

Report on
“Enhancing the Digital Reputation Score of Airtel Buzz”

By
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ID: 18304008

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

BRAC Business School
BRAC Business School
November,2022

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Declaration

1. The internship report given is my/our original work, done while pursuing a degree at Brac University, it is officially declared.
2. Except where properly cited by complete and precise referencing, the report does not contain any previously published or written by a third party material.
3. No material that has been approved or submitted for another degree or diploma at a university or other institution is included in the report.
4. I/We have given credit to all major sources of assistance.

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Designation, Department

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Letter of Transmittal

Saif Hossain

Assistant Professor & Director

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Report submission on “Enhancing Digital Reputation score of Airtel Buzz”

Dear Sir,

This is to inform you that I am submitting this to display my entry level position about Selection process of Robi Axiata Ltd. Where I was appointed by your direction.

I did my best to conclude the report with the most important information and recommendations in the most compact and thorough way feasible.

I am certain that the report will fulfill the expectations.

Sincerely yours,

Fahmida Amin

18304008

BRAC Business School

BRAC University

Date: September 25th, 2022

Non-Disclosure Agreement

The attached below agreement is made and entered into by and between Robi Axiata Ltd. and the undersigned student at BRAC University.

Declaration of Confidentiality

I do hereby assure, not to disclose any information about Robi transaction, business affairs or policy matters that I will come to know during my internship here with this organization.

Name of the Intern : **Fahmida Amin**

Date of Joining : **17th May, 2022**

Division : **Marketing Operations**

Acknowledgement of HR

Signature

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Acknowledgement

By the mercy of Almighty Allah, I am really happy to have finished my internship report. To Saif Hossain, Assistant Professor and Director, BRAC Business School, BRAC University, I would like to extend my sincere gratitude for all of his assistance, counsel, and encouragement during my academic journey. Without his help, it would have been challenging for me to complete my report, therefore I count it a blessing that I was given the opportunity to do so.

For their constant support and guidance during the report's preparation, I would like to convey my sincere gratitude to my line manager Tahasina Raza, Airtel Brand and Communication, Robi Axiata Ltd., and my reporting manager Sifat Ullah, Specialist, Airtel Brand and Communication. My sincere gratitude goes out to the whole Airtel Brand and Communication team for their support during my internship. This wonderful assistance and direction made my internship journey easy. They gently taught me about many new things that I discovered thanks to them. I received help from the entire team with the data gathering and analysis for this report.

I want to express my gratitude to my family and friends for being there for me throughout these three months, especially when I needed their support to get through the daily challenges I faced. They stuck by my side no matter what occurred and were kind to me the entire time, for which I will always be grateful.

Finally, the comprehensive report you are holding is the result of four months of research and review, which involved the consideration, cooperation, and focus of numerous people who freely contributed. I would therefore like to express my sincere gratitude to them.

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Executive Summary

In this report, I've included quantitative and qualitative learnings, as well as personal reflections on them. Understanding the methodologies underpinning real-life core branding activities was an enthralling experience for me since I could quickly connect the practices to my theoretical learnings. The major goal of this research is to identify potential tactics to execute that will result in an increased Digital Reputation Score for Airtel Buzz. I was in charge of developing tactics for Airtel Buzz's social media platforms in order to increase favorable attitude among customers over time. I could immediately connect theoretical understanding to corporate life activities.

One of the fundamental goals of every brand operating in a competitive industry is to stay relevant in the minds of customers through innovative campaigns and collecting as many market shares as possible in order to deal with churning concerns. On top of top-notch required services, it is vital for each team of firm units in the market operation team to deliver a little bit more than what competitors are providing. Because the younger generation of Airtel's target consumers enjoys staying online, the Airtel Brand business unit decided to use the opportunity to develop specialized marketing methods based on their previously established core competency of being the best network for today's youth. This report includes the selected tactics to fulfill the study's purpose while providing insights into the dynamic operations of a multinational corporation's market operation division in our country, based on information obtained during the internship term and careful analysis by specialists.

Keywords: Airtel Buzz; Digital Reputation Score; Telecom Industry; Digital media; Facebook Campaigns.

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List of Acronyms:

ATL	Above The Line
BTL	Below The Line
BTRC	Bangladesh Telecommunication Regulator Committee
DRS	Digital Reputation Score
MCL	Marketing Communications Limited
OVC	Online Video Commercials
TVC	TV Commercials

Chapter 1: Overview of the Internship

1.1 Student Information:

Student Name: Fahmida Amin

Student ID: 18304008

Department: BRAC Business School, BRAC University

Major: Finance

Minor: HRM

1.2 Internship Information

1.2.1 Company details and period

Company name: Robi Axiata Ltd.

Division: Marketing Operations

Address: Corporate Office, 53, Gulshan South Avenue, Dhaka-1212.

Period: May 17th- September 15th (4 month)

1.2.2 Company Supervisor Information

Name: Tahasina Rafa

Designation: General Manager, Airtel Brand and Communication

1.2.3 Job Scope

1.2.3.1 Job Description

I was responsible for Enhancing Digital Reputation score of Airtel Buzz. My line manager was Tahasina Rafa (GM, Airtel Brand and Communication) who kept tracking my performances every week. I directly reported to Sifat Ullah (Specialist, Digital Brand Strategy, Airtel Brand and Communication) for daily activities and he actively supervised all my tasks. As I was responsible for handling digital score, I worked with him the most. On the other hand, I assisted each of my other team members whenever any work needed to be done immediately. However, my responsibilities were mostly divided into two parts. One of that was Organizational overall work

and the other one was Project specific meaning the project I was assigned initially for these four months.

1.2.3.2 Organizational Responsibilities:

For the first few days after joining, I thoroughly tried to understand what Airtel do as a brand and how things work. My understanding from analyzing is the youngsters have always been motivated by Airtel to advance both as individuals and as a group. As a result, the company's founding motto was "celebrate life with friends, both online and offline." The brand provides strong network and greatest value offerings, which have enabled the youth to connect and establish the largest network of friends. This enables the brand to involve the youth in meaningful activities and expose them to a spectrum of amusement.

Digital Presence Analysis:

On my very first day, I was asked to go through the Digital facebook pages of GP, Banglalink, Robi & Airtel.

Brand positioning for Airtel Buzz:

Brand positioning may be communicated in a variety of ways, including tone and voice, visual design, and how our company presents itself in person and on social media. The positioning of the Airtel Buzz brand helps to convince customers to choose us over competitors.

Facebook Shop Analysis:

With the help of Facebook Shops, which is a mobile-first retail platform, companies can easily and for no charge launch an online store on Facebook and Instagram. Shops provide you the choice of highlighting one or more of your items, merchandising with product collections, and recounting the history of your business using fonts and colors that you can personalize.

Foreign Telco Analysis:

Being able to work with brands enables a person with insights not only on a specific country basis but also globally. I believe as a brand we should be exposed to all the knowledge of what other telecom brands are doing. The idea behind is to stay way ahead of the Game and have access to all the trends.

A Malaysian telecom- Yoodo analysis:

Yoodo, a new digital brand, was developed to appeal to Malaysia's millennial market. The reason behind scrutinizing each of their moves is to have a thorough knowledge because Yoodo and Airtel both have the similar approach.

Loyalty Campaign Initiate:

Unlike every other brand, Telecoms also offer Loyalty Programs to the customers. Our industry competitors Grameenphone, Banglalink, Robi offers loyalty programs to the customers. But Airtel doesn't have any loyalty programs and Airtel actively trying to introduce Loyalty programs for customers. As it is youth brand so we needed to come up with some interesting loyalty names and top tiers. This is the reason at first I was asked to do our competitor analysis for example loyalty names, what they are doing and providing, categories etc.

1.2.3.3 Project based responsibilities:

I was assigned this internship to increase Airtel Buzz's Digital Reputation Score through my work. To accomplish this goal I had to go through several tasks which overall resulted in increased DRS over the time.

- Working with Airtel's marketing agency
- Receiving Calendar update monthly:
- Improvising and further adding my ideas
- Continuously tracking the calendar approach:
- Percentage Analysis of Facebook platform
- Platform based analysis: Talkwalker
- Platform based analysis: Dotkom

1.3 Internship Outcome

1.3.1 Personal Development

As a student at a school of business, majoring in Finance, and then working in an entirely other department, the one with the most competitive employment sector, I've always had my worries

about my ability as an ambitious corporate job holder. Based on my academic qualifications, I knew that if I pushed hard enough, I could do anything, but I never had any solid data to back up my convictions. Along with past self-doubts and fears, I was confined to my house for two years owing to COVID-19. This occurrence reduced my worries about the future even more. I was nervous about my job possibilities at the conclusion of the final semester, under all the pressures of deadlines and others. Despite the tumult, Robi Axiata Limited came into my life as a lifesaver. Working here provided me with fresh insights and boosted my self-esteem. After three months of shadowing my line manager and other team members and listening to their tales, I learnt about all of my career alternatives. My teammates assisted me in identifying all of my flaws and demonstrating how to overcome them. Going to work every day, completing deadlines, and going about my daily routine has boosted my confidence as an ambitious employee. Prior to my internship, remaining in one room for eight hours a day, five days a week seemed impossible, but my tolerance and tenacity have grown. One of the most significant abilities I've acquired as a person is the ability to say no. It was an important lesson for me to learn that I am accountable for my own sanity, which sometimes meant saying no to people. I have learnt that doing just enough is sometimes more than enough. Overperforming may provide immediate satisfaction, but doing so on a constant basis is not only detrimental to one's mental health but also creates toxic workplace expectations.

My three-month job experience has shown me that I am a team player with leadership potential. As previously said, I aided my team members with most of their work, which included following instructions and occasionally going above and beyond my job obligations to ensure that the team's overall goal was completed on time. We had to complete various chores outside of our allotted job with the other interns, and I was always in charge of bringing everyone together and getting the assignment done. While working on my own project, I noticed that I now have the confidence to complete things on time and achieve goals on my own after I figure out what I'm meant to do. Despite the fact that I had a once-in-a-lifetime event that I will cherish and the information I learned here is something I will always take with me, I would describe my experience as bittersweet, but it is actually more on the sweet side. My learning curve has only gotten steeper, and it has also altered my outlook on life. I will always look favorably back on my early job experiences dealing with a challenging supervisor and a workaholic team as a learning opportunity.

Along with my teams, I've made a few lifelong clients and found a few mentors I know I can come to for assistance whenever I need it.

1.3.2 Skills acquired as an Intern

As someone who has always been interested in how telecom businesses operate, Robi was probably one of my top options while looking for an internship. The four-month experience of working at a real-life dynamic global firm has brought about significant changes in me as a person and as an ambitious marketing professional. As the intern for a team whose responsibilities have no set deadline, I've picked up a variety of talents.

- **Analytical Skill:** As part of my responsibilities, I had to do quantitative and qualitative analyses based on monthly revenue collections and construct a meaningful piece of information from the raw data. I had to either produce a summary or a dashboard on it. I attended several weekly meetings with the Vice-Presidents of various units, providing me firsthand knowledge of how these assessments convert into real-world strategies.
- **Communication Skill:** Working on a lively floor with 100 colleagues around me, with whom my team had to communicate on a regular basis, was a new experience for me. Every other day, I was exposed to different duties, whether it was collaborating with the CLM team to approve the advertisements generated or coordinating with the Airtel Voice or Robi Data teams to establish mutually coherent market solutions. To complete the layman's task, I had to speak with a large number of individuals on behalf of my team. I've always considered myself an outright extrovert, but with professional obligations on my shoulders, I can genuinely claim that I've grown more spontaneous and less self-conscious when it comes to asking questions.
- **Time planning:** Right after my internship began, I was thrust into the realm of 24-hour duties. As someone who was not previously connected with time-bound duties on a regular basis, I genuinely learnt how to perform jobs meticulously in the smallest amount of time here. I learnt when and what to do as I grew more familiar with my work environment and assignment.
- **Technical Skill:** Prior to joining Robi, I had just mediocre Microsoft Excel capabilities. My daily tasks included developing and evaluating Excel spreadsheets, which allowed me

to hone my talents in this area. As part of my individual project, I was obliged to submit weekly proposals. This advanced my Microsoft PowerPoint abilities to a whole new level because it provided me more time to learn new functions in addition to my bosses' regular revision directions. When it came to Microsoft Office duties, I learnt how to be more efficient. On the other hand I learned to excel some platform for example- DotKom, Talkwalker to check regular DRS update. For the first few days I had trouble working with those. Then I kept spending more time using that and soon I had the whole idea about all the options. I also worked with platforms like Google trends, Google ads etc.

