

Report On
Success of Digitalization In the field of Below the line Marketing in Bangladesh.
Analyzing Digital World Project of Asiatic Exp Marketing Ltd

By

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17204013

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

Brac Business School
Brac University
October 2021

Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

Jannatul Tamzida Mahin
17204013

Supervisor's Full Name & Signature:

Ms. 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: Gratitude for the guidance on Internship Report.

Dear Madam,

It is my honor to submit my internship report on Asiatic Experiential Marketing Ltd, I have had the opportunity to gain skills and work as an even strategic planner and client service department. My reports are very informative and I have tried my best to submit a resourceful report. A brief information on the company's compendium, management and also the plans made strategically are included in my report. My reports are prepared fully based on making personal observation and by the use of secondary data sources such as articles from the website and Asiatic EXP website.

I am very thankful and show my outmost appreciation for the tremendous support you have given me during my internship period, I would like to thank you for your guidance for which I could successfully complete the internship report on due time.

Sincerely yours,

Jannatul Tamzida Mahin
17204013
BRAC Business School
BRAC University
Date: October 6th, 2021

Executive Summary

The pioneer of below the line marketing is Asiatic Experiential Marketing Limited, is the biggest and an industry leading company. I was very blessed to have completed my internship in their company, I have been exposed to a wide variety of ideas, executions and marketing elements that is globally recognized.

I have closely worked on the event and yearlong campaign “Digital World”, the campaign was planned and organized by us and hosted by the Government of Bangladesh. The event set standards and was the first of its kind in the entire nation and the event was a prominent event throughout South Asia. The event showcased the upgraded IT system and advancement of the ITES industry, the event-built opportunities globally. The whole event created a unique experience, my views and ideations were customized from the brief and requirement of the client. I have helped put my ideas into designing the theme, focus on executing the event virtually. The planning process was very simple, but making the plan come into an action was a challenging task. The virtual seminar and workshop set new levels and it created a standard for the future event.

Through this project and internship at Asiatic Experiential Marketing Limited, a lot of things were learnt and I have managed to put the theories into practices. The overall internship period and the events that I put into plans and execution has made me appreciate the hard work done by my co-workers.

I am very grateful for the guidance by my respected faculties at Brac University and my seniors from office who was there to guide me throughout my time at Brac University.

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List of Acronyms

- KV- Key Visual
- AEXP- Asiatic Experiential Marketing
- TG- Target Group
- OVC- Online Video Commercial
- TVC- Television Commercial
- ATL- Above The Line
- BTL- Below The Line

Glossary

Digitalization

Digitalization is the creation of objects or features in the digital or internet platforms. An important document for example can be scanned and converted into a digital document. Digitalization is the conversion of a physical item into a virtual artifact. The networking of the software with physical world began in the 1960s era this increased the value of data analytics that were profitable for the business.

Chapter 1 Internship Overview

1.1 Information of the Student

I am Jannatul Tamzida Mahin, student of Brac Business School, Brac University, Brac University ID: 17204013. I enrolled in the Bachelors of Business and Administration degree in the academic year and semester fall 2017. I choose marketing as my very first major and decided to do a minor in the Human Resource Management coursework. Brac University is one of the most notable universities in our country and it was my honor to have completed my undergraduate degree from Brac university. The university offers many courses works to choose from, all of them are of international standard with skilled professionals to guide the students. Marketing is a field that always fascinated me, I have always wanted to study on consumer psychology and how to gain attention from the consumers to prosper the business. The entire journey from my first to last semester was outstanding, I have had the privilege of gaining knowledge from excellent faculties who are highly knowledgeable in their fields and who are kind and always help their fellow student achieve a career in their desired field.

Internship Information

1.1.1 Period, Company Name, Department, Address

Asiatic Experiential Marketing offered me an internship position in their company which started from June 8th,2021. The internship period lasted for three months. I was assigned to the Client service department under the events unit. My internship is still ongoing and is scheduled to end on 8th September 2021 after which I would be able to work as a permanent employee. The office is located in the urban area of Dhaka, Banani, house 10, road 28, block k.

