



Cooperative Education Report:
Exploring how an advertising and marketing agency functions in the context of Nepal

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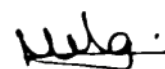
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ABSTRACT

This cooperative education report was developed during an internship at Welcome Advertising and Marketing Pvt. Ltd. (WA) and its sister company, Welcome Event Management Pvt. Ltd. (WE). WA is a Nepalese advertising agency that has been in the industry for more than three decades. WE is an event planner and a sister company of Welcome Group (WG) and falls under the same umbrella as WA. The coop provided firsthand experience in understanding the advertising and marketing industry in the Nepalese market, as well as how an event planning company functions. During this 16-week internship, various duties and responsibilities were undertaken, including content writing, client servicing, collaboration and coordination with the advertising department's marketing and creative departments, and event management. This was an opportunity to obtain important insights into the prospects, difficulties, and dynamics of Nepal's advertising and marketing by fully immersing in the dynamics of Nepal's advertising and marketing landscape and understanding what goes on behind managing an event. This paper provides insights into the experience gained throughout the internship program. It attempts to shed light on how these agencies operate in Nepal. This paper offers insights into the experiences gained during the internship program. It attempts to shed light on how these advertising agencies and event planners operate in Nepal.

Keywords: advertising sector, agency, market, Nepalese market

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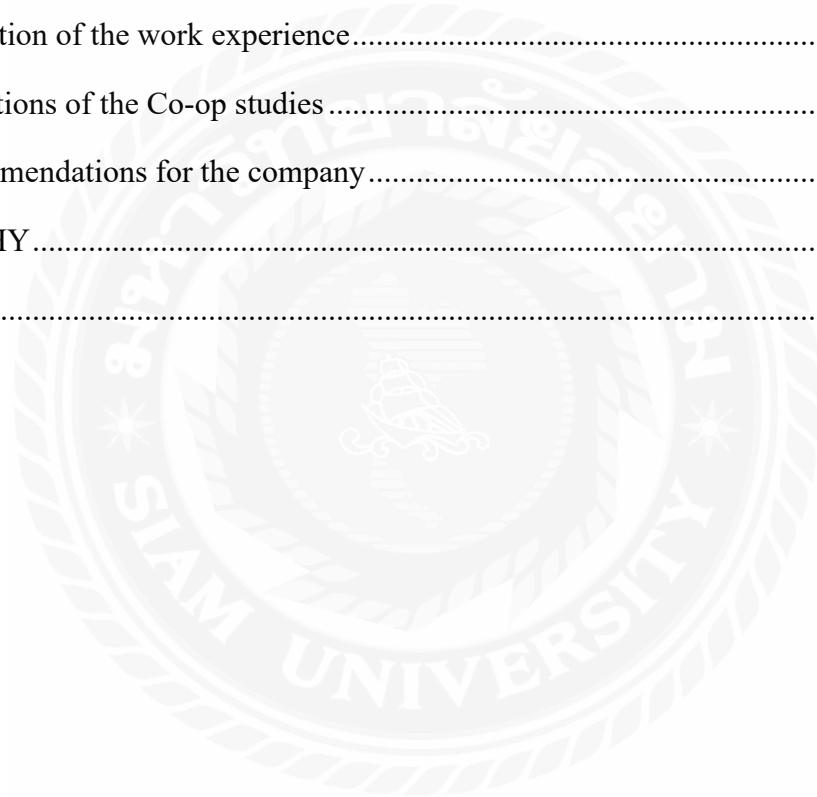
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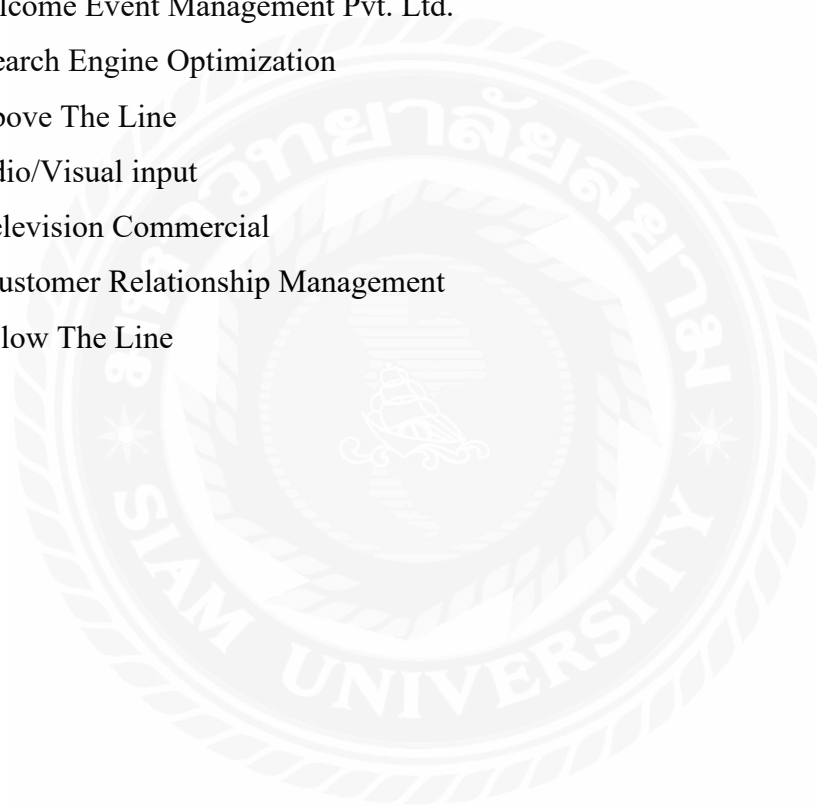
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LIST OF ACRONYMS

1. WA : Welcome Advertising and Marketing Pvt. Ltd.
2. PR: Public Relation
3. SMM: Social Media Management
4. SMM: Social Media Marketing
5. SEM: Search Engine Marketing
6. WG: Welcome Group
7. WE: Welcome Event Management Pvt. Ltd.
8. SEO : Search Engine Optimization
9. ATL: Above The Line
10. AV: Audio/Visual input
11. TVC: Television Commercial
12. CRM: Customer Relationship Management
13. BTL: Below The Line



CHAPTER 1: INTRODUCTION

1. Company's Profile

Welcome Advertising and Marketing Pvt. Ltd. (W.A.) is a full-service advertising firm that provides comprehensive advertising solutions best suited to clients' requirements. Founded in 1989, A.D., WA has cultivated a diverse clientele over nearly three decades, comprising well-known international enterprises like DHL, Caterpillar, TATA, Hawkins, Kohler, and Unilever, as well as Nepalese brands like Maruti Cement, Jagdamba Steels, Tilganga Eye Center, and Machhapuchhre Bank.

Welcome Advertising and Marketing has thirty years of experience and an extensive network of media outlets throughout Nepal. They have provided integrated solutions in today's changing business environment to effectively market their brand, interact with customers, and plan memorable events. Among the many services that Welcome Advertising and Marketing offers, AV and TVC production, large-scale event management, and a variety of marketing initiatives, such as Above the Line (ATL), Below the Line (BTL), and Digital Marketing and Social Media Marketing (SMM), set it apart as a top provider.

Welcome Group, as a parent company, also consists of a sister company that operates within the same premises as Welcome Advertising, namely Welcome Event Pvt. Ltd. Welcome Events, a renowned event management and planning firm, specializes in organizing a wide range of events, including corporate gatherings, conferences, product launches, gala dinners, weddings, and social festivities. Welcome Events identifies the concept and type of the event and executes venue branding and decoration. From the entrance to the stage, podium to flex framing and hall branding, catering service to janitor servicing, sound system to lighting facilities, Welcome Events provides every service with the best quality.



