

Copywriting internship
at Anjali Rego Ltd

Nujhatul Kubra
11303002

The Department of English and Humanities
April 2015



BRAC University, Dhaka, Bangladesh

Copywriting internship

at Anjali Rego Ltd

A report submitted to

The Department of English and Humanities

of

BRAC University

By

Nujhatul Kubra

11303002

ENH

In Partial Fulfillment of the Requirements

for the Degree of

Bachelors of Arts in English

April 2015

Acknowledgement

I would like to express my deepest appreciation to those who made crucial contributions in my writing and completing this report

I am grateful to my supervisor from BRAC University, Ms. Roohi Huda, whose contribution in the form of stimulating suggestions, patience and encouragement helped me to continue writing this report.

Furthermore, I would also like to thank my internship supervisors, Mr. James Parker Project Manager, Anjali Rego Ltd. and Mr. Jim Rego, creative copywriter at Anjali Rego Ltd, who provided all the necessary resources for me to complete my tasks. They took time from their schedule to guide me with their insightful suggestions. That indeed made my three month internship a delightful and meaningful experience.

I would like to extend my gratitude to the other members of the Creative Department for being supportive in terms of my flaws and for helping me improve my skills. And last but not the least, my heartiest gratitude to Anjali Rego Ltd for allowing me to do my internship there.

Table of Contents

1. Introduction	1-2
2. Company Overview	3-5
3. Services Of Anjali Rego Ltd	6-12
4. Proof- reading at Anjali Rego Ltd	13
5. Content Writing at Anjali Rego Ltd	14-16
6. Brochure Making in Anjali Rego Ltd	17-18
7. Research at Anjali Rego Ltd	19
8. SWOT analysis of Anjali Rego Ltd	20-23
9. Personal Account	24-25
10. Conclusion	26

1. Introduction

I was impressed with the advertising billboards especially with the attention grabbing lines and word. I used to think how come people wrote beautiful lines for different products! Every single product used to have a different marketing punch line which made me think how it is possible to produce differently every time? I have grown up now and got my answers. It is the magic of copywriters. Then I wished to study this subject and wanted to know how it works.

My writing projects over the last few years have included writing articles for a company newsletter, writing for sports page of a newspaper, writing project summaries for client based projects, advertisement texts for retails in London as well as writing educational articles both inside and outside my country. While working I got to know who writes both the witty and the rotten advertising we are exposed to on a daily basis. Many people are under the impression that the owner of the product comes up with these sometimes entertaining little ditties. Actually, the person responsible is the copywriter, often working for an ad agency. Now this isn't to say that what's communicated in your average TV commercial or print ad is entirely the hardwork of the copywriter alone. There are many cooks in the kitchen, but the guiding voice behind most advertising messaging belongs to none other than the copywriter.

I have worked in several renowned newspapers such as "*The Daily Star*" and "*The Daily Sun*". I also have worked for "*Paperplane*", a copywriting company and "*Maverick Studios*", a media advertising company in my country. Working these companies was a great opportunity and experience but I would say that I was searching a place where I could learn the basics of copywriting. Almighty permitted me to make my dreams come true and I got selected to do my

internship at Anjali Rego LTD, a copywriting company, as a content writer situated in Middlesex, London. I was really grateful that I was taken very warmly in the company and I worked a total of 4.5 months (paid basis) with them. I was appointed as the junior content writer and my job was to write promotional text for media and proof read texts, reports etc. There was total of eight members in my team and they were really very friendly. Though I was the most junior employee in the team, and I belonged to different country, but I felt I was working in my home with my close friends.

2. Company Overview

Content writing service is a lucrative expanding market for those who are skilled and knowledgeable about this area and can tap into their potential writing skills. The internet is a virtual world in which the majority of businesses and services have a presence. Furthermore small and medium businesses, which form over 99% of the economy in London and the target market segment needs the copywriting company's help the most. There are numerous other categories of online websites and content pages, all of which can benefit from content writing services. After the recent recessions and in the current recovery stage, the marketplace is now favorable to new businesses forming and growing physically and the increasing commerce on the internet. Attracting visitors and client's to a website is dependent on various factors and how the information is presented is a crucial factor.

