

A Report on the Effectiveness of the  
“4 Crore Users Celebration Thematic Campaign TVC”  
of Banglalink

by

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ID: 19104023

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

BRAC Business School

Brac University

May, 2023

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## **Declaration**

It is hereby declared that

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

**Student's Full Name & Signature:**

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**Abtahi Mahbub Sabid**

Student ID: 19104023

**Supervisor's Full Name & Signature:**

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**Ms. Tania Akter**

Senior Lecturer, BRAC Business School

BRAC University

## **Letter of Transmittal**

Ms. Tania Akter

Senior Lecturer,

BRAC Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Ma'am,

It is my pleasure to submit my internship report as required by the BBA program at BRAC University. I focused on measuring the effectiveness of the Recent campaign which is a 4 Crore celebration Campaign of Banglalink.

I have worked in the Brands and Communication department of Banglalink and had the chance to work in the recent TVC campaign. It tried to gather as much as information possible to measure the effectiveness of the TVC and tried to compare it other two TVCs.

I hope that the report will meet your approval and look forward to your valuable feedback.

Sincerely yours,

Abtahi Mahbub Sabid

Student ID: 19104023

BRAC Business School

## **Non-Disclosure Agreement**

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

This agreement is made and entered into by and between Banglalink Digital Communications Limited and the undersigned student at BRAC University

Abtahi Mahbub Sabid.....

## **Acknowledgement**

First of all, we are very much grateful to Almighty as we have become successful to complete our term paper.

Moreover, the report was supported by Ms. Tania Akter ma'am and I thank her for providing insight and expertise that greatly assisted the report. Her comments have greatly improved the manuscript and I would also like to show our gratitude for sharing the insights of the report. Her guidance and feedback made things a lot easier. Whenever, I had any question regarding any problem, she answered all our questions and kept us on track. She gives suggestions that were crucial in making the assignment as flawless as possible. We also want to thank the senior brand manager (Marketing) of Banglalink Tauhid Ali Irteza for giving me time and helping us by sharing the details.

Lastly, we want to show respect to our respondents who helped me to get the responses and without their spontaneous response, my project would not be done successfully.

## **Executive Summary**

This report is about the measuring the effectiveness of the recent released TVC of Banglalink which is a 4 Crore user celebration thematic campaign. As one of the biggest players of the telecommunication industry Banglalink does not lag behind when it comes to making a remarkable TVC. In Q1 of 2023, Banglalink reached a milestone of 4 Crore Subscribers and so they linked the celebration to the message of the new TVC and gave it a celebration vibe to connect more emotionally. As an intern of Brands and Communication of Banglalink I got the chance to work directly in the TVC as well as in the post campaign. So, I took advantage of the opportunity and decided to measure the effectiveness of this TVC. On the other hand, to measure its effectiveness I have considered previous two TVCs. One is Q4 2022, 4G Campaign and another one is Fifa Campaign. Among these three some KPIs is being measured, and through the analysis of the result the effectiveness will be measured of the recent TVC.

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## **Keyword**

KV- Key Visuals

AV – Audio Visuals

VTR – View Through Rate

CR – Crore

TVC – Television Commercial

OVC – Online Commercial

## **Chapter 1: Overview of Internship**

### **1.1 Student Information:**

- Name: Abtahi Mahbub Sabid
- ID: 19194023
- Program: Bachelor of Business Administration
- Major: Marketing

### **1.2 Internship Information**

#### **1.2.1 Period, Company and Department**

- Period: 3 months
- Company Name: Banglalink Digital Communications Limited
- Department: Brands and Communications
- Address: Tigers' Den, House 4 (SW), Bir Uttam Mir Shawkat Sharak Gulshan 1, Dhaka 1212, Bangladesh

#### **1.2.2 Internship Company Supervisor's Information**

- Name: Tauhid Ali Irteza
- Designation: Brand Marketing Senior Manager, Brands and Communications

#### **1.2.3 Job Scope**

As an intern in the Brands and Communication department at Banglalink, I have the unique opportunity to work with a dynamic team of professionals. My role involves assisting my managers in their daily tasks, participating in meetings and providing opinions on different ongoing and upcoming projects/campaigns. With every task, I am able to contribute my creativity and strategic thinking to help achieve our goals.

Designing internal and external key visuals was one of the interesting parts of my internship tenure. This gave me the opportunity to show my creative abilities and learn more about designing's.

Whether it's brainstorming new ideas or perfecting the details, I am always eager to dive into this aspect of the job.

Moreover, I got the chance to interact with the external agencies as a representative of Banglalink. This exposed me to the sense of responsibility and chance to enhance my communication skills.

Overall, my experience working as an intern has been useful to my learning process since it has given me the opportunity to acquire knowledge and abilities that will help me in my future professional aspirations.

### **1.3 Internship Outcome:**

#### **1.3.1 Student's Contribution to the Company:**

As an intern in Brands and Communications department my target was to learn as much as I can about how a brand works and being managed. Also, I tried to contribute as much as I can from my part. I contributed mostly in different campaigns and in some real time marketing. My supervisors have benefited much from my active involvement in meetings and sharing of thoughts on forthcoming or existing campaigns. My contribution in different campaigns is given below

**4 Crore Celebration TVC:** The 4 Crore TVC campaign was one of my first work as an Intern of Banglalink. In this project, I tried to provide my ideas how to raise hype about the campaigns through reels and stories in different social media platforms. I also explored how the Behind the Scenes of this TVC will go and shared with my managers.

**Internal Designs:** My previous experience of graphics designing helped my designing the internal and some external communications. Most of the internal communication was a part of employer branding. So, I also took part and contributed to inter departmental works.

**Ramadan Campaign:** During this Ramadan Banglalink provided some discounts through Banglalink Orange Club. I was the contact person from Banglalink's end to interact with agencies and bring all the visuals and writeups for approval.

In conclusion, I think that my work as an intern for Banglalink's Brands and Communications has helped the business as a whole function better. Without a question, the knowledge and expertise I've picked up throughout my time here will be useful in my future professional aspirations.

### **1.3.2 Benefits to the students:**

Different departments of Banglalink provides different benefits to its employees and interns. Throughout my journey as an intern, I felt more like a regular employee here. The work environment will enable one to get connected with other colleagues and work more efficiently. Supervisors/Managers will give you hands on experience on the works of respective departments. For example, I visited some places outside Dhaka due to the TVC Shooting. This opportunity helped me explore how a TVC is being made. By making the right use of time and effort one can easily explore the insights of telecommunication industry and learn from it in Banglalink.

### **1.3.3 Problems/Difficulties**

I have not faced any difficulties during my tenure. But the payment of internship remuneration was delayed a lot. It did not create any problem for me but for some it was a problem. This was the only bad experience I had in Banglalink.

### **1.3.4 Recommendations**

The internship was a great experience for me. Banglalink exposed me to the real life of Marketing and Branding. Yet there are some certain recommendations which are given below

- The remuneration should be mentioned earlier and paid timely
- Interns should get TA/DA when they are travelling for office purpose.
- Interns should have the chance to work in cross functional teams.

## Chapter 2: Organization Part

### 2.1 Telecommunication Industry in Bangladesh

In Bangladesh, the telecommunication industry has seen a rapid growth in recent years. Most of the mobile users in Bangladesh are now exposed to the 4G internet and this helped the industry to move ahead in the recent times. By enabling the access to internet, information and communication services, telecommunication industry of Bangladesh is now playing a vital role in the economic development of Bangladesh. (Bangladesh Telecommunication Regulatory Commission, 2023). Till January 2023, 180.5 million mobile users are found in Bangladesh, penetrating over 103%. The main four players of this sector are Grameenphone, Banglalink Digital Communications Limited, Robi Axiata Limited and Teletalk (Sultana, 2021).

