

# Social Media Marketing Impact for OTT Platform-Bongo

By

Moomtahina Tabassum  
18104097

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

Brac Business School  
Brac University

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# Declaration

It is hereby declared that

1. The internship report submitted is my own original work while completing a degree at Brac University.
2. The internship 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 internship does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

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

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**Moomtahina Tabassum**

18104097

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

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**Tania Akter**

Senior Lecturer, Brac Business School

BRAC University

# Letter of Submission

February 25, 2024

Tania Akter

Senior Lecturer

Brac Business school

BRAC University, Bangladesh

Subject: Submission of Internship Report on Bongo

Respected Ma'am,

I feel very lucky to have the opportunity to write my internship report on Bongo. My experience was very enlightening as I collaborated on creative projects with various subject matter experts. The Bongo executives were incredibly supportive and approachable, motivating me to push myself further. My internship equipped me with a plethora of knowledge and skills that will undoubtedly benefit my future marketing career. With the help of my supervisors, I have tried to include crucial information and my personal insights in my report.

I appreciate my faculty supervisor's assistance in guiding me through the process of writing the report.

Sincerely,

Moomtahina Tabassum

ID: 18104097

## **Acknowledgment**

I want to sincerely thank Mr. Hira Shil for guiding me to work on my internship experience. This report has greatly improved my analytical abilities as well as my knowledge, creativity, and research capacity. I had a terrific time working on this report, and finishing it successfully was a major accomplishment for me.

Without the advice and assistance of our esteemed teachers, this report would not have been possible. I am very appreciative of them. Additionally, I want to express my gratitude to my supervisor, Rafael Mahbub, who guided me throughout my internship period and very patiently shared his knowledge with me.

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# Executive Summary

Established in 2013, Bongo BD has evolved into a leading digital entertainment platform in Bangladesh, offering a wide range of content such as movies, TV series, music videos, and more. Teams within the company's unique organizational structure work together to ensure the platform operates smoothly and efficiently.

The document details my experience collaborating with the marketing team throughout my internship, focusing on developing and implementing marketing strategies to promote the platform and its content. I gained hands-on experience in content creation and data analysis while studying the various marketing channels used by Bongo BD, such as social media, email marketing, and influencer marketing.

The paper discusses the Gap model of service, which highlights five main gaps that could arise in service delivery. The report highlights potential areas for Bongo BD to improve its services, including enhancing customer relations and better-understanding clients' needs and preferences.

# 1.1 Company Profile:

Bongo stands as the leading OTT (over-the-top) & video streaming platform in Bangladesh. It allows users to enjoy videos, natok, movies, series, and other Content at their convenience. Starting with the digitization of vintage content, their journey evolved as they transitioned into a media technology company. They created their own video streaming platform (BongoBD.com) to ensure high-quality video streaming experiences. The 'Bongo' app can be accessed on various internet-connected devices such as Android, iOS, desktop, mobile web, and Android TV. There are both free and premium options available for Bongo. With the free model, ads may appear sporadically while you're watching the content, but the premium membership provides a seamless, ad-free viewing experience. Additionally, the website offers live television streaming options.

Bongo has a strong command of various social networking platforms. They have also been recognized by investors in Silicon Valley and Europe and have been awarded for their success as one of the top start-ups in Bangladesh.

They operate in four international locations, which include Bangladesh, Nepal, India, and Canada.

In 2013, there was a notable rise in the consumption of digital content. Bongo noticed the limited amount.



**FIGURE 1.1 BONGO PICTO**

There are opportunities for Bengalis residing overseas to access content in their native language. When it came to Bangla content, a lot of individuals relied on YouTube as there was no dedicated OTT platform to cater to this need. According to Bongo, the first OTT platform in Bangladesh was developed to address this gap. At first, Bongo operated with a subscription-based revenue model. However, the company's objectives shifted, and it now aims to provide Bangla content to a wider audience.

By collaborating with key telecommunications companies such as Grameenphone (Bioscope), Robi/Airtel, and Banglalink, Bongo has successfully linked its platform to over 15 operators in seven



countries. The company collaborates with the nation's second top consumer electronics brand, Walton, to provide the video streaming service "BongoWal" (Tribune, 2022).

In addition, Bongo has worked along with Xcel Sports Management and Promotion to promote alternative athletic events, and WatchMojo, a well-known YouTube channel, has translated all of its Content into Bangla in order to make it more accessible to Bengalis on the internet. To enhance the video learning experience for local students, the company has partnered with "Shikho," a leading ed-tech company in Bangladesh (Tribune, Dhaka Tribune Business, 2022). Bongo was helpful in supporting national social media influencers. Content creators often require various forms of support, such as monetization and commercialization. Thus, Bongo offers social media influencers comprehensive technical and Content support through a centralized platform.



**FIGURE 1.2 BONGO LOGO**

Currently, Bongo's library offers a unique collection of 15,000 full-length movies, dramas, music videos, and other types of material. With over 87 million users accessing Bongo's network monthly, they consume more than 62 million hours of content.

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### **1.1.1 Vision, Mission & Objective:**

Bongo aimed to create a platform for Bangladeshis worldwide to access Content originating from Bangladesh. However, after evolving into an organization with a unique and specialized platform, their aim is to ensure that people can access content and media as a common necessity rather than a privilege.

In Bangladesh, Bongo was the first in the industry. The market leader's success can be credited to a blend of diligent work and a strong reputation. They aim to establish a digital ecosystem that meets

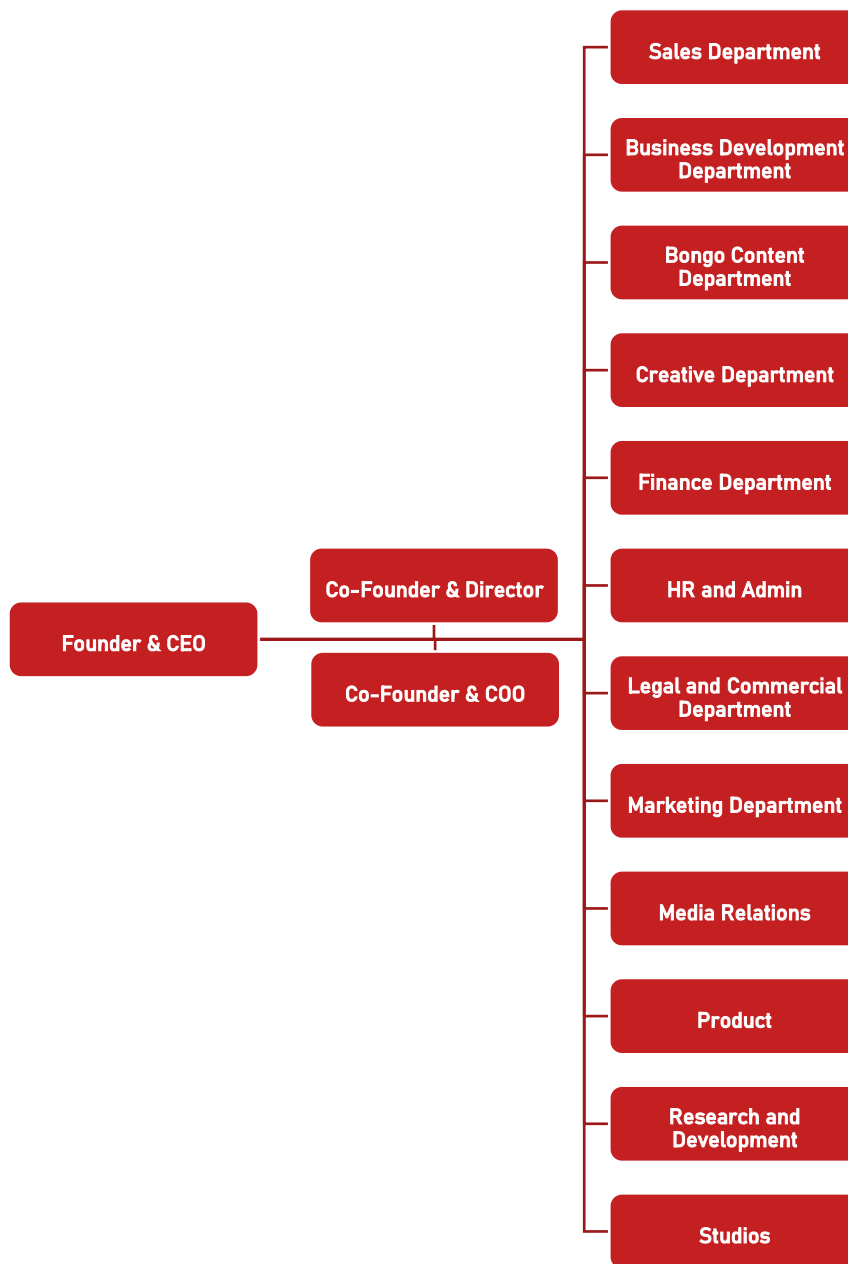
the needs of their target audience in developing countries such as Bangladesh, India, and other global markets.

Bongo is also engaged in producing innovative content. In the beginning, their main focus was on content licensing, but eventually, they began producing their own material, too. They chose to innovate their own content due to their expertise in the online realm. Reaching a broad audience is their goal through the consistent release of fresh and inventive content on a daily basis.

