

**Internship on Digital Content Creation with Specialization in Reel Production  
for Social Media**

**BY**

**Md. Robiul Awal Robin**

**ID: 212-40-765**

This Report is Presented in Partial Fulfillment of the Requirements for the Degree  
of Bachelor of Science in Multimedia and Creative Technology.

Supervised By

**Dr. Shaikh Md. Allayear**  
Professor

Department of MCT

Daffodil International University



**DAFFODIL INTERNATIONAL UNIVERSITY**

**DHAKA, BANGLADESH**

**NOVEMBER 2025**

## APPROVAL

This Project, titled “**Internship on Digital Content Creation with Specialization in Reel Production for Social Media**”, was submitted by **Md. Robiul Awal Robin (ID: 212-40-765)** to the Department of Multimedia & Creative Technology, Daffodil International University, has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of B.Sc. in Multimedia & Creative Technology and approved as to its style and contents. The presentation was held on 15 November 2025.

### BOARD OF EXAMINERS



**Md. Salah Uddin**

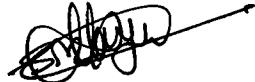
**Assistant Professor & Head**

Department of Multimedia and Creative Technology

Faculty of Science & Information Technology

Daffodil International University

**Chairman**



**Dr. Shaikh Muhammad Allayear**

**Professor & proctor**

Department of Multimedia and Creative Technology

Faculty of Science & Information Technology

Daffodil International University

**Internal Examiner**



**Dr. Md. Samaun Hasan**

**Assistant Professor**

Department of Multimedia and Creative Technology

Faculty of Science & Information Technology

Daffodil International University

**Internal Examiner**



**Shamek Khandoker Monon**

**Founder and CEO**

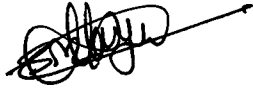
FireDrum Studios

**External Examiner**

## DECLARATION

I hereby declare that this project has been done by me under the supervision of **Dr. Shaikh Muhammad Allayear of MCT**, Daffodil International University. I also declare that neither this project nor any part of this project has been submitted elsewhere for the award of any degree or diploma.

**Supervised by:**



**Dr. Shaikh Muhammad Allayear**  
**Professor & proctor**

Department of Multimedia and Creative Technology  
Faculty of Science & Information Technology  
Daffodil International University

**Submitted by:**



**Md. Robiul Awal Robin**

**ID: 212-40-765**

Department of Multimedia and Creative Technology  
Faculty of Science & Information Technology  
Daffodil International University

## **ACKNOWLEDGEMENT**

The current paper seeks to express a professional praise to Daffodil International University and Department of Multimedia and Creative Technology (MCT) regarding the approval of the author as an intern at Madmen Digital. The experience has been incredibly beneficial as it has allowed synthesizing theoretical teaching and practical use in the fields of content creation and visual communication. As a result, the author has acquired the ability to work on projects that are driven by the industry, thus strengthening both the creative and technical skills.

The writer would like to admit that he owes a lot to the esteemed faculty advisor, Dr. Shaikh Muhammad Allayear. His critical commentary, excellent advice and support throughout the internship played a major role towards the successful accomplishment of the internship. Dr. Allayear was not only an advisor who taught Allayear in academic matters but also made him courageous and innovative in dealing with his problems.

Further appreciation is given to co-workers of Madmen Digital whose contribution, encouragement, and professional advice enhanced the learning process of the author. The special recognition is given to Mr. Mehedi Hasan whose assistance and cooperation in many projects helped in the process of professional growth. The experience to industry standards and practice acquired under such mentorship is invaluable.

Lastly, the author appreciates family and friends with great sincerity, and their unwavering support and inspiration were the driving force behind the internship. They consider their backing as an inexhaustible source of power. It is a firm belief that the skills, abilities and knowledge acquired during this internship will form the foundation of future endeavors and career growth in the field of multimedia and innovative technology.

## **EXECUTIVE SUMMARY**

This report provides a detailed report about a five-month internship experience at the Madmen Digital, as a Content Production Executive. The internship was conducted under supervision of Dr. Shaikh Muhammad Allayear of the Daffodil International University Department of Multimedia and Creative Technology (MCT) and was conducted between April 2025 and September 2025. The major aim was to gain practical experience in the field of cinematography, content planning, video editing, and visual communication, thus, applying the theoretical knowledge obtained in the courses of the undergraduate studies to practical projects. The author was also involved in a variety of creative work, such as pre-hype reels, event reels, monthly brand retainer reels, social media campaign reels, product shoot reels, and brand outlet reels. The report presents the procedures, issues, and learning outcomes of each project, personal input, and teamwork with supervisors and colleagues, as well as the utilisation of the industry-accepted resources, which is mostly CapCut Desktop, to produce high-quality digital content and in the shortest amount of time possible.

The report also discusses problem solving techniques, innovative decision making process, and weaknesses to be improved during the internship. On the whole, the experience was quite helpful to gain the significant exposure to the working environment in the professional digital content sphere, to develop both technical and creative skills and to form a vision on the process of production of digital content and social media marketing within the industry. The gained experiences in the course of this internship are expected to play a crucial role in the further career paths and professional development in the field of multimedia and creative technology.

## Table Of Contents

CONTENT	TITLE	PAGE
<b>Cover Page</b>		i
<b>Approval Page</b>		ii
<b>Declaration</b>		iii
<b>Acknowledgement</b>		iv
<b>Abstract</b>		v
<b>Table of Contents</b>		vi
<b>List of Figures</b>		viii
<b>CHAPTER 1</b>	<b>INTRODUCTION</b>	1
1.1	About the Organization	1
1.2	Purpose and Goals of the Internship	1
1.3	Scope and Responsibilities	2
<b>CHAPTER 2</b>	<b>COMPANY PROFILE</b>	2
2.1	Company Overview	2
2.2	Mission Statement	2
2.3	Vision Statement	3
2.4	Areas of Expertise	3
2.5	Organizational Structure	3

## Table Of Contents

CONTENT	TITLE	PAGE
<b>CHAPTER 3</b>	<b>Internship Experience Overview</b>	4
3.1	Duration and Work Schedule	4
3.2	Departmental Engagement	4
3.3	Key Responsibilities	5
3.4	Tools and Techniques	5
3.5	Professional Growth and Learning	5
<b>CHAPTER 4</b>	<b>Brands I Worked With</b>	6
4.1	Technology & Electronics	6
4.2	<b>Personal Care &amp; Toiletries</b>	6
4.3	<b>Food &amp; Beverage</b>	8
4.4	<b>Retail &amp; Lifestyle</b>	9
4.5	<b>Financial &amp; Educational Services</b>	9
<b>CHAPTER 5</b>	<b>Projects</b>	10
<b>CHAPTER 6</b>	<b>Conclusion</b>	70
6.1	<b>Summary of Learning Outcomes</b>	70
6.2	<b>Future Career Application</b>	70
6.3	<b>Reflections</b>	71
6.4	<b>References</b>	71

## LIST OF FIGURES

Figures	Page No
Figure 5.1.1: Redmi 15 Series – Commercial Reel -1st Pre-Hype Video	10
Figure 5.1.2: Redmi 15 Series – Project Timeline -1st Pre-Hype Video	11
Figure 5.2.1: Redmi 15 Series – Commercial Reel -2nd Pre-Hype Video	13
Figure 5.2.2: Redmi 15 Series – Project Timeline -2nd Pre-Hype Video	14
Figure 5.3.1: Oppo A5 Pro – Brand Collaboration Reel Durability Test	15
Figure 5.3.2: Oppo A5 Pro – Project Timeline Durability Test	16
Figure 5.4.1: Dove – Product Reel 01 Interactive Post Layout	18
Figure 5.4.2: Dove – Project Timeline - 01 Interactive Post Layout	19
Figure 5.5.1: Dove – Product Reel 02 Dove Pink Beauty Bar Launch	20
Figure 5.5.2: Dove – Project Timeline - Dove Pink Beauty Bar Launch	21
Figure 5.6.1: Veet – Product Launch Reel 01 “Feature Highlights”	22
Figure 5.7.1: Veet – Product Launch Reel 01 “Feature Highlights”	24
Figure 5.8.1: Dettol – Event Reel 01 “Parents’ Testimonials”	26
Figure 5.8.2: Dettol – Project Timeline 01 “Parents’ Testimonials”	27
Figure 5.9.1: Dettol – Event Reel 02 Public Handwashing Initiative	28
Figure 5.9.2: Dettol – Project Timeline 02 “Handwashing Initiative”	29
Figure 5.10.1: Shokubutsu Reel 01 “Natural Aesthetic Floral Hook”	30
Figure 5.11.1: Shokubutsu – Product Reel 02 “Natural Boost Concept”	32
Figure 5.12.1: Systema – Product Reel 01 “Toothbrush Launch”	33
Figure 5.13.1: Systema – Product Reel 02 “Stop Motion Concept”	35
Figure 5.14.1: Mama Lemon – Product Awareness Reel 01	37

## LIST OF FIGURES

Figures	Page No
Figure 5.14.2: Mama Lemon – Product Awareness Project Timeline	37
Figure 5.15.1: Mama Lemon – Product Awareness Reel 02	38
Figure 5.15.2: Mama Lemon – Product Awareness Project Timeline	39
Figure 5.16.1: ACI Fruit sal – Product Reel 01 “Energy Boost Concept”	40
Figure 5.16.2: ACI Fruit sal – Project Timeline “Energy Boost Concept”	41
Figure 5.17.1: ACI Fruit sal – Product Reel 02 “Giant Pack Concept”	42
Figure 5.17.2: ACI Fruit sal – Project Timeline “Giant Pack Concept”	43
Figure 5.18.1: Savoy – Product Reel 01 “Chocolate Fudge Ice Cream”	44
Figure 5.19.1: Savoy – Project Timeline “Gallery Promotion”	46
Figure 5.20.1: Crisp – Product Reel 01 “Hero Items Showcase”	47
Figure 5.20.2: Crisp – Project Timeline “Hero Items Showcase”	48
Figure 5.21.1: Crisp – Product Reel 02 “Beat Hook Concept”	49
Figure 5.21.2: Crisp – Project Timeline “Beat Hook Concept”	50
Figure 5.22.1: Chef’s Table – Highlight Reel 01	51
Figure 5.22.2: Chef’s Table – Highlight Project Timeline	52
Figure 5.23.1: Chef’s Table – Experience Reel 02 Sylhet	53
Figure 5.23.2: Chef’s Table – Experience Project Timeline 02 Sylhet	53
Figure 5.24.1: Mithai – Product Reel 01 - Cake Collection	54
Figure 5.24.2: Mithai – Project Timeline - Cake Collection	55
Figure 5.25.1: Mithai – Product Reel 02 - Cake Selection Reel	56
Figure 5.25.2: Mithai – Project Timeline - Cake Selection Reel	57

## LIST OF FIGURES

<b>Figures</b>	<b>Page No</b>
Figure 5.26.1: Unimart – Product Reel 01 - Rainy Season - Bonanza	58
Figure 5.27.1: Unimart – Project Timeline - Mega Grocery Showcase	60
Figure 5.28.1: bKash – Product Reel 01 - Cashless Life Concept	61
Figure 5.28.2: bKash – Project Timeline - Cashless Life Concept	62
Figure 5.29.1: bKash – Product Reel 02 - My Offers Activation	63
Figure 5.29.2: bKash – Project Timeline - My Offers Activation	64
Figure 5.30.1: Edumig – Promo Reel 01 - IELTS Chittagong Audience	65
Figure 5.30.2: Edumig – Project Timeline - IELTS Chittagong Audience	66
Figure 5.31.1: Edumig – Promo Reel 02 - Kids English Course	67
Figure 5.31.2: Edumig – Project Timeline - Kids English Course	68

# CHAPTER 1

## Introduction

### 1.1 About the Organization

Madmen Digital has been regarded as one of the most successful agencies in digital marketing and content creation in Bangladesh that has unique traits in creating video content of short-term nature, brand stories, and social media campaigns. The company is an amalgamation of ingenuity and tact that aids the company to create effective brand-audience linkages founded on the communication by engaging digital experiences. Dedicated to the narration and visual persona, and campaign creativity, Madmen Digital assists business to increase the digital presence and achieve the measurable growth using the online media (madmen.online).

Being the Content Production Executive in the reel production team, the author worked in various creative tasks including pre-hype reel, event covers, campaign videos, product features, brand outlet images, and monthly brand content. The internship helped me have practical experience in the digital production and creative planning and collaboration on different campaigns.

### 1.2 The purpose and goals of the internship

The internship program was aimed to balance the learning with the practice in the field of digital media production, and it was going to accomplish a number of objectives: Enriching the technical skills of the reel production, cinematography and video editing and organization of the content with the assistance of such tools as CapCut Desktop; staging the academic knowledge into practice through digital media production by working with different content and retail, F&B, education, and consumer goods; learning the main concepts of strategic thinking through coordination of storytelling and creative strategies with the needs of the client and through implementation of the campaign.

### **1.3 Scope and Responsibilities**

The main duties were founded on Reel Production Department where the author had collaborated with the creative and strategic teams to make the delivery of coherent campaigns a possibility. These daily tasks involved: developing various content to the reel: promotional, product and event video; developing digital images and bits, according to a specific brand requirement; contributing to the content planning and ideation process, and campaign schedule; and participation in multi-brand projects so as to understand the outcomes of the interaction with clients. During these works, the author had the opportunity to bring theoretical knowledge to applied outcomes and also polished the creative, technical and strategic thinking of a busy and digital marketing environment.

## **CHAPTER 2**

### **Company Profile**

#### **2.1 Company Overview**

Madmen Digital can be regarded as the creative powerhouse of the Bangladesh digital marketing industry with the arena of social media content, video production, motion graphics and brand strategy. The agency has also been defined by the creation of special performance based campaigns which are more visible and are participatory. The core philosophy of the company lies in its storytelling where it is innovative and strategic in ensuring that all projects are brought near the target audience.

#### **2.2 Mission Statement**

Under the mission of offering effective online experiences that bring the brands and people together, Madmen Digital operates. The agency will also ensure that it develops new reels and digital content that makes the brand identity to be high through a combination of storytelling that is both creative and the marketing strategy that communicates strong messages.

### **2.3 Vision Statement**

The agency is confident to be among the most potent creative agencies in Bangladesh that will be able to impact the audience through the means of the effective storytelling, the meaningful campaigns, and the measurable online successes. It will also aim at fostering a culture of innovation, team work and professional growth of all the members of the team.

### **2.4 Areas of Expertise**

Madmen Digital is a service that provides a broad range of services to the changing requirements of the brands in the digital world today. These include:

- Reel and Video Production: The involvement of short-term videos, events highlight, and campaign-oriented reels.
- Digital Design and Content Creation Social media graphics, carousel, and brand-focused promotional content.
- Motion Graphics/Animation: Snippets and animated concepts that are meant to give the audience a greater level of interactivity.
- Campaign storyboarding, ideation and systematic scheduling in accordance with the brand objectives.
- Client Management: Be consistent, act on time, and assist clients by being creative together.
- The client base of the agency also covers the retail, food and beverage, education and product oriented industries which shows that this agency is not only versatile but also adaptable in digital branding.

### **2.5 Organizational Structure**

Madmen Digital is based on a teamwork business model that guarantees innovation and productivity throughout every tier.

- Reel Production Team deals with short video and content production.
- The Creative Team is concerned with motion graphics and visual design.
- The Client Service Team facilitates easy interaction between the clients and the creative department.

- Business Planning and Strategy Unit monitors campaign strategy, schedules and performance alignment.
- Lastly, the Management checks operations, quality control and client satisfaction.

This framework enables the company to have smooth coordination between business strategy and implementation resulting in content that meets the focus of creativity as well as business objectives.

In this company, I was able to have an internship experience that helped me understand the particular aspects of the hospitality industry in a real-world context.

## **CHAPTER 3**

### **Internship Experience Overview**

#### **3.1 Duration and Work Schedule**

The internship was a five-month program that happened between April and September 2025 and had a five-day workweek schedule every Sunday through Thursday, 12:00 pm to 9:00 pm. This full-time interaction offered thorough access to topic workflows on the professional content, campaign management, and cross-departmental liaison.

