

REPORT ON PROJECT IMPLEMENTATION PROCESS OF HEAD OFFICE COMMUNICATION

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LETTER OF ENDORSEMENT

This is to certify that the internship report “Project Implementation Process of Headoffice Communication” has been submitted to the Brac Business School's, faculty *Mr Shamim Ehsanul Haque*. The submission partially fulfills the requirements for the degree of Masters of Business Administration, of Brac Business School, Brac University .

It is submitted on *August 20th 2015* by *Saurin Hasaan Amanur Rahman*, *Brac Business School, MBA, ID 13164072*. The report has been carried out successfully under the supervision and guidance of Mr Shamim Ehsanul Haque and a result of a bonafide work.

Supervisor
Mr Shamim Ehsanul Haque
Assistant Professor
Brac Business School
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Dhaka

LETTER OF TRANSMITAL

AUGUST 20th, 2015

Mr Shamim Ehsanul Haque
Assistant Professor
Brac Business School
Brac University

Subject: Submission of Internship Report

Dear Sir,

With great pleasure, I hereby submit my report on “Project Implementation Process of Headoffice Communication” as a requirement for the completion of MBA degree

To prepare the report I have collected what I believe to be most relevant information. I have concentrated my best effort to achieve the objectives of the report and hope that my endeavor will serve the purpose. I request you to excuse me for any mistake that may occur in the report despite of my best effort.

I would really appreciate it, if you enlighten me with your thoughts and views regarding the report. Also, if you wish to enquire about any aspect of my report, I would gladly answer your queries.

Thank you again for your support and patience.

Yours Sincerely,

Saurin Hasaan Amanur Rahman
ID:13164072
MBA-BBS
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ACKNOWLEDGEMENT

First of all I would like to express my gratitude to the Almighty Allah, for the strength and the perfect opportunity I got, to work in this organization. For the completion of this report I would sincerely like to thank all my colleagues at Head Office Communication.

I acknowledge my deepest respect to *Mr. Rumman Uddin Ahmed*, Director, Planning of Headoffice Communication. His immense kindness and help and valuable suggestions in every step of my field of work helped me to achieve my goals in this organization and full fill the criteria and resources I needed to complete my internship report. Besides *Rumman Uddin Ahmed* I would like to thank sincerely to, *Mohammad Zikiria Sagor*, Account Manager, and *Nazneen Shorna*, Business Development Officer at Head Office Communication. All of their combined effort and helpfulness helped me to obtain all the necessary information I needed on time to complete this report.

And last but not the least, I would like to thank *Mr. Shoheb Hossain Khan*, the Chief Executive Officer of Headoffice Communication, who made the door of Headoffice wide open for me.

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EXECUTIVE SUMMARY

The present scenario of competition of advertising and creative business firms in Bangladesh has grown significantly from the 90's. There is immense competition in the market and a good number of advertising agencies have grown up in this country. Head office Communication has is unique in its own ways, that makes it different from some advertising agencies in Bangladesh.

Head Office Communication is registered as an advertising agency, the service it caters in the market is more consultancy based than that of being an advertising firm. Head Office Communication is more recognized as a marketing communication and branding consultancy firm. Initially, the company, commenced in 2001, was a sole proprietorship business bearing the name 'Head Office'. The company later was transformed into a partnership organization named as M/S Head office Communication some time in 2012. Today it is known has Head Office Communication and in 2015 this year it changed its new logo.

Head Office Communication offers a wide range of services from concept development to its implementation in terms of strategic marketing, branding and communications. The agency offers its expertise in branding, brand repositioning, PR, event management, brand activation, advertising, etc, complimenting marketing communications which are discussed in details in the report.

I was offered the position of Business Development Officer in April 2014 at Head Office Communication.. This position is in the marketing department of this organization. The work role I had to go through will be reflected on this report. As a part of my job description, my responsibility was to handle the clientele and to pitch and implement new projects in the organization which falls in the part of the services provided by Head office Communication. Therefore, this report is on ***The Project Implementation Process of Head Office Communication.***

This report addresses the ins and outs of this rigorous work process that I have followed at Headoffice. The report has Four Chapters ,; Introduction, Overview, Head Office Marketing, and Project Implementation process. All these chapters provides a comprehensive description of the organization and by the end of the report, some recommendations and conclusions are also taken into consideration.

CHAPTER 1: INTRODUCTION

INTRODUCTION

ORIGIN OF THE REPORT

OBJECTIVES OF THE REPORT

SCOPE OF THE STUDY

METHODOLOGY

INTRODUCTION

Headoffice is a creative brand communications agency with a quest for creative innovation and excellence, dedicated to helping business houses to enhance its enterprise value by building their brands. Headoffice has commenced its operations back in 2001, creating and managing brand value of reputed organizations ever since. Head Office serves all kinds of communication need for commercial and non-commercial organization in customized manner. Head Office Communication is a reputed brand communications agency devoted to provide distinguishable corporate solutions. The services it provides includes from concept development to its implementation in terms of strategic marketing, branding, re-branding, brand repositioning, corporate identity development, PR, event management, brand activation, advertising, printing, retail point designing, packaging, etc.

The Head Office Communication team tries to understand the objectives of the clients“, very particularly to serve their purpose more fruitfully. Currently, Head Office Communication is working for Banks, Telecommunication Companies, Pharmaceuticals, Design Houses, Education Service Providers, Garments Industries, NGOs, Development Agencies, Transport Agencies, and Charity Organizations etc. Head Office Communication is a trusted partner of its clientele

ORIGIN OF THE REPORT

This report is a requirement for the internship program of the MBA program of Brac University. I have been working at Head Office Communication from April 1st 2014 and I am responsible for supervising some of the projects and have a list of clientele to manage. While working and implementing various projects gave me the get hands on insight on the works of Head office. My reporting supervisor in the marketing department of Head Office, is Mr. Rumman Uddin Ahmed, Director of Planning Head office. He is the strategy planner of this organization and has guided me time to time to make this report fruitful.

OBJECTIVES OF THE REPORT

There are two broad sets of objectives that this report attempts to address: general objectives and specific objectives.

General Objectives

This internship report is prepared primarily to fulfill the Masters of Business Administration (MBA) degree requirement of BRAC Business School BRAC University.

This report is the primary project on Business Development processes, project implementation and Service Marketing offering of Headoffice Communication.