Fig 1: Welcome Group's Office Located at Old Baneshwor, Kathmandu, Nepal

1.1. Mission of the Company

WA's mission is to empower businesses of all sizes by providing innovative advertising strategies and solutions that enhance the brand's image and generate measurable results. They strive to be a trusted partner for their clients, helping them achieve their marketing objectives and surpass their competition through innovative and impactful campaigns.

1.2. Vision of the Company

To establish themselves as strong and stable leaders of Nepali Advertising World.

1.3. Strategies of the Company

WA employs various strategies to help its clients achieve their goals, connect with the right target audience, and provide them with what they want. Some of the common strategies employed by WA are:

1. Market research

WA's marketing research strategy uses in-depth research techniques to obtain data from many sources in order to gain a complete market understanding. A thorough examination of newspapers, websites, and e-news sources helps the company gain insightful information on current affairs, business updates, newer, untapped markets, and prospects.

Additionally, WA investigates industrial sites that group businesses based on geographical areas, facilitating a better understanding of regional clients and their preferences. Direct interaction with these firms' marketing and PR departments creates a direct communication channel. It makes it easier to comprehend their objectives and tactics. Furthermore, they focus on identifying quality differentiators when businesses are currently using a marketing agency that WA can provide to showcase their potential. This helps them gain a thorough analysis of their current tactics. These pinpointing areas require development to ensure a noticeable and significant market presence. WA ensures that their research and recommendations go beyond superficial observation to help them gain a competitive advantage in their respective fields.

a. Cost to cost

WA's approach to selecting possible vendors for their projects entails careful analysis of the prices each vendor has to offer. They evaluate, compare, and contrast the prices offered by different suppliers, guaranteeing a thorough inspection. They have developed a clear framework where they only charge for the agency service charge and transparent agency commission at a rate of 15%, with the rest given at a cost-to-cost rate provided by the vendors. This dedication to a uniform commission structure guarantees that their collaborations are based on transparency and a clear understanding between the client and agency while also facilitating

b. Maintaining PR:

Reaching out to prospective customers, particularly on holidays like Dashain and Tihar, offers a wonderful chance to build long-term relationships and promote

WA's offerings. WA maintains strong relationships with clients such as Hulas, JCB, Sipradi, and many others, creating and delivering customized PR packages to express their warmest regards, including gift boxes filled with wine and other delicacies like sweets.

c. Email Marketing:

WA utilizes email marketing campaigns as a tool to interact strategically with both current and potential customers. WA's email marketing campaigns provide an engaging platform for timely information, actively fostering long-term relationships, and brand visibility. WA sends a work portfolio of their experience, highlighting a variety of projects and brands they have worked with.

d. Search Engine Optimization (SEO):

WA is enhancing its online content to boost visibility and optimize it for search engines as part of its strategy to appear below the top results when users search for "Best Advertising Agency in Nepal." In addition to prioritizing relevancy through optimizing their websites, they use SEO techniques to achieve and maintain a significant presence. Optimizing for key search queries reflects their commitment to making the agency stand out as a leader in the advertising market.

1.4. Products of the Company

Founded over three decades ago, WA is an ad agency in Nepal with a long history of creating memorable campaigns. Their areas of expertise include developing calendars for a variety of businesses, TV commercials, and print ads for top cement companies such as Jagadamba Cement, Maruti Cement, and others. WA operates as a service-providing business, and its primary product offerings as a brand include:

1. Print Poster (Flex, Banner, Newspaper Ad, Flyers)

WA specializes in crafting visually appealing print materials tailored to client's needs and preferences, ensuring they best reflect their brand. WA has the expertise to ensure their client's company's print images stand out in any print medium, from flex banners to newspaper ads and flyers.

2. Video Animation (Audio Recording, TVC, Photography, Editing, Casting, Pre – Production, Scripting, Planning and Team Setup)

WA offers video animation services, including production, audio recording, and TV commercial creation. WA has a talented team and skilled employees proficient in photography, editing, and everything that goes into production that brings ideas to life through captivating storytelling and visually stunning animations.

3. Digital Marketing (SMM, SEO & SEM, Design & Development, Interactive Design, Strategic Planning)

By taking advantage of the power of digital platforms, WA offers a range of tailored digital marketing solutions for various brands and companies in Nepal and global brands. From social media management to SEO and SEM strategies, website design helps businesses thrive in the digital landscape through strategic planning and execution.

4. Conception Storyboard (3D Animation, Graphic Design, Branding, Logo, Mnemonic, Copy Writing)

They create seamless and consistent messages that connect brands with their audience through 3D animation, graphic design, branding, logo creation, mnemonic development, and compelling copywriting.

5. Event Planning (Corporate Event, Online Promotion, Photo & Videography, Wedding, Music & Sound System, Decoration, Food & Beverages)

They offer event planning services, including corporate events, online promotions, weddings, and more. They effectively handle everything from photo and videography to music and sound system arrangements, venue, and food and beverage experiences, ensuring seamless and memorable events that exceed expectations.



Fig 2: Print image for JCB

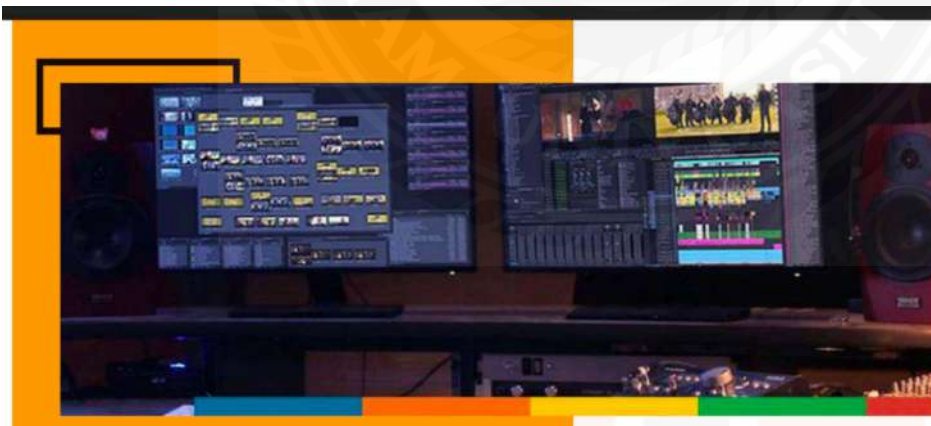


Fig 3: Behind the scenes of the production procedure



Fig 4: Digital invitation card for Tata Motors

2. Organizational Structure

WA and WE are companies that fall under the umbrella of WG and that deal with brands and clients to create advertising such as press, print media, ad campaigns, TVCs, and marketing strategies such as SMM, brand endorsement, product promotion and marketing, and more. In contrast, WE deals with clients to conduct various events such as corporate events, weddings, birthday parties, and rice-feeding ceremonies.