#### **3.2 Departmental Engagement**

Working in the Reel Production Team, my duties were associated with the reel creation and editing in connection with different brand campaigns. I also worked with the two other departments:

- The Client Service Team that mediated between clients and project feedback.
- The Business Planning and Strategy Team which helped in campaign ideation and alignment.

These partnerships increased my knowledge of the relationship between creative implementation and marketing strategy and customer satisfaction.

### **3.3 Key Responsibilities**

During the internship, I had to do various tasks that helped the agency to produce creatively:

- Created promotion materials and promotional reels to fit various customers and campaigning.
- Helped plan the content, create ideas and to tell the story visually.
- Integrated feedback of supervisor and clients to fine tune project results.
- Favored big brand promotion through proper content delivery in time and quality.

This general exposure enabled me to see the process of digital marketing - how ideas are born until they get published.

### **3.4 Tools and Techniques**

CapCut Desktop was the main tool that I utilized and was used as a hub to edit and compose video reels. Also, I sometimes made the use of supporting design and motion graphics tools to improve the visual appearance and deeper the storyline.

### **3.5 Professional Growth and Learning.**

Working at Madmen Digital was an experience that was invaluable in my creative and professional thinking.

- I acquired technical knowledge in video editing, cinematography and production planning.
- I gained teamwork, problem-solving, and time management skills in the presence of actual deadlines.
- I developed my creative thinking capability by brainstorming and creating something that was original under brand specifications.
- Above all, I was able to have a strategic knowledge on how visual storytelling can assist bigger marketing aims and client objectives.

All in all, this internship has turned theory into practical professionalism and equipped me with the future career in the creative and digital marketing field.

## CHAPTER 4

### Brands I Worked With

#### 4.1 Technology & Electronics



##### **Xiaomi Bangladesh**

Xiaomi is a worldwide market leader in manufacturing the smartphone and smart electronics and officially entered Bangladesh market in 2018. In 2021, the company commenced local smart phone manufacturing under the Made in Bangladesh label and this is a major milestone of local electronics industry. As an intern, I have been involved in product reels, campaign reels and store event reels, and I emphasize on the innovation, smooth design and cost-effectiveness of Xiaomi.



##### **OPPO Bangladesh**

OPPO is one of the most popular Chinese smartphone brands in the country, and it has a firm grip on the country, particularly among the youth. I produced product highlight reels and accessory promotion video and made them centered on camera quality, design characteristics, and lifestyle photography that appeals to the younger generation.

#### 4.2 Personal Care & Toiletries



##### **Dove (Unilever Bangladesh Ltd.)**

Dove is one of the most reputable personal care brands in the world under Unilever. I created product-driven reels that focused on the Dove skincare and haircare products, that were in line with its Real Beauty campaign and the values of natural beauty and confidence.



### **Veet (Reckitt Bangladesh)**

Veet is a household brand of personal care and is recognized all over the world as a convenient hair removal product. I used tutorial-based reels of product usage, benefits and safe application methods of using product by women.



### **Dettol (Reckitt Bangladesh)**

Dettol is a domestic brand of protection against germs and hygiene. I was engaged in production awareness-related reels on hygiene education, family safety, and the value of everyday cleanliness.



### **hokubutsu (Lion Kallol Ltd.)**

Shokubutsu is a Japanese personal care brand which is sold in Bangladesh by Lion Kallol Ltd. I created product reels on its body wash line with the concept of the natural and plant-based formula used by the brand with the clean and refreshing look.



### **Mama Lemon and Systema (Lion Kallol Ltd)**

Systema, a Japanese brand of oral-care and Mama lemon which is a brand of dishwashing liquid are both distributed locally by Lion Kallol Ltd. I made product awareness reels of the toothbrush of Systema, cleaning demonstration reels of Mama lemon, and focused on quality and efficiency.

### 4.3 Food & Beverage



#### ACI FruitSal (ACI Limited and CO-RO A/S Joint Venture)

ACI FruitSal is a soft drink brand made of fruit; the brand is a joint venture between ACI Limited and the CO-RO A/S (Denmark). I was on product reel and advertising campaigns that emphasized on the freshness, energy and fruitiness of its drinks among young and urban individuals.



#### Savoy

Savoy is a confectionary and dessert brand in the local market that produces cakes, cookies, and chocolates. I created holiday reels advertising dessert lines in seasonal campaigns in a warm high end brand voice.



#### Crisp

Crisp is a fast food brand that is managed by United Group that serves crispy snacks and burgers. I was working on product reels that would display the freshness, taste, and the package design that is attractive to the young people.

#### *Chef's Table* Chef's Table

Chef-table is a fine dining establishment that is owned by the United Group, which consists of various cuisines. I developed restaurant highlight reels and event promotion videos, focusing on the ambiance, family dining, and lifestyle.



## **Mithai**

Mithai is a brand of desserts and confectionery that provides sweet and ice-cream products. I created dessert reels with the product attractiveness and festal mood with close-up shots and colorful compositions.

### **4.4 Retail & Lifestyle**



## **Unimart**

Unimart Unimart is a major chain of retail supermarkets in Bangladesh, having its headquarters in United Group. I created in-store marketing reels and seasonal campaign video based on providing customer experience, high-quality atmosphere and incorporating diversity in products, in terms of lifestyles.

### **4.5 Financial Services and Educational Services.**



## **bKash Limited**

bKash is the country's most popular mobile financial service provider, which allows transaction without cash and financial inclusion. I produced online transaction reels and merchant promotion information about the smooth use of the app, its safety, and reliability.



## **Edumig**

Edumig is an international consultancy firm that deals with students studying in foreign nations. I created brand promotion reels and testimonial videos that focus on the success stories of students and institutional credibility.

## CHAPTER 5

### Projects

#### 5.1 Xiaomi Redmi 15 Series – Commercial Reel (1st Pre-Hype Video)



Figure 5.1.1: Xiaomi Redmi 15 Series – Commercial Reel -1st Pre-Hype Video

#### Project Overview & Objective

This reel was used as the pre-hype video of Redmi 15 Series campaign. It was also intended to generate enthusiasm and the suspense preceding the actual release of the product. The aim was to come up with a dramatic and attention capturing teaser, which would create curiosity and stand out as a great beginning of the campaign.

#### Concept & Creative Direction

The advert reel relied on a weather forecast story, where a news presenter informs that there is a threatening storm on its way to Bangladesh, representing the coming of the Redmi 15. The movie style was both realistic and metaphoric as it used suspense and an intensity to engage the attention of the viewers and communicate the effect of the product.

## Production Details & My Role

- Location: Madmen Digital Studio + with any outdoor scenes.
- Hardware: Sony A6700 Camera + Sigma 18-50mm Lens.
- Crew Size: 7 members
- My Position: First Assistant Director and Editor, coordination on the set as well as the creative post-production decisions.

## Editing Process & Tools Used

Rotoscoping in Adobe After Effects and final composition in CapCut Desktop Premium were used as post-production. Cinematic pacing, dramatic transition and immersive sound were featured in the editing to ensure the reel was kept in suspense and interest.

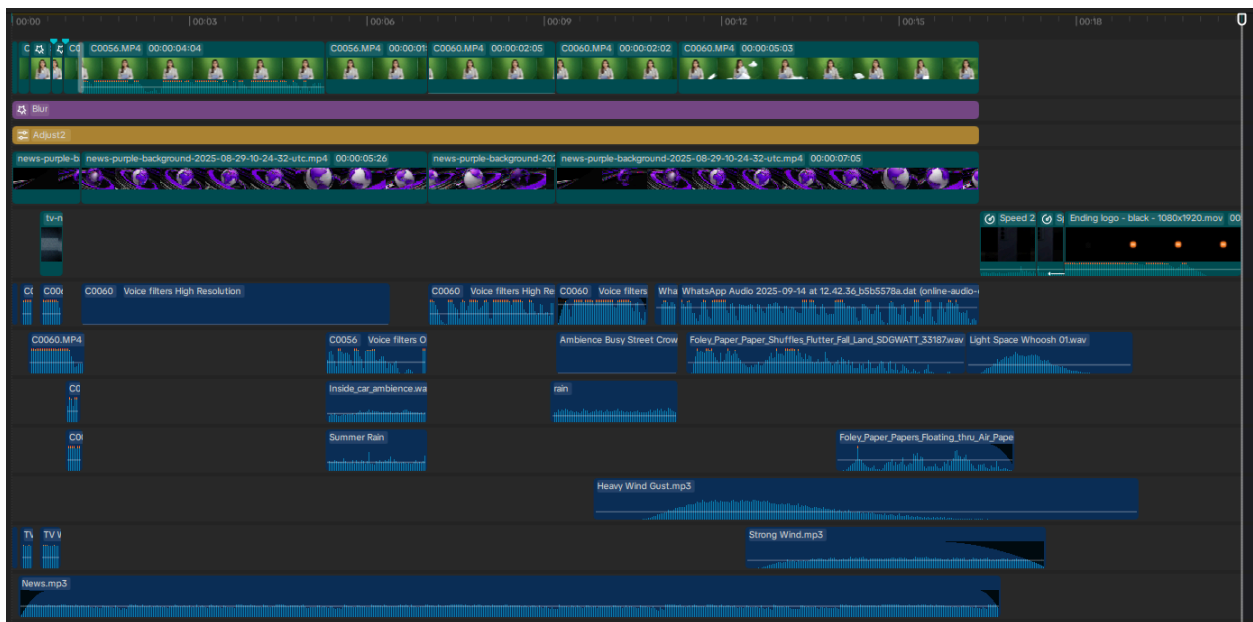


Figure 5.1.2: Xiaomi Redmi 15 Series – Project Timeline -1st Pre-Hype Video

## Outcome & Feedback

Reel got 345K+ Facebook and 8.9K+ Tik Tok views. Viewers applauded the narrative, visual and VFX. Client stated that he was very satisfied with the reel since it was a powerful opening of the campaign and successfully attracted attention.

## **Challenges & Solutions**

- Weather Delays: It was the unending rain that hit the schedule of shooting.
  - Solution: Re-arranged the shooting schedule and shot the film in less than a day.
- Miscommunication between Clients and Feedback: A bit of confusion in the post-production.
  - Solution: The follow-up review meeting helped to clear up the directions and make the client satisfied.

## **Learning and Scope of Improvement.**

This project also improved my abilities in direction, coordination and editing of commercial reels. I was taught to be able to get accustomed soon to weather-related and logistical difficulties. To be more efficient and quality-wise, a more flexible shoot schedule and better communication in pre-production might be applied in the future.

## **5.2 Xiaomi Redmi 15 Series – Commercial Reel (2nd Pre-Hype Video)**

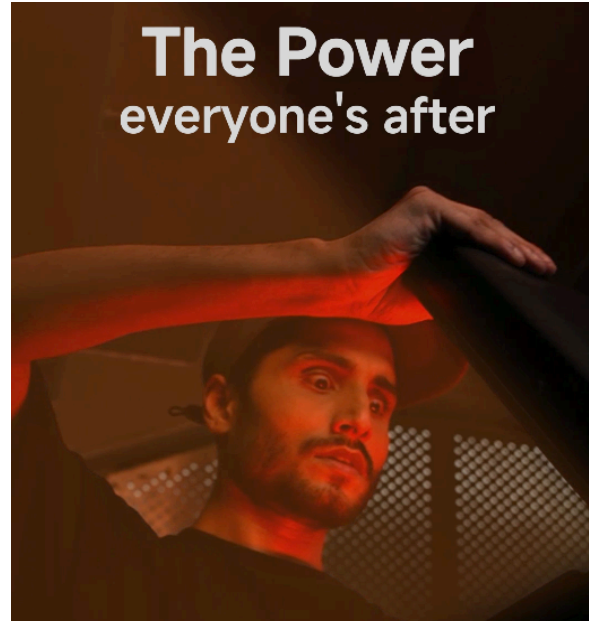
### **Project Overview & Objective**

This was the second pre-hype reel to the Redmi 15 Series campaign and was targeted to create an anticipation and continue to engage the audience after the first teaser. The mission of the reel was to make a trendy, stylish, and visually appealing story that would appeal to the Gen Z audience.

### **Concept & Creative Direction**

The story was based on the theft of a briefcase around Bijoy Sarani Metro Station. A thief snatches a briefcase which has something precious in it and once he breaks open the briefcase, there is a burst of light which is orange in color and he is taken aback. The copy ends with the reel, "The Power Everyone's After," suggesting the impending launch of Redmi 15.

In the creative style, fast cuts, catchy music, and stylish sound design were employed to make the reel active and attractive to younger viewers.



**Figure 5.2.1: Xiaomi Redmi 15 Series – Commercial Reel -2nd Pre-Hype Video**

### **Production Details & My Role**

- Place: Bijoy Sarani Metro Station, Dhaka.
- Gear: The camera is Sony A6700 with Sigma 18-50 mm Lens.
- Crew Size: 7 members
- My Job: Editor, post-production, rotoscoping, final composition.

### **Editing Process & Tools Used**

The light effect of glowing orange was created as a part of the post-production process - the hardest aspect of the editing. This was done by:

- Wearing an orange PNG of the briefcase.
- Gradually changing the level of lightness and color, as well as keyframing every frame, to become natural.
- Rotoscoping using After Effects and final composition using CapCut Desktop Premium.

## Learning & Area of Improvement

The project enhanced my capability in creative editing, VFX integration and social media reel pacing. In future work, it would be possible to optimize the effects workflow, and consider other motion graphics effects to make the picture even more jazzy.

## Challenges & Solutions

- Difficulty: Adding an effect of realistic, glowing light on the briefcase.
  - Problem solution: Frame-by-frame keyframing, adjusting of the opacities, and fine masking provided an easy transition.
- Challenge: High energy/pacing to sustain a Gen Z-targeted reel.
  - Remedy: Quick cuts, energetic music and fashionable sound design.

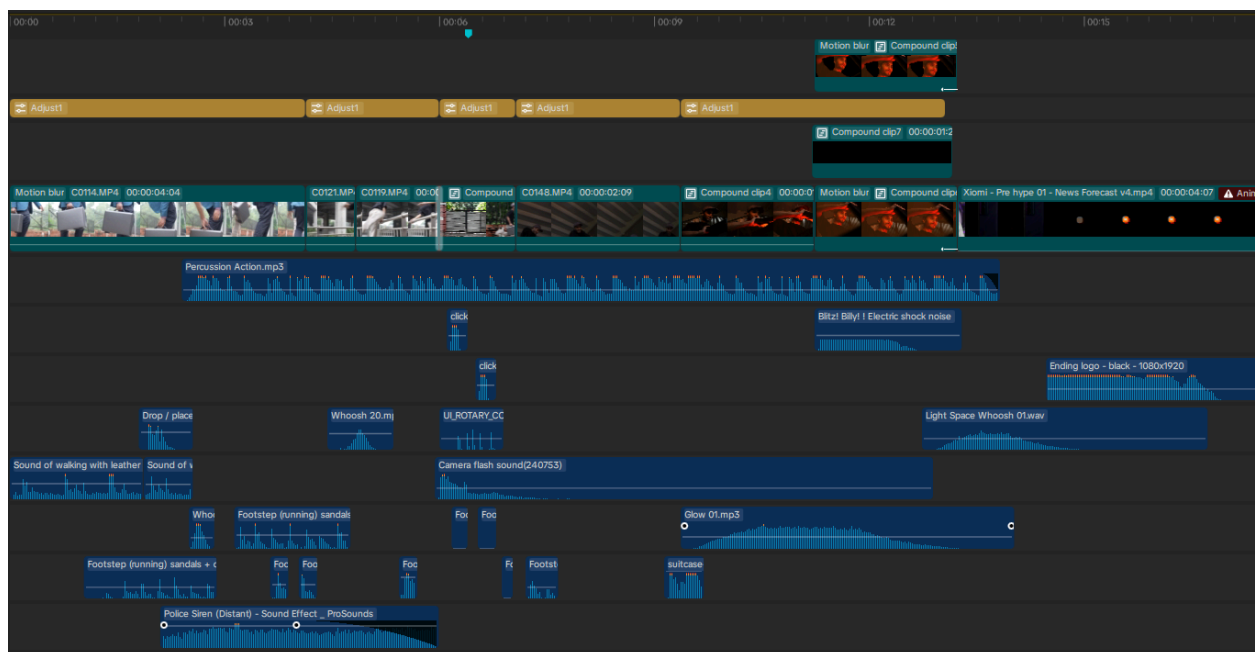


Figure 5.2.2: Xiaomi Redmi 15 Series – Project Timeline -2nd Pre-Hype Video

## Outcome & Feedback

That reel was uploaded on TikTok and had received 4000+ views just a bit after it was uploaded. Modernity, fast-paced and spectacular effect on the eye were mentioned in the comments of the audience. The client was contented with the ultimate result and also the role of reel in the campaign build-up.

