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A WORKING REPORT OF THE OPERATIONAL PROCESS ON PAPER RHYME

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A WORKING REPORT OF THE OPERATIONAL PROCESS ON PAPER RHYME

by

Mehadi Hassan

ID # 0310090

An Internship Report Presented in Partial
Fulfillment of the Requirements for the Degree
Bachelor of Business Administration

Independent University, Bangladesh (IUB)

December 1, 2008

A WORKING REPORT OF THE OPERATIONAL PROCESS ON

PAPER RHYME

A WORKING REPORT OF THE OPERATIONAL PROCESS ON PAPER RHYME

by

Mehadi Hassan

ID # 0310090

Has been approved

November, 2008

_____

Mr. Munir Hossain

Lecturer of Marketing

School of Business

Independent University, Bangladesh (IUB)

Letter of Transmittal

December 1, 2008

Mr. Munir Hossain

Lecturer, Marketing,

School of Business

Independent University, Bangladesh (IUB)

Subject: Submission of the internship working report.

Dear Sir,

With due respect, I would like to inform you that, it is a great pleasure for me to submit the internship report, “A working report of the operational process on Paper Rhyme”, as a requirement for BBA 499 program. While conducting the working report, I have gathered lots of knowledge on Ad Agency, especially Paper Rhyme, and enjoyed working there.

I would like to convey my sincere gratitude to your supervision and suggestions in preparing this report. I will be glad to provide any further clarification regarding this report if needed.

Sincerely Yours

_____

Mehadi Hassan

ID # 0310090

Acknowledgment

All praises are due to Almighty Allah who enabled me to complete this report. This report entitled the overview of Paper Rhyme**.**

I would like to express my sincere gratitude and appreciation to my supervisor, Mr. Munir Hossain. It would not have been possible for me to complete this report without his help, advice and overall supervision. His constant encouragement and supervision throughout the period of this study have been greatest inducement for me and directly contributed to the accomplishment of the task. I am also indebted to Mr. A.Z.M. Saifuddin (CEO of Paper Rhyme), Mrs. Sabrina Nizam, Mrs. Shalimar Islam and to Mr. Syed Tasneem Hayat, along with others who had kindly spared me with their precious time, support and priceless information. No words of appreciation can sufficiently express the immense gratitude that I owe to the whole team of Paper Rhyme.

Equally I would also like to express my sincere gratitude and indebtedness to the authority of Independent University, Bangladesh for their kind co-operation.

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Abstract

I have completed three months internship in paper Rhyme. Actually I was trying to make a working report on Paper Rhyme. Though, to make this working report mainly I concentrated on work procedure of the ad agency. And, also I have tried to figure out some problems regarding the work process and tried to give some solution to make the work more accurate and more efficient.

INTRODUCTION

Advertising is a non-personal communication of information, usually paid for and persuasive in nature, informing about products (goods and services) or ideas or concepts by identified sponsors (Client) through various media.

Bangladesh is not very old country. Even then, Advertising has been there long before its birth. Interspeed was the first Advertising Agency founded by Enayet Karim, whom we call the father of Advertising for Bangladesh. Though Advertising did not grow much until the mid-nineties, the last ten years has been a revolution and the impact is still growing. As the living standard and income grows in our country, so does the Advertising. Now people are becoming more conscious and want to know before making the purchase exactly about the product features, the price and the information. In short, they want to be well aware before purchasing the product and this is where Advertising comes to play. Therefore, it has become important to aware the consumers about the products. As one knows, you cannot do business without Advertising.

Paper Rhyme was established in 2005 with a total of 40 professionals. The biggest achievement for Paper Rhyme is the award in the BATA Global forum for one of the BATA campaigns.

Let's get back to our basic philosophy, "The lost world of advertising" - an idea with relevance, originality and impact from a creative mind…to the sharp edge of a pencil, to the nib of a pen, to the soft head of a brush. Machines would merely serve men; men would lead machines to execute concepts and thoughts from brain to a paper. And everything from an advertising agency would be a unique execution, a canvas full of human touch with a mixture of arts and science, men and machine. This is what we call 'Paper Rhyme'.

