

## **Internship Report**

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# ***The Evolution & Art of Advertising***

***Submitted to:***  
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**Submission Date: 15<sup>th</sup> January, 2014**  
**BRAC Business School**  
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January 15<sup>th</sup>, 2014

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**Subject: Submission of Internship Report**

Dear Madam,

Throughout my internship attachment with Ogilvy & Mather, Bangladesh, I have learnt a lot about the field. I had the opportunity to realize the fact that advertising is not only about TVCs and billboards; rather, it holds an immense significance and diversity as well.

With all your guidance, I have successfully completed my internship project in Ogilvy & Mather, Bangladesh. During this period of three months I have got some unique opportunities to go through some rewarding job experiences. Now as a part of this internship program, I am submitting my internship report.

Thank you for being there all the time and I hope that I have fulfilled all of your hopes and expectations. I have tried to put in my best effort for this report. I hope my effort would succeed to your satisfaction.

Sincerely Yours,

Ayesha Tasnim Sayema  
ID# 09204126  
BRAC Business School  
BRAC University

# Acknowledgement

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First of all, I acknowledge the immeasurable blessings and profound kindness of Almighty Allah - the supreme authority of the universe. The past few months have been a great source of knowledge and experience for me being a part of one of the largest multinational advertising agencies in Bangladesh.

I would like to thank all of the honorable faculty members of BRAC Business School, BRAC University-over the years, whose contributions has played a big role in grooming me into what I am today. My special thanks goes to Ms. Tasneema Afrin for all the guidance and support throughout the project period, and also, giving me the time from her busy schedule whenever I needed.

Finally, I express my earnest gratitude towards all the members of Ogilvy Bangladesh, especially Mr. N. H. M. Fazle Rabbi and Mr. Ashfaque Amin for their continuous support and help during my internship life. Everyone has been very encouraging and helpful towards me, without their help the learning would not have been so much fun and enlightening. The following project report reflects all of my mentors and colleagues efforts.

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## Executive Summary

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The brand promotional strategies and advertising techniques have evolved drastically, in the intervening years. The changes were mostly to cope up with the changes in consumer's perspectives and how they perceive things, and to stand out from the clutter of today's advertising campaigns. The generic tools and methodologies of marketers and creative agencies have shifted to a more innovative, effective and interactive pathway.

However, in a country like Bangladesh, such changes do not appear frequently. Advertising techniques have not yet moved away from its usual square. The reason is that in most of the cases, clients highly discourage anything completely new due to the related risk factors. TVCs, RDCs, Billboards, press communications are still carried away in a very significant way. Thus, the country is yet to experience a leap in advertising that would change the conventional definition of advertising in Bangladesh.

By eradicating the client-agency gap, Bangladesh has very recently experienced few innovative advertising techniques. And Ogilvy & Mather, Bangladesh has successfully been a part of that change. The following report examines a few of the cases from Ogilvy & Mather, Bangladesh and Global Ogilvy & Mather as well. The report also indicates the upcoming shift of the industry towards a more dynamic and pioneering change.

# Introduction

## Topic Background: Advertisement and its Progression

The core function of marketing i.e. selling a product has not changed throughout the centuries. However, the tools and strategies of marketing effectively have evolved immensely. Beginning from the steel carved public notices by Egyptians back in 2000 BC, till today's vastly used advertising methods (e.g. viral and online advertising) – the world of advertising has changed dramatically.

Over the years, brand promotional strategies and advertising methods have seen drastic changes; and, that is to cope up with the ever changing as well as demanding consumers' transforming preferences and lifestyle changes. In the past few years, we have witnessed dramatic changes in the ways campaigns for brand advertisement being carried out. Marketers and creative giants are increasingly moving away from the traditional methods of advertising, i.e. TVC, RDC, activations, and particularly in case of Bangladesh, a whole round of billboards. Nowadays, while the markers are realizing the strong importance of differentiating not only in terms of their product USPs (Unique Selling Point), but also in terms of how they represent as well as promote it to their prospective consumers. It is the creative agencies that truly believe in the continual change of the modes of advertising.

Advertising giants clearly believe that in order to sustain and flourish in the industry, they need to continuously explore and create innovative approaches to respond to major industry shifts. It is one of their crucial responsibility and challenge to make their clients see as well as understand clearly that only a bunch of TVC/RDC/billboard campaigning can no longer attract the consumers the way they used to attract them about ten years ago. Surely, the upcoming five years will hold more changes as well as challenges for the industry, than the previous fifty years did. With the blessings of advanced technologies and an increase in the number of self-reliant advertisers and empowered consumers – the industry is to see some major shifts in the ways how advertising is created, sold, consumed and tracked.

## **Objective of the Report**

To study and understand the shift in generic advertisement towards more modern and inventive methods (e.g. viral, online, graffiti, etc.) in context of Ogilvy & Mather Bangladesh and to study the campaign effectiveness resulting from it.

- To study the changing preferences of channels of advertisement, used 5 years back and now
- To learn about the continual development of promotional strategies and the factors behind this evolution
- To understand about the modern platforms and methods that Ogilvy & Mather Bangladesh utilizes for campaigns
- To learn about one of the winning cases of Ogilvy & Mather, Global to get a perspective on digital and other modern day advertising

## **Scope of Study**

The different promotional and advertising campaigns to be discussed will be limited to only the clients of Ogilvy & Mather Communications Private Limited.

## **Limitations of the study**

One of the biggest drawbacks - while conducting this research - was that agencies in this country are still heavily dependent upon the common modes of advertising, which yet have not been able to rely on pure innovative and ground breaking channels, partially due to the lack of faith from the clients end to explore newer mediums for promotional campaigns. Moreover, while measuring the effectiveness of promotional campaigns of Ogilvy Bangladesh, the sensitive revenue and brand performance data of the client could not be retrieved; since, these data are not usually disclosed to the agencies.

