

An Internship Report on
Operations and Marketing Campaigning Strategies

Submitted To:

Rahma Akhter

Lecturer

BRAC Business School

BRAC University

Submitted By:

Tashfick Ahmed Molla

Student ID: 08104113



Inspiring Excellence

Letter of Transmittal

December 4th, 2017

Rahma Akhter

Lecturer

BRAC Business School

Dear Madam,

In this report i have tried to do the analysis with due sincerity and i would like to thank you for giving me the opportunity to have the chance to work on this. Despite some limitations i have tried my level best to address the major in depth issues in making this report accurate and reliable.

If you have any further enquiry concerning any additional information i would be very pleased to clarify that.

Thank you.

Sincerely yours,

Tashfick Ahmed Molla

ID- 08104113

BRAC Business School

BRAC University.

Acknowledgement

This report would not have been possible without the dedications and contributions by a number of individuals.

First of all, i would like to thank Allah for giving me the strength and wisdom to carry away all the work and helping me to go through all the obstacles while conducting the research.

Next, i would like to express our sincere gratitude to our dissertation teacher Rahma Akhter for her supervision, constructive guidance, inspiration and encouragement throughout our dissertation period. Her advices and guidance has been the foundation on which this project was constructed.

Next i would also like to thank Nazmul haque Bhuiyan, key account manager of MARK8 Communication Ltd, without his time and cooperation; this research would not been possible for us.

Executive Summary

Showcasing limited time crusade is imperative thing in this cutting edge world. Limited time promoting implies raise client enthusiasm towards a particular item and do crusade over it to get the objective client interests over your item. There are such a significant number of methods for advertising special battle to achieve your objective client. Many organizations you distinctive approaches to achieve their initials objectives. A definitive objective of showcasing limited time crusade is to bring issues to light of your item or administration among your objective market. This entry level position report was aggregated on the premise of my work understanding and all the information I obtained at mark8 Communication while I was an assistant in that Advertisement office. The greater part of the work I was appointed in was on occasion administration, Marketing effort and Market explore. Mark8 Communication constantly kept up the standard administration quality since the begin of the association. Mark8 gives countless to the customers while they are pro in 360 degree showcasing effort. 360 degree battle comprises of Television ad, radio commercial, Public connection and numerous more other notice crusade. The concentration of this report is isolated into two sections. One is review of the association of MARK8 Communication and another part is the examination parcel. In outline of the association incorporates, presentation of the association, history, items and administrations are quickly clarified in the initial segment and in the second section a SWOT examination has been led to demonstrate the excellency of the association against its rivals in nearby field. Additionally, I have shared a definite knowledge about my execution at mark8 interchanges which comprise of leading exploration through market visits and intermittent overviews, conceptualizing, arranging , occasion administration and executing thoughts on how mark8 correspondence's administrations. Afterward, I talked about some advertising effort which has been initiated by mark8 correspondences for the benefit of their distinctive customers. In spite of the fact that mark8 Communication is a significant new association they have countless and they attempt their best to fulfill their customers.

Table of Contents

Serial No	Name of the Chapter	Page No
1	Introduction	1
2	Overview of the Organization	4
3	4P's Analysis	5
4	Competitive Analysis	6
5	SWOT Analysis	8
6	Project Overview of the Organization	10
7	My Contribution and Experience	15
8	Conclusion	20

1.1 Introduction

Publicize assumes an essential part to end up plainly mindful of any item in the market and it enable us from numerous points of view to think about the present administration or item and we to get refreshed persistently in light of promote. It likewise encourages the maker to achieve their objective market. Commercial gives different data about the item. Promotion is critical in this cutting edge world. Consistently we uncovered by different sorts of commercial. They had great and terrible impacts as well. There is more than 150 advertisement office in Bangladesh and more than 100 just on Dhaka. There are some best promotion offices in Dhaka like GRAY, ADDCOM, KHOLAJANALA, ASIATIC, HEADOFFICE and so forth. Publicizing has huge industry. Bangladesh promoting advertisement organizations is doing truly well from the last twentieth years. Promoters and advertisers have their own particular manner to achieve their objective client through promotions. The advertisements see we on TV and different sources is a consequence of such a significant number of diligent work and commitments of such a large number of people and groups. Working in promoting, the same as in some other business requires long hard hours and is regularly anything other than alluring, particularly in the beginning periods of a man's vocation. History of Bangladesh advertising industry

