NIRMA UNIVERSITY
INSTITUTE OF MANAGEMENT
NAAC ACCREDITED 'A' GRADE

SUMMER INTERNSHIP REPORT 2020

Final Report

'Digital Marketing and Celebrity Management'

At

Jio
CREATIVE LABS

Date of Submission: 05/07/2020

Submitted by:

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Section: A

Batch: MBA – FT (2019-2021)

DECLARATION

I Harsh Rai, hereby declare that this project titled "Digital Marketing and Celebrity Management" submitted at Institute of Management, Nirma University is an original work done by me under the guidance of Mr. Zenil Dumasya, Jio Studios, Mumbai and Mr. Tejas Modi my faculty coordinator.

This project work is submitted in the partial fulfilment of the requirements for the award of the degree of Masters of Business Administration. I also declare that this project has neither been submitted to any other universities nor done by any other student earlier for the award of degree, diploma, associate ship or any other similar title.

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Corporate Mentor	Zenil Dumasya

ACKNOWLEDGEMENT

Jio Creative Labs presented the perfect internship opportunity for any Marketing student. It opened doors to a new world for me, a world full of brainstorming, brand research, and social media. I consider myself lucky to have been given this opportunity. This internship has prepared me for a job in a marketing agency and has truly taught me a lot. Thus, I would first and foremost like to thank Mr. Aditya Bhat, head Jio Creative Labs, for providing me with this opportunity, the experience gained there will prove to be truly useful in guiding me in any future roles.

I would like to thank Mr. Zenil Dumasya, Digital Marketing Media Executive and my mentor at Jio Creative Labs, for taking me under his wing despite his busy schedule and for guiding me. Without him I wouldn't have learned as much as I have, and wouldn't have gained as much exposure. I would also like to thank Mr. Tejas Modi for his constant support throughout my internship.

I would like to extend the most profound feeling of appreciation to each worker of Jio Creative Labs for their leadership and valuable directions which were remarkably important for my project both practically and theoretically. I see as this open door as a major achievement in my vocation advancement. I will endeavor to utilize picked up aptitudes and information in the most ideal manner, and I will keep on working in their improvement, to accomplish wanted profession targets.

Executive Summary

This report is a summation of my internship at Jio Creative Labs, previously known as Jio Studios, which is a strategic business unit of Reliance Foundation. I interned at JCL from 20th April 2020 to 30th June 2020. As a management trainee, I was part of the Digital Media Strategy team. Since, the turnaround time for the projects is short I had the opportunity to work on multiple projects which can broadly be divided into three buckets namely, Business Development, Content and Strategy.

My primary objective was to develop social media strategies for various clients of JCL. The clients ranged from brands to individual influencers. My approach involved the following task:

- Identifying what the client aims to achieve through its social media communication,
- Identifying the client's current social media positioning in terms of content, reach, post frequency, engagement, and personality,
- Ideating Campaigns, Intellectual Properties, Engagement plans, aligning with the client's objective
- Ensuring proper execution of throughout platforms,
- Analysing progress using a wide range of metrics and adapting as per the response of the target audience.

I worked for some of the clients during my internship and executed campaigns and developed digital intellectual properties for them. Additionally, I prepared pitch deck for potential clients and we have already pitched to some of them.

Secondly, I also got the opportunity to work on a Legacy Project, i.e., a project in which the company makes considerable investments in terms of time, money, and reputation. My team was responsible for creating a database around 1250 potential brands that can become our clients in the future. The project was termed as bread and butter by our honourable CEO Mr. Aditya Bhatt and was the most important project I worked on during the course of my internship. I learned a lot of things including how to crack a brief, social media and content strategies, Creative thinking, etc.

(311 words)

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Part 1

About Jio Creative Labs

Organization History

Jio Creative Labs started as Business of Ideas in 2009 by Mr. Aditya Bhatt. In 2015, Reliance Jio acquired the company and named it as Jio studios. This week Jio Studios again renamed itself as Jio Creative Labs. The idea behind the change in the organization's name was that the CEO of the company Mr. Aditya Bhatt felt that the name Jio studio is not communicating the spectrum of the work done by the company, and it is not able to give justice to the work done by the company. Jio Creative Labs is a separate business unit of Reliance Jio which entirely focuses on Public Relations, Marketing, Intellectual Property, Celebrity Content Management, Content Creation, Branding, and Advertisement. It specializes in marketing films, content generation, advertisement (360 advertisements), developing intellectual properties, and marketing campaigns. Jio has created many campaigns for many brands for television, as well as for print media.

Vision and Mission of Jio Creative Labs

The vision of Jio Creative Labs is to become as important as Mudra was to Reliance. Jio Creative Labs has found a way to differentiate themselves from Mudra. Jio Creative Labs has capabilities such as 360-degree videos, Augmented Reality, and Virtual Reality. Their production is done in-house. The long term vision of Jio is to get into the field of creating long term content format such as web series and eventually into film makings.

Nature of work at Jio Studios

To give a holistic view of the activities undertaken at Jio Creative Labs, we can segregate the business into six different categories.

1) Television

This business of television incorporates the making of both fiction and non-fiction advertisements for the production houses as per the demand. The ads can be short and long format videos as per the requirements.

2) Cinema

This part of the business deals with the advertisement and promotion of different motion pictures. Jio Creative Labs is in all types of advertisement and media related solutions for the film industry.

3) Brands

This part of the business is concerned with the incorporation of the brands, consult them, and management for its customers. The main part of the business is to guide the brands on their positioning in people's minds in order to maximize the return on investment by increasing the reach and awareness of the brand.

The company also does brand management and creation of content for brands in order to uplift their image or to reposition its image to target the niche or the mass.

4) Events

This strategic unit of the business deals with the production of occasions and Intellectual Properties (IPs). Managing the big events and forming various Intellectual Properties is been a specialty of Jio Creative Labs for a long time. JCL has managed events such as Times of India Retail Icon Awards, Fresh Face, etc.

5) Print

This strategic unit of Jio Creative Labs is concerned with 360-degree marketing and advertisement plans as per the clients. In India, the population of print media readers is enormous, Jio Creative Labs provide consultation for raising awareness for the brand through this medium. Jio Creative Labs played an important role in making Times of India get the top spot in the newspaper segment.

6) Corporate Social Responsibility

This unit of the business is concerned with the formation and the application of the CSR activities. Jio Creative Labs act as a consultant for different brands and helps them to fulfill their duty of giving back to society in which they operate.

These activities can be in the form of creating videos for the cause, or different activities that help brands and celebrities to fulfill their duties.

The company has different departments that specialized in their respective line of work. These departments are:

1) Sales Department

The sales team or the business development team looks after the sales of the company. They pitch the company's services to different brands and celebrities and tells them how we can help them to get to the next level. The main work of the sales team is to get clients on board.

2) Social Media

The role of the social media marketing team is to look after the social media presence of the clients. They also build and maintain Public Relations with different media houses for the promotion of the content.

3) Content Department

The content department is the backbone of any marketing and advertisement agencies. Content helps to narrate the story of the brand and helps the brand to reach the target audience. The main work of the content team is to make the content for the brands and celebrities according to the likeliness of the customers.

4) Strategy and Research Department

The role of the research and strategy department is to analyze the content and draw insights from it. They have to monitor the activities of the brand and provide insights on what has worked and what has not. The main aim is to make an impactful strategy that will help to position the brand correctly.

Task given to the interns are:

a) Ideation

Being a part of the ideation team, what we do is to create content for different celebrities according to their personalities and likeliness of the content by their fans.

b) Secondary Research and creating Power Points

The assignment for this role is to research the different brands on the bases of various factors such as their marketing budget, their standing in the market, etc. After the research is complete, a final list of prospects is presented in the PPT format to the mentor.

c) Cold calling

Calling different brands that are possible prospects for the company and making appointments with them for a meeting, so that we can pitch them and convert them into possible clients.

d) Pitching

The role of the pitching or the sales team is to pitch the prospect about the benefits they will be getting after getting into business with us. The goal is to convert them into clients.

Clientele

From A list brand to A list celebrities, Jio has all types of clients under its umbrella who seek different kinds of services such as creating brand awareness, increase user engagement, and increase digital penetration. These services are in the form of content generation, marketing, and advertising on social media and different platforms.

Before reaching a possible prospect Jio Creative Labs do an extensive analysis of their business in terms of revenue, popularity, need, demand, type of content they post, and what works for them and what doesn't works for them.

As part of my task, I have to make a deck of possible prospects which the company can target. I am also a part of the content generation team for an A category celebrity.

