

Internship Report on
“Analysing the strategy behind Digital Advertising at Asiatic MCL”

By
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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
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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing my degree at Brac University.
2. The report does not contain material previously or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material that has been accepted or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

Supervisor's Full Name & Signature:

Letter of Transmittal

Ms. Rahma Akhter

Lecturer

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Internship Report Submission

Dear Ma'am,

It is my great pleasure to show my internship report under the title, "Analyzing the strategy behind Digital Advertising at Asiatic MCL" which I was appointed at your direction.

I have attempted my best to finish the report by using the experience I have gained throughout working for Asiatic MCL and recommended propositions in as significant a compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

Zerin Tasnim

21104027

BRAC Business School

BRAC University

Date: 4th May 2022

Non-Disclosure Agreement

This agreement is between Asiatic MCL and me as a student of BRAC University with the given permission to use the information for my report titled “Analyzing the strategy behind Digital Advertising in Asiatic MCL” which is not released anywhere rather than my report work and presentation.

In my report, I have used basic and business information of Asiatic MCL and used the data specified and directed by my organizational supervisor. I have used all the information for my report after permission from my organizational authority.

The organization agrees that to complete the criteria of the course in which it is enrolled, the applicant must make a detailed presentation about the project and that this application includes information on the company to the audience that has not signed any non-disclosure agreements. Asiatic MCL has helped in avoiding confidential information. This Agreement may not be altered except by a written instrument signed on behalf of each party.

Name of Company: Asiatic MCL

Supervisor Name: Ikram Sami

Address: House 136, Road 13B, Banani, Dhaka

Name of the Student: Zerin Tasnim

Address: House 40, Road 25, Block A, Banani, Dhaka

Title of Report: Analyzing the strategy behind Digital Advertising in Asiatic MCL

Acknowledgment

Firstly, I would like to express my deep gratitude and gratefulness to Almighty Allah for giving me the patience and strength to complete this report. I'd like to thank my organization "Asiatic MCL" and on-site supervisor Mr. Ikram Sami for allowing me to work and guiding me throughout the internship countless times making it a fruitful learning experience to build a career on. I was fortunate to have a positive work environment with proper safety measures and supportive co-workers who also helped me to grow.

I would like to express my sincere appreciation to my supervisor Ms. Rahma Akhter for not only her unceasing support and supervision but also for her patience with me in guiding me to finish this report. Ma'am has given suggestions and directions which were precise and clear making it possible to apply a great source of spirit to complete the report properly. It gives me an unbelievable sense of relief to be able to complete this report with Ma'am as this report marks the end of my Bachelor's Degree and I couldn't be happier that Ms. Rahma Akhter was my teacher to help me appropriately mark this end.

Lastly and most importantly, I would like to mention my parents as they played a great role in helping me to complete 4 years of undergraduate studies. I have witnessed the sacrifices they made especially in this pandemic to finance and provide resources for my education. I am thankful to them every day.

Executive Summary

Based on my three-month internship at Asiatic Marketing Communications Limited's Client Servicing Department, I've put together this report. The internship course Bus 400 was something I had to do as part of my BBA degree requirements.

Included in this document are an introduction and a quick look at the company's profile. There are detailed descriptions of the business and analyses of the products and services it offers. My internship experience was summarized in the last parts. As an intern, everything of the information presented here is my personal opinion and what I have observed. In this section, I discussed the tasks I was given at work as well as the atmosphere in the workplace. My views and personal thoughts on how I have pursued my internship are included. I finished the report by including my analysis and findings on my chosen topic.

I've learned a lot about digital marketing firms in the past three months. The company helped me acknowledge the vital techniques of digital marketing as well as the importance of efficient and suitable strategy and to be curious about where digitization is leading us. Using what I learned during my internship, I looked for flaws and proposed possible solutions.

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List of Acronyms

KV	Key Visual
ATL	Above The Line
BTL	Below The Line
TTL	Through the Line
KPI	Key Performance Indicator
VP	Vice President
AVP	Associate Vice President
DMA	Digital Marketing Awards
AR	Augmented Reality
VR	Virtual Reality
MR	Mixed Reality

Glossary

Client Brief	A recorded document that helps in guiding a project. Client expresses their needs and wants in that brief for the project.
Customer-Relationship Management	is a process where customer interaction in a business is managed
KPI	KPIs are values that help you measure a campaign's performance

Overview of Internship

1.1 Student Information

This section will describe the necessary information about the person completing the report. The report is written by me with the purpose of completing my graduation from BRAC University.

1.1.1 Name & ID

This is Zerine Tasnim a student of BRAC Business School, BRAC University. I started my journey as an undergraduate student.

1.1.2 Program & Major

I have chosen BBA as my area of study. I have decided to complete my graduation in this program by doing a major in Marketing as my major and a second major in Human Resource Management. I found myself enjoying marketing courses more hence I applied for work at an agency to pursue this field and base my report on this major.

1.2 Internship Information

By the time I reached my final semester, it was quite challenging for me to find an internship that can ensure employee safety for post COVID measurements in the work environment. I was fortunate enough to be called for my interview and find an opportunity by January 2022 and actively started working from when I joined as an intern in their Client Servicing Department.

1.2.1 Period, Company Name, Department, and Address: I have worked from this year, 1st February 2021, and still continue to for the marketing and communication agency, Asiatic MCL, under their Client Servicing Department as an Executive. Asiatic MCL's office is located on the 3rd, 4th, 5th, and 7th floors of House 146, Road 13B, Banani Dhaka.

1.2.2 Internship Company Supervisor's Information: My supervisor was Ikram Sami, the Client Servicing supervisor of Asiatic MCL. He has been working there for the last 3 years and has other interns like me under his supervision.

1.2.3 Job Scope - Job Description/ Duties

Asiatic MCL has appointed me with some pivotal responsibilities which were not a substantial amount of duties at the beginning but have gradually built up with time. Additional crucial tasks were given to me to handle when I was able to prove a cautious and sincere way of working and completing assigned works in the given time. My appointment letter fully specified the following as my duties-

- Managing multiple clients' social media accounts, websites, and mobile applications when assigned
- Lead generation and closing sales
- Participating in pitches and working on deck submission as per brief
- attending and document assigned meetings
- Managing different teams from different departments and keeping them aligned in their given project/brand
- Making sure deadlines are met from all departments/teams

1.3 Internship Outcome

1.3.1 Student's contribution to the company:

These were my contributions to the company as per the tasks I had to undertake. My responsibilities included but were not limited to the following:

- Completing any tasks given by my supervisor
- Taking meeting minutes of meetings that I'm assigned to attend and mailing them to concerned teams
- Holding briefing, de-briefing, and brainstorming sessions with the team
- Attending to clients' calls and keeping them updated
- Attending shoots for assigned brands

1.3.2 Benefits to the student: I have learned about the sophisticated ways client servicing can be done through using various strategies most of which were provided by Asiatic MCL. The internship enabled me to strengthen my communication skills from a professional point of view, proved to me the vitality of time management through working cycles, and taught me how work experience is always an ongoing process for one's career growth.

