

A study on how an advertising agency works & ensures client satisfaction in context of
Ogilvy & Mather, Bangladesh

[Internship Report]



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Subject: Submission of internship report

Dear Sir:

During my internship attachment with Ogilvy & Mather Bangladesh, I have learnt many things and I had been given the responsibility to not only look after one account, but work with several accounts like Unilever corporate, Taaza, Mi Amore, BRAC Bank, Symphony, Aarong, Mir Telecom etc, so that my learning is more widespread. In the course of this internship, I got to learn how an Advertising agency works and deals with different clients. Which is why, the topic I have decided to work on is how Ogilvy Bangladesh works and ensures client satisfaction. I will mainly discuss about the way Ogilvy & Mather works in the advertising industry.

I have also gotten the chance to experience what life is like in the advertising world and all in all, it was a fantastic learning experience. Thank you for being there as a support whenever I needed it.

It was a challenge in completing this project and compiling this report and I hope I have fulfilled your hopes and expectations.

Yours sincerely,

FoyzulKabirMorshed

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Acknowledgement

Over the past few months I have had a wonderful experience full of challenges and satisfaction over completing my project and contributing significantly to one of the largest multinational advertising agencies in Bangladesh. First of all, I would like to thank all the honorable faculty members, who over the years played a big role in grooming me into what I am today. I would especially like to thank my Internship supervisor, Md. Tamzidul Islam for being so supportive the entire time. I am extremely grateful to everyone at Ogilvy Bangladesh for being so warm in their approach and for bestowing such responsibility on me all the while making me feel completely at ease. They made the transition from student life to a working life extremely easy. Finally, I would like to thank everyone who helped me in conducting my report by taking time out of their busy schedules to discuss with me on the various issues. Without them I never would have been able to complete my project. A special thanks to:

- TasmiahTasbih Nova, Account Executive, Ogilvy Bangladesh
(Accounts: Unilever Corporate, Aarong)
- FaizulKabir, Account Manager, Ogilvy Bangladesh
(Accounts: BRAC Bank, Symphony, Mi Amore, Mir Telecom)

Methodology

The report progression is showed below:

1. Initially, the topic and report objective was selected
2. The sources of data were determined next
3. Data was then collected from various sources and everyday learning during the internship attachment
4. Campaign & Case of Ogilvy Bangladesh was discussed to show how an advertising agency works nowadays.
5. Collection of primary and people-centric interview data
6. Classification, analysis, interpretation and presentation of data
7. Findings of analysis
8. Collection of relevant and supporting material for appendix
9. Final report preparation and compilation

Executive Summary

Over the years, brand promotional strategies and advertising techniques have changed radically; mostly to cope with the changes in how consumers view and perceive things and to stand out in the clutter of today's advertising efforts. Marketers are realizing the importance of differentiating not only in terms of their product USPs, but also in how they present and promote it to the consumers; it is actually the creative agencies that truly believe in the continual change of the advertising era.

The Workflow in an agency is not as linear as one may initially expect. Projects starts in one department then get handed off to the next and so forth. The process is much more collaborative with multiple with multiple agency departments involved at key points along the way. This may seem a bit chaotic at times, but the process encourages input from diverse points of view, simulates healthy debate allows strong ideas to emerge regardless of the source. This process actually leads to the best possible creative.

The most important step lies in deciding what an advertisement should say and to whom it should say it. All it needs to do is decide who buys and uses the products and why. In order to spend the media budget wisely, agency must know what they read or watch so that they will see the ads. Advertising mostly focuses on the target customers. Agency often struggles a lot to make the clients understand the creative communication they made and why the target customers will like it & buy the products. An advertising agency always try to move the brands to the higher level but sometimes the clients couldn't forecast the upcoming good change. So agency people have to make them understand that it's the agency who understands the brand better. Once they can do it, they get the call & the brand blooms. But for this an agency has to prove itself.

