



Report about advertising agency

Work process
Of
Advertising Agency

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Letter of transmittal

August 20, 2015

Shamim ehsanul haque

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Dear Sir,

I, samiur rahman requested you to accept my internship report on “Work process of advertising agency”. As you already know, I am currently working for “runout films”, one of the leading production house of Bangladesh. I recently finished one of the most hit project of recent time for banglalink named “Banglalink VFM”.

I have been a vital part of the project “Banglalink VFM” and observed it to understand the work process of a production and how the agency co-operate with the whole process of making an advertisement. I have tried to include all the aspects but if you have any further question I will be available at runout.sami@gmail.com and via mobile at 01674291373.

I hope you will accept my report and find it somewhat helpful for future references.

Sincerely,

Samiur rahman

Student id: 10304064

BRAC Business School

Acknowledgement

I would like to thank my teacher Mr. shamim ehsanul haque to allow and support me to work on the topic I wanted to work. I would also like to thank my producer Mr. tareq rahman (executive producer,runout films) to allow me on the project and guide me through it.

I would like to show my gratitude to all the employee of runout films; they helped me with everything I have needed. I am honored to work with the most promising and helpful director of our country Mr. adnan al Rajeev (director, runout films) for his immense support throughout my journey. Mr. shakeeb fahad (chief assistant director,runout films) for his support to understand the brand while I was working.

I am also grateful to several other individual for their great input in my report Mr. ridwan bin khaled (carrotcomm), shahnewaz shanu (senior client servicing, grey), Mr. anwarul kadir (head of client servicing, adcomm).

Without the help of everyone mentioned above, it would been impossible to understand and write this report. I am ever grateful to all of them individually.

Executive summary

This report contains a basic “work process of advertising agency” in Bangladesh perspective. This analysis is based on recent project of banglalink which called “banglalink VFM” through the alignment with the agency carrotcomm.

In our curriculum in business schools in Bangladesh we do not have sufficient knowledge to work in any production house or any advertising agency. In most cases it is also true that business has a minor thought about the agency what can play as a trigger for business. That’s why number of student loses their interest to work in this field. Business graduates move to other profession just to get a certainty for their future. Unfortunately agency does not do much to convey this message to the fresh graduates.

While doing my internship in a production house I found it really hard to relate with my learning throughout the graduation period from BRAC business school initially. But when I go through the work procedure with the clients and agency I found the relationships of procedural systems of an advertising agency and tried to compile them in a report.

To achieve my target I look through the almost every process of “banglalink VFM” which was designed by carrotcomm and executed by Runout films. I have also talked to external sources regarding the topic and studied books related to this.

In short period of time I tried to learn every process of agency and the execution process from where many others out their get an intensive idea about the work procedure of advertising agency and it might create interest.

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Organization Insight

1.1 Introduction

While the advertising industry is dominated by the international agencies and affiliated agencies (the agencies who have partnership with international) certainly added a different fresh perspective to it. Carrotcomm one of the renowned agency is a sister concern group of market access group ltd. Is one of the very successful agency which is a local brand for our country. A, C, B, E, K... you name the vitamin, Carrot provides it to you. At Carrot, they service brands, and they believe that each brand has its own story. With Vitamin B Keratin as a fringe benefit they offer, Carrot Communication does not only let you build a strong brand that is a must for today's competitive market, but also helps improve your Brand Vision, thus helping you create a brand story that is told through generations!

What started back in 2006 as a small in house agency of Market Access Group is today acclaimed as one of the forerunners in the Advertising scenario in Bangladesh. From Telecommunication to Food and Beverage, Baby Products to Social Services, Carrot Communication Ltd has established a position as a complete creative solution provider for a wide range of clients. This way they achieved in such a short time because they live in dog years and work with dogged determination.

Carrot's role is as it is demonstrable – they accelerate their clients' reputation to help meet their business objectives. This means they do not believe in communication just for communication sake. The campaigns they plan and implement generate solid benefits for their clients.

Carrot is a Full-Service Advertising Agency

Carrot Communication provides the following services:

Brand Building

Creative Strategy and Executional Support

New Market Entry Strategy

Brand Growth planning

Media Buying and Planning – Print & Electronic

Out Of Home Strategy

Activation strategy and execution

Event Planning and execution

1.2. Market access group

With a humble beginning in 1999 from a little garage of a very small-scale Direct Marketing (DM) setup, Market Access Providers Limited as the parent organization started its Journey. Market Access Group today consists of several independent Strategic Business Units (SBUs) that are unique and act as a specialist service provider in their respective field.

Vision

To be the most preferred Business solution provider in the markets we operate.

Mission



Build strategic business solutions for brands who relies on us for growth



Develop and maintain sustainable partnerships by adding value in clients business.



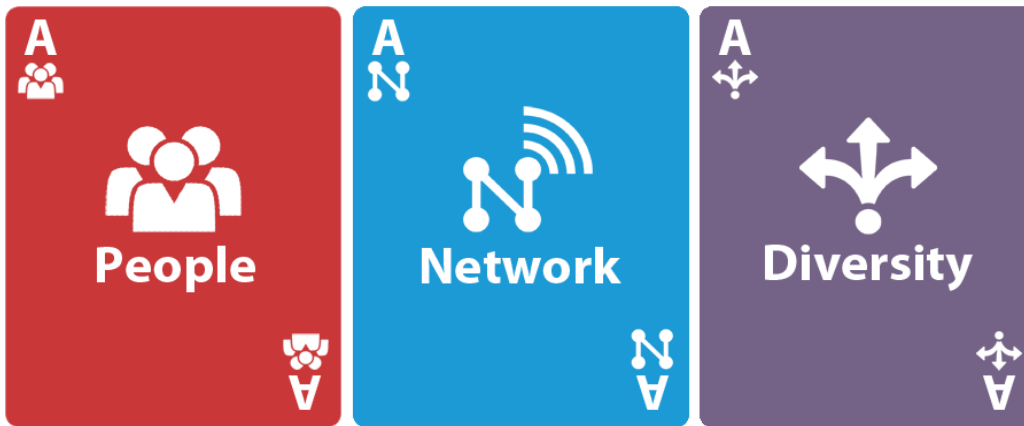
Work as an extended wing of client to design, develop and execute solutions that power clients towards effective growth



