

Connecting Dots: Bangladesh Internet Week 2015

Ogilvy & Mather

Connecting Dots: Bangladesh Internet Week 2015

[Internship Report]

Host Organization: Ogilvy & Mather, Bangladesh

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Fairuz Chowdhury

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Subject: Submission of internship report

Dear Sir,

While my time as an intern in Ogilvy & Mather, I have learned a lot about advertising along with building brand image. I have worked with brands like Perfetti Van Melle (Mother company of Alpenliebe, Mentos, Center Fresh) Symphony, Huawei, Teletalk, and BASIS. I have come to about analyzing customer behavior and connect them to their buying behavior, as part of my work was to direct communicate with the consumer on the brands' social media pages. I was very lucky to get the chance of working as a contributor of the Bangladesh Internet Week 2015, the biggest Internet fest until now. That's why the topic I choose for my internship report is **Connecting Dots: Bangladesh Internet Week 2015**.

I hope I have worked hard enough in completing this report and fulfilled the expectation you have. Also, I will be very thankful if you provide your valuable advice on this.

Yours sincerely,

Abdullah Ibne Hossain

ID: 10204015

Acknowledgement

I am grateful to all the individuals who have immensely supported me with this study. Nevertheless of the fact of having incredible work pressure, they always helped me with necessary information.

Initially, I am thankful to the Almighty. I would expressly like to acknowledge my Internship supervisor, Mr. Fairuz Chowdhury for being so encouraging and helped me with his valuable advice while completing this report.

A heartily thanks to all the members of Ogilvy Bangladesh who have helped me build my brand knowledge with a very special thanks to my supervisor, Md. Taskin Hossain, Account Manager, Ogilvy Bangladesh.

Lastly, I would like to thank all the people who have taken time out of their daily life and directly or indirectly helped me out with internship report.

Executive Summary

Brands are mostly relying on traditional media but they are shifting towards the digital media. Advertising methods have been changing profoundly to cope up with the changing media preferences by the target audiences. Communicating with the right audiences with the right source has been always a great challenge for advertising agencies. Country like Bangladesh is still trying to cope up with all the changes. Though many brands are not still taking the digital platform seriously enough, digital marketers are working hard to make client understand and encourage the usage of digital media platform more and more.

BASIS, ICT Division of Bangladesh Government and Grameenphone came together with one goal to create ten million new Internet users through an Internet festival and let the people of Bangladesh know how far we have come. For this endeavor, they had to choose digital media as their main source of communication to reach the target group

Ogilvy Bangladesh has been working with the diverse media for a while by fulfilling the client needs and demand. The report will disclose the process used by Ogilvy & Mather in utilizing the digital media in a dynamic way.

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Introduction

The father of advertising, David Ogilvy, said, “*We sell, or else.*” The main purpose of marketing is selling products, which has not reformed through the eras, but the approaches undoubtedly changed.

Advertisers from time to time has worked hard to come up with innovative and creative ideas for a stand out communication for a brand. Now a day, they are moving away from the typical techniques of advertising that comprises television commercials, radio commercials, and billboards. It becomes problematic to make a brand noticeable and making people devour it and then hold to it, is a totally new challenge overall.

Advertising agencies has already realized that they have rigorously find new innovative ways to compete with the major industry shifting. David Ogilvy also said that, “*if it doesn't sell it isn't creative*”. Advertisers have a responsibility to make clients understand this It is one of their crucial responsibilities to make their clients comprehend and realize why only TVCs and billboards are not capable to appeal and maintain consumer temptation in present days. The sourced of communication and the communication itself has to be exceptional that differs from other campaigns of the other brands.

The next few years will bring more transformation for the advertising business than the previous decades did. Progressively vested consumers, more creative advertisers with developing technologies are redrafting how advertising has been shaped, traded, consumed and followed.

Objective of Report

General Objective

Going through the entire planning and execution process of creating the digital platform and communication for the Bangladesh Internet Week 2015.

Specific Objectives

Analyzing the aftermath to determine the effectiveness of the campaign.

