

Report On  
Functionalities of Client Service Department of Asiatic Mindshare  
Ltd

By

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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  
October 2020

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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:**

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**Istiaque Ahmed**  
19104208

**Supervisor's Full Name & Signature:**

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**Ms. Ummul Wara Adrita**  
Lecturer, BBS  
BRAC University

## Letter of Transmittal

Date: 9<sup>th</sup> October, 2020

Ms. Ummul Wara Adrita

Lecturer,

BBS

BRAC University

66 Mohakhali, Dhaka-1212

**Subject:** Submission of Internship Report on “Functionalities of the Client Service Department of Asiatic Mindshare Ltd.”

Dear Madam,

It is an extraordinary delight to present the internship report named “**Functionalities of Client Service Department of Asiatic Mindshare Ltd**” which was assigned to me as a partial prerequisite for the accomplishment of Bachelor of Business Administration degree. I am honored to work for leading organization of Bangladesh and achieve thorough knowledge. All through the examination, I have attempted with the best of my ability to oblige as much as information and applicable issues as could be expected and attempted to adhere to the guidelines as you have recommended. I made an honest effort to make this report. I am thankful to you for your direction and kind participation at each progression of my undertaking on this report. I will remain profoundly appreciative in the event that you benevolently take some pen to see through the report and assess my performance.

Sincerely yours,

---

Istiaque Ahmed

19104208

BRAC Business School

BRAC University

## **Acknowledgement**

I am grateful to Allah for granting me courage and capacity to achieve the completion of internship program just as the internship report within the time scope regardless of different difficulties. It gives me tremendous joy to pass on my heartiest appreciation to my Supervisor **Ms. Ummul Wara Adrita, Lecturer, Faculty of BRAC Business School, BRAC University**, for allowing me the chance to present my internship report on the "Functionalities of Client Service Department of Asiatic Mindshare." and for her nonstop help in constructing this report. It would have been hard for me to construct my internship report without her untiring help. I am profoundly obligated to **Mr. Yeasinur Rahman Rony, Executive, Client Service and my immediate administrator at Asiatic Mindshare Ltd.** for providing me with all the assets required to set up this report. At last, my appreciation goes toward my guardians and companions for their energetic collaboration and steady support all through my undergraduate life.

## **Executive Summary**

This internship report accentuates the work movement I have picked up as an Intern in the Client Service Department of Asiatic Mindshare Ltd. In this report, I have shared my involvement with Asiatic Mindshare LTD particularly in community management and campaign management work. I also have presented insights regarding my 3 months' work where I needed to work with various clients and analyze the impacts of customer relation management through digital marketing tools. It mirrors my works at Asiatic Mindshare. Since it's starting in 2001 in Bangladesh, Asiatic Mindshare LTD has consistently been serving quality administration. It has gotten one of the eminent and greatest media buying organizations in the nation within brief timeframe. In this report, I talked about few campaigns where I was a part of the team and different activities during my internship period. Asiatic Mindshare LTD has an incredible internship program. Organization representatives need to work hard for inspiring a brand and its esteem. If the organization-customer gulf can be diminished, it might facilitate the assignments for both the gatherings. Digital marketing correspondence is as yet a new angle which isn't practiced broadly till the date. More speculations and exploration in digital marketing are required which may bring about a superior perceivability of the brands and make the promoting and marketing more valuable which may draw in individuals for buying.

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# Chapter 1 Introduction

## 1.1 Rationale of the Study

Just hypothetical exercises can't make a business understudy productive in taking care of the reality circumstances. During their time working in the organization students can execute their insight and extracurricular encounters which they have assembled for most recent four years in his undergraduate period and contrast this information with the pragmatic ground. This report depends on a quarter of a year of Internship time of mine where I was allocated in the genuine workplace. I need to embrace this affiliation report since I needed to learn and show the genuine cycle of how agencies functions with Several Brands.

## 1.2 Objectives of the Study

- To know how Digital Marketing functions
- To comprehend the client service activity.
- To recognize issues with respect to client service activity.
- To suggest answers for client service activity.
- To increase viable information in the key working zones of a media buying agency.

