



Report on



Asiatic Events Marketing Limited



Report on  
Sisimpur & Bondhu Garage Project  
Of  
Asiatic Events Marketing Limited

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## Letter of transmittal

15<sup>th</sup> September, 2014

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**Subject: Submission of Internship report**

Dear Sir:

I would like to submit my report titled 'Asiatic Events Marketing Limited' prepared as a part of the requirement for BBA program of BRAC Business School.

I have successfully completed my internship program in AEML and I worked there as an intern for three months. Working on this report was a great learning experience for me as I got to learn the differences between practical and theoretical work. I hope you will find the report to be objective, systematic and reliable.

I would like to take this opportunity to thank you for all the support and guidelines that you have provided, which I hope to continue getting in the future. Meanwhile, I will be available if you have any query.

Sincerely yours,

Safayat Ibne Kowsar

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## **Acknowledgement**

At the beginning of preparing this report, I would like to convey gratitude to the Almighty Allah for his blessing in completing this report. This internship report is an accrual of many people's effort. For this, I am obliged to a number of people who helped me to organize this report and or their kind opinion, suggestions, instructions and support and appropriate guidelines for this. I have received endless support and guidance in preparation of this report from numerous sources. I would like to take this opportunity to thank them all.

First of all, I would like to thank my Internship Supervisor Feihan Ahsan, Lecturer II, BRAC University for his continuous guidance and assistance in preparation of this report. His invaluable advice has helped me a lot in writing this report. I am immensely thankful to him for the supports he has provided during my Internship period.

Next, I would also like to express heartfelt gratitude to my organizational supervisor at AMEL, Shoaeb Harun , Assistant Manager, Client Service. He directed me towards the right information and regularly reviewed my progress in preparation of this report. I would also express heartfelt gratitude Tashaffi Khan, project lead, sisimpur, who always supported me in all ups and downs throughout the internship period.

Their valuable contribution has facilitated the successful completion of this report to a great extent.

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## Executive summary

Below the line marketing activities becomes so complicated in twenty first century. For an agency the service quality is very important to satisfy its clients and delivering the service in the shortest possible time is another challenge.

Complication becomes so acute when an agency needs to deal with both of the client groups one is Social Client and Another one Corporate Client. Both of the groups have a distinguished set of complications in order to provide the service but Asiatic Events has managed over the year in the finest possible way to service its clients and that is why Asiatic Events is the Industry leader in Below the Marketing Agency.

AEML not only deals with the client, it also has some ventures that it needs to regulate. Sisimpur is one of the big social projects which regulate under AEML and making business plans for making it more popular. The idea of sisimpur is to educate the children of rural areas through fun.

Apart from those social causes, AEML works with many big projects of their corporate clients. Clients such as BATB, Grameenphone, Airtel, Unilever, HSBC etc. are main stakeholders of Asiatic. Bondhu Garage is one of the big projects they are working with.

The report gives an insight about the sisimpur branding and marketing strategy. It also covers the latest and most happening event of the year Bondhu Garage.



## Preface

Asiatic started its journey in 15<sup>th</sup> March 1966 as East Asiatic. It started servicing the generic business in the absence of brands (for instance-jute mills; they worked on a campaign to communicate the important role of jute mills in people's lives). After that they became Asiatic 3sixty in the later years of its operation and became one of the largest total marketing communication groups in Bangladesh and since its operation in 1967, Asiatic 3sixty (then East Asiatic) offered 360 degree marketing solutions to its multinational and local clients.

In 1996, Asiatic built an international partnership with J. Walter Thompson. Later in 2005, the agency was "re-lunched" by dropping the J. Walter Thompson in exchange for JWT. As being a part of the JWT family, oldest advertising agency in the world, it has pioneered many of the advertising innovations in Bangladesh. JWT, the fourth largest marketing communication agency in the world, has nearly 10,000 employees in more than 200 offices in over 90 countries, serving over 1,200 clients. Basically, this attachment transformed the marketing communication wing of Asiatic 3sixty and renamed it to Asiatic JWT.

The range of Asiatic services transcends the frontiers of advertising to cover Social Communication, Events, Public Relations, Corporate Relations, Direct Marketing, Formative Research, Media Planning and Management and Marketing and Product Planning. Asiatic JWT's role is to ensure that more people spend more time with its clients' brands and its purpose is to create ideas that people want to spend some more time with. They believe that the better the idea, the more time people will spend with it.





## **Asiatic 360**

The various concern of Asiatic 3sixty are:

### **Asiatic JWT**

This is the associate wing of the JWT worldwide in Bangladesh and shares creative support and other marketing communication related support from JWT worldwide since the multinational corporate client's base requires such associations with worldwide marketing agency. Under Asiatic JWT there are two main sub-functions.

### **Asiatic Marketing Communication Ltd. (AMCL)**

This is the wing that creates all the marketing communication material for the clients; the materials can be anything ranging to a banner print creative to a complete ATL advertisement. This wing mainly works with the ATL communication of the clients and provides all the creative support to all the other wings the coordination of which provides the client a 360-degree marketing solution. One of the major support requirements came from AEML itself as it needed all the creative materials of the clients for the BTL communication and Activation programs that it launched.

### **Asiatic Social Limited**

Social Marketing Communication wing of the Asiatic JWT that basically address social marketing and social issues and mainly works with various NGO's (Non-Governmental organization), the government and other social marketing companies to provide marketing solutions for social issues.

### **Group M**

This sub-function consists of three different departments namely: Asiatic Mindshare, Maxus and Media edge, all of which has only one basic function which extremely diversified itself in nature



and is very challenge: Media Buying. Media buying is the procurement of the best possible placement and price of a piece of media real estate within any given media. The main task of media buying lies within the negotiations of price and placement to ensure the best possible value can be secured.

### **Asiatic Events Marketing Limited**

This is the Below the Line Marketing solutions wing of Asiatic 3sixty and provides the best activation and BTL marketing solutions to its clients. I have completed my internship on this department, therefore, further description is providing in the report.

### **MRC-Mode**

This is the market research wing of Asiatic 3sixty and it designs research formats ad research methods to provide the client with all the important, relevant and desired information accurately and in a user friendly fashion which aids the clients decision making and program launch process.

### **Forethought PR**

This is sub unit that deals with public relation and media management. This department ensures that the right message is conveyed by the media and also helps in communications not through the traditional methods but through the publicity and management. This department keeps liaison with individuals and figureheads who play an important role in the society, whichever social strata they belong to and ensures that they communicate the right message through appearances, performances, etc.

### **Nayantara Communication**

This is audiovisual production unit and facility for the Asiatic 3sixty and creates all the audiovisual elements that the AMCL or AEML or any other department requires. They are the individuals who shoot, edit and create audiovisual presentation, which may be in the form of a drama, short film, etc. This department is also associated of Sesame Street Inc. in Bangladesh and communications educational videos and games in Bangladesh.



Along with these departments and sub units, Asiatic 3sixty also has 20 Miles, which is another audiovisual production house of Asiatic 3sixty and their own in house printer called the Moitree Printers.

## **Asiatic Events Marketing Limited**

Asiatic Events Marketing Limited is BTL marketing servicing and communication provider. It is a part of the Asiatic 3sixty but has its own individual operation and works independently within the group.

Asiatic Events Marketing Limited started its journey back in 1997. This was the era when suddenly there was a need of a BTL marketing, activation and communication platform with the experience individuals who can operate into this platform. Therefore, born out of necessity due to the highly complete business environment scenario, Asiatic Events and Marketing Ltd. Has were a pioneer in popularizing the concept of professional event management and marketing in Bangladesh. Being a part of the largest marketing communication group of company, which is the Asiatic 3sixty, it did not take AEML very long to establish itself as the best activation and BTL marketing and communication agency in Bangladesh.

### **The Vision Statement**

“Become the **Most Preferred** below the Line Marketing solution offer.”

### **The Mission Statement**

“Generate year on year sustainable growth whilst consistent customer satisfactions.”

The journey started during the time of Mini Cricket World Cup 1998 and since the journey is not smooth initially. There were major setbacks and AEML was become a loss making company during the year of 2002 to 2006 period. But everything turned around during the 2007 as there



were changes in management and better people were hired by the company to propel it to the top and since then, in its 16<sup>th</sup> years of operation, AEML now stands tall as the best in the business, unrivalled, unparalleled and indomitable. It has proven its worth to the client base and the goodwill is so solid that the client does not hesitate to pay premium for their services. AEML had proven track record in planning, designing and implementing wide range of activations and events on behalf of various consumers' brands of different multinational and local companies. And they have been extremely successful at it both its scale and quality for which the premium goodwill of the company which is "providing the best" has been strengthened further.

