

Exploring Elegance: The Story of 'Your Phone'

Ogilvy & Mather

Exploring Elegance: The Story of ‘Your Phone’

[Internship Report]

Host Organization: Ogilvy & Mather, Bangladesh

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Md. Tamzidul Islam

Senior Lecturer

BRAC University

Subject: Submission of internship report

Dear Sir,

During my internship period in ogilvy & mather communications pvt. ltd. bangladesh, I have learnt not only how to make commercials but also the practical reasons and how this advertising lift-up a brand. I had been given the responsibility to not only look after one account, but work with several accounts like Perfetti Van Melle – mainly Mentos, Symphony and Pledge Harbor International School. In the course of this internship, I got to learn how advertising is not all about producing billboards and TVCs, but how it has integrated itself into a vast network and how it intends to get into a consumer's lifestyle rather than bombard them with information. Initially my work was to monitor these client's social networking page and direct communicate with the consumer and customer through the brand's page. After one month, I have been given to work with a campaign of Symphony which went so well that we exceeds the client's expectation and which is why, the topic I have decided to work on is **Exploring Elegance: The Story of 'Your Phone'**.

It was a challenge in completing this project and compiling this report and I hope I have fulfilled your hopes and expectations. Lastly I would be thankful once again if you please give your judicious advice on effort

Yours sincerely,

Ahmad Arif Amin

ID: 10304119

Acknowledgement

Many Acknowledgements are due to a multitude of people who have immensely helped me with this study. Regardless of the fact of having tremendous load of responsibilities, they chose to support me by providing adequate information.

First of all, I would like to thank the Almighty. All the honorable faculty members, who over the years played a big role in grooming me into what I am today, I would especially like to thank my Internship supervisor, Mr. Md. Tamzidul Islam for being so supportive the entire time and help me with her expert advice for preparing this report.

A special thanks to my supervisor, Md. Taskin Hossain, Account Manager, Ogilvy Bangladesh for making my understanding of brands and the importance of communication in practical arena as well as all the members of Ogilvy Bangladesh who helped to make it even more easy by giving a worm hand towards me.

Finally, I would like to thank everyone who helped me in conducting my research by taking time out of their busy schedules to discuss with me on the various issues. Without them I never would have been able to complete my project.

Executive Summary

Bangladesh is still a naïve country in terms of advertising. Due to lack of knowledge and the courage of leap onto new media, it is not only unexpected but also a big step to rely on digital media. Over the years, advertising techniques have changed radically; mostly to cope with the changes in how consumers view and perceive things and to stand out in the clutter of today's advertising efforts. While marketers are realizing the importance of differentiating not only in terms of their product's USPs, but also in how they present and promote it to the consumers. It is actually the creative agencies that truly believe in the continual change of the advertising era. However, in a country like Bangladesh, change comes at icy pace. Creativity is nurtured and encouraged but very few clients can completely trust their agencies to come up with something ground breaking in their campaigns and platform. The change in client proposition in any campaign is not always appreciated and encouraged. This duel of client and agency may sometime lead towards an idea that stands out from other campaign.

Symphony is one of the clients of our digital department. We often duel for the tagline of their product. Symphony ZV is one of them. Symphony's marketing officials wanted to show the elegance of the product, whereas we fought for the better tagline.

By eliminating client-agency gap, Bangladesh has very recently experienced few innovative advertising techniques. Ogilvy & Mather, Bangladesh has successfully been a part of that change. The following report mainly focused on a case from Ogilvy & Mather, Bangladesh. The report also indicates the upcoming shift of the industry towards a more dynamic and pioneering change.

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Introduction

Exploring Elegance

As David Ogilvy, the father of advertising states it, ***“We sell, or else.”*** The function of marketing – selling a product, hasn't changed through the decades, but the strategies certainly have. Starting from the Egyptians carving public notices in steel to advertise back in 2000 BC, to today's vastly used viral and online advertising; the world of advertising has undergone a continuous and dynamic change.

In different eras, at various times good advertisers used their creative skills or thoughts to break through the clutter where each day a person comes across hundreds of brands and its promotions. Today's marketers are trying move away from the usual methods of advertising that includes television commercials, radio commercials, and billboards. It becomes difficult to make a brand visible; making people consume it and then stick to it, is a whole new challenge altogether. This is when marketers and creative agencies need a role play.

