

Agony

# Functions of Client and Service Department in Context of Ogilvy Bangladesh

**By**

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An Internship report submitted of the requirements for the degree of  
Bachelor of Business Administration

**To**

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September 07, 2014

Suntu Kumar Ghosh  
Assistant Professor  
BRAC Business School  
BRAC University

Subject: **Submission of internship report**

Dear Sir:

During my internship attachment with Ogilvy & Mather Bangladesh, I have learnt a lot and I had been given the responsibility to not only look after one account, but work with several accounts like Unilever, Bkash, Edison Properties, Symphony, Aarong, Mi-amore, BATB etc, so that my learning is more widespread. In the course of this internship, I got to learn how advertising is not all about producing billboards and TVCs, but how it has integrated itself into a vast network and how it intends to get into a consumer's lifestyle rather than bombard them with information. Which is why, the topic I have decided to work on is the Evolution of Advertising and how Ogilvy Bangladesh has adapted to the changes and how those changes reflect on their campaign effectiveness.

I have also gotten the chance to experience what life is like in the corporate 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,

Mahmuda Sarker

# 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 honourable 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, Suntu Kumar Ghosh Sir 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 research 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:

□ Mohammad Yusuf, Associate Account Director, Ogilvy Bangladesh  
(Accounts: Symphony)

□ Minhaz Huda, Senior Account Executive, Ogilvy Bangladesh  
(Accounts: Symphony, Edison Properties, B-Kash )

□ Foyzul Kabir Morshed, Account Executive, Ogilvy Bangladesh  
(Accounts: Unilever, Mi- Amore)

## 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 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. However, in a country like Bangladesh, change comes at a glacial pace. Advertising really hasn't completely moved away or even "far away" from its conventional methods for that matter in our country. Creativity is nurtured and encouraged but very few clients can completely trust their agencies do come up with something ground breaking in their campaigns. Billboards, print ads and TVCs are still used significantly for a campaign whether or not they are required, and this happens mostly in cases where the client is head strong about its decision and doesn't want to risk not adhering to the traditional mediums of marketing. In a country like Bangladesh, exceptionally innovative ideas in marketing campaigns, especially guerrilla advertising that is widely popular abroad, can be rarely implemented because clients feel out of zone and unsure about using them. But this client-agency gap doesn't stop agencies from trying to come up with newer and more innovative marketing ways and pitching them to the client. Ogilvy Bangladesh has been successful in getting its long term customers to trust in them to provide the best marketing and advertising solutions and stepping outside the box when it came to creative advertising. This report analyses how this agency has successfully pulled off creative campaigns and implemented various innovative ways of branding, not just sticking to the conventional methods. The report also examines some of the award winning Ogilvy Global campaigns which demonstrate the gap and the scope our country still has in shifting to a more dynamic and pioneering way of advertising.

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Agility

# PART 1

## INTRODUCTION



My internship attachment was with Ogilvy & Mather Bangladesh Limited; a dynamic organization with wonderful work ethic and environment. In my 3 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, its clients and its values.

## **Organization Overview**

Ogilvy & Mather Communications Private Limited is part of the global advertising agency Ogilvy & Mather Worldwide. With 497 offices in 125 countries; O&M as it is commonly called, is one of the largest marketing communications group in the world.

### ***Mission:***

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

### ***Vision:***

O&M plans to increase its operations for the global clientele. The company plans to establish two development centres, one in Bangalore focused on Database Marketing and B2B Communications and The other to do the „creative“ for international clients like Perfetti and Coke, concept development onwards. O&M plans to increase the workforce engaged in database management and other back-office.

Ogilvy & Mather Worldwide divisions include Ogilvy One (direct marketing to individuals), Ogilvy Interactive (marketing through Web sites and wireless devices), and Ogilvy Public Relations Worldwide. Ogilvy Public Relations Worldwide offers services, including consumer marketing, corporate branding, public affairs lobbying, and creative media. Ogilvy PR operates two specialist units: B/W/R, a corporate entertainment firm, and Feinstein Kean Healthcare (FKH), a service firm specializing in biotechnology and the pharmaceutical industry.

Ogilvy & Mather Worldwide is a subsidiary of WPP Group plc. Based in London, WPP is one of the world's largest communications services groups employing over 97,000 people working in as many as 2,000 offices around the world. WPP Group's advertising agency holdings include the Grey Worldwide, JWT, Ogilvy & Mather, The Voluntarily United Group and Y&R. Its media investment management company holdings are operated by GroupM, and include Mediaedge: Mindshare, Maxus and MediaCom.

In Bangladesh, Ogilvy & Mather is a joint collaboration with Marka, of which O&M Worldwide owns majority stake. It started formal operations on October 1st, 2008.

The contact details are given below:

Contact details: 2 Bir Uttam A. K. Khandakar Road (5th Floor), Mohakhali C/A, Dhaka 1212, Bangladesh.

Tel: (+880 2) 9858336-8; Fax: (+880 2) 985 8149

Personnel: Director - Fahima Choudhury

Website: [www.ogilvy.com](http://www.ogilvy.com)

## **History**

Ogilvy & Mather was founded in 1948 by advertising legend David Ogilvy, as "Hewitt, Ogilvy, Benson & Mather." It quickly established itself as a leading agency worldwide by the 1960s through a policy of building brands through advertising. Ogilvy & Mather has helped build recognizable brands. The quality of our network is based on the strength of our international network, our local strength and depth across all communication disciplines, our culture of collaboration and our people like BAT, American Express, BP, Cisco, Ford, Gillette, DuPont, Johnson & Johnson, Shell, Barbie, Maxwell House, IBM, Kodak, Kraft, Lenovo, Mattel, Motorola, Nestlé, SAP, Nestlé, Unilever brands Pond's & Dove and Yahoo.

Integrated in the firm's corporate culture is Ogilvy's concept of-

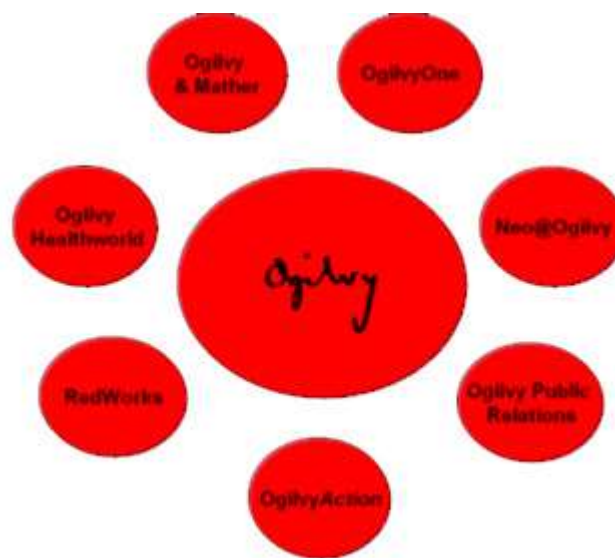
***360 Degree Brand Stewardship:*** As Brand Stewards, the agency works to leverage the brands of its multinational clients by combining local know-how with a worldwide network, creating powerful campaigns that address local market needs while still reinforcing the same universal brand identity. The hallmark of the agency's brand-building capabilities is 360 Degree Brand Stewardship, a holistic look at communications, using what is necessary from each discipline to build a brand. We believe our role as 360 Degree Brand Stewards is this: Creating attention-getting messages that make a promise consistent and true to the brand's image and identity. And guiding actions both big and small that deliver on that brand promise. To every audience that brand has. At every brand intersection point at all times.

***The big ideal:*** Many of the most powerful brands are built not just on ideas, but on ideals. The addition of that one 'L' makes all the difference. An 'ideal' is a higher purpose that rallies support for the brand from many quarters, both inside and outside the company that provides a platform

for all sorts of great ideas over time, and that generates real support and ultimately demand. A big ideal is not quite the same as a positioning. A brand's positioning could be based on a purely functional benefit; that it washes whiter or lasts longer. An ideal, however, contains an inherent point of view: it is 'a conception of something in its perfection': a view of how things should be, of how life should be, of how the world should be. It's not purely functional. It's a belief system which drives everything that a brand does and helps it to attract widespread support. It's something to be voted on by consumers and stakeholders who have a bigger vote than ever before.

