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# INTERNSHIP REPORT ON PLANNING AND STRATEGY OF GREY ADVERTISING BANGLADESH LTD

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Saida Azad Sadia





## **Internship Report**

**On**

**“Planning and Strategy of Grey Advertising Bangladesh Ltd.”**

### **Submitted By**

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**ID: 111 192 015**

### **Supervised By**

**Dr. Seyama Sultana,**

**Associate Professor**

**School of Business and Economics (SoBE)**

**United International University**

### **Date of Submission**

**30.06.2025**

## LETTER OF TRANSMITTAL

**To**

Dr. Seyama Sultana  
Associate Professor  
School of Business & Economics (SoBE)  
United International University (UIU)  
Dhaka, Bangladesh

**Subject:** Submission of Internship Report on “Planning and Strategy of Grey Advertising Bangladesh Ltd.”

Dear Madam,

It is my sincere pleasure to submit my internship report titled “*Planning and Strategy of Grey Advertising Bangladesh Ltd.*” as part of the partial fulfillment of my BBA degree in Marketing at UIU.

This report captures the key learnings and experiences I gathered during my three-month internship in the Strategic Planning Department at Grey Advertising Bangladesh Ltd. The opportunity to work on real campaigns and collaborate with industry professionals has been both insightful and rewarding.

I would like to thank you sincerely for your kind guidance and support throughout this journey. I am also grateful to my team at Grey Advertising for their encouragement and mentorship.

I hope this report meets your expectations. Please do not hesitate to contact me if any clarification is needed.

Warm regards,

**Saida Azad Sadia**

ID: 111 192 015

BBA in Marketing

United International University (UIU)

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## DECLARATION

I hereby declare that this internship report titled “Planning and Strategy of Grey Advertising Bangladesh Ltd.” has been prepared as a partial requirement for the degree of Bachelor of Business Administration (BBA), under the School of Business & Economics at United International University (UIU).

This report is the result of my own work, based on my experience during the internship period from 12 January 2025 to 11 April 2025 at Grey Advertising Bangladesh Ltd. No part of this report has been submitted previously to any other institution or organization for any academic or professional purpose.

I have maintained full honesty and integrity in gathering information and preparing this report. All data and references, wherever used, have been acknowledged properly.

Saida Azad Sadia

ID: 111 192 015

BBA in Marketing

United International University

## ACKNOWLEDGEMENT

First and foremost, I am profoundly grateful to Almighty Allah for granting me the strength, patience, and perseverance to successfully complete my internship. Without His guidance and blessings, this journey would not have been possible.

I would like to extend my heartfelt gratitude to my academic supervisor, Dr. Seyama Sultana, Associate Professor at the School of Business & Economics, United International University (UIU). Her unwavering support, thoughtful guidance, and valuable feedback throughout the internship and the report-writing process have been truly instrumental in shaping this work. I am deeply thankful for her encouragement, trust, and insightful suggestions that helped me stay focused and motivated.

My sincerest thanks go to Mr. Fahim Ahnaf Towsif, my line manager at Grey Advertising Bangladesh Ltd., for his continuous mentorship and for believing in my potential. His constructive feedback, professional guidance, and encouragement helped me navigate the challenges of a real-world working environment with confidence. I feel incredibly fortunate to have worked under someone who not only provided direction but also inspired learning at every step.

I would also like to express my appreciation to the entire Strategy and Planning Department at Grey Advertising. Each team member welcomed me with warmth and treated me as part of the team from day one. Their willingness to share knowledge, involve me in real projects, and support me during busy moments made my internship both educational and enjoyable. The learning experience I received from this department will remain invaluable as I move forward in my professional career.

Lastly, I am sincerely thankful to my family and friends for their endless encouragement, emotional support, and constant belief in my abilities. Their motivation kept me grounded during moments of stress and self-doubt, and their faith in me gave me the strength to keep striving.

This report is the result of the collective support of all the people mentioned above, and I feel truly blessed to have had such a positive and enriching experience.

## EXECUTIVE SUMMARY

This internship report is a reflection of my three-month experience at Grey Advertising Bangladesh Ltd., where I was placed in the Strategy and Planning Department from 12 January 2025 to 11 April 2025. The objective of the internship was to bridge the gap between theoretical knowledge and practical application in the field of marketing.

Throughout the internship, I was actively involved in preparing client decks, conducting both primary and secondary research using social media platforms and online tools, and writing marketing content based on both team-generated and self-proposed ideas. I also had the opportunity to contribute to survey analysis and explore real consumer feedback.

