

Internship Report on
**“The Role of AI-Based Content Creation in Modern Advertising:
Insights from Asiatic Marketing Communications Limited.”**

By
Mushfiq Mahmud Majumder
Id: 21204127

An Internship Report submitted to the BRAC Business School in partial fulfillment
of the requirements for the degree of Bachelors of Business Administration

BRAC Business School
BRAC University
April 2026

© 2026. BRAC University
All rights reserved.

Declaration

This is to confirm that the internship report is my work, and has been done in accordance with the completion of my undergraduate degree course at BRAC University. The report has not been presented to any other university or institution to achieve any academic degree.

The information sources have been adequately recognized by means of correct reference. None of the contents of this report has been reproduced by some third party without due reference.

Student's Full Name & Signature:

Mushfiq Mahmud Majumder

Student ID: 21204127

Supervisor's Full Name & Signature:

Md Tanvir Hasan

Lecturer

BRAC Business School

BRAC University

Letter of Transmittal

Md Tanvir Hasan

Lecturer

BRAC Business School

BRAC University

Subject: Internship Report Submission

Dear Sir,

This is to present my internship report, which is a condition to complete my BBA program. The report dwells upon the introduction of Artificial intelligence (AI) into the video content production sphere of the Bangladesh advertising environment referring to Asiatic Marketing Communications Limited (AMCL).

My best effort has been to adhere to the standards of academic work and provide the findings in a concise way. I am hopeful that this report will satisfy your expectations.

Sincerely,

Mushfiq Mahmud Majumder

ID: 21204127

BRAC Business School

BRAC University

Non-Disclosure Agreement

The title of this report is The Role of AI-Based Content Creation in Modern Advertising: Insights of the Asiatic Marketing Communications Limited. It contains information about operations and practice of AMCL.

Any details that are involved in this report have been gathered with due permission and are purely academic in nature. All proprietary or sensitive information has been held in confidence and where necessary generalized to safeguard the interest of the organization. No commercial use or sharing of this report will occur without the permission of AMCL.

Company Information

Asiatic Marketing Communications Limited (AMCL)

Supervisor: Yashna Islam (Senior Account Director)

Student Information

Mushfiq Mahmud Majumder

ID: 21204127

BBA, BRAC University

Acknowledgment

To begin with, I would like to point out my deepest gratitude to Almighty Allah because he gave me the power and patience to write this report.

I would like to thank Asiatic Marketing Communications Limited (AMCL) and my organizational supervisor, Ms. Yashna Islam, for giving me the opportunity to work and for her continuous guidance throughout my internship. The supportive work environment greatly contributed to my learning experience.

I am deeply grateful to my academic supervisor, Md Tanvir Hasan, Lecturer, BRAC Business School, for his valuable guidance, support, and constructive feedback in completing this report.

Lastly, I would like to express my heartfelt appreciation to my parents for their constant support and sacrifices throughout my undergraduate journey.

Executive Summary

This report examines the role of Artificial Intelligence (AI) in video production in the advertising sector of Bangladesh, after having spent three months at Asiatic Marketing Communications Limited (AMCL). It notes the way AI is changing online advertisement and marks some of the main barriers like skill and cultural adaptation as well as barriers to implementation.

The paper concludes that despite the efficiency and scalability of AI, it is not effective when human creativity and local market insights are not involved. Thus, an AI-human solution should be favored that would guarantee the presence of both innovation and cultural relevance. Other strategies that the report recommends include upskilling, ethical uses of AI, to help sustain growth in the digital advertising industry.

Table of Contents

Chapter 1.....	7
Overview of Internship.....	7
1.1 Student Information.....	7
1.1.1 Name & ID.....	7
1.1.2 Program & Major.....	7
1.2 Internship Information.....	7
1.2.1 Period, Name of the Company, Department and Address.....	7
1.2.2 Information of Internship Company Supervisor.....	8
1.2.3 Job Scope, Job Description/Duties.....	8
1.3 Internship Outcome.....	8
1.3.1 My Contribution to the Company.....	8
1.3.2 Benefits.....	9
1.3.3 Challenges & Difficulties.....	9
1.3.4 Recommendations.....	9
Chapter 2.....	10
Organization Part.....	10
2.1 Introduction.....	10
2.1.2 Objective.....	10
2.1.3 Methodology.....	11
2.1.4 Limitations.....	11
2.1.5 Significance of the Study.....	12
2.2 Overview of the Company.....	12
2.2.1 Vision, Mission, and Values.....	13
2.2.2 Company Philosophy.....	14
2.2.3 Company History.....	14
2.2.4 Company Hierarchy.....	15

2.2.5 Company Wings.....	15
2.2.6 Parent and Other Sister Concerns.....	16
2.3 Management Practices.....	17
2.4 Marketing Practices.....	17
2.5 Financial Performance and Accounting Practices.....	18
2.6 Management and Information System Practices in Operations.....	18
2.7 Industry and Competitive Analysis.....	19
2.7.1 SWOT Analysis.....	19
2.7.2 Porter's Five Forces.....	20
2.8 Summary and Conclusions.....	21
Chapter 3.....	22
Project Part.....	22
3.1 Introduction.....	22
3.1.1. Background and Problem Statement.....	22
3.1.2 Research Questions and Objectives.....	23
3.1.3 Significance.....	24
3.1.4 Scope of the Study.....	24
3.2 Literature Review.....	25
3.3 Methodology.....	26
3.4 Findings and Analysis.....	27
3.5 Summary and Conclusions.....	30
3.6 Recommendations.....	31
References.....	31

List of Acronyms

AMCL	Asiatic Marketing Communications Limited
AI	Artificial Intelligence
AML	Asiatic Mindshare Ltd.
AV	Audio-Visual
CRM	Customer Relationship Management
CE	Customer Engagement
FM	Frequency Modulation
FMCG	Fast-Moving Consumer Goods
ROI	Return on Investment
SMC	Social Marketing Company
RP	Public Relations
TVC	Television Commercial

Chapter 1

Overview of Internship

1.1 Student Information

This part provides the key information concerning me as a student making this report. The report is a compulsory provision of pursuing my undergraduate programme at BRAC University.

