

A Study on the Advertising Campaign, Insight
and Justifying My Job Profile in Context of
Ogilvy & Mather, Bangladesh

Ogilvy & Mather

A Study on the Advertising Campaign, Insight And Justifying My Job Profile in Context of Ogilvy & Mather, Bangladesh

[Internship Report]

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Date of Submission: 15th September, 2013



Letter of Transmittal

September 15th, 2013

Tasneema Afrin

Lecturer II

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Subject: Submission of internship report

Dear Mam,

During my internship attachment with Ogilvy & Mather Bangladesh, I have learnt a lot and I had been given the responsibility to not only look after one account, but work with several accounts like Unilever (Pond's, Dove, Taaza), Transcom Foods Ltd. & Kraft (Tang), so that my learning is more widespread. In the course of this internship, I got to learn how advertising is not all about producing billboards and TVCs, but how it has integrated itself into a vast network and how it intends to get into a consumer's lifestyle rather than bombard them with information. Which is why, the topic I have decided to work on is the "a study on the advertising campaign, insight and justifying my job profile in context of Ogilvy & Mather, Bangladesh". I have also gotten the chance to experience what life is like in the corporate world and all in all, it was a fantastic learning experience. Thank you mam for being there as a support whenever I needed it.

It was a challenge in completing this project and compiling this report and I hope I have fulfilled your hopes and expectations.

Yours sincerely,

Kazi Taslim Zulfiqur

ID: 10204125

BRAC Business School, BRAC University

Acknowledgement

Over the past few months I have had a wonderful experience full of challenges and satisfaction over completing my project and contributing significantly to one of the largest multinational advertising agencies in Bangladesh.

First of all, I would like to thank all the honorable faculty members, who over the years played a big role in grooming me into what I am today. I would especially like to thank my Internship supervisor, Ms. Tasneema Afrin for being so supportive the entire time and help me with her expert advice for preparing this report.

I am extremely grateful to everyone at Ogilvy Bangladesh for being so warm in their approach and for bestowing such responsibility on me all the while making me feel completely at ease. They made the transition from student life to a working life extremely easy.

Finally, I would like to thank everyone who helped me in conducting my research by taking time out of their busy schedules to discuss with me on the various issues. Without them I never would have been able to complete my project.

A special thanks to:

- Selina Rahman, Account Manager, Ogilvy Bangladesh
(Account: Unilever)
- Naima Hamid Leera, Group Account Manager, Ogilvy Bangladesh
(Accounts: Unilever, Transcom Foods Ltd., BAT-CORA)
- Nadia Sultana, Sr. Account Manager, Ogilvy Bangladesh
(Accounts: Igloo, Aarong, Unilever corporate)
- Araful Chowdhury, Sr. Account Director, Ogilvy Bangladesh

Executive Summary

Over the years, brand promotional strategies and advertising techniques have changed radically; mostly to cope with the changes in how consumers view and perceive things and to stand out in the clutter of today's advertising efforts. Marketers and creative agencies are increasingly moving away from the generic advertising methods which mostly included TV and Radio commercials, activations and in case of Bangladesh, a whole lot of billboards. While marketers are realizing the importance of differentiating not only in terms of their product USPs, but also in how they present and promote it to the consumers, it is actually the creative agencies that truly believe in the continual change of the advertising era. However, in a country like Bangladesh, change comes at a glacial pace. Advertising really hasn't completely moved away or even "far away" from its conventional methods for that matter in our country. Creativity is nurtured and encouraged but very few clients can completely trust their agencies do come up with something ground breaking in their campaigns. Billboards, print ads and TVCs are still used significantly for a campaign whether or not they are required, and this happens mostly in cases where the client is head strong about its decision and doesn't want to risk not adhering to the traditional mediums of marketing. In a country like Bangladesh, exceptionally innovative ideas in marketing campaigns, especially guerilla advertising that is widely popular abroad, can be rarely implemented because clients feel out of zone and unsure about using them. But this client-agency gap doesn't stop agencies from trying to come up with newer and more innovative marketing ways and pitching them to the client. Ogilvy Bangladesh has been successful in getting its long term customers to trust in them to provide the best marketing and advertising solutions and stepping outside the box when it came to creative advertising. This report analyzes how this agency has successfully pulled off creative campaigns and implemented various innovative ways of branding, not just sticking to the conventional methods. In this I have highlighted some of the campaign that I was involved with, some insight and a discussion on my job profile and my contribution to Ogilvy Bangladesh.

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List of illustrations:

- Subsidiaries – Ogilvy Global
- Clients
- Organization hierarchy
- Pond's My 2nd Honeymoon – Campaign media (Venn diagram)

List of abbreviations:

USP – Unique Selling Point

TVC – Television Commercial

Introduction

1 Advertisement and its Evolution

The function of marketing – selling a product, hasn't changed through the decades, but the strategies certainly have. Starting from the Egyptians carving public notices in steel to advertise back in 2000 BC, to today's vastly used viral and online advertising; the world of advertising has undergone a continuous and dynamic change, in a nonstop competition to break through the clutter of advertisements and reach to the consumers.

Over the years, brand promotional strategies and advertising techniques have changed drastically; mostly to cope with the changes in how consumers viewed and perceived things and to stand out in the clutter of today's advertising efforts. Marketers and creative agencies are increasingly moving away from the generic advertising methods which mostly included TV and Radio commercials, activations and in case of Bangladesh, a whole lot of billboards. While marketers are realizing the importance of differentiating not only in terms of their product USPs, but also in how they present and promote it to the consumers, it is actually the creative agencies that truly believe in the continual change of the advertising era. Advertising agencies know that they will continually need to find and create innovative new approaches to respond to major industry shifts underway. It is one of their crucial responsibilities to make their clients see clearly and understand why only TVCs and billboards can no longer attract and retain consumer attraction these days.