Paper Rhyme's consideration is to understand the business of the Clients and to make it grow to a greater extent. Their objective is to gather an idea about the size of the company, find scopes to enlarge it and to understand the different cultures of different Clients in the corporate world. The company consists of talented, specialized and experienced people to ensure the quality in both the Client Service and Creative Department, which are among the most important departments. The strength of the company are the senior Team Members who have work experience of an average of ten years including training from abroad. They have worked with Multi National Companies and their Media Planning Tools and Extensive PR exercise are one of their strengths for a growing Advertising Agency. These factors keep the quality of work up to an excellent mark and commits to deliver as required.

Vision & Mission

Paper Rhyme thrives to offer its clients a one stop total creative, media and activation solutions – from strategic brand planning and the development of powerful creative to an efficient implementation of campaigns with the highest possible media and public relation coverage.

DEPARTMENTAL FUNCTION

In an Advertising Agency, there are many departments. Starting from the Client Servicing Department, the Creative Department, the Finance Department, Office and Administration, the Production Department and the Media Department. The Head of Operation is responsible for managing both the departments Client Servicing and Creative

Head of all Departments

CEO is in the top most position of Paper Rhyme. He is responsible for bringing clients into the agency and keeps a personal contact with them by going for lunch or dinner, or buys

ORGANOGRAM

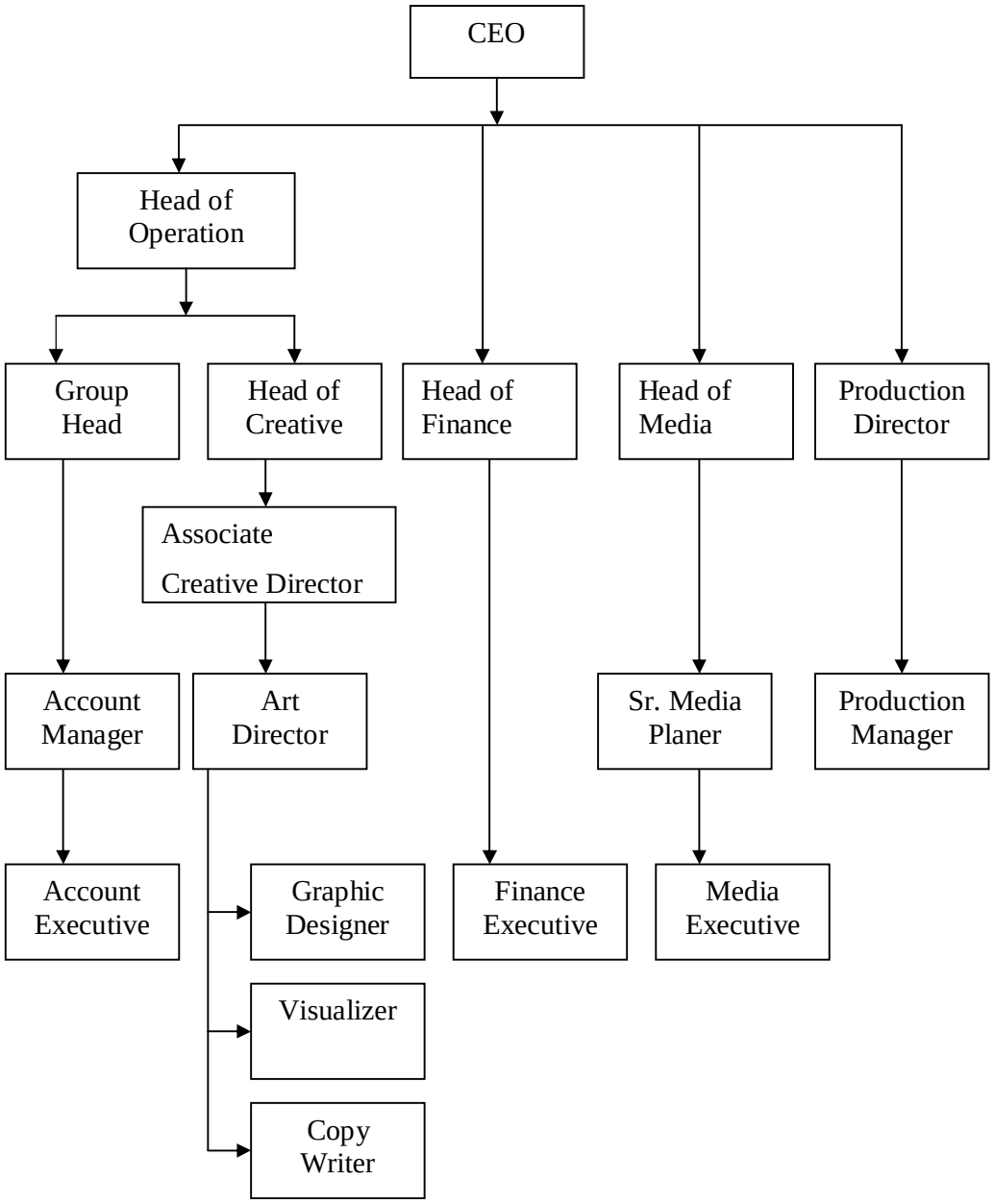

Figure: Organogram

shares on their companies for the betterment of his business and for this, he also has to travel around. The CEO qualifies to be a good leader who takes leadership of his frightened

employees and keeps them on their toes. He must have the ability to recognize a person who performs and who doesn't and have the instinct to fire the non-performers.

Client Servicing and Creative Department

Head of Operations is responsible for keeping the checks and balance on both the Client Servicing Department and the Creative Department. Client Service Director keeps his eyes on the Group Head who is responsible for handling many clients simultaneously. The Account Manager who does the work that is one step under the Group Head. The Account Executives are responsible for handling all the presentations, the concept, the brief, the estimates, billings and all other legworks, in a nutshell, the whole execution process.

In the Creative Department, the Head of Creative is responsible for handling and managing his department. The Creative Department works under him and takes actions, which are instructed by him. Under him, comes the Associative Creative Director, the Art Director respectively. The Graphic Designer, Visualizer and most importantly the Copy Writer works under them.

