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SUMMER INTERNSHIP REPORT 2020

Final Report

‘Social Media Marketing and Digital Analytics’

At



Date of Submission: 05/06/2020

Submitted by:

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Section: A

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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. Eric Abraham, 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. Nirmal Soni 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 professional targets.

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Executive Summary

The report comprises of the timeline of Business of Ideas to Jio Studios and now Jio Creative labs headed by Mr. Aditya Bhat, the man and mind behind the agency and its creative ideation. The company stands where it does because of the strategies and campaigns it popularized throughout its journey.

The agency gives its interns a unique opportunity to grow and develop their skill across multiple domains and projects. Weekly workshops, feedback sessions are conducted online with Mr. Bhat himself even amidst the pandemic for the interns to stay updated and perform higher.

One month into the internship I have contributed in Market Research, curating Digital Strategies, Social Media Analytics and Celebrity management. These domains also stay my core for the rest of the tenure until another project comes my way.

Working with JCL has given me the opportunity to view social media from an entirely different perspective which was otherwise unknown to me. How different platforms and its features can be twisted around our content strategies is the primary motive of my work profile. My mentors have also provided me with a sense of freedom in terms of playing around with the social media handles of my client and deducing insights for uplifting its presence.

About the Organization

JiO Creative Labs started out as “Business Of Ideas” which was set up by Aditya Bhat in the year 2011. It would grow to have more than 20 clients by the end of 2015 and a team of more than 40 strong marketing and media consultants. In 2016, Business Of Ideas, Mr. Aditya Bhat's latest venture, merged with JIO to form JIO Studios, the in-house Marketing and Advertising team of the company. Aditya Bhat is known to use his creativity to spread awareness about causes, having created digitally viral films on Anti Smoking, Swachh Bharat Abhiyaan, Blood Donation, Women empowerment, Child Education and many more which trended no. 1 organically and got shared by influencers in the community.

India's biggest cricket festival IPL, sees multiple brands vying for the consumers attention. For first 2 out of 3 consecutive years, JIO's TVC conceptualised by JIO Studios garnered highest top of mind recall in the consumer's head despite it not being the title sponsor.

The agency even conceptualised and executed the Election Commission of India's 2019 Campaign.

Vision and Mission

Jio Creative Labs claims to be India's most versatile creative house with a combination of young and experienced talent spearheading into Augmented Reality, Virtual Reality and 360 degree.

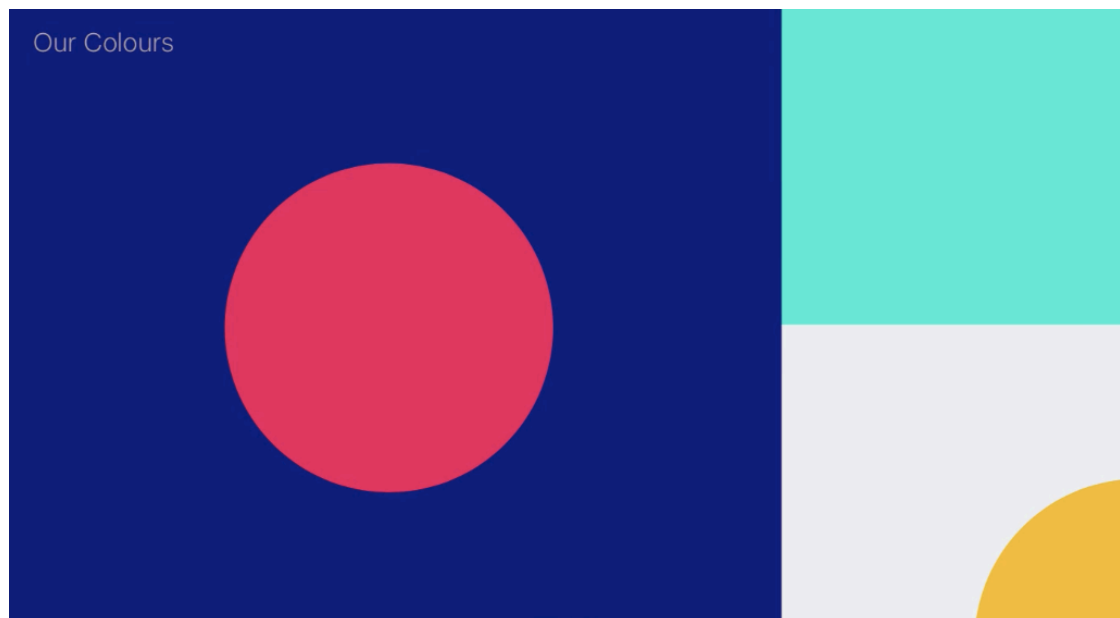
Management & Leadership

At Jio Creative Labs, the entire marketing team is led by **Mr. Aditya Bhat**, the man behind the existence of the company. He is an entrepreneur, a marketing consultant, a public speaker, a professor, and a creative content developer. It's under his close supervision that the company has been able to gain the elite pool of clients that consist of Bollywood celebrities, FMCG brands, Media houses, etc. With direct connection to the Jio Infocomm, he reports directly to the Ambani family, specifically to Mrs. Isha Ambani, as she looks over the

marketing wing. It's Mr. Bhat's vision that has located JCL on the map. Unlike other agencies or companies, one unique thing about working at JCL is the personalized mentoring provided by the management to all the interns. There are workshops conducted every week so interns can explore their domains and learn from the industry experts.

With Mr. Bhat's teachings, one is able to explore the creative side and identify the brand persona very effectively which really helps while formulating strategies & designing content. The level of motivation the senior management team has imparted us with has been a lifetime learning.

Latest Branding



Being rechristened to Jio Creative Labs from Jio Studios, the company segregates itself from being just into film productions and identifies its individuality in the creative world. The logo identity of Jio Creative Labs has been designed by the Jio Brand Team with an interesting thought process of using the Jio logo along with the 'Cool Boxes Design System'. The boxes represent a combination of young and experienced talent and truly integrated services, combined on powerful brand experience. It's a flexible and scalable design system that can flow across any platform providing a fluid yet consistent brand experience.

Services Offered

Jio Creative Labs offers the below services for brands and companies:

1. Advertising & Communication Strategy/Design
2. TV & Digital Content
3. Production & Post-Production
4. Branded Content & Events
5. Brand Solutions & Events
6. Brand Solutions for the Jio ecosystem to advertisers on Jio
7. Virtual Reality/ Augmented Reality/ Mixed Reality

Clientele

The company has several brands and celebrities as their clients who seek brand building, digital penetration and user engagement services in form of advertising, social media marketing and content creation.