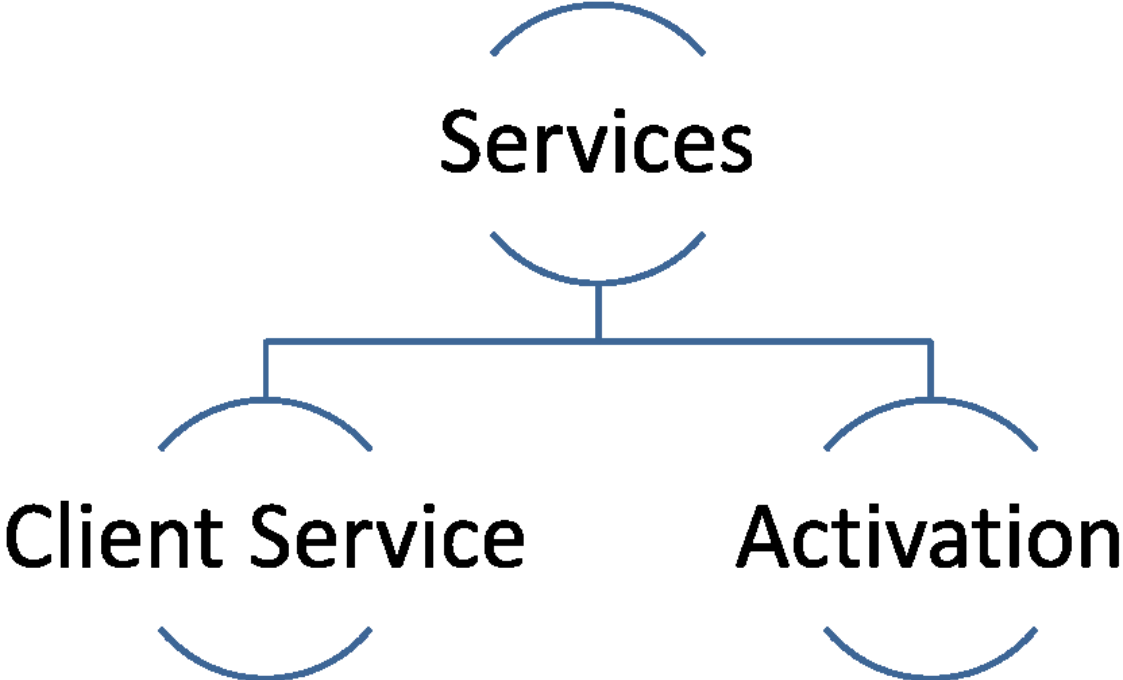
## Services

AEML is one of the leading BTL agencies in Bangladesh. They provide a 360 degree solution for business as well as support to doing business from root level. The core essence of marketing actually starts with its root customer base where AEML offers a versatile solution. They have the strongest B2B base where the leading companies are its stakeholders. Such as British American Tobacco Bangladesh, Unilever Bangladesh, HSBC, Standard Chartered, Grameenphone, Airtel Bangladesh, Nokia etc. Apart from these corporate clients they have United Nations bodies including the UNDP, UNFPA, UNICEF, World Bank, IDB clients from NGOs such as the Plan, Katalysist, IYCF, EngenderHealth, Embassies development programs from USAID, UKAID and the Bangladesh Government.

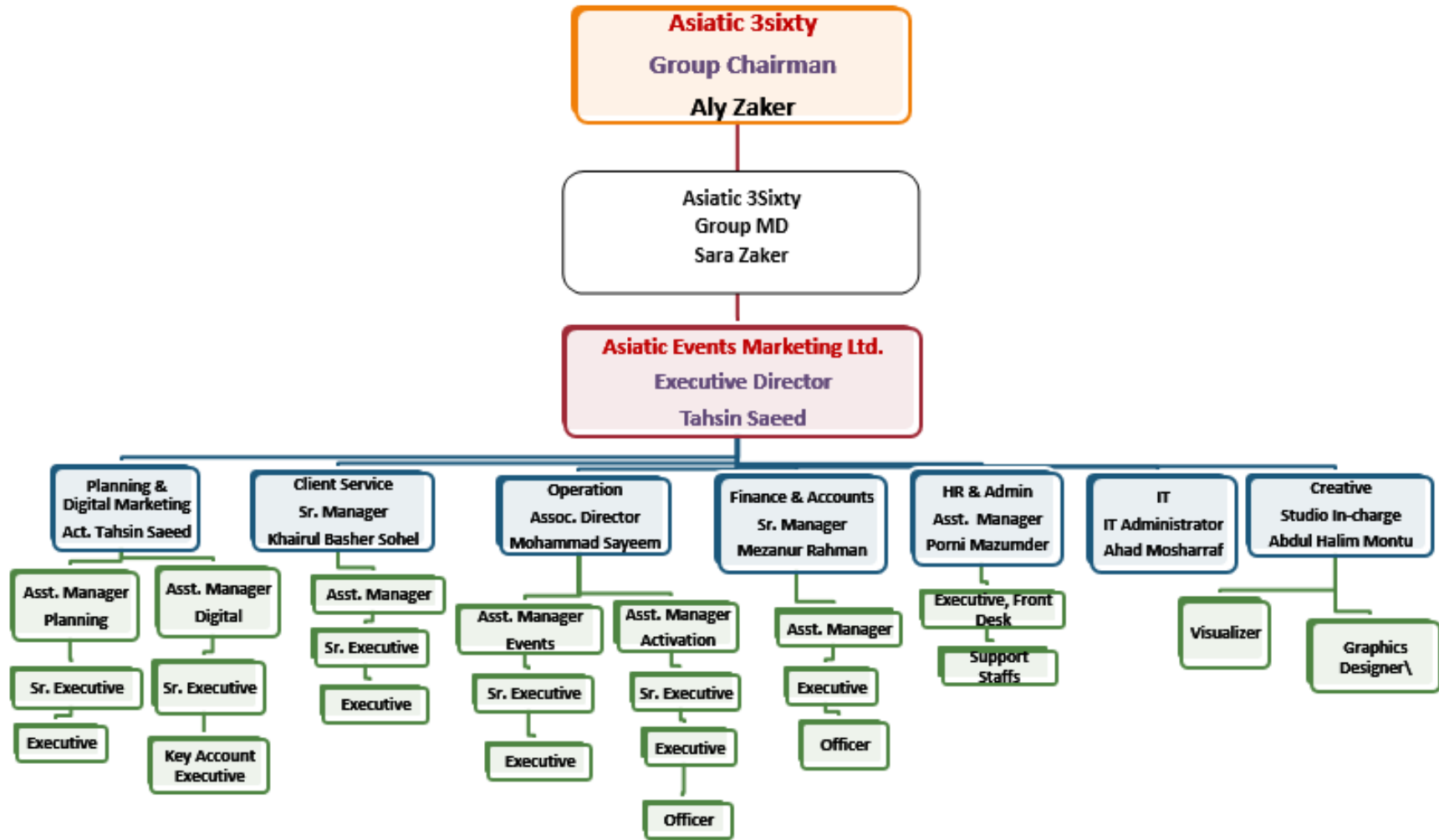
In term of service, they provide two types of service to their clients. One is Client Service where all the events and business plans are made and according to client demand they provide a solution. The solution driven activity start with the planning department and then goes to the client service department and then goes to the Operation department. This solution includes marketing plan, requirements, budgets and time frame to achieve the goal.



Another service they provide is “Activation”. This term is known as campaign or direct marketing. Usually activation is useful for the product based marketing. A team of enthusiastic people working with this activation activity. They are capable to go anywhere, any time and can reach the remote customer base.



**Operational organogram**



## Job Description

As an intern, I worked under two divisions. One is client service and another one is with operation department. Being on Client service department, my duties was to communication with the clients and manage third party vendor to get the job done. Simultaneously, I worked with the operation team where all the activity of marketing actually starts. I was assigned for the two projects. One is the Sisimpur where I asked to develop a business plan and another one is Bondhu Garage- a project by grameenphone.

## Specific responsibilities of the jobs

Normally Asiatic events at first get case brief from its client's majority of times in oral form then in written documents. Corporate Clients case brief is more presentation oriented and developed with its own communication and marketing team. The job responsibility covers

- Getting brief from clients
- Make a checklist for job to do
- Make a proposal
- Pitch the proposal to the clients
- Collect feedback and make negotiation
- Transfer it to the Operation department as per budget clearance
- Follow up the activity

## Critical observation and recommendation

The competition in the market is so high that everyone has to give their best to get any contract. My duties were much more supportive and not structured. I usually get instruction from my supervisor regarding clients demand and protocols. These days the job duties are not that much structure and do not have any specific duties. These have both positive and negative effects. Sometimes specific job duties can reduce the proper utilization of resource but can be helpful to



ensure the quality of the job. Else, undefined job duties can cause unexpected result and annihilation on jobs but sometimes it is good for organization if the resource used in proper way to get the job done.

What I feel, the organization's job duties should be defined and need more human resource to roll out the activity smoothly. Sometime the work pressure is so high that they need to outsource people to manage the situation.





