

# INTERNSHIP REPORT

On

*How Ogilvy and Mather is using the  
‘First-mover Advantage’ in terms of  
branding ‘Teletalk 3G’ and creating  
brand preference among the customers  
comparing to MTNL 3G’s first mover  
advantage.*

## **Prepared For:**

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12 September , 2013

To

Syeda Shaharbanu Shahbazi

Senior Lecturer

BRAC Business School

BRAC University

Dhaka 1212

**Subject: Submission of Internship Report**

Dear Sir:

I have successfully completed my internship program in Ogilvy & Mather, Bangladesh.

During this period of three months I have got some unique opportunities to go through some fruitful job experiences. Those experiences enabled me to bridge the gap between classroom learning and real life situations to a great extent.

Now as a mandatory part of this internship program, I am submitting my internship report entitled “”. I have tried to put in my best effort for this report and enjoyed working on this report.

I hope my effort would succeed to your satisfaction. I will be available at any time convenient to you for clarification of any point of this report.

Thank you.

Sincerely Yours

Farzana Bint-E Rafiq

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BRAC Business School

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# ACKNOWLEDGEMENT

At the very beginning, I wish to acknowledge the immeasurable blessings and profound kindness of Almighty Allah - the supreme authority of the universe. A number of people have made significant contribution in preparing this report. Their insights, advice and suggestions helped me a lot.

I would like to express my sincere gratitude and thanks to my Faculty supervisor Ms Syeda Shaharbanu Shahbazi, Senior lecturer, BRAC Business School, for her continuous guidance and assistance to complete this report.

My deepest appreciation is to my external supervisor Mr. Fazle Rabbi, Account Manager, Ogilvy & Mather for his guidance and cooperation to prepare the report. He has enriched me with necessary ideas and concept for incessant improvement of the paper.

My sincere gratitude to all the peoples of BRAC Business School, including- My Faculties, My Friends and Other officials for their support and help.

Finally, I would like to thank all the respondents, who put forward valuable information about the topic of my study. The assistance provided by all concerned mentioned above made possible for me to complete such a vast study within the designated time.

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## EXECUTIVE SUMMARY

Ogilvy & Mather Communications Pvt Ltd (O & M) is a communication agency which was originated in the United States of America. It started its operation in Bangladesh in the year 2008. I worked as an intern in O & M for three consecutive months (June to August of 2013). During this timeline, I was asked to construct a report that includes a clear explanation of organization operation.

I worked under N. H. M. Fazle Rabbi, the Sr. Account Manager in Ogilvy & Mather and my project is basically about branding of Teletalk 3G by using it's 'First-mover' advantages and comparing the whole procedure with India's 'First-Mover' 3G company MTNL. Throughout my whole internship period I focused on making many communications on Teletalk 3G.

In branding there is a popular term, 'First-mover', is the advantage gained by the initial ("first-moving") significant occupant of a market segment. It may be referred to as **Technological Leadership**. First-movers enjoys many advantages and faces many unknown problems. In Bangladesh Teletalk 3G is having this advantage for long time. In my report I will show how effectively did Teletalk 3G used their 'First-mover' advantage to do their branding. Then I will compare it with MTNL 3G Jadoo, the 3G 'First-mover' in India to measure the effectiveness.

There are many forms of communications which helps to do branding of a product or company. For example, TVC, billboards, press, pop-up, rdc etc. It is commonly believed that TVC's are more effective than other forms of communications. But throughout my internship I've experienced that billboards are more effective way of communication than TVC. But Teletalk Bangladesh believes that, TVC is the best way to create a brand preference among the consumers. So, I will also show a SWOT analysis on the basis of Teletalk 3G's current situation. And I will also provide some innovative billboards, press ads, rdc etc. made by

Ogilvy and Mather to brand Teletalk 3G. These works will be provided in my report in comparison part.

After showing the work and the branding of Teletalk 3G done by Ogilvy and Mather, I will compare the branding effectiveness of Teletalk 3G and MTNL 3G as 'First-mover'.

# Part 1

## The Organization



# *Chapter-1*

**OGILVY & MATHER  
COMMUNICATION LTD.**

## 1.1. Organization Overview

Ogilvy & Mather Communications Private Limited is part of the global advertising agency Ogilvy & Mather Worldwide. With 497 offices in 125 countries; O&M as it is commonly called, is one of the largest marketing communications group in the world.

### *Mission:*

“To be the most valued, by those who most value brands”.

### *Vision:*

O&M plans to increase its operations for the global clientele. The company plans to establish two development centers, one in Bangalore focused on Database Marketing and B2B Communications and The other to do the „creative“ for international clients like Perfetti and Coke, concept development onwards. O&M plans to increase the workforce engaged in database management and other back-office.

Ogilvy & Mather Worldwide divisions include Ogilvy One (direct marketing to individuals), Ogilvy Interactive (marketing through Web sites and wireless devices), and Ogilvy Public Relations Worldwide. Ogilvy Public Relations Worldwide offers services, including consumer marketing, corporate branding, public affairs lobbying, and creative media. Ogilvy PR operates two specialist units: B/W/R, a corporate entertainment firm, and Feinstein Kean Healthcare (FKH), a service firm specializing in biotechnology and the pharmaceutical industry.

Ogilvy & Mather Worldwide is a subsidiary of WPP Group plc. Based in London, WPP is one of the world's largest communications services groups employing over 97,000 people working in as many as 2,000 offices around the world. WPP Group's advertising agency holdings include the Grey Worldwide, JWT, Ogilvy & Mather, The Voluntarily United Group and Y&R. Its media investment management company holdings are operated by GroupM, and include Mediaedge: Mindshare, Maxus and MediaCom.

In Bangladesh, Ogilvy & Mather is a joint collaboration with Marka, of which O&M Worldwide owns majority stake. It started formal operations on October 1st, 2008.

The contact details are given below:

Contact details: 2 Bir Uttam A. K. Khandakar Road (5<sup>th</sup> Floor), Mohakhali C/A, Dhaka 1212, Bangladesh.

Tel: (+880 2) 9858336-8; Fax: (+880 2) 985 8149

Personnel: Director - Fahima Choudhury

Website: [www.ogilvy.com](http://www.ogilvy.com)

## 1.2. History

Ogilvy & Mather was founded in 1948 by advertising legend David Ogilvy, as "Hewitt, Ogilvy, Benson & Mather." It quickly established itself as a leading agency worldwide by the 1960s through a policy of building brands through advertising. Ogilvy & Mather has helped build recognizable brands. The quality of our network is based on the strength of our international network, our local strength and depth across all communication disciplines, our culture of collaboration and our people like BAT, American Express, BP, Cisco, Ford, Gillette, DuPont, Johnson & Johnson, Shell, Barbie, Maxwell House, IBM, Kodak, Kraft, Lenovo, Mattel, Motorola, Nestlé, SAP, Nestlé, Unilever brands Pond's & Dove and Yahoo.

Integrated in the firm's corporate culture is Ogilvy's concept of-

**360 Degree Brand Stewardship:** As Brand Stewards, the agency works to leverage the brands of its multinational clients by combining local know-how with a worldwide network, creating powerful campaigns that address local market needs while still reinforcing the same universal brand identity. The hallmark of the agency's brand-building capabilities is 360 Degree Brand Stewardship, a holistic look at communications, using what is necessary from each discipline to build a brand. We believe our role as 360 Degree Brand Stewards is this: Creating attention-getting messages that make a promise consistent and true to the brand's image and identity. And guiding actions both big and small that deliver on that brand promise. To every audience that brand has. At every brand intersection point at all times. And

***The big ideal:*** Many of the most powerful brands are built not just on ideas, but on ideals. The addition of that one 'L' makes all the difference. An 'ideal' is a higher purpose that rallies support for the brand from many quarters, both inside and outside the company, that provides a platform for all sorts of great ideas over time, and that generates real support and ultimately demand. A big ideal is not quite the same as a positioning. A brand's positioning could be based on a purely functional benefit; that it washes whiter or lasts longer. An ideal, however, contains an inherent point of view: it is 'a conception of something in its perfection': a view of how things should be, of how life should be, of how the world should be. It's not purely functional. It's a belief system which drives everything that a brand does and helps it to attract widespread support. It's something to be voted on by consumers and stakeholders who have a bigger vote than ever before.

In Bangladesh, Marka, a growing agency with almost 8 years of experience, used to be a small-tier marketing solutions provider mainly serving the local clientele. Its notable local clients included British American Tobacco Bangladesh, Teletalk, Acme Agrovet & Beverages, Olympic Industries, Saudi Arabian Airlines, Kollol Group, Shah Cement, Partex Holdings and GQ Group. Although considerably smaller than the industry leaders, Marka has made a name for itself being a nimble, solution-oriented player.

### **1.3. Services Provided by O & M**

O & M is operating in the advertising industry of Bangladesh since 2008. The services provided by this organization are:

- Advertising;
- Promotional Campaigns;
- Creating Communication Strategy for the respected clients;
- Organizing Events;
- Designing Promotional Activities for the Clients; and
- & M has its remarks in both the print and digital media.

## 1.4. Clients Of O & M

- Symphony
- Unilever Bangladesh
- BRAC Bank
- BATB
- Aji-no-moto
- Aarong
- Teletalk
- PRAN
- Edison Buzz, etc.

## 1.5. Clientele

### *O & M Worldwide*

Globally Ogilvy & Mather Worldwide manages a diverse portfolio of clients across various industries. Ogilvy's rich global portfolio of clients include BBC, BP, Coca-Cola Co., Glaxo SmithKline, IBM, MasterCard International, Merck & Co. Merrill Lynch, Novartis, Pfizer, Unilever, Xerox, Argos, Ariba (UK) Ltd., Deloitte & Touche, Dubai World Cup, Intelsat, Kimberly-Clark Corp., Shell, Lenovo, Nestle, and Sun. Ogilvy PR Worldwide's division B/W/R is dealing with media relations for celebrities such as Ben Affleck, Brat Pitt, Michael J. Fox, and Reese Witherspoon. Finally, several governmental bodies stand amongst Ogilvy's clients.