The work of Art Director is to do all the artwork on the advertisement. His work is almost like the Copywriter but he only decides on the look of the advertisement and not the text. Under him, are the Visualizers who just work according to the instruction by the Top Management.

The Copy Writer is responsible for the sell of his Client's Product. In saying this, what meant is, he should be able to write such a headline or a sub headline along with the body text that people reads, the sale increases and the consumers not just read it, but can't keep their eyes and hands of it. He must make sure that the text does not bore the consumers and that is why, the Copy Writer is one of the most important people in an Ad Agency.

Finance Department

Finance department is headed by the Head of Finance and is responsible for handling all the financial accounts in the agency, of everything that goes in the agency in terms of monetary. The keep their eyes on how much money exactly is being spent from the agency and how much is being earned. They keep the annual expense and income in record. They take decisions as to what to cut and what to generate under the instruction of the CEO. The Finance Executive is responsible for distributing the salary to the employees and the billings they make to the Clients.

Media and the Production Department

The other important Departments are the Media and the Production Department. The Media Department is headed by the Head of Media. Under him are Sr. Media Planner and Media Executive who assists the Head of Media. The Media Department is responsible for making an annual plan of which channels, which Radio Stations, which Newspapers the advertisements should go to. They ask for the time slots, and books the placing.

Lastly, there is the Production Department, which is headed by the Production Director. The Production Department is responsible for placing, asking to hire the billboard location, the cost it will take to hire that billboard location on a month basis. They then make the estimate for the Client to approve. They are also responsible for the whole production of the PR strategy. There is Production Manager works under him to assist.

Office and Administration Department

Office and Administration is responsible for all the miscellaneous activities that go on in the agency. Examples would be things like how many tissue boxes are needed in the office,

the stationeries, how lunch among the employees are being distributed, how the office staffs behaves to the officers, if the washroom is cleaned and so on.

CLIENTS

Acme Tea and Spice

Bank Al-Falah

Abdul Monem Limited- Igloo and Commercial Building

Bata-Shoe Company

Al-Amin Foods

DHL

Persona

Transcom-Philips, Transtec, Whirlpool, Changhong, Corporate

Premier Cement

City Cell

Lanka Bangla Finance

SEDF- IFC

Chevron

T.K. Group

CREATIVITIES OF PAPER RHYME

ACME Tea

Paper Rhyme launched the full campaign of Acme Tea on July 2008.ACME Tea is a growing market in the market share, which is expanding. Their competitor is Lipton Taaza. The concept was for the newspaper, outdoor and BTL items for the promotion activities.



