

**Report On**  
**BTL Marketing and Its Impact on Brands**  
**A Case Study on Analyzen Bangladesh Ltd**

By

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

BRAC Business School  
BRAC University  
January 2020

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## **Declaration**

I proclaim that,

1. The report is my own authentic work in order to complete my degree at BRAC University.
2. The report has never been published before or written by any third force, except where I have provided appropriate references and citation to the author.
3. The report has no such material, figures or information already utilized or accepted for any other degree or program at a university or institution.
4. I therefore acknowledge actual source of help and credit my advisors, on site supervisor for completion of this report.

### **Student's Full Name & Signature:**

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**Iffat Ara Rongon**  
16104190

### **Supervisor's Full Name & Signature:**

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**Mahreen Mamoon**  
Assistant Professor, BRAC Business School  
BRAC University

## Letter of Transmittal

Ms. Mahreen Mamoon  
Assistant Professor,  
BRAC Business School  
BRAC University  
66 Mohakhali, Dhaka-1212

Subject: Submission of the Internship Report titled “BTL Marketing and Its Impact on Brands  
- A Case Study on Analyzen Bangladesh Ltd”

Dear Madam,

My utmost gratification to constitute each aspect of this paper and finally presenting you my work on the impact of BTL marketing –

A case study on Analyzen Ltd. which is the predominant requirement of BUS 400.

I have strived my best to provide authentic information data and figures to state my ground.

I have ventured out to write comprehensive information and meet your expectation to produce a strengthening work from my behalf.

Sincerely yours,

---

Iffat Ara Rongon  
ID 16104190  
BRAC Business School  
BRAC University  
Date: June 19, 2020

## **Non-Disclosure Agreement**

This agreement is between Analyzen Bangladesh Ltd. and a BRAC University Student to deploy relevant information from Company website portfolio and information gathered during my internship period.

The information here provided do not assimilate any confidential information. Generic data are given from company websites and portfolio. Under no circumstances, I have divulged any information coming to my knowledge to any third party without prior consents from my supervisors.

The company acceded and grant permission to write about their code of conduct for the completion of my course BUS400. The general information provided from their portfolio and company websites do not poses any threat for the organization.

**Name of the company:** Analyzen Bangladesh Ltd.

**Supervisors Name:**

MM Sayeef Abdullah

**Signature:**

---

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Level 01, House No 1A, Road No 16/A, Gulshan 1, Dhaka - 1212

**Name of the Student:**

Iffat Ara Rongon

**Signature:**

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## Executive Summary

The report is compiled based on my 3 months practical experience of working with a digital marketing agency. It's a compilation of my observation on working with an agency team. The report has established focus on how an agency operate, team coordination of Analyzen and covers a significant portion of the study on BTL marketing. The objective of this report is providing a hindsight on my learning experience in a corporate work space. and prove my ground on the impact of BTL marketing activities.

This report comprises in three main sections.

- First chapter consists of organizational overview, operational nature of an agency and major campaign activities conducted by Analyzen.
- Second chapter consists of internship experience, my job profile and learning experience.
- In the third chapter, Impact of BTL marketing is analyzed with two case studies on two big brands Clear Men and Surf Excel.

The case studies are presented in the third chapter of my analysis to prove my ground on effective digital promotion and creating brand awareness.

Moreover, to properly determine the level of advancement in BTL I have shortly described about Facebook Ads manager and role of data analytics in the modern marketing age. Alongside the discussion of BTL marketing the report provides short hindsight on 360-degree marketing communication.

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## **Chapter 1**

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### **Overview of the organization, operation and strategy Audit**



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## 1.1 Introduction and Overview of the Company

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Analyzen was Founded in 2008, as a very first digital agency dedicated to conduct BTL activities. Since the inception, the company has acquired sever giant brands. The company has now some of the biggest brands in the market. Analyzen provides digital planning and marketing strategy, technology and buying support. The company has acquired clients from Singapore and Myanmar. Notable brands of RB operating in Singapore and Myanmar like RedBull, Betadine, Mr. Care etc.

Moreover, Analyzen own 85 brands in the home country including some giant name in the Market like Unilever, Bkash, Aarong and MGI (Meghna Group of Industries). Over the years, It has collaborated with giant marketing campaigns for instance to name a few, Bkash App Campaign, Bkash Payment Campaign, Aarong Eid Ul Fitr Campaign, Closeup “কাছে আশার সাহসী গল্প”. Analyzen won the Accolade of South Asia Digital Agency of the Year(Silver), won 16 awards in different category of Digital Marketing Award 2019 held by Bangladesh Brand Forum.

### Major Services provided by Analyzen



Digital Marketing strategy 4,500+ Campaigns



Content Development 25,000+ Original Designs



Software App and Web Development 31 Enterprise Solutions, 800+ Webapps



Community and Query Management Dedicated Online Customer Care



Digital Media planning and Buying Serving 50+ Brands



Audio Visual Production 700+ AVS

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## 1.2 Work Principle

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Work culture in Agency has always been different than other corporations. Analyzen maintains a flat organizational structure. Individual from senior planner to support office staff is known as Analyzer. They do not maintain long corporate titles rather Analyzer is known to have a character name. The senior planning associates are responsible to lead the team and collaborate well with the team members.

Client servicing lies at the core center of every team. Analyzen constantly try to bring new concepts and innovation while leading a campaign in the digital spectrum.

The organization also offers the unique value proposition to the clients in terms of providing technical support. Analyzen has also own the ICT Award 2019 for excellence in technical support activities.

Their work value is based on the principles of resilient, passion, delivery and collaboration. The team passionately offers services to their client brands. Analyzen has been serving some of the brands for over 8 years. Thus, creating a loyal client brands portfolio.

Growing to its success Analyzen has created reputation acquiring clients form Singapore and Myanmar. Some notable brands like Red Bull Myanmar and overwhelming number of brands from Reckitt Benckiser Myanmar is overseen by Analyzen.

