

Report On

**“Brand Storytelling for Social Impact Campaigns: HASH’s
Approach and Marketing Implications”**

By

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An internship report submitted to the Brac Business School in partial fulfillment of the
requirements for the degree of
Bachelor of Business Administration

BRAC BUSINESS SCHOOL
Brac University
December 2025

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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which 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:

Zoaib Hasan
13104177

Supervisor's Full Name & Signature:

Riasat Muhammad Amir
Senior Lecturer, BRAC Business School
Brac University

Letter of Transmittal

Riasat Muhammad Amir

Senior Lecturer,

BRAC Business School

BRAC University

Kha 224, Bir Uttam Rafiqul Islam Ave, Dhaka 1212

**Subject: Internship Report on “Brand Storytelling for Social Impact Campaigns:
HASH’s Approach and Marketing Implications”**

Dear Madam,

I am pleased to share my internship report, “Brand Storytelling for Social Impact Campaigns: HASH’s Approach and Marketing Implications” It includes all of the topics I was supervised over throughout my internship. I made every effort to complete the report with reliable, important data and proposed hypotheses presented in an important and clear manner.

I Hope that this report meets all of the necessary standards.

Sincerely yours,

Zoaib Hasan

ID: 13104177

BRAC Business School

BRAC University

Date:

Non-Disclosure Agreement

This agreement is made and entered into by and between Hash Films LTD and Zoaib Hasan, a student at Brac University, promising to refrain from revealing organization confidential without authorization.

.....

Hash Films Ltd

.....

Zoaib Hasan

Acknowledgement

I would like to thank my supervisor, **Riasat Muhammad Amir**, Senior Lecturer, Brac Business school, Brac university for giving me the opportunity to learn with him during my internship period. Because of his direction, support and counseling, I was able to prepare and finish this report accordingly. I did my best to take her suggestions for improvement while writing my report. Next, I would like to thank Chief executive officer of Hash Films Ltd, Mr. Hasib Shakil for giving me the opportunity to work as a Digital Campaign Analyst intern in Hash Films Ltd. He gave me support to complete my report and for that I am grateful to him.

Finally, I am also grateful to those who help to develop the internship report by giving their suggestions, assistance and supply of information which was valuable to me.

Executive Summary

This internship report explores the use of brand storytelling in social impact campaigns, focusing on HASH Films Ltd., a leading media production and digital marketing agency in Bangladesh. The study was conducted as part of the Bachelor of Business Administration (BBA) program at BRAC University, majoring in Marketing, and is based on the researcher's internship experience as a Digital Campaign Analyst Intern at HASH Films Ltd.

The main objective is to analyze the storytelling strategies adopted by HASH in social impact. Semi-structured interviews with members of the creative, marketing, and production teams, analysis of particular social impact campaign videos, and audience engagement data from online platforms like Facebook and YouTube are all part of the research's qualitative methodology.

The results show that HASH Films uses a human-centered, emotionally charged, and culturally appropriate storytelling technique. Instead of focusing on direct brand promotion, HASH emphasizes authentic narratives addressing real social issues, which results in stronger emotional engagement and audience trust. Audience responses show higher levels of interaction, shareability, and positive brand association compared to traditional advertising campaigns.

Keywords: Digital Campaign, human-centered, marketing

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List of Acronyms

R & D - Research and Development

Chapter 1

Overview of Internship

1.1 Student Information: Name, ID, Program and Major

Name: Zoaib Hasan

ID: 13104177

Program: Bachelor of Business Administration

Major: Marketing, Minor: Management Information Systems

1.2 Internship Information

1.2.1 Period, Company Name, Department, Address

Period: 4 months

Company Name: Hash Films Ltd

Department: Marketing

Type: Media Agency, Film production company

Address: Road 2, Block A, Plot 73, Flat A5, Niketan, Gulshan 1

Website: <https://hash.com.bd/>

1.2.2 Internship ‘Company Supervisor’s Information: Name and Position

Name: Hasib Shakil

Position: Chief Executive Officer

Email: hasib.shakil15@gmail.com

1.2.3 Job Scope

As a Digital Campaign Analyst intern at Hash films Ltd, I was able to express my theoretical learning and analytical skill to design digital campaign strategy for ad, films, short films also help our marketing team to digital marketing strategy for particular project. Hash films Ltd chose me to be an intern for the spring 2024. There are a lot of chances for learning how a

digital marketing works within for films and advertise. Since joining, I've gained an understanding of how they function with their clients. As part of the marketing team, I worked on innovative digital campaign projects. To produce appealing campaigns from idea to implementation, I needed to collaborate closely with the creative and planning divisions. By using my skills to create unique brand experiences, I capitalized on the company's ability to shape the industry. Joining a modern organization focused on innovation and quality allowed me to improve my skills and achieve groundbreaking achievements. Finally, a person may advance their career by cooperating with Hash Films Ltd.

