

# Digital Marketing Strategies of **Ogilvy & Mather** Communications (Pvt.) Limited



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## **DATE OF SUBMISSION**

February 14, 2016

Intern Report on Digital Marketing Strategies of  
**Ogilvy & Mather Communications (Pvt.) Limited**

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**Intern Period** : 15<sup>th</sup> November, 2015 to 15<sup>th</sup> February, 2016

**Submitted to** : Mr. Arifur Rahman Khan, *Lecturer,*  
*BRAC Business School*

**Submitted by** : Md. Zobaidul Islam Saikat

**ID** : 10204052

**LETTER OF TRANSMITAL**

February 22, 2016

Arifur Rahman Khan

Lecturer, BRAC Business School

BRAC University

Subject: **Submission of Internship Report**

Dear Sir,

I herewith present my internship report titled “*Internship Report on Digital Marketing Strategies of Ogilvy & Mather Communications (Pvt.) Limited*”, authorized under your supervision, as a partial requirement for the completion of BUS 400 (Internship).

This report seeks to explore the understandings and learning of my three months internship tenure. It then goes on to explore the digital marketing activities and campaigns done by Ogilvy & Mather Communications (Pvt.) Limited, Bangladesh.

I am thankful to you for your kind support and supervision, in the preparation of this report and sincerely hope that I would live up to your expectations regarding the quality of my work. It has been an exhilarating learning experience for me. I believe that this learning experience will prove to be beneficial in my future professional life.

Sincerely Yours,

---

Md. Zobaidul Islam Saikat

10204052

BRAC Business School

## ACKNOWLEDGEMENT

Various Acknowledgments are a direct result of countless who have immensely helped me with this study. Regardless of reality of having colossal pile of commitments, they maintained me by giving adequate information.

As a matter of first importance, I might want to thank the Almighty. All the good employees, who throughout the years assumed a major part in prepping me into what I am today, I might particularly want to thank my Internship administrator, Mr. Md. Arifur Rahman Khan for being so strong the whole time and help me with her master guidance for setting up this report.

An interesting in light of my director, Md. Taskin Hossain, Senior Account Manager, Ogilvy Bangladesh for making my perception of brands and the hugeness of correspondence in sensible stadium and furthermore every one of the people from Ogilvy Bangladesh who made it much all the more straightforward by giving a worm hand towards me.

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.

## DECLARATION

I hereby declare that this report represents my own ideas and first hand works. Sufficient sources are cited for the information showcased from secondary resources. I also understand that any violation of the above will be cause for disciplinary action by the University and can also conjure penal action from the sources which have not been properly cited or permission not taken.

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Md. Zobaidul Islam Saikat

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Date: 22.02.2015

## Table of Contents

Executive Summary .....	8
1. Introduction.....	9
1.1 Objective of Report.....	9
1.1.1 General Objective .....	9
1.1.2 Specific Objectives .....	9
1.2 Scope & Limitations .....	10
1.2.1 Scope.....	10
1.2.2 Limitations.....	10
1.3 Sources.....	10
1.3.1 Primary Data.....	10
1.3.2 Secondary Data.....	10
2. Internship Organization .....	12
2.1 Ogilvy & Mather, Global.....	12
2.1.2 Global Clients .....	12
2.2 Ogilvy Bangladesh.....	13
2.2.1 Timeline .....	13
2.2.2 Clients .....	13
2.2.3 Organization Hierarchy.....	14
2.3 Global Creative Support.....	15
2.3.1 Red Works .....	15
3. Insights.....	16
3.1 My Job Responsibility as an Intern.....	16
3.2 Ensuring Effectiveness in Advertising.....	16
3.3 Motivation.....	17
3.4 Perception .....	17
3.5 Attitude Formation and Integration.....	17
3.6 Learning.....	18
3.7 Services offered by Ogilvy & Mather Communication Pvt. Ltd. ....	18
3.8 The Intra Department Workings .....	19
3.8.1 HR Department.....	19
3.8.2 Digital Client Service Department.....	20

3.8.3 Creative Department .....	21
3.8.4 Finance Department.....	21
4. Digital Marketing Strategy of Ogilvy & Mather.....	22
4.1 Smart Marketing Strategies from Ogilvy & Mather .....	22
4.2 —“Secret Weapon” of Selling.....	23
4.3 OgilvyRED .....	24
4.4 Marketing Transformation: Consulting Arm .....	25
4.5 <u>3</u> Fresh Marketing Strategy for Ogilvy & Mather‘ .....	26
4.5.1 Leadership as Marketing.....	26
4.5.2 Keeping it Classy .....	27
4.5.3 Calls to Action are a Must .....	27
4.6 Bookmarks Awards: Digital Integration dominates Ogilvy & Mather SA.....	28
5. Ogilvy & Mather Bangladesh .....	31
Online Presence .....	31
Responsibilities & Tactics followed as an Intern.....	32
Learning & Finding .....	35
Objectives .....	36
Action .....	36
Control .....	37
6. Conclusion .....	38
7. References.....	39

## Executive Summary

This report presents **Digital Marketing Strategies of Ogilvy & Mather Communication Pvt. Ltd.** based on following agency's Bangladesh Branch intern Md. Zobaidul Islam Saikat's the work experience under Digital Client Division from November 15<sup>th</sup>, 2015 to February 15<sup>th</sup>, 2016. As being completely new to the practical and corporate world setting, every hour spent in the Digital Client Division gave some amount of experience which is very precious.

The report describes,

Firstly, how departments work like HR recruiting process of new digital account executive, the basic functions of the client service department like maintain relationship with the clients and prospects, creative department work and finance departments support.

Moreover, the work and job duties that had to perform as an intern under an account executive where provided with lots of assigned duties regularly and provided some authority to make decisions on behalf of supervisor and the finding.

Finally, Findings & Analysis of the study which was based on "Digital Marketing Strategies of Ogilvy & Mather Communication Ltd".



## 1. Introduction

As David Ogilvy, the father of publicizing states it, *“We sell, or else”*. The capacity of advertising – offering an item, hasn't changed as the decades progressed, yet the methodologies surely have. Beginning from the Egyptians cutting open notification in steel to publicize in 2000 BC, to today's tremendously utilized viral and internet promoting; the universe of promoting has experienced a constant and element change.

In various periods, at different times great sponsors utilized their inventive abilities or contemplations to get through the mess where every day a man runs over several brands and its advancements. Today's advertisers are attempting move far from the standard strategies for publicizing that incorporates TV ads, radio plugs, and bulletins. It gets to be hard to make a brand obvious; making individuals devour it and after that stick to it, is a radical new test through and through. This is when advertisers and innovative offices require a pretend.

Promoting organizations realize that they will ceaselessly need to discover and make inventive new ways to deal with react to real industry shifts in progress. Another renowned saying of David Ogilvy is, *“If it doesn't sell it isn't creative”*. It is one of their essential obligations to make their customers see obviously and comprehend why just TVCs and bulletins can no more pull in and hold buyer fascination nowadays. The thought must be something exceptional that it emerges from other crusade and different brands, particularly contender brands. The following 5 years will hold more change for the promoting business than the past 50 did. Progressively enabled purchasers, more independent promoters and steadily developing advances are rethinking how publicizing is sold, made, expended and followed.

### 1.1 Objective of Report

#### 1.1.1 General Objective

To study crusade adequacy as far as how customer's needed to convey the recommendation and how we consummated it by inducing an alternate correspondence. How the psyche impact at the forefront of individuals' thoughts and change their purchasing conduct.

#### 1.1.2 Specific Objectives

- To measure effectiveness of the campaign.

- To carry out a survey to measure the effectiveness of these innovative modern day campaigns in terms of brand awareness.

## 1.2 Scope & Limitations

### 1.2.1 Scope

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

### 1.2.2 Limitations

One of the greatest confinements in directing this exploration was that organizations in this nation are still vigorously reliant on the nonexclusive mediums of publicizing and have not been yet ready to depend on definitely inventive and weighty channels, somewhat because of the absence of confidence the customers have in unexplored mediums. So innovative thoughts are created and executed close by the ordinary techniques – more like doing the typical yet in an abnormal way. In most different nations today online networking promoting and advanced showcasing are exceptionally prevalent, yet in connection of our nation, absence of learning, confidence in changing and business reengineering process publicizing is confronting a boundary to advance.