### 1.3 Major Client Brands



Figure 1 Current Clients of Analyzen

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## 1.4 Major Campaign Activities

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A lot of women statistically around 30% of women are wearing hijab. An overwhelming number of majority struggles with hair care problems due to our hot and humid weather. However, no brand is serving to this niche category. Thus, SunSilk Hijab Refresh to cater the special need of this niche category.

### Campaign Goal:

SunSilk Hijab Refresh specially catering the need of Hijabi women and excellent hair care for their hair needs.



*Figure 2 BTL Launch of SunSilk Hijab Refresh*

### Impact of the Campaign



### **Execution Phase:**

**Phase one**, six key opinion leaders with large online followers were invited to collaborate in the campaign. The influencers posted about hair problems due to Hijab to create a conversation thread.

**Phase two**, the influencers posted hair care routine videos, revealing Hijab Refresh and posted review on the newly launched product.

**Phase three**, keeping Ramdand and Eid ul Fitr in mind two popular influencers posted video tutorials on Hijab and created buzz alongside promoting the brand. Meantime, Sunsilk's channels to give this campaign authenticity.

### **Omera LPG Special Day Campaign**

Analyzen formulate campaigns for special days on every occasion. This time challenge was Omera LPG is a different brand catering to household needs to specific category. It is generally not a brand that has grown attached with the consumer. Thus, challenge was to creating AV to relate this household need with the special person who spend significant portion of time in the kitchen and caters to the main TG.



*Figure 3 Audio-visual story telling for Omera LPG*

## Campaign Goal

Making a viral content in this case an appalling Av dedicated to Mother's Day.

## Impact of the Campaign



## Execution Phase

To execute the campaign, we have scripted an AV with a theme that every mothers contribution in building her children and going beyond the mainstream idea of labeling mothers as housewives. The campaign was dedicated for Mother's Day. We portrayed story of a daughter who was not label as working mother but happened to raise her child and managed the nitty-gritty of an entire household. The campaign created huge impact and still now one of the most watched AV on Facebook in terms of Organic reach.

## Aarong Eid Campaign'17

Aarong wanted to maximize the E-commerce sale by revamping their website and capitalizing on Facebook Ads. Aarong established Taaga as the brand for the youth with fashion spree. On the occasion of Eid Aarong capitalized on the Facebook Ads, to market the latest collection and maximized the e commerce sale with significant growth.

In Bangladesh Facebook is the primary spectrum for Ads, Content marketing. Large number of Audience is highly engaged with Facebook with huge reach. Thus, Facebook campaign was the center to drive website traffic, lead generation and awareness on E-commerce sale.

As a result, 22% increase in online sale compared to the previos Eid Campaign. It also helped to generate new customers 3X then before driven by Online sales. Around 12 million awareness reached published by Facebook for business.

The product used for this campaign were mainly Dynamic Ads, Carousal and Collection Ads.



Figure 4 Raising social awareness and online sales through Canvas and collection Ad format

### Campaign Goal

Generate website traffic and engagement of Facebook page.

### Impact of the Campaign



### Execution Phase

Phase 1 Raising awareness and engagement through video views.

Phase 2 conversion through retargeting, Custom audience, lookalike audience by Facebook ads.

Phase 3 Shop Now and Learn More option that directly leads to the shopping site and creates website Traffic making the retargeting an easier approach.

Moreover, generating PR via 16 facebook groups with 1 million members to create buzz on this campaign.

## TV Commercial for Lifebuoy Bangladesh



**Fig 5: Analyzen made their first approach to 360-degree marketing with Lifebuoy**

Analyzen made their first approach with ATL marketing campaign. To provide 360 degree marketing approach to brands.



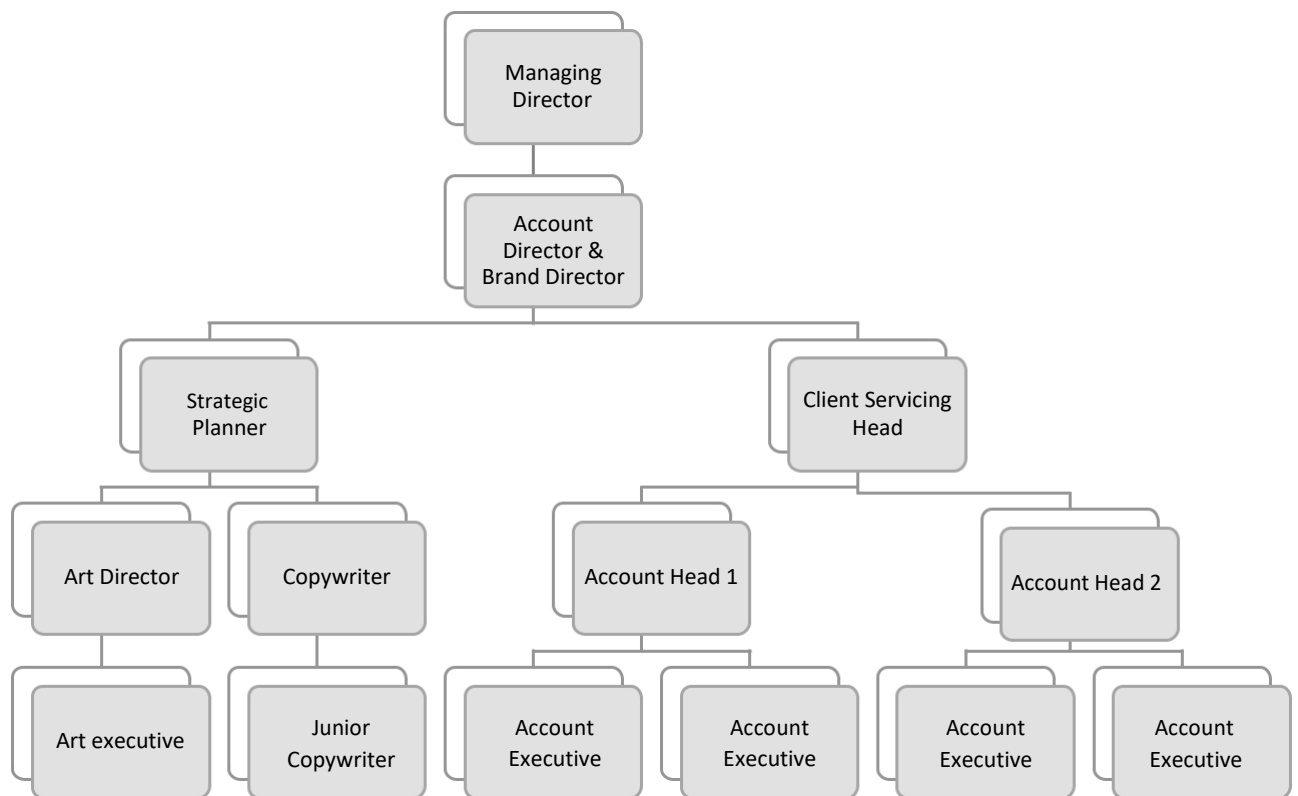
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## 1.5 Management Practices

