

Internship Report 2023

Marshmallow Advertising Agency

Time Period: 2 months
(14th of July to 30th August, 2023)

Submitted To: Mam Ayesha Mirza

Submitted By: Fizza Naqvi

Reg No: FA20-BMC-001



Media and Communication Studies, Department of Humanities
Comsat University Islamabad, Lahore Campus

Letter of Undertaking

I am a student of the Media Studies Department at Comsat University Lahore, under the batch Fall-20. I declare that I have been employed as an intern at Marshmallow Advertising Agency and have completed my internship course of two months.

During my time at the agency, I have had the opportunity to work in different departments, primarily focusing on the Social Media and Creative Departments.

I have gained valuable insights and hands-on experience in advertising, and my time at Marshmallow Advertising Agency has significantly contributed to my personal and professional growth.

I have been privileged to work with a talented team, learn from experienced professionals, and contribute to the success of various projects.

I am committed to continuing my education and further developing my skills and knowledge in media studies. I understand the importance of confidentiality, professionalism, and the ethical responsibilities associated with the work I have been involved in at Marshmallow Advertising Agency. At this moment, I will not disclose, share, or misuse any sensitive or proprietary information I have been privy to during my internship.

I will also continue to uphold the highest ethical standards in my academic and professional endeavors. I assure you that my report is free of plagiarism, too, with all the essential information required regarding the organization.



Ref: MA/IN/2324/0129

Dated: 28th August 2023

TO WHOM IT MAY CONCERN

This is to certify that **Syeda Fizza Haider Naqvi S/o Syed Muhammad Imran Haider Naqvi** having CNIC No. 37405-0548243-2 Student of **COMSATS UNIVERSITY Islamabad Lahore Campus, Department of Media & Communication Studies (Student ID: CIIT/FA20-BMC-001/LHR)** has completed her internship successfully in our "Social Media & Creative" Department from **14th July 2023 to 26th August 2023**.

During internship she worked diligently and proved that she is punctual, hardworking and a quick learner.

We wish her all the best for her future endeavors.

Best Regards

A handwritten signature in blue ink over a circular stamp. The stamp contains the text 'COMSATS UNIVERSITY ISLAMABAD LAHORE' around the perimeter and 'CIIT/FA20-BMC-001/LHR' in the center.

Muhammad Awais Anjad

Manager Accounts & Finance

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www.marshmallowadvertising.com

An acknowledgement

I want to thank the Marshmallow Advertising Agency for the invaluable experience and knowledge I gained with them. Working with this esteemed team has been an enriching journey. I owe my growth and learning to the wonderful people I had the privilege to work alongside.

I immensely thank Mam Madiha, Mam Myra, Mam Eram, Sr. Irfan Naizi, and Sr. Hassan for their unwavering support and guidance throughout my internship. They generously shared their time and expertise, helping me acquire a diverse skill set that encompasses social media marketing, social media journalism, social media management, digital marketing, TVC production, social media content creation, advertisement creation, and campaign scripting. Their mentorship has been invaluable in shaping my professional capabilities.

During my tenure at Marshmallow Advertising Agency, I achieved a significant milestone by having one of my articles published in The Nation and Daily Times. This accomplishment would not have been possible without the encouragement and support of the agency's dedicated professionals.

I want to express my deep appreciation to Sr. Sohail for extending the opportunity for this internship, which allowed me to step into the professional world and develop my skills under the guidance of industry experts. Sr. Sohail's vision and belief in my potential have been instrumental in my growth as a marketing and advertising professional.

Furthermore, I would like to thank Mam Ayesha Mirza, our course instructor, for her unwavering support and guidance throughout the internship program. Her insights and expertise have played a pivotal role in shaping my understanding of the industry and have been a constant source of motivation.

The experience has been transformative, equipping me with skills and knowledge to benefit me in my future endeavors.

Mam Ayesha Mirza, our esteemed course instructor, has been an indispensable source of knowledge and support throughout my internship at Marshmallow Advertising Agency.

Mama Ayesha's guidance has not only helped me navigate the intricacies of the field but has also inspired me to continually strive for excellence. Her unwavering support and mentorship have been a cornerstone of my growth during this internship. I am sincerely grateful for her contributions to my learning journey.

Sr. Sohail, the individual responsible for offering me the opportunity to intern at Marshmallow Advertising Agency, deserves special recognition for his pivotal role in my professional growth. His belief in my potential and willingness to provide a platform to gain hands-on experience in the advertising industry are significant reasons for my development during this internship.

Sr. Sohail's visionary leadership and commitment to fostering emerging talent have left an indelible mark on my career. I sincerely appreciate the chance he provided me to excel in a professional environment under the mentorship of industry experts. His mentorship has been instrumental in shaping my journey, and I am eager to carry the lessons I've learned in my career.

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Executive Summary

Title: My Internship Experience at Marshmallow Advertising Agency and Media Journey

I have worked in Marshmallow advertising agency and have learned many skills including:

Creative skills, learning advertising, learning about digital marketing and digital dynamics, making TVC campaigns, social media journalism, social media management, learning about print and digital ads, research and content analysis, making scripts and taglines. Also I have learned about WordPress website development.

