

Internship Report on
Terracotta Red: An Intern's Experience



TERRACOTTA



Internship Report on
Terracotta Red: An Intern's Experience

Prepared for
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Date of Submission: 12th April 2018

Letter of Transmittal

5th April, 2018

Md. Hasan Maksud Chowdhury

Assistant Professor

BRAC Business School

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Mohakhali, Dhaka, Bangladesh

Subject: Internship Report on Terracotta Red: An Intern's Experience

Dear Sir,

I am immensely grateful for the opportunity to complete my Internship at Terracotta Red and it is a great pleasure to document my experiences in this report. This Internship Program has allowed me to gain valuable experiences in the field of Branding and Graphic Design, and the opportunity to work with notable institutions such as Bangladesh Brand Forum.

It has been a tremendous journey, and I have had the pleasure of working with some extraordinary designers and marketers. I have learnt a great deal during my time with them and I hope to express my learnings in this report, as per your requirements. I hope this report conveys all the necessary details this course prompted and I would be happy to clarify and queries that may arise.

Sincerely,

Humairah Hasina Shams

Letter of Endorsements by the Supervisor Faculty

This is to certify that Humairah Hasina Shams, ID: 14104126, a student of BRAC University of BRAC Business School has completed her internship report titled “Terracotta Red: An Intern’s Experience”, under my supervision in order to complete her BBA Internship Program. I approve and accept her submission for this report.

I wish her success and prosperity in her career and life.

Md. Hasan Maksud Chowdhury

Assistant Professor

BRAC Business School, BRAC University

Acknowledgement

First and foremost, I would like to thank the Almighty for bringing me where I am today. Second, I would like to thank my Internship supervisor **Md. Hasan Maksud Chowdhury**, for giving me the opportunity and space to complete my Internship Report at my own pace. He inspired me to stop worrying about the quantity of my report and focus on quality, ensuring my report to be genuine and to the point.

I would like to express my utmost appreciation to:

Atif Ahmed Akkhor, CEO & Creative Director, for having me as an Intern at Terracotta Red. He has guided me and given me valuable advice during my time working here.

Ornob Sikder, Design Director, for being my mentor throughout the duration of my Internship. He has taught me everything I have learnt in the past three months, from designing tips to being professional etiquette. He has been patient, kind and understanding of my shortcomings and has helped me work through my problems and ultimately hone my skills as a designer.

Shams Asif, Associate to the CEO, for helping me with whatever I needed logistically. He was always there to answer any company related questions I had.

I would also like to thank **Sajid Mahbub**, **Tarana Tabassum Pia**, **Sadia Kamal** and **Kazi Ashfaqur Rahman** from Bangladesh Brand Forum for their support and cooperation throughout the projects we have completed.

Lastly, I would like to thank my loving husband **Saadman Iqbal** for helping me construct this report and for his constant support throughout this internship.

Executive Summary

This Internship Report, a requirement of BRAC University's BUS400 course, outlines my experiences as an Intern at Terracotta Red. It gives a brief overview of the firm and how many employees it consists of. Terracotta Red is a Branding and Creative Consultancy firm, that believes in designing for business growth. This report discusses the workflow and design process undergone for Terracotta's most recent project, the 5th Leadership Summit hosted by Bangladesh Brand Forum and showcases the solution to a problem posed by them, including the results and analysis of the solution. It also documents the processes and operations of the firm, particularly the Creative and Design aspects. This paper describes the constraints and challenges I have faced, as well as my learnings along the way. It also includes implications of this report to the organization, as well as the university and its internship program.

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Company Profile

Terracotta Red is a branding consultancy firm founded in 2016 by Shariful Islam and Atif Ahmed Akkhor. Shariful Islam, Chairman of Terracotta Red, also founded Bangladesh Brand Forum, an initiative that envisions “Transforming Bangladesh through applying Branding Ethos among local corporate” (Bangladesh Brand Forum, 2013). Terracotta believes that brands should be defined by bold ideas and experiences and that good branding does not just leave an impression, but helps generate business growth as well. Terracotta Red helps businesses build brands and experiences that leave an impression and make an impact. Its services include:

Identity Design	Also known as “Corporate Branding”, Terracotta’s services in Identity Design include creating logos, wordmarks, emblems or symbols for brands to use in their corporate activities. They further branch into creating designs for packaging, letterheads, envelopes, notebooks, etc. that a company may need in their day to day operations
Brand Positioning	As a consultancy firm, Terracotta also provides consultancy on how a company should position itself in terms of branding and marketing. Their aim is to create and leave a memorable and positive impression of a brand, in the minds of their audience.
Event Branding	Anything can be branded. From companies to events and even destinations. Event Branding is a prominent part of Terracotta’s services. These services include designing all the materials needed to create an ambience at an event or ceremony. From workshops and conventions to summits and conclaves, the goal is to design all the materials that may be needed for events like these. These may include banners, backdrops, stages, stationery, ID cards and even installations. Event branding includes all the designs that may be needed at an event that can make the gathering recognizable and memorable.

