

Internship  
at  
Mediacom Limited



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at  
Mediacom Limited

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## **Table of Content**

| <b>Topic</b>                                           | <b>Page no.</b> |
|--------------------------------------------------------|-----------------|
| 1. Introduction                                        | 1               |
| 2. Brief History of Mediacom                           | 3               |
| 3. Working at Mediacom Limited                         | 5               |
| 3.1 Writing Tagline for KSRM                           | 6               |
| 3.2 Writing Storylines for TVC                         | 9               |
| 3.2.1 TVC on Energy Efficient Appliances               | 9               |
| 3.2.2 TVC on Meril Lipcare                             | 10              |
| 3.3 Writing Storyline for Audio Visual (AV)            | 12              |
| 3.4 Working on the Facebook Pages for Different Brands | 16              |
| 3.4.1 Kool's Facebook Page                             | 16              |
| 3.4.2 Ispahani's Facebook Page                         | 17              |
| 3.4.3 Ruchi's Facebook Page                            | 19              |
| 3.4.4 Meril Lip care's Facebook Page                   | 20              |
| 3.4.5 Radhuni's Facebook Page                          | 21              |
| 3.5 Assignment on Translating TVC Scripts              | 23              |
| 4. Personal Account                                    | 24              |
| 5. Conclusion                                          | 28              |
| References                                             | 30              |

## 1. Introduction

Advertisement has started since the world had started. If we think like that, Shaitan was the first advertiser of the prohibited fruits. He convinced Eve to have the fruit.

Advertisement is all about convincing the customers. Advertising is an art to convince the customers to buy products. Advertisement is very important for the product's marketing. It is the only way to inform the masses about new products and promote products among them. With the evolution of digital and social media, advertisements are also developing rapidly.

I chose "Media and Cultural Studies" as my area of concentration because it helped me to know about advertising and its evolution which is my area of interest. Media is playing a huge role to evolve advertising. Social media helped us to know different about various cultures' advertising is. Different cultures have different types of advertising. I always wanted to see personally how an advertising agency works. Moreover, I wanted to learn copywriting practically. My concentration in Media and Cultural Studies allowed me to do my internship in an advertising agency. Before I started to intern in the advertising world, I got to know about it. Eng404 Copywriting was one of the required courses of the Media and Culture Studies concentration that helped me a lot know about advertising.

I did my internship at Mediacom Ltd (mCL), one of the renowned advertising and marketing agencies or firms in Bangladesh. They have a wonderful working environment. Their office is not that big in size, but currently the best advertisements of Bangladesh are produced from this agency. It is like big things come from a small packet. I learned a lot during my three months internship (23<sup>rd</sup> September, 2014- 15<sup>th</sup> December, 2014). I wanted to learn every detail about copywriting, but it is not easy to learn every detail within three months. Since Mediacom Ltd is one of the leading ad agencies in Bangladesh, I decided to do my internship there. Through this agency I can be a small part of the advertising world, and learn how they work. I did my internship in the creative copywriting department.

I thought that they would not be able to give much time to teach me. I was wrong; they tried their best to help me to learn a lot about copywriting and advertising. Thanks to my supervisors for teaching me whatever I could learn from them within these three months. They took the time to teach me a lot about copywriting and advertisements. Their guidance helped me to learn a lot about advertising and copywriting practically. This was a wonderful experience for me in the working world. I gained some idea about advertising and copywriting. Every ad agency has its own thinking and writing style. I tried to learn their thinking and writing style and within these three months, I learned a little bit. Though I learned only their basic style, it will help me in the future hopefully. In this report, I will discuss some of the work I did at Mediacom Ltd.

## 2. Brief History of Mediacom Ltd

Mediacom is one of the sister concerns of Square Groups Ltd, one of the largest and respected business corporation in Bangladesh. It has come into sight as an in-house agency of Square Group in 1997. Over the years, it developed its work as a strategy based advertising agency and became one of the leading ad agencies in the Bangladesh. Initially they started to make advertisements only for SQUARE Consumer Ltd. During this period they developed themselves and earned the reputation as strategy based agency in the country. Now they make advertisements for other business products as well like BATA, UNDP, Robi, KSRM, The World Bank, BRAC and many more.

### Current Clients





Their (Mediacom) services not only developed as an advertising agency, but also they provide service broadly as a brand consultant. They have also spread their services in many areas like media planning, buying, placement and monitoring, audiovisual and print productions, event management, PR, social and marketing communication.

Mediacom Ltd can be best described as a brand healer. They have worked on lots of sick brands to elevate their brand's reputation. Their idea is to make a secure bonding between the brand and the consumers. They never think of making advertisements to be their only job; they ensure the effective functional strategy to help the clients to grow their business and reputation.