## 1.3 Methodology of the Study

Two different sources have been used to collect the data. They are:

1. **Primary Data:** Most of the data used in the report was my personal experience that I achieved over three months of working period in Asiatic Mindshare LTD.
2. **Secondary Data:** The secondary data I have collected was from mostly the official websites of WPP, Group M, and Mindshare and also from various articles from the internet. I also took help from my supervisor Mr. Yeasinur Rahman Rony.

## 1.4 Background of the Organization



### About the company

Mindshare relates generally to the development of consumer awareness or popularity, and is one of the main objectives of advertising and promotion. When people think of examples of a product type or category, they usually think of a limited number of brand names. The aim of mindshare is to establish a brand as being one of the best kinds of a given product or service, and to even have the brand name become a synonym for the product or service offered. For example, a prospective buyer of a higher education will have several thousand universities to choose from. However, the evoked set, or set of schools considered, will probably be limited to about ten. Of these ten, the universities that the buyer is most familiar with will receive the greatest attention. With this quest in mind, Mindshare is a global media agency network and the home of adaptive marketing. Mindshare's 7,000 employees are driven by the values of speed, teamwork and provocation and are dedicated to delivering competitive advantage for clients in a world where everything begins and ends in media. Mindshare is part of GroupM, which oversees the media investment management sector for WPP, the world's leading communications services group. Mindshare network consists of 116 offices in 86 countries throughout North America, Latin America, Europe, Middle East, Africa and Asia Pacific with total billings in excess of US\$31.4 billion.

### Group M

GroupM is the world's leading media investment company responsible for more than \$45B (COMvergence) in annual media investment through agencies including Mindshare, MediaCom, Wavemaker, Essence and m/SIX, as well as the outcomes-driven programmatic audience company, Xaxis. GroupM creates competitive advantage for advertisers via its worldwide organization of media experts who deliver powerful insights on consumers and

media platforms, trading expertise, market leading brand-safe media, technology solutions, addressable TV, content, sports and more.

## **WPP plc**

WPP plc is a British multinational advertising and Public Relations Company and the world's largest advertising company. Its main management office is in London, England, and its executive office is in Dublin, Ireland. WPP plc owns a number of advertising, public relations, media and market research networks, including Ogilvy, Wunderman Thompson, VMLY&R, Grey, IMRB, Millward Brown, Hill & Knowlton, TNS, GroupM, Kantar, and Burson Cohn & Wolfe.[3] It is one of the "Big Five" agency companies, alongside Dentsu, Publicis, Interpublic Group of Companies and Omnicom.

**WPP** made up of leading companies in:

- Advertising
- Media investment management
- Information, insight & consultancy
- Public relations & public affairs 3
- Branding & Identity
- Healthcare communications
- Direct promotion & relationship marketing
- Specialist-communication

## **Asiatic Mindshare Bangladesh**

In June 2001 Asiatic Mindshare started operating in Bangladesh as a joint initiative of Mindshare World and Asiatic MCL, one of the main advertisement organizations in Bangladesh, mentioned in the website of Asiatic (Mindshare, n.d.). Since then it has been bringing significant changes in local media scenario and of course in their clients' media investment. In Bangladesh it is the first of its kind, as it is a complete media planning, buying & research company. It is a driver of media research in Bangladesh media market. Mindshare was founded on the merger of the media operations of J. Walter Thompson and Ogilvy & Mather; Mindshare is poised to become the first truly global media company. Being the largest

media buyer in the world with full range of communication, it has network built on successful clients. Mindshare has certain edge over its competitors-Collaboration across WPP and with outside partners. It also has network solutions, full-service offering, volume & market place influence (Mindshare Bangladesh)

### **Mission of Asiatic Mindshare**

Keep evolving in size & dimension and provide complete solutions to client's communication needs in ever changing landscape. Asiatic Mindshare Limited aims to become one of the leading advertising agencies in Bangladesh by prudence, flair and quality of operations in their advertising sector. The agency has some mission to accomplish the hierarchical objectives from time to time. Their statements of purpose are not consolidated into single sentences rather they have summed up their main goal.

