

Report On

The Power of Words in Marketing

By

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An internship report submitted to the 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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Glossary:

1. Retailers= Contractual clients who are bound to take services from us for a certain time for example from 6 months to 2 years. Even if they assign nothing in a particular month, they are bound to pay us because of being one of our retailers.
2. Static Post= A promotion photo for a product or a service
3. Motion Post= A promotional short video of a product or a service
4. Typography= The size, shape, and color of the text.

Acronyms:

AV= Audio Visual

B2B= Business to Business

ESP= Emotional selling proposition

Declaration

I hereby declared that

1. The internship report submitted is my original work while completing a 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 that has been accepted or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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Letter of Transmittal

May 15, 2023

Roohi Huda

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Subject: Internship report on “The Power of Words in Marketing”

Dear ma'am,

It is an honor for me to submit my internship report on “The Power of Words in Marketing”, where everything has been covered under your supervision. I have attempted my best to complete the report with valid, essential, authentic, first-hand information and recommended hypotheses in an important and fathomable manner. I trust that this report will meet your desires.

Sincerely yours

Rukaiya Shawkat

Student ID: 19103019

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Non-Disclosure Agreement

This understating is made and entered into by and between *OVLEA Digital* and the undersigned student at BRAC University named Rukaiya Shawkat for the commitment to avoiding the unapproved divulgence of confidential data of the organization.

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Rukaiya Shawkat

Acknowledgment

First, I would like to express gratitude for the power of having faith in God. I would have never come to this position in my life if I never had faith in God and also in myself. No matter what was happening with and around me I knew God will make my dreams come true even if it takes a little longer. I am the first person I would like to thank first for not giving up on me. Despite facing challenges and negativities, I never gave up on myself and always support my dreams. As an ambitious young woman, I was my mental support to walk on the path I always wanted. I never listened to what people said, rather listened to what my heart said. My family did not support me as much as I wanted them to but, somehow, we came to a mutual decision just to keep the peace at home. A special thanks goes to my mother who was always with me during my undergrad journey, saying, "I don't want you to suffer the same way I did." I have studied my dream subject. I did everything that I liked to in my undergraduate life. I have no regrets. BRAC University has given me plenty of opportunities to explore myself. I grabbed every single one of them no matter what.

Secondly, I would like to thank my parents for not marrying me off and ruining my ambition. Lastly, I want to thank my faculties, especially Ms. Roohi Huda ma'am. I have done most of my major courses with her. Sometimes I disappointed her, but she never stopped encouraging me. I also want to thank Dr. Syeed Noman, whose words have never failed to inspire me and taught me to see life differently. There is also Ms. Seema Nusrat Amin ma'am who was more like a friend to me and cheered me up in every course of hers that I took. There is also Ms. Maisha Hossain ma'am. She showed me a new dimension to learning effectively. And last, Dr. Firdous Azim ma'am, a woman who herself is the very definition of boldness taught me

how to keep my weight in society to be recognized as a significant individual. Four other people in my life never failed to be by my side every time I needed them. My two best friends, my favorite senior Zarin Tasnim, and the love of my life Shifat. Tahsin and Anika are my two best friends, and Tahsin is the first friend of my university life. My paper will be incomplete if I do not mention how important they are to me. If this man did not exist, I could have never passed half of my courses. He was my mentor. And Anika was my therapist. They helped me to survive. Zarin has always guided me through my undergrad journey both mentally and academically. She played the role of my savior and my elder sister. In the end, the person I want to thank is Shifat, the most progressive man in my life. I thank God for blessing me with him. He is a man who always supports my dream, a man who is proud of me, and most importantly a man who was there for me during my journey of creating my own identity. He says, "I want you to know who you are as an individual, with your own identity." If he was not there, I would have never had the courage to pursue my journey. He is my crutch when my legs stop moving. Without these people, I could have never reached my academic goal.

Rukaiy Shawkat

Table of contents

Chapter 1: Introduction	1-2
Chapter 2: A Brief History of <i>OVLEA Digital</i>	3-4
Chapter 3: The Journey Begins	5-6
Chapter 4: My Daily Tasks	7
Chapter 5: My First Project	8-10
Chapter 6: Application of Theory and Knowledge from Related Courses	11-14
Chapter 7: Business Meetings	15-16
Chapter 8: My Very First Shooting Experience	17-18
Chapter 9: The Power of Typography in Copywriting	19
Chapter 10: Copy for Static and Motion Posts	20-22
Chapter 11: Proofreading and Editing	23
Chapter 12: Challenges	24-25
Chapter 13: Learnings	26-27
Chapter 14: The Hard Goodbye	28
Chapter 15: Conclusion	29
Chapter 16: Appendix	30-45
Chapter 17: Works Cited	46

Introduction

If I was asked what is the prominent thing in marketing, I would say “words”. Not money, not planning, not a strategy, not courage, or anything else. It is the words. Marketing is all about selling. And selling will only happen when one can convince someone to buy. And buying will depend on their word choice. The job is done if the words are correctly and professionally organized and timely delivered. No matter how great the product or the service is no profit will come if that is not sold. The way of using words to market things is called copywriting. Copies are the magical words that make marketing easier and help grow the business. There are a lot of products that we do not even need, but still, we buy them. This is because of the marketing strategy. Only one word, phrase, or sentence draws our attraction toward the product. Because of the appealing way it is presented, so appealing that we cannot but take a look at it once. This is how we end up buying that product or service. For example, Coca-Cola. “Coca-Cola has succeeded in reminding consumers of their brand through their advertisement” (Andersson, 16). Their slogan, *Taste The Feeling*, is an example of a world-class word choice that touched everyone. Besides, *Coca-Cola* itself is written with such bold and eye-catching typography. People from every country know this name. It is a very attractive and eye-catching name. That’s it. This is why words can have effects on the business. Also, using ESP it has become one of the biggest and most famous brands of all time. Then there is Lux. It is one of the most famous body soaps for women around the globe because of its persuasive copy. Though it has a controversial copy about being fair means being beautiful, let’s take a look at how much success that brings to its brand. This is how copy affects the product or service. During my internship period, my main task was to write copies and I also proofread. I understood the importance of a powerful copy. I saw that the more appropriate a copy is, the

more reach it gets in its social media account. Copy has its magic to persuade customers. The way it is written and the way it is presented are both equally important. As a student with a concentration in media, I saw how necessary it is to engage socially and have high social reach. While scrolling, a copy can grab your attention or maybe it persuades you to buy the product or service. It can have a magical power to persuade. Besides, authenticity increases its capability to persuade more. Vogue words can bring dangerous consequences. No matter how good the service or the product is, if customers are not persuaded, then the sales will never increase. The way words have the power to convince people in the same way words have the power to persuade customers to buy. Copy is a very sensitive matter in marketing. Proper use of it can bring huge success to the business, and wrong use can even cause the business to get sued for example, if a product claims to be the best of its kind without having any background research on its credibility, then the actual best product has the right to sue.



