

Ngee Ann Polytechnic
School of Film & Media Studies
Diploma in Mass Communication / Film, Sound & Video
Internship Program Interim/Final Report

Carle Pte Ltd
20.09.21- 18.02.22
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Company Background

Carle Pte Ltd started in 2015 as a parallel importer named “The Wheelers Auto”, that mainly carried Japanese car brands such as Honda, Toyota, and the German Mercedes.

Rebranding themselves as Carle in 2019, the company branched off in hopes to differentiate themselves from their competitors to appear as a more approachable brand. The main brand currently sits at about 20,000 Facebook followers and 876 Instagram followers.

Carle imports cars and secures the COEs for their clients, and offers their services in customising unique rides with their own workshop.

Carle currently has one other branch “Carle Pre-owned”, created in 2017, that dealt with the buying and selling of used cars. This sector currently sits at about 5,300 Facebook followers and 670 Instagram followers.

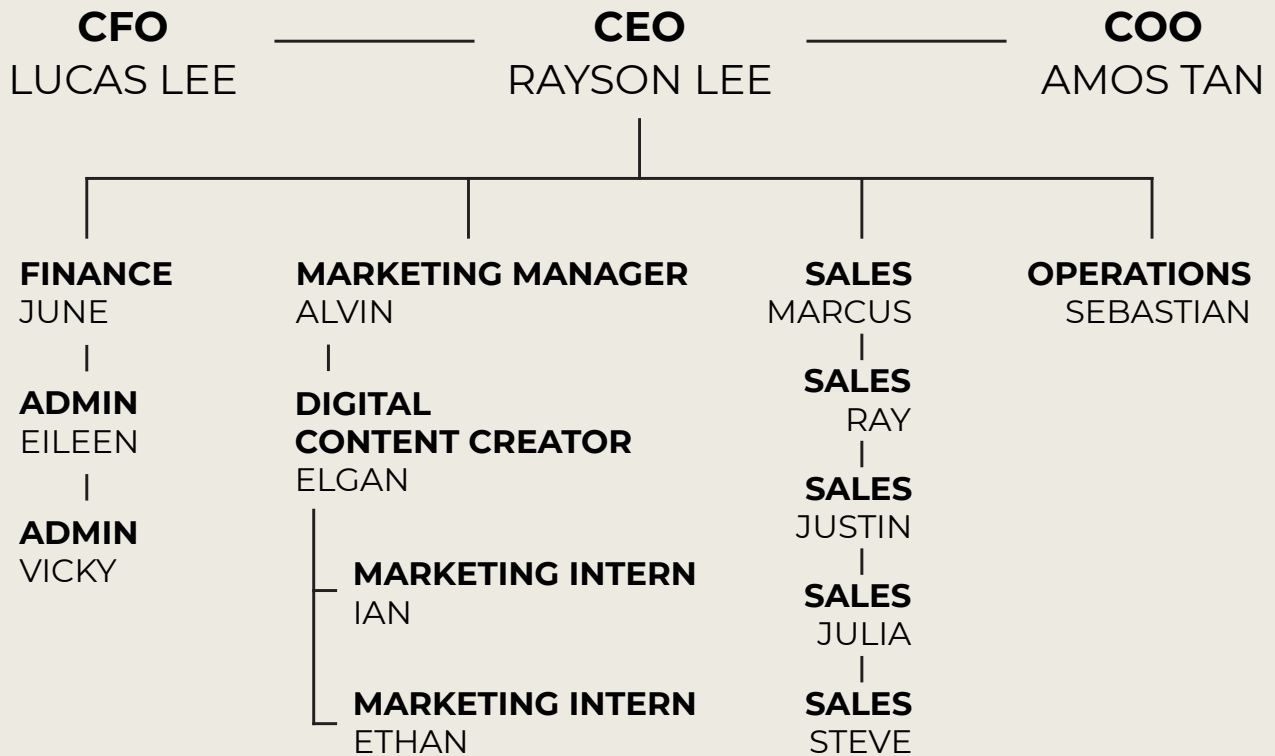
Novowatt Pte Ltd., a sister company to Carle Pte Ltd., focuses on All-Electric Vehicle (EV) chargers. Their primary clientele being property owners with residents or tenants owning EVs.