1.2.2 Internship Company Supervisor's information: Name and Position

During my internship period I was assigned to and worked under the supervision of Mr. Moidul Islam Khan (Shuvo), Senior Manager and lead of Client Service (CS) department in Asiatic Experiential Marketing Limited. With his proper guidance and immense knowledge in the field of marketing helped me attain a lot of information that was necessary for my career ahead in the fields of marketing. My supervisor helped me with a lot of information and taught me tricks and tips on how to serve the clients that would bring them back to us every time they were in need of something. He also helped me gain ideas and let me think out of the box, he encouraged me to do my assigned task at my own pace and gave me the opportunity to share my taught that complemented the client service team. My supervisor was motivating and very supportive during my entire internship period.

1.2.3 Job Description and Responsibility

My main duty was to understand the brief that I collected from the clients during a clients meeting, make plans according to the client's requirements and then incorporating them into a strategic outline to execute the plan successfully. During my time as an Intern at Asiatic Experiential Marketing Limited, I had got a better understanding of the entire project making process through my contribution in many project executions. My seniors were generous and very helpful and included me in various process as part of my learning experience. They acknowledged my skills, considered my ideas and opinions and praised my hard work and contribution towards the company.

1.3 Internship Outcome

1.3.1 Student's Contribution to the company

A very essential part among my duty was to meet the requirements from the clients. I had to pay attention to their brief and deliver the materials they required. My communication and understanding with the clients were highly appreciated by my supervisors and seniors. The other contributions that was given from my part was planning strategically for executing an event for the clients. I had made strategic plans and indulged my ideas that could were innovated and liked by the clients. All my deliverables were delivered before time, I maintained and followed the strict deadlines. My supervisor acknowledged and praised my skills and hard work and always motivated me throughout the internship period.

1.3.2 Students Benefit

Asiatic Experiential Marketing has given me the opportunity to learn a lot, I have learned the strategies of marketing and the implementation of the theories in real life. Completing the projects on due time and following a time flow of a project. I adopted myself with the continuous work pressure, dealing responsibly with a client, maintain a professional relationship with them was something I learned during my internship period. I also learned to maintain a good, sophisticated and healthy relationship with my coworkers. I incorporated my own thoughts and ideas and executed plans during my internship period. During my internship period at Asiatic Exp I have gained a lot of experience, I watched my seniors, my supervisors and my peers and their way of handling the clients and executing plans. I learned their way and followed their footsteps to make formal arrangements. My superiors have really motivated me a lot throughout my internship period. I believe that an opportunity to hold an internship impacts a lot on any student's life. The skills are reflected in a student's life. The internships help students to experience the theories learnt in four years into real life situations. The first step towards a person's career starts from the internship and it is very essential for any student to complete their internship.

1.3.3: Problems/Difficulties faced during the internship

The work environment is very healthy and my peers, supervisors and seniors were very cooperative. I appreciated the help that I got from my seniors and successfully completed the internship. Few of the limitations that I faced during the internship tenure is the extensive workload, the work hours had very strict schedule and a continuous participation and involvement was required. The high pressure and severe workload were very challenging for me during the internship time.

1.3.4: Recommendations for future internships

Internship is a very essential part of a student's life that leads to a better career prospect in the future. Even though maintain a work life balance is quite difficult however I was able to find balance between my work and personal life. Future internships could help youths gain experience and showcase their skills, they can even open more gates of opportunity. However, anyone who has to consider a course with internship should think ahead as the pressure in the work life increases day by day. A very flexible time and schedule is maintained unlike other companies, regular office hours are not followed therefore anyone who wishes to work in an agency should take this into consideration.

Chapter 2

Organization Part- Overview, Functions, Operations and Strategic Inspection

2.1 Introduction (Objective, Methodology, Limitation)

2.1.1 Primary Objective

The following report is about how I put to practice the concepts of Marketing I have learnt during my 4 years of undergrad and marks the end of journey at Brac Business School. This report is based on my observation during the internship period at Asiatic Experiential Marketing Limited.

2.1.2 Secondary objective

The next objective of this report is to put the terms of the business procedure under one publication. Moreover, the report makes a connection between the theories and on spot practice of operations and distribution in the marketing field. Furthermore, the real-life experience is talked in the report that gave and understanding of implementing the terms that was introduced in the coursed taught by marketing department of Brac Business School.