### *O & M Asia Pacific*

In South Asia, Ogilvy & Mather Worldwide is the largest communications solutions provider with industry leading clients such as Hutchison Essar, Discovery Channel, Maxis Malaysia, Kotak Mahindra, Motorola, Perfetti Van Melle, Sprite, Nestle, Cadbury India, Fevicol, Asian Paints, LG India, Titan and Bajaj Autos etc..

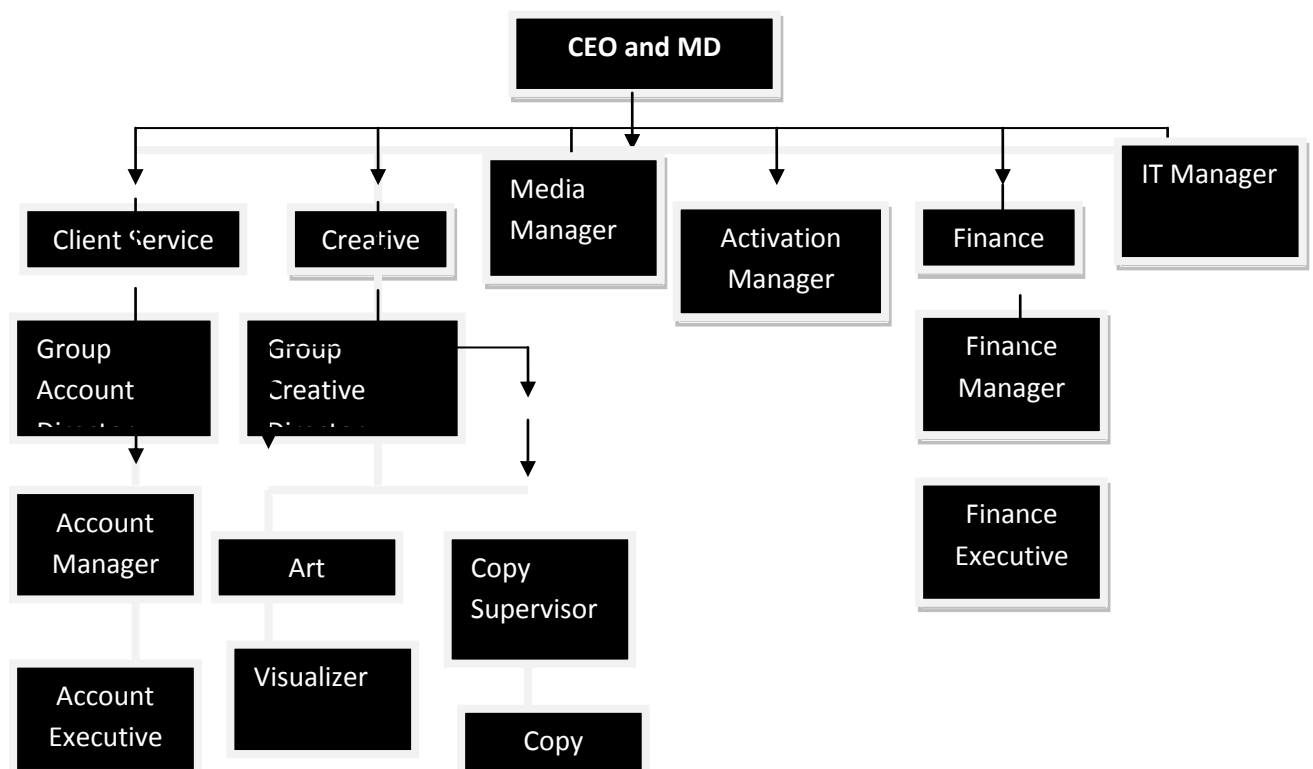
### *O & M Bangladesh*

O&M Bangladesh has many reputed local clients. Such as British American Tobacco Bangladesh, Aarong, Teletalk Bangladesh Ltd., Acme Agrovet & Beverages, Kollol Group, Homebound, Shah Cement, GQ Group, Partex Holdings, Saudi Arabian Airlines, Yusuf Flower Mills Ltd., Concord Group, Olympic Industries, BTO, Shanta Properties Ltd. etc. as well as initiate association with global clients as Unilever Bangladesh, HSBC, Kraft Foods, Motorola etc.

## 1.6. Organnogram

Ogilvy & Mather Communication Pvt Ltd is a flat organization. They do not follow traditional values. The employees are given enough responsibilities and authority to deliver their work in particular timeline. Employee empowerment is also practiced in O & M. Employees of all level are allowed to take part in the decision making process. Not only getting the opportunity to involve in the decision making process but also have the access to communicate with the top management any time at work.

As the agency is still growing the number of employees is less. O & M have a head count of 58 people. Below is the organogram of O & M.



## 1.7. Major Agency Personnel

Advertising Agencies generally prefer those individuals who have a creative bend of mind, can think independently but work well in teams. If anyone is interested in pursuing a career in advertising, he/she must be highly goal driven and work well in time pressures. Since this industry is very competitive, you must be willing to give your best at all times to make a successful career.

Let's take a look at some of the exciting & profitable career options within the various departments of an Advertising Agency / Advertising Industry.

### *Chief Executive Officer*

He is the key person and owner of the firm. He makes all sorts of major decisions regarding the agency. He directly takes care of the works of high monetary involvement and multinational clients. He also deals with the potential new clients and making the strategic planning of the firm.

### *Business / Client Servicing / Account Services*

Jobs with Ad Agencies - This department play a major role in generating business and handling various accounts of Advertising Agencies.

- **Account Manager:** The Client Servicing department forms the link between the client and the advertising agency. The Account Manager is the face of the ad agency and is responsible for clearing understanding the clients' needs and expectations. Once this is done, it is the Account Manager's job to communicate to his agency what the client needs from the agency. This makes the job of the Account Manager very crucial. The Account Manager must be a level headed person with strong communication skills and a pleasant personality. There are three Account Managers who handle one or more clients. They maintain the liaison between the agency and the client. They are responsible to understand the client's needs and the business and the industry and interpret these needs to the agency. Conversely, the managers present the agency's proposals, ideas and work to the client. The Account managers are directly responsible to the Group Account Director. He leads negotiation for new and renewal

business and direct policy matters such as whether or not to accept certain accounts especially if there is any risk that they may conflict with existing accounts.

- **Account Executive:** Advertising executives usually report to an account manager. The account executive is mainly responsible to gain knowledge about the clients business, profit goals, marketing problems and advertising objectives. The account executive is responsible for getting approved the media schedules, budgets and rough ads or story boards from the client. The next task is to make sure that the agency personnel produce the advertising to the client's satisfaction. The biggest role of the account executive is keeping the agency ahead of the client through follow-up and communications. Advertising account executives work within agencies, acting as a link between the clients and the agency. Advertising account executives liaise closely with their clients throughout campaigns, often on an every-day basis. They manage administrative and campaign work, ensuring that this is all completed on time and on budget.

### ***Creative Department Jobs***

Within an Advertising Agency - The creative department is responsible for brainstorming, planning and combining ideas to create the actual advertisements.

- **Creative Director:** It is responsible for overseeing and managing the overall responsibilities of the creative department. Usually an experienced person with a creative bend of mind.
- **Copywriter:** It can also be called as a wordsmith. Generally a person having the ability to create magic with innovative use of words is called a copywriter. The copywriter is responsible for transforming ideas into words, writing the body copy for advertisements etc. The copywriter is responsible for writing the wording of advertisements. Copywriting is the art of writing selling messages. It is salesmanship



in print. The copywriter should work closely with the visualizer and typographer to obtain artistic and typographical interpretation of his/her copy. He/she converts the selling proposition to persuasive selling ideas, creating themes or copy platforms for campaign.

- **Art Director:** It is an artist with strong visualization & drawing skills. This is the person who oversees the work of graphic artists. In some smaller agencies, the Art Director takes the complete responsibility of designing and converting ideas into awe-inspiring visuals within an ad - from ad layouts, to storyboarding and compilations.

### *Visualizer*

The Visualizer performs all the works like visualizing, layout design, typography and all other creative tasks. He interprets in visual the copywriter's ideas. There is a team of 6 visualizers in O & M

### **Research & Media Planning Department**

Careers within an Advertising Agency - This department is responsible for picking out the best combination of media tools for broadcasting the advertisements.

- **Media Planning and Operation:** It selects an optimum mix of media vehicles that will provide maximum visibility to the ads resulting in maximizing sales of the client's products. The media planner must have a thorough understanding of the client's products, target customers and their buying patterns along with knowledge of each media vehicle. This is the agency's hard-dealing section. The media manager is tuned into the latest updates in the local media industry. His main job is to get their clients the most effective media deals at the most competitive prices. Media planner plans how a promotion will go to media & also select appropriate media for a particular promotion. The planning arm of an advertising company is geared with skills of analyzing survey data, polls and other market research to gauge the target

market of clients. Planning professionals are often well versed in mathematical modeling, project design and communications methodology. The training for all the above skills is given in the form of internship or management trainee. The young passionate are hired and are given practical exposure in their areas of interest.

- **Researcher:** The market research department / executives are given the responsibility of researching and studying consumer buying patterns and behavior. This individual must be able to analyze data and information resulting from customer surveys and other analytical studies.
- **Strategy:** The planning department starts their understanding of the client with a market research. They understand the market behavior by observation, customer interviews and secondary research on the internet, newspapers, magazines, etc.