Bangladesh is a developing country and we are doing really well from the last 20th years in advertising. Things change with time as the concept of ads and other things. Now days ads are more realistic and heart touching compare to old days. Markets make those ads such a way that it can reach their target customer and also can won their trust and heart and raise more awareness about the product and service in the market.

Before the independence of this country we don't have that much ad firm and after the freedom we did really well and come a long way from that situation. Now there are so many top rated ad agencies in Bangladesh. Gray is one of the renowned ad firms in Bangladesh.

Farhat Anwar divided ad agency in two ways which is above the line and below the line. Above the line includes newspaper, radio, magazine, satellite and television and the below the line include in house advertisement, event management, outdoor advertisement (billboards, hoarding, neon signs, and bell signs), innovative activities (jatra, street drama) etc.

Part 02: Objectives

I started my journey in the corporate world on 19th September, 2017; it was quite an experience to work with Mark8 communications. The procedure of working is very genuine and demanding, this is what I already knew out of my entrance test at Mark8, which was a couple of months prior to my spring internship. I have a major in Marketing and Minor in Human Resource Management but I always had the intention to work in marketing and working in an advertisement agency was a big step for more, while I thank mark8 communication and my respect faculties to guide me towards my journey.

2.1: Objective of my Internship

- ✓ I never had full time professional experience though I did a lot of part-time jobs while I was a student so my primary objective was *to learn how to cop up in the professional environment.*
- ✓ In my graduation period I only had theoretical knowledge about marketing so I needed *to apply theoretical knowledge* which I learnt throughout my graduation period.
- ✓ In service sector satisfying customer demand is the main goal and in order to do that it flawlessly *I needed to know how to meet customers demand.*
- ✓ In order to do remarkable work in corporate world one need to know professional skills so my intention was *to enhancing my professional skill for the future.*
- ✓ In real life a successful marketer need to implement various marketing tools and know about branding so my intention was *to lean about marketing tools and apply those in various problem solution and product branding.*

2.2: Objective of my report

- ❖ I want to share all the knowledge that I gained and all the work experience that I've had.
- ❖ I want to analyze my performance of my internship period In mark8 communication.
- ❖ Highlighting some campaigns which I was consigned with.

2.3: Methodology

Primary Data:

- As I have worked for four months so my work experience is my main source of information for this report
- While I was working as an intern I conducted few small interviews with key employees
- Working directly in the field and client handling also gave me lot of information.

Secondary Data:

- I have been through Mark8 Communication's data in individual campaign accounts.
- Mark8 Communication have website and Official Facebook page so I went through.

2.4: Limitations

While completing my report and doing my internship there were some limitations. First of all, the biggest limitation for me was to get all the necessary data about campaigns. There was some confidentiality agreement with the client and Mark8 so I wasn't legally permitted to share client's information and research data.

Overview of the Organization

Since 2010, Mark8 Communications Ltd. has been doing their operation in Dhaka and today, it is a standout amongst the most rising nearby ad office who is effectively arranging different promoting occasions and doing loads of open air Advertising, communicate media, and Graphic plans, Visualizer, Market Research and Consultancy. This is a gathering of gifted Executives who are included with Mark8 interchanges. Some of the time Mark8 correspondences outsource its generation work with a specific end goal to spare cost and time. Mark8 interchanges takes pride to acknowledge any volume and sort of printing employments and persistent to accomplish the greatest result through commitment and diligent work. The historical backdrop of The Mark8 Communications Ltd. goes back to 2010 when a proprietorship firm was established to take a shot at various imaginative promoting movement and identify with this. It began with the unassuming presentation of a couple of promoting occasions of some multinational organizations like Schneider Electric, RAK gathering, Gazi gathering. Md. Saif Al Deen Farabee is the originator of the firm and is the primary visionary of the association.

