

Discovering the world of Advertising
from the Digital Creative of **GREY**dhaka

Shamma Zehrin

14303009



Department of English and Humanities,
BRAC University, Dhaka, Bangladesh

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from the Digital Creative of Section *Grey Advertising Dhaka*

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Shamma Zehrin

Student ID: 14303009

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Chapter 1

Introduction

Advertising is one of the crucial factors in brand and business-communications which provides information which may help take a great buying decision by the customers or consumers. Actually, purposeful communication is the ultimate product of advertising which may sell business products or services to the target group. This purposeful communication charms, encourages and most importantly it may inform and sell. When this purposeful communication is very effective, it reaches the customer or consumer and the ultimate goal of communicating is achieved. The few seconds TV commercial, an attractive insertion in the magazines or newspapers, the eye-catching packaging, the ear-soothing brand theme songs or radio scripts are all results of a great teamwork of different creative professionals and that's where an advertising agency or organization like Grey Advertising comes in. I was really very privileged to be a part of the great team during my three months of attachment as an Intern with this organization, I have learnt how to implement the academic knowledge into practical arena of marketing especially advertising, also doing ideations for various brands, being their copyrights to writing captions, etc. Thanks to the wonderful mentors who took their time to teach me everything about modern day advertising and marketing

In recent years, advertising industry in Bangladesh is evolving a lot. Among the top advertising agencies in Bangladesh, Grey Advertising has successfully placed its name doing great works for the advertising industry in Bangladesh. Grey Dhaka as an advertising agency is a very renowned agency worldwide for its creative works and now it is becoming unimpeachable as a digital advertising agency as the time demand. The increasing digital advertising demand in Bangladesh made Grey Advertising agency focusing more on the

Digital media. In this report, the knowledge and resources from Grey Dhaka is used to understand the roles of digital marketing over conventional marketing.

A Brief History of Grey Dhaka



Two things Grey has been doing since 1917: hiring forceful, energetic innovators with diverse skill sets and points of view who can put ideas into motion that lead to results, and creating famously effective work. That's no coincidence.

Grey Group is a full-service advertising and marketing firm. It is one of the largest marketing communications companies in the world. The company headquarters is in New York and it has a total of 432 offices in 96 countries. The company started its operation in 1917 and this business which provides creative advertisements to its clients is present in countries worldwide.

It was founded by Larry Valenstein and Arthur Fatt. Grey Global Group began as a direct marketing company and it was called Grey Studios. However, in 1925 it changed its name to Grey Advertising. The subsidiaries of Grey worldwide are Grey, G2, GHG, GCI Group, Mediacom Worldwide, Alliance, G WHIZ and WINGLA TINO. Through these subsidiaries Grey works in the many sectors like government related events and production, advertising, direct marketing, public relations, public affairs, brand development, customer relationship management, sales promotion and interactive marketing.

Grey Worldwide provides exceedingly creative services including brand ideas and strategies, brand planning, ingenious development and production. The agency is organized into four

geographical units: North America; Europe, Middle East & Africa (EMEA), Asia-Pacific and Latin America.

The mission statement for Grey worldwide is: We will create leading brand ideas, ideas that resonate in people's minds and hearts and create brand preference and capture it in a simple proposition- Creative Thinking that Builds Brands.

Grey Group focuses on producing truly great creative work. It produces work that ascends, makes people proud and fosters the brand relationship with consumers. They believe their work helps the clients to prosper.

Grey works on building brand and they do it by corporate identity, market research, tracking & analysis and strategy & planning. Grey Dhaka has three different departments working for three sectors. The Advertising and Marketing department deals with trade show marketing, direct mail and promotions, print advertising, media planning and buying, sales marketing and collateral, concepts and campaign.

The Public Relations and Communication department consists of media and analyst relation, investor relations, competitive analysis, news releases and speaking engagements, crisis communication and event management. On the other hand, the Web and Interactive department handles television and radio commercials, corporate videos, web site design and developments, e-commerce and webcast. Grey's first big client was Procter & Gamble and they started working for them in 1956. With an enthusiastic workforce who thrives for imagination, passion and leadership, Grey is a collaborative community of intellect and talent. The subsidiaries of Grey divide their work in many ways. GREY handles advertising, brand and marketing, youth marketing and entertainment marketing. G2 is responsible for brand and design, data consulting, direct marketing, interactive marketing, promotional, trade and shopper marketing. The GCI group covers some advertising, medical education, e-

marketing, brand consulting and meeting management. On the other hand, the Grey healthcare group looks after the corporate side, consumers, and healthcare, technology and media relations. The global network for Grey worldwide stretches over the Americas, Europe, Middle East and Africa and Asia Pacific. Some of its well-known global brands are Pringles, Pantene, Clairol, Cover Girl, Hugo Boss, Aquafresh, Sensodyne, DIAGEO, Wyeth, 3M and Bristish American Tobacco. Grey advertising in Bangladesh is just as innovate and effective and the creative department is filled with spontaneous and brilliantly creative people. This subsection of the organization encourages risk innovation and challenges employees at all levels to discover the undiscovered through non-traditional problem solving and strategic thinking. Among the many clients of the organization, some of the biggest names are Grameenphone, Coca Cola, Savlon, Mastercard and GSK. One of the main reasons for having such well-known brands amongst its clients is the unity between the employees. Employees from all departments participate in discussions and everyone's ideas are valued equally. Working at Grey, I have thus learned to be more creative and engage in lively conversations and share my ideas knowing it is never too late to learn.