### 5.3 Oppo A5 Pro - Brand Collaboration Reel (Durability Test).



Figure 5.3.1: Oppo A5 Pro – Brand Collaboration Reel Durability Test

#### Project Overview & Objective

This is a branded collaboration reel that was created on behalf of Oppo Bangladesh that demonstrates the amazing waterproof and durability capabilities of the A5 Pro. The story was about a mock cooking event in which celebrity chef Keka Ferdous drops the phone in a boiling pot, retrieves it without any damage and later drops it again to highlight its rough construction.

#### Concept & Creative Direction

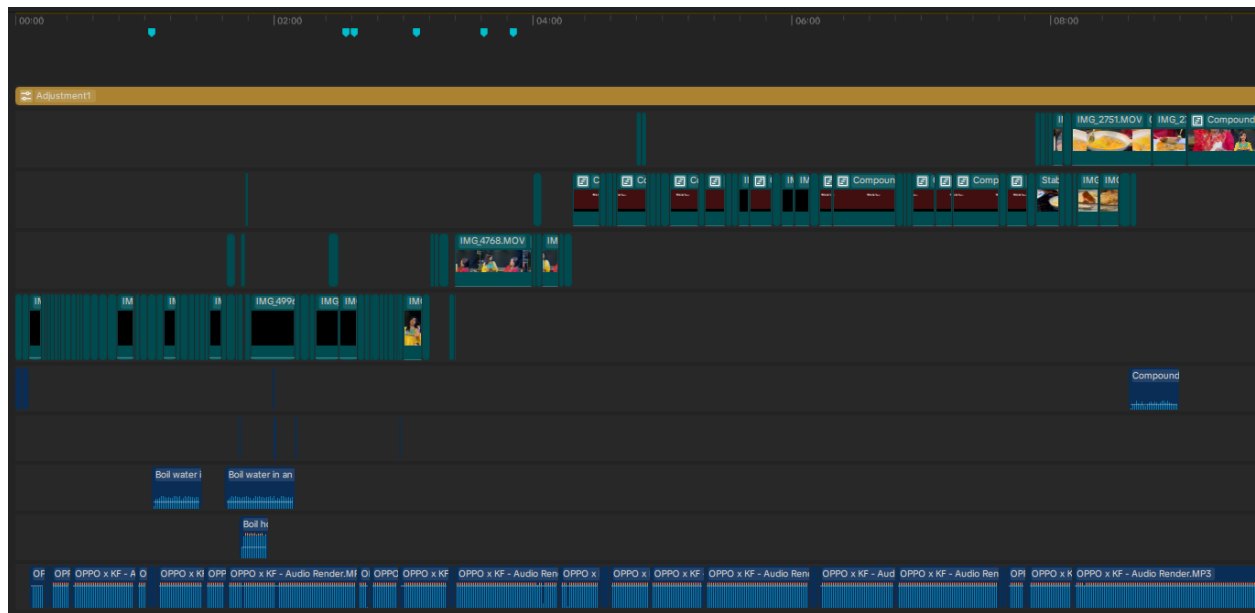
The innovation strategy was based on a loud, demonstrative story that was intended to establish trust in a short time. It is worth noting that a familiar face helped the video be more authentic, and the spontaneous moments of the accident made people share the video and engage in social media discussions.

## Production Details & My Role

- Setting: personal home of Keka Ferdous.
- Gadgets: iPhone 14 Pro max and Sony DSLR.
- Crew Size: 5 members
- My Responsibility: Director of Photography, and Editor, Visual implementation & post-production finishing.

## Editing Process & Tools Used

I did all editing in CapCut Desktop Pro creating the two versions of the content; a short 2:48 one to post on social media and a longer 9-minute one to use as a longer promotion. Color adjustment, timing, and dramatic emphasis were perfected to ensure the demonstration is convincing in terms of vision.



**Figure 5.3.2: Oppo A5 Pro Project Timeline – Brand Collaboration Reel Durability Test**

Due to the necessity of maintaining brand consistency, the company had to align the test's objectives with the brand's promises. Because of the need to build brand consistency, the company was forced to support the objectives of the test with the promises of the brand.

## **Challenges & Solutions**

- Challenge: How to make the boiling-water shot look real and not to jeopardize the safety.
  - Solution: Well orchestrated timing, camera positioning, heat regulation in order to stay realistic.
- Issue: Striking a balance between filming and the home-setting environment.
  - Solution: Corrected the lighting and used more tight compositions to keep the visual professional.

## **Outcome & Feedback**

The reel was doing well on the internet where it received 621K views on Facebook and a lot of discussion because of its boldness in testing the durability. The partnership was a success and served to publicize the reliability of the products offered by Oppo in an effective manner.

## **Studying and Area of Refinement**

The project enhanced my involvement in branded content testimonials and demonstration shoots. In the next one of such projects, it may be possible to add more specific camera movement or angles, which will further enhance the interest of the viewers.

## **5.4 Dove - Product Reel 01 (Interactive Post Layout).**

### **Project Overview & Objective**

This video showed the moisturizing soap of Dove in an Instagram-style grid format. One of the posts was interrupted by a dry hand that extended out of the top frame to take a Dove bar of the lower frame and formed an interactive image to emphasize the softness and freshness of the product.

### **Concept & Creative Direction**

The concept was minimalist, trend-based in a social format, with an emphasis on clean images and a rejuvenating aesthetic. The interactive grid effect enabled the product to be distinct, yet with the soft and the elegant brand tone that is synonymous with Dove.



**Figure 5.4.1: Dove – Product Reel 01 Interactive Post Layout**

### **Production Details & My Role**

- Equipment: iPhone 14 Pro Max
- Style Focus: Good lighting, plain framing and skin color that suits the brand.
- My Position: Editor, who would arrange the whole visual flow and make the interaction look smooth.
- Other Competition: Identifying an appropriate model of hand that met the image of soft, high end Dove brand.

### **Editing Process & Tools Used**

All compositions and motion work was done on After Effects and then last minute adjustments were made on CapCut Desktop Pro. These involved the coordination of colors in the frames, stabilization of hands, and the formation of smooth transition between the grid-break effect.

## Challenges & Solutions

- Difficulty: The formation of a realistic interaction of disconnected grid frames.
  - Solution: Keyframed the hand movement very carefully and applied shadow layers to create the natural depth.
- Profitability: The need to sustain the Dove clean image in a fashionable format.
  - Remedy: Soft lighting, soft colors, and minimum visual noise in composition were used.

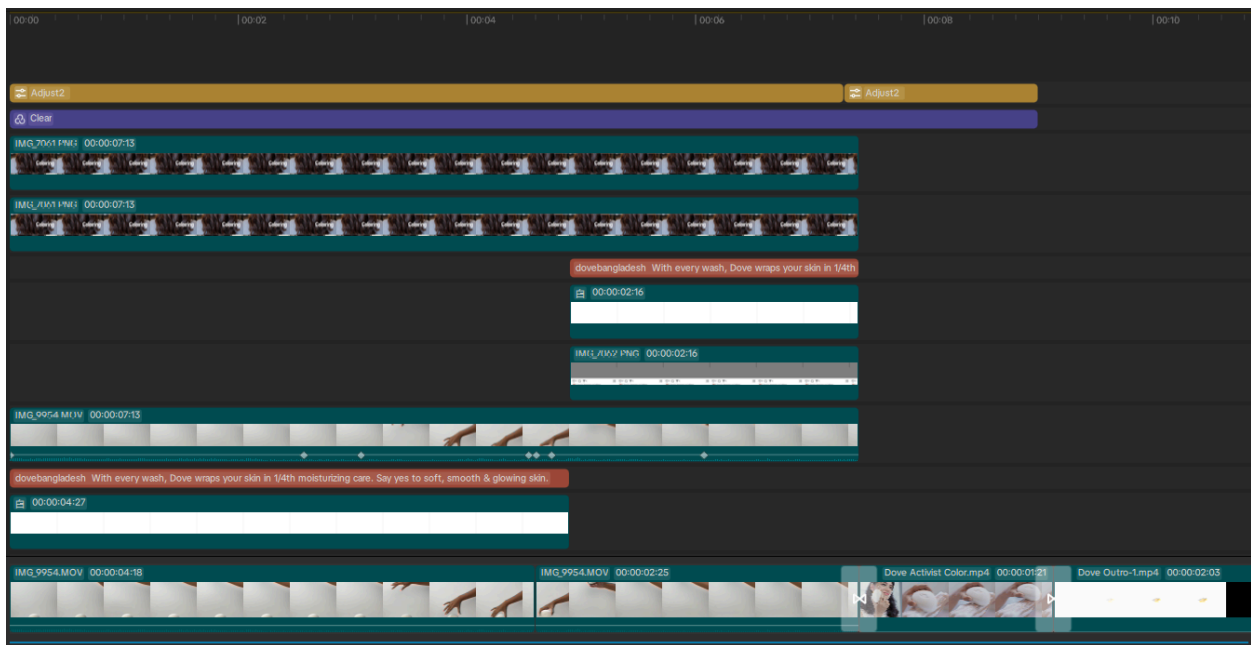


Figure 5.4.2: Dove –Project Timeline - Product Reel 01 Interactive Post Layout

## Outcome & Feedback

This reel managed to provide a fresh and eye grabbing presentation of the product that best matched the brand identity of Dove. The interactive design of it attracted the attention of viewers within a short period and thus could be used in social media.

## Learning and Scope of Improvement.

The project provided me with greater accuracy when it comes to writing pieces of interactive layout and ensuring great brand consistency. Micro-animations or small transitions of texture would be a nice addition to the visual appeal in the next versions.

## 5.5 Dove - Product Reel 02 (Dove Pink Beauty Bar Opening)

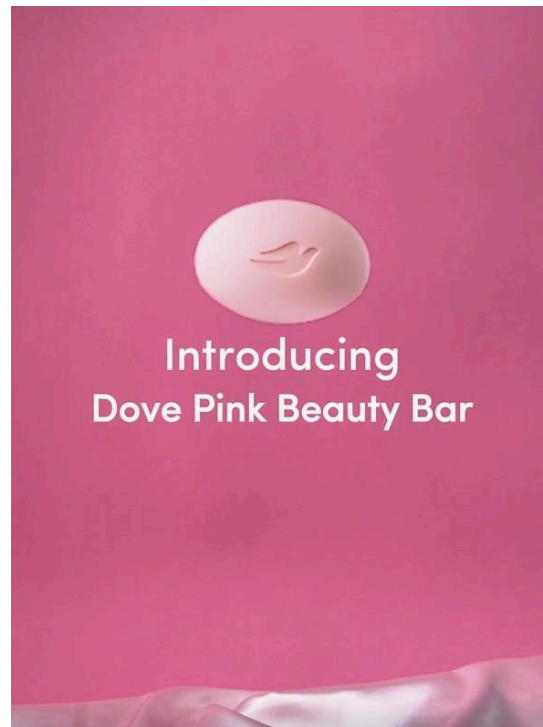


Figure 5.5.1: Dove – Product Reel 02 Dove Pink Beauty Bar Launch

### Project Overview & Objective

This reel has presented the new Pink Beauty Bar of Dove using a soft and minimalistic studio set that has been designed in a complete pink color scheme. The visual flow was opened by a hand holding the soap in the air, then there were some shots of gentle floating motion and close-up B-rolls which emphasized the smooth texture of the soap and its packaging.

### Concept & Creative Direction

The orientation favored the beauty, innocence and visual mildness. The entire pink design was meant to serve the purpose of identifying the product and this formed a unified ambience that enabled the reel to look fragile and luxurious. The floating visuals were lightweight and calming in nature which was in line with the Dove tone of its brand.

## Production Details & My Role

- Technology: Sony a6700 + Sigma 18-50 mm Lens.
- Visual Style: Fall studio with pink monochromatic palette.
- My Position: Editor, who has to determine the general flow, the clarity of products, and smooth transitions.

## Editing Process & Tools Used

The editing of the reel was done with After Effects to refine the motion and to compose, then the refinements in the colors were done in the CapCut Desktop Pro. The balance was ensured between softness and contrast in order to leave the product visually different.

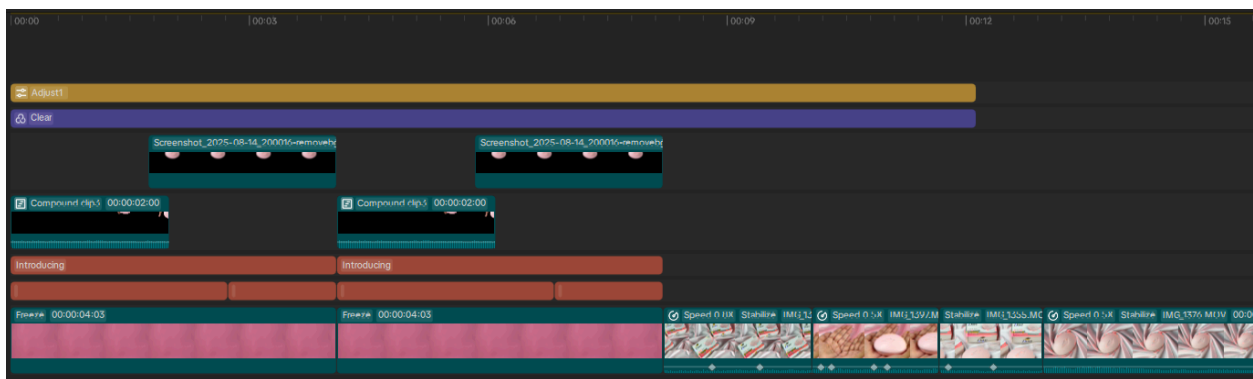


Figure 5.5.2: Dove – Project Timeline 02 Dove Pink Beauty Bar Launch

## Challenges & Solutions

- Issue: The pink soap merged with the pink background and there was low contrast.
  - Solution: Edited lighting angle, included low key shadows, and re-shot to increase isolation.
- Challenge: Natural preservation of the floating movement.
  - Solution: Smoothed keyframed as well as controlled rotation was used to prevent a natural glide that was smooth and realistic.

## Outcome & Feedback

The last reel provided a serene pleasing aesthetic introduction to the Pink Beauty Bar. It had a harmonized colour scheme and gentle movement, which reflected the moisturizing and gentle properties of the product.

## Learning & Level of Improvable.

This project sharpened my abilities in operating monochromatic color combinations and being able to see in low contrast conditions. A slightly textured or gradient background might be used in similar future shoots to add depth to it, although this would not disrupt the minimalist tone.

### 5.6 Veet - Product Launch Reel 01 (Feature Highlights).

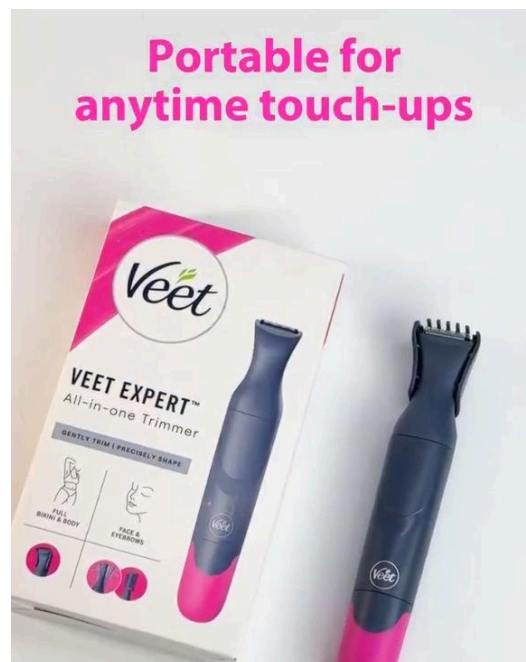


Figure 5.6.1: Veet – Product Launch Reel 01 “Feature Highlights”

## Project Overview & Objective

This reel offered a new product of Veet, All-in-One Hair Trimmer to Women and concentrated on explaining the main aspects of the product in a clean and interactive motion design. This was aimed at ensuring the product was made modern, versatile, and user-friendly as well as matching the feminine brand of Veet.

