



# **NORTHGATE UNIVERSITY**

**Northgate Business School**

*Bachelor of Management Studies*

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## **INTERNSHIP REPORT**

*Internship Experience at Pixel & Co. Studio*

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**Submitted by:** Aanya Sharma

**Enrollment No.:** [Enrollment Number]

**Programme:** Bachelor of Management Studies (BMS)

**Company:** Pixel & Co. Studio, Indore

**Internship Duration:** 15th February 2026 – 15th April 2026

**Company Mentor:** Ms. Neha Kapoor, Founder

**Submitted to:** Northgate Business School

**Submission Date:** April 2026

## DECLARATION

I, Aanya Sharma, a student of Bachelor of Management Studies at Northgate Business School, Northgate University, Indore, hereby declare that the internship report titled "Internship Experience at Pixel & Co. Studio" submitted in partial fulfilment of the requirements for the degree of Bachelor of Management Studies is an original and authentic work carried out by me.

This report has been prepared on the basis of my practical experience gained during my internship at Pixel & Co. Studio, Indore, Madhya Pradesh, from 15th February 2026 to 15th April 2026, under the guidance of the faculty and the company mentor.

I further declare that the information provided in this report has not been submitted, either in whole or in part, to any other university or institution for the award of any degree or diploma. All sources of information and references have been duly acknowledged.

I take full responsibility for the content of this report and confirm that it is a true and honest representation of my internship experience.

Name: Aanya Sharma

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Date: 15th April 2026

Place: Indore, Madhya Pradesh

Signature: \_\_\_\_\_

(Aanya Sharma)

## ACKNOWLEDGMENT

I would like to express my sincere gratitude to all those who have guided, supported, and encouraged me throughout the course of this internship and the preparation of this report.

First and foremost, I extend my heartfelt thanks to Ms. Neha Kapoor, Founder of Pixel & Co. Studio, for providing me with the invaluable opportunity to be a part of her dynamic and innovative team. Her vision, leadership, and hands-on approach to creative work have been a tremendous source of inspiration for me during this internship.

I am deeply grateful to the entire team at Pixel & Co. Studio for their warmth, cooperation, and willingness to share their knowledge. Working alongside such talented and passionate professionals made my learning experience truly enriching and memorable.

I also extend my sincere appreciation to the faculty and administration of Northgate Business School, Northgate University, for structuring the internship programme as an integral part of the BMS curriculum. Their academic guidance throughout my studies has laid the foundation that made this practical experience meaningful.

I am also thankful to the client businesses — Lumira Film Studio, Saanjh Ethnic Wear, and Lakeview Grand Resort — for allowing me to work on real-world creative briefs. These experiences helped me understand the practical demands of social media management and content creation for diverse industries.

Finally, I thank my family and friends for their constant encouragement and support throughout this journey.

Aanya Sharma

Bachelor of Management Studies

Northgate University, Indore

April 2026

# INTERNSHIP CERTIFICATE



The above certificate has been issued by Pixel & Co. Studio, Indore, Madhya Pradesh, confirming the successful completion of internship by Ms. Aanya Sharma in the role of Creative Intern (Lead Intern, Graphic Designer & Content Manager) from 15th February 2026 to 15th April 2026.

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## EXECUTIVE SUMMARY

This report documents my internship experience at Pixel & Co. Studio, Indore — a creative agency specializing in branding, digital content, and social media solutions for businesses. The internship was undertaken as a part of the Bachelor of Management Studies (BMS) programme at Northgate University, Indore, from 15th February 2026 to 15th April 2026, spanning a period of two months.

As a Creative Intern at Pixel & Co., I was entrusted with a range of responsibilities that bridged both creative execution and digital strategy. My primary responsibilities included social media management, content planning, designing promotional creatives, and assisting in digital content creation for the agency's clients. Working under the mentorship of Ms. Neha Kapoor, Founder of Pixel & Co. Studio, I was exposed to the real-world dynamics of a fast-paced creative environment.

Over the course of the internship, I worked on live projects for three small businesses based in Indore: Lumira Film Studio, a photography and film production studio; Saanjh Ethnic Wear, a traditional ethnic wear brand; and Lakeview Grand Resort, a hospitality and leisure destination. For each of these clients, I developed tailored content strategies, created visual assets, and managed their social media presence across platforms.

A key aspect of this internship was the integration of AI-powered tools into the creative workflow. I worked extensively with Canva and Adobe Photoshop for graphic design, and utilised AI tools such as Google Gemini, Claude (Anthropic), Midjourney, ElevenLabs, and Microsoft Copilot for tasks ranging from AI-generated imagery and voiceovers to copywriting and content ideation. This exposure provided me with a forward-looking perspective on how artificial intelligence is reshaping the creative industry.

The internship significantly enhanced both my technical and soft skills. On the technical side, I strengthened my proficiency in graphic design, content creation, and AI-assisted workflows. On the interpersonal side, I developed stronger communication, time management, client handling, and creative problem-solving abilities.

Overall, this internship at Pixel & Co. Studio was a transformative experience that bridged the gap between academic learning and professional practice. It provided me with a holistic understanding of how creative agencies operate, how brands communicate with their audiences, and how emerging technologies are redefining content creation. The experience has greatly contributed to my career readiness and reinforced my interest in pursuing a career in marketing, branding, and digital communications.

## CHAPTER 1

### Introduction

#### 1.1 Internship Overview

The modern business landscape is increasingly driven by digital presence, visual storytelling, and brand communication. In such a dynamic environment, creative agencies play a pivotal role in helping businesses establish their identity, engage their audiences, and grow their market presence. It is within this context that my internship at Pixel & Co. Studio, Indore, proved to be an immensely valuable and professionally enriching experience.

This internship was undertaken as a mandatory component of the Bachelor of Management Studies (BMS) programme at Northgate Business School, Northgate University, Indore. The primary objective of the internship is to provide students with practical exposure to the professional world, enabling them to apply theoretical knowledge gained in the classroom to real-world business scenarios, and to develop the skills, attitudes, and competencies required to thrive in a competitive professional environment.

I joined Pixel & Co. Studio on 15th February 2026, in the role of Creative Intern, and successfully completed my internship on 15th April 2026, covering a total duration of two months. Pixel & Co. Studio is an Indore-based creative firm founded by Ms. Neha Kapoor, and it positions itself as “a different kind of creative agency.” The agency offers a comprehensive suite of creative and digital services including branding, social media management, content creation, graphic design, and digital marketing solutions, primarily catering to small and medium-sized businesses in and around Indore, Madhya Pradesh.

During the course of this internship, I was placed within the creative team and worked directly under the guidance and supervision of the agency’s founder. My role encompassed a wide spectrum of responsibilities — from conceptualising and

designing social media content to managing client accounts, planning content calendars, executing product photography shoots, and leveraging AI-powered tools for creative production. The internship gave me direct exposure to the functioning of a creative agency, client servicing, and the evolving intersection of technology and creativity.

The experience at Pixel & Co. was unique in that it did not restrict my learning to a single domain. Instead, it offered a multi-dimensional exposure to graphic design, digital marketing, content strategy, photography, and artificial intelligence-driven creative tools — all of which are increasingly relevant and sought-after skills in today's professional landscape. This breadth of learning is what makes this internship stand out as a particularly formative experience in my academic and professional journey.

*Figure 1.1 – Internship Timeline at Pixel & Co. Studio (Feb–Apr 2026)*

The timeline above illustrates the key phases and milestones of my two-month internship. From joining the agency and understanding its operations in the first week, to actively contributing to live client projects, integrating AI tools into creative workflows, and learning product photography — each phase added a new dimension to my learning experience. The internship concluded with the preparation and submission of this report, encapsulating all the knowledge and skills acquired during this period.

Throughout the internship, I maintained a professional approach to all tasks assigned to me, met deadlines consistently, and actively sought to go beyond the minimum requirements of my role. This proactive attitude was instrumental in enabling me to learn as much as possible within the two-month period and to make a meaningful contribution to the agency's work.

## **1.2 Scope of Work**

The scope of work during my internship at Pixel & Co. Studio was broad, dynamic, and deeply hands-on. Rather than being confined to a single function or department, I was actively involved across multiple areas of the agency's creative and digital operations. This cross-functional exposure provided me with a holistic understanding of how a modern creative agency operates and delivers value to its clients. The

following sections describe each key area of work that formed the scope of my internship:

*Figure 1.2 – Scope of Work: Key Areas of Responsibility*

**Social Media Management:** One of the primary areas of my responsibility was managing the social media presence of the agency's clients. This involved planning, scheduling, and publishing content across platforms such as Instagram and Facebook. I was involved in developing monthly content calendars, identifying trending content formats, writing captions, and ensuring that each client's social media feed maintained a consistent brand identity and aesthetic. I also monitored post performance and basic engagement metrics to understand what content resonated best with each brand's target audience.

**Content Planning & Strategy:** Beyond execution, I was actively involved in the strategic planning of content for each client. This included understanding the client's business, target audience, brand tone, and marketing objectives, and translating these into actionable content strategies. I developed content themes, campaign ideas, and posting schedules that aligned with each client's goals — whether it was increasing brand awareness, driving footfall to a physical location, or promoting specific products or seasonal offers.

**Graphic Design & Creative Production:** A significant portion of my work involved designing visual content — including social media posts, Instagram stories, reels covers, promotional banners, and brand communication materials. I used industry-standard tools such as Adobe Photoshop and Canva to create high-quality, visually compelling designs tailored to each client's brand guidelines. I was responsible for maintaining visual consistency across all creatives while adapting formats and dimensions for different platforms and content types.

**AI-Powered Creative Tools:** A distinctive and forward-looking aspect of this internship was the integration of artificial intelligence tools into the everyday creative workflow. I worked with several cutting-edge AI platforms including Google Gemini and Microsoft Copilot for content ideation and copywriting assistance, Midjourney for generating AI-powered visual art and concept imagery, ElevenLabs for producing AI-generated voiceovers and audio content, and Claude (Anthropic) for research, drafting, and creative writing support. This hands-on experience with AI tools

provided me with a competitive edge and a futuristic perspective on the creative industry.

**Product Photography & Content Shooting:** During the internship, I also had the opportunity to learn and actively participate in product photography and on-ground content shooting. This included assisting in setting up shoots, understanding the principles of lighting and composition, selecting appropriate backgrounds and props, and capturing high-quality images and videos for use across digital platforms. This hands-on exposure added a valuable new dimension to my skill set, extending my capabilities beyond digital design to include real-world content creation and visual storytelling.

**Client Project Execution:** The agency served a diverse portfolio of clients spanning industries such as film & photography production, ethnic fashion retail, hospitality, and several others. I was actively involved in end-to-end project execution — from receiving and interpreting creative briefs to delivering final assets. The agency also handled freelance client projects from time to time, and I contributed to these as well, gaining exposure to a wider variety of creative requirements, brand voices, and working styles.

*Figure 1.3 – Tools & Technologies Used During the Internship*

The visual above summarises the tools and technologies that formed the backbone of my creative workflow during the internship. The combination of traditional design software such as Canva and Adobe Photoshop with modern AI platforms such as Midjourney, ElevenLabs, Google Gemini, Claude, and Microsoft Copilot reflects the evolving nature of creative work today — where technical design skills and AI literacy must go hand in hand.

### **1.3 Key Highlights**

The two-month internship at Pixel & Co. Studio was marked by several significant experiences and accomplishments that stood out as defining moments of my professional development. These highlights not only represent the breadth of what I learnt and contributed, but also reflect the quality and depth of the internship experience as a whole. The following are the key highlights of my internship:

*Figure 1.4 – Key Highlights of the Internship at Pixel & Co. Studio*

**1. Hands-On Experience with Real Clients from Day One:** From the very first week, I was entrusted with actual client work rather than observational or shadow tasks. This immediate immersion into live projects significantly accelerated my learning curve and gave me a genuine sense of professional responsibility. Working on real briefs with real deadlines instilled a strong work ethic, a sense of ownership, and the ability to manage pressure — all of which I will carry forward throughout my professional career.