2.1. Diagram of the Organizational Structure

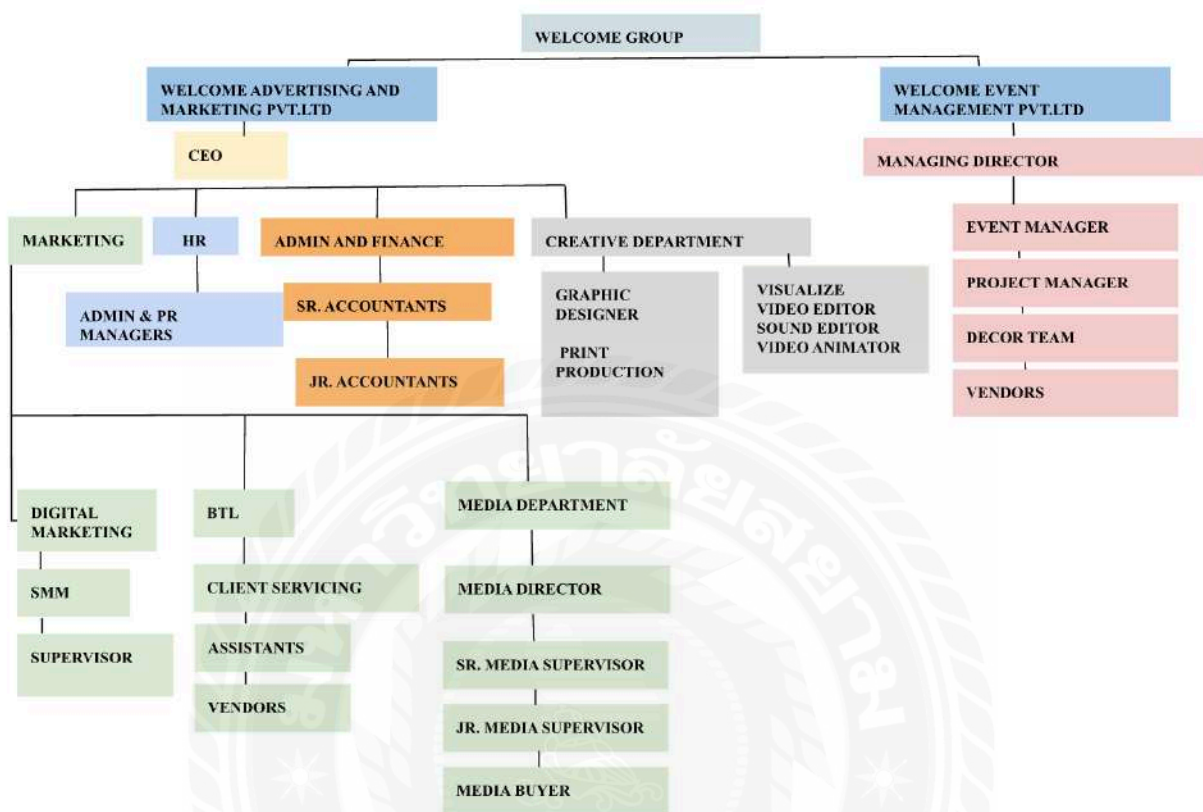


Fig 5: Organizational Structure of WG

2.2. Job Position

As an intern at Welcome Group, I worked in a dynamic environment that has stretched to both advertising firms and its sister company, which specializes in event management. As an undergrad student, this experience has been instrumental in bridging the gap between academic learning and practical application by working in the field.

2.3. Job Position in the Company's Organizational Structure

According to the organizational structure at WA, the job position falls under the marketing department, specifically under client servicing, and involves collaboration and coordination with the creative department.

3. Intention and Motivation to choose the company

There are various reasons to choose an advertising and marketing firm, especially one with a sister company specializing in event management. Combining theoretical knowledge and practical exposure in diverse marketing contexts provides hands-on experience in multiple fields.

1. The presence of both advertising and event management entities provides a holistic learning environment. Exposure to both fields as a marketing student enables a thorough knowledge of how different marketing mix components combine to produce effective advertising campaigns and, in parallel, learn what goes around for a successful event.
2. In such a setting, numerous opportunities exist to interact directly with clients and learn about their preferences and wants. Practical experience facilitates CRM abilities, which are essential for the success of marketing campaigns.
3. Advertising and events work well together to promote creativity. Observing and participating in creative processes in both fields encourages an innovative and creative mindset, which is essential for creating marketing strategies that have an impact.

4. Strategic Analysis of the Company

STRENGTHS

A long history since 1989 A.D. in the marketing and advertising sector provides credibility to the business, trustworthiness, and a good brand history that shows stability and experience in the field.

1. **Strong Portfolio:** An extensive range and impressive portfolio demonstrate the company's deliverability. Notch campaigns across various industries, from the automobile sector to the construction industry, can leverage this as their strength to attract potential clients and enhance their reputation.
2. **Professional Team:** A knowledgeable and creative staff working at WA for over a decade guarantees excellent project management, originality, and creativity, all contributing to successful advertising campaigns and happy clients.
3. **Strong PR:** Establishing strong relationships with media outlets and multinational companies improves the company's exposure, reputation, and access to opportunities, all of which help to strengthen its position in the market.
4. **Customer Satisfaction:** Repeated business with clients such as Maruti Cement and Sipradi, among others, indicates high satisfaction with the company's work. This, in turn, can lead to positive word-of-mouth (WOM) and referrals to other brands, which the company leverages to its advantage.

WEAKNESSES

1. **Employees are not allocated according to job descriptions (JDs):** Since Welcome Group has an event department and an advertising and marketing department, employees of WA typically receive work for the event.

For instance, the creative department receives tasks like designing floor flex, backdrops, e-cards, invitation cards, etc. Tasks beyond the designated roles of employees might necessitate skills they do not possess, leading to the wastage of resources, demotivation, and undervaluation as their expertise remains underutilized within their department. This creates decreased job satisfaction and potential turnover.

2. **High Work Pressure and Overtime (OT):** Employees who are under constant pressure to perform overtime are more likely to experience burnout, which can result in exhaustion and a decline in productivity, which leads to decreased output, mistakes, and rework for the overall company.

High employee turnover may result in skilled and talented workers seeking alternatives elsewhere that offer a better work-life balance and less stressful work environments.

3. **Combining Two Distinct Companies Because of a Family Business Model:** Combining two different companies under one roof can lead to competing target markets, goals, and strategies, which can cause confusion and inefficiencies.

Attempting to balance two distinct business models can lead a company to lose focus and resources, hindering its success in one of the business areas. Additionally, it can lead to issues with brand identification, further complicating the process of building a distinct and unified brand image in the marketplace.

Additionally, conflicts among family members working in each firm can result from differences in priorities and decision-making, which affect the overall organization's cohesion and performance.

OPPORTUNITIES

1. Total digitization: WA has been a traditional company operating since the 1990s as the world has become more digitally connected. There is more potential to provide a greater range of digital marketing services, including email marketing, SMM, content marketing, influencer marketing, and SEO.

By utilizing digital platforms, WA can connect with a broader range of audiences, demographics, and geography than it could through traditional ATL (above-the-line) media. Digitalization in the Nepalese market positions the company as one that can attract clients looking to leverage digital channels for their marketing efforts.

2. International Client: A recent opportunity for WA was the US AID Road Campaign Proposal, a partnering opportunity to showcase the company's capabilities on a global scale and establish credibility in the international market, which helps understand industry trends and best practices from around the world to increase competitiveness in the marketplace.

Dealing with international clients is a potential opportunity to access newer markets and sectors of the economy, which helps build WA and increase revenue streams. It also creates important connections and alliances that may result in recommendations and upcoming initiatives with other multinational companies and organizations.

3. Diversification of the client portfolio: By focusing on new customers such as DHL, Raymond, and Tilgunga, WA's newest clients, the business can lessen its reliance on a handful of important customers and sectors. Gaining well-known clients like Raymond and DHL enhances the company's credibility and reputation in the market, enabling it to fulfill its vision of becoming Nepal's leading marketing and advertising firm.

