

Exploring the World of Advertising
At ADCOMM LTD

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By

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1. Introduction

From my childhood rhythmic jingles of the TV commercials were something that could easily cheer me up in any situation. The colorful world of advertisements always attracted me more than the regular television programs and daily dramas. Later when I grew up, I started to observe that advertisements are not only a means of entertainment; they can be the instruments to make social changes with. Our society is influenced by all types of advertisements every day. Those made me think more seriously about the magical world of advertising. I thought that if I become a part of this world, I can have certain powers to make positive changes in the society. When I enrolled in the English and Humanities Department of BRAC University, the first thing that flashed in my eyes was the course Copywriting. Moreover, I found out that I can do an internship in an advertising agency, to complete my graduation requirements. This I thought was a stepping stone to fulfill my desire to enter the world of advertising. I didn't give myself any second thought, and decided to declare my concentration in Media and Cultural studies.

As I mentioned earlier, I always had the dream to enter the world of advertising and joining an advertising agency as an intern was the best way to do that. While taking the copywriting course, I realised how vibrant and creative the world of copywriting can be. I just used to observe the television commercials at first, but after taking this course I got to know about the other mediums of advertising like brochures, posters, catalogs, direct mail, world wide web etc. The magical world became bigger to me and I wanted to enjoy every part of it. The copywriting course made me surer about having a career as a copywriter. So, I eagerly chose to do an internship as a copywriter in any advertising agency. This was also a requirement for my graduation.

While searching for different agencies I found many options. Adcomm ltd, Asiatic JWT, Grey advertising, Ogilvy etc are the leading advertising agencies of our country. On the other hand, agencies like Paper Rhyme, Magnito Digital, Analyzen etc are newly emerging agencies. While researching all the company backgrounds, I saw that Adcomm Ltd is the oldest ad agency in Bangladesh. They are ruling the advertising world of Bangladesh for over 40 years. Top Corporate Brands of our country are the clients of this agency. I became more mesmerized when I saw that they made many advertisements that I used to love as a child. I understood that this agency has many clients and many varieties of work to do. I realised this is the place from where I can learn most of the forms of advertising and develop myself as a versatile copywriter. That is why I chose to do an internship at Adcomm ltd.

There are multiple groups of creative teams in this agency. Each team handles the marketing solution of some selected clients. Each group is lead by a creative director and one general manager. Under the creative director a group of copywriters and art directors work. I entered in the Strategic Business Unit-2 team which handles the following clients: “ROBI Axiata Ltd”, “Goldmark Foods,” “City group” and “Rani Food Products.” Along with me there were four copywriters in my team.

Different aspects of my experience as an intern of Adcomm Ltd is depicted bellow

2. History and Background of Adcomm ltd

Adcomm was founded by Ms. Geetara Safiya Choudhury in 1974. This agency has gained the faith of clients over the years and now it is the first choice for marketing solution to any big brand. It has a variety of clients from consumer goods like soap, toothpaste,

contraceptive pills, soft drinks, and toiletries to industrial, agricultural pharmaceutical products and mobile handsets. Telecom, banks, universities and supermarkets are also in the list. Adcomm is also fully equipped to handle publicity, advertising and public relation works for its clients in all forms of media. ADCOMM group includes the following: Graphic People, Signage, Studio45, Screaming Girl Productions, NorthBrook Consultants pvt ltd, Nazimgarh Resorts, AktiVision Advertising Ltd, Colours FM 101.6



graphicpeople





The prominence level of an agency can be measured by the clients it handles.

Adcomm has contributed and built nine of the top twenty brands according to the Bangladesh Brand Forum. Also according to Bangladesh Brand Forum, twenty-two out of twenty-eight brands being handled by the Adcomm are either number one or two in its market segment. According to BBF 2015, in the Hot Beverage Segment, Ispahani group is the leading brand and this brand is Adcomm Ltd's client. The second best brand in this category is Taaza and it is handled by Ogilvy Bangladesh. In Laundry Detergent and Bar segment, Wheel powder is the number one brand and Surf Excel is the second best brand. Both these brands are Adcomm Ltd's client. This firm has a great reputation in terms of building some of the strongest brands in the country, and it was awarded for its contributions in this industry.



