THE INFLUENCES OF NEW MODALITY OF EXPERIENTIAL MARKETING WITH THE DEVELOPMENT OF VIRTUAL PLATFORM: A STUDY ON ASIATIC EXPERIENTIAL MARKETING LTD.

By

RAYHAN SABBIR
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A report submitted to the Department of Bachelor of Business Administration in partial fulfillment of the requirements for the degree of
Undergraduate

BRAC Business School
Brac University
January 2023

Declaration

It is hereby declared that

1. The thesis submitted is my/our own original work while completing degree at Brac University.

2. The thesis 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 thesis 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:

Rayhan Sabbir	
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Approval

The thesis/project titled THE INFLUENCES OF NEW MODALITY OF EXPERIENTIAL MARKETING WITH THE DEVELOPMENT OF VIRTUAL PLATFORM: A STUDY ON ASIATIC EXPERIENTIAL MARKETING LTD]" submitted by

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of Summer 2021 has been accepted as satisfactory in partial fulfillment of the requirement for the degree of Undergraduate on 26-7-2021

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22ndOctober, 2021

Md. Hasan Maksud Chowdhury

Assistant Professor

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66 Mohakhali, Dhaka.

Subject: Submission of Internship Report

Dear Sir,

I want to express my gratitude for accepting this particular topic. The study has allowed me to learn and get crucial insight of how to implement my theoretical understandings in real life. It is my immense pleasure to present you this report after I have successfully completed my internship at Asiatic Experiential Marketing Limited. I was employed inClient Service Department as an intern at first, where I worked closely with Planning & Client service Activation team. I tried to follow your guidelines and my supervisor's instructions to maintain the company policy. The study includes different relevant Marketing factors and terms. I have given some important findings and analysis and also proposed some possible solutions.

I would give my utmost best and shall be obliged to provide you with any clarification related with this report.Thank you.

Sincerely Yours,
Rayhan Sabbir
ID:16204052
BRAC Business School
BRAC University

Letter of Endorsement

The Internship report titled "**A change in experiential marketing with the development of the virtual platform: A study on Asiatic Experiential Marketing LTD.**"has been sent to Md. Hasan Maksud Chowdhury, Assistant Professor at BRAC University, in order to fulfill the requirements for the degree of Bachelor of Business Administration (BBA).Rayhan Sabbir, majoring in Marketing, has submitted the study with the ID16204052. This report has been approved, and it will be evaluated by the Internship Defense Committee.

_____

Assistant Professor

Internship Supervisor

BRAC   University

Acknowledgement

In the name of Allah who is the most merciful and the most compassionate. It was because of his blessings and endorsements that I was able to complete this report. The report was successfully completed due to the guidance and inspiration of some person.

At the very beginning I would like to express my heartfelt gratitude to my faculty supervisor Md. Hasan Maksud Chowdhury who was kind enough to have patience and gave me proper feedback for making this Final Internship Report. He constantly guided me with all of the requisite advice and input, which greatly aided me in improving and re-correcting this document in specific areas. It may be difficult for me to complete this report correctly without his guidance.

Then I would also like to acknowledge the support of my organizational supervisor, Allama S. Nomany, Senior Manager in Planning & Client Service of Activation Department of Asiatic EXP Ltd., for providing me with the ability to join this diverse team and learn new stuffs. I would also like to thank all members of the department as well as other members of the team, Asiatic EXP, and all those who were directly or indirectly affected and supported during my internship and helped me by sharing their insights and experiences. During my internship, I had a close relationship with them. This project would have been very challenging without them.

Finally, I'd like to express my gratitude to the Office of Career Services and Alumni Relations (OCSAR) and BRAC University for assisting me in learning and reaching out to the real corporate world.

The title of this internship report is **" A change in experiential marketing with the development of the virtual platform: A study on Asiatic Experiential Marketing LTD."** Asiatic Experiential Marketing LTD, is one of the pioneer and influential marketing agencies in Bangladesh. It is continuously delivered such nice and unique services to its clients for making such memorable experience. The team of Asiatic EXP Ltd. is outstanding, passionate and charismatic. It is a blessing to work such type intelligent team and organization. This organization introduces their novices with real marketing world and push them how to work smartly in a discipline way. This agency is full of learning opportunities.

This internship report has divided into three chapters. The first chapter presented an overview of the internship. It represented internship experiences, and lessons from the assigned organization. Moreover, Supervisor's information such as name, department, position, Internship information like duration, department, job responsibilities, and internship outcomes such as Student's contribution, benefits, problems s/he faced, and recommendations.

The second chapter gave a demonstration of an overview of the organization's operations and strategic audits. It mainly consists of comprehensiveexplanationsrelevant to the organization, along with company overview,management practices, hierarchy, marketingpractices, financial performances and accounting practices, operations management and information analysis, industry and competitive analysis with SWOT analysis and recommendations.

The third and last chapter described analysis on change in experiential marketing with the development of the virtual platform which is the primary goal of this report. This part holds two projects executed through online due to sudden breakout of Covid-19, a significant development of virtual platform and marketing agency made a remarkable benchmark in Bangladesh digital industry. An elaborate explanation has presented in these projects such as ideation, objective of projects, execution, processing, and other valuable relevant information along with, findings, conclusion, and recommendations. References, necessary tables and figures have also done while preparing information. Of course, three months is a shortest time to gather enough information from this renowned organization; still, I have tried my best to make an effective plagiarism-free report.

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Acronyms

BTL: Below the line

EXP: Experiential

COO: Chief Operating Officer

MD: Managing Director

ED: Executive Director

Sr.: Senior

BASIS: Bangladesh Association of Software & Information Services

BCC: Bangladesh Computer Council

ICT: Information & Communication Technology

BCS: Bangladesh Computer Samity

BACCO: Bangladesh Association of Call Centers and Outsourcing

Chapter 1

Overview of the Internship

1.1 Student Information

I am Rayhan Sabbir, I started my under graduation in the session Fall 2016 under BRACBusiness School where my ID was: 16204052

1.2 Major and Specialization

BRAC Business School is one of the best institutions in the country right now, and I consider myself fortunate enough to have received my education from here. When I applied for the undergrad program, I was offered 8 major options from which I had to choose. I decided Marketing as my major as I've always been fascinated by process of turning imagination into reality & marketing is such an area where I can explore into my ideas & come up with the best branding solution. These have always piqued my interest, and I believed I possessed the necessary talents to succeed in this sector. I've always been strong at communicating effectively and comprehending marketing strategies. My respected faculty members provided me with exceptional understanding of the field during my time here, which was the best I could aspire.

1.3 Internship Information

1.3.1 Period/Company Name/Duration

Asiatic Experiential Marketing Ltd., a sister concern of the parent firm Asiatic 360, under which I've completed my internship program. The internship took place between July & September of 2021. However, I was fortunate enough to secure my job as permanent employee & obtain a permanent employment letter shortly after, which I accepted, and I am now employed as a regular employee at this organization.

Address: Asiatic Experiential Marketing ltd is located at Block K, Road 28, House 10, Banani, Dhaka.

1.3.2 Internship Company Supervisor's Information: Name & Designation

Allama S.Nomany who is a Senior Manager in Planning & Client Service of Activation Department under whom I was assigned. I could learn many things from him & his team, specially the work pattern of the marketing industry & making strategic plans for clients. Also, I have learned to deal clients in a professional manner. My supervisor was very helpful & an excellent mentor to train throughout my internship period.

