

“Effectiveness of Rural Intervention of Unilever Brands”



Internship Report

On

“Effectiveness of Rural Intervention of Unilever Brands”

Submitted to:

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Submitted by:

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Submitted on:

26th June, 2014

Letter of Transmittal

26th June, 2014

Mr. Mohammed Rezaur Razzak.

Associate Professor

BRAC Business School

BRAC University

Subject: Submission of Internship Report

Dear Sir,

I have completed my internship report, titled *“Effectiveness of Rural Intervention of Unilever Brands”* as per your instructions, on Unilever Bangladesh Limited. It is based on my experience at the organization, during the tenure of my internship.

In writing this paper, I earnestly tried to keep it simple and reader-friendly for you and others who may feel interested to go through the prepared work. The information provided is accurate and true, to the best of my knowledge. However, if any discrepancies or inconsistencies have presented themselves in the paper, I sincerely apologize for them and will be glad to clarify any confusion or answer any question.

Thank you.

Yours sincerely,

Abdur Rashid

Student ID: 10104033

BRAC Business School

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Acknowledgements:

The internship report preparation requires cooperation and support from heterogeneous people. I acknowledge for the instructions, outline, and supervision from my honorable teacher and the people helped me with information in this regard. I would like to render my gratitude to my supervisor, Mr. Mohammed Rezaur Razzak for helping me with the completion of my report. I would all so like to share my gratitude to my line manager, Ms. Anisa Murshed who helped me in every step of my entire internship program.

I have completed my internship program from Unilever Bangladesh limited that has helped me to gain insight of the corporate acumen and gather knowledge of activation procedures of corporate. So, I also express my gratitude to the personnel of UBL.

Finally and most eagerly I would like to thank the Almighty for giving me the opportunity to study in one of the most renowned private universities of Bangladesh, BRAC University. Without the guidance and teachings provided by the faculty members of BRAC Business School, this paper would not have been possible.

Executive Summary:

Almost 70 percent of Bangladesh's population lives in the rural areas. This segment, presents a huge opportunity for companies involved in Fast Moving Consumer Goods (FMCG) like Unilever. Unilever Bangladesh Limited understands the importance of rural marketing. Reaching the rural people is a challenging task, especially in Bangladesh where technology is very limited in this segment. Unilever Bangladesh Limited has come forward to help reduce this gap through Rural Activation Program with a 360 degree communication with rural people to bring light to the brand vision without any artifice.

Unilever Bangladesh Limited took the initiative through a Rural Activation Program. This report is all about rural activation and how and which brands were promoted to the rural people. There were six brands, Fair & lovely, Closeup, Vim, Rin, Lifebuoy and Sunsilk.

The main objective of the report is to find out the effectiveness/ success of the rural activation.

1. Table of Contents

CHAPTER	PAGE
1 INTRODUCTION TO THE REPORT	
1.1 Introduction	01
1.2 Objective	01
1.3 Scope	01
1.4 Methodology	01
1.5 Limitations	02
2 ORGANIZATIONAL OVERVIEW	02
2.1 History of Unilever	02
2.2 The Unilever Timeline	03
2.3 Unilever Logo	04
2.4 Unilever Bangladesh Limited	07
2.5 Mission of UBL	08
2.6 Vision of UBL	08
2.7 Brand Portfolio	08
3.0 INTERNSHIP EXPERIENCE	09
3.1 Job Responsibility	09
3.2 Overview of the Internship Project	10
3.3 Why Rural Activation?	10
3.4 Rural Activation:	11
4.0 Research Findings:	12
5.0 Hypothesis:	18
6.0 Recommendations:	26
7.0 Conclusion:	27

INTRODUCTION TO THE REPORT

1.0 Introduction

The report titled, “*Effectiveness of Rural Intervention of Unilever Brands*” is an internship report prepared by Abdur Rashid. The report will cover the efficacy of the Rural Activation program which was a brand activation program initiated by Unilever Bangladesh Ltd. This report was radically done under the supervision of Ms. Anisa Murshed (Brand Executive, Activation, UBL), and my academic supervisor Mr. Mohammed Rezaur Razzak.

1.1 Objective

As of BRAC University’s requirement it is mandatory to write a report to complete the internship program. Therefore, my primary objective of my report is the completion of my internship program successfully. The secondary purpose of the report is to find out how much successful was the Rural Activation Program in grabbing more consumers to use Unilever products.

1.2 Scope

This report will address in detail the different aspects of my role as a Unilever Bangladesh Ltd Intern such as a brief on the organization, the functions of Brand Development, Rural Activation Program that I closely worked in, detailed analysis of the project followed by recommendations for improving it and reflections on my overall experience.

1.3 Methodology

Methodology includes direct observation, face-to-face discussion with employees of different departments, study of files, circulars, etc. and practical work. In preparing this report both primary and secondary sources of information have been used.

❖ Primary Data:

- Through a general survey, developing a questionnaire in the places where the Activation program took place.

❖ Secondary Data:

- Official website of Unilever Bangladesh Ltd.

- Online articles and research papers.

1.4 Limitations:

The report is bound with the limitations stated below:

1. Unilever Bangladesh Ltd is very strict about data/information confidentiality policy. Therefore, I was not at liberty to reveal much information in the report.
2. The internship period was only limited to three months, which is hardly enough time to understand the Activation campaign with enough transparency.
3. The information shared in this report is widely based on individual experiences, so the views and opinions are limited to only me.

2.0 ORGANIZATIONAL OVERVIEW

2.1 History of Unilever

William Hesketh Lever founded Lever Brothers in 1885. Lever established soap factories around the world. In 1917, he began to diversify into foods, fish, ice cream and canned foods businesses. In the 1930s, Unilever introduced improved technology to the business. The business grew and new ventures were launched in Latin America. The entrepreneurial spirit of the founders and their caring approach to their employees and their communities remain at the heart of Unilever's business today.

Unilever was formed in 1930 when the Dutch margarine company Margarine Unie merged with British soap maker Lever Brothers. Both companies were competing for the same raw materials, both were involved in large-scale marketing of household products and both used similar distribution channels. Between them, they had operations in over 40 countries. Margarine Unie grew through mergers with other margarine companies in the 1920s.