Dear Teachers, Head of Department at Comsat University Lahore, and the Exceptional Team at Marshmallow Advertising Agency.

To the educators at Comsat University Lahore, I extend my deepest appreciation. Your devotion to the art of teaching and your profound influence on your students is nothing short of remarkable.

I'd like to particularly acknowledge the Head of the Department of Media Studies, whose visionary leadership has created an environment of excellence and innovation within the department, shaping my academic path in profound ways.

Social Media Marketing is one area of learning that stands out prominently in my Journey. Your expert guidance has equipped me with a holistic understanding of the social media landscape's intricate strategies and ever-evolving dynamics.

Your practical examples and real-world case studies enriched my knowledge and gave me valuable skills that will undoubtedly shape my future career.

I am equally indebted for the profound insights I gained in Social Media Management. Your expert guidance in navigating and optimizing various social media platforms has been transformative.

Learning to craft engaging and strategic content under your tutelage has been instrumental in my growth.

The world of Blogging, which I delved into under your mentorship, honed my writing abilities and fostered an appreciation for storytelling and audience engagement.

Your constructive feedback and unwavering encouragement pushed me to become a more proficient writer, and I am deeply grateful for this enriching experience.

Courses in Digital Marketing Basics and Digital Media unveiled the digital realm's vast opportunities.

These practical skills have afforded me a deeper appreciation for the art of storytelling through visual media.

Your expertise in conceiving and executing Social Media Campaigns was

truly inspiring. I acquired the skills to strategize, plan, and execute campaigns that resonate profoundly with audiences, skills that are indispensable in today's marketing landscape.

Last, I extend my heartfelt gratitude to Mam Ayesha Mirza, whose mentorship and support at Marshmallow Advertising Agency have honed my practical skills and provided me with a taste of the professional world.

Your mastery of advertising and willingness to impart wisdom to emerging talents like myself is commendable.

Eagerly anticipate applying the knowledge and skills I've acquired under your guidance to make a significant change.

SWOT ANALYSIS OF AGENCY

Strengths:

Marshmallow advertising agency has these strengths: strong client management, good Public Relations, diverse service offerings, they offer services by using our innovative technology, and compete with other brands by giving them high competition.

Opportunities:

Digital Expansion: As the digital advertising landscape grows, Marshmallow can expand its digital services and tap into this evolving market.

Niche Specialization: The agency can consider specializing in specific

industries or types of advertising to target niche markets.

International Expansion: Exploring markets beyond the current geographical scope could lead to global clients.

Threats:

Economic Downturn: Economic fluctuations can lead to reduced advertising budgets for clients.

Changing Consumer Behavior: Shifts in consumer preferences and media consumption habits can impact the effectiveness of advertising strategies.

Regulatory Changes: Evolving advertising regulations and data privacy laws can affect campaign strategies.

Emergence of New Competitors: New advertising agencies entering the market can intensify competition.

Please note that this is a general analysis and may not accurately reflect the specific circumstances of a real Marshmallow Advertising Agency. A more detailed analysis would require particular data and context.

Thank you note to Sr Sohail

Dear Head of Department, Sr. Sohail Raiz Raja,

The exposure to real-world projects and clients afforded us a deeper insight

into the intricacies of the advertising realm. Your belief in us and the opportunities you provided have bolstered our confidence to pursue our aspirations and make a substantial impact in the advertising industry.

We eagerly anticipate the continuation of our Journey in the advertising landscape, inspired by the wisdom and experiences garnered during our tenure at Marshmallow.

Once again, thank you, Sr. Sohail Raiz Raja, for your unwavering support and for welcoming us into the Marshmallow Advertising Agency family. I want to express my sincere gratitude to the following individuals who played a crucial role in supporting me during my internship and the completion of this internship report:

My course instructor for providing valuable guidance and feedback throughout the internship period.

I am truly thankful for their contributions, which made this internship and report possible.

Marshmallow Advertising: Brief Details

Marshmallow Advertising (Pvt.) is a rapidly growing advertising firm offering comprehensive services in media planning/buying, digital marketing, and documentary production. We excel in the following areas:

In-depth Market Research:

Effective marketing begins with thorough market research. At Marshmallow Advertising, we delve deep into your industry, scrutinize competitors' strategies, and analyze market trends.

Crafting Your Unique Selling Proposition (USP):

What sets your brand apart? We identify and define your brand's unique selling proposition, making it stand out.

Strategic Platform Selection: A successful marketing strategy hinges on choosing the right platforms to connect with your target audience.

We emphasize the importance of platform selection, ensuring it aligns with your goals, whether it's lead generation or increased sales.