While measuring the adequacy of special crusades of Ogilvy Bangladesh, just the 'brand Awareness' could be utilized as variable, not the greater part of the touchy income and brand execution information of the customer in light of the fact that these information aren't for the most part uncovered to the offices.

## 1.3 Sources

### 1.3.1 Primary Data

- a. Direct communication with the customer through social media network.
- b. Insights from Official Face book page.
- c. Data from Ogilvy & Mather Bangladesh.

### 1.3.2 Secondary Data

- a. Data from [www.ogilvy.com](http://www.ogilvy.com)

b. Other relevant websites were used for relevant data and information gathering

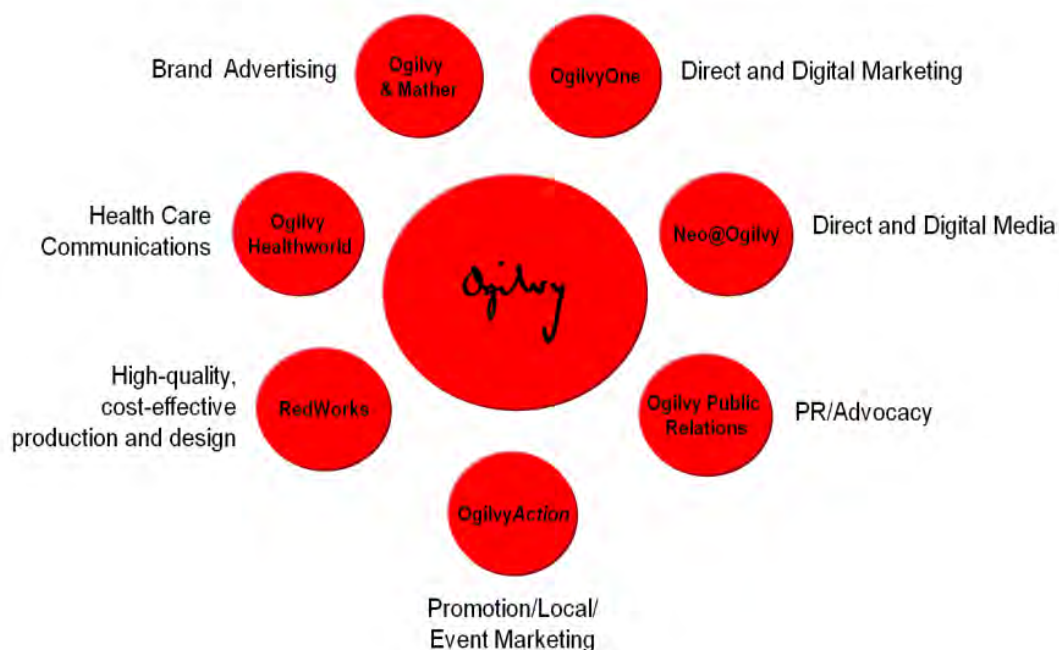
- ▶ [www.salesforce.com](http://www.salesforce.com)
- ▶ [www.adage.com](http://www.adage.com)
- ▶ [www.raketscience.com](http://www.raketscience.com)

## 2. Internship Organization

Ogilvy & Mather Communications Private Limited Bangladesh; a lively organization with wonderful work ethic is the organization which was the host of my internship. In my three months with this organization, I have learnt how to implement the theoretical knowledge into practical arena of marketing. Thanks to the wonderful mentors who took their time to teach me everything about modern day advertising and marketing.

### 2.1 Ogilvy & Mather, Global

Ogilvy and Mather is a global publicizing, promoting and advertising office situated in Manhattan, USA. It works 450 workplaces in 120 nations. Established in 1948 by David Ogilvy, it's one of the biggest showcasing correspondences systems on the planet, overhauling multinational and neighborhood brands in all districts. The image of brand-building capacities is the parity of worldwide and neighborhood brands inside of an overall system.



#### 2.1.2 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)

## 2.2 Ogilvy Bangladesh

The ways to Ogilvy Dhaka's workplaces opened for business in July 2007 – it was the 497th office in the Ogilvy system. In the short space of time, Ogilvy Bangladesh has possessed the capacity to cut out a space for itself, both in the Ogilvy group, and in the business club in Bangladesh. The office's operation has been highlighted in Ogilvy Asia magazine. Additionally, its customer's evaluations have been amazing.

### 2.2.1 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.* Following 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 2<sup>nd</sup> Honeymoon show, Eid campaign for Aarong or Ramadan campaign for Transcom Food Ltd. Ogilvy is always up for the challenge.

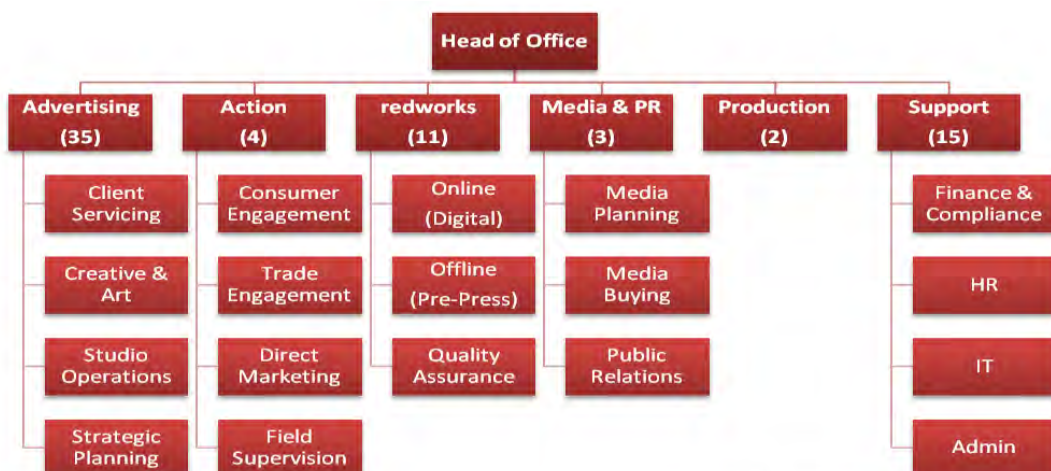
### 2.2.2 Clients

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:



### 2.2.3 Organization Hierarchy



Total: **70** & growing...

## 2.3 Global Creative Support

For a large number of Ogilvy's worldwide customers, broad adjustment is done of territorial and global works. Ogilvy Bangladesh is exceptionally all around associated with alternate workplaces, and has assets to acquire any employment that has been done around the district for customers. It even works in dialects other than English and Bengali. In specific cases, where an extensive number of adjustments are important, they get allude to RedWorks.

### 2.3.1 Red Works

It was set up as a SBU of Ogilvy Bangladesh, adapted to give support in studio creation of disconnected from the net and intuitive activities. The 10 part group performs supernatural occurrences, with same-day turnaround for tasks – for requesting customers like Rolex, Dove, Time Warner Group, and American Express.

In today's business sector, there is an expanding request from customers for quality yet financially savvy answers for all correspondence material paying little heed to print, computerized or show. Ogilvy RedWorks is WPP's propelled usage office offering vast scale inventive and generation administrations.

RedWorks Dhaka HUB was set up in late 2008 as a best in class financially savvy seaward generation HUB generally to bolster Ogilvy and RW workplaces in New York, Hong Kong and Singapore. RedWorks offers the best esteem for cash with high caliber, both for computerized and print keeping up strict quality control for each conveyance.

In 2013 we turned our center in building up the answer for neighborhood business sector and re-propelled as RedWorks Dhaka. As the skyline of computerized correspondence is growing the requirement for master to join in turned into the need of time. Very as of late, because of progress in the principle engineering of the association, the name "RedWorks" has been destroyed!

