



TVC Link: <https://www.youtube.com/watch?v=JASrbFXDChs>

This was the TVC to kick start the campaign and call women of 18 and above to participate in it.



Campaign Logo and Poster

This campaign was a massive success and has won many awards at the biggest marketing awards of the country “ Commwards” and also at the Digital Marketing awards.

The website of the campaign: <https://rinnamkoranari.com/>

Apart from regular day to day work with ATL marketing, I am currently also working in a reality show event Pond’s Skinfluencer, and the initial phase has been completed already. The main phase will be executed in May 2024.



**Some regular work examples that we have to do on a regular basis**

We make packaging designs for products



We make billboard designs as the following



## **Chapter 2**

### **Company profile: Asiatic Marketing Communications Limited**

#### **2.1 Introduction of Asiatic Marketing Communications Limited**

Asiatic holds a stellar reputation of being one of the biggest content-based marketing communication agencies in Bangladesh, with a distinguished esteem among the top corporates, NGOs, government agencies, business owners, and marketers. When the agency first opened in 1966 as East Asiatic, it offered services to different companies without considering branding.. This East Asiatic was acquired by Aly Zaker who was an employee back then, after the liberation war was over. The company changed over time and became Asiatic3sixty providing full services of 360 degree marketing solutions. After relentless dedication and hardwork, Asiatic became Bangladesh's largest and the most prestigious marketing communications agency. J.Walter Thompson, a well known international firm with a wide clientele and operations across 90 countries partnered internationally with Asiatic in the year 1999. Through this collaboration, Asiatic became Asiatic JWT, utilizing JWT's vast network and resources. After a while, JWT relocated from Bangladesh and Asiatic was renamed to Asiatic Marketing Communications Limited. For many years, the agency was run by the renowned artist Aly Zaker, who held the positions of Chairman and Managing Director. Mrs Sara Zaker was the deputy managing director and the executive directors were Iresh Zaker and Ferdous Hasan Neville. Asiatic provides a diverse range of services beyond advertising, encompassing social communication, media solutions led by Asiatic Mindshare, PR activities, production houses led by A-Minor, and broadcasting channels such as Radio Shadhin and all of this is under one name Asiatic 360.

## **2.2 Marketing solutions provided by Asiatic Marketing Communications Limited**

**2.2.1 ATL (Above the Line) marketing solutions** typically refer to mass media advertising efforts that reach a broad audience without direct targeting. These can include:

1. **Television Advertising:** Agencies create TV commercials to promote products or services to a wide audience, leveraging popular programs or events to maximize reach.
2. **Radio Advertising:** Crafting audio ads for radio broadcasts allows agencies to target specific demographics or geographic regions and promote brands or offers.
3. **Print Advertising:** Agencies design advertisements for newspapers, magazines, billboards, and other printed materials to reach audiences in various contexts.
4. **Outdoor Advertising:** This includes billboards, posters, transit ads (on buses, trains, etc.), and other forms of outdoor media that capture attention in public spaces.
5. **Cinema Advertising:** Agencies produce commercials or ads shown in movie theaters before the main feature, reaching audiences in a captive environment.
6. **Sponsorship:** Agencies facilitate brand sponsorships of events, sports teams, or entertainment properties to increase visibility and association with the sponsored entity.
7. **Events and Experiential Marketing:** Agencies create immersive brand experiences at events, trade shows, or pop-up activations to engage consumers directly and leave a lasting impression.
8. **Public Relations (PR):** While often considered below the line (BTL), PR efforts can involve ATL strategies such as press releases, media outreach, and events to generate widespread awareness and manage a brand's reputation.



These ATL marketing solutions aim to create broad brand awareness and drive top-of-mind recall among target audiences.

**2.2.2. Digital Marketing** - AMCL also has a Digital wing which offers a variety of solutions to help businesses establish and enhance their online presence. Some common types of digital marketing solutions provided by agencies include:

1. Search Engine Optimization (SEO): Optimizing website content, structure, and backlinks to improve organic search engine rankings and increase visibility in search results.
2. Pay-Per-Click Advertising (PPC): Managing paid advertising campaigns on search engines (like Google Ads) and social media platforms (like Facebook Ads) to drive targeted traffic and conversions.
3. Social Media Marketing (SMM): Developing and implementing strategies to engage with target audiences on social media platforms such as Facebook, Instagram, Twitter, LinkedIn, and TikTok.
4. Content Marketing: is the process of producing valuable, relevant, consistent content in attracting and retaining a clearly defined audience, having the goal to achieve driving profitable customer action.
5. Email Marketing: Designing and execution of email campaigns to provide leads, promote products or services, also to build relationships with customers.
6. Influencer Marketing: Collaboration with social media influencers and the industry experts for promoting products or services to their followers and target audiences.