Scope

The advertising and promotional campaigns reviewed here will be centered on the clients of Ogilvy & Mather Bangladesh.

Limitations of the Study

As the digital platform is still in its development stage in Bangladesh, availability of different analytics tools are still limited in some of the service providers as such Google and Facebook analytics.

While evaluating the efficiency of promotional operations of Ogilvy Bangladesh, all of the sensitive financial and brand evaluation data of the client were not available for disclosure due to confidentiality reasons.

Methodology

The report progression is showed below:

1. Initially, the topic objective was selected.
2. The sources of information were selected.
3. Collection of data.
4. Categorization, analysis, clarification and demonstration of data.
5. Outcomes of analysis.
6. Collection of applicable and supportive information.
7. Final report formulation and accumulation.

Data Sources

- a. Insights from Official Facebook page of BIW' 15.
- b. Data from Facebook Ads Manager.
- c. Data from Google analytics.
- d. Data from client (BASIS, ICT Division & Grameenphone)
- e. Data from the third party appointed for the event coverage.
- f. Data from the other websites and online sources.

Internship Organization

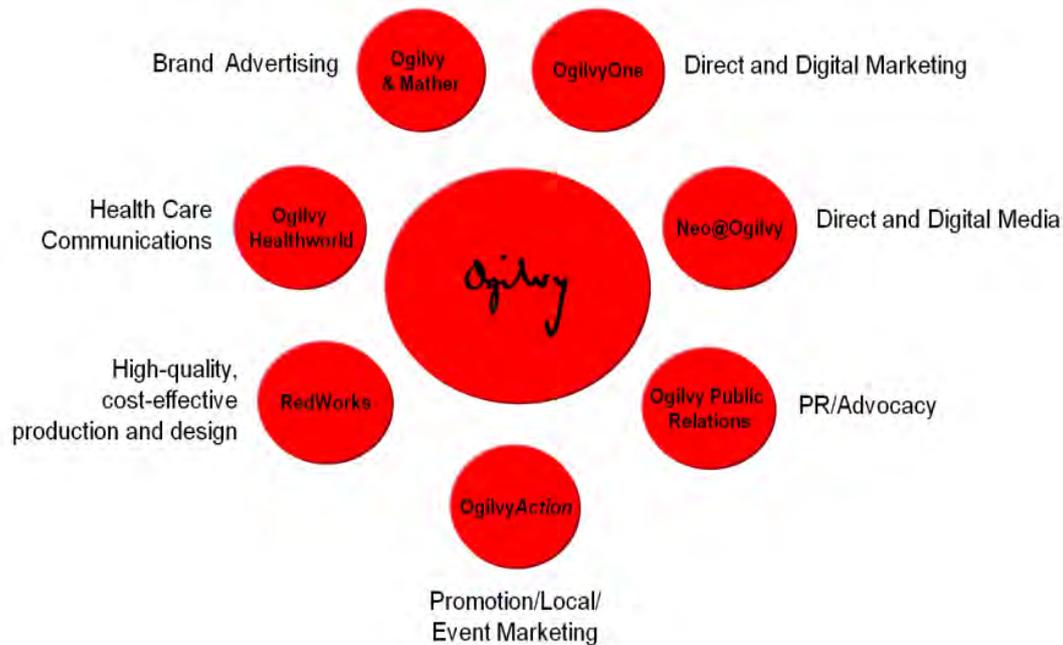
Ogilvy & Mather Communications Pvt. Ltd. Bangladesh is an energetic organization with magnificent working culture. In my three months of internship here, I have absorbed the hands-on experiences of marketing. Credits go to the great advisors who have continuously helped me with their guidance about both traditional and evolving advertising communication.

This segment deliberates the organization operations, clients and its values in short.

Backgrounds

Ogilvy & Mather, Global

Ogilvy & Mather is a worldwide agency based in Manhattan, USA. This agency specializes in advertising, marketing and public relations. It manages 450 offices in 163 cities of 120 countries. David Ogilvy founded this agency in 1948, which is one of the largest marketing communications networks in the world. O&M is both serving several multinational and local brands in all territories. The representation of brand-building competencies is the equilibrium of international and local brands comprising in a global network.



