Internship Report

On

“Ingenuity & Effectiveness of Grameenphone`s Services & Advertisements through Print Media”

BRAC BUSINESS SCHOOL

[BRAC UNIVERSITY, BANGLADESH]

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13-02-2014

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Subject: Submission of Internship Report

Dear Sir,

It gives me immense pleasure to submit the internship report on “Ingenuity & Effectiveness of Grameenphone services & advertisements through print media” which I have prepared due to the requirement of my internship curriculum at BRAC University. I have tried my level best to complete my internship program with full honesty and determination in Grameenphone Bangladesh Ltd.

I sincerely hope and believe that my internship report would acquire your kindness approval and serve its academic purpose.

Thanking You.

Yours Sincerely,

Md. Tawhid Adnan
ID: 09204026
BRAC Business School
BRAC University
Preparing such a report was a great deal for me and it is very helpful to bridge the gap between the theoretical knowledge and real life experience. To initiate, I convey my cordial appreciation to “Almighty Allah” for all of situation I have overcome and enabling me to complete such a massive task like generate a report.

I must special thanks few people who have helped and encouraged to grow my interest for successfully completing this internship period and properly prepare this report. First, I give special thanks Mr. Sajid Rizwan Matin (Deputy Director, Marketing Commercial), Md. Fahim Hossain (Specialist), Md. Abdullah Al Nur (Specialist) also Azharul Islam (Senior Executive) for giving me the opportunity of three months internship program and when I problem arise, they solve this problem and all time guide me and supervising friendly.

Finally I express my deep gratefulness to my supervisor Mr. Tareq Mahbub for his continuous inspiration, supervision and patience. Without his guidance and support it would not have been possible to come this far.

At last, a silent flow of gratitude is for most adorned Parents and teachers whose dreams and blessings are always with me.
EXECUTIVE SUMMARY

Grameenphone is the largest telecommunication company in Bangladesh. Grameenphone invests a huge amount of money in communicating their services and offerings to the people. Print media is one of the strongest ATL (Above The Line) communicating tool in the communication channels of Grameenphone. My project report is to show Grameenphone Adv. and service promotions through print media & radio. I have highlighted the whole process of the implementation of a print advertisement and radio endorsement. Also I picked up 10 advertisements to show how innovative and effective are Grameenphone’s print advertisements.
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Chapter-1

INTRODUCTION
1.1 Background
Grameenphone, widely known as GP, is the leading telecommunications service provider in Bangladesh. With more than 27 million subscribers, Grameenphone is the largest cellular operator in the country. It is a joint venture enterprise between Telenor and Grameen Telecom Corporation, a non-profit sister concern of the internationally acclaimed microfinance organization and community development bank Grameen Bank. Telenor, the largest telecommunications company in Norway, owns 55.8% shares of Grameenphone, Grameen Telecom owns 34.2% and the remaining 10% is publicly held. Grameenphone invests a huge amount of money in communicating their services and offerings to the people. Print media is one of the strongest ATL (Above the line) communicating tool in the communication channel of Grameenphone. Grameenphone keeps aside a huge percentage of money from their total budget of ATL promotion for print media. Promoting through print commercial is quite complicated and involves a lot of process and permissions.

1.2 Preface
I got the opportunity to work in Grameenphone Bangladesh Ltd. (Marketing Department) as an intern under the supervision of Md. Fahim Hossain (Specialist: Marketing Commercial). I have learned all activities been carried out by Grameenphone Media team for example how to book Print or Electronic Media (Radio) for any kind of Grameenphone Commercials and how to prepare work order. I also have got some ideas regarding advertisement Budget, types of campaign etc.

I have included all that I have learned as a trainee in Grameenphone.

1.3 Capacity & Objective of the job
The Marketing Commercial Department of Grameenphone is having a basic segmentation for a precise marketing idea and deploys it to the market through different medias (TV, Print etc), along with understanding of the customer’s behavior towards all marketing activities practicing by the company itself and making instant recover from any shortcomings. My objective is to
identify, analyze and research of each individual advertisement in the print media section during my working period, besides find out the opportunities and efforts along with its effectiveness and mistake according to the response of the market. Moreover I will try to recommend few important facts for every advertisement after my analyzing based on the viewers response.

1.4 Core responsibilities

As an intern in Grameenphone first I have been assigned to entry the lists of advertisements, make the record of specific time schedules which are booked for press & radio. After that when it will be launched that time my responsibilities was to check either it was right or wrong according to our given criteria. Then I had to prepared work orders for those advertisements.

1.5 Required skills for the job

For the job position that I was placed in, a person with quick reaction is required for that position. Quick reaction is needed for entry level adv. timing, because if there would be any mistake then company will be stay on loss project. Also same reaction is needed for making work order.

1.6 Learning from the job

The following is a list of things that I have learned during my internship training at Grameenphone:

Process of entry press release

As an intern I have prepared a list of entries for any ad which has been booked and about to go on air. Moreover I had to check the time, proportion, page & also its budget and save the data on a compact disc according to the vendors and time.
How many press Grameenphone have included

Grameenphone have included with 50 print media (newspaper) & 23 magazines. Within these 37 newspapers they are regularly go through thirty two print media which is more effective for Grameenphone.

How to prepare work order

After releasing any Advertise on any press Grameenphone needs to prepare work orders. This work order prepare with (date, channel name, OTC number, Bill submission date, bill amount, booking month, vendor type, eligible type). After preparing that work order they get their payment once a certain time.

How many radio station Grameenphone have included

Grameenphone has included 13 radio channels. Within those two channels are just launched and two channels are currently inactive. Also Grameenphone has involved with Bangladesh Betar but some agencies are working between two dimensions as medium

Process of entry radio endorsement

Radio ad endorsement entry process is almost as same as press release entry process. When any ad is selected go on air I job was to do entry work for that Adv. with station name, program name, program time, RDC name, RDC time, RDC duration, RJ endorsement name, RDC time. After that this Adv. campaign written by CD.

Process of good designing

A good design is a very important skill for a good advertisement. In Grameenphone I have learned the process of making good design for advertisement based on recent
advertising campaign as well as a news package since I have been curious and worked with the creative team. Creative team is responsible and prepares all the designs for newspaper and magazines advertisements, posters, bunting, x-banner and leaflet etc.

**Production techniques**

There are some rules and techniques for production items from Grameenphone. I have learned the techniques of print visual and audio visual as well as print production and radio production.

**Important points of Advertising**

In a well managed advertising there are some important points which are making the advertisement more significant in Grameenphone. I have learned about those important points which consists colors and contrast, size of the advertisement, newspapers and magazines page priority according to any offers importance and duration.

**Operational and Administrative structure of Grameenphone**

From Grameenphone I have learned about their operational and administrative structure of the Grameenphone.
Chapter-2

ORGANIZATION PART
Name of the Organization: Grameenphone Bangladesh Ltd.

2.1 Organizational Background

Grameenphone is the largest mobile telecommunications operator in Bangladesh in terms of revenue, coverage and subscriber base. The company was incorporated on October 10, 1996 as a private limited company. Grameenphone converted to a public limited company on June 25, 2007. Trading of the company’s shares started at Dhaka and Chittagong Stock Exchanges from 16 Nov. 2009. The shareholding structure comprises of mainly two sponsor Shareholders namely Telenor Mobile Communications AS (55.80%) and Grameen Telecom (34.20%). The rest 10.00% shareholding includes General public & other Institutions.

- Workforce: more than 4,800 employees (March 2011)
- Listed at Dhaka Stock Exchange and Chittagong Stock Exchange
- Rated AAA for long term loan and ST-1 for short term loan
- The largest Corporate Tax payer in Bangladesh
- Grameenphone has a fully owned subsidiary named Grameenphone IT Ltd.
- Headquarters in Dhaka, Bangladesh

Picture: GP House
2.2 History of Grameenphone Bangladesh Ltd.

- **November 28, 1996**: Grameenphone was offered a cellular license in Bangladesh by the Ministry of Posts and Telecommunications.

- **March 26, 1997**: Grameenphone launched its service on the Independence Day of Bangladesh.

- **June 1998**: GP started its services in the port city of Chittagong, the second largest city in the country. Cell to cell coverage in the Dhaka-Chittagong corridor also enabled GP to introduce its service in a number of other districts along the way.

- **September 1999**: GP started its service in the industrial city of Khulna. Once again, a number of other districts came under coverage of GP because of the cell to cell coverage between Dhaka and Khulna. Earlier in September 1999, it introduced the EASY pre-paid service in the local market. It also introduced the Voice Mail Service (VMS) and the Short Message Service (SMS) and other Value Added Services (VAS).

- **June 2000**: Grameenphone started its services in Sylhet, Barisal and Rajshahi, bringing all six divisional headquarters under the coverage of its network. The service in Barisal region was started after the microwave link between Khulna and Chittagong was completed.

- **August 2003**: After six years of operation, Grameenphone has more than one million subscribers.

- **November 2005**: Grameenphone continues to being the largest mobile phone operator of Bangladesh with more than 5 million subscribers.

- **November 16, 2006**: After almost 10 years of operation, Grameenphone has over 10 million subscribers. Grameenphone has built one of the most extensive infrastructures of Bangladesh and is a major contributor to the development of the national economy.

- **December 31, 2007**: Grameenphone is one of the largest private sector investments in the country with an accumulated investment of USD $1.7 billion up
to December 2007. Grameenphone is also one the largest taxpayers in the country, having contributed nearly BDT 5000 Crore in direct and indirect taxes to the Government Exchequer over the years of which is amount, BDT 1670 Crore was paid in 2005 alone.

**October 8, 2013:** Grameenphone launched 3G high speed internet for its customers of Basundhara and Baridhara areas on commercial basis. The launch marks the beginning of a nationwide network roll out, with the ambition of covering all 64 District towns by end of March, 2014.

GP was also the first operator to introduce the pre-paid service in September 1999. In addition to core voice services, Grameenphone offers a number of value-added services, in each case on both a contract and prepaid basis. It established the first 24-hour Call Center, introduced value-added services such as VMS, SMS, Fax & Data Transmission Services, International Roaming Service, WAP, SMS - based Push-Pull Services, EDGE, personal ring back tone and many other products and services.

