



**Critical Evaluation of an Activation Program of  
Sunsilk Conditioner by Unilever  
“A Case Study of Bangladesh Market”.**

**Internship Report**  
**On**  
**Critical Evaluation of an Activation Program of**  
**Sunsilk Conditioner by Unilever**  
**“A Case Study of Bangladesh Market”**



**Submitted to**

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MD. Tamzidul Islam  
Senior Lecturer  
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Subject: Submission of Internship Report.

Dear Sir:

I am pleased to inform you that I have prepared my project paper that is assigned to me in the topic of **Critical Evaluation of an Activation Program of Sunsilk Conditioner by Unilever “A Case Study of Bangladesh Market”**. I had been working in Creator Bangladesh for three months. As this is my MBA requirement so I have finished my internship smoothly. I have learnt a lot of things that are practical oriented. As well as I have maintained the discipline and showed my best attitude. I have also reviewed my lessons with the practical arena.

I think this is a great opportunity for me in learning the authentic marketing tools concerned with the organization perspective. It will help in building a radiant job career as a whole.

I have given my best effort in evaluating the activation programs of Creado Bangladesh. I hope you will assess Internship Report considering the limitations of the study. Your kind advice will encourage me to perform better in future. I will be available for any further query and clarification regarding the report.

Thanking you

Sincerely yours

Tazul Islam  
ID-12364034  
Program: MBA  
BRAC Business School  
BRAC University

## Acknowledgement

To prepare this internship report considerable thinking and information input from various sources were involved. But at the beginning I would like to convey my sincere appreciation to the Almighty Creator for giving me the strength and the ability to finish the task within the planned time. Then I would like to express my gratitude to everyone who contributed towards preparing and making the report this report finally.

First of all, I would like to thank my honorable internship supervisor **MD. Tamzidul Islam (Senior Lecturer, BRAC Business School)** for his kind patience, guidance and support for the preparation of this report. I will always be grateful to him for his valuable suggestions and the time he had spent for guiding me through the report.

I would also like to thank **Rahat Hayat** my honorable supervisor in Creato Bangladesh for his excellent support not only in making this report but also his sincere effort to me that helps me to learn many issues regarding Activation Program during the internship time. Along with him I would like to thank all the employees of Creato Event and Activation for their excellent cooperation during my internship.

Finally, my peers and colleagues had also been very helpful and my internship more enjoyable and eventful.

## Executive Summary

In Creato Bangladesh, the internship program helped me a lot to learn about the practical environment and situation of a multinational institution and also make up a bridge between the theoretical and practical aspects and also to implement me.

The internship report is prepared with respect to the three months internship program theoretical knowledge in the practical and realistic work environment.

This report is composed of four chapters. In the first chapter Organizational Overview which consists of the organizational profile, vision, mission, management and organizational structure, product and services of the organization.

Second chapter is regarding my internship which emphasis on theoretical aspect of the study.

In chapter three, is the main and more descriptive part of the report where I tried to emphasize on **Critical Evaluation of an Activation Program of Sunsilk Conditioner by Unilever “A Case Study of Bangladesh Market”**. In this chapter I tried to emphasize in how the company organizes the activation program and what are criteria’s of evaluating an activation program properly.

Finally chapter four is last chapters of the report where I want to give some concluding remark through conclusion give some sources of references.

I tried to bridge up all the findings based on analysis and discussions. While preparing the report I always tried my best level to make it authentic and at the same time easily understandable. In spite of my heart and soul effort there may be some mistakes and unforeseen errors, which may arise due to my inexperience state.

## Introduction to Project

The internship project is a requirement of the MBA course BUS 699 in BRAC Business School, BRAC University. The primary goal of the project is to provide the student an on-the-job exposure and an opportunity for translation of theoretical concepts to the real-business situations. As an internee of Creato Bangladesh my proposed topic was **Critical Evaluation of an Activation Program of Sunsilk Conditioner by Unilever “A Case Study of Bangladesh Market”**. Creato Bangladesh is one of the biggest players in activation and event organizing industry and serving some of the giant companies in Bangladesh since 2005. Unilever is one of their major clients for which they are currently conducting an activation program for Sunsilk Conditioner throughout the countries. While working at activation department in Creato, I have tried to gather practical knowledge regarding how to organize an activation program as much as possible.

### Objectives of the report:

**Main objective:** Critical Evaluation of an Activation Program of Sunsilk Conditioner by Unilever “A Case Study of Bangladesh Market”.

#### **Specific objectives:**

- ✦ To study the overview of the company.
- ✦ To find out their strategy in terms of organizing an activation program.

### Methodology of the report:

A report requires systematic procedures and plans from selection of the topic to final report preparation. This report is basically descriptive in nature with qualitative information. Some quantitative approaches are also followed to serve the report purpose from Activation Department of Creato Bangladesh.

### Sources of Data:

This report has been completed by taking information from different relevant sources. Some accounts have been taken by observing and working with the company itself. The actual information provided in this report was collected from two different sources, namely primary and secondary source.

### Primary Data Sources:

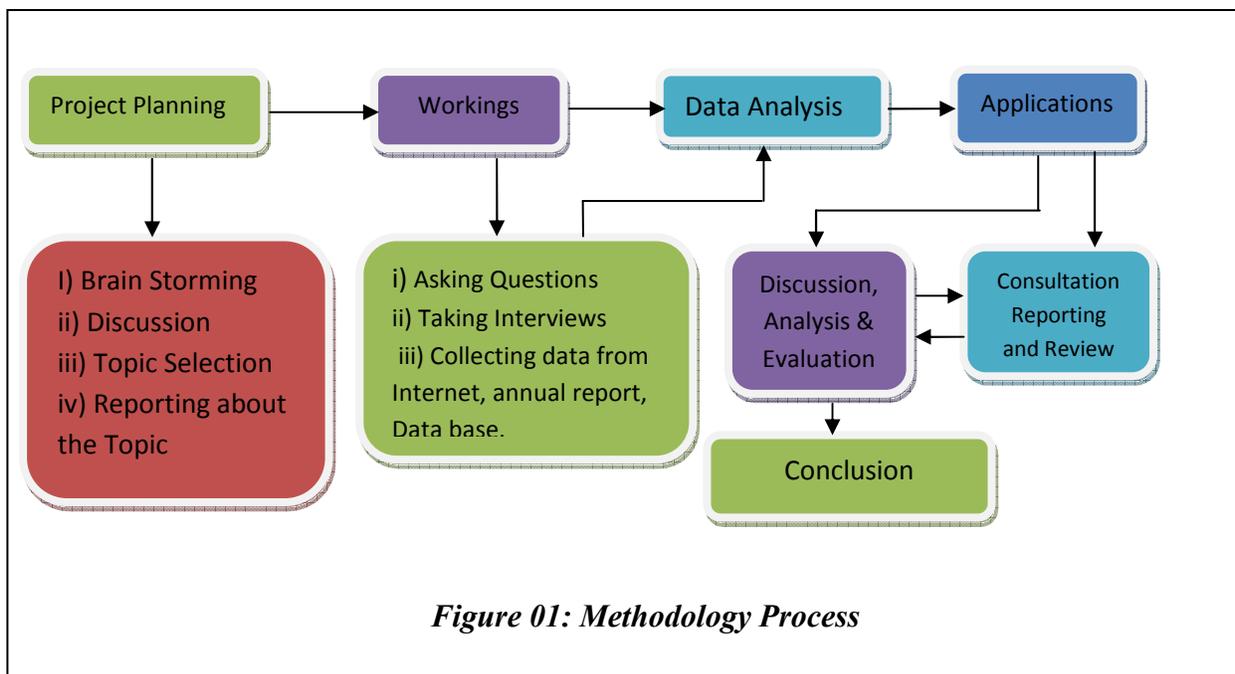
Primary data is the data which the researcher collects through various methods like interviews, surveys, questionnaires etc., to support the secondary data. Primary data collection process includes:

- ✚ In-depth interview with my Supervisor.
- ✚ Practical desk works experience at activation department of Creato Bangladesh.
- ✚ Face to face conversation with the sales members.
- ✚ Personal observations.
- ✚ Collecting feedback from participants through questionnaires.

### Secondary Data Sources:

The secondary data are those which have already been collected by someone else and which have been already been passed through the statistical process. From my project purpose, secondary data were collected mainly from internet.

- Website of Unilever Bangladesh
- Website of Creato Bangladesh



**Figure 01: Methodology Process**

## **Limitation of the Report:**

To conduct the actual level of Evaluation of an Activation Program of Sunsilk Conditioner by Unilever “A Case Study of Bangladesh Market”. It’s involved several confidential issues of the company.

While conducting this study following limitations are encountered:

- **Fear of information leakage:**

It is the main obstacle of getting accurate response from the respondents as most of the employees did not provide appropriate answer to the questions because they think it will be disclosed to others.

- **Busy schedule:**

Because of the busy schedule, most of the cases respondents were unable to give time for personal interview.

- **Time constraint:**

The study could have been better and the results could have been more precise than it is now. Due to limited time, I could not implement properly.

- **Resources:**

It was projected that more magazines and printed materials would be consulted for the study but enough resources were not available.

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# Chapter One

# Organizational

# Overview

## 1: History

Founded in 2005, Creato has emerged as one of the most young, reputable, creative event management & activations, entertainment, media and Communications Company holding an enviable leadership position today. We create our services by ‘amplifying your thoughts with creativity.

Creato constructs customized solutions that deliver in local markets and services hundreds of customers in Bangladesh catering to both national and multinational companies. It delivers focused and turn-key solutions from brand strategy, content development, to creative, design, audio/video production and program management.

### 1.1: Business Philosophy:

#### **Vision**

To be preferred creative solutions provider in the event management & activations, entertainment, media and communications domain globally.

#### **Mission**

To create and build enduring rapport with all stakeholders by providing creative solutions.

#### **Values**

Integrity, commitment, team work, excellence and innovation.

### 1.2: Product:

#### 1.2.1: Creato events and activation:

At Creato events we strive to be the most reliable and creative event company in Bangladesh, always delivering a high standard of quality and value for money for our customers. We work in close partnership with our clients to offer a service that sets new standards in event management, with our clients’ needs always at the forefront of our mind.

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Our services are designed to allow you to choose how best we can help to stage your event, from conception to completion. Our ability to listen to your needs and match them to our services is what makes us strong. Each event is a custom project, irrespective of size or budget. We are happy staging a simple contemporary boardroom meeting for 20 guests as we are putting on a glitzy awards dinner for 2000. This is what makes us different.

In short, Creato events is passionate, dedicated and fun when it comes to staging events ... now let us make the difference for you by amplifying your thoughts with creativity!

*What we deliver in a nutshell:*

**Event design & production:**

Creative Concept and Identities  
Live Event Production  
Entertainment  
Speakers and Celebrities  
Exhibitions

**Event sales & marketing:**

Event Selling  
Event Promotion  
Websites  
On-line Registration  
Sponsorship  
Fundraising

**Event detailing:**

Delegate and Guest Management  
Administration  
Data Management  
Travel  
On Site Event Team  
Venue and Accommodation  
Financial Control  
Social and Partner Programs  
Speaker Management

**1.2.2: Creato axis:**

Creato axis is committed to deliver creative services that express the interrelationships between communications, lifestyles, brand, product, production, architecture, space, and color. Our offering extends to every aspect of art direction and interior profiling.

**Art Direction**

At Creato axis, we develop creative design concepts, control the overall visual at creato axis, we develop creative design concepts, control the overall visual tions, set & stage designs. we decide how best to present a concept visually, realistically, so that it is organized, eye catching, and appealing with the aid of stage lighting, robotic fixtures, special effects, sound equipment, video, staging and platforms.

At Creato axis we believe that the key to keep the visual voice of your company strong, effective and consistent requires good art direction. Rendering the services of a good art director is what your company needs to create the desired response from your targeted customer.

**Our services include under this wing are:**

Set and Stage Design  
Production Design  
Corporate Events  
Gala Nights  
Reality Show  
Television Production

**Interior Profiling:**

Responsive to our clients’ vision, Creato axis is committed to interior designing that expresses the interrelationships between architecture and place, space and form, color and material. We specialize in residential and commercial design services.

Providing designs for both new-build spaces and remodels, Creato axis has been making design a reality since 2004. Collaboration between our clients, architects, artisans and contractors makes exploring and realizing meaningful design solutions an enjoyable.

We believe that design should be a careful composition of many elements in balance with one another. Ultimately, our goal is to exceed our clients’ expectations; to provide our clients environments that reflect their values and meet their needs well into the future. Project mandates in workplace, retail and hospitality.

### **1.2.3: Creato green mind:**

We deliver creative ideas that connect brands and consumers in both rational and emotional ways. These ideas drive action, response, and results and foster conversations, engagement and loyalty. We develop these creative concepts by discovering the facts that are essential in the nature of your brand, your industry and your competitors, layered with real-time insights.

