

Internship Report
On
**Analysis of the integrated marketing campaign of
*“Ispahani Zareen”***



Submitted To
Mr. Tahsan Rahman Khan,
Sr. Lecturer of BRAC Business School
BRAC University

Submitted by
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Date: 30.09.2014

Letter of Transmittal

29th September, 2014

Mr. Tahsan Rahman Khan
Sr. Lecturer
BRAC Business School
BRAC University

Subject: Submission of Internship Report on “Analysis on the Integrated Marketing Campaign of Ispahani Zareen”

Dear Sir,

It has been a great pleasure and a sign of relief for the completion of the Internship report on “Analysis on the Integrated Marketing Campaign of Ispahani Zareen.” This report will talk about a marketing campaign plan that how the problem was solved with the help of some marketing tools and strategy. This report has been prepared by gathering both Primary and to some extends Secondary data. Primary data was collected by oral communication in different retail, departmental stores and other tea stall, while secondary data was collected from face to face interview with house hold and office visit.

Hope this report would be very successful if it is retained & considered by you but I would like to add that as a learner of this subject, this report may contains some limitations to produce a quality document on the subject matter.

I would like to express our gratitude to you for your tiresome effort for my which provided to complete this project. Thank you for your kind consideration.

Yours Sincerely,

Hiroq Dev Roy

BRAC Business School

Acknowledgement

First of all, I would like to thank to God for helping and guiding me all the way and second of all, I would like to express my deepest gratitude to my Internship Supervisor **Mr. Tashan Rahman Khan, Lecturer of BRAC Business School, BRAC University**. His valuable suggestion and guideline helped me a lot to prepare the report in a well-organized manner.

I would also like to thank the CEO of Roop **Mr. Yusuf Hassan** and the Managing Director **Mrs Munira Yusuf Memy** for giving me the opportunity to work as brand executive at Roop. The experience and knowledge gained in here helped me to understand different elements related to my topic.

I would like to give a special thanks to Miss Shahbazi, Senior Lecture of BRAC Business School for allowing me an addition time to complete my report which has really created a value in my life.

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Executive Summary

There has been a case that M.M. Ispahani Limited has tea brand called “ZAREEN”. Gradually the sales volume was going down and they have tried some marketing plan / tools but did not last for a long time. Therefore, they hired an Ad Agency to find out the problem and boost up their sales in the market. From agency side a brief was taken from the company end about the current scenario of the product and to solve the problem agency name “Roop” conducted a market survey in place like Dhaka, Chittagong, Khulna and other divisions of Bangladesh. According to survey report result “Roop” suggest the campaign plan to go for Repositioning the brand “Zareen” through re-packing it newly in the market. In the survey the major point was marked that “Zareen” tea pack visibility was very poor compare to other tea brands. Later, Zareen pack was newly design and widely promotion and advertising was made. Basically it was niche marketing concept as market segment was premium class and target audience was women. Company’s Head of Marketing Mr. Ismail Hossain was highly satisfied with the campaign result which turned out to be very good.

Organization Overview

WHAT IS ROOP ABOUT?

Stories and Connections

That's what Roop is about a bridge and a direct one of course which destroys complex and unnecessary web of overflowing communication. We know WHO to reach and most significantly, HOW to...without any extra talk. Simplicity is our essence, our strength and our defining character. Creativity is our fuel, our inspiration, our blood. A brand- big or small, old or new, needs a story to be relayed. It needs a connection with the target group.

Roop, an integrated advertising agency, creates new stories, creates new connections. When it comes to brands, we get personal. Up close and personal. Forget ideas, forget facts and forget promises. Make your brand come alive. Let your history, philosophy and offerings breathe through a story and connect.



23 Years'
Experience

Roop , the leading branding factory, is serving the industry since 1989. Over two decades ago, a group of young creative professionals, lead by famous designer **Mr. Yusuf Hassan**, fell in love with design, brand & advertising and laid the foundation for Roop. Ever since its foundation, in 1989, Roop has been providing the very best services throughout all the dimensions of brand communications including advertising, strategic planning, communication strategy, integrated marketing communication, market promotion, marketing research and event management. Roop's individual treatment of every single client attracts numerous national as well as international companies and convinces them to collaborate with Roop.



