

Report On

Submission of Internship Report on “How digital marketing is helping Radhuni to attract more consumers and create more awareness for their brand”

Internship Report

By,

Sunzid Chowdhury

19304065

An internship report submitted to the Brac Business School in partial fulfillment of the

requirements for the degree of

Bachelor's in Business Administration

BRAC Business School

BRAC University

23 January 2024

Letter of Transmittal

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

Subject: Submission of Internship Report on “How digital marketing is helping Radhuni to attract more consumers and create more awareness for their brand”

Dear Madam,

It gives me great pleasure to present my internship report, which is titled "How digital marketing is helping Radhuni to attract more consumers and create more awareness for their brand." This report is for the purpose of fulfilling the requirements for finishing the 12th semester of the Bachelor of Business Administration program. My internship experience at Mediacom Limited, which is a member of Square Group, is reflected in this report from my internship.

In the course of my internship, I have made it a point to put the skills and knowledge I have acquired throughout my academic journey to use in situations that are relevant to the real world. My attempts to bridge the gap between theory and practice are highlighted in this study, which also provides insights into the changing field of digital marketing and the impact it has on the purchase intention of customers.

I am certain that this report contains a significant and all-encompassing examination of my internship experience and how it relates to my academic pursuits. I am sure in this assertion. It has been quite helpful to have your direction and support during this entire process.

I am appreciative of both your time and your attention.

Sincerely,

Sunzid Chowdhury
19304065

Declaration

It is hereby declared that

1. The internship report presented is my own unique work while completing my degree at Brac University.
2. The report contains no previously published or written content by a third party, unless properly cited through thorough and correct referencing.
3. No material in the report has been approved or submitted for any other degree or diploma at a university or other institution.
4. I have acknowledged all major sources of assistance.

Student's Full Name & Signature:

Sunzid Chowdhury

Sunzid Chowdhury

19304065

Supervisor's Full Name & Signature:

Ummul Wara Adrita

Senior Lecturer, Brac Business School

Acknowledgement

I would like to thank Ms. Ummul Wara Adrita, Senior Lecturer at BRAC Business School, BRAC University, my internship supervisor and member of the university faculty, for her important assistance and support in helping me finish my report by the deadline. I am also appreciative to Mediacom Limited for giving me the chance to work as a member of Square Group as an intern. I would like to express my gratitude to my on-site supervisor, Ms. Kamrun Nahar Dana, Manager of Partnership & Procurement at Mediacom Limited, for giving me responsibility and educating me about the corporate culture of the organization. Her advice and professional knowledge were really helpful to me as I learned throughout the internship. Over the course of my internship, I had the chance to learn about a wide range of topics pertaining to marketing strategies. Copyright laws, social media marketing, content marketing, and safety were a few of these topics. I would want to thank my coworkers and other staff members for going above and beyond to support and encourage me, even with their own hectic schedules. I want to express my sincere gratitude to Mediacom Limited's senior employees and top management for taking the time out of their hectic schedules to answer my questions and offer advice, ideas, and inspiration. Their unwavering support throughout my internship was crucial to my advancement as a professional. I owe them a debt of gratitude for their thoughtful assistance. I had the honor of learning about a variety of marketing strategy topics, such as safety, copyright regulations, campaigns, social media marketing, and content marketing. I would want to express my gratitude to my coworkers and fellow staff members for their support, who despite their hectic schedules offered their help and encouragement. I would especially like to express my gratitude to Mediacom Limited's senior personnel and top management for giving up their important time to respond to my questions and provide guidance, inspiration, and suggestions. Throughout this internship, their unfailing support was essential to my professional development. They have my sincere gratitude for their kind support.

Executive Summary

The goal of this internship report is to look into how digital marketing is helping Radhuni attract more customers and raise brand awareness more than traditional marketing. This report is divided into three chapters. The first chapter, which covers the author's experiences at Mediacom Limited, an advertising agency owned by the Square Group, is about the author's internship there. The second chapter of the book provides background information about the company, such as its history, goals, and missions, as well as its departments. A SWOT analysis was also performed on the company to evaluate its current market state as well as its strengths, weaknesses, opportunities, and threats in the Advertising industry. Furthermore, Porter's Five Forces model is used to do an industry competitive analysis. The study also includes a survey that assesses the impact of Radhuni product digital marketing campaigns on consumer behavior and purchase intentions. Finally, based on the survey results and competition analysis, the report makes recommendations that can be used to improve the company's performance in the future.

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List of Acronyms

UGC = User Generated Content

MCL = Mediacom Limited

NGOs = Non-Governmental Organization

TOSS = Toffee Star Search

BTL = Below the Line

ATL = Above the Line

GDN = Google Display Network

CMS = Content Management System

CRM = Customer Relationship Management

SAP = South Asia Partnership

SFBL= Square Food and Beverage Limited

TG =Target Group

OVC =Online Video Commercial

TVC =Television Commercial

DMC =Digital Marketing Campaign

YT =YouTube

Chapter 1 Overview of Internship

1.1. Student Information

Name: Sunzid Chowdhury

ID: 19304065

Program: Bachelor in Business Administration

Major: Human Resource Management

Minor: Marketing

1.2. Internship Information

Period: 13th September 2023 — 15th December 2023 (3 months)

Company Name: Mediacom Limited - Member of Square Group.

Department: Marketing Department.

Address: Samson Center, 43 South Avenue, 5A Rd 126, Dhaka 1212

Working Hours: Sunday to Thursday, 9 AM- 6 PM

1.3. Internship Company Supervisor's Information

Name: Kamrun Nahar Dana

Position: Manager, Partnership & Procurement, UGC

1.4. Job Scope

I obtained a comprehensive grasp of the media and advertising sector during my three-month and fifteen-day internship at Mediacom Ltd - Bangladesh, a division of the well-known Square Group. My job included a lot of thorough examination and reporting of User Generated Content (UGC). I oversaw this using Toffee's material Management System (CMS) to make sure that the platform included interesting and high-caliber material that adhered to its guidelines. SuperOffice CRM, an essential tool for customer relations, was also used by me to answer client questions. This gave me the chance to show off my dedication to providing exceptional customer care and hone my communication abilities. My grasp of copyright concerns in the media sector has grown as a result of my internship. Having a content manager opened my eyes to legal issues and the value of upholding intellectual property rights, which is essential for jobs with material. I also produced a monthly report for Mediacom Limited in addition to that. Taking part in talks on media strategy was yet another fascinating aspect of my internship. Interacting with seasoned experts and exchanging ideas enabled me to better understand the strategic facets of media strategy, ranging from pinpointing target demographics to streamlining media channels. These encounters stoked my enthusiasm for this fast-paced sector while also broadening my understanding.

1.5. Internship Outcomes

Students may get enormous value from internships. They provide hands-on experience in their chosen subject of study, which gives students a competitive advantage when they join the workforce. Internships provide an avenue for networking outside of the classroom and providing deep insights into the workings of business and daily operations. Especially now when companies are looking for applicants with real-world job experience, internships add value to resumes and help prospects stand out from the competition. Additionally, by fostering the development of important skills like communication and problem-solving, which are often best developed in real-world situations rather than in a classroom, internships increase graduates' employability overall.

1.6. Contribution to the Organization

During my internship at Mediacom Ltd - Bangladesh, a prestigious advertising agency and proud member of the Square Group, I made significant contributions to the organization's dynamic advertising environment, making it a gratifying experience. Throughout my internship, I actively participated in several facets of the agency's operations, contributing to its achievements in the dynamic realm of advertising. Below, I have listed the precise responsibilities that have been assigned to me..

1.7. Channel Screening

Prior to uploading videos onto Toffee, a content producer is required to establish a channel by providing accurate information that corresponds with the details on their national identity card. In order to create a channel, an individual must meet two requirements: they must be a minimum of eighteen years old and possess a valid national identity card. As a member of the UGC team, I was tasked with scrutinizing channels and cross-referencing the information contained in them with the data provided on national ID cards. Porichoy is a reliable real-time identity verification gateway in Bangladesh, and it is a partner of Banglalink for NID verification. Since the creator was mandated to input their National ID number and Banglalink utilized Porichoy as an API to acquire the creator's NID information, we can effectively compare the data in the Toffee app with the data on the given NID card. I would inspect the server for any channels that are now pending verification and have not yet been granted permission. Subsequently, the UGC team members and I would individually examine each channel. Consequently, it is imperative to verify that the date of birth and name on the National ID card correspond to the information provided by the inventor. Upon fulfillment of the two conditions, we will provide approval to the channel. Access to released videos is contingent upon the authorization of a channel. We will maintain the videos stored on rejected channels in the dashboard for unapproved channels without making any alterations.

1.8. Content Screening: As a content screener for Banglalink's Toffee platform, one of my primary responsibilities was to evaluate user-generated content. The main purpose was to ensure that the site adhered to Toffee's Community Guidelines, which aim to keep the environment safe and welcoming for all users, especially families. One of the numerous considerations that had to be taken in order to comply with these standards was the removal of any material that may have touched on politically contentious, religious, or other sensitive themes. These regulations were necessary to protect the platform's integrity and to ensure that users of all ages may use it. Toffee adopted a strict three-tier screening process, supervised by Mediacom's dedicated usergenerated content (UGC) team, to ensure user safety and compliance. Because Toffee, the website, is the face of the Banglalink brand as a whole, a holistic approach was unavoidable. Having said that, it was critical to guarantee that no videos uploaded to the website infringed any laws, guidelines, or copyright-protected content. The MCL UGC team is in charge of filtering on all three tiers. I was dedicated to maintaining a high level of content quality, ensuring user safety, and ensuring that every video delivered value to the viewer, thus my commitment to these objectives went beyond simply policy.

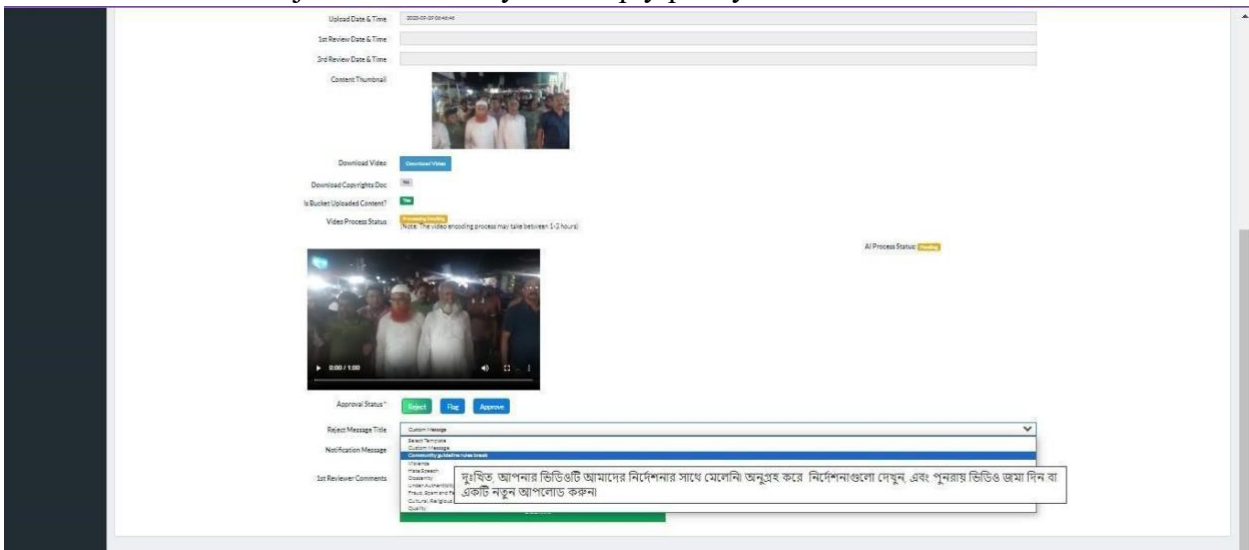


Figure 1: Content Screening

1.9. Complaint Handling: As part of my professional responsibilities for addressing grievances, I was responsible for strategizing the optimal and streamlined management of client inquiries. In order to achieve this objective, I opted for SuperOffice CRM, a system renowned for its wide and adaptable customer relationship management functionalities. Thanks to the application's advanced features, I successfully handled client inquiries regarding the Toffee App in a highly efficient, meticulously structured, and customer-centric manner. SuperOffice CRM facilitated the systematic gathering and arrangement of consumer questions, ensuring that no complaints go unnoticed or ignored for a prolonged duration. I facilitated the establishment of a specialized information hub by organizing the approach within the Customer Relationship Management system. This facilitated my ability to effortlessly furnish the client's background, preferences, and prior transactions. By leveraging my expertise in this domain, I promptly and precisely addressed client inquiries. The Toffee team successfully tailored those responses to meet the unique needs of each customer. One of the significant aspects of SuperOffice CRM is its capability to provide solutions to frequently requested issues. This feature empowered users to provide service levels that met or surpassed their clients' expectations, while simultaneously saving time and money. Despite the repetitious nature of the activity, it provided the Toffee team with the opportunity to cultivate tighter and more intimate relationships with our clients. Upon receiving a client complaint, the SuperOffice CRM system promptly captures and stores the information as a digital file. This document includes vital information, like the nature of the complaint, customer details, and significant timestamps. Subsequently, a classification is created based on the nature of the complaint, significantly streamlining the process of retrieving and querying information. The subsequent action involves the team member who received the complaint scrutinizing it and ascertaining its degree of seriousness in accordance with the designated priority. Subsequently, the team member examines the complaint in line with the community standards, guaranteeing that concerns are addressed consistently and promptly, taking ownership of the complaints, and communicating a resolution. In addition, the platform's analytical capabilities offered valuable insights into patterns of inquiries, enabling proactive troubleshooting and anticipation of potential future queries. We successfully evaluated the data, enabling us to proceed

accordingly. Consequently, we successfully surmounted obstacles and accomplished our goals. This was made possible by the platform's capacity to monitor inquiries. By employing a cooperative methodology and working collectively, our team successfully tackled issues, resulting in the delivery of comprehensive and uniform replies. This really enhanced our client's overall satisfaction. In addition, the utilization of SuperOffice CRM for customer assistance inquiries extended beyond the mere handling of pressing matters. It established the foundation for enduring client relationships and included them in economic endeavors. The Toffee team may identify opportunities for enhancement and adapt our products to align with the evolving requirements of each customer by documenting and scrutinizing past interactions.

