

***Internship Report on “Strategies
for brand activation of Savlon
Freedom Ultra”***

Submitted To

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Letter of Transmittal

To

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Subject: Submission of the Internship Report

Dear Madam,

It is a great pleasure to submit my Internship Report as a part of my BBA program to you that I am assigned to prepare under your direct supervision on the topic entitled "***Strategies for Brand Activation of Freedom Ultra***". I am fortunate enough that I had got an experience and efficient professional team in the company. I had got the opportunity to work with them where I was directly doing the market execution and activation program of Savlon Freedom ultra to learn their marketing process and procedure effectively. I tried my best to show my skill which I achieved by three (03) months, practical experience through this report. Finally, I would like to assure that I will remain standby for any clarification, explanation as and when required.

I would like to express my sincere appreciation and gratitude to you for your help in the preparation of this report.

Sincerely yours,

Meftahul Islam

ID: 111 041 05

ACKNOWLEDGMENT

Theoretical knowledge is not sufficient for a student to go ahead for a career as practical knowledge is crucial and for that internship plays a significant role which gives a student a practical learning through working in a real environment of a company.

The report completion credit does not only goes to me but to many people as well my intern teacher Humaira Naznin madam for guiding me time to time by whom I had completed the report, ACI and its members where I got a corporate experience and environment, intern colleagues and friends who were always been there for me to help, advice and provide me with necessary information through which I could gather vast knowledge for my report. But at first I want to express my gratitude to Almighty God for giving me the strength and the composure to finish the task within schedule time.

I am very grateful to my internship supervisor Farzana Hossain (Brand Manager of Savlon Freedom) as she hired me to ACI to work under her and I learned a lot of strategies about how to penetrate into the market. Then I would like to thank my second supervisor Mr. Maharan Fadlullah (Senior executive) who always been guiding, directing and showing me how to deal with different problems.

Thanks to Allah once again who always kept me surrounded by so many good people who were always been there for me whenever I was in difficulty they were always there to give some ideas, suggestions make the task easy to me through their motivation and believe in me.

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Executive Summary

ACI is one of the largest and well-known brands in Bangladesh. At the beginning it started with pharmaceutical but gradually it got engaged with many different businesses like Food, Agro includes fishery and Consumer Brands. It is also working as marketing channel for many well-known multinationals like Colgate, Godrej, Merisant sweetener, Beiersdorf AG a German company, Palmolive, etc. ACI introduced the concept of quality management system by being the first company in Bangladesh to achieve ISO 9001 certification in 1995.

Every company needs a plan for its product marketing and it has its marketing team to do so by generating ideas and implementation and the operation team does the execution part.

The Bachelors of Business Administration (BBA) Program consists of different theoretical and practical learning where internship is a mandatory. Internship report is the summary of the whole process of internship for which I was assigned to ACI to get the practical experience needed after completion of the theoretical knowledge from my university.

My major is Accounting and minor Finance but I felt I am fortunate enough to get the chance to work under marketing department of ACI to learn something new from other area. During my three months internship period my responsibility was to work as a member of the operation team of the ACI's Consumer Brand's Freedom Department. At the beginning I was assigned to find all the lists of the garments under EPZ (Export Processing Zone) of Bangladesh, brainstorming for the website and fan page development then I was told to gather information of the OGSB (Obstetrical and Gynecological Society of Bangladesh) for Women and SOS (Save Our Ships / Save Our Souls) for Orphans in Bangladesh. From the third week I was brief about the ACI market auditor task and sent to different places around Dhaka. Within days I was outside Dhaka doing market audit for Savlon Freedom being ACI's market auditor. It was not so easy at the beginning but later I learned through experiencing of different difficulties and guidance of my supervisor and the Area and zonal managers of different locations.

Brand activation 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. During my internship period I was engaged to different activation and execution programs I had mentioned in detail throughout this report.

Chapter 1

The Organization

1.1 Introduction

In 1973, the UK based multinational pharmaceutical company, ICI plc, established a subsidiary in Dhaka, known as ICI Bangladesh Manufacturers Limited. In 1992, ICI plc divested its share to local management, and the company was renamed Advanced Chemical Industries (ACI) Limited. ACI Consumer Brands was initiated in 1995 with two major brands of the company – ACI Aerosol and Savlon. These are two of most prestigious products which are enjoying the leadership position in the market.

ACI formulates and markets a comprehensive range of more than 387 products covering all major therapeutic areas, which come in tablet, capsule, powder, liquid, cream, ointment, gel, ophthalmic and injection forms. ACI also markets world-renowned branded pharmaceutical products like Arimidex, Casodex, Zoladex, Atarax etc. from world-class multinational companies like ASTRAZENECA, UK and UCB, BELGIUM in Bangladesh.

ACI is actively engaged in introducing newer molecules and Novel Drug Delivery Systems (NDDS) to meet the needs of the future.

ACI introduced the concept of quality management system by being the first company in Bangladesh to achieve ISO 9001 certification in 1995 and follows the policy of continuous improvement in all its operations.

Aligned with the concept that a pharmaceutical must ensure effective management of environment, ACI complies with standard environment management policy, thus adorned with EMS 14001 in 2000.

