

Internship Report
on

Ogilvy

Identify the Roles of Relationship Marketing in Account Management of Ogilvy & Mather



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Date of Submission: 26.09.2013

LETTER OF TRANSMITTAL

September 26, 2013

To

Dr. Mohammed Tareque Aziz

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Subject: **Submission of Internship Report.**

Dear Sir,

I have successfully completed my internship program in Ogilvy & Mather, Bangladesh. During this period of three months I have got some unique opportunities to go through some fruitful job experiences. Those experiences enabled me to bridge the gap between classroom learning and real life situations to a great extent. Now as a mandatory part of this internship program, I am submitting my internship report entitled “Identification of the roles of ‘Relationship Marketing Concept’ in Ogilvy’s Account Management”. I have tried to put in my best effort for this report and enjoyed working on this report.

I hope my effort would succeed to your satisfaction. I will be available at any time convenient to you for clarification of any point of this report.

Sincerely Yours

A.K.M. Shihab Uzzaman

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ACKNOWLEDGEMENT

At the very beginning, I wish to acknowledge the immeasurable blessings and profound kindness of Almighty Allah - the supreme authority of the universe. A number of people have made significant contribution in preparing this report. Their insights, advice and suggestions helped me a lot.

I would like to express my sincere gratitude and thanks to my Faculty supervisor Dr. Mohammed Tareque Aziz; Associate Professor, BRAC Business School, BRAC University for his continuous guidance and assistance to complete this report.

My deepest appreciation is to my external supervisor Mr. Erad Samiul Bari, Associate Account Manager, Ogilvy & Mather for his guidance and cooperation to prepare the report. He has enriched me with necessary ideas and concept for incessant improvement of the paper.

My sincere gratitude to all peoples of BRAC Business School of BRAC University including- My Faculties, My Friends and Other officials for their support and help.

Finally, I would like to thank all the respondents, who put forward valuable information about the topic of my study. The assistance provided by all concerned mentioned above made possible for me to complete such a vast study within the designated time.

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EXECUTIVE SUMMARY

Over the years, brand promotional strategies and advertising techniques have changed radically; mostly to cope with the changes in how consumers view and perceive things and to stand out in the clutter of today's advertising efforts. Marketers and creative agencies are increasingly moving away from the generic advertising methods which mostly included TV and Radio commercials, activations and in case of Bangladesh, a whole lot of billboards. While marketers are realizing the importance of differentiating not only in terms of their product UPSs, but also in how they present and promote it to the consumers, it is actually the creative agencies that truly believe in the continual change of the advertising era of relationship marketing. However, in a country like Bangladesh, this change comes at a glacial pace. Advertising really hasn't completely moved away or even far away from its traditional marketing for that matter in our country. Creativity is nurtured and encouraged but very few clients can completely trust their agencies do come up with sometimes ground breaking in their campaigns. Billboards, print ads and TVCs are still used significantly for a campaign whether or not they are required, and this happens mostly in cases where the clients is head strong about its decision and doesn't want risk not adhering to the traditional mediums of marketing. In a country like Bangladesh, exceptionally innovative ideas in marketing campaigns, especially guerilla advertising that is widely popular abroad, can be rarely implemented because clients feel out of zone and unsure about using them. But this client-agency gap doesn't stop agencies from trying to come up with newer and more innovative marketing ways and pitching them to the client. Ogilvy Bangladesh has been successful in getting its long term customers to trust in them to provide the best marketing and advertising solutions and stepping outside the box when it came to relationship marketing. This report analyzes how this agency has successfully pulled off creative campaigns for relationship marketing and implemented various innovative ways of branding, the scope our country still has in shifting to a more dynamic and pioneering way of advertising.

CHAPTER 1

The Organization

Introduction: My internship attachment was with Ogilvy & Mather Bangladesh Limited; a dynamic organization with wonderful work ethic and environment. In my 3 months attachment with this organization, I have learnt a lot, thanks to the wonderful mentors who took their time to teach me everything about modern day advertising and marketing. This section discusses the organization in brief, its operations, its clients and its values.

Background

Ogilvy & Mather, Global

Ogilvy is one of the largest marketing communications networks in the world, servicing multinational and local brands in all regions. The hallmark of our brand-building capabilities is the balance of global and local brands within a worldwide network. The doors to Ogilvy Dhaka's offices opened for business in July 2007 – it is the 497th office in the Ogilvy network.

Global leadership

Shelly Lazarus, Chairman

Tham Khai, Worldwide Creative Director

Miles Young, Global CEO

Regional Leadership

Paul Heath, CEO, Asia,

Tim Isaac, Chairman, Asia

Eugene Cheong, Creative Director, Asia

Ogilvy Bangladesh

In the short space of time, Ogilvy Bangladesh has been able to carve out a space for itself, both in the Ogilvy community, and in the business fraternity in Bangladesh. The agency's operation has already been highlighted in Ogilvy Asia magazine. Moreover, its clients' ratings have been phenomenal.

