

Report on the
Role of Digital Marketing in Creating Brand Awareness and
Affecting Consumer Buying Behavior

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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 Administration

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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. All the main sources of help have been acknowledged.

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Letter of Transmittal

Ms. Afsana Akhtar
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Subject: Submission of Internship Report

Dear Ma'am,

With enormous gratification, I am submitting my Internship Report on the role of digital marketing in creating brand awareness and affecting consumer buying behavior. It has been a great pleasure to apply the academic knowledge I received from BRAC Business School in the practical field and I tried my best to prepare an effective and creditable report.

In this paper, I tried to cover the role of digital marketing in creating brand awareness and affecting consumer buying behavior. I was fortunate enough to work for one of the oldest Marketing Communication groups in Bangladesh, Asiatic 3sixty's digital marketing wing, Cookie Jar.

I have tried my best to complete the report with the essential data and recommended proposition in as comprehensive manner as possible. I wholeheartedly thank you for providing me with this opportunity.

Yours Sincerely,

Md. Zubair Rahman

ID: 12104172

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Executive Summary

Having started my career as an intern in one of the country's largest advertising agencies, I was able to see the transformation occurring in the marketing communications arena.

With the rise of digital media and the advancement of technology, as well as the changes in modern people's lifestyles, the way to communicate to them was also changing.

In line with those changes, the relatively new digital marketing field was gaining enormous momentum and other communication processes were also becoming dependent on it to achieve optimal success for campaigns.

And to ensure that optimal success, the company divided the Digital Marketing team in a streamlined manner which placed five categories of resources in the mix to form one large team, consisting of Planners, Account Managers, Copywriters, Graphic Designers & Animators, and last but not the least, Media Buyers.

As a member of the Account Management & Client Servicing team, I have looked after one of the prominent FMCG brands in the country, CBL Munchee Bangladesh.

While working for this brand, I have experienced first-hand the effect of digital marketing on consumer purchase behavior.

CBL Munchee Bangladesh is a flagship biscuit brand of Ceylon Biscuits Limited in Bangladesh. They have around 15 different biscuits for the Bangladeshi market.

Now, there are a few challenges of having to promote so many products of one company.

Firstly, if you want to promote them digitally, it is better to maintain separate social media brand pages in the digital space for each of them. While this may be the more effective way to ensure the maximum reach of those brands, this is not very budget-friendly, and hence this would not be the ideal route for most of the FMCG brands in Bangladesh.

So, the companies go for the second option, which is promoting all the brands/products through one single social media page. And this is where it gets really challenging.

Given the large volume of advertising messages that the average consumers are exposed to on a daily basis on their news feeds, it is already very difficult to build awareness for one product, let alone 15 products.

Hence, this report is about how did we create brand awareness and influence the consumer buying behavior. Here, I have also written about their product, price, place, and promotion strategy in the digital space.

Chapter 1

Introduction

1.1 Origin of the Study

This internship report has been prepared to achieve the BBA Program requirement of BRAC University. In order to accomplish the Bachelor of Business Administration degree, the students of BRAC Business School are required to participate in a three-month internship program in an organization. This enables us to get some practical knowledge as well as learn organizational etiquette.

I have completed my internship tenure in the Account Management & Client Servicing department of the digital advertising wing of Asiatic 3sixty. As my work was in the digital advertising wing, it enabled me to learn how I can enhance the online presence of a brand with the help of different digital advertising tools. Therefore, I determined to prepare the report based on my work experience over there.

1.2 Background

The present world itself is rapidly evolving, so are people's behaviors, habits, and lifestyles. There has also been a change in the way people communicate. And, with traditional communication methods becoming outdated, finding the right method of communicating with the right target audience has become increasingly important.

Across today's world, communication processes have become more integrated than ever. Thus the use of the digital advertising for achieving greater effectiveness is the way to go forward for the brands.

Here, I have tried to highlight the present situation of how impactful the digital marketing arena has become; from targeting the right audience in the vast digital sphere to showing the target audience contents that are relatable and meaningful to them and will work as a hook to make the purchase decision, achieving the campaign objective in the process.

1.3 Objective of the Study


- To figure out the impact the digital advertising when it comes to creating brand awareness
- To determine the impact of the contents shown through digital media by the digital advertising agency
- To get an idea of internet usage pattern of the netizens
- To understand internet behavior of the target audience

1.4 Methodology

The report has been prepared by implementing the acquired knowledge from my time at the university into practical use, as well as the insight and the experience gathered from my workplace.

The data collection method was two-fold:

 Primary

 Secondary

Primary information was gathered through the work experience and discussions with the company's employees and the clients. Secondary information was taken from internet, mostly from articles, websites, journals and such.

