

Report on
Methodical approach of making a potent digital marketing campaign

By
Md. Sadman Mansur
ID: 14104163
Organization: Jarvis Digital Ltd.

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

BRAC Business School
BRAC University
August 16, 2019

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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:

Md. Sadman Mansur

ID: 14104163

Supervisor's Full Name & Signature:

Dr. Suman Paul Chowdhury

Asst. Professor, BBS

BRAC University

Letter of Transmittal

Dr. Suman Paul Chowdhury
Assistant Professor
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report.

Dear Sir,

I am pleased to submit the report on my internship experience at Jarvis Digital as a part of the requirement for my BUS400 course. In this report, I have tried to include my experience along with some relevant information to make the report informative and comprehensive. Throughout this whole process I have attempted to follow your guidelines in every aspect of preparing this report and tried to include as much details as possible of my working experience at Jarvis Digital.

It was a very enriching experience for me to prepare this report. I hope that this report will be up to your satisfaction.

Sincerely yours,

Md. Sadman Mansur
ID: 14104163
BRAC Business School
BRAC University
August 16, 2019

Acknowledgement

I would like to thank my advisor Dr. Suman Paul Chowdhury to always supervise and support me throughout the creation of this report. I would also like to thank my supervisor Mr. S. M Tanvir Ahmed (Head of Content & Strategy, Jarvis Digital) for the immense support, knowledge and experience he has granted me access to. I would also like to show my humble gratitude to Mr. Abdullah Abu Bakar (CEO, Jarvis Digital) for always being a good guide and motivator during my internship days. Last but not least, I would like to thank every employees of Jarvis Digital Ltd. for being patient with my shortcomings and encouraging with my progress. This internship report is the fruition of every individual mentioned above.

Executive Summary

This report is a research paper on “Methodical Approach of making a potent Digital Marketing Campaign”. The overall paper revolves around the blueprint of devising a perfect marketing campaign for clients by the Content & Strategy team of Jarvis Digital Ltd. The approach is divided into five steps.

The steps from first to third is mainly information gathering in order for the content team to sit and materialize the idea. For this, they firstly focus on the creative brief, secondly competitor analysis and finally looking into consumer insights.

The last two steps involve making the campaign based on the information and fine-tuning the finished works in order to fit the criteria.

The report also puts insights about my experience as an intern at Jarvis Digital Lrd., my work life there and some recommendations of betterment that I have for them.

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Chapter 1: Introduction of the Report

1.1 Introduction

Internship is an invaluable opportunity for learning for a student. Also known as Apprenticeship, Internship is a designation offered by companies to students for a certain period with a view to introducing the students to the organizational culture, the good, the bad and the ugly. It is the quintessential experience a student requires before venturing into the corporate world. In a job world, where competency is widespread everywhere, a successful internship from a good company can definitely turn out as a trump card in the career war. Thus, it is essential for a student to be able to successfully relate their years of theoretical studies with the practical application of internships in order to develop themselves as strong corporate candidates.

The following report is a written testimony of all the knowledge and experiences I gathered as a Content and Strategy intern from Jarvis Digital Ltd., one of the leading digital marketing agencies in Bangladesh.

1.2 Objective

The prime objective of this internship report is to showcase what I have acquired as experiences from working as a Content and Strategy intern in Jarvis Digital Ltd. over the quarter. It will focus on the challenges I were to face, the tools and ways I were given and taught to assess and finally overcome. In short, this report reflects my overall experience as a corporate in a leading digital marketing agency, which is Jarvis Digital Ltd.

1.3 Limitations

Creating this report posed a huge challenge as I was introduced to a lot of obstacles at the beginning of this expedition. Firstly, the elephant in the room needs to be mentioned which is the time constraint. My internship period is of four months, among which I only had the privilege of experiencing a little over two months before making this report, thus it will reflect my complete experience at Jarvis Digital Ltd, but only a handful. Secondly, there are no proper records or

articles available online which shares knowledge on marketing agencies and their work approach. This is the reason why I solely had to depend on my primary observation and experience to construct this report. Lastly, agencies especially the Content team are very secretive about their approach and works, they are obliged to keep any information about a client's brand or data, thus limiting my report to a great extent. Not to mention the surreal and challenging work life of an agency didn't allow me a full commitment for this report.

Chapter 2: Agency Overview

Founded in 2014, Jarvis Digital Ltd. is one of the youngest, yet leading digital marketing agencies in Bangladesh. The services it provides to its clients are every form of online marketing solution. From management of the Facebook page of the number one All-Rounder, Shakib Al Hasan to the making of campaigns for Berger, Jarvis Digital is well-equipped to cater to all forms of digital marketing challenges.

2.1 Vision

To be a market driven, technologically oriented diverse group.

2.2 Mission

To continually exceed the expectations of our customers.