ACI maintains a congenial and supportive relationship with the healthcare community of Bangladesh, with the belief that business excellence can only be achieved through pursuit of quality by understanding, accepting, meeting and exceeding customer expectations.

The management of ACI, a competent team of professionals operates with a progressive attitude to provide effective solutions to satisfy the customers' needs, through its products and services of uncompromising quality.

1.3History

In the 1968 ACI was established in east Pakistan being a subsidiary of ICI (Imperial Chemical Industries) but soon after the war it emerged in Bangladesh in 1973 as ICI Bangladesh Manufacturer Limited as a public limited company. After some years it was divested to local management and in 1992 and changed its name to ACI Limited retaining the inherited product and service quality, culture and social responsibilities of ICI.

At the beginning of its journey ACI starting turnover was just about 80 million taka with pharmaceutical company which after years with new management and diverse business in 2008 the turnover rose to more than 7300 million taka. The company has different business interest starting from pharmaceutical to Agricultural includes fishery and livestock to Consumer Brands (where I worked as an intern). It also works as a distribution and marketing agent for many international brands such as Colgate and Odonil. At present ACI has three strategic business unit (SBU), 11 subsidiaries, three joint venture and one associate.

ACI is the first to certify by ISO S001 and 4000 for quality and environmental management system in 1995 and 2000 respectively which ensures its products are international standard quality and can be accepted worldwide. It is also the first company to be the member of United Nation Global Compact (UNGC). ACI has been accepted as the founding member of community of Global Growth Companies by the World Economic Forum which most prestigious business networking organization in the world.

1.4 Product and service Offerings:

ACI has divergent business interest it started with pharmaceutical but gradually when new management involved with new ideas and opportunities about other sector it never let it go. It always getting involve to new areas of business still spreading its wings more and more day by day. Right now it has three strategic business units with 11 subsidiaries, three ventures and 1 associate. Its departments include pharmaceutical, agricultural includes fishery and livestock and consumer brands with around 370 products in overall.

Services offers:

ACI represents Colgate, Palmolive Company as exclusive marketing and distributor partner for the territory of Bangladesh .Colgate is the market leader for the oral care products category.

ACI was appointed as sole distributor and marketing partner Beiersdorf AG, Germany, the manufacturer of Nivea Brand products and also provide other brands like Godrej Consumer Products , Merisants low calorie sweetener etc . It also provides support for different world reputed Pharma and agricultural sectors.

1.5 Vision for the future:

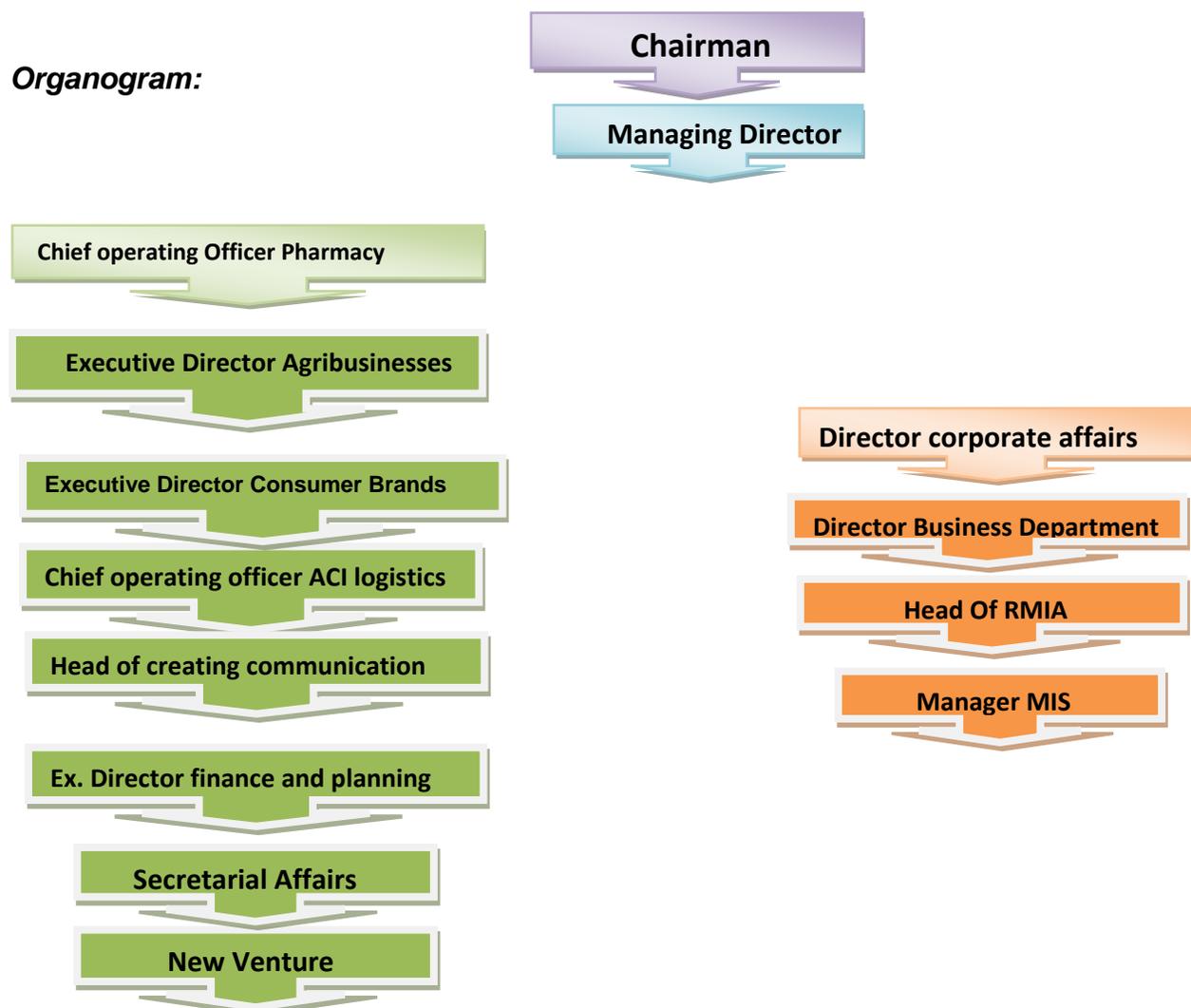
1. It target is to become the market leader in each category of its businesses.
2. To get the highest productivity by effective and efficient use of resources, adopting appropriate technology and configuration with its core competencies.
3. Develop its employees by encouraging empowerment and rewarding innovation
4. Promote an environment for learning and personal growth of its employees.
5. Provide products and services of high and consistent quality, ensuring value for money to its customers.
6. Encourage and assist in the qualitative improvement of the services of its suppliers and distributors.
7. Establish harmonious relationship with the community and promote greater environmental responsibility within its sphere of influence.