1.5 Limitations

I was able to provide only a limited amount of information, primarily for two reasons. Firstly, the employees and the clients had their limitations in sharing the data. Therefore, available information was insufficient. On top of that, whatever limited information I had, I was unable to make use of all of those data as some of those data were considered confidential.

Chapter 2

Overview

1.1 Workplace Overview

Asiatic 3sixty is one of the pioneers and one of the oldest advertising agencies of the country.

Till date, it is a prominent name in the advertising sector in Bangladesh.



Exhibit 1: Asiatic 3sixty

Asiatic 3sixty is a Dhaka based interactive marketing communication firm dedicated to serving its clients to meet their business objectives. Aly Zaker and Sara Zaker are the founding members of the agency and it got its operative license from the internationally recognized J. Walter Thompson (JWT) agency.

Asiatic 3sixty started their journey on May 15th 1966, then known as East Asiatic, serving the generic businesses in the absence of established brands in that era.

In the last 50 years, the group expanded their operations vastly and allowed themselves to become the pioneering 360 degree marketing solution provider in the country.

Asiatic is comprised of 15+ wings that facilitate their clients with services such as communication, experiential marketing, public relations, audio-visual productions, research, media buying, printing, outsourcing, broadcasting and digital marketing.

In total, the Asiatic 3sixty group currently employs 900+ people in all of its wings and has the honor of being one of the most preferred employers in the country.

1.2 Account Overview

The name of the account I looked after is the brand named CBL Munchee Bangladesh.



Exhibit 2: CBL Munchee Bangladesh

CBL Munchee Bangladesh started its journey back in 2015 as an operative company of Ceylon Biscuits Limited, an international brand having its footprint in 64 countries around the world with a wide variety of products. The parent company, Ceylon Biscuits Limited (CBL), commonly called Munchee is a Sri Lankan food manufacturer, the maker of Munchee biscuits and one of the oldest biscuit makers in Sri Lanka with 60% market share.

The factory of CBL Munchee Bangladesh is at Chawkpara, Mauna, Sreepur, Gazipur, which is the first Sri Lankan owned confectionery manufacturing plant in Bangladesh and the first Sri Lankan owned confectionery manufacturing plant overseas. The plant was set up as it was cheaper to manufacture in Bangladesh as opposed to exporting large volumes there due to high duties on confectionery imports. CBL also has plan to export Munchee to Nepal and Bhutan, and eventually to Europe and Persian Gulf countries from the Bangladesh plant.

1.3 Work Process Overview

As the client servicing of CBL Munchee Bangladesh, the following were my step by step work process:

1. Monthly Calendar & Content Plan for the Brand:

The first thing I used to do is to prepare the monthly calendar along with the content plan for CBL Munchee Bangladesh.

In order to do that, first I had to sit with the Planning team, the Graphic Design team, the Content Management team and the Ad Operations team for a brainstorming session. Since CBL Munchee alone has 15+ products, in the brainstorming session, we decide which products we should focus more on the basis of the result of the previous month's ad campaigns and also the insights we received from the client. Along with that, we crack what contents to post for the coming month and we jot down the ideas.

Afterwards, I prepare the monthly calendar which has the detailed depiction of what content to be posted at what date, which occasion and how much should be spent to run the ad for each of the contents in the Digital Media (Facebook, YouTube, Instagram, Google Display Network etc.)

Once I am done with the monthly calendar, I start preparing the content deck where we write the ideas for the contents in the form of concept note. If we want to propose any campaign for the coming month, I also prepare a deck depicting the campaign modality along with the concept notes for the contents.

2. Pitching the Monthly Plan to the Client:

As we are done with the making of the monthly content calendar and the monthly content plan, it is time to present them to the client. Once we present the plan to the client, they give us their observations and feedbacks over the contents. I take note of the feedback so that we can incorporate them while reworking on the plan.

3. Preparing the Revised Plan:

Here, we start incorporating the feedback we received from the client on the plan. Once we are done with the revised plan, we send it over to the client for approval so that we can start working on the next course of action.

4. Preparing the Brief:

Once the plan is approved, I prepare the brief, mention the deadlines, and send it over to the Content Management and the Graphic Design team so that they can start working on the deliverables accordingly.

5. Following-up:

I have to follow-up time to time and look after the process of the Content and the Design team while they work based on the brief I have sent them.

6. Sending the Deliverables to the Client:

Once the contents are prepared, I send them over to the client for the approval. If there is any feedback from the client's end, I bounce it to the creative team and get back to client with the updated versions.

7. Scheduling the Contents on Social Media Platforms:

Once all the deliverables are good to go, I schedule the contents as per the approved content calendar and forward the links to the scheduled contents to the Ad Operations team so that they can start promoting them as per the allocated budget.

