

The Branding-Marketing & Communication Mix of Transcom Beverages Ltd. (PepsiCo Bangladesh)

**The core branding-marketing campaigns & market leading strategy of Transcom Beverages
Ltd.**

By

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18104006**

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

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Letter of Transmittal

Mahreen Mamoon

Assistant Professor,

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66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Ma'am,

With due respect, I am herewith submitting my internship report. It is a great achievement and honor to work under your supervision.

The report is about the branding strategy of Tanscom Beverages Ltd. I worked at Transcom Beverages Ltd. for twelve weeks as a marketing intern. I worked closely with the branding team under the supervision of Sabriya Tasneem, Assistant Brand Manager.

I hope and pray that you will be kind enough to grant my internship report and provide your valuable judgment. It would be my utmost pleasure if you find this report useful and informative.

Sincerely yours,



Abdullah-R-Rakib

18104006

BRAC Business School

BRAC University

Date: April, 13, 2022

Non-Disclosure Agreement

This agreement is made and entered into by and between Transcom Beverages Ltd. and the undersigned student at BRAC University

Acknowledgement

This internship report focuses on the overall branding and promotional activities of Transcom Beverages Ltd. The completion of this report wouldn't be possible without the support of several individuals. Firstly, I would love to thank Almighty Allah for giving me the strength and opportunity to work. Secondly, I would love to thank my family, friends and my respected faculty. Lastly, I would thank everyone who motivated me and supported me throughout my academic career.

I would also love to express my honor to my supervisors Sabriya Tasneem (Assistant Brand Manager), Mehedi Al Sheraji (Brand Manager) & Sharfuddin Bhuyian Shamol (Head of Marketing). My supervisors helped me a lot in learning real life works and dealings. My sincere gratitude also goes out to all other employees and staff working at Transcom Beverages Ltd.

To conclude, I would love to express my utmost respect and gratitude to my academic supervisor Mahreen Mamoon for providing me knowledge about branding and marketing in my major courses.

Executive Summary

This report is an overview of a 12-week long internship experience at Transcom Beverages Ltd.

Transcom Beverages Ltd. is one of the largest FMCG Company in Bangladesh. It is the franchisor of PepsiCo in Bangladesh since 2000. It has maintained a good reputation and holds a position as one of the top beverage brands in Bangladesh.

As a marketing intern, I assisted my supervisor in a wide range of tasks. I assisted the branding team in making TVC, campaign planning and giving feedback on storyboards. Moreover, I communicated with different agencies to ensure the delivery of required creatives and material on time. I worked closely and assisted the branding team in execution of the Pepsi Fizz campaign and 7Up Ramadan campaign. The marketing team gets a big amount of budget every year to launch different campaign and TVCs. The main brands of PepsiCo Bangladesh are pepsi, 7up, mirinda, mountain dew and Aquafina. Among all these brands, 7up gets the highest allocated budget. The main reason is, 7up is the highest selling beverage in Bangladesh. As a result, 7up generates most of the revenue for the company. Thence, 7up is given the most priority and is more focused brand for the marketing team. The marketing team along with all other department works together to develop a strategy with a definite budget. Following that, the implementation of the strategy is done accordingly. Furthermore, the results and sales volume are also evaluated by the marketing team with the assist of sales team. Finally, the outcomes are presented to the executive director and PepsiCo India.

This report gives an overall picture of the company's structure and work procedures. Transcom Beverages Ltd. has different departments. Marketing is one of the largest departments within the organization. The branding team within this marketing department plays the key role in running communication and promotional activities. This report mainly focuses on the operations and activities of the branding team. The report also discusses my learning and reflection throughout the internship period.

Keywords: Transcom Beverages Ltd.; Branding; Communication; Marketing; PepsiCo Bangladesh;

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List of Acronyms

TBL	Transcom Beverages Ltd.
SKU	Stock Keeping Unit
PSR	Pre-Sales Representative
RSM	Regional Sales Manager
ASM	Area Sales Manager
SE	Sales Executive
CSD	Carbonated Soft Drink

Chapter 1

Overview of Internship

1.1 Student Information

Name: Abdullah-R-Rakib

ID: 18104006

Major: Marketing

1.2 Internship Information

1.2.1 Period, Company Name, Department/Division, Address

Period: 17, January, 2022 - 17, April, 2022

Company Name: Transcom Beverages Ltd. (PepsiCo Bangladesh)

Department: Marketing

Address: Gulshan Tower. Plot# 31, Road# 53. Gulshan North C.A, Gulshan-2, Dhaka-1212.

