

**Advertising Agencies: Creators of New Trends**

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**Advertising Agencies: Creators of New Trends**

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## **Chapter- 1**

### **Introduction**

I have always dreamt of building a career in the creative arena. While studying in the Department of English and Humanities of BRAC University, I came to know about the Media and Cultural Studies stream of English, which provides the opportunity of doing an internship in any media organization. Prof. Firdous Azim suggested to me to do my internship in a newspaper or advertising agency. So, I decided to go for an advertising agency as it will provide me the opportunity to be more creative and I can also connect my major courses like copywriting, editing, globalization, cultural studies with it. I got the chance to do my internship with CG World (Computer Graphics World) which is a leading advertising agency in Bangladesh.

While working there I have come to know about the power of advertisement in every step of our lives. Earlier I used to think that there are only billboards, television, radio and newspaper advertisements. But through my internship I have seen that there are various other ways of advertising which are introduced by agencies making them the trend setters.

#### **1.1 Flashback:**

An advertising agency creates plans on behalf of client's drafts and produces advertisements, places advertisements in the media, plans advertising campaigns and manages all aspects of a client's advertising. Advertising agencies can specialize in specific areas, such as interactive advertising, or they can be a full-service agencies that creates advertising materials like television and radio commercials, printed advertisements, direct mails, catalogs, sales letters and other promotional activities.



If I want to put CG World in this definition then it will be a perfect match as it is a full-house agency which does all types of advertising. The agency started functioning nearly three and half years ago and in this short period of time it has established good relation with different clients like 'Superstar', 'Purbachal' and 'Prabashi Palli' for whom CG World is constantly making branding solutions. This agency is divided into four departments- Marketing, Editing, Copywriting and Graphics. Short term delivery orders such as gift items are handled by the Marketing Department. It finalizes the details of the deal where there will be a check of the budget, quantity, size of the items and time duration. Besides, the marketing manager does corrections whenever needed. However, if the project is big like TVC (Television Commercial), RC (Radio Commercial), paper commercials, billboards or any promotional activity or product launching then at first the managing director makes the plan by taking ideas from the employee. After making the final design he gives directions to the unit and keeps on checking every step of the project. Besides, The Chairman is consulted and always reported about the progress time to time. At the end of the project the Chairman and the Managing Director together finalize the order with the client.

### **1.2 My Responsibilities:**

I was assigned with the job of copywriter. But at first my supervisor Syed Nabil Ashraf (Managing Director) did not give me much work. He asked me to observe and learn before being assigned any work. I did some small tasks and after one week he gave me a product, 'Vorsha' matchsticks to write the script of an advertisement. The first script that I wrote was not up to the mark. My supervisor asked me to get clear and distinct ideas and to make the script sharper. He wanted something unique which can grab the attention of the common people and compete with other advertisements. Gradually while working with other products like writing TVC script for superstar energy saving bulb (Superstar is an electronic company, which has different electrical products such

as energy bulb, normal bulb, switch, circuit breaker, fan, scotch tape and so on) (see appendix-1) and Manjil Electronics (see appendix-2); I started showing improvement in script writing. With the passing of time I learned that a script should be of a quality which will compel the consumers to use the product.

Though I was assigned as a copywriter, I also used to take orders of advertisements from different companies. I used to call the brand managers of different companies and describe our agency's activities to them. If they liked, it would become easy for me to fix up meetings to discuss their demands, choices and expectations. We used to show them our work, different practices of commercials and gave them different ideas. The companies would then place their orders with us. While working, I observed that CG World always tries to come up with new ideas and some of those ideas are considered as trends now. This report will be focusing on the idea of trend setting by the advertising agencies with the notion of the affects and effects of new trends in the world of advertisement.

While writing this report I have taken an interview of a creative and experienced person named Mr. Monoar Pathan who is working in media for 30 years. He is the chairman of one of the leading advertising agencies named Prionti Edit & Effects which has started its journey from 2000. Through the interview I came to know about many sides and effects of the advertisement. He has given me a lot of information about the changes and reasons behind these changes of the advertisement world. He also talked about the past and the future of advertisement which will be reflected in my report and I have also attached the recorded CD of this interview with the report.



### **1.3 Beginning of trends in the advertising world:**

Advertising is the one of the prominent ways of attracting the consumers for purchasing different products. The process of advertising is developing and new trends are entering into the world of advertisement and this change had been done in last few decades. The changes in advertisements have not taken place over a year. Even a hundred years ago it was not so important to advertise products or services. Daily commodities especially the household goods were rarely advertised because people used to know that where those things were sold. If there was any luxurious thing to advertise, it was published in a printed copy where there was hardly any illustration (Williams, 322& 323). This was the phase of 1690s. Then more development started to come into advertisement world in eighteenth century when industrial and technological revolution occurred and changed the nature of advertising. That time many factories were constructed, so it was needed to make advertisements in a large scale. Moreover, the use of telephone, telegraph and typewriter brought an intense development in mass communication. Using new technology better printed photographs and detailed illustrations made advertisements even more attractive to the advertisers. From the eighteenth century certain shops began to be known as advertising agencies but those were for newspapers and those only used to sell spaces in the newspapers. In the nineteenth century the system changed and with increasing emphasis the agencies started to change their mode of working (328).

Gradually the modern phase of advertisement came and in the nineteenth century there were some advertising agencies that used to offer advice and service to manufacturers and newspapers also had their own advertising managers. With the passing of time advertisement began to be considered as a profession, a public service, and a necessary part of the economy (William, 329).