1.3.3 Challenges & Difficulties

Since working for an agency such as Asiatic MCL was a new experience for me, it took me a while to understand how to use their tools, documents, and database given that it was my first proper job and certain instructions were misunderstood by me or took me time to finish certain tasks. With time I have gradually picked up and learned new things regarding digital marketing and the advertisement industry.

1.3.4 Recommendations

For someone who wants to closely watch how an agency functions and experience a positive, women-friendly work culture, Asiatic MCL would be my recommended workplace to be part of. The firm is a great place to start learning about marketing 360 up close and sets the milestone for career growth. However, the immense pressure might be too much for some candidates. If freshers can keep up with the pressure it's a great place to accelerate career growth that may attract great jobs in the future.

Organization Part: Overview, Operations, and a Strategic Audit

2.1 Introduction

In this part of the paper, the overall idea of Asiatic MCL as an organization, its objectives, and methods of using various tools for different accounts will be discussed.

2.1.1 Objectives: The primary purpose of writing this report is to mark the partaken 3 month-long internship program and to complete the BBA program at BRAC Business School. This report sheds light on the takeaways from the job experience I have gained through joining Asiatic MCL. how a firm like Asiatic MCL was one of the few agencies that follow proper strategy building and have adapted to the ever-changing digital age as early as it's required to

- Learn about proper brief writing with the different types
- Learn to use and manage the agency documents and tools for assigned clients
- Managing all relevant departments' and working teams' work calendar
- Meeting the given KPIs
- Documentation of client meeting i.e Meeting minutes

2.1.2 Methodology:

- Collecting and storing documents and data information using tools
- Client's social media platforms, websites, and mobile application
- Zoom meetings and or Google Meet
- Internship experience
- Class learning

2.1.3 Limitations

Even though the company had a proactive approach and an encouraging agency culture, the internship job came with tasks but lacked a few resources and had complicated work process. I have thoroughly enjoyed most on-the-job training and tasks, however, some seemed futile to me. Since each client had their own unique needs of service from the agency, the same or correct format for all clients seemed ineffective and a monotonous way of approaching.

2.1.4 Significance

The report provides insight and the strategy of Digital Marketing at agencies in recent times.

2.2 Overview of the Company

The venture of Asiatic began in 1966. The organization was called East Asiatic around then. In those days, the understanding of brands was not so much in-depth. Although they offered administration to non-exclusive organizations like making lobbies for various businesses. Steadily, they turned into the organization called Asiatic 3sixty. With constant difficult work Asiatic became one of the biggest and driving promoting correspondences firms in Bangladesh. It is called Asiatic 3sixty on the grounds that the firm offers 360-degree promoting solutions for the customers.

Asiatic made a global affiliation with J. Walter Thompson in the year 1996. The organization was renamed Asiatic JWT in 2005 which comes from J. Walter Thompson. JWT is the fourth biggest advertising agency on the planet and works together in more than 90 nations with almost 10,000 representatives.

Asiatic has been directed by the well-known creator/artist, the veteran, Aly Zaker. He was the Chairman and administrator of the firm. Other important people are- Mrs. Sara Zaker, Iresh Zaker, Ferdous Hasan Neville, Farooq Shams, Rashika Osman, and many others. Mrs. Sara Zaker leads as the Deputy administrator whereas Iresh Zaker and Ferdous Hasan Neville head as the chief administrators of the agency.

AMCL sees that there are bundle ways a buyer should be spoken with and that every one of these correspondence contact centers needs a binding together strategy around which various orders can fill in collectively for the brand. Adhering to that, Asiatic has made and developed an entire strategy around it. It is as of now a full-organization office considering Audio-Visual Production (DhoniChitra), Activation (Footprints and Asiatic Events), Media (Maxus, Mindshare and Mediaedge: CIA), Broadcast (Radio Shadhin FM 92.4), PR (Forethought PR), Research (MRC-Mode), and Communication (Talking Point and Asiatic MCL).

As of now, there are 17 companies under Asiatic 3sixty represented as below-



Figure: Under the umbrella of Asiatic 3sixty

Although the wing, Cookie Jar doesn't operate anymore. But there is a new wing they call, "Optimum Services" under the subsidiaries of Asiatic 3sixty.

Asiatic MCL is a major player in Bangladesh's marketing communications industry. They began their trip to the country almost fifty years ago. Asiatic has earned a stellar reputation among major corporations, industry associations, non-governmental organizations (NGOs), government agencies, industrialists, entrepreneurs, and marketers.

The goal is to inhale inspiration and exude invention at the same time. It is their firm belief that constant and continuous innovation is essential for keeping things fresh and exciting while also eliminating anything that could be considered boring.

Digital marketing was a new concept that had only recently emerged. Because digital marketing is new, it's often overlooked. Most of the time, businesses must demonstrate to and educate their customers about the nuances of web-based social networking. The majority of customers are aware of web-based social networking's capabilities and demand computerized correspondences from their brands.

Since there is a digital as well as a requirement for 360 marketing communication, the legitimacy of Asiatic MCL has been well-established. Asiatic MCL can serve equally in terms of conventional as well as digital grounds.



Image: The Veteran Late- Aly Zaker



Image: The brains behind Asiatic MCL

- Co-chairperson: Sara Zaker
- Managing Director: Neville Ferdous Hassan
- VP, Group Strategic Director: Farooq Shams
- AVP, Client Services and Business Director: Rashika Osman
- Lead Growth Officer: Sadib Ehsan
- AVP, Creative: Mostafa Monwar
- Group Creative Director: Tanvir Hassan
- Senior Creative Director: Fahim Reza Pail

2.2.1 Vision

Asiatic MCL aspires to be the industry's most innovative, socially responsible, and customer-focused marketing communications service provider.

2.2.2 Mission

The mission of Asiatic MCL is to provide required solutions to the digital communications needs of the clients who thrive to attain their business goals through digital platforms.

2.3 Management Practices

2.3.1 Organogram

Asiatic MCL has a straightforward organizational structure. And the chain of command has a particularly tall hierarchy. The organogram shows that part of the firm is led by a Digital Cheif Strategist. A client servicing head oversees a few separate clusters under his authority.

During my internship, I worked in the Client Servicing led by Ms. Sahmida Rashid Anika, who was also the Associate Director of Client Servicing in digital.

