

ROLE OF CLIENT SERVICE IN SHAPING BRAND NARRATIVES AT ADVERTISING
AGENCY



COOPERATIVE EDUCATION REPORT

Role of Client Service in Shaping Brand Narratives at
Advertising Agency

WRITTEN BY

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Abstract

The report provides an in-depth overview of my 16 weeks internship at Outreach Nepal which is one of Nepal's leading advertising agencies and renowned for their innovative and strategic campaigns. The internship is operated within the client service department, which helped me to bridge the gap between my theoretical knowledge and enhance my skills in the dynamic advertising agency. My role as a client service intern involved broad market research, trend and competitor analysis and development of content strategy for various brands.

The report begins with an introduction of the company with detailed information. It delves further into my job responsibilities, contribution as a co-operative student, things I encountered during the learning process and concludes with highlights, my evaluation and limitations of the company. This report reflects on the tasks during my internship where I used various platforms such as MS Excel, Power point, Canva and social media platforms to make the work much easier and create effective marketing strategies.

Lastly, this report evaluates a detailed perspective of an intern in a dynamic advertising agency and how the brand dwells in a competitive marketing world. The practical cooperative program also helped me to understand the activities of different functions in the company. Working in this field has taught me to be responsible, time management skills, multitasking and being empathetic.

Keywords: Advertising, marketing, client service department, content planning, market research, innovative campaigns

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List of Abbreviations

USAID: United States Agency for International Development

UNICEF: United Nations International Children's Emergency Fund

JHU-CCP: Johns Hopkins Center for Communication Programs

CGI: Computer-generated imagery

AI: Artificial Intelligence

TVC: Television Commercial

GOG: Gang of Girls

FCT: Free Commercial Time

STP: Segmentation Targeting and Positioning

Chapter 1

Introduction

In this chapter, I'll be providing the background of the Outreach Nepal to provide the readers with the information. The Outreach Nepal has been contributing to the advertising and marketing industry in Nepal over two decades of creative brilliance which also provides services to South East Asia. The company profile, the organizational structure, my motivation to choose this company as my workplace for training, and company strategic analysis are discussed below:

1.1 Company Profile

The leading marketing service firm established in 2003, Outreach Nepal is renowned for the innovative advertising campaigns. As advertising today means creating business driven ideas, the company's focus is on delivering professional communication solutions with strategic and creativity.

The company believes in connecting emotionally with the consumers, understanding their pain point and driving the innovative outcomes for the brands to stand out in this competitive marketing world. (Outreach Nepal, 2024)



Figure 1: Logo of Outreach Nepal

Outreach's objective is to capitalize the multitalented, experienced and committed youths and young professionals that contribute their unique perspective, fostering teamwork and idea-sharing. Through this diversified workforce, the company builds brands and customer experiences. The company majorly focuses on the ATL activities which is considered as building a brand's visibility through traditional mass media. However, all the BTL digital work and management is

done by DigitalIn which is the sister company of Outreach Nepal. DigitalIn prioritizes the data and digital marketing for the brands and campaigns (Digitalin,2024).



Figure 2: Logo of DigitalIn Pvt.Ltd

Furthermore, Lemon is another sister company of outreach Nepal where the company has an objective of collaborating with partners to solve communication challenges and create impactful experiences. Lemon provides services in research, activations, strategy, events, merchandise and creative design delivering unique market experiences (Lemon, 2024). All of the three companies work under the same roof having a similar brand portfolio with their company's objectives.



Figure 3: Logo of Lemon Pvt.Ltd

As a result, the company has successfully made their place in the marketing industry and is recognised as one of the most progressive agencies in Nepal. The company has been a four time finalist for “Campaign South Asia Independent Agency of the Year” and the sole winner from Nepal. Similarly, Outreach has earned numerous global and domestic awards for both efficiency and excellence.

Outreach Nepal has a diverse portfolio of brands. The major clients of the company are Unilever Nepal, Samsung, Pubg, NongShim, Ncell, Dabur, Standard Chartered, Asian paints and so on. The company has also engaged with projects for organizations such as the Ministry of Health, National Health Education Information Communication Centre, USAID, UNICEF, JHU-CCP. (Outreach Nepal, 2024)

1.1.1 Vision

To lead the way in advertising innovation, shaping memorable brand experiences and influencing popular culture. The company strives to be recognized as one of Nepal's most forward thinking agencies building brand experiences through authenticity, honesty and inclusivity. (Outreach Nepal, 2024)

1.1.2 Mission

To provide innovative communication solutions blending strategic thinking and creativity executions. The goal is to boost brands and businesses with a skilled team by offering impactful ideas to strengthen the symbolic and emotional bond with consumers by leveraging the culture, creativity, data and technology. (Outreach Nepal, 2024)

1.1.3 Strategies of the company

The company follows the strategies that aligns with the core value and market leadership in this dynamic advertising and marketing industry.

Strategic growth initiatives of Outreach Nepal would be providing the market expansions, building long term relationships and diversifying the service offerings. The company provides end to end marketing services from consulting to execution that foster human connections meeting both emotional and functional consumer and business needs. The various services of the company include data and insights, brand strategy and development, brand activation, social media ecosystem, media planning and buying, public relations, paid media and paid search, and so on. The services that the company provides innovates to drive profitability.

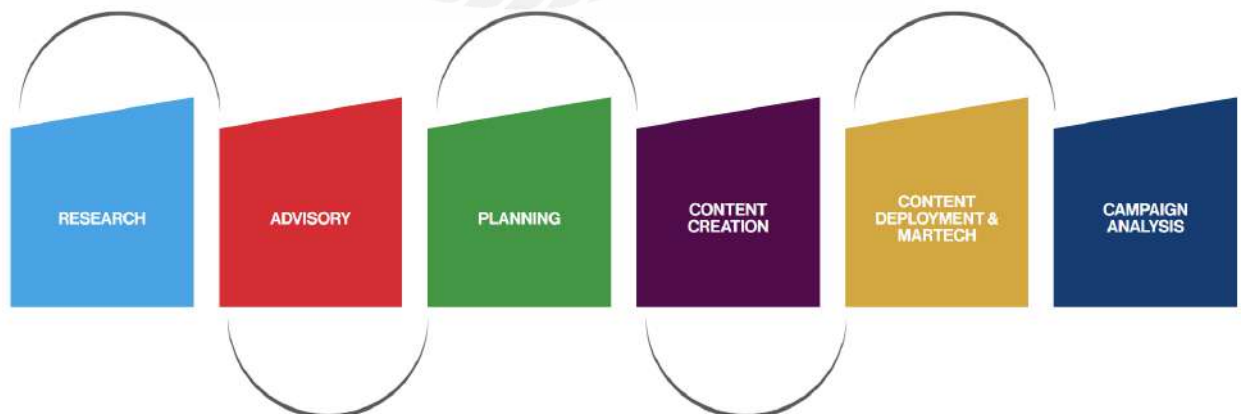


Figure 4: The process of company's service operation

As the company has a diversified portfolio, the company pours their passion in every project by focusing on crafting exceptional to not just the clients' success but also serving the local communities. Outreach Nepal aims to increase their market share by building strong and long-term brands with the leading brands by staying ahead of the industry trends.