The next 5 years will hold more change for the advertising industry than the previous 50 did. Increasingly empowered consumers, more self-reliant advertisers and ever-evolving technologies are redefining how advertising is sold, created, consumed and tracked.

2 Objective of Report

2.1 General Objective

To study the shift of generic advertisement to more modern and inventive methods (digital, etc.) in context of Ogilvy & Mather Bangladesh, an insight study and justifying my job role in my internship position.

2.2 Specific Objectives

- To study what modern platforms and methods Ogilvy & Mather Bangladesh utilizes for its clients campaigns.
- Discuss my job profile in Ogilvy Bangladesh.
- An insight study, where the potential stuff is developed for advertisement.

2.3 Objectives of Internship

- To apply the theoretical knowledge which I learned throughout my graduation years into the practical field.
- To learn how to work in the professional ambience.
- To learn how to meet the requirements of clients.
- To create job exposure and employment opportunity.
- To enhance professional skills.
- To learn the working culture in the agency industry.

2.4 Scope

The advertising and promotional campaigns to be discussed will be based on and limited to only the clients of Ogilvy & Mather Bangladesh.

2.5 Limitations of the Study

One of the biggest limitations in conducting this research was that agencies in this country are still heavily dependent on the generic mediums of advertising and have not been yet able to rely on radically innovative and ground breaking channels, partly due to the lack of faith the clients have in unexplored mediums. Which is why, while studying the shift of advertisement in our country, what has actually been studied is the additional creativity that has been budding alongside the conventional methods. Also, while measuring the effectiveness of promotional campaigns of Ogilvy Bangladesh, only the “brand awareness” could be used as variable, not all of the sensitive revenue and brand performance data of the client because these data aren't mostly disclosed to the agencies.

2.6 Methodology

The report progression is shown below:

1. Initially, the topic and research objective was selected.
2. The sources of data were determined next.
3. Qualitative data was then collected from various sources and everyday learning during the internship attachment.
4. Qualitative portion of the report was written first, where mainly campaigns and cases of Ogilvy Bangladesh were discussed to show the newer and modern ways of advertising nowadays.
5. Classification, analysis, interpretation and presentation of data.
6. Findings of analysis.
7. Collection of relevant and supporting material.
8. Final report preparation and compilation.

2.7 Sources

Primary Data:

a. Key informant interviews of concerned employees of Ogilvy & Mather Bangladesh were undertaken where they answered many questions and also added relevant opinions and thoughts about the advertising age.

Secondary Data:

- a. Ogilvy & Mather Global website & Facebook page of Ogilvy Bangladesh.
- b. Ogilvy Bangladesh credentials were studied as well as individual campaign accounts.
- c. Other relevant websites were used for relevant data and information gathering.

Internship Organization

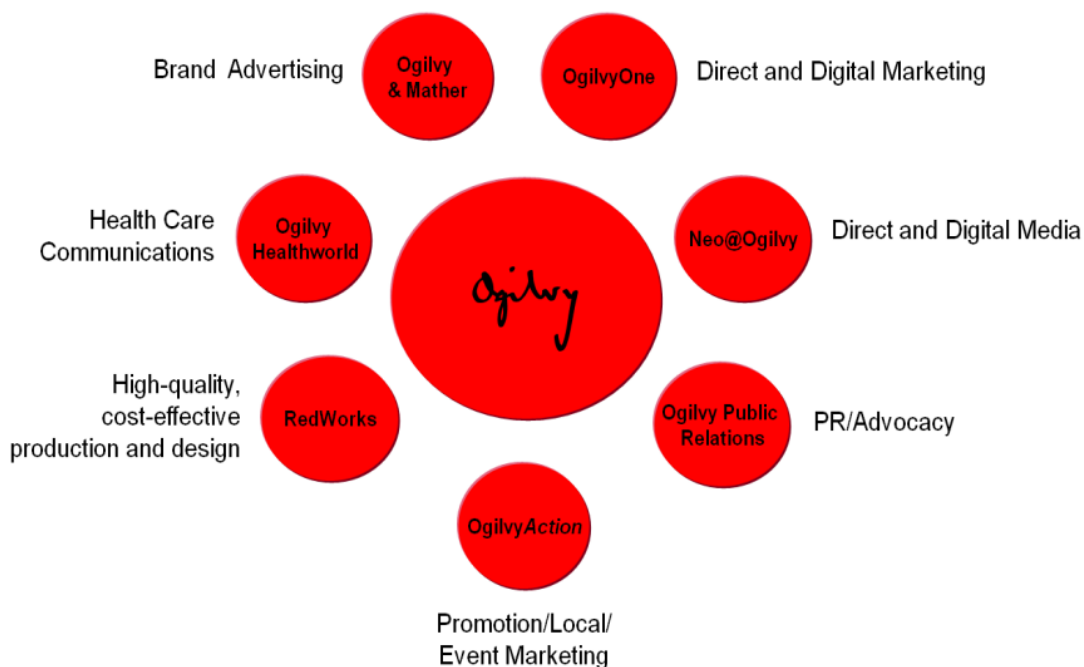
My internship attachment was with Ogilvy & Mather Bangladesh; a dynamic organization with wonderful work ethic and environment. In my 3 months (May 5th, 2013 – August 5th 2013) attachment with this organization, I have learnt a lot, thanks to the wonderful mentors who took their time to teach me everything about modern day advertising and marketing.

This section discusses the organization in brief, its operations, its clients and its values.

3 Backgrounds

3.1 Ogilvy & Mather, Global

Ogilvy & Mather is an international advertising, marketing and public relations agency based in Manhattan, USA. It operates 450 offices in 120 countries. Founded in 1948 by David Ogilvy, it's one of the largest marketing communications networks in the world, servicing multinational and local brands in all regions. The hallmark of brand-building capabilities is the balance of global and local brands within a worldwide network.