7. Website Design and Development: developing and designing user-friendly websites optimized for search engines and conversion, also providing ongoing maintenance and support.
8. Online Reputation Management (ORM): To monitor and manage a brand's online reputation by responding to its reviews, managing all social media interactions, and addressing negative feedback.
9. Marketing Automation: To implement software solutions to automate repetitive marketing tasks, like email campaigns, social media posting, and lead nurturing.
10. Analytics and Reporting: For tracking key performance indicators (KPIs), analyzing the data, and generating reports for measuring the effectiveness of digital marketing efforts and making data-driven decisions.

These digital marketing solutions assist businesses in optimizing their online visibility, engagements and conversions by being customized to meet the unique needs and objectives of clients.

### **2.3 Departments in Asiatic Marketing Communications Limited**

Various departments of our marketing company work together to deliver a full all in services to clients. These departments are:

- **Brand Communication (Account Management):** Account managers are tasked with managing a brand's expectations, collecting project requirements, overseeing client

relationships and ensuring the campaigns are carried out successfully. They also serve as the main point of contact with clients from the agency side.

- **Creative Department:** The creative team is in charge of creating concepts and the visual components for marketing campaigns. This includes copywriters, multimedia experts, graphic designers, and art directors who have to work together to create engaging unique content.
- **Digital Marketing:** Focuses on online marketing techniques, such as search engine optimization (SEO), pay-per-click (PPC) advertising, social media marketing, email marketing, and content marketing. Digital marketers are experts at using digital platforms to efficiently connect with their target markets.
- **Strategy and Planning:** The strategy and planning team develops the marketing strategies and campaign plans aligning with client objectives by conducting market research, analyzing data, and identifying opportunities to optimize campaign performance the best and achieve desired outcomes.
- **Media Buying and Planning:** Media planning and buying are responsible for the selection and negotiation, placements of advertising across various media channels, including television, radio, print, outdoor, and digital platforms. They optimize media budgets to maximize reach and impact.
- **Public Relations (PR):** PR specialists oversee the exchange of information between the media and the agency's clientele and the general public. They create press releases, make story pitches to reporters, oversee crisis communications, and cultivate a good rapport with important stakeholders.

- **Analytics and Insights:** The analytics team track key performance indicators (KPIs), evaluate the success of marketing campaigns, and offer optimization insights, the analytics team gathers and evaluates data. They make use of techniques and tools to gather useful information and guide choices.
- **Production and Operations:** The production team manages the execution of marketing materials, including print, digital, and multimedia content. They coordinate with vendors, oversee project timelines, and ensure the quality and timely delivery of assets.
- **Business Development:** The business development team is responsible for acquiring new clients and expanding existing accounts. They identify prospects, develop proposals, participate in pitches, and build relationships to drive agency growth.
- **Human Resources and Administration:** The HR and administrative department handles recruitment, employee relations, payroll, compliance, and office operations to support the agency's staff and operations.
- **Community Engagement :** This team builds and nurtures customer relationships through CRM that carry our client's business forward. They have expert and experienced resources with full capacity to handle 24/7 CRM services, managing consumers through highly advanced Social CRM tools and international social monitoring & listening tools to ensure maximum result. The team monitors & maintains brand image, handles online crisis & reputation, analyzes consumer, industry data and insights to fuel the business growth which help the team to lead better business.

These departments work collaboratively to deliver integrated marketing solutions that meet client objectives and drive business results. Each department plays a vital role in contributing to the overall success of the agency and its clients' campaigns.

## 2. 4 Current Clients of Asiatic Marketing Solutions Limited



These are some of the key brands that work with my company. There are many other brands as well.

## **Chapter 3**

### **Branding and its Techniques**

#### **3.1 What is Branding?**

Brand marketing is the promotion of the products or services of a brand in a way that highlights the brand as a whole. This includes building and maintaining brand-consumer relationships and marketing brand attributes – the qualities people think of when they imagine a particular brand. It is through branding how a company can create a unique identity for itself from similar products or other brands. A brand's personality can be communicated through its name, logo, tagline or slogan, can be its packaging, the message it is trying to give or the solution it is trying to provide to its consumers. There are many many brands that have created their own string identity and slogan which has been popular and remarkable for about a century which marks its consistency and relatability.