### **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.



Ogilvy & Mather is one of the largest marketing communications networks in the world. In 2012, O&M was named Cannes Lions Network of the Year and Most Effective Agency Network by the Effies Global Effectiveness Index. Continuing this trend, Ogilvy & Mather was also named CLIO Agency Network of the Year for 2013. The company is comprised of industry leading units in the following disciplines: advertising; public relations and public affairs; branding and identity; shopper and retail marketing; healthcare communications; direct, digital, promotion and relationship marketing; consulting, research and analytics capabilities; branded

content and entertainment; and specialist communications. O&M services Fortune Global 500 companies as well as local businesses through its network of more than 530 offices in 126 countries.

**Global Leadership:**



**Shelly Lazarus, Chairman**



**Tham Khai, Worldwide Creative Director**



**Miles Young, Global CEO**



**Paul Heath, CEO, Asia**



**Tim Isaac, Chairman, Asia**



**Eugene Cheong, Creative Director, Asia**

**Ogilvy Bangladesh, Local Leadership:**



**John Goodman, Chairman**



**Paul Heath, Managing Director**



**Fahima Choudhury, Director**

## **Major Functions:**

### **Services Provided by O & M**

O & M is operating in the advertising industry of Bangladesh since 2008. The services provided by this organization are:

- Advertising;
- Promotional Campaigns;
- Creating Communication Strategy for the respected clients;
- Organizing Events;
- Designing Promotional Activities for the Clients; and
- O & M has its remarks in both the print and digital media.

Clients of O & M:





## **Clientele**

### ***O & M Worldwide***

Globally Ogilvy & Mather Worldwide manages a diverse portfolio of clients across various industries. Ogilvy's rich global portfolio of clients include BBC, BP, Coca-Cola Co., Glaxo SmithKline, 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. Ogilvy PR Worldwide's division B/W/R is dealing with media relations for celebrities such as Ben Affleck, Brat Pitt, Michael J. Fox, and Reese Witherspoon. Finally, several governmental bodies stand amongst Ogilvy's clients.

### ***O & M Asia Pacific***

In South Asia, Ogilvy & Mather Worldwide is the largest communications solutions provider with industry leading clients such as Hutchison Essar, Discovery Channel, Maxis Malaysia, Kotak Mahindra, Motorola, Perfetti Van Melle, Sprite, Nestle, Cadbury India, Fevicol, Asian Paints, LG India, Titan and Bajaj Autos etc..

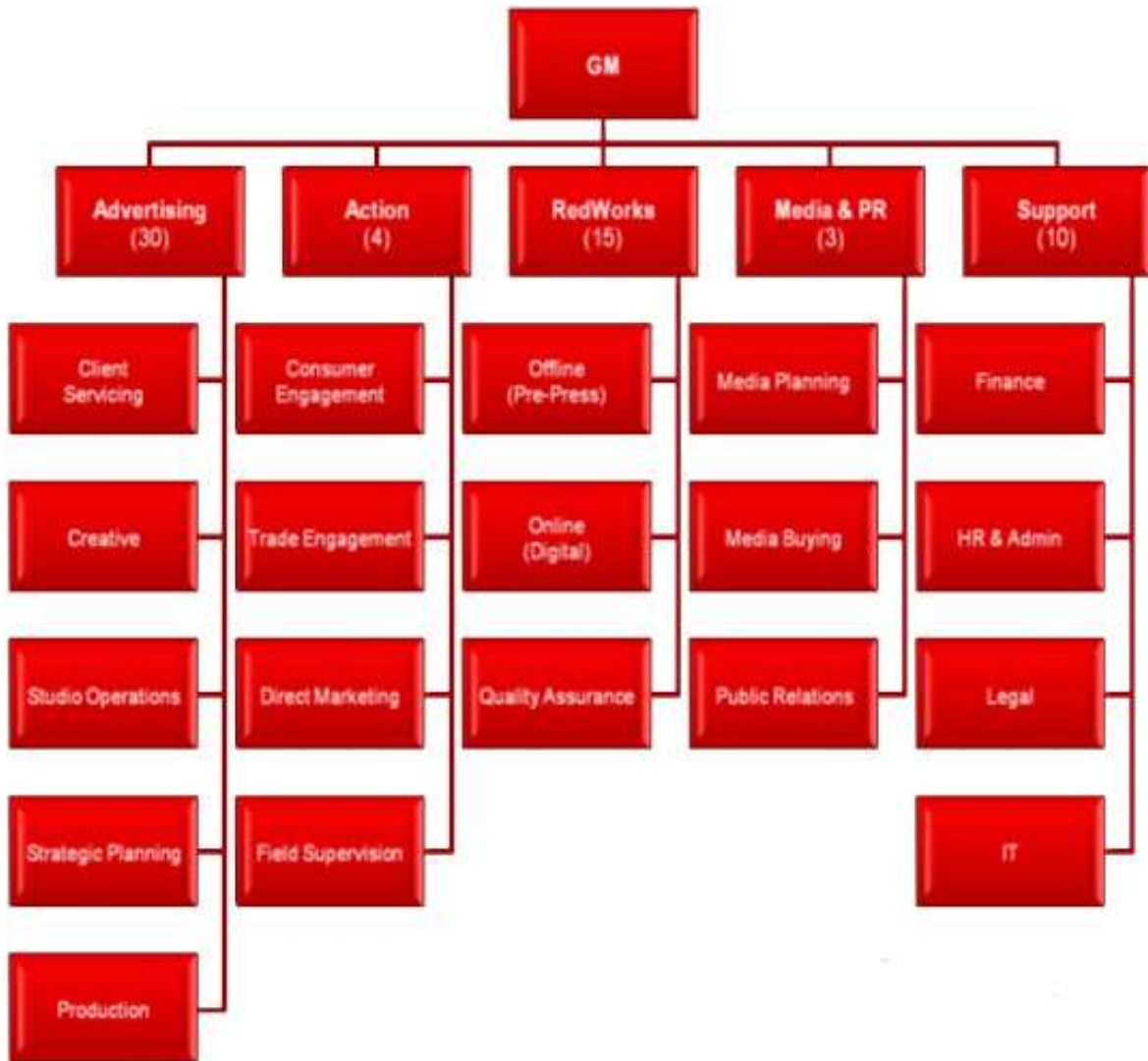
### ***O & M Bangladesh***

O&M Bangladesh has many reputed local clients. Such as British American Tobacco Bangladesh, Aarong, Teletalk Bangladesh Ltd., Acme Agrovet & Beverages, Kollol Group, Homebound, Shah Cement, GQ Group, Partex Holdings, Saudi Arabian Airlines, Yusuf Flower Mills Ltd., Concord Group, Olympic Industries, BTO, Shanta Properties ltd. etc. as well as initiate association with global clients as Unilever Bangladesh, HSBC, Kraft Foods, Motorola etc.

### **Organogram**

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.



A red square containing the word "Agility" written in a black, cursive font. A small yellow dot is positioned above the letter 'i'.

# **PART 02**

## **DEPARTMENTS**

## **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 client's ratings have been phenomenal.

### **Timeline:**

June 2006: Ogilvy & Mather was registered in Bangladesh as a Joint Stock Company  
December 2006: Merged with Marko, 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.

### **The Ogilvy Bangladesh Management Committee**

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

Fahima lives advertising. Born into a family that pioneered and shaped the advertising industry in Bangladesh, Fahima 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.

***Tanvir Hossain, Senior Executive Creative Director***

Although a graduate in Applied Physics, it was hard for Tanvir to deny his chemistry with Advertising. In July 2010, Tanvir joined Ogilvy & Mather Bangladesh and since then everyday has been diverse. He has been bestowed upon clients such as, Aarong, Perfetti, The Daily Sun, Unilever, BATB, Kai-Altech Group, Bashundhara Group and many more.

***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 armoury 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.

***Sabih Ahmed, Senior Account Manager***

Acknowledged as one of the Top 10 Young Suits in Ogilvy Asia Pacific for 2011, Sabih is also a winner of Ogilvy's most prestigious training event, Ad Champs in 2010. He's currently the account head for the Perfetti Van Melle and Kraft Foods businesses in Bangladesh. Former and other accounts include HSBC, Motorola, DHL Express, Novo Nordisk, Mutual Trust Bank, and Shanta Properties.

**Chief Executive Officer:** He is the key person and owner of the firm. He makes all sorts of major decisions regarding the agency. He directly takes care of the works of high monetary involvement and multinational clients. He also deals with the potential new clients and making the strategic planning of the firm.