In addition to working in the Strategy and Planning department, I briefly collaborated with the Client Servicing team, where I created a client pitch deck for Care Nutrition Ltd. and developed content ideas for a baby care brand named “Baby Soft.”

This internship has been a truly enriching experience, enhancing my strategic thinking, research capability, content development skills, and professional communication. The insights and responsibilities I gained during this period will undoubtedly serve as a strong foundation for my future career in marketing and advertising.

## KEY WORDS

The following terms have been frequently used throughout this internship report due to their relevance to the roles, responsibilities, and experiences encountered during the internship period.

- Strategy
- Strategic
- Planning
- Internship
- Client
- Campaign
- Team
- Research
- Insight
- Content
- Deck
- Communication
- Consumer
- Creative
- Experience
- Learning
- Contribution
- Feedback
- Session
- Brand
- Marketing
- Advertising
- Development
- Presentation
- Social
- Media
- Collaboration
- Department
- Idea
- Understanding
- Tasks
- Role
- Responsibility
- Tools
- Writing
- Analysis
- Confidence
- Supervisor
- Challenges
- Growth
- Professional
- Work
- Environment
- Expectation
- Knowledge
- Execution
- Perspective
- Skills
- Observation
- Real
- Data
- Messages
- Title
- Company
- Organization
- Behavior
- Structure
- Direction
- Creativity
- Interaction
- Problem
- Support
- Time
- Manage
- Contribution
- Summary
- Preparation
- Thought
- Communication
- Digital
- Tools
- Platform
- Feedback

## TABLE OF CONTENTS

Letter of Transmittal.....	3
Certification of Similarity index.....	4
Declaration .....	6
Acknowledgement .....	7
Executive Summary.....	8
Key Words.....	9
Chapter 01 Introduction.....	12
1.1 Background of the Internship.....	12
1.2 Purpose of the Internship.....	12
1.3 Objectives of the Internship .....	12
1.4 Scope of the Report .....	12
1.5 Limitations of the Internship.....	13
Chapter 2: Organization Profile .....	14
2.1 About the Company .....	14
2.2 Diversified Services and Digital Evolution .....	14
2.3 Notable Clients and Campaigns.....	15
2.4 My Department: Strategy and Planning.....	16
2.5 Collaboration with Client Servicing .....	17
2.6 Organizational Culture and Work Environment.....	17
2.7 Vision, Mission, and Strategic Philosophy.....	17
Chapter 3: Internship Responsibilities.....	19
3.1 Deck Preparation and Strategic Presentations .....	19
3.2 Research and Insight Mining .....	20
3.3 Content Writing and Ideation .....	20
3.4 Survey Compilation and Consumer Reviews .....	21
3.5 Coordination with Cross-Functional Teams .....	21
3.6 Additional Contributions and Learning.....	22
Chapter 4: Job Responsibilities .....	23
4.1 Strategic Planning & Deck Preparation .....	23
4.2 Research Activities.....	24
4.3 Content Writing.....	24
4.4 Survey & Consumer Feedback Analysis .....	25
4.5 Client Servicing Collaboration .....	26
Chapter 5: Challenges and Solutions.....	27
<b>Time Management</b> .....	27

<b>Adjusting to a Fast-Paced Environment</b> .....	27
<b>Adapting to Real Client Expectations</b> .....	28
Chapter 6: Key Learnings .....	29
<b>Strategic Thinking in Action</b> .....	29
<b>Mastering Modern Marketing Research</b> .....	29
<b>Content as a Strategic Tool</b> .....	29
<b>Professional Communication &amp; Collaboration</b> .....	29
Chapter 7: Recommendations.....	30
For Future Interns .....	30
For the Host Organization .....	31
Chapter 8: Conclusion.....	32
References.....	33

## CHAPTER 01 INTRODUCTION

### 1.1 BACKGROUND OF THE INTERNSHIP

As part of the BBA program at United International University (UIU), I had the opportunity to complete a three-month internship at Grey Advertising Bangladesh Ltd., from January 12 to April 11, 2025. I was placed in the Strategy and Planning Department, where I gained first-hand experience in how one of the country's top advertising agencies operates—strategically, creatively, and collaboratively.

