

# **Service Marketing Report on Ogilvy & Mather, Bangladesh**



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## LETTER OF TRANSMITTAL

October 9, 2017

To

Dr. Mohammed Tareque Aziz

Associate Professor

BRAC Business School

BRAC University

Subject: **Submission of Internship Report.**

Dear Sir,

I have successfully completed my internship program in Ogilvy & Mather, Bangladesh. During this period of three months I have got some unique opportunities to go through some fruitful job experiences. Those experiences enabled me to bridge the gap between classroom learning and real life situations to a great extent. Now as a mandatory part of this internship program, I am submitting my internship report entitled “**Service Marketing Report on Ogilvy & Mather, Bangladesh**”. I have tried to put in my best effort for this report and enjoyed working on this report.

I hope my effort would live up to your satisfaction. I will be available at any time convenient to you, for clarification of any point of this report.

Sincerely Yours

Arman Salam

ID: 13104023

BRAC Business School

BRAC University

## ACKNOWLEDGMENT

The internship opportunity I had with Ogilvy & Mather, Bangladesh was a great chance for learning and professional development. Therefore, I consider myself as a very lucky individual as I was provided with an opportunity to be a part of it. I am also grateful for having a chance to meet so many wonderful people and professionals who led me through this internship period.

Bearing in mind previous I am using this opportunity to express my deepest gratitude and special thanks to the MD of Ogilvy & Mather, Bangladesh who in spite of being extraordinarily busy with her/his duties, took time out to hear, guide and keep me on the correct path and allowing me to carry out my project at their esteemed organization and extending during the training.

I express my deepest thanks to Ahmad Arif Amin, Account Manager, Ogilvy & Mather, Bangladesh for taking part in useful decision & giving necessary advices and guidance and arranged all facilities to make life easier. I choose this moment to acknowledge his contribution gratefully.

It is my radiant sentiment to place on record my best regards, deepest sense of gratitude to Mr. Tanveer Ahmed, Business Director, Ogilvy & Mather, Bangladesh; Mr. Sajidur Rahman, Account Manager, Ogilvy & Mather, Bangladesh; Mr. Shoyeb Imteaz, Copy Supervisor, Ogilvy & Mather, Bangladesh; their careful and precious guidance which were extremely valuable for my study both theoretically and practically.

I perceive this opportunity as a big milestone in my career development. I will strive to use these gained skills and knowledge in the best possible way, in order to attain desired career objectives.

Sincerely,

Arman Salam

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## Executive Summary

This internship report stresses on the work involvement and service related experiences I have assembled as an Intern in the Digital Services Department of Ogilvy & Mather Communications (Pvt.) Ltd from May 14, 2017 until August 13, 2017. In this report, I essentially have consolidated my involvement with Ogilvy and Mather particularly on service marketing. Since its commencement in 2008 in Bangladesh, Ogilvy & Mather has dependably been moderating quality service and now it is one of the famous and greatest publicizing organizations in the nation within a very short time. In this report, I have incorporated a rundown of their customers and brands they are overseeing. Afterward, I examined about their service quality. At that point, I have talked about the clients' expectations and perceptions. This report will serve as a great data for the marketers. Ogilvy & Mather has a decent internship program. Office individuals need to work much to uplift a brand. There is an agency- client gap in Bangladesh, on the off chance that it can be lessened, it might make the works for both the gatherings effectively. Once more, organizations and corporates are not considering advanced showcasing correspondence important till now. More interests in digital media is required which may give a better visibility of the brands and make the promoting and showcasing air more delightful which may astonish individuals with its magnificence.

# **Chapter 1**

# **Company Background**

## Introduction

The advertising world continues to play a crucial role in the demand and supply scenario of the products; as it plays the most important role of influencing the consumers for a particular product when they dwell on the choice of products to-go. The target group is very carefully scrutinized taking into account various factors before finally coming up with an advertisement. Usually all consumers prefer advertisements that are not only informative but also short, it should have the element of 'Wow' in order to truly impress the consumers.

In this huge world of the ad-agency Ogilvy & Mather Communications (Pvt.) Limited is one such agency who happen to be one of the largest marketing communications networks in the world, servicing multinational and local brands in all regions. The hallmark of this company's brand-building capabilities, is the balance of global and local brands within a worldwide network. The doors to Ogilvy & Mather Dhaka office opened for business in July 2007 – it is the 497th office the Ogilvy & Mather network.

Advertising really has not completely moved away or even far away from its traditional marketing in our country but has only changed its form into being more digitalized. Hence, in recent times digital marketing and advertising has become quite the hype- Ogilvy & Mather has been able to live up to the times demand and is eventually becoming an unimpeachable name in this world of digital advertising as well. Thanks to their capable team of people & the resources which go hand-in-hand to produce these works. Ogilvy Bangladesh has thus been successful in getting its long-term customers to trust in them to provide the best marketing and advertising solutions and stepping outside the box.