Timeline:

June 2006: Ogilvy & Mather was registered in Bangladesh as a Joint Stock Company

December 2006: Merged with Marka, a local mid-size agency to get an early foothold

October 2007: Transition was completed and Ogilvy opened its doors for business

March 2008: Officially launched its operation in Bangladesh Integrated in the firm's corporate culture is Ogilvy's concept of 360° Degree Brand Stewardship©, defined as a willingness to use the broadest array of tools and techniques to understand, develop and enhance the relationship between a consumer and a brand. Adhering to that, Ogilvy is a full-service agency catering to ATL, BTL, Activation and web-based solutions. Be it the launching of a new package from Teletalk, a brand campaign for KSRM, a thematic campaign for Golden Harvest or a 3 month long activation campaign to popularize Ajinomoto, Ogilvy is always up for the challenge.

Ogilvy Bangladesh, Local Leadership:

John Goodman, Chairman

Paul Heath, Managing Director

Fahima Choudhury, Director

The Ogilvy Bangladesh Management Committee:

Fahima Choudhury, Director, Ogilvy Bangladesh

Fahima lives advertising. Born into a family that pioneered and shaped the advertising industry in Bangladesh, Fahima finished her post-graduate degree in Management and formally joined the industry. After honing her brand communications skills under the direct tutelage of one of the leading advertising practitioners in the country, Fahima started her own Agency and grew phenomenally over the years - and finally was integrated with Ogilvy. Her experience includes a rich array of global brands as well as many locally reputed brands and companies - and her experience on BAT Bangladesh makes her one of the leading thinkers on trade marketing, retail engagement and 1-2-1 engagement in the country.

Tanvir Hossain, Executive Creative Director

Although a graduate in Applied Physics, it was hard for Tanvir to deny his chemistry with Advertising. In July 2010, Tanvir joined Ogilvy & Mather Bangladesh and since then everyday has been diverse. He has been bestowed upon clients such as, Aarong, Perfetti, The Daily Sun, Unilever, BATB, Kai- Altech Group, Bashundhara Group and many more.

Shakhawat Hossain Razib, Art Director

Passion for advertising drew this almost to-be artist into the mad world of advertising. A postgraduate of the prestigious Fine Arts Faculty of Dhaka University, Razib started out in advertising way back in 2006 during his student days. In early 2010, he joined Ogilvy & Mather Bangladesh and ever since, it's been a fairytale ride for both Ogilvy and him. His current portfolio includes Aarong, Perfetti, Daily Sun, Kai- Altech Group and many more. Fresh from winning the "best print advertisement" category for Daily Sun and being a delegate at the renowned Asian AdFest 2011 in Phuket, Thailand...Razib is a potent force in the making!

Mehedi Ansari, Copy Group Head

An economics graduate, an MBA, a career in advertising... nothing seems to fit in a pattern for Mr. Ansari. Six years and two agencies (Saatchi & Saatchi and Ogilvy & Mather) later, the question about what he is, is no longer a mystery! In 2008, he joined Ogilvy & Mather Bangladesh. Brands like Mentos, Air action, Alpenliebe, Center Shock, Motorola, Golden Harvest, Aarong, Tang, Baizid Steel, Partex, Ponds, Taaza, Dove, B&H, JPGL, Star and Pall Mall – all have had had contributions from this mega mind.

Most successful brand launch in BATB history (Gold Flake), Most effective brand launch in Perfetti Van Melle history (Air Action by Mentos), Popular and one-of-a-kind launch of Golden harvest French Fries (Khoj – The French) make up only bits and pieces of his armory today!

Araful Islam Chowdhury, Senior Account Director

Started his career in banking with Standard Chartered Bank, and then worked in PBTL and Banglalink. However, the lure of nurturing brands was hard to resist as Saif finally pursued a career in advertising. In his early years in advertising in TBWA/Benchmark, he has re-launched

Banglalink Upper Class and worked for Siemens & LEIC. Living the life of an advertising man, he has worked for world renowned clients like British American Tobacco, Unilever, Perfetti Van Melle, Motorola and local clients like Bashundhara Group, Golden Harvest, Daily Sun, KSRM and has designed, developed and rolled out winning campaigns for them.

Sabih Ahmed, Senior Account Manager

Acknowledged as one of the Top 10 Young Suits in Ogilvy Asia Pacific for 2011, Sabih is also a winner of Ogilvy's most prestigious training event, Ad Champs in 2010. He's currently the account head for the Perfetti Van Melle and Kraft Foods businesses in Bangladesh. Former and other accounts include HSBC, Motorola, DHL Express, Novo Nordisk, Mutual Trust Bank, and Shanta Properties.