## **Concept & Creative Direction**

The artistic style was focused on straightforwardness and simplicity. Four floating feature tabs, which were Painless, Multiple Attachments, Precision, and Gentle on Skin, interacted with a hand and provided a visual representation of the multifunction of the trimmer. Smooth transitions and light and airy movements made the reel interesting to social media users.

## **Production Details & My Role**

- Setting: Studio on the inside.
- Equipment: iPhone 14 Pro Max
- My Position: Editor and Visual Designer, who would create the aesthetic and motion style of the reel, as well as its general flow.

## **Editing Process & Tools Used**

The edit itself was done all in CapCut Desktop Pro, during which I designed the tabs that allow the audience to interact, adjusted the timing of the animations when tapping on the screen, and paired the effects with the background music that would be energetic to keep the audience interested. Clean spacing and visual consistency was important to have a high-end appearance.

## **Challenges & Solutions**

- Dilemma: Naturalizing the feature tabs and being responsive.
  - Solution: Applied accurate motion easing, micro-rotation and soft drop shadows to increase the level of realism.
- Challenge: Making sure that the texture of the products and the lighting were in line with every feature animation.
  - Solution: Correction of color temperature and exposure in post-production in order to be even.

## **Outcome & Feedback**

Reel was met positively, with more than 167K views on Facebook, and it has been boosted by a clean design and straightforward message. The client enjoyed the clean visual flow and presentation style that is interactive.

## Learning & Scope of Improvement

This project helped me to consolidate my interactive motion design and minimalist product communication skill. Further implementation might look into the introduction of some light depth-of-field animations or even micro-close-ups to create an even more haptic experience when looking at products.

### 5.7 Veet - Product Launch Reel 02 (Magic Transition Gimmick)



Figure 5.7.1: Veet – Product Launch Reel 01 “Feature Highlights”

## Project Overview & Objective

This reel featured the new Veet All-in-One Hair Trimmer with a magic type of transition. The idea was that the trimmer would be viewed as a picture on a mobile phone, and the unveiling of the product would be visually engaging, easily engaging the eyes as it tells the story of the stylish design and characteristics of the product.

## Concept & Creative Direction

The artistic design was aimed at simple visuals with a technological shift. The phone-to-hand-effect was the highlight of the reel, and the clean features of the phone included hypoallergenic blades, waterproof design and multiple attaching features. It was always kept in fresh, feminine Veet-related aesthetics through soft movements and bright lighting.

## **Production Details & My Role**

- Location: In-house studio
- Equipment: iPhone 14 Pro Max
- My Position: Editor and Motion Designer, managing the rhythm, flow of transitions as well as the presentation of features.

## **Editing Process & Tools Used**

The primary editing has been performed in CapCut Desktop Pro, and the smooth transition has been created with the help of masking, timing, and overlaying. I also added subtle animation hints and the light motion emphasis to ensure the product introduction is clean.

## **Challenges & Solutions**

- Difficulty: To create the effect of appearance to be natural and not too processed.
  - Solution: Transition was blended with accuracy of masking, color matching frames, and slight movement of hands.
- Difficulty: Striking a balance between placing several features with the images without overloading them.
  - Solution: Clean typography, spaced layouts, and soft transitions were used to ensure that it was clear.

## **Outcome & Feedback**

The reel was a success on Facebook, and it received 8.3K views. The clean execution and minimalistic style appealed to the client and this, along with its smooth revelation, made it an excellent product teaser.

## **Learning & Scope of Improvement**

The project also helped me to improve my skills in creating smooth transition based edits. In the future reels, it might be better to test the light reflections or have the camera track effects to enhance the magic-style transition even higher.

## 5.8 Dettol - Event Reel 01 (Parents Testimonials)



Figure 5.8.1: Dettol – Event Reel 01 “Parents’ Testimonials”

### Project Overview & Objective

The reel was a record of the testimonials of parents at the Dettol Kids Zone in the Ekushey Book Fair 2025, where Dettol was the official hygiene partner. This aimed to get real responses on visiting families and putting emphasis on the role of Dettol in enhancing hygiene behavior.

### Concept & Creative Direction

The trend was on feeble, natural narrations. We went to parents amidst a fairground atmosphere that was busy and we asked them to express themselves without any pressure in a casual and honest way about their experience with the Kids Zone. The tone remained communal and amicable to suit the family-safe brand of Dettol.

### Production Details & My Role

- Location: Ekushey Book Fair 2025
- Equipment: iPhone 14 Pro Max
- My positions: Cinematographer, Reporter, Editor.

## Editing Process & Tools Used

I did the edit in CapCut Desktop Pro (added a bit of ambient fairground audio, made small color adjustments to outdoor lighting conditions and made smooth transitions between testimonials). A warm and interactive reel was ensured by light background music.

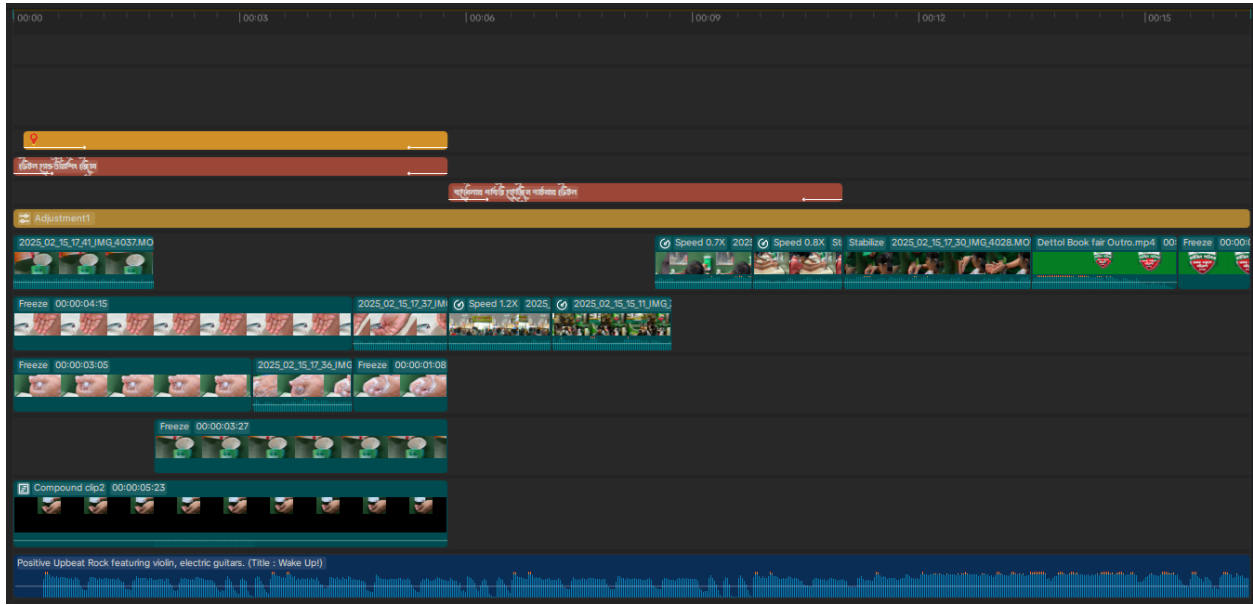


Figure 5.8.2: Dettol – Project Timeline 01 “Parents’ Testimonials”

## Challenges & Solutions

- Issue: Congestion and noise on the background.
  - Resolution: Placed subjects closer to the side of the page, applied tighter frames, and enhanced the quality of audio in the post-production.
- Problem: Problem with uneven lighting throughout interviews.
  - Solution: Adjusted soft exposure and balanced color temperature of all the testimonial shots.

## Outcome & Feedback

The reel has accumulated 3.3K views on Facebook, which is a good performance considering the creation of an event-day edit and capturing the interest of the parents and children that Dettol may be interacting with.

### **Learning and Scope of Improvement.**

This project reinforced my training on on-ground interviewing and shooting in congested areas in real time. Further enhancement of such audio equipment would be more directional audio equipment that enhances clarity in such events.

### **5.9 Dettol – Event Reel 02 (Public Handwashing Initiative)**



**Figure 5.9.1: Dettol – Event Reel 02 Public Handwashing Initiative**

### **Project Overview & Objective**

This reel featured handwashing stations of Dettol at Ekushey Book Fair with the participation of people and awareness about hygiene. Its aim was to capture the engagement through visual representation and marketing the hygiene programs of Dettol.

### **Concept & Creative Direction**

The idea was based on the real-time collective communication with the handwashing points, the significance of hygiene in the uncrowded areas. The reel was to be informative and appealing to the social media audience.

## Production Details & My Role

- Place: Ekushey Book fair, Dhaka.
- Equipment: iPhone 14 Pro Max
- Crew Size: 2 members
- My Position: Cinematographer and Editor.

## Editing Process & Tools Used

CapCut Desktop Premium to edit, transition and color adjust.

Dedicated to the steady-paced flow to keep the audience going.

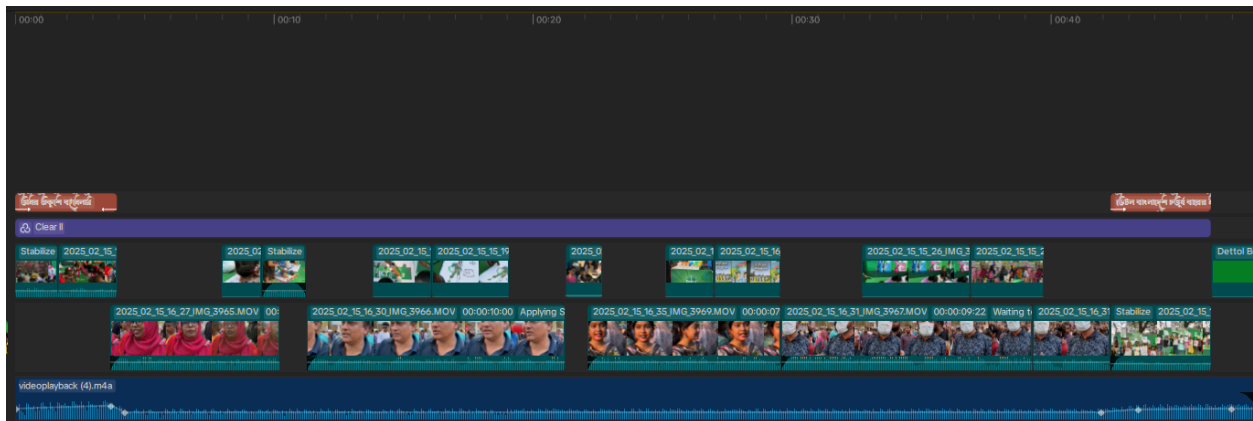


Figure 5.9.2: Dettol – Event Project Timeline “Public Handwashing Initiative”

## Challenges & Solutions

- Challenge: How to control the movement of the crowds in order to get clear shots.
  - Remedy: Panned the shots and took a variety of shots.

## Outcome & Feedback

The reel got 5.3K views on Facebook, which is valued due to the clarity of messaging and visuality. More competencies in covering events, shooting live, and editing dynamic crowds.

## 5.10 Shokubutsu – Product Reel 01 (Natural Aesthetic with Floral Hook)

### Project Overview & Objective

This reel ushered in the plant-based body wash of Shokubutsu with the focus being made on its natural and floral nature. It was to visually convey the organic and delicate qualities of the product and to have a creative hook to the audiences.



Figure 5.10.1: Shokubutsu – Product Reel 01 “Natural Aesthetic with Floral Hook”

### Concept & Creative Direction

The reel began with an animation hook of floral design that was created with the help of Adobe Firefly AI and then shifted to the shots showing the product application. The design approach was on a nature-centered look in line with the brand name.

### Production Details & My Role

- Position: Shaheen park, Gulshan, Dhaka.
- Equipment: iPhone 14 Pro Max
- Crew Size: 2-3 members
- My Position: Editor and Cinematographer.

### **Editing Process & Tools Used**

- Editing CapCut Desktop Pro.
- Combined animated flower effects and the real life videos.
- Color grading was made to bring out natural colors.

### **Challenges & Solutions**

- Challenge: The problem of shooting when the sun is blazing, leaving bitter shadows.
  - Solution: Modulating angles, employing reflective surfaces and fixing the light in the post-production.

### **Outcome & Feedback**

The fact that the last reel was effective in expressing the ethos of the natural products of Shokubutsu made it stay engaged and consistent with the brand.

### **Learning Learning and Improvement**

Better abilities in outdoor product shooting, combining the AI-generated visual and correcting colors when faced with harsh lighting.

## **5.11 Shokubutsu – Product Reel 02 (Natural Boost Concept)**

### **Project Overview & Objective**

This reel was advertising Shokubutsu whose plant-based body wash brand has a tagline: Your Skin Deserves a Natural Boost. The aim was to produce a visual appealing reel that would focus on the natural benefits of the product and make use of selling transitions through social media.

### **Concept & Creative Direction**

A phone-swipe transition was the creative concept, which consisted of a seemingly stationary image carousel inside a phone screen opening to reveal the presence of animation, followed by the live image of the product. The trend sought to combine the digital interactivity with the real world product presentation.

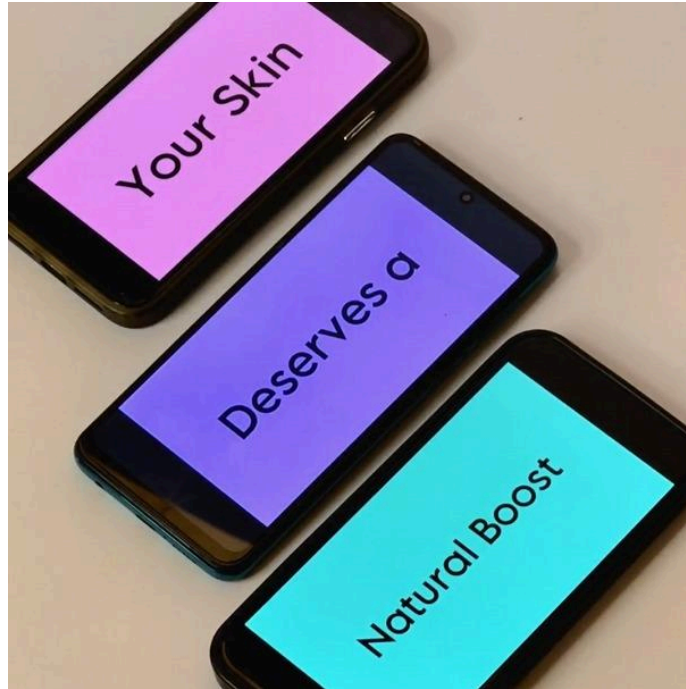


Figure 5.11.1: Shokubutsu – Product Reel 02 “Natural Boost Concept”

### **Production Details & My Role**

- Location: Nike park Gulshan, Dhaka.
- Equipment: iPhone 14 Pro Max
- Crew Size: 2-3 members
- My position: Editor and Cinematographer.

### **Editing Process & Tools Used**

Editing in CapCut Desktop Premium.

Combined seamless phone-swipe effects and color-grade films in order to keep the feel natural.

### **Challenges & Solutions**

- Problem: How to match the animation of phone swipe with real life footage to create flow.
  - Remedy: Frame-by-frame editing and motion matching.

## Outcome & Feedback

The reel received 1.7 million Facebook views, becoming viral because of the creative idea and the interesting conveyed message.

## Learning

Improved expertise in artistic transition, integration of animation and real-life footage, and creation of viruses.

### 5.12 Systema – Product Awareness Reel 01 (Charcoal Toothbrush Launch)



Figure 5.12.1: Systema – Product Awareness Reel 01 “Charcoal Toothbrush Launch”

## Project Overview & Objective

This reel saw the introduction of Systema, Charcoal Guard Toothbrush, which placed an emphasis on oral care with an aggressive and cinematic idea. This was aimed at creating awareness on the dental health but marketing the product in an innovative manner.