Specific Objectives

- Getting an overall idea of branding and communication
- Understanding the brand association model of Headoffice
- Understand the project implementation steps of Head Office
- Understanding the creative route process and building tool
- Getting to know about different branding works of different business sectors through service offering

SCOPE OF THE STUDY

This report gives an overview about the company like the mission and goals of the company, the functional departments, the strategies, social responsibilities etc. This report has been prepared through extensive discussions with the account managers of Headoffice and marketing team. While preparing this report, I had a great opportunity to have an in depth knowledge of branding activities of Headoffice Communication. It also helped me to acquire a first-hand perception of brand guidelines of some of the leading multinational and non-profit organizations of Bangladesh. It also helped me to understand how brand association models and creative route building model is utilized in the effective manner to develop branding communication for clients.

METHODOLOGY

Data and information were collected from two sources. Both primary and secondary data sources were used to prepare this report. There are some records that were collected from various resources of the company for eg profiles, portfolio for clients etc.

The secondary data are mainly collected through different journals, , brand book, presentations slides, websites etc. Primary data that are mainly used are from different persons directly related to client service and creative works of Head office.

CHAPTER 2: OVERVIEW

COMPANY OVERVIEW

CORE BUSINESSES

DEPARTMENT AND MANAGEMENT

SERVICE OFFERINGS

COMPANY OVERVIEW

Head Office Communication started its journey back in 2001. It was established by Shoheb H. Khan, Abu Nahean Hossain and Khaled Mahmud who are currently the Chief Executive Officer, Finance Manager and Creative Director of this organization. The agency was a tiny design firm that was used to design only print advertisements for companies. Head Office Communication first started working in print based media. By using creative methods and ideas, head office used the print media to specializing in paper work, with the help of Mr Khaled Mahmud who was a master of fine arts and printmaking and graphic design. Head Office Communication gradually made its way out into other fields. They experienced all forms of papers and print media and processes, advertisements. Their very initial works were catalogue design, calendar design, visiting card design, folder design etc.

Head Office Communication is a design boutique with a quest for creative innovation and excellence. Later, the agency came up with three of their sister concerns named "Made in Bangladesh" and "Ajo". 'Made in Bangladesh' produced all types of bags, diary, note books, purses and other carrier travel pouch bags, pouch, wallets etc. The brand is established to explode the feeling of patriotism. Hence the name "Made in Bangladesh" was chosen. These products were all handmade & locally sourced. Conversely, Ajo is a combination of artistic expressions in architecture view and elemental designs to meet with own thought in relaxed dining with. Moreover, the whole concerns are developed based on creativity and designing.

The other strategic concern is "Google". Head Office Communication is the logistic and vendor for Google Bangladesh. The events that Google hold in Dhaka, Head Office is the merchandise supplier and event design agency. Also besides supporting google with merchandise, head Office also provides the maintenance and data collection support for the 'google street view' and google "G-bus" projects.

Head Office Communication is a reputed brand communications agency devoted to provide distinguishable corporate solutions. The agency believes in compact teamwork and its clientele forms the essential part of this team. The Head Office Communication team tries to understand the objectives of the clients, very particularly to serve their purpose more fruitfully. Currently, Head Office Communication is working for Banks, Telecommunication Companies, Pharmaceuticals, Design Houses, Education Service Providers, Garments Industries, NGOs, Development Agencies, Transport Agencies, Charity Organizations, etc.. Its major service lines are:

- Internal Communications (IC)
- Integrated Marketing Communications (IMC)
- Social Communication
- Corporate Identity Development
- Branding / Re-branding
- Advertising & PR
- PoS / Retail Point Design
- Printing & Packaging Services
- Brand Activation
- Event Marketing / Management
- Online Marketing

Vision Statement

Better communications for a better world

Mission Statement

Head Office Communication is devoted to provide distinguishable corporate solutions; furnished with a platform, where new forms of creative communications take actions.

Objectives

- To create new forms of ingenious techniques for communications
- To best suit the needs of the clientele in the market
- Defining the most effective means of communications
- To maintain the promise to be different
- To create a family rather than a work force, who would want to grow with the firm through thick and thin
- To ensure optimum utilization of all the available resources

Strategy

Partnering with the clientele for better understanding of the required tasks.

Train and provide all clients with adequate resources so that the customer can full fill their needs accordingly.

CORE BUSINESSES

Internal Communications (IC) Agency of Grameenphone Ltd.

Internal Communications (IC) is the function responsible for effective corporate communication among participants within an organization. IC draws on the theory and practice of related professions, not least journalism, knowledge management, public relations, media relations, marketing and human resources.

Besides providing marketing services Head Office also worked as an internal communications agency, for Grameenphone Ltd., the largest telecom company in Bangladesh. The contract was continued for 3 years from 2011 and ended in september 2014.

Completed Projects and Assignments for Grameen Phone

- Head Office Supervised the production of monthly '*Boithok*', an internal talk show.
- 2012, Grameen Phone's Calendar & Dairy design.
- Designed and production of Coffee Table Book on GPHouse.
- Design communications materials of numerous internal campaigns on a retainership process.
- GPHouse Profiling of interior.

Internal Communications (IC) Agency to other clients

At present, as a design firm, Headoffice Communication worked for Star Cineplex, the first multiplex movie theatre in Bangladesh. Head Office Communication is doing the same for Sayeman Heritage Residence, and Sayeman Beach Resort a luxury condominium at Cox's Bazar.

Completed Projects and Assignments for Sayeman Group

- Campaign Planning
- Banner & Billboard Design of upcoming movies.
- Design of promotional materials

Social Communication Agency of CARE Bangladesh

Social communication is communication between entities and social agents in a society using the social media. Such communication requires a partnership of at least two entities in a technical or just social relation. Social communication primarily explores the ways information can be perceived, transmitted, and understood, and the impact those ways will have on a society. As a social communication agency, Headoffice Communication is doing the same for CARE Bangladesh. CARE is an International NGO working across 70 countries fighting global poverty. Head Office is the design studio for CARE's various campaigns offline and both online and also a merchandise supplier to CARE's various events and conferences.

Creative Partner of Ajo - Fast Casual and relax Dining

Head Office Communication provides all the creative and communications support to the restaurant. Ajo is a strategic business Unit of Head Office. From designing the menu, to writing promotional messages, developing communications materials, running activations and training the waiters on custom and etiquettes is also supported by Head office.. Head Office also runs the social media activations of Ajo's FaceBook page.

The initiative, Ajo has been conceptualized at Headoffice Communication – the aesthetics of its décor and grandeur of its hospitality. In this way, Head Office Communication excels in creativity in terms of hospitality management as well.