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### 1.1.2 Corporate Division:

Like any other company, Bongo also has corporate departments. They have a total of 12 departments, and there are several designations within each department. The departments are mentioned below:



### FIGURE 1.3 COMPANY ORGANOGRAM

Each of the above departments consists of a wide range of designations. Their departmental designations are:

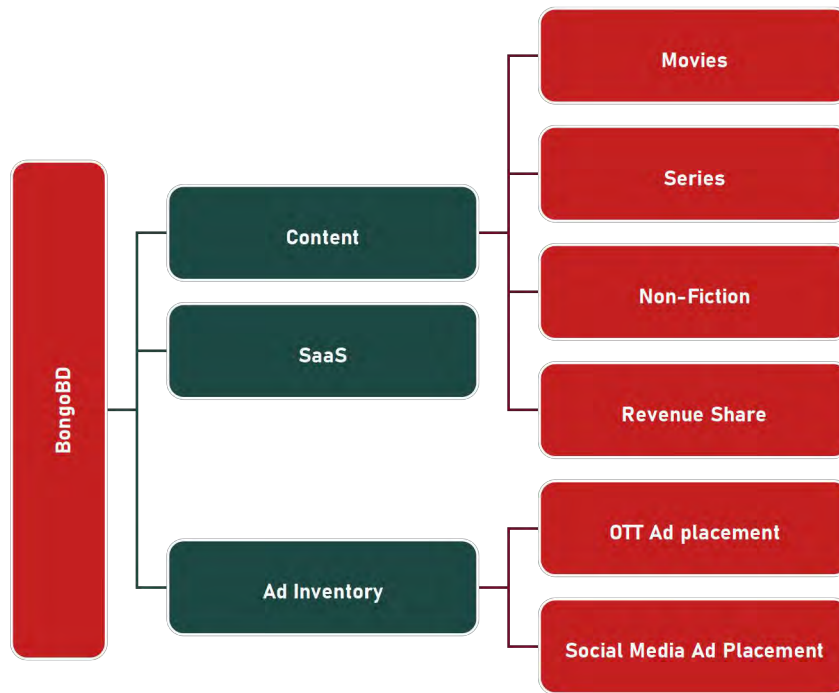


FIGURE 1.4 DESIGNATIONS

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### 1.1.3 Product Line:

Bongo's product line is dispersed into three categories; all of these categories operate under the same brand name of Bongo but have different functionality when it comes to operations, means to generate revenue, and other related work.



**FIGURE 1.5 PRODUCT LINE**

### 1.1.3.1 content:

Under the category of movies, they offer animated movies that they license and acquire, as well as Bangla movies that have been dubbed from other languages, such as Indian, Korean, Tamil, Japanese, and English. Then, there are original works that they produce independently. They offer a wide range of Bangla, Bangla dubbed (from Turkey, English), and animated series. They have also recently highlighted the Bongo original series. Bongo also provides various shows for viewers to enjoy Bangla Natok (Single Drama) & Telefilms. They have recently begun creating non-fiction programs. The company provides engaging content from various creators for users to enjoy, with a revenue-sharing model where creators receive a portion of the generated revenue.

Utilizing these digital contents as their products, they rely on SVOD and AVOD as their primary business models to generate revenue. SVOD stands for Subscription Video on Demand, where customers subscribe to a service that provides access to the provider's content. AVOD, on the other hand, refers to Ad-Based Video on Demand, where revenue is generated through selling ads on videos, such as video commercials and sponsored content. So, when Bongo acquires content copyright from foreign vendors or local production houses in Bangladesh or creates its own content, it uploads it to its OTT platform for subscribers to view, which is how it makes money using the SVOD model.

After being released on OTT platforms, the content is later uploaded to YouTube and distributed on TV channel networks. It generates CFC (Content from Content) videos using published materials for sharing on Facebook. In this model, users can watch content and videos for free but need to watch advertisements to generate revenue.

### 1.1.3.2 SaaS:

In addition to digital content, Bongo also offers software solutions for other businesses in the same industry. One of Bongo's major customers is Bioscope & Walton. Bongo offers technical assistance to these organizations for their entertainment management system. We have a specialized team that manages the operations of these platforms regularly.

The SaaS service is offered at a monthly fee that generates significant revenue for the company.

### 1.1.3.3 Ad Inventory:

The ad inventory is another B2B product of Bongo that also generates substantial revenue for the firm. As mentioned before, we have an advertising-based model in place that enables users to access our content without a subscription, but they will encounter advertisements while viewing the content. The Bongo sales team is in charge of selling these ad inventory. These ad inventories are sold to various brands and agencies that oversee multiple brands. Pricing is typically determined by the CPM (Cost per thousand impressions) rate. Bongo provides a diverse selection of innovative advertisements that can be placed within the content. The advertisements consist of various formats such as L shape, I shape, pre-roll, mid-roll, and DOG (Digital On-screen graphic). These advertisements provide an excellent opportunity for brands to boost visibility and drive conversions.

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## 1.1.4 Operational Details:

Bongo adheres to specific protocols to guarantee the efficient functioning of their business operations. Almost every department is engaged in their operations for each content category.

For international material, there are vendors who offer content copyright for OTT platforms. The quality control team within the Bongo content department leverages their expertise to pinpoint content with promising concepts for Bongo to pursue after receiving approval for content that aligns with their audience's preferences and organizational objectives. Bongo obtains those contents in bulk through licensing agreements. Next, the studio department is in charge of translating those contents into Bangla. Within the studio, there are distinct teams assigned to dubbing and adding subtitles. If editing is necessary, the creative team will be involved. The content entry and publishing team of the Content department collaborates to publish Content on Bongo platforms. After publication, the legal team is always ready to address any copyright claims.

Production houses and content creators who create their own materials must also receive approval from the Bongo content department. The content department consistently conducts a content gap analysis to identify missing content and determine what is required. Following approval, Bongo representatives reach out to them to discuss licensing their content. Both parties meet in person to sign the agreement and finalize any other required steps. It is the duty of their legal department to handle contract negotiations. If any changes are needed, the product department works together with the creative team. Later on, the publishing team in the content department develops a publishing schedule according to the publication dates set by the senior content operations team and releases the content.

For Bongo's original contents, a collaborative cross-functional team involving all departments is in place. At this stage, the Quality Control team from the Bongo content department assesses the screenplay and selects the director and cast members. When creating content, the sales team is responsible for obtaining sponsorships from businesses by presenting their ideas. Then studios, products, creative, and other departments collaborate to enhance productivity in a scalable and effective manner to meet the content's key performance indicators.

Other departments, like Research and Development, consistently provide technical support to guarantee the smooth operation of these activities for all the content. Both the media relations and marketing divisions are consistently focused on developing media campaigns for their specific target audiences.

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### **1.1.5 Corporate Social Responsibility:**

Bongo is not actively engaged in corporate social responsibility initiatives. However, they engage in charitable activities by pooling employee donations. Every winter, a gathering is organized to collect donations and winter clothes from employees. Then, share them with individuals facing financial difficulties or who are unable to purchase winter clothing during the season.

## 2.1 Internship Experience & Observation:

On February 15, 2024, I began my position at Bongo as a Junior Executive in the Marketing department. Rafael Mahbub is my line manager and serves as the company's head of product.

Collaborating with Bongo has allowed me to broaden my understanding of the entertainment sector in Bangladesh. I've gained insights into how a platform obtains content and creates original material. My primary task involved ensuring the effective promotion of our digital content. Since our content is digital, I needed to develop and implement different types of digital marketing strategies. I investigated both organic and paid media for implementing the marketing strategies I've developed. Throughout my experience, I gained skills in using various digital platforms for promotion and creating management reports to analyze campaign performance. I have gained insights into analyzing complex data and its influence on promotional campaigns, as well as adapting campaigns based on this data. Working at Bongo has allowed me to express my creativity and hone my analytical skills.

