

An Internship Report on

**“Digital Media Strategy - The Aspects of Digital Media Buying and Planning through a Strategic Campaign Framework”**

Submitted by  
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An internship report submitted to the BRAC Business School in partial fulfillment of the requirements for the degree of Bachelor of Business Administration (BBA)

BRAC Business School  
BRAC University  
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## **Declaration**

It is hereby declared that

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

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

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**Name- Trisha Datta**

**ID- 20104125**

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

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**Tania Akter**

**Senior Lecturer, BRAC Business School**

**BRAC University**

## Letter of Transmittal

Tania Akter

Senior Lecturer,

Brac Business School

Kha 224 Bir Uttam Rafiqul Islam Avenue, Dhaka

Subject: Submitting internship report

Dear Ma'am,

With due respect, I express my gratitude for giving me the opportunity for the completion of my report on **“Digital Media Strategy- The aspects of digital media buying and planning through a strategic campaign framework”**. This is to let you know that I have done my internship from Mediacom Limited – member of the Square Group, where I could earn my first job with full time roles and responsibilities and learn a tremendous amount of knowledge.

In this report, I have worked with both primary and secondary data which I have cited in the paper by maintaining proper guideline. Moreover, I have endeavored my best to complete the report with all the credential data and references with significant comprehensive way.

Sincerely yours,

---

Name- Trisha Datta

ID- 20104125

BRAC Business School

BRAC University

## **Non-Disclosure Agreement**

This agreement is made and entered into by and between Mediacom Limited and the undersigned student at BRAC University, Trisha Datta.

I, Trisha Datta, will show my proper professionalism and will not disclose any confidential information of the company even after my tenure ends with the company.

---

Trisha Datta

20104125

BRAC Business School

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## **Acknowledgement**

The following paper was completed as part of the prerequisites for a bachelor's degree in BUS400 at BRAC University. I would like to express my utmost gratitude and appreciation to everyone who played an important part in order to successfully complete this report. Firstly, I would like to express my deep appreciation to my academic supervisor, **Tania Akter**, and co-supervisor **Ms. Noshin Anjum Chaiti**, for being ever so cooperative and guiding for my journey that led to me writing this report. Her instructions have always been transparent and contained valuable knowledge that will potentially not only help me in my academic life, but in my career as well.

I would next, like to express my utmost gratitude to the “**Media Buying**” team who had given me the opportunity to seek my internship and therefore complete it. Gathering the knowledge necessary and being associated with them in this short period of employment has proven to be really valuable. Discussions of this sort have not only helped benefit the organization itself, but helped me to get a deeper understanding of how a professional scenario works.

In order to complete this report, the most important recognition is to be attributed to my internship supervisor “**B M Javed Bin Gofran**” and my team lead “**Shah Shaifullah- Al- Zakerin**”. They were able to give me the necessary support and official documents where necessary in order to finish my internship.

## **Executive Summary**

The following report describes and details my internship experience in the Digital Media Buying team at Mediacom Ltd. The prime goal of this particular internship was for me to get an understanding of how digital media buying and digital media planning works in the actual industries of Bangladesh through digital media. This paper is to elaborate the current Media Buying and Media Planning strategies at Mediacom Ltd., to effectively achieve better outcomes on each of the assigned tasks and to get a better understanding overall. Throughout my early years in university, I never imagined myself being able to work and intern under an advertising agency.

In the current society, getting businesses off the ground is already a difficulty in itself. It only made multiple folds harder when communicating a service or product to the targeted audience is not always clear or transparent. This is why understanding how media planning, buying and marketing can be essentially effective at helping businesses to get their name out there. There are many elements to a properly crafted advertisement and it is always advantageous for someone working in media to know what is effective and what is not.

In this report, I have tried my best to explain and elaborate on how I have learned and understood at least the basics of how media buying and media planning works. On the way of hopefully effectively making myself a more able and skilled individual working in this field.

**Keywords:** Digital Media, Media Planning, Media Buying, Meta, Google, Impression, Frequency

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## List of Acronyms

GDN	Google Display Network
DSP	Demand Side Platform
SSP	Supply Side Platform
CFC	Content For Content
MCL	Mediacom Ltd
TG	Target Group
OVC	Online Video Commercial
SFBL	Square Food and Beverage Ltd
STL	Square Toiletries Ltd.
TVC	Television Commercial

# Chapter 1

## 1. Information of student

Name: Trisha Datta

ID: 20104125

Program: Bachelor of business administration (BBA)

Major: Marketing

Minor: Management Information System (MIS)

## 1.2 Internship Information

### 1.2.1 Period, Company Name, Department, Address

Period: 3 months

Company Name: Mediacom Limited- Member of the Square Group

Department: Digital Media, Media Buying

Address: Samson Center, 43 South Avenue, 5A Rd 126, Dhaka 1212.

### 1.2.2 Internship Company Supervisor's Information

Supervisor: B M Javed Bin Gofran

Designation: Sr. Manager, Media Planning

Organizational Mentor: Shah Shaifullah- Al- Zakerin

Designation: Manager, Digital Media

### 1.2.3 Job Scope

Initially, I was assigned and worked as an intern of Media buying team. During this internship tenure, I had the opportunity to work on multiple type of project of digital media and social media campaign. This opportunity assists me to meet multiple teams, expertise and work with them while ongoing the projects. Besides this provides me a better understanding of the process of digital media and media buying. Besides, during my internship period, I mostly worked with reporting for one of the top clients, Walton. Walton versatile products line focus on digital platform among them refrigerator generate more engagement and reach among other products of Walton. After working on different types of products of Walton, it came to a point where I had to make reports with help of generated data through Meta and Google along with other responsibilities.

The job scope is described below-

- Generating comprehensive Content placement buying reports for clients based on campaigns run on Facebook and YouTube.
- Compiling detailed monthly reports using data from Meta Ads Manager, Meta Business Suite, and Google Ads Manager for the top client “Walton”.
- Conducting thorough competitive and performance analysis to provide valuable insights.
- Preparing media planning and buying for launching campaign.
- Demonstrating a deep understanding of campaign elements from Meta and Google platforms.
- Analyzing data from social media platforms such as Facebook pages and YouTube VRC campaigns.
- Developing and executing campaigns with a focus on achieving key objectives.
- Crafting compelling case studies for various campaigns, including the prestigious Commward’24.

### **1.3 Internship Outcomes**

#### **1.3.1 Student’s Contribution to the Company**

As an intern I had been assigned to several responsibilities. Since I was attached with media buying team, this team is one of the part of digital media which handles OVC campaign along with various types’ ads on social media.

During my internship tenure, main responsibility was to create report on client’s campaign on monthly basis. This report creation is requiring to work with Meta and google platform. Through Facebook ad manager, it helps to gather information from Facebook page activity regarding reach, impression, page engagement, amount cost, frequency etc. these elements actually determine the ads/ campaign’s activity throughout the month., ads also run through google as google display banner (GDN), bumper ad, search ad, VRC and View. Moreover, Meta business suite is another platform to analysis page engagement through ad campaigns. These three platform assist in

collecting data which lead to make a comprehensive report along with competitive analysis and performance analysis.

