Evaluating A Project in Creative & Arts (Digital) and How A Project can Run Successfully in Digital Platform Department in Context of Ogilvy Bangladesh

Ogilvy & Mather

[Internship Report]

Host Organization: Ogilvy & Mather, Bangladesh

Sister Concern: RedWorks

Faculty Advisor

Ms. Sayla Sowat Siddiqui

Prepared by:

Farzana Tasnim

ID: 09204020

BRAC Business School

Sayla Sowat Siddiqu   Farzana Tasnim

Academic Supervisor

Letter of Transmittal

October 30, 2014

Sayla Sowat Siddiqui

BRAC Business School

BRAC University

Subject: Submission of internship report

Madam,

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 and monitor 24/7 one project on digital platform , but work with several projects like (Banglalink Football Worldcup contest, Mentos & Symphony), so that my learning is more pervasive. In the course of this internship, I got to learn how advertising or any project is not all about producing billboards and TVCs, News paper articles but also how it has integrated itself into a vast network and how it intends to get into a consumer's lifestyle rather than showering them with information. I have seen how technologies can help one project to get to its success just by one click. Which is why, the topic I have decided to work on is the Evaluating a project and how digital platform can help a project run successfully. 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,

Farzana Tasnim

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, Ms. Sayla Sowat Siddiqui for being so supportive the entire time and help me with her expert advice for preparing this report.

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:
- Md. Taskin Hossain, Account Manager, RedWorks, Ogilvy Bangladesh.
- Tanveer Ahmed, Business Manager, RedWorks, Ogilvy Bangladesh

Executive Summary

Over the years, brand promotional strategies and advertising techniques have changed completely; 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 analyzes how this agency has successfully pulled off creative campaigns and implemented various innovative ways of branding, not just sticking to the conventional methods but also on digital platform. 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 and how a digital platform can change the way of thinking of the consumers.

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 and most importantly digital media. This section discusses the organization in brief, its operations, its clients and its value.

1.1. 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

1.2. 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.

1.3.   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.
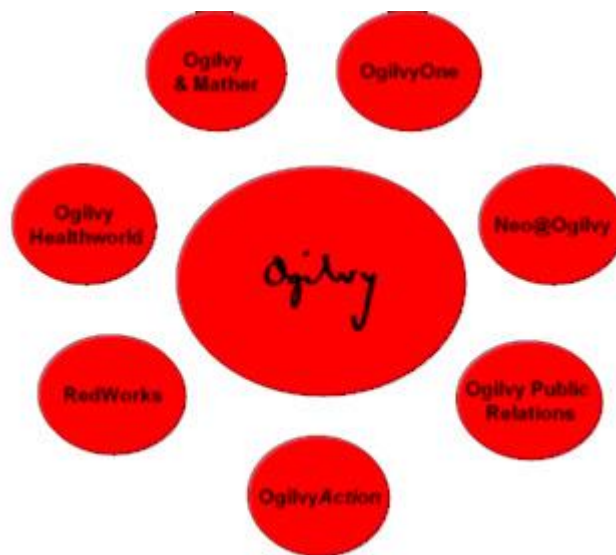
Ogilvy & Mather is one of the largest marketing communications networks in the world. In 2012, O&M was named Cannes Lions Network of the Year and Most Effective Agency Network by the Effies Global Effectiveness Index. Continuing this trend, Ogilvy & Mather was also named CLIO Agency Network of the Year 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.

1.4. Global leadership:

Figure 1: Shelly Lazarus, Chairman

Figure 2: Tham Khai, Worldwide Creative Director

Figure 3: Miles Young, Global CEO

Figure 4: Paul Heath, CEO, Asia

Figure 5: Tim Isaac, Chairman, Asia
Director, Asia

Figure 6: Eugene Cheong, Creative

1.5. Ogilvy Bangladesh, Local Leadership:

Figure 7: John Goodman, Chairman
Figure 8: Paul Heath, Managing Director
Figure 9 FahimaChoudhury,Director

1.6. Major Functions:

1.6.1. 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.

1.6.2. Clients Of O & M :

1.7. Clientele

1.7.1. 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.

1.7.2. 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.

1.7.3. 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.

