

Report on

Internship Experience as a Client Servicing Intern at *Paper Rhyme Advertising*

Limited

By

Jahina Akter

20103054

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in partial fulfillment of the requirements for the degree of
Bachelor of Arts in English

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Declaration

It is hereby declared that,

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

Student's Full Name & Signature:

Jahina Akter

Jahina Akter

20103054

Supervisor's Full Name & Signature:

Tabassum Zaman

Associate Professor, Department of English & Humanities

BRAC University

Acknowledgment

The last phase of undergraduate life! Five years of endurance have come to an end. As the first person to study higher education among the three generations of the family, I am pleased with my achievement. I can revisit my first year of schooling when I was a little girl, going to school gripping the hand of abbu, sometimes ammu. I am profoundly grateful to my father, who saw the dream to educate me despite being unlettered himself. But Mehedi, my brother, you know that if anyone I love in this world, that would be you. Thanks to my nana who had the patience to see me complete this journey.

I am thankful to every teacher whom I came into contact with. I cannot help remembering Munni madam, Sufia madam, Nasima madam, Ratna madam, Rajesh sir, Happy apu, Mujahid bhaiya, Azhar sir. You all are the kind of teachers who change the lives of the students just by consulting a few suggestions or sharing a story in the class. My greatest win of the undergraduate life was attending classes of Anika ma'am, Roohi ma'am, Noman sir, Mamun sir, Mahfuz sir and Tabassum ma'am.

I do not have many friends in my life. But Raiyan and Titir, you two have blessed me with your friendships. Mem apu and Neha apu, I always say this, and I will always say that you are the persons Almighty has sent to me as presents. I would not be able to survive the undergraduate life if you two were not with me. I am lucky to have you two as my roommates.

Faria apa, thank you for supervising me at the office and helping me be a better person. Thanks to everyone I came across in my life. I am here because of every single one of you.

Lastly, I thank myself. Liza, I am proud of you. You did have a lot of traumas and new experiences in your 20s. Still, you had not given up. You were broken, and you stood up. Very brave of you for having patience all your life. My sincerest love and thanks to you.

Glossary

Annual Report: An annual report is a yearly document that public companies share with their shareholders, outlining their financial performance and business operations.

EDM: Electronic Direct Mail (EDM) is a digital marketing tactic used by companies to send emails promoting products to a list of opted-in potential buyers.

NBFI: Non-bank financial institutions (NBFIs) are financial organizations that offer comparable services to banks but lack a full banking license.

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1. Introduction

In today's world, media holds an inseparable place in our lives. The media world of the twenty-first century is complicated, with multifaceted streams. Media firms can now able to operate in more international than national arenas, seeking and developing new customers globally. Thanks to the growth of digital technology, print media, and telecommunication networks. The global commercialization of media systems has led to new private networks that prioritize markets and advertising profits. Every aspect of life is impacted by the wide reach of media. It does not only limit its influence to the consumption & distribution of information, products, or ideas. Media also shapes the minds of the masses.

From print media like newspaper organizations to digital media like television channels, advertising agencies are all part of the bigger media industry. There are different areas of work in this industry. Advertising agencies are a core part of consumer-based business. As noted by Belch and Belch (2001), "Advertising is any paid form of nonpersonal presentation and promotion of ideas, goods, or services by an identified sponsor."

Paper Rhyme is one of the noted advertising agencies in Dhaka. It was a great opportunity for me to get appointed there as I yearned to understand the advertising world. After the interview, I was assigned work immediately. Working there is all about punctuality, patience, and love for work. I was assigned to work in the client service department. I also worked for the business development department. I observed the work of the creative team as well. Since I have chosen my major of bachelor's degree, I was keen to learn related works of advertisement. I got the chance during my internship, and I effectively used that.

This internship offered me to learn how to handle clients, deliver work, execute the idea into reality, and supervise the whole process. *Paper Rhyme* has helped me to follow my interest in

working in this industry. My on-site supervisor, Faria Ferdous Ali, has inspired me to be up-to-date about competitors and learn all the basic skills I could. As this internship was part of my degree completion, the duration of my work was 3 months. My office time would start at 10 am and end at 7 pm. I used to assist the senior account manager in client servicing. My work was expanded from assisting in client servicing to researching because of the clients' contents and overview of the work of each department. This report will be a reflection of my work life at *Paper Rhyme*.

2. Brief History of the Company

Paper Rhyme Advertising Limited is an advertising company situated in the capital's Banani.

Abu Zafer Mohammed Saifuddin, managing director & CEO of the company, established this company in October 2005. Since then, it has marked its position in the competitive market.

The logo for Paper Rhyme features the company name in a large, purple, serif typeface. The letters are closely spaced, and the overall design is elegant and professional.

Figure 01: Logo of *Paper Rhyme*

The logo above is the registered logo of the company. *Paper Rhyme*'s first client was Warid Telecom. Since then, it has thrived its business with hundreds of other clients. This advertising agency has 360° advertising solutions. That means this agency covers all the necessary stages a company could need, from advertisements in print media to the production and execution of television ads. They have a variety of services: audio-visual, brand identity, annual reports, press ad design, social media management, celebrity management, and many more. Through clever advertising solutions, *Paper Rhyme* gives businesses more leverage. They create business designs. Paper Rhyme adheres to the fundamental principle of coming up with an idea that is impactful, unique, and relevant.

Their client list includes LankaBangla Finance PLC, Community Bank, Ludwig Pfeiffer Hoch- und Tiefbau Bangladesh, Premier Bank, AB Bank, Dhaka Bank, BRAC, A.K. Khan & Company Ltd., Alliance Finance PLC, Oasis, JK Group, Tetley, Tata Tea, Agrivita Bangladesh Ltd., Vitacare, LABAid, Trust BD Healthcare (Acme), Mutual Trust Bank, Women e-Commerce Entrepreneurship Summit, Don Giovanni's Sizzler, Grameen Bank, ICICF Project, The Daily Star, Banik Barta, and Grameen HealthCare Services Ltd. Many more companies have conducted their work with *Paper Rhyme*.

From strategic brand planning and the creation of impactful creative to the effective execution of campaigns, Paper Rhyme offers comprehensive creative, media, and activation solutions. Paper Rhyme serves its clients through a comprehensive approach that includes research, creative development, campaigning, media relations, social media management, and public affairs. Before initiating any project, the company conducts thorough research and strategic planning to explore the job market or business field, generating innovative ideas tailored to clients' needs. Engaging, original designs are crafted to captivate audiences, ensuring strong visual communication. Campaign execution and evaluation are key to optimizing results and gaining valuable insights. Additionally, Paper Rhyme builds strong relationships with print and television media to enhance brand visibility and showcase success stories. Recognizing the power of digital communication, the company actively manages virtual PR and social media engagement to connect with a broader audience. Furthermore, it promotes clients' interests by addressing authorities, participating in social initiatives, and fostering goodwill through corporate gifting, reinforcing its influence and industry presence.