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6. 2 Objective of Report

7. 2.1 General Objective

Introduction

1. Background: Advertisement and its Evolution

The function of marketing – selling a product, hasn't changed through the decades, but the strategies certainly have. Starting from the Egyptians carving public notices in steel to advertise back in 2000 BC, to today's vastly used viral and online advertising; the world of advertising has undergone a continuous and dynamic change, in an incessant competition to break through the clutter of advertisements and reach to the consumers. Over the years, brand promotional strategies and advertising techniques have changed drastically; mostly to cope with the changes in how consumers viewed and perceived things and to stand out in the clutter of today's advertising efforts. Marketers and creative agencies are increasingly moving away from the generic advertising methods which mostly included TV and Radio commercials, activations and in case of Bangladesh, a whole lot of billboards. While marketers are realizing the importance of differentiating not only in terms of their product USPs, but also in how they present and promote it to the consumers, it is actually the creative agencies that truly believe in the continual change of the advertising era. Advertising agencies know that they will continually need to find and create innovative new approaches to respond to major industry shifts underway. It is one of their crucial responsibilities to make their clients see clearly and understand why only TVCs and billboards can no longer attract and retain consumer attraction these days. The next 5 years will hold more change for the advertising industry than the previous 50 did. Increasingly empowered consumers, more self-reliant advertisers and ever-evolving technologies are redefining how advertising is sold, created, consumed and tracked.

2 Objective of Report

2.1 General Objective

To study how an advertising agency works and delivers good quality works & this entire works are done in context of Ogilvy & Mather Bangladesh

2.2 Specific Objectives

To learn about the progression of advertisement & promotional strategies and the factors behind this evolution

To study what modern platforms and methods Ogilvy & Mather Bangladesh utilizes to deliver its client a superior & better service.

2.3 Scope

The advertising and promotional campaigns to be discussed will be based on and limited to only the clients of Ogilvy & Mather Bangladesh

2.4 Limitations of the study

One of biggest limitation in conducting this report was that agencies in this country are still heavily dependent on the generic mediums of advertising and have not been yet able to rely on drastically innovative and ground breaking channels, partly due to the lack of faith the clients have in unexplored mediums. Which is why, while studying the shift of advertisement in our country, what has actually been studied is the additional creativity that has been budding alongside the conventional methods. Also, while measuring the effectiveness of promotional campaigns of Ogilvy Bangladesh, only the brand awareness could be used as variable, not all of the sensitive revenue and brand performance data of the client because these data aren't mostly disclosed to the agencies.

2.6 Sources

Primary Data:

- a. Key informant interviews of concerned employees of Ogilvy & Mather Bangladesh were undertaken where they answered many questions and also added relevant opinions and thoughts about the advertising age
- b. The client & third party meetings & email communications helped a lot.

Secondary Data:

- a. Ogilvy Bangladesh credentials were studied as well as individual campaign accounts
- b. Other relevant websites were used for relevant data and information gathering

Internship Organization

My internship attachment was with Ogilvy & Mather Bangladesh Limited; a dynamic organization with wonderful work ethic and environment. In my 4 months attachment with this organization, I have learnt a lot, thanks to the wonderful mentors who took their time to teach me everything about modern day advertising and marketing. This section discusses the organization in brief, its operations and its clients.

3. Background

3.1 Ogilvy & Mather, Global

Ogilvy is one of the largest marketing communications networks in the world, servicing multinational and local brands in all regions. The hallmark of our brand-building capabilities is the balance of global and local brands within a worldwide network. The doors to Ogilvy Dhaka's offices opened for business in July 2007 – it is the 497th office in the Ogilvy network.

3.2 Ogilvy Bangladesh

In the short space of time, Ogilvy Bangladesh has been able to carve out a space for itself, both in the Ogilvy community, and in the business fraternity in Bangladesh. The agency's operation has already been highlighted in Ogilvy Asia magazine. Moreover, its clients' ratings have been phenomenal.

Timeline: June 2006: Ogilvy & Mather was registered in Bangladesh as a 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 Integrated in the firm's corporate culture is Ogilvy's concept of 360° Degree Brand Stewardship©, defined as *a willingness to use the broadest array of tools and techniques to understand, develop and enhance the relationship between a consumer and a brand.* Adhering to that, Ogilvy is a full-service agency catering to ATL, BTL, Activation and web-based solutions. Be it the launching of a new package from Teletalk, a brand

