

Exploring the World of Digital Advertising
At Cookie Jar

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Inspiring Excellence

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Exploring the World of Digital Advertising
At Cookie Jar

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Abdullah-Al-Faisal

Dedication

To my father and mother who never lost their hope on me.

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Introduction

"A good advertising is one which sells the product without drawing attention to itself," states David Ogilvy, "Father of advertising"¹. Our contemporary consumer culture is highly dominated by advertising: starting from the screens of our hand-held devices to the big billboards on the streets, advertising is everywhere. It would not be wrong to assert that our wants and desires are now significantly determined and conditioned by the adverts we directly or indirectly cater to. Based on our browser behavior, the bots from the other side of the search engines or apps seamlessly synchronize the adverts that will precisely address our interests. It is not at all surprising to see our Facebook homepage flooded with adverts of products we searched online shortly before logging in to the social media site. The proliferation of advertising along with targeting particular consumers based on a wide range of factors including gender, age, nationality among others, has become a defining aspect of the technological revolution that took place in the last two decades. With this evolution changed the ways advertising works in promoting products and services to potential buyers. As buyers, our preferences and priorities have also gone through remarkable changes. Since when I was a child rhythmic jingles of television commercials cheers me. The colorful and eye occupying advertisements with catchy punchlines always attract. I even waited for my favorite commercials to air. Also, I used to wonder how people created such things. Later, I started to develop my interest towards advertisement. I found advertising not only a tool of marketing but also a creative way of product representation. Being interested in this highly creative art of convincing people, I have made up my mind to develop my career in advertising. My decision has been further solidified by my undergraduate studies in the Department of English and Humanities at BRAC University.

¹<https://www.oxbridgeacademy.edu.za/blog/10-advertising-secrets-from-david-ogilvy/>

The program here offers the option to major in Media and Cultural Studies, and as a part of the degree one can do an internship in print media, television channels, and advertising agencies. I opted for the last one, and have been working as an intern at Cookie Jar since April 16, 2018. The following report is going to be focused on my experiences and expectations at Cookie Jar, and here I will demonstrate the applications of knowledge I have gained through the different courses I have taken at BRAC University. The report is divided in V sections, which are Section I: History and Evolution of Advertising; Section II: About Cookie Jar; Section III: Supervision and Supervisors at Cookie Jar; Section IV: Client Servicing at Cookie Jar and finally, Section V: My Contributions from Academic Knowledge. The history and the evolution of advertising and the background of the institution where I did my internship will be aimed at section 'I' and 'II'. Section 'III' will be about my supervisor and the team members whom I worked with. The section 'IV' will highlight my contribution as an intern, and finally, in the section 'V' I will be discussing about my academic reflections.

Typically, someone graduating from an English department often plans on a career in public service or teaching. Those who think slightly differently might want to be journalists or bankers. But, at BRAC University we have been taught to take challenges and think beyond our limits. Being inspired by my mentors, I decided to take the unbeaten path while the time came for selecting my future career. I have decided to take advertising as my future profession, and the department nurtured me accordingly. I have learned, over the course of the last four years, that being a graduate in English I do not have to see myself as a teacher only. English as a discipline has prepared me to use the language in numerous innovative ways that can easily secure me a promising career in advertising. Since childhood I am very attracted to advertising. Eye-catching jingles have always been my favorite. I always wanted to make one of those jingles which people

will utter every now and then. I learned that my ambition of working in advertising can be achieved by doing major in Media and Cultural Studies. This is one of the reasons I have chosen this as my concentration. Media has countless number of job opportunities, advertising is one of them. Advertising is an ever-growing field with scopes.

What is advertising actually? Advertising is the medium of communication with the customers. To be more precise, “A notice or announcement in a public medium promoting a product, service, or event or publicizing a job vacancy is advertising”². Advertising is a very important way to tell about goods and services. Prestigious brands are investing billions and billions of dollars only for advertising their product. However, advertising is ‘magic’ because it transforms commodities into glamorous signifier³ (Williams 320). However, contemporary commentators tend to describe the signifier as the form that the sign takes and the signified as the concept to which it refers to (Chandler, 14). Also, creativity is important for advertising to connect the sign with the signifier. For an example “Peugeot” is a French car brand and their logo is a structure of a lion, and their primary concept of advertising is to compare their car with lion as lion is known as one of the strongest animals. Here, Peugeot car is the sign and lion is the signifier which stimulates the audience to feel the wildness and the speed to entice their enthusiasm as signified and purchasing their car as signifying. Creativity reflects on advertising by its copy and representation of the graphic. Moreover, advertising is not only about creativity it, is also a form of entertainment. Keeping advertising contents entertaining is a path to increase the number of audience engagement⁴. However, readers do not intentionally read ads, they read whatever attracts them. It is the placement of an ad in a huge billboard or in a newspaper with

²<https://en.oxforddictionaries.com/definition/advertisement>

³ Signifier = a symbol, sound, image or word that represents an underlying concept or meaning.

