

Report On
“Analysis of creative production of Hash Films LTD”

By

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20304095

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

BRAC BUSINESS SCHOOL
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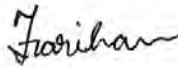
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Declaration

It is hereby declared that

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

Student's Full Name & Signature:



Fariha Anika
20304095

Supervisor's Full Name & Signature:

Dr. Tarnima Warda Andalib
Assistant Professor, BRAC Business School
Brac University

Letter of Transmittal

Dr. Tarnima Warda Andalib

Assistant Professor,

BRAC Business School

BRAC University

Kha 224, Bir Uttam Rafiqul Islam Ave, Dhaka 1212

Subject: Internship Report on “A comprehensive Digital marketing analysis of Hash Films LTD”

Dear Madam,

I am pleased to share my internship report, “A comprehensive Digital marketing analysis of Hash Films LTD” It includes all of the topics I was supervised over throughout my internship. I made every effort to complete the report with reliable, important data and proposed hypotheses presented in an important and clear manner.

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

Sincerely yours,

Fariha Anika

ID: 20304095

BRAC Business School

BRAC University

Date: May 15, 2024

Non-Disclosure Agreement

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

.....

Hash Films Ltd

A handwritten signature in black ink, appearing to read 'Fariha', with a stylized flourish at the end.

.....

Fariha Anika

Acknowledgement

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

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

Executive Summary

This Internship report “Analysis of Creative Production of Hash Films LTD” analyze the creative production process at Hash Films and its impact on digital marketing campaigns. As a digital campaign analyst inter, I gained real life experience in designing strategies for ads films, short films and advertisement for business.

This report Highlights the significance of creative production in enhancing campaign effectiveness and audience engagement. The research involved primary data collection through a survey questionnaire, analyzed using Google Analytics to present findings in graphs and charts. The integration of creative and strategic marketing initiatives, the difficulties in matching creative output to client expectations, and the significance of departmental teamwork are some of the key observations. The findings give valuable insight to media firms seeking to enhance their creative production workflows and boost productivity in the competitive media industry.

Keywords: Creative Production, Digital Marketing, Campaign Analysis, Media Agency, Audience Engagement, Brand Storytelling.

Table of Contents

Declaration.....	ii
Letter of Transmittal	iii
Non-Disclosure Agreement	iv
Acknowledgement	v
Executive Summary	vi
Table of Contents	vii
List of Acronyms	x
Chapter 1 Overview of Internship.....	1
1.1 Student Information	2
1.2 Internship Information	2
1.2.1 Company Details.....	2
1.2.2 Internship ‘Company Supervisor’s Information	2
1.2.3 Work Opportunity	2
1.3 Internship Outcomes	3
1.3.1 Student’s contribution to the Organization	3
1.3.2 Benefits to the Student	3
1.3.2 Problems/ Difficulties	4
Chapter 2 Overview of the Organization.....	5
2.1 Overview of the Company.....	6
2.1.1 Mission.....	6

2.1.2 Product and Services of Hash Films	6
2.2 Corporate Division & Department.....	7
2.2.1 Human Resource Management (HRM)	7
2.2.2 Research and Development Department.....	7
2.2.3 Accounting and Finance Department.....	8
2.2.4 Production Department	8
2.2 Industry and Competitive Analysis	9
2.2.1 Porter five forces Analysis for Hash Films.....	9
Chapter 3 Project Part	11
3.1 Introduction of Project	12
3.1.1 Literature Review	13
Digital Campaigns and The Importance in modern banking	13
Key Metrics and KPI used in Digital campaign analysis	13
The Role of Creative Production in Digital Campaigns	14
The Bridge Between Filmmaking, Media and Culture	14
3.1.2 Research Question	15
3.1.3 Research objectives.....	16
3.1.3 Significance.....	16
3.2 Methodology	17
3.2.1 Research Type.....	17
3.2.2 Data Collection Method.....	19

3.2.3 Method of sampling	23
3.2.4 Mode of Analyzing Data.....	23
3.3 Analysis & Findings.....	25
3.4 Recommendations.....	28
3.5 Limitations.....	29
References.....	29
Appendix A.....	30
Questionnaire	32

List of Acronyms

R & D - Research and Development

ROI – Return on Investment

HRM – Human Resource Management

KPI - Key Performance Indicators

CTR – Click Through Rate

CPA – Cost Per Acquisition

SPSS - Statistical Package for the Social Sciences

PR – Public Relations

SEO – Search engine Optimization

Chapter 1

Overview of Internship

1.1 Student Information

Name: Fariha Anika

ID: 20304095

Program: Bachelor of Business Administration

Major: Human Resource Management

1.2 Internship Information

1.2.1 Company Details

Company Name: Hash Films Ltd

Type: Media Agency, Film production company

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

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

1.2.2 Internship ‘Company Supervisor’s Information

Name: Hasib Shakil

Position: Chief Executive Officer

Email: hasib.shakil15@gmail.com

1.2.3 Work Opportunity

As a Digital Campaign Analyst intern at Hash films Ltd, I was able to express my theoretical learning and analytical skill to design digital campaign strategy for ad, films, short films also help our marketing team to digital marketing strategy for particular project. Hash films Ltd chose me to be an intern for the spring 2024. There are a lot of chances for learning how a digital marketing works within for films and advertise. Since joining, I've gained an understanding of how they function with their clients. As part of the marketing team, I worked on innovative digital campaign projects. To produce appealing campaigns from idea

to implementation, I needed to collaborate closely with the creative and planning divisions. By using my skills to create unique brand experiences, I capitalized on the company's ability to shape the industry. Joining a modern organization focused on innovation and quality allowed me to improve my skills and achieve groundbreaking achievements. Finally, a person may advance their career by cooperating with Hash Films Ltd.

1.3 Internship Outcomes

1.3.1 Student's contribution to the Organization

As a Digital Campaign Analyst intern at Hash Films Ltd, I contribute to the firm by applying data-driven insights to improve the performance of digital marketing campaigns. I use my theoretical learning of marketing to optimize targeting, messaging, and creative aspects after skillfully analyzing campaign performance numbers and audience behavior. By actively participating in A/B testing and monitoring campaign results, I contribute to the improvement of plans to maximize ROI and engagement. In addition, I aid the team in the development of detailed campaign reports and presentations, allowing for more informed decision-making processes. My commitment to staying current on industry developments and technologies guarantees that Hash Films remains at innovative of digital advertising innovation. Through my efforts, I hope to contribute to Hash Films Ltd success and growth as a leading media agency that produces compelling advertising and films.

1.3.2 Benefits to the Student

During my internship at Hash films Ltd, I dedicated myself to a variety of duties and embraced flexibility. I excelled in collaborating with the other departments, as well as producing content and correcting mistakes efficiently. I assisted with digital marketing process development, including creating banners to showcase my skills. My efforts for improving collaboration between creative and planning teams extended beyond specific assignments. Working with experienced professionals, I made proactive contributions to improve the company's different project and boost my learning experience. Managing consumer contacts and international correspondence showed my flexibility and drive throughout my internship at Hash films Limited.

1.3.2 Problems/ Difficulties

Even though my internship at Hash Films Ltd. was fantastic, But I faced a few challenges that made the experience more tough. As a Digital Campaign analyst intern working with the other staff, communication breakdowns were a huge challenge. Sometimes Delays occurred as a result of misinterpretation of project timelines and goals. My supervisor was sometimes unable to assign me certain tasks since he could complete them while providing me with a brief overview of the work. Furthermore, knowing the specifics of audience behavior and market dynamics requires ongoing learning and adaptation, providing the internship experience dynamic and multifaceted at Hash Films Ltd.

