



Inspiring Excellence

**An Internship Report on**

# Ogilvy & Mather

**‘The role of Digital Marketing Platform ( Facebook, Instagram, Twitter) on the success of Domino’s Pizza Bangladesh’**

Submitted To:

**SubhatEhsan**

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Date of Submission

(22<sup>nd</sup> April, 2019)

## Letter of Transmittal

22<sup>nd</sup> April, 2018

To,

SubhatEhsan

Lecturer

BRAC University

66 Mohakhali, Dhaka 1212.

Subject: Submission of my Internship report

Dear Ma'am,

It is great honor to present my internship report titled “ An internship report on Ogilvy & Mather- focusing on the role of digital marketing platforms ( Facebook, Instagram, Twitter) on the success of Domino’s Pizza Bangladesh” authorized under your supervision, as a requirement for completing my BUS 400 ( Internship) course.

In this report, I have analyzed my experience and learning of this three months internship period. Then I have focused on analyzing the impact of digital marketing platform to make Domino’s Pizaa Bangladesh launch as a successful launch because all the digital Marketing activities of Domino’s Pizza Bangladesh were done by Ogilvy & Mather Bangladesh.

I would like to show you my gratitude for your humble cooperation and guidance that helped me a lot to make this internship report. I hope the quality of my work will live up to your expectations. This learning experience has been interesting and I hope that it will help me to progress well in my future career.

Sincerely yours,

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Signature

KhaledaAkhter

Student ID: 14204009

### Letter of Endorsement:

I have submitted my internship report to SubhatEhsan and the report title is – “The role of Digital Marketing Platforms (Facebook, Instagram, Twitter) on the success of Domino’s Pizza Bangladesh”. This report is required partially for completing my Degree on Bachelor of Business Administration, major in Human Resource Management and minor in Marketing from BRAC University. This report has been accepted and I may present it to the Internship Defense Committee for evaluation.

### Letter of Acknowledgment:

At first, I would like to thank Almighty Allah for his immeasurable blessing and kindness upon me all the time. There were a lot of people who helped me to make this internship report. Without their support, advice, suggestions and knowledge it would have been tough for me to prepare this report. My utmost gratitude is for all of them.

It was very pleasant for me to work on this report with the supervision of Subhat Ehsan; Lecturer, BRAC Business School, BRAC University. Her continuous guidance and assistance contributed a lot on making this report. I would like to conduct my deepest gratitude to her for such cooperation.

I would like to show my deepest appreciation to my external supervisor Mr. Ahmad Arif Amin, Account Manager, Ogilvy & Mather who always tried to enrich me with necessary ideas, insights and concept for the improvement of the report. His guidance and assistance helped me to conduct the report efficiently.

Finally I am very thankful to all the employees of Ogilvy & Mather for their support and help on making the internship report during my three months of internship period. I have learned a lot of things from them and I will try to implement those learning for my future career progress.

## Executive Summary:

We are encountering the time of 4<sup>th</sup> Industrial revolution of information which is a time of associating individuals through digital platforms. We use digital platforms not exclusively to remain associated with one another yet additionally to get different informations. Getting information has been simpler for individuals as a result of digital platforms.

Food industry is not exemption to that. Presently, people rely upon the digital platforms to make quick decision on choosing perfect food or restaurant they desire for. Food industry is likewise accepting this open door to have an effect in the challenge by getting the right information about what people want and provide service according to it.

Ogilvy & Mather Communication Private Limited, is a renowned digital marketing agency in Bangladesh, is the proud represented of all the digital marketing campaign of Domino's Pizza Bangladesh since the launching period of 28<sup>th</sup> February, 2019. Ogilvy & Mather Communication Pvt. LTD, renowned digital marketing agency in Bangladesh. By using digital platform ( Facebook, Instagram) it has posted many posts and got immense response from the customers. Consumers are getting all the updates from the social media and thus Domino's Pizza Bangladesh has created a significant impact on Bangladeshi market as an international food chain.

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## 1. Organizational overview:

### **1.1. Introduction:**

Presently, Digital Marketing has turned into a pivotal piece of marketing that gives detail information about products, services and ideas to maintain a business easily. In recent years, individuals are undoubtedly relying upon digital platforms as the utilization of internet has been expanded in an enormous ways, so it has turned out to be simpler to achieve customers by giving vital information about the brand or service. It is additionally helping brands to impact the purchasing choice of customers. The best method for drawing in the intended target group is to convey message of the brand about the item or service in appealing words which should be inventive and innovative that are advanced on TV, Radio, online networking platforms or in magazine/ papers. The achievement rate of a brand for the most part relies upon how much inventive the ad is and from this view point, Ogilvy & Mather shows up. In the cutting edge period of Ad Agency, Ogilvy & Mather Communication Private Limited is a standout amongst the most creative and inventive Advertising Agency worldwide that holds its position as one of the biggest Marketing communication Agency on the planet by overhauling global and local brand in all states. It is additionally a prestigious inventive marketing agency of Bangladesh. In recent years it has gotten a ton of acknowledgment, fame and rewards for its innovative works on advancing brands, both in Ogilvy Community and in the business solidarity of Bangladesh.

Ogilvy & Mather Communication Private Limited is generally called O and M, Having 125 offices in 83 nations that emphasize its worldwide tasks around the world. It is an auxiliary of WPP which is known as one of the world's biggest communication services having more than 97,000 representatives working in upwards of worldwide that incorporates The Gray Worldwide, Ogilvy & Mather, JWT. It also includes the voluntarily United Group, Y & R Group, Mindshare, Mexus and MediaCom as its media venture executives organization.

### **1.2. Background:**

Advertising legend David Ogilvy, named as “Hewitt, Ogilvy, Benson and Mather” established Ogilvy & Mather as a New York based promoting and open communication office in Manhattan during 1948. At the absolute starting point of its, it had no clients and only two staff but gradually it set up itself as a main organization worldwide by making intriguing and imaginative advertising for structuring brands by the time of 1960's. Ogilvy & Mather has made an incredible commitment for a portion of the perceived brands to fabricate a solid brand reverberation. A Portion of the precedents is - American Express, BP, Ford, Shell, Barbie, Maxwell House, IBM, Kodak etc. It has also served for Nestle and Unilever brands like Pond's and Dove. “360 Degree Brand Stewardship” is the idea of Ogilvy's corporate culture which is characterized as marriage of nearby skill with an overall system fit for articulating brands as they cross guests- crucial " 360 Degree Brand Stewardship" is the idea of Ogilvy's corporate culture which is characterized as a marriage of nearby skill with an overall system fit for articulating brands as they cross borders – crucial to the developing world. At the earliest reference point of the voyage, it has the objective to make or create inventive and imaginative promotion or advertisement to assemble a brand thus far where Ogilvy & Mather is concerned , it has set its foot on the planet by holding the maxim.

