



**A Project Report On UNYKstudio MARKETING  
AGENCY**

**By**

**Mr Hayat Ullah Fazeli**

**Roll No: (2177)**

**Class: TY MBA**

**A project report submitted in the partial fulfillment of the  
requirement for the second year Master of Business  
Administration**

**At**

**Goa Business school, Goa university**

**University road, Taleigao, Goa 403**

## Declaration

Dear Sir

I Hayatullah Fazeli present my report titled An internship report on UNYK Studio, authorized under your supervision, as a partial requirement for the completion of internship. This report endeavors to analyze the experiences and learnings of my two months' internship period. then goes on to analyze the marketing activities of UNYKstudio I am thankful to you for your kind assistance and guidance, in the preparation of this report and sincerely hope that I would live up to your expectations regarding the quality of my work. It has been an interesting and learning experience for me. I believe that this learning experience will be beneficial in my future Career

## **ACKNOWLEDGEMENT**

At the very beginning, I wish to acknowledge the immeasurable blessings and profound kindness of Almighty Allah. A number of people have made significant contribution in preparing this report whose insights, advice and suggestions helped me a lot. First of all, I am going to gratitude to all people who helped me to accomplish my summer training internship. Secondly I am thanking Alexander Julius Hr. manager UNYKstudio who has helped me to accomplish my training internship. I am very, very grateful to the course coordinator of College Mr. Suraj V for giving me this project and grateful to the Mr. Suraj V whom encouraging and guiding me for completion of this project. Finally, I would like to show my sincere gratefulness to all the employees of UNYKstudio & Alexander Julius for their support and help during the tenure of my two months' internship period.



# Certificate OF INTERNSHIP

THIS CERTIFICATE IS AWARDED TO

**Hayat Ullah Fazeli**

For successfully completing the marketing internship at  
Unyk Studio from 03rd March 2023 to 29th April 2023

During the internship, Hayat has demonstrated a strong  
work ethic, a willingness to learn, and an ability to  
collaborate with the team. He has gained valuable  
experience in marketing and advertising skills during his  
tenure with us.

We appreciate Hayat for his contributions to our team  
and wish him all the best in his future endeavors.

JULIUS ALEXANDER  
FOUNDER

*Julius Alexander*  
UNYK STUDIO  
PROPRIETOR

29TH  
APRIL 2023  
UNYK STUDIO

# Advertising effect on customer in UNYK Studio

An Internship Report for

Course code and Course Title: MBIR002 Final Internship Report

Credits: 8 Credits

Submitted in partial fulfilment of Master's Degree

MBA in (Marketing)

by

Hayat Ullah Fazeli

Roll Number: 2177

Under the Supervision of / Mentor

. Dr. Suraj pavto Velip

Goa Business School  
Management Studies



Goa University

Date: 26<sup>th</sup> April 2023

Examined by:

A handwritten signature in blue ink, appearing to be 'Shweta', is written over the 'Examined by:' text.



Seal of the School



**DECLARATION BY STUDENT**

I, Mr. Hayat Ulla Fazeli hereby certify that this report has been prepared by me This report has not formed the basis of any diploma of degree. The report is to be submitted to the (Goa Business School MBA department) as partial fulfilment of internship paper of 4<sup>th</sup> semester of the Master of business Administration program.

Hayat Ulla Fazeli  
Roll Number/Seat no: 2177  
Management Discipline  
Goa Business School.

Date:

Place: Goa University

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## **Executive Summary**

This internship report focuses on the work experience I gained while working as an intern in the marketing division of the renowned advertising agency UNYKstudio. I paid close attention to the advertising campaigns UNYKstudio ran in an effort to amuse and entertain viewers as well as their customers. Since its founding in 2020, UNYKstudio has consistently provided top-notch service. Numerous services are provided as part of their operations, and they do so through a variety of channels, including campaigns. LinkedIn, Facebook, and Instagram. This report also includes a list of their clients, and UNYKstudio was in charge of coming up with concepts on how to brand their clients' items.



## Company profile

UNYK Studio Marketing Agency is the name of the company.

Overview: UNYK Studio Marketing Agency is a full-service marketing firm that focuses on creating and putting into practice marketing plans that promote company expansion. A diverse range of services, including brand strategy, digital marketing, content creation, social media management, email marketing, and event planning, are offered by the skilled professionals at UNYK Studio. Our mission is to support companies in achieving their marketing targets and boosting sales.

Services: Brand plan: We collaborate with clients to create a thorough brand plan that supports their corporate goals. Research is conducted, brand message is developed, and graphic assets are produced by our team to help firms stand out in their sector.

Digital marketing: To reach target audiences and encourage conversions, our team designs and carries out digital marketing programmes. We specialize in email marketing, pay-per-click advertising, social media advertising, and search engine optimization.

Our team of authors, graphic designers, and videographers produces engaging content that connects with target audiences. We create content that is in line with the branding goals and marketing strategies of our clients.