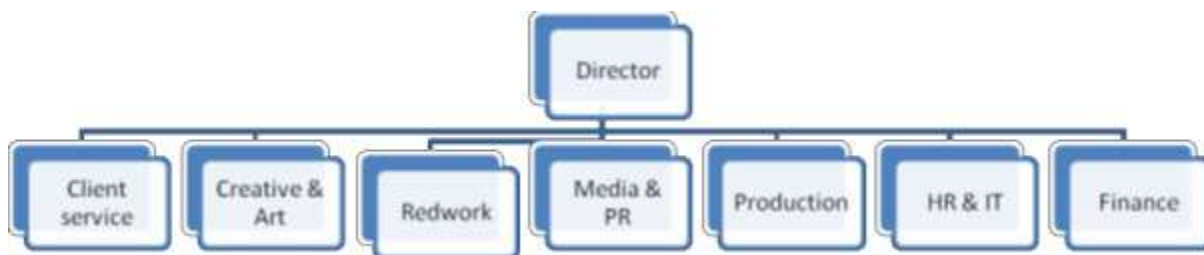
**Media Planning and Operation:** This is the agency's hard-dealing section. The media manager is tuned into the latest updates in the local media industry. His main job is to get their clients the most effective media deals at the most competitive prices. Media planner plans how a promotion will go to media & also select appropriate media for a particular promotion.

**Production Manager:** The task here is to organize the production of advertising throughout the agency, according to a set timetable, so that advertisements are delivered on time. He is a progress chaser and responsible for different printing and binding works to deliver the clients.

## Briefly Departments:

Advertising Agencies generally prefer those individuals who have a creative bend of mind, can think independently but work well in teams. If anyone is interested in pursuing a career in advertising, he/she must be highly goal driven and work well in time pressures. Since this industry is very competitive, you must be willing to give your best at all times to make a successful career.

Let's take a look at some of the exciting & profitable career options within the various departments of an Advertising Agency / Advertising Industry.



### ***Chief Executive Officer***

He is the key person and owner of the firm. He makes all sorts of major decisions regarding the agency. He directly takes care of the works of high monetary involvement and multinational clients. He also deals with the potential new clients and making the strategic planning of the firm.

### ***Business / Client Servicing / Account Services Department***

Jobs with Ad Agencies - This department play a major role in generating business and handling various accounts of Advertising Agencies.

□ **Account Manager:** The Client Servicing department forms the link between the client and the advertising agency. The Account Manager is the face of the ad agency and I responsible for clearing understanding the clients' needs and expectations. Once this is done, it is the Account Manager's job to communicate to his agency what the client needs from the agency. This makes the job of the Account Manager very crucial. The Account Manager must be a level headed person with strong communication skills and a pleasant personality. There are three

Account Managers who handle one or more clients. They maintain the liaison between the agency and the client. They are responsible to understand the client's needs and the business and the industry and interpret these needs to the agency. Conversely, the managers present the agency's proposals, ideas and work to the client. The Account managers are directly responsible to the Group Account Director. He leads negotiation for new and renewal.

Business and direct policy matters such as whether or not to accept certain accounts especially if there is any risk that they may conflict with existing accounts.

□ **Account Executive:** Advertising executives usually report to an account manager. The account executive is mainly responsible to gain knowledge about the clients business, profit goals, marketing problems and advertising objectives. The account executive is responsible for getting approved the media schedules, budgets and rough ads or story boards from the client. The next task is to make sure that the agency personnel produce the advertising to the client's satisfaction. The biggest role of the account executive is keeping the agency ahead of the client through follow-up and communications. Advertising account executives work within agencies, acting as a link between the clients and the agency. Advertising account executives liaise closely with their clients throughout campaigns, often on an every-day basis. They manage administrative and campaign work, ensuring that this is all completed on time and on budget.

## **Creative Department Jobs**

Within an Advertising Agency - The creative department is responsible for brainstorming, planning and combining ideas to create the actual advertisements.

□ **Creative Director:** It is responsible for overseeing and managing the overall responsibilities of the creative department. Usually an experienced person with a creative bend of mind.

□ **Copywriter:** It can also be called as a wordsmith. Generally a person having the ability to create magic with innovative use of words is called a copywriter. The copywriter is responsible for transforming ideas into words, writing the body copy for advertisements etc. The copywriter is responsible for writing the wording of advertisements. Copywriting is the art of writing selling messages. It is salesmanship in print. The copywriter should work closely with the visualizer and typographer to obtain artistic and typographical interpretation of his/her copy. He/she converts the selling proposition to persuasive selling ideas, creating themes or copy platforms for campaign.



□ **Art Director:** It is an artist with strong visualization & drawing skills. This is the person who oversees the work of graphic artists. In some smaller agencies, the Art Director takes the complete responsibility of designing and converting ideas into awe-inspiring visuals within an ad - from ad layouts, to storyboarding and compilations.

### ***Visualizer***

The Visualizer performs all the works like visualizing, layout design, typography and all other creative tasks. He interprets in visual the copywriter's ideas. There is a team of 6 visualizers in O & M

## **Research & Media Planning Department**

Careers within an Advertising Agency - This department is responsible for picking out the best combination of media tools for broadcasting the advertisements.

□ **Media Planning and Operation:** It selects an optimum mix of media vehicles that will provide maximum visibility to the ads resulting in maximizing sales of the client's products. The media planner must have a thorough understanding of the client's products, target customers and their buying patterns along with knowledge of each media vehicle. This is the agency's hard-dealing section. The media manager is tuned into the latest updates in the local media industry. His main job is to get their clients the most effective media deals at the most competitive prices. Media planner plans how a promotion will go to media & also select appropriate media for a particular promotion. The planning arm of an advertising company is geared with skills of analysing survey data, polls and other market research to gauge the target market of clients. Planning professionals are often well versed in mathematical modelling, project design and communications methodology. The training for all the above skills is given in the form of internship or management trainee. The young passionate are hired and are given practical exposure in their areas of interest.

□ **Researcher:** The market research department / executives are given the responsibility of researching and studying consumer buying patterns and behaviour. This individual must be able to analyse data and information resulting from customer surveys and other analytical studies.

□ **Strategy:** The planning department starts their understanding of the client with a market research. They understand the market behaviour by observation, customer interviews and secondary research on the internet, newspapers, magazines, etc.

### **Style**

The style of decision making is:

□ **Top Down approach-** The information flows from the top management about new leads and client needs.

□ **Participative-** Where review meetings are held on a daily basis and new ideas are discussed. Even the media decisions are taken in the same manner.

### ***Production Manager***

The task here is to organize the production of advertising throughout the agency, according to a set timetable, so that advertisements are delivered on time. He is a progress chaser and responsible for different printing and binding works to deliver the clients.

#### □ **Red Works**

It was established as a SBU of Ogilvy Bangladesh, geared to provide support in studio production of offline and interactive projects. The 10 member team performs miracles, with same-day turnaround for projects – for fastidious clients like Rolex, Dove, Time Warner Group, and American Express