Advertising agencies know that they will continually need to find and create innovative new approaches to respond to major industry shifts underway. Another famous saying of David Ogilvy is, ***“if it doesn't sell it isn't creative”***. It is one of their crucial responsibilities to make their clients see clearly and understand why only TVCs and billboards can no longer attract and retain consumer attraction these days. The idea has to be something unique that it stands out from other campaign and other brands, especially competitor brands. The next 5 years will hold more change for the advertising industry than the previous 50 did. Increasingly empowered consumers, more self-reliant advertisers and ever-evolving technologies are redefining how advertising is sold, created, consumed and tracked.

Objective of Report

General Objective

To study campaign effectiveness in terms of how client's wanted to deliver the proposition and how we perfected it by persuading a different communication. How the campaign effect on people's mind and change their buying behaviour.

Specific Objectives

- To measure effectiveness of the campaign.
- To carry out a survey to measure the effectiveness of these innovative modern day campaigns in terms of brand awareness.

Scope

The advertising and promotional campaigns to be discussed will be based on the clients of Ogilvy & Mather Bangladesh.

Limitations of the Study

One of biggest limitations in conducting this research was that agencies in this country are still heavily dependent on the generic mediums of advertising and have not been yet able to rely on drastically innovative and ground breaking channels, partly due to the lack of faith the clients have in unexplored mediums. So creative ideas are generated and implemented alongside the conventional methods – more like doing the usual but in an unusual way. In most other countries today social media marketing and digital marketing are very popular, but in context of our country, lack of knowledge, faith in changing and business reengineering process advertising is facing a barrier to move forward.

While measuring the effectiveness of promotional campaigns of Ogilvy Bangladesh, only the '*brand awareness*' could be used as variable, not all of the sensitive revenue and brand performance data of the client because these data aren't mostly disclosed to the agencies.

Methodology

The report progression is showed below:

1. Initially, the topic and research objective was selected
2. The sources of data were determined next
3. Both qualitative and quantitative data were then collected from various sources and everyday learning during the internship attachment
4. For the qualitative part, a brief questionnaire survey was prepared
5. Collection of primary and people-centric interview data
6. Classification, analysis, interpretation and presentation of data
7. Findings of analysis
8. Collection of relevant and supporting material for appendix
9. Final report preparation and compilation

Sources

Primary Data:

- a. Direct communication with the customer through social media network.
- b. Insights from Official Facebook page of Symphony.
- c. Data from Facebook Ads Manager

Secondary Data:

- a. Data from client (Symphony)
- b. Other relevant websites were used for relevant data and information gathering

Internship Organization

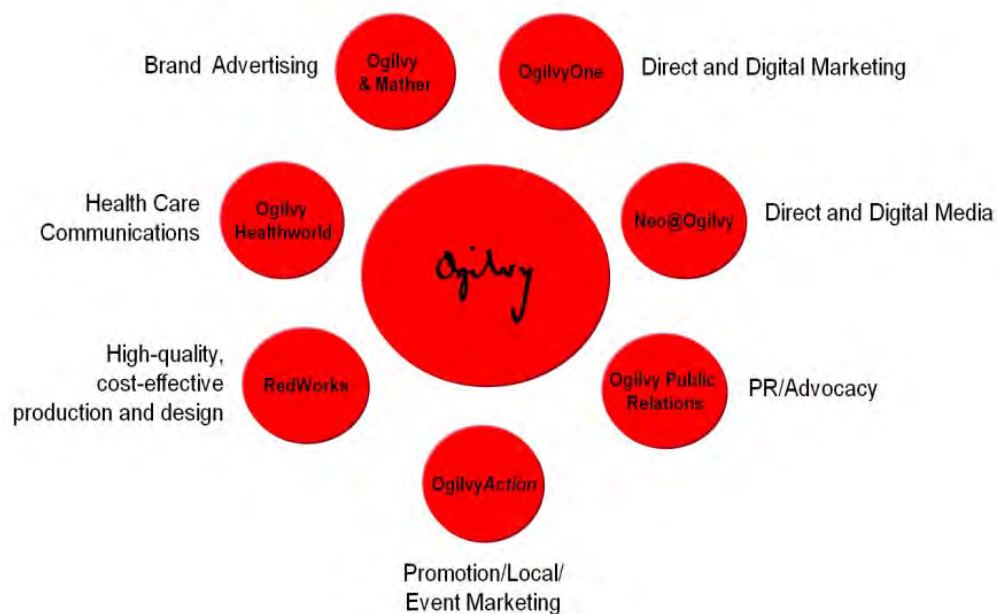
Ogilvy & Mather Communications Private Limited Bangladesh; a lively organization with wonderful work ethic is the organization which was the host of my internship. In my three months with this organization, I have learnt how to implement the theoretical knowledge into practical arena of marketing. Thanks to the wonderful mentors who took their time to teach me everything about modern day advertising and marketing.