Anjali Rego Ltd. is a company of experts in this field. With a solid understanding of the dynamics and skill set to bring in more visitors and clients to websites, the potential growth of the company is only limited to capacity. Their services are positioned very prudently, they are of particularly great eminence, appropriate, sensible and exact, tailored to the clients' needs so as to allow them to make the right decisions, in turn leading towards progress of their businesses, benefiting the overall economy.

Anjali Rego's marketing strategy is based mainly on ensuring that the customers are provided with the various options available so that they are able to fulfill, and make the right information available to the right target customer. Its intention is to implement a market penetration strategy that will ensure that it is well known and respected in the content writing

industry. In the company they cater to every budget and ensure that their service price are within their clients' budget, and is competitive at the same time. The marketing will convey the sense of quality in every promotional strategy. It will also convey the same of quality in implementation undertaking which it is involved in but not limited to integrating advertising, events, personal selling, public relations, direct marketing and Internet marketing, details of which are provided in the marketing section of this plan.

Anjali Rego Ltd. offers a specialised and particular service with distinctive quality, solid framework, feedback integration and development program. Assuring customer satisfaction through superior deliverables is their primary target and capability. By helping their clients bring in more site visitors and they are progressively and successively able to help the economy in their local target market and potential global customer base. Their financial capital, planning, funding, analysis and strategy are rational, profoundly researched and structured to support realistic sustainability.

Anjali Rego Ltd's key to success will undoubtedly be effective market segmentation through identification of the key demand areas for content writing and implementation of effective procedures. Along these lines the company intends to implement personal selling and direct marketing strategies to the potential clients. They intend to build a strong referral program and their key to success will be based on their long lasting reputation. Their key success factors will include the following:

- Excellence in fulfilling client requirement, with complete confidentiality, expertise, relationships, use of appropriate technologies and adapt him to market trends.

- Uncompromising commitment to the quality of the work: that is, quality data, information and solutions.

- Developing visibility to generate new leads.

- Timely response and fulfillment of client orders and continuous communication with the client.

- Leveraging from a single pool of expertise into multiple revenue generation opportunities: retainer consulting, project consulting, market research and market research published reports.

- To build streamlined, active and effective client generation procedures

“Providing the best quality of content to exceed expectation by attracting greater web traffic for their clients’ sites” - Anjali Rego Ltd’s mission statement.

With the above mission statement, Anjali Rego Ltd. aims to provide the best quality content writing service in the competitive growing market. The company’s mission is to help generate or increase the traffic for their clients’ websites by providing superior writing and appropriate search engine optimization. With millions of websites out there requiring new content on a regular basis, their aim is to capture a fraction of the market.

Anjali Rego Ltd. is formed by a writer who is efficient in different types of content writing, SEO (Search Engine Optimization), conducting research and preparing marketing materials. Anjali Rego Ltd. offers a list of services for business owners to choose from, depending on the nature of their business and requirements. It is incorporated as a private limited company as per Companies Act 2006. The company’s registration number is 08889279.

3. Services Of Anjali Rego Ltd:

The Internet is a collection of websites and online services, and each website has some content or information in it. For these to be effective and appealing to its intended audience, the information must be written in an appropriate manner and follow various internet rules, written in superior English and localised accordingly. Small and medium enterprises' marketing materials are also a key target of the content writing industry.

At Anjali Rego Ltd., content writing service is an envelope of several avenues of services. Their content writing solution undergoes a rigorous and tested process to produce the best quality work written by those with years of experience in the field of writing. Their expert proof-readers recheck for originality using CopyScape services before the final submission.

Anjali Rego has two segments of clients. In addition to providing outstanding content for their clients, they provide an infrastructure and systemised process to hire writers and distribute work among them for variable fees. A writer undergoes several tests and standardisation training before joining their elite workforce.

3.1 Service overview

Their company provides particular services of writing contents for an assortment of websites that require a distinct type of writing. Given below is a list of services offered by Anjali Rego Ltd.