Fig 1: Copywriting and everything related to it

A Brief History of *OVLEA Digital*



Fig 2: Logo of *OVLEA Digital*

OVLEA Digital is a digital marketing agency. They provide all kinds of marketing services and solutions. OVLEA mainly does B2B marketing. It has retainers (clients who make contracts with us to take out services for the next 6 months or 1 year. For example, Omera LPG), and also does project-based jobs. It is one of the fastest-growing tech solution agencies for

the best marketing services. It has clients all over Bangladesh. It also has foreign clients. It offers 360-degree marketing solutions such as digital marketing, software development, website designing, app solution, graphic designing, user interface designing, motion graphic designing, front-end, and back-end designing, user experience designing, static post designing, AV (audiovisual, promotional video of a company) making, reel making, illustration designing, copywriting, poster, calendar, brochure, visiting cards, menu, leaflet, catalog, brand book designing, etc. It also manages digital platforms and specializes the marketing activities, media buying, and advertising. Besides, it hosts business events and provides strategic business solutions. Its office is in a small apartment which is very sweet. And my coworkers were very supportive and friendly. I must say they are so talented that some of them have a world-class profile and are recognized globally. OVLEA is very dedicated to its clients. Employees keep working until the project is submitted. I saw some of the most experienced employees spend the night at the office to meet the deadline. It also has some freelancers. OVLEA also treats its workers very cordially. The CEO of this company personally handles the workers when they need to share anything. Being an intern, I was treated the same way as all the other workers are. Moreover, it provides the shooting team to make AV and other videos for marketing even though it is not a production house. OVLEA is growing day by day, and giving the best outcomes to its clients.

My Journey as An Intern Copywriter



Fig 3: *OVLEA Digital*

I joined *OVLEA Digital* on 21st September 2022 as an intern copywriter. As a student with a concentration in media, my first choice was always to be a copywriter so that I can show my creativity and innovation. Initially, I used to think that it is a very limited field but after entering the marketing industry I discovered that it has a lot to do with business. It is a huge field to explore.

Before the beginning of my internship semester, I used the semester break to look for a suitable place to do my internship as I was worried about an internship placement in my interested field of interest. I researched a lot on marketing agencies in Dhaka. I started dropping off my CV physically according to the listed places I was interested in doing my internship.

OVLEA was the seventh one where I applied for an internship and they interviewed me the day I dropped my CV off. In the evening they confirmed my internship and I joined the next day. Even though I got confirmation from two other agencies but by then OVLEA won my heart.

The next day, which was my joining day I was introduced to my co-workers by my on-site supervisor. He told me all the responsibilities I had to take on as a copywriter. My main job was to write copies and do all the necessary things to write the copy properly. Also, I had to proofread everything created by the creative tech team before they were published. To write a copy, I had to sit with the client and office teams for clarification and proper understanding. Every time after writing a copy I let my supervisor check it and then presented it to the clients. Moreover, I had to research a lot to write an appropriate copy. Sometimes, I did all over researching for particular projects.

I had to present at the office by 10 a.m. and usually left the office at 7 p.m. Some days I had to stay a little longer if there was any ongoing project. They also took care of my security. If it was late at night an Uber was hired for me and I informed them after reaching home safely. The environment of the office was very safe for female employees and supportive as well. I learned a lot of things related to my life and career.

My Daily Tasks

I was very punctual even after being an intern. Not every day I was assigned the same tasks. I had to attend five days a week. Every day after arriving I used to clean and arrange my desk with a cup of hot coffee and then list down what I will do throughout the day. All day after working I used to list down what everyone else had done. At the end of the week, I reported to my supervisor with the doc file of all the work that was done by the whole team throughout the whole week. Writing daily and weekly reports was a constant for me. My main duty was with the creative team even though I have worked with the business team, the marketing team, and the production team. My creative team co-workers were amazing. They helped me a lot in making my daily report. At the beginning of a working day, I opened a new doc and arranged it in a journal format to write my daily journal. I also edited the entire weekly report at the end of the week if needed.

As a copywriter, I wrote several copies a day both in English and Bengali as per the client's requirements. Another daily activity that I did was to proofread everything before passing it to the marketing team. Font, typography, spelling, word accuracy, meaning, style, color everything that is considered important in writing. I also took part in the weekly meeting to generate ideas, and to be assigned new work for the upcoming week. Moreover, I researched to provide essential data to the creative team to make their work easier and quicker. Most importantly, I never forgot to switch off the connection of my PC and charger before leaving the office. As an employee, I considered it to be as important as my other daily tasks.

My First Project

As an intern, it was very astonishing to be given a project on a fire safety brochure. However, my on-site supervisor decided to surprise me with a whole project that I never thought I would ever be a part of. I was given a project to make a fire safety brochure and a Bengali video tutorial on the usage of LP gas for Omera LPG to use in a fire safety campaign. This was shown at an LPG fair held in India I was assigned as a copywriter mainly. Besides, I had to direct the whole team and submit reports daily. As a copywriter in the team, I wrote the copy of the brochure and the Bangla tutorial script.

So, one day suddenly my on-site supervisor told me to get ready for a business meeting and I became nervous hearing this. he took me to take a diary and a pen with me. We went to the head office of Omera in Gulshan 1. He made a visitor's appointment for the meeting. We went to the room. The marketing team arrived. The brand manager introduced us to the campaign team. Omera is one of our retailers. All their business campaigns for LPG and Solar Panel are done by us. My on-site supervisor introduced me to the team as a copywriter intern, so I got my platform to interact directly with the campaign team. They came up with the fire safety campaign proposal. As a copywriter, I interacted with them to know their core interests and wrote down the keywords related to focus on my writing. I was completely attentive in the meeting so that I did not miss anything important. I noted down everything like important words, way of writing, sentence type, highlighted words, additional information, important numbers, and most importantly the deadline.