### 3. Insights

#### 3.1 My Job Responsibility as an Intern

Ogilvy and Mather, one of the greatest publicizing organizations all around, the most vital work here is to produce one of kind thoughts for various brands and crusades. For instance: As Ogilvy does not uncover its promoting techniques, I am simply bound not to clear up and share different thoughts.

In our association workers are partitioned into gatherings or groups. It is essential to make a decent working association with the gathering individuals and also alternate representatives of the workplace. Once more, it is an open mystery that everybody must keep up a decent association with the partners moreover. As I was new in the workplace, I understood that it was my obligation to make great association with my gathering individuals and with their incredible backing.

#### 3.2 Ensuring Effectiveness in Advertising

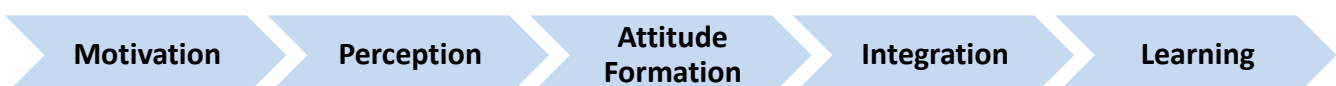
This section discusses certain examples where many variables have been kept under consideration in order to make advertising effective. An advertisement is only effective when it successfully and positively hits in the decision making process of the consumer. Thus an advertisement needs to consider the relevant internal physiological factors during the complete decision making process.

#### A Basic Model of the Consumer Decision Making Process:

Stages in the Consumer Decision Making Process:



Relevant Internal Physiological Process:





### 3.3 Motivation

A consumer needs to be motivated to purchase. An advertiser must know who his target customers are and how he shall demonstrate their **Need** to them, so shall they easily **recognize the problem**.

Changes in consumers' lives often result in new needs and want, for example – changes in financial condition, employment or lifestyle. The 3G teaser series for teletalk 3G campaigns showed to the youth that there is something yet to come which would help them live boundless and make life much faster and easier. The ad simply motivates the youth right away. The thematic advertisement that followed next was a continuation to the teasers – highly motivating and extremely unique.

### 3.4 Perception

Perception is the process by which an individual receives, selects, organizes and interprets **information** to create meaningful picture of the world. It is an individual process and depends on internal factors such as a person's beliefs, experiences, needs, moods and expectations.

The perceptual process is also influenced by the characteristics of a stimulus such as size, color, shape, intensity and the context to which it is seen and heard.

In the following print ad of Tang five different flavors were introduced by creating an essence of five different colors and demonstrating the fruits itself to help consumers build the perception in their minds about the five discreet flavors. The sunglasses emphasize on summer and how the drink shall be so soothing in such weather.

### 3.5 Attitude Formation and Integration

**Attitudes** are important to marketers because they summarize a consumer's evaluation of an object – brand/company. It represents positive or negative feelings and behavioral tendencies. Marketer's keen interest in attitudes is based on the assumption that they are related to consumers' purchase behavior when positive attitude about a brand is

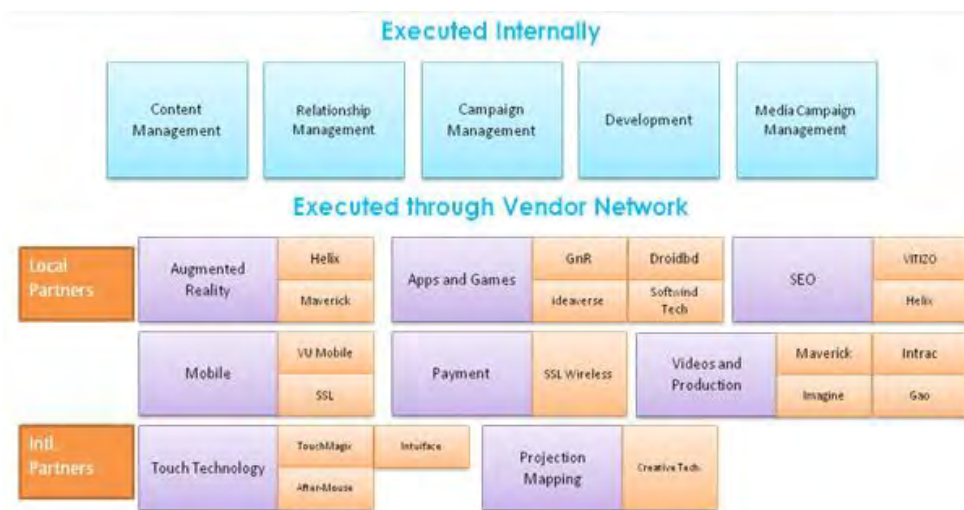
formed, consumers choose it over other alternatives and this leads to a positive behavior – **making a purchase decision.**

The following advertisements for Tang, shows how a positive association may help to create a positive attitude towards the brand itself. They try to behave like a part of the consumers’ life. By offering **Eid** greetings and delivering a demonstration of product relevancy to the festival it creates a positive attitude right away and consumers exposed to it naturally generate a positive attitude towards the brand itself. It shows that Tang truly cares for their consumers.

### 3.6 Learning

After the purchase have been made, consumers truly learn about the product and whether they would stay loyal to it or not solely depends on their post purchase evaluation. Thus Advertisements must not be so farfetched and flattering that it raises the expectation of the consumers which the product would fail to deliver. This would lead to dissatisfaction and rejection to further use or repurchase which certainly is not the objective of any marketer.

### 3.7 Services offered by Ogilvy & Mather Communication Pvt. Ltd.



#### 1. Content Management

- ▶ We manage contents like image, link, video posts for Facebook, Twitter and Google+. Here it also includes copy writing for the post and post creative creation.

#### 2. Relation Management

- ▶ We also maintain the service and product related support through the Social Media. It includes replying to customers queries received through social media website.

### **3. Campaign Management**

- ▶ We run several types of campaigns in order to get more likes, people talking about this, impression and reach. We maintain the campaign with our own strategies. These campaigns can be competitions arranged to engage online customers and give better brand experience.

### **4. Development**

- ▶ We develop the apps for the campaign we run. We develop world class app which are already using for our different campaign.

### **5. Media Campaign Management**

- ▶ We also do the campaigns of different media contents like TVC, videos, blueprints etc.

## **3.8 The Intra Department Workings**

There are basically four departments in *Ogilvy & Mather*. The digital client service department known as DCSD is the one which maintains liaison with the clients, the creative department is the one that fulfills the requirements of the client's needs and other departments ensure smooth functionality of the organization.

The mission of these departments is to ensure smooth and quality digital social media communication service to their clients. As a result, the digital social media service should increase brand awareness, increase brand communication reach, provide quality online consumer experience and drive them to online and physical stores to generate sales and profit for the firm

### **3.8.1 HR Department**

This department helps to find out the best people, who can suits with this organization. This department also motivates the employees in various ways.

- a) Recruiting of new employees is their concern.
- b) Training and development of the interns are going in a good way is also their concerns.

- c) Compensation, employee benefit, leave and service rules program and up gradation
- d) Placement and performance appraisal of employees
- e) Preparing related reports
- f) Reporting to the Executive Committee/ Board on related matters.

The recruitment processes for quality digital account executive are as follow:

- a) Circulation of opening for digital account executive is circulated among the different departments, daily newspapers and online job sites.
- b) Once the CV is collected, it is screened for the best candidates and they are called for case presentation.
- c) The case is usually provided with real life project topic, where the candidates are given 3 hours to prepare the case and present.
- d) Once the case is presented the candidates are shortlisted.
- e) The shortlisted candidates are called for final interview and the best candidate is chosen among the many.

### 3.8.2 Digital Client Service Department

The basic function of the client service department is to maintain relationship with the clients and prospects. They communicate the thought of both the parties between two parties. They are one of the most important parts of *Ogilvy & Mather* because they are the persons who find out the things customer needs and finding the need is one of the most useful ways to keep the client happy. This department is the heart of the whole organization and it co-ordinates within the functions of the various department in the agency.