## About Ogilvy & Mather

Ogilvy & Mather was founded in 1948 by David Ogilvy with basically no clients and only two staffs; whereas now it is one of the 8 largest advertising networks in the world and has helped to build some of the most recognizable brands in the world such as- Shell, IBM, American Express, Amway, Adidas to name a few amongst the many.

The core goal of setting up this company was to make ‘advertising that sells to build a brand’ and till now, no matter where Ogilvy & Mather have set their foot in the world they have always lived up to this motto. Services provided by Ogilvy include- Brand identity, Customer Analytics, Digital Production, Digital Marketing, Experiential Marketing, Strategic Planning and many more.

The vision of Ogilvy & Mather is – “To be most valued by those who most value brands” and to fulfill this vision they abide by the following core values<sup>1</sup>: -

- ❖ Working for brands, in brand terms representing its own skill and those of its clients.
- ❖ Encouraging ‘individuals, entrepreneurs, inventing mavericks.’
- ❖ Valuing ‘candor, curiosity, originality, intellectual rigor, perseverance, brains and civility.’
- ❖ Preferring ‘the discipline of knowledge to the anarchy of ignorance’
- ❖ Prizing both analytical and creative skills: ‘without the first, you can’t know where to go; without the second, you won’t be able to get there.’
- ❖ Respecting the intelligence of its audiences.
- ❖ Expecting its clients to hold it accountable for its stewardship of their brands, and its success to be judged by making their brands more valuable to both users and owners.

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<sup>1</sup> <http://www.ogilvy.com/wp-content/uploads/2014/03/The-Ogilvy-Mather-guide-to-effectiveness.pdf>



## Global Leaders of Ogilvy & Mather

- ❖ SHELLY LAZARUS Chairman Emeritus Ogilvy & Mather
- ❖ MILES YOUNG Worldwide Chairman and CEO Ogilvy & Mather Clients of Ogilvy & Mather
- ❖ THAM KHAI MENG Worldwide Chief Creative Officer Ogilvy & Mather

## About Ogilvy Bangladesh

A brief timeline of how Ogilvy Bangladesh started off its journey is as follows: -

- June 2006: Ogilvy & Mather was registered in Bangladesh as a Joint Stock Company.
- December 2006: Merged with Marka, a local mid-size agency to get an early foothold.
- October 2007: Transition was completed and Ogilvy opened its doors for business.
- March 2008: Officially launched its operation in Bangladesh Integrated in the firm's corporate culture is Ogilvy's concept of 360° Degree Brand Stewardship©, defined as a willingness to use the broadest array of tools and techniques to understand, develop and enhance the relationship between a consumer and a brand. Adhering to that, Ogilvy is a full-service agency catering to ATL, BTL, Activation and web-based solutions. Be it the launching of a new package from Teletalk, a brand campaign for KSRM, a thematic campaign for Golden Harvest or a 3month long activation campaign to popularize Ajinomoto.

Ogilvy has and always is up for challenges as one can clearly see from the aforementioned timeline.