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### McKenney's 7 Framework for Management Practices Analysis

**Structure:** The structure is more of a flat one, with different organs co-ordinating together.



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## 1.6 Types of Job Profile in Analyzen Bangladesh Ltd.

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**Advertising Agencies** prefer individual with a creative mindset, independent and coordinate well with the team. The spectrum of advertising landscape is always changing. Hence, they prefer people who keep with trends of advertisement and maintains excellent communication with clients.

**Creative Department Jobs** within an Advertising Agency – brain storming ideas, adopting to the changing landscape of advertising, formulating campaign idea, collaborating at the pitch session are notable.

- **Creative Director**

Creative Director leads the team with exceptionally commendable ideas, they work closely with copy directors and strategic planners.

- **Copywriter/ Junior Copywriter**

Generally, copywriter converts the idea into a concrete piece of work. They also play important role in generating ideas for the content.

- **Art Director**

They possess strong visualization & drawing skills. Art director/ Visualizers oversees the work of graphic artists - from ad layouts, to storyboarding and compilations.

### **Account/Brand Director –**

This department plays a major role in generating business and handles major accounts. In Analyzen our Account director having 9 years of experience in

Ad agencies oversees 24 brands of Unilever along with local brands like Akij, IPDS, MGI. Brand director, oversees two of the giant brand Bkash and Aarong. They are responsible to conduct important meeting with clients and supervise client servicing executives.

- **Strategic Planner**

The planning arm of Analyzen is geared with skills of formulating campaign plan, planning for monthly content idea series, communicating ideas with Client servicing team and Brand Managers. Strategic planners work meticulously from planning to execution phase of the campaign. The planning department starts their understanding of the client with a market research. They understand the market behavior by observation, customer interviews and secondary research on the internet, survey, focus group discussion etc.

- **Client Servicing Executive –**

Establishes a solid foundation of reliability with clients. Clients rely heavily upon client service executives on monthly content planning, maintain Facebook page, overseeing the digital activities of a brand and launching campaigns. Client service executives maintain a constant communication with Brand executives and managers.

- **Media Planner –**

The core responsibility includes prepare digital media plans & strategies with appropriate target audience analysis & budget allocation. Execute Ad operations on all digital platforms. Monitor & Optimize Ads on the digital platform. Prepare Campaign Analysis Report and Digital Media Report. Support Finance & Admin team in maintaining liaison and partnership with Ad networks, publishers and other local & international advertising platforms.

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## 1.6 Hiring procedure

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The hiring system in an ad agency is unique. It normally starts with hiring a passionate young graduate as an intern/ full time executive who is given practical exposure in his/her area of interest. The trainee is guided as he/she is working on campaigns or projects of the ad agency and is hired gradually once they prove their worth.

It can be categorized in -

➤ **Internal Recruitment**

It refers to hiring candidate from internal links and networks. However, every candidate is required to go through an extensive interview process.

➤ **External Recruitment**

External recruitment refers to selecting candidates who are looking for job openings. They generally post job opportunities on their official Facebook page or LinkedIn page.

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## 1.7 SWOT Analysis of the company

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### **Opportunities**

- Analyzen is a major player in digital landscape. Since, brands are undertaking lots of BTL activities Analyzen will always have an extra edge.
- BTL activities, Facebook advertising are likely to increase in near future. Generation z already consumes 90% of information and content online.
- Analyzen handles clients in Singapore and Myanmar which poses a great opportunity for a global expansion.

### **Threats**

- Brands now prefer 360 degree marketing approach form agencies. However, Analyzen lacking behind in comparison with WE ARE X and Asiatec in this race.
- Due to intensive competition by other agencies clients have the probability of switch if disappointment occurs.

### **Strength**

- Brand name of the organization
- It has a pool of talented, creative human power
- Analyzen provides various Software and tech solution.

### **Weakness**

- Retaining human resource is a challenge. 5/6 years of experience in agency opens good opportunity to work in big MNC branding. Thus, retaining experience professionals is a challenge.

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## 1.8 COMPETITORS

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Here is a quick sneak peek at the top ten advertising firms of India as of today.

1. **Adcomm Ltd.** Adcomm Ltd. is the giant in creating appealing TVC work for brands like Robi, Lifebuoy, City Group etc. Adcomm has been around in this landscape for decades and dominates the advertising agency for ATL activities. Adcomm has also the reputation as the winner of Campaign South Asia Agency of the year 2012 (bronze).
2. **Grey/Bangladesh** - Founded as a one-man, one-room retail shop in New York City's garment district, Grey Group is now one of the largest global advertising and marketing agency networks. Grey has dominated the entire agency spectrum locally also internationally. Grey Dhaka has won 3 Cannes Lions for Bangladesh and produced some of the iconic TV commercials of all time. Grameenphone, Coca-Cola Bangladesh is coordinated by Grey Dhaka.
3. **WE ARE X** – X provides holistic marketing solutions to the top brands and 4 Telecommunication giants in different spectrums. It also has some strong portfolio of brands providing 360 degree marketing to the clients.
4. **Magnito Digital** – Magnito has created buzz working with GP for over years. Magnito created a notable footprint in the digital spectrum providing digital solutions, media planning to the clients. Magnito Digital won Gold to become the 'Campaign Asia-Pacific : Digital Agency of the Year 2015' in the 'Rest of South Asia' category.
5. **Asiatec360** – In the local advertising spectrum Asiatec is a big name. Asiatec has produced some of the big commercials owned by big brands of the country. It also has the reputation of being one of the Media and Broadcasting companies. It has owned and nurtured several ventures out of the advertising industry. Asiatec owns Nestle, Banglalink etc. brands. Recently, it has won 15 accolades at Comward this year.