## **Project Summary:**

To comply with academic requirement of getting theoretical knowledge, I applied in some institutions and from them AEML has offered me to do so. Reporting to the Manager, the internship period has been started since 13<sup>th</sup> June, 2014. During my internship period I worked with Sisimpur project for 1 month to develop a model for branding as well as the business plan and then I started working with the Bondhu Garage project. While working with these projects the divisional head gave me a brief of the functions of the units. As I got the chance to work practically here, so I would like to describe my contribution to AEML.

## **Objectives of the study:**

### **Primary Objective**

The primary objective of this report is to use the theoretical concepts of Marketing in practice which I have achieved through my studies from all courses as it is a requirement of BBA program of BRAC Business School.

### **Secondary Objective**

- To meet the terms with the entire business procedures
- To formulate a bridge between the theories and practical procedures of product distribution and operation.
- To be aware of the terms of Marketing that has been taught in the BRAC University
- To gain practical experiences and view the application of theoretical knowledge in the real life

### **Methodology:**

This report has been prepared on the basis of experience gathered during the period of internship. At first the topic and research objectives were selected and I collected data regarding the report.



## Sources of Data:

Sources of data were collected through two segments. I) Primary and ii) Secondary Data

Primary Sources of data were

- Practical desk work
- Conversation with the employees
- Conversation with the clients
- Appropriate file study as provided by the concern
- Personal experience gained by visiting & working with different people

Secondary Sources of data were

- Annual reports of AEML
- Different “Procedure Manual” published by the AEML
- Publications obtained from different libraries and from the internet.

## Limitation of the Report

During preparing the report I had to face some problems and those problems were:

One of the major limitations is the shortage of internship period. Since three month is not enough to know everything of a department I could not apply all my theoretical knowledge. The data and information related to the topic was not easily available. Supply of more practical and up to date data was another shortcoming. Many employees have not been interviewed as they are whole day busy with their Works.

## Chapter 1

### Sisimpur- The mesmerizing world of muppets



## **Sisimpur - The mesmerizing world of muppets**

Sisimpur is the Bangladeshi adaptation of Sesame Street, designed to meet the learning needs of 3 to 6 year olds across social classes and different region of the country. With a curriculum defined by Bangladeshi educator, the series emphasizes not only literacy, math and science but also helps foster values such as self-respect, empathy and cooperation. Other key objective include improving educational opportunities for young girls, promoting good nutrition, hygiene and safety and encouraging appreciation of the shared cultural heritage of diverse segment of Bangladeshi society. Sisimpur will air the latest season this year. The program air on BTV at 9:05 am on Friday and also air in desh tv.

The goal of this program is to educate the children. Recently, an intense interview session carried out with children, to know about their interest and span of knowledge. Most of the people are not watching BTV and have a mindset that this Sisimpur is a show for the poor. The goal redefined that the program is for universal audience.

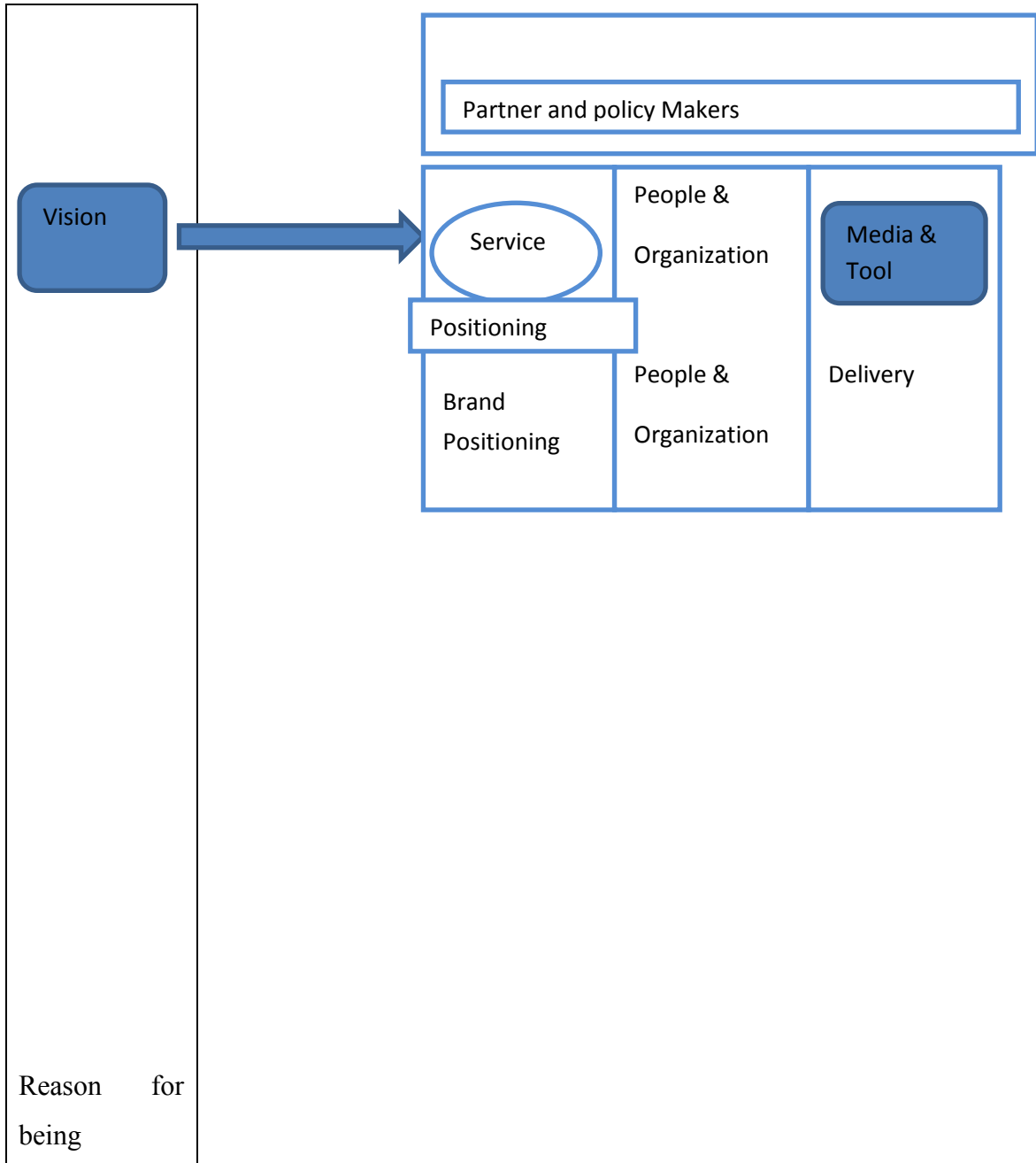
### **1.1 Brand Building Model:**

Sisimpur should adopt a brand building model for endurance and the model will comprise 5 key components:

- Reason for being
- Brand proposition
- People & Organization
- Delivery
- Stakeholder (partner & policy makers) involvement



Given below is the brand building model of Sisimpur:



## 1.2 The reason for being

The vision statement conceptualization this component of the model. The vision of Sisimpur will be to “Prepare children to reach their highest potential by establishing Sisimpur as the leading children brand in country”. The derived objective from this vision is to “Equip target group with necessary life skills in formative stage to provide them with the head start in future life and bring in the conviction of the strategic segments on the outcome of Sisimpur”.

## 1.3 Brand Proposition:

The brand proposition of Sisimpur will consist of three main components:

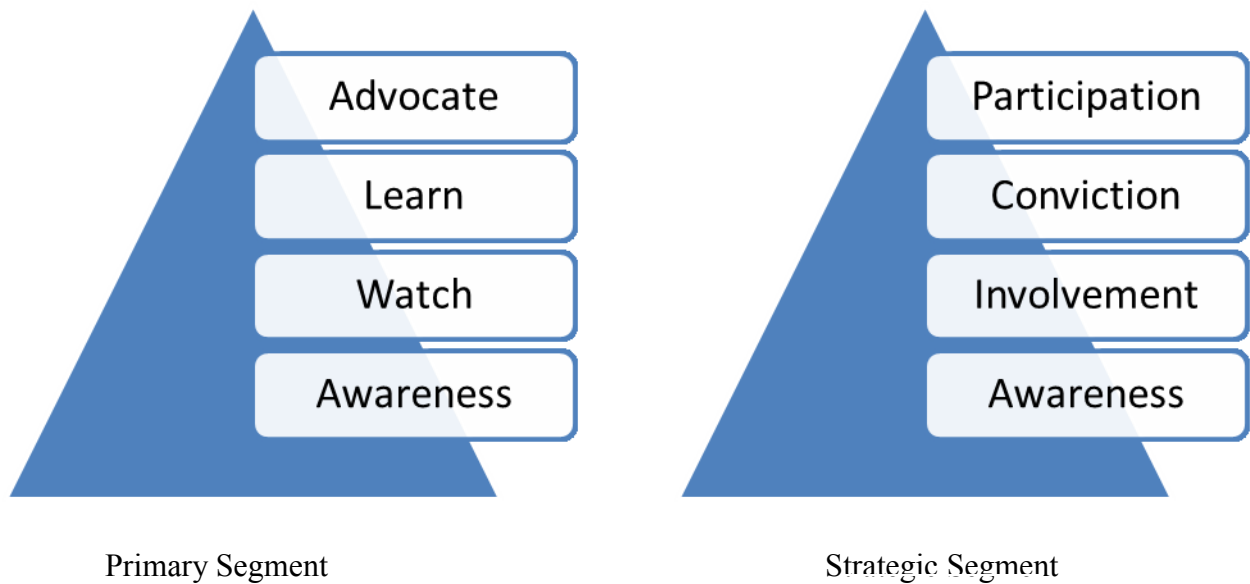
### **Proposition:**

A well thought brand positioning provided a clear direction on what a brand is all about and its uniqueness; thus stating why a consumer should purchase the brand. Clear positioning also help marketers to develop a sound marketing strategy for the brand. According to Kotler et. Al. (2006) brand positioning is the “act of designing the company’s offer and image so that it occupies a distinct and valued place in the target consumer’s mind” (cited in Keller, 2008:98). Temporal (2002) suggested 13 positioning strategies that can be used on their own or in combination to establish a powerful position. Those strategies are features and attributes, benefits, problem-solution, competition, corporate identity, usages occasion/time/application, target user, aspiration, causes, value, emotion, personality and claiming number one. However, however, Chaffey et al. (2009) emphasized on three main variables for differentiation- price, product and relationship building service. Whatever strategy is adopted, a good positioning will help the company to place the brand in the hearts of million consumers by appealing to the rational and emotional aspects of their mind scape.

Key objective of positioning strategy is to define target consumers. Here the target is defined as below:

- Primary Target: 3-6 yr old
- Strategic Target: Policy makers

Each target segment should experience a journey through respective deposition funnel:



Another important role of positioning strategy is to defining and communicating the competitive frame of reference (i.e. with which produce or sets of products does the brand compete). As there is no other structured educational brand available in Bangladesh right now, therefore Sisimpur should always present itself (through PR and Communication) as the only for preprimary education need.

## 1.4 Personality

A favorable brand personality needs to be infused as it increases:

- Consumer preference and usage
- Increase emotions in consumers
- Increase levels of trust and loyalty
- Provide a basis for product differentiation

The brand personality dimension corresponds to the “big five” human personality structure developed by Norman (1963) and includes:

| Personality Structure | Typified by the Traits               |
|-----------------------|--------------------------------------|
| Sincerity             | Wholesome, down-to-earth, and honest |
| Excitement            | Daring, imaginative, and exciting    |
| Competence            | Intelligent, secure, and confident   |
| Sophistication        | Glamorous, smooth, and charming      |
| Ruggedness            | Strong, masculine, and western       |

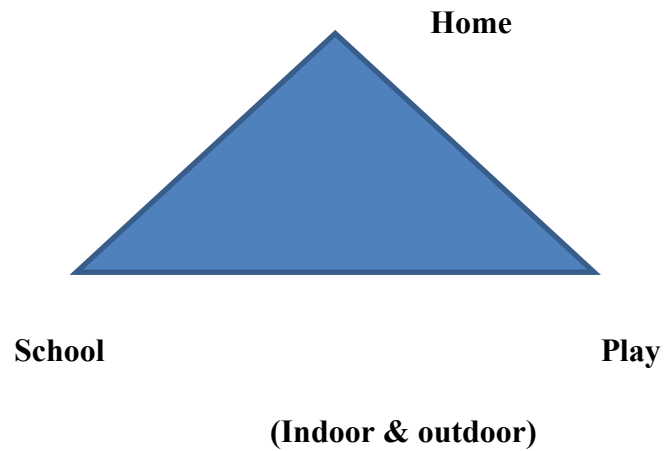
Sisimpur should establish itself as SINCERE, EXCITING and COMPETENT brand that aims to help children reach their highest potential.

## 1.5 Service:

Sisimpur will be a brand with educational content that will be delivered through three brand touch point-







Touch point will be used to deliver controls in most appropriate form to provide preprimary education in the areas of:

- Fundamental skills
- Health, Hygiene, Nutrition and Safety
- Respect, Understanding, Tolerance and Diversity
- Family, Community and Social Relations
- Environment

### **1.6 People and Organization:**

Having the most ‘compelling identity’ with ‘right set of people’ will be the key to success going forward.

- Establish corporate identity as ‘Sisimpur’
- A strong marketing team has to be at the heart of the organization who will
  - Identify market need
  - Mobilize E&R to develop relevant content



- Deploy production team to convert into output
- Finally, sale the output to maximize benefit of relevant TG
- Set up an image as the expert in developing and preprimary education content.

**Service:**

Sisimpur service outputs will be delivered through both offline (Brick & Mortar) and online (Space) form:

| SPACE   | BRICK & MORTAR   |
|---|--|
| <b>TV PROGRAM MAINSTREAM</b><br><br><b>(BTV &amp; C-S) WEBSITE COMMUNITY</b><br><br><b>RADIO MOBILE CONTENT</b> | Merchandising DVD (with subtitle) Events<br>(Fair, School Activation, MFU) Newspaper<br>content Academic content Theme Park. |

Main service outputs have to be built on self-sustainable platforms based on partnership/sponsorship. However, some tactical revenue generation activities will be carried out to finance a portion of overhead.

| SERVICES                              | PRIMARY OBJECTIVE                                       | SOURCE                |
|---------------------------------------|---|-----------------------|
| TV program- main Stream (BTV and C&S) | A self-sustainable ‘education’ platform                 | Sponsorship           |
| TV program- Alternative               | A self-sustainable ‘ education’ platform on occasional  | Sponsorship           |
| Events                                | Fund generation   | Ticket/Service charge |
| Activation                            | Reach the under privileged                              | Sponsorship           |
| Website                               | A self-sustainable ‘awareness’ and ‘education’ platform | Sponsorship           |



|                  |   |                |
|------------------|---|----------------|
| Community Radio  | Reach parents (housewives mainly).<br>Also entertainment for TG     | Sponsorship    |
| Mobile Content   | Reach parents   | Service charge |
| Merchandising    | Fund generation   | Sales          |
| DVD              | Fund generation and 'education'                                     | Sales          |
| Academic Content | Be part of the mainstream academic system to support GOB initiative | GOB/Donor      |

**1.7 Stakeholder Involvement:**

Sisimpur stakeholders are divided as 'partners' and 'policy makers':

- Partners are local and multinational corporate houses, donors and NGOs who will be part of this 'good cause'. They will be always termed as 'partner' not 'sponsor' or any other business terms.
- Policy Maker is different government department and ministry officials who deal with preprimary education (PPE) and who should have clear conviction about the capability of Sisimpur as the most competent solution to PPE. Policy makers should be an integral part of the whole organization to ensure best mileage.

**Execution:**

This part will detail out how each of the strategic, parameters will be applied to make the execution plan of the project.

**1.8 People and Organizational Strategy:**

**1.8.1 Redefined Organizational Structure:**

Business plan execution should start with setting up the new organizational identity and installing the new organogram. After that the new team will own and drive the platforms. This will ensure smooth uninterrupted roll out of the plan. As the new approaches will be a drastic