1.2.2 Internship Company Supervisor's Information

Name: Sabriya Tasneem

Position: Assistant Brand Manager

1.2.3 Job Scope – Job Description/Duties/Responsibilities

Job Responsibilities

- **Assisting the branding team in formulating TVC storyboards:** The branding team had total 5 members including me. Everyone was busy with different project and future planning. PepsiCo launches 2 TVC every year for each product. As a result, developing storyboard from an early stage was a must. So, I assisted the brand manager and senior brand executive in making and developing new TVC storyboard.
- **Assisting the branding team in campaign planning and execution:** PepsiCo Bangladesh launches multiple campaigns each year. So, pre planning of campaign and execution is done 2-3 months prior. I assisted the brand manager and head of marketing in campaign planning of 7up and mountain dew.
- **Communicating with agencies for creatives and other deals:** The creative & marketing agency of PepsiCo Bangladesh is Asiatic MCL. As there are multiple products of PepsiCo, lots of creatives were prepared for each product. Such as, label designs, bottle designs, bottle cap designs, poster design, bunting design, banner design, holder design, billboard design, and so on. I communicated with the agency in delivering feedbacks and receiving the finalized creative.
- **Assisting the Head of Marketing in making and evaluating different excel reports:** The sales executive and managers had to send daily sales report to the head of marketing. I assisted the head of marketing in evaluating the excel reports and summarized the overall daily sales.
- **Making PPT and other required designs:** All the received creatives were presented in a ppt to the PepsiCo India office. I made and arranged the ppt and also made different designs according to the instructions of the brand manager.
- **Communicating with ASMs (Area Sales Manager) to ensure product lifting:** PepsiCo Bangladesh has 2 production plants, one in Gazipur and another in Chittagong. The products from the plants were delivered to distribution points. After that, the ASM ensures the product is lifted by all the shopkeepers in his/her area. Sometimes, the product lifting is delayed for numerous reasons. My task was to know the reasons of product not being lifted and ensuring the product lifting as soon as possible.
- **Ensuring the delivery of campaign material from agencies:** The agency also used to make different campaign materials according to the requirement. I used to ensure the correct campaign material is delivered in time. Moreover, if there was any feedback I

communicated with the agency to make the changes and share the material as soon as possible.

1.3 Internship Outcomes

1.3.1 Student's contribution to the company

I started my internship as a marketing intern at Transcom Beverages Ltd. I joined here in the last week of January, 2022. The first one week was very slow for me, there was no work, just introductions with different departments, teams and overall company profile. Workload started from the second week of my internship.

As a marketing intern, I assisted my supervisor in a wide range of tasks. I assisted the branding team in making TVC, campaign planning and giving feedback on storyboards. Moreover, I communicated with different agencies to ensure the delivery of required creatives and material on time. I worked closely and assisted the branding team in execution of the Pepsi Fizz campaign and 7Up Ramadan campaign.

In the second week, I was given a project by my supervisor to lead. The project was to evaluate the current customer care agency of my company and decide whether we should change it or not. As a project lead I successfully made a report that benefited both my company and the agency. I tried to evaluate the whole scenario as extensive as possible. I overlook the whole task with other intern and branding team.

In the third week, I worked with the branding team for the campaign design and launching of Pepsi Fizz. I assisted my supervisor and branding team in the whole Pepsi Fizz campaign and launch project. I worked with Head of Marketing Boss and assisted him in different sales data evaluation and product lifting tasks.

Following the task of Pepsi Fizz, there was another big project which was the making of Ramadan TVC for 7Up. I assisted the branding team in evaluation of the storyboard and script of the TVC. I assisted my supervisor in communicating with the marketing agency for all necessary items for the TVC. I also ensured the TVC product label printing and delivery at the shooting studio.

Other than the core activities, I have daily tasks as a marketing intern. The daily tasks are mostly communicating with the marketing agency. This includes giving them feedback, taking updated designs-outputs and providing guidelines on upcoming requirements. Moreover, I look into daily reports of Pepsi Fizz lifting and volume status to find out if the requirements are met or not. If there is any shortage on lifting/volume I communicate with ASM (Area Sales

Manager) of the specific area and inform him to lift the product. If the ASM faces any issue about the product lifting, I report that to the Head of Marketing boss.