The company is made up of extremely friendly and kind people, and provides a very comfortable environment for customers and employees alike. The teams can be split into three departments, administrative / finance, marketing and sales. The marketing department works closely with the sales team to generate sales, communicating and following the feedback of the sales team to alter the campaigns and advertisements to generate more leads.



CARLE

Organisation Chart





CARLE

Brief Job Description

As the designated Marketing Intern, I'm responsible for some of the copy-writing and collaterals that are published. My main responsibilities vary from ensuring that the company website runs smoothly and is updated regularly, to creating the concept and content of collaterals that are released. Conceptualising the concept and content of the collaterals required me to come up with compelling ways to capture the interest of the audiences. Maintaining the website required me to be efficient in my usage of the website and knowing the best way to optimise the SEO of our listings. Concept and collateral creation was where I spent most of my time during the later part of the internship period, crafting video concepts and its content, where we then started to film and produce it upon approval. My internship period occurred during the time Carle decided to focus more on their media channels, where I was involved in the planning of the direction of their different media platforms such as Facebook, Tiktok, Instagram and Youtube. I also had to help set up the media structure for the company, ensuring that future employees and interns would have an easier onboarding experience and speed up the transition to improving Carle's media platform.

My working hours start from 0930 to 1800 with three annual leaves. As per my interim report, my tasks still consist of Photography, Videography, Website Related Tasks, Graphic Work, Content Creation, Copywriting and Administrative works.

At the start of the internship, company and direct supervisor Alvin and Lucas indicated that their interest was for us to explore and increase our skills in our preferred field. While my initial interest lay in videography and video editing, I indicated interest in other fields such as UX/UI which I was allowed to have a hand in.



Structure

An important task for the company was to set a plan and direction for the social media platforms. Youtube, Facebook, Instagram and Tiktok are all platforms that Carle are currently on. The company before the arrival of the current interns were severely understaffed in the marketing and videography department. Despite many ideas generated even during our internship, we did not have enough manpower to produce the content required for a media company. As such, creating a structure for the next batch of interns and future employees was an important step to take to ensure that the onboarding process is easier for future staff.

Templates

EDMs were something that the company had intended to attempt, and I was tasked to create a template for the staff to use in the future. With much research put into optimisation, I found the most optimal ways of sending the EDMs in the most user friendly format. On top of that there were multiple unforeseen bug fixes that had to be fixed, which I believe will assist the company in further reaching out to more audiences and gain more leads.

Project Proposal & Implementation

With the creation of Carle Hub, in concept a one stop shop for all car owners to handle all their vehicular issues, a plan was needed to market it to more than just the company's current audiences. This led to a project proposal consisting of multiple content ideas that are suitable for the social media platforms of Carle.

CARLE *Collatorals*

Project 1 - Payment Methods

A simple task carried out at the 13th week, I was provided all the information with a reference. With that the graphic was created with an updated format.



Graphic 1.1

Project 2 - Promotional Work

A difficult task for me initially, promotional works were difficult for me to handle due to my lack of experience in creating graphics that align with the company's brand. One of my earlier attempts at designing promotions that were rejected, but still a starting point that helped me improve my designs.



Graphic 2.1



Graphic 2.2



Project 3 - Warranty Program

A booklet requested by the sales team that I was tasked to design, with a reference provided, it was completed rather easily thanks to the information provided by the sales team

The image shows a two-page spread of a warranty booklet. The background of both pages is a dark, high-contrast photograph of a car's engine and mechanical parts.

