

Internship Report (BUS400)

On
**Digital Marketing Communications and its
Impact on the Potential and Current Clients of
Ogilvy & Mather**

Ogilvy & Mather

Prepared For

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BRAC University

Date of Submission

December 06, 2017

Letter of Transmittal

December 05, 2017

To

Adiba Naoshin

Lecturer

BRAC Business School

BRAC University

Subject: Submission of Internship report.

Dear Miss,

I have successfully completed my internship program in Ogilvy & Mather, Bangladesh. It is a great pleasure for me to submit to you the report on my experiences and learning from my internship at Ogilvy Bangladesh. During this period of three months I got the chance to have some productive job experiences. Those experiences supported me to bond the gap between classroom learning and practical/real life situations to a great extent. Now as a mandatory part of this internship program, I am submitting my internship report entitled “Digital Marketing Communications and its Impact on the Potential and Current Clients of Ogilvy & Mather”. I have tried to put in my best strength for this report and enjoyed working on it.

I sincerely believe that you will find it very informative and useful. I earnestly hope that, the report will fulfill your demands and expectations.

Sincerely Yours,

Md. Mahedi Ahamed

ID: 13104120

BRAC Business School

BRAC University

ACKNOWLEDGMENT

To begin with, I place my gratitude to almighty Allah for the ability, strength and courage that helped me to accomplish the internship report as well as the internship program in scheduled time with due diligence.

It gives me outmost pleasure to thank an immense number of people whose cordial contribution has been an encouragement directly or indirectly in this report. First of all, I would like to express my appreciation to my internship supervisor Adiba Naowshin for her guidance and feedback for which I am ever grateful for. Her continuous effort and patience lead me to complete the report in time. Whenever I was in confusion, her advice and suggestions guided me accomplish a fruitful report in the fixed time. She always indulged me with dynamic feedbacks and constructive suggestions which will be thankfully represented in my report

Moreover, I am shamelessly grateful to my supervisor of Ogilvy & Mather (O & M) Communications (Pvt.) Ltd., Mr. Taskin Hossain, Group Account Manager of Digital Services who willingly took my accountability and shared his knowledge, time and experiences with me throughout my internship. His path showed me a way not only to understand the office culture but also how to deal with all the colleagues of the organization and satisfy the client demands with great team-effort.

I would also like to express my sincere thanks to all the employees of Creative Copywriting, Studio and Digital Services department and Account Management, , whose delightful cooperation during my work tenure and made my experience memorable. The whole office helped me gain more real-world knowledge for which I have a fruitful and practical internship journey.

A very special thankfulness goes to my department head, Mr. Tanveer Ahmed for his kind support and well-timed feedback concerning the guidelines and aims of internship completion.

EXECUTIVE SUMMARY

This internship report emphasizes on the work experience I have accumulated while working as an Intern in the Digital Services department of Ogilvy & Mather Communications (Pvt.) Ltd from August 21, 2017 to November 7, 2017. In this report I mainly combined my experiences at Ogilvy & Mather on client reaching procedure, pitching procedure, research and development, content planning, campaign planning, query management of the official pages of different clients etc. Here I tried to provide the details about how Ogilvy & Mather reach and influence their potential clients and manage and maintain their present clients. Beside I also attempted to discuss about my job description and three month work experience with the company where I had to work with different international and local brands. Since its beginning in 2008 in Bangladesh, Ogilvy & Mather has always been keeping quality service and now it is one of the well-known and leading advertising agencies in the country within a very short time. In this report I have mainly emphasizes on the client reaching procedure of the company. Where I put the full details on how O&M reach their potential clients by pitching and how they retain their present clients by providing different creative designs, visuals, copies along with the solutions of business problems. I also provided the client list of O&M and discussed about the different campaign planning and query managements I had to manage specially the posts of social media I had to develop during my internship period in O&M. Later, I discussed about my job description on detail where I had to collect the requirements and brief of clients and debrief that to the creative and art department and collecting it by following them up and finally hand it over or publish it on the Facebook page on behalf of the respective client after getting approval of that client. Finally, I discussed about the activity of digital department of O&M and how it Influences different clients. The report's objective is to understand the roles of digital marketing communications and the influences it has on different brands or clients. This report will provide good information for the marketers. However, agency people have to put many efforts to promoting and uplifting a brand. Anyone needs to be extra creative and active to get success in this sector. Ogilvy & Mather provides worthy internship program. This is the best place to learn and implement different creativity and idea. Honestly, digital is the future and we all need to invest a lot to take our country's brands ahead.

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Chapter 1

Organization Overview

Organization Overview:

Introduction:

Now-a-days digital marketing is one of key factors which helps brands by providing valuable information about consumers related to respective brand and by communicating in the most accessible way to reach customers. It also helps consumers by providing necessary information about the brand or service and also influences their buying decision. The way digital marketing communicates, is the most effective way to reach target customers and also the best way in recent days to sell business products or services. To attract the target customer one brand needs to show the most creative and innovative and catchy things related itself in few seconds' television commercials or advertisement in social media or magazine/newspaper. The success rate depends on the creativity of the advertisement and there the most innovative and creative agency Ogilvy & Mather appears. It is a renowned marketing agency in our Country. In the modern world of the ad-agency Ogilvy & Mather Communications (Pvt.) Limited is one such agency which is one of the largest marketing communications networks in the world by servicing multinational and local brands in all states. The assurance 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. I consider myself really privileged that I got chance to work three months in my internship period with this company. There are different teams which jointly work enthusiastically to bring out different innovative and creative business solutions, ideas, designs, and copies and so on. In recent years advertising industries in Bangladesh have expanded and succeeded in noticeable way. Perhaps every brand or company takes help from different agencies of our countries. There are different renowned agencies in our country which are playing vital roles to promote different brands. Ogilvy & Mather is one of them. In recent years it has earned a lot of recognitions, awards and fames for promoting different brands and maintain relationships with them through creative and innovative works. I have got immense opportunities to learn how to implement academic knowledge practically, especially in digital marketing.