2.1.3 Limitation

As the internship period was only about three months, it was not sufficient to observe the other parts of the marketing field. The duration of time was restricted and limited and more time would've created more opportunities in this field. Due to the pandemic physical observations were not possible thus the understanding of work life and field activities were hampered. Work from home and communicating without face to face interaction created an obstacle during the entire internship period which would have been much easier if the work modality was operated physically. The pressure of work was very concentrated, everyone was occupied with their own tasks and communication and learning was hampered.

2.2 Company Overview

2.2.1 Introduction and history of the Company

Asiatic was established by the Late Aly Zaker and is one of the most successful marketing communication organization in Bangladesh. The company started as service for generic business in its initial phase, it was known as the East Asiatic earlier. With its outperforming services and activities, it earned respect in its industry. The company later established themselves and renamed the organization as Asiatic 3sixty, just as the name suggests they offered an all-in solution of marketing to global and local businesses.

The company has 18 companies under its main wing and different wing work for different fields of marketing. For instance- Experiential Marketing, Marketing communication, Digital Marketing, Outsourcing, Radio Communications and more.

2.2.2 Asiatic Experiential Marketing Division

One of the primary wings of Asiatic 360 is Asiatic Experiential Marketing. The company is well established and renowned for its outstanding work and organizations of countries best events and activation campaigns. The company has its managing director as Iresh Zaker and the chairperson is Sarah Zaker who is also the chairperson of the other wings. The company is mostly engaged with events and experiential marketing, they are the bridge between their client company and the target audience. The company is well connected to the audience and markets the necessary communication that meets the demands of both the company and its consumers. The unique attribute of the company is that they can engage the target audience in a way that changes the perception about a brand in the most positive manner.

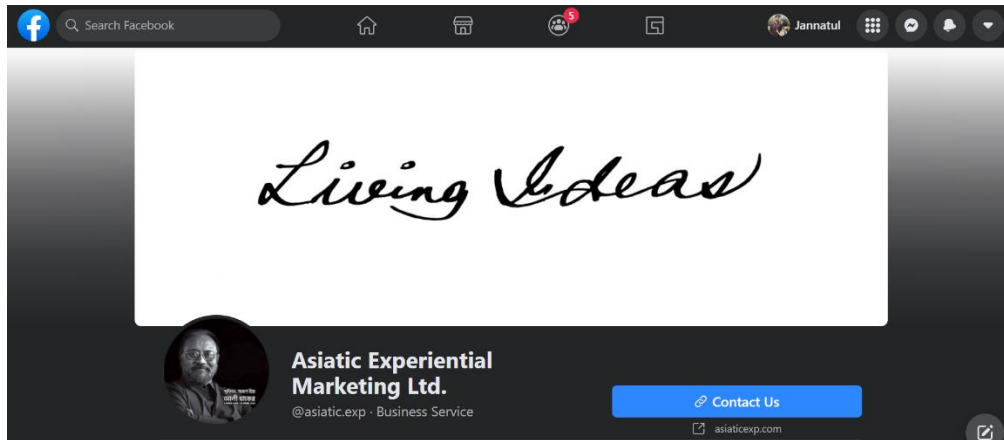


Figure 1 Asiatic Experiential Marketing Limited Facebook Page

The company has its own tag line that says, ‘¹Living Ideas’. Through which they try to tell its client and audience that the company creates ideas and experiences that could live forever in peoples’ heart.

The company has a reputable team of motivated members who have taken up the core values of relationship, ownership and innovation. They execute big events on an international level.

An All-purpose BTL solutions of marketing is given by the company. They are trusted by many famous corporate industries and group of companies such as Grameenphone, Facebook, Suzuki Motors Bangladesh, Nestle Bangladesh, Unilever Bangladesh, GlaxoSmithKline and many other Multinational and National Companies. The company has also gained its trusts from organizations such as UNDP, UNICEF, USAID AND UKAID. Asiatic EXP has also worked with the Government of Peoples Republic of Bangladesh. The company has achieved the Guinness World Record for the campaign- ‘Lakho Konthe Shonar Bangla’. Where people from all walks of life sang the National Anthem at the National Parage on March 26th,2014.