Left Page:

- Top right: "CUSTOM-BUILT RIDES" repeated three times.
- Section Header: "CARLE SHIELD EXTENDED WARRANTY PROGRAM" in orange and white.
- Text: "Dear Customer," followed by a paragraph explaining the warranty coverage.
- Text: "This Warranty Letter is a written commitment given by the Company in respect of the warranty services to be provided by the company to the purchaser of the Vehicle who registered and paid for the services described herein below which are provided by the Company."
- Form: "Period of coverage" followed by two input fields and the word "to".
- Form: "OWNER DETAILS" and "VEHICLE DETAILS" sections. Under "OWNER DETAILS" are fields for "Name" and "IC Number". Under "VEHICLE DETAILS" are fields for "Make", "Model", and "Reg No.".
- Vertical text on the right edge: "WWW.CARLE.CO"
- Bottom center: "CARLE SHIELD" logo.

Right Page:

- Top right: "CUSTOM-BUILT RIDES" repeated three times.
- Section Header: "CARLE SHIELD EXTENDED WARRANTY PROGRAM" in orange and white.
- Section Header: "COVERED COMPONENTS" in white.
- List of components: "Engine", "Rocker Assembly", "Timing Gears and Chains", "Inlet Valves", "Springs and Guide", "Oil Pump", "Cylinder Head (not overheating)", "Gideon Pins", "Push Rods", "Connecting Rods", "Cam Shaft and Follower", "Crankshaft", "Flywheel & Flexplate (breakage)", "Flywheel ring gear".
- Form: A large input field for a signature, with "Signature" and "Date" labels below it.
- Vertical text on the right edge: "WWW.CARLE.CO"
- Bottom center: "CARLE SHIELD" logo.

Graphic 3.1

Project 4 - EV Charger Mockup

A request by the staff from Carle's sister company, Novawatt. A simple mockup for staff to present during a company meeting. The mockup was a pleasant learning experience as I had to now consider how the colours would turn out in print, as well as different lighting conditions that the charger would be placed under.



Graphic 4.1



Graphic 5.1

Project 5 - The Wheelers Auto Contract

A task assigned by Company Supervisor Alvin, I had to design a contract drafted previously for The Wheelers Auto, a sister company to Carle Pte Ltd. It was a simple design task, using the company font and colours to ensure a simple and readable contract to read through.

CARLE *Collatorals*

Project 6 - CNY Closing Date

A task assigned by CS Alvin, it was one of my few personal designs approved by him to be posted on the company social media platform. This design was somehow easier and more difficult at the same time. Using the common Chinese New Year colours made things easier, but ensuring it matched well with the Carle design was still a challenge.



Graphic 6.1



Graphic 7.1

Project 7 - Watt Dry Run

A task assigned by CS Alvin for Novawatt, the team was attempting to create a short advertisement regarding the capabilities of the company. I was tasked to create a short edit. This was my first attempt at editing a video with green screens, and using After Effects and its plugin Keylight 1.2.

CARLE *Collatorals*

Project 8 - Maintenance Series

A new youtube series started suggested by Direct Supervisor (DS) Lucas, he suggested created educational videos regarding the basics of owning and maintaining a vehicle. With a general topic provided by Alvin, I was tasked to research, write and plan a full production by myself.



Graphic 8.1

Graphic 8.2



Graphic 8.3



Graphic 8.4

With that in mind, two hosts were used from the sales team, the first attempt with Ray, and the second with Amos. It was my first attempt at coming up with a video on my own.



Project 9 - 2021 Timeline Recap

A different concept from the previous 2020 recap, this was my first attempt at using After Effects to edit a larger scale video.



Graphic 9.1

Project 10 - SG Car Mart

My first attempt at editing a more entertainment concept video, this project was not finished in time due to its late production and the timing of the report submission