Creative development of a brand begins with strategic planning. Before we build up a stage design or create a 360 degrees campaign, we put our heads together and analyze your brand, its assets, its history and its culture. We look at your audience; we check their vitals and read their minds. Then we look at the competitive landscape. The result: a simple, succinct, brand positioning.

We also provide the services of a creative consultant who would deliver an effective balance of marketing, design and execution.

No matter what the challenge, our dedicated team of strategists will develop the idea that can help your brand breakthrough, connect and succeed.

#### **Services:**

Creative Conceptualization  
Strategic Campaign/Event/Activation Development  
Creative Consulting

### **1.2.4: Creato click:**

Creato click is a fast paced full service digital marketing agency combining creative ideas, strategy and technology. We activate brands digitally and drive increased involvement by combining technology-agnostic solutions and with an analytics-based strategic approach.

Our creative technology capabilities cover all bases- from full scale enterprise website design and development to creating mobile marketing and crafting beautiful digital experiences.

Our team comprises some of the most creative and experienced social strategists, digital publicists, community managers and digital developers in the industry. no assignment is too large or complex for our in-house creative designers and technologists who -- in the course of five years of digital creativity -- have developed many web sites and viral campaigns and activations.

### Services

Digital Marketing & Production  
Mobile Marketing  
Viral Marketing  
Website Design & Build

### 1.3: Createo people:

It's the expertise, integrity and commitment of our people that makes Createo so distinctive. We attract and retain the best people by making sure we're an organization that people are proud to work for. It's an approach we believe in.

we recruit people and train them for marketing/brand/product communication & activation. We also engage young, enthusiastic individuals as brand promoters, representatives, advisors and ambassadors for programs based on various projects for long and short term. Examples of such projects are product sampling, brand awareness, product launching and btl activities.

Createo people offers training programs related to activation, art direction, stage design, sound and light design, campaign planning, atl and btl activities to encourage productivity, achievement and personnel satisfaction. We select and categorize the right person for the right position/ program with the support of our highly efficient database.

We also offer jobs to people who excel and share our values. We offer them extraordinary opportunity and reward them commensurately with their performance.

### 1.4: Clients:

Companies both big and small know when they work with us they will get reassurance and an exclusively innovative service. We listen to what you want and work with you to achieve it.

As a fairly young company built on loyalty, trust and integrity from 2005, we are committed to provide every client with a memorable, positive experience.

**Clients Name:**

Abul Khair Group  
ACI  
Airtel Bangladesh Limited  
British American Tobacco Bangladesh [BATB]  
DIRD Group  
Global Beverage Co. Ltd. [Virgin]  
Grameen Phone  
Impress Group  
Independent University, Bangladesh  
International Television Limited  
Pacific Bangladesh Telecom Limited [Citycell]  
Rahimafrooz  
Unilever Bangladesh Limited

# Chapter 02

## Theoretical Aspect

## **2: Activation Program**

Marketing activation is the execution of the marketing mix as part of the marketing process. The activation phase typically comes after the planning phase during which managers plan their marketing activities and is followed by a feedback phase in which results are evaluated with marketing analytics.

Depending on the business objective, two types of marketing activation can be used as part of a marketing strategy.

Brand activation, sometimes called brand engagement which focuses on building a longer term emotional connection between the brand and the customer.

Activation based on direct-response marketing will focus on generating immediate sales transactions.

### **2.1: Planning the activation:**

Before executing its marketing activities, a firm will benefit from identifying which customer groups to target. “By focusing on some fewer influencers only, activation can become more efficient and higher returns can be expected.”

Customer data is a significant source of information for planning marketing activation. A common practice is to use customer relationship management tools and techniques to augment the impact of marketing activation because CRM “provides an integrative framework in which marketing activation and customer activities collaborate to increase patronage”

### **2.2: Challenges:**

A successful marketing activation will allow businesses to increase their profits and reach their strategic goals. There is however challenges those managers will face in putting in place a marketing activation program. One of the challenges is dealing with an ever changing marketplace. Customer preferences and attitudes keep evolving and require managers to adapt rapidly. This poses a challenge because, for example, “direct marketing activation triggers that were accurate 6 months ago, may now be quite inappropriate.”

Another challenge related to marketing activation has to do with reaching different target markets with culturally relevant propositions. McDonald’s is said to be a good example of a company that can effectively reach a diverse audience. Among the techniques it uses, “it engages in unique marketing activation, including strong use of PR and events targeted at black, Asian, and Latino youth.

### **2.3: Advantages of Activation Program:**

Activation program add some values to the organizations, because of that organizations especially large organization try to organize the activation program. The following ways activation program add some values to the organization:

- Increasing Sales
- Building Brand
- Collecting Feedback

#### **2.3.1 Increasing Sales:**

Increasing the sales is one of the main agendas of organizing an activation program. Organizations try to set a sales target before organizing an activation program. So here is positive of activation program to increase sales of any particular brand or product.

#### **2.3.2 Building Brand:**

Another and most important agenda to conduct activation program is building brand value of any particular brand. Sometimes organization tries to launch their program through activation program. Launching a brand through activation sometimes help organization to build the brand value of a particular product because when launching a product through activation there is a chance to reach at least those who attend the program.

#### **2.3.3 Collecting Feedback:**

Activation program helps organizations to collect feedback from the direct user of any particular brand directly. As a result organizations easily can measure their product to the final consumers that can be useful in later product development.

### **2.4: Evaluation of Activation Program:**

Evaluating an activation program can be evaluated by following ways:

- ❖ Sales condition after activation program
- ❖ Brand image after activation program
- ❖ User’s response to the product

### 2.4.1 Sales Condition after Activation Program:

One of the major objectives organizing activation is increasing sales. Organizations set a minimum target of increasing sales through activation program. For example; an organization aims to increase their sales by 30% after an activation program so evaluation criteria can be following ways:

- ✚ Sales increases up to 30% are **satisfactory**.
- ✚ Sales increases less than 30% but up to 20% is **dissatisfactory**.
- ✚ Sales increases less 20% are **extremely dissatisfactory**.
- ✚ Sales increases more than 30% but up to 50% is **more satisfactory**.
- ✚ Sales increase more than 50% extremely **satisfactory**.