Experience Design	One of the newer functions at Terracotta include Experience Design. Similar to event branding, designing an experience takes much more into account than just the visuals. As the day and age progresses, branding is now more than just a logo or a symbol. Branding is the experience an audience gets from consuming a product or service. Designing this whole experience, from beginning till the end is a new service that Terracotta is beginning to pursue. These experiences range from product launches to special events. The difference between event branding and experience branding is that in experience branding, many more factors are taken into account; most prominently, experience branding involves what goes on in the events, as opposed to just designing the visuals for one.
Creative Consultancy	A part of Terracotta's services include creative consultancy, i.e. advice on what creative measures a company could take to improve their brand equity. This could involve altering their brand positioning, or brainstorming on ideas and activities that would boost their growth and image.
Brand Research	Terracotta also provides services for research, to gain insights on what might impact a company's brand positioning.

Its parent company, Ionsketch Ventures, founded in 2013, has three ventures:

- Terracotta Red, a branding consultancy firm
- Symbl, a web technology firm
- The Print Shop, a mediator connecting clients to printing facilities.

All the companies interact and share resources, using each of their strengths and specialties to eachothers' advantage.

The company, albeit small, has worked with clients such as Bread and Beyond, Robi and Fujifilm. With a total of seven people involved in the company, Terracotta is made up of a small team consisting of a Creative Director (& CEO), an associate to the CEO, a Design Director, an account manager and two interns, led by the CEO and Chairperson. (Ahmed A., personal communication, 29th March 2018)

Overview of Terracotta Red

Company name	Terracotta Red
Established	2016
Key Persons	Shariful Islam (Chairperson) Atif Ahmed Akkhor (Chief Executive Officer, Creative Director)
Other Employees	Ornob Sikder (Design Director) Shams Asif (Associate to the CEO) Mayeda Tanha Bidushy (Junior Account Manager) Abrar Bareq (Intern) Humairah Shams (Intern)
Number of People Involved in the Organization	7
Other Concerns	Symbl The Print Shop

Introduction

The rationale for this report is that BRAC University requires an in depth report on its students' organizational - affiliation internship program as their end of term paper for BUS400. It is written to document my experiences as an intern working at a firm specialising in Branding and Graphic Design.

Background

As a part of my Internship Program, I was given the opportunity to work as an intern at Terracotta Red. During my time here, I was able to work on various projects from a number of different clients such as BetterStories, an ideas agency that emphasizes on ICT & Research and Business Incubation and Bangladesh Brand Forum (BBF). In this report, I will be going through how we solved a problem brought forth by BBF and the process of some of the work we have done to solve it. I will also be covering the my findings in the form of Results and Analysis.

Objective

The objective of this report, and the internship as a whole, is to understand how a business that is based on Branding operates; **to understand and work through the business processes** of company that specializes in Branding and Graphic Design. Another objective of my Internship is to observe how **branding and marketing can affect the success of an event**. To showcase this, I'll be solving a problem posed by Bangladesh Brand Forum regarding the marketing and promotions of one of their events, when faced with competitive institutions hosting similar events around the same time. Also, another important objective is to **document my progress, and the different company ethics, work ethics and ideals that I have learnt**, both as an intern at a real-life office environment and as an intern for a marketing and branding firm. Overall, the objective of the report is to convey my findings and growth as a future employee in the design sector of marketing in the business world.

Literature Review

“Branding has emerged as a top management priority in the last decade due to the growing realization that brands are one of the most valuable intangible assets that firms have.” Says Keller and Lehmann (2006) in a Journal from Marketing Science. The Journal goes on to discuss the effects branding can have on consumer perception, as well as the importance of brand equity. This publication helped pinpoint why branding has become a component of so much importance, and has clarified how we can use branding as a leverage for business growth.

Tim Brown (2009) talks about how Design Thinking sparks innovation and business growth in his book “Change by Design”. He talks about how the theory combines a combination of emotionally meaningful and yet functional methods of solving problems. The theory keeps three components in mind: Inspiration, Ideation and Implementation and is considered to be an integrated strategic method of developing products and services to better suit consumer requirements. Design Thinking involves designing products, services and communications in a way that is consumer-centered as well as feasible and efficient. Design Thinking is a theory that has to be implemented everyday at Terracotta; it is something that helps us design effectively and efficiently.

In a publication by Susan Mudambi (2002), she discusses the importance of branding from a B2B perspective. She points out that it is important to look at the situation for the buyer’s point of view, and that when the buyer is faced with an important or unfamiliar purchase, the seller’s brand can indicate its performance. A company’s branding has the ability to portray its reliability, credibility and overall performance, so it is of ample importance to ensure that it is done thoroughly. As Terracotta deals in the B2B sector exclusively, this publication has helped me understand the importance and the implications of looking at the situation from the clients’ perspective.

Work - Related Activities Undertaken

The Problem

One of the main objectives of my Internship was to solve a problem posed by Bangladesh Brand Forum. They were hosting the 5th Annual Leadership Summit on April 7th, where they bring together prominent thought leaders across the world to its flagship Leadership Summit. However, the problem was that there was another event, similar to the summit, taking place on March 31st. The CXO Summit 2018, hosted by Lighthouse Bangladesh, was also an event that brought together industry experts to discuss strategy, innovation and leadership. Bangladesh Brand Forum needed to promote the event and gather registrants well beforehand, so as to gain a competitive edge. BBF approached us to brand the event as a whole and design the visuals for its communication tools, in a way that would make it stand out and pique the interests of a relevant audience.