1.3 Job Scope

1.3.1 Job Description/Duties/Responsibilities

As I was trained for the client servicing department, my job responsibility was to understand the client's brief, understand the theme of the demands, & make a plan by myself to debrief my client's direction to the planning department. Once I debriefed my team's planners, they came up with the proper ideation, theme & strategies based on which I had to brief again to my creative & operation department. The creative team makes designs as per clients' requirements based on my work with the operation & accounts department for the budget & execution plan. After making a total plan to execute the program, I had to pitch to client & as per the client's feedback, we have to revise or bring some changes on plan. Also, I had to collect the quotations of budget from client & worked along with the accounts department to execute the project.As an intern, I was able to gain a better understanding of the complete project creation process. This was quite instructive. Even though these were the key tasks specified, my superiors were gracious enough to include me in every step of the process. They had sought my input and suggestions, and they were grateful for my efforts.

1.4 Internship Outcomes

1.4.1 Student's contribution to the company

My employment required me to communicate with clients regularly. I interacted with them deftly, learning everything I could about their project requirements and following up when necessary. I feel my interactions benefited clients in developing relationships with the business because I was highly praised at work. I attempted to convey their concerns to my superiors and aided the clients in answering their inquiries. In addition, I had actively participated in strategy development and brainstorming meetings. I devised plans for some projects and fulfilled them on time. I was able to

meet the tight deadlines and stick to the program. My bosses, especially my boss, were really pleased with me. The biggest achievement for me was to execute the ten days Virtual Factory Tour of British American Tobacco Green Leaf Thrashing Plant, Kustia, on my own successfully & recently executed the bKash Customer Service Week 2021.

1.4.2 Benefits to the student

My internship at Asiatic Experiential Marketing Ltd. has been really beneficial to me. I studied how marketing plans are developed and implemented in real-world scenarios. I learned how to finish jobs on schedule and stick to the timeline throughout the project. The job pressure is intense, and I soon adjusted to it. I learned more about corporate behavior, including how to handle clients and deal with them professionally and how to interact with and maintain a positive relationship with my superiors and coworkers. I learned how to establish plans, carry out different ideas, and draw inspiration from different viewpoints. I wanted to get as much experience as possible during my internship program. I kept an eye on my colleagues and superiors. I was amazed and driven by how they handled various situations, how they made formal interactions and their diplomatic yet courteous demeanor. Learning from that and receiving praise from them has really boosted my self-assurance.

Internships, in my opinion, can dramatically change a student's perception of their own abilities. They can observe and learn from all of the real-world ramifications of everything they've learned over the last four years, which helps them realize their full potential. This intense experience builds confidence & makes us ready to take more challenges.

1.4.3 Problems/Difficulties faced during the internship

My organization was highly cooperative and had a healthy environment, which I loved and which assisted me in finishing my internship. However, because it is an advertising business, the task was always substantial. I had to work on a tight timeline, which necessitated constant attention. Working hours were also a bit stressful, given there was no set departure time as an agency. On other days, the office hours were extended until after midnight. This was an arduous task for me.

1.4.4 Recommendation for future internship

As I previously indicated, I first struggled to sustain the strict time frame and tremendous workload. Although I soon acclimated, I believe that future internships should provide interns with more options in terms of duration because not everyone can adjust. Interns with a limited amount of time should also assess the situation. Advertisement agencies work differently from other agencies, and it's important to remember that conventional office hours don't apply here.

Chapter 2

Organization Part: Overview, Operations, and a Strategic Audit

2.1 Introduction

2.1.1 Origin

This chapter analyzed organizational activities, such as Asiatic EXP's operational activities, management, and marketing practices, financial performance, operational management, industry and competitive advantages, SWOT analysis, and achievements.

2.1.2 Objectives

The primary objective is to learn about a company's organizational structure and its way of practicing operational activities. Some other essential purposes are;

- Observing the rules of the business
- Generating a link between academic learning and the functional implications of distribution strategy and operation
- Integrating knowledge acquired from professional exposure with theory
- A comprehensive analysis of the organization's functional areas and processes

2.1.3 Scope

Asiatic EXP is a BTL agency whose primary concern is event &activations. It has been done excellent performance from the last two decades, and almost all of its clients are much satisfied with their services. BTL briefs mostly turn into digital activations for this an expertise teamwork behind these activations who are smart enough to understand digital media buying. Asiatic EXP mostly prefers new and fresh minds to train them effectively and efficiently by providing actual tasks which teach them how to handle clients, work pressure, and other difficulties. So, it could be said that Asiatic EXP has many scopes to lean and to learn implementation.

2.1.4 Limitations

The main obstacle is the minimum duration of the internship. It is impossible to grab more information, more learning opportunities, and more chance to blend theoretical learning with practical tasks within a short time. Moreover, the company is unwilling to disclose more information because of security issues and corporate restrictions, which were needed in this paper. No time flexibility to complete the report in time. For collecting more details about organization mostly internet and websites are the only options which are not sufficient.

2.1.5 Significance

The prime objective of this internship is to obtain real-life experience by working with country's leadingmarketing agency. BTL agency works for event &activations that require 360-degree directions from pitching to the end of the programs. Every little thing, even which color suits the event's purpose, has to be determined though people only see the campaigning and activation, rest of the tasks are covered below the water like an iceberg. For this reason, it has been called below the line, a vast portion is disappeared from common people. This internship showed me the uncovered parts through fulfilling the given responsibilities.

2.2 Overview of the Company

2.2.1 Nature of the business

Asiatic EXP is doing all kinds of marketing communications for its clients. It completes all steps of event &activations, creative to ATL advertisements. It provides all types of solutions in a 360-
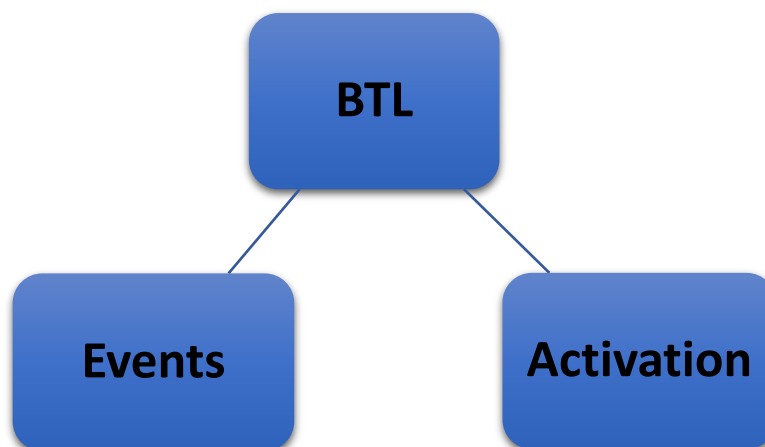
degree way. Asiatic EXP offers every kind of support of BTL communication and event activation.

Figure 01: Nature of the business

2.2.2 About the Company

Asiatic Experiential Marketing Limited is one of the renowned wings of leading creative marketing agency Asiatic 3sixty established in 1997. That time advertisement & marketing sector needed BTL marketing, creative design, innovative ideas for event activation and a unique communication platform who will reach potential target markets in an attractive way, so, out of this need Asiatic 3sixty gave birth a wing named 'Asiatic Experiential Marketing Limited'.

It works as an individual and independent entity with its own rules and regulations, specific operation style, and a group of passionate, skillful expert personnel who successfully activate every event from starting to the end.