Outreach Nepal **ensures operational stability** by leveraging consistent creative excellence to their clients through strategic communication approach. The young empowerment of the company brings out the mindfulness and innovative campaigns that have helped the company to sustain its reputation in the dynamic marketing industry since the last two decades.

The company has been able to maintain its legacy by consistently winning awards and recognition through the works and client satisfaction contributes to its reputation as one of the most reputed and progressive agencies in Nepal.





Figure 5: Awards earned by the company

1.2 Organizational Structure

Organizational structure of the company is a visual representation of how the work is assigned and coordinated within the team and represents the work of each employee.

The organizational structure of the outreach Nepal is based on the hierarchical type. The company has segregated the team and their related various levels of work and responsibilities. The organizational chart consists of the core team members of the company that are responsible for handling, supervising and coordinating team members. The company has assisted the top level members in each department that supports and operates the whole team from associates, other team members to interns of the company.

1.2.1 Diagram of the organizational structure

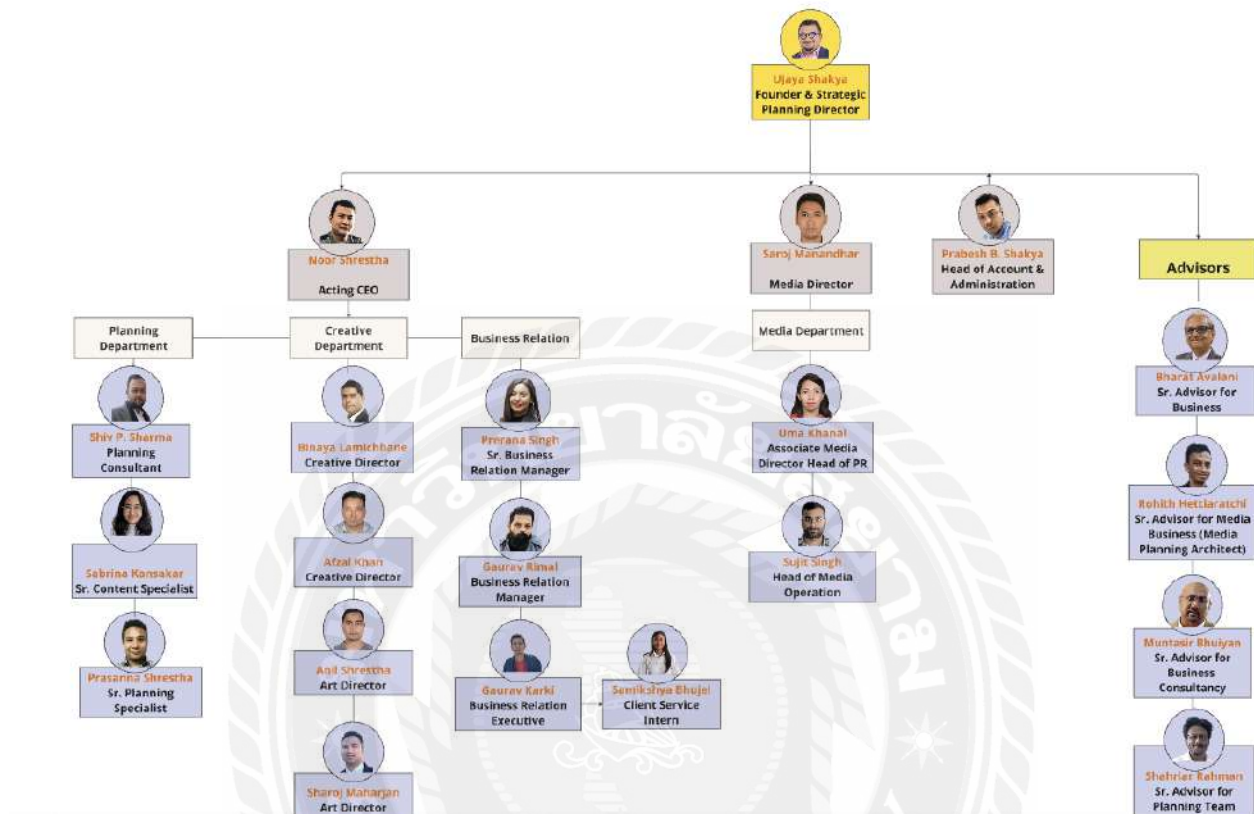


Figure 6: Organizational structure chart

1.2.2 My job position

During my Co-Operative Education studies, my position as an client service intern. My role was to contribute to the client service or business relation department at Outreach Nepal.

1.2.3 My job position in the organizational structure

My role in the company was majorly focused in the planning and strategy of various brands as per the client’s requirements. The tasks were then assigned by the team of the department which consists of market research, industry analysis, offering ideas, preparing contents and presentations based on it.

1.3 My motivation to Choose This Company as the Workplace for My Co-Op Studies

As a marketing student, I have a passion for working in this field and understanding the market dynamics through the advertising industry. There are a handful of reasons for choosing Outreach Nepal as for my internship.