### *Style*

The style of decision making is:

- **Top Down approach-** The information flows from the top management about new leads and client needs.
- **Participative-** Where review meetings are held on a daily basis and new ideas are discussed. Even the media decisions are taken in the same manner.

### *Production Manager*

The task here is to organize the production of advertising throughout the agency, according to a set timetable, so that advertisements are delivered on time. He is a progress chaser and responsible for different printing and binding works to deliver the clients.

## 1.8. AGENCY CHARGES

Agency charges vary according to job pattern and design quality.

- ***Concept Development Fee***

This is billed on the merit of each job, market and brand study, working hour and idea generation.

- ***Direct Marketing and Sampling Charge***

Billing will be at actual covering all costs including agency commission for both pilot and final project on gross.

- ***Sponsorship and Public Relation Fee***

Both estimated and unforeseen expenses are billed at actual plus prior agreed agency commission.

- ***Event management Fee***

Agency commission is based on the nature of each job and effort requirement along with actual expenditure for that specific event.

- ***Media Charge***

All charges for advertising are billed to the advertiser at the regular rate as published. The Agency will submit an estimate that will be duly approved by the advertiser.

- ***Artwork Charge***

This is billed on the merit on the basis of each job. Normally the art work computed based on time, material costs, allied out of pocket expenses and general overheads.

- ***Designing Charge***

All jobs will be charged a design fee to take care of creative time spent on each job.

- ***Production Charge***

For production of blocks, print materials, films and recording tapes, the agency will charge at the actual cost plus an agreed service fee.

- ***Administration Charge***

Freight, postage and other transportation charges involved in sending advertisement materials and telegrams or long distance telephone charges when specially incurred carrying out instructions, are billed to the advertiser at actual. The agency shall take prior permission from the client before incurring any such expense.

## **1.9. Hiring Procedure**

The hiring system in an ad agency is unique. It normally starts with hiring a passionate young graduate as an intern/ management trainee who is given practical exposure in his/her area of interest. The trainee is guided as he/she is working on projects of the ad agency and is absorbed gradually once they prove their worth.

Working in such a firm where unique and extremely talented people are trying to create innovative and creative communications is a very fortunate opportunity for me. I have learned a lot of pros and cons about an ad firm and how it works. In the next part I will be discussing about my job profile and the working environment of Ogilvy & Mather communication Ltd.

# Part 2

## JOB PROFILE

# *Chapter-2*

## THE WORKING ENVIRONMENT INSIDE OGILVY AND MATHER COMMUNICATION

I worked as an account manager throughout my internship period. I had some serious job responsibilities with many challenges. While solving those challenges, I had observed the whole working environment of Ogilvy & Mather Communications Ltd. and found some findings the elaboration of my job responsibilities and observation is given below:

### **2.1 Account Executive Job Description:**

1. Maintaining the liaison between the agency and the client.
2. Understanding the client's needs about their advertisements
3. Presenting the agency's proposals, ideas and work to the client.
4. Negotiating for new and renewal business and direct policy matters.
5. Get briefs from the client and make the work with the help of creative team then sell it to the consumer.
6. Collecting feedbacks from the consumers and modify the advertisement
7. Doing some background research, for example, Teletalk wants to come up with a new product so we do a small research on the other telecommunication companies to find out that what can be brought which the other companies did not come up with.
8. Communicating with the activation department for production such as, paper hanger, flyer, liflet etc.
9. Take output and send it to the client or communicate with the media department for making output

### **2.2. My Job Profile**

My job profile in O & M Bangladesh was to work in Account Management team. I was assisting an account manager. The team consisted of 2 people handling 4 Brands namely Teletalk, Aji-no-moto,.Pran and Partex.

I was mainly handling Teletalk, Pran and Aji-no-mot the most. I worked for Teletalk's any advertisement (press, billboard, logo, sticker, TVC etc.) publication design and writings orientation. I also worked for Pran Mango Trip , Pran UHT milk,Pran chanachur and also re-branding of Aji-no-moto.

In Ogilvy both account management and media planning is done by account management team.

I was part of media planning program for Teletalk along with my manager and clients in a Pre-Production Meeting (PPM)

## **2.3 FINDINGS**

During my internship period in O & M I emphasized mostly in gaining practical work experience. Regardless my work I used to observe and judge the work place. As per our internship curriculum was related we the interns were asked to identify and explore problems in our respective firms. I would say that O & M is a great place to work but still there were few factors that I noticed and addressed those as problems and I believe that those problems should be resolved. From my observations what I established is that O & M should focus on some issues for the future betterment.

Apart from being engaged in assisting my supervisor the problems I realized are discussed above in support to that I would like to give further justifications. The employees were very reluctant at times although there was limited time left for delivering the work to the clients. This is where the mismanagement used to happen as the environment of the organization is very outgoing people used to engage themselves in various insignificant activities like listening to music, communicating in the social networking sites with friends and acquaintances, chatting with the colleagues in the smoking zone, and playing table tennis. Due to these actions the pace of work used to slow down resulting in delay of delivering work those already owned. As a result the employees lacked behind in time management which is a vital problem. This sort of problem leads to unprofessionalism. These factors also put an impact on customer satisfaction. From the view of O & M, the clients are the customers, so it is very important to keep the client happy. Failure to deliver work on time does create a negative effect.

Another problem that I identified in O & M is the relationship between the agencies with the clients. Most of the times the clients tend to complain about the required work. It is the duty



of the agency to provide better quality service. Apart from good work I believe relationship marketing is very essential. As there are many other agencies available in the industry so it is the sole responsibility of the agency to treat the clients as much as possible. There should be a bond between the two parties except for business. If O & M succeeds to create and maintain a healthy relationship with the clients then the outcome will be positive such as high client retention rate.

As per my consideration, employee motivation is really important. If the employees are not motivated properly then they won't like their job and the consequence of their work will be dissatisfactory. Employees are one of the biggest resources for an organization. Thus motivating them for enhanced result is beneficial. Motivated employees are needed in our rapidly changing workplaces. Motivated employees help organizations survive. Motivated employees are more productive. To be effective, managers need to understand what motivates employees within the context of the roles they perform. Of all the functions a manager performs, motivating employees is arguably the most complex. Managers should positively reinforce employee behaviors that lead to positive outcomes. Managers should negatively reinforce employee behavior that leads to negative outcomes. This is due, in part, to the fact that what motivates employee's changes constantly. From my observation I understood that the Ogilvians need to be motivated either in extrinsic manner or intrinsic manner.

If the above discussed point is resolved then the problem related with employee turnover will also meet a progressive ending. Throughout my internship period I've seen two old employees left the organization. From my research study I have learned that employee turnover is very crucial for the firms. Because the employees know much confidential information about the company, so if they switch to other competitors it could be unsafe for the firm. Not only the matter of concern about the firm but also when an experienced employee leaves the firm it is a loss. That position demands someone better or at least equivalent to him/her. And it is not always possible to get the best recruit all the time.

## 2.4 Limitations & Recommendations For Ogilvy and Mather

### 2.4.1. LIMITATIONS

- Time constrain was the biggest difficulty I faced, because three months were not enough to observe an organization thoroughly to draw a conclusion of a report.
- Lack of practical experience resulted more time consumption in doing each work for the report.
- Unable to conduct group discussions for collecting primary data for report accuracy

### 2.4.2. RECOMMENDATIONS

After establishing the research paper I came up with the following recommendations that O & M can take under consideration to improve the current scenario of the organization. The problems that I identified earlier definitely can be resolved. In support to this statement, I would like to recommend my thoughts that I found suitable for O & M. In order to resolve the problems, the potential solutions could be as follows:

- Then employees should submit some sort of document to their reporting person in charge about the tasks completed and the tasks waiting in the lists.
- The HR can organize some professional training of how to manage time and get done with the prior work within the required time.
- There should be a strict timeline for refreshment and personal time, employees should maintain that.
- To overcome the problems related customer satisfaction each team should focus on the need of the clients.
- While getting the brief of the work asked by the clients, employees from the creative department should also be present in the meeting to have an understanding of creating and coming up with better quality and innovative ideas and services.
- Research should be conducted by the employees from both the client servicing department and the creative department in order to learn more about the clients' behavior.

- As O & M is a multinational agency, they can interchange multinational skills and workers so that people can exchange the views and bring fresher and better ideas in the creative field.
- Coming to the point of agency-client relationship, the client servicing department should build rapport with the corresponding clients by exchanging gifts on special occasions.
- Better relationship can also be built by organizing social events where the top management as well the contact persons of each brand will present. This sort of social business gatherings will be resulted healthier relationship between both the parties.
- The workload should not be too much, employees should get leaves.
- Hiring the right people from the beginning will not result employee turnover.
- O & M should concentrate on employees' personal needs. Employees should feel from the heart that they are important for the company.
- The management should conduct survey in order to figure out employee satisfaction.
- Extrinsic benefits should be taken under consideration.
- Promotions and growth in the organization will definitely motivate the employees.
- More professional trainings should be available for the employee so that they can learn more and get motivated to apply that knowledge in the practical field.
- There should be a team spirit which will also help the employees get motivation.
- Outside seminars are a stimulating break. Because outside seminars are not always cost efficient for most people, consider on-site seminars or workshops for your staff. Use outside seminars as a contest prize for one or two people. Then set up a structured plan for those seminar attendees to briefly recreate the seminar to the rest of your people when they return. Now everyone gets educated for the price of one.
- Employees must also know the way of stress management.
- Financial benefits and compensations plans should be improved annually.
- Employees should be evaluated on a regular basis and rewarded accordingly.

