

Report On
Digital Marketing Campaign Analysis of Square Food and
Beverage Limited

By

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

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Declaration

It is hereby declared that

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

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Letter of Transmittal

Ms. Mahreen Mamoon
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Subject: Submission of Internship report

Dear Madam,

I am very pleased to present my Internship on Digital Marketing Campaign Analysis report for SFBL, made at your request. It was a good experience for me to finish my internship at SFBL. The company offered me a place where I could learn marketing activities.

I have tried my best to complete this report with the necessary information and recommended program. Furthermore, I tried to make it as perfect as possible.

Lastly, I would like to express my deepest gratitude to you for being a great manager in my training time. I believe this report will meet your expectations.

Sincerely yours,

Sumiya Wazed Erittra
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BRAC Business School
BRAC University
Date: October 09, 2021

Non-Disclosure Agreement

This agreement is made and entered by and between Square Food and Beverage Limited and the undersigned student at Brac University named Sumiya Wazed Erittra as a form of pledge to ensure that there will be no disclosure of unauthorized confidential information of the company by the student.

Acknowledgement

First of all, I would like to thank Almighty Allah for His blessings which led to this a successful internship report. Without His blessings, I cannot think of getting an internship opportunity and help from other people. In addition, I like to show from the heart thanks to my internship supervisor, Ms. Mahreen Mamoon. I was always under her supervision monitoring the preparation of the report and her guidance helped me to gather the necessary information then introduce it in more detail. Besides, I want to express my deepest gratitude to my organization Senior Brand Manager, Abdullah Al Muhin who helped me improve my own skills such as analysis development etc. His friendly leadership opened the door to self-improvement. Lastly, I want to thank my parents for their care and support that gave me the strength to win all the obstacles to successfully completing my internship.

Executive Summary

The internship report focuses on the work experience I have accumulated as an intern in the Marketing Department of SFBL which is a well-known Bangladeshi company. I especially focused around the Digital Marketing campaigns that embraced to leave their purchaser delighted and engaged. SFBL has consistently been keeping up with quality service and their activities incorporate an immense number of administrations which they convey utilizing various media stages like TVC, OVC, YT and Facebook. I have shared point by point experiences alongside the organizational overview .Later I have examined about the fruitful Campaigns SFBL has attempted .simultaneously I have additionally referenced with regards to branding and positioning was accomplished for the items to make marks more alluring than the contenders and furthermore hold these brands in the buyers mentalities. SFBL is consistently enthusiastic and committed about offering the quality assistance to reinforce their standing and is consistently open to thoughts and act of spontaneity to make their customer toward the day's end.

Keywords: Digital Marketing campaigns, TVC, OVC, branding, positioning

Table of Contents

Declaration	ii
Letter of Transmittal	iii
Non-Disclosure Agreement	iv
Acknowledgement	v
Executive Summary	vi
Table of Contents	vii
List of Figures	ix
List of Acronyms	x
Chapter 1 Introduction	1
1.1 Origin of the study	1
1.2 purpose of the study	1
1.3 Objective of the study	2
Chapter 2 Organizational Overview	3
2.1 Background of the company	3
2.1 Background of the company	4
2.2 Mission and Vision	5
2.3 SWOT Analysis	5
2.3 SWOT Analysis	6
2.4 Campaigns of SFBL	6
2.4 Campaigns of SFBL	7

2.4 Campaigns of SFBL	8
2.4 Campaigns of SFBL	9
2.4 Campaigns of SFBL	10
2.4 Campaigns of SFBL	11
2.4 Campaigns of SFBL	12
Chapter 3 Findings and Analysis	13
3.1.1 Objective of the Report	13
3.1.2 Significance	13
3.2 Methodology	13
3.3 Limitations	14
3.4 Findings	15
3.4 Findings	16
3.4 Findings	17
3.5 Recommendation	17
3.6 Conclusion	18
References	1
Appendix	18