Grameenphone nearly doubled its subscriber base during the initial years while the growth was much faster during the later year. It ended the inaugural year with 18,000 customers, 30,000 by the end of 1998, 60,000 in 1999, 193,000 in 2000, 471,000 in 2001, 775,000 in 2002, 1.16 million in 2003, 2.4 million in 2004 and 5.5 million in 2005 customers. Currently the customer base of Grameenphone is over 20 million.

Grameenphone offers the widest coverage in Bangladesh. The population coverage has increased from approximately 85% in 2005 to above 90% in 2006. Currently the population coverage is 98% (Including voice call and Edge/GPRS). In addition; Grameenphone also offers GPRS in most of the country and EDGE in urban areas.

From the very beginning, Grameenphone placed emphasis on providing good after-sales services. In recent years, the focus has been to provide after-sales within a short distance from
where the customers live. There are now more than 400 GP Service Center, 20 GPC Franchise, recharge retailers: 1,05,000+, total retailers: 18000+, distributors: 96, Single hotline which operates 24/7; the country covering all 64 districts. In addition, there are 62 GP Customer Centers in all the divisional cities and they remain open from 8am-7pm every day including all holidays.

Grameenphone has generated direct and indirect employment for a large number of people over the years. The company presently has more than 6,000 full-time, part-time and contractual employees. Another 70,000 people are directly dependent on Grameenphone for their livelihood, working for the GP dealers, retailers, scratch card outlets, suppliers, vendors, contractors and others.

Grameenphone considers its employees to be one of its most important assets. GP has an extensive employee benefit scheme in place including Gratuity, Provident Fund, Group Insurance, Family Health Insurance, Transportation Facility, Day Care Centre, Children’s Education Support, higher Education Support for employees, In-House Medical Support and other initiatives.

2.3 Founders

The shareholders of Grameenphone contribute their unique, in-depth experience in both telecommunications and development.

The International shareholder brings technological and business management expertise while the local shareholder provides a presence throughout Bangladesh and a deep understanding of its economy. Both are dedicated to Bangladesh and its struggle for economic progress and have a deep commitment to Grameenphone and its mission to provide affordable telephony to the entire population of Bangladesh.

Telenor is emerging as one of the fastest growing providers of mobile communications services worldwide with ownership interests in 12 mobile operators across Europe and Asia. Telenor is organized into three business areas; Mobile operations covering 12 countries, and Fixed-line and
Broadcast services covering the Nordic region. Telenor holds 55.8 per cent of Grameenphone, with Grameen Telecom Corporation owning the remaining 34.2 per cent. The rest of the shares belong to general retail and institutional investors. Telenor has played a pioneering role in development of cellular communications in Bangladesh.

**The Telenor Group**

TMC, a company organized under the laws of the Kingdom of Norway, seeks to develop and invest in telecommunications solutions through direct and indirect ownership of companies and to enter into national and international alliances relating to telecommunications. It is a subsidiary of Telenor Mobile Holdings AS and an affiliate of Telenor. Telenor AS is the leading Telecommunications Company of Norway listed on the Oslo Stock Exchange. It owns 55.80% shares of Grameenphone Ltd. Telenor's strong international expansion in recent years has been based on leading-edge expertise, acquired in the Norwegian and Nordic markets, which are among the most highly developed technology markets in the world. It has substantial International operations in mobile telephony, satellite operations and pay Television services. In addition to Norway and Bangladesh, Telenor owns mobile telephony companies in Sweden, Denmark, Hungary, Russia, Ukraine, Serbia, Montenegro, Thailand, Malaysia, Pakistan and India with more than 174 million mobile subscriptions worldwide as of December 31, 2009. Telenor uses the expertise it has gained in its home and international markets for the development of emerging markets like Bangladesh.

**Grameen Telecom**

Grameen Telecom Corporation, which owns 34.2% of the shares of Grameenphone, is a not-for-profit company and works in close collaboration with Grameen Bank. GTC”s mandate is to provide easy access to GSM cellular services in rural Bangladesh and creating new opportunities for income generation through self- employment by providing villagers, mostly to the poor rural
women with access to modern information and communication-based technologies. With the help of Grameen Bank, Grameen Telecom, with its field network, administers the Village Phone Program, through which Grameenphone provides its services to the fast growing rural customers.

### 2.4 Major Shareholdings

As of 31 December 2010

<table>
<thead>
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<th>Shareholders</th>
<th>No. of shares</th>
<th>No. of Shareholders</th>
<th>% of total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsors (Foreign)</td>
<td>753,408,369</td>
<td>4</td>
<td>55.80 %</td>
</tr>
<tr>
<td>Sponsors (Local)</td>
<td>461,766,453</td>
<td>3</td>
<td>34.20 %</td>
</tr>
<tr>
<td>Institutions</td>
<td>66,936,912</td>
<td>666</td>
<td>4.95 %</td>
</tr>
<tr>
<td>Public</td>
<td>68,188,288</td>
<td>99,553</td>
<td>5.05 %</td>
</tr>
<tr>
<td><strong>Total shares</strong></td>
<td><strong>1,350,300,022</strong></td>
<td><strong>100,226</strong></td>
<td><strong>100%</strong></td>
</tr>
</tbody>
</table>
2.5 Organogram and Management of GP

CEO : Vivek Sood
CFO : Fridtjof Rusten
CHRO : Quazi Mohammad Shahed
CMO : Allan Bonke
CTO : Tanveer Mohammad
CCAO : Mahmud Hossain

The above diagram shows the core organogram of Grameenphone. The organization is lead by the Chief Executive Officer, along with the other division heads who are in turn governed by the Board of Directors. The CEO has a deputy CEO to assist him, who also has a special role in the stakeholder relations of the company.
2.6 Divisions of GP

GP has 7 divisions and there are 38 departments under these divisions. There are seven separate divisions in Grameenphone, each division is headed by seven separate Chief Officers, each of whom lead separate departments in their own divisions. My internship placement was made in the Communications Channels department of Communications division. This division takes care of all the different forms of communication that the customer sees in the various media.

The divisions and number of departments under them are:

- Commercial Division: 9 Departments.
- Communication Division: 3 Departments.
- Corporate affairs Division: 4 Departments.
- Finance Division: 6 Departments.
- Managing Director Division: 5 Departments.
- People and Organization Division: 4 Departments.
- Technology Division: 7 Departments.

2.7 Other Services of GP

The other services of Grameenphone include the followings:

- **Internet**: Grameenphone provides internet service in its coverage area. As it has EDGE/GPRS enabled network, any subscriber can access to internet through this network.
- **Bill Pay**: By this service, users can pay their utility bills, Electricity/Gas through mobiles.
- **Cell Bazaar**: This is a service to enable users sell or buy products through mobile or internet.
- **Value added services**: Stock Information, Instant Messaging, SMS Based Alerts/Services, Voice-based Services, Downloads, Music, Cricket Updates, Web SMS, Mobile Backup etc.
- **3G**: Recently GP has launched 3G services in some selected areas.
**2.8 Corporate Social Responsibility**

Grameenphone has several projects related to social responsibility. These include:

- Safe Motherhood & Infant Care Project- More than 1.7 million free primary healthcare services to underprivileged pregnant mothers & their infants.
- Free eye care support for around 28,780 people- 3,458 eye sights restored so far.
- Awareness building on varied national issues- AIDS, National Immunization Day.
- Information boats with digitized livelihood contents and internal access for remote riverine communities.
- Economic freedom for more than 400,000 Village Phone Operators.
- More than 500 Community Information Centers- connecting life and learning.
- Proud sponsor of Bangladesh Special Olympics team.
- Proud sponsor of Bangladesh National Cricket team.
- Employment opportunity to acid survivors.
- Scholarship for underprivileged meritorious students.
- Blood donation camps for underprivileged Thalassemia patients.
- Establishment of Blood Bank at Bogra for underprivileged patients.
- Emergency relief effort in natural calamities.

**2.9 Other Activities**

Grameen Telecom is operating the national Village Phone program with the help of Grameenphone, alongside its own parent Grameen Bank and the International Finance Corporation (IFC), acting as the sole provider of telecommunications services to a number of rural areas. Most Village Phone participants are women living in remote areas. Village Phone works as an owner-operated GSM payphone. This program has been replicated also in some other countries including in Uganda and Rwanda in Africa.
Beside all these, Grameenphone is one of the largest taxpayers in the country, having contributed more than BDT 30,876 crore in direct and indirect taxes to the Government Exchequer over the years.
Chapter-3

COMPANY OVERVIEW
3.1 Business Strategies

Grameenphone operates a digital mobile telecommunications network based on the GSM standard in the 900 MHz and 1800 MHz frequency bands, under a license granted by the Bangladesh Telecom Regulatory Commission (BTRC). As per the terms of the "Licensing Agreement" with Ministry of Posts and Telecommunications, (succeeded by Bangladesh Telecom Regulatory Commission), the radio system operating license of Grameenphone will expire on 11 November 2011. The license is, however, subject to renewal upon fulfillment of certain terms and conditions. Management foresees no uncertainty regarding the renewal of the license. Grameenphone serves both rural and urban customers across Bangladesh, where mobile telephony is a major driver of socioeconomic development. Bangladesh has one of the lowest teledensity rates and the highest subscriber growth rates in the world. Grameenphone built its network on a nationwide basis. As of March 2010, Grameenphone’s network covered 99.14% of Bangladesh’s population and 88.84% of the total land area, and the network infrastructure included around 114,000 TRXs in more than 7200 base stations. Grameenphone network is EDGE/GPRS enabled, allowing our customers to gain access to high-speed Internet and data services from anywhere within the coverage area.

3.2 Company Mission, Vision and Values

GP Vision

We exist to help our customers get the full benefit of communications services in their daily lives. We’re here to help.

GP Mission

Grameenphone is the only reliable means of communication that brings the people of Bangladesh close to their loved ones and important things in their lives through unparalleled network, relevant innovations & services.
GP Values

✓ MAKE IT EASY

Everything we produce should be easy to understand and use. We should always remember that we try to make customers’ lives easier.