## **Methodology**

The report progression is outlined below –

- The topic and research objective was primarily selected
- Sources of data were determined



- Then the required information's were collected through every day learning process
- Qualitative segment of the report was written primarily, where different campaigns and cases of Ogilvy & Mather is discussed
- Findings and analysis were carried forward
- Collection of relevant and supporting materials was taken
- Final report was prepared and compiled

## Sources

### Primary Data:

- ✓ Key informant interviews of the concerned employees of Ogilvy & Mather Bangladesh were taken, where they answered many questions and also added relevant opinions and thoughts about the advertising era

### Secondary Data:

- ✓ Ogilvy & Mather Global website and Official Facebook page of Ogilvy
- ✓ For studying Ogilvy's Award winning global cases, the AME (Asian Marketing Effectiveness) Award forms were collected from internal source
- ✓ Ogilvy Bangladesh credentials were studied and individual campaign accounts as well
- ✓ Various, yet relevant websites were used for relevant data and information collection

**Brief Overview of  
Ogilvy & Mather**

## Internship Organization

My internship attachment was with Ogilvy & Mather Communications Private Limited, which is a vibrant organization with brilliant work ethic and environment. In this more than 3 months attachment with the organization, I have learnt so many things about contemporary advertising and marketing, thanks to the wonderful mentors who took their time to teach me all about it. The following segment discusses the organization in brief; its operations, clients and values as well.

## Background

### Ogilvy & Mather, Global

In the year of 1948, Ogilvy & Mather was founded by David Ogilvy, widely hailed as The Father of Advertising. Ogilvy is considered to be one of the largest marketing communications networks in the world, providing service to both local and multinational brands across all regions. The hallmark of our brand-building capabilities is the balance of the global and local brands within a worldwide network. Ogilvy & Mather has helped build recognizable brands like - American Express, BP, Ford, DuPont, Shell, Barbie, Maxwell House, IBM, Kodak, Nestlé as well as Unilever brands Pond's and Dove.

#### **Mission:**

“To be the most valued, by those who most value brands”

#### **Vision:**

Ogilvy & Mather have always dared to look beyond its way to future and achieve further. It plans to increase its operations and strive for greatness in the industry. Looking back into the journey that had sailed in 1948, the position it beholds at present and its dream for future - all of it would not be possible without the great aspiration and ideal that David Ogilvy had set. The two following statement clearly indicates of his outlook about how the organization, its people culture and work ethic need to be formed as well as be followed.

“If each of us hires people who are smaller than we are, we shall become a company of dwarfs. But if each of us hires people who are bigger than we are, we shall become a company of giants.”

“Unless your campaign contains a big idea, it will pass like a ship in the night”

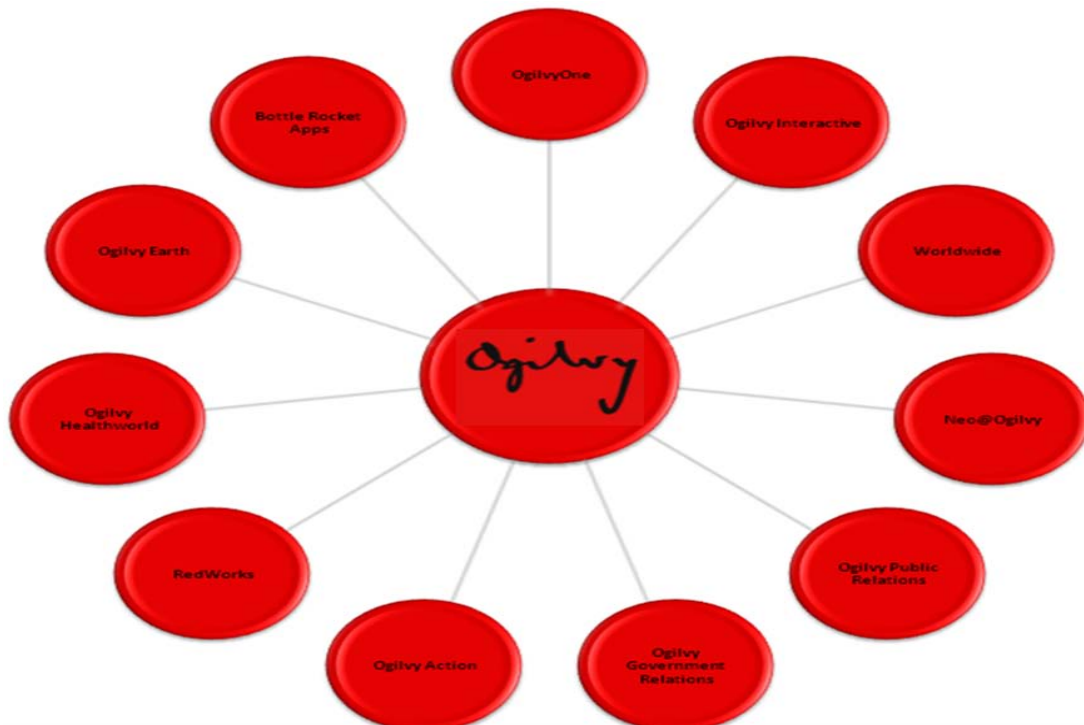
-David Ogilvy

## Services Provided by Ogilvy & Mather

Ogilvy & Mather, a WPP (It is a British multinational advertising and public relations company that owns a number of advertising, market research and public relations networks, of which Ogilvy Group is one) company, is an international advertising, marketing and public relations company headquartered in Manhattan, New York. The whole organization along with its subsidiaries, offers diversified services in order to provide its clients finest quality of service.

Few of its services includes-

- ✓ Brand advertising
- ✓ Direct and digital marketing
- ✓ PR/Advocacy
- ✓ Promotion/Local/Event marketingHealthcare communications
- ✓ High-quality, cost-effective production and design



*Global leadership*



Figure 1: Shelly Lazarus,  
Chairman



Figure 2: Tham Khai,  
Worldwide Creative  
Director



Figure 3: Miles Young,  
Global CEO

*Regional Leadership*



Figure 4: Paul Heath, CEO,  
Asia



Figure 5: Tim Isaac,  
Chairman, Asia



Figure 6: Eugene Cheong,  
Creative Director, Asia

## Ogilvy Bangladesh

The doors to Ogilvy Bangladesh's offices opened for business in July 2007, which happens to be the 497th office within the Ogilvy network. Within a short span of time, Ogilvy Bangladesh has been able to carve out a strong space for itself, both in the Ogilvy community and in the industry as well. The agency's operation has been highlighted in Ogilvy Asia magazine. Furthermore, the client ratings have been extraordinary.

