

Report On
**Digital Marketing and Media Buying of ‘Robi Axiata Ltd. –
Airtel Business Unit’**

By

Layas Bin Amin
14104180

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

Declaration

It is hereby declared that

Brac Business School
Brac University
January, 2020

1. The internship report submitted is my own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third

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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 have acknowledged all main sources of help.

Student's Full Name & Signature:

Layas Bin Amin
14104180

Supervisor's Full Name & Signature:

Ahmed Abir Choudhury
Lecturer, Brac Business School
Brac University

Letter of Transmittal

Ahmed Abir Choudhury
Lecturer,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report for completion of course.

Dear Sir,

With respect and delight, I want to inform you that, I have finished my Internship Report based on my experience in Robi Axiata Limited. I was able to gain first-hand experience about Brand communication, Market Operation division and their work process. It was a great opportunity for me to learn and develop skills in this period of time.

In this report, I have tried my best to thoroughly explain my Internship experience as well as an insight into their work and atmosphere. I would like to thank you as well for giving me this opportunity to link between academic and professional life. Lastly, I hope that you would be kind enough to accept my Internship report and acknowledge my hard work.

Sincerely yours,

Layas Bin Amin
14104180
BRAC Business School
BRAC University
Date: 01 06, 2020

Acknowledgement

At first, I am thankful to Almighty Allah for giving me the strength and ability to complete this Internship as well as the Internship report in due time and in good health. I am glad that I have encountered some individuals who have been very supportive throughout this journey and it gives me immense pleasure to thank them for their direct or indirect contributions.

Firstly, I would like to thank Ahmed Abir Choudhury, Lecturer of Brac Business School, for being my Faculty Supervisor. I am delighted and blessed to be under his guidelines and directions in my Internship Period. Without his assistance it would be impossible to prepare this fruitful and flawless report.

I am highly grateful to my Supervisor at Robi Axiata Limited, Sanjida Afrin Tina, Manager of Airtel Brand, who willingly took my responsibility and shared her valuable time to guide me. She made my first step into corporate world really smooth and showed me every aspect of work culture without any hesitation.

I would also like to express my gratitude towards all my colleagues who helped me through and through, especially Wasifa Rahnuma Islam, Specialist of Airtel Brand and Auntica Deb Nath, Graduate Trainee of Airtel Brand. They had equal contributions towards this report and towards my successful completion of Internship.

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1. Organization Overview

1.1 Background of the Company:

Robi Axiata Limited, is the second largest mobile network operator in Bangladesh under the name ‘ROBI’, a subsidiary of Axiata Group, Berhad based in Malaysia. As of January 2018, Robi serves around 44.225 Million of subscribers countrywide. The company started its operation in Bangladesh in 1997 under the brand name of ‘Aktel’ and rebranded to Robi in the year 2010. Robi became the second largest telecommunication operator after it merged with Airtel Bangladesh and started commercial operation in November 2016. This is by far the largest merger in telecom sector of Bangladesh. Other shareholder of Robi Axiata is, Bharti Airtel International (Singapore) Pte Ltd and NTT DOCOMO Inc.

Robi provides quality service across the country by introducing GPRS and 3.5G service for the first time in Bangladesh and first to launch 4G in all 64 districts. They have introduced many first of a kind digital services and the widest international roaming services in the market.