Asiatic EXP offers BTL marketing service for its clients, and clients could be anyone. Its client's range is local to multinational companies. Asiatic EXP is renowned for its successful event &activation professionally in the best way. It gives people the best experience which will remember and appreciate always. It delivered an outstanding experience to its clients and made itself a pioneer BTL advertising agency in Bangladesh. Asiatic EXP always works on ideas. They believe only unique ideas can change people's conception and behavior and make unforgettable moments that helps to change perception, which will create an outstanding experience. Based on this moto, they continuously made experiences one after another from the last two decades and actually motivated themselves by believing in "Living Ideas."

2.2.3 Products & Services

Asiatic EXP offers 360-dgree solutions for its valuable clients to give best experiences. Services are;

i) Brand

ii) Social communication

iii) Campaigning digitally

iv) Product Planning

v) Public Relations

vi) Corporate Relations

vii) Research & Planning

viii) Media Planning and Management

2.3 Management Practices

Asiatic EXP follows a well-structured managerial hierarchy order which directs every functional task. The company holds such hard-working, dedicated, and passionate personnel who incessantly contribute to achieving the company's goals.

The Head of the entire team is Managing director. The MD position held by respectable IreshZaker, co-founder of Asiatic EXP. The Chief Operating Officer is responsible for reporting to the MD. Executive Director directs every planning and attending with managers, which later have to report to the COO. There have 4 managerial tiers such as Deputy Manager, Assistant manager, Sr. Manager, and Manager. 3 tiers of Executive positions: Assistant Executive, Executive, and Senior Executive. Interns are holding the bottom line of the hierarchy

2.4 Marketing Practices

As Asiatic EXP is working in the marketing industry as a pioneer marketing agency, it has various marketing plans and promotional activities to promote itself. Clients come to take marketing services from them along with campaigns digitally. Asiatic EXP has some departments for executing its campaigning activities. Departments are;

i) Client Service

ii) Strategic Planning

iii) Creative

iv) Key Account

v) Events Client Service

vi) Operation

vii) Operation planning

viii) HR & Admin

xi) Finance &Accounts &

x) Production

2.5 Financial Performance & Accounting Practices

The agency has finance and accounts department still they do not want to disclose any information related to financial and accounting practice due to confidential issues.

2.6 Operations Management and Information System Practices

Asiatic EXP havespecific operations management modality and information systems. The operation management team executes the final programs & information system supported & backed up by the IT department through which all the data have kept secured.

2.7 Industry and Competitive Analysis

2.7.1 Industry Analysis

To survive in the digital marketing industry, one must be extremely competitive and complex. This industry relies solely on quality service, exceptional performance, originality and innovation, the best strategy and planning, professional customer handling experience, and amazing presentation abilities. These characteristics are essential for any agency since they lead to exceptional

performance, as well as integrity and reputation in the business. Asiatic EXP employs a large number of dedicated individuals that work tirelessly to ensure the industry's competitiveness and strength.

This agency has able to pull off any event with remarkable success. From the past to the present, every client has expressed satisfaction. This quality provides a distinct advantage in becoming an influential leader in this field. Other significant agencies occasionally collaborate with Asiatic EXP when a major event needs to be activated. For example, Grey and Asiatic EXP collaborated to host an event celebrating Bangladesh's 50th anniversary. Clients of this agency include Grameenphone, British American Tobacco, Marico, HSBC, National Parliament, Pepsi, Microsoft, and other well-known companies in the country.

2.7.2 SWOT analysis

	Helpful	**Harmful**
Internal	**Strength**	**Weakness**
External	**Opportunity**	**Threat**

Figure 02: SWOT analysis

2.7.2.1 Strength

- **Passionate manpower**: This agency has a team of dedicated individuals who are ready to take on any task in any context and crack it with their intelligence in an experienced manner. This is one of Asiatic EXP's most key advantages.
- **360-degree solution:** Asiatic EXP has a diverse human resource and department responsible for providing 360-degree solutions and ideas. It entails everything from event

preparation to event activation; the agency delivers every concept to efficiently activate the event. Asiatic EXP's team is significantly more powerful and hardworking, which offers them an advantage in this industry.

- **Reliability:** Famous organizations and national institutions rely on this agency for any biggest and largest event execution as they believe that Asiatic EXP will carry out the whole event nicely and uniquely. This agency created a place of reliability in the client's mind which is another strength of it.

- **Achievement:**This firm's accomplishments are countless since nearly every time they took on any event activation for one of its clients, the agency made it a success both nationally and globally. It has received positive feedback from its clients and target audiences. It has won various honors for its job recognition and remarkable contribution to the advertising sector. Asiatic EXP recently received the Grameenphone Q award in 2019.

- **Spacious office:** This agency has a large spacious office for employees' comfort and other facilities also accommodated for their recreation, meeting, discussion, etc. This is the strength as most digital agencies in Bangladesh do office in one big room, which sometimes creates demotivation among employees.

2.7.2.2 Weaknesses

- **High workload:** As the agency works for event activation and it is a BTL agency for that reason, it has consistently high workload, which creates primarily high pressure. This workload mostly makes unbalancing between family and professional life.

- **No office hour:** The agency has a low number of manpower, which also creates a work burden. Most of the employees working continuously, there has no time for finishing the office tasks. There is no specific office hour, and it could be 10am-6pm or 10am-10pm based on workload.

2.7.2.3 Opportunities

- **Learning place:** Though agency puts much pressure on completing the projects in time, it learns situation management, anger management, time management, pressure handling management and client handling. As well as presentation skills, communication skills and soft skills increase day by day. Agency is the learning space; everyday stuffs are

experiencing new situations and learning from them to implement those in the near future. In this case, Asistic EXP is an excellent place for continuous learning.

➕ **Work with big brand:** This agency worked and is working with well-known organizations and brands that enrich knowledge and experiences, helping future career establishment and higher studies.

2.7.2.4 Threats

➕ **High competition:** Advertising industry is highly competitive. Agencies are always in a rivalry position. The higher experiences, the higher to get work opportunities. The more expert manpower, the more successful execution. This industry is going through ongoing competition.

➕ **More competitors:** Once, there was the fewest number of agencies and people were not aware of digital marketing. Now modern technology changed the tradition, and people are much into the internet. Pandemic changed the using pattern of modern tech more, and now digital marketing is becoming a solid weapon for reach target audiences more.

2.8 Summary and Conclusions

The journey of the internship was both enjoyable and hectic. I enjoyed working with a bunch of passionate, intelligent people; on the other hand, I had to work a lot to complete the given responsibilities, and there was a strict deadline. I learned a lot from this internship but time was so limited that I could not implement it with academic learning. I learned to analyze the situation and handling accordingly. Asiatic EXP is a great agency to learn to manage critical conditions. This agency gives equal importance to its employees and provides a comfortable office environment. This agency appreciates intelligence and nurtures them carefully. This agency is caring for every activity and passionate about their task completed successfully. Apart from some cons, this agency deserves a pioneer title in the advertisement industry for its continuous contribution.

2.8 Recommendations

Asiatic experiential Limited is much concerned about its industry reputation and continuously improving its products and services. It always executed successful events which give the agency appreciation not only within the country but also globally.

Some recommendations I would like to suggest about their strategies, services, and management are;

- As a renowned advertising agency, it continues to address work pressure as well as an immense workload. Most of the time, employees are required to spend the night in the workplace prior to the event. In compared to workload, manpower is insignificant. It would be great if the department could hire some additional professionals to alleviate the undue stress.
- Because of excessive workload, there creates an imbalance between work and family life. Agency should bring some improvement in their policies, rules, and regulations.
- Agency will not ready to hire freshers and non-experience individual because of high competition, so in this case, my suggestion will be Asiatic EXP should offers some opportunities to fresh minds so that they can show their potentialities as well as learn something great which will benefit for career establishment.