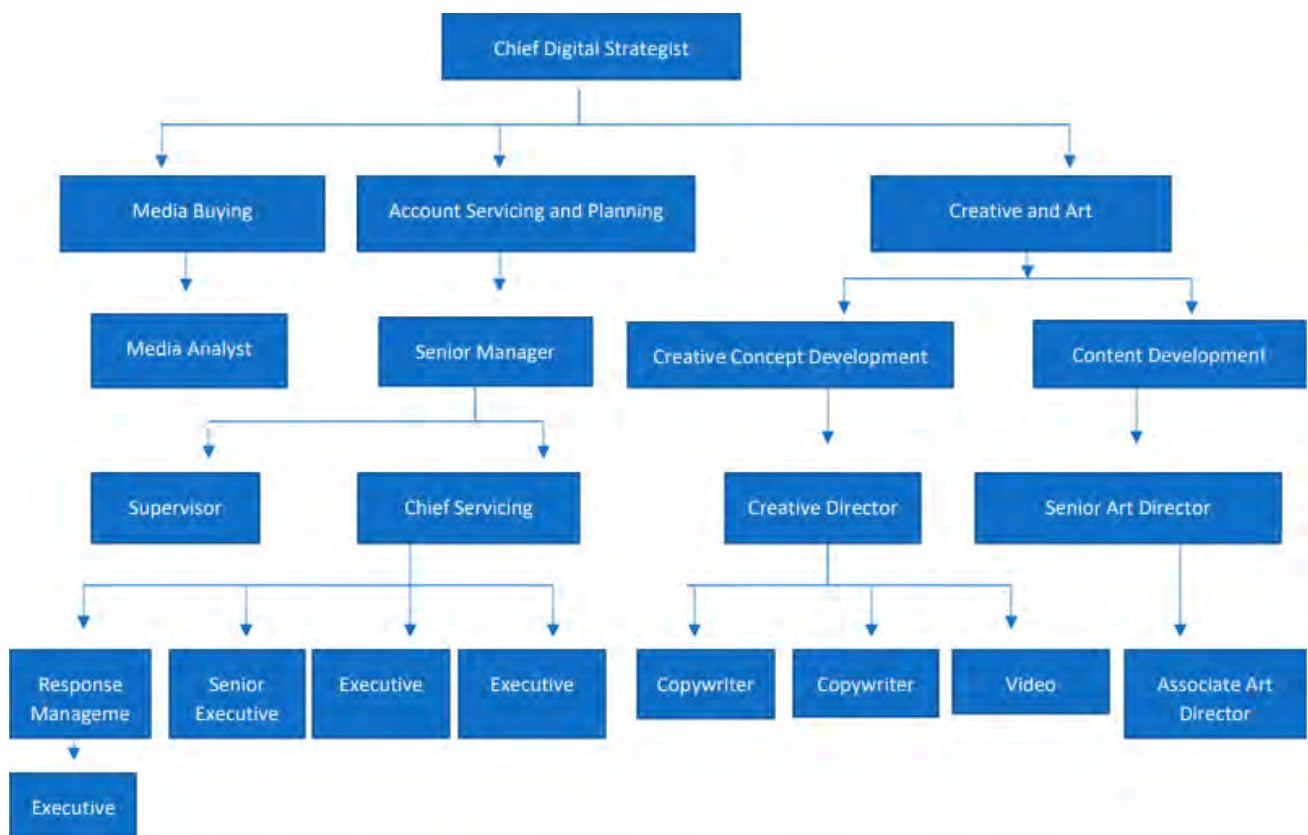


Image: Organogram of Asiatic MCL

2.3.2 Board Meeting

Asiatic MCL believes meetings to be the backbone of growth, for which frequent and long meetings take place among the assigned teams. Since most works are project/client-based, constant updates are required to shed light, in order to work collectively as one towards the given goals. Because the directors are very much involved in leading their respective departments, frequent board meetings take place after office hours to assess the pulse of the agency. Major decision-making discussions are included in this meeting to later update managers and employees.

2.3.4 Office Environment

The office holds the atmosphere of an actively engaged, energetic, and friendly working space with semi-casual attire as the dress-up code. However, due to Covid, employees are advised to work with masks on in order to avoid contagion. Employers encourage heavily to share thoughts and ideas on the meeting focus, even the bad ones. A common saying at Asiatic MCL is “no idea is ever a bad one”.

2.4 Marketing Practices

2.4.1. Portfolio

Asiatic MCL does not shy away from displaying their major clients for which they have built a massive reputation of being the most reliable and professional agency clients can think of.



Image: Lux Channel I Superstar KV



Diagram: Asiatic MCL Portfolio on website

2.4.1 Facebook Page

Asiatic MCL has a decently active Facebook page to share their recent notable works, awards won and recruitment posts.

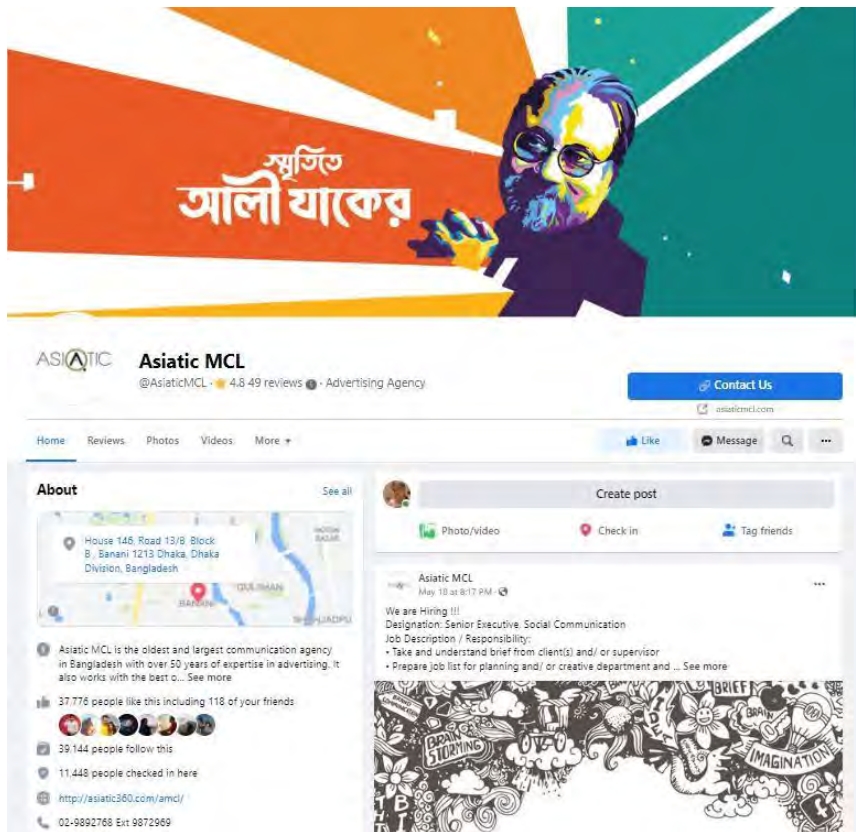


Diagram: Facebook Page of Asiatic MCL

2.4.2 Award Events

Asiatic never turns away from participating in every award event possible notably the Commwards, Digital Marketing Awards (by Bangladesh Brand Forum), and so on. They have been present as both jury members and nominees.