Figure 01: Market share of Telecommunication Industry

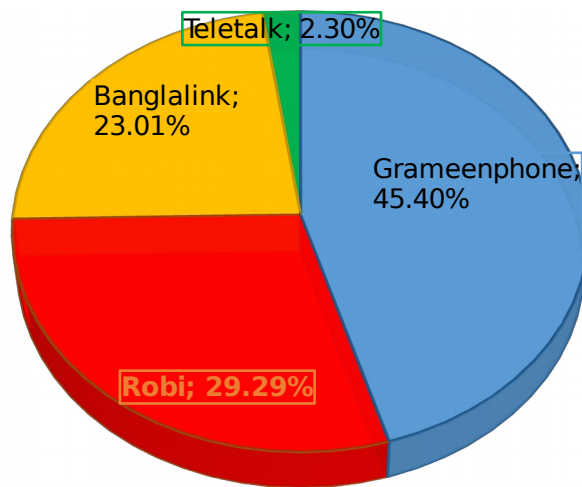
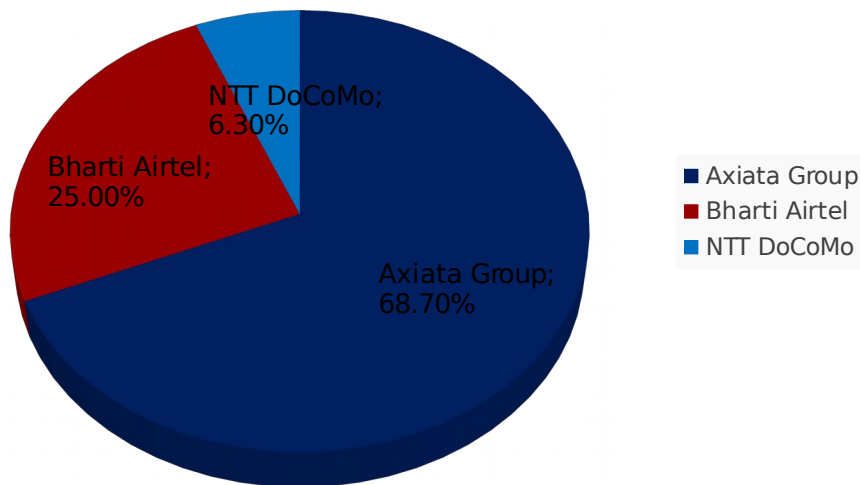


Figure 02: Company Share of Robi Axiata Ltd



1.2 Principle and Purpose:

On the basis of the principle of uncompromising integrity, Robi has tried to be legally, ethically and morally correct with the greatest possible effort, guiding them to be fanatical in the pursuit of belief and also to be guided by the treatment of others with dignity and value from diversity. Moreover, the “I can – I will” code has been developing the moral belief of the employees, ensuring the desired targets to be achieved, to go beyond the limits and achieve excellence. Robi's goal of keeping its customers at the Center is to position them to be customer-centric and to meet the needs of its customers in terms of value, quality and satisfaction. In addition, they believe that simplicity will help them to connect with customers through continuous innovative solutions.

1.3 Airtel Brand:

Airtel has always inspired the youth to grow as an individual and develop as a unit. Hence it started with the motto of celebrating life with friends, online and offline. To engage the youth in meaningful activities and expose them to a horizon of entertainment, the brand offers strong network and best value offers which have made it possible for the youth to connect, forming the largest network of friends.



Picture: Robi Axiata Ltd - Airtel Business Unit

1.4 Scope of Market Operations of Robi Axiata Limited – Airtel Business Unit

The scope of work of Market Operations division are distributed into couple of different teams of which the team’s work is distinct from each of the other teams. All business units of market operations division works to generate revenue and ensure business performance.

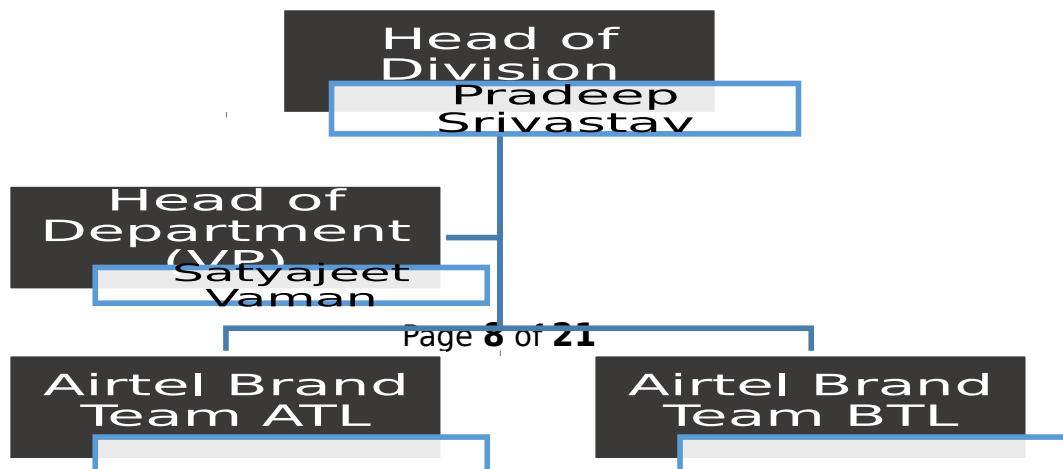


Figure 04: Departmental Structure of MO – Airtel Brand Team

Pradeep Srivastav is the head of division (Chief Commercial Officer) of Market Operations division of Robi Axiata Ltd however, before that he was the head of the marketing division of JIO India. As a telecommunication organization, both technical and commercial knowledge is needed in market operations division. Robi had no better choice than Mr. Pradeep Srivastav for fulfilling the requirement of this position. He is serving as CCO for Robi Axiata Ltd for last four years.