Graphic 10.1

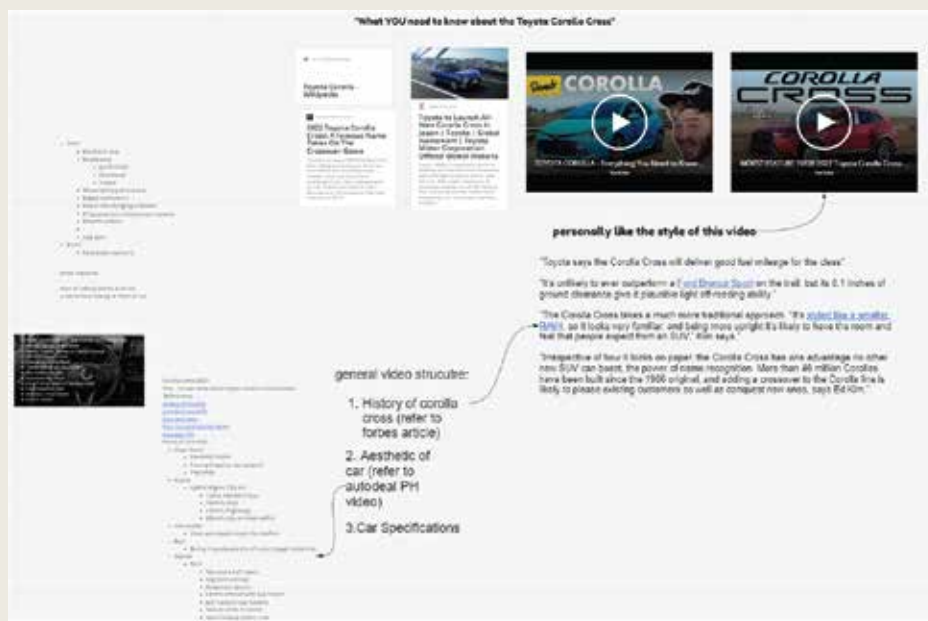
CARLE *Collatorals*

Project 11 - Corolla Cross Educational

One of the biggest video projects planned during the internship, the educational cum entertainment concept of the video was the very first attempt by the company.