The most prominent work that Jio Creative Labs have done is the creation of JioDhanDhanaDhan campaign, which created the maximum top of mind recall amongst other 88 brands advertising around that time. Apart from that, it is also the brain behind several viral videos on digital platform namely an anti-Smoking ad campaign with Sunny Leone, Swacch Bharat Abhiyaan with Mr. Amitabh Bachchan and many more.

JIO DHAN DHANA DHAN

We have created highly successful campaigns for 3 years in a row which gave Reliance Jio the top spot when it came to Brand Recall among all brands advertising during IPL.

LAUNCHED DIGITAL IDENTITIES

Client: Bathsense by AsianPaints

Launched Bathsense digitally under the umbrella campaign of "Bathsense Makes Sense" on all its social media handles.

Competitors' Profile

Global Benchmarking

Relevant Brands: Global

National Benchmarking

Relevant Brands: India

❖ Since Advertisement and Marketing Industry is a global one, Jio Creative labs faces competition from various domestic and international players. The industry comprises of many small and large players in the domain.

Some of the renowned players in this field are:

1. Ogilvy

Ogilvy is a marketing, advertisement, and public relations agency based in New York City. Edmund Mather established it in 1850 and inaugurated it in London. After the merger in 1946, the companies decided to rename it as Ogilvy and Mather. The company has worked some of the biggest brands in different sectors such as American Express, IBM, and Dove. Ogilvy is a subsidiary of the WPP group, which is one of the largest public relations and advertisement groups in the world. The services provided by Ogilvy can be classified into six different areas: public relations and influence, digital transformation, partnerships, customer engagement and commerce, advertisement, and brand strategy.

2. Prime Focus Technologies

Enterprise Resource Planning (ERP) software, CLEAR™ for the Media & Entertainment (M&E) industry, was created by Prime Focus Technologies (PFT). The services offered by PFT comprises of studios, labels, and service providers transformational solutions, which help them is reducing the overall cost of the company by automating business processes encompassing content and help in managing the business content.

Some of the biggest clinet of PFT in M&E industry are Cricket Australia, BCCI, Indian Premier League and The Associated Press, 20th Century Fox Television Studios, Lionsgate, Starz Media (a Lionsgate company), Showtime, Complex Networks, HBO, IFC Films, Walt Disney-owned Star TV, Turner, PBS, Hearst, CNBC Africa, TERN International Channel 4, CBS Television Studios, Miramax, Sony Music, Google, YouTube, Disney+ Hotstar, Amazon.

Prime Focus is the parent of Prime Focus Technology, Prime Focus is the global leader in M&E industry services.

3. JWT

JWT India is a leading integrated communications company, headquartered in Mumbai since 1929. It specializes in Advertising, Digital, Activation, Public Relations, Direct Marketing, Design, Social and Rural Communications. It now operates in six cities and partners India's best and most admired blue-chip companies. JWT is part of the WPP group, the world leader in marketing communications services.

JWT India is an integrated network, offering total communication solutions to its clients through its six offices across Delhi, Mumbai, Kolkata, Chennai, Bangalore and Hyderabad. It has over 1,100 employees across India, which includes JWT Mindset, Encompass and Hungama Digital Services.

4. Leo Burnett

Leo Burnett Company Inc was able to achieve a spot of no. 10 largest advertising agencies in the world and 8th largest agency in the United States of America. Today, it is part of the major Publicis Groupe network and has over 96 offices in 84 countries around the world.

India became a part of this network on July 6, 1992, when Chaitra, a midlevel advertising agency transformed itself into Chaitra Leo Burnett. Within eight years, Chaitra was dropped and the wholly-owned Leo Burnett India was born.

Part - 2

Advertising & Marketing Industry

Dentsu Aegis Network India has introduced its fourth version of the research report. It uncovers that the Indian Media and advertisement industry has grown over a significant pace of 9.4% more than of 2018 to reach ₹68,475 crores during the year of 2019.

The business will increase by 10.9% to reach ₹ 75,952 crores before the finish of 2020. It is relied upon to develop at 11.83% CAGR to arrive at a market size of ₹1,33,921 crores by 2025.

Anand Bhadkamkar, CEO, Dentsu Aegis Network India says, "2019 was a challenging year for the Indian Advertising Industry. The Indian economy has increased at a very sluggish pace, many labels have trimmed their spending on advertisements and resorted to cost-cutting due to the economic slowdown, Indian consumers have also taken a backseat when it comes to spending due to slowdown. Due to this slowdown, India's Ad Expenditure (AdEx) saw a noteworthy fall. Even amid slowdown spending on digital advertisements have increased.
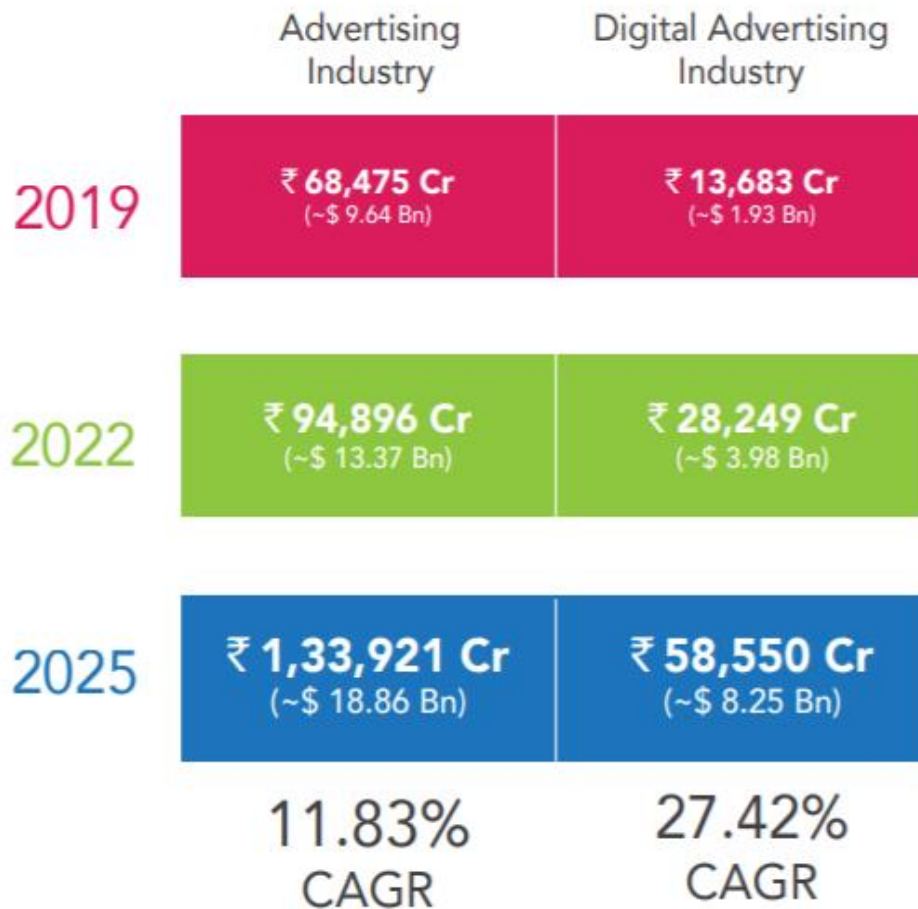
Ashish Bhasin, CEO, APAC and Chairman, India - Dentsu Aegis Network, "The Media and Advertising industry, is moving at a breakneck speed and Digital is unquestionably the new platform where most of the marketers are trying to move. Shoppers are leaving immense digital footprints, and there is significantly more emphasis on collecting and analyzing data, and creating marketing technology abilities, presently. In the year 2020, the weight will shift more towards digital platforms rather than the conventional channels. In India, we will see a greater shift in the advertisement platform. By the year 2021, the growth of the digital platform as a mode of advertisement will surpass that of print. However, regardless of the growth of the digital platform, the industry has failed to conclude the standard measurement tool for digital success.

Some of the noteworthy statistics are:

1. Advertising spending on Digital media is believed to grow at a CAGR of 27.42% to cross the mark of Rs. 50,000 Crore mark and will arrive at an industry size of Rs. 58,550 Crore before the ending of 2025. This sustained growth in the digital space can be credited to

technological advancement, development in data analytics and science, the introduction of the regulations and policies among others.

INDIAN ADVERTISING INDUSTRY AS OF 2019

	Advertising Industry	Digital Advertising Industry
2019	₹ 68,475 Cr (~$ 9.64 Bn)	₹ 13,683 Cr (~$ 1.93 Bn)
2022	₹ 94,896 Cr (~$ 13.37 Bn)	₹ 28,249 Cr (~$ 3.98 Bn)
2025	₹ 1,33,921 Cr (~$ 18.86 Bn)	₹ 58,550 Cr (~$ 8.25 Bn)
	11.83% CAGR	27.42% CAGR

2. Television takes the biggest portion of media spends at 39% (Rs. 26,869 Crore) followed by print media (29%, Rs. 20,110 Crore) and Digital Media (20%, Rs. 13,683 Crore). In the year 2020, spends on Television media is forecasted to grow at 10%, and but on the other hand, its proportion of the total spending on media will remain the same. It is forecasted that the share of the print media will increase by 3%, but on the other hand, its market share will decline by 27%.