Chapter 03

The influences of new modality of experiential marketingwith the development of the virtual platform: A study on Asiatic Experiential Marketing LTD.

3.1 Introduction

This report concentrates on my learnings. I have done my internship at Asiatic Experiential Marketing LTD. under the client service department. The internship was only for three months, and I worked from home and the office due to the pandemic. This is a short time to learn something perfectly, especially online. Still, the whole department and supervisor was so supportive and helpful that I learned a lot for future career establishment. I have been involved in different projects

and have gathered a handful of experiences. In this report, I have accurately presented my entire internship learning and experience with the help of my supervisor.

3.1.1 Background

Due to the Covid-19, the world has halted doing works outside for a long time. However, the current marketing landscape is taking some drastic transformation, and marketing agencies are not the exception. Some prominent marketing agencies are coping quickly and started doing campaigns by using a virtual platform to overcome challenges, grab opportunities, find innovation, focus, and connect with others through technologies. They redefine and polished their existing goals and strategies to make it through pandemic effectively. In this case, Asiatic experiential marketing Ltd. responded so fast and did some excellent campaigns through the digital platform, which gained much appreciation and made some footsteps in the digital marketing world.

3.1.2 Objectives

The objective of this report is to find the influences of a new modality of experiential marketing in the Asiatic EXP using a virtual platform.

3.1.3 Scope of the study

Because COVID-19 plays such an essential part in today's marketing strategies, the outcomes of this research will help creating creative communications strategies for the brands. During pandemic, people are spending more time on online, so expectations on online are changing over time. According to their changing perspective, brands need to transform their communication strategies to enhance their online presence. Dealing with the pandemic situation successfully, agencies repolished their core values to fulfil those brands' needs.The findings will aid future research in identifying critical features of marketing in the COVID-19 context, where there has been little research in Bangladesh.

3.2 Literature review

Experiential marketing has been argued to be an effect of postmodernism. Postmodernism is a western philosophy that breaks away from the modern, traditional way of thinking as a functional

and rational process. Any thinking or behavior which takes on a new approach, veering away from the conventional, practical way of thinking, can be considered an effect of postmodern society (Atwal and Williams, 2008). In this postmodern era, the new generation of consumers are more interested in the experience offered and the emotions and memories were taken away from that experience. The most popular and recent technique to achieve this appeal is experiential marketing (Atwal, G., & Williams, A. 2009).

Experiential marketing is also known as "engagement marketing," "event marketing", "Participation marketing," or "live marketing". After the COVID-19, the pandemic world is dealing with has brought a lot of obstacles in this process of experiential marketing as the pandemic requires social distancing & isolation of social activities to heal the world & as a result marketeer had to come up with a solution to conduct this type of marketing activities. The development of rapid communication systems with the modern technologies & modalities brought a dynamic solution for the experiential marketing activities in this pandemic era & seems like the solution is so effective that it has given an edge to the solution that it would sustain even after the pandemic ends (V. Bakopoulos, J. Baronello, R. Briggs 2017). Experience is one of the essential terms for marketing because people only satisfy by experiences from desired products. Hence, people want products to take desire experiences from selected products. Experience means obtaining set of knowledge through actively engaging in an activity or action. From the past few years, consumers are becoming conscious during engaging in the products or events to acquire a great experience. A great experience builds a strong positive connection between the brand and consumers. Researchers are becoming enthusiastic about exploring more on experiential marketing for online customers due to its innovation and complexity. This happened because this tactic has excellent power to sustain consumer loyalty and raise business opportunities based on factors such as online shopping experience, consumers' behavior towards online, development of online engagement, and the value of experiential marketing online (A.A. Alalwan, N.P. Rana, Y.K. Dwivedi, R. Algharabat, 2017).

According to A. Arora, S. Bansal, C. Kandpal, R. Aswani, Y.K. Dwivedi, (2019) various types of digital communications technologies such as the internet, social media, apps, and other communication technologies have become essential parts of everyone's life worldwide. In the year 2020, users are increasing at a very high rate, especially after the coming pandemic. In this pandemic, the world introduced a new living term named lockdown, which means the world has

gone in isolation mode. Everyone has to follow the term of stay-at-home 24/7. This mode brings a drastic change in everyone's personal and professional life. Billions of people are starting to work from home and for this, they have to bring changes in their communication pattern. Using internet is increasing dramatically for work purposes, which leads to a deep connection with communication technologies. Recent statistics revealed that active users were only 2.95 billion worldwide in 2019, whereas in year 2020 number of active users are around 4.54 billion people around the world, two times larger than the previous year comprising approximately 59% of the global population. This pandemic made social media a vital part of people's life of across the world. It has been forecasted that around 3.40 billion more people will be added by 2023.

M.T. Ballestar, P. Grau-Carles, J. Sainz, (2019) expressed that this turning has happened because digital and social media marketing permits people to operate and achieve their goals at comparatively lower costs. Companies around the world use various modern communication technologies based on target consumers and marketing strategies. Companies use these technologies to create public awareness and wide promotions. In recent days, consumer behaviors have changed significantly because of technological advancement and the omnipresence of multiple options to interact easily to make effective decisions before engaging with desired products and services. M.S.A. Alam, D. Wang, A. Waheed, (2019) stated that people have spent the most significant time on the internet as the pattern of communication, work, and relevant other issues have changed dramatically, bringing a most extensive change in consumer behaviors. Hence, companies have to prepare to respond accordingly. For this reason, brands have made social and digital media a vital part of their communication and marketing strategies and plans.

Researchers find that more than 50 million businesses are registered on Facebook, and 80% of businesses use Twitter. Youth finds Snapchat very positive for the most intimate, casual, and dynamic platform, which is user-friendly by providing information, socialization, and entertainment that produce a tendency to purchase after seeing brands' advertisements. Advertisements are two types on online platform informational and interactional. Twitter is effective for informative appealing. Facebook is best option for interactive entertainment appeal and Instagram is best for both interactive contents combined with informative-entertainment appeal. Studies have found that now social media has a remarkable influence on brand loyalty, customer engagement, sustainability, brand resonance, public awareness and business effectiveness. Digital platforms

unlock several forms of creativity and knowledge along with create a link between them (A. Arora, S. Bansal, C. Kandpal, R. Aswani, Y.K. Dwivedi, 2019).

Year 2020 changed every business in every aspect because of sudden lockdown and isolation. Well-established companies to tea stall every organization was enforced to pass a significant change through the pandemic and to adopt digital technologies overnight to cope with the situation. This pandemic has created a most extensive space to set in the virtual platform for marketing agencies. This devastating actually a reinventing of the business perspective of marketing agencies. Now, agencies have to promote and work digitally in full swing, which created a tough challenge for them privously. They eventually crossed by stepping up tactfully by shifting physical to virtual.

COVID-19 brings a more tremendous change in the operation of businesses which is the formation of cloud-based work. Especially marketing agencies got an effective way to accelerate their activities by developing virtual work infrastructure. Agencies are introducing a new path to work digitally in different ways without being present in the workplace. Agencies are coping with this change quickly and reconstruct their aims to build up a new operating model to operate remotely.

Gradually, agencies know how to adjust effectively with clients' needs and consumers' wants virtually accordingly. Brand s are now more performance-driven to stand up on customer's expectations digitally from last year. 2021 is the year where companies are now adapted to technologies options and preparing more to thrive more so that another kind of pandemic cannot halt the world again.