Chapter 2

Overview of the Organization

2.1 Overview of the Company

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

2.1.1 Mission

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

2.1.2 Product and Services of Hash Films

 All in All Story Driven Team HASH is a film driven company focuses on telling impactful stories for self, brands, people and society.	 Video Commercial Strategy to Production. Thats all a brand needs to get to people. Turning a creative story to a high quality visuals is in the core of the team.	 Film Production Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec rhoncus feugiat laoreet.
 VFX & Motion Graphic Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec rhoncus feugiat laoreet.	 Post Production Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec rhoncus feugiat laoreet.	 Film Campaign & Marketing Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec rhoncus feugiat laoreet.

Figure 1: Product and Services of Hash Films

2.2 Corporate Division & Department

2.2.1 Human Resource Management (HRM)

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

2.2.2 Research and Development Department

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

2.2.3 Accounting and Finance Department

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

2.2.4 Production Department

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

2.2.5 Marketing Department

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

2.2 Industry and Competitive Analysis

2.2.1 Porter five forces Analysis for Hash Films



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

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

Bargaining Power of Buyers (High): From corporate clients seeking for commercials to film producers, Hash Films serves a wide range of customers. These customers, especially the

larger ones who have a choice of multiple media production companies, frequently wield considerable negotiating advantage.

Threats of Substitutes (Moderate to High): A Major challenge is the emergence of independent content producers, independent contractors, and small digital companies who provide comparable production and marketing services for less money. Customers may choose, in instance, to create their own content using free online resources and platforms like YouTube.

Industry rivalry (High): There are many rivals providing similar services in Bangladesh's and the world's fiercely competitive media production and advertising markets. Hash Films has competition from both larger, more well-known film companies and more specialized firms that can offer distinctive creative techniques or undercut prices.

Chapter 3

Project Part

3.1 Introduction of Project

The Media and entertainment industry, particularly the film production sector has gone through rapid transformation in recent years. It is happened because of technological advancements and the rise of digital Platforms. Creative production in this sector is no longer limited to traditional filmmaking, it is now including a wide range of digital campaigns, advertisements and innovative brand storytelling. Now a days Media agencies, especially those with a creative edge, play a crucial role in bridging the gap between business and their audience through compelling content and strategic campaigns.

Hash Films LTD, a progressive media production and digital marketing company in Bangladesh. It has emerged as a dynamic organization in the industry, offering a wide range of services from pre-production to post production. Specializing in the production of films, short films, Advertisements and video commercial, Hash Films LTD has carved out a reputation for delivering high quality works. As a Digital campaign analyst intern at Hash films, I had the unique opportunity to apply my theoretical knowledge and analytical skills to develop digital campaign strategies attached projects. I work closely with the creative and planning teams so I was involved in every stage of campaign development, from idea to execution.

My role at Hash films allowed me to observed how a modern and creative media agency functions, by combining digital marketing and creative production to create unique brand experiences. This internship provided me valuable insights into how film production companies and media agency operate in today's digital landscape, offering opportunities to refine my marketing skills and contribute to innovative projects. By doing my internship at films, I gained a deeper understanding of how creative production can drive engagement and shape media industry. Also, how digital marketing work in this industry.

3.1.1 Literature Review

Digital Campaigns and The Importance in modern banking

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

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

Key Metrics and KPI used in Digital campaign analysis

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

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

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

The Role of Creative Production in Digital Campaigns

Creative production plays an important role in the success of digital campaigns. It involves the creation of visually appealing and engaging content, including videos, graphics, animations and interactive elements, that capture the attention of the target audience. In a digital environment, where consumer is constantly engaging with content, the quality of creative production often determines the effectiveness of a campaign. Its serves as the initial point of engagement, which helping brands stand out in a crowded marketplace. Beyond aesthetics, creative production also plays an important role in storytelling. The ability to convey a brand message, values, and emotions through creative content enhance brand recognition and make connection with the audience. Effective storytelling and top-notch images enable ads to elicit strong feelings from viewers, increasing engagement and boosting conversion rates. To guarantee consistency across channels, creative output in the context of a digital campaign also needs to be adapted for different platforms. Therefore, successful creative production not only grabs the audience's attention but also effectively conveys and convinces the audience of the brand's message (Iankovets, 2023).

The Bridge Between Filmmaking, Media and Culture

Media, culture, and filmmaking are closely related. Traditions, actively practiced faiths, various norms and values, the arts, and people's ways of living are all considered to be part of culture, but media is a broader environment that includes filmmaking. A movie is a media tunnel. Media comprises movies, TV shows, news, social media, the internet, and more. It holds the ability to impact culture in the same manner that culture shapes media. Cinema and culture have a more reciprocal interaction than one-way. Movies are inspired by people and

society. In order to help the viewer, connect to the film at hand, it depicts experiences and cultural shifts in a way that is realistic and mirrors real life. Therefore, cinema has a big impact on how people behave, define themselves, and live their lives.

The media, culture, and filmmaking all have a very dynamic interaction. Walter Benjamin says that cinema represents a novel mode of experience and perception. Film, in his opinion, is a potent medium for democratizing art and is readily available to viewers. He believed that the movie might be used to influence moral shifts in society. Some of the greatest movies ever made are "Crazy Rich Asians," "Slumdog Millionaire," "The Godfather," and "Parasites," which depict various cultures and its inhabitants' conflicts, traditions, and values. For instance, "Crazy Rich Asians" is a film that explores the identity battle of the actress who plays a Chinese-American professor in addition to showcasing Asian culture.

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

3.1.2 Research Question

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

1. How does Hash Films LTD approach creative production for films, short films and advertisements?
2. What role does creative production plays in the effectiveness of Hash Films LTD's digital campaigns?
3. How does Hash Films LTD's creative production align with industry trends and client's needs?

3.1.3 Research objectives

The broad objectives of this report are to evaluate the creative production workflow at Hash Films LTD. From pre-production to post production how they work and meet client satisfaction.

Specific objectives:

1. To Find out Hash Films LTD approach creative production for films, short films and advertisements.
2. To assess effectiveness of Hash Films LTD's digital campaigns.
3. To analysis Hash Film's creative production alignment with industry trends and client's needs.

3.1.3 Significance

This Study on the topic “Analysis of creative production of Hash Films LTD” is significant for several reasons. First of all, it provides insights into how creative production contributes to the several successes of digital marketing campaigns in the media industry. By observing Hash films work, the study highlights the importance of integrating creativity and marketing efforts to enhance audience engagement.

Secondly this research offers valuable information for other media production companies in the Bangladesh and their best practices and challenges in creative production management. Understanding these aspects can help firms optimize their processes and improve efficiency.

3.2 Methodology

Discussing details about the methodology used to conduct this research-

3.2.1 Research Type

This research type is primary research as I am collecting data myself. The approach of this research was quantitative, descriptive Research method. Quantitative research method conducts here by using survey after that I analysis those data by google analytics and human analysis. For quantitative data, survey questionnaires circulate to a target group. In this research I keep close ended questions.

Quantitative Research

Quantitative research method is a systematic analysis that mainly focus on quantifying data through statistical analysis, mathematical analysis to analyze data. Quantitative analysis widely uses across the various fields including social sciences, marketing and business to find out a conclusion of particular research. Quantitative research is a structured research methodology. Most of the researcher use tools like surveys, experiments and different statistical models to collect data. This research approach ensure objectivity, reliability of the findings.

Main features of Quantitative Research

1. **Structured Research Design:** Quantitative research follows a predefine research design, where it is clearly mentioning the roadmap for data collection., analysis and interpretation. This is minimized bias and enhances the reliability of results.
2. **Large Sample Size:** Quantitative research depend on large sample sizes. In general, at least 300 responses are reliable data for any research. The larger the sample, the higher the confidence in the findings
3. **Use of Tools:** Those data are analysis by different tools like regression, hypothesis testing, ANOVA, google analytics.
4. **Objective Data:** The data collection in quantitative research is numerical and can be quantified and easy to use for further studies.