This department of *Ogilvy & Mather* is also important for research purpose. This gives some important information to the *Ogilvy & Mather* authority, like

- Effectiveness of the digital communication campaign
- Customer reaction and feedback about the digital communication campaign
- Finding out the reasons that makes communication campaign fail to have more reach or engagement and brand experience.

This information helps *Ogilvy & Mather* authority to take decisions like

- Whether *Ogilvy & Mather* digital plan works for the client or not?
- What type of digital communication campaign is needed to help develop more effective communication campaign?
- What was the success of the campaign?
- What change is needed in the campaign? etc.

### 3.8.3 Creative Department

This is the mind of the organization because it is them whom make *Ogilvy & Mather* popular and effective to the clients. They perform certain acts. Some of them are given below.

- Developing copy for communication on social media
- Developing weekly post calendar for communication for social media
- Designing the post creative for digital communication
- Visualizing the idea of campaign and contest
- Finalizing layout etc.
- Google advertisement, Face book advertisement design

### 3.8.4 Finance Department

The finance department of *Ogilvy & Mather* functions like finance department from any other business organization. They do budgeting for any digital communication campaign and contest as well as for online promotion and advertisement campaign.

## 4. Digital Marketing Strategy of Ogilvy & Mather

### 4.1 Smart Marketing Strategies from Ogilvy & Mather

Indeed, even settled organizations are not saved from the impacts of the worldwide emergency, the amount increasingly the little and medium organizations. Promoting in these troublesome times can be doubly hard for organizations. Promoting methodologies ought to be financially savvy keeping in mind the end goal to advance organization assets. The inquiry is the thing that procedures to actualize? These procedures can either represent the deciding moment your organization amid these troublesome times.

Ogilvy and Mather on its site Ogilvy on recession.com offers downloadable white papers that are gone for helping advertisers "where and how to cut spending plan, how to upgrade what's left, and how to enhance showcasing adequacy and effectiveness."

The downloadable booklets rely on upon your land area. For the Ogilvy Asia Pacific locale, these are the free booklets and what's in store from them.

Upgrading the Marketing Budget in Recession – How much ought to your organization spend on promoting? Midpoints taking into account different organizations can be valuable yet you have to think about your particular case. This booklet recommends strategies to locate the privilege spend for you.

Step by step instructions to Get More Effective Advertising – Great promoting can offer 20 times more than normal publicizing. In subsidence you require a greater value for each publicizing money. This booklet recommends 15 approaches to get it.

Computerized in a Downturn – Smart Strategies for Tough Times – Virtually all organizations today are reassessing their showcasing spends. Some will just do less of what they have been doing. Be that as it may, there's a more astute way. This booklet demonstrates to you advanced advertising alternatives that will give you an edge.

The New PR – Leveraging Digital Influence to Drive Sales and Reputation – Online informal community, for example, Face book are presently frequented by several millions, half of whom are more than 35. Discover how to utilize these groups further bolstering your business' good fortune, particularly amid harsh times.



Transforming Shoppers into Buyers – In this subsidence the way to achievement will comprehend the new customer, and the new motion between customer, brand and retailer. Discover how to make 'win-win' customer advertising arrangements and how to transform customers into purchasers in this retreat.

Enhancing Sales Force Performance – This booklet demonstrates to you industry standards to improve your business power's execution to spare cash as well as to produce more benefit and make upper hand.

### 4.2 “Secret Weapon” of Selling

Very nearly forty years back, storied advertisement man David Ogilvy sat down in an office some place in India and recorded a little film admitting the — as he put it — "mystery weapon" of publicizing that really works.

It was a hot day, so he removed his coat, uncovering his notorious red suspenders. Ogilvy talked basically and specifically to his gathering of people on the opposite side of the camera.


The prediction he articulated in that grainy 7-minute film every one of those years back has happened, with a slug.

In spite of the fact that visionary, Ogilvy couldn't have envisioned exactly how capable his "mystery weapon" would get to be in the age of the Internet, or how it would at last be wielded by people building media organizations with simply a tablet and adequate amounts of exploration and sweat.

Watch the fantastic old man underneath. Make the association between Ogilvy's 80-year-old mystery and the standards we discuss around here week in and week out.

There is just the same old thing new under the sun; we just need the lowliness and insight to accurately apply the demonstrated astuteness and methodology that has preceded us...

**Wanted: Account Handlers who can see the wave of the future in advertising**



**“We sell, or else”**

*David Ogilvy*

**WHAT KIND OF ACCOUNT HANDLERS DO WE NEED?**

We seek seven people who understand where the advertising industry is going. People who have the drive and ambition to lead us there.

We want winners with a solid record of achievement and with no fear of challenges and hard work. Direct marketing experience is an asset, obviously.

**WE'RE LOOKING FOR AN ACCOUNT DIRECTOR.**

Are you a senior professional with at least five years experience in direct marketing and solid agency experience? You should have a sound knowledge of all aspects of direct marketing, with a heavy emphasis on strategic planning. The ability to lead and motivate your co-workers is a must. And your communications skills must be impeccable, as you will have intensive client contact.

**TWO SENIOR ACCOUNT MANAGERS...**

We are looking for two young, bright and aggressive Senior Account Managers with three or more years of agency experience if possible. Solid experience and knowledge of direct marketing will serve you well. You will have day-to-day contact with clients and be expected to be involved with strategic planning. We would particularly welcome experience in financial accounts or charity fundraising.

**AND FOUR ACCOUNT EXECUTIVES**

We cherish the opportunity of training and developing our people. This is a great opportunity for account handlers with at least two years in direct marketing or advertising to learn and grow with us. You will have the opportunity to work our training courses, which, featuring first-hand experience of the best professionals in the field — so you should have a strong desire to learn and work hard. Your job will be demanding and the hours long. But the rewards can be high.

**WHAT MORE SHOULD YOU KNOW?**

This is not a 9 to 5 agency. But it's good fun to work in. We're young — and the agency's growing fast; things doubled over the last year. That's why we work hard and are excited by the work we do.

This is a unique opportunity for ambitious, creative account handlers who want to be part of the best direct marketing agency in the world. Excellent terms and conditions, including the usual fringe benefits, will be negotiated to reflect your ability and experience.

Are you the person we're looking for? If you think so, don't phone — send me your CV, together with a letter explaining why before 12 February 1985.

Peter Rogers, Client Services Director, Ogilvy & Mather Direct, Knocktoppie House, 20 Solihull Square, London W1V 6AD.

**PS** We also need more good creative people. Write to Drayton Bird, Executive Creative Director.

**Ogilvy & Mather Direct**

Ladies and Gentlemen, I envy you. For forty years, I've been a voice crying in the wilderness. Today, my first love is coming to its own. You face a golden future. - **David Ogilvy**

	<b>“David Ogilvy: We Sell or Else” YouTube Video Link:</b>
	<a href="https://youtu.be/Br2KSsaTzUc">https://youtu.be/Br2KSsaTzUc</a>

### 4.3 OgilvyRED

NEW YORK, NY, May 5, 2011 – CEO Miles Young reported the arrangement of Ogilvy's worldwide vital administrations bunch, OgilvyRED, at an organization wide occasion at Ogilvy and Mather's New York central station. Calling it the "zenith of Ogilvy's key and inventive considering," Young set out a dream of development and advancement counseling administrations conveyed by custom-fabricated groups anyplace on the planet.

"Customers in a general sense need bits of knowledge and thoughts that quicken their brands and business, and it is our purpose with OgilvyRED to convey on both radiantly," said Miles Young, the maker of the OgilvyRED idea.

Carla Hendra, Global Chairman of OgilvyRED, presented the worldwide OgilvyRED administration group and shared late work for customers in the worldwide vitality, innovation, purchaser merchandise, installment frameworks and IP commercialization businesses – underscoring the broadness of the vital ability base at Ogilvy and Mather. Hendra characterized OgilvyRED as an "open source" key consultancy that will concentrate on development and advancement system and admonitory administrations. Controlled by a center of 1,200 senior vital experts from the worldwide Ogilvy bunch, OgilvyRED applies the best ability, licensed innovation, inventiveness and devices – sourced from anyplace inside or outside Ogilvy, WPP and outer vital accomplices.