The Solution

The solution was to start communicating before the CXO Summit did. To communicate the high profile speakers presenting at the Leadership Summit, before the CXO Summit began their promotions. A consistent identity and design language from this point onward in every communication, combined with the fact that multiple channels were to be used to very frequently reach people would help this event gain traction over the CXO Summit.

The Process

We were only given a few days before the event went live, so I had to work closely with the Design Director to establish the visuals for the communication. To make the event stand out, we needed to design visuals that were eye-catching, yet easy to read, in order to get the communications across effectively. To do this, we went through a series of steps that would help me achieve the objective through thoughtful design.

The Brief

Profiling this as a high-profile event, this event is intended for industry leaders and innovators across the country to discuss four components: Economy, Innovation, Planning & Strategy, and Sustainability. The target audience, or participants of the event is largely made up of local business leaders and corporate businesspeople.

The Thought Process

Before initiating the design process, our first task was to understand the minds of our intended audience. We needed to assess who the visuals will be for, what they think like and what can catch their interests. It was here that we established that the branding of the overall event needed to lean towards a more corporate approach, keeping the previous logo of the Leadership Summit in mind. It was here that the design director taught us about “Design thinking”, a creative problem solving method popularized by David Kelly and Tim Brown.

Brown (n.d) states that Design Thinking is a human-centered approach to innovation that draws from the designer's toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success. We were required to adopt Design Thinking into our designing process, so as to ensure that the brand is translated effectively and feasibly.

Design Execution

With this in mind, we were asked to brainstorm, generating concepts for a plausible visual branding for the Leadership Summit, starting with a logo. However, still being interns and barely used to the whole process, we were unable to generate any concepts that suited the profile whilst remaining clean and clutter-free. As a result, the design director took our inputs into consideration and generated a logo and a wordmark for the whole event. This marked the beginning of our design execution process. After the initial structure was constructed, I was instructed to prepare further visual elements to send to the client (BBF) for approval. As per

instruction, I prepared materials for their Facebook page, as well as a brochure showcasing their speaker lineup. All the materials were then compiled and sent to the client via email for approval. Upon approval, further feedback and deliverables were given from BBF, and we began to prepare the materials accordingly. The list of deliverables included several types of visuals, such as:

- Facebook Templates

These included materials such as a Facebook cover photo, profile picture and several blank templates to use to communicate different types of information. One example of templates includes a speaker profile that included the name, designation and bio of the speakers. These would be used to communicate to the audience who will be speaking and what their backgrounds are.

- Email Communication

A number of communicative components are sent to relevant participants and other stakeholders of the event. These materials include files like,

- Speaker brochures that give the participants some background information on the keynote speakers at the event.
- Registration Forms to download, fill out and send back to Bangladesh Brand Forum.
- An Event Agenda, listing down the whole timeline of the event, so readers can get an idea of what is happening at the event.

Ensuring the design for components like these are critical, as we need to ensure that all the information is accessible, readable and easy to understand.

- Print Promotions

An event like this, usually promotes itself via press ads in various publications. For the 5th Leadership Summit, we were instructed to design 4-5 press ads, over the course of 3

weeks, all focusing on different components of the event.

Press ads are particularly difficult to construct, as there is usually a large amount of information, all of similar importance, needed to be crammed into a particular given space. Press ads are also of ample importance to these events as it is one of the key communicators of information regarding the event, to its relevant target audience. Press advertisements are usually published in publications like the Daily Star Magazines and Bangladesh Brand Forum's own publications.

- Venue

Apart from communications and promotional materials, an important aspect of our services was designing the signage for the venue itself. This includes elements like backdrops, welcome boards, x-banners, photo booths etc. In addition to this, we are also given the responsibility of designing accessories being used at the venue, such as ID cards, notebooks and pens.

Establishing the branding at the event is particularly important because at the venue (in this case, Le Meridian), sets it apart from all the other usual events that occur at the venue. Making the branding more evident across the the venue sets the summit apart from all the weddings, birthdays and other fairs and events that take place within the premises. Furthermore, with Le Meridian's branding being so overpowering, it is able to mask and mute the effects of any event taking place in the venue. A powerful branding for the event ensures that the event shines through despite the luxurious ambience of the venue.

The Results

After the event, it was time to note down how successful it was. Attending the event, I saw that it indeed had an impressive turnout as the tables were all fully booked and the audience well

engaged with the panel sessions. However, we needed quantifiable evidence to back this up. I contacted the organizers of the Summit to enquire about how many guests were registered and attended. According to Ms. Tabassum, there were about **300 attendees** at the Leadership Summit. Altogether, around **BDT 5,200,000** was generated in revenue.

Analysis

In comparison with the the CXO Summit, The Leadership Summit had successfully double its turnout, and had reached almost 2.5 times more people. Comparing the Facebook event pages of both the events, the numbers speak for themselves. While the CXO Summit had 149 attendees and 722 interested participants, the 5th Leadership Summit had 306 attendees and over 1800 interested participants. Looking through both the event pages, it is evident how much time and resources was put into the communications for the Leadership Summit. Comparing the two event pages, I found that while both the pages listed the speakers attending, The Leadership Summit made sure to include information like the speakers' backgrounds and further information, to reaffirm their credibility as keynote speakers. In addition, I have also found that the Leadership Summit posted more frequently, showcasing the whole event, part by part. They also kept the attendees and interested participants engaged after the event, posting summaries and key points of everything discussed. Bangladesh Brand Forum also made sure to promote themselves on other platforms as well. With the help of our visuals, they published 4-5 press advertisements over the course of four weeks.