Clients:

Ogilvy Bangladesh's list of global clients includes British American Tobacco, Unilever, Kraft, Perfetti Van Melle, Motorola, Novo Nordisk, Ajinomoto etc. Among local clients, Aarong, BRAC Bank, Kabir Steel (KSRM), Bashundhara Group, Daily Sun, Teletalk etc. are also worth mentioning. The illustration below shows the wide range of the agency's clients.



Organization Hierarchy:

Global Creative Support

For many of Ogilvy's global clients, extensive adaptation is done of regional and international works. Ogilvy Bangladesh is very well connected to the other offices, and has resources to bring in any job that has been done around the region for clients. It even works in languages other than English and Bengali. In certain cases, where a large number of adaptations are necessary, they get referred to RedWorks.

RedWorks

It was established as a SBU of Ogilvy Bangladesh, geared to provide support in studio production of offline and interactive projects. The 10 member team performs miracles, with same-day turnaround for projects – for fastidious clients like Rolex, Dove, Time Warner Group, and American Express.

Quality Control

Ogilvy vouches for every creative element that leaves the office premise, stating its impeccable quality that that been checked and re-checked thrice over. The systems in place does not allow for mistakes to go unnoticed, since meticulous care is taken by the trained staff to maintain that quality. From the visualizer, to the studio in-charge to the account directors, everybody pores over the materials before they get finally released.

Organogram:



Roles of Employees:

Chief Executive Officer: He is the key person and owner of the firm. He makes all sorts of major decisions regarding the agency. He directly takes care of the works of high monetary involvement and multinational clients. He also deals with the potential new clients and making the strategic planning of the firm.

Account Manager: There are three Account Managers who handle one or more clients. They maintain the liaison between the agency and the client. They are responsible to understand the client's needs and the business and the industry and interpret these needs to the agency. Conversely, the managers present the agency's proposals, ideas and work to the client. The Account managers are directly responsible to the Group Account Director. He leads negotiation for new and renewal business and direct policy matters such as whether or not to accept certain accounts especially if there is any risk that they may conflict with existing accounts.

Account Executive: Advertising executives usually report to an account manager. Advertising account executives work within agencies, acting as a link between the clients and the agency. Advertising account executives liaise closely with their clients throughout campaigns, often on an every-day basis. They manage administrative and campaign work, ensuring that this is all completed on time and on budget. Preparing DO briefs is one of the major responsibilities of account executives of O&M. A blank DO Brief has been attached with this report.

Copywriter: The copywriter is responsible for writing the wording of advertisements. Copywriting is the art of writing selling messages. It is salesmanship in print. The copywriter should work closely with the visualizer and typographer to obtain artistic and typographical interpretation of his/her copy. He/she converts the selling proposition to persuasive selling ideas, creating themes or copy platforms for campaign.

Visualizer: The visualizers perform all the works like visualizing, layout design, typography and all other creative tasks. He interprets in visual the copywriter's ideas. There is a team of six visualizers in O&M.

Media Planning and Operation: This is the agency's hard-dealing section. The media manager is tuned into the latest updates in the local media industry. His main job is to get their clients the most effective media deals at the most competitive prices. Media planner plans how a promotion will go to media & also select appropriate media for a particular promotion.

Production Manager: The task here is to organize the production of advertising throughout the agency, according to a set timetable, so that advertisements are delivered on time. He is a progress chaser and responsible for different printing and binding works to deliver the clients.

Mission Statement:

“We Sell or Else”

JOB Responsibility

As per the academic rule I must have to do three months internship. I did my internship in Ogilvy & Mather Bangladesh. It is situated in 2 Bir Uttam A. K. Khandaker road, Mohakhali, Dhaka 1212. The internship period started on 5th of June, 2013 and ended on 5th August, 2013. During this internship period I worked in Account Management department. I had some responsibilities related to recruitment and selection. The specific responsibilities of mine during this internship period are given below:

Justifying my contribution to Ogilvy Bangladesh (Within the Job Description):

1. **Generating Ideas:** As I work in an ad Firm, Ogilvy & Mather, one of the most important issues is to generate unique ideas for different campaigns. For example: To promote one of our clients in Ramadan, we are thinking of an innovative idea which will be first of its kind in Bangladesh and I gathered some excellent ideas already. As Ogilvy does not reveal its marketing strategies before launching, I am just bound not to clarify and share different views only.
2. **Team Work:** In our organization employees are divided into groups or teams. It is very important to make a good working relationship with the group members as well as the other employees of the office. Again, it is an open secret that everyone must maintain a good relationship with the stakeholders also. As I was new in the office, I realized that it was my responsibility to make good relationship with my group members and with their great support I could cope up very fast on this matter.
3. **Client-servicing:** As an intern in Account Management, my main job is to make sure my client is delighted. My superiors notify me about our clients' requirements and I consult with the creative artists and brief them about the designs and I think I'm quite good at it. I am claiming so because it's always pretty tough for anyone like me who is a fresh new comer intern to make another department do the job for my team.