Steps in Quantitative Research

1. Identifying the research problem: This research method starts with defining a specific problem.
2. Developing Hypothesis: A hypothesis is to predict the outcomes of the research
3. Data collection: In quantitative research method data is gather by using tools like survey, questionnaire observation.
4. Data Analysis: After collecting data those data is analysis through SPSS, Excel, Google Analytics. Also, descriptive analysis technique is utilized here.
5. Interpretation of results: The findings are interpreted to answer the research question.
6. Reporting: Finally, results are presented through charts, graphs and table to make the information is accessible.

Quantitative Research in Data analysis

Quantitative research allows the transformation of raw data into insightful information. Quantitative research is data driven research for making any decision. It is a structure approach to make a conclusion. In today's world, where everything is data driven, quantitative research is important for researchers and analyst because it ensure accuracy and reliability.

Descriptive Research

Descriptive research is a systematic method of analyzing and investigating any phenomena or problems. Descriptive Analysis mainly focus on giving an accurate scenario of events, characteristic or situations. Descriptive research method widely uses on different fields like social science, business, education to describe data comprehensively.

Characteristic of descriptive Research

Descriptive research design as non-experimental research. Descriptive research does not manipulate variables rather it observes and records information which was occur naturally. This research method focuses on “what” and “How”. Descriptive research method can use both quantitative and qualitative data. The main goal of descriptive method is to provide a clear and details information of a particular topic without bias or interpretation.

Types of Descriptive Research

Survey research: by doing surveys through questionnaire or interviews to collect data from sample of a population and analysis based on the interview or survey.

Observational studies: Observing particular objective systematically and recording behaviors or events without interference.

Case Studies: It is basically an in-depth examination of a single subject.

The descriptive research method is so important for understanding and documenting phenomena in their natural state.

3.2.2 Data Collection Method

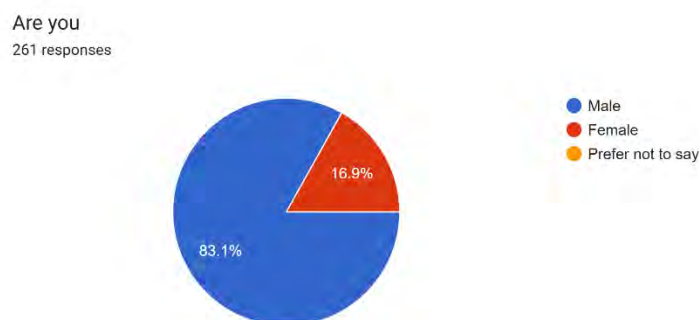
For collecting data for this report, I have decided to conduct primary research through surveys. I have created survey questionnaire where I included 25 survey question which is aligned with my objectives of research. For the survey, I used to google forms. We can say, it is the easiest way to distributed the questionnaire among targeted people.

Sample size

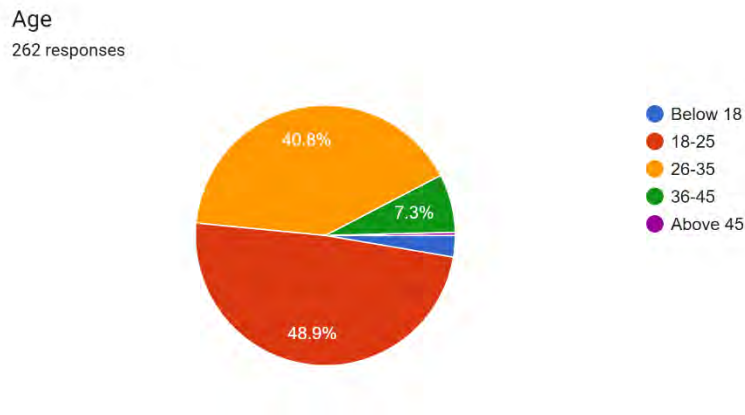
In total I have collected 263 respondents. In my research there are two types of respondents

1. Employees of hash films limited.
2. Customers of hash films limited.

Demographic Information of my respondents



In this chart we can see that, out of 261 responses 83.1% responders was male and 16.3% was female. Here 35 responders are employee of hash films limited and other responders are customer of hash films.



In this chart we can see another demographic information of responders. Here we can see 48.9% responders age is in between 18-25, 40.8% responders age is 26-35 and 7.3% responders age are 36-45. So, we can say there is a mixed age people who responses in my survey.

Respondents list

1	Timestamp	Are you	Age	1	Timestamp	Are you	Age
26	11/24/2024 12:47:42	Male	26-35	85	11/25/2024 12:38:12	Male	26-35
27	11/24/2024 12:50:50	Male	36-45	86	11/25/2024 12:43:46	Male	26-35
28	11/24/2024 12:55:32	Male	26-35	87	11/25/2024 12:44:29	Female	26-35
29	11/24/2024 13:11:32	Male	26-35	88	11/25/2024 12:45:07	Male	26-35
30	11/24/2024 13:27:41	Female	26-35	89	11/25/2024 12:45:46	Female	18-25
31	11/24/2024 23:29:30	Male	26-35	90	11/25/2024 12:46:20	Male	36-45
32	11/24/2024 23:30:55	Male	18-25	91	11/25/2024 12:47:04	Male	18-25
33	11/24/2024 23:32:08	Male	26-35	92	11/25/2024 12:47:40	Male	18-25
34	11/24/2024 23:33:00	Male	18-25	93	11/25/2024 12:48:21	Male	26-35
35	11/24/2024 23:38:26	Male	18-25	94	11/25/2024 12:49:15		18-25
36	11/24/2024 23:40:17	Male	18-25	95	11/25/2024 12:49:54	Male	26-35
37	11/24/2024 23:41:09	Male	18-25	96	11/25/2024 12:50:56	Male	Below 18
38	11/24/2024 23:42:06	Male	18-25	97	11/25/2024 12:51:44	Male	26-35
39	11/24/2024 23:43:01	Female	26-35	98	11/25/2024 13:15:44	Male	26-35
40	11/24/2024 23:44:21	Male	26-35	99	11/25/2024 13:16:40	Male	26-35
41	11/24/2024 23:46:09	Male	26-35	100	11/25/2024 13:17:19	Male	Below 18
42	11/24/2024 23:47:08	Male	36-45	101	11/25/2024 13:18:26	Male	26-35
43	11/24/2024 23:47:53	Male	36-45	102	11/25/2024 13:29:10	Male	18-25
44	11/24/2024 23:49:19	Male	18-25	103	11/25/2024 13:29:45	Male	26-35
45	11/24/2024 23:50:32	Male	18-25	104	11/25/2024 13:30:57	Male	18-25
46	11/24/2024 23:50:58	Male	18-25	105	11/25/2024 13:31:31	Male	26-35
47	11/24/2024 23:51:32	Male	36-45	106	11/25/2024 13:32:28	Male	18-25
48	11/24/2024 23:52:50	Male	26-35	107	11/25/2024 13:37:15	Male	26-35
49	11/24/2024 23:54:15	Male	18-25	108	11/25/2024 13:38:07	Male	36-45
50	11/24/2024 23:56:03	Male	26-35	109	11/25/2024 13:39:35	Female	Below 18
51	11/24/2024 23:57:02	Male	26-35	110	11/25/2024 13:40:16	Male	18-25
52	11/25/2024 11:25:15	Male	36-45	111	11/25/2024 13:41:01	Male	Above 45
53	11/25/2024 12:04:18	Male	26-35	112	11/25/2024 14:18:11	Male	26-35