1.3- Clients of Grey Dhaka

Grey Group is currently servicing a list of global clients including British American Tobacco, Coca-Cola, Mastercard, GSK local clients, Grameenphone, Apex ACI, Neem, Savlon, Sandal, Pran, iPay, UCB, Bashundhara Ata, Maida and Shuji, Bashundhara Fun Factory, Bashundhara oil, Democracy International, etc are also worth mentioning. The following illustration shows some of the range of the agency's clients:



বসুন্ধরা
আটা, ময়দা, সুজি



Apex



1.4- Key Findings

Digital marketing communication has benefitted both customers and businesses in different ways. In the context of digital marketing communication, people can meet their actual needs where conventional media is a teaser. I walked in to Grey Advertising Bangladesh Ltd. all by myself and landed in to the Digital marketing Communication and Servicing. My very first day at work was over whelming and I was driven into the work on the very first day.

Male and female youths to higher are the main users of digital media. From my experience at Grey Advertising Bangladesh Ltd. while managing Facebook pages of Mastercard, ACI, Bashundhara, etc. was my first approach to the work loads. I had the opportunity to analyze the fan-base and how to approach to them was the main learning. In my course ENG 404 I have learned from “The Elements of Copywriting” by Gary Blake and Robert W. Bly that the copy must be effective (Blake, Bly3). Similarly, I was said the same thing by my intern head Mr. Ariful Bashar. In the book it said there are certain criteria’s that we should follow while writing a copy. For a successful advertisement there should be targets to:

- Get attention
- Focus on the customer
- Stress benefits
- Differentiates your product from the competition
- Proves its case
- Establishes credibility
- Close with a call to action.(Blake, Bly3)

I had seen the same encounter when there were day-long plan and the works to be done lists were done then we would discuss the clients and their demands. Putting life and colour with attractive copies were the agenda. Not all the companies follow all the eight rules but all

move around like molecules within these characteristics. The percentage of youths to higher is mostly valued equally in the office also most in social media.

Social Media user base has been increased in Bangladesh. Cheaper rate Mobile phones and smartphones are the key in increasing this number. Again, Students and young generation is the huge number of the user-base of Bangladeshi Social Media users. In the book –“How to Structure your Copy” says, that there must be conceptions and perceptions of client and target customers. Social Media is no less than a universe now where every person is allowed to share their approach and there are four key factors that influence a person’s good and bad vibes which fall under those categories.

- Cultural issues
- Situational or interpersonal issues
- Historic and economic concerns
- Individual experiences

These things are very important to keep in mind because firstly, people live and how people work has an impact upon their lifestyle, from purchasing dish-wash soap to investing in a business. Secondly, following the human crowd is a basic human instinct, there are cooking masala, cooking oil, house cleaning, etc advertisements try to be sympathetic towards house wives. These sort of direct sentimental attacks should be kept in mind while doing ideation and writing a copy instructed by my boss. Thirdly, there are often people whose attitude where there are their social inheritances from a bygone age. For example in the book “How to Structure your Copy” it says “we will drink this way because we have always done so”, similarly if I say “We eat this way because we have always done so” here this example is relatable to the brand ACI Savlon, where they are careful to teach kids and also uneducated people that eating without washing hands could contain a lot of germs. And they even did campaigns upon this where there were little workshops on hand wash and followed by supper

and some gift kits. The motive was to teach children (the future generation) the right and wrong. Lastly, there are aspects where people like to feel socially fit, they also like to hold their individuality better example to fit into this would be ACI Sandal Soap, where we have launched a campaign which lead to great responses “The Calendar Girl 2018 Contest” where girls posted their individual portraits from them we chose top 100 girls who would be short listed to 12 girls and their best photo shoot picture will be printed on sandal’s next year calendar 2019. During the contest there both love and hatred some could deal with the attacks many are stepping back. Our motive is to encourage all beauty.

- i) Online advertisement is really important in promoting business now-a-day s. That is why all the brands have started having their own official Facebook Page, Instagram, Twitter and at times YouTube Channel. For example: Bashundhara Group, ACI Savlon, ACI Sandal Soap, ACI Neem, etc. have their own Facebook pages and also Instagram pages where they have started doing their advertisements to reach and flourish in Online Advertisement.
- ii) Digital Media helps conventional media to reach more effectively.
- iii) Privacy issues are really important while doing e-commerce.

Chapter 2

Internship Activity

2.1- Work at a glance

First day was welcoming session along with chit chats on the first hour. Then we all had a meeting the entire team and got introduced with my team mates. The job that I was offered at Grey Advertising Limited was the position of Intern in the Digital services department. Digital-services is a new department of Grey which facilitates the clients with different kind of digital marketing solutions. It was a 3-month long internship program. In Digital Services department, all the team members had to work almost whole the week and sometimes 24/7 as digital is the most interactive and challenging platform now-a-days. Like the team members, I also had to work almost 7 days a week although the general working day is 5. On off-days, I had to work from home. So it was a combo of office and home-based job. On-the-job training were provided and sometimes I was privileged to attend some of the special workshops. There were times when I had to go with my head of the team to attend several meetings. It was an eye opener for me, because terms used in the meetings were relatable. There were several calls from the clients about the feedbacks of the copy or visuals, I had to attend them and take their feed backs. Learning to talk to the client is also an art and technique needed for client servicing and communication which I learned from my internship. I had another intern co-worker with me. We used to have a roster-based work plan. The remuneration was according to the organization's policy, some other facilities include transportation allowances and internet allowances were also provided. In the book "Elements of Copy Writing" it was said that the writings much be different from the competitors. For example for ACI Sandal Soap I have written a series of extra-factors where sandal has its own perks. And we did a series of them for eight to nine visuals. It said what

lilac is good for, how sandal wood is helpful for skin, what cocoa butter has as its importance, etc. it was easy for me to relate with my academic courses.