Our Insight

What we don't want - to be an option or a choice among so many choices and options. We just don't want to be an alternative. And we definitely don't want to be your communication channel.

What we want - to be the communication. We want to be the first name that strikes your mind within 5 seconds of effortless thinking. What we do should be characterized by three simple principles:

- Simple to the senses
 - Engaging to the brain
 - Eternal to the memory
-
- **What we do** - Whether a service or a product, we are not only the saviours that transform a BLAND into a BRAND but create a completely novel identity for it. We don't just makeover a brand, we revolutionize its personality.
 - **The Name** - The Bangla word ROOP stands for absolute visual beauty, and naturally it becomes the name of our organization.



Yusuf Hassan

Founder, CEO and Chief Creative of Roop
Member of COMVORT Group Worldwide Network
Strategic Partner of VIM- Group, The Netherlands, GK Brand, USA

Founder member of The Advertising Club of Dhaka,
National Poetry Council, Bangladesh

Other:

Consulting Editor, Weekly Economic Times (Bangladesh)
Consulting Design Director of Volumezero Architects.

Specialties

Broad experience in all aspects of Brand Design and communications.
Direct experience with Advertising, Branding,
Newspaper editing, Editorial designing,
Environment design and Exhibition/Trade Shows management.

Experience

Owner, CEO and creative head at roop brand communications
November 1989 - Present (21 years 7 months)

Education

Dhaka University



Members are -



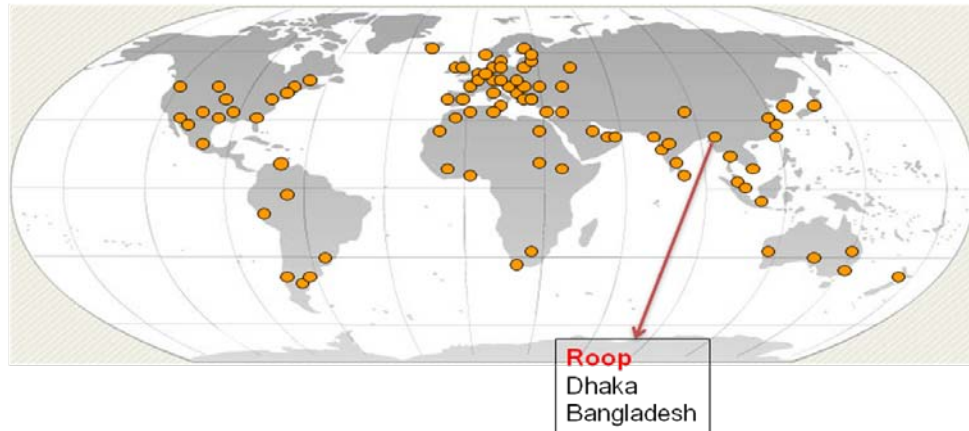
Strategic Member of -



Roop joined Thenetworkkone - On August 2011, thenetworkkone, the world's leading international network of independent marketing communications agencies proudly acknowledged its latest partner, the successful creative agency Roop in Dhaka, Bangladesh.

The strong brand image of **Roop** in both local and international levels influenced the **thenetworkkone** to built and nourish a strong relationship with us.

thenetworkkone Network



Worldwide Clients the**networkkone**



Current Client list

- BPL (Bangladesh Premier League)
- Levis
- Suvastu Development Ltd
- UNDP
- GSP Finance Bangladesh
- Moushumi Industries Ltd (cute)
- Parjatan Corporation
- Meghna Group of Industries (Fresh)
- National Museum
- BBQ Bangladesh
- VolumeZero Architects
- Kohinoor Chemicals Ltd
- Ispahani
- Shahbazpur Tea Estate
- Labaid Pharma
- CavinKare Bangladesh
- Cute (Since 1994-till date)
- Doreen Developments
- Expo Lanka
- Oriental Propertise Ltd
- M&J Group
- Target
- Fourpoints by Sheraton
- Janata Bank