I believe by taking the above mentioned points into concern the management of O & M will definitely experience better results.

Now I will move on to the most important part of my report that is my project part, the reflection of my whole internship work.

# **PART 3**

## **PROJECT**

“How Ogilvy and Mather is using the ‘First-mover Advantage’ in terms of branding ‘Teletalk 3G’ and creating brand preference among the customers comparing to MTNL 3G’s first mover advantage.”

**Introduction:**

Teletalk Bangladesh Limited brand name "Teletalk"(Bengali: টেলিটক) is a GSM based state-owned mobile phone company in Bangladesh. TeleTalk started operating on 29 December 2004. It is a Public Limited Company of Bangladesh Government, the state-owned telephone operator. TeleTalk provided GPRS and EDGE internet connectivity and from 14 October 2012 HSDPA/3G which is the latest cellular information service . Teletalk is the first operator in the country that gave BTTB (now BTCL) incoming facility to its subscribers.

The mission statement of Teletalk is "Desh Taka Deshey Rakhun" ("Keep your Money in your Country")

Teletalk is the 6th mobile phone operator in Bangladesh with more than 1.897 million subscribers as of May 2013.

But with the help of 3G service Teletalk is enjoying a monopoly market in Bangladesh. The main target market for 3G people who are too much connected with virtual life and believes that connectivity is power. Teletalk launched 3G in 2012.

In my report I will be comparing Teletalk 3G and MTNL 3G's branding effectiveness from a 'first-mover's' perspective.

**Objective****Objective Of Internship**

- To apply the theoretical knowledge which I learned throughout my graduation years into the practical field.
- To learn how to work in the professional ambience.
- To learn how to meet the requirements of clients.
- To create job exposure and employment opportunity.
- To enhance professional skills.
- To learn the working culture in the agency industry.

**OBJECTIVE OF THE REPORT**

- To give a elaborated explanation about a 'First-mover' and its advantages-disadvantages.
- How Teletalk 3G is using it on its branding with the help of Ogilvy & Mather Communications Ltd.
- How it branded comparing to MTNL when MTL had the 'first-mover' advantages ad dis advantages.

## **Methodology**

### **Data sources:**

- **Primary data**

In terms of making this report I have used primary data for Teletalk 3G, provided by Ogilvy & Mather Communication Ltd. In Ogilvy & Mather Communications Ltd, It has it's own archive where they keep all type of data. All communications about Teletalk 3G are collected from Ogilvy & Mather Communication Ltd.

- **Secondary Data**

For MTNL 3G, the data I used in my report is secondary data found in internet and many other websites. The TVC's are collected from youtube.

## **Limitation**

While making this project I had faced much limitation regarding information. They are:

- As I worked in Ogilvy & Mather Communication Ltd, I had an access to all type of data and information related to Teletalk 3G very easily. But on the other hand I hardly found information about MTNL in internet which was an obstacle for me to compare between Teletalk 3G and MTNL 3G in a fair manner.
- About the videos, which I attached with my report, are in different resolutions, bothers the smooth flow of the communications.

Before starting with all the comparison elaborated part of my report, it is very important to know some basic theories and information about 3G and 'fast-mover' Branding. We will also go through some literature about the current situation of the performance and the obstacle of the Ad agencies in our country.



# *Chapter-3*

Some basic theories and information  
regarding 3G and 'First Mover  
Advantages'.

### **3.1 Prologue**

The advertising industry has already passed almost four decades of institutionalization in Bangladesh. At the beginning of information and telecommunications technology, the industry has practiced drastic drag in all its localities such as the number of advertising agencies, patron firms, research organizations, models, production houses, fashion houses, handicrafts and so on. The industry has inclined its contiguous circumstances as well as accustomed to cope-up with the changed position.

These agencies come in all sizes and include everything from one or two person shops (which rely mostly on freelance talent to perform most functions), small to medium sized agencies, large independents, and multi-national, multi-agency conglomerates. Most full-service agencies work on a combination of fee-based and commission based compensation. The fee is paid by the entity for which the marketing is being done. The commission is a payment from the medial to the agency and is usually equal to 15% of the cost of the advertisement. The broadcast media, radio and television traditionally pay a commission. Interactive agencies may differentiate themselves by offering a mix of web Design/Development, Search Engine Marketing, Internet Advertising/Marketing, or E-Business/E-Commerce consulting. The advertising agencies always try to give their best for your product because they want to create a good impression on you so that you will refer others to their agency and remain faithful to their work.

Finally, it provides some courses of action leading to an environment promising and healthy for the advertising industry of Bangladesh.

### **3.2 Literature Review**

In Bangladesh, the size of the advertising industry is assumed to be tk.1200 crore (Rahman, M. 2010). Print media leads the industry with 43% market share while TV stands second at 36% of the advertising market of the country. The industry is growing at a rate of 10% per annum mainly due to the heightened competition among the major mobile operators (Rahman, M. 2010).

Before the independence, there were only a few advertisement firms in Bangladesh, the erstwhile East Pakistan, due to inadequate industrialization and limited demand for ads. The pioneers were the firm like Bitopi, Asiatic, and Interspan who served the multinational firms like the Lever Brothers (Anwar F, 2009).

The advertisement sector is so vast in terms of nature of the firms, span of operation, registration position and other magnitudes that it is so tough to properly bring them into a database. Bangladesh Television shows a total of 150 agencies in the country registered with them but the number exceeds 500 when both the formal and informal sectors are considered (Anwar F, 2009). On the other hand, Bangladesh Yellow Pages registers a total of 293 advertising and counseling agencies and firms today (Bangladesh Yellow Pages, 2010).

Top nine advertising firms in descending order of market share- Adcomm, Asiatic, Bitopi, Unitrend, Grey, Interspeed, Popular, Madona, and Matra hold more than 70% of the formal market share while another 13% share is held by other firms and the rest remains the domain of in-house advertisements of business firms (Anwar F, 2009).

Farhat Anwar classifies the advertisement media into two categories namely- Above the Line and Below the Line. He includes in “Above the Line” category the newspapers, magazines, radio, television, and satellite and cable television while “Below the Line” category includes event management, in-house advertisement (company performing own advertisement) at point of purchase, outdoor advertisement (billboards, hoarding, neon signs, and bell signs), innovative activities (*jatra*, street drama) and advertisement on vehicle bodies or fliers. The market size of the formal advertising agencies accounted for about Tk.2 billion in 1999, while, in-house and outdoor advertisements by manufacturing or service providing companies and the informal agencies (non-registered agencies and individuals) accounted for about another Tk. 1 billion.

The advertising agencies primarily serve the private national companies (PNC), multinational companies (MNC) and non-government organizations (NGO). The MNCs constitute more

than 60% of the media share followed by the PNCs constitute 25%. The major client of the print media is the government (Anwar F, 2009).

### **3.3 Types of Advertising Agency in Bangladesh**

Today there are different types of advertisements used in Bangladesh to promote the products and services, brands or companies to inform and persuade the customers about them.

Advertising through advertising industry of Bangladesh employs varieties of forms, such as Television advertising, Infomercials, Radio advertising, covert advertising, press advertising, billboard advertising, mobile billboard advertising, In-store advertising, Street advertising, celebrity branding and online advertising (Search engine results pages, banner ads, in text ads, online classified advertising, e-mail marketing and social network advertising i.e., facebook advertising etc).

### **3.4 Monetary Performance**

Bangladesh Brand Forum (BBF) studies and publishes quantitative data on advertising spending by the companies or industries. It shows how the industry is enlarging, how the spending shifts from one media to another, one company to the other etc. In 2007, BBF showed the percentage of advertisement placed in different types of media (The Daily Star, 02 March, 2008). It showed that the highest portion (43%) of advertising went to the print media; TV covered only 36%, radio 4% and the rest by outdoor, cinema and the Internet. They calculated a 7% increase of ad-spending by major brands in 2007. They found out highest spending companies in ten categories namely- telecom, bank, real-estate, education, soft-drink, mobile-handset, personal-wash, electronics, shampoo and snacks. It estimated that the top ten categories of industries comprised almost 80% of total media spending that year.

### **3.5 Frequency Of Exposure**

In Bangladesh, institutions like 'Dhaka News' and 'Ryan's Archive' and many others are doing some important work on capturing and analyzing the advertisements and news on both

news-papers and TV channels. Dhaka News disseminates news on advertising expenditures of different mobile phone companies of Bangladesh in 2010. It claims TV commercials to be the most expensive form of advertising in the country (Rahman, M. 2010). It finds out that ‘Robi’ surpasses Grameen Phone in July, 2010. It also analyses the plausible reason behind the substantial increase in the company’s ad expense.

Ryan’s Archive provides information on rate, time, and composition of advertisements in different print and digital media in Bangladesh. This archive makes available information on program rating, audience rating, data on TV commercial monitoring and other services.

### 3.6 Cost Associated With The Advertisement In The Print and Electronic Media

Advertising costs of four most popular Newspapers are given below:

<b>Newspaper</b>	<b>Front Page (Tk.)</b>	<b>Last Page (Tk.)</b>	<b>3rd Page (Tk.)</b>	<b>5<sup>th</sup> Page (Tk.)</b>	<b>Sport Page (Tk.)</b>	<b>Average Cost</b>
<b>The Daily Prothom Alo</b>	9000	7000	3200	2800	4000	5200
<b>The Daily Kaler Kontho</b>	7500	5500	3500	2500	3500	4500
<b>The Daily Jugantor</b>	8000	6000	5000	3000	3000	5000
<b>The Daily Ittefaq</b>	7000	6000	3500	2500	3000	4400

**Table:** Advertising costs of Newspapers (Colored, per column inch); (Source: Advertising Agencies of Newspapers of Bangladesh in 2010).