Contractor of Google

Head Office Communication is the official contractor and vendor of Google, one of the world's top brands. Head Office facilitates Google in its Street View Bangladesh project with logistic support and human resources and by executing the project. Under Street View Bangladesh project, Head office gives support to the Google's 360⁰ camera, which is driven through the roads and lanes of the cities and suburbs and highways across Bangladesh. After the data and imagery is collected , Head office's responsibility is to process the imagery. Google then verifies the data and uploads it in Google Maps Street.

Headoffice Communication is also the contractor of Google's G-bus project. Under this project, a decorative bus travels across Bangladesh to different universities, colleges, and educational institutions where Google trains the student on better utilization of internet. The G-bus travels with its grandeur to promote internet. Few activities of the training program are conducted inside the G-bus.

THE DEPARTMENT AND MANAGEMENT

ADMINISTRATION

- Chief Executive Officer
- IT IN Charge
- Human Resource Manager
- Assistant Admin Officer

PLANNING

- Strategic Planner
- Account Planner

MARKETING

- Director of planning, Head of Marketing
- Account Manager
- Business Development Manager
- Business Development Officer
- Client Service Executive

CREATIVE

- Creative Director
- Assistant Creative Director
- Visualizer/Sr
- Studio In Charge
- Copywriter
- Graphic Designer
- DTP Operator

PRODUCTION

- Production Manager
- Production Supervisor
- Production In Charge
- Field Representative

ACCOUNTS AND FINANCE

- Finance Manager
- Accounts Officer

SERVICE OFFERINGS

Marketing Management		
Integrated Marketing / Brand Communications Corporate Communication Internal Communications	Social Communication Public Relation Brand Activation Event Marketing/ management	Brand Activation Customer Relationship Management
Corporate Identity Development		
Logo Trade Mark	Corporate profiling	Brand Guidelines
Branding/ Re-branding		
Product Design Gift Item Design Service Branding	Strategic/ Direct Marketing Venue Branding Stall Branding	Transport Branding
Advertising (Design & production)		
TVC RDC AV presentation Press Ad	Banner Billboard Signage Festoon	Dangler Poster X-stand Customized Gift Item
Print Media (printing & packaging)		
Publication/News letter Brochure/Flyer Greetings/Post Card Calendar Business Stationery	Envelop Id Card Business Card CD Cover Official Seal	Business Stationery Letterhead Folder Account Voucher Packet Design

Retail Point Design		
Store Design Visual Merchandising	Point of Purchase/Service Design	BTL Merchandising
Online Marketing (in partnership with Vitizo.com)		
BULK SMS Service Email Burst Service Custom Website Development and Hosting	Facebook Page Development Google marketing Solutions Cloud Solutions	Google For Education Customizing Google Map And Earth
Interior and Exterior Design and Decoration (Partnering with Metropolitan Architects		
Concept Development Architectural Design	Construction Interior / Exterior Branding	Art Installation
Market Research (partnering with Light castle partners)		
Business Planning	Financial Modeling	Market Survey

CHAPTER 3: HEADOFFICE MARKETING

**MARKETING OF HEAD OFFICE COMMUNICATION
JOB RESPONSIBILITIES
BUSINESS DEVELOPMENT OFFICER ROLES**

MARKETING OF HEAD OFFICE COMMUNICATION

With a fast changing industry, what should the client look for in marketing partners and agencies like Head Office? At Head office the following techniques are used:

Client Testimonials –The client story of success is often one of the first things that catches the eye when looking at potential vendors. Common mistakes include testimonials that are too enthusiastic. Most importantly, testimonials should reflect issues of interest to the target audience.

Being Quoted by the Press, Blogs – Being cited as an authority on a particular topic in a high profile publication can transform an agency’s reputation and credibility by a big extent. Since Head office has already a good network with the media, the acknowledgement of our work is sometimes quoted by others.

Web Site’s Design & Functionality – The web site of Head office has information on our flagship projects and clientele list which is updated on a quarterly basis. The design aesthetics of the website is also very eye catching and very functional which serves as a good interactive medium.

Editorial Contributions to Industry Publications – Contributing articles to prominent online or print publications gives companies an opportunity to show their unique problem solving abilities and expertise. By association with the certain publication houses, head office also gets a boost of credibility.

Brand – Message, Identity, Logo – There’s a lot that goes into creating a brand. Head office follows that famous definition: “A brand is a promise kept”. Each interaction between a prospective company and something that communicates information about the agency is an opportunity to make a brand promise. Thoughtful messaging and a well designed logo also convey important messages that evoke feelings which can either build or detract from credibility.

The Agency’s Office – While many internet marketing agencies operate virtually, most maintain physical offices. Depending on the manner in which the agency pitches potential clients, those offices can give an impression of the agency’s style, personality and health. Head Office Communication operated in Indira road for the past 12 years but they have now shifted to a 3 storey building in Dhanmondi 10/a. The building was designed by an architect himself for his residence. It was established in 1997 and has won some design awards. The Building's architecture gives a very different experience to visitors and as a creative agency it stands as a testimonial to the creative attribute of the agency.

Made in Bangladesh- MIB or Made in Bangladesh is a strategic business concern of Head Office Communication. Head office communication provides all the creative and financial support to this unit with the help of its separate dedicated design team and marketing personnel. It is the initiative of the creative director of head office communication. The products made in MIB are all hand made locally sourced material. They give the buyers a different experience because the products look and feel is very different than any other that is available in the market. Therefore MIB also leads the audience back to Head Office and the public is made aware of Head Office through MIB.

Ajo- Likewise MIB, Ajo is another unit of Head office. Ajo's location in Dhaka Art center, in dhanmondi 8/a. The interior decoration is done by head office. It's unique interior environment is taken from the experience of Tibetan temple and Buddhism culture. The interior is decorated with clay made and handmade furniture and the cutlery is also hand made with very unique designs. Ajo itself stands as a testimony to Head office's creativity, making it stand out from other cafe and restaurants in the city.

JOB RESPONSIBILITIES (Business Development Officer)

I have been working as a Business Development Officer at Headoffice for almost over a year. Head office has a slightly horizontal hierarchy than a top down vertical hierarchy. The client service executive and the post of business development is sometimes merged. Currently there is no position of Client service executive therefore as a business development officer, some of the responsibilities of Client Service Executive is merged.