Create a resource pool with diversified expertise that enables us to address specific needs of our clients' value chain



Key strength:



Core value:



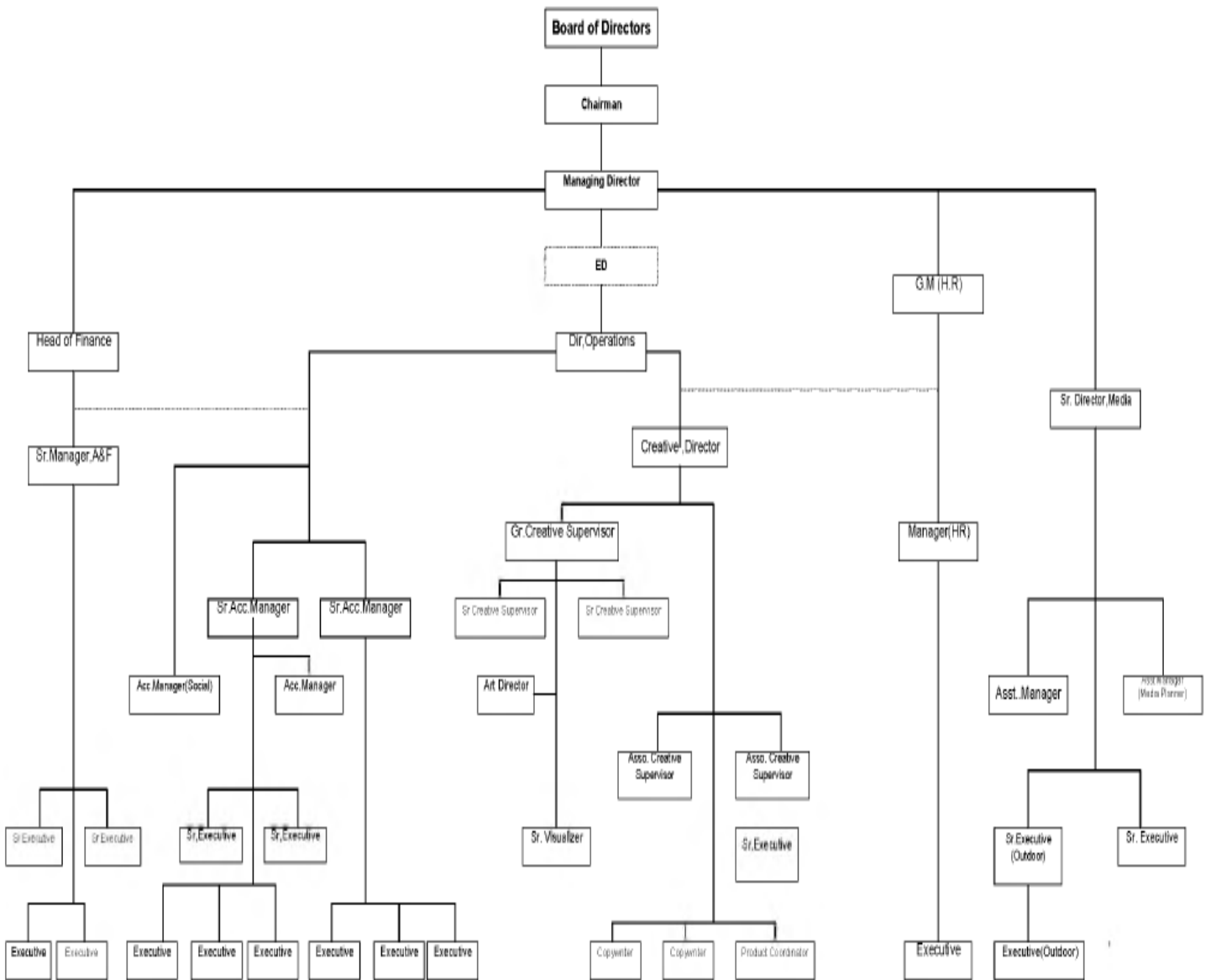


Presence



WORLD WIDE

1.3 Organogram



1.4 Functional Departments

1. Client relations:

Brand communication: client wants big ideas to drive business results and address their challenges. Brand communications team creates break-through traditional and social media campaigns that deliver. Brand communication unit works as the all-important contacts point between commercial clients and the agency. Brand communications team is comprised of media relation's experts who not only understand how their work leads to business returns, but also possess unique, multi-channel experience that can unite and maximize the impact of client's communications arsenal.

Social communication: This one is another part of client relations. Its deal with the assignments relating to social development and behavior change communication issues. The people working in this unit comes from different social development organizations/ non-government organizations that have thorough knowledge on alternative development paradigms, development communication, behavior change communication as well as social marketing.

2. Strategic planning & creative: Highly skilled members constantly innovate strategy that gains the brands on the edge over the competition. Well-acquainted with all the cultural and sub-cultural trends, the team interpret the enigmatic codes of consumer perception.

To set up a strong perception to consumers mind this team always entrusted with the responsibility to decide on the most advantageous strategic positioning of our brands.

The members of this team keep the creative thought flowing on the core of entire agency. They always keep the creative energy and passion is directed towards the creation of ads that are true to the brands strategic positioning and personality as well as positioning the expected behavior for bringing a positive change in social causes.

Creative members always have to be focus on the human life and their emotion so that they can crafted ads that spark off the flames of a passionate brand-consumer love-story in the minds of the consumers.

The creative team has their authentic, experienced, innovative, and very passionate energy that loves to think out of the box, understand the issues and people's behavior very precisely and highly skilled to translate them accurately into messages. Their knowledge always have to be up-to-date about the sea changes of this area over the decades especially the gradual shifting from top-down approach to bottom-up approach of development, the importance of peoples participation in development initiatives and their sustainability.

To understand the social market more the team has developed many programmatic, sensible, behavior change communication campaigns for social market.

The graphic design and artwork team of this department are also highly experienced, skilled and brilliant that has produced many award winning designs and art work.

The team members have solid experience of their work with the blend of various social and alternative development organizations including corporate houses.