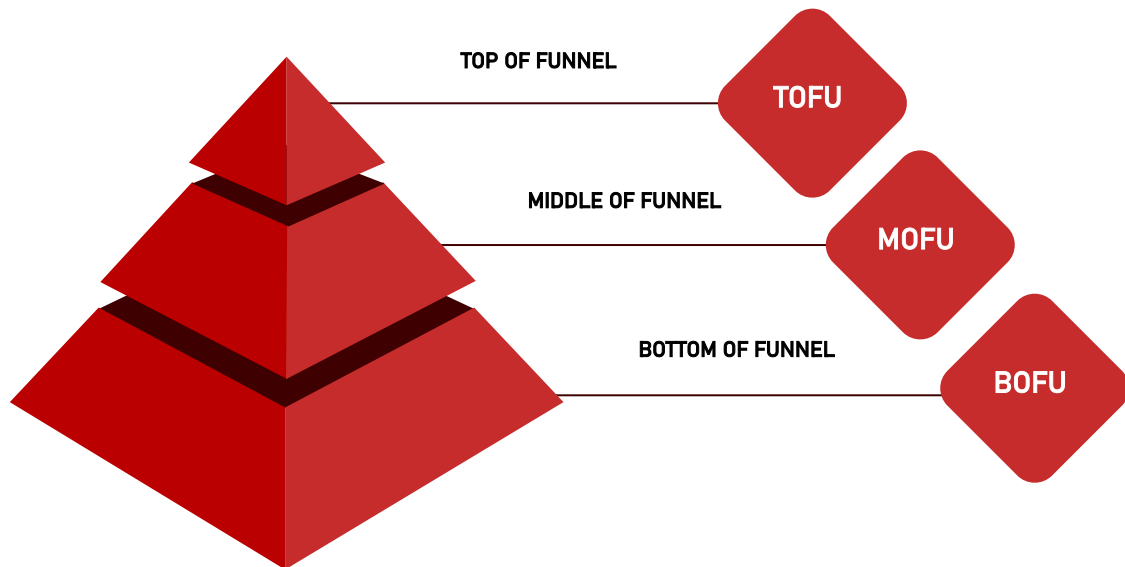
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### 2.1.1 Job Responsibilities:

Bongo is a major player in the entertainment industry in Bangladesh, although the marketing team is relatively small in comparison to the company's size. Thus, every team member had numerous responsibilities to handle. In addition to my primary marketing responsibilities, I also assisted other departments with generating reports, developing promotional strategies, and handling various miscellaneous tasks. Assisting in the development and implementation of social media strategies, Collaborating on the creation of engaging content for paid media campaigns, Conduct market research to gather data on competitors and target audience, Assisting in the planning and execution of events and promotions, Contribute to the creation of presentations and reports Other duties as assigned by the marketing team responsibilities I was accountable for are mentioned below:

#### 2.1.1.1 Content Marketing:

One of the main focuses of the marketing team is to effectively promote our content. During the initial phase of our content marketing strategy, we review the content to determine the target audience based on its nature. Once the target group has been identified, we proceed to plan different activities related to the content. These activities are primarily divided into two parts: the pre-release activity is aimed at generating excitement about the content. Additionally, we engage in post-release activities to drive traffic to the content. We implement a strategic approach to optimize our resources and drive increased awareness, engagement, and conversion. The funnel strategy is explained below:



**FIGURE 1.2 61 MARKETING FUNNEL**

Our marketing funnel is segmented into three parts: Top Funnel, Middle Funnel, and Bottom Funnel. Every stage of the process serves a unique purpose, requiring tailored strategies, communication methods, and marketing channels to achieve optimal outcomes.

#### **🎯 2.1.1.1.1 TOFU:**

Our marketing efforts at the top of the funnel are aimed at generating awareness about our content. Within this process, we conduct pre-release activities such as unveiling posters, trailers, artist interviews, paid reviews, and more. We also engage in paid promotion in the field, aiming to increase the visibility of our promotional materials to enhance awareness of the content.

#### **🎯 2.1.1.1.2 MOFU:**

At this stage, our primary goal is to captivate our customers with our promotional materials. Our main focus is on increasing engagement through likes, comments, and shares rather than just views on photos or videos. This type of activity typically occurs after the content has been released, as the audience can only engage when they have sufficient knowledge about the subject.

#### **🎯 2.1.1.1.3 BOFU:**

At this stage, we focus on promoting our content to engage our audience. Our goal is to attract our audience from Facebook and Google to our platform. Utilize a designated landing page link for effective result tracking during promotions.



## 2.1.1.2 Product Marketing:

When promoting our product, we also implement the funnel strategy. Initially, we inform our customers about our product by displaying our most popular content on our app interface. Secondly, we involve our audience by providing them with a freemium option to test our product for the first time. Finally, we aim to persuade our audience by providing them with incentives to upgrade from the free version to the paid version. The incentives offered consist of buy-one-get-one offers, discounts, access to exclusive content, and more.

### 2.1.1.2.1 Memes:

Creating memes for promoting content is currently trending now, and it has become both an innovative and effective method for multiple reasons. An approach that leverages humorous small clips, which are viral pieces of digital content, is now a unique way of reaching out to customers and encouraging them to watch the content. It has its own objective implementation and outcomes, which have the potential and strength of refinement.

#### **Objectives:**

**Engagement:** Using memes can generate an organic spread of content, which has a significant engagement rate and brand visibility.

#### **Audience connection:**

A digital language, which can speak broadly, but mostly to millennials and Gen Z, helps to create a connection with the target audience

#### **Brand personality:**

Being an OTT platform, which has reached multiple varieties of content, which gives easy access to play with them in such a manner, which is different from making reels and shorts from the content, rather approaching a different methodology, which the competitors cannot easily copy and create a uniqueness For Bongo.

#### **Content Curation:**

The success of making memes on the platform, curating them in a timely manner, making them relevant to the specific tastes of audiences, and referring them to their own culture drives audiences to watch the content.

**Utilization:** When a platform like Bongo has already been created, there have to be some unique methodologies to utilize it for the designated target audiences and make them more engaged through Instagram, WhatsApp, Facebook, etc.

#### **Community engagement:**

All the memes engagement posts currently being posted on the Bongo platform are created by me, which helps the customers to get engaged with the contents and the company more actively, which shows that they are eager to watch the films and movies being released from the platform and participating actively.

#### **Static memes:**

Primary, there can be two types of memes; one is static, which is very easily accessible at the same time. It's challenging as well to relate in such a manner that it can improvise. The content itself also creates massive humor for the Bongo target audiences with which they can relate.



Also, there are a lot of posts made simply to highlight the content. To do so, I make the posts by taking some lines that carry a lot of emotional value, or I can visualize them going viral or trending. Audiences like to share such posts by relating their own sentiment to them, or they like the dialogues of those posts.



## গ্রাজুয়েট ছেলেদের বর্তমান অবস্থা



### Video memes:

People currently keep their focus on any sort of video for a very short amount of time. So, apart from making reels or shorts. Anything that connects the audience and gets them hooked is the main purpose of making video memes, which will take a maximum of 5 to 10 seconds but are unique.

### AT MOHAMMADPUR...



Engagement Post: Some posters are uploaded just to engage the customers to it. Where the customers can actively participate. Some examples are-

কোন বান্ধবীর বিয়েতে  
এমন সেজেগুজে যেতে চান?  
তাকে মেনশন করুন কमेंটে



### 2.1.1.2 WhatsApp & Broadcast Channel:

Since joining Bongo, I have been actively handling the WhatsApp and broadcast channels. I am the lead on this project started this WhatsApp channel with only 72k followers, and in the last three months, the followers have reached 202K. Personally, I feel that is a huge achievement cause no other OTT platform in BD have these much reach on WhatsApp and we are the first movers. Because this reach is organically driven, there is no other way to boost WhatsApp followers. Every post is so decided by understanding the audiences we have on this platform to grab their attention. To generate my ideas, I initially followed how Netflix operates its WhatsApp channel. In Bangladesh, there's no other OTT platform that has these many followers on WhatsApp. This is a very cost-effective marketing strategy. We try to drive to the original platform by engaging them with little activities in WhatsApp. There's no way to comment or share the content other than just react and watch it.





### 2.1.1.2.3 Promo Videos:

Before releasing any main content, promotional videos are made to make the content stand out. By showcasing the promotional videos, the aim is to capture the audience's attention quickly and effectively. The target is to convert the audiences into subscribers. A Promo Video is made before even launching the trailer of any content so that the consumers can become aware that something big is soon to be coming. A video is attached below this. I made a promo video on my own based on content released on Valentine's Day named Love Stories. Valentine's Day is like any other big occasion nowadays in our culture. All the TV channels or other OTT platforms come up with new content on a particular Day. This promo video is made not just to promote the content but also to promote the importance of the Day it is going to be released.

<https://drive.google.com/file/d/1eRwnt8EgyFJ11Fyee9dLibg4E0QPzM6k/view?usp=sharing>

### 2.1.1.2.4 Social Media Calendar (India):

We have recently launched our OTT platform in India as well. For India, there is a separate Facebook and Instagram channel, where a lot of promotional content is released everyday. Maintaining a separate social media calendar is there where, when, and what content will be published so that they are trackable. This is made and handled by me, where Bongo original content and some content where we have global rights are being posted there and are operated chronologically. There is a lot of Bongo Original content along with South Indian movies that we publish on our platform, which are

dubbed, and a lot of Bengali movies of Kolkata are there as well, and it seems like a perfect opportunity to release those contents in India as well.

Serial	DATE	PUBLISH TIME	CONTENT TYPE	POST TYPE	CONTENT NAME	POST DETAILS	Landing Url / Cont Pa
6	29-Feb-24-(Thu)	7:00 PM	Series	Episode Promotion	GS S3	Video	E3
7	03-Mar-24-(Sun)	7:00 PM	Movies	Others	Ragada - Dhongsho	Static	দেখুন এখনই
8	04-Mar-24-(Mon)	7:00 PM	Series	Episode Promotion	GS S3	Static	E4
9	05-Mar-24-(Tue)	7:00 PM	Movies	Others	Bhale Manchi Roju - Raj the Kidnapper	Static	দেখুন এখনই
10	06-Mar-24-(Wed)	7:00 PM	Series	Episode Promotion	GS S3	Static	E5
11	07-Mar-24-(Thu)	7:00 PM	Series	Post Hype	Adithya Varma	Video	Trailer

### 2.1.1.2.5 Weekly Trending:



As this is an OTT platform, there is a huge amount of content being published every week, every Day. My general idea to start this weekly trending poster was to make it stand out as one of the best movies and one of the best series every week based on the data analytics of the most watched content. In Bangladesh, Fridays and Saturdays are usually considered weekends. The idea was to post this

every Thursday so that the audiences don't have to find out what they should watch on that particular weekend; rather, we will tell them what is our best of the best going on in that particular week. This is purely observed based on the data analytics so that we don't just post some random content of ours to the audiences.