2.3 Agency Profile

Address	House 1A, Suite 3B, Road 16/A, Gulshan 1, Dhaka 1212, Bangladesh
Telephone	09609-527847
Email Address	jarvis@jarvisdigitalbd.com
Website	www.jarvisdigitalbd.com
Year of Establishment	2014
Total Employees	30+
Key Services	Social Media and Online campaigning and marketing

Table 1: Agency Profile

2.4 Management Team

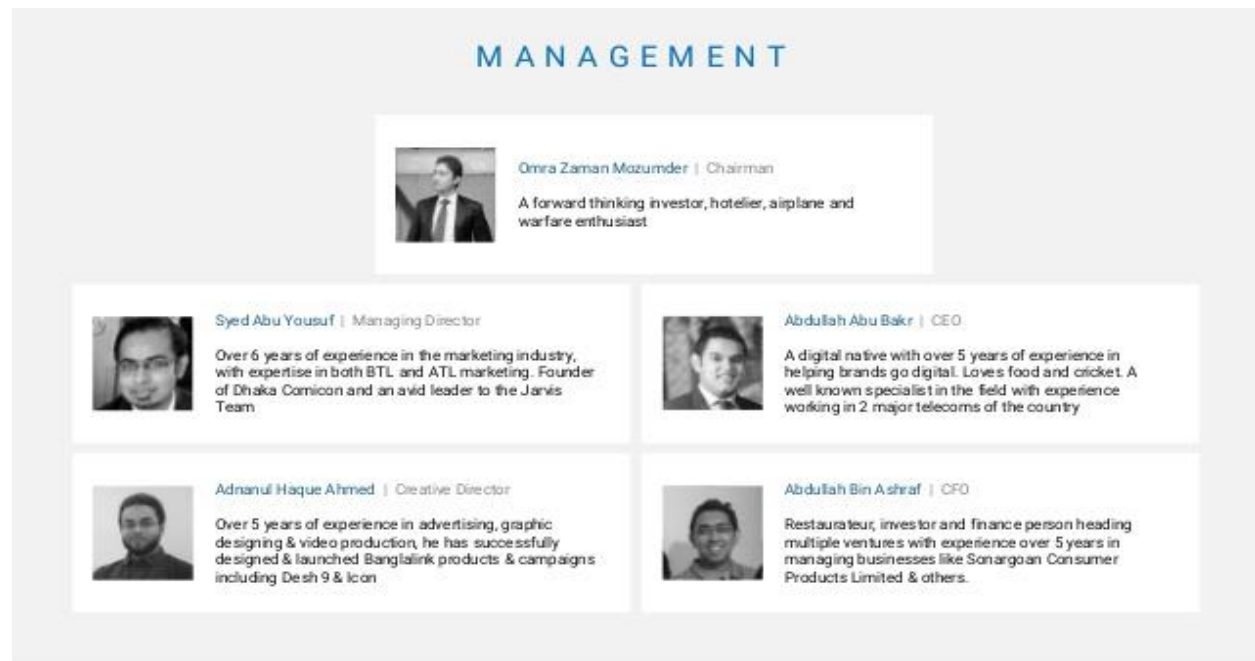


Figure 1: Top Level Management

2.5 Agency Services

Digital Media Marketing	In-house Creatives	Media Buying and Analytics
Content Marketing Digital Campaigns Query Management Article Writing	Digital Designs Print Designs Video and Animations Web UI Brand Identity	Media Buying In-depth Analytics Optimization

Table 2: Agency Services

2.6 Clientele

Below are some of the big brands who entrust their digital marketing decisions on Jarvis Digital Ltd.