List of Figures

Figure 1: Campaign promotion and Reminder of Submission	10
Figure 1.2: Campaign Winners	10
Figure 2: Radhuni Father's Day Campaign	12
Figure 3: Radhuni Jhotpot Darun Ranna Campaign	13
Figure 4:Radhuni Nirapod Masala Campaign	14
Figure 5: Profile of Respondents	15
Figure 6: product Recognition of SFBL	15
Figure 7: Impact of DMC on respondents	16
Figure 8: Satisfaction rates of the respondents	17

List of Acronyms

SFBL Square Food and Beverage Limited

TG Target Group

OVC Online Video Commercial

TVC Television Commercial

DMC Digital Marketing Campaign

YT YouTube

Chapter 1

Introduction

1.1 Origin of the Report:

Brac University's internship program is a graduation requirement for BBA students. This report is part of the internship program's requirements. The Organizational Supervisor, Abdullah Al Muhin, Sr. Brand Manager of Square Food and Beverage Ltd, assigned this project, which was approved by Faculty Supervisor, Ms. Mahreen Mamoon.

1.2 Purpose of the study:

The main reason of this study is for familiar with the practical knowledge about the marketing activities and campaign analysis process which is followed by Square food and Beverage Ltd.

- This profession has grown in importance since employees are required to acquire digitalization, expand their expertise, and tackle technological obstacles in order to achieve excellent performance. The key reason for choosing Square Food and Beverage ltd as my internship report is that they are always concerned about their continuous development to raise their efficiency level.
- I am excited to complete my internship at SFBL and write a report on the above-mentioned topic, which is relevant to my newfound knowledge. As a result of my major in marketing, I have a lot of practical knowledge of marketing activities that fall under the marketing function. In addition, working for a reputable company like Square Group has provided me with real-world exposure and office experience.

1.3 Objective of the Report:

In our academic studies, we learned and experimented with many business ideas. As part of the BBA program, the internship gives us the opportunity to get involved in the company closely and understand their day-to-day operations. Working with SFBL has given me the opportunity to understand their digital marketing activities and campaign process. The main purpose of this report is provided below:

- Gaining a better understanding of Digital Marketing and your impact on the e-commerce industry
- Relating my academic knowledge to a real corporate environment
- To get information and learn about active participation in the company environment
- Find out how digital marketing helps with the normal marketing process.
- Evaluate the purpose, methods, efficiency and effectiveness of Digital Marketing

Chapter 2

Organizational Overview

2.1 Background of the company:

When you think of the present world, square collection means a name and thrives not only in Bangladesh but above the various nations of this world. Square is not just a brand name in Bangladesh. It's a business image. The trip to the Square was not as straightforward as it seems now. Currently one of the largest organizations meeting in Bangladesh is working to bring them here today. The square is currently a combination of pharmacies, baths, clothing, equipment, data processing, food items, and the clinic - with an average annual profit of more than 6,000 crores per year and about 33,000 employees. Mr. Samson H Chowdhury is a pioneer and author of this Square. It was founded in 1958 with its first organization called Square pharmaceuticals Ltd in Bangladesh. It was named Square because it signified accuracy and flawless quality.

Currently the Square Company is opening its wings in various categories. Square shopper items Ltd. has started its tour in 2000 as a person from the Square Group and within a short time, it has made a great impact and won the hearts of its customers with 5 products over 70 items. It has also achieved ISO 9001 international quality standards due to the quality of its management. In 2010 the organization achieved ISO 22000 hygiene through management. Meanwhile the United States Food and Drugs Administration is also eligible. During this time, Square Consumer Items Limited began its tour in 2000 as an individual from Square Group, which is the main company house in Bangladesh. Its strong commitment to quality, innovation, weight development, and the promotion of continuous development and innovation in emerging business sectors that understand the needs of its customers has given the organization

a complete business environment. In 2010, the organization achieved ISO 22000 with its hygiene framework board. More than 10 years after the fact, on September 1, 2014, it was re-evaluated as SFBL.