Form Responses 1



52	11/25/2024 11:25:15	Male	36-45
53	11/25/2024 12:04:18	Male	26-35
54	11/25/2024 12:05:29	Male	18-25
55	11/25/2024 12:06:28	Male	18-25
56	11/25/2024 12:07:22	Male	26-35
57	11/25/2024 12:08:09	Male	18-25
58	11/25/2024 12:09:00	Female	26-35
59	11/25/2024 12:09:58	Female	18-25
60	11/25/2024 12:10:49	Male	26-35
61	11/25/2024 12:11:45	Male	18-25
62	11/25/2024 12:14:21	Male	26-35
63	11/25/2024 12:15:05	Male	36-45
64	11/25/2024 12:15:48	Female	36-45
65	11/25/2024 12:16:50	Male	26-35
66	11/25/2024 12:17:43	Male	26-35
67	11/25/2024 12:18:19	Male	26-35
68	11/25/2024 12:18:29	Female	26-35
69	11/25/2024 12:24:09	Male	26-35
70	11/25/2024 12:24:55	Male	26-35
71	11/25/2024 12:29:24	Female	26-35
72	11/25/2024 12:30:14	Male	26-35
73	11/25/2024 12:30:41	Male	18-25
74	11/25/2024 12:31:16	Male	26-35
75	11/25/2024 12:31:37	Female	26-35
76	11/25/2024 12:32:07	Male	26-35
77	11/25/2024 12:32:44	Male	36-45
78	11/25/2024 12:33:52	Female	18-25
79	11/25/2024 12:34:56	Male	26-35
			Form Responses 1

1	Timestamp	Are you	Age
122	11/25/2024 15:03:21	Male	18-25
123	11/25/2024 15:04:07	Female	18-25
124	11/25/2024 15:05:17	Male	36-45
125	11/25/2024 15:06:34	Male	36-45
126	11/25/2024 15:07:25	Female	18-25
127	11/25/2024 15:08:12	Male	26-35
128	11/25/2024 15:08:56	Male	18-25
129	11/25/2024 15:24:40	Male	18-25
130	11/25/2024 15:31:15	Male	26-35
131	11/25/2024 15:32:03	Female	26-35
132	11/25/2024 15:33:41	Male	26-35
133	11/25/2024 15:36:30	Female	18-25
134	11/25/2024 15:38:02	Female	18-25
135	11/25/2024 15:40:20	Male	18-25
136	11/25/2024 15:41:12	Male	26-35
137	11/25/2024 15:41:57	Male	26-35
138	11/25/2024 15:43:48	Male	26-35
139	11/25/2024 15:44:41	Male	Below 18
140	11/25/2024 15:45:25	Male	26-35
141	11/25/2024 15:46:03	Male	36-45
142	11/25/2024 15:48:51	Male	18-25
143	11/25/2024 15:51:56	Male	18-25
144	11/25/2024 15:52:56	Male	18-25
145	11/25/2024 15:53:44	Male	26-35
146	11/25/2024 15:54:26	Female	Below 18
147	11/25/2024 15:55:06	Male	26-35
148	11/25/2024 15:55:59	Male	18-25
149	11/25/2024 15:56:05	Female	18-25

1	Timestamp	Are you	Age
237	11/25/2024 17:57:04	Male	18-25
238	11/25/2024 18:40:24	Male	18-25
239	11/25/2024 18:41:25	Male	26-35
240	11/25/2024 18:42:52	Female	18-25
241	11/25/2024 18:44:43	Male	26-35
242	11/25/2024 18:46:10	Male	26-35
243	11/25/2024 18:46:58	Male	26-35
244	11/25/2024 18:47:58	Male	26-35
245	11/25/2024 18:48:49	Male	26-35
246	11/25/2024 18:49:34	Male	18-25
247	11/25/2024 19:16:04	Female	26-35
248	11/25/2024 19:23:23	Male	26-35
249	11/25/2024 20:07:08	Male	18-25
250	11/25/2024 20:07:41	Male	18-25
251	11/25/2024 20:08:11	Male	18-25
252	11/25/2024 20:08:26	Female	18-25
253	11/25/2024 20:08:50	Male	18-25
254	11/25/2024 20:09:25	Male	26-35
255	11/25/2024 20:09:30	Male	18-25
256	11/25/2024 20:10:13	Male	18-25
257	11/25/2024 20:10:25	Male	18-25
258	11/25/2024 20:10:52	Male	18-25
259	11/25/2024 20:11:14	Male	36-45
260	11/25/2024 20:11:50	Male	18-25
261	11/25/2024 20:12:11	Male	26-35
262	11/25/2024 20:12:31	Male	36-45
263	11/25/2024 20:12:58	Male	18-25
264	11/25/2024 20:17:21	Male	18-25

3.2.3 Method of sampling

As the main source of the primary data is survey. Non-probability sampling method has been applied in this study, to get reliable information.

3.2.4 Mode of Analyzing Data

A survey questionnaire was used in this study to gather information about Hash Films LTD's creative production methods. After collecting all the responses, I used to google analytics bar chart and pie chart to analysis all the data. Basically, after getting responses in 25 questions which is aligned with my research objectives, I observe all the responses in different question and based on that responses I did descriptive analysis and write down the information. Descriptive analysis was based on human analysis. Every response I deeply observe what they telling in survey responses.

Flow Chart of this Research



3.3 Analysis & Findings

Data analysis and interpretations of this research have been conducted through questionnaire. All the data bar chart and other charts presented based on the survey of November 2024.

Data Analysis and Findings for Research Objective One

Here I will Analysis survey question from two perspective (Employee, Customers). The first objective of this research is to find out Hash Films LTD approach creative production for films, short films and advertisements.

Based on the responses received, it was observed that 61.6% customer was satisfied with the creative production process at hash films ltd. 11% customer was very satisfied with the creative production process at hash films ltd. 26.6% responders wasn't satisfied or dissatisfied. Also 62.6% respondents says that hash films make strong story boarding. The story behind any advertisement, drama is very creative. But 24% respondents say the most effective process of hash films work is post production. Which mean from editing to voice over they show creativity.

Furthermore 66.9% respondents say hash films maintain good collaboration during production time of a project. They communicate with client. 62.6% respondents believe that hash films always give update regarding their project but 23.3% respondent says they do not give update properly.

It is important that media house have updated film making equipment and technology so that it can meet project needs. For finding this data that hash films has enough production resources or not. We saw from survey where 262 people responses, 99.2% respondents said yes. Which mean almost every customer agree that they have sufficient equipment and technology. 61.7% respondents agreed that hash films limited is innovative in content produce compared to its competitors. 82.8% respondents believe that hash films meet project deadlines and submit project on time.

Overall, the findings for objective one is Customer are satisfied with creative production process, availability of production resources and timely delivery the project.

Data Analysis and Findings for Research Objective Two

Here I will Analysis survey question from two perspective of Employee. The second objective of this research is to assess effectiveness of Hash Films LTD's digital campaigns

Before release any films, short films and advertisement every production house plan and implement digital campaign so that their project can reach to huge number of audiences. So, it is important for production house like hash films that they know that digital campaigns are effectively working or not.

For the finding of this objective, we collected data from employees of hash films limited. 67.1% employee rated 4 out of 5 in terms of hash films quality of the digital campaigns. 15% employee rated 5 out of 5.

Rather than that, I wanted to find out digital campaigns is align with the project's overall goals and messaging. 89% employee say yes. Which hash films plan and implement digital campaigns in a way where it conveys overall goals and message of that project.

Also, it is also important to know that campaigns are reaching to intended target audience or not. Almost 90% employee responses that campaigns are reaching the intended target audience. 49.2% employee says that hash films often measure the total engagement, sales growth from campaigns. 33.3% employee say they measure it in between 2 or 3 days when the project will be on air.