2.2.3 Scope of work

Asiatic EXP is a below the line marketing agency. Hence, their main concentration is on event and activations. But most of the times BTL brief comes with a digital extension. These extensions require

¹ <https://www.facebook.com/asiatic.exp>

specialized team which understands digital media buying and social media marketing. Realizing that Asiatic EXP has now introduced their own digital concern named

Asiatic Experiential Marketing works for one company below the line marketing. They mainly expertise on events and activation. Due to the advanced technology and modern facilities, some of the briefs come from the client as a digital Augmentation. The digital wing requires experienced team that is knowledgeable about the digital media and social media marketing. The company has started its own digital concern named Optimum, that gives a 360-degree digital solution. Optimum just started its journey and needs more experience in its market. They have a scope to enhance their ability as very companies have 360-degree digital solutions.

2.3 Management Operations

2.3.1 Hierarchical Position of Asiatic Exp

In order to functions efficiently the organization, maintain a hierarchical order. A group of diligent individuals contribute their ideas for the success of the company. The individuals are highly skilled in their fields and are given freedom of sharing ideas and opinions on board.



Figure 2 Organization Hierarchical structure. (Asiatic Exp,2015)

The Managing Director of the company leads the organization and has given the Chief Operating Officer the task to report the organizations activities. The overall observation and reports of the company is taken by the Executive Director and is reported to the COO. The same line of hierarchy is maintained in four positions that includes the Assistant Executive, Senior Executive and the Managers. Moreover, Interns are also welcomed and is positioned at the bottom of the hierarchy of this structure. They bring in new interns at each semester and assign them into different departments, mainly Client Service, Planning and Key Accounts.

2.3.2 Functions

Planning, Operations, Client Service and Key Accounts are the main functions of the company. Each department has its own core functions that are performed by multi-talented individuals. In addition, the teams are supported by Human Resources, IT, Finance and accounts and Procurement departments.

²Website of Asiatic Exp: <http://www.asiaticexp.com/>

2.3.3 Client Services

The organization is very patient and serving towards its clients, they tend to meet the demands of their clients on time. They build a lifelong relationship with the organizations they work with and has a reputed name in the diaries of business giants across the nations and international markets. The client service is responsible to get the briefs from clients and get feedback and incorporate the necessary changes during the project execution. They have to understand the client so that the clients are satisfied with the work and recommend others for the tremendous works done by Asiatic EXP.

The Client service is led by Mr. Moidul Islam Khan Shuvo, he is a graduate from Dhaka University. He leads a team of hard working and professional Individuals who strive to grow with the business.

2.3.4 Planning

The planning team takes briefs from the clients and client servicing team and creates an idea about the expected demand from companies, they pitch in ideas and confirms the project that would be executed by Asiatic Exp.

The Planning team is guided by Ms.Nandini Saha, they are responsible to sit with the client service team and creatives team to crack the big idea and then finally put them together to pitch the clients in the most precise way.

2.3.5 Operational and Managerial Activities

The operations team help plan the budget and collects necessary resources in order to execute an event. The operations team has a motivated and efficient individual who helps in getting the project executed on time. They are responsible for the print materials, for making the posters and banners in real sizes.

2.3.6 Human Resource Activities:

The Human Resources are responsible for recruiting skilled and knowledgeable individuals and they are also keen towards motivating employees. The human resource is managed by Mr.Tuhin Roy, he takes

care of the employees compensation and benefits that are required by the individuals from each departments. If an employee faces any sort of problem and requires a leave then it is advised to contact him.

2.3.7 IT Activities:

The IT department looks into the performances of the technologies used, they are responsible for fixing the computers, getting advanced laptops or monitors that are used for graphic designing for the creatives.

2.3.8 Creatives:

The creatives team is responsible to create KV, Leaflets, Campaign and event banners and other visuals and AVs for the clients. They have a team of 3D visualizer, graphic designer and content creators.

The Creatives Team is guided and managed by Mr.Rizvee Khan, he along with Mr.Maimun Ur Rashid Khan bring in the ideas into beautiful creatives and they are used as KV,Mnemonic during the pitch session and ongoing events and campaign.