Origin of the report:

The report, titled "Digital Marketing Communication and its effects on potential and present clients of Ogilvy & Mather Bangladesh" has been prepared to fulfill the incomplete necessity of my Internship of BBA Program of BRAC Business School, managed by Adiba Naoshin, Lecturer of BRAC Business School, BRAC University. I have been joined with the Digital Services department of Ogilvy and Mather Communications (Pvt.) Ltd. since August 21, 2017 till November 30, 2017 and I have arranged this report in relationship with my assigned duties.

Background:

Ogilvy & Mather was founded by David Ogilvy in 1948. It's a New York based marketing and public relation agency. It is situated in Manhattan, USA. It started its journey with no clients and two staff only and now it is one of the 8 largest advertising networks in the world with more than 450 offices in 169 cities and even it worked to form some of the most renowned brands in the world such as- Shell, IBM, American Express, Amway, Adidas and many more. Furthermore, it has amazing antiquity of creating Brands worldwide. At the beginning the main goal of founding this company was to make or develop innovative and creative advertisement to build a brand and so far where Ogilvy & Mather have set their foot in the world they have always retained this motto. Services provided by Ogilvy include- Brand identity, Customer Analytics, Digital Production, Digital Marketing, Experiential Marketing, Strategic Planning and many more. The image of brand-building capacities is adjusting of worldwide and nearby brands inside an overall system. Furthermore, the organizational standards and operations in the worldwide are given below:



Ogilvy & Mather was registered in Bangladesh in June 2006. It was listed as a majority retained subsidiary of Ogilvy Asia Pacific. However, it was merged with a local mid-size agency in Bangladesh named Marka to get an early position. In October 2007, the conversion was finalized and Ogilvy opened its doors for business in Bangladesh and in March 2008, Ogilvy & Mather officially launched its operation in Bangladesh. During the most recent couple of years of operation in Bangladesh, Ogilvy and Mather Bangladesh has possessed the capacity to cut a decent shape for itself, in the worldwide Ogilvy people group and in addition in the promoting field in Bangladesh. Amazingly, Ogilvy Asia magazine has featured the exercises and operation of Ogilvy and Mather Bangladesh. The customers of Ogilvy and Mather Bangladesh are truly content with their overhauling which made truly an extraordinary picture in the market.

International Leaders of Ogilvy & Mather



SHELLY LAZARUS

Chairman Emeritus

Ogilvy & Mather



MILES YOUNG

Worldwide Chairman and CEO

Ogilvy & Mather



THAM KHAI MENG

Worldwide Chief Creative Officer

Ogilvy & Mather

Clients of Ogilvy Bangladesh

Current Ogilvy Bangladesh is servicing a vast amount of giant client. Among them British American Tobacco is the biggest client. Besides, there are Unilever, Huawei, Kraft, Perfetti Van Melle, Dan Foods, Concord, Ajinomoto, Arla, Polar etc



B&H

BRISTOL

PILOT

CAPSTAN

STAR

JOHN PLAYER GOLD LEAF

Hollywood



POND'S

Dove



mentos



Center fresh

Center fruit

Alpenliebe

Chloramine

HAPPYDENT



PARTEX HOLDINGS



HOMEBOUND



SECUREX

Silvia



SHANTA



daily sun

QATAR



MOTOROLA

KSRM



BTCL



aamra

VIYELLATEX

BRAC BANK

TeleTalk

RAHIMAFROOZ

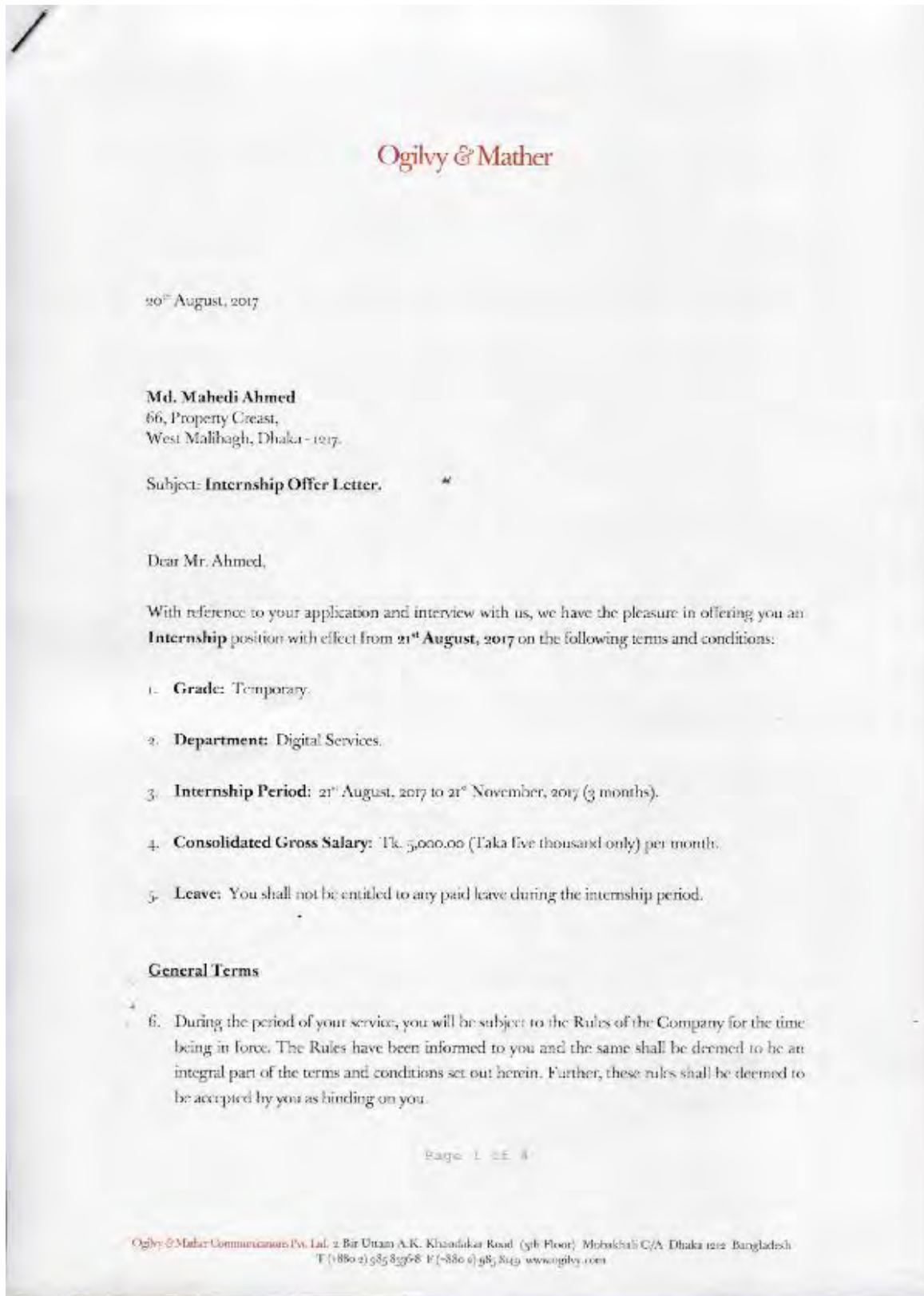
Organizational Hierarchy:



Chapter 2

Job Description

My contribution to Ogilvy Bangladesh:



Generating Ideas: One of the main responsibilities of mine in Ogilvy & Mather was generating innovative, creative and unique ideas for different brands and their campaigns. As I was assigned to manage two brands named Pran Jhatpot and Teletalk Bangladesh, I had to sit with the respective teams and help them for bringing new and innovative ideas for executing various campaigns for these two brands. For example: During my internship period in Ogilvy Bangladesh, I had to work for two different campaigns of the two brands. One was the campaign of Teletalk Oporajita sim communication and the other one was Pran Jhatpot combo pack campaign, where I needed to sit with different team mates for collecting datas about the respective brand and product or service and then combined work for executing the campaigns successfully.

Teletalk Aporajita Sim Campaign:

Post Details Reported stats may be delayed from what appears on posts

Teletalk
22 October

আমি অদম্য, থামবো না বনুধর পথে
ছাড়াবোই সীমানা
পুরো পৃথিবী রানওয়ে আমার।
নিজের সাথেই বাজি ধরি বারবার।
সবকিছু পিছে ফেলে লক্ষ্য জেতা... See more

341,104 People Reached

28,982 Reactions, comments & shares

19,401 Like	17,623 On post	1,778 On shares
385 Love	343 On post	42 On shares
616 Haha	533 On post	83 On shares
140 Wow	122 On post	18 On shares
35 Sad	21 On post	14 On shares
49 Angry	43 On post	6 On shares
7,782 Comments	6,983 On Post	799 On Shares
580 Shares	500 On Post	80 On Shares

54,996 Post Clicks

8,064 Photo views	2,338 Link clicks	44,594 Other Clicks
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NEGATIVE FEEDBACK

16 Hide Post	8 Hide All Posts
1 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

341,104 people reached Boost Post

Jhatpot Combo Pack Campaign:

Jhatpot is with সৌরভ হাসান শাওন and Prince Shawon.
25 October · 🌐

মিরপুরবাসীর জন্য সুখবর!
আপনাদের জন্য ঝটপট নিয়ে এলো আকর্ষণীয় অফার।
যেখানে প্রি-অর্ডারের মাধ্যমে পাচ্ছেন ১২৯৫ টাকার কবো প্যাক মাত্র ১০০০ টাকায়। ফ্রি হোম ডেলিভারির সাথে থাকছে ক্যাশ অন ডেলিভারির সুবিধা। এই সুযোগ সীমিত সময়ের জন্য।
আকর্ষণীয় প্যাকটি পেতে আজই Pre-book করুন কমেন্ট কিংবা ইনবক্স এর মাধ্যমে।
প্রি-অর্ডার করতে আপনার নাম, ফোন নম্বর ও ঠিকানা সহ আমাদের জানিয়ে দিন আপনার অর্ডার এর পরিমাণ।... See more

Combo Pack মাত্র ১০০০ টাকায়
১২৯৫

সঙ্গে আছে ফ্রি হোম ডেলিভারি

উল্লাসে ঝটপট

*Pre-book করুন আজই। (সিইসি ২০ অক্টোবর থেকে ০১ নভেম্বর পর্যন্ত)

147251 people reached

Boost Post

147,251 People Reached

9,848 Reactions, comments & shares

9,172 Like	9,143 On post	29 On shares
78 Love	78 On post	0 On shares
14 Haha	14 On post	0 On shares
54 Wow	54 On post	0 On shares
3 Sad	3 On post	0 On shares
2 Angry	2 On post	0 On shares
458 Comments	401 On Post	57 On Shares
67 Shares	60 On Post	7 On Shares

15,548 Post Clicks

6,102 Photo views	2 Link clicks	9,444 Other Clicks
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NEGATIVE FEEDBACK

3 Hide Post	2 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ad activity is reported in the time zone of your ad account.