SFBL has introduced five common types on the market called Radhuni, Ruchi, Chashi, Chopsticks and Aaram. Radhuni is the main leader of the organization as indicated by the Square. Shortly after its launch, Radhuni drew the attention of housewives who asked for a place to stay and time to cook and who led a busy life. Radhuni's ingredients are enhanced primarily by basic flavors, blended flavors, oats and heart-pounding flavors of sweet oils, etc. Ruchi, on the other hand, offers snacks for foods such as Chanachur, Fried Dal, Banana Chips, Potato Crackers, Muri, Jhalmuri, Sauce, Ketchup, Jhuribhaja, Peanut, Chutney, Pickles, and Nectar are used as a spread. Ruchi is really focused on youth and has won the hearts of young people with their toughness, taste and development. There is also the expansion which is a new product of the organization, called Chashi. It is a landmark of those officially collected from farmers with indigenous and youthful properties and gives a taste for our garden and our home. It has two creative centers planned in Papna and Dinajpur. Chopstick Instant Noodles has any kind of available, for example, an unusual salty noodle in a homeroom that has been strangely modified by teen worries. Aaram 100% Fruit Juice is the result of the Square Food and Beverage Limited beverage launched in March, 2020 in three varieties: Apple, Mango and Orange. Created in Bhutan. March, 2020 in three varieties: Apple, Mango and Orange The SFBL currently has about 2500 publishers and due to its work environment and highly influenced staff, it has lower prices compared to a separate association. The SFBL does many different projects and exercises the same as their CSR exercise episodes, for example, Radhuni Kirtimoyee Sommanona formed by a young woman who created and paid for them every year. In addition it began to organize the performance of the International Folk Fest and Classical that we had heard that tone would save the common and social parts of our country.

2.2 Mission and Vision:

In particular, the vision of the SFBL should be world-class producers in Bangladesh by ensuring quality excellent customer products and services with the help of technology and its promotion Staff pool.

Mission and visions can therefore be summarized in such a way that they thrive:

- To keep on giving the absolute best of what the customer needs
- To investigate new sections of market and to take into account it
- To keep on guaranteeing inborn nature of clean food items
- To improve purchasers' norm of food propensity
- To guarantee that the items are accessible at purchasers' doorsteps
- To improve the strength and ability of the association that will add to organization's expanding development both in homegrown and worldwide business sectors.

2.3 SWOT Analysis:

Strength:

- Strong brand presence in the minds of consumers.
- The square has a reputation for producing hygienic and high quality products.
- Getting support from sisters' concern groups
- Strong market position.
- Have skilled and experienced employees

Weakness:

- Lack of proper Employee training
- Lack of co-operation and collaboration between departments.
- Fewer research and a little initiative for research and development.

Opportunity:

- SFBL is also popular with the major domestic and international markets
- An increasing number of potential customers
- labor costs are cheaper compared to others
- Proper utilization of resources

Threats:

- An increasing number of competitors
- Increasing the cost of necessary equipment and machinery
- The high cost of using the latest technology
- Unexpected changes in preferences, needs and demands of customers

2. 4 Campaigns of SFBL:

Chashi Dawat –E-Eid Campaign:

Targeted Customers:

The target Customer was mainly Facebook users mainly 20-60 year old Bangladeshis of all gender especially for women and bachelors who live away from family.

Objective:

- Get closer to the TG
- Promote Chashi Aromatic Rice as an healthy alternative
- To stay top of mind of TG as high quality rice brand
- To create brand Awareness

Execution:

The campaign was announce from Facebook page of Chashi to participate on a contest to send any recipe made with Chashi Aromatic Rice and inbox it to the page. The best recipes will be the winner and a gift voucher will be given to the winners.

Positioning:

The whole idea of the campaign was to imprint image of the brand Chashi in the minds of the customer so the first thing TG will think about when rice is mentioned is Chashi Chinigura Aromatic rice.

Branding:

The brand is a process involved in creating a unique brand name and image in the minds of customers, especially through advertising campaigns with related themes. The competition Chashi encounters will inform you about the product and will contact TG. , when buying and

searching for similar products in a store the first thing that comes to mind is Chashi Aromatic Rice.



Figure 1: Campaign Promotion and Reminder of Submission.