The screenshot displays the SuperOffice CRM interface. On the left is a navigation menu with options: Dashboard, Requests, Interactions, Customers, Selections, and Statistics. The main area is divided into two panes. The left pane shows a table of requests with columns for ID, Title, Created, Owner, and Category. The right pane shows a detailed view of a request titled 'Video Approval Complaint' with fields for ID (3413713), Case (Toffee/Video Approval Complaint), Status (Assigned), and Owner (rifah.tanmee). Below this, there are tabs for Messages, Details, Input Field Answers, and SLA Breach Overview. A message from 'sha.chowdhury' dated 01/10/2023 12:49 is visible, containing the text: 'Customer claimed that he created Toffee channel. He uploads video but still now his video is being pending. Please take care this problem. Channel Name : Beautiful World Toffee channel register number : 01715260224 Alt. number : 01715260224'. A comment from 'j.mim' dated 01/10/2023 12:23 is also present.

ID	Title	Created	Owner	Category
3413713	Video Approval...	01/10/2023 12:23	rifah.tanmee	Toffee Commerci...
3413226	Video Approval...	01/10/2023 08:26	abdullah.noman	Toffee Commerci...
3413195	Video Approval...	01/10/2023 08:02	asif.ali	Toffee Commerci...
3413049	Video Approval...	01/10/2023 01:44	pari.matin	Toffee Commerci...
3412790	Video Approval...	30/09/2023 22:29	sadia.hasan	Toffee Commerci...
3411821	Video Approval...	30/09/2023 16:47	maah.hasan	Toffee Commerci...
3411733	Channel Approva...	30/09/2023 16:04	abir	Toffee Commerci...
3410528	Channel Approva...	30/09/2023 03:41	suity	Toffee Commerci...
3410395	Video Approval...	29/09/2023 23:55	dana	Toffee Commerci...
3410368	Video Approval...	29/09/2023 23:35	rifah.tanmee	Toffee Commerci...
3409493	Video Approval...	29/09/2023 18:48	abdullah.noman	Toffee Commerci...
3408557	Video Approval...	29/09/2023 11:01	asif.ali	Toffee Commerci...
3407658	Video Approval...	28/09/2023 21:58	pari.matin	Toffee Commerci...
3407340	Video Approval...	28/09/2023 20:43	sadia.hasan	Toffee Commerci...
3407257	Video Approval...	28/09/2023 20:16	maah.hasan	Toffee Commerci...
3406410	Video Approval...	28/09/2023 14:56	abir	Toffee Commerci...
3406343	Video Approval...	28/09/2023 14:24	suity	Toffee Commerci...
3406307	Video Approval...	28/09/2023 14:06	dana	Toffee Commerci...
3406265	Video Approval...	28/09/2023 13:47	rifah.tanmee	Toffee Commerci...
3405376	Video Approval...	28/09/2023 04:47	asif.ali	Toffee Commerci...
3404829	Channel Approva...	27/09/2023 21:25	pari.matin	Toffee Commerci...
3404634	Video Approval...	27/09/2023 20:25	sadia.hasan	Toffee Commerci...

Figure 2: Complaint handling using Superoffice

The screenshot displays the SuperOffice CRM interface. On the left is a navigation menu with options: Dashboard, Requests, Interactions, Customers, Selections, and Statistics. The main area is divided into two panes. The left pane shows a table of requests with columns for ID, Title, Created, Owner, and Category. The right pane shows a message response: 'We haven't found any channel against the MSISDN or channel name you provided. Please check with the customer.' Below the message, there are buttons for 'De-Escalate Case' and 'Cancel'.

ID	Title	Created	Owner	Category
3413713	Video Approval...	01/10/2023 12:23	rifah.tanmee	Toffee Commerci...
3413226	Video Approval...	01/10/2023 08:26	abdullah.noman	Toffee Commerci...
3413195	Video Approval...	01/10/2023 08:02	asif.ali	Toffee Commerci...
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3404634	Video Approval...	27/09/2023 20:25	sadia.hasan	Toffee Commerci...

Figure 3: Complaint handling using Superoffice

1.10. Monthly Report

The UGC team members have the responsibility of inputting data into a spreadsheet that pertains to the decisions they have made on the channels or products they have examined. On a daily basis, I was required to compile a report containing details regarding the team's activities, as well as the group's overall endorsements and refusals. The report also included additional statistics, such as the number of movies uploaded and channels established on that particular day. I required this report to be sent to me from the Toffee server.

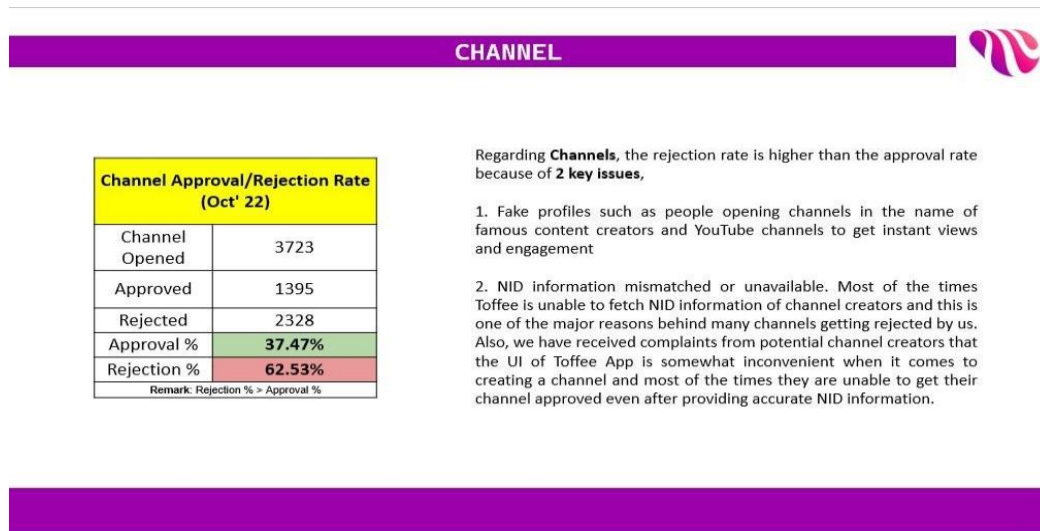


Figure 4: Monthly Report For User Generated Content (Toffee)

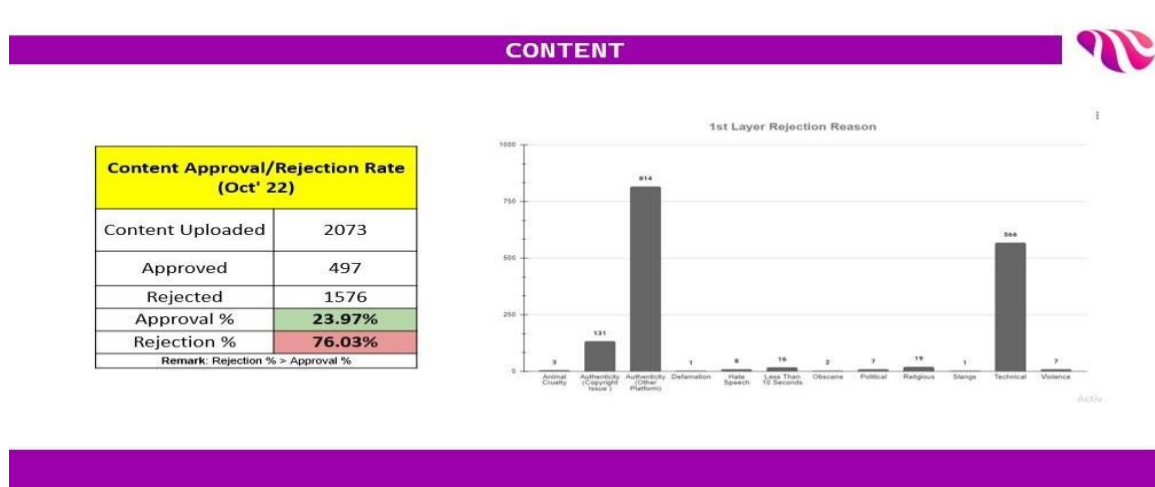


Figure 5: Monthly Report For User Generated Content (Toffee)

In addition to my personal monthly report, I was tasked with creating monthly reports for a number of well-known companies. The major goal of the reports was to demonstrate each brand's level of success online in terms of Reach and Engagement.

Create an impact

The brand's reach refers to the aggregate count of persons who have been exposed to at least one piece of content published on a brand's Facebook page. Estimates are employed to compute this metric. The term "impressions" refers to the frequency with which any content from or about the Page is displayed on a person's screen. These perceptions can be quantified in either direction.

The frequency of a person's interactions with a Facebook Page or its posts can serve as a measure of their level of engagement on Facebook. The predominant instances are responses (including likes, comments, and shares), although it can also encompass behaviors such as viewing a film or clicking on a hyperlink.

Subsequently, a comprehensive evaluation is conducted to determine the return on investment (ROI) of the funds allocated towards updating the content of the brands. The results are evaluated by comparing the expenditure on promoting the posts and the nature of the outcomes achieved via the campaigns. This is conducted to assess the cost-effectiveness of the investment.

The following are the brands for which I was responsible for filing reports:

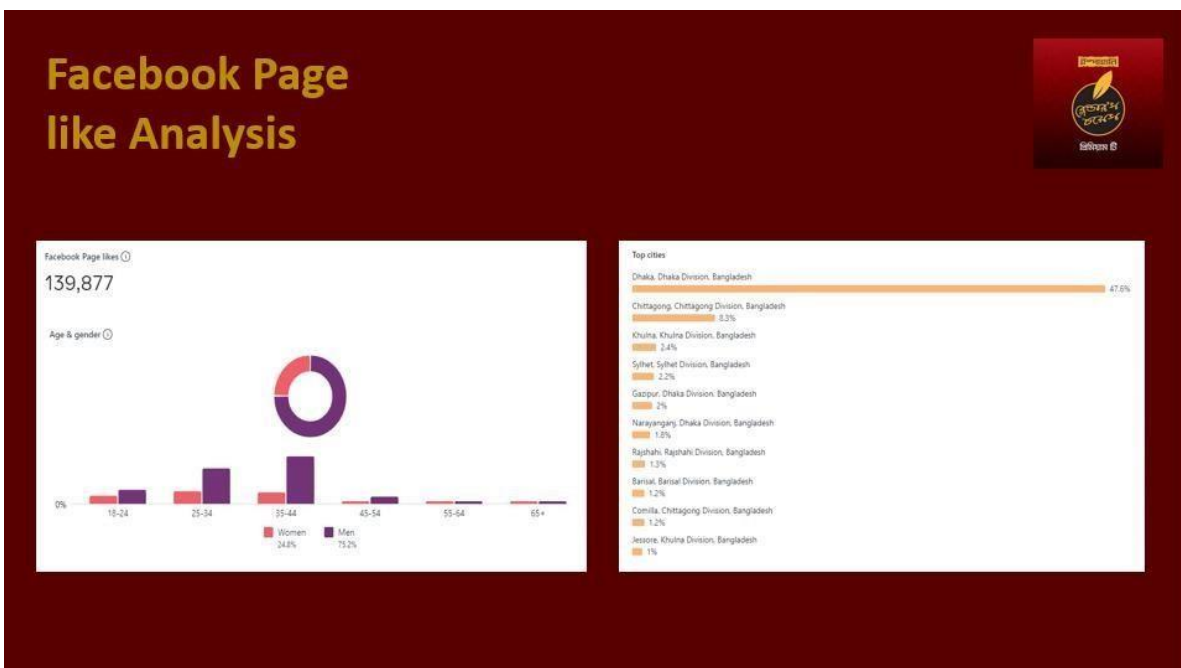


Figure 6: Blender's choice premium tea monthly report



Figure 7: Ispahani mirzapore tea monthly report

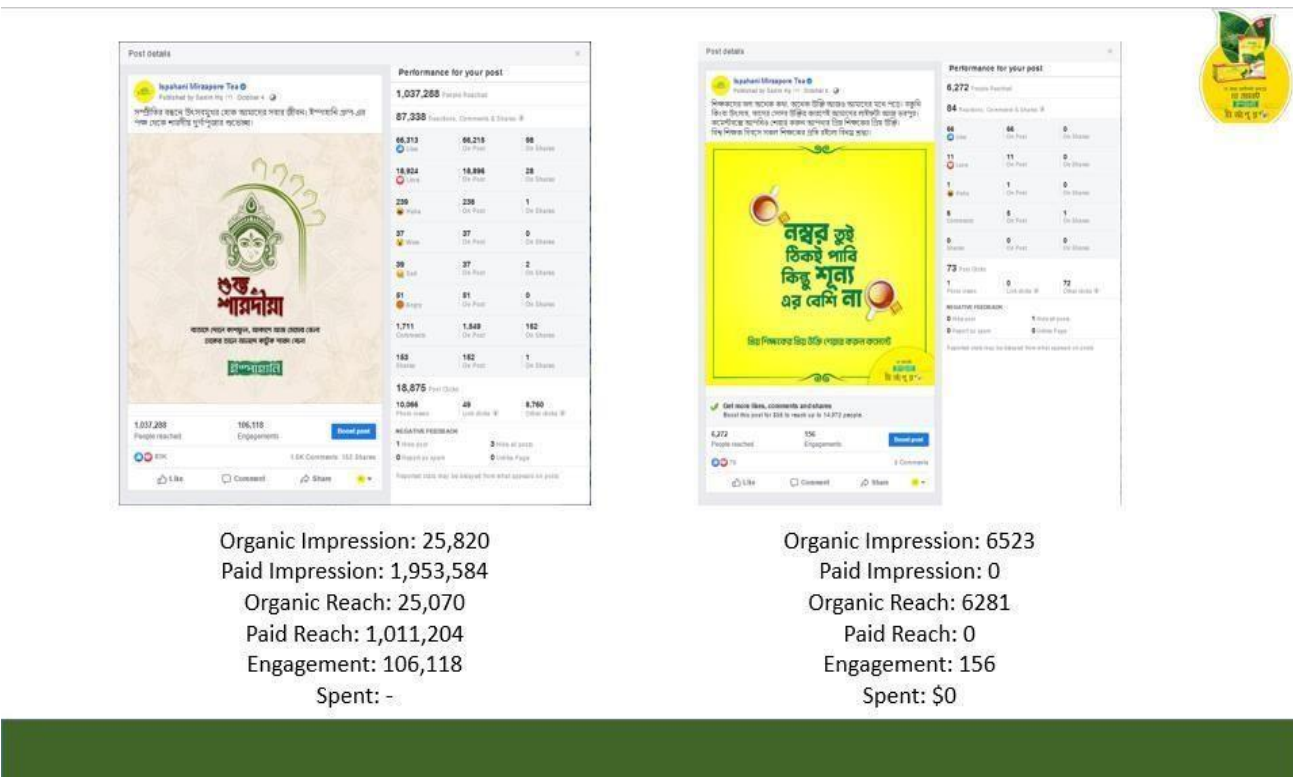
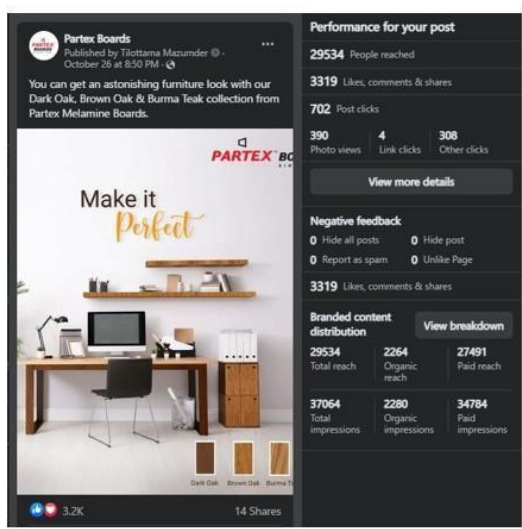


Figure 8: Ispahani mirzapore tea monthly report

TOP PERFORMING POST ON FACEBOOK (ORGANIC + PAID)



Top performing video based on Video View Rate	
Engagement Rate	14%
Total Reach	29534
Total Engagement	4021
Total Impressions	37064

Figure 9 :ParTex Board monthly report



Figure 10: ParTex Board monthly report

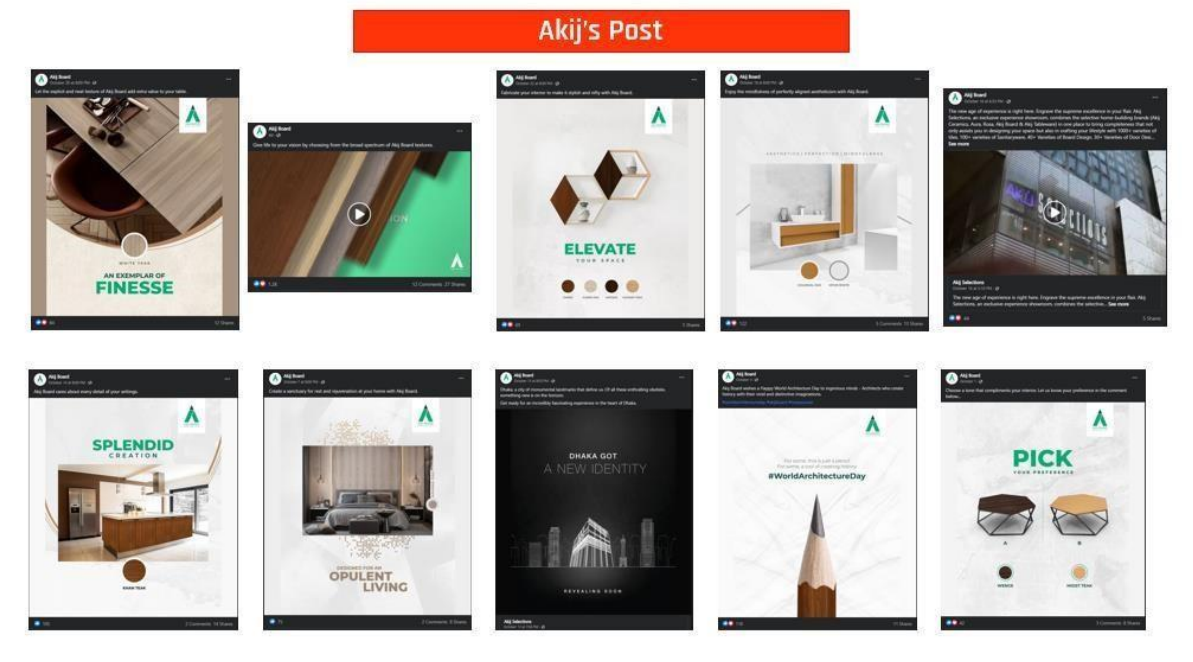


Figure 11: A comparative analysis of the performance of Partex Board's competitors (Akij Board)

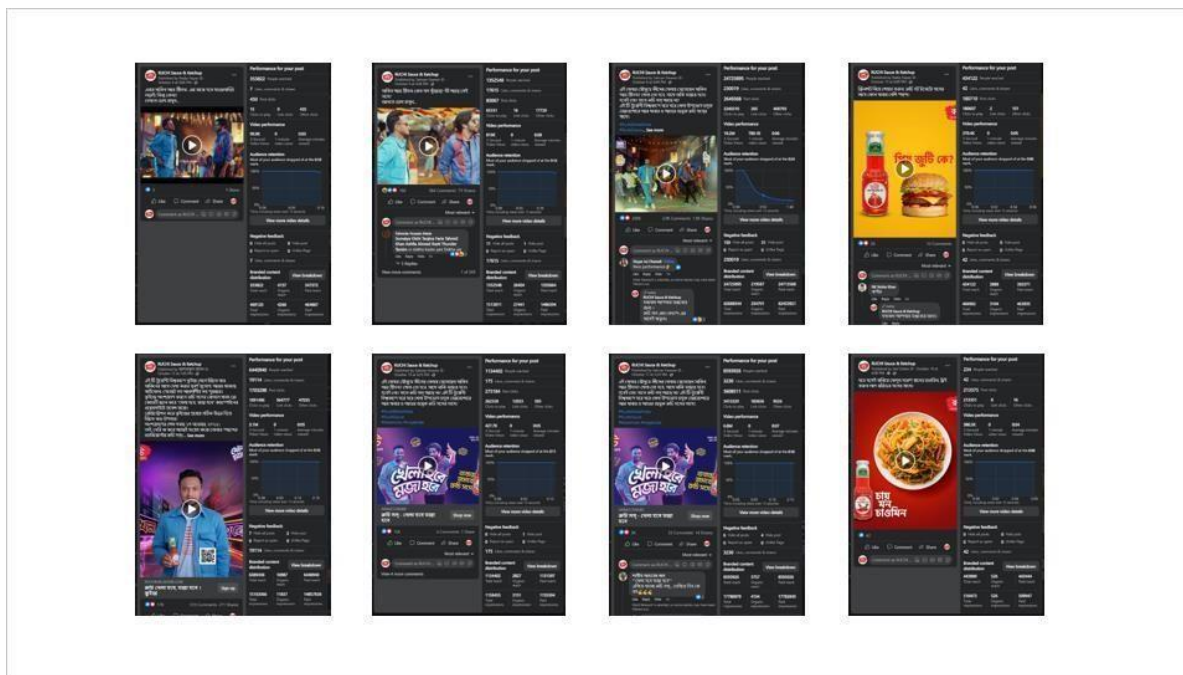


Figure 12: Ruchi Sauce & Ketchup monthly report

Summary

Reach: 47,270,733
Engaged User: 6,883,902

Figure 14: Ruchi Sauce & Ketchup monthly report

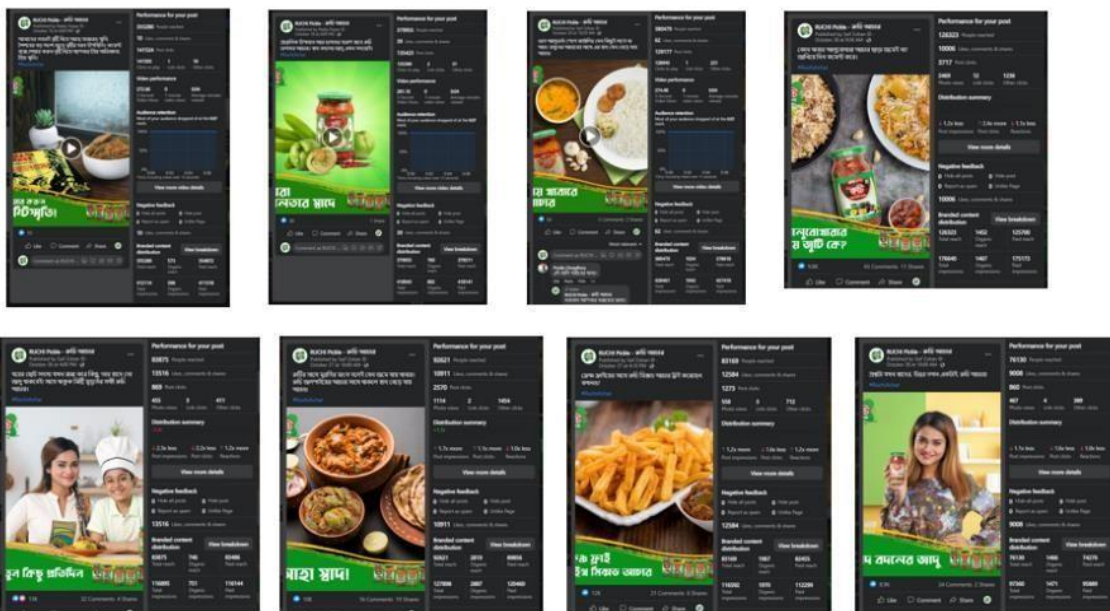


Figure 15: Ruchi Pickle monthly report

Summary

Reach: 2,137,601
 Engaged User: 580,927

Figure 16: Ruchi Pickle monthly report

1.11. Benefits to the student

During my internship, I acquired novel proficiencies, familiarized myself with the corporate environment, and gained a comprehensive comprehension of the advertising industry.

These things were quite advantageous to me.

1.12. Detailed learning on Media buying and planning

Participating in media purchase and planning meetings provided me with valuable insights into the dynamic advertising and marketing industry. During the presentation, we discussed significant subjects including evaluating the demographics of the target audience, performing market research, allocating financial resources, and selecting appropriate media. The primary emphasis was on acquiring the skills to effectively strategize and procure media in order to optimize both the extent of audience reached and the level of audience engagement. This facilitated comprehension of the intricacies of advertising campaigns and the strategic placement of a brand across several media platforms to achieve maximum effectiveness.

1.13. Other Learnings

Aside from explicit knowledge, I acquired valuable insights and an implicit comprehension of the agency environment through indirect means. Examples of professional behavior include agency culture, agency etiquette, professionalism, punctuality, communication skills, group work, and interpersonal skills. These experiences have equipped me with the requisite abilities and knowledge to enhance my future performance and self-confidence.