"I consider OgilvyRED the "specialists provacateur" of Ogilvy and Mather. We mean to give customers the best in business and brand increasing speed arrangements with Ogilvy's



extraordinary sparkle of innovativeness, the meticulousness of quantitative examination and the profound bits of knowledge that Ogilvy and WPP convey to the table.

Despite momentous changes to business, marketing and advertising, OgilvyRED will drive change by tending to customers' thorniest image and promoting issues with a fair and future-centered outlook. The gathering enacts Ogilvy key administrations around the world, with claims to fame running from Brand Portfolio Strategy and Architecture to Digital Innovation to Social Networking Strategy to strength hones in Sustainability, Youth, Branded Entertainment and a suite of Innovation offerings. An entry into a tremendous ability base, Ogilvy's Intellectual Property file and a worldwide toolset, OgilvyRED's one of a kind model is intended to open worth for customers and for Ogilvy.

"Our customers let us know that they battle to bring the components of brand technique, promoting incorporation, computerized, social, and information, examination and development procedure together to tackle enormous business issues, deftly and logically. OgilvyRED exists to interface New Economy intuition to imagination, with a capacity to "complete it" in the commercial center and measure results," said Hendra.

#### **4.4 Marketing Transformation: Consulting Arm**

The worldwide promoting, showcasing and advertising organization declares another pro firm for brands in the Asia-Pacific to help them deals with the present day showcasing age.

Worldwide promoting, advertising and advertising office, Ogilvy and Mather, is hoping to concrete a position with CMOs in the present day showcasing motivation with the dispatch of OgilvyRED, another counseling arm that unites senior key experts to counsel on promoting change for brands in Asia Pacific.

OgilvyRED will be driven by Lucy McCabe, who has been selected president for Asia-Pacific. Remarking on the dispatch, McCabe said the company's customers are confronting greater difficulties and asking harder inquiries than at any other time.

"Innovation has driven genuine change in customer conduct in a perpetually divided showcasing environment," she said. "CMO's realize that they have to drive change and advancement and have huge aspirations, however there is a quite undeniable crevice in

hierarchical capacity to plan and arrange that change. This is the place we venture in - to offer them outline, some assistance with quantifying, and execute with a quantifiable ROI."

OgilvyRED Asia-Pacific's recently delegated executive is Jerry Smith, who will keep up a double part close by his position as president and CEO for OgilvyOne Worldwide in the district.

"OgilvyRED in North America and Europe has as of now been gigantically fruitful in helping our customers drive the advertising change they requirement for the long haul. So it's an energizing time to reveal this ability for the brands we work with here in Asia," Smith said.

The new counseling arm dispatches crosswise over more than 10 nations locally and with six authorities rehearses, every drove by a specialist in their field. They are: Brand Strategy, Customer Strategy, eCommerce, Influencer Strategy, Data and Marketing Analytics, and Marketing Technology.

"Marks obviously require authority guidance with regards to developing regions, for example, e-business and innovation," said administrator and CEO of O&M in Asia-Pacific, Paul Heath. "This ordinarily doesn't originate from a conventional organization approach with a correspondences brief. With OgilvyRED sitting at the heart of the O&M Group, it gives us an interesting capacity to unite key and executional abilities not at all like other counseling firms in the business sector".

## **4.5 „3 Fresh Marketing Strategy for Ogilvy & Mather“**

### **4.5.1 Leadership as Marketing**

House promotions kept running in the 60s and 70s to rustle up business for Ogilvy's own particular organization. Also, kid, did they work. They weren't conventional promotions. They looked and read like articles.

Advertisements like "How to Create Advertising That Sells" (1972), "How to Launch New Products" (1973), and "How to Make Successful Television Commercials" (1974) shared Ogilvy's best thoughts on powerful promoting.

On account of the liberality of Ogilvy's office today, you can read a large portion of those works of art on their Pinterest board.

In Ogilvy's words "The reason for my advertisements was to extend the organization as knowing more about publicizing (than different offices). My promotions not just guaranteed helpful data, they gave it. Furthermore, they worked — in numerous nations."

In today's reality where our customers are besieged with promoting content and need to make each second of their over-burden days number, Ogilvy's procedure of promising helpful data, as well as giving it in your substance can be significantly all the more effective.

As an exhausted representative, what kind of promoting substance will probably get your consideration: content that lets you know how superb an item or administration is, or content that instantly demonstrates to you proper methodologies to spare cash or show signs of improvement results?

What's more, what kind of promoting will probably set up the validity of the sponsor: advertising that claims their kin are specialists and demonstrates the grants they've won, or showcasing that promptly demonstrates it by sharing their bits of knowledge and thought authority?

#### **4.5.2 Keeping it Classy**

Ogilvy's house ads were classy as well. They realized that their list of customers would sound noteworthy. Yet rather than rubbing your nose in it and danger seeming like they were flaunting, they dropped them quietly into the substance of their articles with expressions such as "Would it be advisable for you to position SCHWEPPEs as a soda pop - or a blender?" or "Would it be a good idea for you to position DOVE as an item for dry skin or as one which gets hands truly perfect?"

Ogilvy's promotions were striking as well. They cited more certainties, figures and illustrations than whatever other advertisements of the day. Also, they didn't talk down to perusers. They expected they were savvy and complimented them.

#### **4.5.3 Calls to Action are a Must**

Every promotion finished with a solid suggestion to take action. In some cases it incited you to reach them for more data (such as definite reports on promoting tips for particular segments). Here and there it was to request a welcome to a private presentation (e.g. sample for another numerical model for propelling an item). For every situation the invitation to take

action offered further esteem, distinguished intrigued prospects, and started a progression of associations with them, bringing them into the business channel.

#### **4.6 Bookmarks Awards: Digital Integration dominates Ogilvy & Mather SA**

The organization bunch takes home sixteen grants over different expert units, with Gloo accepting the desired Best Agency recompense.

JOHANNESBURG, February 20, 2015 – The Ogilvy and Mather SA Group (O&M SA) produced exceptional results at the IAB Bookmarks Awards, the nation's yearly and chief advanced advertising adequacy recompenses, held the previous evening at Turbine Hall in Newtown.

The office bunch took home 16 recompenses – twofold its closest rival – including 4 Gold, 5 Silver and 6 Bronze trophies, traversing O&M SA's coordinated specialty units and expert orders. To finish the night, Gloo was granted the Special Honor Best Agency recompense. O&M SA and Gloo Digital Design (Gloo) united in right on time November, which will see a completely combined operation in Johannesburg, known as Gloo@Ogilvy, with OgilvyOne Worldwide and Gloo staying as independent workplaces in Cape Town.

"The Bookmarks Awards are an extraordinary underwriting of the abnormal state of inventiveness and adequacy that we endeavor to accomplish over all our advanced work," said Ben Evans, OgilvyOne South Africa's National Managing Director. "They are likewise an immediate impression of the nature of our customers with whom we have manufactured fabulous imaginative associations."

Nicholas Wittenberg, National Group Creative Director of OgilvyOne South Africa remarked on Comedy Central's South Park battle, which took home two gold and one silver recompense; "Good times TV's South Park crusade was an exemplary instance of how a testing spending plan can compel us to think pretty adroitly – I'd characterize this as an extraordinary illustration oblivious craft of guerrilla advertising".

The Bookmarks results take after the 2014 Assegai Awards, in November, for work in modernized and direct showcasing where OgilvyOne and Gloo similarly beat the association diagrams, leaving with 6 Golds, 7 Silvers, 4 Bronzes and 4 Leader gifts. –This years Bookmarks was another great showing for us," said Pete Case, co-Chief Creative Officer of

Ogilvy and Mather South Africa and author of Gloo. He added, –The big difference this year being the additional layer of integrated work where we’re increasingly proving that mediums that work together can deliver more effective results for our clients. When you add these results together with our recognition for innovation and creativity at Loeries – we’ve had a fantastic last 12 months of creating standout work. Most pleasing is that all the hard work behind our recent merger has already resulted in great work for our clients.’”