Figure 1.2: Campaign winners

Radhuni Father's Day Campaign:

Target Customer:

The target audience was mainly young people who wanted to let their father know how much they loved them.

Execution:

The campaign began a week before Father's Day. It has been announced from Radhuni Facebook Page to do something with Radhuni for their father and in the inbox so with a picture of his father and childhood memories. The best messages will be sent to the address of fathers and exciting gifts. When all the fathers received gifts and messages from their children, they were extremely emotional. The response and response to this campaign was over whelming on the Facebook page.

Positioning:

All of Radfhuni's promotional activities were based on "a small act that deepens bonding" so on a special day called Father's day the Digital Campaign was held. Through this campaign TG will have the opportunity to improve their relationship with their father and cherish their childhood memories.

Branding:

Radhuni Baba's Day campaign was only for Facebook promotion. However, Radhuni went on to mark a series of slogans that strengthened the bond throughout the campaign as seen in all that was done.



Figure 2: Radhuni Father's Day Campaign

Radhuni JhotPot Darun Ranna Campaign:

Target Customer:

in order to catch men and women in the targeted market, Radhuni used two themes in their promotional activities. Attracting women's attention puts light on an area where women are more focused. It is a time for them to learn how to win the heart of their mates. They also want this to be done to fulfill their need and make their life easier by Radhuni ReadyMix Masala.

While promoting it to male members, it emphasizes its best qualities for producing flavors that make people less nostalgic in their early days when they were often amazed at their mothers cooking skills as due to the Covid-19 pandemic they are away from their loved ones.

Execution:

Radhuni created OVC and their offerings on social media platforms. The image of the post got 110,515 and generated 31,685 engagement. On the other hand, the OVC got 1,526,638 reach and generated 1,433,545 engagement.

Positioning:

Radhuni in this campaign, is positioned to be a Spice brand that can easily be used and liked by everyone. Through this campaign Radhuni is trying to keep relationship healthier.

Branding:

Through this campaign Radhuni ReadyMix created a beautiful image in the mind of TG. OVC Radhuni retained its reputation when it launched an excellent campaign that will bring in new customers to try out the product.



Figure 3: Radhuni Jhotpot Darun Ranna Campaign

Radhuni Nirapod Masala Campaign:

Target Customer:

Target customer was mainly 18-50 year old Bangladeshis of all genders especially women.

Execution:

Radhuni created TVC, YT advertisement, OVC and their offerings on social media platforms.

The YouTube post got 750 views. On the other hand, the OVC got 2,233,630 reach, generated 1,934,730 engagement and 5 share.

Positioning:

Radhuni in this campaign, is positioned to be a Spice brand that can easily be trusted and loved by everyone. Through this campaign Radhuni is trying to create awareness among the TG about open spices.

Branding:

Radhuni Nirapod Masala campaign was for all social media platforms as well as in TVC.

However, Radhuni went on to mark a series of slogans that created the awareness about the spices throughout the campaign as seen in all that was done.



Figure 4: Nirapad Masala Campaign

Chapter 3

Findings and Analysis

3.1.1 Objective of the Report:

Broad objective of this report is to gain knowledge about digital marketing campaigns and different marketing activities of SFBL.

Secondary objective:

- To learn about the organization as a whole, as well as each and every step of digitalization and campaign analysis
- To become familiar with the techniques, tools, and procedures used by SFBL.
- To analyze the effectiveness of the campaigns

3.1.2 Significance:

The target audience survey for this event has yet to be completed on a larger scale. Due to the present pandemic situation, where physical activities are not possible, the number of online events and conferences has been growing. SFBL and other companies will benefit from the article on this topic in establishing their marketing strategy and preparing virtually.

3.2 Methodology:

The main aim of the paper is to get an understanding on the fields of marketing campaigns through digitalization. A research was done through telephone interview and observation within a timeframe of 1 month. The methods that were used to gain insights were few questions that were asked over the telephone, there were 70 respondent who took part on the telephone survey. In addition, all of the company's employees were quite helpful in acquiring the information for this research. Gathering necessary digital marketing information and campaign

was convenient through social media. Furthermore, additional data was gathered from SFBL's website, books and previous research.

