

## **Report On**

**Strategic Approach of Analyzen for the consumers to find a reason to upgrade from a regular base product to a premium product.**

By

**Sirzil Haider**

**20104080**

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

BRAC Business School

BRAC University

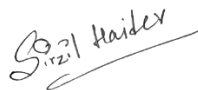
November 2023

## 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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**Sirzil Haider**  
20104080

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

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**Shihab Kabir Shuvo**  
Senior Lecturer, BRAC Business School  
BRAC University

## Letter of Transmittal

Shihab Kabir Shuvo  
Senior Lecturer,  
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BRAC University  
66 Mohakhali, Dhaka-1212

**Subject:** Submission of Internship Report

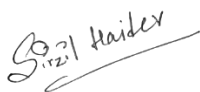
Dear Sir,

This is my pleasure to display my Intern position and provide details regarding the recruitment and Selection Procedure of Analyzen Bangladesh, for which I was appointed by your direction. I hereby submit my internship report on the title “**Strategic Approach of Analyzen for the Consumers to Find a Reason to Upgrade from a Regular Base Product to a Premium Product**” (*Robbialac Acrylic Plastic Emulsion to Luxury Silk - upgrade from regular Plastic Paint to Premium*) for the partial fulfillment of the Internship Course in our BBA Program.

I have attempted my best to finish the report with the essential data and recommended proposition in as compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,



---

**Sirzil Haider**

20104080

BRAC Business School

BRAC University

**Date:** 30<sup>th</sup> November 2023

## **Non-Disclosure Agreement**

This agreement is made and entered into by and between Analyzen Bangladesh and the undersigned student at BRAC University Sirzil Haider to prevent the unauthorized disclosure of confidential information.



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**Sirzil Haider**

Student ID – 20104080



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**Nishat Tasnim**

Assistant Manager  
Strategy and Planning  
Analyzen Bangladesh

## **Acknowledgment**

I am grateful to Almighty for the opportunity to have completed my internship successfully and would like to express my sincere thanks to those who have supported me during this period and helped me with this report.

Firstly, I want to extend my gratitude to my academic supervisor, Senior Lecturer Shihab Kabir Shuvo, and co-supervisor Senior Lecturer Ahmed Abir Choudhury from BRAC Business School for their invaluable guidance, advice, and cooperation in preparing this report.

I would also like to thank Analyzen Bangladesh for providing me with practical experience and the opportunity to complete my internship with them. I am grateful to the following people at Analyzen Bangladesh who have been instrumental in guiding and supporting me during my internship:

I thank Co-investor, Chairman, and Head of Strategic Planning Risalat Siddique for his guidance. I am thankful to Creative and the Strategy and Planning Director Turas Ayman and Strategy and Planning Director Wasifa Rahnema Islam for their constant motivation and guidance, which helped me perform better during my internship period. I also thank the Manager of Strategic Planning Rahik Sumail and the Executive of Strategic Planning Farin Tanisha for inspiring me and being receptive to my ideas.

I would also like to express my special appreciation to my supervisor, Nishat Tasnim, for mentoring, guiding, and supporting me during my internship. Finally, I am grateful to my family and friends for their emotional support, which enabled me to complete this report.

## **Executive Summary**

Analyzen Bangladesh is a highly regarded digital marketing agency in Bangladesh that provides an extensive array of digital services, such as client servicing, community management, content development, digital media buying, and strategic planning. One of the agency's departments, the strategic planning team, oversees the development of campaign ideas and communication plans.

This report showcases the strategic planning of Robbialac Acrylic Plastic Emulsion, which aimed to encourage consumers to switch from regular plastic paint to the premium product, Luxury Silk. The report encompasses the previous communication strategy of the product, the reasoning behind the new approach, the tactics for executing the ideas, and other pertinent details. Furthermore, the report features a survey that was conducted to measure the effectiveness of the communication design, an analysis of the survey's findings, and recommendations.

**Keywords:** Strategic Planning; Digital Marketing; Agency; Buying Persona Upgradation; Consumer Communication.

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## List of Acronyms

TVC	Television Commercial
OVC	Online Video Commercial
KV	Key Visual
CPC	Cost Per Click/ Cost Per Conversion
CTR	Click Through Rate
CPR	Cost Per Return
CP	Content Pillars
TG	Target Group
USP	Unique Selling Point

## Chapter 1 | Overview of Internship

### 1. Student Information

- **Name:** Sirzil Haider
- **Student ID:** 20104080
- **Degree:** Bachelor of Business Administration (BBA)
- **Major:** Marketing and Computer Information Systems

### 1.2 Internship Information

#### 1.2.1 Internship Details

- **Period:** Fall 2023
- **Company:** Analyzen Bangladesh
- **Department:** Strategic Planning
- **Location:** Gulshan, Dhaka

#### 1.2.2 Internship Supervisor

- **Name:** Nishat Tasnim
- **Title:** Assistant Manager, Strategy and Planning

#### 1.2.3 Job Responsibilities

The main subject of this report is Analyzen's client-focused strategic planning services. The major focus is still on strategic planning, which is consistent with Analyzen's experience as a digital-first 360 marketing firm, even though additional departments and services may be highlighted. Because of this, the majority of communication plans that are created are made to have the most possible impact on a variety of digital media.

### **Specific Duties:**

- **Data Collection and Analysis:** In order to support strategic decision-making for client campaigns, I actively took part in the collection and analysis of data.
- **Insight Generation:** I helped to produce important ideas that were integrated into the planning process by making notes and examining data.
- **Presentation Development:** I helped create the presentation slides that clients were shown in order to provide campaign recommendations and strategic strategies.

### **1.3 Internship Outcomes: A Rewarding Learning Experience**

My internship at Analyzen proved to be a valuable educational adventure, providing me with the ability to contribute substantially to the company and get insight in the field of digital marketing.

#### **1.3.1 Student's Contribution to Analyzen:**

- Participated actively in the data collection process for a flagship campaign, which enabled me to establish a strong tactical foundation.
- Gained valuable insight into the marketing strategies employed by successful business owners by participating in a campaign for one of the biggest brands in Analyzen's portfolio.
- This experience allowed for a better understanding of the entire strategic planning process, from initial concept to ultimate implementation.

#### **1.3.2 Benefits to the Student:**

- I gained enormous knowledge into the research of market patterns, the understanding of consumer segments, and the development of effective marketing campaigns by seeing the process of making strategic decisions at a marketing agency.
- The internship assisted in bridging the understanding gap between educational concepts in marketing and practical uses in a busy digital marketing setting.

- I am now equipped with a solid understanding of the creation, upkeep, and establishing of companies in the context of digital marketing.

### 1.3.3 Challenges and Learning Outcomes:

The internship had many advantages, but it also had obstacles that ultimately indicated to important learning in this field:

- **Transition Challenges:** Selling paint, a costly and infrequently purchased product, primarily online presented unique challenges. This experience demonstrated how important it is to consider product characteristics when developing strategy for digital marketing.
- **Idea Evaluation:** The internship made clear how crucial it is for marketers to continuously assess and adjust their strategies. Not every seemingly brilliant idea works well in practice, and depending on how well a campaign does, some originally intriguing notions might need to be reconsidered.

### 1.3.4 Recommendations for Future Interns:

To improve future students' internship experience, I suggest:

- **Group Learning Activities:** Encouraging information exchange, brainstorming sessions, and peer support might be achieved by putting in place opportunities for collaborative learning with peers.
- Complete guideline notebooks would be a useful tool for interns to resort to when they need information on corporate policy, specifics of projects, and best practices.
- **Comprehensive Orientation:** At the start of the internship, a more thorough orientation would provide students with a better grasp of the company's expectations, the objectives of the project, and the resources that are accessible.

## Chapter 2 | Organization



### 2.1 Introduction

Sumit Saha and Ridwan Hafiz, two youthful BUET undergraduate students, launched the software company Analyzen with this dream. It has now developed into a prosperous Digital First 360 Agency that serves both domestic and foreign businesses, offering complete creative and digital support. Since the organization's founding, Sumit Saha has served as its technology expert, driving innovations and harnessing the power of technology to solve pressing customer issues. But Ridwan Hafiz has always been the creative type who saw Bangladesh's digital market was expanding and wanted to take advantage of this chance. When Risalat Siddique, a branding expert with extensive knowledge of branding, chose to become a co-investor in Analyzen in 2014, the team gained valuable experience in strategic planning and brand management. At the beginning of 2015, Analyzen became a limited company.

