



## **Internship Report on Working As a Copywriter at Adcomm LTD.**

### **Submitted To:**

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Lecturer

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### **Submitted By:**

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Internship Report On  
Working As a Copywriter at Adcomm Limited



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Arman Bin Kamal

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Department of Journalism & Mass Communication  
Daffodil International University

**Supervised By:**

Anayetur Rahman

Lecturer

Department of Journalism & Mass Communication  
Daffodil International University

**Submission Date:** 28 April 2021



## Letter of Approval

This is to certify that Arman Bin Kamal, ID: 163-24-578, has successfully completed internship during the semester Spring 2021 as a copywriter at Adcomm Ltd. I have played the role of academic supervisor during his internship. He has submitted the “Internship Report on Working as Copywriter at Adcomm Ltd”.

The internship has been undertaken in partial fulfillment of the requirements for the degree of Bachelor of Social Science (BSS) in Journalism and Mass Communication at Daffodil International University.

I wish him all the success!

A handwritten signature in black ink, appearing to be "AR" with a flourish, positioned above a horizontal line.

.....  
**AnayeturRahaman**

Lecturer

Department of Journalism and Mass Communication  
Daffodil International University

## Letter of Transmittal

28<sup>th</sup> April 2021

Dr. Sheikh Mohammad Shafiul Islam

Associate Professor & Head

Department of Journalism and Mass Communication

Faculty of Humanities and Social Science

Daffodil International University.

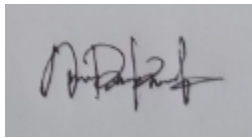
Subject: Submission of Internship Report.

Dear Sir,

It is an incredible snapshot of my scholastic life to present my internship give an account of the three months I have spent in the Adcomm Limited. The internship was relegated to me as a halfway necessity for the level of the Bachelors of Social Science (BSS). I am exceptionally appreciative to my administrator, the Associate Creative Director, Adcomm Limited, and the University for allowing me the chance to finish my internship program easily. I have attempted to blend all the obligatory information out there to return up with a whole report. I trust that this report can serve the point of my billet program.

I would want an abundance of thanks for your exceptional to exhort, heading, and to be my chief to complete my billet report with progress.

Regards,



.....  
Arman Bin Kamal

Student ID: 163-24-578

Batch: 29<sup>th</sup>

Department of Journalism and Mass Communication(JMC)

Faculty of Humanities and Social Science(FHSS)

Daffodil International University

## Acceptance of Internship Placement



13 January 2021

Mr. Arman Bin Kamal  
947, East Shewrapara  
Mirpur  
Dhaka 1216

### Letter of Internship

Dear Mr. Kamal,

You will be pleased to know that you have been chosen for an internship program in Adcomm Ltd. Your three month internship commences on the 15<sup>th</sup> of January 2021.

Your remuneration during this time will be Tk. 5,000/- (five thousand). During this time, leaves are not usually allotted to interns, but if you need one you must get the approval of your direct supervisor.

For any other official support, please contact Human Resources.

---

Geeteara Safiya Choudhury  
Founder & Chairman

## Acceptance of Internship Placement



### Letter of Appraisal

April 22, 2021

This is to certify that Arman Bin Kamal has worked for Adcomm Limited since 15<sup>th</sup> January, 2021 as an Copywriter (Intern) for 10 weeks. He worked for one of our business unit under my supervision. I found him regular, attentive at work and modest, honest by nature.

I will be happy to write reference for him whenever it may require or needed. I wish him all the very best with his steps towards.

We wish him well.

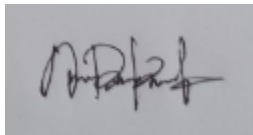
A handwritten signature in black ink, appearing to read "Shaki Ahmed".