Paper Rhyme specializes in creating creative content for various organizations, including brand marketing, social media marketing, calendar design, diary design, product design, logo design, graphic design, packaging design, and print advertising design.

Awards:

Both domestically and abroad, Paper Rhyme's campaigns received recognition. Additionally, it received several honors, such as the 2012 Srijon Samman Award and a BATA campaign. For its Robi advertisement, it won Bronze at the Telecom & Services Awards. (Inserted below)



Figure 02: Paper Rhyme won the SRIJON SAMMAN 2012 Award

11 employees work at the advertising company. In the creative team, there are 4 employees. 3 employees are in the client service department. One is in the business development department, one is in the strategy department, and one is in the copywriting department. One is a data analyst, and one handles finance & accounts. Even though each team member has a particular duty, they help each other when needed. Other outsourced workers are employed in IT support, video creation, printing, and event planning.

Companies:

- ▼ Advertising
- *Paper Rhyme Public Relations*

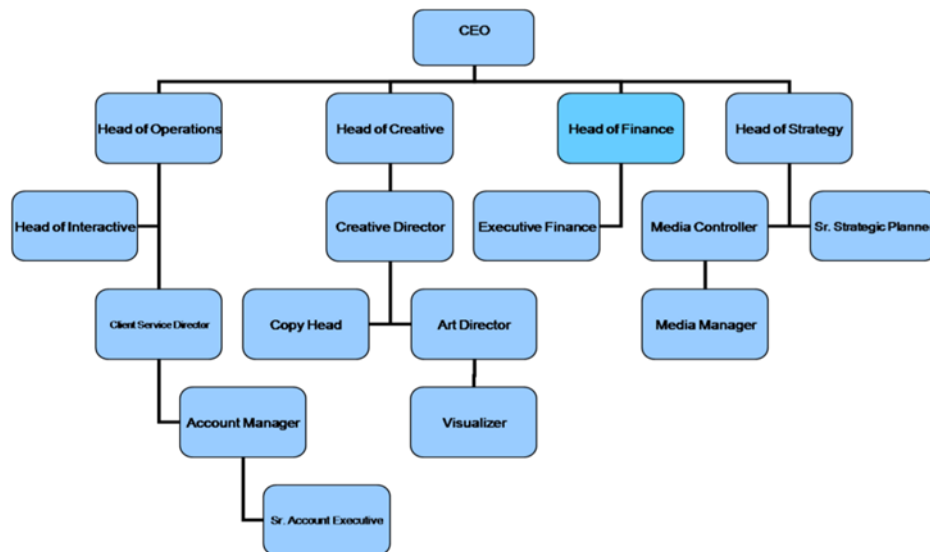


Figure 03: Organogram of *Paper Rhyme* (From *Paper Rhyme*'s website)

3. My Tasks as an Intern at *Paper Rhyme*

While working as an intern at *Paper Rhyme*, a new arena of the working field was opened to me. I went through a structured interview process for my internship, where I was asked about my skills. After successfully passing the interview, I received an official offer and was appointed to work at the office. I was given a task immediately. I completed a list of slogans for 25 local brands and 25 international brands. Then, my formal office life started. Stepping into the office environment felt exciting, as I was eager to apply my knowledge and gain hands-on experience. The office was primarily from 10 am to 7 pm. I used to stay an hour more in case there was work pending. I was assigned to work in the client service department. During my internship at Paper Rhyme, my work primarily revolved around client coordination, project execution, and skill development within the Client Service department. I was responsible for communicating with clients, understanding their requirements, and ensuring their needs were effectively conveyed to the internal team. Under the guidance of my supervisor, who is the Account Director, I learned the best approaches to managing client expectations and handling tasks efficiently. From the very first day, I was assigned projects that required immediate execution, which helped me develop time management and problem-solving skills. I worked closely with both my supervisor and the Managing Director, Saif, to ensure the timely completion of tasks while maintaining quality standards. Additionally, my seniors played a crucial role in helping me understand different perspectives of the advertising industry, providing valuable insights that enhanced my learning experience. Through hands-on tasks and continuous guidance, I gained practical knowledge and developed essential professional skills during my internship.

During my internship, my responsibilities covered various aspects of client servicing, creative cooperation, and business development. One of my regular tasks was reviewing and checking copies for clients, ensuring accuracy and alignment with brand guidelines. I primarily assisted my supervisor in handling tasks for LankaBangla Finance PLC, where I worked extensively on EDMs (Electronic Direct Mail). This task required close coordination with the creative team to edit, refine, and finalize EDMs before delivery. At times, I was also responsible for writing copies, which helped me develop my content creation skills.

Additionally, I conducted research on diverse business development topics, which provided me with insights into market trends and competitive strategies. Part of my role involved analyzing previous EDMs and advertisements to understand client preferences while monitoring competitors' products and marketing strategies. I actively participated in internal team meetings, where I gained firsthand exposure to campaign planning and execution. Furthermore, I had the valuable opportunity to attend client meetings, which allowed me to observe professional-client interactions and understand their expectations. While collaborating with the creative team, I closely observed graphic design processes, refining my understanding of visual aesthetics and branding. These diverse experiences enhanced my knowledge of the advertising field, strengthened my analytical and creative skills, and gave me a deeper appreciation for the collaborative efforts behind successful marketing campaigns.

4. Client Servicing

Client servicing involves recognizing the clients' wants and needs and taking proactive measures to satisfy them. In the book *"The Art of Client Service"* by Robert Solomon, client servicing is described as "the key to creating long-lasting relationships with clients, ensuring that their expectations are met and exceeded." (Solomon, 2009). I had the role of assisting my on-site supervisor in handling her client, LankaBangla Finance PLC. I helped with social media marketing under client servicing. I was required to check Electronic Direct Mail (EDM) regularly. "Electronic Direct Mail (EDM) is the use of email as a strategic marketing channel to send relevant, targeted, and personalized messages to a specific set of customers to achieve specific business outcomes, such as conversion, retention, and loyalty." (White, 2016). Businesses employ electronic direct mail (EDM) marketing as a way to reach both current and future clients.

4.1 Helping with Social Media Marketing:

Nowadays, social media marketing is a crucial component of advertising and promotions. Everybody sees ads when they browse Facebook. Thus, advertising firms typically concentrate more on advertisements on Facebook. Because commercial posts appear as users are scrolling via social media, more people view them. This aids companies in drawing greater attention to their goods. Since print media is gradually becoming less popular, more attention is being paid to EDM, or Facebook promotion. I had to be always aware of the marketing trend. One of my daily tasks was checking the social media pages of IPDC, IDLC, DBH Finance, Dhaka Bank, BRAC Bank, Prime Bank, Bank Asia, and Standard Bank. This was important because it would help to be aware of the business strategy or brand marketing of the competitor's end.