- Website Articles - additional information / blogs (ghost writing)
- Publisher articles
- Editorial articles
- Feature articles
- Web Content - writing copy for a new site

- Marketing Brochures
- Press Releases
- SEO Content
- Research Content
- Email Marketing
- Blogs
- News Updates and periodic newsletters
- E-books
- Reviews

3.2 Service Description

Their content writing services focuses on achieving results. While anyone can write, not everyone can produce original and creative content that will guarantee interest from the intended audience. Every service outlined in the previous section also comes with relevant SEO (Search Engine Optimization) analysis so that millions of internet users can get the link to their client's site on the first page of search results using popular search engines such as Google, Bing and Yahoo, etc.

Their services start from writing for clients with no content at all and for who just have an idea that needs an appealing expression, to those who already have existing sites and need to improve the quality and increase traffic in order to boost revenue. Each category of the mentioned services above requires a distinct skill and experience. Their services are global and they provide a localized service with an optional additional cost.

Website Articles

A large percentage of websites are dynamic and require new text on a regular basis, therefore require new content to be written at regular intervals. Examples of such sites are blogs, magazines, journals, periodicals, etc. While the owner of the blog may have the core material and understand the gist, he or she may not necessarily have the skills to express the idea in an appealing format. Their services include variety types of blog writing such as:

- Personal blogs (includes themes such as music, home, family, tours, emotions, entertainments, health and political views)

- Business blogs
- Schools/Academic institutions
- Non-Profit/Charity organizations
- Political
- Military
- Sports
- How-to, training, tips
- Scrapper blogs
- SEO blogs
- Affiliate Marketing blogs

These types of blogs can have feature articles, editorial articles and general publishable articles. Each type is slightly distinctive and separate from the other, requiring specific understanding, experience skill.

Web Content

Web content service is for those requiring text for their new website in a professional capacity. It can be a business setting up their first website or a decade old company upgrading their website to a newer platform and incorporating newer technologies, thus requiring a new approach and content in their site.

Marketing Brochures

Marketing brochures can be both online, that is PDFs that are emailed or available for download or the printed version. The online version can contain links, hovering information or dynamic materials based on user activity that have to be produced in a way different from traditional printed types. Anjali Rego Ltd. helps business owners create online marketing material and brochures to broaden their customer base.

Press Releases

Various organizations, businesses, companies and institutions require publishing of press releases on a regular basis. Meeting minutes and updates have to be summarized and posted in a professional manner. They help with any kind of press release. If the main substance is delivered to them, they can expand, elaborate and rewrite the information for their client's site in a clear and effective manner.

SEO

Search Engine Optimization content writing is a process of creating optimized content, and content with specific keywords to target a specific audience and create

useful information both for the readers to understand and for search engines to crawl into. They can provide excellent SEO in order to increase user views and traffic.

3.3 Process flow

The process to get their services is very simple and linear for ease of management.

- 1) The potential client will contact them via email, or fill the online web form on their website or by a phone call directly.
 - a. Based on the requirement, the request will be forwarded to the appropriate lead writer/researcher specializing in the relevant area. For the case of phone calls, the operator will forward it if the consultant is available, or will keep a message for a call back.
- 2) A quote is prepared; the client is contacted and advised on the prices for the required services, implicit benefits, additional features and potential improvements and results.
- 3) The client confirms the work order and provides a down payment, which is typically 15-20% for first time work orders and 10% for returning clients.
- 4) The task is assigned to an appropriate expert.
- 5) The completed task is sent to a proofreader and a QM (Quality Manager) for a two-step verification and clearance. The job number, client details and costs are forwarded to the accounting personnel for invoice generation and billing.
- 6) Their in house SEO expert provides SEO analysis at optional costs to the client
 - a. If the client agrees, then the SEO work is completed and costs are added to the invoice.
- 7) Final work and invoice are submitted

8) Feedback is collected and anything below 4.5 out of 5 rating is reviewed and client feedback is analyzed to incorporate development.

