

“MARKETING SECTORS OF BITOPI ADVERTISING LTD”

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Letter of Transmittal

10th April, 2018

To,

Mr. Feihan Ahsan

Lecturer,

BRAC Business School

BRAC University

Sub: Submission of Internship report on “Marketing Sectors Of BITOPI Advertising Ltd”.

Dear Sir,

With supreme respect I would like to state that I have completed my Internship Report on “Marketing Sectors Of BITOPI Advertising Ltd”. The work associated with this paper gave me the scope to enhance my knowledge on marketing field as well as on agencies. It helped me to gain many new insights on different important and necessity tools of marketing agency. With the extensive, elaborate research and interviews, I tried to make the report as inclusive and thorough as possible.

I, therefore, would like to request you to acknowledge my dedication and hard work and kindly accept my term paper.

Yours Sincerely,

TONMOY ANDALIB,

10204040,

BRAC Business School.

Acknowledgement

First, I want to thank the Almighty Allah to reach me at the successful end of this paper. I would also like to express my gratitude to my respected teacher (Supervisor), Mr. Feihan Ahsan of BRAC Business School for his continuous guidance and support regarding this report. I also like to acknowledge and thank my boss (Supervisor), Ishtiaq Rahman, who helped me time to time by sharing many experiences and information.

Finally, I would like to give thanks to both my respected Supervisors again who have contributed through their comments, suggestions and valuable time to prepare this report in such a comprehensive manner. I also want to give thanks to all the interviewees for their precious time.

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Executive Summary

I consider myself very fortunate for getting the chance to do internship at Bitopi Advertising Ltd which is one of the leading advertising agencies of the country. First they were in affiliation with LEO BURNETT which is also an Advertising agency in America but now they run on their own. Working in a leading advertising agency helped me a lot to understand the current market scenario and how the market is changing.

Though marketing started many years back in developed countries, we are very new to it. In Bangladesh we are practicing it for last 15 years. But I will not say it is running in full swing from my last 4 months experience. Many big brands yet lack knowledge of 360 degree marketing, which is the biggest barrier for marketing in this country.

360 degree marketing added a new dimension in marketing. It made the process interactive. As a result there is always a chance for the brand to improve their lacking according to customer's demand. On the other hand, customers are now notified about their queries timely. In our country people are using social media more than ever. So there is always a chance of Word Of Mouth communication there. So the job for brands is now kind of easier, if they satisfy the existing customers, these existing customers will get them the potential customers. As I have already mentioned earlier, we are still not educated enough on this sector, people still have trust issue with this, but hopefully with the advancement of technology we will overcome it soon.

Introduction

The world, we live is a phenomenon of modern science and advance technology where nothing is impossible. What we could not even think a few years ago it has now become normal and easier to execute within the blinking of an eye with blessing of new technology. With the rise of using internet and social networking media a newly emerging notion of marketing philosophy “Digital Marketing” comes to scene which has moved the universe away from the idea of traditional marketing.

Around 50% of the world population use internet today. From 2005 to 2015, the internet users in the world grew 1024 million to 3207 million which is increasing rapidly (statista, 2016). Using smartphone among people is growing highly as it is assessed around 2 billion smartphone consumer in the market and estimated to rise about 12% by the year of 2016 (msglobal, 2016).

Internet came to Bangladesh late with the nation picking up the network in 1996. In the most recent couple of years it has grown impressively. Internet users in Bangladesh grew from 186,000 in 2000 to 617,300 in 2009 (Parvez M. Ashraf: Deputy General Manager (Bandwidth Planning), BSCCL; MAY 2015). The total number of Internet Subscribers has reached 56.167 million to 62.248 million from January, 2016 to August, 2016 that shows the 3% growth rate (btrc.gov.bd, 2016). The total number of Mobile Phone Subscribers has emerged 97.389 million to 117.758 million from January, 2014 to August, 2016 which presents the growth of 12.73%.

(<http://www.btrc.gov.bd/content/mobile-phone-subscribers-bangladesh-august-2016>). Around 170 million people all over the world use social networking sites on the consistent basis and each working professional is wanted to get accustomed with at least the fundamental views of Digital Marketing so there is no alternative except digital marketing to the brands for promoting their products and services. It gives any brand a number of opportunities to communicate directly to the audiences specifically potential audiences where a brand can target specific group of customers regarding their interest. Marketers can measure easily which campaign is working and which one is not that helps them to optimize their campaign. Digital marketing is showing its value to the brands by making unique aspiration, swelling involvement and creating awareness about brands among the users.

Company Profile

BITOPI Advertising is one of the leading marketing communications group in the country, offering total marketing solutions to Brands and helping them achieve their true goal. They began their expedition on 1968, known as BITOPI Advertising, serving the traditional business in the absence of established Brands in that era.

