

Report On

Using a Single PR Campaign to Take Over All of Instagram;

A Perspective on Lie To Eye Advertising Ltd.

By

Shahariar Ahmed

17304168

**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

June 2021

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Declaration

It is hereby declared that

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

Student's Full Name & Signature:



Shahariar Ahmed
ID- 17304168

Supervisor's Full Name & Signature:



Ummul Wara Adrita
Lecturer, BRAC Business School
BRAC University

Letter of Transmittal

Ummul Wara Adrita
Lecturer,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report on “Using a Single PR Campaign to Take Over All of Instagram; A Perspective on Lie To Eye Advertising Ltd.”.

Dear Madam,

With great respect, I hereby am submitting internship report on the topic Using a Single PR Campaign to Take Over All of Instagram; A Perspective on Lie To Eye Advertising Ltd." I followed your directions and standards, as well as those provided by my company's supervisor, while creating my report.

This report is an important element of my internship course, and I have worked hard to make it as informative as possible. I've tried my hardest to make this look nice and to be as helpful and exact as possible. I'm hoping it will be beneficial to my future profession and knowledge.

I'd want to convey my heartfelt gratitude for your tireless efforts on my behalf, which enabled me to complete this task. Thank you for taking the time to read this. Finally, I'd appreciate it if you could give me some sound advice about my effort.

Sincerely yours,

SHAHARIAR

Shahariar Ahmed
17304168
BRAC Business School

BRAC University

Date: June 5, 2021

Non-Disclosure Agreement

This agreement is made and entered into by and between Lie to Eye Advertising Ltd. and the undersigned student at BRAC University.

In my internship journey I had access to the information of organization's various operations and platforms. I want to clarify that I will not disclose any confidential data regarding the company in my report which may have adverse effect on the values and reputation of the company.

Organizations Supervisors' Full name & Signature

Al Arafat Patoary

Head of HR

LIE TO EYE ADVERTISING LTD

Acknowledgement

This report would not have been feasible without the help of various people; it would have been extremely difficult for me to complete this report without their invaluable advice and assistance. Their insightful remarks, assistance, and contributions significantly improved the report's quality. First and foremost, I want to express my gratitude to the Almighty for showering grace and patience upon me in order for me to successfully complete my report. Second, I'd want to express my gratitude to everyone of Lie To Eye workers and colleagues who, despite their hectic schedules, assisted me in preparing my internship report by providing me with vital insights and information. I want to thank them from the bottom of my heart. I'd also like to thank several of my seniors for assisting me by offering helpful suggestions that really aided my completion of my report. I'd want to convey my heartfelt appreciation to Ummul Wara Adrita miss, my internship advisor. The internship report would not have been finished on time without her great advice and assistance.

Finally, I'd want to express my gratitude to BRAC University for providing me with such valuable opportunities to experience a real-world work setting and to strengthen my professional abilities

Executive Summary

This internship report is based on a three-month internship program that I successfully completed in Lie To Eye's Social Media Management Department from January 1 to March 31, 2021, as part of my BBA degree requirements. This report is the culmination of my internship and provides a clear picture of my actions, learning, and performance throughout the internship. The introduction is the first portion of the report. The background, present performance, management team, and important functional areas were mostly covered in the introduction section. This section is particularly informative because it is critical for every intern to understand the organization before becoming a member of it.

The sections that follow explain my overall tasks and work during the internship program. I've focused on my daily responsibilities and how much I was able to contribute to the company in this section.

The following section follows on from the preceding one. This emphasizes the importance of the works and how much they have aided me in learning the practical understanding of business sectors. Because each department is involved in completely distinct tasks, my learning was unique for each.

Following that, I've included a brief overview of the challenges I've encountered during my internship and how I overcame them.

The next portion is particularly important because it allows me to express my emotions on the internship. I had high hopes based on what some people were accomplishing and what others were not. In this section, I described those feelings in detail.

It is undeniable that this internship has had a significant impact on my career plans. It sparked a lot of thought in me about where I could go next, which is what this part is about.

Finally, in the last few parts, I drew attention to the findings and recommendations by expressing what changes I would make if I were given the option to recreate the internship program

Keywords: 'Internship'; 'Lie To Eye'; 'Learning'; 'Social-Media'; 'Challenges'; 'Recommendations'.

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List of Acronyms

LTE	Lie To Eye
QMT	Query Management Team
KPI	Key Performance Indicators
HRM	Human Resource Management
PN	Push Notification
MC	Message Center
CRM	Customer Relationship Management
B2B	Business to Business
B2C	Business to Customer
OVC	Online Video Commercial
AV	Audio Video
TVC	Television Commercial
QMT	Query Management Team
TG	Target Group
CTA	Call To Action

Glossary

HIPPO effect	HIPPO Effect is the effect where the Highest Paid Person's Opinion. HIPPO affects the decision rather than underlying data. Such people are usually senior in the organization and their opinions influence the group's discussion.
Account Manager	The Person responsible to hand a brand with its content and calendar and communicate with the design team to deliver deliverables

Chapter 1

Overview of Internship

1.1 Student Information:

Shahariar Ahmed

17304168

Bachelors of Business Administration

Major in Marketing

1.2 Internship Information

1.2.1 Period, Company Name, Department/Division/Address

1st January 2021 to 31st March 2021

Lie to Eye Advertising Ltd

Marketing Intern

House-1, Road 23/B, Gulshan-1, Dhaka

1.2.1 Internship Company Supervisor's Information: Name and Position

Al Arafat Patoary

Head of HR

1.2.1 Job Scope- Job Description/Duties/Responsibilities

The Marketing Intern's job responsibilities include-

1. Creating interactive experiences for the social media users.
2. Enhance a brand's presence in the digital media.
3. To communicate with ideas and campaigns in the social media in such a way that increases the brand value.
4. 360 Degree overview of a Brand persona on Social Media sites.
5. Creating brand value through engagement.

6. Create Special content report for clients.
7. Provide ideas for contents and campaigns based on Facebook page insight.
8. Update the KPI tracker in every 10 days of the Facebook pages .

1.3 Internship Outcomes

1.3.1 My Contribution to the company

I am a hard worker with experience to get things done efficiently. I contributed my organizations skills and my ability to work well in a group. I was given the task of handling 5 Facebook pages of notable Brands in the country, including **APEX footwear, Sprint, Marks Young Star, Lotto and Isuzu**. During my time, I have implemented more than 3 campaigns for the brands that in-turn increased customer engagement on the pages by 15 percent. As well as, social media post engagement had increased by 10 percent. The response rate of the queries of customers on different social media platforms had increased by 27 percent. During special Campaigns, I pitched in new ideas to increase overall engagement on all social media platforms.

1.3.2 Benefits to the student

The following are the skills that I have acquired during my time at LTE:

Ability to work under pressure: At times, we were under stressful conditions in order to fulfill the client's KPIs, which resulted in our working late hours.

Team Building: In most situations, we had to work in groups for clients. All of these experiences have improved my capacity to operate in a team atmosphere by allowing me to communicate with my coworkers, divide tasks, update information, and support other team members.

Interpersonal Skill: During my three-month internship, I was required to maintain regular communication with my supervisor and executive, and this communication assisted in the development and improvement of my ability to motivate and manage people, as well as the professional handling of situations.

1.3.3 Problems/Difficulties

Work from Home: The pandemic forced the companies to run their operations from home. This created a lot of complications as working from home creates a lot of miscommunications and drawbacks. Work output decreased to almost half, since working from home creates distractions. Internet and electricity issues were also notable.