1.14. Problems/Difficulties (faced during the internship

period): Multiple workflow issues arose during my internship. A notable obstacle was the sluggishness of the Content Management System, impeding the loading and navigation of the content. Furthermore, the processes were conspicuously devoid of mechanization. The entire range of responsibilities, including channel name verification and content screening, required meticulous attention to detail and were performed entirely through manual processes. Even within the bank accounts, the reports did not promptly update, necessitating further human effort. The tools and accessories given were outdated, which sometimes hindered efficiency. Being new to content and channel screening, I had to begin with the basics and acquire a solid foundation before progressing towards enhanced efficiency. Due to the crucial importance of the task, even little errors in content or channel screening could result in significant issues. Nevertheless, with the passage of time, I acquired the ability to

adapt and effectively coordinate and handle tasks, progressively surmounting these challenges and enhancing my expertise in my field.

1.15. Recommendations (to the organization on future internships)

- **Expanding Intern Involvement in Marketing Activities:**

Increased intern involvement in marketing-related projects would help the department. Interns can assist with market research, packaging design, and the development of marketing strategies. Mediacom is able to tap into interns' creativity and new ideas by actively incorporating them in these activities, thereby strengthening overall marketing plans and campaigns.

- **Introducing Incentives to Motivate Interns:**

Mediacom should explore offering extra incentives as part of the internship program to further incentivize and acknowledge intern accomplishments. This could include performance-based bonuses, recognition rewards, or possibilities for internal career growth. Incentives show appreciation for interns' hard work and motivate them to thrive in their responsibilities, resulting in a happy and satisfying internship experience.

Chapter 2 Organizational Profile

2.1. Introduction

An exhaustive analysis of Mediacom Limited is presented in the subsequent chapters, with particular attention paid to the company's organizational structure, the marketing and user-generated content functions that are carried out inside the agency, the company's task, and its SWOT analysis. In addition, a comprehensive study of the Porter's Five Forces Model utilized by Mediacom Limited was presented in order to enhance the reader's understanding of the competitive environment of the organization. Within the context of Bangladesh's advertising sector, the purpose of these chapters is to offer crucial insights into the strategic role that Mediacom Limited plays and the operations that it conducts.

2.2. Company Overview

2.2.1. Company profile

The Square Group, comprising 19 distinct businesses across multiple industries, is among the biggest conglomerates globally. Square Pharmaceuticals, Square Food and Beverages, Mediacom Limited, Square Toiletries Limited, and other companies are a few of these issues. Samson H. Chowdhury founded Square Pharmaceuticals in 1958 with the help of a handful of his friends. He then founded this broad conglomerate business, which employs more than 60,000 people today. Mediacom Limited is a notable enterprise that is a part of the Square Group. They are involved in the industry's advertising agency sector.

This business is one of the best in its field, and they are particularly strong in the following key areas:

Formulating and developing plans, as well as promotional actions and advertisements

Reputable in Bangladesh, Mediacom Limited (MCL) is a vital component of the Square group. The company's main priorities include developing and implementing marketing strategies, as well as producing advertisements and other types of promotional content. Plans, messaging, and ads are just a few of the promotional products that Mediacom develops and produces. They have worked with, and still

work with, a number of well-known clients in the past and present. South Asia Partnership Bangladesh (SAPBangladesh), Robi, Banglalink, Bata, Bikroy.com, Bkash, Brac, and Dhaka Bank Limited are a few among them. through contracting or negotiating. MCL offers consultants who can use the intricate art and science of marketing to address issues that companies encounter. Members of this group include administrators, businesses, and professionals from Accounts Planning, Client Relations, Creative, Media, and Toffee. The Accounting, Copywriting, Strategic Planning, Media Buying and Planning, Client Servicing, UGC Management, and Creative teams are among the various groups of teams within MCL that are working toward the same goal.

When it comes to advertising companies in Bangladesh, MCL is among the most reputable and wellknown names. The business contributes its more than 20 years of industry experience to the process of managing effective marketing campaigns, advertising, promotional activities, etc. This long-term success is directly related to the use of these monies for hiring and retaining highly qualified personnel. Among the notable customers MCL has worked with throughout the years include Robi, Banglalink, STL, SBFL, SHL, Social Marketing Company (SMC), KSRM, Bata, Matador, bKash, City Cell, Brac, etc.

2.2.2. Mission

Mediacom Ltd.'s goals are to optimize customer pleasure, maximize equity for their clients through wellmanaged advertising campaigns, and create the best reputation for offering exceptional customer service possible. Mediacom strives to create and cultivate long-term relationships with its clients, vendors, and any other potential sources of benefit. They also promise that their workplace is prejudice-free, progressive, and welcoming.

2.2.3. Vision : The objective of Mediacom is to attain Championship status, an honor that denotes unparalleled leadership in service quality and ongoing customer support.

2.2.4. Values Mediacom presents itself to its clients as a reliable and trustworthy partner. Furthermore, Mediacom aspires to see itself as its clients' persuasive partner.

2.2.5. Mediacom Limited's History & Growth

1997 Mediacom began as the internal advertising firm for the Square Group, one of the biggest and most reputable firms in the nation.

Mediacom shows flashes of brilliance between 1998 and 1999 as it develops at a prodigal pace to become a stand-alone.

In 2000, Mediacom launches as a fully operational agency into the cutthroat advertising market.

2004 saw Mediacom enter the field of social communication by winning Social Marketing Company's fiercely contested bid for the HIV/AIDS campaign.

In 2005, Mediacom relocated to its new location and established separate wings for social media, research, and account planning.

From 2011 to 2014, Mediacom developed and carried out some of Robi's most laudatory and successful ATL, BTL, and digital media campaigns. "Jaamdani", "Deshpremik", "Ebaar Hobe", and "Eid e Notun Jaama" were a few of these campaigns.

Achieved the "Google Partner Certificate" and launched its digital media division in 2016.

2017 associated with Madison Media, a global advertising firm

2018 pioneered the purchase of worldwide broadcast rights and distribution of major domestic and international sporting events, including the Bangladesh national cricket team's cricket series, the 2018 FIFA World Cup, and almost every cricket world cup and ICC event.

In order to preserve the rich cultural legacy of our folk music, 2019 sponsored the Dhaka International Folk Fest.

2021 Saw the second-largest victory of the Çommpward season with 21 awards for a2i, Meri! Lip Balm, Senora, Sepnil, Revive Talc, and Radhuni.

In 2022, Mediacom Limited moved to Samson Center, Gulfsban 1, from Rupayan Centre, Mohakhali.

In addition to commemorating its magnificent 25th anniversary, Mediacom began managing Metrorail's advertising campaigns in 2023.

2.2.6. Departments of Mediacom Ltd.

- Accounts and Finance
- Client Relation
- Creative
- Media ● Toffee

Accounts and Finance :

The department of Accounts and Finance works in conjunction with other teams to develop comprehensive yearly budgets that are customized for individual advertising initiatives. To efficiently allocate resources, they take into account project requirements, market conditions, and historical performance. They keep an eye on budget performance all year long, adjusting as necessary to keep projects on schedule, under budget, and maximizing return on investment. The group keeps a careful eye on every item, examining spending trends and pinpointing opportunities to cut costs. They monitor spending in relation to allocated funds and advise department heads on cost-control measures. Additionally, the department creates income statements, balance sheets, and cash flow statements, among other thorough and precise financial records. In order to gain understanding of the company's financial performance, they examine these statements, looking for patterns, strong points, weak points, and potential improvement areas. In addition, the payment procedures for content providers connected to Banglalink's streaming service, Toffee app, are managed by the Accounts and Finance Department. The popularity and number of views of the material that they submit determines how much money content providers get paid. Every content creator, along with their views, content, and associated compensation, are meticulously documented by the department. In addition, the team guarantees rigorous adherence to all pertinent tax rules and regulations that oversee the advertising sector. They handle tax payments, keep records, and prepare and file tax returns. Finally, the department carries out exhaustive risk analyses to pinpoint possible monetary hazards that Mediacom Limited can encounter in the

advertising sector. They create plans to efficiently reduce these risks, like client diversification, currency hedging, and the installation of strong internal controls. In a market that is highly competitive, these safeguards preserve the company's financial security and stability.

Creative

Mediacom's creative team is responsible for all marketing and promotional endeavors for the company. This includes planning various types of ads, creating such commercials, writing copy, posting on social media, designing various types of posters, and so on. It is divided into two parts:

Above the line

MCL uses newspaper and television advertisements to reach as many people as possible with its message. They currently have a special arrangement in place with Banglalink for Toffee. TOSS is a show that airs on RTV and is their current endeavor. Thus, to raise awareness of the program, targeted advertisements are created. These advertisements will include all the information about the competition, including the start time, prize money, judges, juries, and other details. MCL is also in charge of managing the numerous press conferences and news stories that are published in the periodicals. This includes all public relations-related work. For example, MCL was in charge of planning and running an FM radio program where guests talked about TOSS and toffee.

Below the line

Emails, phone calls, SMS, and physical mail are just a few of the channels that Mediacom Limited has thoughtfully chosen and customized. They then provide intelligent and customised information on their wide range of items, special deals, ongoing promotions, and forthcoming events. By using this strategy, they are able to build a sincere and engaging relationship with the client's audience and personally cater to their specific requirements and interests. The goal of this kind of promotion is to draw in specific customers and end users to one's good or service. The digital team at MCL will send clients personalized messages and notifications in an attempt to get them addicted to using social media and to motivate them to do so consistently.

Similar to time-bound activities with a specific objective, promotional campaigns are provided by Mediacom Limited to its clients. The purpose of these scheduled activities is to draw in more customers and hold the interest of the intended demographic. Users can take advantage of a broad range of enticing offers during these campaigns, such as buy-one-get-one deals, free trials, promotions that offer multiple products at a discounted price, and buy-one-get-one discounts. The primary aim is to generate a feeling of urgency and excitement among the clients, ultimately motivating them to act quickly in response to the circumstances. Additionally, Mediacom Limited offers a variety of opportunities for its consumers to profit from its promotions, including limitedtime discounts, engaging competitions, loyalty plans, and enticing coupon giveaways. The main goal is to create an environment that will enable a rapid and significant increase in sales while also strengthening ties and fostering a sense of loyalty within the esteemed customer base. This will be achieved by establishing an environment that supports a rapid and significant rise in sales. The goal will be achieved in this way: a climate that is favorable to a rapid and notable increase in sales will be established. This will be achieved by creating an atmosphere that supports rapid and significant increase in sales.

These two qualities are both preferable.

Client Relations : The Social Communication Division and the Brand Communication Division are the two specialist departments that make up this department. They are both in charge of maintaining communication with clients.

Brand Communication

The department of brand communication plays a crucial function inside the company by acting as a liaison between the enterprise and its many commercial clients. Serving as the main point of contact, the Brand Communication Department is crucial in enabling a thorough understanding of each client's unique advertising and promotional needs. This understanding serves as the cornerstone upon which the agency bases its strategy for building the brand. The department's responsibilities necessitate not only knowledge of the client's goals and business, but also knowledge of the client's target market, industry, and market dynamics. This is more than just knowing the goals and business of the client. Developing communication strategies that align with the client's objectives and appeal to their target audience requires having this kind of insight.

One of the main responsibilities of this department is to conduct comprehensive market research and competition analysis. The Brand Communication Department is able to give clients crucial insights because of its commitment to remaining current with market trends, consumer behavior, and rivals' tactics. Clients are given the ability to make decisions that are informed by the information they are given and to keep one step ahead of their rivals. This division works closely with other departments within the organization, such as those in charge of creative teams, media strategy, and account management, in addition to doing research. The communication

plan will be cohesive, logical, and in keeping with the overall marketing and branding goals as a direct result of our partnership. Apart from the aforementioned duty, the Brand Communication Department bears the additional responsibility of creating compelling messaging and visual components that can successfully communicate the client's brand identity, unique selling propositions, and intended brand image. These messages are written in a way that will appeal to the intended audience, forging a deep bond and fostering a sense of devotion to the organization.

Social Communication

An agency's social communication department is a specialist unit tasked with handling issues related to behavior modification and social development. This department is designed to develop and implement research-based communication campaigns that encourage the target audience's knowledge, attitudes, and practices to change for the better within the social market. The main objective is to promote development and transformation in the social environment. The specialists employed by this Department have a solid foundation in social development and frequently worked for a variety of nongovernmental organizations (NGOs) and social development organizations. Their areas of competence include in understanding and putting various approaches to development into practice, using behavior change communication tactics, adopting social marketing strategies, and using communication strategies for development. With this understanding, they can create and execute campaigns that have a lasting effect on the target population and encourage good changes in their attitudes and habits. The department collaborates with a wide range of stakeholders, such as community organizations, governmental agencies, nonprofits, and other organizations involved in social development. Their goal is to influence the beliefs and actions of the social market's clientele by means of strategic planning and implementation, thereby addressing significant social issues, promoting societal change, and producing significant results. These campaigns are carefully crafted to align with the unique needs and circumstances of the intended audience, ultimately serving to advance advancement and improve the general wellbeing of the community at large.

Media

The media team is responsible for overseeing the production and procurement of various sponsored social media adverts and posts.

Planning

The main goal of advertising campaign planning is to optimize the effectiveness and scope of the creative work produced by the creative team. This stage is crucial to the success of marketing initiatives. Selecting the most successful advertising venues means choosing those that have been proven to work best, such sponsored posts on social media, TV commercials, and ads on Google's Display Network (GDN). This involves making decisions on things like which television station to use for advertising, which websites to use for Google AdSense placements, and which demographics to target for social media posts. In the case of the talent show TOSS, for instance, the media team decided to broadcast it on RTV instead of any other TV station because they thought there would be more audience participation. The team is also in charge of choosing the duration and timing of the commercial breaks that are aired during the performance. Within the social media sphere, the media team determines the intended audience and optimizes post boosting tactics. This entails arranging particular areas in users' news feeds and placing ads on Facebook or YouTube in targeted spots.