### Top 10 Agency Winners at the Bookmarks Awards 2015

AGENCY	GOLD	SILVER	BRONZE	LEADER	OTHER	TOTAL AWARDS
Ogilvy & Mather SA Group (O&M SA)	4	5	6		1	16
King James	2	2	4			8
Quirk	1	2	2			5
Liquorice		1	4			5
Society	2	1	2			5
Atmopshere	2	1	1			4
Punk		2	2			4
Hellocomputer		2	1		1	4
NATIVE VML	1	1	1		1	4
Saatchi & Saatchi Synergize		1	1		1	3

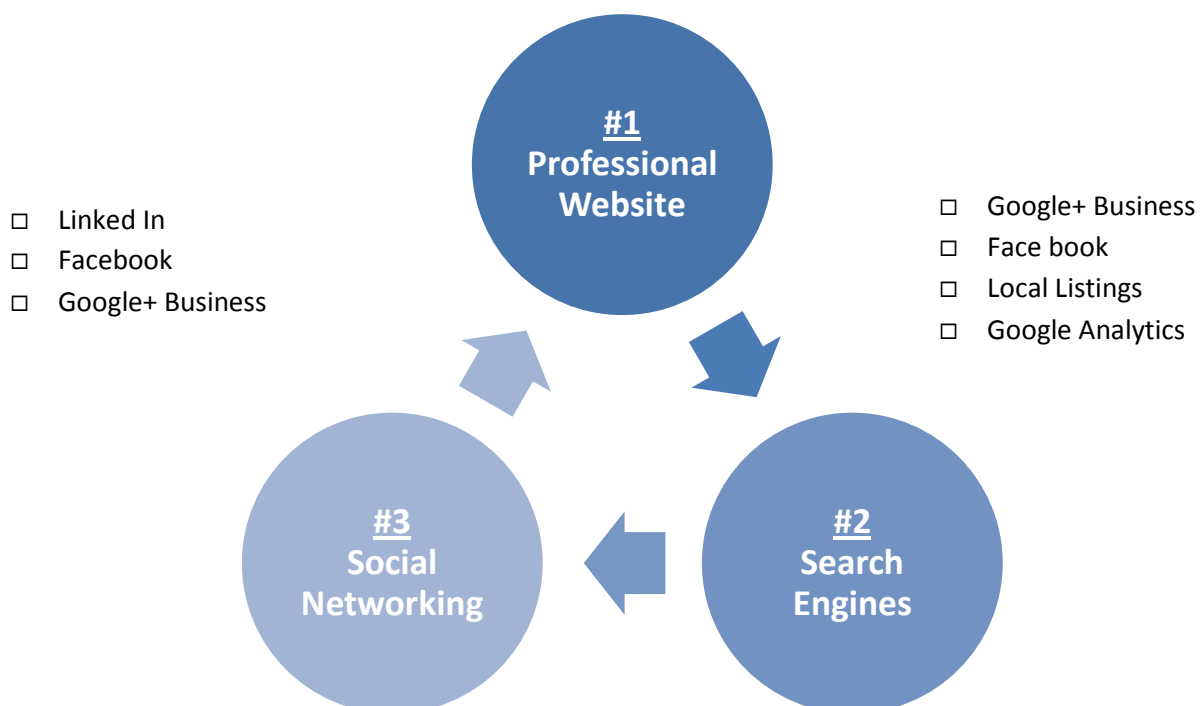
## Notes

- Ogilvy and Mather is a worldwide system worked around its center of banding together with customers to make promoting and correspondences that is both deliberately innovative and viable.
- Ogilvy and Mather South Africa, which was set up in 1984, offers expert and coordinated administrations in publicizing; advertising; marking and personality; customer and retail showcasing; social insurance correspondences; direct; advanced; CRM; portable; advancement and relationship promoting; vital counseling and marked substance.
- At 31 December 2014, Ogilvy and Mather South Africa had more than 900 representatives crosswise over 16 particular organizations in three neighborhood workplaces.

## 5. Ogilvy & Mather Bangladesh

Ogilvy & Mather Bangladesh has many reputed local clients such as British American Tobacco Bangladesh, Unilever Corp., Symphony, CEAT, Polar, Perfetti, KFC, Pizza Hut, Dove, Ponds, Dan Cake, Prime Bank, BRAC Bank, Huawei, Helio, Pledge Harbor international School, Aarong, Teletalk Bangladesh Ltd, Kollol Group, Homebound, Shah Cement, Partex Holdings, Concord Group, Shanta Properties ltd. etc. as well association with global clients as Unilever Bangladesh, HSBC, Kraft Foods, Motorola etc.

### Online Presence



## Responsibilities & Tactics followed as an Intern

**Creativity:** Ogilvy & Mather, one of the biggest advertising agency in the world, has a reputation for generating unique ideas for different brands and campaigns. As a former intern of Ogilvy & Mather I am forbidden not to clarify and share any idea but I can certainly give some insights. For example: This new year we had an immense job of rebranding to promote one of our leading clients. After doing some brainstorming we finally had a major breakthrough and result was very fruitful. We suggest a new logo and tagline along with new marketing plans for our client.

**Team Work:** In our agency employees are isolated into small groups for better efficiency. It is imperative to make a decent working relationship with the group individuals and other personnel of the outfit. As I was new in the firm, I understood that it was my obligation to make great inter connection with my group members and make the best use of their appreciable support.

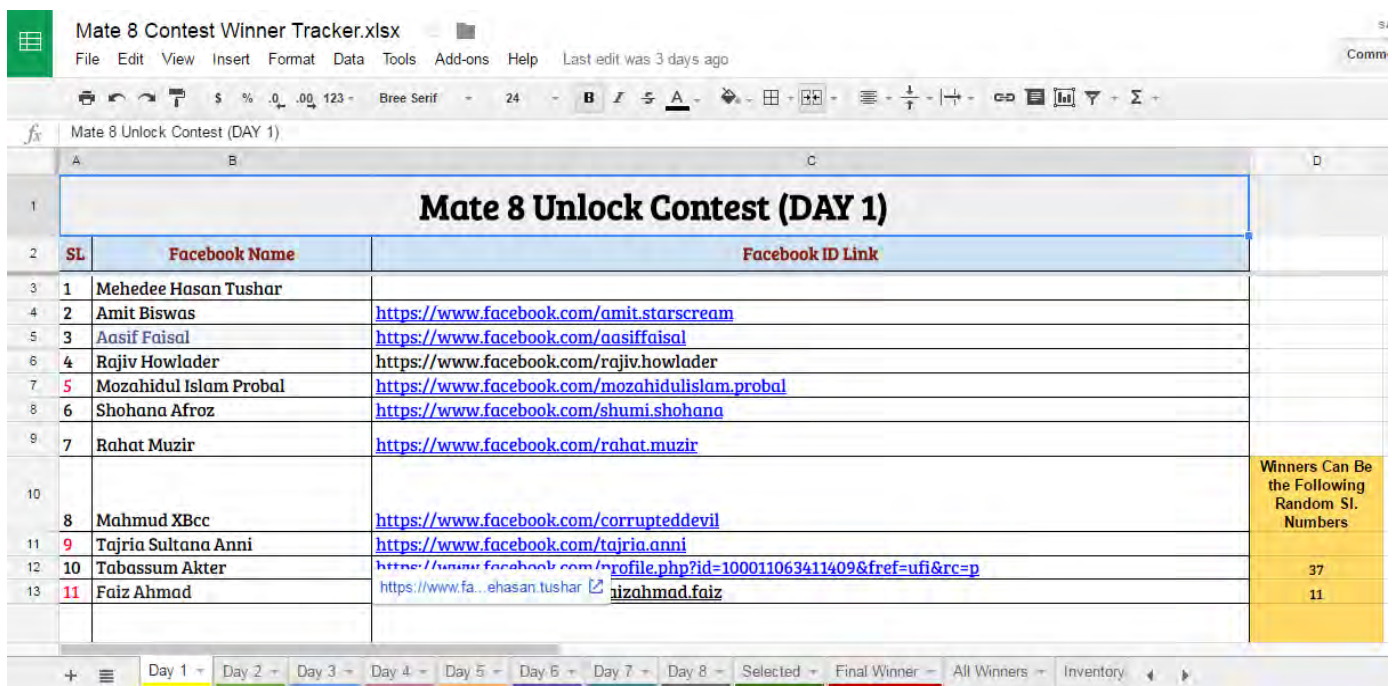
**Digital Client-servicing:** As an intern, my first and foremost duty was to ensure the satisfaction of our clients; In order to do that I personally monitored their projects to the core. My supervisor gave me the initial briefings about my task fitting our clients' requirements. I consulted with the creative artists and brief them appropriately about the job in hand. In the primary stage of my internship, it was a pretty tough experience for someone like me. Being a new comer it's not always easy to make collaboration with another department to complete the assignment for my team.