A joint venture between Telenor Group and Grameen Telecom Limited forms Grameenphone which is currently the market leader with a market share of 46% in the telecommunication industry of Bangladesh (Grameenphone, 2023). Robi Axiata Limited holds the second position which is a joint venture of Malaysia based telecom Axiata Group (Robi Axiata Limited, 2023). Robi is currently holding about 26% of the Market Share. Banglalink is currently owned by Veon (A telecom brand of Netherlands). Banglalink's current market share is about 22% (Banglalink Digital Communications Limited, 2023). Lastly, Teletalk holds a market share about 5% in the telecommunications market of Bangladesh.

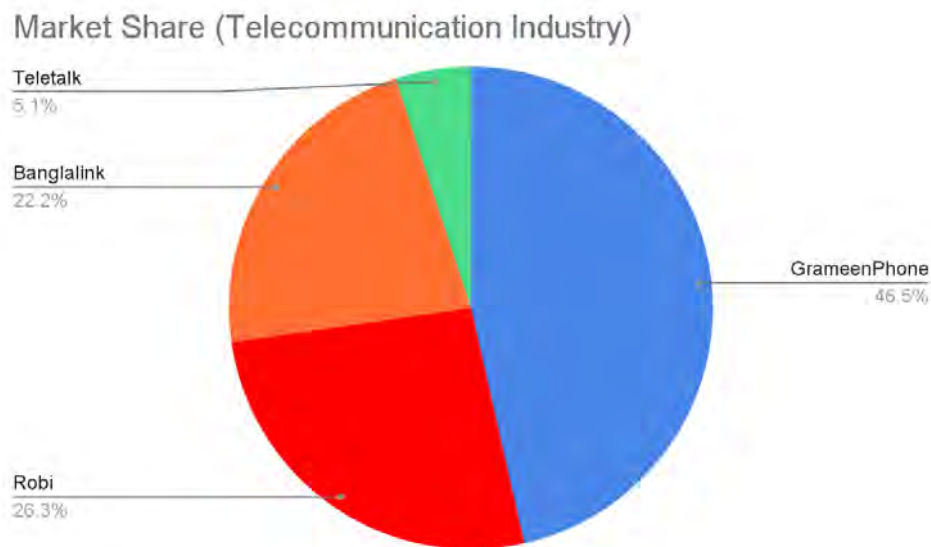


Figure 1: Market Share of the Telecommunication Industry in Bangladesh. (Source: BTRC, 2023)

In recent times, the industry was exposed to the 4G internet services. Most of the mobile service providers are providing 4G internet services. This enables the mass population to avail the other services related to internet such as online shopping, rides sharing and mobile financial services, mobile banking's etc.

To ensure the growth of this sector, government has taken some initiatives and one of them are the development of the National Telecommunication Policy 2018. This aims to provide a level playing ground for all the players of this sector to grow among this industry, promote the innovations and investments and the improvement of the regulatory environment. (Bangladesh Telecommunication Regulatory Commission, 2023).

In conclusion, the telecommunication industry is undergoing a remarkable growth in recent times. The increase of the mobile phone users in Bangladesh as well as the enablement of the 4G Internet Services helped the industry to grow more. The initiatives taken by the government shows that the future of this sector is in good hands.

## **2.2 Overview of the Company**

### **2.2.1 About Banglalink**



Banglalink was launched on 25th February 2005. As of now, Banglalink has over 40 million users all around the country. Banglalink started their journey with a view to make the mobile phone services affordable for all. Banglalink got their initial success having the mission of “Bringing mobile telephony to the masses”.

The core values of Banglalink Digital Communications Limited are Customer-Obsessed, Entrepreneurial, Innovative, Collaborative and Truthful. With the goal to being one of the core players making digital Bangladesh, Banglalink is working really hard to enable its consumer to

the digital world. Rather than just being a traditional telco brand, Banglalink is moving ahead to be one of the best digital and tech brands of the country.

Banglalink is mainly focusing on the Customer Experience and so they are currently enhancing and digitalizing the way consumers interact, engage, communicate and operate. Banglalink is now aiming to bring its consumers in to a digital ecosystem to meet the demand of each and every consumer.

Innovative products and services targeting different market segments, dedicated customer care and development of the network system made the growth of Banglalink faster than ever.

Banglalink gives equal opportunity to its employee. If any noncompliance incident happens, Banglalink has zero tolerance about it. Banglalink has achieved the certificate of Green Office by World Wide Fund for Nature (WWF) for the first time in Bangladesh. A relentless work has been going on all over Banglalink's workplace to bring all its consumer in the digital umbrella to have a greater digital Bangladesh.

### **2.2.2 About VEON**

VEON, who started as startup is now current one of the largest telecommunication companies in the world serving about 235 million customers around the world.

VEON is all about customer centric innovations. They believe that its consumers are the one making them able to reach the higher stages of the world and that is why they innovate for its customers.

Through our global hubs, we seize ideas and innovations and direct them to where their potential is greatest, growing to be more than the sum of our parts and a global company serving a world that is more interconnected than ever.

Our history as a technological innovator serves as an inspiration for our culture, which is driven by a persistent desire to please our clients.

#### **Mission**

- Ensure the top position the telecommunications market of Bangladesh having the ROE and Customer Loyalty
- With every encounter with the consumer, ensure a smooth and easy service from Banglalink's end.





- Lastly, Stakeholder's value should be raised and ensured

### Core Value of Banglalink



**Customer Based:** Banglalink is all about their customers. They are ready to take difficult decisions if it's about their customers betterment.

**Collaborative:** Banglalink works as a team. Banglalink believes everyone has their own time and own work but most important is to work closely as a team to serve its consumers.

**Innovative:** Banglalink is always looking for new digital ideas and always ready to launch a new digital service or product in the market.

**Entrepreneurial:** Banglalink is passionate about the individuals having passion for new innovation and encourage them to innovate more.

**Truthful:** Banglalink believes in truthfulness and honestly in work and in personal life of an individual.

## 2.3 Management Practices

### Management Team of Banglalink Digital Communications Limited

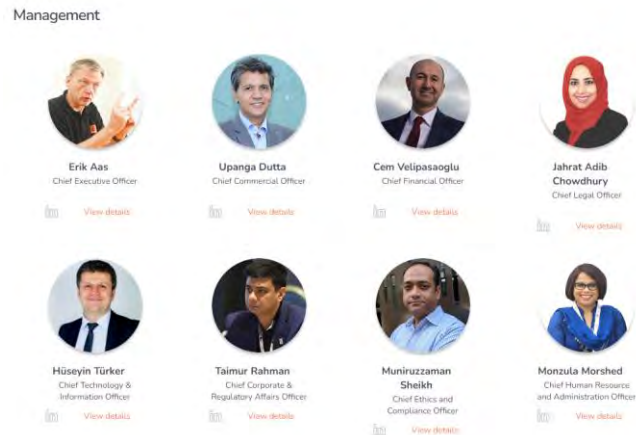


Figure 2: Management Committee of Banglalink Digital Communications Limited (*Source: Banglalink, 2023*)

Banglalink follows a democratic leadership style all over its organization. Every member from intern, executive to management committee members has the right to make decision, disagree to a fact and provide feedbacks. Every feedback, decision is important for the betterment of Banglalink.