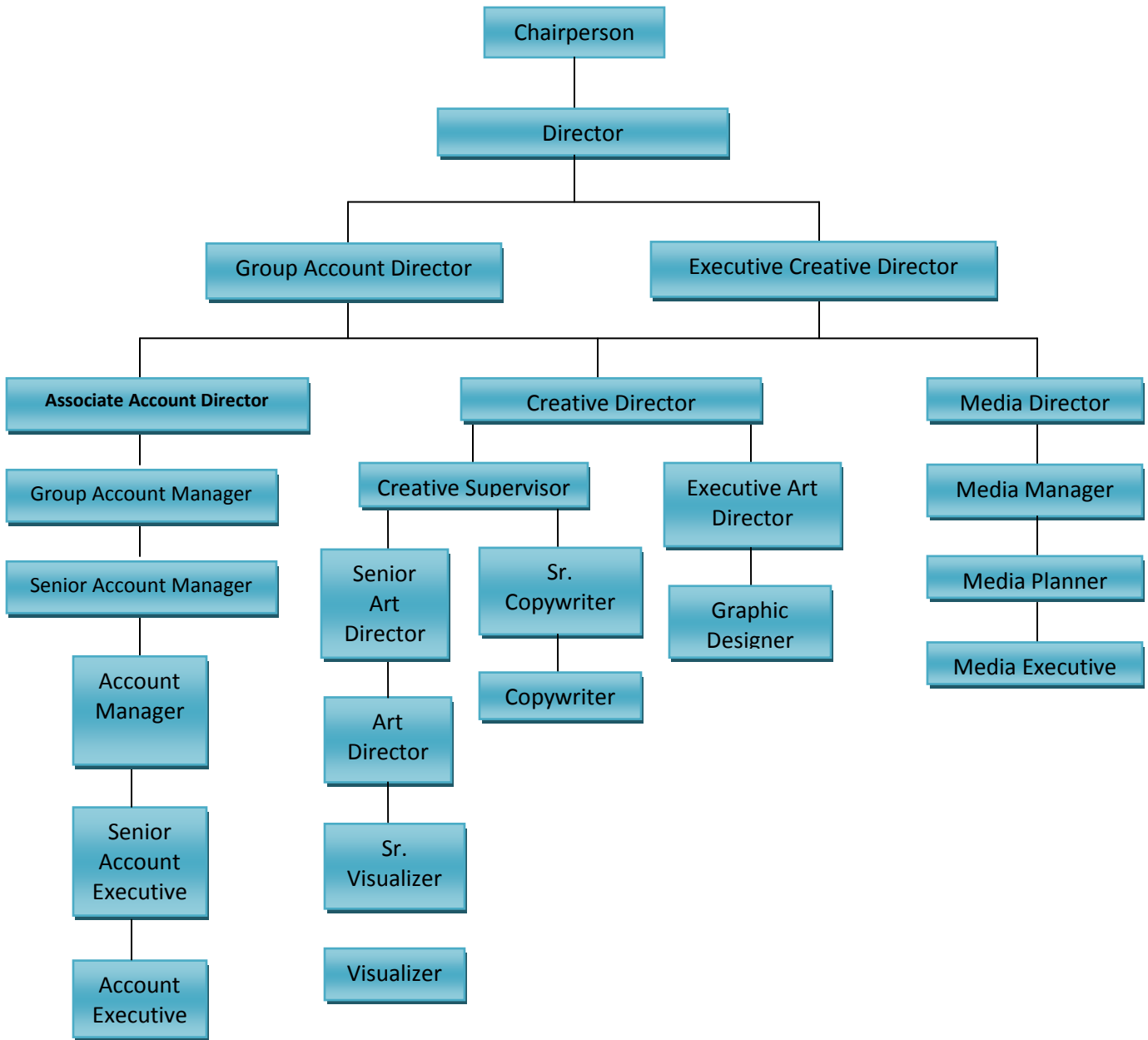
campaign for KSRM, a thematic campaign for Golden Harvest or a 3 month long activation campaign to popularize Ajinomoto, Ogilvy is always up for the challenge

3.3 Clients

Ogilvy Bangladesh's list of global clients includes British American Tobacco, Unilever, Kraft, Perfetti, Motorola, Novo Nordisk, Ajinomoto etc. Among local clients, Unilever Corporate, Taaza, Ponds, Dove, Aarong, BRAC Bank, Teletalk, Symphony, Mi Amore, British American Tobacco, PRAN, Mir Telecom etc. are also worth mentioning.



3.4 Organogram of Ogilvy Bangladesh



Working Process of Ogilvy & Mather Communications Pvt. Ltd

4. Making of a TV Commercial (TVC)



4.1 AGENCY BRIEF:

Making of a TVC starts with an **agency brief** which is sent by the client. In the agency brief, the following issues are mentioned. They are:

Background / Overview:

Mir telecom owns the gateway of the international calls that enters to Bangladesh from abroad (jointly with the BD govt.) They recognize there is a huge incoming call in Bangladesh from abroad through calling cards. So they decided they will introduce their own calling cards to the people who call in Bangladesh from abroad. At first they planned to start it in the USA.