## **Chapter 2**

# **Internship Overview**

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## 1.1 Internship Information

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### ➤ Internship Timeline

My internship period with Analyzen started from January 1<sup>st</sup>. It is a three months training program where I was exposed to real life work scenario for the first time. The internship period ended in 31<sup>st</sup> March, 2020.

### ➤ Reporting Supervisor

My reporting supervisor MM Sayeef Abdullah is the Strategic Planner, primarily responsible for maintain communication with clients, Pitch ideas and lead campaigns for brands like Fresh Milk, Fresh Drinking Water IPDC and other local brands.

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## 1.2 Duties & Job Responsibility:

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My job profile in Analyzen was to work alongside our Strategic planner. The team consisted of 6 people handling 4 major local Brands Fresh Drinking water, Fresh Milk Powder, IPDC,

I was assigned to work alongside our Client servicing executive to supervise Fresh Drinking water, Fresh Milk Powder I have also attended sever brainstorming session with our planners, Art directors, client service executive Copywriters. I have also collaborated with IPDC Ekushe Boi Mela Campaign “সুছ -াধনতুন বইএর ঘ্রাণে সুগবাধ জাণ্ডক প্রাণন”

Moreover, my primary responsibility was to adapt myself in the given context and understand my core responsibilities and duties.

- **Monthly Content Planning:** Developing content strategy refers to formulate any audio visual or static communication brands develop to communicate with their target audience and the contents generally exhibits the Brand elements or the core message of the brand. The monthly content strategy is formulated from the client end based on



several pillars. For instances, **Content Pillar for Fresh Drinking Water will have Drinking Moments(talking about the drinking moments motivating kids to drink milk), Source, Thematic or Occasion based, Nutrition elements, Engagement and Tactical (post based on campaigns)**

#### ➤ **Assisting in Pitch Deck**

One of the primary objectives of agency is to captivate high profile brands as many as possible. Hence, they are required to attend pitch sessions called by brands. Depending on the effectiveness of the pitch session brands are assigned to agencies. During my internship period I have assisted our team to develop **“Xiaomi Digital Plan Pitch Presentation”** The core elements in any pitch consists of defining the current problems associated with the brand, providing solution for that, defining TG, Analysing market trends, Analysing Competition etc.

#### ➤ **Assisting in Campaign Planning**

I have collaborated with our planners and client servicing executives in IPDC Ekushe Boi Mela Campaign **“সুছ -াধনতুন বই এর ঘ্রাণে সুগবাধ জাণ্ডক প্রাণন”**. We formulated the communication route or objective, logo suggestion, AV ideas, Launching plan, promotion via Facebook, KOL(key opinion leaders) promotion. To promote the campaign Analyzen developed two thumb stopper Ads under 17 sec.

#### ➤ **Communicating Ideas & Attending Brainstorming Session**

Developing ideas is one the routine task that Analyzen follows strictly. Before any major campaigns, monthly content planning the team sits for idea generation sessions. Generally, one art director, client service executives, strategic planners and creative directors in case of major campaign take part in such sessions.

#### ➤ **Preparing Query Report**

Query is an absolute method to understand consumer mindset, purchase trends, and current demand. We have a specific query management team, answering brand queries, preparing monthly reports and communicating with clients. During my internship period I prepared query reports for Fresh Milk and Fresh Drinking Water.

## ➤ Maintaining Client Communication

Another responsibility is to maintain client communication over email or phone calls. Client servicing is a primary work objective of agencies. Constant communication with clients, communicating feedbacks, ideas. Understanding client brief is also a major part of maintain client communication.

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### 1.3 Notable Contribution

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I have provided a sneak peek to my work experience during these 3 months period.



Figure 6 Content Developed for Fresh Drinking Water

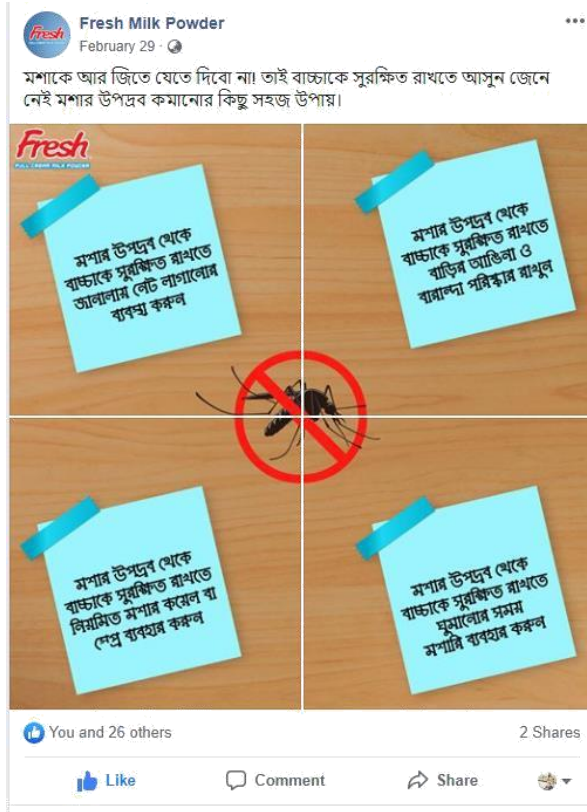


Figure 7 Grid Content for Fresh Milk Powder



Figure 8 Valentine's Day Content for Fresh Milk Powder

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## 1.4. Learning Experience

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The very purpose of internship was fulfilled to the maximum, keeping in mind the limitation of time. The learning experience began right from the first day.