Diagram: Awards from Commward

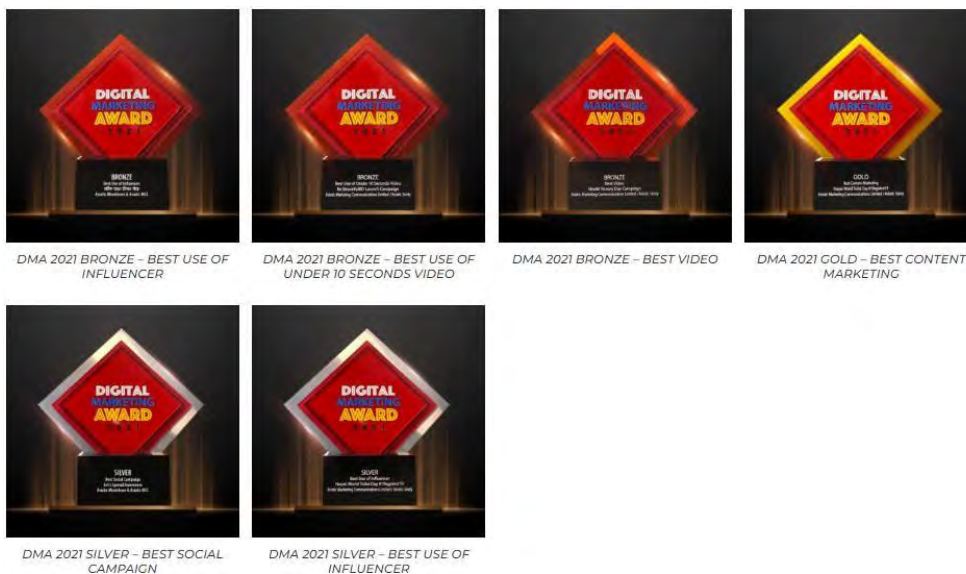


Image: DMA Awards

Notable Awards

2009: Only Agency to win the global top award – Best Market Development Team, Nokia

2010: Only Agency to win Fame Gold Award for Most Innovative Marketing Campaign, HSBC

2014: Most awarded group in Commwards

2015: Most awarded group in Commwards

2016: Most awarded group in Commwards

2017: Received the Outstanding Achievement Award in the Accolade Global Film Competition for End Child Marriage campaign

2.4.3 News Articles

Asiatic MCL have appeared in news articles for its outstanding performance with many clients such as the campaign with Marico product Studio X that was in collaboration with Asiatic MCL and recorded its highest-ever Return on ad spend (ROAS). Below is the news article.



Image: News Articles

244 Services

- **Brand Building:** Every company needs an identity. And we build that identity by building brands using creative solutions to solve business challenges and ideate our clients' future. We exist to help companies navigate the market, and drive long-term growth.
- **Digital Transformation:** With the country shifting towards becoming a digital Bangladesh and actively connecting online, we build brands for digital, using innovation, analytics, and creativity.
- **Social:** We have an edge in developing interactive plans through partnerships with local and international social shapers, creating a deep relationship between the brands and consumers. We use the insights from our social data to develop social strategies, run campaigns, deliver contagious content, manage communities and measure success.
- **Media:** We make effective campaigns by reaching out to our audience through the right platforms by careful planning and media buying, optimizing our brands' messages.
- **Activation:** We connect consumers with brands through experiential activities that transcend conventional means of interaction. These immersive experiences leverage Virtual Reality, Artificial Intelligence, as well as interactive live entertainment or IOT innovations. We aim to connect people to brands in a way that inspires and requires action.
- **Innovation, Trends, Insights:** We are always exploring cultural shifts, trends, and technological advancements, transforming them into opportunities for our clients.
- **Data:** Being the oldest communication agency in Bangladesh and leveraging the affiliation with J. Walter Thompson, we have developed and exploited new quantitative and qualitative research techniques to understand cultures, brands, and consumer motivation.
- **Analytics:** Our marketing solutions are inspired by innovative applications of data and technology.
- **Internal Communications:** We create cultures and in turn, we attract, inspire and empower the best talents to innovate and drive the business. We build and grow through our culture.
- **Sector Expertise:** Being the oldest communication agency in Bangladesh and through affiliation with one of the oldest agencies in the world, J. Walter Thompson, we have accumulated a massive sector and market expertise. We give our clients a unique advantage, leveraging our knowledge and working with government, health, sports, retail, and more.
- **Web and App Development:** We provide top-notch web design services and solutions for UI/UX, E-Commerce, Mobile, Web apps, AR/VR/MR, and more. With decades of experience, we can help you with all of your technology needs.

- **Community Engagement:** We build and nurture customer relationships through CRM that carry our client's business forward. We have expert and experienced resources with full capacity to handle 24/7 CRM services, managing consumers through highly advanced Social CRM tools and international social monitoring & listening tool to ensure maximum results. We monitor & maintain brand image, handle online crises & reputation, analyze consumer, and industry data and insights to fuel the business growth which helps the team to lead a better business.

Notable Campaigns and Projects

1998:

- Anandadhara was founded as a film industry magazine. The magazine started the Lux Anandadhara Miss Bangladesh Photogenic
- Lux introduces Lux Anandadhara Miss Photogenic Bangladesh, the forerunner to the Lux Channel I Superstar, with Moushumi as their first winner.
- Asiatic brands ICC Knock Out Tournament (Wills International Cup), the first One Day International cricket tournament apart from the World Cups to involve all test playing nations, held in Bangladesh.
- Asiatic co-created National Arsenic Mitigation Strategy with the government by developing a branding strategy now adopted worldwide — green and red marking of arsenic contaminated tube-wells

2004:

- Noyantara started producing Sisimpur
- Asiatic co-created National Early Childhood Development Strategy with the government and UNICEF
- Developed strategic paper on the Early Children Development with UNICEF and Bangladesh Government

2005:

- Developed strategic paper on the Early Children Development with UNICEF and Bangladesh Government
- Lux Channel i Superstar is created as the first reality show in Bangladesh

2006:

- Close Up 1 is made as the first major branded TV show

2008:

- Grameenphone Magazine innovation – transparent sheet that flips to reveal message
- Nokia Outdoor innovation – Music playing headphones at Bashundhara City entrance
- Nokia Magazine innovation – Nokia Device and model connected by wire

2009:

- Asiatic co-creates National Early Childhood Learning Development Strategy with the government and UNICEF

2010:

- Asiatic launches Airtel in Bangladesh

2017:

- Launched National Multimedia Campaign for Ending Child Marriage with UNICEF
- Launched online reality show Banglalink Next Tuber

2018:

- Next Tuber Season 2
- Banglalink 4G launch

2.5 Financial Performances and Accounting Practices

Asiatic MCL is very confidential regarding its finance and accounts. As an agency, they focus typically on the following:

- Billing methods to report cash
- Billing methods to report accrual advertising
- Prepaid expense/refund tracking
- Sales requirements
- Independent contractor classification

- Employee classification
- Operational costs
- Managing accounts, budgets, and cash flow

2.6 Operations Management and Information System Practices

Asiatic MCL is a well-known Bangladeshi advertising agency. Their business-to-business clientele is the best in the industry. They support a company in all aspects, including marketing. Asiatic MCL has a long list of notable customers, including Igloo, Pran, Marico, PepsiCo, Singer, and Nestle, to name a few.