⁴<http://gardnerproductions.ca/adding-entertainment-value-advertisements>

captivating graphical representation or in television with sensual actors. On the other hand, large billboards are not possible in digital platform. These given elements are important to advertise digitally: 1. Photo, 2. Sound, 3. Words, 4. Video, and 5. Illustration⁵. The visual of an ad has to be clean and well finished. If the ad is a video, the sound has to be relevant and clear. The video will have to have a unique headline copy which will drive the readers' attention. Moreover, the first job of a copywriter is to grab the readers' attention⁶. David Ogilvy said on creative advertising "if it does not sell, it is not creative"⁷. A creative copy helps to generate words into advertising visual. Moreover, a copywriter must understand the product in order to generate creative copies.

Although I could do my internship on print media as I am very much passionate about writing articles, I am more interested in advertising and copywriting. With this in mind, I started searching for advertising agencies to apply for an internship program. I asked my fellow students and I came across the name Cookie Jar from one of my seniors. I found out that it is a wing of "Asiatic 360", one of the biggest advertising agencies in Bangladesh. Also, I found that many former students of BRAC University are working there and the office location is very close to my university campus. Therefore, I took the opportunity to enroll myself into the world of digital advertising media to gain practical knowledge and learn more skills to understand copywriting better.

⁵<https://www.crazyegg.com/blog/attention-grabbers/>

⁶<https://www.crazyegg.com/blog/attention-grabbers/>

⁷<https://www.thebalancecareers.com/inspirational-advertising-quotes-39194>

Section I: History and Evolution of Advertising

The history of advertising dates back to antiquity. Advertising has probably existed since man first began to trade and sell goods and services⁸. It has been said that the idea of advertising came from ancient Egypt. They used papyrus as a tool of advertising⁹. The Egyptians invented outdoor advertising carving public notices in steel¹⁰. During the middle age “advertising” started to become famous in Europe. The first print ad was created in England; the handbill announced a prayer book for sell¹¹. Paid advertisements started appearing in newspapers in the 17th century¹². Furthermore, advertising during colonial times for shops or services was very important. Shopkeepers in the colonies used a variety of advertising strategies. The colonial economy depended on people for advertising various goods and services. Their advertising strategy was to write up information and publish it in a local newspaper or print it on a broadside. Unlike newspaper advertising, broadsides were printed flyers that were distributed and posted around the town, announcing sales¹³. Advertising started to become a tool of marketing during the 19th century. As a result, newspapers rapidly became a dominant advertising medium during the first half of the 19th century¹⁴. Moreover, by the late 19th century, as manufacturers started facing increasing number of competition and began to comprehend the importance of advertising to sell their products and services, advertising agencies started grow across the world¹⁵. Furthermore, in the 20th century, advertising started to grow faster with new technologies such as television, radio and the internet. Also, with the passage of time, competition in advertising became stronger

⁸https://www.elionline.com/res/ftpeli/resources/bestcommercialpractice/int/M3_W1_int.pdf

⁹https://www.researchgate.net/publication/320719721_THE_HISTORY_OF_ADVERTISING

¹⁰<https://mashable.com/2011/12/26/history-advertising/#9P3atOhOL5qK>

¹¹<https://mashable.com/2011/12/26/history-advertising/#9P3atOhOL5qK>

¹²https://www.elionline.com/res/ftpeli/resources/bestcommercialpractice/int/M3_W1_int.pdf

¹³<http://web.csulb.edu/projects/elizabethmurray/MurrayFinal/pdfs/tradecardbackgroundessay.pdf>

¹⁴<https://www.open.edu/openlearn/money-management/management/business-studies/brief-history-advertising>

¹⁵https://www.elionline.com/res/ftpeli/resources/bestcommercialpractice/int/M3_W1_int.pdf

with bigger and bigger agencies dealing with larger and larger clients, budgets and markets to pull out the best¹⁶.

Gradually, with the advancement of “World Wide Web,” there is now ‘Digital Advertising’. With the advent of the ad server, marketing through the Internet opened new frontiers for advertisers and contributed to the "dot-com" boom of the 1990s¹⁷. Digital advertising, also called Internet advertising ("Internet marketing") is when businesses leverage Internet technologies to deliver promotional advertisements to consumers¹⁸. Moreover, Digital Advertising is becoming more effective lately instead of other types of advertising because of the increasing number of people on social media like Facebook, Instagram, Google etc.