Buying

The buying team intervenes after the planning stage, building on the strategic decisions made by the planning team, to negotiate the best deals. They negotiate and communicate with vendors extensively, paying particular attention to schedules and costs. They play a crucial role in ensuring cost-effectiveness and efficiency by performing a cost-per-reach study. They coordinate closely with the planning team so that their actions are in line with the strategic vision. The purchasing team is in charge of monitoring the agreed-upon plan's execution after the negotiation. They make sure that ads run for the allotted amounts of time and that promoted posts efficiently reach the intended target audiences. The group also carefully oversees after-buying services, making sure that ads are delivered on time and offering suggestions and corrections to improve campaigns in the future.

One example of the amount of money the media team spent is on Toffee Star Search promotion, which was accomplished by boosting a post on a Facebook page. The media team has carefully picked the target audience to display this sponsored item in their news feed.

Toffee

Under Mediacom and in partnership with Banglalink, the Toffee team plays a vital role in managing the Banglalink app Toffee. The staff is specifically in charge of keeping an eye out for and handling concerns pertaining to content piracy as well as making sure that Toffee's Community Guidelines are strictly followed. This comprises policing content that touches on sensitive subjects like politics or religion through a screening and evaluation process of user-generated content on the platform. In addition, the group works hard to make sure that all legal requirements are met, so there are no infractions of laws, government orders, or copyrighted content on the site. The Toffee team maintains the integrity of the Banglalink brand, user safety, and content quality requirements through a thorough three-tier screening procedure overseen by Mediacom's committed UGC team. The ultimate objective is to convey Banglalink's core principles and values to the public while providing them with high-quality, safe, and valuable information.

Services Offered

Mediacom provides a wide range of services to its clientele, encompassing anything from brand consulting to various promotional endeavors. Among the services they provide are:

- Public Relations

- Brand Consultancy

- Marketing communication

- AudioVisual & print production

- Event management

- Social communication

- Media Planning

- Print, electronic, and only monitoring Location: Print, electronic, outdoor

Brand Consultancy

At Mediacom, brand consulting is all about taking a strategic and all-encompassing approach. Undertaking a detailed analysis of the needs and preferences of the target audience along with a behavioral analysis constitutes the first step in this approach. The results of this study will be used to develop effective marketing plans and establish the brand's place in the marketplace. This analysis will assist in achieving those objectives. Creating audience-resonant brand messages and developing communication strategies are our areas of expertise as consultants. This is essential whether the aim is to create a new brand or reinterpret an existing one, since these initiatives all need the development of strong brand statements and persuasive communication plans.

Audiovisual & Print Production

Mediacom, which oversees businesses including Maasranga Productions Limited and Barnali Printers, is in charge of maintaining a large network of partners. Among the partners for which Mediacom is responsible for management is a large network. Producing printed goods and packaging is the responsibility of Barnali Printers, while Maasranga Productions Limited handles the production of audiovisual materials. This network guarantees that, regardless of the circumstances, top-notch audiovisual and printed products will always be delivered on time and efficiently. As part of a cooperation program, Mediacom uses the most advanced technology and the expertise of the most prominent production companies in the industry to create print materials and audiovisual content that works. This makes it possible for Mediacom to produce impactful print and audiovisual materials. As a result, Mediacom is able to create both print goods and appealing audiovisual material.

Public Relations

Being knowledgeable about successful public relations techniques is highly valued at Mediacom, and the organization actively encourages its employees to possess this knowledge. They provide thorough coverage of events in both traditional print media and innovative electronic media as part of their service. The public relations company arranges news conferences, press briefings, and press note releases on behalf of its clients. The significance of outstanding public relations to Mediacom is demonstrated by

the organization's dedication to sustaining strong relationships with diverse media platforms, facilitating seamless correspondence and coverage.

Marketing Communication

Using the skills and knowledge of its client service and creative teams, Mediacom approaches marketing communications for its clients strategically. The teams in charge of strategic planning tackle complex problems, and the customer service and creative teams collaborate to handle smaller cases. Every campaign will receive a unique plan as a result of this collaborative approach, greatly boosting the campaign's efficacy.

Social Communication

To address the increasing demand for communication targeted at modifying people's behaviors via message marketing, Mediacom established a department dedicated to social communication. The main objective of this specialist team is creating and implementing programs intended to successfully influence people's behavior. Mediacom wants to improve society by integrating message marketing strategies with its extensive resources to bring about positive change.

Event Management

A broad range of events and gathering kinds are covered by Mediacom's event management service, including press conferences, product launches, contract signing ceremonies, plant tours, and innovative promotional activities. A well-trained auxiliary crew provides support to the passionate and experienced event management professionals, who ensure a smooth and stress-free process of planning and execution. Their steadfast commitment sets new benchmarks for local event management, and as a result, they consistently meet and often surpass their clients' promotional goals.

2.2.7. Company Structure

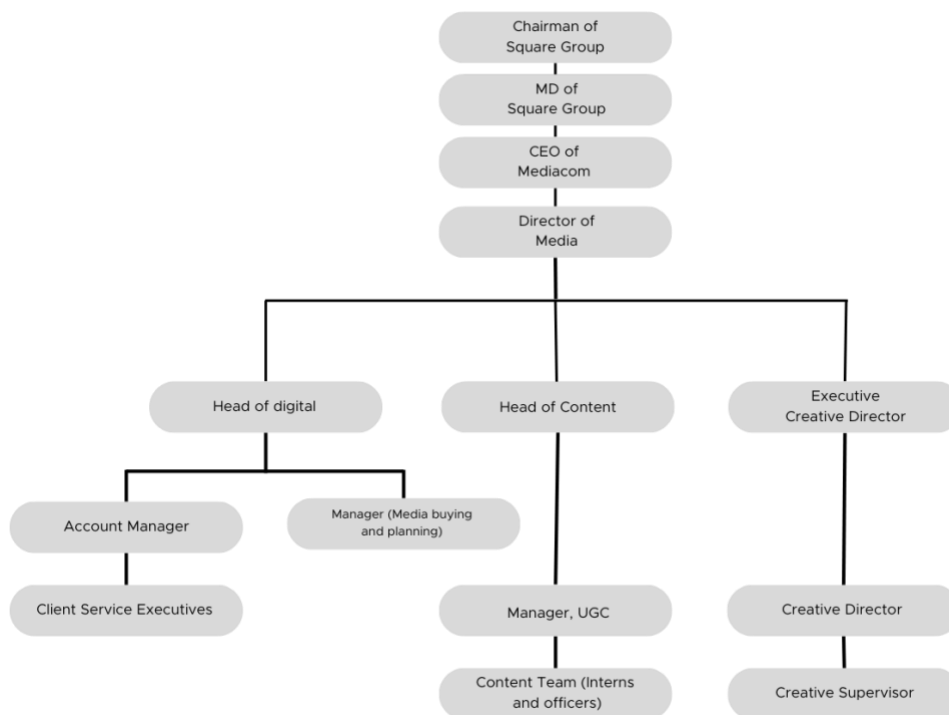


Figure 18: Company Structure

2.2.8. Clients of Mediacom Limited

Clients	Products
Square Toiletries Limited	Senora, Jui, Meril, Revive, Kool, Supermom, Zerocal, Sepnil, Magic, White Plus, Select Plus, Glycerin, Rain Shower, Xpel, Shakti, Spring, Max Clean, Chaka, and Chamak.
Square Food & Beverage Limited	Chashi, Radhuni, Chopstick, Aaram and Ruchi
Akij Food & Beverage Limited	Clemon, Speed, Mojo
Banglalink	Toffee
Ispahani Foods and Tea	Mirzapur Best Leaf
Akash DTH	Akash DTH
Partex	Danish Aryan Yoghurt, Danish Condensed Milk

UCB	UPAY
Arla Foods	Dano

2.2.9. SWOT Analysis

Understanding a company's distinct flaws, strengths, threats, and opportunities is essential for preserving a competitive edge in the advertising sector. Regarding Mediacom Limited, a well-known advertising agency and member of the SQUARE Group, a thorough examination can clarify a number of crucial factors pertaining to its standing:

Strengths:

1. Mediacom's staff of highly experienced professionals, who are renowned for their skill in strategic planning, enable the company to create tailored marketing and advertising campaigns that consistently yield excellent results for clients. These professionals are renowned for having in-depth knowledge of their particular disciplines. One of the most important factors that increases the overall impact and efficacy of their projects is this expertise, which is also one of the most important factors.
2. Mediacom's local roots have given it a deep awareness of the complexities of the local market, including regionally unique consumer behaviors and cultural quirks. This deep insight is necessary to create campaigns that truly connect with the target market, which in turn increases brand loyalty and improves consumer engagement with the company.
3. Mediacom's extensive experience servicing internal clients has given the agency invaluable insights into the inner workings, needs, and problems of the company. For Mediacom, those insights have proved priceless. They are more qualified to provide clients with creative and practical answers since due to their extensive experience, which enables them to keep up with the newest developments and trends in their field.

4. Mediacom's dominant position as the primary media buyer among independent agencies gives them the ability to negotiate advantageous terms and agreements on behalf of their clients, offering them a competitive edge over other companies in the sector.

Weaknesses:

1. The agency's worldwide reach and opportunities may be impacted by Mediacom's lack of affiliation with other agencies, which may limit exposure to international networks, collaborations, and potential clients looking for international advertising services.
2. Mediacom runs the risk of its financial stability and growth prospects being negatively impacted by changes or oscillations in these internal relationships, which are a major source of revenue for the agency.
3. Mediacom's income streams and growth potential may be hampered by a small number of external clients, underscoring the necessity of diversifying and drawing in a larger group of external clients in order to maintain company growth.
4. The lack of labor may cause campaign completion to be delayed, which could affect project timeframes and customer satisfaction. Meeting customer expectations and preserving efficiency depend on addressing this shortfall.
5. Mediacom Limited may have difficulties as a result of its lack of knowledge and flexibility in the quickly changing world of digital advertising. The agency's capacity to satisfy the modern demands of clients seeking a strong online presence and successful digital strategies may be hampered by inadequate expertise in leveraging AI or VR technologies in upcoming digital technologies.

Opportunities:

1. Mediacom Limited has the chance to grow its clientele and services in response to Bangladesh's growing emphasis on brand building, following the trend and bolstering the country's advertising sector.

2. Mediacom Limited can take advantage of the competitive advertising environment to draw in clients looking for cost-effective advertising solutions and boost media spending, which will improve revenue and market share.
3. With more people using the internet, Mediacom Limited has a great chance to grow into digital advertising and satisfy changing customer needs while reaching a larger online audience.
4. Mediacom Limited has the opportunity to lead and flourish in cutting-edge media tactics, differentiating itself in the market by bringing in novel and imaginative methods of marketing and advertising.

Threat:

1. Mediacom faces competition from international advertising behemoths like Grey and Mindshare Bangladesh, which could affect their market share and ability to acquire new clients in Bangladesh.
2. Clients may lower their promotional spending in response to economic downturns and budget cuts, which will have an immediate impact on Mediacom Limited's revenue and project flow.
3. Local businesses' poor grasp of branding may make it difficult for Mediacom Limited to communicate the worth and significance of their services; therefore, they will need to make an effort to inform and prove their knowledge.
4. Because they may draw customers looking for worldwide visibility, multinational agencies with global alliances present a danger to rivals in the market.
5. The quick rise of disruptive digital companies that specialize in augmented reality, blockchain-based advertising, or AI-driven advertising could pose a danger to Mediacom Limited. These upstarts might entice customers away from Mediacom Limited by providing creative and affordable alternatives.

2.2.10. Porter's 5 forces

Low Threat of New Entrants:

Due to the fact that beginning an advertising agency in this market involves significant funding, industry knowledge, solid client contacts, and a reputation for creativity, Mediacom Limited's affiliation with Square Group increases credibility and creates obstacles to entry for potential competitors. Additionally, Mediacom Limited enjoys economies of scale, having a firmly established infrastructure and wide-ranging industry networks that are difficult for competitors to match. The industry also makes it difficult for new entrants to swiftly catch up with the established businesses by requiring a strong awareness of shifting technical trends.

Medium Bargaining Power of Buyers (Clients):

Because there are several agencies available, Mediacom Limited's suppliers have a moderate amount of bargaining leverage. These vendors usually have the specific knowledge, proprietary technology, and unique experience that are necessary to create compelling ads. Nonetheless, Mediacom Limited may be able to negotiate advantageous terms because it is a reputable agency. This is a benefit that comes from the agency's 25 years of industry experience as well as its enduring partnerships.

Medium Threat of Substitutes:

While there are alternatives to Mediacom Limited, like working with social media influencers, forming partnerships with in-house digital marketing teams, and forming advertising teams, emerging technologies and platforms may potentially offer alternatives to conventional advertising agencies. This is true even if Mediacom Limited currently has alternatives. Artificial intelligence-powered advertising platforms, virtual reality (VR), and augmented reality (AR) are becoming more and more popular as potential remedies. That being said, it is imperative to draw attention to the fact that Mediacom employs a team of very skilled professionals with a broad breadth of expertise in a number of disciplines, including copywriting, branding, media planning, creative design, and digital marketing. The agency's vast amount of knowledge and expertise make it stand out as a strong choice in the competitive landscape.