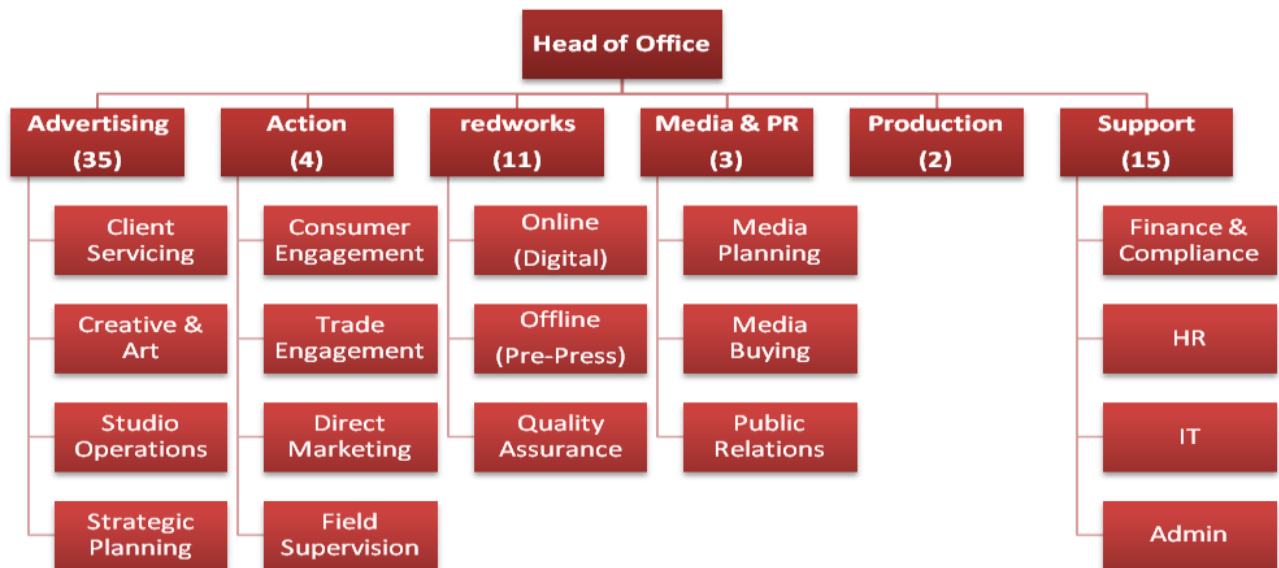
## Clients of Ogilvy Bangladesh

Ogilvy Bangladesh is currently servicing a list of global clients including British American Tobacco, Unilever, Huawei, Kraft, Perfetti Van Melle, Dan Foods, Concord, Ajinomoto etc. Among local clients, Danone, Teletalk, Edison Group (Symphony & Helio Mobile), Polar, The

City Bank etc. are also worth mentioning. The following illustration shows the extensive range of the agency's clients:



## Organizational Hierarchy



The above diagram illustrates the organizational hierarchy of Ogilvy.

# **Chapter 2**

# **Job Responsibility**

## Ogilvy & Mather

14<sup>th</sup> August, 2017

### TO WHOM IT MAY CONCERN

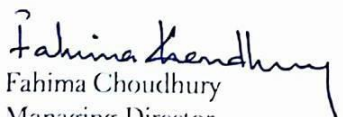
This is to certify that **Mr. Arman Salam** of BRAC University, BBA has successfully completed his internship at Ogilvy & Mather Communications Pvt. Ltd. Bangladesh.

His internship period was from 14<sup>th</sup> of May, 2017 to 14<sup>th</sup> of August, 2017.

While working with us, Mr. Salam has exhibited energetic attitude, positive team spirit and willingness to learn. He has also displayed dedication to his work and commitment to project deadlines with steadfast enthusiasm.

I wish him every success with his future endeavors.

Should you have any further questions please do not hesitate to contact me on the following number: +880-2-985-8336-8 or +880-173-000-4747.

  
Fahima Choudhury  
Managing Director  
Ogilvy & Mather Communications Pvt. Ltd.

As per the academic rule I must have to do three months' internship. I did my internship in Ogilvy & Mather Bangladesh. It is situated in 2 Bir Uttam A. K. Khandaker road, Mohakhali, Dhaka 1212. The internship period started on 14<sup>th</sup> of May, 2017 and ended on 13<sup>th</sup> of August, 2017. During this internship period, I worked in Digital Service department. I had some responsibilities related to Digital Service. The specific responsibilities of mine during this internship period are given below:

### Justifying my contribution to Ogilvy Bangladesh (Within the Job Description):

1. **Generating Ideas:** One of the main responsibilities was to generate unique ideas for different campaigns. For example: To promote one of our clients in Eid, we were thinking of an innovative idea which will be first of its kind in Bangladesh and I gathered some excellent ideas.



2. **Team Work:** It is very important to make a good working relationship with the group members as well as the other employees of the office. Again, it is an open secret that everyone must maintain a good relationship with the stakeholders also. As I was new in the office, I realized that it was my responsibility to make good relationship with my group members and with their great support I could cope up very fast on this matter.

3. **Day-to-day Operations:** My day to day job responsibilities or operations include both digital service and creative Dept. It includes follow up of ongoing campaign, approved campaigns etc.
  
4. **Supervision:** Other job of mine was to supervise the creative designers regularly so that they deliver their works within time and also to guide them through their designing process so that they don't get off the track. As it is very important to make sure that the creative dept. follows my direction I have made friendly relationship with them. Hereby I feel proud to implement my leadership qualities too.
  
5. **Dispatch:** Sending the right outputs to the right places at the right time had also been a part my job I did very efficiently. For example: During my tenure, I was assigned with various Facebook posts to be put out in the forms of Canvas, GIF, Carousel etc. for Eid Campaign. Hence, it was imperative on my part to send of the post at the right time in the right place as per our client's requirements. The responsibility of Dispatches of outputs is to confirm the right delivery of outputs to right places at the right time.

# **Chapter 3**

## **Findings &**

### **Recommendations**



## The GAP model of Service Quality<sup>2</sup>

Type of Service	Client Expectation	Client Perception	GAP Model
Delivery On-time	Both local and international expect the delivery to be on time; regardless of how short time-span they give Ogilvy.	Although international clients perceive that Ogilvy will deliver on-time; local clients have the perception that Ogilvy will definitely miss the deadline.	In reality, however overall Ogilvy fulfills all the deadlines on an approximate 90% of the time. It is neither 100% delivered
Creative Ideas	All clients expect unique & better ideas every time for their brands.	The local clients always end up thinking that they will not use original ideas or come up with something not-up-to-the-mark. Whereas, international clients have the absolute opposite perception of the local clients and know that Ogilvy will do everything in their capacity to bring something fresh and new.	Ogilvy always lives up-to-the-mark creative ideas that they are known and trusted for years, and this true for both local as well as international clients.