Banglalink has some pre planned HR process which they follow throughout the year. The recruitment process of Banglalink follows some certain steps. No matter the position is there is a certain gamified round in the recruitment process of Banglalink. There is certain flagship program of Banglalink which goes throughout the year. Two of them are the Internship program of Banglalink named “Advanced Internship Program” and Management Trainee Program which is called “Strategic Assistant Program”.

On the other hand, Banglalink has training room in their HQ called “Banglalink University” where they give training to its employees on various matters throughout the year.

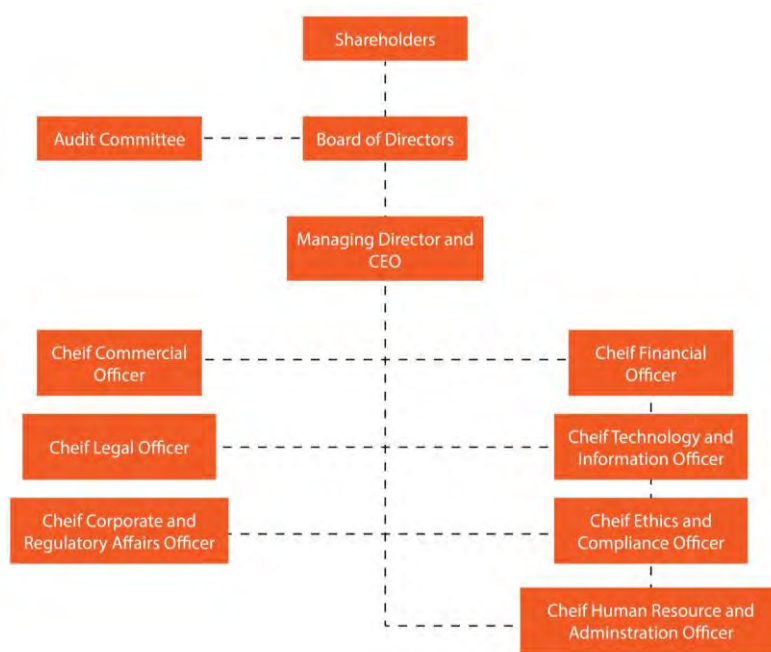


Figure 3: Organogram of Banglalink Digital Communications Limited (Source: Banglalink, 2023)

## 2.4 Marketing Practices

As one of the leading telecommunication organizations of Bangladesh Banglalink’s marketing strategies differ from other organizations in the Market. Banglalink is more into colorful and innovative marketing ideas. Most of their promotional activities resembles fun, emotional connect and a CTA.

**Marketing Strategy:** Banglalink’s marketing strategies varies from quarter to quarter or year to year. For this quarter (Q1 2023), Banglalink’s message is to ‘**Stay Ahead**’. All the recent communications both printed and digital has the tone of this message. Also, recently Banglalink is trying to grab the market of the young mobile phone users and trying to move ahead with their strategy.

**STP:** Banglalink focuses more on the people living outside Dhaka side as well as they also put their attention the people around Dhaka city. All over their segmentation consists a mass population. But as of now, the innovative mindset of Banglalink has pushed themselves to focus

on the younger generation more and make the promotional activities related to it. Banglalink want to position themselves as a value for money brand to differentiate from its consumers.

**Marketing Channels:** Banglalink runs their promotional activities in most of the marketing channels available in Bangladesh. From traditional channels such as TV, print media, banners, poster etc. to digital or modern media such as social media, different websites, YouTube etc. Use of both the channels enables Banglalink to reach most of its target audience.

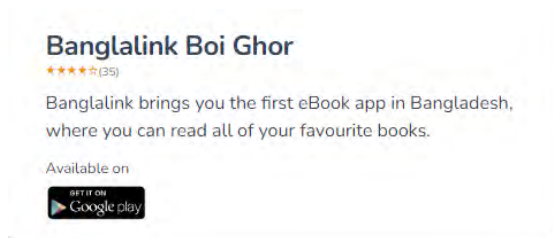
### **Product / New Product:**

Banglalink is always enthusiast about new innovation. As of now Banglalink have their regular voice and data packages starting from 9 Taka to 800 Taka. Banglalink has different packs for their prepaid and postpaid customers. Banglalink also has Bundle offers consisting data and voice packs together. Banglalink also has different apps for their different services. They also come up with new apps and services.

### **Apps:**

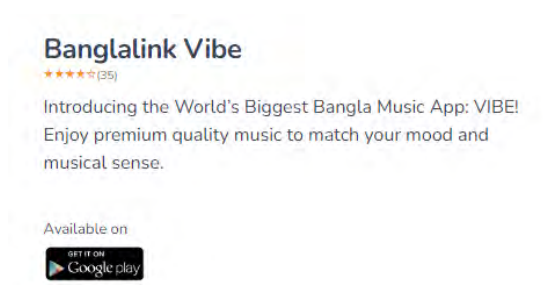
Banglalink has some fun and entertainment related apps. Those are given below

#### ***Banglalink boighor***



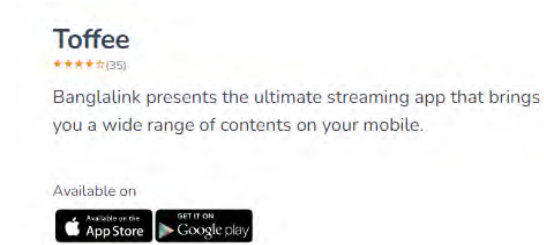
*(Source: Banglalink, 2023)*

#### ***Banglalink Vibe***



*(Source: Banglalink, 2023)*

## *Toffee*



**Toffee**  
★★★★☆ (35)

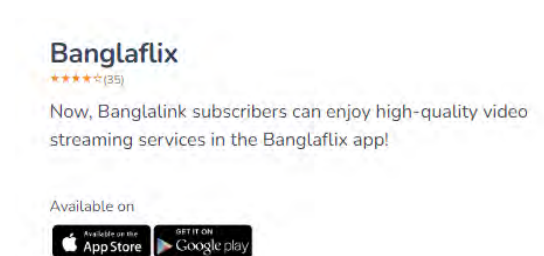
Banglalink presents the ultimate streaming app that brings you a wide range of contents on your mobile.

Available on

Available on the App Store GET IT ON Google play

*(Source: Banglalink, 2023)*

## *Banglafx*



**Banglafx**  
★★★★☆ (35)

Now, Banglalink subscribers can enjoy high-quality video streaming services in the Banglafx app!

Available on

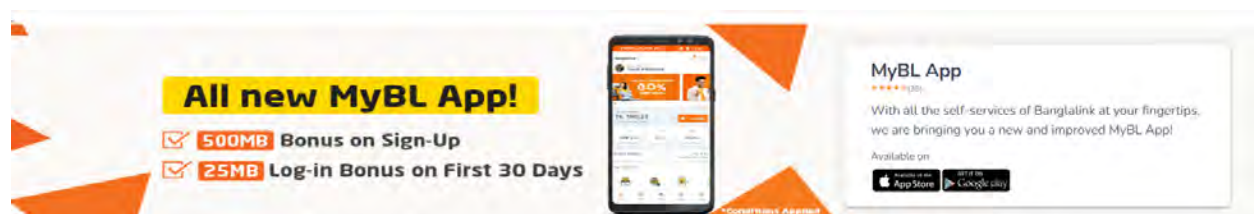
Available on the App Store GET IT ON Google play

*(Source: Banglalink, 2023)*

There are also some other apps which are not currently being in use because Banglalink is currently in work to bring everything in one Umbrella Through MYBL App.