Overall, I was able to conclude that the 5th Leadership Summit indeed had a better turnout and a higher number of attendees. While the CXO Summit and the Leadership Summit overlapped in terms of speakers and topics, the Leadership Summit was able to leave a memorable mark, due its eye-catching visuals and recognisable symbol. Thus, I can safely conclude that the Leadership Summit was indeed more successful, due to the help of frequent marketing promotions, a consistent visual identity and clear visual communications.

Organization - Wide Activities Undertaken

Apart from direct designing responsibilities, I was also entrusted with a number of other duties. The most prominent activity being, client-facing in place of the account manager. Despite primarily handling design-centered activities, I found myself constantly needing to communicate with the clients regarding deliverables, information needed and meetings scheduled. I was also required to follow up on the progress of our deliverables' feedback in the account manager's absence.

Constraints and Challenges:

On the Job

Since we're a relatively small team (of 3 people), the workload tends to get very overwhelming. It is a very difficult task to manage a whole event or project with just three people covering all the areas of design. Usually, the clients' deliverables are needed over a span of a day or two at best. When it rises to over three to four deliverables a day, it puts a lot of pressure on us, as it usually takes about a day to properly send in one deliverable.

Due to our diverse clientele, I have found much difficulty in adjusting to the change of design across different brands. Having to constantly change my perspective, ranging from simple to very complicated tasks and inputs provided by our clients, made it difficult for me, especially in the first couple of weeks to keep up. On top of that, as already mentioned above, since our total employee count and especially, the graphic designing department is still small and growing, there is not a lot of relevant teammates that I can bounce my ideas off, get enough constructive feedbacks and elevate the quality of my work that could normally have been easier and more probable if there were more designers present. However, it did not pose as a shock or something overwhelming that I had not anticipated beforehand, as I chose to do my internship at Terracotta Red because of its tight-knit work environment and the group of people that came along with it.

Another problem I have faced at Terracotta is that clients sometimes fail to comply with the guidelines delivered to them. As it is our job to prepare the initial visuals for the client, we send them a complete guideline to follow, so they can maintain this branding long after our job is complete. Sending them a guideline enables them to make their own communication materials that stay consistent with the visuals we have prepared for them. However, the clients often fail to follow the guidelines sent to them, resulting in them creating their own communication materials that steer away from the branding we created for them. This poses a problem in a number of

ways; the first being that, we were hired to set up a branding for them. Straying away from that defeats the purpose of hiring us in the first place. The second problem lies at the fact that when the visuals the client prepares themselves are uploaded, the audience for the visuals will assume it all comes from the same source. This not only tarnishes the work we've done, it may have a possibility to deter other clients from using our services. Overall, risking our credibility for future projects.

The last major problem I have faced is that the line of work we are in holds very little regard for actual work hours. With deadlines for sending to press for printing, and sending information to audiences via emails, our clients tend to ask for deliverables with a very short delivery span. As a result, we find ourselves having to work after normal work hours or from home. This proves to be inconvenient for a number of reasons, primarily because we do not get much time away from the office, given that we regularly work six days a week.

Other personal problems I have faced includes the daily commute to my office in Gulshan. Living in dhanmondi, it takes about two to three hours everyday coming to and from work. This eats up a large chunk of my hours outside of office. Furthermore, after doing classes at university for around four days a week regularly, the shift to working six days a week has been a difficult adjustment for me.

Academic Preparation

Over the course of this internship, I have found that what we are taught during our undergraduate program differs vastly from what we need to apply practically. In a work environment, direct theories and principles are rarely required; rather, most of the knowledge we need to know of is learnt on the job and through experience. Apart from that, a skill that is most needed is the ability to manage time efficiently. There were a few courses, however, that taught us some fundamental points that we could apply in a real-life scenario.

Introduction to Branding (MKT423) taught us to find consumer insights through observation and research. This comes to use exclusively to our line of work, as our main objective is to design an experience that can make an impact on a particular audience. In order to make an impact, it is important to find out what affects the target audience emotionally. Thus, finding insights become one of the key aspects of establishing an effective branding. Our faculty at the time, Mr. Tahsan Rahman Khan, taught us about brand equity and the value proper branding can bring to a company. All these theories and components have helped me carry out my work with a much better understanding.

Other courses such as Service Marketing (MKT 431) taken by Dr. Tareque Aziz and Marketing Research (MKT 426) by Dr. Khan Mohammad Taufiq have also benefited me in various ways. From learning how to conduct a thorough research, to understanding how consumer minds behave, these marketing major courses have helped me carry out my work more thoroughly and effectively.

Personal Development & Lessons Learnt

Over the course of the internship, I have learnt a number of things and acquired many useful skills. One of my key takeaways from Terracotta is the ability to manage time between a number of projects. I have learnt to take note of all the activities that need to be done in a day and divide my time accordingly in order of priority. This has led me to become much more productive as a person as well as an employee.