### 2.2 Overview of the Company

#### 2.2.1 Global Expansion

Analyzen was the first digital agency to expand outside of Bangladesh as it ascended the success ladder. It expanded internationally when Analyzen Singapore Pte Ltd was established in Singapore in January 2016. In August 2017, Analyzen Digital Myanmar Ltd., its expansion into Myanmar, took place. From its office in Singapore, Analyzen serves clients from Malaysia, Vietnam, the Philippines, Thailand, and Cambodia.

## 2.2.2 Core Values

At Analyzen, the employees are committed to upholding **four core values** that guide their daily work: **Passion, Resilience, Delivery, and Teamwork**. These values are taken seriously and are deeply ingrained in the company culture, fostering an environment of professionalism and excellence.

## 2.2.3 Services



Figure 1: Services of Analyzen

- i. **Digital First 360 Strategy:** With smooth digital integration, our game-changing playbook of communication strategy powers up your company. It's the key to succeeding in the dynamic, networked battleground of contemporary business, from accelerated innovation to next-level customer experiences.



**ii. Data Analytics:** Use our data analytics to power your strategic decisions. Businesses are being propelled into the future by it, as it is the game-changer that reveals hidden insights and drives strategic decisions.

**iii. Cross-Media Content Development:** With our assistance, creating content for multiple platforms is simple. In today's diverse media ecosystem, which ranges from engaging user experiences to fascinating narrative, it is crucial for building an effective and unified brand identity.

**iv. Conventions & The movements:** Improve the performance and leave an indelible mark with our help. It's a powerful spark for forging genuine connections and making an impression on your audience, whether through enduring memories or comprehensive experiences related to the company.

**v. Creation of Enterprise Software:** Company can run with the aid of our corporate software development support by implementing accessible structures, dependable APIs, and agile methodologies. It is the tech-driven spark that advances the business into the next stage of technological excellence by streamlining processes, enhancing security, and facilitating intricate system integrations as well as innovative solutions.

**vi. Influencer Marketing:** Use our services to strategically expand your reach by forming genuine alliances with forward-thinking members of the industry. Create genuine connections, put your brand in the spotlight, and use engaging content to drive targeted engagement.

**vii. Apps & Game Development:** With our assistance, captivate users with captivating gameplay and draw them into the world of your brand. It is the force behind transformative solutions and digital entertainment, putting your brand at the forefront of the tech revolution.

**viii. Digital Media Buying:** With our Digital Media Buying, you can strategically secure prime online real estate for targeted exposure, maximizing your brand's visibility. It is the impetus behind improving your digital presence and making sure your message reaches the right audience at the right time, through data-driven strategies and precision ad placements.

**ix. Web Experiences:** With our Web Experiences, you can improve your online presence by combining front-end/back-end synergy with UX/UI precision. It's essential for peak efficiency and higher levels of user involvement.

#### **2.2.4 Departments**

To provide various services and manage day-to-day operations, Analyzen has multiple departments. They are listed below.

##### **Brand Management:**

In addition to managing clients, the Brand/Client Servicing team serves as a point of contact for clients and other departments. A client service representative's main duties include making sure that all communications are clear, taking the client's brief, debriefing the necessary team, ensuring that the deliverables are error-free, and delivering the requirements to the client.

##### **Finance & Accounts:**

The Finance & Accounts Department looks after the Proposed Budgets, Client billings, transactions of third parties, taxation, salaries, and other expenses.

##### **Human Resource and Administration Department:**

This department ensures that resources are used properly and efficiently. The administration handles vendor management, processing client contracts, and other administrative tasks, while human resources manages the skilled labor pool and guarantees staff coordination and well-being. To increase productivity at work, the Human Resources department actively seeks outstanding candidates and encourages current staff members through positive and negative reinforcement.

### **Strategy and Planning:**

Idea development is the responsibility of the strategy and planning team. A strategic planner is responsible for all aspects of campaign and product launch planning, as well as creating communication strategies for current clients and making sales pitches.

### **Media and Analytics:**

The team responsible for media buying primarily places digital advertising on various relevant platforms that target customers based on their digital footprint, activity, and other relevant factors. Additionally, they learn which advertisements are effective and modify their budget for advertising appropriately. Additionally, the media and analytics team produce media reports for the customers.

### **Insight Research Team:**

This team is responsible for managing brand queries on various social media platforms. On the various social media profiles of the companies, they also reply to comments. Additionally, the query team offers the brand insightful customer data.

### **The Technology Team:**

The technology team offers various services, including website development, game and app development, and bot integration. They work closely with clients to deliver customized solutions that meet their needs.

### **2.2.5 Team Overview**

In an organization where creativity and administration are pivotal, a robust team of 106 members stands ready. The roles that this team of creative and administrative professionals plays are critical to the business's operations. This group, which includes 10 planners, 20 service providers, 29 visualizers, 13 copywriters, 6 media & analysis specialists, 4 HR & admin employees, 3 financial staff, and 21 query managers, is evidence of the variety of abilities needed to advance the business.

In parallel, the Technology team is just as important while having fewer members. This team of twenty-four experts is made up of three planners, two service technicians, five designers, and fourteen developers. Every individual contributes significantly to making sure the company's technology foundation is robust and able to support its creative counterpart. Collectively, these groups provide a beautiful fusion of science and art that advances

## 2.2.6 Client Portfolio

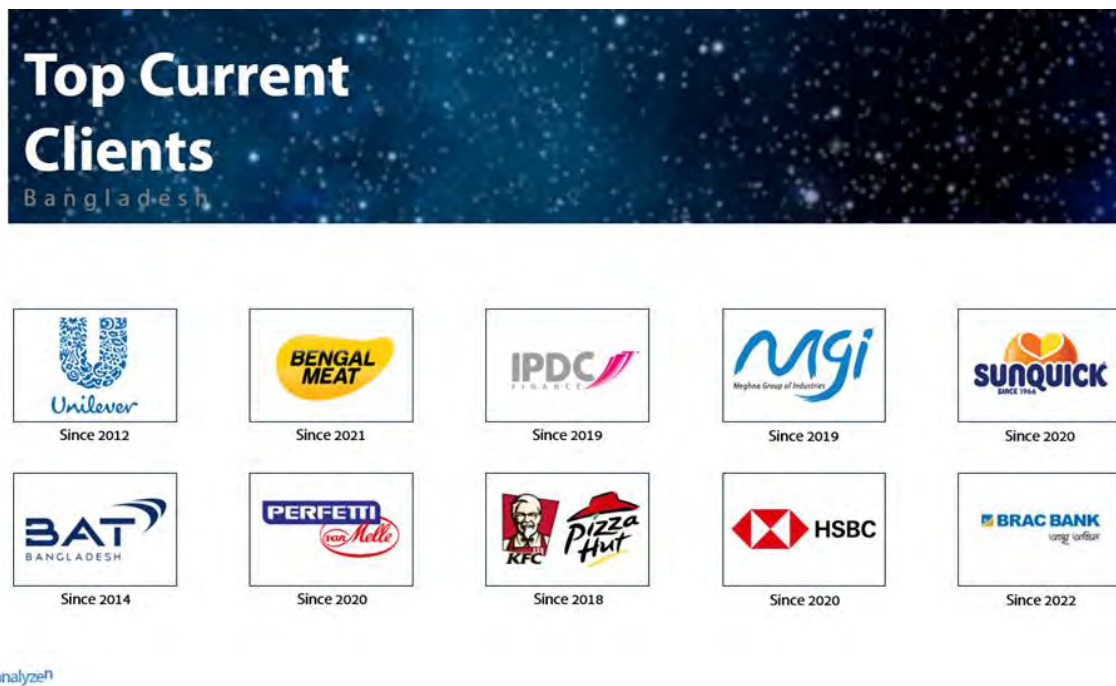


Figure 2: Client Portfolio (Partial) of Analyzen

Under this banner are ten logos of well-known Bangladeshi companies, showcasing Analyzen's stellar clientele. These comprise established firms such as Unilever, which has been a client of Analyzen since 2012, and BAT Bangladesh, a customer since 2014, as well as emerging firms such as Bengal Meat, a member since 2021).