3.3 Methodology

The report was written as a result of my knowledge and experience gained throughout my internship. After deciding on the topic and research objectives, I began collecting data. No statistical tools such as STATA have been used for the analysis as it is more of descriptive research.

This study was conducted using both primary and secondary data sources.

+ **Primary sources**

- Converse with supervisor and associate groups

- Clients' feedback and reviews

- Both field and office tasks

- Office file and documents

- **Secondary sources**

- Company websites

- Brochure

- Internet articles

3.4 Development of the virtual platform in Asiatic Experiential Marketing LTD.

Project Analysis

- Finding the influences of a new modality of experiential marketing in the Asiatic EXP using a virtual platform

3.4.1 Project 01: Digital World 2020

3.4.1.1 Overview

Digital world took place globally through the digital platform from 9th to 11th December 2020, based on the theme "Socially distanced – digitally connected'.

Because of the unprecedented pandemic, the ICT division went for a complete virtual platform for the first time to commemorate such a national event globally. To ensure safety and avoid health challenges, organizers have assembled the event in both virtual and physical modalities. Guests, exhibitors, and participants experimented with these different kinds of interaction. The physical component took place at the BICC center.

Figure 03:Digital World 2020

This phase comprised three parts – The opening ceremony, the closing and award ceremony, and conferences. The virtual stage organized in the digital platform. This phase consisted of other functions such as exhibition, software showcasing, e-Governance Expo, Ministerial Conference, e-Commerce Expo, musical concert, seminars and many more.

This event highlighted ICT products and services and a prospective opportunity to present accomplishments and experiences and build connections with industry insiders, legislative bodies, government ministers, ICT think-tankers, and entrepreneurs to improve knowledge. These relationships and meetings will support in the accomplishment of Vision2020: Digital Bangladesh. These millions of visitors arrived via the Digital World 2020 digital platform. A well-established and insightful official website and mobile app were also built to provide up-to-date information about the event.

3.4.1.2 Context

'Digital World' is one of South Asia's most extensive ICT exhibits and knowledge sharing hubs. It began in 2009 to develop a digitalized and knowledge-based nation by 2020, entitled Vision 2020, with ICTs as a fundamental element. It is a significant brand event organized by the Bangladesh government through public-private collaboration. It is a knowledge sharing and connection developing platform that promotes IT-related knowledge sharing and the formation of networks among IT specialists and think-tankers from varied industries. It is a reunion of potential IT altruists and IT sector big shots. Through this platform, altruists can get in touch with all these specialists to expand their knowledge and become the next leaders in this field. As policymakers, think tanks, IT entrepreneurs, and young people join in the digital world, they contribute to growing digital technologies' potentials.

Figure 04: Digital World Key Visual

The event encourages the formation of bonds between international and local organizations, along with concerned individuals.

The celebration of this brand event began in 2011 following the successful celebration of 'e-Asia 2011', which encouraged responsible authorities to continue similar type of events in subsequent years. However, just after the 2012 event titled "Digital World," in which the ICT division was the primary organizer, this platform became a brand of the ICT division. Since then, this event has been held each year from 2014 to 2017. The sixth edition of this mega event was entitled 'Digital World-2020.'

3.4.1.3 Objective

The primary purpose of this program is to establish a stage for local companies to promote their products, services, and future plans to attendees. Furthermore, workshops, conferences, and exhibitions will be conducted so local corporations and individuals can engage with the contemporary world and share ideas, goals, findings, and insights.

3.4.1.4 Ideation

In this modern world, technology makes it easier to overcome obstacles, provide opportunities, benefit from exploration, and connect with others globally any time with anyone, no matter how far or near the groups or individuals.

The recent rise of the Covid-19 pandemic shook the world. The Bangladesh government's ICT division saw it as a challenge to recall their flagship event in a new and improved format via a digital platform. They refined their objectives and chose to take a step forward in this advanced technological era.

Figure 05: DW 2020 at a glance

The virtual digital world can reach places that are physically impossible to navigate. This feature took advantage of this potential this time, and ICT decided to observe this big event in complete online form in order to provide the most up-to-date experience to relevant groups and individuals.

It has been planned that a well-established website and mobile app will be created for reaching relevant people quickly and effectively. Throughout the event, participants can stream live events, virtual concerts, seminars, conferences, exhibitions, expo, enjoy hybrid event parts, and other engagements in convenient time.

A specific digital platform will be developed to enable for effective engagement with participants and exhibitors, and to bridge the gap between potential participants and leaders from diverse industries. There will be a virtual Mujib Corner to visit and several exciting activities to do in hopes of bringing the more people in this virtual platform together, as it is possible to connect from anywhere digitally.

3.4.1.5 Theme

"Socially Distanced – Digitally Connected"

This theme was chosen to demonstrate the resilience and perseverance of individual people who are working hard to address the fear of a pandemic.

3.4.1.6 Modality

'Digital World 2020' offered a platform to build a connection among investors, entrepreneurs, leaders, IT think tankers and expertise. IT organizations, startups, and public companies would exhibit their products, services, and planning to overcome upcoming challenges. Moreover, seminars, webinars, conferences, ceremonies, ministry talk show, entrepreneurs' interaction, women and children in IT world and policy dialogues.

An innovative virtual platform served with a well-designed website including a cloud-based server which permitted an infinite number of individuals. Every participant had to register just before attending the event.

The website is established in user-friendly way for accessing from any device easily. It added telecast option for participants to attend the live telecast of discussions. It has offered to give an overview of 'Digital World 2020', details about the event executions, messages from respectable PM and relevant higher authorities, registration spokesperson and participants, Exhibitors' backend access permission to Digital world virtual platform, and schedule of every part of event. Opening sessions were included Ministerial Conferences, Opening Ceremony, Award Ceremony, Closing Ceremony and Live Virtual Concerts

🞣 **Significant parts of Digital World 2020**

1. E-Governance Expo

2. Software Illustration

3. Expo on Mobile Innovation

4. Expo of E-Commerce

5. Ministerial conferences

6. Startup Exhibition

7. Mujib Corner Exhibition
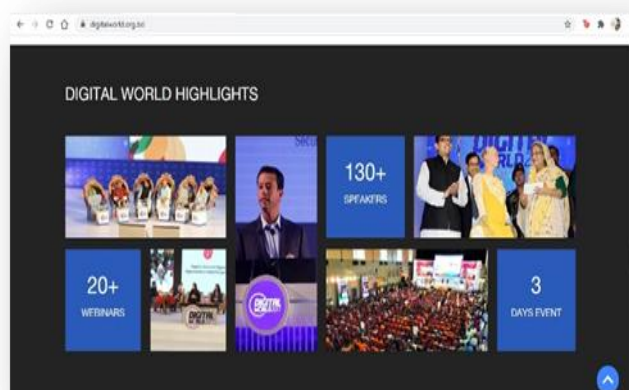
Figure 07: Highlights of DW 2020

🞣 **Remarkable aspects**

1. IT Illustration Stalls and pavilions - 200+

2. Displaying e-services & products of Government institutions - 50+

3. Interpretation of ICT industry of Bangladesh capacity

4. Numbers of telecasting seminars, conference & policy dialogue - 20+

5. Freelancer conference

6. Musical Concert by famous bands – Nemesis, Artcell, Tahsan Khan, Protic Hasan, Kona, Pintu Ghosh &SomlataAcharyya

Event Exhibitions

E-Governance

Government-owned products and services were on display at this show. Public institutions had interpreted their available services digitally and demonstrated how to access them.