1.6 Operational Network Organogram:

1.6.1 Distribution network:

The company's sales center is located at nineteen different locations in Bangladesh strategically set by the company. It has advanced and much upgraded distribution channel maintained by its 300 skilled and trained manpower and a large fleet of eighty vehicles. These distribution channel and force is capable of handling its various business continuing volume around the country. They had cold chain for its distribution of some specialized range of items such as vaccines and insulin. The distribution centers are highly efficient, automated computerized and automated. Their highly configured and upgraded system of it's operational channel enable them to run efficiently and effectively on time.

Organogram:



It is a hierarchical management system followed by ACI and it is successful for them.

At the top there is the chairperson of ACI who are always there for the major decision in the company then comes the managing director who look after all the operation and decision of the company. Then from top to bottom the management goes down to lower level employees. From the left there is the chief operating officer pharmacy. Then the Executive Director of Consumer Brands Executive director of Agribusiness and so on at the last there are new venture position will be set when it will emerge. At the right there is director of corporate affairs then other officers play crucial roles in different respective departments.

Chapter 2

Job Responsibilities

2.1 Description of internship

The reason I tried to do the internship in ACI Limited was to learn about marketing and wanted to benefit from the experience. My major is accounting and minor finance so it was a opportunity to experience another field and I wanted a new challenge and to learn, improve and develop new sets of skills. ACI is indeed one of the biggest companies in the country. When I joined there they included me in the main planning team, as I was an intern I did not had much knowledge about planning at first but slowly I started learning.

As I was an intern during the first month of my job I assigned to contribute very little, may be doing a part in the presentation, may be sharing some ideas in the meeting etc. but I use to see how they work and how things need to be done in this sector. Then after a week I was given some specific task like finding all the EPZ listed companies from all the BGMEA list it was really difficult to understand what and why I was doing that but later I found its one of market penetration scheme. They are looking for the compliance managers of every EPZ listed garments, as they are exporters they had set of international standard for safety environment for the workers. But our target was especially women and garments workers majority are women. I found later ACI getting in contract to these garments one by one as I also did that part through contacting them through phones and emails. It was for the female hygiene and ACI was doing as a part of their corporate social responsibility (CSR), they are about to supply a category of freedom (Freedom Popular) made for underprivileged women at low price. Then from the second month I started working a little more, I was assigned to prepare a presentation then give fresh ideas and then my superiors started to give me more directions, and sharing their ideas as well. So after the second month I used to make full presentations and show them and take feedback from them.

Third week- there came the list of the locations around Dhaka and outside Dhaka of the shops where I had to visit. At the beginning I was sent to Uttara dokhin khan. It was a

fully different experience it was just opposite to how it is at Uttara Uttar Khan which is develop we might had experience. Every time to the visits I was also given a agency boy at different places so as in Uttara Dokhin Khan as well. It was difficult but me along with that boy search as many shops as we could and ask them if they know about “Freedom Display Program” and its benefits. It was a month after when the registration time was over but I found none got registered. This part was known as Market Audit and we became the audit team of ACI for the markets. I visited Dhanmondi , Mohammadpur, Zibatola , Mohakhali , Gulshan, Midfort, Green Road , New Market, Elephant Road , Mirpur, Kollanpur , Savar and some other places at Dhaka. At the End of the first month on 27th of October I was sent outside Dhaka alone. At first I audited Mymensing Zone which Included Mymensing Sadar , Jamalpur , Netrokona , Sherpur and Kishorgonj.

