



Inspiring Excellence

Internship Report

On

“Social Media Marketing Impact on GARNIER Brand Promotion and Customer Awareness at WAVEMAKER Bangladesh”

BUS 400

Prepared For

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Senior Lecturer

BRAC Business School

Prepared By

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12th April 2018

Letter of Transmittal

April 12, 2018

To

Zaheed Husein Md Al Din
Lecturer
BRAC Business School
BRAC University, Dhaka

Subject: Submission of Internship Report on Social Media Marketing Impact on GARNIER Brand Promotion and Customer Awareness at WAVEMAKER Bangladesh

Dear Sir,

It is my immense pleasure to submit to you my internship report on “**Social Media Marketing Impact on GARNIER Brand Promotion and Customer Awareness at WAVEMAKER Bangladesh**”. It is a great pleasure for me to submit to you the report on my experiences, challenges and learnings from my internship at Wavemaker Bangladesh. Being a student of both HR & marketing concentration, I always felt the significance of having some practical knowledge of what I have learnt in theory. During my internship I felt this need even more as I faced the practical dimensions of the real business world. I am grateful that you gave me all the support and guidance I needed in this course.

I sincerely believe that you will find it very informative and useful. I earnestly hope that, the report will fulfill your demands and expectations.

Yours Sincerely,

Rakshanda Tabassum

ID: 13304057

BRAC Business School

BRAC University, Dhaka

Acknowledgement

At the very outset, I would like to thank to the Almighty for special blessing in completing the report. There are also a few people who really deserve to be thanked for making this report a success. Without their support this report could never have been completed.

First of all I would like to thank BRAC University, GroupM and Wavemaker Bangladesh authority for giving me the opportunity of internship program. I am also grateful to our Senior Lecturer Mr. Zaheed Husein Md Al Din for his continuous guidance henceforth. His guidance has been of extreme help to me.

I am also very much thankful to my fellow mentors and colleagues of Wavemaker Bangladesh who have been very supportive and gave me their valuable time and enough information to successfully make this report.

Last but not the least; I want to thank Mr. Hasan Faruque, Director of Wavemaker Bangladesh and Ms. Faraiba Farnan Tabinda, Digital Media Executive of Wavemaker Bangladesh, who helped me a lot during my internship period with their friendly behavior and continuous support. I learnt a lot of things about digital media marketing implementation and its contribution on brand promotion and customer awareness from them.

Letter of Endorsement by the Supervisor Faculty:

This is to certify that the Internship Report on “**Social Media Marketing Impact on GARNIER Brand Promotion and Customer Awareness at WAVEMAKER Bangladesh**” is done by Rakshanda Tabassum (ID: 13304057) as a fulfillment of the requirement of Bachelors in Business Administration (BBA) degree from the Department of BRAC Business School, BRAC University.

This Report has been prepared under my guidance and is a record of the authentic work carried out successfully.

Zaheed Husein Md Al Din

Senior Lecturer

BRAC Business School

BRAC University

Dhaka

Date: April 12, 2018

Executive Summary:

This report covers the overall situation of Social Media Marketing platform and its contribution on brand promotion and customer awareness of one of the most leading beauty and health care brands - Garnier. Garnier is a sub-brand of L'Oreal. It promotes its brand name by the tagline "Take Care" which focuses on nurturing of skin and hair on a daily basis of both men and women. The official Facebook pages and media buying of Garnier Bangladesh and Garnier Men Bangladesh are directly controlled by the digital and creative team of Wavemaker (previously, MAXUS) Bangladesh, which is one of the foremost media buying agencies of GroupM and Asiatic 3Sixty Bangladesh. My main objective was to learn the insights of digital marketing, promotional campaign planning, execution, community management and understand the impact of social media on the field of digital marketing that is being constantly established nowadays for the long run success of companies. However, this report contains the organization's overview, background and its activities as well as the responsibilities I have been given to handle and the challenges I have faced during internship period. Moreover, various creative contents published by the official page of Garnier Bangladesh and the post engagement along with performance rate of those contents measured by the Facebook Insight Tools every week have also been included in this report. Lastly, this report contains discussion on the process of successful media and digital marketing plans executed by Wavemaker Bangladesh.

Table of Contents

1. Organization Overview:.....	1
2. Introduction:.....	7
3. Literature Review:	9
4. Activities Undertaken – Learning & Experience in WM Bangladesh:	10
5. Challenges Faced in Internship Program and Proposed Course of Action for Improvement:	33
6. Lessons Learned from the Internship Program:	36
7. Conclusion & Recommendation:.....	38
8. References:.....	39



1. Organization Overview:

1.1 Wavemaker Bangladesh: Media Consultant Ltd (WAVEMAKER Bangladesh), which was previously named MAXUS Bangladesh, is one of the leading media buying management agencies in Bangladesh. It has started its journey in 2005 with the affiliation from MAXUS (A global media management company under GroupM). MAXUS Bangladesh has started its new voyage by successfully launching itself as WAVEMAKER Bangladesh in Bangladesh on 9 January 2018. It is envisioned to walk on the aspirations of the entity to empower the industry through Media.Content.Technology. This agency is locally owned by ASIATIC 3SIXTY Group, the largest communication services provider in the country.

1.2 Philosophy of Wavemaker Bangladesh:

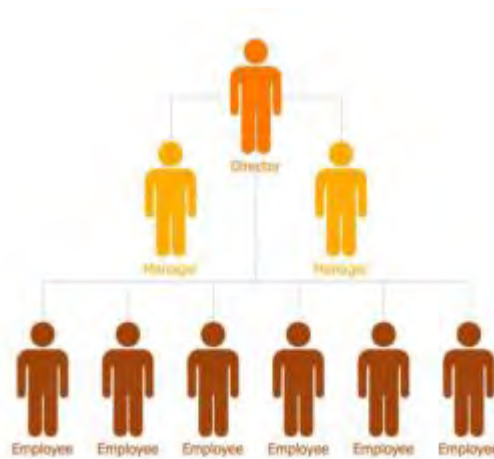
This agency recognizes that in today's ever faster and complex landscape, its clients want an agency that can help them navigate and lead the brilliant opportunity of branding and promotion that it creates for its customers.

Wavemaker Bangladesh embraces technology and innovation, supports its clients to move forwards by bringing them solutions that are simple, creative, attractive, effective and efficient that will deliver both tangible and intangible benefit to their business. Wavemaker Bangladesh believes that -

“The Real opportunity for media, via our leading change philosophy, is to be human in a digital world.”

1.3 Organizational Structure of Wavemaker Bangladesh:

Wavemaker Bangladesh is a flat structured organization. There is no middle manager between executives and managers. Any person can report to the manager any time they want. As an intern, during the last weeks started from January 10, I worked under Mr. Hasan Faruque, who is the director of Wavemaker Bangladesh with the association of Ms. Faraiba Farnan Tabinda, who is the Media Executive of Wavemaker Bangladesh. It was indeed an enormous opportunity for me to learn more about digital marketing, media buying process and community management through the biggest social media platform of the world, Facebook.