### 1.2 PURPOSE OF THE INTERNSHIP

The internship was designed to bridge the gap between academic knowledge and industry application. My goal was to understand how marketing strategies are developed and executed for real clients, and to witness how teams align creativity with data-driven insights to solve communication challenges.

### 1.3 OBJECTIVES OF THE INTERNSHIP

During this internship, I set out to:

- Understand how real-world marketing plans are structured and presented
- Strengthen my ability to conduct consumer and market research
- Support campaign ideation and content development processes
- Learn how cross-functional teams operate within an agency
- Grow my confidence and communication skills in a fast-paced setting

### 1.4 SCOPE OF THE REPORT

This report captures my experiences and contributions during the internship. It focuses on the tasks I handled—such as preparing pitch presentations, drafting campaign content, and conducting research. I also had brief exposure to the Client Servicing Team, which added depth to my learning.

## 1.5 LIMITATIONS OF THE INTERNSHIP

While the experience was enriching, some limitations existed. Due to confidentiality, I didn't have access to sensitive client materials or the complete lifecycle of long-term campaigns. Nevertheless, I remained fully engaged in every task I was assigned and absorbed as much knowledge as possible from the people around me.

## CHAPTER 2: ORGANIZATION PROFILE

Interning at a globally affiliated advertising agency is a rare and valuable opportunity one that allows students to not only observe the industry's inner workings but also actively contribute to meaningful brand communication. My internship at Grey Advertising Bangladesh Ltd. offered exactly that. As a student majoring in Marketing, being placed in the Strategy and Planning Department allowed me to experience the pulse of campaign development, brand insight mining, and creative execution from a frontline perspective.

In this chapter, I will explore the structure, services, clients, and work culture of Grey Advertising Bangladesh Ltd., while also discussing my assigned division and how it shaped my learning experience.

### 2.1 ABOUT THE COMPANY

Grey Advertising Bangladesh Ltd. was established in 1996 and has grown to become one of the most respected names in the country's advertising landscape. It ranks as the third-largest advertising agency in Bangladesh in terms of revenue and market influence. The agency operates as a part of Grey Global Group, which is internationally recognized as one of the top ten advertising networks in the world. (Kotler, Kartajaya, & Setiawan, 2021)

With decades of expertise and a strong multinational background, Grey Bangladesh has continuously evolved to meet the needs of a rapidly shifting consumer market. From large-scale ATL (Above the Line) campaigns to nuanced digital strategies, the agency delivers communication solutions that are both creatively bold and strategically sound. (Kotler, Kartajaya, & Setiawan, 2021)

### 2.2 DIVERSIFIED SERVICES AND DIGITAL EVOLUTION

Grey Advertising Bangladesh offers a 360-degree approach to advertising, catering to clients across sectors FMCG, telecom, financial services, healthcare, and development organizations.

**Key services include:**

- Strategic brand planning
- Creative content development
- Campaign ideation and execution
- ATL and BTL communication
- Digital and social media marketing
- Research and consumer insight analysis
- Client servicing and relationship management
- Data analytics and behavioral targeting

In 2017, Grey expanded its capabilities by launching a Digital Division a move that positioned it as a forerunner in digital marketing transformation in Bangladesh. One year later, it introduced Grey Data Science, a tech-driven initiative that analyzes online consumer behavior to optimize ad targeting and delivery.

This digital-first mindset shaped much of my own internship experience. I was able to work with tools and platforms such as Facebook, TikTok, Instagram, YouTube, as well as digital research engines like Google, ChatGPT, DeepSeek, and Perplexity, all of which helped in campaign planning and idea generation. (Kotler, Kartajaya, & Setiawan, 2021)

## 2.3 NOTABLE CLIENTS AND CAMPAIGNS

Grey Bangladesh serves an impressive roster of both local and international brands. Some of its renowned clients include:

Grameenphone, Mastercard, Nestlé, Bkash, Royal Enfield, SMC, New Zealand Dairy, BRAC, Ispahani Foods, Sensodyne, ACI Limited, Incepta Pharmaceuticals, Sprite, and Eno, among others.

During my internship, I was directly involved in developing a pitch deck for Care Nutrition Ltd., a potential new client, and contributing content ideas for “Baby Soft,” a baby care brand. Being involved in live projects for real brands gave me valuable insight into how client expectations are interpreted into strategic proposals and creative storytelling.