The details of my job are as follows:

Direct Reporting Line

Strategic Planner/ Director Planning, Headoffice Communication

Additional Reporting Line:

Chief Executive Officer, Headoffice Communication

Account Manager, Head Office Communication

Core Job Responsibilities

- Developing and assisting in making business proposals with understanding of strategic marketing.
- Developing work portfolio to present to the clients.
- Client's need analysis.
- Monitor newspaper, Bangladesh yellow pages, websites, business directories, etc. to track potential clients and contact respective resource person seeking work. EOI are also acquired through various sources to submit proposals to the organization.
- Make correspondence with client as the 'touch point' through mail, fax, over telephone, and physical visits.
- Prepare meeting minutes and send it to clients.
- Updating client lists
- Collect the written work brief from the clients.
- Debrief the creative and production department about the job assigned by the client.
- Collecting the work order from the clients.
- Sending clients the query sheet and analyze the client's needs and sending proposals with budget.
- Prepare work schedule or timeline for a particular assignment/project and making sure the work is done on schedule.
- Coordinate among the creative, marketing, productions, and accounts department regarding a particular assignment/project.
- Pursue the creative & production department to meet deadlines. .
- Monitoring the work in progress regarding a particular assignment/project.
- Making sure the production goes smoothly and no defects are found. And taking care of bad quality products before delivery.
- Help creative team to identify the creative routes and implement the creative executions.
- Ensure integration and synergy between marketing and creative plans.
- Ensure all kinds of approval from the client.
- Ensure whether credentials of Head office Communication is incorporated in the products.
- Keep liaison with the old and new clients.

BUSINESS DEVELOPMENT ROLES

Business Development plays a crucial role in the implementation of the projects and thus it drives the success factor for every project. Business Development determines whether the work is moving forward in the process. On the other hand, the officer should also look into new ways to improve the efficiency of the work processes. There are always room for improvements and as a business development officer, I have pointed out a few points which i believe adds on to the job description of Business development officer at Head Office Communication.

- **Gathering insights:** After the client submits query form to Head office Communication, Business Development Officer informs the management and strategic planner. It is the responsibility of the officer to call a meeting and set a team. Therefore the officer has to gather all insights before starting a brain storming session with the creative department
- **Supervising delivery of work:** Business Development is responsible for delivering the output in schedule. During the course of designing, business development officer has to take into account that whether the project is running out of time. If it has less time to be completed then it is the duty of business development officer to push forward the work and take it out of the design studio and thus properly delivering it to the client within the given time. The quality should strictly be maintained during production and strict quality control rules should be followed (for eg visiting press during printing).
- **Creativity:** Head office strictly follows the clients requirements when doing the designs and delivering the product. However at times of the absence of the creative director, the business development officer can also propose new design options by guiding the graphic designer or the creative team himself. Also at times the client may also do further customization to the designs, which maybe out of the client's preference itself. In that case the business development officer should be able to handle the process, and perform the necessary tweaking that the client wants.
- **Leadership:** Head office has a very flat level of hierarchy or a flat horizontal organogram. Even though there are different departments but the communication channel is very flat. Before starting any projects, the team has to be set up. As a business development officer of head office, the person has to have the correct team building capabilities and leadership attitude to assign the work accordingly and then supervise.

CHAPTER 4: PROJECT IMPLEMENTATION PROCESS

BEST PRACTICES

AGENCY BRIEF TEMPLATE/ (RFP)

STEPS IN PROJECT IMPLEMENTATION

CREATIVE ROUTE BUILDING

THE BRAND ASSOCIATION MODEL

THE BRAND POSITIONING MODEL

FINDINGS AND RECOMMENDATIONS

CONCLUSION

BEST PRACTICES

Head office Communication understands the value of corporate identity and believes in protecting it. The agency believes that corporate identity comes into being when there is a common ownership of an organizational philosophy that is manifest in a distinct corporate culture - the corporate personality.

Headoffice Communication comprehends corporate identity as being composed of three essential parts:

- Corporate identity design;
- Corporate communication model; and
- Corporate business strategy building , brand building

Advertising & Communications: Head Office Communication perceives advertising & communications as an instrument to channel out information on products and services to the potential customers and inform them about how to obtain and use them. Many advertisement tools are also designed by Head Office Communication in order to create demand of registered products and services in the market through brand reinforcement, while raising brand loyalty. For these purposes, advertisements prepared by Head Office Communication often contain both factual information and persuasive messages and are presented in a defined communication modality. Head Office Communication is comfortable in using every major medium to deliver these messages; television, radio, documentary film, audio-visual presentation, magazines, newspapers, website, billboard, PoS / Retail Point, etc.

Event management: Head Office Communication specializes in organizing and managing corporate event; brand activation, product launching, sales promotion, press conference, corporate meeting and conference, and promotional events; special events like concerts, award giving ceremonies, film premieres, fashion shows, and commercial events; seminar, symposium, and conference; and personal events, such as weddings and banquette, etc..

Print media: Head Office Communication is well experienced in using all forms of paper materials; printing media and processes; and print advertisement tools.

Web & multimedia design: Head Office Communication designs websites. With sincere efforts, the agency defines corporate website solutions with original style, dynamic multimedia animation, content management systems, search engine, and robust database applications.

Product design: Head Office Communication designs products of tangible and non-perishable items using a combination of artistic, scientific, and commercial standard procedures. The evolution of its design formulation is facilitated by digital tools that allow the designers to communicate, visualize, and analyze ideas in a pragmatic and optimized manner.

AGENCY BRIEF TEMPLATE/ (RFP) Request for Proposal:

Client provides Head Office Communication a written brief or Request for Proposal (RFP) for any form of procurement process. Sometimes the agency brief is very short but sometimes its very systematically set with specifications mentioned. Therefore Head Office Communication defines RFP in five components:

- *Background:* Short description / definition of assignment, or title of the task.
- *Objective:* Intention of communications or procurement of services. In case of any research study, the client must clarify their vision for the purpose.
- *Scope of work:* An objective narration of the tasks and its volume.

- *Terms & Condition:* The Payment process and the line of authority.
- *Deadline:* Day, month, year, and time of submission of deliverables.

In case of oral briefing, meeting minutes will be sent to the client that may convey the understandings of the agreed project execution followed by a list of queries, if necessary, for further clarification.

Agency Brief Template

Head Office Communication may provide agency brief template, if necessary, facilitating the client to give the brief comfortably. The following example are the are two unique agency brief templates that are being used at Headoffice. The questions and their relative description is mentioned as follows:

Client Query Template (Primary)

Company Name:

Brand Name:

In order to better understand you and your preferences to better communicate with your target market, we request you to please answer the following questions as specifically as possible as the answers will be needed to define the modality of the tasks that we would perform to satisfy your needs.