### 2.4.2 Brand Image after Activation Program:

Increasing brand image of any particular product is another important aspect of organizing an activation program. So evaluation of brand value post activation stage is another criterion to evaluate activation program. For example: An organization expects to increase the brand value of a particular product up to remain in top 5. In that the following criteria's can be drawn for evaluating the brand value:

- ✚ Increases brand value up to remain in top 5 but not in top 3 are **satisfactory**.
- ✚ Increases brand value up to remain in top 3 is extremely **satisfactory**.
- ✚ Decreases brand value up to remain in over top 5 but in top 10 are **dissatisfactory**.
- ✚ Decreases brand value up to remain in over top 10 is **extremely dissatisfactory**.

### 2.4.3 User's Response to the Product:

An activation opens a door to the organizations that how customers response to the product after trail use from the program. So, user's response to the product can be criteria for evaluating an activation program. The following criteria's can be judged as customer's response to the product:

- ✚ If customer feels that the product is up to their mark is **satisfactory**.
- ✚ If customer feels that the product is more satisfied than their expectation is **quite satisfactory**.

# Chapter 03

## Project Part

### 3: Sunsilk as a Brand

Sunsilk was launched in 1964 and is now a global brand with presence across 80 countries. Sunsilk’s hair care range provides a complete hair care solution and functions as a 3-step combination of cleansing, nourishing and manageability that gives a young girl the confidence to express herself.

#### SHAMPOOS:



**Sunsilk Stunning Black Shine Shampoo:** Enriched with five natural oils that protects hair from sun damage and gives hair a long lasting shine.

**Sunsilk Hair fall Solution Shampoo:** Contains Root Lock Mineral which prevents hair fall up to 10 times.

**Sunsilk Thick & Long Shampoo:** Contains Keratin Yoghurt Nutria Complex that thoroughly nourishes your hair from root to tip to give thick and long hair.

**Sunsilk Perfect Straight Shampoo:** An advanced product formulated with Straight-Lock Technology that actively controls and gently binds your hair together into a simple and elegant, straight style.

#### CONDITIONER:



**Sunsilk Stunning Black Shine Conditioner:** Enriched with Amla Pearl Complex, Sunsilk Stunning Black Conditioner helps smoothen hair and maintain its natural shine.

**Sunsilk Hair fall Solution Conditioner:** Smoothen and strengthens hair length, protecting hair against breakage.

**Sunsilk Thick & Long Conditioner:** Contains Keratin Yoghurt Nutria Complex that thoroughly nourishes your hair to give evenly thick-looking, healthy hair all the way to the tip.

**Sunsilk Perfect Straight Conditioner:** It locks your hair straight right from the shower and keeps it that way as your hair dries – and that too for 24 hours!

**KEY FACTS:**



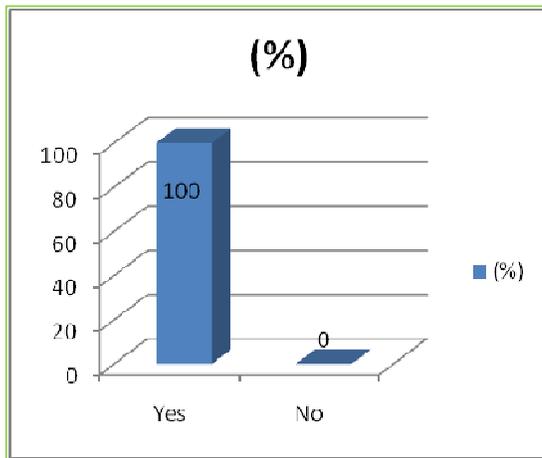
- Number 1 in Asia, Latin America and the Middle East.
- Sales of more than €1 billion a year.
- Selling in 80 countries.
- Also sold as Elidor, Hazeline, Seda and Sedal.
- Recent Awards: Holds the Guinness World Record for the most heads of hair washed and styled in one day.

**3.1: A Survey Questioner to Judge the Brand Position:**

We asked 30 participants who came in the activation program. Based on their reply we can find the following scenario of the shampoo and conditioner market in Bangladesh:

Q.1 Did you ever wash your hair with Shampoo?

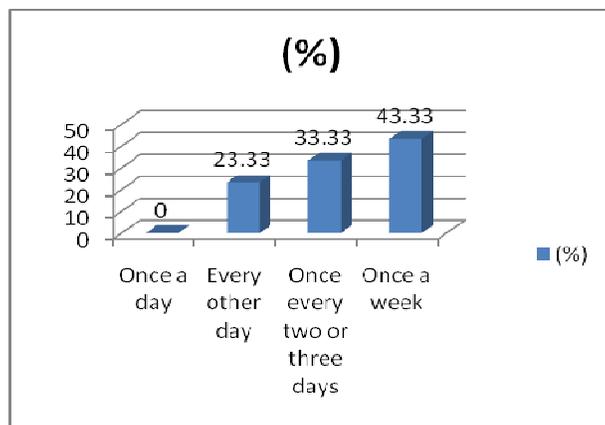
Option	Number of People	(%)
Yes	30	100
No	0	0
Total	30	100



From the survey we usually find that all the participants wash their hair with shampoo. So the user percentage is 100%.

Q.2 How often do you wash your hair with Shampoo?

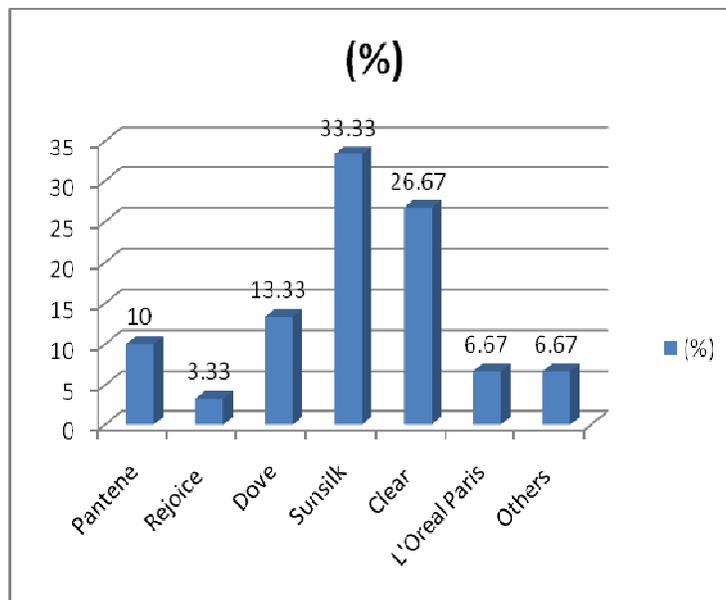
Option	Number of People	(%)
Once a day	0	0
Every other day	7	23.33
Once every two or three days	13	33.33
Once a week	10	43.33
Total	30	100



Here major percentage which is 43.33% are usually refer to wash their once a week with shampoo. 33.33% are referring to wash once every two or three days and rest are 23.33% refer to wash every other day. No one among the participants is referring to wash once a day. So user tendency shampoo market still a growing market for the shampoo manufacturers.

