



Internship report on

The trend of wearing contact lenses now-a-days.

Coolense: A famous contact lenses brand

COURSE: BUS400 (SEC 01) – INTERNSHIP

PURPOSE: REPORT

Submitted To

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LETTER OF TRANSMITTAL

10th August, 2017

Iffat Tarannum

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Subject: Submission of the Internship Report

Dear Madam,

It is a great pleasure for me to submit the internship report as a part of my BBA program to you that I am assigned to prepare under your direct supervision of the topic entitled “How people accept the trend of wearing contact lenses now-a-days. What is their opinion about a famous contact lenses brand Coolense” This report contains a detailed description of the usage of contact lens in Bangladesh. I am fortunate enough that I have got an experience to work in Cookie Jar, concern of Asiatic 3sixty, is a digital marketing agency and it also contains my experiences and learning in the Social Media. Cookie Jar.

I have got an opportunity to work with different clients for different Brands to learn their accomplishments and services that they provide to the customer effectively. I would like to thank my supervisors, Rafia Anjum (Ad and Media Operations Executive), Nusrat Islam Neesha, (Key Account Executive), for helping me all the way of internship and Group Operation Director, Sriya Sorbojoya, for her important lessons on different aspects of digital marketing and client servicing.



I tried my best to show my skill, which is achieved in 3 months, practical experience of this report. Finally I would like to assure that I will remain standby for any clarification and explanation when required.

Thank you in advance for your kind assistance. I enjoyed working on the report and hope you will consider all my mistakes generously.

.

I hope you find this report satisfactory.

Sincerely Yours,

.....

Rifat Tashfiha Abanty

ID. No: 12304039

BRAC Business School

BRAC University



ACKNOWLEDGEMENT

My acknowledgement begins with thanking the Almighty Allah for all His blessings. Firstly, I want to sincerely thank my internship adviser Iffat Tarannum, Lecturer, BRAC University for giving me the opportunity to do my report under her supervision and for her unending support and providing the necessary help for the completion of this report. She is the one who gave me the chance to make a paper like this one. Thanks to her for believing me that I could do this. She made it possible for me by encouraging me in every single moment and without her constant guidance, advice and helpful nature throughout the paper it would have been near impossible to complete this so smoothly and in the allocated time.

I would like to thank Rafia Anjum (Executive, Ad and Media Operation) and Nusrat Islam Neesha (Key Account Executive) for knowing me all the basics and patiently showing us every elaborate detail and guiding me about brand Coolense and Veet. I have done my whole internship period under them and really grateful to them for a big time for helping me in my each and every step of work at office.

I would like to show my warm hearted gratitude to the whole Cookie Jar team for being helpful and supportive in every little help. A special sign of gratitude to the people who have helped a lot during the project and we also acknowledge all the published report and papers in websites which were required for completion of the project.

Without them it would not possible for me to complete this difficult task. I got all necessary guidelines, cooperation and advice from them to complete this complicated task.

With warm Regards,

RIFAT TASHFIHA ABANTY



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EXECUTIVE SUMMARY

Cookie Jar is one of the leading Digital Marketing Agency in Bangladesh. Cookie Jar has established a strong foothold in the digital media branding scene of Bangladesh. They have worked with Emami, The Daily Star, MobiMedia, Chaldal, Be Here Now, Telenor Digital, Bengal Meet, Opera, HP Bangladesh, Airtel Buzz Ltd, different brands of Reckitt Benckiser like Dettol, Veet, Harpic, Thyrocare Bangladesh, LR Global Bangladesh, Tonic, Financial Express, Reconnect, G4S, Coolense etc. Clients. They offered internship opportunities and give them task included the Digital marketing-related issues e.g. how to communicate with the clients, how to make contents and write copies, how to design post, managing plans, how to attend clients, how to promote ads, how to make brands reports, etc. so that they (interns) can learn these basic issues regarding Digital Marketing. Cookie Jar is a delightful workplace. Most employees are right out of some elite universities such as IBA – DU, NSU, BRACU, IUB, and other foreign universities, there is a coherence of ideology, taste, knowledge and culture among all the employees. The low age-difference among the employees is also a reason why the internal communication is so good. There is no workplace politics here in Cookie Jar. Cookie Jar agency is a place of place work and so flexible. It is the most flexible and learning workplace to work.

COMPANY OVERVIEW

History of Asiatic

Asiatic have stepped into industry in 1966 15th March named by as East Asiatic. They worked on campaign to be in touch the significant role of jute mills. After that they turned into Asiatic 3sixty in the in a while years of its process and became one of the biggest total marketing communication group in Bangladesh and since operation in 1967, Asiatic 3sixty (then East Asiatic) on hand 360 degree marketing solution to its multinational and local clients.

In 1996, Asiatic built international partnership with J. Walter Thompson. Later in 2005, the agency was “re-lunched” by dropping the J. Walter Thompson in exchange for JWT. As being a part of the Asiatic family, oldest advertising agency in the world, it has pioneered many of the advertising innovation in Bangladesh. JWT the fourth greatest marketing agency in the world has nearly 10000 employees in more than 200 offices in over 90 countries, serving over 1200 clients. Basically this attachment transformed the marketing communication wing of Asiatic 3sixty and renamed it to Asiatic JWT.

The Various Concern Asiatic 3sixty

Asiatic JWT

This is the subordinate division of the JWT universal in Bangladesh and gives creative support and marketing communication related support from JWT worldwide. It has two main sub-division under Asiatic JWT.

Asiatic Marketing Communication Ltd. (AMCL)

This is the wing that makes all the promoting correspondence material for the customers; the materials can be anything going to a flag print imaginative to a total ATL advertisement. This wing fundamentally works with the ATL correspondence of the customers and gives all the creative help to the various wings the coordination of which gives the customer a 360-degree market arrangement. One of the real help necessities originated from AEML itself as it required



all the imaginative materials of the customers for the BTL correspondence and Activation programs that it required.

Asiatic Social Limited

Social Marketing Communication wing of the Asiatic JWT that essentially address social advertising and social issues and primarily works with different NGO's (Non-Governmental association), the administration and other social showcasing organizations to give promoting answers for social issues.

Group M

This sub-work comprises of three unique offices to be specific: Asiatic Mindshare, Maxus and Media edge, all of which has just a single essential capacity which to a great degree enhanced itself in nature and is exceptionally challenge: Media Buying. Media purchasing is the acquirement of the most ideal situation and cost of a bit of media land inside any given media. The fundamental assignment of media purchasing exists in the transactions of cost and position to guarantee the most ideal esteem can be secured.

Asiatic Events Marketing Limited

This is the Below the Line Marketing arrangements wing of Asiatic 3sixty and gives the best enactment and BTL promoting answers for its customers.