Since we have signed an NDA with the company, we cannot reveal any of the client details in this report or publicly.

The genre of clients is versatile ranging from FMCG brands to famous Bollywood celebrities.

The company reaches its clients after doing an extensive analysis of their business in terms of revenue, popularity, need and demand.

As part of my task, I had to make a deck of 100 brands we could target in the near future and segregate them according to leads. These brands were specially filtered for digital strategizing.

The agency is best known for JioDhanDhanaDhan, the 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.

Market and Competition

The competition in the advertising & media agency has risen tremendously with the entry of small but extremely creative firms. The market share is spread across many such companies but the scope of business does not diminish as brands seek platforms to advertise, go digital or strategize.



Some of the industry leaders are:

- 1. Ogilvy:** Ogilvy and Mather (O&M) India, a subsidiary of WPP group is one of the leading advertising agencies in India having a presence since 1928. Ogilvy is a deeply connected, truly global network. Ranked India's number one agency by Brand Equity survey on leadership, creative ability, investment in employees, client servicing, most influential people and hottest creative directors.
- 2. Chrome Communications:** Chrome Asia is a 360 degrees Hospitality, Marketing & Events agency for brands across India & GCC. Chrome Communications was founded in October 2011 and since then has expanded verticals to cater to the needs of its clients. Across India & GCC, Chrome Asia has managed to form a strong footprint in the F&B & Hospitality sector.
- 3. Prime Focus Technologies:** Prime Focus Technologies (PFT) is the creator of Enterprise Resource Planning (ERP) software, CLEAR™ for the Media & Entertainment (M&E) industry. It offers broadcasters, studios, brands and service providers transformational solutions that help them lower their Total Cost of Operations (TCOP) by automating business processes around content and managing their business of content better. PFT works with major M&E companies like HBO, IFC Films, Miramax, CNBC Africa, TERN International, Sony Music, Google, YouTube, Disney+ Hotstar, Amazon, HOOQ, Viacom's Voot, Cricket Australia, BCCI, Indian Premier League and The Associated Press.
- 4. DDB Mudra:** It is India's first and largest integrated marketing communications and services network. DDB Worldwide is owned by Omnicom Group Inc, one of the world's largest advertising holding companies. As an advertising agency it is credited with handling successful campaigns of brands and products such as Castrol, Dabur, Future Group, Gulf Oil, and Volkswagen.

Work Profile

Jio Creative Labs has roughly 5 teams, viz.

1. Digital Content generation team,
2. Strategy and research team,
3. Social Media marketing,
4. Celebrity marketing
5. Business Development team.

The **content generation team** creates content which will be utilized by Jio platforms as well as for the 'Kiska Brand Bajega' page on social media platforms. It is also used to provide branding solution to various clients.

The **strategy and research team** research and creates strategies for Reliance Jio and other clients for its marketing, positioning, and brand management.

The **social media marketing team** handles the social media presence of the page as well as handles the Public Relations with popular Media houses for the promotion of the content.

The **celebrity marketing team** manages the branding of celebrities and creating 360o plans for promotion of films.

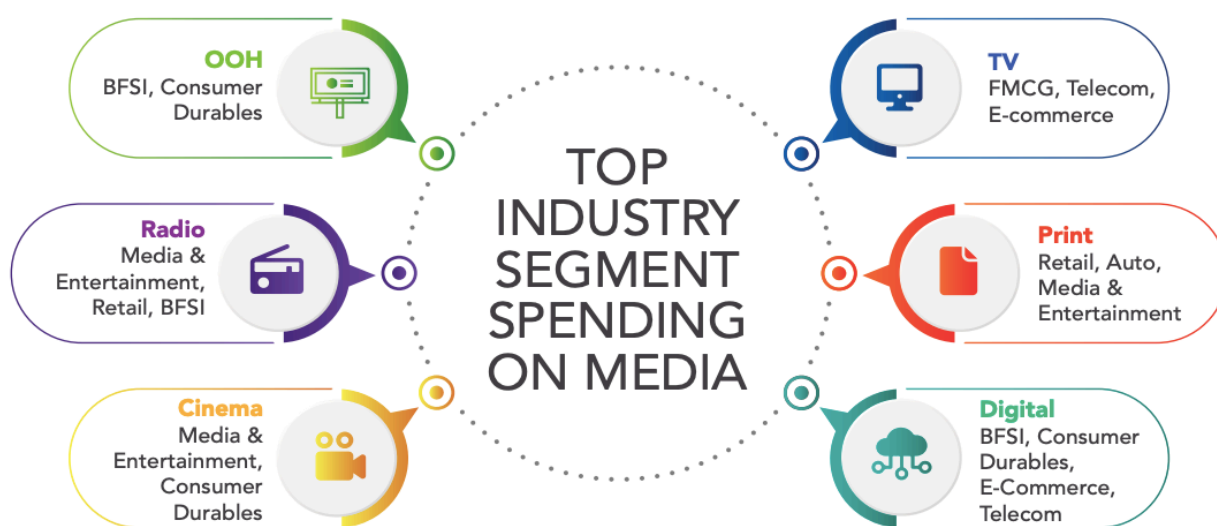
The **business development team** works closely with brands to maintain their positioning in the market and to create their digital presence by offering digital branded content solutions.

The organization mainly manages media planning and digital presence of celebrities and brands through content generation.

Advertising & Marketing Industry

Industry Classification

India is a growing economy which offers huge opportunities for different industries to develop. Although the global media and entertainment industry shows slow growth rates in 2017, it is anticipated that India will be one of the opportunistic markets to show upward trends against the global trend. Advertising industry is one of the media and entertainment industry's most significant sectors. The Indian Government provides the advertising industry with significant assistance. India is Asia's second fastest growing advertisement market, with an estimated GDP contribution of 0.45 per cent in 2018.