Social Media Management: In order to help businesses establish a strong online presence, we manage their social media accounts, producing content and interacting with followers. To reach more people and boost conversions, we also provide social media advertising services.

## Introduction

The business, economic, and social factors of a country now heavily rely on advertising. It offers details on the good, service, concepts, etc., which aids with the smooth operation of a firm. The primary output of the vast realm of advertising is intentional communication. The goal of advertising is to market a company's goods or services to a certain audience. Advertising can be used to sell products, amuse viewers, spread knowledge, or persuade them. Effective advertising, however, most importantly gives the consumer a reason to accept the client's message. A lot of people with creative skills and expertise are needed in the enormous industry of advertising. The television ad that runs for 30 seconds or the full-page, glossy advertisement we see in a magazine is the result of the collaboration between a variety of experts who work on the creation of ads from concept to finished product. The writers and artists who create and deliver the advertising campaigns are often who come to mind when we think of the creative team. However, the company is much more than that. In reality, the advertising industry is far tougher, more complicated, and more varied than it is in fiction. Similar to working in any other industry, advertising requires long hours and is frequently anything but glamorous, especially in the beginning of a person's career. History of advertising in Goa Advertising companies have just recently been a significant contributor to Goa's economy. In the past, there were here aren't many advertising businesses in Goa because there isn't much of an advertising market. The companies like Chronometric, Digit Cure, and Digital Drop were the pioneers

## Types of Advertisements Used in INDIA

Today there are different types of advertisements used in Goa to promote the products and services, brands or companies to inform and persuade the customers about them. Advertising through

advertising industry of Goa employs varieties of forms, such as

Television Commercial (TVC)

Radio Commercial (RDC)

Magazine

Billboard

Street Advertisement

Online Advertising (Facebook, Instagram)

Event

### Here some of UNYK Studio clients in Goa

Name of the company	Brand	Location
Thalassa	Greek restaurant	Siolim Goa
taboo	Indian and Greek restaurant	Vagator Goa
Fat fish	Indian restaurant	Calangute Goa
Sukkah	Indian restaurant	Assagoa Goa
St. Anthony's goa	Indian restaurant	Calangute Goa
Soul Fry	Indian restaurant	Calangute Goa
Sukkha	Indian restaurant	Assagao Goa

### Media issues in Goa:

Despite the advertising industry in India growing swiftly and smoothly, there are still many barriers preventing it from growing and exceeding customer expectations.

inadequate media data and tools.

There is no audit of newspaper circulation.

Employees of advertising agencies are not given the respect they deserve.

There isn't a thorough planning tool for TV.

data that are not accurate.

In the advertising/media industry, there is a lack of creative people resources.

outdated technological infrastructure.

### **Literature and review**

One of the most important elements in determining a company's success is customer happiness. Companies must understand when and how their consumers are satisfied with the products and services if they want to attain high customer satisfaction. Today, based on the demands of the target market, various organizations employ a variety of marketing methods. The majority of businesses employ a conventional marketing strategy, marketing cultures, as opposed to conventional marketing strategies, which satisfy customers based on their current needs. In contrast to traditional marketing techniques Rules and ethics are absent from traditional marketing. This study therefore examines the impact of the marketing mix (product, price, site, and promotion) on customer satisfaction and explains why it is important for customers



## **Research Gap and Questions:**

Research gap refers to the lack of research or inadequate research on a particular aspect of a research topic. The research gap is identified by reviewing the existing literature on the research topic. Identifying the research gap is important as it provides a rationale for conducting the research and helps to establish the significance of the research project.

In this project, the research gap was identified by reviewing the literature on the effectiveness of advertising on customer in India. While there is extensive research on marketing strategies, particularly in developed countries, there is a lack of research on the effectiveness of advertising on customer in India, particularly in the context of small and medium-sized businesses. This research gap highlights the need for this project to identify the effectiveness of UNYK Studio marketing agency and suggest ways to improve them.

The research questions for this project were formulated based on the identified research gap. The research questions aim to address the gaps in the literature and provide insights into the effectiveness of advertising in India. The research questions for this project are:

How effective is the current marketing /advertising in attracting and retaining customers?

What are the areas for improvement in the current advertising strategy?

The first research question aims to understand the current marketing strategy of UNYK Studio. The second research question aims to evaluate the effectiveness of marketing strategy in attracting and retaining customers. By addressing these research questions, this project aims to contribute to the existing knowledge on the effectiveness of marketing /advertising strategies

## Objectives

I have a dual degree in marketing and human resource management, but my interests have always tended to lie more in the marketing field, which is why I decided to work in advertising. I had the privilege of working as an intern at UNYK Studio from March 3 to April 30. The chance to work as an intern in UNYK

### Objective of my Internship:

To apply the theoretical knowledge which I learned throughout my graduation years into

the practical field.

To learn how to work in the professional ambience.

To learn how to meet the requirements of clients.

To create job exposure and employment opportunity.

To enhance professional skills.

To learn the working culture in the agency industry.

