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# NEXT STEP

## GROUPM: DRIVING EXCELLENCE IN BANGLADESH'S MEDIA INDUSTRY

We are in front of screens almost all day, and if we dip into the world of marketing, we are exposed to dozens of advertisements each day. But when it comes to remembering them the number decreases to a few: Closeup, Lux, Horlicks. Behind these brands' success in resonating with the audience is a one-stop media solution: GroupM. A company that ensures that a brand reaches its desire target group through innovative content and relevant media tools across different platforms, while keeping a check on the client's resources. Executive Director Morshed Alam shares GroupM's star-studded journey throughout its 17 years of operation.

### Tell us a little bit about GroupM's journey in Bangladesh.

GroupM started its operations in Bangladesh back in 2000 with Mindshare. It started its work establishing some of Unilever's major brands in the region. Its continual success has paved the path for GroupM to be the largest media planning, buying and research company in the country. Today, it works with a diversified portfolio of major international and local brands. In its constant effort to build brands, it has become the number one media agency with 58 percent market share.

### What kind of clients do you work with?

GroupM looks after a variety of clients, starting from major international brands, which make up 80 percent of its client base. They include Unilever, GSK, Nestle, Pepsi, HSBC, and Grameenphone, among others. When it comes to local brands, we work with IDLC, Brac, bKash, Real View and many more.

### How do you operate with such diverse and conflicting clients?

With such a diverse client portfolio, GroupM has a full-proof process to handle automation, from planning to billing. It protects client confidentiality with the highest priority. Like in other markets globally, GroupM has conglomerated into three agencies, namely Mindshare, Maxus, and MEC in Bangladesh. Each agency works with each of the conflicting clients. Despite being on opposite ends, the agencies' habit of being in harmony and focussing on innovative marketing activities for each client has earned GroupM its leading role in the market.

### What type of services do you offer?

GroupM is a one-stop media solution, meaning it guides its clients from the very begin-



ning till the very end by crafting all facilities thinkable—from trading and services; media planning and buying; strategy; and creative and digital solutions. Furthermore it works to create a process of automation and transparency so that clients may reach maximum output with minimum resource utilisation.

### What are some of the most exciting campaigns that GroupM has conducted in Bangladesh?

Every day is a new blank page for GroupM. It is filled with doodles of innovative ideas, which are then executed to become exciting campaigns people can resonate with. Every campaign is unique in its own right, thus making it difficult to pick a few among the hoards. But in recent times, Closeup's "Kache Ashar Golpo" was a huge success. The "Meet Deepika Padukone" campaign on behalf of Lux generated massive audience

engagement as well.

### What are some of GroupM's recent recognitions?

GroupM's hopes and aspirations for brands has helped them blossom into an established household names. With its dreams to make brands grow, GroupM has been acknowledged globally. It is the most awarded media agency group in Bangladesh. Winning Campaign's Agency of the Year Award for South Asia for four consecutive years is a strong reflection of how internationally recognised GroupM's services are.

### What are some of the challenges GroupM has faced in its 17 years of operation in Bangladesh?

While operating, although the company didn't face any internal issues, the biggest challenge was the lack of credible data when

it came to media platforms. The company had to work incredibly hard to find accurate sources in our initial years, because without correct data, it was impossible to run our services efficiently. Another challenge has been employee retention. Working with GroupM gives an individual a holistic experience regarding the ins and outs of the industry. As a result, some move on to more lucrative jobs after six months or so. However, we have managed a solid foundation, which is reflected in our success over the years.

### As the Executive Director, what is your major duty?

I am essentially the facilitator in the organisation. I ensure that the right approach is taken towards business goals holistically. I don't get into brand-specific details. Rather from a management perspective, I ensure that proper resource allocation is done as and when needed. At the same time, I try to envision the future of GroupM and stay one step ahead of everyone else in the market.

### Where do you see the organisation in five years' time?

In the years to come, GroupM aims to retain the title of market leader by continuing to build brands creatively, while offering the best return on investment to clients. Its primary goal is to establish online-offline synergy in its services. And with the future of the media industry being digital, GroupM hopes to strive and lead that field consistently and effectively all throughout.

Interviewed by: Syed Sameem Shahriyar

Sameem is a junior at the Institute of Business Administration, University of Dhaka

## TEER BRANDRILL 2017: ALL NEW BRANDING COMPETITION

Voice of Business, student run publication and business club from the Faculty of Business Studies (FBS), University of Dhaka, has initiated Teer BRANDrill 2017, a branding competition for undergrad business students of Bangladesh. Sponsored by City Group, this competition aims to aid the personal development of business students by making them more aware of personal branding. The Daily Star and Next Step are Brandrill's youth engagement partners.

Voice of Business has organised case competitions and countless events in the recent past with the intent of developing a competitive mindset among business students and grows them for the corporate world. For the first time in the history of FBS, Voice of Business is arranging a competition on a national scale, with a staggering total prize money worth BDT 2,000,000.

Registration is open till February 10, 2017. Interested participants can register online and pay BDT 1000 via bkash. Undergraduate students from any university of Bangladesh can participate in teams of three to four members from the same university.

Register online at: <https://www.facebook.com/events/1265004700231777/>.



## 7 HABITS THAT WILL BOOST YOUR SELF-CONFIDENCE

One of the traits of people who effortlessly emanate magnetism and charisma is unshakable self-confidence. The more you up your confidence, the better your chances of achieving your goals and the more attractive you become. Here are some ways to help you do that.