Brand marketing is a process of establishing and extending relationships between the brand and consumers. Instead of highlighting a single product or service, brands and marketing promote the overall entirety of the brand, by using the products and services as a proof of points that support any brand's promise. The main target of brand marketing is building a brand's value.

#### **3.2 Why is Branding important?**

The market place is always saturated with a hefty amount of brands and it's hard to create a unique identity to be able to create a space in the minds of consumers. Branding allows products or companies to tell their own story about their service or product and why it is better than the existing similar brands. It is about creating a perception in the minds of consumers to believe in

the brand. Your marketing must always align with the brand values and positioning so as to maintain the brand consistency across the entire marketing to develop trust in consumers for your brand. Branding is important to get the attention of the consumers.

### **3.3 Different types of Branding**

The different types of branding are:

- **Corporate Branding** - Corporate branding shapes a company's overall reputation by encompassing all facets, such as services, goods, and personnel. It concentrates on the company's overall value proposition and USP rather than just specific products. Developing brand guidelines is an essential part of effective corporate branding in order to convey these points to the public and customers in a consistent manner. Strong corporate branding improves hiring practices by luring top talent who share the company's values, which goes beyond marketing and sales. By establishing the company's position in the market clearly, it also helps in attracting investors and business partners.
- **Personal Branding** - it is how an individual markets themselves; self-employed people like influencers, affiliate marketers, and freelancers can greatly benefit from it. To set themselves apart from the competition, these professionals must develop a distinctive personal brand identity. It's crucial to remember that one's personal image and personal branding can exist independently of one another; your everyday self need not coincide with the persona you present in your professional life.
- **Product Branding** - When it comes to product branding, we always have to consider the end journey and the consumer journey. As there are always various brands of similar

products available, additionally, you must conduct a competitive analysis to find out how rival companies are promoting comparable goods. In the end, you need to approach product branding differently than your rivals in order to advertise your solution to customers and address their problems in a novel way.

- Retail Branding - Customized branding for retail establishments is known as retail branding. This kind of branding unites all the various products under one roof and finds a means to promote the seller instead of each product, which could originate from several different companies and manufacturers. Selling goods from several manufacturers and other brands is possible with retail branding. Of course, you could also just sell your own goods, in which case you would still need to have retail branding that explains to customers why they should visit your store rather than another.
- Service Branding - Similar to product branding, service branding involves concentrating on a single facet of the company rather than the entire enterprise. Unfortunately, because you don't have physical items like packaging or the product itself, service branding is far more challenging than product branding. To build trust, you must instead brand something that people cannot see. In order to effectively brand your services, you must be aware of the issues that prospective clients face and be able to offer them a solution.



### **3.4 How does Asiatic Marketing Communication Limited contribute to the branding of a product?**

Asiatic MCL has teams of efficient and creative employees who come up with innovative ideas and do branding in the form of storytelling. Asiatic contributes to the branding of a product or an organization by conducting market research to understand its target audiences and also similar competitors, developing an overall brand identity through visual and conceptual elements, and coming up with clear, consistent messaging that tells the unique value proposition of the product and the organization. In order to maintain consistent communication, it implements integrated marketing campaigns across multiple channels and skillfully positions the brand by emphasizing unique selling points. In addition, the agency produces excellent, aligned content, works to improve the organization's and the product's online presence through social media, SEO, and website. In addition, our agency is focused to the brand guidelines, which guarantee uniformity in the way the company or a brand and its offerings are portrayed across all platforms. These guidelines help to make sure that all communications are consistent and same with the identity and unique values of the brand, in everything from visual components to tone of voice. By using analytics and feedback, we consistently enhance its branding strategies to accommodate evolving market dynamics and customer preferences. This continuous process eventually attracts top talents, builds brand loyalty and secure investors and business partners, all of which contributes to the product and the company's long-term success.