On the other hand, generating comprehensive CFC report, CFC means content for content. Ads that shows in between content or news on social media. This helps to analysis if the ad campaign had met the estimated budget planning or not. Besides, assist in generating more valuable campaign for further times. Preparing media planning was significant responsibility for my team as according to this media buying is perform in proper way.

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

During the internship tenure, I have learnt various skills and knowledge related to media buying directly. My communication skills and interpersonal skills have developed a lot since I joined as an intern. Skills on computer literacy have also developed such as knowledge regarding some technical tool Meta business suite, ads manager, google ads, and social blade.

Academic knowledge has enhanced since it is connected to the work especially as marketing major, knowledge regarding TG, audience, understanding product or services and how it affects a campaign. The process of media buying and planning is connected to the process of understanding platforms and audiences which help me to understand the academic knowledge intensely. After certain training and guidance, I could, finally be useful to my teams with my gathered knowledge.

### **1.3.3 Difficulties Faced during the Internship**

As it was my first time working in a company, there were various kinds of responsibilities that I did not have any experience with during my academic period. The term for each work and the process of work was something that is pushing towards an unknown difficulty that occurred earlier in my internship. The pattern of understanding those processes, organizing them and turning them into final projects required specific steps to complete which was difficult. Anyway, I could adjust to those difficulties and found a way to capture the solution of these problems. With the cooperation of my team, it was quite easy to overcome these difficulties and challenges and found a reliable platform to perform my work.

### **1.3.4 Recommendation**

From my observation, there could be a few recommendations to overcome the difficulties that I, as an intern encountered. -

1. I would recommend more professionalism in regards to training, discussion in the work process.
2. I would recommend the company should have more recruitments for interns to have deep insights of the young generation.
3. I would recommend more project work given to the intern in terms of gathering skills and knowledge.

## Chapter 2

### Organization Part

#### 2.1 Introduction to Mediacom Limited

Mediacom Ltd. is an independent, creative & media buying agency that has successfully helped transform some of the most well-known and exciting brands across Bangladesh. Mediacom Ltd. is a part of Square Group, one of the largest conglomerates of the country and has been operating for over 25 years. After being founded in 1997, Mediacom Ltd. has become one of the fastest growing agencies in the world. Mediacom has worked with large clients, many from Square Toiletries Limited and Square Food and Beverages and Square Hospitals Ltd. This includes and is not limited to the likes of Zero Cal, Senora, Chaka, Radhuni and Ruchi. Other big clients of Mediacom include GPH Ispat, Ispahani, Concord, Bata, BRAC. Through continuous thought provoking content and executing groundbreaking advertising campaigns along with strategic and planning activities, Mediacom has set its grip strongly into the Bangladeshi marketing industry. The company is able to adapt in order to meet the different dynamics of requirements of different clients in order to provide the best possible solutions. Additionally, Mediacom Ltd also adjusts their content accordingly as per requirement of the clients, no matter how different or difficult it may be. (Mediacom ltd., 1997)



Figure 1 Mediacom Ltd (Mediacom Limited, 1997)

## **Crafting Campaigns That Connect:**

Mediacom's main vision is to make sure that clients can communicate their message to their customers or audience thoroughly and readily. This is done through advertisement campaigns that are proven to be strategically sound and planned accordingly.

## **Delivering Quality, Consistency, and Results:**

Delivering text content is one thing, but video/digital content is a different game and Mediacom succeeds at it convincingly. Content of any format requested by different clients such as TV, press or events is handled by the team for the best results, quality and consistency.

## **A Leader in Strategic Advertising and Planning:**

In order to succeed to the maximum potential, it is important to maintain a good grip on insight and strategy. Using this as a key factor throughout the local market, Mediacom has become a leading figure when it comes to advertisement and planning.

### **2.1.1 Purpose of Mediacom**

1. Mediacom Ltd. looks to ensure that its clients, no matter how big or small, end up getting the perfect advertisement and other promotional tools that they need to make their businesses succeed. Using the complex arts and science of making advertisement and marketing more engaging to its audience, market and media analysts.
2. Provide effective brand consultancy in order to give expert advice and guidance to help companies and brands improve their image and their performance. Mediacom wishes to ensure that brands who struggle with finding strategies or approaches are not being held back and to solve the problem for them.
3. Audio and Video content has proven to be very effective and useful when it comes to marketing and selling services or products to its clients or customers. Mediacom Ltd. tries its best to make sure this is taken advantage of as much as possible. Providing the most effective content, most fitting visualization and sound design, Mediacom Ltd.



ensures that the most competent solutions are provided to the clients according to their demands.

### **2.1.2 Vision Statement**

Mediacom inspires brands to their maximum potential through establishing meaningful relations across Bangladeshi consumers. This statement shows the dedication of the company to:

- Help brands and companies succeed and thrive in their respective fields by providing services to them effectively.
- Maintaining a good footing in the local market. By focusing on Bangladeshi consumers, Mediacom Ltd. is able to find clients and brands to work along with more easily. Additionally, getting more eyes on the company becomes easier through local networks.

### **2.1.3 Mission Statement**

- Mediacom focuses on being the leading advertising agency in Bangladesh, providing the best creative strategies and a deep understanding of local culture. This mission statement solidifies the idea of Mediacom and its determination to become a pioneer of advertisement in Bangladesh.
- Creative Strategies are implemented to ensure client satisfaction
- A deep understanding of the team is necessary to make functionality of the company going

## **2.2 Corporate Overview**

Mediacom Ltd. has separate teams, each for their own purpose. This is including and not limited to Business Development, Client service, Creative development team, Operations, HR and Accounts. Each of the teams are responsible for taking care of tasks specific to their assignment. The Business team, for example, looks into more opportunities with clients and customers across the board. The Marketing team is responsible for preparing advertisement and content for each of the requirements or tasks that are received. The HR team is responsible for recruitment and promotions (or demotions) as per performance of each of the employees. Through synchronization amongst each of these teams involved, they're able to keep up with maximum output in the least amount of time possible.