**2. Exposure to a Diverse Client Portfolio:** Over the course of the internship, I worked on projects for clients from a wide range of industries — including photography & film production, ethnic fashion retail, hospitality, and several others. Notable clients included Lumira Film Studio, Saanjh Ethnic Wear, and Lakeview Grand Resort, among others. This diversity of clients exposed me to vastly different brand identities, audience demographics, and creative requirements, significantly broadening my understanding of how different businesses communicate with their customers in the digital age.

**3. Mastery of AI-Powered Creative Tools:** One of the most exciting highlights of this internship was gaining hands-on proficiency with a range of AI tools that are at the forefront of the creative industry. Working with platforms such as Midjourney, ElevenLabs, Google Gemini, Claude (Anthropic), and Microsoft Copilot gave me a competitive edge and a futuristic perspective on content creation. I was able to use these tools not just experimentally but as productive instruments integrated into real, client-facing project workflows — a skill set that is increasingly rare and highly valued in the current job market.

**4. Learning Product Photography & Content Shooting:** Being introduced to product photography and on-ground content shooting was an unexpected and highly valuable addition to my internship experience. Understanding the technical and aesthetic aspects of capturing products for digital use — including lighting setups, framing techniques, background selection, and post-shoot editing — complemented my digital design skills and made me a more versatile and well-rounded creative professional.

**5. Development of a Professional Creative Workflow:** Over the two months, I developed a structured and efficient creative workflow — beginning from receiving

and interpreting a client brief, researching the brand and its target audience, conceptualising content ideas, designing and producing creatives, seeking feedback and making revisions, and finally delivering or publishing the content. This end-to-end understanding of the creative production process is one of the most practically useful and career-relevant takeaways from this internship.

**6. Growth in Communication & Client Handling Skills:** Interacting with the agency founder and working within the context of client requirements on a daily basis greatly improved my professional communication skills. I learnt how to interpret creative briefs accurately, articulate my design choices and creative decisions clearly, incorporate constructive feedback gracefully, and manage multiple projects simultaneously without compromising on quality or missing deadlines. These interpersonal and organisational skills are invaluable in any professional environment.

**7. In-Depth Understanding of Agency Operations:** Working within a creative agency environment gave me a comprehensive and nuanced understanding of how such organisations function — from business development and client onboarding to content execution, revision cycles, and final delivery. I observed first-hand how a small, agile agency manages multiple client relationships simultaneously, maintains consistent creative standards across varied projects, and adapts to the ever-evolving demands of the digital marketing landscape. This insider perspective on agency operations is something that no classroom curriculum can fully replicate.

***Chapter Summary:** This chapter provided a comprehensive introduction to the internship undertaken at Pixel & Co. Studio, Indore, from 15th February to 15th April 2026. It covered the internship overview, the scope of work across six key areas — social media management, content strategy, graphic design, AI tools, product photography, and client project execution — and concluded with the seven major highlights of the internship experience. The following chapters will delve deeper into each of these areas, beginning with an in-depth profile of the creative agency industry and Pixel & Co. Studio itself.*



## CHAPTER 2

### Industry & Company Profile

#### 2.1 Industry Overview

The digital marketing and creative services industry in India has undergone a remarkable transformation over the past decade, evolving from a nascent supplement to traditional advertising into one of the most dynamic and influential sectors of the Indian economy. Understanding the broader industry landscape is essential for contextualising the work of a creative agency like Pixel & Co., and for appreciating the professional environment in which this internship took place.

##### 2.1.1 The Indian Digital Marketing Landscape

India's digital marketing industry has experienced exponential growth in recent years, driven by a combination of rising internet penetration, affordable mobile data, a young and digitally native population, and the increasing recognition among businesses of all sizes that a strong digital presence is no longer optional — it is essential for survival and growth.

According to industry reports, the India digital marketing market was valued at approximately USD 6.71 billion in 2025, and digital advertising alone commanded 44 per cent of the total advertising market at around INR 49,000 crore, marking a 20 per cent year-on-year growth in the financial year 2024–25. Looking ahead, digital advertising in India is forecast to reach INR 69,856 crore by 2026, representing a dominant 61 per cent of total advertising expenditure. The overall digital marketing ecosystem is projected to reach approximately INR 539 billion by the end of FY 2026, and is expected to grow at a compound annual growth rate (CAGR) of 30.2 per cent during the forecast period of 2026–2035, potentially reaching a value of USD 93.94 billion by 2035.

This growth has been fuelled by India's rapidly expanding internet user base. India added 56 million new internet users in 2025 alone, taking the total to over 900 million

internet users — the second largest internet market globally. The country is projected to cross the one billion internet user mark by 2026. This massive digital audience represents an unprecedented opportunity for businesses to reach and engage with consumers through digital channels, and it is this opportunity that sustains and propels the growth of digital marketing and creative agencies across the country.

*Figure 2.1 – India Digital Advertising Market Growth (2019–2026)*

### **2.1.2 Social Media Marketing in India**

Social media has emerged as the single most important channel for brand communication and customer engagement in India, particularly for small and medium-sized businesses. As of early 2026, India has over 500 million social media users, representing approximately 34.25 per cent of the country's population. The average Indian internet user spends approximately 2 hours and 44 minutes on social media platforms every day, and social media usage in India has been growing at a rate of 5.23 per cent annually — notably outpacing the global average, which has actually seen a slight decline of 0.81 per cent.

Among social media platforms, WhatsApp leads as the most used platform in India, with 84.6 per cent of internet users accessing it regularly. However, for marketing and brand communication purposes, Instagram and Facebook remain the most critical platforms. Instagram, in particular, has seen explosive growth in India — as of March 2026, India had approximately 517.6 million Instagram users, accounting for 34.9 per cent of the population and making India the country with the highest number of Instagram users in the world, surpassing the United States (179.9 million), Brazil (147 million), and Indonesia (109 million).

The demographics of Instagram's Indian user base are particularly relevant for marketers. Approximately 69.6 per cent of Instagram users in India are male, and the largest user group is the 25–34 age bracket, comprising around 201 million users. Instagram Reels, which has become the platform's primary engine of engagement, typically achieves engagement rates of 4.5 per cent or higher — significantly outperforming static feed posts, which have seen a steady decline in organic reach. This shift towards short-form video content has had a profound impact on the type of creative work that agencies produce, and was a key factor in the kind of content I created during my internship at Pixel & Co..

*Figure 2.2 – Social Media User Base in India (2020–2026)*

In terms of advertising expenditure, spending in the social media advertising segment in India is projected to reach approximately USD 1.76 billion in 2025 and is expected to grow at a CAGR of 10.9 per cent from 2025 to 2030, reaching USD 2.95 billion by 2030. Notably, 83.4 per cent of this social media advertising spend is anticipated to be generated through mobile devices, reflecting the overwhelmingly mobile-first nature of India's internet usage.

### **2.1.3 Market Structure & Major Players**

The Indian creative and digital marketing industry is characterised by a layered and diverse structure. At the top are the global network agencies — multinational holding groups such as WPP (which operates Ogilvy, Wunderman Thompson, and GroupM in India), Publicis Groupe (Leo Burnett, Saatchi & Saatchi, Publicis Sapient), Omnicom (BBDO, DDB Mudra, TBWA), Interpublic Group (McCann Worldgroup, FCB), and Dentsu International (dentsu X, Isobar, Carat). These large network agencies typically serve major corporate clients, manage multi-crore campaigns, and have offices in multiple Indian cities.

Below the network agencies sit the mid-tier independent agencies — Indian-origin firms that have built strong reputations and significant client bases. Examples include Liqvd Asia, Schbang, WatConsult, Tonic Worldwide, Arm Worldwide, and iProspect. These agencies often offer integrated digital services and compete with network agencies on specific mandates.

However, the most rapidly growing and arguably the most dynamic segment of the industry is the boutique and independent agency space. Across Tier 1, Tier 2, and even Tier 3 cities in India, thousands of small, founder-led creative agencies have emerged in recent years, serving the vast and largely underserved market of small and medium-sized businesses (SMBs). These boutique agencies — often run by young entrepreneurs and small teams of two to ten members — offer personalised, hands-on creative services at price points accessible to local businesses. Pixel & Co. Studio, the company where I completed my internship, operates firmly within this boutique agency segment.

| Category | Examples | Typical Clients |
|----------|----------|-----------------|
|----------|----------|-----------------|

|                               |                                                  |                                       |
|-------------------------------|--------------------------------------------------|---------------------------------------|
| Global Network Agencies       | Ogilvy, Leo Burnett, BBDO, McCann, Dentsu        | Large corporates, MNCs, FMCG brands   |
| Mid-Tier Independent Agencies | Schbang, Liqvd Asia, WatConsult, Tonic Worldwide | National brands, startups, D2C brands |
| Boutique / Local Agencies     | Pixel & Co., BrandHive, PixelForge, AdNova       | SMBs, local businesses, startups      |
| Freelancers & Solopreneurs    | Individual designers, social media managers      | Micro-businesses, personal brands     |

*Table 2.1 – Key Players in India’s Digital Marketing Industry*

#### **2.1.4 Key Trends Shaping the Industry**

Several important trends are reshaping the creative and digital marketing landscape in India, and each of these trends played a role in the kind of work I was exposed to during my internship. Understanding these trends is crucial for appreciating the context in which modern creative agencies operate.

**1. The Rise of Artificial Intelligence in Creative Work:** Perhaps the most significant trend transforming the creative industry is the rapid adoption of generative AI tools. According to the Adobe Creators’ Toolkit Report, 86 per cent of global creators now use creative generative AI tools in their workflows. The generative AI market in the creative sector is projected to reach USD 15.8 billion by 2028, with the global AI design market growing at a CAGR of 22.5 per cent. Midjourney users alone generate over one million images daily. In India specifically, a survey of over 500 Indian businesses found that 78 per cent now use AI for marketing in some form. AI-driven branding services are growing three times faster than traditional agencies, and 82 per cent of marketers globally are using generative AI for social media copywriting. At Pixel & Co., this trend was not just observed but actively embraced — AI tools were integrated into everyday creative production, a practice that I participated in extensively.

**2. Dominance of Short-Form Video Content:** Instagram Reels has become the primary content format for brand engagement in India, with Reels reaching over 150

billion daily views globally as of late 2024. In India, Reels consistently achieve engagement rates of 4.5 per cent or higher, while static posts continue to see declining organic reach. This has forced creative agencies to shift their focus from static graphic design to dynamic, video-first content strategies — a transition that I witnessed and participated in at Pixel & Co..

**3. Growth of Boutique and Founder-Led Agencies:** The democratisation of creative tools — from Canva making design accessible to non-designers, to AI tools enabling a single person to produce work that previously required a team — has lowered the barriers to entry in the creative agency space. This has led to a proliferation of small, agile, founder-led agencies, particularly in Tier 2 and Tier 3 cities. These agencies often differentiate themselves through personal attention, deep understanding of local markets, and the ability to offer end-to-end services at competitive pricing. Pixel & Co. is a prime example of this trend.

**4. Hyper-Personalisation and Data-Driven Marketing:** Consumers increasingly expect personalised brand experiences, and AI has made hyper-personalisation achievable even for small businesses. AI-personalised video advertisements see three times higher click-through rates than generic ones. Sixty per cent of consumers cannot distinguish between human-written and AI-generated advertising copy, suggesting that AI-assisted content is already at a quality threshold that meets consumer expectations. At the same time, 88 per cent of users prefer AI that enhances rather than replaces human creativity — a balance that agencies like Pixel & Co. actively strive to maintain.