Graphic 11.1

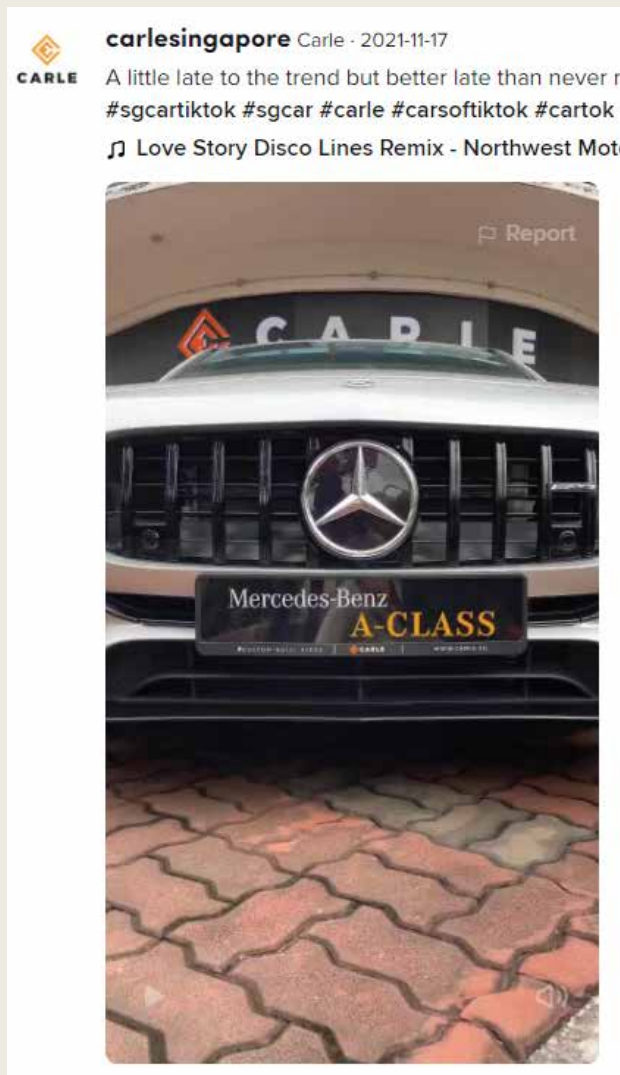


Graphic 11.2

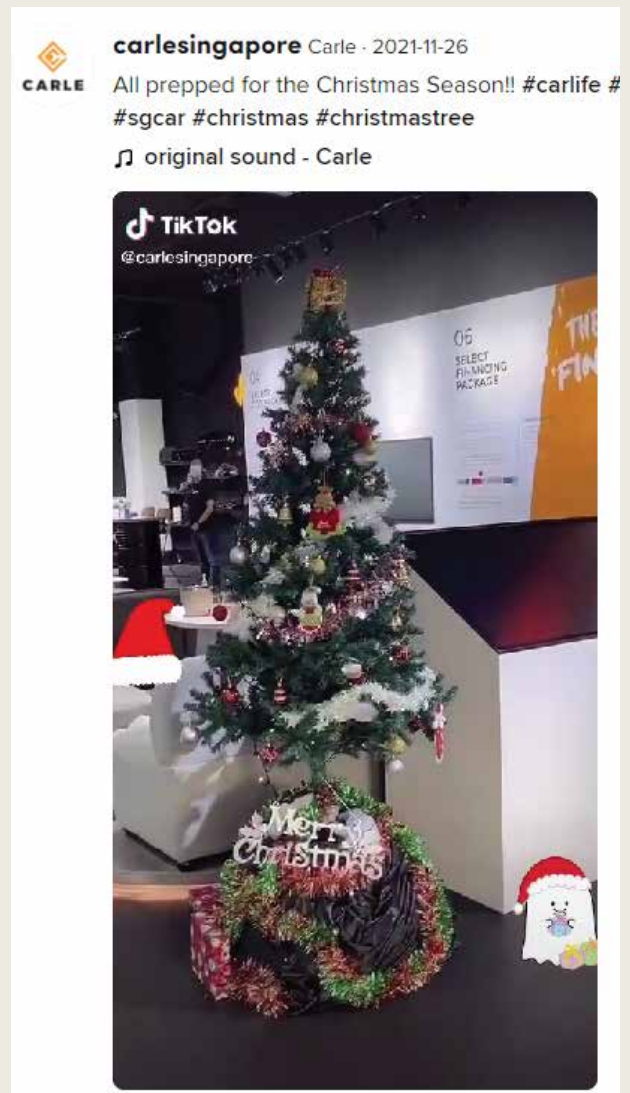
CARLE *Collatorals*

Project 12 - Tiktok

A strong platform I pushed for Alvin use more of, we had time to enter a few trends and holidays before I had to focus more on the youtube video productions.



Graphic 12.1



Graphic 12.2

Project 13 - Article Writing

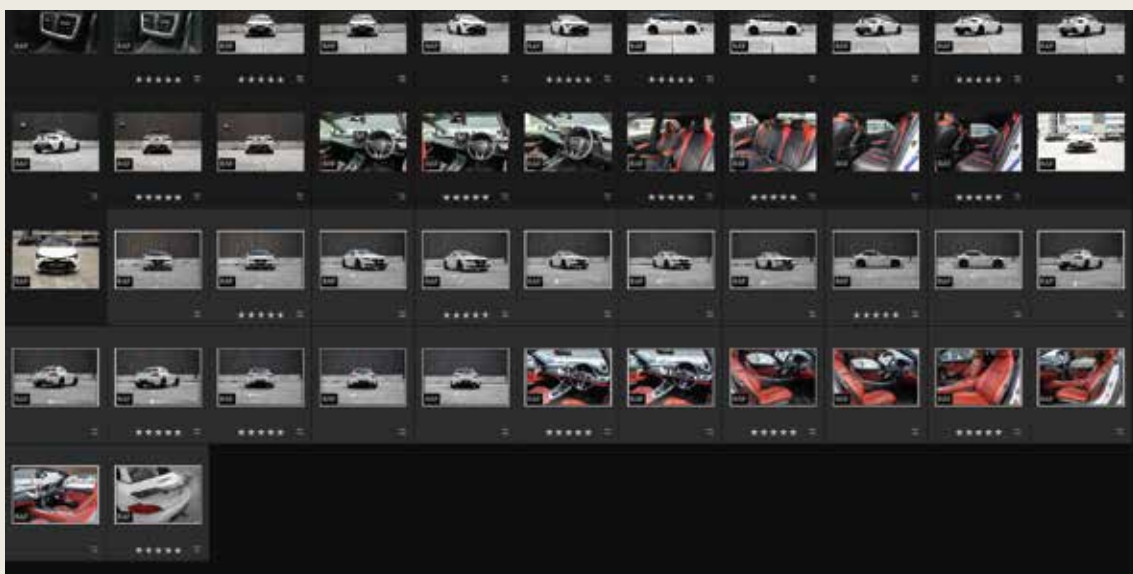
An easy task assigned by CS Alvin, the article was written by previous interns and only needed a few edits and changes to the pictures used.