**Shaki Ahmed**  
Associate Creative Director  
Adcomm Limited  
110, Love Road  
Tejgaon, Dhaka.  
Mail : [shaquie@adcomm.com.bd](mailto:shaquie@adcomm.com.bd)  
Cell: +8801945553035

## Acknowledgement

I would like to show my appreciation and gratitude to my supervisor Mr. Anayetur Rahman for providing help and instruction during my internship.

My special gratitude goes to my family and friends for being there for me and supporting me all the way through.



.....  
Arman Bin Kamal

Student ID: 163-24-578

Batch: 29<sup>th</sup>

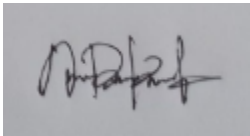
Department of Journalism and Mass Communication(JMC)

Faculty of Humanities and Social Science(FHSS)

Daffodil International University

## Dedication

I want to dedicate this work to my beloved father, who has helped me to prop up in each circumstance. Without his help, support, and direction I'd never have possessed the capacity to come this far.

A handwritten signature in black ink on a light gray background. The signature is stylized and appears to read 'Arman Bin Kamal'.

Arman Bin Kamal



## Executive Summary

I am a student of the Department of Journalism & Mass Communication at Daffodil International University, Dhaka, Bangladesh. In accordance with the completion of all the courses I was supposed to do an Internship for at least 3 months. I could have work with any form of communication platform. I was totally free to choose whether the platform is. After a while, I got the chance to work with an advertising agency known as Adcomm Limited.

The world we know today is mostly depending on consumer economy. Today, the competency level is at its highest. In this dog eat dog scenario, everyone needs to sell their attributes to survive. To sell, one needs to communicate. Advertising agencies communicates with consumers to sell products on behalf of several companies and industries.

Advertising has become one of the necessities for everybody's day to day life, be it the producers, the trader, the consumer. Advertising is an important part. Be it the logo of your television set to things written on the packet of the beverage bottle you are drinking from, everything is advertising.

I have done my entry-level position as a Trainee Copywriter in Adcomm Limited. In this journey, I cannot help but state, I was amazed by the fact how large and diverse the world of communication could be. Apart from writing copies, I learned to plan communication methods for the brands, which required immense uniqueness and continuation. I also wrote scripts, press releases, voiceovers, and everything else that needed to execute the communication.

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# Chapter 1: Introduction

## what is an Internship?

According to the oxford dictionary an Internship is a position of a student who works in an organization to gain experience or satisfy the requirements for a qualification.

An internship can play vital role when one is willing to gain real world work experience and develop their skills. Students can work as an intern for any organization during their academic year. Sometime the position is paid and sometime unpaid. Whether paid or unpaid, the experience one gains while the internship period can be used as a getaway to the professional life from student life.

Often, a certain period of internship is required from the university to complete an individual's graduation. Students go through this essential period to imply and merge their academic knowledge with related organizations. However, Internship is one of the most needed and effective methods to professionalize any student. After a effective period of internship anybody can consider them ready for the professional fields.

## Significance of an Internship

We all know the famous legend about three blind men and an elephant. Once three blind men reached to an elephant and started touching its different body parts. Being unable to see, they were giving their opinion based on touching, one who touched the elephant's belly said it's a wall. One that touched the teeth said it's a spear. And the other one who touched its ear stated it was a fan.

When we learn something only by reading books and attending lectures, the education never touches the mark of fulfillment. One needs to work practically on the knowledge he/she learnt.

On my four years of study on Journalism and Mass Communication, I had only one course on advertising. I learned the very basic of advertising during the course. But none of it helped when I joined Adcomm Limited. While working, I learned that metaphorically, I was one of the three blind men who thought they knew it, only by touching.

But as days went by, I started to relate the theories I learned during my study with work. In this three months, I learned and implicated the amazing lessons of integrated marketing communication there. I found out a practical work experience actually builds the way to the professional life. It creates a path towards a successful career if properly utilized.