- **Multitasking:** As previously said, my job at Robi was separated into two dimensions. I had to do my everyday responsibilities as well as the work on my projects on schedule. It was difficult at first to keep up with the speed, but I gradually got the feel of it. I learned to split my concentration evenly across all of my obligations, which made me more effective in terms of multitasking while achieving all objectives equally.
- **Foosball Skill:** One of my unusual accomplishments while working at Robi was learning how to play foosball. Every level of Nafi Tower has a foosball table to provide employees with leisure options. Going in with little practical experience of the game, I can claim that I learned a lot and eventually became one of the greatest players among all the interns. Playing foosball provided the greatest opportunities for me to make relationships and form bonds with a diverse range of individuals, which I hope will endure a long time.

1.3.3 Reflections on learning

1.3.3.1 Qualitative Learnings

- ✓ **Connecting with my Academic Studies:** I finished my undergraduate studies with a degree in Finance. So for the very first few days, I had trouble understanding some of the core concepts of Marketing. Somehow, BRAC University allows a student to complete three marketing courses to get the idea of Marketing. This is how I had a lot of academic knowledge but had little to no clue how to use what I'd learned in practice. I could connect to my Business Communication course since I had to contact with a large number of individuals on a daily basis, both online and in person. I was required to send at least 10 emails every day, none of which were casual. I could relate to my Marketing research

course when I had to conduct focus group talks for my assignment since I had to go back and figure out what to keep in mind when completing the work and how to assess it. I helped with Airtel's Friendship Day campaign, where I used a lot of what I learned in my Advertising and Public Relations class. I could point out where things might be improved and how the music video's messages could be emphasized more effectively. When posters of Airtel data packages were made public, I was able to put my understanding of current marketing difficulties to work. During the onboarding of Robi's three new brand ambassadors (Tamim Iqbal, Safa Kabir, and Siam Ahmed), I saw how the messaging and personalities were integrated to reinforce the telecom brand's fundamental theme; the totality of which totally mirrored on my final semester strategic Brand Management course. While the aforementioned events are mentioned because the connections between them and my completed course were crystal clear, there were many more minute instances or activities of people around me that I could trace back to my days as an undergraduate student when I was studying similar activities and the theoretical impacts of them.

- ✓ **Organizational Culture:** Robi, although being one of the country's leading telecom brands, has a very distinct culture. According to second-hand information from my colleagues, Robi's organizational culture is slightly more controlled than that of other telecom corporations. During our onboarding, we were advised that Robi is rather traditional and operates in accordance with our country's culture. Everyone must adhere to a specific sober clothing code, as well as keep a time in routine, which is automatically regulated by punching in ID cards on our way in and out of Nafi Tower.

Robi, on the other hand, is highly employee-friendly. The RCO has a recreation center with a fully equipped gym with trainers and a swimming pool where all employees may keep a healthy lifestyle. As previously indicated, there is a foosball table on each level of Nafi Tower, as well as a smart TV, to ensure staff can take a good break every now and again. Every level also has three noise-cancelling chambers where staff may go anytime they need some peace and quiet. There is a level dedicated to staff entertainment, with literature and prayer rooms for each gender, ensuring that employees have some soul-soothing time as well. Robi organizes reunions for employees and their family members during major holidays such as Eid, which always reenergizes the staff. When someone new joins a team,

Robi sends an email to notify everyone. Not only that, but if someone receives a promotion or welcomes a new family member, the news is shared with their colleagues.

Robi HR is looking forward to finding a solution to keep people engaged in their job. Employees' great performance is always acknowledged with quarterly and yearly awards such as Star Performer of the Quarter, Robi Champion, and Thunderbolt Warrior, among others. To maintain the free-spirited atmosphere, HR arranged intra-company fun activities such as foosball championships and singing competitions. Quarterly Townhalls are a charming custom in which all members of a given division gather together to celebrate quarterly successes, play games, and, of course, have a delicious meal together, reinforcing the people's brotherhood.

The main takeaway from participating in the acclaimed company's organizational culture is that by participating in social events even in your spare time, one may refresh themselves as a proactive worker. Being bound by a set of rules also encourages employees to control themselves on a personal level. In general, higher workplace brotherhood leads to increased productivity.

- ✓ **Interaction with superiors and coworkers:** Twenty-one other interns joined Robi and I, and seven of them worked in the Product and Pricing department with me. We all worked together and had breaks together. This new group of people in my life gave me a whole new outlook on life. I quickly learnt how to interact with individuals from various backgrounds. It has been a pleasure to collaborate with my colleagues from the Airtel and Robi teams over the last four months, and we have had a terrific time together. I connected and built friendships with many workers and interns on my floor, but only a few took on the role of my life's adviser and offered me with the guidance I needed. The individuals I worked with, both interns and staff, were what made the experience exciting and enjoyable.

1.3.3.2 Personal Accomplishment:

My most major accomplishment while working with Robi was on a qualitative scale. On a personal level, I feel my greatest satisfaction has been learning how to establish work-life balance. When I first started working, I had no idea how to manage my time between work and personal obligations. My entire routine was geared on getting to work, and it quickly became incredibly taxing. I was almost at the point where exhaustion became a daily occurrence for me. I learnt how to mix work

and fun on a regular basis with time and right coaching from my line manager and other team members. I am looking forward to the future in my life to implement those. On the other hand, when I saw my works are being recognized and I felt I am significantly contributing to make greater changes, I felt even more motivated to go forward.

1.3.3.3 Expectation VS Reality

Robi Axiata Limited only accepts a limited number of interns per year in four separate batches, therefore competition for a coveted spot was fierce. Going into the internship, I expected to learn a lot about not just how the telecom business operates, but also to improve my professionalism. Working an eight-hour day, five days a week taught me the value of punctuality. Working in a team of five opened me to a whole new world of practical learning. I learned a lot about the telecom sector firsthand. Because each team has a restricted number of people, the job duty shared among each member is fairly extensive. Because I aided all of my team members at once, I was exposed to a wide range of responsibilities on a regular basis. I also learnt the necessity of being proactive. Over the course of three months, I became acclimated to the fast-paced workplace. Overall, Robi exceeded my expectations and increased my confidence as a possible job seeker in the sector of marketing in Bangladesh.

1.3.4 Difficulties faced as an Intern

- ✓ As an intern, the most challenging challenge I faced was my slow working pace on desktop computers. It took some time for me to become acclimated to the keyboard shortcuts that my team members kindly showed me.
- ✓ The resources I had to use was not really vast and had limitations. This project is solely dependent on personal observations and online resources. It would be great if I could assess some information from the internal sources.
- ✓ The posts Airtel Buzz posts on their social media pages is first approved by the legal team and several other superiors. For this reason, the whole process felt very long and exhausting. Also sometimes, I gave some idea to implement but that couldn't be implemented because of restrictions from Legal team. As a brand we continuously had to think about the legality and copyright issues.

- ✓ I graduated from BRAC University majoring in Finance and Minor in HR. But here at Robi Axiata Ltd, I was working in Marketing Operations with Airtel Brand Team. Being a student of a different background and then working in a completely new department was quite difficult for me. Slowly I could understand those but initial days were tough.
- ✓ My internship was dual-modal. It was difficult for me to grasp work online and during phone calls in the early days when I worked from home. This really led to my working full-time at the office, broadening my learning time and space horizon.
- ✓ As an intern, I don't have access to many confidential data and information. For these I faced trouble understanding and I believe my learning was to some extent not complete.
- ✓ The internship period is designed for three months only which I feel is a very less amount of time to know and learn things. I had the responsibility of tracking DRS and improving the score but this small amount of time was not enough from my point of view. Yet I tried my best to fully use the given period of time accordingly.
- ✓ The two platforms I was solely looking after, DotKom was on its initial stage of developing. So a lot of options were not working properly and I had trouble understanding. Whenever I saw any option is not working properly, I had to mail them immediately asking why so? Sometimes they took way too long to respond and correct that. Meanwhile, I had to wait patiently and I couldn't work as that option was not running properly.

Chapter 2: Organization Overview

2.1 Background of the Industry:

Due to its large population, Bangladesh presents a significant market for the telecommunications industry. Due to increased market rivalry and the launch of new enterprises, a high consumer likelihood attracts international investors and raises the nation's GDP. In order to succeed in a fiercely competitive field, mobile telecoms service provider organizations are conscious of client expectations and seek to satisfy demand by providing high-quality services. The techniques employed by mobile phone providers to provide satisfied services are made clear in this study, including segmented marketing, which prepares the way for targeted marketing campaigns that let them provide the necessary services to a specific consumer group. This study also looks at data on customer expectations, analyzes factors affecting an operator's choice, and offers some advice to the mobile sector. Since the market had previously been monopolistic, Bangladesh's telecommunications industry joined the mainstream in 1989 with the licensing of one private operator. Bangladesh is a company that is run by the government. The Telegraph and Telephone Board (BTTB) was the only provider of a fixed phone service up until 1989. When several operators were allowed to enter the market in 1990, it was a significant and significant development that sparked a revolution in the telecommunications industry. Businesses adopted a variety of consumer-friendly strategies to combat the heightened competition, turning the sector into one of Bangladesh's biggest businesses. Additionally, it has a sizable population and tremendous potential, which has drawn big, well-known businesses from around the world (Amtob.org.bd, 2018). Their investment allowed the business to grow and take the lead in the industry. Consumer services are offered by four mobile phone operators. Robi Axiata Ltd. (also known as GP), Teletalk Bangladesh Ltd., Banglalink Digital Communication Ltd., and Grameenphone Ltd. In terms of consumer volume, Grameenphone is the operator that dominates this market the most. By the end of July 2022, there were 184.05 million mobile phone subscribers worldwide. The table below shows the subscriber volume of four operators:

Operator	Subscribers (in million)
Grameenphone Ltd.	84.08
Robi Axiata Limited (Robi)	54.77

Banglalink Digital Communications Ltd	38.48
Teletalk Bangladesh Ltd. (Teletalk)	6.7
Total	184.05

Table 1: Subscriber Volume of Four Operators (in million)

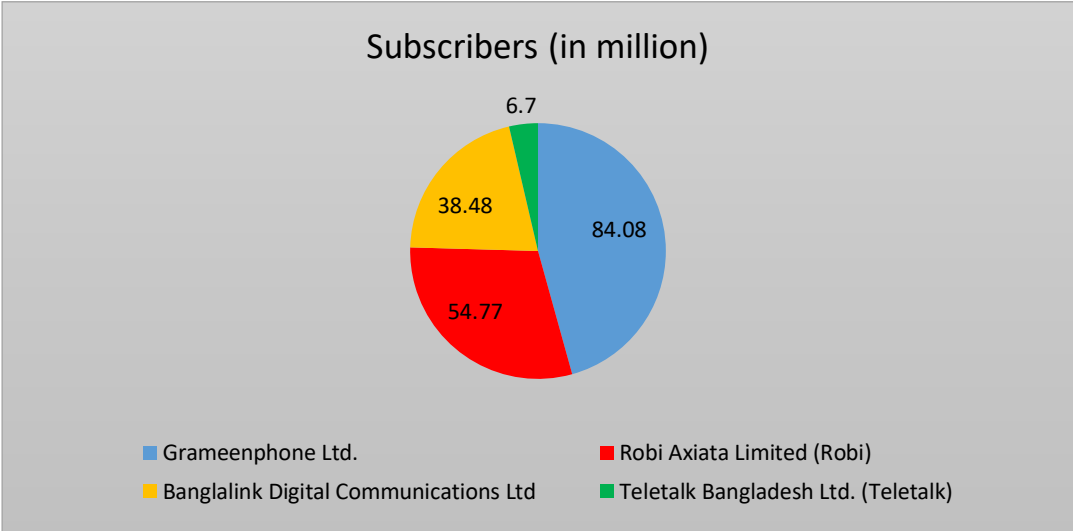


Figure 1: The total number of Mobile Phone Subscribers (July,2022)

52.58 million people in Bangladesh used the internet in January 2022. Bangladesh has a population internet penetration rate of 31.5 percent at the beginning of 2022. Kepios reports that between 2021 and 2022, the number of internet users in Bangladesh increased by 5.5 million (+11.6%). These user data demonstrate that 114.5 million individuals in Bangladesh, or 68.5 percent of the population, did not have access to the internet at the beginning of 2022. However, actual internet user statistics may be higher than these reported data suggest because COVID-19 concerns continue to influence internet adoption studies. For the most recent data on global internet adoption and usage, check out our Global Statshot.