4. **Day-to-day Operations:** I have to maintain some day to day operations in both account management and creative Dept. It includes follow up of ongoing campaign, approved campaigns, press ads etc. Sometimes I get the opportunity also to show my skill on Graphic designing tools when all the hands of creative department seems to be busy.
5. **Supervision:** Another job of mine is to supervise the creative designers regularly so that they can deliver their works within time and also to guide them through their designing process so that they don't get off the track. As it is very important to make sure that the creative dept. follows my direction I have made friendly relationship with them. Hereby I feel proud to implement my leadership qualities too.
6. **Dispatch:** Sending the right outputs to the right places at the right time is also my job which till now I have been doing very efficiently. For example: a press ad design (Column Branding) of TANG will go to 4 different magazines (Anyadin, Ananda Bhuban, Binodon & Canvas) and 2 newspapers (Samakal & Dhaka Tribune) for Ramadan Campaign, so it is very important to make sure the designs adapted to different magazines and newspaper's sizes are reaching their destined location before deadline, otherwise it will be a mess. The responsibility of Dispatches of outputs is to confirm the right delivery of outputs to right places at the right time.

Relating Theories in to Practice (Within the Job Description):

Generating an Idea:

As Creative thinking is very important in Ogilvy & Mather, the process is immensely practiced here. Whenever a new idea for TVC (Television Commercial) or RDC (Radio Commercial) or any other kind of campaign is needed, our creative director call on a meeting with account management and creative department and brief them about the product or service and then the department start thinking on it by following the process of creative thinking.

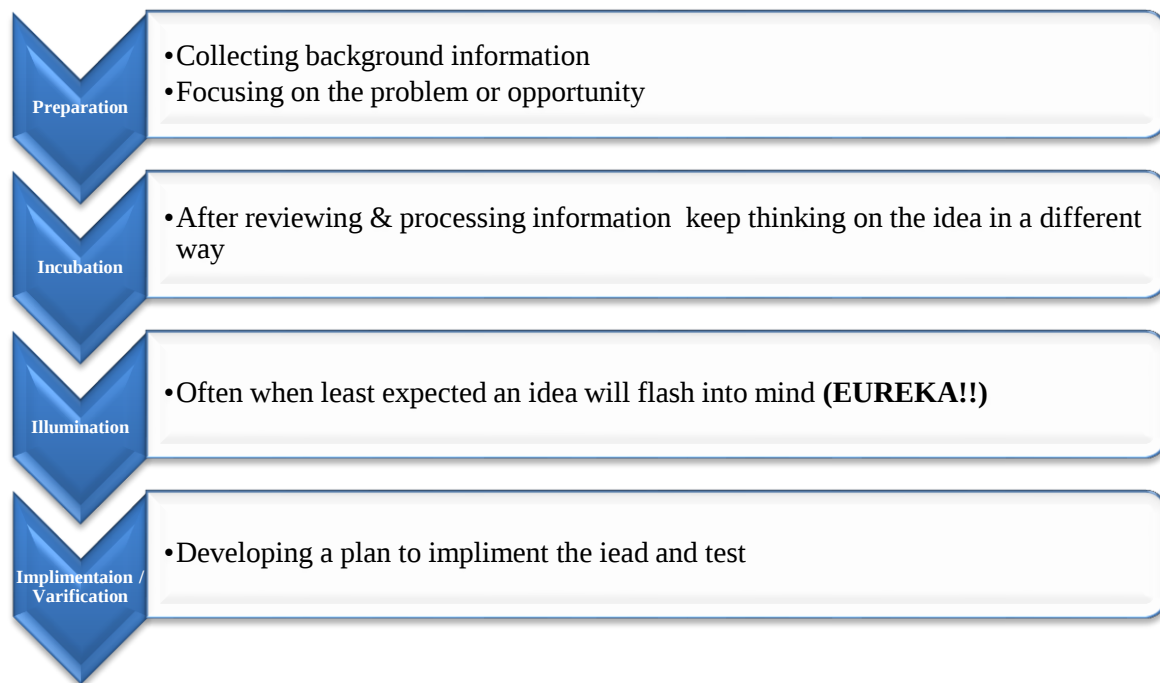


Figure: The process of creative thinking

As our Company delivers highly creative ideas, I didn't propose my ideas as they were not that high-quality. So to illustrate this part I would describe it from the creative department that I have experienced closely.