Spot Advertising costs of Bangladeshi TV Channels are given below:

<b>Name of Channel</b>	<b>Normal spot (TK)</b>	<b>Fixed Position (TK)</b>	<b>Film Chunk (TK)</b>	<b>Just Before of News (TK)</b>	<b>1st Mid break in News(TK)</b>	<b>2nd Mid Break in News (TK)</b>	<b>Average Cost (TK)</b>
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<b>BTB</b>	40000	45000	50000	65000	50000	40000	48333
<b>NTV</b>	25000	30000	35000	42000	35000	25000	32000
<b>ATN</b>	25000	32000	35000	40000	32000	20000	30667
<b>Bangla</b>							
<b>Channel I</b>	30000	30000	32000	40000	35000	22000	31500
<b>RTV</b>	25000	28000	30000	35000	30000	20000	28000
<b>ETV</b>	30000	35000	30000	45000	35000	28000	33833

**Table:** Spot Advertising costs of Bangladeshi TV Channels (Per minute); (Source: Advertising Agencies of TV Channels in 2010).

After giving a review on the current advertising trend of our country now I will focus on some basic information and definitions, which are needed to understand my project topic, for example- the definition of 3G, difference between 3G and 2G, definition of the term 'First mover', Its advantages and disadvantages are given below:

### 3.7 What is 3G stands for?

Before the comparison about 3G branding it is very important to give an idea about what 3G is actually stands for. 3G (Third Generation) is the third generation of mobile telecommunications technology. 3G telecommunication networks support services that provide an information transfer rate of at least 200 kbit/s. However, many services advertised as 3G provide higher speed than the minimum technical requirements for a 3G service. Recent 3G releases, often denoted 3.5G and 3.75G, also provide mobile broadband access of several Mbit/s to smartphones and mobile modems in laptop computers.

3G finds application in wireless voice telephony, mobile Internet access, fixed wireless Internet access, video calls and mobile TV.

## 3.8 What is the difference between 2G and 3G?

Now there is a common question that can pop up in mind that what is the difference between 2G and 3G. The differences are given below-

**3.8.1 Cost:** The license fee to be paid for 3G network is much higher as compared to 2G networks. The network construction and maintenance of 3G is much costlier than 2G networks. Also from the customers point of view the expenditure for 3G network will be excessively high if they make use of the various applications of 3G.

**3.8.2 Data Transmission:** The main difference between 2G and 3G networks is seen by the mobile users who download data and browse the Internet on the mobile phones. They find much faster download speeds, faster access to the data and applications in 3G networks as compared to 2G networks. 2G networks are less compatible with the functions of smart phone. The speed of data transmission in 2G network is less than 50,000 bits per sec while in 3G it can be more than 4 million bits per sec.

**3.8.3 Function:** The main function of 2G technology is the transmission of information via voice signals while that of 3G technologies is data transfer via video conferencing, MMS etc.

**3.8.4 Features:** The features like mobile TV, video transfers and GPS systems are the additional features of 3G technology that are not available with 2G technologies.

**3.8.5 Frequencies:** 2G technology uses a broad range of frequencies in both upper and lower bands, under which the transmission depends on conditions such as weather. A drawback of 3G is that it is simply not available in certain regions.

**3.8.6 Implication:** 3G technology offers a high level of security as compared to 2G technology because 3G networks permit validation measures when communicating with other devices.

**3.8.7 Making Calls:** Calls can be made easily on both 2G and 3G networks with no real noticeable differences except that in 3G network video calls can also be made. The transmission of text messages and photos is available in both the networks but 2G networks

have data limit and the speed of the data transmission is also very slow as compared to 3G.

**3.8.8 Speed:** The downloading and uploading speeds available in 2G technologies are up to 236 Kbps. While in 3G technology the downloading and uploading speeds are up to 21 Mbps and 5.7 Mbps respectively.

### **3.9. Branding a product with the help of “First Mover Advantages”**

Branding is not a buzzword, but the foundation for sales and success in the recent economy situation. It doesn't matter if you are a reputable dinosaur or a brand new startup – the initial occupant of a market niche always gains the first-mover advantage.

A better product will simply sell faster. Hence, it's not only the product or service to be sold.

**A brand is the collection of feelings, perceptions, quality, image, lifestyle, delivered guarantee and global status.** If you can not convince the potential customers that your product is worth, no amount of advertising, packaging or PR will help you achieve your sales goals. Your brand and customer's mind share is the most valuable competitive edge you have, because today there is nothing that your competitors can't duplicate in a matter of days or weeks. Creating a strong brand identity will build that mind share. Someday when you have your rock-solid identity, customers even will think of your brand first when they think of the product category.

In marketing, **first-mover advantage** or **FMA** is the advantage gained by the initial ("first-moving") significant occupant of a market segment. It may be referred to as **Technological Leadership**. This advantage may stem from the fact that the first entrant can gain control of resources that followers may not be able to match.. Sometimes, the first mover is not able to capitalize on its advantage, leaving the opportunity for another firm to gain **second-mover advantage**.

Originally made apparent by the ever booming Internet phenomenon, it has recently been on the decline due to the recent economic downturn. Sometimes, first-movers are rewarded with huge profit margins and a monopoly-like status. Other times, the first-mover is not able to capitalize on its advantage, leaving the opportunity for other firms to compete effectively and



efficiently versus their earlier entrants. These individuals then gain a "second-mover advantage".

### **3.10. Mechanisms leading to first-mover advantages**

First-mover advantages can arise from three primary sources. Each category is then separated into a variety of different other mechanisms. All mechanisms are theoretical and assume that other competitors trying to merge into the market are being exploited and overpowered by the first-mover company. All other things equal, the following are the three primary sources of first-mover advantages.

#### **3.10.1. Technological leadership**

The first of the three is technological leadership. A firm can gain FMA when it has had some sort of upper-handed breakthrough in its research and development (R&D) resulting from a direct breakthrough in technology. A learning curve can provide sustainable cost advantage for the early entrant if learning can be kept proprietary and the firm can maintain leadership in market share. The diffusion of innovation can diminish the first-mover advantages over time, and can be triggered via workforce mobility, publication of research, informal technical communication, reverse engineering, plant tours, etc. R&D expenditures can also provide technological leadership. The technological pioneers can retain their advantage if they protect their R&D through patents or if they successfully keep them as trade secrets. However in most industries patents confer only weak protection, are easy to invent around or have transitory value given the pace of technological change. With their short life-cycles patent-races can actually prove to be the downfall of a slower moving first-mover firm.

#### **3.10.2. Preemption of scarce assets**

Preemption of input factors, if the first-mover firm has superior information, it may be able to purchase assets at market prices below those that will prevail later in the evolution of the market. Preemption of locations in geographic and product characteristics space, in many markets there is room for only a limited number of profitable firms; the first-mover can often select the most attractive niches and may be able to take strategic actions that limit the

amount of space available for subsequent entrants. First-mover can establish positions in geographic or product space such that latecomers find it unprofitable to occupy the interstices. Entry is repelled through the threat of price warfare, which is more intense when firms are positioned more closely. Incumbent commitment is provided through sunken investment cost. Preemptive investment in plant and equipment, the enlarged capacity of the incumbent serves as a commitment to maintain greater output following entry, with price cuts threatened to make entrants unprofitable. When scale economies are large, first-mover advantages are typically enhanced.

### **3.10.3 Switching costs and buyer choice under uncertainty**

Switching costs are extra resources that late entrants must invest to attract customers away from the first-mover firm. Buyer choice under uncertainty refers to the concept that buyers may rationally stick with the first brand they encounter that performs the job satisfactorily. For individual customers benefits of finding a superior brand are seldom great enough to justify the additional search costs that must be incurred. It can pay off for corporate buyers since they purchase in large amounts. If the pioneer is able to achieve significant consumer trial, it can define the attributes that are perceived as important within a product category.

## **3.11. First mover disadvantages:**

Although in some cases being a first mover can create an overwhelming advantage, in some cases products that are first to market do not succeed. These products are victims of First Mover Disadvantages. These disadvantages include: “free-rider affects, resolution of technological or market uncertainty, shifts in technology or customer needs, and incumbent inertia”. Delving into each of these deeper we see:

### **3.11.1 Free-rider effects**

Secondary or late movers to an industry or market, have the ability to study the first movers and their techniques and strategies. “Late movers may be able to ‘free-ride’ on a pioneering firms investments in a number of areas including R&D, buyer education, and infrastructure development”. The basic principle of this effect is that the competition is allowed to benefit

and not incur the costs which the first mover has to sustain. These “imitation costs” are much lower than the “innovation costs” the first mover had to spend, and also can cut into the profits which the pioneering firm would otherwise be enjoying.

Studies of free rider effects place the biggest implications on riding the coattails of a company’s research and development and learning based productivity improvement. Overall these studies showed the effects of free riders as they are able to make their way into the market and not spend the money or risk the failures which the first movers did. Other studies have looked at free rider effects in relation to labor costs, as first movers may have to hire and train personnel to succeed, then the competition hires them away.

### **3.11.2 Resolution of technological or market uncertainty**

First movers must deal with the entire risk associated with creating a new market, as well as the technological uncertainties which will follow. Late movers are given the advantage of not sustaining the risks, mostly monetary, with creating a new market. While first movers have nothing to draw upon when deciding potential revenues and firm sizes, late movers are able to follow industry standards and adjust accordingly (Lieberman and Montgomery). The first mover must take on all the risk as these standards are set, and in some cases they do not last long enough to operate under these standards.