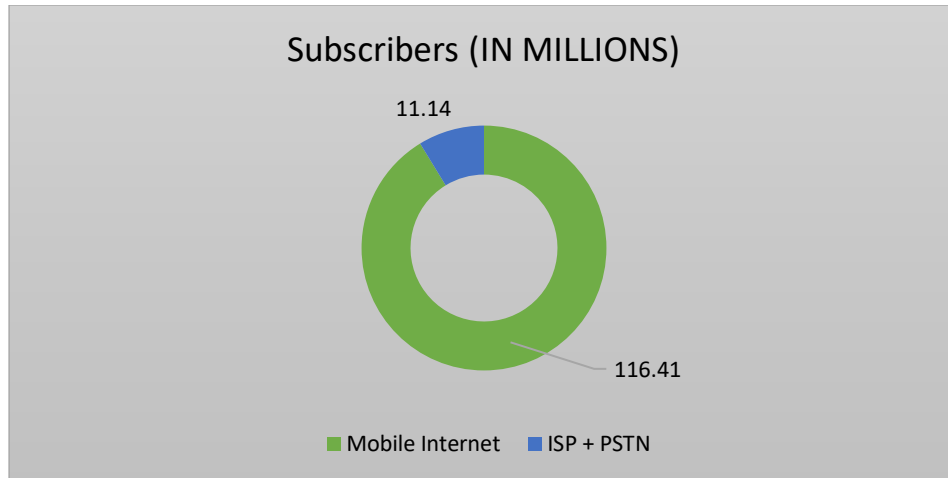


Figure 2: Total number of subscribers using Mobile Internet in Millions (December,2021)

2.1.1 Robi's market share

Robi has an 18% market share in Bangladesh's telecommunications sector based on subscriber base and ranks third in terms of customer count. However, in terms of income, Robi has a large number of important clients that maintain Robi in second place.

2.1.2 Robi Axiata's Vision

“To be a leader as a Telecommunication Service Provider in Bangladesh”.

2.1.3 Robi Axiata's Mission

“Robi aims to achieve its vision through being number ‘one’ not only in terms of market share, but also by being an employer of choice with up-to-date knowledge and products geared to address the ever changing needs of our budding nation”.

2.2 Overview of Bangladesh's Telecommunication Service Provider Operators

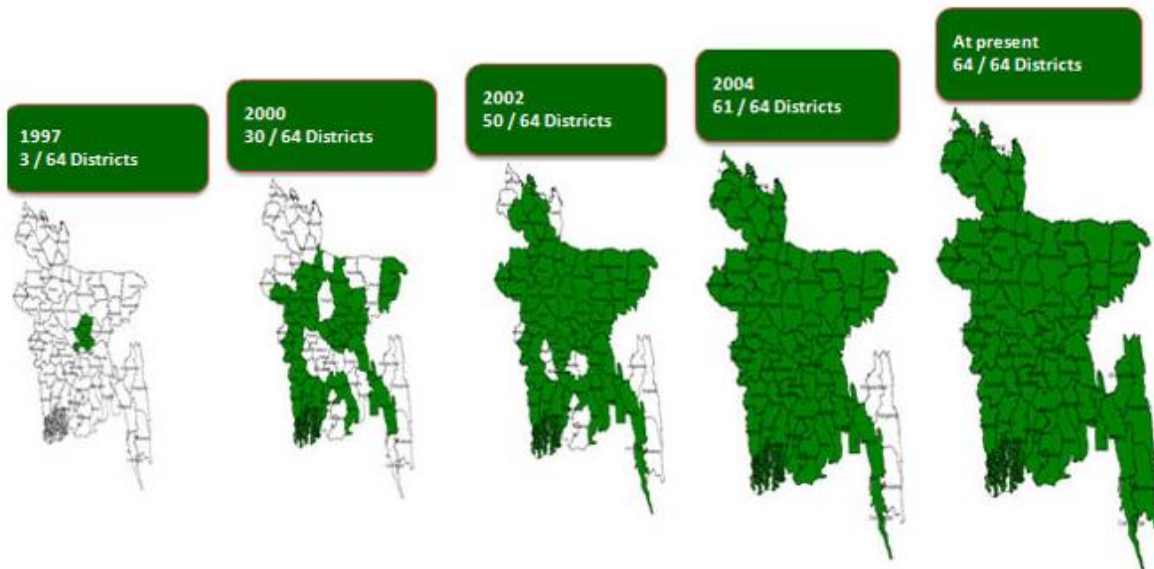


Figure 3: Bangladeshi Areas with Mobile Coverage

When Bangladesh Telecom Ltd. received a license to operate the nation's first cell phone in 1989, Bangladesh's telecommunications industry officially got underway. When three operators received licenses in 1997, it was a turning point for the telecom sector. Grameenphone, popularly known as GP, maintained first place the next year despite receiving licenses in the same year as Aktel and Sheba telecom. The industry is expanding quickly as a result of the intense competition in the area. Reduced pricing brought on by growing competition and economies of scale, significant foreign direct investment (FDI), and the underwhelming performance of fixed-line operators are all contributing factors.

An overview of the different operators is provided below:

2.2.1 Telenor Bangladesh Ltd. (Grameenphone)

On March 26, 1997, Telenor Bangladesh Ltd, also known as Grameenphone or gp, started offering services on a private basis. Grameen Telecom owned 38% of the company, while Telenor Telecommunication Operator of Norway owned 62%. With a volume of over 56.285 million, this company commands the majority of the market, or almost 43%. There were about 5200 BTS at the end of 2008. (base tower stations). The range of the tower is 5-7 kilometers. GP works hard to offer customers services that are both affordable and of the highest caliber. They have the largest network in the nation. Technically supported by Hawaii and Erickson, it makes an effort to offer

service promptly and satisfactorily. GP has roughly 56.285 million in its entire population. Over 100 million people subscribe to it.

2.2.2 Robi Axiata Ltd.

In 1997, the Malaysian Aktel Axiata Group Berhad and the Japanese NTT DOCOMO INC established a joint venture. The company was renamed "Robi-Axiata Limited" on March 28, 2010, from "Robi-submitted," a Bengali term that means "sun-submitted." By 2022, Robi will hold the second-place spot in Bangladesh's telecom industry.

2.2.3 Banglalink Digital Communication Ltd

The operator, formerly known as Sheba Telecom Pvt Ltd, has been providing GSM services since 1998. In 2004, Orascom Telecom acquired the entire investment in Sheba Telecom and changed the business' name to Banglalink. This operator's tagline, "Making a Difference," denoted the start of operations in February 2005. According to their tagline, they have been giving customers great service, and in 2020, they came in second with a volume of 34.030 million subscribers, or roughly 21% of Bangladesh's telecoms market. In August 2006, Banglalink becomes the first service to deliver cost-free incoming BTTB calls for both postpaid and prepaid lines. It has about 700 customer service locations and has spent over 6,324 cores BDT, according to a 2013 poll. With tower ranges of 5–9 km, occasionally 13–15 km, and a robust nationwide network, it serves customers who are technically supported by Hawaii and the Nokia-Siemens Network.

2.2.4 Teletalk Bangladesh Ltd.

The sole operator is governed by the People's Republic of Bangladesh's government. It started off as a GSM-based state-owned telecoms company and was the first to use a 3G network in Bangladesh. The telecommunications sector faces intense market competition. Therefore, in order to rule the market, they must offer distinctive services that clients want. Despite the government's demonstrations to the contrary, it has not produced the anticipated success. In June 2020, Teletalk had over 4.757 million customers, or about 3% of the market. In the market, it comes in sixth. Therefore, it has plenty of room to define its business strategy, and it may even use the emotional pliability of being a state-governed operator as a competitive advantage.

2.2.5 Airtel Bangladesh

Airtel is a telecommunications company based in Bangladesh. It was handled by Bharti Airtel Bangladesh until 2016, when its activities were amalgamated under Robi Axiata Ltd. Following the merger, Airtel Bangladesh remained a Robi Axiata product name. Since then, Robi Axiata has had the Airtel brand licence in Bangladesh.

2.3 Company Introduction

Under the name Aktel, Robi Axiata Limited launched its operations in Bangladesh in 1997. After 13 years of competition in the neighborhood market, they changed their name to "Robi," which means "sun," in 2010. The logo of its parent company, Axiata, was adopted as part of the rebranding process. Docomo, a significant shareholder for five years, reduced its holding to 8% in 2013, making Axiata the company's major shareholder with about 92% of the shares. The company, which was already a market leader, almost quadrupled in size after completing the largest merger in Bangladesh's telecom industry's history.

2.3.1 Functions of Robi Axiata Ltd:

With offices in Dhaka, Chittagong, and other areas of Bangladesh, Robi is currently run by the divisions and departments listed below. The following departments and divisions make up Robi:

- i. Finance Department
- ii. Commercial Department
- iii. Division of Information Technology
- iv. Technical Department
- v. Division of Human Resources
- vi. Income Assurance Division
- vii. Office of Regulatory Affairs
- viii. Interior Audit Division
- ix. The Corporate Affairs Division
- x. Office of Corporate Strategy
- xi. Department of Supply Chain Management
- xii. The Credit Control Division
- xiii. Regulatory & Compliance Division

xiv. Department of Security and Safety

2.3.2 Merger Decision of Robi and Airtel

In 2010, Warid Telecom paid Indian company Bharti Airtel \$300 million for a 70% stake in the business. In addition, Warid will receive an initial \$300 million investment from Bharti in exchange for the formation of new shares in the company. The transaction was given the BTRC's approval on January 4, 2010. On December 20, 2010, Bharti Airtel Limited acquired control of the company and its board and relaunched the company's services under the 'Airtel' moniker. In March 2013, Warid Telecom paid US\$85 million to transfer its remaining 30% of the company to Bharti Airtel Holdings Pte Limited, a Singapore-based subsidiary of Bharti Airtel. On September 8, 2013, Airtel Bangladesh paid US\$1.25 million to acquire a license for 5 MHz of 3G spectrum. In January 2016, Robi and Airtel Bangladesh declared their intent to merge their respective Bangladeshi businesses. The new company, Robi, would provide services to almost 32 million members. 68.7% of the shares were to be owned by Axiata Group, 25% by Bharti Group, and the remaining 6.3% by NTT DoCoMo. The deal was completed in November 2016.

2.3.3 Dual Brand Strategy

When Robi and Bharti Airtel merged together, the idea behind it was to stay more competitive by gaining the largest market share of Bangladesh. But when two completely different brand merges together it's not easy to maintain and operate simultaneously. Yet, both the brand has proven it beautifully.

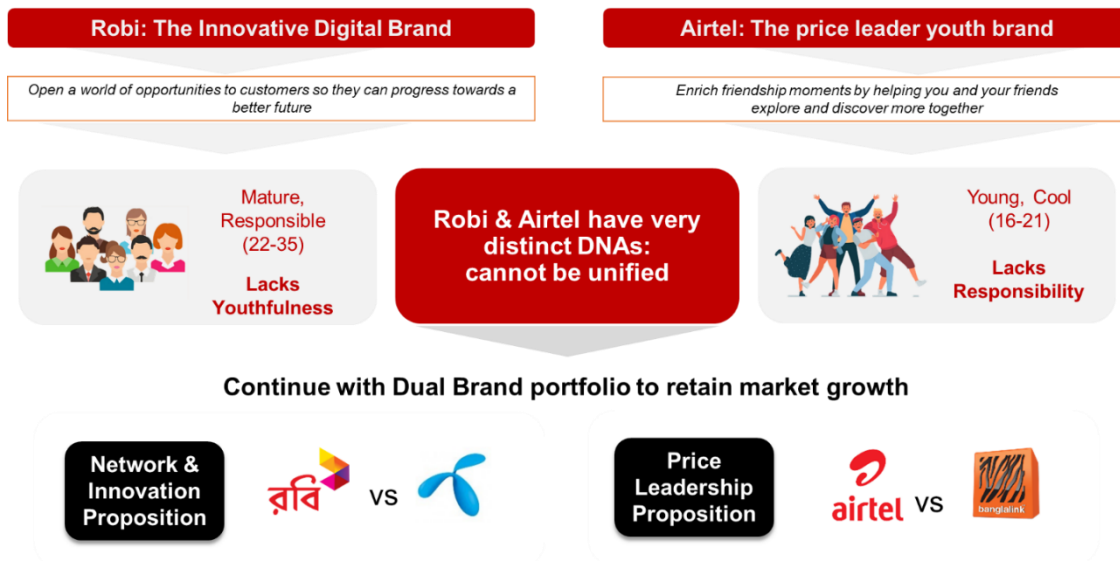


Figure 4: Dual brand strategy: Robi Axiata & Airtel Bangladesh

2.3.4 About Airtel

The story of Airtel started with an easy idea. What do we hold most dear in life? Additionally, finding a solution is rather simple. The season of friendship is here! Due to this, Airtel, the top friend network, launched its program in 2010 with the same goal of appreciating everything in life and maintaining relationships with friends, both online and offline. By involving them in significant activities, exposing them to cutting-edge viewpoints, and providing them with a vibrant landscape of fun, Airtel has always been there to support Bangladesh's youth in their efforts to develop as individuals and as a group. The kids have been able to connect and create the largest friendship network thanks to the robust network and affordable services. Bharti Enterprises, the third-largest mobile phone carrier in India by user base, owns the international brand Airtel. Axiata Group of Malaysia and Bharti Enterprise of India, however, decided to combine their respective operations in Bangladesh on January 28, 2016. Robi, the combined company, launched its business operations on November 16, 2016. Robi was granted permission to use the Airtel brand in Bangladesh for customers with 016 phone numbers following the merger of Robi and Airtel. As of August 2018, it had 13.4 million active users, making it the biggest friend network in Bangladesh. 90% of the population is covered by the company's 4G network, which has a widest reach and covers more than 500 thana.