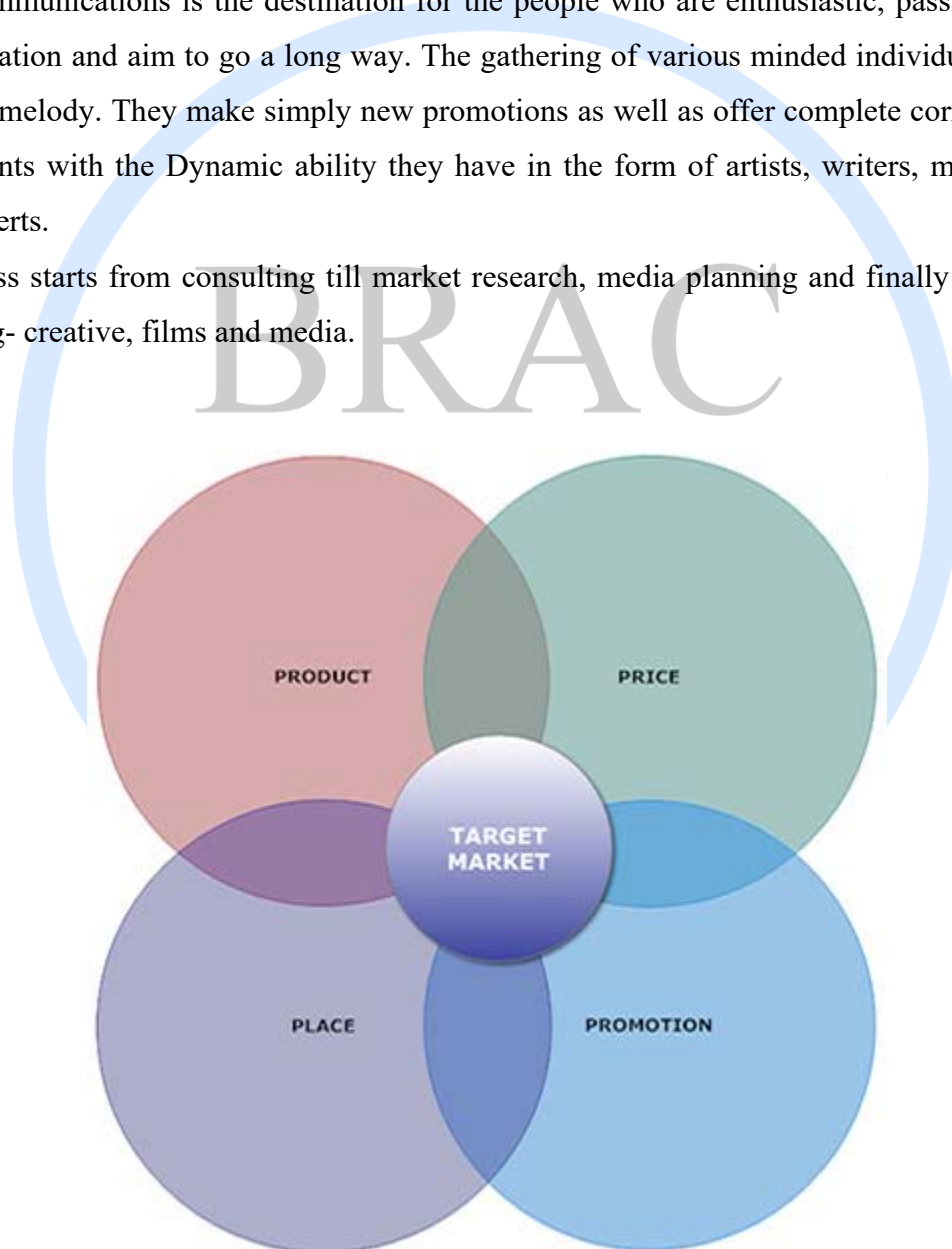
Mark8 consistently tries to grow its generation offices, include workers and increment its inventive showcasing endeavors. Mark8 gives publicizing arrangements as well as develops different showcasing methodologies for its customers. The wonderful mix of diligent work and inventiveness is the thing that makes Mark8 a rumored name in the market. I am happy I got related with such an association and had an awesome learning knowledge and delight for me and additionally any person who wants to work in this field. Mark8 correspondences began from a thought which is concentrating on the 8ps of showcasing blend which are: Product, Price, Placement, Promotion, Process, Positioning, People, and Positioning.