In today's world, advertising is the most essential part of our capitalist society. Advertisements connect people to commodities. Without advertisements we cannot get the information of our daily commodities or other products and services. So, advertisements do the work of passing information from manufacturers to consumers. Manufacturers try to use every possible way to promote their product or services and these ways are created by advertising agencies. Everyday advertising agencies are coming with new ideas and making new trends in the advertising world. This report will focus on these new trends and how these trends are bringing changes in every aspect of making an advertisement.

#### **1.4 New Trends:**

With the industrial and associated revolution in communication a huge change has taken place in our life style. Gradually our life has become more materialistic and competitive and thus the changes also happened in the world of advertisement. But these changes have been brought by the advertising agencies because the main work of commercials is to promote the product and for proper promotion the commercials should have the quality to convince the consumers. Earlier it was much easy to persuade the consumers but now in this competitive world where new company or product is entering the market every day, it is not so easy to convince the consumers. In the present market there are many companies offering the same products. Now people think twice or thrice before purchasing any product. Sometimes it becomes difficult for the consumers to decide which brand to use because people are now more brand conscious. For example- we know that 'Gucci' is a world famous brand. When a person uses the products of this brand, the person can make a good impression on others. People notice and talk about that person who expresses his brand consciousness and thus he makes a noticeable status in the society. As most of the consumers want this kind of status, so the 'status factor' is also a key word behind advertisements and this is the



responsibility of advertising agencies to make the commercials in a way which can fulfill the demands of consumers.

So, to fulfill the demands advertising agencies are coming up with new ideas which are adding new trends in the world of advertisement. According to the Marketing Manager of CG World Mr. Md. Mamun Bhuiyan, from late 90s these trends are approaching and till now advertising agencies are inventing new ways to promote a product. While working at CG World, I have noticed that an agency tries to promote a product by advertising it in every possible way to grab the attention of target consumer.

## Chapter- 2

### Trends at present

At present many new trends are being practiced. Some of those trends are pointed out here.

#### **2.1 Campaign:**

Campaigning is an effective way of advertising as the advertiser can get instant feedbacks regarding the product. It is an early process of advertising. Earlier campaigning meant to write on wall. However, now campaign means to do campaign in a public place where they can draw the attention of consumers. For campaigning advertising agencies are using different ways or techniques so that the campaign can be seemed something remarkable. For instance, Suzuki (a motor bike company) had come up with their new mini trucks named Freedom and hired CG World for promoting their product. So, CG World planned a musical road show as the people of Bangladesh are highly attached with music especially folk song. As planned, they decorated the trucks and there were a group of 'Bauls' (folk singer of Bangladesh) in each truck who were singing while the trucks were moving. Moreover, young generation like this sort of campaigning with music and decoration in streets. As a result, whenever anyone listens to the music will automatically feel curious to the product.

Furthermore, now some companies are using some special occasions for campaigning such as new year, Pahela Baishakh, Eid festival, Puja, our historical days and so on. For example, when I was in CG World, I saw that in "Pahela Baishakh" they planned a campaign for Superstar where they supplied caps, paper made fans and water bottle to the people of different streets to give them relief from the hot weather. Through this process they were showing that they care for people. Though it seems that, there is no benefit of doing such activities for the companies, but while using the fans



and caps, people saw the names and logos of Superstar and CG World and for a while they think of both the organizations. Actually this is the benefit of this kind of advertisement as the advertising agencies also get the chance to promote themselves as well which is also known as Specialty Advertisement. “Specialty advertising involves the distribution of merchandise (called promotional products, premiums or swag) to promote awareness of a company. These include coffee mugs, pens, jackets, and many items that are usually imprinted with a company’s name, logo, or slogan and given away at trade shows or conferences or in mail campaigns” (Solomon, Cornell, and Nizan 29). In addition, Superstar is a product of all class of people and in Pahela Baishakh we can also see all types of people in the streets. So, this is a good choice of advertising process.

Recently CG World has come up with an idea that they will make a cartoon according to the shape of the product which will stand in a public place and organize some games for the audiences. They want to use idea more or less for all the products except land properties and developers.

For example- Superstar has organized a campaign where they made a bulb shaped cartoon which has stood in a public place and acted so that people become interested. Besides, they arranged some games for people like from some selected people who can plug in and switch on the light first. So, this kind of unique and entertaining ideas are basically introduced by the advertisement agencies as new trend of promoting. Those who played and those who saw the promotional activities enjoyed a lot.

## **2.2 Internet:**

With the advancement of technology we are getting many online advertisements. Though internet advertising is new to the advertisers but now internet is one of the powerful new media. The pattern of advertisement has been changed but the consumers become “skeptical” to the advertising

messages which make effective impact to advertise in internet. (Lee, Johnson, 54) So, online advertising is giving successful platform to any kind of advertisement or e-business. In internet any product can be advertised as traditional advertisement like newspaper, magazine or in any new form of web advertising like Banner Advertisement, Skyscrapers (see figure- 01), Pop-Ups and Pop-Behinds, Minisites (see figure- 02), Supertitials (see figure- 03) (Wells, Moriarty, Burnet, 277-278). Whenever we use any company's site or Facebook, we see different advertisements there (at right side of the screen). In addition, every time when we go through our emails (see figure- 04), we get various company's messages which are advertisements of their products or special offers or else when we search for any information with any specific topic in the internet, nearby we see advertisements of other sites, products, games, places which create interest among us.

According to Wells, Moriarty and Burnett, "online advertising serves three primary purposes. First, it provides a brand reminder message to people who are visiting a Web site. Second, it works like an ad in traditional media and delivers an informational and persuasive message. The third purpose, however, is most critical in that it provides a way to entice people to visit the advertiser's site by clicking on a banner or button on the Web site. This is called *driving traffic* to the Web site" (277).