The client list of Adcomm includes leading multinational and national companies such as Unilever, Johnson & Johnson, British Petroleum, Tata, Akij Group, City Group, Rahimafrooze, Kallal and Signage. Adcomm has a foreign affiliation with Lowe worldwide which is the world's fourth largest advertising company. This organization also handles various social awareness campaigns through above the line and below the line process. For example Robi's social awareness campaign "Honesty". Encouraging common people's honesty was highlighted in this campaign. Though this campaign's target group is only Robi users, it tends to attract consumers

beyond the target market. So this was an above the line process marketing where the target market is very broad. On the other hand, Robi's technology sponsorship campaigns (Sponsoring "Chondrobot", sponsoring various IT programs) only focus on technology lovers. That is a below the line process marketing since the target market is narrow.

Robi Honest Campaign



Making advertisements is not the only activity of this huge agency. Adcomm Group is now more than just advertising. This evolving ad agency is moving forward from being an “agency” to a brand consultant. Adcomm Ltd aims to provide the thinking and strategy behind the brands. Since brand owners are outsourcing their manufacturing, sales and distribution services, they need better strategies with communication. This is where Adcomm Ltd can play an important role. Dynamics of brand relationship is going to change beyond recognition. So, will

Adcomm's offering to their clients. It has over the years formed a "best-of-breed" offering between associated companies. You can either come to Adcomm for brand solution and strategy and the full package, or can go to any of its other associates who specialize in their respective areas. For example, Adcomm Media in media solutions, Signage digital for print solution, Screaming Girl Productions is for TVC and content production, AktiVision in events and advertising, AktiSales for direct consumer contact and distribution, AktiGram for rural activation, Northbrook Consultants for Public Relations, Art of Noise for music and radio program production and a soon to be launched design shop.

Another area that will grow is outsourcing of advertising and graphic design services (GDS) for the global advertising market. Basically GDS is another name for Desk Top Publishing or Pre-Press work that was dominated by the graphic bureaus in Purana Paltan. In 2005 Adcomm formed a joint venture with a Danish advertising group, AdPeople to take this to a different level altogether. Adpeople formed, which is a part of Adcomm Group. GraphicPeople is an offshore studio, providing digital and print production, project management services and software solutions to advertising agencies and brands. It has turned into a world-class studio for GDS. It provides global advertising requirements for Dell. The success of this agency can be measured by the fact that they are experiencing almost a doubling of business every year, and by the fact that the world's largest advertising holding company WPP (Wire and Plastic Products) has merged GraphicPeople with Y&R(Young & Rubicam) brands. Y&R is a marketing and communications company specializing in advertising, digital and social media, sales promotion, direct marketing and brand identity consulting.

In the area of achievement Adcomm has also made a mark in being a leading ad agency of Bangladesh. Every year in Commaward, Adcomm secures the top positions for grabbing the highest number of awards. Adcomm also had been an active participant of ADFEST every year.

Adcomm's work environment is one of the best things that make the employees more productive. The ambiance, set up and the management are contemporary and friendly with regular and heavy investments in staff welfare, training and modern technology.

3. Different tasks of a Copywriter:

A copywriter's responsibility is not confined to writing the texts for advertising materials only. When a brief comes from the client they have to visualize the whole thing in their creative minds and think about its impact on society as well. One small mistake or negative interpretation in any advertising material can impact the society very negatively. So a copywriter needs to think, calculate and decide many things which are beyond just writing. Different brands have different qualities and different kinds of appeal in the market. A copywriter has to understand these factors and communicate with the audience accordingly. A copywriter should be versatile. If you can come up with a beautiful line that goes with the mood, you are a good writer, but if you can come up with the exact line that goes with the target market's mood, you are a brilliant copywriter. One of the first things that my creative director taught me was to keep the target group in my mind no matter what I am writing. I had to write scripts for radio commercials, RJ endorsements and television commercials. I have seen a lot of TVCs before, so I had minimal problems with TVC scripts. I used to listen to fm radios very infrequently so writing scripts of RDC (radio commercial) and RJE (RJ endorsement) were two very new experiences for me. Writing down head copies/headlines and body copies for posters, press ads,

sticker, leaflets, booklets, banners were part of my daily tasks. Before any final output I had to proofread the materials. I became familiar with the signs used for proofreading in the Eng 401 Editing course. They were very helpful for me while doing proofreading. I had to translate many copies from Bangla to English and vice versa.

a. Translation:

Translation is one of the important and regular tasks a copywriter has to do. There are many press advertisements which are printed both for English and Bangla newspapers and they need to be translated. This is one of the hard tasks because Bangla advertisements are designed keeping the local consumers in mind, and there are many local bangla language words such as, “ফাটাফাটি”, “চরম”, “ঝাঝাস” etc that are used in the advertisements which are really hard to translate. Yet, we had to keep it in our mind that both the languages grab audience attraction equally.