- a. The foremost reason for choosing this sole company was because of the strong reputation in the market. Since the company had maintained its legacy, I wanted my internship to be valuable and guided by the young creative team of the company.
- b. The founder of this company has a huge reputation and influence in the advertising and marketing industry not only in Nepal but internationally as well. Working under a mindful professional and seeking an opportunity to network is another motivation to choose Outreach Nepal.
- c. I wanted to have an experience having diverse and young professionals in the corporate office. Experiencing the actual work environment and contributing to the team was one of the goals for this internship.
- d. Given the reputation, I was very impressed by the company’s diverse portfolio. The company has worked with famous big brands and created many successful campaigns. By observing the chance to leverage my theoretical knowledge and develop my practical skills in content creation and planning is what I aimed for.
- e. Learning how the advertising field works and maintaining relationships with the clients and finding a way to know and connect with the professionals was also another motivating factor. It was a great opportunity

1.4 Strategic Analysis of the Company

To analyze the strategy of the company, I have used SWOT as a strategic analysis tool and it is given as:

| Strength | Weakness |
|---|--|
| 1. Company has maintained the legacy for more than 2 decades and is winning numerous domestic and international awards for both efficiency and creative | 1. The market size of Nepal is limited which may restrict growth compared to larger markets. 2. Unable to adapt the digital marketing |

| | |
|---|---|
| <p>excellence.</p> <ol style="list-style-type: none"> 2. The company’s founder has established a strong network not only in Nepal but in SouthEast Asia. 3. An impressive client portfolio having international brands such as Unilever, Samsung, Airasia, Standard chartered, etc increases the credibility and attracts new clients. 4. A team of multi talented professionals brings up creative and innovative ideas. 5. Ability to stay ahead in the trends and market through adapting and tailoring campaigns to meet specific needs of the clients. | <p>technologies as the company only does ATL activities.</p> <ol style="list-style-type: none"> 3. The pace of adapting the ATL may cause delay in service sometimes. 4. Communication gaps can be seen sometimes while working with BTL company DigitalIn. |
| <p>Opportunity</p> | <p>Threats</p> |
| <ol style="list-style-type: none"> 1. The company has a chance to adapt growing digital marketing platforms to enhance the services. 2. Increase global recognition by collaboration with international agencies for cross border campaigns. 3. Continuous innovative campaigns by technology leverages such as CGI and AI. 4. Developing niche campaigns to meet increasing consumer trends. | <ol style="list-style-type: none"> 1. Increase in new agencies to enter this competitive advertising agency offering low cost services. 2. Global agencies might enter the market posing a challenge in local Nepali firms. 3. Rapid changes in consumer behaviour could shift the traditional advertising model 4. Economic downturn reducing advertising budgets could impact the revenue |

| | |
|--|--|
| | <p>5. Constant change in consumer behavior and technology advancement require continuous learning.</p> |
|--|--|

Table 1: SWOT analysis of Outreach Nepal

1.4 Objective of this Co-Operative Study

The main motive of the Co-Operative Education Studies is to gain and develop practical knowledge by applying my theoretical knowledge I've learned in class. However, there are other various objectives which are mentioned below:

- To understand the process and operations in advertising agency
- To understand the process of client service,
- To enhance my strategic and creative thinking
- To explore the trends in advertising industry in Nepal
- To understand the issues faced in the marketing and advertising industry and creating strategy based on it for any brand
- To gain experience in content planning and strategy
- To apply the theoretical knowledge in the working environment
- To meet the professionals and expand my network by gaining insights through mentorship

Chapter 2

Co-Op Study Activities

This chapter consists of my job description, job responsibilities, job process diagram and my contribution as a Co-Op student in the company which are discussed and mentioned below:

2.1 My Job Description

My job description at Outreach Nepal was majorly to gain experience on how the advertising and marketing world works in real life. The tasks and responsibilities are to support the client service and planning department by working on the ongoing and upcoming campaigns of various brands.

2.2 My Job Responsibilities and Work Duties

The job I performed was limited in the planning and client service department and its team, however I had the opportunity to know how other departments work through the experience shared by the team of each department. My day to day work activities are described below in detail.

Initially when I joined here, the team was majorly working for the upcoming campaign for Unilever's brands and I was assigned specially to work regarding a few campaigns.

A. Campaign: Sunsilk Gang of Girls

Sunsilk gang of girls is considered to be one of the best campaigns in Nepal which has been executed by the Outreach Nepal team yearly since 2020. This campaign is about targeting and developing a digital community of girls in Nepal to showcase the creativity and talent in sunsilk dashain vibes tune. The top 3 girls are selected for brand ambassador and get the opportunity to be featured on special edition sunsilk packs. Hence, *#sunsilkdashainvibes* is proven to be the best performing digital campaign.

As the campaign gets relaunched every year during September to October targeting the dashain festival, the team is constantly working on it recently. My tasks on this campaign was to support the client service and planning team.

- a. Research on the competitors' digital activities through social media especially on Instagram, facebook and YouTube.

- b. Preparing powerpoint based on the research I did for the campaign related tasks.
- c. As the campaign has chosen 3 girls as a winner, I was assigned to research and prepare a powerpoint regarding the winner's every digital activities on the basis of the campaign from the past year.



Figure 7: Powerpoint prepared regarding Sunsilk GOG winners' post

- d. The reach and frequency was measured for the following winners' posts. I was assigned to research the specific post and prepare a powerpoint on it.

