



Internship report on

Impact of Copywriting in Marketing Communication

Course code: Bus 400

Date of submission:

12.04.2018

Submitted by:

Imrul Kayes Sabbir

Student ID: 15104206

BRAC Business School

BRAC University.

Submitted to:

Rahma Akhter

Lecturer

BRAC Business School

BRAC University.

Letter of Transmittal

April 12, 2018

Rahma Akhter

Lecturer

BRAC Business School

BRAC University

66, Mohakhali, Dhaka.

Subject: Submission of internship report for completion of BBA program.

Dear Madam

With due respect, I would like to inform you that I have completed my 3 months of intern period at Adon Communication Limited and as you know that I was a Copywriter at Adon and now I am extremely happy and excited that I am going to present my internship report on “Impact of Copywriting in Marketing Communication” . At Adon my supervisor was Taskin Hossain who is the General Manager of Adon communication. I have practiced my learning of BRAC Business School in this internship and all those experiences are going to help me in my future life.

Again I want to thank you for your support; basically your effort played a vital part behind this achievement.

Sincerely

Imrul Kayes Sabbir

15104206

BRAC Business School.

Acknowledgement

I would like to convey my deepest appreciation to all those individuals who provided me the possibility to complete this report. A special gratitude I would like to give to my internship supervisor Ms. Rahma Akter, whose contribution in most effective feedbacks, suggestions and encouragement, helped me to write this paper. Along with that I would like to thank my supervisor Mr. Taskin Hossain, General Manager, Adon Communication who helped me to understand advertising practically. His supervision, competent direction and spontaneous support in every step of my internship program throughout the last three months helped me a lot.

I would also like to thank all the team members and all the seniors of Adon Communication with whom I have worked during the three months of my internship period, for their guidance and support during the entire program.

I have worked hard and tried my best to prepare this report. I will be very pleased to provide you with any further information if required.

Executive Summary

The following internship report is a reflection of my work at Adon Communication Limited and my understanding of the Advertising industry and how it functions. My internship had started on the 1st of January 2018 and ended on 31 March 2018. During these three months, I was rather treated as a full-time employee at my workplace and gathered experience that helped to understand work process of an advertising agency.

The report initially contains a brief introduction of Adon and some of the services it provides. Afterwards, what are my learning and contribution in these three months internship period is described here. In this technologically advanced era, brand promotional strategies and advertising techniques have changed radically because of digital platform. To cope with the changes with consumers view and perceive things copywriting plays vital role. The report has been integrated with a lot of information that shows the significance of copywriting in advertising industry.

The most important step lies in deciding what an advertisement should say and to whom it should say it. All it needs to position the brand picture in consumers mind through the communication process. As a copywriter I tried to focus on this specific area.

Table of Contents

1. Overview of adon Communication.....	1
2. Mission and vision.....	2
3. Services of Adon Communication	2
4. Marketing Consultancy	2
5. Communication:.....	2
6.Digital Services.....	2
7. Clients.....	3
8. Roles of Employees.....	3
9. Introduction of the report	5
10. Objectives:	6
11. The history and evolution of copywriting.....	6
12. Copywriting today.....	7
13. Purpose of copywriting.....	8
14.Task of copywriter	9
15. Structure of copywriting.....	11
16. Copywriting and Digital marketing	12
17. Work process of Copywriter.....	13
18. My role as a copywriter	14
19. Challenges.....	27
20. Lesson learning from the internship report.....	28
21. Conclusion.....	29
22. Reference	30

Part 1

Overview of Adon Communication Limited



Adon Communications Ltd is a concern of Shooting Star Ltd. Other concerns of Shooting Star Ltd are one of the most prominent e-commerce Bangladeshi sites; Esho.com and value distribution concern; Lemontip.

Adon facilitates clients by providing them with the best communication strategies that will give them a tactical edge over their competitors. Adon Communications consistently stretches importance on crafting the befitting premeditated course of action where clients find it comfortable and confident in maneuvering in the market.

Communication is an essential part of any business to build the Brand and develop solid Consumer base. The essence of this idea is the way to frame Adon Communication LTD. It has ventured into this Digital time with Hybrid Communication administrations. It's Creative experts depict Adon as the primary ever actionable Modern Marketing Solution Partner in Bangladesh concentrated on digital platform in the core.

Mission & Vision:

Ad On facilitates clients by providing them with the best communication strategies that will give them a tactical edge over their competitors.

Services of Adon Communication:

Marketing Consultancy:

We create a detailed marketing plan through research, determine the marketing strategy and identify the appropriate marketing mix to reach the right audience. We additionally provide training to transform traditional marketing into modern marketing by utilizing technology and digital platform.

Communication:

Our shared objective is to oversee and grow a brand by giving noteworthy Strategy and Planning followed by Digital, ATL, BTL, PR, Media Buying services and what required.

Digital Services:

We deliver effective and efficient digital services including Data management, Automation, CRM, IMS, UX/UI design and development, interactive experiences.

Clients :



Roles of Employees:

General Manager: He is the key person of the firm. He makes all sorts of major decisions regarding the agency. He directly takes care of the works of high monetary involvement and clients. He also deals with the potential new clients and making the strategic planning of the firm.