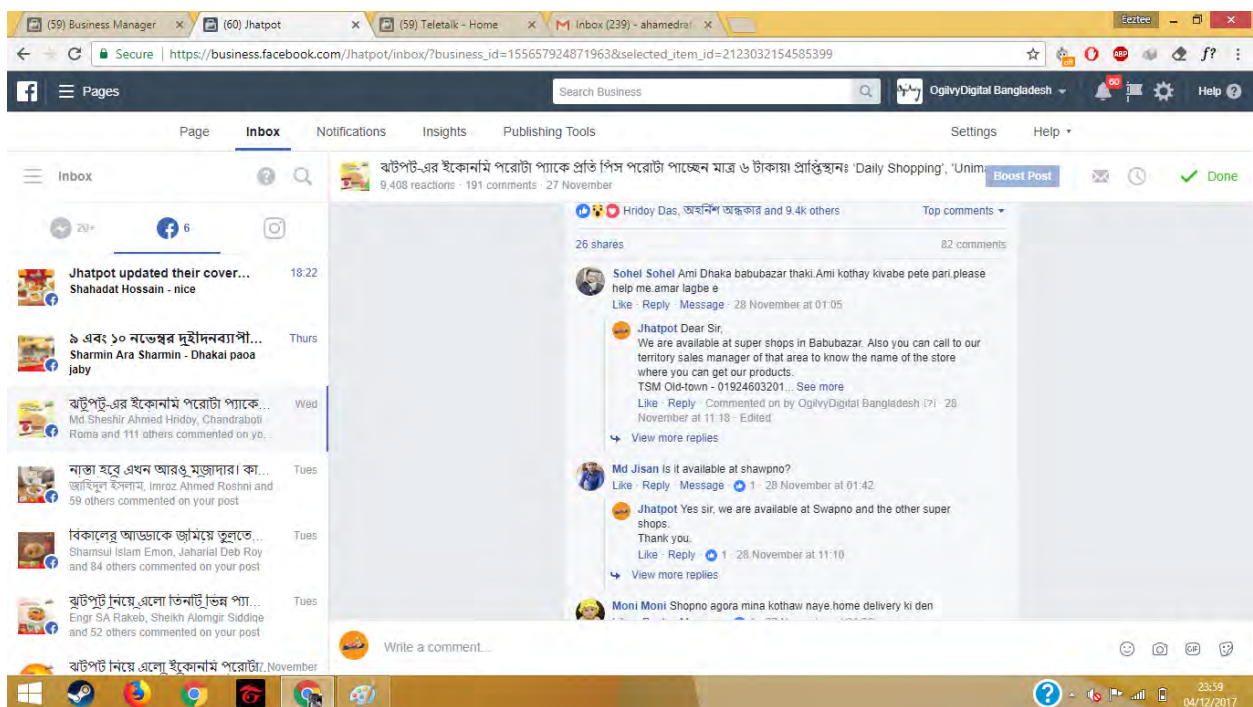
Collecting Brief: In a marketing agency collecting proper brief is one of the most important and sensitive task. Collecting right brief from clients is must for providing success output to them.

Team Work: To bring out proper and successful work or output 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. During my internship period I got to realize it well that maintaining good relationship with the team members helps a lot to execute different business ideas and plans.

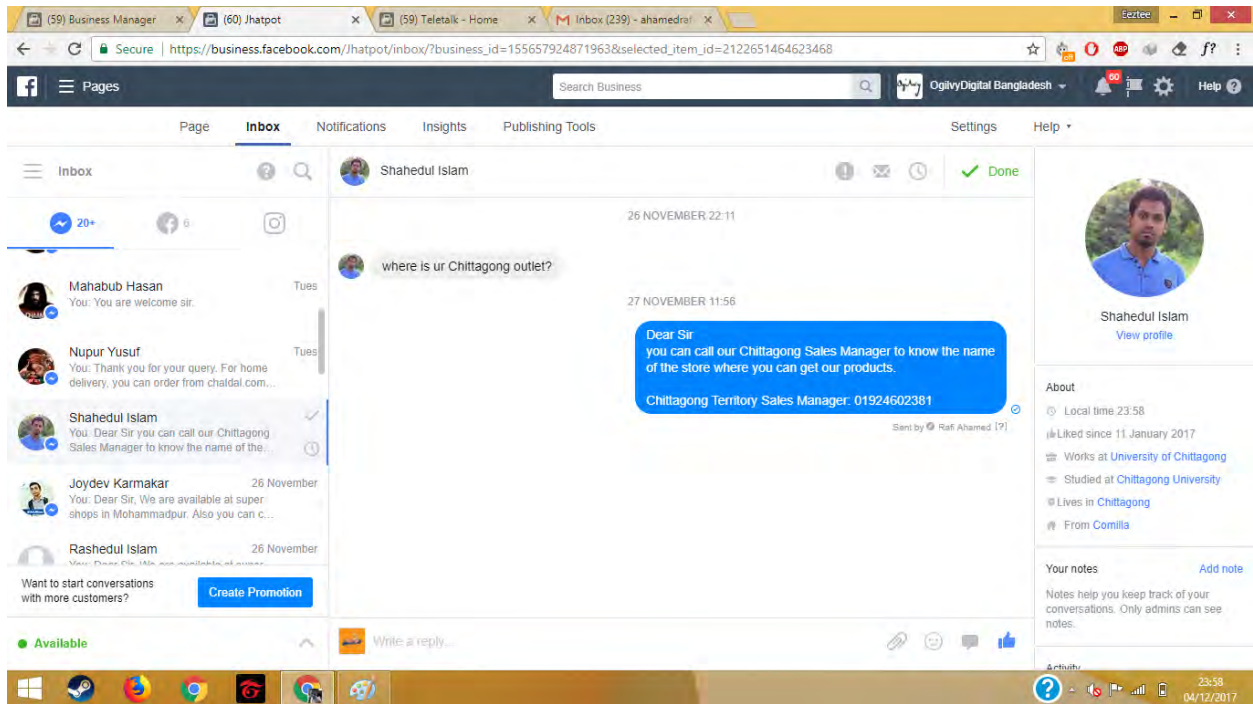
Supervision: Other service of mine was to administer the creative team frequently so they convey their works within the assigned time and furthermore to direct them through their planning procedure with the goal that they don't get off the track. Since it is very important to make sure that the creative department follows my direction I have made friendly relationship with them, so that I can easily bring out the given task through their willing efforts. Therefore, I got the ample chance here to enhance my leadership quality.

Query Management: Query management was one of the most important, sensitive and time consuming job responsibilities of mine in Ogilvy Bangladesh. It is also called community management. I had to handle two renowned official Facebook pages there. One was Pran Jhatpot and the one was Teletalk Bangladesh. There, I had to reply all the queries of the customers related to the respective product and services, provide them detail information and suggestion to preserve or keep fresh products in inbox and comment sections.