Later till December 1st week I audited and executed at Bogura, Rajshahi, Rangpur, Pabna and Comilla. In between there were some other brand activation programs such as events and sponsoring to some women universities as mentioned in this paper.

After the auditing and execution are done I was given responsibility to monitor the market to see if all are going accordingly or not and if the agency people are working properly, etc. Starting again from Dhanmondi area, New Market, Green Road, Mirpur, Ajimpur and some others areas in Dhaka. Rajshahi, Bogra and Rangpur which I had done auditing before.

Later after the end of my internship by the request of my supervisor I went to an EPZ enlisted garments known as Teen Age Fashion Ltd at Hemayetpur Savar. For the first time me with another colleague done the brand activation alone and we had done it well Alhamdulillah. Thanks to our supervisors who brought us to this stage that we became capable this much.

2.2 Specific Responsibility:

- I. Find out all the EPZ listed garments in Bangladesh from the internet ,
- II. Collecting the email ids of each by contacting them through phone calls.
- III. Market auditing for the Display Program of Savlon Freedom.
- IV. *Finding out SOS detailed information, which is a non-government and non-profit organization which work after the needy children's family care, education and future.*
- V. OGSB: is a professional body supporting Government, Development Partners and NGOs in all technical issues in SMI, MNH, EMOC and Reproductive Health.
- VI. Finding out the contact numbers and their activities in details.

2.3 Different aspects of Job Performance

As I was a Intern of marketing division I had to many other things to create my job more practiced. I had to communicate to many employees of different units of different departments. For signing of many documents it was required to transfer in different departments. I was also assigned to deliver important documents and files to different employees in different departments regularly. When I had to go for the market audit I had to contact ASM (Area Senior Manager) of different locations to assist me with a SR (sales representative) of each area I visit. I also had to face many SRs who are not co-operative and had to have a meeting with the (ZSM) Zonal Senior Managers of that region, these were very different experience I had at my work. At the beginning I felt very nervous but my supervisor motivated me, I was told to represent me as ACI's auditor and to behave with them that way. I got huge respect wherever I go for audit being just a beginner, that was a huge achievement. Many ACI's employees around Bangladesh recognize me as an auditor of ACI. There were some other function I had to perform when I come back from market audit. The interns are not paid initially for

every visit that was surprising for me at the beginning I had to make petty cash for even a bottle of water I drink while in visit. It is a bill for every visit I had to prepare then had to go through some stages to collect my bill back. First I had to make it sign by an employee who checks the petty cash and each food bill attachment I get from restaurants I eat. Secondly it has to be signed by my supervisor then I had to go to ACI Centre Finance department to take approval and sign and finally I had to go to the accounts department to cash in my bills. It has four stages to pass to cash out even 100 taka bill sound hilarious so I felt at the beginning but later my view changed and I thought this is how giant company is controlled. At several occasions I also had to had meeting with the Brand Manager and Business Manager of ACI to discuss different market situation that is a wonderful experience. They are really highly admirable persons sitting at the top, it takes seconds for them to identify and solve a problem.

I really cherish those memories still now. I enjoyed working with different units of the organization and those things help me gain knowledge of more about the corporate culture.

2.4 Critical observation and Recommendation:

During my internship period I used to observe my supervisor always planning and setting strategies and placing objectives for others and it really motivated me to work hard. I noticed that my supervisor always have the information about the stocks of Savlon Freedom products all over Bangladesh and he regularly monitor that. Every transaction is being carried out through a separate account of the department's head like my supervisors I noticed even any sanction of loan for the department. There is a dinning attached to the kitchen where every employee had their lunch at lunch time at 1-2 pm afternoon, from the top management to junior executives at a single row, this gave me a sense of respect as there is no partiality between senior or subordinates in the organization.

I felt a sense of injustice with the interns at the office as interns are students and they are not earners that is usual so it created conflicts during the time of visit for auditing as

they cannot ask for thousands of money every time from their parents. As for auditing, interns are set out bills are paid later it creates lots of trouble for them. Me and my other intern colleague faced difficulty during auditing outside Dhaka the expense is always around ten thousand which is huge for a student and pressure on the parents.

Recommendations

I think it should provide food for the interns as well and it is not a difficult asking from a big and prestigious company like that. I felt a sense of respect by watching no discrimination between employees but interns had to go outside for lunch by self-funding which is expensive every day doing lunch outside. So here it is a partiality which should not be, as interns also work as an employee and sometimes work more than them as they also had to perform different other task like delivering of files and all.

Moreover regular employees are paid in advance for any task outside office for transportation and food. I think interns are needier than the employee as they are not earners so they are the one who should be at first allowed advance payment that will bring ease for them while working for the company and a sense of respect will also be there for its company.