Account Manager: There are Account Managers who handle one or more clients. They maintain the liaison between the agency and the client. They are responsible to understand the client's needs and the business and the industry and interpret these needs to the agency. Conversely, the managers present the agency's proposals, ideas and work to the client. The Account managers are directly responsible to the Group Account Director. He leads negotiation for new and

renewal business and direct policy matters such as whether or not to accept certain accounts especially if there is any risk that they may conflict with existing accounts.

Account Executive: Account executives usually report to an account manager. Account executives work within agencies, acting as a link between the clients and the agency. They liaise closely with their clients throughout campaigns, often on an every-day basis. They manage administrative and campaign work, ensuring that this is all completed on time and on budget. Preparing DO briefs is one of the major responsibilities of account executives of O&M. A blank DO Brief has been attached with this report.

Copywriter: The copywriter is responsible for writing the wording of advertisements. Copywriting is the art of writing selling messages. It is salesmanship in print and digital media. The copywriter works closely with the Account manager, visualizer, Strategic planner and typographer to obtain artistic and typographical interpretation of his/her copy. He/she converts the selling proposition to persuasive selling ideas, creating themes or copy platforms for campaign. A copywriter also writes stories and scripts for Tvc, Ovc or pitch.

Visualizer: The visualizers perform all the works like visualizing, layout design, typography and all other creative tasks. He interprets in visual the copywriter's ideas.

PART 2

Introduction of the report

I am Imrul kayes Sabbir from BBA department and my bearing student ID is 15104206 and I have done my Major in marketing and mainly that is why I took this report which is "Impact of Copywriting in Marketing Communication" so that I can utilize and capitalize my knowledge on my internship report which is related to my course. Basically this is the main reason that I was so interested to undertake this report.

Basically as a student this topic is very much relevant to me because like as i said that I did my major in marketing and I was very fortunate that I got the chance to do my internship in an advertising agency. And in terms of my future career this topic will definitely help me a lot even expand my knowledge about marketing and how Advertising is important for any company.

Today's viable world leaves no space for people who fall behind. It is a very competitive era.

In this circumstances corporate houses and consumer companies have started a new era of Creative function of selling their product and advertisement has emerged in the depiction.

Advertising is a media of communication which has gone through many evolutionary periods to reach its present state. Advertisement today is no longer just a marketing tool it is an expression Showing various view points of many companies and their products. Advertisement is a blend of many creative works combined to reflect a single thought. Advertisement includes visualizing, sound effects, and copy writing. In an advertisement copy is the most established impression on its viewers. The meaning of an ad changes during the course of time. In this report I will incorporate the things I have learned during my internship as a copywriter, and discuss different advertising copywriting and thus how influential and important the copy is for different ads.

Objectives:

I aim to accomplish from this report is how important copywriting is for every single companies including multinational companies to small companies. Fundamentally after doing my internship at Adon for 3 months and after choosing and writing this topic I truly came to know and understood the importance of copywriting and advertisement in any company. After working at adon and writing my report on “Impact of Copywriting in Marketing Communication” it made me understand and made it clear to me that copywriting is the key to stand the brand out there.

The history and evolution of copywriting:

Advertising copywriting has existed since Babylonian times and the first printed material is said to have come into the world in 1477, promoting the sale of a prayer book.

The history of copywriting dates back to when the first printed papers were distributed on the street. The actual word “copywriting” means the act of writing words to sell products. The copywriter is the person who does this, often found in ad agencies or at home as a freelancer.

The job of a copywriter began by creating ads on a large poster made of paper with a feather dipped ink (how deliciously antiquated and time consuming). These posters were fixed to walls and poles in the bigger cities of Europe. Centuries ago there were no printing processes to make duplicates, so each page was painstakingly handcrafted. Creating such ads was more of an art and it sounds incredibly meditative to me.

Eventually, they evolved to printed pamphlets and brochures and became much smaller in size as printing in its new evolution was a complicated and lengthy process, so the smaller the item, the faster it was.

Once mass printing processes were perfected, around 1605, newspapers could be mass produced and hawked on street corners. The first English paper was produced in 1664, called the Oxford Gazette (now known as the London Gazette). It was when the larger format newspapers were published that advertisements began to appear on one full page or several ads were dispersed

throughout the pages. What a glorious time that must have been for copywriters as there wasn't quite the saturated market, you could have more effect on people and their purchasing or social decisions.

It has been suggested that the first person to work as an official independent copywriter was John Emory Powers. He lived from 1837 to 1919 and was the first person to have this job fulltime and instead of working for a newspaper, he worked for the popular department stores of Lord & Taylor and Wanamaker's. These stores recognized the importance of creating excellent ads that would stand out in newspapers and magazines. He created six ads a week. I'd like that kind of work load.

He is deemed the 'father of modern creative advertising' by creating one of the most controversial ads of the era, in his signature straight talking style, that ended up selling out stock in a number of hours. Truth telling was his gimmick and it seemed to work!