### **1.3. CLIENTELE Of Ogilvy & Mather worldwide:**

Ogilvy & Mather has different arrangements of clients worldwide crosswise over different business. Ogilvy's rich worldwide arrangements of clients includes BBC, BP, Coca-Cola Co., Glaxo SmithKline, IBM, MasterCard International, Merck and Co. It has also worked for Merrill Lynch, Novartis, Pfizer, Unilever, Xerox, Argos, Ariba (UK) Ltd, Deloitte & Touche, Shell, Lenovo, Nestle and Sun. O & M has also played a vital role for Dubai World Cup, Intelsat, Kimberly- Clark Crop. Celebrities such as Ben Affleck, Brat Pitt, Michael J. Fox and Reese Witherspoon have made arrangements with media relations of Ogilvy PR worldwide. Moreover, a few legislative bodies are additionally among Ogilvy's customers.

### **1.4. Ogilvy & Mather Asia Pacific:**

In South Asia, Ogilvy & Mather Worldwide is the biggest communications solutions provider among its clients of different industries. Hutchison Essar, Discovery Channel, Maxis Malaysia, Kotak Mahindra, Motorola, Perfetti Van Melle, Sprite, Nestle, Cadbury India, Fevicol, Asian Paints, LG India, Titan and Bajaj Autos etc. are the top rated clients of Ogilvy & Mather Asia Pacific.

### **1.6. Ogilvy & Mather Bangladesh:**

Ogilvy & Mather began their voyage in Bangladesh in June 2006 as a joint Shock Company. It was enlisted as a lion share back up of Ogilvy Asia Pacific. In December 2006, it merged with a nearby medium size agency in Bangladesh named Marka to get an early position. Fahima Chowdhury was integrated with Ogilvy & Mather and her experience and passion for advertising cleared a route to the subsequent stage of Ogilvy & Mather's venture in Bangladesh. In October 2007, it settled its change and opened its entryway for business in Bangladesh.



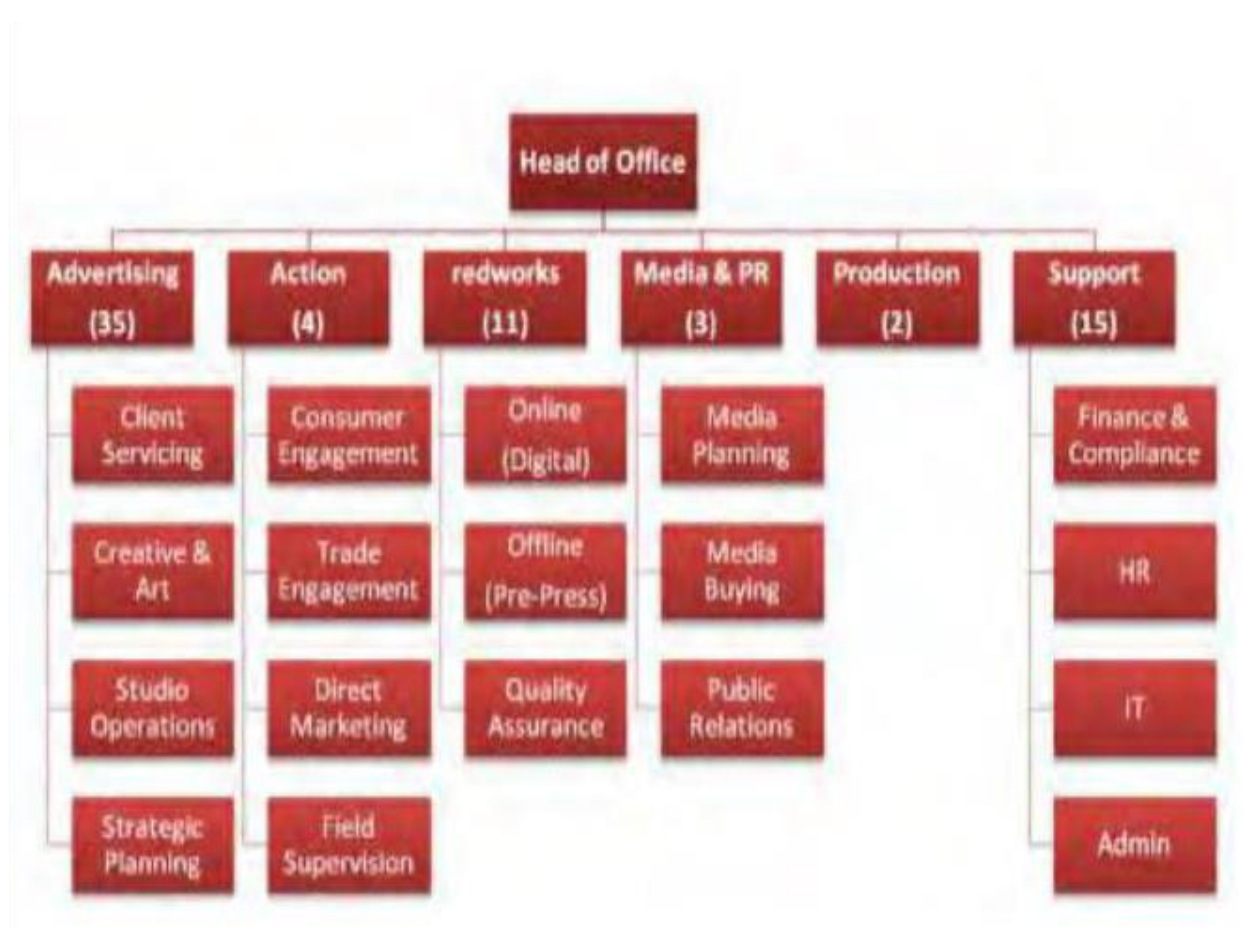
Finally, Ogilvy & Mather launched officially in Bangladesh in March, 2008. Now, Ogilvy & Mather has made a position for itself in a decent shape because the customers of Ogilvy & Mather Bangladesh are truly content with the service and creative solutions that it provides to its clients.

### **1.7. Clients of Ogilvy & Mather Bangladesh:**

Ogilvy and Mather holds numerous renowned local clients like- Teletalk Bangladesh, BRAC, Dhaka Ice Cream Industry, Arla, Newzeeland Diary, Boshundhara Group, Nagad, Anwar Group of Industry, Shah Cement, GQ Group, Kollol Group, Kashem Group of Industries, Partex Holdings, Saudi Arabian Arabian Airlines, Yusuf Flower Mills Ltd, Concord Group, BTO, Apex. Ogilvy & Mather additionally has relationship with worldwide clients as- DANO, Unilever, Perfetti Van Melle, Domino's pizza etc.

## 2. Description about the total Business of the organization:

### **2.1. Organizational Hierarchy & its Departments:**



**Brand Strategy Development:** Ogilvy & Mather Bangladesh has 4 strategic managers who provide the necessary and effective strategies to the clients so that the clients can increase brand awareness and create strong brand resonance among consumers mind. To find out an effective strategy for clients first the managers select the target audience by identifying their need gaps for a new product or service. They make some qualified research questions and take in- depth interviews from selected group of people. Based on the data they decide what kind of product benefit they should provide to the consumers so that the product or services get maximum outcomes. Then they give a brief about the strategy they have made for the brand to the clients. If the client approves the strategy then the managers start working on the strategic plan and decides what to say, how to say, when to say and where to say for the brand.