Some of them are mentioned in the following:

- Providing high quality media services with the help of latest technologies
- Providing fast and accurate customer service
- Setting high standards
- Innovating advertising at a competitive price

### **Vision of Asiatic Mindshare**

To create a work culture that inspires people to be curious, stay hungry and motivated, so that they can create extraordinary ideas that people would love to spend time with. MindShare's vision is to secure a very competitive advantage and unique solutions for customers in a media world, which is changing to the point of being unrecognizable. This is characterized by fragmentation of broad communications, going with media expansion and emergence of new technologies. This requests imagination, reasonable thinking and brilliant purchasing power. Mindshare -one stop media arrangement -drives all.

## **Core Service**

Mindshare manages its client's media investment with rigor and transparency. MindShare's core services are focused on delivering outstanding returns on media investment for its clients.

### **The core services are:**

- Strategic media consultancy
- Developing efficient and effective media strategies to meet client's business and communications objectives
- Media investment and negotiation
- Getting the best media deals for clients.
- Implementation
- Implementing clients' media strategies with precision and accountability. Clients of Asiatic Mindshare Bangladesh Asiatic Mindshare have 36 clients in two categories on its platform. These two categories are Digital & ATL. Currently a team of people serving the clients which is divided into:
  - Client Service Department
  - Planning Department 5
  - Media Department
  - Creative Department
  - Accounts Department

## Our Digital Clients



## Services offered by Asiatic Mindshare Bangladesh:

- **Media Buying**

Using consumer response insights and right marketing spend to help the clients gain maximum exposure for their brands. (Mindshare Bangladesh)

- **Media Planning**

Ensuring the client's business goal by offering result-driven & fully integrated media planning and strategy services. (Mindshare Bangladesh)

- **Data Analysis**

Helping Mindshare clients stay ahead of others by providing data-driven insight across the entire media spectrum.

- **Market / Brand Analytics**

Taking the client's brands to new heights by pairing the brand with exceptional marketing best practices.

- **Drama/Content Production**

Creating a wide range of content from print, digital, video, animated graphics, TVC, to web and social media content (Mindshare Bangladesh)

- **Digital Planning & Buying**

Providing Mindshare clients with focused, tailored & result-driven planning and buying strategy for the digital ecosystem

- **Digital Creative**

With a team full of creative minds & diverse background, producing bold & inspiring content at scale for Mindshare clients 7

- **Community Management**

Mindshare created a meaningful brand connection with the audience by listening to the queries and responding to them accordingly

- **Social Media Analysis**

Offering social media analysis tailored to clients' specific needs, real-time monitoring and trend analysis. (Mindshare Bangladesh)

- **Web development**

Mindshare provides their clients with precise web development solutions that gauge business / e-commerce growth strategy

## **Chapter 2: Activities Undertaken**

### **2.1 Work-Related Activities**

I had the chance to work at Asiatic Mindshare Bangladesh and I have performed extraordinary tasks that are led by The Client Service and Planning division. I worked there for three sequential months as an Intern as it was essential for this instructive program. During this period, I had a chance to experience different sorts of undertakings and obligations. The day I joined; I was acquainted with my chief Mr. Yeasinur Rahman Rony who is an Executive in the Client Service Department. He guaranteed me full help with instance of any issues. The Brands he takes care of are Clemon, Detos, Bashundhara Noodles, Bashundhara Pasta, etc. On my second day in office, I got opportunity to meet Mr. Abdul Alim Razi who is the Assistant Director of the Planning and Client Service Department. At that point he acquainted me with all the workers in The Client Service Department and Planning division. After that he gave me an instruction about the elements of CS division and clarified my obligations. He moreover gave me the entrance of one of the Facebook pages that I need to oversee. I was allocated to the following positions oftentimes

#### **Designing content Calendars for “Clemon” Social Media promotion**

I was assigned to deal with the web-based media profile of Clemon Clear Drink from AFBL. I was assigned to plan a Content calendar for the long stretch of December. My Goal was to plan a content idea calendar remembering a few factors that is significant during the period of December, for example, Victory day, Christmas Day, New Year's Eve, winter season, BPL and furthermore December implies individuals are probably going to go for a visit, etc. I needed to make contents that would both draw in consumers to connect with the post and furthermore urge them to draw in with the brand.