1.1.1 Name & ID

My name is Mushfiq Mahmud Majumder (ID: 21204127), a student of BRAC Business School, BRAC University. My undergraduate experience has been based on the integration of theory and practice in the field of business.

1.1.2 Program & Major

I am studying a Bachelor of Business Administration (BBA) in Marketing as a major and Human Resource Management as a minor. During my studies, I became particularly interested in marketing, particularly in brand and consumer behaviour. It is this interest that prompted me to seek an internship position at an advertising firm and to make my report relevant to my major.

1.2 Internship Information

My final semester was also a challenge due to the national election period in which I was still trying to get an internship. Nonetheless, despite such limitations, I have registered in several organisations and have been to several interviews. I also got more convinced that I desire a career as an advertising and marketing communications person. I was able to pass the interview process and obtain an internship in one of the recognised agencies, in which I am working.

1.2.1 Period, Name of the Company, Department and Address

The day my internship began was January 4, 2026, at Asiatic MCL, which was also one of the

top marketing and communication agencies in Bangladesh. I am serving in the Client Servicing Department that takes care of client relationship and marketing campaigns. It is based in Dhaka, House 146, Road 13B, Banani, spread over 3rd, 4th and 5th floors.

1.2.2 Information of Internship Company Supervisor

Yashna Islam, Senior Account Director, is my supervisor in charge of my work and mentor who continues to guide me during my experience in the Client Servicing Department. Her constant review and guidance has made me develop professionally.

1.2.3 Job Scope, Job Description/Duties

At the beginning, my roles were only few; however, when I showed reliability, attention to details and proactive attitude, critical roles were assigned to me. I am to make sure that my most important tasks are:

- Oversee the digital channels of several clients including accounts on social media.
- Help with lead generation, as well as, assist with sales related activities.
- Pitch to clients and make presentation decks on briefs.
- Attend meetings and note important issues of discussion towards internal and external communication.
- Liaise with cross-functional teams in order to synchronise campaign implementation.
- Keep track of project schedules and deliverables on schedule.

1.3 Internship Outcome

1.3.1 My Contribution to the Company

During my internship, I have supported day-to-day operations and maintained communication between clients and internal teams. I accomplish the tasks directed to me by my supervisor in time, organize and publish meeting records with the stakeholders and support briefing, brainstorming, and debriefing sessions. I also communicate with clients to update them on project progress and attend shoots as part of production support.

Moreover, I am responsible for handling brands under Social Marketing Company (SMC), including Tasteme, Bolt Glucose Powder, Joya Sanitary Pad, and Smile Baby Diaper. Additionally, I look after Bank Asia PLCs' marketing, which is helping me to gain experience in managing different profiles of brands in an agency environment. I then examined brand performance via the Meta business data, prepared monthly billing and social marketing campaigns, oversaw TVCs on Tasteme and Bank Asia and prepared brand pitches on new TVC opportunities, which led to comprehensive performance reports.

1.3.2 Benefits

This internship was a gap between theory and practice. I learned how to communicate with a strong level of professionalism and had a profound insight into the dynamics of client servicing. I also worked on my time-management skills and developed an ability to live in a fast-paced environment. The experience provided an eye-opening experience of the digital marketing practice and the value of lifelong learning in terms of career development.

1.3.3 Challenges & Difficulties

Being my first working experience in an advertising agency, it was not so easy to get accustomed to new tools, workflow systems, and a rapid working environment. I at times had a problem in following instructions comprehensively with strict time restrictions. Nevertheless, I overcame these obstacles over time with diligence, experience, and learning, became a better performer, and felt confident to take up responsibilities on my own.

1.3.4 Recommendations

Asiatic MCL provides a great opportunity to a marketing and advertising career hopeful to acquire practical experience in integrated marketing communications. The company promotes career development and vibrant work ethics. The agency setting is very stressful though, and it may not suit everyone. The individuals who adjust to this environment will find this setting to be gratifying and helpful in the process of fast-tracking their career.

Chapter 2

Organization Part

2.1 Introduction

This chapter gives a comprehensive description of the Asiatic Marketing Communications Limited (Asiatic MCL), the institution where the internship took place. It justifies the history, operational structure, service range as well as the overall business model of the company in a systematic way that can be seen as a background perspective in understanding the objective of the company in the internship experience itself.

Asiatic MCL is a Bangladesh based advertising and communication agency with top placement on its strict belief to excellence in creative and tailor-made strategic solutions. Established several decades ago, the company has influenced the advertising industry in the country greatly, bringing in new campaigns that resonate with a large number of people and bring about the integrated marketing communications that drive the brand equity. In this case, the company has been thoroughly captured, its enormous service portfolio has been presented and its comparative advantages in terms of strategic placement in an already highly competitive communication landscape analyzed where digital disruption and client demand continuously shape industry paradigm shifts.

2.1.2 Objective

The primary objective of this part is to provide a detailed organizational profile of Asiatic MCL, the historical background of its premises, its vision, mission, its core values, its day-to-day activities, and its management paradigms. Additionally, it is a profound study of the internal organizational climate that is jointly dynamic and the market status of the company and consequently prepares the reader with the broad understanding of the firm operational ethos.

2.1.3 Methodology

The chapter is empirically based and it integrates both primary and secondary sources of data and this ensures the rigor of the methodology.

Primary Sources: They include first hand observation which was gained during the three-month internship period, informal interview with the departmental employees and immediate supervisors in the Brand Communication wing, and hands- work experience, during which I helped in ideation of campaign and in-client briefs.