To learn about various marketing tools and implement those in product branding.

### **Methodology:**

For my research, I primarily drew on my two months of work experience.

Employees of UNYK Studio who took part in key informant interviews expressed concern about

where they answered inquiries and gave relevant remarks and ideas on the advertising age.

Secondary Data: UNYK Studio credentials and specific campaign accounts were looked at.

Website and official UNYK Studio Facebook page.

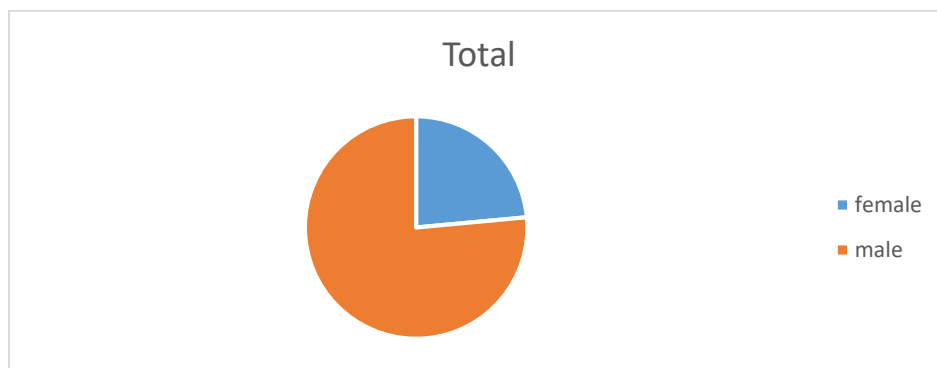
Visit other connected websites and read the project report if you want to learn more about the advertising industry.

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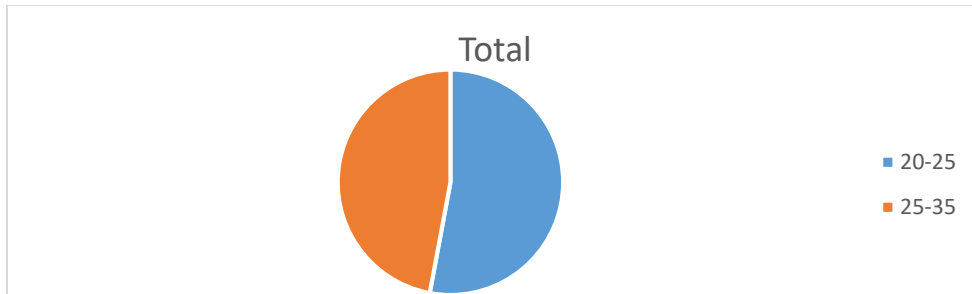
## Data analysis

Q1 name There are 17 individuals identified in the dataset, each with a different name based on the information provided. There aren't any repeats because each name only appears once.

Q2 According to the information provided, the dataset contains 17 persons who are all classified according to their gender. 13 of the 17 people are men, and 4 are women. This shows that the dataset is biased towards men, with a roughly 3:1 male to female ratio.



Q3 According to the information provided, the dataset comprises of answers to a survey question about people's recall of a particular advertising. 8 of the 17 respondents can clearly recall the advertisement, whereas 4 can only recall the promoted goods. In addition, 4 people recall the brand and the item but not the exact advertisement. Only 1 of the respondents said they have no memory of the advertisement at all.



With 12 out of 17 respondents saying they recall the campaign or the product it promoted, the data reveals that the majority of respondents found the advertisement to be relatively memorable. However, since only four people recall the advertisement as a whole, there may be space for improvement. The fact that four persons recognised the brand and product even when they were unable to recall the exact commercial may also be used as evidence that the advertisement was successful in establishing brand/product recognition.

Q4 According to the information provided, the dataset comprises of answers to a survey question about how effective the advertisement was at motivating respondents. A Likert scale with a scale of 1 (least motivating) to 5 (most motivating) is used to present the findings.

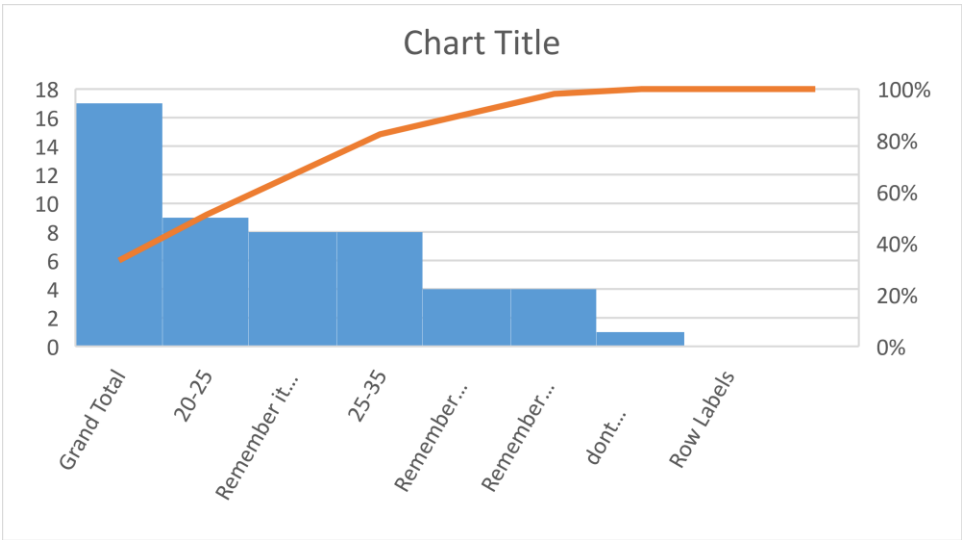
Out of the 60 responses, the majority of respondents rated the advertising as being moderately to extremely inspiring with a grade of 3 (12 respondents) or 4 (28 respondents). A lesser proportion of respondents (4 respondents) and (15 respondents) provided ratings of 2 or 5. Only 1 respondent gave the advertising a rating of 1, meaning it had no motivational effect at all.