2.2- Description of job and My Discoveries

2.2.1- Ideation

Our most important task here was to do brainstorming and generate out of the box ideas for different brands and campaigns. For instance, to promote Coca-Cola during World Cup, we made unique campaigns to connect both in an exceptional way. Here we had to find out different strategies to connect World Cup with Coca-Cola. Similarly, for other brands we also had to think differently, for example- for ACI Savlon we thought of picking the best players of each day team playing chart and make visuals saying who will win? Suppose Neymar vs. Ronaldo comment and share giving your thoughts. We even made voting panels for Bashundhara Group ata, maida, suji. Here we had to emphasis on the Headlines, because it says in the book “The Elements of Copywriting” by Blake and Bly that, all types of advertising is their impression. The first rules are to see, read and hear which can express the failure or success of the work. If the first impression is boring and not catchy then there is no purpose of the effort, or if the first impression gives a reward of snatching attention then the piece of work is a hit. As per the writers “First impression?” It is the headline and the visual” (Blake and Bly19). There is other ideation that has been done by me. I followed the book a lot while working there, so for getting audiences attentions while writing a headline there are certain strategies that needs to be kept in mind. Like; “ Alerting the reader for something new, headings often use words and phrases like new, discover, introducing, announcing, now, it is here, etc” (Blake and Bly 20). Headings such like this have been used on our ACI Sandal Soap contest. For clients like ACI Savlon we had to “Deliver meaningful message” (Blake and Bly 21) that is, we had to be connected sentimentally with family, mothers, mother child relationship. And only a mother can care exceptionally for her child, so keeping their children hygienic and germ free would be their first and foremost concerns. “Offer to teach the reader something useful” (Blake and Bly 27) this statement could be related with my ACI Neem

clients. This is because there were so many neem ideations that I have done where I gave the audience the properties of neem which helps to enhance our skin. And according to those there were visuals how to keep skin pimple free, glowing without rashes since Neem is an antiseptic. In the book it says like:

How- to headlines offer the promises of solid information, sound advice, and solutions to problems:

- how to turn a simple party into a royal ball
- how to write better and faster
- how to stop smoking in 30 days
- how to take your money back (Blake and Bly 26)

where as in my ideation I changed them into “how to glow using ACI Neem Facewash”, “how to have a pimple free face” “using ACI Neem and Turmeric Soap will give u a glowing face”. Then for ACI Sandalwood Soap I thought of the importance of Sandalwood since many many years. How Royals loved using Sandalwood. The perks of staying, eating healthy by having roti. I made weeks after weeks’ visuals in a series that “what can we eat with roti, for More to live More to life”. This work was done for Bashundhara Group for their Bashundhara Ata Maida Suji. These are all ideations I had to come up with for making visuals. From these content writings we made captions and body copies. I have learned in my copy writing course that writing body copy is a very being careful job. We have to make copies that we have to generate it with enthusiasm for the product by telling a story, disseminating news, and show how the product would improve the consumer’s life. To make sure that we do not talk about ourselves, not tell the readers what we did, but keep a keen care about the fact that what they like, what they require, what is the consumer’s demand. For example: for Savlon we did a campaign where we tried to attach emotions with the product through families. Because family comes first in case of every aspect. So we wrote a copy

saying “What does #Family mean to you? We know that with our family we feel the safest and they bring out the best in us as they are our constant source of inspiration. We would like to know your story. Share with us all your funny incidents or let us know how you get inspired by your family, post your stories in the comments below 😊” and in the body copy we wrote “ Family is a constant source of INSPIRATION- Savlon” (works attached in the appendix) this is how we wanted to connect with the audience. Here the heading set the main selling proposition and the followed by paragraph expanded on it. Writers Blake and Bly says “secondary points are added on the expanded version of the paragraph of the ad, if the copy is lengthy the secondary point can get a separate heading or number” (Blake and Bly 35). Another point which I found immensely relatable is “Use Simple Words”. In the book “The Elements of Copywriting” it says “Simple words communicate more effectively than complex ones” (Blake and Bly 39). This statement is actually factual, there are clients who like it simple and short. For example for ACI Sandal Soap “Shonar Boron Konna Ra”, for Bashundhara Group “More to Live”, Coca Cola “Nikhoj Shobder Khoj e” this campaign got Award also this year. Also there are Governmental election related campaigns we named it “Shanti te Bijoy”, etc. (creatives are attached with the appendix)

2.2.2- Client servicing

As a team member of the Digital services department, one of my core responsibly was to ensure the clients’ satisfaction thought monitoring their projects. The initial brief about our clients’ requirements were given to me via my superiors after which I had to re brief the creative department about the designs. Here was the challenge. To make the job done by a fresher in the industry especially as an intern to make another department do the job for my department, it was really tough for me. My inter-departmental relationships helped me a lot to overcome the challenge. And the biggest project was to execute the newly fun Gaming zone

first time ever in Bangladesh- Bashundhara Fun Factory. There we had to do a full ideation for the clients because this was happening for the very first time and there shouldn't be any repeat. They wanted everything new. I had to make lists of games in gaming zones abroad so that we can have that in Bangladesh. How attracting and catchy the name would be. Keeping the targeted audiences in mind it was the biggest and the most successful one.

2.2.3- Day-to-day Operations

As an Intern, there were some day to day tasks in accounts management, creative department and most importantly in the digital platform. Inter-departmental follow up of ongoing campaign, upcoming campaigns, monitoring the projects etc. are most remarkable among the day-to-day tasks. So, in the morning it was the biggest job to get all the feedbacks and pending works along with all the upcoming works. Therefore, everyday there was a mail sent by me to all the team members of the line up of the works to do by the day. Getting the creative done by the graphics designers are the biggest challenges. And the visuals get sent to the clients and within that day the feedbacks gets collected and gets lined for the next day. According to the urgency of the delivery works are set according to the priority.

2.2.4- Query Management

Query management of different client's Facebook pages was one of the biggest roles of the job. It was really a boring and in the same time an interesting job. I along with the other intern had to manage mainly the Facebook pages of Mastercard, Bashundhara group, ACI (Savlon, Sandal, Neem), Coca-Cola. Working and resolving problems of the fans of the pages in team helps make a good work environment and fun. Various consumers have their sets of queries to ask and were bound to answer them on right time. I have learned that there

are various gestures upon answering. So I made a FAQ so that frequently asked questions can get answered easily. For example:

“Thanks for your interest. You can get Mastercard services from your bank. While opening a bank account/ if you already have an account, ask your bank for Mastercard to avail our services.