Secondary Sources: They will be the official site of the company (asiaticmcl.com), the company resources, including annual overviews and departmental guidelines, official corporate reports, and external sources of information about the direction of Asiatic MCL within the greater advertising industry, including the Bangladesh Association of Advertisers.

2.1.4 Limitations

The limitation of access to internal information was one of the main limitations, especially when it comes to management practices. While gathering the data, I had to get permission from the Group Head of HR, hence I was not able to freely collect some information. Moreover, organizational policy and internal confidentiality restrictions also restricted access to sensitive company data, which influenced the level of discussion in certain parts of the chapter.

The other significant constraint was that it was hard to gather precise data on marketing practices. Since Asiatic MCL has several branches and portfolios, various individuals will have various clients and business functions. This has led to the marketing practices being different depending on the particular company or account being dealt with. This created a challenge in getting one consolidated perspective of the marketing strategy of the organization. In other instances, it also took more time and coordination to arrange meetings with the relevant stakeholders, which slackened down the process of data collection.

The financial performance and accounting section was also severely restricted due to the nature of the agencies of this type who are not usually publicly disclosing financial information. Since it

was confidential information, I was not able to access detailed data regarding revenue, expenses, budgeting, and profit management. Thus, it was possible to describe only general accounting practices that were based on observable and non-sensitive information. This is a weakness that is typical of professional service organizations that consider financial information to be very confidential.

2.1.5 Significance of the Study

There is a complex relevance of this analytical exposition to various stakeholders. Future interns and job seekers learn pragmatic stories of organizational culture and demands, which realizes expectations with reality. It can be mentioned by academicians and marketing, communications, and business administration students as a case study that sheds light on the mechanics of a pioneer advertising agency. In the case of Asiatic MCL itself, the outlined results highlight such areas of amelioration as the workforce increase and policy optimization to enhance operational performance, staff retention, and innovation.

2.2 Overview of the Company

One of the oldest and largest communication agencies in Bangladesh, Asiatic Marketing Communications Limited (Asiatic MCL) was founded in response to the increasing demand of professional advertising services and strategic brand communications in the local market. The organization has built a good reputation for its creative excellence, integrated communication solutions and long-term input to the advertising industry in the country. Asiatic MCL has established a reputable status over the years through provision of holistic services in the areas of brand communication, digital marketing, social communication and community engagement (Asiatic Marketing Communications Limited, n.d.).

The Asiatic MCL history is intertwined with the vision and the initiative of a graduate of Dhaka University, who started his career as English copywriter in one of the Karachi advertisement agencies. He bought East Asiatic, which had been put on sale after the liberation war and changed its name to Asiatic Marketing communications limited. The company has since become

a market leader in Bangladesh in the field of communication, and it has been credited with crafting brand stories, as well as providing integrated marketing communications, which engage businesses with their target markets (Asiatic Marketing Communications Limited, n.d.).

During its course, Asiatic MCL has been heavily innovative, storytelling and strategic communicating. The organization has been significant in the creation of campaigns in various fields such as pharmaceuticals, fast-moving consumer goods (FMCG), finance and other large fields. It is strong because it integrates both traditional and digital media and the experience-based touchpoints to develop significant brand experiences that can impact consumer perception and involvement (The Business Standard, 2022).

2.2.1 Vision, Mission, and Values

The vision of Asiatic MCL is to create an inspiring working environment that promotes curiosity, lifelong learning, and motivation to create high quality ideas that appeal and engage audiences. This is indicative of the importance attributed to creativity as a fundamental communication driver by the organization (The Business Standard, 2022).

The Asiatic MCL mission is to further grow in terms of scale and scope and provide complete and responsive communication solutions. The company will fulfill the dynamic and evolving needs of its clients in an active business and media environment by adapting, strategic and innovative services (The Business Standard, 2022).

The four principles that the organization has developed its values on are curious, creative, collaborative and courageous. Curious means that the company has a dedication to learn through people, varied cultures, and various settings. Creative emphasizes the fact that creativity must not be considered as a separate department but as an activity that is to be incorporated in all the functions. Teamwork (or Collaborative) focuses on shared respect and shared success. Courageous (or Bold) is a kind of the readiness of the organization to endorse bold thinking, creative implementation, and the assurance to bear significant responsibility in meaningful work (The Business Standard, 2022). All these values are the organizational culture of Asiatic MCL and they shape the organization in its internal practices, client relations and strategic method of communication (Asiatic Marketing Communications Limited, n.d.).

2.2.2 Company Philosophy

Fundamentally, Asiatic MCL preach magic of narratives and consider the brand as a strong story-teller that can turn the perceptual landscapes and make an indelible mark. The company is a group of creative professionals that are quick to adapt to the seismic shifts of social media supremacy into AI-driven personalization without affecting the high criteria of innovativeness. It reinvents great challenges as crucibles of resourcefulness, on the basis that Innovative ideas can start with simple ideas that can be enhanced over time, which are strictly refined through a series of strategies and polished by collaboration and team refinement.

2.2.3 Company History

Asiatic MCL started off with the journey of an alumnus of Dhaka University who in a visit to Karachi happened to be an apprentice English copywriter in an agency in Karachi. He cunningly acquired the ill East Asiatic entity after the 1971 Liberation War and it became Asiatic Marketing Communications Limited. This historic shift brought about its metamorphosis as the communication dynamo in Bangladesh, whereby accolades, customer loyalties and industry standards were achieved in half a century.

2.2.4 Company Hierarchy



Image: The brains behind Asiatic MCL

- Co-chairperson: Sara Zaker
- VP, Group Strategic Director: Farooq Shams
- Lead Growth Officer: Sadib Ehsan
- AVP, Creative: Mostafa Monwar
- Group Creative Director: Tanvir Hassan

2.2.5 Company Wings

Brand Communication (Brands): Heads the creative thinking and brand custodianship, which was gained during the internship.