4P's Analysis

Product

Mark8 communications is the destination for the people who are enthusiastic, passionate about communication and aim to go a long way. The gathering of various minded individuals meet up to make a melody. They make simply new promotions as well as offer complete correspondence arrangements with the Dynamic ability they have in the form of artists, writers, managers and studio experts.

The process starts from consulting till market research, media planning and finally towards the advertising- creative, films and media.



Price

Mark8 communications always provides the lowest possible price compared to the competitors assuring the highest possible quality.

Place

Due to Mark8 communications cost efficient approach the company has always been focused and was on the spotlight. Clients find reliability and the enthusiasm helps a lot too

Promotion

Mark8 communications has a very big client base and the promotions are mainly through recommendation. The existing clients are very happy to recommend Mark8 communications to the potential customers.

Competitive Analysis

Competitor analysis in marketing and strategic management is an assessment of the strengths and weaknesses of current and potential competitors. This analysis provides both an offensive and defensive strategic context to identify opportunities and threats. Profiling combines all of the relevant sources of competitor analysis into one framework in the support of efficient and effective strategy formulation, implementation, monitoring and adjustment.

Leaders:

Benchmark, Brand vent, Ogilvy noor, Spell Bound, Grey Advertising Bangladesh, Expressions, McCann, Zanala Bangladesh, MagnitoDigital, Macomm, Asiatic jwt, 19, Sd people, Artistry Advertising, Muller LoMark8 Group and Noksha etc.

Services Mark8 provides to be competitive

- Brand Building and positioning
- Event design and management
- Media buying and Planning
- Strategic Planning
- Brand Activation
- Public Relation
- Campaign Planning
- Direct marketing
- Outdoor media management
- New market entry strategy
- Branding productions and retail media activities
- Sponsorship management
- Social communication
- Audio visual Production
- Print management
- Mark8b design and development

Challenges

Since there are lots of strategies Mark8 usually take to provide the best services to the clients. So most of the time it depends on in terms of working pressures usually Mark8 have. Generally Mark8 use Facebook as our compulsory media for the communication and Behance.Net for the creative and feedback purposes.

Nichers

Agencies are likely to have potentials as all of them are creative. So basically developing countries like Bangladesh has price sensitive issues. So when others apply the loMark8r price strategy it sometime arises potential threats for Mark8.

The opportunity they make for us is clients. Sometimes other agencies don't recognize the wants and expectations of their clients which consequences unfulfilling the demand of the clients. So as a result Mark8 understand the actual needs of their clients and serve them with core of our heart and fully satisfied them. As a result the clients get really happy and become the members of Mark8 family.

4.0 SWOT analysis

Strengths	Weaknesses
Opportunities	Threats

Strength

- a. Well reputed ad agency
- b. Trained workers
- c. Good environment of work place
- d. Motivated workers
- e. Good relationship with clients
- f. Professional work

Weaknesses

- a. Financial ability
- b. Lack of workers
- c. Less power over others
- d. Lack of creativity

Opportunities

- a. Digital marketing become popular now days so get many clients
- b. Large number of target market
- c. New trends
- d. Providing best things at low cost compare to competitors

Threats

- a. So many ad agency
- b. Entering new agencies
- c. Clients have so many options

Project overview of the Organization

Client Servicing Department

It is the most imperative division in Mark8 Communications. In any offices this office is considered as the most critical bureau of the organization since Company's prosperity relies upon Client Service Department. The general population who works in the division, bargains specifically with the customers. The objective is to comprehend customers require obviously get the best out of the imaginative leaders of the association. It begins from giving the brief till the last conveyance of the arrangements including gathering of bills, Client Service Department Plays and critical part in here as well as in every one of the organizations.