3. **Media:** people who are in this department have three significant responsibilities media research, media planning, media buying. In media research they try to find out the effective media, identify the target audiences and analyze their characteristics,

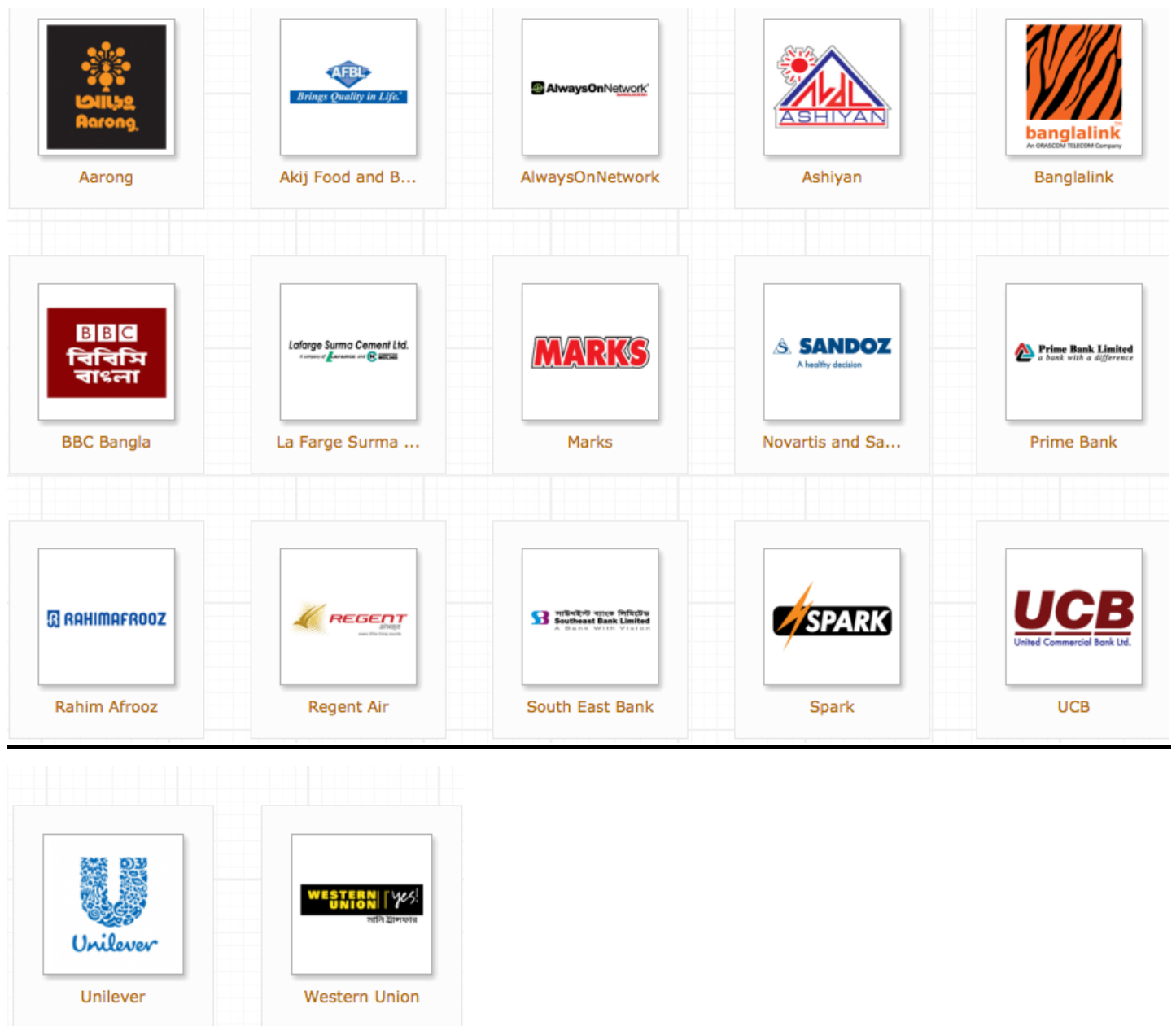
behavior. They are also looking for the latest trend in the market for future investments.

Media planner basically understands client's objectives and advertising strategy. Their responsibility is to get the best media mix and timing. They also have the most crucial job to minimize cost achieving best results.

Media director's responsibility to analyze the research data so that they can manage the media department's to check status of clients. They also check the client's accounts and plan future media buyers. They overlook all the accounts available and to keep up the good relationships with the clients. They also negotiate with media organizations.

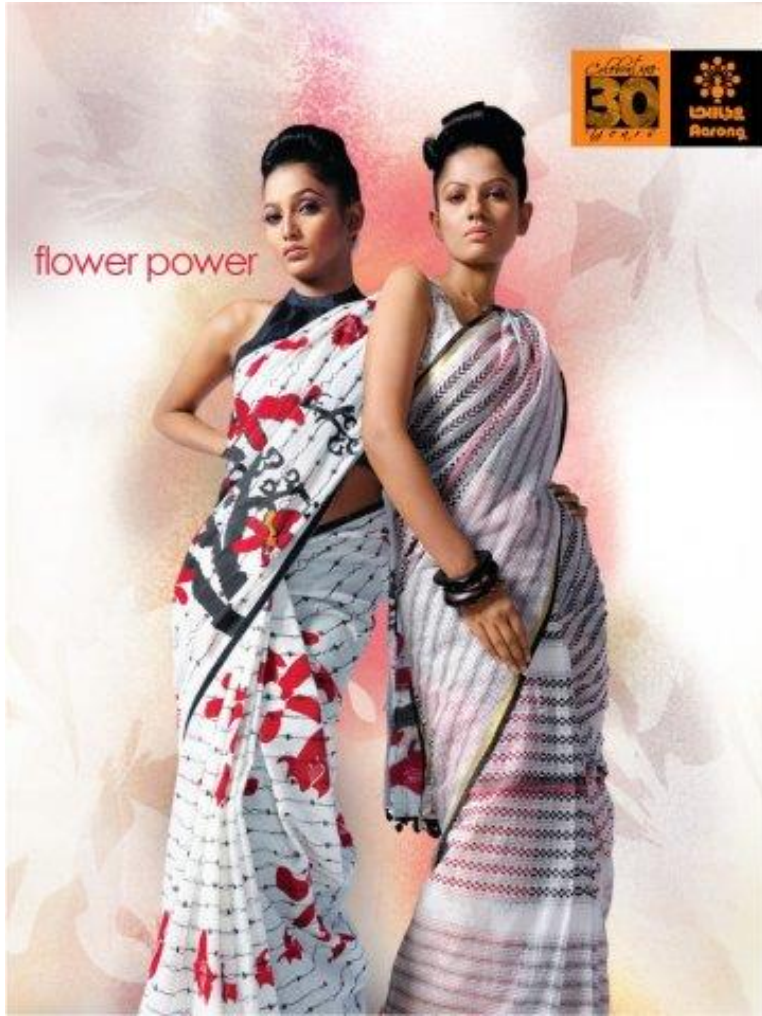
- 4. Events:** From product launching to contract signing ceremonies, to press conferences to plan tours or any type of event or non-traditional promotions, experienced and dedicated team along with a support team provides complete worry-free event management that meets the client's promotional objectives. They are always ready for their job with never-say-die attitude, the event management team members have moved the standards in the local event management scene a few marks higher.