With the majority of respondents giving the commercial a rating of 3 or above, the data overall suggests that the advertisement was somewhat



successful in motivating the majority of respondents. However, given that a small percentage of respondents gave it a bad rating, there may still be

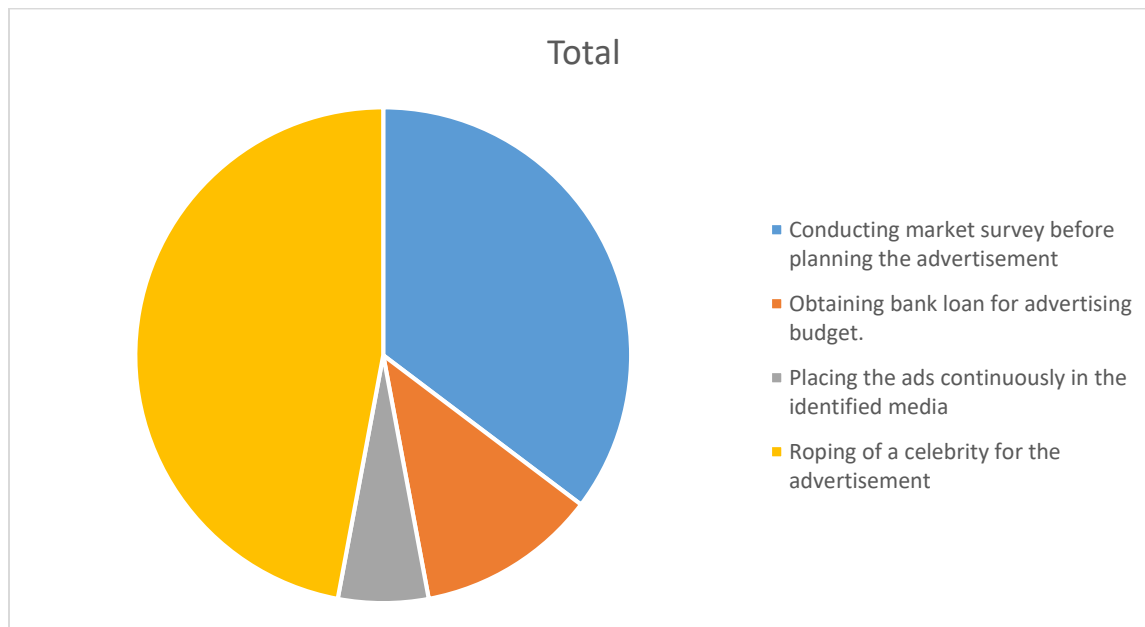
opportunity for improvement. The business or advertiser may profit by studying the comments made by respondents who gave the product or service a negative rating



Q5 According to the information supplied, the dataset is made up of answers to a survey question asking participants to identify the notion or emotion that they most strongly relate to the advertising.

Six out of the 17 respondents chose Achievement and success as the idea or emotion they most strongly identified with the advertisement. Making wise decisions was the second most popular option, as indicated by the votes of 5 respondents. Only 2 respondents chose "Living a comfortable life, while 4 respondents chose Feeling healthy.