### **3. Working at Mediacom Limited**

Working at Mediacom Ltd has been an enormous and helpful experience for me. The most enlightening experience was that I saw their working style myself. Reading about advertisement theoretically and working practically in the advertisement field are two very different things. However, theories about advertisements were helpful during my work. While doing my assignments, I used the knowledge I gained from my concentration area courses such as Eng 404 Copywriting, Eng 465 Translation Studies etc. Eng 404 Copywriting course was the most helpful course for me. I finished that course right before the semester I did my internship.

In Mediacom, there are four departments. I worked in the copywriting department. There are eight members in this department. Except for the creative director, the rest of them are assistant creative directors. They all were helpful during my internship. Interestingly my work never became boring for me. Everyday I learned new things at work. During my initial days, they asked me to observe their working styles. During first few days they told me to see all the advertisements that Mediacom had made so far. In order to see the evolution of Mediacom, first I watched their earlier work and then their latest work. Then my work became interesting day by day. Working as a copywriter, I contributed to various types of work that Mediacom does. Starting from writing taglines for KSRM I was assign to write storylines for the advertisement of UNDP and 'gsk,' and I ended up working on the facebook pages for different brands. I had been assigned to think about some ideas for the wall posts that will appear in the pages to represent the brand personality, and increase followers' visit to the pages. Though they have chosen few of my work, I learned many things from the other assigned work that did not get chosen. My supervisor created the floor for me to learn while working on my assignments.

### 3.1 Writing tagline for KSRM

Including me there was another intern, so they assigned the same work to both of us. Our supervisor discussed with us what they try to focus on and how they work. I had been assigned to write a tag line for KSRM in Bengali. They have been working on it but they also assigned us to work on it. Our supervisor discussed with us what the tag line should be like and what they are emphasizing on. KSRM this time want their tagline to look like they are assuring target audiences' peace of mind by providing them worry free service.

I wrote a few tag lines and showed them to our supervisor. After appreciating my effort, he explained more about KSRM and its 'Brand Personality.' Each brand carries its own personality, and taglines should show the personality. Then he taught me a few things, which are important while writing the tag lines. FCB grid is one of those things. The FCB grid was developed by Richard Vaughn, a Senior Vice President of Foote, Cone and Belding Advertising. The abbreviation of FCB came from the company name. This theory helps to explain both creative and media strategies for the products. It shows consumers different approaches towards buying products. While writing taglines we need to keep in mind specific categories that products fall under.

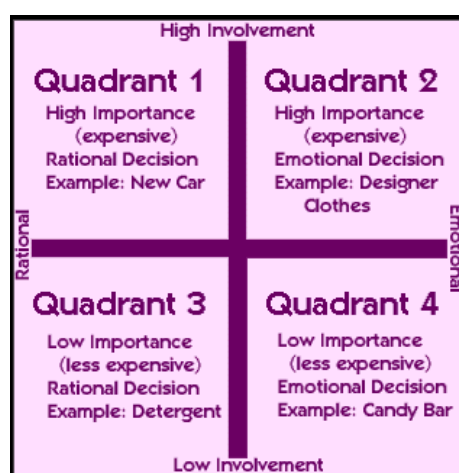


Figure 1: FCB grid

Keeping that in mind, I thought about the tagline for KSRM in a different way.

KSRM does not create TV advertisements. Their advertisement appears only in newspaper ads and POSMs which includes Posters, dummy pack (enlarged and reduced), leaflets and leaflet dispensers etc.



Figure2: KSRM tagline (Shekor theke Shikhore)



Figure 3: KSRM 500W. Newspaper ad

Therefore taglines should be print media based. Since writing for the print media and visual media is different, I had to think in a different way. It was kind of a challenging task for me. The tagline should not sound like it is bragging too much about KSRM, since it (KSRM) does not want to brag about the qualities of its service. KSRM officials also do not want to exaggerate about their products. This defines their brand personality. Besides that, I had to keep in mind the target audiences.

I have learned from one of my courses Eng 404 Copywriting that to create an effective advertisement our copy should be persuasive. A successful ad follows eight elements, though not all the elements are applicable for all ads. While writing the tagline I thought of some of the elements that should be there like getting attention, focusing on the customers, differentiating products from the competition and building value. My supervisor

told me to keep in mind these things while writing the tagline. Interestingly enough, there was a chapter titled Print Advertising in the text that I used for Eng 404 Copywriting course. I went through that chapter. I found many similarities between what the chapters says and what my supervisor told me. He told me that we should advertise the right product to the right audience. My supervisor mentioned that KSRM's audiences are potential individual homebuilders who are aged between 35 and 55. They are sincere, cautious and responsible about their homes. Secondary audiences are dealers and stakeholders. The tagline should be something that will attract those target audiences. We need to think about the target audiences' concern, needs, fears and problems rather than focusing on the products. The chapter mentions that focusing on the prospect is more important than focusing on the products.