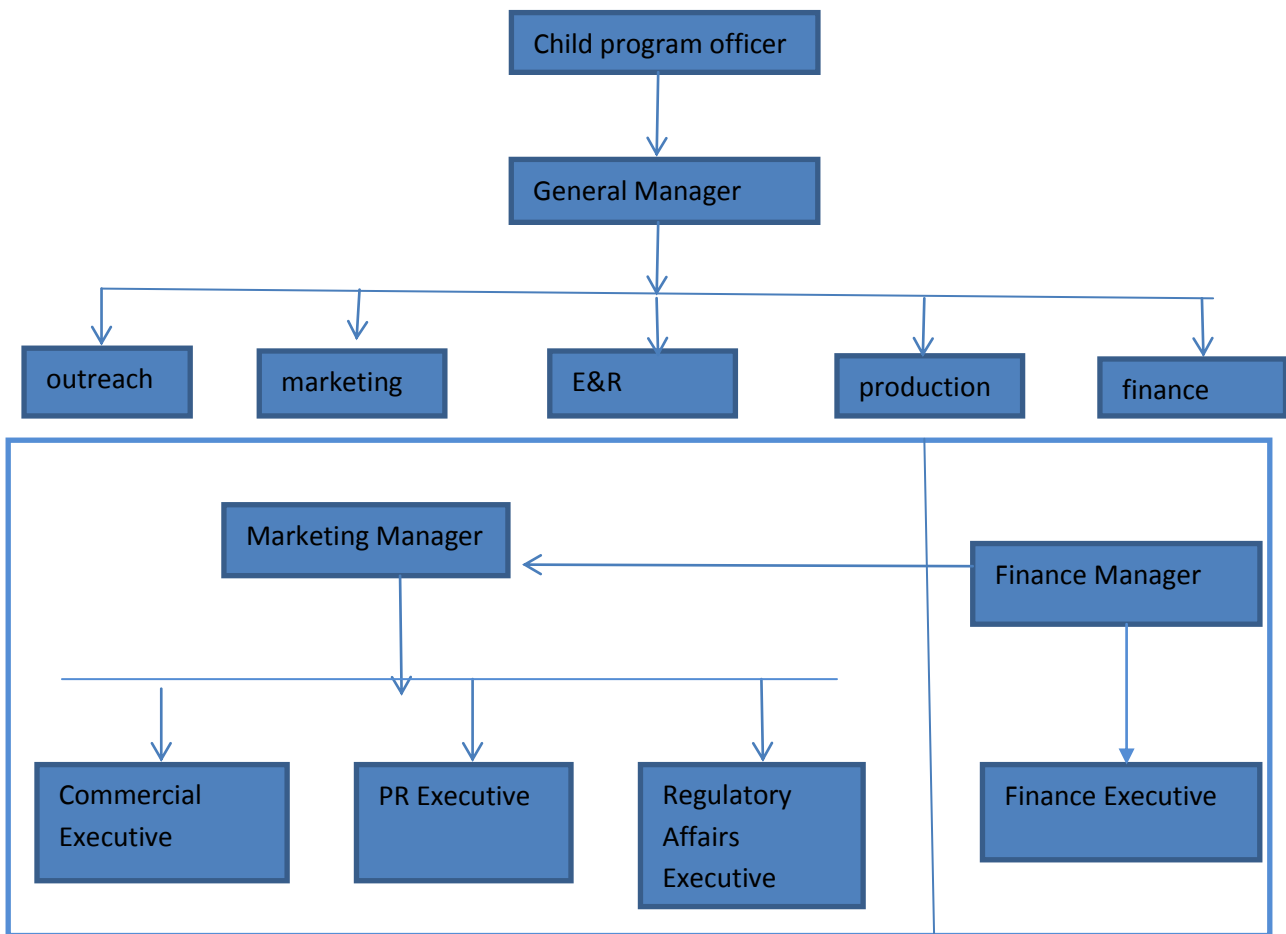
shift from the existing way of practice, hence the existing team need to go through a change management process to ensure better moral.

A new independent company SISIMPUR will be set up and all activities will be carried out from the banner of this organization. This organization will present itself as the expert in developing and delivering preprimary educational content. It will have 5 key departments:

- Marketing
- Production
- Outreach
- E&R
- Finance

**E&R**, Outreach and Production will have existing structure. Marketing will be complete new addition the structure. Also this plan proposes a specified Finance department to drive the case flow and cost benefit with utmost professionalism. Under the suggested activities of the business plan, following will be the proposed team structure. Here only marketing and finance head documents are mentioned, as E&R, Production and outreach will have existing structure.





### 1.9 Change Management Process:

Change management is not a stand-alone process for designing a business solution. Change management is the processes, tools and techniques for managing the people- side of change. However, it's not a stand-alone technique for improving organizational performance. Change management is a method for reducing and managing resistance to change when implementing process, technology or organizational change. Chief Operating Officer should drive the change management within the existing team. Steps of change management process are given below:

- Communication Planning- How and when the team will be informed about the upcoming changes
- On boarding- Brief the whole team about the new way of working. It has to done off-campus and in a fun loving environment through game and workshop modality. It will end within commitment sharing from each. Also the whole team will need to go through a training (mock presentation) to cope with new way of working.
- Resistance management: Once the project is rolled out, keep regular communication flow between COD and every individual of the team. Anyone finding it difficult to cope, will go through proper counseling and follow up
- Celebrating and recognizing success: Highlight achievements and congregate for team celebration. This will ensure better bonding among the team members.

### **1.10 Brand Guideline:**

A brand guide line will be prepared which will be agreed between Sesame Street NY and Sisimpur Bangladesh. Any future activity will refer back to it. Key contents of the brand guideline will be:

- Background (Vision/Mission/Objective of Sisimpur)
- Brand strategy (Target consumer, brand authorship template, brand personality)
- Brand content (Communication platforms for consumer engagement)
- Brand expression (Guideline for consumer communication across touch points)
- Brand Metrics (Evaluation of Effectiveness of communication with consumers)

#### **1.10.1 The reason for being**

An awareness campaigning will be carried out to clarify ‘reason for being’ of Sisimpur. The campaign can be carried out by creating a media partnership with leading Bengali and English print media and electronic media. ATL media will be used to communicate the Vision Message. Sisimpur Team will provide creative and content of the communication and partners will publish free of cost. The partner (print) will be benefitted from the free content delivery for kids season :



cartoon strip, academic lessons, suggestion for parents etc. and electronic media will be offered partnership for the alternative show (discussed later)

**Delivery:**

The key media deliverables are:

| SPACE  | BRICK & MORTAR  |
|--|---|
| TV PROGRAM<br><br>MAINSTREAM (BTC & C-S)<br><br>TVPROGRAM- ALTERNATIVE SHOW<br>WEBSITE COMMUNITY RADIO MOBILE<br>CONTENT | Merchandising DVD (with subtitle) Events<br>(Fair, School alternation, MFU) Newspaper<br>content Theme Park |

**1.10.2 TV Program:**

State owned Telestial channel BTV will be the key channel because of its national level reach. Following are different options to deal with cost components for telecast at BTV:

**Option 1:** This option involves most cost as it will need 100% new production. This expenditure will be availed through partnership will relevant corporate houses. Following are few options to offer to them in exchange. Marketing team to negotiate depending on the situation.

- Partners' Block- Show the name of partners at the end of the program.
- Advertising

**Option A:** Show the partner advertising prior to the start of the show and just after it ends. This will ensure uninterrupted airing of the main program.

**Option B:** Specially made TVC of partners which can be showed in the middle of the program. However, these TVCs will not be regular TVCs of partners. Create some cartoon character who will have scripts and set which have Sisimpur TG relevant message and look/feel. Filming of these TVCs can be done in 20Miles studio.



**Option C:** Air regular TVCs of partners

### **1.10.3 Corporate communication of partners:**

Partner can use logo of Sisimpur in their corporate communication. Tone of the communication will not be to endorse the company, rather to communicate their active support in developing better citizen for future

**Option 2:** 50% new production and rest 50% to be used from existing stock. Take corporate partners to fund the cost of production. Partners will be offered the above mentioned mileages in exchange. Again marketing team to prudently decide how much benefit to offer.

**Option 3:** Repack 80% to eliminate production cost drastically. Cost of rest 20% can be sourced through merchandising sales.

### **1.10.4 TV program- Alternative Show:**

The popularity of sisimpur will be utilized to come up with special occasion tv programs.

**Concept:** All the TV channels observe special occasions (i.e. Eid ul fiter, Eid ul Azha, Bengali new year, Mother's day, Father's day, Earth Day) and telecast special programs. Special episode of Sisimpur will be developed with a differentiated story and name. Only one muppet will be used to minimize cost. For example: a program concept of earth day could be- *Tuktuk Gelo Pahare Tuktuk goes to hill with a family. This family is looking for the retreat from the hot and humid city life which has lost all greenery due to urbanization*



### 1.10.5 Community Radio:

The community radio will be utilized to reach deep rural areas where tv penetration is low.

**Concept:** TVs are rare in poverty prone outskirts rural areas. However radio is widely available in those areas. Moreover use of radio in phone devises are gaining popularity even among this segment. Radio based drama will be scripted with Sisimpur Characters with the similar message of TV program . However some door-to-door awareness campaign is needed to 'convince parents about the benefit of Sisimpur –thus ensuring listening by their kids

**Benefit:** Backward underprivileged population will penetrated with most convenient tool, which is also cost effective.

**Source of Fund:** Partnership will be carried out with community radio for free air time. And project based partnership with corporates or donors can be carried out for scripting and recording

### 1.10.6 FM Radio:

FM radio will be used for brand content diversification and connote fun with the brand name.

**Concept:** FM radio program will be different than TV programs. Rather than pure educational content, it will contain TG relevant songs and storytelling. Airing time will be at noon when usually kids go to nap.

**Benefit:** Use of inexpensive, yet very effective and popular production items (story telling) to disseminate message to the TG

**Source of Fund:** Partnership will be carried out with FM radio for free air time. And project based partnership with corporates or donors can be carried out for scripting and recording

### 1.10.6 Mobile Content:

Mobile content will enable close attachment with strategic segment (parents)

**Concept:** Children are often attracted to cell phone. And considering high penetration of cell phone in Bangladesh, it can be used as an alternative tool to create intimacy with primary and strategic TG. Use of wallpaper and ringtone with Sisimpur songs can be a popular source of revenue.