1.3.2 Benefits to the student

Transcom Beverages Ltd. is one of the largest FMCG companies in Bangladesh. As an intern, I had the privilege to learn a lot about the FMCG industry and business of Bangladesh.

The department and supervisors gave me the chance to work in major campaigns. As a result, I learned about proper campaign planning and execution. Moreover, I learned how to make a successful TVC and execute the campaign on different platforms. I communicated with the agencies almost every day. So, my communication skills developed by a wide margin. Furthermore, I learned the ways to deal with agencies and external bodies successfully.

To conclude, Transcom Beverages Ltd. is a workplace to learn a lot of skills. Starting from communication to public dealings, campaign planning to execution and many more. A student can develop a lot of potential skills from working in this company that will help them in building a successful career.

1.3.2 Problems/Difficulties (faced during the internship period)

The internship period was a great learning experience for me. The work environment, supervisors, employees and staff were very cooperative and helpful. Though there were few difficulties that I faced during my internship period. They are as follows,

- The office hour was by rule 9AM-6PM, but somedays me along with my supervisors had to stay at the office beyond working hours. The workload and agency delays caused such situations. As a result, I returned home at around 10:30 PM on those working days.
- Dealing with the agencies was a bit difficult sometimes. They used to make delays and sometimes failed to deliver creatives/materials on time. This created some work pressure and waste of valuable time.
- My house was very far from my workplace. As a result, the major difficulty that I faced during my internship period was transportation. There was no direct transportation system from my home to the office. So, I had to shift buses twice to go to my office. Moreover, on an average it used to take 2+ hours to go to my office and same in terms of returning home. I used to get tired sometimes only because of the long journey.

1.3.2 Recommendations (to the company on future internships)

Transcom Beverages Ltd. is a very successful FMCG company in Bangladesh. The overall work environment is good and friendly. Few recommendations that I would like to provide are,

- Transportation for employees: Being such a big FMCG company, Transcom Beverages Ltd. don't have any transportation facilities for employees. Many employees have to come from a distant place using public transport. So, it is a big hassle for them in a city like Dhaka. A transportation facility, such as a company bus could satisfy the employees by a big margin and can boost their productivity.
- Maintaining work-hour: The working hour at TBL (Transcom Beverages Ltd.) is 9 AM-6 PM, but it is not maintained strictly. Lot of employees had to stay beyond working hours. Due to this, the overall motivation and productivity hampers. So, I believe a fixed working hour should be strictly maintained.
- 5 working days a week: TBL (Transcom Beverages Ltd.) has 6 working days in a week. I think it is a bit more pressure for a person to work 6 days a week. For proper productivity and efficient work output, 2 holidays per week is a must.

Chapter 2: Organization Part

2.1 Introduction

Transcom Beverages Limited is a subsidiary of the Transcom Group, one of the country's largest conglomerates. Under the leadership of the late Latifur Rahman, the Transcom Group grew to be one of the most successful and largest companies in Bangladesh (Group, n.d.).

The following are some of the largest businesses of Transcom Group:

- Transcom Electronics
- Transcom Foods
- Transcom Beverages
- Eskayef Pharmaceuticals
- Mediastar
- Transcom Consumers
- Transcraft

2.2 Overview of the company

Transcom Beverages is one of Transcom Group's many companies. It became the sole franchisee and bottler of PepsiCo in Bangladesh in 2000, and has kept that position ever since. They are also in charge of PepsiCo's distribution and marketing in Bangladesh. The Head office of Transcom Beverages Ltd in Gulshan-2, Dhaka.

2.2.1 Vision

The vision of Transcom Beverages is to deliver sustainable growth in Bangladesh and be the dominant beverages company satisfying and nourishing Bangladeshi consumers, by fulfilling their daily beverage needs and delivering performance with purpose (Ltd., n.d.).

2.2.2 Mission

The mission is to provide consumers with delicious, affordable and convenient beverages while maintaining the highest market share in the segment.

2.2.3 Brands

The following are the brands under their portfolio:

- Pepsi: Caleb D. Bradham (1866–1934), a pharmacist in New Bern, North Carolina, invented the first Pepsi-Cola (PepsiCo, 2021).