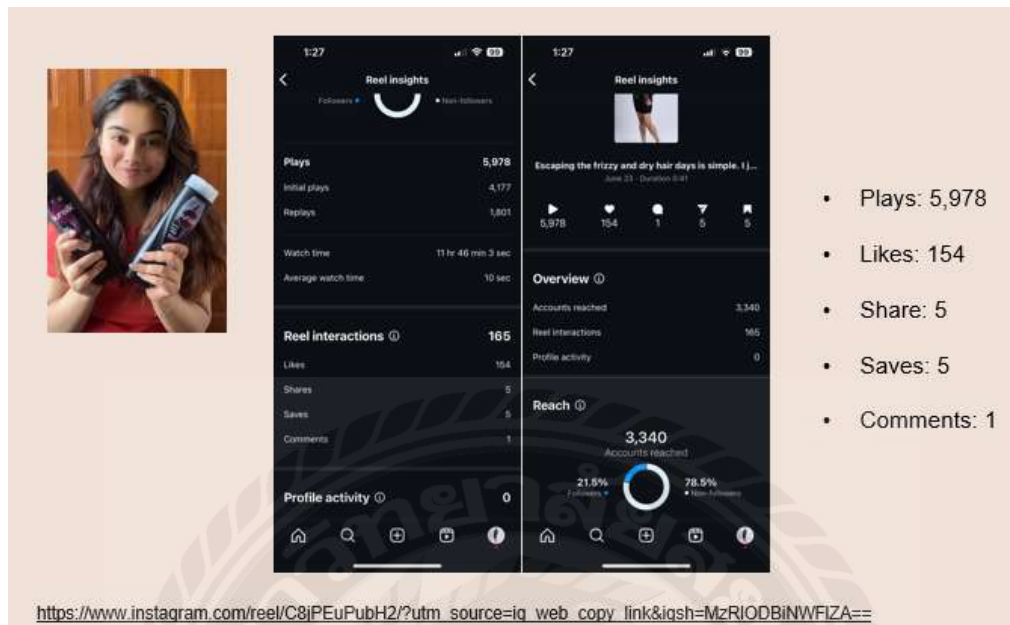


Figure 8: Reach and frequency powerpoint on winners' reels posts

- e. Creator honor is an award ceremony event hosted by Sunsilk to appreciate the talented creators of Nepal and outreach was a creative partner of an event. The team of the company was assigned to prepare props of Sunsilk for a photobooth session to an event as being a creative partner. In this part I was assigned to provide various ideas for photo booth props that are applicable for it.



Figure 9: Few photobooth ideas that I presented

B. Campaign: Pond’s moisturizer and face wash

Pond’s being one of the main brands or clients of Outreach Nepal, the company was making a new campaign for pond’s super light gel moisturizer as being a newly launched product in Nepal. In this upcoming campaign, I was assigned to perform some tasks which are given as:

- a. Researching on beauty categories influencers on Instagram, Facebook and YouTube to choose from the list for digital promotion and content creation. The list was prepared in excel sheet with the possible details.

| A | B | C | D | E | F |
|---------------------------------|-----------|---|---------|---|---|
| Name | Instagram | Insta Link | Youtube | Youtube Link | Facebook link |
| Ekata D. tandukar | 70.6K | https://www.instagram.com/ekatatandukar/ | 4.36K | https://www.youtube.com/@ekatatandukar | |
| Gitanjali Karki | 49K | https://www.instagram.com/gitanjalii_/ | 156K | https://www.youtube.com/@gitanjalii_ | https://www.facebook.com/gitanja |
| (Glambehavior) Supriya Shrestha | 67.1k | https://www.instagram.com/glambehavior_/ | 43.5K | https://www.youtube.com/@supriyashrestha | |
| Sana Gurung | 27.5K | https://www.instagram.com/hii_sanna/ | 46K | https://www.youtube.com/@HiiSanna | |
| (Ksuskalology) Sushma Karki | 79K | https://www.instagram.com/ksuskalology/ | 68.4k | https://www.youtube.com/@ksuskalologyofficial | |
| Prema Langade | 34.1K | https://www.instagram.com/premalangade/ | 1.9K | https://www.youtube.com/@premalangade567 | https://www.facebook.com/chun.a |
| Akriti Rajbhandari | 106K | https://www.instagram.com/akriti35/ | 31.3K | https://www.youtube.com/@akritirajbhandari35 | |
| Lemi Tamang | 385K | https://www.instagram.com/_lemii_/ | 260K | https://www.youtube.com/@lemiilove | |
| Sushma Thapa | 7.4K | https://www.instagram.com/thapa_sush_/ | 35.8K | https://www.youtube.com/@sushmathapa9234 | |
| (cyya stha_) Shreya shrestha | 11.1K | https://www.instagram.com/cyya_stha_/ | | | |
| Sangam karki | 4.8K | https://www.instagram.com/sangam_karki0/ | | | |
| Bhawana Regmi | 8.5K | https://www.instagram.com/vawona_regmi/ | 460 | https://www.youtube.com/@bhawanaregmi6020 | |
| Sweta Ranpal | 2k | https://www.instagram.com/swetah_/ | 593 | https://www.youtube.com/@swetadiaries2038 | |
| Simpal kharel | 1.8M | https://www.instagram.com/simpal_kharel/ | 4.23M | https://www.youtube.com/channel/UCewbVCq5R3C9lBVRp-u0VFw | |

Figure 10: Excel sheet of Beauty Influencers for Ponds

- b. I was responsible for analyzing competitors of ponds regarding digital activities performed by various brands having collaboration with beauty influencers. In these tasks I was assigned to research on two product categories i.e. facewash and moisturizer and prepare powerpoint based on it.

PONDS
Competitor's analysis

Face wash
Category: 1

LAKMÉ
Recent campaign:
• #readyagain

#READYAGAIN



Figure 11: Powerpoint on competitor’s analysis for ponds

C. Campaign: Daraz 8.8 voucher festival

Daraz is a number one e-commerce platform of Nepal which has various sales campaigns every year and month. The 8.8 campaign brief came around July at Outreach to plan and execute on it. Me along with my intern colleague attended a meeting within our department's team members and handled us few works regarding the campaign:

- a. Firstly I did research on the influencers mainly focusing on micro influencers and macro influencers within different categories in excel sheets including their instagram followers count and link.

| Influence's Namelist | Instagram | Insta Link | Genre |
|---------------------------|-----------|---|-----------------------------|
| Pramudita Udas | 8.2k | https://www.instagram.com/pramuditaaudas/ | Beauty/ Selfcare/ Lifestyle |
| Sweety Dangol | 4.1K | Sweety Dangol : Content Creator (@sweetydangol) | Lifestyle/ fashion/ Travel |
| Kichhy vlog | 33.6k | https://www.instagram.com/kichhyvlogs/ | Lifestyle influencers |
| Jasmine Maharjan | 20.4k | https://www.instagram.com/_jasminemaharjan/ | Content Creator |
| Satish Prasad Rajbhandari | 20.2k | https://www.instagram.com/satya_ish/ | Comedy content creator |
| Rajshree | 18.9k | https://www.instagram.com/rajshree_01/ | Model |
| Vijaya Pradhan | 10.9k | https://www.instagram.com/pradhan_vij/ | Fashion/ Lifestyle |
| Roji here | 10.9k | https://www.instagram.com/rojihere_/ | Fashion Influencer |
| Bhawana Regmi | 9111 | https://www.instagram.com/vawona_regmi/ | Content Creator |
| blend_by_roshni | 7851 | https://www.instagram.com/blend_by_roshni/ | Makeup artist |
| Pratikshya Dangol | 6309 | https://www.instagram.com/pratikshyaofficial/ | Emcee/ Presenter |
| Aayushma Paudel | 5378 | https://www.instagram.com/aayusmapaudel_/ | Model |
| ERI MALLA TULADHAR | 4854 | https://www.instagram.com/erijiperji/ | Fashion/ Lifestyle |

Figure 12: Excel sheet of influencer lists for the campaign of daraz 8.8

- b. Since the campaign this time was focused on the vouchers festival to promote and educate about the voucher’s to the buyers, there were various types of vouchers provided by Daraz.

