

Road to Creativity – Grey Dhaka

**Fatema Tuz Johora
07103020**

**Department of English and Humanities
August 2010**



BRAC University

Road to Creativity – Grey Dhaka

**A Report Submitted to
The Department of English and Humanities
Of
BRAC University
By**

**Fatema Tuz Johora
07103020**

**In Partial Fulfillment of the Requirement
For the Degree of Bachelors of Arts in English**

August 2010

Acknowledgment

When I started my undergraduate programme in BRAC University, I did not think it will be a privilege to study in English and Humanities department in this university. It has been like a second home to me and from the very first semester Prof. Firdous Azim has been like my mother who always supported me whenever I needed. So, I would like to thank my department chairperson for everything she has done for me in these 11 semesters. Without her it would not have been this easy for me to come this far.

As for my teachers, I would have to say that I was lucky to get some of the best teachers in the English department as my course instructors. Dr. Syed Manzoorul Islam, Prof. Kaiser Huq, Ms. Sohana Manzoor, Ms. Shenin Ziauddin, Ms. Nausheen, Ms. Ruksana and Ms Roohi Huda have all been there when I needed them and they made my three year journey in Brac University very warm and enjoyable.

I would also like to thank all my senior colleagues at Grey Advertising for being so supportive and patient with me during the three months that I worked there. As a fresh intern at Grey I was confused about a lot of things but Bappi bhaiya, Ronny bhaiya and Bachchu bhaiya were always there to give me the strength to believe in myself. They always had faith in me and pushed me to try harder and not give up.

Last but not the least I would like to thank my friends Proma and Peter for being there with their helpful advice whenever I needed it.

Table of Contents

Introduction	1
Grey Worldwide	3
The many works of a Copywriter	
I. Translations	7
II. Brainstorming	9
III. Designing Brochures	10
Grameenphone Corporate Campaign	12
Prothom Alo	16
BBC Janala	20
My Personal Account	24
Conclusion	25

Introduction

I had various aims and goals throughout my life. I wanted to be a doctor, a police, a pilot, a veterinarian, a fashion designer and also the wealthy owner of a fashion magazine. They changed with the course of time but the only consistent aim was to become a fashion designer. The thought of going to Paris and living the glamorous life always enthralled me. However, my environment and lack of faith in myself held me back and at times I was scared that this would remain a far-fetched, unfulfilled dream for me. I was unfamiliar with the jobs and opportunities in the media world.

The only profession I ever had was being a teacher to many children, of all ages. But, once I joined Grey Advertising to do my internship after taking general media courses I was faced with the real world and with what happens in and around the media. I saw television and magazine celebrities and models for different brands and I finally realized that my dream would not be an impossible task after all. I witnessed the making of advertisements for the most well known brands in Dhaka like *grameenphone* and *Prothom Alo*. From the brainstorming to the background music, I saw everything my bosses and colleagues did while making an advertisement. These made a lot of things clearer to me. I gradually understood what kind of a world I would have to face. Even though things were not crystal clear, I saw everything through a more realistic view.

Being exposed to many different people I learnt to communicate better and work in different environments. Now I have an idea of what I would have to do to reach my goal. Though my plans are not yet concrete, I at least for a change know where to start. My position as a copywriter in the company also taught me ways to write interesting and people-friendly articles, headlines and press releases. Hence my dream of owning a fashion magazine besides being a fashion designer also seems more plausible and approachable. I only hope I will be able to apply my recently gained knowledge and ultimately achieve my life long dream.

Grey Worldwide



Grey Group is a full-service advertising and marketing firm. It is one of the largest marketing communications companies in the world. The company headquarters is in New York and it has a total of 432 offices in 96 countries. The company started its operation in 1917 and this business which provides creative advertisements to its clients is present in countries worldwide.

It was founded by Larry Valenstein and Arthur Fatt. Grey Global Group began as a direct marketing company and it was called Grey Studios. However in 1925 it changed its name to Grey Advertising. The subsidiaries of Grey worldwide are Grey, G2, GHG, GCI Group, MediaCom Worldwide, Alliance, G WHIZ and WINGLATINO. Through these subsidiaries Grey works in the many sectors like advertising, direct marketing, public relations, public affairs, brand development, customer relationship management, sales promotion and interactive marketing.