MRC-Mode

This is the statistical surveying wing of Asiatic 3sixty and it outlines look into designs advertisement inquire about strategies to furnish the customer with all the imperative, applicable and wanted data precisely and in an easy to understand form which helps the customers basic leadership and program dispatch process

Forethought PR

This is sub unit that arrangements with open connection and media administration. This division guarantees that the correct message is passed on by the media and furthermore helps in correspondences not through the conventional techniques but rather through the exposure and administration. This division keeps contact with people and nonentities who assume a critical part in the general public, whichever social branches they have a place with and guarantees that they impart the correct message through appearances, exhibitions, and so forth.



Nayantara Communication

This is varying media generation unit and office for the Asiatic 3sixty and makes all the varying media components that the AMCL or AEML or some other division requires. They are the people who shoot, alter and make varying media introduction, which might be as a show, short film, and so on. This office is additionally related of Sesame Street Inc. in Bangladesh and correspondences instructive recordings and recreations in Bangladesh.

Cookie Jar

Asiatic 360's one of the digital marketing agency is Cookie Jar, which is one of the best digital marketing agencies in Bangladesh. The founding members of the agency are **AlyZaker** and **Sara Zaker** and it got its operative license from the internationally recognized JWT agency.

Along with these departments and sub units, Asiatic 3sixty also has 20 Miles, which is another audiovisual production house of Asiatic 3sixty and their own in house printer called the Moitree Printers.

I have completed my internship from Cookie jar.

Cookie Jar

Introduction

Asiatic 360 Marketing Ltd is an intuitive marketing communication agency committed to serving its customers to meet their business destinations and help them to assemble successful market correspondence systems. It is one of the largest agencies of Bangladesh.

In this time of digitalization, regular communication is transforming into digital communication, where Cookie Jar plays a fundamental role. Cookie Jar is the digital concern of Asiatic 360. They make ideas come to life in the digital world by combining innovative campaigns with engaging contents. Their technically knowledgeable "Cookies" give answers for the brands to develop in the digital advertising tools, for example, SEO, SEM, information investigation, social media marketing, website testing and improvement, web based publicizing, effort administration and then more.

Asiatic 360's one of the digital marketing agency is Cookie Jar, which is one of the best digital



marketing agencies in Bangladesh. The founding members of the agency are **Aly Zaker** and **Sara Zaker** and it got its operative license from the internationally recognized JWT agency. Asiatic 360 has been operating for last 50 years and have had huge success rate in the field on marketing communications since its inception. More than 80 clients are currently having account with Asiatic for all their ATL-BTL campaign, activation, events as well as their direct marketing. Cookie Jar was created to cater the demands of the digital and social media marketing for its clients for last 3 years. It is one of the first mover companies in Bangladesh market in digital marketing. Now it is one of the biggest digital marketing agencies in Bangladesh with a semiannually turnover of more than 1 corer taka. Its current clients are HP, BMW, Marico, GSK, The Financial Express, G4S, ICT Division, Reckitt Benckiser and some other brands.

Mission To help client and partner achieve their business and development objectives by providing specific solutions to their digital communication needs.

Vision To become the agency of choice of as an innovative, client-focused and socially committed service provider.

Departments

Cookie Jar works with four different departments. The most important and the most active of them is the Digital Client Servicing Department. They are the one who maintain the relationship with the clients and also coordinate with the executives. The creative department fulfils the requirements of the client's needs and other departments ensure smooth functionality of the organization. Other brief details of the departments are given below:

HR Department

This department is not situated in Cookie Jar, but it's connected from the Asiatic 360 centre. The head of HR department is **Smita Aparna**, who coordinates with Cookie Jar for all recruitments, hiring, training and development process.



Client Service Department

This is the most important department as they are the one who maintain the relationship with the clients and communicate about all their needs. They make sure that the clients are always happy by coordinating with the team regarding the needs of the clients and do all the creative thinking and also the research needed for them.

Creative and Operation Department

These are the people who actually think create and execute all the plans and other materials demanded by the clients. They do ideation, visualization and all other creative works to make the thing happen in real as per the needs of the client to make their brand as they wanted.

Planning Department

This is for now the smallest department of the organization. The planning team puts all the things together and makes a campaign or any particular clients' work a big success. They develop all the plans by using other departments follow the procedure and coordinating with all the departments.

Finance Department

The finance department of Cookie Jar Ltd. functions like finance department from any other business organization. They do budgeting for any digital communication campaign and contest as well as for online promotion and advertisement campaign