### **2.1.5 Industry Analysis: Porter's Five Forces**

To provide a structured analytical framework for understanding the competitive dynamics of the creative agency industry, it is useful to apply Michael Porter's Five Forces model:

**Threat of New Entrants (High):** The barriers to entry in the creative agency industry have fallen dramatically. AI tools have made it possible for a small business with access to platforms like ChatGPT, Midjourney, and Canva to create enterprise-level marketing campaigns without a large creative team. A freelancer with a laptop and a few subscriptions can now compete with established agencies. This means the threat

of new entrants is consistently high, and agencies must continuously differentiate themselves through quality, relationships, and specialisation to stay competitive.

**Bargaining Power of Buyers (Moderate to High):** Clients, particularly small businesses, have increasing bargaining power because of the abundance of agency options and the availability of DIY tools. A local business owner can choose between hiring an agency, using Canva themselves, or working with a freelancer. However, many clients lack the specialised knowledge and time to execute high-quality creative work consistently, which sustains demand for professional agency services.

**Bargaining Power of Suppliers (Moderate):** In this industry, ‘suppliers’ include the technology platforms (Adobe, Meta, Google, Canva) and the talent pool (designers, writers, strategists). Platform suppliers like Meta (Instagram, Facebook) and Google have significant bargaining power because they control the algorithms that determine organic reach and advertising effectiveness. Talent suppliers — particularly skilled designers and AI-proficient creatives — also hold power, as attracting and retaining creative talent is expensive and competitive.

**Threat of Substitutes (High):** Substitutes for agency services include in-house marketing teams, freelance marketplaces (Fiverr, Upwork), and increasingly, AI tools that allow businesses to generate their own content. The 45 per cent growth in AI software adoption among small agencies in 2023 itself indicates how rapidly these substitutes are being embraced. For boutique agencies, the key defence against substitutes is the value of human creativity, strategic thinking, and personalised client relationships.

**Competitive Rivalry (Very High):** The creative agency industry is highly fragmented, with thousands of agencies competing for the same pool of clients. In a city like Indore alone, a search reveals dozens of digital marketing and creative agencies, ranging from established firms to solo operators. Large agencies serve major corporate accounts while smaller agencies compete in niche markets by offering lower pricing, personalised service, and faster turnaround times. Differentiation — whether through creative quality, AI integration, specialisation, or client relationships — is essential for survival.

### **2.1.6 Future Outlook**

The future of the Indian creative and digital marketing industry is exceptionally promising. With digital advertising projected to constitute 61 per cent of all advertising spend by 2026, and the overall market expected to grow at a CAGR of over 30 per cent through 2035, the industry offers immense opportunities for agencies, professionals, and aspiring marketers.

However, the industry is also at an inflection point. The rapid advancement of AI is simultaneously creating opportunities and posing existential questions. According to industry research, one in four creative jobs will be significantly redefined by 2030, and 54 per cent of designers express concern about AI replacing human creativity. At the same time, 77 per cent of industry experts believe that AI actually increases the value of human-made art, and 88 per cent of users prefer AI that augments rather than replaces human creativity.

For boutique agencies like Pixel & Co., the future lies in a balanced approach — leveraging AI to enhance efficiency, speed, and creative output while retaining the human touch, strategic thinking, and personalised service that machines cannot replicate. Agencies that successfully integrate AI into their workflows while maintaining authentic human creativity will be the ones that thrive in the coming decade.

## **2.2 Company Overview – Pixel & Co. Studio**

### **2.2.1 About Pixel & Co. Studio**

Pixel & Co. Studio is a Indore-based, founder-led creative firm that positions itself as “a different kind of creative agency.” Founded by Ms. Neha Kapoor, Pixel & Co. operates as a full-service creative agency offering a comprehensive range of services that span the entire spectrum of brand communication, digital content production, and creative design.

The agency’s name, “Pixel & Co.,” is a deliberate stylisation of the word “design,” reflecting the agency’s modern, youthful, and design-forward identity. This naming choice signals the agency’s commitment to standing apart from conventional creative

firms — not just in the quality of its work but in its approach, ethos, and creative philosophy.

Pixel & Co. operates as a one-stop creative agency, which means clients can access a wide range of creative and digital services under one roof, without the need to engage multiple vendors for different aspects of their brand communication. This integrated approach is one of the agency's key value propositions and is particularly attractive to small and medium-sized businesses that prefer a single, trusted creative partner over multiple fragmented service providers.

*Figure 2.3 – Pixel & Co. Studio – Service Portfolio Overview*

### **2.2.2 Services Offered**

Pixel & Co. Studio offers a diverse and comprehensive portfolio of creative services, including:

**Branding & Identity Design:** Logo design, brand identity systems, business cards, letterheads, and complete brand guideline development. The agency helps businesses establish a cohesive visual identity that communicates their values and resonates with their target audience.

**Social Media Management:** End-to-end management of social media accounts across platforms including Instagram, Facebook, and others. This includes content calendar planning, post design, caption writing, scheduling, community management, and performance analytics.

**Graphic Design:** Creation of a wide range of visual assets including social media posts, stories, banners, flyers, brochures, packaging design, and promotional materials. The agency uses professional tools like Adobe Photoshop and Canva to deliver high-quality designs.

**Video Production & Editing:** Cinematic video editing, social media video content, product videos, promotional clips, and motion graphics. The agency produces engaging video content tailored for digital platforms.

**Custom Invitations & Event Design:** Digital and printed invitation designs for weddings, corporate events, festivals, and special occasions. This includes invitation cards, event posters, and themed communication materials.



**3D Design & CGI Advertising:** Advanced three-dimensional designs and videos, including eye-catching CGI advertisement campaigns. This service positions Pixel & Co. at the cutting edge of creative production, offering clients visually stunning content that stands out in crowded digital feeds.

**Pitch Deck & Presentation Design:** Professional pitch decks and business presentations designed to help clients make a strong impression in investor meetings, client pitches, and corporate communications.

**Photography Direction:** Art direction and coordination for product photography, brand photography, and content shooting. While the agency primarily focuses on post-production and design, it also assists clients with shoot planning and creative direction.

### **2.2.3 Vision, Mission & Objectives**

**Vision:** To be the most trusted and innovative creative partner for businesses seeking to build meaningful brand identities and impactful digital presence, particularly in the growing Tier 2 and Tier 3 markets of India.

**Mission:** To deliver bespoke, high-quality creative solutions that combine artistic vision with strategic thinking, leveraging both traditional design excellence and cutting-edge AI technologies to help businesses of all sizes communicate effectively with their audiences.

The key objectives of Pixel & Co. Studio include:

- Providing end-to-end creative and digital services that eliminate the need for clients to engage multiple vendors.
- Maintaining the highest standards of creative quality while offering competitive and accessible pricing for small and medium-sized businesses.
- Integrating emerging technologies, particularly artificial intelligence, into creative workflows to enhance efficiency, innovation, and output quality.
- Building long-term, trust-based relationships with clients by delivering consistent value, meeting deadlines, and exceeding expectations.
- Nurturing creative talent by providing meaningful internship and learning opportunities for aspiring designers and marketing professionals.

#### 2.2.4 Organisational Structure

Pixel & Co. Studio operates as a lean, founder-led organisation. The agency's organisational structure is flat and agile, which is characteristic of boutique creative firms. Ms. Neha Kapoor, as the founder and creative director, sits at the helm of the organisation and is involved in all major creative decisions, client relationships, and strategic directions.

The team structure typically includes a small core team of full-time designers and content creators, supplemented by interns and freelance collaborators as project demands require. This lean structure allows the agency to maintain low overhead costs, offer competitive pricing, and ensure that every piece of work receives personal attention from the founder — a key differentiator in the boutique agency space.

During my internship, I reported directly to Ms. Kapoor and worked alongside the agency's creative team. The flat organisational structure meant that I had direct access to the decision-maker and was able to receive feedback, guidance, and mentorship without the bureaucratic layers that characterise larger organisations. This proximity to the founder was one of the most valuable aspects of the internship, as it allowed me to observe and learn from an experienced creative entrepreneur on a daily basis.

*Figure 3.1 – Organisational Structure & Intern Placement at Pixel & Co.*

#### 2.2.5 Company Profile Summary

| Parameter                   | Details                                                                       |
|-----------------------------|-------------------------------------------------------------------------------|
| Company Name                | Pixel & Co. Studio                                                            |
| Founder & Creative Director | Ms. Neha Kapoor                                                               |
| Location                    | Indore, Madhya Pradesh, India                                                 |
| Website                     | pixelandco.studio                                                             |
| Industry                    | Creative Services / Digital Marketing                                         |
| Type                        | Boutique / Independent Creative Agency                                        |
| Services                    | Branding, Social Media, Graphic Design, Video Production, 3D/CGI, Invitations |
| Target Market               | Small & Medium Businesses, Local Enterprises                                  |

|                    |                                                                |
|--------------------|----------------------------------------------------------------|
| Key Differentiator | Integrated AI-powered creative workflows, personalised service |
| Team Size          | Small core team + interns and freelancers                      |

*Table 2.2 – Pixel & Co. Studio – Company Profile Summary*

### 2.2.6 Client Portfolio

Pixel & Co. Studio serves a diverse portfolio of clients, primarily small and medium-sized businesses based in and around Indore. The diversity of clients across different industries demonstrates the agency’s versatility and ability to adapt its creative approach to suit vastly different brand identities, audience segments, and marketing objectives. During my internship, I had the opportunity to work directly on projects for three key clients:

**Lumira Film Studio:** A Indore-based photography and film production studio (@lumirafilms on Instagram). Lumira specialises in wedding photography, pre-wedding shoots, commercial photography, and film production. The studio is known for its cinematic style and creative approach to capturing life’s special moments. Pixel & Co.’s role for Lumira included managing their social media presence, designing promotional content, and developing a consistent brand identity across digital platforms.

**Saanjh Ethnic Wear:** An established traditional ethnic wear retailer located at MG Road, Vijay Nagar, Indore (@saanjhethnic on Instagram). Established in 2009, Saanjh Ethnic Wear is a well-regarded cotton fabric and saree retailer, rated 4.8 stars based on customer reviews. The name “Saanjh” meaning “nine colours” is culturally resonant for a textile brand. Located at 33, Malviya Nagar, MG Road, Vijay Nagar, Indore — 452001, the store offers a wide collection of traditional and contemporary sarees. Pixel & Co.’s work for Saanjh included creating social media content, festive campaign creatives, and building their digital brand presence.

**Lakeview Grand Resort:** A premium hospitality destination located on Ring Road, Scheme 54, Bicholi, Indore (@lakeviewgrand on Instagram). Lakeview Grand Resort & Restaurant positions itself as a lifestyle destination offering curated experiences across celebration, wellness, and creativity. The resort features thoughtfully designed

rooms, swimming pool, in-room dining, high-speed internet, complimentary breakfast, DJ nights, wellness programmes including yoga and meditation, and event spaces for weddings and celebrations. Rated 4.2 stars on review platforms, Lakeview Grand is a growing hospitality brand in Indore. Pixel & Co.’s work included brand positioning, social media management, promotional content creation, and visual storytelling for the resort’s diverse offerings.