So internet is motivating people to use the web sites with its colorful advertisements.

### **2.3 Mobile:**

Mobile advertisement is incredibly frequent in our daily life. At present people are very much used to get mobile messages of different advertisements which is not actually telemarketing but SMS (Short Message Service) marketing (Lee, Johnson, 34). Now a day advertisers are giving equal importance to this marketing besides other media, especially telecommunication companies use mobile as a vital medium of advertisement because may be people can skip other media of



advertisement but they cannot overlook mobile messages or calls. Sometimes the companies send promotional messages of their products such as new offer or package like 'FnF', 'adda', 'chomok', 'bondhu' etc. Getting these types of messages we get interested and call the company for further information which is called inbound telemarketing. They also send the messages of any television program which they are creating or sponsoring. For example, Airtel has sponsored some telefilms and dramas for which they sent messages with time and date. Occasionally the companies also send the messages of other items like any competition and new games. Even sometimes the companies call the consumers to offer several packages or to advertise their business which is called outbound telemarketing. In CG World I used to call several companies to publicize their work and agency's name. So, there are two types of telemarketing-

- i) Inbound telemarketing and
- ii) Outbound telemarketing (Wells, Moriarty, Burnet, 438).

Though this is not like telemarketing but these types are working in this marketing. Moreover, advertisers are choosing SMS marketing among direct marketing and spending their budget more in it because "telemarketing is almost as persuasive as personal sales, but a lot less expensive" (436).

**bdjobs.com**  
LARGEST JOB SITE IN BANGLADESH



ABOUT US POST RESUME TRAINING CAREER RESOURCES FOR EMPLOYERS Like <78k

Keyword  Job Level  Select Location  Select location

**bdjobs.com**  
**Campus**  
Career Festival

@  
AUST

(Ashmough University  
of Science & Technology)

MY BDJOBS

User Name

Password

Forgot  
password

Create New Account

All Jobs Bdjobs Exclusive Newspaper Jobs Contact

- |                              |                                   |
|------------------------------|-----------------------------------|
| Accounting/Finance (163)     | IT & Telecommunication (246)      |
| Bank/Insurance/Leasing (16)  | Marketing/Sales (337)             |
| Commercial/Supply Chain (83) | Customer Support/Call Centre (37) |
| Education/Training (323)     | Advertisement/Event Mgt. (5)      |
| Engineer/Architects (181)    | Medical/Pharmaceuticals (99)      |
| Garments/Textile (300)       | NGO/Development (134)             |
| HR/Org. Development (49)     | Research/Consultancy (13)         |
| Gen Mgt/Admin (369)          | Secretary/Receptionist (58)       |
| Design/Creative (39)         | Data Entry/Operator/BPO (53)      |
| Others (87)                  | Overseas Jobs   সবকিছু জানতে      |

Quick Links » Employer List » New Jobs (24 hrs) » Deadline Tomorrow  
More Links » Job in Chittagong » Contractual Jobs » Part time Jobs  
Special Services » Job Mail » Career Counselling » বাংলায় জানতে



Figure- 01



elections

| bd

Get this as an RSS

arrow Your Search

Posting Date

Today (2)

Yesterday (14)

Last 3 days (19)

Last 7 Days (55)

Last 14 Days (107)

Last 30 days (162)

Last 60 days (189)

Industry

Aerospace and Defense

(19)

Biotechnology/Pharmaceutica

(19)

Computer Software (8)

## bd jobs

&lt;&lt; previous | Displaying 1-25 of 189 results | next &gt;&gt;

## Assistant Cleaning Specialist - ...

Cintas Corporation - Manassas, VA

Cintas is currently looking for an Assistant Floor Cleaning Specialist to provide a thorough cleaning/sanitizing service for customer restrooms, kitchens, carpets and ...

Apply Now

## Senior Marketing Manager (SM&amp;BD)- Operations and Analytics

Deloitte - Chicago, IL, 60606 (23 hours ago)

Senior Marketing Manager, Operations and Analytics Location: Flexible Deloitte Services LP has an opening for a Senior Marketing Manager to drive analytics, ROI and reporting initiatives for the Sales, Marketing and Business Development (SM&BD) organization. This individual will be responsible for establishment and growth of SM&BD's efforts to create and communicate marketing analytics, KPIs/dashb...

full job description

## Sr Mgr BD Lead, Seapower Capabilities Systems

Raytheon - Portsmouth, RI, 02871 (3 days ago)

The Senior Business Development Lead grows and generates new business within the global maritime market as it applies to Seapower capabilities for future surface combatants, amphibious and littoral

Development  
photographer

Compelling visual  
communications to boost  
NGOs' exposure in hard  
times

Learn More



Figure- 02

Preview email with the Yahoo! Toolbar

Web Images Video Local News More ▾

# YAHOO!

Tuesday, December 11, 2012

SIGN IN  
New here? Sign Up

MAIL  
Check email

YAHOO! SITES

- Ants
- Dating
- Finance (Dow)
- Flickr
- Games
- Horoscopes
- Jobs
- Mail
- Messenger
- Movies
- Music
- My Yahoo!
- News
- Omg!
- Real Estate
- Screen
- Style
- Shopping
- Sports



## The coolest high-tech luxury watches

It's hard to even count the components and movements packed into the HD3 Slyde. Caller ID model, \$300K marvel >>

- Big \$1m for Clapton watch
- \$6.8 million French clock
- Chalh off is \$150 iPhone 5



