Report On

Digital Media Strategy, Planning and Campaign Management of Robi & Airtel

By

FAHMIDA ISLAM
ID: 15304020

An internship report submitted to the BRAC Business School in partial fulfillment of the
requirements for the degree of
Bachelor of Business Administration

BRAC Business School
BRAC University
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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at BRAC University.

2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.

3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.

4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

_____
Fahmida Islam
ID: 15304020

Supervisor's Full Name & Signature:

_____
Ahmed Abir Chowdhury
Lecturer, BRAC Business School
BRAC University

Letter of Transmittal

Mr Ahmed Abir Choudhury

Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of internship Report.

Dear Sir,

This is my pleasure to submit my internship report on "Digital Media Strategy, Planning and Campaign management of Robi and Airtel" to you as a requirement of BUS400 course of BBS.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible. I have gathered information from previously done research available on various websites and also from my learning experience while working in the organization and face to face interview of few of my colleagues helped me to finish the report.

I would like to thank you so much for your guidance and support. Hope that you would be kind enough to accept my report with thoughtful considerations.

Sincerely yours,

_____

Fahmida Islam

ID: 15304020

BRAC Business School

BRAC University

Date: January 6, 2020

Non-Disclosure Agreement

This agreement is made and entered into by and between ADA - analytics · data · advertising and the undersigned student at BRAC University named Fahmida Islam for the commitment in order to prevent unauthorized disclosure of confidential information of the company ADA - analytics · data · advertising.

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ADA - analytics · data · advertising

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Fahmida Islam

Acknowledgement

Executive Summary

Executing digital media strategy, planning and managing campaigns are most crucial in case digital media marketing. In ADA, Digital Planning and Strategy department assures these steps in order to drive the best solution for clients. This digital strategy making, setting up plan and managing the campaigns include in depth analysis of data inherited from analytics, ads manager, salesforce and other internal sources. Through those analysis of reach, impression, frequency and budget allocation strategists can provide best outcomes for the brands who wants to enlighten their brand name in most visited/used digital platforms.

Considering the importance of the Digital Planning and Strategy department I have chosen my topic "Digital Media Strategy, Planning and Campaign Management of Robi & Airtel".

Most important parts of this report are understanding of the execution of digital strategies, plans and the management of campaigns for two most renowned telco brands of the country, Robi and Airtel. Also, this report includes brief discussion about ADA - analytics · data · advertising, major concerns regarding strategy making and planning, budget allocation, used media platforms for each campaign and some calculations needed to allocate appropriate budget for each campaign.

Keywords: Digital Media Platforms; Digital Strategy; Digital Planning; Campaign Management; Clients; Reach.

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List of Acronyms

ADA   analytics · data · advertising

DPS   Digital Planning and Strategy

S & P   Strategy and Planning

CPI   Cost Per Installation

CPC   Cost Per Click

CPM   Cost Per Thousand Impressions

WOM   Word of Mouth

CTR   Click Through Rate

Glossary

Reach

In digital media reach refers to the number of unique users that a particular ad has been exposed.

Impression

Impression shows the number count of every time an ad that has been running is served to a user.

Engagement

Total user interaction numbers entitled with a post.

Frequency

In Digital media frequency refers to the number of times a particular campaign reach to each person.

Media Campaign

Social media campaign is an integrated marketing effort made to achieve an entitled brand goal by using one or more social media platforms.

BOT

Bot is basically a application software robot which performs automated tasks and to perform repetitive tasks by simulating human language such as, instant messaging, instant offer availing in much faster way.

Chapter 1: Empirical Part of the study

1.1 Introduction

Digital Marketing has become one of the popular buzzwords among every business marketer now days. Every other business is trying to get engaged with digital marketing activities more and more in order to reach their products/services to their customers as fast as possible and sometimes beyond the boundaries. And to do so many agencies have come forward to help those businesses to achieve their target in digital platforms within their budget and expectations. ADA - analytics · data · advertising is one of such companies who are solemnly focused on client's digital marketing acts. It is an integrated digital marketing business combining data science, technology, creative & content, to disrupt marketing for brands and businesses. It is also known as the largest company in Asia that integrates data, insights, media, and content to deliver business outcomes.