**Benefit:** Ring tone and wall paper will give constant reminder to the parents about the brand. Also the output can be easily extracted from the ongoing production work of Sisimpur without incurring any cost.

**Source of Fund:** It's a revenue generating activities, though the revenue amount will be negligible.

### 1.10.7 Website:

Website will drive awareness and disseminate the core message of Sisimpur to the parents and Policy-maker. The children will get access to the relevant content with the help of their parents.

**Concept:** Internet is popular with the urban parents and children are naturally attracted to computers. Information provided by the website will build awareness about the Sisimpur. An interactive, dynamic website will be built to provide information and to engage the children actively with the contents of Sisimpur. Registration will be needed to use the contents of the website- the database can be used for the activation and events.

**Benefit:** The activity of the website will enable the kids to learn basic life skills. Also information about the upcoming events and contents will be available for the benefit of the parents.

**Source of fund:** Proceeds from merchandising sales.



### 1.10.8 Merchandising and DVD:

Merchandising and DVD will be a key revenue driver in medium to long term. Different items attractive to the TG will be made under the Sisimpur brand and sold. Initially (first 5 years) price of merchandising will be at higher end to ensure limited but controlled distribution to enable smooth distribution channel set up and to gain confidence through counterfeit management. However, from 6th year onward, merchandising pricing should go down and price should be set to capture the mass market. Based on the initial learning and sales progress, team will have to decide if they want to propose price repositioning.

- Continuous monitoring will be the key to counterfeit management. Besides some initiatives can be taken to prevent people from making and buying counterfeit items:
- Awareness program through news paper
- Law enforcement using police and RAB. RAB has a separate counterfeit unit now. Random raids based on intelligence report.
- Each item will come in a package with hologram sticker that will give reminder which one is original. Also a theme sticker will be with the package. Theme **COW**, sticker design will continuously change to monitor fake/original item.
- Anyone buying a Sisimpur merchandising will fill up a data card. Later on selected kids (lottery) will be invited in Sisimpur filming and special events. This will be communicated in awareness campaign through newspaper.

### 1.10.9 Events:

"Sisimpur meta" will be organized during weekends in relevant cities around the year

#### Concept:

- It will be a weekend theme park
- Regular, personalized experience based event for the target group.
- Tone of the event will be educational to absorb TG through active participation
- Event will be organized in 7 divisional cities: 42 events in Dhaka, 10 Outside Dhaka



- Event entry fee will be source of revenue (Tk 200 per kid and parents will have free entry)
- Outreach team to take the lead to drive the initiative
- Beside educational content, these events will be another distribution channel for Sisimpur merchandising and DVDs

**Source of Fund:** Corporate partners will be taken onboard to raise the fund for fixed investment. In return they will have exposure in event field and exposure in media as event partner. Event communication will be done through media partnership

#### **1.10.10 School Activation:**

A small replica of previously mentioned event can be used for paid school activation.

**Concept:** It will not be as big as the previous event. It will have a modular set which will contain game booth, screening booth and photo stand. There will be two approach to it:

**Approach 1:** Schools can rent by itself for annual program

**Approach 2:** Different corporate can rent the set up and content (however Sisimpur team to drive activity) as a part of their school activation. However the corporate brand will not get the chance to over shadow Sisimpur activity here- the GM will provide the guideline in consultation with Sesame Street.

#### **1.10.11 Newspaper content:**

Key objective is to provide partner benefit to newspapers and at the same time use the newspaper readership to reach mass level.

#### **1.10.12 Stakeholders Involvement:**

Any local or multinational corporate, NGO, Donor, media or GOB can be a partner. Priority for



partner search will be given to corporate sector. Instead of 1 partner, a group of 3 or 4 non conflicting corporates can be approached to form a consortium and fund. Partners should be approached with the long term social business concept (refer to strategy part) first. Offer will be to own the following platforms for 3 year and in exchange fund for production, airing and E&R, outreach activity

- TV Program Mainstream(BTV & C-S)
- TV Program- Alternative Shows
- Website
- Radio (community and FM)
- Events

### **1.11 Analysis on Sisimpur Project:**

Sisimpur project is one of the successful projects by AEML. The target group for this brand is from rural area and is not easy to access. With the help of media coverage and undergoing through many events, Sisimpur comes to this stage. The authority wants to redeem it to beyond and want to achieve a superior goal. To achieve that goal a perfect business plan and solid branding is essential. The study hopefully reflect the goal of this projects.

### **1.12 My involvement on that project:**

Under supervision of my supervisor Tashaffi Khan, Project Lead, Sisimpur, I came to know about its actual scenario. This project came through many obstacles and problems. On that stage I was asked to develop a branding model for sisimpur to make it more popular and accessible.

I collected a draft regarding branding model of sisimpur and developed some ideas to make it more popular in rural area.



## Chapter 2

### Bondhu Garage

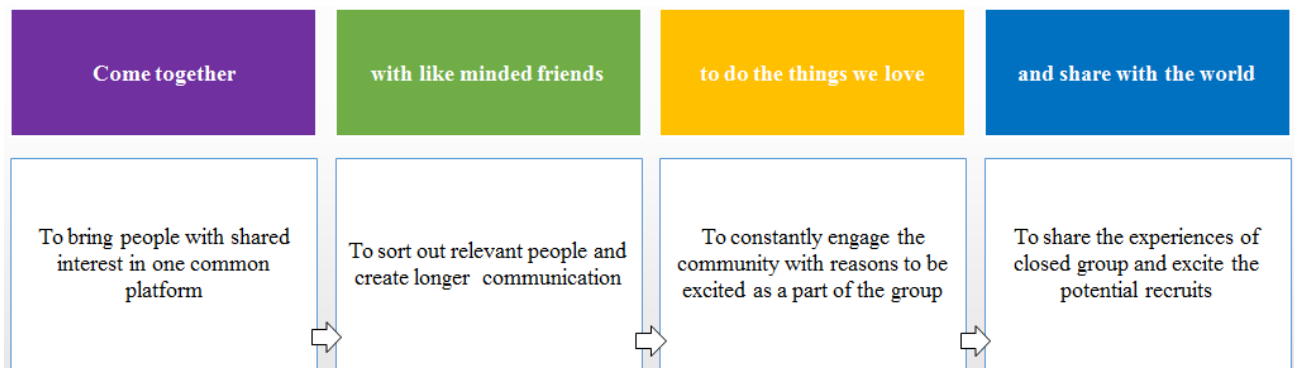


## 2.1 Bondhu Garage

Bondhu Garage is an online community initiated by grameenphone and developed by AEML where the target group is involved in various activities of present day's interest. The platform actually matches with the present day life style of the youth. They would like to introduce Bondhu Garage as a platform to constantly engage youth with different activities, both in on-line and offline. Under bondhu garage platform, they will do different types of lifestyle activities; provide benefits and rewards which will stimulate usage.

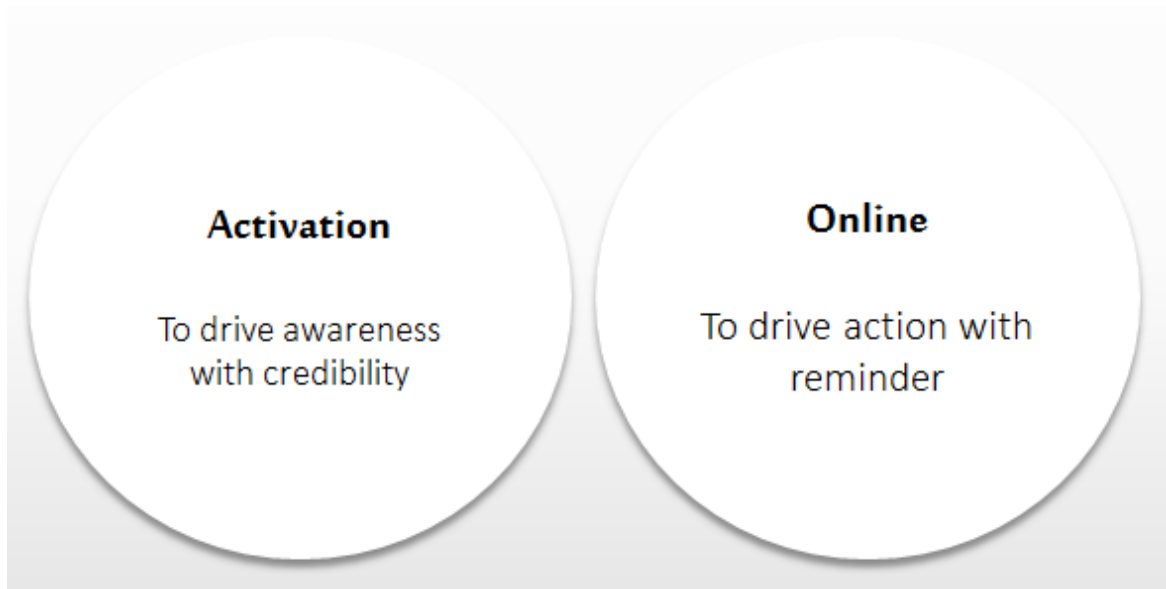
The target group is 18 to 26 years old people those are the core youth group with versatile mindset and lifestyle. Grameenphone have a long term business plan with that bondhu garage platform. The journey started at 11<sup>th</sup> July with the target of making 3 lac member for the garage within 6 months. Bondhu garage contains a Facebook page, one closed group and one website. By this online platform it actually communicates with the garage member. User needs to sign up to get into this group. We provide many offers and facilities to this group member.