Graphic 13.1

Project 14 - Photo Editing

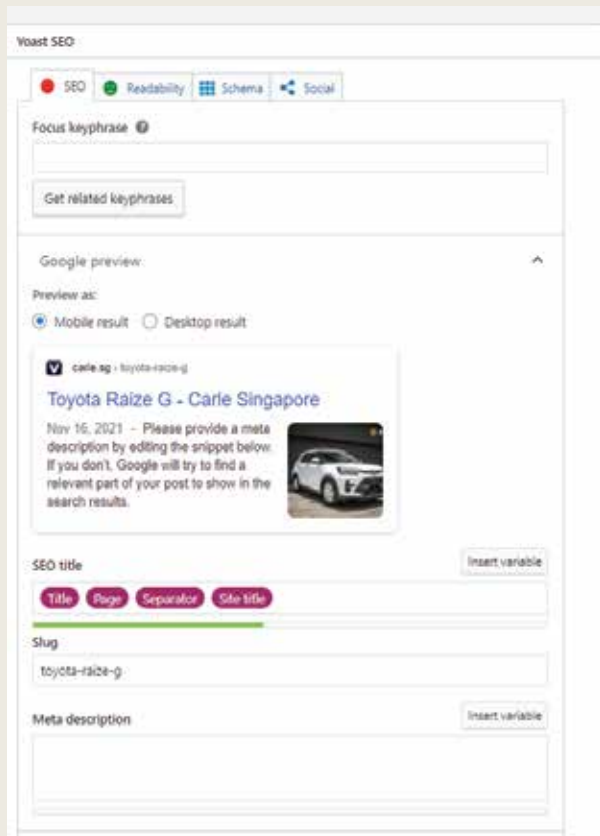
Improved efficiency in my photography, the regular task of taking and editing photos taken has become an easy task to complete every now and then.



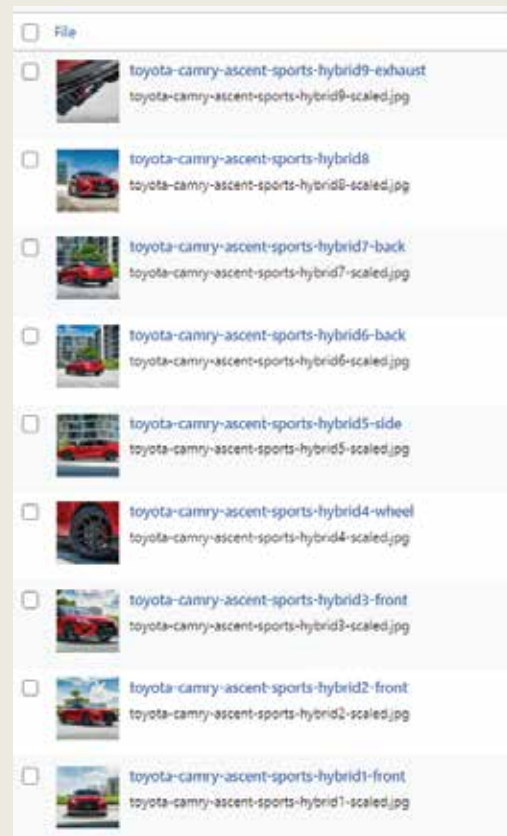
Graphic 14.1

Project 16 - Search Engine Optimisation (SEO)

A task I had initially thought easy, the steps needed to optimise the listings and websites boiled down to smaller details than I thought. From changing the names of the pictures, to the right captions and formatting, I learnt a lot from Alvin on this aspect.