Digital Marketing (Digital): employs the new age concept-based digital arsenals.

Social Communication (Social): Moves communications of impact in societies since 1984.

Community Engagement (CE): Fills CRM tunnels with eternal customer loyalty.

2.2.6 Parent and Other Sister Concerns

Asiatic MCL is part of Asiatic 3sixty conglomerate, a communication synergetic consortium. The agency cooperates with a number of sister concerns, which are also specialized in various aspects of the marketing and communication environment:

- Asiatic Social: Specializes in Customer Relationship Management (CRM), social media listening, and brand reputation management.
- Asiatic Talkingpoint: Strategic brand planning and development.
- Asiatic Mindshare Ltd. (AML): Specializes in media integration and digital marketing skills.
- MBA (Media Buying Agency): Guarantees media buying and placement accuracy and efficiency.
- Media Consultants Ltd.: Specializes in the production of content and technological development.
- Out of the Blue: Design studio that focuses on spatial and experiential design.
- Ddhoni-Chitra Limited: Offers tailor-made audio-visual (AV) production.
- Forethought PR: It deals with integrated or hybrid PR (PR) strategies.
- Blackboard Strategies: A PR consultancy firm which offers expert PR services.
- Stencil Bangladesh Limited: Digital augmented design.
- Asiatic Experiential Marketing Limited: Focuses on development of sensory and immersion brand experience.
- Optimum Services Limited: Offers lean supply chain and logistical services.
- Radio Shadhin 92.4 FM: FM station with an emphasis on sound-based audience participation and imagery.
- Asiatic Digital: Plays the role of a wholesale nexus of full digital marketing services.
- A-Minor Studio: an animation and video editing studio.

- Asiatic TMS Limited: It deals with trade activation and field marketing experiences.

2.3 Management Practices

Asiatic MCL practices a democratic management approach whereby employees are motivated to communicate ideas, engage in debates, and help in making decisions. The company is very focused on creativity, teamwork, and departmental open communication.

Management activities are done using habitual team meetings, brainstorming, feedback, and a tight coordination of activities between the supervisors and subordinates. During campaign planning, creative development, and execution stages, employees are provided with the opportunity to share their views. Moreover, the heads of departments tend to promote team members giving suggestions prior to final decision-making, particularly when it comes to communicating with clients, campaign orientation, and solving problems.

Such a participatory type of management approach provides a supportive and inclusive workplace. It makes employees feel important and special, which enhances motivation and dedication towards organizational objectives. It also enhances innovation since when people are given freedom to express themselves, they will be more inclined to give in to original ideas.

The outcome of this management strategy is that Asiatic MCL experiences enhanced collaboration, enhanced generation of ideas, and enhanced interdepartmental coordination. Creative flexibility is also encouraged by the democratic culture and this is particularly relevant in an advertising agency where originality and strategic thinking is the key to success.

2.4 Marketing Practices

Asiatic MCL is a competitive company in terms of its marketing strategy and approach in attraction and retention of clients. The company is particularly prolific in the TVC projects, retainer based jobs, and integrated communication campaigns. It does not just consider itself a service provider, but also a strategic brand storyteller.

Marketing behaviors are executed by conducting presentations to clients, competitive pitching, showcasing portfolios, and undertaking relationships. The company develops custom-made proposals according to the needs of the clients, brand goals, and the market situation. The marketing strategy differs according to the industry, scope and communication needs of each account since each team member would have a different portfolio of clients. This enables the organization to offer tailor-made solutions as opposed to using a standardized approach.

The practice assists Asiatic MCL to remain visible in a very competitive industry. It enhances the confidence of the clients as it shows professionalism, strategic skills and creative depths. The company also increases its opportunities to win new business and maintain long-term relationships through constant interaction with the potential and existing clients.

2.5 Financial Performance and Accounting Practices

Asiatic MCL adheres to the regular financial and accounting processes in terms of billing, cost tracking, payroll categorization, prepaid expense management, and cash flow management. Financial information however is highly confidential as the operations of the agencies are sensitive.

Internal accounting systems handle financial activities by recording the transactions in cash and accrual basis. The prepaids and refunds are carefully checked whereas the operational costs are also checked so as to control the budget. Employees and contractors are categorized accordingly to make accounting and payment. All these records are managed by the authorized personnel since no one can access detailed financial information publicly.

2.6 Management and Information System Practices in Operations

The operational practices of Asiatic MCL are established on the coordination of the functions of the Client Service Team, Creative Team, planners, and analytical support. Information systems and data-driven tools are also used by the organization to help develop campaigns, plan their media, and evaluate their performance.

Client Service Team interacts directly with the clients to gather brief objectives and expectations of the client. These are then passed over to the Creative Team where the concept and campaign ideas are created. The planners help to ascertain that the output of the creativity process is consistent with the strategic objectives and position of the client. This process is closely coordinated internally and campaign progress reviewed regularly with major clients like Pran, BAT, PepsiCo, SMC and Bank Asia. The performance is monitored with the help of information systems and analytics, which help to organize the workflow and facilitate decision-making.

This holistic operation system enhances efficiency, lessens the communication differences and assists in ensuring that campaigns are strategically aligned to client expectations. It also allows the organization to respond quickly to changes in the market demand and campaign needs. Data and analytics have the capability to improve the process of decision-making and effective communication strategy.

The result is an improved ranked and receptive working environment. Asiatic MCL has the capability of delivering custom solutions to broad categories of customers making strategic sense and innovation superb. The system assists in improving the implementation of the project, improved client satisfaction, and the outcomes of the campaigns.