What I have learned is that taglines are like headlines for the body copy. Like headlines taglines should be clear and precise. It also needs to grab the attention of the target audiences. Taglines help the product to advertise itself through a few words. Though I had to write taglines only for one product, it helped me a lot to learn about taglines in general.

## **3.2 Writing Storylines for TVC**

### **3.2.1 TVC on Energy Efficient Appliances**

Many organisations are working to make social changes among the people through social communication. The United Nations Development Programme (UNDP) is one of them. It reaches to the audiences when they need someone to speak for a change. Social communication is one of the activities that takes place when one is demanding immediate attention to an issue. A successful communication must be informative through its action. Communication needs to be planned strongly; otherwise, it will fail its purpose. Advertising can be a communication activity that will fulfill the purpose properly. It includes information by portraying actions that are persuasion by nature. UNDP wants to do a public benefit campaign to promote star labeling energy efficient appliances throughout Bangladesh. Energy efficient appliances are more or less known in every developed and developing country. Bangladesh is lagging behind in terms of using energy efficient appliances. UNDP wants to promote these products through an advertisement. My supervisor asked me to think of storylines for the advertisement. He informed me about the clients' demand for the ad, and I needed to think on the basis of that. UNDP asked for the storylines of the TVCs, if they liked those, they would ask Mediacom to make those for them.

Our client wanted us to prepare two storylines for the ad on energy efficient appliances. One had to show a contrast between two families-one uses energy efficient appliances while the other does not. The storyline showed one family before and after using the energy efficient appliances. I was asked to think of a storyline based on the contrast between two families. Through this ad three messages can be given but my supervisor wanted me to focus on one message more than other two messages. The message was using energy efficient appliances will reduce electric bills. I tried to write a storyline on that. Since I was intern my writing was not that polished. As a result of working on this ad's storyline, I got to

learn things like how we should make ads which have clear and precise messages and how ads can be interesting. My supervisor showed me the storyline of the TVC that they had prepared for UNDP. It was for me to learn how these social communications TVC are written. While learning these I could relate to some of the topics from my Eng404 Copywriting course. For example, I had to make my messages precise and I had to avoid being clever for the sake of being clever. The storyline of that TVC of energy efficient appliances had precised messages that UNDP wanted to spread through this ad.

### **3.2.2 TVC on Meril Lipcare**

Mostly ‘Meril’ is known for its petroleum jelly and lip gel. Now Square Toiletries ltd has introduced ‘Meril lip care’, which is basically a chapstick. They have three different flavors for lip care. Since winter was coming, they wanted to launch the product in November. For the advertisement, the client wanted to show that their lip care repairs lip damage instantly and it can also be used in all seasons. They also wanted to pass the message that you need to have pretty lips to have a pretty smile in your selfie. Pretty lips were their focus for the ad.

My supervisor told me that the creative department had already prepared a story for the ad, but he wanted me to come up with a story as well. He wanted me to practice making storylines for the TVC. He also said that if they liked any of my ideas they could take it for the ad. He gave me the scripts of the ad to have an idea about what their story was, and also to see if I could help them change something if needed. He also showed me pictures that had been captured for the ad. He asked me to look at the pictures, and see if they were suitable for the prepared story. If any change was needed they would go for a further photo shoot. He also let me listen to the prepared jingle that was prepared for the ad. After all this I had to come up with my story. I prepared a story for the TVC. My story was that it was winter. A girl was walking on the street with damaged lips. Another girl saw her and noticed that around that

girl the weather seemed gloomy and dull. Leaves were dry; some trees had no leaves. In the screen it would be shown in black and white. She noticed that the girl's lips were damaged, so she understood what needed to be done. She came towards that girl and gave her Meril lipcare. She applied the Meril lipcare on her lip and instantly it was repaired. When she was applying the Meril lipcare, the environment was changing while her lips were being repaired. Everything became colourful. The trees were full of new green leaves. When she saw the changes, she started to smile with her pretty lips. After that the jingle started and both the girls started singing and dancing. The screen displayed that the girl is applying Meril lipcare during summer, spring and in the rainy season as well. Finally she threw Meril lipcare toward the audiences and all flavours of the lipscare were shown on the screen. The girl's picture became blurred and the lipcare came to focus on the screen, and the girl is saying "my pretty lips". My supervisor appreciated my work, but he said that the story I prepared was like the basic work of Mediacom. They had done this kind of work during their initial days. They wanted me to incorporate modern technologies in my idea for the creation of the ad.