## 2.4 MY DEPARTMENT: STRATEGY AND PLANNING

My placement was within the Strategy and Planning Department, which sits at the core of every campaign Grey produces. This department is responsible for identifying consumer insights, crafting campaign strategies, shaping brand positioning, and ensuring the creative ideas align with business objectives. (Kotler, Kartajaya, & Setiawan, 2021)

### **My responsibilities included:**

- ✚ Presentation Deck Creation: I worked closely with my supervisor and team members to prepare slide decks used for internal brainstorming sessions and client meetings. These decks summarized brand problems, campaign ideas, and strategic justifications.
- ✚ Digital Research: I conducted research using social media platforms like Facebook, Instagram, TikTok, and YouTube to gather consumer sentiment, competitor activity, and campaign inspiration. I also took screenshots of trends, visual content, and user reviews for inclusion in reports.
- ✚ In-depth Market Exploration: Using tools like Google, Perplexity, DeepSeek, and ChatGPT, I explored macro and micro-level trends in the market. These findings supported the team's decisions on what direction to take for messaging or visual design.
- ✚ Content Development: Sometimes, I developed content ideas from scratch; other times, I was given an idea and had to translate it into a title or concept description. I had to think critically to ensure the tone matched the client's voice and objectives.
- ✚ Survey & Consumer Feedback: I also worked on analyzing consumer reviews to identify emotional triggers, satisfaction factors, and brand perceptions. These insights were included in strategic discussions and concept evaluation.

## 2.5 COLLABORATION WITH CLIENT SERVICING

Though my primary placement was in Strategy and Planning, I had the opportunity to work with the Client Servicing Team, especially during the development of the Care Nutrition Ltd. pitch. I helped develop the full deck that would be used to initiate communication with this prospective client. (Hackley & Hackley, 2021)

Additionally, my content ideas for Baby Soft were shared, reviewed, and finalized through internal channels (including WhatsApp), making it a memorable contribution for me as an intern. Seeing my ideas get approved by senior team members gave me both confidence and a sense of belonging in the agency's creative process.

## 2.6 ORGANIZATIONAL CULTURE AND WORK ENVIRONMENT

Grey Bangladesh promotes a youth-centric, inclusive, and collaborative culture. The average age of employees is around 28 years, which brings a vibrant energy to the office. The agency's open-floor layout encourages team interaction, idea sharing, and peer learning.

What stood out to me the most was how approachable the senior team members were. Despite their high-level roles, they always welcomed questions, gave feedback, and treated interns as contributors not just observers. The culture values creativity, punctuality, independent thinking, and smart collaboration, all of which I found deeply motivating. (Hackley & Hackley, 2021)

## 2.7 VISION, MISSION, AND STRATEGIC PHILOSOPHY

### **Vision:**

"To be a great global company, creating and enhancing brand value for our clients."

### **Mission:**

"To create Famously Effective ideas that move people, business, and the world forward."

**Strategic Philosophy:**

**Simplicity of Structure:** Grey operates with streamlined processes that encourage efficient communication and quick decision-making. Teams work in close coordination, creating a strong sense of unity across functions.

**Singularity of Purpose:** Every campaign, regardless of scale, is rooted in one central goal building long-term brand value for clients. Whether it's a small social media campaign or a nationwide product launch, the purpose remains the same: to move people emotionally and brands commercially. (Smith & Zook, 2016)

Grey Advertising Bangladesh Ltd. is more than just an agency it's a dynamic, evolving platform where strategy meets creativity, and data meets design. The experience of being placed in the Strategy and Planning Department gave me the opportunity to learn how brand thinking is structured, how insights are translated into communication, and how collaboration fuels every success story.

This exposure has not only strengthened my academic understanding of marketing but also helped me grow as a future professional curious, confident, and better prepared for the industry ahead. (Ryan, 2016)

## CHAPTER 3: INTERNSHIP RESPONSIBILITIES

During my internship at Grey Advertising Bangladesh Ltd., I was assigned to the Strategy and Planning Department, which plays a pivotal role in connecting creative ideas with consumer insight and brand objectives. The work here is both analytical and imaginative requiring one to think critically, explore deeply, and articulate ideas clearly for both internal teams and external clients.