Recent scenario of Cookie Jar

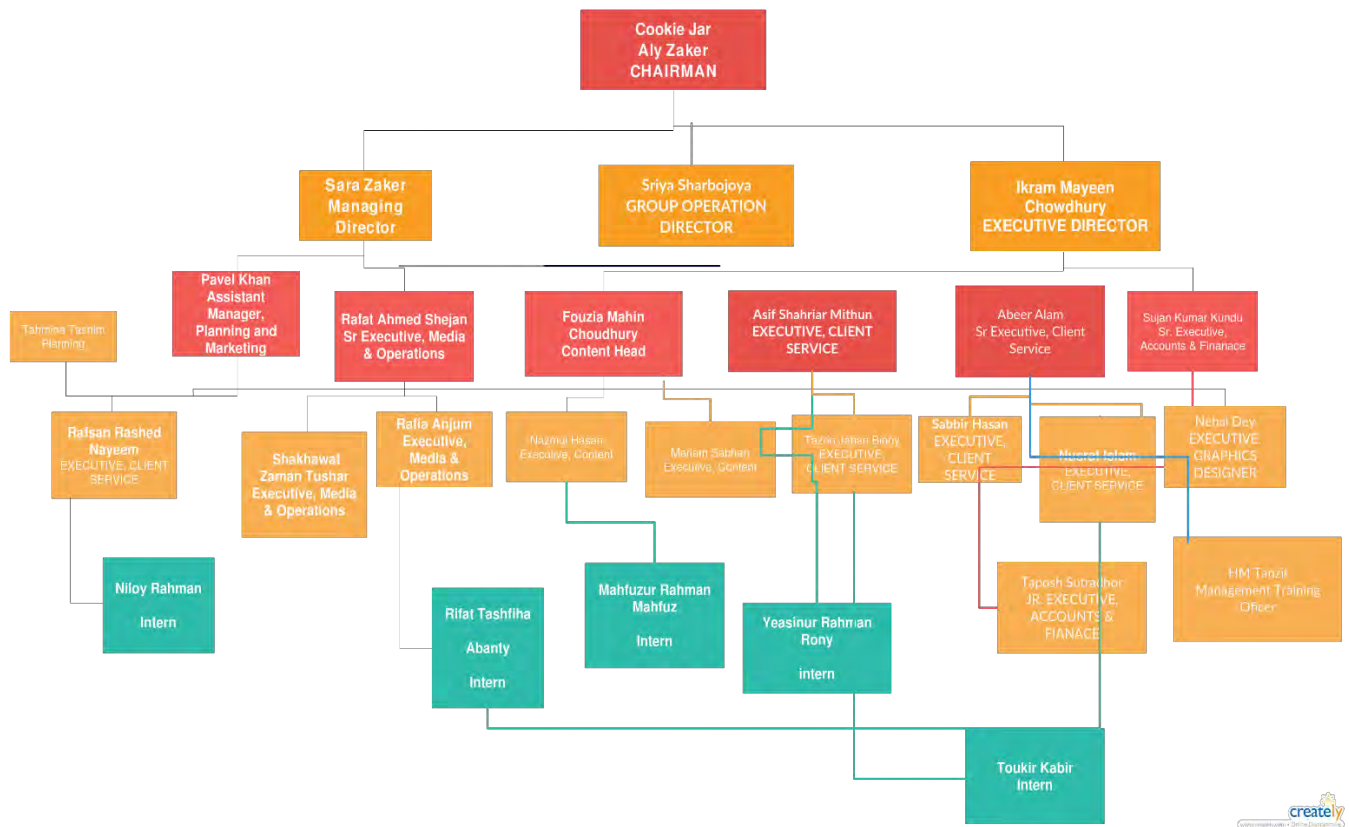


Figure 1: Recent Scenario

PROJECT INTRODUCTION

Recent trends wearing contact lenses

Fashion is a common thing to all of us. It has been going on for many years in many ways. Fashion is a standard style or exercise, especially in clothing, footwear, accessories, makeup, body, or furniture. Fashion is a distinctive and often constant trend. Fashion varies age to age, person to person, generation to generation. But all people have their own style which they followed in their life. Trend is something like that which people always follow. Fashion and a fad can be distinguished by their prevalence through time. Fashion and fad have increased high levels of adoption and declined soon too. Trend need a slower period of adoption and acceptance but it will create long impact to the people.

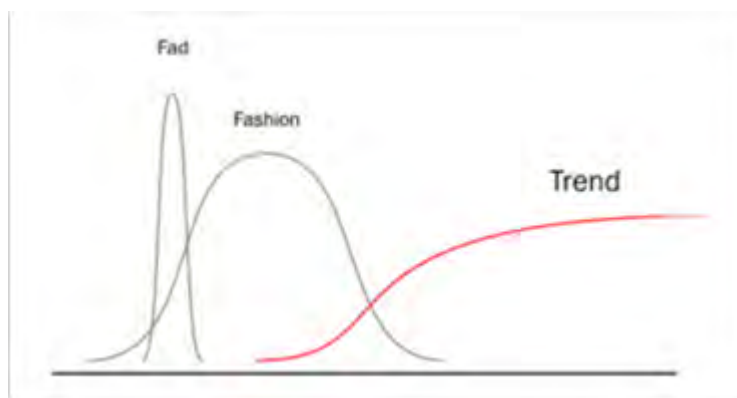


Figure 2: Trend of lens

Trends maintain class. In Bangladesh wearing contact lenses has become a very popular trend. People are very much liking this contact lenses. The question is why we are using lens? For the advance of science people can change our eye colors through contact lenses nowadays and it has become very popular trend. People are becoming very conscious about their look. They need to make our look glamorous. People don't want to wear spectacles. They have a thought if they will wear glasses or spectacles, you will look older. Every actresses are using lens too and some of them like to follow our favorite actress. People want to look different.

It is not a bad thing if you wear or use lenses in a proper way.

Introducing Coolense

Coolense is a Malaysian Brand of Colored Contact Lenses. Malaysian One Drop Group brings the Coolense brand contact lenses with the promise of eye protection, adding some glamour to the look. Coolense enhances beauty and protects vision also. Their motto is to be darling, be bold and be beautiful. These lenses are made in South Korea. These lenses are researched and designed in the United States of America. Coolense entered in Bangladesh at the month of January of this year. Coolense is the safest lens brand in the market. It has gain so much popularity because of its q quality lenses. Before Cookie jar BanglaShoppers are maintained their page. But from April 1st they have made an agreement for three months with Cookie Jar, Digital marketing agency. From then till now Cookie jar is maintain their digital page. They are very popular brand in Malaysia, Thailand, Africa, Singapore, and of course in Bangladesh too.

SWOT Analysis of Coolense

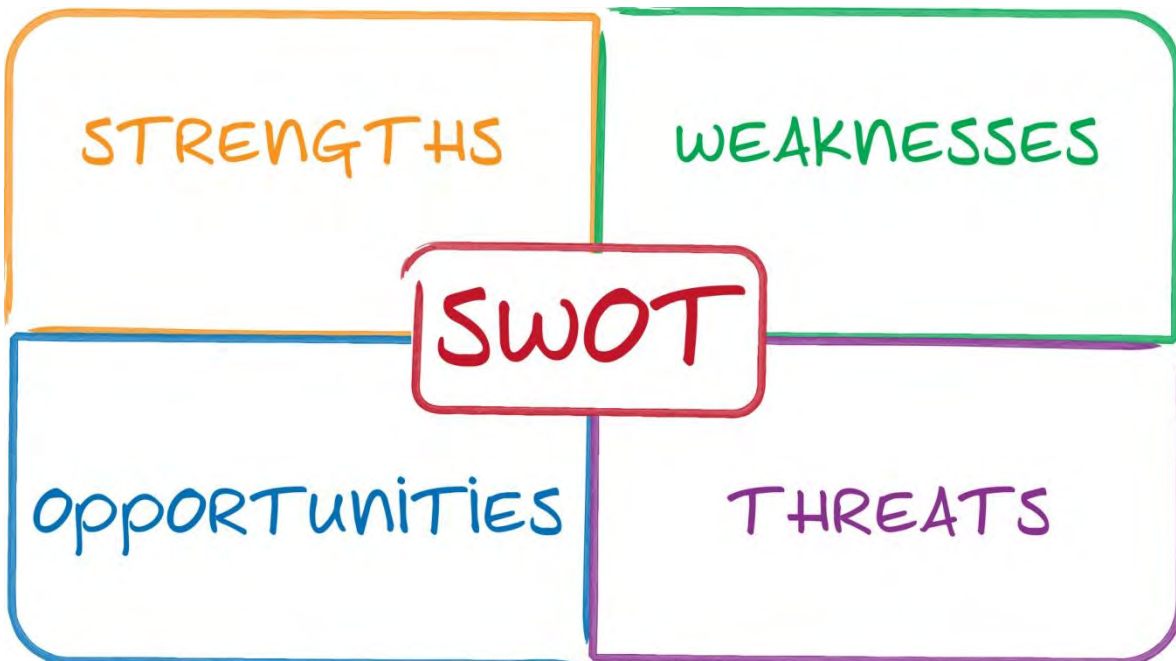


Figure 3: SOWT Analysis of Coolense



We all know about the SWOT analysis. S stands for strength W stands for weakness O stands for opportunities and T stands for threat.