3.3 Limitations:

- Due to the pandemic situation it was not possible to conduct survey on a large scale as physical interviews cannot be conducted. Therefore, responded for this survey was less than 100.
- Due to a lack of time, the report has been hampered. Due to the deadline to there was not enough time to conduct in-depth discussions and gather additional information before writing this report.
- Because the amount of information about the organization structure and the product was confidential and sensitive, it is possible that data gap has resulted in a report being left elsewhere.

3.4 Findings and Analysis:

This section covers the analysis and research data collected from the primary source. It aims to examine the effect of DMC on respondents. This analysis will give clues and insights and enable us to understand the following questions:

1) Who are using the products of Radhuni?

Among the 70 samples who answered the questionnaire, 45 samples answered they prefer Radhuni when they consider spice and other related products. Out of 70 samples, 35% respondents were male and 65% were female. In addition, 32% respondents were aged between 31- 35 years.

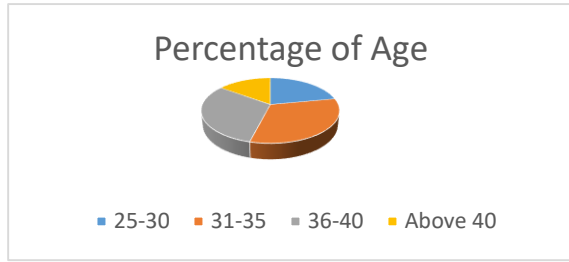
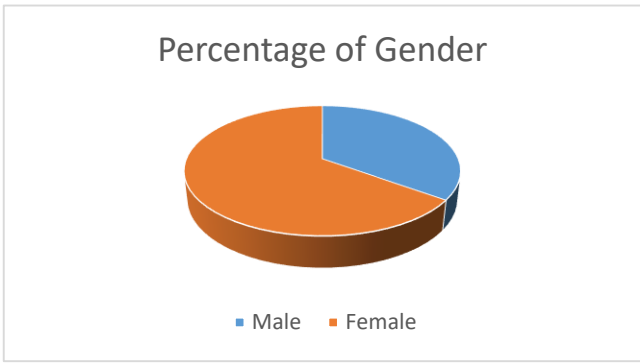


Figure 5: Profile of respondents

2) Are they aware of the products before the campaigns?

Amongst 70 respondents, 45 respondents were aware of products of SFBL before the campaign launched and rest 25 respondents showed there unawareness due to few legitimate reason such as they prefer products of another brands for their regular uses.