আপনার আগ্রহের জন্য ধন্যবাদ. আপনি আপনার ব্যাংক থেকে মাস্টারকার্ড সেবা পেতে পারেন। একটি ব্যাংক অ্যাকাউন্ট খোলার সময় / যদি আপনার ইতিমধ্যে একটি অ্যাকাউন্ট থাকে, তাহলে আমাদের পরিষেবাগুলি পেতে মাস্টারকার্ডের জন্য আপনার ব্যাংককে জিজ্ঞাসা করুন।

In my translation ENG-465 class I have learned so many things about translation. Among those mostly used translations are “sense for sense translation” and “word for word translation”. This learning’s helped me to easily translate in my internship period while there were copies to be in Bengali. We usually do not do word to word translation. Then the lines do not make sense mostly. Therefore, I have done ample copies which first get researched in English, the information are all gathered. After that with a marker I marked the key points upon my findings. With sugar coated words I turn the copies into beautiful lines after playing with words. Upon clients demands I also turned the copies into Bengali version with sense for sense or even word for word translations. For examples, our client Mastercard is international; we have customers asking us questions from various parts of the world. Their queries have to be answered with a nice gesture no matter how rude or inappropriate they are. There are also native customers saying to reply them in Bangla to write captions in Bangla and explain in short and precise form in the body copy for people who do not want to

read in bangle. Similarly there are several campaigns we have conducted ample works like this.

For example

এখন ফ্রিল্যান্সিং হবে নিশ্চিত।

স্টেপ ওয়ানঃ ব্যাংক এশিয়া স্মার্ট অ্যাপ ব্যবহার করে সহজেই স্বাধীন মাস্টারকার্ডের সাথে লিংক করুন আপনার পেওনিয়ার অ্যাকাউন্ট এবং পেওনিয়ার অ্যাকাউন্ট থেকে আপনার অর্জিত ফ্রিল্যান্সিং এর টাকা দ্রুত ট্রান্সফার করে নিয়ে আসুন স্বাধীন মাস্টারকার্ডে একই* দিনে।

*পেওনিয়ার অ্যাকাউন্ট থেকে টাকা ট্রান্সফার রিকোয়েস্টটি কার্য দিবসের সকাল ১০ ঘটিকা থেকে বিকেল ৪ ঘটিকার মধ্যে সম্পন্ন করতে হবে। তাহলেই কেবল আপনার টাকা একই দিনে স্বাধীন কার্ডে জমাহবে।

**চার্জ প্রযোজ্য বিস্তারিত জানতেঃ কল করুন ১৬২০৫ (creatives are attached to the appendix)

ভিজিটঃ http://www.bankasia-bd.com/home/shadhin_card

This copy was first thought in English after that translated in Bengali for the customer's better understanding. I have given the sample visual in the appendix. There are times when there are both versions because of the better understanding of the clients. Since the client is an international client, they care about both native and clients asking from different parts of the world. The visuals are attached in the appendix for a better understanding.

2.2.5- Birth to Creations, Executions and Great Campaigns

I was really privileged to do create contents for clients. It was another job of mine while my tenure at Grey. there were various types of campaigns which we have done. campaigns like

“More to Happiness” was for Savlon. then there was another one named “Shonar Boron Konna ra” it was a campaign upon the beautiful all time gorgeous lady actresses who have been known for their beauty for ages. there was a voting system Facebook post where people would comment and vote for their favorite “Shonar Boron Konna” and randomly chosen people would get gifts. there were campaigns upon Democracy International where we made a slogan saying “Shanti te Bijoy” where voter eligible citizens can give their opinions and speeches and while the video is being recorded in the website the person would have a mask on his/her face. this was an initiative taken by the American Embassy with the consent of Government of Bangladesh. during the Eid time there was a contest people could take selfie with their cow and win Bashundhara Ata in bulk. these are various types of campaigns I was a part of and it was successful.

2.2.6- Content Management

Managing contents of different client’s brands’ Facebook pages was another important role of my job. I was made the admin of the all the pages that are currently Here I had to directly work with the running as well designers, copywriters and strategic planners for the creation of contents. For that I was also privileged to meet so many important officials of my country and outside country. Advertisements, sometimes amuses people. How to amuse people with different approaches was the challenge and to make the best use of my brand, copy writing knowledge, it was the best platform to practice those that I had studied during my university life. We had to do a lot of research works regarding the customer needs. Due to work pressure I was always over the phone to find unique content ideas for our clients. I had to keep my eyes and ears open and always scanning things. For example, we had a pitch with Fresh Group where I was to do some content thinking for the pitch where we

Chapter 3

Integration of theories with my Internship Assignments

All the media courses that I have completed during my academic years at BRAC University helped me to work in a more efficient manner at the GREY DHAKA. As a student of BRAC University (English and Humanities), I have done Editing (Eng-401), Copywriting (Eng-404), Print media (Eng-440), Translation Studies (Eng-465), Globalization and other courses. Among these the editing and copywriting courses were quite useful during my internship.

In my academic course ENG-404, Copyrighting I have learnt that there are ways to establish a positioning statement. That is, we will have to do a market research upon related products. Also, before a formal brief or pitch firm foundations are to be built so that it helped to construct propositions upon the clients and servicing them.