After coming back from the meeting my onsite supervisor called me and handed me the whole project. He also told me to keep updating him daily. I was shocked at first after hearing it,

but I was thrilled too. I was determined that I will give my best for the project. It was my first and a huge chance to prove my skills. I researched a lot of relevant articles, pictures, and videos keeping all the points in my mind that I noted. It took my team to finish this project nearly fifteen days to. This included my writing part, their creative part, shooting, producing, and editing. I finished it then I proofread it and then submitted it to my on-site supervisor. He approved and he then submitted it to the brand manager. They took two days to evaluate it with their team and assigned some edits. Me and my team did it accordingly. The final result was satisfying and I eventually got to prove myself.

Tutorial link: <https://www.youtube.com/watch?v=43ESL7H8mVU>

Omera LPG

নিরাপত্তা নির্দেশিকা

রাশ্মিয়ার হোক নিরাপদ আর আপনি থাকুন নিশ্চিত

Omera LPG

দেশের মেরা এলপি গ্যাস

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কের ওমেরা এলপিগিজ ব্যবহার করবেন?

- ভাল বেশি, সাফল্য বেশি
- বাজারের সবচেয়ে ভাল নিরাপদ সিগিডার
- সঠিক মাপ ও মার নিশ্চিত
- পাওয়া যায় দেশের সর্বত্র
- অত্যধিক ইউরোপিয়ান প্রযুক্তি

সম্পূর্ণ জুড়ে ডিস্ট্রিবিউশন নেটওয়ার্ক
 আন্তর্জাতিক মানসম্পন্ন নিরাপদ পরিবেশ ব্যবস্থা

এলপি গ্যাস সিগিডার ক্রয়ের পূর্বে লক্ষণীয়

- ১. খারাপগন্ধি ঘনত্বকর অর্থাৎ কি না।
- ২. সোফটী কাপ ঘনত্বকর অর্থাৎকর অর্থাৎ কি না।
- ৩. সিগিডার সবসময় ঘাড় অবস্থায় রাখুন।
- ৪. সিগিডারের সবে খুঁচি রেগেলেটর চালানোর বা অসক, অসকর অর্থাৎই সোফটী কাপ সঠিক রাখুন।

এলপি গ্যাস সিগিডার সরবরাহের পদ্ধতি

- ১. কিংকর বেবিকিট বা অসক স্থান সিগিডার রাখবেন না।

চুলার সাথে এলপি গ্যাস সিগিডার সংযোগের পদ্ধতি

- ১. এলপি গ্যাস অর্থাৎই চুলার সঠিক সংযোগ স্থান রাখুন।
- ২. সিগিডারের রেগেলেটর খুঁচক করে গ্যাস সঠিক করাও কি বা সার্বকর সেরে নিশ্চয় পরীক্ষা করুন।

এলপি গ্যাস এর গন্ধ পাওয়া গেলে কী করবেন

১. জমাট বন্ধ গ্যাস দ্রুত বের হতে দেওয়ার সুবিধার্থে সার্বকর সেরে সঠিক রাখুন।
২. দ্রুত চুলার বন্ধ করে দিন।
৩. সিগিডারের রেগেলেটর ছাড়া বন্ধ করে রেগেলেটর খুঁচুন।
৪. সিগিডারের ভাঙের উপর সোফটী কাপ রাখুন।
৫. বন্ধির সোফটী ইলেকট্রিক স্ক্রুট বন্ধ করে দিন।

সুখিয়ার সন্তুষ্টতা থাকলে যা করবেন

১. সিগিডারটি নিরাপদ স্থানে রাখুন।
২. অসকর সিগিডার, ডিস্ট্রিবিউটর অর্থাৎ সিগিডার নিরাপদ স্থানে রাখুন।

সর্বশেষ ধাপ

১. ঘরর সব ধরনের সঠিক সিগিডার নিশ্চয় সেরে সঠিক রাখুন।
২. অসক ধরনের ইলেকট্রিক স্ক্রুট সঠিক রাখুন।
৩. সেরে সুখিয়ার খুঁচক করে, অসকর সঠিক রাখুন।

এলপি গ্যাসের গন্ধ পাওয়া গেলে কী করবেন না

- ১. ইলেকট্রিক স্ক্রুট খুঁচক করে রাখুন না।
- ২. সিগিডারের আবেগাশ অর্থাৎ গ্যাসের গন্ধ পাওয়া গেলে এলপি গ্যাসের গন্ধ সেরে রাখুন।
- ৩. সেরে রাখুন সেরে রাখুন।

সাধারণ নির্দেশনা

- গ্যাসের কোম্পানী অর্থাৎ সিগিডারের উপকারী রাখুন।
- গ্যাসের সঠিক রাখুন।
- গ্যাসের সঠিক রাখুন।
- গ্যাসের সঠিক রাখুন।
- গ্যাসের সঠিক রাখুন।

Figure 4: Brochure that I made

Application of Theory and Knowledge from Related Courses

There is no better way to know something than studying. To complete my undergraduate degree with a concentration in Media and Cultural Studies, I had to take some courses named Copywriting (ENG 404), Cultural Studies (ENG 331), Editing (ENG 401), Globalization and Media (ENG 333), Translation Studies (ENG 465), and English for The Print Media (ENG 440). The knowledge that I gained in these courses helped me to pursue my internship. I used to keep all my necessary study materials on my desk to remind me what I studied if I somehow could not recall. I always took help from the materials to come up with my best result. Whenever I was assigned work, I always tried to apply knowledge to my work to make it accurate and professional. As an intern copywriter, I used the knowledge from the course titled Copywriting was used the most. Theories from other courses were also applicable in some cases.

Strategies

- **Using adjectives:** I tried to use adjectives in places that would look appropriate, such as “Omera Priority is proudly enabling industrial business growth by assuring **uninterrupted** distribution of **sustainable** eco-friendly LP Gas.”
- **YOU orientation:** ‘You’ orientation works effectively in advertising. It also makes the customers feel prioritized and makes them feel that they are having a one to one conversation with them. For example, “Omera LP Gas makes **your** life easier, more comfortable, and enjoyable.”

- **Call To Action (CTA):** A call to action makes a copy more persuasive and effective. It is applied when we want customers to do something and tell them directly to take action through the copy. I learned this and the you orientation in ENG 404 copywriting course.