New Environment: The most difficult aspect of my internship was adjusting to a new environment. My job was satisfactory, and everyone was extremely helpful and friendly. As a community management intern, I was responsible for dealing with all consumer concerns on the front line. This is difficult, and it can be nerve-racking at times. I had to maintain my composure and patience. Now I'm aware of my limitations and abilities. I also learned how to push the boundaries of capability.

Academic Theories vs Practical Application: Experiential learning differs greatly from academic learning. We just learnt the theories and vocabulary linked to the fields during my class period. However, in practice, it is vital to be inventive and knowledgeable about the industry in which you work. Marketing and MSC classes were quite beneficial to me. These classes were really beneficial to me because they taught me the fundamentals of Microsoft Excel during my MSC classes. As a result, our courses should be more practical in nature so that students do not run into obstacles later in their careers.

1.3.4 Recommendation

Don't Work Hard, Work Smart: At first, I believed that the key to success in every organization is to work harder, faster, and more efficiently. But, based on my personal experience, this was not the case. Working smarter is the key to getting better results. Working faster and faster than everyone else isn't the best option in this situation. Working with full resource coordination and teamwork, in my experience, helps to perform the work properly while keeping everyone else satisfied. When more people are participating, the work is completed more quickly and with less effort. It reminds me of group projects from my BRACU days. Furthermore, while working faster can undoubtedly benefit you, it will also have the potential to disadvantage you. The negative was that working faster raised people's expectations. As a result, a person should not aim to brutally outperform others by giving their all; rather, he or she should

work better than others by collaborating. It will also help to reduce team member conflict.

Stay Organized: Although this a common trait to have in any job, but it is essential in this organization. A lot of key responsibilities were given to me which were to completed under a very short time. By organizing and prioritizing my work, I was able to do it successfully without any major complications. Query Management duties mostly include all works online. Hence organizing them properly helps to finish them in time. Without proper organizations, all the small works pile up and create havoc in the system.

Keeping Tracks of your Projects: This type of job includes a lot of projects online. Keeping track of them in a database such as an excel sheet helps to find past problems and helps to improve output rate. There were times that I had to analyze data from months back for a campaign. Since I kept record of every projects that I handled, it helped to easily analyze data and integrate it in the new campaign without any complications.

Chapter 2

Organization Part: Overview, Operations and A Strategic Audit

2.1 Introduction

As a part of my internship report I was given the opportunity to complete my internship at “Lie To Eye Advertising Ltd”. With a workforce of more than 30 individuals, it is Bangladesh's largest digital agency. I've been working as a Query Management in the Community Management Team under the supervision of Al Arafat Patoary.

2.2 Company Overview

Bangladesh's Internet usage is increasing at a rapid pace. With such a large population, customers will surely interact with brands online in some way. Brands are moving to digital because they need to manage and measure those interactions. Every business has a unique narrative to tell. We take care of your brand's digital presence and communicate your story.

It's in our blood to think creatively to solve difficulties. Lie to Eye Advertising is a full-service digital marketing business that offers end-to-end digital marketing solutions. All clients are served across the digital realm, including search, social, display, and mobile marketing.

2.1.1 Company Profile of Lie To Eye Advertising

Address	House-1, Road 23/B, Gulshan-1, Dhaka, Bangladesh
Telephone No.	+8801674593815
Email	Arafat@lietoeye.com
Website	Lietoeye.com
Year of Establishment	2013
Total Employees	30+
Prime Service	Social and Mobile marketing

2.2.2 Management Directory

Managing Director/Head of Creative Strategy	Mashfique Khalid
Director/ Head of Art	Pulak Das
Director/ Head of business Development	Patsy Boh
Head of Human Resource	Al Arafat Patoary
Head of Media and Planning	Oliduzzaman Sawon
Admin and Accounts	Asif Uz Zaman

2.2.3 Goal of the Organization

To please valued clients by satisfying their expectations by delivering high-quality services on schedule and providing the best value in terms of standard, quality, pricing, the environment, and other ethical activities.

2.2.4 Strategic Objectives

- Gaining a competitive advantage over competitors through cutting overall costs.
- Gaining an advantage over competition by providing excellent customer service.
- Becoming a technology leader among your peers.
- Improving the company's brand image in both the domestic and international markets.
- Maintaining positive relationships with valued and high-priority consumers.
- Providing customers with the assistance they require.

2.2.5 Our Clients

2.3 Management Practices

LTE is the leading digital marketing agency of Bangladesh. It consists of various divisions that work together to ensure the company's sound and seamless operations, as well as to operate it efficiently. The company's directors keep an eye on all of these units. Lie to Eye Advertising has the following departments to run the business efficiently:

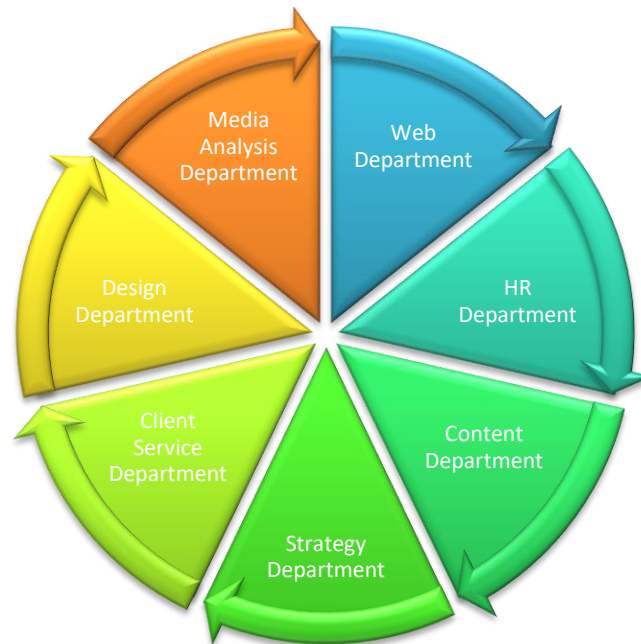


Diagram 1: Organization Structure

- **Web Department**

LTE employs a team of web developers who create websites, applications, and other necessary software based on the needs of the brand.

- **HR Department**

Workforce in the HRM department (HRD) are engaged in hiring, mentoring, professional development, salaries and benefits, employee relations, labor relations, employee rights, accountability, corrective and complaint issues, and people management, labor relations, labor laws, compliance, and corrective and dissatisfaction issues.

- **Content Department**

LTE's content department is divided into two sectors. They are the community response team and the content production team. Their content team's primary responsibility is to provide material for their clients. On the other hand, one of the key responsibilities of the community response team is to provide information to customers and to respond to various customer questions that have been submitted through Facebook sites.

- **Strategy Department**

One of the company's primary departments is the strategy and planning department. LTE's backbone is made up of this group. They are in charge of providing clients with campaign plans and approvals. They're also in charge of planning alternate routes to ensure that customers are served properly and efficiently. They are also in charge of creating pitches and presentations to potential clientele.

- **Client Service Department**

The client service department is in charge of keeping in touch with clients on a regular basis. They engage with clients on a regular basis about various advertisements. This group serves as a link between the content department and the clients. Clients communicate with them and convey their needs. They next offer a briefing on these criteria to the content team.

- **Design Department**

The Design Department is in charge of all of the brand-related creatives. Following receipt of the contract from the brand, the strategy team meets with the designer team to brief them on the brand and the type of design they desire. Then they begin designing in accordance with the brand's specifications. Our designers are masters of their craft. Their designs help viewers connect with complex material, and they do research to do so. According to the client's needs, they make Facebook posts, templates, brochures, appealing colored menus, site design, flash banners, and so on.