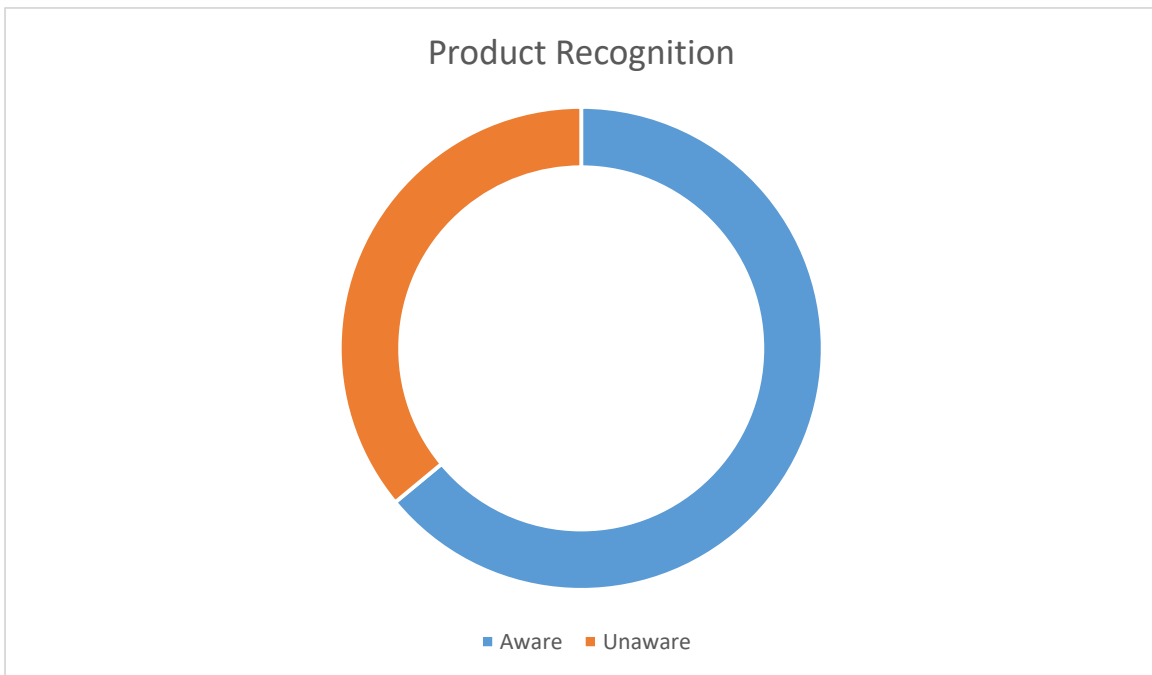


Figure 6: Product recognition of SFBL

3) Does the consistency and clarity of the message in the DMC make the name of SFBL products easy to recall and create a positive image?

Amongst 70 respondents, 10% of respondents disagreed to the fact that promotional campaign was able to represent their products whereas 18% stayed completely neutral and stated that it hardly made any difference for them. The rest 72% of the respondents of the survey agreed that it indeed created an influence.

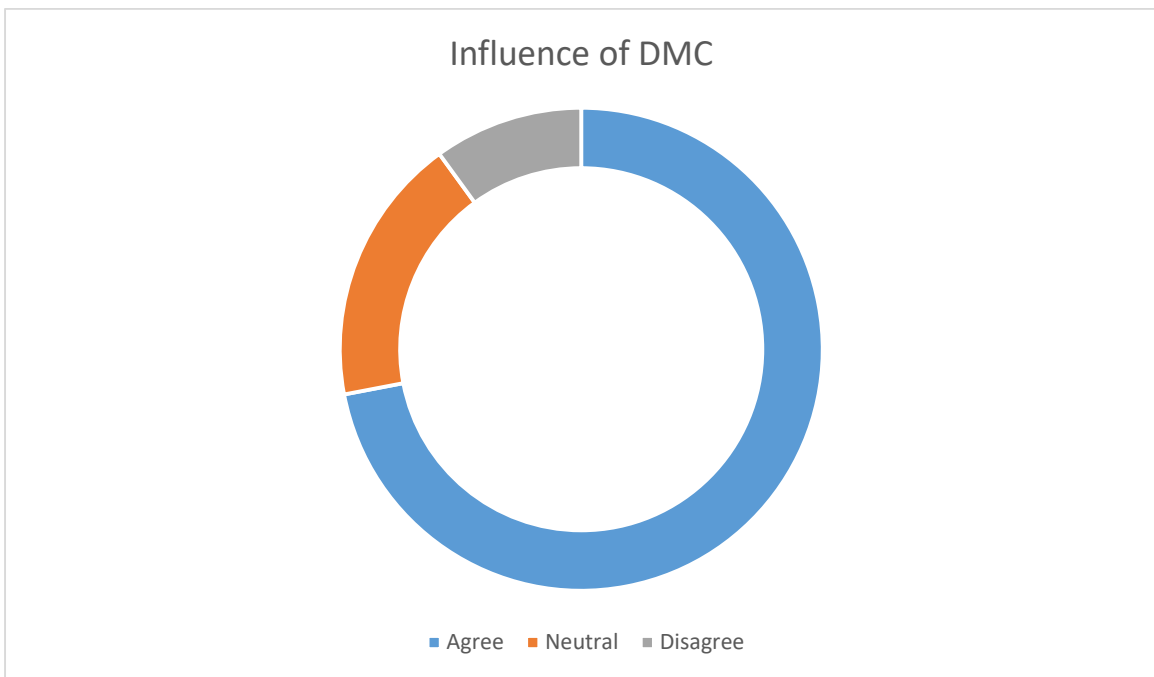


Figure 7: Impact of DMC on the respondents

4) Are you satisfied with the products and willing to use the products regularly?