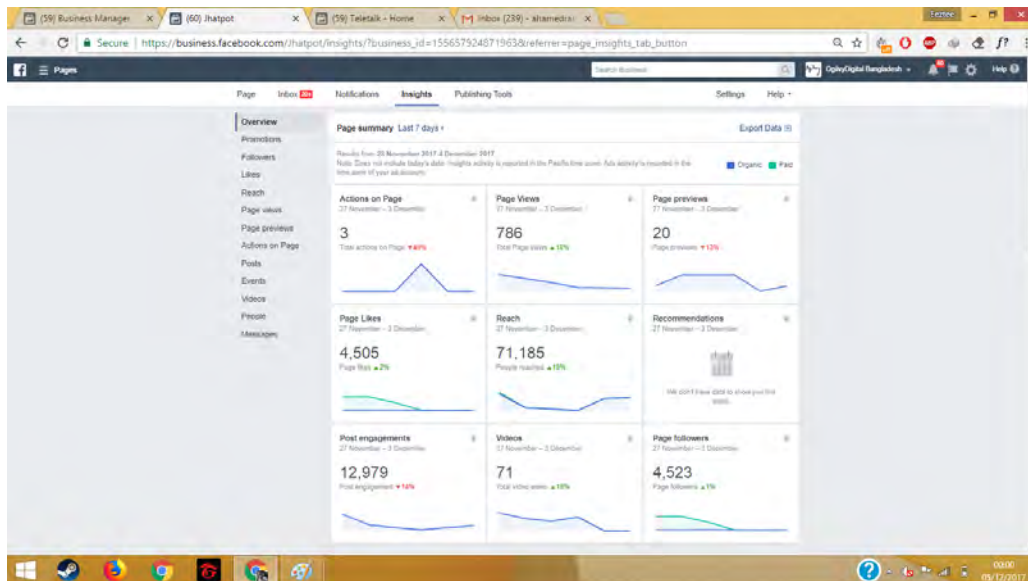
Comment Section of Pran Jhatpot Facebook page:



Inbox Section of Pran Jhatpot Facebook Page:



Insights Analysis of Facebook Pages: In Ogilvy Bangladesh, I had to analyze the insights of the two respective pages and differentiate between the previous and presents weeks reach. Then, I had to make reports based on the previous insights of that brand.



Campaign Planning: During my internship period I had to work for different campaigns for several distinct brands. I needed to sit with the copy and art team and had to reach at a combined decision of the execution of the particular campaign by brainstorming. There, we needed to re-think about the core objective and the necessity and the campaign. Also, we needed to have the proper understanding of the respective brand and its target market. In my three month internship period I got opportunity to work for two different campaigns of two different brands. One was Jhatpot Combo Pack Campaign and the other one was Teletalk Aporajita Sim Communication Campaign.

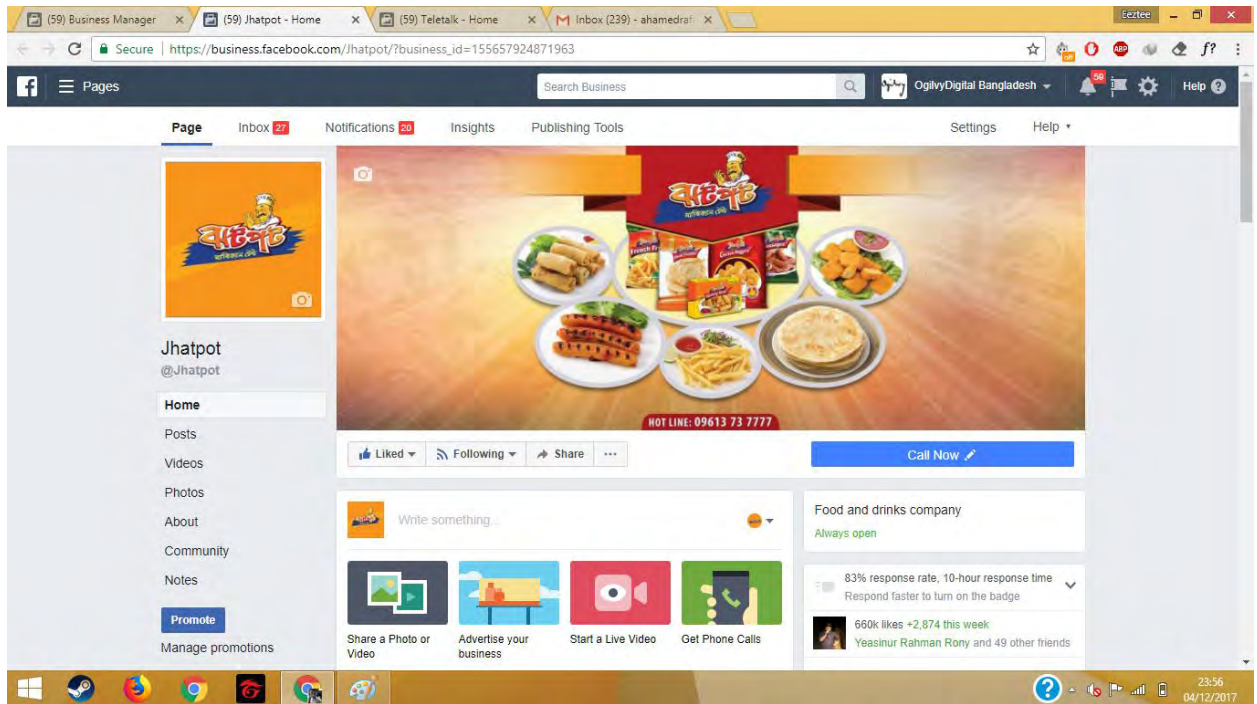
Day to day work: Along with all these works I had to work for the day to day works which I was assigned for. For example collecting suitable copy for a particular Facebook post, put it on visual, making them proper by showing to the copy team, sending it to the client and finally post or schedule it on the particular Facebook page after getting approval from the client. In case, for not getting the approval, I needed to revise that post or creative by the art team as per the feedback of the client on the previously sent creative or post.