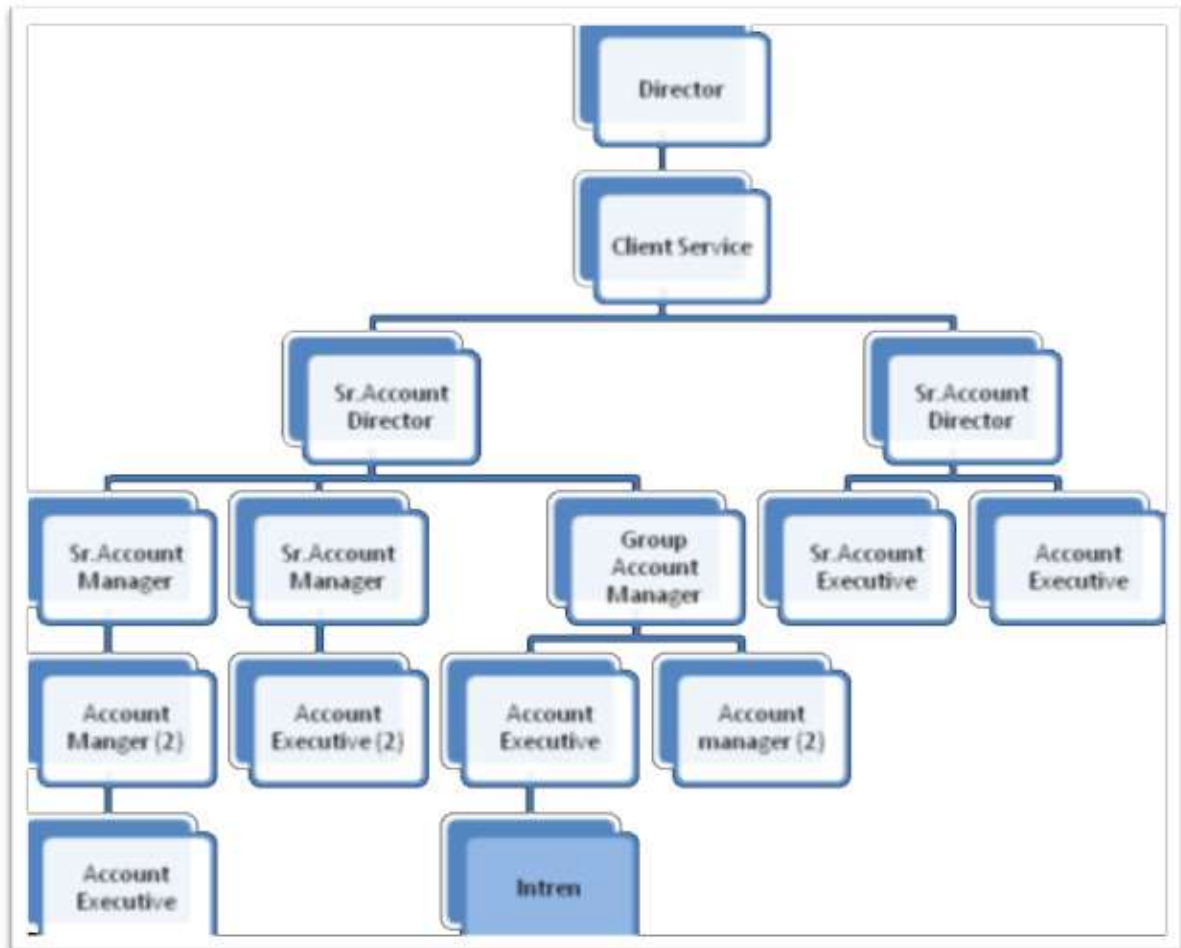
Agility

**PART- 03**

**Client & Service  
Department**

## Client-servicing:

Client Service plays a significant role in our agency and to continue work with our clients it is very much needed to keep them delighted with quality service. From the service quality gap model I have learnt that the less the gaps the more the quality of service.



### Key Positions in Account Services

Let's take a look at the major roles of the account services department. These are the key positions; many departments will have additional roles within these, including junior and senior positions. In smaller shops, there may only be a few people to do the work of many.

### **Account Coordinator**

The entry-level job in the account services department, the account coordinator is learning role for a graduate or someone new to this side of the business. Although a lot of time will be spent on the administration side of the account, this is a stepping stone to the many duties of an Account Executive.

### **Account Executive**

This Account Executive (AE) plays a major role in any advertising agency. Typically, an AE is assigned to just a few (or sometimes only one) of the many accounts on the agency's client roster. This is because the AE needs to have an intimate understanding of their client's core business, and also ensures that a strong working relationship is established between the client and the AE. The AE will usually take assignments from the client, working with them to create a creative brief for the creative department. The AE will also handle budgets, pitches, timing of jobs (in conjunction with traffic) and the day to day running of the account. The AE will report to the Account Manager, or sometimes to the Account Director.

### **Account Manager**

A more senior role, the account manager will be the main point of contact on one or two specific accounts. While they may not oversee the day-to-day running of the account, they are responsible for managing that account and maintaining an excellent client relationship. The account manager will establish budgets with the client, be there for conflict resolutions, ensure timely deliverables, write creative briefs and approve payments to and from the client.

The account manager will also be in charge of contracts and contract renewals, quality control on the account, and actively pursue new opportunities with the client. The more opportunities, the more work (and money) for the agency. Above all, the account manager will know more about the account(s) her or she is assigned to than anyone else in the agency. They are the go-to person on that brand. The account manager will report directly to either an account director or agency director, providing input on all account activity.

## **Account Director**

The account director steers the account services ship in the same way a creative director steers the creative department. Account directors know their own company's structure and workings inside and out, and also have exceptional business skills and salesmanship. Most agencies will have an account director pitch new work alongside the creative director. One provides insight into the creative work; the other gets the client to understand why it's good for their business. A truly excellent account director will also be a very strategic and disciplined thinker, providing excellent creative briefs when necessary, and assisting in the overall direction and execution of each campaign.

## **Major functions of Client and Service Department:**

Advertising agencies depend on several key departments to function. They all form part of the bigger picture, and the agency would fall apart without any one of them. That includes the account services department, which is the conduit from the agency to the clients on the roster.

It is the job of the people within the account services department to keep the work flowing into the agency, by establishing good relationships with clients and constantly keeping the temperature of the work being done. When a client relationship starts to go sour, for whatever reason, the members of the account services department will know about it before anyone else. It is their job to be proactive and maintain a good working relationship, because with clients, there is no agency.

### **Super vision:**

Super vision is an important task of client and service department. Mainly Account Executive have to supervise all the things.

### **Interpersonal Category**

The roles in this category involve **providing** information and ideas.

**1. Liaison** – I have to communicate with internal and external contacts and also I am working on networking effectively on behalf of my organization.

### **Informational Category**

The roles in this category involve **processing** information.

**2. Monitor** - In this role, I regularly seek out information related to our organization and industry, looking for brilliant ideas that have already been executed. I also monitor creative department on a regular basis to keep them on track.

**3. Disseminator** - This is where I share potentially useful information with my team.

**4. Spokesperson** - Managers represent and speak for their organization. In this role I am responsible for transmitting information about my organization and its goals to the stakeholders.

### **Decisional Category**

The roles in this category involve **using** information.

**5. Negotiator** – Sometimes I have to take part in important negotiations with different suppliers.



Agility

# **PART- 04**

## **MY JOB RESPONSIBILITY**



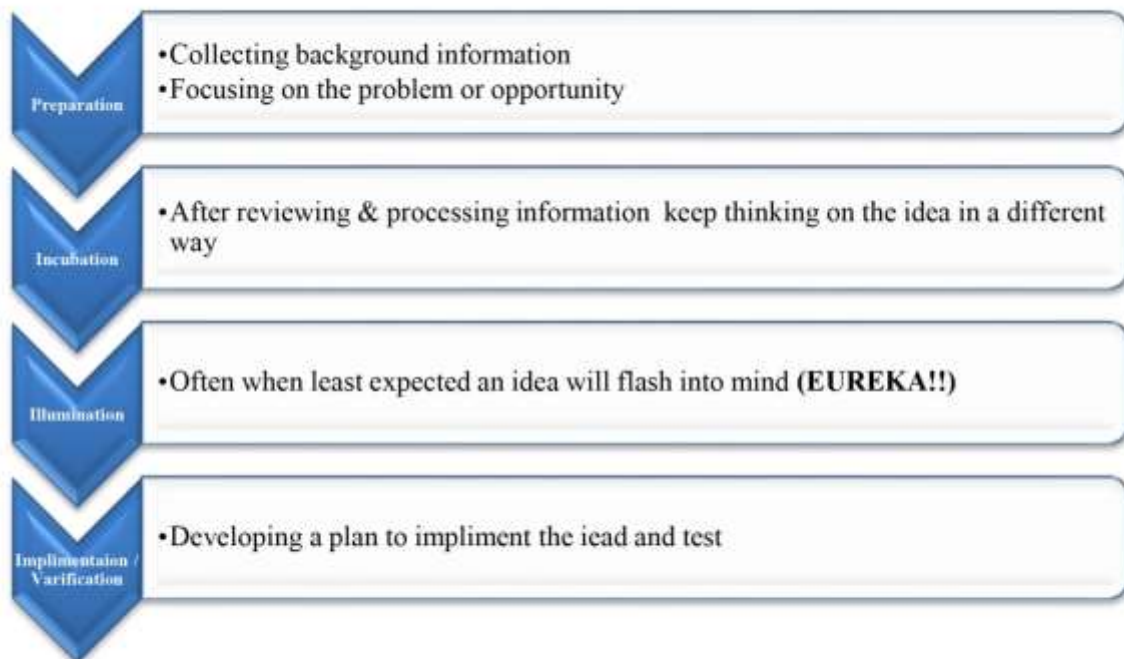
**My job responsibility as an intern:**

As per the academic rule I must have to do three months internship. I did my internship in Ogilvy & Mather Bangladesh. It is situated in 2 Bir Uttam A. K. Khandaker Road, Mohakhali, Dhaka 1212. The internship period started on 5th of June, 2013 and ended on 5th August, 2013. During this internship period I worked in Account Management department. I had some responsibilities related to recruitment and selection. The specific responsibilities of mine during this internship period are given below:

1. I was in the Client Servicing department where the key task was to maintain strong relationship with the existing clients and attaining new ones. It is more like retaining and attaining clients.
2. My tasks involved assisting my supervisors by getting the list of work get done by the employees in the creative department. The team with whom I worked with was in charge of brands like British American Tobacco Bangladesh, Symphony, B- Kash, Unilever Bangladesh Limited.
3. I learned how to communicate with the personnel of the creative department and get the work done from them and deliver that to the client.
4. In the meantime of my internship I have experienced a couple of advertisement like Mi-Amore bill board, Symphony press, Symphony TVC.