The second category of their clients is composed of those who write the content. In addition to the skilled owner who is able to perform various tasks, they hire freelance experts on an as-is-when-needed basis. Depending upon the workload, time sensitivity, expertise or localized requirements, they delegate surplus tasks to experts from their pool of preselected freelance professionals. They provide their quote for the services while they charge their client for a markup due to the administration costs and two step verification processes to maintain quality. The interested professional experts on content writing contacts Anjali Rego Ltd for work. They take two verifiable written tests to ensure their expertise, and one phone interview to pass before they enlist the personnel to their freelance pool. The baseline requirement is to have an academic degree in the subject matter or three years of content writing experience in the relevant area.

3.4 Technology

Like any modern startup business, Anjali Rego Ltd. also has technological exposure and due to the nature of the work, a lot more than many other businesses. Anjali Rego Ltd. requires:

1. Computers (PC or MAC) equipped with an appropriate operating system.
2. Internet connectivity.
3. Desktop publishing software suite and word processors such as MS Office which will help with writing, editing, formatting and publishing activities.
4. Email client and services for working with clients for communication and project deliveries.

5. HTML editor such as Dreamweaver to be able to design and check the final output in a local demo environment before the final delivery and uploading for public viewing (Optional additional service).

3.5 Future Services

They plan to develop a mobile application for their services. Currently the modern world is dominated by handheld devices running on iOS, Android, Microsoft, etc. software systems for smartphone, tablets and a wide range of other devices. Anjali Rego Ltd. is working on developing an application so clients can go through their various services, select, place order and possibly complete the payment transaction through the application.

They are working on assembling a talented tech team who will be able to write content for various technical manuals as needed by clients.

One of their long-term future plans is to be able to provide content in other languages in addition to English. Currently they are working with global translation companies such as Lions Bridge International, Transperfect Translations Ltd. to provide good quality translation of their content written for their clients, but building an internal team of certified translators will help retain greater margins in the long run.

4. Proof- reading at Anjali Rego Ltd:

I was appointed as a content writer at Anjali Rego Ltd but I had to work in every department. I started with proof reading a whole business plan of “RS United of IT solution”. That business plan had been written by one of the copywriters and I was given to check whether there was any spelling, typing or grammatical mistake. After checking it I had to look deeply at the writing style of the business plan and submit a response paper on it. I observed that the copy contained short but very important information. The writer made sure the paragraphs were no more than three lines long, otherwise readers’ would lose attention. Besides, the writer remembered Odd vs. Even facts while writing the paper as odd numbers are easier to remember than even number. So he kept this in mind when writing lists. For example while writing lists he used “3 tips, 5 ways” etc. Moreover the writer had varied the sentence length as it’s important to vary the sentence length in order to hold the reader’s attention. He also used sentence fragments so that becomes easy for the readers to get all the information easily. In addition I observed that the writer used bucket brigade words for example “remember, and, but, consider, however, for example and it helped to move the copy forward. The format was Sans-serif fonts, such as Arial, Verdana and Helvetica are easier to read online and also in the printed version than serif fonts. So people won’t find it difficult to read the copy. Finally, my last observation was that the writer had used 80% text to 20% pictures or images.

While writing the response paper on this copy, the copywriting course made my task quite easy for me. I found many points easily which I learnt through in the Eng 404, Copywriting course.

5. Content Writing at Anjali Rego Ltd:

I wrote several advertisement texts at Anjali Rego Ltd. While writing those texts I was thinking about grabbing the attention of the customers using effective words, not making the texts boring or too long etc. Firstly I wrote an advertisement text of an upcoming IT company named “Zafirah IT Solutions”. This was the first time I worked independently, which means none from my team members helped me with the project. I had one week to submit it and the total word count was 350. So I ended up with this, “Zafirah IT Solutions believes in delivering quality services and solutions to all of their clients and exceeding their expectations. They believe in adding value to their clients’ businesses and not simply being a service provider that has no idea about the aims and ambitions for the business.

They provide excellent IT solutions and Telephone services to small and medium size businesses. Each customer has unique business needs therefore they require tailored support. They provide their customers with top bespoke services to help them meet their business needs with utmost speed and efficiency, resulting in better productivity alongside overall cost reductions.

Their team of expert professional is equipped to identify and resolve even the most complex IT issues within your business with unmatched ease and competency.