Global Clients:

Ogilvy & Mather board has been working with worldwide renowned brands. Such as:

- British American Tobacco (since 1981)
- American Express (since 1962)
- Louis Vuitton (since 2006)
- Coca-Cola Company (since 2001)
- Amway (since 2009)

Ogilvy Bangladesh

Ogilvy started its journey in Bangladesh by opening the Dhaka office in July 2007. It was the 497th office of the Ogilvy network. Since then Ogilvy Bangladesh is working relentlessly and made its place in Ogilvy global community. Works done by O&M Bangladesh has already been mentioned in Ogilvy Asia magazine.

Timeline:

June 2006: Registration of Ogilvy & Mather in Bangladesh as a Joint Stock Company.

December 2006: O&M’s merger with Marka, which was a local mid-size agency.

October 2007: Ogilvy opened for business in Bangladesh.

March 2008: Officially launched its activities in Bangladesh.

Clients

Ogilvy Bangladesh’s global clients comprise British American Tobacco, Unilever, Perfetti Van Melle, Novo Nordisk, Kraft, Motorola and Ajinomoto. Local clients include Aarong, BRAC Bank, Kabir Steel (KSRM), Bashundhara Group, Daily Sun, Teletalk, Huawei etc. are also worth mentioning. The visuals below demonstrate the variety of the O&M Bangladesh clients:



Organization Hierarchy



Figure: 1

Global Creative Support

Wide-ranging acclimatization is done of local and global works. Ogilvy Bangladesh has connections to the other regional offices and has possessions of bring in any projects that have been done by any other branch worldwide.

Ogilvy Digital Services (formerly RedWorks)

RedWorks was formed as a SBU of Ogilvy Bangladesh, which provided backing in studio fabrication of offline and interactive projects. Later it is rebranded as Ogilvy Digital Services as the team grew with the number of clients it handles and the services it provides in the digital media communication.

Quality Control

Ogilvy guarantees the quality for every creative property that leaves the agency, affirming that these has been checked over and over again for assurance. The system works in such a way, which does not permit to make mistakes, since careful attention is given by the qualified staffs to sustain that excellence.

Present market condition demands quality solutions in a cost effective way to all advertising material irrespective to print, broadcast or digital media. Ogilvy RedWorks is WPP's unconventional enactment segment, which offers wide range of creative and production facilities.

RedWorks Dhaka HUB was founded in late 2008 as an advanced cost effective offshore production HUB mostly to back Ogilvy and RW offices in New York, Hong Kong and Singapore. RedWorks works with best value for money offers with high quality of services in both digital and print media.

As the implications and demand of digital communication is intensifying, the requirement for specialists became prominent than ever. In 2013 RedWorks was re-launched. Recently, as the main organizational has been changed, the name 'RedWorks' has been changed into "Ogilvy Digital Services".

Ogilvy DigitalServices – Expertise

Digital

- Social Media Marketing
- Strategy digital platform campaigns
- Trend observing
- Microsites
- Online Advertising
- Social API assimilation
- Content Formation (gif, static, swf, etc.)
- Content Marketing
- Websites (Flash, HTML & HTML5)

3D

1. Developing
2. Modeling
3. Texturing
4. Rendering

Audio Visual

1. VFX
2. Pop-up ads
3. Video Composition
4. Video Editing

Print

1. Modification/Development/Adaptation
 - a. Newspaper ads
 - b. Trade prints
 - c. Brochure
 - d. Indoor Display
 - e. Datasheets
 - f. Outdoor Sign

2. Imagery

- a. Editing
- b. Correction

3. Vector Trailing

Insights:

Job responsibility as an intern in Ogilvy Digital Services:

Creating Ideas:As part of my training, I have to come up with innovative ideas for our different types of client and for variety of brands. For example: For promoting battery power one of Symphony mobile we came up with an idea of asking customers what will they do if they get 1000 to 4000 mAh battery consecutively for four days in social media. It was to engage consumers on the Facebook page and it was a huge success resulting an average of two thousand interactions per post.