Another skill that has come to much use is a heightened sense of interpersonal skills. Having to talk to clients on a regular basis as well as superiors, has taught me to speak respectfully and professionally. I am personally very grateful for the fact that I have learnt to decline to requests

and unrealistic tasks in a very respectful way. This skill in particular, comes of much use when clients usually ask for deliverables in an impossibly short amount of time.

When I started my internship, I was under the impression that design was all about the aesthetics and outlook of something. During my time here, I have now learnt that design so much more than mere aesthetics; it is the composition, base and/or structure of everything around us. While the aesthetics are subject to taste, design primarily focuses on functionality. Its main purpose is to get information across effectively and efficiently. Working on designs for an event like the 5th Annual Leadership Summit, I have come to learn that without proper visuals, important information slips through the cracks and tends to go unnoticed. This is why design is so important, so that all the information is communicated in a way that is noticable and rememberable. A good example of effective design would include all the previous events that Terracotta had designed for BBF, including NRB Conclave and Bangladesh Innovation Conclave in 2017.

In addition, I have also seen the amount of thought and time that goes behind a design, from logos and a whole identity to a mere social media content and have learnt to pay close attention to details. Branding, as a service, requires an immense amount of time, creativity and tends to get very strenuous and I have an enormous amount of respect for anyone committed to the people working in this industry.

Finally and consequently, I was able to develop and hone my graphic designing skills better than I ever could when I would do so out of regular practice and a hobby. With my prior experiences in graphic designing, it may be misleading to assume that the same skills would completely carry me over in the real world. As a result, it was refreshingly challenging how dealing in the real world and working with and for different types of clients can sharpen my skills and make me realize that I still had a lot to learn when it came to the marketing side of my decade-long hobby.

Working in branding has refined the way I think about designing, as I put the audience first, and make it more efficient and to the point, rather than skewing along a tangent for my personal leisure. Thus, this internship was imperative for me to bridge what I already knew and loved, to how I can effectively use it as part of the real world business system.

Implications of Report to Organization

In this report, I have documented my work processes and the overall operations of Terracotta Red. Since I have noted down these processes and compared my findings from reviewing relevant literature, this report may prove to be useful in the future if the company wishes to look back at an intern's experience. Furthermore, there is feedback to be taken from the constraints and challenges that I have faced during my time here, if the company wishes to improve the experiences of working at their office. Also, my report can serve as a primary source for the company in the future as a historical guide of how it used to be during its early years of its inception. With that, they can compare the things they could have done, the things that went wrong and the ideas and strategies that they got right in terms of the work they do and the employees they hire and govern. Overall, this report may spread awareness regarding both the company as well as the importance of their services.

Implications of Report to the University

Given that I have completed my internship from a firm in a relatively niche industry, this report will hopefully enrich BRAC University's collection of reports. In this day and age, where marketing is growing to be more relevant everyday, branding has risen to become one of the top priorities of strategic management. There are only a handful of firms that specialize in branding in particular, and having an insider look at how a firm in this industry operates may prove to be useful in the future. Furthermore, this report can work as a guide and a resource for professors when they are teaching future students about the experiences of interns and how an internship generally proceeds. In turn, it can not only benefit the university on a faculty level, but it can work as having a domino effect that educates each batch of students that may go over, have conversations and learn from this report.

Conclusion

To summarize, Terracotta Red is a Branding & Creative Consultancy firm that focuses mainly on visuals and graphic design. Over the course of this report, I have documented our design and operation process for most recent project, the 5th Annual Leadership Summit, hosted by Bangladesh Brand Forum (BBF). In the design process, I have gone through the basic stages: The Project Brief, Design Thought Process and Design Execution. The constraints and challenges I have faced during my internship, such as work overloads and occasional lack of cooperation from the clients' end, have also been covered, as well as my learnings. Over the course of these three months, I have experienced and learnt a great deal regarding branding and working in a real-life job environment. I am very grateful for the opportunity to work in this industry and have enjoyed my time at Terracotta immensely. This Internship Program has given me an idea of what working as a professional is like in a real-life work environment, and it was indeed an ideal way to bridge the gap between University and the upcoming professional life ahead of us.

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Appendices

Figure 1. *Identity Design by Terracotta: BetterStories (above), Empty Ventures (below)*