AD SPENDS BY INDUSTRY VERTICALS (INR CR)
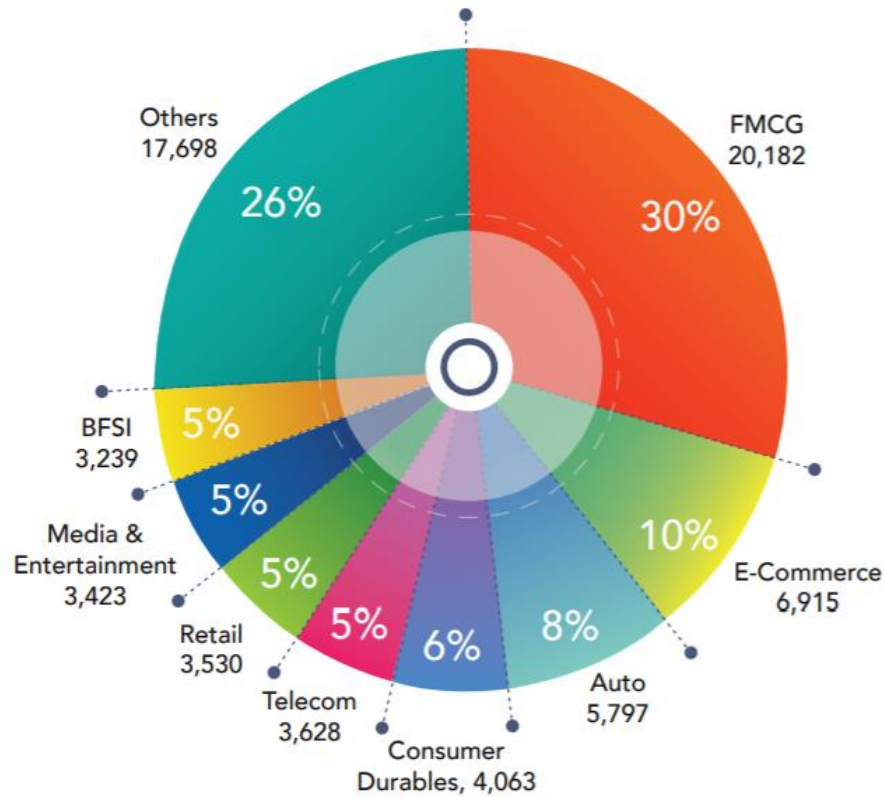
3. FMCG is the leader when it comes to spending on advertising, which is 30% (Rs. 20,182 Crore) among various industry segments. E-commerce stands at the second position that is (10% Rs. 6,915 Crore) followed by Automotive Sector (8% Rs. 5,797 Crore). FMCG spends the majority share of its expenditure on television (61%), while Retail and Automotive spends its largest share on Print. The biggest spenders on digital media are BFSI (42%), Consumer Durables (38%), and E-commerce (37%).

AD SPENDS ON VARIOUS MEDIA BY VERTICALS
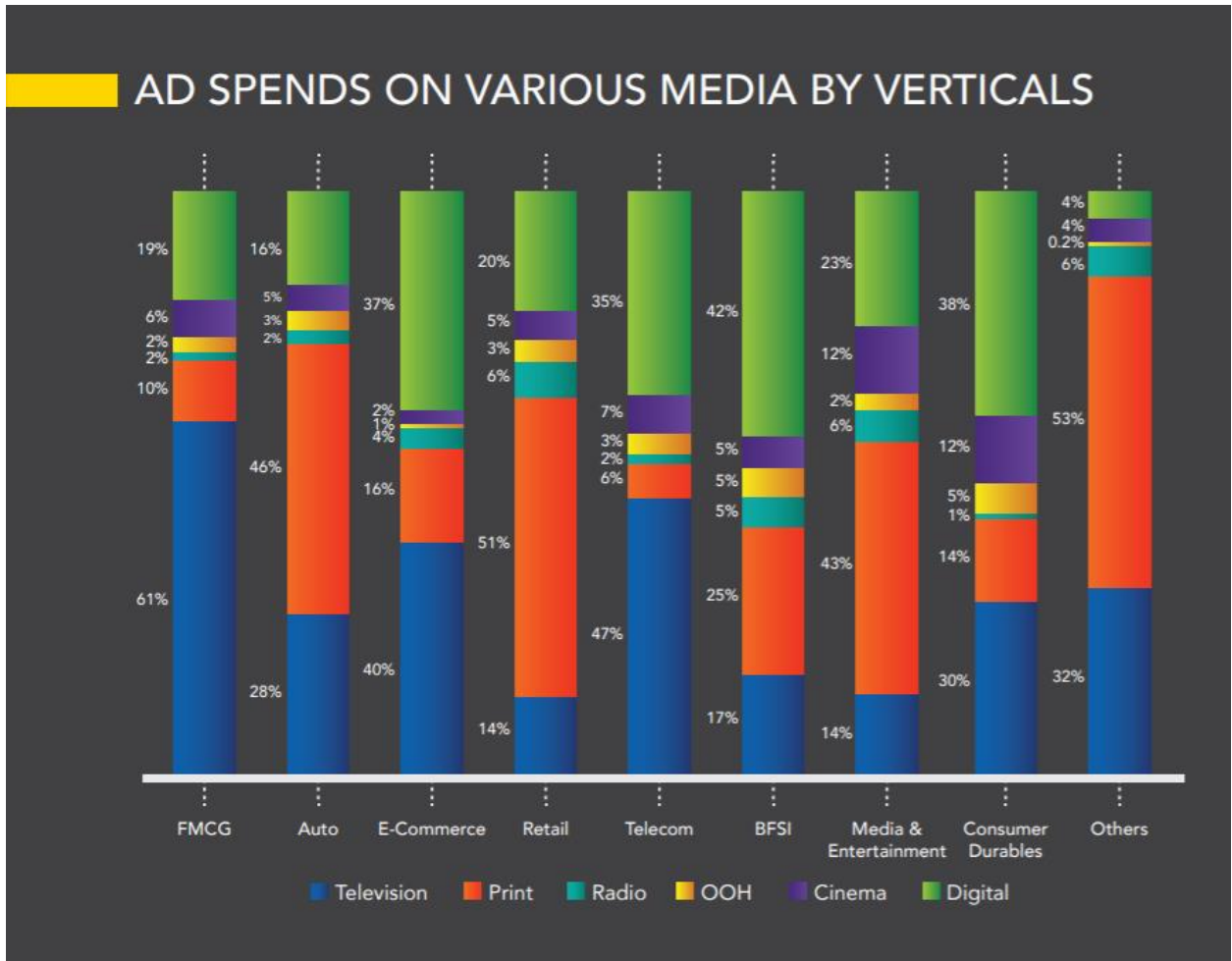
4. When it comes to advertising expenditure on Digital media, Social media remains the most spend platform with 28%. Contributing Rs. 3,835 Crore to the pie of Indian Advertising. Paid search is second in the list with the share of (23%), followed by online video (22%) and Display media (21%).

5. By the end of the year 2020, advertising expenditure on Mobile devices will grow by 41% (forecasted) to reach the milestone of a 52% share in the digital advertising market, overtaking the spends on Desktop. By the year 2022, the spending on advertising on mobile devices will reach a share of 64%.

Part – 3

Inferences & Observations

Jio Creative labs started way back in 2009 as Business of Ideas by Mr. Aditya Bhatt, which catered to service creativity, branding, and IPs. Reliance Jio InfoComm was interested in this line of business, so they reached out to the business of ideas and acquired it in 2015.

Generally, the company takes young minds on board as they think that they can be more imaginative and are more sync with the trends. Creating content that can become a trend is the most important thing for an advertising agency. Jio Creative Labs specializes in creating content.

At Jio Creative Labs, we believe in going with the trend, so we focus more on digital platforms as the world is moving there. In times like now where the world is facing a pandemic situation and has been locked down indoors. Digital media as an advertising platform has grown immensely, with more and more users relying on social media and digital platforms for information and entertainment.

3P approach is followed at Jio Creative Labs, which is:

1. **Probing** (To collect data about recent and past events to check trends)
2. **Planning** (about business continuity and micro-processes)
3. **Predicting** (the things that can go right or wrong in the process and making changes to the plans accordingly).

