Report On

The Internship Program at *Magnito Digital*

By

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An internship report submitted to the e Department of English and Humanities in partial
fulfillment of the requirements for the degree of
Bachelor of Arts in English

Department of English and Humanities
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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.

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Approval

The internship report that titled **The Internship Program at *Magnito Digital*** submitted by Maliha Akram Samin ID:18103035 of Summer 21 has been accepted as satisfactory in partial fulfillment of the requirement for the degree of Bachelor of Arts.

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Glossary

Copy: Copy is written material, in contrast to photographs or other elements of layout, in contents such as magazines, advertising, and books. In advertising, web marketing, and similar fields, copy refers to the output of copywriters, who are employed to write material which encourages consumers to buy goods or services.

Deliverables: Deliverables means all of the services, goods, products, work, work product, data, items, materials and property to be created, developed, produced, delivered, performed, or provided by or on behalf of, or made available through, the Contractor (or any agent, contractor or subcontractor of the Contractor) in connection with this Contract. This includes data that is collected on behalf of the Agency.

Quality Control: Quality control (QC) is a process through which a business seeks to ensure that product quality is maintained or improved. Quality control requires the company to create an environment in which both management and employees strive for perfection.

PR: Public relations (PR) refers to managing how others see and feel about a person, brand, or company. PR for corporations, notably publicly traded companies, focuses on maintaining a positive corporate image while handling media requests and shareholder inquiries.

Execution Modality - the style or manner in which something is accomplished or performed; technique

Chapter 1

Introduction

In today's extremely competitive market environment, every firm needs a solid marketing strategy that will help them promote, expand and survive. Previously, advertising agencies seldom sought internet marketing techniques, but only stuck to traditional promotional tactics. In addition, digital marketing has become almost essential for any business particularly due to its low costs and straightforward policies. Digital marketing includes promotions and strategies which allow clients to benefit from diverse services and brands that operate their enterprises whether at domestic or on the international market. Mainly due to the widespread use of mobile phones with internet access, digital marketing gained a lot of popularity in recent years. At the same time, increased reliance on social media platforms and other web services enabled entrepreneurs and businesses to advertise their clients' varied goods and services. Businesses and entrepreneurs can also have accessibility to relevant data and information from a given area from these social media platforms. Nowadays, advertising agencies ensure that businesses (their clients) get prospects, raise sales, enhance client satisfaction and boost the business' profits by obtaining the right combination of physical and digital advertising. Although typical marketing approaches remain to play a large part in Television commercials, billboards, and print advertisements with an overwhelming focus from the agencies, the scenario is rapidly evolving.

When I started my internship at *Magnito Digital*, it had already been a year since COVID hit. While some businesses were struggling to survive, others flourished. Digital marketing efforts were showing great promise by allowing companies to thrive during the ongoing pandemic which in turn had also increased the demand for digital marketing agencies in Bangladesh. The Internet seemed to be the only non-quarantine zone that provided companies a good chance to interact with potential customers. Typical business standards that

meet potential clients in person before they embark on trade might demand strict change in recent times, and by researching digital and social media platforms, businesses and entrepreneurs can successfully build valuable connections which will aid them in the long run.

During my time in *Magnito Digital*, I experienced an extremely stressful and fast-paced work environment where each week we had deadlines to meet. At the end of my experience, I had contributed to four Pitch Decks, helped in campaign ideation, translated scripts, and generated copies for various clients. I truly believe that my experience at *Magnito Digital* gave me an introduction to work-life and an overview of how marketing agencies function, which has enhanced the set of skills that I have acquired during my undergraduate study, especially through my concentration in Media and Cultural Studies.

Chapter 2

A Brief History of *Magnito Digital*

Magnito Digital is a digital agency directed with passion, inspired by technology and businesses, and is devoted to delivering businesses the highest quality of service, through the use of a fast-paced digital framework. *Magnito* was the very first Bangladesh-based fully integrated firm to deliver total digital marketing solutions. *Magnito* has vast expertise and resources enabling them to provide services at an enormous pace. They are the go-to agency for managing any digital products and services because they have established top brands in the digital space. They are also one of Bangladesh's most awarded digital agencies.