**Client Servicing:**

Another most important department of Ogilvy & Mather is Client servicing. For the sustenance and success of a company it is very important to find out potential clients, satisfy them with good service and retain them. Ogilvy & Mather has got some high potential employees under client servicing who works hard to bring out potential client, try to convince them by sending them request for quotation to get a project or campaign. If the request for quotation is accepted by the

clients then they get brief from the clients about the project or campaign. After getting a brief the managers of client service gives a deep brief to the other department so that they can sort out what will be the campaign strategy, campaign's image and campaign's message in compliance with the brand's strategy, brand's image and brand's planning. They also notify their clients about the progress of the work and receive feedback from the clients and then approve it for promotional activities. Sometimes they also assist the query management team, prepare monthly report for the brand. But the main duty of client service is to research client's product, service, plans, competitors and target markets, coordinate brainstorming to design strategy framework and coordinate with creative team for regular contents and campaign.

### Digital Servicing:

In the department of digital service the managers make research to find out the best possible results of using digital platforms. To meet the brand's objective it is very important to know what type of problems can arise during a new campaign, new project or new product or service launch and how can they be solved. As this is an era of digitalization most of the information's are gained from digital platforms because people are more habituated with internet. So the managers try to reach their target customers by using digital platforms like – Facebook, Instagram, Twitter. All the promotional activities on digital platforms are planned, executed and monitored in this department. Managing queries of customers on Facebook, Instagram and Twitter are is one of the key roles of digital servicing department.

### Media and PR:

Media and Public relation team has direct influence on establishing an advertisement and convey it to the target audience. This team decides at which time the content or advertisement will be published or shown in the media based on the budget allocated for its promotional activity. Boosting post in social media is another role of Media & PR. Media team helps to make a bridge between agency and media like- newspaper, Television, Radio or online platform. Public Relation team is there for any outdoor activation. Besides activation, doing market survey and market research is another important duties of Public Relation teams.

### Creative:

The creative department is another important part of Ogilvy & Mather Bangladesh because their designs and creative work gives a shape to the client's desired idea of campaign. So the employees of this department know the use of designing the content based on the idea. They also prepare drafts and present product ideas according to the client's brief. They also work as a team

player with copywriters and executives among others. They also have to modify the final designs according to client's feedback for gaining full approval of the client before publishing the content in social media and other platforms.

### Content Writing:

Ogilvy & Mather has two type of content writers. One department is involved in writing stories, script and ideas for TVC, AVC and they try their best to come up with innovative ideas to promote the brand's new product or service. Another department of content writers are involved in writing copy, caption for social media promotion. They also writes articles for promoting brands in newspapers. Both of the team works hard to decide new and creative approaches to instruct, rouse and impress clients in order to reach target customers. They also look into all articles and try to make their tone as convincing so that they can incorporate key instructive purposes of the articles as a component of the story. They also look after that all the advertisement and articles contain precise informations that include item number, telephone number and so on that are important to deliver in order to get target customers. The team also makes contents of websites that are user friendly. They also ensures that all the massages of the content post are clear, understandable by writing caption with right sentence structure on social media for promotional activities. This is how the content writers help to grave the potential customers for the brand by delivering the message appropriately.

### Other Departments:

HR, Finance and IT are the supporting team of Ogilvy & Mather Bangladesh. There is only one Human Resource manager who looks after the employee's need and organizational policies, keeps all the necessary information about the employees' leave, absenteeism and all the other things. She also involves in employee recruitment, selection and termination procedure. She also has the responsibilities to manage any functions or programs for the organization. She also monitors employee's behavior to keep a track on their performance.

Finance team looks after the overall financial details of the company including employees' salaries, Return on Investment and all other financial activites. They keep all the data stored and measures whether the company is making profit or not and make a report based on it.

IT department looks after the technological equipment of the company. They ensure whether the office equipment like computers, printer machine are working properly or not. They also checks out the internet connection speed and they have the control the increase or decrease the power of internet of the server. Any update or installation problem of technological equipment is handled by this team.

## **2.2. Services that Ogilvy & Mather provides:**

Ogilvy & Mather is equipped for giving a total showcasing effort that a client requires for a fruitful brand dispatch or item battle. Ogilvy gives administrations to its retainer and non-

retainer clients both as per the understanding of promoting or running a campaign. A portion of the significant administration is given below:

360 Degree campaign - Ogilvy & Mather has the capacity to provide 360 degree plans including ATL and BTL Campaign plans for a successful marketing campaign to its clients.

TVC- Ogilvy & Mather provides concept/story board/ script based on the client's brief. It also can provide TVC making cost ( Producer's& Director's cost),Concept/Story Board/Script (New). It can also carry out agency cost on Pre- Production/Post- Production. To make the TVC Ogilvy & Mather can also select and cast models and manage photography (Indoor & outdoor) for shooting. Jingle making, voice over, CG making, Flash based animation ( per second), concept/ script/ story adaptation are also managed by Ogilvy & Mather for making TVC .

Radio – All the RDC promotional activities such as RDC Concept/Script , RJ Endorsement Concept , Radio Jingle , theme song, RDC making ( producer's and director's costs) , voice – over, Radio jingle production, Radio theme song production etc. are handled by Ogilvy & Mather for a successful campaign.

Press ( Newspaper/ Magazine) – A series of 3 designs for press campaign is designed that can be adopted into different sizes ( As per column inch) that are processed in positive- per color/square inch of output size are also managed by Ogilvy & Mather.

PR & Media service – Managing relationship with media, monitoring media, analyzing report, analyzing news, analyzing influencer, monitoring Press release management , making market intelligence report, post campaign analysis and press release preparations are the key services provided by Ogilvy & Mather.

POP & POS Materials: Postern, Bunting, dangler, brochure, folder, forms, Menu book, Menu book designs, photography etc are provided by Ogilvy & Mather as per clients' demands.

Out of home : Banner, festoon, website design development, template, stage design, shop design, stall design , booth branding design, wall branding design, Van branding design, Bus branding design etc are also provides by Ogilvy & Mather.

Packaging- Ogilvy & Mather provides the services of product packaging ( Master design), product level, carton design, box design, shopping bag, bottle design, output for cylinder print, adaption into different size and gsmetc .

Year-end items- Ogilvy & Mather also deliver annual report, seasonal greeting cards, calendar, year planner, pocket calendar for its clients.

Logo Development- Logo guideline, photography guideline, 3D representation guidelines, digital guidelines, corporate office profiling, Website development and maintenance idea, Logo for brand/ product, Corporate logo, Mnemonic for campaign, patent of logo etc are given by Ogilvy & Mather as per client's demands.

*Dummy making* – Ogilvy & Mather arranges Studio mounting, mock mounting ( POP& POS, brochures, notebooks), prototype & dummy ( events/ venue/ indoor/ outdoor) for marketing campaign as per clients wish and brand’s strategy.

*Gift item-* Pen branding, t- shirt branding, mug branding, cap branding, photo-frame branding, visiting card holder, briefcase branding, bag branding, Id card branding, gift pouch branding etc are also handled by Ogilvy & Mather as gift items for clients.

As Ogilvy & Mather provides all of the above services to its client as per the agreement, most of the clients are truly very much content with their service that helped Ogilvy to make an extraordinary picture in the market.