1.2 Origin of the Report

The report, titled as *"Digital Media Strategy, Planning and Campaign Management of Robi & Airtel"* has been equipped to fulfill the partial requirement of my Internship of BBA Program of BRAC Business School, supervised by Ahmed Abir Choudhury, Lecturer of BRAC Business School, BRAC University.

Basic reason for proposing this topic for my report is to have an in-depth knowledge about the department Digital Planning and Strategy and analyzing the effectiveness of the actions that are being executed by this department, which will help me to understand how media strategies are made, plans executed and campaigns being run to ensure success for a brand as well.

1.3 Objectives

Core Objective:

To analyze the efficiency of digital strategy, planning and campaign management process for the brand Robi and Airtel.

Specific Objectives:

• Finding out the challenges of campaign management of Robi & Airtel.

• To have an in-depth knowledge about overall digital campaign management.

• To have proper idea about which strategy works best in which situation while planning for choosing the best campaign to run.

• Finding out the challenges of inheriting the best outcomes from a campaign.

• To find out the connection between campaigns and ROI percentage of Robi & Airtel.

• Overview about the different metrics measurement analysis in digital planning and strategy.

• Ways to improve strategies which hampers in the process efficiency.

1.4 Methodology

In this report I will be using both primary and secondary data for assuring the validity and reasonability of all the inputs.

For collection of primary data, I'm going to use my everyday work observations, casual interviews with my work supervisor and other employees and internal database of ADA.

For secondary data collection, I will take references from official websites, case studies, journals etc.

1.5 Scope of the Study:

In this report I will attempt to provide an overall view regarding the challenges that the digital planning and strategy department face during their strategy implementations and management and how they achieve the targeted success of uplifting brands like Robi and Airtel.

1.6 Limitations:

As ADA's Digital Planning and Strategy department is entitled with the digital services for telco brands, dealing with data and information related to their business happen to be very difficult. Due to confidentiality of information I was not allowed to go through every details neither I was given access to all the folders. As the report is prepared for a reason outside the organization, I am not allowed to have access or disclose internal information related to the association in it.

Time constraint is another drawback in case of preparing this report. Thus, I must depend mostly on my regular work observation and case study conclusions and few one to one interview.

Chapter 2: Organization Overview

2.1 About AXIATA Group

With the title tag *"Advancing Asia"* AXIATA Digital Group started its' journey back in 2008 across Asia. Upholding the vision to become New Generation Digital Champion by 2022 has transformed itself into triple core strategy driven organization. Their focus is on Digital telco, Digital business and Infrastructure. Today they have 150 million subscribers covering Malaysia, Bangladesh, Indonesia, Thailand, Cambodia, Sri Lanka, South Korea, Myanmar,

Nepal and Pakistan. AXIATA is poised as the forefront of the revolution of world being more digitalized day by day.