THREATS

1. **Client Switch:** Clients may opt to establish in-house marketing teams to gain more control over their marketing strategies, reducing reliance on external marketing agencies potentially threatening the company.
2. **Entrants of Competition:** In Nepal's dynamic advertising and marketing landscape, the emergence of new firms led by the younger generation, such as Stellar Studios, Element Studios, and so on, presents a significant threat to well-established companies like WA since they bring fresh perspectives and cost-effectiveness to the market. Clients may switch if they freelance their marketing services, which makes them affordable.
3. **Fluctuating market:** A fluctuating market can lead to unpredictably high demand for marketing and advertising services, potentially causing issues with resource allocation and the inability to meet the ongoing market demand.

Conversely, economic downturns or recessions can exacerbate market volatility by reducing consumer spending, increasing advertising expenditures, and intensifying competition for limited company opportunities.

5. Objective of the study

This study aims to explore the benefits and learning opportunities of interning as an undergraduate marketing student at an advertising and marketing firm with a sister company specializing in event management. The objective is to investigate how the presence of advertising and event management entities contributes to a holistic learning experience, provides hands-on experience in a diverse marketing world that enhances CRM abilities through direct client interaction, and fosters creativity in marketing and advertising strategies. Through this exploration, the study seeks to understand the practical implications and educational takeaways for preparing for future careers in this sector.

CHAPTER 2: CO-OP STUDIES ACTIVITIES

6. Job Description

As a marketing intern at WA, my primary responsibilities revolved around client servicing and content writing. I was responsible for dealing with the client's requirements and coordinating the information with the creative team. I was not only responsible for the work at WA, but I also got a chance to work in the event department.

I was primarily responsible for content writing and the client servicing department at WA. I created and wrote content for various clients at WA, such as Machhapuchhre Bank Pvt. Ltd., for their annual calendar in both Nepali and English. This required developing ideas for themes, picking out images, and using language appealing to the brand's intended audience. I ensured that the finished calendar mirrored the client's corporate identity and messaging by paying close attention to detail and communicating clearly. This helped the calendar work well as a promotional tool for the business.

Additionally, I had the opportunity to extend my skills beyond WA by assisting the event department. At the welcome event, I primarily worked in client servicing and design. I broadened my creative expertise by mastering tools like Canva and sourcing vector files. I would then collaborate with the creative team to craft the final design per the client's requirements. I was primarily responsible for generating ideas, creating a vision board for events, and designing creative departments according to the client's preferences. This involved using various design tools such as Canva and Freepik to create e-videos for invitations, designing e-cards, and coordinating with vendors regarding color codes, alignment, and size for the final product.

7. Job Responsibilities

My main responsibilities as a marketing intern at WG were writing content and client servicing for customer service. I coordinated information between the internal team, handled client communications, and mostly looked after the creative aspects. Listed below are some of the job responsibilities and work duties:

1. R&D

- Competitive analysis of other brands, such as checking up on other companies' annual reports.
- Researching the clients' websites and conducting comparative analysis, such as analyzing their newest schemes and product offerings.

2. Client Servicing:

- Working with clients to understand their specific needs and expectations for specific projects.
- Acting as a bridge between clients and the creative team to ensure better communication and smooth project execution.
- Coordinating information and feedback between clients and the internal teams within the workforce

3. Marketing strategy

- Under my supervisor and marketing department team, I was actively involved in coming up with strategies for clients such as Maruti Cement and Tansen Cement, such as generating schemes and offers such as “Scratch and Win,” cash prizes, international tours, and so on for dealers that motivate them to sell their products and gain maximum commission from the brands, which helps them increase their brand awareness and boost their sales through a corporate event.

4. Content Writing:

- Creating and writing content tailored to the needs of various clients in both WA and WEM.
- Produce content in both Nepali and English languages and ensure the content aligns with the client's branding guidelines and messaging.

- Content writing for clients like Machhapuchhre Bank (Calendar), Raymond (Content Calendar), and MAW Hire Purchase (Content Calendar).
- Content writing in both Nepali and English for wedding invitation cards, both e-cards and physical cards, in both English and Nepali languages.

5. Calendar Project Management:

- Collaborate with the brand and creative departments to develop themes and content ideas for brands such as Machhapuchhre Bank.
- Curated images and language that resonate with the company's target audience.
- Ensured the final calendar reflected the company's corporate identity and messaging.

6. Assisted in the Creatives for Event Department

- Assist in client servicing and designing aspects within the event department for various events, such as weddings.
- I utilized resources such as Canva and original vector files to craft event designs, ranging from Flex to wedding cards.
- Generate ideas and vision boards for events, ensuring alignment with client preferences, and then communicate with them to ensure their preferences.
- I have designed e-videos, e-cards, and other promotional materials for event invitations.
- Collaborate with vendors to ensure that color codes, sizing alignment, materials, and so on meet client requirements.

8. Activities in coordination with co-workers

Apart from my primary duties, I actively collaborated with colleagues from different departments to ensure smooth project implementation and get the best possible results. I established effective communication between client servicing, creative teams, and other departments within the office, creating a collaborative environment that promotes

creativity and efficiency. In my work, I exchanged valuable information and coordinated goals to ensure that all team members clearly understood project requirements and deadlines. In addition, I took the time and opportunity to gain constructive feedback from team members, not repeat any mistakes I might have caused, and improve my performance, leveraging collective expertise to enhance the quality of my work to the company's benefit.

A. With the Creative Department

Since most of my tasks involved designing and client servicing, I collaborated closely with the creative department. We collaborated as a team, incorporating all the client's specifications and requirements and ensuring the final results met their expectations. I got to not only create designs of my own by using tools such as Canva, which I was already familiar with, but also expand my knowledge by closely working with the creative team, especially Mr. Prashant, the graphic designer for the company. I learned how to source a vector file and some fundamentals of Adobe Photoshop AI.

B. With the Project Manager

In the Event Department, I was primarily responsible for client servicing, meeting the entire team, and understanding their requirements for the event managed by WE. I worked closely with Bipula Ma'am, who was actively involved in the project, from dealing with the vendors to conducting meetings with the managers of various hotels and negotiating the prices. Any minor to significant changes in the client's requirements for the e-cards, backdrops, and flex designs were passed on to me. Then, I would deal with the other departments of the Creatives to make the necessary changes.

C. Facilitating Communication:

Functioned as an intermediary between several divisions to efficiently communicate customer specifications and needs, such as the creative department, digital marketing department, media production, etc. Participated in frequent meetings in both WE and WA to discuss the project's status, handle issues, such as in cases where client expectations and requirements were not met, and come up with solutions together.

D. Sharing Insights and Ideas

We exchanged ideas among team members in order to cultivate an inventive and creative work atmosphere.

E. Aligning Goals

Close collaboration with colleagues was required to match project goals with both business and client objectives or inconsistencies in the project and to guarantee that all participants understood the duties and were all on the same page.

F. Feedback Seeking

Actively involved in asking colleagues for input on work-in-progress and incorporating recommendations for ongoing projects for improvement.

The team maintained open communication for continuous feedback and promoted a culture of learning among the other senior team members.

