



Semester: Fall 2020

Internship Report on

Analyzen Bangladesh Ltd: Structure and Function



Submitted to:

Muhammad Rehan Masoom

Asst Professor, School of Business and Economics

United International University

Submitted by:

Saif Khan

ID: 1511270030

Date of Submission

October 11, 2021



October 11, 2021

Muhammad Rehan Masoom

School of Business and Economics

United International University

Subject: Internship Report Submission on Analyzen Bangladesh Ltd.

Dear Sir,

Please find the internship report on Analyzen Bangladesh Ltd as a part of completing my Internship Course of Fall 2020. I tried to maintain all the instructions and the path shown by my supervisor and faculty.

In this report, I have tried to showcase my entire learning from Analyzen Bangladesh that I got in my 6 months there.

Hopefully, you will find this report informative and as a benchmark of my work. I will be extremely encouraged if you receive this report. If you have any further queries or concern, I would be happy to exchange thoughts with you and follow your direction on this report

Sincerely

Saif Khan
(111 161 024)

Table of Contents

Acknowledgement:	4
Executive Summary:.....	4
Introduction:	5
Overview / Company profile	5
Organizational Framework of “Analyze^n”	7
Analysis of the Internship Assignments, Experience and Contribution.....	7
A few samples of plans made on Cleanipedia, Vaseline and Surf Excel campaigns	10
The Work Culture and Environment:	16
Interaction with Supervisor and coworkers:.....	16
Obstacle during internship:.....	17
Academic vs. Experiential Learning	17
Expectation vs Reality:	17
Effects on career aspirations	18
Thinking way around my own report.....	
Conclusion.....	18

Acknowledgement:

First and foremost, I want to express my heartfelt gratitude to my instructor, Muhammad Rehan Masoom, for his continual direction, supervision, and comments, which enabled me to complete a well-written report. He gave me advice on how to make this study as perfect as possible. My gratitude towards my parents is everlasting; without their help and support through the journey of my life, this would have not been possible at all. My deepest thanks to my Analyzen supervisor Kamrul Ahsan Rahat (Senior Account Director and the Freak) for providing me with a comprehensive understanding of the operations and activities of a digital marketing agency. I'd also like to express my gratitude to all of the other seniors in the organization for their valuable support. Their advice and cooperation allowed me to gain more practical experience. Additionally, they have provided me with information on each and every operational activity of the firm, allowing me to better grasp all of the jobs. Finally, I'd like to express my appreciation to all of the interns that accompanied me during this time. They made sure I was focused on my goals and given all of the resources I needed, all while ensuring that I had a good time.

Executive Summary:

This report centers around my encounters, learning and individuals I have met spoken with throughout the course of full-time entry level position program at Analyzen Bd Ltd. In spite of intense guidelines, Analyzen being the very first advanced and web-based media advertising organization, kept on overwhelming the computerized business in Bangladesh, by onboarding the best brands/organizations as customers. I was doled out to work with Unilever's customer administration and Content Arranging. The report additionally depicts my learning encounters and everyday errands during the period. The significant assignments were being managing the possible customers, content administration and working with business archives, for example, customers request and their normal reach and leading inventive goes for customer's OVCs. All the more critically, the comprehensive gatherings and discussion with the detailing administrators, different understudies just as the chance to communicate with workers from different divisions gave me immense understanding into association and more deeply study various points. I've been functioning as a substance essayist for quite a while presently, yet the job of the customer administration end was new and testing, where numerous viewpoints were not comparative with my scholastic foundation, despite the fact that the rudiments were enough. I accept the most awesome aspect of Analyzen is their work culture and this program offered me the chance to become accustomed to how function finishes here. I actually trust I can additionally work on my correspondence, logical and specialized abilities prior to joining a regular work, particularly given how significant a section correspondence plays in such an association. This program by and large will go far in getting where I stand right now and assist me with improving. taken in a great deal, even as an understudy, how to keep



up with available time, who to approach for a specific need, putting stock in somebody and entrusting them to help you or accomplish something significant for you just as close to home preparing and group building. I feel like I have taken in a ton of things which would help me in my future in the corporate world. I figured out how to forfeit, compromise and to be tireless to accomplish my goals in any means conceivable. It was an undertaking by and large. The accompanying report explains on my obligations as an assistant, the assignments I needed to complete and the things I learned and accomplished coming. Besides, there are further development openings on the off chance that I anticipate applying for a long-lasting post at the association.