¹⁶https://www.elionline.com/res/ftpeli/resources/bestcommercialpractice/int/M3_W1_int.pdf

¹⁷https://www.researchgate.net/publication/320719721_THE_HISTORY_OF_ADVERTISING

¹⁸https://www.webopedia.com/TERM/D/digital_advertising.html

Section II: About Cookie Jar

In this age of globalization digitalization, communication is turning into digital communication. Cookie Jar plays an essential role in the area of digital marketing. Cookie jar is the digital wing of Asiatic 360°. Asiatic 360° is one of the biggest agencies of Bangladesh. Mr. AlyZaker and Mrs. Sara Zaker are the founders of Asiatic 360°. Cookie Jar generates ideas and creates digital contents in order to engage audiences. Tech-savvy “Cookies” provide solutions for brands to develop in the digital domain using digital advertising tools such as Online advertising, Campaign management, SEO (Search Engine Optimization), SEM (Search Engine Marketing), Data analytics, Social media marketing, Website testing and development and more.

Asiatic 360° got its operative license from the internationally recognized JWT agency. JWT stands for J. Walter Thompson which is the best-known marketing communication brand operating for 154 years. Its headquarter is situated in New York and they have 200 offices all over 90 countries. JWT is the first agency to air a television commercial (TVC)¹⁹. On the other hand, Asiatic 360° has been operating for the last 50 years with huge success rate in the field of marketing communications. Moreover, more than 80 clients are currently working with Asiatic360° for all their ATL-BTL campaign, activation, events as well as their direct marketing. Cookie Jar was created to serve the demands of digital and social media marketing for their clients. Its current clients are HP, BMW, Landwind, Obhai, The Financial Express, Energypac Electronics Ltd, MeenaClick, Detos, Faber Castle and many more.

Mission: To help clients to accomplish their business and development goals by giving specific solutions to their digital communication needs.

¹⁹<https://www.jwt.com/en/about-us>

Vision: To become the agency of innovative, client-focused and socially dedicated service contributor.

Logo:



Figure 1: Cookie Jar logo.

Departments: Cookie Jar consists of four different departments. However, Digital Client Servicing Department is one of the most vital and chief departments in the agency. This wing of Cookie Jar maintains the relationship with the clients and also coordinates with the executives. The creative department fulfils the requirements of the client's need.

Brief details of the departments are given below:

HR Department:

Human Resource Department is not situated in Cookie Jar's office. It is situated in Asiatic 360° centre. The head of HR department coordinates with Cookie Jar for all recruitments, hiring, training and development of employees. They recruit creative and enthusiastic people who can perfectly suit for the agency.

Client Service Department:

This is the most important department as employees here are the ones who maintain the relationship with clients and communicate with them. I was assigned in this department. "Client is always right and clients' happiness is our happiness" is the motto of this department. They

communicate with the brand managers to know their requirements. Afterward, they inform the requirements to other departments to fulfill them accordingly.

Creative Department:

People of this department create, generate and execute all the plans and other materials demanded by the clients. Furthermore, they do ideation, graphics designing, and all other creative works to make the thing happen in real as per clients' need to make their brand as they wanted.

Planning Department:

The planning team puts all the things together and makes a campaign or any particular clients' work a big success. People of this department come up with ideas and converts those ideas into digital representation. Also, they develop all the plans, make pitch, present ideas to the clients.

Finance Department:

This is very critical and very important department of Cookie Jar. Their main work is to make budgets for any digital advertising communication campaign, contest and for online promotion. In addition, they also take monthly payments from clients and fix remunerations.