The CEO and founder of *Magnito Digital*, Riyad Shahir Ahmed Husain, recognized a disparity in the industry regarding the design and visuals of advertising. Especially huge organizations such as *Grey Dhaka* only catered to larger corporations such as Grameenphone, Coca-Cola, etc. There were hardly any agencies that handled the advertising of medium to small-scale businesses as the cost of advertising was too high. Initially, they started a communication agency named *Root Marketing Services* which later attracted big non-profit organizations like *USAID*, *UNDP*, and *IFC*. *Root* understood that traditional means of advertising would shift dramatically in the coming years. So, they began their investigation and ultimately concluded that the answer is in digital marketing. Hence, measures were adopted to welcome and prepare for this transformation.

Magnito Digital was launched in 2013 and has till now been Bangladesh's dominant player in the digital arena of advertising. Securing the *Grameenphone* deal as their digital

marketing solution provider was a huge triumph for *Magnito Digital* as Grameenphone is onsidered one of the largest corporations operating in Bangladesh, which was previously only partnered with *Grey Dhaka*. *Magnito Digital* has received multiple awards nationally and internationally over the years. In the year 2020, they won their fifth "Campaign South Asia" award. Moreover, this year they bagged five awards at Commward 2021 organized by Bangladesh Brand Forum.

"You should always pursue what you are passionate about. And for me, my passion was always brand, advertising, and communication." - Riyad Shahir Ahmed Husain

Chapter 3

Organizational Structure

At the top of the Organization is the management directory which includes the Chief Executive Officer Riyad Shahir Ahmed Husain, Chief Operating Officer Vicky Khawar Ahmed, Chief Finance Officer Fayaz Taher, Chief Marketing Officer Amer Khan, Creative Director Kaushik De, and lastly, Accounts and Servicing Director Ishraq Dhaly. Seven functional departments help the agency run smoothly with mutual cooperation and collective effort. Some of these departments are:

Content and Planning - The team is regarded as *Magnito*'s foundation and the tasks of the department are divided into two parts; First, it deals with Strategic Planning which is responsible for delivering customers with marketing strategies and recommendations. They have to set alternative paths to service consumers effectively and consistently. In addition, they also do pitches/presentations with new customers. Second, it is responsible for generating written content for the clients, online and offline, which involves a great deal of research and creativity. Other than this, the members of this department are also responsible for updating calendars for creative deliverables.

Client Service Department - The primary task of customer service is to preserve customer and potential connections. It communicates the viewpoint of the clients about deliverables to other departments and vice versa. They are also one of the most crucial departments since they solve business requirements and keep their customers pleased.

Operations and Analytics - This department deals with media buying strategies, measuring data, and analyzing information. The analytical team analyzes all quantifiable information using the finest technologies, to offer an overview of the position and future of brands to aid.

Design and Graphics - They manage all the creative design and graphics deliverables.

Human Resource Management - The basic functions of human resource management are planning, controlling, directing, and organizing company activities, utilization of workforce, recruitment and staffing, etc.

Business Development - They work to ensure that the company is growing and taking the necessary measurements to persist growth.

Magnito Digital offers a variety of services to its clients including:

1. Strategy

2. Content

3. Design

4. Campaign

5. Web

6. Social

7. Mobile

8. Development

9. Media

10. Analytics

11. Events

12. Innovation

Chapter 4

Content and Planning Team

The Content and Planning Team is considered one of the most critical organs of *Magnito Digital.* At present, the head of the Content and Planning Team is Brotee Tasnim Noorin who efficiently manages the entire team by assigning brands to the senior executives. She also allocates resources for the senior executives so that they can manage them and get the work done. There were four senior executives at *Magnito* when I joined in as an intern. Each senior executive had junior executives and interns working under them. I was assigned under the senior strategic planner Mufti M. Ashiq Shayeer, who at that time did not have any executives working under him due to unexpected labor turnovers. As he was my supervisor, most of my work was assigned by him to help him out with making Pitch and Campaign Decks for clients. Other times, I was assigned to generate English content for clients and do research work for other senior executives, whenever they required an extra hand.