1.3 Internship Outcomes

1.3.1 Student's contribution to the Organization

As a Digital Campaign Analyst intern at Hash Films Ltd, I contribute to the firm by applying data-driven insights to improve the performance of digital marketing campaigns. I use my theoretical learning of marketing to optimize targeting, messaging, and creative aspects after skillfully analyzing campaign performance numbers and audience behavior. Through active participation in monitoring campaign results, I contribute to the improvement of plans to maximize ROI and engagement. Also, I aid the team in the development of detailed campaign reports and presentations, allow me for more informed decision-making processes.

1.3.2 Benefits to the Student

During my internship at Hash films Ltd, I adopted flexibility and dedicated myself to a variety of activities. I was good at producing content, collaborating with other departments, and quickly correcting mistakes. I made banners to showcase my skills as part of my contribution to the development of the digital marketing process. Beyond specific assignments, I tried to improve collaboration between the creative and planning departments. Working with experienced professionals, I actively contributed to the company's various initiatives and improved my educational experience. Managing international correspondence and consumer interactions during my internship at Hash Films Limited showed my flexibility and drive.

1.3.2 Problems/ Difficulties

Beside positive things my internship at Hash Films Ltd. was amazing, there were a few difficulties that made it more difficult. Communication breakdowns were a major problem for me as a Digital Campaign analyst intern dealing with the other staff members. Misunderstandings about project schedules and objectives occasionally led to delays. Sometimes my boss couldn't give me specific assignments since he could finish them and give me a quick rundown of the work. Additionally, understanding audience behavior and market dynamics necessitates constant learning and adaptation, making the internship experience at Hash Films Ltd. dynamic and multidimensional.

Chapter 2

Overview of the Organization

2.1 Overview of the Company

In Bangladesh's Advertisement film sector, Hash films limited is a respectable broadcasting and media production company. The office is located at Niketon, Gulshan 1, Dhaka. Mr. Hasib Shakil, a former Brac University student and current CEO, created the company in August 2018. He specializes in directing, producing, and writing. Later, he partnered with Anupam Chowdhury, who is now the Chief Creative Officer (CCO) at Hash Films. Hash offers film production services including pre-production, production, and post-production. This category offers services including scriptwriting, casting, location scouting, cinematography, lighting, sound recording, editing, and color grading. Overall, they have a track record of successfully coordinating and managing projects while producing high-quality films. Video commercials are a highly effective production strategy. To market a product or launch a new brand, video commercials on the internet, social media, and television are an effective approach to reach a large audience. That is all a brand requires to reach its audience. Hash Films made many video ads.

2.1.1 Mission

HASH is a team, a Mission, an entity created with a creative heart to tell stories that matter. We at HASH develop stories that have impact, value, and life (Hash Films Ltd, 2019).