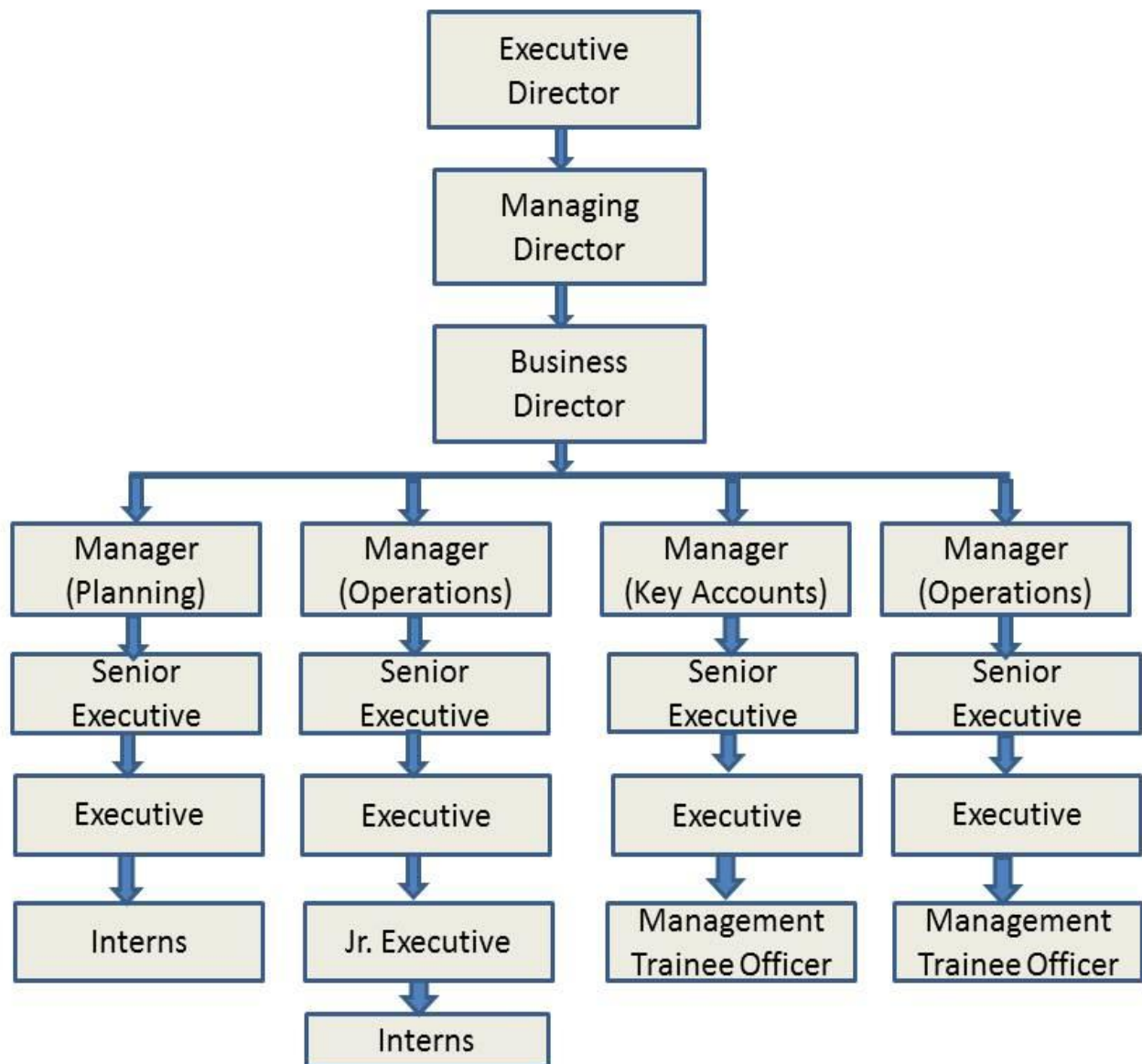
Cookie Jar Organogram:

Figure 2: Ranking orders.

Section III: Supervision and Supervisors at Cookie Jar

Mr. Asif Shahriar Mithun was my supervisor at Cookie Jar. Mr. Asif is a very friendly person. He is always there to teach me new things. As a Senior Executive in Client Servicing Department, Mr. Asif is responsible for managing clients and distributing the different works among executives and interns. He is very punctual and hard working. Also, he taught me the importance of time management not only at work but everywhere. My other team members were Mrs. Nusrat Islam Neesha (Executive), Mrs. Zohora Zannat Midun (Executive), Ms. Maliha Mahjabin (MTO), and Mr. Yeasinur Rahman (Executive). Mr. Yeasinur Rahman completed his under-graduation from BRAC University last year. I have known him from my first year BRAC University. He is like an elder brother to me. Moreover, he taught me so many new things that I never thought existed in social media, such as targeting audiences according to their gender and age, downloading data from a page. He always motivates me, and appreciates my effort and dedication for learning new things.

Section IV: Client Servicing at Cookie Jar

I was hired in client servicing department. I got the chance to work with and for so many well-known amazing brands, to illustrate Energypac Electronics Ltd, Biotique Natural, Detos, MeenaClick and Veet. For clients I always had to keep their contents up to date. Everything is now based on technology, and everyone is now on social media. The core reason of social media was to socialize but due to the advancement and globalization its purpose has furthered. Globalization made everything just one click away. I learnt about globalization and its importance while doing ENG333 – Globalization and Media course. There, I learnt that we are all affected by the occurrences happening around the globe. Social media are more than just a platform to socialize. Google and Facebook's profitability are linked to profound changes within the advertising industry (Fuchs 3). And no matter what type of clients you serve, it's likely they want to be able to use the same technologies for similar conveniences... (Reach 18). Client service is easier for those who have good communication and interpersonal skill. I had to communicate with clients over the phone, mail and Facebook to know about their needs and preferences for upcoming contents. I had to keep my communication on track with all my clients as they all have different categories of goods and services.