1.4 Services of Wavemaker Bangladesh:

1.4.1 Digital Media

Digital Media is the fastest growing media worldwide, and in Bangladesh the scenario is becoming more dynamic day by day than it was before. Nearly 100 Million people are connected to the internet through Facebook and other social media platforms. So advertising and promotion through social media is quite essential to sell products and services of a company these days. By this way, a product or service popularity and acceptance can be increased. Smooth social media advertising is pretty attractive to get the attention of target customers since most of the people of this world are now connected in digital media platforms looking for several services and lucrative product offers. For

these reasons, the social media advertising and promotional activities need to be done strongly and flawlessly. In Bangladesh, there are agencies that can do the job like perfectionist. These agencies are called media buying and ad firm, advertising agency, media investment management and so on.

The business opportunity is massive and Wavemaker Bangladesh (previously Maxus Bangladesh) is the first initiator of Digital Marketing in Bangladesh. The company is not only the first initiator but also Wavemaker Bangladesh is the only media agency in the country which is directly partnered with Google and Facebook.

1.4.2 Media Planning

Wavemaker Bangladesh plans for sourcing and selecting optimal media platforms for its client's brand or product to use. Through media planning process, it determines the best combination of media to achieve the marketing campaign objectives.

1.4.3 Media Buying

Wavemaker Bangladesh negotiates best price and placement for advertisements on newspaper, magazine, TV channels and digital platforms.

1.4.4 Pitch Presentation and Brief

Wavemaker Bangladesh shows how it is going to make a proper media plan for its prospective client in the Pitch Presentation and Brief. The clients give them a guideline in brief session in order to act accordingly to its requirements.

1.4.5 Content

Content is the heart of any campaign. Wavemaker Bangladesh solely focuses on the media planning, budgeting and the impact of a campaign. However, the company also has a creative team, and they provide creative ideas to its certain clients.

1.4.6 Global Media Insights and Research

It requires additional effort to keep the clients happy. Digital Marketing is dynamic and changes occur suddenly. For the businesses out there, it is difficult to survive. Wavemaker Bangladesh continuously shares global Digital Marketing trends with the clients to help them sustain in the market.

1.4.7 Strategic Media Planning

Every company wants to gain the highest return possible from its marketing investment. Wavemaker Bangladesh provides strategic online media plan for its clients so that the companies can reach the highest number of people at the lowest cost possible through digital media marketing platform.

1.4.8 Sponsorship

Sponsorship is a crucial tool in the current market. People or small organizations expect sponsorship from large companies. Wavemaker Bangladesh manages the best sponsorship deals for its clients and helps both parties to achieve their objective.

1.4.9 Media Investment Management

The overall performance of the clients is continuously monitored by Wavemaker Bangladesh so that a campaign can generate the expected return on investment for its clients.

1.4.10 Traditional Media Management

Wavemaker Bangladesh not only provides digital media buying and planning service to its clients but also provides traditional media buying and planning. For example: Newspapers, Television, Radio etc.

1.4.11 Econometric Modeling

A statistical model used in Economics is termed as Econometric Model. Econometric Models are not tied to any specific economics theory. Wavemaker Bangladesh analyzes current business trends and markets to understand the future possible market trends, and shares the obtained information with their clients.

1.5 Clients of Wavemaker Bangladesh:



1.6 List of Competitor Agencies:

A company basically sells its products or services through advertising. Promotion of particular product or service is done by advertising in order to enhance the popularity of that product or service. Smooth advertising is very enchanting. This kind of jobs is done by advertising agencies. There are lots of digital media consulting and advertising companies in Bangladesh. Advertising agencies can build all types of advertise like indoor and outdoor advertising for both print and electronic media as well as billboard. They also publish and promote those advertise. Based on popularity and Facebook likes, here are the names of some advertising and digital media buying agencies:

- Magnito Digital
- GREY Advertising Bangladesh
- Asiatic JWT
- Asiatic Mindshare
- Zanala Bangladesh
- Bitopi Advertising
- Webpers
- Spellbound

- StrateGeek Digital
- Expressions
- HeadOffice Communication
- TBWA\Benchmark

1.7 Market Share of Wavemaker Bangladesh:

Bangladesh is now blessed with hundreds of advertising agencies. Some of these agencies have 100 employees and some of these have only 15-20 members. Most of these agencies are privately owned organization. Some of them are affiliated with foreign companies. Although there is foreign association in Bangladesh, the Associations of Advertising Agency of Bangladesh is still not well organized and has little information about the total number of agencies right now.

In this situation it is difficult to tell the current market share of any agency. However, there are some anonymous organizations that worked on the market share and found the following result. (Source: GroupM Report 2016)

Serial No.	Names of Company	% of Total Industry
1.	Mindshare	38%
2.	Magnito Digital	8%
3.	Grey Advertising	8%
4.	Wavemaker Bangladesh	7%
5.	Zanala Bangladesh	6%
6.	Top of Mind	4%
7.	MEC	3%
8.	Others	26%

2. Introduction:

In this global digital era, social media has become an awesome way to proactively connect with people of all ages. Businesses are nowadays trying to communicate and creating awareness about their brands and products to their respective customers through social media platforms like - Facebook, Instagram, Youtube, LinkedIn, Google etc. People are making buying decision directly from their favorite social media sites rather than visiting websites. Among all other social media platforms, mainly Facebook has positioned a very suitable and preferable place in the minds of people while they think of purchasing any product of a company. Hence, the job of a digital marketer of any industry has to deliver media contents according to his customers' needs, choices and preferences which will bring great benefit to their lives and provide probable solutions to their problems. Implementing an effective social media strategy by successful social media campaigns and sustainable customer relationship management plays a vital role in businesses. Social media and its connectivity are bringing so many possibilities in one place. It has become an excellent communication and interaction platform for people through online since the dawn of the World Wide Web and gained a huge popularity in the last 10 years. So, the digital marketers are rapidly using this platform to promote their existence and serve people with their services.

2.1 Objective of the Report:

As a marketing executive, reaching to the final customers with adequate and articulated information is a very difficult task. Besides, companies need to have enough marketing resource and support to carry on a well-designed campaign whereas they need to focus on a fixed promotional budget by ensuring the entire performance. In such

circumstances, media investment management or media consultant like Wavemaker



Bangladesh plays role as a promising adviser for the companies. The companies are considered as valuable clients under the firm. However, the activities of such firm are deep and wide. Hence, the objective of this report is to cover up the diversified styles of internet marketing and its contribution on brand promotion and customer awareness done on behalf of Wavemaker Bangladesh.

While continuing as an intern in Wavemaker Bangladesh, the following objectives are appeared –

- To accomplish the educational requirements
- To know the overall industry about digital media and advertising agency
- To know the online media planning and buying process
- To know the production process of advertisement
- To know the promotion and pricing strategies
- To know the customer tracking process
- To know the customer relationship and community management process

2.2 Background of the Report:

2.2.1 Methodology: To prepare such study, it is needed to involve in various sources to make the report relevant and knowledgeable. Thus, imperative data and information have been assembled from both primary and secondary sources. Such as –

2.2.2 Primary Sources

- Face to face conversation with the employees of Wavemaker Bangladesh, to know the how and what types of services are rendered to the companies or clients.
- Communication with the end users via Facebook and Instagram, to comprehend their feedback, query, thoughts and so on.

2.2.3 Secondary Sources

- Official Websites
- Google & Facebook
- Other PDF files

2.3 Scope of the Report:

The report basically focuses on both theoretical and practical knowledge and experience regarding media consultant firm, which has been learned through the internship program. The program has provided the opportunity to know the nature of the organization, performance in digital media platform and the present market scenario of the whole Bangladesh for many popular brands. Besides, Wavemaker Bangladesh also stepped inside the era of digital media like Google, Facebook and Instagram.