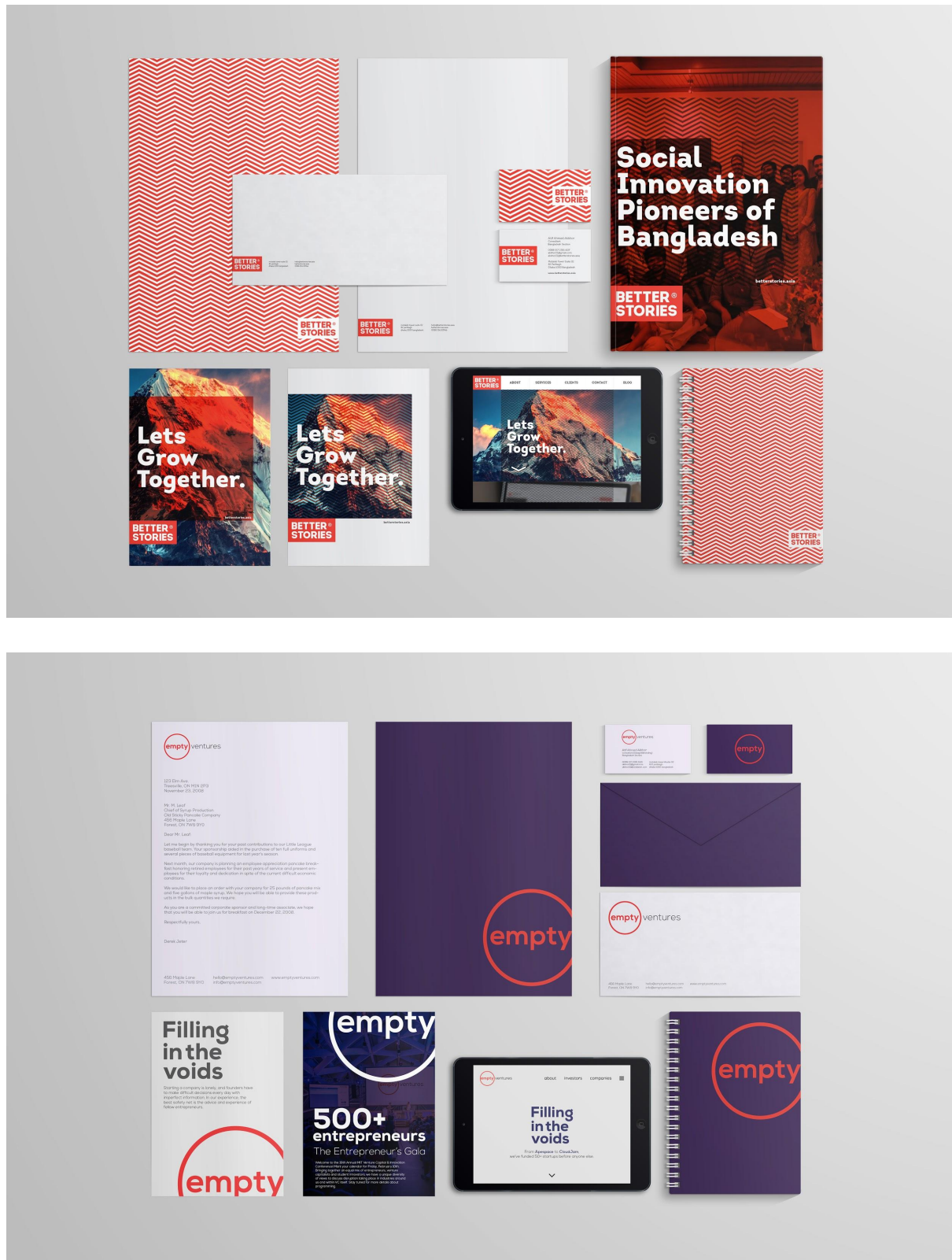


Figure 2. Press Advertisement for 5th Leadership Summit

LEADERSHIP SUMMIT

An Initiative of

**Bangladesh
BRAND
FORUM**

Inspiring Brands in Bangladesh

THE BANGLADESH DIALOGUE FOR THE NEXT 10 YEARS

4

KEYNOTE
SESSIONS

3

INSIGHT
SESSIONS

4

PANEL
DISCUSSIONS

Government & Private Sector Prespective on

Economy | Planning & Strategy | Innovation | Sustainability



PROF. ROBERT C. WOLCOTT

Clinical Professor of Innovation & Entrepreneurship
Kellogg School of Management
Co-Founder & Executive Director
Kellogg Innovation Network



LALIT GUPTA

Chief Marketing Officer
The Iclif Leadership and Governance Centre



DR. MIR SALIM

Principal
The Boston Consulting Group



NAMRATA DUBASHI

Partner
McKinsey & Company

Date:

Time:

Venue:

7th April, 2018 (Saturday)
09:00 AM - 05:30 PM
Grand Ballroom
Le Méridien Dhaka

FOR REGISTRATION

01720426629, 01925969444
leadershipsummit.bbf@gmail.com
bbf.digital/leadershipsummit2018

EACH PARTICIPANT WILL
RECEIVE FREE BOOK ON
OPEN SOURCE LEADERSHIP





Figure 3. Event Agenda

LEADERSHIP SUMMIT

Powered by In Association with

09:30 AM – 09:45 AM
OPENING CEREMONY

ECONOMY
09:45 AM – 10:05 AM
BANGLADESH ECONOMY
Faisal Ahmed
Chief Economist
Bangladesh Bank

10:05 AM – 10:30 AM
GLOBAL ECONOMIC PERSPECTIVE
Dr. Mir Salim
Principal
The Boston Consulting Group

10:30 AM – 11:00 AM
TEA BREAK & NETWORKING

11:00 AM – 11:30 AM
PANEL DISCUSSION - ECONOMY
Syed Nasim Manzur
Managing Director
Apex Footwear Ltd
Ex President
Metropolitan Chamber of Commerce & Industry, Dhaka (MCCI)

Mahbubur Rahman
Managing Director
Dhaka Bank Limited
President
Association of Bankers, Bangladesh Limited

Hossain Khaled
Director
Anwar Group
Ex President
Dhaka Chamber of Commerce & Industry (DCCI)

Faisal Ahmed
Moderator
Chief Economist
Bangladesh Bank

THE BANGLADESH DIALOGUE FOR THE NEXT 10 YEARS

PLANNING & STRATEGY
11:30 AM – 12:00 PM
PLANNING & STRATEGY - GLOBAL PERSPECTIVE
Namrata Dubashi
Partner
McKinsey & Company