“Copywriting is the art and science of strategically delivering words (whether written or spoken) that get people to take some form of action”²⁰. I did not have any idea about copywriting before taking ENG404– Copywriting course. I always thought “Copywriting” as “Copyrighting”. Afterwards, I found out that these two are totally no way near to each other. In addition, I learned how to write a good copy and which things I should keep in my mind while writing any copy. Copywriting is simply rearranging the simplest words in a way that helps sell better. “Simpler

²⁰<https://expresswriters.com/what-is-copywriting/>

the better” is the ground rule of a good copy to be specific, I have learned pragmatically about how to write a copy and how to be a copywriter. Detail about copywriting will be discussed later in this paper. However, in client servicing department I had to do these following tasks mostly:

- Understanding clients’ brief. I did MKT201 as a course out of department where I learned about understanding client’s brief and categorize target group (TG) according to brand also finding out their demographic and psychographic value based on consumer buying behavior.
- Creating pitch. A pitch is made by agencies based to client’s brief. This is commonly known as an RFP, or request for proposal. This will outline the scope of work, what needs to be done, when it needs to be done by, and other information that prospective agencies need to know.²¹ Creating pitch is actually under Planning department.
- Creating contents along with its copy and sample graphic. For the graphics I used Photoshop, sometimes just hand drawn. For final version of graphic, I mailed the whole content idea to the Creative department after client’s approval.
- Creating monthly calendar for upcoming contents by researching important days and events in that particular month. For an example, Eid day.
- Preparing monthly reports by examining and calculating page’s spreadsheet and compare them with previous months’ report.
- Lastly, their community management where I had to manage clients’ Facebook pages. Most importantly besides uploading daily contents I had to answer audience queries on the page to keep the page’s response rate high.

²¹<https://www.thebalancecareers.com/what-exactly-is-an-advertising-pitch-38448>

As mentioned before, I got the opportunity to work with so many famous brands in Bangladesh and some globally well-known brands at Cookie Jar. In the following I will be discussing few prominent brands that I worked with.

1. **Energypac Electronics Ltd:** My stay at Cookie Jar has been particularly enriched with my experience with Energypac. Energypac is one of the leading power engineering companies in Bangladesh. Continual research and development, state of the art production facility, quality products, competent services, and countrywide operations have made it warmly acceptable to the customers²². The organization is committed to the research, development and production of highly efficient and eco-friendly products for the country's booming electronic industry²³. It was my most favorite brand among others. From the very first day to my last day I worked with them.



Figure 3: Energypac Electronics Ltd's logo.

The primary target group of this brand is people with electrical knowledge, particularly those who have electronics shop or looking for electronics devices (i.e. fan, led bulb) for their household usage. The tone of this brand is quite formal and serious as they represent high valued electronics company in Bangladesh. My first work for them was to create a

²²<http://energypac-bd.com/>

²³<https://www.energypacelectronics.com/energypac-group>

visual for Mother's Day post. I also wrote creative copy for that post. Creative copies are written on the graphic. Moreover, I was also told to think about the visual and copy for a teaser post. In that teaser post I had to tell the audiences that something big is coming before Eid without disclosing the offers elaborately. I learned how to create the hype among audiences by creating teasing and stirring copies. Furthermore, I also wrote two whole scripts for their TVC. One is regarding Eid-ul-Adha another for upcoming election. I had to research frequently other electronic brands such as Click, Vision, Bijli to learn about their updated contents.

It is common to in advertising to mock other brands. Although it is acceptable widely, it has to be subtle and indirect so that no can sue one another for using their brand name without taking permission. Furthermore, I worked for their tagline. They asked for a brand slogan which can easily reflect their brand motto. While doing ENG404 –Copywriting course I have learned that slogans have to be elaborate and plain with no exaggeration. However, slogan and tagline are interchangeable yet different. A **slogan** represents a brand's mission, what it stands for, and also how it's helping customers. On the other hand, A **tagline** is a catchy pun that evokes the image of a brand in the minds of customers²⁴. For an example we all know “Just do it” is a tagline for Nike. It is short, crispy and easy to remember and the slogan of MasterCard is "There are some things money can't buy. For everything else, there's MasterCard." It is detailed and reflects the basic rationale. With keeping all these in my, I along with my team members came up with 30 slogans which can describe their brand. Among all the 30 slogans I had to shortlist only 5.