The list grows even longer includes IPDC, MGI, Sunquick, Perfetti Van Melle, Pizza Hut, HSBC, and BRAC Bank.

## 2.7 Industry and Competitive Analysis

This chapter examines the industry dynamics using Porter's Five Forces framework and then examines Analyzen's unique advantages over rivals in the Bangladeshi advertising company.

### Porter's Five Forces Analysis: Navigating the Bangladesh Marketing Landscape

#### Risks of New Entrants: Moderate

- **Company Recognition:** Because of Analyzen's widely recognized brand and stellar performance in the industry, it is difficult for newcomers to gain over customers. Consumers are more likely to choose a business with an established record of success.
- **Customer connections:** Close relationships with present clients can act as a barrier to entry. These customers are less likely to switch to unfamiliar businesses when it comes to complex marketing initiatives.
- **Skill and knowledge:** Building a staff with the depth of expertise and experience that Analyzen has requires a significant investment of time and resources. The quality of services provided by new entrants may suffer as a result of their inability to draw in and keep elite personnel.

### **Bargaining Power of Suppliers: Low**

Analyzen has negotiation power with suppliers over terms and tariffs because of their scale and well-established connections with different marketing service providers. This corresponds to:

- **Diverse Vendor Network:** They probably have a list of dependable suppliers for services like social media management, content production, web building, and other specialist fields. By doing this, they become less dependent on any one source and have greater control over both quality and price.
- **Internal Resources:** Analyzen could have certain internal resources for particular marketing tasks. This lessens their need for outside suppliers, enabling them to manage expenses and maybe provide a greater choice of services.

### **Bargaining Power of Buyers: Moderate**

In the Bangladeshi marketing agency industry, buyers have a reasonable amount of negotiating power for a number of reasons.

- **Client Segmentation:** Analyzen can concentrate on well-established companies in particular sectors of the economy. This enables businesses to focus on customers who are prepared to pay more for high-quality services and who respect strategic marketing knowledge.
- **Value Proposition:** Their emphasis on results-driven tactics and smart marketing solutions reduces the client's negotiating power over pricing.
- **Conversation Power:** Analyzen's abilities and proven record of success allow them to negotiate for advantageous contracts with customers which will help them to bargain with buyers.

### **The threat of Substitutes: Moderate**

There are a number of possible replacements for marketing firms, but Analyzen may lessen this risk by highlighting their special selling point:

- **Internal Marketing Teams:** Although some businesses are developing internal resources, Analyzen can offset this by providing specialist knowledge in particular markets or advertising avenues. They may also offer a full-service strategy, freeing up

companies to concentrate on their main business activities while Analyzen takes care of their marketing requirements.

- **Freelance Marketers:** Although freelancers are less expensive, Analyzen's expertise in handling intricate projects, analyzing data, and cultivating client relationships may make a difference. Additionally, the stability and strategic guidance provided by a full-service firm might not be present in freelancing agreements.
- **Tools for DIY Marketing:** There are restrictions to DIY marketing tools. Offering creative execution, strategic direction, and experience negotiating the always-changing world of digital marketing are ways that Analyzen may set itself apart.

### **Competitive Rivalry: Moderate-High**

- **Identifying** By focusing on specific sector expertise or a unique service offering (like influencer advertising or based on data marketing), they can set themselves out from generic agencies.
- **Adopting innovative technologies and staying ahead of advertising trends** can provide businesses a competitive advantage.
- **Building good customer relationships via transparency, trust, and offering demonstrable outcomes** is crucial for long-term success.

## SWOT Analysis: Unveiling Analyzen's Competitive Landscape

### Strengths:

- **Highly Skilled Staff:** Analyzen hires skilled staff which helps them to create a competitive environment and saves time.
- **Leading Courage:** Being an early adopter Analyzen were able to build their brand and become recognized as thought leaders.
- **Industry-Specific competence:** Their ability to accommodate their customers' unique expectations originates from a track record of success in specific domains, as well as a thorough understanding of target audience behavior.

### Weaknesses:

- **Limitations of resources:** Compared to international organizations, Analyzen could not have as much money. As a result, they can find it harder to start risky projects or quickly branch out into new service areas.
- **Recruitment and Retention:** In a cutthroat industry, Analyzen may have trouble attracting and keeping exceptional marketing specialists.



### **Opportunities:**

- **Growth in Digital Marketing:** Since Bangladesh is seeing a new growth in digital marketing Analyzen can see the growth in this field with the help of their highly modern technologies.
- **Service Diversification:** Analyzen can expand their services into such as social media marketing, automation of advertising, or blogging which brings a lot of opportunity for them.

### **Threats:**

- **Economic downturn:** Analyzen might have to provide value-added services or adjustable price plans to mitigate a faltering economy could lead to lower marketing budgets and project cancellations.
- **Competition from multinational agencies:** Analyzen may face increased competition from international firms with considerable resources and global knowledge since this field is expanding worldwide

### **2.8.1 Summary**

- Analyzen's 2008 establishment allowed it to establish a strong brand and a commanding position as the first firm in Bangladesh to join the digital marketing field.
- A thorough understanding of the target market and the state of the business enables them to meet specific client expectations because of their demonstrated success in those fields.
- A loyal customer base that has been built over years of effective service has encouraged trust and a results-driven mindset.

Analyzen must, meanwhile, prevail over these few challenges:

- These may hinder them from assuming major initiatives or expanding as swiftly as international organizations.
- Adapting to new digital trends necessitates deliberate change to prevent becoming unduly reliant on traditional marketing methods.
- Attracting and retaining top marketing talent in a competitive market requires ongoing effort.

### **2.8.2 Conclusion**

Analyzen has a lot of intriguing options because the digital marketing sector in Bangladesh is expanding swiftly. Analyzen will benefit from this growth by strengthening its present advantages and addressing its deficiencies.

To stay ahead of the competition in the dynamic field of marketing, Analyzen must embrace innovation, make frequent adjustments, and stay dedicated to the success of its clients.

## 2.9 Recommendations

- **Spend in Capabilities:** Consider forming strategic alliances or exploring other financing options to expand its pool of resources and undertake more ambitious projects.
- **Embrace Digital Change:** Relentlessly evaluate and integrate emerging technologies and digital marketing trends into their service offerings.
- **Expand Services Portfolio:** Introduce new services like influencer marketing, or content marketing to assure the evolving needs of the customers.
- **Prioritize the retention of clients:** Maintain strong client relationships by being honest with your reporting, using straightforward communication, and delivering measurable results.
- **To enhance industry expertise,** focus on high-growth industries by conducting market research.

Analyzen will be able to continue to be successful in the face of competition and emerging trends by implementing these recommendations and retaining its leading position in Bangladesh's digital marketing industry.

## **Chapter 3 | Project**

### **3.1 Introduction: Digital Marketing in Bangladesh with Analyzen**

My internship with Analyzen, a top digital-first 360-degree marketing agency in Bangladesh, is detailed in this article. During the internship, I was able to partially complete my internship requirements and acquired excellent practical knowledge about digital marketing strategy and planning, particularly in the context of real-world client projects. These experiences made the internship a worthwhile learning experience.

This report delves specifically into Analyzen's strategic planning services offered to clients. Through an analysis of the project I worked on as a strategic planner intern, this report will demonstrate how academic expertise can be applied in real life in Bangladesh's ever-changing digital marketing environment.

#### **3.1.1 Background**

##### **3.1.1.1 Analyzen; A Strategic Partner for Berger Paints**

July 2023 saw the appointment of Analyzen as a retainer agency by Berger Paints, a significant paint manufacturer in Bangladesh. Berger received a wide range of marketing services from this deal, including strategy planning, content creation, digital media acquisition, community involvement, and client servicing. As part of these services, Berger's Luxury Silk paint was offered to current Robbialac Acrylic Plastic Emulsion users, and Analyzen was tasked with coming up with a strategy to convince them to convert.