Project Description / Mechanics:

Here they discuss “What is this project all about/ Unique or unusual facts that give it a competitive edge”. Suppose in the agency brief, it may contain the following things:

- Pinless direct calling
- Real Caller ID
- Perfect call clarity
- 5 international fnf

Competitor's similar marketing activities:

Here they discuss “*details of what the competition is offering – along with reference of creative (print, TVC etc.)*”. The decision may be that – Competitors are offer calling card service but they have problems like-

- No fixed caller ID
- You have change the pin every time
- Call delay
- Noise problem

Marketing/Project objectives:

Here the agency gets the answer to a question like “*What are the specific objectives that we are trying to achieve?*”. In the brief, the points may be like:

- Encourage customers to use Mir One2One calling card to call in Bangladesh
- In Eid time, largest number of call enters to BD from USA. So the client wanted to grab that traffic.
- Increase usage and hence revenue

What is the communication objective?

The communication objective was to make understand that the call clarity is good that you will feel that you are home. It was a thematic campaign, so we had to connect the customers emotionally also.

Key communication elements to be highlighted:

We highlighted some point's which the client wanted to communicate, like-

- Caller Line Identification (CLID)

- Perfect call clarity
- 5 international fnf
- Cheap call rate

Target audience:

This is probably the most important part of the. The agency must clearly be told what customer segment the client is trying to reach via the commercial and obtain as much as detail possible about the target audience. Advertisers need to think beyond age & gender and include demographic & psychographic analysis in their line of thought. Segmentation may be like –

- Mobile phone users in the USA who have family of relatives to Bangladesh & who need to call to BD to reach their near ones. The target group includes the immigrant students, professionals or the 2nd generation who are staying in USA & most importantly they make call in BD.

Deliverables from the agency

Here the agency is required to deliver the final product that is their service in the form of -

- Press advertisements
- TVC (TV Commercials)
- RDC (Radio commercials)
- POSM (point of selling material eg. kiosks and x-banners)

Time line:

This is the date under which the final output needs to be delivered are mentioned. This is the deadline which needs to be maintained by the agency.

So we may come to a solution that agency job starts with the agency brief which was prepared by the client and execute by the agency.

4.2 Creative Idea Generation:

The creative department of the agency led by the Creative Director includes a Creative Supervisor, Copywriters, Art Director, Visualizers and other junior members. The creative team is responsible for idea generation but there are always some officials from Account Management Dept. in the brainstorming session so that creative team doesn't get misguided from what the client wants. Creative department develop the script or idea or story of the TVC. The brainstorming session of the creative team sometimes needs a long time and sometimes a strong idea just hits someone instantly like an epiphany. There is no set guideline as to how a creative team should work. After the brainstorming, many options of creative idea are generated based on the agency brief.

4.3 Selling the Creative Idea to Client:

The account management team or the client service team will share the idea with the client. The client servicing team is usually accompanied by someone from the creative team. Client usually sends feedback and suggestions to make alterations to the script and when the changes have been made and the client likes it, the script is locked. Sometimes a client may not like the script idea at all. In that case the creative team needs to generate some more ideas for the client.

4.4 Meeting with the Production House:

After locking the script, the agencies have many meetings with several production houses as well as Directors of the TVC. Agency briefs the director regarding various issues. The creative director of an agency has some viewpoints or imaginations regarding the ad on his mind. So he needs to ask the director that whether he is able to do that according to his plan or not. The director of the TVC also puts in his own input so enhance the ad. The production house needs to give the agency a budget for the shooting, post production and many other issues. Here is a sample Budget of a photo shoot-

Client: abcd		Job No: JN/00123/09/13		
Attn: efgh		Estimate No: O&M/456/09/13		
		Date: 30/9/2013		
Product Photo-shoot				
SL	Particulars	Days	Rate	Cost
1	Photographer's Remuneration	7	40,000.00	280,000.00
2	stylist team (Package)		260,000.00	260,000.00
3	Photo editing & Graphics		27,000.00	27,000.00
4	Props & Ingredients (to be billed at actual)			
5	Generetor support (For Fridge & AC), Man & Transportation- Fixed Cost	7	7,500.00	52,500.00
6	Fuel cost per hour- Variable Cost	7	550.00	3,850.00
7	Food cost(at actual)-Crew,Agency,Client	7	4,000.00	28,000.00
8	Production support unit remuneration		17,000.00	17,000
9	Misc. Cost (at actual)		5,000.00	5,000
	Sub Total			673,350
	ASF (10%)			67,335
	Total			740,685
	VAT (15%)			111102.75
	Grand Total			851,788
In Words:				