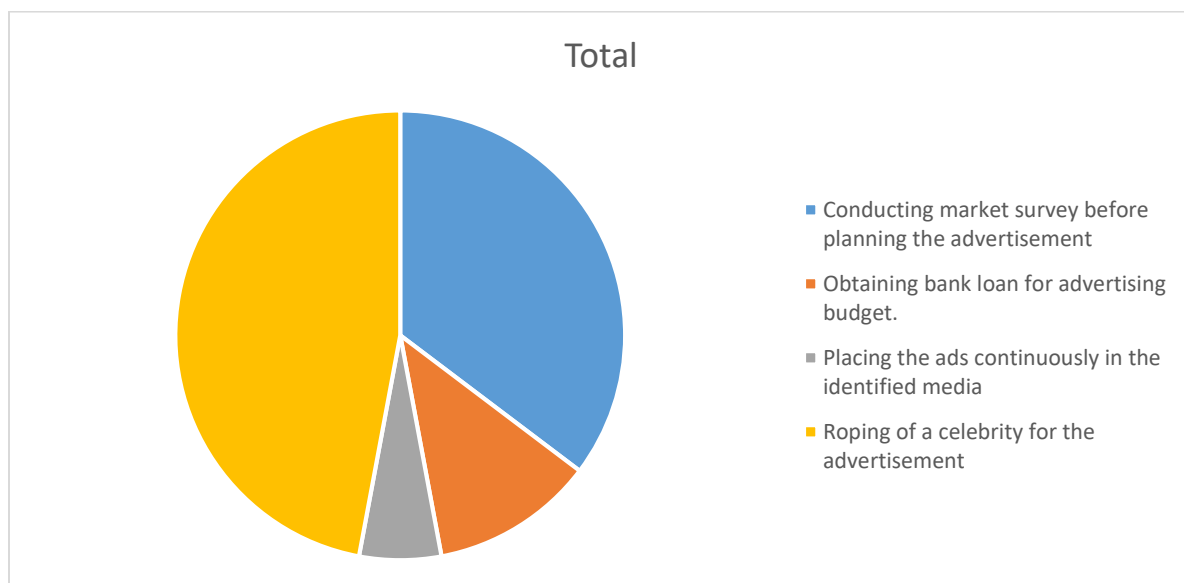
According to the research, the advertising was most successful at conveying a sense of success and accomplishment because a majority of respondents chose this idea or feeling. The advertisement was very successful in portraying the importance of making wise decisions, as It was the second-most chosen item. The small percentage of responders who chose Feeling healthy or Living a healthy lifestyle



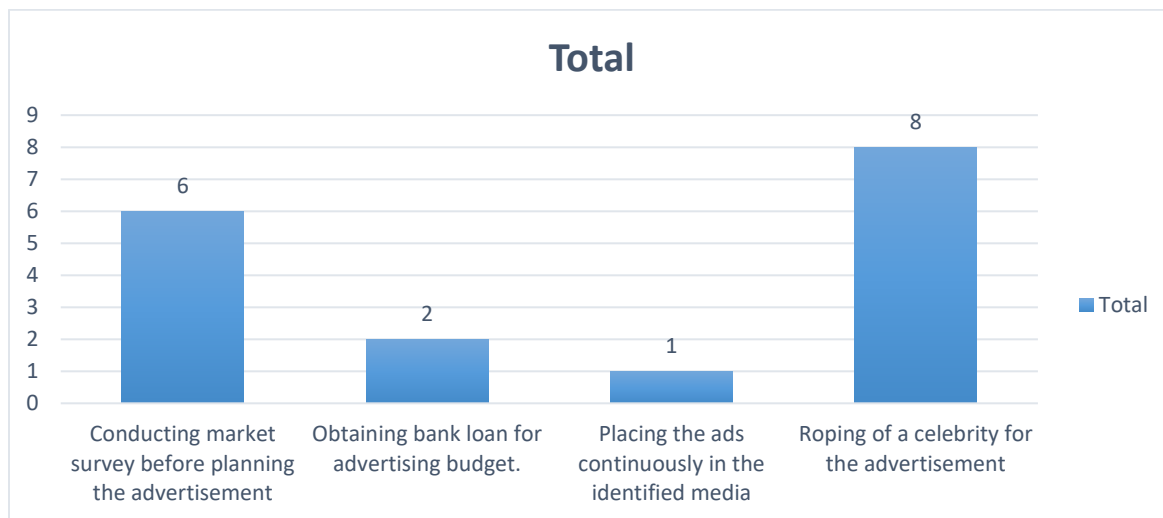
Q6 According to the information provided, the dataset comprises of answers to a survey question requesting participants to use a certain adjective to describe the commercial.

The majority of the 17 respondents (seven) described the advertisement as active, indicating that it was lively and interesting. Making smart choices was the second most chosen descriptor, chosen by 4 respondents. Only 3 respondents thought the advertisement was Attention-getting, and 2 said it was Boring. Only one responder said the advertisement was Emotional.

This information implies that the advertising did rather well in its attempt to be viewed as active, which may have involved being visually or aurally exciting. The advertisement may not have been as successful at grabbing viewers' attention, though, as evidenced by the comparatively small proportion of respondents who described it as Attention-getting. Making wise decisions is a description that a sizable portion of respondents chose, which may indicate that the advertisement was successful in communicating a sense of wisdom or practicality.