- **Media Analysis Department**

Our media analysis staff guarantees that our media spend is used wisely. Their major work includes everything from promoting social media postings to gathering information from the community. They analyze financial papers and take the required steps to protect a brand.

When I first started at LTE, I was told that I would be assigned to the Client Service Department. However, I was unsure about this section because I had no prior experience with it. This department at LTE is responsible for managing and supervising other members of other departments, as well as delivering the essential tasks and obligations in the areas of design, posting, creatives, copy, and captions for various clients. It was a huge burden for me to take on because I was new and worried that as a junior, I wouldn't be able to lead my seniors, but I saw a completely different attitude here where everyone, from designers to content writers, was really modest and generous towards me.

2.4 Marketing Practices

LTE targets all the leading brands as their customer base. Since LTE has wide range of services, its target customers are from all type of business classes. Mainly its B2B rather than B2C. The company analyzes the brand and its need through online data and sales and targets business that need digital marketing solutions. After that, we contact the brands to provide us with a brand guideline and date to pitch. After that we create a pitch which includes campaigns, sample contents, projected sales, projected increase in customer base, projected increase in customer engagement, etc. If everything goes well, a contract is signed stating the deliverables and how the services are to be implemented

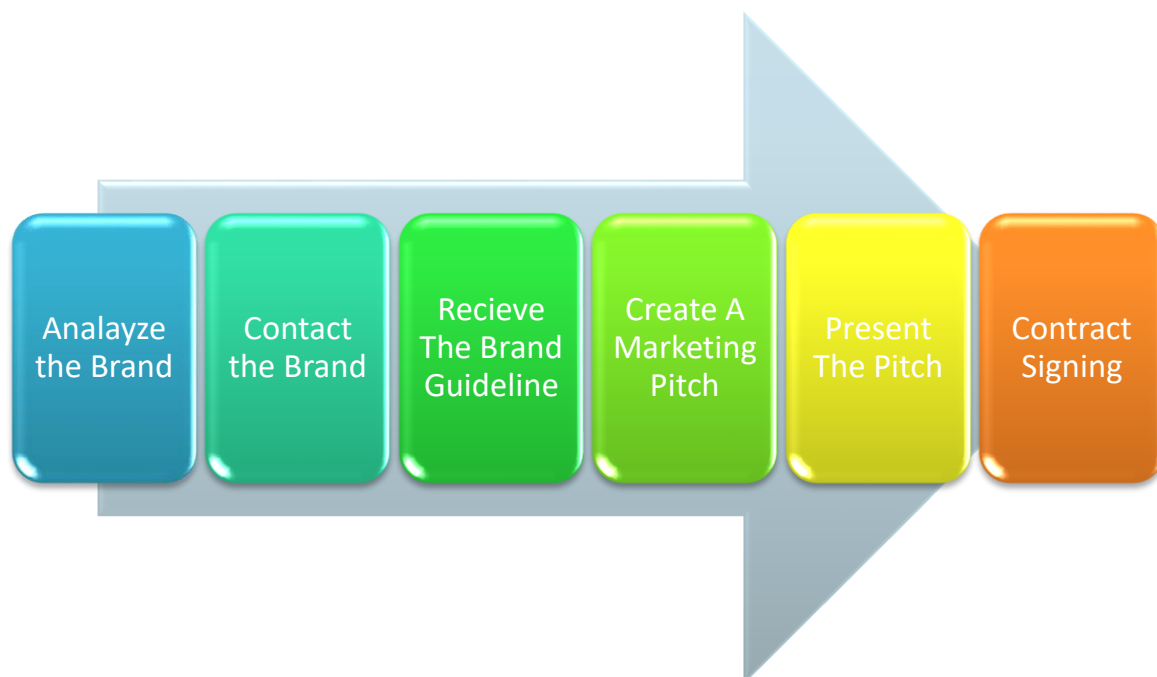


Diagram 2: Process of Acquiring Retainers

2.5 Financial Performance & Accounting Practices

LTE receives a monthly payment from each brand that they are providing services to. The brands that are signed through a contract are called Retainers. They have a set of deliverables that are to be made and posted on social media by communicating with the brand itself.

Then there are single campaigns that are done as a single unit. The payment varies on the scale of the campaign itself. It can be a one-time thing or through multiple sessions.

LTE also offers production facilities. OVC's, AV's, TVC's are created and billed accordingly.

2.6 Operations Management and Information System Practices

2.6.1 Decision-Making and Operational Structure

When it comes to social media management, any engagement from the brand with customer has a set of prepared answers. Usually the questions or interactions of the customers with brand social media can be predicted and answered to by analyzing the past interactions. If any new or complications arises, the query team usually looks up to the Head of the Query Management team, who gives the appreciate answer and how to deal with it. The Head of QMT communicates with the brand management to further solve any issues

When it comes to the content department, the decisions are taken by the Creative Head. Every brand has a account manager who deals with the contents that are deliverable. A content calendar is made before hand at the start of the month by setting up a meeting with the client. The designers make contents according to that content calendar.

Campaigns and strategies are made by mostly everyone with a bright idea. The head of Strategy takes the call and turns the idea into a presentable form.

2.6.2 Using data to measure marketing performance

Data-driven marketing helps the company to track performance and alter strategy as needed, ensuring that company stays on track to meet the required objectives. It also eliminates the HIPPO effect and saves time discussing points of view. By Collaborating with stakeholders to establish performance metrics that are tightly connected with sales and business goals and creating data driven marketing campaigns.

2.6.3 Utilizing Technology

Tools such as the Adobe Creative Cloud, Google Docs and Dropboxes have made Traditional labor-intensive and time-consuming jobs simple and accessible. A yearly evaluation of the company's main software is beneficial, since outdated tools for managing operations may be holding the team back.

2.6.4 Efficient and Tailored Processes

Each part of the marketing strategy is directed by a process that takes into consideration the decision-making structure, available resources, technology, and internal and external policies to function as smoothly as possible.

2.6.5 Communication Medium

Clients and account managers usually communicate through social messaging apps like Facebook and WhatsApp. Shared docs are also used to increase efficiency. Designers and Account managers use Messenger to share created contents and provide feedback. Some Clients prefer WeChat, as it is more secure and more organized.

2.7 Industry and Competitive Analysis

2.7.1 Comparison with the Competitors

Major Digital Marketing Agencies in Bangladesh are Grey, Asiatic, Magneto Digital, Jarvis Digital, Analyzen, etc. Among all the competitors, Grey has the largest market share in Bangladesh. Asiatic and Mindshare are also huge. But when it comes to effective and out of the box campaigns and social media engagement, Lie to Eye has a competitive analysis. Most agencies rely on traditional tools for online branding, whereas Lie to Eye uses the most recent and up to date tools to implement campaigns that reach the TG in successfully. By analyzing the social media and the viral things and implementing them in the campaigns, the company is able to garner more clients.

2.7.2 SWOT Analysis



Diagram 3: SWOT analysis of Lie To Eye Advertising Ltd.

2.8 Industry and Competitive Analysis

This chapter shows the detailed overview of the inner working of LTE. LTE has been thriving for the satisfaction of its clients. It is growing fast in the industry. Some unique ideas and campaigns have made it the most sought-after digital agency in Bangladesh. Especially after the company has won numerous awards in Digital Media Awards for various campaigns. Till now, LTE has 1 gold, 3 silvers and 3 bronze awards for its campaigns in a span of 2 years only.

2.9 Recommendations

- Distribute the workload properly and according to deadlines.
- Be more resourceful.
- Analyze deeply the market situation.
- Create Campaigns which can be implemented within the timeline taking into account the manpower of the workforce.