Airtel Brand team is solely related to all communication for airtel brand in Bangladesh. Any public or internal communication airtel brand team does their job and craft communication and creative layout to make the communication more clear and lucrative.

Besides daily communication brand team also looks after specific product campaign where specific products gets highlighted in ATL or digital media. Also contextual brand campaign happens basis on a specific national or international occasion such as 16th December our victory day or international friendship day. Particular in product campaigns products are highlighted but in brand campaign products are not in front, there the brand is more focused. With that communication brands try to associate with the youth and create a loyalty to sustain.

1.6 Work Procedure

The objective of branding is to create a persona of the company among all users and try to retain consumers by giving the best service with best value. Brand team has two wings such as ATL media and Digital media. ATL media mainly deals television and radio commercials. On the other hand digital serves any communication through online. Any ads or communication done on internet considered as digital. There are multiple platforms in digital media where one can promote their goods or services. For any digital campaign first one needs to think from the business needs. After figuring the business need or problem then

Part – 1

needs to write a proper brief of that particular situation and how to tackle it. After writing brief brand team send that email to creative agency and they work on the brief and present creative idea and start working on the execution. As soon as the creative idea gets locked brand team now brief media team regarding to create digital media plan and execute on due time.

Workflow

1. Find the business need
2. Write campaign brief and send to creative agency
3. Locking creative route
4. Production for creative
5. Send brief to media team
6. Lock the media plan
7. Launch of the campaign

2. Objective of the Report

Internship, which is coded as BUS400 in the BBA curriculum of BRAC University, is a course designed to give business students an insight into the real corporate world. Students get the firsthand experience to work and implement their 4 years long theoretical education into practice. They get to utilize their skills and learn new ones which they can implement in building their career for future. This gives a student confidence to handle critical situations and be wide enough to take responsibility.

I got the opportunity to work for Robi Axiata Limited, in the Airtel Business Unit as a specialist. This department is solely responsible for branding and customer communication of Airtel Bangladesh. My responsibilities in Airtel Brand Team is to ensuring smooth and targeted communication to the customers and generate revenue. I basically look after all Data, Value Added Service, Airtel Chatbot and various brand campaign's communication.

The Brand team can be divided into two small parts, namely, Digital team and ATL-BTL team. Both the team launch and run campaigns to make the communication easier for a consumer and gain and retain customers to generate maximum of revenues. My main objective was to communicate campaign offers in digital platforms to ensure smooth generation of revenue. The main objective of this report is mainly –

- To write about Robi Axiata Limited and the operations of airtel brand team
- To explain about the “Consumer Campaigns”
- To give an insight how communication campaigns are designed
- Understanding how important it is to craft the communication keeping on mind the consumers point of view
- To understand the importance of digital media.

3. Methodology

For this study, two types of data have been gathered which are primary and secondary. Primary data are collected from the employees by face to face interview and as I am working for this company and many these campaigns are done by me so I have also put my thought learning here. Secondary data was collected from Robi and Airtel websites.

Reference: (www.robi.com.bd) and (www.bd.airtel.com)

4. Assignments & Contributions

4.1 Assignments towards Airtel Business Unit:

As a specialist in the Airtel brand team, which is mainly looks after branding and communication of Airtel Bangladesh, I am responsible for planning and execution of various projects in digital platform. Airtel Bangladesh is a youth centric telco brand and airtel's core value is to serve the best service with price. After 2016 merger of Robi and Airtel, Airtel has the maximum growth in the industry.

My assignments were mainly instructed by my Supervisor, Sanjida Afrin Tina, Manager of Airtel Brand Team. Other than him, I also work with, Tahasina Rafa, General Managers of Airtel Brand Team. I have to also report my campaign performance to the Vice President, Airtel Business Unit, Satyajeeet Vaman Pant,

My core assignments were:

- Campaign planning
- Write campaign briefs
- Manage creative agency
- Plan media buying
- Data product communication
- VAS services communication
- Airtel Buzz messenger chatbot development and maintenance
- Managing regular engagement post of Airtel Buzz Facebook page
- Conducting research on youth perception and airtel products`
- Track campaign performance
- Managing Airtel Digital Media budget