This section discusses the organization in brief, its operations, its clients and its values.

Backgrounds

Ogilvy & Mather, Global

Ogilvy & Mather is an international advertising, marketing and public relations agency based in Manhattan, USA. It operates 450 offices in 120 countries. Founded in 1948 by David Ogilvy, it's one of the largest marketing communications networks in the world, servicing multinational and local brands in all regions. The symbol of brand-building capabilities is the balance of global and local brands within a worldwide network.



Global Clients:

Ogilvy & Mather board has produced work for a wide range of leading brands. Some of them:

- American Express (since 1962)
- British American Tobacco (since 1981)
- Amway (since 2009)
- Coca-Cola Company (since 2001)
- Louis Vuitton (since 2006)

Ogilvy Bangladesh

The doors to Ogilvy Dhaka's offices opened for business in July 2007 – it was the 497th office in the Ogilvy network. In the short space of time, Ogilvy Bangladesh has been able to carve out a space for itself, both in the Ogilvy community, and in the business fraternity in Bangladesh. The agency's operation has already been highlighted in Ogilvy Asia magazine. Moreover, its client's ratings have been phenomenal.

Timeline:

June 2006: Ogilvy & Mather was registered in Bangladesh as a Joint Stock Company.

December 2006: Merged with Marka, a local mid-size agency to get an early foothold.

October 2007: Transition was completed and Ogilvy opened its doors for business.

March 2008: Officially launched its operation in Bangladesh.

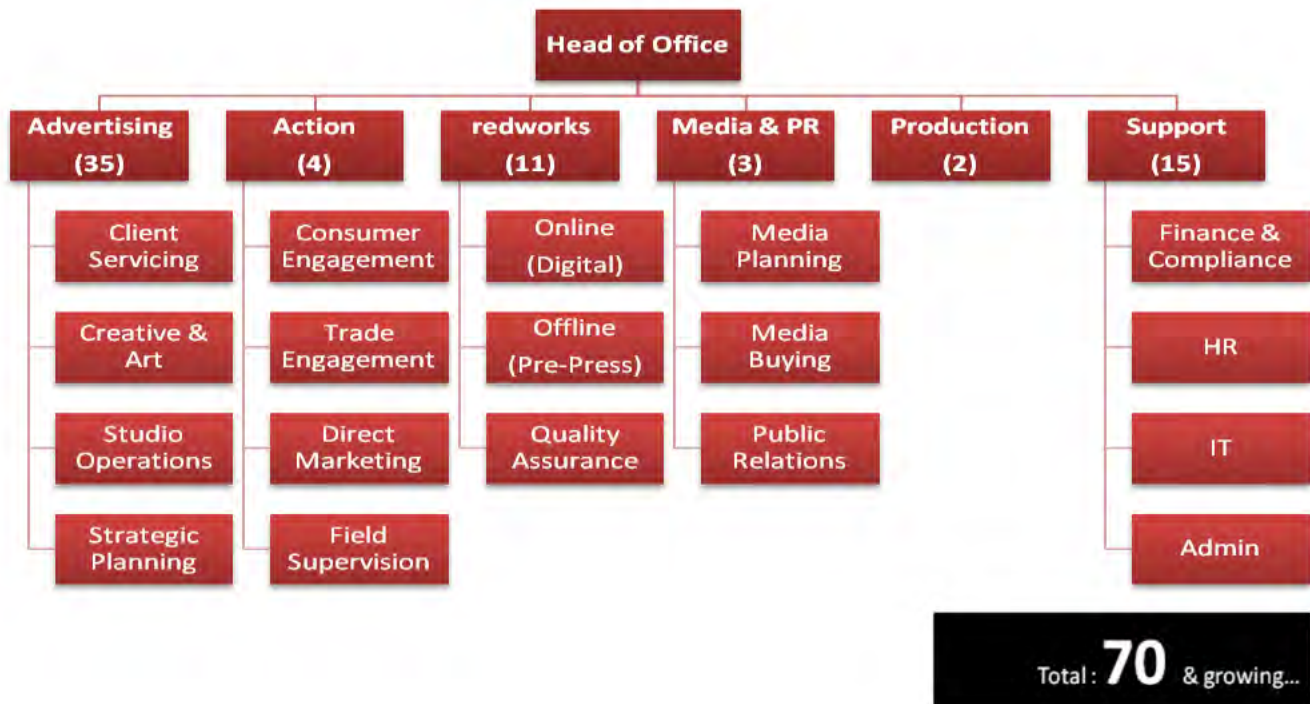
Integrated in the firm's corporate culture is Ogilvy's concept of 360° Degree Brand Stewardship©, defined as *a willingness to use the broadest array of tools and techniques to understand, develop and enhance the relationship between a consumer and a brand.* Following to that, Ogilvy is a full-service agency catering to ATL, BTL, Activation and web-based solutions. Be it the launching of a new package from Teletalk, a brand campaign for KSRM, a thematic campaign for Golden Harvest, Campaign for Pond's My 2nd Honeymoon show, Eid campaign for Aarong or Ramadan campaign for Transcom Food Ltd. Ogilvy is always up for the challenge.