## **Concept & Creative Direction**

The creative concept was a kind of zoom-in-space transition, in which the toothbrush becomes a larger one with the ground-cracking action and the tagline reads Get Systema Before Losing Your Teeth. It was the cinematic style that was meant to draw interest immediately.

## **Production Details & My Role**

- Location: Studio rooftop
- Equipment: iPhone 14 Pro Max
- Crew Size: Small in-house team
- My Department: Editor and the Cinematographer.

## **Editing Process & Tools Used**

**Post-production:** After Effects (Effects/rotoscoping) and CapCut Desktop Pro (final composition). Devoted to the seamless movements, effects, and powerful visual narration.

## **Challenges & Solutions**

- Dilemma: To play the effect of the giant toothbrush believably.
  - Solution: To combine CGI and live-action, solution was layer masking, accurate scaling and motion tracking.

## **Outcome & Feedback**

The reel had a good reception on the social media where it gained 454K views on Facebook and received complimentary remarks about its original idea and filmmaking.

## **Learning & Area of Development.**

Greater skills in visual effects integration, film narrative and product-centered reel editing.

### 5.13 Systema – Product Awareness Reel 02 (Stop Motion Concept)



Figure 5.13.1: Systema – Product Awareness Reel 02 “Stop Motion Concept”

#### Project Overview & Objective

In this reel, the playful stop-motion method was applied to the unboxing of the Systema toothbrush. It was aimed at creatively demonstrating the product features and stressing the affordability and effectiveness, which would be attractive to the audiences of social media.

#### Concept & Creative Direction

The idea was the toothbrush jumping out of the pack and spinning around and standing next to the tag slogan 9X Better Cleaning at Only 120 Taka. The animation-based solution provided amusement and interest in the product disclosure.

#### Production Details & My Role

- Location: Studio
- Equipment: iPhone 14 Pro Max
- Crew Size: In-house small team
- My Position: Stop Motion Designer and Editor.

### **Editing Process & Tools Used**

- Whole stop-motion sequence done and cut in CapCut Desktop Pro.
- Concentrated on the fluent movement of frames, time, and visual quality.

### **Challenges & Solutions**

Problem: Sustaining a steady product positioning among frames.

Remedy: Alignment of frames and frequent corrections in the process of capture of stop-motion.

### **Outcome & Feedback**

The reel gained 311K views on Facebook, which was favorable feedback in terms of its innovative implementation and entertaining format.

### **Learning and Scope of Improvement.**

Improved capabilities in stop-motion effects, accuracy of editing and light-hearted visual narration.

## **5.14 Mama Lemon – Product Awareness Reel 01**

### **Project Overview & Objective**

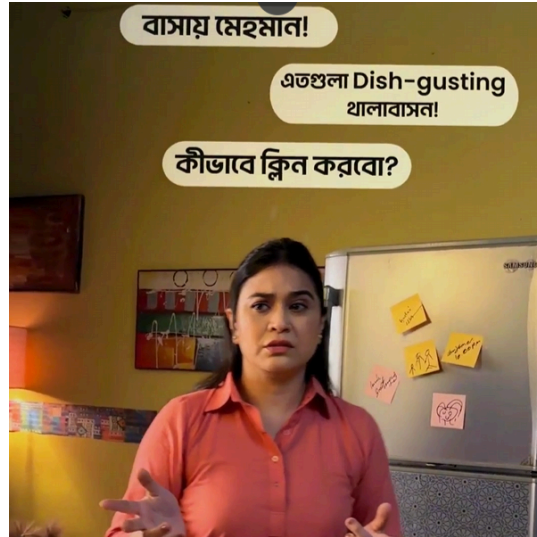
This reel was created to demonstrate the effectiveness and the cleaning power of the Mama lemon dishwashing liquid. It was aimed at capturing the attention of the audience and focusing on how simple it is to wash the dishes with Mama Lemon.

### **Concept & Creative Direction**

The reel had a woman concerned with doing the dishes of her numerous guests. When Mama Lemon appears on the sink, she smiled at relief and cleans all the dishes fast and without any difficulty and ends up smiling.

### **Production Details & My Role**

- Location: Kitchen setup
- Equipment: iPhone 14 Pro Max
- Crew Size: Not specified
- My Role: Editor

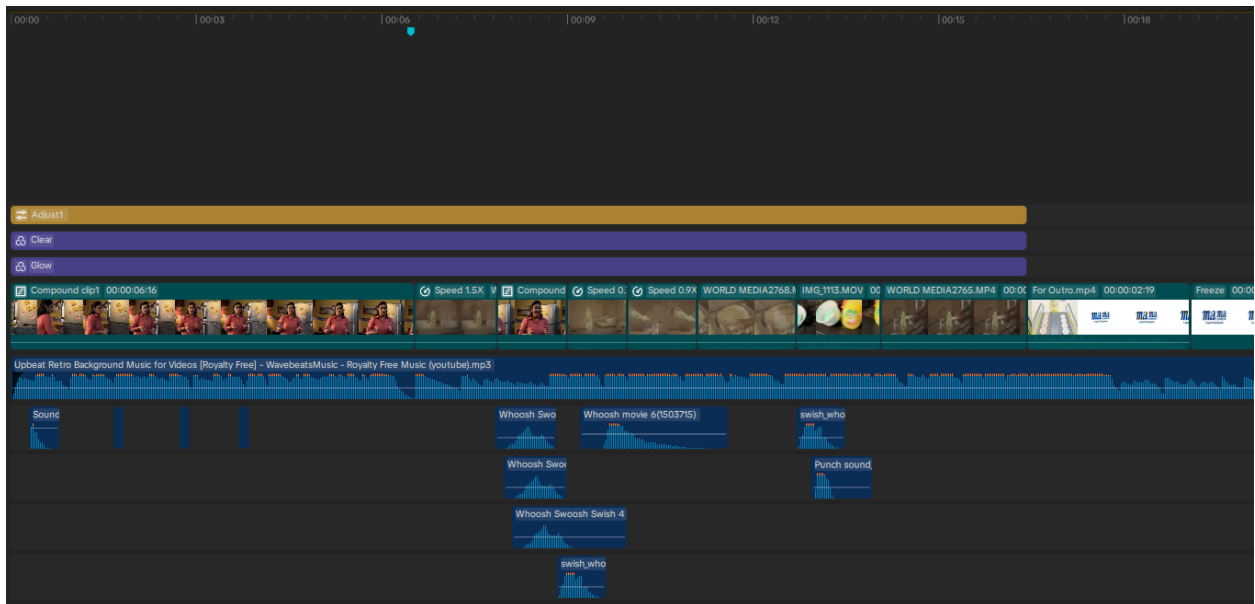


**Figure 5.14.1: Mama Lemon – Product Awareness Reel 01**

### **Editing Process & Tools Used**

Edited with after effects and capcut desktop Pro.

Oriented to timekeeping, colour adjustment and emphasis on product performance.



**Figure 5.14.2: Mama Lemon – Product Awareness Project Timeline**

## Challenges & Solutions

- Challenge: demonstrating how the house is easy to clean without making it seem artificial.
  - Suggestion: Cinematic framing and smooth cuts to establish a natural flow.

## Outcome & Feedback

Posted on Facebook and watched by 275K+ people, high level of interactions.

## Learning and Scope of Improvement

Experienced in product demonstration, storytelling on behalf of FMCG brands and clarity in the visuals in the consumer awareness reels.

### 5.15 Mama Lemon – Product Awareness Reel 02



Figure 5.15.1: Mama Lemon – Product Awareness Reel 02

## Project Overview & Objective

The reel was meant to show the trust of the community to Mama Lemon and its reliability among different users.

## Concept & Creative Direction

The girl offers the camera the product and moves through match cuts to women who are of various ages using Mama Lemon in their kitchens. Dishwashing b-rolls and product USPs were inserted, and it ended with a clean outro.

## Production Details & My Role

- Location: Kitchen setups
- Equipment: iPhone 14 Pro Max
- Crew Size: Not specified
- My Role: Editor

## Editing Process & Tools Used

Edited in CapCut Desktop Pro Focused on the smooth transitions, timing in match-cut, and the focus on the brand USP.

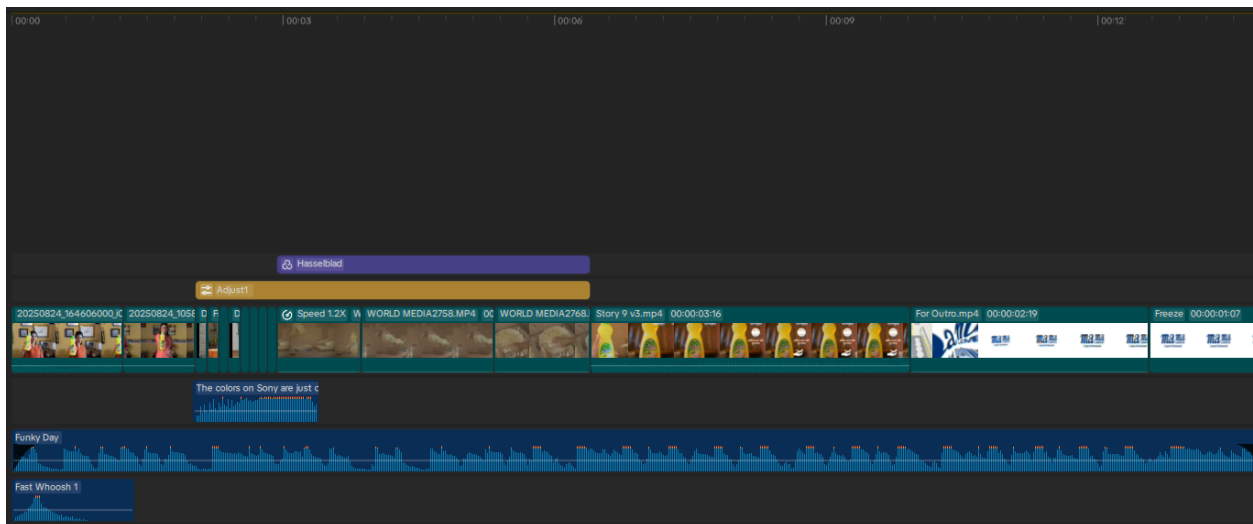


Figure 5.15.2: Mama Lemon – Product Awareness Project Timeline

## Challenges & Solutions

- Challenge: Figuring out how to integrate several users into one reel of the film.
  - Remedy: Solution cuts and continuity of the lighting.

## Outcome & Feedback

Effectively utilized brand trust; a social media awareness tool.

## Learning & Scope of Improvement...

New competencies in community-based storytelling and multi subject editing techniques.

### 5.16 ACI Fruit sal – Product Reel 01 (Energy Boost Concept)



Figure 5.16.1: ACI Fruit sal – Product Reel 01 “Energy Boost Concept”

#### Project Overview & Objective

This reel was to show freshness, fruit flavor, and energy giving character of ACI Fruit sal among young consumers in urban environment.

#### Concept & Creative Direction

An exhausted boy has a climb of eight stories to go through. A Fruit sal pack is thrown to him by his friend in slow motion. He picks it up, swallows it and immediately he is back on his feet. The reel ends with product B-rolls which are dynamic.

#### Production Details & My Role

- Location: Outdoor stairway
- Equipment: iPhone 14 Pro Max
- Crew Size: 4
- My Community Involvement: Editor and on-screen cast.

## Editing Process & Tools Used

Edited in CapCut Desktop Pro

Concentrated on slow-motion shooting, action rhythm, and product accent.

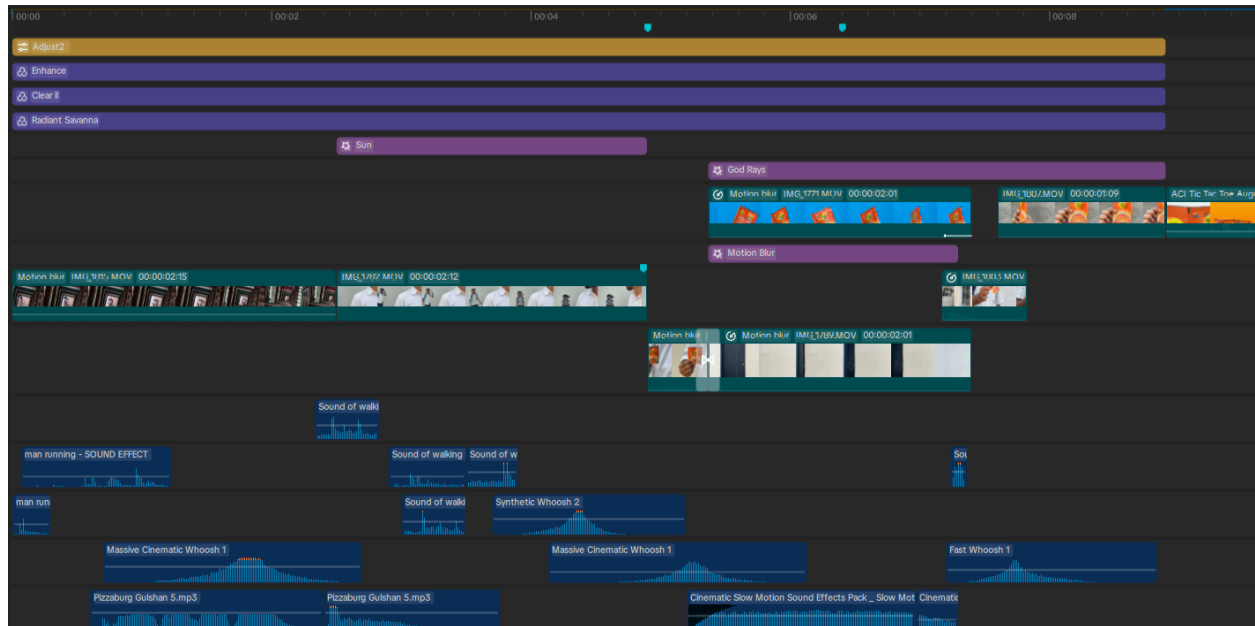


Figure 5.16.2: ACI Fruit sal – Project Timeline 01 “Energy Boost Concept”

## Challenges & Solutions

Stepping Stone: To get a cinematic smooth-motion slow-motion throw.

Solution: Frame rate realignment and stabilization of camera.

## Outcome & Feedback

Demonstrating product focusing on energy and freshness.

## Learning & Scope of Improvement

Trained in cinematic storytelling as a method of product energy representation and synchronized on-screen acting with editing.

## 5.17 ACI Fruit sal – Product Reel 02 (Giant Pack Concept)



Figure 5.17.1: ACI Fruit sal – Product Reel 02 “Giant Pack Concept”

### Project Overview & Objective

This reel was an attempt to showcase the freshness and attractiveness of ACI Fruitsal in a magnified proportion.

### Concept & Creative Direction

A huge pack of Fruitsal is placed on a high-rise building and birds and clouds surround this pack. The pack is held in a huge hand, which can be interpreted as freshness on any level.

### Production Details & My Role

- Location Outdoor/visual effects workshop.
- Equipment: iPhone 14 Pro Max
- Crew Size: 3
- My Role: Editor

## Editing Process & Tools Used

Edited in CapCut Desktop Pro

Concentrated on scales manipulation, compositing and timing effects to impress the visuals.