Creative Department

The inventive executive in an organization is the pole star of the stars, the lion of the wild, and the legend of the band. The innovative folks are every one of his benefits and he is in charge of summoning up the Ideas and imagination. Once the inventive briefs and the due date are given, they invest a large portion of their energy considering and executing thoughts. Remembering the concise, the group at that point chose the most ideal path in which the customer would be fulfilled about his image. They give the item/benefit with a face, a slant, an inclination, and revive it. Likely creative courses are explored and a short time later discussed with the organizing bunch for achievability. The best courses are then short-recorded. The work is then isolated between the duplicate and workmanship groups.

Accounts Department

In the long run, it's the records division which deals with the organization accounting reports. Assessing the expenses for the customer to accepting the installments, the record official bothers the customer serving folks to monitor things. They furthermore keep mind the standard bills like telephone charges, stationery charges, control bills et cetera the media portions to various creations and furthermore within issues like staff vouchers, refreshments, and transport settlements are managed by the records division.

Services provided by mark8

Item	Particulars
360 degree	ATL
	BTL
Multimedia	TVC
	RADIO
	News paper
Media and PR	Press release
	PR event and activities
POS/POP	Design
	Binding
	Wobbler
	Sticker
	Brochure
	Flyer
	Portfolio
	Dangler
Out of home	Design
	Billboard
	Festoon
	Light box
	Roman banner
	Shop sign
	Mega sign
	Cut out
	Banner
	Stage design
	Shop design
	Stall/pavilion design

	Booth Branding/design
	Wall branding
Production & packaging	Product packet
	Box design
	Carton Design
	Shopping Bag
	Bottle Design
Year end and Start Item	Calendar
	Dairy
	Pen
	Pen box
	Year planner
Branding	Pen Branding
	T-Shirt Branding
	Cap Branding
	Pen Drive Branding
	Gift bag Branding
	Visiting card
	ATM / Credit Card Branding & Design
	Mug Branding
Printing and others	Color Print
	Spiral Binding
	Normal Binding
	Lamination
	Proof Reading
	Translation

Industry

- Telecommunication
- Bank
- NBF
- Insurance
- Hospitality
- ICT
- Electronics
- Foods
- Pharmaceuticals
- Ceramic
- Retail
- Logistics
- Cement
- NGO
- Real Estate
- Jewellery
- Tourism

Companies/Logos shown:

- UNITECH
- BASHUNDHARA CEMENT
- IDLC FINANCE LIMITED
- UCB
- BANK ALFALAH LIMITED
- ANWARS
- MERIDIEN
- THE WORLD BANK
- LankaBangla FINANCE
- PHILIPS
- gsk
- ACME
- ICB ISLAMIC BANK
- TRANSTEC
- DHAKABANK LIMITED
- NCC BANK
- Modern Hospital
- FASSKA
- TRANSCOM DIGITAL
- MONNO
- acer
- Delta Life Insurance Company Ltd.
- Activato World
- Standard Chartered

Industry

Telecommunication

ICT

Electronics

Foods

Ceramic

Retail

Logistics

Education

Schneider
Electric



DUSTER



Inspiring Excellence



Amari
DHAKA



Auto Fire Fighting Co. Ltd.

J@dRooIT
sustainable solutions



Green Planet
Communications Pvt. Ltd.



Aura Group

KITCHEN MATE
WE CARE YOUR NEED



Solaric

NEXGE



Z N Consultants

UNIVERSITY

My Contribution and Experiences

It was a significant affair to work with Mark8 correspondences. The system of working is extremely honest to goodness and requesting, this is the thing that I definitely knew out of my passageway test at Mark8, which was two or three months before my internship.