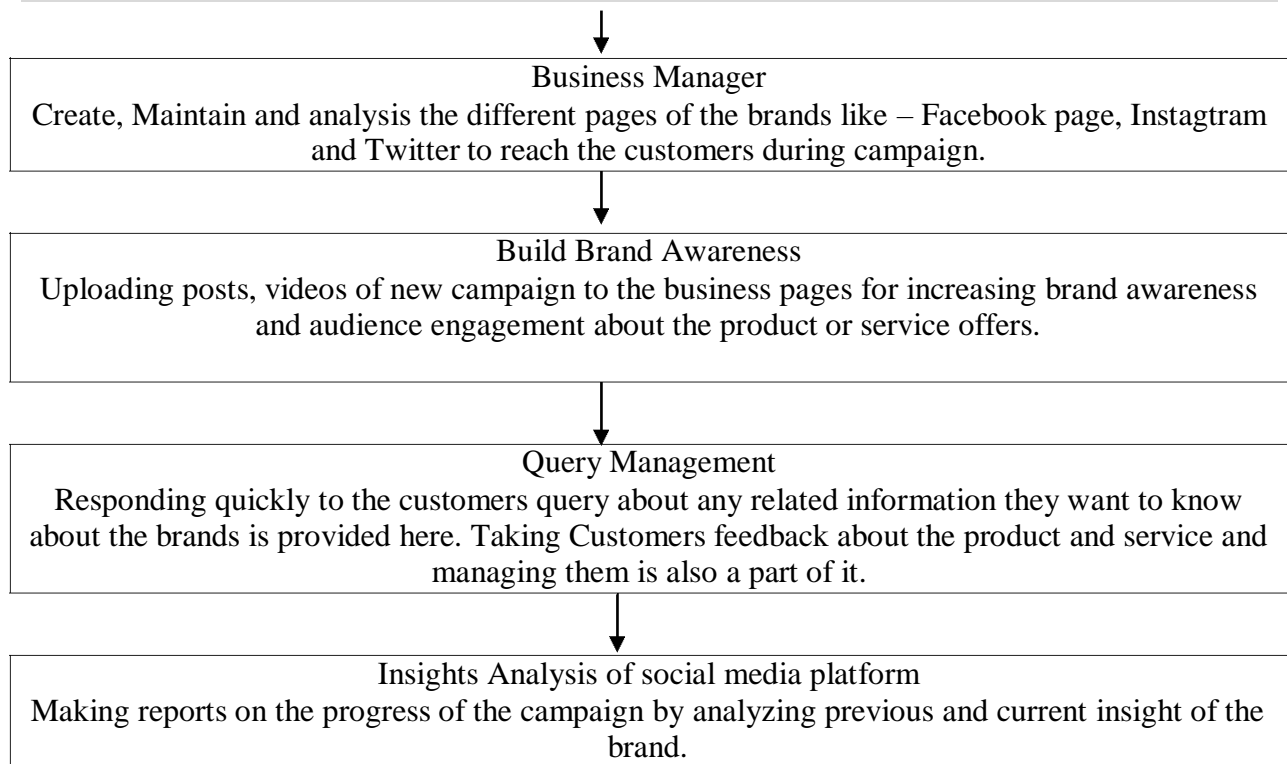
### 3. DESCRIPTION ABOUT THE JOB:

#### **3.1. Digital Servicing Department:**

I did my internship under the department of digital service at Ogilvy & Mather Private Communication Private Limited. This department is responsible for finding and analyzing the industry/ market trend and provides better solution and strategies for the business and clients to promote their products in social media platform for increasing brand awareness and engage the target audiences with the offerings of the campaign or new product launch. Moreover, the department has a clear idea of the service the company is going to offer and keep up to date with current trend in the market place and thus it decides and implements the strategies of campaign on social media like- Facebook, Instagram, Twitter and reaches the maximum target audiences.

The operations of the digital service department are given below in the flow chart-





### **3.2. My Contribution to Ogilvy & Mather:**

#### Generating ideas:

During my internship I had to generate innovative, creative and unique ideas for different brands and their campaigns. I was mainly assigned with three brands named Mentos, Nitol Electronics and Domino's Pizza Bangladesh. So to create more brand engagement and response I used to sit with the respective teams and help them for bringing new and innovative ideas for a successful campaign launch for these three brands. For example: During my internship period in Ogilvy Bangladesh, I used to sit with my different team mates to collect data about the respective brands so that I can combine that knowledge to execute the campaign successfully.

#### Collecting Brief:

Collecting right brief is must for proper execution of the project so that it can result in a successful output. I used to collect brief from the clients and respective team mates about the posts or contents of Mentos, Nitol Electronics and Domino's Pizza Bangladesh so that I can upload them in the social media platform to receive audience response and engagement.

#### Team work:

I used to have a good working relationship with the employees of the client servicing department, creative department and art department so that I can receive proper business ideas and plans from them. They also helped me to execute different campaign plans like how to make engagement post, how to arrange a contest, what to post and how to select the winners of the contest program etc.

#### Supervision:

I was additionally allotted to oversee the creative team much of the time so they could pass on their works inside the project that they don't get off to the track. I influenced an agreeable association with them so as to guarantee that they pursue my work eagerly for a legitimate execution of the posts or contents. From this, I got the chance to improve my leadership skill to complete the work effectively by overseeing individuals.

#### Managing Queries:

My one of the core responsibilities was to manage queries of the customers for the respective brands, I was assigned. It is also known as community management. I had to reply all the queries of the customers related to my three respective brands- Mentos, Domino's Pizza Bangladesh and Nitol Electronics. I used to provide them detail information and suggestion in inbox or comment sections to consume the products of my three respective brands and guide them for any assistance they need to get the brand's product or service easily.

#### Analyzing insights of Social Media platforms:

I had to make monthly reports of my three respective pages by analyzing the insights of those pages and differentiating the previous and current weeks Customers reach, engagement reach to the clients in order to make them aware of the progress and response of the campaigns or promotional activities. This report helped them to know the total insights of target audience reach and engagements so that they can work on further improvements of the campaign if the results are not satisfactory.

#### Making Plans for campaigns:

I was involved with the campaign planning of Mentos Air Action Gum, Mentos Fruit during their launching period. For a successful launch of the product, I used to sit with my respective team mates to know a brief idea about client's objective and their target audience and based on the data, we decided to make contest for the target customer of Mentos, so that this contest can bring more audience engagement and brand awareness. Based on the plan, we made necessary engagement posts, promotional videos and boosted the post to reach maximum customers. Lots of consumers participated in the contests and we selected the lucky winners and gave them gifts. As a result these campaigns were successful for the brands.

#### Day to day work:



I was additionally doled out for gathering suitable copy for a particular Facebook post. I had to put it on visual. I had to make them proper by showing to the copy team, sending it to the clients and finally uploading or scheduling them on the particular business page after getting approval from the clients. If the clients were not satisfied with the visual, I had to revise that post or creative by art team as per the feedback of the clients on the previously sent creative or post and I used to upload them in the pages. I had to make monthly calendars for my three respective brands that contain the schedule of publishing necessary posts or creative on Facebook, Instagram or Twitter about the brands products or services.