Copywriting today:

Today's modern copywriter does more than simply write copy for newspaper or magazine ads. With ecommerce growing at a rate of at least seventeen per cent per year and content marketing becoming a universal marketing tactic employed by ninety per cent of businesses worldwide, a copywriter now has to be proficient in writing for the web with a sound knowledge of SEO best practices. Copywriters may also write copy for book jackets, food and product packaging, name floral bouquets write about technology trends in healthcare (done this too), write meta data descriptions for sunglasses, write media releases about musicians and authors (uh huh...) and so it goes.

A worthy copywriter is also responsible for helping websites achieve good SEO rankings involving strategic placement of common keywords that consumers are likely to be searching for, in amongst web copy and content articles without making it seem awkward and unreadable and like it's been written by a drunk robot.

Despite the medium and shelf life of copywriting changing, there are still some rock solid facets of copywriting that haven't changed over its lifetime. They are:

The need for impeccable storytelling

Using emotional persuasion

Brevity

Uniqueness

Audience focused

Purpose of copywriting:

Copywriting provides a direct line of communication between existing and prospective Customers and product or service. The fundamental purpose of copywriting is:

- Make customers aware of product or service;
- Convince customers that company's product or service is right for their needs;
- Create a desire for the product or service;
- Enhance the image of the company;
- Launch new products or services;
- Reinforce salespeople's messages;
- Create the scope for the customers to take the next step (ask for more information,

Request a sample, place an order, and so on)

Task of copywriter:

Blog posts: These can range from 200 to 1500 words. They're usually a bit more informal or opinionated, but it varies from client to client.

Stories: Stories tend to be 1,500-2,500 words and are informative, educational documents that explain the origins of a problem and how it might be solved. Often that solution will be linked to what the client sells, but the majority of the stories will be objective and useful.

Emails: Email campaigns are there to pique interest, raise awareness and prompt an action. They have to be short, enticing and informative.

Social media posts: Those little 140 character tweets and witty Facebook updates don't write themselves you know. Social media requires copywriting too.

Case studies: Short articles that explain how a company helped its customers. Case studies often have a formulaic structure but a good copywriter can find the story inside it.

Industry reports: Sometimes we have to get a bit heavy and write some hardcore reports based on real research that illuminates or expands upon a certain issue, industry or trend.

Website copy: Writing for the web comes with its own set of rules and guiding principles: it's a whole other skill set, but one many copywriters have up their sleeve.

Key role of copywriter:

- Research
- Interview
- Edit
- Proofread
- Manage projects
- Source images
- Plan and implement marketing campaigns

Copywriting plays a crucial role in promotion and advertisement of any business. No matter what business the companies are involved in, simply having a good product or service is not enough to sell the products. Infact, promotion and advertisement plays major role in getting sales for any business. Any good advertisement is incomplete without the right kind of slogan to go with it. If the advertisement does not have a good slogan then it is incomplete.

On the other hand, an advertisement can look complete with only text and without any image. Good slogans are very crucial to attract the people to the product and service. Over the years, we have heard many a popular add lines that have become so popular that they have become a part of the daily conversation.

Copywriting for brand Picture:

In the advertising for a copywriter audience reaction is all. In general, copywriters want his/her audiences to feel something or want them to think, understand or to remember the products he/she is selling, and it is called brand-building". A copywriter gives the product a bit of personality, so that it shapes people's attitudes towards the product. The advertising copywriter always focuses on how people think, feel and act.

Structure of copywriting:

Advertisements are little commercials, which come to us at all hours of the day, seven days a week, thirty days a month and twelve months a year, but not all of them have an equal impact on the audience. Some can be very annoying, but then there are also those ads that stand out and make people think. For me and people in the advertising and copywriting field, that may happen a little more often, simply because we tend to pay more attention and analyze the content of the advertisements.

An advertisement is obviously an image, coupled with a message known as copy but sometimes it's just an image and at other times it can be just a copy. But more often than not, it's a combination. In this report I will be dealing with copywriting, which according to me is the most important part of advertisement.

Following are some of the things that a copywriter needs to keep in mind during writing copies:

Simplify the purpose of the Ad through Copy:

What will be the consumer's first response after seeing the ad is the most significant part of copy writing. Whatever the response is, writers need to make sure they know those reactions before the customers' make them and then put the pen on paper. From my own experience and the way I have seen people around me work; I can say that, getting a clear view and go for it is the classic yet the most used technique of copy writing.

Attractive Headline:

The headline is crucial because a great headline can make a business shine overnight. The mission of a copy is to reach out to the consumer as they are paging through magazines, surfing the web or TV channels and somehow draw their attention. A copywriter needs to do a lot of brainstorming before deciding on the headline, which will help to flesh out the ad.

Write using conversational tone:

Copywriting is a one-way communication with the consumer either written or spoken. That is, the potential customer cannot ask questions of the ad. At least not at the beginning they cannot, but definitely in the future they may raise question for or against the ads. Good ad copy is

persuasive prose that convinces the consumer to buy. Writer needs to bond with the potential customer to make them believe what he/she is delivering is for their benefit.

Creative:

How do copywriters make the ad really stand out? He/She must find a unique way of expressing an idea or concept in the ad. A new way of approaching an old product can really bring it to life.