Daily Tasks and Activities

Amid my temporary job at Mark8, I have dealt with different undertakings, ventures and exercises. Mark8 ventures and exercises can be separated into day by day an assignment that includes office work, and the on location exercises that should have been done at the genuine occasions.

Day by day undertakings and exercises (schedule)

- ☐ Organizing/altering occasion timetables and reports
- ☐ Contacting potential customers
- ☐ Mailing letters to customers
- ☐ Researching up and coming occasions
- ☐ Marketing and advancing occasions
- ☐ Writing and posting about occasion
- ☐ Maintaining spending plans of occasions
- ☐ Visiting to the customers office to refresh them about our advance on their up and coming occasion

Event Planning

Arranging different corporate event is one of the major targets of Mark8 communications, which is why this area is the most important one. A large portion of the attention and consideration goes into here. It takes week to months to plan and ready an event. In Mark8 events, I mostly worked on the planning process. An occasion where youthful urban experts meet and create network, examine patterns, exchange tips and make gainful contacts with different experts in different enterprises. Mark8 uses critical paths for scheduling event project activities to plan the Mark8. The event plan includes:

- Administration
- Marketing and Promotion
- Design
- Risk Management/Health and Safety
- Food and Beverage

Organizing and updating schedules/documents regarding upcoming events

Working for Mark8, support/providers/sellers reports must be refreshed all the time. Archives towards our customers will be sent routinely and most reports must be altered and checked on with respect to the forthcoming occasion. These papers are for instance Mark8 limited time data letters, assessed expenses and contracts and so forth.

Mailing letters to clients

Each Mark8 part has a database focusing on an objective gathering. These databases ought to be upgraded on a standard base and including of following data of sites that ought to be posted in, Social media packs in Facebook and LinkedIn that ought to be educated, Email letters that ought to be sent to clients. Every person from Mark8 will send online information letters and notice to their own contacts. This happens a couple of times over the advertising effort of Mark8 Communications. We additionally convey data about the following occasions to all the past participants who have gone to the past Mark8 occasions.

On-Site Event Activities

Sorting out various corporate occasion is one of the significant exercises of Mark8 Communications. Amid occasions, each person from Mark8 has diverse assignments and obligations. These exercises are depicted in the occasion creation plan, those are set before the real occasion just to ensure what will happen. There are three sections of occasion generation plan.

Before the event

- We had to make sure all the elements necessary are here and installed properly
- Assist vendor to make it faster if they need any help.
- Reading of the program agenda and letting everyone one what's going to happen.
- Setting up Registration Area, Making sure of Risk Management (First-Aid, Fire Exit and procedure), Going through the floor plan, Check First-Aid contact for the night, Checking Laptop and Projector is up and running/ Slideshow and sound equipment are running accordingly or not
- Finally inspecting the venue and making sure everything is going according to the plan.

During the events

- Register all guests for the event and providing them gifts.
- Sign Up for the Speed Networking
- Managing the Speed Networking sessions
- Photography
- Making pictures of the Mark8 event
- Promoter Floater
- Will promote all areas of Mark8 to the guests
- Vendor Floater
- Will ensure all vendors are ok, there are paid, etc.

End of the event

- Closing the event with tearing down the event and re-setting event space.

Analysis of the Campaigns:

Tetley Tea Free Sampling Campaign:

Tetley Tea has included heaps of assortments of Tea and they began naturally in Bangladesh. Keeping in mind the end goal to getting known to their purchasers they chose to run a free inspecting effort where free tea will be served to the objective customers and furthermore 1 parcel of Tea will be given to the shoppers who enlist.

The point of the battle was to achieve purchasers which are everybody aside from youngsters 4-14. The thought was to construct impermanent tea truck close to three mainstream places where individuals prattle and take a break.