## **3.5 Outsourcing and Non Outsourcing branding**

### **3.5.1 What is Outsourcing branding?**

Outsourcing branding means to hire outside experts or agencies to assist with various parts of a company's branding work. Things such as planning how the brand should be, creating logos, making ads, handling social media, and running marketing campaigns are sourced. Doing this, the companies can use these skills and resources of the outside experts to make their branding better and more well organized. It's very helpful for the companies that don't have sufficient experts or resources to do all the branding work themselves.

### **3.5.2 Difference between Outsourcing branding and Non Outsourcing branding**

There are a number of considerations when deciding between managing branding internally and outsourcing to agencies, each has its pros and cons to it. The following are some notable differences:

#### 1. Expertise and Experience:

- Agencies: Branding agencies typically have specialized knowledge and expertise in branding strategies, marketing and design for a variety of industries. And also usually have diverse staff with a wide range of expertise.
- In-House: Internal brand teams have a better understanding of the company's objectives, culture and values. They might be more knowledgeable about deeper insights of its target audience and the brand's unique selling points. They have an in -depth understanding of the market.

## 2. Cost:

- Agencies: In case of smaller businesses or those without dedicated in-house teams, outsourcing branding to agencies could prove to be a financially beneficial option. Agencies can provide services per the client's budget and also offer flexible pricing models.
- In-House: Even though it might initially look like it is expensive due to recruiting and training, in-house branding can prove to be more cost effective in the long run, especially for larger businesses with ongoing branding requirements.

## 3. Control and Flexibility:

- Agencies: Working with branding agencies gives clients access to a greater range of creative ideas and viewpoints. Customers may, however, have less direct control over the branding process and schedules.
- In-House: Managing branding internally means the owner has more control over the planning, timing and execution of the branding initiatives. Teams can quickly adapt to changes in strategy or in the market.

## 4. Time and Resources:

- Agencies: By employing agencies to handle branding, from strategy development to creation and execution, can save time and cost. As a result, internal teams can concentrate more on crucial business operations.
- In-House: To Manage branding internally, requires commitment of time, money, and resources. Although it can require more time and money, it also gives more control and in line with corporate values.

## 5. Alignment with Company Culture:

- Agencies: Even though branding agencies put a lot of effort into understanding their client's values and brand identity, it might not always be easy to align with the company's culture and goals.
- In-House: Internal branding teams are more knowledgeable of the company's goals, mission, and values, they can ensure that branding initiatives are consistent with them.

To determine whether branding is managed in-house or by outsourcing agencies depends on control, knowledge, cultural fit and cost among the main factors. Some companies may choose to do both by delegating few branding things internally while giving tasks to outsourcing as well.

### **3.5.3 Limitations of Outsourcing Branding**

Outsourcing branding to agencies can provide with many benefits, and although there are also limitations but it can also be challenges in respect to this approach:

- Lack of Deep Understanding: An internal team of a business may have a deeper comprehension of the company's objectives, values and cultures than branding agencies. This could result in branding agencies who deviate from the corporate identity of the company or fail to notice and understand details that are crucial to the business or brand.
- Communication Challenges: If the company or brand and branding agency have different time zones, language, or cultural differences, it can be a challenge to have clear communication among them. Misunderstandings or lack of communications, might cause delays or unfulfilled expectations.

- Limited Control: Outsource branding to agencies means giving up some control over the branding process and creative direction . Companies might not feel directly involved at every aspect of the branding strategy or they may feel excluded from the decision-making process.
- Risk of Common Solutions: Branding agencies may use templates or follow standardized processes in order to expedite their work. This can lead to production of branding solutions that are not unique or do not stand out. This has the risk of not resonating with the intended target audience..
- Dependency on the External Resources: Counting on the external agencies for branding may create a reliance on their expertise and resources. Staff turnover, changes in leadership, or financial difficulties, may have an effect on the caliber and continuity of branding initiatives.
- Cost Understandings: Hiring branding agencies can be quite costly, especially for startups or smaller businesses with tight budgets. The fees that agencies usually charge for their services, which may include one-time payments, recurring retainers, or project-based fees on the cost of brandin increases..
- Integration Challenges: It may be difficult to mix branding initiatives produced by outside agencies with the internal process or other marketing campaigns. Companies may find it challenging to keep in line across departments or channels, for which the consumers can feel inconsistent branding experiences.
- Security Risks and Confidentiality: Concerning security and confidentiality, there are always the risks of sharing sensitive company information with the outsourced agencies. To protect the company's sensitive information, businesses must make sure that proper

confidentiality agreements and security measures are taken and confidentiality agreements are in place.