4.5 Shooting:

After getting the budget from the production houses, agency shares with the client & also suggests the best production house option for the shooting. Client mainly decides by whom they want to make the TVC but agency push for the best option to choose so that the work gets done well. After locking the budget & getting the advance payment the shooting starts. Sometimes client doesn't go to the shoot but it's the agency who are responsible the shoot because agency gets supervision fee for the whole work.

4.6 Post Production:

When the shooting is done, it's time for the post production work. Here the production house does the graphical works, background music & other editing works with dubbing.

4.7 Feedback of Client:

After the shooting done is by the production house, the full length version is send to the client for the approval. On that most of the time clients have some feedback. These feedbacks need to be incorporate in the TVC by the production house. These feedbacks from the client are taken by the account management team of the agency and are passed on to the production house. Then the final output is prepared.

4.8 Delivery:

The delivery of the final film is given by the production house in an editing panel. The production house may have an editing panel of their own or they may also hire an editing panel so that the final output of the TVC can be given.

4.9 Media Booking:

After making the TVC, the next step of an ad agency is to arrange the way so that the film can be shown on the TV. This is where the media buying department of the agency comes in to arrange the timing and schedule of the TVC to be aired in various channels.

Different hours of the day have different rates and buying airtime is a vital job because the success of the TVC depends on airtime in prime slots that are very expensive. So lot of negotiations both with the client and the TV channels must be done by the media director.

In this particular case, as our target customers were in the USA, we had to book the time when usually the Bangladeshi people in USA watches TV most. Our media team contacted with the channels to get the data & they decided to air it during the morning.

That is roughly the process followed by Ogilvy when making a TVC.

Case Study of “Brooke Bond Taaza Shokal” Project

5. “Taaza” Case

5.1 Agency Brief

Project Name	Aesthetic Print Ads to revive Taaza
Project Leader	Afrida Tasnim Shagoti
Time Line for Project	August-September
Communication Format	Print
Version	1

Background & Objective	<p>Taaza stands for premium quality, bringing in the world famous tea blending expertise and heritage of the Brooke Bond House. Taaza has been hosting “Taaza Shokal” for a long time in Radio Today. It is a two-hour show. However it has been seen in recent times that with innumerable RJ endorsements and RDCs of other brands, Taaza communication is not clicking. This has been decided that the show needs revitalization. To create the hype and exciting for the new show, print ads need to go in major newspaper and magazines.</p> <p>The objectives of this program is:</p> <ol style="list-style-type: none"> Provide excitement to listen to the show and realize it is different than other shows Instill interest to listen and try out the different changes that the show will be offering
Target Consumer	<p>The core TG should be 18-45 working women and university-going students who usually listen to radio. We are also targeting to retain the old listeners and attract new listeners.</p>
How should consumers react?	<p>This print ad should incite excitement among the consumers so that they want to listen to the new show.</p>

<p>What is the reason to believe?</p>	<p>The new show is different than other shows. It is designed to refresh the listeners and awaken them up. The show is also made very engaging and interactive. However, the show will fail if listeners do not listen to it. Hence it is of utmost that the print ad provides them the reason to believe in a new show that is designed especially to give them a refreshing start of their day.</p>
<p>What is most likely to achieve the change (Discriminator)?</p>	<p>The print ad itself should alone instill interest to listen to the new show.</p>
<p>Deliverables</p>	<ul style="list-style-type: none"> • 2/3 draft print ad draft • One final print communication • Several adaptations based on sizes in different newspapers and magazines
<p>Special Considerations</p>	<ul style="list-style-type: none"> • Use current Taaza Key Visuals (Photo shoot if needed) • Communication in two languages – Bengali and English • Size: TBD • Aesthetically appealing • Call to Action: Why should people want to listen to the new show?
<p>Time Lines</p>	<ul style="list-style-type: none"> • Brief to Creative team – 24th August'13 • First Draft – 27th August'13 • Feedback – 27th August'13 • Final Output – 1st September'13 • Final Adaptations – 3rd September'13 • Send to Mindshare – 4th September'13

5.2 First draft submitted by Ogilvy:

Taaza was expecting two options from Ogilvy & Mather according to their feedback. After submitting this first draft Taaza team wasn't happy because there wasn't anything new & exciting in the layouts. Agency again shows them some new layouts but the result was same.