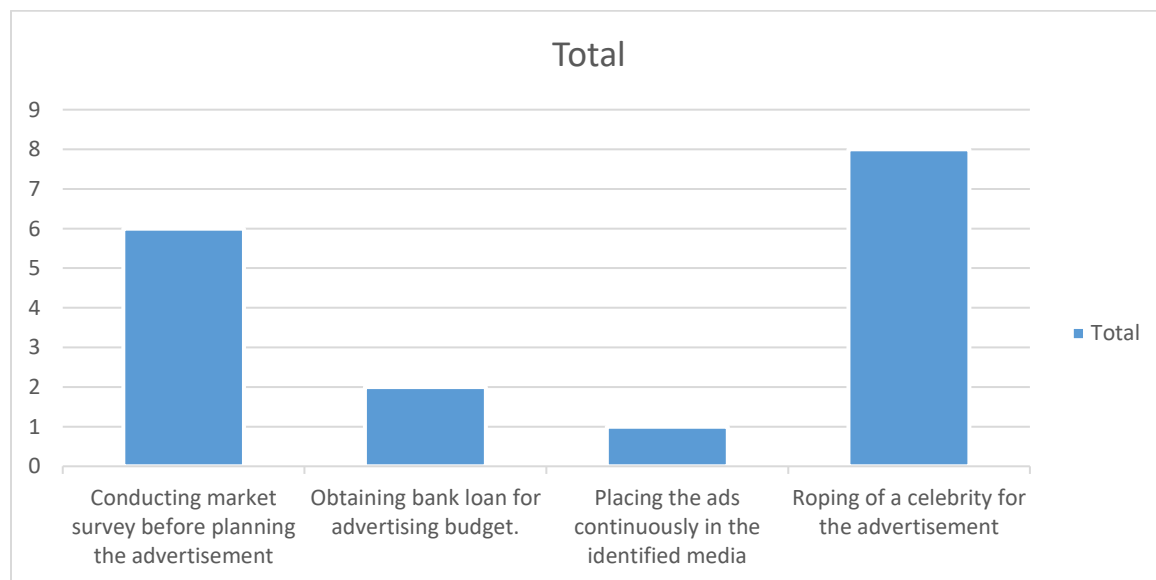
Q7 The provided data indicates that the dataset consists of responses to a survey question asking respondents to name the best advertising medium. Out of the 17 respondents, the majority (13 respondents) chose "on internet" as the best advertising medium, which may indicate that the respondents are more likely to see advertisements online and find them effective. Only 2 respondents chose "TV media" as the best advertising medium, which may indicate that traditional media is not the best option.



Q8 According to the information provided, the dataset is made up of answers to a survey question asking participants to name the most effective kind of advertising for consumers without literacy.

The majority of the 17 respondents (six) chose "broadcast media" as the most effective form of advertising for consumers without literacy. This may indicate that customers who lack literacy are more likely to be exposed to advertising on broadcast media like radio or television. Equal numbers of respondents (four) chose "web media" and "poster" as the most effective advertising medium, respectively. The fact that only 3 respondents chose "print media" may indicate that written advertising materials are less effective for consumers who lack literacy.

The evidence presented here implies that broadcast media may be the most successful form of advertising for

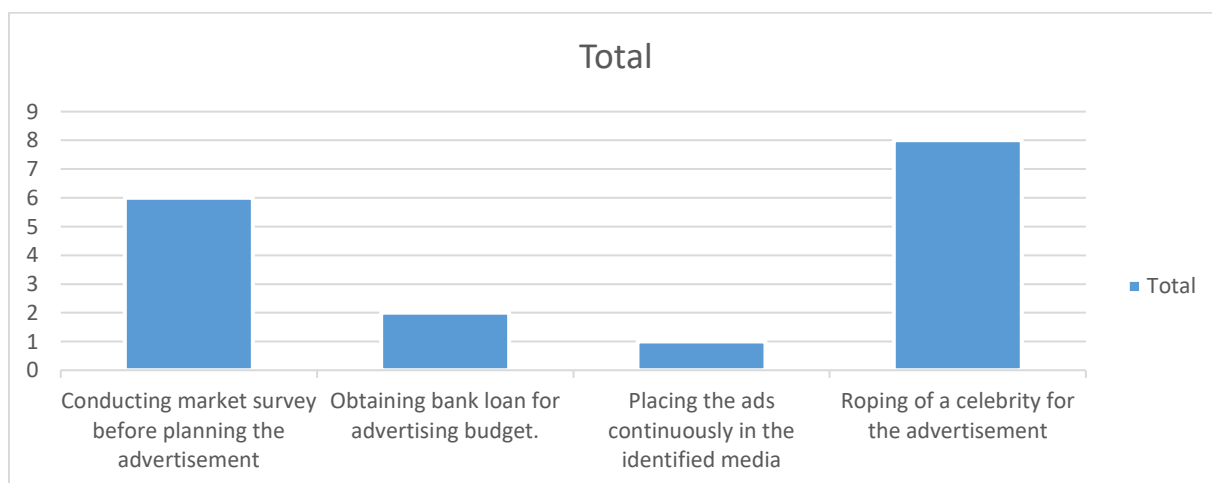




Q9 According to the information provided, the dataset is made up of answers to a survey question asking participants to choose the best strategy for boosting sales of a certain article.