2.7 Industry and Competitive Analysis

2.7.1 SWOT Analysis

- Strong points:
 - Good Leadership and Guardianship: The management has been able to maintain discipline and consistency in the work due to strong leadership and direction of the organization by the management.
 - Healthy Environment: The workplace culture is healthy, which fosters the morale of employees, their collaboration and professional development.
 - Skilled and Experienced Workforce: Well trained and experienced workforce helps in making decisions, creative work and the quality of services.
- Weaknesses:

- Long Tenures: Long working hours may result in fatigue, work-life imbalance, and productivity in the long run.
- Shortages: There can be shortages in manpower in certain areas hence slowing down the work and constraining timely completion of tasks.
- Resource constraints: Flexibility can be hampered by the inability to access certain resources needed to operate effectively, and it can also be more difficult to efficiently manage workload.
- Opportunities:
 - Tariff Games: Competitive pricing games can enable the organization to get more clients and be competitive on the market..
 - Relational Capital: Good client relationships have the ability to establish repeat business, trust and long-term partnership.
 - Offshoring on a global basis: The increased demand of outsourced creative and communication services opens up the possibility to go outside of the local market.
- Threats:
 - Cutthroat Monk: The business of advertising is extremely competitive and this puts pricing, innovation and retention of clients under strain.
 - Pandemic Aftermath: The effects of a pandemic may still be experienced in the form of post-pandemic consequences that affect the stability of businesses, their efficiency, and the flow of their projects.

2.7.2 Porter's Five Forces

Asiatic MCL is in a great market position as it is well known as the oldest and one of the largest communication agencies in Bangladesh and other industry awards it received recently like the no. 1 agency in Bangladesh by Campaign Briefs THE WORK 2024. Based on this, the five forces can be interpreted in the following way.

- Threat of New Entrants: High, the entry barriers in advertising are comparably less now since new companies and freelancers can more readily enter the market with the use of digital tools and social platforms. To Asiatic MCL, this is a competition especially to small digital-first agencies who can easily enter with low operating costs.
- Supplier Bargaining Power: Low to Medium, Asiatic MCL is a part of a vast communication ecosystem and can tap into various production, media, and creative

resources with the help of its broader network and presence in the industry. This helps to avoid having to rely on an individual supplier, but a specialized talent and media access can still generate a moderate supplier power.

- **Bargaining Power of Buyers:** High, the advertising industry has a high bargaining power because clients can easily compare agencies and even change them in case they are not satisfied hence the buyers have high bargaining power. In the case of Asiatic MCL, this has the effect of ensuring that it constantly demonstrates its worth by being creative, strategic and consistent in delivery in order to hold on to key clients.
- **Threat of Substitutes:** The agency services can be replaced by in-house marketing departments, freelance designers, automated digital solutions, and direct-to-consumer solutions in some cases. Nevertheless, the combined communication features and brand-building know-how of Asiatic MCL result in it being more difficult to substitute fully, particularly with large-scale campaigns.
- **Competitive Rivalry:** High, there is a lot of competition in the advertising market of Bangladesh with agencies competing on the same clients, campaigns and retainers. The current reputation, awards and long history of Asiatic MCL provide it with a good advantage, yet it has to be under a lot of pressure to remain innovative and visible.

Generally, Asiatic MCL is currently in good health and yet functions within a market with high rivalry and buyer power and, therefore, it is still critical to retain its creativity, pace and customer trust.

2.8 Summary and Conclusions

Asiatic Marketing Communications Limited (AMCL) is among the well-known advertising firms in Bangladesh, with a high level of attention on the use of creativity and strategic communication. This firm has established a good reputation in the years that it has been in operation providing good marketing solutions in different industries. Nevertheless, the lack of resources and the growing rivalry in the industry prompt the constant need to improve and innovate.

Chapter 3

Project Part

3.1 Introduction

There is a radical paradigm shift in the advertising industry in Bangladesh with the traditional media platform losing ground to digital-oriented methods. This is accelerated by the high rate of technological infiltration and underlying shift in consumer interaction patterns that puts the market leader in a crucial strategic crossroad such as Asiatic Marketing Communications Limited (AMCL). Since the national digital advertising industry is rapidly moving towards an estimated value of \$1.2 billion in 2030, the incorporation of the Artificial Intelligence (AI)-driven video content has become the ultimate competitive differentiation frontier (Statista, 2025). But in the case of agencies such as AMCL, the shift is more cultural than technical, involving a complex interplay of automated effectiveness and resonance specific to the locals and the growing range of audience.

3.1.1. Background and Problem Statement

Bangladesh digital advertising is characterized by the reality that is mobile-first, with a smartphone user base of over 50 million (DataReportal, 2025). With the shift of dominance to such platforms as Facebook and TikTok, the revenues of digital video advertisements will grow considerably. Nevertheless, there is a deep gap between market potential and realized implementation. The problem of agencies, where the industry giants, such as AMCL, lack of AI-based creators, is a very severe one and results in interconnected gaps creating market inefficiencies on the systemic level. In particular, although the generative AI industry will double its size by 204 million between the 2025 valuation to up to 1.2 billion by 2030, the production of the current generation is not stable and is highly ineffective in reflecting local peculiarities.

It is made worse by overreliance on generic AI-created output to present results that are not Bengali-localized (and visuals and language idioms) and reduces the relevance of the campaigns and wastes the advertising cost on non-resonant media. Moreover, the use of AI video solutions is impeded by deeply rooted psychological and technical obstacles: the biases of cultural content and the universality of the doubts surrounding the possibilities of AI and human creativity. These challenges are reinforced by an ethical risk, including cultural stereotyping and the spread of deepfakes, which actively undermine the consumer trust in a mobile-first environment. As a result, the small-budget brands tend to abandon diversified and multi-platform strategies in favor of single-platform offerings such as Facebook because of the resource-heavy nature and perceived risks of sophisticated AI tools (Statista, 2025). All of these reasons are stopping the innovation and ensuring that the digital economy could not have sustainable and high-quality growth (The Financial Express, 2025).