Figure: Press ADs for ACME Tea

The whole world is becoming Eco conscious. It is important for companies to make an impression to be an Eco friendly in the customers' mind. In order to keep a good impression on there was also a corporate Ad to inform the Target Group that Acme is environmentally conscious and friendly.



Figure: Corporate Ad for ACME Tea

Acme Logo

The logo of Acme was made on the basis of an environmentally friendly look. Not only does the leaf in the logo make the logo look environmentally friendly but it also gives a cool touch. The Bangali Logo is written simply in the color green that represents environment. These logos are made to create a perception amongst people that the company will not harm the environment.



Figure: Acme Logo

Pack Design

The packs of Acme Gura Moshla are the creation of Paper Rhyme. The packs were made in such a way that they look attractive and smart with the images of ingredients of the Spices. The payoff line was set for the housewives by giving them more credit for their cooking.

"Ektu Khani Acme…Bakita Apni" means a little bit of Acme and the rest is the cook's credit. This concept worked very well amongst the consumers and this now has a good share of market.



Figure: Pack designs of Acme Gura Moshla

Bank AlFalah Limited

Bank AlFalah Limited, a Dubai based bank, which was launched in Bangladesh two years back with their media partner being Paper Rhyme. It appeared as the most diversified bank. Paper Rhyme, which is handling the Account since it's inception, does their promotional concepts locally. They also worked on the branch interior decorations to attract customer and get more promotion.



Figure: Press Ad of Bank Alfalah Limited

Bata

Paper Rhyme worked on some of the Press Ads and BTL Items for Bata shoes, which is one of the well established Brands that our country has in the shoe industry. Bata yearly distributes award to the best ad for their Account in every region of the world, which is a prestigious issue for any Agency. From South Asia, the Press Ad below received an award, which was done by Paper Rhyme last year.



Press

Figure: Press Ad of Bata Bubble gummers

United Commercial Bank Ltd

United Commercial Bank Ltd is the largest Private Bank, which suffered from a problem regarding the bank status. Paper Rhyme worked on the image enhancement campaign by launching a new logo design and Press Campaigns. To better their image the change of the logo was mandatory added with innovative work to attract the Target Group. In this scenario, Paper Rhyme attracted the Target Group by launching a Credit card for every individual of a family, which clicked very well in the market. A few offers were also there. Paper Rhyme also emphasized on the color pink for the credit card that really attracted lots of female

consumers and in result the bank has now overcome its problem and is now doing well in the market.



Figure: Credit card design of UCBL



Figure: Press Ad for UCBL

Transcom Electronics

Transcom is the sole distributor of Philips, Transtec, Whirlpool, Changhong, HP, ASUS etc. Paper Rhyme's objective is to always introduce to Transcom Electronics to its Target Group in a new and attractive way. This is to establish Transcom Electronics a super mall of electronic goods where consumer will find all the big brands together under one roof.



Figure: Press Ad for Transcom Electronic

Lots of offers were given through out both last year, as well as this year. These are now attracting lots of consumers. Heabby Offer, Dhoom Offer, Wedding Offer were launched. The Dhoom Offer was the most successful one up till now which brought more revenue till date. The out of the box offer was made because there were lots of offers going around at that time so the Paper Rhyme Team thought of showing all the offers tied together which would make it easier for the consumers to see. Paper Rhyme also worked on the carton of the products. The idea was to make it more attractive and the promotion to go well. This made the Retails more attractive for the consumers to purchase products from Transcom Electronics. For Example; TV Carton, Refrigerator Carton, Freezer Carton, Voltage Stabilizer, Window AC Carton, Split AC Carton, Bulb Pack, Charger light, Ballast, DVD Player, DVD Mini Home Theater System, Sticker. They also worked on Retail branding and Merchandising.

IGLOO

IGLOO is one of the biggest brands in Bangladesh; they launched IGLOO Sugar with Paper Rhyme as their media partner. Paper Rhyme designed both the logo and the pack. On the pack they put the main ingredient of sugar that would make it easy for the consumers to see and be informed. The information was of sugar cane and they also put a golden background with a bit of blue color on the top and bottom. The golden background is because the target market is premium and the blue is to keep the feelings of coolness around it. On the other hand they kept white color, which represents color of sugar.