4.2 Creating Electronic Direct Mails:

Every day, creating EDMs, getting feedback from the client, and correcting their alignment, color contrast, themes, head copy, and body copy were my routine work. I got involved in this role so much that I could assume my client's needs before the client expressed them. Consistency of the work was crucial at this point. Delivering EDM as the end product within the deadline was the most important thing in client servicing. This helps to maintain a positive gesture toward the client and vice versa.

EDMs were mostly centered on visuals. High-quality pictures are needed to create EDMs. I regularly navigated various well-known websites, such as Pinterest, Freepik, Shutterstock, and Images Bazaar, to download pictures related to the product. The pictures had to be copyright-free. I collected high-resolution images and delivered them to the assigned member(s) of the creative team. They edited the picture according to the need. Then I had to collect copies from the copywriting team. After I delivered the copies syncing with the images, now the final stage of EDM was on the graphic designer. He had to attach the copies with the pictures accordingly and create an EDM. After producing an EDM, it had to go under editing multiple times. It was my task to check the minor details, such as the alignment, spelling mistakes, the deadline of the offer, etc. If the assistant manager of brand marketing approved the EDM, that would be finalized. The EDM was ready to launch on their respective social media pages and websites.

The following EDM in Figure 04 is a regular type of EDM. It has details about the offer for using Mastercard. Among all the non-bank financial institutions (NBFI), only LankaBangla has a credit card service. So, this EDM is very significant for the users of Mastercard. It has holiday

offerings in hotels & resorts all over Bangladesh. The percentage of offers in



 Up to 60% Discount*	 Up to 55% Discount*	 Up to 55% Discount*	 Up to 50% Discount*	 Up to 50% Discount*
 Up to 50% Discount*	 Up to 50% Discount*	 Up to 50% Discount*	 Up to 50% Discount*	 Up to 50% Discount*
 50% Discount	 50% Discount	 Up to 50% Discount*	 Up to 50% Discount*	 40% Discount
 Up to 40% Discount*	 Up to 40% Discount*	 Up to 35% Discount*	 Up to 30% Discount*	 Up to 30% Discount*
 Up to 30% Discount*	 25% Discount	 25% Discount	 20% Discount	 Flat 10% Discount

*T&C Apply

•Offer valid till 31 January, 2025

Figure 04: EDM for LankaBangla Finance PLC.

different hotels & resorts differ from each other. So I needed to be careful while putting the numbers below each name. The picture also has significance here. As this EDM was the product of vacation season, the picture needed to be accurate. A soothing picture that gives off the vibe of the holiday season was necessary for this EDM. Hence, I collected pictures according to the mood of the message.

4.3 Managing Feedback from the Client:

We had to change one or more features every time we received any feedback from the assistant manager of LankaBangla Finance PLC. Often times the entire EDM needed to change in accordance with the idea of the client. The process was longer and monotonous. Oftentimes, it was hard to maintain the exact features, which were suggested by the client. So the alternatives, such as changing pictures and copy, were the ways of getting out the perfect EDM. The continuous feedback and revision process highlighted the necessity of collaboration among different teams, including design, copywriting, and marketing. It also reinforced the importance of attention to detail, as even the smallest error could impact the effectiveness of a campaign.

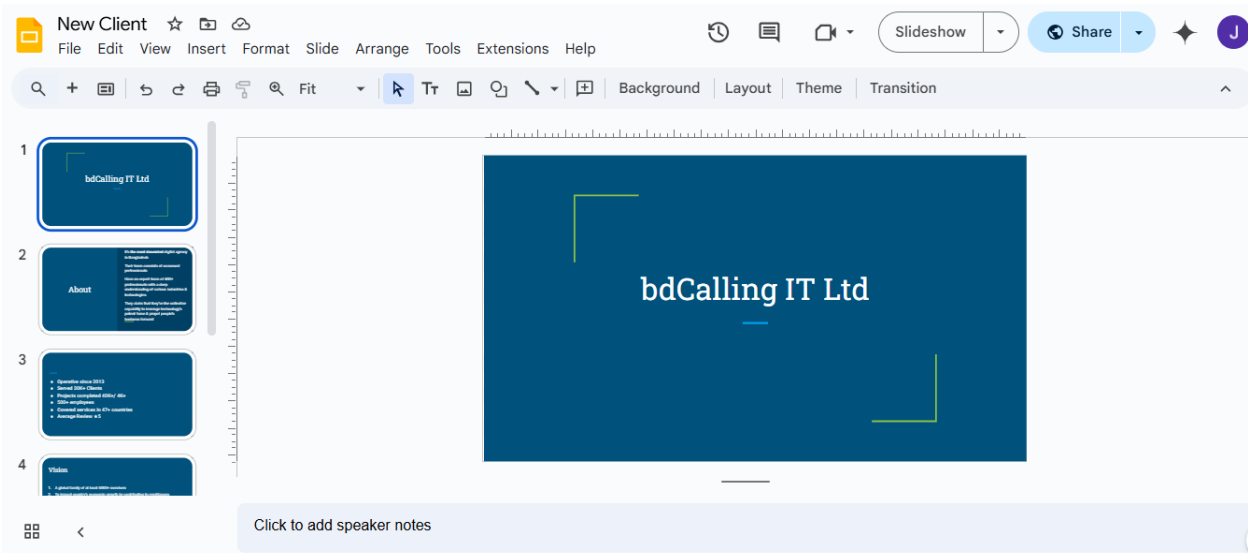


Figure 05: Deliverables about the New Client

4.4 Working with a New Client: *bdCalling IT Ltd*

During my internship, I had the opportunity to work with a new client, *bdCalling IT Ltd.*, which approached the agency for brand marketing. From the beginning, my supervisor integrated me into the project, allowing me to gain hands-on experience in client handling. To ensure smooth communication, the supervisor created a WhatsApp group with the representatives of *bdCalling IT Ltd.* The first step of our engagement was conducting thorough research on the company. I actively participated in this process by gathering and noting all relevant information from the company's website. Based on our research findings, our Business Development Manager Zainah prepared an overview of the company's identity and outlined the areas that needed improvement for better brand positioning.

Following this analysis, a budget proposal was developed in alignment with market pricing. Along with the proposal, we included a brief introduction to our agency, emphasizing its reputation and expertise, ensuring that the client understood the agency's credibility. The

subsequent phases of our collaboration involved detailed discussions on services and budget, leading to a structured negotiation process.

This experience was invaluable, as it provided me with practical exposure to professional client management. I am grateful for the opportunity to handle a new client and actively contribute to the brand marketing process in a professional setting.

5. Working with LankaBangla Finance PLC.

Out of hundreds of clients, *Paper Rhyme*'s consistent client was LankaBangla Finance PLC.