Product: Shejan Mango Drinks

Client: Sajeeb Corporation

Job: Television Commercial

Director: Mejbaur Rahman Sumon

Background: Sajeeb Corp. Wanted to change the Brand Position of **Shezan Mango Drinks** & to increase the sales by airing TVC.

Preparation: Before generating ideas on Shezan Mango Drink TVC, our creative team gathered information & specialties of the drink. They also analyzed the current Mango drink Market & competitors.

Incubation: After getting the information the creative team started brainstorming to find a unique idea that will beat the competitors.

Illumination: Suddenly Mehedi Bhai, Head of the copy team got an idea to make Shejan Mango Drinks different from the competitors. He said that now a day's all the mango fruit drinks are being promoted wrongly where the main purpose of Mango fruit drinks is to give the consumer an experience of real mango. So he created a story board that will make fun of other mango drinks which are not serving their purpose and in the end it will be shown that only Shezan Mango Drinks gives the experience of real Mango flavor.

Implementation: When the client was shown the story board, they loved it and said for immediate execution. So we Selected Mejbaur Rahman Sumon as the director and started shooting. The TVC was completed on 5th July 14, 2013 and is waiting to go on air.

Client-servicing:

Client Service plays a significant role in our agency and to continue work with our clients it is very much needed to keep them delighted with quality service. From the service quality gap model I have learnt that the less the gaps the more the quality of service.

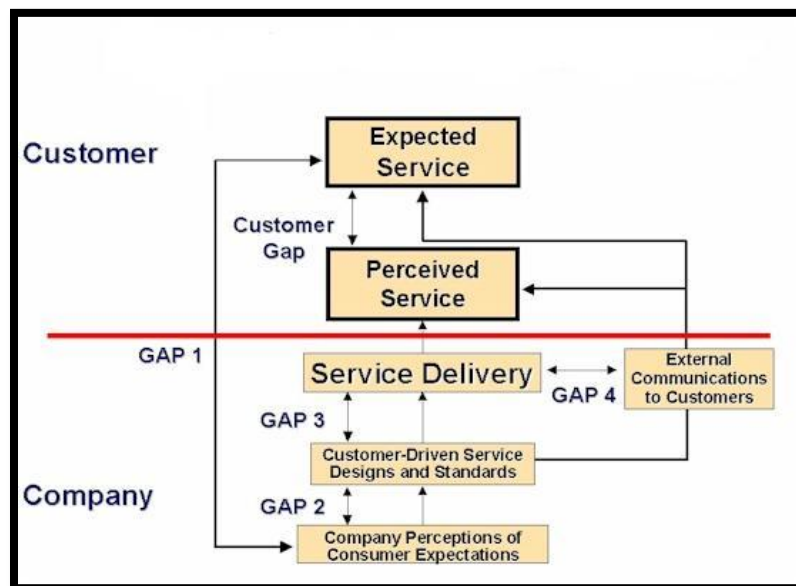


Figure: Gap model of service quality

As an intern in client servicing it's my responsibility to minimize the gaps that falls within my reach and those are Gap 2 and Gap 3. In Gap 2, while working with the designers I make sure they are designing the way our client wants and also they are following our agency's standards. In Gap 3, I try to deliver the outputs that have been prepared through different feedbacks given by our clients over period of time the moment it's possible to make the gap less.

Super vision:

As an Intern Account Executive I have to play some roles from the **10 roles of a manager** and those are:

Interpersonal Category

The roles in this category involve **providing** information and ideas.

1. **Liaison** – I have to communicate with internal and external contacts and also I am working on networking effectively on behalf of my organization.

Informational Category

The roles in this category involve **processing** information.

2. **Monitor** - In this role, I regularly seek out information related to our organization and industry, looking for brilliant ideas that have already been executed. I also monitor creative department on a regular basis to keep them on track.
3. **Disseminator** - This is where I share potentially useful information with my team.
4. **Spokesperson** - Managers represent and speak for their organization. In this role I am responsible for transmitting information about my organization and its goals to the stakeholders.

Decisional Category

The roles in this category involve **using** information.

5. **Negotiator** – Sometimes I have to take part in important negotiations with different suppliers.

CHAPTER 3

The Project

SUMMARY

Taking a look to the neighborhood service firms of Ogilvy Bangladesh to see how well they're prospering, doubtless everyone has cut back in the last year or two — that's just common sense. But there might be another reason why Ogilvy is surviving successfully while others shrink.

In good times and bad, savvy business people have but one focus — the customer. They know it's much more cost-effective to sell more services to an existing client than to fund new customer acquisition. Their client list is their most valuable asset, but more than that, they develop long-lasting relationships by keeping in touch — in good times and bad.