Ultimately, while outsourcing branding to agencies may offer great expertise, creativity, and scalability, businesses must carefully measure the drawbacks and challenges associated with the approach to make sure that it fits with the specific objectives, needs and resources.

#### **3.5.4 How do Non Outsourcing brands function?**

Brands or companies that do not outsource manage their brands internally, making use of internal resources such as inhouse teams and individuals dedicated to various aspects of branding. These internal teams develop comprehensive branding strategies that align with the goals and values of the company in addition to creating visual identities, marketing materials, and campaign materials that are implemented across multiple channels. They actively manage brand reputation, monitor customer feedback, and continuously refine branding strategies based on market trends and performance metrics. By maintaining control over the branding process and leveraging internal expertise, non outsourcing brands ensure authenticity, consistency and alignment with organizational objectives, culminating in a strong and cohesive brand identity.

Brands that choose not to outsource, however run the risk of devoting all of their internal resources to handling branding internally. This strategy requires a significant amount of time, energy and knowledge investment for internal teams, which can be resource intensive especially for smaller businesses of those with fewer employees. In-house branding may also result in a heavier workload, a higher chance of burnout among team members, and challenges in keeping up with shifting market trends and customer preferences.

### **3.5.5 What do brands prefer? Outsourcing branding or Non Outsourcing branding?**

Even though there are some limitations, but brands still choose outsourcing branding for the following reasons:

- **Expertise and Specialization:** It takes specialized knowledge, expertise, and experience for branding agencies to create effective branding strategies and creative executions. Companies value the experience and creativity that agencies provide, because these qualities can result in more successful and creative branding initiatives.
- **Access to Resources:** By outsourcing branding agencies, brands can gain access to a multi range of resources, including talent pools, industry insights, and cutting edge technology. Agencies invest in tools, training, and research, in order to offer superior branding solutions that cannot be achieved internally.
- **Time and Efficiency:** Brands often lack the internal expertise, talents, or time to build brand initiatives successfully. By outsourcing to agencies, brands will be able to save time, streamline operations, and focus on their core skills while the agencies effectively manage their branding campaigns.
- **New Perspective:** Outsourcing agencies can offer an outside perspective and contribute to innovative ideas, creativity and brand insights. This fresh perspective can help brands question assumptions, explore creative barriers and develop innovative branding strategies.
- **Cost-Effectiveness:** In the long term, outsourcing branding can save costs by eliminating the need for upfront expenses. Agencies are able to provide brands with premium

branding services and variable pricing structure and scale, saving them money on the overhead associated with hiring and managing internal staff.

- **Scalability and Flexibility:** Branding agencies are capable of tailoring their services to fit any kind of brand, regardless of their size, and can handle both targeted campaigns and comprehensive brand makeovers. Brands are flexible enough to modify their branding strategies in response to the changing demands of the consumer market
- **Accountability and Performance:** Branding agencies are in charge of keeping their promise and delivering on objectives. To demonstrate to brands the efficacy of their branding initiatives, they routinely perform key performance indicators (KPIs) and provide periodic updates and reports. This gives brands more assurance regarding their investments.
- **Networks and Industry Connections:** Reputed branding agencies usually have a broad network of contacts in the industry including strategic partners, media contacts and influencers. This could result in alliance, sponsorships and joint ventures that increase the audience and visibility of the brands.

Overall, in spite of the disadvantages, companies prefer hiring agencies to manage their branding because of their experience, resources, efficiency, creativity, and accountability. By working with the right agency, brands can successfully achieve their branding goals.



## **Chapter 4**

### **Conclusion**

Working in a marketing agency, I believe outsourcing marketing can often be better than handling branding entirely in-house for several reasons. Firstly, outsourcing brings in specialized expertise and fresh perspectives from external professionals or agencies who have experience working across different industries and markets. This can lead to more innovative and effective marketing strategies that might not be possible with only internal resources. Secondly, outsourcing allows for scalability and flexibility, as agencies can adjust resources and services according to the specific needs and budgets of clients, ensuring efficient use of resources. Additionally, outsourcing can save time and effort for internal teams, allowing them to focus on core competencies and strategic initiatives while leaving the execution of marketing campaigns to specialized experts. Overall, outsourcing marketing offers a strategic advantage by tapping into external talent, resources, and capabilities to drive better results and meet client objectives effectively.