Strengths as current factors that have driven outstanding performance of the brand. Other strengths might include highly competent employees, a clear understanding among employees of the company's purposes, and a focus on quality improvement. Coolense's Strength is:

- ✓ It is portable,
- ✓ It has no extra weight
- ✓ Can wear with sunglasses or even in 3D lasses
- ✓ Easy to use,
- ✓ Comfortable and safe, glamorous
- ✓ Can carry everywhere
- ✓ Good packaging with hygiene
- ✓ Can make people by its beautiful colours
- ✓ Using double coated and 4- ring technology

Weaknesses can be busted down extra to classify primary reasons. Weaknesses also breed other weaknesses. Poor communication interrupts the stability of care, and then this destruction leads to inefficiencies in the entire system. Coolense's weaknesses are:

- ✓ High- priced
- ✓ Demand is high more the and stock is limited
- ✓ Different customer's inside
- ✓ Lower power rage

Opportunities are the company's extra strength. If the company see's the opportunities in future then that brand will definitely become successful. Coolense's opportunities are:

- ✓ Global market is high
- ✓ Local market is also high
- ✓ Demand for the products
- ✓ Likability by the customers

Threats are factors that could negatively affect Brand's performance. As a recent brand they don't face extreme threat yet. They are threats are:

- ✓ Existing competitors
- ✓ Limited stock
- ✓ Alternative treatments of wearing lenses
- ✓ Expiration time

These are the SWOT analysis Coolense.

Porter's five forces



Figure 4: Porter's five forces

Porter's five forces model is needed to understand the competition in the market and to know better from the existing players that interact with brands.

Threat of the new entrance:

High barriers to entry. Because there are already existing brand of Contact lenses which are very popular.

- ✓ New market strategy

Bargaining power of buyer:

- ✓ Product/service importance
- ✓ No switching cost
- ✓ Buyer choice

Sensitive price issue than other brands.

Bargaining power of supplier:

- ✓ Strong retailer relationships supplier,
- ✓ Strong relationship with customers,
- ✓ Brand reputation,
- ✓ Production level quality
- ✓ Unique USP's

Threats from substitution:

- ✓ Glasses industry
- ✓ Other contact lens brands
- ✓ Lasik surgery

Rivalry brands:

- ✓ Angel soft lens BD
- ✓ Barbie lens BD
- ✓ BD Contact lenses
- ✓ Freshlook Bangladesh
- ✓ Ego vision Bangladesh
- ✓ Differentiation strategy of other brands

What are the problems people faced because of contact lenses

People are using contact lenses but many of them do not know the proper use contact lenses. Consequently they will face problems in their eyes. Mostly people faced red eye and dry eye problem and because of these they will feel irritation while they wear using lenses. Maximum lenses have blocked oxygen of the lenses and that is why people are facing problems. Except these many people don't know the difference of right side and revert side of lenses. People will

face irritation in their eyes if they did not wear the lenses in a right way. I have selected some problem questions which are frequently asked from by the customers. Those are given below:

- ✓ Sometimes while wearing lens I have facing huge water dropping problem from eyes. And when I was trying again to wear then it felt like thorn in the eye. If I removed and again wore then sometime it will feel okay. But it is so much painful and disturbing.
- ✓ While wearing lens facing water dropping problem. After sometimes eye will become red coloured like you just cried. And feeling like these is something extra in your eyes. And after some moment of wearing lens my eyes feel tired. More I want to add that is it will be good if I can get the mini solution bottle. Because everyone is not going to wear lens often. So after three months, it feels bad to drop the whole left over liquid.
- ✓ It's very irritating to use lenses continuously. Sometimes if any tiny dirt went to eyes it makes pain.
- ✓ Are all the lenses available in BanglaShoppers? Which is right age for wearing lenses?
- ✓ Is the glass power and lens power will be the same?
- ✓ There is a risk of corneal abrasion from wearing lens. My friend is affected. That's why I did not wear lens. The only thing that fears me is permanent eye damage. Nothing can replace that.

What are the suggestion Doctor has given for lens users

Coolense is so much aware because of their customers so that they contact with an eye specialist here to tell what people should do and should not do while wearing lenses:

Dr. have said the he had seen many patient who have asked me about contact lens. Many of them have visited me because they have faced eye problem due to contact lens. So it is very necessary to know what we should do while using contact lenses and we should not. So I'm going to talk about it.

We should very careful about the usage of contact lens:

1. We need to wash our hand and dry it properly before opening it.
2. Then we need to use solution then wear it properly. We should careful when we remove our lens. We need to store the lens properly. We should clean it first then we should keep it in a case with new solution water. Be aware and don't wear lens in a reverse position. It can be the reason for your eyes irritation.



3. Before wearing the lens we need to soak the lens at least for 6 hours in the solution
4. We need to maintain the right & left indication while storing the lens. If you are using power lens it is mandatory to maintain that.
5. Never ever use normal water for any purpose of contact lens. Usage of normal water is the reason for creating bacteria and microbes in your eyes which can cause infection. (If the doctor want add to something more about it, he can add)
6. Don't share your contacts with anyone
7. Don't wear contact lens during sleeping, swimming, cooking. If you are sleeping with lens then oxygen cannot be entered in your eyes. If you are going to swim wearing lens it will be misplaced. If you are cooking with lens, there is a possibility of melting. If you are planning to for a bar-b- q party at that time maintain distance from the fire. These might be the reason for the eye damage. Your eyes is priceless. So be very careful.
8. Do not rub your eyes if you are wearing lens.
9. Do not wear expired lens.
10. Check your lens before wearing whether it is okay or not if you are finding any tear or hole in the lens then avoid those lens. If you are maintain all these you can wear contact lenses without any fear. Just you have maintain some simple guidelines regarding this.

Eye specialist Dr. Sazzad have suggested Coolense because it is a very good brand of contact lens. Coolense is comfortable and safe for the eyes. It will enhance your eyes beauty as well. It is a bit expensive lens in the market but not as your eyes. Because it is the safest brand you can trust for your eyes. So as a doctor my suggestion will be always be very careful then choose a trustworthy brand for your eyes.

What are benefits of Coolense

Coolense is the safest brand in the market. Safety is one of their USP. Coolense do have a high oxygen permeability which keeps eye free from dryness. Most lenses block out the oxygen in the eyes as a result of which they become dry and itchy. But Coolense allows the oxygen to pass through the lens making it breathable and comfortable to wear. You can wear Coolense for up to 10 hours without any worry and irritation. This has double coated protein which will definitely save your eyes from lighting. Coolense are using 4-ring-colour technology so that every color suits you and look natural on their customers. Coolense enhance people's eyes beauty instantly.



They have improved packaging system of their lenses. They did not use hand in their packaging system. Those are fully automated. They have lenses with casing and without casing.

Lenses with casing which contains an applicator, tweezers and a solution jar along with the lens casing. The tweezers and applicator will help you pick up the lens and safely apply it in your eyes. People whom are using lens they may not need the casing they may take lenses without casing. It will save money to. But if anyone want lenses without casing but they need lens case to store their lens she can take Coolense lens case by adding 50 taka. They are maintaining perfect lens size which will set on people's eye easily.