2.3 SWOT Analysis

A SWOT analysis provides a structured framework for evaluating the internal strengths and weaknesses and external opportunities and threats facing an organisation. Based on my observations during the two-month internship, the following SWOT analysis captures the strategic position of Pixel & Co. Studio:

Figure 2.4 – SWOT Analysis of Pixel & Co. Studio

| SWOT Factor                     | Details                                                                                                                                                                                                             |
|---------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| STRENGTHS                       |                                                                                                                                                                                                                     |
| Founder-Led Personal Touch      | Direct involvement of the founder in every project ensures high creative quality and personalised client service that larger agencies cannot replicate.                                                             |
| Early AI Adoption               | Pixel & Co. is among the few boutique agencies that have actively integrated AI tools (Midjourney, Gemini, Claude, Copilot, ElevenLabs) into everyday workflows, giving it a productivity and innovation advantage. |
| Comprehensive Service Portfolio | The agency offers end-to-end creative services — from branding and design to video production and 3D/CGI — eliminating the need for clients to engage multiple vendors.                                             |
| Agile & Flexible Operations     | The lean team structure allows quick turnaround times, flexible pricing, and the ability to adapt rapidly to changing client needs and market trends.                                                               |
| Strong Local Network            | Deep connections in the Indore business community provide a steady pipeline of client referrals and local                                                                                                           |

|                                 |                                                                                                                                                                           |
|---------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                 | market knowledge.                                                                                                                                                         |
|                                 |                                                                                                                                                                           |
| WEAKNESSES                      |                                                                                                                                                                           |
| Small Team Size                 | The lean team can become a bottleneck during periods of high demand, potentially affecting turnaround times and work-life balance.                                        |
| Limited Geographic Reach        | Primarily focused on the Indore market, with limited visibility or client base in other cities.                                                                           |
| Dependence on Founder           | Heavy reliance on the founder for creative direction and client relationships creates a single point of dependency.                                                       |
| Limited Brand Awareness         | As a boutique agency, Pixel & Co. has lower brand recognition compared to established agencies, which can affect new client acquisition.                                  |
|                                 |                                                                                                                                                                           |
| OPPORTUNITIES                   |                                                                                                                                                                           |
| Growing Digital Marketing Spend | India's digital advertising market is projected to reach INR 69,856 crore by 2026, creating increasing demand for creative services.                                      |
| SMB Digital Transformation      | Millions of small businesses in India are still in the early stages of building their digital presence, representing a massive untapped market.                           |
| AI-Driven Service Innovation    | Continued advancement in AI tools opens opportunities for new service offerings such as AI-generated advertising, automated content production, and predictive analytics. |
| Tier 2/3 City Growth            | The rapid digitalisation of Tier 2 and Tier 3 cities in India is creating new demand for creative agency services outside metropolitan areas.                             |
|                                 |                                                                                                                                                                           |
| THREATS                         |                                                                                                                                                                           |
| Intense Competition             | The low barrier to entry means new agencies and freelancers constantly enter the market, intensifying                                                                     |

|                            |                                                                                                                                                   |
|----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
|                            | competition.                                                                                                                                      |
| AI Disruption              | While AI presents opportunities, it also threatens to commoditise basic creative services, potentially reducing the value of routine design work. |
| Platform Algorithm Changes | Frequent changes to social media algorithms (Instagram, Facebook) can disrupt content strategies and reduce organic reach for clients.            |
| Client Budget Constraints  | Small business clients are highly price-sensitive and may reduce marketing budgets during economic downturns.                                     |

*Table 2.3 – SWOT Analysis Matrix*

**Chapter Summary:** *This chapter provided a detailed overview of the Indian digital marketing and creative agency industry, including market size, key trends, social media statistics, an analysis using Porter’s Five Forces, and a future outlook. It then profiled Pixel & Co. Studio — its services, structure, clients, and competitive position — and concluded with a comprehensive SWOT analysis. The following chapter will detail the specific role, responsibilities, and projects undertaken during the internship.*

## CHAPTER 3

### Internship Role & Responsibilities

#### 3.1 Department & Job Role

During my internship at Pixel & Co. Studio, I was placed within the agency's core creative team — the primary operational unit responsible for all creative output, client deliverables, and digital content production. Given the boutique nature of the agency, the creative team functions as a multi-disciplinary unit where members are expected to work across design, content, strategy, and production rather than being siloed into narrow, function-specific roles.

My official designation, as confirmed by the internship completion certificate issued by the agency, was that of Lead Intern, Graphic Designer & Content Manager. This title itself reflects the breadth of my role — it was not confined to a single task or function, but rather spanned across graphic design, content management, social media operations, and creative production. The “Lead Intern” designation also indicates that I was entrusted with a level of responsibility that went beyond typical internship duties, including ownership of specific client accounts and projects.

I reported directly to Ms. Neha Kapoor, the founder and creative director of Pixel & Co.. This direct reporting relationship was one of the most valuable aspects of the internship, as it provided me with unfiltered access to the agency's decision-maker and primary creative visionary. Regular interactions with Ms. Kapoor — in the form of briefings, feedback sessions, design reviews, and informal discussions about creative trends and business strategy — significantly enriched my learning experience and professional development.

The creative team at Pixel & Co. operates in a collaborative and non-hierarchical manner. While Ms. Kapoor provides the overall creative direction and final approval for all client-facing work, team members are encouraged to bring their own ideas, perspectives, and creative solutions to every project. This culture of creative freedom

within a structured workflow was instrumental in allowing me to experiment, learn, and grow as a creative professional.

*Figure 3.1 – Organisational Structure & Intern Placement at Pixel & Co.*

### 3.2 Key Responsibilities

My responsibilities during the internship were diverse, dynamic, and evolved progressively as I demonstrated competence and reliability. The following is a detailed breakdown of the key responsibilities I undertook throughout the two-month period:

**Social Media Content Design & Publishing:** Designing and producing visual content for clients' social media accounts, including Instagram posts, stories, reels covers, and Facebook posts. I was responsible for maintaining visual consistency across all platforms while ensuring that each piece of content aligned with the client's brand identity and campaign objectives. This involved working with Canva and Adobe Photoshop to produce high-quality graphics, resizing and adapting designs for different platform specifications, and scheduling posts using content management workflows.

**Content Calendar Development:** Creating and maintaining monthly content calendars for multiple client accounts. This involved planning content themes, identifying relevant dates and occasions (festivals, national days, trending topics), proposing content ideas for each date, and ensuring a balanced mix of content types — educational, promotional, engagement-driven, and brand-building posts. The content calendars served as the strategic backbone of each client's social media presence.

**Caption Writing & Copywriting:** Crafting engaging, brand-appropriate captions for every social media post. This required understanding each client's brand voice and tone, writing captions that were concise yet compelling, incorporating relevant hashtags, and including calls to action where appropriate. I also used AI tools such as Google Gemini and Claude to assist with caption ideation and drafting, which I then refined and personalised for each brand.

**Client Brief Interpretation & Execution:** Receiving creative briefs from the agency founder or directly from clients, interpreting the requirements accurately, and



translating them into creative deliverables. This involved understanding the client’s objectives, target audience, preferred style, and any specific constraints or references provided. Accurate brief interpretation is a critical skill in agency work, and I progressively improved in this area throughout the internship.

**AI Tool Integration in Creative Workflows:** Actively using AI-powered tools as part of the everyday creative process. This included using Midjourney for generating visual concepts and imagery, ElevenLabs for creating AI voiceovers for video content, Google Gemini and Microsoft Copilot for content ideation and research, and Claude for drafting and refining written content. I was responsible for identifying appropriate use cases for each tool and integrating AI-generated outputs into the final creative deliverables.

**Product Photography Assistance:** Participating in product photography and content shooting sessions for clients. This involved assisting with shoot planning, setting up backgrounds and lighting, capturing product images, and basic post-production editing. These shoots were conducted for clients such as Saanjh Ethnic Wear and contributed to the creation of authentic, high-quality visual content for their social media and marketing materials.

**Performance Monitoring & Reporting:** Monitoring the performance of published content across social media platforms, tracking basic engagement metrics such as likes, comments, shares, saves, and reach, and providing observations to the agency founder about what types of content performed best for each client. While formal analytics reporting was handled by the founder, my observations helped inform content strategy adjustments and future planning.

*Figure 3.2 – Creative Workflow Process at Pixel & Co. Studio*

| Week     | Primary Focus Areas                                                                          | Key Deliverables                                       |
|----------|----------------------------------------------------------------------------------------------|--------------------------------------------------------|
| Week 1–2 | Onboarding, understanding agency operations, learning brand guidelines, initial design tasks | Brand study documents, first design drafts             |
| Week 3–4 | Active social media management, content calendar creation, graphic design for clients        | Monthly content calendars, social media posts, stories |
| Week 5–6 | Client project execution, AI tool                                                            | Client campaign creatives, AI-                         |

|          |                                                                  |                                                                             |
|----------|------------------------------------------------------------------|-----------------------------------------------------------------------------|
|          | integration, product photography                                 | assisted content, product photos                                            |
| Week 7–8 | Advanced project work, independent execution, report preparation | Complete campaign deliverables, performance observations, internship report |

*Table 3.1 – Weekly Responsibility Breakdown*

### 3.3 Projects Undertaken

The most substantive and professionally enriching aspect of my internship was the hands-on involvement in real client projects. Over the course of two months, I worked on projects for three primary clients, each representing a different industry and requiring a distinct creative approach. The following sections provide a detailed account of each project — including the client background, project objectives, approach, deliverables, and outcomes.

| Client                | Industry                      | Key Work                                                        | Duration               |
|-----------------------|-------------------------------|-----------------------------------------------------------------|------------------------|
| Lumira Film Studio    | Photography & Film Production | Social media management, brand identity, promotional content    | Full internship period |
| Saanjh Ethnic Wear    | Ethnic Fashion Retail         | Product photography, social media content, festive campaigns    | Week 3 onwards         |
| Lakeview Grand Resort | Hospitality & Leisure         | Brand positioning, social media management, promotional content | Week 4 onwards         |

*Table 3.2 – Client Project Summary*

#### 3.3.1 Project 1: Lumira Film Studio

**Client Background:** Lumira Film Studio is a Indore-based photography and film production studio that specialises in wedding photography, pre-wedding shoots, commercial photography, corporate event coverage, and short film production. The studio is known for its cinematic visual style and has built a reputation in the local

market for delivering high-quality photographic and videographic content. Their Instagram presence (@lumirafilms) serves as both a portfolio showcase and a client acquisition channel.

**Project Objectives:** The primary objectives for the Lumira Film Studio project were to strengthen and professionalise their social media presence, increase brand visibility among their target demographic (couples, families, and corporate clients in Indore), develop a consistent visual identity across all digital platforms, create engaging content that showcased their portfolio and creative capabilities, and ultimately drive more enquiries and bookings through social media channels.

**Approach & Methodology:** The approach began with a thorough study of Lumira's existing brand identity, Instagram feed aesthetic, and target audience. I analysed their existing content, identified gaps and opportunities, and benchmarked their social media presence against competitors in Indore's photography market. Based on this analysis, I developed a content strategy that emphasised showcasing behind-the-scenes footage, cinematic portfolio highlights, client testimonials, and trending Reels formats.

For the visual design, I created a consistent template system using Canva and Adobe Photoshop that incorporated Lumira's brand colours, typography, and logo placement. This template system ensured that every piece of content — whether a static post, a story, or a Reels cover — was immediately recognisable as Lumira's content, contributing to a professional and cohesive feed aesthetic.

I also leveraged AI tools in the content creation process. Midjourney was used to generate conceptual mood boards and visual references for proposed content themes. Google Gemini and Claude assisted in generating caption ideas, hashtag research, and content topic ideation. This AI-assisted workflow significantly accelerated the content creation process while maintaining creative quality.

**Key Deliverables:**

- Monthly content calendars with planned themes, topics, and posting schedules
- Social media post designs (Instagram feed posts, stories, Reels covers) — approximately 25–30 pieces of content over the internship period
- Brand colour palette and typography guidelines for social media consistency
- Caption templates and hashtag sets tailored to Lumira's niche

- Engagement strategy recommendations based on content performance observations

**Outcomes & Contributions:** The Lumira project was one of the most extensive assignments during my internship. The consistent content strategy and professional visual identity contributed to a noticeable improvement in the cohesiveness of their Instagram feed. The agency founder expressed satisfaction with the quality and consistency of the work, and several of the content pieces I designed were published on Lumira’s official social media accounts.