For

instance:

https://www.facebook.com/TGASBL/posts/598349211989781/?vh=e&extid=MSG-UNK-UNK-UNK-COM_GK0T-GK1C

- **Typography:** I had to use this technique several times in my work. I choose the appropriate font size, capitalized keywords, bolded the titles, used attractive colors to focus on specific words, etc. I learned about typography in ENG 401 editing course.
- **Stressing on benefits instead of features:** This way of writing copy is the most effective. It makes the copy sound like the product is directly talking to the customers about what can it offer. Telling about features is telling that this product has. But telling about its benefits is what this product can offer to make one's life easier. For example, instead of using "Top Gear is a car servicing company" I used, "Top Gear provides servicing facilities for your car". Stressing on benefits is transforming copy from advertise-oriented to customer oriented.

Theory

Panopticon and Power Apparatus: “Panopticism” is a social theory established by French philosopher Michel Foucault. In his book “Discipline and Punish” in 1975, he named the social theory after the “Panopticon” and provided the famous concept inspired by the Panopticon which is a type of prison designed by the English philosopher Jeremy Bentham. Bentham designed this special prison with a ring of cells built around a central point or tower to observe the prisoners from where only one guard can observe them but the prisoners cannot see the observer. Foucault describes that power as the metaphor for Bentham’s prison. The prisoners are powerless and controlled by the supervisor. The fact about the prisoners is that they are unaware of being observed by someone whom they do not know. The main idea of the panopticon is constant surveillance. “The Panopticon is by no means foreign to such preoccupations if one takes account of the chief inspector's surveillance of his staff and the constant watch kept over everyone through the windows of the tower, an unbroken succession of observations recalling the motto: each comrade becomes an overseer. So much so that one has the vertiginous sense of being in the presence of an invention that even its inventor is incapable of controlling. Yet it's Bentham who begins by relying on a single power, that of the central tower.” (Michel Foucault 157)

The concept of the Panopticon is more applicable in modern days. For example, CCTV cameras and social media platforms. Through these, we are constantly being observed both with knowing and without knowing. CCTV cameras are almost everywhere like malls, banks, offices, lifts, etc. Anyone can stalk us through our social media accounts. All our data are preserved in the internet. All data can be hacked anytime. We are always under observation.

During my internship, I was monitored the same way. The concept of the panopticon is applicable in my case as well. My on-site supervisor kept me under continuous monetization and based on his observation he evaluated me. Also, I had to apply this theory to my clients. As I had to keep myself updated with their latest interests, preferences, and trends. Besides, I had to collect data by researching and surfing social media platforms. It is very unfortunate that in modern days privacy became the least important thing in our life.

Consumer Culture: In the period of globalization consumer culture is expanding day by day as opposed to a production-oriented economy. It influences us to be materialistic. Businesses only think about making money and persuading customers to buy the product or the service even if they do not need it. One of the effective ways to persuade people is to advertise and copywriting is another way of advertising. Powerful conversive copies can make customer buys unnecessary products or services. It is at the same time making our society materialistic. During my internship, I had to write such consumer-oriented copies. For example, for restaurants, I have to write copies that offer free food. Then I wrote a copy for a car servicing company to offer services in a beneficial manner. The price is so attractive along with the services that people will take the service even if they do not need it. “It is often said that our society is too materialistic and that advertising reflects this. We are in the phase of a relatively rapid distribution of what is called 'consumer goods', and advertising, with its emphasis on 'bringing the good things to life', is taken as central for this reason. But it seems to me that in this respect our society is quite evidently not materialist enough and that this, paradoxically, is the result of a failure in social meanings, values, and ideals.” (Raymond Williams 335)

Business Meetings

Being an intern copywriter, I had to attend meetings to collect information about the copy and know the client's interests. I have attended meetings both physically and virtually. I remember my very first business meeting was at Omera LPG's head office at Gulshan 1. It was on the third day of my joining. I was very nervous and lost as I had never been to any business meeting before. My supervisor helped me a lot to be comfortable and told me not to worry. He introduced me to the Omera brand marketing team as their newly hired intern. The meeting was about launching a fire safety campaign and our task was to make a brochure and a tutorial. The brand manager told me to note down the keywords and their interests so that, I can use them in my copy. My supervisor took me with him for the creative brief. To write an appropriate copy, the copywriter has to present the creative brief. "The creative brief is one of the most important documents for copywriting and for the clients who instruct a creative team to produce work...Without it, the facts are vague...This is why the brief should be signed off by the relevant parties." (Blake and Bly 46). After that, they assigned us the project.

My second meeting was at East Cost Group's head office in Gulshan 1. Here we presented the AV (audio-visual) sample as per their requirement on using solar panels to have a sustainable energy source. Besides we discussed their booth planning for a power solution fair and collaborating with Omera LPG. I did not have that much to state, but I helped with information like the previous work that we have done for them. Besides, I always carried a notebook so I noted down the important information.

My last business meeting was with Dragon Palace, a Dhaka based cloud kitchen. The meeting was about the launching planning. So, we went there to discuss service prices and

provide effective suggestions for the business. I contributed to this project. I made the PPT (PowerPoint slides) to present our services for the business and researched some influencers to bring publicity. The owner seemed quite happy with our package and presentation. After a few days, he decided to take our service. From logo making to menu designing, and advertising, everything was done by us. My role was to proofread everything before the creative team submitted the documents to our boss.

My Very First Shooting Experience

As an inter-copywriter, it was not necessary to be present at the shooting spot as I did not have any function there. One day my on-site supervisor asked me if I can go shooting with them. I showed interest as I never went on one. He told me that he wanted me to have the experience and to know how all these things are done. We went to Esquire Group's factory in Narayanganj to shoot an audio visual highlighting how solar power works better than any other energy source along with how beneficial it has been for so many years for Esquire Group using solar power. OVLEA Digital mainly does B2B marketing. Omea Solar is our client. We provide services for Omera Solar. Using our services, they sold a huge amount of solar panels for the entire factory of Esquire Group. And they made a deal for Esquire to buy solar panels from Omera for the next couple of years.