My course Bachelor of Social Science in Journalism and Mass Communication with Daffodil International University requires me to serve an entry level position in any organization to complete my course and graduate. I have served renowned advertising agency Adcomm Limited for three months to January 15, 2021 to April 15 2021.

## About my Internship

To complete my BSS in Journalism and Mass Communication degree from Daffodil International University, I was required to do an internship program for three months. I was selected by Adcomm Limited to join their paid internship program. The company is one of the oldest and most reputed advertising agencies in the country. After joining them, I pursued my internship as a trainee copywriter. As a trainee copywriter, I had the responsibilities of writing copies for adverts, checking spellings, translation, analyzing data, writing press releases, media planning for brands etc. Due to ongoing covid-19 scenario, the agency was on work from home operation. So, I had to work from home as well.

## Background of Adcomm Limited

Advertising agency Adcomm Limited was founded in 1974 by Geetiara Safiya Chowdhury, (Former advisor to the caretaker government, Chairperson of Adcomm Limited) the company started in a small room with five members only. Now it is one of the top advertising agencies of Bangladesh with more than 700 employees and 5 subsidiaries.

Adcomm Limited has two sister concerns. One of them is called ‘Graphic People’, which provides support with graphic solution. Another one is ‘Software People’ which provides software development service to global market leaders.

The company has a radio station called ‘Colours FM’ which focuses on women empowerment. Adcomm operates through several business units. Each unit handles the communication for several brands and Industries like Akij, Uniliver Bangladesh, Robi Axiata, City Bank and many more.

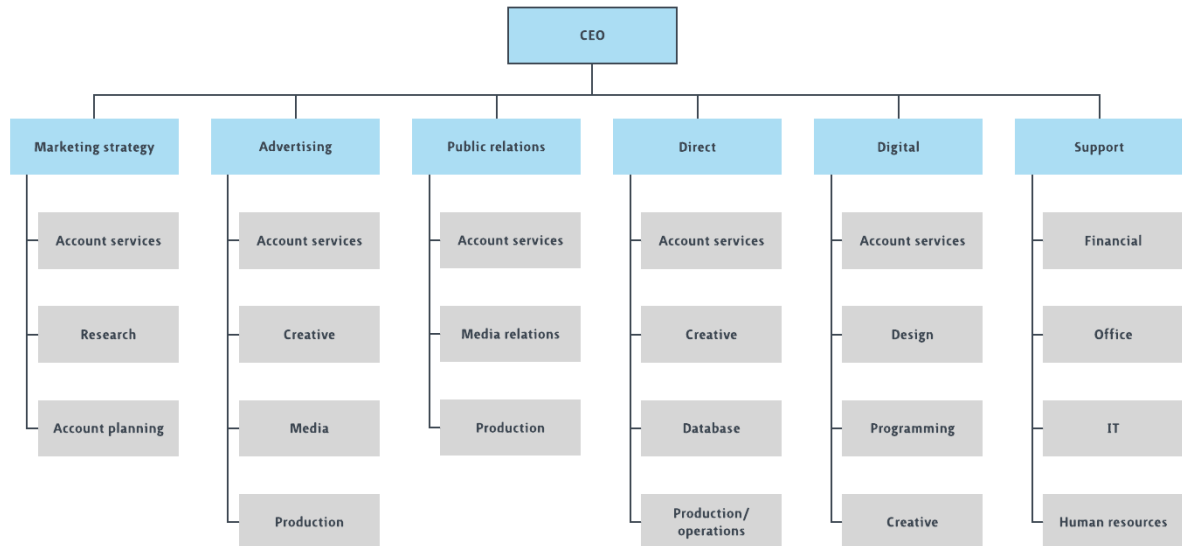
Adcomm provides strategic brand building and specialised advertising service for various industries such as telecommunication service, beverages, toiletries, pharmaceuticals, national events, supermarkets and social-development projects.

The company affiliates with MullenLowe Group which is a global marketing communication network headquartered in London. The affiliation enabled Adcomm Limited to work globally with multinational companies.