## Other Responsibilities:

- 1. Generating Ideas:** As I work in an ad Firm, Ogilvy & Mather, one of the most important issues is to generate unique ideas for different campaigns. For example: To promote one of our clients in Ramadan, we are thinking of an innovative idea which will be first of its kind in Bangladesh and I gathered some excellent ideas already. As Ogilvy does not reveal its marketing strategies before launching, I am just bound not to clarify and share different views only.



**Figure: The process of creative thinking**

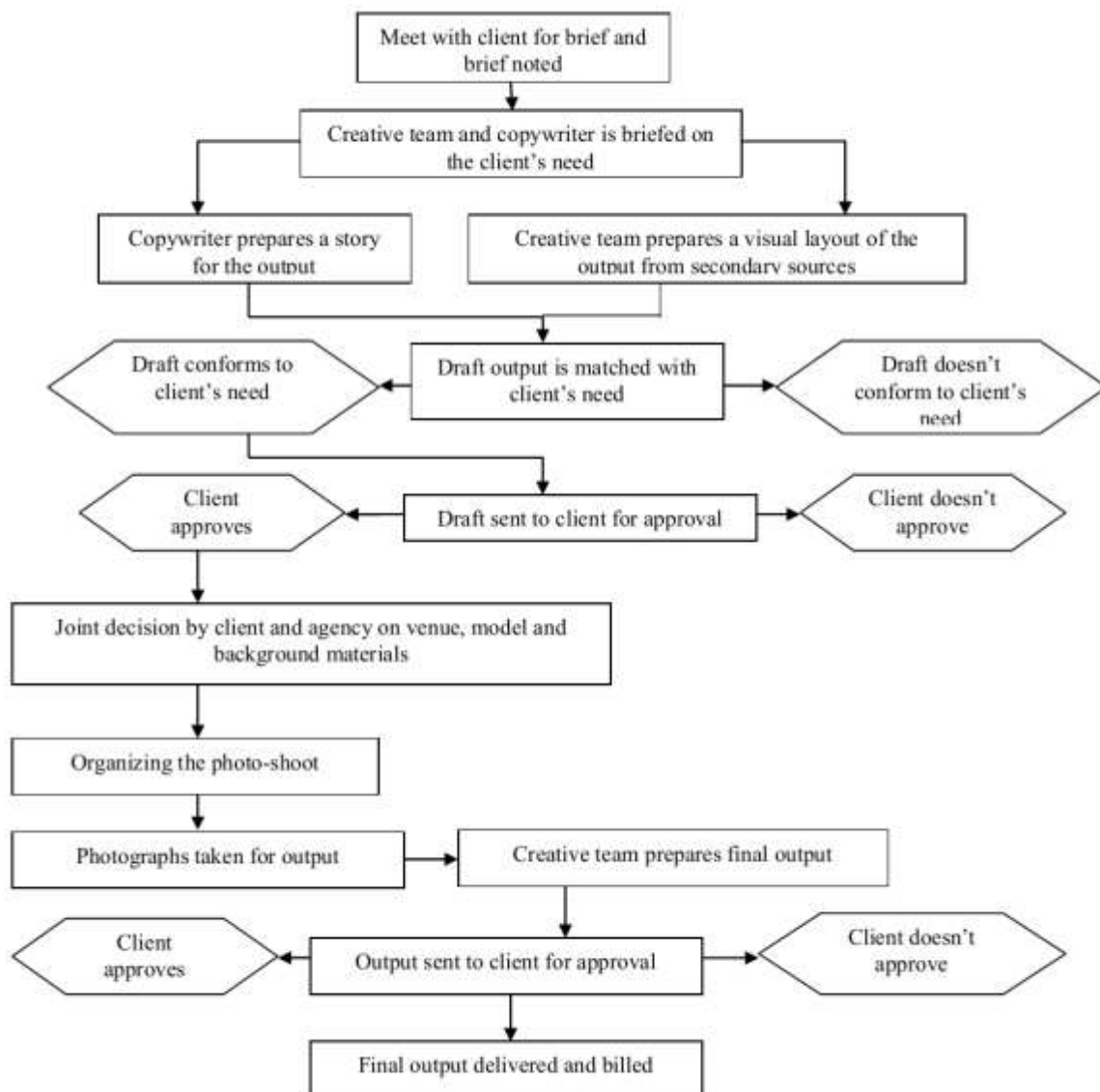
- 2. Team Work:** In our organization employees are divided into groups or teams. It is very important to make a good working relationship with the group members as well as the other employees of the office. Again, it is an open secret that everyone must maintain a good relationship with the stakeholders also. As I was new in the office, I realized that it was my responsibility to make good relationship with my group members and with their great support I could cope up very fast on this matter.

- 3. Client-servicing:** As an intern in Account Management, my main job is to make sure my client is delighted. My superiors notify me about our clients' requirements and I consult with the creative artists and brief them about the designs and I think I'm quite good at it. I am claiming so because it's always pretty tough for anyone like me who is a fresh new comer intern to make another department do the job for my team.
- 4. Day-to-day Operations:** I have to maintain some day to day operations in both accounts management and creative Dept. It includes follow up of on-going campaign, approved campaigns, press ads etc. Sometimes I get the opportunity also to show my skill on Graphic designing tools when all the hands of creative department seems to be busy.
- 5. Supervision:** Another job of mine is to supervise the creative designers regularly so that they can deliver their works within time and also to guide them through their designing process so that they don't get off the track. As it is very important to make sure that the creative dept. follows my direction I have made friendly relationship with them. Hereby I feel proud to implement my leadership qualities too.
- 6. Dispatch:** Sending the right outputs to the right places at the right time is also my job which till now I have been doing very efficiently. For example: a press ad design (Column Branding) of TANG will go to 4 different magazines (Anyadin, Ananda Bhuban, Binodon & Canvas) and 2 newspapers (Samakal & Dhaka Tribune) for Ramadan Campaign, so it is very important to make sure the designs adapted to different magazines and newspaper's sizes are reaching their destined location before deadline, otherwise it will be a mess. The responsibility of Dispatches of outputs is to confirm the right delivery of outputs to right places at the right time.

## Developing layouts based on client's need:

During my internship I was entrusted with the work of coordinating and developing some layouts for various products of Mi- Amore Premium Ice-Cream although the experience of developing each of these layouts differed from one another, the work process in general followed the structure shown in the flowchart below.

### Flowchart on developing layouts (Advertising products) :



A red square containing the word "Agility" written in a black, cursive font. A small yellow dot is positioned above the letter 'i' in "Agility".

Agility

# **PART-05**

## **PROJECT WORK**

# PROJECT WORK: 01

**Clients Name: B-Kash**

**Products Name: Van- Branding**



B-Kash wanted to promote their brand through van-branding. They wanted six vans that will be visited to our six districts of Bangladesh. For this reason, they gave their requirements to us to promote their brand.

First of all, we have to talk about their requirements with our creative department. Then our creative team asked us what type of car our client wants to use. Then we provide them the information that our client wants to use Hi-Ace car and we also the size of our design which will be imposed on the van. Then our creative team created a design for the Hi-Ace car that we sent to our client (B-Kash). They gave us some feedback which they wanted to change in that design. Then we provide their feedback to our designer. They again made a new design according to their requirements. In that design our designer used an image of mother and son. That design was conveyed a message “Mobile balance recharge korun B-kash a, jekono shomoy jekono jaygay”. They also used an image of mobile phone where we used their name of services. Our designer also used their logo in that design. This was their Van- branding.