LankaBangla Finance PLC. is a non-bank financial institution. The tasks the client would need regularly are EDMs, campaigns for the relevant seasons, forms for the various services they provide, marketing offers & discounts, social media marketing, etc. LankaBangla Finance PLC. has a variety of products like CMSME (Cottage, Micro, Small, and Medium Enterprises) loans, deposits, Shikha women loans, home loans, car loans, etc. They also have a credit card service. It also offers services such as leasing, factoring, term financing, and consumer finance, primarily aimed at individuals, businesses, and corporate clients. While working as an intern in the agency, it was the last trimester of the year. So, there was the goal to make a calendar and diary for the New Year. For almost one month, we worked on the calendar. During that month, the calendar had to go through several stages of editing.

Paper Rhyme Advertising Limited's creative team was in charge of making calendar concepts into a reality. They were in charge of the calendar's visual components, such as the general style, font, colors, and graphics. Through constant collaboration and brainstorming sessions, we all could approach with fresh perspectives for the New Year calendar project. They guided me toward the journey of finding the perfect visual for the EDM as well as calendar. I was able to understand the integrity of images with the suggested subject or topic. This was a very serious stage of production.

The New Year Calendar Project for LankaBangla Finance PLC.:

The annual calendar project was a major branding initiative for LankaBangla Finance PLC., expressing the company's principles while preserving a close relationship with its stakeholders.

During my internship at *Paper Rhyme Advertising Limited*, I was able to actively participate in the planning and implementation of LankaBangla's 2025 New Year Calendar. It took a lot of teamwork, innovative thinking, and painstaking attention to detail to complete this project. Every stage, from choosing a topic to completing the design, was essential to making sure the calendar complemented LankaBangla's brand identity and connected with its target demographic.

For the year 2025, LankaBangla had a few ideas for the calendar. So, we put together each idea to make different types of calendars. We had proposed three themes: Arabic, Services of LankaBangla, and sustainability. After evaluating every theme's calendar, the client approved the Arabic theme. The plan was to make a calendar using Saudi Arabia's mosques with historical significance.

My role was to collect images for the calendar. Accordingly, I began my quest for beautiful pictures of mosques under that category. I collected pictures and had those reviewed by my supervisor. My initial task was over. Now it was the time for the creative team to put the work together in calendar. After a complete calendar was made, I reviewed it for errors. I checked the date panel, holidays, and body copy. These details were reviewed not just once but several times.

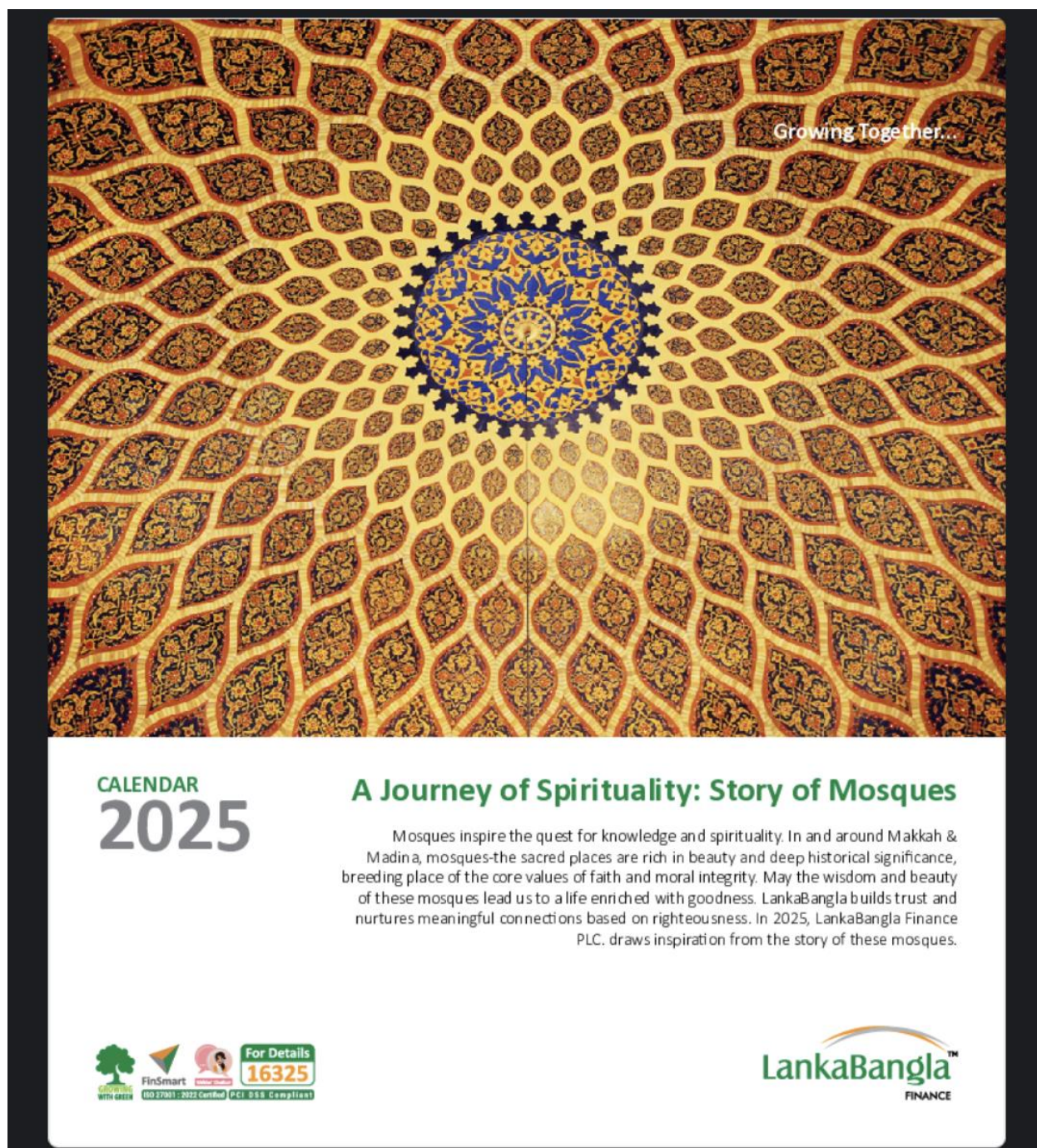


Figure 06: Calendar of 2025 for LankaBangla PLC.

I gradually got involved in every work of LankaBangla. My supervisor provided me with the duty to daily update the dashboard of LankaBangla for its client. I had the login information to

the website. So I could enter all the work that has been done daily. In this way, LankaBangla could navigate which agency had done which task. The process was to enter all the details, such as the job description, organization, category of work, starting date of the task, submission date, etc. Everyday completed tasks were listed in the dashboard by me.

I had to keep an eye on its competitors' updates as well. I did study about the company a lot. That helped me to understand their mission and vision. This is important to know about the client to provide services more accurately. Those who want to take services from the agency expect that agency to review the whole company and provide services according to their needs. I worked on understanding LankaBangla's operations, services, values, mission and vision, and market environment for delivering them with effective services. In-depth research about them allowed me to tailor my offerings and assistance to meet the certain needs of the company. By understanding the company's goals and challenges, I could enhance client satisfaction and foster long-term relationships.