16 - 20 of 65



## NEWS

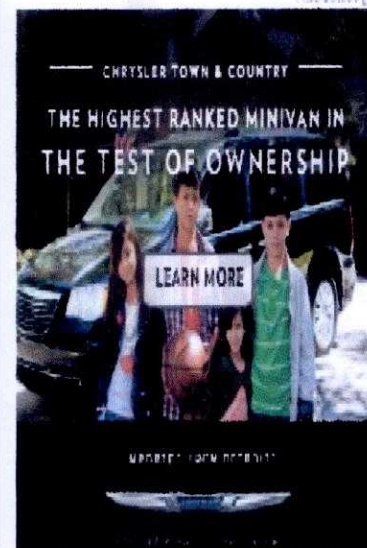
- Mitt Romney's unforgettable words**  
A secretly taped speech by the former GOP candidate is named the best quote of the year.
- Marijuana smokers get nod to light up in Colorado as pot legalized
- Strauss-Kahn, NYC hotel maid settle her lawsuit
- Clinton reveals Kiddle: Fantasy becomes a reality

## TRENDING NOW

Watch the show >>

- |                          |                         |
|--------------------------|-------------------------|
| 01 Pawn Stars fined      | 06 Megan Fox            |
| 02 Hillary Clinton ill   | 07 Ian McKellen X-Men   |
| 03 Officer to be exec... | 08 49ers suspend Jac... |
| 04 Pam Anderson debt     | 09 49ers-Seahawks ga... |
| 05 New stadium appro...  | 10 Cancer treatment     |

AdClicker >>



Ad Feedback

## MUST-SEE VIDEOS ON YAHOO!



Figure- 03



- Posters
- Blank (12)
- Draws (7)
- Suit
- Delivered (1)
- New folder
- Quick Views
- Documents (0)
- Flagged (1)
- Papers (2)
- New category
- Newsletter
- Sign in to Newsletter
- Home
- Contacts
- Calendar

New Arrivals - Bunk beds, Study tables, Cushion covers, Mirror, bedsheet &

[Fab Furnish](#)
[Add to contacts](#)
[To News Ticker](#)

FAB FURNISH

Home Decor | Bed & Bath | Living Room | Dining Room | Office & Study | Kids & Nursery | Outdoor | Storage | Lighting | Furniture

100% Authentic Products

### NEW ARRIVALS

FAB HOME FURNITURE  
FOR YOUR PERFECT HOME

[SHOP NOW](#)

**SOFT PINK CUSHION**  
Cushion covers, 18x18 inch, 2 pack

[SHOP NOW](#)

**NATURAL CITY BEDSHEET**  
Bedsheet, 100% cotton, 100 inch x 86 inch

[SHOP NOW](#)

### BEST SELLERS

**SOFT PINK CUSHION**  
Cushion covers, 18x18 inch, 2 pack

[SHOP NOW](#)

**SOFT PINK CUSHION**  
Cushion covers, 18x18 inch, 2 pack

[SHOP NOW](#)

**SOFT PINK CUSHION**  
Cushion covers, 18x18 inch, 2 pack

[SHOP NOW](#)

**SOFT PINK CUSHION**  
Cushion covers, 18x18 inch, 2 pack

[SHOP NOW](#)

**EXCLUSIVE OFFERS**  
on our bestsellers

[SHOP NOW](#)

**FLAT 15% OFF**  
ON 1250+ PRODUCTS

**FROM 100% COTTON**  
Bed & Bath  
Linen  
Kitchen & Dining

Figure-04

E-mail advertisement

## **2.4 Pop Up:**

Another trend I get to know is 'Pop Up' which has come in some recent years in the world of advertisement. Sometimes when we see any program on television, a short line comes at the bottom of the television screen where we see pictures of any product and some writes up which is known as 'Pop Up'. I did not know the name of it before, even many companies do not know about this type of commercial. But now a days pop ups are very effective and whenever we switch on the television or any site in the internet, we can see pop up (see the CD).

## **2.5 Clock Branding:**

Recently this new trend has been appeared in the world of advertisement. Sometimes, a small box is being seen at the right bottom of televise on screen which includes a company's logo and picture with a digital or analog clock and sometimes with the date (see the CD).

## **2.6 Scroll branding:**

At the left bottom of television screen another box is being seen which scrolls with a company's logo and tag line or theme line. These come one after another on the screen (See the CD).

The position of clock and scroll branding can be changed by the channels.

## **2. 7 Others:**

Recently, advertising agencies has come up with a very new trend of promoting some super malls or other organization by giving their advertisement on the other side of the receipt of some ATM booths. (See figure- 05) Though CG World has not work with this trend till now but it can be also considered as a new trend.



Lastly, I want to mention about pharmaceutical companies because in our country advertising for pharmaceutical company is banned. While working in CG World, I had called some pharmaceutical companies and I used to suggest them that, as they cannot promote their product so they can sponsor some social activities. The advertising agencies make a short drama of one or two minute about some common issues of our society to raise awareness among people and at the end of the drama the name of the company appears on the television screen. So, advertising agencies are coming up with the alternative ways, if there is no way of advertising.