Make Every Word Count:

This is where ad copywriting really becomes an art form. To make every word count means that to get rid of the fluff and keep the meaningful words. When this is done the ad takes on a whole new look and feel. But the real impact is made when it is read. An ad that keeps only the significant words is an ad that will read or sound very well.

Tiny and crunchy Sentences:

People are drawn to copy that is terse, hard-hitting and to the point. Using the present tense and the active voice make the ad precise and striking.

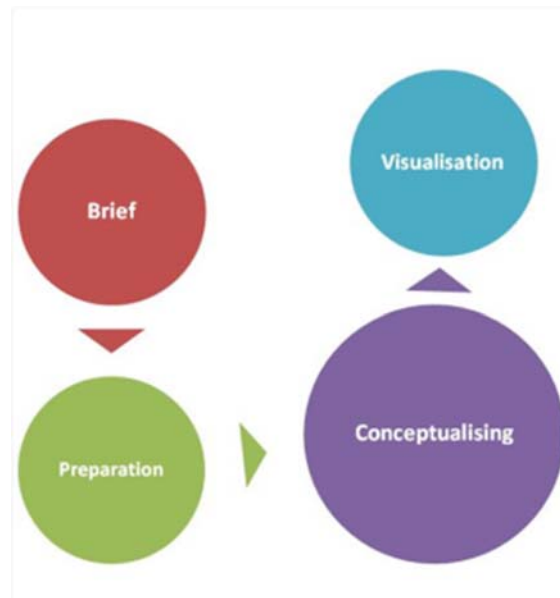
Write about Benefits of the Product:

People love to know what is in the ads for them; they want to see what benefits they can have that the company is informing them through these ads. The goal is to express how the product or service will positively impact the customer's life. The features of the product or the details about the company are important but people are so conditioned to talk about features, that they often forget about the benefits that those features can bring to their lives.

Copywriting and Digital marketing:

Nowadays digital platform such as Facebook, Youtube, blogs are very much effective medium for advertising. Around 20 million people of Bangladesh are using Facebook. Almost all of the brand runs Facebook page and runs online campaign to engage the audience and build a brand perception. In digital platform most of the visible works are dependent on copywriter and visualize. Thus it creates huge demands for copywriters.

Work process of Copywriter:



Brief:

As Creative thinking is very important in Adon Communication, the process is immensely practiced here. Whenever a new idea for AV or RDC (Radio Commercial) or any other kind of campaign is needed, our GM (Acting creative director) call on a meeting with account management and creative department and brief them about the product or service and then the department start thinking on it by following the process of creative thinking.

Preparation:

After getting the brief creative department seats together and discuss about the brief. They understand the tone of brand and dive into deep to the USP. Then it is mandatory to do a primary research about the brand, competitor, target audience, habits of consumer. Another important aspect of this process is to identify the psychological perception and cultural tension of targeted consumer.

Conceptualization:

After research generating ideas and visualizing them is the next step. The feasibility test is essential for the ideas and to check if those ideas are doable or not is also important. The final concept will be discussed with the creative director and he/she will approve it or further improvise it.

Visualization:

The final step of the process is visualization. It is the time to determine, how we will see the visual. It can be a Audio visual, radio commercial, graphical content, typography etc. The graphic designer will create graphical content and the script will be sent to director for Av production.

My role as a copywriter:

As a copywriter I was there to brainstorm and generate ideas for campaign for brands, writing pitch stories, writing captions for Facebook post, writing headline of graphical content, writing website copies, Rj endorsement script and so on.

After I joined as an intern copywriter I got the opportunity of writing call to action story for Mojo for valentine day campaign named “Antorer dak”. Two video was produced from my script.

Product: Mojo

Client: Akij group

Job: call to action video for facebook

Director: Russel Sikder

Background: Mojo wanted to run a online campaign for valentine day.

For this Av production I got to observe the shooting process of a television commercial.



In my internship period I wrote more than 50 stories for thematic campaign, Brand positioning, client pitching etc. Here are some of them:

(একটি ছেলে তার গল্প টা বলবে। ছেলের নাম আবির বিশ্ববিদ্যালয়ে দ্বিতীয় বর্ষে পড়ে।তার গার্লফ্রেন্ড সাবা মেডিকেল কলেজে দ্বিতীয় বর্ষে)

ফেইসবুক লাইভে আবির।

“তখন সবে আমি ভার্সিটিতে এডমিশন নিয়েছি আর সাবা মেডিকেল কলেজে। মেডিকেল কলেজে থেকে বিশ্ব এন্টিবায়োটিক সচেতন সপ্তাহ পালন করতে ই সাবারা রাস্তায় নেমেছিল । বিষয়টাছিল “এন্টিবায়োটিক খুব গুরুত্বপূর্ণ ও ষুধ হলেও ছোটখাটো রোগের ক্ষেত্রে এ টা বর্জন করা উচিত”। আর এই বিষয়টাকে কেন্দ্র করে সাবা ফেইসবুকে স্ট্যাটাস দেয়। কি জানি কি মনে করে আমি সেখানে কमेंট করে বসি “তুমি আমার...”