### **Timeline:**

**June 2006:** Ogilvy & Mather was registered in Bangladesh as a majority owned Joint Stock Company

**December 2006:** Merged with Marka, a local mid-size agency to get an early foothold

**October 2007:** Transition was completed and Ogilvy opened its doors for business

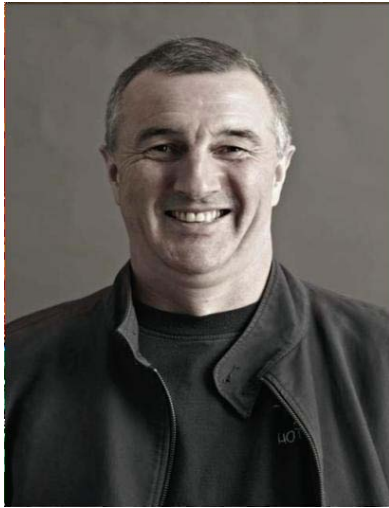
**March 2008:** Officially launched its operation in Bangladesh

**December 2012:** Moved to new office premises

Integrated in the firm's corporate culture is Ogilvy's concept of "360 Degree Brand Stewardship", defined as the eagerness to employ the widest array of tools and techniques to comprehend, develop and expand the relationship between a consumer and a brand. Moreover, Ogilvy is the complete service agency catering to ATL, BTL, Activation and web-based solutions. Be it the brand campaign of KSRM, launching of a new package from Teletalk, thematic campaign for Golden Harvest or a three month long activation campaign to promote Ajinomoto – Ogilvy is always up for the challenge.

However, strong brands are not built only on ideas, rather on ideals. And the big ideal is not the same as positioning. Brand positioning can be based purely upon functional benefits of a product/service; whereas, an ideal contains a complete inherent point of view – a concept that illustrates a view of how things should be. Thus, the big ideal is not purely functional, instead it is the approach that drives everything a brand does and helps it to magnetize widespread support as well as appreciation. Here, at Ogilvy Bangladesh, strongly adheres to this belief.

***Ogilvy Bangladesh, Local Leadership:***



**Figure 7: John Goodman,  
Chairman**



**Figure 8: Paul Heath,  
Managing Director**



**Figure 9: Fahima Choudhury,  
Director**

## **The Ogilvy Bangladesh Management Committee**

### ***Fahima Choudhury, Director, Ogilvy Bangladesh***

Ms. Fahima lives advertising. Born into a family that pioneered and shaped the advertising industry in Bangladesh, she finished her post-graduate degree in Management and formally joined the industry. After honing her brand communications skills under the direct tutelage of one of the leading advertising practitioners in the country, Fahima started her own Agency and grew phenomenally over the years - and finally was integrated with Ogilvy.

Her experience includes a rich array of global brands as well as many locally reputed brands and companies - and her experience on BAT Bangladesh makes her one of the leading thinkers on trade marketing, retail engagement and 1-2-1 engagement in the country.

### ***Shakhawat Hossain Razib, Art Director***

Passion for advertising drew this almost to-be artist into the mad world of advertising. A postgraduate of the prestigious Fine Arts Faculty of Dhaka University, Razib started out in

advertising way back in 2006 during his student days. In early 2010, he joined Ogilvy & Mather Bangladesh and ever since, “it’s been a fairytale ride for both Ogilvy and him. His current portfolio includes Aarong, Perfetti, Daily Sun, Kai-Altech Group and many more. Fresh from winning the “best print advertisement” category for Daily Sun and being a delegate at the renowned Asian AdFest 2011 in Phuket, Thailand...Razib is a potent force in the making!

***Mehedi Ansari, Copy Group Head***

An economics graduate, an MBA, a career in advertising... nothing seems to fit in a pattern for Mr. Ansari. Six years and two agencies (Saatchi & Saatchi and Ogilvy & Mather) later, the question about what he is, is no longer a mystery! In 2008, he joined Ogilvy & Mather Bangladesh. Brands like Mentos, Air action, Alpenliebe, Center Shock, Motorola, Golden Harvest, Aarong, Tang, Baizid Steel, Partex, Ponds, Taaza, Dove, B&H, JPGL, Star and Pall Mall – all have had had contributions from this mega mind.

Most successful brand launch in BATB history (Gold Flake), Most effective brand launch in Perfetti Van Melle history (Air Action by Mentos), Popular and one-of-a-kind launch of Golden harvest French Fries (Khoj – The French) make up only bits and pieces of his armory today!

***Araful Islam Chowdhury, Senior Account Director***

Started his career in banking with Standard Chartered Bank, and then worked in PBTL and Banglalink. However, the lure of nurturing brands was hard to resist as Saif finally pursued a career in advertising.

In his early years in advertising in TBWA/Benchmark, he has re-launched Banglalink Upper Class and worked for Siemens & LEIC. Living the life of an advertising man, he has worked for world renowned clients like British American Tobacco, Unilever, Perfetti Van Melle, Motorola and local clients like Bashundhara Group, Golden Harvest, Daily Sun, KSRM and has designed, developed and rolled out winning campaigns for them.



## **Clients of Ogilvy & Mather**

## **Clients of Ogilvy & Mather**

### **Ogilvy & Mather, Worldwide**

Across the globe, Ogilvy & Mather's client portfolio includes – Coca-Cola Co., Glaxo-SmithKline, BBC, BP, IBM, MasterCard International, Merck & Co., Merrill Lynch, Novartis, Pfizer, Unilever, Xerox, Argos, Ariba (UK) Ltd., Deloitte & Touche, Dubai World Cup, Intelsat, Kimberly-Clark Corp., Shell, Lenovo, Nestle, and Sun. Moreover, celebrities like - Ben Affleck, Brad Pitt, Reese Witherspoon and Michael J. Fox's media relations are dealt by O&M.