Software

The capacity of the local IT industries given services and products to generate creative solutions was perceived. Visitors are encouraged to express their thoughts and perspectives so that the industry may move forwards for developing effective policy frameworks and programs that will assure the design, implementation, and use of ICTs to improve our society, economy, and business conditions.

Mobile Innovation

The mobile platform is quickly becoming a viable option for accessing web services. As a consequence, mobile technology-based services were on exhibit in attempt to gather public feedback. Mobile technologies have been enhanced in a variety of ways, including e-learning, gaming, online payment, an online billing system, video streaming, various communication apps, and so on. This exhibition was held so that visitors and guests may learn about new aspects of mobile-based technologies.

E-Commerce

E-commerce is a rapidly developing trend in Bangladesh, and it is an appealing business model for everyone from the government to global corporations to new entrepreneurs. This trend is now seen as much more profitable and inventive internet offerings for the commercial sector. E-commerce

efficiently promotes the products and services of various worldwide and domestic entities, so that's why they joined in this explication to demonstrate their offers to the respective clients.

Startup's zone

Entrepreneurship is currently the most popular trend among aspiring entrepreneurs. The government is very supportive in expanding and growing these startups, which will aid the country's economic situation. To achieve this goal, Digital World 2020 provided a startup zone where entrepreneurs could display their business models, ideas, innovations, offers, products, and services in order to interact with possible investors and industry leaders and find stakeholders to expand.

Mujib Corner

One of the major exhibitions of this celebration was 'Mujib Corner,' which had been virtually constructed on the occasion of Bangabandhu Sheikh Mujibur Rahman's 100th birth anniversary. This pocket was loaded with photographs, documentaries, roles in liberation wars, lifestyle portrayals, ideologies, and battles. Visitors used their avatars to access this zone, which disclosed new unexplored details about Bangabandhu.

Figure 08: Virtual Mujib Corner

3.4.1.9 Unique aspects of DW 2020

DW Virtual Platform

'Digital World 2020' was held through a digital platform due to the sudden occurrence of the pandemic. A user-friendly website with a cloud-based server was developed for registering, accessing, and providing updated information. The website link is http://www.digitalworld.org.bd/

Activities were done through the website:

1.   Introduction of Digital World

2.   Event details

3.   Registration of participant

4.   Registration of speaker

5.   Registration of Exhibitor

6.   Backend access for exhibition
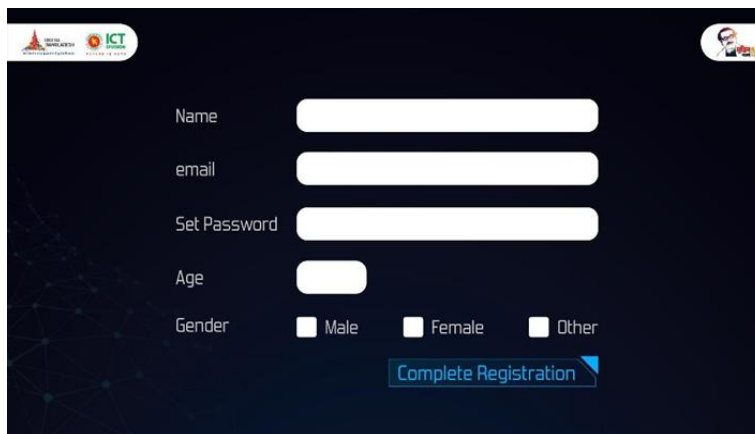
Figure 09: Website

An app was also developed using a 'Unity' gaming engine to host a cloud-based server for unlimited users' access. The app was available both in Google play store and app store to download and install easily. This app offered the opportunity to create the virtual character of an individual named 'Avatar' for roaming virtually in virtual exhibition zones.

Virtual platform was created, followed by BICC structure. Various types of framing were used in exhibition zones. 3D modeling was used for entire platform, both outside and inside. Branding options were added for hosts, organizers, and participators. Exhibitors operated and ran their exhibitions by accessing backend from registration website. Exhibitor used their avatar for interpreting their offered services and products and chat with visitors in a chatbox. Visitors also talked with each other as well.

🞉 Avatar

Avatar was an interesting, innovative creation of this event. It has a different icon to edit according to personal choices. Individuals created their own avatars by matching their characteristics or looks. Some editable icons of avatar were

- Dresses

- Eye and eyes wear

- Expressions

- Head wears

- Tops

- Shoes

- Skin Tones

- Hair styles

- Beard Styles

- Spectacles

Figure 10: Avatar

An exceptional aspect was added so that participants could take selfies with their created avatar in the selfies booth and posted on their social media sites. This innovative avatar achieved an excellent appreciation for its unique creation.

Ministerial Conferences

This year the theme of the ministerial conference was 'Embracing Digital Technologies in the New Normal', which means adapting digital technologies by accepting the bindings with time benefitting opportunities. New normal represents accepting the drastic changes wrought by Covid-19 pandemic.

To symbolize the significance of the theme's meaning, a ministerial meeting was convened virtually based on the theme. The theme properly matched the current trend and difficulties caused by the

devastation of the pandemic. The ministerial conferences debated that the issue is perfectly illustrated that, while people retain social distance, yet they could be digitally engaging with one another.

Figure 11: Virtual setup for ministerial Conference

The objective behind organizing ministerial conferences was successfully capable of drawing wholesome attention of internationally to address the ongoing most challenging issues digitally by fostering collaboration among nations.

Primary aims of the ministerial conference are;

- Enhance cooperative relationships among countries by adapting digital technologies in this new normal condition;

- Enhance understanding among countries to combat regional and international challenges posed by Covid-19;

- Boosting digital collaboration among countries to solve inter-state and cross-border rising issues

- **Webinars**

All panel discussions were held on virtual platforms due to the abrupt outbreak of the health crisis in this epidemic. All talks were pre-shot utilizing 'Chroma' technology prior to the event. For the workshops, all discussants were present in a secure auditorium, while others were linked electronically. These webinars were broadcast in a timely manner via the site, app, DW, ICT division, and BCC's official social media.

- **Seminars**

9-11 December, each day around 2-2.30 hours long meetings were

conducted in 3 secured hall rooms.

Figure 12: Set up of seminars

Hall room	Seminar Title	Discussion topic
01	**Smart Logistics: Opportunities and Challenges in Last Mile Delivery**	Smart Logistics' possibilities and challenges in the supply chain industry, along with its contribution to economic development
	ICT Career Camp	Creating awareness among youth about the necessity to obtain IT knowledge for a secured future and career and take the necessary steps to deliver training to make them ready to overcome the challenges of Digital Bangladesh's vision.
	A Sneak Peek into Billion Dollar Digital Industries	Making remarkable contributions in the IT sectors by online professionals in Bangladesh and heard some success stories of professionals.
02	**Implementing e-Governance in Bangladesh: Public service simplification and digitalization**	Bringing digitalization in services making people's life easier
	BPO - The key to unlock Digital Transformation	Business process outsourcing maintains a vital role in transforming digitalization
	Universal Access for Inclusive Digital Bangladesh	e-health services make a new era
03	**Career in Emerging BPO - Challenges and Opportunity**	Role of telephone, email, chat for customer's interaction services, transaction process, telemarketing, and technical support, and so on.
	Digital Bangladesh 2021: Fintech for accelerating a cash-light and Inclusive Digital Economy	Outstanding continuous contribution of fintech industry for accelerating digital economy
	International Tender: Participation of Local companies and Value Addition	Participation in international tender helps to grow a country's economic condition