1.8. Organnogram

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 70 people and more by now. Below is the organogram of O & M.
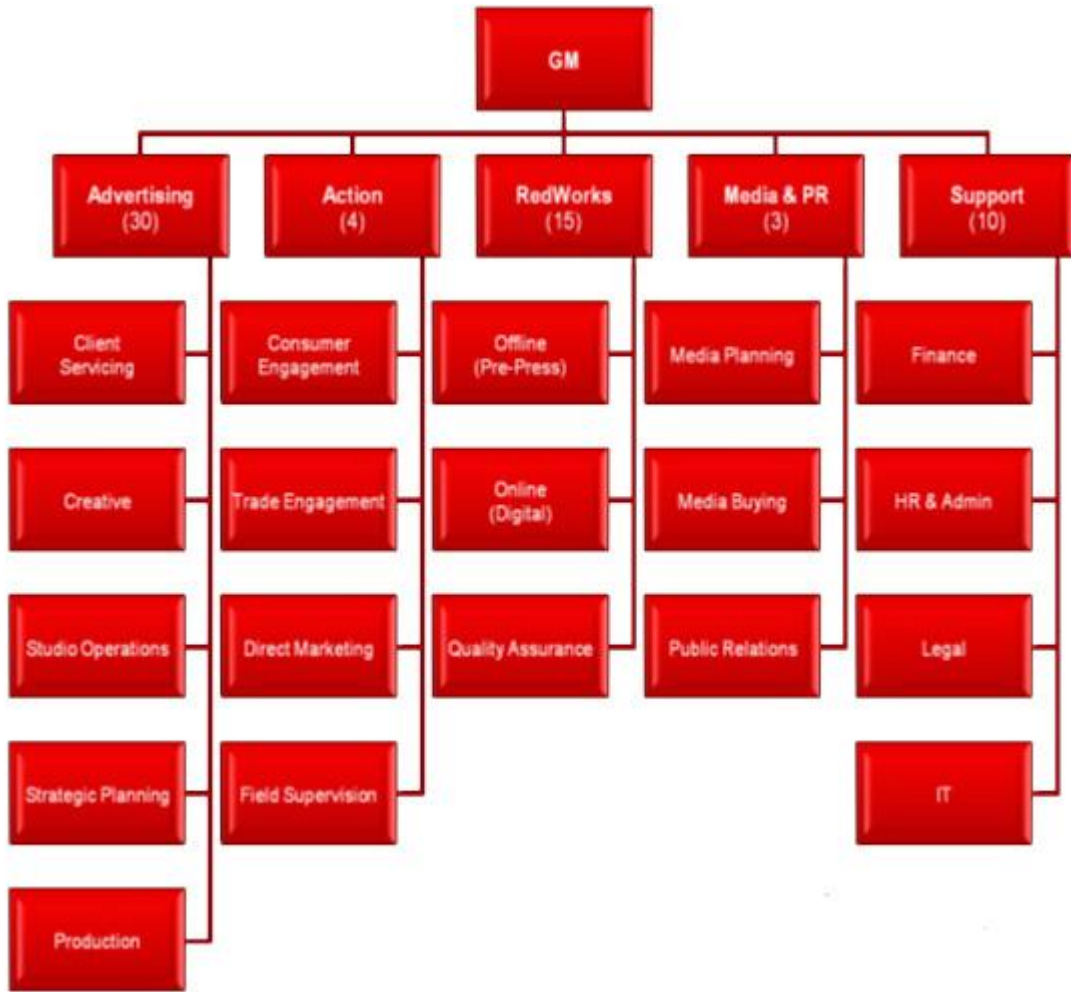
2. DEPARTMENTS

2.1. 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.

2.2 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.

2.3 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 7 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 armory today!

Araful Islam Chowdhury, Senior Account Director

Started his career in banking with Standard Chartered Bank, and then worked in PBTL and Banglalink. However, the lure of nurturing brands was hard to resist as Saif finally pursued a career in advertising. In his early years in advertising in TBWA/Benchmark, he has re-launched Banglalink Upper Class and worked for Siemens & LEIC. Living the life of an advertising man, he has worked for world renowned clients like British American Tobacco, Unilever, Perfetti Van Melle, Motorola and local clients like Bashundhara Group, Golden Harvest, Daily Sun, KSRM and has designed, developed and rolled out winning campaigns for them.

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.

2.4. 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.

2.5 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.

2.6. 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.

2.7. 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.
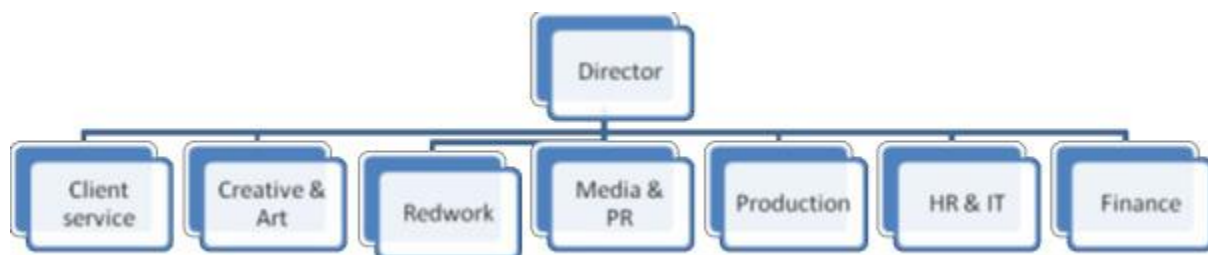
Business / Client Servicing / Account Services **Department**

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.

2.8. 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

2.9. 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 analyzing survey data, polls and other market research to gauge the

Target market of clients. Planning professionals are often well versed in mathematical modeling, 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 behavior. 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.

2.10. 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.

2.11. 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, Symphony, Mentos, Tang, Unilever, etc.

3. About Creative & Arts Department (RedWorks)

3.1. WHO ARE WE

In today's market, there is an increasing demand from clients for quality yet cost effective solutions to all communication material regardless of print, digital or broadcast. Ogilvy RedWorks is WPP's advanced implementation facility offering large-scale creative and production services.

RedWorks Dhaka HUB was established in late 2008 as a state of the art cost effective offshore production HUB mostly to support Ogilvy and RW offices in New York, Hong Kong and Singapore. Offering the best value for money with high quality, Right First Time work, both for digital and print maintaining strict QC/QA for every delivery.

In 2013 we turned our focus in developing the solution for local market and relaunched as RedWorks Dhaka. As the horizon of digital communication is expanding the need for expert to join in became the need of time.