## 2.2.1 Organization Hierarchy

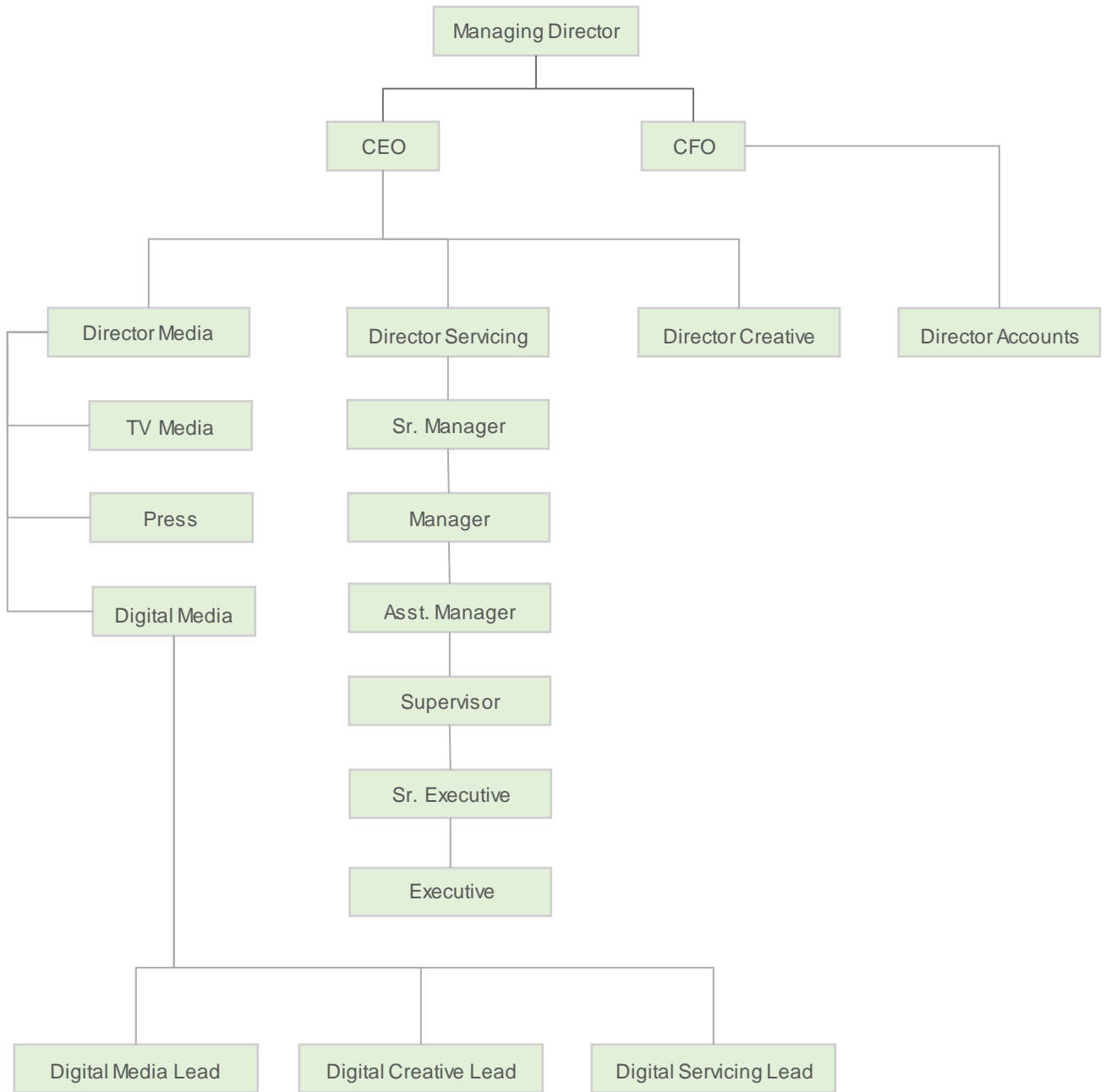


Figure 2 Figure Hierarchy of the company

## **2.3 Management Practices**

Mediacom Ltd. works in a democratic manner, where each of the leaders at the top of the hierarchy govern and decide each of the goals of the company. The sales and financial growth of the company gets analyzed and evaluated each year, and feedback is provided to each of the heads of the department on what and how they should be doing for the next year in order to ensure the growth of the company stays on a positive trajectory.

### **2.3.1 Achieving Objectives**

When section heads are appointed with new goals and tasks for the next fiscal year, this essentially changes focus and potentially causes some changes in priorities. Certain clients can be prioritized over others if they are more in alignment with the new goals. Every once in a month or so, the section heads meet and review how much each of them have come closer to meeting their goals. The business team evaluates how well each of the clients have been delivered according to their requirements, and then provides feedback to the rest of the team to help them and improve their craft.

If the goals are being closer to being met, then the heads have to discuss what room for improvement is present. This provides new chances for even further growth of the company as a whole, and potentially brings in even more clients. However, if goals are not closer to being met at these meetings, then the staff are reevaluated and more feedback is given to them on what areas they must improve on.

### **2.3.2 Recruitment and Selection**

Like with any corporation, the HR team is responsible for the recruitment and selection process. Once a job offer is posted across networks, the resume/CV submissions are evaluated. This is mostly done manually through tools such as Google Form or other recruitment screening websites. After selecting candidates, they are called in for interviews. The interviews differ based on the positions in terms of seniority and priority.

Candidates who are fitting are emailed with the details, and their responses define the next step of the process for them. Those who do not qualify in the interviews are sent rejection emails to let

them know of the situation, and asked to stay connected. If the candidate accepts the job offer, they're emailed with the next steps on how they are going to join the company.

### **2.3.3 Performance and Evaluation**

Employees who join are in probation for the first 3 months, or more based on their initial interview. They are evaluated on a regular basis and compensated accordingly. Additionally, they're offered permanent positions if they prove their effort properly. On the other hand, if they perform too poorly at the tasks they are given, they can also be terminated without a proper notice during this period.

Existing employees who do well enough at their roles and do significantly well at the tasks they are assigned are given appropriate financial increments, and also promoted up the organisational hierarchy after a certain amount of time. It should be noted that mere performance does not always do this, but sometimes it is also important to have a minimum number of years of experience before they are given this elevation.

## **2.4 Marketing Practices**

Mediacom Ltd. displays its expertise by showcasing it. They do case studies on how far they have come in yearly intervals, through which they can effectively get client testimonials. Using them, Mediacom Ltd. is able to persuade more companies and brands to buy their services. Moreover, Mediacom tries regularly to get its name outside through news, articles, publications and magazines. It works effectively in getting the name out and attracting more eyes on the company.

Mediacom also regularly is on the lookout for new partners. Collaborating with new businesses and organizations allows Mediacom to market itself more readily and cordially. Events such as conferences, trade shows and networking events are also helpful when it comes to marketing, as they help to get the name out in the world. Similarly, digital marketing is also effective through optimizing the website through search engine optimization, social media, marketing content and marketing through emails.

