

Report On
How Digital Media is changing the advertising landscape in
Bangladesh

By

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ID: 17104125

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

Brac Business School
Brac University
February 2022

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:

_____ **Shadman Hossain Bhuiyan** _____
Student Full Name
Student ID

Supervisor's Full Name & Signature:

Supervisor Full Name
Designation, Department
Institution

Letter of Transmittal

Tania Akter
Lecturer,
Brac Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Ma'am,

With great pleasure, I am presenting my internship report on Asiatic Mindshare Ltd. The internship opportunity was an enlightening journey for me as it exposed me to a highly professional and competitive work environment by working in the country's leading advertising agency.

The topic of my report is "Digital media - Changing the advertising landscape in Bangladesh". The main focus of my study was to understand, identify and document how the use of digital media is changing the standard practice of advertising in Bangladesh, by both Asiatic Mindshare Ltd and their brand clients. I tried my level best to get inside into the actual operations and activities.

I hope that you will consider any mistakes I might have made on any part of my report in spite of my best efforts. I trust that the report will meet the desires.

Sincerely yours,

Shadman Hossain Bhuiyan

ID: 17104125

BRAC Business School

BRAC University

February 5, 2022

Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between [Name of Company] and the undersigned student at BRAC University

Acknowledgement

The successful completion of this project is the outcome of contributions from a number of people, especially those who have given their valuable time and effort to share their thoughts, suggestions and experiences to improve this report. To begin with, I would express my deepest gratitude to Almighty Allah for giving me the strength and composure to finish the task while managing the workload. I would also like to express my gratitude to my academic supervisor, Ms. Tania Akhtar, Lecturer, BRAC Business School for her guidance and support that I needed the most. This was a learning opportunity of the lifetime for me and I really appreciate her efforts to give me proper directions from time to time. I would also like to thank my supervisor on the field, Mr. Asif Mahmud Shahriar, Asst. Manager of Client Service, Asiatic Mindshare Ltd for teaching me the inner workings of advertising and guiding me through every step. Finally, my most sincere gratitude goes to all the current employees of Asiatic Mindshare Ltd for sharing their thoughts, information and industry knowledge with me that helped me to complete the report.

Executive Summary

I have prepared this report while working as a client service intern at Asiatic Mindshare limited. This report is prepared by doing a survey and from my own observation while working in this organization.

My duty during this internship was assisting the team members on client accounts and portfolio management, content development, campaign planning and community management.

I wanted to find out through this report how the using of digital media is changing the way of advertising in Bangladesh. The report is divided into three parts, each one having more than one subsection in it.

The first part consists of the overview of my internship tenure in Asiatic Mindshare Limited and my experience of that period. Second part of the report consists of the organization part, where I have compiled all the information about the organization I could gather and was provided with by my supervisor and team members. In this part I also included a SWOT and Porter's Five Forces analysis. The last part of the report consists of the project part, where I documented my survey, research findings and observations. I conducted an online survey with 61 participants. My observation was while I worked and noticed how everything worked and why every single little thing was important. Lastly, I came up with a conclusion and some recommendations.

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List of Acronyms

CM	Community Management
CS	Client Service
ATL	Above the Line
TVC	Television Commercial
OVC	Online Video Commercial

Glossary

ATL	Above The Line marketing practice. Where advertising and the mediums involved has a wider target audience. Such as TV, Radio or billboards.
Client Service	The team or department in any advertising agency which maintains and liaises with client companies and acquires new clients. Often referred to as Accounts Management also, where clients are individual accounts or portfolios.
Media Buying	It is a process of using paid media efforts. It is performed by identifying and purchasing ad spaces on different media channels that are relevant to the target audience at the optimum time for the least amount of money.
Digital Media Buying	The process of media buying in digital space. Essentially acquiring ad placements on apps, websites and other digital platforms.
Community Management	Managing queries on social media accounts, customer relationship management.

Chapter 1

Overview of Internship

1.1 Student Information

Name: Shadman Hossain Bhuiyan

ID: 17104125

Program: BBA

Majors: Marketing (1st major)

CIM (2nd major)

1.2 Internship Information

1.2.1 Internship Period: 3 months, extended 2 month (September 20, 2021 – February 28, 2022)

Company Name: Asiatic Mindshare Ltd

Address: Millennium Castle, House 47, Road 27, Block A, Banani, Dhaka 1213, Bangladesh

1.2.2 Internship Company Supervisor's Information:

Company Supervisor: Asif Mahmud Shahriar

Designation: Assistant Manager, Client Service

Email: asif.mithun@mindshare-bd.com

1.2.3 Job Description:

- Intern in the Client Service team
- Manage the social media accounts of:

➤ Nokia

- Clemon
 - Bashundhara Diapant
 - Bashundhara Tissue
 - ACI Fun Snacks
 - Detos
 - Spicy Potato Sticks
- Respond to page queries
 - Provide customers with information about the products and price.
 - Provide exact locations of stores and customer care centers to customers.
 - Provide product information to customers.
 - Provide campaign-related information to customers.
 - Provide brand managers the dealership information that they want.
 - Liaise with the brand manager for accurate communication.
 - Send customer information, complaints and deconflicting with the brand.
 - Maintain the quality of response to customers that client expects.
 - Make monthly digital content plans for different clients.
 - Analyze the pages and prepare monthly reports of the quality and engagement of all the content posted, customer responses by generating statistics from Community Management tools.
 - Analyze and prepare monthly reports of the competitor's social media activities, contents, campaigns and responses.
 - Perform in-depth competitor's analysis for potential client pitches.
 - Participate in Strategic Planning for campaigns, ads and overall strategy of different clients.

1.3 Internship Outcomes:

1.3.1 Student's Contribution to the company:

- Prepare and edit FAQ sheets for community management of different brands
- Prepare monthly retainer bills for creative contents
- Prepare monthly competitor's analysis (sent directly to the clients)
- Conduct research

1.3.2 Benefits to the student:

As this was my first experience of working in a professional environment, the internship was an eye-opening experience for me. Also, working in an advertising agency gave me a chance to peak into the intense and competitive world of branding, where brands compete with each other on the level of creativity, not the highest sales. In these 4 months, my team leader, supervisor, reporting officer and other employees of Mindshare taught me some valuable lessons:

- **The difference between representing a global brand and a local brand:**

Managing a global brand like "Nokia" and a local brand like "ACI Fun Snacks" is not the same. Responding to the target customers is also not quite the same. A response to the customer of ACI Fun Snacks (a simple greetings) may seem like a very general response to the Nokia customers. I learned from my internship tenure that there is a huge difference among customers even in their expectation of customer service.

- **Communication Skills:**

I worked directly under my supervisor who monitored my work closely. I was given access to WhatsApp groups with clients. Whenever I faced any problem, I asked my supervisor for guidance and sometimes I had to communicate with the client, brand managers directly. Through this, I learned how to communicate with the people I am working under or with, which is important no matter where I work in future.

- **Technical Skills:**

I got the opportunity to use world-class community management tools during my tenure at Mindshare. Not only the day-to-day functions of them, I have also generated regular performance reports using them and by analyzing the statistics, I have gotten a clearer picture of how digital media works and its scope. As the senior-most intern, I was given the opportunity to Beta-test a new CM software purchased by Asiatic Mindshare Ltd.

- **Creativity:**

During the whole internship period, the one thing that was constantly demanded and helped foster in me by the organization was to develop creativity. From content to campaign planning for different brands, having a creative mindset was required. Throughout my internship, more than 20 of my contents have been published and a few more of my concepts and ideas were converted into successful engagement campaigns and OVCs.

- **Analyzing the contents of competitors and comparing with our clients:**

In the first week of every month, I had to create analytical reports of the contents posted throughout the previous month by the competitors for all the brands. Through making these reports I understood how to analyze competitor's activities (in digital marketing), industry practices, opportunities, what to look for and how to grab the attention of customers.

1.3.3 Problems/Difficulties:

As I had community management of different brands as one of my primary responsibilities, I had to often work on weekends and keep a constant vigil on the brand's page activities even on weekends and holidays. Also, during campaigns, it was a challenging task to attend to the flows of queries all by myself, and it became more difficult day by day as I was entrusted with more work such as content development along with this.

1.3.4 Recommendations:

Managing six Facebook pages by only one person is a heavy load of work and it is very difficult when there is increased activity on more than one page at the same time. I sometimes had to monitor the pages 14-16 hours a day to clear the cluster of notifications. On many weekends (Friday and Saturday) I had to work from home otherwise too many messages and comments would be unanswered.

Also, the briefs for content planning were often too short and unclear for me to grasp and create the concepts according to the needs. It was when I started to get included in strategy meetings then I understood the objectives and visions behind the requirements, and the results showed in more of my contents getting approvals from the client end. If it was like this from the get-go, I could have made more out of my efforts at the beginning.