So, new trends are coming and will come in future. Earlier people never imagined of advertising these kinds of products. Mr. Pathan said that, within five years there will be commercials of more new products which we cannot imagine of advertising. He gave an example that, one of his clients makes the machine of measuring diabetics. Mr. Monoar Pathan told him to make an advertisement and telecast it on 'Islamic' channel because most of the aged people have diabetics and they watch this channel more than others. He just wanted to see the response and within some days they got huge response



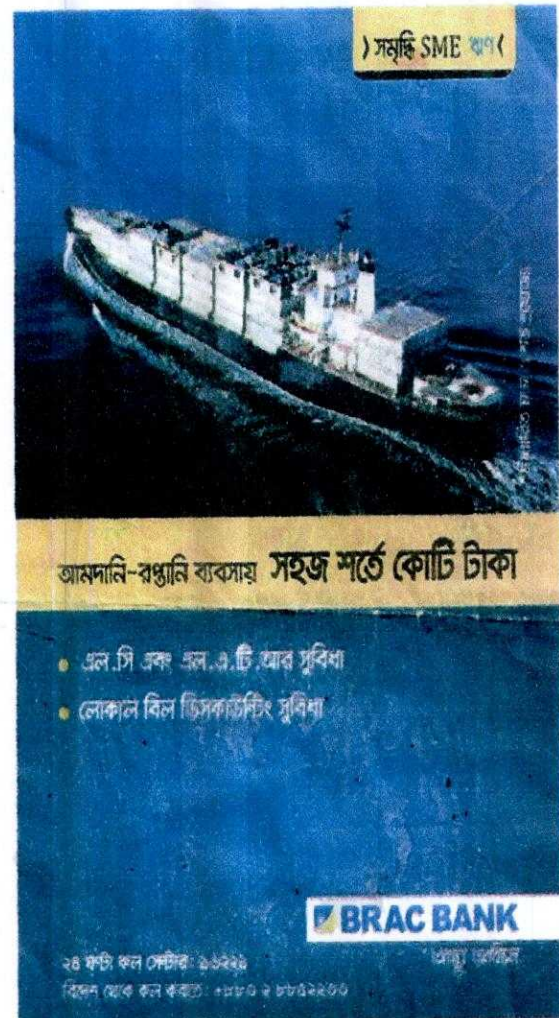
BRAC BANK LIMITED  
J. SHAN BRANCH-III DHAKA BD

08/12/2012 17:47:220249

TRX TYPE : CASH WITHDRAWAL  
CARD NUMBER : 432149\*\*\*\*\*0159  
ACCOUNT NO : 2201201632252001  
STAN : 335814  
APP CODE : 449499  
STATUS : APPROVED

AMOUNT : BDT 2,000.00  
BALANCE : BDT 11,006.35

THANK YOU FOR USING OUR SERVICES





## Chapter- 3

### Model of advertisement

Earlier companies used to find out and came to the advertising agencies but now agencies find the companies and go to them with different ideas of promoting the products. So, making of an advertisement starts with meeting the clients and taking the orders according to the clients' choice. They try their level best to meet the desire of the consumers by fulfilling the demands of the manufacturers.

#### **3.1 Concerned factors of model of advertisement:**

When the advertisement agencies create a plan of making the commercials they consider some factors for the consumers (Wells, Moriarty, Burnet, 128). The factors are-

1. **Culture**- The “tangible items and intangible concepts”, norms, values which “underlying” with the belief are different from culture to culture (128).

For example- Before Eid festival, Ramadan or Puja most of the advertisements focus on the festivals and give different types of offers. CG World has made a commercial for Vision 21 (a real estate company) which is now on air. In this advertisement many kids acted as a doctor, engineer, teacher and architect with the message of how a good living style can make the path towards the success and how Vision 21 is creating that path. So, the advertisement basically tried to reflect the belief and desire of Bangladeshi parents.

- **Subculture**- Every culture has its own subculture which is based on age, language, ethnic background and so on (129). While making an advertisement the advertisers also focus on the factors of subculture as well to make it more culturally interactional.

For instance- In an advertisement of Robi it is shown that a young girl and a boy went to a tribal area and helped a group of tribal people. They were getting the designs of dresses through mobile phone and making dresses according to the design. This advertisement is showing that the company thinks of not only the tribal people but also about the main stream. Here the new trend of using mobile phone is also focused.

2. **Social class**- Every society contains a class system based on social or religious point of view which directs the choice of consuming products (129).

As an example, the new commercial of Symphony mobile can be considered. This company has come up with new 'android' handset targeting the upper or upper middle class people. The company has also brought another handset which is long lasting and long rechargeable but with less function than 'android' which can be afforded by the middle or lower class people.

3. **Reference group**- The people or group of people who are always considered as the role model of fashion or life style are known as reference group. For example, media personality or political leaders. The advertisers take this advantage and use to attract the consumers (130).

In a current advertisement of 'LUX' the company has used bollywood hero Shahrukh Khan and heroin Katrina Kaif to make understand the consumers that, as the models are using it



and they are popular not only nationally but also internationally. So, any consumer can use it without any doubt.

4. **Family**- If a product is related to the family values, then to make the advertisement more effective the advertiser must have the knowledge about the structure, changes and workings of the families (130). Usually the common people are always attracted to emotional stories.

For example, Grameen Phone always focuses on the affection of the family with the message of no matter how far you are, Grameen Phone will always keep the family bonding intact.

5. **Demographics**- the advertisers also focus on the demographical aspects of the society which includes age, gender, education, income, occupation, race and family size.

Beside of all these factors, the advertising agencies also think about the type of audience and their timing of watching television or listening radio. On the basis of this concept they air their commercials. For example, ladies like to watch the serials, so the advertisements of cosmetic or any familial products are telecast in the middle of the serials. Then male audiences like to watch the late night talk shows, so advertisements related to economy and other related issues are telecast at that time.

After considering all the factors the advertisement agencies choose the medium of advertising. As among all the media TVC is more effective because of its visual and verbal impact the advertisers prefers this medium the most.