2.4 Limitations of the Report:

This report is not free from confines. The boundaries acquainted with this study are as the following -

- Time constraint has been a big issue, since I had to do this report along with my regular office work.
- Data availability is another big issue here because the company as well as their respective clients did want to disclose all the confidential information regarding their managerial strategies and plans.
- Website is not up-to-date and information is not enriched.
- The information are not organized in an arranged way
- There were some restrictions to have access to the information confidential by authority.

3. Literature Review:

Social media is everywhere and has been traditional since the past five years. At its core, social media is a communications and networking tool, whose popularity has been constantly rising since its users can connect, share and interact among them (Anusha, 2016). In the past century, companies have made a great effort to leave their rivals behind throughout the process of globalization and branding. Companies follow various strategies in order to adapt to the competition and make a difference. Additionally, meeting and satisfying customer needs have become much more difficult since customer demands have increased (Efendioglu and Durmaz, 2016). The twenty first century has been an era of increasing globalization and

expansion. Advances in science, technology, transportation and communication have been the main driving forces of globalization. These advancements have resulted in the spread of business ideas, knowledge and information amongst heterogeneous and scattered people located round the globe (Terkan, 2014). In both past and future decade, in order to survive in competitive business world along with satisfying customer needs and wants, it is essential to make proper message and right way to communicate. Therefore, the emergence of advertisement has risen. Advertising is a form of communicative activation. It can be informative and persuasive in nature, utilizing the mass or new media to persuade the consumers to purchase goods and services. Advertising may be targeted at promoting a new product or designed to promote existing ones. Advertising, according to the British Institute of Practitioners in Advertising (IPA) - presents the most persuasive message to the right prospects for the product or service at the lowest possible cost (Jefkins, 1992, Terkan, 2014). The future of a business is completely depended on proper advertising investment. And, like any investment, it's important to find out as much solution as you can before you make a decision (Bruneau, 1998). So marketers introduced Integrated Marketing Communication (IMC) where both traditional & digital media merge together to render an optimum results.

4. Activities Undertaken – Learning & Experience in WM Bangladesh:

Throughout this three month of Internship Program, I was given access as a moderator and assigned for the community management of the official Facebook page of both Garnier Bangladesh and Garnier Men Bangladesh, helping Garnier brand customers with continuous online query management service, keeping the customers updated with information regarding Garnier products and its benefits according to their skin and hair type issues, posting different contents on the page made by the creative and graphics design team based on various range of Garnier products every month, and uploading promotional contents of various campaigns on the Facebook page. Since I worked on a variety of query management and campaigns throughout these 3 months, now I am going to describe all of them one by one.

4.1 A Brief Description about L’Oreal & Garnier Bangladesh:

One of the most renowned and international brands of the world is **L’Oreal** which is mainly affiliated with so many world class skin care and hair care products. Generally, **Garnier** is L’Oreal’s sub-brand and Garnier products are directly imported by **L’Oreal Bangladesh** and

distributed by **Transcom** from **India**. Garnier has so many products for both men and women of all skin-type and hair-type. **Daraz Bangladesh** (<https://garnier.daraz.com.bd/>) is Garnier's authorized online selling partner from where customers can purchase Garnier products online and also they can get Garnier products from their nearest authentic cosmetic stores & super shops like – Aagora, Meena Bazar, Swapno, Nandan, Almas as well.



However, L'Oreal Bangladesh is one of the most prominent clients of Wavemaker Bangladesh. Wavemaker looks after both the online media creative content and media buying of this brand. The creative media team of Wavemaker Bangladesh builds variety of creative and attractive contents for Garnier Bangladesh and Garnier Men Bangladesh Facebook and Instagram pages every month. Garnier Bangladesh Facebook page has 104,661 likes and 105,354 followers whereas Garnier Men Bangladesh Facebook page has 77,940 likes and 78,320 followers till now. The amount of likes and follower base increases everyday based on the popularity and response rate of the pages.

Garnier blends active natural ingredients to offer all active men and women the healthy good looks that help them connect with others. By putting a LIKE on the official Facebook page of Garnier Bangladesh, people can continuously know about its latest ranges of products, price details online and get expert beauty tips and exclusive treats as well.

Here, some pictures of Garnier products imported in Bangladesh are given below –







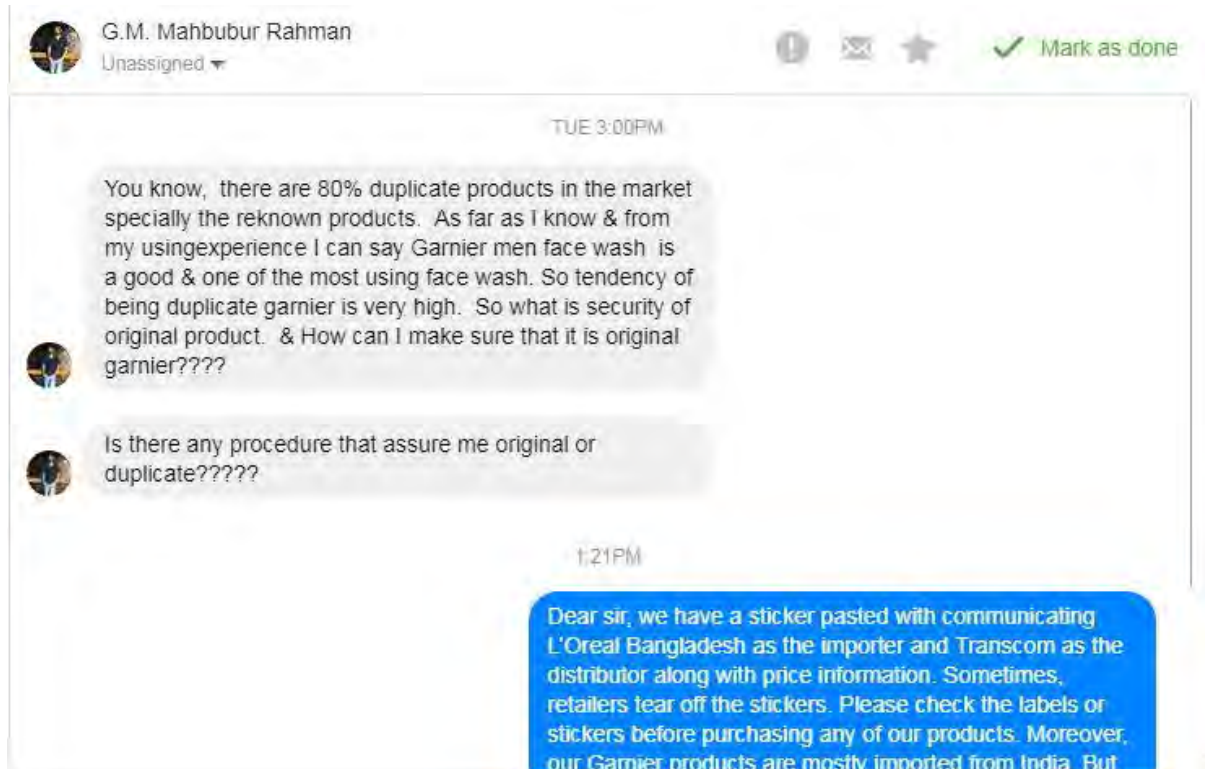
4.2 Community Management:

Community Management is considered as Social Media Management nowadays. Any community means the potential and current customers, target audiences, and all the people who interact with brand directly and indirectly online by posting comments on the comment sections of any static post or video post and sending messages in inbox of the page. Customers can send any kind of message regarding the brand every now and then and a community manager has to take care of that very consciously with lots of patience. For building a strong customer base, managing community is a must social strategy of a brand in this digital era where everything is continuously changing and a brand must cope up with the changing community needs and technology as well.