Clients

Ogilvy Bangladesh's list of global clients includes British American Tobacco, Unilever, Kraft, Perfetti Van Melle, Motorola, Novo Nordisk, Ajinomoto etc. Among local clients, Aarong, BRAC Bank, Kabir Steel (KSRM), Bashundhara Group, Daily Sun, Teletalk etc. are also worth mentioning. The illustration below shows the wide range of the agency's clients:



Organization Hierarchy



Global Creative Support

For many of Ogilvy's global clients, extensive adaptation is done of regional and international works. Ogilvy Bangladesh is very well connected to the other offices, and has resources to bring in any job that has been done around the region for clients. It even works in languages other than English and Bengali. In certain cases, where a large number of adaptations are necessary, they get referred to RedWorks.

RedWorks

It was established as a SBU of Ogilvy Bangladesh, geared to provide support in studio production of offline and interactive projects. The 10 member team performs miracles, with same-day turnaround for projects – for demanding clients like Rolex, Dove, Time Warner Group, and American Express.

Quality Control

Ogilvy vouches for every creative element that leaves the office premise, stating its perfect quality that that been checked and re-checked thrice over. The systems in place does not allow for mistakes to go unnoticed, since meticulous care is taken by the trained staff to maintain that quality. From the visualizer, to the studio in-charge to the account directors, everybody pores over the materials before they get finally released.

In today's market, there is an increasing demand from clients for quality yet cost effective solutions to all communication material regardless of print, digital or broadcast. Ogilvy RedWorks is WPP's advanced implementation facility offering large-scale creative and production services.

RedWorks Dhaka HUB was established in late 2008 as a state of the art cost effective offshore production HUB mostly to support Ogilvy and RW offices in New York, Hong Kong and Singapore. RedWorks offers the best value for money with high quality, both for digital and print maintaining strict quality control for every delivery.

In 2013 we turned our focus in developing the solution for local market and re-launched as RedWorks Dhaka. As the horizon of digital communication is expanding the need for expert to join in became the need of time. Very recently, due to change in the main architecture of the organization, the name 'RedWorks' has been demolished.