2.1.2 Product and Services of Hash Films

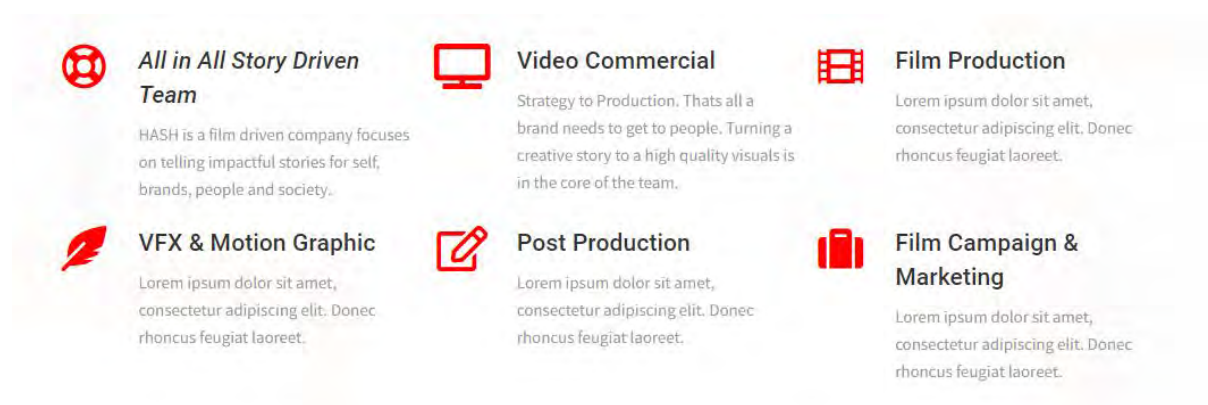


Figure 1: Product and Services of Hash Films

2.2 Management Practices

2.2.1 Human Resource Management (HRM)

The Human Resource department is tasked with a lot of essential activities relating to recruiting and managing employees from all departments. They must develop and implement recruitment strategies to attract qualified employees from all the fields and they must communicate with the head of each department about the recruiting process as well. They must manage the end-to-end recruitment process, including sourcing, screening, interviewing and onboarding new recruits. They work closely with managers of each department to understand the various job specifications and job descriptions. Maintain accurate and up to date records of all employees. Induct orientation and integrate the employees into the company's culture and ensure the development of the company culture as per the wishes of the CEO's and Managing Director. They create acceptance, salary and exit documents, etc. They are working continuously with other managers to improve the recruitment process by elevating its efficiency and effectiveness. They are also in charge of regular important announcements and are the primary mode of any notice and queries.

2.2.2 Research and Development Department

In Hash films R&D team plays an important role in fostering innovation and strategic decision-making processes. They are responsible for staying aware of emerging technologies, Current market trends and audience preferences, conducting in-depth analyses to identify opportunities for growth and optimization. They also lead the creation of new goods, services, and content formats, ensuring that the organization remains competitive in a continually changing industry context. By employing data-driven insights and creative thinking, the R&D team promotes the discovery of fresh ideas, improves operational efficiencies, and ultimately adds to the company's long-term success and relevance in the media and production fields.

2.2.3 Financial Performance and Accounting Practices

In Hash films accounting and finance team handles the overall project finance and financial management of Hash film ltd. It includes budgeting, payroll, client billing and financial reporting. They monitor project cost and profitability also.

2.2.4 Production Department

Production department of hash films ltd manages the physical production of content, including films, advertisements. This department oversees pre-production, production and post production processes such as filming, casting, sound design, editing and color grading.

2.2.5 Marketing Practices

Hash Films ltd has good marketing team from promotion of their works. They are also responsible for public relations (PR). In the marketing department they have a team only work for digital marketing. They handle the digital aspects of marketing, such as social media management, SEO and online advertising. They also track campaign performance through key metrics like ROI, engagements and audience behavior using analytics tools to optimize campaigns in real time. Also, this department handles media relations, press releases and communication strategies to build and maintain a positive reputation for the brands they work with.

2.2 Industry and Competitive Analysis

2.2.1 Porter five forces Analysis for Hash Films



Threat of New Entrants (Moderate): Hash Films has established a reputation for high quality production, which gives it an advantage over new entrants. Because new entrants have lack credibility and industry corrections.

Bargaining Power of Supplier (Moderate): Hash films relies on suppliers for equipment like cameras, lighting and sound systems. There is a moderate number of suppliers which mean hash films has some level of flexibility. But sometimes specialized equipment and software can be expensive.

Bargaining Power of Buyers (High): From corporate clients seeking for commercials to film producers, Hash Films serves a wide range of customers. These customers, especially the larger ones who have a choice of multiple media production companies, frequently wield considerable negotiating advantage.

Threats of Substitutes (Moderate to High): A Major challenge is the emergence of independent content producers, independent contractors, and small digital companies who provide comparable production and marketing services for less money. For example, customers may decide to use free internet and platforms like YouTube to produce their own content.

Industry rivalry (High): There are many rivals providing same services in Bangladesh's and the world's fiercely competitive media production and advertising markets.

Chapter 3

Project Part

3.1 Introduction of Project

The Media and entertainment industry, particularly the film production sector has gone through rapid transformation in recent years. It is happened because of technological advancements and the rise of digital Platforms. Now a days Media agencies, especially those with a creative edge, play a crucial role in bridging the gap between business and their audience through compelling content and strategic campaigns.