Grey Worldwide provides exceedingly creative services including brand ideas and strategies, brand planning, ingenious development and production. The agency is organized into four geographical units: North America; Europe, Middle East & Africa (EMEA), Asia-Pacific and Latin America.

The mission statement for Grey worldwide is: We will create leading brand ideas, ideas that resonate in people's minds and hearts and create brand preference and capture it in a simple proposition- Creative Thinking that Builds Brands.

Grey Group focuses on producing truly great creative work. It produces work that ascends, makes people proud and fosters the brand relationship with consumers. They believe their work helps the clients to prosper.

Grey works on building brand and they do it by corporate identity, market research, tracking & analysis and strategy & planning. Grey Dhaka has three different departments working for three sectors. The Advertising and Marketing department deals with trade show marketing, direct mail and promotions, print advertising, media planning and buying, sales marketing and collateral, concepts and campaign.

The Public Relations and Communication department consists of media and analyst relation, investor relations, competitive analysis, news releases and speaking engagements, crisis communication and event management.

On the other hand, the Web and Interactive department handles television and radio commercials, corporate videos, web site design and developments, e-commerce and webcast.

Grey's first big client was Procter & Gamble and they started working for them in 1956. With an enthusiastic workforce who thrives for imagination, passion and leadership, Grey is a collaborative community of intellect and talent. The subsidiaries of Grey divide their work in many ways. GREY handles advertising, brand and marketing, youth marketing and entertainment marketing. G2 is responsible for brand and design, data consulting, direct marketing, interactive marketing, promotional, trade and shopper marketing. The GCI group covers some advertising, medical education, e-marketing, brand consulting and meeting management. On the other hand, the Grey healthcare group looks after the corporate side, consumers, healthcare, technology and media relations.

The global network for Grey worldwide stretches over the Americas, Europe, Middle East and Africa and Asia Pacific. Some of its well known global brands are Pringles, Pantene, Clairol, Cover Girl, Hugo Boss, Aquafresh, Sensodyne, DIAGEO, Wyeth, 3M and British American Tobacco.

Grey advertising in Bangladesh is just as innovative and effective and the creative department is filled with spontaneous and brilliantly creative people. This subsection of the organization encourages risk innovation and challenges employees at all levels to discover the undiscovered through non-traditional problem solving and strategic thinking.

Among the many clients of the organization, some of the biggest names are gameenphone, Prothom Alo, Savlon, Horlicks and Procter & Gamble. One of the main reasons for having such well-known brands amongst its clients is the unity between the

employees. Employees from all departments participate in discussions and everyone's ideas are valued equally. Working at Grey, I have thus learned to be more creative and engage in lively conversations and share my ideas knowing it is never too late to learn.

The many works of a Copywriter

1. Translations

Translation is a very vital task for copywriters. English copywriters translate many forms of Bangla work into English and Bangla copywriters do the vice versa. This is not the only work for a copywriter; it is just one of many. Translation comes in handy the most when a special occasion is recorded in Bangla and it needs to be in English. Often because of the flexibility and availability of words in the Bangla language, many press releases are written in Bangla. These have to be translated later. As easy as it might seem, translation is not an easy task.

There are many forms of translation and there are numerous problems translators face while translating a piece no matter from what language to which.

Form and content are an important aspect in translation. It happens often that the form is changed and with that the content is somewhat lost while translating. It is sometimes impossible to translate a piece totally correctly, the sense may be translated easily but the form cannot be. One thing every copywriter has to know is that, no translation is perfect, despite the abilities of a translator, often translation ruins a piece of writing.

Another distinction which has to be made clear while translating is whether a piece of writing is to be free or literal. Free translation is easy in the case that as long

as the meaning is intact, the form can be changed. On the other hand, literal translation is word-for-word translation. Here, the form and the meaning have to be undamaged, or else it will make no sense.

Translators have a very important job because they must make sure that they do not have any personal impact on their translated work. They cannot let their feelings or opinions come in between their work, or else the originality will be lost. It is true that copywriters as translators hold some power, but that power needs to be controlled for their work to remain unharmed.

As an example: A press release for Aarong Milk speaks of a conference that was held where many important individuals from the company were present. It also includes some information about a competition held for the children.