#### **• Creating content Calendar’s for “Bashundhara Noodles” & “Bashundhara Pasta” Social Media promotion**

Office gave me the task of making a calendar for the month of December for our customer Bashundhara Noodles. My Goal was to plan a content idea calendar remembering a few factors that is significant during the period of December, for example, Victory day, Christmas Day, New Year's Eve, winter season, BPL and furthermore December implies individuals are probably going to go for a visit etc. As Bashundhara Noodles Target bunch was Mother and Children I had engagement content that would be pertinent to a Mother and her youngster. I



have additionally proposed an engagement campaign idea for Bashundhara noodles that would empower them to pull in the consideration of the shoppers for a specific timeframe. For Bashundhara Pasta I needed to make propose content thoughts that would focus on the young section as this item fundamentally focuses on that client base.

- **Designing content Calendar's for "Detos" Social Media promotion**

Office also appointed me the task of making a calendar for the period of December for our customer Detos. My Goal was to plan a content thought schedule remembering a few factors that is significant during the period of December, for example, Victory day, Christmas Day, New Year's Eve, winter season, BPL and furthermore December implies individuals are probably going to go for a visit.

- **Community Management**

It was my one of my essential obligation at Mindshare. I needed to effectively react to all the comments and message from inbox and the comment box. All the messages and questions depended on various sort of FAQ, inquiries and crowd who needs to learn more about my items highlight and other determination. Some of them had communicated their musings and encounters as well. Some of them wish on EID day or different events and I needed to answer them all by keeping up page norms and methodology of community management. I needed to keep the Social Media Community of the Brand clean from spam and undesirable comment, erase shroud forceful comments. I needed to guarantee that the reaction rate is 100% and decline the reaction time however much as could be expected. The test predominantly starts when a Campaign is running. Keeping the network clean and react to each inquiry turns into a decent test at that point. During my first month Clemon's **How's That** mission was running which was an engagement-based mission in which each post reached to over a Million individuals and each post had around 3,000 or more comments that expected to answered to. Individuals had a great deal of questions during that campaign.

- **Meeting with Clients**

I was fortunate enough to have an opportunity to have a meeting with both Clemon and Bashundhara Noodles & Pasta's Brand Manager to discuss regarding their next year plans. For Clemon we had a meeting at AKIJ House regarding their upcoming national Competition focusing on Green Bangladesh. For Bashundhara Noodles & Pasta we had a meeting in which we discussed their next year planning's. The Brand Manager of Bashundhara shared with us

some details regarding the market share of their product in Bangladesh. How the noodles industry works.

### □ Meeting with Artists

I was blessed enough to have a gathering with Black Zang in regards to an up-and-coming Radio show. We examined about what he anticipates from this show, His requests, etc. We talked about concerning the show can be sorted out and made arrangements for most extreme achievement.

### □ Meeting with Mindshare team regarding Campaign planning

I had a meeting with the mindshare team consisting members from the Client service team, planning team and Media buying team. We discussed the How to plans for Clemons upcoming event. I got an opportunity to learn how a campaign is usually planned. How to set pre-event plans, Plans during the event, Post event activities and so on. Contribution from every department was necessary here as Campaign planning requires team effort and contribution from everyone from each department.

### □ Preparing Monthly Report

I additionally figured out how to set up a month to month report dependent on the customer's online media stages execution consistently. It is needed to present a PowerPoint based report to the customer to grandstand their Digital media execution consistently. Additionally, if a mission is running it is needed to show the customer the result of the Campaign. The report is ordinarily made from the Data sheet gathered from face book's Page understanding. Facebook page knowledge permits one to gather information from a particular time span to another. There are normally 3 sorts of Information accessible from the Facebook understanding alternative. These are:

**Page Data:** These are information of how the page played out every month dependent on like expanded, diminished, follower commitment, etc.