High Competitive Rivalry

Given the intense competition present in the advertising industry overall, it is not surprising that Mediacom Limited operates in such a highly competitive market. In this industry, a plethora of advertising agencies are vying for clients; their sizes vary from massive global conglomerates like Mindshare Bangladesh and Grey Advertising Bangladesh Ltd. to more specialized boutique firms like Adkey Bangladesh and IMBD Agency. This competitive environment includes a wide range of digital marketing companies, creative studios, and up-and-coming tech-savvy businesses, all of which are vying for clients' attention and market dominance. It is not limited to traditional advertising firms alone. To maintain its competitive advantage in the market amid heightened rivalry, Mediacom must consistently innovate, identify methods of differentiating itself from rivals, and provide exceptional value to its clientele.

2.2.11 Conclusion

Mediacom Limited, a prominent advertising agency, is a significant contributor to the advertising industry in Bangladesh and a crucial component of the Square Group. Mediacom is committed to transforming challenges into favorable circumstances and delivering exceptional value to its clients. The company was established with the aim of developing innovative advertising solutions and establishing a prominent presence in the dynamic global advertising market. Mediacom's personnel consists of a substantial number of proficient experts renowned for their expertise in strategic planning. MCL adheres rigorously to corporate ethics and transparency at all levels of its operations, ensuring both ethical and financial responsibility. MCL strongly adheres to the principle of honoring intellectual property rights and the legal framework that governs copyrights in relation to content that is safeguarded by copyright protection.

Chapter 3 Project Part

3.1.1 Literature review : In the Bangladesh market, digital marketing has surpassed traditional marketing in prominence. In other words, traditional marketing has prioritized time-consuming tactics, making 24*7 engagement with customers unfeasible (Rahman, 2015). On the other side, digital marketing has facilitated product marketing through promotion on various social media platforms such as Facebook, YouTube, and so on. Another advantage of digital marketing is that customers may provide product feedback from anywhere at any time via the internet. Traditional marketing success, on the other hand, can only be measured by the response of local audiences, but digital marketing success is determined by its popularity in the worldwide market landscape. Wide exposure of digital marketing through popularity on digital platforms can help to give a large market for Bangladeshi products (Yasmin, Tasneem, & Fatema, 2015).

The number of persons using internet services has increased in tandem with population expansion. On the other hand, statistics show that the number of Bangladeshis using social media is increasing (Hype, 2019). An increase in mobile phone usage has also contributed to an increase in interest in social media. This is a qualitative examination of data on digital marketing. As a result, it is clear that the popularity of digital marketing is growing in Bangladesh.

There are several aspects of digital marketing that have promoted the firm in the Bangladesh market.

(i) Product advertising on the internet

Product advertisements on the internet are an important and significant component of digital marketing. Company managers can influence consumers by advertising various goods and services via internet promotion (Khan & Islam, 2017). On the other hand, online marketing of items is also cost-effective because it reduces the expense of product advertisement. Online marketing also saves time and effort for both customers and producers. Consumers become aware of a big number of products in a short period of time as a result of internet ads.

(ii) Social media platform popularity

Social media platforms have grown in popularity among people of all ages in today's globe. Social media platforms are effective instruments for communication. Companies can market their products and services using these social media sites, which are visible to Facebook users. However, it can be stated that these platforms have enhanced individual communication (Yasmin, Tasneem, & Fatema, 2015). As a result, advertising the products on social media platforms might enhance popularity, resulting in increased product sales. In Bangladesh, mobile phones are used by the majority of the people. On the other side, the number of internet users in Bangladesh is also high. Mobile penetration in the Bangladesh market has reached 63%. As a result, business organizations in Bangladesh might profit greatly from digital marketing methods. Buyers nowadays anticipate knowledge that can provide solutions to all types of product or service-related difficulties. As a result, strong visibility of a certain product via digital services enables a consumer to accumulate perceived product knowledge. Making active purchase selections is aided by using the word of mouth strategy and receiving recommendations from other users.

(iii) Information transmission via SMS messages

Smartphones have grown in popularity in recent years, and some users also access the internet via cellular devices. In other words, businesses that use digital marketing as a business medium can transmit critical information in the form of text (Khan & Islam, 2017). This information relates to any special offers or discounts on certain products that are likely to enhance demand for its products. Bangladesh marketers are increasingly turning to digital portfolios to promote professional brands. They promote things with highlights that give organizations legitimacy. Furthermore, research reveals that business-to-business buyers despise cold calls and emails. Thus, digital marketing assists organizations in finding the correct people by streamlining search engines and web connections.

The preceding reasons demonstrate how digital marketing may assist Bangladeshi businesses in expanding their operations both locally and globally. Concurrently, there are certain advantages to digital marketing for consumers. For starters, clients can keep informed about new products or services that are provided at any time and from any location without incurring additional traveling costs (Hoque et al. 2018). This also strengthens the interaction between customers and businesses by providing services 24 hours a day, seven days a week. Second, customers receive clear information about the services provided by organizations. As a result, any misconceptions and misinterpretations are eliminated, allowing buyers to make an informed buying decision. Third, shoppers may make quick selections about purchasing various things. It is an additional benefit of internet marketing because customers' physical presence in the relevant stores has decreased. Finally, consumers can readily distinguish between the items given by various companies (Yasmin, Tasneem, & Fatema, 2015). Many organizations today use digital marketing methods to grow their company. As a result, consumers can make informed judgments by comparing various companies.

The Bangladesh government is also providing subsidies to enterprises who plan to undertake digitization. The number of travel apps, tourism portals, and online health services in the country, for example, has expanded (a2I, 2019). According to the current context, the markets operating in Bangladesh are gaining relevance as a result of the growing popularity of social media platforms. With

shifting consumer preferences in Bangladesh, businesses have attempted to influence their customers by utilizing digital marketing platforms for both product advertising and consumer influence (Future Startup, 2019). As a result of the preceding study, it is clear that digital advances of commercial organizations functioning in the Bangladesh market are a path to future success and profitability.

3.1.2 Background :

In the contemporary world, the square group is an institution that is well-known and widely acknowledged by the general public. The country of Bangladesh is not the only place where it can be found; it can also be found in a considerable number of other countries. There is a lot more to Square than just a brand name in Bangladesh; it is an image that businesses display to the rest of the world in order to market themselves. Despite the fact that it could appear at this point that Square's development was not as straightforward as it actually was, this is not the case at all. It is currently regarded as one of the most significant organizations in Bangladesh, and this ranking is considered to be accurate. There are a variety of different companies that make up The Square Group. These companies include a clinic, pharmacies, restrooms, clothing, equipment, food goods, and data processing. Each and every one of these businesses serves as a member of the Square Group. The corporation is accountable for the employment of more than 33,000 people and generates an annual profit of more than 6,000 crores on average through its activities through its operations. Samson H. Chowdhury, a pioneer in the world of business, was the one who conceptualized and established Square. Square is a place that bears his name. In the year 1958, it was initially created in Bangladesh under the name Square Pharmaceuticals Ltd., which was the name it was formerly known as. This name was originally used for the company. Due to the fact that it embodied precision and outstanding quality, the term "square" was selected for it. This was the rationale that led to the selection of it.

With the goal of providing superior service to its clientele, The Square Company is currently in the process of broadening its operations to encompass a wide variety of different business sectors. Square Shop Items Ltd., a subsidiary of the Square Group, started its operations in the year 2000 with five goods out of a total of more than seventy. This was the beginning of the company's operations. Over the course of the time that has passed since then, it has rapidly established a significant position in the market and won the affection of its customers. In addition, it has been able to meet the worldwide quality criteria of the ISO 9001 standard because of the superior administration that it has implemented. The year 2010 was the year that the organization was able to get the hygiene certification ISO 22000 as a result of the efforts of management. Additionally, during this time period, in the year 2000, Square Consumer Items Limited was established as a business institution. During the course of its existence, this was a different firm that

would eventually become a subsidiary of Square Group over the course of its existence. The unwavering commitment of the company to quality, innovation, and weight development has resulted in the establishment of a comprehensive business environment for the organization. Additionally, the corporation promotes constant development and innovation in emerging business sectors that are conscious of the expectations of their consumers. A comprehensive business environment has been created for the corporation as a consequence of this phenomenon. In 2010, the firm was able to successfully obtain ISO 22000 certification by utilizing its hygiene framework board. This accreditation was for the time of 2010. A reassessment of the situation in relation to SFBL was carried out on September 1, 2014, which was more than 10 years after the incident. This analysis took advantage of the opportunity that had presented itself. The five types that have been presented to the market by SFBL that have been the most popular are referred to by their respective names: Radhuni, Ruchi, Chashi, Chopsticks, and Aaram. The Square asserts that there is a significant quantity of evidence that points to Radhuni being the major leader of the organization's leadership. Radhuni attracted the attention of housewives who were living strenuous lifestyles and asked for a place to stay and some time to make meals as soon as it was built. All of these housewives were looking for Radhuni. There was a significant number of these housewives who required support. The flavors of sweet oils, oats, blended flavors, and basic flavors, which are supposed to have an effect that causes the heart to beat faster, are primarily responsible for the enhancement of the components that make up Radhuni. As my topic for this report is "how digital marketing is helping Radhuni more to attract more consumers and create more awareness for their brand" so I will specifically talk about Radhuni and how digital marketing is helping the brand Radhuni to grow and develop .Firstly let's talk about the basic difference between traditional marketing and digital marketing. Traditional marketing relies on offline channels such as TV, radio, print, and direct mail, with an emphasis on one-way and long-distance communication. In contrast, digital marketing uses online channels such as social media, email, search engines, for targeted, interactive and measurable campaigns with real-time analytics. Digital marketing often provides real-time engagement and specific targeting, while traditional marketing can have broad reach but lack the same level of engagement and data-driven insight. Now let's see some of Radhuni's succesful digital marketing campaigns :

1. The Radhuni Father's Day Campaign:

(i)Target Customer: Young people were the primary segment of the target audience since they desired to convey their feelings of appreciation for their fathers.

(ii)Execution : One week before Father's Day, the campaign was launched and began its execution. An announcement was made on the Radhuni Facebook Page about doing something for their father, and it was included in the inbox along with a picture of his father and other recollections from his younger years. The most thoughtful words and most exciting presents will be sent to the addresses of fathers. When they received gifts and notes from their children, all of the fathers experienced a great pdeal of

emotion. The campaign gained a tremendous amount of support on the Facebook page where it was being promoted.

(iii) Positioning: Radhuni held its digital campaign on Father's Day, a special day, because all of its promotional activities were concentrated upon "a small act that deepens bonding." This was done in order to place the campaign in the right context. Through the participation in this program, TG will have the opportunity to deepen their connection with their father and cherish the memories they have of their childhood.

For the purpose of promoting the Radhuni Baba's Day campaign, the only platform that was utilized was Facebook. Throughout the entirety of the campaign, Radhuni continued to employ a variety of words that served to strengthen the unity, as is evident from all that was done about it.



Figure 19 : Radhuni Father's Day Campaign

2. The Radhuni JhotPot Darun Ranna Campaign:

(i) Target Customer: Radhuni used two different themes in their marketing campaigns in order to appeal to both men and women who were part of the targeted market. It is possible to highlight a focus area for women by getting them to concentrate on anything. The time has come for them to acquire the knowledge necessary to gain the affection of their partners. Furthermore, they want Radhuni ReadyMix Masala to cater to their requirements and simplify their life in any way possible.

It stresses its greatest features for making flavors that help people forget about their early years, when they were regularly in awe of their mothers' culinary prowess and were separated from their loved ones because of the Covid-19 pandemic. This is done while promoting it to male members of the community.

(ii) Execution: Radhuni is the founder of OVC and the social media solutions it provides. The photograph included in the post had a total of 31,685 interactions and 110,515 views. The online video channel, on the other hand, generated 1,526,638 reach and 1,433,545 engagements.

(iii) Positioning: In this campaign, Radhuni is positioned as a manufacturer of spices that is user-friendly and appealing to people of all ages and backgrounds. Radhuni is making an effort to keep the relationships she has with this campaign as strong as possible.

In terms of branding, Radhuni ReadyMix left a beautiful impression on TG's mind through the use of this campaign. Through the creation of an outstanding campaign that would encourage new customers to try out the product, OVC Radhuni was able to preserve its established position.



Figure 20: Radhuni Jhotpot Darun Ranna Campaign

3. For the Radhuni Nirapod Masala campaign, the following:

- (i) **Customer Target:** The target market was mostly comprised of Bangladeshis between the ages of 18 and 50, with the majority of the customers being females of both sexes.
- (ii) **Execution:** Radhuni was responsible for the production of online video content, television commercials, advertisements on YouTube, and their social media services. This video on YouTube has received 750 views. On the other hand, the OVC was responsible for receiving 1,934,730 engagements, 5 shares, and 2,233,630 reach.
- (iii) **Positioning:** In this campaign, Radhuni is positioned as a spice brand that is one that is easily appreciated and trusted by everyone. By means of this campaign, Radhuni is making an effort to increase the level of awareness among the TG around open spices.
- In terms of branding, the Radhuni Nirapod Masala campaign was featured in television commercials and across all social media platforms. Nevertheless, throughout the entirety of the campaign, Radhuni continued to emphasize a number of catchphrases that assisted in increasing awareness of spices. This is demonstrated by all that was done.