1. How did you know about us? *(e.g. website, reference, etc..)*
2. In which industry / sector does your company operate? *(e.g. telecommunication, textile, etc..)*
3. What is the core activity of your company? *(e.g. building construction, HRM services, etc..)*
4. What is the value proposition statement of your company? *(e.g. a small bakery's value proposition could be: "Always fresh. Guaranteed every day.")*
5. Who are your target markets? *(e.g. Bangladeshi elite class, foreigners, etc..)*
6. What are the utilities of our services? *(e.g. market promotion, employee motivation, etc.)*
7. What is your language preference of the message / copy for communications? *(e.g. contemporary Bangla, British English, etc..)*
8. What is your favourite brand? *(e.g. Coca-Cola, Yellow, etc..)*
9. What is your desired theme / colour scheme for communications? *(e.g. modernist design, reddish tone, etc.)*
10. How much do you want to spend for our services?
11. What is the time frame of the project?
12. What are the deliverables from our end?

Client Query template (Secondary)

Company Name:

Brand Name:

1. What is the brand name(s) of your product(s); do you need us to give brand name(s) or change the brand name(s)?
2. Do you have a brand identity (logo) or you need us to design one?
3. Do you have a tag line/payoff line for your brand or you need us to develop one?

4. Who are the target markets in terms of demography and purchase behavior?
5. What is the attribute and benefit associations of your brand (e.g. pure)?
6. What is the Unique Selling Proposition (USP) of your products (e.g. safe)?
7. What is your competitive advantage?
8. What is the brand architecture?
9. What is your sales mix?
10. Do you plan for brand extension? If yes, then what type?
11. What type of channel of distribution do you employ?
12. Who are your major competitors?
13. What are the competitive advantages of your competitors?
14. What are the drawbacks of your competitors?
15. What do you find in common in your brand and that of the competitors?
16. What are your marketing, sales, and pricing strategy?
17. Do you have brand guidelines? If yes, please share it with us.
18. What is your sales target a day/month/year?
19. Please list your current marketing communications activities.
20. Current perception of your brand in the market?

Project Proposals

According to the brief, Head Office Communication will then submit to the client the detailed project proposal, estimated budget, and all forms of design layouts of communications materials required. Headoffice Communication provides its clients with a wide range of services that accurately reflect their business values and the specific features of their products and services. Head Office Communication team spends adequate time and effort to understand the need of its clientele, the business ventures and the product lines, prior to embarking on any assignment, adapting the current best practices of the ever-changing global market.

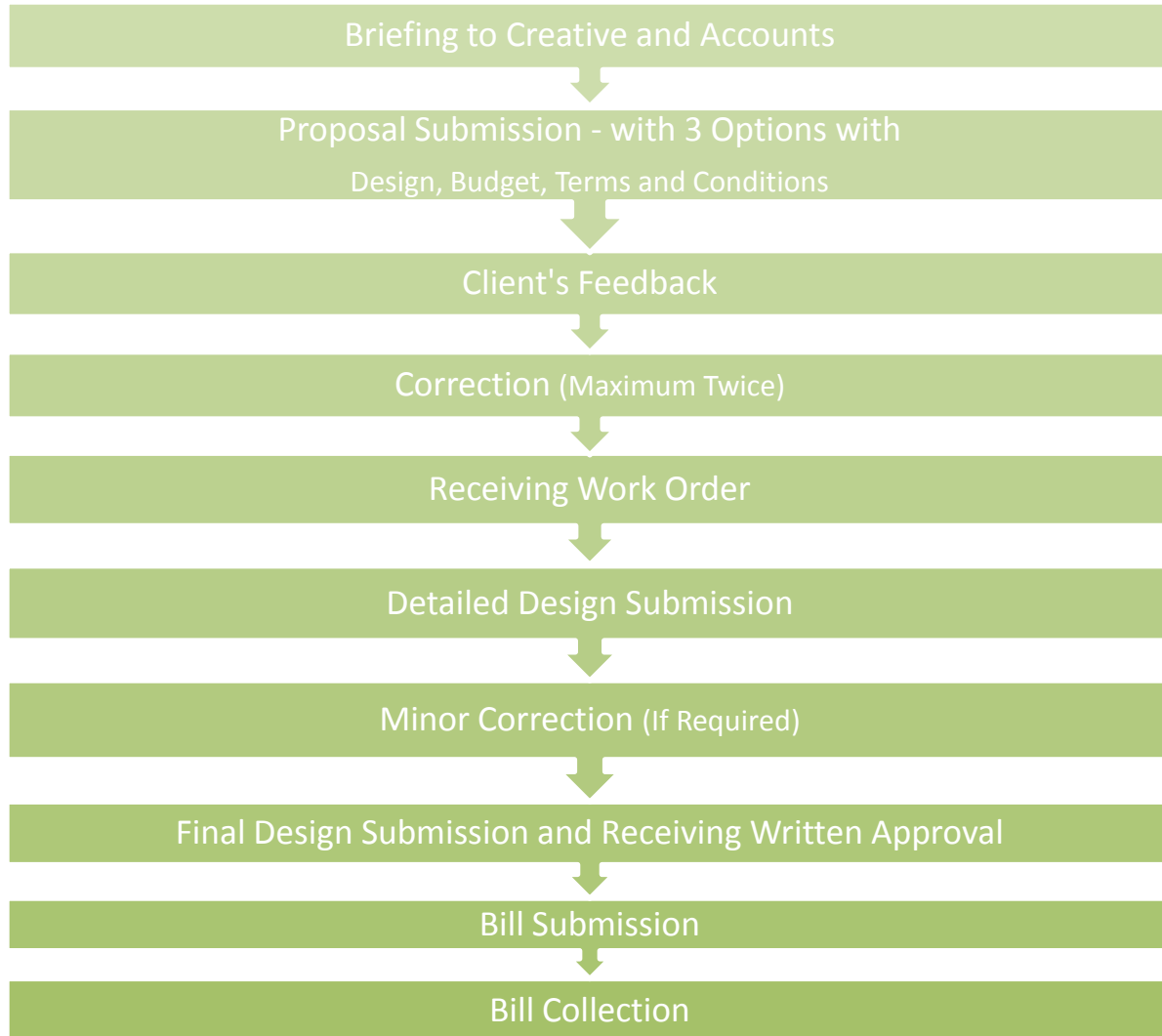
Work Order & Purchase Order

The client will provide Head Office Communication with formal work order / purchase order immediately after approval of the project proposal and estimated budget. In accordance to the work order / purchase order, Head Office Communication will start implementing the project. Cancellation of work order / purchase order will cause to the client a compensation of 50% of Contract Value in case of design development and 80% in case of production in favour of Head Office Communication.

STEPS IN PROJECT IMPLEMENTATION

The work process breakdown is as follows.