In a history that now crosses three centuries, Unilever's success has been influenced by the major events of the day – economic boom, depression, world wars, changing consumer lifestyles and advances in technology. And throughout they've created products that help people get more out of life – cutting the time spent on household chores, improving nutrition, enabling people to enjoy food and take care of their homes, their clothes and themselves.

Through their timeline one can easily see how UBL's brand portfolio has evolved. At the beginning of the 21st century, 'Path to Growth' strategy focused on global high-potential brands and 'Vitality' mission is taking them into a new phase of development now. Unilever's corporate vision – helping people to look good, feel good and get more out of life – shows how clearly the business understands 21st century-consumers and their lives. But the spirit of this mission forms a thread that runs throughout their history.

- **The Unilever Timeline**

1885 1899	- Although Unilever wasn't formed until 1930, the companies that joined forces to create the business we know today were already well established before the start of the 20th century.
1900 1909	- Unilever's founding companies produced products made of oils and fats, principally soap and margarine. At the beginning of the 20th century their expansion nearly outstrips the supply of raw materials.
1910 1919	- Tough economic conditions and the First World War make trading difficult for everyone, so many businesses form trade associations to protect their shared interests.
1920 1929	- With businesses expanding fast, companies set up negotiations intending to stop others producing the same types of products. But instead they agree to merge - and so Unilever is created.
1930 1939	- Unilever's first decade is no easy ride: it starts with the Great Depression and ends with the Second World War. But while the business rationalizes operations, it also continues to diversify.
1940 1949	- Unilever's operations around the world begin to fragment, but the business continues to expand further into the foods market and increase investment in research and development.

1950 1959	- Business booms as new technology and the European Economic Community lead to rising standards of living in the West, while new markets open up in emerging economies around the globe.
1960 1969	- As the world economy expands, so does Unilever and it sets about developing new products, entering new markets and running a highly ambitious acquisition programme.
1970 1979	- Hard economic conditions and high inflation make the 70s a tough time for everyone, but things are particularly difficult in the fast-moving consumer goods (FMCG) sector as the big retailers start to flex their muscles.
1980 1989	- Unilever is now one of the world's biggest companies, but takes the decision to focus its portfolio, and rationalize its businesses to focus on core products and brands.
1990 1999	- The business expands into Central and Eastern Europe and further sharpens its focus on fewer product categories, leading to the sale or withdrawal of two-thirds of its brands.
2000 Present	- The 2000s start with the launch of Path to Growth, a five-year strategic plan, sharpened in 2004 with Unilever's Vitality mission focusing on the needs of 21st century consumers. In 2009, Unilever announces a new corporate vision - working to create a better future every day - and enters the 2010s with a new strategy: The Compass. To support this strategy, the Unilever Sustainable Living Plan launches in 2010.

- 2.2 Unilever Logo

In 2005, Unilever decided to change their logo to represent their new theme of vitality. The new logo was also planned to coincide with the 75th anniversary of the company. The new logo tells the story of Unilever and vitality. It brings together 25 different icons representing Unilever and its brands, the idea of vitality and the benefits Unilever brings to consumers.

The icons are represented below.



Sun: The primary natural resource. All life begins with the sun- the ultimate symbol of vitality. It evokes Unilever's origin in port of sunlight & can represent a number of Unilever brands.



DNA: The double helix. The generic blueprint of life and a symbol of bioscience, it is a key to healthy life. The sun is the biggest ingredient of life and DNA is the smallest.



Bee: Represent creation, pollination, hard works and bio diversity. Bees symbolize both environmental challenges and opportunities.



Hand: A symbol of sensitivity, care and need. It represents both skin and touch.



Flower: Represent fragrance, when seen with the hand, it represents moisturizing cream.



Hair: A symbol of beauty and looking good. Placed next to the flower, it evokes cleanliness and fragrances; placed near the hand it suggests softness.



Palm tree: A natural resource, it produces palm oil as well as many fruits. Coconut and dates are also symbolize paralyze.



Spoon: A symbol of nutrition, tasting and cooking.



Bowl: A bowl of delicious smelling food. It can also represent a ready meal, hot drinks or soup.



Spice & Flavors: Represent chili or fresh ingredients.



Fish: Represent food, sea or fresh water.



Sparkle: Clean, healthy and sparking with energy.



Bird: A symbol of freedom. It suggests relief from daily chores, getting more out of life.



Recycle: Part of commitment to sustainability.



Lips: Represent beauty, looking good & taste



Ice-cream: A treat, pleasure or enjoyment.



Tea: A plant or an extract of a plant, such as tea, also a symbol of growing and farming



Particles: A reference to science bubbles and fizz.



Snowflake: The snowflake represent freezing, a transformational symbol.



Wave: Symbolize cleanliness, freshness and vigorous icon. (With the clothes icon)



Liquid: A reference to clean water and purity.



Container: Symbolizes packaging- a pot of cream associated with personal care.



Clothes: Represent fresh laundry and looking good.



Heart: A symbol of love, care and health



Sauce or Spread: Represent mixing of stirring. It suggests blending in flavors & adding taste.

2.3 Unilever Bangladesh Limited

Unilever Bangladesh Limited (UBL) is the leading Fast Moving Consumer Goods Company (FMCG) in Bangladesh with a heritage of 50 years and products that are present in 98% of Bangladeshi households. UBL is a Joint Venture of the Government of Bangladesh and Unilever, one of the world's leading suppliers of fast moving consumer goods with strong local roots in more than 100 countries across the globe. Unilever holds 60.4% share in UBL.

UBL started its journey in Bangladesh with the production of soaps in its factory in Kalurghat, Chittagong. Over the years the company introduced many affordable brands which won the hearts of Bangladeshis all across the country. UBL is the market leader in 7 of the 8 categories it operates in, with 20 brands spanning across home and personal care and foods.

Its operations provide employment to over 10,000 people directly and indirectly through its dedicated suppliers, distributors and service providers. 99.8% of UBL employees are locals with

a large number of local UBL employees now working abroad in other Unilever companies as expatriates.