Chapter 2

Organization Part

2.1 Introduction:

Media is a tool to communicate or deliver a message to the targeted group. For companies both in product and service offerings use various kinds of media to reach their target customers. There was a time when there was only print media, then came radio and television. However, it was a one-way media. Then came the internet and with it, digital media which was more effective as we can real time analyze your ROI (return on investment). Through digital media, we can do both mass marketing and also niche marketing tailored specifically for the target group of customers. Most of the companies use more than one media or channel to communicate with their customers. After researching the market, companies have to make a well-defined plan on how they are going to use all the media and reach their target customers through integrated marketing communications. The media plan has to be effective and also efficient or no matter how good your product or service is it will not attract the target customers. Companies take the help of marketing agencies to do all this task. A Media & Advertising agency does everything from research to reaching the target customers. They do market research, data analysis, strategic planning, media planning, digital media planning, media buying, data analysis, creative content creation, community management etc. for the clients.

Using digital media for advertising has changed the marketing game for brands. Now they are reaching a global audience through search engines and remaining in constant visibility through social media and YouTube.

Effectively utilizing all these verticals and strategizing is not an easy task for any brand, and there comes the services offered by advertising agencies.

2.2 Overview of the company:

2.2.1 History of Asiatic Mindshare Limited:

Mindshare is a subsidiary organization of GroupM, which is a division of WPP. It has operations in 86 countries throughout Asia, North America, Latin America, and Europe (WPP, n.d.). Asiatic Mindshare is a joint venture between Mindshare World and Asiatic MCL. While Mindshare World is already a world-renowned advertising agency, Asiatic Marketing Communications Limited is the biggest and oldest advertising agency in Bangladesh. The journey of Asiatic Mindshare began in June 2001. In the last 21 years, it has gained the trust of their clients as a one-stop media solution. The 3 core values of Asiatic Mindshare are teamwork, speed and provocation with purpose (Mindshare Bangladesh, n.d.).

2.2.2 Present Situation:

At present, Asiatic Mindshare Ltd has more than 100 clients who are served by more than 200 employees. They are recipients of more than 100 awards in the 21 years they have been operating in Bangladesh. Mindshare has won the highest number of awards in both COMMWARD 2021 and Digital Marketing Awards 2021 arranged by Bangladesh Brand Forum, thus offering their clients the best mix of media by 360° services. (Mindshare Bangladesh, n.d.)

2.2.3 Core Values:

- a) Teamwork
- b) Speed
- c) Provocation with purpose

2.2.4 Mission Statement:

Mindshare's mission statement goes as, "We aim to be our clients' lead business partner, to grow their business and drive profitability through adaptive and inventive marketing. We do this through speed, teamwork and provocation because in today's world everything begins and ends in media. We create new things and have fun doing it." (Mindshare Bangladesh, n.d.)

2.2.5 Services Offered:

- Media Buying & Planning: Using consumer response and analyzing the data insights and right spending to help the clients gain maximum exposure for their brands. (Mindshare Bangladesh, Services, n.d.)
- Digital Planning and Buying: Planning and buying a result driven marketing strategy for the digital ecosystem. (Mindshare Bangladesh, Services, n.d.)
- Data Analysis: Provide Clients with data driven insight so that they can stay ahead of their competition. (Mindshare Bangladesh, Services, n.d.)
- Mindshare Loop: Offering a data infused War Room; designed to make collaborative and adaptive decisions and across paid, owned and earned marketing in real-time. (Mindshare Bangladesh, Services, n.d.)
- Brand/Market Research: Do a thorough research of the client's brand and also the market they compete in so that the best marketing combination can be determined. (Mindshare Bangladesh, Services, n.d.)
- Drama/Content Production: Creating print, from print, audio, video, TVC digital, animated graphics, and social media content etc. according to client's needs. (Mindshare Bangladesh, Services, n.d.)
- Social Media Analysis: Do in-depth analysis of client's social media pages also of their competitors. (Mindshare Bangladesh, Services, n.d.)
- Community Management: Manage clients' social media pages, response to customer/consumers queries. (Mindshare Bangladesh, Services, n.d.)
- Ecommerce/Web Development: Provide e-business clients web development solutions for their business. (Mindshare Bangladesh, Services, n.d.)

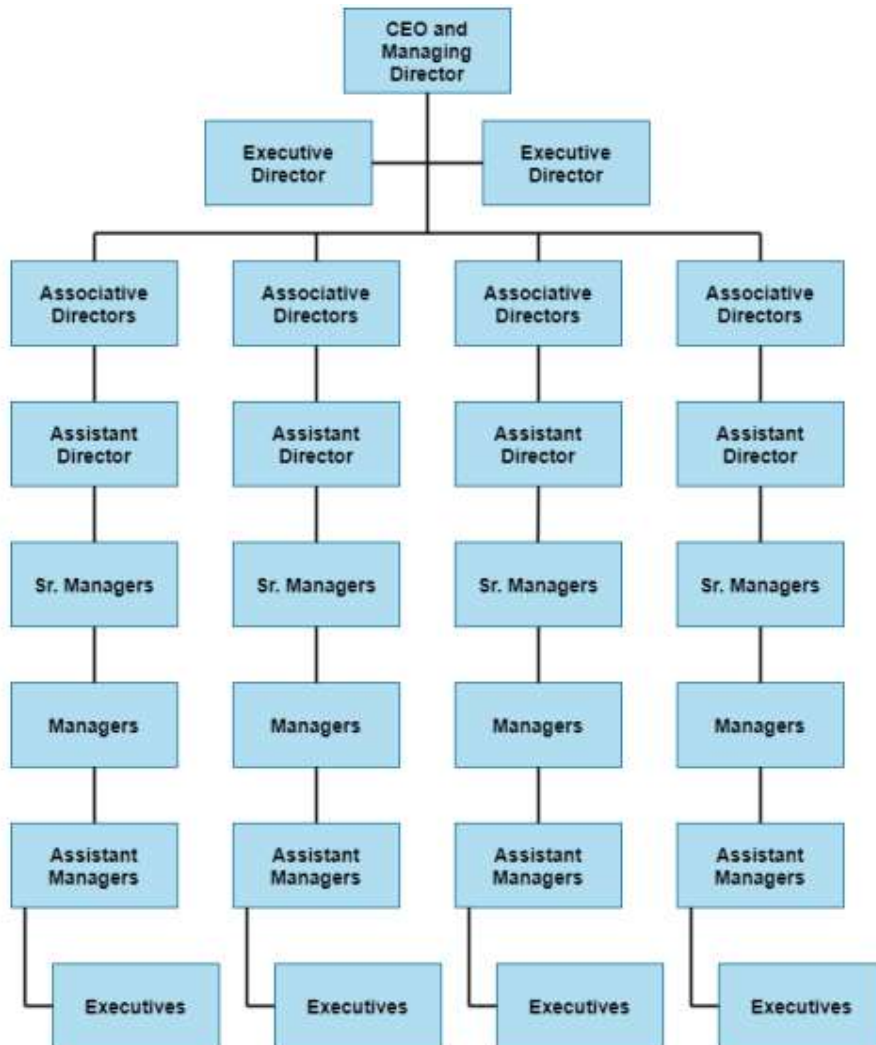
2.3 Management Practices:

2.3.1 Organization's Leadership Style:

Asiatic Mindshare Ltd. follows a democratic leadership style. Democratic leadership style is when the leader or manager gives the freedom to all members under him to share ideas, but the final decision is taken by the manager (Shahriar, personal communication, 2021). In Asiatic Mindshare Ltd., there is no strict policy to call seniors sir and Madam. Seniors encourage the juniors to call them Bhai/Apu. This shows what kind of a friendly environment the office has. Marketing is not a one-man task. It involves so many tasks that are not possible for a single man to do. Marketing is a team effort of people/employees from different backgrounds and different expertise working together. A manager manages them all but all the ideas come from the expert, maybe manager gives a briefing about what the client was looking for, so according to that the graphics designer can think of the designs that matches the client demands, content writer thinks of the potential ideas and everyone else who is in charge of a specific task think of potential ideas and they go to the managers and he green lights the best idea among them. Core values of Asiatic Mindshare Ltd are teamwork, speed and Provocation with purpose (Mindshare Bangladesh, n.d.). With democratic leadership style, they can easily stay true to their values which they keep in their heart while everything they do.

- As a marketing agency, teamwork is very vital as I said before that it is impossible to do all the tasks if there is no synergy between all the members.
- Speed also cannot be achieved without a democratic leadership style because if the manager had to come up with all the ideas, then it would have taken a lot of time. Members coming up with their own ideas and then going to the manager to finalize it saves a whole lot of time.
- Lastly, provocation or inspiration to be creative would not have made any sense if the members were not to give input with their expertise.

2.3.2 Organizational Structure:



Source: Personal Observation

Figure 1: Organizational Structure

2.3.3 Departments:

- Client Service: Maintain liaison with the client end, collect briefs and guide other teams within the agency to fulfill the project, coordinate with other departments according to the client's needs, pitch and acquire new clients, manage the client's website, social media pages, create contents and post them. The department I am working in as an intern.
- Creative: Content writers, Copywriters, Scriptwriters, Graphic designers, Video editors, Photo editors etc. are in this department.
- Strategic Planning: Develop overall strategies for client's brand communications and production.
- Research: This department does the marketing research and client's brand research to help the media planning and buying department.
- ATL Media Planning: This department deals with planning the best ATL media coverage for clients.
- Digital Media Planning: Deals with client's digital presence and campaign planning.
- Media Buying: Buys the best media exposure for the clients within their budget, both digital and ATL.
- Finance & Accounts: Deals with the media buying payments along with the budget of the company, salary, bonus etc.
- HR: Deals with recruitment and selection process, interviews, hiring the right candidates for the company, evaluation of employees.
- IT: Deals with all the software and hardware issues of all the devices in the office.
- Administration: Deal with all other administrative matters in the office.