Airtel, as a socially responsible brand, has launched a number of landmark Corporate Responsibility projects in the areas of ICT-Education, Health, and Environment in order to

contribute to the country's long-term growth. Airtel has always prioritized youth empowerment and allowing them to express themselves. Airtel welcomes you to join the largest network of friends with a wider arm.

After the merger, **“All Rights Reserved, Robi Axiata Limited is the Licensee of 'Airtel' Brand in Bangladesh”** this line is used while communicating about Airtel Bangladesh.

Airtel’s Journey

Consistently building on the Friendship Moments with a persona that is **young at heart, vibrant in mind and spirit**

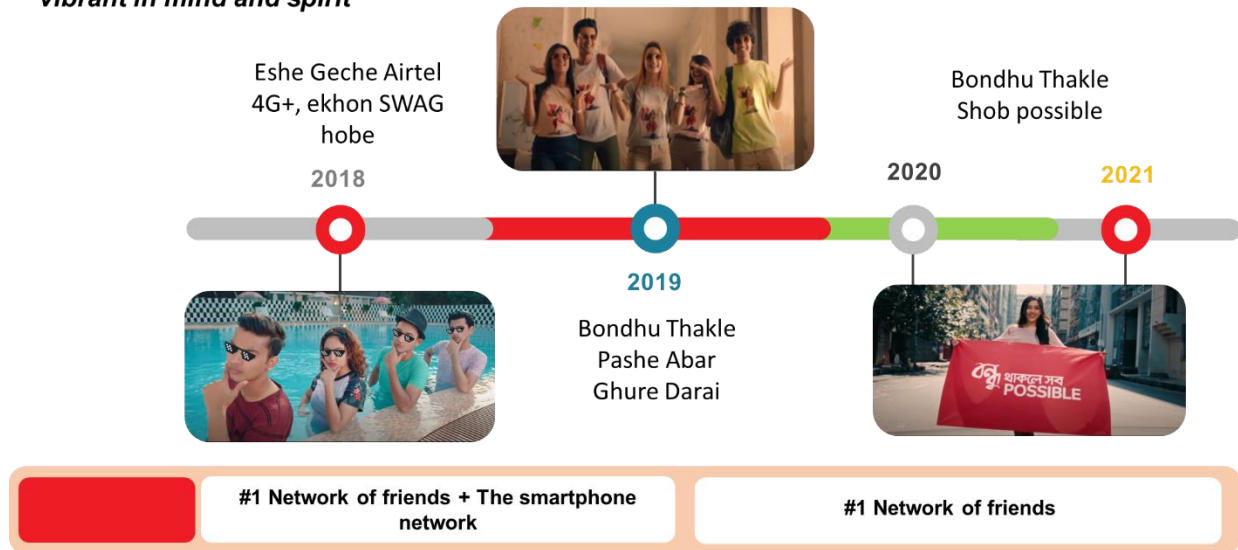


Figure 5: Airtel's Journey throughout these years

2.4 Industry Analysis (Porter’s Five Forces Analysis)

To comprehend the functioning dynamics of any particular industry at the root level, a study of the Porter's five forces model analysis of the sector is required. Michael Porter's approach assesses every particular industry or organization along five dimensions. The research will help us comprehend the overall viability of the sector, allowing us to determine if more investments in specialized areas would be beneficial or not. If the industry is sensitive to external factors, focusing on specialized markets is not a viable long-term strategy.

2.4.1 Threat of new entries

The influence of potential rivals on industry dynamics is determined by the amount of entry barriers for new market entrants. In the case of Bangladesh's telecom business, the following components operate as entry barriers:

- a) **Economies of Scale:** With mass manufacture of SIM cards and distributing fixed costs across a mass production volume of services, existing industry businesses have a significant advantage in sealing off new competition. Even marketing expenditures are spread out over time and provide a significant output, which is difficult for new entrants into the sector.
- b) **Switching Cost:** In terms of financial and procedural switching costs in the telecom industry, the value is negligible to be undertaken as a consideration by consumers; however, the cost of losing perks of being a long-time customer of any telecom brand (for example, being a star subscriber of Grameenphone) is relatively high, as is the hassle of changing a SIM card that has been in use for years.
- c) **Brand Loyalty:** There is a very difficult to obtain advantage for the industry's large brands, which is the loyalty of their users that they have garnered during their years of operation. It is considerably simpler for them to introduce a new product or service since their prospects of survival and acceptance are substantially better than those of others. Thus, brand loyalty poses a significant danger to new entrants into the business.
- d) **Cost Advantage:** The BTRC levies a BDT.200 fee on each sim acquired by a telecom company. This is roughly the same as the selling price of each SIM card, thus the firms make no profit from SIM acquisition; rather, a quantity of money is used up to give services at a cheaper cost to new customers, which proves to be quite a pain for newbies in the market.

2.4.2 Bargaining power of Buyers

Telecommunications firms all provide a relatively comparable service with their own spin on value-added services. Buyers have more negotiating power because of the nature of the services and the profitable identical offers in the market from rivals.

2.4.3 Bargaining power of Suppliers

Suppliers of telecom businesses, such as those that supply fiber optics or sim card producers, have little negotiation leverage. This is the current situation since there are just a few telecom providers, which weighs heavily on their side of the balancing scale.

2.4.4 Threat of Substitute Products

Landlines and wireless fixed phones were previously telecom firms' substitutes. However, these appliances have become obsolete over the last 15 years, which has improved telecom companies' competitive position, but competition is increasing again with free calling and texts via apps such as WhatsApp, Messenger, and others, as well as the increasing use of Wi-Fi networks in households.

2.4.5 Rivalry among existing competitors

Bangladesh's telecom business is more or less concentrated, with only a few key firms. With new items being released virtually every month, price-conscious shoppers may make quick adjustments with little effort. The industry's exit barriers are fairly significant since enterprises must make large expenditures when entering the market and there is a strong commitment throughout the organization and their fellow stakeholders.

2.5 Company Shareholders

Robi Axiata Limited is a public limited company in which Axiata Group Berhad of Malaysia owns 61.82%, Bharti Airtel of India owns 28.18%, and the general public owns the remaining 10%. On the 24th of December, 2020, the firm made its debut on the country's twin stock exchanges of Dhaka and Chattogram with the largest ever IPO.

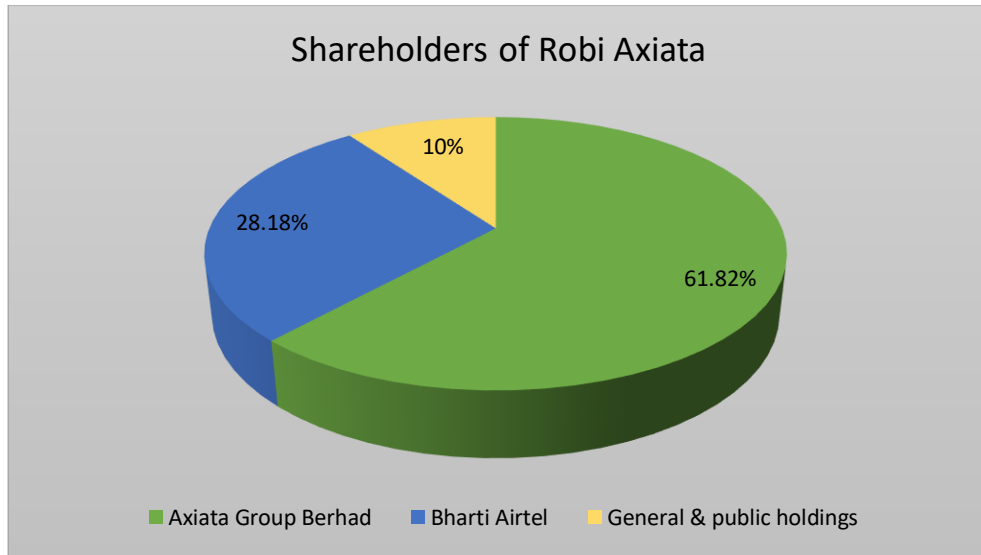


Figure 6: Shareholder percentage of Robi Axiata Ltd.

2.6 Company Management Structure

Robi Axiata Limited has a very efficient work structure that allows day-to-day operations to run smoothly. Each employee has unique and transparent roles, and they are all accountable to their respective line supervisors, who monitor their operations. The process of Robi is provided here to help you better understand the organization's operations.

Robi Axiata Ltd. Maninatins below mentioned organization hierarchy-

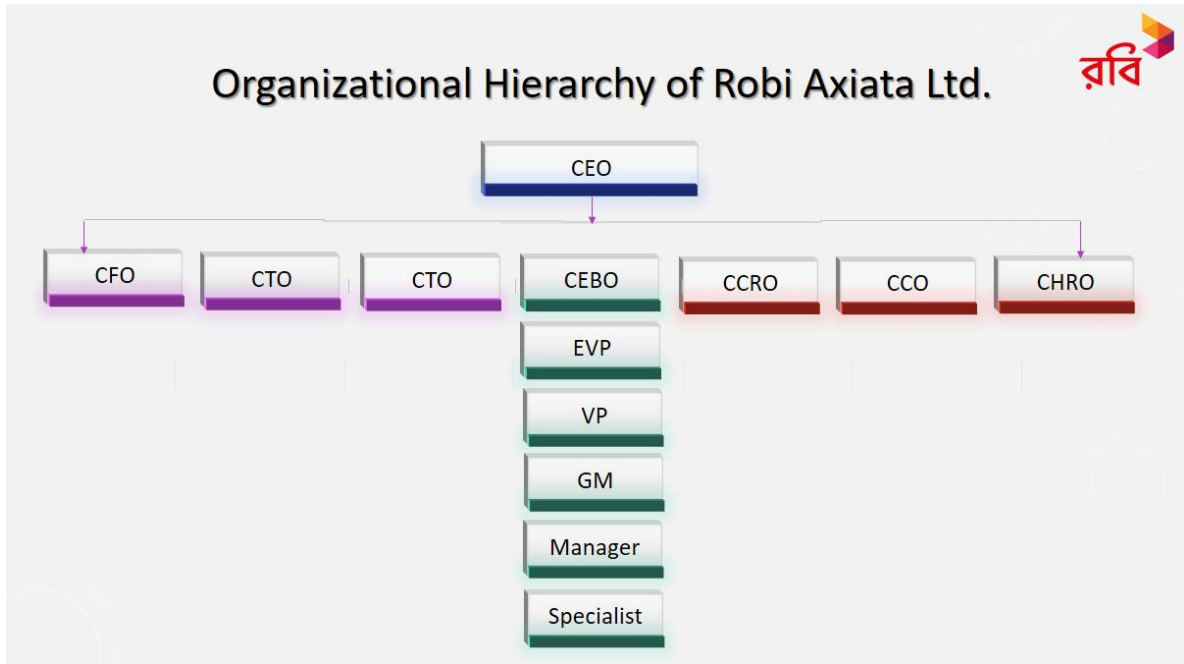


Figure 7: Organizational Hierarchy of Robi Axiata Ltd.