Hash Films LTD is a forward-thinking media production and digital marketing firm located in Bangladesh. Offering a broad variety of services from pre-production to post-production, it has become a vibrant company in the industry. Hash Films LTD has established a reputation for producing high-caliber films, short films, advertisements, and video commercials. I had the exceptional chance to use my theoretical knowledge and analytical abilities to create digital campaign strategies for related projects while working as a digital campaign analyst intern at Hash Films.

Working at Hash Films gave me the opportunity to see how a cutting-edge and innovative media agency combines creative production and digital marketing to provide distinctive brand experiences. I gained insightful knowledge about how media agencies and film production firms function in the current digital environment through my internship, which also gave me the chance to hone my marketing abilities and contribute to creative initiatives. I learned more about how creative production can influence the media sector and increase engagement through my internship at a film studio. Additionally, how this industry uses digital marketing.

3.1.1 Background and Problem Statement

The Media and entertainment industry in Bangladesh is growing due to technological advancement and the expansion of different types of digital platforms. Media company like HASH Films LTD now combined with creative film production with digital marketing to enhance brand visibility and audience engagement. This has increased the demand for effective digital campaign strategies alongside good content making.

Though producing High-quality content, too many media production companies face challenges executing digital campaign Strategies that ensure maximum audience reach and engagement. So there is a need to analyze how digital marketing can be strategically used.

3.1.2 Research objectives

The broad objectives of this report to analysis HASH's storytelling strategies in social impact campaigns and assess their implications for audience engagement, brand marketing outcomes and overall brand positioning in Bangladesh's advertising Scenario.

Specific objectives:

1. To Find out and examine the storytelling strategies used by HASH in its social impact campaigns.
2. To evaluate how HASH's social impact campaigns influence audience perception and emotional engagement.
3. To assess the marketing benefits that brands gain by collaborating with HASH for social impact storytelling campaigns.
4. To explore how storytelling for social impact contributes to increase brand positioning within Bangladesh's competitive advertising and marketing landscape

3.1.3 Significance

Both marketing professionals and the larger social impact industry can benefit from this research paper. Through an analysis of HASH's use of brand storytelling in social impact campaigns, the study sheds light on how narratives can both promote brand goals and promote favorable societal consequences. In a time when consumers demand brands to express purpose, authenticity, and social responsibility in addition to product marketing, it is critical to comprehend this intersection.

For marketing agencies, the results can provide useful advice for creating narrative-driven advertising campaigns that emotionally connect with consumers and foster sustained audience engagement.

For NGOs and social organizations, the study demonstrates how storytelling can improve outreach initiatives, demystify difficult social issues, and inspire people to take action.

For academics and researchers, the study adds to the expanding body of research on purpose-driven communication, social marketing, and brand storytelling.

3.1.4 Research Questions

In this research report I mainly focus on analyzing the creative production processes at Hash Films LTD and how these contribute to the success of their digital marketing campaigns. Those research question is:

1. What storytelling strategies does HASH use in its social impact campaigns?
2. How do these campaigns affect audience perception and emotional engagement?
3. What marketing benefits do brands gain by partnering with HASH for social campaigns?
4. How can storytelling for social impact improve brand positioning in Bangladesh's advertising landscape?

3.2 Literature Review

Digital Campaigns and Its importance

Digital Campaigns are marketing efforts that done by online channels such as social media, websites, email and search engines to promote products and services. Unlike traditional marketing, digital campaigns allow business, brands to connect with their target audience in real time. By using exact data to send personalized the message and approach them. In today's digital world, businesses rely on these campaigns to build brand awareness, increase sales and engage with customers. Digital campaigns offer more flexibility than traditional campaigns. It helps marketers to adapt strategies quickly based on performance feedback (Ks, 2023).

One of the most important advantages of digital campaigns is that, their ability to reach large audiences also with a target audience approach. Businesses can create customized experiences, increasing relevance and engagement with the audience. Rather than that, digital marketing provides measurables outcomes, giving opportunity businesses to analyze the effectiveness of each campaign and make data-driven decisions. As consumers continue to shift their attention toward digital platforms, digital campaigns have essential tool in modern marketing. Which offering brands a more effective and efficient way to connect with their audience (Ranieri, 2019).