*Figure 3.3 – Lumira Film Studio – Social Media Content Samples*

### 3.3.2 Project 2: Saanjh Ethnic Wear

**Client Background:** Saanjh Ethnic Wear is one of Indore’s well-established ethnic wear retailers, located at 33, Malviya Nagar, MG Road, Vijay Nagar, Indore — 452001. Established in 2009, the store specialises in cotton fabric sarees and a wide range of traditional ethnic wear. The name “Saanjh” — meaning “nine colours” in Hindi — is a culturally evocative and commercially astute choice for a textile brand, immediately conveying richness, variety, and tradition. The store enjoys a strong local reputation, with a 4.8-star rating based on 25 customer reviews, and maintains an active social media presence on Instagram (@saanjhethnic) and other platforms via their Linktree.

**Project Objectives:** The objectives for the Saanjh Ethnic Wear project centred around enhancing their digital brand presence, creating visually appealing product-focused content that could drive both online engagement and physical footfall to the store, developing festive and seasonal campaign creatives to capitalise on peak shopping periods, and establishing a consistent visual identity on social media that reflected the brand’s heritage of quality and tradition.

**Approach & Methodology:** Working on Saanjh Ethnic Wear required a fundamentally different creative approach compared to Lumira. While Lumira’s content was modern, cinematic, and aspirational, Saanjh’s brand identity needed to balance tradition with contemporary appeal. The target audience was primarily women aged 25–55, many of whom were active on Instagram and Facebook, looking for saree inspiration, occasion-specific styling, and deals on ethnic wear.

I developed a content strategy that combined high-quality product photography with engaging lifestyle content. The product photography component was particularly significant for this project — I actively participated in shooting sessions at the store, assisting with setting up saree displays, selecting complementary backgrounds and props, ensuring proper lighting, and capturing images that showcased the fabrics' textures, drapes, and colours. This was one of the most tactile and physically engaging aspects of my entire internship.

For the design work, I created a visual language for Saanjh's social media that incorporated warm, rich colour tones inspired by Indian textiles — deep maroons, golds, emerald greens, and ivory. Each post was designed to feel elegant and culturally rooted while still being modern enough to appeal to a digitally savvy audience. I used Canva for quick-turnaround posts and Adobe Photoshop for more detailed and layered designs.

During the internship period, the Holi festival (March 2026) fell within the timeline, and I designed a Holi-themed campaign for Saanjh that featured special offers, festive styling tips, and vibrant, colour-themed creatives. This campaign was a practical exercise in occasion-based marketing and required me to align the creative execution with both the festive spirit and the commercial objectives of driving in-store sales.

**Key Deliverables:**

- Product photography for sarees and ethnic wear — approximately 40–50 product images captured and edited
- Social media content designs including Instagram posts, stories, and carousel posts — approximately 20–25 pieces
- Holi festival campaign creatives (theme design, offer posts, festive greeting graphics)
- Content calendar with occasion-based planning (Holi, Gudi Padwa, wedding season content)
- Brand colour palette and font guidelines for social media consistency

**Outcomes & Contributions:** The Saanjh Ethnic Wear project was among the most fulfilling assignments during my internship, primarily because of the product photography component, which added a hands-on, real-world dimension to my predominantly digital work. The Holi campaign received positive feedback from both

the client and the agency founder, and the product images I captured were used across Saanjh's social media platforms. This project taught me the importance of understanding a brand's cultural context and customer base when developing creative content.

*Figure 3.4 – Saanjh Ethnic Wear – Campaign Creatives*

### **3.3.3 Project 3: Lakeview Grand Resort**

**Client Background:** Lakeview Grand Resort & Restaurant is a premium hospitality destination located on Ring Road, Scheme 54, Bicholi, Indore. Unlike a conventional hotel, Lakeview Grand positions itself as a lifestyle destination — a place for curated experiences across celebration, wellness, and creativity. The resort offers a comprehensive range of amenities including thoughtfully designed rooms, a swimming pool, in-room dining, high-speed fibre internet, complimentary breakfast, spacious parking, DJ nights, festival celebrations, poolside parties, wellness programmes (yoga, meditation, group workouts), art and craft workshops, and event spaces for weddings and celebrations. The resort is accessible via phone (+91 9630600381) and active on Instagram (@lakeviewgrand) and Facebook.

**Project Objectives:** The primary objectives for Lakeview Grand Resort project were to establish and strengthen the resort's digital brand identity, create aspirational and visually compelling content that communicated the resort's premium positioning and experiential offerings, drive awareness and consideration among potential guests and event organisers in Indore and surrounding areas, and manage the resort's social media presence with consistent, high-quality content.

**Approach & Methodology:** Lakeview Grand Resort required a distinctly aspirational and lifestyle-oriented creative approach. Unlike Lumira (where the content was portfolio-driven) or Saanjh (where it was product-focused), Lakeview Grand's content needed to sell an experience — relaxation, celebration, wellness, and escape. The target audience included young professionals seeking weekend getaways, families looking for staycation options, couples interested in celebration venues, and corporate groups seeking offsite locations.

I developed a content strategy that focused on visual storytelling — showcasing the resort's ambiance, amenities, and experiences through carefully designed imagery and copy. This involved creating aspirational posts featuring the pool area, room interiors,

dining setups, and event spaces. I used Midjourney to generate conceptual images for proposed content themes (such as “sunset poolside evenings” and “wellness retreat mornings”), which served as visual direction references for the final content.

The content mix included promotional posts for the resort’s event offerings (wedding venue packages, corporate event spaces), wellness-themed content (highlighting the yoga and meditation programmes), food and dining content, and engagement-driven posts such as “weekend getaway” suggestions and seasonal specials. I also created stories highlighting guest amenities like the swimming pool, private pick-up services, and complimentary breakfast.

**Key Deliverables:**

- Social media content designs including Instagram posts, stories, and Reels covers — approximately 15–20 pieces
- Brand positioning and visual identity guidelines for social media
- Content calendar with thematic weeks (wellness week, celebration specials, weekend escape content)
- Promotional creatives for event hosting and wedding venue packages
- AI-generated conceptual visuals used as creative direction references (Midjourney)
- Caption templates and hashtag strategy for hospitality content

**Outcomes & Contributions:** Lakeview Grand Resort project expanded my creative versatility significantly. Working in the hospitality sector required a very different tone, visual language, and content strategy compared to the photography and fashion retail clients. I learned to create aspirational content that sells experiences rather than products, which is a distinct and valuable skill in the marketing profession. The content I produced was reviewed positively by the agency founder, and several pieces were published on the resort’s official social media channels.

*Figure 3.5 – Lakeview Grand Resort – Brand Communication Materials*

### **3.4 Challenges Faced & Solutions**

No professional experience is complete without challenges, and my internship at Pixel & Co. was no exception. Encountering and overcoming these challenges was, in many

ways, as valuable as the creative work itself. The following are the key challenges I faced and the solutions I developed or adopted to address them:

### **1. Adapting to Multiple Brand Voices Simultaneously:**

**Challenge:** Working on three different client accounts required me to constantly switch between very different brand identities, tones, and visual styles. Lumira required a modern, cinematic aesthetic; Saanjh demanded a traditional, warm, culturally rooted tone; and Lakeview Grand needed an aspirational, lifestyle-oriented voice. Initially, I found this mental switching challenging, and there were instances where elements of one brand's style inadvertently crept into another's work.

**Solution:** I developed a brand study document for each client that summarised their brand colours, fonts, tone of voice, target audience, and content themes. I would review this document before starting work on each client's content, which helped me mentally "reset" and align with the correct brand identity. Over time, this switching became more intuitive and natural.

### **2. Learning New Tools Under Time Pressure:**

**Challenge:** While I had basic familiarity with Canva before the internship, tools like Adobe Photoshop, Midjourney, and ElevenLabs were relatively new to me. Learning to use these tools effectively while simultaneously producing client deliverables under deadlines was a significant challenge.

**Solution:** I adopted a "learning by doing" approach, using each real project as an opportunity to learn a new feature or technique. I also invested personal time outside working hours to watch tutorials and experiment with the tools. The AI tools, in particular, had a relatively gentle learning curve, and I was able to become productive with them quite quickly.

### **3. Managing Multiple Deadlines:**

**Challenge:** With three active client accounts and additional ad-hoc tasks, managing multiple deadlines simultaneously was a recurring challenge. There were weeks when content calendars for all three clients needed to be delivered within the same timeframe, requiring careful prioritisation.

**Solution:** I developed a personal task management system using a simple spreadsheet tracker where I listed all pending deliverables, their deadlines, and their priority



levels. I would review this tracker at the start of each day and plan my work accordingly. I also communicated proactively with the agency founder about my capacity, which helped in managing expectations and redistributing tasks when necessary.

#### **4. Ensuring Originality While Using AI Tools:**

**Challenge:** While AI tools like Midjourney and Google Gemini significantly accelerated the creative process, there was an inherent challenge in ensuring that the final output maintained originality and a human creative touch. Using AI-generated images or text directly, without customisation, risked producing generic or inauthentic content.

**Solution:** I adopted a philosophy of using AI as a “starting point, not an endpoint.” Every AI-generated output — whether an image, a caption draft, or a design concept — was treated as a rough reference that I then refined, customised, and personalised to align with the specific client’s brand identity and creative requirements. This approach ensured that AI enhanced my creativity without replacing it.

#### **5. Communicating Design Choices Professionally:**

**Challenge:** In the early weeks of the internship, I sometimes struggled to articulate the reasoning behind my design decisions during feedback sessions. When the agency founder asked why I had chosen a particular colour, layout, or visual element, I would sometimes be unable to provide a clear, strategic justification.

**Solution:** I began preparing brief rationales for my design choices before presenting them. For each major deliverable, I would mentally rehearse explanations for key creative decisions — why a particular colour palette was chosen, how the layout guided the viewer’s eye, or why a specific image was used. This practice not only improved my presentation skills but also forced me to be more intentional and strategic in my design process.

**Chapter Summary:** *This chapter provided a detailed account of the department and job role during the internship, the key responsibilities undertaken across seven major areas, the three significant client projects (Lumira Film Studio, Saanjh Ethnic Wear, and Lakeview Grand Resort), and the five key challenges faced along with the*

*solutions developed. The following chapter will explore the departmental insights gained in the areas of marketing and digital strategy.*

## CHAPTER 4

### Departmental Insights – Marketing & Digital

This chapter provides a deeper analytical perspective on the marketing and digital strategy functions observed and practised during the internship at Pixel & Co. Studio. While Chapter 3 detailed the specific projects and responsibilities, this chapter focuses on the strategic frameworks, marketing principles, and digital practices that underpin the agency's work. As a creative agency, Pixel & Co.'s operations are fundamentally rooted in marketing — every design decision, content strategy, and creative brief is ultimately driven by marketing objectives.

#### 4.1 Social Media Marketing Strategy

Social media marketing formed the backbone of Pixel & Co.'s service offering and, consequently, the core of my internship experience. The agency's approach to social media was not ad-hoc or post-by-post; it was strategic, planned, and data-informed. Understanding this strategic layer beneath the creative execution was one of the most important insights I gained during the internship.

##### 4.1.1 Content Calendar as a Strategic Tool

At Pixel & Co., the content calendar was treated not merely as a scheduling tool but as a strategic document that aligned creative output with business objectives. Each monthly content calendar I developed was structured around several layers of planning:

**Brand Pillars:** Each client's content was organised around three to four core brand pillars — recurring themes that reflected the brand's identity and resonated with its target audience. For example, Lumira's pillars included "Portfolio Showcase," "Behind the Scenes," and "Client Testimonials," while Saanjh's pillars included "Product Showcase," "Styling Inspiration," and "Festive Collection."

**Content Mix Ratio:** The calendar maintained a deliberate ratio of content types — typically following an approximate 40:30:20:10 split between value/educational content, promotional content, engagement/interactive content, and brand-building/storytelling content. This mix ensured that the feed never felt overly promotional or overly casual.