<sup>2</sup> All the information in the below table has been compiled with the information provided by the following members of Ogilvy Bangladesh: Ahmad Arif Amin (Account Manager), Shihab Uzzaman (Account Manager), Sajidur Rahman (Assistant Account Manager).

Input by Ogilvy	All clients expect more inputs from Ogilvy.	Although international clients have this perception the local clients always have the inane perception that Ogilvy will not able to do the work.	As per Ogilvy's capacity; regardless of the fact the client being an international brand or local brand; they deliver the best.
Innovation	Every client expects better and new creative designs and contents for their brands.	The locals do not have the perception that Ogilvy will be able to do it every time; though the international clients have full-faith in them.	Ogilvy always brings in a breath of fresh-air in each of their new projects given by any of the clients.
Extra Effort	Always expect something special or out-of-the-box every time.	Local clients do not think that Ogilvy will be able to do it; whereas the international clients have faith in them.	It is not possible for Ogilvy to deliver something extraordinary every time a client comes-in, however they always put in a 100% for each project to make it the best.
Copyright	Always expect them to do the work diligently and well.	Both the local clients as well as the international clients even perceive that the work will be done in due process and time	Ogilvy has always been able to keep up with their former records and always performed this task well.

		and carefully by Ogilvy.	
Digital Communication management	Always expect Ogilvy to take care of their digital platforms very well; with its proper maintenance.	The local clients as well as international clients both perceive that Ogilvy will be able to take care of the digital platform very well.	Thanks to Ogilvy's huge knowledge and experience in the digital marketing sector; they always fulfill the client's demands.
Pricing & Charges	They expect the amount to be directly proportional to the quality of the work produced only.	Local clients are always under the belief that Ogilvy charges them high. The international clients on the other hand have no such perception; instead find the charges to be completely reasonable.	In reality, the amount is fixed keeping in mind the types of content and quality of the work produced.

## Client's Behavior in Services

The work of Ogilvy is client specific, i.e. it depends on the type of client who decide to access their services. On a broad division, Ogilvy can be easily said to be working with two groups of clients: the local clients and the international clients.

Some examples global or international clients include- BAT, Perfetti Van Melle etc; and some examples of the local clients includes Pran Jhatpot, Teletalk etc to name a few local brands amongst many.

Local clients are very aggressive and less understanding and always are doubtful regarding the capability of Ogilvy despite the long list of well-known global clients working with Ogilvy. International clients are more understanding & adoptive of the service type & characteristics of Ogilvy. It is not that Ogilvy differentiates while working for its clients for example Ogilvy always usually shows their client the work environment of Ogilvy's office. Although the international clients understand the kinds and types of difficulty that Ogilvy faces, but, the local clients' usually do not pay heed to such factor and expect Ogilvy to give not only a 100% but more than that.

## **Client's Expectation in Services**

Not only are the client's demands different but they also are having striking difference in terms their expectations as well.

For example: if a certain content is due to a local clients' office, no matter what the current circumstance or situation will be outside, they would still expect the delivery of that thing prior to the scheduled date and time. However, had it been a global client, and Ogilvy sends the work a bit late, they would definitely understand the reason behind the delay and be rather express their appreciation towards Ogilvy for having completed the work despite certain unfavorable situation and circumstance.

However, there are certain cases where both the local and global client is seen to be expecting similar things from Ogilvy- such as creative or out-of-the-box ideas for each of the work that they visit Ogilvy for; unique content development for each project/campaign/post; etc; being responsible for the clients' social or digital media marketing.

## **Client's Perception in Services**

As already shown in the GAP model, it is the local clients' who are always seen to doubt the capabilities and integrity of Ogilvy, each time they visit Ogilvy for a project/campaign. For example: whenever Ogilvy provides them with a new idea or design for a project/campaign on time. The first thought that crosses the local clients' mind would be that surely Ogilvy has used

second-hand ideas to develop the contents and sometimes they would even go to the extent of cross-checking the work. The international client clearly knows and understands the capabilities of Ogilvy, having full-faith on the originality of the content on the other hand.

Another example can be about the differing perception of the amount charged for various works. The local clients are always under the notion that Ogilvy's charges are very expensive and that they charge too much. However, the international clients' finds such charges to be very reasonable, since they understand that in case of developing content the only cost associated with it is not only the content at hand, but it also has other associated costs with it especially the cost of human labor.

## **Building Client Relationship**

For any company, the clients/customers are their 'lifeblood'. Without clients, a company will never grow. The field of advertising and marketing is very small and competitive. Thus, for surviving in this world, building stronger relationship with the clients is of paramount importance, and for doing so the company's use the Relationship Marketing (RM) tool. Now, I will discuss why Ogilvy Bangladesh should use the RM tool despite its flowing number of former and new clients on a regular basis.