Here free translation was more preferred than literal translation. Literal translation is basically word to word translation. In advertisements the basic focus is to deliver the exact message to the audience, and with word to word translation the real message can be lost from the text. So, I had to keep free translation or sense for sense translation in my mind.

Most of my translation works were focused on leaflet inners of Robi’s different offers and announcements. This is why it takes a lot of work to be a copywriter for a telecommunication brand. Every day I had to correct and translate Robi’s frequently released press outputs, leaflets and posters. It was difficult because there are many English words used in telecommunication that are not popular in Bangla. So while translating them into Bangla I had a very limited amount of words to translate. On the other hand, the translation had to be very accurate in Bangla. So it was a difficult job to do.

For example, I had to translate Robi's easy load transaction leaflet. Different offers were made about Robi's easy load transactions in the leaflet. I had to translate them into Bangla. Here, I also had to do lots of direct translations. Adaption is done when cultural references need to be altered to become relevant. I used adaptation in the following sentence, “আপনার অবগতির জন্য নিচের তথ্যগুলো দেওয়া হোল,” which is the translation of “The following description is for your attention”. Here, the word „attention“ could be translated into “মনোযোগ”, but the word “অবগতি” is more widely used in our culture. I used lots of borrowing as well. I borrowed the words “ট্রান্সফার”, “রিচার্জ”, “স্টক ব্যালেন্স ”.

Recently many private bank accounts were hacked. City bank also faced this problem. They wanted to publish a press advertisement where it can be ensured that the bank accounts of the customers are secure. I had to write a headline and body copy for this ad, and then translate it in Bangla. I came up with the headline “Your Banking security is our responsibility”, and wrote body copy supporting this heading. I learnt in the Eng 404 Copywriting course that while writing headlines we have to appeal to our audience's self-interest and deliver a meaningful message. I kept these two rules in my mind. The headline “Your Banking security is our responsibility” appeals to the audience's self interest, which is security and it directly gives a meaningful message in the headline. In the chapter “Headlines” from the Eng 404 Copywriting course it was said that 80% of the people read the headlines and then skip the body copy, so the message should be clear in the headline. In this headline, the message that, “City Bank is very careful about their customers' security” is visible. As it was a print ad both for the English and Bangla newspaper, I had to translate it from English to Bangla. Here, I had to do lots of direct translation, as many English words could not be understood by the customers if

they were translated directly into Bangla. So , I had to borrow words like একাউন্টের, এসএমএস এলাট, পিন নাম্বার, ক্রেডিট কার্ড, সোয়াপ etc.

b. Writing and Editing

A copywriter has to deal with lots of writing. Everyday each client wants a number of posters, banners, leaflets, flyers and press ads to publish in order to market their products. Moreover, when it's a telecommunication company, the amount of the production of marketing materials each day is more than the other companies. That is why working as a copywriter for a telecommunication brand makes you write a lot.

Robi often comes up with new offers for their customers. While writing copy for poster or print advertisement the first thing I had to do was to write down the features of the offers. Then I had to think about a head copy for the advertisement. Though the headlines were just one or two liners, writing them was not an easy job. Those one or two lines had to be good enough to attract the audience and give a brief idea about the features as well. So I had to invest a lot of time and knowledge just to come up with small headlines.

For example, Robi was offering large amounts of bundles for their users. The recharge amounts for those bundles were described in the poster. I had to think of two lines which could explain it all. I thought of different key words relating to this offer like huge bundle, easy to get, recharge, great, huge. After doing many mix and matches in my mind I came up with the headline “great bundle, do recharge”

For the print advertisement of Central Women's University the basic message was “This is the first women's private university in Puran Dhaka”. Here I tried to focus on this specific message and highlight it. In his book “The Elements of Copywriting”, Gary Blake discussed

various ways of delivering the exact message in print advertisements. We read in the Chapter “Print Advertising”, in the Eng 404 copywriting course that it is important to be specific in the headlines. Keeping this in mind I was very specific while writing the headline. The headline was “The very first Women’s University in the heart of Puran Dhaka”. This headline directly states the idea of the University and it is specific- the first Women’s University in Puran Dhaka. In the body copy I transferred the qualities of the University into benefits. For example, “Spacious classrooms” was translated into “Classrooms of your comfort.”