### 2.1.1.2.5 Weekend Watchlist:



The main difference between weekly trending and weekend watchlists is that for weekly trending, we only give the best of the best content, which is performed for the entire week. But in case we can watchlist, we don't stand out one or two contents. Rather, we give jumbled options so that the audiences can binge-watch the variety of content from the watchlist. After generating the idea for weekly trending, I thought, why only provide one best movie and one best series for the entire weekend. We should give the audiences more variety of options from where they can select and watch. From weekly trending, I came up with this bigger idea of a watchlist.

### 2.1.1.3 Cross Department Collaboration:

Collaborating with relevant departments is a crucial task for our department to ensure the successful implementation of the marketing plan. We frequently work with the creative team and provide them with details on the necessary promotional materials. After a thorough briefing, we consistently follow up on tasks to guarantee the asset is delivered on time. In addition to working with the creative team, we partner with the publishing team to stay informed about the schedule for all content releases. This

enables us to proactively manage our timeline and develop marketing strategies in advance. We should coordinate with the sales team to determine if we have any sponsors. For sponsored content, we must receive a briefing from the sponsor brand to grasp their expectations for our promotional efforts. After implementing our strategy, we need to create a report for the sales department to provide to the sponsor for billing.








These were my main duties. Aside from that, I also had to complete other assignments given by my supervisor. Collaborating with influencers to boost new campaigns. Reaching out to various stakeholders such as TikTok, Meta, Likee, and Google to gain insights into the technological aspects of marketing on these platforms. Additionally, managed lead generation campaigns and live event campaigns for the sales and business development team.

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## 2.2 Functions of the Department:

The main focus of the marketing team is to increase website traffic through different marketing activities and to build and uphold brand visibility in the industry. The team comprises a variety of skilled individuals who excel in their respective fields. The team oversees all of Bongo's marketing activities.

All teams collaborate based on the tasks at hand. The functions of the department are described below.

-  Create a marketing plan for Bongo content, including Movies, Series, and Non-Fiction.
-  Create a comprehensive product marketing plan that encompasses above-the-line, below-the-line, and digital channels.
-  Collaborating closely with various teams to guarantee alignment with the marketing strategy.
-  Utilizing ads to promote our content and products with different goals, such as increasing website traffic, driving app installations, raising awareness, and boosting conversions on online platforms like Facebook and Google.
-  Ensuring the accuracy of the content provided by the production team. Offering them essential feedback when required.
-  Collaborating with the creative team to ensure that creative assets align with marketing requirements.
-  Collecting information and market data from important industry figures and organizations through market research.



## 2.3 Gaps in Bongo's Marketing Fundamentals:

OTT (over-the-top) circumvents cable, broadcast, and satellite television networks to reach customers directly on the internet. Thanks to the widespread impact of COVID-19, which confined individuals to their homes, online entertainment has emerged as the primary source of amusement for people in Bangladesh (Rashid, 2022). In our nation, a growing number of people are opting for online TV or video streaming services over traditional cable television. Several factors have influenced changes in their purchasing behavior, such as the growing demand for more options from consumers, the availability of high-speed internet, and the increased use of smartphones and smart televisions.

### 2.3.1 Industry Analysis:

Bangladesh's OTT platforms offering video streaming services are experiencing a significant 20 percent annual growth rate, resulting in a market size of 300 crore taka. According to a report by The Business Post in 2022, the market is projected to reach a value of one billion taka by 2030. With the rise of the OTT sector, various other platforms have also come into the picture.

Porter's Five Forces Model is utilized to assess the attractiveness of the OTT market.

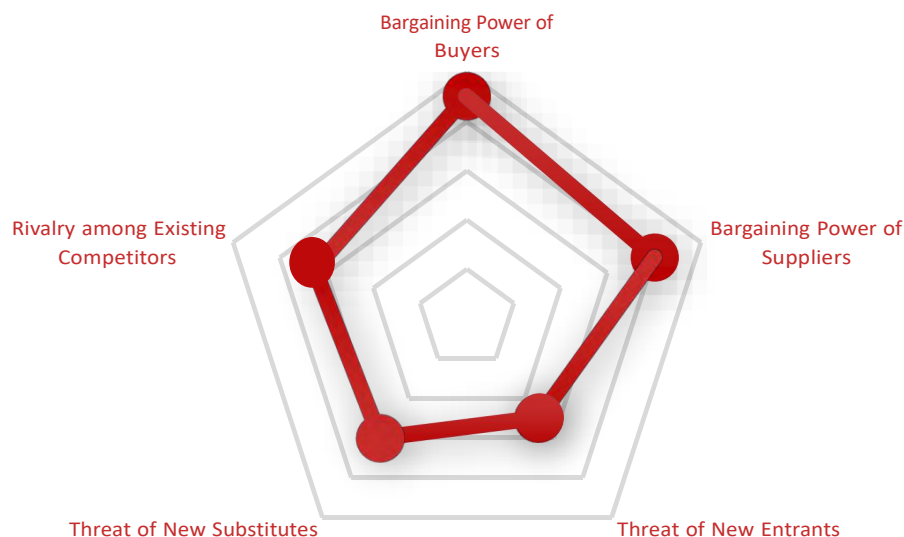


FIGURE 1. 7 PORTER'S FIVE FORCES

### 2.3.1.1 Bargaining Power of Buyers:

Users can easily switch, giving buyers significant negotiating leverage. At their discretion, they can terminate their membership and transition to another service provider. Customers in Bangladesh are highly price-conscious. When the cost of a service increases, people often switch to a different provider or stop using the service altogether because they still view it as a luxury.

### 2.3.1.2 Bargaining Power of Suppliers:

In the content market, suppliers include the director, producers, script writers, and content creators. Suppliers hold significant power because of the license agreements they have with OTT Platforms. When a contract ends, content providers may transition to another platform, potentially impacting the business by restricting the amount of content available to customers.

### 2.3.1.3 Threat of New Entrants:

The industry faces a moderate threat from new entrants. Brands such as Bongo, Hoichoi, and Chorki have already captured a significant portion of the market and are top choices among the audience. In addition, establishing an OTT platform necessitates significant investment in IT infrastructure to support on-demand video streaming services, as well as substantial funding for content production. This is the reason why many individuals choose not to pursue a career in this field.

### 2.3.1.4 Threat of Substitutes:

The industry also faces a moderate threat of substitutes. Convenience is now a top priority for individuals. In today's digital age, individuals no longer rent or purchase DVDs of the newest movies. Instead, they turn to the internet to find what they're looking for. There is a wealth of valuable content accessible on YouTube at no cost. An alternative to on-demand video streaming services includes DVDs or television. DVDs are considered outdated now, yet many individuals continue to prefer television as their main source of entertainment. However, OTT platforms have gained an advantage thanks to their ad-free and high-quality service.

### 2.3.1.5 Rivalry Among Existing Competitors:

Competition among the current rivals is minimal despite the highly competitive nature of the industry. A collaborative atmosphere is emerging among rival entities.

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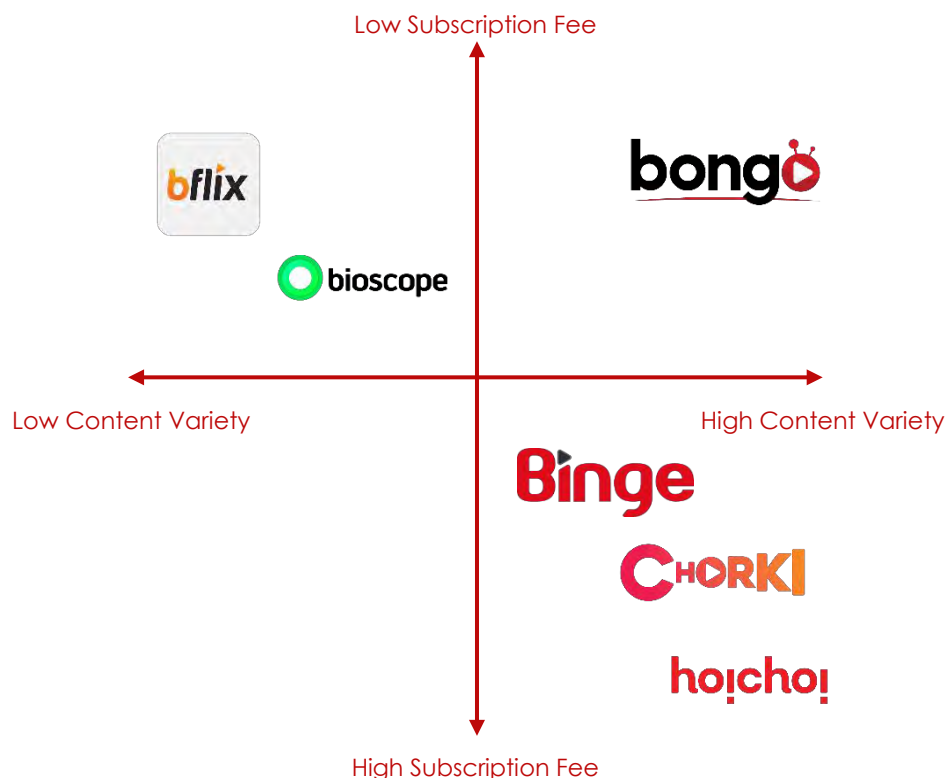
## 2.3.2 Competitive Analysis:

Even though the OTT market in Bangladesh is still in its early stages, it is also experiencing growth. Being the leading company in this field, Bongo possesses several competitive edges that place it in a prime position to control the market. There are numerous competitors in the market, categorized into direct and indirect rivals.