### **Acquiring Clients: -**

For building a client relationship the first and foremost component that needs to be looked into is the ways clients can be acquired, meaning- 'the processes by which new customers are brought to a particular product or service'.<sup>3</sup> The acquisition of clients is imperative for the company to continue its growth and flourish in the long run. Sounds simple enough but is a hard task to accomplish.<sup>4</sup> The process 'almost always' has certain 'costs associated with it known as Return on Investment or ROI'.<sup>5</sup>

As aforementioned, the world of advertising being competitive in nature Ogilvy Bangladesh always has to strive via new means to acquire more and more new clients, whilst maintaining

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<sup>3</sup> *Customer Acquisition, and How to Improve It. Learn About Customer Acquisition Methods and Strategies.*  
<https://www.thebalance.co>

<sup>4</sup> Ibid.

<sup>5</sup> Ibid.

their former clients simultaneously. The way that Ogilvy Bangladesh acquires its clients is by ‘pitching’; meaning they give a presentation in front of their potential clients incorporating in it their creative ideas with the clients demand. If the clients approve of the ‘pitch’ they would strike the deal.

### **Recommendation: -**

The advertising and marketing industry is a very small-scale industry here in Bangladesh, but surprisingly it is quite the opposite in the neighboring country India. It can be undoubtedly said that Ogilvy is doing a great job here in Bangladesh, however if one is to draw a comparative analysis between the two industries, the one element that clearly is responsible for the changing scenario in India happens to be the Government of India themselves.<sup>6</sup> The rate at which this industry is growing now, it is projected to be the second fastest growing advertising market in Asia after China.<sup>7</sup> The Government of India for example has signed audio-visual co-production deal with the Government of Canada, which the Government hopes would also facilitate both countries to encourage exchange of their culture and art as well.<sup>8</sup> They even are seeking opportunities to partner with Poland for the digitization and restoration of film archives.

If such kind of investment, agreements and support were provided by Government of Bangladesh to the marketing and advertising industry of this country, surely the giants’ such Ogilvy and the likes would definitely be able to access more resources and thus produce even better outputs. Since it is the age of digitization and Ogilvy being very much used to this form of marketing, thanks to their international experience, with a little support from the Government they are surely going to be able to change the scenario of the digital marketing industry and take it to a whole new level.

### **Satisfying Clients: -**

Once the clients are acquired it becomes the sole duty of the company to satisfy the needs of the clients in every possible manner. At Ogilvy once a client comes in and strikes the deal, the team associated with the work put their heart and soul to the project. They take up the ownership of the brand as if it is their own; they make it a point to stay updated about each and every detail

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<sup>6</sup> Advertising and Marketing Industry in India, (Last updated March 2017) <https://www.ibef.org>

<sup>7</sup> Ibid.

<sup>8</sup> Ibid.

regarding the on-going activities of the project not only before the work is done and has been completed-the Ogilvy team even does a follow-up once the work is done.

This corresponds to certain of the core values of Ogilvy and Mather that their clients which are: -

- Hold them accountable for the stewardship of their brands, and its success to be judged by making their brands more valuable to both users and owners.
- Respect the intelligence of the audiences
- Working for the brands, in brand terms representing its own skills and those of the clients.

### **Recommendation: -**

Client satisfaction is one of the most important factors for a company. Although Ogilvy has a lot of fixed local and international clients, at times they eventually do get involved with many semi-permanent kind of clients. These clients do not come to Ogilvy with every project always but would come to them whenever they feel the need. In such cases, therefore the burden is more on Ogilvy since it then not only becomes to satisfy the customers by living up to their expectations but also to make sure that they do come back with new projects for Ogilvy.

To make this process easier, some of the parameters that Ogilvy can use to know that yes their clients are content with their work and are also inclined towards building a future relationship for a long-term have been listed below: - “

- When you are their first choice;
- They look up to you to solve their needs/problems;
- They share information with you;
- They ask guidance from you;
- They discuss your ‘offerings’-not your ‘prices’;
- They positively suggest how you can improve.
- They advocate ‘their’ brand to others.”<sup>9</sup>

### **sRetaining Clients: -**

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<sup>9</sup> [http://mthink.com/legacy/www.crmproject.com/content/solution\\_profiles/CRM4\\_sp\\_ogilvyone.com.htm](http://mthink.com/legacy/www.crmproject.com/content/solution_profiles/CRM4_sp_ogilvyone.com.htm)

Retention of clients is important for the steady growth of a company, just as getting new clients is important, keeping a steady and healthy relationship with former and current clients is just as much imperative. The rate of retention of clients within a particular company also helps to form a better picture about the good-will and reputation of the company, looking at s most new clients generally feel drawn towards going to a particular company. The portfolio of the former and current clients is just as important a deciding factor for the new clients, as is the company's own portfolio. '

At Ogilvy in order to retain the clients we always go the extra-mile for them. Such as, we provide our clients with certain kinds of extra information such as providing them with the knowledge of current market trend; the different types of on-going trend; various kinds of marketing mediums in use (which one clearly can see the transformation from printed to digital media).