### **3.3. Critical Observations and recommendations for the organization:**

The working environment of Ogilvy & Mather is challenging and exciting as there is lots of pressure of work, no scheduled time boundaries. We had to stay in the office for a long time of period when there is an emergency of client's requirements. But all the hard works and efforts reach all the boundaries of happiness when the TVC gets on air, when we see the advertisement on billboard at the road or see the layouts in the magazine or newspaper. I felt very proud when I saw people can reach out the best product available in market because of our marketing campaign that made me feel that the purpose of our hard work served well for the brand and to the customers.

The main reason of choosing an advertising agency as my internship organization was to learn more about marketing and advertising industry because I always found this sector interesting and exciting. Advertising is the core of a brand's existence and an effective and creative advertisement can make a brand successful and here I got the opportunity to learn the aspects of making an advertisement like –how to make and run a brand's campaign, what are the types of promotional activities and how to execute them in real. As I completed my graduation majoring in HR and minoring in Marketing, this work experience helped me to relate the theoretical terms, working strategies, tactics throughout I learned from my course. I was privileged to get such an opportunity to pursue my passion and lesson.

However, even though Ogilvy & Mather has made its decent space on the advertising industry of Bangladesh within couple of years, it needs more man power as the pressure of projects and campaign of the brands create too much pressure on the employees. It becomes very tough to meet the clients with a small team within a specific time period for handling such big projects of renowned brands. More man power is required in the department of Digital team as it carries the project for the clients and reaches them to the customers, so it becomes a lot of pressure for the employees who work under the department. More man power can bring more effective results for the organization.

## 4. Introduction to the Project Topic:

### **4.1. Rationale of the Study:**

As a digital servicing intern, in Ogilvy & Mather Bangladesh, I was responsible to look after the Business Manager page of Domino's Pizza Bangladesh which made its entry in Bangladesh on February 28, 2019. Domino's pizza is one of the renowned international American pizza restaurant chain founded in 1960's. From then, this brand is world famous for its amazing hand-tossed pizzas with the fastest delivery system and it has opened its several branches in Northern America, Latin America and Caribbean, Asia Pacific, Middle East and Africa. As Domino's is an international brand and is now a market leader of delivering pizza, people all around in Bangladesh became very excited after hearing the news of Domino's Pizza launch in Dhaka. I was assigned to manage all the queries of the enthusiast customers and make all the promotional activities to make people more aware about the launching of this brand through social media platforms from the very beginning of the launch of Domino's in Bangladesh. People of all ages including different genders, different occupations were curious about to know more about the brand, its offering and opening details that it become difficult for me to manage all the target customers queries and provide them detail informations. However, I was able to do that with the help of my respective team members. From then, I choose the topic to see how these digital media platforms can play a vital role for increasing brand awareness of a newly launched international pizza chain branded as Domino's pizza in Bangladesh. I also want to see that how this digital marketing can make an impact on the successful launch of Domino's Pizza Bangladesh as most of the people use digital platforms to know about a brand's product, service and offerings and then they choose their preferable brand to pursue by evaluating other alternatives, so how this digital media promotional activities are connecting the customers with Domino's Pizza Bangladesh.

### **4.2. Statement of the problem:**

As the topic of my internship report is the role of digital marketing platforms ( Facebook, Instagram, Twitter) on the success of Domino's Pizza Bangladesh Launch , my objective is to see how digital marketing played a vital role for Domino's by promoting their business on social media that created a strong brand awareness among its target market.

### **4.3. Objective of the Report:**

I am doing this internship report from the view point of clients (Domino's Pizza Bangladesh) to see the effectiveness of providing digital marketing service in the context of current and future

timeline in Bangladesh. I am conducting this report to see how digital platform creates effectiveness in the International food chain Industry.

#### **4.4.Scope of the study:**

The research may seem beneficial to the international food chain business company who are interested in Bangladeshi market to enter. From this report they will understand the importance of using digital marketing platform effectively to make a successful entry in the Bangladesh market place.

#### **4.5. Research Questionnaires:**

To find out the role of digital marketing for Domino's Pizza Bangladesh, I had conducted a survey among 100 respondents. I have made a qualitative research where all the primary data was gathered through Google form with in person interview.

The research questions are given below:

1. What is your gender?

- Male
- Female
- Prefer not to say.

2. What is your age?

- 10-15
- 16-20
- 21-26
- 30+

3. What is your occupation?

- Student
- Businessman
- Job Holder
- Other:

4. How often do you go to restaurants for having food or to hangout with friends and families?

- Very Often
- Often
- Occasionally
- Not much

- I prefer home cooked meal
5. How do you choose a restaurant?
- Word of Mouth
  - Television Media Promotion
  - Print Media Promotion
  - Social Media promotion
  - Other:
6. Have you heard about the opening of Domino's Pizza Bangladesh?
- YES
  - No
  - May be
7. From which platform you came to know about Domino's Pizza Bangladesh?
- Radio
  - Print Media (Newspaper, Magazine)
  - Word of Mouth ( Family/ Friends)
  - Social Media ( Facebook, Instagram, Twitter)
  - Other:
8. Have you visited Domino's Pizza Bangladesh?
- Yes
  - No
  - Is planning to go
  - Other:
9. What influenced you to take this decision?
- Word of Mouth ( Positive or negative Reviews)
  - Offers
  - Location
  - Social Media Check in
10. In the scale of one to five (1-5) please rate how social media has played role to connect you with Domino's Pizza Bangladesh?
- 1 ( Did not motivated at all)
  - 2
  - 3
  - 4
  - 5 ( Highly Motivated)

## 5. Review of related literature:

To establish general hypothetical and conceptual understanding about different aspects of digital marketing for business, I have analyzed some related study of Fill and Page (2013), Yasmin, Tasnim and Fatema (2015), Merisavo (2003), Hofacker, Ruyter, Lurie, Manchanda and Donaldson (2016), Razorfish (2015) and Galante (2013) that are connected to my study. All of these literatures are about digital marketing, different way of using digital marketing and the impact of digital marketing. Fill and Page (2013) have characterized digital marketing as the management and execution of promoting a product, service or brand by using advanced technological sectors like – email, web, remote, media, computerized TV to achieve advertises in a convenient, pertinent, individual, intelligent and savvy way. These scholars also explained that digital marketing as a type of marketing that endeavors to send its message straightforwardly to customers in the shortest and easiest way. Merisavo (2003) has concentrated his study on the impacts of digital marketing on customers saying computerized promoting achieve bigger and new gatherings of people, connect, customize and serve customers and he also clarified about the cost effectiveness of Digital marketing. Further to clarify digital marketing, Yasmin, Tasnim and Fatema (2015) have built up an examination among traditional marketing and digital marketing. Traditional marketing is costly and time consuming process whereas digital marketing tools are reasonably cheap and easy way to promote products or services. Reaction and criticism can happen whenever while in digital marketing can adopt the change easily and advancement can be presented within any campaign and digital marketing can be a web sensation which is not possible in traditional marketing. Galante (2013) clarifies that digital marketing practice as an undeniably vital piece of any promoting and sales technique, the capacity to bridle the intensity of advanced stages. Chronis (2013) explained that the organization who are using different platforms of digital marketing at various paces are aware about how to best coordinate the digital channel with their current customers are undoubtedly making progress in their business.