Content and Planning Team members are responsible to generate timely deliverables for clients for which keeping track of the important dates of the calendar and the formulation of written content ahead of those dates were very strictly followed. The junior executives would make these calendars and also worked as copywriters to generate content. Once the contents were ready, they would be checked by the senior executives to ensure quality control. After that, the client service team members would follow up with and bring feedback from the clients, if required, until the copy has been perfected.

When making Pitch and Campaign Deck, the insights derived from the Operation and Analytics Team is also very vital as, without proper information, the right strategy cannot be produced. Therefore, fostering good relations between members of all the other teams was given a lot of stress by all the department heads throughout the three months that I had spent in *Magnito Digital*.

Chapter 5

My Journey as an Intern

I began my internship on the 1st of March, 2021, exactly a year after the *World Health Organization* had declared coronavirus a pandemic. Most offices were maintaining strict measures to ensure safe working environments by allowing employees to work from home. *Magnito Digital* had also implemented the same expedient, however, all employees were asked to meet once a week, on Tuesdays, at the office to make certain that employees maintain friendly ties with each other and not get bored of working from home all the time.

My experience with work from home was fairly pleasant. All members of the team needed to participate in status checks three times a day through Google Meet at 10:00 AM, 3:00 PM, and 6:00 PM, respectively. At the start of the day, everyone would be assigned tasks that they had to complete by the end of the day. The midday check-in was to ensure no one had any confusion regarding their tasks and to solve problems within the team. And the final check-in was to wrap up the completed tasks or to weigh up the progress made during that day. Other than the status checks, employees also had to be connected through a virtual work app called Slack where the management would assign tasks, people would post what tasks they have throughout the day or if they would be unavailable for any reason at any time of the day. Even the important cross-team discussions and material sharing would be through the use of Slack. Additionally, each team had a group created on WhatsApp where they would carry out their daily interactions between team members.

Unfortunately, I only met up with my coworkers three times throughout my entire internship period as the numbers of coronavirus patients were continually increasing throughout the country. Yet, I consider myself very lucky as my colleagues were very welcoming and accepting of me. In particular, on International Women's Day, *Magnito Digital* gave all the female employees a treat at one of the finest restaurants in Dhaka, of which I was

a part. These inclusionary activities truly made me feel as if I was a part of their family and not just an intern.

Chapter 6

Pitch Deck

Pitching in business essentially means presenting your ideas to potential clients. In marketing agencies, it is absolutely necessary to pitch potential clients and give them an overview of a year-long plan of how their marketing affairs will be handled by that certain agency, based on which the clients will decide if they want to sign a contract or not. A pitch deck is a presentation that is designed to effectively show the prospective clients, as well as arranging the services offered and making sure that we are the preferred partner to meet their requirements. It often appears in the form of PowerPoint or Google Slides. A pitch deck is generally very lengthy consisting of 100 to 300 slides. A deck created with expert knowledge may also help the agency appear very genuine and competent.

As my supervisor was in charge of pitching and making pitch decks, my tasks were generally relating to deck making. I would assist him in numerous ways such as:

1. Researching

2. Following up with the Operations and Analytics Team to make sure we were all on the same page regarding research

3. Writing content for pitch decks

4. Beautification of the pitch deck

As *Magnito Digital* was functioning amidst a full-blown pandemic with frequent lockdowns, training employees on how to make desk slides such as what tone to maintain, the kind of pictures to be included and where to get them from, the written content to be put, the template to be followed, and lastly, how to beautify the deck was all taught to us through online sessions held by senior executives. Initially, it was a lot of information to take in but as I practically had to carry out these tasks, it became clearer and easier to follow. It was through these online training sessions that I acquired a clear understanding of how Google Slides works

and the things that could be done using it, especially how to edit master slides, insert logos, and recreate the official *Magnito Digital* template to suit the client's business format. The pitch decks were based on heavy research so we allocated time to investigate the company to which we were pitching. To maintain the flow of the story of the pitch, we had to figure out the kind of problems we would address in the pitch and give necessary solutions to those. This was what they called a 'strategic approach". For example, when we were preparing the pitch deck for *National Development Engineers Ltd. (NDE)*, we had to brainstorm with the management about the kind of issues they wanted to address and the services that they were expecting from us. Based on those meetings and the brief given by the management, we were asked to collect data and do necessary research work such as finding out the market position of *NDE*'s competitors, the approaches the competitors followed, government regulations, the target audience, the mediums of promotion, campaign ideas, etc.