3.1.1 Global Clients:

Ogilvy & Mather board has produced work for a wide range of leading brands. Some of them:

- American Express (since 1962)
- British American Tobacco (since 1981)
- Amway (since 2009)
- Coca-Cola Company (since 2001)
- Louis Vuitton (since 2006)

3.2 Ogilvy Bangladesh

The doors to Ogilvy Dhaka's offices opened for business in July 2007 – it was the 497th office in the Ogilvy network. In the short space of time, Ogilvy Bangladesh has been able to carve out a space for itself, both in the Ogilvy community, and in the business fraternity in Bangladesh. The agency's operation has already been highlighted in Ogilvy Asia magazine. Moreover, its client's ratings have been phenomenal.

Timeline:

June 2006: Ogilvy & Mather was registered in Bangladesh as a Joint Stock Company.

December 2006: Merged with Marka, a local mid-size agency to get an early foothold.

October 2007: Transition was completed and Ogilvy opened its doors for business.

March 2008: Officially launched its operation in Bangladesh.

Integrated in the firm's corporate culture is Ogilvy's concept of 360° Degree Brand Stewardship®, defined as *a willingness to use the broadest array of tools and techniques to understand, develop and enhance the relationship between a consumer and a brand*. Adhering to that, Ogilvy is a full-service agency catering to ATL, BTL, Activation and web-based solutions. Be it the launching of a new package from Teletalk, a brand campaign for KSRM, a thematic

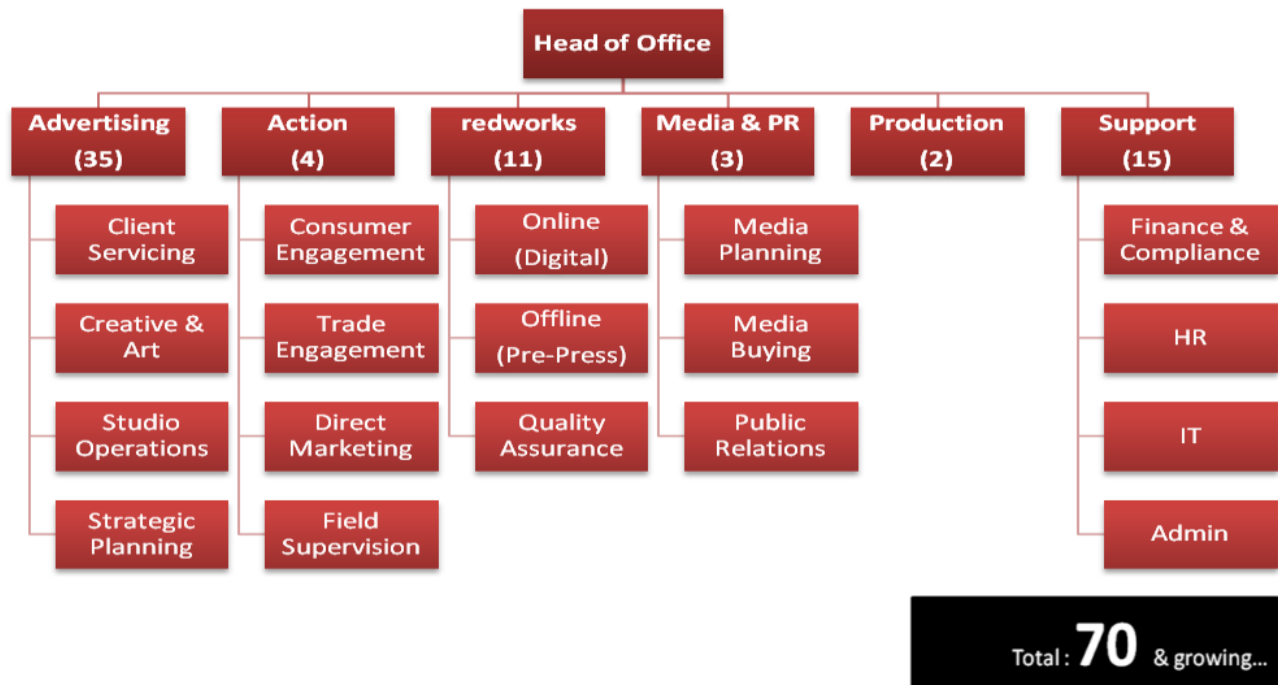
campaign for Golden Harvest, Campaign for Pond's My 2nd Honeymoon show, Eid campaign for Aarong or Ramadan campaign for Transcom Food Ltd. Ogilvy is always up for the challenge.

3.3 Clients

Ogilvy Bangladesh's list of global clients includes British American Tobacco, Unilever, Kraft, Perfetti Van Melle, Motorola, Novo Nordisk, Ajinomoto etc. Among local clients, Aarong, BRAC Bank, Kabir Steel (KSRM), Bashundhara Group, Daily Sun, Teletalk etc. are also worth mentioning. The illustration below shows the wide range of the agency's clients:



3.4 Organization Hierarchy



3.4.1 Global Creative Support

For many of Ogilvy’s global clients, extensive adaptation is done of regional and international works. Ogilvy Bangladesh is very well connected to the other offices, and has resources to bring in any job that has been done around the region for clients. It even works in languages other than English and Bengali. In certain cases, where a large number of adaptations are necessary, they get referred to RedWorks.

3.4.2 RedWorks

It was established as a SBU of Ogilvy Bangladesh, geared to provide support in studio production of offline and interactive projects. The 10 member team performs miracles, with same-day turnaround for projects – for demanding clients like Rolex, Dove, Time Warner Group, and American Express.

3.4.3 Quality Control

Ogilvy vouches for every creative element that leaves the office premise, stating its perfect quality that that been checked and re-checked thrice over. The systems in place does not allow for mistakes to go unnoticed, since meticulous care is taken by the trained staff to maintain that quality. From the visualizer, to the studio in-charge to the account directors, everybody pores over the materials before they get finally released.