RedWorks – Area of Expertise

Digital

- Strategy for campaign in digital platform
- Online Marketing
- Social Media Marketing
- Content Marketing
- Content Creation (gif, static, swf, etc.)
- Microsites
- Websites (Flash, HTML & HTML5)
- Social API integration
- Trend monitoring

3D

1. Modeling
2. Texturing
3. Rendering

Audio Visual

1. Pop-up ads
2. Video Editing
3. VFX
4. Video Composition

Print

1. Adaptation/Sample Development

- a. Trade prints
- b. Newspaper ads
- c. Datasheets
- d. Brochure
- e. Outdoor Sign
- f. Indoor Display

2. Image Editing

- a. Re-touching
- b. Colour Correction

3. Vector Tracing

Insights:

My job responsibility as an intern:

Generating Ideas: Ogilvy & Mather, one of the biggest advertising agency globally, the most important work here is to generate unique ideas for different brands and campaigns. For example: To promote one of our clients last Eid-ul-Adha, we are thought of an innovative idea, based on social platforms is to mock the prejudice and how to overcome it. People were asked to answer in the comment section of some creative their solution. As Ogilvy does not reveal its marketing strategies, I am just bound not to clarify and share other ideas.

Team Work: In our organization employees are divided into groups or teams. It is very important to make a good working relationship with the group members as well as the other employees of the office. Again, it is an open secret that everyone must maintain a good relationship with the stakeholders also. As I was new in the office, I realized that it was my responsibility to make good relationship with my group members and with their great support.

Digital Client-servicing: As an intern, my main job is to make sure my client is happy; personally and even monitoring their projects through and through. My superiors gave me the initial brief about our clients' requirements and I consult with the creative artists and brief them about the designs. It's always pretty tough for anyone like me who is a fresh new comer intern to make another department do the job for my team.

Day-to-day Operations: I have to maintain some day to day operations in accounts management, creative Dept. and digital platform. It includes follow up of ongoing campaign, approved campaigns, monitoring the projects, going through the financial aspects.

Regulation: Another job of mine is to supervise the creative designers regularly so that they can deliver their works within time and also to guide them through their designing process so that they don't get off the track. As it is very important to make sure that the creative dept. follows my direction I have made friendly relationship with them and these helps me to enrich my leadership qualities too.

Send off: Sending the right outputs to the right places at the right time was very important. The responsibility of Dispatches of outputs is to confirm the right delivery of outputs to right places at the right time. After it has been dispatched my main work starts. I have to monitor

all the works and deal with the customers personally. What is the query and how to resolve if anyone is interested in performing in a project, for example; when users were engaged in Mentos contest, I had to go through who were posting irrelevant query. The most grim part of being in Digital department that they had to work 24/7 as social media does not sleep!

As an intern, I have always seen that most of the clients think that they know the brand communication strategy better than the agency. On the contrary agency is always a step ahead in marketing communication strategy. Well, advertising really hasn't "changed" from its core in our country. Rather, the modes and channels of advertising are seeing shifts but in a glacial pace. Billboards, print ads and TVCs are still used drastically for a campaign whether or not they are required, and this happens mostly in cases where the client is head strong about its decision and doesn't want to risk not adhering to the traditional mediums of marketing; most clients are yet learning to completely trust in their advertising agencies to make the right decisions (the agency-client gap). In a country like Bangladesh, exceptionally innovative ideas in marketing campaigns, especially guerilla advertising that is widely popular abroad, can be rarely implemented because clients feel out of zone and unsure about using them. The following section discusses the points from the agency side of the view; the factors the employees of Ogilvy Bangladesh think are crucial in today's advertising and marketing communications.

Understanding

- **Customer's lifestyle**

It is very important for every marketer to understand the target group and then try to get into their lifestyle and become a part of it. Interactive marketing is successful marketing. One way marketing is boring and mostly ignored and also day by day this type of marketing is demolishing.

- **Visibility and attention-grabbing Content**

While visibility is very important in a marketing campaign, in today's advertising scenario the problem is rarely with lack of visibility but with over-exposure and clutter. When there are at least 10 billboards in small span of area and magazine full of print ads, it is never the audience's fault if they fail to notice anything new. Which is why, advertisers and agencies are shifting away from the generic methods more and

more and coming up with newer and more exciting ways of grabbing and retaining audience attention, branding elements that were never branded before.