Main services include customer service, design, social, activation, and community involvement. The Client Service team acts as a go-between between the Creative Team and the client. The creative team develops the entire idea in accordance with the wishes of the customer. They are the major driving force behind the agency's success. The planners combine all of the requirements of the client and build a strong base on which the client can rely and go ahead to achieve their goals. Other than that, Asiatic MCL provides media services, sector expertise, and analytical and data-related services to its respective clients.

2.6.3 Top clients of Asiatic MCL

The company's major and international current clients are PepsiCo, Unilever, HSBC, Nestle, and Marico. Other clients are mostly local firms and startups. Most of Asiatic MCL's clients were brought through directors' networks or because of Asiatic's reputation in the industry.

2.7 Industry and Competitive Analysis

2.7.1 SWOT Analysis of Asiatic MCL:

Like all other businesses, Asiatic MCL requires a strategic planning technique to sustain in the dynamic market of the advertisement industry and digital marketing. The work environment was energetic and positive and employees were quite motivated to work better. My supervisor emphasized a lot of important learning while working and was also a mentor to upgrade my technical skills. Throughout the time of my internship, I got to see the excellent leadership of my supervisors and managing directors. This is heavily reflected in our work approach hence these are taken as the strongest element.

As for weaknesses, there were days when some project work lasted till 11 pm even though office hours ended at 8 pm. It can act as a demotivator for employees as it takes away personal and work-life balance. There was also an insufficient amount of resources available to work better. For instance, there was no electronic drawing pad for graphic designers for doing detailed art-based tasks.

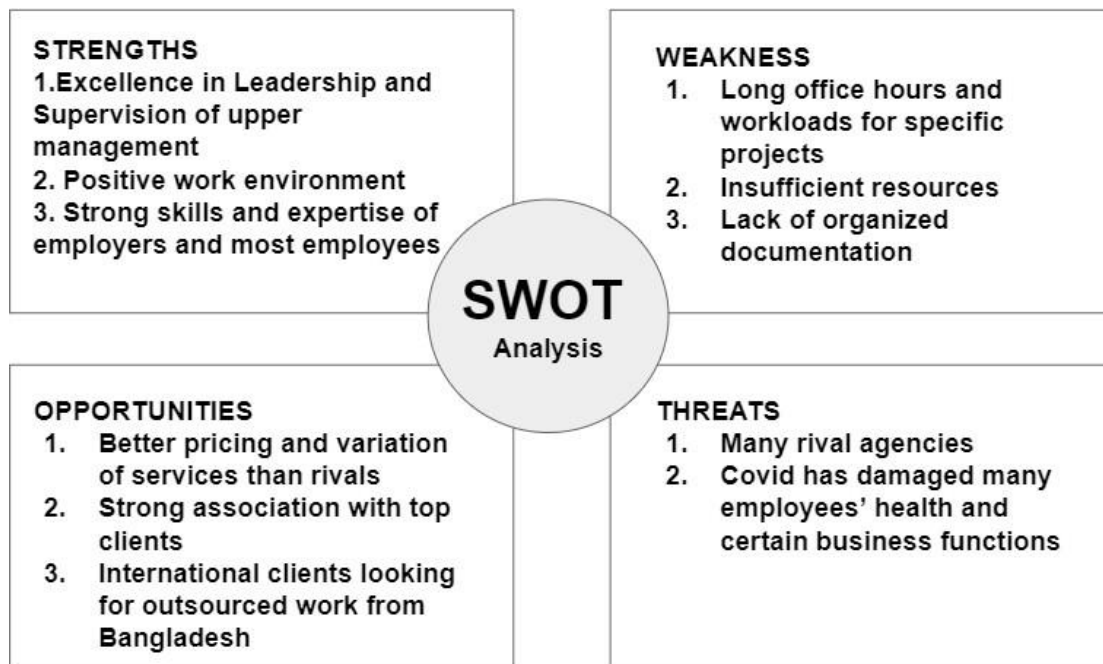


Image: SWOT Analysis

2.7.2 Porter's Five Forces of Asiatic MCL

One of the most holistic approaches is Porter's Five Forces for looking at any industry and understanding what drives profitability and competition. Firms like Asiatic MCL have buyers that are mostly B2B and their needs can be catered as individuals and enterprises. There is an increasing number of new agencies looking for newer and better way of reaching consumers especially through digital marketing. Hence there is a large number of clients of various industries looking for better marketing and communication solutions in Bangladesh. Digital transformation and advanced technology has contributed to this growth.

There is differentiated bargaining power of suppliers as agencies like Asiatic MCL are service based. Currently there are a large number of agencies in the advertising industry. The threats of new entrants coming is high since there are many agencies already. However, new entrants need to develop strong research and strategies with sufficient capital to function thoroughly as new entrants should be facing strong competition from existing players. There are, ofcourse, available substitutes that clients won't hesitate to switch to if needed since there's minimum to no cost of such decision. Given that available substitutes most likely won't have high prices, customers have the freedom to go for their services. There are many similar competitors in the advertising industry and costs are not high. The exit barriers are high and the industry is growing rapidly due to fast-evolving marketing and communication technology.



Diagram: Porter's Five Forces of Asiatic MCL

2.8 Summary and Conclusions

In conclusion, Asiatic MCL has high competition, there is high bargaining power of buyers, low threats of new entrants, low bargaining power of suppliers, and high threat of substitutes.

2.9 Recommendations

The company could strengthen its research and development line by keeping a separate department to anticipate the fast-evolving technology of the industry. Career advancement in advertising and media agencies is quite slow. This is a critical issue that the agencies should prioritize. There are several individuals who have worked there for 2-3 years in the same positions. The pay structure of several agencies is likewise inadequate. As a result, the agencies should work on a salary structure policy. Employee benefit plans must also be expanded in order to motivate and retain employees. Employees should be given additional training by agencies. They may hold additional seminars and workshops to help their personnel improve their abilities. The majority of agencies are experiencing a personnel shortage. More staff should be hired by the agencies. To generate more original ideas, they should invest more in media research and management. In the advertising and marketing industry, commoditization is spreading like wildfire, and creativity appears to be on the point of becoming commoditized.

Unfortunately, most ad agencies, big and small, fail to differentiate their services and then wonder why they are routinely outclassed. Advertising and media agencies are supposed to specialize in establishing brand differentiation. Cross-disciplinary collaboration should be encouraged to better advertising. It allows you to combine literary clarity, historical fact, imagination, scientific precision, and universal truth in a variety of ways. Creative experts from diverse academic backgrounds should be brought in to develop the sector.