### **Recommendation: -**

It is a tough and challenging task to retain and see-to each of the client needs individually and live-up to their expectations. As known by all marketers and marketing are associated with promoting a brand and the biggest responsibility that marketer has is 'customer education'.<sup>10</sup> Thus for doing so a marketer needs to be able to read the data that s/he collects as it provides many parameters necessary to determine customer satisfaction.<sup>11</sup> In the neighboring country India, one example of customer retention, that can be easily signaled out is the transition of ING Vysya Life to Exide Life Insurance. With the exit of ING from the Asian insurance market, Exide being divested with the remaining 50% of the shares became the sole owner of the company and thus started their journey in the life insurance sector.<sup>12</sup> Their foremost challenge was regarding rebranding of the company, as it was directly linked to the credibility of the company which would be questionable once a new name was to be brought up to their customers. Hence after much internal and external research the name 'Exide' was decided since with the name not only was the people familiar and comfortable; but something that could rely

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<sup>10</sup> S. Ananya, *MARKETING, IN- DEPTH campaign India* (Feb 3,2015) <http://www.campaignindia.in/article/we-can-do-a-lot-more-with-existing-customers-mohit-goel/422120>

<sup>11</sup> Ibid.

<sup>12</sup> Ibid.



on.<sup>13</sup> Thanks to Exide's 100-year old heritage in the country, even after the transition the company was enjoying the significant equity in the market, despite their complete disassociation from the several-year old ING Vysya.<sup>14</sup>

No wonder, the works of Ogilvy are great and this case can actually be a great example of rebranding for Ogilvy. It is definitely not always that two or more companies will be merged to form a single company, if it does however occur, Ogilvy can definitely come up with similar and better ideas, where they are able to retain the former clients/customers of the brand under a different name.

### **Enhancing Clients: -**

In order to satisfy and retain the clients it is nonetheless very important to provide the clients with some sorts of enhanced or special services from time to time.

Ogilvy for example would put in the extra efforts, helping the clients for their next campaign or projects by providing the clients with the content of a 3<sup>rd</sup> campaign or project at the end of the current project, by initiating the pitch call by themselves.

### **Recommendation: -**

The works of Ogilvy are undoubtedly amongst the best work of the agency world; nonetheless, they should definitely come up with other ways to enhance the relationship with their clients. This is because, offering such free services might soon turn out to be something that the client's will take for granted. If for example, then Ogilvy does not at times come up with such offers after they have done two or three of their campaign/projects the clients are likely to provide some kind of negative review about them. Hence, hampering their years of goodwill and reputation.

Although the former clients are their strength, Ogilvy has to keep in mind that the new clients are just as important and thus provide them with such services as well. Instead they can offer for helping the clients with specified solutions to certain of their problems faced during their campaign/project.<sup>15</sup> Address to the clients more specific needs or demands by engaging an entire

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<sup>13</sup> Ibid.

<sup>14</sup> Ibid.

<sup>15</sup> R. Zach, *5 Ways to Improve Chemistry With Your Clients* (24 January, 2016)

<https://www.google.com/amp/www.adweek.com/brand-marketing/5-ways-improve-chemistry-your-clients-169129/amp/>