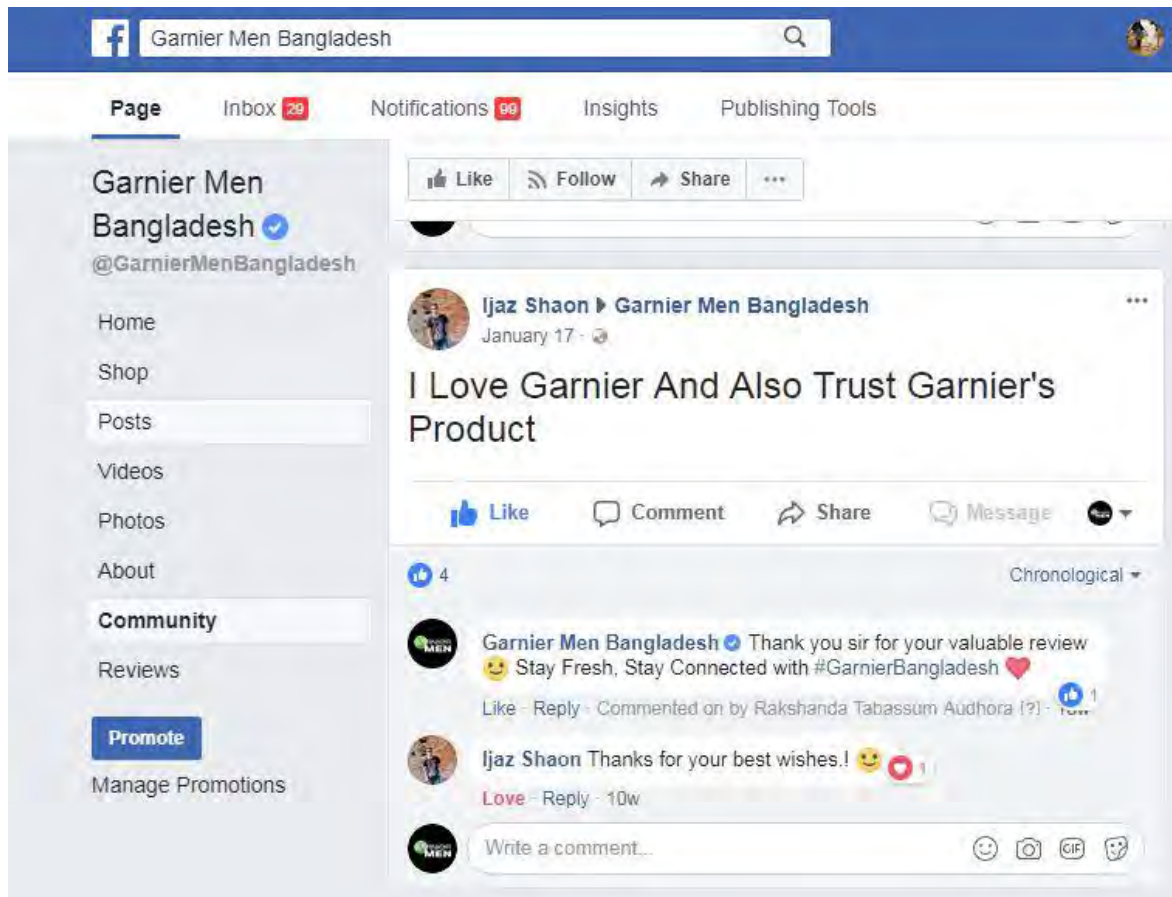
Since I had to look after the community management responsibility of the official Facebook page of Garnier Bangladesh, I had to manage lots of customer queries regarding Garnier products which consists of –

- product price
- product quality
- product specifications
- product benefits
- product availability
- product authenticity
- new discounted & seasonal offers
- customer service helpline
- Skin care & hair care recommendations etc.

Thus, a customer's purchase decision, perception and awareness for Garnier products are depended on the response he gets online from Facebook & Instagram.



Query Management through Page Inbox



Community & Visitor Post Management on the Page



March Content of Garnier Men Bangladesh Facebook Page



January Content of Garnier Men Bangladesh Facebook Page



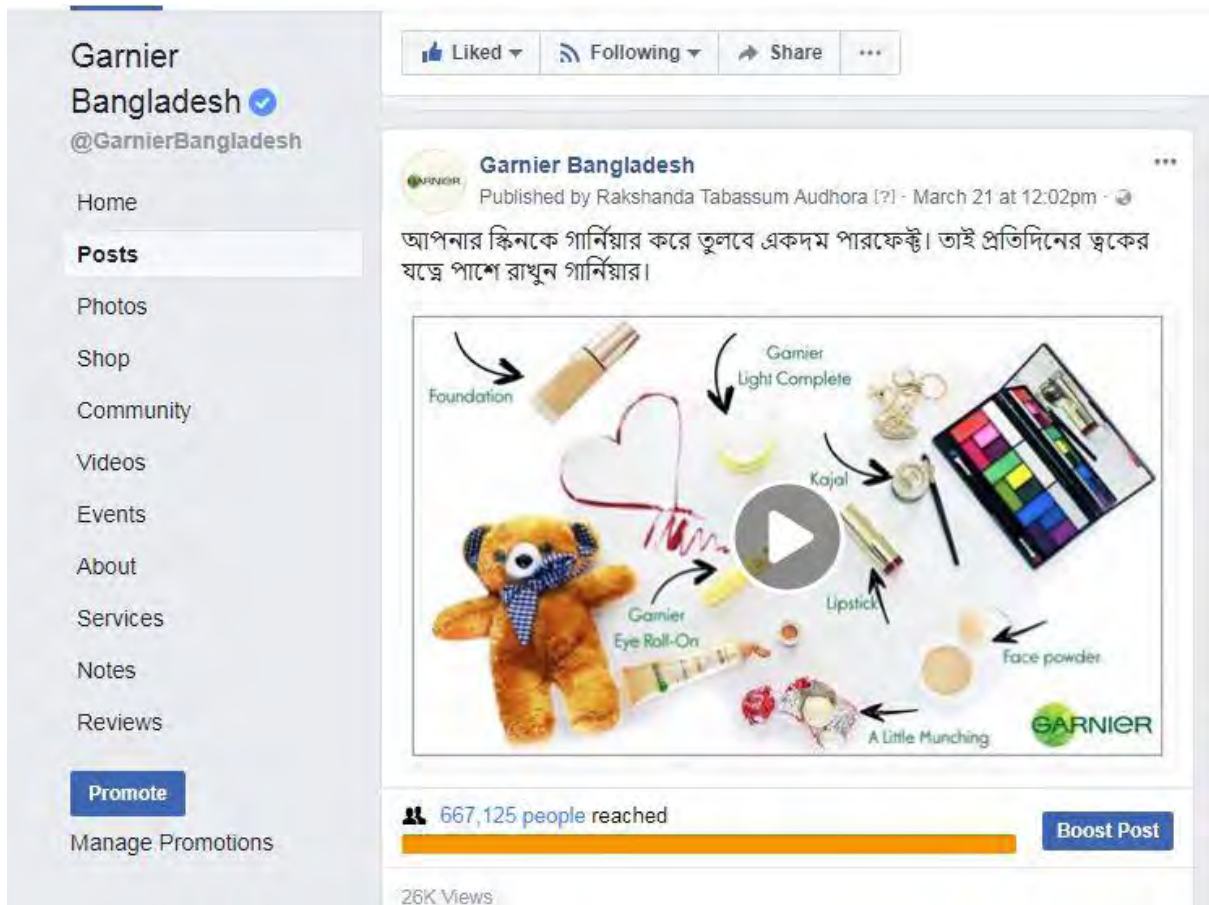
Total Likes & Followers of Garnier Men Bangladesh Facebook Page

The image is a screenshot of the Facebook page for Garnier Bangladesh. At the top, the search bar contains 'Garnier Bangladesh'. The page header includes navigation options: Page, Inbox (42), Notifications (99), Insights, Publishing Tools, Settings, and Help. The main content area features a large banner with the GARNIER logo on the left and a colorful illustration of a white yak, a yellow horse, and a red elephant on the right. The illustration includes Bengali text: 'মুছে যাক গ্লানি ঘুচে যাক জরা অগ্নিমানে শুঁচি হোক ধরা'. Below the banner are interaction buttons: 'Liked', 'Following', 'Share', and 'Shop Now'. A section titled 'Friends and Garnier Bangladesh' shows several profile pictures of users who liked the page, with the text 'Shaela Quader, Negar Alam and 22 other friends like Garnier Bangladesh.' To the right of this section, two statistics are displayed: '105K Total Likes' and '105K Total Follows'. Below these statistics is an 'Invite your friends to like Garnier Bangladesh' button. The URL at the bottom of the screenshot is 'https://www.facebook.com/1748923462098275/photos/1754387054885249/'.

Total Likes & Followers of Garnier Bangladesh Facebook Page



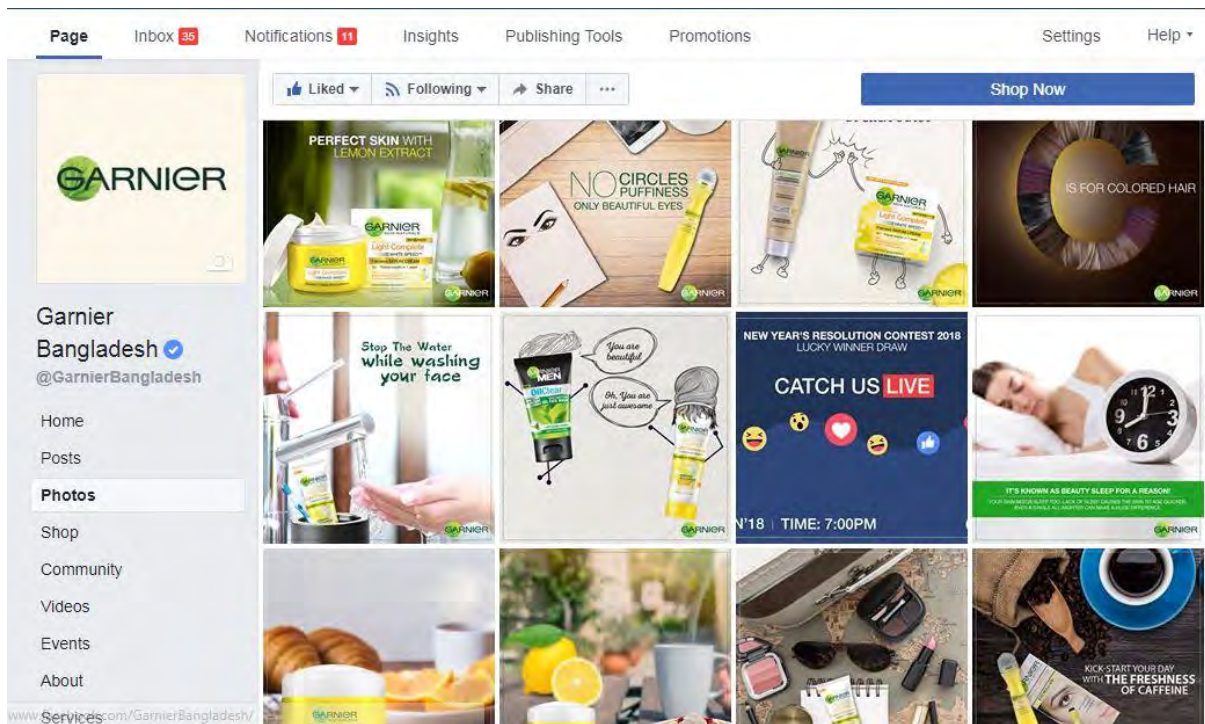
GIF content of Garnier Bangladesh Facebook Page



GIF content of Garnier Bangladesh Facebook Page



Different Creative Contents Published on Garnier Men Bangladesh Facebook Page




Different Creative Contents Published on Garnier Bangladesh Facebook Page

4.3 Creating Campaigns & Ads through Google AdWords:

A campaign includes one or more ad sets and ads from which a digital marketer has to choose one advertising objective for each of his campaigns. So, properly setting up Google and Facebook campaigns can help better organize, optimize and measure the performance of ads that are shown to mass people everywhere online. Campaigns are run in order to know and gather more information about customers and how much they engage themselves on such campaigns that can benefit their lifestyles since 80% of all internet users use Facebook and Google and these are the fastest growing networking sites among all other social media platforms.

In Wavemaker Bangladesh, I got the opportunity to learn some easy steps to create ads and campaigns on Google, with the help of Google Ad Words. The steps are described shortly below:

Vehicle	Medium
	
	

- **Select Campaign Type and Name:** First, we have to choose the campaign type - for now, it is highly recommended to select the “Search Network only” option, and then give the campaign a name. Also we need to remove the tick next to “Include Search Partners” which can always be changed later.
- **Choose the Geographic Location:** Next, we have to decide how large or small a geographic area we want to target. The whole countries, regions of countries, states or provinces, cities also can be selected.
- **Choose Bid Strategy and Set Daily Budget:** We need to change the default “Bid Strategy” into “I’ll manually set my bids for clicks.” This gives more control and will

help to learn AdWords at a greater level of understanding. It can be always changed to one of the many automatic options later.

- **Ignore the Ad Extensions Section for now:** This is an important part of any campaign, but it will be better to leave this for now and add this later after finishing all nine steps. Then, click “Save and continue”.
- **Create First Ad Group and Write First Ad:** More people tend to click on ads when the headline includes the keyword they’re searching on. So, we have to use the keywords in the headline when it is feasible. The word limited to 25 characters here, so for some search terms, abbreviations or shorter synonyms are needed.
- **Insert Keywords into the Keyword Field in Account:** We have to paste in keywords, then start with just one set, and add plus signs (+), brackets ([]), and quotes (“ ”) to see precisely how many searches of each type can get. When it is getting started, it’s not a good idea to dump hundreds or thousands of keywords in. Hence, we need to start with a tiny handful of important ones, and work from there.
- **Set Maximum Pay-Per-Click:** We have to set the maximum price-per-click now (called the “default bid”), but realize this - Every keyword is theoretically a different market, which means that each of the major keywords will need a bid price of its own. Google will let you set individual bids for each keyword later.
- **Review Everything:** We then need to double-check the ad and keywords to be sure they’re the best possible match and also check the pay-per-click to be sure to get the positions on the page. After that, we double check daily budget to be sure the investment unintentionally drain the bank account right out of the gate.
- **Enter Billing Information:** The ads will start showing on Google as soon as the payment is confirmed.

4.4 New Year Resolution Campaign:

After joining Wavemaker Bangladesh on its launching day on 9th January 2018, I started my first work with “Garnier New Year Resolution” Campaign contest. This campaign called upon the people to share their New Year Resolution in the comment section of New Year Campaign Contest post and also inbox their message in the page. The comment sections and inbox were flooded with their resolution messages. However, the campaign was run for many kdays and I gave all of the participants a specific code number. Then we declared on our

Facebook page that we will go LIVE from our page to announce our 10 lucky winners by lottery from both Garnier Bangladesh & Garnier Men Bangladesh Facebook page. I had to keep track of all the participants' code number with their resolution message and after declaring the lucky winners' code number from LIVE post, I had to list their names, contact details, address and code numbers down in the Google Excel Sheet. Then I contacted the lucky winners personally over phone and our team handed over the gift hampers full of Garnier products to all the lucky winners of the contest day by day.



Garnier Men Bangladesh
Published by Faraiba Farnan [?] · January 7 · 🌐

আপনার New Year's Resolution আমাদের সাথে ১০ জানুয়ারির মধ্যে share করুন। ১০জন lucky winner পাবেন আকর্ষণীয় Garnier gift hamper! 😊
#GarnierResolution #NewYear2018

so it's quite free at this time

👤 461,693 people reached

Boost Post

84K Views

Garnier Men Bangladesh


Page Inbox 29 Notifications 99 Insights Publishing Tools

Garnier Men Bangladesh 
@GarnierMenBangladesh

Home
Shop
Posts
Videos
Photos
About
Community
Reviews

Promote
Manage Promotions

Like Follow Share ...



NEW YEAR'S RESOLUTION CONTEST 2018
LUCKY WINNER DRAW

CATCH US LIVE

15TH JAN'18 | TIME: 7:00PM

GARNIER

57,921 people reached

Boost Post

Like Comment Share ...

Shah Layes, Sohag Roy Chowdhury and 14K others Top Comments

2 Shares

 **Garnier Men Bangladesh** 

Published by Faraiba Farnan [?] · January 16 ·  

Garnier New year's Resolution কন্টেস্টের সকল বিজয়ীদের প্রাণঢালা শুভেচ্ছা।
সকল বিজয়ীদের দেখে নিন এক নজরে।
#GarnierMenBangladesh



Garnier New Year's Resolution
কন্টেস্টের বিজয়ীদের অনেক
অধিনন্দন

GARNIER MEN

 Your video is popular with men between the ages 18-24

Boost Post

339 Views



4.5 Valentines’ Day Couple Contest:

After the successful campaign completion of New Year Resolution, I worked on “Garnier Valentines’ Day Couple Contest” that started in the month of February. This campaign contest also called upon the people to share their Valentines’ Day Plans in the comment section of Valentines’ Day Couple Contest post and also inbox their message in the page. Here I had to do the same thing such as – giving a specific code number to all of the participants and keeping track of their names, contact details, address and code numbers in the Google Excel Sheet because we went LIVE from our page to declare the lucky winners for the contest like we did before for the New Year Resolution Campaign. Then all the lucky winners have been contacted personally by me and this time our team gave each of the lucky winners a Garnier special gift hamper along with Couple Movie Tickets at Star Cineplex. Nevertheless, this campaign also run very well and got enormous popularity within a very short period of time.



Garnier Bangladesh

Published by Rakshanda Tabassum Audhora [?] · February 16 · 🌐 · 🌐

Garnier Valentine's Day 2018 কন্টেস্টের সকল বিজয়ীদের প্রাণঢালা শুভেচ্ছা।
বিজয়ীদের দেখে নিন এক নজরে।

#GarnierBangladesh



👤 3,455 people reached

Boost Post

👍 Like

💬 Comment

➦ Share





Forhad Hasan ▸ Garnier Men Bangladesh

March 8 at 8:13pm · 🌐

1st time gift palam life a.

Garnier valentine's day 2018 contest a participation kora.

Onok anondo lagtasa.

Thank u Garnier BD. We are waiting for more contest in future ..



/photos/1279931578715799/

ent

Share

Message



4.6 Women's Day Campaign:

In order to salute all the women of this society and appreciate their contribution to the world, we came up with “Garnier Women's Day Campaign” in the month of March and run this campaign for about the whole month offering 200 Taka discount on 600 Taka worth purchase of Garnier products exclusively online from Daraz by using this code – GARNIERWD200. Three popular beauty bloggers of Bangladesh have worked with us for this campaign where they had gone LIVE from their own Facebook Page and talked about how much important it is to take care of skin and hair of women since Garnier promotes their brand by the message “TAKE CARE” every time. They also demonstrated and reviewed our Garnier products live to their respective followers. As a result, this campaign got overwhelming response and our page and inbox were showered with so many best wishes and queries about Garnier products as well as discount offers.

Garnier Bangladesh

Page Inbox **42** Notifications **96** Insights Publishing Tools

Garnier Bangladesh
 @GarnierBangladesh

Home
Posts
Photos
Shop
Community
Videos
Events
About
Services
Notes
Reviews
Promote
Manage Promotions

Liked Following Share ...

Garnier recognizes every hardworking woman like You... Tag the STRONG women around you and appreciate them. Let every day be women's day. #TakeCare with Garnier.

DAY ENDS BUT NOT RESPONSIBILITIES

09:00 PM

1,420,463 people reached

Boost Post

565K Views

Love Comment Share

https://www.facebook.com/en/GarnierBangladesh/posts/?ref=page_internal#

Women's Day Campaign Content Post

Garnier Bangladesh

Page Inbox **42** Notifications **96** Insights Publishing Tools

Garnier Bangladesh
 @GarnierBangladesh

Home
Posts
Photos
Shop
Community
Videos
Events
About
Services
Notes
Reviews
Promote
Manage Promotions

Liked Following Share ...

Missiloveshopping by Anzuman Turin was live.
 March 9 at 7:09pm

Code: GARNIERWD200
DARAZ Link: <http://bit.ly/GarnierSIS>
Garnier Page: www.facebook.com/GarnierBangladesh/

228,748 people reached

Boost Post

26,003 Views

Love Comment Share

Live Session with Beauty Blogger Turin for Women's Day Campaign

4.7 Pohela Baishakh Campaign:

For this upcoming Pohela Baishakh festival, our plan is to make Pohela Baishakh Makeover Tutorial and Skin Care Tips Video and promote these videos till 14th April on our own Garnier Bangladesh Facebook page as well as other trendy sites such as – WOWBOX and Shajgoj etc. since Garnier always focuses on skin care, health and beauty tips for all ages. In these three months of internship program with Wavemaker Digital Marketing and Creative Team, I got the chance of working with four new beauty bloggers and makeup artists of this country again in person. For this huge budget campaign, I had to search in both Facebook and Youtube and list down 10 potential famous beauty bloggers and makeup artists of this country. Then I had to knock all of them through my own Facebook account by sending them message about our campaign plans and requirements. Not everyone promptly responded because of their busy schedule. And those who have responded - showed their utmost interest in our campaign whereas some of them asked for remuneration that could not match our budget. So I had to contact with them again over phone and consult with my supervisor mentor Faraiba apu so that we can negotiate about the payment with the bloggers. However, after selecting our 4 best beauty bloggers of town, we made a daylong total of 4 video tutorials of them and the video shoot was prepared by a production house named STUDIO ISO. The creative team of Wavemaker along with STUDIO ISO is still working on the videos and these will be uploaded and promoted very soon on our Garnier Facebook page. One video of this campaign has already been uploaded in Garnier Bangladesh Facebook page and it's getting massive customers response and skin care along with brand awareness.