One thing I must say is that while I was in the process of working on the assignment I was recalling what the guest speaker of my Eng 404 Copywriting course said. He told us that client brief is very important for the ad. An ad is made according to clients' need. A copywriter cannot make an ad just like that. While working on the storyline, the copywriter needs to keep in mind the clients' requirement. I did that while writing the storyline. I asked my supervisor continuously about the client brief for the ad. The guest speaker session really helped me a lot many times while working on my assignments. The further usefulness of the guest speaker session will be mentioned in the next chapters

### 3.3 Writing Storyline for Audio Visual (AV)

An audiovisual (AV) is a combination of both audio and visual components. It includes slide-tape presentation, film and television program. It is the latest medium of communication. It is suitable for mass publicity or mass education. During my internship I had to do an assignment on AV. I had to think about a storyline for the AV. This AV was prepared for the employees of the 'gsk' (Glaxo Smith Kline) pharmaceuticals Bangladesh Ltd. It was kind of a motivational documentary. It was a multimedia presentation. 'gsk' wanted this AV to be motivational for their employees. It was only for the employees, not the general people. There is a Bangladeshi law that prohibits pharmaceutical companies to advertise their medicine through the media. That is why this pharmaceutical company decided to put together an AV that would motivate their employee. I remember I read in the Eng404 Copywriting course about the promotion of AV. It is mentioned in the chapter ten which is titled with 'Audiovisual Promotions' in the text that a multimedia presentation can be used to instruct or to convey a mood or tone about a person or place. My assignment was to write a script, which would convey a motivational message to gsk's employees. This was something new I worked on.

Every year 'gsk' appoints ad agencies to prepare this AV. In 2013 Mediacom made an AV for their employees and they liked it so much that next year 'gsk' again wanted Mediacom to create their AV. Last AV was based on the success of 'gsk' that they had earned because of their employees' effort. Mediacom had prepared the last AV by showing some of the victory moments of the Bangladesh cricket team paralleling some of the success of gsk's team members. There was a beautiful jingle for the AV which was written by one of the creative assistant directors of Mediacom.

'gsk's brief was they wanted the AV to be prepared based on the idea that individuals' effort is important to make a team successful, or an individual plays a vital role to build a



successful team. I was told to think about some ideas for this AV. I thought if the theme could be presented by showing a human body as a team. I also thought of showing individual member's roles paralleling some of the human body organs, such as a heart pumping blood, blood passing through the vein, blood veins being connected to the hands, hands responding as the blood cells are reached it etc. I shared my idea and explained to my supervisor that every organ is important to keep a human body active. They all have an individual role to play to keep body active. He liked my idea. He appreciated it and told me and the other intern to think about its (AV's) scripts and jingle in Bangla. Writing jingle was not an easy task for me. That was my biggest challenge during my internship. I talked about this with our supervisor; he told us if they like the script eventually they will ask for the jingle. My supervisor introduced us with one of the marketing executives who was in charge of this AV. He told us briefly about gsk's brief. He showed us the previous AV of 'gsk' so that we could have a brief idea about their previous work. I shared my idea with him. He also liked my idea and told me to start writing the script as soon as possible.

He informed me that 'gsk' wanted to see the idea that the creative department had came up with, during that week in which we got that assignment. My supervisor said that we should give them a rough script and the jingle within four days. I had prepared a rough script and the other intern prepared the jingle for the AV. The jingle was about their work being praise worthy. The jingle would show that they are making the team successful. He told us that jingle should be presented as the employees telling their own story, and that their effort is making their team successful. Though I did not work on jingle, when our supervisor told the other intern what the jingle should be like, I was there. He was saying that jingle should have a slogan that has repetition, and that would be the chorus line. I remember what we read in the Eng404 Copywriting course. 'Use of slogans that bear repeating' was mentioned in the

chapter 10, which was titled 'Audiovisual promotions.' Our supervisor said that he would share our idea with 'gsk.' He also said that he would let us know about their feedback.

Later our supervisor informed that 'gsk' had changed their brief. They did not want the AV based on the last brief. It was disappointing as we worked very hard for the jingle and script. Our supervisor smiled at us and said, "Welcome to the advertisement world, that's how we work. Everything is uncertain in this world. Clients can change their brief any time they want." I again recalled what the guest speaker of my Eng401 Copywriting course told us about the client brief. He mentioned about the client brief many times and told us that clients could change their brief anytime. It was completely a different and unexpected experience during my internship.

They (gsk) wanted the AV based on the idea that if you are unstoppable, then the entire team is unstoppable. Our creative department wanted to present the AV by showing an idol paralleling the individual employees. Later on, the creative department decided to show our freedom fighters paralleling the employees of 'gsk'. In the sense that the employees of 'gsk' work with similar motivation that the freedom fighters fought for. My supervisor showed the script of the AV they had prepared for 'gsk'.

I learned a lot while working on this assignment. My supervisor explained to me how an AV could be prepared. He explained to me how an AV starts, how scenes can transfer from one to another. The chorus lines of the jingle can be shown in some of the scenes with black background. When I saw the AV, I could relate it to one of the papers I wrote for Eng331 Cultural studies course. In the Eng331 Cultural Studies course, some of the students were prepared their final term paper in the form of visual essay. Our visual essay was similar to an AV. It was a combination of both audio and visual elements. Our voices were there as the audio element describing our chosen topic. The pictures and videos were the portrayal of

our description. In the AV instead of the voice, we could use the jingle. The script was about what I wanted to show in the AV and how the scenes would go one by one.