4.2 People

- My job was to initiate communication between Airtel and customers, which requires a great deal of communication within the department as well. Before and after configuring each and every campaign I had to communicate with each Unit members and double check the contents and communication.
- Every day before leaving I have to communicate with the Product Manager regarding the campaign performance
- I have to communicate with satisfied and dissatisfied customers and retailer to understand the business aspect as well as their needs and demand, which helped me to develop better customer service skills and soft talking etiquette.
- I have a very good relationship with everyone in the Airtel Business Unit and even from other departments
- Whenever I felt pressure, my supervisor and my team mates always used to assist me by saying “Let’s do this together!”
- I participated in meetings, which boosted up my confidence in public speaking and presentations and I reshaped my skills on how to communicate an idea to a group of people.
- I developed listening skills as most of my assignments were followed by a brief and I had to keep them in mind before working on it. There were times when I had to prepare PowerPoint presentation and the Vice President himself briefed me about how to make this presentation and what to include, clearly mentioning the stakes.
- I learned to give honest suggestions about different aspects of Robi and their work procedures. My team always motivated me to be honest in terms of sharing opinions.

5. Campaign Study

5.1 Campaign Brief:

While writing a brief of a campaign one must think extensively to make understand the creative agency regarding the business need and why we are doing this campaign, also what we are providing to solve the issue. We also need to mention whom we are targeting because it is a crucial part of the campaign. Depending on the target market creative agency will craft communication for the campaign. A particular product or services can be made only for Dhaka people then creative agency create the communication that is more relevant to Dhaka people. As Airtel Bangladesh is the number one network of friends and always focuses on youth so all the campaigns that we do are youth centric. Sometimes we target specific region or it can be mass communication.

Things should be mentioned in a proper brief:

- Campaign objective
- Business objective
- Category context of the campaign
- Why this campaign? What is the problem that we are trying to solve or the opportunity we are trying to grab?
- Target audience
- Single message that audience will take away from the campaign
- Deliverables of the campaign and mandatories
- Timeline

5.2 Creative Idea:

Creative agency plays a very vital role to shape up a campaign. Their work is visible to every consumers, so if the communication is not right then the whole campaign can turn into a big disaster. So after getting the brief of a campaign, creative agency brainstorm regarding the campaign and many a time they do intensive research and focused group discussion to get the idea what today's youth wants. What are the passion points and how youth wants to see a communication. Again if the communication is not well thought then consumer will get confused or will not react to the advertisement. In the creative part the communication can be a simple digital static post or it could be an OVC (online video commercial). These creative depends on the campaign's importance, time and budget. If a campaign demands OVC then

there are more works to make the OVC. Creative agency writes suitable script to communicate the product of services and short list three production house who can make the film. Market Operations Buying team does negotiation and lock a production house who make the OVC.

5.3 Media Plan:

When the creative plan gets lock then we know is it a OVC, static or a dynamic post so the media team plans the media buying accordingly. In digital media there are multiple platforms such as Facebook, YouTube, Google, Local network etc. Facebook is the most popular digital platform in Bangladesh. So all the brands including Airtel Bangladesh focuses more on Facebook. Besides Facebook, YouTube is quite popular and mainly youth are spending huge amount of time watching content. Also GDN (google display banner) is quite visible in online portals. Media team plans in which platform should we focus and how much we should focus. According to that they make the plans and gets brand team's approval. After that brand team ensure the work order for media agency for digital buying.

5.4 Launch of the campaign.

After writing the brief, brand team prepares timeline of each activity. In timeline all the dates should be mentioned according to plan. When the brief has been sent, when creative got locked, when media plan will be done and what would be the launch date considering the business urgency. Brand team ensures on time delivery for each activity and after the launch they track the business and creative performance.

6. Major Campaigns:

While working for Robi Axiata Ltd. – Airtel business unit, I have worked on several campaigns and that helped me to understand my work properly and made me more

organized. I am mentioning few of my campaigns which I really enjoyed planning and executing the campaign.

CAMPAIGN NAME: Friendship Always Wins- Airtel 16th December campaign

Idea: Airtel as a brand has always portrayed friendship moments in a fun and playful way. The challenge was to come up with an idea which remained in the universe of friends, which is relatable for the youth yet evokes certain emotions which the brand has never explored before. We thought 16th December, our victory day was the perfect occasion for us to tell a more eloquent story which showed that friendship as a concept may evolve with time but the essence of true friendship during war time and present time is still the same.