9. Job process Diagram

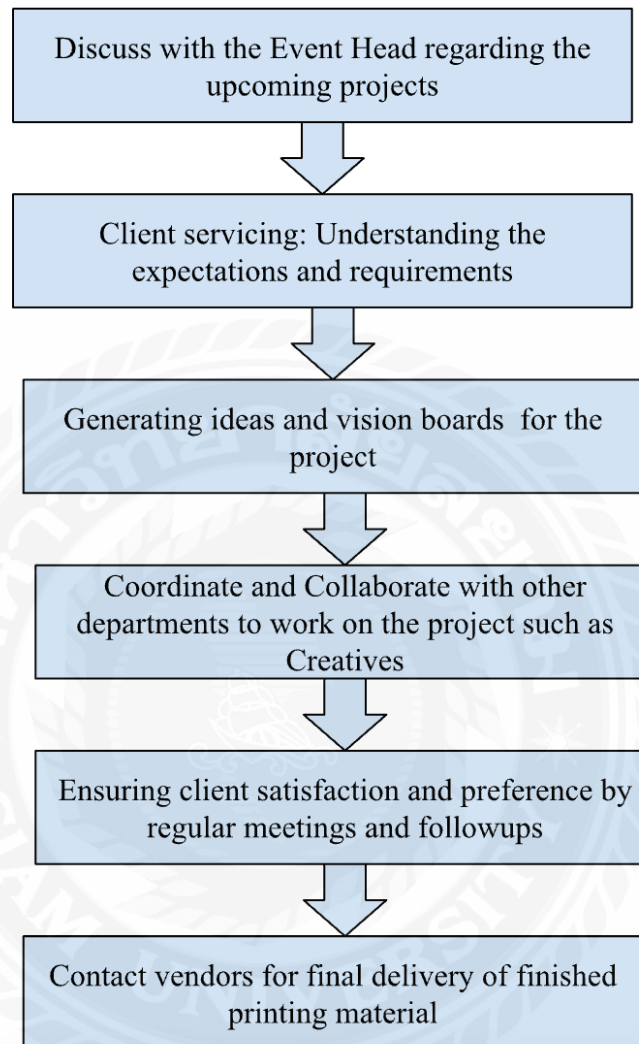


Fig 6: Job process diagram for client servicing for WE

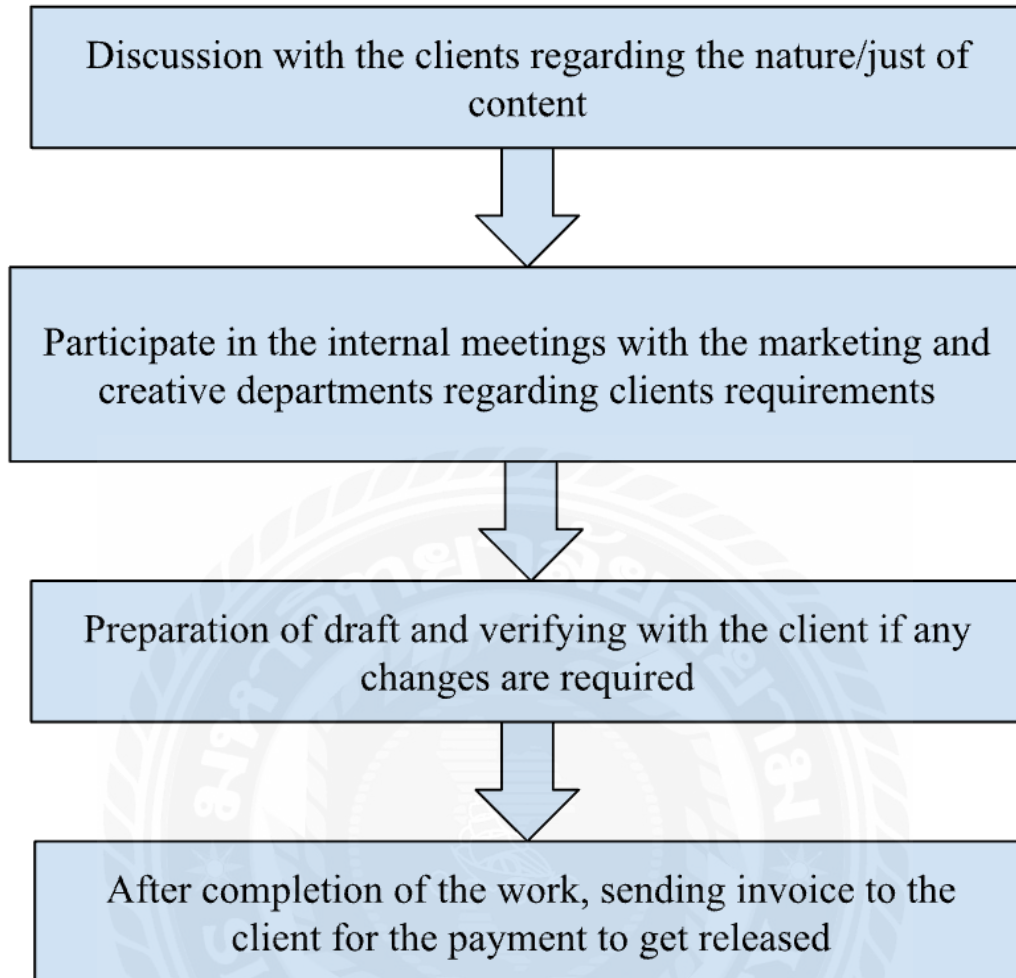


Fig 7: Job process diagram for client servicing for WA

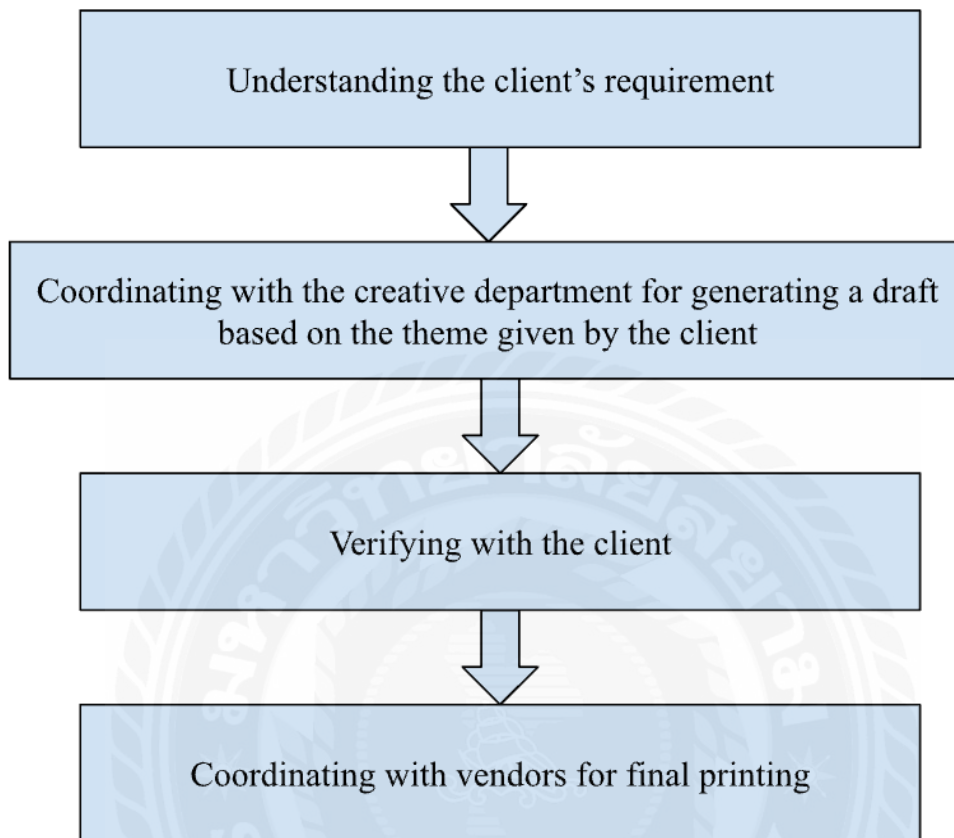


Fig 8: Job process diagram for client servicing for WA

10. Contribution as a Co-op student

As a Co-Op student interning at WA, I was delighted to acquire knowledge regarding the assigned duties, obligations, and tasks. Through the application of theoretical knowledge, I managed to provide the following contributions to the organization:

1. Client Interaction and Satisfaction:

As a crucial link between clients and the creative team, I ensured that client requirements were thoroughly understood and well executed by other departments, contributing to client satisfaction and maintaining a long-term relationship with them.