Introduction:

The very first one stop Advanced Organization of Bangladesh with the biggest arrangement of brands. Regardless your necessity, be it by and large Advanced Technique, Computerized Content Turn of events, Investigation, Question The board, Programming, Applications and Games improvement or Advanced purchasing, in contrast to most different offices of the country, we have each help under one rooftop! Analyzen, a fantasy that began as a product improvement organization in the College quarters in 2008 by two youthful graduating understudies Sumit Saha and Ridwan Hafiz from BUET Software engineering and designing, has now transformed into a fruitful Advanced Office, able to do full computerized and imaginative help, obliging both neighborhood and worldwide associations. While Sumit Saha has been the Innovation Master of the Organization since its commencement to drive advancements and bridle force of innovation to take care of genuine buyer issues, Ridwan Hafiz has consistently been the Inventive Master who imagined the developing computerized market of the nation and needed to investigate this expected chance. The group profited from a Brand and Key Arranging point of view, when Risalat Siddique a prepared Brand Proficient with multi-country experience joined as a co-financial backer for the organization in 2014. The organization was changed over into a restricted organization in mid 2015.

Overview / Company profile

Since its beginning, Analyzen has developed huge amounts at a time. The group has dominated as a computerized showcasing champion as well as advanced as an organization. We have the greatest customer base in Web-based Media Bangladesh. A portion of our customers are - Samsung Versatile and Buyer Gadgets, 32 Brands of Unilever, bKash bd ltd, Grameenphone, Aarong, 6 Brands of Nestlé Nourishment, Standard Sanctioned Bank, Be Here Now, Microsoft, English American Tobacco, Tonic, Himalaya Herbals, Meena Market, Bloop Frozen yogurt, Rahim Afrooz and some more. Or then again to summarize it, the greatest players across various enterprises work with Analyzen. The Analyzers are

honored to work with great individuals and great customers those qualities ethics, respectability and care about individuals. They additionally furnish the group with different learning openings consistently. Developing on its prosperity, Analyzen has had the option to be the very first Advanced Media organization in Bangladesh to go worldwide upon the foundation of Analyzen Singapore Pte Ltd. in January, 2016. While, it is normal for other innovative offices to associate with other worldwide offices, Analyzen has set another benchmark by making its own personal worldwide center point activity in Singapore taking into account customers in both Singapore and Philippines. This commencement of worldwide presence, acquainted the organization with another accomplice Delwar Hossain, a veteran Money proficient who presently drives the Media Purchasing and Advertisement Distributing exercises of Analyzen.

























				
				
				
				
				



Fig: Clients who were retained after receiving our top notch digital serve

Organizational Framework of “AnalyzeN”

AnalyzeN is consistently glad for just something single: individuals of Analyzen. It is a level organized association; every person of group Analyzen, from Senior Organizers to the Workplace Care staff, is known as an "Analyzer" and they don't have abridged long corporate titles, rather cool epithets dependent on comic or superheroes as indicated by their own decision. While senior Analyzers clearly lead applicable groups, there is no progressive positions or common "chief" structure in the association; they realize that it is the lesser Analyzers' organization as much as theirs. Analyzers feel that they are valued and permitted to step up and get things achieved. Most importantly, they feel trusted. Henceforth, nobody works for Analyzen; rather they work with Analyzen.

Analysis of the Internship Assignments, Experience and Contribution

I joined Analyzen as an understudy on fourth of November 2020. Since the absolute first day I was overpowered by the idea of the Analyzen workers. The second I entered a great deal of seniors welcomed me who had worked with me beforehand when I was in Telenor wellbeing and Analyzen was our held office undertaking the activities of web-based media and computerized presence. On my first day I and different assistants were given a visit

through the whole organization acquainting with everybody. During my temporary job period I was given different quantities of obligations

I added to the customer administration end of Unilever Bangladesh by performing advertising errands and day by day special exercises. More or less, I added to two vital customer Divisions by playing out all the showcasing and content related special exercises. (Unilever). In the underneath I'm giving a rundown of occupation obligation that I needed to do during my multi month of temporary job period.