Execution: The idea was to showcase two parallel friendship stories happening in two different timelines but if one just opposes it, that person will see that both the stories are essentially the same. With the help of a microsite this was possible with just a click of a button. Audience could experience both stories simultaneously, side by side, jumping from one scene to another scene from two different timelines absolutely seamlessly. Both the films – the war time story and the present story was shot in a manner so that it matches shot by shot, dialogue by dialogue so that whenever the audience would switch between the two timelines, the experience would be seamless.



Picture: Friendship Always Wins (16th December 2018)

Result/Impact:

- +2 points jump in innovation score from Nov'18-Dec'19 (37 from 35)
- +2.57 points jump in Q4'19 from Q'319
- Airtel experienced 27.5% growth in Brand Power & 65% in Brand Salience
- The interactive video unit performed 25X greater video play rate and drove 12X greater engagement rate (12.9 million people engaged) than the average industry benchmarks.
- Average visitor's dwell time was also 150% more than the average industry benchmark, generating over 2.1 million toggles between the two plots.

CAMPAIGN NAME: Mother's Day - 2019

Idea: Mother's day is greatly celebrated by the youth all across nation as they all think mothers are most important support system of their life , and this can be an opportunity for Airtel to leverage maximum awareness, for creating relevance and affinity with the youth.

Execution: Airtel #1 network of friends celebrated Mother's Day with a heartfelt message this year.

Airtel narrates this in its very unique way, addressed to its core segment in a manner that they can relate to. It is based on a realization, that our mother is our first friend. Friend is the one who is always there for you, and it is our mothers who were always there when we needed them just like our friends, ready to sacrifice anything for us. So airtel has made an OVC where they showed 3 situations of mothers when sacrificing moments for their child without mentioning it.



Picture: Mother's Day campaign 2019

7. Observation & Recommendation:

I have been working for Robi Axiata Ltd for quite a long time. I really love their work culture and benefits for all the employees. During this time I have planned and executed many brand and product campaigns, many campaigns got well appreciated and got national awards. On the other hand there are also campaigns which did not work. From both my successful and failed campaign I have learnt how to deal with corporate life and how to be more organized in life.

Regarding our work procedure I have few observation and recommendations. As I work on digital marketing so most of the time I need be in my phone checking for creative layout of various campaigns also after that I need to check whether my campaign got live on internet or not, for this sometimes it is difficult to balance your personal life and job life. I believe it is better if we can maintain the time properly then it becomes more convenient and enjoyable process to work in brands.

Also as we all know telco industry is the most fast pace work industry so many a times product team launches new product and demand for an instant campaigns. Before launching a campaign we need to prepare brief and send it to creative and media agency. After getting the creative and media plan we also need to issue work order which needs at least a day or two to get processed. For all these process sometimes campaign launch date gets delayed and product manager do not want to compromise the timeline. So eventually brand team always struggles to bring all these things together and do a smooth execution. My recommendation for these situation would be while developing and configuring the products if the product manager brief us regarding the campaign then at least we can start writing brief and plan the communication few days earlier which can help us to meet the campaign launch timeline.

8. Reflection

All the experiences from this Internship is worth every hardship and discomfort that I faced in Robi Axiata Limited while working. I have definitely grown a lot in terms of learning, skill developments and experience. I made good relationship with my co-workers and worked side by side with them. All this time, merely I felt like I am an Intern, I was treated like an employee and part of the team. I was given equal importance when taking any decision and had equal opportunity to voice my thoughts.

I have been in difficult situations as well, made mistakes and learned to handle them as well. I got the real view of corporate life, where everything has real stakes and you have to be competent every day. I am working with an amazing team, who are hard working and fun loving at the same time. They are focused and result oriented which taught me to be like them. It is the people working inside and their work ethics that make Robi such a big company.

9. Conclusion

Robi Axiata Limited is the second largest telecommunication company in Bangladesh, and being a part of this company, I feel really lucky and proud at the same time. I am very much thankful to BRAC University as well, being a student of this institution actually shaped me as a competent candidate in the job market.

After successful completion of my Internship at Robi, I have learned the basic etiquettes of corporate world and observed people enough to implement them in future. The whole Airtel Business Unit made me realize that how diversified the area Marketing can be. Branding, especially digital marketing actually opened up a new area of interest for me and I have definitely gained some skills to work in this field further. There were certain things which I did not like as well, for example I had to work from my phone in nights to make a campaign live and approving creative layout most of the times. But all these had minor effects on me considering the amount of good things that I gained.

Lastly, I can strongly say my Internship Experience in Robi Axiata Limited is the foundation of my future career path. I have not only developed skills but gained that competitive edge to excel in my professional as well as personal life.