Here I had to perform research and understand about the vouchers and prepare a powerpoint on it.



Daraz Vouchers

- **Sequential-** The Sequential Voucher system ensures that each voucher is unlocked only after using the previous one. Getting discounts for **4 consecutive** times by this voucher. Hence, start with the first purchase and unlock the other voucher for next order.
- **Mega Vouchers-** For products that have **multiple price range**. One can collect this voucher before the campaign but the voucher must be redeemed before they run out.
- **Rush Hour Vouchers-** Vouchers are **released for specific time** and must **collect at release time**.
- **Firework Vouchers-** **Exclusive** vouchers for **exclusive brands** (get heavy discounts on most wanted brands)
- **Prepayment vouchers-** Getting **additional discount by prepaying** through bank card or wallet to get additional discount but make sure the card details are accurate

Figure 13: Powerpoint for Daraz Voucher types

- c. Lastly I prepared a powerpoint regarding the content ideas. I researched on the ongoing trends suitable for the influencers that I have listed.



Figure 14: Powerpoint based on campaign of daraz for content ideas

- d. Analyzing and listing all the content ideas and providing references for the campaign. The content ideas must be to educate about the vouchers and the campaign to generate the sale

D. Campaign: Samsung S Series campaign

Samsung’s ongoing campaign of “S” series is one of the most popular campaigns of Nepal today where the campaign consists of a handful of influencers.

- a. Initially, I was handed the task of writing minute meetings. The meeting was between the clients and the team of the Outreach Nepal on the topic of endorsing influencers and discussing the results and outcomes of the influencer’s digital activities.
- b. According to the contract, the influencers must perform social media posts and photoshoots. Here, I was assigned to keep the report updated with their social media activities regarding the brand by making a powerpoint on it and finally handing it to the team.

TEAM GALAXY 2024 DELIVERABLES POST REPORT

Figure 15: Powerpoint on influencer’s post report



Figure 16: : Powerpoint on influencer’s post regarding campaign

E. Attended brand’s photoshoot

During my visit to the Himalaya brand’s photoshoot, I was actively involved in several management related activities and offered support to my seniors. I also had the chance to interact with Himalaya’s marketing head and team. Throughout the photoshoot, I carefully observed the co-ordination between the photographer, models, agency and brand representatives. The agency acted as a bridge, ensuring that the creative vision aligned with Himalaya’s marketing goals. This experience taught me the importance of clear communication and collaboration to ensure that the work run smoothly and meets the client’s expectations.



Figure 17: Photoshoot of Himalaya products

2.2.1 Job assigned beyond the standard job description

During the internship, I was also assigned other various work under the same department. My job provider handled me various work during my spare time when there was no specific work

regarding the brand's campaign. The tasks I performed consists of various types which are given below:

- a. Checking on the TVC of Glucose- D regarding the translations from English to Nepali and comparing the voiceover with artists in the advertisement.
- b. Rechecking the catalog print of Unilever and analyzing the work that needs to be corrected. The work is then referred to the graphic designer team to correct it.
- c. Performing competitors analysis for Asian paint regarding the TVC and jingles of the fellow competitors. The TVCs and jingles were then downloaded and listed in the powerpoint and handed over to my job provider.
- d. The brand glow and lovely is also one of the major clients of Outreach Nepal. The work I did here was to research on the trending reels and generate ideas that would match the brand's brief in the powerpoint.
- e. Making excel sheets and listing out the various agreements done by the media, especially news channels of Nepal with Outreach Nepal. The list was based on the description of agreement paper from the media department which consists of channel name, amount, property bulletins, property, FCT and banking FCT.
- f. The other task I did was also from the media department. With Unilever being one of the prominent clients, the company did print advertisements in the newspaper regarding the announcement of the Unilever Nepal Limited's financial statement of the month of ashad 2081. Since being an intern, I was assigned to recheck every part from the excel sheet and Ms word and tally the document that needs to be revised and corrected.

2.3 Activities Coordinating with Co-Workers

I joined the company having an objective to complete every task handled to me. During the internship, there was various work that was not only limited to one department. Hence I had to follow up and communicate with other departments and teams about the tasks I was handed over.

During my work, I sometimes collaborated with the media and creative department. Although the work wasn't much of a load, I did communicate regarding the work that needs to be revised and corrected.

2.4 My Job Process

The job I did is described detailly in the above paragraph. However for the same, here is the diagram of the job I performed in Outreach Nepal.

A. Campaign: Sunsilk Gang of Girls

a.



Figure 18: Job process for research on competitor's analysis for Sunsilk

b.

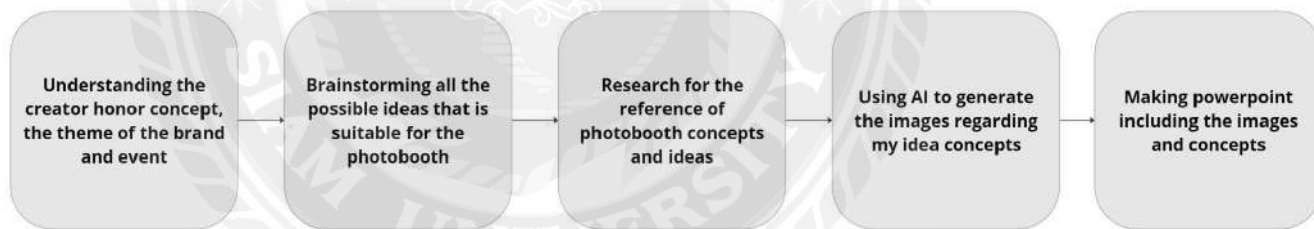


Figure 19: Job process of Photo Booth idea creation

B. Campaign: Pond's moisturizer and face wash



Figure 20: Job process for pond's competitor's digital activities with influencers and content ideas

C. Campaign: Daraz 8.8 voucher festival

a.