²⁴<https://blog.hubspot.com/marketing/brand-slogans-and-taglines>

2. **Biotique Natural:** Biotique Natural is a women-centric face wash brand. However, they also produce hair oil and hair shampoo but their main focus is on face wash. There is an Indian brand name called “Biotique” which is totally different from “Biotique Natural”. The brand is under ICP (International Consumer Product). The major focus of this brand are girls of the age-group around 18 to 30 who are very concerned about their skin and prefer natural solution.



Figure 4: Biotique Natural’s Logo.

Working for this brand was quite difficult as it focuses only on women. I have written most of my copies for this brand. Every day I had to post audio visual about how to stay fresh and natural. For that I had to study about skin problems and its natural remedies. I researched my topics online, of course, from trusted web sites. I have written in total 30 copies for everyday posts. It was called “সৌন্দর্য কথা”. It was posted everyday with different topics during the holy month of Ramadan. All my copies were followed by “you oriented writing” rules. “You oriented” are basically a form of writing where the reader feels like the copy is only for them and it is talking directly with them. The “you oriented” approach makes the content more accessible and personal²⁵. This helps the reader to understand better than general writings. Furthermore, I used simple word so that readers can easily understand and take necessary steps to nurture their skin.

²⁵<https://www.sundoginteractive.com/blog/how-to-create-you-oriented-content>

3. **Detos:** Detos is a chips brand. Because of its triangular shaped chips and name people mix it up with Doritos which is totally a different brand of chips. Youngsters are the primary target of this chips. So, it is deliberate to assume its tone of advertising. Working for this brand was interesting. I had to create monthly contents along with content's creative and post copies. Creative copies are written on the image and post copies are the caption for it. I helped those writing copies for both "Mother's Day" and "Father's Day". It was uploaded in a photo album describing the role of a mother and a father.



Figure 4: Detos' Logo.

While writing those ignored rhyming words, I made a campaign idea for "Friendship Day" and named it "Detos Buddy" but due to the shortage of time the client did not approve the campaign idea.

4. **MeenaClick:** MeenaClick is the online store of the well-known super shop Meena Bazar. In this era of digitalization for hassle free grocery shopping and to make it just one click away, they are spreading their business into e-commerce. Apart from grocery items they have cosmetics, household stuffs and drinks as well. To promote their e-commerce site, they need to advertise it in social media. As mentioned before, social media is the new platform for any kind of businesses. However, working for MeenClick was pretty tiring

also fun. I had to check all other similar sites (i.e. Chaldal, Othoba, Swapno) to keep up the pace.



Figure 5: MeenaClick's Logo.

The very first thing that I did at Cookie Jar was creating an FAQ sheet (Frequently Asked Questions) in MS Excel with some probable questions and their answers which the customers might ask. I made those in both Bengali and English. So, I translated some questions from English to Bangla and some from Bangla to English. Furthermore, the price of grocery items changes frequently so the price list has to be updated timely. To promote a particular item, I had to search for its picture online. The picture had to have good pixel and resolution to edit smoothly. Moreover, I have learned that “Discount”, “Buy 1 Get 1”, “Free” always should be in bubble text. It draws audiences' attention very fast and it is very effective.

Section V: My Contributions from Academic Knowledge

As a part of completing my graduation, I had to reflect my academic knowledge in it in. On the other hand, gaining work skills by applying academic knowledge is essential for further studies and work in relative fields.

Working as a client service intern at Cookie Jar helped me to develop and learn lots of things practically. Moreover, I worked in different other departments as well. I already discussed in the previous section about the tasks and projects that I have done for my brands. Furthermore, I learnt some basic strategies and marketing plans and observed how social media are being used as a tool of marketing. Researching is very important for a brand. Research helped me to improve my analytical and analyzing skills. I have done “ENG490 – Seminar Course” on media and research where I learned how to conduct research and analyze. Along with this, I combined my learning from “MKT201 – Introduction to Marketing” and learned to research the market, target group and planning to increase sells strategies.

Moreover, all other courses on Copywriting, Translations and Editing really helped me during this internship period. My contribution related with copywriting, translating and editing are described below.