6. Miscellaneous

6.1 Proofreading and Editing

Proofreading and editing are crucial activities to generate reliable advertisements. A minor error could alter the meaning and damage a business's reputation. From the first day of my internship, I was assigned the task of checking copies of application forms and proofreading. *Paper Rhyme* creates various types of application forms for the account purpose of LankaBangla. There were a few stages of approving the application form. First, it was checked with the original copy of the application form, which was created by LankaBangla. This was a first draft. Then, a second draft used to be made with the correction of the errors of the first draft. After that, with all the corrections, the final copy of the form could be released. I used to check every detail of every page. If I found an error, I marked it and corrected it in the draft. The draft had to be crosschecked with the main copy, which my supervisor named 'Bible'. I frequently proofread posts on the social media of LankaBangla and EDMs. Usually, the graphics designer would call me to fix all the mistakes before the EDMs were produced. I looked for any spelling or punctuation errors that the designers might have made in the EDMs. Occasionally, typing errors may go unnoticed by the designer. I noticed those errors by paying close attention to every tiny detail.

Figure 07: Draft of Application Form

Figure 08: Proofreading of Application Forms

Proofreading was not only correcting spelling errors, punctuation errors, or capitalization errors. Proofreading is also referred to as looking over the writing alignment, adequate picture with the right picture, relevancy of head copy, body copy, and terms & conditions. Examining overall content was what we called proofreading. After that, editing took over to fix those errors. Editing and proofreading were, in a word, complementary parts of each other. I would check EDMs, catalogs, and application forms and mark the mistakes with alternative solutions on the draft of these items. Then, I would go to the creative designer and rectify all the mistakes from where they had been done in the first place.

As shown in Figure 08, the alignment of the writing on the right side is in a parallel position. I marked it on the draft because it should not be in a straight line. Moreover, "service" is a mistake when it should be "services" in the original copy. My on-site supervisor taught me a trick to check copies. We would have normally checked a copy twice, even three. I would check the first copy as everyone read and check from the first line to gradually the last line. Then I would similarly check the second draft. However the supervisor suggested I read the second draft in reverse, which means starting from the last and then eventually going to the first line. This trick helped to detect errors more easily as the same text becomes tedious and quite accurate to our eyes. I used to mark mistakes of the first draft with a black pen and the second with a blue/red pen. This way it became efficient and easier to address issues while correcting them later.

Proofreading work improved my writing and observational abilities. It was crucial to improving the coherence and organization of my future writing. Additionally, this task let me get to know and communicate with my coworkers on a regular basis. Therefore, proofreading and editing was an immense task for me.

6.2 Sourcing Visuals

Perhaps it was the most difficult task I have ever done during my internship. Finding pictures was assigned to me frequently. Effective financial product marketing and communication heavily rely on visuals. Since many financial topics can be complicated and challenging for the typical customer to understand, the use of clear, captivating, and well-designed images can greatly improve the understanding and attraction of financial goods.

From the second month of my internship, I was regularly assigned to find pictures for the products. More than searching pictures, finding copyright-free images was a more difficult part of the task. I used to browse websites like Shutterstock, Imagesbazaar, and Freepik to get copyright-free pictures. But not every time I could discover relevant photos. Sometimes it would take me an entire day to get the right picture. When my seniors watched my struggle, the members of the creative team recommended other websites to download royalty-free images and remove watermarks from the photos. Besides, a single picture was not enough; I sourced multiple photos for one relevant topic. After getting the images, I would list them with link addresses and send them to the creative team. When making an EDM or calendar, the graphic designer would pick an appropriate image among the chosen images.

Transformative content is highly sought after by creative agencies such as advertising agencies, digital agencies, public relations (PR) agencies, event agencies, and more. It involves collecting photos from the internet and making them copyright-free. Through editing and adding effects, new images are generated. These transformed photos are then used in creating calendars, campaigns, EDMs, and social media marketing materials. Once an image is edited, it becomes new content, and the editor holds the copyright over the edited photo or content. This fascinating method of content creation led me to ponder the concept of a visual proposition.

A visual value proposition, as it is commonly known, is a marketing and design concept that uses visual elements to convey the unique value or benefits of a brand, product, or service. It involves delivering a message that resonates with the target audience by utilizing images, graphics, colors, fonts, and overall design. A compelling visual offering can enhance conversions, consumer engagement, and brand perception. This is why visuals are so significant in branding and advertising.

Finding and sourcing visuals is an essential yet demanding aspect of effective marketing and communication for financial products. During my internship, I encountered the complexities of this task, which involved not only identifying copyright-free images but also ensuring they were relevant and of high quality for various marketing materials. With determination and support from my creative team, I navigated these challenges, utilizing multiple platforms and tools to find appropriate images. This experience highlighted the importance of transformative content, which involves creatively editing and enhancing visuals to produce unique and impactful marketing materials. The concept of a visual value proposition further emphasized the significance of visuals in delivering compelling messages that resonate with the target audience. Ultimately, mastering the art of sourcing and finding visuals has provided me with valuable skills and insights that will contribute to future successes in the dynamic field of marketing and design.

6.3 Research Work

Research has always been a crucial component of my undergraduate life. In my internship too, it remained an integral part of the experience. I was often assigned to do research about a certain topic. I conducted research on various job industries by exploring multiple websites on the

internet, put my findings with thematic headlines in a Word file, and sent that to the business development manager, executive, and MD.

The agency needed to conduct different types of clients regularly. I was often asked to research different job fields so that everyone would have a proper idea about the clients they were dealing with. Whenever I researched this type of topic, I would have to study for both local and international markets. For example, I did research on insurance companies. I wrote thoroughly about the insurance companies in Bangladesh and the insurance companies around the world. Similarly, I had researched IT companies, job scenarios around the world, and many more. The research also included looking into themes for business clients' annual calendars. I searched for themes for JK group,

LankaBangla Finance PLC., AK Khan's calendars. I searched for their photos too, according to the theme of the calendar. I also listed all the calendar themes in a sheet. In the last month of the internship, I worked only on LankaBangla's calendar. They proposed that they would go for the Islamic stream this year for their calendar. The theme for the calendar was significant mosques of Saudi Arabia. I had the responsibility to find mosques with historical importance inside Saudi Arabia. By that time, I had become an amateur at finding good-quality photos without copyright problems. I also wrote copies for a few months relevant to the mosques.

I was always asked to research international advertising campaigns. Also MD would send me their successful ads from time to time to enhance my knowledge more in this area. Business development manager Zainah would suggest I look up the newly established advertising agencies. When I asked her the reason, she told me that comparatively newer and smaller agencies are doing great in the market. I would have to learn about their existence only for learning the methods they are applying or the way they do business.

Research has been a fundamental aspect of my academic journey and professional internship experience. Through extensive exploration of various industries, companies, and advertising campaigns, I developed a strong ability to gather, analyze, and present relevant information. My research work not only contributed to the agency's understanding of different job sectors and business trends but also helped in designing client-oriented projects such as annual calendars and marketing strategies. Additionally, tasks like identifying copyright-free images and studying emerging advertising agencies provided me with valuable insights into industry practices. Overall, my research experience during the internship was instrumental in strengthening my critical thinking, problem-solving, and industry awareness.