Relationship marketing delivers many benefits to a design firm, big or small. Slowly but surely, as Ogilvy build its clients and prospect list, it will be able to reduce marketing expenses, build referrals, and grow its business in step with its clients' needs.

So in this project I tried to find out the practices Ogilvy & Mather performs that are based on Relationship Marketing.

DESCRIPTION OF THE PROJECT

Objective of the project:

The Main objective of the report is to identify the roles of relationship Marketing in Account Management of Ogilvy & Mather and do further analysis to pinpoint the benefits that Ogilvy is enjoying by practicing this concept.

Methodology:

The report progression is showed below:

1. Initially, the topic and research objective was selected
2. The sources of data were determined next
3. Qualitative data was then collected from various sources and everyday learning during the internship attachment
4. Qualitative portion of the report was written first, where mainly campaigns and cases of Ogilvy Bangladesh were discussed to show the newer and modern ways of advertising nowadays.
5. Collection of primary and people-centric interview data
6. Classification, analysis, interpretation and presentation of data
7. Findings of analysis
8. Final report preparation and compilation

Limitations:

The biggest challenge I faced while doing this project is the lack of concrete information on the advertising industry of our country. The industry consists of many ad agencies of various sizes and scope of operations but there is no official government report of this sector. Ogilvy felt reluctant to share some of their data with me so I could not include concrete account facts to determine the success of advertising campaigns in terms of achievements. And also as the theories they use in Account management is just some practices, not rules. So in the official guideline there is no written document of it. As a result the analysis I found is just based on my observation and employees personal experiences.

Overview of Relationship marketing:

Relationship marketing is a form of marketing which emphasizes customer retention and satisfaction, rather than a dominant focus on sales transactions. It recognizes the long term value of customer relationships and extends communication beyond intrusive advertising and sales promotional messages.

In relationship marketing, the goal is to satisfy and retain clients in order to create long-term profitable relationships.

Background

Leveraging existing customer relationships in marketing began in the 1960s through direct-response marketing campaigns. However, the term “relationship marketing” was first used in 1983 when Leonard Berry wrote the book, “Relationship Marketing.”

Roles of Relationship Marketing:

If we consider Relationship Marketing in Advertising Firms, then it is a must to practice. In the Advertising firms of Bangladesh, keeping the clients happy is very much important as the market is greatly competitive. So Relationship Marketing is much used in advertising firm rather than any other industries. The roles that Relationship Marketing plays in different sectors of business are-

- Encountering with the client face to face
- Improving Profitability
- Protecting Emotional Well being
- Understanding Client’s psyche
- Building Trust with the client

Account Management in an Advertising Agency:

Officially, the positions are Account Managers, Account Executives, Account Directors and Client Service Directors. People in advertising agencies generally call them "suits".

They're the people responsible for overseeing the entire advertising process from assisting the client in putting together the marketing strategy, through writing the brief and overseeing the production of the finished advertisements.

Within an agency, the Account Manager's role is to:

- Act as the client's liaison with the agency and balance the input of the various agency departments, ensuring it meets the client's objective
- Know all there is to know about the client's product or service, the market and its consumer
- Understand the client's marketing objectives in terms of sales, market-share, competitor products
- Brief the media department so it can develop the media strategy
- Prepare the creative brief, which is the foundation of the advertisements the creative team will produce
- Oversee the various production stages every advertisement goes through
- Assist the client in solving marketing problems
- Ensuring the advertising is created on time and on budget.

Also making sure whether:

- The account is running profitably for the agency
- The client is getting the best results from the whole agency team
- There are adequate resources on hand.

The Account Manager supports the Account Director with the day-to-day work on the account. Sometimes he or she can delegate to an Account Executive or Coordinator. Both will spend a lot of their time liaising between the various departments that produce the ads.

Identifying the roles of Relationship Marketing in Account Management of Ogilvy & Mather:

Encounter with the client: Advertising account executives work within advertising agencies, acting as a link between clients and the agency and is responsible for liaising between the client and other agency staff to coordinate advertising campaigns. So it is very important to be quite good at facing the client and follow the relationship marketing role to continue business. For example: Perfetti Van Melle is a big client of us. We have to meet them in a regular basis as we have a dedicated contract with them. So every encounter we make with the Brand team of Perfetti Van Melle is a challenge to us. We present them Different ideas for TVC, RDC, Press Ads, Promotional Campaigns and Activation in the meetings. Thus it is vital for us to encounter with them flawlessly. The result is pleased client with classy service.

Improve Profitability: The return on relationship model (Gummerson 1999) suggests that good relationships lead to good quality and good client satisfaction. Good quality arises as internal relationships/ employee relationships are fostered. Good client satisfaction arises as a specific client needs and wants are understood better and served better. Good quality and customer satisfaction leads to client retention and consequent improved profitability.