While we Design their van, we kept four things in our mind and these are:

- **Attention** – We need to attract people’s attention with interesting and unusual graphics, use colours that stand out and interesting typefaces.
  
- **Interest** – We need to gain their interest in what we do with a unique selling point, such as a swift response, great rates or excellent customer service.
  
- **Desire** – We need to hook them in and make them want to get in touch and use your company.
  
- **Action** – We need to make it easy for people to get in touch, with a memorable phone number or web address.

It might sound a lot to achieve with simple **van sign writing**, but the closer we can get to the above, the harder our **van branding** will work. Remember, potential customers may only get to see our van briefly at the traffic lights or on the road, so our message needs to have immediate impact and your ‘call to action’.

### **Improving your company image**

As well as being a mobile advert for your business, **van branding** also forms part of the overall image of our business, so we should be careful not to go overboard with your branding. It should sit well with all other elements of your business branding.

That said, turning up in a smartly branded van will make a far better impression than a plain white transit that we could have hired that morning. It’s all about customer confidence, and a nice paint job will create an excellent first impression.

# **PROJECT WORK- 02**

**Clients Name: B-Kash**

**Product Name: Drama Script for promoting Air-time Service**

**B-kash** also wanted to organize a drama on street or village hut-bazaar or universities campus to promote their “Buy Airtime” service. So they wanted a script to organize this drama. So, I had to communicate with my client about which type of drama they wanted to organize. Then they told me that most of the people of Bangladesh don’t know about their “Air time Service”. So they wanted to organize a drama by which they can give some messages and did advertisements for this service to their customers. They wanted 3 scripts, one for university, another is for village hut-bazaar and another is for street. Then, I had to provide their requirements to the script writer team. Then they took 2days to write that script. After writing that scripts, I provided that to my clients.



# PROJECT WORK-03

**Clients Name: B- Kash**

**Product Name: Ki-Osk Design**

Kiosh

Top, Size: h-6" X w-24"



Bottom, Size: h-30" X w-23"



B-Kash also wanted a Keyosk design to advertise their “Buy-airtime” service and they told us to use that same image in this design. So I provide their requirements to our creative team and they made this design where they first used “Buy Airtime” logo and then used hat image where they gave the same message “Mobile balance recharge korun jekono shomoy, jekono jaygay”.

# PROJECT WORK- 04

Clients Name: Symphony

Product Name: Newsletter for Rainy Season



Edison Properties made a newsletter after 3 months repeatedly. So, they wanted a newsletter for the month of July- September. This whole project was under my supervision. So, I had to communicate with client time to time. They wanted a newsletter where there will be a flavour of rainy season. So I suggested them to use an image of rain on the bottom of newsletter. They agreed with me and they gave me some images and editorial to use in that newsletter. After getting all the materials, I sat with my creative designer and gave all the information and he made a dummy design for this newsletter. My client gave me 11 times feedback for this newsletter because they were confused with the design. After that they gave me the approval to send them output. Then, I provided them the output.

# PROJECT WORK-05

**Clients Name: Unilever**

**Products Name: Internship cut-out**



Unilever arrange an internship programme in different university to select talented interns for their organization. They arrange this programme after four months repeatedly. So, they wanted total 5 cut-outs for NSU, BRAC University, IBA, EWU, and IUB. So, they wanted cut-outs where there will be their colourful blocks and logo of Bizleaders , internship and Unilever logo too. So, they provided me all information that will be used in those cut-outs. After that I provided all the information to my creative designer and he made these cut-outs. Sometimes they gave me feedback to change something. I also changed the design according to their feedback. After getting their approval, I sent them the output.

# PROJECT WORK- 06

**Clients Name: British American Tobacco**

**Products Name: Magazine Cover page**



Every Year British American Tobacco made a magazine. So they wanted a cover page for the magazine of 2015. So they sent me an image and editorial to use that cover page. I provided that information to my creative designer. After that he made the cover page according to the client's requirements. I sent that cover page to my clients. After locking that design, they gave me the approval. Then I provided them the output.

# PROJECT WORK- 07

**Clients Name: Unilever Corporate**

**Products Name: Meeting Room poster**



Unilever wanted a poster which they will use in their meeting room. They provided me their previous design and told me to make some changes in that design. They also provided me 7 rules of doing effective meetings. So, I provided that information to the creative team to make that design. They made this design and after locking this design. I sent the output.

# PROJECT WORK-08

**Clients Name: Unilever**

**Products Name: Pillar branding**

Size : 1.2' x 3'



Size : 1.2' x 3'



Size : 1.2' x 3'



Unilever wanted some banners that they will use in their pillar. That's why this is called pillar branding. They gave me the size and provided some image and information. They told me to use different colourful blocks and the logo of bizleaders , Unilever and MADE BY YOU. So, I provided that information to the designer and he made the design. Then I sent that design and my client gave me some feedbacks to change in that design. So, I told to my designer to make corrections and he did this. Then, I sent this new design again to them. After locking this design, I told my designer to make output. Then, I sent the output to them.

# PROJECT WORK-09

**Clients Name: Symphony**

**Products Name: Press layout**



Symphony wanted a press layout for their classic range mobile phone. They provided me some image of mobile phone and their features and specifications. So they told me to make a dummy design for their press layout. Then I discussed with seniors employee and my designer. After discussion my designer created a design and I sent it to the client. They didn't like that design. They also told me to use some cushions and use an unique title. Then I got an unique title from the copy writer team. After that I provided my clients requirements to the designer. Then the designer make this new design where they use the logo of Symphony and their call centre information. After that I sent this design to the client and they locked this design. As this press will be published on Prothom Alo newspaper, I had to talk with our media team. Then media team booked 5no page of Prothom Alo to publish this press. After that I provided the output to our media team.



# PROJECT WORK- 10

**Clients Name: Symphony**

**Products Name: Smartphone Press Layout**



Symphony wanted a press layout for their smart phone. They provided me some image of mobile phone and their features, specifications and price. So they told me to make a dummy design for their press layout. Then I discussed with seniors employee and my designer. After discussion my designer created a design and I sent it to the client. They didn't like that design. They also told me to use light colour background and use an unique Bangla title. Then I got an unique title from the copy writer team. After that I provided my clients requirements to the designer. Then the designer makes this new design where they use the logo of Symphony and their call centre information. After that I sent this design to the client and they locked this design. As this press will be published on Prothom Alo newspaper, I had to talk with our media team. Then media team booked 7no page of prothom Alo on 24<sup>th</sup> July to publish this press. After that I provided the output to our media team.

# PROJECT WORK-11

**Clients Name: Mi- Amore (My Love)**

**Products Name: Press Layout**



Mi -Amore wanted a press layout for advertisement of their premium ice-cream. They provided me some images of model and ice cream tubs and boxes too and told me to select the best one which will be suited on that layout. They also told me to use their payoffline and make a dummy design for their press layout. Then I discussed with senior employee and my designer. After our discussion, my designer created a design according to their requirements and I sent it to the client. As this press will be published on Prothom Alo newspaper too, so I had to talk with our media team. Then media team booked one page of Prothom Alo to publish this press. After that I provided the output to our media team.

# PROJECT WORK- 12

**Clients Name: Unilever**

**Products Name: Bizmaestros Poster**



Unilever arrange BizMaestros programme in different university to find out the talented people for their organization. They arrange this programme after four months repeatedly. So, they wanted total 2 posters for BRAC University and East West University. So, they wanted a colourful poster where we will use the BizMaestros and Unilever logo. So, they provided me all information that will be used in that poster. After that I provided all the information to my creative designer and he made that colourful poster. Then I provided the output to Unilever.

# PROJECT WORK- 13

**Clients Name: Symphony**

**Products Name: Dangler**



Symphony wanted a dangler of upcoming ZIV mobile phone for advertisement which will be published on Prothom Alo too. They provide us an image of ZIV and told us they wanted the 3D image in the dangler and to use their logo. Then I have to communicate with our digital team where there was an employee who worked for 3D work. So I gave him the requirements of the client. Then he made a 3D image of ZIV mobile phone. After that I provided this image to our creative designer and he made this design. Then I sent this design to our client symphony. They choose this design and wanted the output. So I sent them the output after getting their approval.