- **Creating a two-way communication**

These days due to the clutter of advertisements, marketers trying to constantly buy off their customers and increasing number of brands entering the market leaving the customers in a confusion, it has become difficult for these people to trust in advertisements or even pay attention to many for that matter. This is because, these people are only given information and urges to buy a product, what is missing is a platform where they can not only receive the brand's end of the bargain but can also give their feedback and feelings about it. A both way communication has become a key aspect for marketing and advertising these days.

- **Interactivity and engagement**

As a part of creating a two-way communication, a marketing effort is most effective when it 'engages' the target audience into the campaign, specially, when the target group is the youth, campaign effectiveness heavily relies on the level of interactivity a campaign provides.

- **Emotional connection**

Ads are more emotional now; rational appeals have given way to emotional ones. Rational thinking is a slow, deliberative process; earlier ads assumed that people spend time reading and thinking about ads, which they don't (and didn't). In fact, encouraging consumers to think reduces the chance of making a sale. Which is why, there is an increasing shift from describing the product to focusing on the emotional life of consumer in an advertisement. Hence, in digital, fun and making fun is more preferable as most of the social media users are within the age of 13 to 40 years old and like funny things.

Ensuring Effectiveness in Advertising

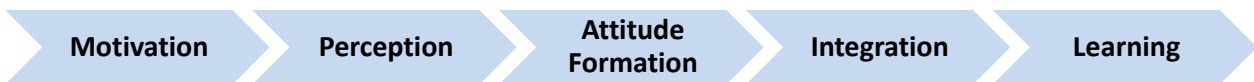
This section discusses certain examples where many variables have been kept under consideration in order to make advertising effective. An advertisement is only effective when it successfully and positively hits in the decision making process of the consumer. Thus an advertisement needs to consider the relevant internal physiological factors during the complete decision making process.

A Basic Model of the Consumer Decision Making Process:

Stages in the Consumer Decision Making Process :



Relevant Internal Physiological Process:



Motivation:

A consumer needs to be motivated to purchase. An advertiser must know who his target customers are and how he shall demonstrate their ‘**Need**’ to them, so shall they easily **recognize the problem**.

Changes in consumers’ lives often result in new needs and want, for example – changes in financial condition, employment or lifestyle. The 3G teaser series for teletalk 3G campaigns showed to the youth that there is something yet to come which would help them live boundless and make life much faster and easier. The ad simply motivates the youth right away. The thematic advertisement that followed next was a continuation to the teasers – highly motivating and extremely unique.

Perception

Perception is the process by which an individual receives, selects, organizes and interprets **information** to create meaningful picture of the world. It is an individual process and depends on internal factors such as a person's beliefs, experiences, needs, moods and expectations.

The perceptual process is also influenced by the characteristics of a stimulus such as size, color, shape, intensity and the context to which it is seen and heard.

In the following print ad of Tang five different flavors were introduced by creating an essence of five different colors and demonstrating the fruits itself to help consumers build the perception in their minds about the five discreet flavors. The sunglasses emphasize on summer and how the drink shall be so soothing in such weather.

Attitude formation and Integration

Attitudes are important to marketers because they summarize a consumer's evaluation of an object – brand/company. It represents positive or negative feelings and behavioral tendencies. Marketer's keen interest in attitudes is based on the assumption that they are related to consumers' purchase behavior. When positive attitude about a brand is formed, consumers choose it over other alternatives and this leads to a positive behavior – **making a purchase decision**.

The following advertisements for Tang, shows how a positive association may help to create a positive attitude towards the brand itself. They try to behave like a part of the consumers' life. By offering **Eid** greetings and delivering a demonstration of product relevancy to the festival it creates a positive attitude right away and consumers exposed to it naturally generate a positive attitude towards the brand itself. It shows that Tang truly cares for their consumers.

Learning:

After the purchase have been made, consumers truly learn about the product and whether they would stay loyal to it or not solely depends on their post purchase evaluation. Thus Advertisements must not be so farfetched and flattering that it raises the expectation of the consumers which the product would fail to deliver. This would lead to dissatisfaction and rejection to further use or repurchase which certainly is not the objective of any marketer.