OVLEA's shooting team went to their factory to shoot how they are using solar panels to grow their business. Esquire Group is an international company with franchisees of items like clothing, electronics, zippers, plastic materials, papers, etc. We went there earlier as we had to finish the shoot before sunset. I learned how a shooting team works. Direction is important as well as good equipment. The team took footage from every possible corner to portray the proper usage of solar panels this is cleaned close shots to drone shots, cleaning footage, repairing footage, corner footage, hockey footage, footage of the investors (a machine that helps solar panel to function), etc. After we finished shooting the factory manager gave us a tour of the beautifully structured factory. It is a factory, but is surrounded by greenery and they make sure they produce waste as less as possible. Besides, there is a recycling system to protect the environment.

My task was to help the creative team make the AV. We helped them research, select, proofread, and analyze. After submitting the first video our client came up with some points to edit in the video. I and my team approximately took ten days to fully finish the AV (audio visual) and submit it to our client.

Omera Solar Tarasima Script <https://www.youtube.com/watch?v=k0lssdsxOVY>

Omera Solar AV <https://www.youtube.com/watch?v=WSCimhyKp-Y&t=5s>

The Power of Typography in Copies

Typography is the magical way to make a boring copy attractive and interesting. A copy includes a headline, a body copy, and an ending. Different sections have different functions. Depending on their different functions the typography changes. It determines the personality of a copy. Typography makes a copy look funny, interesting, annoying, thrilling, encouraging, or even intimidating. It includes font scaling, size, font type, and line spacing between letters, words, sentences, lines, and paragraphs. “Typography may be defined as the craft of rightly disposing of printed material by a specific purpose; of arranging the letters, distributing the space, and controlling the type as to aide the maximum the reader’s comprehension of the text” (Morison 2). Only by making a particular word bold or capitalized the whole meaning of copy can change. For example, a Malaysian sanitary napkin brand named *Libresse* has the following tagline for their product

“Let’s get **Real**.”

NO NONSENSE, NO PRETENSE, JUST A REALLY GOOD FIT.”

They showed the reality of women’s life during menstruation. Their copy is very encouraging because they cut off all the dramatic fake promises and instead told the painful truth behind period cramps. They say sanitary pads cannot promise the world during the period, but they can promise to have a good fit for sure. And to emphasize their truthfulness, they capitalized the send part of the copy. Also, they used a bigger font size compared to the other words in the copy to showcase their credibility and authenticity. (Libresse Malaysia).

Copy for Static and Motion Posts

During my internship period, the task that I did the most was write random short copies for static and motion posts. These posts are normally used for regular promotions. Static and motion posts are important for different reasons. Static posts are used on a daily and weekly basis to raise awareness, showcase achievements, advertise, congratulate, etc. On the other hand, motion posts are used to celebrate, make announcements, etc. I wrote copies for the posts and directed the creative team to highlight keywords and select the font size. Most of the time, we were not allowed to select fonts and colors as clients choose those for us.

The hardest part was to please our clients. I remember, there was an awareness post for Omera LPG that I wrote. After submitting it to our client, he was constantly changing one word as he could not find any appropriate word for the post. I came up with three different copies and it took me a whole day to satisfy the client. It was a copy containing two sentences, but it is the most painful memory of my internship period. The post was created to congratulate Bangladesh Women's cricket team for getting selected in the 2023 finals of World Cup cricket.

1. "বাংলার বাঘিনীদের SAFF বিজয় উপলক্ষে Omera পরিবারের পক্ষ থেকে বাংলাদেশ নারী ফুটবল দলকে জানাই অভিনন্দন।"
2. "SAFF বিজয়ী বাংলার মেয়েদের ওমেরা ব্লগ এর পক্ষ থেকে জানাই অভিনন্দন।"
3. "২০২৩ সালের নারী T20 বিশ্বকাপে বাংলার মেয়েদের যায়গা করে নেওয়ার মাধ্যমে সূচনা হলো এক নতুন অধ্যায়ের। "বাংলাদেশ নারী ফুটবল দলকে জানাই অভিনন্দন।"

These were my copies approved by my supervisor. Before they were approved, I got rejected three times in a row.

Then the brand manager came up with a copy which seemed completely unsuitable for the event, yet we had to work according to his instruction. That day I learned that the customer is the king.

"সেরাদের এই সাফল্যের সূচনা হোক আমাদের নতুন দিনের জয়যাত্রা, বাংলাদেশ নারী ফুটবল দলকে জনাই অভিনন্দন। "

<https://www.facebook.com/OmeraLPGas/videos/শরতের-নীল-আকাশের-মেঘের-ভেলায়-কাশের-খেলায়-ঢাকের-তালে-যোগ-দেব-সব-হৃদয়ের-এই-মিলন-মে/831613741588973/>

<https://www.facebook.com/OmeraLPGas/videos/দেশের-যেকোন-প্রান্তে-গ্যাস-সরবরাহ-নিয়ে-উদ্বিগ্ন-না-হয়ে-ভরসা-রাখুন-সাপ্রসী-ওমেরা-/646893123639279/>



নিরাপদ জ্বালানীর নিরাপদ সমাধান
বহুতল ভবনে ব্যবহার করুন
দেশের সেরা ওমেরা এলপিগিজির রেটিকুলেশন সিস্টেম

Omera
LPG

Figure 5: Sample of a static post

Proofreading and Editing

To become a professional copywriter there is no other way but to work on the quality of proofreading every time before submitting any copy. My supervisor always reminded me of doing that. It helps to avoid silly mistakes and become an expert in writing copies. Proofreading leads to editing. The mistakes that are found after proofreading are corrected by editing. While proofreading and editing, I had to concentrate on two things mainly. One was to make the copy flawless, and another one was to make it reader-friendly. I may use jargon to satisfy my clients, but if the copy does not bring the anticipated success, then that would be a failure. This is why being an intern copywriter I had to prioritize both clients and target audiences. The way appropriate words are important, presenting those words in an attractive way is also equally important. “The primary aims of the copyeditor are to ‘remove any obstacles between the reader and what the author wishes to convey, and also to save time and money by finding and solving any problems before the book [or journal] is typeset so that production can go ahead without interruption.’” (Blake and Bly 126).

I wrote a script for a tutorial. I had to focus on my word choice, arrangements of the words and the sentences, keywords to emphasize, and gaps between words to make it more realistic. Being a good copywriter, editor, and proofreader require reading, researching analyzing, and practicing. I read the daily news and analyzed billboards, banners, and other advertisements instead of wasting time in traffic jams. These helped me a lot to become more efficient in my work.