এমন সময় আবিরের ফোনে কল আসবে। স্ক্রিনে দেখা যাবে এন্টিবায়োটিক কলিং... । (আবির উজ্জ্বলিত অবস্থা থেকে একটু কাচুমাচু হবে) সাবা ফোনে বলছে,শোন আজকে কিন্তু তোমার কুমির জন্য ডাক্তার দেখানোর কথা। কখন দেখা করবা?আবির বলল বিকেলেই করব মেম। (আরো কথা হয়)

voice over:

ভালোবেসে আবির সাবাকে ডাকে এন্টিবায়োটিক। তার কারনটাও তো মরা এখন জানো । তুমি তোমার ভালোবাসার মানুষটিকে কি নামে ডাকো আর তার পেছনের গল্প টি জানিয়ে দাও আমাদের আর জিতে নাও (পুরস্কার)

[শিবলী আর জাবেদ দুই চাপাবাজ বন্ধু চিজ পায়স খেতে খেতে স্টেডিয়ামের কাছ দিয়ে হাটছে আর কথা বলছে]

শিবলী বলল, এই জাবেদ, ভাবছি স্টেডিয়াম টা কিনে নিব। জাবেদ, হ্যাঁ বললেই হলো নাকি আমি বিক্রি করলে না কিনবি। শিবলী, কেন তুমি তোমার জানের জান ক্রিকেটার সাক্ষির কে নিয়ে খেলবা নাকি এখানে যে ১ বলে ১০ রান নিবে। জাবেদ একটু রেগে গিয়ে বলল, ১ বলে কেমনে ১০ রান হয়? কেন তোমার ব্যাটসম্যান এমন জোড়ে শট খেলবে বল দুই টুকরা হয়ে এক টুকরা হবে ছয় আরেক টুকরা হবে চার [হিহিহি]। জাবেদ খুব সিরিয়াস হয়ে বলবে দেখ ফাইজলামি করবি কর কিন্তু দেশ নিয়ে কিছু না। শিবলী বলল দেশ নিয়ে কখন কি বললাম। জাবেদ রাগি ভঙ্গিতে বলল ওই একি কথা। শিবলী বলল, এত সিরিয়াস! তুই ত আসলেই একটা বাঙালিরে। (আসলেই বাঙালি ভেরিফাইড সিল আসবে স্কিনে)

জাবেদের মতই ক্রিকেট আর দেশপ্রেম ওতপ্রোতভাবে জড়িত বাঙালি চরিত্রের সাথে। এই বৈশাখে কারা আসলেই বাঙালি তা জানতে বের হয়েছে রিয়েল চিজের স্বাদে চিজ পায়স। কোন কোন বৈশিষ্ট্য থাকলে কাউকে বলবে আসলেই বাঙালি কमेंট করে জানিয়ে দাও আমাদের আর জিতে নাও আকর্ষণীয় পুরস্কার।

বৈশাখি সকাল। ইরা আয়নার সামনে দাঁড়ালো। বিছানায় পাঞ্জাবী ঠিক করছে রাসেল। কপালে টিপ পড়ে সেটা ঠিক করতে করতে হঠাৎ কেঁদে দিল ইরা।[বাসার কলিং বেল বাজবে তখন] রাসেল সেটা দেখে ইরাকে বিছানায় এনে বসিয়ে জিজ্ঞেস করল কি ব্যাপার কি হলো।[কান্না মুছে দিবে রাসেল] ইরা বলল ওকে ছাড়া আমার প্রথম বৈশাখ। পুরনো দিনের কথা খুব মনে হচ্ছিল।

[ফ্লাশব্যাক এ চলে যাবে..] [(ইরার বয়স ১৬) ইরা পহেলা বৈশাখের সাজে। কিন্তু কোথাও টিপের পাতাটা খুঁজে পাচ্ছেনা। টেবিলে বসা আবরার মুচকি মুচকি হাসছে। তার হাতের পাশে চিজ পায়ের প্যাকেট। ইরা চোঁচিয়ে উঠবে বদ কোথাকার। তুই লুকিয়ে রেখেছিস আমার টিপ। জলদি দে নইলে কিন্তু তর সাথে পাতা ভাত খেতে যাবোনা। আবরার বলল, পারলে খুঁজে নে। ইরা তখন চিজ পায়ের প্যাকেট দেখল। সে বলল, আচ্ছা তাই না। বলে চিজ পায়ের প্যাকেট থেকে টিপের প্যাকেট বের করল।] (পুরো ফ্লাশ ব্যাক এ ভাই বোনের দুর্দান্ত খুনসুটি ফুটে উঠবে)

ফ্লাশব্যাকে শেষে ইরা আর রাসেল রুম থেকে বের হবে। ড্রয়িং রুমে ইরা টেবিলে দেখবে চিজ পায়ের প্যাকেট। বুঝতে বাকি থাকে না তার আবরার এসেছে। লুকিয়ে থাকা আবরার কে দেখার সাথে সাথে তাকে জড়িয়ে ধরে বলল ভাই আমার। মাথা ঘুরিয়ে তাকাবে রাসেলের দিকে। ইরার চোখে মুখে ফুটে উঠবে ধন্যবাদ।

voice over:

ফুটফুটে শিশুর শরীরের ঘ্রাণের মত সুন্দর হয় প্রতিটা বাঙালীর কৈশর। আর এই সময় বৈশাখের উদযাপন টাও হয় ভিন্ন। এই বৈশাখে চল চিজ পায়ের স্বাদে হারিয়ে যাই স্মৃতির রাজ্যে। চোখ বন্ধ করে একবার ঘুরে আসি সেই হারানো রাজ্য থেকে।

or

প্রতিটা মানুষের ছোটবেলা হয়ে থাকে স্মৃতিমধুর। আর সেই সময়ে বৈশাখের উদযাপন টাও হয় ভিন্ন। এই বৈশাখে চল হারিয়ে যাই স্মৃতির রাজ্যে। তুমি ছোটবেলায় কিভাবে বৈশাখ উদযাপন করতে জানিতে দাও আমাদের আর জিতে নাও আকর্ষণীয় পুরস্কার।

মা রিমার সাথে কথা বলছেন বসে। [রিমা কিছু না বুঝে অবাক হয়ে শুনতে থাকবে]

জানো লক্ষীর বাবা যখন আমাদের ছেড়ে চলে যান তখন ও ক্লাস টু তে পড়ে । আমি নিজের কথা একটুও না ভেবে শুধু ভাবছিলাম ওর কি হবে , ওর ভবিষ্যত কেমন হবে।

এরপর আমি চাকরী করা শুরু করি। দিনে অফিস আর রাতে কিছু সেলাইয়ের কাজ । এই করে হালটা আমি কোন রকমে ধরেছিলাম। লক্ষীটাও সব লক্ষীর মত কাজ করেছে। ক্লাসফাইভে আর এইটে সরকারি বৃত্তিপেল।এসএসসি, এইচএসসিতেও ভাল রেসাল্ট করে ভর্তি হল সরকারি বিশ্ববিদ্যালয়ে। তারপর পাশ করে চাকরি।আর এখন তোমার মত ..

রিমা বিরক্ত হয়ে বলল মা আপনাকে ফল দেই?

মা বললেন অহ আচ্ছা (হাহা),সুমন কে ছোট বেলায় লক্ষীসোনা ডাকতাম।আপ্তে আপ্তে লক্ষী সোনা থেকে কখন যে লক্ষী হয়ে হয়ে গেলো টেরই পাইনি..

রিমা : আমি ভেবেছিলাম কোন মেয়ের কথা বলছেন।

সুমন ওর রুম থেকে এসে বলল কি নিয়ে কথা হচ্ছে তোমাদের ..

Voice over:

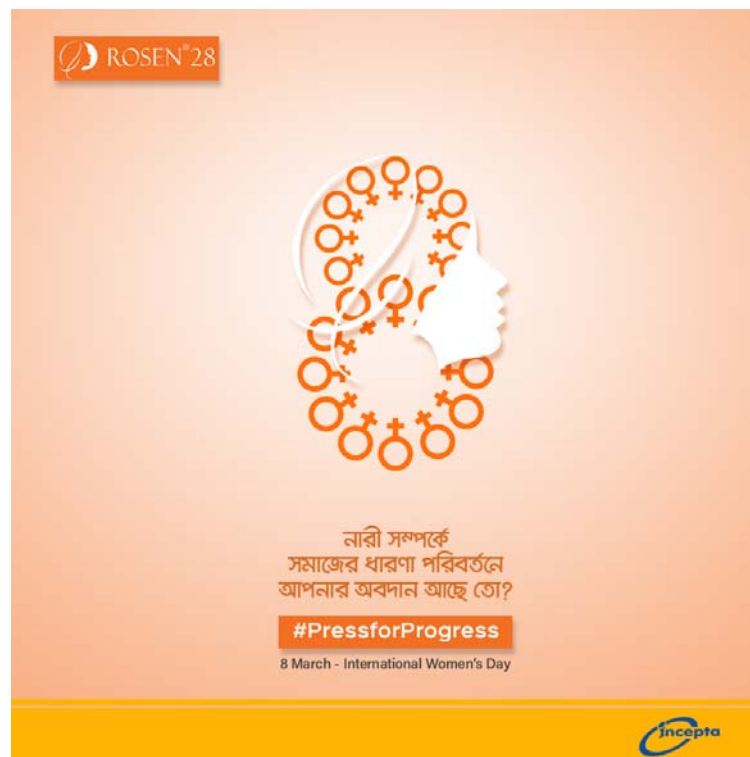
আদর করে মায়েরা অনেক নামেই ডাকেন ছেলেমেয়েদের। তোমার মা তোমাকে কি নামে ডাকে আর কেন জানিয়ে দাও আমাদের আর জিতেনাও পুরস্কার ।