After the writing part, the most important thing a copywriter has to do is to proofread the whole writing. It was a huge responsibility. If I overlooked any grammatical or spelling mistakes in the advertisements, the companies would have to turn down those published advertisements down, on which they have invested so much money. For this I had to go through the “Grammar and Punctuation” chapters of the Eng 401 –Editing course once again. I had to check the commas, commas and appositives, appropriate use of that and which, conjunctions, commas and attributes etc. For example, in the Women’s Day Special leaflets a very silly mistake was found. The quotation marks around all the women’s empowering quotes were not given, and I had to include the punctuation marks around the quotes.

Robi was releasing a job prospectus for the position of Executive Vice President. I had to do the final editing for this. Here I had to use the basic grammatical and punctuation skills I have. The rules I learnt from the “Punctuation” chapter were very important to utilize here as that prospectus did not have any punctuation or comma given in it. I had to put them where it was necessary.

c. Brainstorming and Visualization

For a copywriter, before an idea is written on the paper, it should be well crafted in the mind. Copywriters need to think and visualize everything in their brains first, and then execute those things. When there is a creative call for a TVC production, the creative team arranges a meeting for brainstorming session. Here a copywriter plays a very vital role. The copywriter must come up with creative ideas in the meeting. A copywriter also has to think and visualize different creative ideas for various concepts for posters, banners, brochures and press advertisements. It is challenging. Here the writer's open mind has to meet many limits given by the clients. Moreover, the creative thinker must not forget that at the end of the day whatever s/he is thinking will represent the image of a brand. So, the creative thinker needs to be careful.

Apart from all the client briefs and product USPs, I used to keep the target audience in my mind first. I tried to find out the benefits the target market will get from this product or the way they are going to react after getting the product. For example, I had to attend the creative meetings to come up with a new TVC for Robi. Robi is giving a new offer where every user will get 1000 minutes free talk time after completing a target. A TVC will be aired to announce this offer. Here the first thing that came in my mind is that this offer will appear as an unbelievable offer for the target group. They are not going to believe this as there is no telecommunication company in our country giving such a big offer. So we thought about the concept of "Unbelievable offer" and thought of different ideas regarding this.



I had to attend a creative meeting for Goldmark brand's upcoming TVC. Goldmark is launching three new flavoured biscuits. They will launch three new TVCs for the biscuits. For this I had to identify the unique sales proposition (USP) of each flavour. At first I listed the possible USPs of each flavour following the method of coming up with an USP. For example, for chocolate flavour I found tasty, muddy, big size, clean, energy, cheap etc as the possible USPs. Then I peeled of each seductive USPs. For example, for big size I found

- Easy to feed kids
- Tiffin time food
- Easy to eat
- Happy kid
- Less cooking

After going through all the possible USPs we came up with one USP and that is "It's the best food for kids", because it is easy to eat since the chocolate is spongy and did not break into small pieces easily. This is the point on which we all agreed to write down a TVC.

I had to visualize designs for different print advertisements and promotional materials. The role of a copywriter is important here because s/he needs to think about the design relating to the written texts. For example, for Women's Day, Reanata was distributing women's day special cards to all the female doctors. Here for the card I came up with the line "Your success was never a gift, you earned it". So, I had to think of a design for the card, which would reflect this line. I decided the whole card should be designed as a gift box. When female doctors will open the gift like card, they will find the text in it.

4. Working with the Brand Robi

Robi is one of the leading Telecommunication brands in our country. The kinds of offers they provide are suitable for the mass consumers of our country, and this should be reflected in their brand proposition as well. Robi is basically a people oriented brand in Bangladesh. It offers utilities for the general people of our country. Adcomm takes care of all the marketing solutions of this brand, starting from television commercials, radio commercials to all types of print advertisements. While working for a big brand, just thinking and producing an advertisement according to the market needs are not enough. The creative team also needs to understand the image of the brand in the market, the tonality of their communication and try to come up with new shifts in their brand image.