In Bangladesh AXIATA is known as AXIATA Digital Bangladesh (Private) Limited. As their Digital Telco sector AXIATA run its brand Robi and in Digital Service sector ADA - analytics · data · advertising is the name for their brand inside Bangladesh.
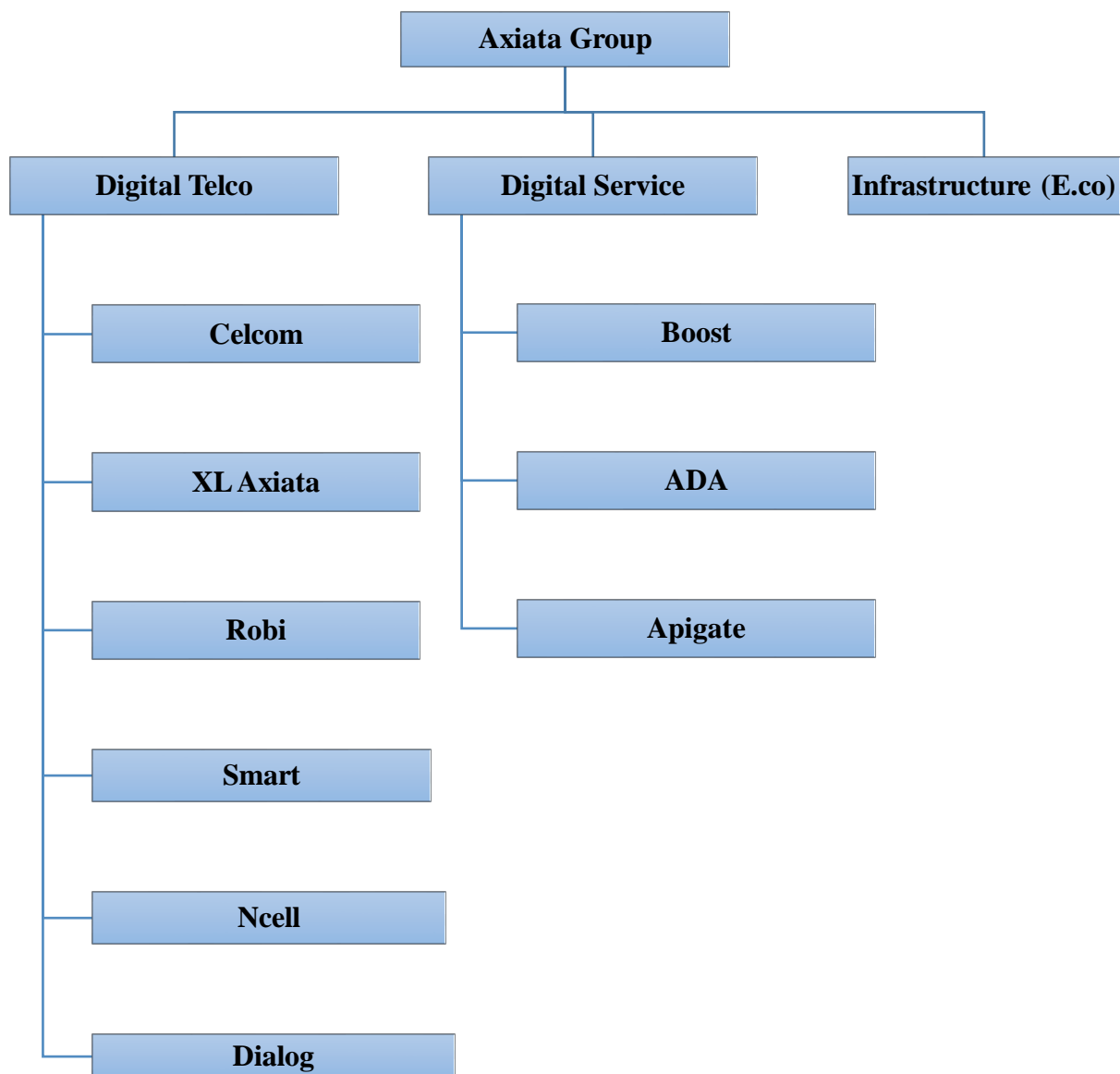
Figure 1: Axiata Group Organogram

2.2 About ADA - analytics · data · advertising

ADA - analytics · data · advertising is the largest company in Asia that integrates data, insights, media, and content to deliver business outcomes to their clients. As ADA born out of strong telco roots and operating in about nine markets, it has developed a niche expertise in studying our consumers' digital behavior in those markets that they operate. For ADA to help their clients achieve their business goals is absolute biggest concern.

Figure 2: ADA Core Functions

Consultancy, Data Lab and Agency these three are the core phase where ADA try to help their customers and inherit the best outcome for the business.

Data Lab

Data engineers crunch the business insights of their clients in order to provide the best solutions for them and to go for deeper analysis.

Agency

ADA creates highly interacted creatives built by inbound media planners and strategies. Working closely with clients to understand their brand objectives and set KPIs is what ADA focus mostly.