1.5 Clients of carrotcomm limited



1.6 Recent notable works





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বাংলালিংক নেটওয়ার্ক



দিন বদলের চেটাই
বাংলালিংক

একের মাঝে অনেক!

প্রতিভা প্রতিফলন যখন ব্যস্ততা তখন সেবা জনস্বাস্থ্যসংরক্ষণে লক্ষ্যে
 তুলিতে থাকবে। মাঝ দেশ, খুঁটি মুক্তনশীল বিশ্ব, ৩০২৯ ছুঁন, ৮৩.৩
 মন প্রতিফলনের হৃদয়হাসি লক্ষ্যে বকে আমবা পেয়ে গেছি ৩৩০
 জনস্বাস্থ্যসংরক্ষণে।

একর মাঝে লক্ষ্যে প্রতি পদী, সেবা একে কৃষ্ণচিহ্নে, ৩০২৯-৩ 11, -৩ ৩

MARKS allrounder
 বিভিন্ন ক্ষেত্রে যৌ- ৩৩ শক্তি

11 TV

banglalink desh দেশের সেরা প্রিপেইড প্যাকেজ

আনন্দ উৎসবে
 বাংলালিংক দেশ

কাস্টমারের মাঝে
8.৯৭
 পয়সা/১০ সেকেন্ড

১০
 পয়সা/১০ সেকেন্ড

শক্তিশালী নেটওয়ার্ক, সাশ্রয়ী কল
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Celebrating
13
Lucky Years



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1.7 SWOT analysis

Strength

- Strong strategic planning & creative team
- Locally owned
- Vast knowledge to handle the clients
- Highest media buyers
- Supporting organizations

Weakness

- No affiliation with foreign agency
- Least number of clients
- Due to shortage of manpower couldn't finish all campaigns

Opportunity

- Brand building practice increasing
- Competition increase the higher spending on media
- User of internet create the new medium
- The industry is yet to introduce innovative media for promotion

Threat

- Global advertising giants are investing in Bangladesh
- Promotional budget get lesser
- Local company still didn't give impotency on branding

Job description

2.1 Job Description

As it mentioned earlier apart from the administrative department there four other functional department in an agency. They are

- ◆ Client relations
- ◆ Creative
- ◆ Media
- ◆ Event

2.2 Different aspects of job performance

To ensure the better job performance Carrotcomm provide different motivational tools including performance bonus every year. Bonus can be up to 200% of the basic salary additional. Apart from this the promotion and pay raise also depend on the job performance.

The job performance of any employee measured by a review of one year's performance by the direct supervisor of the employee. They measure different aspects of performance from where some of the criteria are given below.

- ❖ The first is task specific behaviors which include those behaviors that an employee undertakes as part of a job. They are the core substantive tasks that varies from one job from another.

- ❖ On the other hand non-behavioral job of the employees which vary from one job to another. For an example in client relationship department a non-task specific behavior of a client relations executive might be training new staff members.
- ❖ Written and oral communication task refer to activities where the incumbent is evaluated, not on the content of a message necessarily, but on the adeptness with which they deliver the communications. Employees need to make formal and oral written presentations to various audiences in many different jobs.
- ❖ An employee's performance also be assessed in terms of effort, either day to day, or when there are extraordinary circumstances. This factor reflects the degree to which people commit themselves to job tasks.
- ❖ The performance domain will also include an aspect of personal discipline. Individuals would be expected to be in good standing with the law, not abuse drugs etc.
- ❖ In jobs performance will include the degree to which a person helps out the groups and his or her colleagues. This might include acting as a good role model, coaching, giving advice or helping and maintain group goals.
- ❖ Many jobs also have a supervisory or leadership component. The employee will be relied upon to undertake many of the things delineated under the previous factor and in addition will be responsible for meeting out reward and punishments. These aspects of performance happen in a face to face manners.
- ❖ Managerial and administrative performance entails those aspects of a job which serve the group or organization but do not involve direct supervision. A managerial task would be setting an organizational goal or responding to external

stimuli to assist a group in achieving its goals. In addition manager might be responsible for monitoring group an individual progress towards goals and monitoring organizational resources.

2.3 Observations and recommendations

Carrotcomm is always punctual to meet the timeline with the client. They are always committed to deliver the best output for their client and do internal research by their own in the market to know the level of communications or effectiveness of their communication with the customers.

Second most important thing I found in carrotcomm that their organizational structure is well planned and there are no additional obstacle in any of the position of structure. It's easy to work in this type of management because in any other agency in Bangladesh there at least nine or ten layers exist.

Even though carrotcomm always try to feed their client with the appropriate timing but most of the client in our country are always running short of time with their project. Because of that they always try to create immense pressure among agencies. This tight timeline has been approved by the higher management without knowing the reality. As a result a large amount of workload are always there for each and every employee. To solve this administration can play a vital role to make sure no one exploit anything to create problems to others.

In an advertising agency employees are the product, and the agency sells the skills and experience of employees. Sometimes due to the flat organizational structure most of the organization couldn't judge the experience by their designation. For example in any other agency it takes one and half year to become a senior executive from executive but in carrotcomm 2-3 years are easily gone with the same position.

To overcome this problem they can provide two sets of designation to all employees; one according to the group and the other according to the industry standards.

However, most of the agency in Bangladesh facing some serious problem in their organizational structure in that count carrotcomm has very little number of negativity in their design. This agency still creates the fascination towards the fresh graduates because it is one of the best place to build the career.