7. Taking Minutes

Every week, there would be meetings. I was included in most of the meetings. In weekly meetings, the MD would want to learn about the progress of the work. He would ask everyone about their assigned tasks, and know about the update of the work, and if needed, add his valuable advice to the employees. The MD used to list down the ongoing works on his board. I think this was convenient for everyone in the office to track their assignments as well as their peers. During my internship, I was responsible for taking meeting minutes whenever a meeting was held. This task was essential, as both my supervisor and the MD often referred to these records at later times for key discussions, decisions, and action points. Documenting the meetings allowed for better communication, ensured clarity on assigned responsibilities, and facilitated efficient follow-ups within the organization.

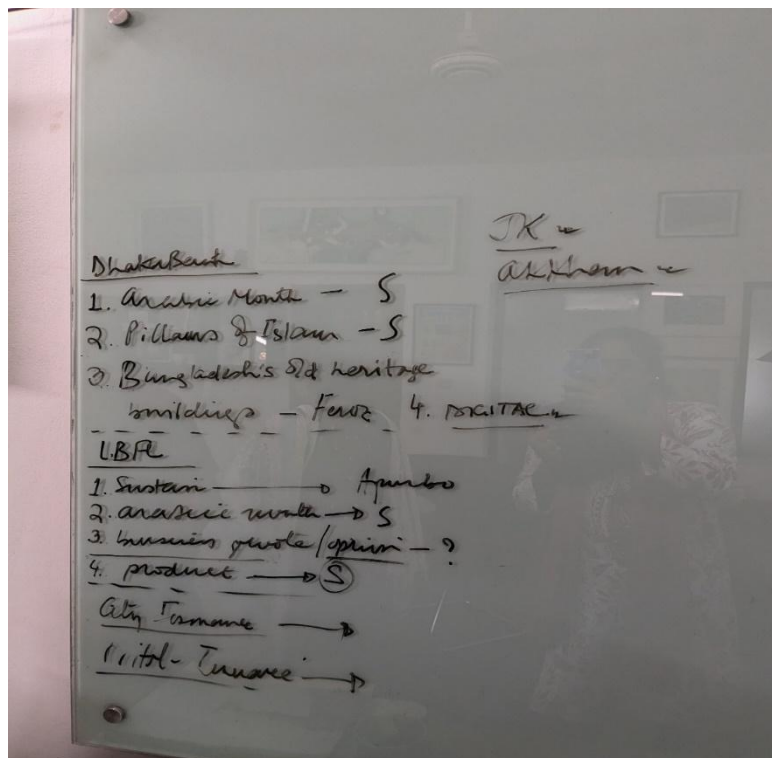


Figure 09: Minutes of the Weekly Meeting

During my internship, the Managing Director (MD), Mr. Saif, conducted an engaging exercise to motivate employees and provide insight into the office's creative approach. He gathered all employees in his office and drew two dots on a whiteboard, ensuring a significant distance between them. Each team member was then instructed to draw a continuous line, connecting the two dots in any manner they wished. As expected, the lines varied in shape and direction, with most following a relatively straight path and only a few incorporating curves or deviations. Once the exercise was completed, Mr. Saif explained its significance. He compared the drawn lines to the company's current work processes, highlighting that the predominance of straight lines indicated a lack of creative flexibility in the team's approach. He emphasized the importance of innovation and encouraged employees to think beyond conventional methods.

This exercise provided me with a profound understanding of the organization's work environment and reinforced the importance of creativity in professional settings. It offered a valuable perspective on how innovation plays a crucial role in problem-solving and workplace efficiency.

For 2025, LankaBangla Finance PLC. wanted some new products to launch. So, the head of brand marketing visited *the Paper Rhyme* office to discuss the matters. In the meeting, he proposed the idea of themes for their wall calendar, desk calendar, and diary. I used to note every suggestion he told us for future reference.

Taking meeting minutes was a crucial responsibility during my internship, allowing me to actively contribute to the organization's workflow. Documenting discussions, decisions, and action points not only facilitated clear communication but also ensured that key updates and progress reports were efficiently tracked. Additionally, through various exercises conducted by the MD, I gained valuable insights into the significance of creativity in the workplace and the

importance of innovation in problem-solving. My role in meetings, particularly in noting essential details for future use, reinforced my ability to maintain accuracy and professionalism in a corporate setting. This experience significantly enhanced my organizational, analytical, and communication skills, which will be beneficial in my future professional endeavors.

8. Integration of Theories from Media Courses

When I got myself admitted to the bachelor's degree program, I had an intense desire to work hands-on. For that reason, I was involved in extracurricular activities too. But I craved the actual work environment and discipline. Hence, after finishing all my courses, I got the opportunity to do an internship in a company.

Though the actual work was very different from the courses I have done for my major, I could always make some connections and truly understand the underlying value of each lesson I learned at the university. I successfully integrated the topics of ENG205 Introduction to Media Studies, ENG331 Cultural Studies: Theory & Practice, ENG401 Editing, ENG404 Copywriting, ENG440 English for Print Media, and ENG465 Translation Studies.

Advertisements are an essential part of media ecology. While studying ENG205, I learned about media ecology. Media ecology is the study of how media and communication technologies influence human perception, understanding, and behavior. It examines the connection between media, culture, and society, highlighting that media—including all communication technologies like radio, television, the internet, and even print—are more than just tools; they are settings that influence our interactions and experiences. The relationship between advertisement and media ecology is integral. In media ecology, advertisements are viewed not merely as commercial messages but as key elements in the broader communication systems that influence culture, society, and individuals. While I worked on EDMs and campaigns at *Paper Rhyme*, I realized the topics of the ads were serving the purpose of what is in trend now and then.

This EDM from LankaBangla Finance PLC. can be analyzed through the lens of media ecology, which examines how media environments shape human experiences, communication, and societal structures.

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 Hair Box Premium Salon Dhaka 10% Discount	 MENZ CROWN Menz Crown Dhaka 10% Discount	 BLADE Hair Style Beauty Spa Blade Dhaka 10% Discount	 HEAD SHOT HeadShot Lifestyle Saloon Dhaka Up to 25% Discount	 HABIB TAZKIRA'S Habib Tazkira's Chattogram 15% Discount

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Figure 10: Media Ecology and the EDM

This EDM is a digital medium that influences consumer behavior by delivering targeted promotional content to a specific audience. By offering discounts on grooming and beauty services, the campaign capitalizes on personalized digital marketing, targeting financially independent consumers who prioritize self-care. The visual and textual elements enhance engagement, aligning with how digital ecosystems drive marketing effectiveness. From a media ecology perspective, this EDM represents the shift from static advertisements to dynamic, user-centered promotions that align with contemporary attention economies. The visual hierarchy, bold typography, and emphasis on "self-care" and "up to 30% discount" cater to the limited attention spans of digital audiences, ensuring immediate engagement.