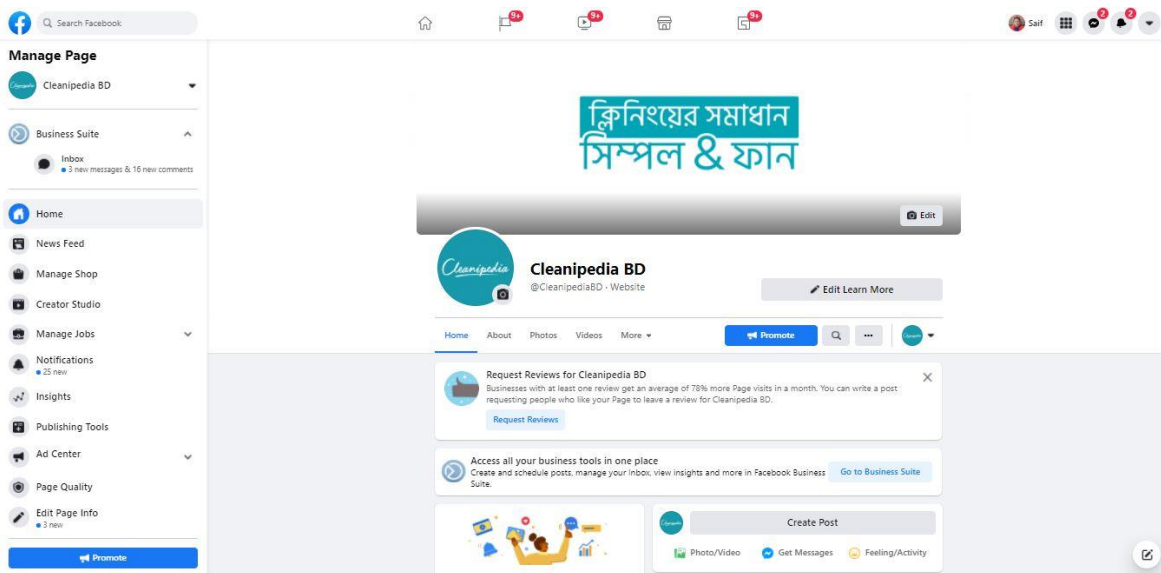
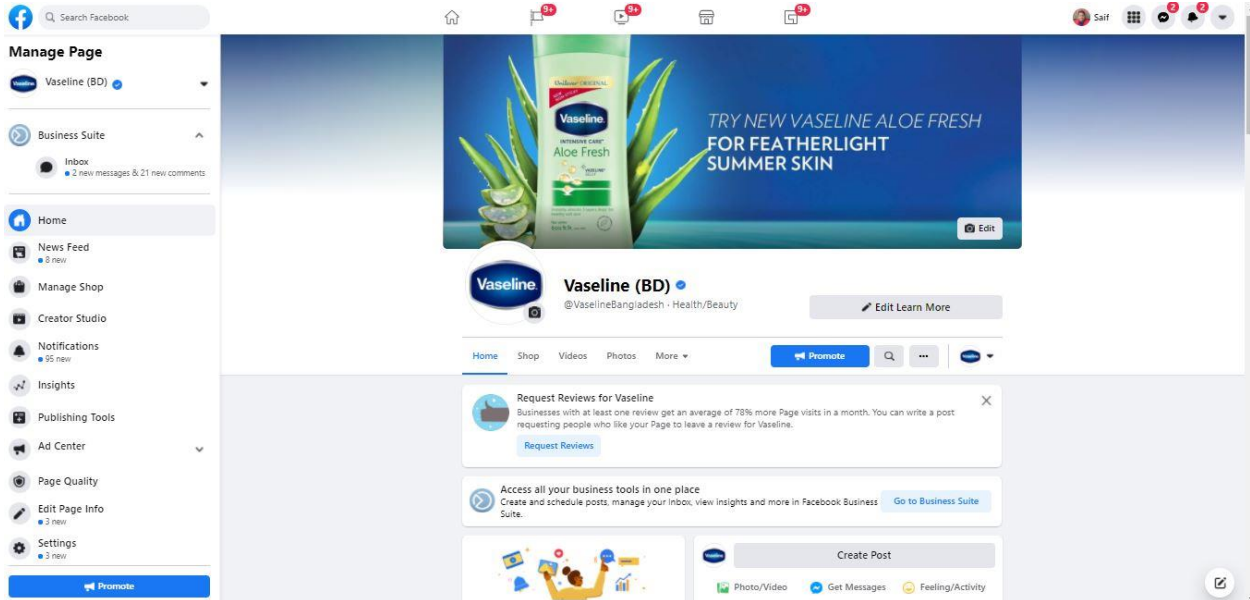
1. Working directly with the strategic planning team
2. Curation of copies and captions for various posts and brands
3. Making plans for promotional content
4. Sending the content sample to the clients for approval
5. Collaborating with the creative team for content creation
6. Presentation slides for Unilever team, regarding promotional plans
7. Sorting and selecting models/ influencers for different campaigns and negotiating terms and conditions with them
8. Run, manage and wrap up contest in brand page