Direct competitors are companies that provide identical products or services through different distribution channels. Consequently, Bongo is up against a variety of competitors from Bangladesh.

**FIGURE 1. 8 COMPETITIVE LANDSCAPE**

These platforms are key players in the industry. Analyzed the competition by examining the pricing policies and content specialization of various platforms. Specialization plays a crucial role in the analysis as the content offered by each platform greatly influences its user retention rate, in addition to pricing. Out of Bongo's main competitors, only Bioscope offers a freemium subscription model, allowing users to access content for free. Bioscope's monthly subscription rate aligns closely with Bongo's monthly 50 BDT price point. Other platforms like Chorki, Hoichoi, and Binge occasionally allow users to view certain content for free. However, to access a wider range of content, users are required to pay the subscription fee. Since the users are still new to this technology, they are hesitant to invest a large sum of money in it. Here is where Bongo stands out as a cost-effective option for customers.



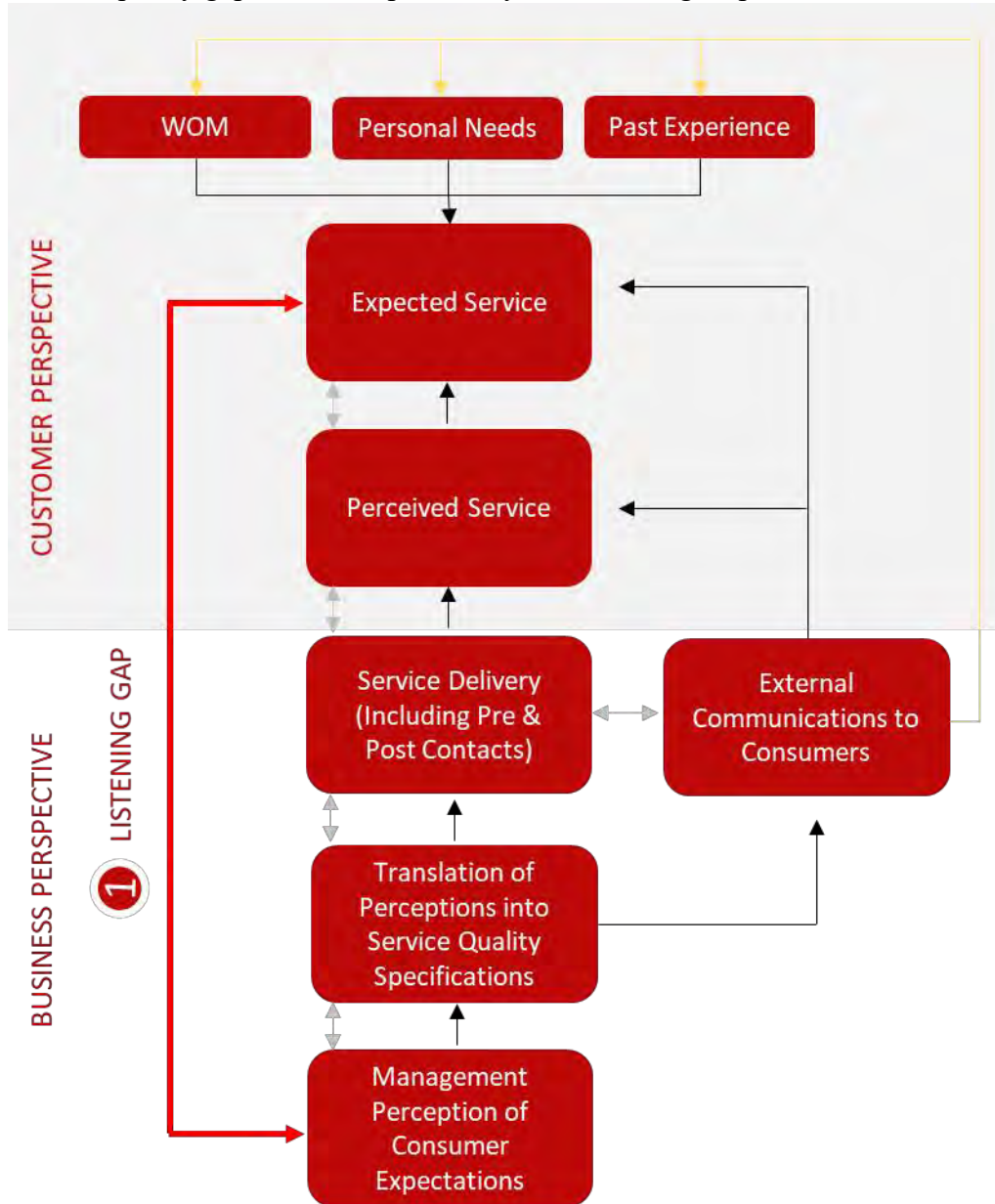
**FIGURE 1.9 PERCEPTUAL MAP**  
High Subscription Fee

Bongo offers a diverse array of content for a small fee or even for free. Bongo operates in the most sought-after market space, establishing themselves as the leader in the industry. As the market becomes more knowledgeable about this service, Bongo should prioritize enhancing their content quality instead of solely competing on price.

## 2.4 Issue identification:

Several problems exist within Bongo's Marketing department. Two critical issues include the gap in service quality and the need for customer education.

Service quality gaps can be explained by the following Gap Model of Service Quality:



**FIGURE 1. 10 GAP MODEL OF SERVICE QUALITY**

For Bongo, the gap lies in the initial phase (indicated by the bold red arrow) because the management lacks a clear understanding of customer expectations for our platform. This lack stems from not actively engaging with customers and creating detailed customer profiles that include their needs, interests, and behavior.

Because of this discrepancy, two significant issues emerge:

 Lack of TG Identification

 Low User Retention

## 2.4.1 TG Identification:

Bongo currently does not have a defined target audience for our product and service. Because of the insufficient specificity in targeting, a significant portion of the marketing budget is wasted. We aim to expand our reach beyond just those who require our product in order to engage a wider audience. Below, you can find the reason for this.

### 2.4.1.1 LACK OF RESEARCH:

Bongo fails to conduct thorough market research to grasp customer needs. Insufficient research leads to a failure to recognize the interests and behaviors of the target group, which is crucial for developing a comprehensive profile. Due to this, a poorly executed marketing campaign that fails to meet expectations is developed. Currently, Bongo is experiencing a gap in listening.

## 2.4.2 Low User Retention:

On our platform, the average Bongo user spends approximately 3 minutes daily, a significantly lower amount of time compared to major global streaming services such as Netflix, Prime Video, and Hulu. One of the primary reasons for this is the absence of personalization for the audience. Bongo's primary emphasis is on attracting users to the platform, lacking a long-term retention strategy. Obtaining the necessary information from users and understanding their expectations also involves seeking approval from management.

In addition to these two concerns, there is also an observed lack of product knowledge among the audience. Failure to adequately inform the audience about the platform may result in a lower user adoption rate, negatively impacting business performance. Bongo's negligence is also a contributing factor to the lack of product knowledge. Here is an explanation of how Bongo has not effectively informed its audience:

## 2.4.3 Lack of Product Knowledge:

There has been a shift from product marketing to content marketing. Insufficient understanding of the product results in customers feeling uncertain about how to navigate our platform, ultimately causing a decrease in app usage. The absence of customer education results in a waste of marketing budget on ineffective product marketing campaigns.

## 2.5 Filling in the Listening Gap:

Completing the listening gap will require a significant amount of time. Bongo must continue creating content for the public gradually since there are revenue goals to achieve. Therefore, it is essential to consider the long-term perspective and develop a strategic plan to address this gap. Here are various methods to help Bongo bridge the gap in customer service and minimize the difference between expected and perceived service.

### 2.5.1 Pilot Project:

Considering the wide range of content produced by Bongo, it would be beneficial to explore the Pilot Project technique. For a pilot project, Bongo plans to create only one episode of content initially. If the initial episode proves successful, they will proceed with developing the complete series. This will help the company save both time and money.

### 2.5.2 User Survey:

This is connected to the Pilot project. Following the pilot episode, Bongo should distribute surveys to the audience. Regardless of the outcome of the pilot, it is crucial to conduct surveys under any circumstances. This information will provide management with insights on enhancing the content to better meet the audience's needs.

### 2.5.3 Focus Group Discussion:

If the pilot project is not viable for the company, they should consider FGDs as an alternative. Conducting focus groups is an excellent method for gaining insights into customer needs and interests. Bongo has a wide array of successful content offerings. The company should gather the audience with the highest viewership for each type of content and then organize a comprehensive focus group session to inquire about their preferences and criticisms regarding the content. This can assist in reducing the gap in understanding.