- **2.4 Mission of UBL**

Unilever's mission is “To Add Vitality to Life”. They meet everyday needs for nutrition; hygiene and personal care with brands that help people feel good, look good and get more out of life.

- **2.5 Vision of UBL**

“To make cleanliness a commonplace; to lessen work for women; to foster health and contribute to personal attractiveness, in order that life may be more enjoyable and rewarding for the people who use the products.”

- **2.6 Brand Portfolio**

Unilever has a portfolio of about 400 brands globally. However many of these are region-specific that can only be found in certain countries. The numbers of UBL’s existing brands are 19 which are categorized in different sections. In Bangladesh the company operates in four distinct product categories. These are outlined below:

❖ **Food and Drink**

- *Brooke Bond Taaza*
- *Knorr*



❖ **Home Care**

- *Rin Power White*
- *Surf Excel*
- *Vim*
- *Wheel*



❖ **Personal Care**

- *Axe*
- *Clear*
- *Closeup*



- *Dove*
- *Fair & Lovely*
- *Lifebuoy*
- *Lux*
- *Pepsodent*
- *Pond's*
- *Rexona*
- *Sunsilk*
- *Vaseline*



❖ **Water Purifier**

- *Pureit*

3.0 **INTERNSHIP EXPERIENCE**

3.1 **Job responsibility:**

In the beginning, when I joined as an intern in Unilever Bangladesh Ltd, I thought my job responsibility was not such of a real responsibility. However, later on I realized that I was an important member for the success of the Rural Activation Campaign. My primary job duty was to visit the places where the activation program took place and monitor every details of the campaign and make sure that the activation program went as according to plan. In any case if I found anything otherwise, I try my best to correct them and report it further to my line manager.

My other responsibilities were at office to review and monitor daily reports to find deviations from daily activities.

3.2 Overview of the Internship Project:

Almost 70 percent of Bangladesh's population lives in the rural areas. This segment, presents a huge opportunity for companies involved in Fast Moving Consumer Goods (FMCG) like Unilever. Unilever Bangladesh Limited understands the importance of rural marketing. Reaching the rural people is a challenging task, especially in Bangladesh where technology is very limited in this segment. Unilever Bangladesh Limited has come forward to help reduce this gap through Rural Activation Program with a 360 degree communication with rural people to bring light to the brand vision without any artifice.

Unilever Bangladesh Limited took the initiative through a Rural Activation Program. Initially this project was launched by UBL in the year 2012 covering most of the divisions of Bangladesh.

The main purpose of this activation program is to educate the rural people about Unilever products and their benefits. UBL launched this project not only to promote their brands and increase consumers but also to alert the rural people of the use of harmful and cheap products and how Unilever's products can make their living standard better.

3.3 Why Rural Activation?

Almost 70% of Bangladesh population lives in the rural area which provides a massive opportunity for the companies to sell their products and services on a sizeable scale.

The level of competition in the urban markets has intensified and is increasing tremendously. It is also stated by many experts that the urban markets are almost saturated. Therefore, penetration into rural markets is inevitable for sustained business growth. The rural markets are relatively untapped and this provides better scope for growth. Moreover, the purchasing power of rural consumers has increased significantly over the past decade. This, in turn, has transformed the consumption pattern. The rural consumers are no longer dependent only on traditional products. Today, the consumption basket of rural people is not limited to agricultural and allied products. They are keen on buying modern products that can augment their style of living.

3.4 Rural Activation:

This year Six Unilever brands have come together to bring positive changes in the rural areas of Dhaka division. The six brands of UBL were Fair & Lovely Multi/Max, Rin Power White, and Vim Bar; Close up, Sunsilk Shampoo and Lifebuoy soap.

To actively facilitate the activation program, there were 4 wings (Courtyard, Haat, Bazaar and Fair).

Courtyard:

The first phase of the rural activation is “Courtyard” in which the teams contact with the target audience in a courtyard. The targeted audiences here are the rural women who lack the knowledge of personal care and homecare. UBL through this rural campaign help them understand the benefits of Fair and Lovely cream and how to have a long thick hair through the use of Sunsilk shampoo. Moreover, the team educates them the use of Vim bar, Rin power White and how using Closeup toothpaste can give fresh breath with no dental problems.

Haat & Bazaar:

The second phase is the “Haat”, arranged particularly for rural men. The Haat phase is very similar to the courtyard phase. The only difference is that it is conducted in a rural market place and the targeted audiences are rural men. Here the rural men learn the use of Fair & Lovely Max particularly made for men, which helps give fair skin building confidence in men. Moreover, they are introduced to Closeup toothpaste, which help them get fresher breath.

Fair:

The last phase is the “Fair” that lasts for four days, bringing happiness and awareness of health care to the rural people. Here the targeted audiences are all rural people who include men, women, girls and boys. The fair is no less than a regular village fair. It includes magic show, clown and putul-nach which keep the people in a jolly mood. Several local mini shops are setup by local people that adds up more fun to the fair. The excitement and fun does not end here. In