3.1.2 Research Questions and Objectives

The main goal of the study is to create a strategic model that would allow advertising agencies to overcome the difficult process of shifting to the use of AI in content production. For this study, I will be lookout for the following research questions:

RQ1: What are the particular skill gaps in AI video creation among the digital marketing practitioners in Bangladesh, and how are they reflected on the quality of localized content?

RQ2: What are the leading obstacles (bias-related, trust-based) to the implementation of AI in video advertising to local agencies?

RQ3: What is the relationship between cultural biases and deepfake risks on AI-generated ads in the mobile-first market of Bangladesh and consumer trust?

To identify the research questions, it requires to have an understanding what each question are for, hence, to determine the objectives of the RQs, following research objectives are needs to be specified:

- Find practical solutions outlining how to close the gap between technical AI potential and the existing lack of an AI competent skilled workforce.

- Suggest evidence-based practices to raise the adoption rates of AI through the management of technological mistrust and creative tension between humans and machines.
- Establish mechanisms of democratizing access to AI tools to Small and Medium Enterprises (SMEs) by overcoming the constraints of the budget and resources.
- Develop cultural localization rules in AI-generated images to make sure that they are ethical, trusted by the consumer, and accurately translated.

3.1.3 Significance

The critical findings of this study are offered on three different levels:

- Level of industry: Industry firms such as AMCL can also maximize their Return on Investment (ROI) by identifying the underlying cause of the market inefficiency and gain market dominance by refining their workflows to include AI-human hybrid approaches that increase the speed and cultural appeal (Research and Markets, 2025).
- Policy Level: The findings can be used by regulators who aim to regulate the digital economy, i.e. the process of reducing the deepfakes and creating ethical AI systems.
- Academic Level: This study discusses the little body of local research on AI in the Bangladeshi marketing environment, beyond the global generalizations to give a data-driven approach on new market dynamics.

The results eventually support inclusive innovation that would see the national digital economy develop in a sustainable way up to the 2030 targets (ScienceDirect, 2023).

3.1.4 Scope of the Study

The topic in the 2025-2030 prognosis is to determine the operation and strategic change of the Bangladesh advertising industry to understand the industry. The topic alone is narrowed down to the professional environment of AMCL as a good example of market leadership. It examines the collision of generative AI technologies and cultural localization and consumer trust in digital video advertisement. These preparatory backgrounds have had strict thematic scans across the

academic and market literature in the reconciliation of the international technological trends to the regional market realities.

3.2 Literature Review

There is a need to conduct a thematic literature review of internal and external sources to show that hybrid AI-human models have been successful at overcoming technological obstacles in similar emerging markets. This synthesis provides the theoretical framework needed to deal with the psychological and technical barriers prevalent in the Bangladeshi creative sector. Since recent surveys by Islam and Islam (2023) indicate, as AI business practices become more effective in Bangladesh, the implementation is decentralized due to the lack of infrastructure and of specialized education. The East Asian Journal of Multidisciplinary Research (EA JMR) also backs this claim up, noting that there are key gaps in skills involved in AI content generation which tend to produce culturally inappropriate or generic content. In addition, studies by Army IBA indicate that AI integration is not occurring as rapidly as it needs to keep up with the present GenAI boom, partly due to institutional inertia and the resource-consuming nature of state-of-the-art AI systems.

One of the common themes that can be seen in local literature is the psychological obstacle in terms of uncertainty about the capabilities of AI in comparison to the human imagination. This is the reason why agencies are not eager to go all-in with AI since they are afraid of losing their brand and the necessary human touch that Bengali-localized visuals would need. Although AI is highly scaled and effective, the domain studies performed by Notionhive (NH SEO) show that, without immediate engineering customization to the specifics of the local market, AI output will not connect with the target audience. In addition to the local barriers, the bigger picture is radical paradigm shift; the national digital advertisement market is estimated to be valued at \$1.2 billion in Bangladesh by 2030. This is enabled by a mobile-first reality, where there are more than 50 million smartphone users. Nonetheless, according to ScienceDirect (2023), there is a profound disconnect between the potential of the market and its actualization since the existing AI production is not always effective in terms of capturing local specificities. As a result, Statista

(2025) indicates that a significant share of small-budget brands is returning to the single-platform approach (such as Facebook) because of the perceived risks and large resource needs of advanced AI solutions. Such knowledge gaps in current literature explain the qualitative method applied in this research to explore the special dynamics of the Bangladeshi creative industry.

3.3 Methodology

This study has a qualitative research design, which will use a mixture of primary and secondary data to enable an in-depth examination of AI-trained content production within the advertising industry.

Primary Data Sources: The primary data was collected by direct observation during the internship period in Asiatic Marketing communications limited (AMCL). This included following the day to day operations of the Client Servicing Department and the Creative Team. In addition, unstructured interviews with Farah Asghar, Senior Account Manager, Brand Communication, AMCL; Jakir Hossain, Associate Art Director, Creative Team, AMCL; Redwanur Rahman Rafi, Senior Executive, Brand Communication, AMCL; Farzana Yesmin Riya, Visualizer, Creative Team, AMCL; Faysal Abdullah, Copywriter, Creative Team, AMCL were employed to collect data that shed light on the real-life practices, organizational processes and internal issues regarding the adoption of AI. Each interview was conducted on an average of 15 to 20 minutes, within this duration I focused mainly on the client demand, production insights, client feedbacks and the challenges faced while making AI-based content.

Secondary Data Sources: To have the theoretical richness, I utilized a variety of specific secondary data and credible external sources, those are:

Corporate Records: Corporate reports, departmental guidelines and annual internal overviews of AMCL (asiaticmcl.com).

Industry Reports: The data received in Statista on the tendencies of digital video adverts and in DataReportal on the digital environment in Bangladesh.

Scholarly and Professional Resources: Journal articles and reports of the Bangladesh Association of Advertisers peer-reviewed.