Table 01: Seminar, Day 01

| Hall room	Seminar Title	Discussion topic
01	**Cross border e-commerce**	the whole world become potential buyers for cross-border e-commerce
	Birth of a new Era: Startup Bangladesh Ventures	Initiatives of startup Bangladesh successfully created the encouraging environment for investing in startups
	The Journey of Startup Ecosystem in Bangladesh	An overview of the journey of startups in Bangladesh
	Shuchona Foundation: A Roadmap for Ensuring the Employment of Persons with Neurodevelopmental Disorders	Detail discussion on Neurodevelopmental Disorders
02	**Mission $5 Billion**	Significance of mission $5 billion and the workarounds for digitalization
	Digital Health Solutions Post COVID-19 - Opportunities, Challenges, Strategies	Detail discussion on prospective of e-health service
	Digital Product Development and Growth Hacking its Marketing	about the world of digital products and marketing strategies for bringing successful
03	**Digital Commerce: Policies & Possibilities**	Details discussion on possibilities and policies of Digital commerce
	Digital Agro Commodity Exchange - Post Covid	Discussion on exchange system of Digital Agro of Bangladesh in post covid situation
	Career Development for Japanese ICT Industry	The vital role of Japanese ICT industry in the ICT sector and the everlasting friendship

Table 02: Seminar, Day 02

Hall room	Seminar Title	Discussion topic
01	**Made in Bangladesh - Post Covid**	Opportunities of new normal, a new era of post covid
	Women Empowerment and ICT	Detailed discussion on the impact of ICT on women empowerment
02	**Make Local, Sell Global: Promoting the Bangladesh Story**	Possibilities, scopes, challenges, and opportunities of local products in international markets along with scopes creation for local entrepreneurs
	Education and Skills in Pandemic and Beyond	Digitalization of education system due to epidemic and post covid
03	**Role of the Government and Private Sector in e-Commerce**	Significant part of the government and private sector in the e-commerce industry booming
	The next destination for Investment in Digital Commerce	Future investment in digital commerce

Table 03: Seminar, Day 03

♣ Coordination of Web and Application

The most delicate aspect of this enormous event was the coordination between online and app. Both platforms required to be synced in purpose of carrying out programs in an automated manner on time. These platforms have been designed to be user-friendly in order to provide maximum support for the future events.
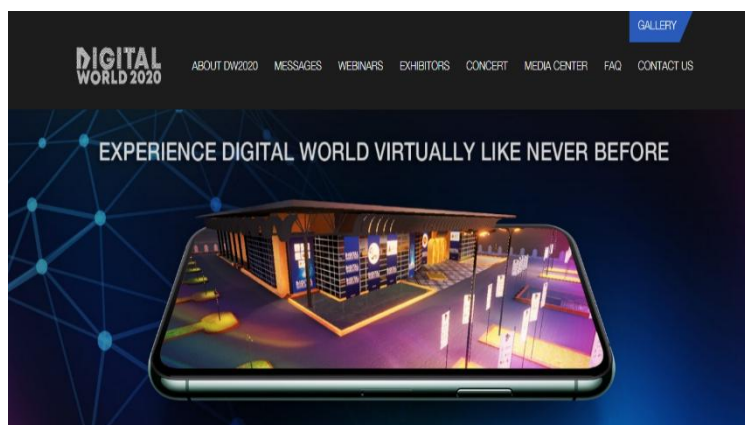
Figure 13: Coordination of Web and Application

For this virtual event, the primary intention was to reach webinars programs in an exceptional way globally and obtain this goal successfully by successfully coordinating both platforms. These were assembled in a way that everybody participated in the fair felt like the real event.

Mega Ceremonies

Largest ICT virtual fair, 'Digital world 2021' held its mega ceremonies in both physically and virtually. Mega ceremonies were event inauguration, event ending program and award-giving function. Every ceremony took place physically in the auditorium of the Bangladesh Film Archive.
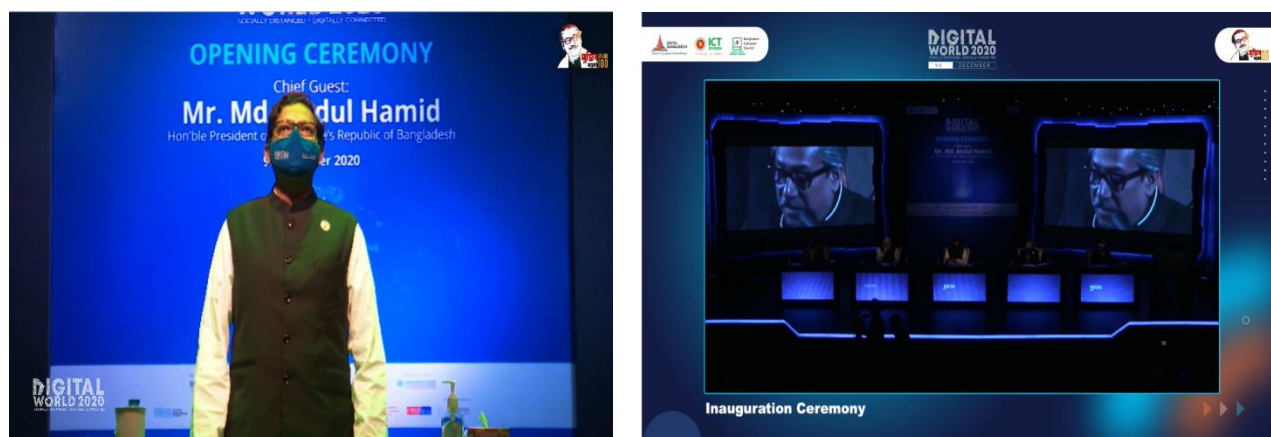

Figure 14: Hybrid Event

The event was inaugurated by President Abdul Hamid virtually and Hon'ble State Minister Mr. Zunaid Ahmed Palak, MP of ICT Division, as the main spokesperson of the event.

Following the award-giving ceremony, a vibrant cultural performance was presented in the closing ceremony, in which country's famous performers performed marvelously. Mr. Salman F Rahman, Private Sector Industry and Investment Adviser to the Honorable PM, was attended as the event's closing program's Guest Of honor. These programs were aired to target audiences via numerous mediums using integrated communication divided into three parts: pre-event, event, and post-event format.

Zone of exhibition

The sector of the exhibition was designed in seven parts based on criteria and numbers of participants.
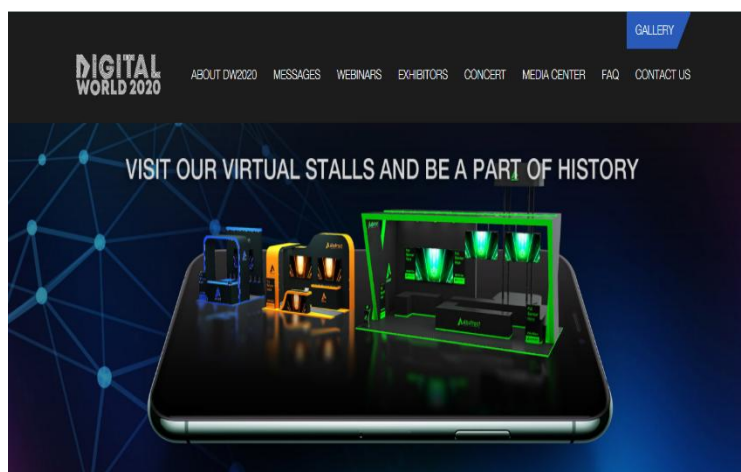
Figure 15: Exhibition Zone