Classification by advertising types:

1. Print
2. Television
3. Radio
4. Online
5. Outdoor

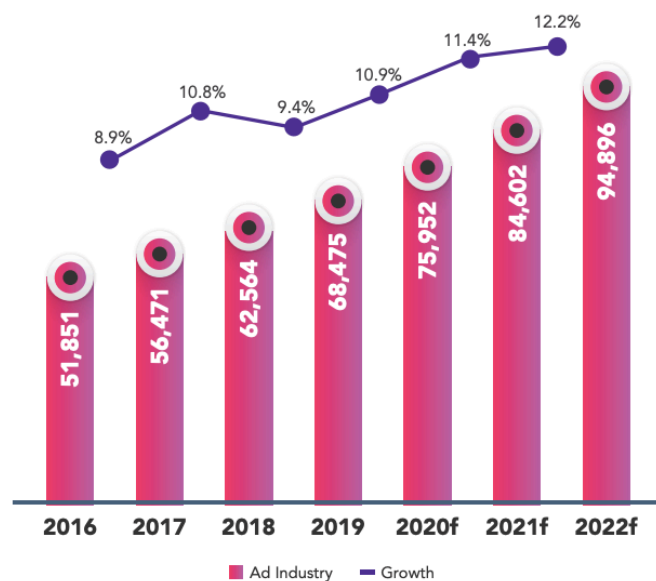
Classification by End-Use Industries:

1. Consumer goods
2. E-commerce
3. Automotive
4. Telecommunications
5. Banking
6. Entertainment
7. Others

Economic Structure

In India, advertisement spending is increasing and is projected to rise by 12.5 per cent in 2018. The share of Internet advertisement revenue in overall advertising revenue rose from 8 percent in 2013 to 14 percent in 2017, which is projected to hit USD 1.5 billion by 2018. Improving consumer sentiments, RBI policies and opening newly licensed banks in India are giving enough space for financial sector advertisement spending. In addition, the government's 'Digital India' policy is expected to outperform in coming years with Google's support and thus drive advertising industry growth.

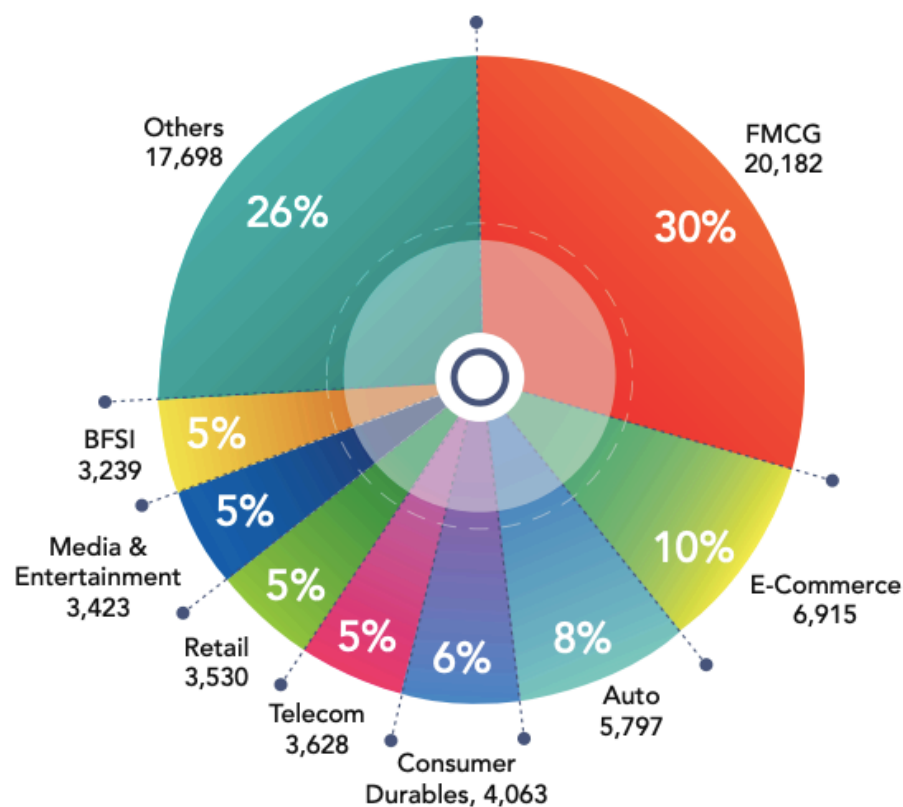
GROWTH OF INDIAN AD INDUSTRY (INR CR)



This year advertisement has fallen somewhat Spending due to the economic downturn Progress. Several parts of the sector, viz. Automobile, BFSI and Real Estate began looking at their assets return on investments, more because of this and cautiously investing broad releases postponed for the year ahead. Yet the largest three Indian Premier League (IPL) Annual games, World Cup and General Elections 2019 in The Pro-Kabbadi League (PKL) plus throughout the festive season the overall ad budget was lifted.

The determination of the government to improve investment in agriculture, social sector, education, and health is reflected in the 2019 Union Budget based on job creation, infrastructure, and farming. This increased attention to the rural economy at one end, loosening the corporate tax and funding for start-ups is expected to change the economic perspective.

AD SPENDS BY INDUSTRY VERTICALS (INR CR)



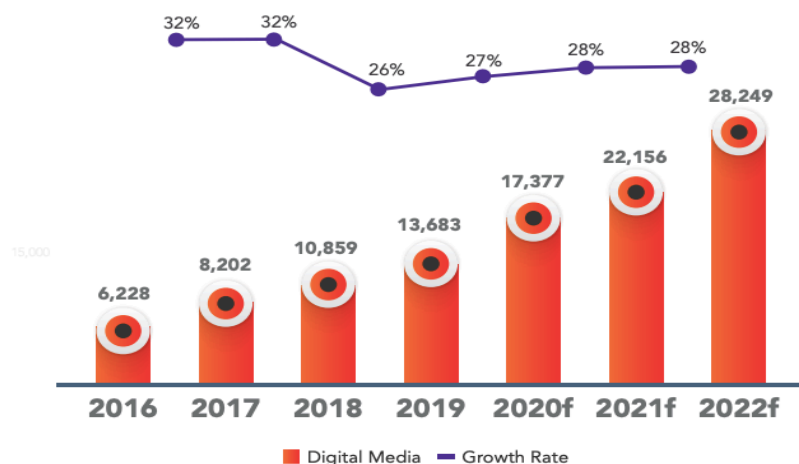
Innovation & Technology

Advances in marketing innovation and eventual integration with marketing imagination, along with the emergence of 5 G technology and increased acceptance of e-commerce ads would contribute to content development for the next 500 million Internet users, catapulting the digital media industry towards the Rs 50,000 crore milestone by 2025.

XR, the generalist word for Augmented, Virtual and Mixed Reality, provides innovative marketers with a large canvas to plunge people into the stories they make, more effortlessly than ever before. People are responding much better to stories beyond a frame. The physical and digital world confluence thus gives XR an advantage over other contact channels. For starters, Augmented Reality started as boardroom gimmicks, and games have now opened growing strategic possibilities for point-of - sale seasoned brands, even moving a few steps forward to drive trade. AR is seeing widespread acceptance by both consumers and brands in breaking the shackles of specialized applications.

The industry is evolving at a much more rapid pace than ever before. New channels & platforms give way to a whole new way the people are now consuming content and this completely changes the way the brands are advertised. The sustainable way to grow is to keep up with the speed and be aware of what's happening among various target groups.