My experience in this department was both challenging and fulfilling, as it allowed me to take ownership of important tasks, collaborate with cross-functional teams, and contribute directly to real-time brand campaigns. Below is a detailed account of my core responsibilities and the learning outcomes associated with them. (Hackley & Hackley, 2021)

### 3.1 DECK PREPARATION AND STRATEGIC PRESENTATIONS

One of the most recurring responsibilities during my internship was creating presentation decks a central tool used for internal brainstorming sessions, strategic planning, and client pitches. These decks were not just visual slides; they told the story of the brand, highlighted consumer problems, proposed creative solutions, and justified the overall strategy with research-backed insights. (Ryan, 2016)

#### **I was entrusted with tasks such as:**

- Structuring the deck flow from problem statement to solution.
- Designing visuals, selecting mood boards, and organizing competitive benchmarks.
- Ensuring clarity, brevity, and brand tone in slide content.

For instance, I developed a full pitch deck for Care Nutrition Ltd., a prospective client, in coordination with the Client Servicing team. This experience helped me understand the nuances of client targeting, competitive positioning, and how to align creative ideas with business needs.

## 3.2 RESEARCH AND INSIGHT MINING

Research formed the backbone of most strategy-related work. I conducted both surface-level and deep-dive research to support campaign concepts and understand brand context. This research was often spread across multiple platforms and tools:

- ✚ Social Media Analysis: I explored platforms like Facebook, Instagram, TikTok, and YouTube to study consumer behavior, visual trends, comments, influencer styles, and audience reactions. I often used screenshots of relevant user-generated content or reviews for inclusion in internal reports.
- ✚ Advanced Digital Research: For in-depth insight mining, I used tools like Google, ChatGPT, DeepSeek, and Perplexity to study category trends, cultural movements, brand narratives, and competitor campaigns.

This process taught me how to not just gather information but filter, contextualize, and translate it into strategic direction.

## 3.3 CONTENT WRITING AND IDEATION

As part of the planning team, I also had the chance to contribute to content development. Content writing here wasn't about long-form copy it was about finding the right words that sell an idea to both internal teams and external clients.

### **There were two ways I contributed:**

- Sometimes I was given the core campaign idea, and my job was to turn that into an engaging headline, story caption, or thematic title.
- Other times, I was part of the ideation phase where I proposed the content angle, mood, and messaging direction from scratch.

A highlight of this segment was contributing content ideas for the baby care brand “Baby Soft”. Some of my proposed headlines and taglines were approved and finalized through team WhatsApp discussions, which felt especially rewarding as an intern. It made me feel heard, valued, and encouraged. (Smith & Zook, 2016)

### 3.4 SURVEY COMPILATION AND CONSUMER REVIEWS

To understand the consumer’s voice, I helped collect and organize survey responses and product reviews. These reviews offered emotional and functional feedback, which were then analyzed for planning discussions.

#### **My role included:**

- Reading through raw consumer comments.
- Identifying key pain points, desires, and product perceptions.
- Summarizing the responses into key takeaways for internal planning decks.

This task helped me sharpen my ability to listen to consumers not just literally, but interpretively. It trained me to see beyond the words and understand what the consumer feels, which is at the heart of good marketing.

### 3.5 COORDINATION WITH CROSS-FUNCTIONAL TEAMS

Although my primary placement was in Strategy and Planning, I regularly collaborated with other teams, especially the Client Servicing and Creative departments. (Smith & Zook, 2016)

Through this interaction, I learned:

- ✓ How client servicing teams communicate feedback, structure meetings, and represent client needs internally.
- ✓ How creative teams take the brief and convert it into visual or narrative assets.

Being part of these interdepartmental conversations helped me appreciate the value of collaboration and clarity. Everyone had a role, and the final success depended on how well we worked together.

### 3.6 ADDITIONAL CONTRIBUTIONS AND LEARNING

Apart from core responsibilities, I occasionally took part in internal brainstorming sessions, where we collectively discussed mood boards, theme lines, campaign angles, and feedback rounds. I also helped with documentation for pitch decks, collating competitor references, and reviewing previous campaigns for inspiration.

Throughout the internship, I maintained close communication with my supervisor, submitted tasks on deadline, and proactively asked for feedback. This openness helped me improve my work and build stronger professional relationships within the team.

Every responsibility I handled during my internship whether big or small contributed to my growth as a marketing professional. I was not just executing tasks; I was learning to think like a planner, write like a strategist, and act like a team player. The Strategy and Planning Department at Grey Advertising Bangladesh Ltd. became more than a workplace it became a training ground for everything I hope to become in my career. (Ryan, 2016)

## CHAPTER 4: JOB RESPONSIBILITIES

During my three-month internship at Grey Advertising Bangladesh Ltd., I was assigned to the Strategic Planning Department the core of the agency's brand-building engine. This department acts as the bridge between research, insight, and creative execution. Being part of this team allowed me to gain firsthand experience in how advertising strategies are developed, supported by real consumer data and brought to life through creative collaboration.