The media selection method is a little bit hard-hitting here in Bangladesh. In case of TV Broadcasting I could completely relate with the 8 steps towards understanding a position of the brand. They are: -

- Pin- point the brand's meaning
- Identify the audience's – a. behavior, b. attitudes, c. demographics.
- Establish the problem or need being addressed
- How does the competition with other brands address this?
- Target the benefit
- How can that benefit be supported?
- What are the brand personality?
- Positioning statement (47)

In case of Print Media selection, the important factors are

i) Type of the newspaper or magazine

ii) Circulation iii) Cost

All the embracing clients' briefs and its components must be in mind. Like: who is advertising? what does the company do? What are the things that are required? What do we actually want and visualize the creative work to achieve? We should also keep in mind who would be the customers, because according to that target customer's copies and visuals should be made. All these things I have only read in class but after going to work as an intern I faced these with examples. For example- there are various clients like, Savlon- they are very serious clients they want very serious and factual creative. Their copies and ideas we made for them so far did not have any target clients neither they are eager to catch audiences' attention. It is very hard to convince them for doing campaigns. They do not like to experiment. From the same tree there is another branch ACI Sandal Soap- they are very lenient and supports to every idea since they are new in the market it is very important for them to attract customers. So far whatever ideas and campaigns we have proposed every one of them were executed. So, every now and then I kept relating my academic courses with my internship work place.

While creating advertisement for certain brands, we always had to remember certain rules. I learned these rules while doing my editing and copywriting courses.

- I. Developing theme for a TV commercial
- II. Developing headlines, sub-headlines and body messages for an advertisement to be printed on papers.
- III. HD designing the look of the artists in a commercial
- IV. Visualizing the idea
- V. Preparing jingles

VI. Finalizing layout etc.



For example, the new movie “Hasina- A Daughter’s Tale” this was a very sentimental movie, “Hasina: A Daughter's Tale is 2018 Bangladeshi independent historical docudrama.” (Wikipedia1). Starting from the posters making and visuals and writing was done in a way which would drag the audience back in 1975 to make the audience feel the sorrow and depth of brutality. We had to keep the thing in mind that the movie is about the assassination of Hasin’s father Sheikh Mujibur Rahman and most of her family members in 1975. We had to first pin point on what the movie is about and how will the sentiments work with it. Therefore, the visual must give an essence of her past. It also covered the identification of audience’s attitudes and behaviors. All these things I have learned in class came to a great help in my working field. This was indeed a challenging job for us. This is because, the movie contains brutality and so on, but we did not want to show audience bloodshed and killing dead people on the main posters. The motive was to touch the heart and feelings of the audience along with the back in the head thinking that it happened back in 1975 which is why the poster is completely in black and white. The hint of red is to give the message that how

blood flooded the protagonist's past. Since maintain class is an existence within Grey Dhaka advertising therefore, this was a great experience working for the project which had made millions' heart cry. The finalization part was also hectic as well because we also had to print the premiere show cards printed. What would be on the card because first glance also had to be touchy so that sending invitation to the guests would make them feel the protagonist herself is sending invitation to share her sorrows with her dear ones.

I have related and seen my works through the eyes of John Baudrillard who has been associated with the loss of the real. According to the post modernism theorist, modern media images fascinate us so much that, they are sights of the production of meaning and repetition. But are actually sights of the disappearance of the meaning and representation. That is when loss of the real occurs. *Simulacra and Simulation* is most known for its discussion of symbols, signs, and how they relate to contemporaneity (simultaneous existences). Baudrillard claims that our current society has replaced all reality and meaning with symbols and signs, and that human experience is a simulation of reality. Moreover, these simulacra are not merely mediations of reality, nor even deceptive mediations of reality; they are not based in a reality nor do they hide a reality, they simply hide that nothing like reality is relevant to our current understanding of our lives and I have applied that while making my visuals for clients while doing my internship. The simulacra that Baudrillard refers to are the significations and symbolism of culture and media that construct perceived reality, the acquired understanding by which our lives and shared existence is and are rendered legible; Baudrillard believed that society has become so saturated with these simulacra and our lives so saturated with the constructs of society that all meaning was being rendered meaningless by being infinitely mutable. Baudrillard called this phenomenon the "precession of simulacra". Similarly I have come up with a series of visuals which relates to the idea of Baudrillard. He has suggested four stages through which the modern media images are

creating and impression in our minds. I am going to relate with images which depict his four ideas.

During my internship, I would like to relate and view my ideas with the scholars: John Baudrillard, Roland Barthes and Guy Debord.



The first stage it says that faithful image/copy, where we believe, and it may even be correct, that a sign is a "reflection of a profound reality", this is a good appearance, in what Baudrillard called "the sacramental order". Just raising for awareness or expressing how one feels about his/her feelings for the game that is representing "Reality". The reality is not lost that is the state of Coca Cola to their customers. Now coming to the second image, I have swapped the world cup into cola bottle and everyone holding it. I tried to keep the thrill of holding world cup and cola bottle at the same state. You all must be wondering how this image is linked to the Simulacrum. When we look at this image linked to the Simulacrum of the second image, holds the highest level of ambition that goes against all contemporary norms. Such must have been the reaction of those looking for the first time at image of the cup holding. The image held the essence of cultural contradictions that defy in the imagination. Colour achieves an almost blinding intensity and precision that exists in beautiful universe derived from personal experience based on self-knowledge and dream

psychology. So the image or sign represents a basic reality, which I tried my best on the second image.



The second stage is perversion of reality, this is where we come to believe the sign to be an unfaithful copy, which "masks and denatures" reality as an "evil appearance—it is of the order of maleficence". Here, signs and images do not faithfully reveal reality to us, but can hint at the existence of an obscure reality which the sign itself is incapable of encapsulating. For example: in the images above it could be seen that the images does not show the act of the reality but they are giving hints to make us understand what message is being tried to convey. I have used this theory to come up with my thoughts and ideas for this particular series of visuals. I had to keep in mind in respect to where we live, our society, and our norms and values teach us that we should always have a peace loving culture and relating this with my brand (ACI Sandal soap) was my agenda. The sign of the images used and ideation in the visuals which represent or distorts here in the staying refresh series expresses the reality behind it according to, me.