- Should have a stronger Visuals Team.
- The HR department should be restructured and new policies are to be implemented for the growing workforce

Chapter 3

Project Part- “Using a Single PR Campaign to Take Over All of Instagram; A Perspective on Lie To Eye Advertising Ltd.”

3.1 Introduction

So, we've all heard of social media influencers, right?

An Influencer Marketing Platform is a social media platform that aids marketers in their influencer marketing efforts. Influencer marketing enlists the help of top specialty content creators to raise brand recognition, drive traffic, and spread your message to your target audience. Social media, blog postings, YouTube videos, articles, digital reviews, and so on are examples of such channels. As traditional advertising has grown less efficient in recruiting customers, influencer marketing is becoming increasingly popular among business owners. Furthermore, the contemporary generation prefers social media to newspapers and television. As a result, influencers have more to contribute to their lives.

At the moment, Instagram is the most popular platform for influencers, but TikTok is quickly catching up. Instagram's marketing worth is demonstrated by the following statistics:

- Influencer marketing is effective in the eyes of 80 percent of marketers, who feel it works as well as (if not better than) traditional marketing methods.
- Consumer performance and traffic from influencer marketing are judged to be better than other channels by 71% of marketers.
- Before making a purchase, 49% of consumers rely on recommendations from influencers. When it comes to in-store buying, 60% of people believe a suggestion affected their decision.
- Google's "influencer marketing" potential has increased by 1500% in the previous three years.
- According to 48 percent of marketers that deal with influencers, audience ties are the most crucial aspect to consider when deciding which influencer to cooperate with.

- Firms' top three advertising goals are to increase brand awareness (85%), reach new audiences (71%), and increase sales and conversions (64%).

PR CAMPAIGN: Simply described, a public relations campaign is a sequence of scheduled activities that all have a certain purpose and strive towards the same objective for a company. PR campaigns always have a specific goal in mind and are frequently time-bound. The activities will vary depending on the campaign's objectives and aims, and no two campaigns are alike. It is not unusual for businesses to seek the assistance of specialists to help them with their marketing. Public relations firms can take a simple concept and turn it into a successful campaign; they have the imagination and flair to assist the campaign to have the desired impression, as well as the professionalism and organizational abilities to execute it smoothly.

In January 2021, APEX wanted to relaunch **SPRINT** as the first full range activewear brand of Bangladesh. To introduce the revamped brand, LTE decided to create a hype before the launch. As the core target audience of SPRINT was Instagram users - 1.7 **Million Gen Z and Young Gen Y** of Bangladesh interested in Fashion, Health and Fitness - we wanted to craft a unique teaser campaign that would create the maximum buzz on the platform.

3.1.1 Objectives:

- Creating Hype
- Introducing the new Sprint Logo
- Maximizing Brand awareness

3.1.2 Significance:

The main goal of this study is to understand impact of a PR campaign and how a social media site can be used effectively to launch and revamp an already existing brand. In this study, to back up my statement by providing google insights data and official reports that I had access during my internship experience. The data helped me to understand how the whole campaign was established and the after-reaction was available permanently on Instagram itself. Since I had access to the google insights of LTE, I had firsthand experience of analyzing data. The research and findings will help LTE to implement PR campaigns

even better for future use. Besides, this research will help readers, students or even small market enterprises to clearly understand how to promote and enhance their brand presence on any social media.

3.1.3 Execution:

To reach the wide TG all at once, LTE wanted to take over the entire platform. And the best way to do that is by involving not 5, not 10 but all key influencers of Instagram at once for a PR campaign.

With the logo revamp of the brand, we came up with a finger sign as brand element that portrays the new logo perfectly. We gathered 100 top influencers of Instagram and asked them all to post the sprint finger sign photo on their feed at the same time to create a roadblock of contents in Instagram and initiate the hype for the new logo of SPRINT.



Figure 1- Instagram post of an influencer showing the S of the Sprint Logo



Figure 2- Instagram post of an influencer showing the S of the Sprint Logo



Figure 3- Instagram post of an influencer showing the S of the Sprint Logo



Figure 4- Instagram post of an influencer showing the S of the Sprint Logo

On January 23rd, 9:00 PM, all 100 influencers posted their finger sign pictures with the same caption and same Hashtag **#IgniteYourSpark** with a CTA to lead audience to SPRINT's Instagram and Facebook profile. The influencers also shared the photo in their stories. This event hacked the Instagram algorithm and made it a trending topic on Instagram. It created a viral response and encouraged other people to participate in the campaign as well. Contents created by the new group of participants kept coming in over the week. We featured all the stories simultaneously on Sprint Active Instagram and Facebook page. The campaign was highlighted in social groups and digital news platforms as well.



Figure 5- Discussion about PR Campaign in different social groups

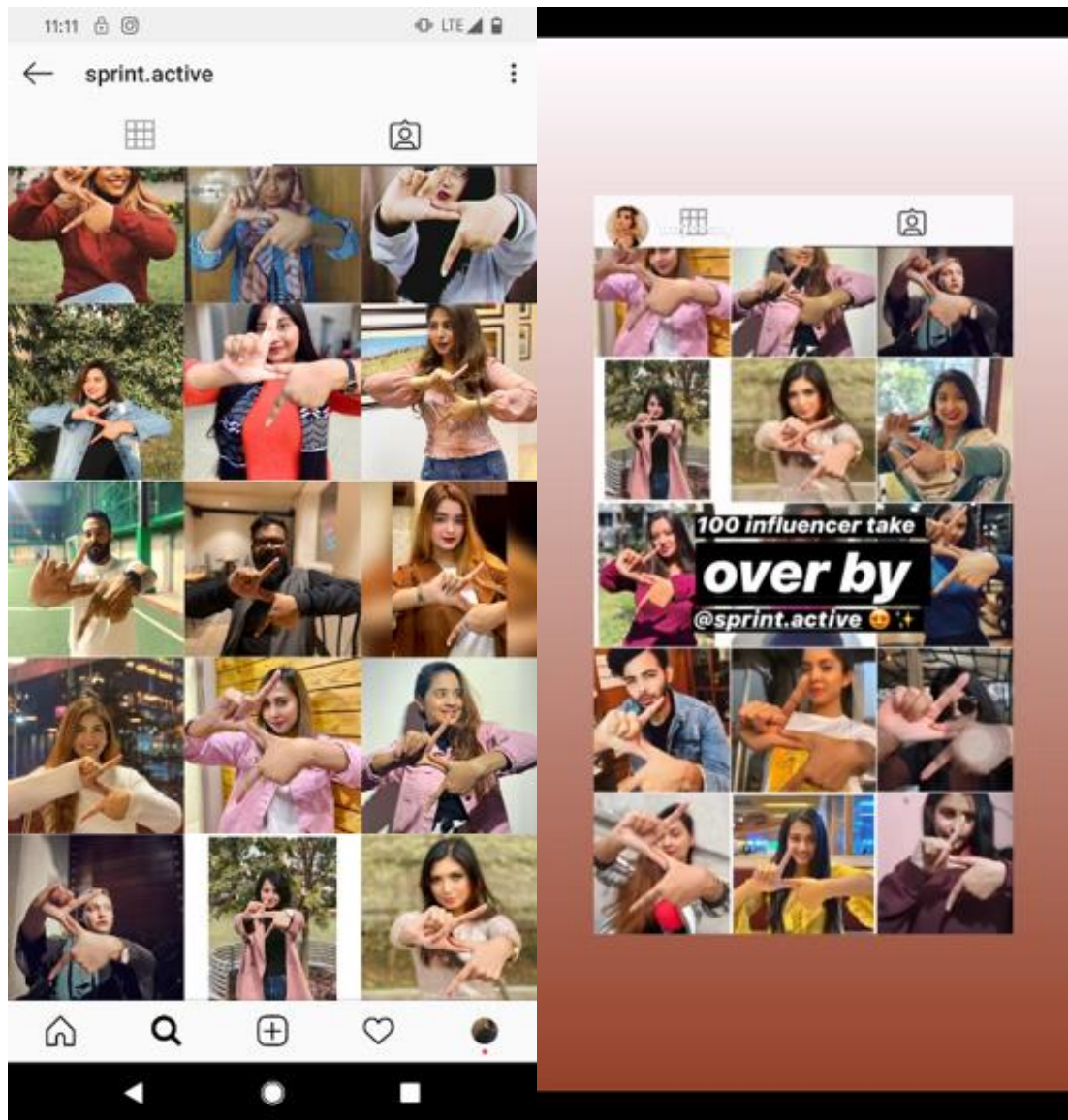


Figure 6- Grid View of the PR campaign in action on Instagram

through conducting respondents interviews directly. The charts were established directly from the survey. They are given below.