My role was not limited to observing; I was given meaningful responsibilities that challenged my analytical thinking, creativity, and communication skills. The work was both intellectually stimulating and emotionally rewarding, as I could see how my small contributions fed into the larger picture of real campaigns. (Keller, 2013)

### 4.1 STRATEGIC PLANNING & DECK PREPARATION

One of my primary tasks was assisting in the development of strategic decks comprehensive presentation materials used for internal planning and client pitches. These decks included market analysis, consumer insights, campaign directions, and proposed creative solutions. (Smith & Zook, 2016)

I was involved in:

- Structuring slide narratives to clearly communicate the brand's challenge, insight, and solution.
- Curating visual elements such as mood boards, brand benchmarks, and social media snapshots.
- Writing supporting text that aligned with the brand's tone and campaign objective.

A particularly memorable experience was creating a full strategic pitch deck for Care Nutrition Ltd., a prospective client. I worked alongside my supervisor and the client servicing team to craft a compelling presentation that combined storytelling with business logic. It was exciting to see how research, writing, and design came together to form a persuasive strategy. (Keller, 2013)

## 4.2 RESEARCH ACTIVITIES

Research is the foundation of strategic planning. Every idea we proposed had to be backed by data or insight. I conducted extensive digital research, which helped inform both the strategic approach and the creative brief. (Keller, 2013)

### **Social Media Research**

I monitored platforms such as Facebook, Instagram, TikTok, and YouTube to:

- Identify user behavior, engagement patterns, and content trends relevant to target audiences.
- Collect real consumer feedback through comments, shares, and reactions.
- Capture visual inspiration, screenshots, and influencer activities that could support campaign ideation.

### **Use of Analytical Tools**

Beyond social media, I used a range of digital tools including:

- Google for trend spotting, market comparison, and consumer queries.
- ChatGPT, Perplexity, and DeepSeek for deeper exploration of category insights, campaign case studies, and audience psychographics.

These tools helped me gather both quantitative and qualitative insights skills that are vital in the planning process. (Keller, 2013)

## 4.3 CONTENT WRITING

As part of the strategy team, I also contributed to content ideation and writing, particularly for social media and campaign messaging. In many cases, I was asked to take an idea and turn it into a headline, tagline, or short description that would make the concept more relatable to the target audience.

## Idea Generation

I took part in team brainstorming sessions and sometimes pitched ideas independently, based on:

- Ongoing trends
- Cultural relevance
- Brand tone and audience mindset

## Text Execution

Once an idea was approved, I translated it into:

- Campaign titles, catchphrases, or content themes
- Brief supporting copy or summaries for creative direction
- Client-facing text for presentation slides or idea justifications

A highlight for me was working on content for “Baby Soft,” a baby care brand. Some of my content suggestions were accepted by the senior team and finalized for the client presentation. That moment gave me a real sense of contribution and confidence.

## 4.4 SURVEY & CONSUMER FEEDBACK ANALYSIS

A key part of strategic planning is understanding how people think, feel, and act and why. I supported the team by gathering and interpreting consumer reviews and survey data to uncover useful insights.

My work involved:

- Collecting feedback from social media and online review platforms.
- Categorizing responses by themes such as product trust, emotional tone, or service issues.
- Summarizing findings into digestible formats for team reference and presentations.

This process showed me how even small comments or repeated opinions can indicate larger behavioral patterns insights that later fuel strong campaign strategies. (Ryan, 2016)

## 4.5 CLIENT SERVICING COLLABORATION

Though my formal placement was in Strategic Planning, I had the opportunity to work alongside the Client Servicing Team during the pitch for Care Nutrition Ltd. and the planning of Baby Soft's campaign. This exposure gave me valuable insight into how agencies maintain client relationships, manage timelines, and present creative solutions. (Batra, Myers, & Aaker, 2016)

I learned:

- How to format information for client presentations in a clear, professional tone.
- The importance of alignment between client expectations and internal strategy.
- How feedback is managed and filtered from clients to creative teams.

This cross-functional experience helped me see the real-world execution of the ideas we developed, rounding out my understanding of the full strategic cycle.