Figure 21; Nirapad Masala Campaign

3.1.3 Objective of the report : The primary purpose or objective of this report is to build an understanding of the ways in which digital marketing is helping Radhuni in increasing the number of customers they have with them as well as boosting the awareness of their brand. For the purpose of achieving this overarching objective, this study is being carried out. There is a secondary purpose that needs to be accomplished, and that is to find out the effectiveness of the digital marketing campaigns and the evaluation of the degree to which the digital marketing campaigns were successful.

3.1.4 Significance: A larger-scale target audience survey for this event has yet to be completed. Because of the current political environment, where physical activities are difficult due to the continuous hartal and oborodh, the number of online events and conferences has increased. Radhuni and other businesses will benefit from this report in developing their marketing strategy and planning remotely.

3.2 Methodology: The primary goal of this report is to gain an understanding of the sectors of marketing campaigns through digitalization and how it affects consumers' purchasing decisions, as well as how it helps the brand name expand and grow. Within a month, a study was conducted using telephone interviews and observation. The methods used to acquire insights were a few questions asked over the phone, with 70 people participating in the telephone survey. Furthermore, all of the company's employees were quite helpful in gathering information for this study. Using social media to get crucial digital marketing information and campaign was convenient. In addition, data was acquired from the SFBL website, books, and past study.

3.3 Limitations:

Due to the current political circumstances, it was not possible to conduct a large-scale survey because physical interviews were unable to take place due to the ongoing hartal and oborodh. As a result, less than 100 people answered to this survey.

The report has been impeded by a lack of time. Because of the tight schedule, there was insufficient time to hold in-depth conversations and obtain more information before drafting this report.

Because the quantity of information about the organization structure and the product was confidential and sensitive, a data gap may have resulted in a report being left elsewhere.

3.4 Findings and Analysis:

Findings :

The questions which were asked in the telephone survey their aim or goal is to investigate the impact of DMC (Digital Marketing Campaigns) on respondents. This analysis will provide us through clues and insights, enabling us to evaluate the following questions:

1) Who is using Radhuni products?

45 of the 70 people who responded to the survey said they prefer Radhuni when it comes to spices and other similar products. Out of 70 responders, 35% were male and 65% were female. Furthermore, 32% of respondents were between the ages of 31 and 35. So the preference for radhuni products is quite high, with nearly two-thirds indicating a preference for radhuni products when it comes to spices and similar

products This suggests that radhuni products may be especially popular with women, especially those in their thirties is, according to the survey data .

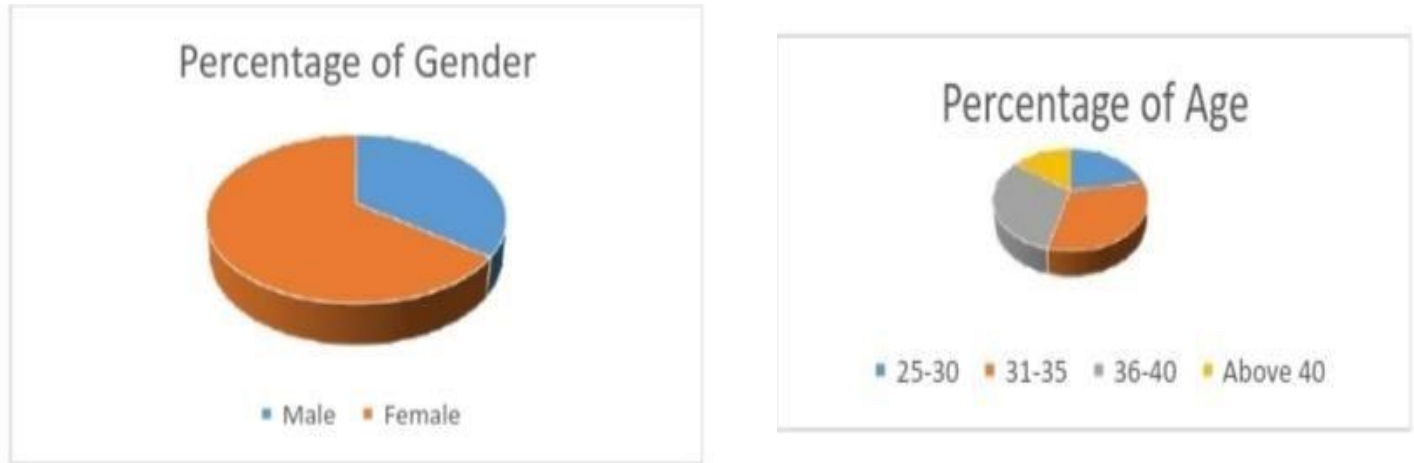


Figure 22 : Profile of respondents

2) Were they become aware about the Radhuni products from the digital marketing campaigns and did the digital marketing campaigns capture their interest in Radhuni products and the purchase of these products?

Among the 70 respondents, 45 respondents only become aware about the Radhuni products because of the digital marketing campaigns. Before that they were not aware about these products. 25 respondents were already aware about these products before the digital marketing campaigns as they have seen these products in their day to day life around them. However, all 70 respondents thought that these marketing activities had successfully awakened their interest in purchasing Radhuni items. So it can be said that majority of the people only became aware of these products due to digital marketing campaigns but it is only after these campaigns that all the people including who were aware of these products before the digital marketing campaigns and who were not aware of these products before the campaigns became interested in buying these products.

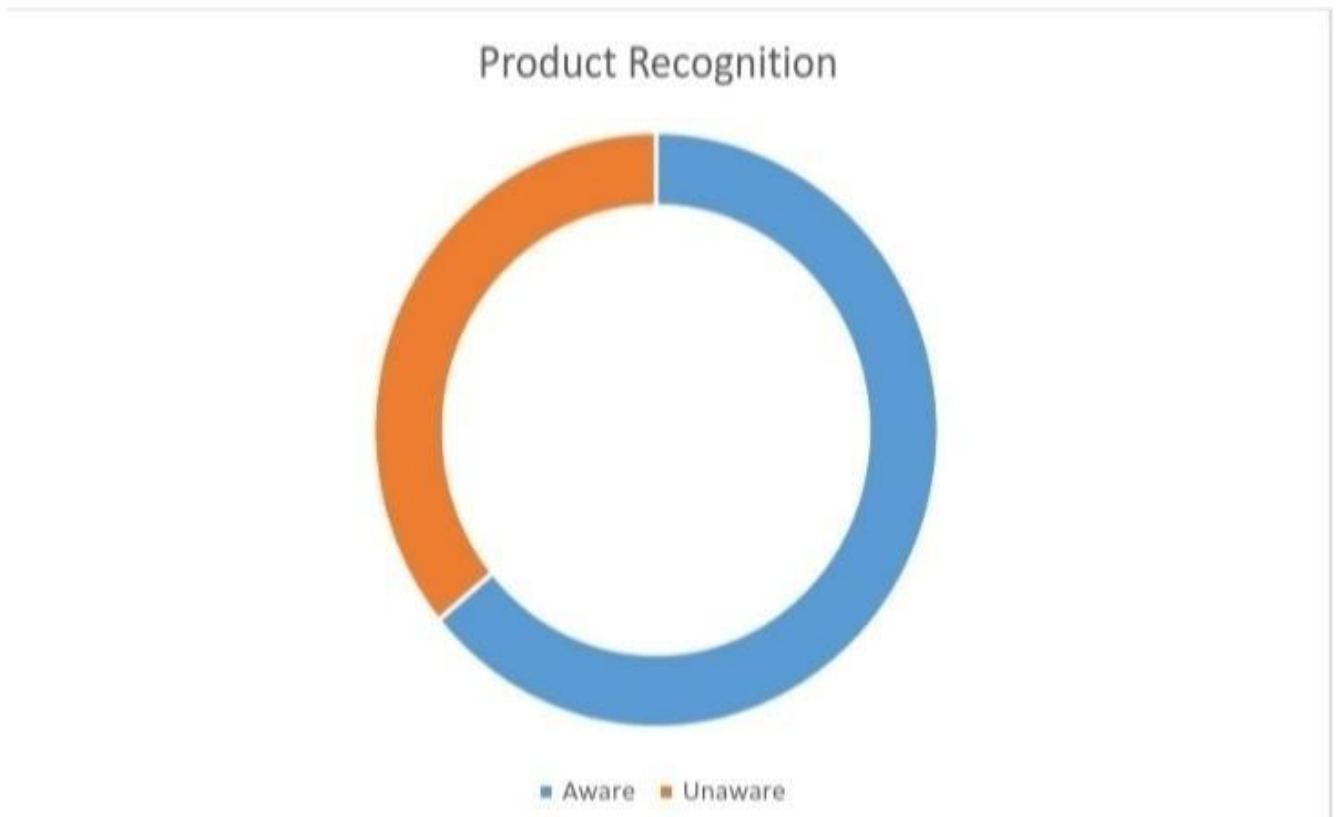


Figure 23: Product recognition of Radhuni

3) Does the DMC's message consistency and clarity make the name of Radhuni items easy to recall and generate a positive image?

Among the 70 respondents, 10% disputed that a promotional campaign could represent their products, while 18% were absolutely neutral and indicated that it made little difference to them. The remainder The survey's 72% of respondents agreed that it did have an impact. So it is pretty clear from this that digital marketing has really helped Radhuni to build a solid and positive brand image in the mind of most of the consumers.

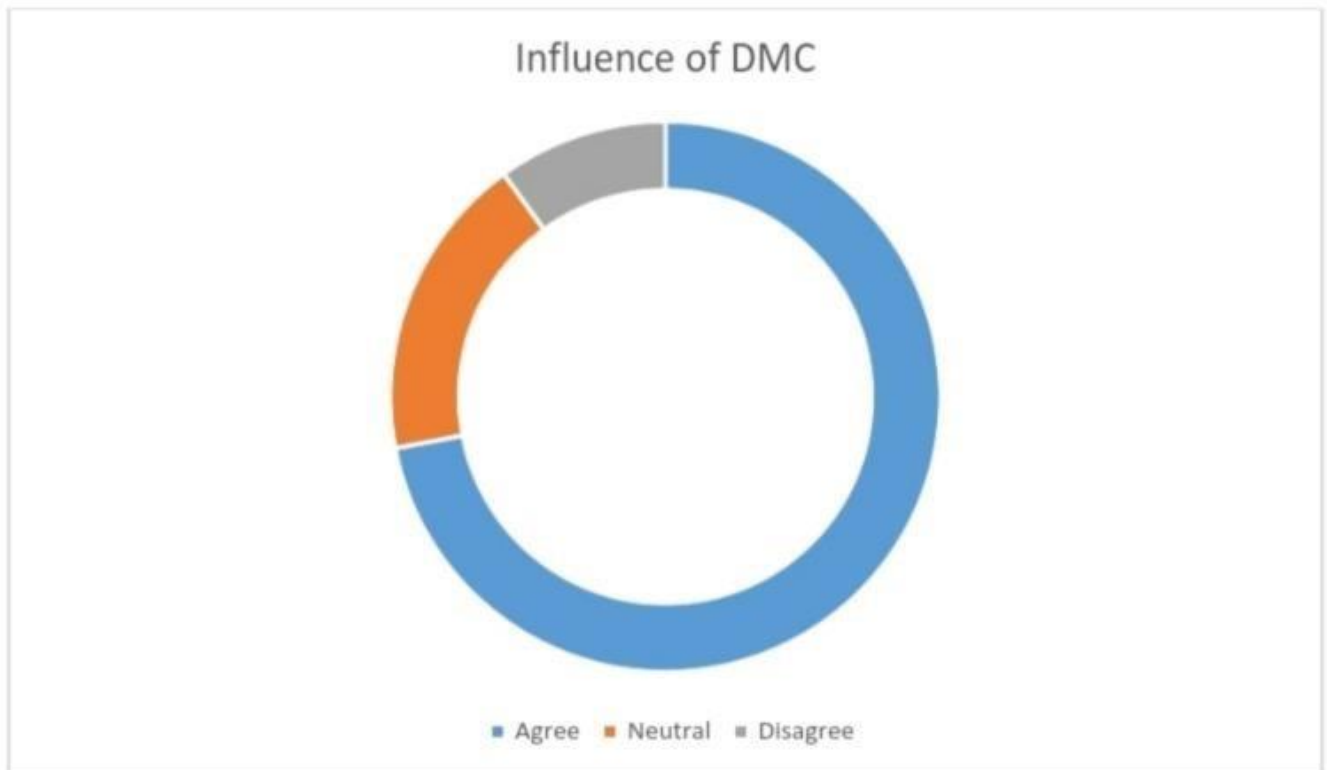


Figure 24 : Impact of DMC on the respondents

4)Are you pleased with the products after buying and willing to use them on a regular basis?

The goal of this inquiry was to find out if the respondents had any complaints about the products. As a result, the Radhuni team will be able to develop their products based on the needs of its customers. 75% of respondents are satisfied with the items because of their great quality, whereas 25% are unwilling to use Radhuni products. So the analysis from this is most of the consumers are happy with the service and quality of Radhuni products. But there are also some few people who are not happy with it. Radhuni should understand from this is that there is still scope for improvement and betterment.