- 7up: The flavors of lemon and lime were chosen by Charles Leiper Grigg. He came up with the name "Bib-Label Lithiated Lemon-Lime Sodas" in October of 1929. In 1936, the name was altered to 7Up Lithiated Lemon Soda, and subsequently back to simply plain 7Up (ThoughtCo., 2019).



- Mountain Dew: In a lab, Barney and Ally created a carbonated lemon-lime drink. They blend it with booze, as one does, and the result tastes like homemade bourbon. The mix is a keeper because it appears to be what they were going for. When it came time to name their new beverage, Barney and Ally chose Mountain Dew, which is actually an old slang term for moonshine (Hitt, 2020).



- Mirinda Orange: Mirinda was first established in 1959 in Spain. In Esperanto, its name means "admirable." PepsiCo has been the owner of Mirinda since 1970 (Suntory PepsiCo, n.d.).



•Aquafina: Aquafina was first introduced in Wichita, Kansas, in 1994 and became widely available in 1997. Aquafina has won over customers with its outstanding taste and purity from its introduction (Aquafina, n.d.).



• Mango Slice: It is a mango flavored thick drink launched in 1993 (Yuva, 2018).



• Tropicana: It stands in the fruit juice category of PepsiCo.



• Evervess Soda Water: It is a popular soda water of PepsiCo.



• Diet Pepsi: Diet pepsi is a sugar-free version of Pepsi.



• 7up Lite: 7up Lite is a sugar-free version of 7up.



• Pepsi Black: Pepsi black is another sugar-free version of pepsi.



These brands have thrived in Bangladesh, where they have grown in popularity. Transcom Beverages was selected "Bottler of the Year" by PepsiCo in 2016, marking the sixth time Transcom has won this prestigious award since 2000. Transcom Beverages was named "International Bottler of the Year" in 2009 (Deck, 2016). Since 2009, 7up has received the award for Best Beverage Brand in Bangladesh every year under Transcom Beverages.

2.2.4 Product Line

Product	SKU
Pepsi	<ul style="list-style-type: none"> • 250ml • 400ml, 600ml • 1000ml • 2250ml • Glass Bottle • Can

7up	<ul style="list-style-type: none"> • 250ml • 600ml • 1250ml • 2250ml • Glass Bottle • Can
Mountain Dew	<ul style="list-style-type: none"> • 250ml • 400ml, 600ml • 1000ml • Glass Bottle • Can
Mirinda Orange	<ul style="list-style-type: none"> • 250ml • 600ml • 1000ml • Glass Bottle • Can
Aquafina	<ul style="list-style-type: none"> • 500ml • 1000ml • 1500ml
Slice Mango Juice	<ul style="list-style-type: none"> • 200ml
Tropicana	<ul style="list-style-type: none"> • 200ml
Diet Pepsi	<ul style="list-style-type: none"> • 500ml • Can
7up Light	<ul style="list-style-type: none"> • 600ml
Pepsi Black	<ul style="list-style-type: none"> • Can
Evervess Soda Water	<ul style="list-style-type: none"> • 600ml

2.3 Management Practices

TBL (Transcom Beverages Ltd.) is led by Group CEO Simeen Rahman. The overall operations and all departments are overseen by the Executive director. Then there are the head of departments who lead each department with leadership & triumph. I was in the marketing department. So, there was our Head of Marketing who leads the marketing department, mainly the branding team. Within the team there was Brand Manager and Assistant Brand Manager. There were no executive in the marketing department.

2.4 Marketing Practices

TBL (Transcom Beverages Ltd.) is a FMCG company. So, marketing department has a huge role for frequent promotional activities and campaign planning-implementation.

a) Marketing strategy: The marketing strategy of TBL (Transcom Beverages Ltd.) is mainly retail pushing. TBL (Transcom Beverages Ltd.) follows a lot of traditional marketing strategies to promote their products. For example, execution of bunting, banner, signage on retail store, providing branding visi-cooler freezers to retailers and so on. Moreover, there is also practice of digital marketing. All PepsiCo brands has separate pages on social media, TVC is also made almost every year to promote the product in a new way.