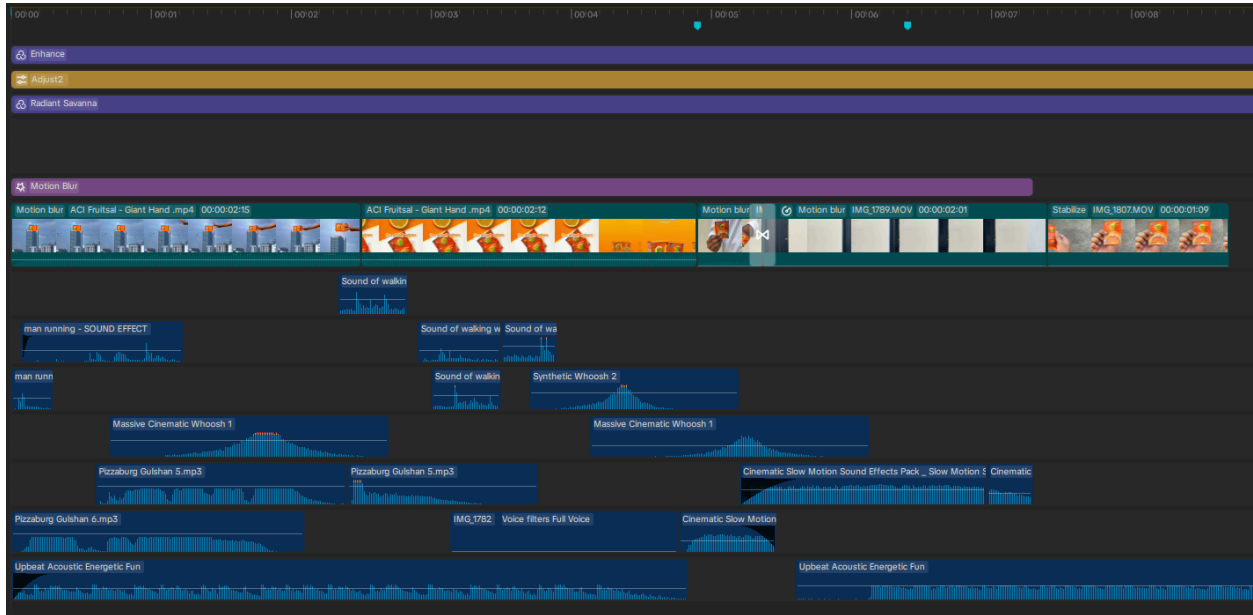


Figure 5.17.2: ACI Fruit sal – Product Project Timeline “Giant Pack Concept”

## Challenges & Solutions

- Problem: The giant hand effect has to be made believable.
  - Remedy: Attentive focus of frames and eye-effect of viewpoint.

## Outcome & Feedback

Creative reel that is very appealing to the eyes and indicates the freshness of the brand.

## Learning & Scope of Improvement

Had experience in integrating the visual effects to tell the product stories.

## 5.18 Savoy – Product Reel 01 (Chocolate Fudge Ice Cream)



Figure 5.18.1: Savoy – Product Reel 01 “Chocolate Fudge Ice Cream”

### Project Overview & Objective

This celebratory reel endorsed Savoy Chocolate Fudge Ice Cream, and it was expected to acquire dessert lovers using a high-quality sound.

### Concept & Creative Direction

Ice cream at the top, zoom-outs, dessert B-rolls, and text overlay with the text reading Creamy, Fuddy, Irresistible. The fluid transitions produced a feeling, wanton aesthetic.

### Production Details & My Role

- Setting: Digital studio Madmen.
- Equipment: iPhone 14 Pro Max
- Crew Size: 3
- My Role: Lead Editor

## **Editing Process & Tools Used**

Editing in CapCut Desktop Premium.

Concentrated on colour coding and transitions, and emphasizing product feel.

## **Challenges & Solutions**

- Solution: Keeping high quality feel in high speed reel.
  - Remedy: Overlaying B-rolls and manipulated camera lenses.

## **Outcome & Feedback**

Posted on Facebook and viewed by 763K people; great involvement of the audience and client satisfaction.

## **Studying & room of improvement.**

Improved skills in high-end products display and holiday reel narration.

## **5.19 Savoy – Product Reel 02 (Gallery Promotion)**

### **Project Overview & Objective**

The purpose of this reel was to advertise Savoy Gallery sites and the variety of flavors of ice cream they sell.

### **Concept & Creative Direction**

Stop motion cones, scoop shots, gallery atmosphere and a location map animation. The loud music contributed to the welcoming mood of the celebrations, and an excellent CTA: "Make today special at your closest Savoy Gallery.

### **Production Details & My Role**

Location: Savoy Gallery

Equipment: iPhone 14 Pro Max

Crew Size: 2

My Position: Assistant Director and Editor.



**Figure 5.19.1: Savoy – Product Reel 02 “Gallery Promotion”**

### **Editing Process & Tools Used**

Editing in CapCut Desktop Premium.

Dwelt upon stop-motion time, flowing shots, and integration of ambient shots.

### **Challenges & Solutions**

Problem: Continuity of the shot visually in the indoors/outdoor shot.

Resolution: Light-balanced and equal colour tinting.

### **Outcome & Feedback**

Successfully emphasized the gallery experience; good interaction with viewers.

### **Learning & Area of Improvement**

Better competencies in stop-motion and gallery-based narration.

## 5.20 Crisp – Product Reel 01 (Hero Items Showcase)



Figure 5.20.1: Crisp – Product Reel 01 “Hero Items Showcase”

### Project Overview & Objective

This reel featured Crisp hero menu items that focused on taste and crispiness and young appeal.

### Concept & Creative Direction

Among the highlights were Crispy Fried Chicken, Chicken Popcorn, Hot Wings, Rice Ball, Burger and Virgin Mojito. Food items were kept in color with the background being black and white to bring out the products.

### Production Details & My Role

- Branch: Crisp Gulshan 1.
- Equipment: iPhone 14 Pro Max
- Crew Size: 2
- My Role: DOP, Cast, and Editor

### Editing Process & Tools Used

Edited in CapCut Desktop Pro

Dwelt on rapid ramping of the speed, emphasis on color, and dynamic composition.

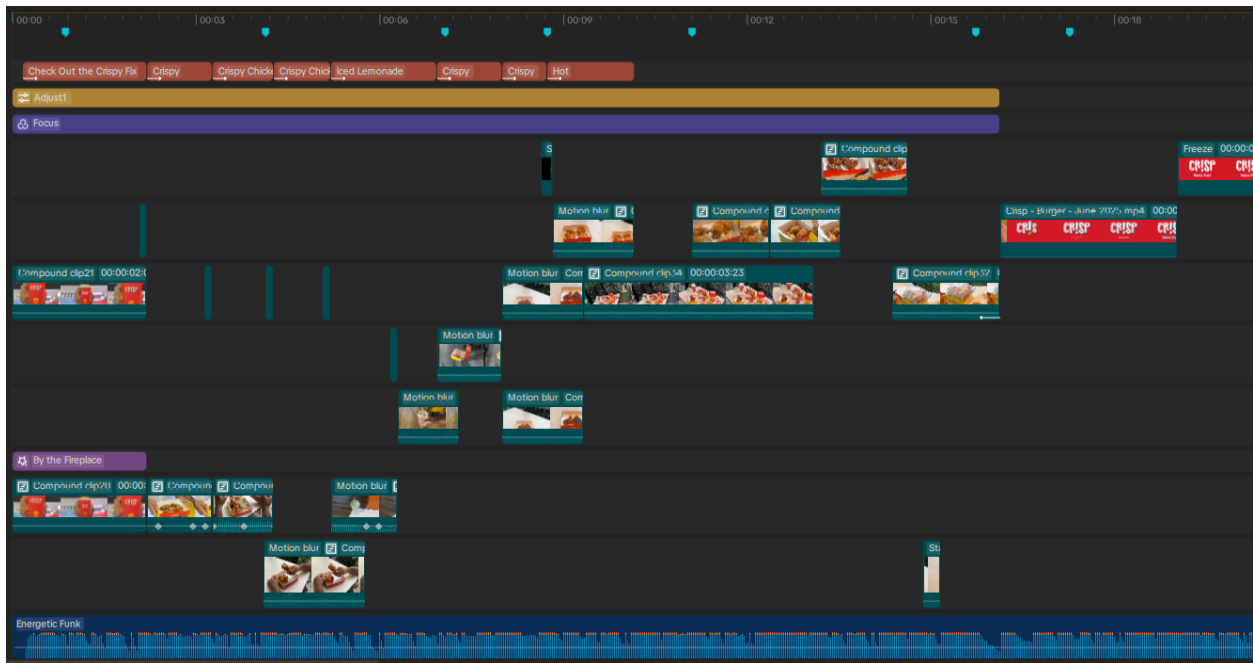


Figure 5.20.2: Crisp – Project Timeline 01 “Hero Items Showcase”

### Challenges & Solutions

- Challenge: Price: Making food stand out in a noisy background.
  - Resolution: biased hue application and composition frame-work.

### Outcome & Feedback

Posted on Facebook and seen by 294K; client satisfaction level is high.

### Learning & Scope of Improvement

Skills in the areas of food videography and visual emphasis improved.

## 5.21 Crisp – Product Reel 02 (Beat Hook Concept)



**Figure 5.21.1: Crisp – Product Reel 02 “Beat Hook Concept”**

### **Project Overview & Objective**

This reel was meant to make an album of hooking music to bring out a trendy, dynamic presentation of Crisp food items.

### **Concept & Creative Direction**

Introduced with a four beat hook of gripping a crispy chicken packet in the camera. Then the upbeat B-rolls of food stuffs with the track of the "Rat Dance" are followed.

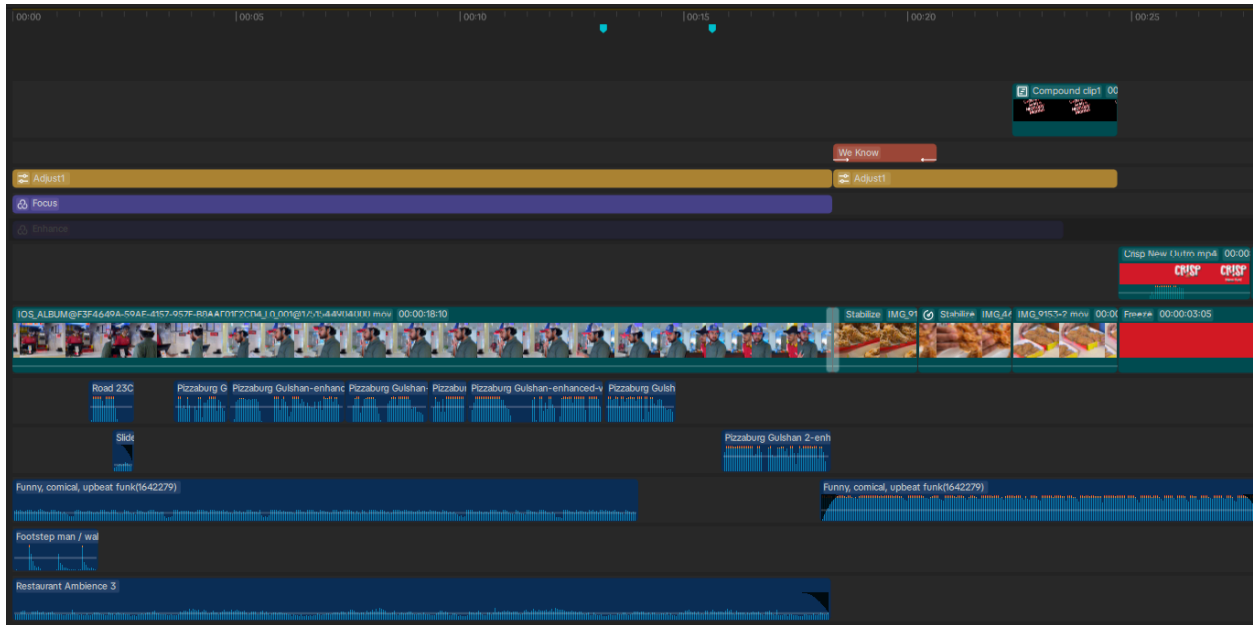
### **Production Details & My Role**

- Location Crisp Sylhet Branch (within Chef table)
- Equipment: iPhone 14 Pro Max
- Crew Size: 2
- My Role: Cast and Editor

### **Editing Process & Tools Used**

Edited in CapCut Desktop Pro

Beat-synchronous, time-based visual effects, and music-based.



**Figure 5.21.2: Crisp – Project Timeline 02 “Beat Hook Concept”**

### Challenges & Solutions

- Problem: Keeping the visual and fast-moving music in line.
  - Solution: Frame-by-frame tolerance.

### Outcome & Feedback

posted on Facebook and viewed by 513K people; good interaction with the youth market.

### Learning & Scope of Improvement

Improved Dancing to editing and Rhythmic Storytelling.

## 5.22 Chef's Table - Highlight Reel 01

### Project Overview & Objective

The purpose of this reel was to make Chef’s Table seem like a high-end restaurant that offers various cuisines and the experience of the restaurant.

### Concept & Creative Direction

The reel contained Greens and seeds, Kiva Han and So Juicy restaurants. Hook shots were replaced by split screen shots of food, and drinks, which focused on atmosphere and lifestyle.



**Figure 5.22.1: Chef's Table – Highlight Reel 01**

### **Production Details & My Role**

- Location: Chef table restaurants.
- Equipment: iPhone 14 Pro Max
- Crew Size: 2
- My Role: Editor

### **Editing Process & Tools Used**

Edited in CapCut Desktop Pro

Dedicated to split-screen effects, color grading, and filming the high-end atmosphere.

### **Challenges & Solutions**

Obstacle: Without the reel being congested, one needs to display different cuisines.

Problem solving: Stratified sequencing and planning, to make it clear.

### **Outcome & Feedback**

Posted on Facebook and viewed 1.4K times, which is a successful promotion of the multi-cuisine offer of the brand.

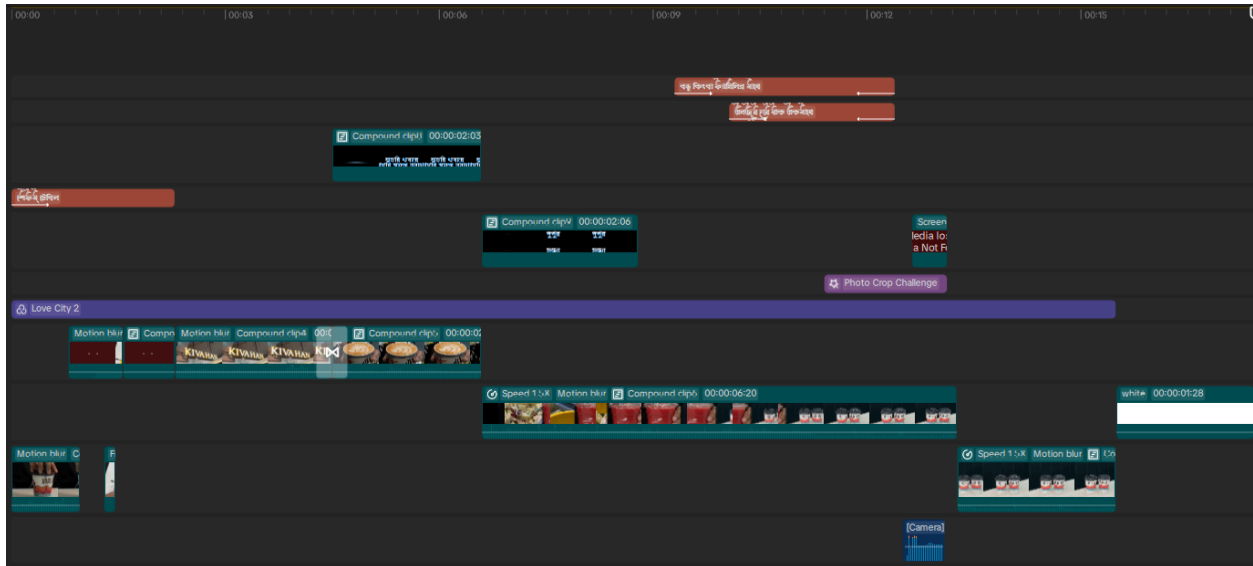


Figure 5.22.2: Chef's Table – Highlight Project Timeline 01

## Learning & Scope of Improvement

Acquired the art of multi-location storytelling and split-screen editing on lifestyle.

## 5.23 Chef's Table - Experience Reel 02 (Sylhet)

### Project Overview & Objective

The purpose of this festival reel was to relate the outdoor beauty of Sylhet to the Chef outlet of the Chef Table Sylhet and its food services.

### Concept & Creative Direction

The reel was a combination of food B-rolls with tea gardens, city landmarks, and restaurant interiors. Several masked transitions were applied to ensure a flow between them.