Figure: Logo of IGLOO Sugar



Figure: Pack Design of IGLOO Sugar

In the press ad the pay off line was " Mishty Bondhon, Mishty Smrity". As Bangladeshi, we are very emotional when it comes to our family. Sugar is sweet like a family bonding. Paper Rhyme tried to make the family bond even sweeter with IGLOO Sugar and wanted to make an emotional attachment with the target market. They showed a picture with the payoff that attracted more.which in turn, made the consumer's lives 'Sweeter'.

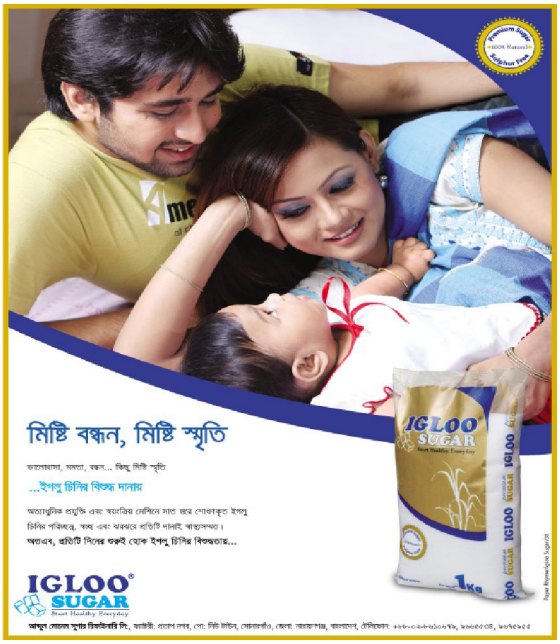

Figure: Press Ad for IGLOO Sugar

Lanka Bangla Finance:

Lanka Bangla Finance is another Account of Paper Rhyme, which is a growing Financial Institution in the country. Paper Rhyme worked on a campaign for a new card design, also a campaign on the Branch Launch at Chittagong as well. Paper Rhyme also designed the credit and privilege card.



Figure: Card Design of Lanka Bangla Finance

WORK FLOW

When a company starts off, initially it will need three things:

USP (Unique Selling Point)

Positioning

Target Group

The client calls agencies and gives all their information about their company, background, manpower, strength and asks the agencies to work with that information to make their PR in such a way, that their sales will increase.

In order to get that Account, the agencies have to pitch for them. Accordingly, the agencies pitches for the Account and the Company choose the agency with the most impressive pitch.

Once the agency has been selected, it is now the agencies responsibility to make the PR in such a way, that not only will the Client approve it, but also, will become a successful advertisement and the sales will increase. Ideally, the agencies sit down together and brainstorm about the whole brief. For example, how to go on about the concept, how to make it a successful campaign and how to get sales rolling. Then becomes the work of each department to carry their task. At first, the Client Servicing Department makes a brief or a memorandum and hands it to the Creative Department. The Creative Department then gets to work with the headline, the sub headline, the text and the visuals backed with Creative Ideas. The Media Department makes a chart, the plan of which avenues, which date and what time the PR will go to. The Production Department similarly makes an estimate for the hiring of the production board and the time, according to the geographic location.

Once the Client approves the idea of the campaign and the estimates (which includes the Agency Supervision Fee, usually 10%) for the campaign, it is now time for the production. The agency calls usually three third parties (i.e. suppliers) and asks them to give their quotations on the production cost. Once the third parties hands in their quotations, the agency hands those three quotations to the Client.

The Client approves one of the third parties (usually the lowest) and the agency gives out the artwork along with a print out (color) to that third party and asks them to go for the production. (The size of the layout is mentioned in the output CD)