Consultancy

In this sector ADA team work on the business who needs help to digitalize their brand name in several digital media. ADA analysts try to provide strategies, plans, corporate decisions and fill up the business gaps.
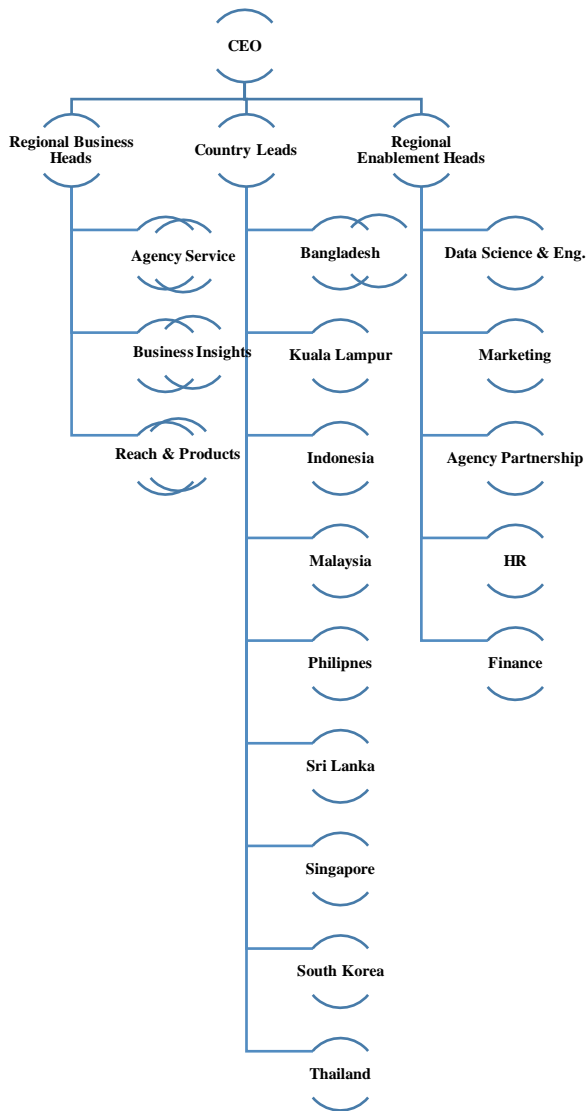
Figure 3: ADA-Asia Organogram
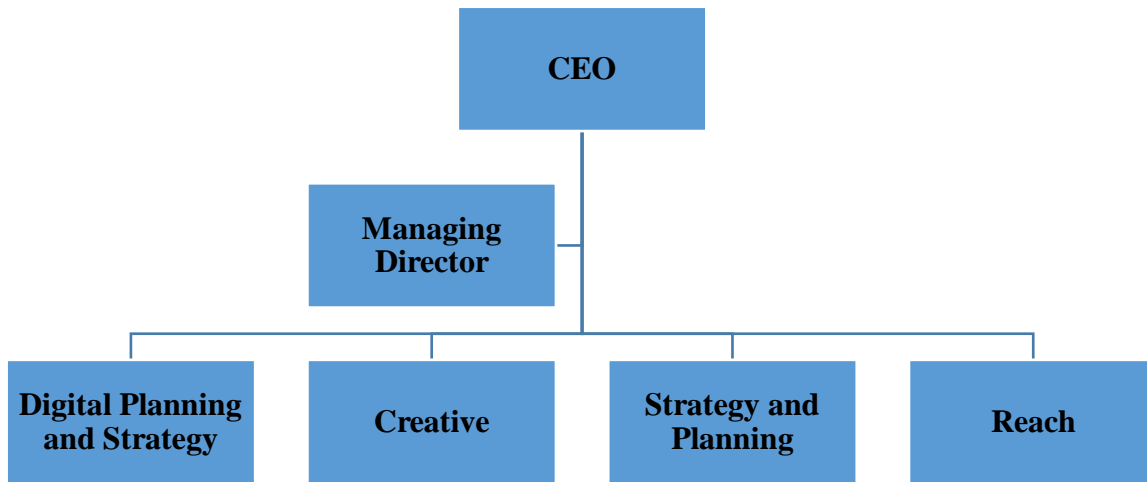
Figure 4: ADA Functional Organogram

The organogram above shows the core functional departments of ADA - analytics · data · advertising.

2.3 ADA Core Values:

- Act Now

- Win Win

- We Shape Industries

- Stay Hungry Stay Humble

- Disrupt the Status Quo

- Driven by Data

2.4 ADA Vision

We exist to make our customers and people win.

2.5 ADA Manifesto

At ADA, it all begins with the Data.

Numbers, really. But numbers that paint pictures.

Pictures of people and how they live, travel, work and play.

Pictures of how they consume. Pictures that tell us stories.

Armed with these staggeringly precise and insightful customer portraits. And our capability to seamlessly fuse data, media and creative. We are able to create and deliver compelling and persuasive campaigns that deliver disproportion business outcomes. Outcomes that are not fluffy. Or vague.

Leads, acquisitions, conversions, and sales – data that measures client's success.

Because, you see, at ADA, it all ends with the Data, too.