Graphic 15.1

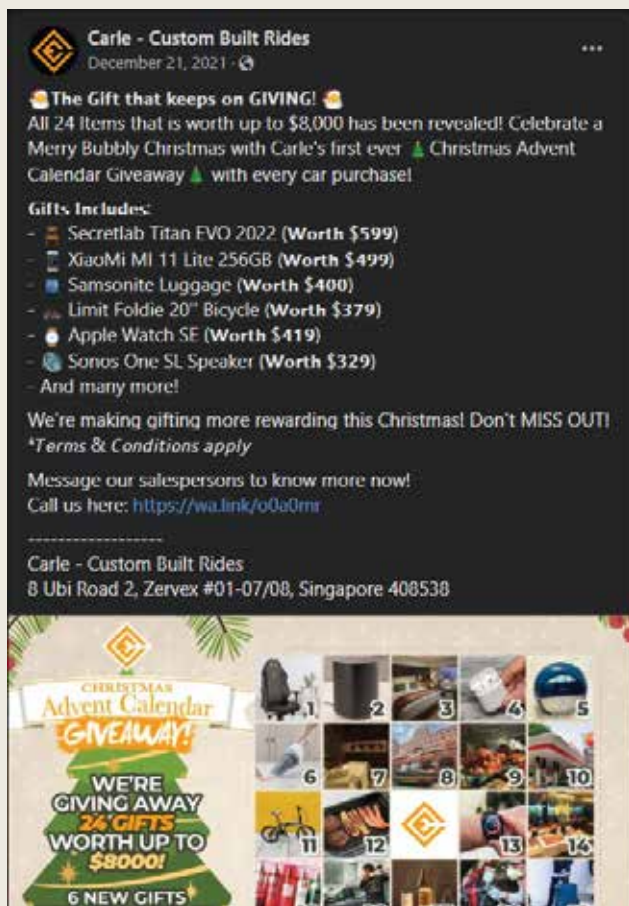


Graphic 15.2

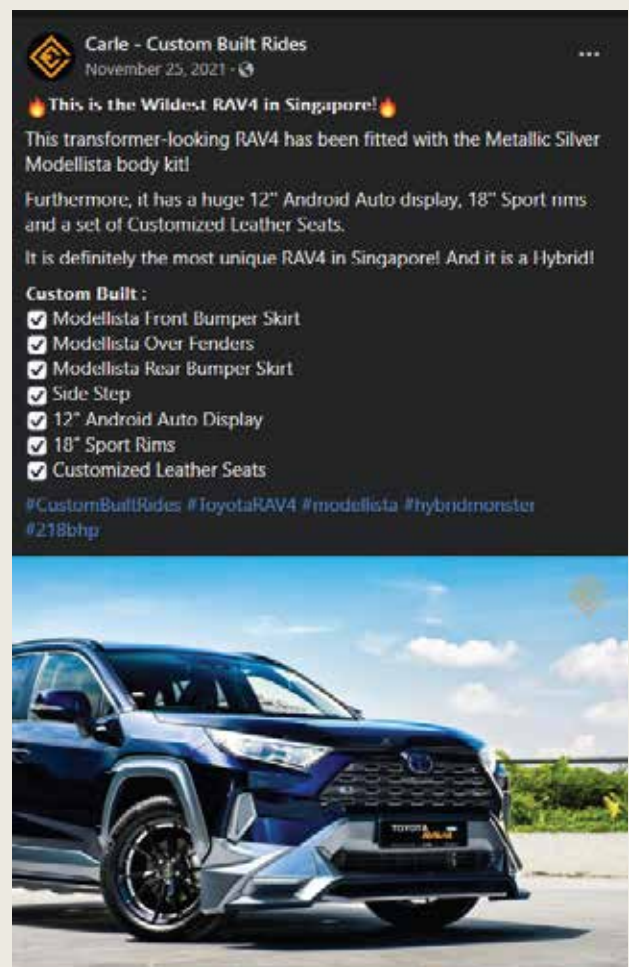
CARLE *Collatorals*

Project 17 - Copywriting

A simple task to ensure that the posts on our social media caught the attention of our audience, I crafted captions specially for each types of posts.