Our Achievements:

Over 2204 Completed Projects

A Team of 54+ Active Members

Winner of 14+ Awards

Our Services Include:

Media Planning & Buying

Creative Design

Digital Marketing

2D/3D Animation

Digital Production: TVC/DVC

Documentary Production

Contact Information:

Office Address: 16, Block M Johar Town, Lahore, 54782

Phone Numbers: +92 4235300296, +92 300 4948511

Email Address: info@marshmallowadvertising.com

Clients:

- IAMC
- CHEN ONE
- BABY MASTER DIAPER
- Cocoon SDA HOMES
- Baby master
- Etihad Town
- Z&J
- Falettis grand hotel
- Punjab health foundation
- PITA
-
- UNICEF
- Essi Punjab
- PURA

- APBF
- Roshni Homes
- SKY SCRAPERS
- King Stone
- Eco Star
- NISA
- RAYS
- Expo
- Poch notch
- Hapi Napi

Our Mission:

At Marshmallow, we aim to distinguish brands by showcasing their uniqueness and setting them apart from competitors.

This involves extensive market research, strategic creative marketing campaigns, the selection of optimal media platforms, and the developing of cost-effective media plans.

Vision 2027:

We aspire to become the leading advertising agency in Pakistan, delivering 100% customer satisfaction and measurable results to support the growth of businesses.

Our Attributes:

Persistence: We recognize that small, consistent efforts in the right direction lead to success.

Fairness: We prioritize a fair and equal workplace, free from

discrimination based on creed, colour, or gender.

Accountability: Each team member takes responsibility for their actions, fostering honesty and courage.

Diversity and Inclusion: We wholeheartedly welcome individuals from various backgrounds, leveraging their unique talents and insights.

Creative Freedom: True creativity flourishes when individuals can openly express themselves, unburdened by the fear of critique.

Teamwork: Our dedication to collaboration forms the core of our pursuit to accomplish our shared objective: delivering exceptional client results.

Experience at MarshMallow AD Agency

My time at Marshmallow Advertising Agency was a rewarding experience that left an indelible mark on my professional Journey. Despite its small size, the agency boasted a team of exceptional individuals who were both cooperative and instrumental in imparting valuable knowledge about the industry's intricacies.

Working closely with digital and social media colleagues forged lasting relationships. Their mentorship was instrumental in my growth, and I owe much of my professional development to their guidance. It was a nurturing environment that encouraged personal and professional advancement.

Marshmallow Advertising Agency became my training ground, where I

honed my existing skills and acquired new ones. One notable addition to my skill set was the proficiency to create WordPress websites. This capability expanded my horizons in the digital marketing sphere. However, my learning journey continued.

I ventured into the world of crafting impactful social media campaigns that resonated with target audiences. Managing various online profiles became second nature, providing me with a profound understanding of digital marketing dynamics.

Content writing and copywriting were integral components of my role. Crafting compelling content and persuasive copy were challenges I gladly

embraced. These skills became invaluable assets in my professional Journey.

Our workweek at Marshmallow revolved around three pivotal days: Tuesday, Wednesday, and Saturday. These were the days when creativity flowed, strategies took shape, and campaigns came to life. The synergy among the team on these days was palpable.

One of the most enriching aspects of my time at the agency was the opportunity to collaborate with interns from diverse universities. Interacting with peers from institutions like Punjab University, NUML University, and UMT University expanded my horizons and exposed me to many perspectives.

These interactions gave me a deeper understanding of the professional market and its ever-changing demands. Adaptability and staying attuned to industry trends emerged as key factors for success in the dynamic world of advertising. Marshmallow Advertising Agency equipped me with theoretical knowledge and allowed me to apply it practically.

WORK SAMPLES/ THE BRANDS I WORKED FOR

In this narrative, I'll delve into my experiences at the advertising agency, where I refined my skills in crafting impactful slogans, unforgettable taglines, and captivating television commercials (TVCs) for an impressive roster of clients, including NISA Cosmetics, Sui Northern Gas Pipelines, Dengue, Smog, Women Empowerment Department, UNICEF, Road Master, Baby Master Diaper, Happy Nappi, Road Master Logistics, and Z & J.

This Journey has been a captivating exploration of the influence of words and visuals in shaping brand identities and forging connections with diverse audiences.

My Published Articles in the News Paper: (The Nation): Inflation and Poverty

<https://www.nation.com.pk/E-Paper/lahore/2023-08-26/page-7/detail-5>

My Published Articles in the News Paper: (Daily Times): Inflation and Poverty

<https://dailytimes.com.pk/e-paper/>

Conclusion

In conclusion, my tenure at Marshmallow Advertising Agency was a transformative journey. It was a period of growth, camaraderie, and the pursuit of excellence in the advertising realm.

Every day, from building strong relationships with colleagues to mastering essential skills, was a step forward in my professional Journey. This chapter was about more than work; it was about growth, collaboration, and embracing the challenges of the ever-evolving advertising landscape.

Sources

Office Colleagues

Office Staff Members

HR of Marshmallow Advertising Agency

Website: <https://marshmallowadvertising.com/>

[Internship Certificate:](#)

[Digital Form](#)

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attid=18a7f83968ac7b28c6c1](#)