Project Part: “Analysing the strategy of Digital Advertising at Asiatic MCL”**3.1 Introduction**

The purpose of this chapter is to focus on the report topic that is analyzing the strategy of the Digital Advertising at Asiatic MCL.

After becoming Asiatic MCL with just eight employees and pitching brands, the chairman believed that advertising alone cannot be sufficient without the integration of other essential communication sectors. Advertisement includes naming a few, a creative/artistic department, a media department, a production department, and a Research department. Each of them is a complete workout in and of itself. As a result, the chairman saw the need to set up specialized divisions or businesses to address all of the pertinent issues. As a result, the Asiatic 360 umbrella has grown to include 17 separate enterprises.

In other words, an organization that tries to supply all services but isn't specialized in any will see that they don't bring value to the whole community. If someone working as an employee, planner, or director in a very creative business may understand that a specific media isn't productive. For this, the media should be treated as a separate independent consultant. Another production company should exist to better serve the customers in the same way. All of these things serve the same purpose: complete communication. It has to do with how consumers think, they aspired to own a portion of it. And they needed to be able to tag customers from every angle if they were to capture the largest proportion of their minds. As a result, it has to be widespread and all-inclusive. To put it another way, that's how the idea came about. The name was chosen at random and has evolved through time by a factor of 360. The term has been properly formulated. As a result, they're now known as Asiatic 360.

3.1.1 Background

Asiatic MCL is a well-known Bangladeshi advertising agency. Their business-to-business clientele is the best in the industry. They support a company in all aspects, including marketing. Asiatic MCL has a long list of notable customers, including Igloo, Pran, Marico, PepsiCo, Singer, and Nestle, to name a few.

Main services include customer service, design, social, activation, and community involvement. The Client Service team acts as a go-between between the Creative Team and the client. The creative team develops the entire idea in accordance with the wishes of the customer. They are the major driving force behind the agency's success. The planners combine all of the requirements of the client and build a strong base on which the client can rely and go ahead to achieve their goals. Other than that, Asiatic MCL provides media services, sector expertise, and analytical and data-related services to its respective clients.

3.1.2 Objectives

The core objective of this chapter is to understand the relevance of

- Keeping updated surveys on clients
- The changes in digital marketing
- The global market trends in 360 marketing
- The local market trends and practices

3.1.3 Significance of the Study

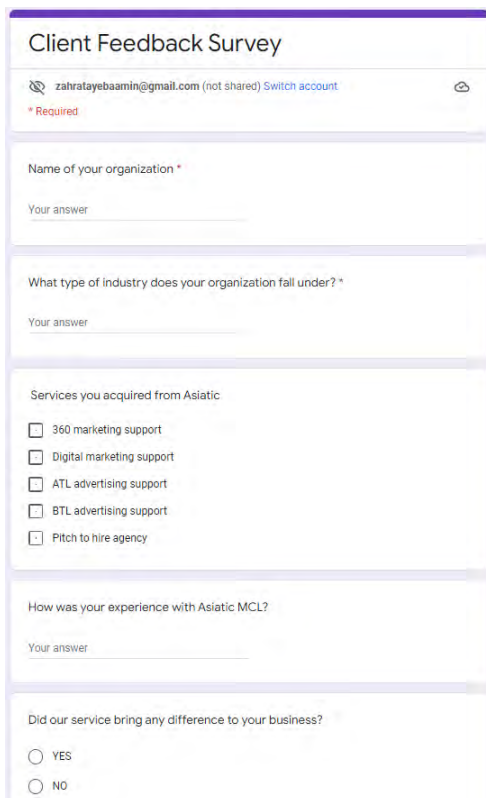
Doing this report on my first ever official work experience has helped me to reflect and look back into what skills I have actually acquired. The growing use of digital marketing especially when remote work has pushed businesses to be present virtually more than ever has influenced me to put a good amount of effort into reading news journals and research papers about the trend of digitalization. These updates helped me share a constructive opinion during office meetings and earned my supervisor's trust when making decisions on how we could deliver certain tasks better. Digital marketing is vital because it connects a company with its customers while they are online, and it works in any industry. It links businesses with their potential customers on Google through SEO and PPC, on social media through social media marketing, and via email through email marketing. The following are some of the advantages of digital marketing for businesses:

- Your marketing activities will be more cost-effective and flexible as a result of the lower costs.
- Consumers that rely on their mobile phones or do all of their purchasing online are given access.
- The ability to talk authoritatively about issues concerning your product or sector
- A chance to interact with influencers, gain their trust, and have them endorse your company
- Multiple sorts of media can be incorporated into your marketing.
- The capacity to follow customers' purchases.

3.2 Methodology

- With the help of collaboration tools such Trello and Asana to organize priorities of tasks and on-going client projects
- With the use of Zoom meetings, Google meet and frequent phone calls to stay in touch with clients and partners
- Use of suitable types of format for a client brief and also to add to our first-hand research of what clients are looking for
- Use of secondary resources such as journals, research papers and networks to understand the current market trends and updates required in our resources and techniques.

3.3 Findings and Analysis



The screenshot shows a Google Forms survey titled "Client Feedback Survey". At the top, it indicates the user is logged in as "zahratayebaamin@gmail.com (not shared)" with a "Switch account" link. A red asterisk and the word "Required" are shown. The survey contains the following questions:

- "Name of your organization *" with a text input field labeled "Your answer".
- "What type of industry does your organization fall under? *" with a text input field labeled "Your answer".
- "Services you acquired from Asiatic" with a list of checkboxes:
 - ☐ 360 marketing support
 - ☐ Digital marketing support
 - ☐ ATL advertising support
 - ☐ BTL advertising support
 - ☐ Pitch to hire agency
- "How was your experience with Asiatic MCL?" with a text input field labeled "Your answer".
- "Did our service bring any difference to your business?" with two radio button options: "YES" and "NO".

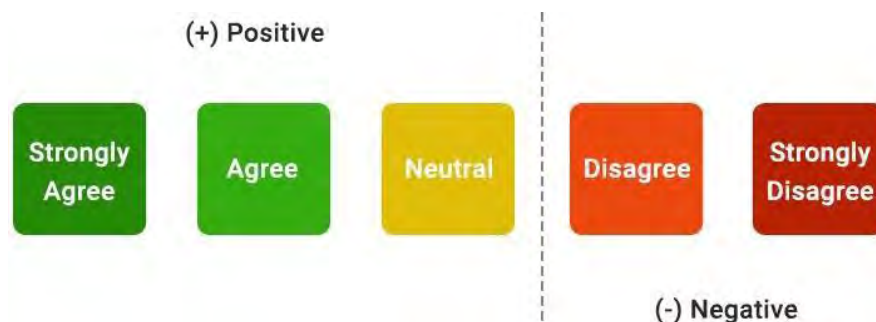
We annually give out a survey questionnaire to clients in order to check and understand if we are able to meet their needs properly and what it is they want as their expectations from an ad agency. These questionnaires help us to serve clients better and reach better results in our briefed work.