b) Target customers: The target consumers/customers of PepsiCo Bangladesh are the mass people of Bangladesh. The beverages that are produced can be afforded by everyone. Starting from lower class to upper class everyone is the target customer for the PepsiCo product. There are some exceptions in case of Pepsi and Mountain Dew. This two brands are mainly for young millennials. The target customers of pepsi and mountain dew are the young people from 14-25. The tagline of Pepsi ‘Swag’ and the tagline of dew ‘Bhoi er porei joi’ is made for the young people of Bangladesh.

c) Marketing channels: TBL (Transcom Beverages Ltd.) follows in retailer pushing strategy. They try to ensure the availability of their products in every outlet and pushes the retailers to sell their product. The products are made at the factory situated in Gazipur and Chittagong. After that, the products are delivered to all distribution points in Bangladesh. Following that, the products are then delivered to outlets for the consumers.

d) Product/New product development and competitive practices (if any): PepsiCo tries to undergo several research activities to develop their product. Every year there are many research activities involving regular customers to get their feedback on products. Depending on the feedback, new product development is done. Recently, Pepsi Fizz was launched in Bangladesh which has long lasting fizz and less sugar.

e) Branding-Promotional activities: TBL (Transcom Beverages Ltd.) has branding activity throughout the whole year. New banners, buntings, hangings, are designed and displayed at almost every outlet to showcase the availability of product. Moreover, a unique TVC is made every year for Pepsi, 7Up and Mountain Dew. The TVC features celebrities to capture the public attention. Pepsi features Salman Khan, 7Up features Shakib Al Hasan and Mountain Dew features Hritik Roshan. The TVCs are aired on television and social media throughout the year.

2.5 Financial Performance and Accounting Practices

The most selling product/brand of TBL (Transcom Beverages Ltd.) in Bangladesh is 7Up. It is also the most selling beverage in Bangladesh. The financial data and accounting reports here are mostly confidential as a result I cannot provide any financial information in the report. To summarize, the sale of 7Up is on high range in Bangladesh whereas Pepsi lacks behind its competitor. On the other hand, mountain dew has no direct competition so it also generates a good amount of profit for the company.

2.6 Operations Management and Information System Practices

The office of TBL (Transcom Beverages Ltd.) is a smart office. There are desktops and laptops on every desk. The data is stored on a massive database called Durbin. Durbin is an internet based data storing system developed by the company. Durbin is a highly secured database, where limited people has the access. All types of sales data, employee data and company data are stored in Durbin which are mostly confidential. The overall operation focuses on production of the products, delivery to the distribution points and lifting in outlets.

2.7 Industry and Competitive Analysis

Porters Five Forces

1. Competition in the industry: The beverage industry of Bangladesh is dominated by few companies. Such as, Coca-Cola, Akij , PepsiCo and Pran. All the beverage has particular target customers. Some loves coke , some loves pepsi. The number of competitor is less but the level of competition is high.

2. Threat of new entrants: The threat of new entrants is less in this industry in Bangladesh, but the existing companies can introduce new line of products which may increase competition.

3. Power of suppliers: The suppliers has more power than the companies in Bangladesh. They can shift to other company very easily. Moreover, all the beverage company tries to provide benefits to the suppliers in one way or another, to ensure sale.

4. Power of customers: The customers also has more power in this industry. There are wide range of beverages in the market. Moreover, there are beverages with similar taste from different companies. As a result, customers can easily shift their choices.

5. Threat of substitute products: There is always a threat of substitute product in this industry. The beverage industry consists of cola, juice, water, and so on. Companies has wide range of products, and people has options to choose between different drinks. As a result, competitors can introduce substitute product to capture more market share.

SWOT Analysis

Strength:

- Massive production plants.
- Huge budget in branding and promotional activities.
- Large number of Human resources.
- Brand value and global presence

Weakness:

- Quality control and maintenance.
- Lack of new products.

Opportunities:

- More market share through ensuring the availability of products.
- Introducing healthy beverages.

Threat:

- Health consciousness among mass people.
- Massive competition among the companies.
- Wide range of beverage products in the market.

Chapter 3: Project Part

The Communication & Branding Strategy of PepsiCo Bangladesh

3.1 Introduction

3.1.1 Background

In 1965, Donald Kendall, the CEO of Pepsi-Cola, and Herman Lay, the CEO of Frito-Lay, saw "a marriage made in heaven," a single firm producing perfectly salted snacks alongside the best cola on the planet. PepsiCo, one of the world's biggest food and beverage companies, was born from their ambition.