According to Bangladesh Brand Forum, Adcomm Limited serves 9 out of to 20 brands in the country.

Adcomm is the first advertising agency in Bangladesh which received the campaign Asia-Pacific’s ‘South Asia Agency of the Year 2012 (Bronze)’ award.

## Organogram of Adcomm Limited



Picture – Organogram of Adcomm Limited



## My Supervisor at Adcomm Limited

When I joined Adcomm Limited, I was supposed to report to the Associate Creative Director of SBU (Strategic Business Unit) C Saki Ahmed Ibn Shafiuddin. He partly supervises the operation of SBU-C. He leads and directs the creative team. Every plan, script, copy and ad layouts goes through him for supervision. He often proposes communication plan to the clients and convinces them to design the communication accordingly along with client service executives.

Mr. Saki Ahmed supervised my entire internship program. He helped me in every way possible to blend into the new atmosphere.

I cannot help but state he is one of the best coworker I've ever worked with.

## Duration of My Internship

I formally joined Adcomm Limited at 15<sup>th</sup> January 2021 as a Trainee Copywriter. I've worked for 12 weeks there. My Internship period ended at April 15<sup>th</sup> 2021.

## Chapter 2 – Internship Activities

## My Duties as an Intern

According to the scholars, advertising is as old as the Roman Empire. It is believed that in ancient Rome, designated persons used to shout door to door a day before the ships with various goods arrived at the ports. The person used to inform and educate people about the ship in order to sell goods.

Whether the definition of advertising is somewhat different now, but the objective is still the same. Advertising is the communication which conducts with the consumer to sell products, services and thoughts.

In 1930's, some of Hollywood's designated directors were trying figuring a way out to bring audience to the cinema hall. The method they invented was postering the city. The posters addressed the films uniqueness and called upon audience to visit cinema halls to watch the film. After a few days, the posters started to appear in the newspapers. Apparently, this has evolved into modern day advertising over the decades.

One may confuse marketing communication, sales and promotion with advertising. Advertising is indeed part of the marketing communication. By advertising through various channels, producers and manufacturers try to bring their products into consumer's attention. The way of communicating for every product can be very different than each other. More unique the message is more attention the product gets.

Advertising, now a days is usually done with TV Commercials, Online Visual Content, Static Images and tools like email, brochures and press ads. Depends on which channel or medium is being used.

In this digital era, advertising is emerging with the digital platforms and using its tools to communicate with the consumer's as well. Tools like GDN (Google Display Network), Micro site was new to me when I learned about them. Now every advertising agency has a dedicated digital wing to deal with the digital platforms advertising.

As I joined Adcomm Limited, I was instructed to observe and learn the procedure. After a few days of observing, I started writing copies, planning communication and generating ideas to communicate uniquely.

## Chapter 3- Learning Experience

## Learning about Advertising

During my internship period at Adcomm Limited, My senior colleagues used to arrange meetings for me. They used to inform and educate me on writing copies, scripts, thinking and executing a plan. Every bit of information was helpful to me. As I was a complete fresher to advertising, I started studying cases and campaigns to get better insight about the process.

### **Writing Copies**

According to Wikipedia, copywriting is the act or occupation of writing texts for advertising and other forms of marketing. The position I was designated to in Adcomm, was the position of trainee copywriter.

A copywriter in an advertising agency helps to create jingles, billboards, catalogs, brochures, magazine and newspaper advertisements. Not only writing copies, copywriters also have the responsibility of ideation and planning.

Initially, I wrote several copies for portfolios like Nitol Electronics, Khazana Mithai, Teer, Twing Mojo and Clemon, Some of them were published in digital platform, mostly in facebook

Copies need to be short and precise, and it has to clearly state the purpose. Whether written for promotion or introduction or the products attributes. Copies also need to maintain the tone according the brand philosophy.