Roop Creation





Brand Identity Development



Brand Design & Labeling

FMCG

There are some recent some leading local FMCG brands in Bangladesh. These brand design and labeling were done by Roop



Fresh Atta



No. 1 Condensed Milk



ACI Salt Got best brand award in 2008



Mughal Organic Tea

FMCG



First poly packed wheat In Bangladesh & designed by Roop



Pack Design for the First Paper Tissue In Bangladesh



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Spice up your winter with
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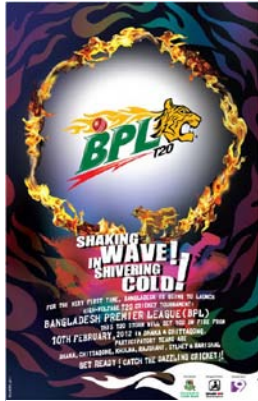
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GENERAL INFORMATION

Name of agency : Roop

Full Address : 3w Gulshan Grace CWS(C) 8 South Avenue

Bldg.B, Roop

Contact Person : T. +8802 8860100 8834088, F. +8802 8834088

Contact Detail : E. yh@roopbd.com, wwwGulshan 1, Dhaka 1212 Bangladesh

Yusuf Hassan | CEO. roopbd.com

Job Description

Dear **Mr. Hiroq Dev Roy**

Re: Brand Executive at Roop

Following the successful interview with you, we are very pleased to offer you a full time position as Brand Executive at Roop based on the following terms and conditions.

Position:

You are appointed to the position of Brand Executive and in this capacity, you will report directly to Mr. Yusuf Hasan, CEO and Creative Head of Roop. This is a permanent position. As discussed and agreed with you, your start date in the position will be 04 June, 2012.

Major Responsibilities:

In this assignment of Brand Executive, you need to communicate your ideas to clients through pitches and proposals; produce concepts to illustrate ideas (pitch standard) and further to communicate your ideas to the team and help they deliver to the objectives

Project

Summary

As we know that Ispahani is one of largest tea company in Bangladesh. Although it has more than 23 product line in the market but tea is the main product which dominate Bangladesh tea sector. On the other hand they have a very strong distribution channel in different region of Bangladesh. One of their tea brand name “Zareen” exists in the market but a year ago they found that sales of Ispahani Zareen tea was going down. They tried their level best to boost up the sales; unfortunately their marketing plan / idea did not work out for a long. Later, Roop provided with the marketing campaign plan naming Repositioning of Ispahani Zareen

Description of the Campaign plan

Objective:

We suggest for Rebranding / Repositioning because through market research we found that their brand “Zareen” has no brand identity in the consumer mind. So, developing a campaign plan for “Zareen” had a positive impact on the market and sales volume was increased.

Methodology: Primary source- It was an oral survey which was conducted in different market places and in some district of Bangladesh. More than 30 people were assigned for the survey and some of them were send to outside Dhaka as well. They had a talk with the retail shopkeeper and departmental store manager. Result was that Ispahani Zareen had limited sales volume and consumers hardly know about the brand name Zareen that exist in the market.

Secondary source - other information was collected from house hold member and from different group of people.

Limitation: After talking with retailer and consumer we get the information that taste of the Zareen is not good as Mirzapura tea. So, people usually don't purchase it.

Chapter 1

Ispahani Zareen Old Pack Market Scenario

Steps 1 – Market Survey was conducted to find out the problem on sales volume going down.