Furthermore, the strategic collaboration with salons and beauty parlors reflects an understanding of localized media environments, where word-of-mouth marketing and social influence play a crucial role in consumer decision-making. By embedding itself within a lifestyle-oriented media ecosystem, LankaBangla Finance enhances its brand perception, making financial services appear more relatable and integrated into everyday life. This analysis underscores how digital financial marketing thrives within an interconnected media landscape, where communication is interactive, personalized, and deeply embedded in consumer culture.

While working on campaigns, I remembered a method introduced to me in ENG401: Editing the course's "Other Ways of Telling the News" chapter. "Who?" "What?" "When?" "Where?" "Why?" and "How?" These are the five Ws and one H. When all of the answers to the questions are dispersed across the text, we may get an idea using the 5Ws and 1H. I was able to search for

visuals for the campaign by figuring out the answers to these five questions.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S
1																			
2			Client				Route 1			Route 2		Route 3		Route 4	Creative	Service	Status		
3			Jamuna Bank PLC.				Arabic			Motifs		Core Values		Digitalization					
4			JK Group				Sea Ports			Retail Fashion Brands		Partner Brands							
5			AK Khan & Company Ltd.				Islamic			Motifs		Rural Professions		Flora of BD					
6			LankaBangla PLC.				Way of Life (Arabic)			Products		Sustainability							
7																			
8																			
9																			
10																			
11																			
12																			

Figure 11: Organizing Campaigns

The ENG401 course's chapter on "Other Ways of Telling the News" and its 5Ws and 1H framework can be effectively related to the spreadsheet in the image. This framework—Who, What, When, Where, Why, and How—helps in organizing and understanding information by breaking it down into essential components. In the spreadsheet, the “Who” refers to the listed clients, such as *Jamuna Bank PLC.*, *JK Group*, *AK Khan & Company Ltd.*, and *LankaBangla PLC.* The “what” is represented by the different campaign routes, including themes like Arabic, Islamic, Retail Fashion Brands, Digitalization, and more. The "when" is indicated in the title, "Calendar 2025 Route," showing that these campaigns are planned for 2025. The “where” can be inferred to mean that these routes align with specific business sectors or marketing channels. The “why” is reflected in the purpose behind the routes, such as Core Values, Sustainability, Digitalization, and Flora of BD, suggesting strategic branding and marketing objectives. Finally, the "how" is outlined through different creative directions and services, indicating the execution plan for each campaign. By applying the 5Ws and 1H methods, just as in content structuring, the spreadsheet organizes information systematically, making it easier to analyze and execute

campaigns effectively. This structured approach, which I learned in ENG401, proved valuable in identifying key details and searching for relevant visuals for the campaign.

Five news factors are covered in ENG440: English for Print Media: timeliness, proximity, prominence, consequence, and peculiarity. For print media as well as commercials, timeliness is essential. Everything has its own time and place, and bank offers are no exception. Winter offers are not appropriate at the time of summer. Timeliness would therefore aid in achieving the highest possible yield or sales. It would also be out of date to post about the winter offer two months after the end of the season. Timeliness is essential in campaigns and advertising because most consumers won't purchase winter goods four to six months before the event too.

There were theories from the ENG331 Introduction to Cultural Studies: Theory and Practice course that I could relate to so much during my internship. I'd want to start by talking about Louis Althusser and his notion of ideology. In the 1970s and 1980s, French Marxist philosopher Louis Althusser's definition of ideology gained traction. He asserts that "ideology" articulates how people relate to their "world." It is, in essence, the process of assuming the way the world is and describing or depicting how it ought to be (Storey 81). In a similar vein, the media is an ideological establishment (81). One essential component of the media is advertising. Professor and journalist Judith Williamson argues in her book *Decoding Advertisements* that advertising is ideological because it creates a false connection between our real circumstances and what we see. It implies that being unique based on the consumption of specific goods makes us remarkable and vulnerable to material practices. As a result, their function and the impact they produce are ideological.

Wedding offers serve as an illustration of this circumstance. Due to promotional offers for many products, corporate organizations expect customers to purchase during the wedding season, even

though they may not need that particular product. Nevertheless, they feel compelled to cooperate because of the commercials. As I observed and worked on wedding offers, I concluded that purchasing a new refrigerator and air conditioner for the festivities is not required. Advertising agencies are attracting new clients and normalizing the purchase of new appliances during the wedding season by providing discounts. And now, it is a concept among Bangladeshis that purchasing expensive and unique things is vital for the newlywed life. During the Bangladesh wedding festivals, promotions and campaigns make material goods and gifts an influential part of the culture or ideology, which illustrates our imaginary relationship to our actual condition. These wedding advertisements frequently focus on individuals, and these individuals believe that their consumption is what makes them superior to others.

Althusser asserts that ideology encompasses not just a collection of concepts but also practical manifestations such as rituals, conventions, behaviors, ethics, and ways of thinking (81).

Althusser points out that some practices and rituals bind us to the social order, which is distinguished by power disparities, wealth, and status. In the end, ideology serves to perpetuate socioeconomic conditions and capitalism. The economic gain or profit of the upper class is what capitalism is all about. There is a dominant or higher class and a subordinate or lower class in the social hierarchy. The subordinate class is persuaded by ideologies that the political, social, and economic order of the world is stable. Additionally, they believe that oppression and exploitation are universally necessary to maintain the world's social order (76).

These days, the dominant class includes all kinds of corporate businesses, advertising firms, and television networks. Additionally, its workers belong to the lower or subordinate class.

Because of their greater income, *Paper Rhyme Advertising Ltd.* is in the dominant class in this case. As an intern or employee within, I hold a lower position within this hierarchy.

In this case, the philosophy of *Paper Rhyme Advertising Ltd.* is to offer business services.

According to *Paper Rhyme Advertising Ltd.*'s philosophy, the agency delivers as many campaign concepts as it can to benefit the client business and acquire it for itself. My professional philosophy, on the other hand, is to work hard and act professionally. Aside from fulfilling my graduation requirements, I saw the internship as a means of advancing my career. To make contacts, learn capitalistic skills, and get a chance at higher-paying positions later on.

Significantly, capitalistic skills included bargaining with employers and clients, self-branding, and networking inside and outside the industry. I also did a non-paying internship. I listened to the company's directive to uphold the social and economic order of capitalism and performed appropriately. As a result, *Paper Rhyme Advertising Ltd.*, the dominant group, uses my unpaid work to make money. *Paper Rhyme Advertising Ltd.* made money from my work once some of my collected visuals were published. But the only thing I received in return was a link to a brighter future. *Paper Rhyme Advertising Ltd.* also unconsciously thinks that this is proper behavior to uphold the higher order, and I agree.