### **Ideation**

One of the main responsibilities copywriter beholds is ideation. Advertising is all about ideas. While I was working for Adcomm, my seniors briefed me very particularly on ideations. I was instructed to study previous campaigns, ads and other modalities executed by Adcomm Itself. In my internship period I provided campaign plans for Honda, Clemon and Mojo.

Famous vehicle manufacturer company Honda demanded their yearly advertising activity plan from Adcomm. It was for one of their motorbike Honda Livo 110 CC. Our team was instructed to bring up something innovative and useful ideas to execute. Client demanded something which would serve the fact that there are 50,000 Livo users in Bangladesh.

I provided two plans for digital platforms; one of them was Honda Livo DIY. The thought behind the campaign was to ease the tension the bikers go through about the servicing of their motorbikes.

Mechanical problem has two kinds, one of its kind needs to be solved in garage by professional mechanics. Another kind can be solved by the biker himself. We proposed Honda to make some ‘DIY fixing the bike’ video and upload them on Facebook. The videos would serve only Livo 110 users. My colleagues appreciated the plan; as far I know, the plan has been proposed to Honda and its awaiting execution.

Another plan was for Below the Line (BTL) platform. There are placement strategies in advertising and communication, categorized between the mediums and of messages.

**Above The Line** – Mass Media like television, newspaper, magazines and radio are considered as above the line placement platform.

**Below The Line** – Billboards, Outdoor events, small signboard and posters are considered as Below the Line communication platform.

**Through The Line** – Web, social media and over the top platforms are considered as Through the Line placement platform.

The second plan for Honda was to setup a ‘Livo Corner’ in every Honda showroom. That specialized corner as we proposed is supposed to have every small accessory that a motor biker could need. And we proposed to design the corner especially for Livo.

Throughout my internship period

### **Writing Scripts**

Writing scripts for TVC’s (Television Commercial), OVC’s (Online Visual Content), AV’s (Audio Visuals) is one of the key responsibilities of a copywriter. Like others I also had to write scripts for portfolios like Honda, ACI, Mojo, and Twing.

For Honda I wrote a script which was supposed to be executed as an OVC. The OVC was for Livo 110. I was instructed to focus on the key features of Honda Livo 110 and plan the shots accordingly.

I wrote two scripts for ACI pure food. Which stated that ACI pure food’s spice are best in Bangladesh. Two renowned Chef Nahid Osman and Alpona Habib worked as influencer at that script.

For Twing I wrote a script of a short video which announced Twing 500 m.l bottle is now available at only 25 taka, where its price was 30 taka before.

### **Designing Campaigns and Plans**

Designing Campaigns and plans was another responsibility on me while I worked for Adcomm. Brands that are catered by Adcomm Limited often demand communication plan and campaign to advertise their products. We designed various campaigns and TTL communication plans for the clients, we had to maintain each brands specific communication tone through the visuals, copies and captions while designing the plan. For instance, Nitel Electronics always communicates with its Target Group with family centric tone, whereas Mojo always maintains the tone that caters the age group 18-31.

In my internship period, I designed a lot of TTL communication plan; among them Nitols 'Swadhinotar Hok Shomman' was significant. I also designed a plan for Nutri-C in which called the audience to drink Nutri-C to stay healthy and fit in Ramadan.

In a plan, copywriters usually suggest thought behind the ad, what the visual will look like and an appropriate copy. Copywriter also decides and suggests the ad's modality. If the plan is appropriate, it goes to the clients end for approval.

Designing campaigns is not supposed to done by an intern. However, one nice idea was always welcome in Adcomm Limited.

### **Checking Spelling**

Having excellent command on at least two languages is very essential for a copywriter. I strictly maintained grammar and sentence structure while writing copies, scripts and brochures. Knowing accurate spelling is another key responsibility. Every layout and videos goes through the copy team to check spelling and sentence errors.