**Occasion Mapping:** All relevant dates — national holidays, festivals (Holi, Gudi Padwa, Navratri), trending observance days (World Photography Day, Women’s Day), and local events — were mapped onto the calendar in advance, with tailored content planned for each occasion.

**Platform Adaptation:** While the content themes remained consistent, the execution was adapted for each platform. Instagram posts were designed with square or portrait orientations and included hashtag strategies, stories were designed in vertical format with interactive elements (polls, questions, countdowns), and Facebook posts were optimised for wider reach with different caption styles and link placements.

*Figure 4.1 – Content Calendar Framework Used for Client Accounts*

#### **4.1.2 Platform-Specific Strategies**

A critical lesson I learned during the internship was that effective social media marketing requires platform-specific strategies rather than a one-size-fits-all approach. Each social media platform has its own algorithm, user behaviour patterns, content formats, and best practices, and successful marketing requires tailoring both content and strategy to each platform’s unique characteristics.

**Instagram:** Instagram was the primary platform for all three clients. The strategy focused on visual quality, feed aesthetics, and Reels engagement. Given that India has approximately 517.6 million Instagram users and Reels achieve engagement rates of 4.5 per cent or higher, the content strategy increasingly prioritised short-form video content. For each client, I ensured that the Instagram feed maintained a cohesive colour palette and visual rhythm, that stories were used for time-sensitive content and audience interaction, and that Reels were used for maximum organic reach.

**Facebook:** While Instagram was the primary focus, Facebook served as an important supplementary platform, particularly for reaching older demographics and driving local business visibility. Facebook content was adapted from Instagram but with

platform-specific optimisations — including longer captions, link-sharing capabilities, and event promotion features. For Lakeview Grand Resort, Facebook’s event creation and review features were particularly valuable.

## **4.2 Content Marketing & Brand Communication**

Content marketing at Pixel & Co. went beyond simply creating attractive visuals. It involved a thoughtful process of understanding a brand’s story, translating that story into compelling content, and delivering it to the right audience in the right format at the right time. This section explores the content marketing principles and brand communication strategies I observed and practised.

### **4.2.1 Brand Voice Development**

One of the foundational steps in content marketing is establishing a brand voice — the consistent personality and tone through which a brand communicates with its audience. At Pixel & Co., significant attention was paid to defining and maintaining distinct brand voices for each client. Lumira’s voice was confident, creative, and aspirational — using language that evoked cinematic quality and artistic vision. Saanjh’s voice was warm, traditional, and inviting — language that celebrated Indian heritage, femininity, and craftsmanship. Lakeview Grand’s voice was sophisticated, relaxing, and experiential — language that painted pictures of leisure, wellness, and memorable experiences.

Maintaining these distinct voices across dozens of content pieces required discipline and intentionality. I found it helpful to create a short “brand voice cheat sheet” for each client — a single page listing approved adjectives, sample caption styles, words to use and avoid, and reference examples. This practice not only improved the consistency of my work but also became a tool that the agency could use with future interns and team members.

### **4.2.2 Visual Storytelling**

Visual storytelling was at the heart of the content strategy at Pixel & Co.. In an era where the average social media user scrolls through thousands of posts daily, the ability to tell a story through a single image or a short video sequence is a critical

marketing skill. During the internship, I learned several principles of visual storytelling that informed my design work:

- Every visual should have a clear focal point that immediately captures attention within the first 1–2 seconds of viewing.
- Colour psychology plays a significant role in brand perception — warm tones (gold, maroon) evoke tradition and luxury (Saanjh), while cooler, muted tones evoke sophistication and calm (Lakeview Grand).
- Consistency in visual elements (colour palette, typography, logo placement) builds brand recognition over time — a viewer should be able to identify the brand even before reading the caption.
- Negative space and clean layouts communicate professionalism and premium quality, while cluttered designs can diminish perceived brand value.
- The combination of text and imagery should be complementary, not redundant — the caption should add information or context that the image alone does not convey.

#### **4.2.3 Product Strategy & Positioning**

Working with three different clients across three different industries gave me practical exposure to the fundamentals of product strategy and brand positioning. Each client occupied a distinct position in its respective market, and the content strategy needed to reinforce and strengthen that positioning.

Lumira Film Studio was positioned as a premium, cinematic photography studio — differentiating itself from the numerous lower-cost photography options in Indore through quality, style, and artistic vision. The content strategy reinforced this positioning by showcasing only the highest-quality work, using professional-grade design templates, and employing a confident, aspirational brand voice.

Saanjh Ethnic Wear was positioned as an affordable yet high-quality ethnic wear destination with deep roots in traditional Indian textile culture. The positioning balanced heritage and accessibility — the content needed to feel premium enough to attract discerning buyers while remaining approachable enough to welcome everyday shoppers.

Lakeview Grand Resort was positioned as a premium lifestyle and wellness destination — not just a hotel or restaurant, but an experience. The content strategy was designed to communicate aspiration, relaxation, and exclusivity, targeting an audience that valued curated experiences over basic accommodation.

### 4.3 AI-Powered Marketing Tools & Workflows

Perhaps the most forward-looking and professionally differentiating aspect of my internship at Pixel & Co. was the extensive use of artificial intelligence tools in everyday creative and marketing workflows. This section provides a detailed account of the AI tools used, their specific applications, and the impact they had on productivity and creative output.

#### 4.3.1 Overview of AI Tools Used

The following table provides a comprehensive summary of the AI tools used during the internship and their specific applications within the creative workflow:

| AI Tool            | Primary Function                | Specific Applications at Pixel & Co.                                                                      |
|--------------------|---------------------------------|-----------------------------------------------------------------------------------------------------------|
| Midjourney         | AI Image Generation             | Conceptual mood boards, visual direction references, creative concept imagery for client presentations    |
| Google Gemini      | AI Assistant / Content Ideation | Caption ideation, hashtag research, content topic brainstorming, trend analysis, client industry research |
| Claude (Anthropic) | AI Writing & Research           | Long-form content drafting, research summaries, creative brief elaboration, copywriting refinement        |
| Microsoft Copilot  | AI Productivity Assistant       | Content ideation, quick research queries, alternative caption generation, competitive analysis summaries  |
| ElevenLabs         | AI Voice Generation             | Creating professional voiceovers for video content, narration for Reels and promotional videos            |
| Canva AI           | AI-Assisted Design              | Background removal, Magic Resize for multi-platform adaptation, AI text-to-image within                   |

|                      |                        |                                                                                                        |
|----------------------|------------------------|--------------------------------------------------------------------------------------------------------|
|                      |                        | Canva for design elements                                                                              |
| Adobe Photoshop (AI) | Advanced Image Editing | Generative fill, content-aware removal, background replacement, advanced retouching with AI assistance |

*Table 4.1 – AI Tools Used & Their Applications*

#### 4.3.2 AI Integration in the Creative Workflow

At Pixel & Co., AI was not used as a replacement for human creativity but as an amplifier of it. The agency had developed an informal but effective framework for integrating AI tools at various stages of the creative process:

*Figure 4.2 – AI Tool Integration in Creative Workflow*

**Research & Ideation Stage:** AI tools (primarily Gemini, Claude, and Copilot) were used to research industry trends, generate content ideas, brainstorm campaign concepts, and explore what competitors were doing. This stage typically involved feeding the AI a client brief and asking it to suggest content themes, caption angles, or visual concepts. The AI output served as a starting point that was then refined and filtered through human creative judgement.

**Content Creation Stage:** During actual content production, Midjourney was used for generating visual concepts and reference imagery, ElevenLabs for creating voiceovers, and Canva AI and Adobe Photoshop’s AI features for tasks like background removal, resizing, and generative fill. These tools reduced the time spent on repetitive technical tasks — for instance, background removal that might take 15–20 minutes manually could be done in seconds with AI, and voiceover production that would require hiring a voice artist could be done instantly with ElevenLabs.

**Refinement & Customisation Stage:** This was the critical stage where human creativity asserted itself. Every AI-generated output was reviewed, refined, and customised by the human team. AI-generated captions were rewritten to match the brand voice. AI-generated images were used as references, not final outputs. AI voiceovers were adjusted for pace, tone, and emphasis. The principle was always: AI provides the first draft, humans deliver the final product.



**Quality Control & Publishing:** Final deliverables went through a quality check by the agency founder before publishing. This review ensured that the content met professional standards, aligned with the client's brand guidelines, and did not contain any artefacts or inconsistencies common in AI-generated content.

#### **4.3.3 Impact of AI on Productivity**

The integration of AI tools had a measurable impact on the agency's productivity during my internship. Based on my personal observations, the following productivity gains were evident:

- Content ideation time was reduced by approximately 40–50 per cent, as AI tools could generate dozens of content ideas in minutes that would otherwise require hours of brainstorming.
- Background removal and image editing time was reduced by 60–70 per cent through AI-powered tools in Photoshop and Canva.
- Caption writing time was reduced by approximately 30–40 per cent, as AI-generated first drafts provided a strong starting point that required only refinement rather than creation from scratch.
- Voiceover production time was reduced from hours (including hiring, briefing, and recording with a human voice artist) to minutes with ElevenLabs.
- Research and competitive analysis time was reduced by approximately 50 per cent through the use of Gemini, Claude, and Copilot for quick industry insights and trend summaries.

These productivity gains are consistent with global industry data. According to research, video editing time can be reduced by up to 50 per cent with AI tools, 3D asset rendering has decreased by 70 per cent with AI denoising, and stock asset search time has decreased by 60 per cent with AI-powered search tools. At Pixel & Co., these gains translated directly into the ability to serve more clients, produce more content, and maintain higher quality standards — all without significantly increasing the team size.

## 4.4 Client Branding & Visual Identity

Branding and visual identity development is one of the most important and intellectually stimulating aspects of creative agency work. During the internship, I gained significant insights into how brands are built, communicated, and maintained through consistent visual and verbal identity systems.

### 4.4.1 Elements of Visual Identity

For each client, the visual identity system comprised several interconnected elements that worked together to create a recognisable and consistent brand presence:

**Colour Palette:** Each client had a defined primary and secondary colour palette. Lumira used dark, cinematic tones (black, deep blue, gold accents). Saanjh used warm, rich Indian colours (maroon, gold, emerald, ivory). Lakeview Grand used natural, calming tones (forest green, cream, soft blue). These palettes were consistently applied across all visual content.

**Typography:** Specific fonts were designated for headings, body text, and accent text for each client. The typography choices reflected each brand's personality — modern sans-serif fonts for Lumira, elegant serif fonts for Saanjh, and clean, minimalist fonts for Lakeview Grand.

**Logo Usage:** Clear guidelines were established for logo placement, sizing, and clear space across different content formats. The logo served as the visual anchor that tied all content back to the brand.

**Photography Style:** Each client had a defined photographic style — ranging from high-contrast cinematic imagery for Lumira to warm, naturally lit product photography for Saanjh and aspirational lifestyle photography for Lakeview Grand.

**Design Templates:** I created reusable template systems for each client that maintained visual consistency across posts while allowing for variety in content. These templates included layouts for quotes, product features, announcements, testimonials, and general engagement posts.

*Figure 4.3 – Platform-wise Content Distribution Strategy*

#### 4.4.2 The AIDA Model in Practice

One of the most practical marketing frameworks I applied during the internship was the AIDA model (Attention, Interest, Desire, Action). Almost every piece of content I created at Pixel & Co. could be analysed through the AIDA lens:

**Attention:** The visual design and thumbnail were crafted to stop the scroll — using bold colours, striking imagery, or provocative text overlays that caught the eye within the first 1–2 seconds.

**Interest:** The opening line of the caption or the first few seconds of a video were designed to spark curiosity or provide value that encouraged the viewer to keep reading or watching.

**Desire:** The core content created desire — whether through aspirational imagery (Lakeview Grand’s poolside shots), product beauty (Saanjh’s saree closeups), or portfolio quality (Lumira’s cinematic shots).