✓ KEEP PROMISES

Everything we do should work perfectly. If it doesn’t, we’re there to put things right. We’re about delivery, not over-promising. We’re about actions, not words.

✓ BE INSPIRING

We’re creative. We bring energy and imagination to our work. Everything we produce should look fresh and modern.

✓ BE RESPECTFUL

We acknowledge and respect local cultures. We want to be a part of local communities wherever we operate. We want to help customers with their specific needs in a way that suits way of their life best.

3.3 SWOT Analysis of Grameenphone

STRENGTHS

✓ Good Owner Structure - Grameenphone has the best owner structure in the telecommunication industry of Bangladesh. Telenor is one of the largest company, which is operating in different countries around the world. Again, in Bangladesh, Grameen Bank is one of the largest NGO, which has the better communication all over the country.

✓ Market Leader - Grameenphone is the first organization in Bangladesh, which have reached to the general people.
Network Availability - Grameenphone has widest network coverage and a large number of BTS station (Tower) all over Bangladesh.

Brand Name of Grameen Image - Grameen Bank is well known all over the country because of its appreciable activities in financial sector for poor people in Bangladesh. So, when the name Grameen has been added with this telephone company, the organization gets a huge exposure due to this Grameen image.

Financial Soundness - Because of effective planning, Grameenphone is able to earn a healthy amount of revenue, which gives them financial soundness.

Skilled Human Resource - All the staff, which are related to Grameenphone are skilled and effective in their own job responsibility. The reason behind this is the Human Resource department of Grameenphone follows ethical strategy to recruit new employees. Effective Support Organization - Grameenphone have shared the idea from the employees of Bangladesh Railway and Grameen Bank, who are experienced and was able to provide precious guideline for the operation of Grameenphone.

Access to the Widest Rural Network through Grameen Bank - Through the help of Grameen Bank, this was easier to Grameenphone to reach the rural area of Bangladesh.

High Ethical Standard - To keep the quality of service, Grameenphone is strict to follow its ethical standard.

WEAKNESSES

Cultural Gap: In Grameenphone management, employees from different country are existed. Suppose, The Managing director is a Norwegian, Director from technical is Indian and many more employees come from different country. That”s why; some times there may be lack of understanding due to cultural gap.

Complicated Pricing Structure: Grameenphone has lots of products. The pricing of these products and their billing policies are different which also difficult for a user to understand.

Incomplete Messages through Promotional Activities – Most of the time the advertisement of Grameenphone do no clear the appropriate messages.
Problem Contained Offers – Recently all most all of the new offers of Grameenphone are having some technical problems. Either they are not working at all or part of the services of those offers are disabled.

Different Departments are not Working Together - The interconnection of the department is little bit weak. The reason behind this, there is no exchange program for employees to work between departments.

OPPORTUNITIES

Economic Growth of Bangladesh - The economic growth of the country will increase the expansion of telecommunication industry. From 1995 to 2006, there is a huge change in telecommunication sector.

New and Better Interconnect Agreement - Grameenphone is going to have agreement with T&T to have better connection from land phone. The organization has agreement with other operators like Robi, City Cell or Banglalink to have better internal connectivity.

Huge Demand for Telecom Services - The market of telecommunication is expanding. So, this is easy for Grameenphone to achieve the major portion of expanded market because of its leading position.

Increased International Activities in Bangladesh - As international activities increased in the country, people need the connectivity not only in the country, but also out side of the country. So, the market for outside of the country is also expanding.

Declining Prices for Handsets – Few years ago the people of low income could not effort mobile phone services due to the high price of handsets. Now the price of handset has decreased and the low income people want to get connected through mobile phone.

New International Gateway - As BTTB has established new gateway to connect internationally, this is easy for mobile phone companies to provide services of ISD call and international roaming.

Flexibility of Mobile Phone - Communication through mobile phone is popular because the land phone connection between inter city is costly. Mobile phones are also easier to carry and because of its lower cost and portability, people are getting more dependent on mobile.
phones than land phones. So there is a chance to achieve more subscribers and more market share.

**THREATS**

- **More Rigid Government Regulations** - Government is becoming restricted for taking away currency from the country. So, Foreign Company are threatened because they may have risk to back their investment to the country. The government also put restriction for the work permit of foreign employee.

- **Upgraded Technology Used by Competitors** - New mobile phone operator like Banglalink are establishing their channel with latest technology. Whereas Grameenphone using the stations which are five years old. So, this is the disadvantages for Grameenphone.

- **Political Instability** - Political instability is another threat because, with the change of Government, policies are also changed. So, this is difficult for any multinational organization to cope with new policies.

- **Risky Position of Valuable Resource** - The organizations have a large number of BTS stations which are spread all over the country. Anyone can make damage to these BTS station and this is also difficult to arrange proper security for these stations.

- **Non-co-operation of Government for the Revenue of BTTB** - Government does not want to provide the better services from BTTB to other operator due to remain competitive.
Chapter-4

SCOPE OF THE PROJECT
4.1 Scope of the project

Grameenphone’s marketing commercial department is having a precise record of many advertisements with innovative & effective touch they have implemented and the viewpoint of the viewers of these advertisements and also in the long run new communications manager can use the same print advertisements to promote different Advertisements and services if they have the record of these advertisements.

4.2 Purpose

Analyze 10 print advertisements of 10 different offers and find out how innovative and effective these advertisements have been and found out recommendations by doing a survey based on a questionnaire.

4.3 Limitation of the study

It is obvious that every study has some limitations. The study I have made is great importance and required me huge work. Those are limiting factors that hampered my smooth workings in Grameenphone and finally in preparing this report are as follows:

- The organization strictly maintains their financial and other information. They do not want to leakage any type of information to their competitors. So there was always difficulty to have appropriate information from Grameenphone.

- I can gain experience of only for Boshundhara head office of Grameenphone.

- The employ of the Grameenphone was so busy with their scheduled work. As a result I could not manage them to give me enough time.

- Duration of this study was too short to have a sound understanding of the overall Grameenphone.

- Scope of my study is so wide that analytical and comprehensive study is not possible.
Lack of sufficient books, papers and journals etc.

4.4 Methodology

The study requires various types of information and advertisements on present policies, procedures and methods of Grameenphone. All the information incorporated in this report has been collected both from the primary sources and as well as from the secondary sources which was appropriately exercised in achieving the above stated objective.

Primary Sources:

- Conversation with the respective officers and staffs of the Branch.
- Observing Grameenphone activities for three months
- Desk work in different sections marketing department (ATL team)
- Got different work opportunity in marketing Department (Adv.section).

Secondary Sources:

- Consultation of related books and publications of Grameenphone.
- Different Statements of Grameenphone.
- Prior research reports of Grameenphone.
- Website Information.

I. Content analysis:

Voice and data is the main content of Grameenphone. Grameenphone every advertisement contains different theme songs. Every theme song focuses every Grameenphone products norms and values along with its feature.
II. **Observation:**

I. I have completed my internship on the activities being carried out in Grameenphone and based on advertising (marketing) in print media under the supervision of **Md. Fahim Hossain** (Specialist) marketing commercial. My keen observation was getting to know what types of work is done by a specialist of marketing commercial. How they are manage their budget, how they are given to booking in press media, how they are making work order, how they are maintain their good relationship with vendors. I learnt a lot about from them and about print media.

III. **Characteristics of duties and responsibilities:**

a. Supervises the preparation of the daily program log.

b. Assists in the selection of and supervises the list of programs & promotional materials.

c. Supervises the library of pre-recorded programs.

d. Supervises the preparation and distribution of upcoming programs listings.

e. Acts from the program manager in his absence and at his direction.

f. Maintain the time schedule, which is including the programming list.

g. Performs other related duties as assigned.
Chapter-5

SERVICES &

ADVERTISEMENTS
5.1 Products and Services Offered

Grameenphone offers subscription in two categories, Prepaid Subscription and Postpaid Subscription.

Prepaid Plan

Postpaid Plan
5.2 Other Activities:

**Internet:**
- Minipack 3MB
- Minipack 99MB
- Minipack Pay Per Use (Max 20tk./Day)
- Pay as you Go (P1)
- Unlimited Pack (P2)
- Unlimited Night Pack (P3)
- 150 MV Daily Pack (P4)
- 3GB Monthly Pack (P5)
- 1GB Monthly Pack (P6)
- 15MB Minipack (P7)

**Value Added Service:**
- Mobicash
- Call Block
- Friends & Family
- Stock Info
- Instant Messaging
- Download
- Cell Bazar
- Mobile Backup
- Health line
- Cricket Score
- Namaz Timing
- News
- Welcome Tune
- Messaging
- Flexiload
- Pay For Me
- Power Menu
- Study Line
- Bill Pay
- Web SMS
- E-Bill
- Team Tracker
- Missed Call Alert
- Vehicle Tracking
- Mobile Ticketing
- Voice Mail Service
- It’s Time To Return
- Music Radio
Roaming:
- GSM
- In-Flight
- Marinetime
- EDGE / GPRS
- International SMS
- International MMS
- Post- Paid Standard
- Pre-Paid Standard

Device:
- Handset
- Modem

Community Information Centers
Community Information Center (CIC) or GPCIC is aimed at providing internet access and other communications services to rural areas.

Grameenphone Centers
A Grameenphone center (GPC) serves as a “one stop solution” for customers, with all telecommunications products and services, under a single roof.