আকাশ আজকে অনেক খুশি। টিকেটশালায় ট্যুর এর টিকেট কেটে অবশেষে সে যাচ্ছে সাজেকে। আকাশকে বাসে উঠিয়ে দিয়ে হাফ ছাড়ল শাফি। সে যাবে এনিভার্সারি উপলক্ষ্যে গার্লফ্রেন্ডকে নিয়ে মুভি দেখতে। টিকিট কেটে নিলো টিকেটশালা থেকে। অনলাইন কাউন্টার থেকে টিকেটের প্রিন্ট কপি কালেক্ট করে সে যাচ্ছে হলের দিকে। আজকের মত কাজ শেষ পিয়ার। প্রিন্ট কপি শাফিকে দিয়ে পিয়া বের হয়ে গেল ট্রাই নেশন কনসার্টের উদ্দেশ্যে টিকেটশালার মাধ্যমে টিকেট কেটে। পিয়া বান্দবীদের নিয়ে ঢুকল কনসার্টে। অল্প দূরে হাসি ফুটল ইভেন্ট ম্যানেজার শাদাবের। মাকে চিকিৎসার জন্য নিয়ে যাবে সিঙ্গাপুরে। কেটে সফেলল সিঙ্গাপুর যাওয়া টিকেট টিকেটশালা থেকে। শাদাব এয়ারোপোর্টের ফর্মালিটি শেষে মাকে নিয়ে এগিয়ে যাচ্ছে প্লেনের দিকে। শাদাবের ফরমের কাজ শেষ করে রিদিতাও খুশি। সে যাবে তার ফ্যামিলি নিয়ে সিলেট ট্যুরে। টিকেটশালা থেকে গাড়ি ভাড়া করে নিল সে। সিলেট পৌছেই রিদিতার ননদ ফারিহা তার বয়ফ্রেন্ড সাকিব কে কল দিয়ে জানালো সিলেট পৌছে গিয়েছি আমরা। এদিকে ফোন রেখে দিয়ে সাজেকে থাকা সাকিব আবার গানের আসরে জয়েন করল আকাশদের সাথে।

payoff: একেক জন মানুষ একেক রকম। তাদের চাহিদা একেক রকম, প্রয়োজন একেক রকম। আর সব ধরনের মানুষের সব ধরনের টিকের চাহিদা পূরন করতে রয়েছে টিকেটশালা .কম।

Apart from writing scripts I have also written copies and developed content ideas for many brands facebook page.





