

Path towards Mass Communication &
Interaction of Polar Carnival

Ogilvy & Mather

Path towards Mass Communication & Interaction of Polar Carnival

[Internship Report]

Prepared For

N. M. Baki Billah

Lecturer

BRAC Business School

BRAC University

Prepared By

Rashed Bin Ashraf

ID: 13104181

BRAC Business School

BRAC University

Date of Submission:

April 19, 2018

Letter of Transmittal

April 19, 2018

N. M Baki Billah

Lecturer

BRAC Business School

BRAC University

Subject: Submission of Internship Report.

Dear Sir,

I have completed my internship program from Ogilvy & Mather Communications Pvt. Ltd. first-hand experience on make an advertisement, strategy and how to implement them in real. Throughout my internship program, my concentration was promoting through various social platforms and making it available in front of the eye of the existing and potential consumers. After making a successful campaign of Polar Carnival, I decided to make my report on “Path towards Mass Communications & Interaction of Polar Carnival” which is one of my most successful project I worked on, also took client expression towards beyond satisfactory level.

It was a bit challenging for me to get permission to use few clients demanded KPI and the actual performance from my host organization. Lastly, I would like to ask you to give a judicious advice on effort.

Yours sincerely

Rashed Bin Ashraf

ID: 13104181

BRAC Business School

BRAC University

Acknowledgement

Many acknowledgements due to them who helped me a lot and supported me throughout my internship program also helped me in writing this report.

Firstly, I want to thank the Almighty whose blessing was the primary need to reach this position today. Then I want to thank all the faculty members who helped me a lot by teaching me in different courses and showed me path to fulfil my destiny and goals. I also want to give thanks to Mr. N. M. Baki Billah who supported me the entire time and provided expert advice while writing the report.

I also want to give a special thanks to my internship supervisor, Mr. Ahmad Arif Amin, Account Manager, Ogilvy & Mather Communications Pvt. Ltd. for making me understand the way of marketing and broaden my knowledge towards it and for trusting me with big projects of high priority clients.

Lastly, I want to thanks to those who helped me and supported to choose my topic and to write the report smoothly and helped me with various information.

Executive Summery

Bangladesh is a developing country and stepping towards digital era quite fast. Throughout the time, the way of marketing to reach to the core of people's mind is also changing rapidly. Advertisers are using more and more different strategies for customer retention and to get attention from potential consumers. In my report I explained consumers purchasing behavior and how we make consumers to engage with the campaign and strategies to enter consumers mind using USP of client. I also mentioned my experience of a campaign in which I was assigned as dedicatedly to work for the campaign and the success rate that came out of it by crossing the KPI given by the client.

Table of Contents

Introduction.....	1
Internship Company.....	1
Organization Background.....	1
Organization Overview at a Glance.....	2
Global Clients.....	2
Ogilvy & Mather, Bangladesh.....	3
Local Clients.....	3
Clients Under Taken by Me.....	4
Primary Clients:.....	4
Campaign Based Clients:.....	4
Company Structure.....	5
Insight, Experience & Responsibilities at O&M.....	5
Ideation:.....	5
Team Work:.....	5
Digital Client Servicing / Query Management:.....	5
Daily Activity Follow-ups:.....	6
Digital Campaign:.....	6
Bargaining with Client:.....	6
Work Cycle:.....	6
Industry Analysis.....	7
Advertising Effectiveness.....	7
Buying Decision Making Process.....	7
Problem Identification:.....	8
Looking for Information:.....	8
Looking For Alternatives:.....	8
Purchasing Decision:.....	8
House of Dynamic Contents (HODC).....	9
Entertainment & Useful Information:.....	9
Broad & Personalized Marketing:.....	9
Path towards Mass Communication & Interaction of Polar Carnival.....	10
Polar Cone Premium Carnival Butterscotch & Strawberry.....	10
Campaign Planning.....	10

Pre-Campaign:	11
Main Campaign:.....	11
Post Campaign:	11
Short Summery of Campaign Report.....	12
Client KPI:	12
Actual Performance:	12
Campaign Contents.....	12
Key Content (TVC):	12
Additional Creative Contents:.....	13
Research Objective	14
Research Methodology	14
Primary Data:	14
Secondary Data:	14
Findings	14
Conclusion	16
Reference Links of Campaign	17
Appendix.....	18
Survey Questionnaire.....	19

Introduction

David Ogilvy, the godfather of Marketing stated, ***“We sell, or else.”*** Advertising is one of the major part which can bring success to a company and without it, a company may survive but may not have any progress. If we consider looking at the history, Egyptian used to make seals by curving on different things for public notices to advertise their products back on 2000 BC. Now this is 21st century where communication is way much easier and can get attention with the touch of pressing few buttons around the globe.

The core need of advertising is get attention from consumer, it might be existing customer for retention or prospective potential consumers. Throughout to different era, the module of advertisement has changed a lot. In current trend of marketing, marketer use more of online trend rather than print media.

“You cannot bore people into buying your product; you can only interest in buying it,” stated by David Ogilvy. Advertising agencies also adopt themselves with the modern trend as they are meant to sell products by attracting people and keeping their heads up towards satisfactory level.

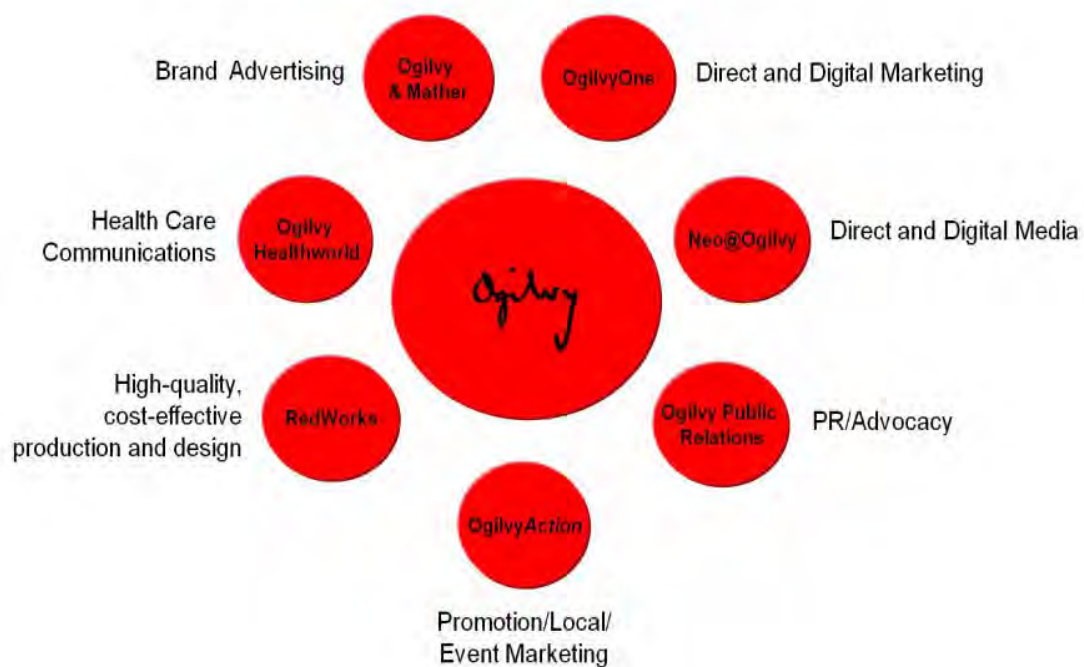
Internship Company

My internship was completed by getting a great opportunity provided by the Ogilvy & Mather Communications Pvt. Ltd. which is one of the rivals in the field of creative and advertising. Throughout my internship program, I had the opportunity to show my passion and interest in advertising which was thrilling and a life experience in all aspects.

Organization Background

Ogilvy & Mather is founded in New York, USA as a marketing agency operation around the globe on 120 countries. In the early age it started in London as an advertising agency which was founded by Edmund Mather in 1850. New York City Agency founded by David Ogilvy in 1948. In 1964 they merged together and named as Ogilvy & Mather onwards. This is a part of WPP Group and also very renowned in terms of making the largest revenue among marketing and communications companies.

Organization Overview at a Glance



Global Clients

O&M is one of the oldest and most popular Digital and Creative marketing agency around the globe whose motto by David Ogilvy is, *“If it doesn’t sell, it isn’t creative.”* From the very beginning of time Ogilvy has maintained a good reputation by satisfying their clients and made their clients from local to global and still working with O&M. Some of the major global clients of O&M are given below:

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

Ogilvy & Mather, Bangladesh

Ogilvy Bangladesh came to Bangladesh as a joint stock company back in June 2006 and in December 2006 merged with a local mid-sized agency called Marka. In October 2007, Ogilvy Bangladesh opened for Business in Bangladesh and officially started their activities from 2008.

Local Clients

O&M has localized in 120 countries and apart from global clients they have lots of successful local clients with so many success and appreciation. At a glance O&M Bangladesh has the following local clients with whom O&M is working with pride and dignity providing high quality service and keeping their heads up among in the field of digital & creative agencies:



Clients Under Taken by Me

Primary Clients:

As an intern of O&M, I was assigned with 4 brands of which I used to maintain daily campaign and including query management. These are the brands which is good for learners with diversified necessity and gaining knowledge about consumer behavior, diversified strategy of daily campaign and understanding clients' requirement and keeping them in satisfactory level.

Activities done for the Primary Clients:

- Customer-query Management
- Daily Campaign making and publishing
- Content Quality checking with clients' approval
- Daily brands follow-up to supervisor.



Campaign Based Clients:

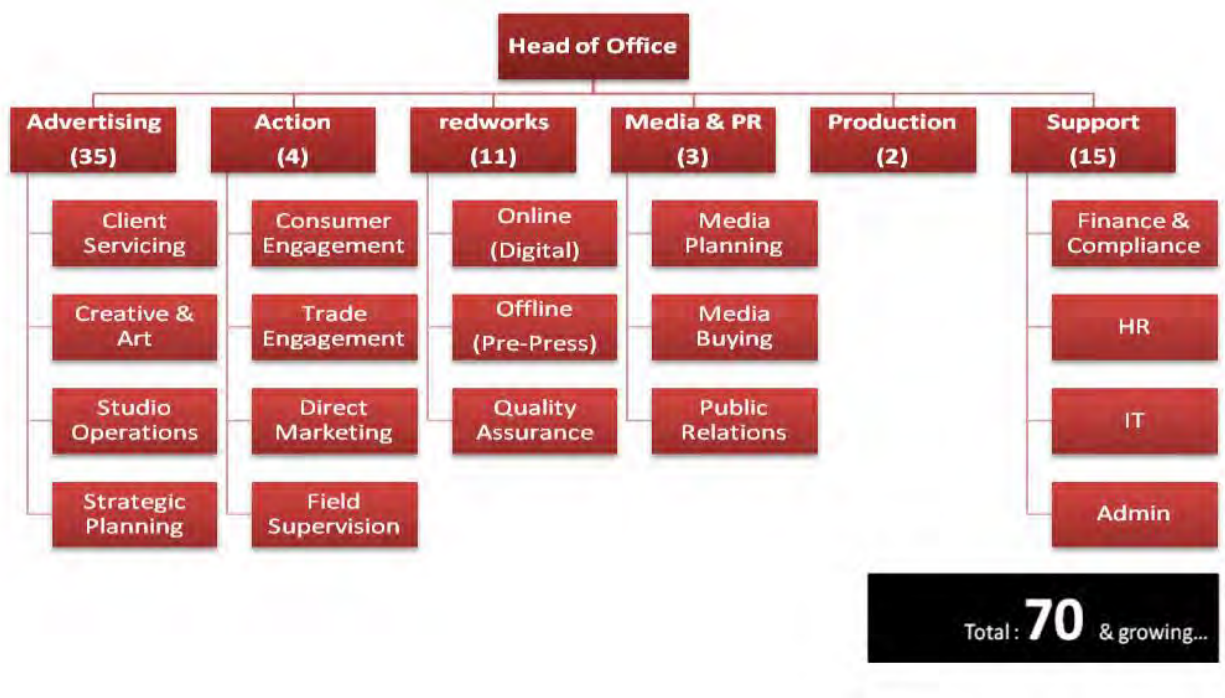
During my internship program, I was part of 3 various types of campaign and maintained certain level of responsibilities with proper dedication which made them to put their trust on me.

Activities done for Campaign Based Clients:

- Content publishing and CM
- Research for campaign strategy development and contents making.



Company Structure



Insight, Experience & Responsibilities at O&M

Ideation: Idea is the most expensive thing in the advertising industry. As there are lots of brands out there looking for ideas to get more attention and focus over them in the most effective and efficient way. As an intern of a digital advertising agency, one of my key responsibilities was to generate ideas for the brand that I used to take care of throughout my internship program.

Team Work: Team work is the very first that I had to develop in a professional manner during my internship. As a new employee in the organization, I had to be cooperative with everyone to make a friendly surrounding around me. On the other hand, I had to cooperate with my team to make work efficient and to make brainstorming entertaining and productive.

Digital Client Servicing / Query Management: Throughout the time I managed queries of multiple brands to maintain a good brand image towards its existing and potential clients. Also, I had to maintain creative contents on a schedule basis to keep smooth communication and to provide end consumers a satisfactory impression towards the brand.

Daily Activity Follow-ups: It been daily responsibility to manage queries, collecting contents from creative and letting supervisor know status updates of digital brands and all these thing been done filling up my daily activity log.

Digital Campaign: In terms of uploading contents in social media fan page of a brand is considered as campaign. As I had supervised Pran Jhatpot, Mentos, Teletalk, Fantasy Kingdom which was part of my core brand responsibility, I had to ensure regular digital campaign planning and management at the same time. On different project basis, I also supervised The City Bank, Be Here Now and Polar BD.

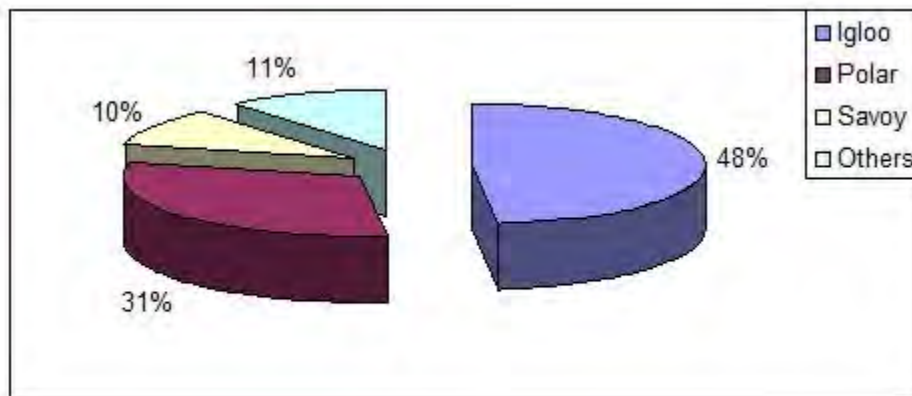
Bargaining with Client: In the advertising agency, fulfilling client’s desire is one of the top most priority also providing with the best effective strategy. It’ the client who always to force us and try to makes us believe what they think is the best idea. As we are not working for a single brand, we are always few steps ahead of our client as we know the prospect of their plan and bargain with them with our strategies with KPI.

Work Cycle: Throughout my whole internship program, my works been rotated under the same cycle but faced a lots of ups and downs throughout the whole time.



Industry Analysis

There are number of competitors in the market who are trying to hold the number 1 position in the industry. The market share is determined by the Sales Turnover and Annual Consumption. Most cases FMCG companies do not expose their sales turnover and annual consumption to maintain business secret in them. According to the financial year 2004-2005, Polar held 31% market share which is the 2nd largest market share in the industry. Based on their LinkedIn, Polar became the 1st ISO 22000:2005 certified company in dairy category in Bangladesh.

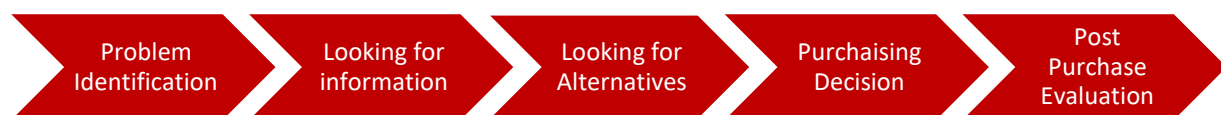


Advertising Effectiveness

“The consumer isn’t moron. She is your wife,” stated by David Ogilvy, founder of O&M and also considered as a godfather in the field of advertising. It a core responsibility for an advertiser to play with consumers mind which makes them to buy the product. Consumers do not know the right product to consume unless the advertiser makes them understand what they need. An advertisement is considered as effective when it is able to reach consumer mind and makes them go towards decision making of purchasing and engaging them towards repurchasing.

Buying Decision Making Process

Decision making process is a consumers’ consumer decision making process is given below:



Problem Identification: In the very beginning of decision making process, consumer needs to identify a problem in existing product to purchase a new one. Sometime it's the marketer who makes the consumer understand the problem in the eye of consumers' which is a very famous and common marketing strategy.

Looking for Information: After identifying the problem, consumer looks for the reason behind the problem and what more s (he) can do with the existing one. At the same time consumer also takes feedback from the reference group who are consuming similar product from different brands.

Looking For Alternatives: If there are lot of bad reviews and problems from the reference group of the existing product and finds other brands as good, consumer starts looking for alternatives which will provide him/her the same service or more if requires.

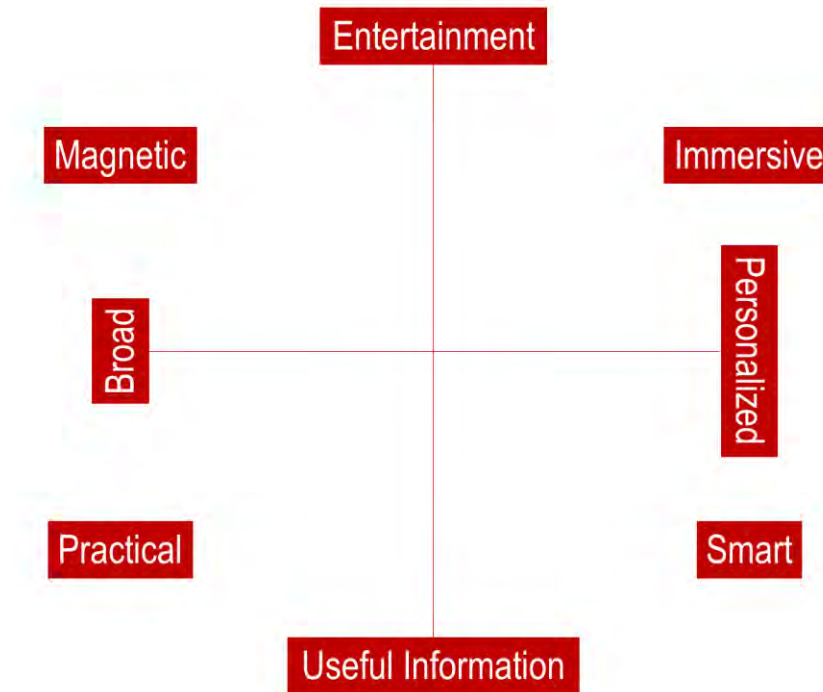
Purchasing Decision: After finding the alternative product, consumer decides whether it will fruitful to buy or will be just of money. In term of making these Purchase decision there are few internal psychological factors that works in consumers mind:



- **Motivation:** The motivation to purchase a new product comes from the alternative products or if there is something new in the market. Reference groups also plays a vital role to develop this motivation to purchase new product.
- **Perception:** After getting the motivation of purchasing the product, consumer takes under consideration what he is capable of doing with the new one and that excites him/her more in purchasing.
- **Attitude Formation & Integration:** Consumer's attitude towards brand is very important to marketer. If a consumer gets any bad vibe from any of reference group regarding any brand, it becomes tough for the marketer to convince that consumer to purchase the product. The way consumers' attitude develops towards brand, it integrates in purchase decision.

House of Dynamic Contents (HODC)

HODC plays a vital role to play with consumers mind to make the product in the top of consumers mind and also measures the effectiveness of advertising by making consumers engaging towards product purchasing and repurchasing. A diagram of HODC is given below:



HODC is a very rare marketing practice which can connect to any variable any time. There is no fixed pattern for an advertiser that should follow to make consumers to engage more on product through HODC.

Entertainment & Useful Information: People usually look for two types of information which are Entertainment based or useful information that might come handy to him/her. A brand which is very much enriched with lots of information among consumers with good impression, is already a step ahead towards its success.

Broad & Personalized Marketing: These are the marketing techniques commonly known as ATL & BTL. In ATL / Broad marketing, the marketer can place the advertisement where there are no breaking of laws provided by the govt. like TV, bill board, newspaper etc. In terms of BTL / Personalized marketing, the marketer communicates directly with the consumer and can promote any kind of product based on consumer's preference, behaviour and marketer's strategy.

- **Magnetic:** The marketer's advertisement should be magnetic so that it attracts the existing consumers to buy again and also can get attention from the potential consumers.
- **Immersive:** Marketer should provide information to consumers and it should be viral from mouth to mouth which is more effective for any kind of product.
- **Practical:** The product which the advertiser is promoting should be practically the same as the advertisement. If the product is not practical, then it makes a bad impression on the consumer's attitude and finally affects the buying decision.
- **Smart:** The marketer has to be smart and the advertisement should be in the same manner that the consumer feels themselves as smart by purchasing the product which helps a lot in terms of decision making to buy a product.

Path towards Mass Communication & Interaction of Polar Carnival

In this campaign, the client wanted to launch 2 new flavours of Polar Cone Premium Butterscotch and Strawberry. According to the client, the peak business period for the ice cream industry is considered from March 14, 2018 to April 10, 2018. During my internship period I got the opportunity to work with the Polar new flavours launching which is a big achievement for me with an exceptional success rate from both ends.

Polar Cone Premium Carnival Butterscotch & Strawberry

Ice cream is usually considered as a dessert in terms of food behaviour. It can also be consumed any moment based on the consumer's mood. The usual flavours that are mostly available in the market are Chocolate Vanilla, fruit and many other flavours. To launch these new flavours Polar invested a huge amount of money on R&D to make these products as flagship and unique from typical brands. To make these products as flagship, the whole campaign strategy making and implementation was done by O&M Bangladesh in which I was a part of the campaign and dedicatedly worked to make it successful.

Campaign Planning

"Committees can criticize but they cannot Create," by David Ogilvy actually meant it and we had to create a campaign for the launching without thinking about any criticism. To get the campaign we had to pitch to Polar with the whole campaign plan which will help the client to forecast whether their KPI will be met with our given strategy or not. As the client was very much satisfied

with our campaign planning, our plan was divided into 3 major parts and completely based on social media platforms where there are maximum reach of existing and potential consumers:

Pre-Campaign	Main Campaign	Post Campaign
<ul style="list-style-type: none"> • TG Selection • Overall Estimateed Budget of the Campaign • Media Buying Plan & Budget • Promotional Platforms • Campaign Lengths • Number of Creative Contents 	<ul style="list-style-type: none"> • Starts with Publishing the TVC • Creative Contents Publishing • Promoting Contents to reach maximum TG • Customer Query Management • Consumer Feedback forwarding to client 	<ul style="list-style-type: none"> • Campaign Report Generation • Comparing clients KPI with post campaign changes

Pre-Campaign: We finalized the entire the campaign plan for a smooth launching and to stick with SOW and schedules. A part of our pre-campaign activities, the very first thing we took under consideration is the TG (age 13 – 65+, Bangladesh) and promotional medium and the length of the campaign to meet the KPI which is must to satisfy the client. Number of creative contents and type has to been made including clients approval so that we did not have to rush in the eleventh hour. As we decided to promote static contents through Facebook and contents been scheduled to stick with the planned schedule. We also decided the media buying budget for the campaign to meet the KPI and to maintain efficiency on main campaign.

Main Campaign: Polar Carnival campaign started by launching the TVC on March 14, 2018 that we made only for this campaign. As per previously scheduled media buying and contents published accordingly thougout the time. As the Polar Carnival campaign was launching in the peak time, it was my highest priority to maintain the CM which was demanded by my supervisor. Moreover, I was also asked to interact with the commenters and keeping them engaged towards Polar. There been always queries which was out of our reach, we forwarded them to the client been taken care of by client.

Post Campaign: After the campaign has been completed successfully, we submitted the campaign report as a proof that the campaign is successful and we been able to meet the KPI which was demanded by the client.

Short Summary of Campaign Report

Client KPI: Clients demand was to promote Polar Carnival TVC through Facebook and YouTube. A high priority was to promote through Facebook as it is a very attractive and most crowded social media to reach maximum number of existing and potential consumers. Client demand was to ensure Polar Carnival TVC views of 2 million through Facebook and 2 lacks through YouTube as there are new flavours in the market.

Actual Performance: At the end of the campaign, we have found success rate is way much higher than our expectation. We had a video view of 4.5 million in Facebook and 5.15 lacks views in YouTube which was beyond expectation of both from O&M and client. Moreover, a huge number of increment in page likes with impression have been noticed at the end of the campaign.

Campaign Contents

Key Content (TVC): Polar Carnival TVC was the key content of our entire campaign and script was written in a manner which will attract the interest of people of all ages. We spent 65% of total client budget on the TVC as it was high priority to get maximum number of views and attention from both Facebook and YouTube. A screenshot from the TVC is given below:



Additional Creative Contents: Apart from the key content, we have published creative visuals targeting the TG and kept them engaged throughout the whole campaign. Few of the total campaign creative are given below:



Research Objective

The purpose of the study is to reflect the easiest communication with end consumers with is very short period of time. According to the **Asia Internet Use, Population Data and Facebook Statistics - December 2017**, currently there are 8 Billion active Facebook users in Bangladesh which is a very potential ground to grab consumers attention easily. Moreover, marketers are holding a big concern in promoting their brands through social media and making brand more and more popular than before.

Research Methodology

To make a study on particular subject, the most important thing needed is data. There are 2 ways of collecting research data and they are Primary Data and Secondary Data.

Primary Data: Primary Data is collected directly from the correspondent through survey. This survey can be made directly or thorough varies online survey tools which instantly analyses data and makes life easy.

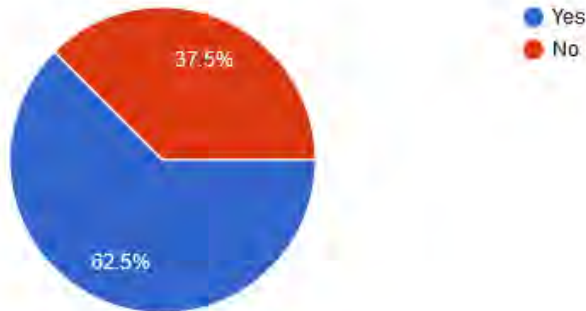
Secondary Data: Secondary Data is collected sources like previous researches on the subject, references etc.

To make the study on “Path Towards Mass Communication & Interaction,” responses from respondents been collected using Google forms which is primary source of collecting data and authentic. Using Google forms, data can easily be collected from the respondents and analysed automatically which gives accurate result of the responses.

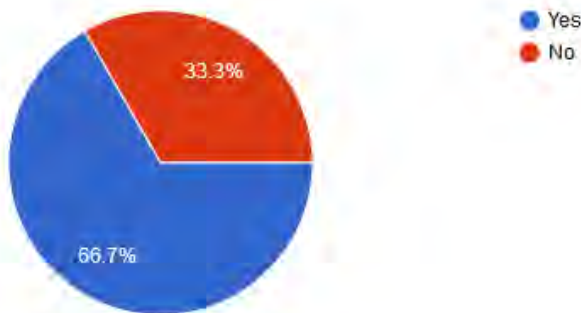
Findings

At the end of the study, came to find out that, out of total respondents, 62.5% have seen the commercial of Polar Carnival, 66.7% of total respondents have tried the new flavour of Polar Carnival and 50% of total respondents have seen the commercial from Facebook.

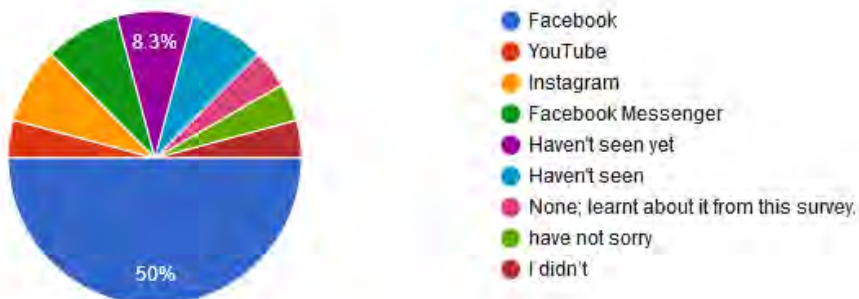
Have you seen the the commercial of Polar Carnival?



Have you tried the new flavors of Polar Carnival?



In which platform you have seen the commercial?



Conclusion

O&M is globally known as creative and digital marketing agency with so many revolutionary works and I have been a part of this organization with dignity. Moreover, I was been part of O&M's high priority works including Polar Carnival launching which made excellent success rate for both O&M and client. Throughout the internship program I learned a lot and worked for real time marketing.

Reference Links of Campaign

- Fan page link: <https://www.facebook.com/polarbd/>
- YouTube TVC: <https://goo.gl/ZMZZM9>
- Facebook TVC: <https://goo.gl/YswdbX>
- Facebook Static Content: <https://goo.gl/K4dmbg>
- Facebook Static Content 2: <https://goo.gl/rjmxzT>
- Facebook User in Bangladesh: <https://www.internetworldstats.com/stats3.htm>
- LinkedIn: <https://www.linkedin.com/company/dhaka-ice-cream-industries-ltd-/>

Appendix

- O&M – Ogilvy & Mather
- SOW – Series of Work
- KPI – Key Performance Indicator
- TG – Target Group

Survey Questionnaire

Polar Carnival

* Required

1. What is your gender? *

Mark only one oval.

- Female
- Male
- Prefer not to say

2. What is your occupation? *

Mark only one oval.

- Service
- Student
- Self-employed
- Business
- Not employed yet
- Other: _____

3. Do you like ice cream? *

Mark only one oval.

- Yes
- No
- Maybe

4. What is your most preferred ice cream? *

Mark only one oval.

- Polar
- Igloo
- Bellissimo
- Kwalitiy
- Bloop
- Other: _____

5. Have you tried the new flavors of Polar Carnival? *

Mark only one oval.

- Yes
- No

6. **Have you seen the the commercial of Polar Carnival? ***

Mark only one oval.

Yes

No

7. **In which platform you have seen the commercial? ***

Mark only one oval.

Facebook

YouTube

Instagram

Facebook Messenger

Haven't seen yet

Powered by