5.3 Problem Identification

Agency was showing different layouts but they couldn't satisfy the client. Then agency got more serious into this issue because they can't spend so much time on a press communication & it was becoming a prestige issue for them.

In the meantime, there was a change in the account management team, new manager & executives joined the Unilever team. They are told to solve this issue on a priority basis.

The new team went through the brief again and they found there is a strong link of a radio show named "Brooke Bond Taaza Shokal" sponsored by Taaza with this press communication. Without studying the radio show, it was quite impossible to bring something good in the press communication. So they decided to start from the root again to get the insight.

5.4 Findings:

After analyzing the case the new team found that the main problem is the Radio show itself and the new proposed plan was also not interesting at all, it was very boring. In the old one it wasn't endorsing Taaza brand name properly & in the whole program "Taaza" name was almost absent. In the new plan, they just increased the brand endorsement but nothing more was added. So, to make the press communication interesting the radio show has to be interesting first because these two are very interrelated to each other.

Some of the problems of the show:

- **There was nothing interesting or new in the current program and also in the new plan.**
- **Endorsements of other beverage brands, especially refreshing message of Sprite! Because Taaza also talks about refreshment (Tag Line: Taaza Hoya Jao).**

- **Name of the program is Good Morning Radio but the name should include 'Taaza'.**
- **Program includes non-Taaza segments such as Rod Brishti and News segment branded by Crown Cement.**

Major Problem – Taaza brand is lost. In the 2hr program, Taaza is hardly branded.

5.5 Ogilvy's Solutions/ Idea:

Ogilvy arranged a meeting with Taaza brand manager & described all these issues to them and suggested them to rejuvenate the radio show. The Taaza brand manager asked for the agency's expert suggestion regarding this to make it interesting to the audience.

The Account management team arranged a brain storming session with their creative team. From the brain storming session they came up with some ideas like changing the contents & rearranged the program by creating some interesting segments. The segments were-

1. Wake up call segment- Taaza Wakeup call

- RJs will invite listeners to register for the wakeup call.
- Listeners will give the reason why they want to be woken up

2. Reminder call segment- Taaza-Mone Ache Toh?

- Listeners can send requests for a reminder call in which RJ will remind the caller of an important thing that needs to be done on that day.



3. Good news of the day segment- Taaza Refreshing News

- RJs will convey good/inspiring news of the day from Bangladesh or anywhere worldwide



4. Entertainment segment- Taaza Today's Buzz

- RJs will keep the listeners interested through entertaining, celebrities, fun or gossip related stories

5. Outdoor Activity segment- Taaza Live

- RJs will go catch people busy with their activities and have a 2min chat/interview



Morning joggers



Students in campus



Moms outside schools

The new team found that these segments are the key reason which will make the radio show interesting, so they decided to communicate three main segments in three different press communications. The press communication must convey the segment's interesting facts. Then something interesting will come out.

5.6 Next Action:

Then the Account management team sat with the creative team & briefed the whole scenario to them and asked to create interesting press communication with the three main segments (Wakeup call, Reminder call, Refreshing news).