Work process

3.1 Role of an agency

In the modern market it is really important to stand still among all available competitors regardless of the industry and product or service anybody provides. For a regular consumer in most cases there is always an alternative. That's why no matter the company is local or global they always have a tough time to achieve the desire position. In this fierce competitive market it is not always possible for the companies to make their product or service so unique or make them so appealing to the eyes of consumers.

The advertising agencies of the world provide the solution to the problem. As an expert agency come forward to play the integral part of its clients business. An ideal agency work as a partner of all its clients and works towards the growth of their businesses together.

From different agency point of view here some of the role of an agency are listed:

Communication solution provider:

Primary role of an agency is to provide communication solution for its clients, communication solution includes all sorts of medium with which the clients wants to communicate with its consumers. As a communication provider an advertising agency also provides the supporting service as well.

Understanding the consumer attitude:

An advertising agency also helps its client to understand the consumer better. It also helps to understand the consumer behavior and the consumer needs in the clients perspective. An advertising agencies works in collaboration with research agencies.

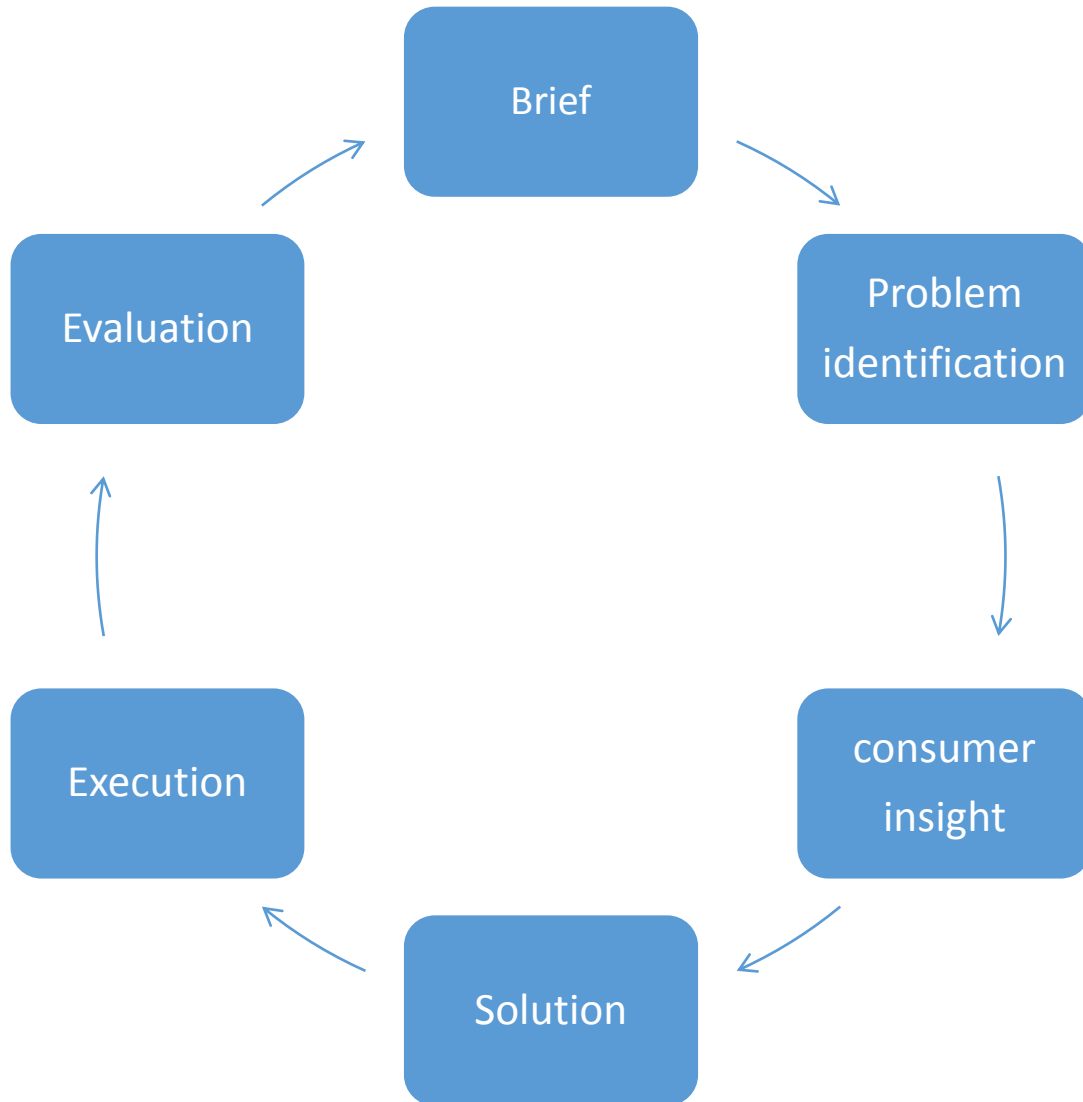
Strategic partner:

An advertising agency also acts as a strategic partner of its clients. While building a brand the client and the agency works as a strategic partners to create a better and more effective brand to ensure long term success for its clients. For the success of the business they are always committed to provide the best strategic plan to their clients.

With an every changing world and in a dynamic sector like marketing, an advertising agency plays various roles to ensure the success of clients. The advertising agency business is as such, if the clients succeeds the agency will succeed it with automatically. On the other hand if the clients fall in any plan taken by agencies it also create the reason to fall the client.

3.2 Rule of the Trade

Every work has a procedure so does an agency. It is important to follow a set of structure through which an organization works. Here it work follow of an agency:



This is just a broad view how an agency works. There are a lot more detailing how an agency successfully communicate with the consumers and plays a part in building a strong brand.