12:00 PM – 12:30 PM
PANEL DISCUSSION - PLANNING & STRATEGY
Shehjad Munim
Managing Director
British American Tobacco Bangladesh President
Foreign Investors' Chamber of Commerce & Industry (FICCI)

Mahtab Uddin Ahmed
CEO and Managing Director
Robi Axiata Limited

Dr Muhammad Abdul Moyeen
Moderator
Head
Department of Organization Strategy & Leadership
University of Dhaka

12:45 PM – 01:45 PM
LUNCH BREAK

INNOVATION
02:00 PM – 02:20 PM
BANGLADESH INNOVATION MODEL
Anir Chowdhury
Policy Advisor
A2I, Prime Minister's Office (PMO)

02:20 PM – 03:00 PM
GLOBAL INNOVATION TREND
Professor Robert C. Wolcott
Clinical Professor of Innovation & Entrepreneurship
Kellogg School of Management
Co-Founder and Executive Director
Kellogg Innovation Network

03:00 PM – 03:30 PM
PANEL DISCUSSION - INNOVATION
Yasir Azman
Deputy CEO & CMO
Grameenphone Limited

Arif Dowla
Managing Director
ACI Limited

Anir Chowdhury
Moderator
Policy Advisor
A2I, Prime Minister's Office (PMO)

SUSTAINABILITY
03:30 PM – 04:15 PM
PANEL DISCUSSION - SDG
Dr Shamsul Alam
Sr Secretary
General Economic Division
Ministry of Planning

Nihad Kabir
President
Metropolitan Chamber of Commerce & Industry, Dhaka (MCCI)

Kedar Lele
CEO and Managing Director
Unilever Bangladesh Ltd

Dr Syed Ferhat Anwar
Moderator
Professor
Institute of Business Administration
University of Dhaka

04:15 PM – 05:00 PM
CREATING LEADERS FOR THE FUTURE
Lalit Gupta
Chief Marketing Officer
The Icliff Leadership and Governance Center

AGENDA

Date: 7th April, 2018 (Saturday)
Time: 09:00 am - 05:30pm
Venue: Grand Ballroom
Le Méridien Dhaka

FOR REGISTRATION
01925969444, 01720426629
leadershipsummit.bbf@gmail.com
bbf.digital/leadershipsummit2018

In Association with

Strategic Partner

Knowledge Partner

Partner

Technology Partner

PR Partner

Branding Partner

Web Technology Partner

An Initiative of

Figure 4. Registration Form

LEADERSHIP SUMMIT

Powered by In Association with

THE BANGLADESH DIALOGUE FOR THE NEXT 10 YEARS

NO. OF PARTICIPANTS	COST PER PERSON
1 - 2	26,000TK + 15% VAT
3 - 6	23,000TK + 15% VAT
7 & Above	20,000TK + 15% VAT

COMPANY DETAILS

Company/ Organization: _____

Address: _____

Contact Person: _____

Telephone: _____

Mobile: _____

Email: _____

DELEGATE

Salutation Mr. Ms. Mrs. Dr. Prof.
☐ ☐ ☐ ☐ ☐

Last Name: _____

First Name: _____

Designation: _____

Mobile: _____

Email: _____

Please fill up the form and send it along with account pay cheque in favor of "BRANDZEAL" to:

Brandzeal, Advanced Centre, Level - 3
176, Gulshan North Avenue
Gulshan - 2, Dhaka - 1212, Bangladesh

For More Information:
01925969444, 01720426629
leadershipsummit.bbf@gmail.com
bbf.digital/leadershipsummit2018

Important notes:

- Each Badge is valid for one person only
- Badge must always be available for inspection
- If sold, it is non-refundable
- The holder of the badge agrees to comply with rules and regulation of Brandzeal and its commercial obligation towards valued sponsors
- Brandzeal, the organizer of the session, reserves the right to change the event date and program agenda without prior notice

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Figure 5. *5th Leadership Summit : Leaders' Dinner Invitation*

Dinner Invitation



Warm Greetings from Bangladesh Brand Forum (BBF).

We are delighted to invite you to the
5th Leadership Summit: Leaders' Dinner on **April 07, 2018 (Saturday)**.

With the theme of **"Next 10 years Journey for Bangladesh"**, this dinner gathering is going to be a development planning platform for Bangladesh that focuses on fulfilling the 2041 SDG; especially in Economy, Sustainability, Planning & Strategy and Innovation. Before the dinner, we also have a short session on global innovation trend and scopes in Bangladesh by **Prof. Robert C. Wolcott**, Clinical Professor of Innovation & Entrepreneurship at Kellogg School of Management and the Co-Founder & Executive Director at Kellogg Innovation Network.

We look forward to your gracious presence at the Leaders' Dinner to make it successful and impactful.