Personally, *NDE*'s pitch deck had most of my contributions and involvement as the brief for the pitch came right after I had joined *Magnito Digital*. For this, I could take the opportunity to observe, practically learn, and put into effect all the skills that I had acquired. Simply put, *NDE* was looking to partner with a marketing agency before they release their initial IPO to boost their company profile. In the pitch deck, the solution we provided was a detailed omnichannel marketing approach that will cover not only digital mediums but also traditional and PR activities. These included various campaign ideas, training programs, corporate AV, events, tv commercials, etc. Other than *NDE*, I have also contributed to the making of 4 other pitch decks. These are the following companies:

1. *Praava Health*

2. *Fortuna Green City*

3. *IMO*

4. *Grameenphone*

Chapter 7

Campaign Deck

Other than pitch decks, I also had to work on campaign decks which are usually mentioned briefly in the pitch. But once the plan for the campaign has been finalized, a detailed deck slide has to be made to get the final approval from the client. A campaign consists of a series of advertising messages that share one topic and concept/theme. It is specially developed to achieve intended objectives, including more brand exposure, greater sales, and better communication and collaboration in a target segment, across many channels. All these are done through the use of various promotional tools.

During my internship, I had to help my team with campaigns that were already approved during the pitch round, for which there was no ideation required for the theme that was to be followed. However, how that campaign is to be executed had to be finalized by presenting it to the client to make sure everyone was aligned with the same thought process. Most of the campaigns were for *Magnito*'s biggest client *Grameenphone* such as the Ramadan campaign, Eid campaign, MyGP App campaign, etc.

I found working on campaign decks much more difficult than the pitch decks as they required expert knowledge about the client's company, their unique style, and the topic on which we were working. Apart from these, there were a lot of execution modalities that involved professional marketing strategies that I was not aware of at that time as I am an English major. However, with the help of Google, I was able to get a grip on the marketing concepts, and over time, through practical experience, I understood how these concepts were to be implemented in those situations.

One of the most remarkable *Grameenphone* campaigns I have worked on was their Eid campaign. It had a series of execution modalities such as discounts on mobile phones from GP stores, online eid cards, thematic content series, eid recipe sharing, Smart Eidie via MyGP app,

etc. The Content and Planning Team would have brainstorming sessions during the status check meetings and everyone would come up with their unique ideas which they would try to incorporate in the campaigns and pitches. It boosted my confidence when my Team members appreciated my suggestions and executed them in many pitches and campaigns throughout my internship period.

Chapter 8

Copywriting and Translation

Two of the things that I could perform well without facing many difficulties were writing copies and translating material as I was familiar with them from my undergraduate courses. Though, I didn't have to perform these tasks too often as more attention was required making pitch and campaign decks. It was usually when an urgent copy had to be released or when I had free time that I was asked to do these.

According to the definition taught in the Copywriting course, Copywriting refers to the act or occupation of writing the text for advertising or other forms of marketing. Copy or sales copy is a written content that aims to increase brand awareness and ultimately persuade a person or group to take a particular action such as buying a product or service or subscribing to an idea. As *Magnito Digital* provides their clients online content, most of their clients expect certain copies at specific dates. I have had the privilege to write copy for clients like Nestle, Fresh, Sundora, etc. Though copies are much lesser in terms of words and length, a lot of thinking and research goes into the process. One must understand the company for which they are writing the copy and the target audience who the copy would address. In my copies, I used the "you" orientation to make the copy seem more friendly and personal. At the same time, I kept the language of my copy highly persuasive and stressed benefits, features and provided solutions for the problems that were associated with those products.