### **3.4 Working on the Facebook Pages for Different Brands**

I mentioned earlier that I had been assigned to think about some ideas for the wall posts that would appear in the facebook pages to represent different brands and their personalities. They wanted to increase followers' visit to those pages. Mediacom mostly runs the facebook pages of Square group's products such as Kool, Ruchi, Senora, Radhuni, Meril lip care etc. Some of the facebook pages have more followers than others. They also run a few of the other brands' facebook pages. I got to work for Ispahani's page. Every day they post wall posts according to the brand's personality. I was assigned to work on a few pages. They have chosen a few of my works.

#### **3.4.1 Kool's Facebook Page**

One of SQUARE Group's products 'Kool,' has a facebook page. Almost everyday they try to post something, which represents Kool's personality. I was told to think about some ideas, which would make the page more effective. The idea is to grab more attention of the people to follow the page so that they visit the page frequently, and know more about the product's personality. My supervisor wanted me to think about some wall posts or video clips or any contest which would increase the followers' visit to the page. The instruction was the above mentioned items needed to reflect the personality of the products. I had to come up with something that 'Kool' would say as a brand. Every post should be related to Kool's products (Shaving foam and body spray). Kool's tagline is "Be the real man". Posts should be about creating consciousness among men or prompting the image of masculinity. It could be anything that would relate to being a real hero. This was quite challenging.

Since I am a girl, I do not know much about a man's interest. For that firstly I needed to do some inquiry about man's interest. After that I had to think of something that a man wants to know, unknown information that would help men to work on their smartness. Secondly, giving ideas were not only my task; I also had to prepare the post's write up. That was the

main challenge. I had come up with an idea of a post, and related to that post we could arrange a contest. My supervisor liked one of my ideas and asked me to prepare the write up for the post. Shaving foam is one of the products of KOOL, related to that, my idea was to post a wall post on beard style. The idea was to let people know about the appropriate beard style for their faces. I was trying to give the message that men should choose a beard style according to the shape of their faces. I told him that the post could be like shapes of many faces with suitable beards on them. Related to that post I gave him an idea for the beard style contest. The contest could be about who has the coolest beard style. Men who think who have beards with the coolest shapes could upload their pictures. Then the picture receiving highest numbers of likes would be the winner of the contest. I did not know that it would be posted on the facebook page. I was visiting Kool's page and I saw that the 'beard style' wall post had been posted. According to my suggestions, the visual of that wall post included different face shapes with suitable beard styles. One of the creative directors wrote a detailed description for that wall post. Though it is merely a wall post for a facebook page, I felt good that my idea had been executed.



**Figure 4: KOOL's Facebook wall post for beard style**

### 3.4.2 Ispahani's facebook page

I was assigned another task for the facebook page of 'Ispahani'. My supervisor told me that 'Ispahani' wanted Mediacom to run its Facebook page. The creative department had thought of some ideas about what types of posts should be posted on the page. I was told

that three types of posts would be posted on the page. Posts should be about the facts of the tea, health benefits of tea and there should be some interactive posts. For the interactive posts he asked me to think of some basic questions related to tea that could be asked to the followers of the page. The plan was to interact with the followers through those posts. I wrote some of the questions, the facts about tea and the health benefits of tea. He liked a few of my write ups and asked me to think of the visual for those write ups.

The things that I had prepared were some interactive questions such as ‘When do you enjoy your tea most? With friends and family or alone?’, ‘Which one do you think is the best tea stall in Dhaka?’ ‘Which kind of tea is your cup of tea?’, ‘Tag your friend – with whom you have the best moment with while having tea’, ‘Tag a friend you are missing’. Some of the information about the health benefits of tea were ‘Your cup of tea may protect you from skin cancer’, ‘Tea helps to prevent cancers in skin, stomach, breast, lungs etc’, ‘strengthens bones’, ‘reduces blood pressure in patients with hyper tension’, ‘fights cavities and reduces plaque’. He chose one of the health benefits of tea to be one of the posts. He also liked the idea of tagging your friend, but he wanted to change that by saying ‘tag a friend you want to share a cup of tea with today.’

Since he liked that idea he asked me to think of a visual. I showed them some of the pictures I wanted to be selected for the visual. Then I finalized a visual for the post. The visual included two cups of tea with two hands holding those cups. I wanted the picture to be of one hand holding one of the cups, and another cup would appear without a hand.