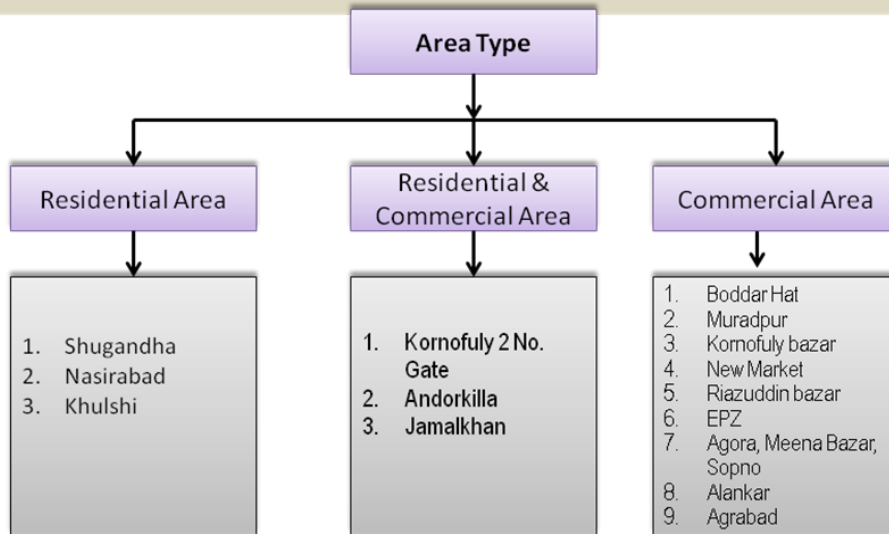
The above picture was the market scenario of Zareen tea posing before campaign idea / plan was provided to client. Below picture was the existing brand image of Ispahani and it was segmented according to our finding.



It's clear from the picture that old pack takes a position on the Mid Segment and simultaneously Mirzapur tea lays on the same level but sales volume of the Mirzapur tea a high compare to other tea brand of Ispahani.

Finding & Competitive studies on the market survey of Ispahani

Chittagong Findings



Chittagong Findings

Location	Price Preference	Image Preference
Boddar Hat	Seylon	Taaza
Muradpur	Seylon	Taaza
Karnaphuli Bazar	Seylon	Taaza
New Market	Ispahani	Taaza
2 No. Gate	Seylon	Taaza
Andarkilla	Ispahani	Ispahani
Jamalkhan	Ispahani	Ispahani
Sugandha	Ispahani	Taaza
Nasirabad	Ispahani	Taaza
Khulshi	Ispahani	Taaza
Alongkar	Seylon	Taaza
Agrabad	Ispahani/Seylon	Taaza
Chowmohoni	Seylon	Seylon
Reazuddin Bazar	Seylon, Fresh	Taaza
EPZ	Seylon	Taaza
Agora	Ispahani	Taaza
MeenaBazar	Ispahani	Taaza
Shwapno	Ispahani	Taaza
Potenga Beach	Seylon	Ispahani

1. Finding was made from the retailers perspective and they mostly preferred Seylon rather than Ispahani because of the following reason.
 - a. Seylon gives good commission and credit facilities (period of more than one year)
 - b. Promotional offer - 1 condense milk free with 6kg packet.
 - c. Shop Branding.
 - d. Monthly Incentives: 200 taka.



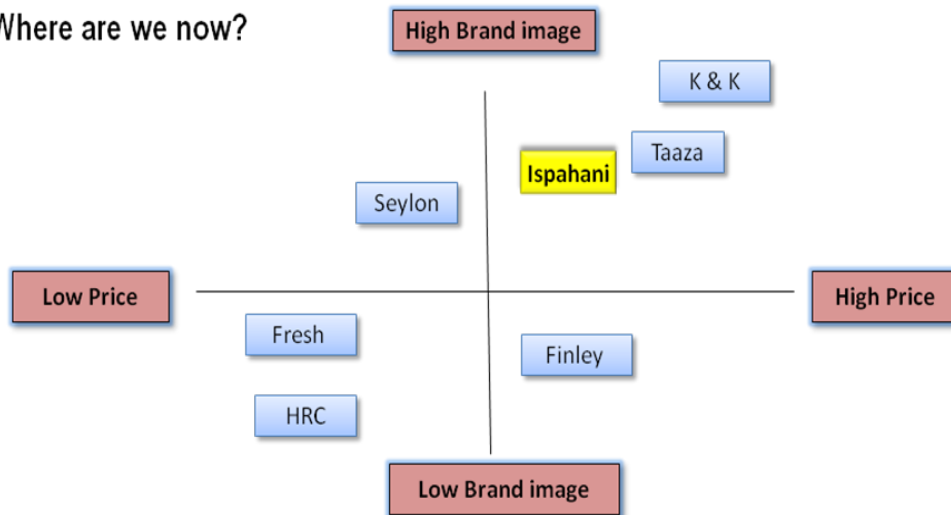
Shop Signage /
Shop branding



2. Finding was made from the family perspective and they preferred Ispahani & Taaza and the reason as follows
 - a. First mover advantages - Most of the family has been using Ispahani since long.
 - b. Fixed mind set - The brand is well established in the mindset of this segment especially housewives.