3.3.1 Data Analysis

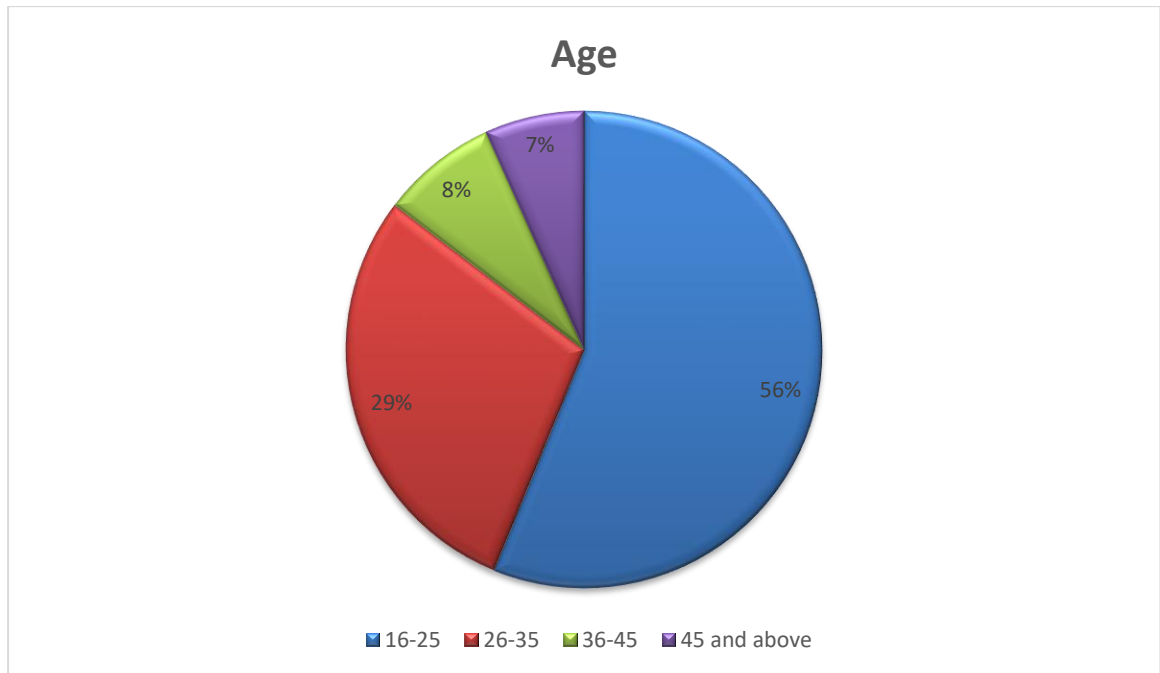


Chart 1: Age of survey respondents

According to the chart, 56% of the respondents were 16-25 and 29% were 26-35 years old. The rest 15% were from 36 and above. So, the data here indicates majority in the GEN-Z and the younger generations.

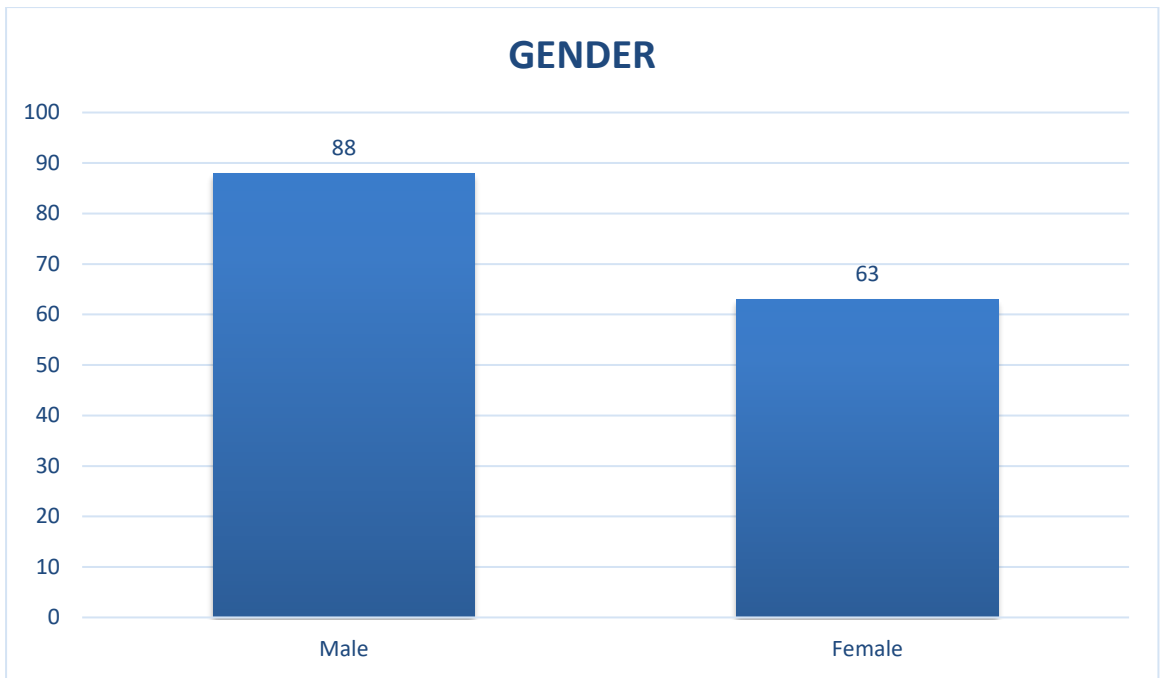


Chart 2: Gender Distribution

From the chart it is evident that the number of male users is higher on the social platform.