3.2. OUR PEOPLE

RedWorks people are a different breed. Our people are creative folks who are production minded. Production professionals who collaborate creatively. Hybrid skilled individuals who grasp the whole process and work together on solutions for the client's ultimate end goal.

3.3 OUR QUALITY

RedWorks cannot work without the highest quality output. It is that simple. There is no point to efficiency without quality. Speed without standards. Creative without consequence. The magic is that we do what we do, and still maintain a standard of excellence.

The simple truth is, we just "get it". And so our exceptional people and unique processes and tools allow us to deliver ideas to market with remarkable efficacy and impact.

3.4. RedWorks Worldwide

The RedWorks network is truly global and consists of 48 offices across 37 countries with almost 2,000 full time employees and counting. More than 500 employees in the Asia Pacific region.

Central Offices	Local Offices		Offshore Hubs
	CHICAGO	BEIJING	
	LOS ANGELES	SHANGHAI	
	SAN FRANCISCO	TOKYO	
	TORONTO	BANGKOK	**DHAKA**
NEW YORK	FRANKFURT	TAIPEI	BUENOS AIRES
LONDON	DÜSSELDORF	JAKARTA	BRATISLAVA
SINGAPORE	MILAN	HO CHI MINH	DURHAM
MEXICO CITY	PARIS	MANILA	KUALA LUMPUR
	MADRID	SEOUL	BANGALORE
	BRUSSELS	HONG KONG	
	AMSTERDAM	BOGOTÁ	
	SANTIAGO	SAO PAOLO	

Globally - where all assets are developed and delivered centrally

Regionally - where assets are developed centrally and then adapted, consolidated and delivered at a regional level.

Locally - where assets are developed locally but checked centrally to ensure brand consistency.

3.5. CLIENTS & BRANDS : HANDLED VIA NETWORK

grameenphone

POND'S®

FM Global®
B&H

PLAYER'S GOLD LEAF

Unilever

SYMPHONY
new experience

Castrol

Kingstar Mobile

mentos®

STAR

BRITISH AMERICAN
TOBACCO
BANGLADESH

Alpenliebe

PERFETTI
van Melle

HOMEBOUND

3.6. Area of Expertise

Digital

- ⊙ Digital Strategy
- ⊙ Online Marketing
- ⊙ Social Media Marketing
- ⊙ Content Marketing
- ⊙ Content creation: Static/GIF Banner, Flash Banners (AS2/AS3/Tween Motion), eDM
- ⊙ Microsites/Landing Page
- ⊙ Websites: Front end development (Flash, HTML/HTML 5)
- ⊙ Social APIs (Facebook, Tweeter, Instagram & LinkedIn)
- ⊙ e-Book: (Template based flash e-Book)

3D

- ⊙ Modeling
- ⊙ Texturing and
- ⊙ Rendering

Audio Visual

- ⊙ Pop-up TV ads
- ⊙ Video editing
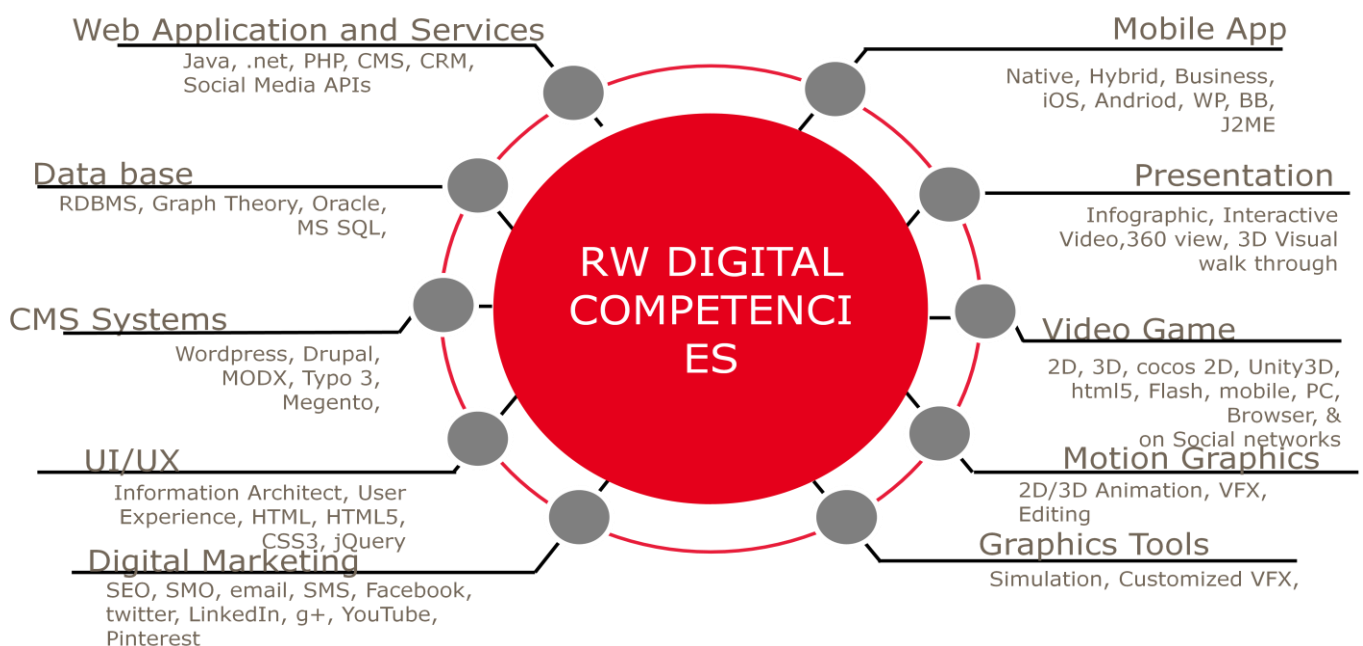- ⊙ VFX
- ⊙ Video Composition