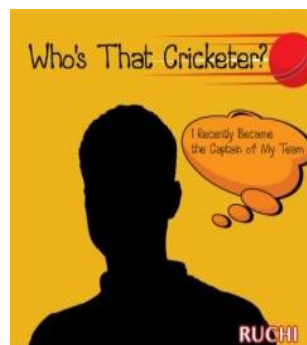
**Figure 5: Picture chosen for Ispahani’s facebook wall post of tagging a friend**

For the visual my idea was to portray that someone is missing his/her friend and wants to share a cup of tea to express his/her feelings for the friends. Without the other hand the picture is incomplete. Parallel to that, without a friend, life is incomplete. Therefore to complete the picture, one can share this cup of tea with that friend. My supervisor liked the idea and told me to give the visual and the text needed to be written with the post to one of the graphics designers who works on these wall posts. I gave him the visual and the text, and described to him the idea for the post. He prepared and showed me the post I described to him to prepare. He did the work wonderfully. One hand had been omitted from the picture as I said. As it was for 'Ispahani,' he emphasized only on the word tea in the text than any other word, as it was for 'Ispahani' page. I wanted to make some changes in the text. Along with 'tea', the words I wanted to focus on were 'share', 'friend' and 'tag.' I told him what changes I wanted. Immediately he adjusted the text the way I wanted, and showed it to me. This post was ready but it would be posted later.

### **3.4.3 Ruchi's Facebook Page**

Ruchi is one of brands of Square group. It is under the food and beverage company of Square group. Ruchi's facebook page is named 'Ruchi Joyous Moments.' I was assigned to think of some wall posts for Ruchi's facebook pages as well. The Instruction was the wall posts should sound like fun. This page wanted to represent the moments of fun that Ruchi could add in life. Its name represents that idea. While I was thinking of that, my supervisor asked me to do another assignment for Ruchi's facebook page. I did not proceed with this assignment. However, during my internship, one-day international cricket matches were going on in Bangladesh. Bangladesh won the last three matches with Zimbabwe. We planned to post posts to congratulate the Bangladesh cricket team. We also planned to upload some motivational posts for the players. For that I was asked to come up with some ideas and visuals. And also I was told to think of some quiz or contest based posts. I came up with an

idea for a quiz based post. The post was on guessing a player's name. It would have the tag line "Who am I?" The challenging part was I had little idea about cricket and the players. I had to give some significant information about the players as clues for the people to guess the player's name. I did not know much about the players so had to search for information online. I found a lot of information, but I was confused which information was significant. I told my supervisor that I was having problems selecting the information I should use as a clue. He took me to a person who provides information needed for any assignment. He did not provide me with the information while I was doing my internship. I was supposed to make the visual for that post. Later on, when I was done with my internship, one day my supervisor informed me that the quiz based post I was assigned to work on, was going to be posted on Ruchi's facebook page.



**Figure 6: Ruchi's Facebook quiz based wall post**

#### **3.4.4 Meril lip care's Facebook Page**

SQUARE group has a product named 'Meril lip care'. In chapter 3.3, I wrote about my assignment on its (Meril lip care's) TVC making. It has a facebook page. Except for people in the office, nobody knew about that page, so they wanted to launch a selfie contest to introduce the page. For the contest, they needed a press release to be written which would introduce the contest and the page as well. They wanted to post wall posts and for that, they needed some messages that would draw the attention of the audiences.



I was asked to write those messages and reminder messages for those posts. Those messages were like win a selfie stick by having the highest numbers of likes on your selfie and the reminder messages were “chances are still there, have you posted your one yet?” I wrote a few options from where the messages could be chosen from and showed them to my supervisor. He liked a few of them. He told me he would choose messages from the messages I gave him for the wall posts.

Apart from advertising, working on facebook pages was the most interesting task because while working on those assignments for the facebook pages, I got to know lots of information that we usually do not get to know. For instance while working on Ispahani’s Facebook page, I got to know about tea benefits, facts about tea etc. For Kool’s page I got to know a few things about men’s zone interest.

#### **3.4.5 Radhuni’s Facebook Page**

Radhuni is another brand of SQUARE group. They have a facebook page that used to be run by another ad agency. They (Radhuni) wanted Mediacom to run this page. They (Radhuni) asked for a new outline of Radhuni’s facebook page. Radhuni has almost all kinds of cooking products which women can use. Their products focus on the working women who need to cook very fast. So far many kinds of recipes were uploaded on this page including authentic Bangla food and foreign food. Now Mediacom wanted different kinds of posts on the page, apart from recipes.

I was told to give them some ideas for the new outline. We were assuming that the followers of this page are urban or suburban housewives or working women or moms who use facebook. Since they live in the city or in the outskirts of the city, they would definitely love to know about beauty or clothing tips. I told my supervisor that we could post cooking, beauty, clothing and fitness tips. Also we could post on how they can run their household properly. He liked those ideas. But he especially liked the idea of the tips for running the

household properly. He asked what could be some tips for running the household properly. We suggested a few. To do that, all the ideas that I gave him could be incorporated altogether. In that case, me and the other intern helped him to think about how he could do that. Tips could be on how she could divide her time for her work and time for herself. We told him he could post wall posts about how women could run a household properly, keep their bodies fit and take care of their beauty besides their household or office work. He said we did a good job. Since it was the last day of my internship, I could not work much for this facebook page.