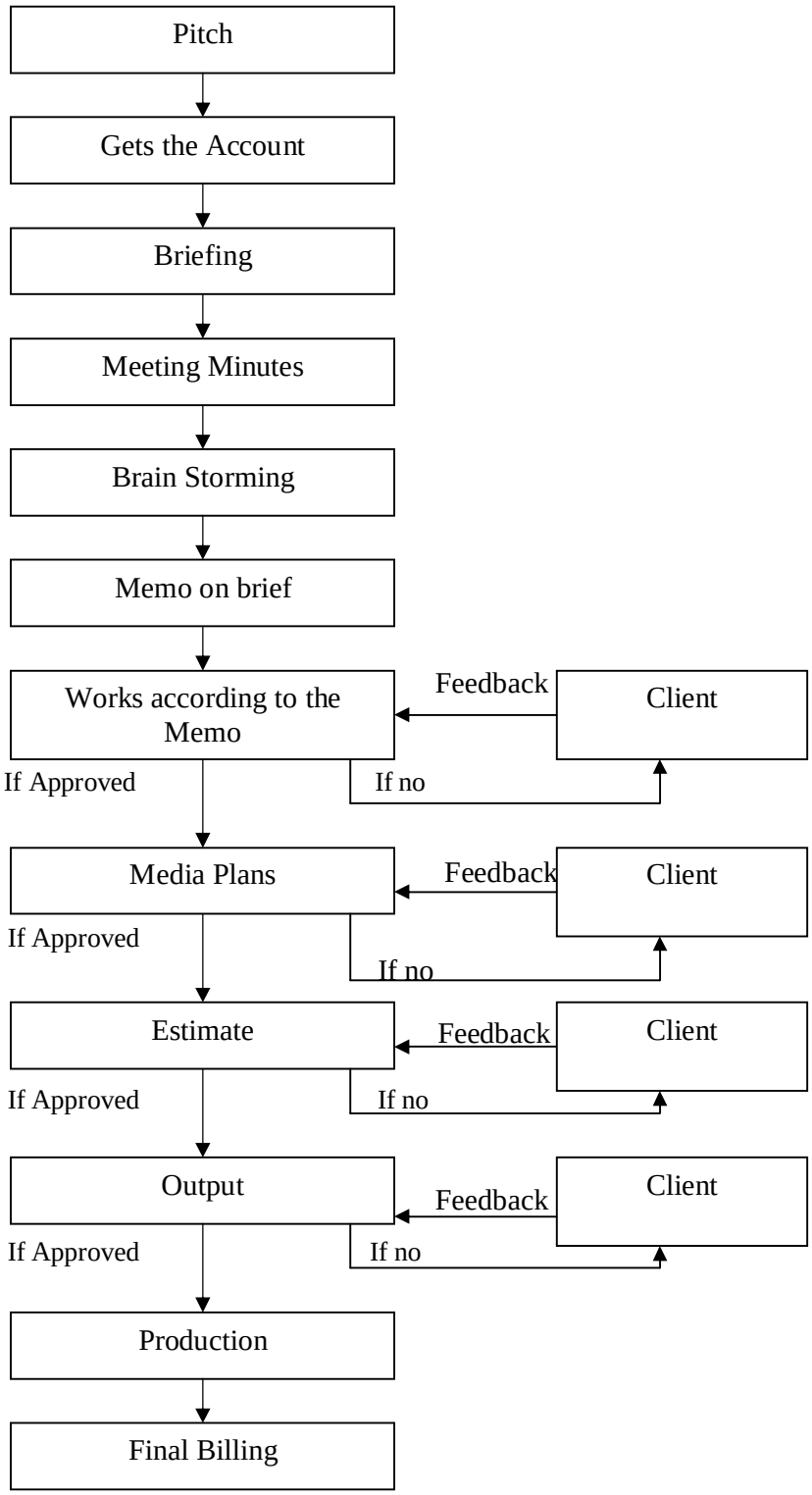

Figure: Work Flow

The supplier comes back in a few days with the proof which the agency go through to check if errors have been done in order to rectify it, or if it needs to be improvised by editing it here and there. If it is required, then the agency briefs the third party and they go for it again, (which usually increases the cost by the third party due to the change in the positive and plate on the production) and if it is not necessary, then the supplier goes straight for the production.

Once the supplier delivers the production to the agency, the agency hands in all the goods to the client and the Finance Department of the agency then bills the Client for the whole process.

MY WORK

Quazi Group, who are new in the market and looking to establish themselves as one of the competitive company in Bangladesh, This case is about the way they want to enter into the mosquito coil market with a bang. Paper Rhyme is working with them as a MDP (market developing partner) to enter and to make them more competitive which will help them to get the market share of mosquito coil.

They called Paper Rhyme to pitch for the account and gave some brief on Quazi Group. Quazi Group is the company that produced mosquito coil for Rekket n Benkizer now wants to make a name of their own and later wants to expand their product line. Paper Rhyme pitched there and got the account initially. The CEO and me as a account executive went there to bring brief on how to go about on their Quazi logo and Eagle coil pack design. I made a Meeting Minuets on that the brief and sent it to the client as well as the CEO to see if there were any corrections on it.