Working in a team:Ogilvy Bangladesh inspires teamwork and maintaining good relationship with the group members as well as the other personnel within the working environment. Not only with the colleagues but also maintaining a healthy friendly relationship with the clients and the vendors was essential.

Client servicing in digital media: My main job responsibility was to ensure my client's happiness regarding the projects I was handling. My supervisor instructed me the preliminary requirements about our clients' and I discuss with the creative team about the designs. It was hard for a fresher like me to manage all the parties of the projects bring in to the same page but with the help of the people I worked with, it became easier over the days.

Daily Chores: I had to ensure some daily chores among the accounts management, creative Dept. and digital services. It incorporates developments of continuing project, sanctioned campaigns, supervising and checking the financial sides.

Directive: Besides these works, I also have to look after that the creative team is doing their part of work according to the client's brief. To do so, I made a very good and friendly relationship with the creative dept. Because of this, they usually followed my direction without any complains.

Deliverables:I also had to send the outputs and other deliverables like quotations to the designated person in different stakeholders. I didn't have to go personally but to supervise the

dispatch unit of Ogilvy Bangladesh is delivering the papers and other deliverables at the right places.

Community Management: I also worked as a community manager for which I monitored all the clients' digital media platforms. I had to ensure that every queries and comments have been replied and acknowledged. It may be sound a very tough job to do as a community manager has to work figuratively every hour of the day as social media never pauses, but it was a great source for customer understanding for me.

While working as an intern in Ogilvy Bangladesh, I observed that most of our clients think in the same way that they know everything better than the agency. Opposing to that thought, agencies are always onward in marketing and advertising strategy. Though advertising has not been changed in terms of methods that much in our country, the shifts in platforms has been changing in a slow but steady pace. Billboards, print ads and TVCs are being used significantly for a communication campaign and most of the time the clients have no idea about how much reach they are going to have through these traditional platforms. As clients are not brave enough to go for an unconventional media for advertising, it heard for us to make them implement an innovative campaign. The next segment elaborates the agency point of view, which is Ogilvy Bangladesh think are essential in present day digital advertising and marketing communications.

Understanding

- **Lifestyle of the end users**

Understanding the end consumers is crucial for every marketing communication. Without proper hold on the consumer lifestyle it is hard to design and plan interactive campaigns for them.

- **Attention grabbing visual contents**

The problem marketers face most now a day is customers are over exposed to the media content. So it is hard and challenging to grab the attention of the target audiences all the time. Eye catchy and innovative designs can hold the attention of the customer groups.

- **Customer involvement with the brands**

With hundreds of brand entering the market everyday, it is tough for the consumers to choose the brands they like and trust. As they are exposed to more information they can absorb, often they remain confused about what they want and why they want it. In this chaos, it is a very effective way if there is a platform where customers can directly interact with the brands with their queries and feedbacks rather than watching a TVC or a print ad.

- **Interaction and engagement**

To build trust and attachment for the brands, marketers need to design campaigns that engage customers with the products and services the brand provides. Proper engagement with the target audience can build a strong brand association.

- **Connecting emotionally**

Emotional appeal in advertising has been proven very effective. Customer recalls the brands most with which they have an emotional attachment rather than the brands, which have only shown product attributes in their communications. Also, in digital media, marketing materials, which incorporate entertainment and fun, have more reach to the age of thirteen to forty years old target audiences.

- **Viral contents**

People nowadays talk about the things they found interesting most which can be related to their hobbies, recent topics or something as silly as a cat dancing with a hideous music. The point here is the marketing contents must have properties for which it can go viral by the target audiences. Maybe the content has nothing to do with the brand directly but can reach a lot more audiences than a traditional media content can ever reach.