Key findings for objective two

1. Majority employee respond that digital campaign is align with project goals and messaging.
2. Majority employee reported that hash films ltd measuring campaign performance frequently.
3. Most of the employees are satisfied with hash films limited campaign quality.

Data Analysis and Findings for Research Objective Three

Here I will Analysis survey question from two perspective (Employee, Customers). The first objective of this research is to analysis Hash Film's creative production alignment with industry trends and client's needs.

In this objective I try to find out industry position of hash films ltd. So one of my survey question was that hash films ltd stay updated with latest industry trends or not. 81.1% respondents say yes, hash films ltd is always up to date with industry trends 18.1% says no.

Another important question was how relevant are the creative ideas presented by hash films to client project needs. 36.4% respondents say they were highly relevant, 43.7% respondents say they were somewhat relevant and 19.2% say they were not that much relevant.

It is very important to to know the how competitive is this industry and how good is creative services offered by hash films compared to other agencies. 71.1% respondents rated 4 out of 5 in terms of creative services compared to other agencies 21.3% rated 3 out of 5 and 5.3% respondents 5 out of 5.

Also, 70.2% respondents say Hash films integrating emerging technologies like AI, AR/VR into their production process. Almost 95% customer say that final creative output consistent with their expectation.

Key findings for objective three

Alignment with Industry Trends: Hash Films LTD stays updated with the latest industry trends, they show commitment to remaining competitive in the industry and relevant in the media production landscape.

Relevance to Client Needs: The creative ideas presented by Hash Films are generally well-aligned with client project requirements, though there is room for improvement in ensuring higher relevance to meet all client expectations.

Competitiveness in Creative Services: Hash Films' creative services are perceived as strong compared to other agencies, indicating a competitive edge in delivering quality production. However, there is potential to further enhance their offerings to consistently outpace competitors.

Integration of Emerging Technologies: The company shows a forward-thinking approach by integrating emerging technologies such as AI and AR/VR into its production processes, showcasing innovation in its operations.

Consistency in Deliverables: Hash Films Ltd final creative production largely meet or exceed customer expectations, show their reliability and effectiveness in delivering on promises.

3.4 Recommendations

1. Hash films should improve client incorporation in creative production process. Many respondents weren't satisfied. They think hash films should improve this through establishing regular check-ins and feedback throughout each project phase.
2. They should more focus on creativity across all stage of production. By implementing creative workshops among employees, they can improve it. It will help them to explore new ideas and technique. Because most of the client say they are very creative in terms of story boarding and post production process.
3. One of the important recommendations from my side to them that they should consistently adapt new and emerging technologies. Hash films could invest in cutting-edge production tools and software to ensure its competitive edge.
4. They should be more focus on deadlines of project. Sometimes there is mismatch happen with deadlines because of different issues. So, they should aware about deadlines always. Because it reflects professionalism.

3.5 Limitations

1. The sample size of my research may not be too large. Because I only collected respond from those people who are familiar with hash films and their works. So, finding people who knows hash films and take their respond was quite hard for me.
2. Since the survey was conducted in August 2024, so the data represents a snapshot of opinions within a specific time frame. The dynamic nature of the media industry means that perceptions may change over time, and the findings may not reflect longer-term trends or developments.

References

- Hash Films Ltd. (2019). *hash.com.bd*. (Hash Films LTD) Retrieved from <https://hash.com.bd/>
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- Ranieri, M. (2019). Creativity and Media Production in Schools. *Wiley Online liabaray* .
- Santos, S. S. (2023). The use of digital data analytics in the performance of advertising campaigns: the effect of absorptive capacity. *Revista Brasileira de Gestao de Negocios*.

Appendix A.

My Hash Films Ltd Supervisor Business card



Some work of Hash films ltd

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

Date: 11.04.2023



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

Date: 29.08.2023

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

Questionnaire

Internship Report Survey On "Analysis of creative production of Hash Film" ☆

Questions Responses 263 Settings

Internship Report Survey On "Analysis of creative production of Hash Films LTD".

Hello Everyone, I am doing my internship at Hash Films LTD as a Digital Marketing Intern. This is Mandatory to do research for Brac Internship report. I finished my all courses from BRAC University. Help me to do fulfil my survey by filling this form.

Are you

☐ Male

☐ Female

☐ Prefer not to say

Age

☐ Below 18

☐ 18-25

☐ 26-35

☐ 36-45

☐ Above 45

How satisfied are you with the creative production process at Hash Films LTD?

☐ Very Satisfied

☐ Satisfied

- ☐ Neutral
- ☐ Not Satisfied
- ☐ Dissatisfied

What aspects of the creative process at Hash Films LTD do you find most effective?

- ☐ Pre-Production
- ☐ Storyboarding
- ☐ Scriptwriting
- ☐ Post production



How well does the creative team collaborate during production?

	1	2	3	4	5	
Poor	☐	☐	☐	☐	☐	Excellent

How frequently do you receive updates during the creative production process?

	1	2	3	4	5	
Rarely	☐	☐	☐	☐	☐	Very Frequently

Are the production resources (equipment, technology, etc.) sufficient to meet project needs?

- ☐ Yes
- ☐ No

How innovative do you find the content produced by Hash Films LTD compared to competitors?

- ☐ Very Innovative
- ☐ Innovative
- ☐ Somewhat Innovative
- ☐ Not Innovative



How would you rate the time management of the creative team in meeting project deadlines?

- ☐ Excellent
- ☐ Good
- ☐ Not Good
- ☐ Poor
- ☐ Very poor



Do you face any challenges when collaborating with Hash Films on creative projects?

- ☐ Yes
- ☐ No

Are your suggestions or feedback incorporated during the creative process?

- ☐ Yes
- ☐ No

How would you rate the quality of the digital campaigns executed by Hash Films LTD? (Employee Perspective)

	1	2	3	4	5	
Poor	☐	☐	☐	☐	☐	Excellent

Do the digital campaigns align with the project's overall goals and messaging? (Employee Perspective)

- ☐ Yes
- ☐ No
- ☐ Maybe

How effective are the campaigns in reaching the intended target audience? (Employee Perspective)

- ☐ Highly Effective
- ☐ Effective
- ☐ Not Effective

How often do you see measurable results (e.g., engagement, sales growth) from these campaigns? (Employee Perspective)

- ☐ Always
- ☐ Often
- ☐ Sometimes
- ☐ Rarely
- ☐ Never

What digital marketing tools or platforms are commonly used by Hash Films for campaigns?

- ☐ Facebook
- ☐ Youtube
- ☐ Instagram
- ☐ Websites
- ☐ Other

How satisfied are you with the campaign monitoring and reporting by Hash Films? (Employee Perspective)

- ☐ Very Satisfied
 - ☐ Satisfied
 - ☐ Dissatisfied
 - ☐ Very Dissatisfied
-

Have the campaigns resulted in tangible benefits for your projects? (Employee Perspective)

- ☐ Yes
- ☐ No

Are the campaigns designed to adapt to changing consumer preferences and trends? (Employee Perspective)

- ☐ Yes
 - ☐ No
 - ☐ Maybe
-

How well does Hash Films LTD stay updated with the latest industry trends?

- ☐ Very well
 - ☐ Good
 - ☐ Bad
 - ☐ Not at all
-

How relevant are the creative ideas presented by Hash Films to your specific project needs?

- ☐ Highly Relevant
- ☐ Somewhat Relevant
- ☐ Relevant
- ☐ Not Relevant

Do you feel Hash Films adapts its creative approach based on your brand's identity?

- ☐ Yes
- ☐ No
- ☐ Maybe

How competitive are the creative services offered by Hash Films compared to other agencies?