I made a Memo on the same and gave it to the Head of Creative. Both the Client service and Creative department brainstorm on the pack designs. The creative department then sat separately with that. They took the best ideas on the packs and start working on them. The format of meeting minutes is given on the next page:



Figure: Proposed pack designs for Eagle Coils

After the Creative department is done with pack designs they then showed those to me. There are five categories of coils. They made five options for each type of coil packs. Then I mailed all the pack designs by putting them on a power point together. The client then chooses one of those designs and gave some correction with them. I made a memorandum on that improvisation and gave it to Creative Department. The Creative Department then made those corrections and in the mean time the client sent back panel content of the coils. Then we put the content then we again showed them to the client. In the mean time correction kept on going as well.

They choose one of the layouts and kept a common layout for all the packs expect Eagle One. Only the coil, color, sub-brand, payoff line etc were improvised according to each market segment and coils. Then they asked to put real coil image on the packs. I contacted photographer and booked half session of photo shoot and send an estimate to approve. After the client's approval I went for photo shoot and gave to approved copy to finance department and they send the bill to client.

After all improvisations I made dummy of the final packs and send the image to the client by mail. Then the client gave go-ahead on them.





Figure: Final Pack Designs for Eagle Coil

FINDINGS

The departments don't have good communication amongst them. For these reason the departments have miss communications, which makes total chaos and makes the work lengthy.

The final decision comes mostly from the top management of the client by discussing with the top management of the agency and the client-servicing department delivers the massages only. Which makes the decision process time consuming. This delays the whole project.

While providing the outputs to the clients they do not keep those miscellaneous expenses in their record book. As a result it ultimately affects on their revenue. Usually they provide these outputs through CDs, Printouts and Dummies.

Agency cannot work for more than one company within the same industry that puts a barrier of making new Accounts.

Due on Payments is a very important issue. Mainly this problem occurs from the clients. The clients mostly keep lots of due, which eventually effects on the salary of the employees. That de-motivates the employees and these finally effects on their work.

Lots of company have in-house agency. Maximum time they made the plan and involve ad agency for some fixed events. In this case Ad agency cannot take any decision for their clients.

Manpower is one of the major problems in this sector. More over fresh graduates are interested more on working in Banks and Telecom Industry rather than an Ad Agency. Paper Rhyme has lack of skilled employees to keep up with the workload.

Government doesn't have any specific monitoring policy for Ad Agencies on which they provide them license.

There is no specific institution for Ad Industry in Bangladesh.

RECOMMENDATION

Paper Rhyme is moving towards its goal that is to be one of the top agencies in Bangladesh. They may do this more effectively by implementing the flowing:

There should be a team rather than the departments. One or two Employees from each Department together should work for each Account which will help to keep good

understanding amongst the employees of each department. It will also gear up the work process with its quality.

Should allow Client Service to take some decisions by their own which will save time of the work process.

Should reduce all the miscellaneous expense and put a control on that. If those are have to do more then once then client should be charged.

Agency should make the agreement in such a way that it can work for different companies in the same industry simultaneously.

The payment procedure should be sorted out in the agreement so that due on payment does not happen. And if the client fails to clear the bills on time then they have to pay 5% more on the due.

Government should monitor the Ad Agencies as like Banks, which is controlled by Central Bank and like other countries Ad industry, and solve problems of the agencies as well.

Agency should hire skilled employees with multi tasking ability to keep up with the workload.

The government and private institution should provide diplomas and honors degree on Advertising. They can also provide short term or long term training facilities like BIFTA, BIBM etc.

Agencies should provide more qualitative work to gain the loyalty of the clients so that they don’t attempt to put any in house agency on their own.

CONCLUSION

The Advertising industry is growing fast which shows that it is profitable and promising. The competition among countable rivals is strong and very much competitive. Quality, performance & on time delivery is the key competitive success factors among the leading firms of the industry.

I believe that as the companies and economy of Bangladesh is growing the Ad industry will grow with it as well. Now Bangladesh is getting more known to the global market and more Multinational Companies are coming with their products. These products need to get introduced and also needs to get more expose and for this reason the ad agencies has to get involved with the products and with this the industry that has lots of potential. Many students are coming back with degrees and creativity from abroad to get into this industry.