2. 4 Marketing Practices:

2. 4. 1 Marketing Strategy:

A marketing strategy is a business's overall game plan for reaching its prospective consumers and turning them into customers of their products or services. It also comprises how they plan to reach their target customers (promotion) and the price of the product or services. Additionally, there are some other elements such as people (the employees, suppliers), process (from planning to media buying and delivering) and physical evidence (website, office, skilled staff who directly contact with clients). All these elements form the 7ps of Marketing. (Hanlon, 2022)

The 7Ps of Asiatic Mindshare Ltd are:

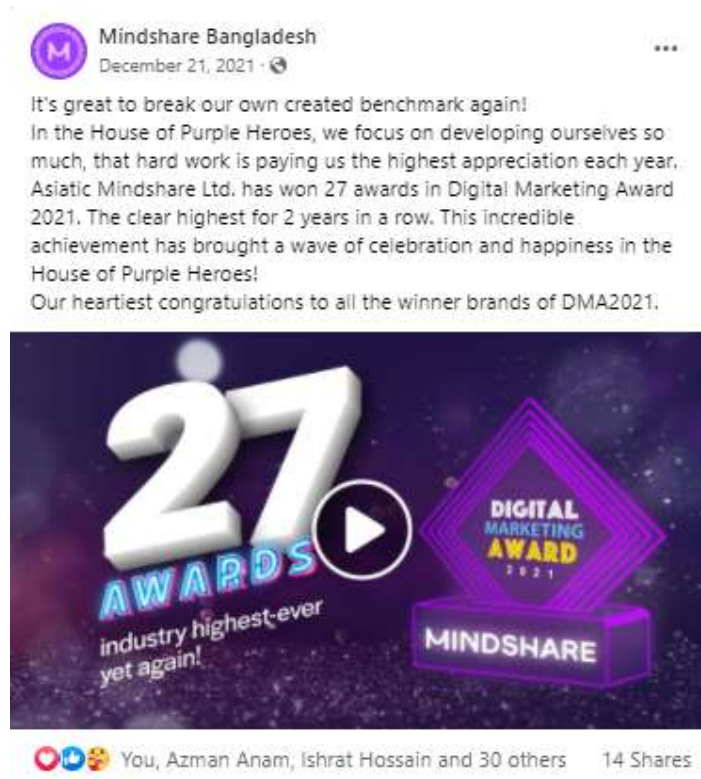
- **Product:** It is what the company offers to its customers. As Mindshare is an advertising agency, its customers are the brand clients and what they are offering is specialized marketing services. These services include Media Buying and Planning, Digital Buying and Planning, Data Analysis, Market/Brand Research, Drama/Content Production, Creative, Social Media Analysis, Community Management, Web Analytics and Development. (Rony, personal communication, 2021)
- **Place:** As an advertising agency, the place for providing services is very different and diverse for Mindshare compared to any other type of business. Mindshare provides services in all types of media such as TV, Print and Digital platforms as well as outdoor activations like billboards, arts and signs. (Rony, personal communication, 2021)
- **Promotion:** Asiatic Mindshare Ltd does their promotion through their website and Facebook, LinkedIn. The work that Mindshare does for their client, is itself promotional work for them. But Mindshare also promotes their work when they create TVC or digital content for the social media of their clients. The agency posts their notable works and achievements on their Facebook page. Moreover, in the website, there is a list of notable clients, which is also one kind of promotion for them, as it shows that such renowned companies put their trust in Mindshare,

which tells a lot to any potential client about their capability and how good they are in their jobs. (Shahriar, personal communication, 2021)



Source: Mindshare Bangladesh's Facebook Page (link: <https://www.facebook.com/MindshareBangladesh>)

Figure 2: Asiatic Mindshare's work for Client Foodpanda



Source: Mindshare Bangladesh Facebook page (Link: <https://www.facebook.com/MindshareBangladesh/videos/317848260199563>)

Figure 3: Asiatic Mindshare's achievement in Digital Marketing Awards 2021

- Price: The price of the services Mindshare provides vary from client to client, as it depends on the contracts. (Kabir, personal communication, 2021)
- People: For a creative services organization like advertising agency, its people are the most important asset. For Asiatic Mindshare Ltd their employees' (including part-timers and interns) skills are instrumental to providing service to their clients. (Shahriar, personal communication, 2021)
- Process: From pitching potential clients to signing contracts with them, from conducting market and brand research to planning client's media to buying media space, and analyzing the campaign data, everything is

included in the process of Asiatic Mindshare Ltd to deliver their service. (Shahriar, personal communication, 2021)

- **Physical Evidence:** The foremost physical evidence of Mindshare is their Client Service team, who maintains contact with the clients and their activities define what kind of an organization Mindshare is. Also, there are the office, social media pages and website as well. (Shahriar, personal communication, 2021)

2. 4. 2 **Customer Segmentation:**

Asiatic Mindshare Limited, being an advertising agency, has a wide variety of clients, which includes banks, e-commerce platforms, communication apps, mobile phone brands, telecom companies, beverage companies, automobile companies, FMCG and food companies.

As Mindshare provides ATL, Digital and Outdoor services to its clients, there is no definite segmentation for their clients. However, a segmentation could be done of the audience for the ads or other communications services Mindshare provides to its clients.

- **Geographic Segmentation:**
 1. **Nokia:** Nokia targets customers from all geographic segments of Bangladesh, both rural and urban. Although their communication style is focused on the urban population.
 2. **Clemon:** Clemon targets mostly semi-urban and rural populations in their communications and contents (people who live outside metropolitan cities).
 3. **Bashundhara Diapant:** Bashundhara Diapant targets all geographic segments in Bangladesh (all city, division, district etc.) as their potential customers.
 4. **Bashundhara Tissue:** Bashundhara Tissue also targets all geographic segments in Bangladesh (all city, division, district etc.) as their potential customers.

5. **ACI Fun Snacks:** ACI Fun Snacks targets all geographic segments in Bangladesh (all city, division, district etc.) as their potential customers.

6. **Detos:** Detos targets mostly urban and semi-urban population.

7. **Spicy Potato Sticks:** Spicy Potato Sticks also targets urban and semi-urban populations.

● **Demographic Segmentation:**

1. **Nokia:** Both Male and female above age 18 are the target audience of Nokia. But specifically, they target people over the age of 30, who has seen the glory of Nokia in the early 2000s.

2. **Clemon:** Clemon creates a youthful, refreshing image and targets people who are aged between 16-25.

3. **Bashundhara Diapant:** The target audience of Diapant is new parents. As a childcare product, it cannot reach the actual users, hence the communication is to appeal the parents.

4. **Bashundhara Tissue:** Bashundhara Tissue targets all age groups as their product is consumed by all.

5. **ACI Fun Snacks:** As it is a snacks brand there is no defined demographic segment for them. But they target teenagers and young adults in their communication and contents as they have a lively, fun image which is easily relatable to these segments.

6. **Detos:** Detos targets young adults, aged 18-25 in their communications and contents. They specifically target higher secondary level students,

7. **Spicy Potato Sticks:** They target school goers aged between 12-18.

● **Psychographic Segmentation:**

1. **Nokia:** Nokia, as a popular global mobile phone brand, is very carefully to target their psychographic segments. They target people who relates with the former market-leader glory of the brand, and puts brand value ahead of the specifications of a

phone. They promote durability and longevity over the power of the phone.

2. **Clemon:** Clemon targets people from varying social backgrounds, but in relation with their market position and availability, they target people who are living far away from the big cities, who are attracted to the fast-paced glamorous lifestyle, but does not always find that in their surroundings. They also try to build a bond with their consumers and promote brand loyalty. They engage with their consumers and try to reach their vicinity with promotional activities. Their main theme is lifting the moment and making it alive, and it subtly reflects in their brand communications performed by Mindshare, along with their stated tagline, “অফুরন্ত ফ্রেশনেস”, or Infinite Freshness.
3. **Bashundhara Diapant:** Diapant’s psychographic segmentation is the new parents with a somewhat limited income, who wants the best care for their child but cannot afford imported diapers.
4. **Bashundhara Tissue:** They target a wide psychographic segment as their product is of generic nature. However, as they have a wide product range, the target segment varies. For example, their Kitchen towel and hand towel is focused for women who wants to maintain a clean kitchen and it is portrayed in its communication for this product. They also try to promote social awareness, which shows they try to set example to their customer, who themselves are thoughtful enough and has the moral compass pointed right.
5. **Detos:** Detos targets mostly college students who are culturally aware, keep up with trends and has a liking for Rap culture. It is seen in their promotional strategy, as they have organized a nation-wide talent hunt named Detos Rapstar in 2019.
6. **Spicy Potato Sticks:** Targets school students, who are young enough to be enthusiastic about chips.