8. Managing the Social Media Queries:

Additionally, I have to reply to the customer queries on the social media platforms of CBL Munchee Bangladesh. Here, we just don't reply to the customers for the sake of it. Rather, we try to engage people, talk to them, and get to know them better.

9. Preparing the Monthly Report:

Once all the contents of the month have been published and the month ends, I start preparing the monthly report along with insights and comments on the ads and the ad performances. Once the report is prepared, I send it over to the client.

10. Repeating the Process

This work process is being repeated every month.

In a nutshell, the role of a client servicing person is to look after and actively participate in the entire work process and make sure everything is working out perfectly and without any hiccup. If there is any hiccup at any stage of the work process, the client servicing person is responsible to take necessary steps to fix it.

Chapter 3

Products, Price, Place

3.1 Products

CBL Munchee is a brand which makes products that cater to all groups of people; starting from the children to the fun-loving youth, as well as the parents and the families. Therefore, when we communicate each of the products, we focus on the group the product appeals to the most.

In a nutshell, CBL Munchee has all kinds of munchees for all kinds of moods for all kinds of individuals.

Let's have a look at all the products of CBL Munchee Bangladesh:

1. Ringo:

Ringo is a doughnut-shaped biscuit targeted towards the children. And that is why, Ringo comes with a kid-friendly brand mascot named Baghu.

2. Yummy:

Previously known as Wafer, Yummy is a crispy wafer made out of soft biscuit cream. Yummy comes in four different flavors: Chocolate, Lemon, Milk, and Strawberry.

3. Nice:

Nice is one of the flagship products of CBL Munchee Bangladesh. It comes with a distinct coconut tang and drizzle of white sugar.

4. Milkaas:

A soft, crusty, round-shaped biscuit from CBL Munchee Bangladesh.

5. Gluco Milk:

Gluco Milk is another crusty round-shaped biscuit of CBL Munchee Bangladesh, filled with the rich taste of creamy milk.

6. Chocolate Chips Cookies:

Chocolate Chips Cookies are prepared by incorporating chopped-up chocolate bits into cookies.

7. Next:

CBL Munchee Bangladesh calls the Next biscuit a real chocolate biscuit to indulge in. Next comes in three flavors: Chocolate, Orange, and Strawberry.

8. Choco Mo:

Choco Mo is a crispy round-shaped biscuit that has a thick coating of sweet chocolate all around it.

9. Choco Mo Peanut Fantasy:

Another round-shaped biscuit with roasted peanut inside it and enrobed with chocolate.

10. Chocolate Fingers:

Small finger-shaped biscuits coated in rich milk chocolate.

11. Chunky Choc:

Chunky Choc is a sandwich biscuit where the delightful rich milk chocolate cream is sandwiched between two crispy biscuits.

12. Caramel:

Another sandwich biscuit, combines caramel cream with chocolate.

13. Choco Crunchee:

One of the newest additions in the chocolate-coated biscuit line-up of CBL Munchee Bangladesh. This textured biscuit is a collaboration chocolate and biscuit.

14. Ginger:

Ginger-flavored round biscuit is a niche product of CBL Munchee Bangladesh.

15. Go Nut:

Much like the Milkaas biscuit, except it has nuts added to it which makes Go Nut distinct from Milkaas.

3.2 Price

Price always has an significant role to play in the marketing process; because, let's face it, customers are always sensitive to the price, and that is not only the case for the Bangladeshi market, rather that is more or less the same all around the world.

Therefore, CBL Munchee Bangladesh tried to have a diligent analysis of the market. Examined the buying potential of the target groups, as well the prices set by the competitor brands. Only after that, the final prices of CBL Munchee Bangladesh products have been set.

The primary objective of the pricing strategy was to make sure that the prices of the products are not higher than the value of the product. As in, whatever the price of a CBL Munchee Bangladesh product is, the consumers must feel that they are getting more value than the prices they pay. In short, offering more value for money was the objective of the pricing strategy of CBL Munchee Bangladesh.

And whenever CBL Munchee launched a new product in the market, the company tried to keep its price competitive as the product is new to the consumers. And when the product becomes popular among the consumers and its sales go up, only then CBL Munchee Bangladesh would consider increasing the price of the product a little bit, which of course has to be without compromising the quality and the taste of the product.