INDIAN DIGITAL AD INDUSTRY (INR CR)



Inferences & Observations

Jio Creative labs started off with being a small agency called Business of Ideas that catered to service creativity and branding. After being acquired by Reliance Jio InfoComm, the company worked solely for Reliance Industries media line by providing content and production facilities.

The company believes in employing young minds as they are the future and relate much ahead with the audience. Content being the most lauded in the industry it is more crucial to create trends than to just forecast them. At JCL, digital strategizing has been given up most importance in times like now where the world is facing a pandemic situation and has been locked down indoors. Digital media has witnessed a boom with more and more users relying on social media and digital platforms for information and entertainment.

In today's digital world, where technology affects what a brand looks, feels and sounds like, as well as how it operates and what it can do, the qualities of a brand become relevant in these circumstances, influencing how consumers feel and how employees are expected to perform on the brand. A customer-centered business can lead with customer-centric benefits. Therefore, the employee-customer relationship is one of the essential value producers in any organization. This results in consistent service delivery, producing a company that the market recognizes for its success, translating into loyal partners and customers along with a much steady revenue stream.

JCL follows a 3P approach, which is **Probing** (about the various recent and past events), **Planning** (about business continuity and micro-processes) and **Predicting** (the things that can go right or wrong in the process and making changes to the plans accordingly). And hence, they are already looking at the next picture, how they should approach our clients, what are the various nuances of the short-term and long-term strategies that it will devise for the clients and how can it deliver ROI friendly work to them. All this while making sure that the content that is getting generated is differentiable, clever and clutter-breaking.

The agency stands apart from the clutter by staying relevant to the customer base in addition to bringing innovation and differentiation. This is done in a manner that is content worthy,

entertaining and engaging for the consumers. A fresh appeal often latches-on to the consumers in a sea of content. Another factor of importance is the discoverability of content and it often remains one of the biggest challenges that this industry faces despite digital innovations. Most brands thus push paid promotions in order to increase discoverability and reach for their campaigns.

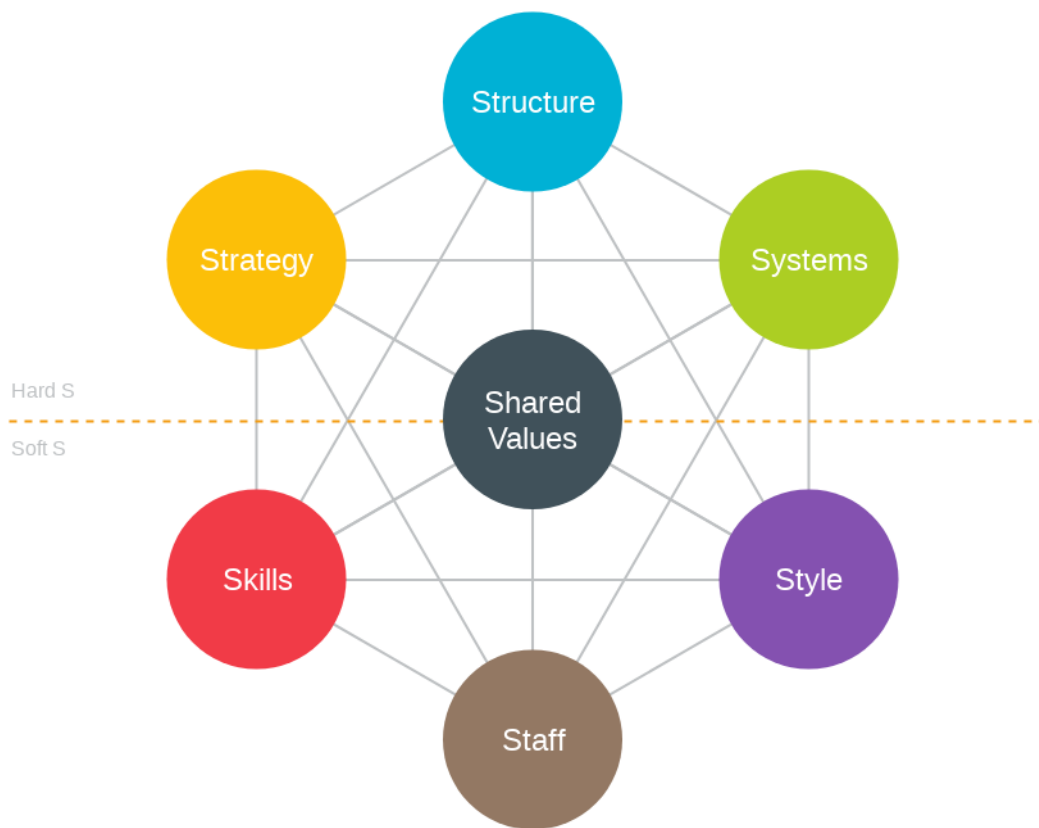
Three things that a crisis situation teaches a marketer in order to adapt and prosper are:

1. **Planning** for the short-term as well as the long-term risks and formulating strategies on the basis of this assessment.
2. **Attuning** all stakeholders to the current scenario and keeping them well aware of the dynamics of the situation so as to deliver them the value for the money that they are spending.
3. **Monitoring** the evolving nature of the situation & simultaneously making the changes in the strategies, plans, outcomes and making adjustments accordingly.

Peer Comparison

When in comparison with the Advertising & Marketing industry players, one drawback that JCL suffers is being a late entrant to the open market. Initial years for the company went in serving the RIL and its dedicated campaigns alongside high stakeholder like the BJP political party and the Prime Minister himself. At times where most of the brands have locked contracts with agencies, Jio Creative Labs has entered the arena and pitches to clients by cold calling, appointments, pitch decks and cause targeting.