PERCEPTUAL MAPPING

- Where are we now?



We can easily look at the above figure where Ispahani have occupied their positioned in the tea sector. So, Ispahani has high brand image and high price even.

So, After going through long survey and finding the exact positing and perception of Ispahani tea, we suggested for repositioning it through rebranding (new pack design) along with shifting strategy of Zareen from Mid Segment to Premium level. On doing this it has a first mover advantages category “TEA FOR HER” the tea which is only for women because they are the most influential character behind buying tea.

Shifting Strategy



The above figure shows the strategic shifts of Ispahani Zareen from Mid to Premium with new pack design.

Strategy: Zareen Tea



- Zareen:
- **Target Market:** Divisional Cities.
- **Target Group:** Women with high inspiration
- Independent
- Ambitious
- Career centric

Chapter 5

Campaign Plan (Duration: 2 months)

1. *Promotional Activities on super shop* – consumer who purchased two 2 kg of Zareen tea for them free small jar was provided and it was only applicable in the renowned departmental store like Agora, Shawpno, Meena Bazar, Nandan of Dhaka and Chittagong. BP (Brand Promoter) was placed in order to create a buzz in the market. It was totally niche marketing targeting women only and brand promoter was dressed with Zareen logo. Even cutout was placed outside every departmental store.



In the picture brand promoter influence the customer to buy Zareen tea pack.

2. **Press Ad** – was published on the mother’s day in Daily Star, Prothom Alo front page. Actually it was two way move mother’s day and re-launching new pack design of Ispahani Zareen.

Size: 5 Col X 6”



3. **RDC** – There was a RJ endorsement in radio foorti for one month only. This was on air at morning 10.30 am, 2.30 pm and in the evening 7.30pm.
4. **Pop Up** – Zareen new pack design was shown in the Channel i, Ekattor, NTV and RTV.
5. **Bashundhara city branding (lift)** - in Basundhara shopping mall Ispahani Zareen small Audio Visual (AV) was shown in each and every lift.
6. **Co-branding with Persona** – Roop had co-branding with Persona (beauty parlor) providing them free tea to their customer as our target audience was women, so it was the place where women comes and take the service.

7. **Gift Box** – Zareen gift box was distributed to selective popular women who played / still paying a vital role in the society and for the country as well.
8. **Free Sample**- during Durga Puja free sample sachet was distributed randomly to the target consumer. More than 80 volunteers continuously work on the Puja venue and in total main Puja venue was selected like Banai, Kalabagan, Uttara and Dhakeshshari,

Analysis of the campaign

There was a positive and negative impact on the campaign. As our segmented market was niche marketing, target audience was women. The reason behind choosing a shifting strategy was the first mover advantage. In Bangladesh perspective no other tea brand thought about targeting women, it was possible to go that due to its name “Zareen”

The campaign was not that effective to establish a brand name into the consumers mind because we try to build the brand name on the female consumer mind but it reflected on the mass people.

SWOT Analysis

Strength: Zareen had a first mover advantages compare to other tea brand in the country.

Weakness: Limited consumer due to niche marketing segment.

Opportunity: It may have brand consistency with greater campaign idea.

Threat: Sales might drop as it is niche marketing idea and other competitor brand in the market.

Recommendation:

In order to have brand consistency we go give them plan to go for digital media like facebook. Online advertising, it should go for reality show especially for women. It would be unique if Zareen have lounge which will be only for women.

Conclusion:

While working as a coordinator for this Zareen campaign I've learned many things about the planning then strategic move till execution in the real market scenario. It was great experience for me to be in Roop.

Reference

- Roop account manager.
- M.M.Ispahani Limited office.
- www.roopbd.com