### ➤ Practical Exposure of Advertising Industry –

My primary objective of learning was to get practical exposure to the advertising industry and learn how an ad agency works. I learnt that an ad agency follows a workflow process, which can be attributed to any ad agency in general. The process starts with a “**Marketing Brief**” from the client highlighting positioning, the purpose of the advertising and the facts to be present in the ads. This brief is taken by the client servicing department and is passed on to the creative department, and this is known as the “**Creative Brief**”.

### ➤ Role of Planning Department -

The planning department outlines the campaign approach, researches on the content, leads the team, and oversees all other works. They are also responsible to communicate with the client.

### ➤ Developing campaign Strategy –

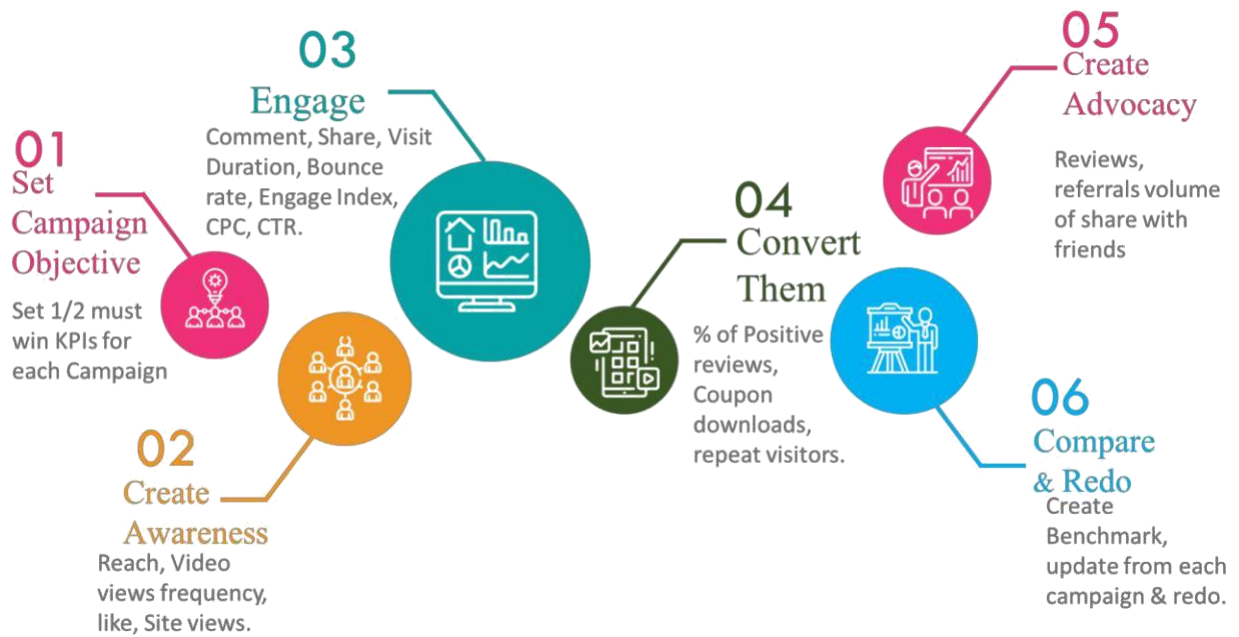
Generally, for any kind of campaign Analyzen follows this core model to create strategy and evaluating Outcomes.

To create the initial awareness, Analyzen uses various tools along with Search Engine Optimization. With the combination of these tools like SEO, GDN, Analytics etc. Analyzen has developed custom analytical models for different brands to reach their goals.

### ➤ Acquisition Strategy



Fig: The Marketing Funnel to execute any campaign strategy



*Fig: Acquisition strategy to execute marketing campaign*

The above model describe strategy for executing any campaign. This model depicts how campaigns in the digital spectrum conducts their planning and execution.

Frankly speaking, Internship is an extensive learning experience. It was period of self-analysis and putting my theoretical aspects of education into practical field.

## **Chapter 3**

### **Project Part**

**Title: Impact of BTL Marketing on Brands- A Case Study**

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## 1.1 Origin of the Report:

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Internship Program of BRAC University is a Post-Graduation requirement for the BBA program. The major objective of this program is enabling student to get first hand exposure of working in the real world. The major obstacle poses to apply the theoretical aspects of our study in the real corporate environment.

The internship program and the study have following purposes:

- As a marketing major to understand how marketing activities are carried out in real world.
- To gain knowledge about the vast spectrum of social media marketing.
- To comprehend knowledge on how advertising agencies, work in real life.

The report is the aftermath of three months long internship program conducted in Analyzen Limited and is predominant requirement for the completion of the BBA program of BRAC University. Hence, I have prepared this report on the “BTL marketing activities and its impact on brands”. Additionally, the report also contains information about the Organizational structure of Analyzen and my job responsibility as an intern.

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## 1.2. Rationale of the Study

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The primary objective to elaborate the topic “BTL marketing activities and its impact on brands” is to understand how digital landscape has created an evolution for marketing activities. Along with the evolution internet, marketers conduct over 65% of marketing activities online. The primary rationale of the study is to understand the umbrella term Content marketing and Campaign activities in marketing.

The study also elaborate BTL marketing approach is considered reliable and effective over ATL in modern time. Moreover, In BTL marketing targeting the core audience is continent thus, understanding consumer purchase pattern, feedback from end consumer, engaging consumer has become more effective. Custom engagement Ad, Applying Facebook Pixel, Area specific targeting for campaigns has made BTL an effective toll of modern marketing.

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## 1.3. Report Objective

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Objective of the report can be outline in two essential ways.

General objective

Specific Objectives

### **General objective:**

The general objective can be viewd as the report is a predominant requirement of BRAC Business School to accomplish the Bachelor Degree.

### **Specific objective:**

- Elaborating my 90 days experience of working in a corporate environment.
- Presenting insight about Content marketing and Campaign Activities.
- As Marketing major, how agencies work alongside big brands to build the essential brand elements.