### **3.11.3 Shifts in technology or customer needs**

“New entrants exploit technological discontinuities to displace existing incumbents”. In this case of first mover disadvantages, the late entrants are able to assess a market need that will replace what is currently being offered. This takes place when the first mover does not adapt or see the change in the customer needs, but also when competitor develops a better, more efficient, and sometimes less expensive product. Often this new technology is introduced while the older technology is still growing, and in this case the new technology may not be seen as an immediate threat.

### 3.11.4 Incumbent inertia

As firms enjoy the success of being the first entrant into the market, they can also become complacent and not fully capitalize on their opportunity. “Vulnerability of the first mover is often enhanced by ‘incumbent inertia’. Such inertia can have several root causes:

- the firm may be locked into a specific set of fixed assets,
- the firm may be reluctant to cannibalize existing product lines, or
- the firm may become organizationally inflexible”.

Firms that have severe fixed assets cannot adjust to the new challenges of the market as they have no room to change. Firms that simply do not wish to change their strategy or products and incur sunk costs from “cannibalizing” or changing the core of their business, fall victim to this inertia. Some firms simply will not change as it will not maximize their short term profits to do so. Although these numbers will be higher in the long run, the organization will fail. These firms are sometimes unable to be sustained in a changing and competitive environment. They may pour too many of their early assets into what works in the beginning, and not project to what will need to work in the long run.

From above we have learnt about the basic functions of 3G, and the advantages – disadvantages of the ‘first-mover’ firms. In the next part we will take a glance to the current 3G market situation in Bangladesh and then I will compare it with India later on.

# *Chapter-4*

## **3G in Bangladesh and India**

## 4.1 3G in Bangladesh:

In Bangladesh 3G was first launched in 15 October 2012. It has two main products, named sim and flash modem, but they are also researching for a dongle, a device which helps to create WiFi zone in a house where multiple users use internet. Currently in Bangladesh nearly 4 lac consumers are using 3G internet by using both 3G sim and Flash modem. The main target market for 3G sim in Bangladesh is the young people who has smart phone and believes in connectivity. At first Teletalk started 3G service only in Dhaka, but now their network officially reached in Chittagong and Sylhet is on test transmission.

## 4.2 360° Perspective about Teletalk 3G.

### 4.2.1 Advantages:

- **Technological leadership:**

As Teletalk was the first company and doesn't have any competitor, it took all the technological advantages. It did not allow to do 3G auction till August 2013. They took the complete advantage of a first mover. With the help of Government, they used high technological machineries from Chinese companies to increase the consumers, as Chinese machineries are very cheap in price and give long term services. Teletalk is the only company which is run by government and from 2012 to 2013 Teletalk 3G is considered as an 'infant industry' and had all type of technological facilities provided by Bangladesh Government. Only because 3G sim requires a smart phone to perform all the services government gave permission to some Chinese brands to come up with their product in less price so that consumers can have more smart phone and use this 3G technology. Recently they had an agreement with Huawei company to create some Huawei modem router and Huawei modem Dongle to make Wifi zone in one's house and named it 'MiFi'.

- **Preemption of scarce assets:**

Teletalk 3G is now ruling the 3G market in Bangladesh. It is a company run by government and it is the only 'Deshi' telecommunication service in our country. Its mission statement is "Desh Taka Deshey Rakhun" ("Keep your Money in your Country"). This 'Deshi' concept has given them a lot of advantages. The consumers point of view, "it is our company, our

‘Deshi’ company so we should use its 3G service.” Their thought is that may be Teletalk 3G is now better than Teletalk 2G or May be Teletalk is coming with more effective service which is Teletalk 3G. From the Teletalk’s point of view, they are already known to the consumers and consumers are having a lot of inactivated teletalk sim, if there is any option of recharging an fixed amount of taka in those sim and then the sim will convert from 2G to 3G automatically then they will have more consumers by only recharging some money. An example can explain more: A company buys each and every sim card in 900 taka excluded vat. They sell it to the consumers in 150 taka with the hope of that if a consumer uses 300 taka as their per months usage then it will take 3 months to recover their cost and from the 4<sup>th</sup> month they will start gaining profit. But in our country a person buys a sim use it for 1 or 2 months for its bonuses. When they use all the bonus then they stop using that sim and becomes an inactive consumer for that sim company. It is a big loss for that company. However Teletalk took that chance. It says, if a person is having a teletalk inactive sim, they don’t need to buy a 3G sim. All they need is to recharge an amount and send a text to a particular number and wait for 24 hours and finally they will have a 3G connection in their 2G sim. It converted the existing 2G users, both active and inactive, to the 3G consumers. So they were able to save a lot of money which was supposed to used for buying 3G sims.

- **Switching costs and buyer choice under uncertainty**

Switching cost of 3G is very high. If we look for an example we will be able to know why. A Teletalk 3G sim costs 900 taka and a Chinese smart phone costs minimum 10,000 taka (as to use all the services of 3G a consumer must need a smart phone or tab with him/ her.) That means, to use a 3G connection effectively a person needs to invest minimum 10900 taka and as there are no other company providing this service consumers are bound to invest this money to have the 3G service. It is very obvious that, after investing such huge amount of money, there are a less chances to switch the product.

#### 4.2.2 First mover disadvantages:

- **Free-rider effects:**

This disadvantage will be highly faced by Teletalk later. Because now no company is able to provide 3G service rather than Teletalk. Teletalk's greatest competitors are waiting for governments positive sign. Government has given positive feedback to held a 3G auction in August 2013. Because of this late auction now the other companies had enough time to find out the flaws of Teletalk which they will come over easily when they will start 3G business. For example, Teletalk has a weak post customer service. Most of the time the consumer do not get line or opportunity to call the customer center and solve their problem. If other companies like Grameenphone has permission for 3G service it will give post customer service more efficiently. This will be a threat for Teletalk.

- **Resolution of technological or market uncertainty**

Teletalk is currently facing a lot technological problem. Due to loadshedding they need to produce more power to keep going their services. As 3G is a new concept in Bangladesh, people wants to know more about this product to have a knowledge about it. Due to less expertise Teletalk is not able to provide technological information to the users properly. As a result people are having too much confusion, conversion of 2G sim into 3G sim is taking too much time. These weakness can be the advantages of the second movers. For example, Grameen Phone has won the auction and from October 2013 they will start giving their service and it has a strong team of call executives for post sell services. For that reason, the consumers will face less confusion in using GP 3G. It is a huge danger for Teletalk 3G.

- **Shifts in technology or customer needs**

Teletalk 3G service is having a monopoly market in Bangladesh. So they are less concentrated on what consumers want. They mainly focus on what they are able to give. This perception is leading them to less consumer and less profit. They are not able to provide what their consumers want.

- **Incumbent inertia**

As there are no other company to judge Teletalk 3G, Teletalk is evaluating itself in a very biased way. They have no intention to improve their services and quality. They are just providing the service in a cheaper price day by day but people is not satisfying with that. The



target market has money for quality internet service which is not delivered by Teletalk 3G at all. But still it does not want any change inside the Teletalk management or service. For evaluating their current status they hire many research firms and the result of that research firm is not that much helpful as there are no other company to compare.

### **4.3. 3G in India**

**Mahanagar Telephone Nigam Limited (MTNL)** started 3G services in India under the name of "MTNL 3G Jadoo." Services offered include video calling, mobile TV and mobile broadband with high speed data connectivity up to 3.6 Mbit/s from 11 December 2008. MTNL plans to offer 3G services across India by mid-2009. MTNL also provides 3G data cards for usage in devices other than mobile phones. MTNL will be installing 15 lakh 3G lines in the first phase of its 3G roll-out in Mumbai and Delhi (which currently have 40 lakh existing mobile lines). MTNL announced in Jan, 2012 that they will upgrade its 3G network to more advanced HSPA+ with download speeds up to 28.8Mbit/s before the end of 2012.

MTNL rolled out its BlackBerry solutions on the 2G and 3G networks by launching India's first 3G enabled BlackBerry Bold smart phones.

From above we had a basic information about Teletalk 3G and MTNL 3G. We also have seen the current advantage and disadvantages which are faced by Teletalk 3G. In the next chapter I will explain the SOWT analysis of Teletalk 3G in Bangladesh.

# *Chapter-5*

## **SWOT Analysis about Teletalk 3G in Bangladesh**

To understand the current market situation, here is a SWOT analysis of Teletalk 3G. Here from all the perspective I will briefly show the strengths, weakness, opportunities and threats.

### **5.1. Strengths:**

- As Teletalk is the only one company which is providing 3G, it can easily leave a brand preference among the consumers by giving post purchase services. If they provide such services, people will more use 3G and be loyal consumers.
- Teletalk is a company which is 100% owned by government and doing monopoly business in Bangladesh. It is considered as infant industry and it is having many facilities from government as well.
- It made their existing 2G consumers in 3G consumers. It helps to reduce their fixed cost.

### **5.2. Weakness:**

- Teletalk has invested too much investment in it that they are facing problem now. They are hardy able to meet their service which are they promised to the consumers.
- Teletalk 3G speaks about mobility of internet service. In a communication (TVC), they had a message that, 'without mobility, speed is nothing.' But they are also operating their 3G service only in Dhaka, Chittagong & Sylhet (test).
- Teletalk is a government owned Company. So it uses less modern management and marketing style and had less marketing ideas. They are less focused on what consumers want. If these problems age going on and on then one day they will face serious problem when the other companies will have the permission to serve the 3G service.

### **5.3. Opportunities:**

- Many Chinese companies are providing smart phones in comparatively less price. They are basically manufacturing these phones only for the third world countries like ours, so that people can have more smart phones. For using 3G technology, smart

phone is the first requirement. From this perspective Teletalk 3G has an opportunity to have more consumer in future.

- 3G is a new technology for Bangladesh, Teletalk consumers are always confused about the procedure of converting the 2G sim into 3G sim, Teletalk is providing good services in their customer points where the consumers can go and ask for a conversion of 2G sim into 3G sim.