- **Behavioral Segmentation:**
 1. **Nokia:** Nokia tries to reach customers who are brand-image driven in their purchase behavior. As they have two different product segments, feature phones and smartphones, they have two different behavioral segmentation of target audience of their marketing communication. For feature phones, they focus on adults who are professionals or who will be buying for their elders, both of whom are familiar with earlier Nokia feature phones. For smartphones, they target people who focus on durability and reliability of a phone rather than its cutting-edge features.
 2. **Clemon:** There is no defined psychographic segment for them. The only evident behavioral segmentation for Clemon is their competitively lower prices and focus on sports events, which tells us they are trying to get to a segment of customers who are looking for minimal spending for maximum benefit.
 3. **ACI Fun Snacks:** Being a snacks brand, there is no defined psychographic segment for them. They target all behavioral segments.
 4. **Detos:** There is a behavioral segmentation at play for Detos, as it is not a traditional potato based chips, they target those who are experimental enough to try it.
 5. **Spicy Potato Sticks:** Like ACI Fun Snacks there is no defined psychographic segment for them. They target all behavioral segments.

2. 4. 3 Target Customers:

As Asiatic Mindshare Ltd. provides both ATL and digital marketing services, their potential customer range is very wide.

Brands who are looking for ATL media planning and buying are our Traditional marketing potential customers.

Brands who are looking for digital marketing solutions or community management are the digital marketing potential customers.

Mindshare target clients on the basis of what they need and what their budget is. The clients themselves set which customer segment Asiatic Mindshare has to reach for them. But, when they come up with a totally new product or service, the agency helps them decide which customer segment to target by doing proper marketing research.

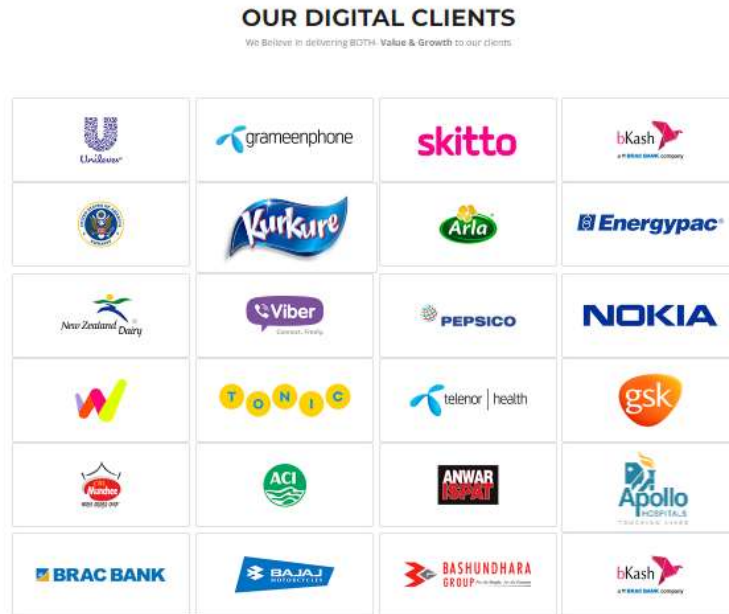
2. 4. 4 Positioning of Asiatic Mindshare Ltd:

Asiatic Mindshare heavily markets their network, experience and 360° marketing solutions.

Mindshare World has operations over 86 countries all over the world. They have a wide global network that very few agencies have. With a wide network like that comes experience that no one can match. Moreover, they have been active in Bangladesh. It also brings experience with it.

They provide both ATL marketing and digital marketing. They do everything from market research to campaign planning and running.

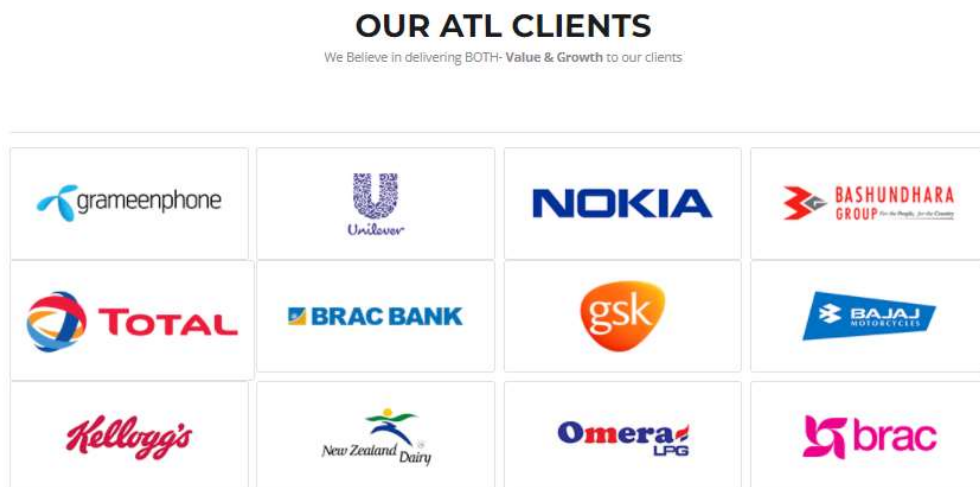
2. 4. 5 Digital Clients:



Source: Mindshare Bangladesh Website (link: <https://mindshare bd.com/clients.html>)

Figure 4: Asiatic Mindshare's Digital Clients

2. 4. 6 ATL Clients:



Source: Mindshare Bangladesh Website (link: <https://mindshare bd.com/clients.html>)

Figure 5: Asiatic Mindshare's ATL Clients

2. 5 Operations Management and Information System Practices:

2. 5. 1 Operations Management:

Asiatic Mindshare Ltd does not use any software for operations management.

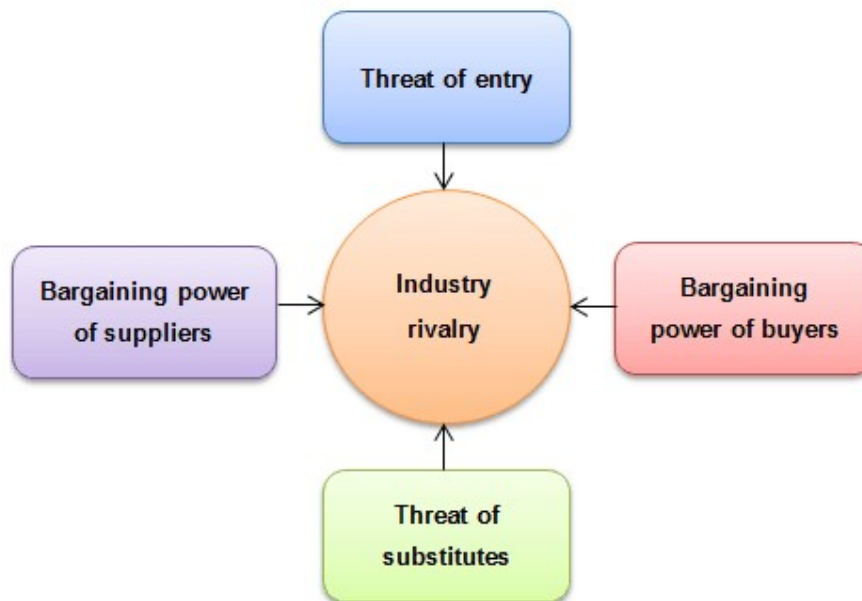
2. 5. 2 Information Management:

Asiatic Mindshare Ltd. uses Microsoft OneDrive to store all their data. They do most of their work in MS Word, MS Excel and MS Presentation.

They have no central storage for their data. They keep all the data separate according to their clients. The employee who manages a client will store in his one drive profile data of that certain client. Employees who have authorization (Team Leads or Directors) can have access to those data if needed.

2. 6 Industry and Competitive Analysis:

2. 6. 1 Porters Five Force Analysis:



Source: Porter's Five Forces (Link: <https://strategicmanagementinsight.com/tools/porters-five-forces/>)

Figure 6: Porter's Five Forces

- **Industry Rivalry:** The rivalry among the competitors in the advertising industry is very intense because the line between perfect and acceptable makes a huge difference. After thorough research, advertising has a lot to do with proper planning, buying media spots and creativity. It is all about how well we are delivering the message to the client's target customer and is it really reaching them, and getting their attention. In case of ATL marketing Mindshare's main competitors are Havas Media, Grey Dhaka, MediaAxis, Mediacom and Adcomm.

In the digital arena, the top competitors are Magneto Digital, X - Integrated Marketing Agency and Analyzen. (Kabir, personal communication, 2021)

Threat of New Entrants: The existing agencies in Bangladesh's advertising arena, including Asiatic Mindshare have already established a network. The existing agencies are the players of the market and it will be hard for a new entrant to take away a big brand from the big agencies. Still there is scope for new agencies, as there are so many new companies who are overlooked by Asiatic Mindshare or other big agencies like them. New agencies can focus on that segment to dominate. (Rony, personal communication, 2021)

But Big agencies often outsource their work, mostly production and campaigns, to smaller agencies. It is a great opportunity for new agencies to build a portfolio and gain further points with big brands.