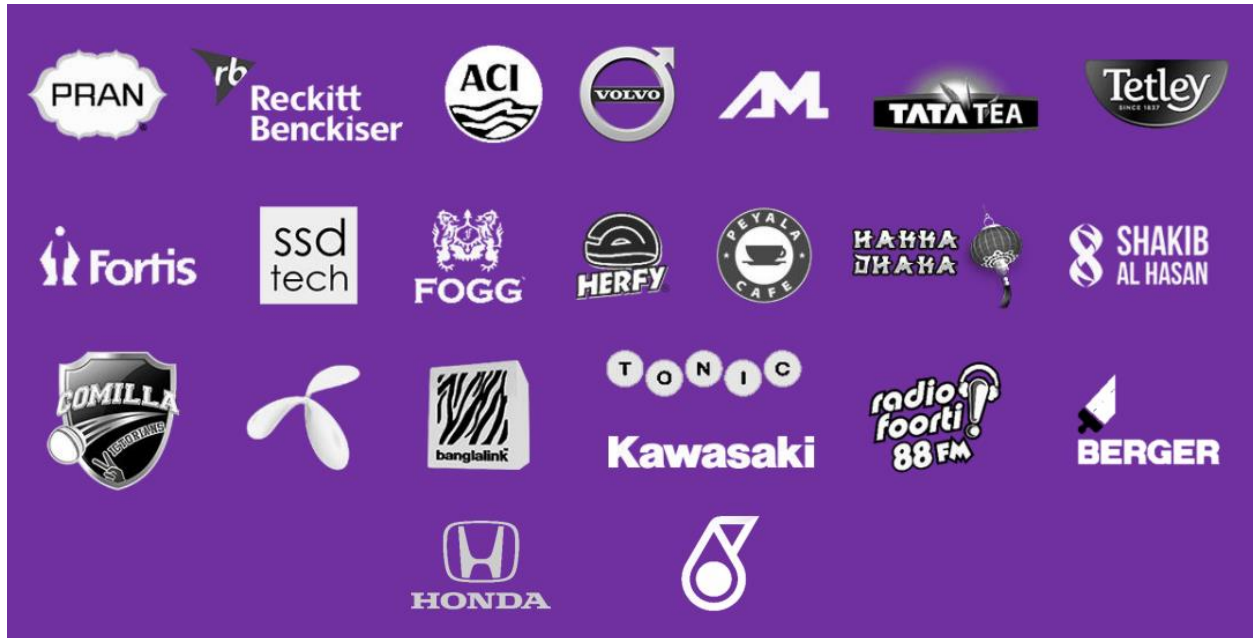


Figure 2: Client Brands

2.7 Organizational Structure

The organizational structure of Jarvis Digital is similar to other digital marketing agencies. The departments are divided and based on its functionality and roles. Provided below, are all the departments of Jarvis Digital Ltd.

- Administration
- Content & Strategy
- Creative
- Client Relations
- Media Planning
- Query Management
- Finance
- Human Resource

The roles and contributions of the departments are briefly stated below:

Administration comprises of the Chairman and the CEO, both of whom own the business in a form of partnership. Any major strategic decision and business involvement are overlooked by this department.

Content & Strategy is the powerhouse of the agency. This department is involved in ideation of campaigns, pitching marketing ideas to probable clients based on the insights and advices given by the clients.

Creative department takes after the Content team. Whatever the Content team comes up with, the Creative department forms it graphically through pictures or videos to make sure the message is conveyed properly to the target group.

Client Relations are similar to the Sales team of an organization, they make sure they get new clients for the agency to work for, also keep good communication among the existing clientele. Since they are the link between the client and the agency, the fruition of Content and Creative department solely depends on how much insights they can take out from the clients.

Media Planning solely focuses on determining the amount of exposure the client's product, service or message can get based on their budget and goals. In the realm of digital marketing, Media Planning makes sure the right target group in the online platforms sees their message. They buy the media services from different online platforms and also devise reports of the performance of the marketing campaigns.

Query Management usually covers social media interactions for client's brand. For example, they handle the Facebook page, replying to messages and people's comments on a professional manner based on the inputs provided by the clients.

Finance overlooks the cash flow of the agency. Making sure the money is coming from the clients and allotted to the budgets of marketing accordingly.

Human Resource, similarly in other companies, overlooks employee performance, approves planned leaves/absences and of course, make sure the employees are paid accordingly.

Aside from the operational departments such as Finance, Human Resource and Administration, a client may or may not need the services of all the departments in Jarvis Digital. Some may just need the aid of Content & Strategy but not from the Creative or Query Management. In other cases, they just might have their own campaigns and planning and only looking for a graphics team to get it done

More or less, these are the departments that help Jarvis function properly and ace in the digital marketing industry.

2.8 My job and role

I was recruited as a Content and Strategy Intern or by their words, a Content Trooper. My role as an intern was to make effective communication messages of our assigned brands, devise campaigns for the coming business years. So far, I have been assigned to cater to the following brands: FOGG Bangladesh, HONDA DHS Motors, Tetley Bangladesh and Tata Tea Bangladesh. I have also helped making pitches for Domino's Pizza and Berger.

Chapter 3: Content & Strategy team's approach to devising campaigns

Being an intern of the Content and Strategy department of Jarvis Digital Ltd., I was exposed to the ways they approach in making a potent marketing campaign for clients. Thus, I have decided to make this the topic of my internship report.

As mentioned before in the second chapter, the Content & Strategy team are the masterminds behind every marketing campaigns. The campaigns can be differentiated based on its purpose. They are:

- For prospects or potential clients
- For existing clients

Regardless of the circumstances, the methods to devise a potent marketing campaign is similar. The approach can be divided in five parts.

- Beginning with the Brief
- Executing Competitor Analysis
- Finding Consumer Insights
- Developing the campaign
- Fine-tuning the Communication

3.1 Beginning with the Brief

(a)What is a Creative Brief?

To begin devising a marketing campaign, it is imperative to be well aware of the information provided in the creative brief. In the advertising industry, brief is a document which is packed with information about a particular brand/product, its tonality or personality, target group etc. which is used as a reference by the agencies in order to make the campaigns. It is usually provided by the

brand or marketing team of the client company. Briefs are necessary to get an idea about the brand and how to approach it.

(b) Interpreting the Brief

Our agency acknowledges the importance of creative briefs and believes if a badly produced brief does not deserve a good content or campaign. There is no certain way to write a creative brief, but there are a few ground rules everyone must comply to. However, that will not be covered on this report since it is not part of the topic. But when looking into a brief, the Content team should take the following things into account.

- Brand Personality
- Product/Service
- Target Group
- Value Proposition
- Consumer Insight
- Marketing Objective

Brand Personality is a crucial insight as this introduces a marketer to the tone that they should follow when conveying the message. The tone of the brand, be it witty, serious, authoritative, sophisticated etc., should always have a follow up in all forms of promotions and messages.