Therefore, we can say that JCL is already looking at the future picture, the process to approach the client, devising strategies for the short-term and long-term goals, and create an environment that lets them enjoy a high Return on Investment. All this process is done by keeping content strategy in mind so that is differentiable, clever and clutter-breaking.

JCL is highly differentiable from its competitors by staying relative to the industry trends in addition to bringing creativity and differentiation. This is while keeping the main objective in mind that the content is relatable, entertaining, and engaging for the audience.

Three things that a crisis situation teaches a marketer in order to adapt and prosper are:

1. **Planning** Creating short-term and long-term objectives in order to reach an ultimate goal as defined by the client.
2. **Attuning** all stakeholders to the current market scenario and making them aware about the dynamics of the situation so they can get the value for money that they spend
3. **Monitoring** JCL work in dynamic environment where they need to adapt to the situation and market scenario and change their strategies accordingly .

Peer Comparison

The Advertising & Marketing industry have many established player beforehand, one of the drawback that JCL is suffering is being a late entrant to the advertising market. Initially the company was serving the parent company that is RIL and its dedicated campaigns alongside high stakeholder like the BJP political party and the Prime Minister himself. In current scenario JCL has expanded its boundaries and now have many big clients. They are trying to differentiate themselves from the competitors.

Part – 4

JCL's Strategic 7S Framework

The below image clearly illustrates the 7S framework. The application of the McKinsey 7S framework for Jio Studios is as below.

What structure do we need to execute the strategy?

Structure

What should we do to solve the specified business problem?

What business system do we need to use or invent to execute the strategy?

Strategy

Systems

Original 7-S as published by framework's authors *. Comments and color scheme by BSCDesigner.com

Shared Value

Which of our principles help us? Why do we do what we do in the way we do it?

Skills

Style

What are the specific skills that will help us? What skills do we need to develop?

What leadership style and cultural qualities will help us to achieve a strategic objective?

Staff

How should we help our managers in their growth?

7-S Framework

* Original 7-S framework was introduced by Robert H. Waterman, JR., Thomas J. Peters, and Julien R. Phillips. in "Structure is not organization", Business Horizons (1980, June). Comments and color scheme by BSC Designer.com

Legend: Hard Ss   Soft Ss

Strategy:

Jio Studios strives to provide creative ideas through its young talent pool and technology-driven ideas such as 360 degree images, AR and VR investments.

Structure:

This organization appears to lack in its hierarchical system as it has handful of employees, one manager and nearly one hundred interns. It often results in miscommunication amidst verticals.

Staff:

At JCL they have around 60-70 employees full time and rest are all interns. The domain head are all specialized in their domain and very highly skilled. The organization is at a growing at a rapid pace so it need more employees, they should employ more full time employees than interns.

Skills:

It refers to the actual competencies and skills of the employees hired by company. The employees that are hired at JCL are very skilled in their domain and does not require much training. They are trained whenever new thing is introduced in the industry.

System:

Generally, there are regular office meeting where the brief is given to the employees at the meeting. But due to Covid-19 the internship is converted into work from home and now all the meeting are done virtually on Google meet. We have around 10-12 meeting in a week including workshops and team meat.

Style & Share Value:

This refers to the leadership style adopted by the company. At JCL they follows participation as the type of leadership style. It is followed by most of the companies nowadays, because the employees is an asset and have a mindset about what is best for company. At JCL they believe that everyone should get the change to showcase their talent.

Part – 5

Competitive Analysis

Michael Porter's five forces
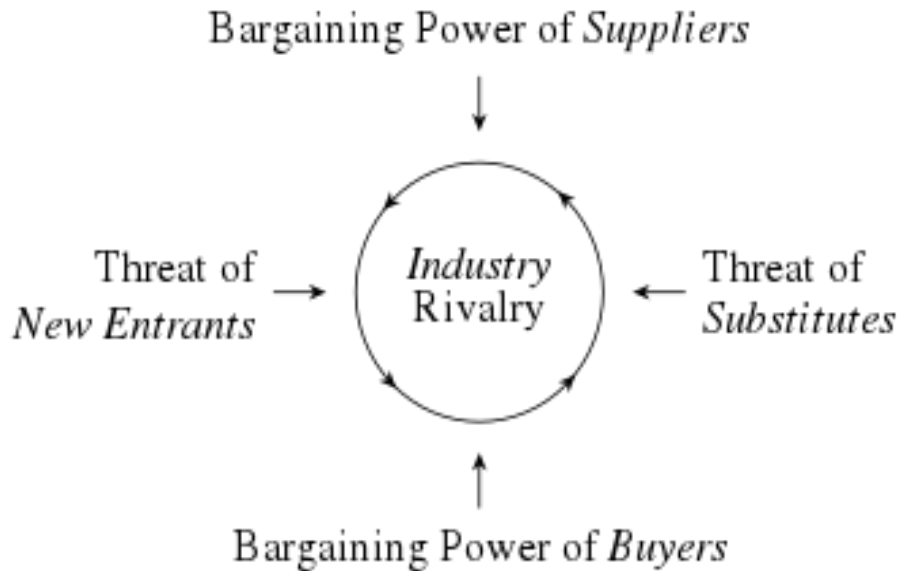
The Porters Five Force Model is a system that seeks to analyze the dimensions of rivalry within the industry and helps in advancing business methodology. It focuses on the financial concerns of modern organizations to conclude the five forces that assess the strength of importance placed and therefore engaging the efficiency of industry.

It was developed in 1979 by Michael E Porter of Harvard Business School. This is used as a framework to assess and evaluate the competitive strength and position of the organization in the industry. The number and strength of the company's main rivals, potential new entrants, suppliers, customers and threats of substituent have an impact on organization's productivity and profitability. The analysis of these components can be used to guide the company to gain an upper hand in the industry.

For any company, its strengths and expertise alone cannot take the upper hand, even if it is capable of building up a reputation and infiltrating the corresponding market. Strong ads and promotions have an important role to play in crucial positioning and growth. Before beginning with the Porter's Model Study, we summarize the main services offered by Jio Studios.

1. **Industry Rivalry: High**

   Jio Creative Labs operate in a very competitive environment, many small players in the Industry have displayed their ability, and prove to be worthy enough to be called as possible threats. The advertising industry agile, so it is very important to display creativity frequently to gain the trust of the client. Clients and the content generation ability is one of the important determinants for an agency, JLC has both things.

2. **Threat of Substitutes: Low**

   Creativity is the most crucial determinant of any advertising agency's reputation and standing, so the advertising agency is always open to the threat of substitutes. It is important to employ the creative minds on board. At JCL they believe that customer is the king and they try to stick to briefs given by the customer and also try to contribute by innovation and differentiation. Deploying constant innovation and creativity at everything they do JLC can be exempted from this threat to an extent.

3. **Threat of New Entrants: Medium**

   Many new entrants in the industry are providing their services at a low cost to build a customer base and increase their goodwill. The edge that JLC has over competitors is that they offer numerous services and excelling in in-house production when most of its competitors outsource their production.

   We cannot ignore the part that JLC is part of the Reliance group, so it gives them an additional advantage in the market.

4. Bargaining power of Suppliers: Medium

- Premium ads spaces are limited and availability is smaller and demand.
- Seasonal campaigns also contribute to strain on resources.
- Product launch call for closer communication with the suppliers
- The concentration of suppliers is lower as compared to the concentration of the company.
- Suppliers are independent of the industry.
- Forward integration is a possibility.
- Thus, supplier's bargaining power is high.