Key Metrics and KPI used in Digital campaign analysis

Whether a digital campaigns successful or not it has some KPIs tracking. These KPIs provide insight into campaigns performance and help marketers to optimize their strategies for better results. Some common metrics:

1. Click-Through Rate (CTR): It measures the percentage of users who clicked on a campaign link. When analyst see a high CTR, its means that the ad engage with the audience (Santos, 2023).
2. Return on Investment (ROI): It measure the financial return that generated by the campaign relative to its cost. It is one of the important factors in digital campaigns. It helps to assessing overall profitability.

3. Engagement Rate: Its mainly monitors interaction between interactions with the campaign, such as likes, Shares and comments which reveal how well the content connects with the audience.
4. Cost per Acquisition (CPA): It tracks the cost of acquiring a new customer or lead, helping to assess the efficiency of the campaign in generating conversions. These metrics guide decision making, ensuring that campaigns are optimized for performance and aligning with business objectives.

The Role of Creative Production in Digital Campaigns

The ability to convey a brand message, values, and emotions through creative content enhance brand recognition and make connection with the audience. Effective storytelling and top-notch images enable ads to elicit strong feelings from viewers, increasing engagement and boosting conversion rates. To guarantee consistency across channels, creative output in the context of a digital campaign also needs to be adapted for different platforms. Therefore, successful creative production not only grabs the audience's attention but also effectively conveys and convinces the audience of the brand's message (Iankovets, 2023).

The Bridge Between Filmmaking, Media and Culture

Media, culture, and filmmaking are closely related. Traditions, actively practiced faiths, various norms and values, the arts, and people's ways of living are all considered to be part of culture, but media is a broader environment that includes filmmaking. A movie is a media tunnel. Media comprises movies, TV shows, news, social media, the internet, and more. It holds the ability to impact culture in the same manner that culture shapes media. Cinema and culture have a more reciprocal interaction than one-way. Movies are inspired by people and society. In order to help the viewer, connect to the film at hand, it depicts experiences and cultural shifts in a way that is realistic and mirrors real life. Therefore, cinema has a big impact on how people behave, define themselves, and live their lives.

The media, culture, and filmmaking all have a very dynamic interaction. Walter Benjamin says that cinema represents a novel mode of experience and perception. Film, in his opinion, is a potent medium for democratizing art and is readily available to viewers. He believed that the

movie might be used to influence moral shifts in society. Some of the greatest movies ever made are "Crazy Rich Asians," "Slumdog Millionaire," "The Godfather," and "Parasites," which depict various cultures and its inhabitants' conflicts, traditions, and values. For instance, "Crazy Rich Asians" is a film that explores the identity battle of the actress who plays a Chinese-American professor in addition to showcasing Asian culture.

Studies of media and culture take a more journalistic stance. Ideas like copywriting, editing, print media English, and so forth are covered in the courses. The shared experience of narrating stories using diverse techniques unites them both. While journalism is centered on recording unstaged real-life events, filmmaking is an artistic endeavor. However, the primary goal of both media is to spread ideas and messages throughout the world, and this center of media is what inspires individuals on a regular basis. That could come from reading a newspaper or watching a movie. For instance, many people and aspiring business owners may be motivated to launch a new venture by reading an article in the newspaper about Hash Films and its history, difficulties, and obstacles.

3.3 Methodology

Discussing details about the methodology used to conduct this research-

3.3.1 Research Type

Since I am gathering the data personally, this kind of study is primary. In this study, I employed the "**Qualitative Research Method.**" In order to fully comprehend brand storytelling techniques and their influence on HASH Films Ltd.'s social marketing, a qualitative study approach was used. Because it enables the investigation of meanings, perceptions, emotions, and creative processes—all of which are essential to storytelling-based marketing research—the qualitative approach was chosen.

Data sources: To ensure the findings were credible and rich, a variety of data sources were used. First, the story structure, emotional appeal, visual approaches, and brand integration strategies of one or two chosen social impact campaign movies made by HASH Films Ltd. were examined. The main creative objects for the examination of storytelling were these campaign pieces. Inside interviews with the production staff, marketing director, and creative director. Second, important organizational staff members, such as the Creative Director, the Head of Marketing, and members of the Production Team, were interviewed internally in a semi-structured manner. These interviews offered direct knowledge of the marketing factors, campaign goals, storytelling structures, and creative decision-making that go into social impact initiatives.