## 2.2 Strategic Approach:



To bring people in a common platform is the dictum of this project. Bondhu garage are collecting members from 40 universities throughout the country. By activation and student involvement, BG collects member from different universities. Although, they have an online sign

up system, where any one (between 18-26 years) can sign up for that group. The group is very happening and interactive.



### 2.3 Facebook page & Group:

The Facebook page and closed group are actually the medium of communication. The page gives

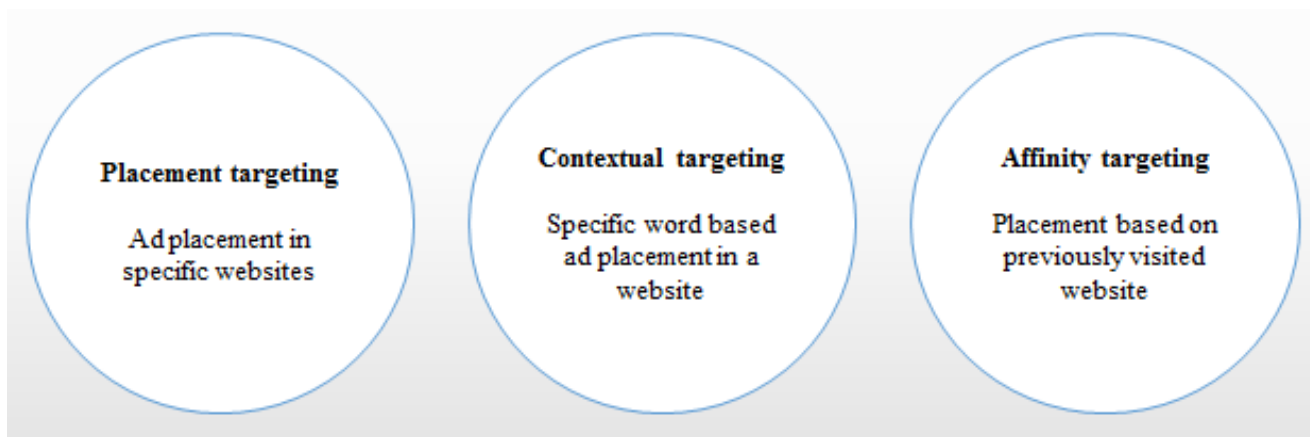
- A glimpse of what happens inside the closed group
- Ensures spill over impact on TG
- Place of leveraging the community activities

Promotional activities are also run on that page. Campus based targeted promotion from Bondhu Garage Facebook page during start up activation. In a easy way, it's a paid add promotion to the targeted people. For example: Bondhu Garage wants to run its activation campaign at BRACU on 16<sup>th</sup> September, 2014. So it will run ad campaign 4 days before for BRAC University students. Through **search ad campaign** different terms related with targeted interest areas will be incorporated so that people are directed to Bondhu Garage communication.



## 2.4 GDN (Google Display Network)

GDN is a term use for digital marketing. As the Bondhu Garage is a online based project, so the marketing activity are done over the online platform. GDN is commonly known as Google ad or “Ads by Google”. This is also a targeted ad campaign where AMEL will pay based on online ad impression or ad showcase.



## 2.5 Involvement of the Group:

They are organizing several events to ensure involvement of the garage members. Small events will be conducted in a month to keep our bondhus active all the time. Big Events for every interest Area will be held for giving our Bondhu garage fans the special feeling for being part of it. They have a plan to roll out 15 big events for the garage member. Already 1 big events successfully done under my supervision titled “FOODBALL- a coed football tourney & cart festival”. Two more events are on the pipeline. One will be on the 20<sup>th</sup> September 2014 and 3<sup>rd</sup> one will be on 27<sup>th</sup> September 2014. These events are more involving and exclusively dedicated for the Bondhu Garage Members.

Apart from events, they offer exciting facilities for the different interest group. Such as

### **2.5.1 Cycling:**

- Free servicing facility at Cafecyclist ,Cyclehub, Saraikhana, Redloop
- First access to new stock
- First ever look by Bondhu
- Model specific discount
- Accessories - water bottle, helmet, bottle cage
- Discount

### **2.5.2 Gaming:**

- Gaming event :New game launch
- Pre-order new games with discount & Combo pack (New game + Old game)
- New gaming device such as Oculus rift
- Gaming café

### **2.5.3 Sports:**

- Sports café concept – match screening, gaming with complementary gifts
- Sports gear – Original merchandise at actual price
- Players' gears free / Player autographed merchandises

### **2.5.4 Technology & Gadget:**

- First to review the latest released devices i.e. Samsung Galaxy S6 or Sphero 2
- Purchase and get accessories
- Points to redeem – to buy products

### **2.5.5 Photography**

Once a consumer buys a camera s/he will be registered for a Photography 101 course by a renowned photographer.

## 2.6 Partnership mechanism

- A dedicated partner management team work with potential partners and create the partnership
- High value – lounges and cafes(Smoke, h2o, floor6, kozmo, grillhouse, cofi11, roll express)
- Average value – carts(Wow burger, naga inc., gyro, crepe momo, awesome burger)
- Branding and endorsement in relevant communication

## 2.7 Analysis on Bondhu Garage Project:

The Bondhu Garage project is a long term and one of the big projects of grameenphone. They invested hell lot of money to just build an online group. For sure, they have a bigger plan rather than only this type of involvement. They will promote their “Bondhu” package on that group. However, AEML is currently handling all the activity such as gathering members, cracking deals with partner, planning and organizing events, activation, promotion, public relation etc of this project.

## 2.8 My Involvement in Bondhu Garage:

I am one of the key resources for that project. So I was involve with many activities of Bondhu garage. Such as

- For Universities activation, they needed the campus permission to roll out the activation campaign, so I was there to take permission from some of those Universities.
- I had to look over the client’s protocol and policy to roll out any activity



- I had to train up Brand Promoter for Bondhu Garage so that they can transfer the correct brand essence to the consumer
- I went for field visit to supervise the Bondhu Garage team, so that they could perform smoothly
- Managing third party vendor for any events and give them brief regarding events and requirements.
- Roll out a full event ( Football- held on 5<sup>th</sup> September,2014 at banani model school field)
- Taking part in the meeting and present the overall report regarding my activity and plans.

## Recommendation

While doing my internship at Asiatic Events Marketing Limited, I observed the whole working process of the unit and came up with some recommendations which I would like to include and they are-

- There should be facility of more training programs so that the employees get more knowledge.
- There is less scope of promotions of the employees, so I think the scope of getting promotions should be increased in order to motivate employees.
- AMEL has very less number of CSR activities, so I think they should increase their CSR activities. It would not only be beneficial to the people of the country but also for the company itself.
- AEML should offer transportation facilities to its employees as many employees come from far away.
- The working hour is from 10:30 am to 6:30 pm but it often exceeds because of work pressure. To avoid this is necessary.
- While working here I also observed that the employees got their bonus late which can make the employees unhappy. So the employees should get their bonus in time.

## Conclusion:

AEML is the biggest BTL agency which runs under the supervision of Ali Zaker. Its stakeholders and achievement list mesmerized me. The Experience I gained during my internship period was very valuable. Working with an international brand like sesame street and Telenor have been a life changing experience for me. For this report, rather than marketing terms, I had to learn about child psychology, media script etc. as well. I had to watch many episodes of sisimpur and Sesame Street to make this business model which was a great pleasure for me. For the bondhu garage project I had to travel a lot. I cover almost five regions with the bondhu garage team for that campus activation. All these experiences are a pleasure to me. I learned a lot about practical ideas and business policies which I can relate to my academic learnings. All this knowledge that I have gained by working three months, I can surely carry for the rest of my career.