Date: April 07, 2018 (Saturday)
Time: 07:00 PM
Venue: Utshab Banquet Hall
Radisson Blu Dhaka Water Garden

Program Schedule
Guest Arrival - 07:00 PM
Guest Taking Seat - 07:45 PM
Discussion - 08:00 PM
Dinner - 09:00 PM

RSVP
+880 1973 443 330, +880 1925 969 444



Figure 6. *Venue Designs (Backdrops, Banners, etc.)*



Figure 7. Side by Side Comparison of Facebook Event Pages of CXO Summit and Leadership Summit

The image shows two Facebook event pages side-by-side. The left page is for the 'CXO Summit 2018' on March 31, hosted by Lighthouse Bangladesh, with 149 attendees and 722 interested. The right page is for the '5th Leadership Summit' on April 7, hosted by Bangladesh Brand Forum, with 306 attendees and 1.8K interested. Both pages include event details like date, time, venue, and a list of speakers.

CXO Summit 2018
MAR 31
Public · Hosted by Lighthouse Bangladesh

★ Interested ✓ Going

31 March at 9:30–18:30

Radisson Blu Dhaka Water Garden
Airport Road, Dhaka Cantonment, 2145 Dhaka, Bangladesh

About Discussion

149 went · 722 interested

5th Leadership Summit
APR 7
Public · Hosted by Bangladesh Brand Forum

★ Interested ✓ Going

7 April at 9:00–17:30

Le Méridien Dhaka
79/A Commercial Area, Airport Road Nikunja 2, Khilkhet · Dhaka, ...

About Discussion

306 went · 1.8K interested

Figure 8. Communication Material for CXO Summit

The image displays a detailed communication material for the CXO Summit 2018. It includes a program overview, a keynote by Maestros in Action, and a panel discussion on Personal Excellence. The material also lists event details such as date, time, venue, and registration information.

LankaBangla DHAKA CXO SUMMIT 2018
"In Pursuit of Excellence"

PROGRAM
The daylong program is a Plenary of Panel and Key Note sessions by Industry Thought Leaders and corporate personalities over topics that are enforcing the demand of Personal and Corporate excellence.

KEYNOTE
Maestros in Action (Operational Excellence)
Operational Excellence can be achieved and sustained with the right attitude, the right mindset, and the right competencies. Well designed, efficient, and effective Management, Value Chain, and Support Processes are necessary to deliver world-class results.

Enduring Greatness (People Excellence)
Organizational leaders of one time were trained by someone in the hierarchy, and it is their responsibility to pay the favor forward by developing successors. While enforcing sustainable talent management, leaders must be cognitive of Empowering Women Leaders towards Enhancement, Adopting Effective Development Plans, Integrating Productive Learning and Development and have access to Accurate Behavioral Assessment.

Power And Influence (Financial Excellence)
Finance leaders in organizations of the present rapidly transforming era are expected to be business partners and to drive organizational performance with strong ethical governance in management practices, enhancing the organization's productivity and efficiency.

The Inner CEO (Strategic Excellence)
While continuously recalibrating strategies, effective leadership keeps organizations focused to analyze business trends, assign appropriate responsibilities and develop progression plans knowing well that they will be delivered by carefully profiled team.

Accountability is Success (Execution Excellence)
They build their strategies around big ideas but fail to execute in the real world – or at least fail to execute in a manner that achieves the results they desire. The biggest obstacle to improving execution significantly and sustainably is the failure to hold our people accountable for results.

PANEL DISCUSSION
Personal Excellence - It is the very foundation of leadership. This discussion will guide through a powerful framework to clarify personal values and discover leadership purpose to enable successfully lead oneself, team and organization.

Innovation Excellence - In the Digital Era, with the rapid development and deployment of social and digital technologies Leaders must adapt their leadership styles to meet new digitally oriented demands and expectations. The holistic approach that engages the organization to examine and develop high level plans to bridge the digital divide are: People empowerment, Stakeholder engagement, Operational digitization, Product digitization.

Dynamic leaders who can excel through innovation, transformation, focus and productivity must be nurtured to maximize their impact and effectiveness. This event will challenge conventional wisdom and practice around personal and organizational leadership through modern era excellence.

OBJECTIVE
The leaders' ability to strategize, innovate, execute and to be a role model in excellence, is of paramount importance for the organization to face the challenges of the coming economic boom. And in addition to these extrinsic qualities, some intrinsic factors are equally important. This program is designed to help unleash and harness those intrinsic qualities that are essential in pursuit of excellence.

MODEL & LEARNING
This is an event for corporate leaders, professionals and managers across the executive level of the organization at Corporates, Financial Institutions, MNCs, NGOs and Government bodies and other thriving industries. It is an in-depth daylong proceeding with focus on:

- Excel towards Excellence.
- The Defining Edge
- Personal Dynamics
- Big Picture
- Market Understanding
- Multi-dimensional Function
- Millennial Connectivity
- Matrifocal Success
- Imparting Experience
- Accomplishment and Achievement

EVENT DETAILS
Date: 31 March, 2018
Time: 09:30am – 06:30pm
Venue: Ushaba Banquet Hall, Radisson Blu, Airport Road, Dhaka-1206
Registration: BDT 15,000 + VAT (Table of Eight)
BDT 100,000 + VAT (Table of Eight)
(A table-entitles additional benefits as an event attendee)

PAYMENT DETAILS
Account Name: Lighthouse BD Corporate Program Ltd.
Account Number: 13211020034258
Bank Name: Prime Bank Ltd.
Branch: Baran
Contact us at: +8801938830002

Look up for the Eminent panel of Speakers on 1st March, 2018
CXO Summit 2018 Event Page