## **MYBL App**

Initially Banglalink started **MYBL app** for BL users to check their balance, recharge, buy data and voice packs etc. But now Banglalink is trying to be innovative with the MYBL App to make it a super app having everything a mobile user needs in one place. One will have the previous services in MYBL App, with that they will go to have services like listening to music, watching movies, watch live games, playing games, reading books and so on. Basically, everything Banglalink innovated before is going to be available in one place which is **MYBL App**. Also, Banglalink will make the **MYBL App** available also for the Non-BL Users



**All new MyBL App!**

✓ **500MB Bonus on Sign-Up**

✓ **25MB Log-in Bonus on First 30 Days**

**MyBL App**  
★★★★☆ (35)

With all the self-services of Banglalink at your fingertips, we are bringing you a new and improved MyBL App!

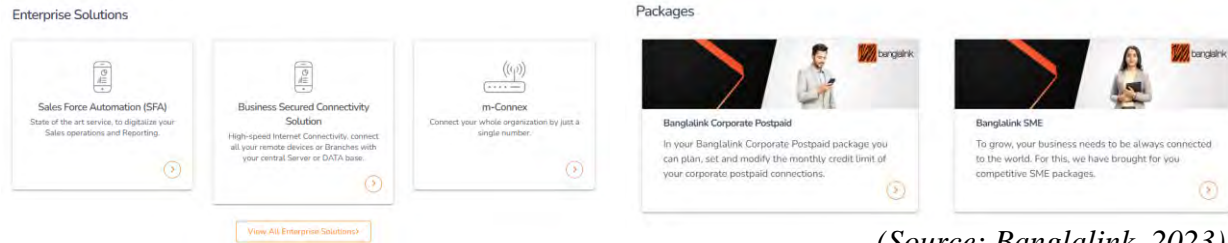
Available on

Available on the App Store GET IT ON Google play

\*Continuous Appnet

## Banglalink for businesses

Banglalink has different services for different business and different SMEs.



(Source: Banglalink, 2023)

**Branding and Advertising:** Banglalink is tend to brand as a value for money brand. Banglalink was known for their Advertisement back when they started their journey. Their “**Din Bodoler Chesta**” and “**Desh Desh Desh! Banglalink Desh!**” campaign was one of their famous campaigns. Now, Banglalink is trying to bring these advertisements into a new look. Recent 4 Crore Celebration campaign also has a touch of Din Bodoler Chesta.

Except that Banglalink arranges or sponsors certain Music and Sports event throughout the year. Some of the recent events are Banglalink Rock Fest, Banglalink Football Carnival, Fuad Live, Banglalink Youth Fest etc.

## Orange Club

Banglalink's loyalty program is called Orange Club. Banglalink provides premium offers to its member of Orange Club. Some of the offers are given below

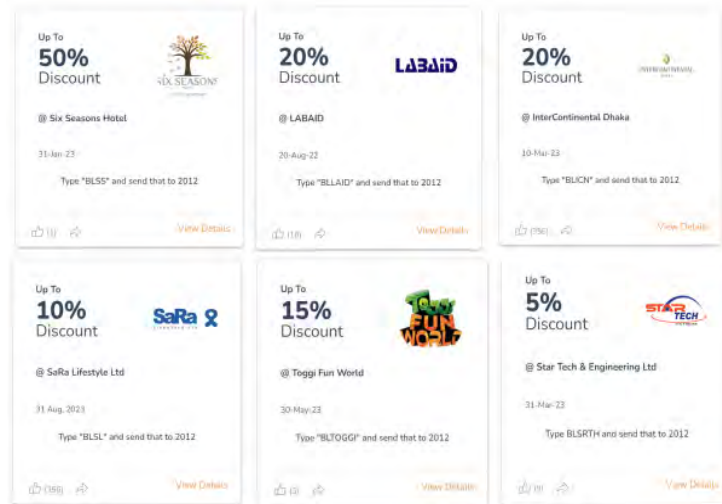


Figure 4: Orange Club Offers. (Source: Banglalink, 2023)

## 2.5 Industry and Competitive Analysis

To analyze the industry and competitive situation of Banglalink porter five forces and SWOT analysis is given below

### Porter Five Forces

- **Threat of new entrants:** Telecommunication industry of Bangladesh has so many rules and regulations. The government has putted certain barriers for new entrants. So the threat of new entrants are lower.
- **Bargaining Power of Supplier:** Banglalink relies on different suppliers who provides different services, equipment's, products to Banglalink. Due to the deals and infrastructure, banglalink has some certain power over their suppliers.
- **Bargaining Power of Customers:** In Bangladesh, telecommunication services availing customers has a lot of choices. If they do not like any service of Banglalink, they can easily switch to any other telco brand. And so, the bargaining power of customers are high in this sector.

- **Threat of Substitutes:** There are a lot big player in telecommunication industry in Bangladesh. So, Banglalink's customers has substitute for the services they avail form Banglalink. So, the threat of substitute is higher in this sector.
- **Competitive Rivalry:** There are about five brands fight over the market share of telecommunication industry of Banglalink. If one does anything wrong another takes the advantage of it. Grameenphone has the highest market share among its rivals but Banglalink and Robi is having a head-to-head fight in the market.

## SWOT Analysis

### Strengths

- New innovations and use of technology in recent times
- Strong Brand presence and recognition.
- Coving all over Bangladesh in terms of Network Coverage.
- New services and offers on every quarter.

### Weakness

- Less number of users considering other teleco brands
- Limitation while having roaming servicers
- Heavily relying on the voice packages
- High competition in the market

### Opportunities

- Collaboration opportunities are now available with other companies in the market.
- Increasing number of mobile phone users in Bangladesh
- Increasing number of internet users in Bangladesh.
- Potential expansion in other countries of South Asia

### Threat

- Currently Bangladesh is facing economic down turn which may affect Banglalink as well
- Rules and regulations provided by the government in this sector is changing a lot.
- The big players of the industry having more market share.



## 2.6 Summary and Conclusion

Banglalink, one of the largest telecommunication organizations in Bangladesh serving over 40 million subscribers. Veon is currently owning Banglalink. Currently, Banglalink is focusing on digital innovations and as a result they have opened a new team in their office called Digital Services. Banglalink is now working with MyBL App, which they are now including all the services they have provided. Banglalink continues its innovation in every field they operate. In terms of Advertising and Branding Banglalink finds out new ways to showcase their products and services.

On the other hand, the HQ of Banglalink provides a level playing field for its employees. It is really fun place to work and the people around are motivated enough to work all day long.

In conclusion, Banglalink is growing day by day with their new innovative products, services and technologies. They are providing a good place to work which motivates the freshers to join Banglalink. This step taken by Banglalink will help them to become the market leader in future.

## 2.7 Recommendations

Banglalink's most of the works, products and services are well researched and is enough while providing its consumers. But there are some certain recommendations which are given below

- **Revamp Employer Branding:** In my opinion Banglalink's employer branding is not good enough to sustain in the market. The designs and other things in social media is not well designed and well planned. So, Banglalink needs to improve their Employer Branding.
- **Network Coverage:** There are still some areas in Dhaka city as well as all over the country where it is tough to find Banglalink's Network. As Banglalink says that they are covering all over Bangladesh, so it is necessary to improve the network coverage immediately.