On the next are the prices of the products of CBL Munchee Bangladesh:

Serial	Product	Packaging	Weight (G)	MRP (TK)
1	Milkaas	Wrapper	60	10.00
2	Milkaas	Wrapper	130	20.00
3	Milkaas	Wrapper	24	5.00
4	Milkaas Large Tub	Tub	60	240.00
5	Milkaas Special Tub	Tub	60	100.00
6	Milkaas/Gluco Combo	Tub	60	240.00
7	Milkaas 60g Pouch Pack	Pouch	60	120.00
8	Gluco Milk	Wrapper	60	10.00
9	Gluco Milk	Wrapper	130	20.00
10	Gluco Milk Large Tub	Tub	60	240.00
11	Gluco Milk 60g Pouch Pack	Pouch	60	120.00
12	Nice	Wrapper	24	5.00
13	Nice	Wrapper	94	20.00
14	Nice	Wrapper	124	30.00
15	Nice	Wrapper	230	50.00

16	Go Nut	Wrapper	80	15.00
17	Go Nut	Wrapper	220	40.00
18	Go Nut	Wrapper	105	20.00
19	Go Nut	Wrapper	170	30.00
20	Chocolate Chip Cookies	Bag in Box	80	50.00
21	Chocolate Chip Cookies	Bag in Box	194	70.00
22	Chocolate Chip Cookies	Bag in Box	240	145.00
23	Ringo	Wrapper	30	5.00
24	Ringo	Wrapper	120	20.00
25	Chocolate Wafers	Halfcut	18	5.00
26	Lemon Wafers	Halfcut	18	5.00
27	Strawberry Wafers	Halfcut	18	5.00
28	Gluco Wafers	Halfcut	18	5.00
29	Chunky Choc	Bag in Box	60	30.00
30	Chunky Choc	Bag in Box	100	50.00
31	Chunky Choc 20g Pouch Pack	Pouch	20	160.00
32	Chocolate Fingers	Bag in Box	40	20.00

33	Chocolate Fingers	Bag in Box	100	50.00
34	Chocolate Fingers 20g Pouch Pack	Pouch	20	160.00
35	Choco Mo Regular	Bag in Box	100	50.00
36	Choco Mo- Peanut Fantasy	Bag in Box	100	60.00
37	Next	Bag in Box	10	5.00
38	Next	Tub	10	180.00
39	Next	Poly	10	150.00
40	Next	Bag in Box	25	10.00
41	Next	Tub	10	180.00

And it doesn't end here. CBL Munchie Bangladesh also continuously keeps on providing discounted prices on popular e-commerce websites and online shops like Chaldal and such.

3.3 Place

CBL Munchee takes its products to the export market through its reliable international distributors, reaching far corners of the globe.

In over 64 countries in 7 continents, CBL enjoys a range of established product categories and always looks to expand the network of its distributors.

We know that place or distribution refers to the availability of the product to the target consumers. When a company launches a new product, it is only normal that they will not earn much revenue from it unless the company places that new product in a place where consumers can easily find it. So, the company develops appropriate distribution channels for distribution of its product in efficient manners.

The company therefore, creates suitable distribution channels for the efficient distribution of its products. It analyzes its strengths and market conditions to determine whether its products should be placed through a chain of distributors, wholesalers, or online. The decision regarding distribution channel is extremely for the company's success.

Thankfully for CBL Munchee Bangladesh, the company invested around 3 million USD in its initial phase and planned to invest up to 10 million USD in its expansion aiming at strengthening its dominance in the region and creating solid distribution channels.

The goal of CBL Munchee Bangladesh was to get their products in front of the consumers who are most likely to make a purchase. And they were mostly successful as CBL Munchee Bangladesh products can be seen in branded racks at super shops, departmental stores, nearby grocery shops and even the tea stalls. Also, the products are placed strategically. How so? The small 5 TK to 10 TK wrapper packs of the biscuits can be seen in the tea stalls. The SKUs priced between 30 TK to 60 TK is mostly seen at grocery shops. And finally, the super shops have it all, including the SKUs that come in tub and priced between 100 TK to 250 TK.

And all these paid off big time for CBL Munchee Bangladesh as the company clinched the Fastest Growing Brand in Bangladesh award from United Research Services very recently.

Chapter 4

Promotion Strategy

Promotion is arguably the most important element of the 4Ps of the marketing mix. Promotion is related to communication about the awareness of the product with the target consumers.

Simply put, if a company does not advertise its products towards its target audience, how will it increase its sales? Therefore, brands spend big numbers to attract customers towards their offerings.

4.1 Digital Advertising

As a digital marketing wing, we took care of the digital advertising of CBL Munchee Bangladesh.

As mentioned earlier, CBL Munchee has around 15 different biscuits for the Bangladeshi market. Therefore, there are a few challenges of having to promote so many products of one company.

