

Client Servicing
at Paper Rhyme Advertising Limited

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Table of Contents

Contents	Page no.
1. Introduction	1
2. Brief history of Paper Rhyme Advertising Limited	3
3. Working at Paper Rhyme Advertising Limited	5
4. Editing at Paper Rhyme Advertising Limited	7
5. Photoshoots at Paper Rhyme Advertising Limited	9
6. Research at Paper Rhyme Advertising Limited	13
7. Client servicing at Paper Rhyme Advertising Limited	14
8. A personal account	18
9. Conclusion	21

1. Introduction

Advertisements always fascinated me as much as it would annoy me when they would appear in between movies or shows I was watching. But I would always wonder how powerful and effective they are because even though I would be annoyed I would be convinced to actually buy some of those products eventually. Therefore, advertising is none other than the activity of attracting public attention to a product or business, as by paid announcements in the print, broadcast, or electronic media.¹

However, advertising is not the same as it used to be generations ago. With the advancement of technology and rise of globalization, advertising itself has revolutionized and gone through various phases in the recent past. I always wanted to be a part of this changing world, and hence my concentration was The Media and Cultural studies.

Honestly, I did not want to intern in a big renowned company on purpose. I chose Paper Rhyme Advertising Limited because it was not too big in terms of success but experienced enough to teach me the basics. I wanted to learn every minor detail which I had I been working in a big company, they would not probably pay so much attention in teaching me those tiny bits. Also I got to know all the employees in Paper Rhyme, which would be impossible if the company was large. So I would say it's easier to both learn and make an impact in a smaller company.

¹ Source: <http://oxforddictionaries.com/definition/english/advertise>

Small opportunities serve as stepping stones for one's future. Extracurricular activities, part-time jobs and internships prepare one for his or her career. Throughout college I taught students to earn my own pocket money. Now when I finally have reached the stage when I am about to step into the real world, I took the opportunity to do my internship at Paper Rhyme Advertising Limited. I was appointed to do client servicing. I tried to learn their way of thinking and writing to understand my job better.

2. A Brief history of PAPER RHYME ADVERTISING LIMITED

Paper Rhyme is a one stop total solution; creative, media and activation solutions – it starts from strategic brand planning and the development of powerful creative briefs to an efficient implementation of campaigns with a mission to understanding clients' business and its size and scope, to the culture of the client and quality of work, along with the commitment to deliver on time with the need to specialize in its work.

Paper Rhyme Advertising Limited takes pride in wining awards from BATA campaign and also other international campaigns. Their most prestigious award so far was the Srijon Samman award for Robi, awarded by India. Paper Rhyme consists of about 12 people in the creative team, with Abu Zafer Md Saifuddin being the managing director, who has 17 years of experience in this field. The rest of the members in the team also are very experienced people.

I personally think Paper Rhyme Advertising Limited can be best described by none other than themselves. "Let's get back to our basic philosophy...the lost world of advertising— an idea with relevance, originality and impact from a creative mind...to the sharp edge of a pencil, to the nib of a pen, to the soft head of a brush. Machines would merely serve men; men would lead machines to execute concepts and thoughts from brain to paper. And everything from an advertising agency would be a unique execution, a canvas full of human touch with a mixture of arts

and science, men and machine. This is what we call 'Paper Rhyme.'" ²

² Source: <http://www.paperhymebd.com/index.php>

3. Working at Paper Rhyme Advertising Limited

Working at Paper Rhyme has been an extensive and enlightening experience for me. Other than meeting a lot of interesting people, I witnessed first hand how things work in an advertising agency. Even though theoretically reading about advertising and practically working in an advertising firm are completely different, nevertheless, the copywriting course last semester was of great help. I was doing the course while I was interning and a lot of things made more sense both in the office and at class.

I was hired to do client servicing at Paper Rhyme. Every day is a new day for a client service associate. Therefore, luckily the job never got boring for me. However some routine tasks were involved which included updating status reports for clients, receiving changes about creative briefs from clients, forwarding those changes to the creative staff. Developing relationships with clients and maintaining them, and managing their expectations also were included in the list of my responsibilities. A client service associate needs to be curious and keep a keen interest in keeping up with new technologies and trends, and how they affect their clients' business. Keeping a client happy always involves good research, only then a client service associate can provide a client with what he or she needs. I had to do a lot of studying too to ensure the satisfaction of my clients. Work changed by the clock, therefore working in this position I had to be very alert about any sort of updates every now and then, and also had to be equally prompt about informing the clients' updates and keeping in touch with the clients.