#### **5.4. Threats:**

- As I mentioned in lot of times in my report that, Teletalk is unable to provide post purchase services to the consumers. When a new company will come with the 3G service, they will study this weakness of Teletalk and take precaution. If that happens, then Teletalk will face huge problem on recover their investments.
- Government has declared to the other phone operator to provide 3G service from October 3<sup>rd</sup>. Many company had done many research on the current market demand, current consumers want and need, current price of data, current availability of 3G service, consumer satisfaction, the problem and obstacle of the 'First-mover' etc. Now the other companies will be able to know those and recover more efficiently in less cost than Teletalk.

After the SWOT analysis of Teletalk 3G, now I will moving on to the next chapter, where I will compare the branding communications between Teletalk 3G and MTNL 3G.

# *Chapter-6*

**Comparison between the  
communications of Teletalk 3G and  
MTNL 3G**

## 6.1. Comparison in Communications

### 6.1.1 Logo:

On creating a logo, colour selection is very important. Any colour can resemble with another product so to make a logo of any product it have to be unique and distinctive. Here are the logos of Teletalk 3G and MTNL 3G.

#### Teletalk 3G

In our country, there are 6 telecommunication companies. Each and every company has their own logo and colour. So Teletalk came with a new colour for their 3G product which is blue. Some people says that Teletalk 3G and Grameenphone both of them is having blue colour which can be confusing for the consumers. But if we look closely, we can see that, the blue colours are different and have a unique identity.



Grammenphone



Teletalk 3G



MTNL 3G Jadoo



Teletalk 3G

Here we can see the two logos of two first mover companies which provided 3G services respectively India and Bangladesh. If we look closely we can see that the blue colour for

Teletalk 3g is a little bit similar to MTNL 3G Jadoo. But it has a 3D effect with it which MTNL 3G Jadoo does not have.

### 6.1.2. Launching communications

In advertising world, there are basically two types of advertising. One is launching and the other one is Functional. When a product is launched in market, then it uses the launch communications. So that the consumers can earn have information about a new arrival product. But once it is launched then the company starts for functional communications, where the new and unique functions of a product is mentioned to increase more consumers. Here are the functional ad of Teletalk 3G and MTNL 3G:

Teletalk 3G (Video 1) (launching):

[http://www.facebook.com/photo.php?v=10151183745839528&set=vb.169749609706086&type=3&video\\_source=pages\\_video\\_set](http://www.facebook.com/photo.php?v=10151183745839528&set=vb.169749609706086&type=3&video_source=pages_video_set)

In the launching TVC we can see that Ogilvy used a metaphoric term to promote Teletalk 3G technology. Where they showed that it will overcome all obstacle and take the young generation to a new milestone. Their tag line means it properly which is “Badh Venege Dao”. That means the sufferings of using internet will be banished and there will be a new dimension of using internet with Teletalk 3G. Their design of billboard and press for Teletalk 3G launching campaign are:





MTNL 3G (Video 2) (launching):

<http://www.youtube.com/watch?v=c0612cojw0Y>

In MTNL 3G launching video we can see that a hurricane is coming and a person is afraid of joining with the people inside the hurricane. In this TVC MTNL 3G Jadoo is trying to show that 3G is basically a hurricane of technology, an intelligent person will flow with this hurricane.



### 6.1.3 Functional Communications:

- **Video call:**

After watching both of them we can understand that, both of them are saying to go for a new dimension of technology and move to the world of connectivity. Where we can see that there are young people, basically the target market is using the 3G connectivity and joining a new faster and more connected world. The basic and most used service of 3G is video call.

Teletalk used this functional communication in a very emotional way whereas, MTNL did the opposite. They tried to put some humor in it. The communications are:

Teletalk 3G (Video 3) (functional- video call)

[http://www.facebook.com/photo.php?v=10151267780819528&set=vb.169749609706086&type=3&video\\_source=pages\\_video\\_set](http://www.facebook.com/photo.php?v=10151267780819528&set=vb.169749609706086&type=3&video_source=pages_video_set)

This advertisement is the most touchy and hit advertisement in Teletalk 3G history. This TVC shows that sometime a phone call is not enough to talk to your dear ones. This Advertisement is nominated for the 'Srijon Shomman' India, which is considered as a big award platform for the Bangla advertisement sector.

MTNL 3G (Video 4) (functional- video call)

[https://www.youtube.com/watch?v=vq\\_Np-Hko38](https://www.youtube.com/watch?v=vq_Np-Hko38)

In this TVC MTNL 3G followed a simple humor to entertain the audience. This TVC has no particular story which I can write in short. It has no positive message at all.

If we compare these two TVC's, Teletalk 3G has come up with better idea for 3G video call advertising.

- **Mobility and Speed :**

After serving the most important service of video call, it is very necessary to give a priority that if the person who are making calls or doing any work with the help of 3G for another is having proper speed or not. Regarding speed we can see the two ads below:

Teletalk 3G (Video 5) (functional- speed)

[http://www.facebook.com/photo.php?v=10151267798699528&set=vb.169749609706086&type=3&video\\_source=pages\\_video\\_set](http://www.facebook.com/photo.php?v=10151267798699528&set=vb.169749609706086&type=3&video_source=pages_video_set)

This advertisement is a metaphoric advertisement where Ogilvy and Mather shows that Teletalk is providing more speedy internet to the consumers. In Bangla there is a term that “Kocchoper goti” that means something that movies in a too much slow manner. But in this advertisement they show that the suffering of slow internet is now over due to Teletalk 3G. For the young Generation and the People who uses Internet fast internet speed is a dream to them. This TVC costs less than any other TVCs and it is also nominated for “Srijon Shomman”. The press and billboard on this feature:



When we watch any video on youtube or any other video websites, buffering is a common problem for us. We find buffering very annoying. Ogilvy and Mather used this word ‘Buffering’ and turn this into ‘Suffering’ and made an innovative communication featuring

their speedy 3G internet service. It means that, the days of suffering is over, Teletalk 3G will give a service where there is no suffering.

MTNL 3G (Video 6) (functional- speed)

<https://www.youtube.com/watch?v=ETPRFBufew0>

In the MTNL 3G Jadoo TVC we can see that the sound is coming first then the video is coming. MTNL 3G Jadoo is trying to say that, normal internet speed does this problem. And only MTNL 3G Jadoo can solve this problem with its technology. Whereas they did not mention their technology's feature in the TVC properly

After watching these two TVCs, from my perspective, the MTNL communication was not able to give proper message clearly. Because when the audio and the video is not coming together people will not watch it at all as it creates an uncomfortable feeling for the consumers. And in the advertisement the message was not shown properly as well. when the product line is coming, that time if they show it with the perfect audio and video then the consumers may be able to learn and know what is the TVC saying actually. Whereas, the Teletalk communication showed how their speed is better. It took time to understand the message, which is MTNL 3G is faster than other videos or CDMA, from the MTNL 3G communications.

- **Mobility (data card/ modem):**

Nowadays in our country, Qubee and Banglalion is using 4G service for computers. But often the consumers faces problem in using them. They are not having their network in all possible places. Mobility is a big issue for all the Bangladeshi users. Teletlak 3G took it as their opportunity and made a communication on their 3G flash modem. Here I am also showing the MTNL data card communication to make a comparison between them.

Teletalk 3G (Video 7) (launch- modem)

[http://www.facebook.com/photo.php?v=10151310628149528&set=vb.169749609706086&type=3&video\\_source=pages\\_video\\_set](http://www.facebook.com/photo.php?v=10151310628149528&set=vb.169749609706086&type=3&video_source=pages_video_set)

The main message for this advertisement is that, if there is no mobility so there is no point of having speed. Mobility and speed is highly connected to each other. It was a big hit too. So that the Teletalk company decided to make billboard and press on the concept of this ad. The design of the billboard and the press ad is:



MTNL 3G (Video 8) (launch-data card)

<https://www.youtube.com/watch?v=AyRhqVOB-Jk>

If we watch the modem TVC of MTNL 3G Jadoo, we can see that they just use a person who has a nice body structure to featuring their product. Here, they model gets more exposure than the product.

Comparing this two TVC Teletalk has the better communication.

- **Entertainment:**

3G service always provides online entertainments for the user such as, online videos, gaming, tv etc. In entertainment's side Teletalk 3G gave priority on online TV whereas, MTNL 3G gave priority on online gaming.

Teletalk 3G (Video 9) (functional- entertainment-online TV)

[http://www.facebook.com/photo.php?v=10151272036364528&set=vb.169749609706086&type=3&video\\_source=pages\\_video\\_set](http://www.facebook.com/photo.php?v=10151272036364528&set=vb.169749609706086&type=3&video_source=pages_video_set)

The online TV concept was hit in two types of people who watch rather sports or news in TV in 24/7. This Ad was launched in the time when the World Cup was happening. It has some billboard and press ads. The billboard and the press ad is



MTNL 3G (video 10) (functional-entertainment- online games)

[https://www.youtube.com/watch?v=oTmNk\\_r1t7Y](https://www.youtube.com/watch?v=oTmNk_r1t7Y)

In the MTNL 3G Jadoo TVC we see that a young person is standing in a road and waiting for something then he starts playing with his 3G smart phone by using MTNL 3G Jadoo. The message is clear here. That is MTNL 3G Jadoo will give u a new world for gaming.

If we watch this two TVC's we can see that, both of these TVc's are having clear message, but in the matter of effectiveness Teletalk 3G again done well as their TVC is less costly than MTNL 3G Jadoo.