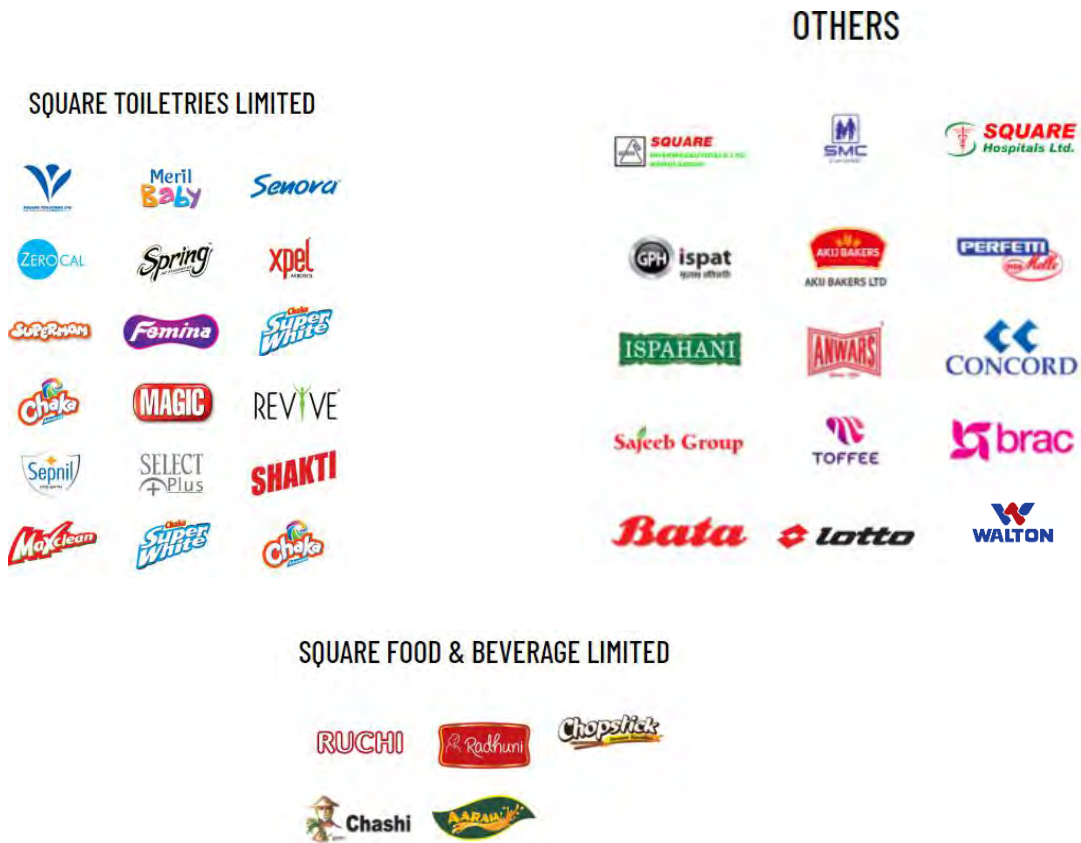
Tailored messages and personalized approach also works effectively, although it is not the best approach for marketing for Mediacom. It still ends up attracting more clicks on their website and more clients through its branding practices.

## 2.5 Financial Performance and Accounting Practices

- **Revenue Streams:** To ensure a stable and sustainable income, Mediacom Ltd identifies and diversifies their revenue sources. This involves expanding into new areas such as media buying fees, creative services, or consulting fees, or exploring opportunities in emerging markets.
- **Cost Management:** Careful management of costs related to personnel, operations, and technology is essential for maintaining profitability. Mediacom Ltd. regularly reviews their expenses to identify areas where savings can be made, such as negotiating better deals with suppliers or optimizing operational processes.
- **Profitability Analysis:** Regular assessment of profitability proves crucial for identifying areas where improvements can be made. By analyzing financial data, Mediacom Ltd pinpoints underperforming services or products, allocates resources more effectively, and makes data-driven decisions to enhance profitability.
- **Return on Investment (ROI):** Measuring the ROI of marketing campaigns is essential for demonstrating value to clients and justifying marketing expenditures. By quantifying the results of campaigns, Mediacom Ltd showcases the effectiveness of their strategies and secure future business.

## 2.6 Clientele

As Mediacom Limited is the member of the Square Group, the prime client of this agency is the Square Toiletries ltd. And Square Food and Beverage Ltd and along with other top clients. Their loyalty and client relationship made fulfill its 25 years in the agency industry successfully.



*Figure 3 Client list of Mediacom Ltd*

## 2.7 Competitor

Mediacom Ltd or MCL have a few potential rivals which are leading the current market.

1. Asiatic Mindshare
2. Asiatic 360
3. Analyzen Bangladesh Ltd.
4. Grey Advertising Bangladesh
5. FCB Bitopi

## **Chapter 3- Project Part**

### **3.1 Introduction**

Since the technological revolution, communication mass media have been changed and transformed the media from traditional to digital. Traditional media such as radio, newspapers, magazines, billboards, journals etc. which made a huge impact in earlier times. However, since the revolution whole digital media have changed its potential in terms of sharing information as well as irrevocably transformed how audiences consume that information as information spreads and generates electronically.

In traditional media, there used to be communication in one way with a huge target audience. There was no option to select a niche audience to spread the information. However, in digital media, advertisers and media organizers can use multiple channels to advertise along with a selective target audience. Nowadays people consume information mostly from social media and online news portals and this is where digital media works intensely to focus on individual interest by following their visit to various websites or platforms. Digital media made this possible to reach an audience throughout the audience's footprint on social media and websites.

Digital media, especially social media, created a huge platform for content creators and has immense growth for digital media. Advertisers or media agencies use these social media platforms to run campaigns, advertisements and promotion with a niche target audience along with specific purposes such engagement, impression, and reach towards the audience.

Digital media have a huge impact on running campaigns through social media platforms. Audiences are the great source of databases and based on that algorithm keep changing in the social media. This algorithm is used to study the media plan and buying to prepare a full report on how a campaign should be reached to the audience. Changing algorithms assist in media buying indeed but before that digital media and its tools helps this platform to work. Tools such as Ads manager, Meta business suite and Google ads to analyze the data and run campaigns.

Why is the digital media algorithm so crucial? Because audiences have different perceptions regarding social media platforms which are followed by which type of content is available. To study these various perceptions of digital media is crucial. Social media is the only platform that

considered a digital platform for spreading the content to the audience. Social media platform refers to Facebook, Instagram, YouTube, snapchat, twitter; LinkedIn etc. (Mironov, 2024) Digital media's biggest platform is social media, which assists in launching campaigns and advertisements to a huge target audience. Platforms such as Facebook, Instagram, YouTube, Twitter, LinkedIn, Snapchat, Pinterest etc. are great examples of social media platforms where content has delivered to the audience through digital media.