- | | 1 | 2 | 3 | 4 | 5 | |
|-----------------|-----------------------|-----------------------|-----------------------|-----------------------|-----------------------|--------------------|
| Not Competitive | ☐ | ☐ | ☐ | ☐ | ☐ | Highly Competitive |

Are the final creative outputs (films, ads, etc.) consistent with your expectations?

- ☐ Yes
- ☐ No
- ☐ Maybe

How does Hash Films integrate emerging technologies (e.g., AI, AR/VR) into creative production?

- ☐ Very Well
- ☐ Good
- ☐ Bad
- ☐ Very Bad

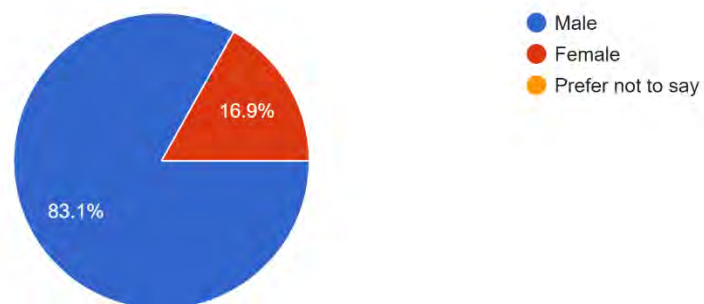
Would you recommend Hash Films to others based on their alignment with industry standards?

- ☐ Yes
- ☐ No
- ☐ Maybe

Graphs

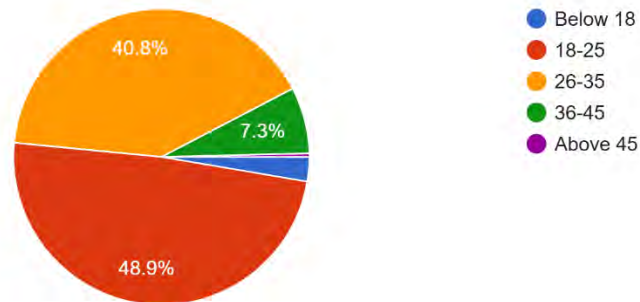
Are you

261 responses



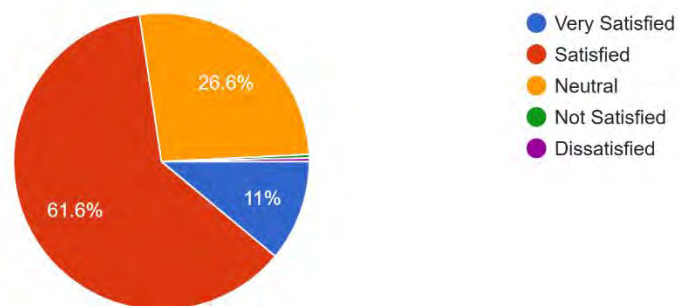
Age

262 responses



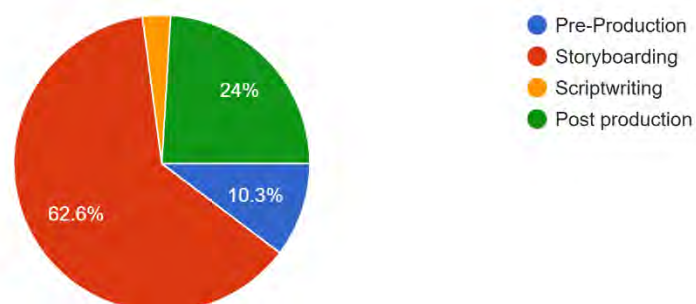
How satisfied are you with the creative production process at Hash Films LTD?

263 responses



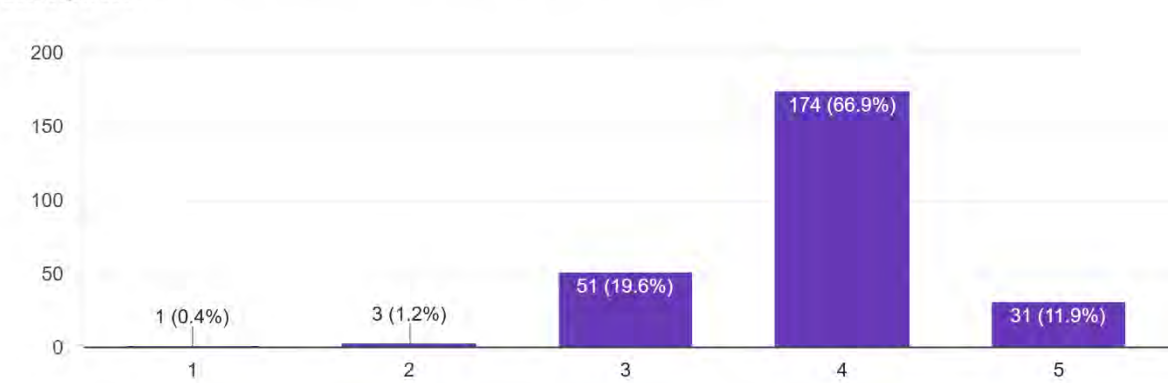
What aspects of the creative process at Hash Films LTD do you find most effective?

262 responses



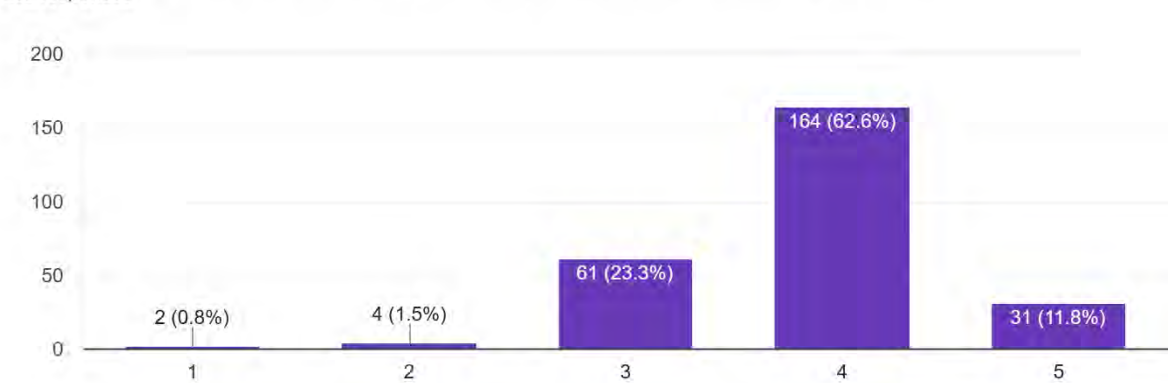
How well does the creative team collaborate during production?

260 responses



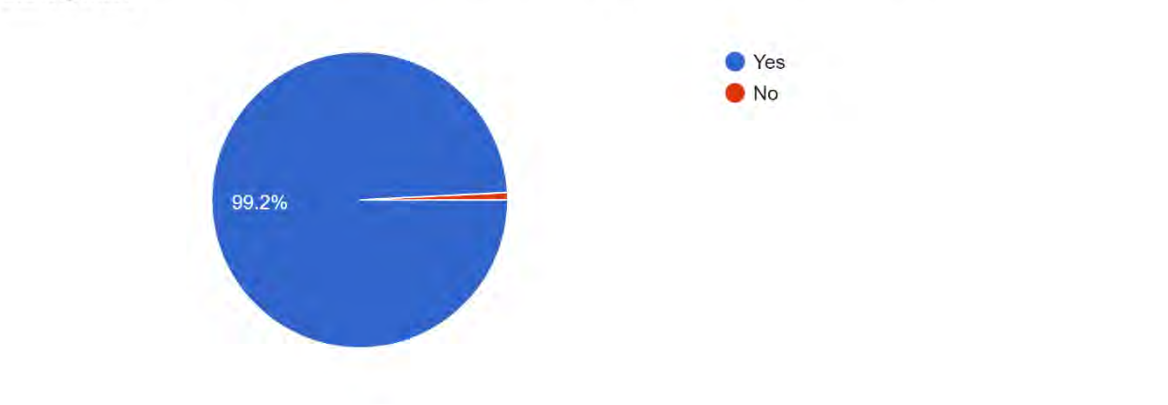
How frequently do you receive updates during the creative production process?