2.6 ADA Shareholders

Axiata and Sumitomo Corporation are the main shareholders of ADA - analytics · data · advertising

2.7 Clients of ADA - analytics · data · advertising

Figure 5: Logos of Some Clients of ADA - analytics · data · advertising

Chapter 3: Digital media strategy and planning

3.1 Digital media strategy

Digital marketing strategy refers to the sequence of actions that helps a company to get its' desired outcome and help to achieve goals or targets via media channels that has been selected by the strategy makers under careful consideration. These media channels support to run campaigns for the businesses, and they are included in paid, owned and earned media of that business.

Steps to create an effective digital marketing strategy:

• Defining goals: Initially business needs to prioritize what objective and goals they wanted to achieve and in what time period.

• Determining media channels: Determining the media channels on basis of which one is effective for which goals.

• Develop content aligning with strategy: Content should be relevant and aligned with the strategy and it must have characteristics which attracts customer.
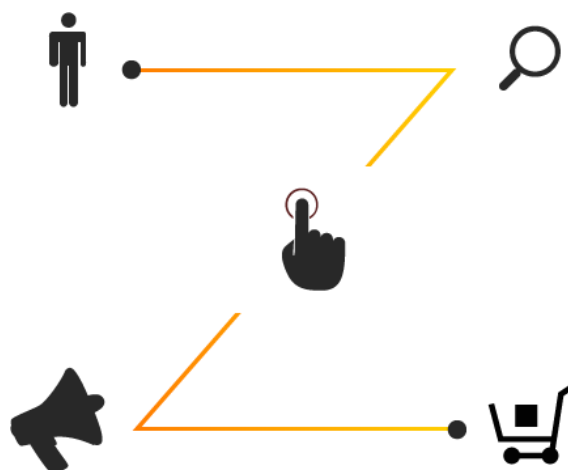

Figure 6: The Way Digital Media Strategy being executed

- **Set a calendar:** Calendar should include formats, deadlines, benchmarks and targeted delivery dates. These will eventually keep the strategy lively.

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- **Monitor and Measure:** After running the contents within the motion, measuring and monitoring the results and outcomes coming from that strategy is a must. This will help to understand what is working better and identify where technical measures should be taken.

3.2 Digital media planning

Digital media planning involves the whole process of the development and establishment of online ad campaigns. Those campaigns also involve different media channels. Planning has different phases. Such as,

- **Identifying target market:** Firstly, a business needs to identify their targeted market and the audiences that they wanted to focus most. In depth research on that targeted market audience will help to understand consumer behavior, engagement in social media. That eventually will help the business to set their objectives more precisely.

- **Create awareness:** By creating awareness the business needs to aware their customers that the business exists in the market. Also, via awareness customers should get to know about the unique features and services business can provide.

- **A/B Tasting:** Doing a comparison in between several ads give business an overview of their customers' preferences and get to understand what type of content works better in terms of getting attraction of the customers.

- **Tracking and improvise with analytics and reports:** After launching the campaign/post it is very important to track the process, to know whether the ad's being reached to the current audience or not. In this stage if there is any complication noticeable marketer needs to improvise that. Followed by marketer must look on the results the ad is serving. Via the help of analytics marketer can easily make reports and

calculations. Getting the exact measurement of link clicks, impressions, conversions marketer gets a picture of success or faults of the campaign. In the long run those reports help the business to design future campaigns accordingly.

3.3 Digital marketing funnel

Marketing funnel incorporates all the tactics a marketer goes through in order to flourish a brand image in front of the targeted customers or audience. From the very beginning of the planning the funnel starts and ends to it final phase where company can get achieve their targeted sales.

Figure 7: Digital Media Funneling

In a basic media plan media funnel is includes all the actions and steps taken by the marketer. Firstly, business set their goals. Then marketers create awareness among their targeted group of audience that their brand do exist in the market. Followed by the market research is also important to achieve targets. Finally, the campaigns are executed by keeping company goals and objectives in focus and priority. In between the media funnel, purchasing the right media platforms (For example, Facebook banner ads, carousels, Video views, Google display

banners, YouTube ads) for running campaigns in terms of their characteristics and targeted audience include as well.