##### **3.1.1.2 Luxury Silk: A Product Worth Upgrading To**

An extraordinary, technically astounding emulsion paint is Berger's Luxury Silk. It blends exceptional aesthetics with exceptional functionality, such long-lasting durability and little

maintenance. Innovative chemicals that optimize flow, dispersion, and other properties are mixed with fine-particle acrylic emulsion in colors that are acceptable for the outdoors. Furthermore, a unique combination of non-toxic, environmentally friendly fungicides and biocides gives Luxury Silk its potent anti-fungal properties.

The finished product provides the walls a gorgeous silky shine and a very smooth feel. Hard detergents are not required for cleaning, which is easy to do with simply water or a mild soap solution due to its great scrub resistance.

Analyzen was in a fantastic position to develop a strategic communication campaign that would convince Robbialac Acrylic Plastic Emulsion customers to consider making this costly upgrade since they understood the unique features and benefits of Luxury Silk. In order to show how successful digital marketing is in influencing consumer behavior and product perception, this study will look at the specific strategies Analyzen employed to achieve this goal.

### **3.1.1.3 Literature Review:**

Digital platforms are becoming essential instruments for brand communication and customer connection in the ever changing sector of modern marketing. Businesses need to develop efficient communication strategies and comprehend consumer behavior in order to successfully traverse this complicated ecology.

**Customer behavior in the digital age and digital advertising:** Customers have greater power now that they have access to so much information. To develop long-term connections with their target audience, marketers must have a full awareness of the intricacies of consumer behavior in digital contexts (Mangold & Faulds, 2009).

**Monitoring & Analysis of Marketing Campaigns:** Effectiveness of marketing campaigns must be analyzed to evaluate return on investment and enhance future strategies (Rust et al.,

2004). Marketers can adapt to changing client preferences and market situations by systematically observing and evaluating their strategies (Smith & Taylor, 2004).

To summarize, marketers can use digital media to develop captivating storylines that resonate with their target audience and produce the desired results.

### **3.1.2 Objectives**

#### **Broad Objective:**

- This report analyzed at how Analyzen created a project to use Luxury Silk paint from Berger Paints to uphold the advancements of the product.

#### **Specific Objectives:**

- This section will examine the opportunities for digital marketing in the nation's market, both now and in the future, and provide a summary of the various digital channels and touchpoints that are employed in effective campaigns.
- Additionally, we'll look at the specific communication strategies Analyzen use to effectively promote product upgrades via digital channels.

We intend to examine consumer behavior and public opinion in the Bangladeshi market concerning digital communication for product updates.

○ .

### **3.1.3 Significance: A Focus on Analyzen's Strategic Planning Expertise**

The paper mostly focuses on Analyzen's strategic planning services; however, it does mention other departments and services in passing. This approach is consistent with Analyzen's primary competency as a digital-first, 360-degree marketing firm, where the majority of communication strategies are painstakingly developed to have optimal effect across a range of digital platforms.

Through an examination of this particular facet of Analyzen's business, this research seeks to offer insightful information on the strategic planning procedure used by a top digital marketing company in the developing Bangladeshi market.

### **3.2 Methodology**

Berger's "Luxury Silk" paint is a luxury product, and in a competitive market, it is essential to understand the preferences of consumers in order to sell it successfully. This study suggests using a variety of methods to have a thorough grasp of the variables impacting homeowners' choices when it comes to "Luxury Silk." To collect data from several viewpoints, this study will combine primary and secondary data-gathering techniques.

- **Primary Data Collection**

- **Online Survey:** Primary data on homeowner preferences will be gathered through the distribution of a well-designed online survey. A variety of user bases that have just finished painting jobs or are thinking about renovations will be the target audience for the study. It will investigate impressions of "Luxury Silk" paint, decision-making processes, painting habits, and demographics. A variety of question types, such as multiple-choice, open-ended, and Likert scale, will yield a more complex understanding.

- **Social Media Data Acquisition:**

Social media sites provide insightful real-time data on customer behavior. Each platform will have specific data collecting techniques used to gather pertinent information regarding Berger's "Luxury Silk" paint. Here are a few such strategies. Manual data collecting may be required for some platforms or specialized communities. This might entail keeping an eye on pertinent social media pages, forums, and online groups in order to collect qualitative information about homeowner opinions and debates around luxury paint. We can get a more comprehensive view of how homeowners engage with "Luxury Silk" information online by combining these techniques.

## Data Analysis

- **Survey Data Analysis:**

The survey data will be analyzed using SPSS software. Examining the link between several independent factors (e.g., age, income, brand familiarity) and the dependent variable (probability of considering "Luxury Silk") may be done by multiple linear regression. This will assist in determining which if any, factors influence the choice to upgrade in a way that is statistically significant.

- **Social Media Data Analysis:**

The analysis of social media data will be customized for the particular information gathered. Measures of engagement that are quantitative in nature can be used to assess the degree of interest in and reception of "Luxury Silk" material. Thematic analysis of qualitative data (obtained through manual collection or social listening) can reveal recurrent themes, issues, and preferences that homeowners have when it comes to luxury paint.

With the use of questionnaires, social media analysis, and secondary data, this multi-method study design attempts to obtain a thorough grasp of homeowner preferences for Berger's "Luxury Silk" paint. Through an examination of factors impacting homeowner involvement with social media content, the influence of demographics, and upgrading decisions, this study will yield significant information for audience targeting and marketing optimization.