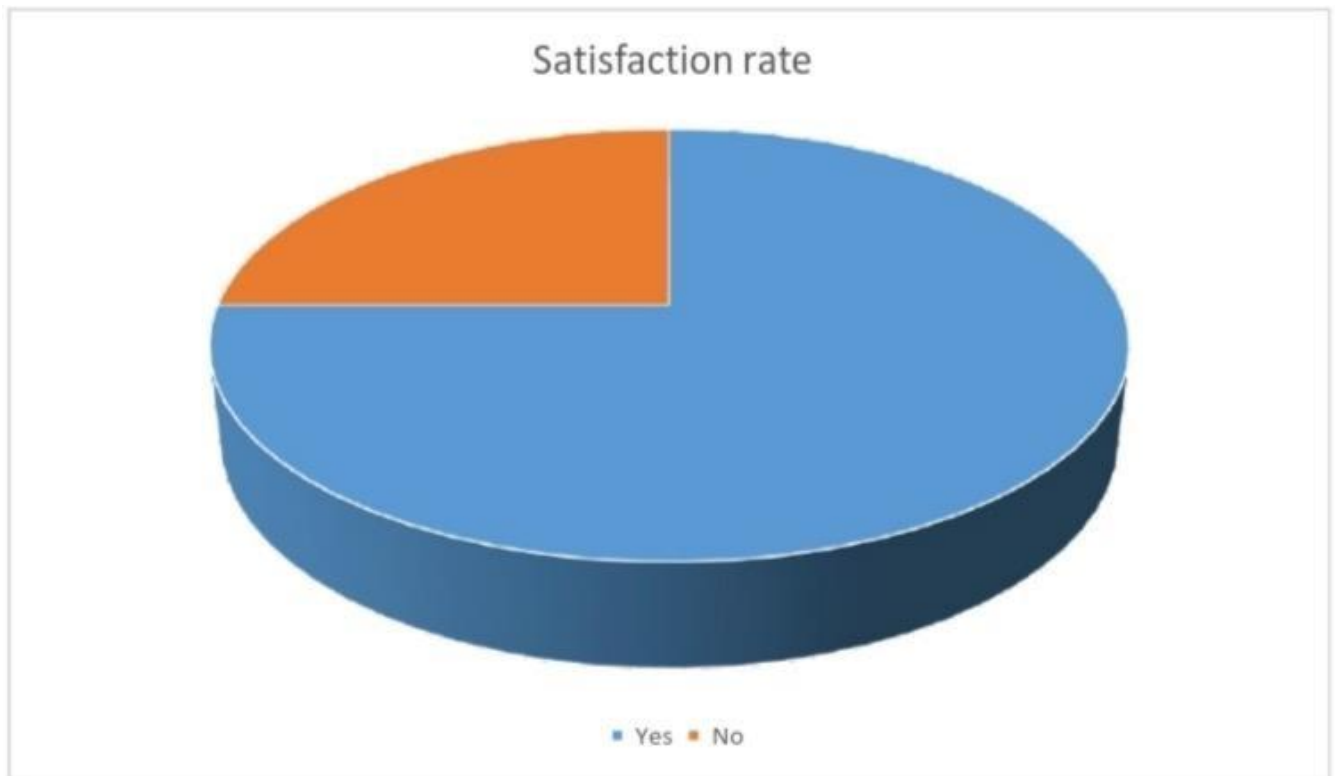


Figure 25: Satisfaction rate of the respondents

Data Analysis:

The findings reveal the tremendous impact of digital marketing campaigns on Radhuni's brand awareness, consumer preferences and overall market presence. Let's dig into detailed data analysis to understand how digital marketing contributes to achieving the goals outlined in the report.

Primary Source Analysis:

1. Consumer Preferences:

According to the survey, 65% of respondents, notably women in their thirties, prefer Radhuni products for spices and other comparable items. This indicates that Radhuni has a high market preference.

2. Demographic Insights:

35% of the responders were men and 65% were women, according to the demographic data. This information is essential for improving digital marketing tactics in the future and highlighting how important it is to target particular demographic groups with campaigns.

3. Awareness and Interest Generation:

Secondly the survey indicates that the bulk of the respondents, which accounts for 64.3% of the total, were only aware of Radhuni items through digital marketing initiatives. This underlines the significant importance that digital channels play in the introduction and promotion of products, particularly when taking into consideration the fact that all of the respondents in the survey exhibited interest in purchasing Radhuni items when they were exposed to these commercials, regardless of whether or not they had previously been known these products.

4. Brand Image Impact:

According to the findings, 72% of respondents said that their opinion of Radhuni products was positively influenced by the DMC messaging' consistency and clarity. This suggests that the consumer perception of the brand has been greatly enhanced by the digital marketing initiatives.

5. Product Satisfaction:

Furthermore, the survey on post-purchase customer satisfaction reveals that seventy-five percent of the respondents are content with the quantity and quality of the products offered by Radhuni. On the other hand, twenty-five percent of respondents indicated contentment while pointing out areas for enhancement. The importance of continuously developing based on feedback from customers is reflected in the fact that this feedback is extremely beneficial for Radhuni's efforts to improve its goods and address the concerns of a sector of the market that is dissatisfied.

Effectiveness of Digital Marketing:

1. Building Brand Image:

- The data strongly suggests that digital marketing was critical in developing a positive and powerful brand image for Radhuni.
- The consistency of message and its influence on 72% of respondents demonstrates DMCs' success in shaping brand perception.

2. Customer Engagement:

- Radhuni uses digital marketing as a dynamic tool to develop a seamless engagement with its target audience. Radhuni's visibility in a competitive market is greatly enhanced by the engagement generated through digital platforms.

3. Storytelling and Values Articulation:

- The report highlights how digital marketing allows Radhuni to clearly explain its core beliefs and unique selling propositions.

- This part of storytelling contributes to the development of an engaging and evolving brand story that resonates with consumers.

4. Adaptability to Customer Behavior:

The capacity of digital marketing to adjust to shifting consumer behavior is cited as a major contributor to Radhuni's ongoing relevance. Radhuni can adjust to changing market conditions and client preferences thanks to this flexibility.

Fulfillment of Report Objectives:

The data and analysis offered in this report provide an in-depth understanding of how digital marketing played a critical part in attaining the study's primary and secondary objectives.

Primary Goal: Expanding Customer Base and Raising Brand Awareness

According to the findings, Radhuni goods are popular among respondents, particularly among women in their thirties. This observation implies that digital marketing strategies efficiently target and resonate with this population. The fact that approximately two-thirds of respondents choose Radhuni products demonstrates the success of these advertisements in creating a favorable image among the target demographic.

Furthermore, a sizable proportion of respondents (45 out of 70) learned about Radhuni products purely through digital marketing activities. This implies that the efforts are effective in raising brand awareness. According to the study, digital marketing activities not only raised awareness but also sparked interest in acquiring Radhuni products. Thus, the key goal of raising brand recognition and acquiring new clients is clearly backed by data.

Secondary Goal: Determine the Effectiveness of Digital Marketing Campaigns

The study looks into the consistency and clarity of the digital marketing message, demonstrating that the majority of respondents (72%) felt that the campaigns had a favorable impact on their perception of

Radhuni products. This suggests that the messaging in the campaigns is clear and consistent, which contributes to a positive brand image.

Furthermore, the investigation into client happiness and willingness to use Radhuni products provides useful data for the secondary goal. Seventy-five percent of respondents are pleased with Radhuni products, noting great quality. While 25% are unwilling to use the items, Radhuni has an opportunity to resolve concerns and improve product offers. As a result, the secondary goal of assessing the performance of digital marketing initiatives correlates with the positive influence on brand image and customer satisfaction among the majority of customers.

Extensive Examination of Objective Achievement

The detailed research shows that digital marketing considerably contributes to the achievement of both primary and secondary goals. The ads reach and resonate with the target demographic, resulting in improved brand preference and awareness. The statistics on awareness, interest, and eventual purchase highlights the success of digital marketing in driving consumer behavior.

The majority of respondents agreed that consistent and clear messaging in digital ads results in a positive brand image. Furthermore, consumer satisfaction rates provide a more comprehensive picture of Radhuni's digital marketing initiatives' performance. While the majority of customers are satisfied, the study identifies areas for development, highlighting a commitment to continual improvement.

Finally, a thorough evaluation of the findings and analysis confirms that the major goal of boosting customer base and brand recognition, as well as the secondary goal of evaluating digital marketing efficacy, have been met. Radhuni's smart use of digital marketing emerges as a dynamic and influential tool in developing the brand's trajectory, assuring relevance in a competitive market, and cultivating a strong relationship with its audience. The report not only provides insights but also lays the groundwork for future improvements, in line with the company's aims for long-term growth and success.

3.5 Recommendation:

Recommendations for Radhuni

- 1. Targeted population Focus:** Given the high preference among women in their thirties for digital marketing efforts, continue to target this population. To enhance brand loyalty, consider personalizing material to resonate even more with this demographic.
- 2. Improve Messaging Consistency:** Maintain messaging clarity and consistency in digital marketing initiatives, as this has a big impact on favorable brand perception. Review and update message tactics on a regular basis to keep up with changing market trends and consumer preferences.
- 3. Integration of Feedback:** Use consumer feedback, particularly from the 25% of unsatisfied respondents, to improve products and address concerns. Engage actively with customer reviews and comments on digital media to demonstrate responsiveness and a commitment to continuous development.
- 4. Innovative Storytelling:** Continue to use digital channels to express Radhuni's fundamental principles and differentiating selling points through innovative storytelling. To retain consumer engagement and relevance in a competitive market, keep developing the brand story.
- 5. Customer Education Initiatives:** Consider launching digital campaigns to educate consumers about the high quality and distinctiveness of Radhuni products. Emphasizing the company's dedication to quality can help boost customer satisfaction and loyalty.
- 6. Adaptability Techniques:** Keep an eye out for changes in customer behavior and market conditions. Use the adaptability of digital marketing to adjust plans as needed. This could include making real-time changes to campaigns or introducing new features to line with evolving trends.
- 7. Platform Integration:** Investigate cross-platform integration potential in digital marketing. Ensure a consistent online experience for customers, reinforcing brand recognition and engagement.
- 8. Data-Informed Decision Making:** Continue analyzing data to inform marketing strategy. Assess the performance of digital campaigns on a regular basis and alter approaches based on customer behavior and market developments.
- 9. Long-Term Planning:** Plan for the long term to build on the success of existing digital marketing campaigns. Create a blueprint for long-term growth that incorporates developing digital trends and technology to keep Radhuni competitive.

Radhuni may capitalize on the success of its digital marketing activities, expand its brand presence, and develop long-term connections with its target audience by implementing these ideas.

3.6 Conclusion :

During my internship I gained valuable insight into various aspects of advertising, including DMC, product development, content screening and censorship. The comfortable work environment allowed me to participate freely in the discussion of organizational issues, fostering a culture of open communication. The office space itself felt welcoming, providing a comfortable environment that facilitated productive learning. The opportunity to think creatively and present compelling pitches has not only honed my skills as a creative thinker but has also enhanced my ability to articulate theoretical concepts. This internship has served as an exceptional foundation for my future professional endeavors, providing me with practical knowledge and skills that will undoubtedly contribute to my success in the job field.

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Appendix

Section 1: Demographic

1. What is your age?

- a) Under 18
- b) 18-24
- c) 25-34
- d) 35-44
- e) 45-54
- f) 55-64
- g) 65 and over

2. What is your gender?

- a) Male

- b) Female
- c) Non-binary
- d) Prefer not to say
- e) Other

3. How familiar are you with Radhuni products ?

- a) Very familiar
- b) Somewhat familiar
- c) Neutral
- d) Not very familiar
- e) Not familiar at all

Section 2: Digital Advertising Engagement

4. How often do you come across Radhuni products digital advertisements on Facebook? a)

Very often

- b) Often
- c) Sometimes
- d) Rarely

e) Never

5. How would you rate the quality of Radhuni products digital advertisements on Facebook?

a) Excellent

b) Good

c) Neutral

d) Poor

e) Very poor

6. To what extent do Radhuni products digital advertisements on Facebook capture your attention?

a) Strongly capture my attention

b) Somewhat capture my attention

- c) Neither capture nor lose my attention
- d) Somewhat lose my attention
- e) Strongly lose my attention

7. How relevant do you find Radhuni products digital advertisements on Facebook to your interests or needs?

- a) Highly relevant
- b) Moderately relevant
- c) Neutral
- d) Slightly relevant
- e) Not relevant at all

Section 3: Impact on Customer Engagement 8. Have you ever taken any of the following actions after seeing Radhuni products digital advertisements on Facebook? (Select all that apply)

8. Clicked on the ad to learn more
- a) Visited Mediacom Ltd's website

- b) Made a purchase
- c) Shared the ad with others
- d) Interacted with the ad's comments or reactions
- e) None of the above

9. How likely are you to engage with Radhuni products (e.g., visit their website, make a purchase) after seeing their digital advertisements on Facebook?

- a) Very likely
- b) Likely
- c) Neutral
- d) Unlikely
- e) Very unlikely

The End