Our Lens Diameter:

Optic zone: 8.0 -9.5 mm

Printing zone: 13.3 mm - 14.0

Coolense have a huge collection of color lenses. They have 19 beautiful colors. They have powered lenses too. They do have power from -1 till -3.50. But they are very much concern about their customers need. For that reason, Coolense have pre-order system for those customer who have power more than -3.50. Customers can pre-order lenses with their own eye power. We will promise that we will give those lenses within one month. :)

One pair can be used 30 Times within 3 months. But if it can be used with proper care then you can use it for 5 to 6 months.

What are the challenges Coolense faced in Bangladesh

When Coolense entered in Bangladesh there are some lens brand already exist here. Coolense is expensive than other existing contact lenses brand. People are aware of buying lenses with a high price without knowing the brand. But in Bangladesh, Coolense's one and only distributor is BanglaShoppers. BanglaShoppers is the authentic makeup shop of Bangladesh. So people can assume that as BanglaShoppers are selling these brand then it might not be a bad brand contact lens brand. Firstly, people buy one pair of the lenses just to try. After using these lenses they can feel the comfort of these lenses. Then they will buy another pair of lenses as Coolense have



different variety of the color. They are referencing these brands to their friends and families too. We have read a term in one of our marketing course that is positioning. Positioning is occupying distinct mind space. In easy word we can say that when people thought about something different or unique for the first time that thing is set on our mind. Then every other time when we are going to think any related thing that was the first name will come in our mind. Coolense is positioning them in people's mind in a very good sense. So for the first time they have faced challenges because of the higher price but they are successful to overcome it.

What are the competitors

Bangladesh is developing country. E-commerce is a very well-known method to do a business. As Bangladesh is a developing country so here is the growth of new for the first will not become so high. So we cannot categorize contact lens business in a different category. In traditional marketing, different cosmetic stores are selling contact lenses and people can find easily contact lenses at any optic shop. But here in Bangladesh F-commerce is very popular and this is reason behind the growing trend of digital marketing. Coolense Bangladesh run their business mainly through their Facebook page more than their website. But before Coolense Bangladesh, many contact lens pages are already became famous in Bangladesh. Those are competitors of Coolense. Those are:

- Contact Lens Bangladesh
- Angel Soft Contact Lens
- Fashion Contact Lens
- Freshlook Contact Lens BD
- Barbie Contact Lens
- Vibrant Contact Lens
- Eye Lens Store



WORK EXPERIENCE

Job Nature

Cookie Jar is a digital agency their work is to make ideas into perfection. They will play with people's idea and give them into a perfect content for the brands. They have different clients. I got the opportunity to work there as an interns. I have started my internship program on 25th of April, 2017 and ended on 25th July, 2017. I worked under supervision of my supervisor Miss Rafia Ajum, Ad and Media Operations Executive and Nusrat Islam Neesha, Key Account Executive

I have worked with two different brands there. One is Veet Bangladesh and other one is Coolense Bangladesh.

Content Management People may think that settings up social media profile are very easy thing to do but they did not know that it is harder to find business returns from. Content management is such skills which will help to create a balance among an engaged audience, a growing community, and business benefits.

Online Advertising Good content and design are only effective to the right people. Our advertising team is specialized to find out the right consumers for each communication to get the highest return for the money.

Client Servicing Client servicing meant not just engaged with people. You should talk with them to know them, speak to them, laugh with them, smile at them and get to know them better. These will make a good relation with the customers and technology helps us to stay at the top of the conversation.

Campaign Design our campaigns are designed to deliver results. They integrate into your existing platforms and communication and generate tractable business results.

My responsibilities

Writing copies as I'm working in a digital agency and worked there for different brands. I had to write copies. Copy is two types. Post copy and creative copy. Both are important for content.

Post copy those related caption which will give it to make understand the customer what we want to tell them through the post. Copies need to be short but very to the point. Not more than two/ three lines. This yellow marked portion is post copy.



Figure 5: Post copy

Creative copy Those related caption which will give it to make understand the customer what we want to tell them through the post. The difference between post and creative copy is post copy is given like photo caption and creative copy is given on the photo. Creative Copies need to be short but very to the point. Not more than one/two lines. The yellow marked portion is called creative copy.



Figure 6: Creative Copy

Doing ideation I had suggested possible solution for the new upcoming plans and suggest different promotional ideas that might help to boost their sales. I had to share promotional and communication ideas for the different campaign that was for Eid. The idea I shared for contest, regular post, eye health, engaging post, campaigns, etc. It helped to boost Facebook page and helped to create customer engagements.

Brief to creative We need make to make creative for our every upcoming post. The photo we have seen in different pages for different purposes those are called creative. We have creative teams for making creative but we have to make them what is idea what will picture what should be background and should be the appropriate font, etc.

Here is given one example of our creative below:

Congratulations to Fahmida Hayat for choosing Coolense to glamorize her Eid look!
You look amazing with the Grey 4 Coolense!



Figure 7: Creative example

PowerPoint presentation I had to make power point presentation for every ideation where we need to describe the plan. What is the plan is about, what should the concept, what will be type of the post and category, and with a sample picture to visualize the creative.

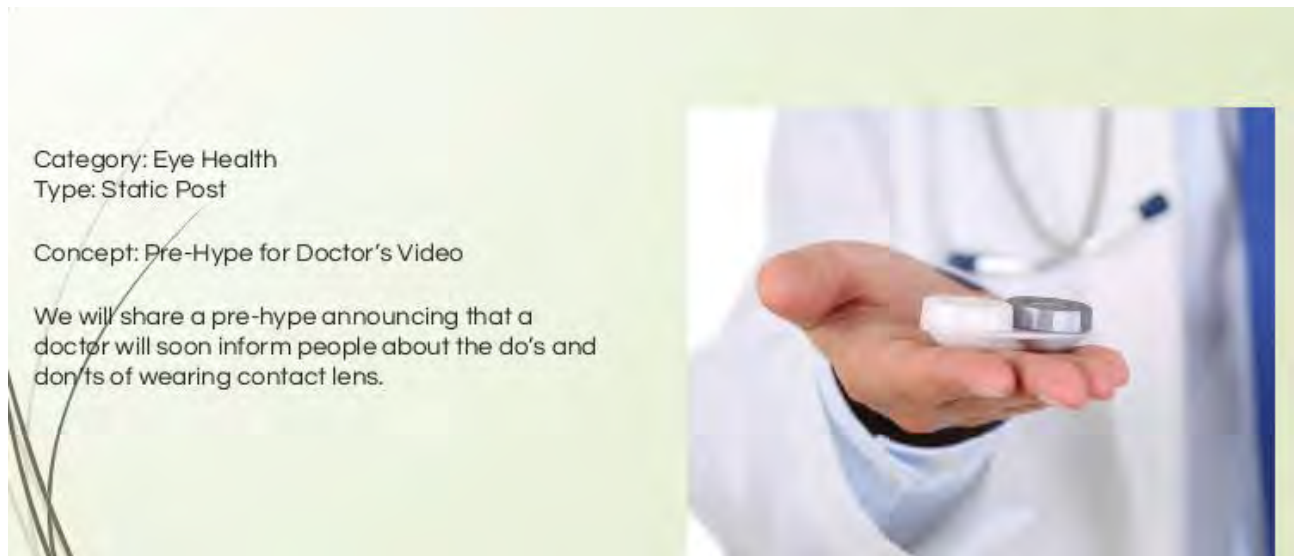


Figure 8: Example of ideation



Meeting Minutes I had to write down all the meeting minutes after all the meeting. Meeting with clients or meeting with seniors, meeting with creative team, I have to write down the meeting minutes and send to my supervisor. Meeting minutes is similar like meeting notes.