Business Manager:

The screenshot displays the Facebook Business Manager interface for 'OgilvyDigital Bangladesh'. The browser address bar shows the URL: https://business.facebook.com/home/accounts?business_id=155657924871963. The interface includes a navigation bar with 'Home' and 'Ad account overview' tabs, and a 'Business Settings' button. The main content area is divided into two sections: 'Pages' and 'Ad accounts'. The 'Pages' section lists two pages: 'Jhatpot' (Page ID: 183129667091990) and 'Teletalk' (Page ID: 274566052655023). The 'Ad accounts' section shows a message: 'You need permission to work on ad accounts in this business. Contact your business admin to be added to an account. When you have access, you will be able to see performance insights for all of your ad accounts on this card.'

Page	Page ID	Page likes	People reached	Post engagements
Jhatpot	183129667091990	4,505 +2%	71,185 +19%	12,979 +14%
Teletalk	274566052655023	5,731 +17%	271,529 +31%	71,632 +14%

Pran Jhatpot Official Page:



Official Facebook page of Fantasy kingdom (Concord):



Chapter 3

The Project and Recommendation

Objective of the project:

Basically there are two objectives of my internship report.

1. Broad Objective
2. Specific Objective

Broad Objective: The wide target of this internship program is to increase hierarchical and practical involvement in the expert world by applying the learning of most last four years through all the academic courses.

Specific Objective: The specific objective of my project is assigned by my University internship adviser Adiba Naoshon madam, which was the potential client reaching process of Ogilvy & Mather and how they maintains the relationship with their present clients. She also suggested me to elaborate how the present clients of the organization get benefitted or influenced by the activity of the company.

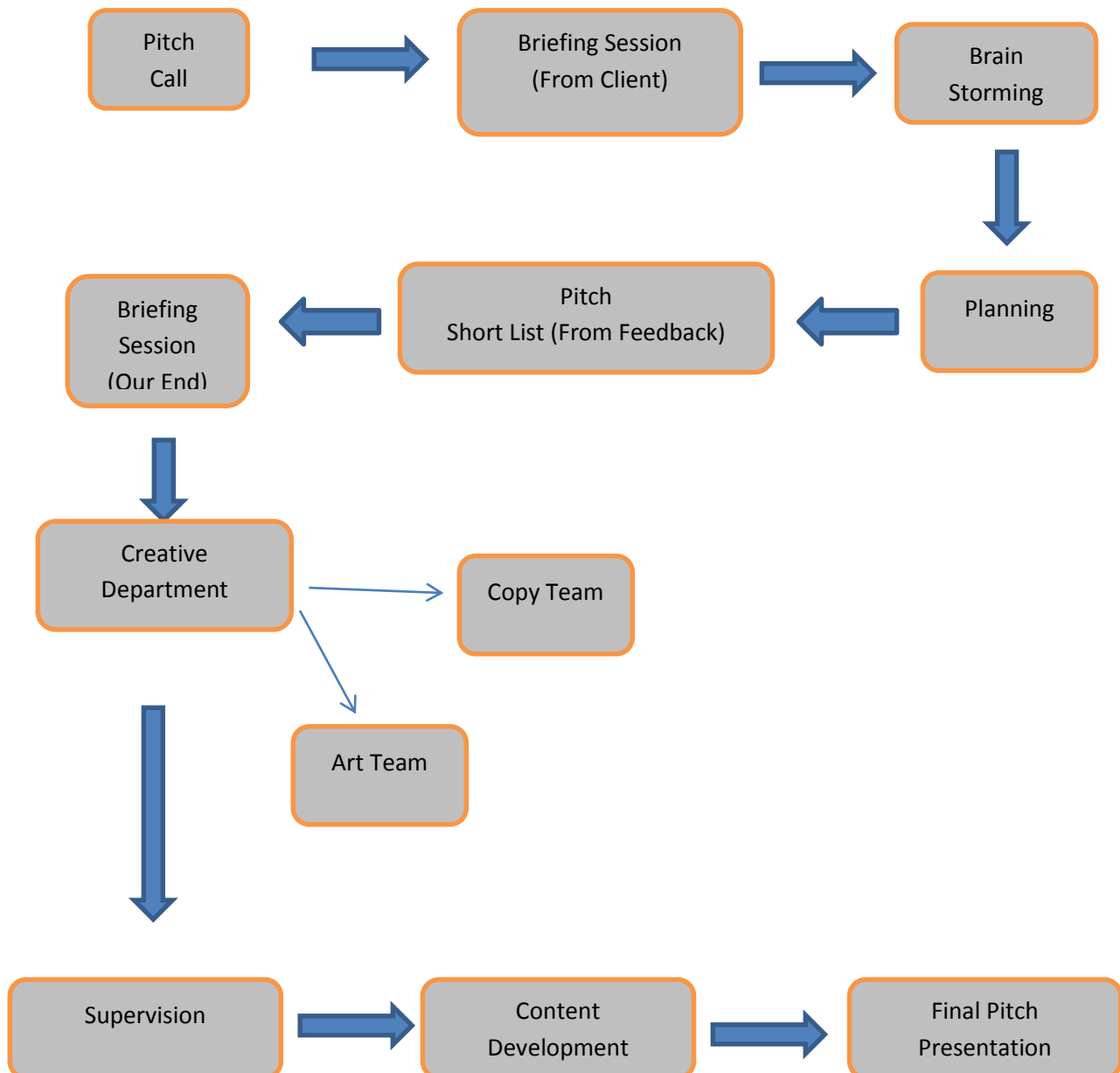
Methodology: I have collected data from two different sources to make this report. The sources are given below:

1. Primary data: The information and data I have given in the report are collected by my own through my own working experience in Ogilvy 7 Mather at digital department. Most of the information here are based on digital advertisements, campaign planning, content development etc.
2. Secondary data: The secondary data i have included in this report are collected from the website and the Facebook page detail of Ogilvy & Mather and the report of seniors who have done their internship in Ogilvy Bangladesh. Besides, the websites from where I have took some information while making this report are given below:
 - www.Ogilvybangladesh.com
 - www.facebook.com/ogilvybangladesh

Potential client reaching process of Ogilvy & Mather:

Sending the correct yields to the correct spots at the perfect time had likewise been a section my activity I did proficiently. For example: During my internship period, I was allotted with different Facebook presents on be placed out in the types of Canvas, GIF, Carousel and so forth for different occasion like teacher's day, children day, Durga Puja etc. Thus, it was basic on my part to send of the post at the correct time in the opportune place according to our customer's necessities. The duty of Dispatches of yields is to affirm the correct conveyance of yields to right places at the ideal time.