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## 1.4. Scope of the Study

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The justification of the study is to analyze impact of BTL marketing activities on building brand equity and to document the essential spectrum of agency operation. Additionally, the report includes overview of Analyzen, Management hierarchy and the umbrella term of digital marketing revolving around us. The report also provides essential hindsight on developing marketing campaigns. However, the study is primarily focused on the Client servicing and planning department of the agency.

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## 1.5. Methodology

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The study is coordinated following a standardize procedure starting from selection of the topic to final report preparation. The intrinsic component part of the study is to conduct qualitative analysis on the selected topic. The overall process of methodology followed in the study is explained further.

➤ **Selection of the Topic:**

The selection of the topic was assigned under strong Supervision of my supervisor. The topic was well discussed to generate a strong report.

➤ **Collection of Data**

➤ **Primary Sources:**

Primary Data was derived from the practical workspace, analyzing past campaign reports, details from supervisors to implement as case study in the report. Accumulating analytics report from Facebook Ad manager from the company dashboard.

➤ **Secondary Sources**

➤ **Internal Sources**

Several Documents administered from several colleagues, organization website and portfolio manual.

➤ **External Source**

Different websites related to BTL study, documentaries and papers.

➤ **Classification, Analysis, interpretation and presentation of Data:**

Collected data in the study is supported in the form of case study. They provided essential ground to generate valid analysis for the report.

➤ **Finding of the Study**

Findings of the case studies are presented based on the result and ROI on campaign.

➤ **Final report compilation**

The final report is compiled after incorporating feedbacks from advisors.

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## **1.6. Limitation of the Study**

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The report is prepared generating two campaign case study. The background, campaign objective and results are thoroughly studied to compile them in the form of case study. Moreover, my work responsibility is limited upon a certain capacity of the whole department. Hence, the vast analysis on the effectiveness of content marketing, return on investment in digital campaign, reach and engagement ratio might be a shortcoming of the study.

Also, the effectiveness of BTL marketing can never be realized without having sufficient knowledge on Media planning. However, due to short span of my internship period and limited work opportunity media planning is not covered in the study. Yet, the report contains essential grounds to prove the effectiveness of the topic with relevant findings.

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## 1.7. Analysis of the Study

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### **Case 1**

#### **Clear U-17 Campaign**

##### **➤ Background of the Campaign**

The short videos were aimed at engaging the football fans for following up Clear Men U-17 Championship campaign. Videos were posted, that ends before it is seen whether the ball nets into the goal or misses. Audience had to guess whether it was a goal or a miss. Lucky comments with correct answer got Clear Men Special Edition Shampoo and football.

##### **➤ Objectives of the Campaign**

The core objective of the campaign was to create engagement from the audience and create discussion regarding the U-17 tournament. This engagement was created to bring the campaign alive and reaching the maximum amount of young football enthusiasts, thereby creating word of mouth buzz regarding the tournament.

##### **➤ Core Idea**

This was a digital campaign that transcended the digital borders and took shape in word of mouth discussion as teenagers and young football enthusiasts discussed during their class breaks whether they think it was a goal or a miss! As this form of interactive comment-based engagement was the first of its kind in Bangladesh, it created a huge buzz among Clear Men's

core TG – young men. To further drive audience engagement, gifts in the form of Clear Men Football Edition Shampoo and footballs were given to lucky winners who had predicted correctly whether it was a goal or miss!

### ➔ **Execution**


Nothing drives audience more towards engagement than content that they can actively discuss and participate in. Immediately after the Clear Men U-17 Championship, the campaign was given a surge in audience engagement through this unique UGC. Clips of exciting moments from the matches where the player kicks the ball towards net were shared but ended abruptly, leaving the audience wondering and scratching their heads whether it was a ‘Goal or Miss!?’ The engagement that this led to was massive, as individuals and groups of friends poured into the comment section to justify their rationale behind their answer.

Lucky winners were picked from many correct answers and the winners of each week were announced, along with their photos on Clear Bangladesh’s Facebook page.

## ◆ Campaign Insights

**CLEAR (BD)**  
Published by Ishiaq Rabbani [?] · July 11, 2018 ·

গোল না মিস? ক্রিয়ার মেন বাংলাদেশ অনূর্ধ্ব ১৭ ফুটবল চ্যাম্পিয়নশিপ এর মাচাগুলোর কিছু জমজমাট মুহূর্ত থেকে সঠিক উত্তর কমেস্টে জ্ঞানিয়ে দিন, আপনার কমেস্টে সংগ্রহ করুন সর্বোচ্চ লাইক এবং জিতে নিন ক্রিয়ার মেন ফুটবল এডিশন শ্যাম্পু এবং ফুটবল।  
অংশগ্রহণের সকল নিয়মাবলী জানতে ক্লিক করুন -  
<http://bit.ly/2JKtpkK>



**695,720** People Reached    **36,908** Engagements    [Boost Post](#)

👍❤️👏 2.1K    546 Comments 71 Shares

👍 Like    💬 Comment    ➦ Share

**Performance for Your Post**

**695,720** People Reached

**68,887** 3-Second Video Views

**3,784** Reactions, Comments & Shares

2,318 Like	2,254 On Post	64 On Shares
30 Love	27 On Post	3 On Shares
29 Haha	29 On Post	0 On Shares
9 Wow	8 On Post	1 On Shares
1 Sad	1 On Post	0 On Shares
1,307 Comments	1,125 On Post	182 On Shares
91 Shares	71 On Post	20 On Shares

**33,124** Post Clicks

28,667 Clicks to Play	110 Link Clicks	4,347 Other Clicks
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**NEGATIVE FEEDBACK**


4 Hide Post	1 Hide All Posts
2 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

Image: Campaign Insight from Facebook ads Manager

**CLEAR (BD)**  
Published by Ishiaq Rabbani [?] · July 3, 2018 ·

'গোল না কি মিস?' কমেস্টে-এর প্রথম পোস্টটির সঠিক উত্তর হবে গোল! অংশগ্রহণের জন্য সবাইকে ধন্যবাদ। পরবর্তীতে অংশগ্রহণের চোখ রাখুন ক্রিয়ার-এর ফেইসবুক পেইজে।