5. Bargaining powers of Buyers: High

- Buyer can demand concession
- The name of the buyer can adds value to the list of customers
- Buyer's bargaining power are high

Part – 6

Three Specific problem areas along with the possible approach to tackle them

1. **Complex Structure:** The hierarchy that Jio Creative Labs follow is Flat Structure. They do not believe in centralizing power in one position this sometimes makes things a bit unorganized. The burden is on employees as they directly have to report everything to the CEO and have to manage all the interns by themselves. It leads to miscommunication at times. The introduction of a proper channel might be a solution to this problem. It will reduce stress on the employees, and everything will be cross-checked. It will affect the company in long term when the company will have more clients.
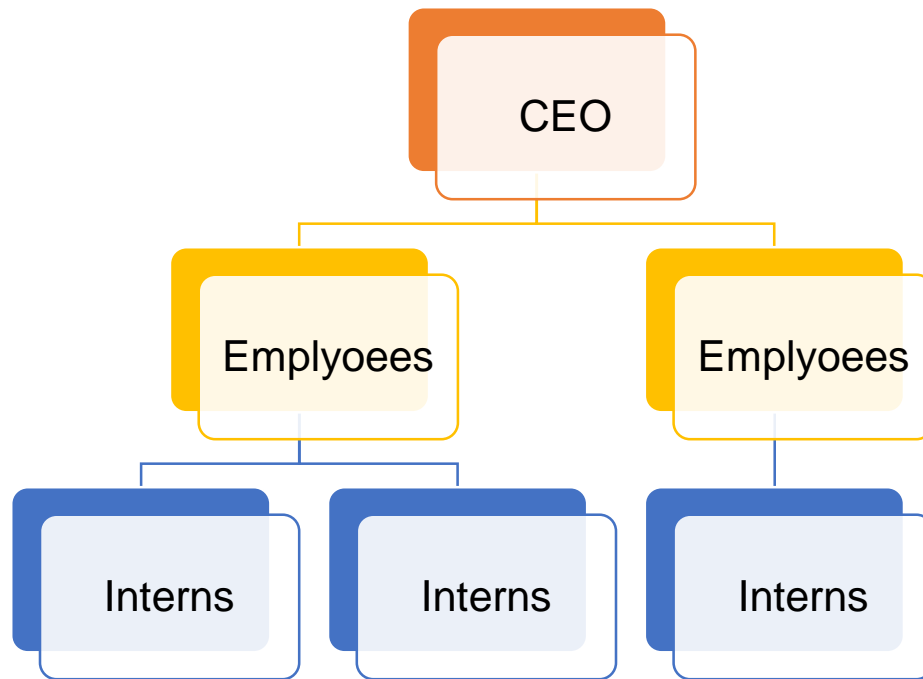
2. **No Proper training:** JCL has more than 100 interns working for them, interns, do all kinds of work, and be it small scale to large scale. It is important to train interns beforehand to get the best out of them. Many interns work on A-class celebrities and brands which require a lot of skills that must be honed before getting such a large scale work. This

working style needs to be changed to have better results and to gain a bigger market share. It can prove to be a vital change and can help them in long term.

3. **Unprofessionalism:** The working culture of the company needs to be changed, a single intern is assigned to more than one task at a time, and due to this the quality of the work is not satisfactory. Dedicated teams should be formed to a task. If this continues it might affect the company in the long as clients might not get satisfied by the kind of work done by the company.

4. **Fast – paced industry:** The advertising industry is one of the most dynamic and fast paced industry, the industry demands the company to be well versed trends and follow them closely. It is not easy to become an Industry leader, one has to stay on top and have to continuously come up with innovative ideas and strong list of clients in order to increase its goodwill and clientele. Adaptability is one the most important criteria for a company to take the lead, it is needed for the firm to remain relevant with changing trends and industry structure. The advertising Industry is changing at very rapid pace, a small entrant can be deemed as threat if it capable of producing innovative content better than the others. A company also needs to upgrade its technology with time.

5. **Late entry to the industry:** The only concern that our head Mr. Aditya Bhatt has that we entered the market very late as opposed to other big players in the Industry. The Industry is already almost saturated, and competing with already well-established companies would be a challenge as they have already made their names in the market and have many big clients. Earlier, JCL was involved in the launch of Reliance Jio which was a huge success and was on the tongue of most of the Indians. JCL is out in the market after the change in the policy by the corporate before it exclusively worked for Reliance advertisement only. To cope up with competition, Jio Studios is trying to make a mark with efficiency in AR, VR and 360-degree videos as solutions.

Part-B

PART 1	Business Development

1.1 Objective - This function is the foundation of JCL, in other words, we can say that it is the bread and butter for JCL. The process is to pitch the services of JCL to potential clients and make them part of the Jio family on a 3-6-month retainer or a monthly bases as per the client requirement. It also includes making a list of potential clients on the bases of factors such as:

- o Category - A, B and C
- o Type of Company (on the bases of different sectors)
- o Marketing Expenditure
- o Sector Growth
- o Company Profitability
- o Followership
- o Social Media Activeness
- o Investors
- o Total Investment received
- o Global presence
- o Whether they have a media partner or not, etc.

The very first project that I received was to make a list of 50 potential clients on the bases of factors mentioned above. The follow-up task is to contact the clients and schedule a meeting.

1.2 Analysis – The analysis of clients existing communication efforts helped in identifying gaps which further helped in forming strategies for future communications. The analysis of the following parameters helped in deriving insights-

- o Analyzing the follower count and interests of the followers
- o Engagement rate
- o Cumulative reach throughout digital media
- o Identifying past successful campaigns by reach
- o Most engaging post types

- Most frequent post types
- Reach of most popular hashtags
- Time of maximum engagement
- Reach of competitors
- Engagement rate of competitors
- Types of followers on the bases of location and gender (for a global star it is important to post content that is relevant for the global audience)
- Growth Analysis

1.3 Methodology – For each potential client I had to prepare a pitch deck, which would include

- Analysis of the client's social media handles (like Facebook, Instagram, Twitter, and YouTube)
- Benchmarking the client's social media communication against the industry leaders (Global and national)
- Identifying opportunity areas and efforts that have worked for the client in the past
- Making a mood board / brand personality of the client that is communicated through their current media and advertising efforts
- Suggesting campaigns and digital intellectual properties based on their communication objective
- Developing a strategy to increase both the follower base and engagement rate organically
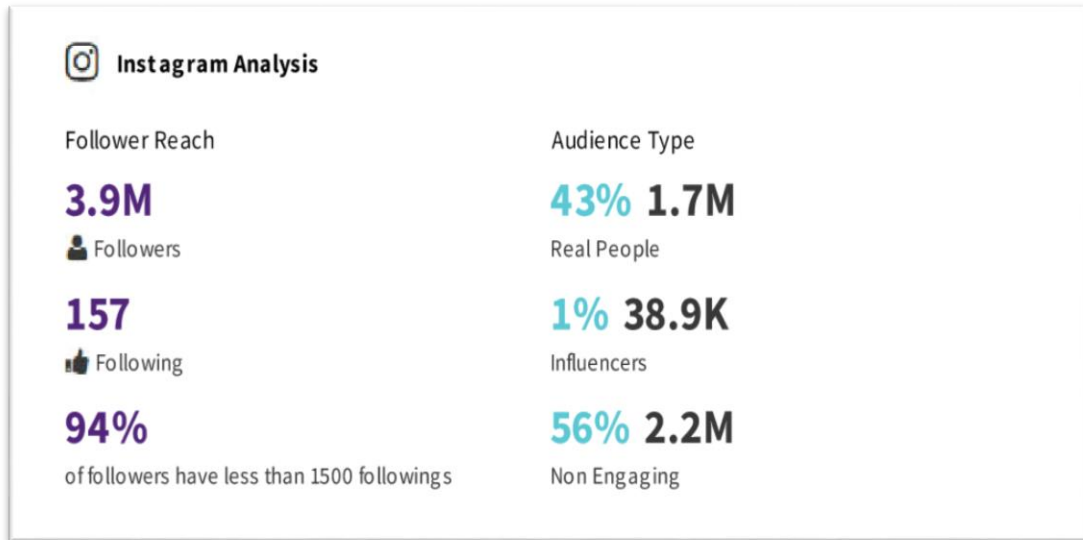
Figure 1.1 Instagram Metrics
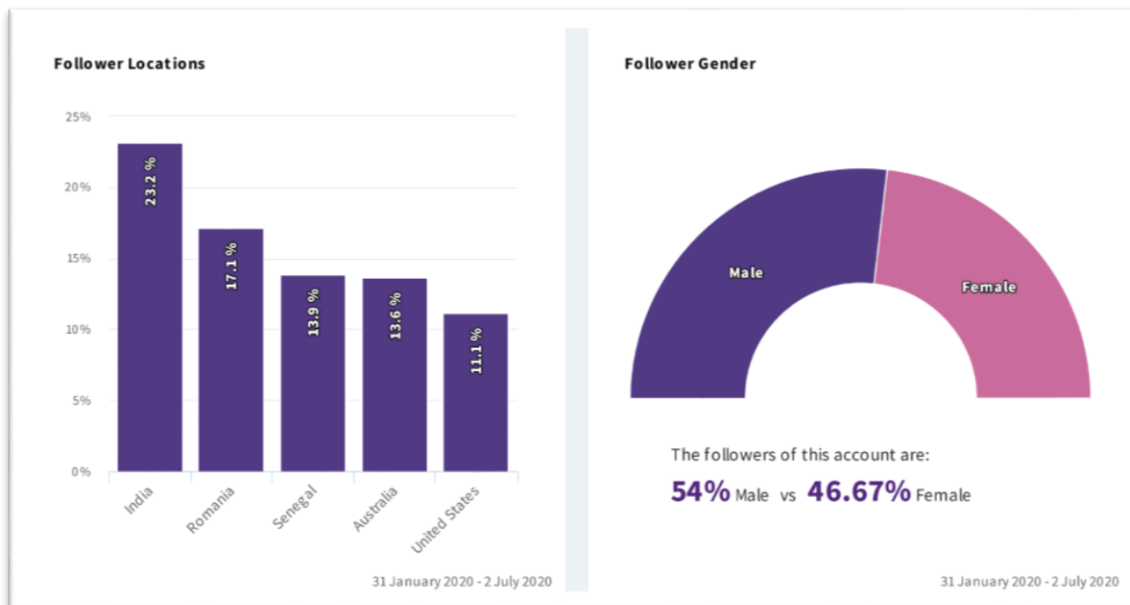
Figure 1.2 Follower analysis