Firstly, if you want to promote them digitally, it is better to maintain separate social media brand pages in the digital space for each of them. While this may be the more effective way to ensure the maximum reach of those brands, this is not very budget-friendly, and hence this would not be the ideal route for most of the FMCG brands in Bangladesh.

So, the companies go for the second option, which is promoting all the brands/products through one single social media page. And this is where it gets really challenging.

Given the large volume of advertising messages that the average consumers are exposed to on a daily basis on their news feeds, it is already very difficult to build awareness for one product, let alone 15 products.

Keeping the above challenges in mind, we set two major objectives that we wanted to complete with CBL Munchee Bangladesh:

- ✓ **Creating Awareness**
- ✓ **Changing Buying Behavior**

Up next, I will be writing about how we managed to complete the objectives mentioned above.

4.2 Cracking the Communication Routes

We wanted to give all the biscuits different identities so that they can be separable from each other. How did we do it? We created different communication routes for each of the biscuits. The communication routes were unique for each of the products, so that the consumers can easily remember which is which.

In order to do this, at first, we looked after the target segment for each of the biscuits. From our understanding of the brand, it was evident that CBL Munchee biscuits are made for all groups of people. Starting from the children to the fun-loving youth, as well as the parents and the families. Therefore, our Target Audience were 13 to 45+ males and females.

However, when communicating each brands, we focused on the group the brand appeals to the most.

Kids	Teens	Young Adults	Everybody
Ringo	Milkaas	Go Nut	Nice
Wafer	Gluco Milk	Choco Mo	Ginger
Milkaas	Go Nut	Chunky Choc	
Gluco Milk		Chocolate Fingers	
		Next	

The most essential job for us was to first differentiate between all the brands and their individual communications, while having brand specific contents and creatives for each.

So we worked on the communication routes for each of the brands

RINGO

Ringo is a biscuit targeted towards the kids, representation in Baghu, the mascot of Ringo.

Communication Route 1: Comic strips to promote Ringo



Exhibit 13: Ringo Static Post

Communication Route 2: Riddles and quizzes featuring Baghu

The objective was to make the audience familiar with both the pack of Ringo along with the brand mascot named Baghu.



Exhibit 14: Ringo Static Post



Exhibit 15: Ringo Static Post

WAFER

Communication Route: Baghu making the kids around him excited

Since wafer is also a product targeted towards the kids, we featured Baghu here as well; in order to provide the audience with the indirect message that both Ringo and Wafer are targeted towards the school-going children.



Exhibit 16: Wafer Static Post

MILKAAS

Communication Route 1: Slightly advanced quizzes

Milkaas was targeted towards the smart, studious, and intellectual school-going kids and teens. Therefore, unlike the Ringo biscuit, the questions asked here were slightly difficult.



Exhibit 17: Milkaas Static Post

Communication Route 2: Bangla Spelling Bee

This is an interesting communication route which we used to refer as Bangla Spelling Bee. Here, we provided the audience with two words with similar pronunciation along with illustrations depicting which is which. The spelling for one of the words was already given and the audience had to write down the spelling of the second word in the comment section. This was one of our popular content series which generated a lot of organic comments.



Exhibit 18: Milkaas Static Post

GLUCO MILK

Communication Route: Athleticism, as this was targeted towards the sporty teens and kids



Exhibit 19: Gluco Milk Static Post

GO NUT

Communication Route: Going Crazy for Go Nut



Exhibit 20: Go Nut Static Post

CHOCO MO

Communication Route: What If



Exhibit 21: Choco Mo Static Post

CHUNKY CHOC

Communication Route: Love-Friendship-Sharing



Exhibit 22: Chunky Choc Static Post

CHOCOLATE FINGERS

Communication Route: Associating it with Fingers



Exhibit 23: Chocolate Fingers Static Post

NEXT

Communication Route 1: Next is Now!

Here, we wanted to convey the message that procrastination is not a solution and we should be doing things that we need to do sooner rather than later.



Exhibit 24: Next Static Post

Communication Route 2: Predict & Win!

Here, we used to feature a question upcoming football and cricket match or tournament and ask our audience who will the next this or that. We also used to announce giveaway in some of the posts.



Exhibit 25: Next Static Post

NICE

Communication Route: Events & Observances

Since Nice is a biscuit that was targeted towards everybody. This was also known as the family biscuit. A biscuit that you can serve when you have guests visiting your house, or you are having a relaxing time with your family over a cup of tea. Therefore, we used to feature nice biscuits on special days and occasions, such as Father's Day, Mother's Day, Eid, Puja and so on.