2. Idea generation and communication

I came up with new event ideas and vision boards that were in line with what clients wanted, interacted with clients, and incorporated their feedback to improve the quality and relevance of the designs, then coordinated the information with other team members involved in the project.

3. Content generation

Creative skills utilize tools like Canvapro to create customized content for various clients, effectively communicating their vision and message through engaging e-videos that integrate dynamic visuals, text, and music for their forthcoming wedding event.

4. Project Management

I collaborated with various teams in both the event and advertising and marketing departments to develop themes and content ideas for different brands and ensure that project deliverables aligned with the company's brand and the client's requirements.

CHAPTER 3: LEARNING PROCESS

11. Problems and Issues of the Company

WA is a company with almost 3.5 decades of experience in the advertising and marketing industry. Despite WA's established reputation and brand name in the industry, during my 16-week internship, I observed several problems and issues within the company.

1. Brand Dilution

- The presence of two brands under the Welcome Group's corporate umbrella weakens the messaging and overall brand identity. The perception of the Welcome Group in the market may become less consistent and precise due to clients and stakeholders finding it challenging to distinguish between WE and WA.
- As mentioned earlier, WE is a sister company of WG. Clients often get confused about which company to contact for particular services. For example, suppose a client is interested in organizing an event. In that case, they may initially contact WA, assuming they handle all aspects of marketing and promotion, including events, which can cause problems. This uncertainty may cause clients to delay answering questions and even lose business if they are unsure of whom to approach.
- The overlap between the two companies sometimes strains the available resources, such as employees, equipment such as computers, and so on, which creates competition for resources and hinders overall team collaboration, impacting overall productivity, brand value, and the company's morale.

2. Employee dissatisfaction and burnout

During my internship, employees had to handle duties for two entirely different businesses simultaneously, which increased their workload, stress levels, and overall productivity, according to my experience. For instance, a graphic designer employed by WA must simultaneously manage the design of flex, backdrops, and other softcopies for

WE. This task should not be part of their job responsibilities. As a result, employees have extreme workloads. They must work long hours with tight deadlines, contributing to employee burnout and dissatisfaction.

3. Fragmentation of teams

Teams and departments are fragmented due to employees dividing their time and attention between entities. Team members often feel strangled and lack a sense of direction as they work with two departments with different heads, making it hard to promote cooperation for a particular department. This dispersion may lead to poor teamwork, communication breakdowns, and lower output and job satisfaction.

4. Data-driven insights

Modern marketing and advertising tools have brought about many changes during WA's nearly two decades in the advertising industry; however, WA has not been able to acquire insights into consumer behavior and data-driven insights for better results by utilizing data analytics and artificial intelligence (AI) technologies.

12. How to solve the problem

1. Implement a Clear Brand Differentiation Strategy

To determine the distinct value propositions of WE and WA, conduct a thorough brand assessment and create unique branding strategies and distinctive brand values that showcase each company's unique strengths and areas of expertise. We ensure clients and stakeholders understand the differences between WE and WA through marketing materials like unique websites, content, and various communication channels. It is crucial to highlight the brand identity through consistent brand elements like logos and colors, which reflect the distinct personalities of WE and WA and showcase the main brand value. According to the findings of a 2019 research study on "Strategic Brand Management" by Keller and Lehmann, distinct brand uniqueness is necessary to preserve brand identity and prevent brand dilution.

2. Redefine Job Responsibilities and Workload Allocation

In order to set clear goals and responsibilities and prevent employees from becoming overburdened with tasks outside of their core roles, a thorough analysis of job roles and responsibilities within both WE and WA identifies areas of inefficiency. It develops clear job descriptions for each position.

By implementing a workload management system that prioritizes tasks based on urgency and importance, employees can focus on their primary responsibilities and delegate tasks appropriately, ensuring timely completion. A study by Burke and Ober (2020) titled "Workload Management Strategies for Employee Well-Being" highlights the importance of workload management, which prevents burnout and improves job satisfaction.

3. Invest in Data Analytics and AI Technologies

Employees should get training on efficient data collection, analysis, and interpretation techniques to maximize advertising campaigns and support strategic decision-making. Using data-driven tactics to optimize and target advertising across a range of platforms, including digital, social, and traditional media, Data analytics metrics and key performance indicators (KPIs) are regularly used to monitor and evaluate advertising campaigns, fostering innovation and ongoing improvement. According to a study by Davenport and Harris (2020) titled "Competing on Analytics," organizations that leverage data analytics and AI technologies show a competitive advantage in today's data-driven marketplace.

13. Recommendations to the company

1. Cross-Departmental Collaboration and Communication:

Setting up regular meetings and work sessions across departments to help the WE and WA teams communicate better and make sure their goals are the same. Discussions between team members from different departments to share ideas, insights, and best practices will encourage information sharing and new ideas. Platforms and tools for collaborative

project management enable real-time tracking and coordination of work on shared projects.

2. Recruiting employees for each department

"Right person at the right time, in the right place" is essential since WE heavily rely on WA's creative and marketing departments. WG can effectively recruit employees with the skills and expertise required to flourish in their different professions by customizing recruitment tactics to meet each department's unique needs and requirements in WA and WE. Targeted recruitment strategies help attract candidates with specific skills, experience, and qualifications required for success in each department. This contributes to employee satisfaction among staff members. Workers are more likely to stick with an organization over the long run if they believe they are a good match for their role and the business, which lowers employee turnover and increases productivity.

3. Investment in Data Analytics and AI Technologies:

To remain competitive in the industry and meet customers' changing needs, WA must invest in data analytics and AI technology to develop comprehensive and budget-friendly methods to address the client's demands. WA may obtain practical insights into customer behavior, market trends, and campaign performance by investing resources in AI and advanced data analytics tools.

In order to create more impactful and relevant campaigns that appeal to target audiences, WA must use data-driven tactics for targeting, personalization, and optimization across a variety of advertising channels. This investment in AI and data analytics technology will increase the efficiency of advertising campaigns.

14. Learnings during Co-op studies

During my internship, I understood that meeting deadlines often required working overtime until late at night. I learned about a relatively new application called "Noted," in which I would keep the upcoming tasks noted and create a daily task or set of goals. Creating daily or weekly tasks in the app would help me be more organized. I understood the importance of time management in meeting deadlines and how to identify urgent tasks using the urgency map. Through my experience, I was adept at managing time wisely, utilizing resources efficiently, and staying organized.

As I navigated through high-pressure situations, I discovered my ability to remain calm and focused and find solutions to meet deadlines. This experience not only strengthened my professional capabilities but also gave me confidence in my ability to perform under pressure in any future endeavors.