Figure 21: Job process for research on influencers for campaign of Daraz



Figure 22: Job process for Vouchers and content ideas for campaign of Daraz

D. Campaign: Samsung S Series campaign



Figure 23: Job process for Samsung S series campaign

E. Attended brand’s photoshoot

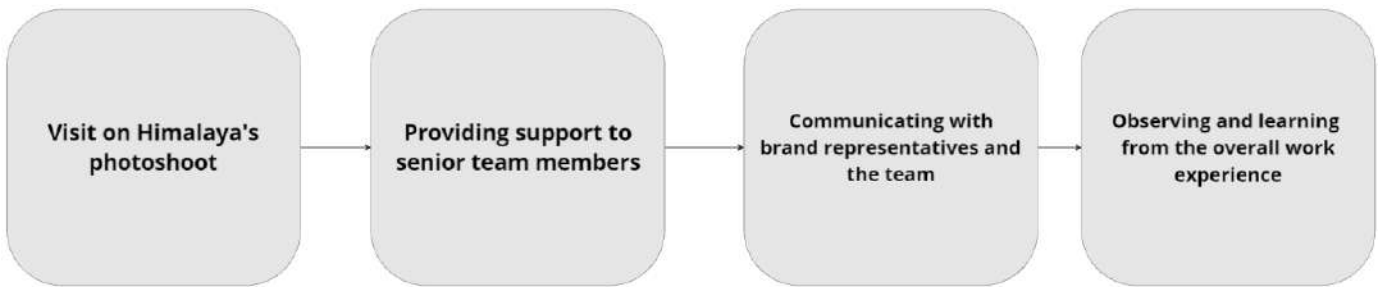


Figure 24: Job process for Attending brand’s Photoshoot

2.5 Contributions as an C0-Op student in the Company

During my internship here at Outreach Nepal, the contributions I made were more specific in the client and planning department. All the work I did was based on the market research, brand’s competitor’s analysis and idea generations which are the major areas I made an impact in the company.

The opportunities I had here to perform various tasks was a learning experience for me. In every task I did for research activities, I made sure to communicate with the team

1. Social Media trends and activities:

- Contributed in analyzing the latest trends in emerging social media platforms. I did an in-depth research on the contents that resonate with the target audience.
- I also further provided actionable insights by ensuring the brand’s campaign aligning with the consumer preferences and social media trends.
- Handled the social media activities done by the influencers regarding the campaign.

2. Innovative Content Ideas:

- As per the client’s brief, I contributed to the content ideas that resonated with the target audience according to the consumer's changing preferences.
- Proposed various contents such as short videos, User generated content aligning with campaign brief across emerging platforms.

3. Competitor’s analysis and research

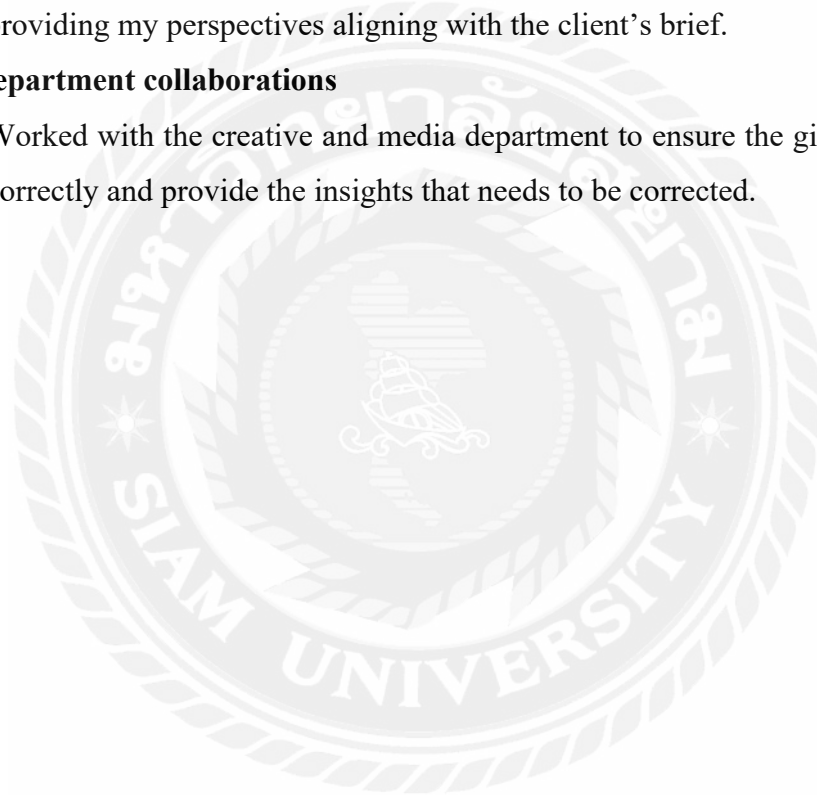
- Conducted various research works for different brands in detail to be in the market and adopt the on going trends to sustain.
- With regard to the competitor's analysis I helped in providing valuable inputs for developing more competitive and engaging campaigns.

4. Client and planning department support

- Participated in the meeting with the team and offered insights on performance..
- Contributed in the discussions of content strategy and campaign development providing my perspectives aligning with the client's brief.

5. Cross department collaborations

- Worked with the creative and media department to ensure the given work is done correctly and provide the insights that needs to be corrected.



Chapter 3

Learning process

In this particular chapter, I have discussed the problems of the company that I encountered or saw in the company during my internship period. The problems I discussed here are based on the issues I observed more than I faced during the tasks I performed.

3.1 Problems/issues of the company

In my internship period, I got a chance to learn about the advertisement company and applied the knowledge and skills I have gained from my college. However, I have observed several problems with the company and also during the tasks I performed majorly in this department.

One of the biggest issues I faced while working was not having much work on a regular basis for a few days. During this period, I communicated with the other co-worker regarding their work to help and learn something valuable from them. My co-worker handed me some work as a way to practice during a limited work period.

While working as an intern, we used to have one to one meetings with each member from the client service department. During these meetings, I got to know about the client dealing and conflicts between the client and team which made me realize that handling client, maintaining relations was not an easy task to do. Each and every client has their own way to deal and communicate which hampers the fluency of work for the team of this particular department. Most of the time, some clients showed urgency of work without proper guidance and clear information. This miscommunication had led the team to feel less motivated and frustrated at some level because of all the misunderstanding between two parties.