2.4 Marketing Implications

As the company itself is an agency that works out the marketing plans for its client, they do not require marketing their company, rather they promote themselves through their outstanding activities and builds a network with its clients and choose to market themselves from word of recommendation from one client to another.

2.5 Financial Activities

The finance and accounts information are highly confidential due and the company respects the decision that is taken by higher authority and promises to not disclose the sensitive information.

2.6 Market Analysis and Competitiveness

2.6.1 Market Competitiveness

Attracting the clients, executing events and activations in an extraordinary way is the primary call for action for Asiatic Exp. The competition arises as there are other agencies trying to do similar activities. However Asiatic Exp has built its own brand image and has operational abilities as their main strengths which can outperform other competitors in the market.

The company also has connections with external groups that helps them with the execution of events, furthermore their own sister companies work together to make an event or activation successful.

The client satisfaction is the main objective of Asiatic Exp. The clients are always praising their work which works as a competitive advantage for the company over other marketing firms. However, the competition is still tough in the market as other agencies have their distinctive qualities. Even though there is a competition amongst the same line of marketing agencies, sometimes a collaboration of the companies could be seen that create tremendous events for the community. The 50 years of Bangladesh celebration was designed and organized by the two most famous and successful marketing firms in the Nation, Asiatic EXP and Grey.

2.6.2 SWOT Analysis



Strength: Asiatic Exp is well known in its field of work, they outperform any other companies in the BTL marketing and is perceived by clients from different industries. The company has a huge number of satisfied clients which is one of their biggest strengths.

Their large scale of operations has taken the company into new diversified and respectable positions in its field.

Asiatic exp is recognized by many clients in the market and they have been granted awards and appreciations for their tremendous work in the BTL marketing for organizations.

One of their main strength is the diversified man power, they hire a team of creative, talented and skilled individuals who are highly motivated and is passion about the work they do.

Weakness: Asiatic Exp get a huge number of works at a time from different clients. They need to plan, operate and execute events and activation simultaneously. The work of the individuals are truly amazing. However, they require more work force to reduce the work pressure on the current employees.

Opportunities: Asiatic organizes and executes their own projects other than those of their clients. These projects are highly appreciated by people and stakeholders across the country and internationally. One of the most remarkable projects executed by Asiatic Exp was their very own campaign “Lakho Konthe Shonar Bangla” the campaign earned a position in the Guinness World Record.

Threat: Asiatic is one of the most successful organization in the field of experiential and events marketing in the country. However, the risk of competitors is still there which strives Asiatic to outperform their rivals with innovative ideas. For instance, the growing marketing agencies in Bangladesh. One of the potential threats is Grey Digital, they operate both in the below the line marketing and above the line marketing, they have been doing great works. However, they are a threat to our company.

2.7 Conclusion

Asiatic Exp is one of the most remarkable marketing agencies in Bangladesh with their main concentration being on Below the line marketing. With creative and outstanding individuals, the agency is leading the industry. Self Confidence, well-motivated and a mind to think out of the box is all it takes to be on board. The ideology and moto is to “Inspire Living Ideas”.

Asiatic Exp was established by the Late Aly Zaker. He passed on his creativity and heritage to his wife Sara Zaker and his son Iresh Zaker. The family has contributed their talent to the media industry of Bangladesh for a long time. Asiatic is reaching new heights and is known as one of the most successful marketing agencies in Bangladesh.

2.8 Recommendation

During my tenure at Asiatic EXP, I have learned that the office hours are from 10.30 to 6pm, however, during most of the times the hours surpass the official time. The work time and schedule are very hectic and it reflects on the overall performance, this matter should be taken into consideration. The man power of the organization is also a matter to be thought about. More manpower is required to meet the heavy requirements of the clients on time. An increase in members of the team would spread the pressure and help complete task smoothly. Transportation facility is mandatory, some employees face troubles coming to the office during the pandemic situation maintaining hygiene. Training is very essential it would lead to the overall performance and give quality output to the company.