### **3.2 Literature Review**

With so many businesses thriving with the power of the internet and social media, digital Media Planning and Buying have both become crucial to the industry. Both of digital media planning and buying are co-dependent because without planning, it would be difficult for a strategic campaign framework. This campaign framework out comes successfully on different social media for such Meta and search engine as Google. According to the Mironov, key tool of Facebook ads manager are significant for digital media buying as this can help to monitor the campaigns and also create flexibility through various platform. As he suggested that instead of using Facebook analytics, Meta business suite and Meta ds manager are more accurate for planning and buying digital media (Mironov, 2024). Moreover, according to, Max Freedman, an analyst and expert on business operation explained why for strategic campaign digital media platform such google ads should be considered as meaningful ad copy for target audience as it delivers to lead customers and highest on ROI (Freedman, 2023). Furthermore, a senior performance manager, Lachlan word, explained six core benefits of using Meta ads for advertising and how it is helping brand to build its value. According to him, for mass and niche target audience Meta has an accurate path to lead the campaign to the specific audience (Ward, n.d.). Lastly, YouTube ads placements are delivering messages and according to Duygu Firat, a facultu of economics and business administration, mentioned that purchase intention of audience have changed so does platforms this is why Youtube Ads are creating another dimension in the digital media planning and buying (Firat, 2019, #). In addition, according to amazon ads, marketing funnel is critical to connecting the dots between what channels, tactics, and content is driving the most attention, conversations, and, ultimately, sales for their brand. (*What Is a Marketing Funnel? How They Work, Stages & Examples, 2019*)



### **3.3 Objectives**

The objective of this chapter is to determine the following arena to prove that digital media buying and planning is significant for campaign framework.

- Highlighting the importance of content based on different platforms.
- Identifying the target group or audience for the campaign is significant agenda.
- Focusing on the importance of digital media planning and buying through funnel process
- Emphasizing the programmatic platform for having ad space of campaign.
- Monitoring and analyzing the report of campaign output throughout the framework.

### **3.4 Research Methodology**

For this report I approach with primary data and to receive multiple stages of information from experiences and skilled personnel, I approached interviews with a few of my experienced colleagues. I performed informal interviews with three skilled and experienced people to gather knowledge about the viewpoint of digital media along with how media planning and buying had great influence in terms of executing successful campaigns. Through their expertise, they have shared their designated tasks, experience and future possibilities.

### **3.5 Finding and Analysis**

Throughout the whole internship journey, I had come across many terms of responsibilities which helped to find out the outcome of this report. Based on that, this part will explain the five research objectives, which will help the report to be more approachable.

### 3.5.1 The Importance of Content Based on Different Platforms

Digital media has its platform in various forms which helps a campaign or an advertisement to place according to the platform. Through digital media there are three types of classification to understand the type of digital media.

**Type of content** - Content is the most important and prime element that is used to generate the campaign. These contents can be in different forms to grab the attention of the audiences, create traffic on pages, raise engagements and lastly make sure that the content reaches the right audience. These forms can be audio which can be shared as a playlist for a campaign on Spotify, Apple music, YouTube music, Pandora etc. Secondly, video content refers to video visuals or streaming video, which can be on different sites such as Netflix, Hoichoi etc. Moreover, text and image are another form of content, which can consider as digital media and gather engagement. Furthermore, animation is also used for awareness and engagement through a few seconds of visuals. These contents have a purpose to serve which is to create traffic to social media through likes, comments and shares followed by engagement. According to the audience perspective, Facebook and Instagram are mostly used for entertainment purposes via short videos whereas YouTube is being used as an infographic platform via long video content. (Rodriguez, 2024)

**Ad platform-** Digital media refers to a digital platform which is focused on social media and online news portals. Besides, there are Four ad platforms that are used for launching campaigns to various audiences and I work with these closely during my internship period. These platforms are-

1. **Google ad** offers a versatile platform in order to reach target audiences through different types of campaigns. Through google ads, agencies or advertisers can purchase ad space on google to show campaigns on various types of websites, platforms or content. This pay-per-click model is to ensure that advertisers only pay for clicks and make it cost effective to generate leads and garner traffic. Google ads end up being particularly useful when reaching mass audiences, demonstrated by campaigns like Walton's refrigerator ads. Advertisers choose from different formats, such as Video Reach Campaigns (VRC) for increasing viewership and Google Display Network (GDN) for widespread reach. Additionally, search ads can be tailored for specific keywords, making sure that ads appear when relevant search terms are executed.(Freedman, 2023)

With the assistance of google ads, media agency and advertiser can

1. Increase leads and customers along with high return on Investment (ROI).
2. The results have transparent data, which leads to high quality traffic sources.
3. Have the opportunity to grow with the potential market and high rank on search results as well.



*Figure 4 Google Ads (Google ads, 2010)*

2. **Meta Ads** is another tool of digital advertising, which helps Facebook to generate custom ads with specific target audience. Audience focused specifically on Facebook, Instagram and Messenger. Basically, Meta ads follow some process to launch campaigns and ads on Meta platform. (Mazaheri, 2024)
  - Meta Ads Manager allows creation of ad campaigns with specific objectives, i.e. website traffic, lead generation, page boosting, etc. Audiences can be targeted effectively by choosing demographics, interest and behaviors.
  - Choosing the most suitable ad format, i.e. image, video, animation, etc. in order to convey a brand's message. Budget is to be allocated strategically and geolocation targeting can be used to reach desired audiences.
  - Meta Ad Campaign can be launched and its performance is to be monitored. The input data should be analyzed in order to get a better understanding of audience engagement and optimizing the budget allocation for best results.

Overall, with the help of Meta Ads, it is easier to target specific audience, diversity in reach and engagement, transparent result and lastly, it has its own analyzation tool called “Meta Business Suite”. Through this tool, one can measure every data to analyze and study the campaign's outcome easily.

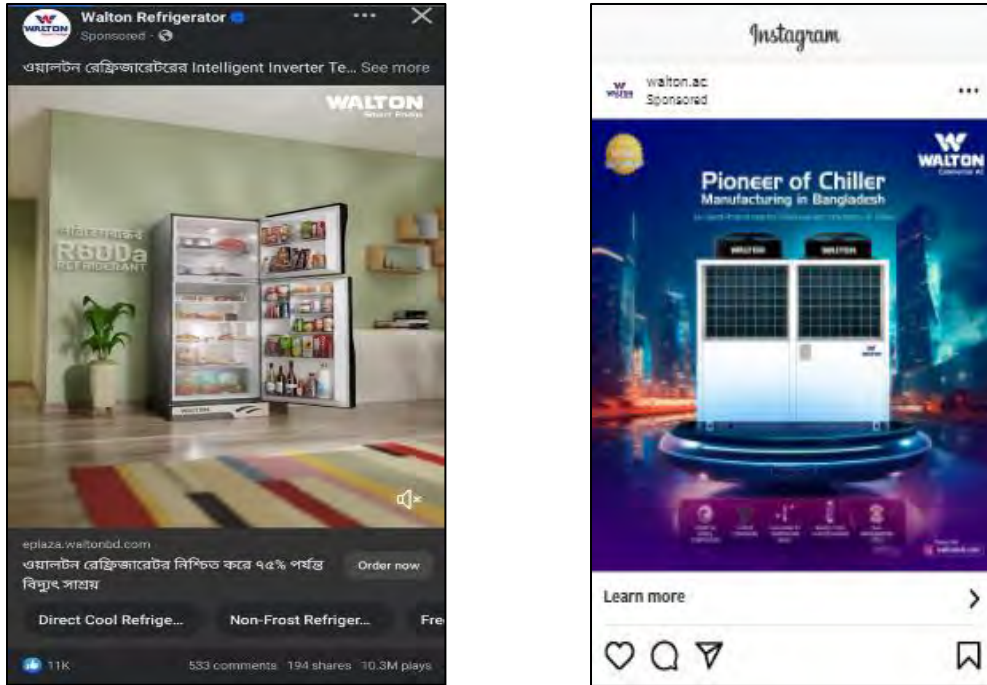


Figure 5 Meta ads on Facebook (Walton, 2011)

3. **YouTube Ads** is another type of digital advertising where advertisers or media agencies promote their product or service through video ads on YouTube. For instance, if anyone searches on YouTube with ‘AC’, ‘Walton AC’, and ‘Air conditioner’ then a Walton Air conditioner ad will pop up on YouTube in the first row. These advertisements come with different forms which are visible to the audience who uses YouTube on a daily basis. (Firat, 2019, #) The different forms of YouTube Ads can be seen as skippable ad, non-skippable ad, bumper ad, in feed ad and shorts ad.