Robi is basically a people's brand. Robi believes in empowering the common people of our country through their services. Robi believes that every person in our country has the potential to shine in life, but because of many obstacles all around them they can not shine in life. Robi aims in enabling these kinds of people to overcome the barriers around them with the

help of their strong network and internet connection. That is why their tag line is “জ্বলে উঠুন
আপন শক্তিতে/Ignite the power within.”

Keeping this tagline in mind is important while producing any kind of advertisements in the market. There are many frequently done campaigns by Robi, on the other hand they also announce their regular offers by various advertisements. In both cases it is important to incorporate their brand proposition. For example, every Ramadan they do a campaign to encourage people’s inner goodness. Last year in Ramdan they made a campaign to encourage people’s honesty. Here the creative team had to incorporate the idea, “Ignite the power within” throughout all the communications made for this campaign. For example in a TVC of this campaign it was shown that Robi users can buy smart phones at a cheaper price. So, the honest people, who don’t earn money by wrong means, can use these offers. So, honesty won’t be an obstacle for people, rather it will help them shine. Even in small offers the tagline “Ignite the power within” had to be reflected somehow. For example, Robi is providing wifi in the Taxis of our country. A headline was needed for the announcement of this offer. The selected headline was “গতির ঝড়ে জ্বলে ওঠো আপন শক্তিতে”. Even here the idea “Ignite the power within” is reflected.

As a copywriter I had to study this brand very carefully as this is one of the major clients for whom I had to write copies. I had to get a grip on the tonality of this brand. I had to inject the essence of the tagline in every leaflet, poster, flyer, and television commercial I wrote for this brand.

5. Marketing solution for Goldmark Foods Limited:

Time to time Goldmark Foods Limited offers different flavours and types of biscuits in the market. Working for them was very different than working for a telecommunication brand as they do not engage frequent marketing. Therefore, the few advertisements that make have to be excellent so that the target market remembers the product well. The target market of this brand was mostly the coastal area (Chittagong, Cox's Bazar, Noakhali, Feni) people. We had to keep the target market in mind, while designing their marketing solutions.

They were launching three new flavours of biscuit in the market. Keeping the target group in mind we found out that family life, extravagant weddings, food etc are the most important things in the target group's life. So in the pineapple flavour biscuit's television commercial, the setting of the story was a family wedding planning discussion. While planning the food for the wedding, they appreciate the taste of pineapple biscuits that were served as refreshment. Here we also had to pick actors who are popular in dramas directed by Humayun Ahmed. From many previous findings, it was clear that the people of the coastal areas are really fond of the actors of dramas directed by Humayun Ahmed. So, as a copywriter I had to write the script keeping these actors in my mind.

For chocolate flavoured biscuit, our target market was children aged 5- 10. Here we had to write a script that could trigger the children to force their parents to buy the biscuit. So, we came up with the idea of a fairytale. As children are very easily attracted towards fairytales, the script was written to create the impression that these biscuits are made in a "Chocoland" where "Choco fairies" make these biscuits. Here I had to use my imagination and think from a child's point of view, so that a child's desires can be incorporated in the script.

6. Tonality of City Bank

While writing copy for a bank, I had to think from a very different perspective as banking communications are very formal. So, I had to maintain a formal tone while writing for this client. An important work was to write down different taglines for different features of citytouch. Citytouch is City Bank's internet banking service. It has different features like insurance premium, e-shopping, fund transfer, credit card bill payments etc. While thinking of different catch phrases to describe these features, many creative ideas came into my mind. For example, for e-shopping the first line that came in my mind was "Shopping from you couch will be fun." However this didn't match with the tonality of City bank's communication. So, I had to think about it from a more formal angle. Therefore, I came up with the line "Citytouch brings the store to you."

A bigger experience for me was working for City Bank's Agent banking campaign, which is introducing banking facilities for villagers. We had to come up with a marketing solution that would popularise this banking system among the villagers. Here, we had to focus on the interests and daily lives of the villagers and then plan many ideas. The ideas included organizing road shows, "Potho-Natok", leaflet distribution in front of mosques, organizing local music fests etc. In this process, advertising was related to culture, and I found my learning from Eng331 course Cultural studies and theories very helpful. In the essay "Advertising: the magic system" by Raymond Williams, we read that advertising is a process where a new lifestyle is offered to the consumers. This subtle process compels customers to make use of City Bank's Agent Banking services. As Williams said in the essay "We are in the phase of relatively rapid

distribution of what are called „consumer goods“, and advertising, on its emphasis on bringing the good things of life, is taken a central for this reason”(335). Similar to Raymond Williams“ saying, good things (entertainment) was provided to the customers, and the promotion of the service (agent banking) was done in a subtle way.