**759,821** People Reached    **9,254** Engagements    [Boost Post](#)

👍❤️👏 1K    25 Comments 6 Shares

👍 Like    💬 Comment    ➦ Share

**Performance for Your Post**

**759,821** People Reached

**28,205** 3-Second Video Views

**1,177** Reactions, Comments & Shares

1,080 Like	1,076 On Post	4 On Shares
24 Love	24 On Post	0 On Shares
9 Haha	9 On Post	0 On Shares
8 Wow	8 On Post	0 On Shares
2 Sad	2 On Post	0 On Shares
46 Comments	42 On Post	4 On Shares
8 Shares	6 On Post	2 On Shares

**8,077** Post Clicks

6,567 Clicks to Play	0 Link Clicks	1,510 Other Clicks
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**NEGATIVE FEEDBACK**

4 Hide Post	3 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.

## Case 2

**Surf Excel**

**Campaign Tagline “মুক্ত হোক শৈশব।**

### ➤ **Background of the Campaign**

When was the last time your kids played freely on an open-ground in Dhaka?”

We may not find an answer, for our city being too unfriendly for kids having almost no playgrounds or open-fields. On this note, Surf Excel came out with an initiative to let kids have an open ground to enjoy a day to their fullest.

### ➤ **Objectives of the Campaign**

The campaign aims to have a day for the children to enjoy an open ground which they have been being deprived of for their entire childhood. The campaign aims to raise awareness among the parents as well as spread positivity and liveliness among children, letting them breathe under the open sky doing their favorite activities and have a glimpse of life they deserve.

### ➤ **Core Idea**

The idea is to have a street in Dhaka City completely car free to give it a vive of an open field where children, elderly persons can have a time of their own enjoying their favorite activity. Children can have a good time riding bicycle, playing their favorite games – football, cricket, badminton, basketball etc. Elderly persons can hang around and enjoy the fresh air. This campaign can give a spare day to the children to enjoy under the open sky not getting confined into the closed walls or the smartphone screens. The whole concept is designed to give the children the environment they deserve daily but can't get this in a busy and polluted city.

### ➤ **Execution**

The Car Free Street campaign is being organized by Dhaka Transport Coordination Authority (DTCA). This December, Surf Excel has set out on a partnership in the initiative. The campaign is of closing 200 meters of Manik Mia Avenue Road in front of the National Parliament Building, from 8:00 to 11:00 on every month's first Friday morning dedicating the space for the recreation of children and elderly persons. The campaign was designed to block roads on Fridays causing no harm to the regular traffic of Dhaka city. Everyone can enjoy to their fullest at the event for free. Volunteers are assigned to help people out in any inconvenience and to regulate the whole campaign. Different organizations are aligned with the campaign to make it a great success.

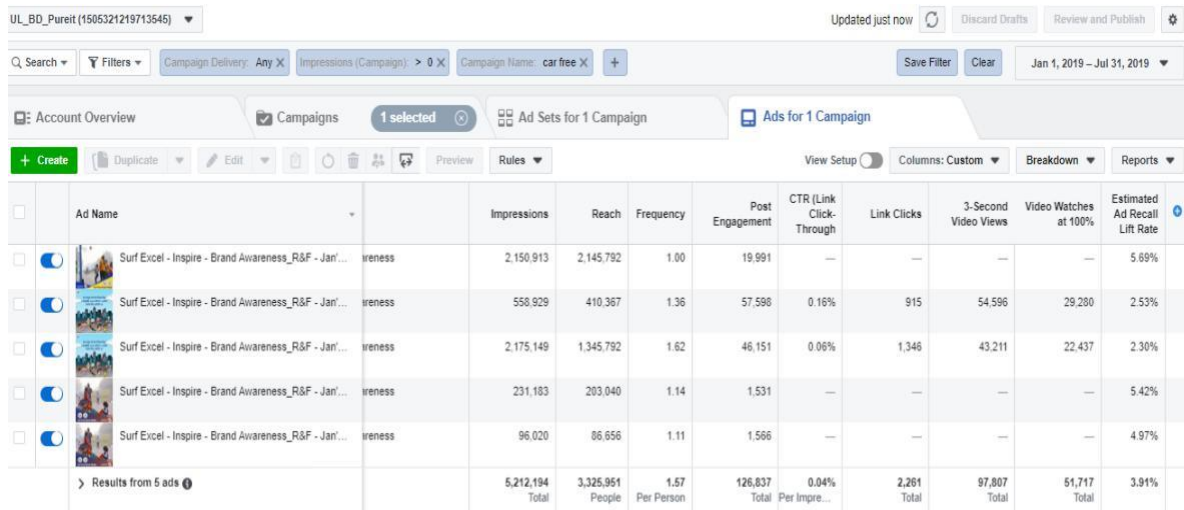


## Result

As the target was to raise awareness and drive the TG to participate in the event through Facebook posts, on average, the CTA posts got 11,179 people reached with 95,819 post engagements. More than 300 people come to the event on every month's first Friday. Among them, 70% are kids.

This is how the brand is keeping on raising awareness on the importance of outdoor play for children.

## Campaign Insight



The screenshot displays the Facebook Ads Manager interface for a campaign named 'car free'. The table below shows the performance metrics for five individual ads and their aggregate totals.