CSR (corporate social responsibility)
Grameenphone focuses its CSR on the field of followings:

1. It contributes its responsibilities toward countries education, empowerment & health sector.

2. Beautification of the city towns.

3. It is the official sponsor of Bangladesh Cricket Board (BCB).
### 5.3 List of Advertising

<table>
<thead>
<tr>
<th>No.</th>
<th>Adv. campaign name</th>
<th>Launched date</th>
<th>Newspaper name</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Balance transfer</td>
<td>2(^{nd}) September</td>
<td>Prothom Alo</td>
</tr>
<tr>
<td>2.</td>
<td>100% recharge bonus</td>
<td>6(^{th}) September</td>
<td>Prothom Alo, Kaler kantho</td>
</tr>
<tr>
<td>3.</td>
<td>3G thematic</td>
<td>9(^{th}) September</td>
<td>Prothom Alo, Kaler kantho, Jugantor, Bangladesh protidin</td>
</tr>
<tr>
<td>4.</td>
<td>Sms on 19 tk. recharge</td>
<td>10(^{th}) September</td>
<td>Kaler kantho</td>
</tr>
<tr>
<td>5.</td>
<td>Whole sale recharge</td>
<td>11(^{th}) September</td>
<td>Jugantor</td>
</tr>
<tr>
<td>6.</td>
<td>Maximus M315</td>
<td>23(^{rd}) September</td>
<td>Prothom Alo</td>
</tr>
<tr>
<td>7.</td>
<td>Samsung pre-booking</td>
<td>23(^{rd}) September</td>
<td>Daily Star</td>
</tr>
<tr>
<td>8.</td>
<td>3G Vision</td>
<td>29(^{th}) September</td>
<td>Prothom Alo, Kaler kantho, Jugantor, Daily Star, New Age</td>
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<tr>
<td>9.</td>
<td>Symphony B8 &amp;B9 handset</td>
<td>30(^{th}) September</td>
<td>Prothom Alo</td>
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<tr>
<td>10.</td>
<td>Eid recharge</td>
<td>1 October</td>
<td>Prothom Alo, Kaler kantho</td>
</tr>
<tr>
<td>11.</td>
<td>Golden Sim</td>
<td>1 October</td>
<td>Bangladesh protidin</td>
</tr>
<tr>
<td>12.</td>
<td>Symphony B7 handset</td>
<td>2(^{nd}) October</td>
<td>Prothom Alo</td>
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<tr>
<td>13.</td>
<td>Star status Chech</td>
<td>4(^{th}) October</td>
<td>Jugantor</td>
</tr>
<tr>
<td></td>
<td>Product/Event</td>
<td>Date</td>
<td>Source</td>
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<td>---------------------------------</td>
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<td>14</td>
<td>Tab-3</td>
<td>4th October</td>
<td>Kaler kantho</td>
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<tr>
<td>15</td>
<td>Note-3</td>
<td>6th October</td>
<td>Daily Star</td>
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<tr>
<td>16</td>
<td>3G product</td>
<td>8th October</td>
<td>Prothom Alo</td>
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<td></td>
<td></td>
<td>Kaler kantho</td>
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<td></td>
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<td></td>
<td>Daily Star</td>
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<tr>
<td>17</td>
<td>BD-NZ TOUR</td>
<td>9th October</td>
<td>Jugantor</td>
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<td></td>
<td>Bangladesh protidin</td>
</tr>
<tr>
<td>18</td>
<td>Eid Vas</td>
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<td>19</td>
<td>RRBT</td>
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<td>20</td>
<td>Star Combo</td>
<td>12th October</td>
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<td>Emergency Balance</td>
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<td></td>
<td>Jugantor</td>
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<td></td>
<td>Shomokal</td>
</tr>
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<td>22</td>
<td>Rockat recharge</td>
<td>23th October</td>
<td>Shomokal</td>
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<tr>
<td>23</td>
<td>3G entry level device</td>
<td>24th October</td>
<td>Prothom Alo</td>
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<td></td>
<td></td>
<td></td>
<td>Inqilab</td>
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<td>24</td>
<td>(PSI) Price sensitive</td>
<td>25th October</td>
<td>Prothom Alo</td>
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<td>information</td>
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<td>Financial express</td>
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<td>Telenor- long term Asia</td>
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<td>Prothom Alo</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Daily Star</td>
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<tr>
<td>26</td>
<td>Churn Back</td>
<td>31th October</td>
<td>Prothom Alo</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Kaler kantho</td>
</tr>
<tr>
<td>27</td>
<td>Recharge tk.999 &amp; Symphony</td>
<td>1 November</td>
<td>Prothom Alo</td>
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<td></td>
<td>B9</td>
<td></td>
<td>Shomokal</td>
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<tr>
<td>No.</td>
<td>Offer</td>
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<td>Source</td>
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<tr>
<td>28.</td>
<td>PIN recharge</td>
<td>6&lt;sup&gt;th&lt;/sup&gt; November</td>
<td>Prothom Alo</td>
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<tr>
<td>29.</td>
<td>3G live streaming</td>
<td>6&lt;sup&gt;th&lt;/sup&gt; November</td>
<td>Prothom Alo</td>
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<td></td>
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<td>Bangladesh protidin</td>
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<td>30.</td>
<td>Every day Bonus</td>
<td>7&lt;sup&gt;th&lt;/sup&gt; November</td>
<td>Prothom Alo</td>
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<td></td>
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<td>Jugantor</td>
</tr>
<tr>
<td>31.</td>
<td>Block Buster</td>
<td>14&lt;sup&gt;th&lt;/sup&gt; November</td>
<td>Prothom Alo</td>
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<tr>
<td>32.</td>
<td>Star food partnership</td>
<td>15&lt;sup&gt;th&lt;/sup&gt; November</td>
<td>Daily Star</td>
</tr>
<tr>
<td>33.</td>
<td>3G modem</td>
<td>21 November</td>
<td>Naya Digonta</td>
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<td></td>
<td>Kaler kantho</td>
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<td></td>
<td>Bangladesh protidin</td>
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<tr>
<td>34.</td>
<td>Bondhu</td>
<td>21 November</td>
<td>Prothom Alo</td>
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<td>35.</td>
<td>Star-Saudia-long beach</td>
<td>24&lt;sup&gt;th&lt;/sup&gt; November</td>
<td>Prothom Alo</td>
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<td></td>
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<td>Daily Star</td>
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<td>36.</td>
<td>Mobi Cash</td>
<td>25&lt;sup&gt;th&lt;/sup&gt; November</td>
<td>Prothom Alo</td>
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<td></td>
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<td>Kaler kantho</td>
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<tr>
<td></td>
<td></td>
<td></td>
<td>Bangladesh protidin</td>
</tr>
</tbody>
</table>
Chapter-6

FINDINGS & ANALYSIS
6.1 Major Findings

During my internship period at Grameenphone Bangladesh Ltd. that time I have found out 53 print media 23 magazines and 12 private radio channels and one Government channel (Bangladesh betar), which are involve with Grameenphone. The names are listed below:

53 print media & Magazines:

- **National Bangla**
  1. Ittefaq
  2. Janakantha
  3. Sangbad
  4. Bhorer Kagoj
  5. Prothom Alo
  6. Inqilab
  7. Manab Zamin
  8. Jugantor
  9. Amar Desh
  10. Naya Diganta
  11. Naya Diganta
  12. Shomokal
  13. Jai Jai Din
  14. Amader Shomoye
  15. Kaler Kontho
  16. Destiny
  17. Bangladesh Protidin
  18. Diner Sheshey
  19. Bhorer Dak
  20. Janata
  21. Dinkal
  22. Amader Orthoniti
23. Khobor Potro
24. Orthonitee Protidin
25. Manabkontho
26. Shokaler Khobor
27. Bonik Barta

**National English**
1. Daily Star
2. New Age
3. Dhaka Tribune
4. Holiday
5. Daily Sun
6. Independent
7. New Nation
8. News Today
9. Bangladesh Today
10. Financial Express

**Regional**
1. Suprovat Bangladesh (Chittagong)
2. Purbokon (Chittagong)
3. Azadi (Chittagong)
4. Comillar Kagoj
5. Ruposhi Bangla
6. Sobuj Sylhet (Sylhet)
7. Ajker Barta (Barisal)
8. Sylhet er Daak (Sylhet)
9. Ajker Paribartan (Barisal)
10. Juger Alo (Rangpur)
11. Purbanchol (Khulna)
12. Probaho (Khulna)
13. Sonali Sangbad (Rajshahi)
14. Sunshine (Rajshahi)
15. Korotoa (Bogura)
16. Ajkaler Khobor (Bogura)

Magazines
1. Ice Today
2. Business Times
3. Charbela Chardik
4. Ananda Alo
5. Ananda Bhuban
6. Annayadin
7. Binodone
8. Computer Jagat
9. Look
10. Kali O Kalam
11. Canvas
12. Executive Times
13. Splash
14. Look @ Me
15. First News
16. Ananaya
17. Saptahik
18. Saptahik 2000
19. Ananda Dhara
20. Modiner Poigom
21. Begum
22. Toitomboor
23. Dhaka Courier
24. Brand Forum
25. Newspaper Direct
26. Chayyanot

**Radio Channels:**

<table>
<thead>
<tr>
<th>(TOTAL)</th>
<th>(SINCE INCEPTION)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Foorti</td>
<td>1. Today</td>
</tr>
<tr>
<td>2. Today</td>
<td>2. Foorti</td>
</tr>
<tr>
<td>3. Aamar</td>
<td>3. Aamar</td>
</tr>
<tr>
<td>4. Dhaka</td>
<td>4. ABC</td>
</tr>
<tr>
<td>5. ABC</td>
<td>5. Peoples</td>
</tr>
<tr>
<td>6. Peoples</td>
<td>6. Dhaka</td>
</tr>
<tr>
<td>7. Shadhin</td>
<td>7. Bhumi</td>
</tr>
<tr>
<td>8. Bhumi</td>
<td>8. Shadhin</td>
</tr>
<tr>
<td>9. City</td>
<td>9. City</td>
</tr>
<tr>
<td>10. Asian</td>
<td>10. Asian</td>
</tr>
<tr>
<td>11. Color</td>
<td></td>
</tr>
<tr>
<td>12. 71</td>
<td></td>
</tr>
<tr>
<td><strong>13. Bangladesh Betar</strong></td>
<td></td>
</tr>
</tbody>
</table>
6.2 Findings Analysis

Among all of findings I am analyzing 10 advertising campaign on my report.

1. GP introduces 3G

What is 3G?

- 3G refers to the third generation of wireless technology.
- The 3G network enables customers to make video calls, watch live TV, access high speed internet and enjoy live streaming for an enhanced mobile internet experience.
- HSPA +10mhz.
- Multimedia streaming & download
- High speed mobile broadband
- Video calling and Video call conference
- Live streaming TV
- Download of large email attachments very fast

3G Packs Limited Time Promotional offers:

- Heavy usage pack  512 kbps  1mbps
  (Nonstop validities)  Price: BDT-950/-  Price: BDT-1,250/-
  Validity: 30 days

- Smart pack
  (Nonstop validities)
  Validity: 30 days
  Price: BDT-800/-  Price: BDT-1,100/-

- Standard pack
  (2 GB internet)
  [15% VAT and Auto Renewal applicable for the above packs]
**Age:** In my survey age level is 15-20, 20-25, 25-30, and 30-35.