‘GETTING IT RIGHT’ is the synonym for their support services. Whether they’re supporting your needs onsite or from a remote location, they aim to make your business run smoothly and efficiently.

Their services range from consulting, outsourcing, onsite, remote, hosted solutions, data backup, telephony, disaster recovery, application hosting, email hosting to managed

services, hardware supply, office relocation and general services. They offer their customers the best IT solutions based on the needs of their business, thus saving cost and increasing profits.

They will give your internal IT a massive boost. Providing support to your in-house IT team with all-encompassing and fully managed IT as well as project services; all of which are tailored to your exact needs.

They cater to a wide range of services in order to provide a complete solution to businesses. Their specialties are value and quality. In their book quality and customer service are the most important words. Utilize their expertise in any of the following services -

- IT Support for Businesses
- Managed IT Services
- Remote Support Services
- IT Security Analysis and Solution
- IT Consultancy
- Infrastructure Design
- Network Analysis, Design, Installation and Configuration
- Office Moves
- Backup and Recovery Solutions
- Business Change Management.

Want to find out more? Speak to one of their advisors.”

This was the work done by me, and finally I went to the client who was happy with the text. It was more or less the promotional overview of the company.

Moreover I wrote another promotional text for a retail of UK. This time my challenge was to produce the whole text with small sentences so that it looks attractive to the customers.

The products were green apple and cheese. Cheese was available in every shop. My job was to write a promotional text which would grab the attention of the people buying from my client. I put a picture of a slice of cheese and wrote,

“ **Cheese.**

Can cause you nightmares.

Like you shopping elsewhere.

Scary.

That’s why this piece is only **87p.**”



Cheese.
Can cause nightmares.
Like you shopping elsewhere.
Scary.
That's why this piece
is only 87p.

TESCO | Every little helps

6. Brochure making at Anjali Rego Ltd:

The project was to make brochure for the upcoming summer collection of a renowned fashion retail named “NEW LOOK”. I was excited and given to read the structure and format the client wanted to have in the brochure. I read all the information carefully. They had given us four weeks for the project. There were several presentations and meetings with clients, and after finishing the project they had to give the final presentation. Clients wanted to include as much information as they could and also wanted it to be unique in order to grab the reader’s attention. It was really challenging for us and there were six members in the team including my supervisor who was leading the team. First of all they researched some of the previous brochures of “NEW LOOK”, observed what information they wanted us to put in. They read the reviews of the customers to understand what they like or dislike and who the target customers were. After finding the facts they fixed a meeting with their clients to let them know about the ideas of writing the cover, and then they started working on the cover of the copy and tried to make this part as attractive as they could. After that they fixed a team meeting and discussed ‘How could they make their brochures more effective? How do they write the copy that gets their brochures and flyers read and makes customers respond?’ When they plan to create a brochure to drum up sales or to announce a new product or service, they probably wonder what they can do to ensure a good response. Cost was also a major concern. So “NEW LOOK” provided the funds what that needed and they just wanted the best outcomes possible. Before spending any time planning a brochure, they wanted to make sure that they understood their target customers, they understood why would they want to buy their product, what’s the most important thing it can do for them? What is the

most important problem their product or service can solve for them? So to get these answers I was sent to several “NEW LOOK” branches, shopping malls and also the other retails to get the direct answers to the questions. I went three consecutive days to do the survey and made short notes of the answers by talking to the general people and also the salespeople. I got to know several important facts after talking to the customers so their answers helped decide which benefits should be played up in the brochure. From their answers they planned their AIDA which means Attention, Interest, Desire, and Action. To be effective, the brochure needs to get attention, get the prospect interested enough to read further, raise their desire for the product or service, and get them to take a specific action such as buy now, call and make an appointment, return a post card. After they found their target market which was mostly the middle class people they tried to find out their interest level too. They decided not to put a picture of the building of the company on the cover of the brochure. May be the company is proud of the building and the way the company has grown, but the customers really don't care how proud you are of your company, or how big your building is. The only thing they care about is whether or not the products meet their needs. In addition, they did not want to waste space as they should start to sell the products and convince customers to buy right from the cover. They used benefits-oriented headlines inside the brochure, the bullet points to focus on the key features of the product or service. That is how they proceeded and completed the project, I found this project very similar to a project I worked on in the Eng 404: Copywriting course. So I enjoyed the entire time I worked on this project.