The following are typically the kinds of questions (i.e also constantly updated where needed) we ask either verbally or via the form for them to fill up

Questionnaire

- 1) Name of your organization

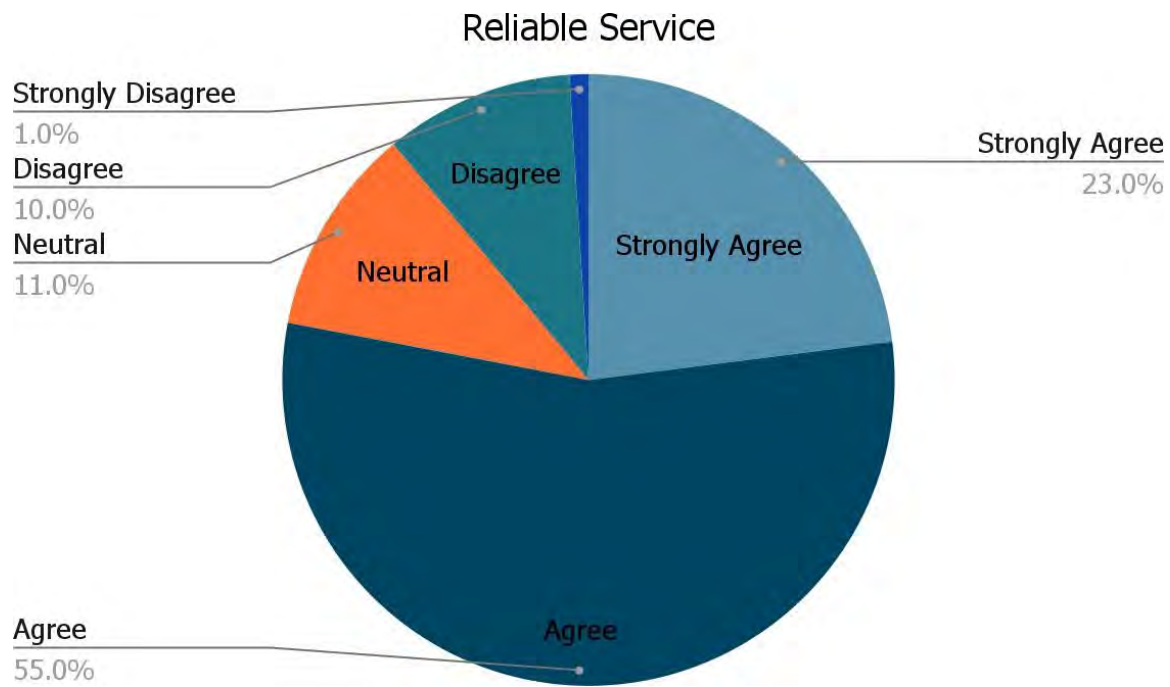
- 2) What type of industry does your organization fall under?
- 3) Service you acquired from Asiatic MCL
 - a) 360 marketing support
 - b) Digital marketing support
 - c) ATL advertising support
 - d) BTL advertising support
 - e) Pitch to hire agency
- 4) How was your experience with Asiatic MCL?
- 5) Did our service bring any difference to your business?
- 6) What can we do better to serve you better?
- 7) Will you be interested in acquiring service from us again?
- 8) What other ad agencies have you worked with and how was their service?



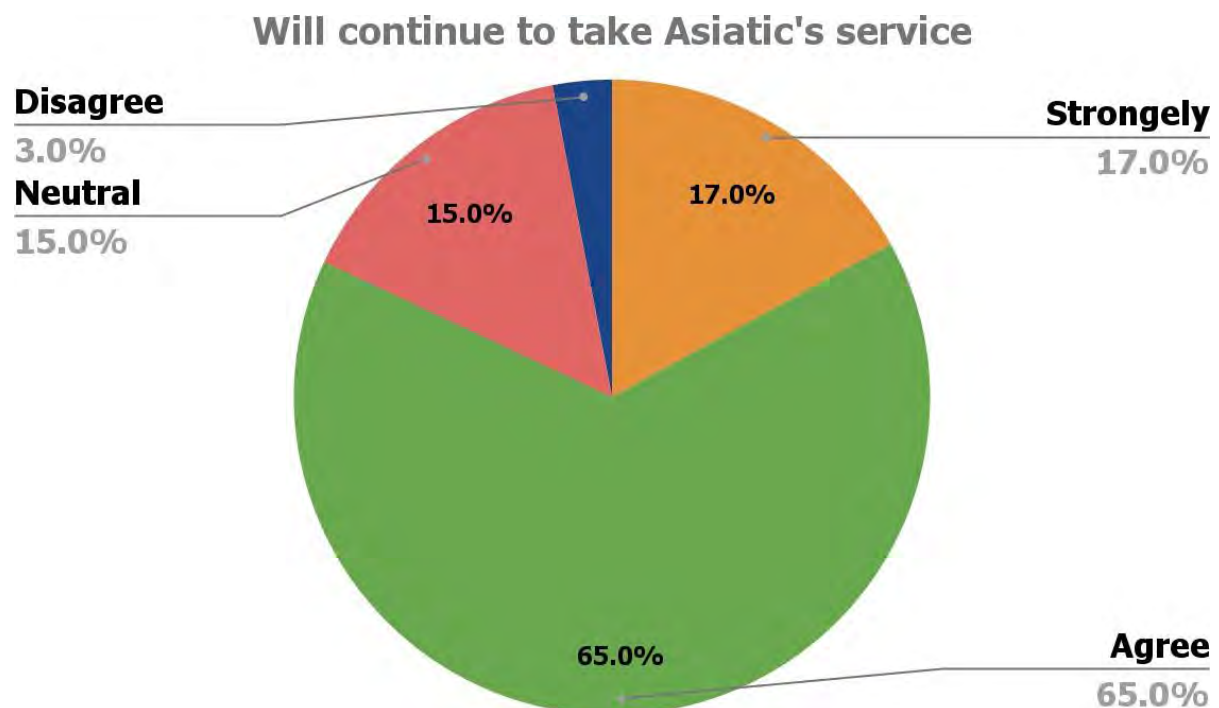
Questions based on the quality of Asiatic service was based on measuring with Likert Scale that is ideal for measuring the level of clients' satisfaction with the services provided to them

Questions with Likert scale are as follows:

- When Asiatic makes a commitment to provide a specific service, they follow through.
- When you have an issue, Asians exhibit genuine concern.
- Asiatic informs customers about their services ahead of time.
- Asiatic's employee provides prompt service.
- Asiatic employees are concerned about their customers' issues.
- Asiatic employees take prompt action to resolve your issues.
- Employees from Asia understand the needs of their customers.
- Employees from Asia have sufficient knowledge to respond to your inquiry.
- When dealing with Asiatic, you may feel safe.
- When providing service to clients, Asiatic employees are always courteous.