Client services associates usually share specific personality and work traits. They must be very good with communication. Interactive skills are also a must. This because I had to interact with multiple personalities of many disciplines. I also learnt that diplomacy is the key or lets say one of the keys to wining the deal. I had to learn to work through the differences between creative staff and clients. I had to juggle multiple clients while operating according to sudden changes of direction in the marketplace. Disorganized work is something I could not afford to do, since the deals would take place via me and the other client service managers of Paper Rhyme.

I knew taking the Copywriting course last semester alongside working at an advertising agency would benefit my understanding of my work, and that is exactly what happened. The course seems to make a lot of sense now, and so did my work start to make more sense to me. My supervisor was aware of the fact that I am a photographer, which he was very pleased about because he would not have to hire a photographer every now and then for small photoshoots. When your hobby turns into an official task given by your supervisor, life just becomes more interesting, work becomes more fun evidently.

4. Editing at Paper Rhyme Advertising Limited

Editing was not a part of my job responsibilities, but in a small company like Paper Rhyme you do not really have many people who have good command over English, in fact most did not. And an advertisement CANNOT have typos, grammatical or spelling mistakes. And this sort of editing requires a lot of concentration. The text or ad heading cannot contain such errors. Also, words cannot be written with a space between each letter. The heading and advertising text cannot contain telephone numbers, email addresses or postal addresses. Keywords and phrases should be separated with commas. Now these are details even I was not aware of initially. But slowly as I continued with both my internship and my Copywriting course, these details became a habit, actually it became more like practice. And I was checking texts every now and then before they would be published or promoted. A good ad is the result of spell checking, capitalization, cross checking, rewriting and restructuring. Anyhow, editing only meant that proof reading had to be done too. This is where the Editing course came in use. The course taught grammar and punctuation in such details that even though I have always gone to an English Medium school and have practiced them since primary school it still felt like I was learning something new, which I did actually. However, as i mentioned earlier not many people at Paper Rhyme were fluent in English both in terms of reading and writing, and hence editing become an annoying and tiresome work. Several stages of editing took place after the primary editing, but thankfully my co-worker whom I knew from my school, was also working as a client servicing associate and he always be helped me with my tasks. In fact we

would be assigned to do the same tasks, so we always shared the assignments and helped each other out.

5. Photoshoots at Paper Rhyme Advertising Limited

By the third week from my joining date, I started contributing to this ad firm as a photographer as well. I was not their main photographer, but I was just given several tasks that I could pursue given my experience in it. The first assignment I was given was to take photographs of a factory. My supervisor, and I, along with a few other colleagues visited the Purbani garments factory in Ashulia. The Purbani group's head office however is in Gulshan, Dhaka - 1212, Bangladesh. The Purbani group wanted us to learn how their entire business works step by step. They basically wanted us to do everything for them, starting from making their websites to advertisements etc. We started early morning from office. It took us ages to cross Uttara, let alone reach Ashulia. We reached near lunch time, and we all were very tired and hungry. We were asked to sit in a room for a while. We waited for the manager to arrive. He briefed us about the company first. Then he said that we should take a tour of the entire factory with him to comprehend how the whole system works. The factory had 7 to 8 floors.

The Purbani group is a multitasking group, where they make cotton themselves, from which they make thread. They also dye those threads themselves, and they also make garments from the threads. Usually there are different factories or industries just to do each of these tasks. That's when I realized how big the company is. We went throughly floor by floor, step by step. The well spoken manager, explained every inch of the steps elaborately and obviously my task was to take pictures. We even went through the drainage system which was a pool of black colored water, where dyeing took place. By

the end of the day I had about 300-400 pictures which included everything about how every step takes place. Not only that, they gave us a lot more briefing after the tour while they offered us lunch. My supervisor was very impressed with the photographs I took. We returned to office enlightened, and with free t-shirts as gifts from them.

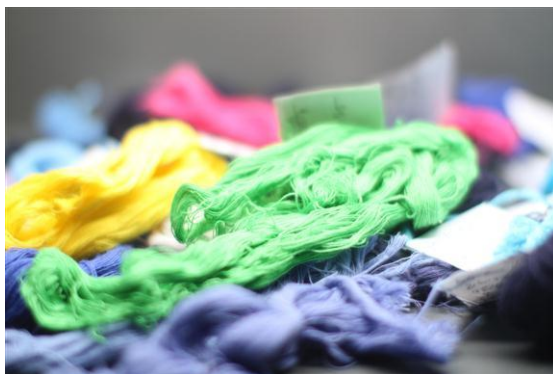
Given below are images of the factory visit. It was one of the biggest photo shoots I did there, other shoots consisted of a few images, nothing huge. This shoot took the entire day. Therefore, this is pretty much a flashback of my photographic journey in the firm:



Samiha, Maisha. 2013. Ashulia.