### Production Details & My Role

- Place: Sylhet outdoors and Chef table.
- Equipment: iPhone 14 Pro Max
- Crew Size: Not specified
- My Role: Shooter and Editor



Figure 5.23.1: Chef's Table – Experience Reel 02 Sylhet

### Editing Process & Tools Used

Edited in CapCut Premium

The emphasis was on masking, pacing and grading of colors to provide smooth transitions.

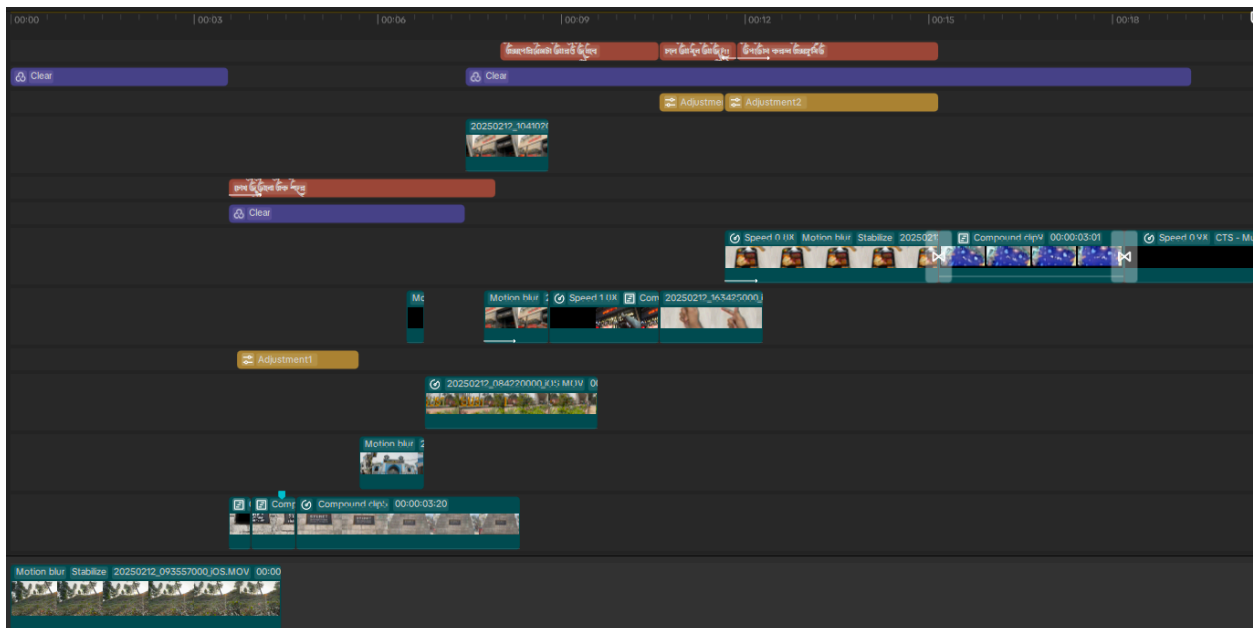


Figure 5.23.2: Chef's Table – Experience Project Timeline 02 Sylhet

## Challenges & Solutions

Problem: Visual consistency between several shots in the out-of-doors and indoors.

Troubleshooting: Critical masking and color correction.

## Outcome & Feedback

Placed on Facebook with 1.5M views, very catchy to festival and lifestyle viewers.

## Learning & Scope of Improvement

Improved abilities in place-based narration and complicated masking shifts.

### 5.24 Mithai - Product reel 1 (Cake collection).



Figure 5.24.1: Mithai – Product Reel 01 - Cake Collection

## Project Overview & Objective

This reel focused on the cake variety of Mithai in the theme of a celebration and festivity.

## Concept & Creative Direction

Hooked with a girl blowing birthday candles on camera. Reworked into five high-quality cakes Black Forest, Red Velvet, Marble, Choco Vanilla, Butterscotch. Finished with an outtake shot and a touching call to action where the viewers are advised to take care of those they love.

## Production Details & My Role

- Time: Mithai store, Nikatun.
- Equipment: iPhone 14 Pro Max
- Crew Size: Not specified
- My Role: Editor

## Editing Process & Tools Used

Edited CapCut Desktop Premium.

Concentrated on the way of cake presentation, smooth transitions and festive story telling.

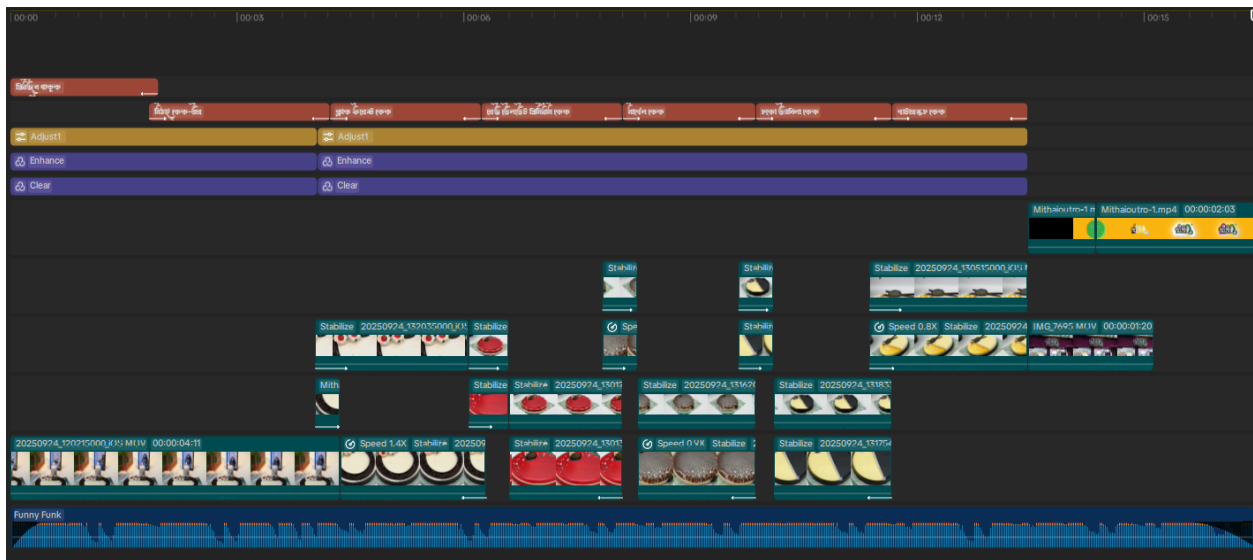


Figure 5.24.2: Mithai – Project Timeline 01 - Cake Collection

## Challenges & Solutions

Issue: Representation of the various types of cakes without overwhelming the audience.

Product: Stepwise B-rolls and overprinted and framed.

## Outcome & Feedback

Posted on Facebook and viewed by 4M people, this shows high interaction with the audience.

## Studying & Area to Improve

Acquired knowledge in the field of product variety presentation and festivals reel design.

## 5.25 Mithai - Product Reel 02 (Cake Selection Reel).

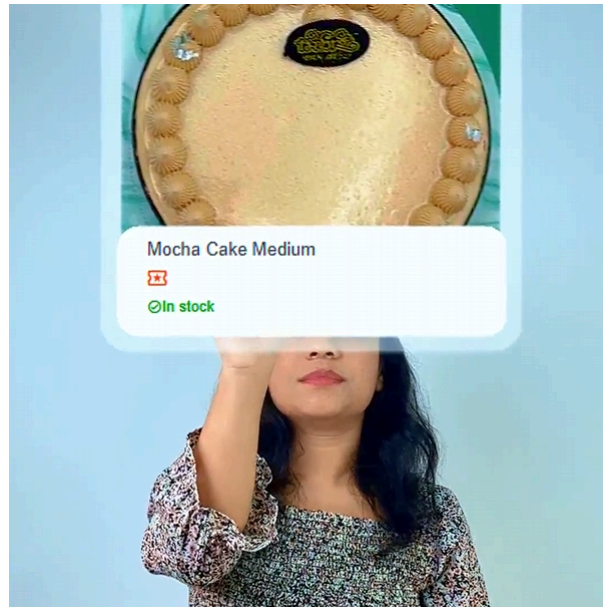


Figure 5.25.1: Mithai – Product Reel 02 - Cake Selection Reel

### Project Overview & Objective

This reel was intended to show the diversity of cakes and festivity that Mithai offers.

### Concept & Creative Direction

A girl chooses cakes floating over her and eventually she chooses Salted Caramel Cake. The next is B-rolls of various cake varieties and a close-up of an outlet.

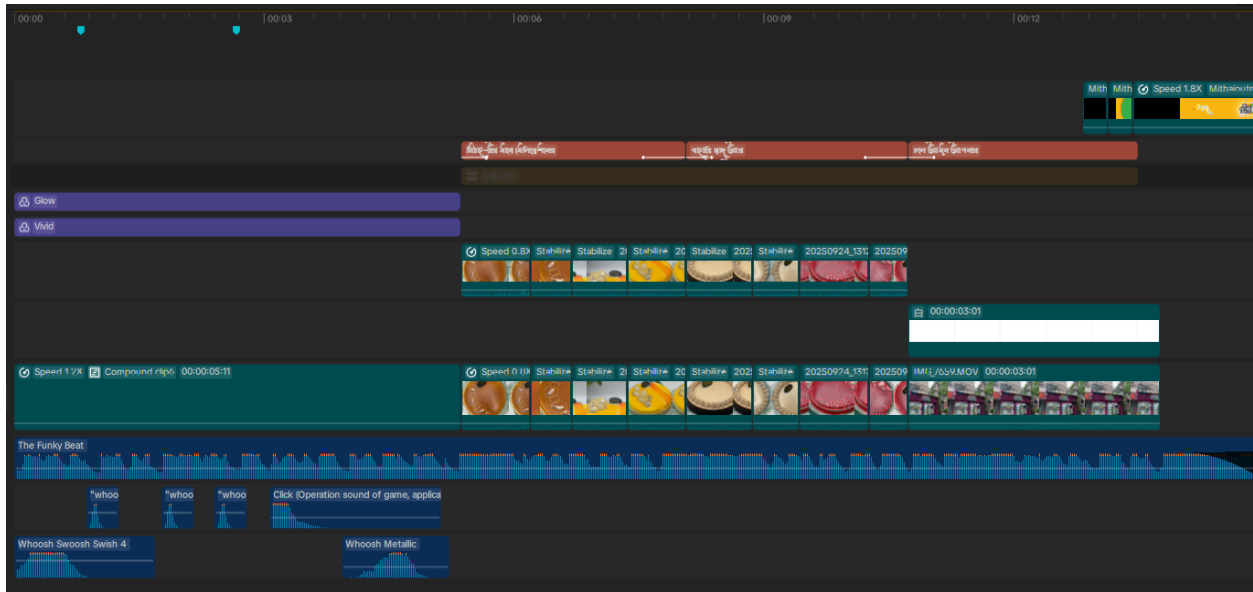
### Production Details & My Role

- Place: Mithai store, Nikatun.
- Equipment: iPhone 14 Pro Max
- Crew Size: Not specified
- My Role: Editor

### Editing Process & Tools Used

Edited CapCut Desktop Premium.

Dedicated towards vertical product selection impacts and distinct product demonstration.



**Figure 5.25.2: Mithai – Project Timeline - Cake Selection Reel**

### **Challenges & Solutions**

Issue: Dynamic highlighting of various cakes.

Resolution: Floating graphics and interesting B-rolls.

### **Outcome & Feedback**

Posted on Facebook where it had been seen 9.2M times and was very successful in showing product range.

### **Learning and Scope of Improvement.**

Also improved visual narrative of products to make them different and to attract the viewer.

## **5.26 Unimart - Product Reel 01 (Rainy Season Bonanza).**



**Figure 5.26.1: Unimart – Product Reel 01 - Rainy Season - Bonanza**

### **Project Overview & Objective**

This reel was meant to advertise the Unimart 12-Year Bonanza and essentials of the rainy season besides capturing the visual attention of customers.

### **Concept & Creative Direction**

Hooked with a boy who was spinning an umbrella, and changed color halfway round. The next to be followed by product shots, umbrellas, necessities and campaign offers.

### **Production Details & My Role**

- Location: Unimart store
- Equipment: iPhone 14 Pro Max
- Crew Size: Not specified
- My Role: Cast and Editor

### **Editing Process & Tools Used**

Edited in CapCut Desktop Pro

Concentrated on effects of changing colors, product features and flow.

### **Challenges & Solutions**

Difficulty: Keeping promotional campaign interesting to look at.

Remedy: Innovative camera shots and scheduled cuts.

### **Outcome & Feedback**

The content posted on Facebook and viewed by 3.4M, extremely efficient in presenting Bonanza offers.

### **Learning & Area of Improvement.**

Better seasonal campaign narrative and in store product highlighting.

## **5.27 Unimart - Product Reel 02 (Mega Grocery Showcase).**

### **Project Overview & Objective**

This reel emphasized the variety of grocery and foreign products that Unimart is offering in the course of the 12-Year Bonanza campaign.

### **Concept & Creative Direction**

Fanciful cutting such as match cut, speed ramping and cutouts emphasized the products and prize in the campaign such as couple trip to Bangkok.

### **Production Details & My Role**

- Location: Unimart store
- Equipment: iPhone 14 Pro Max
- Crew Size: Not specified
- My Role: Cast and Editor



Figure 5.27.1: Unimart – Product Reel 02 - Mega Grocery Showcase

### **Editing Process & Tools Used**

Edited CapCut Desktop Premium.

Dedicated to visual effects, active transitioning, and prize-highlights.

### **Challenges & Solutions**

Competition: Retaining audience in various product categories.

Remedy: Tactical timing and attractiveness of the visual effects.

### **Outcome & Feedback**

Posted on Facebook where it had been viewed 1.8M times, and had succeeded in reaching out to the shoppers.

### **Learning & Scope of Improvement**

Improved multi-product promotion skills and innovative methods of editing.

## **5.28 bKash - Product Reel 01 (Cashless Life Concept).**



**Figure 5.28.1: bKash – Product Reel 01 - Cashless Life Concept**

### **Project Overview & Objective**

The reel was intended to demonstrate how easily bKash made transactions cashless in a way that everyone could relate to.

### **Concept & Creative Direction**

A wallet is a living character, which gets abandoned as the user goes all the way to bKash. Comments and responses provided amusement as well as brought out convenience.

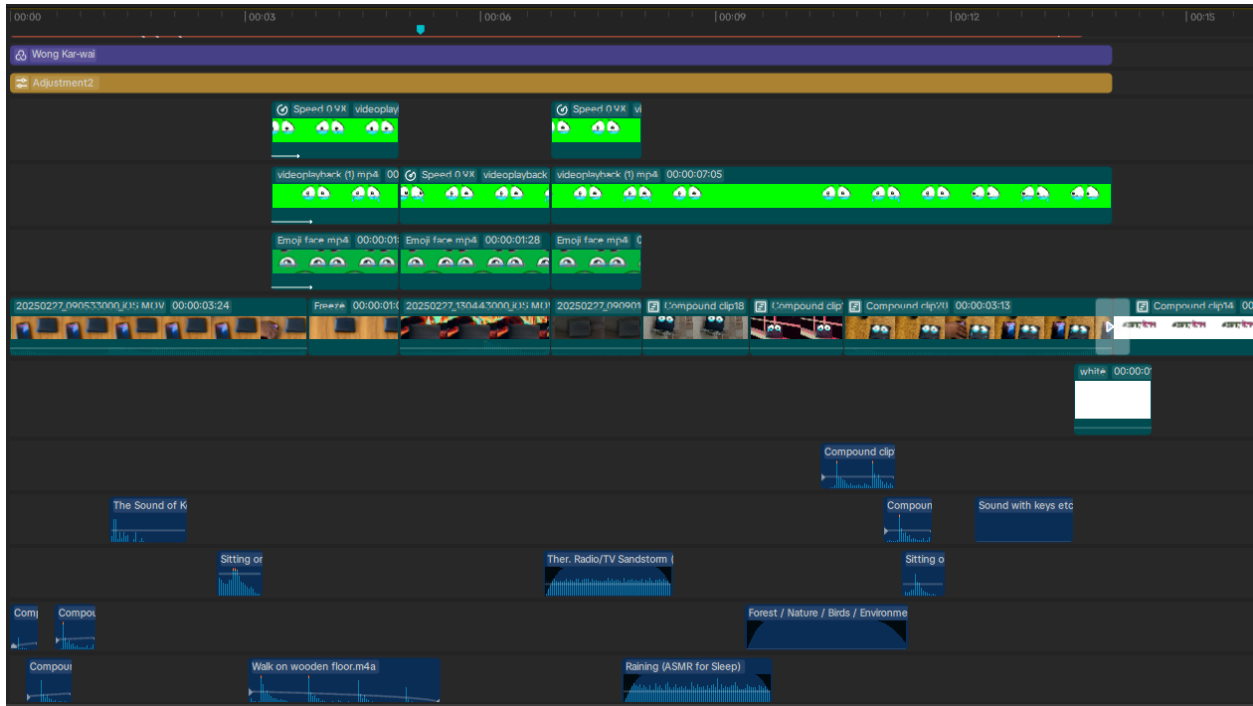
### **Production Details & My Role**

- Location: Studio
- Equipment: iPhone 14 Pro Max
- Crew Size: Not specified
- My Role: Editor

### **Editing Process & Tools Used**

Edited CapCut Desktop Premium.

concentrated on telling stories with emotion and timing to laugh.