The third stage masks the absence of a profound reality, where the sign *pretends* to be a faithful copy using children for delivering the message, but it is a copy with no original, like there are no signs of germs affecting them or harming them. It is simply conveying message. Signs and images claim to represent something real, but no representation is taking place and arbitrary images are merely suggested as things which they have no relationship to. Representation of the representation are merely suggested as things which they have no relationship to. John gave example of the Disneyland. Baudrillard calls this the "order of sorcery", a regime of algebra where all human meaning is conjured artificially to appear as a reference to the (increasingly) hermetic truth, have documented, I decided to firstly focus on the kids in the visuals above. Children are not gems but germs attack children. I tried to relate with the copy more but not the visuals. You do not have to be present at the place or situation to speak against what is going on, it is clear and true that children does make mess and litter but we can take care of them and keep them germ free, raising awareness or talking about something one loves (children) but has to be present there so I decided to use children to represent and convey message that they will be germ free when they will use Savlon products. The sign of image disguises the fact that there is no corresponding reality underneath but has a strong message to be understood.



The fourth stage is pure simulacrum, in which the simulacrum has no relationship to any reality whatsoever. Here, signs merely reflect other signs and any claim to reality on the part

of images or signs is only of the order of other such claims. This is a regime of total equivalency, where cultural products need no longer even pretend to be real in a naïve sense, because the experiences of consumers' lives are so predominantly artificial that even claims to reality are expected to be phrased in artificial, "hyper real" terms. Any naïve pretension to reality as such is perceived as bereft of critical self-awareness, and thus as over sentimental. Here, the red image with broken strings does not have any resemblance until and unless we know about the famous singer of our country- Mr. Aiub Bachhu for the Coca Cola brand. He was a specialist at bass-guitar who had a unique relation with guitar. After his sudden death the entire nation was shook. And the image resembles a lot of messages. It is up to the viewer how he/she represents it to herself. It can be either the strings represent AB is no more, it can say there will be no more good music, there will be no one to play live amazing string breaking music live performances, etc. there can be various types of interpretation. But I have made my own ideation keeping this in my mind that AB the legend is no more and there will be no good music. Keeping all the things in mind and making the audience keep thinking I have made this visual following the fourth stage of Simulacrum.

Maybe someone else could interpret in another ways? This image made me content but person standing next to me could feel emotional and happy. It depends totally upon the audience because the visual did not give any access into the person's thoughts, feels and emotions rather kept all thinking. We made it a free platform for everyone to be and think like a true fan. Similarly, the second image as it can be seen that there are coffee beans and it is in a shape of a coffee cup this image does not have any resemblance until n unless the caption explained it. This is because; the image does not have any similarity with my brand. But we did a series where we talked about how a person would feel using Neem face wash. Whoever would see it will have to assume about the picture. Similarly in the third image it could be seen that it is a visual of a hand placing beneath the cloud. This has again no

similarity with the brand but the message we have tried to convey is that, skin would feel like soft clouds by using Neem Facewash. This images does not have any similarity with reality but these visuals are created to think of the brand and connect with it.

Now if I did not give this background information about this image or visual this would be just a picture with colours and the observer would have a free platform to think that it is an image with basic shades of white, red, brown, ash, green, brown, etc. And the image is absolutely not relatable until information is not being provided. We cannot fathom the true essence behind this image or visual because of our logic. The logic behind this image has been abolished. At this stage the sign or image bears no relationship to any reality at all. Here, hyper reality is created. The image does not resemble reality (on the basis of what I thought and created). In hyper reality, the very thin line between what is real what is not is blurred.

In conclusion I would like to state my thesis statement. The four stages of reality or images as suggested by John Baudrillard can be well explained by the Image from visual works I have created for my copy writings. And I would like to also end with an ultimate assumption of my own, that these images were made after being inspired by the ideas of John Baudrillard.



Second scholar I could relate was of Barthes is in his book, "Rhetoric of the Image" he says that, it is to examine and understand the messages that images contain, and the extent to which they take part in creating an ideological worldview. It can be said that, Barthes is asking how ideologically charged are images and transmit an educational message to society. In his "Rhetoric of the Image" it focuses on commercials/ visuals since they contain a highly condensed image that aims for maximum efficiency in transferring its message. In this image above I have created being inspired by his words and keeping in mind that visuals have to get their message across at their glance the visual must be catchy to them. That is why our agency can also charge high and intensive images in order to get them convinced so that they tend to give us more work for their product. To add, according to Barthes, he said that commercials are a very convenient medium in which to explore the way ideologies are reflected in visual images and that is why I have tried utmost to deliver all the messages along with relatable visual and copy into the image. Commercials/visuals have to be able to speak in a conventional language which I have done as a copywriter while doing the ideation, use conventional terminology and transmit its message very fast, and therefore they provide access to conventional ideologies of their time which can be seen in the image above. Also in "Rhetoric of the Image" Barthes works along the lines of two theoretical distinctions:

connotation and denotation, and the internal relations of the sign between the signifier and the signified.



The signified, according to Barthes, has two level of meaning: the denotation and the connotation. The denotation can be said that it is the dictionary meaning of the sign/word and it denotes something in the real world. On the other hand connotation is the interpretative association that comes with the sign and is something which is culturally and context dependant. According to Barthes connotation is a higher level of interpretation, and he assumes that being a part of the same culture involves having similar connotations to certain signs. The images above are of ACI Savlon ideation and the first image was inspired by the “Denotation” type 1 by Barthes. Since, mothers love to feed their children and they are the closest one to her child, I used it as a sign word to tell the world that we (mothers and caring people of children) should feed our children with hygienic hands otherwise there are chances of being attacked by influenza disease. Similarly for the other theory type 2 by Barthes –“Connotation” which is a higher level of interpretation and being a part of the culture this can be a similar, right after reading this hand shake seemed to me the most relevant idea for this and mostly relatable. This is because, when doing ideation I had to think of relating to my brand that what diseases can occur when associating with non hygienic hands. These visuals represent messages that are already a code for ideologically determined

meanings to the reader and audience who has seen the visuals. And also our clients were pretty impressed with the ideas. Saying that the visuals were really creative and the ideas were innovative.