Connecting Dots: Bangladesh Internet Week 2015

Bangladesh Internet Week 2015 was a country's first nationwide Internet festival covering three major cities – Dhaka, Rajshahi and Sylhet. Bangladesh now has over 40 million Internet users, which is steadily growing. Most of this population is connected to Internet through their mobile phone. Though majority of these users in Bangladesh use this service only to access social media. The goal of the Bangladesh Internet Week 2015 was to increase the consciousness of the revolutionary aptitudes of the Internet for education system, increasing rate of employment, e-commerce and other business scopes, agricultural development, benefits on health sector, e-governance, public services and entertainment opportunities.

Planning

Ogilvy Bangladesh won the pitch for the overall 360-degree marketing communication for BIW' 15. As part of the Ogilvy Digital services, I was assigned as a contributor for the digital planning and implication team. We were assigned with the task of launching the digital media coverage for the event including Facebook, Twitter and YouTube channel for the BIW' 15.

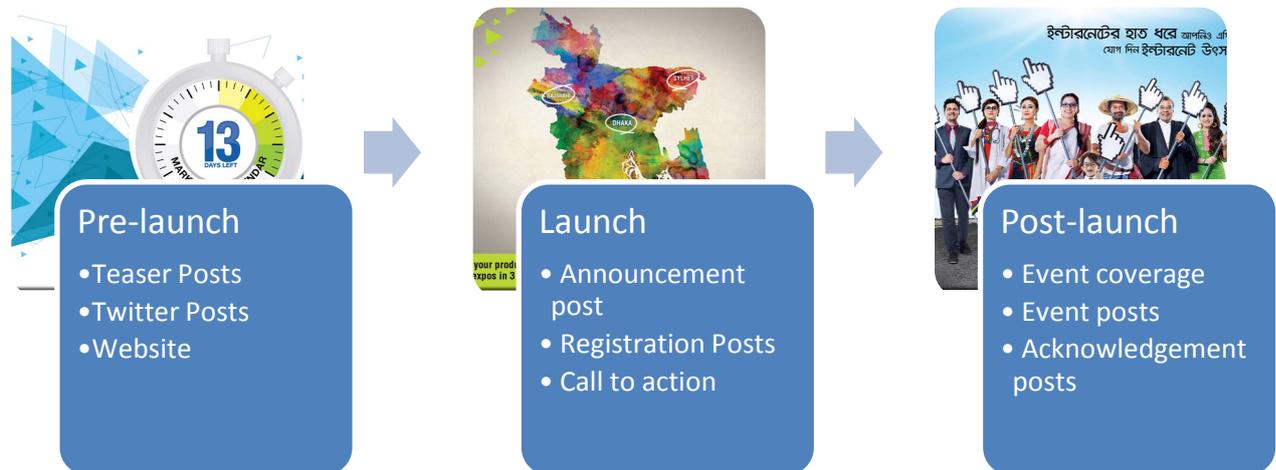
My team and me planned in detail for the 60 days' digital campaign. We were running on a deadline as the event date was fixed. We divided the campaign in phases so that the planning process becomes easier and with this process we were able to determine the importance of the phases over each other.

Event timeline:

City	Venue	Date
Dhaka	Banani Field	5, 6, 7 September
Rajshahi	Nankinbazar Field	9 September
Sylhet	City Indoor Stadium	11 September
Others	487 UDCs	

Figure: 2

As the event was from 5th September to 11thSeptember, we scheduled for total two months' worth of content strategy. We were bound to provide 340 digital content over the time period. We have distributed the campaign into three major parts.



Pre-launch: This phase was very crucial as it was the first step where target audiences were being exposed to the BIW'15 communications. We have developed teaser posts for Facebook, Twitter and static images for the website. These posts mainly focused on the aspects of the Bangladesh Internet Week including the size of the event, benefits of the event. The main purpose of this phase was to create the hype. We continued this for two weeks of our timeline, then we moved to the second phase.

Launch: After the first phase of communication, we initiated second phase. In launching phase, we started communicating the registration for the expo and benefits of getting registered in the biggest Internet festival of the country. We tried to influence people with all the statistics our clients provided us. For example, Chance to reach 487 Upazillas under one platform. The tagline of this event was “Unnoyoner Password Ekhon Amader Haate” which means “Password for development is now in our hands”. We adapted the press communication for digital media too. Also in this phase we launched the YouTube channel for BIW'15 where the TVC was uploaded along with other videos of the inauguration ceremony. This continued till 4thSeptember 2015.