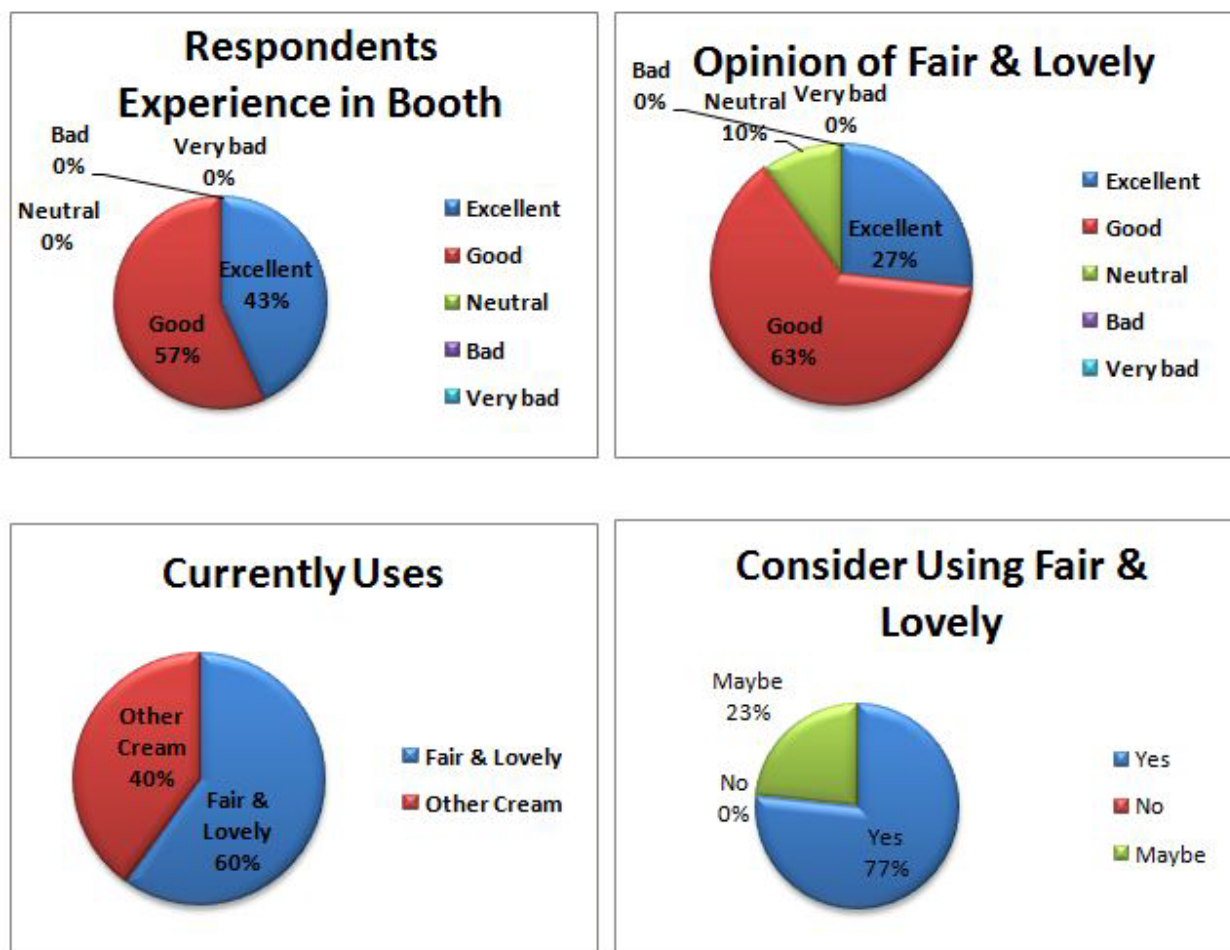
the evening there are musical programs that bring infinite joy to the people. Through this campaign the rural people get a firsthand experience on the benefits of using the six UBL brands and how using these brands can make their living standard better.

4.0 Research Findings:

In order to come up with a reasonable and reliable outcome of my research I did survey of total 180 respondents with 30 people for each six brands.

Fair & Lovely: Multi/Max:

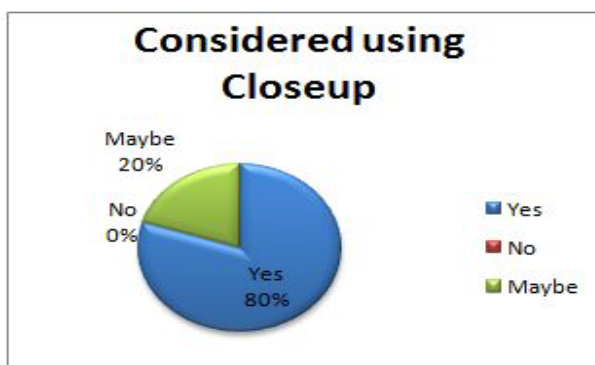
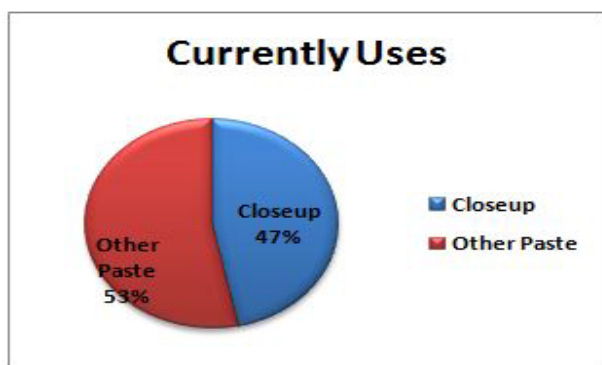
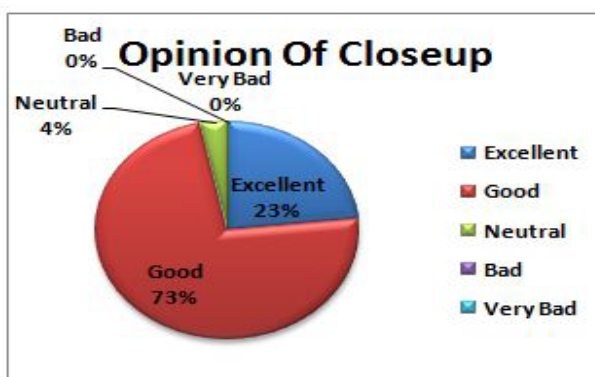
It is found in the survey that, respondents who took experience of **Fair & Lovely: Multi/Max** in the fair booths mostly had positive experience. In the survey 50% were male and 50% were female.



Respondents, who took experience in the booths, mostly had positive experience, with 43% saying “Excellent” and 57% saying “Good”. It was found that 60% of the respondents already use Fair & Lovely, even before UBL took the initiative of rural activation. Respondents after taking an experience in the fair, 77% of them said they would consider using or keep using Fair & Lovely and 23% said that they might use Fair & Lovely. Among the 77% who considered using Fair & Lovely about 80% were female and 20% were male. So, it seems that female respondents were convinced more than male into using Fair & Lovely.