### **Ogilvy & Mather, Asia Pacific**

Within South Asia, Ogilvy & Mather is considered to be the largest communications solution provider (in terms of advertising industry). And, its clients are – Nestle, Peretti Van Melle, Fevicol, Asian Paints, LG India, Kotak Mahindra, Motorola, Cadbury India, Titan, Bajaj Autos, Sprite, etc.

### **Ogilvy & Mather, Bangladesh**

Ogilvy Bangladesh's list of global clients includes – British American Tobacco, Unilever, Kraft, Motorola, Novo Nordisk, Perfetti Van Melle, and Ajinomoto. In addition, Aarong, Teletalk, BRAC Bank, Bashundhara Group, KSRM, Daily Sun, etc. are few of the notable local clients.

The illustration below depicts the array of the agency's clients in Bangladesh.

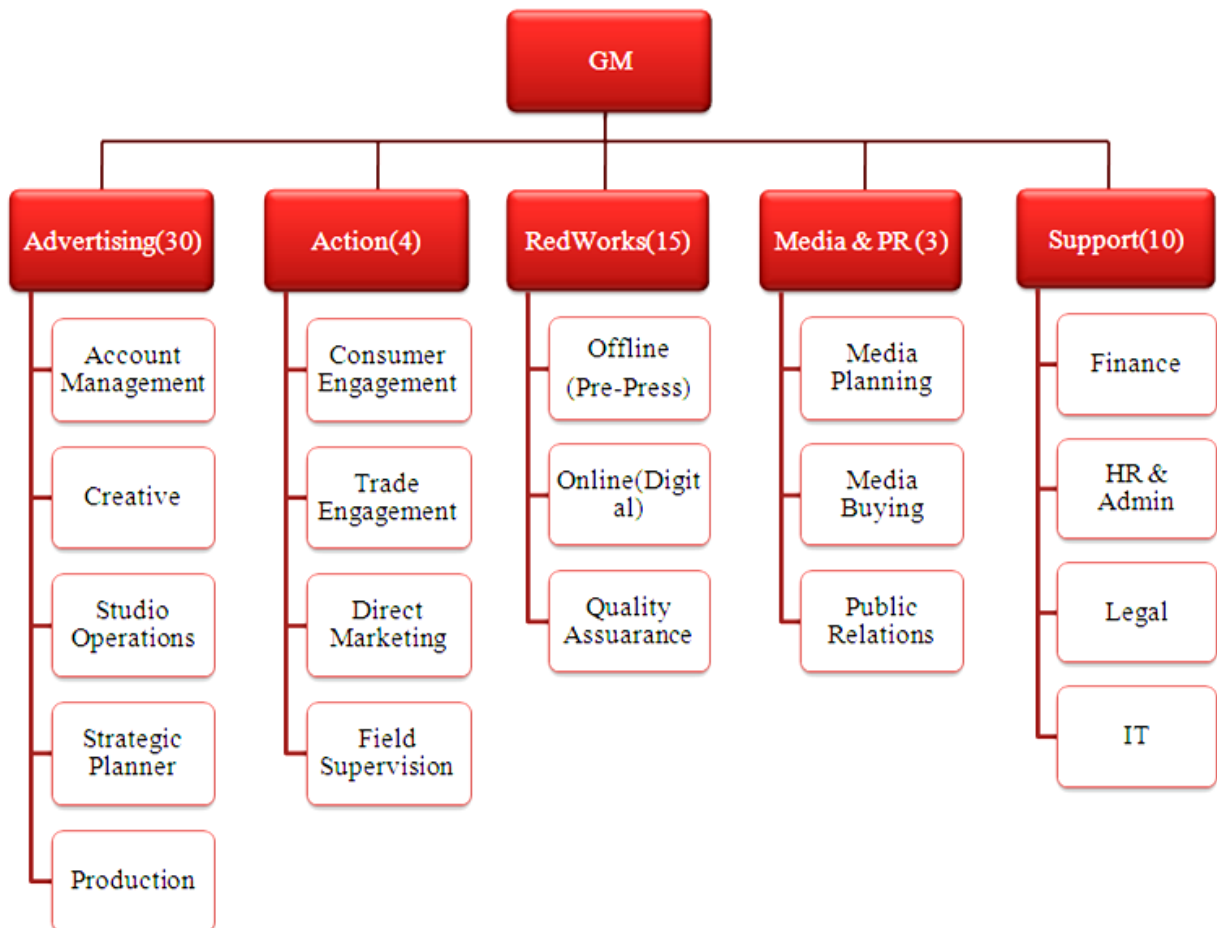


## **Organization Hierarchy**

**Organizational Hierarchy:**

Ogilvy & Mather Communication Pvt Ltd is a flat organization. They do not follow traditional values. The employees are given enough responsibilities and authority to deliver their work in particular timeline. Employee empowerment is also practiced in O & M. Employees of all level are allowed to take part in the decision making process. Not only getting the opportunity to involve in the decision making process but also have the access to communicate with the top management any time at work.

As the agency is still growing the number of employees is less. O & M have a head count of 58 people. Below is the organogram of O & M.



**Total Strength: 62**  
andStill Growing...

### **Global Creative Support**

In order to meet many of Ogilvy's global client's requirements, extensive adaptation work is done for varied regional as well as international works. Each of the offices of Ogilvy & Mather is very well connected that whenever required, any job (which has been done around the regions) can be brought in for clients; and Ogilvy Bangladesh is highly resourceful in that manner. In addition, if huge number of adaptation is required at times, they get referred to RedWorks to get the job done. Other than English and Bangla, Ogilvy Bangladesh also works in other languages.

### **RedWorks**

RedWorks is the SBU of Ogilvy Bangladesh, established to provide support in studio production of both offline and interactive projects. The team performs miraculously, with same-day turnaround for projects of fastidious client's like – American Express, Time Warner Group and Dove.

### **Quality Control**

The Company vouches for every single creative element that leaves the office premises, checks each of them over and over again, in order to assure its perfect quality. Clearly, Ogilvy Bangladesh does not allow for mistakes to go unnoticed or unidentified. Each of its work elements gets supervised by its highly trained personnel.

## **Agency Charges & SWOT Analysis**

## **Agency charges**

### **Concept Development Fees**

It is billed depending upon the merit of each particular job, market and brand research, work hours and idea generation.