FILE HOME INSERT DESIGN TRANSITIONS ANIMATIONS SLIDE SHOW REVIEW VIEW Sign

Cut Copy Paste Format Painter New Slide Section Layout Reset

Font Paragraph Drawing

1. Manami Elahi


Page Link: <https://www.facebook.com/manamielahi/>
 Facebook ID: <https://www.facebook.com/monami.elah>
 Page Likes: 27,452
 Phone no: 01631953645



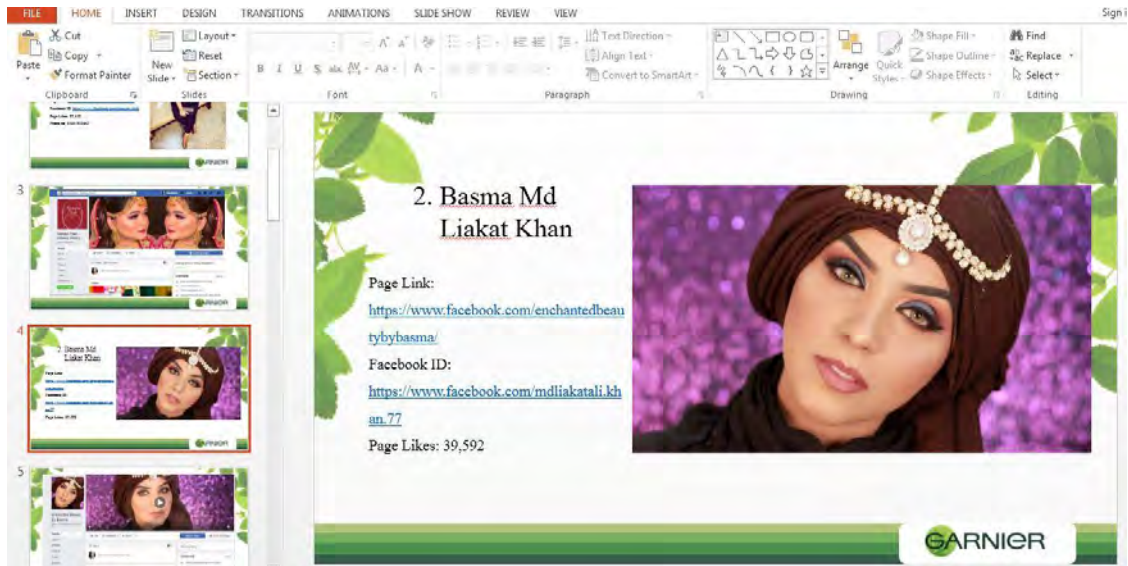
GARNIER

5. Aneeka Bushra

Page Link: <https://www.facebook.com/splendorAB/>
 Facebook ID: <https://www.facebook.com/anika.bushra.3>
 Page Likes: 48,828



GARNIER



Pohela Baishakh Campaign Video Shoot with Manami Elahi - Beauty Blogger



Pohela Baishakh Campaign Content Post (1st Published video of Basma Khan – Beauty Blogger)

5. Challenges Faced in Internship Program and Proposed Course of Action for Improvement:

I had to face 4 major challenges during this long three months of internship period. Those are described below and the possible course of action for improvement has been mentioned as well -

5.1 Internet Problem: In this digital era of fastest growing technology, internet connection and speed have to be high for performing best without zero error in network. But the desktop I used for managing the Garnier Facebook pages, faced continuous internet connection error at the very first place. For this reason, I could not manage and keep tracks of all the queries

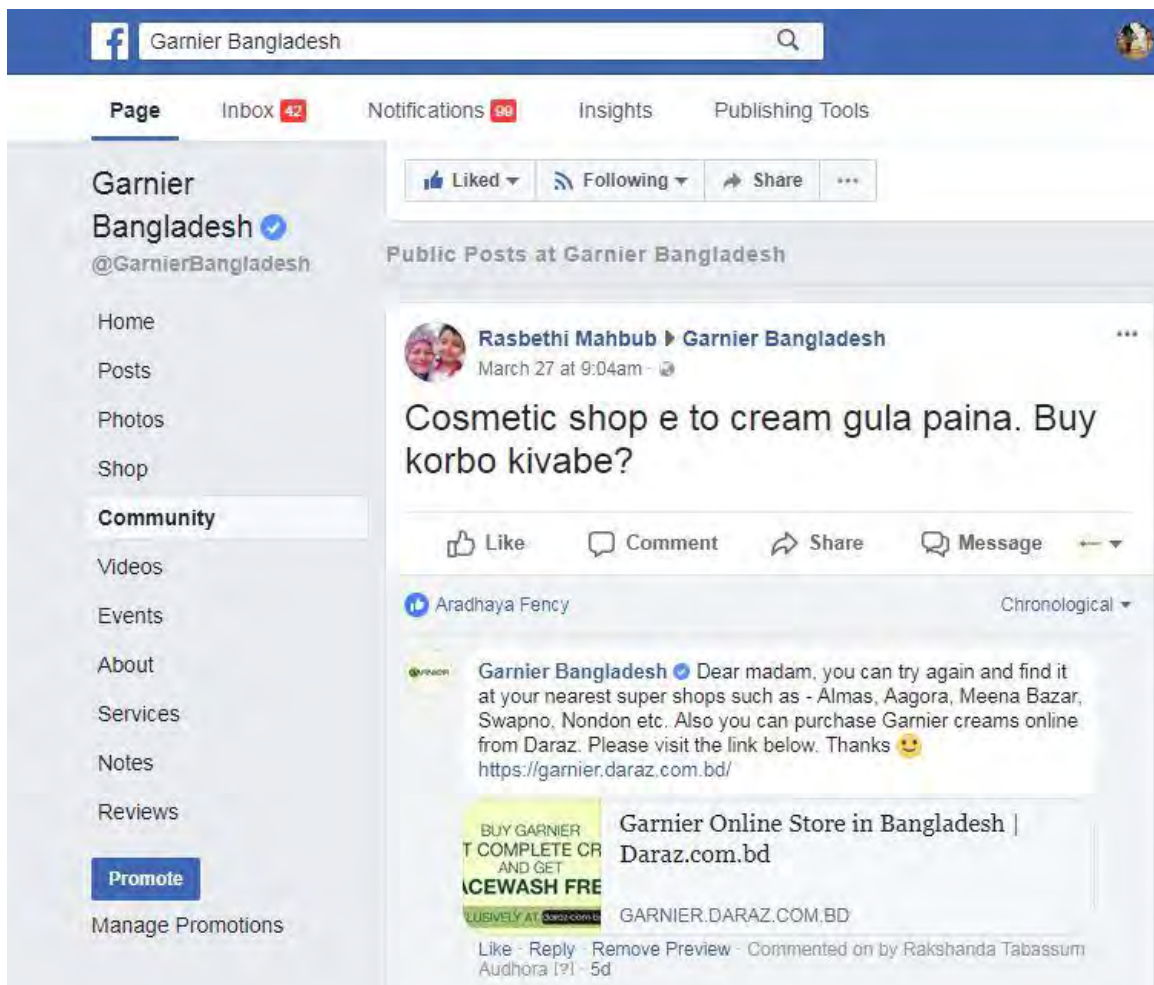
before and sit idle for a long time keeping myself waiting for the connection to come back. But now this problem has been solved by our IT management. However, the internet connection and speed both should be improved more and built super fast in structure by the company as quickly as possible.