Data Analysis method: Thematic scan method was used to analyse the data. This involved balancing the world technological trends and the domestic market realities through setting of common trends in academic sources and the company. The analysis particularly classified the data into major thematic areas; differences in skills, implementation biases, and dangers of cultural stereotyping.

3.4 Findings and Analysis

According to the responders on research question 1 that dwells on the specific skill gaps in AI video creation among the digital marketing practitioners in Bangladesh and how these skills gaps are reflected in the quality of localized contents, the most apparent skill gaps in AI video creation are applicable to prompt engineering, creative editing judgment, localization ability, and contextual storytelling.. Through the interviews and observation, it seemed that, at a simple level, AI tools can be used by many practitioners, yet they tend to have a hard time directing the tools in a specific manner to create content that complies with the expectation of the Bangladeshi audience. Some of the respondents pointed out that AI can create images or writing in a shorter time but the final result often needs a lot of human editing prior to being utilized in a professional campaign.

The statistics also revealed that the absence of technical knowledge is very much associated with poor localization. When the user lacks details and prompts or local references, AI-generated content tends to be too generic, overly polished, or culturally detached. The tone, idiom, social context, and visual symbolism are very important in the case of Bengali-language communication, but these aspects are not always addressed appropriately by users who do not have a lot of training in creating content with the help of AI. Consequently, the localized output can appear good on the surface but not to generate emotional resonance in the target audience.

Judging by the information, one may assume that the skill gaps have a huge impact on the quality of AI-created localized content in Bangladesh. Tools of AI can be used as aiding tools, but the

skill of the practitioner is critical in the effectiveness of these tools. The end product is less compelling and brand-suitable when the users do not have the ability to be culturally aware, creatively controlled, or in a technically refined manner. Thus, the quality of localized content is not a factor of AI but it is formed by human capacity to guide and tailor the technology appropriately.

According to the responders on the second research question that dwells on the most prominent barriers, such as bias-related and trust-based ones, to the implementation of AI in video advertising in local agencies, the results reveal that the primary barriers to AI implementation are organizational reluctance to innovate, trust problems, data privacy concerns, and the lack of confidence in the accuracy of the content. Other respondents were also careful of over-relying on AI as they did not understand how uploaded information is stored, processed and re-used by the system. This is of particular concern when dealing in an agency environment where there is client work, campaign ideas and confidential brand information. Consequently, the threat of data being leaked becomes a viable block to adoption.

The other significant challenge is the bias in the output of AI. The evidence indicates that AI applications are usually based on the trends of the data on which they are trained and that this data might not be a complete reflection of Bangladeshi culture, language, or audience behavior. This may result in skewed images, poor cultural expression or content that is imported as opposed to locally rooted content. Such bias is a serious issue in a competitive advertising environment since the brands need to communicate in a way that they find authentic and contextually fit.

The results also show that managers as well as creative professionals also contribute to the development of trust-based resistance. Other agency employees are unsure about whether AI will be able to maintain originality, brand identity, and satisfy the requirements of clients without intensive human support. It is also feared that excessive reliance on AI can lead to a diminishing of the contribution of human creativity in the agency process. Judging by the obtained data, one can state that not only technical constraints but also the psychological and organizational opposition slows the implementation process. Thus, not only technological but also ethical, operational, and cultural are the significant impediments.

According to the responders on the research question 3 which deals with the association between cultural biases and deepfake risks in the AI-generated ads in the mobile-first market of

Bangladesh and consumer trust, the results indicate that the factors of cultural bias and deepfake risk are closely related since both of them have a direct impact on audience trust. A mobile-first economy such as Bangladesh would expose consumers to content at a high rate with short videos, social media posts, and digital advertisements. Such a climate accelerates the rate of dissemination of AI-generated content, but it also exposes the possibility of false and culturally insensitive content being detected and criticized within a short time.

The statistics show that AI advertisements which are biased in relation to the culture could not resonate with the consumers as it does not match with the local values and language trends, as well as the social anticipations. When the visual representation, tone or message used seem to be unnatural or not suitable, viewers will think that the ad is inauthentic. This gives a question of trust particularly in advertisement where emotional appeal and credibility of the brand are the key. Unless consumers are convinced that a brand is using AI in a responsible or ethical manner, their trust in the message can be lost.

The issue is even more serious when one takes into consideration deepfake risks. Video content produced or edited by AI can be abused in order to produce false depictions of individuals, voices or behaviors. With the rapid dissemination of content by mobile users in a market that has many users, it is very easy to ruin brand reputation. The data thus indicates that cultural bias and deepfake threat coexist to decrease consumer trust in the situations when AI content is not monitored. Following the research, we can draw a definite conclusion: the more culturally insensitive or misleading content, the less trust the consumers have. This is why the use of AI has to be accompanied by stringent human verification and ethical control, and cultural verification prior to publication by agencies.

Research Questions	Findings/Key Data	Answer
RQ1:What are the particular skill gaps in AI video creation among the digital marketing practitioners in Bangladesh, and how are they reflected on the quality of localized content?	Prompting weakness, editing gap, localization problem, contextual storytelling issue.	Skill gaps reduce localization quality and make AI content less relevant, less polished, and less audience-specific.
RQ2:What are the leading obstacles (bias-related, trust-based) to the	Privacy concern, bias issue, trust deficit, organizational hesitation.	These obstacles slow AI adoption and create resistance to using AI in agency

implementation of AI in video advertising to local agencies?		workflows.
RQ3:What is the relationship between cultural biases and deepfake risks on AI-generated ads in the mobile-first market of Bangladesh and consumer trust?	Cultural mismatch, manipulation risk, misinformation fear, trust erosion.	Cultural bias and deepfake risk weaken consumer trust and make AI ads seem less authentic and less reliable.