## Tools Used During My Internship

I've worked with Adcomm Limited by WFH (Work from Home) setup because of the ongoing covid-19 scenario. I went to the office only three times to pick up my salary. Rest of the operation conducted was done from home.

The company's entire operation was based on Whatsapp and Google meet. I used this android application to communicate, take leads and send copies. I was advised to strictly maintain the emails and messages accordingly.

Agencies go through several meeting during a day for deciding strategy, ideation and planning. I attended those meetings by Google meet.

I used Microsoft word for writing script, copies and other things. I had to use Avro and Bijoy software for writing in Bangla.

I also made presentation with Microsoft powerpoint application. Whoever is thinks of joining an advertising agency, needs excellent knowledge on these softwares.

## Special Experience

In March I attended a TVC's shooting on behalf of Adcomm Limited. The TVC was for SSG Superstar Tissue. The script was provided by Adcomm Limited. To supervise the shooting I was sent to the spot along with our ACD Shaki Ahmed and Copywriter Abir Das. We supervised the shooting and made sure everything was going accordingly with the script.

## Chapter 4: Evaluation of Learning

## Difference between Academic and Practical Field

I learned about advertising before I joined the agency during my graduation. I had one course on which was titled Advertising 101. In that course I learned a few basic things about advertising. In my opinion, the course was mostly about marketing communication. While working as a copywriter I found advertising very different than what I learned during the course. I never had to use 7p or 4c method for instance, which I learned during my advertising course at the university. Whether the theories on building brand strategy, writing copies, communicating smartly became very handy during my internship.

Of course the lessons of script writing and news writing I had through my graduation, helped a lot during my internship period. The lessons I learned from my communication courses, helped me understanding the target audience and the characteristics of mass communication when it came to advertising.

## Skills I Developed During Internship

After my internship period I listed down the skills that I developed in this precious three months. They are listed below-

- Writing Copies
- Digital Advertising
- Communicating in a short, precise and unique manner.
- Writing scripts for TVC, AV, OVC
- Translating
- Writing Press Releases
- Planning Communication
- Designing Campaigns
- Presenting and pitching plans
- Working under pressure
- Teamwork
- Leadership
- Ability to concentrate
- Cross checking other sources
- Working from home
- Being responsive
- Professionalism
- Communicating with colleagues

## Opportunity for Future Career

An Internship obviously helps a student to advance through academic life to professional life. Real world work experience gets him/her ready to face and use the tools of survival. It also helps one to evaluate his knowledge he/she gained through the entire academic career.

My internship period at Adcomm Limited helped me a lot to evaluate myself and my knowledge I gained through my entire academic career. The field of advertising and marketing communication is a very good field to work on. The world is moving constantly and so is the consumer economy. Communication for marketing is becoming more diverse day by day. There is so much more to explore.

During the period I had the opportunity to work with some immensely experienced people; to some extent their work represents the whole advertising industry of Bangladesh. Definitely this collaboration will help me to build a better career in future.

## Chapter 5- Conclusion

## SWOT Analysis

### Strengths

- One of the most reputed agencies in Bangladesh
- Uniqueness of service
- Professionalism
- Generous to employees
- Received the Campaign Asia-Pacific's 'South Asia Agency of the Year 2012 (Bronze)'' award.
- Excellent place to learn

### Weaknesses

- Operating From Home
- Weak chain of command

### Oppurtunities

- Hiring more employees from the background of media studies.
- Should strengthen their chain of command
- Should work following the universal adveritsing principles.

### Threats

- Increase of Competitors
- Emergence of Advertising with Digital Platforms
- Frequent switching of employees
- Corporate Politics



## Recommendation

While giving recommendation to a top and exceptional advertising agency, I should be careful and modest. But as I worked with them, and it is required to do recommend something, my humble opinions are listed below-

- Consider increasing manpower
- Trying finishing the work on day to day basis.
- Improving Chain of Command

## Conclusion

First & foremost, I was lucky enough because I got this opportunity to do my internship in this renowned & significant platform. I enjoyed working here. I learned tons of numerous things about so many unknown facts. There were so many capable individuals who helped me every time during my work obstacles.