This information help develop the right **Brand Resonance** between the brand and its customers. Brand Resonance is the relationship an individual build with a particular brand. This ensures, whenever that individual has a particular demand, say for example thirst, he or she will always instinctively think of a particular drinking water brand. This is done by being consistent with the tone and personality that caters to that target group.

Product/Service includes the information about their features, price, point of parity (POP) and point of difference (POD).

Target Group usually denotes to the community who has a demand for the client's product/service and the message has to cater to. Even though a lot of companies focus on the

demographics here, it is imperative as a marketer to describe the target group through creative story-telling. Because it is nigh possible to describe a human and his tendencies with just numbers and bullet points. This helps in developing the campaigns more effectively, not only because of the clarity but also allowing different layers of target groups.

Based on the Digital Marketing industry, an example would be developing a campaign that caters to people who have liked the Facebook page of a particular brand for consumer loyalty. Withal, running another campaign, to attract potential consumers with innate needs towards the brand.

Value Proposition can be coined as the single most important idea of the message the client wants to convey. In short, it is the essence or the theme of all the advertisements or promotions done in a particular campaign. It undeniably helps convey the message through the series of repetition. Otherwise, any sort of promotions is likely to be a wasted effort towards reaching the objectives.

For better understanding, let us take Domino's Pizzas campaign in India. Below are some of the snippets from their series of different advertisements aired on television channels.



Figure 4: Domino's delivers fast



Figure 3: Domino's delivers everywhere

Both of the advertisement campaigns focused on the delivery service of Domino's Pizza in India. One can coin that as the value proposition of the campaign. But an in-depth look can ascertain that both the campaigns convey a different message. In the first figure, where the advertisement is about 30-minute delivery, the value proposition or the single most important idea of the ad is-

“Dominos delivers **fast**”. However, the second ad campaign where you are shown a delivery being done in the outskirts of modern civilization, the value proposition is – “Dominos delivers **everywhere**”. Both the ads are part of the series of ads that was aired as part of two different campaigns. Thus, the agency has to be well aware of the value proposition and develop a campaign accordingly to convey the message.

Consumer Insight refers to any information about the consumers that the businesses have acquired through primary or secondary means. A point to be noted, that Consumer Insights should not be confused with Target Group and of course should not be an obvious fact. To keep it relevant to the previous example about Pizzas, let’s say Domino’s Pizza Bangladesh Facebook page was flooded with queries during mid-April 2019 about whether they have any Ramadan special offers or not. This is an insight about the target group which should be mentioned in the brief.

Marketing Objectives, just as the name suggests, is the objective that the marketing campaign is to achieve. Objectives are factual and usually expressed with numbers (Ex- 30% more sales, 3000 new likes etc.). Based on the marketing objectives, campaigns can be of three types. They are:

- Brand Awareness Campaign
- Sales Campaign
- Social Awareness Campaign

Brand Awareness Campaign serves the purpose of getting the brand known among the target audience. The results of the campaign in the digital world is usually assessed by the organic reactions, comments, shares and the page likes

Sales Campaign serves the purpose of boosting quarter sales, this can be easily assessed by the reference links provided with the campaign contents, online video commercials (OVC).

Social Awareness Campaign mainly focus on conveying a message involving a social issue. The brand upholds itself as a moral compass in this case. The focused issue may or may not be related to the brand or its products. Similar to Brand Awareness campaign, its success is also assessed by the reactions, comments and shares of the post. Although it does not pose any direct benefit to the business, it allows brand recall, making people come back year after year to come back to the brand’s page to re-watch the content, only to be exposed to the other campaigns.

Although they are different campaigns, they are inter-related and somewhat fulfills each other's purpose for some cases. For example, a good brand or social awareness campaign can promote sales. A good social awareness campaign can create more brand awareness. Thus, the three types of campaigns can be properly depicted with the figure below.

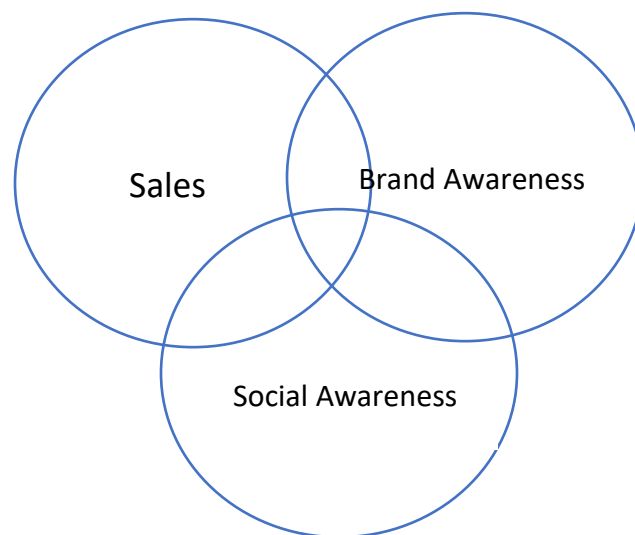


Figure 5 : Inter-relation of Objectives

These are the factors to consider from a creative brief to get a definite idea about what the content team should do in making a potent marketing campaign. Afterwards, it is time to do comparative competitor analysis.