Q.3 Which of the following brands do you often use?

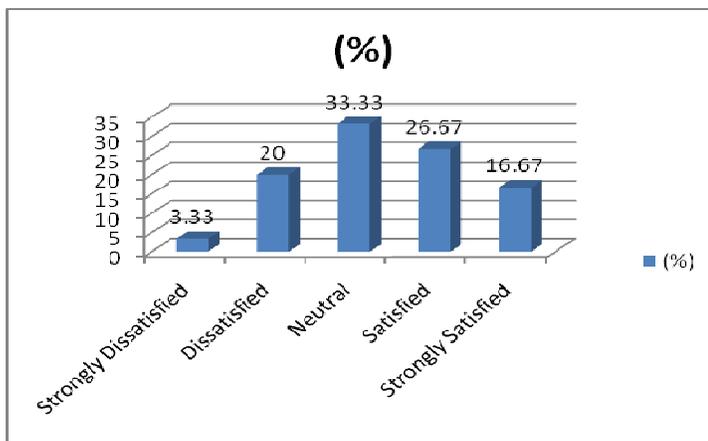
Options	Number of People	(%)
Pantene	3	10
Rejoice	1	3.33
Dove	4	13.33
Sunsilk	10	33.33
Clear	8	26.67
L'Oreal Paris	2	6.67
Others	2	6.67
Total	30	100



From the survey majority user refer Sunsilk which is 33.33% as their brand, clear is following Sunsilk with 26.67% reference from the participants. Dove and Pantene also gained some reference from the participants. So in Bangladesh Sunsilk remains the number one shampoo brand.

Q.4 How do you rate your feelings?

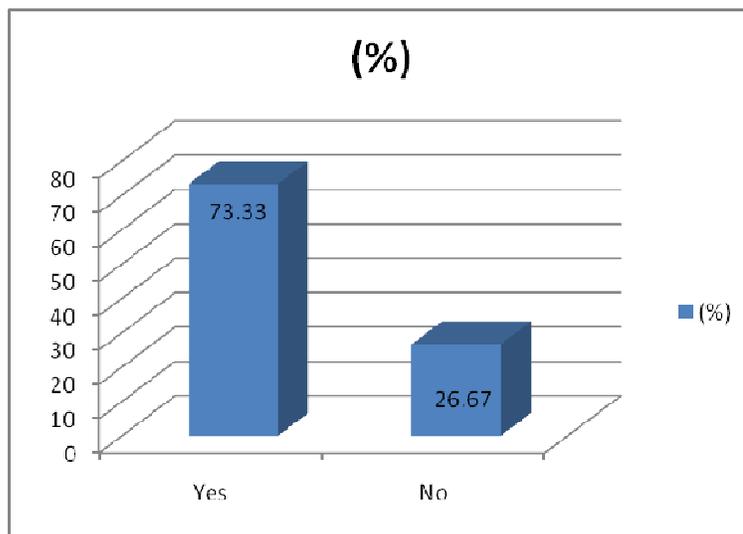
<b>Options</b>	<b>Number of People</b>	<b>(%)</b>
Strongly Dissatisfied	1	3.33
Dissatisfied	6	20
Neutral	10	33.33
Satisfied	8	26.67
Strongly Satisfied	5	16.67
Total	30	100



Majority percentage of participants which is 33.33% feel that their current brand up to their mark, 26.67% feel that they are satisfied with their current brand, 16.67% feel that they are strongly satisfied but 20% feel that they are not satisfied and 3.33% feel that they are strongly dissatisfied. So the shampoo manufacturers have some scope to work on these dissatisfied customers.

Q.5 Did you ever wash your hair with Conditioner?

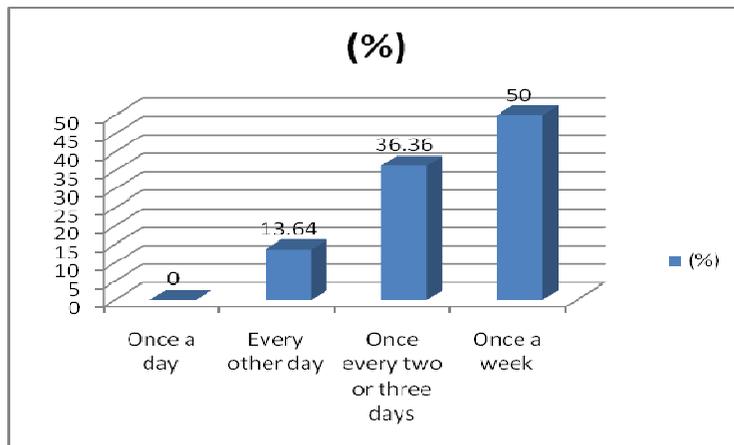
Options	Number of People	(%)
Yes	22	73.33
No	8	26.67
Total	30	100



From the survey it's found that 73.33% people among participants wash their hair with conditioner, rest 26.67% yet to wash their hair with conditioner. Manufacturers can work on this non user to habitude with the conditioner.

Q.6 how often do you wash your hair with Conditioner?

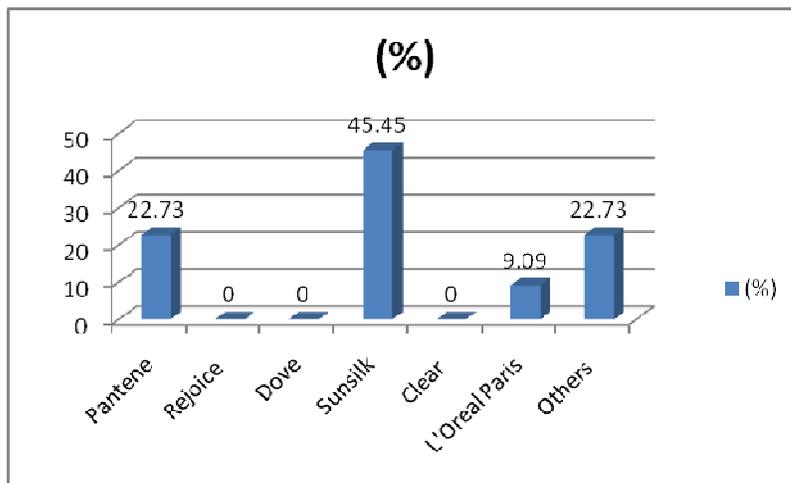
Option	Number of People	(%)
Once a day	0	0
Every other day	3	13.64
Once every two or three days	8	36.36
Once a week	11	50
Total	22	100



From the user majority percentage which is 50% like to use conditioner once a week, 36.36% like to use once every two or three days, 13.64% like to use every other day and on one found who like to use once a day. So conditioner market still developing if we consider the customer’s reference for the conditioner.