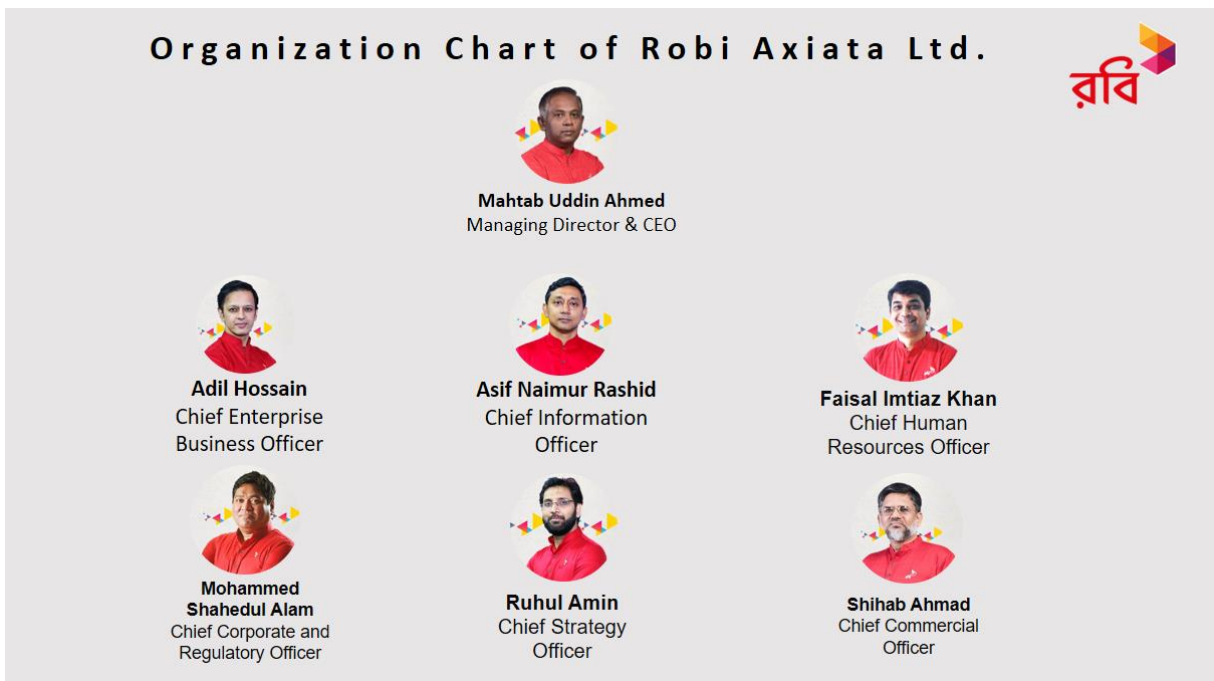
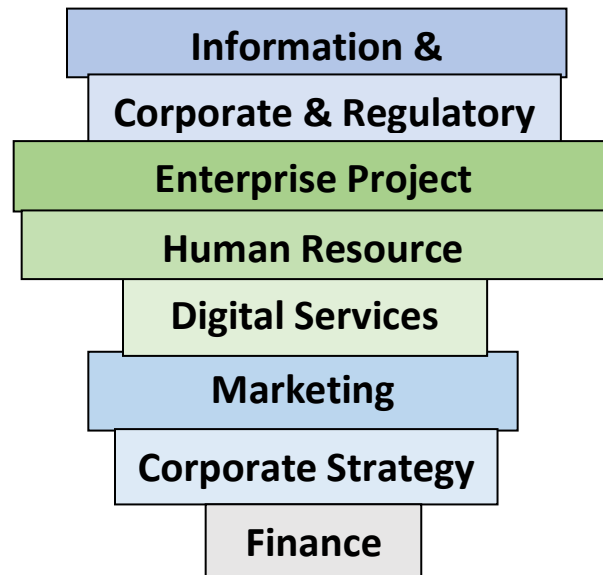


Figure 8: Organogram of Robi Axiata Ltd.

2.7 Divisions of Robi Axiata Ltd.

Robi Axiata Ltd is run by the below mentioned divisions-



Robi Axiata Limited is a fast-paced corporation that runs seven days a week, 24 hours a day. Each team, spanning 19 levels, is accountable for more than just meeting its KPIs; at its core, Robi encourages every single individual in the firm to be proactive. There is a quarterly Robi championship tournament in which all individual teams from both brands automatically compete, and the winning team receives the trophy. There are also quarterly incentives for the top performers on each team in each division, which not only inspires employees but also maintains the spirit of striving for greater success intact.

2.8 Airtel Brand and Communication

I worked as an intern in this department for four months. This department is very dynamic and fast paced among all. With several individuals on board, the duties are also distributed. This team has two different managers in charge of the Digital branding and Campaign branding components. This team, on the other hand, includes four specialists who are responsible for several sectors such as BTL, event and campaign implementation, campaign planning, and so on. The GM (General Manager) is the team's leader who oversees all aspects of the business. She is in charge of

supervising the work of all of the aforementioned individuals and reports directly to the EVP. The GM is also in charge of monitoring the KPIs of the Airtel Brand team members and vice versa. This team consists of seven members and their details are given below:



Organogram of Airtel Brand and Communication

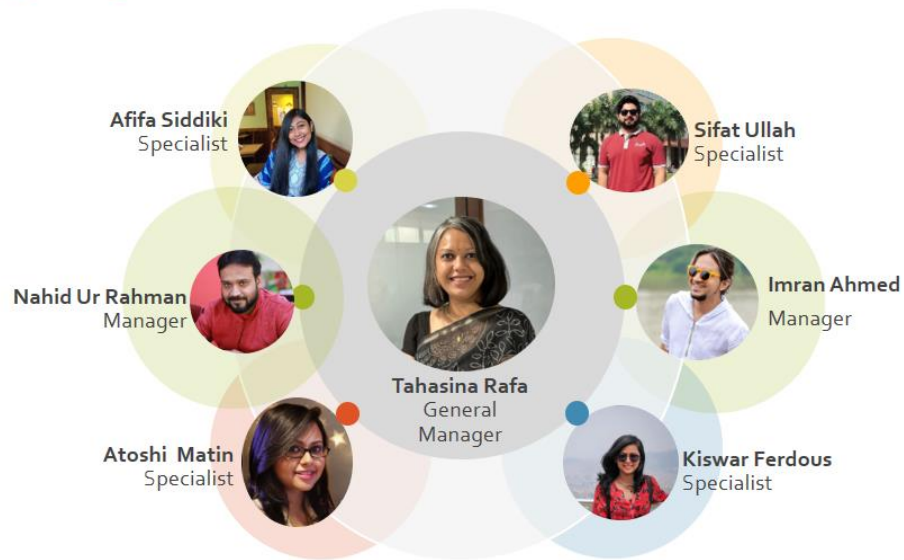


Figure 10: Organogram of Airtel Brand and Communication

Chapter 3: Project Part

3.1 Project:

“Enhancing Airtel Buzz’s Digital Reputation Score”

3.2 Project Introduction:

Initially I was assigned to enhance Airtel Buzz’s DRS (Digital Reputation Score). During my internship period I mainly focused on this area and in order to do that I closely worked with Airtel’s creative agency- Asiatic MCL. They are responsible for looking at the ATL, Digital communication of Airtel.

3.3 Significance of the Project:

Organizational: As a brand team my teammates are always looking for adopting new changes and quickly adopting those for their own brand which will enhance the overall brand’s image and further contribute in increased revenue. My project based work not only help them enhancing the total Digital Reputation score but also it made them incorporating and tap into many unexplored ideas within the shortest time period possible.

Personal: At my initial days, I was fully communicated and pitched about the project and my responsibilities towards it. Later on when I saw there is a drastic up and down in the Digital Reputation Score every month I further analyzed it. The type of content giving our platform a positive sentiment I further analyzed those. Also when I saw other telecoms DRS and could compare I knew that completing this project will be tough but at the same time it will be very interesting to work on. This is how I came up with the idea of working on this challenging project as I knew that DRS score don’t just change all of a sudden rather it needs continuous monitoring.

3.4 Background:

Bangladesh telecommunications industry has transformed the network infrastructure, and its importance and influence are overwhelming. In order to survive in the market, companies in the modern telecommunications industry regularly provide services and offers that are satisfying to customers. Customers may therefore pick from a variety of operators based on the many characteristics that they require or wish to have offered by or included in an operator. As there’s

so much competition, an industry need to keep themselves up to date in order to survive in the industry and continuous research and improvement is the key for long term success. But in order to maintain confidentiality and staying out of the competitor's radar, there are very few publicly available case studies online.

As an intern of Airtel Brand and Communication, I was responsible for both Organizational responsibilities and my project specific responsibilities. I was specifically hired to add some fresh idea and concept as I am part of the youth and I think alike them which will finally cause to enhance Digital Reputation Score of Airtel Buzz. From the very beginning I put a lot of emphasize on the Digital platforms of Airtel Buzz and tried to stay up to date. I believe, my weekly idea generation and closely monitoring and catering the strategies, further presenting them in front of my team and meeting with agencies resulted in increasing of the overall DRS. These strategies helped them overtime to implementation.

As a business background student, the concepts which I have been studying for all these years helped me understanding the concepts more. The things I have been studying theoretically I was finally be able to differentiate between the theoretical and practical knowledge. It has been quite an amazing journey throughout my internship period where I closely be able to understand the corporate life and finally could be able to transfer all my theoretical knowledge into practical one.

The Bangladeshi market is served by four authorized mobile service providers: Grameenphone, Robi (which recently merged with Airtel), Banglalink, and state-owned Teletalk. The BTRC has been researching whether virtual network operators (MVNOs) might operate in Bangladesh even if they do not now. The mobile market in Bangladesh experienced its first substantial domestic consolidation with the merger of Robi (Axiata) and Airtel (Bharti Airtel) in 2016, with the latter company rising to become the second-largest provider by connections. At the end of 2017, Grameenphone held a 46% market share of all connections, followed by Robi (28%), Banglalink (23%), and Teletalk (3%). The CDMA-based firm Citycell (Pacific Bangladesh) has been all but shut down after the BTRC cancelled its operating license for nonpayment in the fourth quarter of 2016. So in this intense competition a brand has to stay up to date in order to survive among all the industry competitors.

This project is based on many analyses from various sources that were acquired and compiled using various techniques. This report's aim is to demonstrate what adjustments the telecom sector can do and how doing so will affect their overall strategy and lead to higher DRS over time.

3.5 Objectives of the Report

This paper intends to accomplish a variety of important objectives. They are:

3.5.1 Broad Objective: This report aims to provide many specific objectives but only one Broad objective. The broad objective of this report is “Enhancing Digital Reputation Score for Airtel Buzz”.

3.5.2 Specific Objective: To further attain the Broad objective of the report, it serves different specific objectives. Those are:

- Objective 1: Understanding DRS for Telecom industry.
- Objective 2: To explore the approaches of Airtel Buzz’s existing strategy to further increase DRS.
- Objective 3: Observe local telecom’s content strategy
- Objective 4: Exploring foreign best practices for identifying the scope of improvements.

3.6 Methodology:

To accomplish this report and to gather data I have come across both Quantitative and Qualitative Data.

3.6.1 Primary Data Collection:

The scope of the primary data for making this report would be taking help of in depth focus group discussions with fellow interns from Robi, RedDot at RCO. As I’ve already stated before, the major part of Airtel is youth so this is why it was important to ask them how they feel about Airtel’s digital content. That helped me get a lot of insights. I collected some data from attending the pitching sessions of the platforms for which I was accountable for during my internship for example I attended the DotKom Pitch session.

3.6.2 Secondary Data Collection:

I collected secondary data from observing my teammates and colleagues and their day to day activities and conversations. Also, I was solely dependent on digital platform which enabled me to have access to a lot of numbers, figures, percentage etc. The graphs I have used while preparing this report was extracted from this primary source. Also I took help from my teammates for the report they have prepared over these years for Airtel. Looking at those reports it helped me understanding our standpoint over these years. Regular briefings and tasks from my supervisor, line manager, and Airtel Brand team members greatly supported me in getting some valuable data for my report. The majority of secondary data for this study came from the websites of the telecom industry's main competitors. The rest came from media stories and freely accessible online information sites.

Secondary data sources:

- i. Airtel's Annual report
- ii. Robi's Website, published online articles, press release
- iii. Robi official Website

3.7 Findings and Analysis

The project section is the most significant portion of our internship report. All of the kids' prior learning has to be utilized in this situation. In accordance with the requirements and standards for the BBA internship report for my area of study, marketing, I successfully completed the project component.

The goal of this project was to improve Airtel Buzz's Digital Reputation Score (DRS), and I have worked hard to do so over the course of time.

I have conducted some general findings and analysis as an intern for the Airtel brand and communication team that is also related to my organizational responsibilities.

3.7.1 Findings from Organizational responsibilities:

Digital Presence Analysis:

The idea behind was this to understand how do they express and communicate their brand. Very few observations are in the table below:

Digital Presence Analysis				
	Airtel	Grameenphone	Robi	Banglalink
Most Common type of content	Challenge related posts Quizzes Updates about new changes	New offers Latest up to date contents(IPL,/ TV Series, Mother's Day)	Posting recent happenings quizzes	Mostly TVC
What seems to be working	Mostly throwing online challenges	Offer related posts have more engagement	TVCs have most engagement	TVCs catches most of the audience attention
Overall strategy	Increasing engagement of viewers through basic type of questions.	Boosted posts	Frequent TVCs New offers	Posting new and small big offers

Table 2: Digital Presence Analysis of Four operators

After looking at our industry competitor's profile had a thorough understanding of what they do I could clearly understand each and everyone's approach as a telecom Brand. Each and every telecom of Bangladesh had unique approach of communicating their brand image.

Brand positioning for Airtel Buzz:

After understanding Airtel Buzz's approach, according to my analysis, created "Brand Positioning Map" for Airtel Buzz. The way we differentiate ourselves from the competition and how people connect with and recognize our brand is through brand positioning. It includes the key characteristics and tenets that characterize Airtel Buzz.