Project Part: The Success of Digitalization In the field of Below the Line Marketing Digital World

A project by Asiatic Experiential Marketing

3.1 Background

Bangladesh has been hosting the grand event of ³Digital world from the year 2011, it is one of the biggest exhibitions in the field of ICT, the event is a well-known platform to discuss and share knowledge on different sectors of ICT in South Asia. The event works as a networking hub for the experts, industry leads, officials of the government, entrepreneurs, policy makers who are involved with IT and ITES. Digital world also advertises, communicate and bring together the local and international investors in the IT sector by introducing the latest advancement of Digital Technologies.

The main goal of this event was to represent the advancement of digitalization of the country in a way that the target audience could take part even from the comfort of their home and share ideas for the betterment of the country and the world as a whole. The event was organized by Asiatic Experiential Marketing in the year 2020 and this was the 7th edition of Digital World.

Through this report and analysis of the case, a thorough understanding of the digital sector will be identified. The platforms that are mostly preferred by target audience. Moreover, this research might be beneficial for those working in the events sector for further incorporating innovations and introducing more technology for better executing an event.

³ <http://www.digitalworld.org.bd/>



Figure 3 Digital World Bangladesh 2020

3.1.2 Objective

Broad Objective:

The factors and elements that affect the success of digitalization in the sector of Below the line marketing in bangladesh.

Specific Objective:

- The secondary objective of this report is to gain a better knowledge on the digitalization in the fields of marketing in Bangladesh,

- To understand and identify the marketing gap in the field of Below the line marketing, there is a gap that has occurred due to the current pandemic between physical events and conducting online events for not ensuring physical attendance of the audience.
- The purpose of this research was to identify the scope of work through digitalization in order to conduct events.
- With my research on this project Asiatic Experiential marketing could use the statistics for better insight that could be used for future projects that follow the similar modality.

3.1.3 Significance

The survey done on the target audience on this event is yet to be done in a wider scale. The online event platform and online conferences have been increasing in number due to the recent pandemic for which physical events cannot be executed. The paper on this topic will be beneficial for Asiatic EXP and other marketing companies in developing strategies and plans for executing events virtually. The populations were mainly those who took part in online events such as the employees of certain organizations and students. These sample were familiar with the virtual world and has an understanding on the many platforms the event would be executed. The respondents were reached through online platform and asking them to fill up a google form, they were convinced due to the short time taken for filling up the form.

3.2 Methodology

The main aim of the paper is to get a concrete understanding on the fields of BTL marketing through digitalization. A research was done through online survey and observation within a timeframe of 30 days. The methods that were used to gain insight were few questions that were sent by using google form, there were 20 respondents who took part in the survey and helped in getting a better understanding in the digitalization of events. The survey was sent to office going youths, final year university students because they are connected digitally and they are mostly interested in digital events. The answers were confidential and personal information such as email or phone number were not taken.

3.3 Findings

Through these projects some findings and observations were made by getting responses from the online survey. Some people found the event app platform very easy to use, however there were also some audiences that found the platform very difficult to use. The use of avatars was new to some people and most of them found the use of avatars very interesting and unique.

Would you like to share your personal information for creating an account?

14 responses

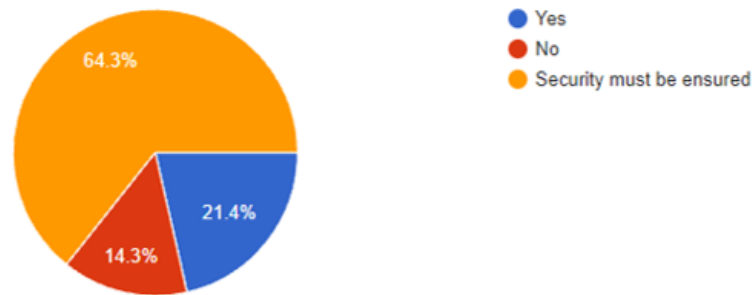


Figure 4 sharing personal information

One of the findings says that 64.3% people were eager to share their personal information. However, the other 21.4% were totally against sharing their personal information on the virtual platform. In an article written by McKenny (2018), people today feel secured enough to share their information if they are ensured about the security properly.

Would you like to create your own avatar

13 responses

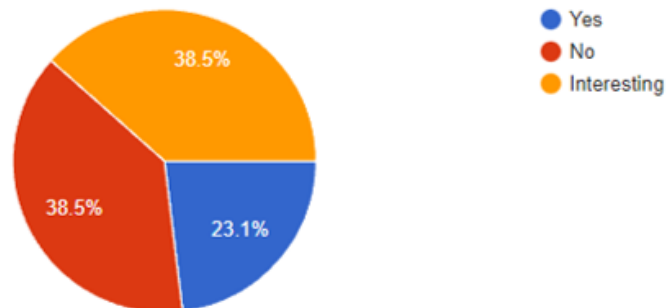


Figure 5 creating avatars

Some of the survey responded that most people like to create their own avatar and found it very interesting. The use of recent technology and artificial reality helped us create a world that feels more real than ever. The creation of avatar gives audiences an experience of themselves in the online world.

Would you prefer online event or physical event?

14 responses

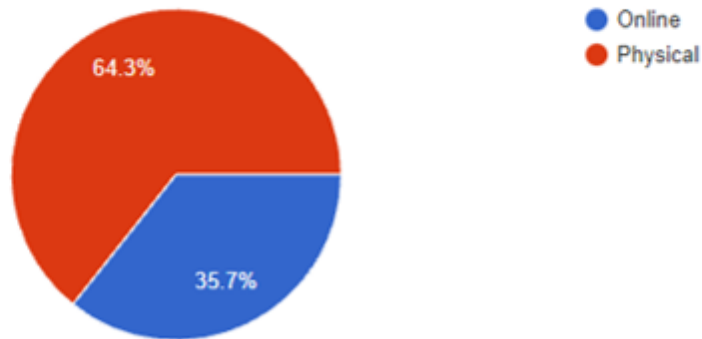


Figure 6 online or physical events

Due to recent pandemic most of the events that could have happened had to be either postponed or executed virtually. Most of the respondents liked the physical event much more than the online platform. Most online events till date were very ordinary however, due to recent advance in technology the events can be perfectly executed online.

Would you want live events in online platform?

14 responses

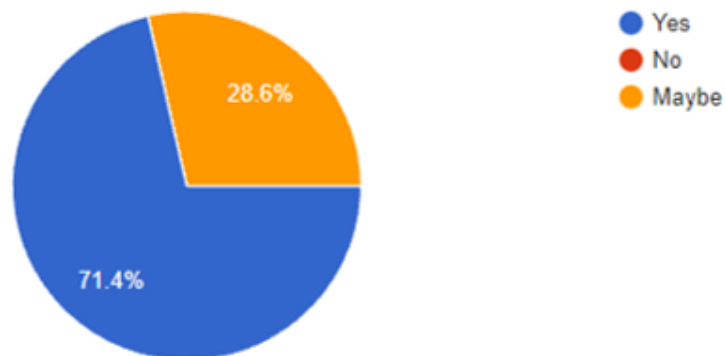


Figure 7 live contents

The event shows were conducted by pre recording videos, however many people didn't enjoy the pre-recorded shows rather they preferred live performances and live webinars or conferences. 74.4%

respondents said that they want live performance even if the event takes place in an online or virtual platform.

Would you enjoy recorded contents?

15 responses

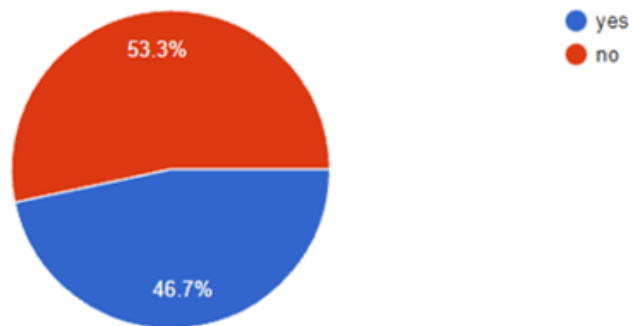


Figure 8 recorded content

Recorded contents such as speech and poetry that was a part of the big show were not enjoyed by the target audience. As mentioned above they preferred more live contents than recorded ones.

Would you enjoy a Virtual Concert?