3.2 Competitor Analysis

The next phase to developing a marketing campaign is doing research on the direct and indirect competitors of the client's brand.

It is beneficial and insightful in brainstorming in a lot of ways. The Content team can look into their successes and mistakes and work on the opportunities. For this phase, the SWOT analysis is used.

The SWOT analysis matrix is filled with inputs which is scavenged by the use of different online paid and unpaid tools.

We will just discuss about the SWOT analysis of Facebook for relevancy purposes. In order to do the SWOT analysis there are two steps to follow:

- Qualitative Analysis
- Quantitative Analysis

Qualitative Analysis involves checking their campaigns personally. Basically, logging into Facebook, visiting their page and checking into their posts, promotions and OVCs. The motive is to view their best works, what kind of people they are targeting, what is the responses they usually get in their contents, whether they are lagging behind in anything or not.

This information can help us devise a campaign which probes on the opportunities that the competitors failed to utilize. Also, differentiate our message from theirs to make ours stand out and potentially being better than theirs.

Quantitative Analysis involves assessing the performance of the Facebook pages based on numerical values. For this purpose, a specific online tool is used which is known as LikeAlyzer by Meltwater.

(a) LikeAlyzer and its functions

LikeAlyzer is a free online tool with certain paid features which specifically works on assessing a Facebook pages performance by grading it in different criteria. The services LikeAlyzer provides are as follows:

- Analyze performance in 70 criteria
- Compare to industry average benchmark
- Provide actionable and thoughtful insights
- Present reports in preferred graphical manner

To use this tool all the user is required to do is copy/paste the page URL on the website. Below are some snippets of the many insights it provides.

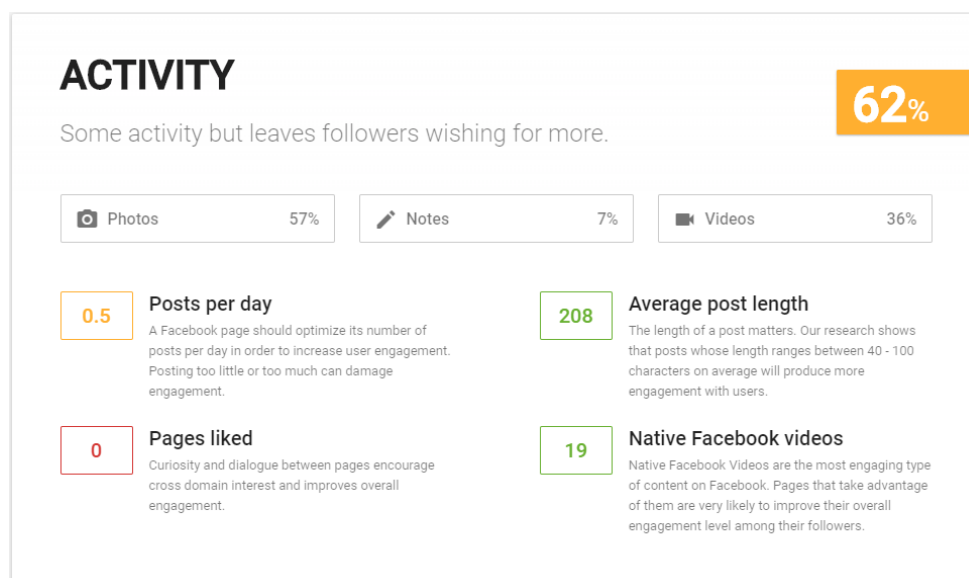


Figure 6: Likealyzer Activity Assessment

This is a snippet of the activity assessment of the business page of a brand. As you can see that of all the contents they upload, 57% of them are photos and 36% are videos. They post once in every two days and their post lengths are usually very long (judged by the number of characters). Mixing this info with the qualitative analysis, we can assess what sorts of campaigns are more successive, dynamic or static; short or long and informative.