Samiha, Maisha. 2013. Ashulia.



Samiha, Maisha. 2013. Ashulia.



Samiha, Maisha. 2013. Ashulia.



Samiha, Maisha. 2013. Ashulia.



Samiha, Maisha. 2013. Ashulia.



Samiha, Maisha. 2013. Ashulia.



Samiha, Maisha. 2013. Ashulia.



Samiha, Maisha. 2013. Ashulia.



Samiha, Maisha. 2013. Ashulia.

The next assignment was to present Igloo's new product which was milk chocolate. This time instead of working in the client servicing department and producing a creative brief and presenting it to my supervisor and the creative team, I had to take photographs of people (age ranging from teens to corporate workers) sneaking and having chocolate

while everyone else is around. My photographs were initially given to the creative team, who designed the sample ad, and then the photographs were presented to the client as a sample of how the ad may turn out. I could not add those photographs here due to the company's policy.

6. Research at Paper Rhyme Advertising Limited

While working for Paper Rhyme you will spend most the time researching different companies, mostly the companies which approached us for their promotion. Research can help and make effective the client servicing process. You will also spend time observing and analyzing different products, their market values and demands. When a new client approached us, there are certain demands that the client could request us to execute. A lot of research has to be done to find the client's information and the company's background and their target audience. Once the main research is done, a follow up research has to be conducted and in between these two researches is the meeting that took place between us and our clients.

Working in these area's has helped me develop and improve my research, observation and analyzing skills. During my internship, I had to conduct researches on different promotional subjects. This helped me understand how to promote a product. As for my observation and analyzing skills, I had to monitor and observe the use of the social media tools weekly. Also I had to conduct surveys where I had to analyze the results.

7. Client Servicing at Paper Rhyme Advertising Limited

Client servicing can keep you on your toes, because one has to be alert the whole time about market updates. Since I joined in the middle of the month, many projects were obviously ongoing, so I was just asked to look from a distance to learn and observe how the entire system of advertising works. However, after a week of observation, a new task came in for our agency and I was asked to assist for a newspaper article about raising awareness about drinking the right type of milk, which was to be published on 1st June 2013 on the World milk day. Our client was Tetra Pak Bangladesh Limited. The article was supposed to be half a page of the newspaper, so it required sufficient text and images for it. Me and a client of mine had to do thorough research on the benefits of milk, and had to collect information from experts. The article also included diagrams to explain the benefits of drinking milk. The focus of the article was about drinking the right and pure kind of milk. A photo shoot had to be done of their UHT milk and its packaging.

Coming back to Purbani group, after the factory visit, we had to go to their main office multiple times. We had to write creative briefs for them and present it to them. Now this was something I was still learning and was inexperienced at. So while doing such tasks I always had assistance. The reason we had multiple visits is because, one meeting was not enough to finish the work. The first session usually includes what the client wants. The second meeting includes us presenting the brief, which we make out of what we understood. The client tells us what to exclude or include from that. And then a

final meeting takes place. "The first step is to make sure you are advertising a product that is potentially useful to the people you have targeted."³ And therefore all this back and forth meetings took place we had to make sure the promotion would appeal the targeted audience. While all that was going on, me and a colleague were looking into Igloo's project again since it was reaching its deadline. We were working with the brief again, after the corrections the clients made. It took a while to fix those, we then had lunch and discussed the corrections with our supervisor.

Once the Igloo project and the Purbani project was completed, (well atleast my portion of the work) a new client with an absolutely new product approached us. A new food chain was to be launched, and we were obviously contacted for its promotion.

The name of the company is Brownia, and they wanted to launch quality and reasonable fried chicken, more reasonable than CP chicken, along with place to sit and eat. Surprisingly, looking at their sample menu we saw that their fried chicken and the set menus are actually the cheapest we came across so far. Cp chicken does not have much room for customers to sit and eat, provided Brownia produces quality food we thought they should be able to grasp the market because since they will have space for customers to sit and eat. They also want to make a café for the elite class, which will be named Café and Gallery. This is another segment of Brownia.

3 Blake, Gary and Robert.W.Bly "The Elements of copywriting"

They wanted to launch Brownia fried chicken first and then the café. They also wanted to launch the Brownia chicken during Ramadan we thought was a bad idea. We suggested that they launch it in June if they wanted Brownia fried chicken to be a part of their Iftar food items. Saying the right thing is very important when it comes to client servicing. Not only that, it has to sound like nobody has said something like this before, so this is the most feasible and wisest option, which makes it impossible to ignore. Ensuring that bit actually seals the deal. This is what I have learnt so far from my experience in client servicing. Nevertheless, the brief has to be done in a manner in which ads will make a bridge between the product and audience.