Print

- ⊙ Adaptation/Simple Creation
  - ▪ Trade prints
  - ▪ Newspaper ads
  - ▪ Datasheets
  - ▪ Brochures
  - ▪ Outdoor signage
  - ▪ Indoor display
- ⊙ Image Editing
  - ▪ Retouching
  - ▪ Colour Corrections
- ⊙ Vector Tracing

3.7. Digital Expertise

- Cross Platform Web Development, Flash & Action Scripting, Database Management, Social Media Management/integration across all platforms, Email marketing, E-Commerce and HTML5. Our capability extends from delivering simple web based applications to fully integrated digital experiences across screens - Mobile, TV, Tablets and PCs.

- We aims to deliver digital experiences that span screens and operating systems to make the end consumer experience seamless

3.8. Competencies

Web Application and Services
Java, .net, PHP, CMS, CRM, Social Media APIs

Data base
RDBMS, Graph Theory, Oracle, MS SQL,

CMS Systems
Wordpress, Drupal, MODX, Typo 3, Megento,

UI/UX
Information Architect, User Experience, HTML, HTML5, CSS3, jQuery

Digital Marketing
SEO, SMO, email, SMS, Facebook, twitter, LinkedIn, g+, YouTube, Pinterest

RW DIGITAL COMPETENCIES

Mobile App
Native, Hybrid, Business, iOS, Andriod, WP, BB, J2ME

Presentation
Infographic, Interactive Video,360 view, 3D Visual walk through

Video Game
2D, 3D, cocos 2D, Unity3D, html5, Flash, mobile, PC, Browser, & on Social networks

Motion Graphics
2D/3D Animation, VFX, Editing

Graphics Tools
Simulation, Customized VFX,

- We follow Secure Sockets Layer (SSL) protocol where necessary for web and mobile applications to ensure privacy, integrity protection, authentication and non-repudiation. This involves encryption, hashing, digital certificates, digital signatures and password protection. In addition, for the servers and data center where the applications are hosted, it is recommended to have firewalls and IDS in place to maintain network security.

- Adequate measures are also taken to ensure database security for the application through vulnerability assessment and compliance. We also follow all industry

standard security coding guideline to cover SQL Injection and Cross Site Scripting attacks.

- We have tie-ups with 3rd party agencies to test the web sites and applications for security and load testing.

- We are bound by the Sarbanes-Oxley process and audited by internal, WPP and external auditors (Delloitte).

- We are committed to meeting security standards set by any Corporate.

3.9. Mobile Capabilities

SMS Marketing (Push, Pull, Poll)	**Mobile Web**	**Mobile Apps (Android, iOS, BB, Windows 7, J2ME)**	**Social Media**
Mobile Advertising	IVR Applications	**USSD Applications**	**Mobile Gaming**
Mobile Commerce	**Near Field Communication (NFC)**	**Sim Tool Kit (STK) Applications**	**HTML 5**

3.10. Our Specialties

1. EXPERIENCE PLANNING

2. TECHNOLOGY INNOVATION

3. PRODUCTION EXPERTISE

4. BRAND STEWARDSHIP

5. GUARANTEED QUALITY TO MEET BRAND STANDARDS.

6. AGENCY NETWORK

7. RIGHT SOURCING

4. MY JOB RESPONSIBILITY

4.1. 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 7th of May, 2014 and ended on 7th August, 2014. During this internship period I worked in Creative and Arts departmant. I had some responsibilities relate to digital world of advertisement. The specific responsibilities of mine during this internship period are given below:

*I was in the Digital 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 and most importantly handling the clients works as my own project. But the works has to monitored through digital medias (Facebook, Mobiles, Social Medias)

* My tasks involved assisting my supervisors by getting the list of work get done by the customers in the creative department. The team with whom I worked with was in charge of brands like Symphony, Mentos, Grameen Phone, Unilever Bangladesh Limited, etc.

*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. I have learn how to deal with the customers directly and monitoring each and every projects solely.

* In the meantime of my internship I have experienced a couple of advertisement like Symphony Trip to Brazil, Mentos etc.

4.2. Justifying my contribution to Ogilvy Bangladesh (Within the Job Description):

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 last Eid-ul-Adha, we are thought of an innovative idea which will be first of its kind in Bangladesh and I gathered some excellent ideas. We started a #(hashtag) contest, which was based on social platforms. People were asked to take their Eid pictures and send it us so that we can chose a winner from them and give then gifts. As Ogilvy does not reveal its marketing strategies, I am just bound not to clarify and share other ideas.