Q.7 Which of the following brands do you often use?

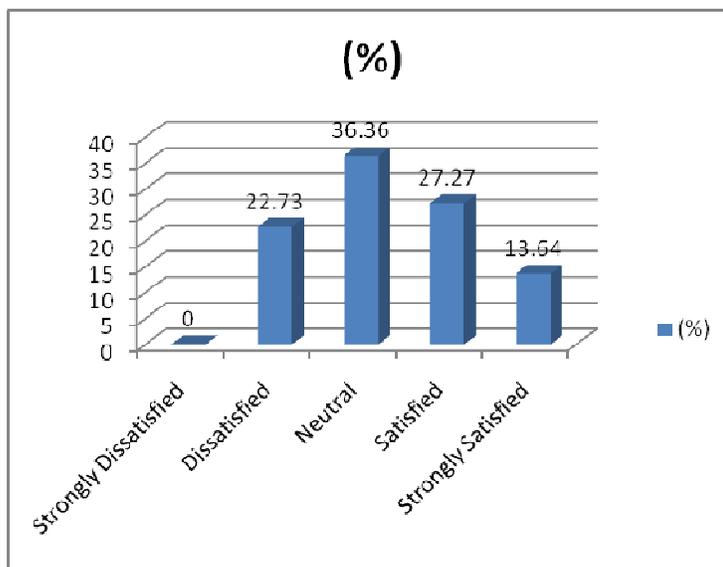
Options	Number of People	(%)
Pantene	5	22.73
Rejoice	0	0
Dove	0	0
Sunsilk	10	45.45
Clear	0	0
L'Oreal Paris	2	9.09
Others	5	22.73
Total	22	100



From here Sunsilk remain the market leader with the 45.45% customer’s preference, Pantene with the 22.73% customer preference following the Sunsilk, L’Oreal Paris also having some sort of customer preference which is 9.09% and rest have 22.73% customer preference.

O.8 How do you rate your feelings?

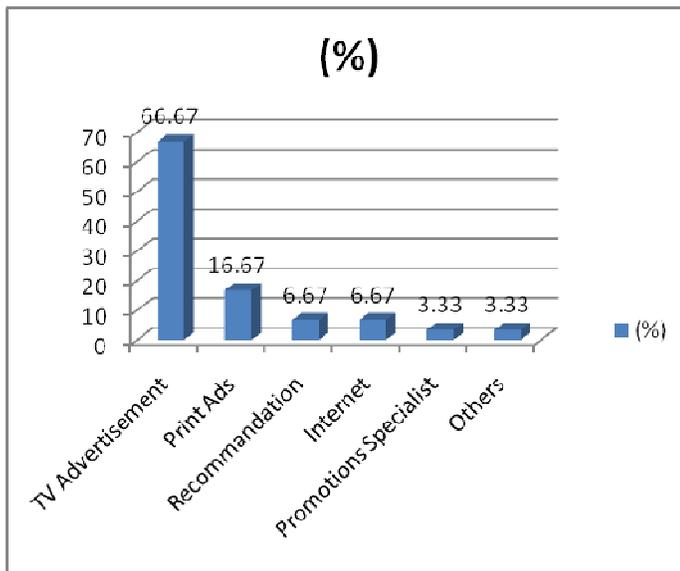
Options	Number of People	(%)
Strongly Dissatisfied	0	0
Dissatisfied	5	22.73
Neutral	8	36.36
Satisfied	6	27.27
Strongly Satisfied	3	13.64
Total	22	100



Majority user 36.36% have find that their brand is up to their mark, 27.27% find that they are satisfied with their brand, 13.64% find that they very satisfied with their brand but 22.73% find that they dissatisfied with their brand though none of them found remain strongly dissatisfied with their brand. So conditioner manufacturers have lots of scope to improve regarding the product development.

Q.9 How does you know about the shampoo brands?

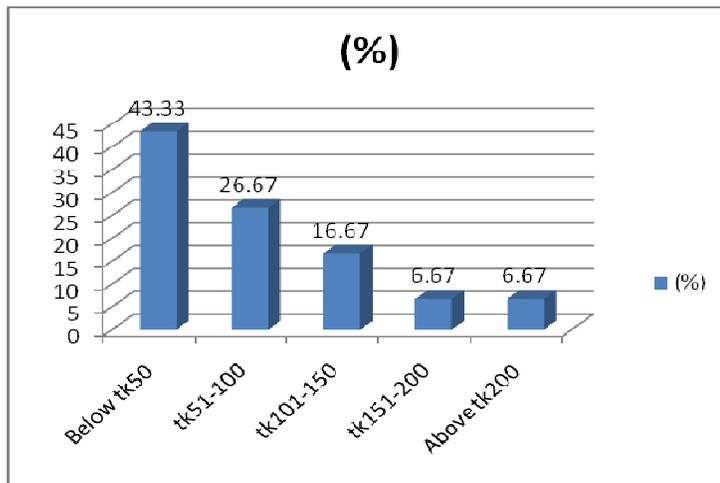
Options	Number of People	(%)
TV Advertisement	20	66.67
Print Ads	5	16.67
Recommendation	2	6.67
Internet	2	6.67
Promotions Specialist	1	3.33
Others	1	3.33
Total	30	100



Most of them almost 66.67% came to know from TV Advertisement, 16.67% from Pints Ads, 6.67% for both recommendation and internet, whereas 3.33% for both promotion specialist and others about the shampoo brand. So TV Advertisement is remaining the best media to promote the brand.

Q.10 Which of the following price range is acceptable to you (200 ml small packet)?