Figure: **Return on Relationship Model (Gummerson, 1999)**

One of the major objectives of competitive marketing strategy is to improve the long-term financial performance. Relationship marketing by working towards improving profitability based on exploiting its relationships serves this financial performance objective of marketing strategy. Also RM pays off handsomely when services have high switching cost. RM is profitable when clients are willing to stay with firm for a long period of time.

In Ogilvy Account Management we also consider that good relationship lead to good quality and good client satisfaction. Our Account department is divided into small groups. So that one person doesn't have to bear all the responsibilities alone. The best benefit of team method is that it creates great working environment. As a result the employees are satisfied and as the Return on Relationship marketing Model says "good relationship leads to good quality" we can assure good quality designs and outputs. So our clients stay contented and continue to work with us which leads to greater long term profitability.

Protecting Emotional Well-being: Relationship Marketing plays an important role in protecting emotional well-being of the client. Deep dissatisfactions are avoided, customers are made to feel important, private information the client are handled fairly well, long run serving security is provided, caring of the client is maximized, urgency of any work is well managed and all of it results in transferring greater responsibility. It gives a chance to maximize profitability.

In Ogilvy we treat our clients like one of our own. We support them, nurture them ethically. We try to avoid anything & everything that would dissatisfy them. We send them unique gifts on different occasions invite to have lunch with us. As Ogilvy has different clients of same industry we keep absolute secrecy of each account which also helps us to gain their reliance. Sometimes clients want creative works and outputs urgently before the official timeline but to keep them pleased we try everything to provide them the output within required time. The results of all of this are

- Highly satisfied clients
- More Projects
- More Revenue

For example: When we 1st worked with PRAN, they gave us only a project of “POWER” energy drink but now we have PRAN Corporate, PRAN UHT Milk also. And more projects are also coming.

Understanding Client’s psyche: RM helps the company to understand the client’s Psyche and shifts in psyche, owing to long association and close bonding that the company enjoys with the client. The company becomes a sort of client specialist and thus information gaps with the client are considerably reduced and also it is quietly likely that the company acquires information advantage with respect to completion. This helps in delighting the customer, which may not be possible otherwise.

The Account Management people of Ogilvy Bangladesh treat their clients as one of their own. They create bond with them by having fun in the meetings, inviting them in different social gatherings, communicate with them on a regular basis. As a result as the day passes we get a better understanding on their mind. We can assume what kind of design they like or concept they prefer. It helps us to custom the designs more easily and successfully. For example: “Shanata Properties Limited” is an important client to us. They have been our client for about 3-4 years. Through different communication and interaction with them we got to know how they want their assets to be branded. They want to Show “They are the best in business”. So in every press ad designs we try to illustrate “Only the best can afford the best”. And the outcome is

- Less feedback from client’s end
- Consumes less time
- Less Work pressure
- Satisfied Client

Building Trust with the client: The most important role of RM is to build Trust with the client. Basically Relationship Marketing is built on the foundation of trust, as research demonstrates (Morgan and Hunt, 1994). Trust is a “willingness to rely on an exchange partner in whom one has confidence” (Moorman, Deshpande and Zaltman, 1993). Trust ensures that the relational exchange is mutually beneficial, as the good intentions of partners are not in doubt.

As an Advertising Agency Ogilvy & Mather as well Ogilvy Bangladesh practices 6 ways to build trust with the clients and they are-

I. **Respect Their Time**

As our society in general loses some of the courtesy and respect previous generations showed one another, I think we are well served to raise our awareness of other people's time, personal schedule, and needs. This concept translates to:

- Promptly returning phone calls.
- Promptly replying to emails and thoroughly addressing all points raised.
- Log on to a scheduled call 2 minutes in advance of start time.

II. **Conform To Their Work Style**

We consider establishing communication preferences as a part of our new client onboarding process. Sure, one may intuit somewhere around week 4 that their contact is always available at 8:30am except on Thursdays – but as we **establish preferences for modes and times** (Call? Email? Skype? Breakfast meeting?) early, it demonstrates that we are thinking of all the details and willing to take some steps to accommodate our client.

III. **Keeping Commitments**

This concept ties in with respecting someone's time, but goes a bit further. We can't accomplish work without input (feedback, tangible assets, consent, etc.) from clients. It is unexpected that a client would do their part to uphold a timeline. So we try to -

- Keep appointments.
- Promptly getting back in touch with any follow-up items promised.
- Regularly communicate progress made toward an established deadline

IV. Listening for Client's Pain Points and Relieve Them

It can be hard to dig down beneath the basic barriers to being more productive we all share – too little time, too many meetings, and too much bureaucracy. But as we listen to our clients' closely enough it becomes easier to us to find ways to make our client's life just a little easier. And that's just a way to demonstrate the commitment and to gain some trusted ground.