Eventually, audience are being tracked and followed up so that remarketing can be assured, and brand will not lose their previous sales in the long run.
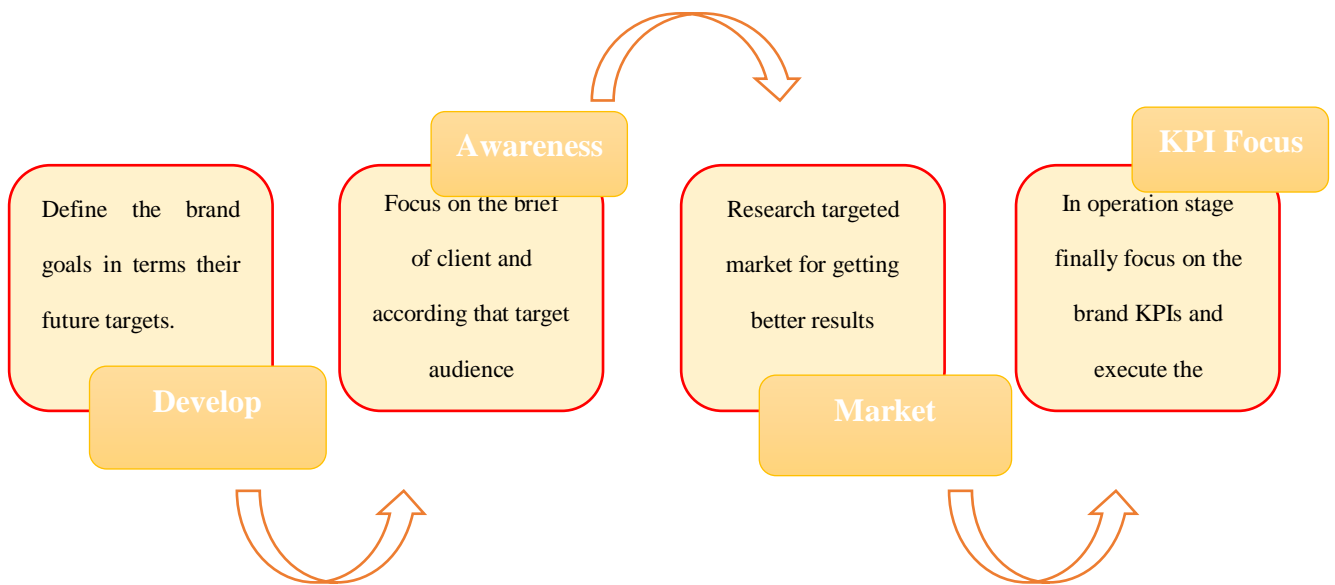
Figure 8: Process Digital Media Funnel

Chapter 4: Digital campaign management

4.1 Purpose of Digital Campaign

Purpose of a digital campaign management is to drive a company brand name through traffic, engagement, conversions including revenue and brand pull via different media channels. Every brand now a days try to flourish their brand name through digital media platforms and digital campaign is the effort that achieve that target.
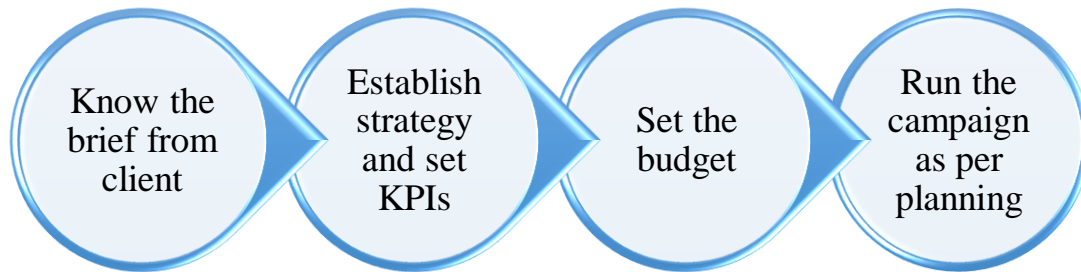
Figure 9: Initial Process of Managing Digital Campaigns

There are several major stages for building a digital marketing campaign:

- **Planning**: Outlining brand goals, target customers segment, and set the campaign length and flighting date as well.

- **Development**: In development phase determining the whole strategy, including voice and messaging, target keywords, and offer strategy to the final client; reaching audience, including making campaign location and marketing decisions; integrating with all channels that are previously selected; and creating consistency among these.

- **Management**: Determining the success and value of the campaign comes after launching. These helps to keep a track of campaigns and necessary steps also taken if needed.