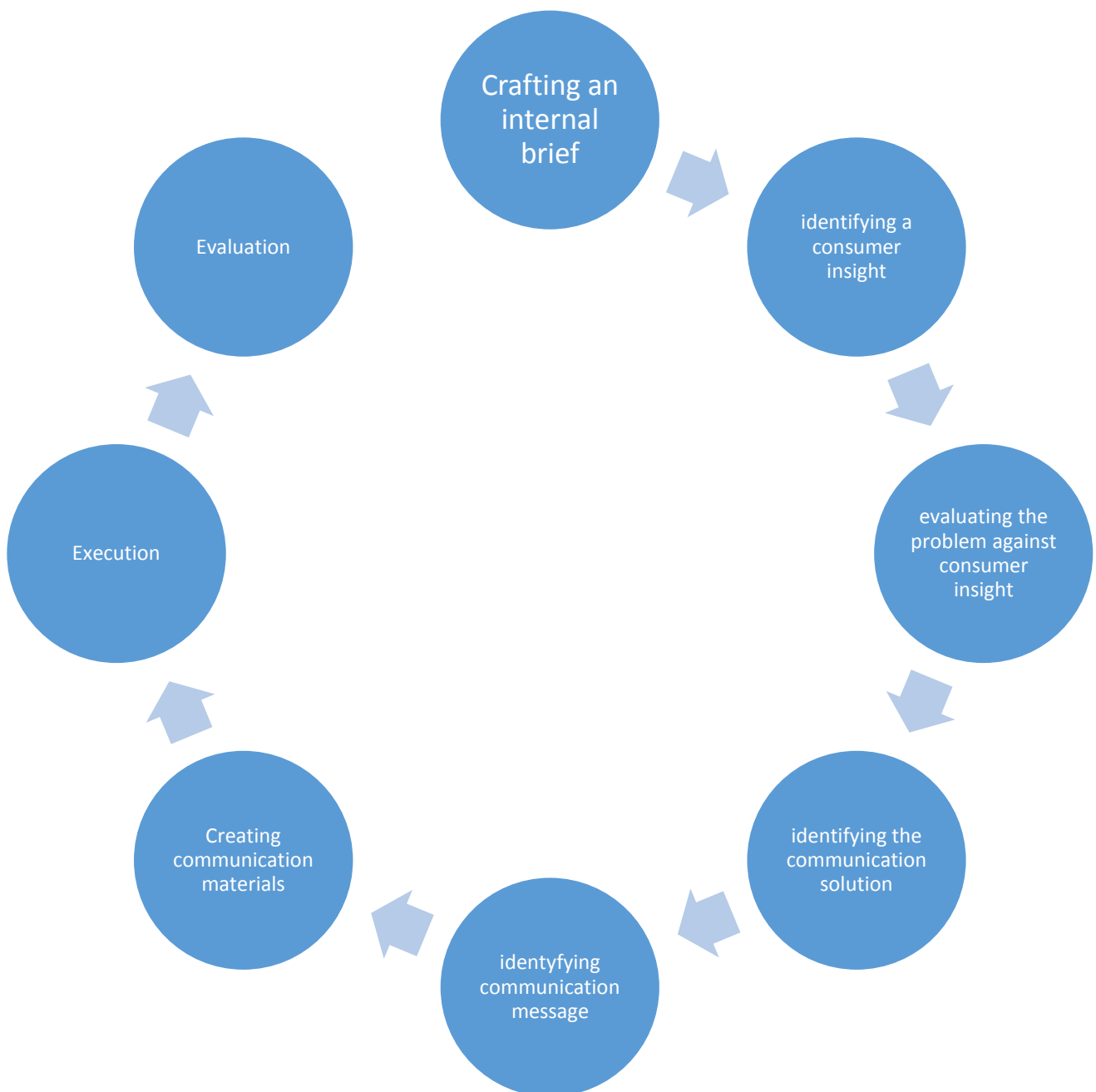
3.3 The brief

To start any work in a proper way agency the first step is the brief. A brief is nothing but a communication challenge that an organization facing. Brief can be specific as well as open ended it depends on the challenge which the organization facing.

Sometimes that even turns out the challenge cannot be overcome through communication rather there are some other problem in the process or the product.

3.4 The plan

After a brief has been done now it reaches through and organized process end of which the client gets a successful campaign which solve his problem. Below process has been followed in agency:



✚ The internal brief:

The internal brief is a document where the client service department states the problem at hand, with available data at their disposal. This document is the first of any campaign. This also include the target audience description and as well as the market data if there is any.

During the internal brief the client relation department also plans the program and it includes it in the internal brief.

✚ Consumer insight identification:

Consumer insight is a flash of understanding on the part of a marketer regarding an undefined or unmet need in the marketplace, or a new way to satisfy an existing need.

It is not about a product or service, it'st about a consumer need that isn't being met as well as it could be. The marketers challenge, having recognized the insight, is to find a way to capitalize on the thinking that identified the need. That could led to a producer or service, of course, but the insight is independence of the solution.

✚ Evaluating problem against consumer insight:

There are generally we get multiple insight in different dimensions. It is important to identify a single insight with which we will be able to satisfy our consumer and at the same time our brand will get ban edge over the competitions.

+ Identifying communication solution:

After narrowed down the insight we need to identify the proposition or what I want to communicate with our client and come up a vessel through which I am going to reach my consumer. These vessels are often called touch point. It is important to come up with a good communication mix so that the message I wanted to communicate is well communicated to my consumers.

+ Creating communication materials:

After we create the communication message we need to make sure we create communication materials according to the intended communication material and give the right message in the right way. In other word in this step we create the finish products of an advertising agency (TVC, RDC, Scripts, Print ad layout)

+ Execution:

After everything is ready we need to execute according our plan which was taken earlier.

+ Evaluation:

Evaluation is equally important for a campaign as execution. Without evaluation we don't know how well the communication worked or did not worked.

3.5 Creative

Once the brief has been accomplished now the most challenging and important task has been fallen to the media departments and creative. Creative department proposes creative items required based on the proposition and consumer insight. Here are the creative items proposed for initial promotion. Now the latest campaign for Banglalink VFM has been given below:

3.5.1 Logo:



3.5.2 print advertisement:



3.5.3 TVC script:

VFM- 3G data TVC Concept

ভিডিও	অডিও	লোকেশন
৯-১০ জন মিলে ক্রিকেট খেলছে। ২ইয়াং ব্যাটসম্যান, ১ ইয়াং বোলার এবং ৩ ইয়াং ফিল্ডার, তিনজন বয়স্ক আঙ্কেল [উইকেট কিপার, ফিল্ডার]। একজন ইয়াং মেয়ে আঙ্স্যার, বাকি দুইজন মেয়ে ফিল্ডার। বোলার বোলিং করল, ব্যাটসম্যানের পায়ের নিচের অংশে বল লাগল। বোলার আবেদন করার সাথে সাথেই আঙ্স্যার আউট দিয়ে দিল। দ্বিতীয়বার, বোলিং করলে ব্যাটসম্যানের হেলমেটে লাগলে আঙ্স্যার আউট দিয়ে দিল। তৃতীয়বার বোলিং করলে, ব্যাটসম্যান উড়িয়ে মারল, ফিল্ডার ক্যাচ মিস করল, আঙ্স্যার আউট দিয়ে দিল। সাথে সাথেই সবাই সবার সাথে ঝগড়া শুরু করল।	সবাই না থাকলে হয়তো জেতাটাও হয়ে যেত আরও বোরিং	কলোনি/লন
জিম-এ ভাগড়া একটা ছেলে খুব কষ্ট করে চিনাপ দিতে ক্লোজ-আপে দেখা যাবে। পাশেই একটি রোগা পাতলা ছেলে অনায়াসেই এক হাতে মোবাইলে কথা বলতে বলতে শুধু এক হাতে চিনাপ দিতে থাকবে। জুম আউট করলে দেখা যাবে রোগা ছেলেটির পা দুই বন্ধু তার পা ধরে তাকে উপর-নিচ করছে।	সবকিছুতে জিতেই আমরা হয়েছি ভাই এক্সসাইটিং	নাজিরাবাজার ব্যায়ামাগার
পুরান ঢাকার কোল ছাদে ৩ ছেলে, ১ মেয়ে ক্যারম খেলছে। আরেক মেয়ে পাশে দাঁড়িয়ে খেলা দেখছে। খেলারত মেয়েটি রেড গুটি হিট করলে সেটি পকেট হোলে গিয়ে আটকে থাকে। তখনই অন্য মেয়েটি হাত দিয়ে গুটি ফেলে দিলে সবাই চিৎকার, হডোহড়ি শুরু করে।	চলো জিতি... জিতি... জিতি... সবাই মিলে এক সাথে করবো meanwhile শুধু gain	পুরান ঢাকা, সদরঘাট
কিছু ইয়াং ছেলে ফুটবল খেলছে। একজন স্ট্রাইকার বল কাটিয়ে নিয়ে অপোলেনটের গোলপোস্টের কাছে গিয়ে দেখে যে তার বন্ধুরা অপোলেনটের গোলকিপার এর দুপাশ থেকে দুহাত ধরে আটকে রেখেছে। স্ট্রাইকার সহজেই গোল দিয়ে দেয়।	সব এতো বেশি... বেশি... বেশি... বেশি পেতে পেতে বেড়েছে আমাদের চাওয়া	সোহাগপল্লী - সুইমিং পুল।
বৃষ্টির মাঝে একটি ইয়াং মেয়ের বাসার সামনে তার বয়স্ক ভাকে গিফট দিচ্ছে, বাসার সামনে ছেলেটির বন্ধুরা পাহারা দিতে থাকে ,এমন সময় মেয়েটির বাবা গাড়ী নিয়ে আসতে দেখে, ছেলেটি তার বন্ধুদের সাথে দৌড়ে পালাবে	চলো জিতি... জিতি... জিতি... তাইতো দোস্তারা আমাদের এতো বেশি পাওয়া।	সোহাগপল্লী
ষ্টেজে একটি ছেলে নাচ করছে। খুব অদ্ভুত ভঙ্গীতে নাচল এবং শেষ হওয়ার পর দর্শকদের করতালি পাবার উদ্দেশ্যে তাকিয়ে আছে, কেউ তালি দিচ্ছে না। হঠাৎ দর্শকদের মান্নখান থেকে তার বন্ধুরা তালি দিতে দিতে	চলো জিতি... জিতি... জিতি... তাইতো সীমাহীন এই ফুর্তিতে আমার সাথে	ছায়ানট

দাঁড়ায়, তার সম্মান রক্ষার্থে।	শুধু তোরাই আছিস।	
একটি ছেলে এবং মেয়ে টেনিস কোর্টে খেলছে। হঠাৎ মেয়েটির পেন্সন থেকে টেনিস ব্যাট হাতে ৬জন বন্ধু আবির্ভূত হবে এবং তাকে জিতিয়ে দিতে সাহায্য করবে।		টেনিস ফেডারেশন
কট টু শটে, আমরা বিভিন্ন যায়গায় ছেলেমেয়েদের উল্লাসের মুহূর্তগুলো একের পর এক দেখতে থাকব।	তাইতো আমাদের লাইফে সব এতো বেশি... বেশি... বেশি... বেশি... বেশি... বেশি... তাইতো জিতি... জিতি... জিতি...	
পে অফ লোগো	ভয়েস ওভার: কে না চায় নিজের মানুষকে জেতাতে? বাংলাদেশ-এর সবচেয়ে কম রেটের সব ডাটা প্যাকে, তাই জিতবে তোমরা সবসময়! নতুন কিছু করো বাংলালিংক।	

3.6. Budget

Real budget of Banglalink VFM TVC are given below:

BUDGET COVER SHEET				
Product	VFM	Duration	60 Sec	
Film Title		Format	Alexa	
Client	Banglalink	Language	Bengali	
Agency	Carrot Corn	Shoot days	5	Days
Director	Adnan Al Rajeev	No Of Tvc	1	
Producer	Tareq Rahman			
Personnel	Number	Shift	Rate	Total
Director				500,000
Producer				100,000
Assistant Director- I				50,000
Assistant Director- II				70,000
Assistant Director- III				60,000
Assistant Director- IV				40,000
DOP & Assitant				120,000
Post Supervisor				10,000
VFX/CG Artist				100,000
Art Director				100,000
Costume Designer				50,000
Production Management				25,000
Sub Total				1,175,000
Artistes (Age)	Number	Shift/Day	Rate	Total
Model Main				200,000
Back Ground				100,000
Sub Total				300,000
Artistes (Age)	Number	Shift/Day	Rate	Total
Model Main				200,000
Back Ground				100,000
Sub Total				300,000
Pre Production	Number	Shift/Day	Rate	Total
Transport For recce	1	5 Day	1000	10,000
Production Crew	1	6 Sift	500	5,000
Location Search		4 Day	5000	20,000
Hotel		4 Day	2000	8,000
Story Board	1		20000	20,000
Food & oil		4 Day	5000	20,000
Sub Total				77,000
Field Personnel	Number	Shift	Rate	Total
Focus Follower	1	15	2000	20,000
Light man	1	15	2000	20,000
Light Asst	1	15	1500	22,500
Grip (Light Boy)	12	15	500	70,000
Camera Attendants	6	15		120,000
Production Assistant	20	15	500	100,000
Make up Artist	2	5 Day	10000	20,000
Sub Total				412,500
Equipment	Number	Shift/Day/Math	Rate	Total
Camera				
35MM				