The purpose of this question was to determine the respondents whether they have any complains about the products. So that the SFBL team will be able to improve the products according to their customers need. Amongst 75% of the respondents are satisfied with the products due to its high quality and 25% of the respondents are not willing to use the products of SFBL.

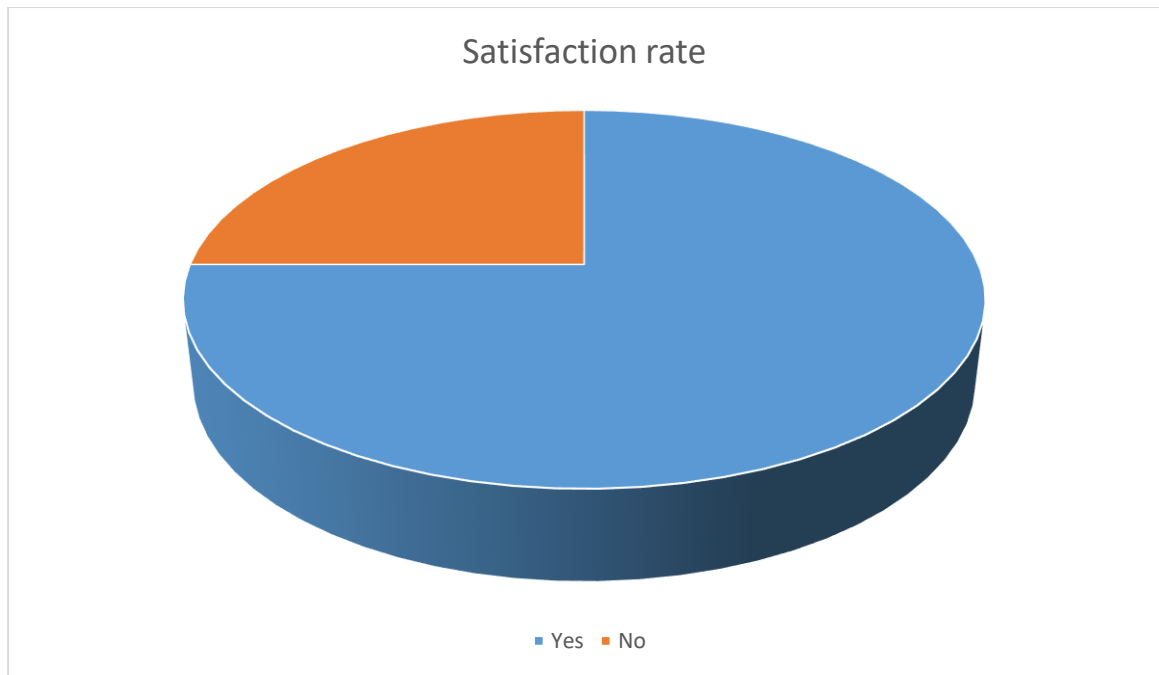


Figure 8: Satisfaction rate of the respondents

3.5 Recommendation:

- To conduct this project it was mandatory to collect minimum 500 respondents from different region
- SFBL should step up promotional campaigns. For example, they might set goals for campaigns and design them accordingly.
- They should use more digital media platforms such as LinkedIn, Twitter, Google plus etc. to spread more and more
- Buy or import the most advanced tools: They should buy or invest in the purchase of the most advanced tools (such as: Facebook Power Planner, Twitter Native Platform etc.) for digital advertising campaigns that can eliminate this problem.

3.6 Conclusion

My trip to the SFBL was full of learning. Throughout my internship, I have learned a lot about advertising activities, DMC, product development etc. Their amazing work environment allowed me to ask and hear any organizational issue. The office itself feels at home and has been a great opportunity to learn. The combination of creativity and pitching capability has shaped me to be a creative thinker and let my theoretical thinking be appreciated. This has been a great stepping stone for my future career.

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