262 responses

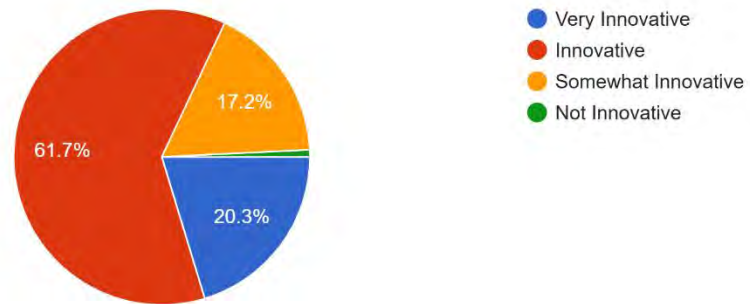


Are the production resources (equipment, technology, etc.) sufficient to meet project needs?

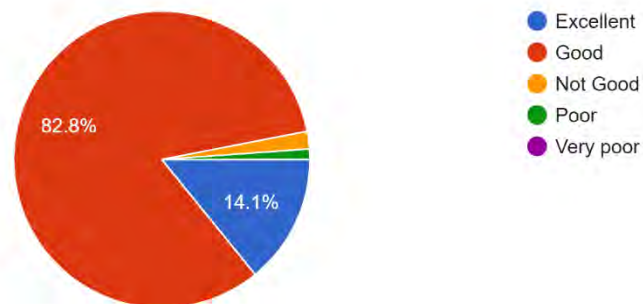
252 responses



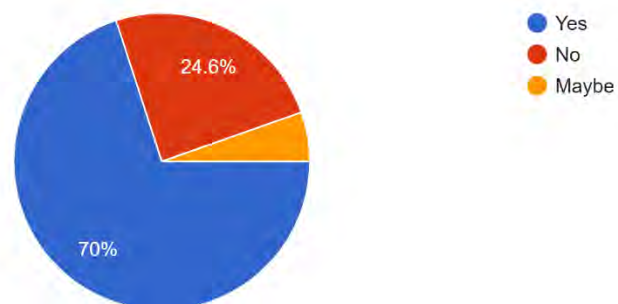
How innovative do you find the content produced by Hash Films LTD compared to competitors?
261 responses



How would you rate the time management of the creative team in meeting project deadlines?
262 responses

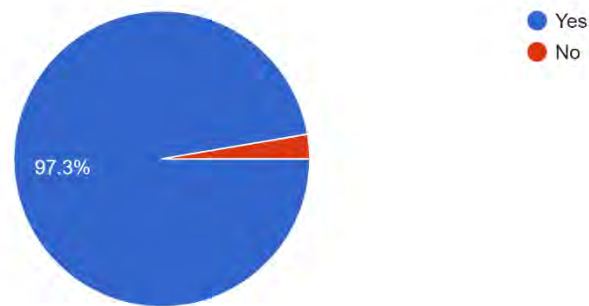


Do you face any challenges when collaborating with Hash Films on creative projects?
260 responses



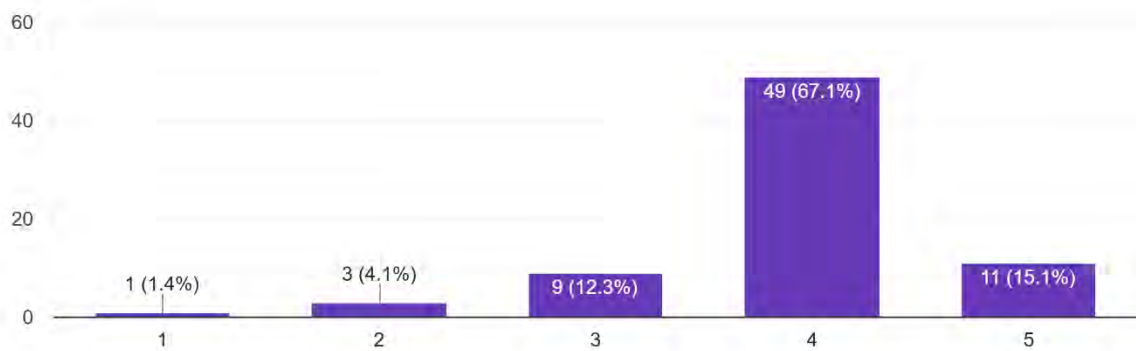
Are your suggestions or feedback incorporated during the creative process?

261 responses



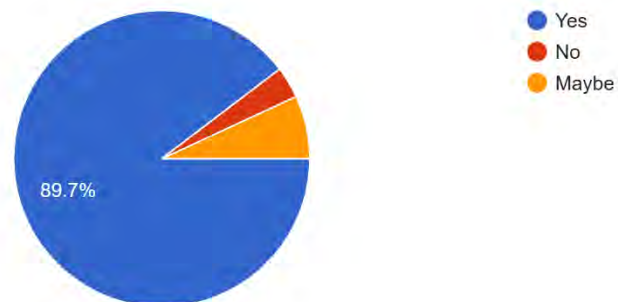
How would you rate the quality of the digital campaigns executed by Hash Films LTD? (Employee Perspective)

73 responses

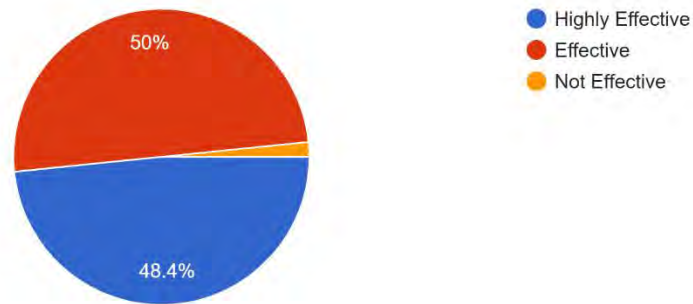


Do the digital campaigns align with the project's overall goals and messaging? (Employee Perspective)

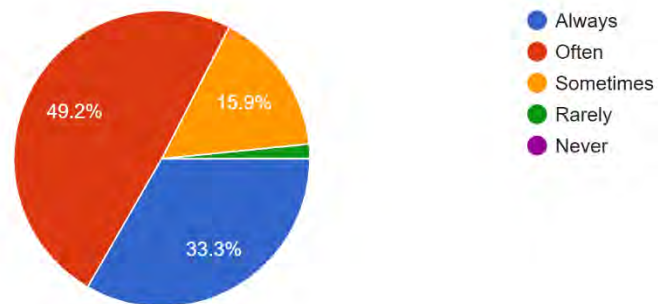
58 responses



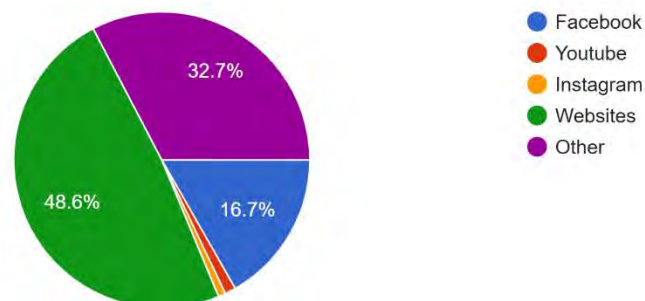
How effective are the campaigns in reaching the intended target audience? (Employee Perspective)
62 responses