Figure 1: PepsiCo Headquarter

In more than 200 countries and territories throughout the world, PepsiCo products are consumed more than one billion times per day. PepsiCo's supplementary beverage and convenience foods portfolio, which includes Lays, Doritos, Cheetos, Gatorade, Pepsi-Cola, Mountain Dew, Quaker, and SodaStream, earned \$70 billion in net revenue in 2020. PepsiCo's product portfolio encompasses a wide range of tasty foods and beverages, including some legendary brands with annual retail sales of more than \$1 billion each (PepsiCo, PepsiCo, 2022). TBL (Transcom Beverages Ltd.) is one of the largest FMCG Company in Bangladesh. It is the only franchisee of PepsiCo. It has been operating the business of PepsiCo in Bangladesh for more than 20 years. TBL has modern bottling factories in Dhaka and Chittagong for the well-known soft drink brands as Pepsi, 7UP, Mirinda, Slice, Mountain Dew, Pepsi Diet, and 7UP Light. The firm is launching with the goal of delivering long-term success in Bangladesh (TBL, n.d.).

3.1.2 Objectives

The beverage industry requires frequent promotional activities and public communications for more sales and capturing market share. TBL also follows that path, the branding and communication procedure of TBL solely focuses on traditional marketing, retailer push and digital marketing. The objectives of this project are,

- To understand the branding strategy of PepsiCo Bangladesh.
- To find the core communication strategy of PepsiCo Bangladesh.
- To understand the push strategy of PepsiCo Bangladesh and how it impacts the overall sale.

TBL focuses a lot in branding and promotion. The core strategy of TBL being visible everywhere. TBL spends a big amount of money in visual representation of its product. For example, all the shops who has PepsiCo products are decorated with PepsiCo banners, bunting, posters, billboards and so on. The banners are changed and updated depending on the latest campaign and product.

The PSR (Sales Representatives) takes all these promotional items from the depots. After that, they are instructed to deliver these to different shops/outlets of their area. Moreover, they are instructed to take picture after the execution and send it to the headquarter/marketing department of PepsiCo Bangladesh. Following that, the marketing team evaluates the execution and provides feedback accordingly.

After a certain period of time, the result of the execution is analyzed. Depending on that, the marketing team decides if they need to change their plan or not. If the sale rises, they focus on other campaign plans. On the other hand, if the sale drops, they tries to figure out more way/new plans for the existing campaign.

3.1.3 Significance

The significance of Branding is immense at Transcom Beverages Ltd. The promotional activities and campaign implementation helps TBL to gain massive market share. 7Up is the highest selling beverage in Bangladesh. Every year TBL launches 1-2 TVC of 7Up featuring Shakib Al Hasan. Moreover, Ramadan campaigns and other creative execution in the market helps 7Up to hold the top position in the beverage industry of Bangladesh.



Figure 2: 7UP Poster featuring Shakib Al Hasan & Fido

In Bangladesh, TBL is the only franchisee of PepsiCo. As a result, all decisions of PepsiCo are taken by TBL under the supervision of PepsiCo India. 7up is the highest selling beverage in Bangladesh, so TBL focuses a lot in the branding of 7up. Every year TBL spends a big amount of money to make TVC for 7up. This TVC is made focusing on different aspects. One of the major aspects is customer feedback and demand. TBL makes demo stories for their upcoming TVC of 7up. The demo stories are presented to a particular group of target customers. The customers are instructed to watch all the stories and provide their feedback. Moreover, they are asked about their demand and complains on the product. This feedback taking session is conducted for 1-2 week.

After taking all the feedbacks, the branding team decides which story they should start working on. Then they plan the whole TVC starting from shoot to execution. The whole process is conducted by the branding team and marketing agency. The execution and media planning is conducted by the media agency.



Figure 3: Mountain Dew advertisement featuring Hrithik Roshan

The whole TVC project has a budget of more than 4 crore BDT. TBL only makes 7up TVC in Bangladesh. On the other hand, Pepsi and Mountain Dew TVCs are made by PepsiCo India. The Indian TVCs are then dubbed in Bengali and telecasted in Bangladesh. The budget for pepsi, mountain dew and mirinda are less in Bangladesh. The major reason is the overall sale of this three product is low in Bangladesh compared to 7up.



Figure 4: Pepsi advertisement featuring Salman Khan

3.2 Methodology

To understand and find the branding and communication mix of TBL (Transcom Beverages Ltd) I followed Agile methodology (Teamwork, n.d.).