- **Threat of substitute Product/Services:** There is no other industry that can replace the services provided by Mindshare. So, there is no threat of substitute in this case or in the case of this industry.
- **Bargaining Power of Suppliers:** There are some suppliers, who are generally called "vendors" in the ad industry. They are billboard owners, DSPs and TV channels and other platform owners who provide advertising agencies the spots/slots to run their advertisements.

Though most of these are not technically suppliers of agencies like Mindshare, they do have a similar impact on the business. While they can negotiate for better rate, there is always an industry standard and that is usually maintained by both parties.

- **Bargaining Power of Buyers:** In this industry, buyers in their case which is our clients possess the most power. Getting new clients is very hard because many companies chase the same client. It is the client's decision which agency can deliver what they want in the most cost-effective way. Keeping the existing clients is harder than getting new ones. With so many agencies waiting for the right moment to steal away clients, we have to give them everything and also be very innovative and creative so that they do not become stale to our clients. We have to keep the content fresh and innovative to be cost effective. Also, our big clients like Unilever can make or break our reputation in the market. Big MNC have the power to dictate the market so keeping them satisfied and also trying to make them delighted will be profitable for them.

2. 6. 2 **SWOT Analysis of Asiatic Mindshare Ltd:**

❖ **Strength**

- **Vast experience in the industry:** Mindshare World is one of the world's leading advertising agencies, coupled with Asiatic, one of the country's oldest agencies, which gives it a unique industry experience matched by no other agency in Bangladesh.
- **Wide network all around the world:** This is also a common strength as there are quite a few agencies who have such a wide network all around the world.
- **The current set of clients and their reputation:** This is a common strength of all the big agencies.
- **Qualified set of employees:** This is an imitable strength as with proper training and development qualified workforce can be created. emphasis and application

of teamwork in every project: This is a common strength of all the agencies as marketing is not a one-man job.

- **Quick response to changing market trends:** This can be considered as an instrument to achieve competitive advantage over their competitors.
- **Partnership with Asiatic MCL:** This is an imitable strength as joint ventures and companies of the same industry partnering up is not uncommon. Fosters a creative freedom environment in the workplace which brings out many good ideas: This is a common strength. In this industry, having a competitive advantage over the competitors is hard as the process of getting clients and delivering their service is the same. Therefore, there is no clear distinctive strength, which can be identified as Asiatic MindShare's competitive advantage.

❖ **Weakness:**

- Gives most of their attention to digital clients, not so focused much on the TVC clients.
- With so much creative freedom, employees sometimes delay their asks.
- Not many employees in the Client Service (community management) department. So, there is too much pressure on the employees.

❖ **Opportunity:**

- People are using social media and platforms such as YouTube more and more these days, and with time these platforms are becoming a lucrative space for brand promotions.
- Since the pandemic, people have developed a habit of using these platforms more, which exposes them to more digital ads than ever, coupled with the boom of e-commerce and other tech-based businesses. This changing dynamics in mass behavior presents an immense opportunity to Mindshare.
- They are now making ads specifically targeting Facebook audience instead of vast audience bases of TV, which opens the door to better targeting and better ROI.

❖ **Threats:**

- There is no stability in this industry. Being a service industry, having a competitive advantage is very hard and all the advertising agencies follow almost the same process to deliver their service.
- Without a competitive advantage that cannot be easily copied by competitors. An everlasting threat of losing clients and unable to get new ones is looming over Asiatic MindShare's head.
- This market depends a lot on how creative you are and how fast you can come up with a solution. If their contents and plans seem stale to their clients and are not getting the expected response from their target customer, then they will lose their client after their contract is up with Asiatic Mindshare. So, there is always this threat of competitors being faster to respond to change or being more innovative and creative.

2.7 Recommendations:

- More interns and part-timers should be recruited, so that everyone can have more time to do creative and analytical works rather than getting tied up with community management most of the time.

Chapter 3

Project Part

3.1

Introduction of the Report

This report was prepared with the intention to have a peek at how digital media is changing the advertising landscape of Bangladesh.

Advertising agencies are always coming up with innovative ideas to create engaging content that will ultimately make its way to the consumer's subconscious mind and influence buying behavior.

From eye-catching ads on newspapers, to catchy tunes of radio, from dazzling billboards to mesmerizing TV commercials, advertisement had acquired many forms over the years, and with time new verticals had opened to reach the target audience in a more efficient way.

With the advent of the internet and smartphones, media has come out of TV or Newspaper stalls and made its way to people's hands, pockets and has effectively glued their eyes to the screen. Thus, it created a new world to advertise in, presenting opportunities to run Above the Line campaigns at a much more traceable way and reach more specifically target audience through Below the Line techniques, combined, it is called Through the Line marketing, or TTL.

Through my working experience in accounts management role in Asiatic Mindshare Limited, one of Bangladesh's and world's largest advertising agency, and conducting surveys, I tried to find out how this use of digital media is changing the advertising world of Bangladesh, how brand messages are reaching to people and how they are reacting to this.

Literature Review:**● Digital Media:**

Digital media could be any form of media which uses electronic devices for reaching the audience (Preston, 2022). Usually digital media comprises software, websites, social media and even video games. By using computers, tablets, or mobile phones, opening web-based systems and apps, people consume digital media. In contrast of traditional media, i.e. TV, radio and newspapers, the contents on digital media can be experienced in a more immediate way. Devices through which we reach digital media, could be so familiar to a user that while using a particular software or app, it becomes transparent to him. In a similar way, a gamer could be so immersed in the game world that he would forget that the story is told in a structured, predetermined way. In both cases, they are experiencing digital media contents without even realizing it. Another reason is, digital media could be much more interactive than any other form of media. As digital technology is getting embedded more and more to our society, culture and lifestyle, it is becoming more transparent. So transparent that we would not be thinking it as a separate phenomenon, but as a part of our everyday surroundings. Digital media has become a platform to live our social lives. Today's social life is very much tangled with the complexity of digital media platforms, making everything and anything we do mediatized in one way or another. (Lindgren, 2022)

● Advertising:

Advertising is a means of communication with the users of a product or services. According to the Advertising Association of the UK, Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive them. It is always present whether people are aware of it or not. It is communicated via television, print media, radio, internet, direct selling, mail, contests, sponsorships, posters, clothes, events, colors,

sounds, visuals and even people, by endorsements. The advertising industry comprises companies who advertise, agencies who create the advertisements, media that shows the ads, and a workforce of copywriters, visualizers, brand managers, researchers, designers and creative heads. (The Economic Times, n.d.)

The modern advertising agency functions are crucial elements which bring supply and demand into balance. Manufacturing and sales are only two legs of the three-legged economic model of the modern consumer economy. Advertising, being the third one, represents control of demand. In the 20th century, production capacity of goods began to exceed the capacity of the market to absorb them. With the age of mass production, the age of supplying basic human needs was ending and the struggle to stimulate demand was beginning. As the production and employment were growing freely, the only limit there was, was of demand. So, advertisers had to find means to radically increase and control the size of the market. They are doing so because capital and labor would face uncertainty resulting in destabilizing social order. Companies could not take the risk of financing and infrastructure without predictable outcomes. And labor forces could not be assembled and organized without assurance of stable payment and standard of living. To close these gaps, advertising evolved as the most effective means to create an amplified demand, open new markets to new products and increase shares of mature markets. Advertising brings the sales to predictable levels so that companies could make financial commitment. (McDonough & Egolf, 2002)

Research from McDonough and Egolf (2002) showed that advertising does sell people things that they do not really need. The quality of civilization is not determined by its basic needs but it's power of providing abundant material and intellectual choices. Advertising has become the ultimate marketplace of choice. The brand and what that stands for has become more important in the manufacturing of the product of the brand in recent times. High-end brands have even gone to the extent of abandoning the production responsibilities altogether.

Instead, they outsource the manufacturing to third parties and themselves control the most important work of expanding their brand value and communications through advertising.

- **Digital Advertising:**

Digital technologies have changed the way of communications and interactions of brands with their consumers by using digital media. Digital advertising are communications regarding product, services or ideas through digital media, including not only traditional online media such as the internet but also interactive forms of media such as smartphones and virtual reality. Which essentially comprises branded content in social media posts, in form of blogs tweets and even consumer's comments about the brands on social media. As digital media platforms are showing the private and preferred contents of each individual users, to produce effective advertisement advertisers research about their target audience's needs, wants, preferences and trends in order to figure out what the audience needs or wants to hear about. Only after that, advertisers tailored their advertisements to the target audience to catch their attention (Lee & Cho, 2019b).

- **Digital Marketing in Bangladesh:**

Bangladesh is moving towards becoming a more digitized country and its reflection can be seen in the marketing approach of local and foreign companies who have operations in Bangladesh. The reason behind this is, with a digital approach, any company can pinpoint their target customers and reach them through various ways like social media marketing, search engine marketing, email marketing etc. In digital marketing budget management and keeping track of ROI is also easy. (HYPE Dhaka, 2020)

As smartphone and internet users in Bangladesh have skyrocketed in recent years, with a mobile penetration in the Bangladesh market up to 63%, organizations can get used profit

from implementing digital marketing strategies in Bangladesh. These days, buyers expect information that can offer solutions to all types of products or service-related queries. Thus comes the visibility factor of a particular product or brand through digital platforms, which allows a consumer to gather perceived product knowledge. It also aids in the spreading word of mouth and getting recommendations from other users to help active purchase decisions. (Hasnat et al., 2020)

3. 1. 2

Objectives:

I. Broad Objective:

How Digital Media is changing the advertising landscape in Bangladesh.