7. Branding of Mobil

Mobil is the renowned name among the car lovers all over the world. Recently it has secured the first place in terms of selling engine lubricant in our country. Adcomm had to do a pitch presentation for this brand. For this, I also got the chance to observe a pitch presentation for the first time. An advertising pitch describes the proposals of an advertising agency to promote a product or service. The pitch states the objectives for the campaign and describes how the campaign will deliver its intended results. Companies request advertising pitches so that they can select the most suitable proposal from a number of advertising agencies. So, pitch presentation is really very important as an agency has to win the client through a competitive process.

The presentation was on portraying Mobil“s brand image through advertising. We had to come up with a TVC idea where the position of this brand in our country can be showed. Here I saw how the concepts learnt about “Typical product life cycles” were relatable to this project. Mobil has crossed the first two steps of brand life cycle, and now it is in its third phase, which is the maturity phase. Their sales reached their pinnacle. Their profits are high now. The mainstream customers now demand loyalty-type creative message. Many of Mobil“s competitors will try to steal Mobil“s position. So this brand requires a strong creative message. Therefore the thinking should be focused more on a thematic message rather than focusing on its USPs.

The one route we thought for this brand was that the name “Mobil” itself became a brand. Mobil is so much used and talked about lubricant among the car users of our country that it blended in their mind very subtly. For example, often car users are found to say “I need some mobil for my car engine,” even if they buy lubricants of other brands. There are many other lubricant oils in the market, but mobil is the most known brand among all of them. So we came up with the one key word to describe it and that was “Trust”. People trust mobil so much that it dominates their mind always. So from here we came up to work on the line “মবিলই ভরসা- Trust in Mobil”. The creative billboards, banners and posters were designed according to this route, and the headlines and body copies were also written similarly.

8. Marketing Solution for Central Women's University

Central Women's University is a newly established university in Purnea Dhaka. Adcomm Ltd had to come up with some creative advertising ideas for this university. Again it was a different experience for me as the client was a newly established institution and making it known to the whole country for the first time was our responsibility. While thinking creatively for the advertisements we had to face some limitations. As it was a university, guardians of the students were the main target group. So, the advertisements could not contain message that look improper to them. The tone of the advertisement had to be very academic and enlightening. We couldn't use too colorful or vibrant pictures as it is a formal educational institution. So the posters and press advertisements were designed keeping this academic tone in mind.

নারীর ক্ষমতায়ন

প্রয়োজনীয় তথ্যাবলী

- অর্থিক পৃথককরন শিক্ষাকরন (বৃত্তি), গ্রান্ট ইন্টারশীপ, অর্থসহ।
- যোগ্য ও মেমোরী ছাত্রীসহ পুত্রী কন্যার কন্য ছাত্র
- সুপারকম্পিউটার ব্রাউজিং ও আনুলিঙ্ক যন্ত্রপাতি সমন্বিত ল্যাপটপসহ
- ছাত্রীসহর রকম রকমের বিশেষ যন্ত্র ও কাউন্সিলিং-এর ব্যবস্থা

স্নাতক শ্রেণিতে ভর্তি হইলে নিম্নলিখিত যোগ্যতা

- এস.এস.সি এবং এইচ.এস.সি-তে যথাক্রমে ৬৬% ও ৬২% ব্যবধিতে হারে
- ইউনিভার্সিটি অব ঢাকা এবং কলকাতা বিশ্ববিদ্যালয়-এর অন্তর্ভুক্ত হইলে
- হাউসের হারে
- আবেদনকরন হইতে দুই সপ্তাহের মধ্যে

সর্বমোট ব্যয়

- সি.এস.সি ১০,০০,০০০
- সি.এস.সি ১০,০০,০০০
- আবাসন সর্বমোট ১২,৬৬,০০০

স্নাতকোত্তর শ্রেণিতে ভর্তি হইলে নিম্নলিখিত যোগ্যতা

স্নাতক ডিগ্রি (বি.এ./বি.এস./বি.এস./বি.এ.এ.) সম্পূর্ণ

সর্বমোট ব্যয়

- এস.এস.সি ১২,৬৬,০০০ ও এ.এস.এস.সি ১২,০০,০০০
- আবাসন: ২ বছর ১২,৬৬,০০০ ও ২ বছর ১২,৬৬,০০০