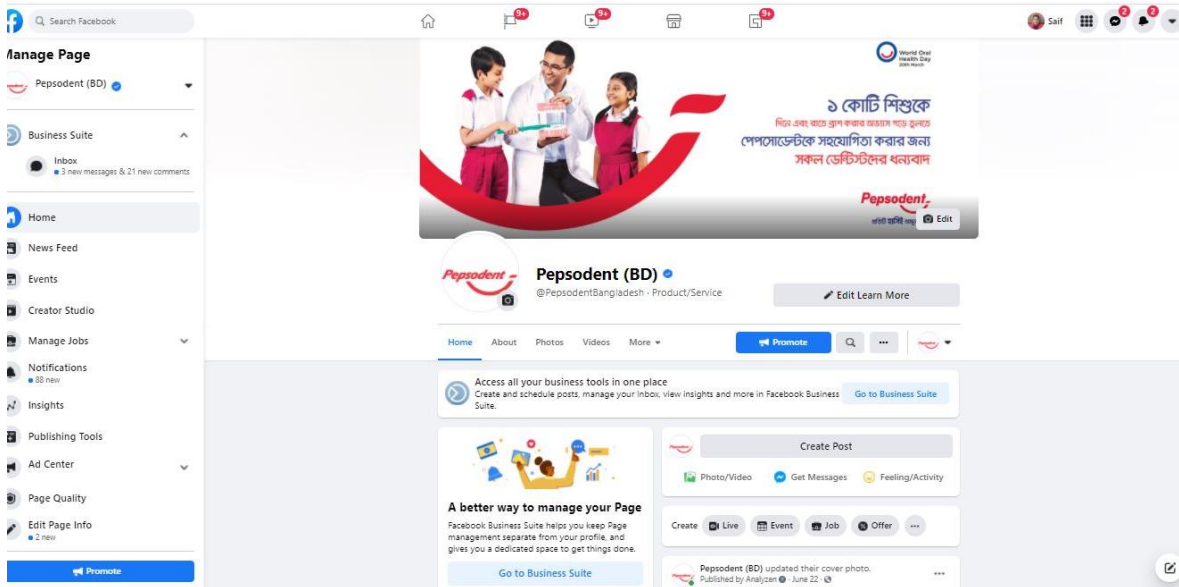
During my internship, I learned about one Social and two Consumer Relationship Management (CRM) Software. Those are:

- **Facebook Business Manager:** It is a free Facebook platform that helps advertisers integrate Facebook marketing efforts across their business and with external partners. You'll be able to run and track your ads, manage assets such as your Pages and ad accounts, and add an agency or marketing partners to help manage your business.
- **Creative Hub:** It is basically Facebook's link generation product from which a creative need to uploaded to be promoted in different platforms and to be run as ads.
- **Creative X:** Through this we can check if there is any copywrite issue on the creatives we made before it gets published on social media platforms.

These three tools were meant to be used for consumers' sentiment observation, responding to consumer queries and comments, setting the content reaching bar and measure the impact and result of each digital

post and campaign. Facebook Business manager was used for setting the content reaching bar and measure the impact and result of each digital post and campaign. In my internship tenure, I used business manager for Cleanipedia’s official Facebook page, Pepsodent’s official Facebook page and Vaseline Bangladesh official Facebook page. Interfaces of Business Manager Tools and those three pages are as follows:





Apart from managing different brands of Unilever Bangladesh, my main focus was on the launch of Cleanipedia BD, a lifestyle/household hack containing blog for Unilever Bangladesh

The Primary idea behind Cleanipedia was to establish Cleanipedia as a relevant one stop solution for household challenges by crafting relevant contents for home care audience & ensuring higher engagement with the relevant TG.

So, me along with a senior planner was assigned to make a brand plan and execute the launch of Cleanipedia BD

Cleanipedia Bangladesh

First, we made a Brand Book for Cleanipedia containing the brand's persona, TG, Idea Breakdown and objective.

Then, we pitched it to the client and after getting approval from the client I built up a content plan

A few samples of plans made on CleanipediaBD campaigns

Launch Plan

The initial launch plan for Cleanipedia BD was to develop their main website (www.cleanipediabd.com), Facebook page (CleanipediaBD) and YouTube Channel (Cleanipedia Bangladesh) populate them with contents. So first we decided on 24 topics through research with the help of search results and keywords from the last few years SEO from google. Then started writing articles on them. As we were done with the articles, we went on a 2-day long shoot for the visual parts of the articles. Then we wrote scripts on 15

hack topics that we wanted our YouTube channel with then we went on a shoot for the videos as well. Then every month we selected topics for new articles and wrote them and constantly kept populating them on the website and published static and dynamic contents on the Facebook page as well as GDN and RDA banners on google and other platforms for a targeted set of audience.