CloseUp:

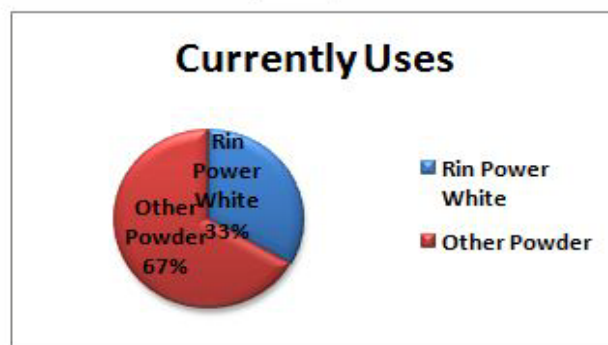
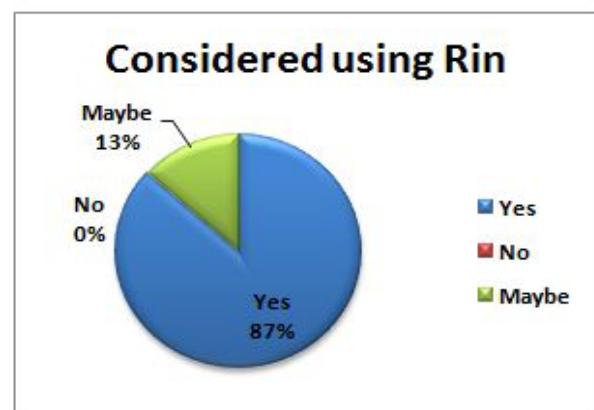
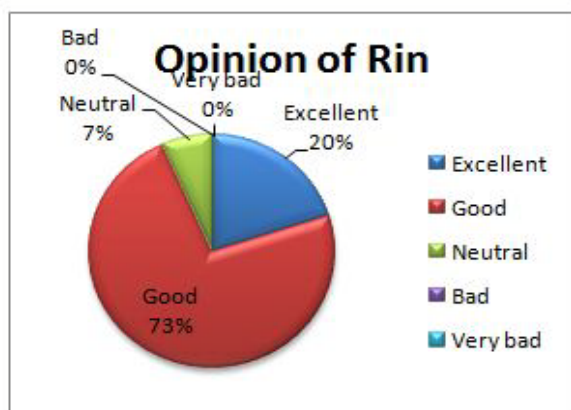
It is found in the survey that, although being a rural area 93% of the respondents use toothpaste to brush their teeth and among them more than 45% are already using Closeup toothpaste. Most of the respondents had positive opinion of Closeup, with 23% saying “Excellent”, 73% saying



The respondents for Closeup brand were both male and female with 50% male and 50% female. After attending the briefing of Closeup brand, 80% of the respondents said they will consider using ok keep using Closeup toothpaste in the future. This shows that the activation program was indeed a success. Among the 80% who were persuaded into using Closeup toothpaste, most were male than female.

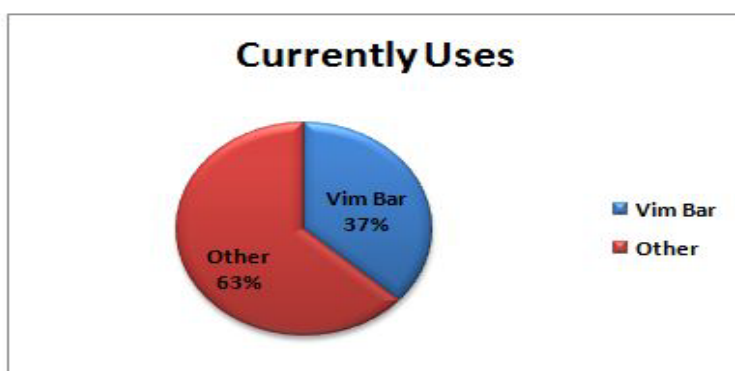
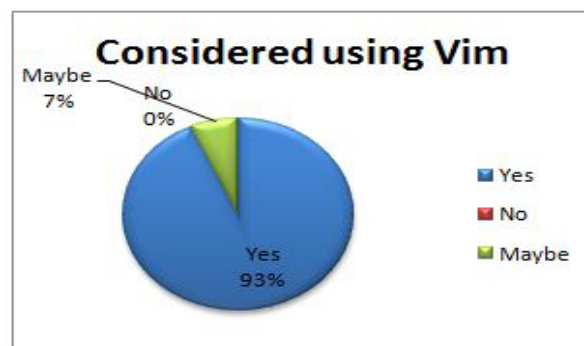
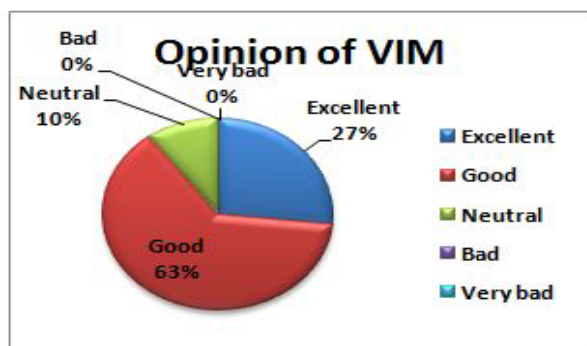
Rin Power White:

The respondents in case of Rin Power white were all female. The respondents who attended the briefing and demonstration of Rin Power White, most of them had a positive opinion of Rin, with 20% saying “Excellent” and 73% saying “Good” and 7% having a “Neutral” opinion. It was found that only 33% of the respondents use Rin power white. However, after the fair 87% of the respondents considered using Rin to wash their cloths and 13% of them said they might consider Rin in near future.