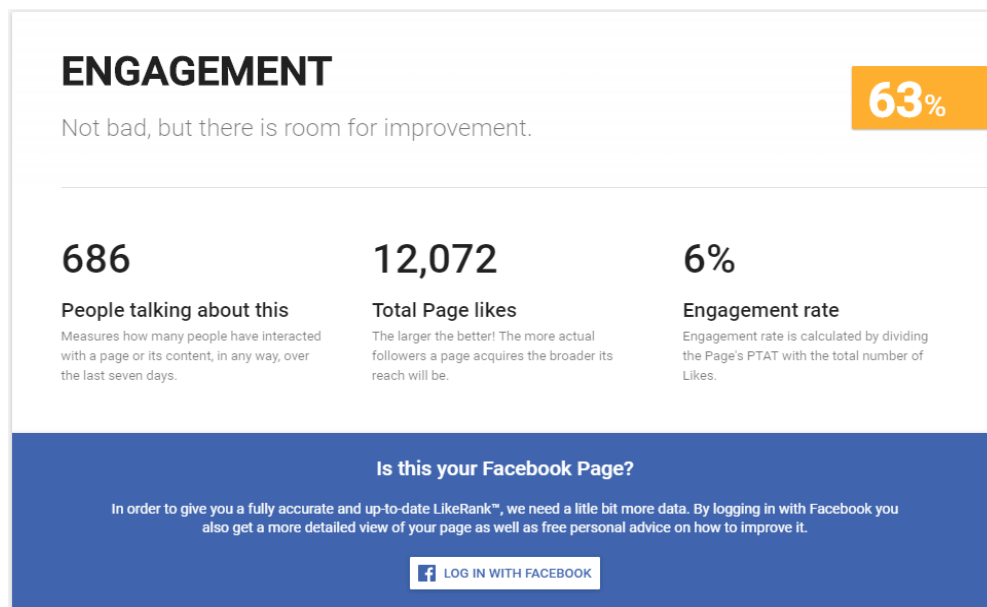


Figure 7: Likealyzer Engagement Assessment

Engagement section shows how many people are sharing the posts and contents, exposing others to the promotion. How many of the people who liked the Facebook page actually follows the content etc.

Information like these allows to verify whether the Target Group is engaging or not. If it is not the Target Group, who else is engaging on the posts and whether they can be a potential TG later on. These section help answer these questions.

The LikeAlyzer is useful in this regard, because information like this will not be available to a person or company if they are not the Admin of the aforementioned Facebook page.

With the quantitative research being done. Both the analysis is looked through to find opportunities for the client's brand and develop a marketing plan accordingly.

This marks the beginning of the next step, which is somewhat a continuation of the second step, which is finding further consumer insights.

3.3 Finding Consumer Insights

Not to be confused with the one mentioned in the creative brief, it is the insights about the consumers that we, the agency looks around for. The insights mentioned in the brief is given by

the client, which has the possibility of not being complete or accurate. Therefore, as a part of the service, we should scavenge for insights ourselves as well. Needless to say, it further concretes the possibility of making a potent marketing campaign.

For this point, I will cite a specific case of mine during my internship at Jarvis Digital Ltd. Earlier this year, Merisant Bangladesh, an artificial sweetener brand came to Jarvis Digital for our services. As per the method, we read their brief, analyzed their competitor and finally started looking for consumer insights ourselves. We happened into a particular Facebook post of Merisant Bangladesh, which is given below:



Figure 8: Merisant engagement post

This is a dynamic Facebook post which was meant for Engagement. Unfortunately, the post did not manage to get a single reaction or comment, thus no engagement from the target community.

What makes it even worse is that, this is a boosted post, paid to reach others newsfeeds. Thus, it turned out to be a disappointing and costly failure.

So, the Content and Strategy team decided to look into it and figure out why they had such a big blunder. Through extensive research and ideation, we came to a conclusion of what could be the problem here.

What we theorize is that, the TG of this product are fitness enthusiasts and are usually pro-active and busy people since they balance work and workouts with healthy cooking. Thus, they have less time to spend on social media. The fact that it was a video and not a static post, the audience did not wait long enough to see the video fully to react to it.

Another concept we theorized is that the product itself may cause the message to be ineffective.

In marketing, we are taught that there are four types of consumer products. And according to that, the artificial sweetener is a convenience product.

According to Marketing Insider, “A convenience product is a consumer product or service that customers normally buy frequently, immediately and **without great comparison** or buying effort.” Meaning that people will not have particular brand integrity they will address sugar as sugar, yet not with the brand names. Unlike what people usually do in the case of body sprays. They don’t simply address it as body spray but address it with the name of its brand. Thus, the product was not “important enough” to be particularly recognized for its brand.

These two factors gave us important insights about how the TG of this particular product behaves, thus paving our way to making a more promising marketing plan.

Once we have enough raw materials from the brief, competitor analysis and insights collectively; it is finally time to sit, brainstorm and devise a potent campaign; which is the next part.

3.4 Developing the campaign

All the previous processes are more or less, a form of gathering information. All of it are done for this step where we finally develop the campaign. For better understanding, we shall part the whole activity in three parts.

- The Plan
- The Mode
- Outsourcing

(a) The Plan

The plan involves making the campaign itself. Three parts we always follow in making a campaign are:

- The Big Idea
- Content Pillar
- Pre-hype
- Execution

The Big Idea is the direct answer for the value proposition discussed previously. Basically, the big idea is the tagline of the whole campaign, the entire theme stamped in a phrase or copy. It has to be catchy and relevant to the point that just the picture of the product with just written on it should look like an advertisement itself. Needless to say, it also has to resonate with the value proposition the client is offering in the particular campaign. Again, using Domino's Pizza India's campaign as example, we can clearly see the Big Idea.



Figure 10: Fast Delivery Campaign



Figure 9: Delivery Reach Campaign

As mentioned before, the value proposition of both the ads are “Domino’s delivers fast” and “Domino’s delivers everywhere” accordingly. Notice the tagline or big idea, they complement the value propositions.

In case of the first ad. It is something like “Hungry? Domino’s gives fast delivery. Order now.” For the second one “Don’t be sad. Domino’s delivers everywhere, bringing you happiness.”