### 1. Work on your self-esteem

The absolute core of self-confidence is high self-esteem. Self-esteem is the reputation you have with yourself, NOT other people.

Compliments from your peers do not build your self-esteem and confidence does not hinge upon good external performances. True self-esteem is concerned with always doing the right thing, regardless of whether or not it is the popular choice.

### 2. Be a good conversationalist

Try to be the one to strike up a conversation, or at least actively engage in one. Now your life may not always be adventurous and interesting enough to have great stories at your disposal, but make sure you can still comfortably speak about something new or different. Mum cooked something special? Planning a trip? Starting a part-time job? Find something to say to keep the conversation going. Show genuine interest in what others have to say too. Ask questions and engage others. This too is a trait that exudes strong self-confidence.

### 3. Stop worrying about what others think

Like, right now! This goes back to

self-esteem. You must not compare yourself with others or dwell on how they perceive you. Do my friends think I'm successful? Am I best looking in the room? Do I instantly click with people? Do I sound stupid? Such thoughts instil low self-esteem, and hence, low self-confidence. Focus on what you want to communicate instead. Put your purpose first.

### 4. Practice good posture, and gestures too

Whether you're sitting, lying down, standing or walking, make sure you have a straight, forward-facing posture. Slouching, or having a bent spine, is an alarming sign of low self-confidence and low interest, particularly when you are communicating with someone.

Moreover, facial expressions and other body gestures can send out non-verbal signals as to whether you are confident. Do you bite your lips or nails often? Do you blink too much while talking? Do you avoid direct eye contact? If yes, you may be suffering from a lack of self-confidence and must immediately ditch these habits. Instead, smile often—it immediately conveys confidence and makes you seem approachable. Maintain direct eye contact and employ meaningful hand gestures during conversations.

### 5. Discard negative thoughts

Stress and anxiety are often inevitable, but if you keep telling yourself "I can't do it" or "I'm not good

enough" or "I'm too fat/ugly", it'll prove fatal for your self-esteem. Scribble out negative emotions in a sheet of paper and throw it away. Better, speak to your trusted ones whenever you feel upset. Replace negative self-talk with something positive like "I'll give it my best" or "My worth lies in my capabilities not my looks." The key is to motivate yourself just the way you would motivate your loved ones.

### 6. Nothing beats self-love

Know your imperfections and work on polishing those areas, instead of living with them. Let's say you screwed up big time. If you are a confident person, you'll know it's not the end of the world. Acknowledge your mistakes and try to pinpoint why you failed. Vow to work harder and perform better next time.

### 7. Reflect

One of the many practices of successful people is that they reflect on their life goals and priorities every now and then. Find some time in the weekend to sit back and think about if you're happy with how you've been doing, if you need to change something about yourself or reshuffle your priorities. Self-evaluation is critical to growth and sustained confidence.

Halima Sadia

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## Making a DIFFERENCE

Bangladesh is rapidly moving towards middle income status by 2021. Our businesses definitely offer immense opportunities for the growing economy and this diversity needs a stage for the stories untold. See Bangladesh make its mark on the global map as Making a Difference brings you our proudest success stories from across the country.

## CHW ON THIS: BENEFITS OF MULTIPLE, SHORT FOOD BREAKS

I have a small yet highly productive team. The amount of tasks they manage would normally require at least twice the people. Which partly explains their frequent suggestions to the rest to head to the canteen for a short break. Or head out for food. Or order in some food. Food plays a big role in our work. Management knows it's best to let these people do as they please or they might ask for the money they really deserve. But does it really help?

### Boredom kills productivity

Sitting at a desk for long stretches slows you down. It is as painful as watching that ridiculously long episode in season three of Breaking Bad where they spend the entire episode trying to kill a fly that had flown into the meth lab.

### What happens when you do monotonous work?

Focussing on one thing for too long often slowly shuts down your brain. More so when your stomach grumbles or the work feels the same as counting a single sheep jumping over a fence many times. Problem solving becomes a chore. Take a break to literally re-boot. Kind of like our Link3 internet service.

Kimberly Elsbach, a professor at the University of California, who studies workplace psychology says, "Staying inside, in the same location, is detrimental to creative thinking. It's also detrimental to doing the rumination that's needed for ideas to percolate and gestate and allows a person to arrive at an 'aha' moment."

### Help retain information

Remember when you were in university and needed to cram all night for an exam? In the morning, during the exam, a lot of that information would elude you like the winning ticket of the national lottery. In oversimplified terms, information needs to sink in gently. Small breaks allow assimilated info to bounce around the insides of your head till it finds a place to settle.

DeskTime, a productivity app for tracking computer use showed the highest-performing 10 percent tended to work for 52 consecutive minutes followed by a 17-minute break.

### Connect

Nothing helps better to bond than getting together over a cup of overly sweet coffee, meat-free chicken



sandwich and jokes—terrible jokes that will make intellectuals curl up and die. There you have it. When tired, get up, take along a co-worker and head for some munchies. And figure out how to get that raise you deserve.

Ehsanur Raza Ronny

The writer is Editor of the career, tech and automobile publications of The Daily Star. He is also an entrepreneur of a baby clothing business and previously worked in advertising as a Senior Copywriter