Tutorial: <https://www.youtube.com/watch?v=43ESL7H8mVU>

Challenges

As an intern, my first challenge was to cope with the agency culture. I never had any corporate experience before except for a little experience of working from home as a freelancer. As a result, it did not take me much time to understand the assignments, but it took me time to understand how to fit myself into that work culture. In the beginning, I only observed and gathered knowledge about who is doing what, how to operate some devices, how to use shortcuts to do something in a short time, and who is an expert on what, so that I can learn it from him and have properly use of my internship period. I got to know all my co-workers and made a professionally good bonding within a couple of weeks.

My second challenge was to be professional. My work was a casual thing. This is why learning professionalism was a tough task for me. Joining business meetings, going to the office on time, being present in weekly meetings having all my speech and samples ready, dressing in a way that does not violate the office environment, speaking in such a way so that, I sound professional, presenting samples with full preparation, and submitting work including being ready for being asked any additional information on my presented work. It took me time to cope with this and practice it in my daily life.

The third challenge that I had to deal with was coping with the agency culture as a woman. I did not think that in this industry the contribution of a woman is not that much compared to a man's contribution. While looking for an appropriate placement to do my internship I did a lot of research. I had two options in hand to choose the suitable one for me. One was the new agency sector and the second one was the marketing agency sector. I willingly chose to be in the marketing industry to apply my creativity and innovation. After entering this

industry, I found the number of women working in this field is less than the number of women working in a news agency. Probably this is because the time flexibility is not like the usual in other work fields. It depends on the clients. We have to work according to their demands. Sometimes, it is too late to go home. I could have taken it as a threat and given up, but I did not. I chose to stay and learn and build my career in my field of interest. Besides, in the business meeting the female employees do not interact that much probably because of getting stopped in the middle, or probably because of not being selected to be handed over the project. I saw self-sabotaging. I was lucky in this case. My on-site supervisor always encouraged me to have my voice and come up with my thoughts in every meeting. I was not afraid, not shy, and not embarrassed about anything and I always had my voice to make my presence clear in this industry. Every time I made my mark, I was appreciated by my supervisor and co-workers. Moreover, I worked hard and did not worry if it was too late. My theory was clear, I have to learn, I have to cope with the culture, and I have to be brave enough to make any decisions for my future career.

Learnings

During my internship period, I learned a lot of things about building future my career, improving myself, and professionalism. My most co-workers were very supportive in every possible way. I have always received help from them every time I asked for it. My most close co-worker who used to sit beside me taught me many things regarding technology relating to writing as I am interested to build my career in that sector. Researching sites, writing tools, uploading platforms, writing patterns, and making an online identity are my interests. Examples of my interests include being a chat to improve my writing, a Google blog post to have an online platform to publish my writing to earn money as a freelance writer, making Fiver gig, SEO writing to become a professional writer, free Google courses on marketing to extend my knowledge, etc. I learned all these from him. He also helped me with topic selection and recognizing the target audience. He introduced me to Chat GPT and taught me to use it effectively. The real lesson that I learned from him is that technology is helpful as long as we are using it to improve our skills not to exploit the facilities of it.

A routine life helped my academic and personal life to improve. I learned self-control, having my voice, presenting my thoughts while not hurting anyone, prioritizing my needs, looking for opportunities, coping with people, building the ability to work hard to get what I want, and most importantly showing myself as a strongly opinionated individual with my ideologies. Every day I used to set a bar and tried to satisfy myself by fulfilling my expectations. It gave me the courage and power to stand up for myself without regretting it.

Lastly, professionalism is what learned during my internship. I used to think professionalism is only applicable for tasks. After joining, I discovered it is not just working that

requires one to be professional, but also include attire, conversation, approach, and presentation. I started maintaining all these. I keenly observed the way my co-workers chose words while talking to the team and the boss. I learned to present myself confidently with my words, work, and attire. I learned to be direct, indirect, diplomatic, strategic, kind, and straightforward in terms of conversations. I always tried to meet the deadlines and if I failed, I learned to handle it in a smart way that showed my confidence to finish the work perfectly. However, most of the time I met the deadline with zero mistakes. Another important thing that I learned in my professional life was to take feedback and criticism positively. As an intern, it was my golden time to learn, to fail, and to learn again from my failures. Whenever I received feedback from my supervisor and my team, I tried to apply it in my work and improve it. Besides, having helpful co-workers was a blessing for me. They gave me constructive criticism so that, I could improve my work.

The Hard Goodbye

OVLEA Digital was my first workplace. I learned many things, made connections, and had new experiences. They treated me cordially as I was one of them, not just an intern who will most probably leave after four months. My team and I used to go out to spend the lazy afternoons. We sometimes had parties on different occasions. The respect that I got even after being an intern, I will never forget. Whenever I went to attend any meeting with my boss, he always told me to state my opinion, so that I could show my individuality not just as a female intern who will only sit among people and have nothing to present. Even in awkward situations, they comforted me with their friendly gestures so that, I did not feel lonely. Everyone always encouraged me to be spontaneous. They used to talk to me about what I would prefer to do after graduation. They helped me with different ideas that let me keep my options open. After I finished my internship, my boss offered me to be a permanent employee as a copywriter for the creative team. Unfortunately, for not being able to manage time. I could not take his offer. Besides, he paid me comparatively more than they usually paid interns because they were satisfied with my work and manners. I still have good connections with my ex-colleagues. They helped me with materials for my internship report and anything regarding my future career.

My Recommendations

OVLEA Digital is one of the fastest-growing marketing agencies at present. During my internship period, I saw they have clients who just started their businesses like, Halal Kabob House (continental restaurant in the US), Dragon Palace (cloud kitchen in Dhaka), Double Horse (International tire brand), etc. to clients who already have an established business like, BAT (British American Tobacco), Pran, Omera LPG, etc. On top of that, they have every type of marketing service for small, growing, and large businesses. As a result, they have to handle big projects for big companies and small problems to solve for small businesses. For example, we had a project for BAT that we had to submit in three days. On the other hand, we had several services to provide to new restaurants. OVLEA does not have the manpower to provide every service to its clients. This is why we always had to be in a rush. I would recommend increasing manpower, particularly in the creative team to speed up everything. This is how some newcomers will also have the opportunity to have experience and learn. Besides, they can add more clients. My second recommendation would be to make the business communication team stronger as the CEO does always have time to attend every normal meeting. In this case, the business communication team will handle it professionally. It will also show their structured and professional servicing system. I believe these will help them grow and establish the company as a fully functional agency in the marketing industry.