In 1970, the group allied with the oldest agency in the world, with 150 years' experience in marketing communications & that has grown to be the 4th largest international communications group- Leo Burnett, assisting them to give pioneering innovative solutions to its clients by the acquired guidance of the international umbrella.

In the last 40 years, the group diversified their operation vastly and recognized them to be the pioneering 360 degree marketing solution giver in the country.

The group is now consisted of 7 wings that provide their clients with services such as communication, experiential marketing, public relations, audio-visual productions, research, media buying, printing, outsourcing, broadcasting and digital marketing.

Overall, BITOPI group at present employs 670 people in all of its wings and has earned the honor of being one of the most desired company in the country.

The wings of the group are given according to the different branches of marketing in following,

Communication: Under communication wing BITOPI has two branches- Bitopi Marketing Communications Limited and Bitopi social Limited. Both of them are the top ATL marketing wings in the country, serving the clients with all their ATL communication demands. From TV commercials, Radio commercials, print ads, billboards to posters & booklets, these two firms have made their benchmark in those fields.

Experiential Marketing: Experiential marketing is a form of advertising that focuses primarily on helping consumers experience a brand (creative guerrilla marketing, 2016). It is comparatively a new theme in marketing in not only our country, but in the world; and Bitopi group has the honor of being the pioneer in this sector. This particular field of marketing was previously known individually as Events, Activations and other BTL marketing campaigns. To help this purpose and deliver the clients what they ask for Spotlight event management ltd providing their innovation in creating valuable experiences while implanting the brand values of brands.

Media Planning: Active media solution ltd is a wing that provides one basic function to their clients- Media buying. The company offers relation media service, media research and the best possible media real estate at the best possible price to their clients to break the today's media jungle in the efficient way.

Public Relations: For any advertising success it is pivotal to ensuring that the right message is being provided to the right person at the right time through the right media, but there is another element that helps ensure that success is public relations. It is important to create liaisons with personalities that might influence the result of any venture and under Public Relations wing Forethought PR offers the clients this service.

Printing: Platoon ltd does all of Bitopis printing activities. They serve the clients A1 service through its advanced technological support as well as well trained professionals.

Audio-Visual Production: The Tin Drum Ltd is the wing under the Audio-Visual Production. Ensuring top quality content and service to the clients in the sector of Audio-Visual Production meeting international broadcasting standards is the motto of Bitopi Tin Drum which is the pioneer in this field. It offers the high quality Audio-Visual Production through advanced technology and creative support.

Digital Marketing: The Mighty Byte Ltd is the digital marketing wing of Bitopi group is offering the clients to find the potential customers through digital marketing. Now-a-days it is difficult to reach target people through conventional marketing where Mighty Byte provides solution in searching and obtaining right consumers through digital marketing.

Job Description

Being the intern of the client service department of BSRM team, my job was to assist the team while making a plan and give service to the clients. I am putting the details in below,

- Making regular monthly content plans for different existing brands. For example, PRAN Drinking Water, PRAN Hajom Candy, RFL Furniture, PRAN Mango Fruit Drink, PRAN Juice South Africa etc.
- Making and assisting to make campaigns for different brands. For example, "Bikel Offer" of Igloo.
- Going to different client's office for taking brief from them about the brand or a specific campaign.
- Going to different client's office both existing and potential for presenting the plan.
- Analyzing the current market scenario and competitors for both potential and existing clients.
- Working with traditional (ATL and BTL) advertising team to make a 360 degree marketing plan. For an example, I have worked in the pitch of the "Asian paints".

The Purpose of doing Digital Marketing

Digital marketing is more consumers centric. On the other hand, brands get instant feedback to improve their work. This type of marketing is more niches and creates instant TOMA (Top of Mind Awareness) as advocacy plays a very important role here.

Logical Purpose: In digital marketing, we already know how many customers are out there in the digital eco-system. Here setting the TG (Target Group) is more specific. We can set the TG according to their Demography (Location, Age, Job etc.) and Physiology (Marital Status, Interests, Liking etc.). As a result the targeting becomes more specific here. When we set a billboard for example, for a life insurance company, everyone going through that street see it, but not everyone is their customers. So, a huge portion of the investment gets wasted for no reason. In contrast, in digital marketing, according to the targeting customers will see the ad. So we can say digital marketing is very much controllable.