How often do you see measurable results (e.g., engagement, sales growth) from these campaigns? (Employee Perspective)
63 responses

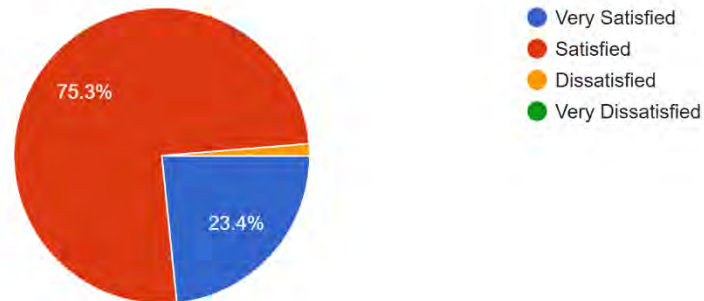


What digital marketing tools or platforms are commonly used by Hash Films for campaigns?
251 responses



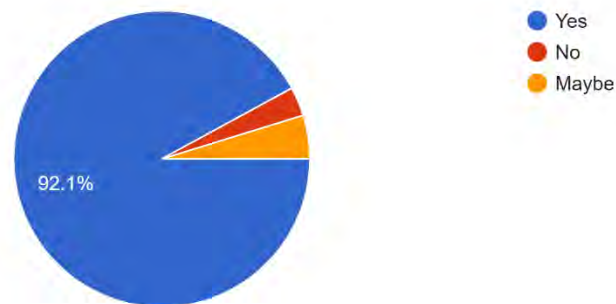
How satisfied are you with the campaign monitoring and reporting by Hash Films? (Employee Perspective)

77 responses



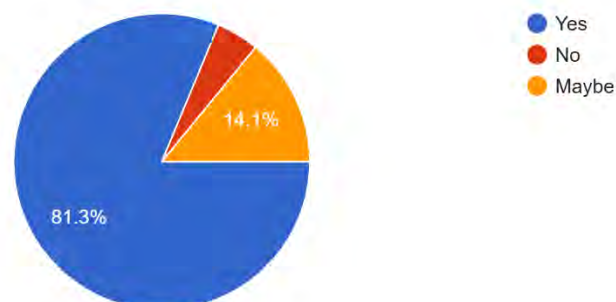
Have the campaigns resulted in tangible benefits for your projects? (Employee Perspective)

63 responses

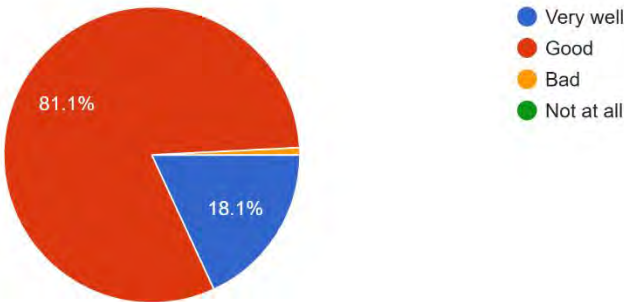


Are the campaigns designed to adapt to changing consumer preferences and trends? (Employee Perspective)

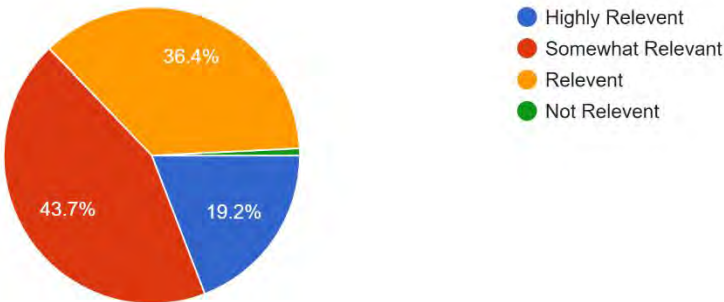
64 responses



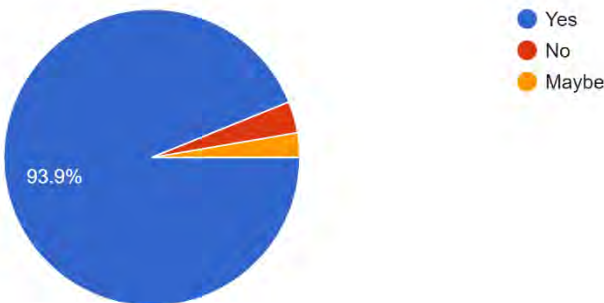
How well does Hash Films LTD stay updated with the latest industry trends?
254 responses



How relevant are the creative ideas presented by Hash Films to your specific project needs?
261 responses

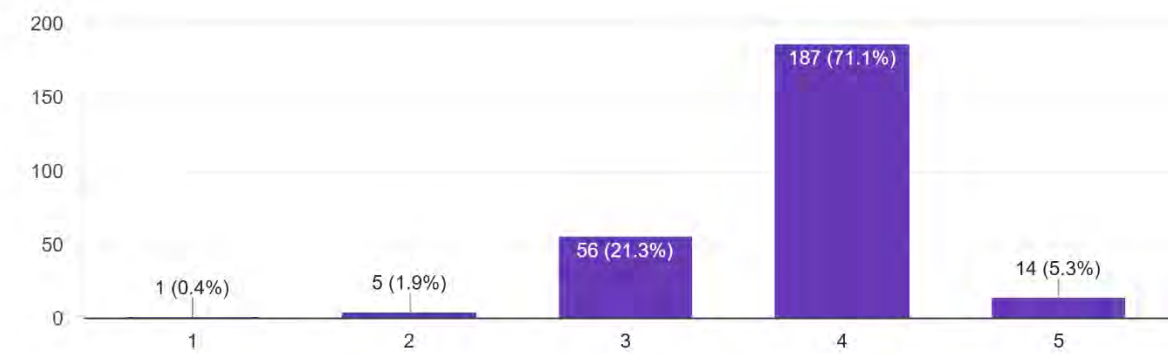


Do you feel Hash Films adapts its creative approach based on your brand's identity?
261 responses



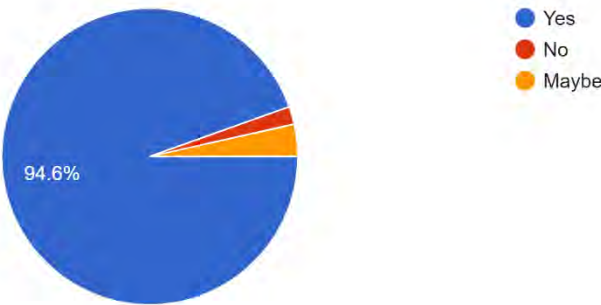
How competitive are the creative services offered by Hash Films compared to other agencies?

263 responses



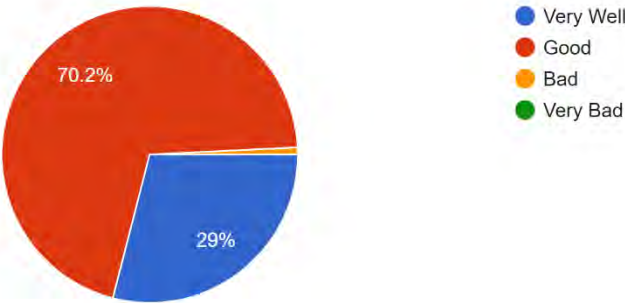
Are the final creative outputs (films, ads, etc.) consistent with your expectations?

257 responses



How does Hash Films integrate emerging technologies (e.g., AI, AR/VR) into creative production?

262 responses



Would you recommend Hash Films to others based on their alignment with industry standards?

262 responses