5.2 Keeping Synchronization during Campaigns: When the Facebook campaigns are boosted and promoted with high number of budgets, the rate of post engagement of the customers grow high as well. Therefore, I had faced countless problems during New Year Resolution and Valentines' Day Campaign since I had to provide all of the contest participants a specific code number by replying to their messages whereas the number of participants was above 500. Keeping tracks of those 500+ participants and sending them code numbers from both Garnier Bangladesh and Garnier Men Bangladesh pages was undoubtedly a difficult task for me to do this all alone. I had to work on weekends as well so that not a single participant can miss a code number. Yet, I missed some of the participants and could not give them code numbers which lastly generated lots of customer complaints on the page I managed. However, I would suggest Wavemaker Bangladesh to build an automatic customer responsive software so that the software can keep track of those participants' messages and send them code numbers instantly during the upcoming campaigns itself.



Providing Code Numbers during Campaigns

5.3 Product Unavailability on Daraz: Since Daraz (<https://www.daraz.com.bd/>) is Garnier’s authorized online selling partner, I had to communicate the message to the customers that they can avail our original Garnier products anytime online from Daraz. But some of the major products of Garnier had been out of stock for longer period of time in Daraz and Daraz did not restock the products even after complaining and informing them many times about the matter that the customers are not getting their desired products online from Daraz which I had been continuously communicating with the Garnier Facebook page regular followers and users from our page by community and query management. Hence, L’Oreal Bangladesh marketing management has to be more careful and responsive about this matter so that their brand is not harmed in future for product unavailability complaint issues and also it has to make sure that Daraz is spontaneously restocking the sold out products on their webpage as well.



Communicating Daraz Bangladesh as Garnier’s Online Selling Partner to the Customers

5.4 Fake Facebook Profile: While managing the Garnier official Facebook page, I came across so many fake Facebook accounts from which people used to give so many undesirable comments and messages which had to be hidden by me as soon as I find those messages or comments in the page that can harm the brand anyway. This needs to be stopped in order to keep the page and brand away from negative mind people. So, the pages of Garnier as well as any other brand must identify those fake Facebook profiles and ban them from their page immediately.

6. Lessons Learned from the Internship Program:

The main reason behind the internship program is that students can implement the learning from the books into the practical world. When I did my university courses on marketing, I just gained theoretical knowledge about how to get things done. But when I started to work on the digital media marketing platform at Wavemaker Bangladesh, I learned that there are many other skills needed to be a good marketer. To complete the task given by the office, I have learned some new things. Those things are –

- How to plan and execute overall digital media content
- How to plan for campaign and contents within budgets given by the clients
- How to evaluate performance of the campaigns and ads
- How to generate ideas for making promotional ads and creative contents
- How to manage customer complaints and other brand related queries through social media
- How to use Google AdWords and schedule Facebook contents for final upload
- How to create brand awareness among people, loyal customer base and make the clients satisfied
- Ad firms not only do promotional activities but also arranged sponsorship and event management
- Companies or clients can assign one or more ad firms for their promotional activities

- Wavemaker Bangladesh is one of the subsidiary companies of GroupM and partnered by Asiatic 3Sixty
- The service charge of any agency can be two types: 1. Fee based and 2. Commission based
- Wavemaker Bangladesh has the access to advertise and promote brand in every possible medium
- Wavemaker Bangladesh is very active in Social Media Marketing like Facebook, Youtube and Instagram
- In these social media platforms, Wavemaker Bangladesh got success in Community Management of Garnier, Akij, and Hero Bangladesh
- For Google and Youtube advertisement, Wavemaker Bangladesh utilizes Google AdWords keyword tool
- For Facebook and Instagram promotion, Facebook Advert is available
- Wavemaker Bangladesh also can get the demographic data on Facebook through Audience Insights
- From Google Analytic Dashboard, Wavemaker Bangladesh can get the overall performances of the brand and the web page visitors
- From Facebook Analytic Dashboard, brand performance and Facebook users response can be allotted
- On Facebook videos, there are in-stream ads, bumper ads. On the other hand, there are static post ads like desktop news feed ads, multi-image newsfeed ads, GIF ads

Along with these I have achieved some other experience and learning too. For instance, the behavior and responsibility of a person in a corporate environment can only be learned by experiencing it practically. And we need to keep our eyes open to know more about the company culture and what's actually happening inside the team as well. Last but not the least, from the lesson learned at this media buying agency, it is appears that - digital marketing is easier to conduct, cost effective, easy to track down at any time than the traditional marketing.

7. Conclusion & Recommendation:

Wavemaker Bangladesh is a wing of world most reputed and renowned advertising agency GroupM which is affiliated with Asiatic 3Sixty in Bangladesh. Like other sub branches of GroupM, Wavemaker Bangladesh also has world's largest clients like Nestle, Hero, L'Oreal, Danone and Dabur. In contrast, they are also serving the local clients like Akij Ceramics and Akij Cement. Their persisting hard work and patience brought them the award of Best Digital Marketing Agency 2017 Gold in South Asia. This report covers the digital marketing activities of Wavemaker Bangladesh and how it is contributing to promote Garnier brand all over the country and create customer awareness through Facebook mainly and also Instagram. As a media consultant, the foremost task of the firms is media planning and buying for its respective clients. So, a successful media ad campaign is developed by a full formed strategic media planning. It helps in deciding how to develop the ad campaigns, what should be the basic targets that are to be achieved from such campaigns and how to use social media effectively to spread the intended message across. On the other hand, media buying is an essential part of marketing and is associated with acquiring paid media space and timeslots so that the ads placed in them can be clicked, viewed and engaged (Like, Comment or Share) by maximum number of targeted customers and can build brand awareness among them. Wavemaker Bangladesh covers both traditional and digital platforms of media planning and buying facilities. They know how a brand message should be promoted in sundry mediums. Each and every media has its own way to deal with. Thus, from start to end, Wavemaker Bangladesh comprehends it pretty well and renders a world class perfect social media marketing package to their clients.

However, the team of Wavemaker Bangladesh is still not so big. It needs a strong human resource for managing the clients since it is getting out of control for one person to handle one client. I would recommend hiring more employees to properly deal with all the clients' requirements. Moreover, the internet network system also should be improved since it is a digital organization whereas most of the activities are depended on the network access. Finally, they should also focus on the Pitch Presentation to draw the attention of few more new clients since retaining of clients is very difficult nowadays because of new established agencies along with the previous competitor agencies.

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