While translating it is extremely crucial that the names of the people who attended which are written in Bangla are translated correctly because often times names when translated from one language to another can have their pronunciations changed. For example: the name 'Zara' will be pronounced 'Jara' in Bangla because there is no alphabet in Bangla whose pronunciation is the same as the letter 'Z' in English. Moreover, the name of the venue or the competition could be such that it cannot be translated and when it is, nonetheless, the sense is destroyed. Therefore, translation for copywriters is a very tricky part of the pack.

2. Brainstorming

Besides translating, copywriters have many other tasks that they have to do. Among them, brainstorming is very important. As a matter of fact all the employees in Grey are included in the brainstorming sessions. Starting from the people at the accounts section to the creative people, all have to participate when an idea is being formulated. But the copywriter has an active role here because headlines and catch phrases have to be creative and interesting. And it is up to the copywriter to decide what will fit and sound good with an advertisement.

The making of an advertisement is very interesting and there are many steps that have to be followed to make a good advertisement. The product has to be analyzed to see what it does and how it helps people. These things are important because the advertisement will be based on them. The visual and the way the advertisement will be designed are dealt with. All of these little but highly essential details are brought into the brainstorming sessions; they help enhance the creative side of an individual.

3. Designing Brochures

Translation and brainstorming and creative thinking are followed by designing brochures and leaflets and invitation cards. Grey is a widely versatile firm and all its employees are given the opportunity to take part in various types of assignments. Designing does not only mean putting the brochure together, a copywriter also has to write certain segments. It could be defining a product and its benefits or it could also be writing a speech for the Manager of the company.

A brochure includes things like, the company profile, the employment details, the factory area and the brands that a company offers. As an example, a brochure for New Zealand Dairy Products Bangladesh Ltd. would start with the content page which would include the information offered by the brochure and the page numbers of the documents.

After the content page, the company profile should be put. This will comprise of the initial steps of the company and some brand information. This section is very important because by reading this section, people will understand what kind of a company it is and what it has to offer.

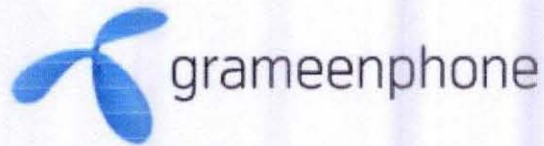
Following the company profile some information about the top management should be mentioned. For example, who the Manager is and his credentials are something that might interest the people. The Director and the Managing Director should also be

introduced there. It should basically have the profile and introduction of all the top management personnel.

All companies have mission statements and visions. These have to be written in big fonts at the beginning of the brochure. Once this is complete, the company is written about in details. The factory locations, capacities, the machineries used and the number of workforce in employment are all information that is important. If the company offers more than one brand, a list should be given and the brands should be described and discussed as well. Their use and advantages must also be stated for the assistance of the consumers and other parties interested in the company.

Designing and preparing a brochure is thus not only an educational task but it is also very exciting. This is something that can prove someone's quality and creativity. This task teaches an individual to be organized and thoughtful.

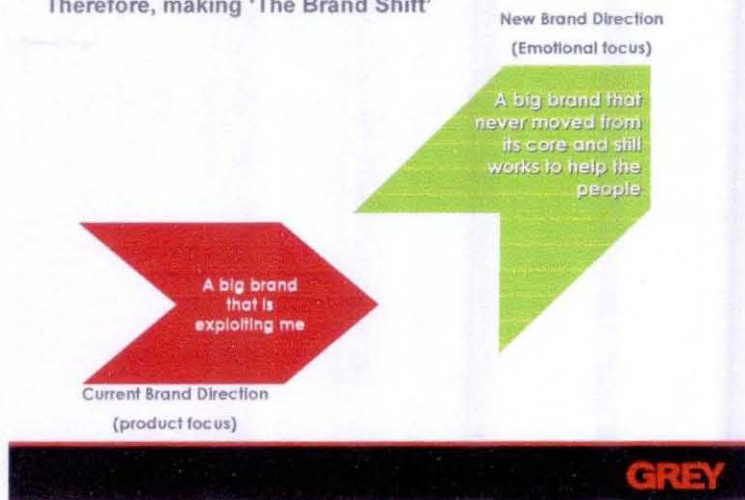
Grameenphone Corporate Campaign



Grameenphone is one of Grey's biggest clients. The phone company has reached various levels and this has been achieved through advertisements and campaigns. Grey makes all the advertisements for grameenphone starting from press advertisements to billboards and television commercials. With the help of advertisements grameenphone has a special position in the market and among its consumers. It is known amidst all as being a quality service provider.