## **Chapter 3: Project Part**

### **3.1 Introduction**

#### **3.1.1 Background**

Banglalink, one of the top telecommunications organizations in Bangladesh. It provides a wide range of services to millions of users all throughout the nation which include messaging, mobile financial services, voice and data services, and many others. Banglalink reached a key milestone by adding 40 million/4 Crore subscribers in the first quarter of 2023. Through this accomplishment Banglalink turned the table in their history and proved the organization's dedication to provide its clients high-quality services.

In the telecommunications sector, many businesses fighting for customers' attention. New innovations, consumer satisfaction and lower price range made Banglalink hold onto its place as one of the industry's top brands. The business has always been dedicated to giving its clients the best services available, and this dedication has enabled it to amass a devoted clientele throughout time.

In order to celebrate the milestone of 4 Crore Subscribers, Banglalink took the initiative to launch a brand new TVC containing the new brand aspects. Through this TVC Banglalink was able to showcase their achievements and its commitment to providing high-quality services to its subscribers.

As a part of this year's/quarter's marketing strategy of Banglalink, Banglalink wanted to establish a strong hold on the new brand positioning in the market. This TVC project turned out to be an essential component to connect with the consumers, develop brand loyalty as well as differentiate them from the competition. Throughout the planning of the TVC, Banglalink did not wanted just to celebrate the milestone but also connect with its consumers emotionally.

#### **3.1.2 Objective**

Every core marketing strategy or communication is based on an objective. In this quarter Banglalink wanted to establish new brand proposition, brand message and create a new position in the market differentiating from its competitors. With this sole objective, Banglalink added a

milestone celebration to connect with the consumers more strongly. So, the overall objective of the TVC project is to establish the new brand proposition and celebrate the new milestone of 4 crore users.

***For this project, the objective is to compare and evaluate the TVC with the last two TVC of Banglalink and measure the effectiveness of it.***

### 3.1.2 Significance

Banglalink was well known for their TV commercial back in their early days. These communications were an integral part of Banglalink. But there was a downfall in recent years. So Banglalink took the opportunity to celebrate 4 Crore users and connect it with their new brand proposition.

Through this TVC, Banglalink will be able to reach a wide range of audience despite the fact of its high production cost. The reach will create the brand awareness and recognition. Also, this TVC will help to create a different position in the market. Also, the effectiveness of the TVC and Adaptability will help Bangla link to go beyond their current reach.

### 3.2 Methodology

To evaluate the effectiveness of the new TVC of Banglalink, it will be compared with the previous two TVCs of them. To compare different metrics will come handy. These metrics includes Defining the objectives, Determining the KPIs, Gathering Data and Analyzing the data.

**Defining the objectives:** As a celebration of reaching 4 Crore users and establishing the new brand proposition is the sole objective of the TVC. Rather than that reaching out to the target audience, impactful message, developing an effective KV (Key Visual) are also a part of the objective of this Project.

**Determining the KPI:** Evaluating the effectiveness of the TVC needs some KPIs. The KPIs will help to measure the TVC and help it to compare it to the previous TVCs of Banglalink. The KPIs are

- Budget/Spending: From the 5 days of the launch, how much money was invested in the TVCs.
- Engagement: The number of audiences interacting with the TVCs
- Impression: The number of times a content is being displayed, no matter if it's been engaged or not.

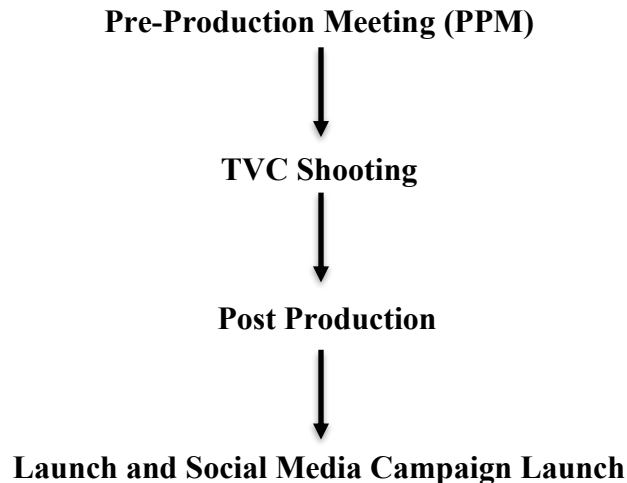
- Video Views: The number of views of the video. (TV, Internet)
- FB Reach: Number of people reached in Facebook
- YT Reach: Number of people reached in YouTube.
- Average Play Time
- VTR - Out of everyone that had the ad load on their computer, the View-Through Rate (or VTR) of an advertisement is the proportion of viewers who watched it all the way through. Video advertisements typically employ it. The view-through rate would be 5%, for instance, if 200 individuals loaded a video ad and 10 of them finished it.

**Gathering Data:** Most of the data used to evaluate the new TVC of Banglalink was Primary Data. Through the interviews of different brand managers, marketing heads and the Chief Commercial Officer of Banglalink, I have gathered most of the data. Rather than that, some data was collected from some social media websites and YouTube.

**Analyzing the data:** To analyze the given data different KPIs will be followed. Considering all three TVCs of Banglalink, the KPIs will be measured. Then a comparison analysis will be done with the found result. Thus, the Data will be analyzed throughout the report.

### 3.3 Project Roadmap





### **Brand Space and Message Presentation:**

The Brand space for this TVC was to show the progress of Banglalink users in different fields. Throughout the TVC, Banglalink tried to show how their impact helped its users to progress in their respective fields. By showing the progress the new brand message/slogan will be incorporated. Which is “*Stay Ahead*” or “*এগিয়ে থাকা*”.

### **Go-To-Market Plan Development:**

The 4 Crore celebration TVCs GTM plan involves some steps. The steps given below

- **Define the target audience:** In the TVC Banglalink wanted to celebrate with their consumers and connect with them as well. So, defining the target audience was not a tough job for this TVC. It showed the progress of BL users in different fields. So, the target audience was the current BL users as well as the non-BL users to attract them and connect to them also emotionally.
- **Determine the objective:** The objective of the 4-crore celebration TVC was to establish the new brand proposition of Banglalink through the celebration of the new milestone of 4 crore users. Initially in the planning phase, the objective was to show the progress of the 4G users in different fields. But as the planning went forward the objective was shaped into establishing Banglalink’s new brand proposition and celebration as well.
- **Development of a creative concept:** While planning the overall concept of the TVC, Banglalink wanted to create a space where they can connect the celebration with the progress of the BL users. By establishing their new brand identity, Banglalink came up with the concept of “*Stay Ahead*”. Banglalink showed how 4 crore users are pushing them to stay ahead by staying ahead by themselves. So, this portrayed that because the users are progressing day by day, Banglalink is also progressing because of them.

- **Set a Budget:** The total budget is not disclosable as of now. But the total budget is somewhere around 5 Crore including pre campaign, campaign and post campaign phase, production cost, media placement fee,
- **Selecting Media Placement:** We needed to place the new TVC in the right moment in the right place. We started with a Bangladesh Cricket Team Series and continued it throughout Ramadan. Different versions of TVC were presented in different time slots. There were different 30s and 10s versions of TVC with different Voice Over.
- **Choosing distribution channel:** The TVC will be aired on Television in different channels, on social medias and YouTube as OVC. Also, it will be boosted on different sites with different KVs and AVs.
- **Launch and monitor:** The TVC was launched on March 14, 2023 first on YouTube and after that the TVC was launched on Televisions in different channels. To monitor the performance different KPIs will be considered. For example, Engagement, VTR, Views, impressions etc.
- **Adjust and optimize:** By monitoring the TVC and measure its effectiveness, adjustment in the TVC, VO, KV will be done to optimize its performance.