**Why effective:** In 3G package it has high speed mobile broadband, video calling, video call conference, live streaming and also large email attachments very fast facility.

**How much Effective:** In my survey within 100% people, 78% are saying positive which Includes:

- Adv. Message is clear.
- Technique of presenting is good. perception
- Both creative & informative presentation.

However 12% people did not like it, 6% remained neutral and rest of the 4% did not comment.
**Recommendation:** The advertisement could have been much appealing and effective if the second part was color printed. According to survey I have found that many people ignored it as it was black & white. Few people did not like the model as well.
প্রিয় সাধারণ পরিচালক,

সমস্ত 3G প্যাকেটের জন্য মাত্র ২৫ ডিসিমিল তারকা ঐতিহাসিক অর্থনীতিতে প্রদান করা হয়েছে। এটি চার কন্টেন্ট এবং সাধারণ অ্যাক্সেস ব্যবস্থা দিয়ে দেওয়া হয়েছে।

<table>
<thead>
<tr>
<th>প্যাকেট নাম</th>
<th>স্পিড (কিপি)</th>
<th>সময় (কেজি)</th>
<th>জটিলতা (আইকন)</th>
<th>অ্যাক্সেস ব্যবস্থা</th>
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</thead>
<tbody>
<tr>
<td>৫১২কিপি প্যাকেট (অধিষ্ঠান ইনটারনেট)</td>
<td>৪৫০টাকা অ্যারিয়েট করতে চালান করা *৫৫০০৫২#</td>
<td>১২৫০টাকা অ্যারিয়েট করতে চালান করা *৫৫০০১০২#</td>
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</tr>
<tr>
<td>স্মার্ট প্যাকেট (অধিষ্ঠান ইনটারনেট)</td>
<td>৫৫০টাকা অ্যারিয়েট করতে চালান করা *৫৫০০৫৪#</td>
<td>১১০০টাকা অ্যারিয়েট করতে চালান করা *৫৫০০১০৪#</td>
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<tr>
<td>স্ট্যান্ডার্ড প্যাকেট</td>
<td>২৬০০টাকা অ্যারিয়েট করতে চালান করা *৫৫০০৫৬#</td>
<td>২৬০০টাকা অ্যারিয়েট করতে চালান করা *৫৫০০১০৬#</td>
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</tr>
</tbody>
</table>

• উপরের ইন্টারনেট প্যাকেটের দেবো ২৫ ডিসিমিল • ১৫ টাকা এবং অ্যাপ্লিকেশন রয়েছে।
• ৩G চিডিও ব্যবহার করার মূল কথা হলো এখানে তার ইন্টারনেট সরবরাহ সিপার্কে খুব সহজ।
• পরিষেবা প্রদানে না দেওয়া পাঠক উপরের ইন্টারনেট স্পিড ব্যবহার করা হতে পারে, তবে অনুগ্রহ আপনার ইন্টারনেটের জন্য ৩G চিডিও পরিপূর্ণ সমস্ত তথ্য ধারন করা হয়।
• অর্থনীতি ইন্টারনেট প্রদর্শনের জন্য • অর্থনীতি চিডিও ব্যবহারের জন্য *৫৫০০৬০# এবং সাধারণ চিডিও প্রদর্শন *৫৫০০৬১# চালু করতে হবে।
• চিডিও ব্যবহারের জন্য ৩G স্ট্রিমিং প্রদর্শন *৫৫০০৬২# চালু করতে হবে।

3G সর্বাধিক সাইকেল: কুশ্ব, বারিশ - চাকা।

গ্রাম্যকোন
2. GP brings Ichche Tune

- Customers will be able to activate Ichche Tune through SMS and IVR.
- Customers will be able to avail Ichche Tune through SMS in the following way: IT<space>Code and send to 4000
- Codes for Welcome Tune and Ichche Tune will be same.
- When customers will dial 4000, they will get 2 options, 1 for Welcome tune & for Ichche Tune. There will be genre wise channels from where users could opt their desired song.
- With the activation of Ichche Tune, customers will get 1 tune free.

**Age:**  In my survey age level is 15-20, 20-25, 25-30, 30-35.

**Why effective:** Ichchhe tune as same as welcome tune. But here they are hearing their own activation song, when they are calling any operator. This ichche tune package is mostly preferred by teenagers.

**How much Effective:** In my survey within 100% people, 65% are saying Positive which includes:

- Adv. Message is clear.
- Technique of presenting is good.
- Both creative & informative presentation.

However rest of the 25% did not like, 8% were neutral and only 2% did not comment.
Recommendation: This advertisement could be more informative according to the offer. Moreover it could have been colorful and with some graphic symbols which can grab the attention of the audiences.
গ্রামীণফোন নিয়ে এলো ইচ্ছে টিউন।
কান যার গান তার

- গ্রামীণফোনের ওয়ার্ড এবং IVR এর মাধ্যমে ইচ্ছে টিউন আর্টিফেট করতে পারবেন।
- আর্টিফেট চালু করতে IT<space>code লিখে 4000 নম্বরে এসএমএস করুন।
- ওয়ার্ডের টিউনের সকল গানের কোড ইচ্ছে টিউন এর গানের কোড হিসেবেও প্রয়োজ্য হবে।
- ইচ্ছে টিউন আর্টিফেট করলেই প্রথম টিউনটি পাচ্ছেন একদম ফ্রি।
- এসএমএস চার্জ ফ্রি।
- 4000 IVR ব্রাউজিং চার্জ প্রতি মিনিট ৭৫ পয়সা।
- সামাজিক, সাংস্কৃতিক, দৈনিক সাব্রুক্তিপণ্শন চার্জ যথাক্রমে ৩০ টাকা,
  ৭.৫০ টাকা এবং ১ টাকা।
- সাব্রুক্তিপণ্শনের মৌল শেষ হবার পর Auto Renewal প্রয়োজ্য হবে।
- ২য় টিউনের ক্ষেত্রে প্রতি গানের জন্য ১৫ টাকা চার্জ হবে।
- সকল টারিফের সাথে ১৫% ভ্যাট প্রয়োজ্য।
- বিশুদ্ধতার জন্য ভিজিট করুন www.grameenphone.com
3. **Special offer in Emergency Balance**

- All Grameenphone prepaid, (Shohoj, Bondhu, Aapon, Amontron, Smile, Spondon, Business Solutions Prepaid (1,2,3, Shofol), Ekota (1,2), Nishchinto & djuice) customers will be able to get emergency balance when their account balance will become zero or will have insufficient amount making call.
- The present Emergency Balance feature in the Ekota package will be replaced with this feature.
- Through this feature all Grameenphone prepaid will be eligible to get an emergency Balance of BDT 10.
- STAR Customers will get BDT 10 as emergency limit.
- To avail the Emergency Balance, customers need to dial *1010*1# (Free of Charge).
- Customers can use this Emergency Balance amount for any voice calls and for any SMS (including SMS to ports).

**Age:** In my survey age level is 15-20, 20-25, 25-30, 30-35.

**Why effective:** All types of Grameenphone customers can take this facility for his or her account balance certainly become zero.

**How much Effective:** In my survey within 100% people, 100% are saying:

- Adv. Message is clear.
- Technique of presenting is good.
- Both creative & informative presentation.
- Celebrity selection was appropriate according to the scenario.
**Recommendation**: One of the most successful campaigns of GP. This campaign achieved to get 100% positive result from the audiences as this offer provides a genuine support.
নান্দকুল:
- ইমারেজলি ব্যালেন্স ফিচারটি স্পেশাল একাডেমিকের হিসেবে একটি নতুন অফার থেকে নেওয়া হয়েছে।
- একাডেমিকের সকল হিসেবে রেফার অফার (নির্দেশ, ব্যবহার, অনুবাদ, সাভার, স্পেস, ফিচারের সিভিলসল হিসেবে (১, ২, ৩, ৪, ৫), ভিজিট, সিরিজ) ইমারেজলি ব্যালেন্স লিটে প্রাধান্য দান করে যাতে নতুন অফারটি ব্যালেন্স শুরু হয় ও অফারটিতে বিভিন্ন পরিকল্পনা ব্যবহার নেওয়া যায়।
- একাডেমিকের একত্রিত করে নতুন ইমারেজলি ব্যালেন্স ফিচারটি এই ফিচার থেকে প্রতিস্পর্ধিত হবে।
- নতুন ইমারেজলি ব্যালেন্স লিটে একাডেমিকের লাভ হবে #1010*1# নম্বরে (টিরু)
- একাডেমিকের কর্তার জন্য সব এবং SMS (পেটে SMS এর ক্ষেত্রে) গঠনের জন্য এই ইমারেজলি ব্যালেন্স লাভ করতে পারেন
- যেকোনো ইমারেজলি SMS, যাদিকে সর্বমূলক ফি এবং টাইমের মূল্য হিসেবে ইমারেজলি ব্যালেন্স থেকে কাটা হবে।
- মুক্তির সময় (নব্যশ: ৩০ প্রায়, অফার, অফার, অফার) এবং অন্যদের মুক্তির হিসেবে, অফার অফার ইমারেজলি ব্যালেন্স এর আমের মূল্য হবে।
- সাই ফোন এক্সপ্যাকেশন ইমারেজলি ব্যালেন্স উইপোল প্রস্তুতি হলে একাডেমিকের পক্ষে সাই ফোন হিসেবে মূল্যায়ন হবে।
- সাই ফোন হিসেবে ইমারেজলি ব্যালেন্স এর অফার পার্শ্ববর্তী একাডেমিক একাডেমিককে বিশ্লেষণ হবে।
- একাডেমিকের ছোট কিছু টাইমের প্রভাব যে পর্যন্ত সাই ফোনের ইমারেজলি ব্যালেন্স প্রাপ্তি হবে।
- একাডেমিকের ইমারেজলি ব্যালেন্স অফার করতে পারবেন *566*28# (টিরু) এ জারিত করুন।
- ইমারেজলি ব্যালেন্সের ক্ষেত্রে সাইট টাইমিং এবং পর্যায়ক্রমে এর মূল্য হবে।
- ইমারেজলি ব্যালেন্স উপাদান করতে হলে একাডেমিকের অনুমোদন থাকতে হবে।
- অফার মূল্য তাইমিং, সিমুলেট পদ্ধতি অব্যবহ্যায়ত থাকবে।
- ইমারেজলি ব্যালেন্স পর্যায়ক্রমে পর্যায়ক্রমে বিধান করা হয় যে একাডেমিকে সাই ফোনের ইমারেজলি ব্যালেন্স লিটে আমের মূল্য হন।
- ১০ বিনা ব্যালেন্স থেকে পরিষেবা নেবার পর্যায়ক্রমে এই পরিষেবা ব্যবহার তথ্যের জন্য একাডেমিকের ব্যবহার পর্যায়ক্রমে ১০ টাকা পার্শ্ববর্তী হবে।
- স্পেশাল অফারটি লিটে স্পেশাল পর্যায়ক্রমে সহ পূর্বের পরিষেবা তাইমিং অফার পার্শ্ববর্তী হবে।
- ১০ বিনা ব্যালেন্স পর্যায়ক্রমে বিনা ব্যালেন্স সর্বপ্রথম ব্যবহার করতে পারবেন।
- সর্বপ্রথম ১৫% জারিত হবে।
- বিজ্ঞপ্তি আর্কাস www.grameenphone.com