# PROJECT WORK-14

**Clients Name: Unilever**

**Products Name: Flash Card & Festoons**

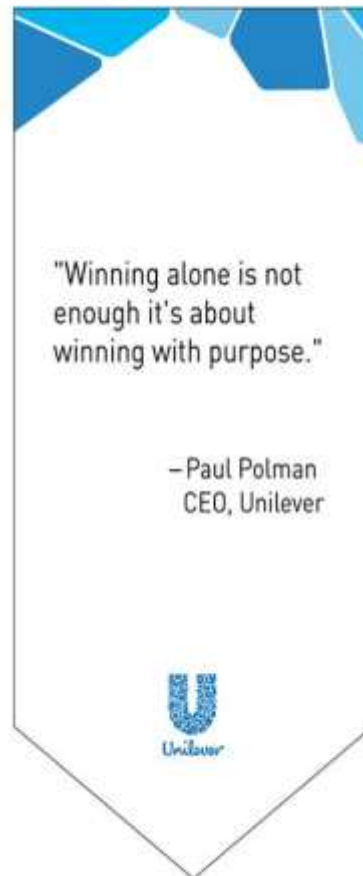


Unilever arrange an internship programme in different university to select talented interns for their organization. They arrange this programme after four months repeatedly. So, they wanted total 5 flash cards for NSU, BRAC University, IBA, EWU, and IUB which will be distributed among the students. So, they wanted flash cards where there will be their colourful blocks and logo of Bizleaders, internship and Unilever logo too. So, they provided me all information that will be used in those flash cards. After that I provided all the information to my creative designer and he made these cut-outs and I sent the output to them.

Festoons // Size: 1.5' x 3'



Festoons // Size: 1.5' x 3'

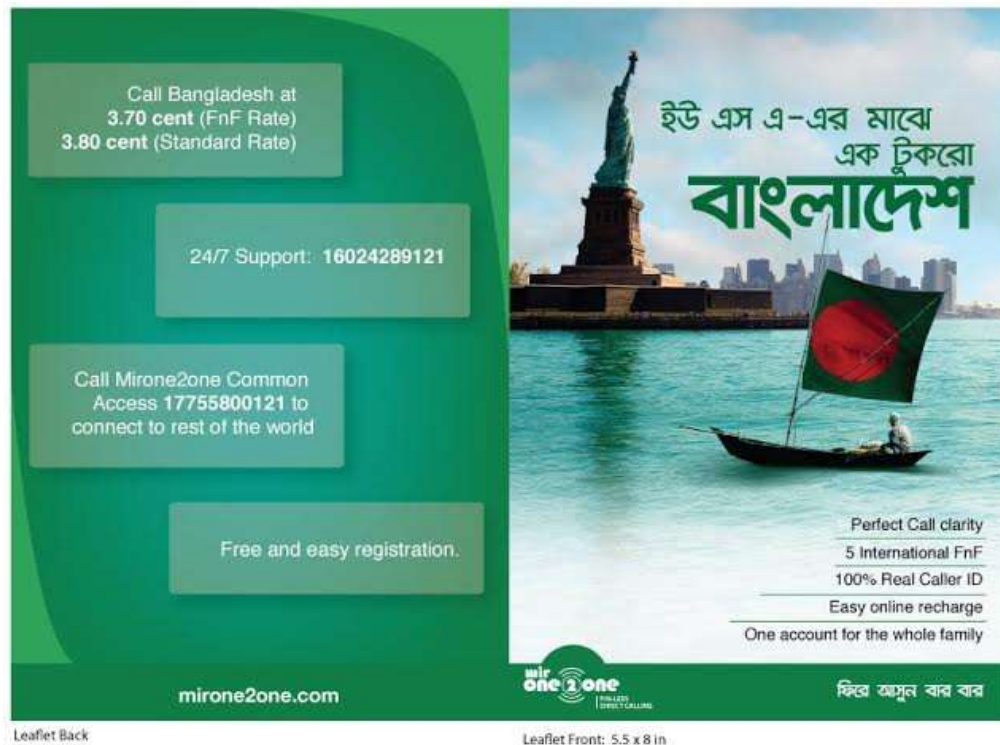


Unilever also wanted some festoons for their internship programme. They provided us the size of festoons and information which will be used in those festoons. So, they wanted total 5 cut-outs for NSU, BRAC University, IBA, EWU, and IUB. So, they wanted festoons where there will be their colourful blocks and Unilever logo. After that I provided all the information to my creative designer and he made these cut-outs. Then I sent those output to Unilever.

# PROJECT WORK-15

**Clients Name: Mir One2One**

**Products Name: Leaflet**



Mir One2One wanted a leaflet to promote their brand in USA. So, they told me to use an image where there will a flavour of USA and Bangladesh. Then they suggested me to use the image of statue of liberty and a boat with Bangladeshi flag to use and they gave me all the information. After that I discussed it with the creative designer and firstly they made a dummy design to show them is it alright or not. Then I sent the dummy design to the client and my client gave me some feedback to use bright green colour instead of light green. Then I provided these requirements to the designer and they made some changes in colour and I again sent that leaflet design to the client. My clients locked that design and gave me the approval. Then I sent them the output to them.

# PROJECT WORK- 16

**Clients Name: Mir One2One**

**Products Name: X-Bannner**



Mir One2One also wanted 2 x-banners. So they sent me some image to use in that x-banner and gave the information to use. Then I discussed with the creative team to select 2 best images among that image and gave them their requirements. After that my creative designer made 2 designs and I sent it to the client. They liked it and gave me the approval. After that I provided them the final output.



# PROJECT WORK-17

**Clients Name: Nirman**

**Products Name: Brochure**



Nirman wanted some brochure design which will be distributed to their customers. So they gave me some image to use in those brochures and some information too. After that I gave all the images and information to the creative designer and he made a design. Then I sent these design to the clients and they gave me some feedback. So, I provided their feedback to the creative designer to make some changes in that design and they made it. After that I sent it to the client and they gave me approval. Then, I sent the final output to them.

# PROJECT WORK- 18

**Clients Name: Unilever**

**Products Name: Iftar Card**



Unilever wanted an Eid card design for their Iftar party. They wanted a design where we will use the Moon and some stars in blue and black colour mixed background. They provided me the information that we will use in the front page and they told me to use their Unilever logo in the back page. Then I provided their requirements to our creative designer and he made this design. After that I sent this design to our client. They locked this design and I told our designer to make the output. Then I sent this output through E-mail.

# PROJECT WORK- 19

**Clients Name: Symphony**

**Products Name: Poster**

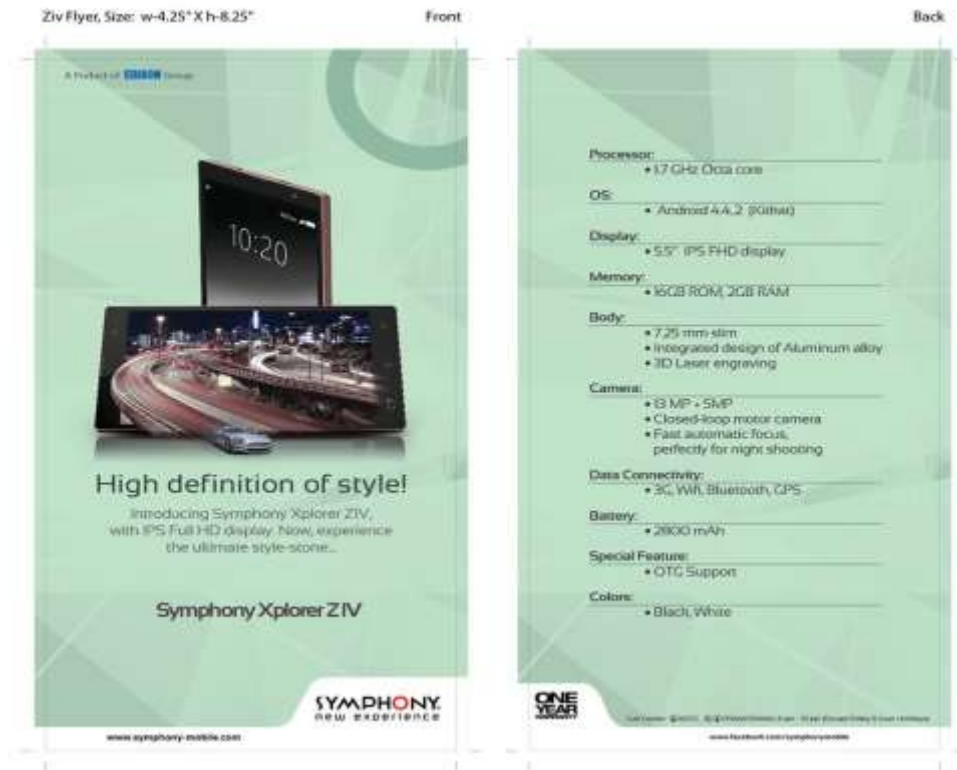


Symphony wanted a poster for Symphony accessories. They provided me some image of head phone, chargers and boxes. So they told me to make a dummy design for their poster. Then I discussed with seniors employee and my designer. After discussion my designer created a design and I sent it to the client. They didn't like that design. They also told me to use bright colour background and use an unique Bangla title. Then I got an unique title from the copy writer team. After that I provided my clients requirements to the designer. Then the designer makes this new design where they use the logo of Symphony. After that I sent this design to the client and they locked this design. Then I provided the output to the client.

