

Internship Report:

A Study on Planning for Agility (P4A): A Unique
Media Planning Framework of Mindshare Global

Internship Report on

**A Study on Planning for Agility (P4A): A Unique
Media Planning Framework of Mindshare Global**

Prepared For:

**G.M. Shafayet Ullah
Senior Lecturer
BRAC Business School
BRAC University**

Prepared By:

**Karishma Mahfuz
ID: 12204038
BRAC Business School
BRAC University**

Date: May 7, 2017

Letter of Authorization

May 7, 2017

Karishma Mahfuz

ID: 12204038

BRAC Business School

BRAC University

Subject: Authorization Letter.

Dear Student;

I, G.M. Shafayet Ullah, am authorizing you for conducting your internship project titled BUS400. I have chosen your topic based on your major side of your BBA program, which is: A Study on Planning for Agility (P4A): A Unique Media Planning Framework of Mindshare Global

With best regards,

G.M. Shafayet Ullah

Senior Lecturer

BRAC Business School

BRAC University

Letter of Transmittal

May 7th, 2017

G.M. Shafayet Ullah

Senior Lecturer

BRAC Business School

BRAC University

Subject: Submission of Internship Report on – A Study on Planning for Agility (P4A): A Unique Media Planning Framework of Mindshare Global

Dear Sir,

Here is the internship report on “A Study on Planning for Agility (P4A): A Unique Media Planning Framework of Mindshare Global”, which is one of the prerequisites of my graduation in BRAC University.

In my report I studied and analyzed the advertising industry of Bangladesh and how the digital media landscape is changing the perspective of Bangladeshi brands while leaving a great impact on the marketing strategies of different brands in the country.

If there are any queries regarding this report, I am available at any time for explanation.

Sincerely Yours,

Karishma Mahfuz

12204038

BRAC University.

Acknowledgement

I would like to convey my heartiest gratitude to my Supervisor G.M. Shafayet Ullah Sir, Senior Lecturer, BRAC Business School, for giving me the opportunity to conduct my internship report on “A study on Planning for Agility (P4A): A Unique Media Planning Framework of Mindshare Global” and for his continuous support in preparing this report. It would have been difficult for me to prepare my internship report without his untiring support.

I am deeply indebted to Mr. Zahin Hossain, Creative Manager and my direct supervisor at Asiatic Mindshare Bangladesh for helping me out with all my resources needed to prepare this report.

Finally, my gratitude goes toward my parents and friends for their enthusiastic co-operation and constant encouragement throughout my university life.

Table of Contents

Chapter 1: Introduction

1.1 Background of the Study	7
1.2 Objective of the Study	7
1.3 Scope of the Study.....	7
1.4 Methodology of the Study	8
1.4.1 Data Collection Process.....	9
1.5 Limitation.....	9

Chapter 2: Company Overview

2.1 Introduction.....	10
2.2 About the company.....	10
2.2.1 GroupM	11
2.2.2 WPP	12
2.3 Mindshare Global Network	12
2.3.1 Mindshare Team	13
2.3.2 How Mindshare Is Doing.....	14
2.3.3 Mindshare's Global services.....	15
2.4 MindShare in Bangladesh.....	16
2.4.1 Vision of MindShare	17
2.4.2 MindShare - Global Touch.....	17
2.4.3 Asiatic Mindshare in brief.....	18
2.4.4 Asiatic Mindshare offers.....	18
2.4.5 Organizational Structure	19

Chapter 3: Planning for Agility: A framework of Mindshare Global

3.1 A Genuine Framework for Content & Campaign.....	20
3.2 Categorizing Planning for Agility.....	21
3.3 P4A based Campaigns: A case study on Bkash.....	22
3.4 bKash Boishakhi Mela (Tentpole Based).....	22
3.5 Planning for Agility in Globally.....	23

Chapter 4: Recommendation and Conclusion

4.1 Recommendations for Planning for Agility	24
4.2 Recommendations for Organization.....	25
4.2 Conclusion.....	26

Executive Summary

The research has been carried out as a part of the BBA program in BRAC University and submitted as a part of the Internship Program of the researcher. The researcher is currently working in the content and planning department of the organization as a marketer of different brands in the digital platform. The company mainly deals with media planning, media buying and digital implemented in the social media landscape.