## CHAPTER 5: CHALLENGES AND SOLUTIONS

No professional experience comes without its share of obstacles. In fact, it is often through challenges that we grow the most. During my internship in the Strategic Planning Department at Grey Advertising Bangladesh Ltd., I encountered several hurdles both practical and emotional. From managing time-sensitive tasks to adapting to a high-performance environment, these challenges pushed me out of my comfort zone and helped me evolve not just as a student, but as a working professional.

### **Time Management**

One of the earliest and most consistent challenges I faced was time management. In the agency world, especially in the planning department, tasks can change rapidly. A brief may arrive at 10 AM and the first draft of the deck might be expected by 2 PM. Often, I found myself juggling multiple responsibilities research, content writing, preparing decks while also trying to absorb new information.

#### **How I overcame it:**

Initially, I struggled to keep pace. But with the support of my supervisor, I began breaking down tasks into smaller, manageable blocks. I created checklists, tracked deadlines in my notebook, and started using digital tools like Google Keep for reminders. More importantly, I learned to prioritize to focus first on what would have the most impact and to communicate honestly if I needed more time or support. (Batra, Myers, & Aaker, 2016)

### **Adjusting to a Fast-Paced Environment**

Coming from a university environment where timelines are generous and structured, the transition to a fast-paced advertising agency was, at first, overwhelming. In planning, we were constantly reacting to new client demands, idea revisions, and deadlines that felt like they arrived before we even started.

#### **How I overcame it:**

Instead of trying to slow the pace, I focused on speeding up my adaptability. I observed how senior team members stayed calm and efficient, even under pressure. I also learned to accept that perfection isn't always possible but delivering your best within the deadline is critical. Over time, I became more comfortable thinking on my feet and making quick, informed decisions without second-guessing myself.

### **Adapting to Real Client Expectations**

One of the most intimidating aspects of my internship was knowing that my work my words, my research, my deck layouts could end up in front of an actual paying client. The idea of that responsibility made me nervous. I kept wondering, "Is my idea good enough? Will this headline make sense to the client?"

#### **How I overcame it:**

With encouragement from my supervisor, I began to see clients not as distant figures but as people looking for clear, effective solutions. I reminded myself that I had been selected for this internship because I brought something valuable to the table. The more I worked on real projects like the Care Nutrition Ltd. pitch deck or Baby Soft content planning, the more confident I became in my ability to think strategically and communicate effectively. (Belch & Belch, 2021)

## CHAPTER 6: KEY LEARNINGS

This internship has been a turning point in my academic and personal growth. It has transformed the way I think about marketing, work, and even myself. While university lectures laid the foundation, it was here in the Strategic Planning Department of Grey Advertising that I learned how to connect theory with practice, and vision with execution.

### **Strategic Thinking in Action**

I had read about strategy in textbooks, but at Grey, I learned what it really means to think strategically. I saw how a campaign isn't just an idea it's a solution to a real-world business challenge. I learned how planners dig deep to understand the audience, find a relevant insight, and craft a message that's both creative and commercially effective. (Belch & Belch, 2021)

### **Mastering Modern Marketing Research**

Research became one of my strongest tools. I explored platforms like Facebook, Instagram, TikTok, YouTube, and also used AI-based engines like ChatGPT, DeepSeek, and Perplexity. I learned to look for patterns, trends, and emotional cues in online behavior and use them to shape communication that resonates. This taught me that great campaigns begin with great observation.

### **Content as a Strategic Tool**

Before this internship, I thought of content as something you write to "fill a space." But I learned that every word matters. A title isn't just a label it's a hook. A caption isn't just text it's the tone of your brand. From writing taglines to framing messages for presentations, I learned how to write with purpose, precision, and personality. (Belch & Belch, 2021)

### **Professional Communication & Collaboration**

I developed the ability to communicate more confidently in professional settings whether I was presenting a draft, taking feedback, or contributing in meetings. I also understood how critical it is to listen actively, respect different opinions, and value team collaboration, especially in a creative, high-stakes environment like advertising.