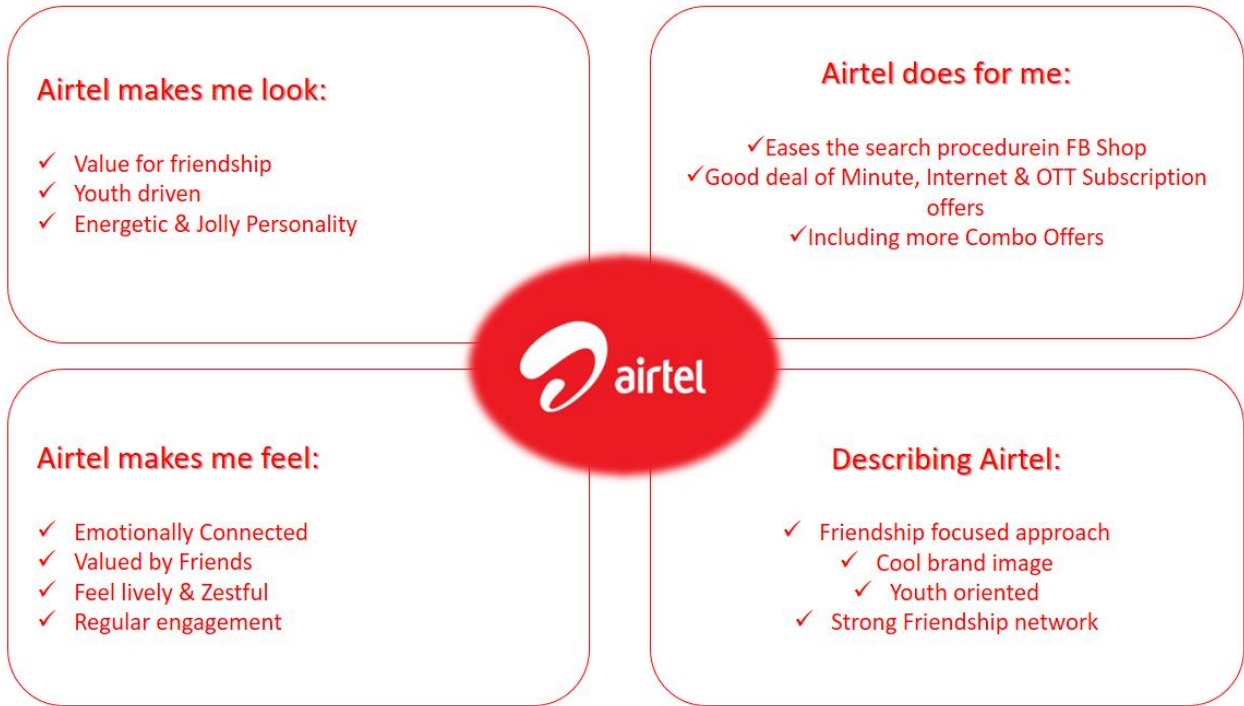



Figure 11: Brand Positioning for Airtel Buzz

Facebook Shop Analysis:

All telecom brands of Bangladesh has Facebook shop presence in Facebook but the idea of communicating this surely varies. I went through each and every Facebook pages of telecoms and figured out how it works. Some of my observations are given below:

Facebook Shop Analysis	
	<ul style="list-style-type: none"> ● Not organized ● Mentioned dial code below some of the offerings ● Very less numbers of Minute/ Internet Offerings ● Combo offers are not adequately given ● No presence of OTT subscription offerings ● SMS offers are given ● Offers are mostly targeted for 1day/2day/Hour based. ● No mention of VAT deduction

	<ul style="list-style-type: none"> • Well sorted & Organized • Mentioned VAT deductible below every offerings • Mostly Internet offers • Small offers are given for 1Day/Hour based • No presence of OTT platform offerings
	<ul style="list-style-type: none"> • mostly internet offers given • Very less number of Social Media Offers • No mention of VAT • Absolutely No presence of OTT offering (Hoichoi, Chorki, Binge etc)
	<ul style="list-style-type: none"> • This option is Well Sorted & Organized • Various products are sold (Pocket Router, 4G Modem, Sim etc) • Negative is all the Internet or Minute offers comes together not single handedly but positive is comes with OTT Subscription for 30 Days. • Some entertainment pack offer is seperately given (Hoichoi monthly/weekly pack) • Offerings of GP Logo T-shirt • Very less focus on Minute/SMS/Intenet offers • No mention of VAT

Table 3: Facebook Shop Analysis of Local Telecoms

Foreign Telco Analysis:

For the first few days I closely tried to observe what some other international telecom brands are communicating the brand to the consumers. I thoroughly checked their digital approach and came up with some interesting factors which is given below-

<p>Yodoo</p>	<p>1. Partnerships posts with renowned brands (Nike,Puma, Adidas, UniQlo) percentage discount on Signup bonus</p>
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	<ol style="list-style-type: none"> 2. Posting wishes on special days 3. Mostly throwing Giveaways (Quizzes, Winners announcement)
Taiwan Mobile	<ol style="list-style-type: none"> 1. Not focused on digital engagement 2. Hardly posts on Social Media 3. Focused on Value given attitude
AT&T Inc.	<ol style="list-style-type: none"> 1. Worst reviewed 2. Customers are frustrated 3. Customer Service are horrible 4. Terrible Internet service
Verizon	<ol style="list-style-type: none"> 1. High Price 2. Poor network Quality
Airtel India	<ol style="list-style-type: none"> 1. Bad network, poor customer service 2. Strong OTT presents (Hotstar) 3. Airtel Xstream app
Reliance Jio	<ol style="list-style-type: none"> 1. All IPL related posts,updates about everyday's match 2. New entertainment packs (prepaid,postpaid packs) & promotion posts 3. OTT subscriptions (Hotstar, Disney) on mobile recharge 4. Special posts on Special Days 5. Jio health Club, health account 6. Jio benefits on upgrading to OnePlus 10 Pro

Table 4: Foreign Telecom Analysis

A Malaysian telecom- Yoodo analysis:

Yoodo is very much youth centric and possess an unique approach digitally. They mostly work with this young generation and have a fresh and fun approach which is more or less similar to Airtel. I went through all their digital pages and came up with some interesting insights.

Content Strategy	Details
Platform Collab	<ul style="list-style-type: none"> ● Collab with "Viu Malaysia" an entertainment platform but promoting the offer through a very known meme template. ● Collabed with known platforms for a giveaway and Enjoy up to 10% Cashback on Adidas, Nike, UNIQLO or Puma apparel with ShopBack. Also with a claim of RM10 Sign Up Bonus! In some other posts partnership with Samsung, Tropicana was seen. ● Woman's day collaboration with Netflix to celebrate International woman's day with top 5 movie picks with 20 GB netflix add on.
New Changes Update	<ul style="list-style-type: none"> ● Communicated the new updates in the overall app presence with a video that what's new and how it works.

Special Wish	Day	<ul style="list-style-type: none"> Wished everyone on their festival, Mother's Day Special post, Start of the month Ramadan, Woman's day special playlist
Virtual sessions	Live	<ul style="list-style-type: none"> Virtual live sessions with a chance to win awesome prizes
Sports		<ul style="list-style-type: none"> Posting to comment which team will win today? Based on that they announce one/two lucky winners.
Meme Marketing		<ul style="list-style-type: none"> Bonus internet offer/ Voice/Minute/SMS packs communicated mostly through memes Any recent happening posting through memes
Apology Gift		<ul style="list-style-type: none"> For some unavoidable reason their service was closed down so they posted saying- "We are truly sorry, and as a sincere attempt to seek forgiveness, all active Yoodo customers as of 20 March 2021 will be compensated with free 3GB of data. This will be automatically credited into your respective accounts from 12.01am onwards on Tuesday, 23 March 2021".
Nationwide Gifts		<ul style="list-style-type: none"> Total lockdown period: Near, far, wherever you are, FREE SIM DELIVERY NATIONWIDE - Order a FREE SIM now. Another tactics included a famous scene from Squid Game- "You don't need to get slapped to get a FREE SIM from Yoodo! Just order one now".

Table 5: Malaysian telecom-Yoodo Analysis

Loyalty Campaign Initiate:

Unlike every other brand, Telecoms also offer Loyalty Programs to the customers. Our industry competitors Grameenphone, Banglalink, Robi offers loyalty programs to the customers. But Airtel doesn't have any loyalty programs and Airtel actively trying to introduce Loyalty programs for customers. As it is youth brand so we needed to come up with some interesting loyalty names and top tiers. This is the reason at first I was asked to do our competitor analysis for example loyalty names, what they are doing and providing, categories etc.

Company Name	Loyalty Program	Features	Benefits
GrameenPhone	"GP Star"	Star Tiers: Silver, Gold, Platinum, Platinum Plus	Minimum eligibility for "GP Star"- If a consumer's Network age is <1 year and spends 2300 BDT (including VAT & SD), he/she will be eligible for the "Silver Star Package". Benefits for Grameenphone Star items include- Surprise gifts, Regional Events (Music/Movie/Drama/Iftaar), Movie (Buy 1, get 1 Free), Discount on Life Style Offers, Handset Offers etc.

Banglalink	"Orange Club"	Tier Banglalink: Basic, Silver, Gold, Platinum, Signature	Customers will have to spend a total of at least Tk. 150 over a period of 3 months to be registered and become a part of the Basic Tier. If a customer increases usage, they will be upgraded to the next eligible tier in the following month. If a customer decreases usage, they will still remain in their current tier for 3 months, after that depending on their current usage they will be downgraded to the next eligible tier. Benefits include- Hotels, Hospitals, Restaurants, Services, Fashion sector etc (according to Area)
Robi	"Robi Elite"	Classic (non elite), Gold, Diamond, Platinum, Select	Consumers will be eligible to enjoy the benefits of "Gold Package" if they spend 300-799 BDT including VAT & SD being in the network age for minimum 3months- <1 year. Whereas "Select" is the top-most tier of Robi Elite, who are entitled to receive the very best benefits. Their special offers include- Eid Specials, Food & Restaurants, Hotels & Resorts, Phones & Gadgets, Fashion & Accessories, Home Decor & Appliances, Health & Beauty, Everyday Value, Entertainment, Tours & Travel, Grooming & Lifestyle, Online services, Electronics & Computer Accessories.

Table 6: Loyalty Campaign Analysis

Note: The search for loyalty campaign's name is still in process so hopefully they will launch it real soon as soon as they do the proper market research and can come with some unique idea of introducing a loyalty campaign.

3.7.2 Findings from Project responsibilities:

Airtel's Marketing Agency- Asiatic MCL

In 2010, Airtel and Asiatic MCL began in Bangladesh, and very rapidly it rose to become one of the most adored young brands in the nation. Airtel, a brand that focuses on young people, is ranked fourth in the market Asiatic received three Grand Prix Awards in Jingle, RDC and the Social Media categories for its Bondhu Chara Life Impossible, Internet Chara Bondhutto Impossible and Airtel Buzz, ads, respectively. They also received the Gold Award in TVC and Video for Web categories for their Bondhu Chara Life Impossible and Video for Web campaigns, respectfully. In Bangladesh, Airtel is in the top spot for the maximum post interaction on social media, according

to its digital reputation score, which places it sixth overall. This is the reason most of my work was with Asiatic team.

Monthly Calendar update:

Among all the social platform Facebook alone contributes approximately 90% of the content we create. As a result, I mostly used to handle and scrutinize every move on Facebook. Asiatic used to send me over the ideas for social media posts that will be posted from our end for the whole month it can be on any special occasions post, it can be a funny video/photo, can be any quiz etc. I am here attaching the June calendar they have provided us.

June'22 Content Calendar Ideation						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
			- Global day of parents - World Milk DAY		World Bicycle Day	Cheese Day
5	6	7	8	9	10	11
	Meme Monday	Brain Teaser Tuesday	World Oceans Day		Food post nostalgia (Litchi) - That moment when you realise this heavenly food is making a come back	
12	13	14	15	16	17	18
Friend circle's Aam jonota vs Kathal Bangali		Brain Teaser Tuesday		Beginning of season - Ashar (Build on summer)	International Picnic day - Four types of friends in a school picnic (Video)	
19	20	21	22	23	24	25
	- World Father's Day - Meme Monday	- World Music Day - Brain Teaser Tuesday			Birthday : Messi	
26	27	28	29	30		

International PTSD Awareness Day - Tie with mental health awareness (How can you support friends who have gone through such an event	CAPS LOCK DAY - That friend that goes full caps lock in the group chat when they are pissed	TBT - Food Post (summer Hangouts with loli)			
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Table 7: Monthly Content Calendar Ideation

Improvising and further adding my ideas:

Initially Asiatic team would provide us with the rough idea of what they are planning to post digitally. But later on, as a young member of Airtel's brand team I would suggest if I have any better or interesting ideas. I would further improvise that calendar and send it to them. Later on, they would design it accordingly.

Content Ideas for June'22 Calendar

Cheese Day	"Today's Cheese Day- Mention that couple friend who is pro at uploading photos with Cheesy Captions"
Meme Monday	"Providing an interest template and let people edit and make the meme"
Brain teaser Tuesday	1. Jigsaw Puzzle 2. Celebrity picture puzzle (assume which of the missing part will be here)
International Picnic Day	Video will have more engagement (influencer)
Aam Jonota VS Kathal Bangali	Foodblogger have an eating challenge

Table 8: Content Ideation

Analysis of Facebook platform:

I maintained an excel form the each month I have worked during my internship period. In this form I used to keep track for the posts based on the “Reach and Engagement”.