II. Specific Objective:

- The role of digital media as a medium of advertising
- Importance of advertising in social/digital media to raise brand awareness, promote brands and shape consumer behavior.
- The future of digital marketing in Bangladesh

3. 1. 3

Significance of the Issue:

As much as products or services offered by a company are important for their growth, the public's perception and awareness of them are equally important. Advertising bridges the knowledge gap between brands and consumers. In this report I will explore and demonstrate why it is important for brands to have a digital presence and run advertisements on the digital mediums, and how it is changing the old advertising concepts in Bangladesh.

3.2

Methodology:

This internship report is based on both primary and secondary data. The primary data is collected through an online survey and my observations and experiences from working in Asiatic Mindshare during my internship period. I have also relied on secondary data for better understanding of the issue.

Many information, such as annual reports and financial information which is never made public by the organization, or any in this particular industry, is also not included because I could not collect it from my organization, supervisor or from online.

- Primary data sources:
 - Survey
 - Observation
- Secondary data source:
 - Internal data: Company's internal data collected through the supervisors, company website.
 - External data: Research paper, articles, websites

3.3

Findings and Analysis:

The topic of my report is How Digital Media is changing the Advertising Landscape of Bangladesh.

The whole report was prepared on the basis of primary data (survey and internship experience) and secondary data from internal and external sources.

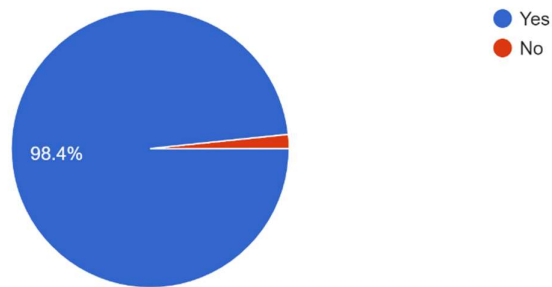
3.3.1

Results of the survey:

There was a total of 61 respondents, of whom 60 had Televisions at home and all of them used multiple social media platforms.

First, I asked them about their views on traditional ATL advertising, on TV.

Do you have a TV at your home?
61 responses

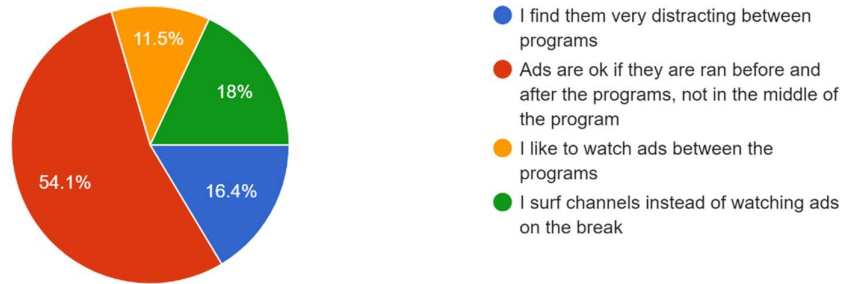


Source: Online Survey by Google Forms.

Figure 7: Do respondents have TV at home.

When asked about their perception of TV ads, the majority (54.1%) said they do not like ads between programs, and 16.4% said they find it very distracting.

What do you think about ads in TV?
61 responses



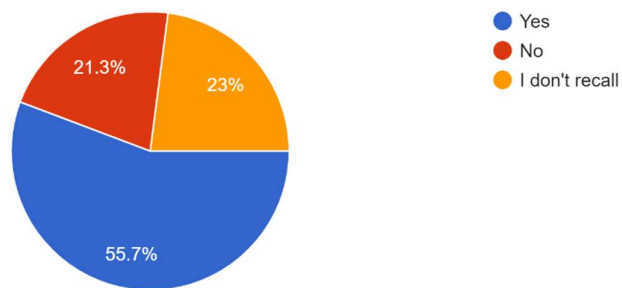
Source: Online Survey by Google Forms.

Figure 8: Respondents Perception of TV ads.

18% just change the channel when ads start, and 11.5% of them actually watch the ads.

When the question was about their buying behavior in relation to the ads they saw, 55.7% said they did buy something after seeing its ad on TV, while 21.3% did not.

Did you ever purchase any product after seeing their ad on TV?
61 responses

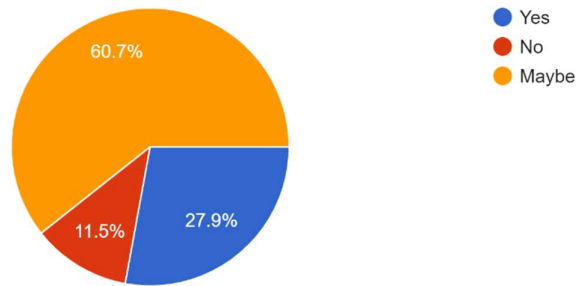


Source: Online Survey by Google Forms.

Figure 9: Respondents buying behavior.

Majority of them will consider buying after seeing an ad, and almost a third of them are sure of it.

Will you ever purchase any product after seeing their ad on TV?
61 responses

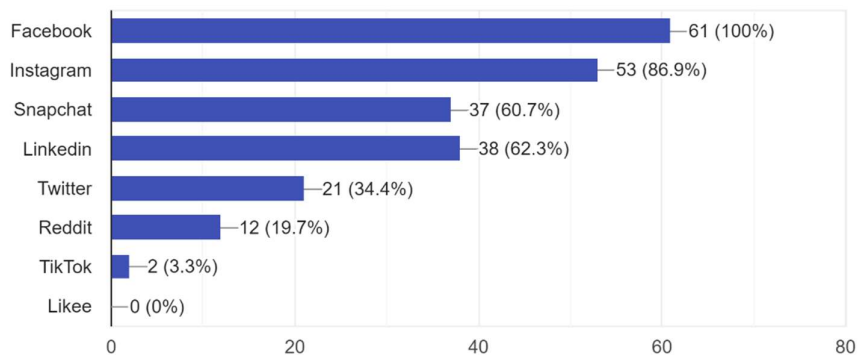


Source: Online Survey by Google Forms.

Figure 10: Respondents buying behavior.

When enquired about social media, all of the respondents were active on at least one social media platform.

Which of these social media apps do you use?
61 responses

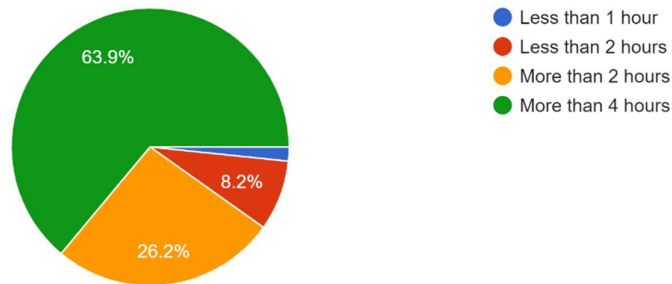


Source: Online Survey by Google Forms.

Figure 11: Respondents use of social media.

The most popular among the platforms are Facebook, Instagram and Snapchat, which is used by the majority of the respondents.

How many hours do you spend daily in social media?
61 responses

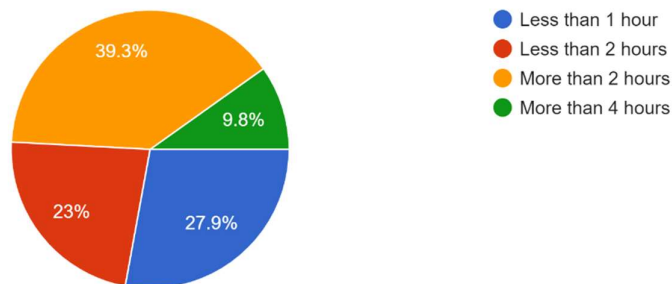


Source: Online Survey by Google Forms.

Figure 12: Respondent's time spent on social media.

Majority of them (63.9%) use social media for more than 4 hours a day, and the second largest group (26.2%) also uses them frequently.

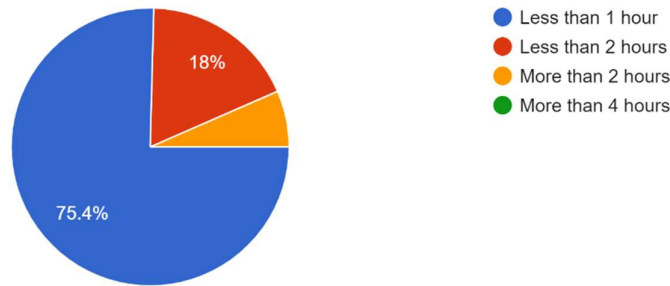
How many hours you watch YouTube on average (daily)?
61 responses



Source: Online Survey by Google Forms.