The carefully devised communication is what brought Domino’s huge success in India during these two campaigns.

Content Pillars, a digital marketing jargon, are a set of topics or theme that you fix, based upon which you regulate what sort of contents go online. It is part of the market strategy to make sure the Target Group is always hooked to the Facebook page. Content Pillars can vary from business to business and the idea it wants to uphold. However, the following three are recurring in most cases of content pillar creation:

- Product post
- Engagement post
- RTM

Product post usually focuses on the product or service features with its content.

Engagement post usually contains questions of some sort to let the audience share their opinion on the topic or it can even be a contest where people engage for a particular prize.

RTM or real time marketing usually involves making contents out of recent trendy topics. For example, it can resonate a viral social media phenomenon or a much-anticipated event.

Pre-hype is the stage where you create the plot or premise to grab the TG's attention so that on the final stage, the message is clearly conveyed. There is no definite way of creating pre-hype. It is limited to the creativity of our minds. More orthodox approach to Pre-hype are teaser advertisements, promoting relevant news articles etc. Pre-hype is essential to make sure the final message is not miscommunicated to the audience.

Execution is the final nail in the coffin, where the campaign is fully implemented. Be it an OVC or CTA, it is fully operational in this phase, marking the end of the works associated with the campaign. This is all there is to the designing of a campaign.

(b) The Mode

The mode goes hand in hand with the plan. This involves picking the right media to convey the message imbued in the marketing campaign. The mode usually revolves around two aspects:

- ATL Advertising
- BTL Advertising

ATL Advertising or Above the Line Advertising refers to the promotional method where no target group is picked to convey the message, in fact the company relies on mass marketing, usually to gain brand visibility. Digital Marketing Agencies are usually BTL agencies. It is not a frequently asked service, because it adds up a lot to the cost.

Jarvis Digital Ltd. usually does not recommend any ATL campaigns, but upon client's special request they devise ATL campaigns and outsources that part of the work to other agencies.

BTL Advertising or Below the Line Advertising refers to the promotional approaches dedicated to a specific group or audience. This is where a digital marketing agency shines, because the advent of social media and internet has allowed the businesses to get access to their preferred target audience. They can, with less cost and effort, get quality campaigns done and get promising marketing ROI or Return on Investment.

The advent of social media allows to differentiate and target people based on their interests and hobbies, allowing an effective reach without the cost similar to ATL. Also, unlike the traditional target audience such as Television or Radio users; online audience can interact to the promotions in real time. Making it far more effective than ATL in the digital world.

All of the campaigns in Jarvis include BTL advertising as the preferred mode.

(c) Outsourcing

Being only a digital marketing agency. Jarvis may collaborate or outsource work if the campaign demands it. For example: Jarvis approaches Production Houses in order to create OVCs. Or collaborate with the Event or PR team of another agency to kickstart a certain part of the campaign. The Content and Strategy team usually has the call when it comes to outsourcing.

3.5 Fine-tuning the Communication

The last but the most important part of the campaign is fine-tuning and creating the contents with the theme of communication in mind. This is technically the final nail in the coffin, the execution part of the campaign. In this segment, two specific work is done.

- Observing the proper implementation of communication
- Proofreading to avoid grammatical or technical errors

For better understanding, here is an example of two works I did recently for Fogg Bangladesh. Some details about the campaign are given below:

Client	Fogg Bangladesh
Campaign type	Sales Campaign
Value Proposition	Fogg is an option.
Tonality	Mild, funny, avoid being authoritative.
Additional Information	Try not to focus on the product feature.

Table 3: Fogg Bangladesh Brief

Below are two static posts for two particular content pillars of Fogg.

- Product Post- Fogg Roll On.
- Travel Companion- Fogg range of Body Sprays



Figure 12: Travel Companion Post



Figure 11: Product Post

The picture on the right is a content under the Travel Companion content pillar, where Fogg should be highlighted as a travel essential. On the other side, it's a content under the Product Post content pillar, dedicated to Roll Ons.

Now breaking down each of the content will make you realize the amount of supervision and creativity required to get an end product such as these.

Travel Companion, i.e. the body sprays are introduced with a tone that radiates Elitism. By the copy, it is being insinuated to be dynamic and versatile, but never look too hasty and unprepared when you have Fogg at hand. It is Elitism because Fogg is aspiring the TG to be something bigger and better. Telling people to be noticed, while Fogg maintains their ever vibrant impression and charisma.

Product Post, i.e. the roll ons are introduced as a Suggestion, rather than Elitism. Because if you look into the consumer behavior, roll ons are used to hide sweaty arm pits, which is an imperfection to their eyes. They wouldn't particularly feel proud of using a roll on as opposed to body sprays. The key difference is, people use body sprays to be noticed and roll ons to not be noticed. Thus, going with an elitist imbued copy won't get the message properly to the consumers. Thus, the copy is insinuating to build a habit in order to avoid the situations that make us insecure.

Notice that none of the ads talk about the product features but showing Fogg as an option to a particular situation. And they are adamant with positivity, even on the second picture where the theme depends on the insecurity of the sweaty arm pits.