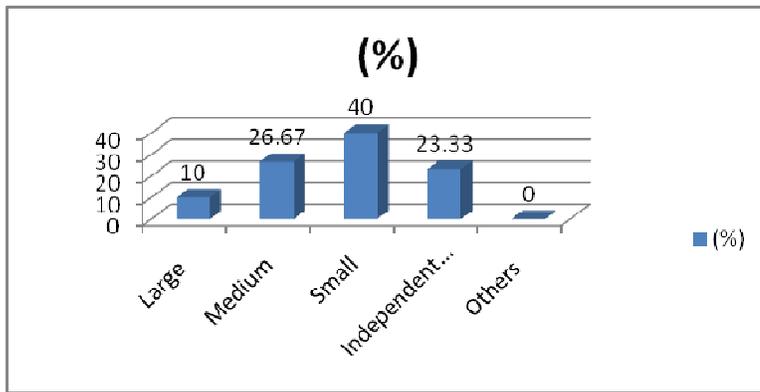
Options	Number of People	(%)
Below tk50	13	43.33
tk51-100	8	26.67
tk101-150	5	16.67
tk151-200	2	6.67
Above tk200	2	6.67
Total	30	100



43.33% will be happy if they can purchase the product below tk.50, 26.67% like to pay more than tk.50 but below 100, 16.67% are ready to pay more than Tk.100 but below tk.150, 6.67% are ready to pay more than tk.150 and rest 6.67% ready to pay more than Tk. 200. So majority percentage of people in Bangladesh is price sensitive.

Q.11 The Volume you prefer is

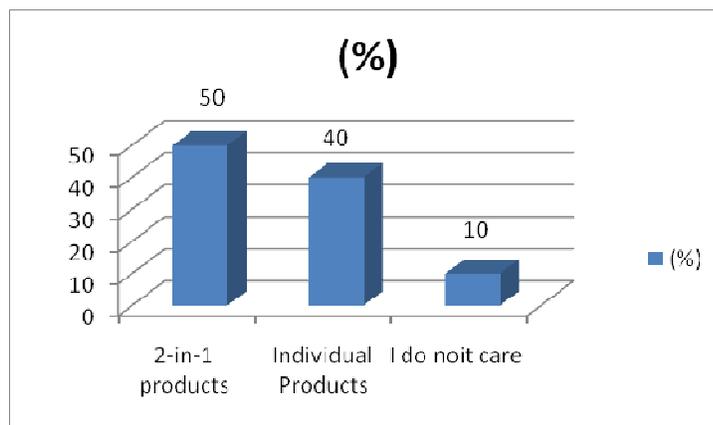
Options	Number of People	(%)
Large	3	10
Medium	8	26.67
Small	12	40
Independent Small Pocket	7	23.33
Others	0	0
Total	30	100



Majority of the participants almost 40% like to have small sized shampoo because of the no regular use of shampoo, 26.67% recommend for medium size where 23.33% remain independent of the size matter, only 10% ready to have large sized shampoo. So manufacturers should on small and medium size in terms of packaging the product.

Q.12 Do you prefer two-in-one products or individual functional products?

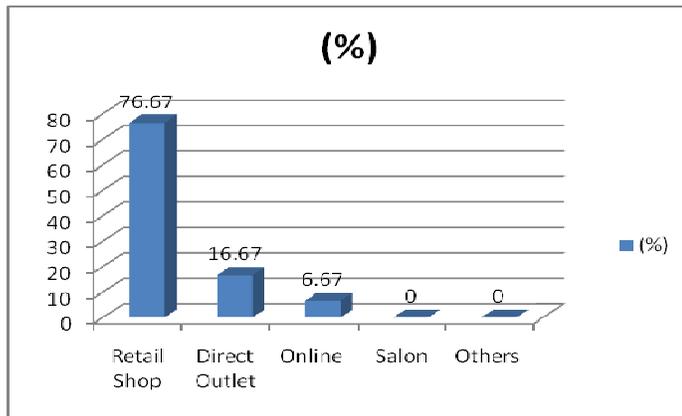
Options	Number of People	(%)
2-in-1 products	15	50
Individual Products	12	40
I do not care	3	10
Total	30	100



50% participants will be happy if they have 2-in-1 products rather than individual products which also recommended by the 40% participants 10% participants remain no choice position. So manufacturers should go for 2-in-1 product development.

Q.13 You tend to purchase your hair products via \_\_\_\_\_.

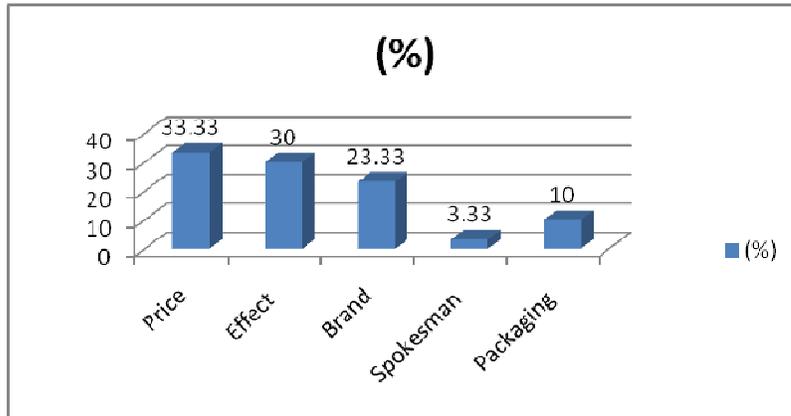
<b>Options</b>	<b>Number of People</b>	<b>(%)</b>
Retail Shop	23	76.67
Direct Outlet	5	16.67
Online	2	6.67
Salon	0	0
Others	0	0
<b>Total</b>	<b>30</b>	<b>100</b>



76.67% like to have the product from the retail shop which is very conveyance to them, 16.67% like to have from the direct outlet, online buyer also having found which 6.67% is. So retail shop still the greatest distribution channel for the manufacturers.

Q.14 Which of the following factors mainly affect your choice?

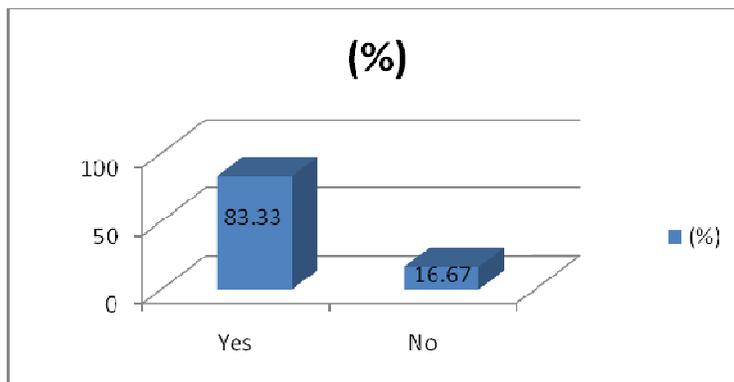
<b>Options</b>	<b>Number of People</b>	<b>(%)</b>
Price	10	33.33
Effect	9	30
Brand	7	23.33
Spokesman	1	3.33
Packaging	3	10
<b>Total</b>	<b>30</b>	<b>100</b>



33.33% participants consider price is the main factor for choosing the product, 30% consider effects is the main reason to choice the product, 23.335 considering the brand as their reason to choice product, 10% on packing and rest 3.33% also talk about spokesman. So product should be effective with price sensitive.