Audience feedback (YouTube/Facebook comments, shares, reactions)

Tools: Thematic analysis of narrative techniques; engagement metric analysis (likes, views, shares)

3.4 Findings and Analysis

The results of the qualitative analysis carried out for this study are presented in this section. The analysis is based on audience engagement data gathered from digital platforms like Facebook and YouTube, internal interviews with key personnel (creative and marketing teams), and a selection of social impact campaign videos made by HASH Films Ltd. The results are examined topically in accordance with the goals and inquiries of the study.

3.4.1 Storytelling Strategies Used by HASH in Social Impact Campaigns

The findings indicate that HASH Films Ltd. employs a story-first and human-centered storytelling approach in its social impact campaigns. Rather than focusing on direct brand promotion, HASH prioritizes narratives that highlight real-life social issues and human emotions. The storytelling structure typically follows a problem–emotion–resolution framework, where a social issue is introduced, emotional tension is developed, and a reflective or hopeful conclusion is presented.

Using real and culturally relevant storytelling is a common tactic. Campaigns usually include common people, everyday Bangladeshi environments, and well-known societal events. This realism lessens opposition to commercial messaging and increases audience relatability. In order to preserve story plausibility, HASH deliberately avoids undue dramatization, according to interviews with internal stakeholders.

HASH also makes extensive use of visual narrative strategies, such as cinematic pacing, symbolic imagery, and sparse language. By using these strategies, the message can reach a wider audience and overcome linguistic hurdles. In order to keep the social message at the center of the campaign, the brand presence is purposefully subdued and mostly appears at the end of the story.

3.4.2 Effect of Storytelling on Audience Perception and Emotional Engagement

Analysis of audience reactions indicates a strong emotional response to HASH's social impact campaigns. Comments, reactions, and shares suggest that viewers perceive these campaigns as genuine, emotionally engaging, and socially responsible. Many viewers expressed empathy, reflection, and personal connection to the stories portrayed.

Compared to conventional promotional content, these campaigns' emotional involvement increased organic reach and shareability. This illustrates how emotionally compelling narratives motivate viewers to actively interact with and share campaign content. According to the results, social impact storytelling greatly improves audience trust and favorable brand perception.

Additionally, the advertisements' emotional tone encourages conversation and long-term recall, supporting the efficacy of narrative-driven communication in digital settings.

3.4.3 Marketing Benefits for Brands Collaborating with HASH

The study finds that brands partnering with HASH Films Ltd. for social impact campaigns gain substantial marketing advantages. One of the key benefits is enhanced brand credibility and reputation, as brands are perceived as socially conscious and value-driven rather than purely profit-oriented.

Differentiating your audience is another advantage. Social storytelling helps firms stand out in a crowded advertising market by emphasizing purpose over product attributes. According to observations from internal interviews, these kinds of initiatives frequently increase organic reach and engagement rates, which boosts campaign effectiveness and lessens reliance on paid advertising.

Additionally, because emotional bonds created via narrative increase audience loyalty and brand advocacy, these campaigns support long-term brand equity.

3.4.4 Role of Social Impact Storytelling in Brand Positioning in Bangladesh

The findings indicate that social impact storytelling plays a critical role in strengthening brand positioning within Bangladesh's advertising landscape. As audiences become more socially aware and value-driven, brands that communicate meaningful narratives gain competitive advantage.

HASH's strategy shows how brands can present themselves as responsible social contributors by using storytelling for social impact. This works especially well in Bangladesh, where audience perception is greatly influenced by cultural sensitivity, emotional tales, and communal values. Businesses can attain more market relevance and long-term brand positioning by coordinating their messaging with societal issues.

3.5 Summary and Conclusion

This study examined the role of brand storytelling in social impact campaigns with a specific focus on HASH Films Ltd. and its approach to narrative-driven digital marketing. The research was conducted using primary qualitative data, including internal interviews, campaign content analysis, and audience engagement feedback from digital platforms. The findings reveal that HASH Films effectively integrates creative storytelling with strategic marketing objectives to produce campaigns that generate both social value and brand benefits.

The study comes to the conclusion that HASH's human-centered, emotionally impactful, and culturally rooted storytelling methodology is what makes it successful. HASH is able to establish deep connections with audiences while discreetly reiterating brand values by emphasizing authenticity and real-life narratives. Overall, the study shows that purpose-driven storytelling is a strategic marketing tool that supports long-term brand growth in addition to being a creative activity.