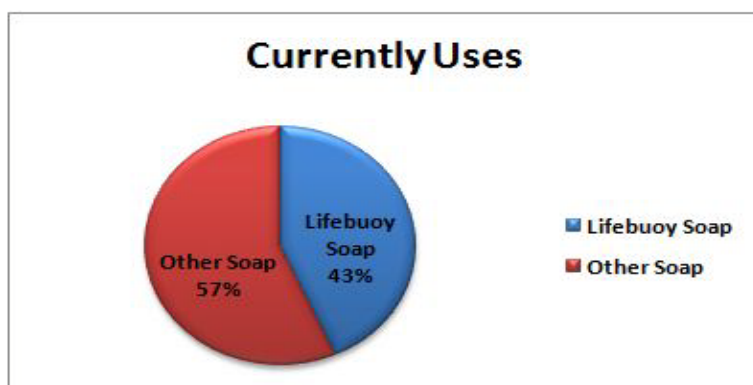
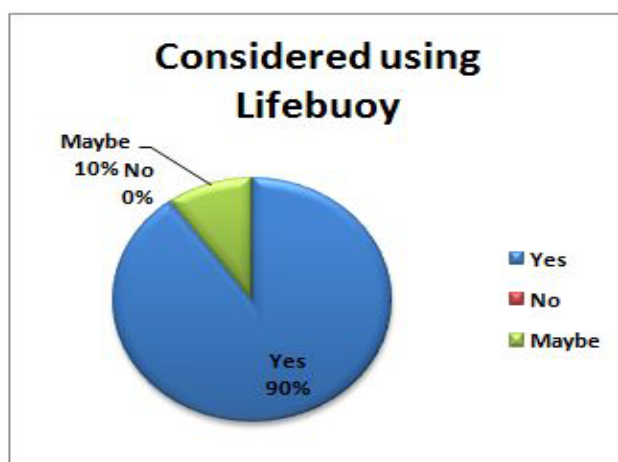
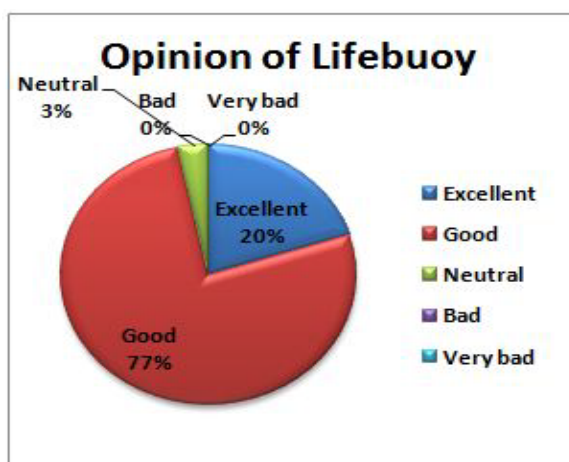
VIM Bar:

In the rural area the women usually use ash to clean their dirty utensils; however, it was surprising to find that 37% of people already use Vim Bar. After the demonstration and briefing the benefits of Vim, most of the respondents had a positive opinion of Vim, with 27% saying “Excellent”, 63% saying “Good” and 10% being “Neutral”. 93% of the respondents were convinced to use Vim bar to clean the utensils. The respondents here were all female as UBL’s target audience for Vim Bar were rural housewives and women.



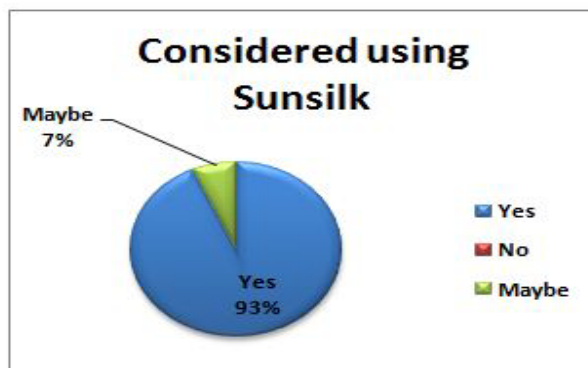
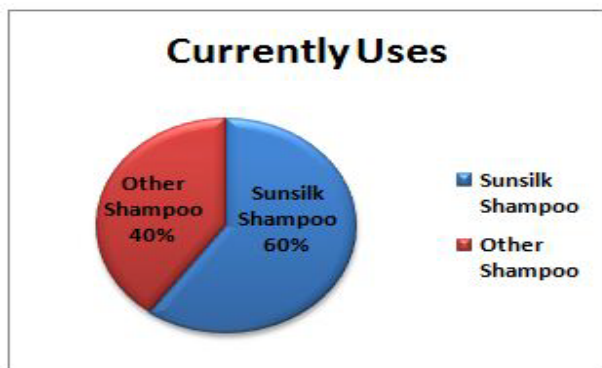
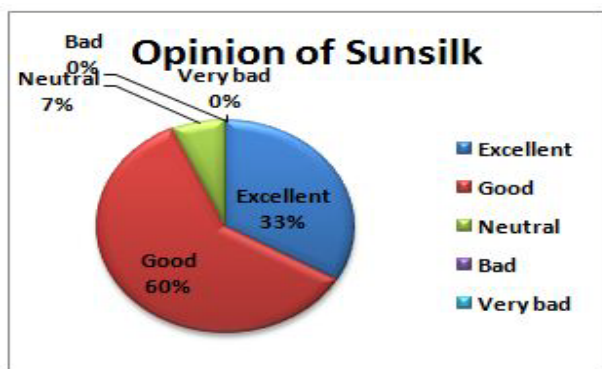
Lifebuoy Soap:

Doing the survey, what I found was that most of the respondents already use Lifebuoy soap, about around 43%. More than 95% of the respondents had positive opinion about Lifebuoy soap. However, the respondents who do not use Lifebuoy, 90% of them considered using Lifebuoy after attending the rural campaign by UBL. Respondents' opinion of Lifebuoy soap were mostly positive, with 20% saying "Excellent", 77% saying "Good" and 3% having "neutral" opinion.



Sunsilk Shampoo:

The target audiences for Sunsilk shampoo were rural girls and women, so the respondents of my survey were all female. Most of the rural women use soap to wash their hair; however, what I found in the survey is different. Almost 90% of them use shampoo and among them 60% of the women already use Sunsilk shampoo. Most of the respondents had positive experience about Sunsilk Shampoo, with 77% saying “Excellent” and 23% saying “Good”.



Among the respondents who does not use Sunsilk shampoo or uses soap, more than 90 % of them were satisfied with the product samples that was given and said that they will consider using Sunsilk shampoo in the future.

5.0 Hypothesis:

Fair & Lovely: Multi/Max:

1. The respondents who had a positive experience in Fair & Lovely Booth considered using Fair & Lovely in future.

Paired Samples Test

		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower				Upper
Pair 1	Respondents Experience - Respondents who considered using	3.233	.935	.171	2.884	3.583	18.936	29	.000

H0- The respondents who have a positive experience did not consider using the Fair & Lovely in future.