### 2.5.4 User Categorizing:

Bongo could benefit from categorizing its users according to their watch time to establish a more personalized connection with those who are most engaged on the platform. Building a personalized connection can boost the business's reputation through positive recommendations. By offering the right incentives, customers are more likely to contribute to the brand's improvement.

## 2.5.5 User Data Analysis:

1. **Viewing Patterns:** Analyze the comprehensive viewership data to identify patterns such as peak viewing times, most-watched genres, and preferred content lengths. This analysis can highlight when and what type of content keeps the audience engaged.

2. **Engagement Metrics:** Scrutinize user interactions with the platform, including likes, shares, comments, and average watch time. High engagement metrics can indicate content that resonates well with the audience, guiding future content creation.

3. **Retention Rates:** Examine the retention rates across different content series and genres. Identifying content with high drop-off rates can offer insights into what might not be working or what needs improvement.

4. **Subscription Data:** Assess the correlation between content consumption patterns and subscription renewals or cancellations. This can reveal the types of content that contribute to higher retention and loyalty.

5. **Feedback and Survey Responses:** Collect and analyze data from user surveys and feedback mechanisms to understand viewer satisfaction and areas for improvement directly from the audience's perspective.

## 2.5.6 User Persona:

Based on the user data analysis, Bongo can define several user personas that represent the platform's diverse audience. These personas can guide content creation, marketing strategies, and customer service improvements.

### 1. The Binge Watcher:

**Demographics:** 18-25 years old, students or early career professionals.

**Viewing Habits:** Prefers binge-watching series over weekends; gravitates towards drama, thrillers, and young adult genres.

**Engagement:** High engagement with series-related content on social media; participates in community discussions.

## 2.6 Educating the Audience:

Bongo is a product that heavily relies on technology. For optimal use of Bongo, the audience must possess a smartphone and a reliable internet connection. However, the majority of Bongo's users reside in rural areas and possess limited technological knowledge. Consequently, numerous users opt to browse through our YouTube channels instead of subscribing to our OTT platform.



To address this challenge, Bongo should consider broadening its marketing strategy to include a mix of ATL, BTL, and TTL channels rather than solely relying on digital marketing. Here are some suggestions to help Bongo establish a strong presence.

### 2.6.1 Activation Campaign:

Bongo should consider implementing an activation campaign in both rural and urban areas to engage with a wide audience effectively. To enhance the rural activation campaign, consider implementing branded trucks equipped with LED screens to showcase our content effectively. Volunteers with sufficient product knowledge should be available to assist the audience in grasping the technological aspects.

Shopping malls are the ideal location for activation in urban areas. To achieve optimal outcomes from the activation, we set up stalls in high-traffic shopping complexes in major cities and partnered with various smartphone companies to explore the possibility of integrating our application into their devices.

### 2.6.2 TVC & Radio Ads

Many individuals continue to watch television regularly, and there is also a consistent audience for radio. Hence, it is crucial to focus on these channels and promote our product effectively.

In addition to these two methods, we will continue to advertise our product on digital platforms, focusing on dynamic communication. Bongo could benefit from exploring tutorial videos and emphasizing user-generated content campaigns to establish credibility with the audience.

### 2.6.3 University Clubs

Currently Bongo collabs with University clubs for promoting contents, guest interview, focus group discussion to understand young generations opinion about the content we have on the platform.



## 3.0 Project Part

### 3.1 Introduction

The landscape of modern business has been irrevocably altered by the advent of digital transformation and the consequent rise of digital marketing. Within this paradigm shift, the realm of Over-The-Top (OTT) platforms stands as a prominent example, revolutionizing how content is consumed and shared.

As part of my internship experience at Bongo BD, an esteemed player in the OTT industry, I had the privilege of delving deep into the intersection of social media and its impact on Bongo's platform.

In today's hyper-competitive business environment, understanding and harnessing the power of digital tools are imperative for sustained growth and relevance. The fusion of social media dynamics with OTT platforms like Bongo BD presents a unique and dynamic landscape, ripe with opportunities and challenges alike. Throughout my internship tenure, I embarked on a journey to explore the intricate dynamics of this relationship, analyzing how social media influences user acquisition, engagement, and retention strategies within the OTT ecosystem.

Drawing insights from seminal works such as Bharati Rathore's discourse on the Impact of Digital Transformation on Marketing Management Strategies, I endeavored to elucidate the profound ramifications of digital transformation on Bongo BD's marketing strategies, particularly in the realm of social media engagement. By leveraging platforms such as Facebook, Instagram, and Twitter, Bongo BD seeks to not only expand its audience reach but also to foster meaningful connections with its existing user base.

Through the lens of my internship topic— the impact of social media on Bongo BD's OTT platform— this report aims to provide a comprehensive analysis of the strategies employed, the challenges encountered, and the lessons learned. By shedding light on the symbiotic relationship between social media and OTT platforms, this report endeavors to contribute to the broader discourse on digital marketing in the ever-evolving landscape of media consumption.

In the following sections, I will delve into the specifics of my internship experience, highlighting key findings, observations, and recommendations aimed at optimizing Bongo BD's social media presence and its impact on the OTT platform.

## 3.2 Objective

- **Analyze Audience Behavior:**

The main objective is to examine how social media profoundly impacts audience behavior when consuming content on an OTT platform. Understanding how viewers think, discover, share, and engage with content can provide insights for content creators and platform managers

- **Assess Marketing Strategies:**

This part aims to evaluate the importance of marketing strategies employed by OTT platforms on social media platforms. By analyzing the reach, engagement, insights, and conversion rates of marketing campaigns, it's possible to identify best practices and areas for improvement.

- **Explore Content Trends:**

This objective is to discover the relationship between social media trends & the type of content that resonates with audiences on OTT platforms. Platforms can adapt their content strategy to meet consumers' needs by tracking viral content, discussions, and influencers' collaborations.

- **Measure Impact on Viewer Engagement:**

This part focuses on measuring the impact of social media interactions on viewer metrics such as watch time, retention rate, and subscription renewals. Understanding how social media influences viewer loyalty and retention is vital for optimizing user experience and content delivery.

- **Identify Challenges and Opportunities:**

Lastly, the goal is to find the challenges & opportunities that arise from integrating social media with OTT platforms. By recognizing potential issues- such as content privacy, data privacy, and platform competition, stakeholders can carefully address the problems and capitalize on emerging trends in the digital landscape. In terms of vast opportunities, we recommend user-generated content & and implanting robust data privacy measures and anti-piracy methods that can help maintain viewers' trust and protect the platform content.

### 3.3 Problem Statement

The problem statement for this report could be: "The integration of social media with OTT platforms presents a complex landscape where understanding audience behavior, evaluating marketing strategies, exploring content trends, measuring impact on viewer engagement, and identifying associated challenges and opportunities are critical for optimizing user experience and platform performance."

### 3.4 Literature Review

Within the context of this study, the literature analysis that was carried out brought to light the significance of comprehending the ways in which social media marketing influences the choices that customers make with regard to online entertainment platforms in India. Because of the shift in customer behavior that is brought about by over-the-top (OTT) services, it is essential for businesses to alter their advertising strategies in accordance with this change. The growth of over-the-top (OTT) services is directly responsible for this shift in behavior. The influence that social media marketing techniques have on the preferences of customers is another aspect that is taken into consideration throughout the examination. **(Yadav & Jain, 2023)**

The objective of this study is to explore the dynamic Indian market in order to ascertain the manner in which over-the-top (OTT) platforms have grown in popularity and the manner in which social media and mobile applications have been key factors in the success of these platforms. Research demonstrates the enormous relevance that mobile applications and social media platforms play in this regard as a means of communicating with a global audience in a personalized manner. The significance of the role that digital marketing plays in a firm's long-term strategy is brought into focus by this. Within the scope of this research, SMAC technologies are shown as fundamental

components of contemporary marketing management. The implementation of these technologies is accomplished through the utilization of well-established models, such as the AIDA and 4A models of rural marketing. After that, it puts these models to the test in order to test hypotheses and develop an understanding of how mobile apps and social media marketing influence the purchasing decisions of consumers. Specifically, it aims to test hypotheses. Personalized interactions on social media platforms not only help individuals recognize and identify with specific businesses, but they also help individuals promote products and services. The research indicates that these promotional methods have a major impact on consumer behavior. This is due to the fact that they drive individuals to pay attention, be interested, desire, and take action, which in turn influences their intentions to make purchases as well as their choices to make those purchases. **(Khatri & Aruna, 2020)**

### 3.5 Methodology

SL No.	Parameter	Description
1	Type of Research	Exploratory/ Analytical Resource
2	Nature of Research	Qualitative and Quantitative Research
3	Types of Population	OTT Viewers
4	Sampling Unit	10M (Bongo Page) + 400K (OTT Platform)
5	Sample Size	10M (Bongo Page) + 400K (OTT Platform)
6	Sources of Data	Firestore, Ubor, Google Analytics
7	Primary Source	Authentic Online Survey, Observation
8	Secondary Source	Journals, Articles