চলা লেখা

গ্রামীণফোন
4. **Symphony B8i and B9**

This offer is applicable for new customers only. For existing customers, this offer is not applicable.

- Customers need to use one Grameenphone new connection with Symphony B8i/B9 handset to avail this offer.
- Customers need not to register or Opt-in to avail this offer.
- Customers will receive 50% bonus only for one new connection (with new Symphony B8i/B9 handset) based on connection activation date and maximum usage from 2nd month to 4th month (total 3 months). Bonus amount will be based on current month’s usage.
- Bonus amount can be used for GP-GP calls only from 9:00 AM to 5:00 PM excluding F&F, Super F&F number and below 60 paisa/minute calls.
- Customer will enjoy this offer on top of Start-up offer and other prevailing offers.
- Validity of the Bonus amount is 7 days.

**Age:** In my survey age level is 15-20, 20-25, 25-30, 30-35.

**Why effective:** Symphony B8i & B9 only for new customers who want to use Grameenphone connections. Also they will get 50% bonus.

**How much Effective:** In my survey within 100% people, 45% are saying:

- Adv. Message is clear.
- Technique of presenting is good.
- Both creative & informative presentation.
Recommendation: This advertisement could not fulfill the expected perception regarding the customer’s attention. According to most of the people this campaign should be aired at television and radio instead of newspapers, since most of the targeted customers for this offer are not newspaper readers.
<table>
<thead>
<tr>
<th>SYMPHONY B8i</th>
<th>SYMPHONY B9</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.77 ইঞ্চি QVGA ফ্লিপ স্ক্রিন</td>
<td>1.66 ইঞ্চি QVGA ফ্লিপ স্ক্রিন</td>
</tr>
<tr>
<td>ব্যাটারি (১০০০ mAh)</td>
<td>ব্যাটারি (১০০০ mAh)</td>
</tr>
<tr>
<td>MP3, MP4</td>
<td>MP3, MP4</td>
</tr>
</tbody>
</table>

50% বোর্ডস টেকটাইলিং বিদ্যমান হবে।

- এক্সন নতুন গ্রামীণফোন টিপসিইড সংযোগ কিছু পাকা SYMPHONY B8i হ্যালোস্টেট ১.৬৯৯ টাকা ও SYMPHONY B9 হ্যালোস্টেট ১.০৯৯ টাকা। সাথে তিনটি নতুন মোবাইলের উপর পর্যন্ত পাকা ৫০% বোর্ডস টেকটাইলিং।
- এছাড়া নতুন সংযোগের বোর্ডস অফার আহ্বান দেওয়া।

<table>
<thead>
<tr>
<th>গ্যাসিফার</th>
<th>SYMPHONY B8i</th>
<th>SYMPHONY B9</th>
</tr>
</thead>
<tbody>
<tr>
<td>স্ফূর্তি (০.০৮ MP)</td>
<td>স্ফূর্তি (০.০৮ MP)</td>
<td></td>
</tr>
<tr>
<td>টুপুল (৮ GB প্যাক)</td>
<td>টুপুল (৮ GB প্যাক)</td>
<td></td>
</tr>
<tr>
<td>১ বছরের সায়েন্সিজ</td>
<td>১ বছরের সায়েন্সিজ</td>
<td></td>
</tr>
</tbody>
</table>

শালা শেষঃ

গ্রামীণফোন
5. 3G Devices for all

Any new & Existing Grameenphone prepaid & postpaid customer can avail this offer upon purchasing any of the four devices offered under this campaign, starting October 3rd, 2013.

Equal Monthly Installment (EMI) purchase option is available for customers who buy these devices with Standard Chartered Bank’s credit card, as per the following timeline –

- **Samsung Galaxy Tab 3**: 12 month EMI at BDT 2,916
- **Samsung Galaxy Core**: 9 month EMI at BDT 2,433
- **Nokia Lumia 520**: 12 month EMI at BDT 1,246

- *EMI purchase option is not available for Symphony W68.
- Eligible customers will get 1GB Data (EDGE) at BDT 99 (+15% VAT), valid for 30 days. This special offer can be availed maximum 6 times during the next 3 months from the day of first valid tagging.

**Age**: In my survey age level is 15-20, 20-25, 25-30, 30-35.

**Why effective**: The product (SAMSUNG) is only for those Grameenphone users who have bank account. They are getting installment system for buying Samsung Galaxy Tab 3, Samsung Galaxy Core, Nokia Lumia 520.

**How much Effective**: In my survey within 100% people, 85% are saying:

- Campaign Message is clear.
- Technique of presenting is good.
- Both creative & informative presentation.
Recommendation: To encourage 3G internet, Grameenphone offers 4 different 3G enabled smartphones and it has been a successful campaign. Although front page coverage could attract more customers as the advertisement printed mostly on the 3rd page of several nation newspapers.
সবার জন্য স্মার্টফোন, সবার জন্য 3G ডিভাইস

> গ্রামীণফোনের সকল কর্তব্যান ও নতুন গ্রাহক এই অফারের অন্তর্গত ৪টি ডিভাইসের মধ্যে একটি কিনবে যে অফার উপভোগ করতে পারবেন।
> এ অফারে স্ট্যান্ডার্ড চার্জিং কার্ডের ব্রেস্টিট কার্ডের মাধ্যমে সর্বমাত্র ২২ নামের পর্যন্ত নামিক কিনতে পারেন। ৩টি ডিভাইসের কেনার সুবিধা পাওয়া যাবে।

**Samsung Galaxy Tab 3**: মাত্রা ২,৯১৬ টাকা কাছ থেকে ১২ নামের সমাধান কিনতে সুবিধা

**Samsung Galaxy Core**: মাত্রা ২,৪৩৩ টাকা কাছ থেকে ৯ নামের সমাধান কিনতে সুবিধা

**Nokia Lumia 520**: মাত্রা ১,২৪৬ টাকা কাছ থেকে ১২ নামের সমাধান কিনতে সুবিধা

*Symphony W68* এর ক্ষেত্রে নামিক কিনতে অফার প্রস্তুত হয়ে না

> অফার চলাকালে গ্রাহক যে নামের খাতে ডিভাইস কিনবেন, তার প্রাথমিক প্রথম সপ্তাহে ৩০ দিনের মৌসুমে ফ্রি 1GB EDGE ডেটা পেয়ে যাবেন। ফ্রি 3G কঠিনের এলাকায় না থাকলে, তবে এই ডেটা EDGE-এর মাধ্যমে ব্যবহার করতে পারবেন।
> ফ্রি 1GB 3G ডেটা ঘুর্ণায় একবার পাওয়া যায়
> ২২ টাকায় (+২৩% ভার্জ) 1GB EDGE ডেটা এবং 3G ডেটা অফারের সুবিধা পেতে নতুন ডিভাইস ও গ্রামীণফোন সিম থেকে ৪৭২৪ ডায়াল করতে হবে (ফ্রি)। এর ৭২ ঘণ্টা পর Y নম্বর থেকে ৪৭২৪ নম্বরে SMS করে (ফ্রি) রিসিভ করতে হবে।
> ডেটা সুবিধা পাওয়ার সময়ের পর্যন্ত নতুন ডিভাইস ও গ্রামীণফোন সিম একসাথে ব্যবহার করতে হবে।

> অফারের ডেটার ব্যবহার চেক করতে পোষ্টার প্রাগ্ন কথার View Data নম্বরে ৪৭৭৭ নম্বর SMS করে। (ফ্রি) এবং রিসিভ করে সরাসরি *৫০০*৬০# ডায়াল করুন (ফ্রি)
> যদি ফ্রিয়াল একাউন্ট টি করেন এবং নির্দিষ্ট সিম ও ই-সিম সুবিধার ক্ষেত্রে এ অফার উপভোগ করা যেতে পারে তবে নির্দিষ্ট এলাকায় পর্যন্ত আরও একটি 10KB এর চার্জ তুলে যেতে পারেন।
> গ্রামীণফোনের সেলিউটেশন, গ্রামীণফোন পার্কিং, প্যাসওয়ার্ড ও I-SIM সংযোগের ক্ষেত্রে এ অফার উপভোগ করা যেতে পারে।
> নতুন সিমের নির্দিষ্ট বিভাগ গ্রামীণফোন সেলার এ অফার প্রয়োজন হেতু
> এ অফারের আওতায় সাক্ষাত, নতুন সিমের নির্দিষ্ট বিভাগ কর্তৃক প্রতিভার প্রয়োজন হবে।
> পর্যবেক্ষণ না থাকলে পর্যায়ে এ অফার চলবে।
> আরও জানতে চিকিট www.grameenphone.com
6. Eid Vas!