Part I: Ogilvy Bangladesh Cases

The following section discusses and dissects through some cases and campaigns by Ogilvy Bangladesh that demonstrates how much the span of advertisement has been stretched and how newer and more innovative ways of branding and reaching out to the customers are being explored with time; and how the traditional channels are also being utilized in more amusing and attention grabbing ways.

4 Unilever: POND'S

Ogilvy & Mather has helped carve such an advertising path for one of its dedicated clients, the Unilever brand – Pond's. Apart from the common TVC, RDC and billboard advertising, there are many other strategies and advertising techniques that Ogilvy Bangladesh has adapted for Pond's; amongst which, the digital campaign for Pond's was immensely popular and effective. The following section will broadly discuss the case of Pond's Bangladesh. The major change that advertising has undergone over the years, especially in Bangladesh, and the change that this agency understands and values, is the rise of a “two-way advertising”; which is essentially providing the consumers with opportunities of engagement and getting into their lives and lifestyles instead of treating them as silent audiences. She also said that, campaigns and the channels of communication should be such that they are open to all, even though the target message is for the target group specifically. The reason for doing so is to ensure that anyone and everyone get to pick up the message and experience the brand/product if they want to.

Pond's White Beauty™

4.1 Bookmark Branding

Bookmarks in the shape of Pond's White Beauty™ face wash tube were made and put as page separator in some popular magazines. The bookmarks were detachable from the magazine so that the readers could use them for marking their own books.



Figure 1: Bookmark branding

4.1.1 Interactive Magazine Branding - I

The following illustration shows another interesting way that Ogilvy Bangladesh has used magazines to brand Pond's. Instead of the common full page print ad, a consumer engaging

method was used to advertise Pond's White Beauty face wash. A rotating circular cutout was placed on a magazine.



Figure 2: Interactive Magazine Ad I

Pond's Age Miracle

4.2 My Second Honeymoon, 2013

Pond's Age Miracle 2nd Honeymoon Campaign was first planned and executed in 2011. The forte of this campaign was Facebook only whereas, the in 2013 program invested heavily on

ATL besides the social media channel. And according to agency and client information, the 2013 campaign had a more positive cover which is why; the following case analyzes the 2013 campaign to measure its sole effect on reaching out to a huge target without the help of the traditional TVCs and billboards.

Campaign Title: My 2nd Honeymoon

Tagline: Come Fall in Love Again

Client: Unilever Product: Pond's Age Miracle

Agency: Ogilvy Bangladesh

4.2.1 Pond's Age Miracle: My 2nd Honeymoon Campaign 2013

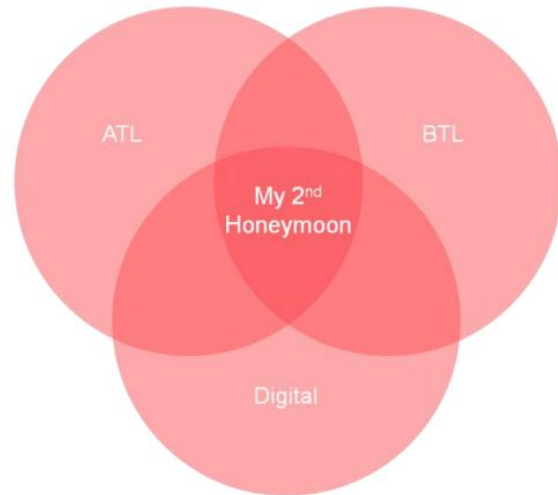
In 2011, Ogilvy Bangladesh created a promotional campaign for Pond's, which was the very popular "My 2nd Honeymoon" campaign. It was created on the insight that couples who have been married for long, with worries, responsibilities, children and finances coming into their marriages and crowding out the romance, need something to ignite their old flame again. And this is where Pond's came in with the 2nd Honeymoon project; the big idea was to allow 7 lucky participating couples to win trips to one of the 7 exotic beaches around the world. The rationale was to provide these women with a chance to get away from the worries and to go away to a new place, to revive them, to rebuild memories, to fall in love again.

4.2.2 How could that be done?

It was clear that there needed to be participants and a competition after which a few winners would be send to a wonderful trip across the world but the question was how to reach out to that 35 particular target group and make them participate? With all the brand information clutter in current times, people are prone to neglecting more information and letting advertisements and messages slide right off them. So it was also clear that just an ATL route wouldn't suffice. Even with a digital campaign, there seemed to be a few obstacles. Digital infrastructure in Bangladesh is still in its infancy stage and penetration is low. Tech-savvy is even lower. The concept of e-shopping is still alien to many of the consumers in the country

and most importantly, Pond’s Age Miracle has a premium target market who have little or no interest in the usual deal (let alone in a digital campaign).

However, what Ogilvy Bangladesh recognized was that women love to share their love stories and photos of them with their other half. A lot of them love expressing their love through words and for others, “a picture said a thousand words”. And what can be a better platform than Facebook for sharing good memories with the friends and acquaintances?



The strategy was to use the most widely used form of social media in the country as the platform for the campaign – Facebook and promote a Facebook based contest as the hook to engage consumers and drive the campaign; and then to reinforce the campaign through a few ATL and BTL activities.



Figure 3: post event layout – Pond’s My 2nd Honeymoon

4.2.3 Digital:

The initial step was creating a Facebook fan page for Pond’s Age Miracle Bangladesh and allowing people to like the page. There was a tab in the page for the 2nd Honeymoon Campaign with the details of the competition and event and asking couples to participate. The first step of

the competition was to like the page and then the second step was to enter a Pond's product barcode to become eligible for the contest and to register as participants. The third step for the participants was to submit a short essay on the topic, "How would this trip revitalize your romance?" in the Facebook page and then make the Pond's 2nd Honeymoon mnemonic as display picture to increase their chances of winning. A Pond's committee judged the participants based on the best essay and the official fan page kept updating people about the coming announcement of winners. The selected 10 couples would be invited to take part in a series of performance of several episodes. Among them, 7 couples will be selected for their 2nd Honeymoon trip.