# PROJECT WORK- 20

**Clients Name: Symphony**

**Products Name: Flyer**



Symphony wanted a flyer of upcoming ZIV mobile phone for advertisement which will be published on Prothom Alo too. They provide us an image of ZIV and told us they wanted the 3D image in the flyer and to use their logo. Then I have to communicate with our digital team where there was an employee who worked for 3D work. So I gave him the requirements of the client. Then he made a 3D image of ZIV mobile phone. After that I provided this image to our creative designer and he made this design. Then I sent this design to our client symphony. They choose this design and wanted the output. So I sent them the output after getting their approval.

# PROJECT WORK- 21

**Clients Name: Unilever Corporate**

**Products Name: Wall Bannner**



Unilever wanted a wall banner that they will use in their Corporate Office. They gave me an image and provided information to use in that wall banner. So, I provided that information to the designer and he made the design. Then I sent that design and my client told me to change the icons shape in that yellow colour banner. So, I told to my designer to make corrections and he did this. Then, I sent this new design again to them. After locking this design, I told my designer to make output. Then, I sent the output to them.

A red rectangular box containing the word "Agility" written in a black, cursive script font. A small yellow dot is positioned above the letter 'i'.

**PART- 06**

**LEARNINGS**

# Learning's:

During my internship period in O & M I emphasized mostly in gaining practical work experience. Regardless my work I used to observe and judge the work place. As per our internship curriculum was related we the interns were asked to identify and explore problems in our respective firms. I would say that O & M is a great place to work but still there were few factors that I noticed and addressed those as problems and I believe that those problems should be resolved. From my observations what I established is that O & M should focus on some issues for the future betterment.

Apart from being engaged in assisting my supervisor the problems I realized are discussed above in support to that I would like to give further justifications. The employees were very reluctant at times although there was limited time left for delivering the work to the clients. This is where the mismanagement used to happen as the environment of the organization is very outgoing people used to engage themselves in various insignificant activities like listening to music, communicating in the social networking sites with friends and acquaintances, chatting with the colleagues in the smoking zone, and playing table tennis. Due to these actions the pace of work used to slow down resulting in delay of delivering work those already owned. As a result the employees lacked behind in time management which is a vital problem. This sort of problem leads to unprofessionalism. These factors also put an impact on customer satisfaction. From the view of O & M, the clients are the customers, so it is very important to keep the client happy. Failure to deliver work on time does create a negative effect.

Another problem that I identified in O & M is the relationship between the agencies with the clients. Most of the times the clients tend to complain about the required work. It is the duty of the agency to provide better quality service. Apart from good work I believe relationship marketing in very essential. As there are many other agencies available in the industry so it is the sole responsibility of the agency to treat the clients as much as possible. There should be a bond between the two parties except for business. If O & M succeeds to create and maintain a healthy relationship with the clients then the outcome will be positive such as high client retention rate.

As per my consideration, employee motivation is really important. If the employees are not motivated properly then they won't like their job and the consequence of their work will be dissatisfactory. Employees are one of the biggest resources for an organization. Thus motivating them for enhanced result is beneficial. Motivated employees are needed in our rapidly changing workplaces. Motivated employees help organizations survive. Motivated employees are more productive. To be effective, managers need to understand what motivates employees within the context of the roles they perform. Of all the functions a manager performs, motivating employees is arguably the most complex. Managers should positively reinforce employee behaviours that lead to positive outcomes. Managers should negatively reinforce employee behaviour that leads to negative outcomes. This is due, in part, to the fact that what motivates employee's changes constantly. From my observation I understood that the Ogilvians need to be motivated either in extrinsic manner or intrinsic manner.

If the above discussed point is resolved then the problem related with employee turnover will also meet a progressive ending. Throughout my internship period I've seen two old employees left the organization. From my research study I have learned that employee turnover is very crucial for the firms. Because the employees know much confidential information about the company, so if they switch to other competitors it could be unsafe for the firm. Not only the matter of concern about the firm but also when an experienced employee leaves the firm it is a loss. That position demands someone better or at least equivalent to him/her. And it is not always possible to get the best recruit all the time.





Agility

**PART- 07**

**OBSERVATION**

# **OBSERVATION:**

## **FINDINGS**

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The word "Agility" is written in a black, cursive script font. A small yellow dot is positioned above the letter 'i'. The text is centered within a solid red rectangular background.

# **PART-08**

# **SUGGESSTON**

## **LIMITATIONS:**

- Time constrain was the biggest difficulty I faced, because three months were not enough to observe an organization thoroughly to draw a conclusion of a report.
- Lack of practical experience resulted more time consumption in doing each work for the report.
- Unable to conduct group discussions for collecting primary data for report accuracy

## **MY SUGGESSTIONS:**

After establishing the research paper I came up with the following recommendations that O & M can take under consideration to improve the current scenario of the organization. The problems that I identified earlier definitely can be resolved. In support to this statement, I would like to recommend my thoughts that I found suitable for O & M. In order to resolve the problems, the potential solutions could be as follows:

- Then employees should submit some sort of document to their reporting person in charge about the tasks completed and the tasks waiting in the lists.
- There should be a strict timeline for refreshment and personal time, employees should maintain that.
- To overcome the problems related customer satisfaction each team should focus on the need of the clients.
- While getting the brief of the work asked by the clients, employees from the creative department should also be present in the meeting to have an understanding of creating and coming up with better quality and innovative ideas and services.
- Research should be conducted by the employees from both the client servicing department and the creative department in order to learn more about the client's behaviour.
- As O & M is a multinational agency; they can interchange multinational skills and workers so that people can exchange the views and bring fresher and better ideas in the creative field.
- Coming to the point of agency-client relationship, the client servicing department should build rapport with the corresponding clients by exchanging gifts on special occasions.

- Better relationship can also be built by organizing social events where the top management as well the contact persons of each brand will present. This sort of social business gatherings will be resulted healthier relationship between both the parties.
- The workload should not be too much, employees should get leaves.
- Hiring the right people from the beginning will not result employee turnover.
- O & M should concentrate on employees' personal needs. Employees should feel from the heart that they are important for the company.
- The management should conduct survey in order to figure out employee satisfaction.
- Extrinsic benefits should be taken under consideration.
- Promotions and growth in the organization will definitely motivate the employees.
- More professional trainings should be available for the employee so that they can learn more and get motivated to apply that knowledge in the practical field.
- There should be a team spirit which will also help the employees get motivation.
- Outside seminars are a stimulating break. Because outside seminars are not always cost efficient for most people, consider on-site seminars or workshops for your staff. Use outside seminars as a contest prize for one or two people. Then set up a structured plan for those seminar attendees to briefly recreate the seminar to the rest of your people when they return. Now everyone gets educated for the price of one.
- Employees must also know the way of stress management.
- Financial benefits and compensations plans should be improved annually.
- Employees should be evaluated on a regular basis and rewarded accordingly.

I believe by taking the above mentioned points into concern the management of O & M will definitely experience better results.

A red square containing the word "Agility" written in a black, cursive script. A small yellow dot is positioned above the letter 'i' in "Agility".

Agility

# **PART-09**

## **CONCLUSION**

**CONCLUSION:**

It has been a true privilege to work as an intern in an organization like Ogilvy & Mather, which is one of the pioneers of advertising in Bangladesh and even today the agency is a juggernaut of Bangladesh's advertising industry. While working for Ogilvy & Mather I have had to work with several brands so that I could develop my brand building knowledge. Working in such a diverse Environment has given me such experience that I can carry forward in the future as I develop my career.