### **Direct Marketing and Sampling Charges**

This billing would include all of the actual costs, in association with agency commission for both pilot and final project.

### **Sponsorship and PR Fees**

All estimated and unforeseen expenses will be billed at actual plus prior agreed agency commission.

### **Event Management Fees**

This bill varies depending upon the nature of the job, required efforts, and includes all genuine expenses for each particular event.

### **Media Charges**

Media charges are billed to the advertiser at its regular rate as published. Furthermore, the agency shall submit an estimate which will be duly approved by the advertiser.

### **Artwork Charges**

Such charges vary depending on the worth of each job. Usually, art work charges are calculated based on time, material costs, allied out of pocket expenses and general overheads.

### **Design Charges**

This will be charged worth the time spent on each creative job.

### **Production Charges**



For the production of different printing materials, blocks, films and recording tapes, the agency will charge at the actual cost plus an agreed service fee.

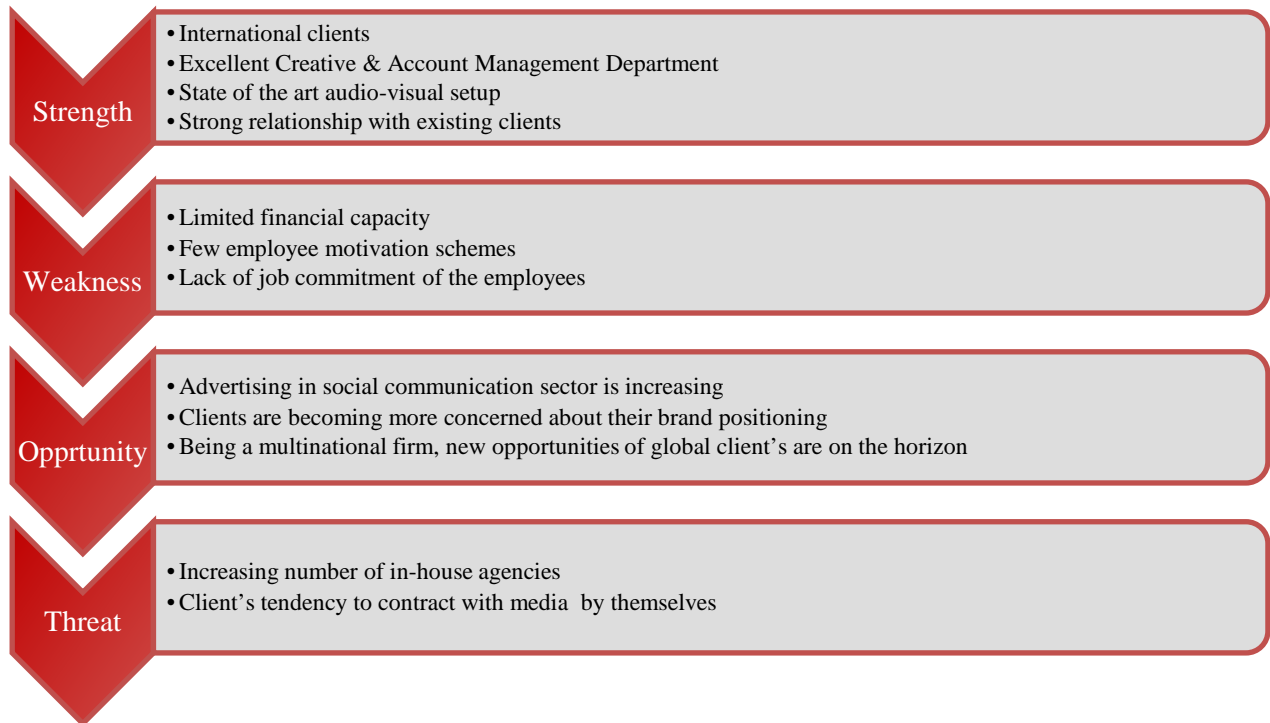
### **Administration Charges**

The agency shall take prior permission from the client before incurring such expenses, e.g. freight, postage and other transportation charges involved in sending advertisement tools and materials, telegrams/long distance telephone charges (it mostly incurs due to carrying out instructions) or billed to the advertiser.