### **3.5 Assignment on Translating TVC Scripts**

Translating a few scripts as subtitles was a part of my task as a intern copywriter. I got opportunity to translate some TVC scripts as subtitles. There was a TVC was on Tuberculosis. There were five TVC scripts. This TVC would be shown to the foreign clients. For that, it needed to have English subtitles. The challenging part was to translate the local bangla dialects. This was about tuberculosis in places where people speak in local bangla dialects. I did it anyway. I showed the translated subtitles to my supervisor. My supervisor appreciated my effort and gave me feedback on that. There were some corrections needed. I asked him a few things about translating local dialects. He told me that if possible, sometimes local dialects were changed and sometimes they were kept the way they were on the scripts. His feedback helped me a lot to learn more about translating. Since I took the Eng465 Translation Studies course, it helped me a lot while doing my assignment on subtitles. While I was translating the scripts, I recalled what I learned from the Eng465 Translation Studies course. We learned there are two types of translation- word for word and sense for sense. While working on the subtitles I needed to use both kinds of translation. There were a few sentences that needed to be translated word for word, while others needed the sense for sense translation.

#### 4. Personal Account

It was a great privilege to work as an intern at an ad agency like Mediacom Ltd, which is one of the leading ad agencies. As I mentioned in chapter 3, doing an internship at this ad agency was truly a wonderful experience for me. Honestly speaking, I never thought of interning at an ad agency. When I did the Eng404 Copywriting course, I became interested about interning at an ad agency. Eng404 Copywriting course was all about the elements of the copywriting. When I learned about a few elements of Copywriting, I was eager to see those elements practically. The copywriting elements were writing headlines and body copy for the ads. There were a few other power copywriting techniques. We also studied writing copy for print advertisements, brochure, direct mail, audiovisual promotions, catalogs, press releases and other formats of copywriting. Doing an internship helped me to gather an experience about copywriting, as I was an intern copywriter.

I would like to share a story that taught me a good lesson about making advertisement. My supervisor once shared a story that he learned from his mentor. When my supervisor joined Mediacom, Konka TV's ad made by Mediacom had just been aired. He said that his boss Asif Akbar was one of the best creative directors in Bangladesh. He showed him that ad and shared his (Asif Akbar's) story behind the concept of that ad. Asif Akbar has two brothers. When there were televisions only in a few households, they used to go to watch television from the backyard of their neighbour's house. Based on that idea, he came up with the concept of Konka tv's ad. Two brothers, who do not have tv in their house, go to watch tv from the backyard of their neighbour's house. My supervisor was telling me since they are also two brothers; he could understand his boss's feelings and that gave him goose bumps. The reason he shared this story was to teach me that while writing storylines for the ads, sometimes we need to look into our personal experiences that could match many other audiences' personal experiences. What I have learned is that audiences like ads more when

the ad takes them to a flashback of their early lives, and makes them emotional. Ads that have catchy jingles, and are based on authentic stories grab the attention of the audiences even more.

There are a few things that I would like to say about the Mediacom office, which I think motivated me to do my tasks. Mediacom's employees are motivated. My supervisor was an inspiring person. He always motivated me. If my work was not up to the mark, he never demotivated me. Instead, he appreciated my work and taught me how I could make those things better. The environment of Mediacom was very friendly and welcoming towards me.

During my internship, I had an opportunity to talk to Asif Akbar, one of the best creative writers in Bangladesh. He is a very welcoming person. He showed me and the other intern a newspaper ad, and asked if there was any problem with that ad. That was a cement ad. People from the cement company would visit the construction sites throughout the country to test the construction materials of the buildings under construction. The ad was in English. I told him that the message was not clear to the audiences as it was not clear to me that how they were promoting their cement. The other intern added that the language they used is difficult to understand their message, which was vague. Asif Akbar appreciated what we figured out and said they could have used an attention grabbing sentence to reach the target audience. Since they wanted to ensure that people who are building houses on their own have the right cement, they could grab the attention of the target audience by saying 'Are you building your house?' People who are building houses on their own they would definitely look at it to know further. Though they included a picture of a bus with the name of the cement company on it to grab the audience's attention, I felt it did not grab the attention of the right audience. He was trying to say that it is very important to use the right kind of attention grabber to seek right audiences' attention. He talked about many mistakes that

copywriters usually make. While talking to him I could relate to the Eng404 Copywriting course.