After the brain storming the creative team came out with two routes-

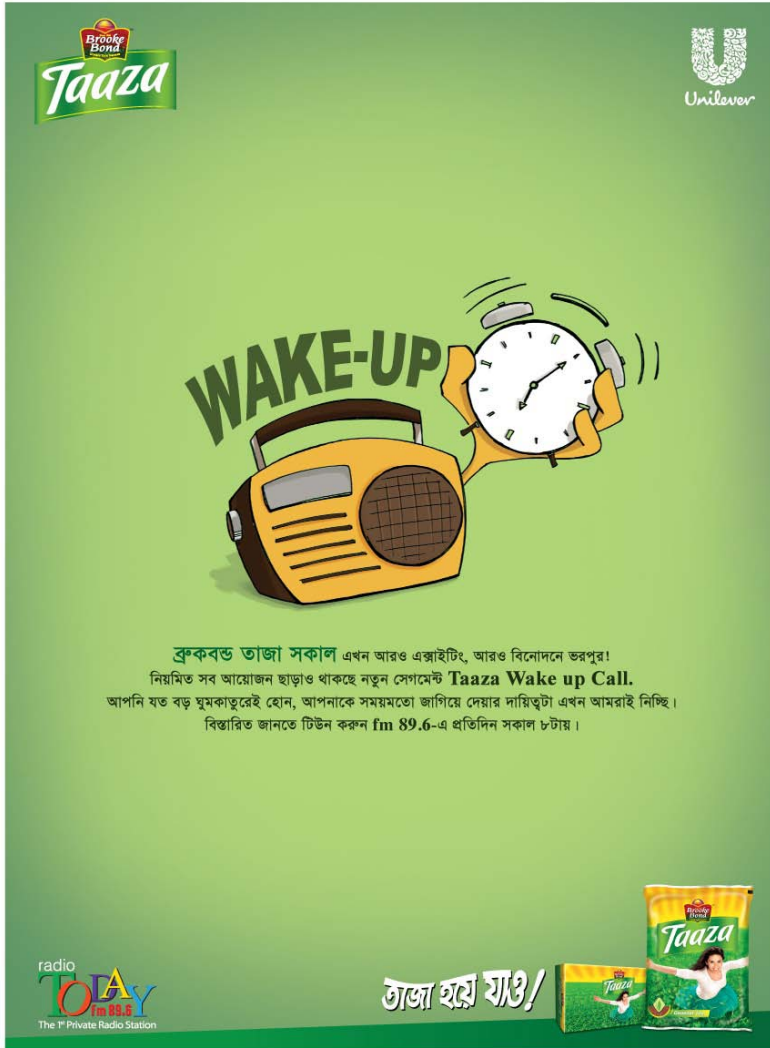
1. Radio character conveying the key messages

Rational:

The reason why this route was selected is to deliver the message to the target group directly & simply by the character. As this is a radio show & there are some interesting activities will be done through this, so they made a radio character conveying the interesting messages by it. Ogilvy made this route for their client because they understand the taste of the client well as they are working together for a long time.

a) “Wake up call” segment- Taaza Wakeup call:

Here the aim is to wake up our audience, so an alarm clock is given in the hand of the radio character which is very clear to understand that radio will wake you up. People will be interested to see this ad to know “how is that possible?”.



The advertisement features a green background. At the top left is the 'Taaza' logo with 'Brooke Bond' above it. At the top right is the Unilever logo. In the center, a yellow portable radio is shown with a white alarm clock on top of it. The words 'WAKE-UP' are written in large, bold, green letters above the radio. Below the illustration, there is Bengali text: 'ব্রুকবন্ড তাজা সকাল এখন আরও এক্সাইটিং, আরও বিনোদনে ভরপুর! নিয়মিত সব আয়োজন ছাড়াও থাকছে নতুন সেগমেন্ট Taaza Wake up Call. আপনি যত বড় ঘুমকাতুরেই হোন, আপনাকে সময়মতো জাগিয়ে দেয়ার দায়িত্বটা এখন আমরাই নিচ্ছি। বিস্তারিত জানতে টিউন করুন fm 89.6-এ প্রতিদিন সকাল ৮টায়।' At the bottom left is the 'radio TOLAY fm 89.6 The 1st Private Radio Station' logo. At the bottom right, there is a small image of a Taaza product box and a woman in a green dress with arms raised, with the Bengali text 'তাজা হয়ে যাও!' next to it.

b) **“Reminder call” segment- Taaza-Mone Ache Toh?**

When we hear the reminder, there comes a “to do list” in our mind. From this thinking this visual was created- a radio is holding your list of work & he will knock you on the right day.



মনে আছে তো?



ব্রুকবন্ড তাজা সকাল এখন আরও এক্সাইটিং, আরও বিনোদনে ভরপুর!
 নিয়মিত সব আয়োজন ছাড়াও থাকছে নতুন সেগমেন্ট **Taaza মনে আছে তো?**
 আপনার কাজের লিস্টটি যত বড়ই হোক না, এখন সবকিছুই সময়মতো মনে করিয়ে দেয়ার দায়িত্ব আমাদের।
 বিস্তারিত জানতে টিউন করুন **fm 89.6**-এ প্রতিদিন সকাল ৮টায়।

radio
TOLAY
 Fm 89.6
 The 1st Private Radio Station

তাজা হয়ে যাও!



c) **Good news of the day segment- Taaza Refreshing News**

Rational: News and tea is very related to each other in the sense that, we usually read news paper in morning while drinking a cup of tea. Refreshing news and Taaza tea, both are refreshing. So, a cup full of refreshing news is shown here which will connect the tea & the segment at a same time.