Although Outreach has done brilliant campaigns, sometimes there are days when the team faces a communication gap between the creative brief, client's needs and the planning team. In this period, the campaign fails to be approved before the execution stage in the client meeting which can lead to the mistrust by clients over the company.

Lastly, the issues I observed was having communication gap between the two company i.e. Outreach Nepal and DigitalIn. As DigitalIn focuses on the digital marketing part, sometimes the communication does not flow which results in unsuccessful attempts by the ATL and BTL team to work together and have proper coordination to strategize the campaigns.

3.2 How to solve the problem

In this part I have summarized the solution to the problems I observed while working in the company. This section includes one to one interview within the employees of the client service department and how they tackled the problems while I have also highlighted my perspective on this matter.

3.2.1 Literature Review

In advertising agencies, clients are also the decision makers who shape the outcomes of the campaigns, they are not only the customers. A good behavior always influences a client's trust and commitment which results in improved working relationships (labahn & kohli, 1997).

In the relation between client and agency, misunderstandings often rise which leads to unclear expectations (Mural, 2021). The essential communication and well briefing of the projects, continuous feedback and regular meetings throughout the campaign process helps to mitigate this issue.

It is crucial for advertising agencies to develop transparent communications with their clients. Ensuring the clients are updated through clear communication by various channels regarding the progress of the campaign (Lakhsman,2023).

Cross department communication to ensure the team's performance and progress is important. Leveraging digital tools such as project management tools, messaging platforms where documents can be shared quickly can enhance the work flow and ensure the team has updated information (Lakhsman,2023).

3.3 Recommendation to the company

1. Through the discussions with the team members, managing clients is a challenging task. However, to address this issue, the team handled it with logical reasoning. In this situation, the team highlighted the importance of empathy from both parties to sustain the relationship.
2. As I have discussed the communication gap between ATL and BTL team, team members highlighted the importance and need of more frequent meetings, brainstorming sessions which greatly helps in addressing the queries, sharing insights to align the strategies for unified campaign results.

3. The systematic tasks rotation of works by each employee within the department would allow the interns to participate in more projects with continuous learning process. While I appreciate the opportunity to perform some tasks in the time of limited work days, I realized that hands-on experience with actual tasks would have been much more beneficial for me. The rotation of the tasks also ensures the consistency engagement and gain practical experience in the slower working period.
4. The miscommunication and misalignment between creative brief and client can be resolved by involving the creative team and client in the initial briefing process. This leads to direct communication with the client and ensures everyone is on the same page before moving forward.
5. The use of communication and collaboration tools such as slack and trello could be of great use in the cross department communication and ensures the project goals and timeliness.
6. From my perspective clear guidelines for communication by comprehensive brief with all the necessary information is conveyed accurately. Moreover, it would also be beneficial to implement some training sessions focusing on client handling and maintaining positive relationships.

3.4 What I have learned during the Co-Op studies

During my 16 weeks of internship at Outreach Nepal, I have gained valuable experience in the professional career of the marketing world. The things I have learned during the Co-Op studies were:

- A. One of the major things I learned was the importance of understanding industry knowledge. Working under the client service team, I was able to observe how various brands across different industries work and how advertising and promotion is created to match the brand's message and objective to their right audiences. This understanding has deepened my knowledge by relating with the theoretical knowledge I gained at my study. The understanding of how an advertising professional works is not only to have creative minds and ideas to the picture, but also about understanding the consumer behavior, industry trends and brand's objectives which has rooted me with marketing understanding.

- B. Another significant growth I found was a deeper understanding of content planning and creation. I was responsible for understanding the content creation trends and market research helps me to understand the importance of creating content strategies for making a brand reach the right audiences. From analyzing competitor's campaigns to researching the current industry trend, I learned how to create content that both engages and aligns the customers needs. Similarly, I also gained hands-on experience on utilizing digital tools such as canva, powerpoint, google sheets and google slides helps me to enhance and organize contents in a visually appealing way.
- C. The major tasks I performed was market research which has helped me understand the importance of research in advertising. A crucial thing I analyzed is that market research is the backbone of any campaign. From analyzing the audiences, competitors and identifying the gaps in current trends, I realized that market research allows the advertising company to create campaigns that are strategically sound.
- D. Throughout this internship, I have developed an understanding of client management. I learned how important it is to manage the need through clear communication, handle feedback and align the client's vision by ensuring the team's effort for success of the campaign.

3.5 How I applied the knowledge from coursework to the real working situation

Throughout my internship here at Outreach Nepal, I had the opportunity to apply the theoretical knowledge or concepts provided by the institution that has been useful to navigate the tasks and responsibilities.

The key area where I applied my academic knowledge was in marketing theories mainly, STP which are essential in campaign planning and market research in a systematic way. For instance, while researching for influencers, competitors and content trends on specific categories, I referred to the segmentation, targeting and positioning strategies I learned in my class to better understand and make my work more efficient.

Another major thing I applied was every concept I learned during my fifth and sixth semester of integrated marketing communication and advertising classes. From understanding the creative brief, client's needs, campaign objectives to brainstorming, planning on its basis to

execution part by collaborating with different departments and teams. The concepts such as the AIDA method also helped in the content creation and planning part. These all concepts helped me to follow a format and present in a meeting discussion.

Research skill is another crucial aspect I applied during my internship. My ability to research I gained from my institution helped me to conduct thorough research, analyze data and trends while putting out the content for different brands.

The coursework knowledge of project management are the other concepts I utilized. While working on different brands, I used organizational help to handle the tasks effectively. Additionally, the knowledge of consumer behavior helped me to better understand the audiences, their buying patterns, motivational factors and behavior patterns to analyze and create the content catering to the audiences is a crucial factor in advertising.