Modern era is the era of advertising and the probability of success of advertising is not only decided by the quality of creative. The practice of media planning, buying and implementation play a vital role for successful campaign to get the optimum result from advertising. There has been a large scale of expenditure behind television, radio and press media. To use the investment wisely media planning is done.

In this study the researcher took an effort to not only explain the different roles of the organization as a pioneer in building brands in the industry, but also how brands are gradually becoming digitalized to ensure more interaction with audiences who remain mostly active in the digital platforms.

Chapter 1: Introduction

1.1 Background of the Study

The author is a regular student of BRAC Business School, BRAC University and has completed her internship from Asiatic Mindshare Limited for fulfilling academic requirement of BBA Program. Report writing concerning the experience throughout the internship period is an obligatory part of the program. Hence, the author prepared this report on "A study on Planning for Agility (P4A): A unique media planning framework of Mindshare Global". P4A enables the existing campaign idea and assets to be real-time ready (existing assets infused contextually) and be nimble (customizable when appropriate) across Paid, Owned and Earned channels.

1.2 Objective of the study

Broad Objective

The broad objective is to present a study on how Mindshare Global set up its own framework for campaign planning with the 'Planning for Agility' technique.

To meet the broad objective the specific objectives are:

- To present the main mode of the framework
- To present how campaigns are done using this framework
- To portray the usefulness and outcomes of this framework

1.3 Scope of the study

This research study is conducted on Asiatic MindShare. The data and information of the report has been collected from Asiatic MindShare and the

analyzed data has been collected from different subscribed software from research firms. There may have some limitation on the data. The study was to analyze on the 'Planning for Agility' framework.

1.4.1 Data Collection Process

The data of this report was collected through Mindshare data resources and existing portfolio. Also the researcher closely worked on different projects of different brands and collected information proactively while working on her assignments.

1.5 Limitation

- Secondary data is always hard to work on because of authenticity
- Time is another hindrance to prepare a quality report
- Scarcity of information is always a common hindrance to prepare any type of report
- Mindshare has some restriction in disclosing sensitive information for this sort of report for academic purpose.

Chapter 2: Company Overview

2.1 Introduction

With a firm belief that "**Everything** is a media opportunity"; Asiatic Mindshare started its journey in Bangladesh on June 2001. The enormous growth of Mindshare clearly defines how much attention it achieved by this 15-year life. For the upraising media industry of Bangladesh, Mindshare is no more a media company; rather it is an essential tool to improve the market. The contribution of Mindshare in media industry is not a thunder of Bangladesh rather it is worldwide. "Closeup1", "Lux-Channel I Super Star" and many other products of Mindshare are not only appreciated locally, but also these are considered ideal worldwide.

Mindshare is a global media investment management company delivering national, regional and worldwide solutions to clients across all media, in all categories and to all target audiences. This is called Mindshare because of its belief in collaboration and the integration of services with its people, its clients, creative partners, research partners, media owners and all other colleagues. It believes "mind share" is the ultimate measure of successful communication: combining innovative media solutions with tangible business results.

Asiatic Mindshare started its operation in Bangladesh in June 2001 as a joint initiative of Mindshare World and Asiatic MCL, one of the leading ad agencies in Bangladesh. Since then it has been driving significant changes in local media scenario and off course in their clients' media investment. In Bangladesh it is the first of its kind, as it is a complete media planning,

buying & research company. It is the key driver of media research in Bangladesh media market.

2.2 About the Company

Mindshare was created in 1997 as the first truly global full-service media company. This is now a team of 7,000 people in 86 countries around the world.

This is called Mindshare because it describes what it does and how. It works collaboratively to enable its clients to gain a greater share of consumers' minds. It's in business to achieve fame and money for its clients' brands. This requires two balancing forces: creativity and accountability. So it combines original thinking with brilliant execution. Like magic and logic, or yin and yang, it's a perfect combination. It has a great track record in industry innovation – in negotiation, analytics, consumer research and global account consolidations.

Mindshare is part of GroupM, the media parent company of WPP.

2.2.1 Group M

GroupM, the world's leading full service media investment management operation, was created by WPP Group to oversee its assets in this sector. These assets include Maxus, MediaCom, MEC and MindShare. The focus of GroupM is the intelligent application of volume and scale in trading, innovation and quality of services, in order to bring benefit to clients and the companies it operates.

2.2.2 WPP

WPP plc, (Wire and Plastic Products) is a British multinational advertising and public relations company with its main management office in London, England, and its executive office in Dublin, Ireland. It owns a number of advertising, public relations and market research networks, including IMRB, Millward Brown, Grey, Burson-Marsteller, Hill & Knowlton, JWT, Ogilvy & Mather, TNS, Young & Rubicam and Cohn & Wolfe.

WPP is one of the world's largest communications services groups. WPP companies exist to help their clients compete successfully: in marketing strategy, advertising, and every form of marketing communication and in monitoring progress.

2.3 Mindshare Global Network

Mindshare's greatest competitive strength is its global network and how it work as one seamless, integrated team.

MindShare is active in 115 cities across the globe giving us a significant presence in all regions. Its network has the best geographic distribution of offices and expertise in the business. Its core and specialist services are implemented through these regional hubs and national offices, which deliver

vital local knowledge and on-the-ground expertise. It all work to a single operational standard and share a common culture of delivering intelligent solutions and world-class client service. And everyone in MindShare network is linked into its worldwide online communications and information system, Mpower. It keeps its clients (and their communications agencies and business partners) networked and in the loop on all media activity through its customized brand sites.

2.3.1 Mindshare Team

Advertising Age describes Mindshare's management team as 'meticulous, tenacious and stable'. MindShare constantly focused on the details that matter and it extremely ambitious for its clients and people. Mindshare works very hard to balance its business: making sure MindShare achieves the best possible results for its clients and providing its people with stimulating and rewarding careers. MindShare have created a compelling culture of growth and success that helps to deliver on promises today and plan its business for the future.

2.3.2 How Mindshare Is Doing

The success of MindShare business depends on two key factors: a genuine understanding of our clients' needs; the expertise to interpret and lead the market.

The strategy of embracing the twin trends of consolidation and globalization of clients' media accounts has brought continuing growth through major account wins. MindShare continue to invest in its people, new services, specializations and infrastructure to maintain its competitive advantage and global leadership position.

2.3.3 Mindshare's Global services

Mindshare helps its clients to understand, navigate and manage the evolving and fragmenting media landscape.

This company offers core services in strategic media planning, negotiation and execution. Their specialist services address the specific needs of our clients, and include econometric modeling, research and insights, digital solutions, sports and entertainment sponsorship consultancy, and brand-

driven creative campaigns. It works in client teams, drawing on our core and specialist skills as needed to deliver the client's requirements. It is a flexible structure that can match client needs nationally, regionally or globally. Skills of MindShare are underpinned by outstanding client service.

CORE SERVICES

MindShare manage its clients' media investment with transparency

Mindshare's core services are focused on delivering outstanding returns on media investment for its clients. The core services are:-

Strategic media consultancy

Developing efficient and effective media strategies to meet clients' business and communications objectives.

Media investment and negotiation

Getting the best media deals for clients.

Implementation

Implementing clients' media strategies with precision and accountability.

2.4 MindShare in Bangladesh

Asiatic MindShare started its operation in Bangladesh in June 2001 as a joint venture of MindShare World and Asiatic MCL, one of the leading advertising agencies in Bangladesh. Since then it has been bringing significant changes in local media scenario and of course in their clients' media investment. In Bangladesh it is the first of its kind, as it is a complete media planning, buying & research company. It is a driver of media research in Bangladesh media market.

2.4.1 Vision of MindShare

MindShare's vision is to secure competitive advantage for clients in a media world, which is changing beyond recognition. This is defined by fragmentation of mass media, accompanying media inflation and emergency of new technologies. This demands creativity, rational thinking and smart buying power. Mindshare - one stop media solution - drives all.

2.4.2 MindShare - Global Touch

Being the largest media investment manager in the world with full range of solutions, it has network built on successful clients. Mindshare has certain edge over competition - collaboration across WPP and with outside partners.

It also has network solutions, full service offering, volume & market place influence.

2.4.3 Asiatic Mindshare in brief

Origin: Mindshare World, WPP, UK

In Bangladesh: A group company of Asiatic MCL, one of the leading ad agencies

Edge: Vast database, global property tools & techniques (e.g. Media Xpress, PEM, TV planner etc.)

Clients: Unilever Bangladesh Ltd., Grameenphone, British American Tobacco, HSBC, GSK, PepsiCo, bKash, Arla, Omera, USAID etc.