The majority (10 respondents) of the 17 respondents chose "advertisement" as the greatest strategy for boosting sales. This may indicate that the respondents think advertising is the best strategy for attracting new clients and boosting sales. Two respondents chose "fairs" and three respondents chose "exhibition" as the greatest strategy for boosting sales. Another two respondents who chose "none of these" indicated that they did not think any of the suggested solutions would increase sales.

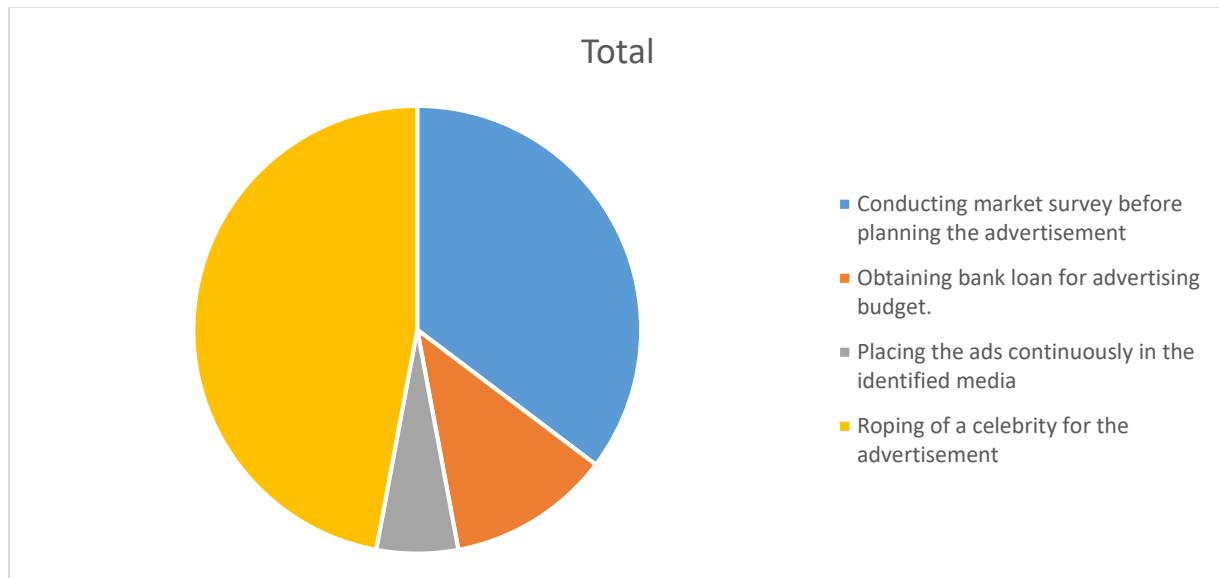
Overall, the data hints that respondents believe advertising to be the most successful way to boost sales. The sample size is rather small, and as with the earlier analyses, it is crucial to keep in mind that these findings could not necessarily be indicative of the overall populace.



Q10 According to the information provided, the dataset is made up of answers to a survey question asking participants to name the form of advertising that has the best interactive capability for boosting sales of a certain article.

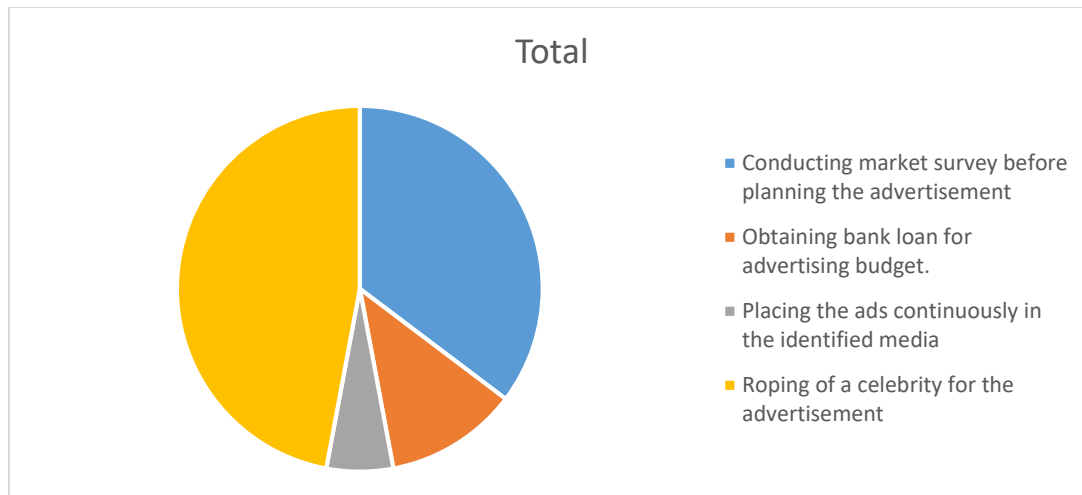
The majority of the 17 respondents (five) chose "outdoor poster" as the advertising medium that has the best interactive capability for boosting sales. This could indicate that the respondents think outdoor posters, which can incorporate interactive elements like QR codes or augmented reality, are especially successful at attracting people and generating purchases. Three respondents chose "newspaper," three chose "internet," and three respondents chose "television" as the advertising media that has the best interactive capability.