**[N.B. Agency charges vary according to different job pattern and design quality.]**

## SWOT ANALYSIS:

A brief SWOT analysis of the organization is deicted below -



## **Working procedure of Ogilvy Bangladesh**

## **Working procedure of Ogilvy Bangladesh**

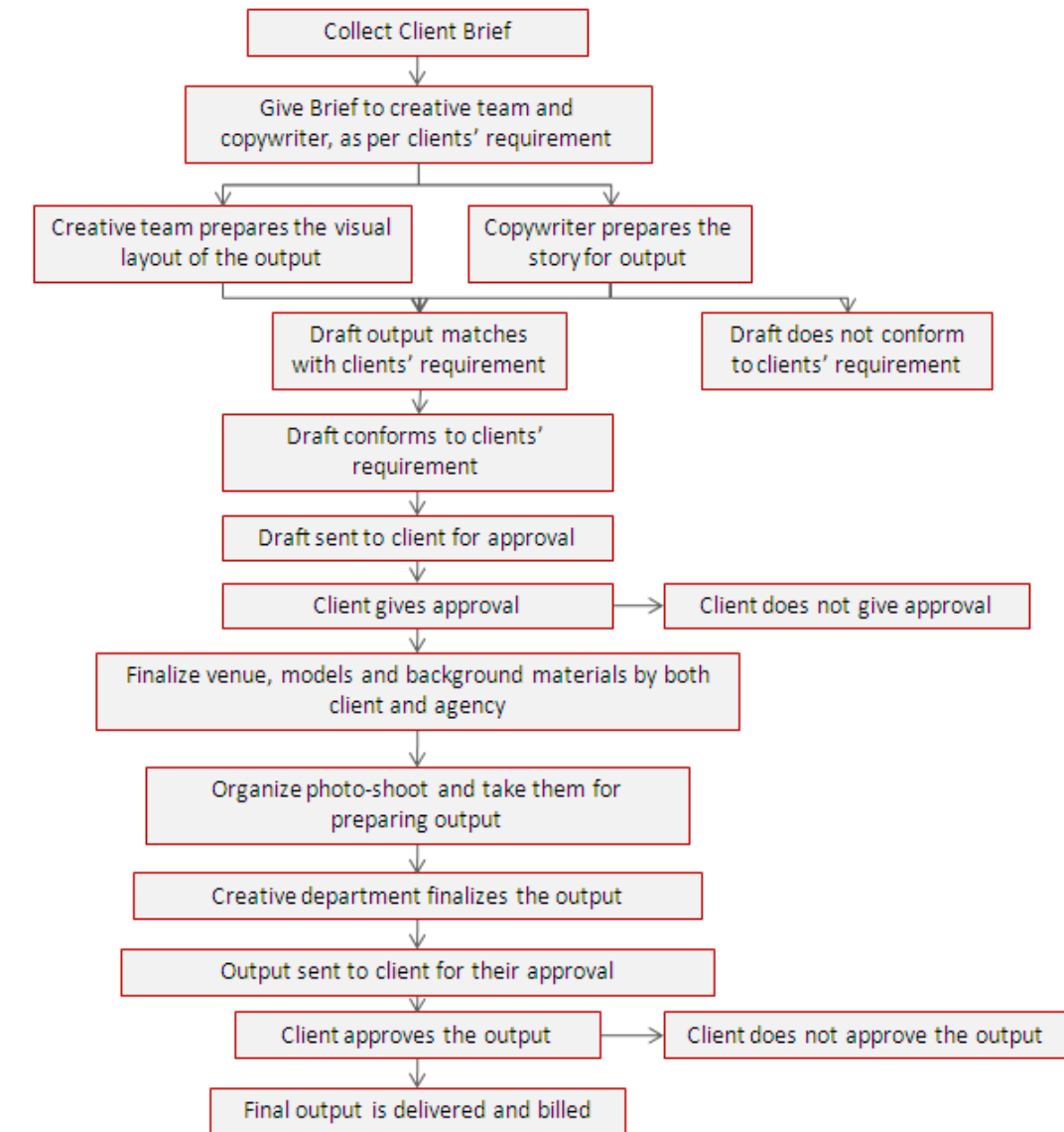
With the practical exposure to advertising industry, I have learnt that advertising agency follows a work flow process that is attributable to any such agency, in general. The usual procedure to develop layouts as per the clients' requirements and specifications are discussed in the following paragraph.

The whole process initiates with the agency getting the clients' 'Marketing Brief' regarding their product positioning objective and the facts required to be highlighted in the advertisements. Account Management department takes the clients' brief and passes it to the creative department, known as 'Creative Brief'.

Then the creative department that consists of the Art and Copywriting department begins to visualize the 'Big Idea', according to the terms and conditions of the brief. And, that idea may come from any of the two departments, as long as it is innovative and effective enough to achieve the targets of the brief.

Thus, the planning department starts researching about the concerned market as well as clients' competitors, and, provides functional inputs to the department. The finished ad copy is thus shown to the client who approves or rejects the copy, and may also give suggestions about changes. And with the required changes getting done, it is developed into a campaign.

The illustration below depicts the process flow of developing layouts for advertising campaign –



# **Revolution in the industry & Few Cases of Ogilvy Bangladesh**

## Changes in the world of Advertising

Almost everything in the business has changed in these intervening years – people and markets, creative strategies, production techniques, media and technology as well. However, in case of Bangladesh, advertising really has not changed from its core. The modes and channels of advertising in Bangladesh are changing in quite of a frigid speed instead. The usual billboards, press communications, TVCs and RDCs are still used radically for campaigns, whether or not it is required. And, such scenario is mostly expected where the client is head strong about its decision about ad campaigns and does not will to risk not adhering to the traditional modes of marketing. Most clients still find difficulty to completely entrust their advertising agencies in order to decide about the campaigns – which is termed as the agency-client gap.

Exceptionally innovative ideas in marketing campaigns, especially guerilla marketing can be rarely executed in a country like Bangladesh, where the clients yet feel uncomfortable and unsure to accept such ideas. The next segment of the report discusses about the factors that the employes of Ogilvy Bangladesh considers to be crucial for today's marketing communication need.

## Issues that Matters Most

Hamish Maxwell, former Chairman of Philip Morris (one of the largest consumer products company in the world), once said –“*Brands rise and fall on the strength of their advertising*”. Indeed, it is crucial to well strategise the building blocks of advertising. And, in case of advertising, strategy is simply the description of how the advertising will successfully get the prospect from Point A to Point B.

Point A	→	Point B
•Who buys/uses the brand now and how often do they use it?		•Whose behavior do we want to change?
•Who does not use the brand? And what do they use?		•Do we want users to use it more, or do we want to attract non-users (or both)?
•Why?		•How?

Thus, in order to execute a successful ad campaign, it is very important to understand the target group and then to get into customer’s lifestyle and become a part of it.

In consideration with today’s advertising scenario of Bangladesh, the over-exposure and cluttered advertisement and/or marketing campaigns has become a problem. Ofcourse, visibility is very important but when there is at least 8/10 billboards in small arena or newspaper/magazine full of print ads or TV channels bombarded with 10 advertisement scrolls – it is no longer the viewer’s/audience’s fault to disregard any new ad. And, that is why it is high time when advertisers should move away from their generic tools and methods of advertisement/marketing campaign. Thus, they are generating newer ideas to grab and retain their audience’s attention.

Starting from bookmarks at the tree branches, a whole new arena is being explored for branding effectively. For example, as a part of BRAC Bank’s e-statement launch campaign during the World Environment Day 2012, Ogilvy Bangladesh had planned a tree branding campaign where placards with hand images and words stating “Subscribe to e-Statement and Save Us!” were hung on trees outside BRAC Bank branches, giving the impression as if the trees were holding those placards.

Again, at a campaign for BRAC Bank and Seagull Hotel of Cox’s Bazaar - where the customers could book rooms online st Seagull Hotel through BRAC Bank’s online service – the following



mouse pad branding was proposed and implemented for the internal audience of BRAC Bank, so that whenever they work on their computers, the mouse pad could play its metaphoric role.



Figure 10: Print Advertisement – BRAC Bank Ltd.