### **3.2 Demonstration of making a TVC:**

In case of making any television commercial, the advertisers go through some steps-

The steps start with the script as at the very beginning the client wants the TVC script. A script is the story of advertisement with the dialogues. The agencies write two or three scripts with different ideas and stories among which the client chooses one and sometimes gives corrections. Earlier the script was folk based. Then it took the coat of drama which is still carrying out. However, now people are getting interested in funny script (Mr. Pathan, see the CD).

Then, after finalizing the script the client confirm the budget with the director or manager. Then they decide the models, location, time, day and dress. Afterward, the director or manager informs and discusses these things with the team.

After that, they make a story board. In the story board each shot of the advertisement is presented according to the original shooting by drawing or sketching. Basically, the story board is used to check the sequence and time. Previously, the agencies used to make handmade still pictures of three slides to make 15 second long television commercials (Mr. Pathan, see the CD).

Next, they go for shooting. The whole commercial is not shot in one day or at a time. According to the story board each shot is taken individually within two or three days. Then the raw footage goes for editing because sometimes unwanted sound or sight are found in video. At this stage both audio and video are edited individually but simultaneously. After separating the audio from the video footage dubbing, background music, and background voice are added. On the other hand, in video there goes on color correction, graphics, animation and this is the final editing. After editing audio and video are merged together and this is called master rendering or mini DVD because it is like a small cassette.



Finally, the mini DVD is sent to the client for confirmation. After getting the confirmation the agencies provide the list of television channels to the client so that the client can give the name of their desired channels where the commercial can be telecast which is known as air proposal.

Apart from these, as advertising is the result of joint effort of the agencies and client. The success of any advertisement depends on the internal understanding between the agencies and client. So, they not only make deals but also build up a relationship between them which continues even after the completion of the deal. However, before dealing, client should study the background of the agencies and the agencies should also know the history of client's company. This will help both of them to work with each other.

The clients are supposed to give the information of six general categories. These are-

- i. The target audience demographic profile
- ii. Consumer product usage information
- iii. Client's product performance information
- iv. Competitor's product perfect information
- v. Marketing strategy information
- vi. Main selling point (Sutherland, Abernethy, 40)

But from my experience of the internship and also according to Mr. Monoar Pathan, now most of the clients do not supply all of this information. They just give the information about the client's product performance information, main selling point and their demand like advertisement type, theme or purpose or expectation regarding the commercials. Sometimes they do not expose their demands and say to make the advertisement according to the agencies' choice and other information

or survey are collected by the agencies as I have mentioned in Model of Advertisement. In addition, many clients do not have the idea about the new successful trends. Even some of them do not know the names of these trends which create problems to make them understand the effectiveness of these trends as choices differ person to person.



## Chapter- 4

### Affect and Effects of New Trends

#### **4.1 Opportunities:**

New trends have brought tremendous opportunities for the advertising agencies and advertisers. So, they can now easily reach to the common people and meet up consumer needs by using these new trends and new technologies (Lee, Johnson 27). Besides, sometimes advertising agencies are using all the ways of media at the same time because if the images of same product frequently come in front of the consumers' sight, then they will start to think of the benefits of that product and compare with other brands (Berger, 7). No matter where the consumer is exposed with the commercials of different products. So, most of them cannot ignore these messages because these advertisements are creating the concept of need by playing with the consumer psychology. Mr. Pathan said that, "among these new trends branding method is very effective to the audience. If a consumer watches any channel for five minutes, the branding messages or logos must come to their sight and consumers also feel interested to read out the messages" (see the CD)

However new media is playing a vital role in case of creating new trends of promoting specially through the usage of mobile phone. In addition, young people who are always tended to try the new things are the major user of new media; especially internet because they spend a good amount of time by surfing internet than other aged people. According to Yahoo and the online company Carat Interactive, teenagers of 13- 24 years olds are busy with online for an average of 16.7 hours a week except e-mail (Wells, Moriarty, Burnet, 279). So, besides television new media advertising is becoming another suitable and easier way of promoting new product. Though in Bangladesh there

are many consumers who are not regular end user of the new media but they are getting the information from the young people. Besides, 'A recent study by Greg Interactive, New York and ASI Interactive Research found that the click-through rate nearly doubles when an interactive element is added to a banner ad' (Wells, Moriarty, Burnet, 278). So, new technologies such as plug-ins, Java script, Flash and media are supplying more active components. So this new trend of advertising basically provides the advertisers and marketers to find out the results within days instead of waiting for weeks or months. Moreover, the agencies are also targeting the e-mail addresses for spontaneous advertisements. In fact, the response of this type of advertising is higher than any other campaign (281).

Additionally, as the trend of setting new trends has come in the world of advertisement, people are getting the opportunity to come up with new ideas. As a result, people who are not much experienced but creative are also getting chances here. Besides, it is creating job opportunities for the youngsters as well.

#### **4.2 Lacking:**

Like other trends this new trend of the advertisement world is not stigmatized without any dark side. New trends are also creating threats along with the opportunities especially by the trends of new media (278).

Though the effectiveness of online advertisement can be measured quickly but there is a lack of standard of measurement which leads to the question regarding "what exactly has to be measured- readers, viewers or visitors? - and how it equates to the reach of other media" (279). Advertisers can



get a track of readers, viewers, visitors who have visited the sites but they cannot find out the information whether the visitors paid any attention to the surrounding advertisements or not (279).