স্নাতক

- বিবিএ ও কম্পিউটার সায়েন্সে আসে ইন্টারমিডিয়েট
- ইউনিভার্সিটি অব ঢাকা ল্যাপটপসহ
- শেখহাসিনা আইডে প্রকল্পের স্টাইডিজ
- আবাসনিক আসে ইন্টারমিডিয়েট ও এস.এস.সি

স্নাতকোত্তর

- এস.এস.সি ও এ.এস.এস.সি
- ইউনিভার্সিটি অব ঢাকা ল্যাপটপসহ
- শেখহাসিনা আইডে প্রকল্পের স্টাইডিজ

* প্রতিদ্বন্দ্বিতা ১৪ মে, ২০২১-এ। ক্লাস শুরু ২০ মে, ২০২১-এ

মেমোরী ছাত্রীসহর রকম ২৫%-২০০% টিউশনি ফি ছাড়া



জালাল আব্দুল্লাহ, ঢাকার নারী বিশ্ববিদ্যালয়

জাকার প্রাণকোষ

(মাসিক প্রকাশিত) বিশ্ববিদ্যালয়

সামার টার্ম ২০২৬

ভর্তি চলছে



CENTRAL WOMEN'S UNIVERSITY

১৬ ইডেনবোর্ড রোড, পোষ্ট-১০০০২০, ঢাকা-১০০০২০, ১৬০০২০২০

ফোন: ৯৬৩০-২-৬৬৩০২০, ৯৬৩০২০, ৯৬৩০২০২০, ৯৬৩০২০২০২০

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9. Personal account

From the very first day when I expressed my desire to intern in the advertising field, I heard a lot about the hectic and stressful life of a copywriter. Yet, my love for advertising couldn't stop me from doing this internship which was stressful most of the time. At the beginning of my internship, I was very afraid of this stressful lifestyle. However, later I slowly got habited to this lifestyle, and a big reason for that was the friendly and supportive environment in the office. I was surrounded by many experienced coworkers and they all were very supportive in helping me learn new things. Being a new comer in the advertising world, many terms related to marketing and branding were totally jargons to me at first. But, my colleagues and mentors were always humble enough to take time and familiarize me with various new terms.

It was a platform for utilizing the things I learnt in my undergraduate courses. In the Eng 404 Copywriting course I learnt a lot about writing copy for different forms of advertising. In Eng 333: Globalisation and the Media and ENG 331 Cultural Studies: Theory And Practice courses, I got a glimpse of the social impacts of the media world. In the course Globalization we learnt how society and media are inter-related and in the course cultural studies we learnt how advertising has become a new form of art in this age. Hence, I could relate those learning in different occasions of my internship period. There were a lot of things that gave me more

experience after being exposed to the practical side of advertising/copywriting. In our academic life mistakes can affect our grades and us, but in advertising one mistake can affect so many things. One simple editing mistake can disrupt the whole communication between the company and the consumers. To understand the consumers' mentality, everyday you have to learn, read and observe everything. Just reading the brief and delivering a beautiful message are not enough for a copywriter.

The three months internship made me more serious with my works and forced me mentally to be more analytical and critical about issues all around me. I also learnt that increased reading and writing can sharpen my knowledge.

10. Conclusion

As Jim Aitchison said, "If the reader has control, so too do creatives." (23) So taking responsibilities and having control over your work is one of the most important things one needs to do in the advertising field. If you think your idea is brilliant you need to try from every possible way to execute it clearly in the advertisement.

Always having a hunger towards creativity, I knew that a creative workplace will never make me feel like I was working. Fortunately, I got the opportunity to gain some copywriting experience. Advertising agency is a workplace where many criteria must be fulfilled with one's creative thinking. You must first think of the social and cultural norms, public acceptance, market demands and the public's needs before writing any creative piece. Yet, I believe creativity is something that can be executed in any situation. In fact that is the real challenge every advertiser faces and must overcome every time.

At the end of my report I would say that this three months internship experience gave me a lot to learn and explore. The learning from this journey helped me to be more accurate about my work, made me think and observe everything analytically and the most important learning was being creative in any situation. I will preserve this learning in my mind, and will utilize it for future experiences in my advertising career.

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