Figure 1.3 Growth analysis
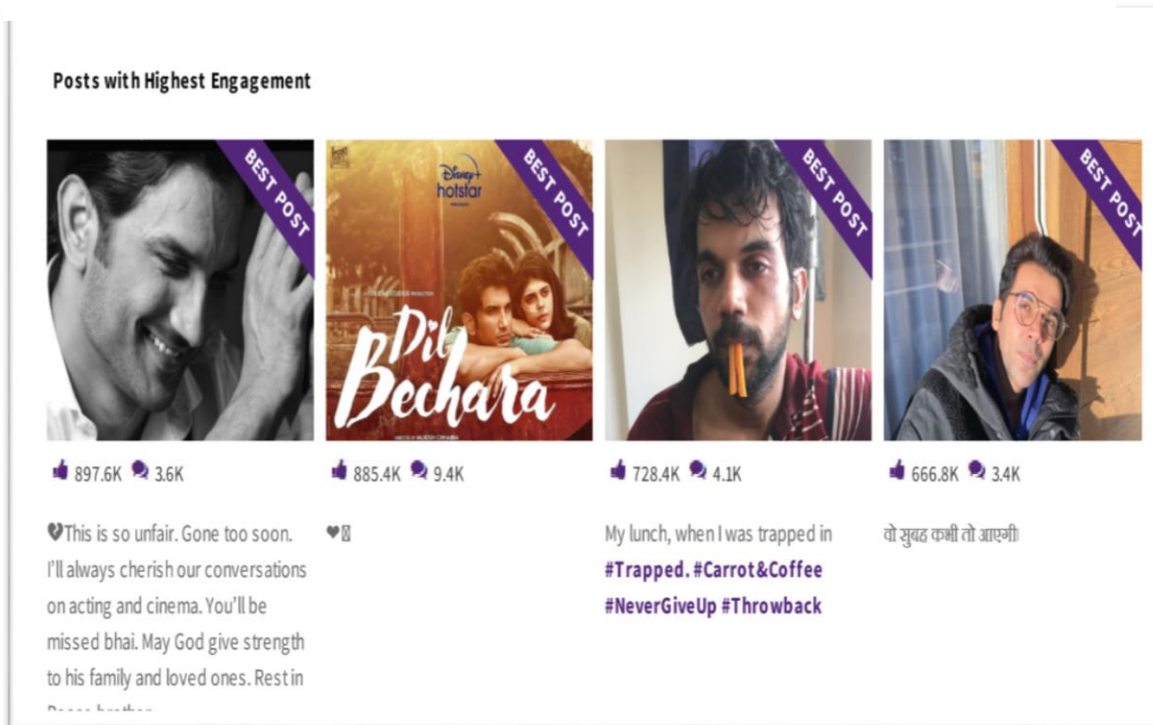
Figure 1.4 Most Engaging Posts

1.4 Results- I prepared the pitch decks for the following clients:

- o Neeti Mohan
- o Vidya Balan
- o Mauni Roy

Figure 1.5 Neeti Mohan Competitor Benchmarking

Figure 1.6 Creating Mood Board with of Mauni Roy

Legacy Project

A legacy project is a project that is continued even after the interns have left the company, it is like leaving a legacy behind. These legacy projects are assigned to the digital team each year to build a foundation that will help the company to grow its business and increase awareness.

The digital team was assigned three different legacy projects, the three diverse projects are:

1. Business Development
2. Soul (School of learning)
3. Live interviews

I was part of the business development team, the task we had was to make a list of 1250 potential clients for hardcore business development.
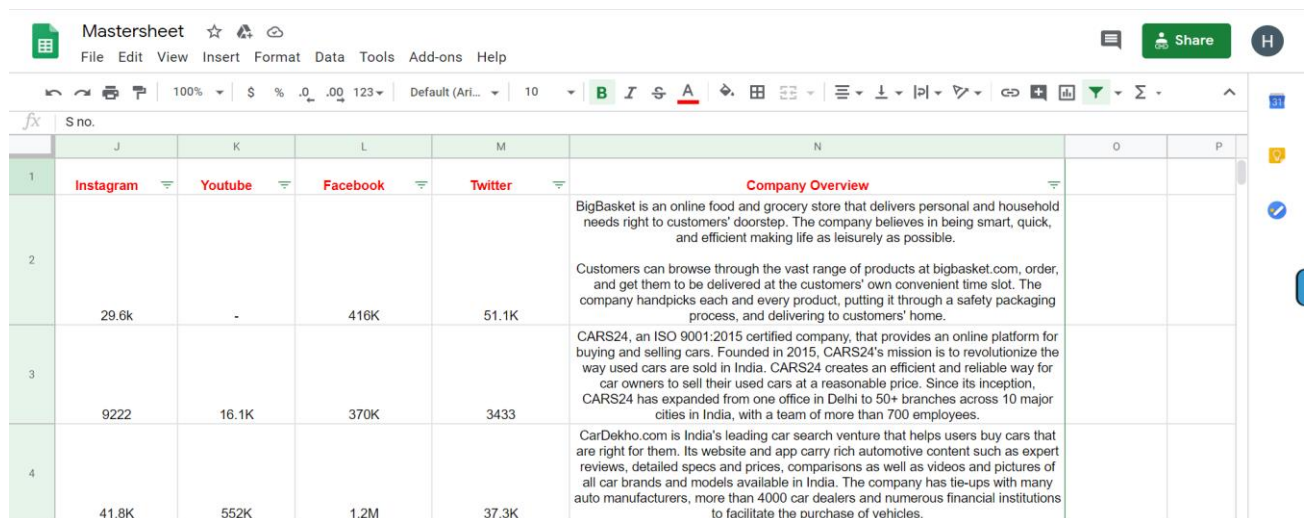
Figure 1.7 Data points included in Master sheet

Data we collected for each brand comprised of:

1. Brand Name
2. Website
3. Category
4. Contact Info of the upper management
5. Investors
6. Invested Amount
7. Social Media Followers
8. Company Overview

We needed to do some hardcore research to include a company on the list. The Legacy project is the most important project of our whole internship, Mr. Adita Bhatt (CEO) was kind enough to provide his guidance on a weekly meeting and review our performance based on the work done by us.

Figure 1.8 Data points included in Master Sheet

PART 2	Content Creation

2.1 Objective - To make content ideas for our existing clients and various pitch decks. As part of the Digital team, our role was to provide freshly brewed content for our clients that can become trendy and increase their followership. We also needed to make ideas that are IPs worthy so that we can garner the attention of a larger audience at once.

2.2 Analysis – The analysis of social media channels used by the brands and celebrities for their communication and analysis of social media channels of other relevant stars and brands that fall under the same category as our client. This analysis helped in deriving insights-

- o Analyzing the social media channels used by the clients and which channels provides maximum engagement (Facebook, Twitter, YouTube, Instagram)
- o Analyzing what type of content is used on which channels
- o Analyzing the type of audience on each social media channel
- o Most engaging post type (Image, Video, Carousel)
- o Identifying past successful campaigns by reach
- o Analyzing the type of content used by other celebrities and brands
- o Analyzing the personality of the brand
- o Analyzing the type of content done by global stars and what is trending

2.3 Methodology – For each client I made content included-

- o Creating fresh brewed content that is not done by anyone before or repeat some interesting idea in a new way which is better and more suitable as per the client's current image
- o Identifying opportunity areas and efforts that have worked for the client in the past
- o Making content for celebrities that can help them to reach out big brands for possible collaboration

2.4 Results- I prepared Content for the following clients:

- o Neeti Mohan
- o Vidya Balan
- o Jacqueline Fernandez
- o Sonu Nigam
- o Boman Irani
- o Meher Vij (IGTV Live)
- o Gunjan Utreja (IGTV Live)
- o Freddy Daruwala, etc. (IGTV Live)

Details of some of the work done by me and team

- Creating content and campaign Ideas for Sonu Nigam: The primary object of this was to device a content strategy and creating new and unique campaign themes in order to increase the awareness and reach of Sonu Nigam across various social media platforms, keeping in mind his personality mood board. After doing a deep analysis of his social media platforms and we identified what type of content has worked for him in the past, we came up with new themes that he can build and work on. We also prepared a content calendar for him for the period of 3 months.