Table: Summary Table of Findings and Analysis

Altogether, the results indicate that AI within the Bangladeshi advertising sector has a great potential, yet the application is yet to be restricted by the lack of skills, mistrust, and cultural risks. The study recommends AI to be applied as a supplement but not a substitute for human judgment. In agencies such as Asiatic MCL, the successful implementation of AI requires integration of technical efficiency and creativity, cultural sensitivity, and ethical accountability. This is particularly crucial in video advertising where real-life visuals, trustworthiness of the audience, and regionality are fundamental to the success of the campaign.

3.5 Summary and Conclusions

This research concluded that AI can be productively used in Bangladeshi video advertising, but its practical application is not yet as strong as it could be due to the lack of skills, distrust, and cultural factors. AI tools can be used by many practitioners, but it is often necessary that human advice is used to develop a localized and brand-suitable content.

The study also revealed that the obstacles to the implementation of the agencies include privacy of their data, bias in the output of AI and fear of excessive reliance on technology. Moreover, cultural bias and deepfake risks may put a dent in consumer trust, particularly in a mobile-first digital ecosystem in Bangladesh.

On the whole, it can be concluded that AI is not to be used as a substitute, rather as a support tool, in place of human creativity. To achieve success, agencies should have better human control, responsible utilisation, and enhanced training of AI-based content development.

3.6 Recommendations

To close the gap between AI potential and market reality, AMCL and interested players in the industry should pursue various strategic interventions. The first one is to upscale the workforce; it is necessary to introduce certain training courses that will train AI-human interaction to produce a new generation of creators who will be able to design something, which will be localized to Bengali reality in the future. The latter should be enabled by the fact that the introduction of more hybrid workflows in which AI acts as a co-pilot to initial drafting in a process operated by human designers who perform the most recent cultural and linguistic corrections. In addition, ethical AI governance norms should also be established within the industry in which cultural stereotyping and deepfakes proliferation are not accepted, and, consequently, customers will regain their trust in synthesized content. Agencies should also make efforts to diversify platforms, going beyond Facebook-focused approaches to consider high-ROI opportunities on Tik Tok and YouTube made possible by AI efficiency. Lastly, there should be policy incentives by regulators to democratize access to high-quality AI tools, so that even smaller agencies can engage in a varied and competitive digital advertising ecosystem.

References

1. DataReportal. (2025, March 2). *Digital 2025: Bangladesh*. <https://datareportal.com/reports/digital-2025-bangladesh>
2. Faruk, O. (2023). Impact of artificial intelligence on content marketing in the context of Bangladesh. *East Asian Journal of Multidisciplinary Research*, 2(9), 3973–3988. <https://journal.formosapublisher.org/index.php/eajmr/article/view/4951>
3. Islam, M. T., & Islam, M. S. (2023). Practices of artificial intelligence to improve the business in Bangladesh. *Social Sciences & Humanities Open*, 8(1), Article 100766. <https://doi.org/10.1016/j.ssaho.2023.100766>

4. Notionhive. (n.d.). *AI impact on search visibility in Bangladesh*.
<https://notionhive.com/blog/ai-impact-search-visibility-bangladesh>
5. Research and Markets. (2025). *Bangladesh digital ad spend market: Size & forecast to 2030*.
<https://www.researchandmarkets.com/reports/6217908/bangladesh-digital-ad-spend-market-size-and>
6. Statista. (2025a). *Digital video advertising - Bangladesh*.
<https://www.statista.com/outlook/amo/advertising/tv-video-advertising/digital-video-advertising/bangladesh>
7. Statista. (2025b). *Advertising - Bangladesh*.
<https://www.statista.com/outlook/amo/advertising/bangladesh>
8. The Financial Express. (2025, February 12). *Local ad market shifting to digital media, traditional media getting marginalised*.
<https://thefinancialexpress.com.bd/national/local-ad-market-shifting-to-digital-media-traditional-media-getting-marginalised>
9. Asiatic Marketing Communications Limited. (n.d.). *About us*.
<https://www.asiaticmcl.com/about-us/>
10. Asiatic Marketing Communications Limited. (n.d.). *Innovation & tech*.
<https://www.asiaticmcl.com/innovation-tech/>
11. The Business Standard. (2022, October 31). *Asiatic MCL joins network*.
<https://www.tbsnews.net/economy/corporates/asiatic-mcl-joins-network-541346>
12. DataReportal. (2025, March 2). *Digital 2025: Bangladesh*.
<https://datareportal.com/reports/digital-2025-bangladesh>
13. Faruk, O. (2023). Impact of artificial intelligence on content marketing in the context of Bangladesh. *East Asian Journal of Multidisciplinary Research*, 2(9), 3973–3988.
<https://journal.formosapublisher.org/index.php/eajmr/article/view/4951>
14. Islam, M. T., & Islam, M. S. (2023). Practices of artificial intelligence to improve the business in Bangladesh. *Social Sciences & Humanities Open*, 8(1), Article 100766.
<https://doi.org/10.1016/j.ssaho.2023.100766>
15. Notionhive. (n.d.). *AI impact on search visibility in Bangladesh*.
<https://notionhive.com/blog/ai-impact-search-visibility-bangladesh>

16. Research and Markets. (2025). *Bangladesh digital ad spend market: Size & forecast to 2030*.
<https://www.researchandmarkets.com/reports/6217908/bangladesh-digital-ad-spend-market-size-and>
17. Statista. (2025a). *Digital video advertising - Bangladesh*.
<https://www.statista.com/outlook/amo/advertising/tv-video-advertising/digital-video-advertising/bangladesh>
18. Statista. (2025b). *Advertising - Bangladesh*.
<https://www.statista.com/outlook/amo/advertising/bangladesh>
19. The Financial Express. (2025, February 12). *Local ad market shifting to digital media, traditional media getting marginalised*.
<https://thefinancialexpress.com.bd/national/local-ad-market-shifting-to-digital-media-traditional-media-getting-marginalised>