Facebook Reach: Reach is the grand total that has viewed any material from our Page. The number of times any content from or about our Page reached a person's device is used to estimate this measure. After that, the organic impressions statistic would be updated to take into account new goods and Facebook updates.

Facebook Engagement: Any action someone makes on our Facebook Page or one of our posts is considered a Facebook engagement. The most typical instances include reactions (including likes), comments, and shares; however, it can also refer to saving, watching a movie, or clicking on a link.

I was given admin access to the Airtel Buzz’s social media pages. For this reason I could see the exact numbers of reach and engagement. After putting all the numbers for example- Likes, Comments, Shares, Views, engagement, reach on the excel file and do the percentage analysis per post. A Simple glimpse is given below that how it is being done-

5th June: Shitakundo post	Reactions	%	Comments	%	Share	Engagement	Reach	Distribution Score
	30000	4.59%	952	0.15%	190	63,309	653,318	↑ +2.6x higher Distribution score

Figure 12: Percentage analysis of Facebook platform

I maintained a whole excel sheet from May to September for each of the posts that has been from our end. The reason behind doing this analysis was to understand better which post is working better and which one isn't.

3.7.3 Talkwalker Platform Analysis:

My main responsibility was to increase the DRS of Airtel Buzz and I always tried to stick and look after it thoroughly. For the better understanding and analysis Airtel Buzz takes help of some apps. I solely monitored two digital platforms -Talkwalker and Dotkom.

Talkwalker: Talkwalker provides companies with the customer data they need to make a profit. The most successful worldwide businesses have moved to Talkwalker because we give them a strong software platform to unearth, comprehend, and draw the most beneficial insights from internal and external data in a world full of talks. Some of the Use Cases of Talkwalker are-

Brand management: By tracking brand-related conversations and interactions, you can monitor your success throughout the internet. Using text, picture, video, and audio analytics, you can see exactly how customers are interacting with your brand and its goods in real time.

Campaign Strategy: To locate the most interesting and captivating content, track the efficacy of your paid, earned, owned, and shared media channels. To reproduce your accomplishments and stop the budget bleeders, use real-time insights.

Competitive Intelligence: Determining who your rivals are and where they stand in relation to you and other companies by analyzing market intelligence.

Customer Experience: Receiving immediate consumer input from all across the internet, allowing you to comprehend and address client concerns before they develop into crises. Improve your user experience by maintaining a feedback loop with consumers to improve outcomes across all departments.

Trend Analysis: Getting fast access to deep-dive intelligence to find every significant trend in your sector. Learn when to stay away from passing trends and invest your efforts on those that will have a long-term positive financial influence on your company.

Content Marketing: Utilizing a single platform to integrate all of your customer data so you can better understand trends, customer pain spots, and sales objections. Transform your messaging into highly effective content that is relevant to consumers quickly.

Above mentioned points helped us to get a better insight about our brand and we continuously tried to improve our customer's experience.

3.7.3.1 Findings:

Before I joined Airtel BRAND team, the positive DRS Score was somewhere around 30.3% for the month January to 15th May 2022. Whereas, the neutral score was way too high almost 64.5%.

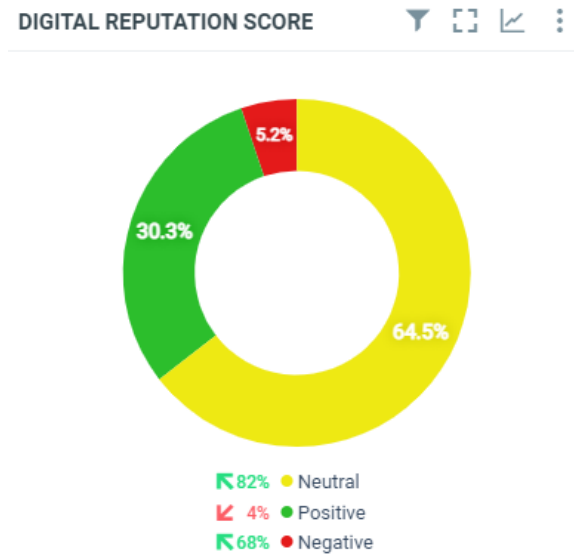


Figure 13: Digital Reputation Score for January'22nd - May'15th, 2022

The positive, neutral and neagive sentiments these reactions are on the basis of some attributes. Whenever a specific people is commenting on any of our posts and as the posts are public we can easily track their sentiments through some keywords. For example, a person commented- **“Love using Airtel”**, **“Airtel’s network is uninterrupted and esay to use”**. Now this comments will be tagged as positive reaction and then it will further contribute in Positive DRS.

On the other hand, some people comment their querries and questions on the post which is tagged as neutral because it is neither positive nor negative. So by this we can assume this is the neutral reaction they are having about this particular post. For instance- **“Airtel এ ১৬০ টাকায় ৪৪ জিবি ৭ দিন প্যাকটি কীভাবে নিব ? Help plz ~”** comments like these are tagged as Neutral Sentiment.

These specific keywords are set by the app sometimes it automatically captures and sometimes it has to be re-tagged manually. Talkwalker does this for us.

3.7.3.2 Factors helped increasing the DRS:

After I have joined Airtel Brand Team, I tried to give this brand some fresh approach which they can incorporate. Some fresh approaches in weekly content calendar was improvised. To some extent contents have been given a fresh positive change which increased the all over DRS.

Other than the weekly content calendar engagement post I believe some other fresh campaigns also has contributed in the positive DRS. “Friendship Day Song” release was one of them. As we know Airtel is to about celebrate Friendship and I feel lucky that I could actually see a whole campaign being launched from scratch. This song was sung by Arnob and the name of this song is titled as- “Bondhura Shob koi”.

Bondhura Shob koi- Bondhura Shob Koi is a song that celebrates friendship. Only in friendship do we discover all the things we want in life—happiness, joy, adventure, a sympathetic ear, and pleasant memories. We can enjoy every part of our day, no matter how dull, since we have companions. Friends are like the colors on our painting; they are like our mental medication. Let's take a minute on this day to reflect on how fortunate we are to have friends. The best friends network when it comes to friendship is Airtel.

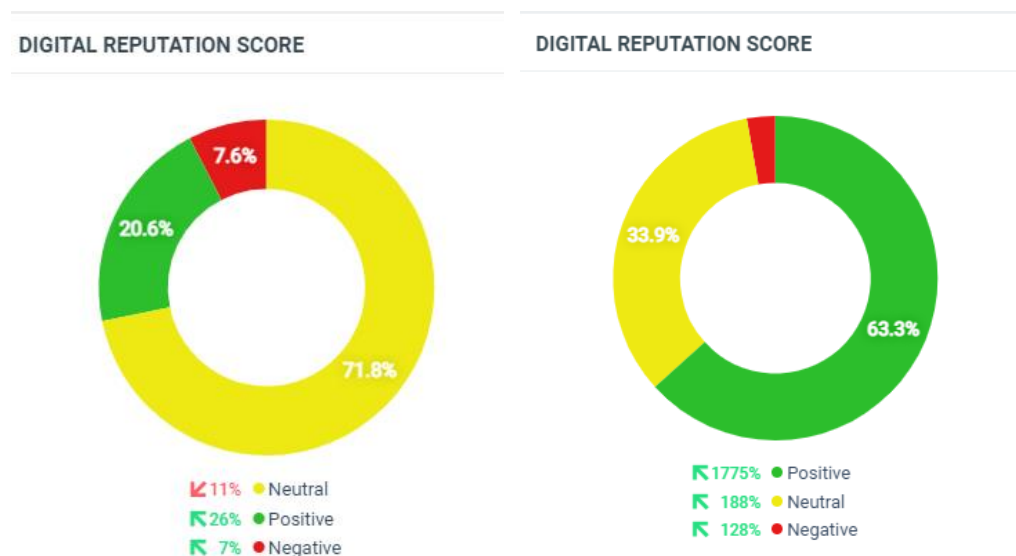


Figure 14: DRS before and after the campaign launch

The first graph depicts the percentage number for the month of July specifically 1st July to 26th July. From 27th July we started hyping our audience through social media enagements, creating hashtag, giving hints that something is coming. And finally on the Friendship Day, 30th July the

song was launched. We can clearly see the percentage difference in the positive sentiment increased before and after the campaign launch. A majority population of the youth loves the idea of friendship and they are very much relied on this beautiful relationship. This drastic change in the positive sentiment was resulted because of this friendship day song launch. The idea and implication of this song was so fresh and unique that Airtel's audience absolutely loved the song.

On the other hand, Airtel threw an online competition right after the Song Release. I was responsible for making the timeline of the competition and make a formal powerpoint to communicate about this. The step by step details of the competition is below-

- Airtel Friendship Day song will be released on 31st July
- All our Robi employees will be sent a Formal email communicating the competition
- Our Robi employees will be covering the song and upload it on their social media within one week
- Level 1 judges review will be given after one week
- Winner will be announced on 16th July
- Two lucky winners will get Dhaka to Cox's Bazar free ticket for two persons

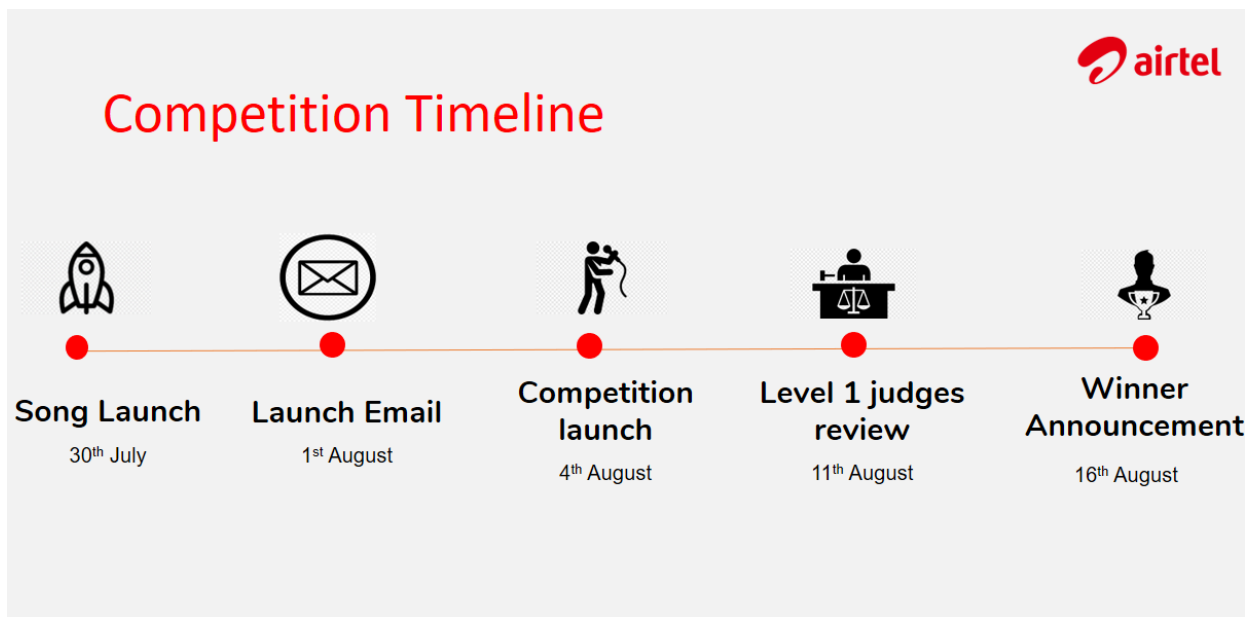


Figure 15: Friendship Day Song Covering Competition timeline

This song covering competition was responsible for increased DRS during that month.

I also actively monitored that if the positive or negative sentiments are tagged properly or not. If not I would mail the Talkwalker team pointing out the wrong taggings to be corrected immediately.

DIGITAL REPUTATION SCORE

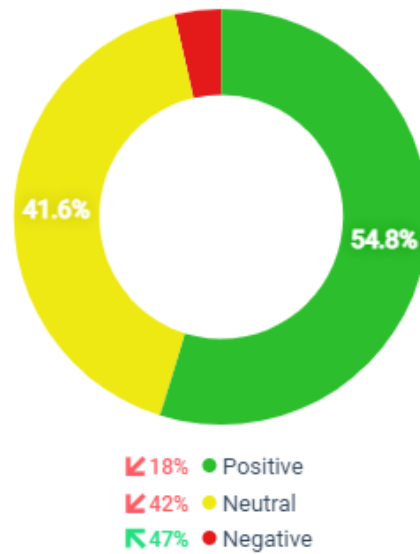


Figure 16: DRS (17th May, 2022-15th September, 2022)

This is how the DRS increased during my internship period as assigned initially for the project.