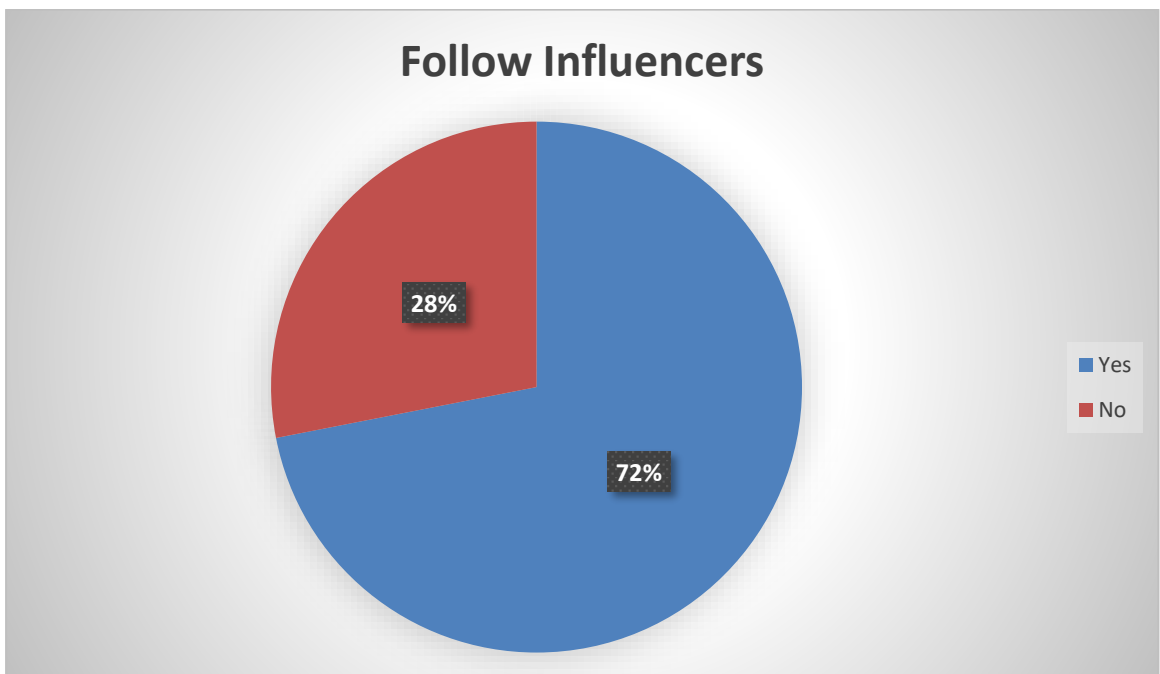


Chart 3: Whether the users follow any Influencers on the platform

From the data we can clearly see that majority of the users follow one or more than influencers on Instagram.

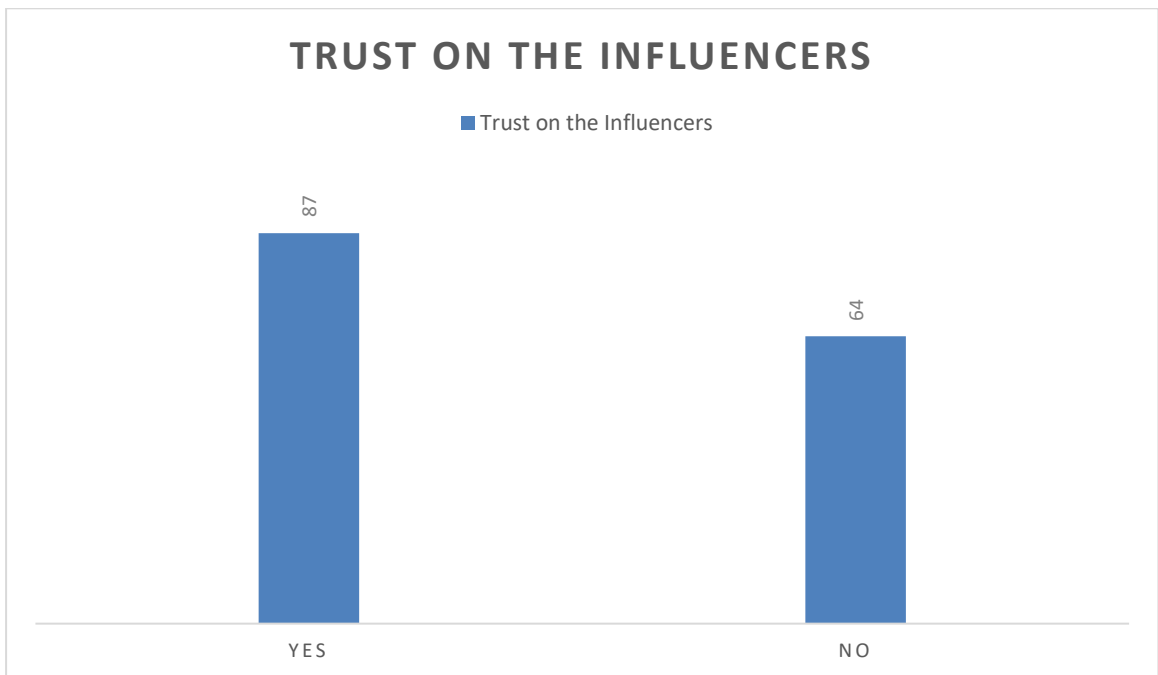


Chart 4: Number of users that trusts the influencers or not

From the data, we can derive that most users trust the influencers when it comes advise and decisions.

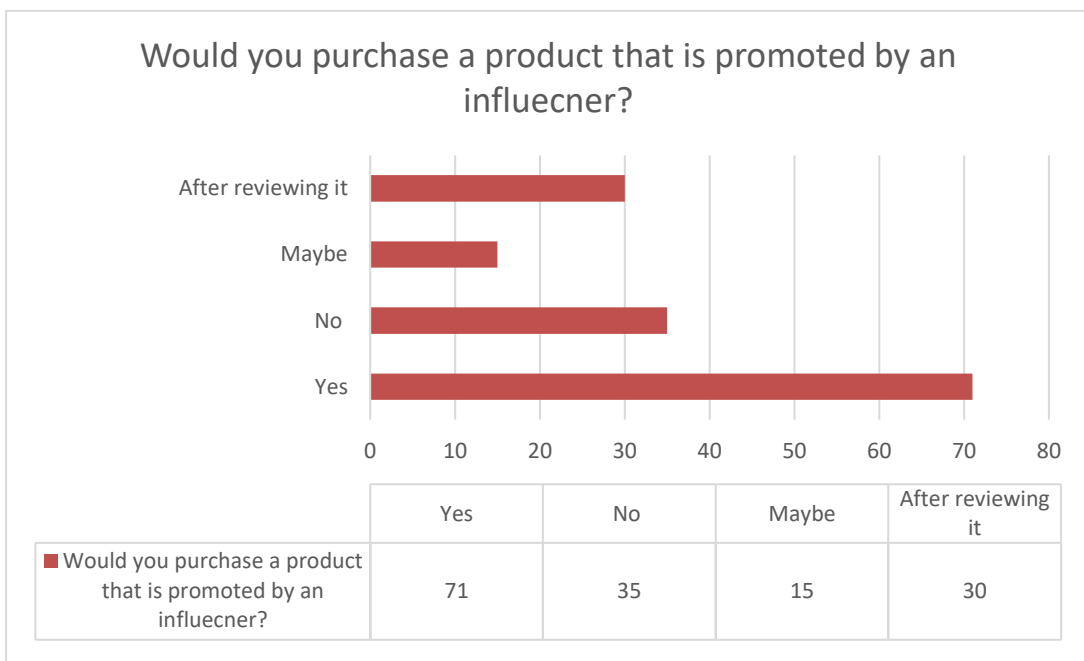


Chart 5: Distribution of the choices of the users on whether they would purchase a product that is promoted by an influencer.

From the above data it is seen that while most of the users would definitely purchase a product that is promoted an influencer and almost half of them wont and rest are either unsure or would after reviewing by themselves. So it is clear that influencers do have big impact on the buying decisions of the consumers.