Influencer Activity Plan for Ramadan

As Ramadan came near, we planned for a pilot testing with 2 of the well-known influencers from the industry Sakib Bin Rashid (10 Min School), Mehzabin (World Bank) and Karina Kaysar (Content Creator). Sakib and Mehzabin made a single video as a couple about a challenge given by Cleanipedia to them to remove stains form their shirts using home remedies and karina showed how she cleaned and rearranged her room learning form Cleanipedia BD. It was a successful campaign as the contents reached 100 thousand views each.

Brand Book Development

There is no brand book for Cleanipedia in any country. So, we took this initiative to make a full-fledged brand book for Cleanipedia Bangladesh which will later on be adapted globally for other countries as well. The brand book is currently under development as it takes a huge amount of time to create a full brand book for a brand.

Vaseline

Vaseline Aloe Fresh Summer Campaign

As the account manager of Vaseline, a brief came to me to create a plan to create awareness and track the purchasing of the product. So we came up with a plan that we will use 9 Influencers and will through click through link to Ushop.com as we have access to track the sales that are made using our provided link and we executed that flawlessly.

Vaseline Petroleum Jelly Winter Campaign

As the Petroleum Jelly is the cash cow for Vaseline, Vaseline spends the most on its promotion. As the winter is coming and it's the 150th year of Vaseline, we got a brief to plan for the biggest influencer led campaign in the history of Unilever Bangladesh. So, we are using a total of 52 influencers divided into 4 categories (Mass, Fashion and Beauty, Parents and Pious). We have a target to reach at least 7.6 million people on Facebook and 7 million people on Instagram through this campaign.

Surf Excel

Surf Excel – Mukto Holo Shoishob Abaro

As we know surf excel has always tried to connect with the kids and their independence as children. Surf Excel had a running campaign called Surf Excel Mukto Hok Shoishob Abaro. But due to Covid-19, the campaign had to stop in 2020. As the schools has opened we are planning on a campaign called “Mukto Holo Shoishob Abaro”. The main part of this campaign would be a TVC (yet to be shot) and few on ground activation.