Exhibit 26: Nice Static Post



Exhibit 27: Nice Static Post

Ginger

Communication Route: Mood Changer

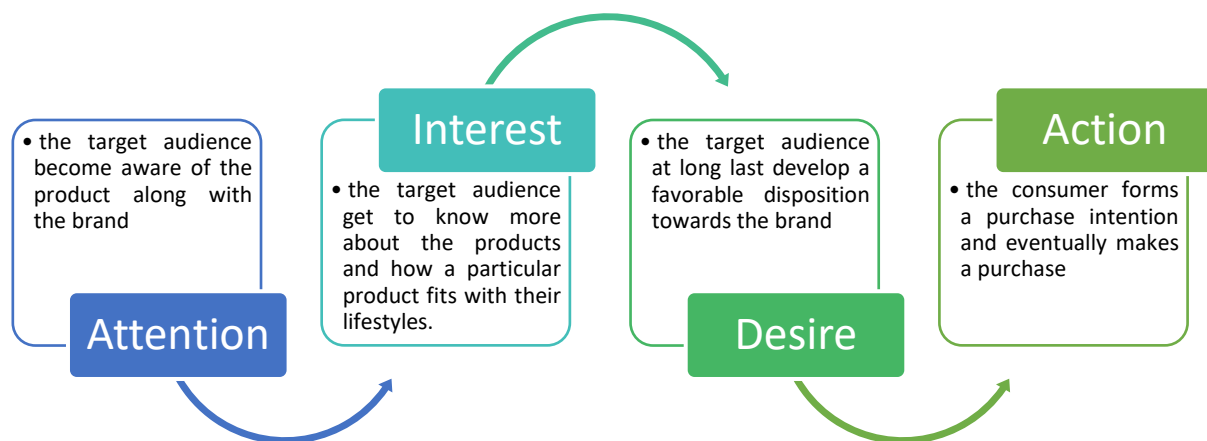


Exhibit 28: Ginger Static Post

4.3 The Consumer Journey

Cracking the communication route was only the job half done. When you spend your marketing budget on digital advertising, you would also want to see some sales generated through it. So we had to streamline our communication in a way that it starts with creating awareness and ends with generating sales.

After tons of discussion and testing, we decided to use the AID model. The AID model consists of four steps: Attention, Interest, Desire, and Action.



Attention

At the first step, the consumers become aware of the brand and its products through advertising. So for this stage, we only designed and communicated product featuring ads. There was one thing in common in common for all the ads we designed at this phase. The product-shots were kept prominent so that it's easily noticeable by the audience.



Exhibit 29: Chocolate Fingers Awareness Ad



Exhibit 30: Choco Mo Awareness Ad

In the ad of Chocolate Fingers and Choco Mo, we can see that the product/pack has been featured very prominently and the product/pack has taken most of the space in the design. These ads have been designed in this way so that the products can be highlighted and the audience get familiar with how the product/packaging looks like. So that they can easily recognize the biscuits next time they visit their nearby shops.

Interest

In the interest phase, the consumer gets to know more about the products and how a particular product fits with their lifestyles.



Exhibit 31: Nice Interest Phase Ad



Exhibit 32: Chocolate Fingers Interest Phase Ad

In the ads above, we can see that the products have been advertised in such a way that is relatable by the audience.

Here, we can also see that the products have not been prominently featured like the products used to be in the Attention phase; rather than taking up most of the spaces in the ads, the product-shots/pack-shots have been moved to a corner and have been featured within a very small space.

Desire

By the time we reach this phase, my target audience is already aware of the products and also know about the features and how the products fit it their lifestyles. By this time, the audience develop the desire to purchase the products.

So, at this phase, we ran ads with a call to action button “Shop Now”, which directed them to e-commerce website “Chaldal”.



Exhibit 33: Ginger Biscuit BOGO Offer Ad

We also ran various BOGO and discount offers time to time during this phase which helped generate more sales.