H1- The respondents who have a positive experience considered using the Fair & Lovely in future.

The two-tailed significance value is 0.000. Since this is lower than the alpha value of 0.05, the null is rejected.

Thus, there is enough evidence to suggest that the respondents who have a positive experience considered using the Fair & Lovely in future.

The outcome in this hypothesis is perfect because, the data that I collected through survey, all 30 sample respondents had a 100% positive experience and considered using Fair & Lovely.

2. The respondents who have not tried Fair & Lovely before had a positive experience after using it in the fair.

Paired Samples Test									
		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower				Upper
Pair 1	Respondents who used Before - Respondents Experience	-3.200	.610	.111	-3.428	-2.972	-28.721	29	.000

H0- The respondents who have not tried Fair & Lovely before had a negative experience after using it in the fair.

H1- The respondents who have not tried Fair & Lovely before had a positive experience after using it in the fair

The two-tailed significance value is 0.000. Since this is lower than the alpha value of 0.05, the null is rejected.

Thus, there is enough evidence to suggest that the respondents who have not tried Fair & Lovely before had a positive experience after using it in the fair.

Closeup:

1. The respondents who have not tried Closeup toothpaste before has considered using Closeup after attending the fair.

Paired Samples Test									
		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower				Upper
Pair 1	Tried Before - Considered Using	.26667	.58329	.10649	.04886	.48447	2.504	29	.018

H0- The respondents who have not tried Closeup toothpaste before did not consider using Closeup a after attending the fair.

H1- The respondents who have not tried Closeup toothpaste before has considered using Closeup after attending the fair.

The two-tailed significance value is 0.018. Since this is lower than the alpha value of 0.05, the null is rejected.

Thus, there is enough evidence to suggest that the respondents who have not tried Closeup toothpaste before has considered using Closeup after attending the fair.

Vim Bar:

1. The respondents who have not tried Vim bar before has considered using Vim bar after attending the fair.

Paired Samples Test								
	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 Respondents who used Before - Respondents who considered using	.333	.547	.100	.129	.537	3.340	29	.002

H₀- The respondents who have not tried Vim bar before did not consider using Vim bar after attending the fair.

H₁- The respondents who have not tried Vim bar before has considered using Vim bar after attending the fair.

The two-tailed significance value is 0.02. Since this is lower than the alpha value of 0.05, the null is rejected.

Thus, there is enough evidence to suggest that the respondents who have not tried Vim bar before has considered using Vim bar after attending the fair.

Rin Power White:

1. The respondents who have not tried Rin Power White before has considered using Rin Power White after attending the fair.

Paired Samples Test								
	Paired Differences					t	df	Sig. (2-tailed)
	Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
				Lower	Upper			
Pair 1 Respondents who used Before - Respondents who considered using	.200	.664	.121	-.048	.448	1.649	29	.110

H0- The respondents who have not tried Rin Power White before did not consider using Rin Power White after attending the fair.

H1- The respondents who have not tried Rin Power White before has considered using Rin Power White after attending the fair.

The two-tailed significance value is 0.110. Since this is higher than the alpha value of 0.05, the null is not rejected.

Thus, in case of Rin power white not all the respondents considered using it after attending the briefing in fair. Many of the respondents said they might use Rin but did not say a total “Yes” to the question of whether they will consider using Rin after seeing the demonstration of Rin.

Lifebuoy Soap:

1. The respondents who have not tried Lifebuoy soap before has considered using Lifebuoy after attending the fair.

Paired Samples Test									
		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower				Upper
Pair 1	Respondents who used Before - Respondents who considered using	-.167	.531	.097	-.365	.031	-1.720	29	.096

H0- The respondents who have not tried Lifebuoy soap before did not consider using Lifebuoy after attending the fair.

H1- The respondents who have not tried Lifebuoy soap before has considered using Lifebuoy after attending the fair.

The two-tailed significance value is 0.096. Since this is higher than the alpha value of 0.05, the null is not rejected.

In case of Lifebuoy soap, the null hypothesis got accepted because, the data that I collected through the survey, among the 30 sample respondents only one did not use Lifebuoy before and after attending the fair he said he might consider to use Lifebuoy.

However, rest of the 29 respondents have used Lifebuoy atleast once and considered to keep using. So, even though the null is accepted, it does not mean a bad outcome.

Sunsilk Shampoo:

1. The respondents who have a positive experience considered using the Sunsilk Shampoo in future.

Paired Samples Test									
		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower				Upper
Pair 1	Respondents Experience - Respondents who considered using	3.633	.718	.131	3.365	3.902	27.701	29	.000

H0- The respondents who have a positive experience did not consider using the Sunsilk in future.

H1- The respondents who have a positive experience considered using the Sunsilk in future.

The two-tailed significance value is 0.000. Since this is lower than the alpha value of 0.05, the null is rejected.

Thus, there is enough evidence to suggest that the respondents who have a positive experience considered using the Sunsilk in future.

2. The respondents who have not tried Sunsilk shampoo before had a positive experience after using it in the fair.

Paired Samples Test									
		Paired Differences				t	df	Sig. (2-tailed)	
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference				
					Lower				Upper
Pair 1	Respondents who used Before - Respondents Experience	-3.633	.556	.102	-3.841	-3.426	-35.789	29	.000

H₀- The respondents who have not tried Sunsilk before had a negative experience after using it in the fair.

H₁- The respondents who have not tried Sunsilk before had a positive experience after using it in the fair.

The two-tailed significance value is 0.000. Since this is lower than the alpha value of 0.05, the null is rejected.

Thus, there is enough evidence to suggest that the respondents who have not tried Sunsilk before had a positive experience after using it in the fair.