Making report I had to make the every month report and had to check it by my supervisor before sending to clients. We can know the post information from that report. We can know the engagement rate of every post and how much customers reach. Page information like total page like, total engaged users, total reach, and this information we can get from the monthly reports.

Taking feedback I had to take the feedback from clients and from my seniors and supervisor for every creative is it okay or not? Have they any suggestion or not? If they have any then I had to tell the creative team to change on that manner.

Client Servicing I had to do the client servicing too. I had to reply the messages from the customers and gave reply to the every comment customers did on the post. From those I learned how to handle the customers and what are their insight and expectation from the brand. I did my survey too. Sometimes they were asking lame question but we need to control out anger because we can't be rude with our customers.

Uploading post I had uploaded all the post on the page timeline and scheduled other day's post so that people can see our posts

Making list I had to make the list of that post list every week which were selected for weekly promotion. .

Brand guideline I had to make the brand guideline for the brand. We need to give 4 post per week two engaging and product but when Eid was running then our main agenda was to totally sales driven.

Creative Guideline When we thought of any post we need to think the process that how people will relate this to their life. When we post engaging post or health post that should be in Bengali Language so that people can relate. When we thought something fashion related post that language should be purely in English. Last but not the least when we post any direct then it had to be written in both Bengali and English language.



Assist in loyalty department I had to look after the “Loyalty department” under the supervisor example: new issue of the brand, lost thing issue, internal/external brand related issue, information editing.

Brand promoters I had to ready the brand promoter’s joining paper.

Agreement Paper I had to make the agreement papers between the doctor, artist, photographer, and the company. Where all the terms and condition were written for both parties.

Made scripts I had to make essential scripts for the bloggers and celebrities which they had covered in different videos. The scripts were for the help the people. By reading those they got the knowledge about the content.

Determining weekly/monthly sales I had to determine the weekly/monthly sales and estimate next month’s by Business Intelligence. It also allows determining the average basket value. .

Sending Email I had to send business to some important personnel email, example: Every day I had to mail the product order sheet to our distributor so that they can ship those orders timely to the customers. Other creative related email I had to do on that time. Employees were too busy in that time, sending email timely and without fault made their task easy.

PURPOSE OF THE STUDY

I have done the report after based on various information. I have worked hard and done a research to make this report. This report is mandatory to complete my graduation. If I did not complete and submit this report to my supervisor, my graduation will not be completed.

As I have done some research for doing this repost about contact lenses trend and digital marketing, it can be a topic of my post-graduation or later on higher degrees. If I wanted to do my masters on consumer behavior towards contact lenses not only in Bangladesh but also over the world then this report will be beneficial for me.

I am doing the project on Coolense which is a very famous contact lens brand. I have worked with that brand and I almost know everything about this brand. In the future if I want to joint as an employee there it will be helpful for me.

I have worked as an intern at Cookie Jar, Asiatic 3Sixty and I have learned so many basic thing regarding digital marketing. I have learned how to work with brands and basic techniques. If I am not assigned to do this report I might not introduce with these things.

I have worked with Coolense brand under Cookie Jar, so I can know the limitations of this brand and I can suggest some points on which they should work on. If they are looking those point their limitation will be less and they can become more famous over the world.

From the overall report I have learned how to work hard and how to do research and different surveys for making any company's report. If I will work in a corporate sector, it will help me to main professionalism.

I want to add that I have learned a lot of things while I was writing my report and I want thank my advisor Iffat miss for guiding me.

LEARNINGS

This internship helped me a lot by increasing my knowledge in various ways. It actually gave me the opportunity to get the real experience and execute & practice in real life whatever I've learned from my education life.

Technical Skills I've learned a lot of technical things, mostly related digital media marketing. Like:

- Learned a lot of things in Adobe Photoshop including creating templates, making GIFs and also some after effects
- Learned a lot of shortcut ways in Excel and many formulas.
- Learned about website UI designing and about the site map in details. UI design of a website is always need to be made by diving it into 12 grids. This helps to calculate the size and the ratio of different ads on the website.
- Learned about how to get all the data from the page and how to analyse the data to find out the required measurements to make reports.
- Learned how to target audiences using business manager depending on the requirements of different brands.
- Learned different types of promotions that can be done on Facebook using business manager and also different size and ratio measurements for different posts including Page like, GIF post, Engagement post etc.
- Learned the use of Facebook Page Analytics and also Google analytics.

Analytical Skill Here I've learned mostly about using different strategies to handle different situations. Like while dealing with the clients, I found out one thing that whenever they ask for



some sample it's better to give them at least two options, one best and other not that good. Here what happens is they mostly select the best one and don't waste time giving any more feedback. It's a win-win situation for both the clients and us as well. I've also learned many things regarding writing articles in the website. Like different types of articles, different ways of writing articles.

People Skill The best thing that amazed me here most of the time is teamwork. This is where I've experienced a lot about teamwork. This is the only hope here to do well, as all need to help each other especially during the ideation and most of the works are interrelated with each other. Also learned how to maintain a good relationship with the clients to make the works easier and turn them into long term relationship rather than only thinking about short term profit.

Personal Skill: This is where I learned those entire things, which can't be learned from educational life. I have learned about the hierarchy of working, like before doing anything I had to ask my supervisor and if he was not present I had to ask to his supervisor. Other thing was keeping everyone informed about the entire work track to be safe. Like before mailing anything to the client, I used to keep my supervisor and also his supervisor in the mailing loop. Mailing about everything is also another learning. It helps to keep track of all the work and also help to find them in future for any need.

So these are some of the learning among all I've learned in my internship period. There are a lot of interpersonal things that I might learn without being aware of them.

TIMELINE

The timeline for the whole internship project is given below:

Week 1: I got introduced with co-workers and they will give me time to understand the working environment there and get free to work properly.

Week 2: I was studying the working patterns, how to write copies, how to do ideation properly for the content, previous works, how to manage clients, and daily desk work

Week 3: Made a PowerPoint presentation on Engaging post for Coolense, analyzed some international lens brand, collected information, followed meeting minutes, doing ideation, I have written post and creative copies for the post, Attend meeting with clients.