Grameenphone has not always been the success that it is now. At a point people thought it was too expensive and its use was falling. However, with effective advertisements and campaign the company regained its position. The issue that was creating the problems was dealt with and there was a brand shift. People viewed the old brand as something that was over priced and deceiving. To change this perspective, the shift was made where the new and modified brand emerged. This new brand is supposed to be helping the people communicate with one another without any form of exploitation.

Therefore, making 'The Brand Shift'



After the shift Grey portrayed gameenphone as a new brand with new offers and characteristics. Gameenphone moved toward three distinctive goals.

1. Driving Target mindset: People who make up for all the deprivations of life through the inspiration of togetherness.
2. Driving Brand Promise: Ensure the delight of togetherness.
3. Driving Brand Rationale: We will help you enjoy the delights of life – by keeping you close to your near and dear ones through the best network in the country, by bringing relevant innovations that inspire, and by providing solutions to all telecommunication problems with personal care.

As Grey sees it, to create and position a brand certain things are required. The parameters that are relevant are:

1. Target group
2. Functional attributes of the brand

3. Emotional attributes of the brand
4. Personality
5. Tone and voice

All the above and the effectual advertisements help gameenphone to hold a strong customer group. They differentiate the company from its competitors and provide a much stronger ground.

Press – gameenphone



GREY

The above advertisements were made for newspapers and they carry the message, “Stay Close”. All three pictures show bonds between people and how one can complete the other. This further proves that gameenphone works for the people, to bring them together.



The picture above is from a campaign about 21st February, 1952. This was another invitation for a get together for all people along with many celebrities. This was a reinforcement of the fact that the new grameenphone is for the people and the country. This initiative was taken to bring grameenphone's customers closer and to make the people understand that the company cares for them and their feelings and values.

Prothom Alo

বদলে যাও বদলে যাও

Prothom Alo is the most popular Bangla newspaper in Bangladesh. It is also one of the biggest clients for Grey Advertising Agency. However, with time people's expectation from the newspaper went up and they came up with a new campaign. Grey introduced a campaign about bringing a permanent change in the society. A change can never be maintained if everyone in the society does not accept it. A philosophy or a truth was necessary and the truth that was found was, "If you don't change the world, then the world will change in its own way and you will be left with no choice but to accept it".

The main ideas which were communicated were:

1. Driving Target Mindset: 'Nothing will change'. People who do not change things because they believe their efforts will go unnoticed and in vain
2. Driving Brand Promise: 'Millions will make sure it changes'. The firm will not let any need for change or any change maker go unnoticed – will communicate to all and make the change permanent

3. Driving Brand Rationale: 'We will take change to millions'. No one captures and drives national issues better.



Both the advertisements show that people should change. The most important message in the Prothom Alo advertisements tell us that if one of us changes, the others will eventually follow.

The conception developed for this campaign for Prothom Alo arrested very large societal changes which have been turned into practices. In local buses men used to occupy seats which are reserved for women. After several press and outdoor communication (advertisements) pinpointing this instance as a metaphor for personal change, such practices are not seen often. The overall appeal of the communication was very high for its noble thought of changing oneself for social welfare. Last but not the least, the communication tag line '*Bodley Jao Bodley Dao*' (change self, change all) tagline - became a part of popular dialogues among young people.

বদলে যাও বদলে যাও

কথায় আবৃত্তি গানে
বদলে যাবার শপথ

নিজেকে বদলাতে হবে আগে
নিজে না বদলালে বদলাবেনা কিছুই

৩৬৫ দিন বিকাল ৩টা
খানেকটা রবীন্দ্র সুরোবর অঙ্গুরী সবারই
একসাথে ব্যঙ্গ শূন্যি বাংলাদেশের বর্ষিকো আর গান
দূর শপথের সমস্যা
বদলে দেব বাংলাদেশ

আপনিও আপনার শপথ নিখুঁত রবীন্দ্র সুরোবরে
সকালে ৯০টা থেকে সন্ধ্যা ৩টা পর্যন্ত

প্রথম আলো

The above advertisement was an invitation to all people to join a program launching their campaign to change themselves and in the process, changing all others around them. This was a very clever way of getting their message to the people. Prothom Alo also advertised that instead of pointing fingers or complaining about something we should change ourselves. As each individual changes, gradually all people will change bringing about a better world.