Preparation	• Collecting background information • Focusing on the problem or opportunity
Incubation	• After reviewing & processing information keep thinking on the idea in a different way
Illumination	• Often when least expected an idea will flash into mind **(EUREKA!!)**
Implimentaion / Varification	• Developing a plan to impliment the iead and test
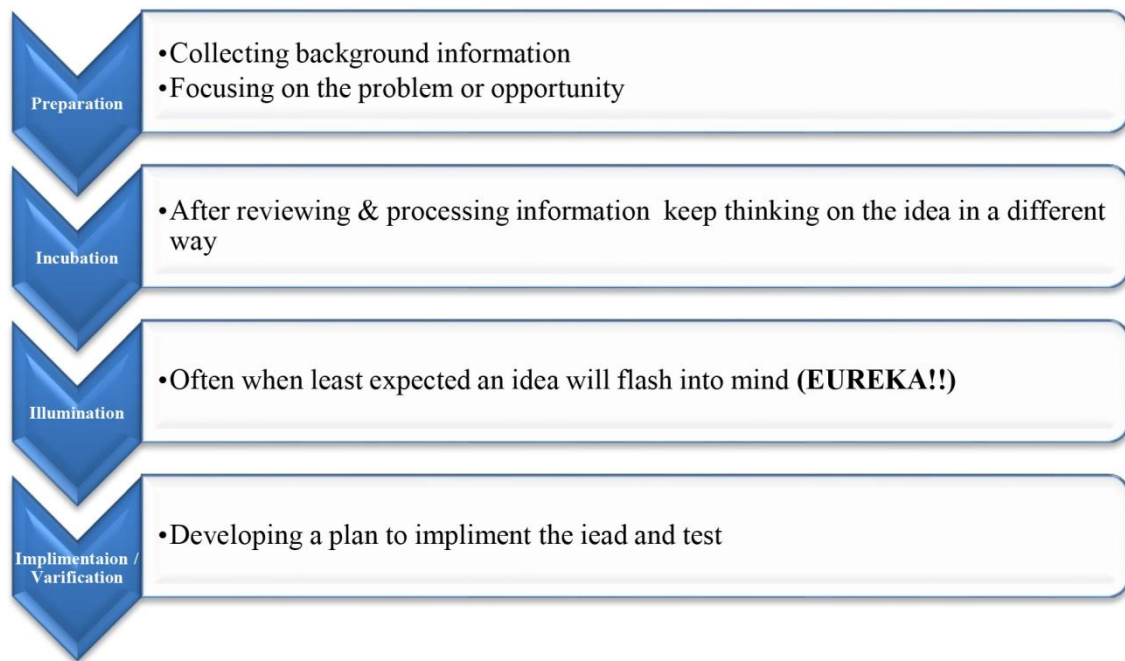
Figure: The process of creative thinking

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. **Digital Client-servicing:** As an intern in Creative Department, my main job is to make sure my client is delighted; personally and even monitoring their projects digitally. My superiors notify me about our clients' requirements and I consult with the creative artists and brief them about the designs. 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 accounts management, creative Dept. and digital platform. It includes follow up of ongoing campaign, approved campaigns, monitoring the projects, going through the financial aspects. 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. **Regulation:** 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 and these helps me to enrich my leadership qualities too.

6. **Send off:** Sending the right outputs to the right places at the right time was also my job. For example: after an ad work has been done then I have to send it to the press. I have to monitor which creative (picture) will go for tv-ads, press ad, billboards, etc. The responsibility of Dispatches of outputs is to confirm the right delivery of outputs to right places at the right time. After it has been dispatched my main work starts. I have to monitor all the works and deal with the customers personally. What is the query and how to resolve if anyone is interested in performing in a project, for example; when users were engaged in Mentos #EID contest, I had to go through who were posting pictures and who should be the winner. Most difficult part of being in Digital department that they work 24/7 as social media does not sleep!

5. PROJECT WORK

DIGITAL CASE STUDIES / EXAMPLES

Client:

GRAMEEN PHONE

Case Type
Local
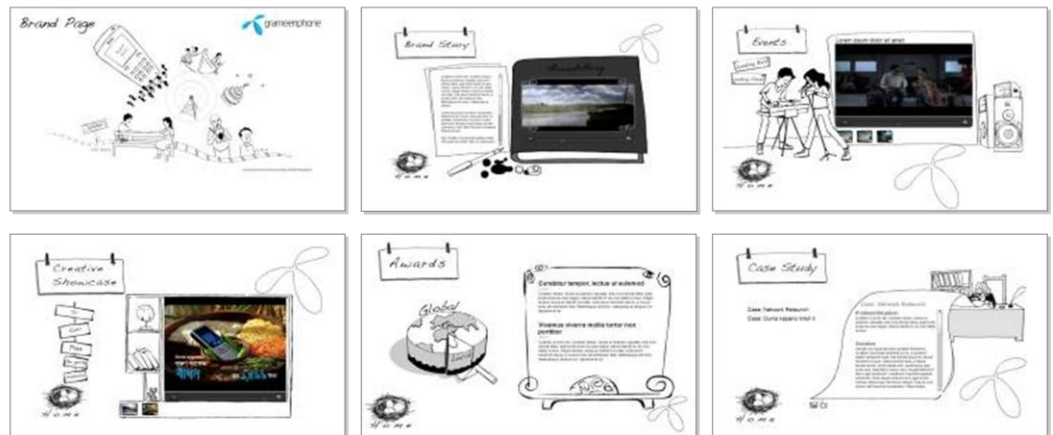
Project Type
Intranet Site

Platform
Windows, MAC

Technology
Flash, html,
jQuery, php

Team
Creative:
Ogilvy/RedWorks
Dhaka

Production:
RedWorks
Dhaka

GP Brand Page

GP Brand Page is a intranet site that is developed for GP employees only. They can access this site only from GP local network facility. The purpose of this website is to connect GP employees with various commercial and educational campaigns run on television, radio, and press through out the year. This website also works as an online archive for GP commercials. Using this site, employees can view ongoing, upcoming, and past television, radio, and press campaigns. This website also fulfill the needs of frequently asked questions by GP employees. Users of this site can review previous case studies related to various campaigns, all the awards achieved by GP. The content of this website is managed by a Content Management System developed specifically to meet the needs of this vast website.