This internship period has not just shown me how to be proficient in a workplace, yet in addition helped me to utilize my hypothetical learning in real life also. And for this, I am truly grateful to my colleagues alongside the entire Team C of Adcomm Limited.

Finally I'm showing my appreciation to my University, beloved mentors and friends without whom I'd never make this far.

## Annex



**NITOL**  
ELECTRONICS

বিস্বখ্যাত **PHILIPS** -এর হোম অ্যাপ্লায়েন্স প্রণ্য  
বাংলাদেশে নিয়ে এলো নিটল ইলেক্ট্রনিক্স







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ATASHII

NITOL  
ELECTRONICS

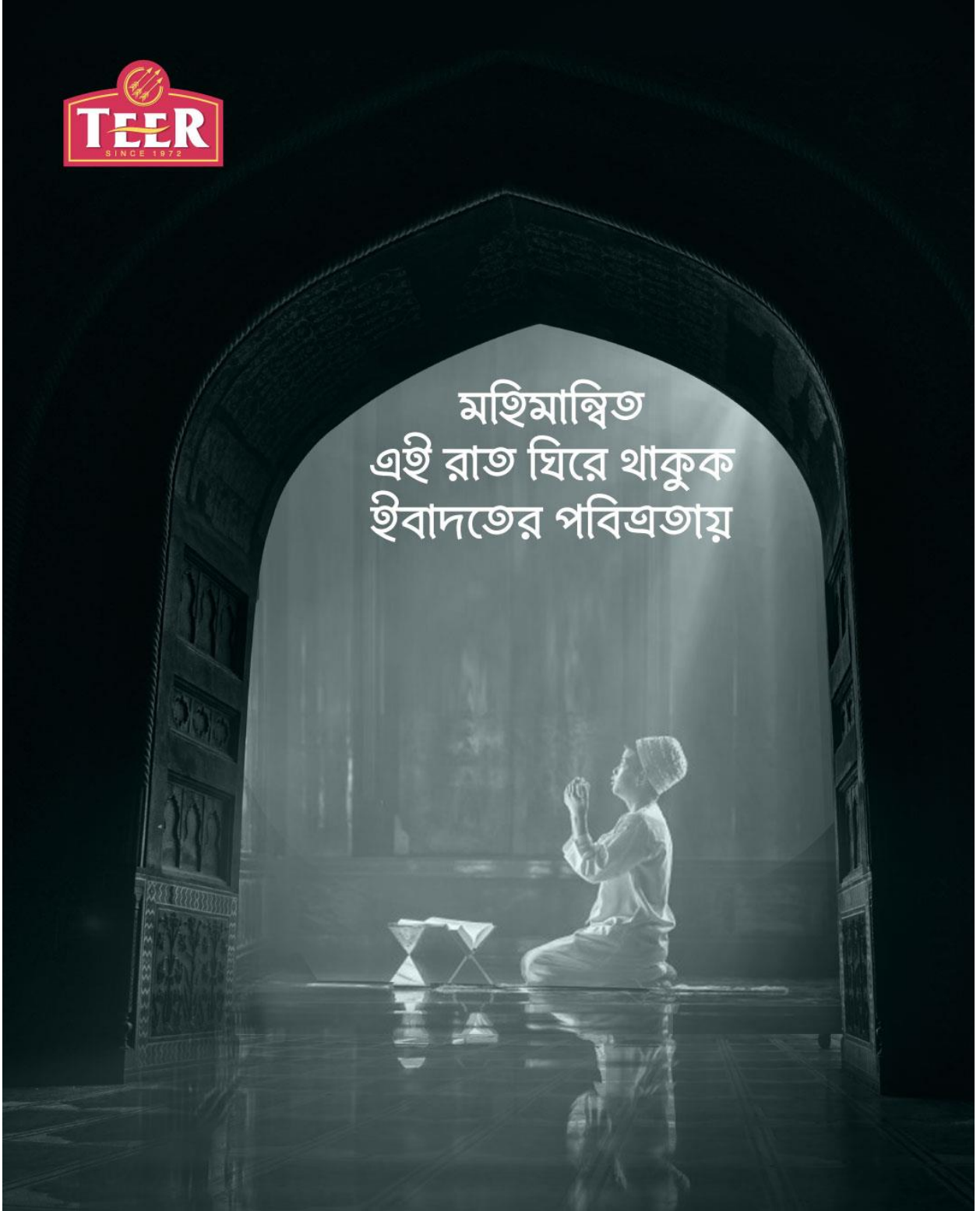








মহিমাম্বিত  
এই রাত ঘিরে থাকুক  
ইবাদতের পবিত্রতায়







**Twing**  
টুইং-এ টাইমিং টুইং

**টুইং হাতে  
টুইনিং করে  
পাঠদারের সাথে**

প্রিয়জনের সাথে টুইন ড্রেস-আপে  
ছবি পাঠাও কमेंট বক্সে

**Twing**







# যেমনই হোক সিচুয়েশন ফাল্গুন is on









KHAZANA MITHAI  
GOURMET SWEETS

খাজানা মিঠাই-এর  
গুড়ের রসগোল্লা খেয়ে দেখেছেন তো?



অনলাইনে অর্ডার করুন এখনই

pathao food

HungryNaki

efood

shohozfood

foodpanda