Chapter 3 Project

3.1 Project Summary: -

Emergence of Ultra: ACI launched Savlon Freedom sanitary napkin in 2008 under the Female Hygiene Category. ACI is always trusted by the consumers for its excellent product superiority. Soon after some years of presenting of freedom in the market they achieved a good market share receiving good growth in its sale into the market. It's market share is growing day by day and started giving competition to different local and foreign companies. Gradually it launched new different category of freedom napkin according to different customer focused.

Finally ACI decided to improve and upgrade more for the higher class consumers who uses imported Napkin for quality concern and they launched the new version of Salon Freedom

“Ultra” which is highly improved like Whisper or other quality products but lower in price, so that domestic customers can experience the high quality at lower price. Moreover those who were not able to afford whisper now can buy “Freedom Ultra” and experience same high quality satisfaction which they could not had due to price barrier of other foreign products.

The main reason for the implementation of this promotion and branding strategy is to make availability of this product into the market simultaneously to introduce it into market and the customers through the display program approach. To be effective ACI used direct communication method to consumer which is a promotional strategy involves directly interacting with the customers in the market. It includes organizing and sponsoring events, brand activation programs and direct selling at discount. This project also includes a new sort of program made by ACI marketing team called Display program high equipped with all the quality of branding and advertisement direct to target audience.

3.2 Description of the project:

To promote Freedom Ultra ACI introduced “Display Program” for the Pharmacy and other departmental shops who sell Freedom Sanitary Napkin.

It was a three months program where there were four steps:

1. Execution
2. Market Audit
3. Maintenance
4. Monitoring

1. **Execution:** In this step it was to let the shops know about the display program and how it is beneficial for them. The process include letting the shop keepers know that this was about to introduce freedom ultra to the customer by keeping Freedom products in a merchandising position in a separate shelve where they will keep all categories of freedom but there must be minimum of two Savlon “**Freedom Ultra**” between them so that it will remain highlighted between all the others. The display should remain this way for three months period and for every month the shops will be benefitted by free product of freedom regular flow wings depending on the slabs the taken or their sales.

2.**Market Audit :** In this process on behalf of ACI we visited different markets to see if everything of the display program in accordingly or not like whether the shops know about the program , whether they are displaying it properly or not and mainly whether they had Freedom Ultra in their shops or not.

3. **Maintenance:** In this process ACI hired an agency called Papyrus who sent local team to the shops at different location in Dhaka and outside Dhaka to maintain the display program. Their responsibility includes correcting the shelves, displaying the products properly and pasting stickers surrounding the display.

4. **Monitoring:** This is the last steps where we interns on behalf of ACI monitored the market at different places in Dhaka and outside Dhaka if everything going accordingly. Whether the agency doing their job properly and talk to the sales representative letting

them know about the program properly. In every operation there will be one or a set of personnel from the clients to monitor, even if they are there, a formal report needs to be done for the client. It includes some pictorials of the campaign and event took place at that time.

It is a very technically designed program for the promotion of “**Freedom Ultra**” and it will be highly effective. Firstly it is designed in a way that every shops will had to maintain to display in the eye catching position of the customers. It leads to get popularity faster than any other advertisement method. The customers had to visit the shops to purchase and this product is at the front display highlighting Ultra between. The shops are regulated and control by the auditor like us and agency people so the display remains accordingly and for that the shops are also benefitted regularly for three months respectively. The brand activation will be effective as I had seen from the beginning of first month that only around 10% shops had Ultra in their shops but at the end of third months almost 90% shops found displaying **Freedom Ultra** at the front of their shops and the sale started increasing which reflects the awareness and success of the activation by the implementation of the display program.

Furthermore every shops had to keep Ultra which is crucial under contract to be eligible to receive their monthly benefit that at the same time creating awareness of the emergence of the new product into the market. Most of the customers never bother about asking about this product as it is a sensitive issue for the women in Bangladesh. . Advertising is a hypothetical scene where these are directly reaching the target and giving them the real experience through the free samples and in overall less costly than advertisement which can go for long term till success. Customers come and see at the shelves and ask for one and this opportunity has been taken by the program designers. Although I was assigned only for three months and it is still an ongoing process taking place with other school activations till February 2016. I observed the gradual popularity of Ultra through this method and it will be highly affective and efficient way of communication to the target groups.

Brand Activation: It 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. ACI has used three strategies for its brand activation of Savlon Freedom focusing on its new category “Freedom Ultra”.

Promotional Activity: It includes different awareness and safety programs for rural, semi urban areas. There had been many activation where there were shown documentary prepared by ACI which make them aware about female hygiene. **Shorno Kishory** is one of them which is an ongoing program running on television. Simultaneously while the activation on different schools, Colleges, Universities and also in garments these programs are shown on projectors and make them aware about female hygiene. There are two other documentaries called “Natika” for the girls who study and a separate garments documentary for garments women which highlights the safety measure of women during their menstruation time.

Creative Communication: This includes creating a facebook fan page for the women and girls which consists of all the information about Savlon Freedom Sanitary Napkin. The page will be regularly updated about women health and safety issues. It will arrange some quizzes for the women to make the consumers always connected to the page. The employees are still working on the page on how to make the page more exciting for the users.