V. Clearly and Openly Communication

We all have different attention spans and information requirements. Some people like to be carbon copied on all activity, even if they don't have an assigned deliverable. Others don't want the full picture, only to be looped in if a problem arises. For a clear and error-less communication we practices-

- Writing conference reports detailing phone discussions or in-person meetings where decisions and task assignments were made and outstanding questions raised.
- Maintaining a central repository of messages and associated files. For projects or ongoing assignments with clients.
- Never assuming information/requests sent was received. "Well, I emailed her but didn't hear back" is weak. Passing a hot potato doesn't absolve one of responsibility.

VI. Deliver the Unexpected

This is where "nice to have" really adds value to a relationship and goes a long way to engender trust. We have TANG as our client since the birth. A few months back we prepared a campaign for them and it consisted of an Android game based on the TANG TVC- tony & Monty named "Fruit Bandit", an informative yet innovative website named "Fruitsofbangladesh.com". These two services created a buzz in the social Medias more than we expected and the response from the client "Mondelez International" was great.



Fruit Bandit

By Abu Sayed Mohammad Asaduzzaman

Open iTunes to buy and download apps.

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Description

One day, the twin brothers Tinty & Monty went exploring in a jungle near their home. Suddenly a band of apes known as Fruit Bandits attacked them and took away Monty. Now Tinty must rescue his brother and all he has is his slingshot.

[Fruit Bandit Support](#)

[...More](#)

iPad Screenshots

Free

Category: Games

Released: Aug 19, 2013

Version: 1.0

Size: 20.6 MB

Language: English

Seller: Abu Sayed Mohammad Asaduzzaman

© Sprinoff Studio

Rated 4+

Requirements: Compatible with iPad. Requires iOS 5.0 or later.

Customer Ratings

We have not received enough ratings to display an average for the current version of this application.

Image: www.fruitsofbangladesh.com & Fruit bandit

Now they are ready to rely on us even we go for more risky and innovative ideas.

Findings:

After identifying and analyzing the roles of Relationship Marketing in Account management of Ogilvy & Mather I can say that by practicing Relationship marketing in the Account Management The organization added much more Positive aftermaths. Some of the outcomes are-

- Happier clients
- Repeat and new business from existing clients means more profitable relationships
- Client-provided feedback and quality insight
- A boost in word of mouth referrals and recommendations
- A willingness to pay more
- Brand engagement and loyalty
- Trust & credibility

Also it costs less to keep an existing customer than it does to acquire a new customer, both in terms of marketing and the new-relationship learning curve.

There are also benefits from relationship marketing to the client. Because their need become a primary focus for us. So they get better service, quicker responses and have to do less work to make sure their needs are being met.

Recommendations:

- **Training:** The account managers and executives should be sending to more training on Relationship Marketing so that they can enhance their ability in client retention.
- **Employee retention:** Advertising industry is very competitive. So if an employee of one firm flies to another competitor firm, it creates a bad impact on the firm. So it is important to retain employees.
- **Activation:** The activation part of Ogilvy is quite weak. So it is recommended that they should boost this part because activation is very effective in modern advertising.
- **Promotion:** Ogilvy is an international company with good reputation in Bangladesh. Unfortunately, the matter is known to the people related to the advertising industry only. Ogilvy should have more promotion about the existence of the company also as what they are currently doing of their activities.
- **Pay ratio:** Advertising firms has too many works to do. It often exceeds the office hour. Though being as international advertising firm, the pay scale in Ogilvy is a bit lower than some competitive advertising firms.
- **Transportation facilities:** Maximum works of any advertising firms needs to be done instantly to be up to date. These needs travelling to clients office, shooting spots, media offices, markets etc. Ogilvy should have their own transports for these issues to handle.
- **Employment:** In accordance to keep pace with the work pressure, Ogilvy must recruit more effective and efficient people. They should increase their current employee numbers.
- **Eco- friendliness:** Being a well reputed international advertising firm, Ogilvy must maintain their activities in an eco- friendly manner.
- **Social responsiveness:** In bad times, Ogilvy should response to help the needy people of Bangladesh. Also they can build schools, plant trees or create awareness on any rising issues to the country people.

Conclusion:

It has been a true privilege to work as an intern in an organization like Ogilvy & Mather which is one of the pioneers of advertising in Bangladesh and even today the agency is a juggernaut of Bangladesh's advertising industry. While working for Ogilvy & Mather I have had to work with organizations like Perfetti Van Melle, Teletalk, PRAN, TANG, KFC, Pizza Hut, Unilever, BAT and so forth, each with its unique style and work pattern. Working in such a diverse environment has given me such experience that I can carry forward in the future as I develop my career.

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