Although through e-mails many advertisements are reaching to the consumers but there are several unwanted messages which are called “spam” or “junk mail” and advertisers called these “bulk e-mail” (see figure- 06). These kinds of e-mails sometimes can disgust the consumers. (Wells, Moriarty, Burnet, 281)

Then, in case of mobile advertising the companies send so many messages that sometimes the users get these advertisements irritating and often they call the call center to stop the service. In addition, sometimes consumers get many fake messages of getting prizes which make a negative impact of mobile advertising. (Wells, Moriarty, Burnet, 439)

Besides, new trends of advertising are playing with the rules of language like twisting words, incorrect spelling and grammar which has a negative impact on audience especially on the teens (Lee, Jhonson, 34).

Moreover, Copy write practices are not so powerful in Bangladesh. Sometimes the agencies take the credit of copywriting though this is the right of copywriter to get the tribute. Moreover, sometimes the piece of copywriting is stolen by others which indicates a negative side of the advertising world.

Windows Live Hotmail (736) Messenger SkyDrive | MSN

**Hotmail** New Delete Not junk Sweep Mark as Move to Categories Empty

**Inbox (736)**

**Folders**

- Junk (4)
- Drafts (2)
- Sent
- Deleted (1)
- New folder

**Quick views**

- Documents (8)
- Flagged (1)
- Photos (2)
- New category

**Messenger**

Sign in to Messenger

Home

Contacts

Calendar

msn

**What is cycle time?**

BusinessDictionary.com Schedule cleanup  
To: nazua@hotmail.com

From: Investor.18@reply.m20.net on behalf of BusinessDictionary.com (birm of the day (businessdictionary.com))  
Sent: Tue 12/11/12 7:59 AM  
To: nazua@hotmail.com

Microsoft SmartScreen marked this message as junk and will delete it after ten days.  
But, it's safe! I'm not sure, show content

Can't see images? [Click here](#)

Term of the Day for Mon, Dec 10, 2012  
**cycle time**

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Term of the Day

**cycle time**

The period required to complete one cycle of an operation; or to complete a function, job, or task from start to finish. Cycle time is used in differentiating total duration of a process from its run time.

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Figure- 06

Junk e-mail or Bulk e-mail



## Chapter- 5

### New trends with new communication power

With the invention of new technologies, new media and satellite have brought a huge change in communication. Now media can cross borders and reach every corner of the world. Moreover, globalization is another key factor behind this communicative power. So, because of technological advancement and globalization, different kinds of culture, traditions, languages, thoughts, ideas and trends are spreading worldwide and the world is becoming more incorporate based in capitalist countries. To fulfill this requirement the experts of capitalist countries are giving pressure on nations to make more commercials. As a result, most of the countries are creating their own television channels, music and magazines (Jan, 67). Moreover, most of the internet sites are created by developed countries through which the information and trends are also spreading worldwide. Thus new trends are coming up in every country and in Bangladesh as well. Mr. Pathan has also said that after satellite channels have emerged in Bangladesh, new trends are appeared here (see the CD).

Consequently, Bangladesh is trying to compete with them as well. However, in the age of globalization a local product will be regarded as an international quality product, when both of the product and advertisement will maintain the quality like the models of the capitalist countries which is known as “global- local productions done with global forms and ideas” (67). Thus these global trends are now also becoming the trends of Bangladeshi advertisements and to some extent it has become successful to globalize the commercials. Now-a-day some Bangladeshi commercials like the advertisements of ‘Pran’ are telecast in Indian channels like ‘Zbangla’. Additionally, now one country is also sponsoring the programs of another country such as some Bangladeshi companies are sponsoring the West Indian program ‘Akkel Challenger-Mirrakkel’. In these advertisements and programs the language of both the countries is same, but there are many commercials of one country

which are being used in other countries by changing the language. So, to meet the global communicative power the trend of making advertisement is also becoming more communicative and generalized by breaking the cultural, national and language barrier.



## Chapter-6

### Conclusion

Advertisement is the process of promoting a product, an individual person or company to the world so that people can feel the need and become convinced to purchase and use these products or service. Before doing my internship this world of advertisement was totally ambiguous to me. However after completing the internship and this report I have come to know how advertisements connect people with the capitalist society. As a consequence we are constantly being exposed to advertisements consciously and sometimes even unconsciously.

This world always welcomes new ideas and if the concept of popularity is added with these, then the new ideas and practices become new trends, not only in the world of advertisement but also in every sphere of our life. There are many new products like sanitary napkins, beauty parlours and marriage bureaus which were never advertised before but are now advertised routinely. So, to meet the demand of the times, new trends are introduced to the consumer world as they love to see things in a new way. So, the advertising agencies grab this chance to make new ways of promoting the products in an innovative way. And to some extent these new trends have a magical impact on the masses.

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## Appendix- 1

## TVC Script

## টিভিসি ১: সুপারস্টার বাব্ব

ব্যাপ্তি: ৩০ সেকেন্ড

এজেন্সি: সিজি ওয়ার্ল্ড

সন্ধ্যা। ৮/১০ বছরের মহিন মাটির কুপির আলোতে পড়ছে। তার চোখে একটু ঘুম ঘুম ভাব। রান্নাঘরে মা মাছ কুটছে। তার পাশে তাদের পোষা কুকুর বাঘা শুয়ে আছে। মহিন পড়তে পড়তে একটু ঝিমিয়ে যায়। এমন সময় শুনতে পায় দূরে ট্রেন আসার ঝিকঝিক শব্দ। তখনই মহিনের ঘুম ছুটে যায়।