JCL's Strategic 7S Framework



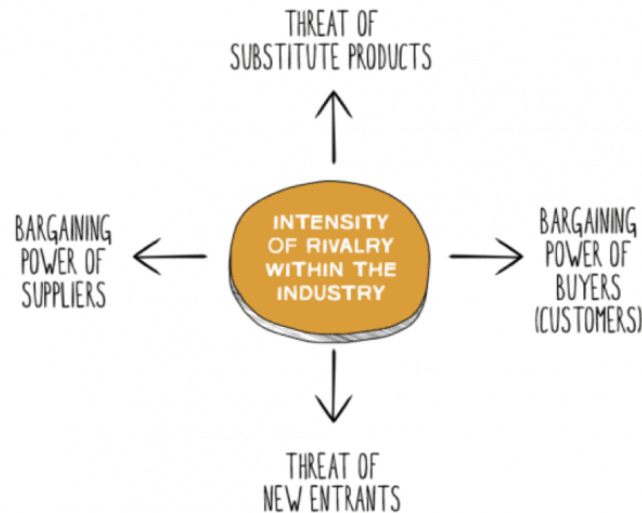
- 1. Strategy:** JCL works in depth in ideation and strategizing for the clients and the sustainability of the organization at times when the level of competition is quite high. It is now venturing into AR, VR and 360 technology to bring a new phenomenon into marketing which is almost untouched and unknown to most competitors.
- 2. Structure:** The structure internally prevailing in the organization is quite haywire and needs a lot of alignment. There are a handful of employees and one leader who collectively coordinate with about 100-120 interns. This creates double the load for them as they have to manage their projects in addition to being mentors.
- 3. Systems:** To execute the strategy effectively, it is important to align the goals with the team routinely. JCL does that amidst the pandemic situation too by hosting regular team meeting with the mentors and also with Mr. Aditya Bhat to communicate new

developments, workshops, goals, expectations, etc. These meetings are not just for teaching but involve two-way communication.

4. **Style:** Regular sessions on creative ideation and mock research help a lot to understand the environment and work closely and efficiently on the real projects. The style of communication in the organization is quite open and allows the interns to express their views without hesitation.
5. **Staff:** The managers and mentors are loaded with quite a lot of work in term of training the interns and also handling clients and projects. One person is seen working on multiple projects and assignments which might reduce the quality of work that was expected. Thus, there should be dedicated teams for each assignment and one person should not be a part of excess teams.
6. **Skills:** One of the most important skill that is required in this industry is the ability to adapt to the environment before anyone else does. This is important to create trends and reach customer touch points for higher return on investment.

Competitive Analysis

PORTER'S FIVE FORCES MODEL



Porter's five force model is a system that attempts to break down the rivalry dimension within an industry and advance the business methodology. It draws on the financial issues of modern association (IO) to infer five powers that decide on the focused force and thus involve an industry's quality.

It is used as a mechanism to break down the violent state of an organisation. The number and strength of focussed adversaries of an organization, future new business competitors, suppliers, consumers, and replacement products affect the profitability of an organization. Examining these components can be used to direct upper hand-building business methodologies. This model takes its name from Michael E. Porter.

1. Industry Rivalry: High

The industry rivalry for JCL is very high as many small size firms also possess the capacity to jump higher by displaying a creative edge in the market. The strength of any agency is clientele and its creators with which it demands a position. It is crucial to maintain client relationships which is also a benefit Jio Creative Labs has.

2. Threat of New Entrants: Medium

Smaller & new organizations offer lower pricing for their services related to advertising in order to build a customer base. JCL here creates an edge by offering varied services and excelling in in-house production when most of its competitors outsource their production. Being backed by Reliance Group, the name does create attraction in the market for the quality of services offered.

3. Threat of Substitutes: Low

Creativity excels in the field of advertising so a possibility of substitutes for the brands is always open if the expectations are not met.

JCL believes in staying relevant to the customer base by also contributing to innovation and differentiation. Thus, it's the services and vision that exempts it to feel threatened from competitors.

4. Bargaining power of Suppliers: Medium

Advertisement spaces and media owners being the suppliers for the industry work are independent of the organization. The demand for the spaces is high and the supply low which allows them to modulate prices as per season. This dynamic pricing needs to be properly understood in order to plan the media accordingly.

JCL looks for new fresh ways to advertise and brand their clients so they can cut through the domination. They have uplifted the digital media highly with the change in trends and customer preferences.

5. Bargaining powers of Buyers: High

There are numerous buyer brands and companies that seek marketing services to make their content discoverable and 'viral'. Clientele being an asset for an agency adds prestige to its services and ranking.

Projects Undertaken Under Experiential Learning

I. 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:

- Category - A, B and C
- Type of Company (on the bases of different sectors)
- Marketing Expenditure
- Sector Growth
- Company Profitability
- Followership
- Social Media Activeness
- Investors
- Total Investment received
- Global presence
- 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:

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

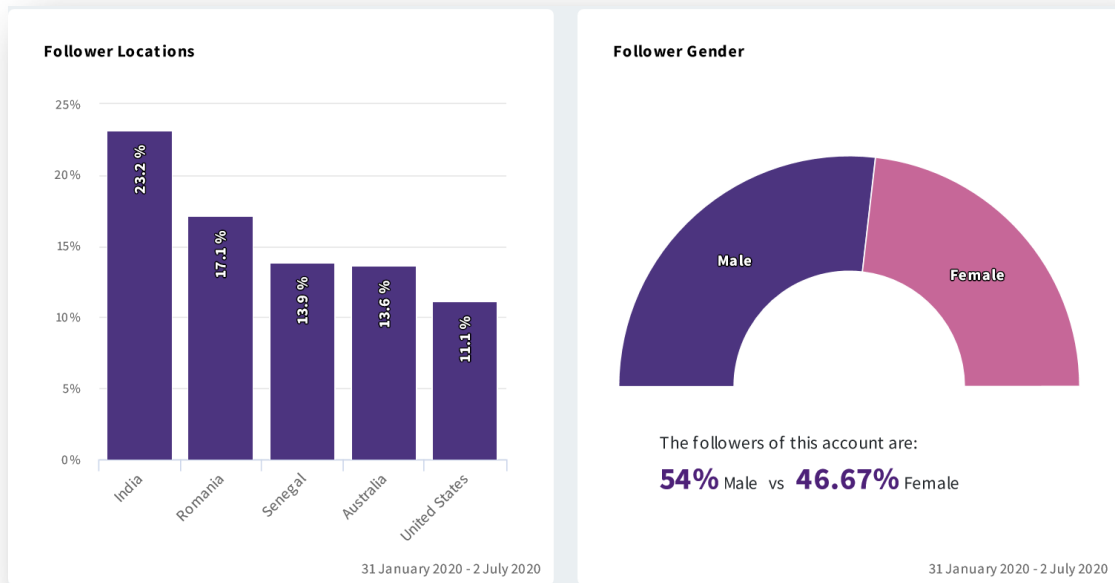


Figure 1.1 Instagram Metrics



Figure 1.2 Follower & Growth Analysis

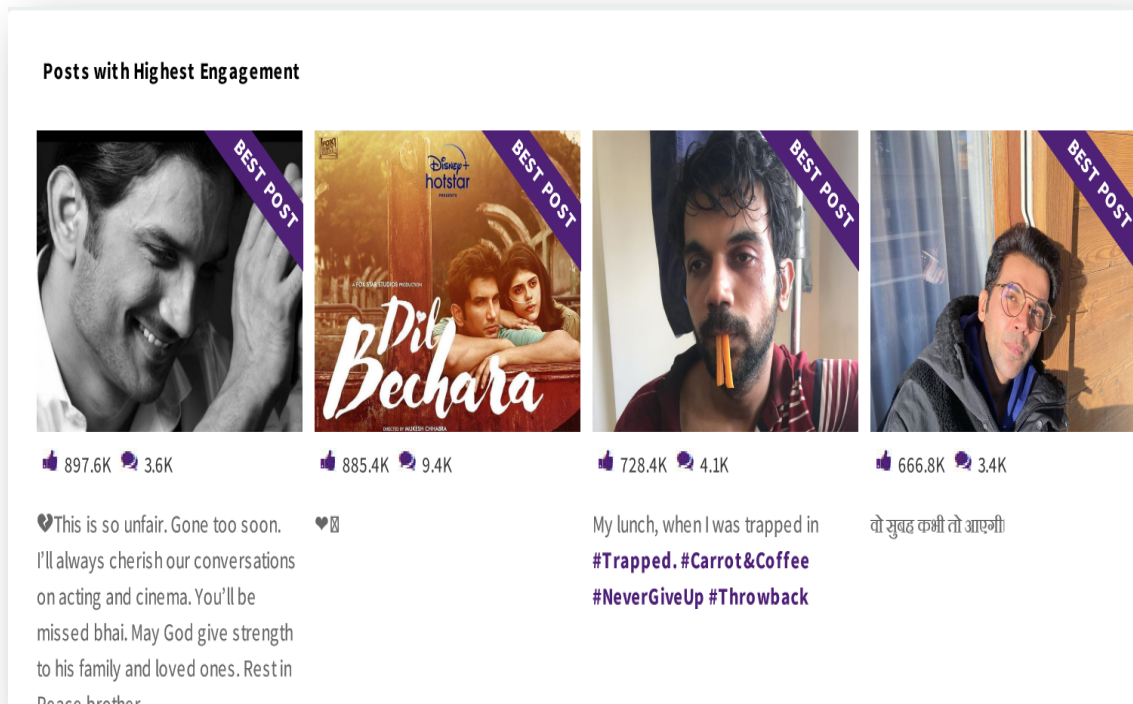


Figure 1.4 Most Engaging Posts

1.4 Observation & Results

During the research conducted for each potential client, I notice that every celebrity or brand has its own brand persona called a mood board. This helps us to identify what kind of content suits the personality and the kind of followers are engaged with the brand. The pitch decks are then made in accordance to this persona. We try to align our agency brand & its performance to the client's expectations. But just meeting the expectations is not important, considering the competition existing in the advertising industry, we pitch out of the box ideas and engagement levels to the clients.

These high-profile clients do not measure the services with the fee charged, but with the quality & uniqueness of services provided. I prepared the pitch decks for the following clients:

- Neeti Mohan
- Vidya Balan
- Mauni Roy

→ BENCHMARKING



NEETI MOHAN

Facebook - 1.4 M
Instagram - 2.4 M
Youtube - 60.5 K



NEHA KAKKAR

Facebook - 14 M
Instagram - 37.2 M
Youtube - 91.6 L



SHREYA GHOSHAL

Facebook - 27 M
Instagram - 18.8 M
Youtube - 7.17 L

Figure 1.5 Neeti Mohan Competitor Benchmarking



Figure 1.6 Creating Mood Board with of Mouni Roy

II. 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:

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

2.3 Methodology

For every client we curated content strategies & ideas that can prove impactful and convincing:

- 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
- Identifying opportunity areas and efforts that have worked for the client in the past
- Making content for celebrities that can help them to reach out big brands for possible collaboration

2.4 Observations

Some key observations from creating content were:

- The content must be topical and trendy.
- The content must be relevant to the bucket in which the brand falls in.
- More than what needs to be shared, the platform of communication must be taken into consideration. Not every platform is suitable for every client or the content.
- The stage of the brand in the game must be considered while creating IPs as the brand must have existing followers & preachers to facilitate the same. A newly introduced brand cannot be burdened with its own IP in the beginning.
- The performance of the post must be monitored across the platforms using analytical tools. It is best to know what is working for the client and what is not so a proper direction to thinking is achieved.
- A good market knowledge is needed to stay updated about the industry of the client stay ahead than the others in business.



Figure 2.1 Content Idea for Jacqueline



Figure 2.2 Content Idea for Sonu Nigam



Figure 2.3 Content Idea for Boman Irani

III. Social Media Strategy

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:

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

- Increase awareness
- Generate Traffic
- Increase Engagement
- 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:

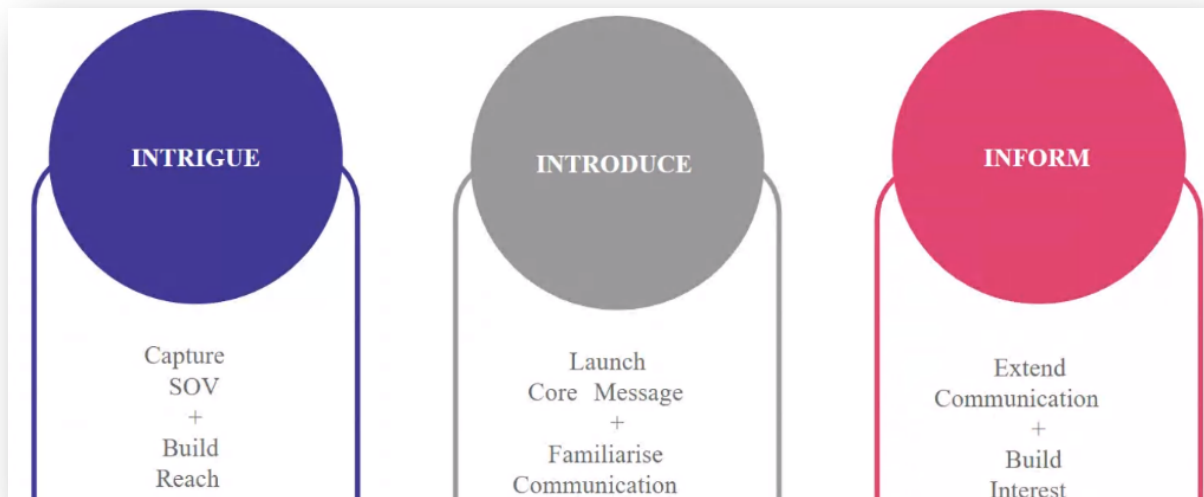


Figure 3.1 One of the models used at JCL



Figure 3.2 how we divide the campaign in different phases

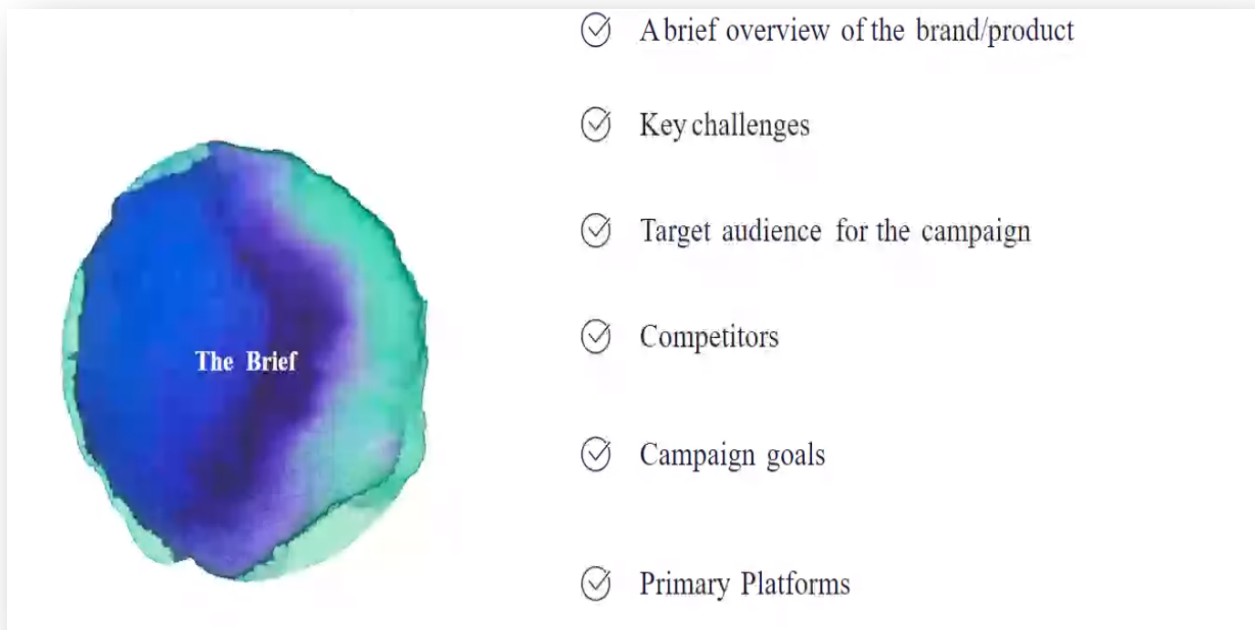


Figure 3.3 one of the way to debrief a deck

3.4 Observations

Creating content calendars for the client was a major part of the social media strategy. In this we add information that the entire team and the client can refer to, like:

- Topical Days
- Content copy & type of creative
- Platform
- Content ideas
- Client Credentials
- Detailed information on client buckets
- Collaboration platforms like influencers, podcasts, etc
- Media Plan
- Trending hashtags

May 2020						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
					LinkedIn, Instagram, Facebook, Twitter	LinkedIn, Instagram, Facebook, Twitter
3	4	5	6	7	8	9
	Women Empowerment- Concept- Post a picture of women you are inspired by and write about why is this woman an inspiration. Being Human post format- A picture and a descriptive caption. These women can be from your personal life as well.	Post on pet/animal love- How one shouldn't abandon their pets during lockdown/Feed the strays during lockdown/ a personal post.	National Beverage day A healthy honey beverage made from the honey obtained from beehively farms. In a ten second animated video- we can state out the benefits of the same.	Every Thursday we will post a blog post on the LinkedIn, snippets of which will be shared on all other social media platforms	My harvard story- Live Snippet/ static of which will also be posted on Instagram, twitter, linkedin	
	Instagram, facebook	Instagram, facebook	LinkedIn, Instagram, Facebook, Twitter	LinkedIn blog- snippets on other platforms	Instagram Live, LinkedIn post	
10	11	12	13	14	15	16
A personal post on how your mother has inspired you to be the woman you are today. OR A salute to women achievers who are also mothers. A post on how these successful women have managed both motherhood and work perfectly.	National Technology Day- A static with some statistic about how technology has helped us get through the lockdown or something about Panamax	stories on Facebook and Instagram	#WednesdayWisdom Your thoughts on how one can be successful in life/ Tips on success. Static Posts	Blog post snippets	International Day of Families Beehively post OR A personal post with a family picture with a descriptive caption on how your family has supported you in everything that you ever wanted to do.	
Instagram, Facebook	Instagram, facebook	Instagram, facebook	LinkedIn, Instagram, Facebook, Twitter	LinkedIn blog- snippets on other platforms	Instagram Live, LinkedIn post	

Figure 3.4 A snippet from a client's content calendar for the month of May

While curating strategies we consider the concept of Push & Pull marketing. Push strategy is to basically push your product to the customers while Pull strategy is to attract the customers to the product. We apply this concept depending on the communication that is to be made for the client. Accordingly, we align the subsequent processes.

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 3.5 A snippet from a client's digital strategy deck

IV. Social Media Handling & Analytics

4.1 Objective

After creating strategies & content around the brand or celebrity, the execution becomes the upmost task. I was given the project of handling a client's social media handles. The objectives for the same were:

- Posting topical content & media that was strategized.
- Maintaining ORM of the social media handles in terms of bio, display picture, feed look, etc.
- Monitoring & replying to DMs & comments.
- Monitoring followers & follows as per the client's bucket of interest.
- Analyzing performance of individual posts.
- Resharing relatable content.
- Platform planning for every post and choosing the right time for posting.
- Usage of hashtags in order to boost engagement.
- Hosting polls, Q&A, etc. on the handles.
- Weekly reporting of individual platform performance.
- Analyzing the changes in terms of engagement & follows.

4.2 Analysis

Maintaining of a healthy ORM system for every handle & weekly reporting provides a view of the performance of the content. This gives a feedback to the internal team as well as to the client as to what type of content receives higher engagement.

4.3 Methodology

Every post is assigned specific platforms based on the type of audience it intends to reach.

- **Facebook:** Wider audience for reach. All types of content form a part of this.

- **Twitter:** Microblogging and sharing articles that seem relatable to the client's interest.
- **Instagram:** Higher engagement-based content that is rich in meaning & relevance. All topical & personal posts form a part of this platform.
- **Linkedin:** Content relating to the client's company & formal in nature. Personal posts are refrained from this platform.

During the initial weeks, I learnt the client's language and style of delivery so I can implement the same in her DMs & comments. This is done by monitoring her existing dialogues, watching videos, initiating conversations.