Additionally, I can connect my internship to the 'Panopticon' theory. Jeremy Bentham, an English philosopher and social theorist, developed the concept of the panopticon in his 1787 book *Panopticon: The Inspection House*. This idea was further clarified by Michel Foucault in his 1975 book *Discipline and Punish: The Birth of the Prison*. There is an overseer in the main tower of the panopticon machine, and each cell around this tower contains a prisoner. None of the prisoners were aware that they were being watched. They therefore had to become used to acting as though they were being observed all the time. A system of monitoring the entire society is called panopticism.

There are applications for this idea in our daily lives. Every institution has a monitoring system in place to keep the general public under control. We feel like we're being watched all the time because of social media and surveillance devices. Because we are afraid of being punished, we have internalized surveillance (137-138). This is the reason we regulate and control ourselves out of concern that someone is observing us. For instance, when the teacher wasn't in the classroom, we used to keep quiet out of dread of being punished. In a similar vein, I used to sit in a room adjacent to our MD during my internship. However, I was afraid he was observing us. I used to suppress my desire to browse social media out of concern that he could visit us and witness me engaging in inappropriate behavior. I've decided to restrain my impulses and follow the rules out of concern for possible disciplinary action.

I learned about cultural myths in ENG331: Introduction to Cultural Studies: Theory and Practice, which I used to investigate and uncover myths surrounding various advertising. Roland Barthes, a French cultural theorist, deconstructionist, and postmodernist, focused on the processes of signification—how meanings are created and disseminated—in his early works on popular culture. Roland Barthes presents his myths in the book *Myth Today*, which are ideas that offer a semiological framework for comprehending popular culture. He adds a second layer of signification to the signifier/signified-sign concept. 1. Primary denotation or signification (meaning at the surface level) and 2. Secondary denotation or signification (meaning at a deeper level) (123). As Roland Barthes points out, this connotation is rather common in commercials. My supervisor told us to examine different newspaper ads every day, so I would hunt for the secondary meaning or the underlying myth. This illustration, in my opinion, applies to all forms of advertising, including online, video, and print ads. With the use of this theory, we may decipher the hidden meaning in every advertisement.

Following is an example of an advertisement where there is an indication of myth beneath the layer of primary meaning. Originally, the ad was about a deposit scheme of LankaBangla Finance PLC. There have been displayed various programs which customers can choose from. The happy



LankaBangla Deposit Schemes

Let's Build the Future with Trust and Reliability

LankaBangla Finance PLC. has been working relentlessly for more than 25 years to ensure your secured and prosperous life. Choose your preferred one from our wide range of Deposit Schemes and make your life easier and secured. We promise to walk with you on your path to success.

Monthly Deposit Schemes	Special Deposit Schemes	Term Deposit Schemes	Shikha Deposit Schemes
Flexi Deposit Money Builder Quick Sanchoy	Agroj Swasti Protiva	Earn First Classic TDR Shohoj Sanchoy Double Money Triple Money	Shikha Icche Shikha Obioto Shikha Sonchoy Shikha Projjolon

*Conditions apply



To know about our Deposit Schemes, please visit or scan
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Figure 12: Example of Understanding Myth

representation of a family is connoted with deposit. This is the primary signification of the ad. The underlying consciousness is that this can be the future or sustainability of such an affirmative environment if one deposits money into their company. This is the secondary signification of the ad.

I was requested to review a press release about the customer. I studied press releases in ENG 465 Translation Studies. A press release is a written communication delivered to media representatives with the primary goal of announcing news, events, or specifics about a company, organization, or individual. I discovered several information gaps in the press release when I was requested to compare it to a news piece at work. The information in a news article would not be included in a press release. Press releases do include essential information on a specific subject so that the news piece can have primary support for it when it is published. A press release and a news article serve different purposes and have distinct characteristics, which became evident when reviewing the press release about *LankaBangla Finance PLC.*'s new Managing Director (MD). The press release about *LankaBangla Finance PLC.*'s new MD provided basic information about the appointment but lacked a detailed narrative about her career journey. On the contrary, when reviewing the news article about LankaBangla Finance PLC.'s new MD, it became evident that it provided an in-depth account of her career progression, from her early professional experiences to her current role. This information was absent in the press release, highlighting how news articles develop stories with added depth and analysis, while press releases serve as foundational sources for such reports.

Through my internship experience, I was able to integrate various theories and concepts from my media courses into practical, real-world applications. From media ecology and ideological

frameworks to news values and cultural myths, each aspect of my academic learning played a role in shaping my understanding of the advertising industry. By analyzing advertisements through the lens of media ecology, I recognized how digital campaigns influence consumer behavior and engagement. The application of the 5Ws and 1H framework helped me organize and structure marketing campaigns efficiently. Furthermore, theories of ideology and capitalism provided insight into the hierarchical structures within the corporate world, while the Panopticon theory explained the internalized discipline within a workplace. The distinction between a press release and a news article further reinforced the importance of media literacy.

My courses definitely give me insight into the real world around me. Working at Paper Rhyme taught me professional skills. I learned to multitask. I unleashed my inner wisdom and aura through my work with the help of my co-workers. I gained confidence in myself. At the end, this experience has helped me be more forthcoming in work or open discussions.

9. Conclusion

While ending this report, I can overview my whole undergraduate life in a blink. The internship was the most satisfying part of the degree requirement. I was always so ambitious to work in the advertisement field. I got the opportunity to work with some great personalities. Everyone I came across during the period helped me in many ways.

Life is the sum of ups and downs. During my internship, I had a few bad events that I always viewed as a reminder of my bitterness. Sometimes I was criticized for wearing traditional dresses, sometimes for wearing casuals. Other times, I could not make enough progress through my work. I always had to show enthusiasm for every employee and outsider, as well as every single thing about them. My enthusiasm was on the brim for a major time, but I am a human after all. In the workplace, we constantly encounter a new reality that we never imagined possible. A perfect experience would be if I had no bad things happen to me while I was working. I was able to persevere through the internship because of my passion.

The techniques, substance, and audience preferences of advertisements are always evolving. As an intern, I was able to witness this development and comprehend how media material can be altered by values incorporated into our daily lives. It made it easier for me to understand that trends, media, and advertising topics are always changing. I have experienced many valuable things which eventually made me better at work. Moreover, I have come across many kind people who have given me wonderful insights about work. Be it punctuality or grooming about my formal looks.

The internship allowed me to integrate theories from media studies, cultural studies, and print media into advertising and campaign strategies while gaining firsthand exposure to the evolving

nature of media content. I encountered rewarding moments and challenges, from working with inspiring professionals to facing workplace criticism and the pressures of maintaining enthusiasm. Despite these difficulties, my passion for advertising kept me motivated, helping me adapt to industry trends and understand the deeper ideological and cultural influences behind marketing strategies. This internship not only refined my professional skills but also reinforced my commitment to lifelong learning, ensuring that my growth does not end with graduation but continues throughout my career. I will always look forward to learning about enticing subjects throughout my life.

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