**Post Data:** These are information of how Facebook posts are performing and the commitment pace of each posts shared on the page. Commitment depends on the range and impressions made from each post. Every information is separated into two different ways which is natural information and paid data. Natural information is the no of

commitment made without advancing it utilizing advertisements, though paid information alludes to Engagement made by advancing the content utilizing Facebook advertisements. The commitment is resolved dependent on the no of likes, comments, shares, connect clicks, different snaps, photograph clicks, video sees it is getting both paid and natural way.

**Video information:** This are information of how recordings from the page are acting regarding video sees, connect clicks, likes, comments, shares and different snaps on the video. Video information are fundamental when there is a mission running in which the special medium is through video promotions. This information assists with deciding how the OVC or video business is acting in the web-based media stages.

#### □ **Performing competitive analysis**

I was asked to perform a competitive analysis of the digital platforms of Clemon which are Sprite, 7up and Pran up. The serious investigation standards included how contender brands are using their brand diplomats for speaking with their target group, the sort of limited time offers contender brands are utilizing during festive seasons, the sort of video content they are utilizing, how they are rousing their devotees to draw in with their content, how they are making more brand awareness through arranging distinctive events, how they are changing their items to draw in buyers more, etc.

## **2.2 Organization-wide Activities**

### **Client administration Department**

The client service manager is the ad agency executive who manages the campaign building measure. From client communication and work stream to financial plans and charging, client service manager has numerous duties. Client service executive heads interface an organization's inventive endeavors with advertiser's needs, from driving a first gathering on another record to exploring news sources for a campaign. They keep up associations with executives of client's organizations, supervise the office's record group over all orders and create systems for customers. So, the client service manager is responsible for all parts of the conveyance of work

to the customer. In any case, the record chief's job goes past only giving a customer what he needs. Customer administrations directors are issue solvers who break down business sectors and help promoters create business objectives for their goods and services. In Mindshare the CS Office likewise keeps up the online network of a brand.

(Alyson, Jennifer)

### **Media Buying Department**

Media buying is the way toward purchasing media positions for promoting (on TV, on the radio, digital signage, or on sites). A component of publicizing regularly found inside organizations; the essential objective of media buying is to accomplish the most elevated go after the most minimal conceivable cost. Effective media purchasers are gifted in arranging the cost of media for the benefit of their customer. Media buying starts where media planning ends, however at times buyers act as planners. Buyers utilize the data and methodology introduced by planners to make the correct arrangements and execute technique. Media buying is answerable for the purchase, execution checking, and advancement of campaigns.

### **Media Planning Department**

Media planning is the way toward recognizing and choosing news sources – for the most part papers, magazines, sites, TV and radio broadcasts, and outdoor placement– in which to put paid advertisements. The individual liable for assessing the numerous media alternatives also, planning efforts to help a specific item, administration, or brand is known as a media planner. A media planner's responsibility is to build up a planned arrangement for a specific customer's publicizing spending plan. They choose where, when, and how regularly to include a particular advertisement. The more the planner can advance – which means stretch – a customer's spending plan to come to the biggest number of individuals, the better their chances of getting results. The entire motivation behind publicizing is to make potential clients mindful of an organization's items or administrations and to convince them to get them. (Shopify.com)

## **Content Planning Department**

Mindshare offers the support of making a wide scope of content from print, digital, video, animated graphics, TVC, to web and online media content for Brands. Quality written content makes all the difference. Remembering that, mindshare group creates compelling special content and materials for its customers so they can accomplish the most extreme introduction they require.

## **Creative Department**

With a group brimming with inventive personalities and differing foundation, delivering strong and moving content at scale for Mindshare customers. Creative department incorporates video editor, graphic designer etc.

## **Chapter 3 Constraints/Challenges**

### **3.1 Identified/Observed in the Organization**

During the three months of the temporary position meeting, numerous constraints made hindrances. A portion of the impediments in making the report are following-

Working under Asiatic Mindshare Ltd. was not all that simple. Two days after I have gone along with, I was doled out to Clemon's Facebook page to keep up the network.