Press Ad-3



Brooke Bond
Taaza

Unilever

প্রতিদিন
এক কাপ
সুখবর

HAVE A REFRESHING DAY
GOOD NEWS IS MINGLING

ব্রুকবন্ড তাজা সকাল এখন আরও এন্জাইটিং, আরও বিনোদনে ভরপুর!
নিয়মিত সব আয়োজন ছাড়াও থাকছে নতুন সেগমেন্ট
Taaza Refreshing News!
যেখানে আপনাকে জানিয়ে দেবো প্রতিদিনের সবচেয়ে ভালো খবরটি।
বিস্তারিত জানতে টিউন করুন fm 89.6-এ প্রতিদিন সকাল ৮টায়।

radio
TOLAY
fm 89.6
The 1st Private Radio Station

তাজা হয়ে যাও!

Taaza

2. Different human characters conveying the key messages

a) Wake up call segment- Taaza Wakeup call



Rational: Kumbhakarna is a famous Maha-Bharat charated who is famous for his 6 months long sleep. So, Ogilvy used this character to make it bit humorous and interesting. This character matches well with our purpose to wake up our audience. This role will be played by a fat character, not by the actual Kumbhakarna.




The advertisement features a green background. At the top left is the Brookbond Taaza logo, and at the top right is the Unilever logo. The central text in Bengali reads: "এবার কুম্ভকর্ণেরও ঘুম ভাঙবে!" followed by "ব্রুকবন্ড তাজা নিয়ে এলো TAAZA WAKE-UP CALL!". Below this is a cartoon illustration of a large, yellow, round character sleeping on its back with its mouth open and drooling, with "Z z z" above its head. At the bottom, there is a block of Bengali text: "ব্রুকবন্ড তাজা সকাল এখন আরও এক্সাইটিং, আরও বিনোদনে ভরপুর। নিয়মিত সব আয়োজন ছাড়াও থাকছে নতুন সেগমেন্ট Brookbond Taaza Wake up Call! আপনি যত বড় ঘুমকাতুরে-ই হোন আপনাকে ঠিক সময়মতো জাগিয়ে দেবার দায়িত্বটা আমরাই নিয়ে নিচ্ছি। বিস্তারিত জানতে টিউন করুন ৮৯.৬ এ-প্রতিদিন সকাল ৮টায়।" At the bottom left is the "radio TODAY Fm 89.6 The 1st Private Radio Station" logo. At the bottom right is the slogan "তাজা হয়ে যাও!" next to images of Taaza product packaging.

b) **Reminder call segment- Taaza-Mone Ache Toh?**


Rational: The idea was, to make a character who forgets everything, so his friends or someone writes the notes (to remind him) on a stick pad and stick that on his back so that somebody else will see it and remind that to him.




এবার ভুলে যাবে সাধ্য কা!
ব্রুকবন্ড তাজা সকাল নিয়ে এলো তাজা মনে আছে তো!



ব্রুকবন্ড তাজা সকাল এখন আরও এক্সাইটিং, আরও বিনোদনে ভরপুর।
নিয়মিত সব আয়োজন ছাড়াও থাকছে নতুন সেক্সমেন্ট Brookebond Taaza মনে আছে তো!
আপনার কাজের লিস্টটি যতই বড় হোকনা এখন সবকিছুই সময়মতো মনে করিয়ে দেবার দায়িত্ব আমাদের।
বিস্তারিত জানতে টিউন করুন ৮৯.৬ এ-প্রতিদিন সকাল ৮টায়।



তাজা হয়ে যাও!



c) **Good news of the day segment-** Taaza Refreshing News

Rational: People usually get refreshed by taking bath. So, Ogilvy thought of refreshing news like the water of the shower. The layout will convey it all.



এবার সুখবরে ভেসে যান!
এলো Brookbond TAAZA REFRESHING NEWS!

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নিয়মিত সব আয়োজন ছাড়াও থাকছে নতুন সেগমেন্ট **TAAZA REFRESHING NEWS!**
যেখানে আপনাকে জানিয়ে দেবো প্রতিদিনের সবচেয়ে ভালো খবরটি।
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The 1st Private Radio Station

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5.7 Client's Feedback:

Unilever was very happy seeing these two routes but they finally selected the Radio character route. Ogilvy was also very happy when they saw the client was finally satisfied & thus all of their efforts were fruitful.

THE END