Figure 13: Respondent's time spent on YouTube.

How many hours you watch TV on average (daily)?
61 responses



Source: Online Survey by Google Forms.

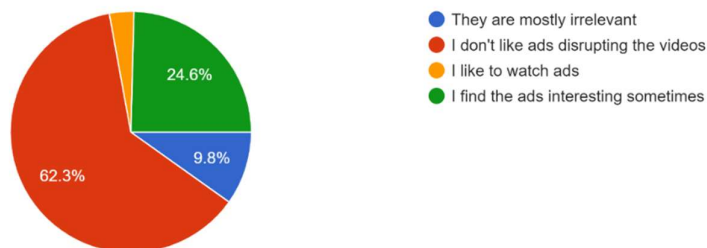
Figure 14: Respondent's time spent on TV.

The survey shows that people are watching YouTube far more than TV. While 49.1% of people (39.3% for 2+ hours and 9.8% for 4+ hours) watch YouTube for at least 2 hours, only 6.6% watch TV for that long.

It clearly establishes that people are now spending much more time on Digital Media than TV.

Further along the survey, I tried to gauge their views on advertisements on these digital platforms.

What do you think about sponsored posts/ads in social media? (played between/in the videos or between stories)
61 responses

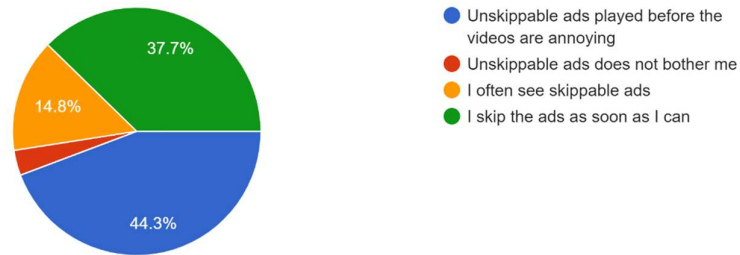


Source: Online Survey by Google Forms.

Figure 15: Respondent's views on digital ads.

The majority (62.3%) did not like ads interrupting the contents they were watching, but a significant portion (24.6%) finds them interesting sometimes.

What do you think about ads in YouTube or Facebook?
61 responses



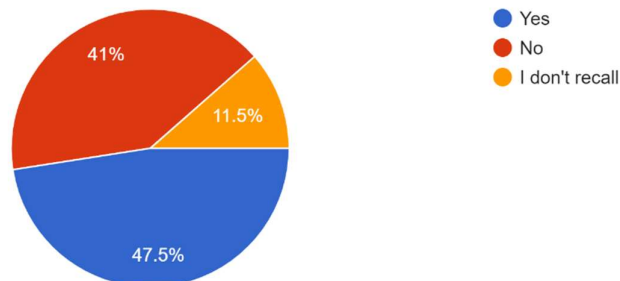
Source: Online Survey by Google Forms.

Figure 16: Respondent's views on digital ads (2)

When asked in a more generalized way, 44.3% were annoyed by unskippable ads, while 37.7% skipped ads when possible.

But even after disliking the ads, the majority of them (47.5%) ended up buying those products.

Have you ever purchased any product after seeing their ad on Social media/YouTube?
61 responses

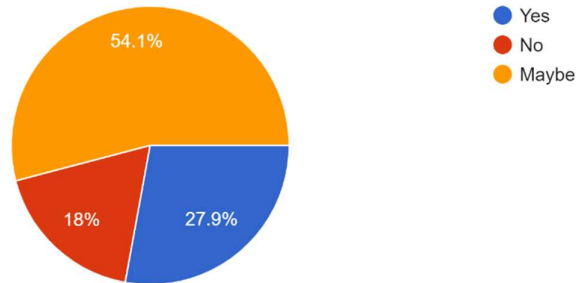


Source: Online Survey by Google Forms.

Figure 17: Respondent's buying behavior to digital ads.

And 82% will consider, or surely buy those products seen on the ads on digital platforms.

Will you ever purchase any product after seeing their ad on Social Media/YouTube?
61 responses

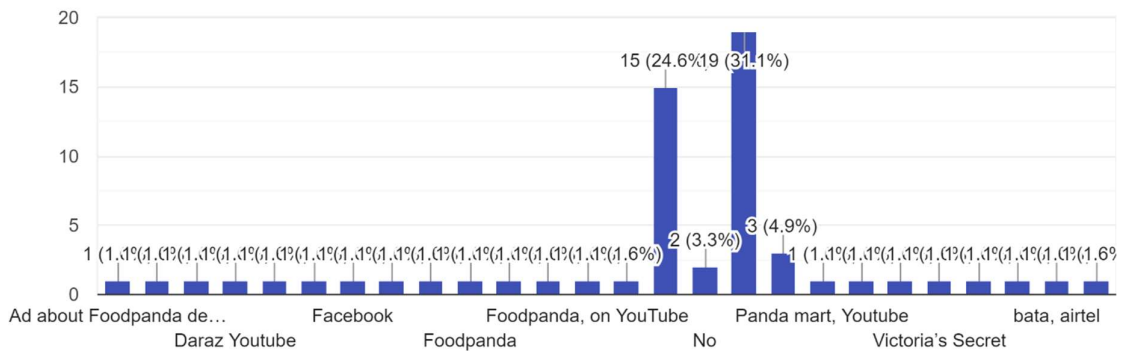


Source: Online Survey by Google Forms.

Figure 18: Respondent's future buying prospects.

When asked about if they recall any of the ads they have seen recently: Many (59%) consciously answered that they did not, whereas the rest remembered what they saw.

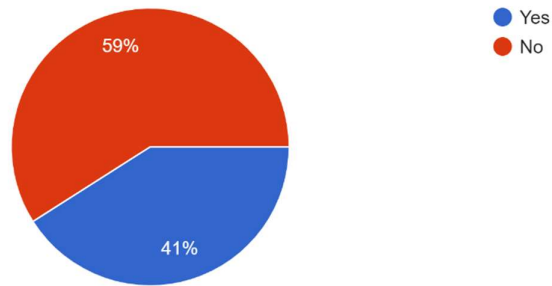
Do you recall any ads you have seen recently (on Facebook/Instagram/YouTube or TV? If yes, who's ad was it and where have you seen it? If no, please write NONE
61 responses



Source: Online Survey by Google Forms.

Figure 19: Respondent's recollection of ads.

Have you ever purchased/used that product/service?
61 responses



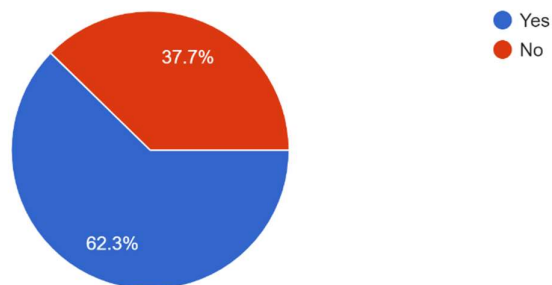
Source: Online Survey by Google Forms.

Figure 20 : Respondent's subconscious buying behavior.

Of that 41%, everyone later purchased or used that product or service they remember seeing on the ad.

Finally, by asking whether the respondents thought of the ads effective, I found out that 62.3% of them thought it was rightfully targeted at them, whereas 37.7% disagreed.

Do you think the ads you see mostly are relevant to your age, social status and preferences?
61 responses



Source: Online Survey by Google Forms.

Figure 21: Respondent's views on getting targeted ads.

3.3.2

Example:

Clemon has been running constant Digital and outdoor campaigns from October 2021. They have run an activation campaign in Northern districts named ‘ক্লেমন খাও, জিতে নাও’ in October, which gained a huge response from their audience.

Immediately after that, they launched another campaign around the T20 World cup, named “Clemon Fantasy XI”, which was a fantasy league organized by Clemon.

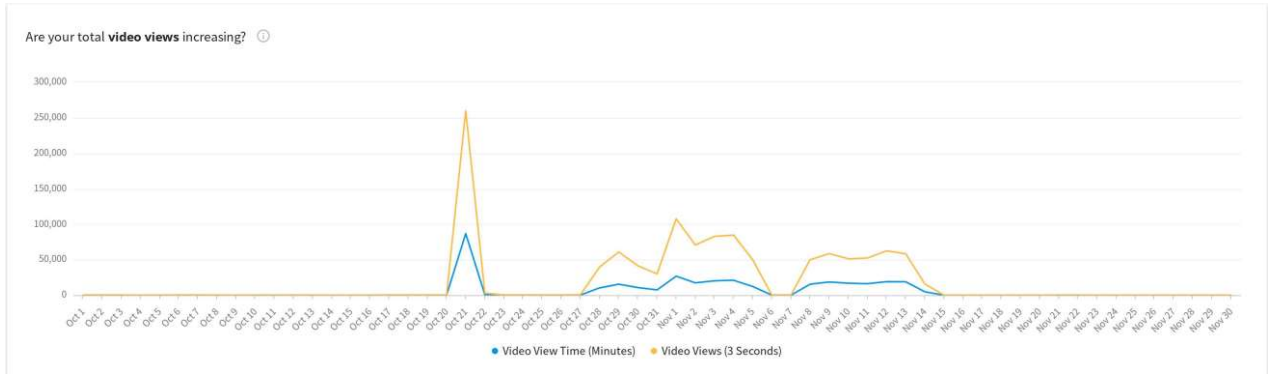
With these 2 campaigns, Clemon’s digital activities increased significantly.