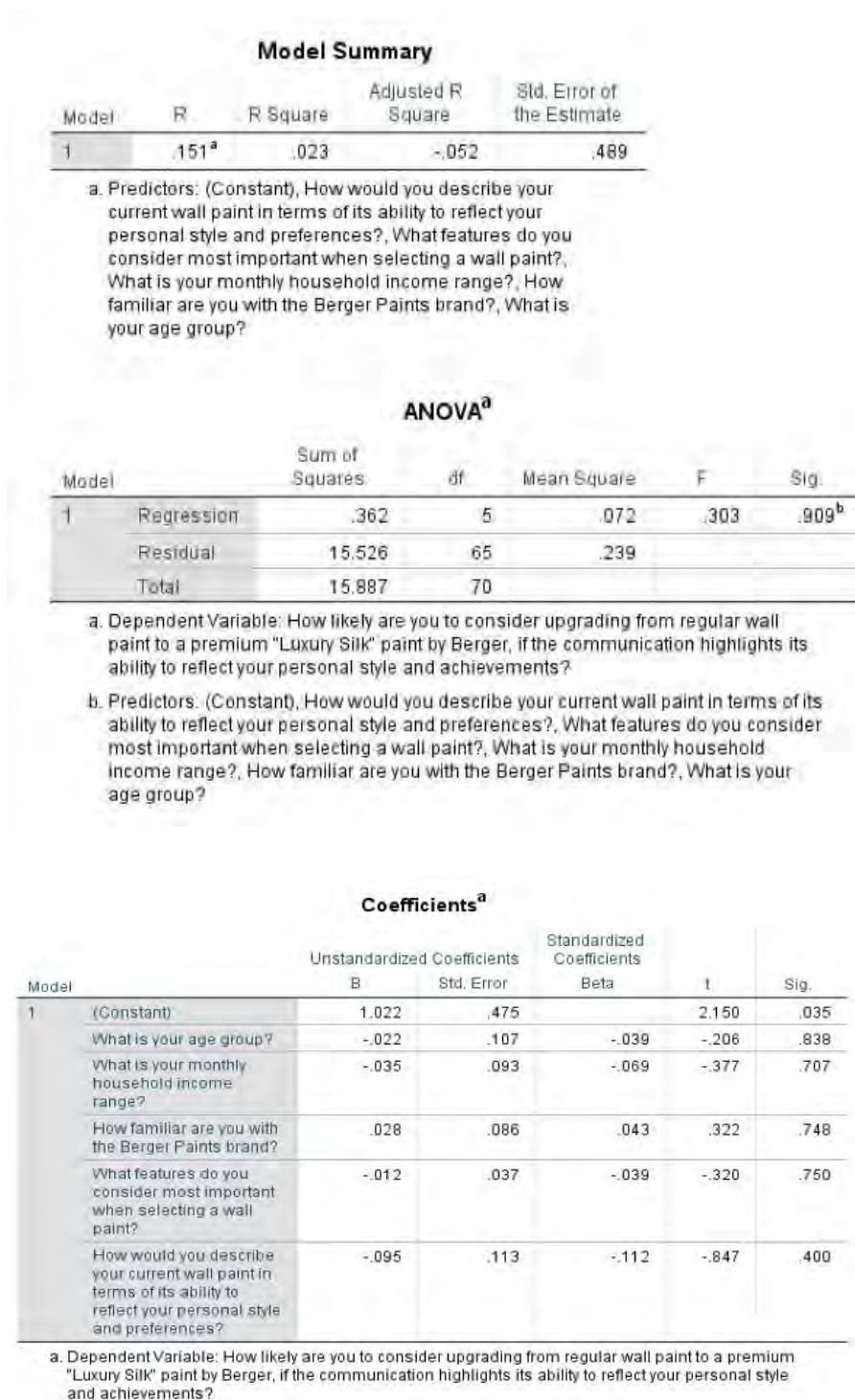
## 3.3 Findings and Analysis

### 3.3.1 Survey Data Analysis Through SPSS

Premium wall painting is promised with Berger's "Luxury Silk" paint. Effective marketing requires an understanding of the factors that motivate users to choose this upgrade. The present study used **Multiple Linear Regression Analysis** to investigate the correlation between homeowner characteristics and their propensity to select "Luxury Silk." The data shows some patterns in age and the current style of wall paint, but generally, the influence of demography seems to be minimal. This indicates that in order to maximize marketing efforts for "Luxury



Silk" paint, a deeper exploration of unmeasured factors impacting upgrade decisions is necessary.



**Figure 3: Multiple Linear Regression Analysis (with SPSS)**

## **Preferences for Berger's "Luxury Silk" Paint: A Comprehensive Analysis**

The reasons behind choosing to upgrade to Berger's "Luxury Silk" paint are thoroughly examined in this paper. Although demographics are important, successful marketing requires a deeper comprehension of the subject.

### **Weak Correlation with Demographics:**

Age, wealth, and brand awareness are the homeowner variables that had the weakest positive connection ( $R = 0.151$ ) with the chance of selecting "Luxury Silk." But since this association is statistically negligible ( $\text{Sig.} = 0.909$ ), only a small percentage of the upgrade choice ( $R \text{ Square} = 0.023$ ) can be explained by these factors. Furthermore, it appears that the model may be overfitting the data based on the corrected  $R \text{ Square}$  ( $-0.052$ ).

### **Detailed Analysis of Factors:**

Using coefficients, each component is looked upon in detail to determine how it affected the choice to upgrade.

**Age Group:** Older homeowners show a minor trend of being less inclined to upgrade (0.022 units decreased for every age group increase). Nonetheless, the impact is negligible and lacks statistical significance ( $\text{Sig.} = 0.838$ ). Age has little bearing on the choice.

**Income Range:** Income has a somewhat negative tendency (0.035 unit drop for every unit increase in the income range), much like age. According to statistics, this relationship is weak and has no discernible effect on the choice ( $\text{Sig.} = 0.707$ ).

**Knowledge of the Berger Brand:** A somewhat favorable impact is shown. Homeowners who are more familiar with the brand have a somewhat stronger preference for "Luxury Silk" (0.028 unit increase per familiarity level). However, because of the poor statistical significance ( $\text{Sig.} = 0.748$ ), this requires additional confirmation.

**Features Considered Important:** It's interesting to note that there may be a minor drop in the likelihood of upgrading when particular characteristics are prioritized in wall paint (0.012 unit decrease per importance increase). Nonetheless, the statistically modest impact size ( $\text{Sig.} = 0.750$ ) indicates that characteristics are probably not a significant determining factor.

**Current Wall Paint Style:** The factor exhibiting the largest effect size (per unit change in style description, 0.095) is not statistically significant (Sig. = 0.400). Homeowners who are less fond of the paint job they currently have appear more receptive to painting over time. To validate this tendency, more research is required.

### **Key Insights and Decisions:**

Although several factors exhibit patterns, none of them influence the choice to upgrade in a statistically meaningful way. This implies that variables other than demography are more important. This is what we can discover:

1. Demographics by themselves are not a reliable indicator of interest in "Luxury Silk".
2. It may be more important to communicate the special qualities and advantages of "Luxury Silk" in order to convince users.
3. Comprehending the reasons behind paint selections made by homeowners is essential for efficient marketing.

### **Next Steps:**

Berger Paints should consider exploring the unexplored field of homeowner psychology in addition to typical data analysis to gain a deeper understanding of the reasons behind homeowners' reluctance to upgrade to "Luxury Silk" paint. How to do it is as follows:

- **Leveraging Current Communication Lines:** It's critical to examine Berger's current communication lines in addition to these innovative research techniques. This involves looking over social media posts, marketing materials, and customer service exchanges to find any holes or places that may need better. For example, do the communication techniques in place adequately address the issues found in homeowner interviews and social listening? Is the "Luxury Silk" message compelling, clear, and succinct? Berger can determine how to effectively incorporate the lessons learned from these novel research techniques into current communication channels by assessing them. This will guarantee a unified and effective communication strategy across all touchpoints.
- **Social Media Research:** There is no shortage of unvarnished homeowner reviews on review sites and social media. By looking through these online discussions, Berger may be able to gain additional insight into homeowner preferences and potential pain points related to paint selections. What are the statements made by the current paint brands?

Which qualities do they laud or criticize? Berger is able to tailor their communication strategy to precisely meet the needs and preferences of their target audience by paying close attention to these online discussions.

- **Focus Group Discussions:** A focus group discussion led by a moderator might produce insightful qualitative data by bringing together a group of users. Berger is able to investigate how decisions are made while choosing paint in an interactive group environment. Berger can spot recurring themes and issues that might not be immediately clear from one-on-one interviews by watching homeowners interact and talk about their paint preferences.

Through the application of these practical communication techniques, Berger Paints may explore homeowner motives that go beyond simple demographics. Knowing the "why" behind upgrade reluctance will enable Berger to create communications that are specifically targeted to its target demographic, increasing sales of "Luxury Silk" paint and strengthening its place in the premium paint industry.

### 3.3.2 Communication line breakdown

The initial communication line was, “শুধুই গ্ল্যামারাস দেয়াল নয় আমার স্মৃতির আঙিনা”

This communication line was introduced with both TVC and OVC where scenes all highlighted the hero's memory, not the present glory.

### 3.3.3 Dissonance in Previous Communication

“শুধুই গ্ল্যামারাস দেয়াল নয় আমার স্মৃতির আঙিনা,” this line indicates that glamorous walls are placeholders, which are used to frame memories. The current proposition communicates that walls are a space for us to relive our past moments. It speaks in the space of **Memories, Nostalgia, and Past.**

To understand whether our consumers share similar views, we asked them what our current communication line means to them, People associate it more with nostalgia and memories. However, the storytelling and the Bangla wording predominantly made it about the past, framed on the wall as memories, rather than focusing on creating new memories now, or reflecting own taste, dreams, persona, or things adorned. It also glorifies the “wall” more than our consumers.

### 3.3.4 The Target Group

**Primary Target Group:** Premium Home Buyers

**Age:** 35-44

**Gender:** Male/Female

**Occupation:** Senior Corporate officials, Government officials, Bankers, Apartment Owner, Career driven, highly respected amongst peers, wants the best quality products and services, wants the best for her family, and has high spending power. **Wants to buy her dream home (Flat) or wants to renovate the current flat for her children and her older parents.**

**Primary Target Group:** The Aspirers

**Age:** 26-35

**Gender:** Male/Female

**Occupation:** New corporates, Job holders

Heavily influenced by peer groups and social media. Has a lot of influence in the purchase decision of their parents in case of buying a new flat/house, has been living in their parents' house/flat, and wants to renovate it for a more modern outlook.