Q.15 In comparison with local brands, do you have a preference for international products?

Options	Number of People	(%)
Yes	25	83.33
No	5	16.67
Total	30	100



In comparison with local brand 83.33% like to prefer international products so local products are far away to compete with the international products

### 3.2: Target People of the Activation Program:

Under Sunsilk College conditioner activation program Unilever has the following target for the activation program:

Activation starts on: February 2015  
 No of months: 8 months  
 No of activation months: 6 months  
 Region: Dhaka metro, Dhaka outer, CTG metro



<b>College:</b>	<b>University:</b>	<b>Market:</b>
No of College : 462	No of University Campuses : 90	Touch Points : 128
Experience per college: 40	Experience per college: 40	Contract per point: 350
Total Direct Experience: 18,480	Total Direct Experience: 3,600	Total Targeted Contract: 44800
Contract per college: 500	Contract per campus: 500	Duration: 16 working days
Total Targeted Contract: 231,000	Total Targeted Contract: 45,000	Total Activation Team: 08
Total Activation Team: 04	Total Activation Team: 02	

### 3.3: Evaluation of Sunsilk conditioner Activation Program:



I draw some hypothesis to evaluate the activation program. I assume that Unilever has the following objectives to conduct this activation program:

- Increasing Sales
- Building Brand
- Collecting Feedback

Based the objective I would like to measure the activation program by following ways:

### 3.3.1 Sales Condition after Activation Program:

One of the major objectives organizing activation is increasing sales. Organizations set a minimum target of increasing sales through activation program. For example; an organization aims to increase their sales by 20% after an activation program so evaluation criteria can be following ways:

- ✚ Sales increases up to 20% are **satisfactory**.
- ✚ Sales increases less than 20% but up to 10% is **dissatisfactory**.
- ✚ Sales increases less 10% are **extremely dissatisfactory**.
- ✚ Sales increases more than 20% but up to 50% is **more satisfactory**.
- ✚ Sales increase more than 50% extremely **satisfactory**.

### 3.3.2 Brand Image after Activation Program:

Increasing brand image of any particular product is another important aspect of organizing an activation program. So evaluation of brand value post activation stage is another criterion to evaluate activation program. For example: An organization expects to increase the brand value of a particular product up to remain in top 5. In that the following criteria's can be drawn for evaluating the brand value:

- ✚ Increases brand value up to remain in top 5 but not in top 3 are **satisfactory**.
- ✚ Increases brand value up to remain in top 3 is extremely **satisfactory**.
- ✚ Decreases brand value up to remain in over top 5 but in top 10 are **dissatisfactory**.
- ✚ Decreases brand value up to remain in over top 10 is **extremely dissatisfactory**.

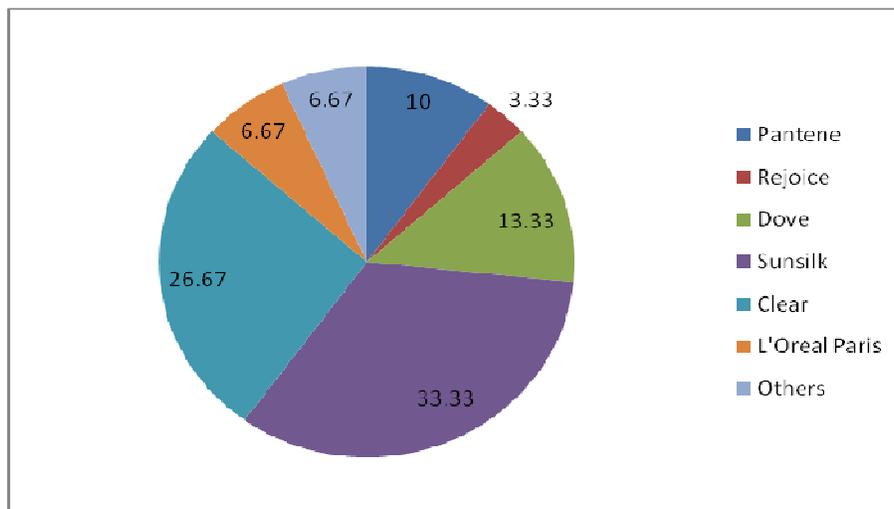
### 3.3.3 User’s Response to the Product:

An activation opens a door to the organizations that how customers response to the product after trail use from the program. So, user’s response to the product can be a criteria for evaluating an activation program. The following criteria’s can be judged as customer’s response to the product:

- ✚ If customer feels that the product is up to their mark is **satisfactory**.
- ✚ If customer feels that the product is more satisfied than their expectation is **quite satisfactory**.
- ✚ If customer feels that the product is the best in market is **extremely satisfactory**.
- ✚ If customer feels that the product is not up to their mark but still workable is **dissatisfactory**.

### 3.4: Bangladesh Shampoo Market:

There is no statistical report on shampoo market. But on our survey (which was conduct on 30 participants attended in the activation program) we try to draw an overview on BD shampoo market as following:



From the survey majority user refer Sunsilk which is 33.33% as their brand, clear is following Sunsilk with 26.67% preference from the participants. Dove and Pantene also gained some reference from the participants. So in Bangladesh Sunsilk remains the number one shampoo brand.

# Chapter 4

# Conclusion

#### 4: Conclusion

Sunsilk is the number one shampoo and conditioner brand in Bangladesh always involve in several promotional activities, like other activities activation program also organizing to promote Sunsilk conditioner. This program is organized to promote conditioner especially among the young user especially who will be the loyal customers for a longer period of time. The activation still ongoing since it started from February 2015 and will be ended September 2015. The organizer expecting that they can achieve their targeted objectives as they started for those. Currently they are conducting several activation programs in their targeted locations and they are getting fantastic response from the participants. So as long I came to notice the activation is going very nicely and hoping that after the program Sunsilk conditioner will be one of the most dominant conditioners in Bangladesh.

## 5. References

<http://creatobd.com/>

<http://www.unilever.com.bd/>

[http://en.wikipedia.org/wiki/Marketing\\_activation](http://en.wikipedia.org/wiki/Marketing_activation)

<http://en.wikipedia.org/wiki/Sunsilk>