Eid vas campaign gives a chance to attend and meet with the three popular singers Kona, Tahsan & Topu. However in this campaign there is a quiz contest. First 60 participants would get the chance for meet with Kona, Tahsan & Topu. This offer was only for Eid vacation.

**Age:** In my survey age level is 15-20, 20-25, 25-30, 30-35.

**Why effective:** This campaign offer mostly taken by teenagers. Apparently they cannot meet with them. But this campaign helped them to meet and have a musical session with them.

**How much Effective:** In my survey within 100% people, 50% are saying:

- Adv. Message is clear.
- Technique of presenting is good.
- Informative presentation.
**Recommendation:** Size of the advertisement was not as bigger as it can grab the attention easily. Moreover a frequent publication could have attracted more people especially the youths who love music.

---

**7. Golden Sim:**

Grameenphone brings a new offer for their loyal customers where a customer can buy a sim according to his/her chosen last six digits. In this campaign Grameenphone decrease their golden sim price from 3149 to 999 tk. This offer contains three weeks.

**Age:** In my survey age level is 15-20, 20-25, 25-30 and 30-35.

**Why effective:** Not only Grameenphone users, also other operator users can get this facility for buying golden sim. All Golden sim numbers are customized according to the choices customers and come at a lower price. It’s a very good gift item as well.
**How much Effective:** In my survey within 100% people, 73% are saying:

- Press Adv. is very much innovative.
- Adv. Message is clear.
- Technique of presenting is good.
- Both creative & informative presentation.

**Recommendation:** Despite of being a good offer the campaign could not get the expected attention from the target market. The advertisement should be with more details to be noticed by the customers.
8. Mobicash- Dreams without boundaries:
For opening a new mobile banking account (registration), a customer with mobile phone connection from any mobile operator in Bangladesh needs to meet the following requirements and bring the following papers to any Mobicash outlet:

- 1 Passport size photograph
- Main copy of applicable photo -ID (National ID/Voter ID/Passport/Driving license/Certificate from Union Parishad Chairman or Ward Commissioner with photo attached and attested by proper authority.
- 1 photo copy of photo ID
- Minimum amount of money to open a mobile banking account (Minimum BDT 50 for DBBL and One Bank)
- Applicant must be at least 18 years old of age and have his/her mobile phone with active mobile connection present at the time of registration

* Requirements may change from time to time subject to regulatory guidelines and partner bank requirements.

Age: In my survey age level is 15-20, 20-25, 25-30, and 30-35.

Why effective: Within Mobicash urban and rural peoples relationship can be strong. They can fill up their needs and demands when they want.

How much Effective: In my survey within 100% people, 80% are saying :

- Adv. Message is clear.
- Technique of presenting is good.
- Both creative & informative presentation.
Recommendation: The picture used in the advertisement is inappropriate and misunderstood by many people at the first glance; they thought the service is only for rural areas. Hence an appropriate picture could have been used to make the campaign more popular.
মোবিক্যাশ - স্পষ্ট এখন বাধ্যহীন!

* মোবাইল ব্যাংকিং সংক্রান্ত যেকোন প্রয়োজনে সংশ্লিষ্ট ব্যাংকের কলসেটারে ফোন করুন:
  » ডাঁচ বাংলা ব্যাংক কলসেটার নম্বর ১৬২১৬
  » ওয়ান ব্যাংক কলসেটার নম্বর ১৬২৬৯

* মোবিক্যাশ আউটলেট ও বিল-পের সেবাসমূহ সম্পর্কে বিস্তারিত জানতে মোবিক্যাশ কলসেটার ১২০০ (জিপি নম্বর থেকে) বা ০১৭১৩-২৩৪৫৬৭ (অন্য যেকোন নম্বর থেকে) নম্বরে কল করুন (চার্জ প্রয়োজন)

যে সব বিল পরিশোধ করতে পারবেন:

<table>
<thead>
<tr>
<th>সেবা প্রদানকারী সংস্থা/কোম্পানি</th>
<th>বিদ্যুৎ</th>
<th>গ্যাস</th>
<th>পানি</th>
</tr>
</thead>
<tbody>
<tr>
<td>পিডিপি (বৃহৎ চট্টগ্রাম, পুলিশ, রাজশাহী এবং বগুড়া এলাকা)</td>
<td>তিতাস</td>
<td>রাখবার</td>
<td>চট্টগ্রাম ওয়াসা</td>
</tr>
<tr>
<td>ডিপডিপি</td>
<td>রাখবার</td>
<td>কমালাঁ</td>
<td></td>
</tr>
<tr>
<td>ডেসকো</td>
<td>জলজলিবাদ</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
9. **Talk more to get more:**

- This offer is applicable for all Grameenphone Prepaid Customers (except Flexiload connections).
- After registration, the customer needs to meet their daily target amount. After meeting the daily target, for each additional 1 Taka voice call usage, the customer will receive 100% GP-GP talktime bonus.
- Voice call is a local call made to any operator (GP-GP, GP-other operator, GP-Land Phone/GP-NWD). This is not applicable for International voice call, IVR call (e.g. 121,4000 ), Pay for Me, Voice SMS, Voice email, MyZone calls, calls made from any other bonus/ongoing campaign bonus/benefit amount, or any amount spent to buy any bundle benefits.
- In order to know the daily target amount the customers need to check their SMS inbox for GP offer SMS.
- Once registered, the customers will become eligible for getting bonus after crossing their daily usage target for the whole campaign period.
- Bonus is applicable for GP-GP calls only (above 60 paisa slot) and validity for the bonus talktime will be up to the day of getting bonus (meaning 11.59 hrs on that day). If a customer enjoys another offer with bonus (in same bonus account), then the validity of that offer will be till 11:59 pm of the same day.
- Maximum bonus amount for a single call will be Tk 5.

**Age:** In my survey age level is 15-20, 20-25, 25-30, and 30-35.

**Why effective:** Every Grameenphone users can get this facility. Everyday who recharge more times he or she gets bonus more time.
**How much Effective:** In my survey within 100% people, only 80% are saying:

- Press Adv. is very much innovative.
- Adv. Message is clear.
- Technique of presenting is good.
- Both creative & informative presentation.

![Campaign Survey (Talk more to get more)](image)
Recommendation: The picture used in the campaign is not supported by 30% of the people surveyed. According to them it would encourage youngsters to talk all night long. Hence some other relationship could be showed.
10. **GP 3G Modem:**

Get instant access to your favorite websites, social media platforms, Gaming and entertainment services and other web applications with GP 3G Internet Modem. Also enjoy 1GB 3G data at BDT 150 with all new GP internet SIM (prepaid & postpaid) connections now!!!

- BDT 1,995 with two years extended warranty; available nationwide in Grameenphone centers & retail outlets
- Micro SD Card Reader supports up to 32GB
- Simple Installation - Plug and Play, Preloaded GP Internet Settings, Recharge through Scratch Card & Internet Package Activation options
- Supports SMS & USSD Service
- Compatible with HSUPA/HSDPA/UMTS/EDGE/GPRS/GSM
- USB interface: supporting USB 2.0 high speed.

**Age:** In my survey age level is 15-20, 20-25, 25-30, and 30-35.

**Why effective:** 3G Internet Modem only 1,995 tk. with two years extended warranty. Micro SD Card Reader supports up to 32GB, supporting USB 2.0 high speed for all.

**How much Effective:** In my survey within 100% people, 75% are saying:

- Adv. Message is clear.
- Technique of presenting is good.
- Both creative & informative presentation.
Recommendation: Indeed a good advertisement, however to attract diverse level customers there should have been different aged models who would represent variation of customer groups.
3G নোডেন্স এখন মাত্র ১,৯৯৫ টকায়।

১। করা খেলার সকল গ্রামীণফোন সেল্ফিং ও বিডিটেলিং অ্যাক্টিভেটে মাত্র ১,৯৯৫ টকায় এই নিজস্ব সোপডেন পাওয়া যাবে।

২। যদি কেনার একথা নয়ন I-SIM সহ (প্রিন্টিডের)/প্রযুক্তিগত কোনো সোপডেন করেন তবে তিনি 3G ইন্টারন্যাট অফার জিপাকারটি পাবেন।

৩। সোপডেন এখান ১২০ দিন (১৫২ দিন)/০০ ঘণ্টার সময়ে 1 GB ডেটা (3G@512 kbps) পাবে। আরামের সোপডেন ও গ্রামীণফোন সিস্টেম একের সাথে ব্যবহারের শিভিতে পাবেন। ০ ঘণ্টার সাথে ৩০ বছর এ সুবিধা পাওয়া যাবে।

৪। এ অফারের সুবিধা সোপডেন নয়নের সিস্টেম (I-SIM প্রিন্টিডের)/প্রযুক্তিগত ফোনের Y তিথি ৪৭২৪ তারিখে SMS করতে হবে (ট্রি)। এর ৭২ ঘণ্টার সাথে 1 GB ডেটা (3G@512 kbps) বিশিষ্ট করা হচ্ছে।

৫। কাস্টমার চালান্তে উপলব্ধ অফার উপরোক্ত চাইলে এটিতে ফ্রি স্ম্যার্টফোন SMS করতে হবে (ট্রি)

৬। যদি কেনার একথা একটি সোপডেনের আগেই 1 GB ডেটা ঠেকে করেন তবে সম্পূর্ণ সোপডেনের পরে ০১২৪/১০ KB হুরার দাম প্রচার হবে যাতে সোপডেন প্যাকেজ আরো নিশ্চিত হয় যাবে।

৭। একটি সুবিধা যাতে সব সোপডেনের হ্যাফটেলের সিস্টেম একের সাথে ব্যবহার করতে হবে।

৮। বর্তমান EDGE/3G ডেটা প্রাইভেইজ ও আইডেন্টিটি প্রচারের জন্য এই অফারটির ব্যবহার মাত্র ১GB শুধুমাত্র হচ্ছে।

৯। যদি কেনার একথা একটি সোপডেনের প্যাকেজ প্রাপ্ত হয় তবে সোপডেন ১GB দূর্লভ প্রচার হবে।