**Action:** Every post concluded with a clear call to action — “Book now,” “Visit our store,” “DM for enquiries,” “Save this for later,” or “Tag someone who needs to see this.”

| Platform  | Primary Content Formats               | Key Strategy Focus                                                  | Primary Audience                       |
|-----------|---------------------------------------|---------------------------------------------------------------------|----------------------------------------|
| Instagram | Reels, Carousels, Stories, Feed Posts | Visual quality, Reels engagement, feed aesthetics, hashtag strategy | 18–34 age group, visually-driven users |
| Facebook  | Image Posts, Event Pages, Reviews     | Local reach, event promotion, community engagement, link sharing    | 25–45 age group, local community       |
| WhatsApp  | Direct messages, Broadcast lists      | Direct communication, offer announcements, client coordination      | Existing customers, repeat buyers      |

*Table 4.2 – Social Media Platform Strategy Comparison*

**Chapter Summary:** *This chapter provided an in-depth exploration of the marketing and digital strategy functions observed and practised during the internship. It covered social media marketing strategy (including content calendars and platform-specific approaches), content marketing and brand communication principles, the comprehensive use of AI-powered tools in creative workflows, and client branding and visual identity development. The following chapter will focus on the personal learning and reflections from the internship experience.*

## CHAPTER 5

### Learning & Reflections

The two-month internship at Pixel & Co. Studio was, above all, a period of intense and multifaceted learning. Beyond the tangible deliverables and project work described in the preceding chapters, the internship profoundly shaped my professional capabilities, self-awareness, and career perspective. This chapter reflects on the skills developed, the management theories observed in practice, and the organisational culture experienced during the internship.

#### 5.1 Skills Developed

The internship facilitated the development of a wide range of both technical and soft skills. What made this learning particularly valuable was that these skills were not acquired through theoretical instruction but through practical application in a real professional environment with real stakes — client expectations, deadlines, and quality standards.

*Figure 5.1 – Skills Development Map – Technical & Soft Skills*

##### 5.1.1 Technical Skills

**Graphic Design Proficiency:** Before the internship, I had basic familiarity with Canva for simple social media designs. Over the two months, I significantly deepened my proficiency in both Canva and Adobe Photoshop, learning advanced techniques such as layer manipulation, masking, colour correction, typography pairing, and template system design. I became comfortable working with multiple design software simultaneously and learned to choose the right tool for each task — Canva for quick-turnaround social media content and Photoshop for more complex, layered designs.

**AI Tool Literacy:** Perhaps the most distinctive technical skill I developed was proficiency in a range of AI tools. I gained hands-on experience with Midjourney (text-to-image generation), ElevenLabs (AI voice synthesis), Google Gemini (content

ideation and research), Claude (writing and research), and Microsoft Copilot (general productivity). More importantly, I learned how to effectively integrate these tools into a professional creative workflow — knowing when to use AI, when not to, and how to refine AI outputs to meet professional standards. According to global industry data, 86 per cent of creators now use generative AI tools, and 30 per cent of Gen Z creatives prefer AI tools over traditional manual software. Being among the early adopters of AI-integrated creative workflows positions me well for the evolving demands of the creative industry.

**Social Media Management:** I developed end-to-end social media management skills, including content calendar creation, platform-specific content design, caption writing, hashtag strategy, posting scheduling, and basic performance monitoring. These are immediately applicable and highly marketable skills in the current job market.

**Product Photography:** The internship introduced me to the fundamentals of product photography — including composition, lighting, background selection, prop styling, and post-production editing. While I did not become a professional photographer in two months, I developed a foundational understanding that complements my digital design skills and makes me more versatile in content creation roles.

**Content Writing & Copywriting:** Crafting captions, brand descriptions, and marketing copy for three different clients significantly improved my writing skills. I learned to adapt my writing tone to match different brand voices, write concisely within character limits, create compelling calls to action, and incorporate SEO-friendly hashtags naturally into the content.

### **5.1.2 Soft Skills**

**Time Management & Prioritisation:** Managing multiple client accounts with overlapping deadlines forced me to develop strong time management habits. I learned to prioritise tasks based on urgency and importance, allocate focused time blocks for different clients, and communicate proactively about capacity constraints. These skills are universally valuable across any professional career.

**Professional Communication:** The internship greatly improved my ability to communicate in a professional context. This included interpreting creative briefs accurately, presenting design choices with clear rationale, incorporating feedback

constructively, and maintaining professional correspondence. The ability to articulate creative decisions clearly and confidently is a skill that distinguishes effective creative professionals from those who can design well but struggle to explain their work.

**Adaptability & Learning Agility:** Being placed in a fast-paced agency environment where I was expected to learn new tools, adapt to different brand requirements, and take on diverse responsibilities simultaneously developed my adaptability and learning agility. I became comfortable with ambiguity and change, learning to approach unfamiliar tasks with confidence rather than anxiety.

**Creative Problem-Solving:** When faced with challenges — such as creating aspirational content for a resort I had not personally visited, or designing for a traditional saree brand as a young digital-native designer — I learned to approach problems creatively, drawing on research, reference materials, AI tools, and the guidance of my mentor to find effective solutions.

**Client Orientation:** Working on real client projects taught me the importance of client-centricity in all creative work. Every design decision, caption choice, and strategic recommendation had to be evaluated not against my personal aesthetic preferences but against the client's brand identity, target audience, and business objectives. This shift from self-expression to strategic, client-oriented creativity is a fundamental professional development milestone.

## 5.2 Management Theories at Work

One of the most intellectually rewarding aspects of the internship was recognising how the management theories and frameworks studied in the BMS classroom manifested in the real-world operations of a creative agency. This section draws explicit connections between academic concepts and practical observations.

*Figure 5.2 – Kolb's Experiential Learning Cycle Applied to Internship*

### 5.2.1 Kolb's Experiential Learning Theory

David Kolb's Experiential Learning Theory (1984) posits that learning is a cyclical process comprising four stages: Concrete Experience, Reflective Observation, Abstract Conceptualisation, and Active Experimentation. My internship at Pixel & Co. was a living embodiment of this cycle.

At the Concrete Experience stage, I was immersed in hands-on creative work — designing content, managing social media accounts, and using AI tools on live client projects. During Reflective Observation, I reviewed my work, received feedback from the agency founder, and observed how experienced professionals approached similar tasks differently. In the Abstract Conceptualisation phase, I drew connections between my practical experiences and the theories I had studied — understanding, for example, why a particular content strategy worked by linking it to the AIDA model or how the agency’s flat structure related to organisational behaviour theories. Finally, in Active Experimentation, I applied these reflections and insights to improve my subsequent work — trying new design approaches, refining my workflow, and testing different content strategies.

This cyclical learning process was not a one-time occurrence but repeated continuously throughout the internship. Each new project, each round of feedback, and each new tool learned initiated a fresh cycle of experience, reflection, conceptualisation, and experimentation. This alignment with Kolb’s theory confirms that experiential internships are among the most effective pedagogical approaches for professional skill development.

### **5.2.2 The 7Ps of the Marketing Mix**

The extended Marketing Mix framework (7Ps: Product, Price, Place, Promotion, People, Process, Physical Evidence) provided a useful lens for understanding Pixel & Co.’s operations and the marketing strategies I helped develop for clients.

**Product:** Pixel & Co.’s “product” is creative service delivery — designs, content, strategies, and brand communication materials. The quality, originality, and effectiveness of these deliverables are the agency’s core product. For clients, the “product” being marketed through social media varied — Lumira sold creative photography services, Saanjh sold sarees, and Lakeview Grand sold hospitality experiences.

**Price:** As a boutique agency, Pixel & Co.’s pricing strategy is positioned to be accessible to small and medium businesses while reflecting the quality of service provided. This competitive pricing is a key factor in winning and retaining clients in a market where cost sensitivity is high.



**Place:** In the digital age, “place” extends beyond physical locations to digital platforms. The social media platforms (Instagram, Facebook) where client content was published served as the primary “marketplace” for reaching and engaging target audiences.

**Promotion:** The content I created — social media posts, stories, campaigns — was itself the promotional vehicle for clients’ products and services. Understanding that every piece of content is an act of promotion helped me approach design work with strategic intent rather than purely artistic motivation.

**People:** The people element was critical at Pixel & Co.. The founder’s personal involvement in client relationships, the team’s creative capabilities, and my own contribution as an intern all directly impacted the quality and consistency of the agency’s output.

**Process:** The agency’s creative workflow — from briefing to ideation, production, review, and delivery — was a structured process that ensured consistent quality across all deliverables. The integration of AI tools into this process was a significant process innovation.

**Physical Evidence:** In a service industry, physical evidence includes the tangible outputs and touchpoints that demonstrate quality. For Pixel & Co., this included the portfolio of published work on clients’ social media feeds, the agency’s own website (pixelandco.studio), and the professional quality of communication materials.

### **5.2.3 Maslow’s Hierarchy of Needs in the Workplace**

Abraham Maslow’s Hierarchy of Needs, when applied to the workplace context, provides an interesting framework for understanding my own motivation and professional growth during the internship. At the most basic level, the internship provided a structured work environment (safety and security needs). The collaborative team culture at Pixel & Co. fulfilled belongingness and social needs. Receiving positive feedback from the founder and seeing my work published on client accounts addressed esteem needs. And the opportunity to learn, grow, and develop my creative potential aligned with self-actualisation — the highest level of the hierarchy.

Interestingly, the flat organisational structure at Pixel & Co. and the founder’s approach to mentorship created an environment that addressed multiple levels of the

hierarchy simultaneously. I felt safe to make mistakes and learn, included in the team's creative process, recognised for good work, and empowered to take initiative and grow. This holistic approach to intern welfare is something I believe contributed significantly to the quality and depth of my learning.

*Figure 5.3 – AIDA Model Application in Client Campaign Design*

#### 5.2.4 Henri Fayol's Principles of Management

Several of Henri Fayol's 14 Principles of Management were observable in the operations of Pixel & Co. Studio, even though the agency is a small, informal organisation. The principle of Division of Work was evident in how tasks were allocated based on individual strengths and skills. Unity of Direction was maintained through the founder's overarching creative vision that guided all projects. The principle of Initiative was strongly encouraged — I was actively encouraged to propose ideas, try new approaches, and take ownership of tasks. Esprit de Corps was evident in the collaborative, supportive team culture that made the internship experience positive and productive.

| Management Theory            | Key Concept                                                  | Application During Internship                                                                      |
|------------------------------|--------------------------------------------------------------|----------------------------------------------------------------------------------------------------|
| Kolb's Experiential Learning | Learning through experience, reflection, and experimentation | Continuous cycle of doing, reflecting on feedback, conceptualising improvements, and applying them |
| 7Ps Marketing Mix            | Comprehensive marketing framework                            | Applied to understand Pixel & Co.'s service delivery and client marketing strategies               |
| AIDA Model                   | Attention, Interest, Desire, Action                          | Every content piece designed to capture attention, build interest, create desire, and drive action |
| Maslow's Hierarchy           | Motivation through needs fulfilment                          | The internship environment addressed safety, belonging, esteem, and self-actualisation needs       |
| SWOT Analysis                | Strategic position assessment                                | Applied to evaluate Pixel & Co.'s competitive position (Chapter 2)                                 |
| Porter's Five Forces         | Industry competitive                                         | Applied to analyse the creative agency                                                             |

|                    |                       |                                                                                  |
|--------------------|-----------------------|----------------------------------------------------------------------------------|
|                    | analysis              | industry dynamics (Chapter 2)                                                    |
| Fayol's Principles | Management principles | Observed in agency's division of work, initiative encouragement, and team spirit |

*Table 5.1 – Management Theories & Practical Applications*

## 5.3 Interdepartmental Interactions & Organisational Culture

Although Pixel & Co. Studio is a small organisation without formal departments in the traditional sense, the internship provided valuable insights into how different functional areas interact within a creative business. The agency's operations can be broadly categorised into creative production, client servicing, business development, and administration. During my internship, I interacted with all these functions, albeit within a compact, informal structure.