- **Other communications and post branding:**

As telecommunication sector is considered as the most competitive sector , the marketing strategy is mainly to hammering to the consumers mind. That means both Teletalk 3G and MTNL 3G has made some communications which are not mainly for showing features of 3G rather create a brand image in a consumers mind by hitting emotionally or making something funny so that people feel fascination to buy their products. These communications are called post branding communications. The main target is here to retain more new consumers and making existing consumers into loyal consumers. These communications usually made on any occasions. Such as, valentines, first boishakh etc.The videos are given below-

Teletalk 3G (Video 11) (functional- post branding)

[http://www.facebook.com/photo.php?v=10151580857874528&set=vb.169749609706086&type=3&video\\_source=pages\\_video\\_set](http://www.facebook.com/photo.php?v=10151580857874528&set=vb.169749609706086&type=3&video_source=pages_video_set)

This advertise is a push advertisement which has a message that, if you do not use a 3G sim in your smart phone then your smart phone is not smart. It is a way to push the target consumer to buy the 3G sim so that they are be able to present themselves smart enough. Animation and many sound effects are used to make this advertisement. It has a big hit in Television and in Facebook. According to Facebook, in different pages this advertise is shared more than 50 times.

Now we will watch some of other promotional TVC' of Teletalk 3G and MTNL 3G Jadoo.:

Teletalk 3G (Video 12) (functional- post branding)

[http://www.facebook.com/photo.php?v=10151555025624528&set=vb.169749609706086&type=3&video\\_source=pages\\_video\\_set](http://www.facebook.com/photo.php?v=10151555025624528&set=vb.169749609706086&type=3&video_source=pages_video_set)

In this TVC Ogilvy and Mather shows a nice way for upgrading 2G sim into 3G one. This TVC is for the existing 2G consumers (both active and inactive). This TVC was telecast in Pahela Boishakh and the offer was named 'Boishakhi offer' In this offer Teletalk was giving an opportunity to the current 2G Teletalk Consumers to convert their 2G sim into 3G one with less price and increase the festive mood as much as possible.

The press design for this TVC is given here.



Teletalk 3G (Video 13) (functional- post branding)

[http://www.facebook.com/photo.php?v=10152578345940265&set=vb.169749609706086&type=3&video\\_source=pages\\_video\\_set](http://www.facebook.com/photo.php?v=10152578345940265&set=vb.169749609706086&type=3&video_source=pages_video_set)

This is a TVC for post branding purpose. It was telecast on Valentine's Day. The main purpose or the main message of this TVC is that connected to your dear ones with Teletalk 3G. There was a free Teletalk 3G sim with every Teletalk 3G sim consumption. This was called the Valentine's Day promotion.

MTNL 3G (Video 14) (functional- post branding)

<https://www.youtube.com/watch?v=3XCterCyAaI>

This TVC is informing that MTNL 3G Jadoo internet is everywhere. They have use humor to give their message to the consumers. It is a very effective TVC so far for MTNL 3G Jadoo. It is a post branding TVC. Its basic aim is to hammer into the consumers head and make a brand preference inside the consumers mind.

MTNL 3G (Video 15) (functional- post branding)

<https://www.youtube.com/watch?v=AXWtEpgAr8I>

In this TVC we can see that, MTNL 3G Jadoo is showing that, it can helps to have the security camera surveillance and caught the employee who was taking advantage of the boss's absence by not working his work. With the help of this TVC MTNL 3G Jadoo shows that MTNL 3G Jadoo can take the person anywhere with the help of it 3G network. It has a similarity with the Teletalk 3G Valentine's Day promotional TVC. Their basic concept is a little bit similar.

From above we can clearly make an comparison between the branding pattern of Teletalk 3G and MTNL 3G. Now it is time for showing some other methods of communications, such as, press, billboard, pop up etc. As I personally worked in Ogilvy and Mather it was possible for me to collect the other communications of Teletalk 3G. For MTNL the other type of communications such as press, bilbord, and pop up ads are not available in internet. So, here are some other methods of communications created by Ogilvy and Mather for their client Telltalk 3G. Press advertisement for half price Teletalk 3G sim





Press advertisement for half price Teletalk 3G sim



Launching Teletalk 3G in Chittagong press, billboard and pop up ad

Press. Size: 5col x 8"

সকল কলে ২০% ডিসকাউন্ট!  
প্রতি সেকেন্ড ১/২ পয়সা বা তারও কমে

রাত ১২টা - সকাল ৮টা  
আর ৯টি FnF\* নম্বরে সারা দিন-রাত

অফারটি একুশ, বিজয়, স্বাধীন, প্রজন্ম, স্ট্যান্ডার্ড 2G ও 3G প্লি-পেইড প্যাকেজের জন্য প্রযোজ্য।  
এই অফারটি পেতে কমপক্ষে ১০০ টাকা রিচার্জ করতে হবে এবং রিচার্জকৃত টাকা যেকোন অপারেটরে ব্যবহারযোগ্য।  
এটি চলবে ১ মাস এবং রিচার্জ শেষে ডিসকাউন্টেড কলরেটে পাবেন ৩০ দিন পর্যন্ত।  
২০% ডিসকাউন্ট অফারটি FnF এবং সুপার অফ-পিক এর জন্য প্রযোজ্য নয়।  
\* শুধু টেলিটক নম্বরের জন্য প্রযোজ্য

Helpline: 121 / www.teletalk.com.bd

Teletalk  
আমাদের ফোন

Ogilvy & Mather

#### Eid press ad

From the given advertisements links and photos we can clearly see that, Teletalk 3G had a quality branding in their early stage. Day by day it is losing its quality. For example if we consider the first launching billboard and the last Eid press designs together we can clearly see the difference. This problem is happening because of the management of Teletalk Bangladesh Ltd. Ogilvy & Mather makes the ideas and develop concepts for Teletalk's branding but Teletalk keep modifying the ideas according to their style it creates clash on making any new communication concept.

Finally, in the conclusion of the comparison part, we can see that Teletalk 3G has more clear and catchy communications than MTNL 3G Jadoo.

# *Chapter-7*

## **Recommendation for Teletalk 3G branding**

## **Recommendation for Teletalk 3G:**

No company can be perfect, neither Teletalk in branding its 3G service as a 'First-mover'. They have done the best type of branding for their 3G service and they had spent more money to earn and serve this service in a better manner.

Still working in Ogilvy and Mather, while doing Teletalk 3G's branding I have faced some problems and I am giving some recommendation for solving them

- 1 The Management is working under the old methodologies and strategies which can be a dangerous problem for them. They need to create more new management and marketing strategies to have more profit.
- 2 Teletalk is doing less market research. Sometimes it tells Ogilvy and Mather to do a research and take decision on the basis of that result. But Ogilvy and Mather is not a research firm. It creates communications for any company to sell their product. So, If Teletalk does its market research by a research firm it will be more effective for the market.
- 3 I have mentioned in my report that, Teletalk is a company which is run by Government. And as we see other government organizations there are many holes in their system and strategies. Teletalk is not different from it. It also has some people who are doing corruption. If that is stopped in Teletalk then Teletalk 3G has a bright future indeed.
- 4 Working with Teletalk I have experienced that they are afraid of doing an innovative and new type of promotion style. They always go for the old fashioned ways to create their press, billboard, TVC and other ways of communication. They have a strong belief that TVC is the best way to promote a product. But the reality is total different. The consumers watch Bangla channels less. In that sense billboard is an effective way to make a communication with the consumers as each and every day while going to our place of work we stuck in traffic for a long time. In that time we do not have anything to do. Billboards are the only entertainment in that time. We see billboards more than the TVC's.
- 5 Teletalk gives less post purchase service. It's customer care service is very poor. Customers call to their customer care and no one receives the telephones to answer their calls. It can be a big weakness for them. When the other companies will come with their 3G service and give more post purchase service. People will go for the competitors

service more. And Teletalk 3G will face a big loss as they invested too much money in this 3G technology.

After giving my recommendations, I will move to my conclusion and reference part to conclude my report.

# *Chapter-8*

## **Conclusion and References**

**Conclusion:**

I will like to conclude my report by saying that, teletalk 3G started their branding by using a huge amount of money and now they are having problem to make their profit out of their investment. Their job layoff has been started. It is high time to do their post branding properly or they will face a big loss in future. If Teletalk is not able to give their promised service then they will end up like Citycell in near future. Teletalk can have better marketing and branding if they are open enough to do innovative communications not like the communications which are not having enough standard.

Ogilvy and Mather tries their best to show and create best type of communications so that they can have a strong branding for their product. But Teletalk takes some of it and modified according to their thoughts. There are so many press and billboard designs in which Ogilvy and Mather did not give their credit line as it was not that much up to the standard.

**References :**

- 1 Strategic Brand Management, Kelvin Lane Keller
- 2 The videos are provided with a CD which are provided by N. H. M. Fazle Rabbi, the Sr. Account Manager, Ogilvy & Mather.
- 3 For MTNL 3G Jadoo videos- [www.youtube.com](http://www.youtube.com)
- 4 [www.wikipidia.com](http://www.wikipidia.com)
- 5 <http://www.teletalk.com.bd/cpoint/3G/3G.php>
- 6 <http://www.teletalk.com.bd/>
- 7 [http://www.teletalk.com.bd/cpoint/3G/3G\\_con.php](http://www.teletalk.com.bd/cpoint/3G/3G_con.php)
- 8 <https://www.facebook.com/yourTELETALK>
- 9 <http://www.facebook.com/Ogilvy.Bangladesh>
- 10 <http://mtnldelhi.in/dolphin/index.php/3g-prepaid-plans>
- 11 <http://mtnlmumbai.in/index.php/mobile/3g>
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- 15 [http://mtnldelhi.in/3g\\_launch.htm](http://mtnldelhi.in/3g_launch.htm)
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