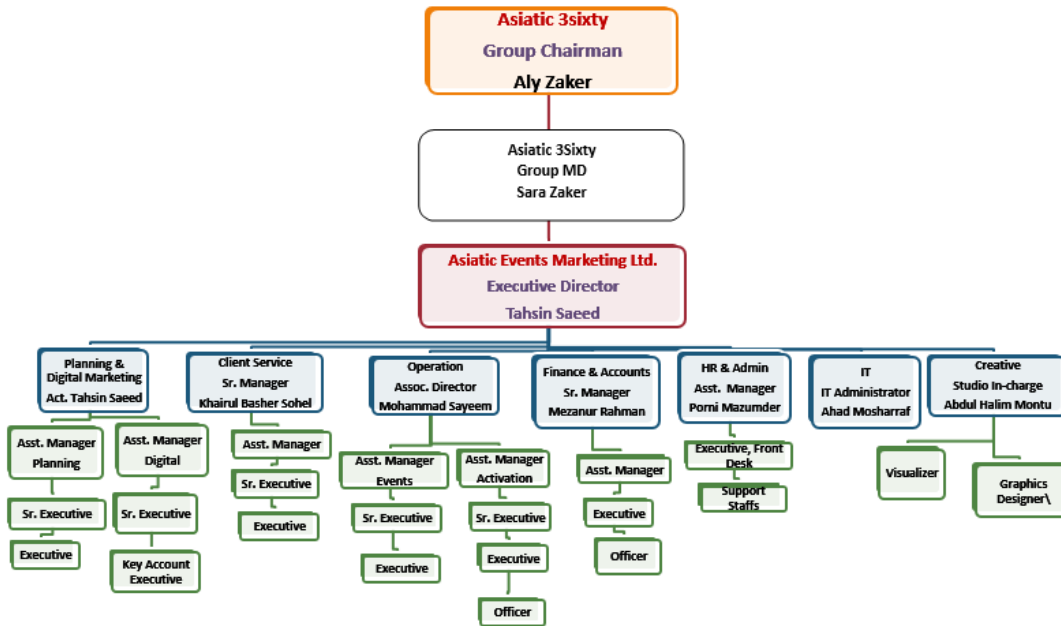


## References:

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2. Sisimpur- A report on Aspects and Future
3. AEML archive data
4. [www.bondhugarage.club](http://www.bondhugarage.club)
5. [www.asiatic360.com](http://www.asiatic360.com)

# Appendix

Organogram:



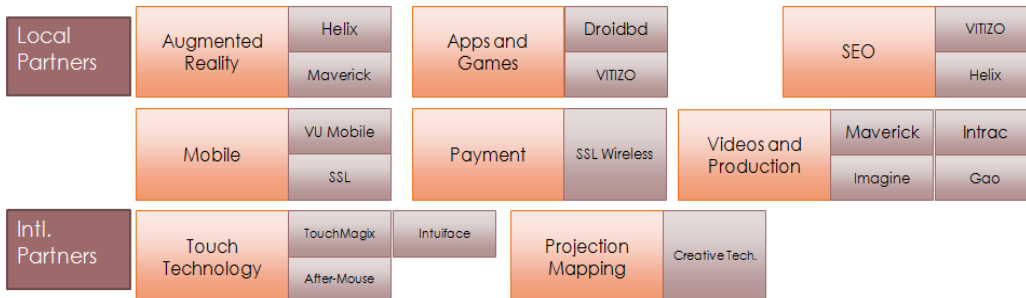
Asiatic EXP:

**Asiatic EXP**  
Full service Digital Agency Part of Asiatic 360 Group

### Executed Internally

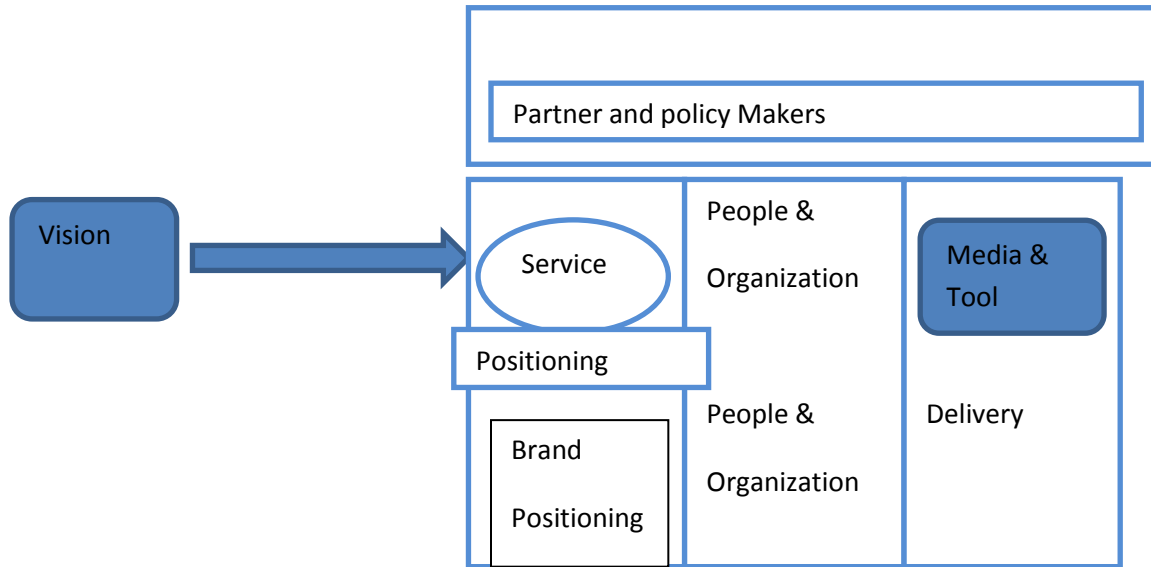


### Executed through Vendor Network





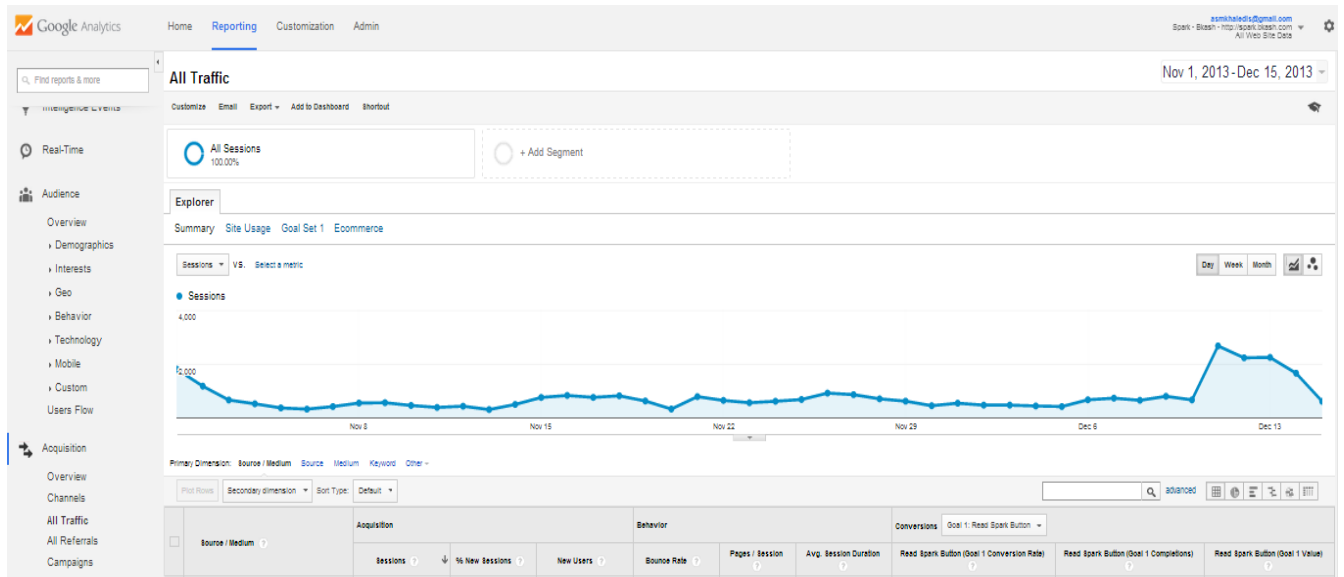
Brand Building Model:



Finance Overhead of Sisimpur:

| SERVICES                              | PRIMARY OBJECTIVE  | SOURCE                |
|---------------------------------------|--|-----------------------|
| TV program- main Stream (BTV and C&S) | A self-sustainable 'education' platform                      | Sponsorship           |
| TV program- Alternative               | A self-sustainable 'education' platform on occasional        | Sponsorship           |
| Events                                | Fund generation  | Ticket/Service charge |
| Activation                            | Reach the under privileged                                   | Sponsorship           |
| Website                               | A self-sustainable 'awareness' and 'education' platform      | Sponsorship           |
| Community Radio                       | Reach parents (housewives mainly). Also entertainment for TG | Sponsorship           |
| Mobile Content                        | Reach parents  | Service charge        |
| Merchandising                         | Fund generation  | Sales                 |
| DVD                                   | Fund generation and 'education'                              | Sales                 |
| Academic Content                      | Be part of the mainstream academic system                    | GOB/Donor             |

## Google Analytic report of Bondhu Garage Club page:



## Bondhu Garage Strategic Approach:

