Internship Report

On

"How media planning helps to get maximum exposure for a brand"

Guided By Starcom Bangladesh

Submitted to:

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Prepared By:

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Letter of Transmittal

Date: 29 november,2018

Ms Subhat Ehsan

Lecturer

BRAC Business School

BRAC University

Subject: Submission of Internship Report on – "How Media Planning helps to get maximum exposure".

Dear Sir,

Here is the internship report on "How media planning helps to get maximum

exposure" which is the essential part for the requirements of BBA program.

In my report I have took a look at the media speculation and arranging industry and the elements should be considered while media arranging. Breaking down the variables that influence media arranging I discovered a few bits of knowledge that would help the media organizers for effective arranging in media arranging industry. From this examination perusers will take in a portion of the components that contribute into media arranging and the way toward arranging. In addition, they will find out about the media preference of Socio Economic Group.

On the off chance that there is any questions in regards to this report, I am accessible whenever for clarification.

Sincerely Yours,

Md.Fuad Hasan
ID: 14304113
BRAC Business School
BRAC University

Acknowledgement

All gestures of recognition to the Almighty Allah for giving me physical and mental quality, and gifts to effectively completing the Internship Report.

I might want to pass on my heartiest appreciation to my Internal Supervisor All gestures of recognition to the Almighty Allah for giving me physical and mental quality, and gifts to effectively completing the Internship Report.

I might want to pass on my heartiest appreciation to my Internal Supervisor MS. Subhat Ehsan Lecturer, BRAC Business School, BRAC University for giving me the chance to direct my entry level position provide details regarding " How Media Planning to get maximum exposure".
 and for her consistent help in setting up this report. It would have been troublesome for me to set up my temporary position report without her untiring help. I might want to thank my outside manager, Key account Director MR M. Ahmedun Faiez, Starcom Bangladesh. I am likewise appreciative to all the employees and educators of BRAC Business School for outfitting me with the learning and instruments for the planning of such a report.

I am profoundly obligated to Mr. Omar Mahbub, Media Manager, Star com Bangladesh.

I might want to offer my true thanks to MRB and Singer authorities who co-worked to make this exploration fruitful.

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Acronyms and Definitions

Target Audience: The particular segment of the population that the campaign is trying to influence

SEC: Socio-Economic Classification of a household; expressed in this report as A, B, C, D or E. SECA is the most upmarket household, while SEC E is the most down market household.

GRP (Gross Rating points): Sum of all audiences (ratings) for more than one ad or program.

Reach: The number of persons who have used a specified medium at least once during a specifiedtime period

Frequency (Also referred as, Average Frequency, Opportunity To See (OTS) or Hear (OTH), Exposure): The average number of times the target audience is exposed to a brand's advertising campaign or schedule.

Cost per Rating point (CPRP): The cost of buying one ratingpoint.

Share of Voice (SOV):% share of total advertising weight in a product category held by aparticular brand

Share of Spend/Expenditure (SOE):% share of total advertising spend in a product categoryheld by a particular brand.

Average Issue Readership (AIR): Number of people who have claimed to read the publicationwithin a time period equal to the periodicity of the publication.

Column Inch (CI): Unit of measurement in a publication by which advertising space issold, measuring 1 inch deep by 1 column wide.

Medium:A broad general category of carriers of message / advertisements like TV media,print media etc.

Executive Summary

The Research has been done as a piece of BBA program and submitted as a piece of the Internship Program of the researcher. The analyst endeavored to distinguish the best stages of securing the highest GRP. The specialist worked in the TV, press and radio arranging branch of Bitopi Starcom BD and got to know media arranging process. The organization for the most part manages media arranging, media purchasing and execution.

Present day period is the time of promoting and the probability of accomplishment of publicizing isn't just chosen by the nature of inventive. The act of media arranging, purchasing and usage assume an imperative job for fruitful crusade to get the ideal come about because of publicizing. There has been a substantial size of consumption behind TV, radio and press media. To utilize the speculation shrewdly media arranging is finished.

In this research the scientist attempted to portray the instruments utilized in media arranging. This is a quantitative research, done in an extremely proficient manner, to show the activities done by media organizations and media arranging process. On the way toward getting ready media exercises plan on SINGER.

1.1 Background of the Study

The author is a regular student of BRAC Business School, BRAC University and has completed his internship from Asiatic MindShare Limited for fulfilling academic requirement of BBA Program. Report writing concerning the experience throughout the internship period is an obligatory part of the program. Hence, the author prepared this report on "**How media planning helps to get maximum exposure of the brands**".In this report the author presented the TV,Press, FM plans to show how media planning is done. Media planning solves the problem to get maximum reach.

1.2 Objective of the study

Broad objective.

Those substantial, objective will be to exhibit anin-depth study of Singer

To meet the broad objective the specific objectives are**:**

• To determine the most exposed media platform in basis of GRP
 and Reach of Singer 3 in 1 Eid Offer

- •
  • To present how media planning   is
  done and calculating the media
   exposure.

  • To investigate the principle activities of Media Planning

1.3 Scope of the study

This research study is conducted on Starcom BD . The data and information of the report has been collected from Asiatic MindShare and the examined data has been collected from different subscribed software from research firms. There may have some restriction on the data.

1.4 Limitation

Optional data might be always precarious to worth of exertion for because of authenticity. Go through will be thus counteractive action with prepare a nature report card. Lack about dominant part of the information is reliably an ordinary anticipation ought to prepare At whatever sort from guaranteeing report card. Starcom requires a couple of imprisonment over revealing delicate information for this sort report card for scholarly

1.5 Research question:
- How media planning helps to ensure the maximum exposure for the brands ?

Chapter 02 : Company Overview

2.1 Introduction

To Offer total marketing solution to the brands and help them achieving their true goal Bitopi Advertising which is known as one of the leading advertising agencies began their expedition on 1968,serving the traditional business in the absence of established Brand in that era. In 2018 Bitopi alien with Foote, Cone & Belding –FCB a global agency that has 150 offices in 90 countries, and growing and Become FCB BITOPI.

FCB Bitopi has five strategic business unit (SBU) to conduct the whole agency services. These are-

Creative & Client service Unit (Bitopi)

Creative & client service department is known as Bitopi which is serving the creative and communication part of the agency. The creative team pursuit to uncover untold brand stories, satisfying stories. On the Other hand, Client service team serves the communication part to ensure the client's need and provide strategic solutions.

Event & Activation (Spotlight):

Events & activation is a form of advertising that focuses primarily on helping consumer to have an experience of a brand. 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 serve 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: Starcombd is a wing that provides one basic function to their clients- Media Planning & buying. The company offers media service, media research and the best doable media assets at the best possible price to their clients to break the today's media jungle in the efficient manner. Starcom is among the largest media agency in the world which is operating their business in Bangladesh as Starcombd as a Strategic Business Unit of Bitopi Advertising.

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

2.2Publicis Group

Starcom greatest focused quality is its worldwide system and how it function as one consistent, coordinated group. Starcomis dynamic in more than 100 urban communities over the globe giving us a noteworthy nearness in all areas. Its system has the best geographic dispersion of workplaces and mastery in the business. Its center and pro administrations are actualized through these local center points and national workplaces, which convey crucial nearby learning and on-the-ground skill. Everything work to a solitary operational standard and offer a typical culture of conveying canny arrangements and world-class customer benefit. What's more, every one in Starcom network is connected into its worldwide online correspondences and data system. It keeps its customers (and their interchanges organizations and colleagues) arranged and insider savvy on all media movement through its altered image locales.

2.2.1 Starcom

The overall holding association Starcom Mediavest Group was confined in 2000. Jack Klues, who had been the Chief Executive Officer of Starcom Worldwide, was named SMG's first CEO upon its advancement. Current CEO Laura Desmond ended up one of the business world's most energetic CEOs ever when she was named to the circumstance in 2008.

Of late, SMG has had associations with associations, for instance, Facebook, Twitter,YouTube, Acxiom, Tencent and all the all the more including data, examination and "development filled ingenuity".

SMG similarly overhauled into 3 divisions—Connections (media brands), Content (imaginative assets), and Tech courses of action (RUN, extech)— to all the more probable mirror the manner in which that it as of now gathers over portion of its business from cutting edge, substance, and data/examination. The association further refined its hypothesis approach to manage change even more personally with a versatile and social-first world, with 70% being put toward focus exhibiting methods and methodologies, another 20% on improvement, and 10% in creating markets and stages

2.2 Starcom Global Network

Starcom greatest aggressive quality is its worldwide system and how it function as one consistent, incorporated group. Starcom is dynamic in more than 100 urban communities over the globe giving us a huge nearness in all districts. Its system has the best geographic conveyance of workplaces and skill in the business. Its center and authority administrations are executed through these local center points and national workplaces, which convey crucial neighborhood learning and on-the-ground skill. Everything work to a solitary operational standard and offer a typical culture of conveying smart arrangements and world-class customer benefit. Also, every one in Starcom arrange is connected into its worldwide online interchanges and data system.It keeps its customers (and their correspondences offices and colleagues) organized and on the up and up on all media action through its modified image destinations.

2.3 Starcom Bangladesh:

In 2006 Starcom has started their operation in Bangladesh with the affiliation of Bitopi advertising.T hey are handling media planning and buying of renowned local brands as well as multinational brands.

Starcom Bangladesh believes the alchemy of people and technology creates experiences people love and actions brands need. Starcom Bangladesh harnesses the power of media to bridge the tension between what people want and brands need.

What makes Starcombd Unique:
- Flexibility
- We ignore the common or expected
- We are progressive
- We employ technology to keep our clients and ourselves ahead of the marketplace

Starcom SMG

Our sources of authority

- Our people
- Our product
- Our brand building heritage
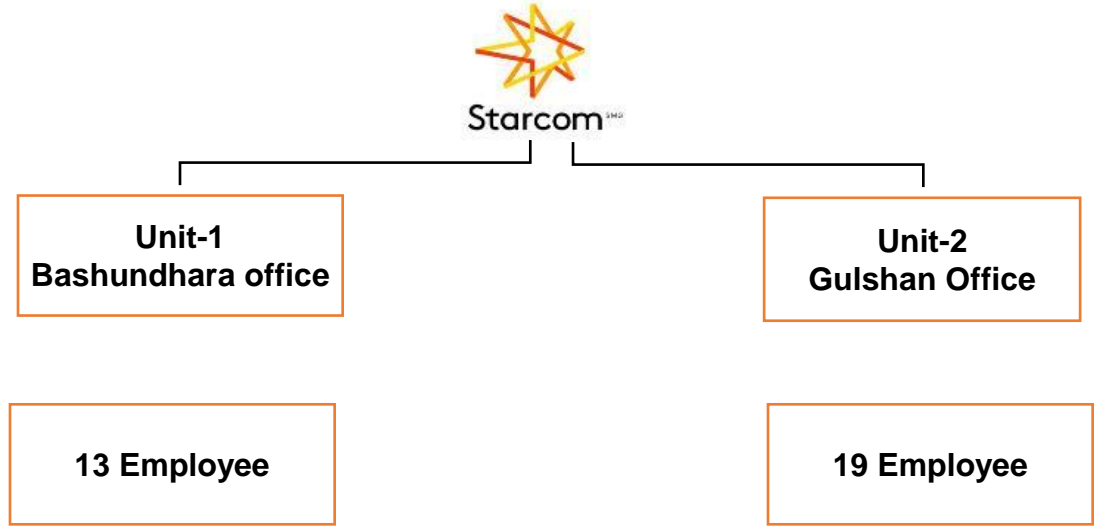- Our satisfied clients
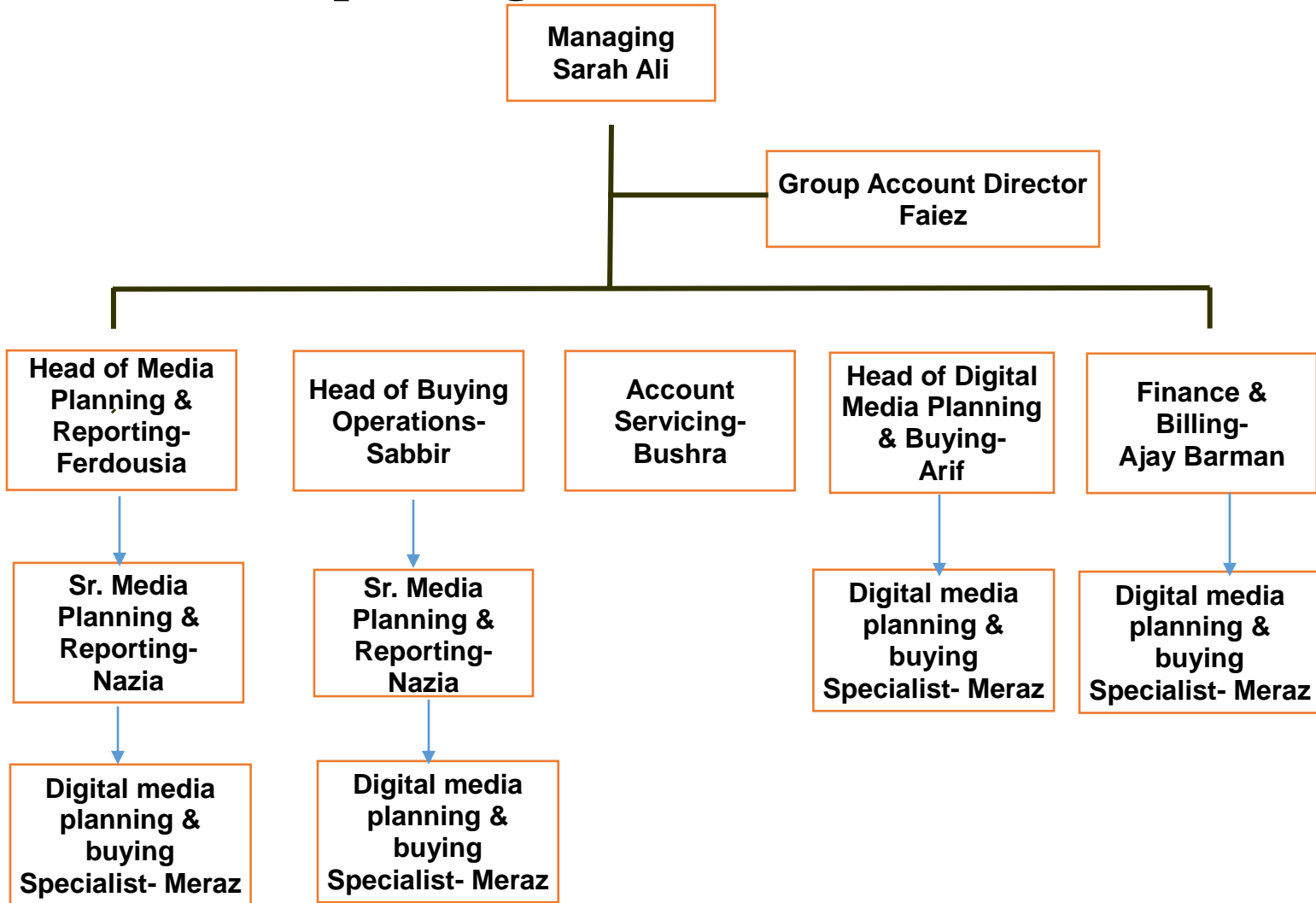
List of Major Clients ~ Bangladesh

Starcom BD Operating Structure

Starcom

Unit-1 Bashundhara office	Unit-2 Gulshan Office
13 Employee	**19 Employee**

Operating Team Structure

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                        ┌─────────────────┐
                        │    Managing     │
                        │    Sarah Ali    │
                        └─────────────────┘
                                 │
                        ┌─────────────────────────┐
                        │ Group Account Director  │
                        │          Faiez          │
                        └─────────────────────────┘
```

Head of Media Planning & Reporting- Ferdousia	Head of Buying Operations- Sabbir	Account Servicing- Bushra	Head of Digital Media Planning & Buying- Arif	Finance & Billing- Ajay Barman
Sr. Media Planning & Reporting- Nazia	Sr. Media Planning & Reporting- Nazia		Digital media planning & buying Specialist- Meraz	Digital media planning & buying Specialist- Meraz
Digital media planning & buying Specialist- Meraz	Digital media planning & buying Specialist- Meraz			

2.4.4 StarcomBd offers

Starcombd gives diverse kind of administration concurring customer's need. The standard of administration that Starcombd is giving in this market is actually same what it is giving in worldwide market. Furthermore, that is the shrouded issue why Starcombd is so mainstream. By and by Starcombd is putting forth the accompanying center administrations to the customers.

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

Chapter 3: Literature Review

Very often, the planner can be asked to 'replicate last year's plan. This could seem like an easy-to-do option but it would be fraught with the chance of going wrong. This option presumes that all circumstance impacting the brand have remained absolutely identical to the previous year. As we all know, in the dynamic market-place we are dealing with, change is the only certainly and the brand context is highly likely to have changed significantly.

We could turn around and ask what the fuss is about and how the marketing strategy is connected to the media strategy and also how it would impact our media choices. Let us take the case of a detergent brand-the marketing task for the brand is 'maintenance of last year's share. However, research has shown that the market share. However, research has shown that the market share in the south has been impacted by the launch of sachets by the competitor. The communication task this year is to run last year's theme campaign in all markets, and also incorporate a new sachet communication for the markets.

Analysis of sachet purchase date shows that it is more prevalent in lower SECS, and smaller towns. Analysis of the 'householder' (person in te household who makes purchase decisions for the household goods like soaps, toothpaste etc.) shows that is the smaller woens , and lower SECs,the metro or upper SEC householder ratio of 70% female,30% male is almost reserve – the householder is more likely to be male. This obviously has a direct impact on the kind of media mix we would select, afternoon TV ,which would be a very efficient way of reaching the base tg – Women , SEC AB ,would obviously need to be replaced by programs skewed to male audiences.

Apart from this, unlike the grocery basket that we would be target-ing for the brand, the sachet shows no mouth-end skew and is bought through the month. So from a purchase cycle based 'first week –last week' scheduling, we would move to scheduling through the month in the south.

The media strategy is impacted in many ways for the south-a-different TG (Male,lower SEC),heightened focus on a different setoff markets (small towns),a changed media mix (male-skewed) and even a different scheduling pattern (through the mouth) ! All this simply because we focused on understanding the marketing and advertising task before we started on the media strategy!
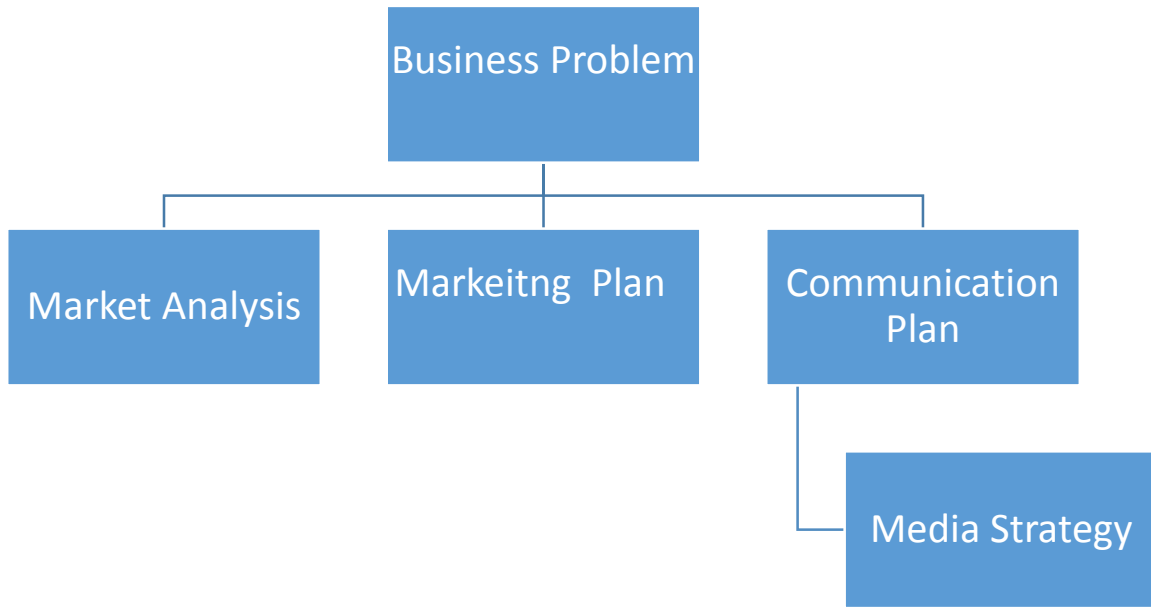
Chapter 04: Strategy of Media Agency

Those significant exercises of media planning are:-.

4.1. The Need for a MEDIA STARTEGY:

A media strategy is a roadmap that helps the parameters and ground rules on which we judge our plans and buy. There may be infinite ways to reach our goal or objective .It is the media strategy that helps identify the most optimum or effective way. A Media strategy can ,therefore ,be defined as a series of compromises we are willing to make in order to achieve the desired objectives within the given budget If we do not get the strategy right, the media plan is certainly not going to work .A media planner acts like an investment consultant –he can only advise the client on the media decisions that need to be taken ;he cannot make the choices himself. The brand manager or marketing manager would take the call on the implement of the strategy for the brand.

4.2 Begin with the end in mind:

It is critical to see the context for the media strategy. The media strategy does not exist in isolation: it is always in the context of a larger advertising objective or communication task or objective for a brand. This communication strategy in turn is governed by the marketing task or objective for a brand. This is based on defining the business problem and the isolation of the communication strategy .A media strategy conceived in isolation of the communication strategy and the marketing task can be at the very least suboptimal and, at worst, completely off the mark.

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                    ┌─────────────────────┐
                    │  Business Problem   │
                    └──────────┬──────────┘
            ┌──────────────────┼──────────────────┐
┌───────────────────┐ ┌─────────────────┐ ┌─────────────────────┐
│  Market Analysis  │ │ Markeitng  Plan │ │   Communication     │
│                   │ │                 │ │       Plan          │
└───────────────────┘ └─────────────────┘ └──────────┬──────────┘
                                                      │
                                          ┌─────────────────────┐
                                          │   Media Strategy    │
                                          └─────────────────────┘
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Market Analysis :	Marketing Plan	Communication Plan
Basis for strategy &plan	Addressing marketing issues	Creative Strategy
1.Composition of the market –segment	1.Marketing Objectives	1.Brand USP
2.Past performance- Volume, value, profits	2.Target Consumer, markets	2.Brand positioning
3.Distribution network ,strengths	3.Pricing & distribution strategy	3.Copy themes
4.Role of advertising	4.Role of advertising & Promotions	4.Specific objectives of each ad
5.Competitive mapping		5.Creative units
6.Consumer mapping		

4.3 Strategic Media Planning:

Strategic media planning has few components. The components are named in the following diagram.

Defining Target Group (TG)

Picking the Perfect Individuals is the activity of characterizing Target Gathering. It is the most basic part in the vital media planning process. TG for planning and purchasing need not really be the equivalent. Characterizing

target assemble for arranging: Arranging target is chosen dependent-

•Usage sort of the item i.e. Family unit, Tough, Individual or Nourishment Items

•Demographic portrayal.

•Urban/Rustic with town-class details

•Household Salary/Financial Class (SEC)

•Decision Creator's Sex and Age

Defining target audience for buying media (time/space)

The target group has to be sufficiently broad enough to enable efficient implementation of the media strategy. More focused demographics for media buying should only be used if

-Justifiable demographic/ user ship targets can be defined

-The defined target group can be reached at the necessary coverage and frequency in a cost effective manner

Defining Target Market

To select target market is another important ingredient of media planning. To decide which target market to choose,planners in different region follow different strategies. In Bangladesh target markets are gathered in different ways like others:

- Customers from rural ,Urban ,semi urban are categorized in different target market because of their different consumer behavior and buying pattern
- Urban living people can be divided in Metros & small metros
- According to the availability of media target market can be defined as different categories.
- Socio Economic Class (SEC) which is Socio-Economic Classification of a household; presented in this report as A, B, C, D or E. SEC A is the most upmarket household, while SEC E is the most down- market household.

4.4 Media Investment Management:

Implementation part of strategic media planning is called media investment management.An agency has to allocate of the resources of the clients to the chosen media according to the media plan. This is another responsilbity of the planner along side with rhe planning.It includes buying spots or minutes of TV channels,Radio &Cinema or to book places on certain newspaper/magazine.Planners needs to negotiate with the media to cut the cost as low as possible to create an competitive advantages among other agency and attract other brand

to become their clients. This could say as the "efficiency of buying". In media investment a planner needs to know some terms to deal with media & clients.

-CPT - Cost Per Thousand: Cost to reach thousand targeted people through print medium

-CPRP - Cost Per Rating Point: this is for TV and measures by programs

-Development of TV/Print guidelines

3.5% of the total media implementation cost of a particular campaign is the fee of media

planning and investment.

3.1.3 Product Management consultancy

In line with starcom, this is a new idea in Bangladesh. The provide is to manipulate a emblem (specifically a medium) with an goal to attain to a target. example: earlier than Magrib Azan countdown clock branding during Ramadan.

3.1.4 Events Solutions

It is far simply the 'Event Management'. Starcom is offering this provider with collaboration with Asiatic events Ltd. The price of this carrier is on contract basis at a sure rate relying on the extent of this system association.

3.1.5 Media PR

Media PR works for the promotion and publicity for the clients. Exposure via television & Print media with out paying to the media may be referred as PR. As Starcombd has a great relation with the television channels & newspapers/magazines, it is able to do the media PR successfully. The wide variety of this offer relies upon on the level of involvement of the personnel of the particular campaign. it's miles counted on hourly based hour.

3.2 Substantial and Immaterial Administration Parts given by Starcom

In an ordinary promoting office there are three administration segments included. They are - Creative

- Customer servicing Media Planning and usage

Imaginative incorporates both unmistakable and elusive administration segments. It includes ideation, considering, scriptwriting, creation (TVC, ROC, Press format and so on.).

Customer adjusting is a greater amount of an immaterial administration. Still some effects are the paper works associated with client servicing.

Media arranging and usage is an ideal blend of unmistakable and impalpable administration components .Media plan while arranging process is an immaterial administration however when it is finished it turns into a substantial for the customers (all things considered in paper).

PEM: For press planning & analysis starcom uses Press Evaluation Module (PEM). It

sourced data from the National Media Survey done in 2017. It was Starcom's initiative to

done such type of media survey first of its kind in Bangladesh in 2002.

Press Evaluation Module does following activities:-

- Brand TG based analyses

- Evaluation model fully operational

- Optimizer model operational from 2004

Dimension of Customer Participation in the - Process

The administration depends on some database and observing information of some specific media. What the clients/customers do is to brief the specialist organization that what they need, the rest is specialist organization's activity. The specialist co-ops at that point plan out the brief as indicated by various medium. They rethink the media objective, do the best possible arranging and take activities to actualize the arrangement.
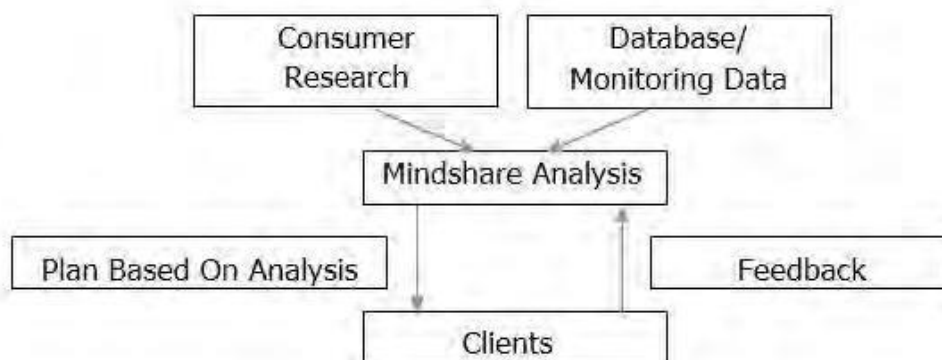

Figure 3: Customer participation in media service delivery

Same time those organize is prepared, here the customer participation might be fundamental. The over model portrays the collaboration of the clients. The course of action needs on be attested Eventually Tom's examining the clients/clients to utilization. When the course of action might be endorse Eventually Tom's examining those clients/customers it might be set up for use. However the customers from time to time interminably screen the activities formed Eventually Tom's examining those organization provider What's more accommodate response of the organization provider. Subsequently, clients' those zone for resistance will be more dimension in this industry. However all the when all is said in done the dimension for clients' venture might be medium.

Chapter 5 : How Media Planning is Done – a study on Singer media planning

5.1 Planning Cycle

1. Defining Media Objective considering the brand's Marketing and Communication Objectiveand the media objective is set by customer e.g.

2. Reclassifying TG as indicated by explicit battle both for media arranging and usage which is set by customer

3. Media Objective setting through GRP, Reach and Frequency by customer and media organizer

4. Determining media methodology which must draw cooperative energy among medium and vehicle which is finished by media organizer of office 5. Creating media plan and calendar for usage by media organization

6. Observing and post assessment against target by media office and customer checking organization

TV organizing system starts with setting battle target like portraying target collection (age, SEC, sexual introduction, etc.) Furthermore battle period. That point campaign plan might be controlled recognizing typical systems administration Conclusion in radio recurrence, horrendous TV rating side of the fact What's more offer from asserting voice.

Ought to analyze for producing TV need channel share, break execution throughout framework or framework execution might be explored. Those concentrated on kind might be made and TVR is foreseen.

After that the frameworks organization need will be made What's more genius pre desires is made Toward seeing receptiveness about experience should air TVC inside explicit undertaking. Finally the strategy adjacent the course of action is sent for cl

Media arranging is a persistent procedure for an explicit customer. Segments of Media Planning cycle are:-

Finally the customer achieves this sort of points of interest:-

Building brands using expansive correspondences: Develop and co-ordinate reasonable media abuse structures for the clients' picture portfolios.

In what limit can media structures 'talk' to client's TG: Deeper buyer bits of information economics/Brand Usage

Smart Turnaround in face of thing dispatches/situational reality: Automated media the board

Get more out of media: Media PR Management, Delivering media mileage mood killers

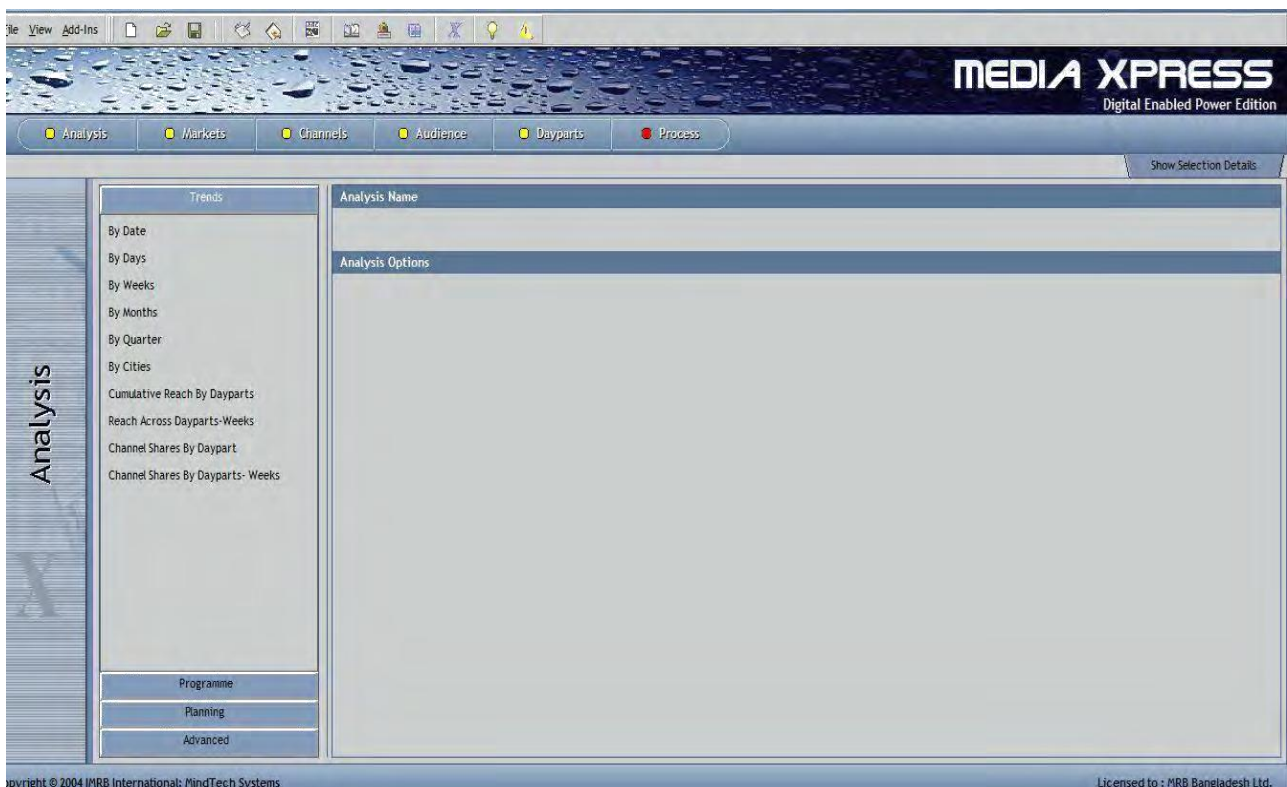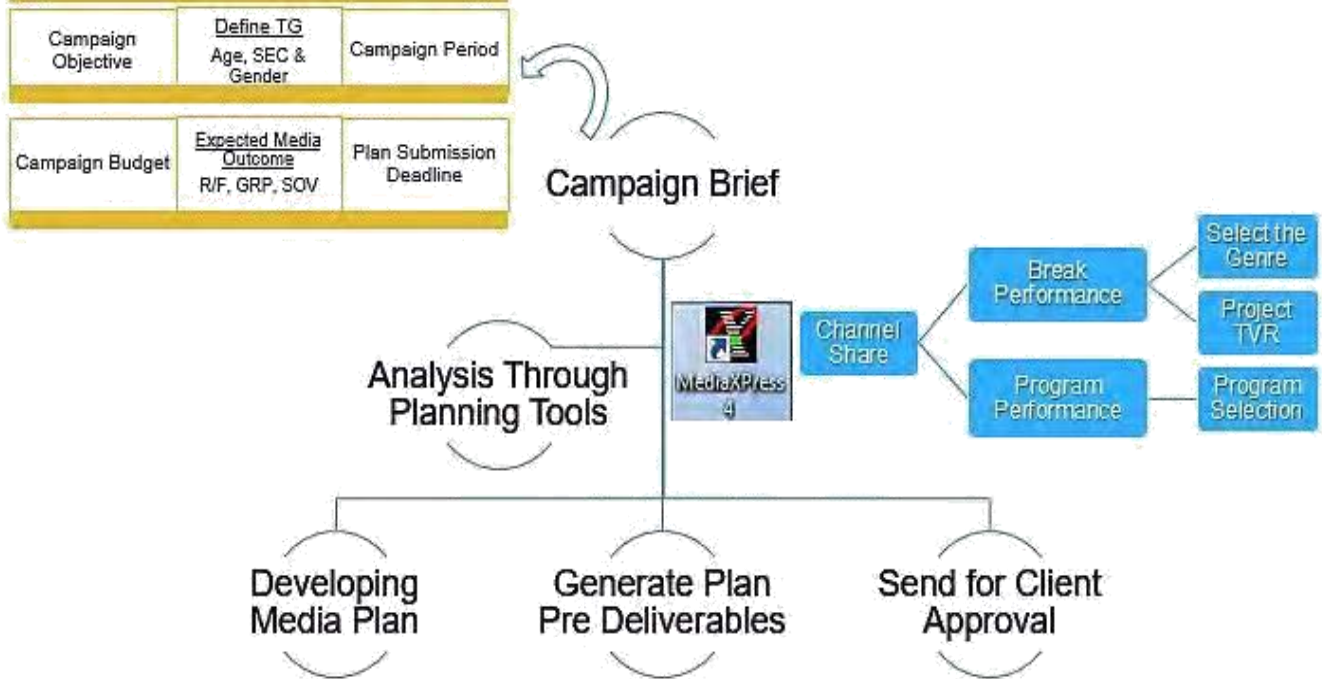The Role of Technology in the movement of Mindshare

The activity of advancement is enormous in the media business as it stress on the practical organizing and profitable obtaining. Database like National Readership Survey (NRS), National Media Survey (NMS) are vital instruments in proper updating as a source. Watching data on TV channels are essential for convincing organizing. Asiatic MindShare uses unmistakable programming for media organizing, media examination, media buying and charging reason.

Media Xpress: Media Xpress is a TV evaluation programming uncommonly altered for Asia Pacific area. For TV plan and examination MindShare uses Media Xpress. It sourced data from month to month TV checking through diary board done by untouchable watching office.

In a word Media Xpress can do the going with:

- Reach/OTS evaluation (Pre and Post)
- Program duplications
- Program execution by dayparts /unequivocal TGs/weeks
- Duplicate seeing Channel unwavering quality
- Unique customization for Bangladesh

NMS Software:National Media Survey 2014 was finished in indistinct lines from the earlier National MediaSurveys by MRB Bangladesh Pvt. Ltd. to keep up data likeness and identicalness. The method of data gathering, using a sorted out study, was done in the midst of mid of Aug 2014 to end of Oct 2014. The item contains data of this audit.

5.2 Campaign

Media Brief Format

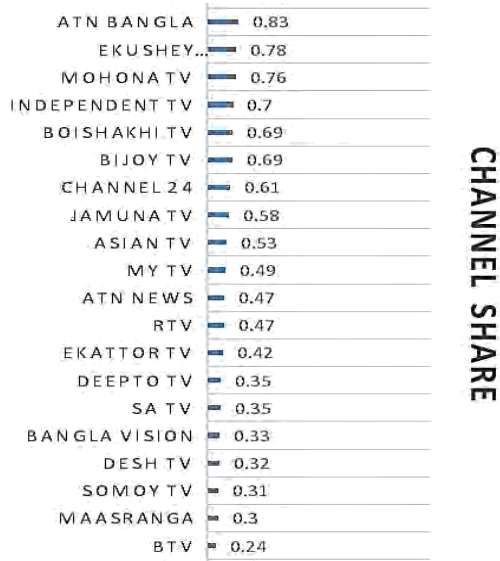|	
Client Name	Singer
Brand Name	Singer
Campaign Name	Singer 3 in 1 Eid Offer
Campaign Period	10days
Background of the campaign	Singer Bangladesh Limited launched a special campaign on the occasion of Eid-ul-Azha.
	The campaign titled 'Singer 3 in 1 Eid Offer' will run till 6 September, 2018, said a press release.
Objective of the Campaign	Under the campaign, customers of refrigerators/freezers will get the opportunity to avail 100 percent discount through scratch card. Moreover, they will get ensured cashback up to Tk 10,000 on purchase of refrigerators/freezers. Customers can purchase refrigerators/freezers with the minimum down payment of only Tk 3,000. Minimum monthly installment can be as low as Tk 2,000. Customers can also avail 0 percent interest upto 6 months and 12-month easy installment facility.
Media Objective of the campaign	To reach more people in the targeted frequency and to ensure Higher GRP.
TVC Name	Singer 3 in 1 Eid Offer
TVC Duration	20
No of TVC	5
Press Size	5'*5', 4'*3, 6'*2
RDC Duration	20
Media Deliverables (expected) (choose where applicable as per the campaign)	
GRP	(as high as possible)
Reach	1+, 2+, 3+
CPRP	(as minimum as possible)
Budget (Net)	Open for suggestion

Table 1: Campaign Media Brief

5.3 TV Plan

To design a generic TV plan ,a planner needs to know the program TVR so that it can help them to get highest GRP. In general news, Drama, sports are the most preferred TV program to audience.

Genre	Avg TVR
News	0.38
Drama	0.13
Telefilm	0.12
Talk Shows	0.07
Serials	0.07
Talk Show	0.07
Sports	0.06
Cookery	0.05
Announcement	0.05
Religious	0.05
Documentary	0.05
Cartoon	0.05
Comedy	0.05
Reality Show	0.05
Children	0.04
Cinema Music	0.04
Program Trailer	0.04
Viewers Feedback	0.04
Business Programs	0.04

So from the above mentioned program TVR, we get to know that news,drama are most preferred TV program. However, naturally the rates of this program are high and not all type to target group watch news, drama all together. Such as if the target group is basically women, planners need to give priority to serial or cookery show rather than news. Moreover, if the target group is basically is rural people, planner should choose feature film, telefilm

CHANNEL SHARE

ATN BANGLA	0.83
EKUSHEY…	0.78
MOHONA TV	0.76
INDEPENDENT TV	0.7
BOISHAKHI TV	0.69
BIJOY TV	0.69
CHANNEL 24	0.61
JAMUNA TV	0.58
ASIAN TV	0.53
MY TV	0.49
ATN NEWS	0.47
RTV	0.47
EKATTOR TV	0.42
DEEPTO TV	0.35
SA TV	0.35
BANGLA VISION	0.33
DESH TV	0.32
SOMOY TV	0.31
MAASRANGA	0.3
BTV	0.24

Channel Name	Total Spots	GRP
Channel I	192	15.45841
NTV	252	21.40021
Boishakhi	682	34.64
Mohona	1064	127.8957
Channel 24	740	38.68451
Independent TV	640	29.26355
ATN Bangla	301	35.58
Jamuna TV	630	29.10639
ATN News	480	18.95404
Asian TV	860	35.34184
ETV	498	41.94
Channel 9	300	18
Bijoy TV	902	45.1
MY TV	174	5.22

TV plan of singer 3 in 1 offer 7715 spots were planned estimating 497 GRP. The channels used on the plan are Bangla Vision, NTV, Boishakhi, Mohona, Channel 24, Independent TV, ATN Bangla, Jamuna TV, ATN News, Asian TV, ETV, Channel 9, Bijoy TV, MY TV among the 26 cable and satellite channels

Channel Name	Pre Campaign		Post Campaign	
	Total	GRP	Total Spots	GRP
Bangla Vision	1	15.46	192	306.62
NTV	2	21.40	290	24.01
Boishakhi	6	34.64	719	47.75
Mohona	1064	127.90	1017	44.76
Channel 24	7	38.68	533	23.58
Independent TV	6	29.26	924	19.28
ATN Bangla	3	35.58	272	57.54
Jamuna TV	6	29.11	527	50.13
ATN News	4	18.95	416	11.94
Asian TV	8	35.34	818	17.18
ETV	4	41.94	549	48.43
Channel 9	3	18.00	297	4.22
Bijoy TV	9	45.10	2096	10.2
MY TV	1	5.22	238	0.34
	7715	497	8888	666

Table 4: Pre-campaign and post campaign spot and GRP evaluation

One of the target of this battle was to achieve a greater amount of the gathering of people. Unilever has attempted The TV media battle was effective as far as accomplished GRP and Spots. The arranged spots were 7715 where with channel rewards the post battle spots were 8888. Then again focused on GRP was 497 and the GRP accomplished was 666. Additionally the crusade reach was above arranged.

The arrangement focused on that the half of the intended interest group will see the message at any rate once where the post crusade information demonstrates 58% of the intended interest group saw the message at any rate once. The level of reach on post battle assessment demonstrates an expansion in 2+ (saw message somewhere around twice) and 3+ (saw message no less than thrice) recurrence.
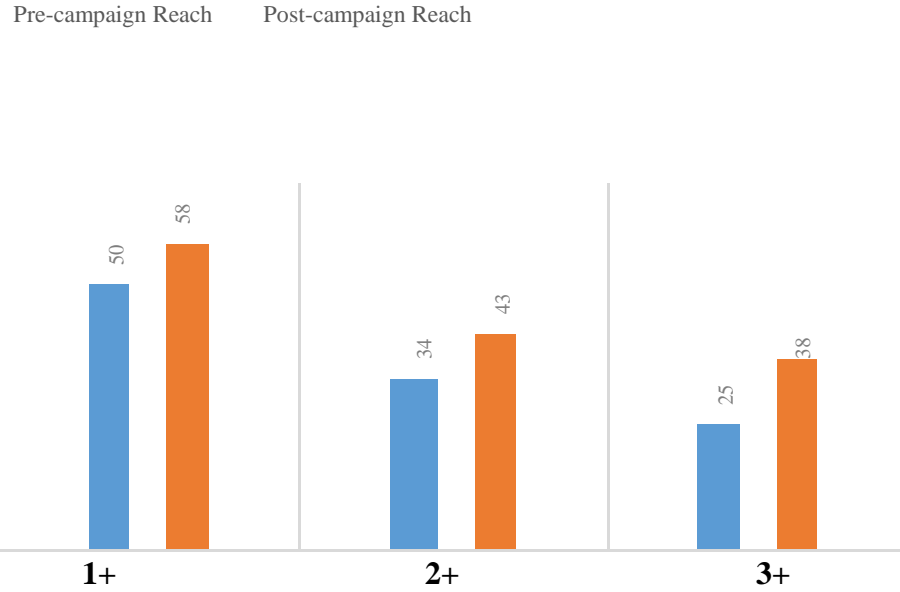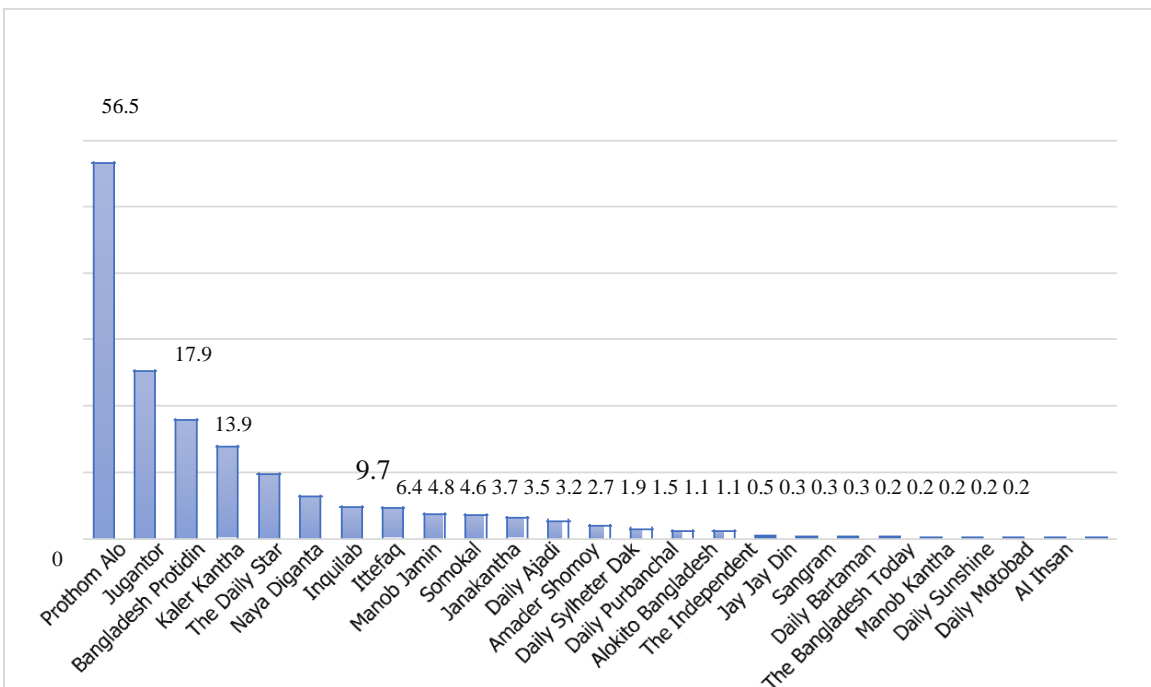
Pre-campaign Reach   Post-campaign Reach

Figure 7: Pre-campaign and post-campaign reach at 1+, 2+ & 3+ frequency

5.4 Press Plan

To determine on which daily newspaper to advertise a software called National Media Survey is used.

0

Name of Publication	Page	olor/ B&	No. of Ins.	August				Sept					
				Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri
				27	28	29	30	1	2	3	4	5	6
Prothom Alo	3rd Page	Color	1	1									
Bangladesh Protidin	Front Page	Color	1					1					
Samakal	Front Page	Color	1		1								
Daily Azadi	Front Page	Color	1								1		
Sylheter Daak	Front Page	Color	1							1			
Daily Purbanchol	Front Page	Color	1								1		
Korotoa	Front Page	Color	1	1									
Shonali Shongbad	Front Page	Color	1		1								
Comillar Kagoj	Front Page	Color	1					1					
Ajker Barta	Front Page	Color	1									1	
				2	2	-	-	2	-	1	2	1	-