## 6. Methodology of the study:

To prepare my report I have used my personal experience at Ogilvy & Mather, which I have gathered during three months internship period. As I was in the digital department of Ogilvy & Mather, I was able to talk and collect necessary data for my report from the employees. For my study I have collected primary data from my colleagues and friends. The data were collected through Google form and my sample size was 100 respondents for conducting the report. I have used some secondary source of information from articles to support my primary data analysis. I made structured questionnaires to conduct my study and have used the data sampling technique of online survey because online survey is easier for the respondent to fill up the data in short time and seems very convenient for both the interviewer and respondents.

## 7. Analysis and Interpretation of Data:

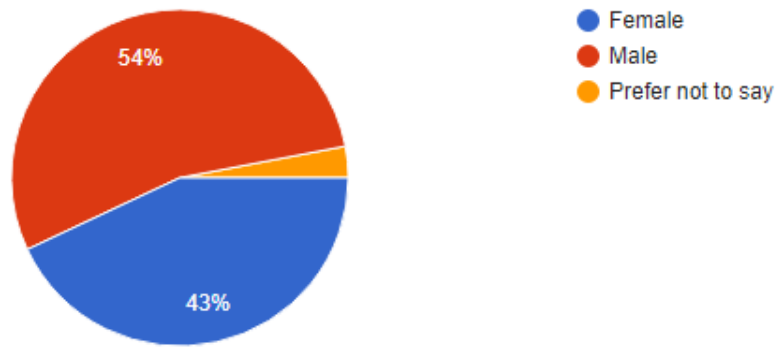
### **7.1. Result and analysis of the survey:**

I Have conducted 100 respondents for my study who are mostly familiar with the online service culture for various sector as they use internet on daily basis, keeping the age group of 10-35 and almost equally distributed gender group. Among the 100 respondents 54% are males and 43% are females. About 55 % of the total respondents are at the age group of 21- 25 years, 23 % are from 26-30 years and 16% are from 16-20 years old. Furthermore, to know more about their details I have also conducted a question on their occupation from where I got to know that about 63% are the students of Universities, school and colleges. Only 26% were job holders and 11% were Businessman. Overall, this demographic questions gives the idea that all of the respondents are educated and have the access of online platforms.

The details of the demographic aspects are given below:

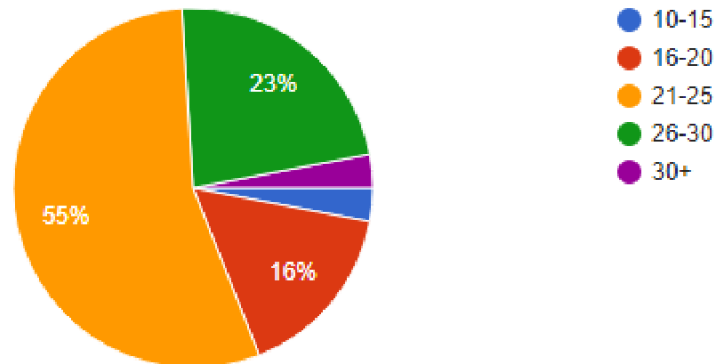
# 1. Gender

100 responses



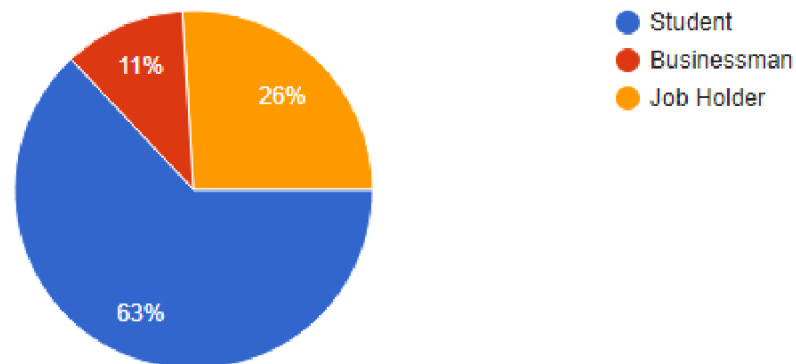
## 2. Age

100 responses



## 3. Occupation

100 responses



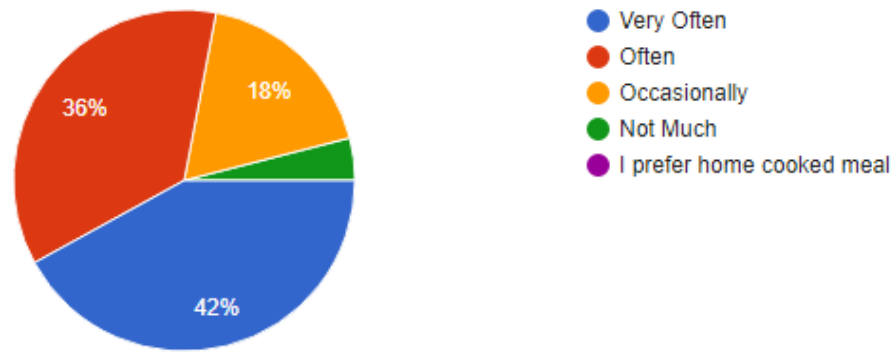
After completing the demographic aspects of the study, I wanted to know that how frequently the respondents go to a restaurant for having a good time with their families or friends to understand the consumer behavior in case of food industry business. About 42% of the total respondents go to restaurants very often and 36% go their often for having food or hangout with friends. Some of the respondents like 18% people, likes to go to a restaurants during any occasions or any special events with their families or friends.

Here is the result of this questionnaire-



#### 4. How often you go to restaurants for food or hangout with friends and families?

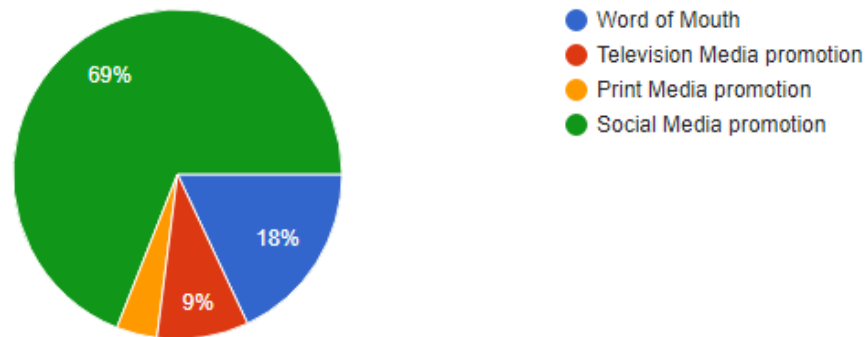
100 responses



Right after knowing the consumer behaviour , I wanted to know the factors affecting the consumers behavior to select a resturent. From my research I got know that now a days, consumers get mostly influnced by the social media promotinal activites and the rate is 69% of total respondents. The second largest way of influcing consumer behaviour is the word of mouth that includes any positive review about a resturant heard from family members or friends to pick a resturent. 18% of total respondents accepted that they prefer to choose a resturent from word of mouth because they relay on their close ones words and try the resturents for having food or enjoying a good time.