Standard Work Process (summarized from the steps above)



Step-01

Debriefing: Client will provide Head Office Communication with a brief or Request for Proposal (RFP) with legal service Contract document.

Step-02

Research: Head Office Communication will submit to the client with a set of queries, if necessary, regarding the project. Project proposal, design layouts of communications materials, and budget estimation are formulated in this phase.

Step-03 Client Approval: Submission of project proposal, design layouts of communications materials, and the estimated budget for the project. Work order / purchase order is received in this phase. 60% of advance payment is made along with the issuance of the work order / purchase order. After receiving the work order / purchase order, further amendments in design materials are made until finalization. For each

corrections / revisions of the design materials, after two major and one minor corrections / revisions, addition cost of 10% of the Contract value is to be compensated in favor of Head Office Communication. For production purpose, sample(s) will be submitted only once.

Step-04

Evaluation: Final submission of deliverables; i.e. printed copies, end products, or installations. Upon client’s evaluation of the submissions, addressing any complaint is also performed in this phase. Payment is received at the end.

CREATIVE ROUTE BUILDING

Once client submits the requirements it needs for the projects, the responsibility of the client service executive or in this case the Business development officer is to arrange a meeting and brainstorming session with the creative director and the creative and marketing team. The team members will include the marketing personnel involved in the project and the creative personnel who would start the designing of the project. The strategic planner leads the meeting and sits for creative session.

The following brain storming chart is Head Office's unique way of finding creative routes through which a product or a logo or any design based project is undertaken. It helps the team to stick to some guidelines and present the client with the creative routes and best explain the associations behind the design of a particular logo or a product.



Fig Creative Route Builder

Ever since the company's inception. Head Office had always looked for creative ways to define the creative process in a manner that helps the audience to associate to different routes or elements. This creative route building brain storming chart is like a matrix.

For any particular element, a logo, design, aesthetic will have to go through three major Routes.

- Functional
- Emotional

- Rational

Inside the matrix there are words that will define these three main routes further. Depending on what type of client or project or design element head office is designing, these words will have to be associated with everything about the client, logo considered. These words will define the meaning under these three routes.

For example, for a client Sayeman Group's Sayeman Beach Resort. Head Office developed a corporate brochure..

After considering the current look and feel of Sayeman and the client's needs. The brochure will have three options along with three creative routes, Functional, Emotional, Rational.

Therefore for a beach resort, under functional Route, the succeeding words for the route was, Glamor, Prominence, Pleasing. Therefore one option of the corporate brochure will have a look and feel that has,

Glamor- Dark colors, gold and black texture
Prominence- silver graphic elements
And its pleasing- visually attractive photography

The other three routes under emotional, and Rational are also found in the same manner and two other design options are formulated.

THE BRAND ASSOCIATION MODEL

Likewise, the creative route building chart. Head Office also sends a brand association model which is most used when implementing a new a brand, name and its tagline. The following is an template of the model used. The brand association model is a part of the laddering process This is a part of a laddering approach that allows one to determine the power of the benefits the brand offers and ultimately how valued the brand is.

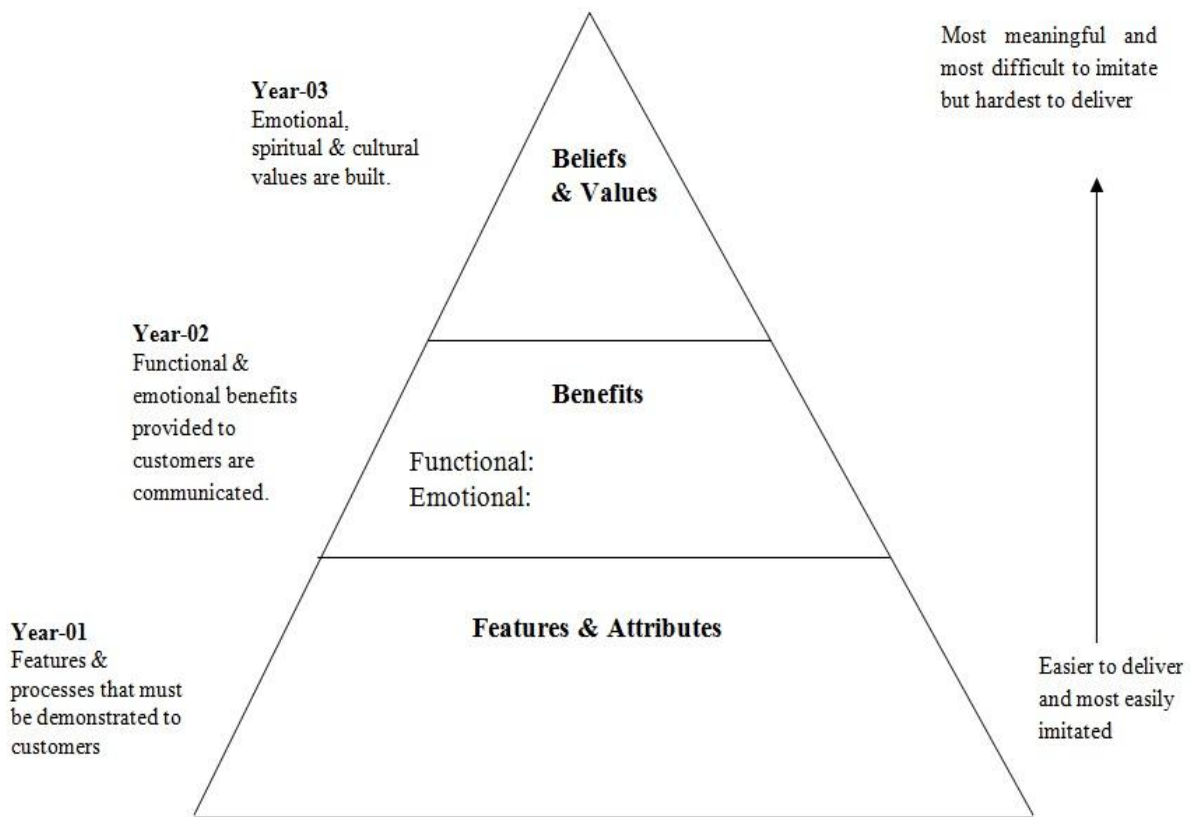


Fig: Brand Association Model

In this association model, the first three years of the new brand are positioned from below to the top. In first year of its market entry the features and attributes of the brand needs to be determined and presented to the audience. For example for a new Fast food chain that will only sell fried chicken, the feature and attribute that would be focused on the communication (audio visual, press ad, events campaigns) would be ' tasty and hygienic tasty and affordable.