7. Research at Anjali Rego Ltd:

I also worked on a screenplay script. For this project my job was to collect data, report to the office at the end of the day, give my updates to the supervisor, work at home with the data I collected so far and write the outcomes and submit that the next day before going to collect data again. The documentary was on the increasing number of migrants in UK over the years. The client gave some clues about the plot and some data. But they had to research a lot to write the screenplay. I did not write the content, but I read different texts and articles to get a deep understanding about the techniques of writing a screenplay. I have collected the data by talking to the migrants from different countries living in London and outside of London. This time their target audience for collecting the data was the people who have the ILR (Indefinite leave to remain). When I got all the information and the writer wrote the content I had to take a look at the whole screenplay to double check and understand the writing tactics. Afterwards, I wrote a response paper on my understanding of a screenplay script. The total content is about 90 pages and I read it to submit a response paper. I had ended up with some observations which I wrote in the response paper, such as, choosing a perfect film title is crucial as it will make it easier to market the screenplay and convey to the audience what the film is about. That is why the documentary title “UK, Migration and World” given by the writer was effective enough. One of my other observations is that the writer had to brainstorm the beginning and end of the film. It could not be done as mind maps. Then he started filling in what happened in between, to make sure it did not become too complicated at the end and related it to the beginning. The middle is usually harder and more eventful. So these were some of the observations I wrote in the response paper.

8. SWOT analysis of Anjali Rego Ltd:

In these few months, I have learned so much by working in this area. This company has taught me how to behave professionally with a friendly smile. I was supposed to submit a paper about my whole journey in this company which needs to have the SWOT analysis of the company. I also had to make a list of the assignments I have worked during the four months of my internship.

Anjali Rego provides a specialised service in the highly lucrative market in a rapidly growing economy. The effect of global recession; claimed by some as a double recession in recent years has impacted upon many small to medium sized business organizations, and created an unpredictable/ volatile market for a few years. SWOT Analysis provides a research and analysis of the various factors and how they become strengths, weaknesses, opportunities or threats for the company. A SWOT analysis of Anjali Rego is given below:-

8.1 Strengths

- **Service Sector:** Anjali Rego Ltd.'s business model is based on a specialised service for the virtual community that is growing beyond a foreseeable end. The field provides a guaranteed continuity for continuous revenue streams.
- **Market Status:** Global economy has recovered tremendously from recent recessions and new businesses and entities are forming steadily, requiring specialised contents for their websites. The current growing market is an external strength for their company.

- **Knowledge:** The expertise and knowledge of the in-house team is strength over mediocre freelancers and undedicated competition. They are aware of the intrinsic procedures, markets, clients, challenges and methods to overcome obstacles.
- **Broad service span:** Content writing services can be of many types as discussed in the services section above. As they offer services on almost any type of content required that conforms to their company mission statement, moral and ethical values, they have a broader client base.
- **Company structure:** The company is tightly structured and avoids red tapes. Due to this, decisions can be made quickly and implemented effectively in a timely manner, which is a key strength of theirs.
- **Internal procedures:** The internal procedures are effectively strong and well structured. They promote transparency and produce results.

8.2 Weaknesses

- Introduction of new organizational practices and personnel who have not previously worked together presents a challenge to the organization for the initial period.
- Smaller workforce as compared to other major players in the market who are able to take on more jobs and clients.
- Relatively limited cash flow and capital. Subjected to start-up cash drains and initial investments.

- Weak brand name. It will take a few years to establish brand and company value.
- Lack of a solid well-established network in the market research arena.