### **TVC Story Development:**

To develop a proper story for the TVC Banglalink went through certain steps. Those are given below

- **Determining the Message:** From the rounds of discussion with the agency and the CCO, Brands team decided to go with the message **“Stay Ahead”**. The message will demonstrate the push from the users of BL to stay ahead makes Banglalink capable to stay ahead.
- **Understand the target audience:** The target audience for this TVC was the BL users basically. So, research from the research team of BL helped the brands team fix the way how to communicate with the target audience.
- **Determine the format:** Based on the research and target audience, Brands team decided to make the TVC a narrative one with visuals related to the voice over.
- **Developing a concept:** According to the target audience and format, a concept was developed how the TVC frames will go through the video.
- **Script Writing:** After fixing everything now it was time to go on with the scripts. The initial script was written by marketing agency that we were working with. After that some feedbacks were there and it took about 1 month to fix a proper script for the TVC.

## **Social Media Campaign Development:**

After developing a proper story for the TVC, the development phase for the social media campaign began. Here Banglalink divided the phase into three different timelines: Pre-Campaign, Campaign and Post Campaign.

**Pre - Campaign:** During this phase, Brands team developed the concept to connect the 4 Crore users celebration with the social media campaign. There will be pre hype posts through social media before the launch of the TVC. These pre hype contents was published on different social media platforms in posts, reels and videos.

**During Campaign:** During campaign, all the posts, videos and reels were uploaded in social media had the vibe of the celebration of the 4 crore users. There were cut versions uploaded in social medias, there were influencers. With the influencers, we had a good reach to our TVC.

**Post - Campaign:** After the launch, there were certain campaigns related to the 4 Crore user celebration thematic. During Ramadan, there was a campaign showing the hard work of different people, it was titled as “এগিয়ে থাকার গল্প”. It was related to the message of the TVC which was “এগিয়ে থাকা”.

## **Internal Process:**

After the development of the campaign and story, the internal process was left. Internal process is basically approving everything including budget from the management team and fixing the outsourcers according to it.

- **Sourcing Purchase Requisition and Purchase Order:**

According to the requirement, a purchase requisition and purchase order was being issued from the brands team to the procurement department. This also included the budget and the travel cost and everything that was being need to shoot and launch the TVC.

- **Production House:**

After getting approved with all the budget it was time to fix the production house to shoot the TVC. In this case, after sitting with several production house, we had an agreement with “**Facecard**”. Facecard is famous for their work in the movie named “**HAWA**”. The director for this TVC was *Mejbaur Rahman Sumon*.

### **Pre-Production Meeting:**

Before getting into the field of shooting, there was a meeting with the CCO, Brands Team, Agency and the Production house. Here, basically the production house presented how the TVC shooting will go, what permission will be needed from different places, the places for shooting, the story board etc. The CCO of Banglalink was convinced with all the requirements and the presentation and gave us the green signal to proceed with the shoot.

### **TVC Shooting:**

The 4 Crore User celebration TVC shoot was planned in 4 different places. These places were Dhaka, Chittagong, Bandorban, Faridpur. The Shoot went for 9 days. It was initially planned for 8 days but the production house took an extra day to re shoot some of the shots.

In the shooting some of the characters of HAWA. MasuAke and members of YouTube Gram were present.

Banglalink also brought the core character “**Babu bhai**” of “**দিন বদলের চেষ্ঠায়**” Campaign in this TVC in the same profession as before.

### **Post Production:**

After the shoot of the TVC, the production house went for the post production. In the post production they developed the background music from the scratch. Many renowned musicians participated in the development of the background music. Regarding the edit of the TVC, Facecard send the Raw video files to India to have the VFX done. It took about 7-8 days to make the first draft. After showing the draft there were some feedbacks. After some meeting, 3 to 5 drafts the final draft was ready to get aired as planned.

### **Launch:**

After getting approved from the management committee of Banglalink, the TVC was ready to get aired.

- **Launch date: 14 March, 2023**

On 14th March, 2023, the 4 Crore user Celebration TVC was launched on the **Own and Paid Media**. This included Press release, Digital Platform and Television. Also, the time of the TVC getting aired was during a series of Bangladesh Cricket Team. So, it helped alot to have an initial boost.



After the launch of the TVC the evaluation process started considering all the KPIs.

### **Social Media Campaign Launch:**

Before the launch of the TVC, the pre hype contents were being uploaded. This pre-hype contents helped a lot in terms of the first boost in terms of views of the TVC. The pre hype posts were about the contents of the TVC, some Behind the scenes shots of the shooting and some interactive content to grab the attention of the consumers.

After the launch of the TVC, Banglalink's Brand Ambassador Mehzabeen Chowdhury shared the TVC from her page which gave us an initial boost. Rather than that, after the launch, all the posts, videos were made relating to the celebration of 4 Crore users.

The post campaign in social media was all about the Influencers. We sent some gifts to the top influencers of Bangladesh to motivate them to *Stay Ahead*. Also, a OVC series was also launched during Ramadan which was also related to the TVC theme.

Overall, this was the complete roadmap of the 4 Crore User celebration thematic TVC. These essential steps were required to have a planned and proper outcome of the campaign.

### **3.4 Findings and Analysis**

The core objective of this project from my side was to measure the effectiveness of the 4 Crore User Thematic TVC by comparing it to other two TVCs of Banglalink. So, the findings and analysis depend on the core objective of the project. The findings according to the KPIs mentioned above will be analyzed for all the three TVCs. The other two TVCs were **Fifa Campaign** and **Q4, 2022 4G Network Campaign**.

*The findings will be shown for the **first five days** from the launch for all the campaigns and it will be analyzed and measured accordingly.*

### 3.4.1 Findings of Q4 2022 4G Campaign of Banglalink

During Q4, 2022, Banglalink launched a campaign with the message of “*এগিয়ে থাকুন সবসময়, সবখানে*“. The brand ambassador of Banglalink was present in the campaign. The data gathered from internal sources are given below

#### *FOR THE FIRST FIVE DAYS*

- **Spending:** 245K BDT.
- **Engagement:** 5.30 MN
- **Impression:** 11.17 MN
- **Video Views:** 2.75 MN
- **FB Reach:** 6.01 MN
- **YT Reach:** 1.27 MN
- **Average Play Time:** 07 Seconds on Facebook, 14 Seconds on YouTube
- **VTR - 25.00%**

### 3.4.2 Findings of Fifa Campaign of Banglalink

During Fifa world cup banglalink launched a campaign named “**Banglami**“. This campaign included a TVC and other 360 marketing strategies. For the TVC campaign, some of the data I have gathered are given below

#### *FOR THE FIRST FIVE DAYS*

- **Spending:** 564K BDT.
- **Engagement:** 5.18 MN
- **Impression:** 12.35 MN
- **Video Views:** 3.85 MN
- **FB Reach:** 4.01 MN
- **YT Reach:** 3.15 MN
- **Average Play Time:** 11 Seconds on Facebook, 18 Seconds on YouTube
- **VTR - 31.00%**

### 3.4.3 Findings of 4 Crore User Thematic Campaign of Banglalink

For the 4 Crore User Thematic Campaign TVC the findings are given below

*FOR THE FIRST FIVE DAYS*

- **Spending:** 1.83MN BDT.
- **Engagement:** 18.8 MN
- **Impression:** 35 MN
- **Video Views:** 12.7 MN
- **FB Reach:** 11.20 MN
- **YT Reach:** 2.73 MN
- **Average Play Time:** 11 Seconds on Facebook, 19 Seconds on YouTube
- **VTR** - 36.28%

These findings are based on the KPIs that I have chosen to evaluated the recent TVC.