1. Hands-on experience

I got hands-on experience at an advertising firm, which gave me a deeper understanding of concepts and approaches by applying the theoretical knowledge I had learned at my university to real-world settings. Through self-assessment and feedback from supervisors, mentors, and even colleagues, I gained a reflection of myself, which is invaluable for setting meaningful goals for my future.

2. Personal and professional growth

When faced with new problems, I learned to be flexible and open-minded and embrace change. I understood the core benefits of networking. I used this opportunity from my co-op education studies to expand my professional network by interacting with other employees, clients, and industry professionals. This helped me learn the importance of networking and maintaining positive relationships for future career development. Working at WA exposed me to a dynamic environment, teaching me about the operations of an advertising and marketing firm and the planning of events, thereby enhancing my knowledge.

3. Teamwork and collaboration

“Teamwork makes the dream work.” During my internship, I learned we cannot clap our hands with just one hand. I was actively involved in client servicing, but the project would have been left unfinished if I had not collaborated with other departments as a team.

I learned that one department can assist and educate another, and it is not always the case that the person in charge of a particular task or department solely focuses on their own. We all collaboratively worked in teams to finish a project. Some of my colleagues educated and enlightened me on many Canva tools that I was unfamiliar with, which boosted my productivity at work.

15. Applying theoretical knowledge from coursework

1. Advertising and Sales Promotion

As we studied how brand jingles and voiceovers use hook words to create memorable advertisements, I participated in a voiceover for a brand’s jingle called “Joint,” whose advertising is being handled by WA. I actively participated in script writing for the jingle, using attractive hook words such as "hot and spicy" for the TVC.

2. Consumer behavior

The theoretical knowledge I acquired during my study applies to my position as a ‘Marketing Intern’ in the real world. I was able to put the theoretical knowledge I had learned in my courses on “consumer behavior,” which was part of my course in semester 4, to use in a variety of real-world situations during my co-op internship. In my consumer behavior studies, I learned an essential concept: comprehension of consumers' decision-making processes. This topic was helpful as I worked on client servicing to understand consumers' requirements, preferences, and needs within the target demographic.

I collaborate closely with clients to comprehend their distinct requirements and project objectives, applying insights from consumer behavior theories. By utilizing consumer behavior patterns, I could understand consumers' purchasing patterns and effectively communicate customer needs to internal teams within the organization. This

made project execution easier and guaranteed that research and development activities matched customer expectations and market demands.

Understanding customer preferences for designs and layouts, messaging how different target clients require different designs, and working in the creative department was necessary in order to support event creatives. Using the theoretical knowledge I gained in my coursework on consumer behavior enhanced my internship experience by giving me a framework for comprehending and evaluating consumer behavior in practical settings.

3. English Usage for Profession

The concepts covered in English Usage for Profession helped make communicating clearly with clients and writing content for brands such as Machapucchre and Raymond easier. By using appropriate vocabulary and tone, I ensured that client communications were efficient and polished. My fluency in English enhanced my ability to effectively communicate ideas and requirements, whether in email drafts, meetings, or content presentations, enabling me to forge strong relationships with local and international brands like DHL and Hulas.

16. Special skills and New Knowledge learned from Co-op studies

1. Canva Pro Expertise

Working with Canva Pro firsthand, I became proficient with its features and tools, making it easy to produce eye-catching graphics, e-cards, slideshows, e-videos, and still images with graphics using the tools provided. Canva Pro allowed me to quickly and effectively create professional-quality graphics for social media posts, event invites, promotional materials, and design materials such as flex, backdrop, and so on, according to the client's preferences and needs.

2. Graphic design proficiency

I improved my graphic design abilities using Canva Pro. I now know more about typography, color theory, layout composition, alignments, and design concepts. My ability to

design graphics effectively allowed me to produce eye-catching images and e-videos. My graphic design experience improved the content production process. It boosted the overall success of event departments, whether I was creating videos, images, flex designs, etc.

3. CRM

Through my involvement in client servicing, I gained invaluable knowledge about managing client relationships and understanding their unique needs and expectations. I gained interpersonal and communication skills by serving as a bridge between internal teams and clients, which helped me build cooperative and fruitful relationships with clients. I learned a new “client-centric approach,” which is a strategy that prioritizes the needs, preferences, and satisfaction of clients or customers above all else, which not only ensures client satisfaction but also facilitates effective project execution and delivery of high-quality work that meets or exceeds client expectations. Networking and professional politeness:

Before I first started, my language and tone were relatively informal and conversational-like; however, with time, I slowly started adapting to changes in myself by learning from my senior colleagues how to maintain professional politeness in all communications, which would help not only show my personality but also boost the company's overall impressions. I represented the company well by speaking with clients, coworkers, or business professionals while maintaining a professional tone, manner, and vocabulary. In addition, taking advantage of the networking possibilities made possible by the internship allowed me to broaden my professional network, form enduring connections, and consider potential career paths.

In conclusion, the internship offered a conducive and warm environment for the growth of communication abilities, such as effective client communication, leadership and teamwork, flexibility and adaptability, negotiation and conflict resolution, and networking and professional etiquette. These soft skills helped me improve professionally and prepared me for my career's next steps.

CHAPTER 4: CONCLUSION

17. Summary of Highlights of my Co-op studies at WA

As a co-op student at WA, it has been a significant learning experience, filled with meaningful contributions, even though I joined just as a marketing intern. However, I was treated no less like an employee, which was the best part of this internship journey. I was responsible, as I first had to act as a bridge between clients and the creative team.

As a marketing intern at WE, I contributed most of my time to client servicing. I was able to create creative vision boards and event concepts that matched the preferences of the clients. I guaranteed the quality and relevancy of designs by actively incorporating client feedback, which promoted efficient communication amongst various project stakeholders.

Working with groups from the advertising and event management departments helped me generate ideas for themes and content for different brands. My commitment to ensuring project deliverables aligned with client needs and preferences significantly contributed to the project's success. In addition to my responsibilities, I actively encouraged teamwork by continuously getting and sharing feedback to improve personally and professionally throughout my internship journey. My path demonstrates development and commitment, providing a solid foundation for my career in the advertising and marketing sector.

My internship gave me invaluable knowledge and experience in my area of interest. This internship helped me develop my skills and directly increase my knowledge. I became fully immersed in all sectors throughout my internship, which helped me increase my knowledge and skills. In addition to broadening my perspective, this dual experience in events and the advertising sector improved my adaptability and communication abilities. I embraced every chance to study and advance throughout my internship, honing a flexible skill set and obtaining knowledge about the dynamic world of marketing, advertising, and event management.

18. Evaluation of the work experience

During my internship, I learned a great deal about the internal workings of the marketing and advertising sectors, which involved a wide range of tasks. I conducted comparative assessments in the Research and Development department, carefully reviewing rivals' annual reports and breaking down clients' websites to identify market trends and strategic insights. Through this process, I improved my analytical abilities and gained a thorough awareness of the dynamics of the sector.

I had the opportunity to interact directly with clients in client servicing, which helped me improve my communication skills and taught me how important it is to understand their requirements and expectations. I ensured that all communications flowed easily and that projects moved forward to meet the client's needs according to their preferences and needs.

Working with the marketing department, I actively participated in meetings with the clients and the entire marketing team for brainstorming sessions on strategies for well-known companies like Tansen Cement and Maruti Cement. This practical experience expanded my understanding of successful marketing strategies, allowing me to observe firsthand the strategic thinking and creative process and understand the preparation of formal proposals.