4.3 The "Pond's Experience Zone"

Small glass enclosed zones were installed in various touch points in the supermalls of the city; the one in Bashundhara City being the most popular. These experience zones were essentially an instant accommodation for skin-testing facilities, where women could just walk in one day after their shopping and get their skin type analyzed for free. The experts first analyze the customer's skin tones with the help of modern technology, and then give her a report on their skin conditions and provide complete skin solution to them. The consumers can also try out Pond's products in these zones and before leaving they write down about their Pond's experience. The entire point of this engagement is to make the women feel special and cared for and not to mention provide them skin solutions for free.



Figure 4: Pond's Experience Zone

These installations are tactically placed and the see-through walls work as attraction elements for the daily shoppers in the malls and markets. The interior is in bold red and well-lit and large wall size displays of the Pond's models adorn the experience zone. All of these provide a special experience to the customers when they decide to check the zones out and get their skin tested.

5 Transcom Food Ltd.: Pizza Hut & KFC

Transcom Foo Ltd. holds the authorized franchises of the global food shop Pizza Hut & KFC. Ogilvy Bangladesh happens to be the creative agency for them and use to develop so many campaign ideas. During the Ramadan 2013, both Pizza Hut & KFC had their special iftar offer and hence Ogilvy Bangladesh came up with the innovative press, billboard, and flyer ideas and executed successfully. One of the notable issues was, KFC launched a new food product which is Tom Yum Chunch just before Ramadan and the whole Ramadan campaign had to be incorporated with the new menu.



Figure 5: KFC Billboard – Tom Yum Chicken



Figure 6: Pizza Hut Billboard – Ramadan offer



Figure 7: KFC Press – Ramadan offer

6 Kraft: TANG

The highly renowned multinational confectionery, food and beverage conglomerate, Kraft Foods Inc. is another valued client of Ogilvy & Mather and one of the most popular brands of Kraft in Bangladesh, the powdered beverage, Tang, is one of Ogilvy’s high priority brands to look after. Marketing activities to promote Tang in Bangladesh is carried out throughout the year; however, the peak seasons of promotional activities are during the summer and during Ramadan. Ogilvy Bangladesh has been very consistent with coming up with newer, more effective and creative ways of reaching out to Tang’s target customers and increasing sales by a very good amount. The following section discusses some of the activities done for the launching of new flavors of Tang into the Bangladesh market as well as seasonal promotions.

6.1 Film

Ogilvy Bangladesh came up with the outstanding idea to introduce all the five flavors of Tang. First of all, the idea of the TVC generated and refers to that rest of the communication (press, RDC, dangler, festoon, banner, billboard etc.) developed. The idea of the TVC was developed based on the two characters Tonty and Monty, the twin brothers. They have the same style & smile, same birthday, same talent and same gesture but when it comes about taste, they are not same at all. The message was, in terms of taste everyone is different, while one’s orange, the other’s mango.



Figure 8: Tang TVC – Tonty Monty

6.2 Print

The above concept was incorporated to communicate with the press media. And it was a huge success.



Figure 9: Tang print

Part II: Insight: Ogilvy Bangladesh

7 How has advertising changed over time?

Well, advertising really hasn't "changed" from its core in our country. Rather, the modes and channels of advertising are seeing shifts but in a glacial pace. Billboards, print ads and TVCs are still used drastically for a campaign whether or not they are required, and this happens mostly in cases where the client is head strong about its decision and doesn't want to risk not adhering to the traditional mediums of marketing; most clients are yet learning to completely trust in their advertising agencies to make the right decisions (the agency-client gap). In a country like Bangladesh, exceptionally innovative ideas in marketing campaigns, especially guerilla advertising that is widely popular abroad, can be rarely implemented because clients feel out of zone and unsure about using them. The following section discusses the points from the agency side of the view; the factors the employees of Ogilvy Bangladesh think are crucial in today's advertising and marketing communications.

8 What's important?

Getting into the customer's lifestyle

Sr. Account Manager Aveen Ali says, "It is very important for every marketer and agency to first understand the target group and then try to get into their lifestyle and become a part of it."

Visibility and attention-grabbing elements

While visibility is very important in a marketing campaign, in today's advertising scenario the problem is rarely with lack of visibility but with over-exposure and clutter. When there are at least 10 billboards in small span of area and magazine full of print ads, it is never the audience's fault if they fail to notice anything new. Which is why, advertisers and agencies are shifting away from the generic methods more and more and coming up with newer and more exciting ways of grabbing and retaining audience attention, branding elements that were never branded before.

Starting from bookmarks to trees, there are a lot of new areas that are being explored for branding. For instance, this year, as a part of BRAC Bank Limited's launch campaign of e-statements in the World Environment Day 2012, Ogilvy Bangladesh planned a tree-branding campaign where placards with hand images and words saying "Subscribe to e-Statement and Save us!" were hung on trees outside the branches of BRAC Bank, giving the impression that the trees were holding the placards. Also, in a campaign of BRAC Bank and Seagull Hotel (Cox's Bazaar), where people can now book Seagull rooms online just by a click in BRAC Bank website, branding was proposed in a non-generic way. The agency suggested a mouse pad branding for the internal audience of BRAC Bank, where the mouse pad would have an image of the Online Hotel Booking press ad which says "Now Your Hotel Booking is Just a Click Away". The mouse played a metaphoric role every time people would click on it to work on their computers.



Figure 10: Print – BRAC Bank

Another breakthrough print layout was developed by Ogilvy Bangladesh in the part of Teletalk 3G campaigns. It was a newly launched 3G modem device and the idea was to communicate

with the audience as much innovative way. The target audience was supposed to be educated and other mobile networks could not provide the 3G network at that time. So Teletalk was ahead of point. Ogilvy developed a press incorporating a man is running in the fitness machine and a dog is approaching towards him, copy was – Speed means nothing without mobility.