Listing all the EPZ enlisted companies: this was a primary task given to me at the first week of my internship where I was told to find all the RMG (Ready Made Garments) companies of Bangladesh through web browsing and get the contact address of the compliance managers. I found around 4000 RMGs from which I was ordered to filter all that are listed under EPZ (export processing zone) those who exports abroad. Through some difficulties I found 108 garments under EPZ. I was then told to find the email address of each and there I found none except phone numbers. I made phone calls to each of the numbers and had to influence them to give their compliance managers numbers and Email addresses. It was difficult but I managed and succeeded convincing more than half of the companies to get contact addresses of the managers.

Listing All the Girls Hostels in Dhaka:

In the meanwhile we had listed all the girl hostels in Dhaka and found around 100 hostels. I had found it is a very unique approach in Bangladesh for Branding of Ultra, first in Bangladesh to directly deliver to the girl's dormitory. Majority of the hostels got agree to take the chance of free delivery for them. The approach will be very effective as there are some women who are shy to ask for Sanitary Napkin from pharmacies now they will get it right at their dorms. Moreover they had to pay less and they do not had to go out to purchase so why not take the chance if the product is good.

North South University (NSU) brand activation:

It was a whole one week activation program where 3000 (three thousand) free samples of Ultra were distributed among the NSU female students as well the workers there. The program was only about free sample distribution of Ultra and spot selling of Savlon Freedom Sanitary Napkin but the students and others had to register their name and contact numbers for the sample which will be later used by the ACI Savlon Freedom Department. Branding in terms of X-banners were placed at every entrance of NSU from the gates to the cafeteria, girls lounge etc. and stickers of Savlon Freedom everywhere even inside girl's toilet. There were also a doctor for free health check-up and prescription at the Girls lounge sponsored by obviously ACI and the response was good by the female students. My work was to monitor and help in all the activities and guiding the female representatives at the stall and looking after the cash and inventory. I had seen a great participant in the girls lounge for the free advice and check up by ACI's doctor. I feel this will bring a strong positive image of Ultra from the respondents for the effort done by Savlon Freedom. Moreover three Thousand products to three thousand girls which will create positive name in the mind of the customer and simultaneously experiencing the Freedom "Ultra" more thinly, highly improved quality, will further bring loyalty of customers in terms of a Brand creation among them.

Kumudini medical college activation: It was an activation program at one of the largest women medical situated at Gazipur. There had been health awareness speeches regarding what women should do or should not on their menstruation period. The documentary “Natika” was played which is made for the college going girls and quiz program were held after the documentary. The quiz questions were about the hygiene practice for women during menstruation, some questions were related to Savlon Freedom color and types and the documentary. Selected ten participants were also rewarded with Savlon Special Gift packs. There were also free sample of Freedom Ultra for all the students of the medical college and some gift packs for the Honorable Principal and other faculty members. My task was to do the branding like positioning of the festoons and X-banners to appropriate sites for each and taking the snaps of the overall program. There were stall for spot sale of savlon freedom. Below are some of the pictures taken at that time:

The approach from my point of view is very positive, by branding everywhere it creates brand awareness in the mind of the customers, the name remains in the mind and for once at least they will want to try freedom “Ultra” as it promises the same high quality service which they get from higher priced napkins.

Bashundhara City Lift Advertisement:

As we can see above there is Savlon Freedom Advertisement at every capsule lifts of Bashundhara City Shopping Mall which is a one year contract being made with them. It is a contract and my supervisor told me to take the snaps from every corner to understand that it is clear and visible from all the sides and it will reach the target audience properly. Some of the pictures are given below:

I feel it gives the product a gorgeous image as we can see in the above pictures the advertisement on the lifts it is clearly visible from every angle of Bashundhara City Shopping Mall. It is the largest market markets in Dhaka everyday thousands of people

come to visit the market and this means a huge investment to advertise for a year in all the capsule lifts. People are being aware by watching at the advertisement target customers are easily being aware as it is a eye catching view that most of the customers of the market will notice while inside the lifts or outside as this lifts are placed at the center of the market so from all the direction from the entrance to the escalator the lifts are seen by everyone. The advertisement is also been decorated by fog and other light so that it is more highlighted among the shinning lights of Bashundhara market.

Sponsoring and co-sponsoring Events:-

Savlon Freedom department also sponsored and co-sponsored some events to promote its new product Ultra. The sponsoring is not only financing them but also distribution of free sample and health awareness. The Branding is always present at every program. Banding in these cases are 4 large and 6 small festoons and minimum of 4 X-banners at different sites that catches the eyes of people.

Eden college activation - Co-sponsoring Debate program:

This program was all about free sample distribution and spot selling of Savlon Freedom Sanitary Napkin. Branding and promotion of Ultra was the main reason so Ultra was displayed at the stall in huge quantity. Special offer for those buying from the stall which includes 10% discount and Savlon Soap free with every packs of sanitary napkin they will buy. The response was huge it was a three days (10:00 am- 5:00 pm) debating competition program. The program was a great success more than 10,000 free samples were distributed and sales were more than 50,000 taka in less than three days as the third day closing time was 1:00 pm. I had to look after the cash and inventory along with the Branding and monitoring the female sales representatives and I responsibly did my duty.