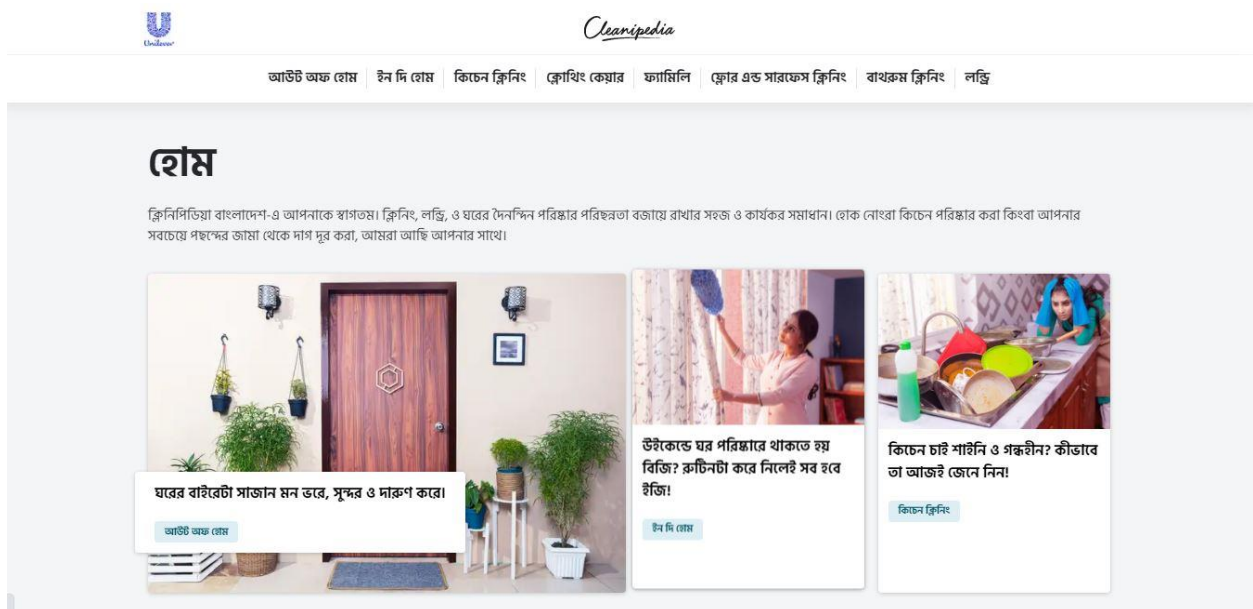


Fig: Cleanipedia Bangladesh Website with Local Contents

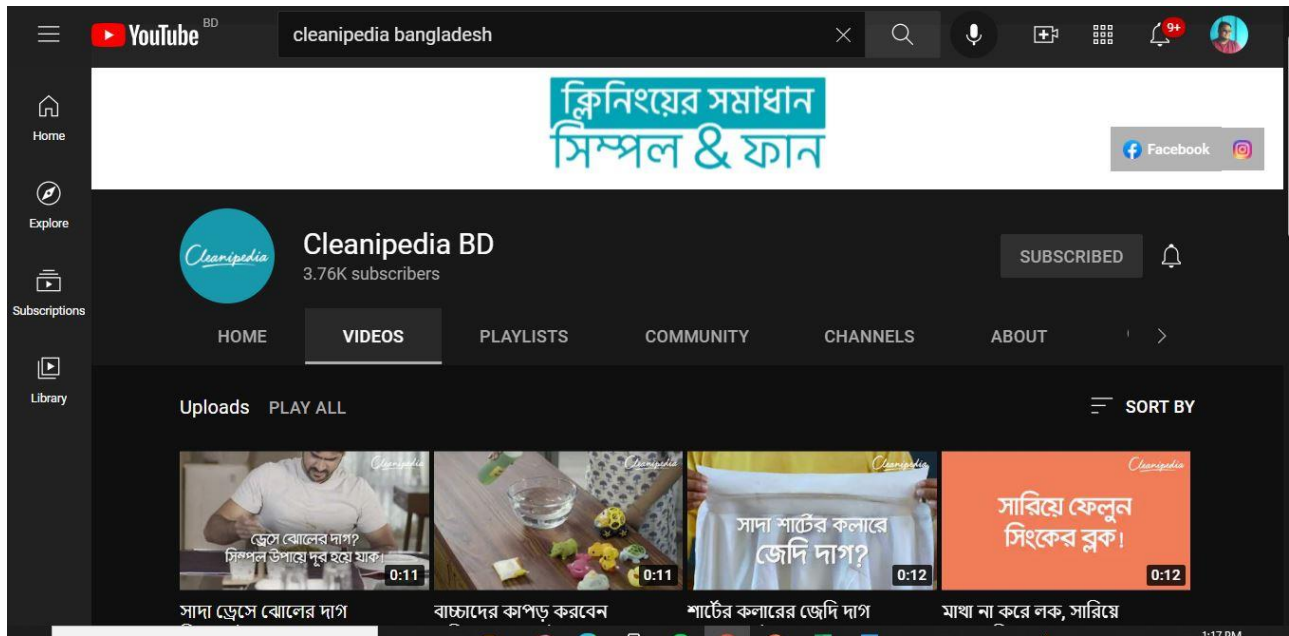


Fig: Cleanipedia Bangladesh YouTube Channel with locally Shot Contents.