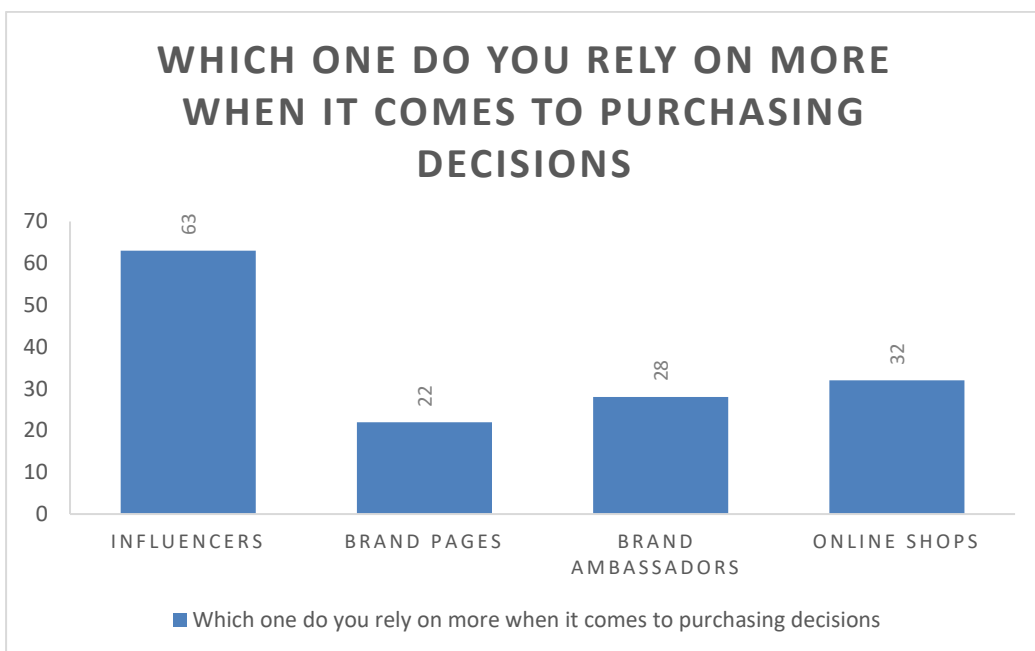


Chart 6: Distribution of the numbers among the respondents on which source they trust when it comes to purchasing decisions.

From the above data, it is seen that most people rely on Influencers when it comes to their purchasing decisions followed by online shops. Interestingly, people rely less on the brand pages and brand ambassadors. This might be due to false marketing.

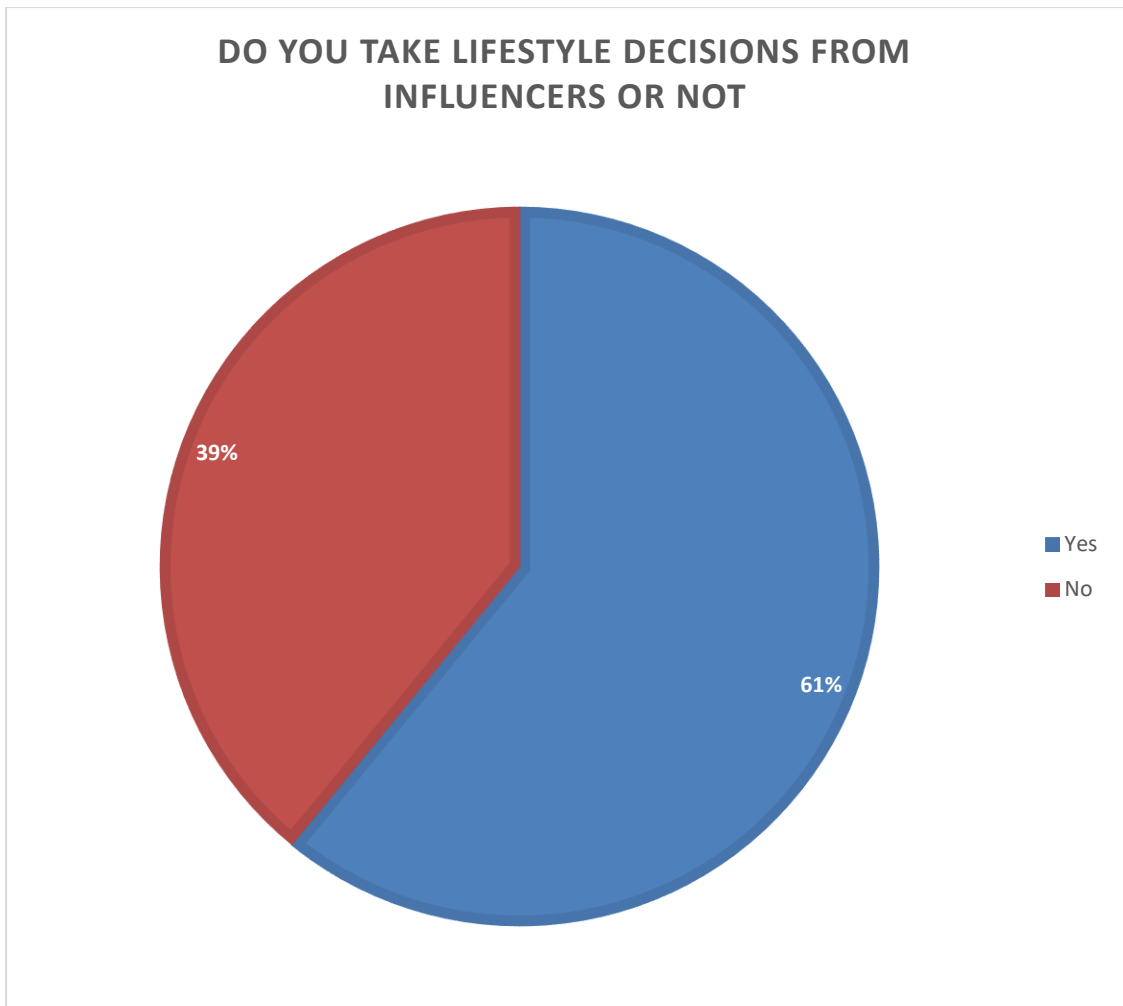


Chart 7: Distribution of the percentage of the user who do or don't take lifestyle decisions from influencers.

From the above chart, it is evident that majority of the users take lifestyle decisions from influencers in their daily life.