If investors can come up with innovative ideas, talent and experience then they don't have to compete on cost on at least for a long-term situation. I would like to say that Paper Rhyme is a growing Ad Agency and has a lot of potentials which in turn can offer a good deal of Advertising to the market of Bangladesh. I myself have learned a lot during my internship and can only pray that in the coming years they will get their act together and become a successful Ad Agency in the country.

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http://www.paperhymebd.com

http://www.wikipedia.org

APPENDIX A

Meeting Minutes

Date: 15/09/2008

Venue: QEL Corporate Office.

Account: QEL

Brand: Eagle Coil

Agency: Paper Rhyme

Present from Client: Mr, Jahangir, Mr. Monirul, Mr. Jahidul Islam

Present from Agency: Mr. AZM Saifuddin, Mehadi Hassan, Nasiha Musarrat.

A meeting was held between QEL and Paper Rhyme at QEL Corporate Office, on September 15th, 2008. In the meeting following issues were discussed:

Name	Color	Shape
Eagle Power	Green	Round
Eagle Max	Red	Round
Eagle Super	Red	Octagonal
Eagle(Black)	Black	Octagonal
Eagle Care	Yet to decide	4 Corners

- A common logo is needed for the brand synergy which needs to stand out**,** i.e. Mortein.
- Eagle logo has to be in both English and Bangla as BSTI requires it to be in English and Bangla.
- The logo should be easy to read and simple.
- The copy for back panel is yet to be received
- We have to use color which should not fade in the shelf for a period of time.

Eagle (Black):

Ø Brand name Eagle One
Ø New name (qualifier)
Ø Name has to be more powerful
Ø Set a pay off line

- Market Campaign with budget and tools for next fifteen months with a separate plan for Eagle One > as soon as possible.
- The whole range of coil is called Eagle Force.
- Meanwhile we also need to work on corporate QEL logo.

APPENDIX B

From:	Client Service Department
To:	Head of Creative
CC:	Head of operations
Subject:	Correction of Eagle Coil packs

Please go through the following items and try to deliver things by October 18th, 2008

WORK LIST:

Eagle Coil:

Name	Color	Shape	10 Hours Protection	Pay off Line
Eagle Power	Green	Round	N/A	Moshader Jom
Eagle Max	Red	Round	N/A	Shugondho chorai mosha tarai
Eagle Super MEGA BOOSTER	Red	Octagonal(8corners)	Has to be there	Have to work on
Eagle1 Shooter	Black	Hexagonal (6 corners)	Has to be there	Have to work on
Eagle Care	Red	Square (4 Corners)	Has to be there	Have to work on

- Have to work on the pay off lines.
- Mega Booster has to start from small and end with bigger size.
- Eagle1 >Coil has to be there on the side panels.

  >Eagle logo has to be put there
  - Eagle Care > Care has to be on the right side of Eagle logo.
  - Have to work both on Solid and Blur color.
  - Color chart has to be Nice and Long Lasting.
  - Ratio of fire in the coil should increase a bit.

Deadline: October 18th, 2008

Prepared By

_____

Mehadi Hassan

Account Executive

APPENDIX C

Estimate					
Date:	29/10/2008				
Client:	Quazi Enterprises Ltd.				
Brand:	Eagle				
Est. No:	QEL/NME/Eagle/455/10/08				
Purpose:	**Photoshoot charge for the product (Coil)**				Job No 455-08
	Particular	**Size**		**Per Rate**	**Amount BDT**
1	Photoshoot charge	n/a	n/a	n/a	8,000.00
2	Miscellaneous (CD, Print out, conveyance, food)	n/a	n/a	n/a	2,000.00
Sub-total					10,000.00
10% agency supervision fee					1,000.00
15% VAT					1,650.00
Grand Total					**12,650.00**

Mehadi Hassan
Account Executive

APPENDIX D

In ad industry we use some term words, which are described below:

Account = in Ad agencies we call each client an Account.

PR = public relation

TG = target group

Output = the final image or dummy of a work.

Meeting minuets = where all the discussions and information about the meeting with the clients are kept.

Memo = Where all the information for a job is written which is to fulfill by the Creative department