- Creating content and campaign Ideas for Boman Irani: The primary object of this was to device a content strategy and creating new and unique campaign themes in order to increase the awareness and reach of Boman Irani across various social media platforms, keeping in mind his personality mood board. Mr. Boman has different personality than rest of the actors so it is very important to create content that suits his personality so we did a detailed analysis of the type of content done by him and what does he likes to do. We researched about his audience's preferences, the posts that gained major traction for him and came up with new content ideas for his social media

- Digital Strategies for Neeti Mohan: This project involved the creation of a pitch deck for Neeti Mohan. After undertaking and doing a stakeholder mapping, a thorough analysis of her social media profiles, getting research and insights regarding the same and benchmarking her with her competitors, we suggested a new route of digital campaign themes and ideas in order to increase her following across digital platforms

- Global Prospecting for Jacqueline Fernandez: This was a research based project which involved prospecting and preparing an extensive list of global personalities with whom Jacqueline can collaborate with. These personalities included people working across various industries like musicians, comedians, fitness enthusiasts, designers, etc. Extensive research was done about their follower base, their contact details and ideas of collaboration between Jacqueline and the personalities were suggested.
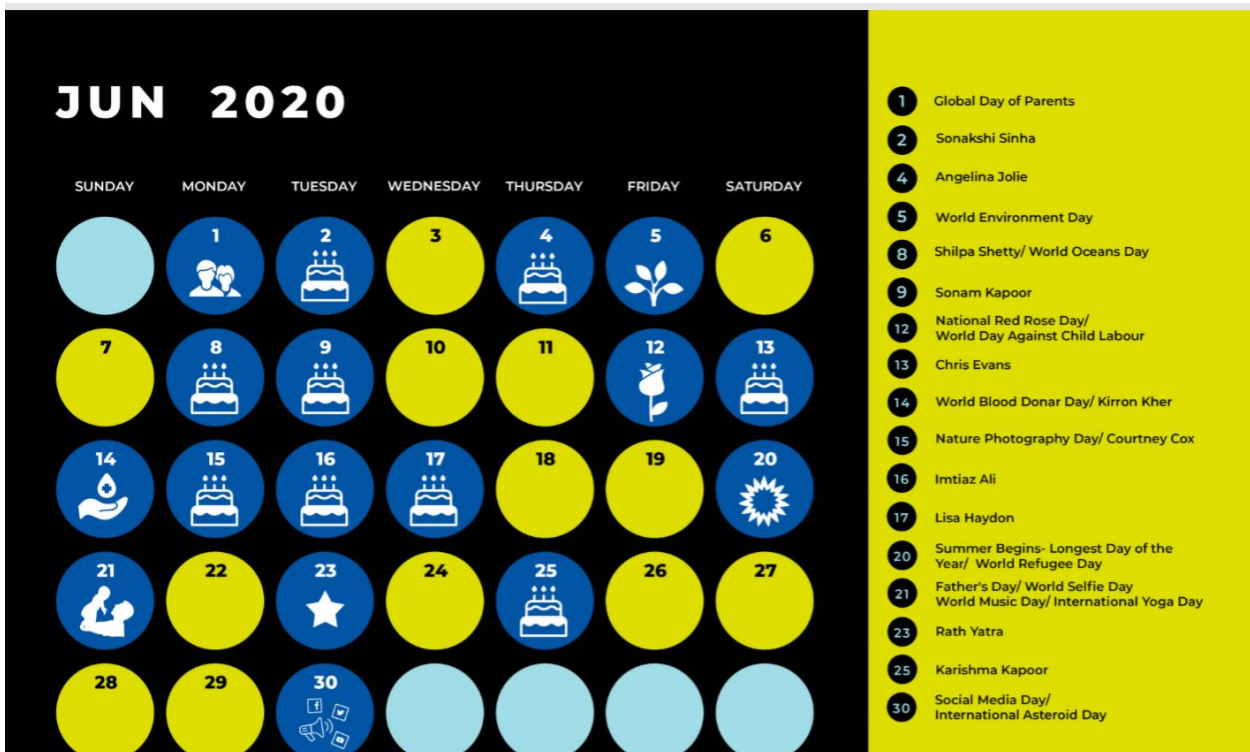

Figure 2.1 Social Media Calender

- Creating a social media calendar is very important for the client so that they do not miss any important day and help in increasing engagement and followership. I designed the social media calendar for Jacqueline for the period 3 months along with many ideas that can be executed during quarantine and after quarantine as well.

Figure 2.2 Content Idea for Jacqueline

Figure 2.3 Content Idea for Boman Irani

Figure 2.4 Content Idea for Sonu Nigam

<table>
<tr><td>**PART 3**</td><td>**Social Media Strategy**</td></tr>
</table>

3.1 Objective – Creating a social media strategy according to the stage that the clients are at by using different models. One of the simplest ways to create your social media marketing strategy is to ask yourself the 5Ws:

- o Why do you want to be on social media?
- o Who is your target audience?
- o What are you going to share?
- o Where are you going to share?
- o When are you going to share?

3.2 Analysis - to analyze the goals and objectives of the client by debriefing the deck given by the client, social media goals that are generally included in every brief are-

- o Increase awareness
- o Generate Traffic
- o Increase Engagement
- o Build a community of people with similar interest

3.3 Methodology - Using different as per the brief given by the client and their positioning on the marketplace, different models used by us at JCL are –
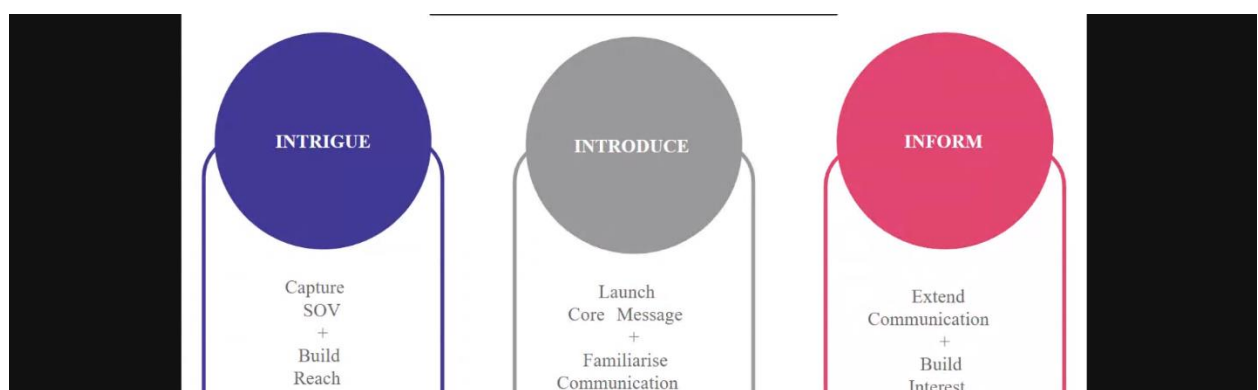
Figure 3.1 one of the model used at JCL

Campaign   Phases

Pre Launch	Launch	Post Launch
Teaser Campaign	Your Big Idea	Contest
		Native Storytelling
		Remarketing Banner
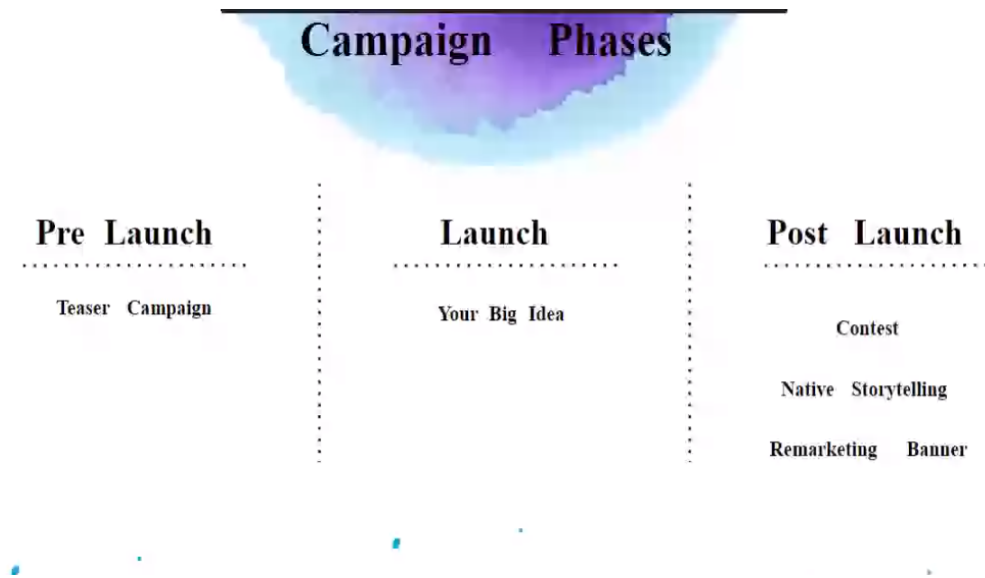
Figure 3.2 how we divide the campaign in different phases