The insertion was given on the newspapers having top readership considering the budget given by client and to emphasize the importance of the message it was given on the front or 3rd pages of newspapers. Total 10 insertions are given in different regional newspaper considering the amplification and TG of the campaign.

Press Reach
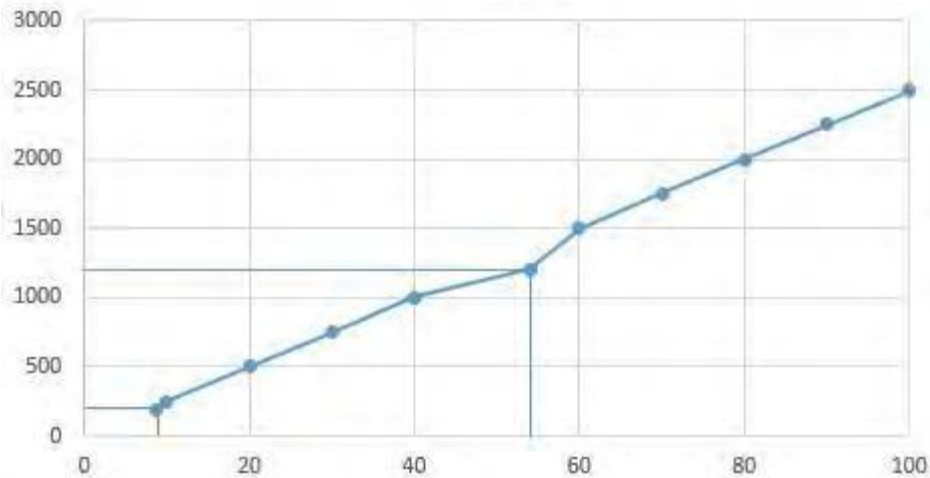
The press plan shows 53.99% reach at 1+ and 8.73% reach at 2+ where the NMS data projected this based on a sample size of 2400.

Key Findings:

The real discoveries from this examination are:

1.After breaking down it has been discovered that the aggregate GRP is 666 and for the most part found from Bangla Vision. Segments of vital media arranging are Target Group, Target Market, Media Weight, Media Environment Consideration, Media Plan Development and Scheduling

2.Software like Media express TV arranging programming, National media study programming and TV organizer programming are utilized in media arranging.

3.Sports, Feature Film, Telefilm, News, Serials, Talk Show and Drama are the best favored sort among SEC C, D and E

4.Channel I, NTV, Boishakhi, Mohona, Channel 24, Independent TV and ATN Bangla are the best favored station among SEC C, D and E when there is no game broadcasted on bangla channels

5.ProthomAlo, Jugantor, Bangladesh Protidin&KalerKontho are the best favored day by day daily paper among SEC C, D and E

6.Top local Newspaper in various area among SEC CDE are:- KalerKantho (Dhaka), Azadi (Chittagong), SylheterDaak (Sylhet), ComillarKagoj (Comilla), ShonaliShongbad (Rajshahi), Korotoa (Rangpur), Purbanchal (Khulna) &AjkerBarta (Barishal)

7.Local/National News, International News, Crime News, International Cricket, International Football and National Cricket are the best favored news class among SEC C,D and E

5.5 Recommendation
As the span of accepting the media brief and due date of media plan conveyance was little the arrangement was made on surge. Arranging time given by customers ought to be expanded. A few spots of the arrangement was not free amid broadcasting. So the channels has given extra spots which isn't favored according to the arranging. Correspondence inside organization and TV channels should be expanded. The media brief was every now and again changed by customers which hampers effective arranging. More PR ought to go in various territorial daily paper.

5.6 Conclusion

Presently a-days wherever we go the media tails us. There are various media and media messages encompassing individuals at once. The goal of media arranging is to make the message heard or seen by the intended interest group. To investigate the chance and meet requests of corporate houses promoting office has developed. The scientist has arranged this report as a piece of scholastic temporary position program and concentrated on Singer and it's one of the campaign Singer 3 in 1 offer. Thisdiscoveries will help the Media Planners to be more effective in their basic leadership and will procure the organization some potential esteem.
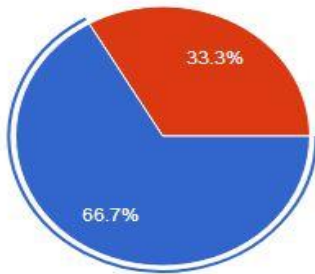
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2.Sohail, R. (2006). An Overview of Asiatic MindShare & demand forecasting for imported TV software for the C&S channels in Bangladesh. East West University Institutional Repository.
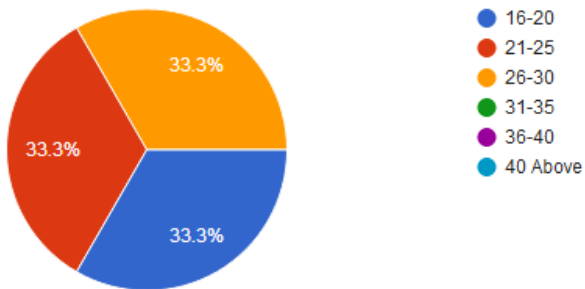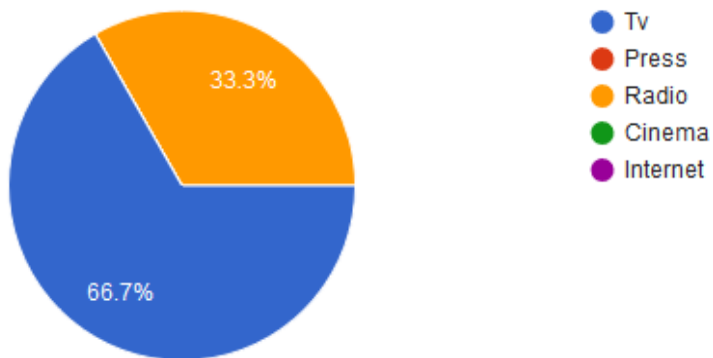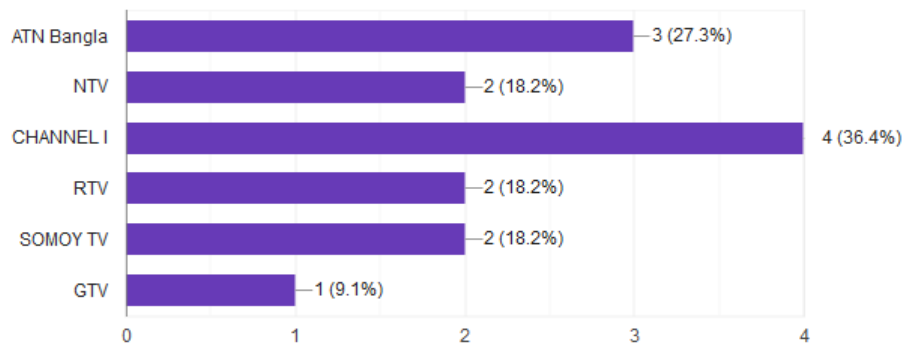
Appendix

Questionnaires:

1.Gender

2.Age

3. Which media you prefer to watch most?

- Tv
- Press
- Radio
- Cinema
- Internet

33.3%

66.7%

4. Which Bangladeshi TV channel you watch ?

Which Bangladeshi TV channel you watch ?

11 responses

Channel	Responses
ATN Bangla	3 (27.3%)
NTV	2 (18.2%)
CHANNEL I	4 (36.4%)
RTV	2 (18.2%)
SOMOY TV	2 (18.2%)
GTV	1 (9.1%)

5.Which Program you prefer to watch?

●	NEWS
●	CINEMA
●	DRAMA SERIAL
●	SPORTS
●	TELEFILM
●	Bangla movie

6.Time slot you prefer?

●	10AM-12PM
●	1-3 PM
●	3-6 PM
●	6-7 PM
●	7-8 PM
●	8-9 PM
●	9-10PM
●	11-12PM
●	12- mid night

7.Preferred Topics ?

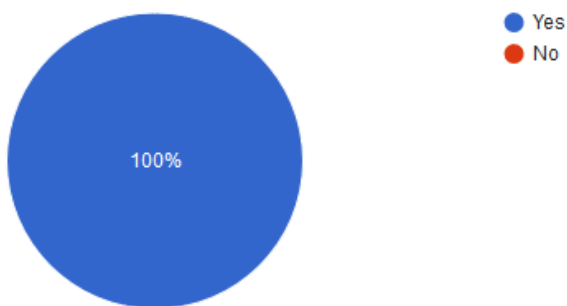| Topic	Value
National Politics	6 (54.5%)
Sports	9 (81.8%)
International Politics	6 (54.5%)
Trade	1 (9.1%)
Local News	1 (9.1%)
Culture	1 (9.1%)
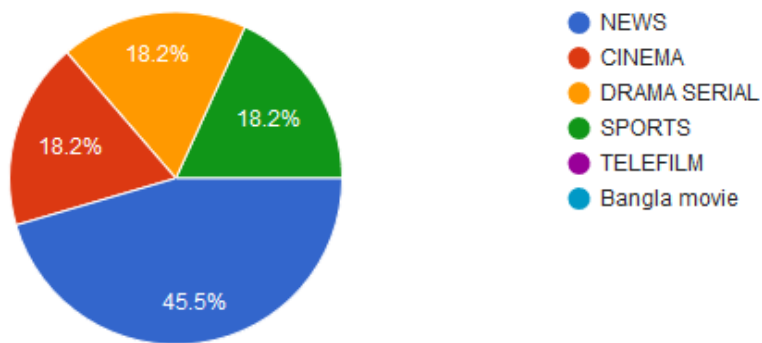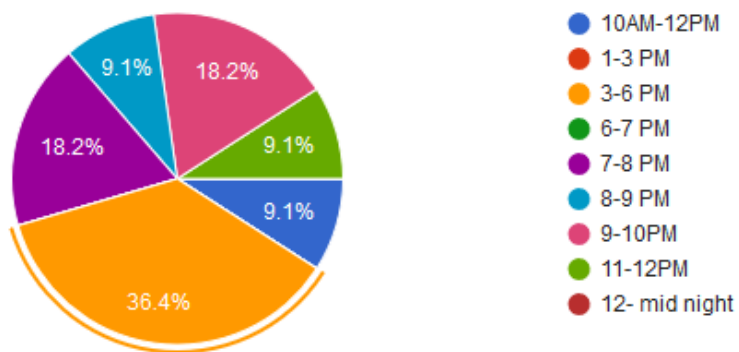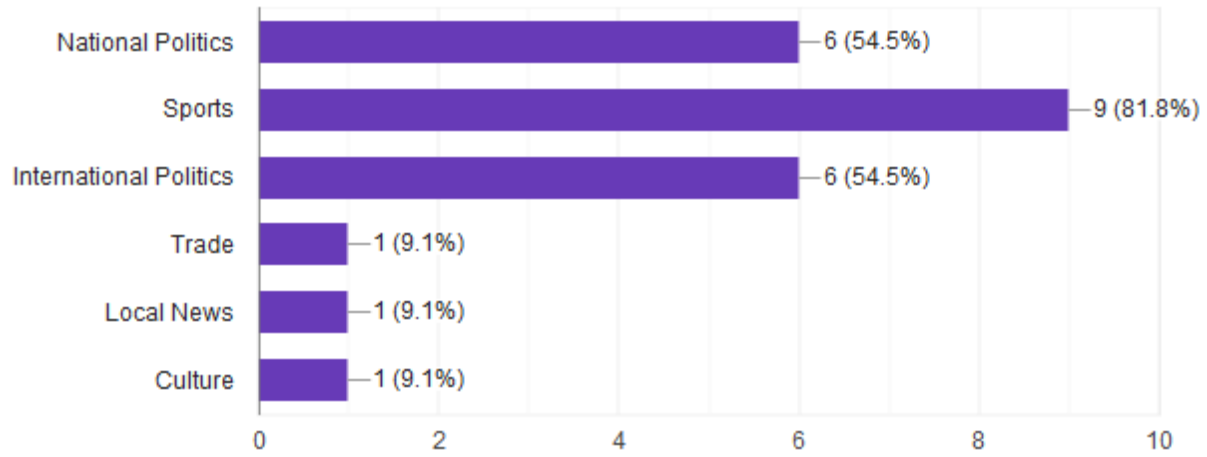
8.Do you think these information can help to the advertiser to reach it's target group ?

- Yes
- No

100%

9. Do you think the advertisement are seen in these media can reach to its target group?

Starcom™

10.Media Planning helps to achieve maximum exposure for the brands