### 3.6 Research Model

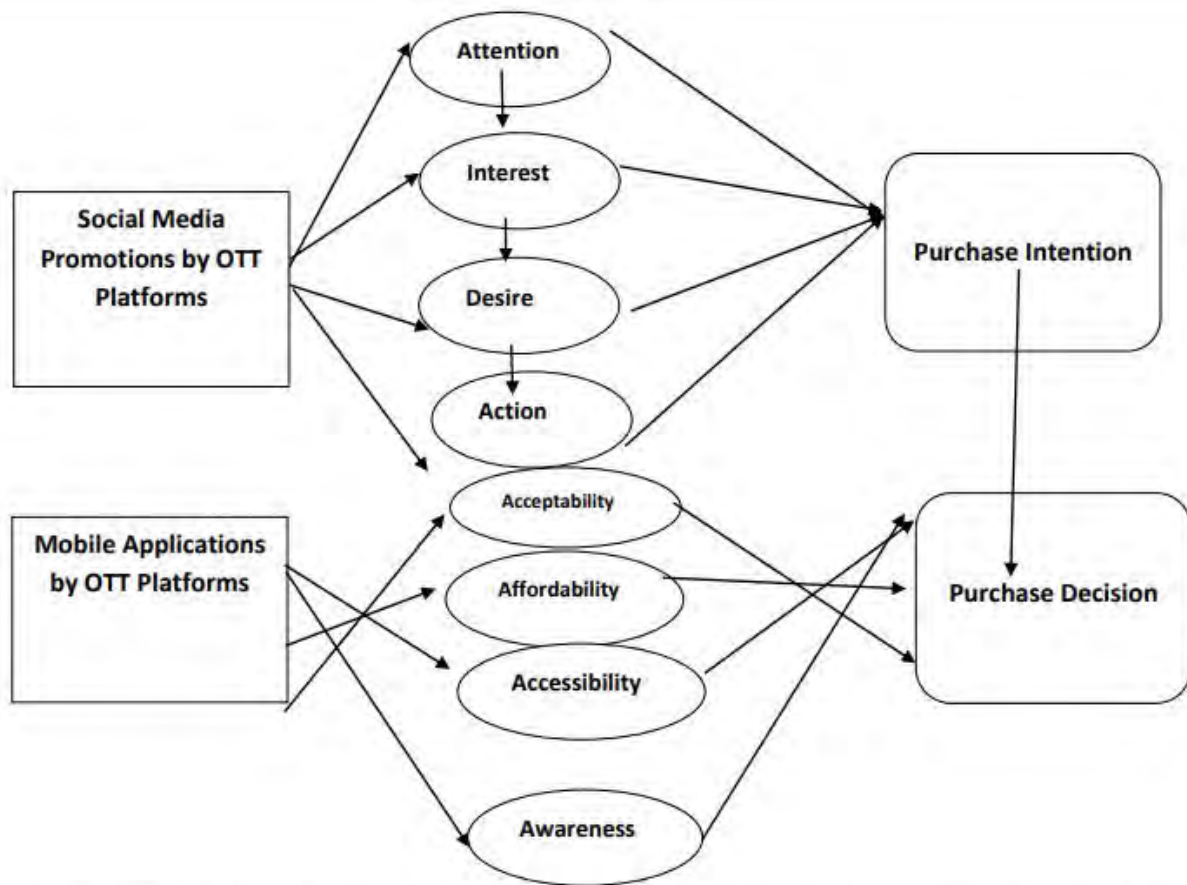
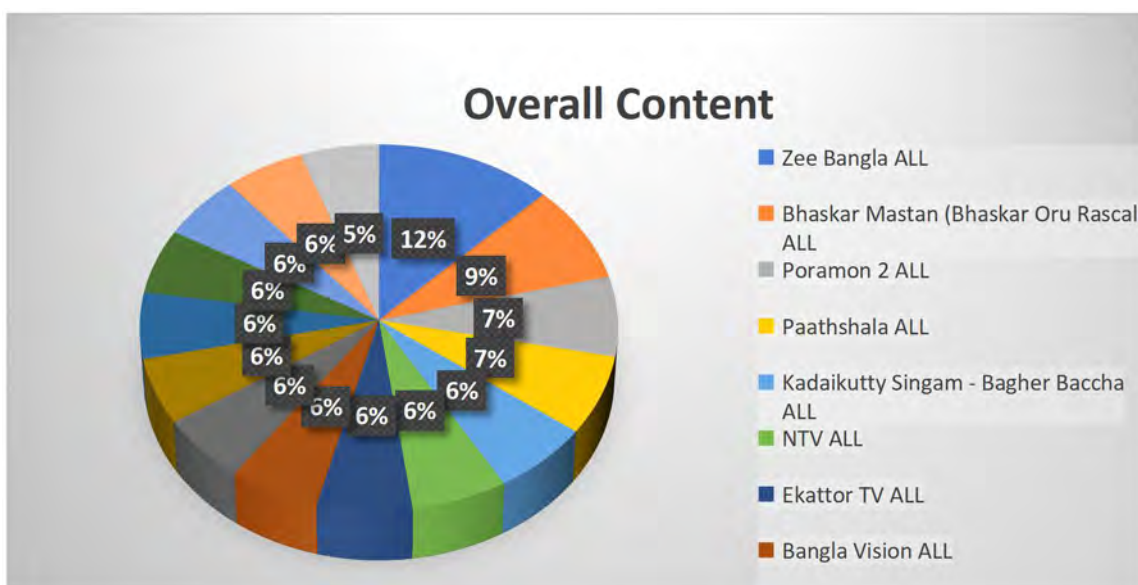
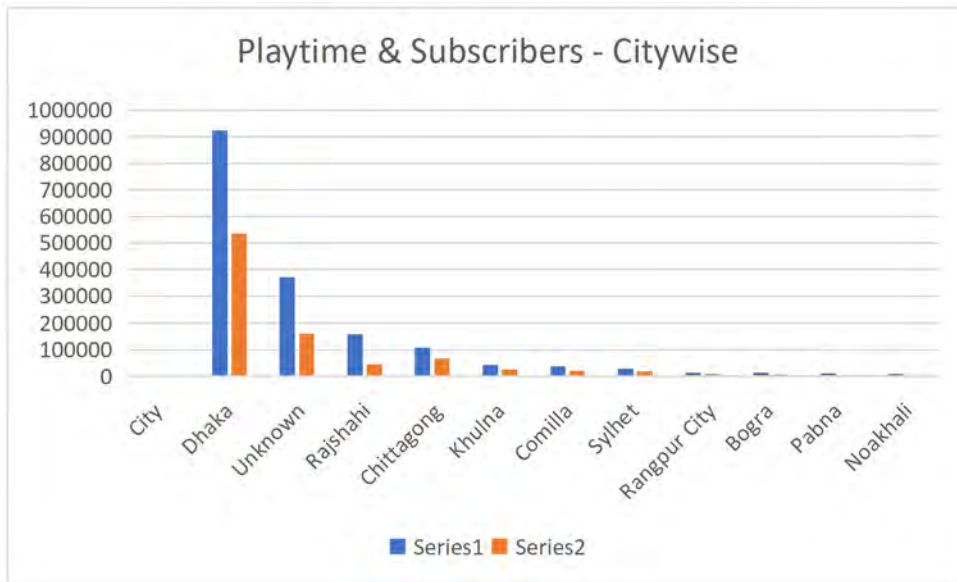


Fig 1: Research Model (Source: Data Analysis, Ref AIDA Model; 4A model of Rural Marketing)

### 3.7 RESULT AND DISCUSSIONS

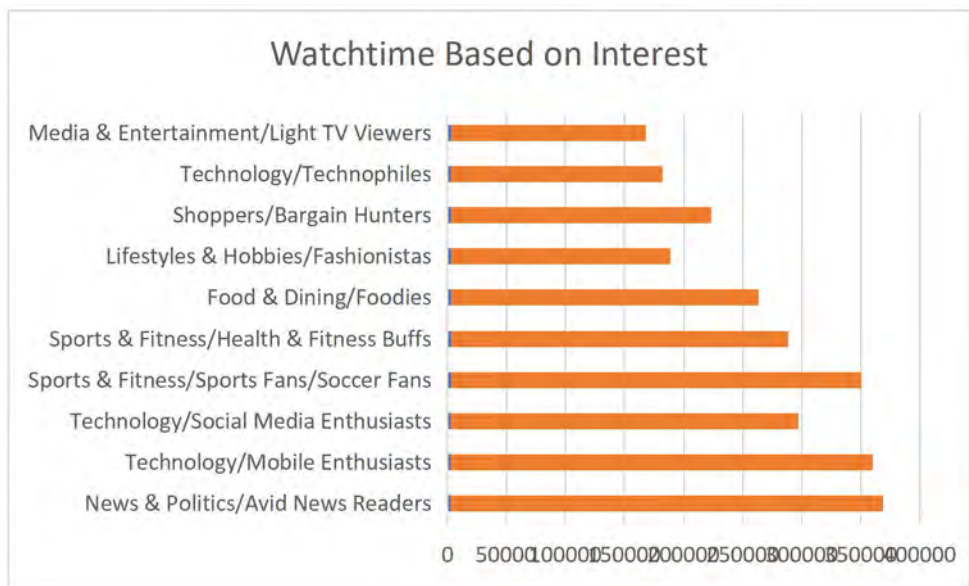


INTERPRETATION: All the data's I have worked on is based on the data of my internship period of last 3 months. In case of watch time in Ott platform, from 400k viewers most watched Channel is Zee Bangla which is 12% and the least watched channel is Bangla Vision.