Emotional Purpose:

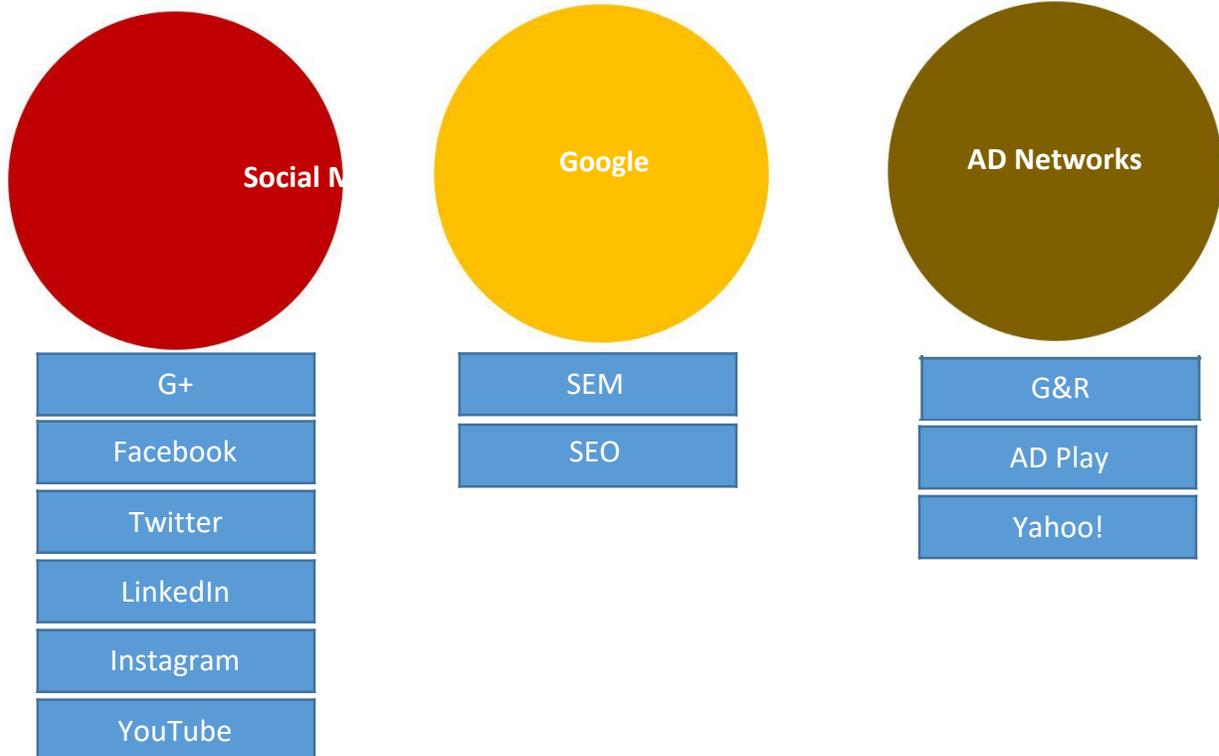
- Nowadays people always want to be live. They want to be connected through internet.
- People like interaction. A TV ad was never interactive, but online advertisement does. Customers get answers of their queries in digital platforms. It makes them feel special. As a result a brand creates a loyal customer base. This loyal customer base is the power of a brand.
- Not being present on the spot people can give referrals to others. For example. In LinkedIn we can give reference to someone if we want to.
- People want to participate in those events, related to their lives. Digital campaigns can give people this wing to fulfil their wish.

What Bitopi Digital Does

Services:

- Digital Content Strategy
- Digital campaign planning and execution
- Measurement and Analytics
- Media planning and buying
- Relationship management in social media

Media:



Methodology

Researchers usually collect their essential data by collecting firsthand information which is known as Primary data – data which are gathered particularly for a specific purpose or they go for secondary information which was collected for some other purpose but somehow is relevant to the researchers’ need. In this case, we have a unique problem statement which focuses on the “The marketing sector of Bitopi”.

About the company profile and industry, I knew from my supervisor and internet as well. For the primary information I made a questionnaire, and did a random survey within my targeted age groups. I have also mentioned many things in this paper on my personal experience basis as it should be done this way.

Objective of Study

Overall Objective:

- Why a brand should go for online marketing.

Particular Objectives:

- Find out the physiological and behavioral attitude of internet users.
- Top age group that using internet.
- How long people are online.
- What do they like to see online?
- What do they want to skip.
- Data usage policy of using internet.
- Finding out the digital education level of both existing and potential customers.

Limitation of Study

- This study was made among 30 interviewees, so it may not be totally accurate for the mass digital eco system of the country.
- These 30 interviewees were mostly my friends and colleges and these people very frequent users of internet, so it may not be totally accurate for the mass digital eco system of the country.
- As I had to maintain many confidential issues as per my organizational loyalty, I have not mentioned many frameworks and data, we use.
- Time limitation played a key role in this survey and that is why I had to cut down the sample size into 30.