Process of getting new clients:



Explanation:

Pitch Call: A potential client will ring Ogilvy alongside some other promotion offices for giving a 'pitch call' with respect to their up and coming campaign/carousel/post and hold a preparation session for this issue. In the briefing session, the client usually clarifies the main points they are looking for in the content ad-agencies.

Briefing Session: The client provides proper information and data about the campaign or post to the client servicing department of the company. They explain the necessity of the expected digital post and target customer of that brand and everything.

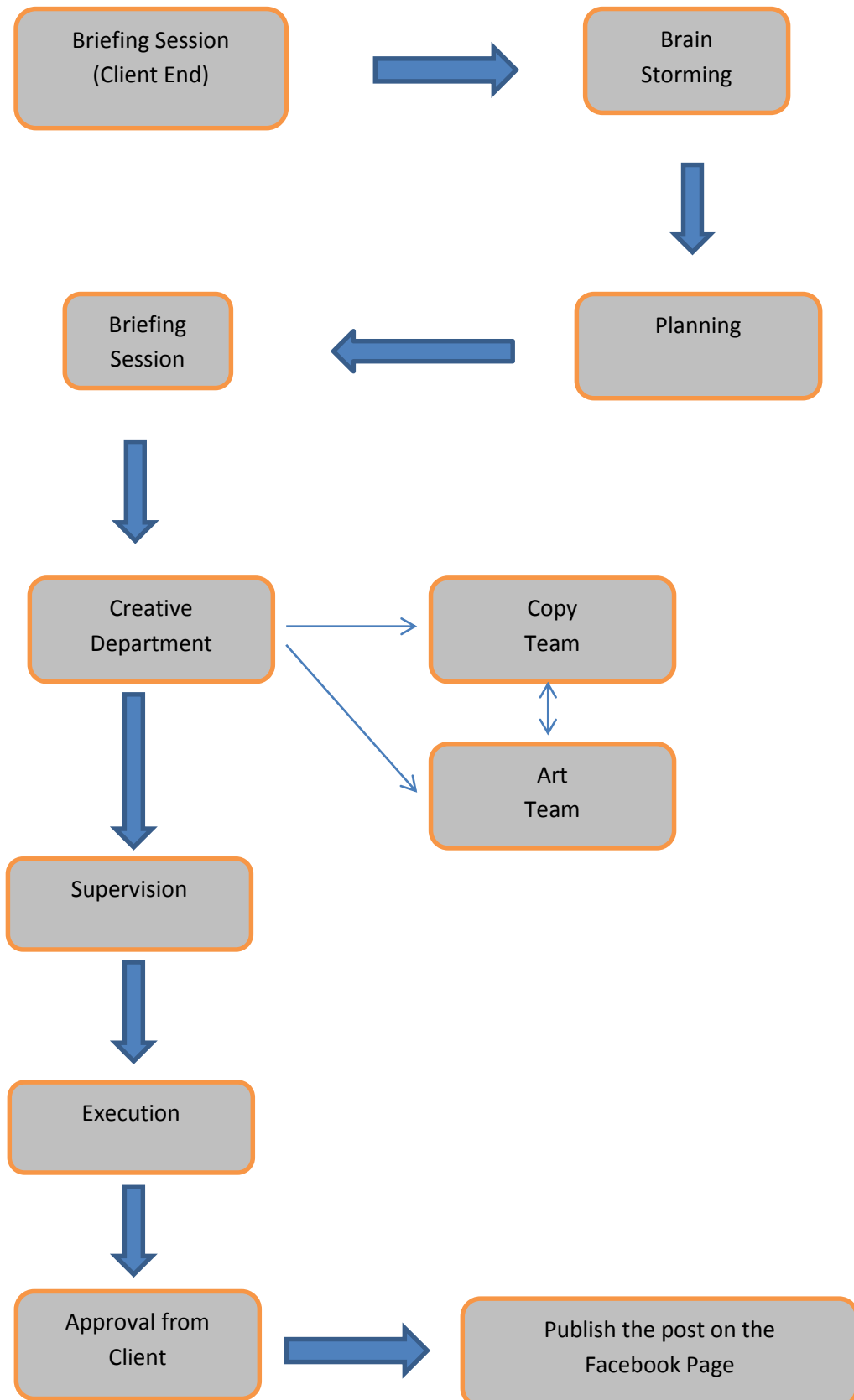
Brain Storming and Planning: After getting and understanding the whole brief, the client servicing departments sit with the creative department and the strategic planner of Ogilvy Bangladesh and think about the brief and finally reach to a plan by combined agreeing.

Briefing to the Creative department: After reaching to a particular plan, the client servicing department provides a clear brief to the copy and art team to develop content as per the brief given by the respective client.

Supervision: After giving the brief to the creative department, the client servicing department supervises and leads the creative department by following up to bring out the expected outcome.

Content Development and Final Pitch: Finally, the client servicing department developed the final pitch with the respective contents and presents it to the client.

Process of dealing with the present clients in Ogilvy & Mather:



Explanation:

Briefing Session: At first a particular client provides proper brief about the expected post to client servicing department of us. It is the core responsibility of client servicing department of Ogilvy Bangladesh to have proper understanding of the respective post or creative from the client because the success rate of developing a post depends on the understanding of understanding the brief properly. Without having proper brief or necessity you cannot start developing that post.

Brain Storming: After getting the proper brief, the client service department of the company start getting idea to develop the post by sitting with the creative department and brainstorming about it. Then, both the client service department and the creative department agree of a particular plan.

Brief to the Creative Department: After reaching to a specific plan. The client servicing department provides proper and clear brief to the creative department. That means the copy and art team.

Supervision: The client servicing department supervises and leads the creative department by following up to bring out the expected outcome after giving the brief to the creative department.

Execution: Finally, the expected outcome came out by the creative department under the supervision of client servicing department and thus it handed over to the client.