Clemons was running a commitment put together online media campaign based with respect to Bangladesh versus India visit. As the mission was centered on crowd commitment a great many comments were going to each post and I was allotted to monitor and react to every comment consistently. I needed to react to a huge number of comments made by the users as per their given messages and cover up or erase wrong comments made by the users. Each post had in excess of 2,000 comments made by users which had a decent measure of wrong comments that should have been taken care of. Observing this was a decent yet troublesome test as it is very hard to screen the network when there are endless inquiries made.

- I likewise needed to react to client inquiries that they have sent by means of the page's inbox. I had to react to each inquiry without committing a solitary error. During any mission the number of inquiries to react expands which become a great deal hard to keep up.
- When the campaign was on for the brand page, I needed to keep up the network from my home during occasions.
- It is very difficult to watch the entire organization and its exercises to get a productive yield. It would require a tremendous measure of time which was not accessible for this investigation.
- There was limited sitting area for interns.
- Dedicated LAN cable is given for all the employees and furthermore for the interns however most of the employees faced issue when it was required, thus at some point worker get baffled for this issue.
- The state of a portion of the PCs that were given for the intern's activity was not very great. Some were practically unusable and required an update.
- There is insufficient information on this Company accessible to use for making this report.

## **Chapter 4 Lessons Learned from the Internship Program**

### **4.1 Knowledge/Skills/Competencies Acquired from the Organization**

Internship is a wonder which is made for the fresh graduates as an aspect of their graduation program for the advancement reason. During the experience, I ran over numerous things. I have improved myself effectively over last 2 months. I have gotten punctual and more proficient at this point. The principal lesson that I learned from my involvement with the most recent two months was the viable use of the information picked up from what I have gained from learning at BRAC University not simply this, Asiatic Mindshare has built me up to think differently. My supervisor was cooperative if there should be an occurrence of sharing their knowledge and helped me in each part of my learning cycle. He assisted with building up my abilities that are certainly going to help me in my future life. The abilities that I have learned in the season of working in Asiatic-Mindshare are recorded beneath:

- **Time management**

To receive the corporate culture, I must be reliable in my movement and in normal life. Time management is an absolute necessity to follow at an association. In Asiatic Mindshare Ltd. it is a severe principle to arrive at office inside 10:30 AM. As an intern I needed to adhere to these standards with the goal that I can get ready myself to early get up in the first part of the day and prepared for office. Along these lines, this propensity will change my customary movement of my life in perfect time span.

- **Team Work**

As a client service intern of Asiatic Mindshare Ltd. I needed to coordinate with the other divisions while setting up a plan for the brands. As I am allocated with the brand Clemon I had to sit with the Media buying, Media Planning and planning group to set up a draft plan for Clemons forthcoming intra University event. We additionally had a gathering along with the Brand manager of Clemon and Bashundhara Noodles and Pasta with respect to the following year planning and Clemon's upcoming varsity event. Only proper collaboration of a team can make a program or event successful. Such experience has stretched my capacity to work in a group climate successfully.

- **Ability to work under tension**

There was time when I needed to deal with various assignments all at once under extreme tension, additionally work late up to late hours at office and severe cutoff times. This has shown me how to organize my remaining burden and work viably and proficiently.

- **Technical abilities**

During my 3 months at Asiatic Mindshare, I have utilized Microsoft word, Excel and PowerPoint to constantly make reports, plans and keep significant information noted for the customers. Aside from these I additionally did all the information investigation from the Facebook promotions director and from the Clemon Facebook page to set up a month-to-month report for the customer.

- **Personal Development**

In the time of my temporary position, it built up a feeling of demonstrable skill in me like sprucing up tenderly to look savvy and sure, having dependability; keeping up secrecy and working with duty. In addition, it assisted with knowing different standards and guideline in the corporate world and how to fit in there.

- **People Skill**

Working in an office climate for 3 back-to-back months has presented me to the workplace culture in an extended vision which I have not had the option to encounter during my academic years. This temporary job has improved my relational abilities as I have had the option to speak with my partners, administrators and different managers outside the workplace. The temporary job period has too helped me in improving my relational abilities as I have spoken with various managers with respect to various questions. In general, it has supported my certainty to connect better with individuals both officially and casually.