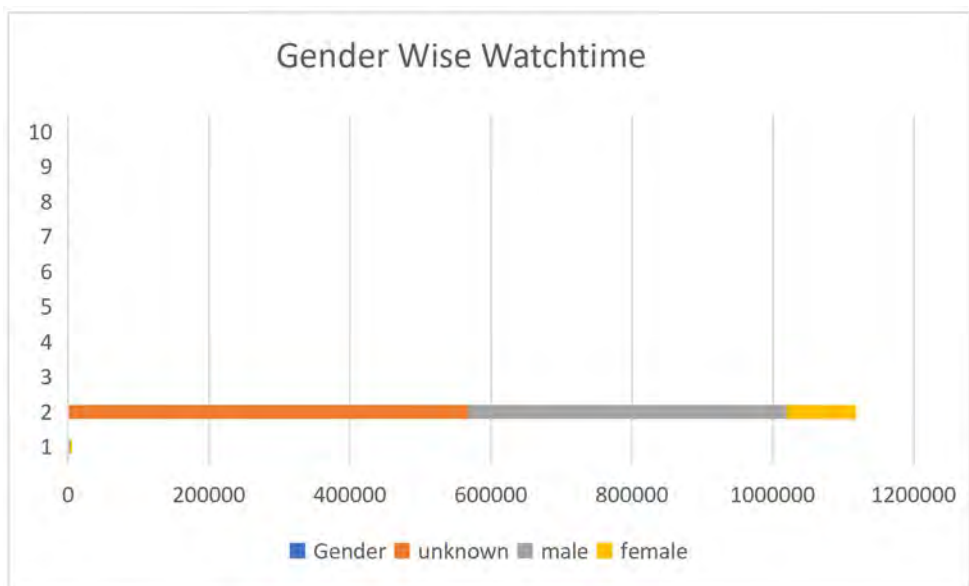




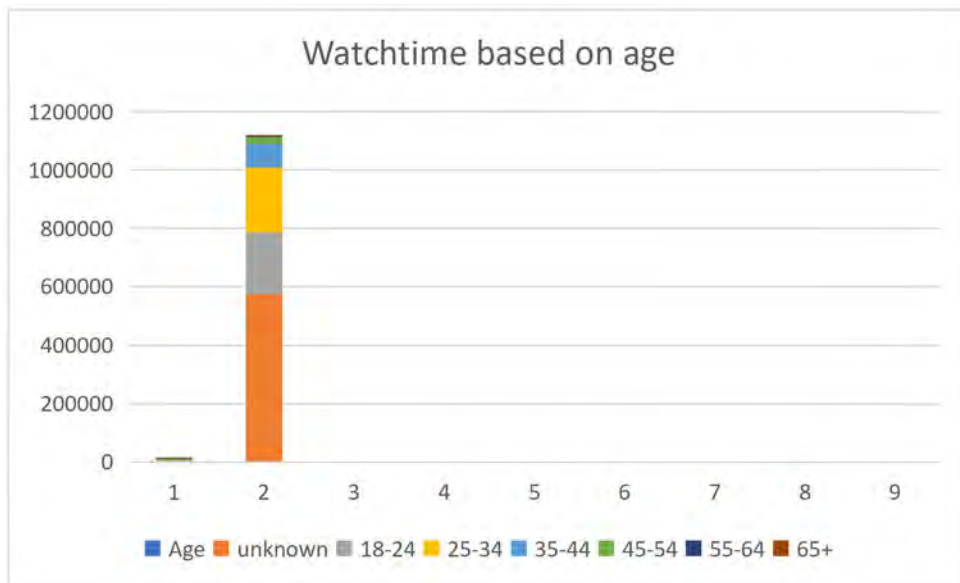
INTERPRETATION: Our 47% viewers on the platform is from Dhaka. And the data is collected from only based on Bangladesh region and least watched city is Noakhali.



INTERPRETATION: The most watched viewers come from interests in news and politics whose average watch time is 366137.03. And the least watched targeted interest viewers have interest in lifestyles and hobbies who watch our contents less than all the other categories.



INTERPRETATION: Most driven viewers on our platform are undetectable and comes from unknown sources. But from the detectable sources most watched contents are viewed by male users rather than female users



INTERPRETATION: As we have varieties kinds of contents for different age group that is why it is difficult to track actual drive and that is why actual age group is undetectable. But after that most age group watch contents are from 18-24 age group who have watched up to 211226.15 hrs. in last 3 months.



## 3.7 Findings and Analysis:

- Digital transformation is highly important and significant in the organization which is agreed by maximum respondent positively in the survey.
- Maximum functional department in the organization is gone through digital transformation to make the process smooth and faster.
- To implement advance business strategy with data digital transformation is now key thing to implement in the organization.
- Maximum organization use social media (Facebook, Instagram, LinkedIn) as their key way to communicate with the customers.
- Maximum organization measure the success of customer acquisition efforts based on the number of new customers they acquire through digital transformation and digital marketing.
- Customer loyalty programs is run by maximum organization to retain customers.
- The data analysis revealed that Zee Bangla emerged as the most-watched channel among the 400k viewers sampled, securing a 12% viewership. This indicates a strong preference for regional content, underscoring the importance of cultural relevance in content strategy. Conversely, Bangla Vision recorded the lowest viewership, suggesting a mismatch with audience preferences or a lack of awareness among the potential viewer base.
- Geographically, Dhaka contributed to 47% of the platform's viewership, establishing it as the core demographic region. On the other hand, Noakhali showed the least engagement, which may highlight regional disparities in content popularity or accessibility issues.
- When it came to content interests, news and politics dominated viewer preferences with an average watch time of 366,137.03 hours. This was in stark contrast to lifestyle and hobbies content, which attracted the least viewer engagement. Such insights could direct content diversification strategies to cater more effectively to audience interests.

- Maximum respondent positively agreed that digital transformation and digital marketing has impact on the sustainability of an organization's business growth.
- Lacked of skilled workforce is the key Challenges encountered in implementing digital transformation and digital marketing strategies.
- Expanded Customer Base and reached new markets and customer segments opportunities or benefits realized from digital transformation and digital marketing strategies.
- Overall digital marketing and digital transformation is the key thing for a business now a days to sustain in the market for long run.

## 4.1 Recommendation:

### **Leverage Data-Driven Personalization:**

Given the profound impact of audience behavior on content consumption, Bongo BD should invest in advanced data analytics tools to personalize content and marketing messages more effectively. By understanding viewer preferences, the platform can tailor its offerings, leading to increased viewer engagement and loyalty.

### **Optimize Social Media Strategies:**

The analysis of marketing strategies underscores the importance of social media in engaging audiences. Bongo BD should refine its social media approach by focusing on platforms where its audience is most active. Emphasizing influencer partnerships, interactive content, and live events on social media can enhance reach and engagement.

### **Capitalize on Content Trends:**

Keeping abreast of trending topics and viral content can enable Bongo BD to remain relevant and appealing to its audience. The platform should consider setting up a dedicated team to monitor social media trends and influencers' activities, thereby quickly adapting its content strategy to align with consumer interests.

### **Enhance Viewer Engagement Metrics:**

The correlation between social media interactions and viewer engagement metrics such as watch time and retention rate highlights the need for engaging content and marketing initiatives. Bongo BD should focus on creating more engaging and interactive content formats, such as polls, quizzes, and user-generated content challenges, to boost viewer participation and retention.

### **Address Challenges and Seize Opportunities:**

The integration of social media with OTT platforms presents both challenges and opportunities. Bongo BD should prioritize data privacy and content security to build trust among viewers. Additionally, exploring user-generated content and leveraging robust anti-piracy measures will safeguard content integrity while fostering a sense of community among users.

### **Continuous Audience Research:**

Continuous research and feedback mechanisms should be established to keep pace with the ever-evolving viewer preferences and technological advancements. Regular surveys, feedback forms, and social media monitoring can provide ongoing insights into audience behavior and preferences, enabling timely adjustments to strategies.

### **Cross-platform Content Syndication:**

To maximize reach and engagement, Bongo BD should consider syndicating its content across multiple platforms and formats. This approach not only extends the content's lifecycle but also caters to different audience preferences, increasing overall viewership and engagement.

## 4.2 Conclusion:

Concluding my time at Bongo BD, the internship provided valuable educational insights and practical marketing experience for an over-the-top (OTT) platform. During my internship, I had the opportunity to work closely with the marketing team. I gained insights into their daily tasks, such as developing and executing marketing strategies, conducting market research, analyzing data, and creating content for various digital platforms.

Working with a team of knowledgeable experts who were always willing to share their insights and provide guidance made my internship truly rewarding. I learned a lot from their experiences and ideas, which helped me develop my own marketing strategies and tactics.

My internship at Bongo BD was a valuable experience where I learned about OTT platform marketing in a practical environment. I am grateful for the opportunity to collaborate with such a talented team, and I am excited to apply the knowledge and skills I have gained moving forward.

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