Action

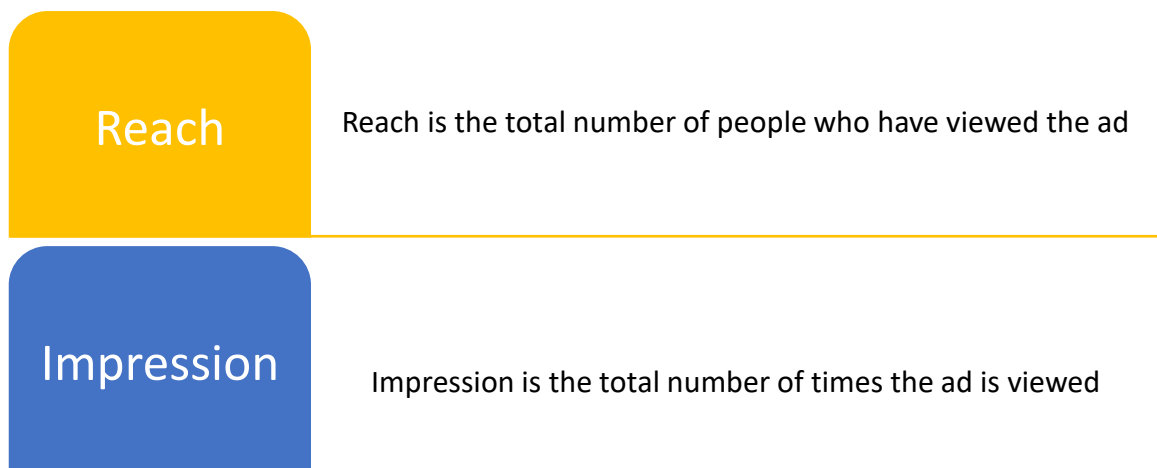
As soon as the consumers land to the e-commerce site, the Action phase starts. Here, they browse the CBL Munchee products listed on the website and make purchase.

So, that was the consumer journey of CBL Munchee Bangladesh. We started with the aim to creating the brand and the product awareness and ended the journey with our consumers making the final purchase decision. In the process, we also changed the purchase behavior of the consumers as they started purchasing the products online instead of offline.

Chapter 5

Measuring the Success

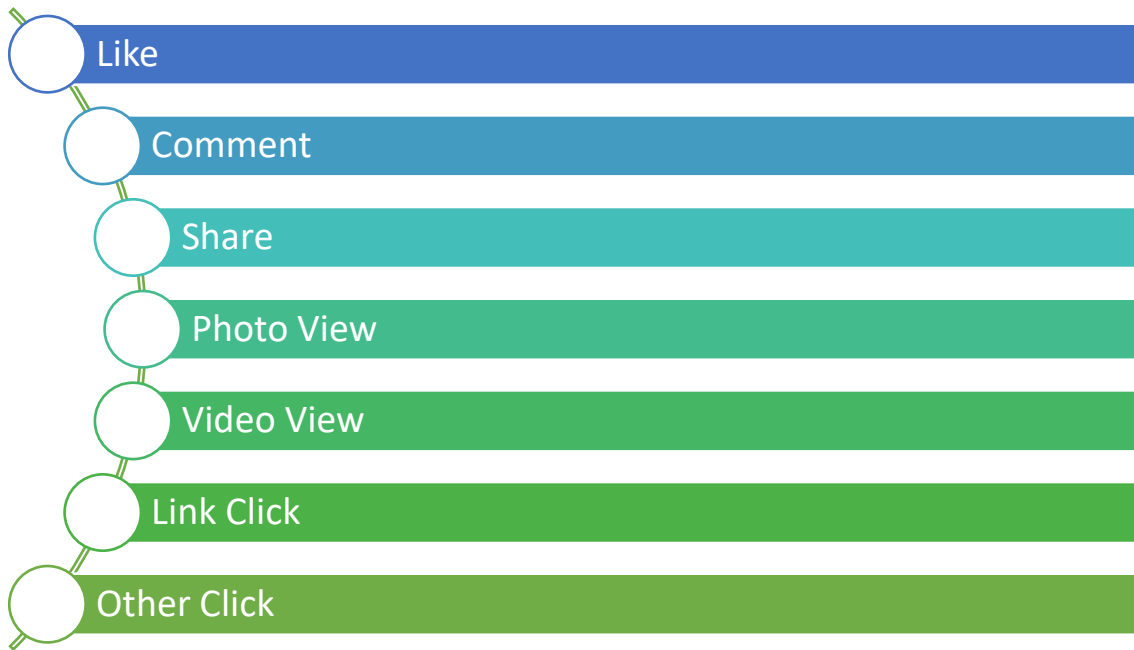
In order to measure the success of an ad, at first, we had to see the **Reach** and the **Impression** of the ad from the analytics of the platform it was run on.



For example, if 10 people have viewed the ad, the reach for the ad will be 10. However, say, 3 of those 10 people have viewed the ad twice; then the total number of times the ad have been viewed will be $(7 \times 1) + (3 \times 2) = 7 + 6 = 13$.

The point to be noted is, Reach is the number of unique people who have seen the ad. If a person sees the ad 10 times, the Reach will still be 1, although the Impression will be 10.

Once we are done with determining the Reach and the Impression, we take into account the seven engagement metrics. The metrics are **Like, Comment, Share, Photo View, Video View, Link Click, Other Click**.