3.7.4 Dotkom Platform Analysis:

The other platform I actively monitored that was- "Dotkom". The reason behind relying on this platform was Talkwalker sometimes can't give us exact data which this platform enables us have access to those information.

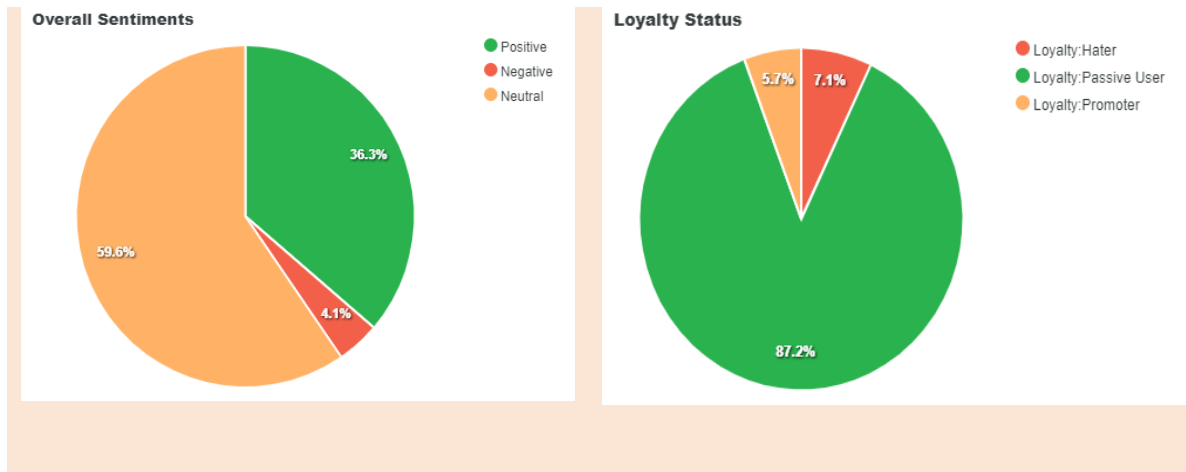


Figure 17: Overall sentiments and Loyalty status percentage of Airtel Buzz

3.7.4.1 Findings

Competitive Analysis

Dotkom also enables us to do the Competitive analysis. This option is very helpful because only then we can understand our standpoint and the areas of improvement. Competitive Analysis was available but showed the whole percentage altogether in a graph (Talkwalker) At Dotkom numbers can be seen individually.

Competitive Analysis		Banglalink	GP
Posts:		66	95
Post Likes:		33734	78738
Post Shares:		2138	12130
Total Interaction:		55992	121689
Total Comment:		2228	2501
Negative:		235	49
Positive:		426	749
Neutral:		1557	1688

Figure 18: Competitive Analysis of Telecoms

Product Based Sen...

Through this option, we can Select a Particular Post in a public page/group and check the sentiment (negative/positive/neutral). Also interaction wise (comments/posts) can be selected and checked.

Product Type

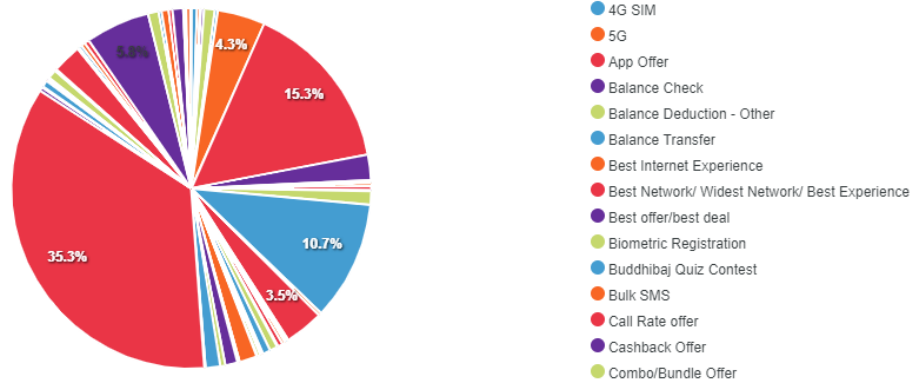


Figure 19: Product Based sentiment for Airtel

Location Based Sen...

Talkwalker doesn't provide us the sentiment analysis based on Location. But DotKom can provide that based on a specific Region, Cluster. By getting these percentages we can better analysis in which cluster we can better our services or needs improvement based on problems.

Cluster based sentiment analysis

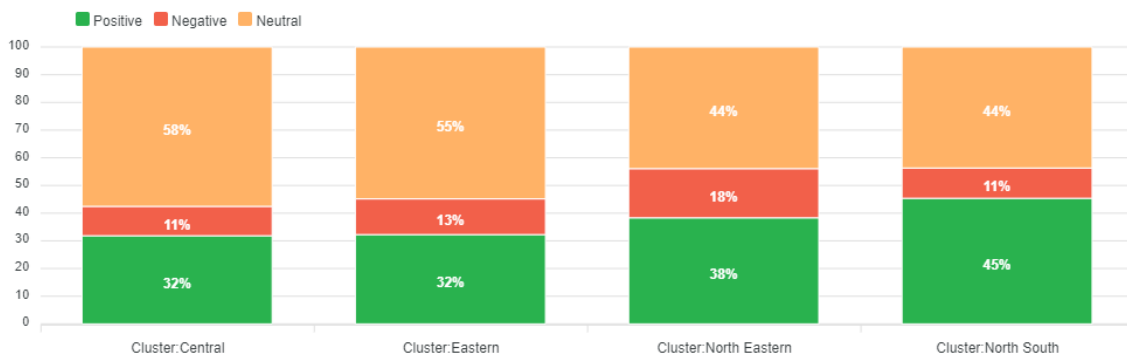


Figure 20: Cluster based Sentiment Analysis

Region based sentiment analysis

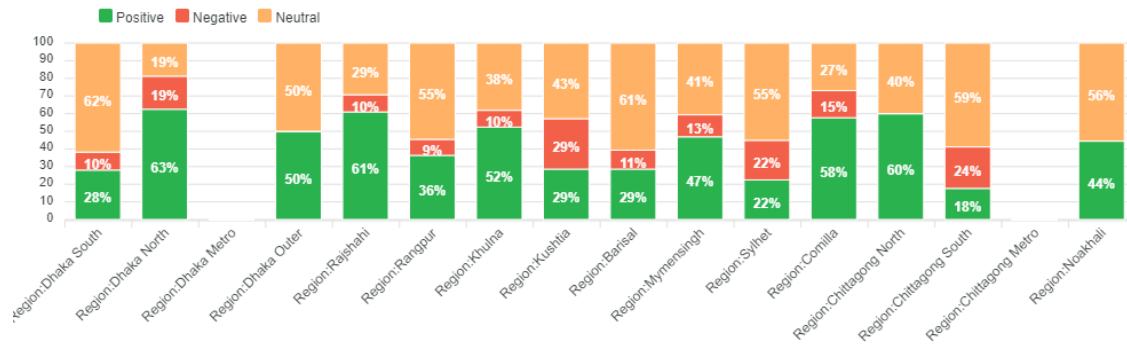


Figure 21: Regional based Sentiment Analysis



Share of Voice

Due to the fact that more individuals are utilizing mobile devices than ever before to execute activities, the income generated by voice services for mobile carriers is increasing daily. This option enables us to have a better insight about the percentage.

Share of Voice

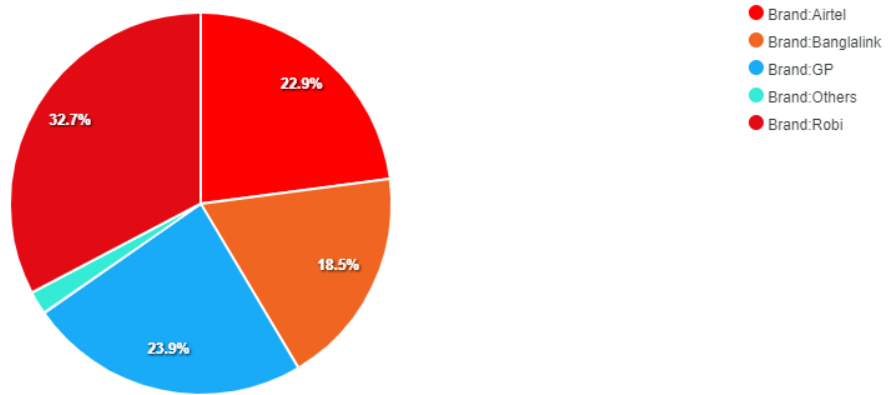


Figure 22: Percentage of Voice Share among telecoms

3.8 Conclusions

Bangladesh's telecom sector is very competitive due to the small number of companies. Furthermore, each player has their own set of skills and possibilities to defend against the actions of their opponents. Robi has gone a long way since its start as Aktel, surviving all of the changes in the extremely competitive telecom business. Robi's key skill, and under the transitive rule of attributes Airtel's as well, is low-cost data, voice, and combination deals. Based on information acquired through direct interviews, it was clear that low rates are greatly valued by the younger generation owing to their lack of resources and increased demand to be connected 24/7. . Because the developing telecom brand already has one of the most significant advantages built into its fundamental strategy, chasing a specialized market sector is totally reasonable. However, over-concentration on this area may be bad, since it may cause the firm to become myopic. Focusing solely on their area without contemplating the wider picture might be damaging. Furthermore, given the industry's severe rivalry, the company's existence may be called into doubt.

In terms of the internship program, it has proven to be pretty crucial, since my learnings from this experience will help me restart my career with greater confidence. I will never longer be caught off guard by job pressure and duties. During my internship as a member of the Airtel Brand team, I had the opportunity to collaborate with the extremely motivated and cooperative Product & Pricing department. The experience gathered over the last four months has had a significant professional and emotional influence on me. Not only did I get new technical skills, but I also gained several qualitative attributes that would undoubtedly help me in my job. With my newfound quantitative and qualitative abilities, I am lot more confident as a person, both professionally and personally.

3.9 Recommendations

Some recommendations from my end for Airtel Buzz would be-

- **Campus Activation:** Campus activation allows marketers to enter and influence the youth. It is a wonderful opportunity for companies to impact their target population while also gathering analytical data on their purchasing patterns. It is held around the country in schools and universities and Airtel has been doing it all over the country. But somehow, during Covid it had to stop. From my personal point of view, it works really better and it

is very unique and fresh approach for any Brand. The activations are so engaging and I believe Airtel should resume doing campus activations like before.

- Campaigns like “Let’s Talk””: To live properly, you must maintain your mental health. And the events of Covid-19 have made us realize how critical it is to maintain one's mental health. Airtel introduces the live show 'Let's Talk' to discuss mental health! Airtel performs an excellent job of disseminating their campaign message using the campaign slogan #LetsTalk. The message is straightforward, yet quite effective. Just pay attention! Even if you can't identify with them. Talk. Even if you are unfamiliar with their complex difficulties and mental distress. Support them, even if they appear hopeless. Within the commercial, Airtel also marketed their expert hotline 'Mind Tale' in an unusual way.



Figure 23: Airtel Let's Talk Campaign on Mental Health Day

A simple, yet successful advertisement addressing the mental health issues of many of today's youth. They first released a OVC on 10th October, 2020 on World Mental Health Day addressing mental health issues. Later on, it was so successful and as very few brands talked about this matter, it became an instant success. For the year 2022, they are also planning and working on a fresh idea and I have actively looked into that. I believe they will bring freshness to the brand once again!

- Releasing more TVCs: Airtel is so focused and exposed to Digital presence but somehow I think they should also focus on making TVCs more often. There are very few TVCs of Airtel Buzz.

- **Friendship Day Campaigns:** In this friendship day, they released a song by a popular artist and directed by another popular filmmaker. As I was responsible for looking the Digital presence, I noticed how significantly Airtel Buzz's DRS improved just right after the song release. And Airtel used this song for throwing online song covering competitions which could impact more positively in consumer's mind. Airtel should do this kind of campaign more often.
- **In-Depth Research:** The concepts offered for my project were based on information acquired from a small number of personal interviews and a small number of focus group sessions. Certainly, this entire endeavor can and should be alleviated further by extensive study with a large number of individuals.
- **Maintain Punctuality:** The process of taking permissions from the superiors and legal team somehow slow down the process of doing everything on a timely manner. Airtel should actively think about how to fasten the process so that social media posts can be posted timely.
- **Pursue Guerilla Marketing Strategies:** Because the primary objective is to acquire a spot in the thoughts of the target consumers, guerilla marketing tactics may be beneficial. This type of unorthodox marketing technique would aid the telecom brand in remaining relevant in the thoughts of potential clients.
- **Further Segmentation for Personalized Marketing:** It will be beneficial to further segment the specialized market into groups such as "university students, recent graduates, gamers, influencers," and so on. This will aid in shaping future offerings in order to grab public attention on a micro level.

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