Execution

There are a great deal of assortments of tea in the market and due to the opposition organizations give diverse flavors so Tetley needed to achieve the clients straightforwardly. To do that we recognized three spots where we should focus to achieve client, they are Mohakhali, Gulshan and Motijheel. We set up 3 trucks close school, Market and school so we had guardians and clients. We likewise appointed some brand promoter who portrayed distinctive things about the tea.

Positioning

We truly attempted to serve the tea while the purchaser for the most part guardians are stressed over their children exam or tattling with each other. So the expectation was to present the tea and the flavor when they are strained and to have some solace they are getting the tea. As it was an alternate flavor the client truly took it emphatically.

Branding

Marking is the procedure associated with making a one of a kind name and picture for an item in the clients mind, for the most part through promoting efforts with a reliable topic. Our expectation was to serve tea with energy so we tried to make some buildup over utilizing Facebook and Newspaper advertisements. We likewise allotted mark promoters so the customers feel more good. While picking the shade of the truck we utilized delicate blue shading with the goal that the clients feel more great close to the cart.

RakeenBijoy City

Rakeen is a new company in real estate business with luxurious apartment in Dhaka. As they had luxurious apartment in Dhaka they wanted to target the consumers from abroad basically who leaves away from the country. The people who lives abroad, what they want? They want security, calm environment and luxurious life where all the things can be found in one place. So we can't go abroad we need to target them through social media.

Execution

As our primary target was people from abroad and we had to target them through social media while we need to assure them a lot of things in order to convince them to invest. Most of them were needed to ensure that they will feel safe and they are expending and will not be cheated as there is a history in Bangladesh. We contacted with YouTube and Different Facebook pages where the NRI people visits most. We designed some ads for them in the posts, videos and in different form with contacted with our target customers.

Positioning

As Rakeen is new and why would they trust a new company? So there was a huge psychological barrier we needed to remove between us and the customer. We built a website where we show the mother organization RAK Group's different works for the society and how Rakeen is related to RAK group. As RAK is worldwide renowned brand the customer would trust easily.

Branding

As reaching the customer face to face was a big problem we selected social media campaigning as our easiest way to reach the customer. We created Facebook ads with cover photo, profile picture. In YouTube we managed to show the advertisement between the main video. We also had paper ads, Billboards, and in events for having more buzz.

Recommendations

- ☐ Mark8 is excessively adaptable for a few specialists who goes for breaks and takes quite a while.
- ☐ Punctuality ought to be entirely kept up.
- ☐ Mark8 need to include more labor in the Accounting and imaginative division.
- ☐ More preparing ought to be accommodated the workers.
- ☐ In request to propel the representative mark8 need to force more profit conspire.
- ☐ No take a shot at the end of the week ought to be entirely kept up as workers need to take rest.

Conclusion

After its introduction to the world mark8 correspondence accomplished a considerable measure of things inside a limited capacity to focus time. Mark8 don't trade off keeping the standard of value. In mu 4 months of temporary position program I took in a great deal however I was the most junior representative in the association, they treated me like an expert and esteemed my suppositions profoundly. On the off chance that I am wrong they educated the proper thing while they prepared me to be more proficient. The organization keeps running on a rationale "Huge office assets and foundation, little office center and devotion". With that intention they endeavored to state they are exceptionally devoted to their customers and that is the fundamental reason they picked up the trust of enormous number of customers inside the brief span. I was an incredible learning background with the mix of innovativeness and commitment. That has been an incredible jump of involvement for me to construct a vocation in advertising. Mark8 will be the Stepping stone for my future work understanding.

Appendix:

1. NazmulhaqueBhuiyan, key account manage, Mark8 communication
2. Previous reports on Advertisement agencies.
3. <http://www.mark8comm.com/>
4. <http://www.mark8comm.com/services/>
5. <http://www.mark8comm.com/clients/>
6. https://en.wikipedia.org/wiki/SWOT_analysis
7. https://www.mindtools.com/pages/article/newSTR_94.htm