## 5. How do you choose a restaurant?

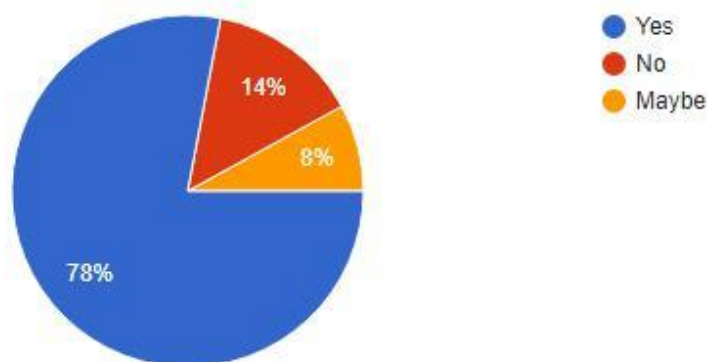
100 responses



Next, I asked the respondents that were they aware of the opening of Domino's Pizza Bangladesh and interestingly 78% of the total respondents agreed to the fact that they heard of the launch of Domino's Pizza Bangladesh, 14 % of them said that they might heard about it and only 8% of them said that they do not know about the launch. The purpose of this question was to gather an idea about the reach of brand awareness among the target customers about Domino's Pizza Bangladesh.

## 6. Have you heard about the opening of Domino's Pizza Bangladesh?

100 responses

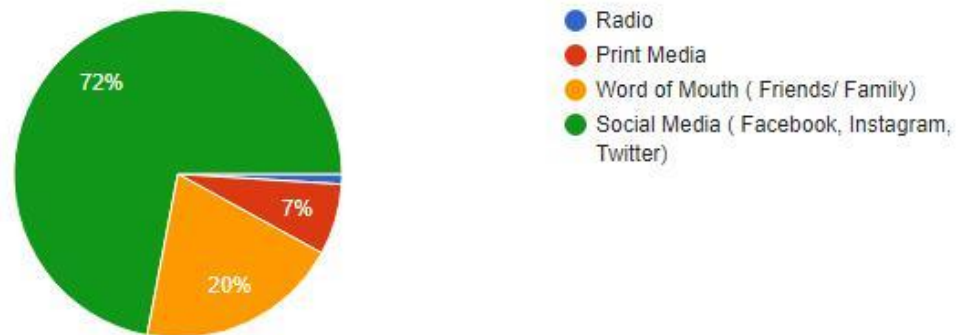


After that I asked the respondents that how they got the news of Domino's Pizza launch in Bangladesh so that I can identify the platform of creating brand awareness among the mass people. 72% of total respondents answered that they got the knowledge from social media that includes Facebook, Instagram and Twitter. The news of Domino's Pizza Bangladesh has spread

from social media platform like- Facebook, Instagram and Twitter. Only 20% of the total respondents said that they heard the news from their friends and family members who informed them personally.

## 7. From which platform you came to know about Domino's Pizza Bangladesh?

100 responses

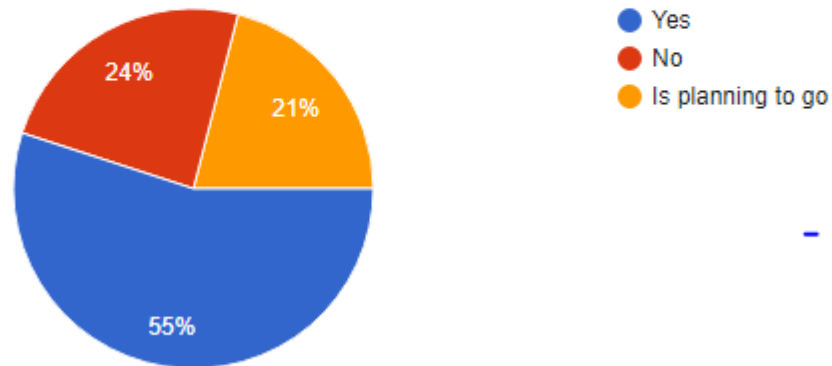


Moreover, I wanted to have an idea that how many people have visited Domino's Pizza Bangladesh after knowing its existence in Bangladesh. 55 % of total respondents answered that they have already visited Domino's Pizza Bangladesh. 24% respondents replied negatively that they have not visited the place yet and 21% said that they have plans to visit there very soon. This survey result particularly gives an idea that how effectively the brand awareness gave a positive outcome for the brand.

The result of the survey question is given below-

## 8. Have you visited Domino's Pizza Bangladesh?

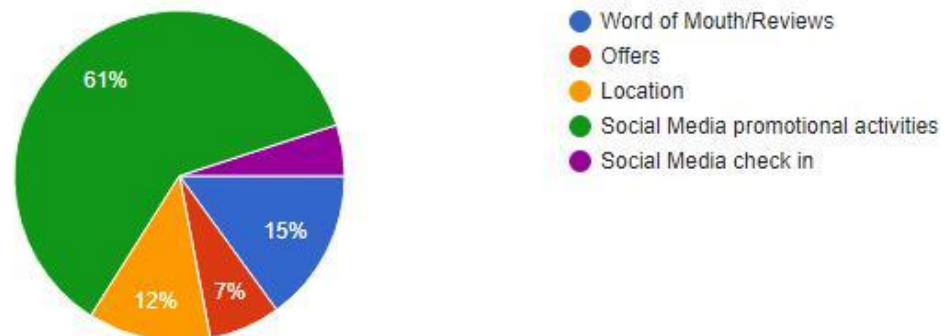
100 responses



Furthermore, I wanted to explore the fact that why the respondents had visited Domino's Pizza Bangladesh or made plans to visit there, what were the things that influenced them to take the decision. 61% said that they preferred to visit there because the promotional activities in social media really made them aware of the brands offering which had a great impact to make the decision to go there. 12% of them said that reason behind not choosing to visit the place is the location place and 15% of them said that positive or negative reviews from word of mouth about the brand has influenced them to take the decision of visiting or not visiting Domino's Pizza Bangladesh. The result is given below-