রোজেন ২৮®



যতনে থাকুক মা
যতনে থাকুক ভাষা



ROSEN® 28



প্রতিটি নতুন দিনে
পুরোনো হয়ে থাক **রোজেন ২৮**





**YOU ARE ONLY
AS GOOD AS YOUR
LAST HAIRCUT**



**WE ARE READY
TO MAKE YOU
LOOK STUNNING**

BD GROUP



মাতৃভাষা

আমাদের মাতৃভূমিকে দিয়েছে
বিশ্ব পরিচিতি আর সম্মান

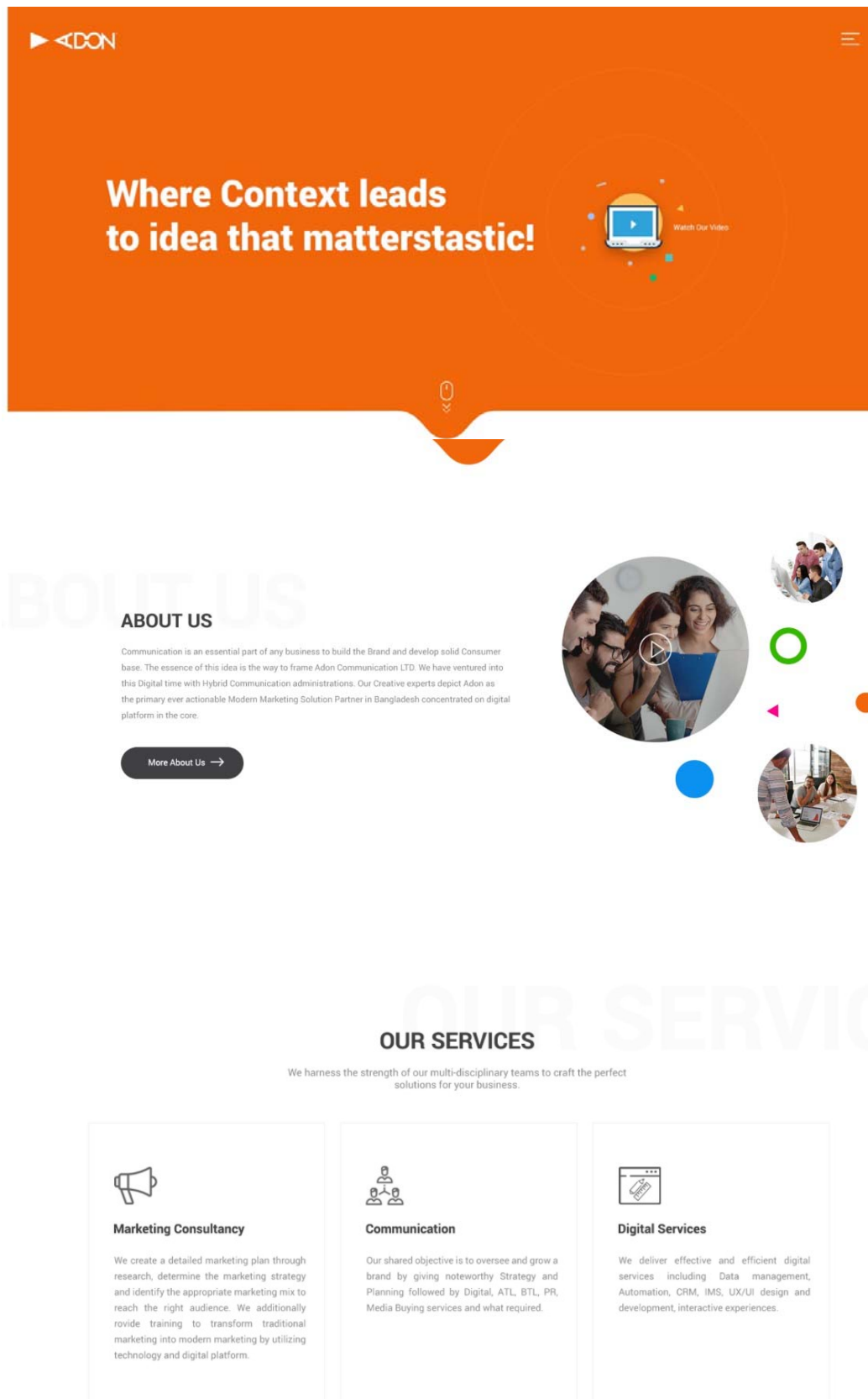
BD GROUP



সবুজ

সবুজে সবুজে ঘেরা থাকুক আবাস স্থল

I have also written the copies for Adon website.



Challenges:

It is very rare that a client is satisfied by the first draft that you present to them. They will come to you with a hundred changes in mind. Sometimes, even when they know that the work they received is of acceptable standards, they would simply just ask “Isn’t there a better word for this?”

The only way to handle this challenge is to be firm when dealing with the accepting party of the work. If there is room for improvement, the writer should make the effort to make it better. However, in an instance where there isn’t anything to be changed, the writer should communicate this fact to the client in the most polite yet convincing way possible.

Creativity and Technicality is a challenge faced by copywriters in the field of creating marketing content. Most clients want to include all the technical aspects of the products and services they offer in the content that is designed while making it extremely creative.

Meeting the deadline is another big challenge for copywriters. Writing isn’t a robotic operation. You can’t speed up the process just because a client wants it a day before the deadline. This fact is easily disregarded by most people.

A writer can only write at a certain speed. They don’t just have to look for information but also think of ways to present in a creative way. They also have to consider other aspects such as originality and reliability. Imposing difficult deadlines on writers will only reduce the quality of the work that they produce.

Lesson learning from the internship report

Working in a advertising agency as well as communication company, I am glad I am a part of this work among the crew. Become one of the inspiring people who stay behind the stage, trying to create something that many people in the country encounter in their daily life. Since I am always fond of learning how to be a creative person, I thought it would be nice to explore the agency world – a complete new-world which I have never experienced before.

As described in this report, my work as a copywriter is to write slogans, headlines, advertising copy, radio and TV scripts, web contents and more stuff as needed in both Bangla and English. These works involve in creating a short and precise sentence that can attract the audiences or the readers to consume or aware of the products.

After doing office for whole 3 months I came to know how to behave with our colleagues, with our seniors and also with our respected boss. And apart from the people in office I also learnt how to deal with customers and how to make them happy. And I am quite sure that all these stuffs are going to help me out in my future jobs and for all these I will be able to cope up with any situation and condition.

Conclusion

In present days advertisement can be seen or heard everywhere: in store windows, on the billboards, through the radio, on the television, the internet, in mail-box etc. Advertising helps customer to choose which product is best, or better than other product of the same kind. It also provides the customers information about their products, the cost, the version, the qualities, etc. Instead of going out to the machine where the products are made, people only have to stay at home, tune on the TV or radio or connect to the internet and take a look at the advertising channels or the websites of the producer. All those advertising materials are developed by the copywriters and the creative team.

After spending 3 months working in creative department as a copywriter, I get to learn a lot from this internship. The primary strengths or benefits that I could get from this internship is, first of all, I get to understand a lot about the working process in one advertisement agency. I understand how each department in agency processing. I get to meet a lot of expertise and talented people with interesting ideas.

After experience working in agency, I finally manage to succeed some of my goals which to be able to work in creative fields and get to have network with dynamic and creative people. Moreover, I am able to understand clearly of working environments, and hopefully these experiences would develop me to have a clear goal of the future career and in my profession after graduate. Besides, not only this internship helps me to have a sense of creating effective communication strategies, but also it provides me an opportunity to make a lot more friendship with the colleagues.

In the future, I hope my experience from this internship will be a guideline for me to become an effective communicator and a creative problem solver.

Reference

Kotler F. (2000) *Marketing Management*. 14th ed, Prentice Hall

<http://www.jonesthewriter.com/copywriting-blog/the-history-and-evolution-of-copywriting>

<https://www.articulatemarketing.com/blog/what-does-a-copywriter-do>

<https://gradireland.com/careers-advice/job-descriptions/advertising-copywriter>

<http://www.businessinsider.com/>

www.business.com/directory/advertising

<http://designwritecommunications.com/4-of-the-biggest-challenges-business-copywriters-face/>

<http://www.adonbd.com>

<https://www.red-fern.co.uk/blog/insights/digital-copywriting-in-2017-what-you-need-to-know.html>

<http://www.adweek.com/brand-marketing/>