As I clearly remember, we read in the text, *The Elements of the Copywriting* ‘Put the reader first’, which means a copy should be you oriented. ‘Draw the reader into your body copy’, in this case, the copywriter needs to draw the audience’s attention toward the ad through attractive headlines, which will arouse the audiences’ curiosity. ‘Use simple words’ which means avoiding flowery words and phrases. In chapter two, which was titled “Headlines,” in the text, it is mentioned, ‘Speak directly to your audience’. Some products have customers who do not use that product frequently. In that case, in order to get their attention, the body copy needs a headline that grabs their attention by speaking directly to them. For example, Asif bhai told us that the cement ad could grab the target audience’s attention by saying, “Are you building your house?” This clearly points out that the ad is directed towards house builders, who are the target market for this ad. He also talked about the importance of the client brief.

While interning, one of many interesting experiences was talking to the head creative writer of Mediacom. I got a few ideas on how he tried to think about an ad. His thinking style is very different from others. He always thinks out of the box. After talking to him, I read a report titled, ‘Advertising Revolution’ by Syed Tashfin Chowdhury. In his report he wrote-

Asif Akbar Khan, Creative Head of Mediacom, another Dhaka-based advertising agency, says that most advertising firms are still sticking to the traditional ad-film making style. ‘They are blocking the revolution of ad-film making in Bangladesh. These people should finally realise that advertising is a game of ideas,’ he says. He further urges motivated and talented advertisers to challenge themselves through better work. ‘Only when one tries to outdo their best work can he or she excel,’ he says. (Chowdhury 2010)

Asif bhai told us something similar to the statement that was quoted in Syed Tashfin's report titled 'Advertising Revolution'. We need to come out from the conventional rules to introduce new kinds of work. Bangladeshi advertisements need some new dimensions in order to add diversity to them.

## 5. Conclusion

Advertising has developed with the evolution of digital, social, print and broadcast media. Over the years, advertisement techniques have also been developed so that they can attract consumers' attention, and so that customers can easily remember them. It will evolve more with the development of the culture and consumers view. Now advertisement is not limited to few techniques. It has broadened its boundaries with the demand of the consumers. Traditional advertisement is based on one-way relationship. It means advertisers get to advertise their products by creating an impression or getting attention. Consumers cannot communicate with them. Now social media allows both the consumers and advertisers to interact and present their views on products, restaurants etc.

Through social media, advertisers can see the reaction of the consumers directly. Facebook is one of the social networking sites that helps advertisers and consumers interact. Each brand has a facebook page to represent their brand personality and advertise their products. Ad agencies are running these facebook pages. I did a few assignments on the facebook pages of a few branded products of Square Group as I mentioned in section 3.4. There is a set of challenges in this type of advertising. "Brands need to start thinking like consumers and understand how their customers are sharing and consuming content" (Stainslaw 2014). When I was working on Kool's facebook page, I was asked to think of the posts that would represent Kool's brand personality, and which group of people would like to know about Kool. In this content, a brand needs to be acted more like a publisher than an advertiser. Facebook pages do not advertise their products directly. They create an impression by posting wall posts like a publisher to get attention. This is one way of advertising the products besides the traditional advertising.

I learned one thing; a copywriter needs to know many things while he or she is writing a script for an advertisement. He or she not only needs to know how to write a proper



script, but also needs to know marketing and branding strategy. There are employees in Branding and Marketing Strategy Department of ad agencies. A copywriter is the one who needs to understand marketing and branding strategy to write an effective body copy for the target audiences. Now-a-days, consumers do not watch ads on television only. They use multiple devices to watch ads in different locations. “TV is being increasingly watched online by consumers on desktops as well as via apps on mobile devices while on the move” (Schroeter). To keep pace with that advertiser needs to develop their techniques. Social network is one of the new ways to reach the consumers. Mediacom runs almost all the facebook pages of Square consumers’ products.

They also organise campaigns for different kinds of issues, such as anti-obesity and diseases related to female. For example breast cancer, cervical cancer etc. To promote ‘zerocal’ they organised a campaign on the anti-obesity day. I did not get a chance to work on that campaign, but I saw another intern working on that. ‘zerocal’ is substitute of sugar, which looks exactly like sugar, but does not contain fat. That campaign was about having healthy food to keep fit. Through the ‘zerocal’ campaign, they were trying say ‘zerocal’ can save you from obesity. This is another way of advertising a product.

I only learned about writing techniques in the Eng404 Copywriting course. After the internship, I learned that only the writing technique is not the most crucial thing in advertising. Marketing and branding strategy are also important things for a copywriter. They need to focus on marketing and branding strategy as well. They also need to understand the trends of the consumers. In the Meril lipcare ad, Mediacom used selfie as it is the new trend among the new generation. I was told to think of storylines that would include modern technologies, and trends of the new generation, as they were the target audience. I enjoyed my internship at Mediacom and learned a few things that would help me in the future.

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