Figure 6 YouTube Ads (Walton, 2011)

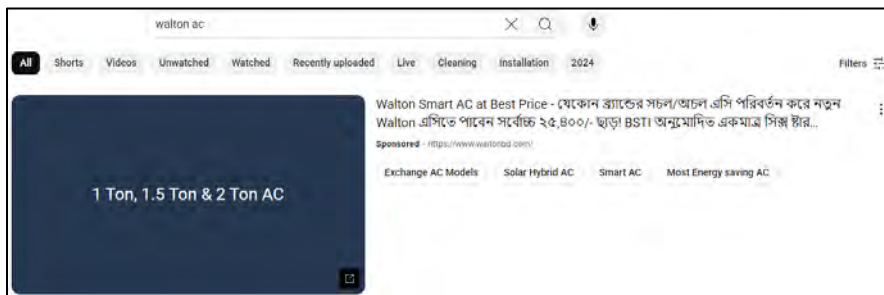


Figure 7 YouTube feed ads (Walton, 2011)

4. **Native AD Platform-** This platform focuses on the niche audience mostly who are from rural area brands like Walton want their product to reach the rural people as well so by running Imo ads, Viber Ads besides, Walton prefers to keep a professional image by running LinkedIn ads. It can generate an impression which refers to the number of times the ads were on screen to the audience

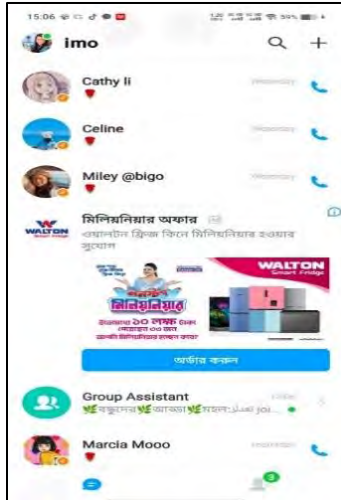


Figure 10 Imo Ads



Figure 9 LinkedIn Ads



Figure 8 Viber Ads

To conclude, content is important based on how it is on different platforms. From the above-mentioned different kinds of criteria explains how different forms of contents should be taken initially before launching a strategic campaign. Along with that it illustrates that platform indicates social media since digital media works on digital platforms and ad platforms such as Google Ads, Meta Ads, YouTube Ads and native ad functions differently based on the purposes of the campaigns. So it is crucial to understand and take into account the importance of the various platforms based on the use of campaign content.

### 3.5.2 How to Use Targeting in Digital Media

An essential part of digital media and advertisement is the process of delivering ads to specific audiences based on criteria such as demographic, interest, behavior and region. A targeted approach allows advertisers to essentially reach their ideal customers and therefore improve the amounts in return of investments for their campaigns.

Here are some key points that can be taken note of:

1. **Demographic Targeting:** Factors such as age, gender, region, income and so on can be used to specifically figure out what kinds of advertisements will be more suitable for any particular demography. A key element of targeting audience is to make sure that content or material being used in digital media is finding the right people to put the impact on. This can result in drastic differences in terms of results of the implementations in digital media

2. **Interest and Topics:** In an age of search engines and clicks, it is essential to figure out customers and clients who are more likely to buy something than others. An easy way of doing this is to learn about the keywords that people have searched for and target them with specific ads accordingly. Additionally, other forms of digital data can leave footprints across the internet, such as visiting websites or clicking certain articles. This gives digital media creators an opportunity to figure out the specifics of their audience, and who should be targeted with their content or advertisements.

3. **Lookalike Targeting:** Fairly common in modern digital media, lookalike targeting basically refers to the idea that a customer who has bought or catered to a particular product or service is likely to buy a different product or service. Existing data is used in all kinds of product and seller platforms to figure out the right customers.

4. **Retargeting:** Although it is not always effective, targeting someone or a group of potential customers who have already been targeted before also proves somewhat beneficial in at least collecting some more recognition.

In conclusion, a strategic campaign framework requires a target audience regarding having the entire aspect of digital media planning. Because in digital media planning it helps to study the target audience more specifically according to demographic, interest, fields or working of studies and their digital footprint and also when to use existing audiences and when to use both new and existing audiences.

### 3.5.3 Digital Media Planning and Buying Through Funnel

Digital media planning refers to the initial part where they strategically plan the digital channel to promote the product and service on a digital platform. As per my experience while working on a media plan, the requirement of any campaigns or advertisement a comprehensive plan must be required before launching the content. This made me study deeply to understand each tactic such as how to choose TG, how much impression it will generate, which platform I should consider for the campaign and how much it will cost the company from reaching the audience to make them purchase. On the other hand, digital media buying refers to buying ad space from various platforms mostly from Meta and Google to launch campaigns or advertisements. As per the digital media plan, we have our target group and based on that we buy ad space through bidding mostly Meta and Google or through direct placement. For Digital media planning and buying, these come with a particular process, which called Funnel. (What Is a Marketing Funnel? How They Work, Stages & Examples, 2019)



*Figure 11 Funnel*

1. **Awareness** - To spread awareness about the product or service to the potential audience is the first and foremost rule of media planning. In this step, the target group must be selected along with their whereabouts, which has another term audience profiling. To create awareness for Walton refrigerator. It is required to detect the target group of certain criteria for such-

- Age group should be between 25-40 years' old



- Who has a job?
- Have family or planning to start a family

After profiling the audience through upper mentioned criteria, we would firstly consider our objective and purpose for this and to spread awareness between our TG and their age group, we would go for an awareness campaign for Walton refrigerator with new feature of double door.

**2. Consideration-** After creating awareness to the potential audience, in the 2nd step the audience should be engaged and educated so that the campaign can gather more engagement. To spread awareness about the product, selecting digital media is the most important because this will help to create engagement and traffic to the website. As the audience of that age group are mostly connected in Meta platform, so the campaign will serve on Facebook and Instagram. The placement for this campaign ad could be through four ways.

- Google Display Network (GDN), Demand Side Platform (DSP)
- Direct placement to online news portal through Supply Side Platform (SSP)
- Buying ad space from social media platform
- Native ads like Imo, Viber etc.