2.4.4 Asiatic Mindshare offers

MindShare provides different sort of service according client's need. The standard of service that MindShare is providing in this market is exactly same what it is providing in global market. And that's the hidden issue why MindShare is so popular. Presently Asiatic MindShare is offering the following core services to the clients.

- Strategic Media Planning
- Media Investment Management
- Product Management consultancy
- Events Solutions
- Media PR Management

2.4.5 Organizational Structure

It is a tall organization having 117 employees where Managing director is the head of the organization.

The organization follows a structured hierarchy where the director leads the team with different executives and managers. The managers are assigned different clients with their executives and this is how the team manages different brands of the country.

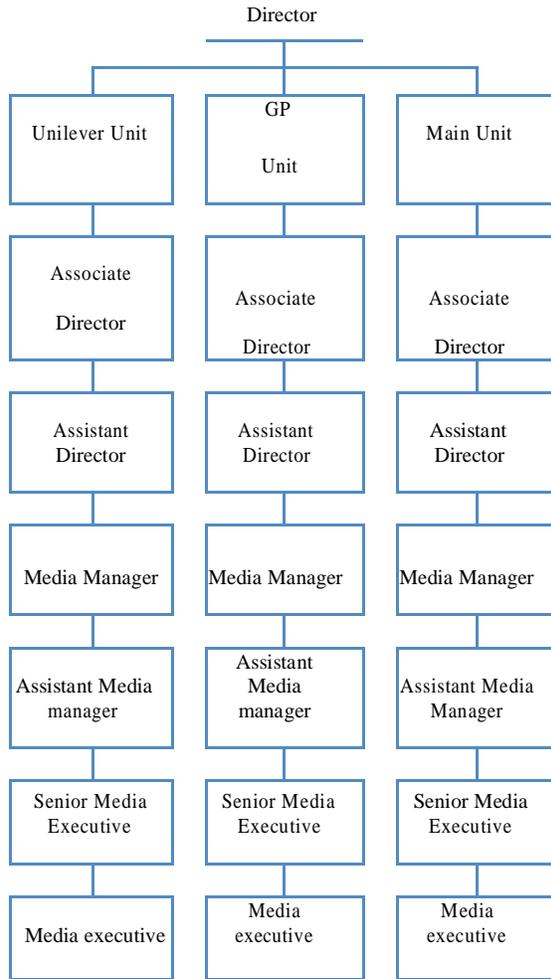


Figure 1: Organizational Structure

Chapter 3: Planning for Agility: A framework of Mindshare Global

3.1 A Genuine Framework for Content & Campaign Planning

Planning for Agility systematically harnesses the power of marketing [and media] moving at the speed of culture

Mechanized Forethought: Identify cultural triggers and predictable moments that align with a brand's DNA and campaign message

Elevates the Campaign Idea: P4A enables the existing campaign idea and assets to be real-time ready (existing assets infused contextually) and be nimble (customizable when appropriate) across Paid, Owned and Earned channels

3 simple steps:

1. Brand: Align on brands' key positioning points (DNA or Campaign Message) to be activated culturally
2. Culture map and trigger: Identify relevant events and moments within culture where those positioning points most resonate
3. Ideas: Enable the creation of a suite of “templated” assets to be available for deployment when a Trigger presents itself

3.2 Categorizing Planning for Agility

TENT-POLES: Events and times of year that occur on an annual basis. The moments when pop culture turns its collective eye to specific tent-poles (and the moments within them) that the brand can be ready to organically weave itself around.

FLUID MOMENTS: Moments that will likely occur in culture during the year, we just don't know when.