Post-launch: On 5th September, the BIW'15 main event started at Dhaka. We had on ground event coverage team, which I supervised. The purpose was to make real time communication from the venue. This is a very strong communication strategy for event coverage through digital media. On 9th September 2015 the Rajshahi expo and on 11th September 2015 the Sylhet expo was held. We covered all of the expos along with some of the Internet fair organized by the Upazilla Parishad authorities around Bangladesh. We also communicated the BIW'15 Talk Show's broadcasting on Jamuna TV through social media. During the event period we mainly communicated what is happening on real time, what are the main attractions and acknowledgement to the key individuals who worked hard for the events. Digital contents were being uploaded relentlessly in Facebook, Twitter and YouTube channel of BIW'15.

Teaser Posts



Source: Bangladesh Internet Week Facebook page. <https://www.facebook.com/BDInternetWeek/timeline>

Launch and Pre-Launch Posts



Launch and Pre-Launch Posts



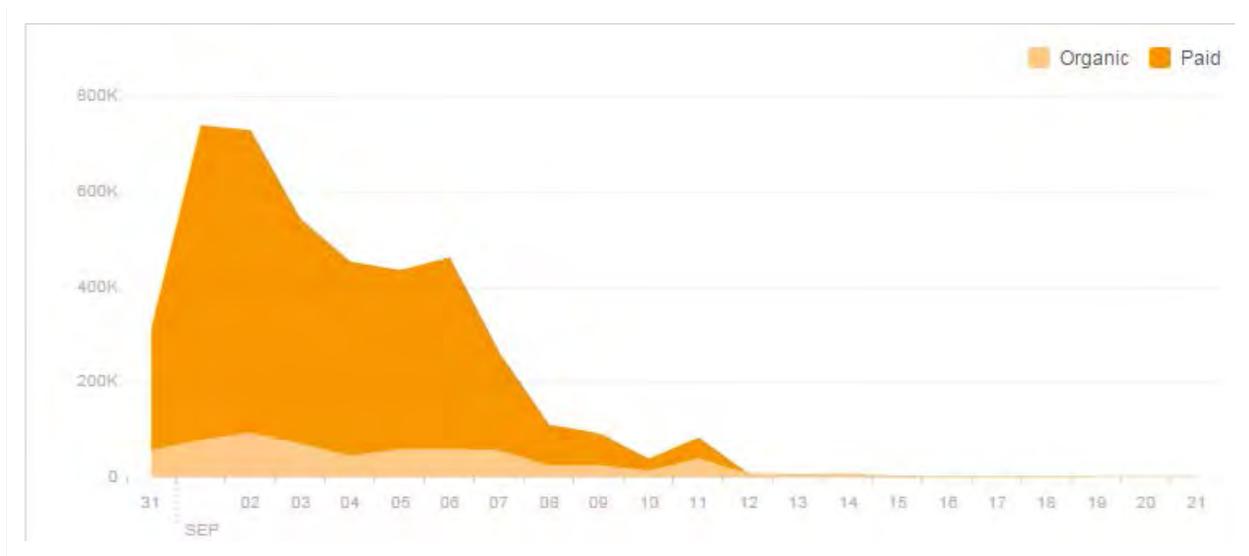
Source: Bangladesh Internet Week Facebook page. <https://www.facebook.com/BDInternetWeek/timeline>

Effectiveness of the campaign

Over the event time period we have managed to upload over 370 digital contents on the BIW’15 digital platforms including Facebook, Twitter and YouTube. Facebook posts got 1,636 comments, 231,352 total likes and 2,283 shares of the posts. Our target was to bring 10 million visitors on the events. BASIS let us know that 12 million people visited the expos and local events.