- **Campaign Planning**

During my internship period at Asiatic Mindshare, I got a chance to get familiar with the cycle of arranging a campaign for Clemon's intra varsity program.

- **Community Management**

During my internship period I needed to deal with the network of Clemon's web-based media mediums. I needed to answer to different questions by the customers; additionally, gripes and I needed to consistently draw in with them in a flash via social media.

- **Knowledge in the new field**

Before beginning my entry level position at Asiatic Mindshare, I had no information with respect to how a Media Buying Agency works. Following three months of working, I currently have adequate information with respect to an office works, how every department contributes in making a fruitful campaign and the hierarchy of leadership that is looked after there.

- **A Taste of corporate culture**

Working in a corporate office is another experience for any new alumni like me. This temporary job program allowed me a chance to apply the hypothetical information I have picked up during my University into work life. To think about the culture, individuals need to remain in the environment for some time. At that point the way of life is found out and known. Realizing the organization culture gives a favorable position to understudy like me to cooperate with others with deference.

- **Understanding Career Goals**

Working three months as an intern gives applicant a smart thought with respect to the business, consequently this encourages them to pick their vocation objectives all the more without any problem. Working at Asiatic Mindshare gave me with the experience of working at an Agency, the significance of this industry in our economy, the extent of learning and working with different brands.

## **4.2 Knowledge/Skills/Competencies Acquired from the University**

- **Presentation abilities**

During my varsity period I have obtained the information and experience of conveying successful introductions of various points. I have figured out how to set up an introduction dependent on reports and contextual investigations, I have taken in the best possible methods of conveying a viable introduction, what sort of introduction conveyance strategies are more powerful to draw in the crowds, how to handle troublesome Questions on a quick fire, etc.

- **Performing Consumer/Market research**

During my varsity period I have gained the information and experience of how information for a research is normally gathered. For my Marketing research course, we needed to play out a Consumer research at **BRAC** by gathering understudy information from in excess of 100 understudies at **BRAC**.

- **How to appropriately utilize referring to while planning reports**

During my time at BRAC, one of our educators trained us all that we have to know with respect to instructions to utilize the Referencing guide while setting up a report. He let us know the significance of giving legitimate reference while utilizing information from the web, diaries, etc. He showed us as well as given us a functional information so we can generally utilize this direction for our report making works.

## 5.1 Recommendation

Here are a few proposals made tending to the Challenges written in Chapter 3.

- **Hire Dedicated Community Management Employee's:**

The organization can recruit Representatives whose center duty is deal with the network of their brands. This activity would bring down the network the board pressure on their understudies.

- **Arrange appropriate sitting space:**

The organization can remap their working space to make more space for the interns to work appropriately.

- **Ensure Better Quality Internet Service:**

The organization needs to guarantee great web administration and furthermore the IT division needs to check consistently or week after week the network of the network access with the goal that the representatives accomplish their work appropriately.

- **Upgrade the work workstations:**

It is important to give a Laptop in a decent condition to complete work more rapidly. It would be better if the workstations can be supplanted with more up to date ones.

- **Make Company data more accessible:**

While making this report it was very hard to assemble organization Data from the web as there was restricted sources. Asiatic Mindshare can improve their site more by including more information into it.

## **5.2 Conclusion**

Since working in a worldwide Media buying office like Asiatic Mindshare LTD was one of my objectives when I was an undergrad level student. I am glad to such an extent that I could finish the last period of my undergrad life working here. For a youthful soul like me working with the innovative brains and experts was actually an incredible encounter for me. The workplace and individuals made it have an inclination that home. 360-degree correspondence is finished by Asiatic Mindshare LTD, however 3 months connections isn't sufficient for an individual to get familiar with every one of those, the connections made there is an advantage who are still with me assisting with adapting endless things. It was an extraordinary excursion working with so numerous local and global brands which reason that it has been an extraordinary learning open door for me. This has been an incredible learning experience for my profession.

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