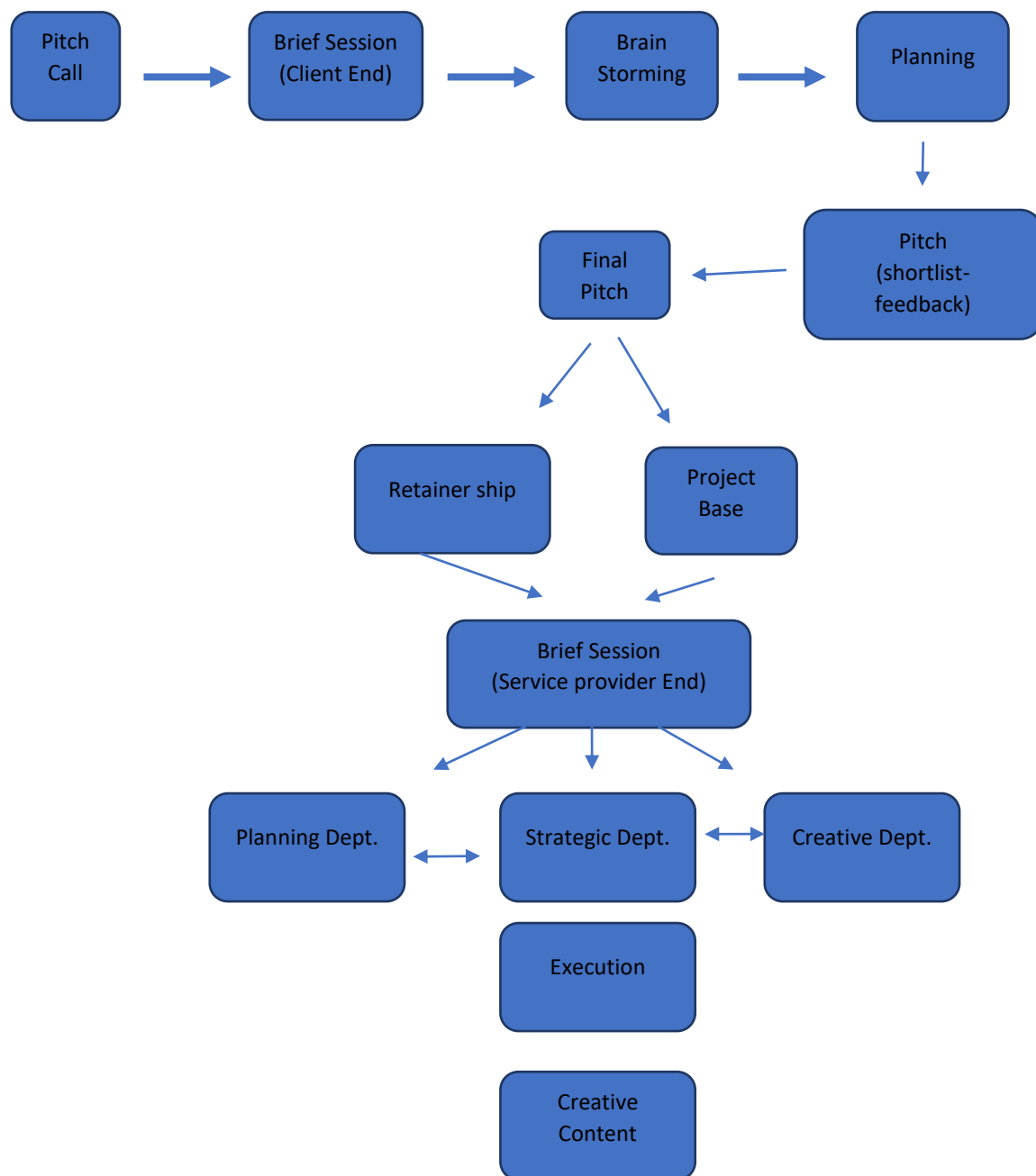
team solely responsible for the client's database collection and reading. Just like their creative content development Ogilvy should devise various different ways of enhancing their client relationship instead of repeating the same offer again and again for the clients; as this would cause the exclusivity of such work done to be lost over the span of time

## Service Recovery

Serial	Problems	Their steps	They should do
01.	Managing delay	Nothing	They can take the responsibilities on their own.
02.	Unexpected mechanical problem while working	They transfer the files and data in other computers, which is very much time consuming hence delaying the delivery to the clients.	They can keep the resource files within a hard-disk so that so that the file is saved within an external storage device.
03.	Only one individual is given a creative brief about the project.	If for instance the person who had attended the brief falls sick or is unable to come to office for certain reasons; Ogilvy then de-briefs a new person for the entire project from zero. This ultimately does not give a good finished result; since the person who starts off	They should create a group of two or three individuals for attending the creative brief.

		with work and the one who ends it are different individuals with different ideas.	
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## Service Development & Design



A potential client will call up Ogilvy along with some other ad-agencies for giving a 'pitch call' regarding their upcoming project/campaign/post and hold a briefing session for this matter. In the briefing session, the client usually explains what key points they are looking for in the content to the ad-agencies.

Once the briefing session ends, Ogilvy upon returning from the briefing session will start brainstorming about various ideas that they had jot down during the brief-session, in order to be able to make a presentation for the actual 'pitch-call' day that usually is held within 3-4 working days of the brief-session.

Upon finishing the brain storming and finalization of a certain idea and content the actual planning process will start. The planning sector involves numerous other sub-sectors in it, such as- alternative planning, public relation planning, digital marketing planning etc.

On coming out with the finalized presentation, it is 'pitched' in front of the client. From the 'pitches' held the client can then either give a feedback to their one chosen agency or short-list the best ones. The short-listed agencies will then give a 'final pitch' after improvising on all the given feedbacks of the respective client.

As soon as the 'final pitch' is over and the client agrees on giving the work to Ogilvy; Ogilvy would give two options to the client for the formation of the contract regarding the nature of work of Ogilvy with the client. The options are: -

1. Retainer ship
2. Project base

In case of Retainer ship the work is done on a monthly or weekly basis that is Ogilvy would do the work of the client only for a specified period of time. Whereas in case of project based contract, Ogilvy would be responsible for the work up until the work is finished, it will not matter for how many days the project has been continuing, and Ogilvy's work will only end with the end of the project.