Below are some of the posts shared by me on her handles:

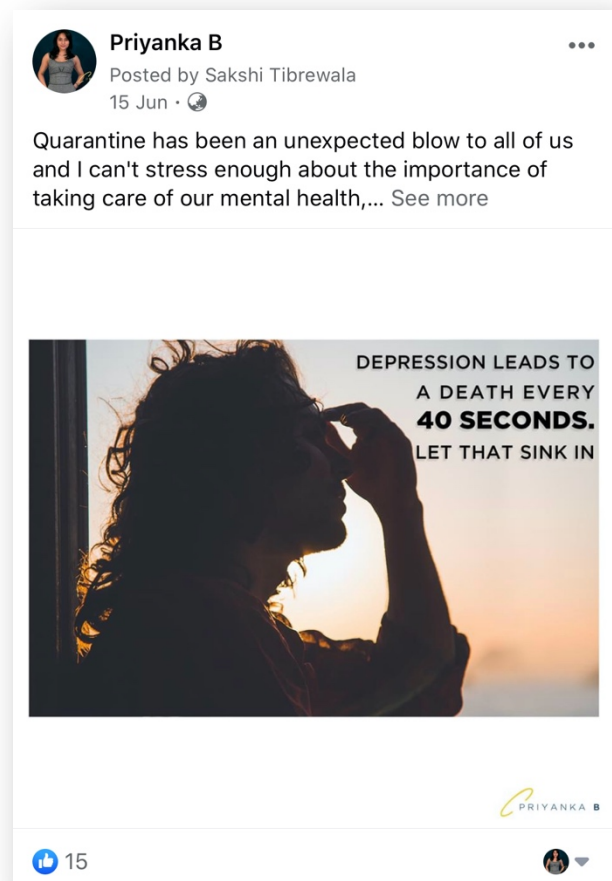


Figure 4.1: Instagram & Facebook Snippets of posts

Identification of Problem Areas

1. Lack of structure

At Jio Creative Labs, the organization structure is very weakly linked with a handful of employees handling about 100-120 interns at once. This creates a lot of confusion and misunderstandings within teams. One intern/employee is made to handle 5-6 projects parallelly. This hampers the quality of work on the projects individually. It also delays the approval TAT as the concerned person is occupied with other assignments. This calls for an urgent need for more permanent employees and restructuring the domains into multiple smaller teams.

2. Fast – paced industry

The advertising industry is too fast paced and it is always a threat for the company to keep up with the trends. To become an industry leader, it is expected to lead the race and not just match the speed. Adaptability is the key aspect that is needed for the firm to identify the changing trends, preferences, etc.

3. Late entry to the industry

Jio Creative Labs entered the market very late, which is already almost saturated and competing with already well-established companies would be a challenge. Previously, they were involved in the launch of Reliance Jio. They have recently started going into the market as it wasn't a mandate previously. To cope up with competition, Jio Studios is trying to make a mark with efficiency in AR, VR and 360-degree videos as solutions.

Suggestions and Recommendations

1. Internal restructuring

Internal restructuring of the hierarchy system is a need of the hour for the business to work more efficiently. The company currently relies on a handful of employees and about 100-120 interns for their working which builds up a lot of pressure for the employees. They have to actively mentor the interns and also handle their respective accounts and clients. The head Mr. Aditya Bhat, is also seen actively participating in training the employees by taking time out of his busy schedule. There are some aspects of his mentoring that could easily be done by an employee like weekly review of interns, felicitation and feedbacks.

2. Adoption of Latest Technologies

Even though the company now has the bandwidth and resources to create AR, VR and 360 videos for promoting brands, the adaptability of these facilities are yet unknown. There is least implementation of these services. Thus, latest ideas for related brands must be formulated to highlight these features of the agency before the competitors find an opportunity as this is seen to develop in the near future.

3. In-depth Market Research

The organisation requires various forms of data sets to be used for efficient working of the organisation such as various forms of media content, media houses, contacts etc. Insights are another important aspect of content creation. Various insights regarding certain subjects can be utilized to successfully create content that resonates with the core values of the client helping them create awareness about their brand along with emphasis on their positioning and target group. In order to gather these insights a regular market research in terms of ongoing trends, competitor analysis, industry analysis and brand functionality.

Learnings & Takeaways

1. Marketing Strategies

There can never be one common strategy for every client. It is important to maintain a dynamic work flow and adapt to different environments and situations. With the wide array of clients that JCL has, it had become challenging to ideate unique content for all. But the right guidance & briefings by our mentors really boosted our thinking and made it possible to come up with some ground breaking strategies that the client really loved. It was a commendable appreciation we received from Mr. Bhat that we did not lose upon any client during our tenure but only gained.

We made use of different theoretical concepts for delivering the best results like brand opportunity framework, push-pull strategy, influencer marketing, content marketing, earned media, storytelling, etc.

2. Teamwork

We were divided into sub teams for every task & project. Being a virtual internship, it seemed very difficult to interact and co-work initially but we made progress by hosting unofficial zoom meetings and personal sharing to create a bond. This bond really helped us to ideate on things together and in harmony. JCL also hosted a virtual talent night for all the interns and it was attended by our mentors too. This gave us a glimpse of how our in-office work would have looked like and served as an icebreaker.

3. Client Servicing

Client servicing being the major objective of our job, we were taught various ways in which we can meet the client's expectations and deliver accordingly. Relating to this I have learned the below essentials of client servicing:

- Ask for, monitor and execute customer requests and purchase orders

- Answer service questions, processes and guide them to the account manager if necessary
- Assist consumers in using services and keep them up-to - date on introduced new features
- Coordinate with internal teams to ensure timely delivery of orders / services for the goods
- Keep trackers, user engagement reports, service use, etc.
- Gather feedback and resolve complaints.

This internship program has helped me understand basics of marketing and strategy, helping me use creative alternative marketing methods to achieve targets and satisfy clients. It gave me insight into branded content ranging from content creation to content production. It also helped me hone my strategy and branding skills giving me perspective from both the client and the agency side. The experience helped me gain insight into the psyche of consumers of various products ranging from fast food industry to housing industry.

My mentors have also helped me develop a keen sense of what is needed as a marketer to successfully utilize the present resources and make the most out of them. I have had the opportunity to hone my research skills and understand the importance of research in all aspects of marketing.

Declaration

I, Sakshi Tibrewala, hereby declare that this report is my original work and is not copied from anyone/anywhere. If found similar to other sources, I shall take complete responsibility of the action, taken thereof by, the institute.

Signature : _____

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Batch : MBA – FT (2019-2021)

Date : 5th July 2020