**Day-to-day Operations:** My day to day operations comprised of maintaining accounts management, creative Dept., Copyright Dept. and digital platform. It includes pursuing of ongoing campaign, sanctioned campaigns, monitoring the projects and going through the financial aspects. The best possible use of communication and an extraordinary thought prompted the achievement of the crusade. From the optional exploration it can be inferred that the crusade has been exceedingly powerful and intuitive with their objective business sector and to be sure was extremely unusual in the way they performed and sorted out the whole battle. However the truth of the matter is inescapable that, this was a case of a battle that utilized different media for publicizing among which facebook was the most vital one. The whole crusade process, spun around the idea of online networking and intelligence.



A buzz was made by the capricious publicizing channel: Facebook and even the business estimation of the item had a jump amid the battle period. It could be expected that despite the fact that our social setting is such that regularly customers feel cynic about going for capricious apparatuses, Facebook is an amazing media and it doesn't require going for bland media like Television, radio and so on. The Following screenshots will give a brief idea about the work I have done in my internship period:

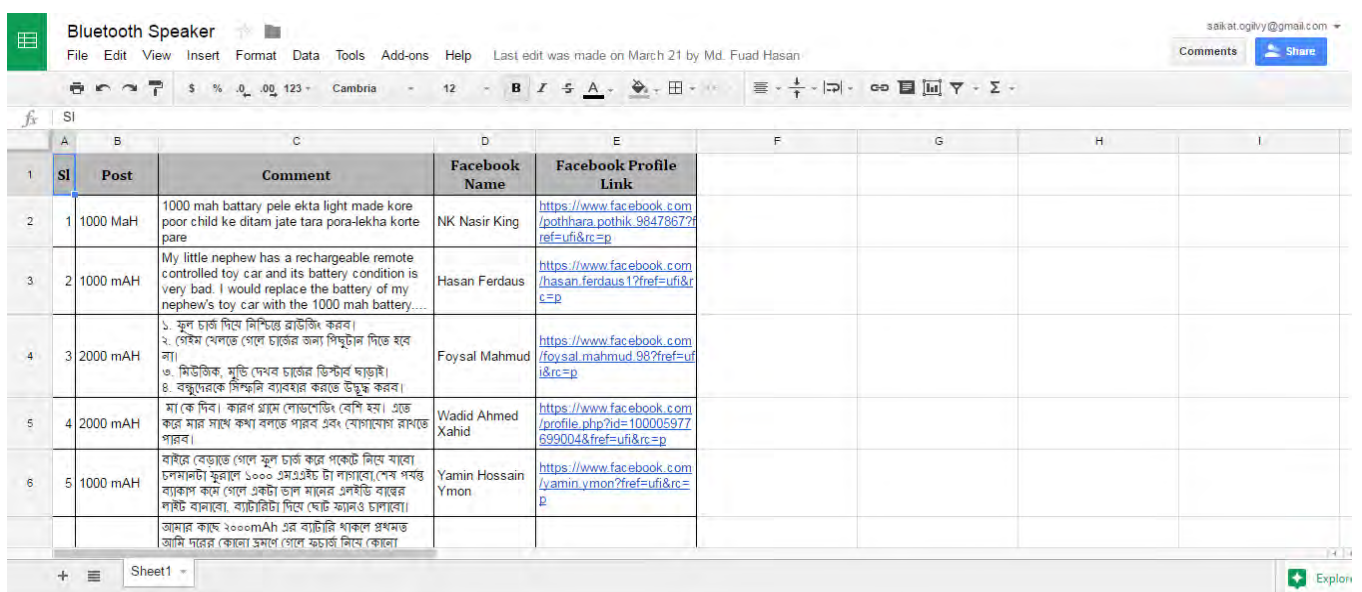
**a. Huawei Campaign (15<sup>th</sup> March, 2016)**



Mate 8 Unlock Contest (DAY 1)		
SL	Facebook Name	Facebook ID Link
1	Mehedee Hasan Tushar	
2	Amit Biswas	<a href="https://www.facebook.com/amit.starscream">https://www.facebook.com/amit.starscream</a>
3	Aasif Faisal	<a href="https://www.facebook.com/aasiffaisal">https://www.facebook.com/aasiffaisal</a>
4	Rajiv Howlader	<a href="https://www.facebook.com/rajiv.howlader">https://www.facebook.com/rajiv.howlader</a>
5	Mozahidul Islam Probal	<a href="https://www.facebook.com/mozahidulislam.probal">https://www.facebook.com/mozahidulislam.probal</a>
6	Shohana Afroz	<a href="https://www.facebook.com/shumi.shohana">https://www.facebook.com/shumi.shohana</a>
7	Rahat Muzir	<a href="https://www.facebook.com/rahat.muzir">https://www.facebook.com/rahat.muzir</a>
8	Mahmud XBcc	<a href="https://www.facebook.com/corrupteddevil">https://www.facebook.com/corrupteddevil</a>
9	Tajria Sultana Anni	<a href="https://www.facebook.com/tajria.anni">https://www.facebook.com/tajria.anni</a>
10	Tabassum Akter	<a href="https://www.facebook.com/profile.php?id=100011063411409&amp;ref=ufi&amp;rc=p">https://www.facebook.com/profile.php?id=100011063411409&amp;ref=ufi&amp;rc=p</a>
11	Faiz Ahmad	<a href="https://www.facebook.com/ahasan.tushar">https://www.facebook.com/ahasan.tushar</a> <a href="#">@fazahmad.faziz</a>

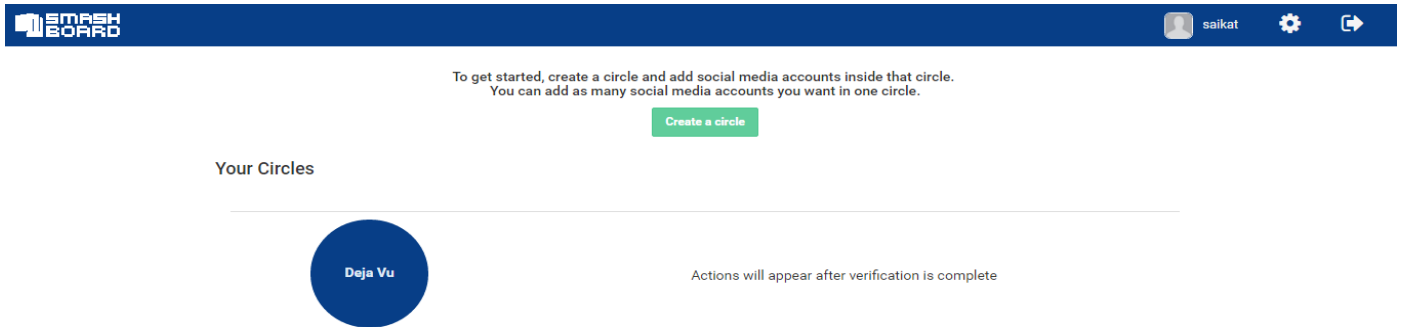
Winners Can Be the Following Random Sl. Numbers  
37  
11