Now, what is translation? It is the process of translating words or text from one language into another. Since I have a better grasp of writing English than Bangla, I was asked to translate an online video commercial script for Hero BD, and some copies for BSRM, from English to Bangla. I generally stick to literal translation but in those instances, some of the translation theories that I learned helped me a lot such as parts of oblique translation, category shift, etc.

Chapter 9

My Work as a Researcher

Throughout the time of my undergraduate degree, I have worked on many research papers where I used qualitative research methods to justify the arguments that I was trying to make. Qualitative methods deal with words and meanings while allowing you to explore concepts and experiences in more detail. Whereas, quantitative research methods dealing with numbers and statistics while allowing you to systematically measure variables and test hypotheses. As I was used to qualitative research methods, I did not face difficulties relating to that kind of research work. However, it was quite a challenge for me when the research work was based on quantitative methods. Especially during the Grameenphone pitch, where we had to collect the data ourselves through the use of questionnaires and phone interviews.

The pitch was aimed at finding out why Robi was the market leader in Chittagong and how we can help *Grameephone* capture a bigger segment in that area. We followed two approaches to figure out why the people in Chittagong preferred *Robi*. First, by looking into their cultures and society. Secondly, by distributing questionnaires and carrying out phone interviews with people who live in Chittagong where we asked them to answer about their geographical location within that area, the network speed, and coverage, their demographical info (age, sex, educational background, etc). It was during this research that I learned how to make surveys using Google survey as well as how to efficiently distribute it within the target market. We tapped various groups on Facebook that cater to the public of Chittagong such as their local university student groups, buying and selling groups, etc., and distributed our questionnaires in hopes to get a greater response. Besides that, everyone at the office was encouraged to ask their friends and family from Chittagong to fill out the forms. The people who put their numbers in the questionnaires were called for phone interviews.

In theory, these might sound easy but in practice, finding the right groups, communicating with their admin, and organizing resources took a lot of effort on our part. I am very glad that *Magnito Digital* allowed the group of newly recruited interns to handle the responsibility of research work of such a big company as *Grameenphone*. This opportunity improved our ability to work under a lot of pressure. And since I had joined before all the other interns, I was asked to lead them which fostered my leadership qualities and my communication skills.

Chapter 10

Scope of Digital Marketing in Bangladesh

When the current government came to power, its biggest goal was to digitize Bangladesh. Over the years, there has been an increasing number of businesses that resorted to digital portals to operate their functions as well as an increasing number of consumers who use these online mediums to carry out commercial activities. From the figure below we see this rising digital growth in Bangladesh (Hasanat, 37).
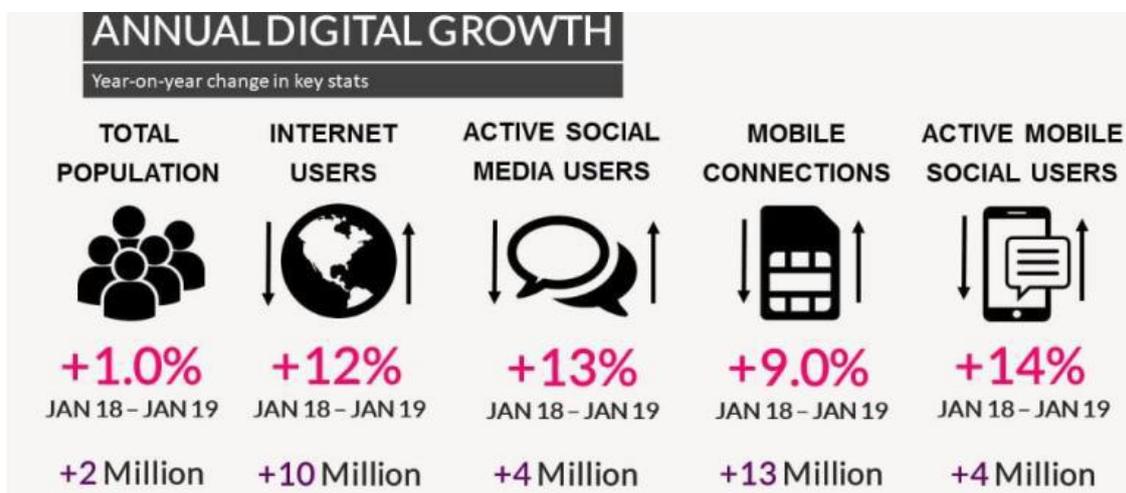