Source: Community Management Software used by Mindshare.

Figure 22: Clemon's Total Impression Increase.

Their page impressions, (how many people their contents are reaching) increased by 48% from October to November 2021.



Source: Community Management Software used by Mindshare.

Figure 23: Clemon's Total Video Views Increase.

As their video views increased in this quarter, they quickly launched a TVC in December. Before publishing it on TV and Digital media, they ran some promo/teaser type posts on social media, which created a buzz among their audience.



Source: Clemon's Facebook post, created by Mindshare (Link:

<https://www.facebook.com/clemoncleardrink/photos/a.467596390020544/5080998332013637/>)

Figure 24: Clemon's TVC promo.

 Clemon
Published by Yeasinur Rahman Rony · December 31, 2021 · 🌐

শীতের মৌসুম মানেই চারপাশে নানা উৎসবের আয়োজন। অফুরন্ত এই উৎসবের মৌসুমে চলুক ক্লেমন অফুরন্ত ফ্রেশনেস।



1,683,392 People reached 260,506 Engagements [Boost post](#)

  6.2K 109 Comments 189 Shares

Source: Clemon's TVC, made by Mindshare (Link:

<https://www.facebook.com/clemoncleardrink/videos/943272016576023>)

Figure 25: Clemon's TVC promo

Clemon published this TVC on all media platforms, generating a progressive result. But their use of this TVC was not limited to just advertisement. They had subsequently launched a sales campaign by using this theme, where they communicated with the ad's scenes and reduced the prices.



Source: Clemon's Facebook posts, made by Mindshare (Link: <https://www.facebook.com/clemoncleardrink>)

Figure 26: Clemon's Sales Promotions

So, Clemon has turned a branding campaign into a sales campaign, by effectively using digital assets.

3.3.3

Findings from my survey and observations:

Although people are aware that ads are blocking their entertainment, not only are they sometimes indifferent to it, but most times they are subconsciously influenced by it.

I. The pretext of Clemon's campaigns:

- As digital media is expanding day by day, its scope is also increasing. Instead of going door to door with survey forms to do market research, agencies are using social media data to analyze and target the right segment.
- Clemon has run the campaigns to slowly build up a social media presence and reminded their audience of their brand.
- By running an activation campaign in far-flung districts, they tried to communicate to their target group that the brand cares for them and are within

their touch. Clemon took their brand to the doorstep of their consumers armed with fun activities to lift their moods.

- By the digital activities, Clemon created a buzz and tapped into the subconscious of their audience. Also, they tried to reach maximum of their target demographic through paid promotions on social media.

II. Purpose of Digital Advertising:

- Clemon ran the TVC to remind their target group of their product. As their target group are rural and semi-urban population, they used TV as well as digital platforms to reach them.
- The main purpose of this ad runs with the following campaign, where they lowered prices and ran promotional posts for the discounted prices.

III. Effects of Digital Advertising:

- This way, Clemon first created a subconscious recognition of their brand among their audience to create maximum engagement for their contents, and by those contents they drove people towards the sales offers.

3.4

Summary and Conclusion:

As Asiatic Mindshare Ltd provides 360° marketing solutions to its clients, their clients find a one-stop solution for their marketing communication needs.

To understand the importance of advertising on digital media, we have to understand that everyone uses one or more forms of digital media, more specifically Facebook in current times. There are 46,660,000 Facebook users in Bangladesh by April 2021, which accounted for 26.9% of the entire population. There are a lot of customer segments present here who could be a potential customer. For interacting and getting the attention of those customers Facebook is a perfect place.

These interactions are not aimed at generating immediate sales, but to make ways into the consumer's minds to influence their buying behavior. For example, if a person sees Foodpanda brandings on the road regularly, finds their ads in between the YouTube videos he is watching, there is a good chance he will think of Foodpanda in times of cravings. And this is the main goal of advertising, both digital and above the line.

What digital media enables Mindshare to do is to target the specific consumer segments for advertising, which ensures a better delivery of messages as well as cost effectiveness. For example, those who have their accurate ages in their Facebook accounts, will not see ads of Skitto on their newsfeed if they are aged more than 25. This is because GP targets youth aged between 18-25 for their Skitto sims. Accordingly, Mindshare designs their campaigns in such ways.

In conclusion, I would state that digital media is enabling advertisers and brands to reach a greater number of their target consumers by using tailored reach and approaches, which is rapidly changing the trend of advertising for the masses.

3.5

Recommendation:

After doing the survey and observing by working In Asiatic MindShare Ltd. I came up with these recommendations:

- Businesses, regardless of being big or small, should all have digital media presence and their pages, accounts and channels should always be up to date. An updated page always attracts the customer as it may be perceived as the business available 24/4 to sell their product or service.
- Must have a dedicated workforce so they can make sure 24/7 customer service on their page. Most of the companies do not create their own workforce rather they hire an agency.
- Brands should invest more on Integrated Marketing Communication to reach its target segment from all possible angles.
- Careful and well-planned media buying is the key to success in digital marketing, besides the contents or campaigns itself.
- The online presence of a brand is the ultimate image of the brand to its customers.

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Appendix A.

Internship Report Proposal

Report on:

How Digital Media is changing the advertising landscape in Bangladesh

1.1 Broad Objective:

- How Digital Media is changing the advertising landscape in Bangladesh

1.2 Specific Objectives:

- The role of digital media as a medium of advertising
- Importance of advertising in social/digital media to raise brand awareness, promote brands and shape consumer behavior.
- The future of digital marketing in Bangladesh

2. Preliminary Literature Review:

2.1 Digital Media: Media is an expression that brings some type of information or entertainment from one body to another. Whereas traditional media consists of TV, radio and newspapers, digital media can be created, viewed, distributed, modified, listened to, and preserved on a digital electronics device. By using computers, tablets, or mobile phones, opening web-based systems and apps, people consume digital media. Digital media might come in the form of videos, articles, advertisements, music, podcasts, audiobooks, virtual reality, or digital art.

2.2 Advertising: Advertising is a means of communication with the users of a product or services. According to the Advertising Association of the UK, Advertisements are messages paid for by those who send them and are intended to inform or influence people who receive

them. It is always present whether people are aware of it or not. It is communicated via television, print media, radio, internet, direct selling, mail, contests, sponsorships, posters, clothes, events, colors, sounds, visuals and even people, by endorsements. The advertising industry comprises companies who advertise, agencies who create the advertisements, media that shows the ads, and a workforce of copywriters, visualizers, brand managers, researchers, designers and creative heads.

2.3 Digital Marketing in Bangladesh: Bangladesh is moving towards becoming a more digitized country and its reflection can be seen in the marketing approach of local and foreign companies who have operations in Bangladesh. The reason behind this is, with a digital approach, any company can pinpoint their target customers and reach them through various ways like social media marketing, search engine marketing, email marketing etc. In digital marketing budget management and keeping track of ROI is also easy.

3. Preliminary Methodology

Primary data sources:

- Survey

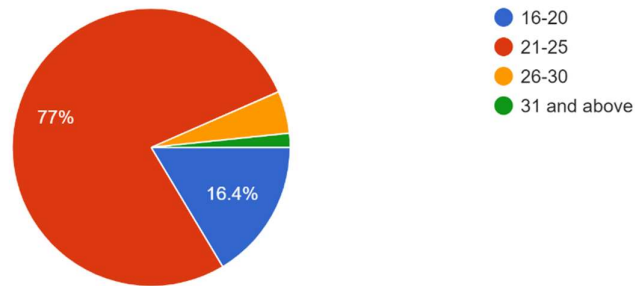
Secondary data sources:

- **Internal data:** Companies internal data
- **External data:** Research paper, articles, surveys done by others, reports on similar topics.

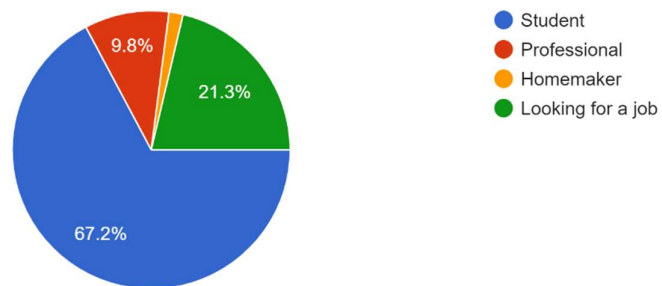
4. Significance of the issue:

As much as products or services offered by a company are important for their growth, the public's perception and awareness of them are equally important. Advertising bridges the knowledge gap between brands and consumers. In this report I will explore and demonstrate why it is important for brands to have a digital presence and run advertisements on the digital mediums, and how it is changing the old advertising concepts in Bangladesh.

Age
61 responses



Occupation
61 responses



Which of these communication apps do you use?
61 responses