Findings of the Study

- According to my study men use internet more than women do.
- The age group 18-34 uses internet the most.
- Almost everyone uses internet to get reach to the information as well as stay connected socially.
- Most of the people use internet more than five hours a day that is one fourth of a day.
- People likes to see brand promotions in social media but there is a little trust issue that they still have.
- People now a day read online news portals more frequently rather than printed newspapers.
- People are losing interest looking into billboards rather they are following GDN banners.
- People share their brand experience in social media frequently.
- A huge amount of internet users are yet to be educated about digital marketing.

Recommendations of the Study

- Brands should right away start spending in digital marketing. I will never say that traditional marketing will die, as we are social animal we will make it alive for ourselves but the prime time of traditional marketing is coming to an end. As I have seen people use internet one fourth hours of a day what left! Marketing should be done in such a platform where people spend the most time. Bangladesh is such a country where people have more cell phones than proper sanitary solutions, so this is the market where a brand should start spending in digital.
- Now for the lead ads in Facebook and E-commerce businesses privacy has been always an issue that comes to customer's mind. While a company is doing e-business it must have some ethical standards, which refers to a moral and ethical practice of human being. Personal data is very important for e-commerce, so it must be maintain and secured too. In a research it was found that customers feel their privacy is hampered when they need to give apparently personal information about themselves. According to a research, 61% of the big E-commerce sites of United Kingdom ask for some personal information (Holst, 2012). E-commerce business sites should take care of Malware that is a virus and capable of stealing mail id and password of the users (Chaffey, 2009).
- According to a research, 87% Bangladeshi buy a product or a service by learning from their referrals and rest 13% from the direct advertisement (e-cab, 2015). A huge portion of this 87% uses Facebook as their medium of communication, so doing social media marketing is very important in Bangladesh.
- The big recognized bands should come forward to educate the customers as they are the opinion leaders and has the capability to spend in an experiment.

Conclusion

As the technology changes quickly, so does the manners of people. To cope up with that we have to find out exclusive way of communication in which the entrepreneurs can interact with the customers directly. Increase in internet and social media sites usage helps the marketer to reach out a large number of people through digital marketing.

Digital marketing influences the brand marketers to change their marketing strategy by creating more opportunities and bringing new diversity. Although traditional marketing is not losing its glory yet, digital marketing continues to rise. However it is changing rapidly with the invention of new technology.

Digital marketing is a kind of new strategy with a characteristic of changing but the brand marketers must meet expectation of common people and keep the privacy. If they do not deliver them the ethical standards properly it will be impossible to go further. People engaged with digital marketing should keep pace with new technology. Otherwise digital marketing will face a crisis.

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Appendix

Questionnaire

- Do you have access to internet?
 - Yes
 - No
- You are ___?
 - Male
 - Female
- What is your age?
 - 18-24
 - 25-34
 - 35-44
- What is your occupation?
 - Service
 - Business
 - Student
- Through which connectivity you use internet?
 - Mobile Data
 - Wi-Fi
 - Both
- Purpose of using internet?
 - Social media
 - Information search
 - Both
- How important it is for you to stay connected with the social media using internet? (Rate it in the scale of 5, where 1 is the least and 5 is the most)

1	2	3	4	5
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- How important it is for you to search information while using internet? (Rate it in the scale of 5, where 1 is the least and 5 is the most)

1	2	3	4	5
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- Duration of using internet each day?
 - 1hr-2hr
 - 3hr-4hr
 - 5hr+
- What you do while traveling?
 - Surfing internet
 - Observing surroundings
- Have you liked any brand's Facebook page ever? ○
Yes
 - No
- Have you ever noticed any offering from a brand in internet? ○
Yes
 - No
- Do you find online advertisement trustworthy?
 - Yes
 - No
 - Neutral
- When is the last time you have read a printed newspaper? ○
Last week
 - Last month
 - Can not remember
- How often do you read online news portals?
 - Everyday
 - Once a week
 - Once a month
- Have you ever experienced any product or service by seeing their ads online? ○
Yes
 - No
- How was your buying experience?
 - Excellent
 - Good
 - Neutral
 - Bad
 - Very bad
- Do you share online offerings with your friends (WOM)? ○
Yes
 - No
- Do you think online marketing or buying hampers your privacy?

- Yes
- No
- Have you ever went to a landing page from an online advertisement?
 - Yes
 - No
- What kind of content in an online advertisement leads you to buy a product?
 - Photo
 - Video
 - Advertorial
 - Review
- Do you feel influenced by an celebrity/online celebrity?
 - Yes
 - No
 - Neutral