Figure 1: Annual Digital Growth of Bangladesh

(Source: Hasanat, 2020)

The rise in social media interest has been attributed to the rise in smartphone usage. The increasing use of social media in Bangladesh is depicted in the graph below. It demonstrates that the majority of Bangladesh's population uses mobile phones. Apart from that, the number of people who use the internet is constantly on the increase. The Bangladeshi market has a mobile penetration rate of 63 percent. As a result, digital marketing methods in Bangladesh can help businesses maximize profits (Hasanat, 38).
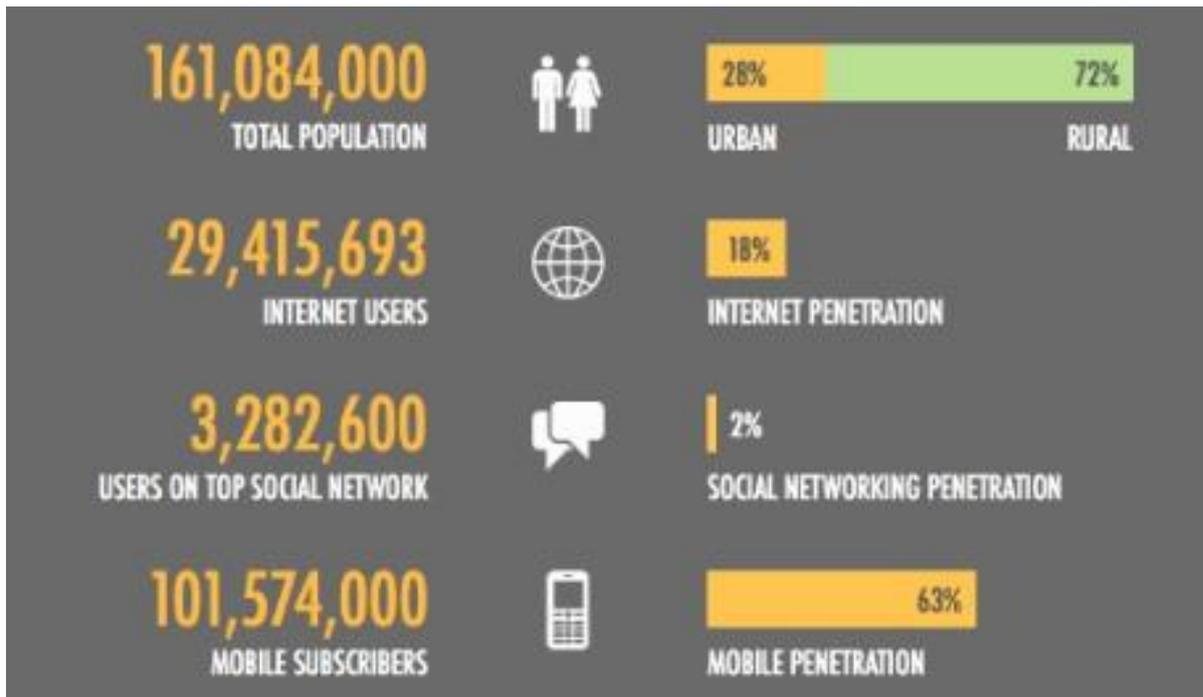
Figure 2: Social Media in Bangladesh

(Source: Hasanat, 2020)

Due to the coronavirus, the digital marketing landscape is already going through a major transformation. As the country goes into strict lockdowns every couple of months when the corona situation worsens, businesses are slowly but surely adapting to their new lifestyle by switching online. Rising e-commerce platforms and enthusiasm from the customers who shop online have made digital marketing an efficient way of maintaining profits while surviving hurdles.

Chapter 11

Connecting my Experience with Theories

One of the qualities that every English major acquires is to be able to critically dissect every situation and look at it from different perspectives. In this chapter, I will analyze my experience at *Magnito Digital* and relate them with some of the theories I learned during my undergraduate studies. Although what I am about to write might sound rather pessimistic considering the fact that I am just starting my career, I believe these ways of thinking have helped me prioritize the things that are important and matter above all.