The time period was only 3 months. I worked closely with the branding team and assisted in all campaign works. I understood the overall branding communication mix of the company. I



Figure 5: 7UP Ramadan Poster 2022

evaluated a few data and sales volumes to understand the impact and success of the strategy and campaigns. Furthermore, I followed the results of communication mix and promotional activities of TBL (Transcom Beverages Ltd) to understand the overall business policy.

The aggressive branding strategy of TBL helps them by large margins to beat other competitors of the beverage industry in Bangladesh. Most of the grocery shops has PepsiCo billboards, banners, posters and also visi-coolers (refrigerators). The company also has a policy regarding the visi-coolers. The shop owners cannot keep beverage of other brands in PepsiCo visi-coolers. If they do so, they won't be able to keep the visi-cooler after few warnings.

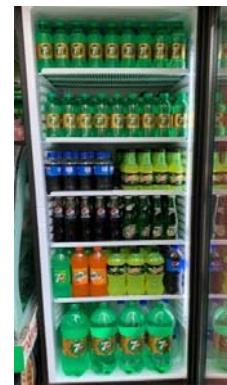


Figure 6: PepsiCo products in visi-cooler

All these are monitored by PSR (Sales Representatives) and reports to their ASM (Area Sales manager). The ASM (Area Sales Manager) then reports it to RSM (Regional Sales Manager). Finally, the RSM (Regional Sales Manager) reports all the information to the Headquarter of TBL. The marketing and trade marketing team analyzes the reports and takes the final decision.

I worked closely with the marketing/branding team to analyze these reports. Moreover, I worked with the head of marketing, brand manager & asst. brand manager to take decision and solve different issues. Some of the issues including, shop owners keeping beverage products of other brands, shop keepers not displaying posters, banners or bunting outside their shops etc. Working on this with the marketing team helped me to understand the aggressive branding strategy of PepsiCo Bangladesh.



Figure 7: PepsiCo visual presence in retailer shop

3.3 Findings & Analysis

The communication mix of TBL (Transcom Beverages Ltd) is as follows,

- Advertising (TV, radio, press, PPC): Advertising is one of the core branding and promotional move of TBL. Every year new TVC of PepsiCo products are launched globally as well as Bangladesh. 7Up TVCs are made solely for Bangladesh by TBL every year. Most of the TVC of PepsiCo feature celebrities of different areas, such as entertainment, sports etc.
- Direct marketing & digital marketing: Traditional marketing and digital marketing both plays vital role in terms PepsiCo Bangladesh. Throughout the year, new banners, posters, bunting, and many other branding component are displayed at various outlet. Moreover, PSR (Pre Sales Representative) from the company communicates with the retailers to promote and sell product to customers. On the other hand, digital arts and videos are posted in social media on different occasions, ceremonies and national events.
- Public Relations (PR): PR activities of TBL (Transcom Beverages Ltd.) includes the yearly new TVCs. The TVC shows a story and creates a unique image of the brand for the customers.

- Personal Selling: Personal selling basically done by the retailers and suppliers for TBL. Moreover, the brand ambassador of 7Up- Shakib Al Hasan, the ambassador of Pepsi- Salman Khan and Hrithik Roshan of Mountain Dew helps in promoting the product to mass people. There are also influencer campaigns, where different influencers promote TBL products to the target audiences.
- Sales Promotion: There are a good number of sales promotion activities followed by Transcom Beverages Ltd. TBL has 4 core beverage products, as a result they can associate one with another to provide a unique offer for the customers. Furthermore, depending on different events and occasions TBL sets sales promotion accordingly. TBL strictly follows whether their promotion offer fits their brand image or not and evaluates the possible outcome of the offer.



Figure 8: 7UP featuring Shakib Al Hasan & Fido



Figure 9: Sales promotion offer from PepsiCo Bangladesh

3.4 Conclusion

To conclude, the branding of TBL includes both traditional and digital marketing strategies. With a unique brand value and quality, TBL (Transcom Beverages Ltd.) is conducting the PepsiCo operations successfully in Bangladesh. Furthermore, with new TVC every year and regular campaign planning-execution helps Transcom Beverages Ltd. (PepsiCo Bangladesh) to hold the position as one of the top beverage Company in Bangladesh.

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