After all that, we were just waiting for them to contact us about their response to our suggestion. Our work absolutely depends on their call, if they wanted to launch Brownia during Ramadan, then clearly we do not have much time. To our great surprise they did not agree to launch it before Ramadan. However, launching Brownia was under process soon afterwards. One branch near Mohakhali Dohs was launched. Some of the photo shoots were already taken care of earlier during Ramadan. Before Ramadan I started working on the food items of Café and Gallery before Ramadan soon after. First, I looked into the creative brief of Café and Gallery and had several meetings with the clients of Brownia. I was obviously accompanied by co-workers. We are also looking into the interior of their new venture; hence further meetings took place just to discuss the whole design and costs.

I could not actually finish working on the Brownia project as far as my contribution is concerned, as my internship period came to an end.

8. A Personal account

Working as a client service associate for Paper Rhyme Advertising Limited helped me develop and learn lots of things. I worked in many areas where I did different work. I described in the previous chapters that the tasks and projects that I have worked on are divided into different areas: editing, photoshoots, research and client servicing. The good thing is that these areas are all aspects of the knowledge I obtained during my university education, only my photography knowledge is my achievement alone. This knowledge has helped me a lot with the projects that I have done for Paper Rhyme. I already studied the structure of conducting research and writing creative briefs. I learned how to research the market, target group and how to come up with strategies. The Copywriting and Editing courses really helped me during this internship period. Due to club activities at BRAC university, I had knowledge of organizing events too, so when I walked into the middle of planning an event in this firm, it did not seem alien language to me.

Halfway through my internship, I improved a lot compared to the first few weeks. Observing and listening a lot to the brainstorming that were held in the office has also helped me a lot. But the most effective way for me was working with the other client service associates. They were all from different educational areas such as Marketing and Economics, unlike me who has a Media concentration. Communicating and working with them side by side and seeing how they approach things has helped me understand the entire process of client servicing.

I also learnt a few basic strategies and marketing plans and observed how my team used social media as a tool of marketing. Also, working in Paper Rhyme helped me understand how to promote a product using the social media. I also gained more knowledge about marketing and communication.

Researching helped me develop and improve my observation, analytical and analyzing skills, along with my research skills itself. During my internship, I had to conduct researches on different promotion planning processes. This helped me understand the event planning process.

Halfway during my internship, I set goals for myself, I wanted to develop in areas that I find needed to be improved. For example communicating and presenting ideas is something I have always been good at, however, it always makes me nervous. So that is a fear I wanted to get rid of. Working in this area helped me overcome my fear of communicating and presenting my idea. Like any other intern, I wanted to learn to work effectively and I did so by using a check list. It was a daily task list I maintained, and the daily task list was made right after the morning brainstorming session conducted by our supervisor at the office.

I wanted to work more accurately and precisely. Initially, I noticed that there were lots of silly grammatical mistakes found in my work. After a few weeks of work, I overcame this issue by focusing more on my work.

I also wanted to be more involved even though my supervisor told me to not take much pressure as I was studying and interning at the same time. He said he would involve me in projects directly after I join full time from January 2014. Initially I struggled getting involved in the planning process of promoting products because I was not educated on how the process was conducted, and I had no background knowledge of it. Soon afterwards, I managed by observing and getting more involved in the discussions and meetings at the office.

9. Conclusion

The three months of my internship have been very informative and enlightening for me. Paper Rhyme gave me opportunities to learn and develop myself in many areas I was not even aware of before this experience. I gained a lot of experience undoubtedly, a lot of the tasks and activities that I have worked on during my internship were in sync with what I was studying at the moment. Certain areas where I did different work were very new to me. I learnt how to develop a marketing plan and how to do specified research. I learnt to stay up to date with the market and its demands, and informing clients time to time about changes that may affect their product promotion.

There is a big difference in participating in school projects and doing the actual work. In school we learn how to implement the work through projects, where in the work field one learns how to implement them in real life. Working at Paper Rhyme was definitely an introduction to the actual work field for me. I have learnt to work in an advertising agency and apply my knowledge in a real life work situation. I learnt a lot from my co-workers too especially because they were from different fields of education and experience.

Abu Zafer Md. Saifuddin was my supervisor during my internship. He is someone whom I have also learnt a lot from during my internship. He has years of experience in the field of advertising. I have tried to learn as much as possible from him and my fellow

workers during my internship.

I really enjoyed interning at this firm, and it was definitely an experience to remember. This internship was definitely beneficial for me and I'm grateful and thankful that I got to experience and learn many things from it.

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