3.6 Special Skills and New Knowledge I learned from this Co-Op Studies

Some special skills and new knowledge that I learned are:

- A. Content Strategy and Development: In some projects, I was involved in the entire content strategy and development from brainstorming, planning and how to execute ideas across different platforms. I learned how to align the content creation with the brand's brief by resonating to the targeted consumers.
- B. Enhanced the abilities to analyze: During my internship period, I have sharpened my ability to research and analyze how the competitor adapts to the new trends and fills the gap. I learned to take away some insights that could be helpful in the content strategies and campaign development.
- C. Negotiation Skill: Observing client relation executives, hearing their experiences and how they work overall, I developed an understanding of negotiation tactics used to make deals and handle the conflicts between both parties. This skill was particularly important when dealing with clients to meet their specific demands.
- D. Creative problem solving: Working in an advertising agency requires resolving the issues that arose unexpectedly sometimes. I learned how to think out of the box and develop some creative solutions to make the campaign run which has helped me to become more adaptable in such situations.

Chapter 4

Conclusion

4.1 Summary Highlights of my Co-Op studies at Outreach Nepal.

This report outlines my internship journey at one of the leading advertising agencies in Nepal. The report highlights my personal growth while contributing my knowledge and skills to the company. The report also focuses on my day to day responsibilities while relating with the theories and knowledge I gained from my college coursework. Throughout the period, I had the opportunity to work with the client service department and gained experience in this industry as an intern.

While working as an intern I faced few challenges however, I tackled some situations by learning from internal team meetings.

Through hands-on experience, I developed various skills, such as from ideation stage of planning to market research, content management and analyzing the effective result of the campaign and content. The work I performed as an intern has provided me with an exposure to this industry and how advertising gives life to the brands. To conclude my tasks I used various tools such as Canva, Ms Excel, Powerpoint, Miro and Google applications as well as improved my analytical and thinking skills.

Overall, my experience as Co-Op Studies at Outreach Nepal has equipped me with practical insights and professional work experiences to future career growth.

4.2 My Evaluation of the work experience

My internship at Outreach Nepal has been beneficial and enjoyable allowing me to gain practical insights into the advertising industry. This internship has made me confident and solidified my interest in the marketing advertising world.

Throughout my work I contributed to the client service department by conducting market research, analyzing competitor campaigns and digital activities and strategizing contents for various brands. I was able to work with talented individuals which learned skills that will help me to shape my career in the marketing world.

This Co-Op program allowed me to grow personally and professionally as I learned to work in this emerging advertising industry. As I am delighted by the skills I gained working in the client servicing, campaign planning and teamwork, I found the experience highly educational and fulfilling.

4.3 Limitation of the Co-Op studies

During my 16 weeks of internship, there were few limitations that impacted my experience. The major constraints were the limited time period and the amount of work during certain periods which made it challenging to contribute to some of the ongoing projects. While I learned the essential working experience as an intern however, the lack of continuous work period limited my more experience.

The unavailability of work related resources was another limitation. Since I worked as an intern, I was restricted to be present at meetings with clients and only employees were allowed to be part. Similarly, I was not part of some internal meetings with the team which restricted me to access the information of the company. This has narrowed my knowledge on detailed analyses or fully part of some stages of the campaign. Hence, this report does not include every information because of the confidentiality maintained by the company.

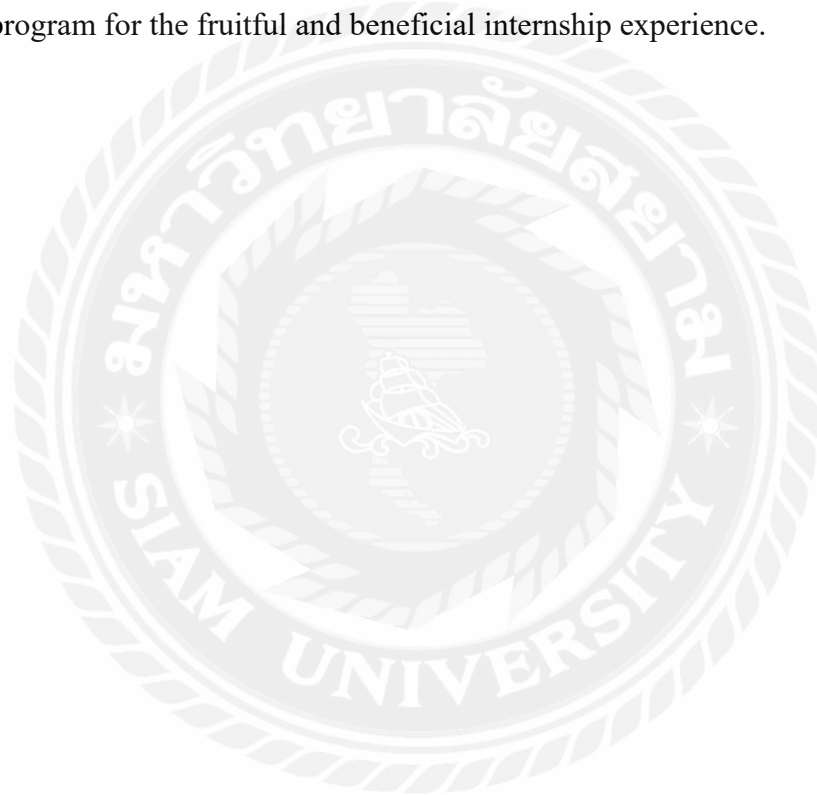
4.4 Recommendations for the company

Based on my internship experience at Outreach Nepal, I have several recommendations for the company that could help to improve the company's internship program and work experience.

1. Having a development of a more structured internship program. Even though the interns are supervised by the single supervisor but in the absence of the supervisor implementing a structured plan with tasks tailored to interns would ensure a comprehensive learning experience. This helps to make interns contribute more effectively and get involved in projects.
2. Having a continuous weekly meeting and feedback sessions. The two way feedback sessions help to track their progress, understand the areas of improvement and align the tasks with the company's objective. Constructive feedback could make the internship more impactful and beneficial.

4.4 Recommendations for the Co-Op program

This program has provided a lot of opportunity to gain practical experience. However, I would suggest a few recommendations to the Co-Op program. Firstly, the pre co-op program on making the report should be done with more classes. Implementing more frequent check-ins between the academic supervisor and students during the Co-Op program helps to track their work and get feedback and suggestions on any issues they face. Apart from these, I thank the University for this Co-Op program for the fruitful and beneficial internship experience.



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Appendices



Figure 25: Welcoming marketing Veteran Mr. Bharat Avlani from Malaysia at Outreach Nepal



Figure 26: : Dashain celebration at Outreach Nepal



Figure 27: Celebrating 12 award victory at Flame Award Asia 2024