4.2 Budget Phase

Planning the budget is one of the biggest concerns in campaign management is budget allocation. Here in ADA we propose a budget to clients which is made according to their requirements and specifications. After client approval the budget is being allocated into digital media/s and execution is being done.

Media Math

While proposing the budget Digital Planning and Strategy department needs to go through some calculations for determining the cost of serving ads to various digital media. Such as CPI calculation, impression or reach counts etc.

Formula for impression count: (Amount spend for ad ÷ CPM) × 1000

Formula for frequency count: Impressions ÷ Frequency

Formula for reach count: Impressions ÷ Frequency

Chapter 5: Campaign management for the brand ROBI

Robi Axiata is one of the leading telco brands in Bangladesh. They are the first who launched and introduce GPRS & 3.5G services in Bangladesh. In ADA we do strategy, planning and campaign management in digital media of Robi.

Some of the campaigns and their impacts on ROI are given further:

5.1 ARQO

Purpose of Robi ARQO is to provide an easier solution for purchasing, recharging to the users who tend to spend a lot of time in browsing Facebook and communicating through messenger. By using FB messenger customer can avail offers. The main strategy of this campaign is to

generate more revenue, pushing attractive offers to entire Robi customer base. And segmented communication to relevant segmented audience.

Product Name	Brand Objective	Media Channels	Flight Date	Ending Date
Robi ARQO	Awareness and Interactions	Facebook, Facebook messenger	9th September 2019	Quarter 4 end

Table 1: Robi Campaign ARQO

ROI impact:

120% increase in revenue.

Within the targeted time period and with this strategy we reached to 60% of Robi customer base.

Figure 10: Robi ARQO Offers

5.2 Single App

This campaign incorporates three phases, such as, app installation, audience retention and active users. Basically, the campaign let audience to introduce with the offer by grabbing their attention along with what benefits they are getting followed by call to action where customers can finally land to avail their expected services.

Basic purpose of this campaign to drive consumers towards app so that they purchase from app. Through this Robi can acquire more app subscribers, old purchaser gets back to app and it increases app engagement and eventually revenue increases for Robi.

Product Name	Brand Objective	Media Channels	Flight Date	Ending Date
Robi Single App	Acquisition, Retention, Conversion (App engagement)	Facebook, Google Display	24th October 2019	Quarter 4 end

Table 2: Robi Single App Campaign

ROI Impact:

400% increase in revenue.

Through this strategy Robi achieved 69% of new app installs.

Figure 11: Example of Single App

5.3 Winback

Focus of this campaign is to drive back audience to Robi network who left before. Strategy is to focus towards recently churned audience from actionable insights with view, engagement & conversion campaign and reaching out to potential churners in competition network with lookalike audience of churners, Robi website visitors and app users who are in competition network.

Purpose of this campaign is to retain those customers who left Robi network, so that they could earn revenue and lessen their previous loss.

Product Name	Brand Objective	Media Channels	Flight Date	Ending Date
Robi Winback	Engagement and Conversion	Facebook, You Tube	27th October 2019	Quarter 4 end

Table 3: Robi Winback Campaign

ROI Impact:

10% increase in revenue.

After implementing this strategy Robi achieved its' target to get back their lost users. From YouTube they got 42% views and 24% more engagement assured.

Figure 12: Robi Winback Offer Example

Chapter 6: Campaign management for the brand Airtel

6.1 Chatbot

As young generation and especially smart phone users are more prone to spend time on messenger for communication. Airtel tried to target them and offered them that they can purchase, recharge in a faster and interactive media rather than web and app.

Via FB messenger customers are being engaged with Airtel offers. Here ADA wanted to focus towards Airtel TG with Click to Messenger objective to increase interaction. Strategy is to maximize Reach on competition to aware on Chatbot with reach objective.

Product Name	Brand Objective	Media Channels	Flight Date	Ending Date
Airtel Chatbot	Awareness and interaction	Facebook, Facebook messenger	3rd October 2019	Quarter 4 end

Table 4: Airtel Chatbot Campaign

ROI Impact:

20% increase in revenue

After customers are aware of that campaign, they tried the feature via Facebook and Facebook messenger. Thus, user's interaction with bot increased significantly and mostly got success from Airtel base by pushing hot offers to them.

Figure 13: Airtel Chatbot Creative Examples

6.2 Single App

Like Robi for Airtel, this campaign incorporates three phases, such as, app installation, audience retention and active users. Basically, the campaign let audience to introduce with the offer by grabbing their attention along with what benefits they are getting followed by call to action where customers can finally land to avail their expected services.