Alexa	1	5 Day	70,000	70,000
FDC/Chenal I Lense	5	5 Day		50,000
Lights				200,000
Genaretor & Oil				100,000
Track , Circle trolly , Crane and Crew				50,000
Set, Props & Costumes & Location				
Location				100,000
Set making				200,000
Props				100,000
Costumes				100,000
Sub Total				1,100,000

Per Diem	Number	Shift/Day	Rate	Total
Micro Bus	6	5 Day	4000	24,000
Pick Up	4	5 Day	4000	16,000
Oil & Gas		5 Day		40,000
Hotel & Bus		3 Day		200,000
Meals		5 Day		100,000
Sub Total				400,000

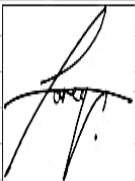
Post Production	Number	Shift/Day	Rate	Total
Telecine(India/Bangkok)				200,000
Editing (off line)				100,000
Editing (on line)				200,000
Music(India)				100,000
Sound Studio				150,000
Voice Over				10,000
CG & VFX				100,000
Food & Conveyance Dhaka				20,000
Airticket & Hotel for Director				100,000
Misc				
Output (DV CAM, Beta & DVD)				10,000
Sub Total				1,000,000

Total 7,400,000.00

Excluding VAT

IN WORDS : Seventy Four Lac Seventy Nine Thousand And One Hundred Taka Only

Some of the clause are also include with the budget:

<u>Please Note:</u>									
1. The above cost is inclusive of the DV master for master production.									
2. The above cost does not include Celebrity and any still photo shoot cost.									
3. The above cost is valid if the duration of the above tvc is as given above and as per the script sent to us. Any changes in the script will alter the costing.									
4. Estimate is inclusive of a specially recorded music track for each film.									
5. Company Policy dictates release of Master Film after clearance of Master Balance after Client approval of final film.									
6. 75% ADVANCE to be paid up at least 7 bank working days before the shoot, via a demand draft / cheque made favouring "Runout Film"									
7. The above cost DOES NOT include the cost of language dubs, or edits for the Film.									
8. The above cost is not inclusive of agency commission or agency travel/board/lodging.									
9. if the shoot be has to be called off due to bad weather conditions/rains, a cancellation fee will be charged at actual, which will be charged per day.									
10. All the pre-production activities will start once we get the final confirmation from the client. So, all the dates that we mentioned will depend on when you give us the final go ahead. Since most of the shoot would be done in									
11. If the shoot has to be cancelled, it will have to be done atleast 2 working days prior to the proposed ppm date mentioned on the timeline. If it is cancelled after that then full payment has to be made.									
12. We will do what is agreed in ppm. If anything that has not been discussed is suggested to be incorporated during the presentation then additional cost will be charged for that correction.									
13. If any dialogue is changed after the shoot which was not in the initial script then we have to reshoot to match the lipsynced dialogue. And then client needs to pay the full cost of reshoot.									
14. Above budget does not includes any tax.									
Sincerely,									
									
Tareq Rahman									
Producer									
Runout Films									
Date: 18/06/2015									

3.7 Media plan

After the creative items are created a media plan is created by the media department.

While creating the media plan they consider the following information.

- Target consumer of the campaign
- Budget of the campaign
- Campaign duration
- TRP (television rating points- collected from a third party research agency)
- RRP (ratio rating points- collected from a third party agency)
- Newspaper/ magazine circulations (collected from government agencies)

Based on these information media department creates separate plan for each media (TV, Radio, press, outdoor etc.). In recent times the media department also plans to promote different brands online along with other media.

The media plan contains all the details of when advertising should get on air or published. Due to the confidential nature of these plans, it wasn't possible to give the sample with this report.

3.8 Execution

A lot of work in agency is done by third parties in some cases the field execution of different event is facilitated by other agencies. For example to create a TV program for this competition a production team will be hired who will have their own set of crew and employee and to execute the event part of the campaign will also be given to another third party. Generally an event management firm assigned to execute the events.

While other organization executes the actual work the role of the agency changes. The following is a list of roles an agency plays while any campaign is executed. The list is a collection of duties that an agency performs and not exhaustive to the following items.

- ❖ Branding expert: while different support agency helps the agency to actually execute the campaign, the agency makes sure the brand is getting the right mileage and saying exactly what it wants to tell to its consumer. The agency works as the brand expert and guides all parties on behalf the client to make sure the brand identity of the product/service remains intact.
- ❖ Managing third parties: the agency also act as a single focal point for the clients. The agency manages all related third parties so that the desired campaign has the perfect execution.
- ❖ Troubleshooting: nothing goes according to plan, thus it is the duty of the agency to make sure the small hiccups remains as hiccups and does not create any major problem in executing any campaign.
- ❖ Ensuring quality: It is the duty of the agency to make sure that the desired quality is attained in every aspect of the campaign.
- ❖ Revisiting the goals: one of the most important to revisit the initial plan and make sure every goal is successfully completed.

3.9 conclusion

I try my level best to show the detail work force of agency how they work and how they execute the communication through a big journey. As I am working with different agencies for TV commercials recent time I came across a lot of knowledge about branding, marketing, communication etc. sometimes it's very difficult to cope up with the clients as they differ from product to product service to service.

Since we learn a very little from our textbook about the vast knowledge of advertising it's really tough to get those idea into you. That's why I have to push myself beyond my limit just because to learn this industry intensively.

As my topic was about a detail work procedure of agency I tried to incorporate with theoretical and practical aspect of advertising agency. This little glimpse can help someone to give an idea but to learn about the advertising and this industry it's really depend on how usefully you study books and articles.

Here I include almost every detailing about one of the most famous TV commercials of banglalink recent time, it was successful and a hit commercial to connect with the target audience and consumers. That's the conclusive scenario of our advertising agency of recent time what I can gather from my knowledge in this report.