From a Structuralist-Marxist perspective, I realized that the nature of my job was to manipulate ideology which affects the overall structure of power and culture, and my office, *Magnito Digital*, an Ideological State Apparatus. According to Louis Althusser, ideology is said to have a material existence. When writing copies for companies, it became very clear that advertisements are designed in such a manner that it conditions people into thinking in a certain way. For example, *Sundora*, a store that sells perfume, advertises them to their target audience in a way that makes the audience think about how their lives can transform for the better if they started using those perfumes. Once this advertisement is out via mass media, the target audience's ideology will be affected and altered and they will want to buy the perfume in hopes that it would make their lives better. This brings us to another point that Althusser talked about, which is how ideology represents the imaginary relationship of individuals to their real conditions of existence. Though these ideologies are not a reflection of reality, we imagine that our conditions would improve by using certain goods and services. Jean Baudrillard stressed how because of the excessively mediated world we live in, society has metamorphosed into a "simulation" where we are surrounded with copies of artificial reality which Baudrillard calls "simulacra". Because of the further digitization of mass media, we are moving into a world

where we would no longer be able to differentiate between real and simulacra which Baudrillard called hyperreality.

During my internship, I have also firsthand witnessed the absurdity of the global capitalist system which include excessive competitiveness amongst colleagues due to limited opportunities leading to toxicity, having to work beyond working hours which leaves no room to participate in other activities and being underpaid. George Ritzer's theory of McDonaldization of Society has demonstrated how productivity, reliability, quantifiability, replacement of people with technology, and management of incertitude are increasingly being stressed in almost every area of modern society as a means to rationalize the capitalist system (Ritzer, 100). Ritzer emphasizes the downsides of these rationalized systems and how they can in effect lead to irrationality, if left unmoderated:

> They spawn all kinds of problems for the health of their customers and the well-being of the environment, they tend to be dehumanizing and therefore unreasonable in various ways, and they often lead to the opposite of what they are supposed to create...Perhaps the ultimate irrationality of McDonaldization is the possibility that people could ultimately lose control over the system, and it would come to control us. Already, many aspects of our lives are controlled by these rational systems. It at least appears, however, that these systems are ultimately controlled by people. These rational systems, however, can spin beyond the control of even the people who occupy the highest-level positions within those systems. (Ritzer, 58)

Chapter 12

Personal Account

One of the things that I found astounding while working at *Magnito Digital* was how friendly and personal everyone was to each other at the office. This was mostly due to everyone being from a similar age range but it had its perks. During those three months, my colleagues became my friends, my supervisor became my mentor and an inestimable amount of advice on work, life, and love was dispensed by the senior management regularly for which I am grateful.

One thing that is considered normal at agencies is working overtime. As the pressure was intense, there were countless nights that I had to stay up to work. The difficulty was that I was still doing classes at that time so handling the pressure from the office and university overwhelmed me resulting in me having frequent breakdowns and self-doubt. Fortunately, I was blessed with a very understanding supervisor who handled the matter with great concern. He supervised me very closely through the use of Google Meet so that if I face any problems or if I need answers to anything, I can get the solution and answers right away. On this account, I owe my deepest gratitude to Mufti M. Ashiq Shayeer, who taught me everything from scratch, counseled me, motivated me to do better but most importantly, believed in my abilities. Without his help, I wouldn't have had such a remarkable positive working experience at *Magnito Digital*.

Chapter 13

Conclusion

My experience at *Magnito Digital* has successfully established the foundation of my career and put into perspective what I want to do in the future. Before I joined as an intern, I had very limited knowledge of how offices function and were not at all confident with my ability to take on responsibilities that I might have to encounter in my career. My experience opened up new possibilities for my career that I would not have taken into notice otherwise. Being able to put the knowledge I acquired through different courses into practice not only made the last four years of my undergraduate degree meaningful but also increased my appetite for learning.

I am very grateful to the people that I have encountered at work and the support I have received from them. It has been a privilege to be a part of the *Magnito* Family.

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