- I. Copywriting:** Copywriting is not writing the texts for advertising only. Before starting to write a copy the brief from the clients must be understood and visualized properly. So, a copywriter needs to think, calculate and decide many things which are beyond just writing. Moreover, different brands have different qualities and different kinds of products in the market targeting to different buyers based on age, class, profession etc. Copywriting is all about finding the optimum way to communicate

(Albrighton, 5), understand this factor and communicate with the audience accordingly. Moreover, a copywriter has to be inflexible. If he comes up with a beautiful line that goes with the clients' mood that makes him a good writer, but if he can come up with the exact line that goes with the target audience's mood, that makes him a brilliant copywriter. The copy always has to respect its readers. Firstly, the *tone* of a copy requires much attention. The tones which I have used for my brands are given below:

Brands	Target Group	Behavior	Tone
Energypac Electronics Ltd.	Male, EEE Students, Electrician	Serious, Formal	Serious, Informative
Biotique Natural	Female, Age 16 to 30	Friendly	Sweet, Friendly, Lively
Detos	Youngsters	Friendly, Chilling	Friendly, Chatty, Humorous
MeenaClick	Male Female both, Age 25-35	Serious, Concern	Economical, Informative

According to brands and their target group, I categorized their tone of copy. Secondly, I followed “*You Orientation*” while writing. This is more like talking to the readers directly in a conversational way. “You” is the magic word, thus some copies are better without it which brings me to my next point. Thirdly, a copywriter needs to think about how to structure his copy. For that he has to think about the basic elements which will include a CTA (Call to Action). CTA is to encourage the reader to take the further step in order to buy that product (Albrighton, 20). For an example, **আড্ডা জমবে বস, সাথে থাকলে Detos**. I wrote this copy for Detos where the call to action is to buy Detos whenever the “reader” hangs out with his/her friends, it will be more enjoyable then. Lastly, the use of “More than upto”. I used this in MeenaClick offers in pop-up bubble. Pop-up bubbles are an easy way to draw attention. Inside that pop-up I wrote the offer. For instance, “Buy within tomorrow and get more than 20% off!” because “21% off” does not sound much attractive than “more than 20% off”. This encourages the undecided customer to purchase products²⁶.

- II. **Editing:** Copywriting is really hard and it is even harder to write a good copy at once, it has to deal with lots of writing over and over again. Each client wants a number of creative samples with copies and, as mentioned before all my clients have different products with different tone of advertising. So, it was quite difficult me but before writing any copy or idea, I now have the habit of visualizing and brainstorming the whole brief with my team members. It has been said that, “A copywriter need to visualize everything in his brain first, and execute.” Apart from all the client briefs, I always kept in mind their product USP (Unique Sell Proposition) and TG (Target

²⁶<http://www.business.vic.gov.au/money-profit-and-accounting/pricing/Discount-strategies>

Group) to narrow the ideation. There's a famous quote by Earnest Hemingway "Write drunk, edit sober"²⁷. This quote has so many controversies but that is not the point here. All he meant is to write the key-idea and keywords and to edit them into a master piece later on. However, grammar is very important for a copy and it is fundamental of editing. Because a copy without proper punctuation and tense not worth a read. MeenaClick comes up with new offers everyday for their customers. While writing copy for offers or regular prices the first thing I did was to write down the features of the offers and time. Then I had to think about a creative copy for the advertisement. Although the headlines were just one or two lines, writing them was not as easy as it seems. Those one or two lines had to be good enough to attract the audiences with proper spelling and grammar. Furthermore, I wrote to TVC audio visual for Energypac Electronics Ltd. I used the "Narrative Storytelling" method where I wrote the whole scenario in third person's point of view in present simple tense. Narrative storytelling is technique where the method describes the point of view, background, characters and tone of the situation to propel the readers through completion of the story²⁸.

- III. **Translation:** Translation a fundamental part of copywriting. The term *Translation* itself has several meanings. While writing copies I followed "Intralingual Translation" which is translating words and signs into the same language (Munday, 5). After writing a copy, I had to rephrase it over and over again with different and easy to understand words to keep the copy simple. For an example, Energypac

²⁷<https://www.fastcompany.com/3066929/write-drunk-edit-sober-according-to-science-hemingway-is-right>

²⁸<https://penandthepad.com/narrative-storytelling-techniques-1645.html>

wanted an infographic post about their tube light. An infographic is a representation of information in a graphic format designed to make the specifics easily understandable at a glance²⁹. So, the infographic was to describe the quality of their tube lights, one of the qualities was “long-lasting” which is “দীর্ঘস্থায়ী”, I translated it into “টিকে বেশী দিন”. Furthermore, as mentioned before I had to translate customers’ queries from Bangla to English and vice-versa by using “Interlingual Translation”. It is translating words into some other language (Munday, 5). While translating faithfulness is very important, it is keeping the context intact during translation. Because of the lack of faithfulness, the context changes its meaning. However, ‘*Word for word*’ is a method to keep the content intact. In this method, the words are translated into another language word to word. But sometimes it is difficult to understand when a writing is directly translated word by word. Although it gives the idea and notion but it makes less sense. For that ‘*Sense for sense*’ is applicable. “Word” can be equated with the stimulus, while “Sense” can be equated with the interpretation (Farghal, 41). Sense-for-sense is translating the sense of a word. For an example, “The following description is for your attention” translated to “আপনার অবগতির জন্য নিম্নে দেওয়া হল”. Here, the translation of “attention” would be “মনোযোগ” but for the sense I translated it into “অবগতি” which also goes with the context as well as sense. Further, I borrowed words while translating the queries. Borrowing word means that the translator makes a conscious choice to use the same word in the target