### 5.3.1 Organisational Culture at Pixel & Co.

The organisational culture at Pixel & Co. can be described as creative, collaborative, flat, and learning-oriented. Several cultural attributes stood out during my internship:

**Open Communication:** The absence of hierarchical barriers meant that ideas, feedback, and suggestions flowed freely between the founder and team members. I could ask questions, propose ideas, and seek clarification without navigating layers of management.

**Creative Freedom Within Structure:** While the agency maintained structured workflows and brand guidelines, there was significant room for individual creative expression. I was encouraged to bring my own design sensibilities and ideas to each project, within the framework of the client's brand identity and the agency's quality standards.

**Learning Culture:** The agency actively invested in learning and development, even for interns. Ms. Kapoor regularly shared industry articles, creative references, and AI tool updates with the team. The integration of AI tools itself was a manifestation of the agency's commitment to staying at the forefront of industry innovation.

**Client-Centric Ethos:** Every decision at Pixel & Co. was ultimately evaluated against a single question: “Does this serve the client well?” This client-centric orientation was not just a business strategy but a genuine cultural value that permeated all aspects of the agency’s operations.

**Agility and Adaptability:** The small team size and flat structure enabled the agency to adapt quickly to changing requirements, feedback, and market conditions. If a client needed a last-minute change or a new content piece urgently, the team could mobilise quickly without the delays inherent in larger, more bureaucratic organisations.

The organisational culture at Pixel & Co., despite the agency’s small size, was remarkably conducive to learning and professional growth. It demonstrated that meaningful internship experiences do not require large corporate environments — in fact, the intimacy and directness of a small agency can offer learning opportunities that are difficult to replicate in larger organisations.

***Chapter Summary:** This chapter reflected on the comprehensive skills developed during the internship (both technical and soft), the management theories observed in practice (Kolb’s Learning Theory, 7Ps Marketing Mix, AIDA Model, Maslow’s Hierarchy, Fayol’s Principles, SWOT Analysis, and Porter’s Five Forces), and the organisational culture experienced at Pixel & Co.. The following chapter will conclude the report with an overall assessment, key takeaways, and recommendations.*

## CHAPTER 6

### Conclusion & Recommendations

#### 6.1 Overall Internship Experience

The two-month internship at Pixel & Co. Studio, Indore, from 15th February to 15th April 2026, has been one of the most formative and professionally significant experiences of my academic journey at Northgate University. What began as a mandatory component of the BMS programme evolved into a genuinely transformative experience that reshaped my understanding of the creative industry, deepened my professional capabilities, and clarified my career aspirations.

Looking back at the experience, several aspects stand out as particularly impactful. The opportunity to work on real client projects from day one — not as a silent observer but as an active contributor with genuine responsibility — was the single most valuable aspect of the internship. This immediate immersion into professional work created a sense of accountability and purpose that drove my learning at a pace that no classroom setting could replicate.

The diversity of the work was equally significant. Working across three different industries (photography/film, fashion retail, and hospitality), using a wide range of tools (from traditional design software to cutting-edge AI platforms), and engaging in multiple professional functions (design, content strategy, social media management, photography, and copywriting) gave me a breadth of experience that far exceeded my initial expectations for a two-month internship.

The mentorship provided by Ms. Neha Kapoor was another cornerstone of the experience. Having direct access to an experienced creative entrepreneur who was willing to share her knowledge, provide detailed feedback, and allow me to take ownership of meaningful work was invaluable. The flat organisational structure at Pixel & Co. ensured that this mentorship was not diluted through layers of hierarchy but was direct, personal, and continuous.

Perhaps most importantly, this internship gave me confidence. Confidence in my creative abilities, confidence in my capacity to learn new tools and adapt to new challenges, confidence in my professional communication skills, and confidence in my readiness to enter the working world. This is something that cannot be quantified on a resume but makes a profound difference in how one approaches the transition from student to professional.

## 6.2 Key Takeaways & Career Relevance

The following key takeaways encapsulate the most important lessons and insights from the internship, each of which has direct relevance to my future career:

**1. AI Literacy is a Career Differentiator:** The ability to effectively use AI tools in creative workflows is no longer a nice-to-have but a must-have skill. With 86 per cent of creators globally now using AI tools, and 78 per cent of Indian businesses using AI for marketing, professionals who can seamlessly integrate AI into their work will have a significant competitive advantage. This internship gave me that advantage.

**2. Creativity and Strategy Must Co-exist:** Good design is not enough — it must be informed by strategy. Every visual, caption, and content piece must serve a marketing objective and speak to a defined audience. The internship taught me to think strategically about every creative decision, which is the hallmark of a professional creative as opposed to a hobbyist.

**3. Client-Centricity is Paramount:** In the agency world, the client's needs always come first. Personal aesthetic preferences must yield to brand guidelines, target audience preferences, and business objectives. This lesson in professional humility and client orientation is one I will carry throughout my career.

**4. Adaptability is the Most Valuable Soft Skill:** The ability to learn quickly, switch between different tasks and brand identities, and maintain quality under pressure was tested daily during the internship. In a rapidly changing industry where new tools, platforms, and trends emerge constantly, adaptability is perhaps the single most valuable professional attribute.

**5. Small Agencies Offer Big Learning:** Contrary to the assumption that meaningful professional exposure requires a large corporate environment, my experience at Pixel & Co. demonstrated that a well-run boutique agency can offer an exceptionally rich

learning experience. The proximity to decision-making, the breadth of responsibilities, and the personal mentorship available in a small agency are often superior to what larger organisations can provide to interns.

**6. The Creative Industry is Being Reshaped by Technology:** The pace of technological change in the creative industry is staggering. AI tools that were experimental two years ago are now mainstream production tools. Understanding this trajectory and positioning oneself at the intersection of creativity and technology is essential for long-term career relevance.

**7. Professional Skills are Built Through Practice, Not Theory:** While the BMS curriculum provided the theoretical foundation, it was the hands-on practice during the internship that transformed that knowledge into actionable professional skills. This reinforces the importance of experiential learning as an integral component of management education.

### **6.3 Recommendations for Pixel & Co. Studio**

Based on my two months of observation and work at Pixel & Co. Studio, I would respectfully offer the following recommendations that could further strengthen the agency's operations and competitive position:

**1. Structured Internship Programme:** While my internship experience was excellent, formalising the internship programme with a structured onboarding process, defined learning objectives, and a mid-internship review would ensure consistently high-quality experiences for future interns and maximise the value they bring to the agency.

**2. Portfolio Documentation:** The agency's impressive work across diverse clients deserves better documentation and showcase. Developing a formal portfolio section on the website (pixelandco.studio) with detailed case studies would strengthen the agency's credibility, assist in new client acquisition, and serve as a reference for future creative work.

**3. Client Analytics & Reporting:** Implementing a more formalised system for tracking and reporting social media performance metrics to clients — such as monthly performance reports with key metrics, insights, and recommendations — would add value to the client relationship and demonstrate the ROI of the agency's work.

**4. AI Workflow Documentation:** Pixel & Co.'s early adoption of AI tools is a significant competitive advantage. Documenting the AI-integrated workflows, best practices, and use cases would help in training new team members, onboarding interns, and potentially positioning the agency as a thought leader in AI-powered creative work.

**5. Geographic Expansion:** Given the growing demand for digital marketing services in Tier 2 and Tier 3 cities across India, Pixel & Co. could explore expanding its client base beyond Indore through digital outreach, referral programmes, and remote service delivery.

**6. Content Marketing for the Agency Itself:** Pixel & Co. could benefit from applying its own creative expertise to building its own brand presence — sharing behind-the-scenes content, industry insights, and case studies on the agency's own social media channels to attract both clients and talent.

In conclusion, the internship at Pixel & Co. Studio has been a deeply rewarding, professionally transformative, and academically enriching experience. It has equipped me with technical skills, strategic thinking, creative confidence, and professional maturity that will serve me well as I transition from academic life into the professional world. I am grateful to Pixel & Co. Studio, Ms. Neha Kapoor, and Northgate University for making this experience possible.



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## APPENDICES

### Appendix A: Internship Completion Certificate

The internship completion certificate issued by Pixel & Co. Studio, Indore, confirming the successful completion of the internship by Ms. Aanya Sharma, has been included in the Internship Certificate section (page iii) of this report.

### Appendix B: Tools & Software Used

| Tool / Software    | Category              | Purpose                                               |
|--------------------|-----------------------|-------------------------------------------------------|
| Adobe Photoshop    | Design Software       | Advanced graphic design, photo editing, compositing   |
| Canva              | Design Platform       | Quick-turnaround social media designs, templates      |
| Midjourney         | AI Image Generation   | Conceptual imagery, mood boards, visual references    |
| Google Gemini      | AI Assistant          | Content ideation, hashtag research, industry insights |
| Claude (Anthropic) | AI Writing Assistant  | Copywriting, research, creative brief elaboration     |
| Microsoft Copilot  | AI Productivity       | Content ideation, quick research, caption drafting    |
| ElevenLabs         | AI Voice Generation   | Professional voiceovers for video content             |
| Instagram          | Social Media Platform | Primary content publishing and engagement platform    |
| Facebook           | Social Media Platform | Supplementary content publishing and local reach      |

## Appendix C: Client Social Media Handles

| Client                | Platform  | Handle / Link          |
|-----------------------|-----------|------------------------|
| Lumira Film Studio    | Instagram | @lumirafilms           |
| Saanjh Ethnic Wear    | Instagram | @saanjhethnic          |
| Saanjh Ethnic Wear    | Linktree  | linktr.ee/saanjhethnic |
| Lakeview Grand Resort | Instagram | @lakeviewgrand         |
| Lakeview Grand Resort | Website   | lakeviewgrand.in       |
| Pixel & Co. Studio    | Website   | pixelandco.studio      |

## Appendix D: Sample Content Calendar Template

The following represents the general structure of the monthly content calendar format used during the internship for planning and scheduling client social media content:

| Date | Day | Content Type | Theme / Topic                     | Platform             | Status      |
|------|-----|--------------|-----------------------------------|----------------------|-------------|
| 1st  | Mon | Feed Post    | Brand Introduction / Welcome Post | Instagram + Facebook | Designed    |
| 3rd  | Wed | Reels        | Behind-the-Scenes / Process Video | Instagram            | Scripted    |
| 5th  | Fri | Story        | Poll / Q&A / Engagement Post      | Instagram            | Scheduled   |
| 7th  | Sun | Carousel     | Product Showcase / Tips Series    | Instagram + Facebook | Designed    |
| 10th | Wed | Feed Post    | Festive / Occasion-Based Content  | Instagram + Facebook | In Progress |
| ...  | ... | ...          | ...                               | ...                  | ...         |

## Appendix E: Key Industry Statistics Referenced

The following key statistics were referenced throughout this report:

- India digital marketing market valued at USD 6.71 billion in 2025 (Expert Market Research)
- Digital advertising in India projected to reach INR 69,856 crore by 2026 (Industry Reports)
- India has over 900 million internet users (WsCube Tech, 2025)
- India has approximately 517.6 million Instagram users as of March 2026 (NapoleonCat)
- Average Indian internet user spends 2 hours 44 minutes on social media daily (GrabOn, 2026)
- 86% of global creators use generative AI tools (Adobe Creators' Toolkit Report, 2025)
- 78% of Indian businesses use AI for marketing (Cloud9 Digital Survey)
- Midjourney users generate over 1 million images daily (WifiTalents, 2026)
- 82% of marketers use generative AI for social media copywriting (Industry Research)
- Instagram Reels achieve 4.5%+ engagement rates (Social Media Benchmarks, 2026)

— *End of Report* —