Reach and Exposure planning:

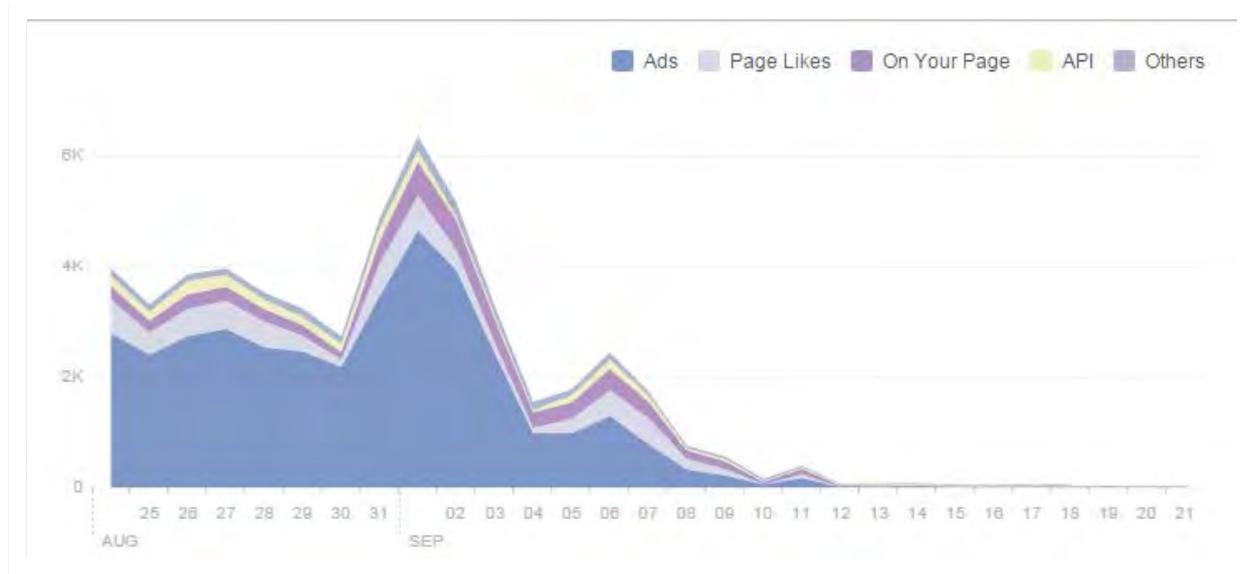
As shown in the figure from Facebook analytic, we can see that during the event period content reach was 600,000 to almost 800,000 per day.



Source: 1. Bangladesh Internet Week Facebook page. <https://www.facebook.com/BDInternetWeek/timeline>

Figure: 3

Also during the event period, page likes were almost 6000 per day. We planned the payments strategically for the maximum amount of reach, like and share we can get at the given budget.



Source: 1. Bangladesh Internet Week Facebook page. <https://www.facebook.com/BDInternetWeek/timeline>

Figure: 4

Campaign Overview:

During the event period, the campaign got impression of over 28 million which means ads and posts of BIW’15 has been seen 28 million times on Facebook. Facebook ads got 996,316 clicks. It indicates the number of people shown interest on the event, clicked on ads and landed on the website. Also almost 4.9 million people has seen the post via their news feed or shared by friends. The videos have been viewed 259,930 times from Facebook.



Figure: 5 (Facebook Analytics)



Figure: 6 (Google Analytics)

From the report of the Google analytics, we can see that impressions made from Google ads were more than 19 million. People clicked 23,256 times and videos were viewed 69,938 times.

Conclusion

David Ogilvy said, “What you say in advertising is more important than how you say it”. His saying is what we are seeing in this era of digital media. Digital contents demand messages that attracts and grab the attention of the target audience of different brands.

Bangladesh Internet Week 2015 digital campaign was one of the most successful campaigns till now in Bangladesh advertising. This has been possible because of the understanding the importance of digital media by the client and proper implementation of the digital campaign planning.

As the time is changing at a very fast pace, methods followed by the advertisers has to be changed to keep up. If the agencies don't adapt with the evolving media, they will be lost in the growing competition. Ogilvy Bangladesh is taking measures to fight the war of digital media.

Appendix

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