কাট টু। ফ্লাশব্যাক। গোলম্বাছুটে মহিনের পা দেখা যায়। অনেক বাচ্চাদের হৈচৈয়ের শব্দ। অপরপক্ষের একটু বড় একটা মেয়ে আফসানা “চি” বলে তাকে ছুঁতে যায়। দৌড়াতে দৌড়াতে মহিন চলে আসে রেল লাইনের ওপর। রেল লাইনে কয়েকটা স্লিম্পার ছিল ভাঙা। মহিন সেটা আগে কখনো দেখে নি। আচমকা ভাঙা স্লিম্পারে হোঁচট খেয়ে পড়ে যায় সে। তখনই আফসানা এসে ছুঁয়ে দেয় তাকে।

কাট টু। মহিন উঠে দাঁড়ায়। কিছু একটা করবে বলে তার চোখ মুখ হাত দৃঢ় হয়ে ওঠে। ট্রেনের শব্দ তখন আরো কাছে চলে এসেছে। মাটির কুপি হাতে নিয়ে সে বেরিয়ে এক দৌড় দেয়। তাকে এভাবে দৌড়ে যেতে দেখে তার মা তাকে পিছন থেকে ডাকতে থাকে। বাঘা ঘেউ ঘেউ করতে করতে তার পিছনে পিছনে আসে।

কাট টু। ট্রেন আসতে থাকে। অন্ধকার পথ। ট্রেনের মুখোমুখি মহিন আর বাঘা দৌড়ে আসতে থাকে। ক্লোজ শটে ট্রেন আরো কাছে চলে আসে। ক্লোজ শটে ওরাও কাছে চলে আসে।

কাট টু। একহাতে মাটির কুপি, আরেক হাতে গায়ের লাল জামা খুলে মহিন সিগনাল দেখায়। ট্রেনটা তখন একদমই মহিনের কাছে চলে এসেছে। মহিন একটুও ভয় না পেয়ে জামা নেড়ে সিগনাল দেখিয়েই যাচ্ছে।

কাট টু। ঘড়ঘড় শব্দ করে ট্রেনটা ধীরে ধীরে স্পেস্টা হয়ে মহিনের সামনেই থেমে যায়। মহিন তখন ঘামছে। ট্রেনের ড্রাইভার এবং পিছনে শত শত যাত্রী দৌড়ে নেমে এসে মহিনকে জড়িয়ে ধরে। তাদের ভিতর মহিনকে আর দেখা যায় না, দেখা যায় মহিনের হাতে উঁচু করে ধরা মাটির কুপিটা।

কাট টু। জ্বলে ওঠে সুপারস্টার বাব্ব। সুপারস্টারের আলোতে জ্বলে ওঠে বড় বড় বিল্ডিং, বিমান বন্দর, রেস্টুরেন্ট, গার্মেন্টস, ব্রিজ, পথঘাট ইত্যাদি।

ভয়েস ওভার: আলোই পথ দেখায় অন্ধকারে। আলো বাঁচায় মানুষের প্রাণ। সুপারস্টার। বাংলাদেশে আলোর জগতে বিপ্লবী নাম। আলোকিত বাংলাদেশ গড়তে গত ২০ বছর ধরে কাজ করে যাচ্ছে। সুপারস্টার এনার্জি সেভিং বাব্ব আলো দেয় বেশি অথচ বিদ্যুৎ সাশ্রয়ী। পরিবেশ বান্ধব। তাই লোডশেডিং-এর ভোগালিঙ্গ হতে বাঁচতে ব্যবহার করুন সুপারস্টার বাব্ব।

ট্যাগ লাইন: সুপারস্টার। যে আলোয় আলোকিত দেশ।

## Appendix- 2

### TVC Script

মনজিল ইলেক্ট্রনিক্স

সিজি টিভিসি

৩০ সেকেন্ড

এজেন্সী : সিজি ওয়ার্ল্ড লিঃ

স্ক্রিন ওপেন হলে দেখা যাবে এমইইএল-এর লোগোটি একটি আলোকবিন্দুর মতো দূর থেকে ভেসে আসছে (প্রাসঙ্গিক মিউজিক)। লোগোটি চক্রাকারে দ্রুত ঘুরতে ঘুরতে কাছে আসার পর উধাউ হয়ে যায়। লোগোর জায়গায় মনজিল-এর বিভিন্ন প্রডাক্ট একে একে কাট কাট শটে পর্দায় আসে। প্রডাক্টগুলো যথাক্রমে- টিভি, রেফ্রিজারেটর, এয়ারকন্ডিশনার, মাইক্রোওয়েভ ওভেন, ফ্যান, প্রেশার কুকার দেখা যায়। লোগোটি আবার পর্দায় আসে। এবার চারপাশে মনজিল-এর বিভিন্ন প্রডাক্ট দেখা যায়। লোগোটি ধীরে ধীরে ঘুরতো থাকে। সবশেষে প্রডাক্টগুলো চলে গিয়ে লোগোটি থাকে। শেষে লোগোর নিচে ট্যাগলাইন আসে।

#### ভয়েসওভার

আপনার ঝামেলাবিহীন জীবনযাপনের জন্য মনজিল নিয়ে এলো সর্বাধুনিক প্রযুক্তি ও বিশ্বমানের-এর গৃহসজ্জা সামগ্রী। মনজিল টিভি, রেফ্রিজারেটর, এয়ারকন্ডিশনার, মাইক্রোওয়েভ ওভেন সহ সেরা মানের গৃহসজ্জা সামগ্রী আপনাকে দেবে একটানা দীর্ঘদিন নিশ্চিন্তে ব্যবহারের সুবিধা। আর আপনি পাবেন টেনশন ফ্রি জীবন। মনজিল ইলেক্ট্রিক অ্যান্ড ইলেক্ট্রনিক্স লিমিটেড- হাতের কাছেই ঝামেলাহীন জীবন।