### 3.3.5 Communication Objective

To create a point of distinction, define the product's unique selling proposition (USP) in relation to the taste attribute, and encourage product testing in order to raise product awareness among the pertinent stakeholders.

For the Target consumer, the mentality would be, "I am constantly **moving up** in my life - achieving things, making new memories, aspiring for new experiences, and ruminating on things that have contributed to my journey so far.

As I live in the **now** and look forward to getting **more out of life**, I need my surroundings to be **worthy of reflecting** my thoughts, expressions, moments, and most importantly, the things I care about.”

### 3.3.6 Creative Route

When taking the Creative leap, more precise insight is needed, into how the consumer actually wants their wall to be in comparison to their life.

Consumers think, “As I move up, my professional space is worthy enough to reflect on me. My hangout places reflect the same. However, my personal space does not have the same elements.

I want to redecorate my home and living. I want to upgrade my walls, so it becomes **worthy enough** to reflect my achievements, aspirations, emotions, and things that matter to me.”

### 3.3.7 Communication Line

With the first-hand insights, Analyzen Strategic Planning team proposed a new communication line for the concept. It is as follows:

**“গ্ল্যামারাস দেয়াল এমনটাই  
যেন নিজেকেই ছাড়িয়ে যাই”**

The rationale of the proposed line:

#### **গ্ল্যামারাস দেয়াল এমনটাই**

- The aesthetic value of being Stylish & Sophisticated

- Strong Peer Recommendation
- Value for Money through visible Functionality

### যেন নিজেকেই ছাড়িয়ে যাই

- Gives the self-barrier-breaking feeling.
- Feels more accomplished to have a glamorous, stylish, and sophisticated wall.
- Despite the slightly higher price, making the walls look and feel worthy enough to reflect him or her.

### 3.3.8 Implemented Ideas and Activities

#### **Influencer partnership**

The strategic planning team Berger team to collaborate with **Bidya Sinha Saha Mim** to be the face of the whole campaign. As she is one of the rising stars who is looked upon by many people in the country, she seems like a very good fit.

She will be the main and only face for the whole campaign through social media and offline media. With this partnership, placement in various billboards, Digital posters, and statistics were promoted.

#### **Video Return Report (Teaser)**

The OVC Teaser got around 4000 Reach, 2500 Engagements, and 2900 views on Facebook. (Data Collected from Media Report prepared by Analyzen).

#### **Video Return Report (OVC)**

The OVC got around 17M Reach, 10M engagements, and 11M views on Facebook. (Data Collected from Media Report prepared by Analyzen).



## 3.4 Summary and Conclusions

### 3.4.1 Summary

This paper details an internship with Bangladesh's top digital-first, 360-degree marketing agency, Analyzen. The paper, which focuses on Analyzen's strategic planning services, investigates how academic knowledge is used in the real world inside Bangladesh's ever-changing digital marketing environment.

The main goal is to demonstrate how Analyzen helps companies experience the transformational power of digital marketing. This is accomplished by looking at a case study that analyzes a strategic plan created for a well-known customer, Berger Paints.

After signing up as Berger's retainer agency in July 2023, Analyzen was given a strategic challenge: persuade current Robbialac Acrylic Plastic Emulsion customers to switch to their luxury Luxury Silk paint. The research describes the special qualities and advantages of Luxury Silk, emphasizing both its exceptional aesthetics (smooth texture, fine silky shine) and utility (long-lasting durability, simplicity of maintenance).

We explore the particular digital marketing tactics Analyzen used to accomplish this goal. Among them were:

- **Recognizing the intended audience** Analyzing the current Robbialac Acrylic Plastic Emulsion consumers' demographics, internet activity, and paint-related demands.
- **Creating compelling messages:** Creating targeted advertising that highlighted Luxury Silk's value proposition and demonstrated how, in contrast to the competition, it improves homes and lifestyles.
- **Choosing the best digital channels to use:** Figuring out which digital channels—social media, SEO, influencer marketing, etc.—are best for reaching the target demographic and appealing to their online preferences.
- **Monitoring and evaluating outcomes:** employing a data-driven strategy to track the effectiveness of campaigns, adjust plans in light of current information, and guarantee Berger Paints the highest possible return on investment (ROI).

This method required a thorough understanding of customer behavior and public perception with regard to digital communication for product improvements in the Bangladeshi market.

### 3.4.2 Conclusion

Through the internship at Analyzen, a thorough understanding of the strategic planning process utilized by a premier digital marketing company was acquired. Digital marketing can have a significant impact on consumer behavior and product perceptions, as demonstrated by a case study of Berger Paints' Luxury Silk upgrade campaign.

With the use of digital channels and touchpoints, Analyzen can develop targeted communication strategies that effectively promote product upgrades, strengthen brand loyalty in the dynamic marketing landscape, and ultimately yield a significant return on investment for their clients. This event offered an academically grounded application of real-world information while also demonstrating the importance of cultural sensitivity and data-driven decision-making for the success of digital marketing campaigns.

### 3.5 Recommendations

In order to make the most of the next campaigns, there is room for development. The following are some essential suggestions:

- **Boost Interaction Rate:** Although the strategy that was designed focused on quality messaging, there is a substantial way to improve brand recall and product awareness by increasing the frequency of communication. When consumers are contemplating an upgrade in paint, Berger Paints will remain at the forefront of their minds thanks to a

well-planned content calendar that features messages at regular intervals and is dispersed across many digital platforms.

- **Proactive execution and Follow-Up:** The service staff's timely execution is essential to guaranteeing the success of the intended initiatives.
  
- **Adopt Multi-Channel Marketing:** To increase campaign reach and engagement, think about implementing platforms like Instagram Stories, YouTube Bumper Ads, and targeted advertising across related search engines.
- **Content Calendar for Sub-Brands:** With several sub-brands, including Luxury Silk, Viracare, Robbialac, and Easy Clean, it's critical to strictly stick to a content calendar for each brand. This maximizes the return on investment for each sub-brand by guaranteeing focused attention on each product line at critical points throughout the year.

With several sub-brands, including Luxury Silk, Viracare, Robbialac, and Easy Clean, it's critical to strictly stick to a content calendar for each brand. This maximizes the return on investment for each sub-brand by guaranteeing focused attention on each product line at critical points throughout the year.

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Survey Link: <https://forms.gle/9W33J9W7ayNvi3Mr6>

### Survey Questions

1. **What is your age group?**
  - 18-25 years
  - 26-35 years
  - 36-45 years
  - 46-55 years
  - 56 years and above
2. **What is your current profession?**
  - Student
  - Employed (Private Sector)
  - Employed (Public Sector)
  - Business Owner
  - Retired
3. **What is your monthly household income range?**
  - Less than BDT 50,000
  - BDT 50,001 - BDT 100,000
  - BDT 100,001 - BDT 150,000
  - BDT 150,001 - BDT 200,000
  - More than BDT 200,000
4. **Do you own your current residence or are you renting?**
  - Own
  - Rent
5. **When was the last time you painted your home?**
  - Less than 1 year ago
  - 1-3 years ago
  - 4-6 years ago
  - More than 6 years ago
6. **What was the primary reason for your last home painting?**

- Refresh the look
  - Repair/cover damage
  - Improve the ambiance
  - Increase property value
7. **Which brand of paint did you use for your last home painting?**
- Berger Paints
  - Asian Paints
  - Nippon Paint
  - Don't Recall
8. **How familiar are you with the Berger Paints brand?**
- Very familiar
  - Somewhat familiar
  - Not very familiar
  - Not at all familiar
9. **What do you understand by the term "Luxury/Glamorous" when it comes to wall paint?**
- High-end quality
  - Unique/exclusive design
  - Durable and long-lasting
  - Easy maintenance
10. **Have you seen any recent advertisements or promotional content from Berger Paints?**
- Yes, I have seen multiple advertisements
  - Yes, I have seen one or two advertisements
  - No, I haven't seen any advertisements
11. **What features do you consider most important when selecting a wall paint?**
- Color options
  - Durability
  - Ease of application
  - Finish (matte, glossy, etc.)
  - Brand reputation
  - Price