Single Apps' basic objective is to drive customers to app by offering them all kind of offers under umbrella in order to increase app engagement.

Product Name	Brand Objective	Media Channels	Flight Date	Ending Date
Airtel Single App	Acquisition, Retention, Conversion (App engagement)	Facebook, Google Display	5th October 2019	Quarter 4 end

Table 5: Airtel Single App Campaign

Figure 14: Airtel Single App Example

ROI Impact:

300% increase in revenue

Airtel achieved about 43% increase in app installs.

6.3 Emergency Loan

This campaign serves the offer of emergency credit. Through this campaign customers can get emergency balance as loans in sudden situation. According to ADA's plan engaging existing user while ensuring high visibility reach out to non-user with high frequency is the main objective here.

Basically, this campaign is being run for attracting customers through awareness and let people know about this attractive feature.

Product Name	Brand Objective	Media Channels	Flight Date	Ending Date
Emergency Loan	Awareness and Consideration	Facebook	10th October 2019	Quarter 4 end

Table 6: Airtel Emergency Loan Campaign

ROI Impact:

30% drop in revenue.

Eventually this campaign becomes hit among Facebook users and people who seems to be more engaged with their phones. Despite revenue drop we achieved to reach 80% of our target with high frequency via Facebook.

Figure 15: Airtel Emergency Loan Example

Chapter 7: Internship in Digital Planning and Strategy Department

7.1 Internship Responsibilities

Data Sorting: Sorting out business data of campaigns was one of the key responsibilities that I have to perform while as an intern. My colleagues used to export those data from internal sources and analytical tools. Then I have to make pivot table in excel for those data and find out the relationships in between best matched or related media parameters.

Fill Up Booking Forms: In a particular booking form, strategy and execution team input all the information regarding a particular campaign. Such as, allocated budget amount, SO number, PO number, count of reach, impression and frequency, attached media creatives and

many more. After filling up the form as per clients' brief it has been sent to the S&P department for final execution and running of the campaign. My job was to fill up those forms carefully from the clients' brief and send them to the accurate recipient.

Brainstorm New Strategy Ideas: While working in DPS department I have been encouraged frequently to brainstorm new or up to date campaigning ideas and proper strategy for each brand. For that I had to go through many researches, had to study case studies and analyze a bit. Through this I get know our clients deeply.

Up to Date Meeting Minutes: Every week DPS department have to go through several meetings with clients as well as with ADAs' other internal departments. Each meeting carries lot of valuable discussions and insights. Moreover, those meeting discussions are very important for further strategy making and planning and definitely for getting the best outcomes for clients. I was also in-charge to keep all the records of the meeting discussions and send that to my senior colleagues.

Chapter 8: Ending Part of the Report

8.1 Recommendations

Some recommendations for ADA are:

➢ While working in Digital Planning and Strategy department I have seen that we were disorganized sometimes in case of time allocation. To make things more synchronized Digital Planning and Strategy department could follow a proper work flow and frequent monitoring can also help to complete the unfinished job.

➢ In case of on boarding interns ADA could plan more activities. Such as, at the beginning in my internship I was not given much work because everybody was extremely busy

with their own job responsibilities. In that time if interns are given a particular job where they can learn about the functions of company that would help them to prepare themselves from the very beginning of their internship period.

➢ As Digital Planning and Strategy department is very busy dealing with large brands there can be a person appointed who can do an in-depth analysis on that brands performance. Those brand performance results can be used in further analysis and strategy planning.

8.2 Conclusion

As the world being more digitalized day by day the role of digital media service provider companies is enhancing equally. ADA is one of the leading names in this industry as its' not only creating and uplifting brands in Bangladesh but also across southern Asia. Here, clients can have a one stop solution for limiting their business gaps and can become up to date so that they can assure sustainability for their brand in this changing consumer behavior market place.

Regarding my own working experience, I found myself extremely privileged to working under DPS department where I learned a lot of new phases, processes of digital marketing and also incorporate my theoretical knowledge that I have learned from my university courses. Also, I had an amazing work environment which eventually encouraged me to work harder. The knowledge I have gathered throughout my internship period will definitely help to shape up a good carrier for myself. Looking forward to working with ADA for sure.

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