It was a great success of Freedom Ultra's initiative there had been huge rush for the free sample as everyone wanted to try the free. I think this approach will lead to a further success by fulfilling the real intention of the company. The intention was branding which took place everywhere that builds an intangible value in the minds of the customers. There are more than 20,000 students to see the branding more than ten thousand participated in the free sample distribution approach so practical experiencing is also present. Moreover more than five hundred packs (only in two and a half days) of different Freedom types were sold at discount so I noticed the response was great and once the customers are satisfied according to promised quality the target will be fulfilled without any doubt. So this direct approach mode will be effective as customers are being directly reached and being experienced by the products superiority that creates the Brand itself.

Shahid Zia Degree College Co-sponsoring BAPSA:

It was a health and cultural program organized by Bangladesh Association and Prevention of Septic Abortion (BAPSA) a NGO. ACI made a contract with BAPSA to supply Savlon Freedom at lowest cost to the under-privileged women and girls. There were X-banner and festoons everywhere so that Savlon Freedom Sanitary Napkin is well visible to all make them aware that it is ACI Savlon's products which is a very popular and a prestigious brand in Bangladesh.

The audience was from different background and free sample distribution to all was held. There was health related speech by ACI for the young girls that reflected why the use of Sanitary Napkin is important and also spot selling of Freedom Sanitary Napkin of all category of Freedom. The response was very good and the documentary "NATIKA" was also shown which is about a teen age school going sports girl and how she overcome her menstrual obstacles and won the race by Freedom confidence.

The documentary "Natika" give confidence to the girls to be strong and care free during their menstrual period and aware about different diseases might occur if they are not conscious. I feel the activation for branding is effective as it directly approaching the

target customers making them aware and building a strong emotional relationship with them which is the core of branding.

Teen Age Fashion Ltd (RMG) Activation:

This is one of the result of the finding all the EPZ enlisted RMG done by me during my first week of my internship period. It is a RMG (ready-made garments) exporter who came with a contract with ACI for purchasing of Savlon Freedom Sanitary Napkin for all their female workers at a regular base. It is a CSR (Corporate Social Responsibility) activity for both the Garments and ACI as ACI will sell to the garments at discounted price which is very low than the market price by non-profit motive and the Garments will distribute these products to its female workers for free every month as their CSR activity. The program includes a documentary which focuses on female hygiene importance and how it can help them reduce diseases and absenteeism and live a healthy life. This product is a different category of Savlon Freedom Sanitary Napkin name "Freedom Popular" only made for lower income women. The documentary was about a female garments worker who remains absent in her work due to disease caused by infection by using unhygienic clothes. Soon after when she started using Sanitary Napkin Freedom gradually it changed her life into healthy and regular working women. There were free sample distribution to 410 women and X-banners and festoons everywhere at the garments for branding purpose.

I figures out among the 410 women the majority didn't know about the freedom sanitary napkin, they even don't know about the price of different Sanitary Napkins in the shops. By the activation they all agreed to use Sanitary Napkin particularly "Freedom Popular" to prevent diseases by using unhygienic clothes during their menstrual period. Hundreds of workers been aware and further there will be transfer of information from them to their beloved once. They were surprised to hear about the diseases and very thankful to Freedom for the consciousness created by them. They believed in the past that Napkins are very expensive and they never bother to ask the shops about it but

now their view has changed. It will bring ACI more customers from rural and underprivileged customers it is in fact creating new customers as the customers is not only the garments workers but also thousands of others like them who will be reached through them by transfer of information.

3.3 Objective of the project: The main objective of my project is to present the effectiveness of the strategies of brand activation of “*Freedom Ultra*” which was used to promote and create customer awareness for the new version of freedom sanitary napkin. It also includes to show my skills through practically involving in the brand activation programs simultaneously acquiring vast knowledge about marketing. Furthermore it is to get a clear view about Brand activation strategies which create scope to communicate with the target customers directly and these campaigns are easy to track market condition. E.g. the feedback or the response should be quick enough for the marketers to understand the value of the program. It is important to know how the activation is going. As being directly involve with the target audience if something wrong then it can be track easily and sorted out.

3.4 Methodology: Methodology describes how we go through all the processes of research and how we proceed on. The steps of conducting research and the explanation of the sources of data are discussed here. Both primary and secondary data sources were used to generate this report.

Primary: The primary data resource is collected through informal discussion with professionals, observation while accomplishing day to day jobs and by participating in the Brand Activation processes directly throughout the internship period and working amongst the employees of Consumer Brand department of ACI.

On the job resources includes the activations I had participated along with others members of ACI. Some methods are NSU activation, Co-sponsoring Eden college

debate program, Shahid Zia Degree College co-sponsoring BAPSA and others mentioned above.

Secondary: The secondary data resource is collected from website of ACI and some marketing related articles of different websites.