**12. Who is the primary decision-maker for selecting and purchasing wall paint in your household?**

- Myself
- Spouse
- Parents
- Joint decision

**13. How would you describe your current wall paint in terms of its ability to reflect your personal style and preferences?**

- Fully reflects my style and preferences
- Somewhat reflects my style and preferences
- Does not reflect my style and preferences at all

**14. What would be your ideal wall paint that can best represent your personal style, achievements, and aspirations?**

- Sophisticated and glamorous
- Modern and minimalist
- Vibrant and bold
- Warm and cozy

**15. How likely are you to consider upgrading from regular wall paint to a premium "Luxury Silk" paint by Berger, if the communication highlights its ability to reflect your personal style and achievements?**

- Very likely
- Very unlikely

**16. What does “শুধু Glamorous দেয়াল নয়, আমার স্মৃতির আঙিনা” mean to you? (আপনার কাছে “শুধু Glamorous দেয়াল নয়, আমার স্মৃতির আঙিনা” মানে কী**

**17. What should your ideal wall (of your whole house or a room) represent? (আপনার দেয়াল কী রিফ্লেক্ট করে?)**

18. Can you describe the feelings which you have for your current walls? (আপনার দেয়ালের রং নিয়ে আপনার ফিলিংস শেয়ার করুন।

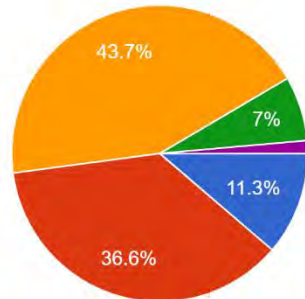
19. What are the factors, which you take into consideration while selecting the type of paint for your walls?



## Survey Results

What is your age group?

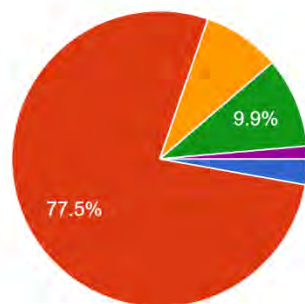
71 responses



- 18-25 years
- 26-35 years
- 36-45 years
- 46-55 years
- 56 years and above

What is your current profession?

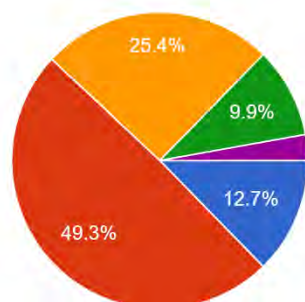
71 responses



- Student
- Employed (Private Sector)
- Employed (Public Sector)
- Business Owner
- Retired

What is your monthly household income range?

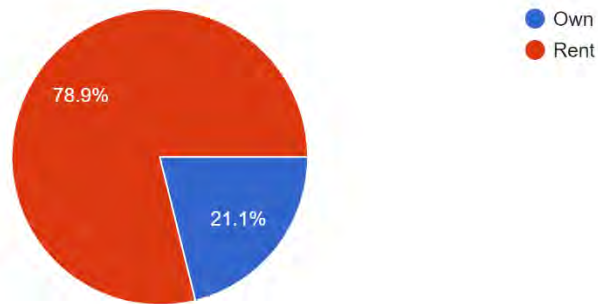
71 responses



- Less than BDT 50,000
- BDT 50,001 - BDT 100,000
- BDT 100,001 - BDT 150,000
- BDT 150,001 - BDT 200,000
- More than BDT 200,000

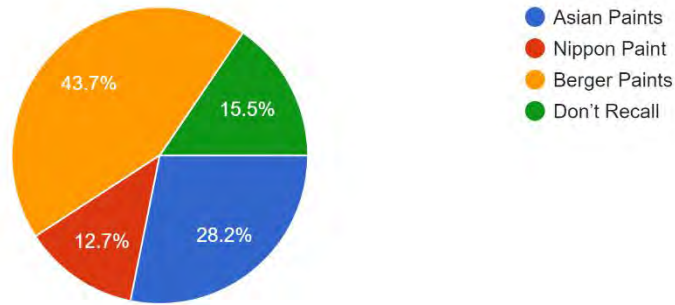
Do you own your current residence or are you renting?

71 responses



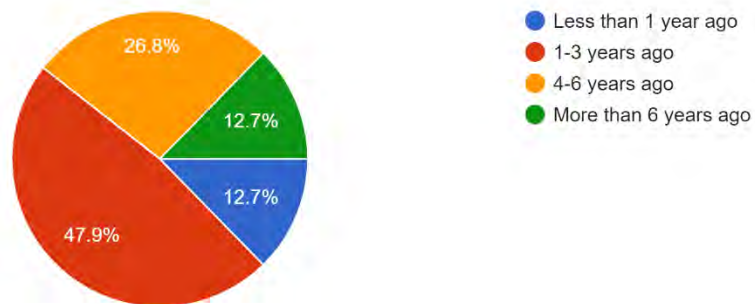
Which brand of paint did you use for your last home painting?

71 responses



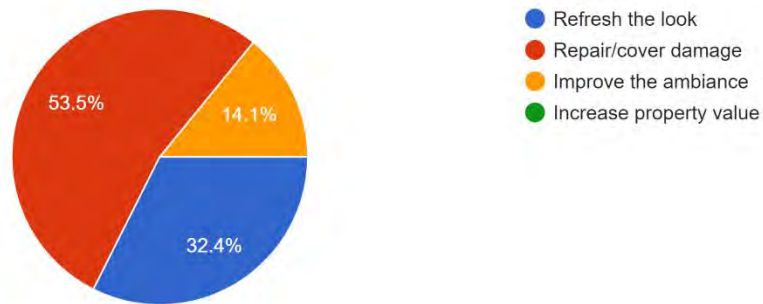
When was the last time you painted your home?

71 responses



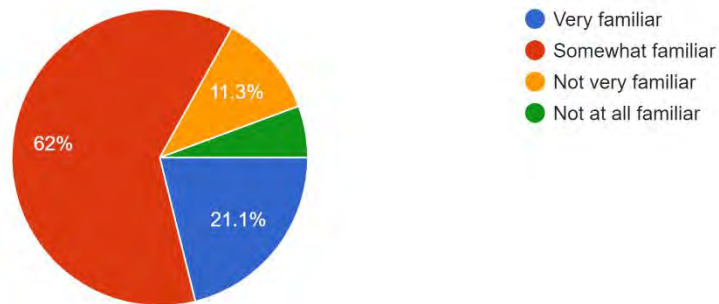
What was the primary reason for your last home painting?

71 responses



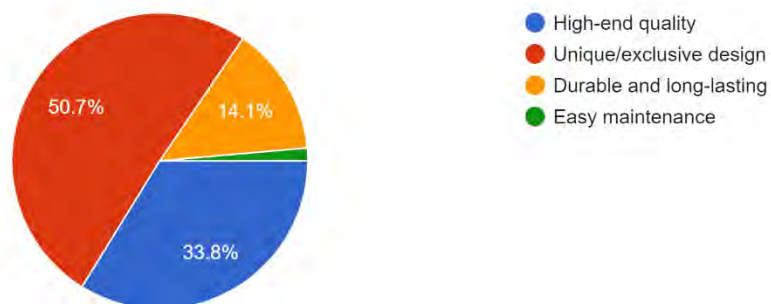
How familiar are you with the Berger Paints brand?

71 responses



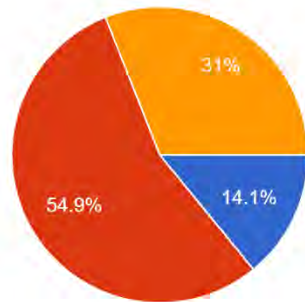
What do you understand by the term "Luxury/Glamorous" when it comes to wall paint?