Figure 11: Print – Teletalk 3G, speed means nothing

Creating a two-way communication

These days due to the clutter of advertisements, marketers trying to constantly buy off their customers and increasing number of brands entering the market leaving the customers in a confusion, it has become difficult for these people to trust in advertisements or even pay attention to many for that matter. This is because, these people are only given information and urges to buy a product, what is missing is a platform where they can not only receive the brand's end of the bargain but can also give their feedback and feelings about it. A both way communication has become a key aspect for marketing and advertising these days.

Interactivity and engagement

As a part of creating a two-way communication, a marketing effort is most effective when it 'engages' the target audience into the campaign, says Account Manager, Faizul Kabir. Especially, when the target group is the youth, campaign effectiveness heavily relies on the level of interactivity a campaign provides.

Emotional connection

Ads are more emotional now; rational appeals have given way to emotional ones. Rational thinking is a slow, deliberative process; earlier ads assumed that people spend time reading and thinking about ads, which they don't (and didn't). In fact, encouraging consumers to think reduces the chance of making a sale. Which is why, there is an increasing shift from describing the product to focusing on the emotional life of consumer in an advertisement.

Part III: Justifying My Job Profile in Ogilvy Bangladesh

9 Job Profile

My job profile in Ogilvy Bangladesh was to work in Account Management team. I was assisting an Account Manager. The team consisted of 2 people handling 3 Brands namely Unilever (Pond's, Dove, Taaza), Transcom Foods Ltd. & Kraft Food.

I was mostly involved with Unilever & Transcom Food Ltd. In these three (3) months of internship period I have worked in helping build creative communication ideas. I have worked to develop press communication, media innovation, launching TVC and received a lot of strategic briefing. Also helped to prepare the media planning.

9.1 Learning Experience Gained

Engaged in Ogilvy & Mather for the 3 months for my internship, first of all I would say that it was one of the best experiences I have ever come across. The work place is full with fun loving yet profession associates who helped me learn the work without any difficulties. I was hired in the Client Servicing Department (Account Management) where the key task was to maintain strong relationship with the existing clients and attaining new ones. My tasks involved assisting my supervisors by getting the list of work get done by the employees in the creative department. The team with whom I worked with was in charge of brands like Unileve (Pond's, Dove, Taaza), Transcom Food Ltd., & Kraft (Tang). In the mean time of my internship, I experienced the making of one TV commercials of one well-known brand namely Kraft Food (Tang). The very purpose of internship was fulfilled to the maximum, keeping in mind the limitation of time. The learning experience began right from the first day.

My primary objective of learning was to get practical exposure to the advertising industry and to observe and learn how an ad agency works. With regard to this, I learnt that an ad agency follows a workflow process, which can be attributed to any ad agency in general. The process begins with the ad agency getting a "Marketing Brief" from the client in terms of the positioning required, the purpose of the advertising and the facts to be highlighted in the ads. This brief is taken by the client servicing department and is passed on to the creative department, and this

is known as the “Creative Brief”. The creative department, which composes of the Art and the copywriting department starts visualizing the idea, based on the brief. In fact, the idea can come from any department, as long as it is creative and effective. The planning department meanwhile starts researching the concerned market and the client’s competitors and provides useful inputs to the creative department. The finished ad copy is then shown to the client who accepts/rejects or even suggests changes, post to which it is printed or developed into a campaign.

On that occasion, I learned how the process of the making of an advertisement happens. My task was to arrange the meeting and to take notes and the meeting minutes then share that with all the people involved with the TVC. I learned how to communicate with the personnel of the creative department and get the work done from them and deliver that to the client. My supervisor also gave me the authority to communicate with the clients directly in case of his absence. I also attended meetings with my team at the client’s office, where I saw how the client briefs a work, like campaign program or organizing a launching event. For this sort of activities third-party service was required. Then I had to communicate with the Procurement Manager.

All in all, being an intern I also learned how to handle challenging situation where miscommunication occurred between the agency and the third-party. The internship was an outstanding learning experience, with great learning, practical exposure and an opportunity of self-analysis. I hope the internship learning will act as a bridge to land into the abode of creative opportunities, the “Advertising industry”.

9.2 Developing Layouts Based on Client’s Need

During my internship I was entrusted with the work of coordinating and developing some layouts for various products of Unilever, Transcom Food Ltd. & Kraft Food. Although the experience of developing each of these layouts differed from one another, the work process in general followed the structure shown in the flowchart below:

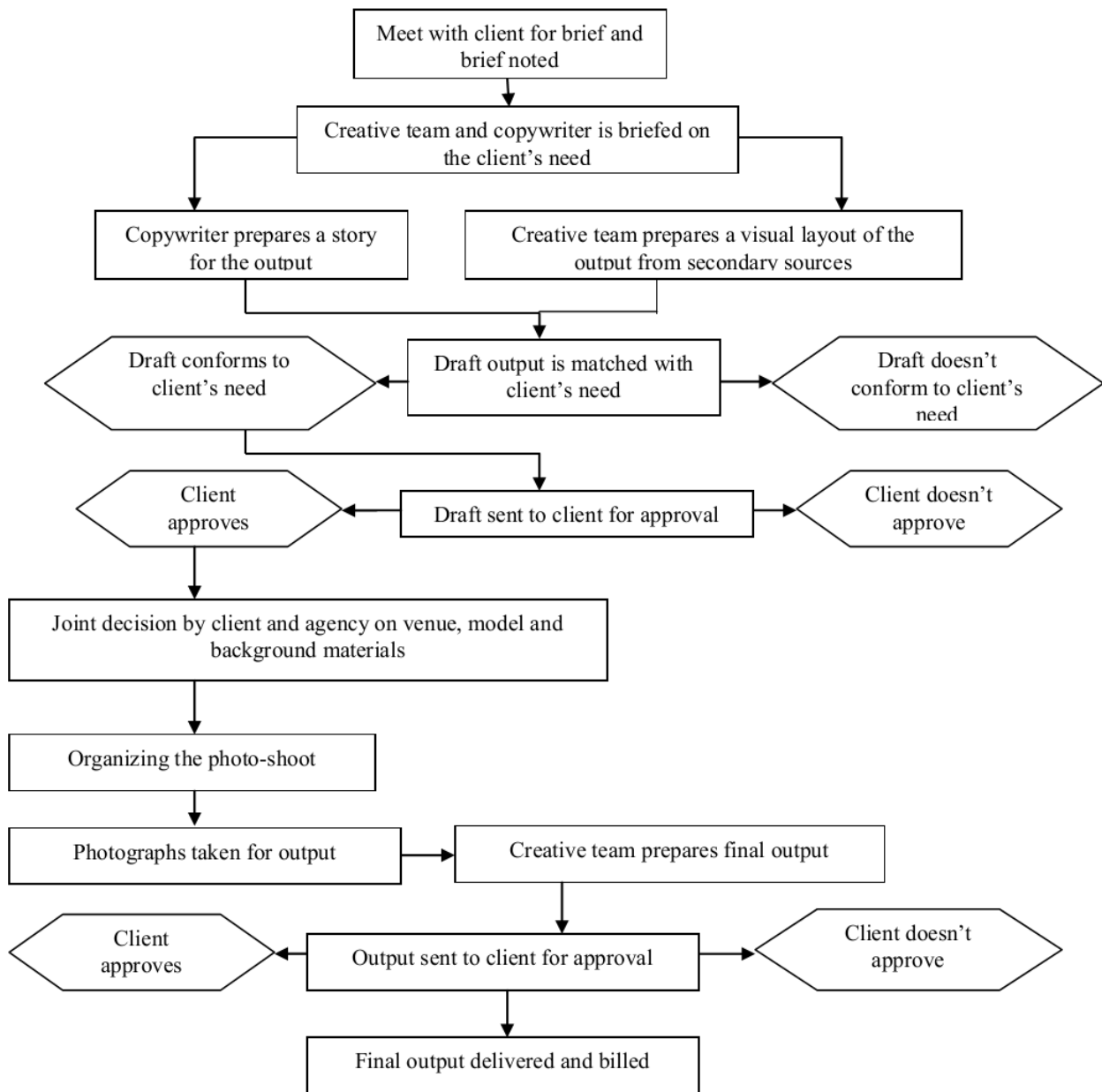


Figure 12: Flowchart on developing layouts (Advertising products)

10 Justifying My Contribution to Ogilvy Bangladesh (Within the Job Description)

- Generating Ideas:** As I worked in an ad firm, Ogilvy & Mather, one of the most important issues is to generate unique ideas for different campaigns. For example: To promote one of

our clients, we are thinking of an innovative idea which will be first of its kind in Bangladesh and I tried to contribute some ideas already. As Ogilvy does not reveal its marketing strategies before launching, I am just bound not to clarify and share different views only.

- **Team Work:** In our organization employees are divided into groups or teams. It is very important to make a good working relationship with the group members as well as the other employees of the office. As I was new in the office, I realized that it was my responsibility to make good relationship with my group members and with their great support I could cope up very fast on this matter. Other group member is always there to help me out and I always tried to make a relation with them beyond professionalism.
- **Client-servicing:** As an intern in Account Management, my foremost job is to ensure my client is delighted. My superiors notify me about our client's requirements and I consult with the creative team and brief them about the designs. It's always pretty tough for anyone like me who is a fresh new comer intern to make another department do the job for my team. So I also had to make a good relation with the creative team as well.
- **Day-to-day Operations:** I had to maintain some day to day operations in both account management and creative dept. It includes follow up of ongoing campaign, approved campaigns, press ads etc. Sometimes I got the opportunity to write copy writing for press or advertorial, since the copy team used to be busy that time.
- **Supervision:** Another job of mine was to supervise the creative designers regularly so that they can deliver their works within time and also to guide them through their designing process so that they don't get off the track. As it is very important to make sure that the creative dept. follows my direction I have made friendly relationship with them. Hereby I feel proud to implement my leadership qualities too.
- **Dispatch:** Sending the right outputs to the right places at the right time is also my job which till now I have been doing very efficiently. For example: a press ad design (Column Branding)

of Pond's will go to 5 different magazines (Anyadin, Ananda Bhuban, Binodon & Canvas) and 2 newspapers (Samakal & Dhaka Tribune) for new product, so it is very important to make sure the designs adapted to different magazines and newspaper's sizes are reaching their destined location before deadline, otherwise it will be a mess. The responsibility of dispatches of outputs is to confirm the right delivery of outputs to right places at the right time.

11 Client-servicing

Client Service plays a significant role in our agency and to continue work with our clients it is very much needed to keep them delighted with quality service. From the service quality gap model I have learnt that the less the gaps the more the quality of service.