.

Client:

TANG

Case Type
Local

Project Type
3D Game

Platform
Android, iOS

Technology
Unity3D/C-Sharp

Team
Creative:
Ogilvy/RedWorks
Dhaka

Production:
RedWorks
Dhaka

FRUIT BANDIT

One day, the twin brothers Tonty & Monty went exploring in a jungle near their home. Suddenly a band of apes known as Fruit Bandits attacked them and took away Monty. Now Tonty must rescue his brother and all he has is his slingshot.
•The main objective of the game is to rescue Monty from the Fruit Bandits.
•This game is designed in five different levels – Orange-Mango, Mango, Pineapple, Orange and Lemon and features power-ups such as Freeze, Fly net, and Bonus Score etc.
Overall, this game with its stunning graphics and engaging game play is perfect for kids and kids within us

Client was looking to communicate the 5 different flavours of TANG powder drink to the target in innovative way. We came up with the idea of making an action game that will appeal to the kids and throwing the message of 5 flavours in 5 different levels.

Client:
BAT-JPGL

Case Type
Local
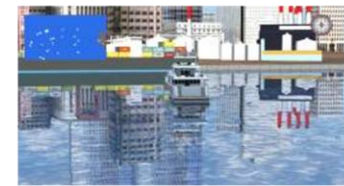
Project Type
Game/User
Experience

Platform
Windows, MAC

Technology
Unity3D/C-Sharp

Team
Creative:
Ogilvy/RedWorks
Dhaka

Production:
RedWorks
Dhaka

JPGL MARINE GAME

In this adventurous game the player starts his journey from Bangladesh with his yacht and reaches different international ports of Europe and America to collect the perfect raw material and technology that goes into the product.
•The main objective of the game is to give user the experience of product story and educate about its international standard.
•This game is designed in five different levels – Each has different challenges like High tide, Stormy weather, Ice burgs, etc.

Client:
SYMPHONY

Case Type
Local

Project Type
Online Marketing

Platform
Digital

Channels
Google, Facebook
& Local Ad
Networks

Team
Creative:
Ogilvy/RedWorks
Dhaka

Execution:
RedWorks
Dhaka

CATCH THE MOMENT PHOTO CONTEST

Objective
To increase awareness of SYMPHONY Xplorer W128 & Xplorer ZIII handsets, also to increase Symphony FB page Fan base.
Challenge
Considering the bigness of T20 Cricket World Cup, the Big Players (brands) and their millions of spending and resulting over crowded media space, standing out and get people's mind share seemed next to impossible with such a tiny budget.
BIG Idea
Take SYMPHONY to the bd-crick-freaks through a photo sharing contest in connection with ICC World Twenty20 Bangladesh 2014 using Digital Media and Social Network

85,000+
New Page
Like

27,000
New people
are talking
about you

3,00,000+
Fans
Mile Stone
Reach

300%
increased during
Campaign period

400%
increased by
1 month

From previous
2,30,000
During
Campaign
period
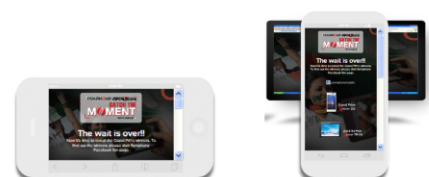
2000+
Participants

65000+
Page visit

2,27,329
Clicked to the Campaign

13,98,345
Users exposed
to the campaign in FB only

82,69,878
Impression has been served
In digital channel

Client:
SYMPHONY

TRIP TO BRAZIL

Objective
Is to increase awareness of
SYMPHONY   Banglalink
Football Quiz Contest.

200,000+

Case Type
Local

Project Type
Online Marketing

Platform
Digital

Channels
Google, Facebook
& Local Ad
Networks

Team
Creative:
Ogilvy/RedWorks
Dhaka

Execution:
RedWorks
Dhaka

Participants

17,000+
New people are
talking about

300%
increased
by
1 month

3,50,000+
Fans
Mile Stone
Reach

From previous
3,40,000+
During
Campaign
period

1,15,233
Clicked on Campaign

1,396,401
Users exposed
to the campaign in
FB only

74,64,813
Impression has been
served
In digital channel

Clients:
BlackRock,
Nestle and
AmEx

Case Type
Network

Project Type
Flash Banners

Technology
Flash AS2/AS3

Team
Creative:
RedWorks
New York

Production:
RedWorks
Dhaka

Clients:
SAP, bp,
Metlife,
Sara Lee &
Melanoma

Case Type
Network

Project Type
Flash Banners

Technology
Flash AS2/AS3

Team
Creative:
RedWorks
New York

Production:
RedWorks
Dhaka

Clients:
EarthGrains,
Pfizer, AmEx

Case Type
Network

Project Type
Landing page,
eDM

Technology
html

Team
Creative:
RedWorks New
York

Production:
RedWorks Dhaka

6. How we evaluate a Project and why we take it seriously.

6.1. How we evaluate a project?

Before starting a project or even thinking of doing something we start our research on how and why to do the project. For example; before starting a contest of Mentos #eidcontest I had to go through several social medias just find out if or if not any organization had done such works or not. If then how it was and if not then why did not anyone has come with these type of initiatives. I have to see the strength and weakness of this project. I have to think how to communicate with the users, how will I encourage people to join my contest, how will I be able to maintain such huge crowd in holidays. As I had to run my contest on Eid holidays therefore I had to work 24/7 before and after Eid just to make sure my project runs successfully. And I am very happy to say it was a huge success.