²⁹<https://whatis.techtarget.com/definition/infographics>

text as it is found in the source text³⁰. I borrowed words like: “ডিসকাউন্ট”, “ক্যাশ অন ডেলিভারি”, “অর্ডার”.

³⁰<http://translatorthoughts.com/2015/09/translation-techniques-borrowing/>

Conclusion

Before starting my internship, I was intimidated as I have never worked anywhere before. Also, I have heard from my fellow classmates about their internship periods and their hard times. I did my internship for four months which was full of fun and learning. Moreover, Cookie Jar gave me so many opportunities to learn and enhance my skills, skills which I was not even conscious of having. I have obtained a lot of experiences unquestionably, a lot of the tasks and projects that I have toiled during my internship corresponded with my academic learnings. However, some particular things were totally new for me which I had no knowledge of. I learnt how to plan for an engaging campaign and how to prepare monthly report based on Facebook's insights.

I believe, the hands-on experience I have gained through my internship will help me a lot in my next workplace. I now know what is professionalism and am better prepared to deal with situations in a professional manner. I am also quite confident that I would make a positive impression anywhere I go. To conclude my report, I must say that my experience at Cookie Jar will definitely help me a lot in many ways. It is surely a bewildering experience to recall. This internship has been advantageous and I am indebted and obliged to get the opportunity to explore the world of digital advertising. The learning from this expedition helps me to be more precise about work, it enhances my analytical potential. Moreover, it inspires me to learn further and pursue my career in advertising.

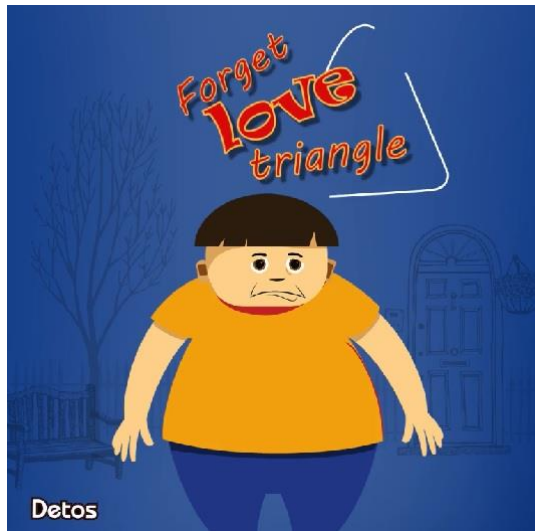
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Appendix

Appendix 1:

31



Brand: Detos

Product: Chips

Theme: Love Triangle

Post Type: GIF

³¹<https://www.facebook.com/DetosMania/videos/2148953385350645/>

Appendix 2:

32

বাবা মানে আস্থা, বাবা মানে শক্তি, বাবা মানে ভয়।
 সুপারম্যানের মত তারা আমাদের খেলায় রাখে সবসময়।
 বাবা দিবসে তাই Detos-এর পক্ষ থেকে সকল সুপারবাবাকে জানাই শুদ্ধা ও
 ভালোবাসা।

⚙️ - Provide translation to English



Brand: Detos

Theme: Father's Day

Post Type: Static

³²<https://www.facebook.com/DetosMania/photos/pcb.2121646148081369/2121645808081403/?type=3&theater>

Appendix 3:

33

**Brand:** Energypac Electronics Ltd.**Product:** Tubelight**Theme:** Lifelong**Post Type:** GIF

³³<https://www.facebook.com/Energypac.Electronics/videos/2048358751889006/>

Appendix 4:

34



Brand: Energypac Electronics Ltd.

Product: Extension Socket

Theme: Fast Charging

Post Type: Static

³⁴<https://www.facebook.com/Energypac.Electronics/photos/a.413758525492670/906687949533056/?type=3&theater>

Appendix 5:

35



Brand: MeenaClick

Product: Coca-Cola

Theme: Discount “Up to %”

Post Type: Static

³⁵<https://www.facebook.com/MeenaClick/photos/a.262260944183812/503566576719913/?type=3&theater>