**Figure 5.28.2: bKash – Project Timeline 01 - Cashless Life Concept**

### **Challenges & Solutions**

Problem: It is difficult to express humor through visual means without any speech.

Remedy: Intimate reactions, time changes and precise focus on wallet expressions.

### **Outcome & Feedback**

Well communicated convenience without use of cash in a fun manner.

Learning & Scope of Improvement

Acquired the skills on humor driven brand story telling and visual exaggeration.

### **5.29 bKash - Product Reel 02 (My Offers Activation).**



**Figure 5.29.1: bKash – Product Reel 02 - My Offers Activation**

### **Project Overview & Objective**

This reel displayed how easy it is to activate offers on bKash, with a focus on convenience and interest.

### **Concept & Creative Direction**

One of the scenes features a girl working with a floating to-do list, which is projected on the wall, picking the options in turn. She can unlock all her offers using the bKash My Offers feature which is an option at the moment.

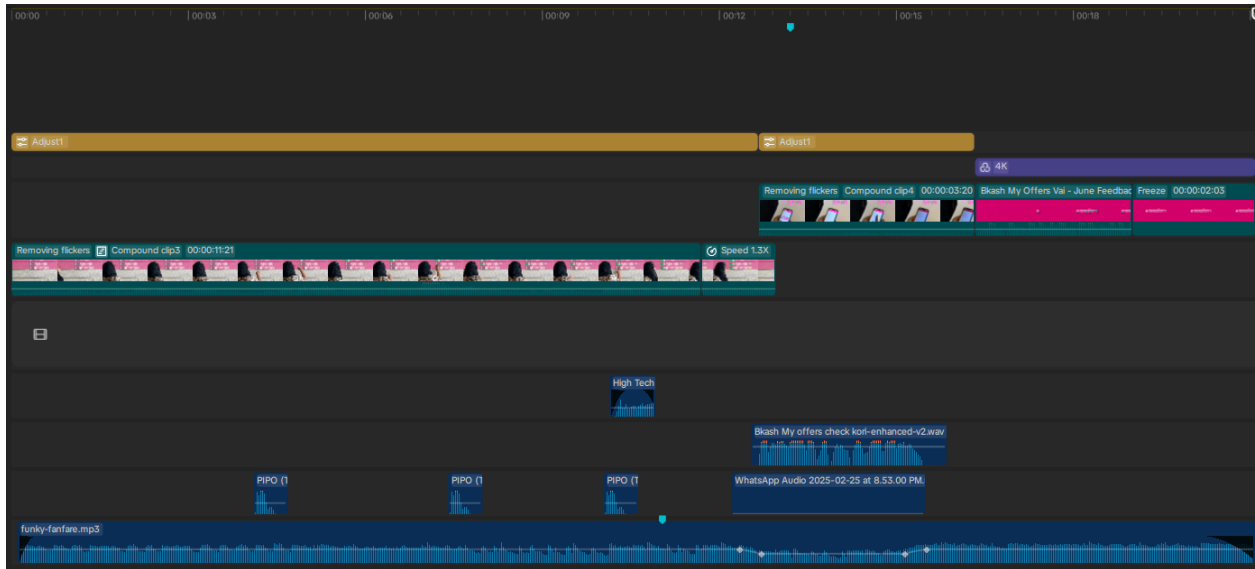
### **Production Details & My Role**

- Location: Studio
- Equipment: iPhone 14 Pro Max
- Crew Size: Not specified
- My Role: Editor

### **Editing Process & Tools Used**

Edited in CapCut Desktop Pro

Concentrated on overlay effects, clarity of interaction and pacing.



**Figure 5.29.2: bKash – Project Timeline 02 - My Offers Activation**

### **Challenges & Solutions**

Issue: The difficulty of visualizing the interactive experience.

Suggestion: Overlaid animations and smooth transitions.

### **Outcome & Feedback**

Posted on Facebook and viewed 25K times, which is the most effective way to demonstrate the feature.

### **Learning & Scope of Improvement**

Better interactive UI story telling and clean motion graphics.

### **5.30 Edumig - promo reel (IELTS Chittagong Audience).**



**Figure 5.30.1: Edumig – Promo Reel 01 - IELTS Chittagong Audience**

### **Project Overview & Objective**

The purpose of the reel was to advertise an ELP course of Edumig to IELTS students in Chittagong with the benefits of the course.

### **Concept & Creative Direction**

Including an instructor explaining the best course to take, the ELP course, and shot on a green screen to focus the camera on the instructor.

### **Production Details & My Role**

- Place: Stylistic Studio (green screen).
- Equipment: iPhone 14 Pro Max
- Crew Size: 5
- My Position: AD in the shoot and Editor.

### **Editing Process & Tools Used**

Edited and cut in CapCut Desktop Premium.

Concentrated on visual acuity, text superimposition and didactic clarity.

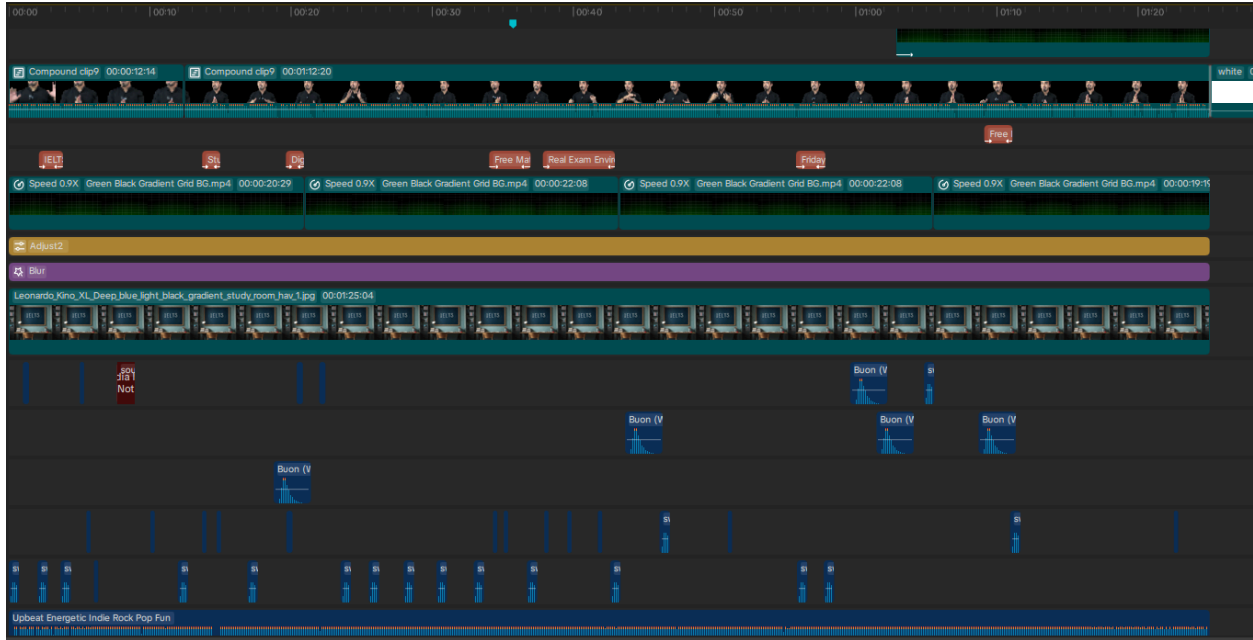


Figure 5.30.2: Edumig – Project Timeline 01 - IELTS Chittagong Audience

### Challenges & Solutions

- Difficulty: Making green screen films look real and attractive.
  - Remedy: Solution Smooth keying and background matching.

### Outcome & Feedback

Widely used as advertising on Facebook (number of views is not displayed), selective local audience.

### Knowledge and Area of Enhancement..

Better learning on the content creation in the education and green screen editing.

### 5.31 Edumig - Kids English Course - Promo Reel 02.



**Figure 5.31.1: Edumig – Promo Reel 02 - Kids English Course**

### **Project Overview & Objective**

The reel advertised Edumig Kids English, its significance of early learning of English and the superiority of the program.

### **Concept & Creative Direction**

Instructor tells about the advantages of ELP Kids course about green screen, and his presentation is clear and appealing.

### **Production Details & My Role**

- Place: Stylistic Studio (green screen).
- Equipment: iPhone 14 Pro Max
- Crew Size: Not specified
- My Role: AD and Editor

### **Editing Process & Tools Used**

Edited and cut in CapCut Desktop Premium.

Oriented on definite teaching pictures, time, and superimposition graphics.

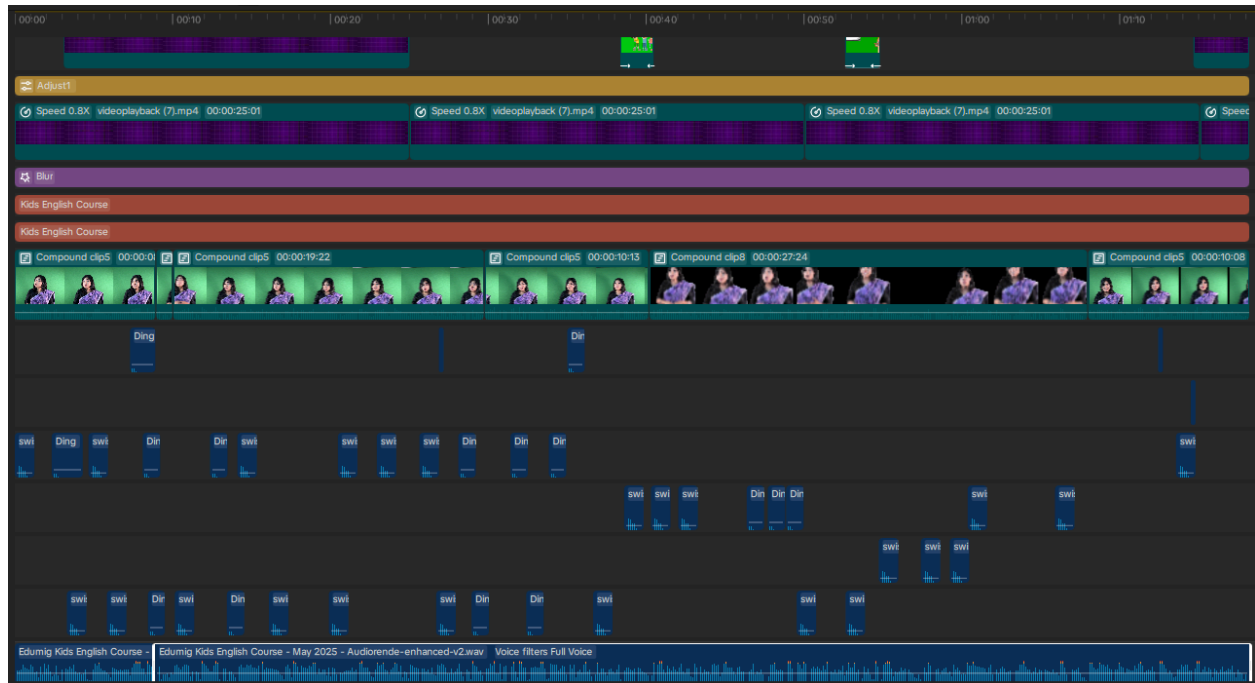


Figure 5.31.2: Edumig – Project Timeline 02 - Kids English Course

### Challenges & Solutions

- Issue: Maintaining child-centred content.
  - Response: Bold overlays and scanty imagery narration.

### Outcome & Feedback

As a Facebook ad (the number of views is not visible), which is used to attract early learning of the English language.

### Learning & Scope of Improvement

Acquired experience in promotion of educational content and child-based visualization.

## CHAPTER 6

## **Conclusion**

### **6.1 Summary of Learning Outcomes**

My internship at Madmen Digital allowed me to get the chance to dive into the actual digital content production domain, namely to create reels on an extremely diverse range of brands. The practical experience equipped me with the skills in video editing, visual storytelling, motion design, and post-production workflow in CapCut Desktop Premium and After Effects.

Having been employed on such brands as Xiaomi, Oppen and Dove, Veet, Dettol, Shokubutsu and Systema, I learned how to make a brand goal, responded to, via digital means, and to grasp the behavior of the audience and to learn platform-specific needs. I also enhanced my project management capabilities, working as part of cross-functional teams, meeting strict deadlines, and becoming adaptable to unexpected changes occurring when shooting.

There was also an improvement of my technical skills such as the advanced rotoscoping, color grading, visual effects integration, and creative compositing during this internship. Besides technical, I acquired soft skills which include teamwork, communication, problem-solving and coordinating with clients which is crucial in a career in the digital content industry.

### **6.2 Future Career Application**

The practice and experience acquired during this internship have prepared me with a powerful foundation to my career life in digital content and social media marketing. I am now confident in creating quality short-form video content on a brand, know how to direct creatives, and carry out a campaign with quantifiable engagement results.

The experience has additionally helped me to understand what I want to do with my career: I want to major in reel production and digital storytelling with regards to branding, campaign strategy and creative execution. I will further hone my technical skills as I consider new trends in the social media content, including interactive reels, augmented reality effects, and performance-based creative content, to keep up with the fast-changing digital marketing environment.

### **6.3 Reflections**

The Madmen Digital internship has proved to be a very rewarding experience, which has helped in bridging the gap between academics and industry practices. Each project, Xiaomi pre-hype teasers to Dove and Veet interactive product reels had its own challenges and possibilities to be innovative. This practical experience did not only sharpen my creative and technical skills but also inculcated a spirit of discipline, responsibility, and flexibility- which will help me in my career life.

#### 6.4 References

- Madmen Digital Official Website: <https://madmen.online>
- ACI CO-RO Bangladesh Ltd: [The Daily Star – Coverage on JV Factory](#)
- Xiaomi Bangladesh Official Website: <https://www.mi.com/bd>
- bKash Official Website: <https://www.bkash.com>
- Unilever Bangladesh (Dove): <https://www.unilever.com.bd/>
- Reckitt Bangladesh (Dettol, Veet): <https://www.reckitt.com>
- Lion Kallol Limited (Shokubutsu, Mama Lemon, Systema): <https://lion-kallol.com>

## ORIGINALITY REPORT

6%

SIMILARITY INDEX

6%

INTERNET SOURCES

1%

PUBLICATIONS

5%

STUDENT PAPERS

## PRIMARY SOURCES

1	Submitted to Daffodil International University Student Paper	3%
2	dspace.daffodilvarsity.edu.bd:8080 Internet Source	3%
3	Submitted to Royal Melbourne Institute of Technology Student Paper	<1%
4	hdl.handle.net Internet Source	<1%
5	Submitted to Laureate Higher Education Group Student Paper	<1%
6	daffodilvarsity.edu.bd Internet Source	<1%
7	fortune.com Internet Source	<1%
8	jobs.fltimes.com Internet Source	<1%
9	www.slideshare.net Internet Source	<1%

Exclude quotes Off

Exclude matches Off

Exclude bibliography Off