6.2. What is monitoring and evaluation?

Monitoring means regularly collecting information on project and analysing it to see how things are going. To do this, we took quantitative information, hard facts such as how much money and time spent on the project and how many homes have to reach, for example, we can also consider qualitative information - the less measurable things, like whether the project is running smoothly and if people involved are satisfied. Proper monitoring will make it easy to evaluate project when it ends.

Evaluation is a review of the whole project, looking at its overall value and effect. It usually takes place when the project is complete. We can use the information we collected during monitoring. Doing an evaluation will help to see how and where the project has been successful. It will let us see how well funds have been used, and what the benefits of project have been to those involved. We can use this information to improve future projects.

6.3. Why is monitoring and evaluation important?

There are several reasons why monitoring and evaluating your project is particularly important for community based projects:

6.3.1. Accountability

When you win funding from an organisation, they will usually make it compulsory for you to report back on what you're doing and what you're spending their money on. You might have agreed targets with them, such as the number of people your project will reach within a given time. You'll need to monitor your project regularly to collect this information.

6.3.2. To secure future funding

Funding bodies will want to see concrete evidence of the effect your group has to help them decide whether to give you money. Ongoing monitoring and evaluating of your projects will provide this. It can provide evidence of what a project has achieved and what might be achieved as this project continues in the future

6.3.3. To check the project's progress against your original plans

It can be easy to lose sight of the original aims you had for your project. Monitoring it on a monthly, quarterly or yearly basis and checking whether you're still on course to achieve your goals will prevent this. It will also help you keep an eye on whether you're keeping to your timescales and budgets.

6.3.4. To learn from your experience

Proper monitoring and evaluation of your project means you can see what has worked well and what hasn't. You can then use this information to improve future projects or funding applications.

6.3.5. To motivate staff and volunteers

Showing your volunteers and staff real, concrete evidence of the impact their hard work has had will make them feel great. It can also encourage them to continue working with your group, or to take on new sustainability projects. It may also spur them on to keep changing their own behaviour.

6.4. How can you monitor your project's progress?

Before you begin monitoring, it's important to think about exactly what you want your project to achieve. Then you can look at how you're going to monitor each of those areas. Doing this thinking upfront should mean that you won't miss opportunities to gather information along the way, and you'll be able to do a complete evaluation at the end.

A lot of your monitoring will focus on the hard facts: how much is being spent, and how many homes or people your project is reaching. However, the qualitative side is important too. Are the expectations of the people involved in your project being met? What would they like to see done better?

6.5. There are many ways you can gather qualitative information:

6.5.1. Questionnaire or survey

These are simple to put together and distribute. You can reach a lot of people quickly and easily. You can have questionnaires with multiple choice boxes people can tick, and you can ask them to give you more detailed replies. The questionnaire can be anonymous if you think

you'll get better responses. However, you need to make the questions as clear as possible so that you get exactly the information you want. You'll need to analyse the information once you've collected all the questionnaires to get an overall picture of what people think. Questionnaires can be especially useful for monitoring attitudes or behaviour change.

6.5.2. Feedback forms

If you're holding an event, why not ask people to fill in a feedback form at the end? The event will be fresh in their mind, so you should get accurate responses. However, some people might rush the form if they're in a hurry to leave, so do offer them the option of emailing it back to you. You can use their feedback to improve your future events.

6.5.3. Interviews

Although they can be time consuming, interviews carried out face-to-face or on the phone are a great way to get detailed information on what people think of your project.

6.5.4. Focus groups

Getting a group of people together to discuss your project is an easy way to gather information. Bringing a group together, rather than just interviewing individuals, means people can spark new ideas in each other, and you often get better responses. However, you need to think carefully about the information you want to collect from your focus group, and continually steer the conversation in that direction. It's easy to let the discussion drift off track.

6.6. How can you evaluate your project?

Asking yourself the following questions before beginning your evaluation will help you do it well:

1. What is the purpose of your evaluation? What do you want your evaluation to demonstrate?

2. Who are you evaluating for? Is it for your funders, the community, your organisation?

3. What are you going to evaluate? Which elements of the project do you intend to look at?

4. How are you going to evaluate? What methods are you going to use to carry out your evaluation? You should use a range, and collect both quantitative and qualitative data.

5. How will you collect the data you need? Is the data available? If you need data from across the project, have you set up monitoring to capture it?

6. What will you do with the data you collect? Data by itself is just data; you'll need to analyse it to come to a conclusion about what it shows. You'll also need to consider how you're going to present the analysis and your conclusions.

7. How will you act on your analysis? All too often the findings of monitoring and evaluation end up gathering dust on a shelf. Make sure your findings see the light of day. Use them to plan for the future.