In content writing, I could tailor engaging stories to meet different clients' specific requirements and branding standards. Creating content for Machhapuchhre Bank in Nepali and English and designing visually appealing wedding invitation contents required me to use my creativity and writing skills to appeal to a variety of readers.

In conclusion, my internship was a life-changing experience that deepened my understanding of the marketing and advertising industries and the event sector, which helped me broaden my skill set and get hands-on experience in both. Every section provided distinct obstacles and learning opportunities, preparing me to succeed in my upcoming opportunities. I am proud of my growth and look forward to continuing my professional development journey by exploring more and better opportunities.

19. Limitations of the Co-op studies

Even though my co-op studies gave me invaluable practical experience and industry insights, I had to overcome certain limitations and obstacles, one of which may be that I could not take the lead. Based on my history in my high school's student council journey, I believe that I have a leadership quality in me. Even though, during my internship journey, I was assigned important duties and responsibilities, there were times when my opinions or recommendations might not have been valued as highly as those of full-time workers. This occasionally made implementing my ideas or participating in decision-making processes difficult. Whether it was the simplest of simple tasks, I often had to rely on my supervisors and seniors at work.

In addition, my workplace required me to quickly adapt to new teams, projects, and work cultures. This meant I had to collaborate and work simultaneously for the advertising and event departments. On some days, I would have to deal exclusively with the advertising teams and clients, while others might have to work with clients from the event department. Although this diversification helped me learn new skills and gain exposure to other aspects of the industry, it also caused some limitations and difficulties in terms of consistency, level of commitment, and concentration on a particular project.

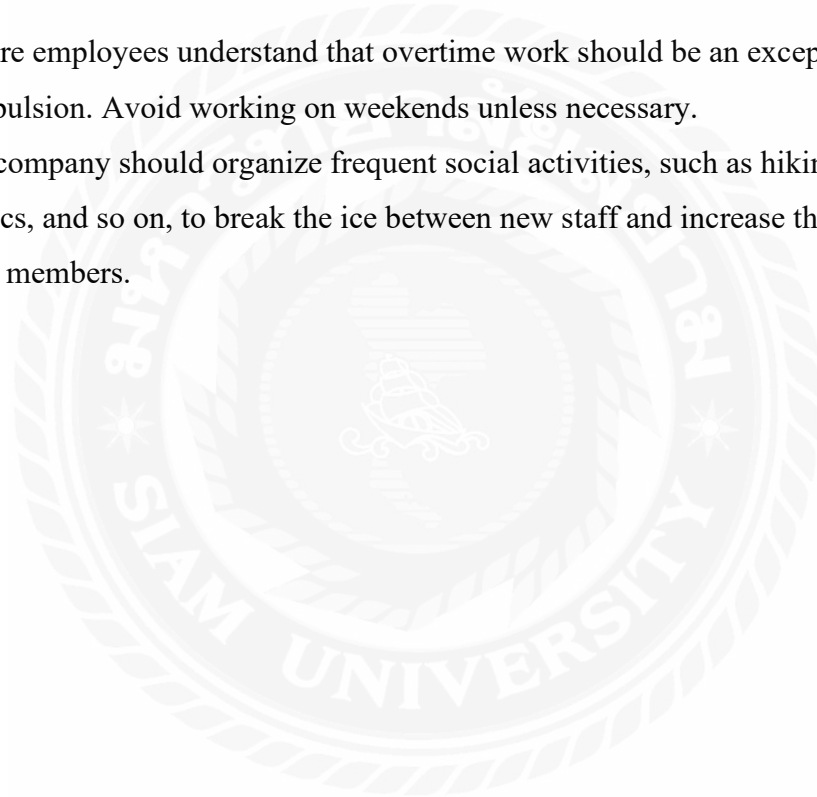
Overall, while my co-op studies provided invaluable learning opportunities, besides the limitations, the importance of learning and adaptation in the complexities of the professional world, even to stay prepared for the future, is a personal key takeaway.

20. Recommendations for the company

Getting an opportunity in such a ruptured company has made my internship journey quite knowledgeable and a learning process. After completing this 16-week internship at this company, I would like to make a few cooperative recommendations to the company that will make it a better workplace for the employees and staff, as well as the company as a whole:

Regularly evaluate employees' tasks and responsibilities or change deadlines if necessary. I suggest WG change old computers and replace them with laptops to increase productivity and timely work deliveries.

- 20.1.1. Investing in the pro version of vector files, PNG images, a Canva account (for office use), Adobe Premium, and other software can increase the quality of work.
- 20.1.2. Encourage employees to take regular breaks, use their vacation days to rest and recharge, and emphasize the importance of taking time off for refreshment and physical well-being.
- 20.1.3. Increasing social media presence, even as a company with more than three decades of experience, actively posting on LinkedIn accounts, and regularly updating social media and websites, such as Instagram, Facebook, and X, is important in the digital era.
- 20.1.4. Ensure employees understand that overtime work should be an exception and not a compulsion. Avoid working on weekends unless necessary.
- 20.1.5. The company should organize frequent social activities, such as hiking or camping, picnics, and so on, to break the ice between new staff and increase the bond between team members.



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ANNEX



Fig 9: Voiceover for a Nepalese chips brand called “Jackpot” that is yet to be released in the market.



Fig 10: Certificate of winning Guinness World Record hosted by WE

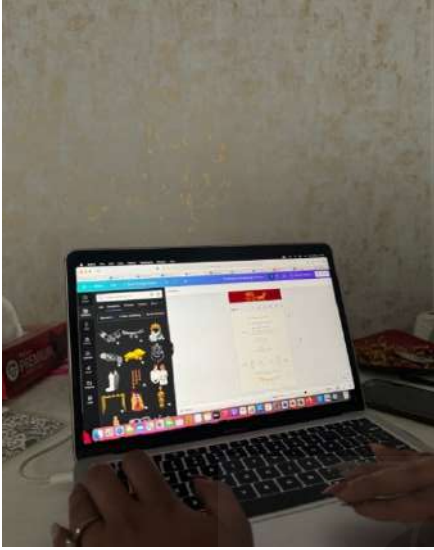


Fig 11: Working on Canva Pro to create e-videos and e-invitations cars for several functions for Nepalese wedding.

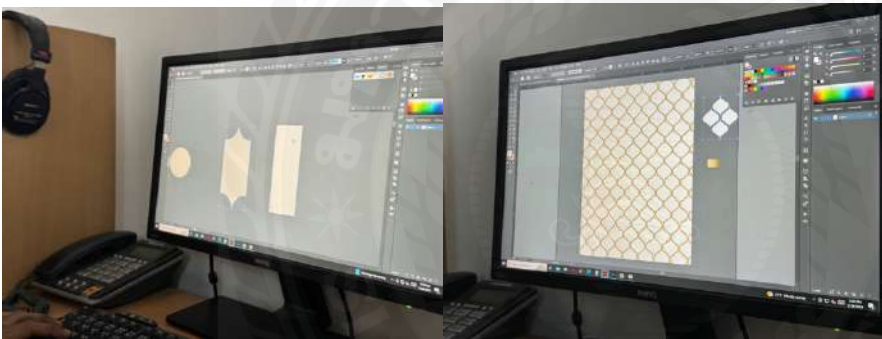


Fig 12: Working on graphics of the various kinds of flex with the creative department and coordinating the client's vision and requirements.



Fig 13: Flex on the day of event that I along with the creative department worked on.



Fig 14: Coordinating with the vendors as per client's requirement on the day of event.



Fig 15: One of the many cards I designed using Canva and other graphic designing tools.



Fig 16: Myself at my internship office desk