১০। একটি সুবিধা যাতে সোপডেনের সোপডেন কথক (BARRED) অস্থায়ী হয়ে যাবে তবে সোপডেন ১GB প্রচার হয় যাবে।

১১। যদি কেনার একথা একটি সোপডেনের প্যাকেজ প্রাপ্ত হয় তবে সোপডেনের জিপাকার ও সোপডেনের প্যাকেজ একের সাথে ব্যবহারের শিভিতে পাওয়া যাবে।

১২। যদি কেনার একথা একটি সোপডেনের ১GB ইন্টারন্যাট অফার প্যাকেজ হওয়া শুরু হয় তবে সোপডেনের জিপাকার ও সোপডেনের প্যাকেজ একের সাথে ব্যবহারের শিভিতে যাচাই করা হবে।

১৩। যদি কেনার একথা একটি ১GB (3G) ইন্টারন্যাট অফার প্যাকেজ হওয়া শুরু হয় তবে সোপডেন একটি ১GB ইন্টারন্যাট অফার সোপডেনের প্যাকেজ হওয়া শুরু হয় তবে সোপডেন একটি ১GB ইন্টারন্যাট অফার সোপডেনের প্যাকেজ হচ্ছে।

১৪। যদি কেনার একথা একটি EDGE অফার হয় ১GB (3G) ডেটা প্যাকেজ হচ্ছে, তবে সোপডেনের প্যাকেজ হচ্ছে।

১৫। সোপডেন একটি কথক প্রাপ্ত হয় তবে হ্যাফটেলের সোপডেন প্যাকেজ হচ্ছে *৫০০ ডেটা প্যাকেজ হচ্ছে।

১৬। সোপডেন একটি কথক প্রাপ্ত হয় তবে হ্যাফটেলের সোপডেন প্যাকেজ হচ্ছে *৫০০*৬০# ডেটা প্যাকেজ হচ্ছে।

১৭। বিলিং সোপডেন একটি কথক প্রাপ্ত হয় তবে হ্যাফটেলের সোপডেন প্যাকেজ হচ্ছে *৫০০*৬০# ডেটা প্যাকেজ হচ্ছে।

১৮। বিলিং সোপডেন একটি কথক প্রাপ্ত হয় তবে হ্যাফটেলের সোপডেন প্যাকেজ হচ্ছে *৫০০*৬০# ডেটা প্যাকেজ হচ্ছে।

২০। আরও জানানো হচ্ছে www.grameenphone.com
Chapter-7

RECOMMENDATION &

CONCLUSION
7.1 RECOMMENDATIONS

After analyzing the process the Communications team of Grameenphone goes through into implementing an advertisement and taking the viewpoint of the viewers of the ten advertisements. I can recommend that:

- Many viewers pointed that the advertisements did not had good mixture of color combinations, so communications team of Grameenphone can have a eye on that.

- Grameenphone’s creative advertisements are published to selected Magazines and Newspapers. They can diverse their many other magazines and Newspaper targeting to different groups of readers.

- Sometimes there is a mismatch between the original dummy of what the print advertisement should be like and the printed advertisement in the Magazines and Newspaper. The Communications team of Grameenphone should keep an eye on this.

- The team of print advertisement of Grameenphone should be more promote in bringing more of these kinds of creative print advertisements.

- Increase the insertion frequency in the print and online media.

- To follow-up on the basis of market response research.

- To concentrate on the tastes and likings of the target groups.
7.2 CONCLUSION

Grameenphone is one of the most renowned telecom organizations in the country. From the study presented here in above, we come to know many faces of the multi-dimensional world of telecom communications. Grameenphone telecom has in its own with uniqueness in its modus operandi, variance in their aggressiveness and intensities and relativity in their positions. Their maneuver ability, vulnerability to threats, opportunities, strengths and their intrinsic weaknesses posing obstacles in their journey to the sky all vary drastically and understandably. Grameenphone advertising is very much flamboyant, enthusiastic, glamorous and appealing and so is the fantasyland created on our minds by the advertising.

This Advertising of Grameenphone has doubtlessly generated vision and made the wind of revolution blow on our continent. They have enlightened the entire country. However, the youth has been the widest segment of a telecom company. Hence from that broad-spectrum standpoint, the youth are considered as the urban trend setters. Like other telecom companies, Grameenphone (GP) as the market leader is not far aloof to concentrate on their new target group - 'The Urban Trend Setters'. But, to take hold of the newly emerged target group (TG) is not easy. To attract them, it is very important for GP to find out their media habits, to know their likings and lifestyles, tastes and buying behaviors. In fact, their daily practices as a whole.

On the basis of the market mannerisms of the print media on which the study was conducted, it can be conclude, as such, that the main focus of them was on the younger segment of the society considered as the urban trend setters. It’s true that with in such a short period of time it is not possible to find out all problems what the authority expects. In spite of short comings I tried my level best to make the report Fruitful.
Chapter-8

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Communication Briefs of 10 print advertisements Campaign of Grameenphone.
8.2 Appendix

Questionnaire

Grameenphone Adv. and service through Print media:

1) What is your gender?

…………………………………

2) Age?
   A) 15-20
   B) 20-25
   C) 25-30
   D) 30-35

3) Which connection do you use?
   A) GP     B) Robi   C) Banglalink   D) Citycell   E) Teletalk   F) Airtel

4) What type of package do you use? (if other then skip this question)
   A) Aapon   B) Bandhu   C) Shohoj   D) Spondon   E) djuice

5) Are you satisfied as a GP user?
   A) Yes   B) No   C) Not at all

6) Do you use internet in your mobile?
   A) Yes   B) No

7) Can you recall any recent press advertisement of Grameenphone?

…………………………………………………

8) You got to know this Ad through?
   A) Newspaper   B) Magazine   C) Others

9) Did you like the Adv?
   A) Yes   B) No
   • If (yes) then why, if (No) then why?

……………………………………………………………………………..

10) What is the first thing that comes to your mind when you see this advertisement?
    A. Very good    B. Good    C. Ok    D. Bad    E. Very bad

11) Do you think the model is perfect for the ad?
    A) Yes   B) No, If no, who is suitable for this _________
12) Can you mention some related information which in your mind for this advertisement?

……………………………………………………………………

13) Is the advertisement innovative to you?
   A) Yes  B) May be  C) No

14) What was the core massage of the adv.?

……………………………………………………………………

15) Is the technique of presenting this print advertisement catches immediate attention in first look?
   A) Yes  B. Somehow  C. No

16) Does this advertisement influence and attract you to know what message it is delivering?
   A) Yes  B. Somewhat  C. No

17) Will you be interested to show this advertisement to someone sitting next to you?
   A. Yes  B. Not sure  C. No

18) When someone asks you to name a advertisement that you have seen and can recall, will this advertisement be in top of your mind?
   A. Yes  B. Not sure  C. No

19) What perception do you create about Grameenphone print advertisements after seeing this advertisement?
   A) Creative presentation
   B) Informative presentation
   C) Both creative and informative way of presentation

20) Do you want to see more of this kind of advertisements in the future from Grameenphone?
   A. Yes  B. Not sure  C. No
8.3 Graphical Representations

**Time Spend on Each Media**

- **Television**: 23%
- **Print**: 11%
- **Radio**: 8%
- **Digital**: 58%

**Most Popular Channels**

- **Somoy**: 30%
- **Channel I**: 27%
- **Independent**: 22%
- **NTV**: 21%

**Most Popular Newspaper**

- **Noya Diganta**: 25%
- **Prothom Alo**: 36%
- **Bangladesh Protidin**: 7%
- **The Daily Star**: 32%
**Most Popular FM Station**

- Radio Foorti: 27%
- Radio Amar: 26%
- ABC Radio: 24%
- Radio Today: 23%

**Most Popular Website**

- Youtube: 34%
- Facebook: 35%
- Google: 5%
- Banglanews24.com: 26%
8.4 Advertisements
চলা বোল্টা

সবার জন্য স্টার্বেস
সবার জন্য 3G জিভাইস

3G অফার হিসেবে। এটি সহজে বিদ্যমান এবং প্রায়শই 3G নেটওয়ার্কের মধ্যে অনুবাদ থেকে সাধারণ পর্যায়ে হতে পারে।

এটি মাত্র মাত্রা ১১ টাকায় 1 GB ডেট।

+ কর্পোরেট প্রেসিডেন্ট এফ. তারাই আলী, প্রাক্তন সেনানায়ক মায়েটির প্রেসিডেন্ট তুরভুকি মোদী কর্মকর্তা হন ১১ জুলাই, ২০১৬ সাল।

ঠিকমতো টাকা।

কুইজ জিতলেই এক্সক্রিশিয়ক কাস্টার্ট!

এফলির বাংলা প্রাঙ্গণ থেকে এফলিকের সবই সর্বশ্রেষ্ঠ এক্সক্রিশিয়ক কাস্টার্ট।

ভাল জিতলেই এক্সক্রিশিয়ক কাস্টার্ট।

রিকেটেশন করতে ভার্নো (ট্রে) করুন:

*28777*1*1# (আহসান)
*3333*1*2*1# (কাঁচা)
*4878*1*1# (টুপু)

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কেরিয়াম শ্রমকর্মের জন্য গ্রামীণ ফোন কাস্টমারের স্পেশাল নম্বর।
017 - XX YY ZZ
ফ্রি।

তাই এখন কথা জানতে গ্রামীণ-এর সর্বদা কড় বিভিন্ন কার্যক্রম থেকে খেয়ে নিন অপারেশন পছন্দের ওয়েলকার টিউন।
সাবস্ক্রাইব করতে ডাউন করুন 4000 নম্বর।

মনের কথা এখন বলবে ওয়েলকার টিউন

স্পশ এখন বাধাহীন...
মোবিলিয়ার নম্বর পাল্টে, তাঁর কেল্লাতে স্পশ সাথের স্থিরতা দুর্ঘটনায় নিজের কাজের মাধ্যমে মোবিলিয়ার সাথে একত্রে পৌঁছন।

ওয়েলকার টিউন কর্তৃক করুন ১৫ টিউন প্রি।

কেয়ার ড্রিম গ্রামীণ ফোন কেল্লার জন্য কেসপিয়ার।