71 responses



### Have you seen any recent advertisements or promotional content from Berger Paints?

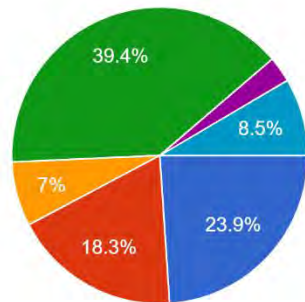
71 responses



- Yes, I have seen multiple advertisements
- Yes, I have seen one or two advertisements
- No, I haven't seen any advertisements

### What features do you consider most important when selecting a wall paint?

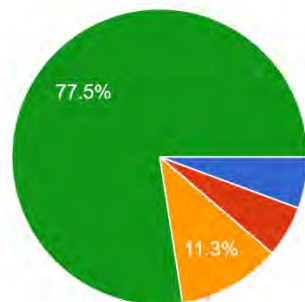
71 responses



- Color options
- Durability
- Ease of application
- Finish (matte, glossy, etc.)
- Brand reputation
- Price

### Who is the primary decision-maker for selecting and purchasing wall paint in your household?

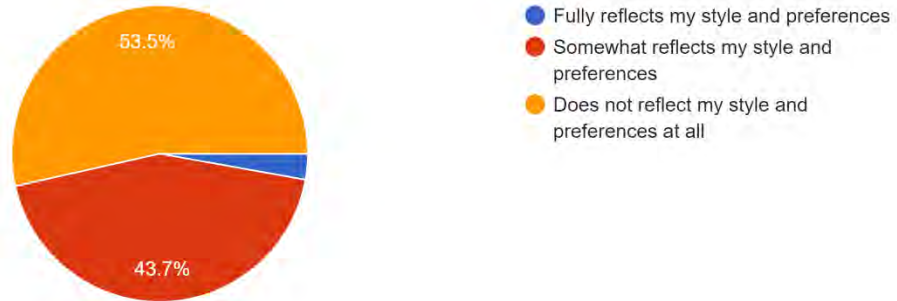
71 responses



- Myself
- Spouse
- Parents
- Joint decision

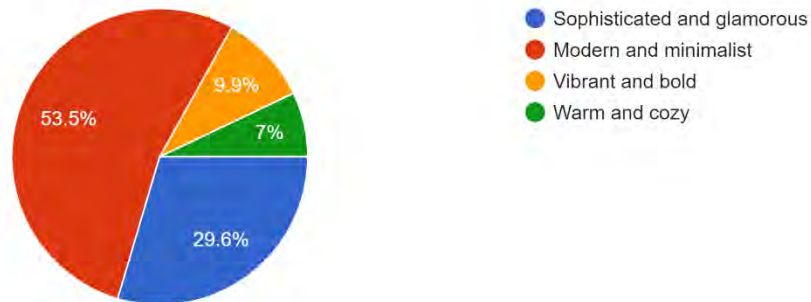
How would you describe your current wall paint in terms of its ability to reflect your personal style and preferences?

71 responses



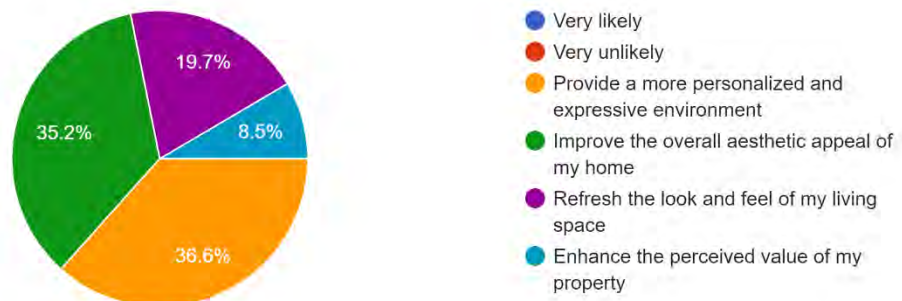
What would be your ideal wall paint that can best represent your personal style, achievements, and aspirations?

71 responses



How likely are you to consider upgrading from regular wall paint to a premium "Luxury Silk" paint by Berger, if the communication highlights its ability to reflect your personal style and achievements?

71 responses





What does “শুধু Glamorous দেয়াল নয়, আমার স্মৃতির আঙিনা” mean to you?  
 (আপনার কাছে “শুধু Glamorous দেয়াল নয়, আমার স্মৃতির আঙিনা” মানে কী?)

71 responses

My imagination is painted on my wall

Wall that reflects the nostalgia we have grown up with

Memories of life

Wall of memorabilia

Wall is more than just concrete

একটা ঝকঝকে সকাল এর মতো সুন্দর

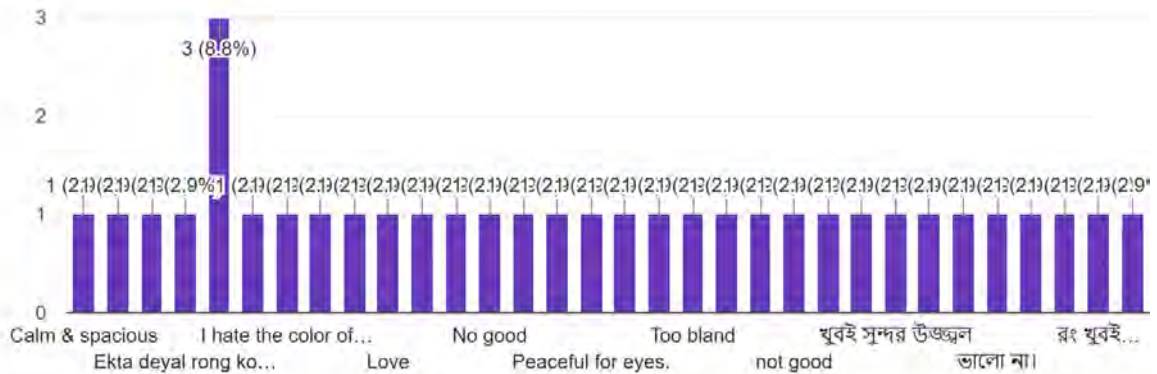
The essence of memories on my walls

সুন্দর একটি অনুভূতি দেয়ালের দিকে তাকালে

Something that has significance and memories are attached.

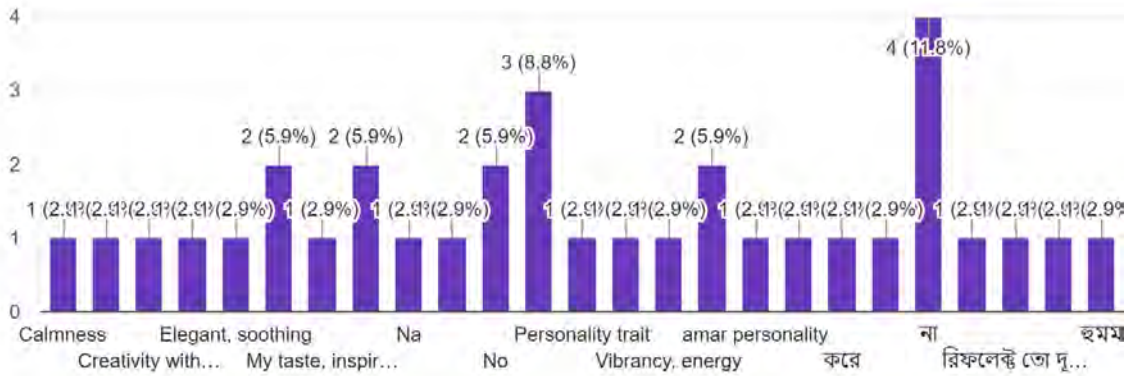
Can you describe the feelings which you have for your current walls? (আপনার দেয়ালের রং নিয়ে আপনার ফিলিংস শেয়ার করুন।)

71 responses



What should your ideal wall (of your whole house or a room) represent? (আপনার দেয়াল কী রিফ্লেক্ট করে?)

71 responses



What are the factors which you take into consideration while selecting the type of paint for your walls?

(বাড়ির দেয়ালের পেইন্ট নির্বাচন করতে কোন বিষয়গুলো আপনার কাছে গুরুত্বপূর্ণ?)

71 responses

Quality and price

N/A

Long lasting and Eco-Friendly

Durability, colour, price, protection from mold and stuff

Sustainability and affordability

সবচেয়ে ভালো রং

Colour shades, finish

সুন্দর দেখাবে এবং গুণগত মান ঠিক থাকবে এবং দেয়ালটা ঠিক থাকবে

Owner decides but I would consider those color that would make the room look bright.