**b. Symphony Campaign (10<sup>th</sup> January, 2016)**



Sl	Post	Comment	Facebook Name	Facebook Profile Link
1	1000 MaH	1000 mah battery pele ekta light made kore poor child ke ditam jate tara pora-lekha korte pare	NK Nasir King	<a href="https://www.facebook.com/pothihara.pothik.9847867?ref=ufi&amp;rc=p">https://www.facebook.com/pothihara.pothik.9847867?ref=ufi&amp;rc=p</a>
2	1000 mA	My little nephew has a rechargeable remote controlled toy car and its battery condition is very bad. I would replace the battery of my nephew's toy car with the 1000 mah battery....	Hasan Ferdous	<a href="https://www.facebook.com/hasan.ferdous1?ref=ufi&amp;rc=p">https://www.facebook.com/hasan.ferdous1?ref=ufi&amp;rc=p</a>
3	2000 mA	১. ফুল চার্জ দিয়ে নিশ্চিত রাউজিং করব। ২. গেইম খেলতে গেলে চার্জের অন্য পিছুটা দিতে হবে না। ৩. মিউজিক, মুভি দেখে চার্জের ডিস্টার্ব ছাড়াই। ৪. বন্ধুদেরকে সিম্পলি ব্যবহার করতে উত্থু করব।	Foysal Mahmud	<a href="https://www.facebook.com/foysal.mahmud.98?ref=ufi&amp;rc=p">https://www.facebook.com/foysal.mahmud.98?ref=ufi&amp;rc=p</a>
4	2000 mA	মা কে দিব। কারণ গ্রামে শেডনেভিং বেশি হয়। এতে করে মার মধ্যে কথা বলতে পারব এবং যোগাযোগ রাখতে পারব।	Wadid Ahmed Xahid	<a href="https://www.facebook.com/profile.php?id=100005977699004&amp;ref=ufi&amp;rc=p">https://www.facebook.com/profile.php?id=100005977699004&amp;ref=ufi&amp;rc=p</a>
5	1000 mA	মহিলা বেড়াতে গেলে ফুল চার্জ করে পকেটে নিয়ে যাবে। চন্দনালতা ফুলে ১০০০ এমএইচ টা লাগবে। শেষ পর্যন্ত ব্যাকাল কমে গেলে একটা ভাল মানের এলইডি ব্যাটারি লাগে বাসাবে। ব্যাটারিটা দিয়ে যেট ফ্যানও চালাবে।	Yamin Hossain Ymon	<a href="https://www.facebook.com/yamin.ymon?ref=ufi&amp;rc=p">https://www.facebook.com/yamin.ymon?ref=ufi&amp;rc=p</a>
		আমার কাছে ২০০০mAh এর ব্যাটারি থাকলে প্রথমত আমি দূরের কোনো ক্রমলে গেলে ফুল চার্জ নিয়ে কোনো		

c. Smash Board (22<sup>th</sup> March, 2016)



**Figure: Day to day operations (a) *Huawei Mate8 Unlock* campaign; (b) *Symphony Bluetooth Speaker* campaign; (c) maintenance of Facebook Page by using *Smashboard*.**

**Regulation:** Another phase of my job is to oversee the Creative Dept. on daily basis so that the works get done within deadline and also to guide them through the process so that they don't get off track. This part of my job stimulates a friendly relationship with the Creative Dept. which also helps me to enrich my leadership characteristics.

**Send off:** The responsibility of Dispatches of outputs is to confirm the right delivery of outputs to right places at the right time. My job starts after it has been dispatched. I have to keep an eye on all the works and deal with the customers personally. For example; when users were engaged in **–Mate 8 Unlock**” contest, I had to go through all the post so that the relevant posts prevail.

The grimmest part of being in Digital department that had to work 24/7 as social media does not sleep!

Being an intern, I had an observation that most of the clients think that they know the brand communication strategy better than the agency. On the contrast agency is always a step ahead in marketing communication strategies. Advertising really hasn't **–ehanged**” from its origin in our country. Rather, the modes and channels of advertising are seeing changes but in a snail's

pace. Billboards, print ads and TVCs are still used extensively for a campaign whether or not they are needed, and this occurs mostly in times where the client is stubborn about his decision and doesn't want to risk not cohering to the generic mediums of marketing; most clients are yet learning to put complete trust in their advertising agencies to make the correct judgments (the agency-client distance). In a country like ours, extra-ordinary creative ideas in marketing campaigns, especially guerilla advertising that is widely popular in the outer world, rarely can be implemented as clients feel out of bound and not sure about using them. The later section discusses the points from the agency's side of the view; the factors the employees of Ogilvy Bangladesh think are instrumental in today's advertising and marketing communications.

## Learning & Finding

- **Customer's Lifestyle**

It is essential for every marketer to have an understanding of the target group and then get into their lifestyle and become a major part of it. Interactive marketing is a very successful way of marketing. One way marketing is dull and uneventful which makes it mostly ignored. Day by day this type of marketing is demolishing.

- **Visibility and attention-grabbing Content**

Although visibility is vital in marketing campaign, in today's advertising world the problem is rarely with lack of visibility but with over-exposure and untidiness. Due to the lack of creativity in the new ads, most of the time these ads go unnoticed by the audience. Now a day advertisers and agencies are shifting further away from the traditional method, instead they are coming up with newer and more exciting ways of to be noticed by the audience.

- **Creating a Two-Way Communication**

A both way communication has become a key aspect for marketing and advertising these days. The chaotic nature of advertisement compels marketers to buy off their customers. Besides, number of brands approaching the market is very high, which leave the customers in a confused state of mind. It has become hard for customers to trust the advertisements they watch. This is because; consumers are deliberately given a little info to lure them buying a product. In today's world customers need a platform

where they are not only able to receive the brand's end of the bargain but also able to give their feedback and feelings about it.

- **Interactivity and Engagement**

Campaign effectiveness immensely relies on the level of interactivity a campaign brings.

In terms of two-way communication, a marketing effort is most efficient when it attracts the target audience into the campaign, especially when the target group is the young generation.

- **Emotional Connection**

Ads are becoming more and more emotional now; rational appeals have fallen short to emotional ones. Logical thinking is a sluggish and calculative process. Earlier ads tend to assume that customers spend time reading and thinking about ads, which is absurd. Making the consumers to think essentially reduce the chance of making a sale. That's why; there is a heavy shift in advertisements for describing the product in order to focus the emotional side of consumers. Therefore, in digital world mocking and trolling are becoming more preferable as most of the social media users are teenagers along with people who are in their late thirties and they have something in common; all of them like funny things.

## Objectives

A good and proper learner working in an renowned agency, my success completely depends on clearly defined objectives. As an intern my primary objective was to learn new digital marketing terms and my secondary objective was to execute the online inception and understanding the state of a matter that how deeply e-commerce goes in online.

## Action

For action they decide their tool according to the situation. Tools they use:

- ▶ Google Adwords, Google Analytics Google Webmaster Tools
- ▶ Social Media Advertising Tool
- ▶ E-Mail Marketing Tools (Mail Chimp, Reach Mail, Target Hero)

## Control

Ogilvy & Mather Bangladesh judges their total digital marketing campaign performance. Usually I have the full access of their campaigns. Here are the tools I typically use for controlling their campaigns to execute strategies properly:

- ▶ Smash Board
- ▶ Agora Pulse
- ▶ CPA Detective
- ▶ Alexa
- ▶ Social Media Insights
- ▶ AdManager

For a Digital Marketing Strategy Ogilvy & Mather always go for logical and authentic method.

## 6. Conclusion

As a part of academic requirement and completion of BBA program, I have been assigned to complete my internship report on "**Digital Marketing Strategies of Ogilvy & Mather Communications (Pvt.) Ltd.**" under the supervision of Taskin Hossain, Senior Account Manager, Ogilvy Bangladesh.

Digital Marketing Strategies of Ogilvy & Mather Communications (Pvt.) Ltd. is an interactive marketing communication firm dedicated to serving its clients to meet their business objectives and effective market communication practices. They provide exclusively digital social media communication service to many of the leading international and nation brands.

The structural way of Digital Marketing Strategies of Ogilvy& Mather Communications (Pvt) ltd. proves their motto again,

***“We sell, or else”.***

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