Content calendars creation was one of the important digital media strategy because it helps to plan content in advance. The content calendar consist of all the important information that is needed by the client and the team so they can utilize it for the maximum reach and engagement and make reservations prior to the day. Some of the info about what can be added to the content calendar is mentioned below:

- Important National and International Topical Days
- Content copy & type of creative
- The type of social media platform to be used
- Different ideas related to content
- Credentials of the client
- Making a detailed bucket list for the client
- Information about the possible collaboration with influencers and other stars
- Hashtags that can be used for the maximum reach

Figure 4.1 A snippet from a client's content calendar for the month of May

Many concepts can be used while formulating strategies but we at JCL use Push & Pull marketing. The object of Push Strategy is to push the service or products to the client on the other hand the concept of Pull strategy is to attract the customers to the product. These strategies are used as per the objective mentioned by the client in its brief.

Instagram & Facebook Strategy

Pull Strategy:
Main focus is to increase followership with consistent content. Thus we use Pull strategy to attract their attention and get as many viewers on board as possible

1. Followership:

Increase follower base by visiting the pages of related fields and following their followers ,so that they check your page back and follow you.

2. Impressions:

Using trending and appropriate hashtags

3. Engagement:
Start different IPs like #SustainableSunday, #OrganicFarmingFriday with short informative videos or graphic posts on sustainable living, organic   farming.
The use of stories to put across interesting content that makes viewers come to your profile and check the page.(we can make **behind the scene posts**)
Use of highlights to stories categorically(Titles to be short and crisp)
Including a CTA in every caption

4. A video series dedicated to UN Sustainable Development Goals. Each video dedicated to one goal. Similar can be done for entrepreneurship as well.

5. Use of IGTV videos to cross post the YouTube videos to existing viewer base. We can later use this for creating IPs like 'QandA sessions with Priyanka'; or Podcasts of some content

6. Positive Rapport: Respond to comments and DMs users post on your feed

Figure 4.2 A snippet from a client's digital strategy deck

<table>
<tr><td>**PART 5**</td><td>**Suggestions and recommendations**</td></tr>
</table>

1. Restructuring

It is the need of the hour at JCL, in order to utilize the maximum potential of interns and to avoid miscommunication it is very important to restructure the hierarchy at JCL. The core team at JCL is smaller than the number of interns working at the JCL, this leads to a lot of work passed to the interns. The interns are not as professional and skilled as the core team members which in turn lead to lot of rework and pressure on the core team. The core team or the assigned mentors have to handle the interns and side by side perform their responsibilities as a core team member which very difficult to handle and it sometimes lead to average work which is below JCL standards. The head of JCL Mr. Aditya Bhat, takes meeting and workshops for the interns every weekend and sometimes 2-3 times a week, he has to utilize a lot of his valuable time is training interns and taking feedbacks. Though Mr. Bhatt experience and knowledge is unparalleled but some aspects of his mentoring can be performed by other mentors which does not require his level of expertise such as giving feedbacks, etc.

Sometimes due to less number of employee's excess workload falls on the shoulder on some core members and the approvals get delayed due to the hierarchy followed. This in turn creates miscommunication and delay in projects.

2. Adoption of Latest Technologies

In order to stay relevant in the Industry it is very important to be equipped with the latest technology in the market, even though JCL has the bandwidth and resources to create AR, VR and 360 videos for promoting brands, but these technologies are recently adapted by JCL and it will take some time to excel in this format. Due to lack of experience in this segment, a strategy needs to be formulated and implemented for the brands that are in need of these technologies in order to gain experience and stay ahead of the competition. We can leverage clients on the basis of these technologies if we are able gain expertise in shorter time.

3. In-depth Market Research

Any company in the Advertising Industry needs to have deep knowledge of the market and the trends that are followed nationally and internationally. A set of data such as a yearly calendar, a pool of content ideas as per different brand personalities should be created in advance so that it can be used to impress clients during meetings and help in designing pitch decks. It will also allow interns to have a holistic view of the industry and what is expected by the clients that have a global presence.

I have learned various skills during my internship, my **presentations skills** have improved drastically since we have to make presentation on several occasions. One of the key skill that is fundamental to each and every position is time management skills, I can confidently say that my **time management skills** have improved drastically as we have to work on several projects at the same time and sometimes for two mentors simultaneously. As each and every project has to be approved by the mentor so it was very important to get the project approved and make all the necessary changes before the deadline. Another important skills that I honed during my internship is **Team Work**, as we always worked in the team and it was very important for each and every member of the team to be in sync.

This internship gave me a platform to apply my theoretical knowledge in real-world, this internship helped me to learn how important it is to research before any task, I was also able to apply some of the theoretical models such as AIDA model which was limited to classroom only before the internship. I realized the importance of digital media and how different are using it to increase its reach and awareness at a far very low cost as compared to the traditional media, and how brands are creating engaging content to increase engagement rate and brand likeliness. Some of the skills as digital intern I learned which I previously did not had-

1. Cracking a brand brief-
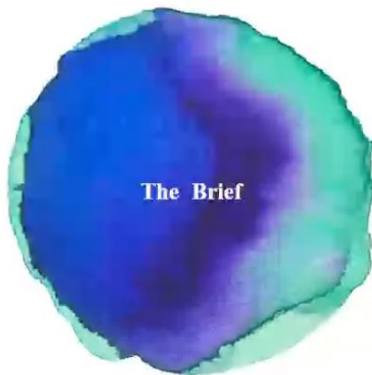
The Brief

⊘ A brief overview of the brand/product

⊘ Key challenges

⊘ Target audience for the campaign
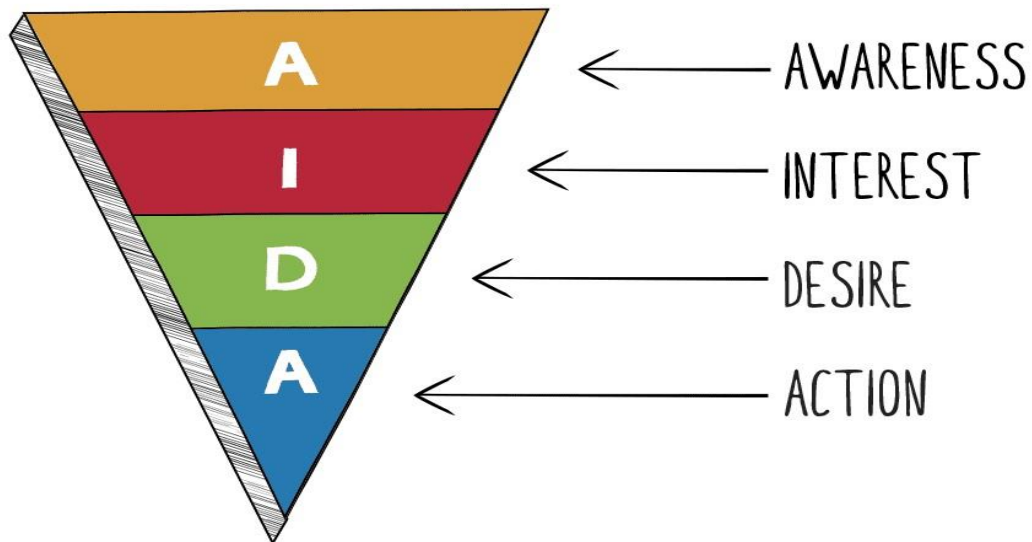
⊘ Competitors

⊘ Campaign goals

⊘ Primary Platforms

2. Developing campaigns – I had the opportunity to work with some of the biggest star of our country, it helped to understand how to develop a successful campaign for a client as per the brief. Some of the steps of creating a successful campaign include-

   o Understanding the primary objective or goal of the campaign
   o Choosing the right channel to promote the campaign
   o Creating a content calendar for at least a month
   o Monitor the trend and respond proactively
   o Analyze the result and adjust accordingly

3. Developing social media content strategies

   o Using different models such 3I, AIDA, etc., to position the brand
   o Making content that IP worthy,etc

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