BBC Janala



BBC Janala is an organization which aims to improve people's English and helps them with the pronunciations. It wants more people to take up English as an everyday language. People who face difficulties in speaking English, they just dial a number on their mobile and learn words and pronunciations.

Grey makes the advertisements for BBC Janala. To receive more successful results some barriers were discovered in the process of learning English. The most significant barrier is that the people in Bangladesh think that English is very difficult and thus learning it seems almost impossible to them. Hence, this hurdle should be removed and the perspective should be changed. According to the requirements, advertisements were designed by Grey.

The line that Grey used to bring courage among people is "Chailei Parben!" (If you want, you can do it). The people were made to believe that if they have faith and imagine their success, they can achieve anything. Therefore, hope and optimism was brought within the English learners.

Moreover, the recommended thematic creative route gave people a very different message. It told them that English is nothing impossible. Everyday people overcome

many impossible tasks and learning is nothing compared to that. The advertisements showed how fun learning English can be and these motivated people.



WAIT কল্পকবিতা

একটু-আধটু ইংরেজি
আমরা সবাই জানি
এবার পুরোপুরি জানতে কল করুন
3000*
যেকোনো মোবাইল থেকে, যেকোনো সময়।

BBC
জানা লা
www.bbcjanaia.com

চাইলেই পাঠান!!

একটি-আধটি ইংরেজি
আমরা সবাই জানি
এবার পুরোপুরি জানতে কল করুন
3000*
(যেকোনো মোবাইলে থেকে, যেকোনো সময়ে)

LIFE এ এখন
TENSION নাই

BBC
জানা লা
www.bbcjanala.com

চাইলেই পারছেন!!

The press advertisements show us how English is more or less used by all, everyday. Even a simple rickshaw puller uses some English words and phrases like “wrong side” etc. Hence if we try and have enough dedication, learning English becomes very simple and easy. Their core message was that anything is possible if you put your mind to it.

BBC Janala



GREY

The above advertisement was for the television and it is one minute long. This carried one of BBC Janala's most important messages. It shows that people in Bangladesh work hard for a lot of things. The message is that compared to all the work they already do, learning English should be nothing difficult. A little faith in oneself and some dedication should help them accomplish any task.

My Personal Account

Grey Advertising is a very lively place with extremely enthusiastic people. It was my first experience of working in a proper office, even though it was as an intern. During my three month period of work I learnt a lot about both advertising and marketing. All the employees at Grey takes their work to a personal level, hence they do their work sincerely and with care. This is something I learnt from Grey as well. I was taught that a good workplace should always have unity and when a single employee succeeds so does the company, and it is the same the other way round.

Everyone at Grey often had to stay back long hours after the working hours. I also stayed back for some days. I thought I would feel lonely and stressed, but during that time people are more friendly and co-operative and not once did I think of anyone as being rude or inappropriate. Though I was never buried with work pressure whatever I learnt was connected to my field and till now it has helped me in various places. Therefore, Grey not only is an accomplished company, but it is also affluent in its work ethics and environment.

Conclusion

Grey Dhaka is one of the most well known advertising agencies in Bangladesh. Even though the company has some big competitors, its work is extraordinary. All its advertisements are filled with lively colours and people can easily relate to them. Among its many clients, the biggest two are Prothom Alo and grameenphone. In 2009, it also undertook the responsibility to market a project, BBC Janala. This project was started by BBC Worldwide. The advertising campaigns and the marketing ideas for this project showed the excellence in Grey's work.

Besides its brilliant marketing and brainstorming, the company also has very dedicated employees. The employees from all the departments work together and they produce the brilliance that they do. The company value and work ethics are also a reason behind the company's success. All these make the company what it is by providing a comfortable work environment for all.

Bibliography

1. "Grey Global Group". 16th July. 2010. <http://en.wikipedia.org/wiki/Grey_Global_Group>
2. "BBC Janala project overview". *BBC Janala*. 28th July. 2010.
http://www.bbc.co.uk/worldservice/trust/whatwedo/where/asia/bangladesh/2010/01/100115_bangladesh_janala_project_overview.shtml>
3. Blake, Gary. And Robert W. Bly. '*The Elements of Copy writing*'. Simon & Schuster Macmillan Company: New York, 1997.