3.6 Recommendations

Here are my recommendations after doing internship in HASH Films LTD:

1. **Make Data-Driven Storytelling integration stronger:** More audience analytics and behavioral data should be utilized by HASH Films creative development process. While emotional storytelling is effective, combining creativity with more data insights can enhance audience targeting and campaign customization.
2. **Expand Social Impact Campaign Measurement Metrics:** To further assess the long-term effects of social advertising, HASH should think about integrating sentiment analysis and long-term brand perception research in addition to engagement metrics like likes and shares.
3. **Develop Structured Collaboration Between Creative and Marketing Teams:** Particularly during short campaign durations, better cooperation between the creative, planning, and digital marketing teams can reduce communication gaps and improve workflow efficiency.
4. **Increase Focus on Localized and Community-Based Narratives:** By adding more social issues at the local and regional levels, HASH can improve its narrative and make it more relatable and emotionally resonant to a wider range of Bangladeshi audience segments.
5. **Provide Client Education on Purpose-Driven Branding:** HASH Films can conduct workshops or presentations for client brands to explain the long-term marketing value of social impact storytelling, helping clients move beyond short-term sales-focused expectations.

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Appendix

My Hash Films Ltd Supervisor Business card



Some work of Hash films ltd

Image Figure 3: On the production set for a video commercial with Hash Films.

Date: 11.04.2023



Image Figure 2: A glimpse of the proposal that we worked on for NHK Japan

Date: 29.08.2023

2023FY DIRECT TALK Proposal	
Production Company Name: HASH FILMS LTD.	
Production Date: June 2023	
Name (English) / Gender / Age (If you don't know your age, you may be in your 30s.)	Ayman Sadiq, Male, 30
Name (kanji if there is katakana)	
Country of residence and nationality	Bangladesh, Bang
Title	One Formula to R

HASH
July 12, 2023 · 🌐

Here's our new OVC. ... [See more](#)

Lalamove 🔵
July 12, 2023 · ⚙️

ডেলিভারি নিয়ে প্রেশার হাই? ধুর! ট্রাক তো এখন হাতের মুঠোয়! ভাড়া? মাত্র ৳৬৪০ থেকে শুরু! মাল্টি-স্টপেজ ডেলিভারি? ২০টা পর্যন্ত! আমসত্ত্ব থে... [See more](#)



0:23 / 1:05

HASH
February 14, 2023 · 🌐

Portfolio reel of HASH | 2023.
Feel free to contact us for any collaboration.
Visit: hash.com.bd to learn more.



0:01 / 1:50

32 👍👍👍 3 comments 10 shares 1.7K views

👍 Like 💬 Comment ➦ Share



HASH

May 29, 2022 · 🌐



A work worth sharing. It was the spring of 2019. A few months before covid-19 took place and paused everything. It was one of the most bravest... [See more](#)



BRAC University ✓

May 29, 2022 · 🌐

Residential Semester (RS) is unique among higher education experiences in Bangladesh and takes place at a specially designed campus in ... [See more](#)





Memories & Miseries | Anupam Chowdhury | Cinematographer & Editor | 2022

Interview Questions

1. How does HASH Films define “social impact storytelling” in the context of its campaigns?
 2. What factors influence the selection of social issues for brand storytelling campaigns?
 3. Can you describe the typical storytelling structure used in HASH’s social impact campaigns?
 4. How do cultural and social values of Bangladesh influence your storytelling approach?
 5. What role does emotion play in shaping the narrative of social impact campaigns?
 6. How does HASH ensure authenticity while addressing sensitive social issues?
 7. What creative elements (visuals, music, dialogue, pacing) are prioritized in social impact storytelling?
 8. How is brand integration handled without overshadowing the social message?
 9. From your experience, how do audiences generally respond to social impact campaigns?
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10. What engagement indicators (likes, shares, comments, feedback) do you consider most important when evaluating campaign success?
 11. How do social impact campaigns contribute to brand perception and positioning for client brands?
 12. What marketing advantages do brands gain by collaborating with HASH on purpose-driven campaigns?
 13. What challenges does HASH face while producing social impact-focused digital campaigns?
 14. How does audience feedback influence future storytelling and campaign strategies?
 15. In your opinion, how will social impact storytelling evolve in Bangladesh’s advertising industry in the future?