Among the four arenas, we will buy ad space from social media, as this is where our target group mainly stay connected along with communication space IMO.

**3. Conversion-** In this step converting those potential engaged audiences to encourage them to make final decisions in terms of accepting the campaign's message. We will create different ad sets to build traffic and make connections to the audience. Digital media is considered as two way communication media hence the ad format comes in different categories. For the refrigerator we prefer bumper ads, sponsor ads to show on Facebook, Instagram along with display ads through GDN. By creating display ads, banner ads on social media and online news portal through social media campaigns we can make our TG to make a final decision and go for an action such as visiting a website through clicking on the campaign which is called "Call to Action" (CTA) and purchase the product.

4. **Loyalty/Advocacy-** Even after purchasing or receiving upon the product, the most difficult part is to hold on to the loyalty of the audience. To keep their advocacy resented, post purchase service considered very highly likely to the upper steps. To prioritize the existing audience, we will take account of their preference of platform with purposes, which helped us to keep their loyalty alive.

- Uses Social media – Facebook, Messenger, Instagram for entertainment
- Uses Imo- for communication
- Uses news portal for information
- Uses MX player for watching movie

Therefore, through the funnel, digital media planning considered as strategic and comprehensive and digital media buying can successfully run through buying ad space and launching ad campaigns. The purpose of these steps is to ensure that the target group served with proper content along with proper platform. Moreover, building traffic and making connections to the audience also help to make more engagement. To conclude, digital media planning and buying for digital platforms is crucial for effective strategic campaigns as each step filters out along with converting them and retaining them.

#### **3.5.4 Programmatic Platform (DSP)**

Agencies or advertisers buy ad space from various apps or platforms however there are other two places where advertisers buy space by bidding on a place which is called programmatic platform. This programmatic platform is two types-

1. **DSP - Demand Side Platform**, is an ad exchange platform that requires bidding for exchange ad space. This platform is audience centric because it is used through google and it has the biggest benefit that it has different kinds of criteria to be targeted so that an ad can be targeted according to its target audience.

2. **SSP- Supply Side Platform**, is a platform where inventory is fixed with a certain ad network which consists of a local side such as local online news portal. As the inventory is fixed, it is convenient to publish ads by only targeting the mass audience.

To summarize, publishing ads of Walton refrigerator programmatic platform makes it easier to target platforms. For audience centric ads Walton refrigerator go for the DSP to target the niche audience and for platform, centric ads it would choose SSP to target the mass audience.

### 3.5.5 Monitoring and Analysis

For monitoring and analyzing the performance of ad campaigns, I used Meta ads manager, Meta business Suite and google ads to analyze. Each platform helps to generate each different outcome from campaigns. In this case there are different platforms to analyze the data. For instance,

Objective	Platform
Website analysis	Google Analytics
Content analysis	CFC report
Platform analysis	Meta Business Suite
Campaign analysis	Google and Meta Ads

Firstly, for monitoring and analyzing the website of Walton refrigerator, google analytics is the prime platform that I had the chance to work on. Google analytics store the data regarding website reach, traffic, and link click, all of the information stored.

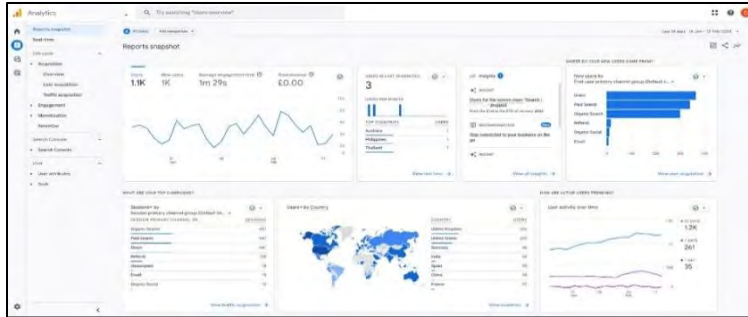


Figure 12 Google Analytics

Secondly, to monitor and analyze the content of the campaigns, CFC or Content placement buying reports helps to acknowledge if investment is rightful for the particular channel or not through this CFC report, it helps to compare among brands, which one is more profitable, based on the investment.

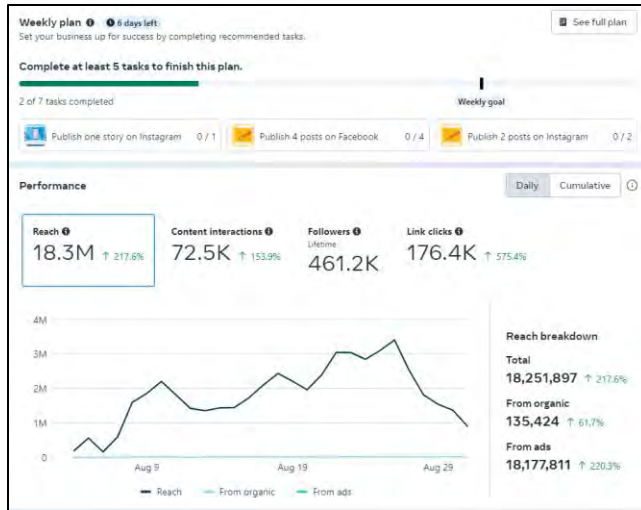
Overview											
Platform	Facebook Video Views	Cost Per Video View (BDT)	Cost Per Video View (USD)	Youtube Video Views	Cost Per Video View (BDT)	Cost Per Video View (USD)	BDT Needed for Same View on FB	BDT Needed for Same View on YT	Total Return of investment	Investment	Estimated Total view
Cricket today	15,410,000.00	0.00	0.00	23,521.00	3.19	0.03	1,926,250.00	2,940.13	15,410,000.00	75,000.00	6,000,000

Figure 13 CFC Report

Moreover, for monitoring and analyzing the platform, Meta Business Suite provides every detail of activity on the platform or social media pages. While making a monthly report of Walton refrigerator, I need to analyze the data from Meta Business Suite of ongoing activity, weekly goal. Besides, it shows how much reach or interaction increases or decreases with proper graphs to

easily analyze. Moreover, with studying the reach and engagement Meta directly can finalized the best content of the month, which helped me to monitor the whole data on from the pages of brands and make reports along with providing insights of the pages.

Those data classified mainly as-



1. Reach-
2. Page follow
3. Page engagement
4. Best performing content

*Figure 14 Meta Business Suite*

Lastly, to monitor and analyze the campaign, Meta Ads and Google Ads created another dimension for digital media platforms. Through this platform, ads launched after media planning and buying which store data of various important campaigns. This solely campaign centric platform keeps information in case of Walton refrigerator campaign. (Ward, n.d.) There are some criteria through which the reports are being created such as it stores reach, impression, post engagement, number of add to cart, number of purchases, frequency along with viewable rate, click through rate and most importantly amount spent on each campaign. Besides it, stores the information of which platform was the top placement via YouTube and it helped to imply if local YouTube channels or foreign channels have top placement or not.