Right after the nature of contract is finalized, Ogilvy would then provide a briefing session to the planning department, strategic and creative department, describing to them about the type, content and procedure of the work by which they need to complete it.

Thus, after these departments are done with completing their respective duties and the final creative content gets developed; it then gets all set for the final step of the process, i.e. execution of the plan.

## Integrated Service Marketing and Communication

Integrated Marketing Communication (IMC) is a communications strategy used by service providers, which integrates all relevant media and communications channel to establish a uniform message in the mind of the customer, within a specific time period. The three most important components of an IMC are:

- *Message* – one consistent message that the service provider is trying to communicate to the customers
- *Media* – the channels and outlets through which the message is to be communicated/delivered to the customer
- *Time* – the time period over which this communications campaign will last

A successful IMC integrates these three elements to communicate a clear consistent message that is intended to establish the service provider as a viable option in the mind of the customer. Nowadays, customers are bombarded with a wide variety of communication from different sources; therefore, in order to differentiate itself from all the other messages out there, Ogilvy Bangladesh must continue its IMC where each communication channel/outlet reinforces its intended message.

### Communications and Service Marketing Triangle: -

The Service Marketing Triangle is a marketing model that outlines three key categories of marketing and communication;

- Internal marketing,
- External marketing and
- Interactive marketing.

These three stages represent the process by which a company creates, develops and delivers on its message, or “promise” to its customers. As a first online electronic shopping website, Ogilvy Bangladesh promises to give customer better services. This promise is the message it wants to send to its customers. In order to do so, it must execute the three elements of the service marketing triangle.

### **Step 1: Internal Marketing (Enabling the promise)**

Marketing to the employees’ information from the company to employee must be accurate, complete & consistent. Thus, the end results are the compilation of- teamwork, training & motivational programs. These programs ensure that the employees are able to keep up the promise made to the customer by performing their services effectively. From the study point of view, Ogilvy has some periodical training program to enhance their employee’s efficiency. Their employees are well educated and smart enough to handle the clients and deliver the service as promised.

### **Step 2: External Marketing (Making the promise)**

This part looks at how marketing is to the end-users. It includes promotions, advertising, public relations & so on. In order to grab the attention of the market, external marketing needs to be done. From study point of view, in external marketing Ogilvy use--

- Official website
- The make a good relation with their clients by inviting them to their office and having dinner or lunch with them.

Therefore, they should consider their clients as a marketer or promoter since better services induces customers to promote your services at least by word of mouth.

### **Step 3: Interactive Marketing means “Delivering the promise”**

This is "real time marketing" and known as "moment of Truth and Service Encounter". It is the decisive moment of interaction between the front-office employees and clients, i.e. delivery of service, service escapes etc. From the study point of view, the real service delivery takes place during interactive marketing. As during time employee get in touch with potential clients. Hence it is the most critical and significant step when it comes to the assessment of the quality of services. This is the time when employee gets in touch with potential clients whenever clients found faulty services or if delivery is delayed. This is the most critical and significant step when it comes to assess the quality of services because sometime clients find out that service have been compromise (for example, if a client get any creative content and saw that it is not as per the brief, they interact with employees for complain).

#### **Key reasons for service communication challenges: -**

It can arise from the following key factors:

#### **Inadequate management of service promise**

As mentioned before, when a service provider communicates to the clients, it makes a promise to deliver. When it cannot fulfill this promise, it loses the trust of the clients.

#### **Inadequate management of customer expectations**

Clients form certain expectations based on the communication they receive from service providers. However, when the actual service experience does not match the clients' expectations, the service provider can expect customer perception of service to shift unfavorably.

#### **Inadequate customer education**

Service providers have to educate their clients appropriately on how to access and enjoy their services. Lack of education can lead to a negative service experience for the clients, for which they will blame the service provider.

### **Inadequate internal marketing communication**

If a service provider expects its employees to provide the best service, it must ensure that they have been properly oriented with its messages, and have bought in to the service philosophy. Inadequate internal marketing can lead to service compromise and lost business.

## **Conclusion**

From pitch call to execution the amount of dedication and hard work that an entire team puts into for producing the final finished result is what makes Ogilvy one of the eighth best marketing agency in the world. Not only are they able to live up to their core values regardless of their situation throughout the world, but their unfettered dedication towards their clients-both local and international is what that has kept them alive & still striving forward to new heights every day.

Still if Ogilvy Bangladesh tries following the recommendations as offered, they are very likely to surpass all other competitors behind and be the giant and dominant agency in the advertising world. With a bit of help from the Government in the form of funds; using various different techniques for enhancing the clients instead of the same free pitching for the next campaign/project as a bonus or compliment to having done two consecutive works for the client; thinking about the client's brand as of their own and dealing with the clients' satisfaction first are sure to help Ogilvy Bangladesh to become the pioneer in this competitive industry.



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