Another out of the box campaign example of Ogilvy Bangladesh incorporates the creative marketing campaign of Teletalk 3G. In this campaign, the target audience was supposed to be from the educated segment. Since, other telecom operators were unable to provide the 3G network at the launch time of Teletalk 3G; Ogilvy Bangladesh innovatively took over the first mover advantage for Teletalk 3G's marketing campaign. The images illustrated below are the press ads developed by Ogilvy Bangladesh for Teletalk 3G that clearly express the super clarity and speed features of Teletalk 3G.



Figure 11: Print Advertisement – Teletalk 3G

With regard to the current industry scenario and the above mentioned discussion, it is realized that a two-way communication has become essential to make sure the absolute customer engagement as well as satisfaction. Thus, a platform is required to make the communication most effective - where consumers can not only receive the brand's end of the bargain; but also, provide their suggestions, feedbacks and feelings about their overall experience considering the product/service. For instance, a number of POND'S Experience Zone was accommodated in various supermalls of the city to provide instant skin-testing facility for the consumers – where women could just walk into the zones while shopping and get their skin type analyzed by experts. Below are the images of the POND'S Experience Zone.



Figure 12: POND'S Experience Zone

Nowadays, advertisements have started to take a leap from rational thinking ways to a more emotional way. Since rational thinking is assumed to kill more time for consumers to explore and realize the attachment with product/service's inevitability into their lifestyle; a shift to focus on the emotional life of the consumer in the advertisement is seen frequently, in the advertisements. For example, the below two images are the screenshots of Teletalk 3G's advertisements that clearly visualizes the idea that how Teletalk 3G is keeping people connected irregardless of the busy lifestyle or disability of consumers to stay connected with their loved ones.



Figure 13: TVC Screenshots– Teletalk 3G

## Few Cases of Ogilvy Bangladesh

Within the span of these five years of the organizations' presence in the industry, Ogilvy Bangladesh has been successful throughout the years to deliver quite a few remarkable campaigns which have given the industry a whole new outlook towards the next generation of advertising. The following section briefly discusses and dissects through some of the organizations' campaigns, and, would also give an idea about how the traditional channels can also be utilized in more amusing and attention grabbing ways.

### Teletalk 3G

Teletalk was first in the country to initiate 3G across the nation. And in order to create the perfect brand image through campaigning, Teletalk shook hands with Ogilvy Bangladesh. Few of the creative campaigns are depicted below.





## Interactive Magazine Branding - I

Here a rotating circular cutout was placed on a magazine.



Figure 16: Interactive Magazine Branding - Pond's White Beauty

## Transcom Foods Limited: Pizza Hut & KFC

Ogilvy Bangladesh helps the Transcom Foods Limited's authorized franchise global food chains like - Pizza Hut and KFC, to develop interesting campaign ideas. The following illustrations depicts the creative billboard campaigning and menu redesigning for Pizza Hut and KFC, during the Ramadan, 2013.



Figure 17: Billboard Advertisement – Pizza Hut and KFC

## Kraft: TANG

Kraft is one of Ogilvy Bangladesh's global clients. Earlier in the year of 2013, Ogilvy Bangladesh had generated a press campaign for Tang, adhering to the rich cultural value of PohelaBaishakh in the lives of Bangladeshi people.



Figure 18: Print Advertisement – TANG

## Ogilvy Global: Award Winning Campaign for Coca-Cola

### Campaign Title: Share a Coke

Brand Name: Coca-Cola

Campaign Duration: October 2011 – January 2012

Agency: Ogilvy & Mather Sydney

Client: Coca-Cola South Pacific

Type of Product or Service: Soft drink

Cost of Campaign: \$1 million - \$9.9 million

This case demonstrates how Coca-Cola and its agencies regained relevance in a highly competitive beverage market. The power of the first name and the world's most iconic brand brought people together and re-united Australians with the idea of getting together over a Coca-Cola soft drink. Specifically, the teens and young adults were given an exciting reason to get reintroduced with Coca-Cola. The investment in this summer season based campaign and its breakthrough creative works has delivered exceptional results for the brand Coca-Cola.

In a flashing category that is decreasing by 0.7%, Coca-Cola grew its sales transactions by 3%, increased volume by approximately 4%, and an astonishing 5% of Aussies have started to put Coca-Cola back into their list of favorites once again. Specifically, the consumption of young adults increased significantly during the campaign, reawakening a long-term relationship with the world's most iconic brand. Coca-Cola, once again, had become the social currency generator and contributed to the popular culture.

### Marketing Challenges:

- **Increased competition:** A plethora of competitors provided alternative solutions that tapped into the heartland of Coca-Cola - being consumed when people come together, connect and share a good time.
- **Fickle teens & young adults:** They admired the iconic summer campaigns of the past but unfortunately the strong brand health figures did not translate into product sales.

- **The gatekeeper:**For the mothers, Coca-Cola is a treat for family occasions, movie nights, takeaway dinners etc. which limits frequency of consumption.

The consequence: Teens, Young Adults and Household Shoppers were buying Coca-Cola less frequently. In fact, 50% of teens and young adults had not enjoyed a Coca-Cola in the previous 4 weeks.

The marketing objectives of Coca Cola Amatil were basically to:

✓ **Increase consumption**

- Re-unite Australians with the idea of getting together and sharing a good time over a Coca-Cola
- Wanted its target to consume the product, not just to love the brand

✓ **Make people start talking about ‘Coca-Cola’ again**

- It wanted the people to sit up and notice Coca-Cola
- To excite the sales force and customers

**Insight:**

Whether it’s one’s best mate, sister or someone you havemet just once, Coca-Cola has always been an integral part of people coming together. It seemed to Coca Cola Amatil that the more friends/people gathered online, the fewer they saw in real life. They had to jump start some real conversations and remind people of those in their lives they may have lost touch with, or have yet to meet. And nothing reminds people more about the people in their lives than their first names. This is especially true in Australia where people called everybody by their first names. There are no social hierarchies or antiquated formalities.