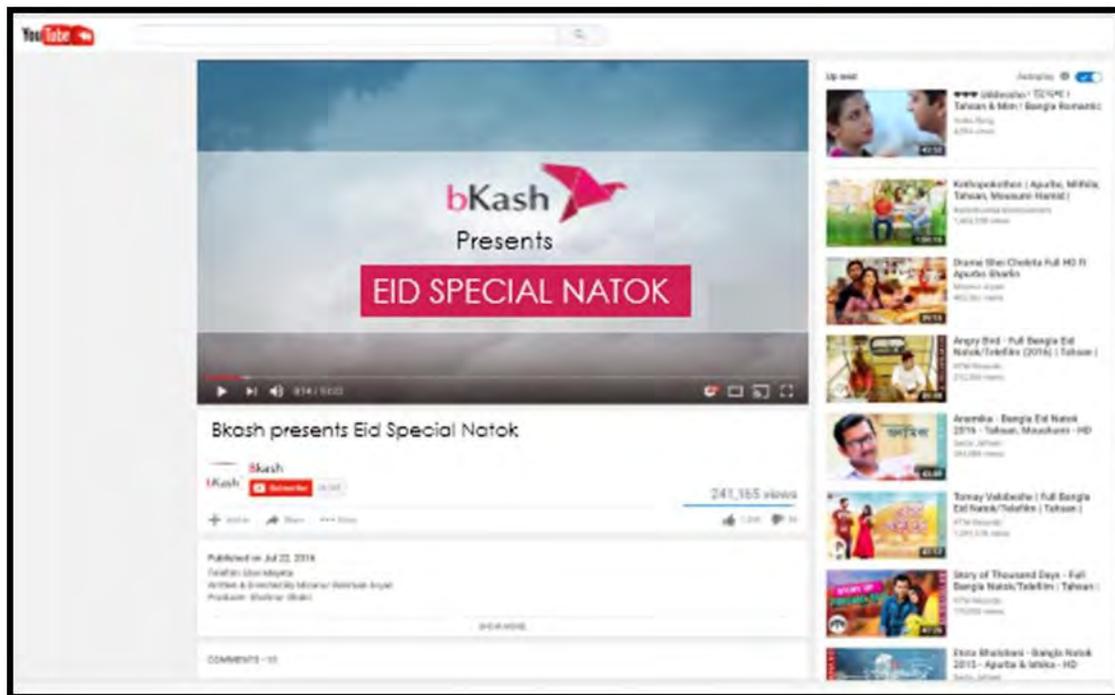
These are recurring themes within human behavior (news worthy situations) that carry weight in pop culture and that the brand has “the permission” to rally around / align with based on consumer perception and brand essence.

3.3 P4A based Campaigns: A case study on Bkash:

Eid Plan: Online Drama Content (Tentpole Based)

Objective:

- Drive audience to the YouTube channel naturally and increase subscribers
- Associate bKash to people’s life through entertainment



- **Create Eid Special Online Drama Content that will endorse bKash**
- **Will be uploaded on bKash YouTube channel only**
- **Promote the dramas on Facebook from 1 week prior to Eid**

3.4 Planning for Agility Globally

In this day and age, there's virtually always a trendy topic for marketers to capitalize on. Advantages include potential exposure and engagement. But it's also easy to come across as inauthentic if brands simply 'news jack' – not to mention there's a high probability of offending consumers and even ranking among the worst social media faux pas of all time if things go particularly bad.

In the real-time world in which we operate, anything and everything happening in culture can be an opportunity for a brand. But it is critical for brands to be rigorous in planning how to approach these moments. In fact, knowing when NOT to play might be more important than knowing when to engage.

Our Planning for Agility process identifies cultural moments — both established tent-pole events and less predictable news topics— that align with a brand's DNA or campaign message. This establishes the moments and themes that are appropriate for the brand to inject [itself] into and sets the playbook for when those events happen in culture – it can be anything from a dramatic moment in sport to a new beauty trend, to an environmental issue and beyond. A major benefit to Planning for Agility is that it enables real-time responses across all paid, owned or earned channels, so brands can truly seize these opportunities at scale, rather than only via lightweight social activity.

The example everyone still gets excited about is Oreo's "you can still dunk in the dark" tweet during the Super Bowl blackout. But what gets lost in the telling is first that the brand had a really sophisticated newsroom setup that enabled them to spot the opportunity and take advantage of it and, second, that Oreo produces a huge amount of content that does not go viral. If you're purely looking to win big with one ultra-successful post, you're setting yourself up to fail.

The “Speak Beautiful” Campaign for Dove

Putting the above theory into practice, Gustafson uses #SpeakBeautiful for Dove, the campaign she is most proud of so far, to explain how a brand can use a traditional social network in a creative way and move at the speed of the culture.

The “Speak Beautiful” campaign is a collaborative project between Gustafson’s team and other departments at Mindshare. After they conducted in-depth research, they thought that social could play a pivotal role in showing and shaping how women and girls feel about themselves. As a brand that stands for building self-confidence in women and young girls, Dove should partner with Twitter to push tangible effort and minimize the negative commentary around beauty and body confidence conversations.