So, once the contents like these are fine-tuned and proof read after the Creative team has made the contents, it is sent to the clients by the Client Relations to check if they are ok or needs further fixes or changes.

Thus, ends the journey of making a potent digital marketing campaign by the Content and Strategy team.

Chapter 4: My internship experience at Jarvis Digital

I was recruited as a Jarvis Trooper on the 20th of May, 2019. It has been over two months since my position as a Content intern there. This part is dedicated to my experience here so far.

4.1 A Rough Start

Applying for an internship in an agency on the eve of a big holiday like Eid is probably the most troublesome decision one can take. Unfortunately, I went through a rude awakening at Jarvis Digital Ltd. Only two weeks away from Eid, an opportunity every brand tries to utilize to launch campaigns and promotions, I was dropped into hip deep of work. With such limited time, I was put to learn about my work through trial and error. I realized how challenging and hard agency life is when even a simple Eid wish post demanded a lot of creativity and innovation. My initial works were facing a lot of rebukes and rejections, but slowly these hardships brought out the best of me and I managed to meet their expectations in every aspect.

Finally, the rough work weeks before Eid was over and I, alongside the other interns, were greeted officially with a little arrangement of festivity on the last work day before Eid.

4.2 The Epiphany

I realized first hand, that agency life will be challenging every second, after all these big companies seek aid of agencies for ideas and plans that they could not think of. There was no room for generic inputs. Everything has to be good, unique and authentic. Every second, every step requires critical thinking under a very challenging deadline. But once the deadlines are met, and you get to witness your final work, nothing feels more wholesome and satisfying at that moment. The bigger the challenge, the more grandiose my accomplishments felt.

4.3 The pro-dynamic work routine

The agency work hours differ a bit from other typical companies and firms. Even though I was to complete nine work hours per day and have to enter office by 10:30 in the morning, there are times I had to stay a lot longer because the work demanded it. For example, when the team were making a pitch for Domino's Pizza Bangladesh, I had to stay at office for work late night. Even on one occasion, I left office at 11:30pm. The agency takes extreme measures to make sure quality works are submitted within the client's deadline. However, it is not an everyday scenario, there are times when I didn't have any particular work at hand.

Aside from the typical 9-hour workday, the agency "celebrates" a week each month called the "Crunch Week". This event usually to stay 12 hours for work (10am-10pm) and get bulk of the work assigned to the Content and Creative departments done and ready for the clients to view. The agency provides special amenities such as gourmet snacks or dinner as reward for our hard work. However, if the work bulk seems manageable, one can do a typical 9-hour work day during Crunch. Usually, the content team uses the remaining three weeks to make pitches for new potential clients or campaigns for existing clients. The crunch week is solely dedicated to completing the contents based on the approved campaigns.

4.4 The Agency Perks

Despite the hardship and challenges it poses, it holds a plethora of benefits to counteract them.

Firstly, Agencies let you be more casual, it is not so uptight as the other companies or firms. As part of the content team, you are not required to wear formals, unless you are to attend any client meeting or pitch. There is a specific room called Think Tank, that is dedicated towards the content team, where you can work and relax at the same time.

Secondly, being an agency, your ideas and inputs always bear weight. Even as an intern, I am allowed to challenge the Head of Contents and even the CEO if I find their idea or suggestion is not meeting the expectations. My inputs are always considered valuable and listened to.

Finally, having clients such as Herfy and Laser Wars, our agency is frequently surprised with tokens of gratitude. This Ramadan, Herfy surprised us with ten buckets of fried chicken for Iftaar. On the day of Eid-ul-Fitr, Laser Wars invited the entire Jarvis team for unlimited free sessions of laser tags, which I unfortunately missed due to being in my hometown.



Figure 13: Team enjoying free Laserwars session

In short, I can say that in an agency life, the risks are worth the rewards, the excitements and especially the knowledge and experiences.

4.5 Recommendations

I feel I am still not adept enough to pose a constructive criticism or recommendation. However, I feel there can be improvement in one aspect. During my work life here, I have noticed a lot of clients fail to provide a proper and descriptive brief. As I mentioned before, briefs are crucial in developing a successful marketing campaign. An obscure brief not only puts us at a disadvantage, but also the clients as well, since a poor brief can only promise a poor content. Thus, I feel the Client Relations team should be a bit more proactive in making sure the clients hand out a good and accurate brief for phenomenal results

Conclusion

The digital marketing world is very promising with its activities and results, yet a lot of people are left unaware as to how the agencies function and work in order to bring forth the creative marketing campaigns that bewitch the world; from the audience to other businesses alike. This report is an attempt to uphold the methods an agency follows which bear fruits for its client's brands. The report depicts the blueprint of devising campaigns from the ground zero to the final end where the finishing touch is put. I am hopeful this report will definitely aid the one who seeks to venture in the world of advertising in the digital platform.

Reference

- For Agency Profile and relevant information: www.jarvisdigitalbd.com
- For Merisant posts: www.facebook.com/merisantbd/
- For Fogg Bangladesh ads: www.facebook.com/foggbangladesh