Conclusion

All my life I have tried to make satisfy people instead of prioritizing myself. This taught me a lesson. A lesson to never let go of any other opportunity. I fought to fit in. Eventually, I stopped trying to fit in and started prioritizing what I wanted. Choosing an appropriate bachelor's degree was challenging as my future and career depended on it. I did not listen to anyone except my heart and do not regret my decision. This internship was one of the opportunities for me to grab and have a life-changing impact. I spend a lot of time carefully to chose my career of interest. I knew I had to overcome the obstacles and move forward. I chose a professional field when working as a woman is not that appreciated in our society. The advertising industry is famous in our country but is on the path to becoming demandable. I willingly choose this stream to build my career. I accepted all the challenges and turned them into opportunities.

This internship taught me about life. Some things cannot be learned by taking lessons only. To learn those lessons, qualities, and skills one must step into the real life. People will talk and invade, but having a strongly opinionated personality never let me down. I was my cheerleader. Yes, my close ones were always there for me, yet there are some things that no one else can solve but me. Having faith in myself and being courageous has always led me to success. Also, I got to know myself better by putting myself in a new environment. I learned my expertise, boundaries, ideologies, and way of reacting to incidents I have never faced before. It felt like I went on an adventure to know myself better and to make myself better.

Appendix

Wishing our Honorable Prime Minister

Sheikh Hasina

A Very Happy Birthday.

YOUR **LEADERSHIP**
HAS TRULY TAKEN OUR NATION
TO **GREATER HEIGHTS OF GLORY**



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এলপি গ্যাস সিলিন্ডার
ব্যবহার বা সংরক্ষণ করুন

**বাঁকা নয়,
সোজাই সঠিক**



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- 10PCS VEG SAMOSA
- 10 PCS GULAB JAMAN
- SALAD & NAAN
- 1 RICE

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- 10PCS VEG SAMOSA
- 10PCS GULAB JAMAN

FULL TRAY

- CHICKEN CHARGA.....\$180.00
- BIRIYANI.....\$200.00
Chicken
- BIRIYANI.....\$220.00
Lamb/Beef
- BIRIYANI.....\$250.00
Goat
- VEG BIRIYANI.....\$180.00

HALF TRAY

- CHICKEN CHARGA.....\$90.00
- BIRIYANI.....\$100.00
Chicken
- BIRIYANI.....\$110.00
Lamb/Beef
- BIRIYANI.....\$130.00
Goat
- VEG BIRIYANI.....\$90.00

*Conditions & Taxes Apply

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Leg + Thigh (50 Pcs)

CHICKEN TIKKA BREAST.....\$170,00

SEEKH KABOB.....\$180,00
Ground Chicken/Beef

CHICKEN BOTI.....\$200,00

NAAN.....\$60,00
(30pcs)

CHICKEN CURRY ITEM.....\$220,00

LAMB CURRY ITEM.....\$220,00

GOAT CURRY ITEM.....\$250,00

BEEF CURRY ITEM.....\$230,00

BEEF NIHARI.....\$200,00

PAYA.....\$200,00
Lamb/Beef

GARLIC NAAN.....\$90,00

HUMMUS.....\$120,00

PARATHA.....\$90,00

RICE.....\$40,00

ANY VEG CURRY.....\$200,00

FALAFEL.....\$100,00

GYRO.....\$200,00
Lamb & Beef

GYRO.....\$180,00
Chicken

MANGO LASSI.....\$30,00
1 Gallon

ANY DESERTANY DESERT...\$90,00
Rice pudding, Rasmalai

HALF TRAY

TANDOORI CHICKEN.....\$75,00
(25pcs)

CHICKEN TIKKA BREAST.....\$85,00

SEEKH KABOB.....\$90,00
Ground Chicken/Beef

CHICKEN BOTI.....\$100,00

NAAN.....\$30,00
(15pcs)

CHICKEN CURRY ITEM.....\$110,00

LAMB CURRY ITEM.....\$110,00

GOAT CURRY ITEM.....\$125,00

BEEF CURRY ITEM.....\$115,00

BEEF NIHARI.....\$100,00

PAYA.....\$100,00
Lamb/Beef

GARLIC NAAN.....\$45,00

HUMMUS.....\$60,00

PARATHA.....\$45,00

RICE.....\$25,00

ANY VEG CURRY.....\$100,00

FALAFEL.....\$60,00

GYRO.....\$100,00
Lamb & Beef

GYRO.....\$90,00
Chicken

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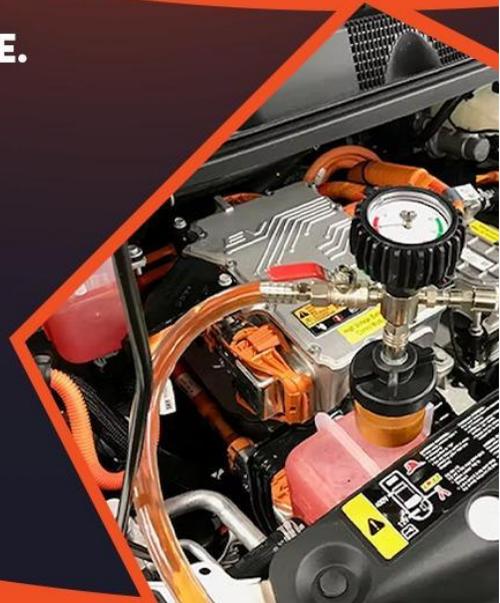
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TANDOORI CHICKEN 8 PCS,
CHICKEN SEEKH KABOB,
BEEF SEEKH KABOB,
SALAD, YOGURT SAUCE, NAAN.**

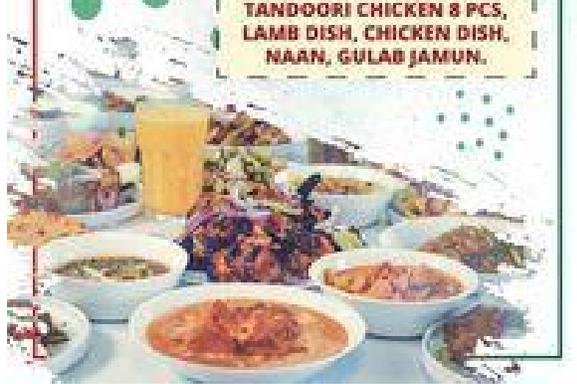



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REG. \$169.99
Save \$49.00

(SERVES 6-8)

WITH COUPON

**8 VEG SAMOSA, RICE, MIX VEG,
TANDOORI CHICKEN 8 PCS,
LAMB DISH, CHICKEN DISH,
NAAN, GULAB JAMUN.**





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LAMB DISH, CHICKEN DISH,
NAAN, GULAB JAMUN.