**Ogilvy Sydney’s Creative Idea for Coca Cola Amatil:**

By printing the 150 most popular Australian names on the Coca Cola bottles, the Aussies were reminded not only of those people in their lives, but also people they may have lost touch with, and gave them a reason to connect. And thus, the ‘Share a Coke’ campaign was born.

**Communications Strategy:**

The communications needed to act as an invitation to Share a Coke with someone a person knew, or wanted to know - giving people the tools to find, connect and share.



## Execution:

Prior to the campaign launch, Coke bottles with names on began appearing in fridges across Australia allowing consumers to discover the names on-pack themselves. The campaign launched across the biggest weekend in Australian sport, AFL+NRL Grand Finals, reaching 30% of the population. The TVCs featured photos of real people who shared that name, crowd-sourced from the fans. To fuel media buzz, personalized Coke cans were sent to local celebrities who invited their network of fans to connect and ‘Share a Coke’.

In partnership with a radio network, 150 name songs were also created and broadcasted on-air nationally. Consumers used these songs as inspiration to connect via Facebook. Consumers were invited to SMS a friend’s name, which was projected live on the iconic Coca-Cola sign at Sydney’s Kings Cross. They then received an MMS enabling them to share their friend’s name up in lights, via Facebook and email.



Figure 19: Facebook Page of CocaCola

Participation and mass sharing was achieved through the Facebook platform – providing the tools to connect and ‘Share a Coke’ through -

- Creating a personalized virtual Coke can to share with a Facebook friend
- Making their own TVC - featuring their friends profile pictures
- Sharing any of the 150 name songs

Thousands of requests poured in for more names, and Coca Cola Amatil was ready with kiosks that toured 18, Westfield Centers, inviting consumers to personalize a Coca-Cola can with any name of their choice. Still requests kept coming in. CCA (Coca Cola Amatil) listened to its captive Facebook audience and asked them who they wanted to 'Share a Coke' with most. After 65,000 people got their say, 50 new names were released. Some people were so highly involved in the campaign that they shared their stories with the company and this content was broadcasted to celebrate the connections made throughout the campaign.

The success of this award winning campaign by Ogilvy Sydney created a buzz down under and took up sales by a more percentage than anticipated. Initially, the campaign was attributed to the clear understanding of the target group and then getting them involved with the brand.

## **Job Profile**

## **Job Profile**

I was recruited as an intern to work in the Account Management team of Ogilvy & Mather Communications Pvt. Ltd. my job responsibility was to assist the Account Manager and the team consisted of three personnel, including myself. The team in which I was recruited, handles brands such as PRAN, Teletalk, Aji-no-moto, Prime Bank Ltd. and Partex.

It is often referred that one who aspires to learn about advertising, has to learn everything on the job. My internship attachment with Ogilvy Bangladesh has helped me gather knowledge about the world of advertising. I find myself to be very fortunate to have such experienced mentors to guide me along the process and help me learn the ropes.

I must acknowledge the fact that my internship phase at Ogilvy Bangladesh has been one of the best experiences I have come across so far. The organizations internal work environment is undeniably friendly and fun-loving, incorporated with highly professional mindset. Everyone in the office has been very much helpful and my learning experience began from the very first day.

Being an Account Management intern, my core responsibility included the maintenance of strong interpersonal relationship with the clients and office colleagues. My tasks involved assisting my supervisors to accomplish everyday work agenda through getting the job well done by the creative department employees.

## **Job Description of an Account Executive**

The Account Executive of Ogilvy Bangladesh performs the following duties -

1. Maintain the liaison between the agency and the client
2. Understand the client's requirements about their ad campaign
3. Present agency's creative and functional proposals, ideas to the client and towards its accomplishment
4. Acquire brief from the clients end and get the work done with the help of creative team members
5. Conduct background research about the clients' products/services and its competitors positioning strategy

6. Collect feedbacks from the consumers end and adapt the advertisement accordingly
7. Collect output and send it to the client, or communicate with the media department publish that output as per the requirements
8. Communicate with the activation department for production (e.g. paper hanger, flyer, leaflet, etc)
9. Assure the proper work process to achieve campaign success

### **Justifying My Contribution at Ogilvy Bangladesh**

As the Account Management intern, my foremost job was to ensure that our clients are well satisfied with the agency's work. My immediate supervisors notify me about our client's requirements. Then I consult and follow up with the creative department and give them brief about the required designs. Supervise and follow up with the creative designers on a regular basis so that they can deliver their work within the given timeline, has been a part of my responsibilities in Ogilvy Bangladesh. Sending off the correct output materials at the right place within the precise timeline was my job as well.

Being a new comer in the workplace and getting the required work to be done by another department, has been pretty tough. Thus, it is crucial to keep a good working relation with all the team members and other teams, as well. However, my office colleagues have always been generous and helpful with me. And with the immense support from everyone in the office, I was able to cope up fast regarding this issue.

## **Recommendations & Conclusion**

## Recommendations

After completing the report paper and observing Ogilvy Bangladesh, I have come up with the following recommendations -

- Employees should submit documents and update their reporting in-charge regarding their day-to-day work agenda accomplishment and upcoming to-do list.
- Being a multinational agency, they can interchange diversified skillsets and workers, so that employees can exchange the views and generate fresher and innovative ideas in the creative field more often.
- More training events needs to be set according to employee training needs and requirements.
- Work load on employees needs to be rationally distributed so that employees do not consider work as pressure.
- The organization needs to concentrate more on employee motivation so that employees could feel from their heart that they are important for the company.
- Employee satisfaction level needs to be measured.
- The agency should conduct post campaign surveys and measure campaign effectiveness more frequently, in order to acquire even better results regarding their campaigns success.
- Employee's extrinsic benefits are required to be taken under consideration, to increase employee satisfaction at workplace.
- Financial benefits and compensations plans for employees, should be improved annually.

With the above mentioned points taken into consideration, the management of Ogilvy Bangladesh will surely experience better results in the upcoming days.

## **Conclusion**

In the end, I must acknowledge the fact that having the opportunity to contribute as an intern in an organization like Ogilvy & Mather has been a great privilege and the learning would last a lifetime. The experience to work at Ogilvy Bangladesh has helped me learn the ropes of this industry's working procedure, network coverage and the necessity of it for strengthening a brand's positioning.