Off / On	Campaign	Objective	Reach	Impressions	CPM (cost per 1,000 impressions)	Bid	Cost	Engagements	Clicks	Conversions
	K_June24_Walton_Retargeting_Tom reaches to...	Engagement	6,379,145	3,076,716	\$0.13	4,602,152	\$1,199.55	2,140,155	25,191	25,191
	X_June24_Walton_Retargeting_100% to 90% #...	Engagement	1,263,491	2,334,226	\$0.44	1,137,087	\$985.00	496,067	6,108	6,108
	X_June24_Walton_Retargeting_90% to 80% CPE...	Awareness	395,332	494,194	\$0.20	69,454	\$59.87	5,701	—	—
	X_June24_Walton_Retargeting_80% to 70% CPE...	Engagement	250,762	994,025	\$0.26	217,813	\$100.00	91,291	—	—
	X_June24_Marcel_Retargeting_70% to 60% CPE...	Engagement	1,500,597	2,711,297	\$0.08	972,611	\$228.95	203,918	—	—
	X_June24_Walton_Retargeting_60% to 50% CPE...	Engagement	2,031,439	2,721,444	\$0.10	927,664	\$277.00	253,536	—	—
	X_June24_Walton_India_100% to 90% CPE...	Engagement	453,888	1,142,029	\$0.08	273,180	\$41.00	—	—	—
	X_June24_Walton_Retargeting_90% to 80% CPE...	Engagement	512,056	755,597	\$0.19	231,442	\$133.82	66,907	—	—
	X_June24_Walton_Retargeting_80% to 70% CPE...	Engagement	161,738	417,318	\$0.75	410,430	\$25.93	401,660	2,118	2,118
	X_June24_Walton_Retargeting_70% to 60% CPE...	Sales	115,533	301,919	\$0.74	31,819	\$203.53	10,152	43,191	43,191
	X_June24_Walton_Labanon_Sell in the business...	Engagement	10,991	17,743	\$2.02	1,098	\$48.95	—	—	—
	X_June24_Walton_Senior_Walton custom M...	Engagement	116,116	773,823	\$0.23	6,611	\$66.00	—	—	—
	X_June24_Walton_Senior_Sell in the business...	Engagement	30,212	54,257	\$0.78	4,195	\$48.95	—	—	—
Results from 18 campaigns				31,759,156	122,225,624	\$0.16	32,526,141	\$26,519.11	12,493,346	88,191

Figure 15 Meta Ads Manager



Figure 16 Google Ads

To conclude, the key findings in this portion demonstrate that after launching a strategic campaign, it is necessary to monitor them in the proper manner for each ad space. Each platform gives assistance to monitor the procedure of strategic campaigns and enhance analytical parts of the report of websites and pages, which leads to delivering the report to the specific client of Walton.

## **3.6 Research Survey**

### **Demographics**

**Name:**

Age: Under 18

18-24

25-34

35-44

45 and above

**Gender:**

Male

Female

Other

Prefer not to say

### **Digital Media Usage**

How many social media platforms do you actively use?

1

2-3

4-5

6 or more

**Which social media platform do you use the most on a daily basis?**

Facebook  
 Instagram  
 Twitter/X  
 LinkedIn  
 TikTok  
 YouTube  
 Snapchat  
 Other (Please specify)

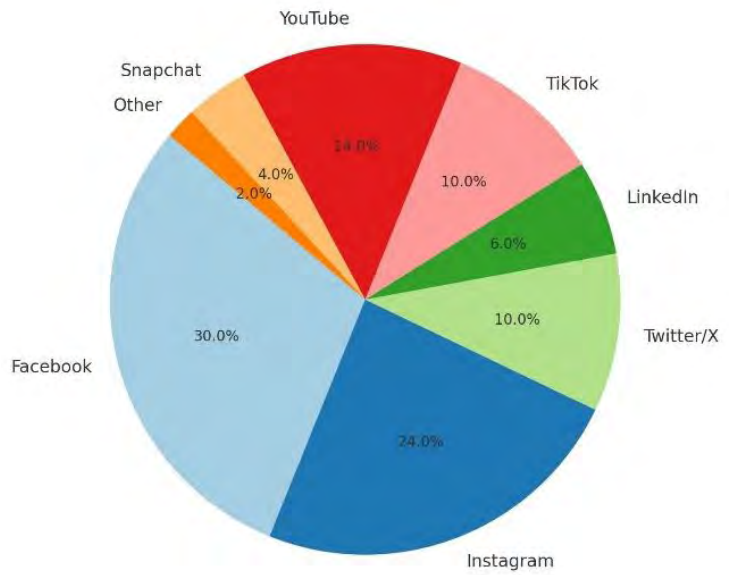


Figure 17 Chart

**Do you witness any advertisements while scrolling through social media?**

Yes, frequently  
 Yes, occasionally  
 Rarely  
 Never

**On which platform do you mostly witness ads?**

Facebook  
 Instagram  
 Twitter/X  
 LinkedIn  
 TikTok  
 YouTube  
 Snapchat  
 Other (Please specify)



**When you see an ad, what do you usually do?**

Skip the ad

Click the link to know more

Watch the ad but don't click

Ignore the ad completely

### **3.6 Summary and Conclusion**

There are many different forms of media and messages carried across to the audience and it is important to be able to understand media buying and media planning in order to approach the goal of the target audience. The goal of media planning is to ensure that the messages have heard and seen by the target audience. Investigating the opportunities and being able to meet the requests of clients is important to be able to survive in a volatile market today for any brand. Establish and strategic digital media planning gives assistance in digital media buying through Meta ads manager and Meta business suite. Through every step, it establishes enormous possibilities through which it passes and reaches the target audience, which helps the campaign framework to be strategic with the aspects of digital media planning and buying.

### **Recommendation**

The following statements can be considered as recommendations for the company in order for it to improve itself:

1. Improve Digital Marketing by focusing more on “Search Engine Optimization” and collaborating with more digital media agencies. It will help increase the reach of the company and add a more depth layer of understanding the target market.
2. Focus more on being a Data Driven organization would factor in greatly for a company like this. The engagement of the audience who consume the advertisements or branding can greatly improve area for feedback of the company. The elements of craft that are already good, the ones that need improvement and the ones that are outright bad can be recognized if the company focuses more on collecting data and accepting more feedback and review.
3. Expand International Reach by working with clients outside of the country more readily. Currently, almost all of Mediacom's work is with local clients and it's great to have a strong footing on the local market, but adjusting globally could potentially add more revenue, generate more clients and overall help Mediacom Ltd. into a bigger brand and bigger organization.
4. Focus more on Employee Retention and Morale by regularly evaluating and rewarding based on performances and skill development. Overtime, client satisfaction and innovation should be regularly rewarded instead of treating it as normalized effort because that can severely harm morale and reduce the likeliness of certain employees to stay with the company.

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