On the second year, the benefits of the new brand, the functional and emotional aspects will have be focused and presented. This has to be communicated through the various communications that the new brand will develop. For example, for the new brand, (Chicken Fry fast food retail) , benefits would be Functional: e.g. Available everywhere, Emotional: e.g. Chicken for all.

In the final position, that we consider as the third year. The beliefs and values need to be established and communicated. By using these model, it is a part of the business strategy that can be implemented

following this process. Head Office also provides business strategy building besides just marketing the designs.

BRAND POSITIONING MODEL

Strong brand position means the brand has a unique, credible, sustainable and valued place in consumers' mind. It revolves around a benefit that helps a product stand apart from competition. It has to be differentiated from the competition and has to be valued. The following brand positioning model is also used to determine certain attributes about the new brand, that the client company is thinking to roll out.

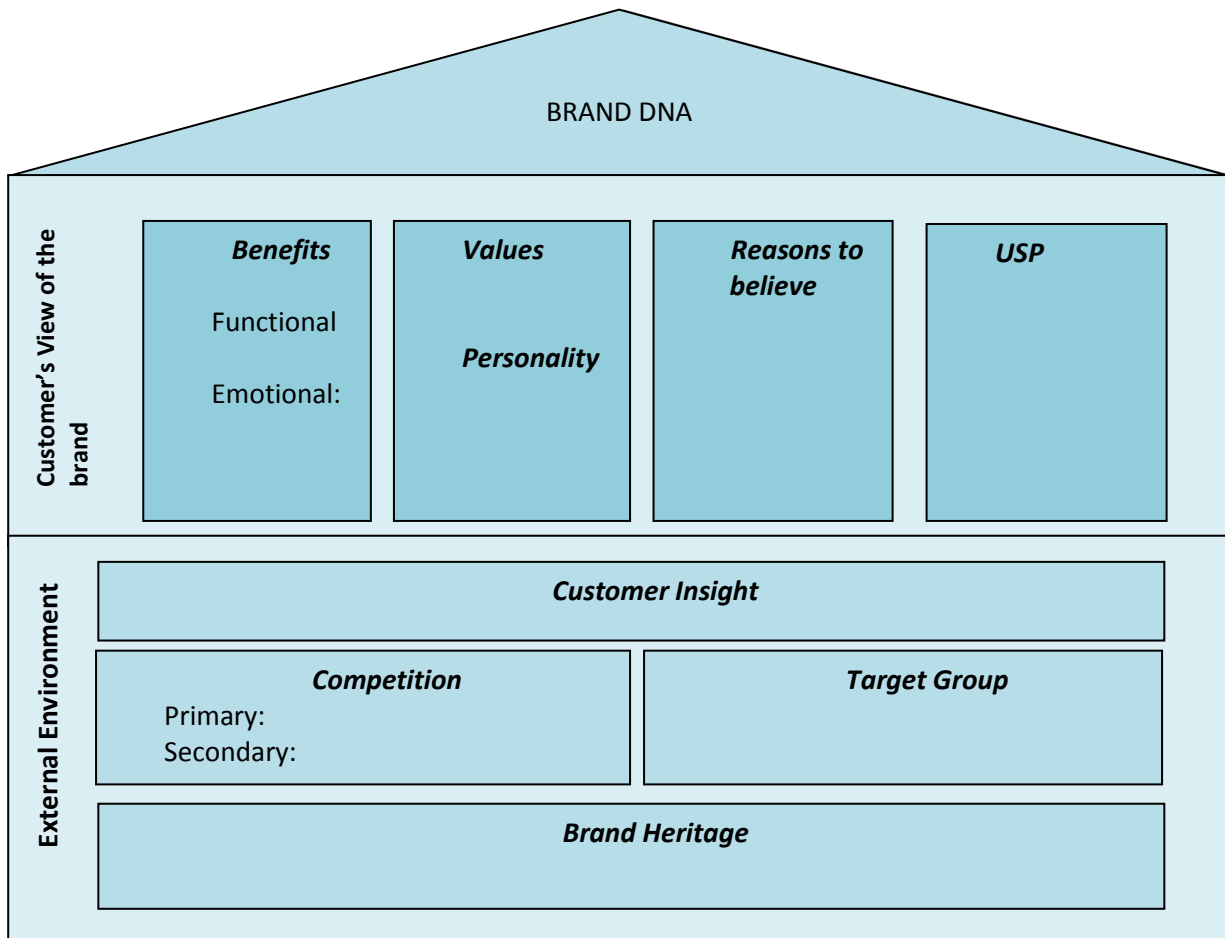


Fig: Brand Positioning Model

The brand positioning model is also a tool used to extract more insights before developing a new brand. The figure is a only an example and a small part of the brand building model. Each of the boxes in the model gives a direction onto which the company's strategy and agency's brand building ideas would be based upon. The model has two main parts, the external environment of the brand and the parent company, and the other is the customer's view of the brand and the perspective. Based on these two major elements the brand DNA is established. This model is used during the strategy meetings that head office goes through with the client.

FINDINGS AND RECOMMENDATIONS

The job at Headoffice is to make sure that brand connects successfully through its service. Headoffice seeks to provide that service in a creative way through the medium of successful communication. I was very fortunate that I could be a part of Headoffice as a business development officer,. During my tenure for almost 1.5 years , I was a part of several successful projects where I observed how we can create and provide creative communication.

However, I found out few issues as per my position as well as other departments and I think these must be dealt with proper actions.

My critical observations and recommendations are given below:

There is less coordination between some major departments at Head office. The information sharing between departments is very low. The team members in one department are unaware of the work and status of other departments.. Before starting a project a team is built to deal with the implementation. But at times due to lack of communication and failure to stick with the schedule, the delivery is hampered.

Sometimes it is hard to prioritize the projects. High margin projects are those that include business profiling or rebranding and low margin projects are logo design based projects. Therefore sometimes the graphic creative designers might not know which one is the top priority work. This hampers the flow of the work This thus affects on delivering the output on time. I recommend here to build up enough coordination between departments. The marketing department has its weekly action plan set by the strategy planner. But for the creative department there is still lack of such plans or schedule to follow on. The marketing team members are the only personnel building the both marketing and creative department's work schedule plans.

The Creative director is in charge of the creative department . And sometimes the creative director due to lack of communication is unaware of the projects in pipeline and he would instruct the creative graphic designers some new design work. This would cause the creative team members to follow such orders directly without communicating the current projects at hand to the creative team in charge.

Therefore my recommendation would be a second in charge, of the whole creative team. A senior visualizer who would assign and coordinate the creative team members during the projects.