Graphic 16.1



Graphic 16.2



After Effects

A daunting software before my internship, I had always thought about picking up the software to use and create animations and higher quality videos. The internship forced me to edit a video using the software due to the templates provided, which although terrifying in the moment, proved to be very helpful. Throwing myself straight into the waters of After Effects forced me to learn quickly and efficiently to get the video done ASAP.

Improved Communication

Although I had initially prided myself on good communication regarding my workload, I realised I did not provide many of the suggestions and ideas I had. In hindsight, many of the issues faced during the first half of the internship could have been resolved easily if I had voiced out the small issues that were brushed aside. By then I had realised the team was not exactly production trained, and with only one staff on hand with that experience, it left the rest of the team struggling to figure out basic issues that could have been solved early on.

Design Standards

An issue I had known of since the start of the internship, I had given myself the goal of improving my designing skills. As seen from Graphic 2.1 - 2.2 and 6.1, the changes in the quality and intricacy of the design had improved a considerable amount, enough for CS Alvin to approve posting Graphic 6.1. Although I am still not satisfied with my current standard and consider it not industry level yet, I do think I have improved enough to be confident in creating a simple advertisement that is good enough to catch the attention of my audience.

Time Management

A problem I noticed during the first half of the internship, I struggled to finish my work efficiently. Despite managing my workload fairly well, I didn't consider the difference in time consumption of my other tasks. To deal with this, I installed Notion, a software that helped me to manage my tasks and time better than before.



Strenghts & Opportunities

During this internship, I have discovered many strenghts and weaknesses of mine, and from there have turned them into considerable strenghts.

One example would be the efficiency and quality of my work. During the first half of the internship, my photography and editing of our clients' cars took about three times longer than the in-house content producer and the VFX intern that worked with me. Although I was annoyed, I took the time and effort, even outside of intern, to learn and improve my work. Eventually, I cut down the time taken to just about 10 minutes to finish up the photography alone, and another 10 to edit the photos well.

Another factor I consider a strenght now is my time management, which has since the interim improved drastically. I am now able to manage multiple projects and tasks at the same time, which I was unable to do so before.

With my interest in coding, and my experience in HTML, my other supervisor Elgan suggested I look into UI/UX front and backend work. Although I had thought about it before, I never had the confidence to go into it without any skills in design. Thanks to the experience provided by this internship, I believe with enough practice and experience, I would be able to craft a SEO-friendly and well optimised website while providing the best experience possible to the user.

Weaknesses

I still face many weaknesses. Despite an improvement in my video editing, I know there is much for me to improve on. Colour grading, quality of cuts and efficiency are all the things in editing that improves the quality and likablility of a video.



CARLE

Recommendations

Targets

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CARLE

Recommendations

Other Skills

Throughout this internship, I never had the opportunity to create and craft a video intro that I had ideas for. If I had the time, I would have invested effort into research for animations for the company's youtube channel.

Suggestions

Agency - I believe that Carle has a great culture for learning for those with initiative. Due to its laidback nature, the company does not stress the intern to constantly produce content at a high volume at the moment. I believe with the structure I had recommended to my CS, Alvin, the standards would slowly improve and change accordingly. I would suggest that the company should introduce a timeline for the interns, as it would force them out of their comfort zone and adapt to the new environment. I believe I am qualified to say this due to my forceful introduction to After Effects.

School - I think that FMS provides great general knowledge for the industry. Although it works wonders to dip your toe in the sea that is media, I do not think it prepares one enough to be industry ready at the moment. Especially with the current syllabus. I believe a module similar to a company would be wonderful for the interns to adapt to a new environment, with high pressure and a much higher standard of production.

Overall - If the school and company can work together to produce a short introductory onboarding file, I believe that it would work wonders for the interns to adapt to the company environment.