## 9. What influenced you to take this decision?

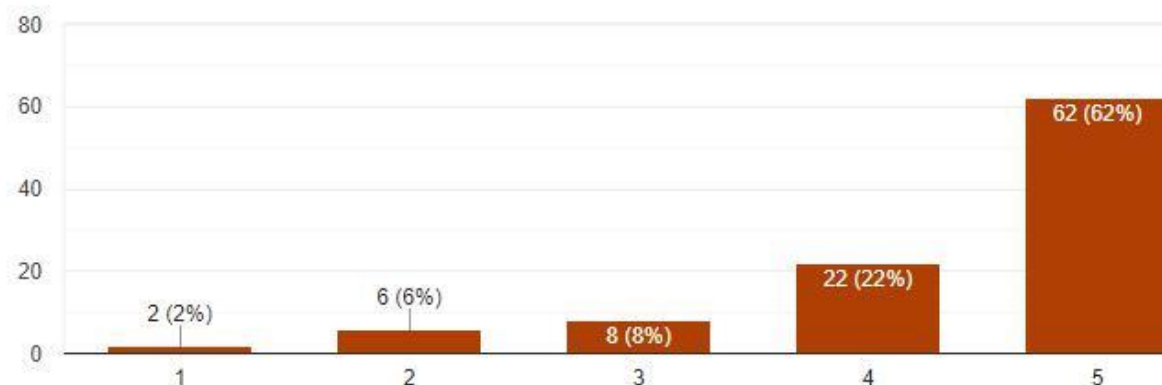
100 responses



Finally I asked the respondents to rate social media platform to know how this platform played role to connect the respondents with Domino's Pizza Bangladesh so that I can identify the effectiveness of digital marketing on social media for Domino's Pizza in Bangladesh. Maximum people about 62% of the respondents said that the social media activities motivated them highly to make a connection with Domino's and was successful for influencing their decision. 22 % of them gave a rating of 4 that social media platform motivated them to know about the brand and they are willing to pay a visit to Domino's Pizza. This overall rating system indicates that digital marketing on social media has really played a vital role to create and increase brand awareness among the consumers which helped Domino's pizza of its successful launch in Bangladesh. The result is given below-

10. In the scale of one to 5 (1-5) please rate how social media has played role to connect you with Domino's Pizza Bangladesh?

100 responses



## **7.2. Limitation of the research:**

The survey was conducted mostly in online because there were time and financial constraints. Moreover, 100 respondents were a small amount of in person interview to reach the targeted sample size. The survey was conveyed by the people who live in Dhaka. Covering all the geographic and demographic background respondents could have given a clear picture about the survey. Most of respondents were from personal contacts so it was not possible to keep the sample size natural and equal even though having a strong desire to provide a natural and equal sample size.

On the contrary, the survey was conducted fully by online respondents on online and in the online form I had to make questionnaire short and simple so that the respondents can easily fill up the form without wasting much time. Lengthy and complex questions distract the respondents while filling up the survey forms. This is why, I made very simple questions for the survey and couldn't go to the in depth analysis of the reasoning they gave in the survey. As a result I couldn't include many questions which could help to explain my study more briefly.

## 8. Findings of The study

### **Findings of the Study:**

My purpose of the study is to understand the role of digital platform for international food chain business from the client's point of view. Before starting the research, my assumption was food business is growing rapidly in Bangladesh and the use of social media by mass people has also increased now this recent years. So, how the food business company can utilize the digital marketing platform to grave maximum customers and what could be the possible best outcome of using social media platform, was my concern to find out in the context of current and future timeline of Bangladesh. From the beginning of my study I wanted to know demographical information about the consumer group and in my survey most of the respondents were at the age group of 21-30 years who are mostly students and job holders. Then, I wanted to study the consumer behavior of Bangladesh that how often they go to restaurants for having a good time with their family and friends and what are the factors that influence them to choose a restaurant. From the survey, found that a large number of people like to go to the restaurants very frequently and most of the time they pick up a restaurant from social media promotional activity and word of mouth. This result indicates that food industry business is highly accepted in Bangladesh and social media platforms in now playing a vital role to promote their business by affecting consumer's minds. Now a days, people get all the detail information about any business and they are more likely to take digital platform for quick research so that they can get all the realistic news, reviews. It was very clear that maximum respondents were aware about the news of Domino's Pizza launch and they agreed on the fact that they knew about it from Social Media platforms and word of mouth from their relatives and friends. From this result I found out that social media platform can play a very important role to create and increase brand awareness among the people for a new product or business launch especially for an international food chain business like Domino's Pizza. After getting idea about the brand awareness of Domino's Pizza, I wanted to see that how many people has take it into consideration and how many people has converted the consideration into action. From my sample size I got to know that this brand awareness has helped Domino's pizza Bangladesh to make maximum customers consider about visiting to Domino's Pizza Bangladesh. More than 80% of the people have responded that the brand awareness has created a positive impression to make it into consideration, among them 55% of respondents have already visited Domino's Pizza Bangladesh and 24 % of them had plans to visit there. It happened mainly from the influence of social media promotional activities

on Facebook, Instagram and Twitter and they accepted the fact that digital media platform played a vital role to connect them with Domino's Pizza Bangladesh. So in short, from my survey I found that Digital Marketing platforms were very effective for Domino's Pizza Bangladesh to get a successful launch as this platform helped the clients to grab the attention of customers by providing detail information about its opening and offerings through its Facebook, Instagram Pages.

## 9. Recommendations:

Food business industry of restaurants is increasing day by day in the current market place of Bangladesh and future market place will grow rapidly, based on that more promotional activities on digital marketing should be made to increase the brand awareness among the target audience. The survey is the reflection of the current situation of the online acceptance of international food chain industry. People in Bangladesh are very fond of international brands so there is a huge scope for international food chain company to enter in the Bangladeshi market by using Digital Media platform, so that they can gain success for their brands too maintaining their food quality. As the industry will grow in future, the marketing agency should prepare itself for more upcoming challenges and creative solution to attract the target consumers.

Domino's Pizza Bangladesh can make more brunches in the Dhaka City as many of the target audience face difficulties to go to Dhanmondi, so starting up new brunches in other areas like Mirpur, Uttara, Banani or Gulshan can solve the location problem and that will help Domino's to reach out its maximum customers. Providing quality service and fresh food can decrease the rate of negative reviews about the brand and that will also help Domino's to get more target customers who got influenced by the negative reviews and choose not to visit Domino's Pizza Bangladesh. Posting more positive reviews and boosting the page more can also bring more positive results for Domino's Pizza Bangladesh.

## 10. Conclusion

### **10.1. Scope of further study:**

The study faced some limitation (Chapter 6.3) and based on the limitation, there are bunches of extent of improving in this particular field. For the development of the study, researchers can gather more sample size covering maximum geographic and demographic coverage with the in depth interview. That will bring more effective result by giving a clear idea about the particular field.

## **10.2. Final Conclusion:**

Effective digital Marketing for International food chain business can bring positive outcome in the context of Bangladesh Market. Food chain restaurants are getting popularity among the mass people of Bangladesh and the use of social media platforms is increasing day by day. Most of the people get influenced by the social media promotional activities and thus they choose to visit to a restaurant. People in Bangladesh love to eat and they also love to explore the items of any international food chain business, as a result, many international food chain companies received a sense of good acceptance by the people of Bangladesh. But Domino's Pizza Bangladesh received a grand welcome by the people of Bangladesh because of the implementation of Digital Media platform effectively and for this reason it received over 7,000 pizza orders in the first week of operations in Bangladesh. This was an extraordinary start of Domino's Pizza Bangladesh and even after 2 months of its launch, it has continued its business very successfully in Bangladesh with the love of Bangladeshi people. Like Domino's Pizza Bangladesh, there are a huge scope for other international food chain company to enter in Bangladesh with the help of Digital Marketing Platforms ( Facebook, Instagram) to get maximum customer reach as the online platforms seem more relevant to the customers, so the online presence of International Food Chain business can create more market opportunities in Bangladesh.



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