Approval: After dispatching and handing over the post to the client, they usually wait for the approval of the client. Then, the supervisor of the respective client observe the outcome and provide necessary feedback if needed and then gives the approval of the digital post.

Publishing the digital post: Finally, the digital post is published by the client servicing department of Ogilvy & Mather to the official Facebook page of that brand on the behalf of the brand.

Effect of the activity of Digital Department of O&M on its clients:

There are huge numbers of giant clients of Ogilvy Bangladesh. The activity of digital department of it has vast amount of works and it has great impact on its clients. Mainly the digital marketing communication is maintained by this department. The way clients of Ogilvy & Mather get benefitted is discussed below:

Attracting target customers easily: Through the digital marketing communication, the specific brands can easily grab their target customer narrowly by media buying. Media buying helps the brands to market a specific product to the target customer of that product easily.

Example: The target customer of Pran Jhatpot is the women of 35+ age. Now, through media buying Jhatpot can easily communicate with the women who belong such age because, they can easily determine the audience of the digital post while media buying.

Social Signals and Traffic: Now-a-days Facebook is such a social media where most of the people gathered for entertainment and communication purpose. "Social signs" is a catch-all term used to portray everything that individuals do on social substance, including preferences, offers, and remarks. For the most part – unless you are being unrefined or pugnacious – a high number of social signs are exceptionally solid for a brand. It demonstrates many individuals are pulled in to a specific kind of substance, and are getting a feeling of your business through it. Therefore, a brand can easily attract the wide range of customers through social media.

Virtual Communication with the customer: Through, social medial like Facebook, a brand can easily communicate with its customers at any time on Facebook comment or inbox section. Its can suggest the recipe or user instruction to its consumers through query management.

Collection of consumer's information: Through digital marketing communication, a brand can easily get the access of its consumer's personal information and based on that it can provide necessary offers or campaign. Furthermore, the brand can market to the personal level of its consumers using that information.

Inventory reservation: In Ogilvy & Mather, the content calendar of the whole month are made at the 1st day of that month and sent to the client so that they can reserve necessary products on their inventory. For example: during my internship period I used to create and send the

content calendar of pran Jhatpot and Teletalk Bangladesh to the respective clients where the day by day schedule of the digital post were mentioned so that they can take preparation based on that calendar.

Content Calendar of Pran Jhatpot:

October Calendar
Jhatpot

October 2017						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2 Product Post: Vegetable Nuggets	3	4 Product Post: Premium Paratha Deadline: 03.10.17	5	6	7 Product Post: Rice Rot Deadline: 04.10.17
8 Product Post: Premium Paratha Deadline:04.10.17	9	10 Product Post: Alu Puti Deadline:04.10.17	11	12 Product Post: Chicken mini Spring Roll Deadline:08.10.17	13	14 Product Post: Rice Rot Deadline:08.10.17
15 Product Post: Premium Paratha Deadline:08.10.17	16	17 Product Post: Chicken Sausage Deadline:11.10.17	18	19 Product Post: Samosa Deadline:11.10.17	20	21 Product Post: Vegetable Nuggets Deadline:11.10.17
22	23 Product Post: Chicken Nuggets Deadline:15.10.17	24	25 Product Post: French Fry Deadline:15.10.17	26	27 Product Post: Chicken Strips Deadline:15.10.17	28
29 Product Post: Vegetable Nuggets Deadline:15.10.17	30	31				

Content calendar of Teletalk Bangladesh:

October 2017
(TELETALK)

October 2017						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2 15 GB 900 taka 30 Days *111*552#	3	4 45 MB 8 taka 2 Days *111*501#	5 Travel	6 2 GB 270 taka 30 Days *111*532# 100% Bonus Bonus for 10 days	7 100 MB 15 taka 3 Days *111*502#
8	9 SMS 100 (50+50) on-net: 50 off-net: 50 5 Days 10 taka	10	11 40 GB 1500 taka 30 Days *111*554#	12 Travel	13 4 GB 350 taka 30 Days *111*533# 100% Bonus Bonus for 15 days	14
15 Combo Offer (All)	16 Combo Offer 10 taka On net: 5 min Off net: 10 min 30 MB 15 SMS (Any operator) 1 Day	17 Combo Offer 50 taka On net: 25 min Off net: 50 min 250 MB 50 SMS (Any operator) 5 Day	18 Combo Offer 100 taka On net: 50 min Off net: 100 min 750 MB 200 SMS (Any operator) 7 day	19 Travel	20 1 GB 180 taka 30 Days *111*531# 100% Bonus Bonus for 7 days	21
22	23 Youth SIM Communication	24 300 MB 35 taka 10 Days *111*513#	25 News/Offer	26 Travel	27 150 MB 20 taka 7 Days *111*512#	28
29 Router/Dongle	30	31 250 MB 25 taka 3 Days *111*503#				

Scope:

Since I have prepared the report based on my own work experience during my internship period at Ogilvy & Mather, I got lot of opportunities and scopes to get the information by my own. Besides, I had an opportunity to get deep knowledge about digital marketing communication, websites, pitch, campaign planning, content development, community management etc. I can ensure that the reader can get enough information about digital marketing communication and its effects on mass from this report.

Limitations: Time limitation was one of the most unavoidable limitations while preparing the report, as I had to develop the paper in between my job responsibility at Ogilvy & Mather. I had to manage badly to make the report. Besides, there were lacking of classified information about the topic and then I had to gather all the information from different sources and then put it on the report.

Challenges I faced in O&M and proposed action to recover it:

The most crucial part of Ogilvy Bangladesh was miss communication between client servicing department and the creative department of the organization. Lack of proper man power in both client servicing and creative department along with lot of requirement of the clients basically create this problem. On the other hand, work environment and the behavior of the employers of the organization was worth to admire. However, my recommendations to improve current condition of Ogilvy Bangladesh are:

1. Increase the man power in Both digital and creative department
2. Enhance the work capacity by replacing the current computers at the creative department
3. Ensure the enough communication between client servicing and the creative department
4. Put emphasize on the strategic department
5. Give less pressure to the employees

References:

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