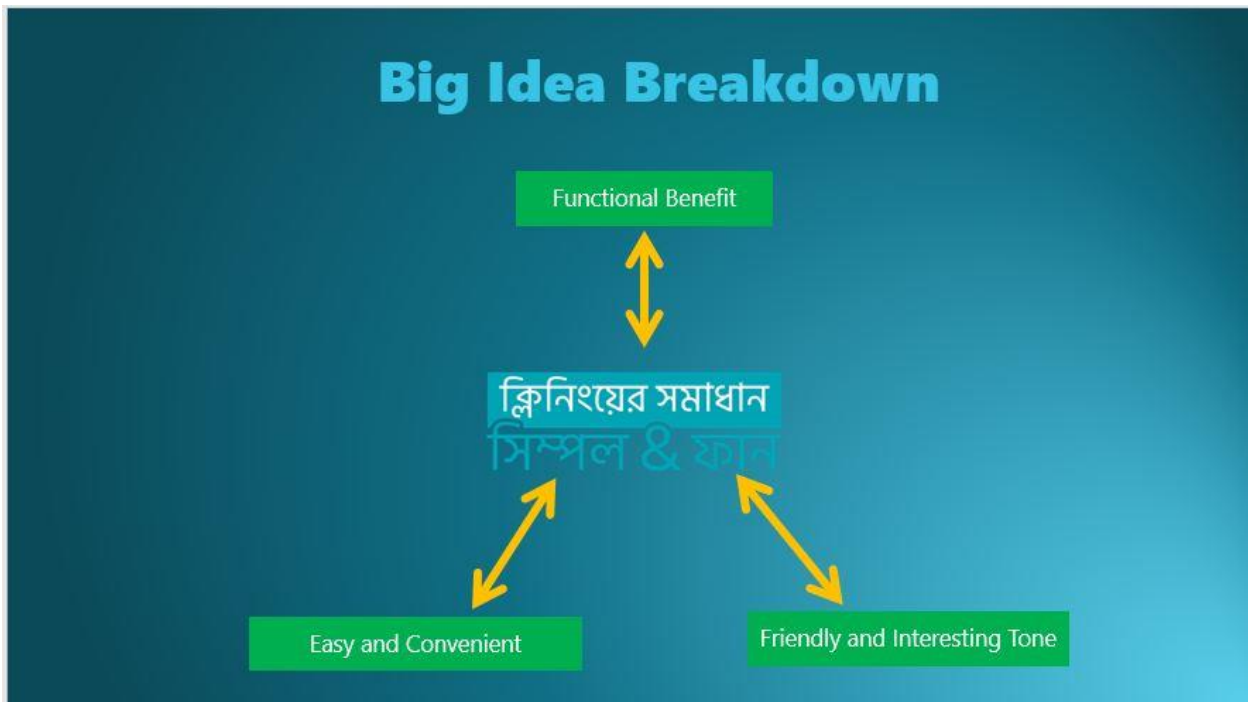


Fig: Cleanipedia BD Tagline Brakdown



Fig: Cleanipedia BD Brand Book Contents



Fig: Vaseline Aloe Fresh Campaign Objective

Summary of KOL Activities

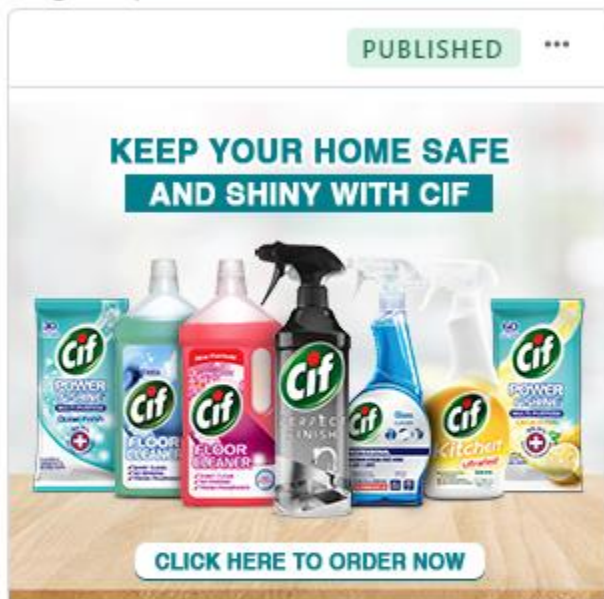


3 Contents Per KOL

- Using Vaseline with a common gesture and hook the audience to show more usages in their following content
- Main content revealing the gift box and showing multiple usages of Vaseline Petroleum Jelly
- Another short video asking the viewers to come up with more usages of PJ and tag Vaseline and the KOLs in their contents to win gift hampers

Fig: Vaseline Petroleum Jelly Campaign Contents

Image (required)



i Design within 300x250px artboard. Export @3x (900x750px).

Find a relevant image for the advert.

Fig: Cleanipedia Onsite Banner Description

So these are the some of the key planning and content curation that I had to do on regular basis during my internship. By doing these works I had the opportunity to make some good contribution to my organization. In the below I am giving some of the contributions that I have made during my internship period:

- Providing necessary information to the clients as well as the creative team: Since I worked in the creative department and the agency was a digital marketing agency, I had to work simultaneously with other departments like content department and client's department. Here, we had to share our thoughts and based on the mutual agreement on a certain content my video or graphics contents had to be re-edited. So I see cross functional activities where I have to work both clients and content department

The Work Culture and Environment:

- The culture inside Analyzen Bangladesh is one of the best parts of the company. It allows you to enjoy the work you are doing and this was further enhanced by the approachable nature of my coworkers and reporting managers. It is however vital to understand the scope of conversations in general, as at times employees are stressed out due to the workload. Most of the departments have their smoking lounges, which often have televisions. The company would also often have gathering inside the premises to celebrate occasions such as award wins and operational achievements. The employees are extremely hard working and many are willing to spend long hours at the office, or even work weekends and or overnight on month ends. Especially in sales, the work is very hectic and there is a constant pressure to get things done. My co-workers would always be mobile or attending meetings, they only freed up towards the evening. However, the organization also provides a lot of benefits through paid vacations and other monetary benefits. Moreover, for many of the employees here the experience of working in such a global organization is huge, they are aware that even if they leave this job they can move onward to good positions in other organizations.