6.7. Important points to remember

1. Before starting your project, consider what you'll want to evaluate at the end and what you'll need to monitor to do this.
2. Don't just focus on statistics in your monitoring and analysis. It's just as important to get qualitative information.
3. Be realistic about how long it's going to take to see effects from your project. Don't expect instant results.
4. Monitoring and evaluation should be seen as something positive by everyone involved in the project, not something to worry about.

7. Project I work on

Mentos Digital campaign Report

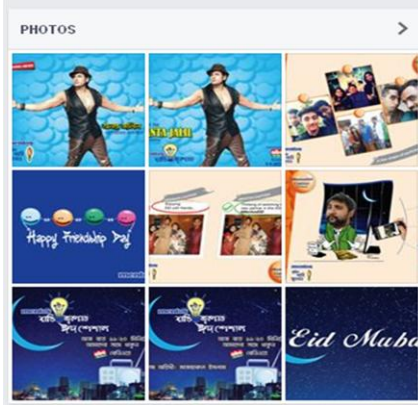Objective: To increase Page Likes also to engage users into the Mentos Facebook Page to intrigue users.

How we did it?

We arranged a #(Hashtag) campaign to utilize the EID moments. We communicated with the targeted fans through Facebook Mentos Page.

Posts were monitored, comments were addressed and ineffective posts were replaced with new creative

Mentos

Mentos Home

Settings

Build Audience ▼   Help ▼

ABOUT   >

Mentos lightens your mind and brightens your life

Add your website

PHOTOS   >

Eid Muba...

English (UK) · Privacy · Terms · Cookies · More ▼
Facebook © 2014

Mentos changed their cover photo.
Posted by Taskin Hossain [?] · 2 August

#MentosEID Caption Contest

AND WIN EXCITING GIFTS

Unlike · Comment · Share

Mentos, Fahima Choudhury Keya, Tanveer Ahmed, Erad Bari and 18 others like this.   Top Comments ▼

Write a comment...

Fahmid Moontasir Rafin https://www.facebook.com/photo.php?fbid=1526600080896140&set=a.1397012540521562.1073741830.100006384879827&type=1&ref=notif&notif_t=like

so die dilam... 😕

Timeline Photos
Eid Selfie 😊
Eid day so selfie must 🙂 😄
Bashay DSLR and akta selfie hobe na...aida... See More
by: Fahmid Moontasir Rafin

Unlike · Reply · Remove Preview · 👍1 · 29 July at 12:31 · Edited

Mentos Fahmid Moontasir Rafin. Participants need not to comment here on the post. They simply can post their pictures on their on wall with a Mentos Caption and #MentosEID. Thanks!
Like · Commented on by Farzana Tasnim [?] · 30 July at 14:32

Tuntuni Farabi thatmeans i will upload it on my own wall with a Mentos Caption and #MentosEID????plz make it clear...
Like · 30 July at 17:43

THIS WEEK

1,750
Page Likes

406,413
Post Reach

UNREAD

1
Notification

10
Messages

Recent
2014

See Your Ad Here

Mentos

Mentos lightens your mind and brightens your life
👍 Like · Mentos likes this.

Promote Page

53

Participants posts were monitored through Facebook #(hashtag) trends #MentosEID

Campaign overview

20,000+

Participants

17,000+
New people are talking about

**1700+%**
increased by
10 days

17,919
Clicked on Campaign

700,894
Impression has been served
In digital channel

10,000,000+
Fans
Mile Stone Reach

Facebook Statistics

Facebook Ad Report							
	Engagements	Impressions	Reach	Content Clicks	Average CTR	Spent (Taka)	Spent (Add 15% supervision cost)
Engagement & Reach Campaign	19056.00	700,894.00	455,114.00	17,919.00	2.557	11937.6	13728.24
TOTALS	19056.00	700,894.00	455,114.00	17,919.00	2.557	11937.6	13728.24
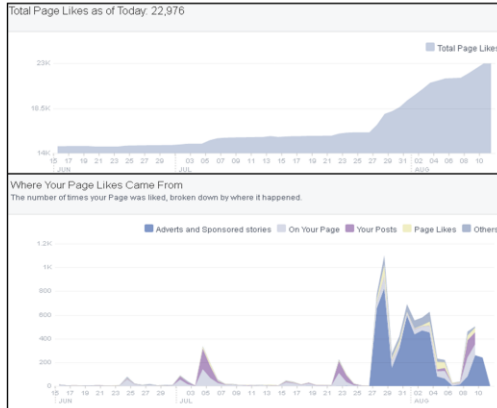
Summary	
New Likes	6,888
Total Actions	19997
Total Spent (BDT)	13,800
Cost Per Action (BDT)	0.69

8. Critical

Observations

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.

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 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.

9. Recommendations

9.1. 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 and collecting information about an organization which is very strict about their internal matters is very difficult.

9.2. 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.

☐ The HR can organize some professional training of how to manage time and get done with the prior work within the required time.

☐ 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 clients 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.

10. 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 and also the financial aspects which would help me in future before starting any project. Working in such a diverse Environment has given me such experience that I can carry forward in the future as I develop my career.

11. Reference

1. http://www.ogilvy.com/offices.aspx

2.http://www.energysavingtrust.org.uk/Communities/Support-and-guidance/How-to-guides/How-to-monitor-and-evaluate-your-community-project

3. Slides/Powerpoints provided by (Office) Ogilvy and Mather Bangladesh