Week 4-7: From 4th to 7th week I was getting very much into the brand. I have to make ideation for product post, and Eid Contest, and have to show my supervisor then send it to client for their feedback, After their feedback we have to make the creative, I have to give the brief to our creative team to make the post, then we have to post it on the page timeline, I have to mail the product order list to the client every day, daily desk work, idea sharing, promotion planning, etc.

Week 8: Started working on a new idea, make the report of previous month, daily desk work, attended meeting with clients, and attended a session on digital marketing.

Week 9: Attended a session on Photoshop, daily desk work

Week 10: Getting involved with new campaign plan, doing ideation, visiting clients, meeting with them, and daily desk work

Week 11: Started ideation of the whole month plan for Eid, How to increase sales, attended our regular meeting and written meeting minutes, content planning of Eid Campaign, made Powerpoint presentation of planning of next month, have written copies for the post have did the client servicing too.



Week 12: Eid planning, Started to work on with the plan, and daily desk work

LIMITATIONS

Coolense is a very good brand of contact lenses. Since it is a new brand but it has created its own good will. On the contrary there are some things where should work more. If they will work on their limitations the company will do better than before.

- ✓ They should make their website more lucrative. For example: We should add slider of three or four pictures in the starting of the website
- ✓ There should be a part where we will upload the reviews of Makeup bloggers about Coolense
- ✓ They should keep container with our lenses without casing
- ✓ People want solution with casing so they should keep the solution with their lenses with casing
- ✓ They should increase our power range
- ✓ They should promote the post on time for the best response
- ✓ They should deliver the lenses to customers bit early to maintain their good will in front of the customers
- ✓ People are using lenses but the target group is not very high. They should increase their target group
- ✓ They should make their marketing strategy as a mass marketing so that people can know more about them.
- ✓ They should make tvc's

There are some limitations which affected to conclude the final analysis and conclusion of my report. Some notable limitations are given below:

- **Time limitation:** Due to time limitation many aspects could not be discussed properly.
- **Confidentiality:** The authority has put restriction to use some confidential data in this report. It was an important barrier that I had faced during the report.

- **Unavailability of respective person:** Some secondary data were collected from the officials who were busy with their regular work load. It was hard for me to collect from them.
- **Stress factors:** Stress factor was one of the limitations because after doing full time office, it was tough to do report. It hindered the speed of work.
- **Lack of professional knowledge:** As a student we are not professional enough to do an internship report. Though we all are used to assignments and final reports in each course but doing this report was a bit challenging.

METHODOLOGY

Methodology describes the way of collecting data, analyzing and interpreting them. The required data were achieved in two ways:

Primary Data collection

- **Qualitative Analysis:** These data source are the raw data which can be obtained through practical involvement and job responsibilities. The primary data were collected from the employees working over there under management level, observation, interview, seniors.
- **Observational Analysis:** I did questioner survey to the people under my target group throughout the internship period to collect data on from that survey

Secondary Data collection

- These data source includes reviewing articles, internet, newspaper, interview etc. The secondary data were collected from different publication, report, journals, websites, and brochures. There are some internal information about the company which I have promised to keep it confidential

FINDINGS

This is the era of digitalization whereas all the leading fashion brand stores in Bangladesh do not emphasize on e-commerce. All they understand about e-commerce is Facebook marketing. E-commerce is a vast area where social media marketing is a small segment. Among all the stores, only some are utilizing Google Ad. Now they are already one step ahead and they are also available on Google play store.

From Bangladesh's perspective, the use of digital marketing is very growing than previous year. Generally, most people do not have an email address and they want to use their Facebook because they are giving priority to Facebook. We should this in very positive way for doing business in digital platform.

Public reaction and is very important element in digital marketing. You need to be active to know about social trends. But when it comes to fashion and health, people are always very conscious about these. Compared to other lenses Facebook page in Bangladesh, Coolense is only maintaining the international quality. They are very much involved with their customers and communicate with a warm tone. Customers are pleased with their service. It made their response rate 97 percent.

But it is very clear that from Bangladesh's perspective, advertisements and sales promotion are the two most effective promotional elements. They have put first priority to these two elements for large sales, promotion and customer involvement.

While doing this report I have known a lot of about contact lenses. The good and bad sides of the lenses, how to wear contact lenses, how to take proper care of the lenses, which will be very good for my future if I want to wear contact lenses.

In Bangladesh, the trends of wearing contact lenses are growing. So the possibility of growing future market in this new sector is high. Other international lens brand can select Bangladesh as their new target country.



EXPECTATIONS VS EXPERIENCE

Before starting the internship I was scared a bit. As I have heard from some of my friends that they are passing a very hard time in their internship period, I thought that might also happen with me, but totally different thing happened with me in Cookie Jar. This place tried to teach a lot rather than keeping me busy doing normal things. They gave me challenges, which was sometimes giving me pressure but also taught me a lot.

I thought there might be some gap for hierarchy level, but there wasn't any boss. All of them were like elder brothers and sisters. The flexibility I got there was beyond my expectations.

Then the best thing is they never treated me as an intern, rather they always worked with me as one of their members, which was fully unexpected for me.

CONCLUSION

It is very obvious and clear that the future business of contact lenses has enough potential to continue. Indeed there are competitors who have their regular customers; still Coolense Bangladesh can grab the market by attractive marketing techniques, business policies and with the best products.

Cookie Jar maintains most of the tasks for Coolense Bangladesh starting from idea generating to promotional activities, advertising, and connection with customers through online. In a highly competitive business environment, they need to continue upgrading themselves for the excellence. In Bangladesh contact lenses are considered as fancy and luxury product which people do not tend to use every day. The company has benefit that it is safe and approved by doctor which will make them provide a stand one step ahead. Challenge will be let the potential market segment know about their various product offers and do more promotional activities.

Coolense Bangladesh can win the biggest market share if they overcome the difficulties. Also there might be new competitors; more and more unique and effective ideas are required to cope up with the competitors.

APPENDIX

Survey Questionnaires:

Q.1. Do you think for daily use which one is more comfortable?

- a) contact lenses
- b) Spectacles

Q. 2. Are you using contact lens?

- a) Yes
- b) No

Q.3. How long you use contact lenses on average?

- a) 4 hours
- b) 8 hours
- c) Day long

Q.4. What do you think contact lenses are -

- a) Comfortable
- b) Irritating

Q.5. When do you use contact lenses?

- a) Occasionally
- b) Regularly
- c) Both

Q.6. Why do you prefer contact lenses more than glass?

- a) It is easy to wear
- b) Weightless
- c) Make your look glamorous

Q.7. Do you prefer branded contact lens or do you choose contact lens randomly because of colour?

- a) Branded lens
- b) Preferable colour
- c) Both

Q.8. If you preferred brand then what brand will you choose?