## CHAPTER 7: RECOMMENDATIONS

Throughout my internship journey at Grey Advertising Bangladesh Ltd., I gained valuable experience that has not only enhanced my academic knowledge but also shaped my professional mindset. Based on my time in the Strategic Planning Department, I would like to share a few thoughtful recommendations that may benefit both future interns and the host organization. These suggestions are grounded in my personal experience and intended to support continuous improvement and mutual value generation for everyone involved in the internship process. (Belch & Belch, 2021)

### FOR FUTURE INTERNS

#### **Be Curious, Not Just Compliant**

In a strategic environment, curiosity is your greatest asset. Don't wait passively for tasks to be assigned. If you don't understand something, ask. If you're unsure why something is done a certain way ask again. Strategic Planning is built on critical thinking, and the more curious you are, the more value you'll bring to the team. (Armstrong & Kotler, 2021)

#### **Take Notes, Even on the Smallest Things**

In fast-paced agency life, information is often shared quickly and casually. Whether it's during a quick brainstorming session or a passing comment from a senior, valuable insights can appear anywhere. Keep a notebook or digital journal to capture learnings, feedback, tools, and even campaign terminology. These small notes will become your personal guidebook by the end of your internship.

#### **Don't Fear Rejection Learn from It**

Not every idea will be approved, and not every deck will make it to the client. That's okay. What matters more is your willingness to contribute ideas confidently, accept feedback constructively, and grow from every experience. Rejection is not a reflection of failure it's often a redirection toward better thinking. (Armstrong & Kotler, 2021)

## **Treat Every Task With Respect**

Whether you're drafting headlines or organizing survey responses, every task is part of a larger campaign puzzle. Strategic Planning thrives on detail and structure, and even seemingly minor contributions like organizing a deck layout or formatting insights can make a huge difference in how a campaign is received. Approach every assignment with attention and professionalism.

### FOR THE HOST ORGANIZATION

#### **Introduce a Structured Intern Orientation**

Onboarding can set the tone for the entire internship. A short orientation on day one introducing the agency structure, departments, key processes, and expectations would help new interns find their footing more confidently. Even a one-hour walkthrough with the team or a shared guide could make a big difference in early engagement. (Armstrong & Kotler, 2021)

#### **Offer a Mid-Term Feedback Session**

Constructive feedback is one of the most important parts of an intern's development. A formal feedback session around the midpoint of the internship would allow interns to better understand what they're doing well and where they can improve. This also gives the team a chance to guide the intern more effectively for the remaining weeks.

#### **Provide Access to Internal Case Studies or Deck Archives**

Having access to selected, non-confidential past decks, campaign case studies, or planning documents would be incredibly helpful for interns. It would allow them to study the structure, tone, and thinking behind Grey's most effective campaigns and ultimately inspire higher-quality work in their own assignments. (Armstrong & Kotler, 2021)

By implementing a few small structural improvements and maintaining the nurturing culture that Grey is already known for, the internship experience can become even more impactful for both the interns and the organization. My time at Grey Advertising has left a lasting impression on me, and I hope these reflections help others step into the same opportunity with clarity, confidence, and curiosity. (Armstrong & Kotler, 2021)

## CHAPTER 8: CONCLUSION

Completing my internship at Grey Advertising Bangladesh Ltd., under the guidance of the Strategic Planning Department, has been one of the most enriching and transformative phases of my academic life. When I first joined the agency, I stepped in with a basic understanding of marketing from textbooks and lectures but over the course of three months, that knowledge was reshaped, expanded, and brought to life through real experiences, real challenges, and real learning.

From the very beginning, I was welcomed not as a passive observer, but as a contributing member of the team. I was trusted with responsibilities that mattered whether it was crafting pitch decks, researching audience behavior, writing campaign content, or collaborating on client presentations. Each task, no matter how small, taught me something new about the way strategy is built, creativity is guided, and communication is tailored to connect with real people.

In the fast-paced, ever-evolving world of advertising, the Strategic Planning Department serves as the bridge between logic and imagination. Being part of that team gave me the chance to think beyond visuals and slogans. I learned how to ask the right questions, look beneath the surface, and translate insights into meaningful brand direction. It was this balance of data, storytelling, and human understanding that made my role so fulfilling.

The challenges I faced navigating tight deadlines, presenting ideas with confidence, and adapting to client expectations only made me stronger. They taught me the value of resilience, focus, and adaptability qualities that will stay with me far beyond this internship.

Most importantly, this experience confirmed my passion for strategic communication. It made me realize that behind every campaign is a story waiting to be told and I want to be one of the people who helps tell it. I now leave this internship with a stronger sense of direction, a more confident voice, and a deeper appreciation for the role strategy plays in shaping how brands live in people's lives.

I am deeply thankful to my academic supervisor, my line manager, and every team member who supported, guided, and encouraged me during this journey. This internship may have lasted just a few months but the impact it has left on me will last a lifetime.

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