8.3 Opportunities

- Open market with unlimited potential. Internet is not restricted to any growth potential therefore the workflow can only increase due to high quality, accurate and unbiased work.
- Current growth of the economy in comparison to other economies presents an opportunity for an increased number of market opportunities.
- Global market: This particular service is not bounded by any demographic or geographical country boundaries. Anjali Rego Ltd.'s clients can be anyone from any country in the world.
- Internet based services are based on reputation and client feedback. A strong internal procedure to maintain quality provides an opportunity to build an online reputation.
- Service scope: Their broad range of content writing services provides a wider opportunity to gain clients from various sectors with varied requirements.

8.4 Threats

- The biggest asset and therefore potential threat is reputation and feedback. While best possible service and deliverables can be produced, client feedback and referral are at the sole discretion of the clients and they have no control over it. The risk factor remains with the few potential negative feedback they receive that can harm the brand value.

- The present growth of economy can attract more competition with greater investment and marketing capabilities, thus producing a threat on their customer base.
- Existing competition and established major players.
- New marketing strategies and tactics by established companies that may potentially take over their clients.
- Consultants and freelancers may join competitions for greater rewards and compensations.
- Sustainable financial backing
- New regulations and legal obligations

9. Personal Account:

From my four month internship, I have learnt a lot of things. My learning from the Copywriting course in BRAC University related to my internship at Anjali rego Ltd. After interning for four months working there I realized what the role of a copywriter is and what copywriting is all about and is needed to be a copywriter. According to me, copywriters produce the promotional, informative and persuasive text used in marketing material, advertising campaigns and on websites. The job of a copywriter is to use text effectively to bring concepts to life, often working closely with artistic directors to convey a message as effectively and persuasively as possible.

I worked in many areas where I worked on different kinds of projects/assignments. I described in the previous chapters that the tasks and project that I have worked on were divided into different areas. Halfway through my internship I improved a lot compared to the first few weeks of when I observed the brainstorming sessions that were held in the office. But the most effective thing for me was working with the other client service associates. They were all from different educational areas such as Marketing, Economics, Journalism, unlike me who has a Media concentration. Communicating and working with them and seeing how they approach things have helped me understanding the entire process of copywriting.

Researching helped me develop and improve my observation an analytical analyzing skills, along with my research skills. During my internship, I researched on different promotion planning processes. This helped me understand the event planning process.

After finishing my internship I set goals for my life. I want to work more in the communication area, because presenting and communicating with clients is something I am good at. But I think sometimes it makes me nervous that is what I want to get rid of. I also maintained a check list so that I learn how to work effectively. I maintained a daily and weekly task list as I interested Anjali Rego Ltd on a weekly project basis.

Initially I noticed that there were lots of grammatical mistakes found in my work. After focusing, my grammatical skill improved. As I was working internationally for the first time, I did not know how things work abroad. So it was difficult for me to cope up with their culture, but as they were really helpful and friendly, I felt like I was working not as a part of team, but as a family after a few days passed.

10. Conclusion:

The four months of my internship have been very informative and enlightening for me. Anjali Rego Ltd gave me opportunities to learn and develop myself in many areas I was not even aware of before this experience. I gained a lot of experience undoubtedly. A lot of the tasks and activities that I have worked on during my internship were in sync with what I studied in my university courses.

There is a big difference studying things in school and doing the actual work. In school we learn how to implement the knowledge by working on projects, whereas in the work field I have learnt how to implement my knowledge of copywriting in real life. Interning at Anjali Rego Ltd was definitely an extra add to my working career. I have learnt to work in a copywriting firm outside my country. I learnt a lot from my colleagues as they are from different educational fields, and are more experienced and belong to different culture.

Mr. James Parker was my supervisor at the Anjali Rego Ltd and he has years of experience in the fields of communication and copywriting. I have learnt a lot from his as well.

Working at Anjali Rego Ltd was a dream come true. I never thought I would be selected to be an intern at an international company. Then after getting selected I was scared about the environment, as I am not really accustomed to mixing and working with international people. Then after starting to work there I realized the experience was going to be the best in my writing career. So far I really enjoyed interning at this firm and it was a life changing experience for me.

Works Cited

Blake, Gary, and Robert W. Bly. *The Elements of Copywriting*. New York: MacMillan, 1997.

Print.

Bly, Robert W. *The Copywriter's Handbook*. New York: Henry Holt and Co, 1985. Print.