- a) Coolense
- b) Freshlook
- c) Barbie
- d) EgoVision

Q.9. Did you use Coolense? If yes, what you think about Coolense?

- a) It is a comfortable and safe
- b) Irritating

Q.10. What is your purpose for using Coolense?

- a) Safety
- b) Beauty
- c) Glamour

Q.11. Do you prefer expensive lens for your eye's safety?

- a) Yes
- b) No
- c) Strongly yes

Q.12. Do you ever experienced dry eyes because of contact lenses?

- a) Yes
- b) No
- c) Sometimes

Q.13. Which Contact lens feature is important for you:

- a) UV Protection
- b) New lens material/ technology
- c) Color
- d) End-of-day comfort and no with dry eyes
- e) Beauty enhancement

Q.14. Do you ever sleep with your contact lenses?

- a) Yes
- b) No

Q.15. Do you use contact lens solution?

- a) Yes
- b) No

Q.16. Do you clean your contact lens after each wear in the evening or in the morning?

- a) Yes

- b) No
- c) Sometimes

Q.17. Are you interested in the eye health advantages and suitability of a daily disposable contact lens?

- a) Yes
- b) No

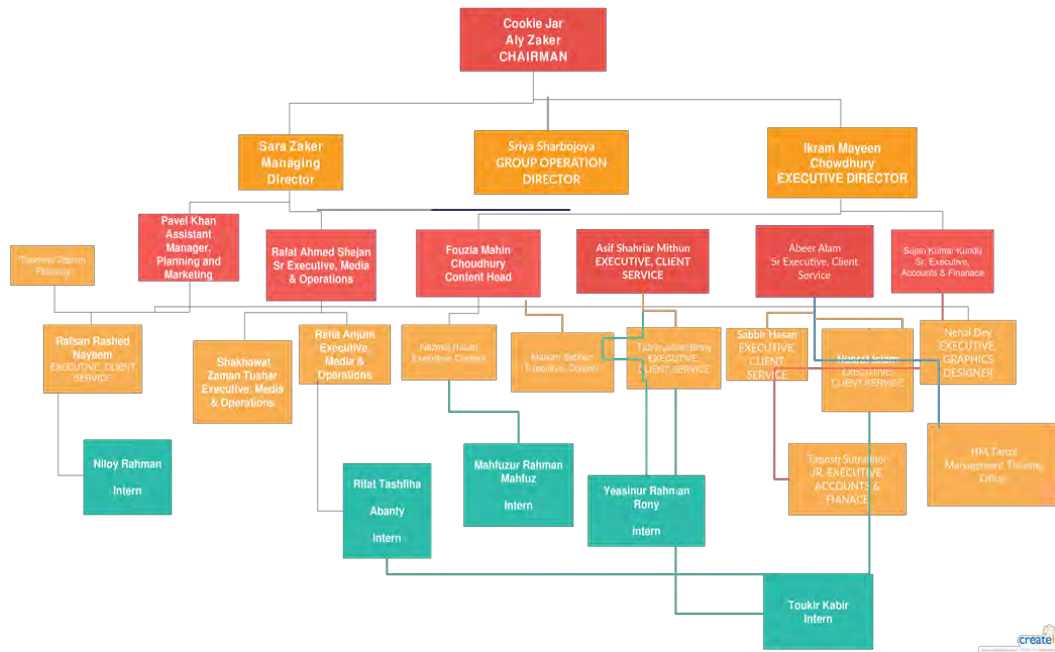
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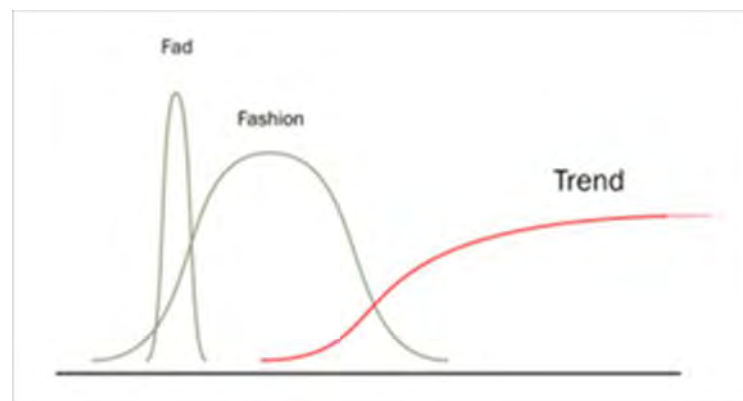
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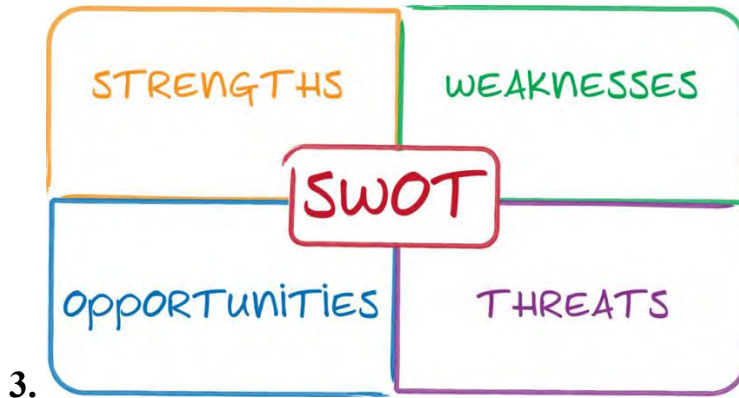
1.1.Important figures:

1.



2.





5.

An advertisement for Coolense Bangladesh. At the top, it says 'Coolense Bangladesh' and 'Published by Cookie Jar (P) - July 26 at 6:00pm'. Below this, a yellow banner contains the text: 'Whether it's sparkling green or dazzling blue, Coolense will definitely enhance your mood for the day! Put on pair of Coolense and you are set to go!'. The main image shows two women's faces side-by-side. The woman on the left is wearing a blue contact lens and has 'BLUE #1' written below her. The woman on the right is wearing a green contact lens and has 'GREEN #2' written below her. At the bottom, it says 'Glamorous Blue or Beautiful Green?' and 'www.coolense.com.bd'.



Coolense Bangladesh

Published by Cookie Jar [?] · July 26 at 6:09pm · ٩

Whether it's sparkling green or dazzling blue, Coolense will definitely enhance your mood for the day!
Put on pair of Coolense and you are set to go!



6.

Congratulations to Fahmida Hayat for choosing Coolense to glamorize her Eid look!

You look amazing with the Grey 4 Coolense!



7.

Category: Eye Health

Type: Static Post

Concept: Pre-Hype for Doctor's Video

We will share a pre-hype announcing that a doctor will soon inform people about the do's and don'ts of wearing contact lens.



8.

Important Word list

- ✓ Asiatic JWT
- ✓ Asiatic 3sixty
- ✓ Coolense- Beauty, Bold, Glamorous, Safety
- ✓ Contact lens
- ✓ Skill