In conclusion, in "Rhetoric of the Image" Roland Barthes is arguing that "natural" reality is not essentially encrypted or encoded but rather that it is its reproduction is a visual image that codes it and enforces cultural meaning upon it. Visual mediums are perceived as portraying reality while in fact they are constructing it.



1979 No country - 1st turn
Argentina - Brazil (1-2) - D.A. Maradona and Zico

Lastly, Guy Debord said, “The admirable people in whom the system personifies itself are well known for not being what they are; they became great men by stooping below the reality of the smallest individual life, and everyone knows it” (Debord 61). In the image above it was a theme for the World Cup football 2018. Here, we used a celebrity of a renowned music band for showing fan ship. As Debord said that, embodiments of the spectacle, celebrities necessarily “renounce all autonomous qualities in order to identify [themselves] with the general law of obedience to the course of things.”(Debord 61) Their Individuality is sacrificed in order to become a figurehead of the profit-driven system. After all, celebrities not only peddle commodities, but are commodities themselves. We have used him to serve as projections of our false aspirations. Our client really loved the

idea and this campaign was an inspiration of Debord's relevance to the theory and inspired by other images from the past photos that have been captured by ex-players.

In conclusion, I would like to say that this theory really helped me to do an ideation of this campaign during the world cup period and also added a good value during my internship period. These all theories I have learned during my eng 311 course –“Cultural Stuides” where all the great minds talked about the works which are being done now also.

Chapter 4

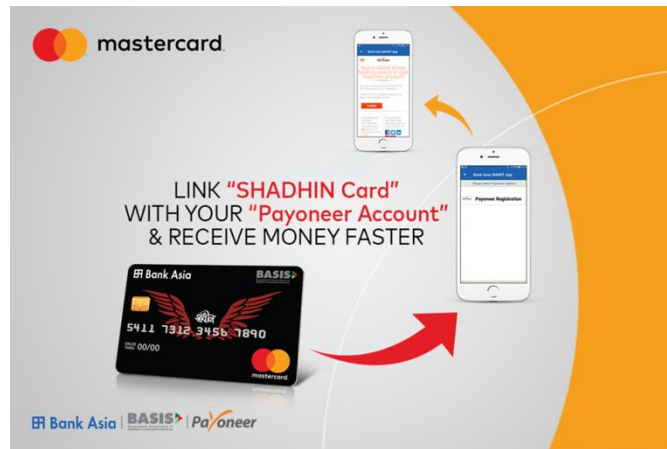
Conclusion

It was one of my dreams to work in a multinational ad agency like GREY when I was an undergraduate level student. I am so happy that, I could complete the last phase of my undergraduate life working in such an advertising agency. All the credit goes to my Major courses and my advisor who has helped me with relating and connecting the dots of my work and theories that I have learned and could completely relate with real life works. I was amazed to see the fact that how these theories could relate so easily. I feel that my puzzle of internship and relating to what I have learned and could connect finally has finished. The outputs of my works were relatable and resulted to great admirations and encounters to our clients and great campaigns. I feel that I have learned and applied all possible theories and techniques of my academics into my internship. For a beginner like me, working with the creative minds and professionals definitely was a great experience for me. Because everyone in the office is learned people and the team I joined as was a new team where both the head of the team is very learned. It was team of only four people one team head one senior executive and one more intern along with me. Therefore, work pressure was really higher on us. This is because there were several clients and the work pressures were immense. Even after working over time we were barely tired because people I worked with never gave extra mental pressure. One thing I have learned no matter hectic things may get there are always was to get out of the maze. Moreover, office and people there were great like home. We used to have fun, work lately with high encouragement because we felt like, we are working not only for the client but also for the nation and its people. But the relationships made there are lifetime's asset who are still with me helping learn so many things. It was a great journey

working with so many local and international brands which concludes that, it has been a great learning opportunity for me. This has been a great learning experience for my career. The project in this report is done based on the digital creative marketing section of the team. Both the conventional and digital marketing communication is highly important to uplift brand awareness and brand performance where giving life to a product is mesmerizing after seeing the work being done. Digital marketing communication is essential to make today's brands successful and reach not only locally but also internationally. Again, this report is done with a lot of limitations and obstacles.

Lastly, my biggest achievement is prior to seven days after my internship period ends. The Strategy Planning head came to me suddenly and told that I do not need to work and show my caliber in Digital Team anymore. From the very next day I was assigned as a Strategy planning researcher in the new team as a full timer where I work to give births to great campaigns.

Appendix: Some of my works









London Calling
with Mastercard®

- Campaign duration is from May 1, 2018 to June 30, 2018
- During the campaign period, the Cardholder issued with a Mastercard-branded Card by any of the issuing Banks in Bangladesh must use it at least four (4) times for a minimum transaction value of BDT 1,000 on each occasion
- The campaign is on maximum points scored through frequency of transaction with the Mastercard-branded Card
- Each retail transaction will qualify for points under this campaign as follow:
 - 1) 2 Points for a Retail Transaction of Tk. 1,000 on any Credit Card
 - 2) 3 Points for a Retail Transaction of Tk. 1,000 on any Debit or Prepaid Card
 - 3) 3 Points for a eCommerce Transaction of Tk. 1,000 on any Card
- Split or multiple transactions at the same merchant location within the same day will not be eligible; and only one transaction will be counted
- In cases where 2 or more Mastercard Cardholders score the same number of points, the winner will be decided on the basis of the transaction value. In the event the transaction value is also identical for 2 or more Mastercard Cardholders, the winner will be decided on the basis of who made the transaction earlier
- Only retail transactions will be eligible for this campaign and Mastercard holds all rights to disallow any transaction performed for commercial purposes
- Any permanent or contractual employee of Mastercard, its Advertising Agency, PR Agency or any concerned vendor; and the Cards Business or Operations Department of the participating Issuers will not be eligible for this campaign

Which is London's oldest market?