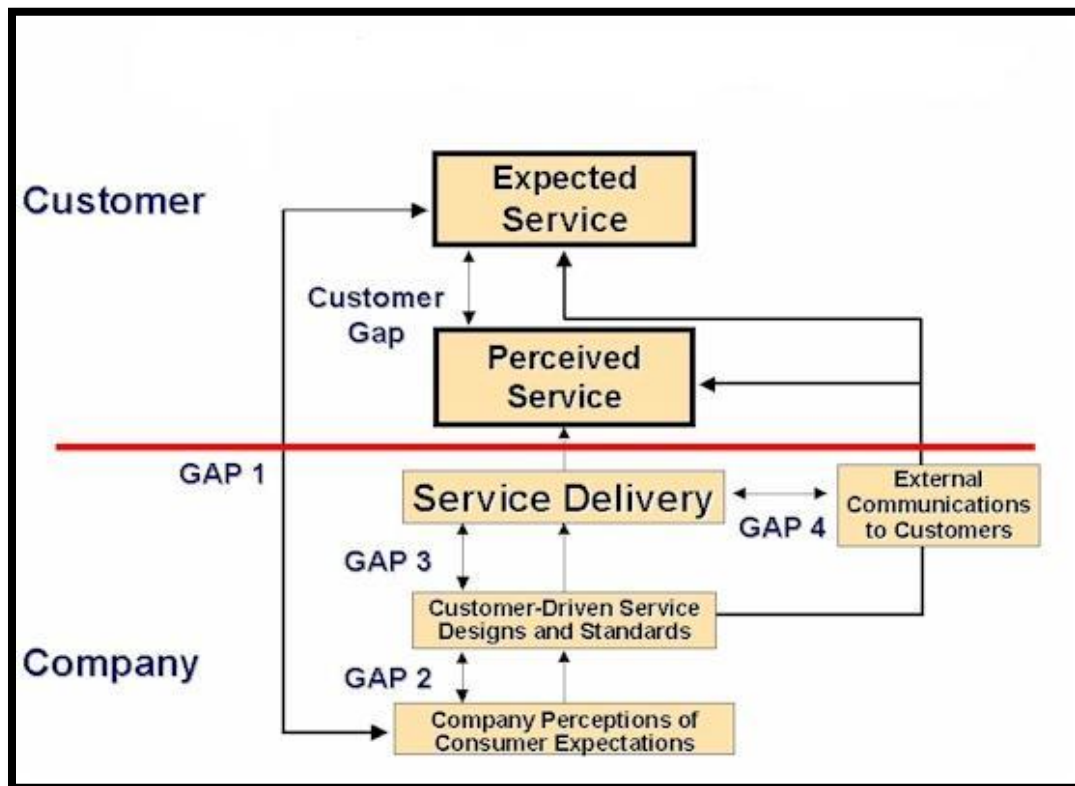


Figure 13: Gap model of service quality

As an intern in client servicing it's my responsibility to minimize the gaps that falls within my reach which are Gap 2 and Gap 3. In Gap 2, while working with the designers I made sure they are designing the way our client wants and also they were following our agency's standards. In Gap 3, I tried to deliver the outputs that have been prepared through different feedbacks given by our clients over period of time the moment it's possible to make the gap less.

12 Roles of a Manager

As an Intern of Account Management I have to play some roles from the 10 roles of a manager and those are:

Interpersonal Category

The roles in this category involve providing information and ideas.

- **Liaison** – I had to communicate with internal and external contacts and also I am working on networking effectively on behalf of my organization.

Informational Category

The roles in this category involve processing information.

- **Monitor** - In this role, I regularly seek out information related to our organization and industry, looking for brilliant ideas that have already been executed. I also monitored creative department on a regular basis to keep them on track.
- **Disseminator** - This is where I shared potentially useful information with my team.
- **Spokesperson** - Managers represent and speak for their organization. In this role I was responsible for transmitting information about my organization and its goals to the stakeholders.

Decisional Category

The roles in this category involve using information.

- **Negotiator** – Sometimes I had to take part in important negotiations with different suppliers.

Findings

After identifying and analyzing the job profile of an Intern-Account management of Ogilvy & Mather, I can say that it's essential to keep your client happy and always being dedicated. A better relationship between agency and client leads -

- Happier clients.
- Repeat and new business from existing clients means more profitable relationships.
- Client-provided feedback and quality insight.
- A boost in word of mouth referrals and recommendations.
- A willingness to pay more.
- Brand engagement and loyalty.
- Trust & credibility.

Also it costs less to keep an existing customer than it does to acquire a new customer, both in terms of marketing and the new-relationship learning curve.

Limitation & Recommendations

Limitations

- Time constrain was the biggest difficulty I faced, because three months were not enough to observe an organization thoroughly to draw a conclusion of a report.
- Lack of practical experience resulted more time consumption in doing each work for the report.
- Unable to conduct group discussions for collecting primary data for report accuracy.

Recommendations

After establishing the research paper I came up with the following recommendations that Ogilvy Bangladesh can take under consideration to improve the current scenario of the organization. The problems that I identified earlier definitely can be resolved. In support to this statement, I would like to recommend my thoughts that I found suitable for Ogilvy Bangladesh. In order to resolve the problems, the potential solutions could be as follows:

- Then employees should submit some sort of document to their reporting person in charge about the tasks completed and the tasks waiting in the lists.
- While getting the brief of the work asked by the clients, employees from the creative department should also be present in the meeting to have an understanding of creating and coming up with better quality and innovative ideas and services.
- Research should be conducted by the employees from both the account management department and the creative department in order to learn more about the client's behavior.

- As Ogilvy is a multinational agency, they can interchange multinational skills and workers so that people can exchange the views and bring fresher and better ideas in the creative field more frequently.
- Better relationship can also be built by organizing social events where the top management as well the contact persons of each brand will present. This sort of social business gatherings will be resulted healthier relationship between both the parties.
- The workload should not be too much, employees should get leaves.
- Ogilvy should concentrate on employees personal needs. Employees should feel from the heart that they are important for the company.
- The management should conduct survey in order to figure out employee satisfaction.
- Extrinsic benefits should be taken under consideration.
- Employees must also know the way of stress management.
- Financial benefits and compensations plans should be improved annually.

I believe by taking the above mentioned points into concern the management of Ogilvy Bangladesh will definitely experience better results.

Conclusion

It has been a true privilege to work as an intern in an organization like Ogilvy & Mather, which is one of the pioneers of advertising in Bangladesh and even today the agency is a juggernaut of Bangladesh's advertising industry. While working for Ogilvy & Mather I have had to work with several brands so that I could develop my brand building knowledge. Working in such a diverse environment has given me such experience that I can carry forward in the future as I develop my career.

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