6.0 Recommendations:

- UBL should not only think about rural activation and marketing but also take into consideration the price of each UBL brand products. The rural population are always very price sensitive and expect value for money. UBL should rethink their pricing strategy and come up with a price that is more affordable for the rural population.
- Availability and accessibility of the products in the local nearby shops are very important. As this will determine their daily uses habit. Doing the survey it is was found that almost 90% of the people tried Unilever brands at least once; however, they switched to other brands. One possible reason might be the availability of Unilever brands.
- In my opinion, Courtyard is more effective than any other wings. So, what can be done is, Courtyard activity can be done for five days a week, distributing coupon and inviting people to come to the fair, which will be held for only two days or just one day (Friday). Friday is ideal for a fair because even though it is held in rural areas, people always take Friday as a day to rest and try to enjoy the day as much as possible.
- Doing this would be cost effective, keep the team members motivated and fresh, and avoid conflict with the local people for playing music and all for straight four working and school college days.

7.0 Conclusion:

It was a great experience for me to work for Unilever Bangladesh Ltd, which being a multinational corporation had much to offer in my first phase of corporate life.

Brand Activation is essential for any FMCG corporations like Unilever Bangladesh Ltd. One of the initiatives taken by UBL was Rural Activation program, and this report is all about the effectiveness or successfulness of the activation campaign. Based on the information and data that I collected through survey and other sources, it can be said the Rural Activation was a success. However, the real result can be deduced after seeing the sales trends after a couple of months in the areas where the activation campaigns were held.

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APPENDIX

Questionnaire used in survey to collect data

Rural Activation Program for Multi-Brand Promotion

Demographics information:	
Name:	
Gender:	<input type="checkbox"/> Male <input type="checkbox"/> Female
Age:	<input type="checkbox"/> < 15 <input type="checkbox"/> 15–20 <input type="checkbox"/> 21–25 <input type="checkbox"/> 26–30 <input type="checkbox"/> > 30
Location:	
Education:	<input type="checkbox"/> Less than Std. 8 <input type="checkbox"/> Std. 8-10 <input type="checkbox"/> std. 11-12 <input type="checkbox"/> > std. 12

General Survey Questions:	
1. How did you know about “Unilever Fair”?	<input type="checkbox"/> Friends N Family <input type="checkbox"/> Heard on miking <input type="checkbox"/> Heard the music on fair
2. Are you enjoying “Unilever Fair”?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Not so much
3. What do you best like about “Fair”?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
4. What do you not like about “Fair”?	<input type="checkbox"/> <input type="checkbox"/>

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Fair & Lovely: Multi/Max	
1. Which brand, skin care product do you currently use?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
2. What do you think about Fair & Lovely cream?	<input type="checkbox"/> Excellent <input type="checkbox"/> Good <input type="checkbox"/> Neutral <input type="checkbox"/> Bad <input type="checkbox"/> Very bad
3. Did you use Fair & lovely cream anytime before?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe
4. How was your experience in the Fair & Lovely booth?	<input type="checkbox"/> Excellent <input type="checkbox"/> Good <input type="checkbox"/> Neutral <input type="checkbox"/> Bad <input type="checkbox"/> Very bad
5. Are you considering using Fair & Lovely from now on? (After attending Fair)	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe
6. If not, why?	
Close-up:	
1. Do you use tooth paste to brush your teeth?	<input type="checkbox"/> Yes <input type="checkbox"/> NO
2. Which brand tooth paste do you use?	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
3. What do you think about Close-up toothpaste?	<input type="checkbox"/> Excellent <input type="checkbox"/> Good <input type="checkbox"/> Neutral <input type="checkbox"/> Bad <input type="checkbox"/> Very bad
4. Did you use Close-up toothpaste anytime before?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe

5. Are you considering using Close-up toothpaste from now on? (After attending Fair)	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe
6. If not, why?	<input type="checkbox"/> <input type="checkbox"/>

Rin Power White:	
1. What do you use to wash your clothes?	<input type="checkbox"/> <input type="checkbox"/>
2. What do you think about Rin Power White?	<input type="checkbox"/> Excellent <input type="checkbox"/> Good <input type="checkbox"/> Neutral <input type="checkbox"/> Bad <input type="checkbox"/> Very bad
3. Did you use Rin Power White anytime before?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe
4. Are you considering using Rin Power White from now on? (After attending Fair)	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe
5. If not, why?	<input type="checkbox"/> <input type="checkbox"/>
Vim Bar:	
1. What do you use to clean your Utensils?	<input type="checkbox"/> <input type="checkbox"/>
2. What do you think about Vim Bar?	<input type="checkbox"/> Excellent <input type="checkbox"/> Good <input type="checkbox"/> Neutral <input type="checkbox"/> Bad <input type="checkbox"/> Very bad
3. Did you use Vim Bar anytime before?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe
4. Are you considering using Vim Bar from now on? (After attending Fair)	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe

5. If not, why?	<input type="checkbox"/> <input type="checkbox"/>
Lifebuoy Soap:	
1. What do you use to wash your hands before eating and after toilet?	<input type="checkbox"/> <input type="checkbox"/>
2. What do you think about Lifebuoy Soap?	<input type="checkbox"/> Excellent <input type="checkbox"/> Good <input type="checkbox"/> Neutral <input type="checkbox"/> Bad <input type="checkbox"/> Very bad
3. Did you use Lifebuoy Soap anytime before?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe
4. Are you considering using Lifebuoy Soap from now on? (After attending fair)	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe
5. If not, why?	<input type="checkbox"/> <input type="checkbox"/>
Sunsilk Shampoo & Conditioner:	
1. What do you use to wash your hair?	<input type="checkbox"/> <input type="checkbox"/>
2. What do you think about Sunsilk Shampoo?	<input type="checkbox"/> Excellent <input type="checkbox"/> Good <input type="checkbox"/> Neutral <input type="checkbox"/> Bad <input type="checkbox"/> Very bad
3. Did you use Sunsilk Shampoo anytime before?	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe
4. How was your experience in the Sunsilk Shampoo booth?	<input type="checkbox"/> Excellent <input type="checkbox"/> Good <input type="checkbox"/> Neutral <input type="checkbox"/> Bad <input type="checkbox"/> Very bad
5. Are you considering using Sunsilk Shampoo from now on? (After attending fair)	<input type="checkbox"/> Yes <input type="checkbox"/> No <input type="checkbox"/> Maybe
6. If not, why?	<input type="checkbox"/> <input type="checkbox"/>