Answer & Win
Preloaded
Mastercard®
Prepaid Card



London Calling with Mastercard®

Turning your shopping experience into an overseas trip: **priceless**



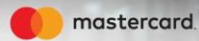
mastercard.

লন্ডন কলিং
উইথ মাস্টারকার্ড®

- ক্যাম্পেইনের মেয়াদ: ১ মে ২০১৮ - ৩০ জুন ২০১৮
- বাংলাদেশের যেকোনো ব্যাংক থেকে ইস্যুকৃত মাস্টারকার্ড-ব্র্যান্ডেড কার্ডধারী গ্রাহকগণকে প্রতিযোগিতা চলাকালীন অন্তত ৪ বার কার্ডটি ব্যবহার করতে হবে এবং প্রতিবার ন্যূনতম ১,০০০ টাকা লেনদেন করতে হবে
- মাস্টারকার্ড-ব্র্যান্ডেড কার্ডের মাধ্যমে মূল্য পরিশোধের ক্ষেত্রে সর্বাধিক লেনদেনের মাধ্যমে সর্বোচ্চ পয়েন্ট অর্জনের উপর ভিত্তি করে প্রতিযোগিতাটি পরিচালিত হবে
- প্রতিযোগিতা চলাকালীন প্রতিটি রিটেইল লেনদেনের ক্ষেত্রে নিম্নোক্ত হারে পয়েন্ট গণনা করা হবে:
 - ১) ২ পয়েন্ট - যেকোনো ক্রেডিট কার্ডে ন্যূনতম ১,০০০ টাকা রিটেইল লেনদেন
 - ২) ৩ পয়েন্ট - যেকোনো ডেবিট বা প্রিপেইড কার্ডে ন্যূনতম ১,০০০ টাকা রিটেইল লেনদেন
 - ৩) ৩ পয়েন্ট - যেকোনো কার্ডে ন্যূনতম ১,০০০ টাকার ই-কমার্স লেনদেন
- একইদিনে একই মার্চেন্ট লোকেশন থেকে বিভক্ত বা একাধিক লেনদেন এই প্রতিযোগিতার জন্য গণ্য বলে বিবেচিত হবে না। একটি লোকেশন থেকে শুধুমাত্র একটি লেনদেনকেই প্রতিযোগিতার জন্য গণনা করা হবে
- দুই বা ততোধিক মাস্টারকার্ড গ্রাহকের অর্জিত পয়েন্ট সমান হলে সেক্ষেত্রে লেনদেনের পরিমাণ বিবেচনা করে বিজয়ী নির্ধারণ করা হবে। লেনদেনের পরিমাণ সমান হলে যার লেনদেন পূর্বে সম্পন্ন হয়েছে তাকে বিজয়ী ঘোষণা করা হবে
- এই ক্যাম্পেইনে শুধুমাত্র রিটেইল লেনদেনগুলোকেই গণনা করা হবে। বাণিজ্যিক উদ্দেশ্য নিয়ে করা যেকোনো লেনদেনকে ক্যাম্পেইনের জন্য বাতিল করে দেওয়ার অধিকার মাস্টারকার্ড সংরক্ষণ করে।
- মাস্টারকার্ড, মাস্টারকার্ড-এর বিজ্ঞাপনী সংস্থা, পি আর এজেন্সি এবং সংশ্লিষ্ট সকল ভেতর কোম্পানির ছাফী বা অস্থায়ী কর্মচারী এবং অংশগ্রহণকারী ব্যাংকের কার্ডস বিজনেস এবং অপারেশন্স ডিপার্টমেন্টের কেউ এই প্রতিযোগিতায় অংশগ্রহণ করতে পারবে না।

**Which is the
largest mall
in London?**

Answer & Win
Preloaded
Mastercard®
Prepaid Card

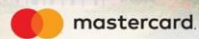


**লন্ডন কলিং
উইথ মাস্টারকার্ড®**

কেনাকাটা করতে করতে
বিদেশ ভ্রমণের সুযোগ: প্রাইসলেস!

**Where does
the queen live?**

Answer & Win
Preloaded
Mastercard®
Prepaid Card







The advertisement is divided into two main sections. The top section features a Mastercard logo in the upper left corner. The background is a warm, golden sunset over a desert landscape. In the center, a man and a woman are sitting on the floor of a white, tent-like structure, facing each other and talking. A small table between them holds a teapot and cups. In the bottom right of this section, there is a red circular callout with white text. The bottom section has a dark blue background. On the left, there is a circular logo with the text 'Savlon SPREAD HAPPINESS'. Below it, the Bengali text 'হাত বাড়াও খুশি ছড়াও' is written in white. Further down, smaller text mentions 'ফ্রি মেডিকেল ক্যাম্প' and 'পরিচ্ছন্নতা বিময়ক কাউন্সেলিং'. Below that, the dates 'সারিয়াকান্দি, বগুড়া, ৫ ডিসেম্বর' are listed. At the bottom left, it says 'সহযোগীতায়' and 'জামাল' inside a circle. On the right side of the bottom section, there is a large, scalloped-edged white circle containing a portrait of a smiling young girl with dark hair, wearing a blue shirt and a backpack.

mastercard

Explore Arabian Nights in Dubai with Mastercard

This winter, use your Mastercard-debit, credit or prepaid card at both home and abroad to win a priceless getaway to Dubai. Also win other exciting trips and prizes.

Savlon
SPREAD
HAPPINESS

হাত বাড়াও
খুশি ছড়াও

ফ্রি মেডিকেল ক্যাম্প
পরিচ্ছন্নতা বিময়ক কাউন্সেলিং

সারিয়াকান্দি, বগুড়া, ৫ ডিসেম্বর

সহযোগীতায়
জামাল

and many more.

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