#SpeakBeautiful is based on a branded video showing that women posted more than 5 million negative tweets about beauty and body image in 2014. The ad continues “It only takes one positive tweet to start a trend.”

As for whether brands should attempt real-time marketing in the first place, the answer is it depends. Oreo’s tweet worked because it was a fun brand making a lighthearted comment about an event that is also fun (at least when the power works). Oreo commenting on politics would be just plain weird. Likewise, if you’re an accountancy firm, it’s very difficult to imagine how you can leverage Pokemon Go in an authentic way – chances are it will come off as pretty transparent newsjacking.

Chapter 4: Recommendation and Conclusion

4.1 Recommendation for Planning for Agility:

While many big advertising spenders – such as Unilever, Nordstrom and Volvo – have adopted this P4A approach to become more nimble, operational infrastructure is a big hurdle down the road for many brands.

- The hardest thing is the operational construct because there's a lot of legalities going along with reacting in real time, especially on social.
- There's never resistance to the fact that brands want to be adaptive. But planning like this could change the way companies' resource and staff.
- Inventive ideas: ideas big or small that are designed for a specific channel.
- Inventive strategies: a new way a brand engages with consumers.
- Inventive techniques: techniques that are intended to drive creativity into media plans and infuse creativity

4.2 Recommendation for the Organization:

While doing my internship at Asiatic Mindshare, I observed the whole working process of the unit and found some positive as well as negative aspects over the period of time and came up with some recommendations which I would like to include. These are following:

- The amount of training programs are insufficient here, it has to be structured as well so that the employees get more knowledge.
- The scope of promotions of the employees here is much less, so I think the scope of getting promotions should be increased in order to motivate employees.
- Mindshare has very less number of CSR activities, so I think they should increase their CSR activities. It would not only be beneficial to the people of the country but also for the company itself.

- Mindshare should offer transportation facilities to its employees as many employees come from far away.
- The working hour is from 10:30 am to 6:30 pm but it often exceeds because of work pressure.
- While working here I also observed that the employees got their bonus late which can make the employees unhappy. So the employees should get their bonus in time.
- The whole environment of the office is so casual. They should bring more professionalism in both off and on the work.

Conclusion:

Asiatic Mindshare ltd is the leading media agency of Bangladesh. It is a growing company with many valuable clients. Therefore they constantly need to increase their manpower. So, recruitment and selection has become one of the most important tasks of their HR division. However, no organization is perfect and Asiatic Mindshare too has some issues they need to look into in case of recruitment process. The organization does go through a decent procedure but it lacks the preciseness of step by step activities for recruitment. If the rules and regulations discussed in this report are not accurately followed by the employees every time. If the regulations are imposed strictly, their recruitment process will be even more effective in the long run. What I really liked about their recruitment process is that they are not biased towards candidates. Whether a candidate is from the same university of the interviewer or same hometown, it does not affect their judgment. Also, they always involve an HR representative in all the interviews to make sure the interview is fare and accurate. Again, being a relatively new business in Bangladesh, they have managed to gather a very talented team of employees who are continuously contributing to the organizations success. Learning recruitment process and many other HR tasks from such a successful organization is really a privilege for me. During this last 3 months I Have learned so much working with a great team. These learning and experience will always be valuable to me.

Bibliography

1. Our Story. (2015). Retrieved from <http://www.mindshareworld.com/about/our-story>
2. Mindshare: Marketing and Advertising. (2016). Retrieved from <https://www.linkedin.com/company/mindshare>
3. Sohail, R. (2006). An Overview of Asiatic MindShare & demand forecasting for imported TV softwares for the C&S channels in Bangladesh. East West University Institutional Repository.
4. Groupm Company Profile, (1999-2015). Retrieved from <http://www.wpp.com/wpp/companies/groupm/>
5. Mindshare-Asiatic360, Retrieved from <http://www.asiatic360.net/mindshare/>
6. MindshareWorld, (N.D). Retrieved from <http://www.wpp.com/wpp/companies/mindshare/>
7. Top 21 list of Advertising Agencies in Bangladesh (August, 2015). Retrieved from <http://chairmanmigo.com/advertising-agencies-in-bangladesh/>