Interaction with Supervisor and coworkers:

- Syed Kamrul Ahsan Rahat (Unilever Account Director) and Ishtiaq Rabbani (Unilever Account Manager) were extremely supportive towards me. They helped me a lot in learning new things from the company's end. Throughout the time, they have guided and motivated me in my career planning. They

were also extremely flexible allowing me causal leaves when necessary and understood my health issues. I am very happy to say that my supervisor liked my job and he appreciated me.

Obstacle during internship:

Prior to beginning my temporary position, I was exceptionally confident that it will be a learning experience for me. I was energized also that I will be working at my own work area of an organization interestingly. I additionally pre-arranged myself for the most noticeably terrible circumstances conceivable. I thought becoming acquainted with new individuals and another climate would be difficult for me in any case, the partners were excessively co-usable to the point that I didn't need to stress over that. I have additionally experienced a decent contrast among hypothesis and common sense. In books, we get familiar with the fundamentals and distinctive utilization of hypotheses and in common sense; we figure out how to execute those speculations. Those hypotheses may not give the ideal outcome as the book says, however once in a while you need to think carefully to settle on essential choice, which nobody can learn without viable experience.

Academic vs. Experiential Learning

I used to believe that Experiential Learning is important, but now I can actually say it. Experiential Learning is much more important than Academic Learning. This is because where Academic learning informs you, experiential learning prepares you. In school and university, we are taught ways in which ways to handle a specific problem, however in real life these teachings come to use at a minimum, not only what we are taught quite generalized, but not all the variables are taken into consideration, for which reason in real life people struggle to find a solution. For example, when I was told I had to make a digital plan for Pizza hut's new additional flavours and present how we wish to promote it through their page, I had no clue because I was only taught about the literal terms of digital marketing. I got to know how it all works once I was handed over an official page with data and analytics. I could then relate to the requirements based on the past records. In my opinion, our academics should include some practical experiences with software so that students can learn and understand the meaning of such application of software.

Expectation vs Reality:

My perception regarding agencies were very similar to the one I experienced. I had prior idea from my seniors about the work load and work environment of marketing agencies similar to AMCL. What I did not expect was the huge emphasis on cost cutting strategy. This was something totally new to me. I also

got to experience the semi-formal office environment and observed how individual dedicated teams work for individual client. The real experience was far better than I what I heard earlier from others. I had a lot of expectation from a digital agency and I have experienced more than what I have expected. My initial expectation was to learn something that I will not be able to learn in any other organization and I did. I have learned how to be a team player and how to make difference by contributing to the team. I have learned to develop myself over the time and be more focused and motivated with my work.

Effects on career aspirations

Working in an agency requires a lot of hard work and creativity. I believe I am a very hardworking person as long as the work is fun and ensures my growth in career. However, I am not a creative person with extra-ordinary ideas. I thought only creative people had opportunities to work in agencies as they are capable of generating new ideas. Besides I experienced that there is little work for accounts and finance division of a marketing agency compare to any financial institution. That's why there is little working scope as well as chance of future growth for any accounts or finance personnel in the marketing agency. So, I have come to a point that marketing agency is not the right place to start my career.

Thinking Way Around My Own Report

To be extremely genuine, there isn't actually much I would do another way on the off chance that I had the chance, this is on the grounds that in my eyes I have buckled down, I have conflicted with all chances and I have effectively dazzled my bosses, I have both partaken in my work and noticed it, I have made contacts, I have caused companions and I to have been monetarily remunerated. Be that as it may, assuming there was something I would do any other way, it is have connected with all the brand administrators also. I have gone to many quantities of gatherings at Unilever base camp however I didn't find the opportunity to straightforwardly connect with the brand directors who allocates us the prerequisites. I wish I had additionally seen how their organization and workers fill in as it would have made me more proficient and a touch more experienced.

Conclusion

Having only a few months left for me to go into the real world, I cannot help but appreciate the fact that I have a better edge than most of my competitors that I have a standing chance of getting a job in the future and the knowledge gained from the agency is highly appreciated in many MNCs trying to handle the digital marketing of their own products. It would help me more so than anything else. I was appreciative of everything that happened to me in these last few months and I cannot wait for the next adventure in hand.



Reference

- Company Profile Reverted From, www.analyzenbd.com at 2:44pm on October 11th 2021
- Few other information Reverted From www.dspace.uiu.ac.bd at 2:44pm on October 11th 2021
- Thinking way around my own report Reverted from www.coursehero.com at 2:44pm on October 11th 2021