15 responses

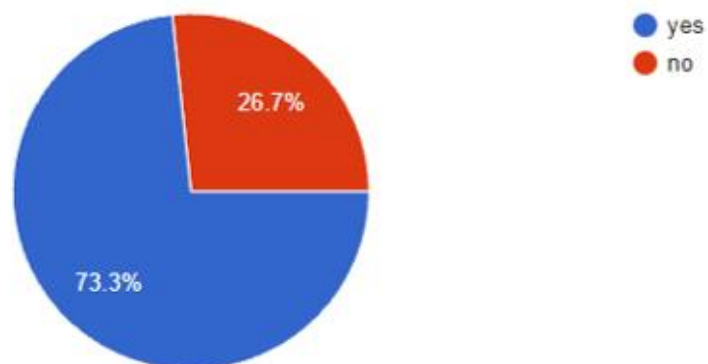


Figure 9 virtual concert

Virtual concert is something that is yet a new thing in this country and throughout the world. Till today most of the concerts that were organized was executed physically. Most people were keen to see the concerts virtually from the comfort of their home. This created more opportunity for the BTL marketing companies as they can still organize and execute programs even if there is a restriction on physical venue or physical modality.

Which Platform would want the event to be held?

15 responses

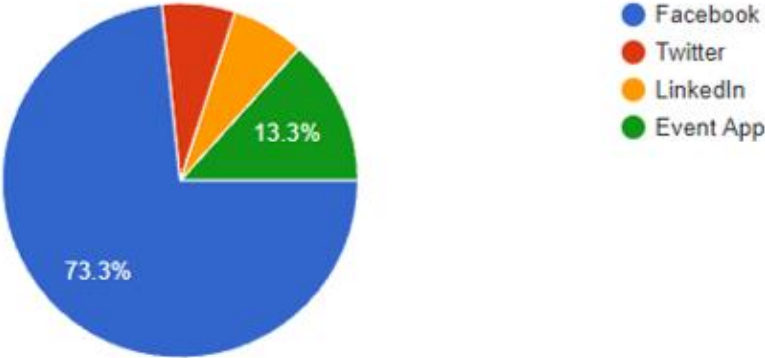


Figure 10 Event platform

Online events had many options as a platform to be conducted, they can either conduct an event in Facebook, LinkedIn or create an event app. As youths and youngsters use Facebook most of the time, they prefer Facebook over the other platforms. Therefore, in order to execute events virtually clients or organizations can use Facebook as a platform to organize an event.

3.8 Conclusion:

The research objective on digital events were met, many audiences liked the concept of virtual events in the times of pandemic. The research was done in line with the BTL marketing companies, due to the current situation of Covid 19 pandemic there has been a major shift in number, more than 2000 events were conducted virtually, the events were extremely successful as per the research. However, there could have been more research on this sector for a better understanding so that organizations such as Asiatic Experiential Marketing limited to successfully execute and plan an event. A post event research and insight will lead to innovations in this sector forgetting a better reach.

The scope of work in this new normal is tremendous, due to digital metaverse and more technology it got very easy for companies to execute an event with all the other restrictions.

3.8.1 Recommendation:

The company emphasizes on the creation of distinctive and variegated emotions to their projects, this exclusive feature is what satisfies the clients that come to Asiatic Experiential Marketing Limited for unique and bold ideas. The clients relate their campaign thoughts and ideas with those that are pitched by the planners of AEXP marketing limited. The execution of plans is splendid, they use high technology and advanced tools for executing an event that creates memory for the whole nation even in a virtual platform. If other companies that are doing similar tasks at the BTL marketing field can do more research and bring in more innovation in the online event field. A research with at least 1000 respondents can be enough for getting an idea on what kind of events can be executed. More technology and use of artificial relative and chroma technology could be used in order to create more real time events in the virtual world.

The government of Bangladesh is very enthusiastic and looks forward to increasing the digital aspect of Bangladesh, therefore they can conduct more events in case physical events cannot be held with the restriction of gathering of people in public events.

Brac University may offer courses on digital marketing which would increase the knowledge of the students and they can perform better at their respective workplace. The University can also arrange sessions for those who are working in a similar field to guide the students who are interested in this sector, this will increase the skills and make the tasks easier to execute in real time situations.

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