### 3.4.4 Analysis

From the above findings, let's compare the three TVCs considering the KPIs

#### Spending

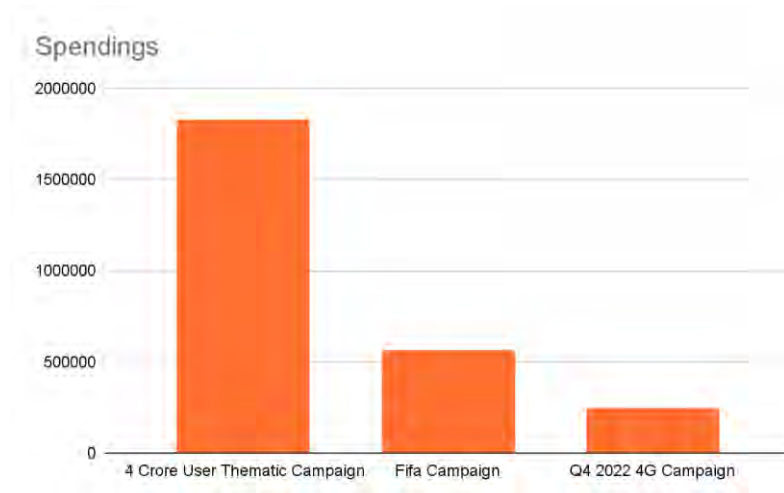


Figure 5: Spendings (for the first five days) of the last three TVCs. (Source: Internal / Banglalink)

From the above analysis, we can see that Banglalink spent way more than the other two TVCs. This impacted on the other KPIs which we will be measuring later on.

**Engagement:**

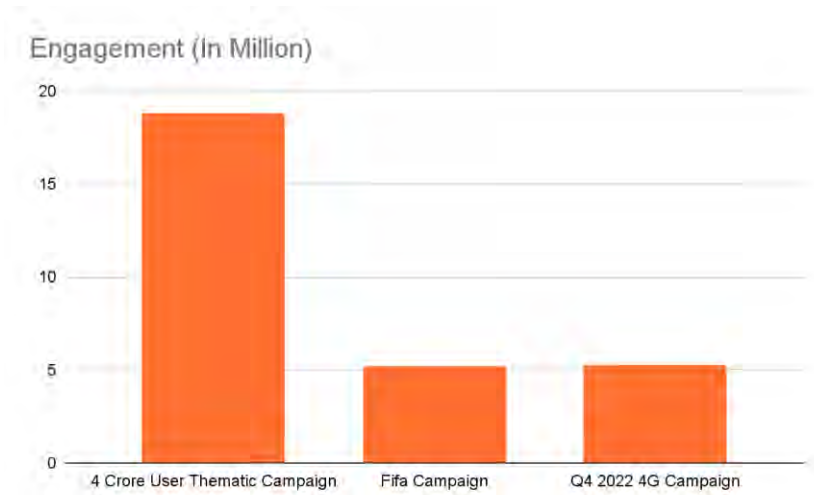


Figure 6: Engagement (for the first five days) of the last three TVCs (*Source: Internal / Banglalink*)

Engagement of Fifa campaign and Q4 2022, 4G Campaign were about 5.5 million but after the five days of the launch of the 4 Crore TVC campaign, its engagement was about 18.8 million. From this point we can see that, how the engagement increased because of the time of the launch and the spending behind it. According to the Brand managers of Banglalink, the learning from the previous two TVCs helped to record such increase in the Engagement.

**Impression:**

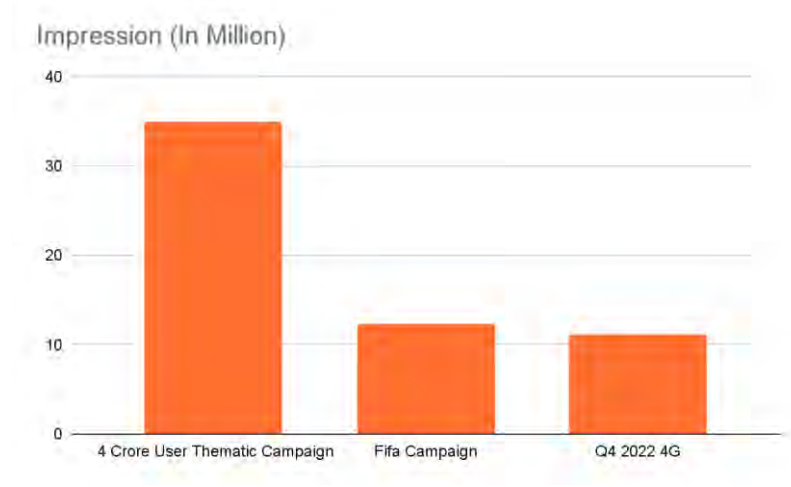


Figure 7: Impression (for the first five days) of the last three TVCs (Source: Internal / Banglalink)

For the first five days, the impression for the 4 Crore Celebration TVC was recorded 35 MN. Whereas, for the other two TVCs it was not even close. This happened because of the high rate of Engagement in the 4 CR Celebration TVC.

**Video**

**Views:**

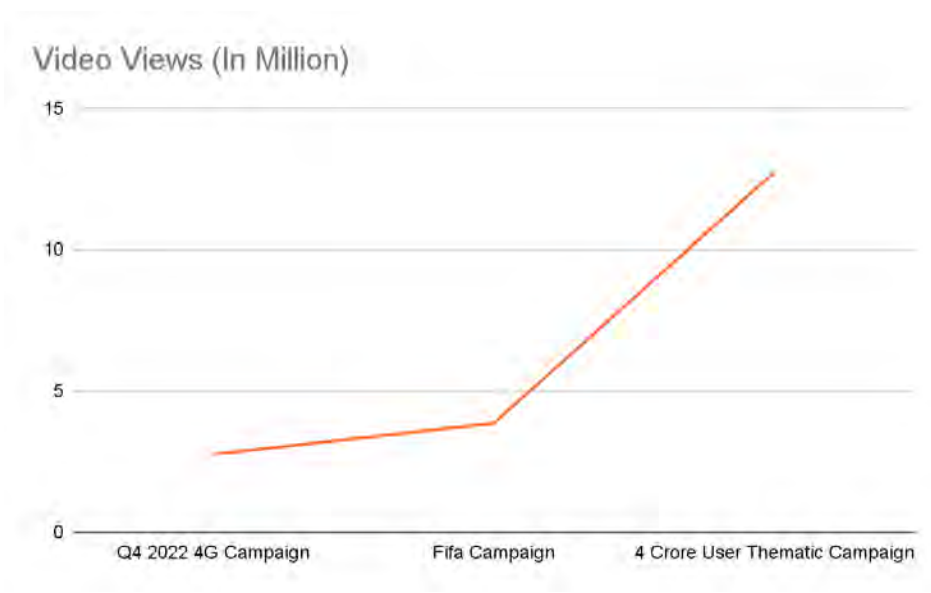


Figure 8: Video Views (for the first five days) of the last three TVCs (Source: Internal / Banglalink)

From the above line chart, we can see that, the spike of the 4CR Celebration TVC hiked a lot considering the first five days. If we look at the other two TVCs which was Q4 2022, 4G campaign and the Fifa Campaign the video views for the first five days were 22.75 million and 3.85 million. But for the 4 CR Celebration TVC the views were 12.7 million.

**Reach:**

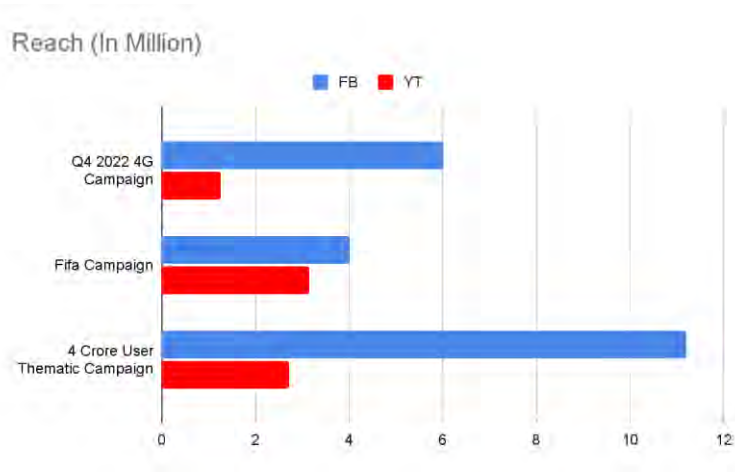


Figure 9: Reach (for the first five days) of the last three TVCs (Source: Internal / Banglalink)

From the above Bar chart, the reach in Facebook of the 4 CR TVC was 11.20 million and for the other two TVCs it was 6 million and 4 million. So, we can assume that the increase in engagement and impression automatically increased the reach of the TVC in Facebook. But in YouTube the Reach is lower than the Fifa Campaign. It happened because for the 4 CR Celebration TVC Banglalink wanted to focus more on the Facebook than YouTube. But still the YouTube reach is more than q4 2022, 4G campaign TVC.

## Average Play Time:

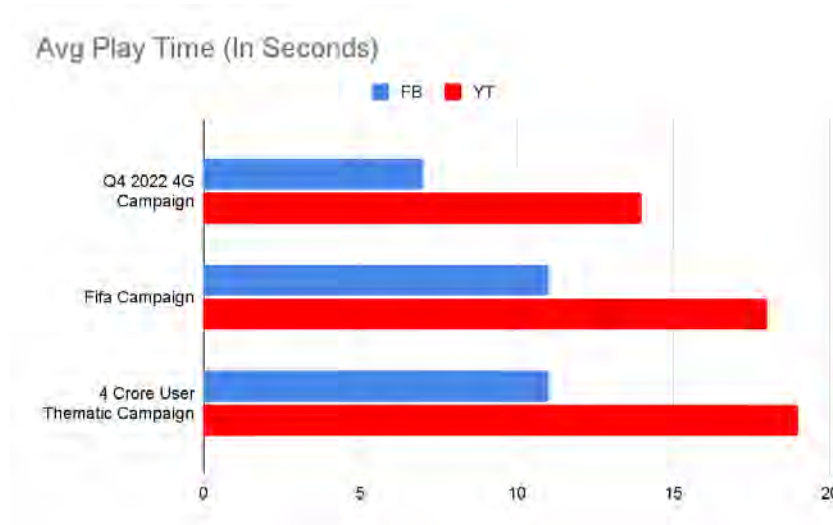


Figure 10: Avg. Play Time (for the first five days) of the last three TVCs. (Source: Internal / Banglalink)

The Average Play Time for the three TVC did not differ that much. The Average play time for the 4 CR Celebration TVC was 11 sec for Facebook and 19 sec for YouTube which is similar to the Fifa campaign of Banglalink. But the Q4 2022, 4G campaign avg play time is lower than the other two TVCs.

## VTR - VIEW THROUGH RATE

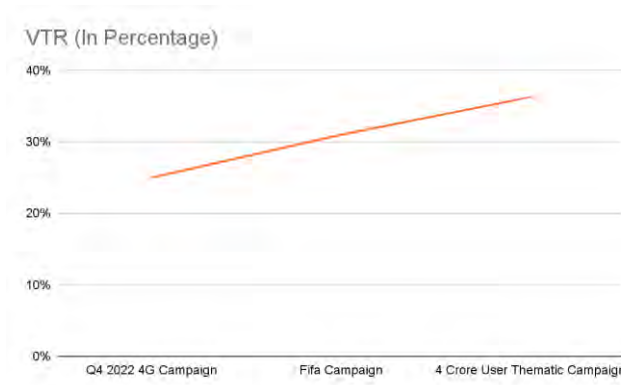


Figure 11: Reach (for the first five days) of the last three TVCs (Source: Internal / Banglalink)

The View Through Rate of the TVCs of Banglalink increased gradually. For the last TVC the VTR is 36.28%. This happened because the number of the other KPIs related to VTR has increased for the 4 CR Celebration TVC.

## Key Highlights and Results

- ***The Campaign of the 4 CR Celebration TVC was able to record a very high number of Engagement within short span of time in Comparison with the Fifa and Q4 4G.*** This result was able to be achieved because 4 CR Celebration Campaign was deployed under engagement objective in FB with keeping focus on Launch Time whereas Fifa and Q4 was spread throughout the timeline.
- ***40MN yielded in a higher Views and VTR. High views to impression ratio was also observed.*** How it was achieved are given below
  1. **Quality content (OVC)** handshake with optimum buying mix has secured higher results in terms of views. Playtime, VTR.
  2. Our **Brand Ambassador Mehazabien** has shared the OVC right after it got published, which gave us the initial burst.
  3. The OVC got published in the peak most time which generated higher organic engagement.
  4. **Subtitle:** Adding Bangla subtitle has increased the VTR & Avg. Play time

## 3.5 Summary and Conclusion

The purpose of this report was to measure the effectiveness of the TVC considering the KPIs. In this regard the considered TVCs were the Q4 2022, 4G campaign, Fifa Campaign and the latest 4 Crore Celebration Campaign TVC. Banglalink took the opportunity to use the learnings from the other two campaigns and used those in the 4 Crore Campaign to get more refined results. In the 4 Crore Campaign Banglalink invested more money, time and effort in terms of the other two campaigns which helped them to get better outcomes.

In the 4 Crore celebration campaign, Banglalink tried to connect with the consumers more emotionally as well as celebrate their new milestone. The combination of these two objectives were done properly, the message of ***Staying Ahead*** got connected properly with the celebration vibe. The well-planned Social Media campaign and other campaigns also gave the boost to record more engagement, views, impressions and reach. All together the 4 Crore Celebration TVC was more effective than the other two.



In conclusion, we can say that, because of the more spending Banglalink was able to execute all the planned social media campaigns, pre hype campaign and post campaigns. Also, the information from the research team helped Banglalink to Air the TVC in the right moment which is also a reason for the better outcome. In a nutshell, we can decide that the 4 Crore Celebration Campaign and the TVC was a successful initiative from Banglalink Digital Communications Limited.

### 3.6 Recommendations

As a part of the 4 Crore celebration campaign and by evaluating the effectiveness of the TVC, some recommendations are given below

- **Focus on the message:** At some point of the TVC, the main message was getting lost because of the celebration theme. But the visuals were reflecting the message. In the cut version it was tough to catch the message initially as an audience. So, the message should also be focused on the cut versions as well.
- **Increase Emotional Engagement:** The use of storytelling techniques can be enriched to make the emotional engagement more effective. In the social media campaigns the emotional engagement was there but in TVC the engagement was not clear.
- **Call to Action:** The call to action for the 4-crore celebration TVC can be improved as it has not any specific call to action.

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