On the other hand Admin division and HR Department should also take into consideration the work processes of the other departments. At times the admin division does not dig in deep to other departments. So what happens is, admin may go by with rules and regulation without having the real picture of other departments and most importantly the ongoing projects.. Sometimes clients pressure for more tune ups. There might be situations where a work is very well prepared but, clients do not get the quality of work because they lack enough understanding of design.

CONCLUSIONS

Headoffice is differentiated from its competitors, because of its ability to go beyond the boundary of client brief and coming up with something completely different and creative and unique. Designs that Headoffice do are of top quality in terms of aesthetics and they add a new dimension to clients brands or products. To conclude the report I would like to state that communications or business communication is just a part of a brand building process of a product, service, or organization. To understand the overall strategies the knowledge of topics, including marketing, branding, customer relations, consumer behavior, advertising, public relations, corporate communication, community engagement, research & measurement, interpersonal communication, employee engagement, online communication, and event management has to be there. head office tries to sell strategies to those whoever needs it. Since as an agency it has been working in such a diverse clientele based, therefore head office's experience in the market is very competitive to some bigger agencies in the market. Head Office utilizes its creativity in such a manner that is an experience that Head office sells and not the core business services that it presents to the market. Marketing communication is a step by step process and head office utilizes the business knowledge and creative minds to delivery unparallel creative new ideas to businesses in Bangladesh.

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Creative Guidelines

Client Name:

Brand Name:

Project Name:

Industry / Sector:

Design Items:

Value Proposition:

Target Group:

Deadline (1st Draft Design Submission):

Big Idea:

Creative Formulation:

Creative Root:

Creative Sequence:

Functional: > >

Rational: > >

Emotional: > >

Appendix 3 (logo design query sheet)

Client Questionnaire
Logo Query

Introduction

Thank you for your interest in our Logo Design services. **headoffice** is delighted to provide you with a custom-designed Logo that will serve as an attractive and powerful introduction, accurately reflect your business values, and the outstanding features of your products and services.

We deem it essential that we spend the time and effort to know you and acquaint ourselves about your business and products prior to embarking on a Logo design.

Prior to completing our questionnaire, we ask that you precisely reflect on the following:

- Your objectives for your new Logo,
- The features of your products and/or services,
- Your business mission,
- Your target audience, and
- The image you wish to portray.

Our Work Process

1. Client chooses ONE design from three (3) exclusive Logo concepts.
2. Client sends **headoffice** a WORK ORDER.
3. Client gets a detailed design.
4. Client inspects and does final approval of design.

Note: Additional payment is required if you make any major changes after you have already approved the work.

5. **headoffice** does an estimate for you.
6. Client pays **headoffice** an advance of 40% of total cost.
7. **headoffice** begins final design (output to client) process.
8. **headoffice** delivers the work to you.

Your Job is COMPLETE!

NOTE

Customer retains pages 1, 2 and 6

PRIVACY NOTE: **headoffice** does not sell or trade your company information with any other source, GUARANTEED. We treat all our clients' information in the strictest confidence for two simple, yet critical reasons: *our ethics & a desire to develop a long-term relationship with you.*

Client Questionnaire
Logo Query

§ 1 Company / Organization Information

Company/Organization Name _____ Address _____

Contact Person _____ Title _____ Telephone _____ E-mail _____

Business Type _____

Age of Company New 1-5 Years 6-10 Years 11-20 Years 20+ Years

Company History, Opportunity and Future Business Planning _____

Company Service and Product _____

If you wish to redesign your logo:

Brand Color _____ Brand Message _____

_____ Brand Character _____

Sub Branding in future? Yes No If yes, details are needed _____

§ 2 Your Audience & Your Message

Your Logo's intended and symbolic messages _____

What does your Logo want to accomplish? _____

What effect does your Logo need to have on its audience? _____

Age of target audience: 5-12 13-19 Years 20-29 Years 30-45 Years 46-60 Years 61+ Years

Other _____

§ 3 Logo Specification

CATEGORY: East West North South Stylish Simple Other Style
 Colors: One Two Three Four If any preference _____
 Expected delivery deadline 1 mo. 2 mos. 3 mos. Other _____

Will Logo incorporate text? Yes No Is text already submitted? Yes No If no, when can we obtain the text? _____
 Will you provide your old logo? Yes No N/A
 When do you wish to inspect the look of your Logo? 1 Week 2 Weeks Inspect the Dummy? 10 Days 3 Weeks Other _____
 (If headoffice will do your 2007 Logo, then we will keep all 2006 documents on file) Yes, please keep records No, delete records

§ 4 Company Logo Theme

2005's Company Logo Theme N/A _____
 This Year's Company Logo Theme _____

Do you have your own idea about your Logo type? Yes No If no, we can create excellent custom themes for you!

YOUR COMPANY-RELATED		SUBJECT-RELATED		OTHERS	
<input type="checkbox"/>	A Product/Service-based	<input type="checkbox"/>	A Nature	<input type="checkbox"/>	A Theme-based
<input type="checkbox"/>	B Customer-based	<input type="checkbox"/>	B Animals	<input type="checkbox"/>	B Idea-based
<input type="checkbox"/>	C Function & Benefit-based	<input type="checkbox"/>	C Scene	<input type="checkbox"/>	C Other
<input type="checkbox"/>	D Product & Lifestyle-based	<input type="checkbox"/>	D Art		
<input type="checkbox"/>	E Product & Service Benefits-based <input type="checkbox"/> Direct Use <input type="checkbox"/> Indirect Result	<input type="checkbox"/>	E History		
<input type="checkbox"/>	F Others	<input type="checkbox"/>	F Religion		
		<input type="checkbox"/>	G Nation		

Choose one idea

Please choose the look of your Company Logo Artistic Classic Corporate Decorative Futuristic Standard

§ 5 Language Choice

Please choose a language or language-combination for your Logo

Bangla English (British / American) Bangla-English English-Bangla Arabic Others _____

§ 6 Scope of Materials to Brand

<p><input type="checkbox"/> Print Media</p> <ul style="list-style-type: none"> • Paper • Stationery • Fax • PVC / Solvent Material • Packaging • Shop Sign • SS Sheet • Press Ad • Billboard • Identification Materials • _____ • _____ 	<p><input type="checkbox"/> Electronic/Web Media</p> <ul style="list-style-type: none"> • Email • Fax • TVC • Shop Sign • Electronic • Television • Halogen • Digital • _____ • _____ 	<p><input type="checkbox"/> Other Media</p> <ul style="list-style-type: none"> • Stone • Metal • SS Sheet • Neon • Glass • Clothing • Wood • _____ • _____
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