Exhibitor	Number of participants
Made in Bangladesh	14
E-Governance	95
E-Commerce	82
Software and Mobile Innovation	52
Startup	18
Special	03
Business Process Outsourcing	08

Table 04: Numbers of Exhibitor

Virtual Concerts

A thrilling concert at the end of each three-day long ICT fair enhanced everyone's enthusiasm by relieving tiredness. Everyone joined in this event absolutely loved this section. The 90 percent were young people who were usually quite excited about the music biz. This music concert was performed by some of the country's foremost well-known and respected musicians.
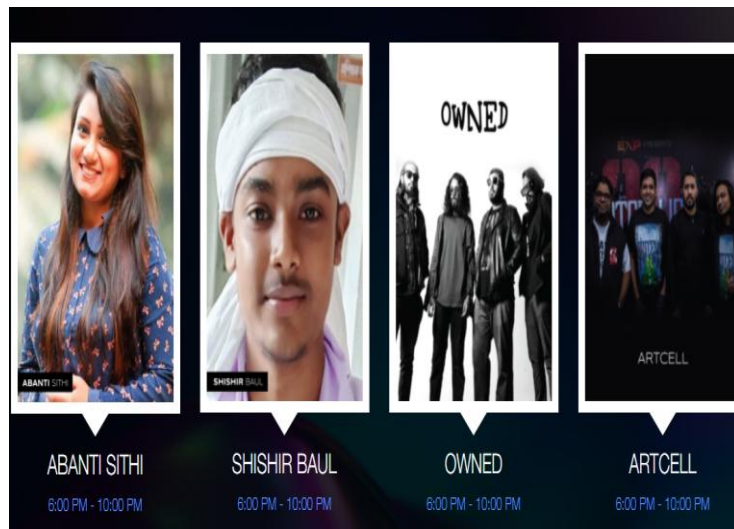
Figure 16: Concert 01

Concerts were held throughout 3days. In day 01 Abantishithi, Shishir baul, Band owned and Artcell had performed. In day 02, oyshee, Shawon Gaanwala, Band F-Minor and Nemesis had performed. Last day, Tahsan khan, Kona, Protic Hasan and Pintu Ghosh performed. Another attraction was the presence of international artist SomlataAcharyya Chowdhury who mesmerized the concert session with her fantastic performance.

Figure 17: Concert 02

Figure 18: Concert 03

This time, the concert was streamed live thru a virtual platform. The virtual show was pre-recorded with 'Chroma' technology and transmitted according to the timetable. This time background was uniquely set individually by Bangladesh's most iconic tourist destination. Both internationals and domestic professional technicians set up the lighting, sound system, and visuals.

3.4.1.10 Promotion

Press Conference

A press conference was held using 'Chroma' technology in a limited number of physical presences of senior journalists and media crew and others were joined through a virtual platform. The respectable ICT minister was the chief person of this mega event. The entire conference took place in the BCC tower's hall room.

Figure 19: Press Conference

Press Ad

Press ad was included for promotional activities. The requirement was prior to the event 4 Colum with 8inch colour on front page 06 incretion. Press ads were released in 4 top tiers of newspapers in the country.

Figure 20: Press Ad

TVC and OVC

Digital marketing agencies were done great for promoting. Agencies created 1 TVC and 2 OVCs broadcasted in different top national TV channels with BTV and various social media platforms. It

has been reported that 50 seconds TVC spotted 700 times in the Tv channels both peak and off-peak hour.

Digital Campaign

Digital campaigns vastly took place in different social media platforms such as Facebook, Linkedin, Instagram, ads on Youtube, GNR, etc. Various static posts, Video clips like OVC, celebrity endorsement, call to action videos were other options for digital campaigning.

Figure 21: Digital Campaign

City Branding

City branding was held in an extensive way to create awareness and increasing the participation of visitors. This branding went successful and taken activities for this event were ;

✓ wooden Banner by Roadside
✓ wooden frame on Roadside
✓ Branding on BRTC Bus
✓ Electric pole festoon
✓ 8 LED Billboard for 7days
✓ 100 Small LED Billboard on Roadside for ten days
✓ Colorful Flags on the Roadside
✓ Banner on the Over bridges
✓ Roman Banner for ICT Tower

❖ Print Publication

Multiple printing materials were used for print publications. Some important were

1. Invitation Card in Envelope

2. Seminar Card Invitation card in Envelope

3. Guidelines on Expo

4. Souvenirs

5. Lanyard included ID Card for organizers & speaker

6. T-Shirt as a souvenir of volunteers, exhibitors, speakers, organizers,

7. Branded Notebook, Pen, File Folder, and Certificate

Figure 22: Print Publications

5 Findings and Analysis

3.5.1 Findings

During analysis the situation, it is clearly understood that these influences is giving a new edge to the experiential marketing industry & this new method will sustain for its dimensions. Though,

- ✓ The ICT division campaign was vast, so many people were not interested in participating in this event because of the virtual platform. As people were used to gathering physically this time, they did not take it as convenient.

- One of the most significant achievements was to take this kind of step to celebrate this kind of largest globally renowned ICT event by boldly embracing digital technologies. This step achieved great appreciation both nationally and internationally.
- Through this event, the Bangladesh government proved its strength of digitalization power in the tech world.
- Bangladesh is going ahead so fast in the IT industry. Many potentials are present in this industry who will indeed develop more in Bangladesh digital industry by serving effectively and efficiently.

3.5.2 Analysis

This most prominent IT fair using virtual platform proved that Bangladesh's IT industry is much robust like other advanced country and gradually, this industry is booming. Creation avatar got much popularity and appreciation. This is such an innovative creation of digital technologies. People are broadly using this avatar in social media.

Another important aspect is the expositions of services and products connected to international and national platforms and individuals. Products and services of both domestic IT industry and government institutions got appreciation. Digitalization in payment systems, education systems, user-friendly software, mobile innovation, e-commerce, e-health services brought much awareness. This is the sign of industry booming. It has fostered cooperation between countries and institutions in the ICT sector, also it clearly shows the significance

The development of such kind of virtual platform has established a benchmark in the digital industry. In this pandemic, suddenly, this kind of digital development and creation is genuinely worth appreciation. This kind of mega-event launched entirely online is complex, still, the digital industry on board it towards audiences successfully without making significant faults.

Virtual concerts and the background of iconic spots reached this event to another level. Participants enjoyed it thoroughly. It indicates these influences

3.6 Summary and Conclusion

With the development of virtual platform, this ICT fair was a unique and appreciated program for the Bangladesh IT industry and the digital sector. This largestexpoexhibited achievements, capabilities, possibilities, ideas, models, and products and services plans. This event offered an effective platform for the reunion of potential ones with industry leaders to foster their knowledge and share their thinking and perceptions. It has changed the infrastructure of this event and opened many doors of possibilities for upcoming years.

3.7 Recommendations

Asiatic experiential was doing a great job in campaigning, which is praiseworthy. It campaigned uniquely and successfully pulled up the entire event without making significant mistakes. They connected people with a better understanding and built up a better relationship.

Still, so many people did not feel interested in the campaigns as it was totally new for them and sacred for online security purposes during participation. So it is recommended that awareness information be added during the campaign so that people do not hesitate to participate more soon following programs.

The campaigns should be equally understandable for every kind of people to participate and engage more. Digital design, illustration should be more clarified according to visitors' and audience's perspectives. Overall, campaigns were satisfactory as the first time in a complete-fledged online platform.

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www.swapner-daak.org