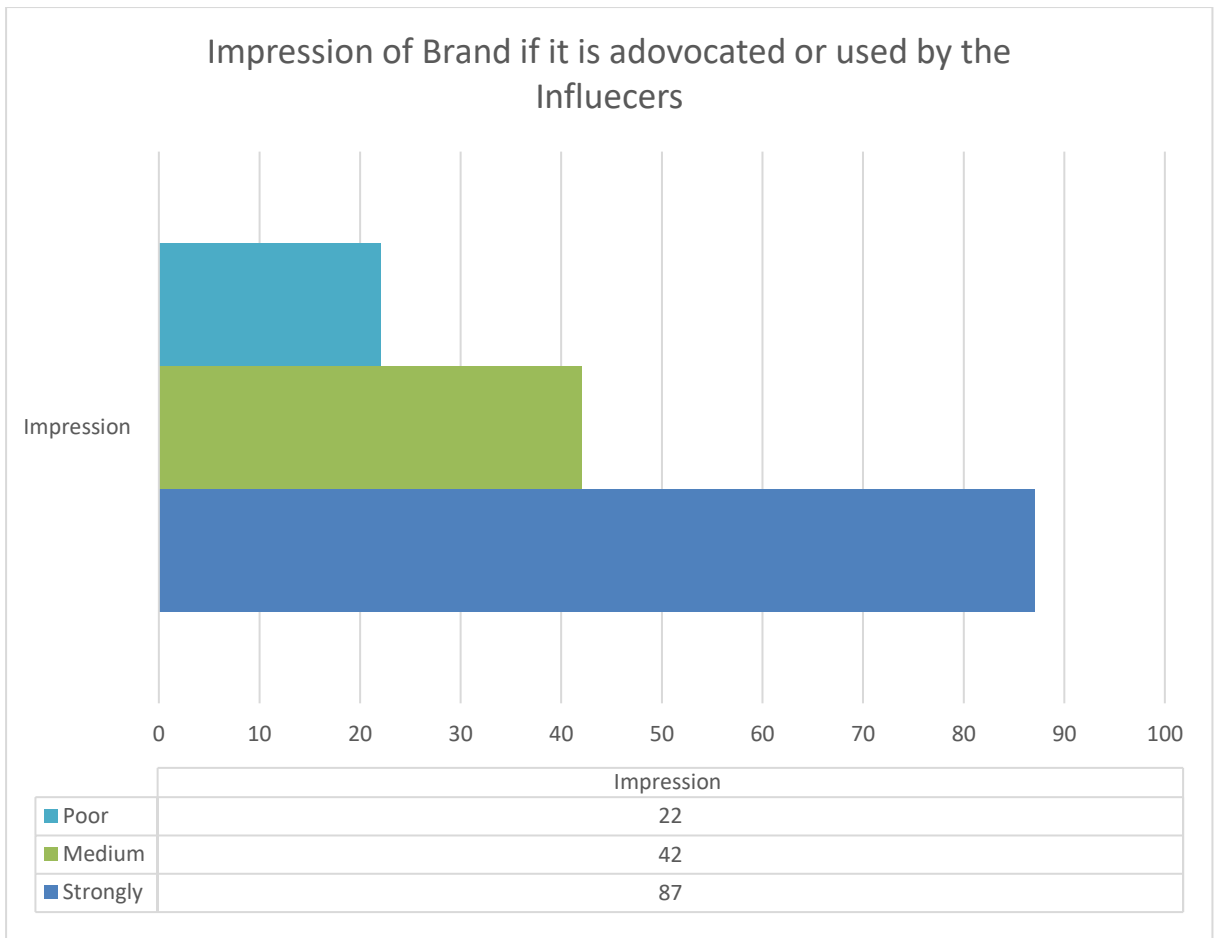


Chart 8: Distribution of the rating of the users about their impression if a brand is used or advocated by the Influencers.

From the above data, it is clear that most users have a good impression if a brand is advocated or used by their followed Influencers.

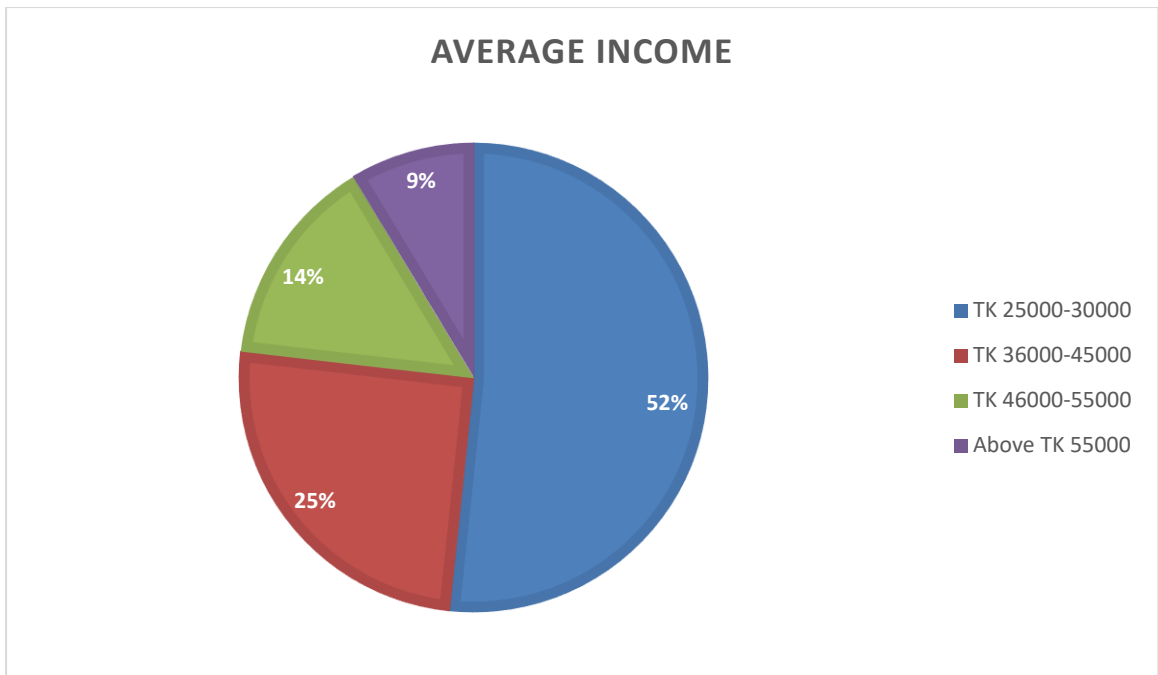


Chart 9: Monthly income distribution of survey respondent

Respondents of this survey mostly belong to the young generation and fall in the category of TK 25000-30000. So this category of income level has the ability to spend on online products and services.

3.3.2 Analytical Data from Google insight:

The results of the PR campaign extracted from insights is given below-

- Hashtag **#IgniteYourSpark** became trending in Instagram and the explore feed transformed into an array of tiles with the SPRINT finger sign photos
- Viral response of the campaign created a huge FOMO effect among others and we received requests from over 200 additional influencers/people to join the campaign
- A total reach of 2.5 Million across platforms.
- 256,000 Total Engagement.
- 2,600 Instagram follower gain.
- 17,000 Facebook follower gain.

- The campaign became iconic and some brands followed the same finger sign concept afterwards.

3.4 Summary and Conclusions:

According to the findings, the PR campaign had a huge impact on the brand image of SPRINT. Not only did the launch of the revamped Sprint become hit instantly, it became a standard for any future relaunching of a brand in Bangladesh. Since then most other competitors in the advertising industry are using this type of PR campaign to promote their ideas on different Social media sites. Since all of the content is basically user generated, the efficiency of this type of campaign is also very high. The findings and research given in this report can help any marketer or company to better promote their product or service online both effectively and efficiently.

3.5 Recommendations:

- LTE should utilize other growing social media site like TikTok, Snapchat, Likee, etc.
- LTE should analyze the social sites to find even more influencers for future campaigns.
- The campaigns should be designed both for offline and online simultaneously.
- Focus should be given to Visuals rather than Static images.
- Come up with even more relevant ideas that will reach the consumers in due time.
- Rather than establishing a campaign nationwide, campaigns should be made on a global scale to reach international markets.
- Communication with the influencers on the social site should be streamlined to make it easier and less time consuming.

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Appendix

Google survey from

Survey on Brand Image and Acceptance through Instagram Marketing

This study data will be used for my internship report about customer perception of Brands on Instagram

*Required

Age *

- 16-25
- 26-35
- 36-45
- 46 and above

Gender *

- Male
- Female

Do you follow any Influencers on Instagram? *

- Yes
- No

Do you trust the Influencers on Instagram? *

- Yes
- No

Would you purchase a product that is promoted by an influecner? *

- Yes
- No
- Maybe
- After reviewing it

Which one do you rely on more when it comes to purchasing decisions *

- Influencers
- Brand Pages
- Brand Ambassadors
- Online shops

Do you take lifestyle decisions from Influencers or not? *

- Yes
- No

Rate the impression created in your mind about the brand that is advocated or used by the Influencers *

Poor

Strongly

1

2

3

What is the average monthly income of your household? *

- Tk 25000-30000
- Tk 36000-45000
- Tk 46000-55000
- Above TK 55000