Ad Name	Impressions	Reach	Frequency	Post Engagement	CTR (Link Click-Through)	Link Clicks	3-Second Video Views	Video Watches at 100%	Estimated Ad Recall Lift Rate
Surf Excel - Inspire - Brand Awareness_R&F - Jan/...	2,150,913	2,145,792	1.00	19,991	—	—	—	—	5.89%
Surf Excel - Inspire - Brand Awareness_R&F - Jan/...	558,929	410,367	1.36	57,588	0.16%	915	54,586	29,280	2.53%
Surf Excel - Inspire - Brand Awareness_R&F - Jan/...	2,175,149	1,345,792	1.62	46,151	0.06%	1,346	43,211	22,437	2.30%
Surf Excel - Inspire - Brand Awareness_R&F - Jan/...	231,163	203,040	1.14	1,531	—	—	—	—	5.42%
Surf Excel - Inspire - Brand Awareness_R&F - Jan/...	96,020	86,656	1.11	1,566	—	—	—	—	4.97%
<b>Results from 5 ads</b>	<b>5,212,194 Total</b>	<b>3,325,951 People</b>	<b>1.57 Per Person</b>	<b>126,837 Total</b>	<b>0.04% Per Impre...</b>	<b>2,261 Total</b>	<b>97,807 Total</b>	<b>51,717 Total</b>	<b>3.91%</b>

Image: Campaign insight generated from Facebook Ads Manager

UL\_BO\_Surf Excel (563802694109...

Updated just now Discard Drafts Review and Publish

Search Filters Campaign Delivery: Any Impressions (Campaign): > 0 Campaign Name: car free Save Filter Clear Jan 1, 2019 - Jul 31, 2019

Account Overview Campaigns 4 selected Ad Sets for 4 Campaigns Ads for 4 Campaigns

Create Duplicate Edit Preview Rules View Setup Columns: Custom Breakdown Reports

	Ad Name	Reach	Impressions	Frequency	Post Engagement	CTR (Link Click-Through)	Link Clicks	3-Second Video Views	Video Watches at 100%	Estimated Ad Recall Lift Rate
<input type="checkbox"/>	Surf Excel_Car Free Street_Brand Awareness_R&...	2,118,149	4,905,089	2.32	27,553	—	—	—	—	3.87%
<input type="checkbox"/>	Surf Excel_Car Free Street_Brand Awareness_R&...	2,266,112	2,291,476	1.01	111,932	0.00%	1	108,465	51,665	6.92%
<input type="checkbox"/>	Surf Excel_Car Free Street_Brand Awareness_R&...	1,223,111	3,008,659	2.46	7,574	0.20%	6,069	—	—	4.41%
<input type="checkbox"/>	Car Free Day_Brand Awareness_R&F_Apr19_all...	12,483,566	14,292,899	1.14	275,405	0.00%	4	—	—	2.64%
<input type="checkbox"/>	Car Free Day_Brand Awareness_R&F_Apr19_545...	741,354	781,746	1.05	132,097	0.26%	2,062	127,708	60,073	3.95%
<input type="checkbox"/>	Surf Excel_Car Free Street_Event Response_Aucti...	3,739	4,555	1.22	82	1.30%	59	—	—	—
<input type="checkbox"/>	Surf Excel_Car Free Street_Event Response_Aucti...	65,728	127,350	1.49	2,106	0.94%	1,196	—	—	—
<input type="checkbox"/>	Surf Excel_Car Free Street_Brand Awareness_R&...	306,491	325,830	1.06	2,885	—	—	—	—	3.56%
Results from 8 ads		13,469,469 People	25,737,604 Total	1.91 Per Person	558,634 Total	0.04% Per Impre...	9,391 Total	236,173 Total	111,738 Total	—

Image: Campaign insight generated from Facebook Ads Manager

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## 1.8. Findings on the Case studies

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- The advancement in BTL marketing activities permit us to target a vast number of audiences. Creating brand awareness and paving a way for transparent communication with direct audience. Facebook's micro targeting feature allows us to target specific geo location under specific demographic condition.
- Gen X & Z the age group of 18 – 24 and 25 – 34 spend copious amount of their daily life in consuming digital content.
- Amid all the advantages of Facebook Advertising, one fraudulent aspect is it counts view for any in stream video content is within 3 sec. Whereas, the minimum watch to count a view in YouTube is 30 sec. Which raise a question on effective ad performance on Google or Facebook network.
- Brand are now spending millions of dollars in digital advertising. As a result, organic search is declining rapidly. However, organic search is an effective tool for lead generation.
- Facebook and Digital marketing sphere have a proven way to retarget audiences to make conversion. Earlier, this approach was not easy in ATL marketing system.
- Distinctive difference lies between the umbrella term Reach Vs. Impression. Reach is the total number of people who sees our content. Impression is the number of times our content was displayed.

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## 1.9. Recommendations

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Analyzen is well reputed in the agency landscape. Therefore, it is tough to recommend on any aspect of the company. However, as an essential requirement of the completion of the report I have come up with few recommendations.

- Effective media planning is a crucial point to measure efficiency of a campaign and ROI. However, Facebook's ever changing algorithm poses an obstacle to implement effective performance of our online ad. Hence, media planning team should be provided on the job training under Facebook and Google certification.
- In our local digital sphere, Facebook is the most populous platform, center point of all digital content consumption. Hence, brand should capitalize content strategy on Facebook Ads management guideline. However usage of Instagram is exponentially increasing.
- Analysis of internet behavior demand a comprehensive study to win in the digital spectrum.
- In modern time BTL however is not sufficient. Brands prefer a complete 360-degree approach i.e. ground activation, in sale promotion and other ATL activities to succeed in the marketing endeavor. Thus, BTL agencies should also work on holistic approach of the marketing.

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## 1.10. Conclusion

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Agencies operate very differently than any other corporate workspace. The core marketing activities, ground activation, campaign planning, content strategy provides hindsight on developing a brand awareness to any business graduate looking forward to start their in Marketing. Transparent communication with clients, liaison between the team is vital to implement a big project. In the modern marketing landscape brands are leaning forward more to a holistic approach of branding. Facebooks and googles ever changing algorithm, more advance feature is opening new spectrum of digital marketing activities every day.

According to the study of Nielsen, Digital media Highly engaged social media platform is an attractive platform for FMCG marketers, digital campaigns with on ground activation has a strong impact in creating brand awareness, lead generation and conversion policy. Brand presence on social media platform are now able to promote offering customized to each target audience. Moreover, modern time has enquired brands to be present online more then ever before. Top of mind presence are ensured and highly engagement contents are key to remain engaged with the core audience.



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