Overall, the data indicates that among the respondents, outdoor posters are regarded as the advertising medium that provides the best interactive facility. The sample size is rather small, and as with the earlier analyses, it is crucial to keep in mind that these findings could not necessarily be indicative of the overall populace.

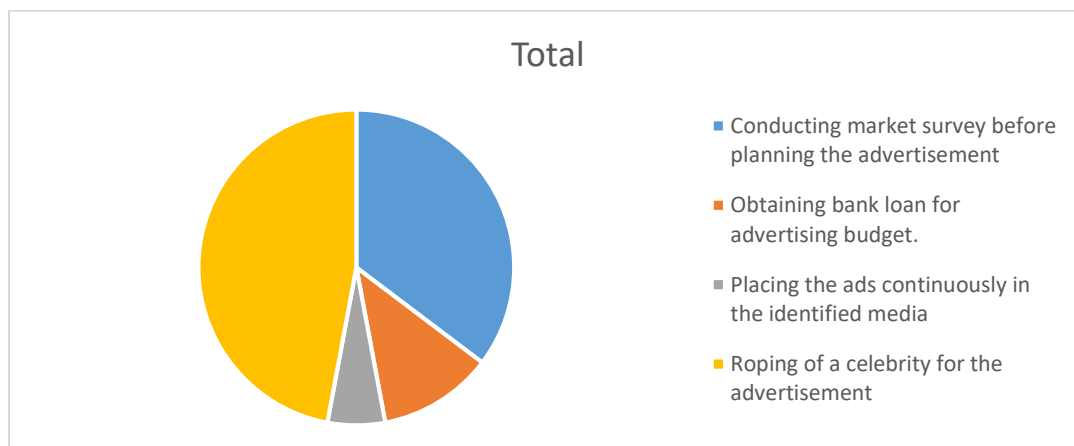


Q11 According to the information provided, the dataset is made up of answers to a survey question asking participants to name the most crucial aspect of developing an advertising campaign.

Six respondents out of the total 17 chose "conducting market survey before planning the advertisement" as the most crucial component. This implies that the respondents think it's essential for developing successful advertising campaigns to acquire information on the target market and customer preferences. The choice of "roping in a celebrity for the advertisement" was made by five respondents, suggesting that using celebrity endorsements as part of an advertising campaign planning process may be important. Two respondents chose "obtaining bank loan for advertising budget," while four chose "placing the ads continuously in the identified media." This sample size is relatively small, hence the findings might not necessarily be indicative of the overall population, it is crucial to highlight. However, this information gives some insight into the variables that respondents to the poll may have thought were crucial for developing an advertising strategy.



Q12 With 8 out of 17 respondents selecting it as their top factor, it appears from the statistics that securing a celebrity for the advertisement is thought to be the most crucial element in preparing an advertising campaign. The second most common factor was choosing a market study before creating the commercial, which was selected by 6 out of 17 respondents. Only 2 and 1 respondents, respectively, selected getting a bank loan for an advertising budget and running commercials continuously in recognized media.



## **My Personal UNYK Studio Experience**

A job at an advertising agency is never boring. There is never a dull moment at work, despite the fact that there is a lot of job pressure and no set office hours. In cases where a client has an urgent requirement, employees must stay late. Every day is filled with both struggle and excitement. The office is always a fun and imaginative place to work. When the TV ad runs, when we see the billboards on the highway, and when we see the magazine or newspaper layouts, our happiness and delight know no bounds. When consumers can obtain the best product available on the market as a consequence of our efforts, we believe that our goal has been accomplished and that we have carried out our obligation to the best of our ability. marketing campaign. Excellent opportunity for me while I finish my degree in marketing and human resources. It's been a while. The theoretical ideas, practical methods, and strategies I had learned during the training were actually useful. It felt like a blessing to be able to work towards my objectives and discover new things.

## **Recommendation**

Too much employee latitude should be discouraged, and lunch and break times should be carefully adhered to.

To meet the increased client demands, Account Management and Creative & Art need more staff.

To keep employees motivated and enduring, more employee benefit programmers are required.

### **Project finding and Conclusion:**

One of the top marketing communications firms in Goa, UNYK Studio was created in the year 2020. For a young individual starting out on a trip like this, my first 2-month internship was undoubtedly quite an experience. This company made the experience interesting and thrilling. Given the presence of UNYK Studio at every turn, the office itself has a homely feeling. The business still runs in his beliefs like “if it doesn't sell, it isn't It has been a unique experience, and working with businesses who are leaders in their own areas, it has been a tremendous learning opportunity. I have been shaped into a creative thinker who can also think about the clients and how the ideas might be pitched to them thanks to the combination of creativity and pitching ability. This has served as a fantastic springboard for my future professional endeavors.