From 60 clients, 78% is the highest number of clients (47) who strongly agree and agree that Asiatics's service is reliable. Only 11% which is 6 clients disagree and strongly disagree about the agency's reliability.



From 60 clients, 82% is the highest number of clients (49) strongly agree and agree that Asiatic's service is worth continuing with. Only 3% which is 2 clients disagree that they will continue taking service. **No one** strongly disagree.

3.3.1 The Global Market: Consumer behavior and company practices have both changed as a result of

the internet and social media's use. Organizations can benefit from social and digital marketing by lowering expenses, increasing brand awareness, and increasing revenues. Negative electronic word-of-mouth, as well as intrusive and annoying online brand presence, pose substantial issues. This essay pulls together the aggregate wisdom of a number of renowned professionals on digital and social media marketing difficulties. The perspectives of the experts provide a detailed narrative on key aspects of this important topic, as well as perspectives on more specific issues such as artificial intelligence, augmented reality marketing, digital content management, mobile marketing, and advertising, B2B marketing, electronic word of mouth, and ethical issues related to it. For billions of people throughout the world, the internet, social media, smartphone apps, and other digital communications technology have become part of their daily lives. According to January 2020 data, 4.54 billion people utilize the internet, accounting for 59 percent of the global population (Statista, 2020a). Many people's lives have become inextricably linked to their use of social media. In 2019, there were 2.95 billion active social media users worldwide. By 2023, this figure is expected to reach about 3.43 billion (Statistica, 2020b). Companies can reach their marketing goals using digital and social media marketing at a minimal cost (Ajina, 2019). More than 50 million businesses have Facebook accounts, and over 88 percent of firms utilize Twitter for marketing purposes (Lister, 2017). Digital and social media technologies and applications have also been widely employed to raise public awareness and promote political campaigns (Grover et al., 2019; Hossain et al., 2018; Kapoor and Dwivedi, 2015; Shareef et al., 2016). People are spending a growing amount of time online looking for information, discussing products and services with other customers, and interacting with businesses. As a result of this shift in consumer behavior, businesses have made digital and social media a vital and fundamental part of their marketing strategies (Stephen, 2016). Because of the collapse of traditional communication channels and societal reliance on brick-and-mortar operations, firms must seek out best practices in digital and social media marketing to maintain and grow market share (Naylor et al., 2012; Schultz & Peltier, 2013). Big data analytics aid in the analysis of historical data in order to estimate prospective future client requests. Marketers can then use the information from the analysis to improve their product production. Businesses used to track client trends without a trustworthy collection of data back in the day. You may now create more educated and accurate forecasts about your consumers' purchasing tendencies thanks to big data. (sources by Digital Agency Network)

There are five strategies to use big data in digital marketing to improve conversion rates.

- Have correct information
- Improve the brand's image
- Improve the customer experience
- Optimize your website and marketing campaigns.
- Save money on marketing

3.3.2 The Local Market:

Advertising businesses are getting saturated with competitors of all sizes, to the point where our products and services are becoming commoditized. Differentiation is tough because, in reality, everyone is providing essentially the same service. Commoditization is spreading like wildfire in the advertising and marketing industry, and creativity appears to be on the verge of becoming commoditized.

The Internet has propelled the industry forward at a breakneck pace. Markets are rife with cutthroat rivalry. Commoditization has fallen under the spotlight for several reasons, despite the fact that it is possibly the most serious threat of all. Marketing is all about persuading you to buy a product or service that is either unnecessary or unnecessary for you, and an advertising firm is a company that deals with communication. They focus on that issue in order to help you market your product or service more effectively and reach out to the most potential clients.

Ideas, creativity, and media are all treated as tools in the advertising industry, which can always be made faster and cheaper elsewhere. As brands broadcast messages all day long on Facebook and Twitter, social media has become more popular, and agencies should pay more attention to it. Since all journalists can go straight to the source and no longer require the PR person, PR has moved as well. Being a marketer for a significant company now necessitates the use of a dashboard. This dashboard organizes brand assets, agencies, and, hopefully, goals. The agencies have been confined to a "arms and legs" position, rather than the strategic one they were intended to play. And things are just going to get worse.

Unfortunately, the majority of ad agencies, large and small, fail to differentiate their services, and then wonder why they are consistently outperformed. Advertising companies are intended to specialize in differentiating brands. Unfortunately, many of them strive for "Better, Bigger, Faster," which puts our industry at a significant disadvantage.

Agencies must obsess about the concept of 'different.' They must deliver a variety of experiences, distinct personalities, and innovative ways of thinking, working, and collaborating with their clientele.

Commoditization can be obliterated by thinking "differently."

Knock on the unused talents digitally: Advertisers could use information technology to tap into the creative force of unknown but true geniuses who are underappreciated. These individuals may go unnoticed in all spheres of life. Students frequently lack opportunities to express their creative thoughts created throughout their academic work. They have a lot of opportunities to be creative in this digital age but owing to a lack of opportunity, their ideas do not see the light of day in the real world.

3.3.3 Our Primary data insights

While taking client brief, Asiatic MCL decided to incorporate more first-hand research work into the current status of clients' businesses not only to help clients better but to upgrade with the current needs and wants that have been created through this pandemic.

3.3 Limitations

Most of the respondents said, that career growth in media & advertising agencies is very slow. Sometimes they misjudge their target audience. They do not intend to work on serious issues. They sometimes don't give exact information about the actual stuff. They make more irrelevant content rather than focusing on anything relevant. Salary for the entry-level employees is low. Lack of appreciation. There is a lack of creating good content and creativity in advertising. Some things they are doing quite well apart from aggressive meme marketing.

3.4 Summary and Conclusion

Adapting to digital marketing and improving digital systems has brought a visible difference in the performance of certain clients' business for which Asiatic MCL had a lot of returning clients for more contents and campaigns. It largely proves that client relationships play a vital role for the company's KPI. Every advertising agency must develop an organizational structure that suits both the needs of its clients and its own internal requirements. The majority of medium and large businesses are divided into departments or groups. Under the departmental system, each agency develops its own department and acts in accordance with it.

3.5 Recommendations

Given that Asiatic MCL has been in operation for 56 years, they are considered the pioneer agency to hire for any project no matter the size. Advertisements are losing their attraction all the time as consumers begin to doubt their trustworthiness. Advertising firms are pushing the envelope to expand their ad reach, yet they appear to be overlooking this. This chapter examines the elements that may be contributing to Bangladesh's present advertising industry's failure. Secondary research and field surveys were used to write this chapter. Secondary research was conducted using a variety of reputable research papers, journals, newspaper articles, and other resources. The field study was done with a specific focus on advertisement professionals and executives from Bangladesh's 300 advertising agencies. Almost the majority of the respondents feel that advertisements are rapidly changing. They also agree that these commercials are getting increasingly intriguing to watch.

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