2023



আর তাই একটি সুন্দর ও সবুজ বাংলাদেশ গড়ার
প্রত্যয়ে গ্যাস আছে দেশের মেটা এলপি গ্যাস ওমেরা

NOVEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
			01	02	03	04
05	06	07	08	09	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

DECEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
					01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

16 DEC- VICTORY DAY

25 DEC- CHRISTMAS DAY



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2023



এই পথ চলা হ্রত জাতা গতিময়

SEPTEMBER

SUN	MON	TUE	WED	THU	FRI	SAT
					01	02
03	04	05	06	07	08	09
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

OCTOBER

SUN	MON	TUE	WED	THU	FRI	SAT
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

6 SEP- SHUVO JANMASHTAMI

28 SEP- EID-E-MILAD-UN-NABI*

*SUBJECT TO APPEARANCE OF THE MOON

24 OCT- BIJOYA DASHAMI
(DURGA PUJA)



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2023



হাজার কর্মসংস্থান
প্রস্তুত হয়ে বাসিন্দাদের জন্য

JULY

SUN	MON	TUE	WED	THU	FRI	SAT
30	31					01
02	03	04	05	06	07	08
09	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

AUGUST

SUN	MON	TUE	WED	THU	FRI	SAT
		01	02	03	04	05
06	07	08	09	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

29 JULY- ASHURA*

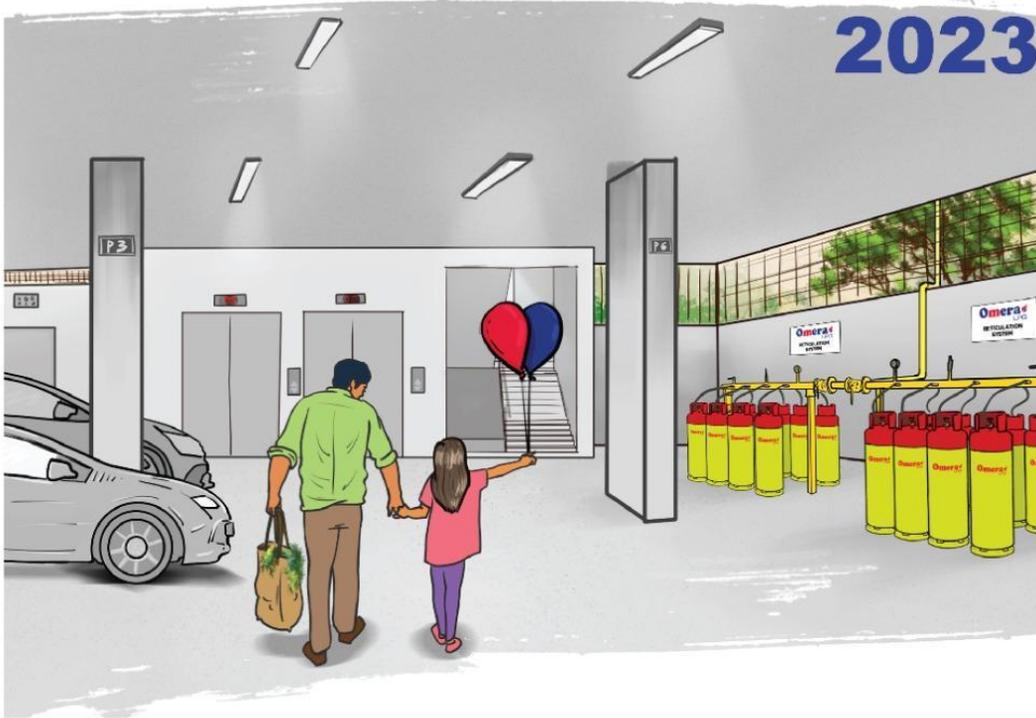
*SUBJECT TO APPEARANCE OF THE MOON

15 AUG- NATIONAL MOURNING DAY



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নিরাপত্তা ও নিশ্চিত্ব গ্যাসের নিমিত্ত

MAY

SUN	MON	TUE	WED	THU	FRI	SAT
	01	02	03	04	05	06
07	08	09	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

JUNE

SUN	MON	TUE	WED	THU	FRI	SAT
				01	02	03
04	05	06	07	08	09	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

1 MAY- MAY DAY

4 MAY- BUDDHA PURNIMA*

*SUBJECT TO APPEARANCE OF THE MOON

28-30 JUNE- EID-UL-ADHA*

*SUBJECT TO APPEARANCE OF THE MOON



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জীবনের প্রতিটি আনন্দময় মুহূর্তে মাত্রে

MARCH

SUN	MON	TUE	WED	THU	FRI	SAT
			01	02	03	04
05	06	07	08	09	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

APRIL

SUN	MON	TUE	WED	THU	FRI	SAT
				30		01
02	03	04	05	06	07	08
09	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

8 MAR- SHAB-E-BARAT*
17 MAR- BIRTHDAY OF THE FATHER OF THE NATION
BANGABANDHU SHEIKH MUJIBUR RAHMAN
26 MAR- INDEPENDENCE DAY
*SUBJECT TO APPEARANCE OF THE MOON

14 APR- POHELA BOISHAKH
19 APR- SHAB-E-QADR*
21-23 APR- EID-UL-FITR*

*SUBJECT TO APPEARANCE OF THE MOON



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Omera
LPG

একটি প্রকৃষ্ণ ডবিসম্ভাভব নাস্ম্য

JANUARY

SUN	MON	TUE	WED	THU	FRI	SAT
01	02	03	04	05	06	07
08	09	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

FEBRUARY

SUN	MON	TUE	WED	THU	FRI	SAT
			01	02	03	04
05	06	07	08	09	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

21 FEB- INTERNATIONAL MOTHER LANGUAGE DAY



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