3.5 Limitations of the project:

Various constraints may be faced by individuals in every program or activities. During preparing the report, I had also faced following limitations which will be discussed below:

The major constraint of the study was that I am from a different concentration background. Secondly the collection of information, because most of the information was classified and confidential .To maintain its organizational privacy ACI cannot disclose all information's related to the report. For that reason it became impossible to me to collect some data for this report. Time constraint was also a principal dispute for preparing the report as during my internship period I was always either on field work or outside Dhaka auditing for ACI .So I had to start working on the report after my internship time end and the deadline was very near. Moreover internship period is only three months and this is very short time to understand the organization and the strategies judiciously.

3.6 Results

Benefits of Promotion and Brand Activation are:

- a) It created a way of communication directly with the target group simultaneously gave them an experience of the product and its quality.
- b) I feel the implementation of the activations gave the brand a stronger voice amongst competitors allowing for better consumer information selection.
- c) Open up an interactive channel of communication directly to customers from which insights can be elicited
- d) Support any unique selling points communicated through other advertising and promotions
- e) Brand activation can elicit customer insights as target customers interact with the brand so I think it is more effective way of advertising as directly being involved with the target and getting the result very soon through customer's response.

3.7 Conclusion:

Advance Chemical Industries (ACI) is the largest companies of the country that serves millions of consumers. It is driven by one of the most modern marketing department. To serve the whole country this organization recruits right people for the right position for each department with attractive remuneration and motivation. In achieving the organizational ultimate goals and objectives the importance of marketing process is enormous.

It has appeared as the most significant enterprise-wide strategic function not only to achieve goals and objectives but also to withstand the current global competitive atmosphere. I am fortunate enough that I had worked for ACI's marketing Department otherwise I would not have the vast knowledge about marketing being from a different background.

Doing this study I had gained the practical knowledge of marketing beside knowing the corporate culture, this report has helped me to get a comprehensive idea to grow in my future endeavor. I had learned different types of brand alertness through practically participating in the brand activation programs. As a final point I would say that marketing department of ACI is very contemporary and harmonious simultaneously efficient and disciplined compared to other organizations in the industry.

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APPENDIX

- **GOALS**

An observable and measurable end result having one or more objectives to be achieved within a more or less fixed timeframe. For further explanation, see [Goals vs. Objectives - Using Both to Get Where You Want to Go at InvestorWords.com](#).

- **HIERARCHICAL**

Having a structure consisting of multiple levels. A hierarchical business structure would mean that the chain of command looks like a pyramid, with a large base of workers, who are directly supervised by the smaller level above them, who are in turn supervised by the level above them, continuing on to the top ranking officer such as the company President or CEO. Alternatively, anything which can be broken down into a series of levels which range from broad to specific can be considered hierarchical.

- **Emerging Markets**

New market structures arising from digitalization, deregulation, globalization, and open standards, that are shifting the balance of economic power from the sellers to the buyers. In such markets information is freely and widely available, and is almost instantly accessible. To compete in these scenarios, a firm must adopt new processes based information technologies, and must keep a close watch on the price, quality, and convenience trends.

- **Market PENETRATION**

The activity or fact of increasing the market share of an existing product, or promoting a new product, through strategies such as bundling, advertising, lower prices, or volume discounts.

- Market Audit :

Analysis and evaluation of a firm's marketing approach, activities, aims, and results achieved.

- Branding :

The process involved in creating a unique name and image for a product in the consumers' mind, mainly through advertising campaigns with a consistent theme.

Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers.

- Marketing PROMOTION

The advancement of a product, idea, or point of view through publicity and/or advertising.

- Sales PROMOTION

Stimulation of sales achieved through contests, demonstrations, discounts, exhibitions or trade shows, games, giveaways, point-of-sale displays and merchandising, special offers, and similar activities.

- Execute

To complete a document and give it a legal and valid form by signing it.

Market Audit Analysis and evaluation of a firm's marketing approach, activities, aims, and results achieved.

- Efficient :

Less waste of time and material simultaneously more effective and productive.

- Objective : short term target to accomplish.

- Obstacles

Something that impedes, stands in the way of, or holds up progress.

- Absenteeism

Voluntary non attendance at work, without valid reason. Absenteeism means either habitual evasion of work, or willful absence as in a strike action. It does not include involuntary or occasional absence due to valid causes, or reasons beyond one's control, such as accidents or sickness. See also attendance management.

- Constraint

Element, factor, or subsystem that works as a bottleneck. It restricts an entity, project, or system (such as a manufacturing or decision making process) from achieving its potential (or higher level of output) with reference to its goal. See also theory of constraints.

- Brand Activation

The definition: Brand Activation is the seamless integration of all available communication means in a creative platform in order to activate consumers. Activation means stimulating: 1. interest 2. trial 3. loyalty

- Positioning

A marketing strategy that aims to make a brand occupy a distinct position, relative to competing brands, in the mind of the customer. Companies apply this strategy either by emphasizing the distinguishing features of their brand (what it is, what it does and how, etc.) or they may try to create a suitable image (inexpensive or premium, utilitarian or luxurious, entry-level or high-end, etc.) through advertising. Once a brand is positioned, it is very difficult to reposition it without destroying its credibility.

Kumudini medical



Bashundhara Lift Advertisement



Eden College



Shahid Zia Degree College



Teen Age Fashion Limited