- **Like:** The total number of people who have liked the ad.
- **Comment:** The total number of people who have commented on the ad.
- **Share:** The total number of times the ad have been shared.
- **Photo View:** If it is a static ad, the total number of times the ad have been viewed.
- **Video View:** If it is a dynamic ad, the total number of times the ad have been viewed.
- **Link Click:** If it is a link ad, the total number of times the ad have been clicked.
- **Other Click:** Total number of clicks while viewing the ad.

Once we get all the engagement metrics data, we sum them up and put the summation in the formula below to get the **Engagement Rate** percentage.

$$\text{Engagement Rate} = (\text{Total Engagement} / \text{Total Impression}) \times 100$$

For instance, I got 1200 Reach and 1500 Impressions in my ad. If I have 200 likes, 20 Comments, 5 Shares, 300 Photo Views, 50 Link Clicks, and 25 Other Clicks, then my total engagement would be $(200+20+5+300+50+25) = 600$

So, the engagement rate would be $(600 / 1500) \times 100 = 40\%$

The success of an ad depends on the KPI set by the client. In this case, if the KPI was to ensure 25% engagement rate, then it would have been called an extremely successful ad. On the contrary, if the KPI was set at 50%, this would have been considered not so successful.

In short, the success depends on various factors, the KPI, the budget, the target audience, so on and so forth.

Fortunately for us, we managed to meet the KPI most of the times and the ad campaigns we ran were successful and effective.

Chapter 6

Conclusion

6.1 Findings

Some of the findings while I looked after the CBL Munchee Bangladesh account:

- Interestingly, a lot of people mispronounce the word “Munchee”. Some call it “Munch”, some call it “Moonchee”, and some even call it “Munshi”. This tend to create some miscommunications. More often than not, the shopkeepers have a hard time understanding what the consumer is looking for due to the mispronunciation and so on.
- At times, we organized some quiz competitions and offered giveaway to the contest winners. Most of these contests were winner prediction contests for an upcoming cricket or football match. To our surprise, some of the participants commented all the possible outcomes of the quiz and as soon as the match was over, they deleted the wrong ones from the comment section and kept only the right prediction. This was very difficult to keep track of. This kind of practice from the netizens really caught us by surprise.
- CBL Munchee Bangladesh has almost 7 million followers on its Facebook page. Usually, the number of followers tend to increase gradually as you keep on posting contents on the social media pages. However, in case of CBL Munchee, there was a net decline in number of followers; the number of people unlinking the page was more in comparison to the number of new likers. Although this can happen due to the removal of likes from accounts that have been deactivated or memorialized, a dip in likes was nonetheless a very concerning finding for us.

6.2 Recommendations

- The digital advertising of CBL Munchee Bangladesh is heavily Facebook focused. While it is alright and makes complete sense to have the majority of the focus on Facebook, CBL Munchee should also focus a bit more on other platforms such as YouTube and Google and run Bumper ads and GDN ads.
- CBL Munchee Bangladesh should increase their advertising budget a bit more, at times there were contents which weren't promoted due to the lack of budget. Had those contents be promoted, those would have created more brand and product awareness.
- CBL Munchee Bangladesh does not have a dedicated query management resource enabled. There should be at least one resource who will be responsible to reply to all the customer queries and comments across the social media platforms of CBL Munchee Bangladesh.
- CBL Munchee Bangladesh can run Like ads every once in a while, so that there is a gradual increase in number of followers and no unexpected dip in the number of likes.
- As mentioned above, as a lot of people mispronounce the name of the brand, a Bengali iteration of the logo can be introduced and featured in the product packaging.

6.3 Conclusion

Digital advertising can play an immense role in creating awareness of a brand in the digital space. It even has the necessary tools to bring change in the buying behavior of the consumers. The good stuff do not end here; digital advertising is also much more convenient compared to traditional advertising.

First of all, advertising cost in the digital media is way more affordable compared to the advertising cost in the traditional media.

Secondly, tracking the result and/or the performance of the campaigns on digital media is much easier.

Last but not the least, the brands can get instant reaction from the audience in the digital media which helps them understand what works and what does not work and what needs to be changed in order to work.

Having said that, in no way does this imply that digital advertising matters more than traditional advertising; rather I'm suggesting that the marketers and the advertisers could concentrate a little bit more on digital advertising.

This will eventually help the brands to blur the line between traditional and digital advertising and future-proof the advertising strategy; because the future is not about using digital media efficiently, but rather about using digital media in a way that ensures the best possible use of both digital and traditional platforms and delivers the best possible result.

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Appendix



Appendix 1: Baghu



Appendix 2: Ringo



Appendix 3: Nice



Appendix 4: Milkaas



Appendix 5: Gluco Milk



Appendix 6: Next



Appendix 7: Choco Mo



Appendix 8: Chocolate Fingers



Appendix 9: Chunky Choc



Appendix 10: Go Nut