## ক্লেমনের বোতলে মোবাইল হোল্ডার

 <p>১. মাপমতো কেটে নাও</p>	 <p>২. প্লাস্টিকে পেম্বিল দিয়ে মাপ নাও</p>	 <p>৩. মোবাইলের মাপে কেটে নাও</p>
 <p>৪. পেছনে চার্জারের মাপে কেটে নাও</p>	 <p>৫. নিজের মতো ডিজাইন করো</p>	 <p>৬. ব্যাস হয়ে গেল মোবাইল হোল্ডার!</p>

আগামী **ষোলই** ফেব্রুয়ারির মধ্যে তোমার প্রজেক্ট নির্মাণ প্রক্রিয়ার বর্ণনা, প্রতিটি ধাপের একটা স্থিরচিত্র, সর্বোচ্চ দশ মিনিটের একটা ভিডিওচিত্র নিজের নাম, ফোন নম্বর, ন্যাশনাল আইডি আর ইমেইল অ্যাড্রেসসহ পাঠিয়ে দাও [facebook.com/clemoncleardrink](https://www.facebook.com/clemoncleardrink) এই ঠিকানায়।



★ পুরোনো বোতলে নতুন কিছ্ ★

## ক্লেমনের বোতলে ওয়াটার স্প্রিংকলার



১. বোতলের নিচে  
অনেকগুলো ফুটো করো



২. বোতলের ক্যাপটাকে  
পাইপের মাপে ফুটো করো



৩. পাইপ ঢুকিয়ে  
পানি ছেড়ে দাও



৪. হয়ে গেল  
ওয়াটার স্প্রিংকলার

আগামী **পাঁচশে** ফেব্রুয়ারির মধ্যে  
তোমার প্রজেক্ট নির্মাণ প্রক্রিয়ার বর্ণনা, প্রতিটি ধাপের একটা স্থিরচিত্র, সর্বোচ্চ দশ মিনিটের  
একটা ভিডিওচিত্র নিজের নাম, ফোন নম্বর, ন্যাশনাল আইডি আর ইমেইল অ্যাড্রেসসহ  
পাঠিয়ে দাও [facebook.com/clemoncleardrink](https://www.facebook.com/clemoncleardrink) এই ঠিকানায়।

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