Exploring Elegance: The Story of Your Phone

This is a project of Symphony smartphone where the client's brief was to communicate the polished design and the elegant & fabulous featured phone. The client's wanted to communicate the elegance of the phone. Initially the campaign was only for digital platform and the client wanted to ensure 4,000 pieces of handset sold by 30 days (not in the brief). We took the challenge and found out that we can communicate a very different thing which will not only ensure the sell, but also take the brand on a very new level.

Symphony: Xplorer ZV

Symphony always tries to deliver the highest possible technology in the smallest possible price. So far, due to their approach towards customer, Symphony holds approximate 40% market share of Bangladesh. Symphony Xplorer ZV was the dream of the customer of Symphony brand. As it has all the features and technology of a very high end mobile and it has surpasses its predecessor Xplorer ZIV in every aspect of its feature and looks.

We have distributed the campaign into three major parts.



Pre-launch: Engaging creative were developed to overcome the mindset of ‘lower price equals compromised quality’ and creating demand during this phase. In this phase, we surveyed about the feature we are offering and if the TG wants it or not. Being a tech geek, I can tell that the smartphone is truly admirable because of its low price and the feature offered. People are asked to share their thought what they want to see in their upcoming phone.

Launch: We have introduced and educate the benefit of features like; Octa-core processor, Gorilla & Dragontrail Glass, Camera, Memory capacity etc. during launch phase. Educating TG was very important as the feature Dragontrail Glass is a new feature that the other brand still did not offer. We came up with the tag line ‘It’s Your Phone’ as the fans of Symphony Facebook page actually voted for this phone. In the process, we gather another information about the habit and purchase behaviour of smartphone in Bangladesh.

Post-launch: We have developed an android based game which idea actually came from me and appreciated by both the seniors of Ogilvy members and client. The idea was to develop an agent based game where the agent has to fight enemy and reveal the feature of Xplorer ZV. Engage through a gaming competition at post-launch phase.



Teaser and survey post



Launch post



Post-launch creative

Campaign Effectiveness (Based on Facebook):

In most cases, the intended outcome of a social media campaign is to strengthen and increase awareness of a brand. One of the appeals of social media marketing is the fact that, as a digital campaign, it is possible to measure various metrics and so evaluate the effectiveness of a campaign. The following are some methods by which one can measure the effectiveness of the social media campaign.

Brand Reach & Exposure

Measuring a brand reach or potential viewers of the social media campaign is not quite as easy as tracking the total number of Facebook fan followers the campaign has. For the actual number of reach and exposure, one has to be an admin of the page and also the ad manager of the account.

Engagement and activity

By measuring how many users engage and interact with the campaign or product page's messages one can evaluate the appeal and interest of that brand's marketing efforts. The more engagement there is seen, the more effective and valuable the campaign is.

For Facebook, measuring engagement can be evaluated by the following:

1. Number of clicks the links of the page receives
2. Number of times the messages are commented on
3. Number of times the messages/content are liked and shared

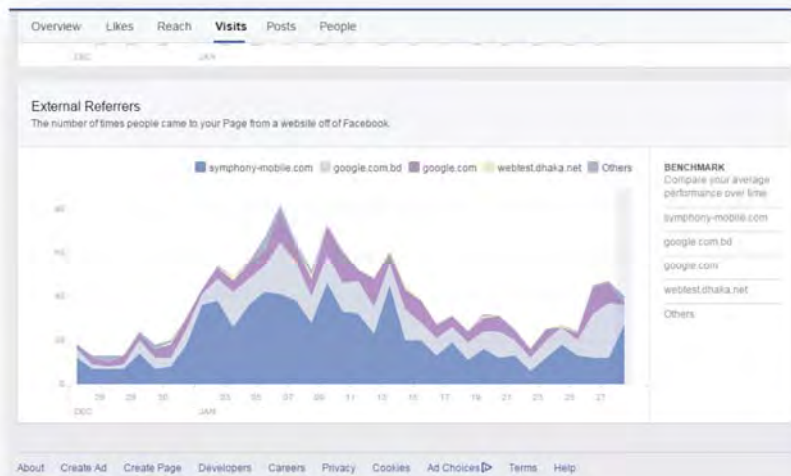
After the announcement, the TG of Symphony went berserk and go for the product. Within 5 days' time, the first lot (4,000 pieces of handset) sold out and customers request to bring more handset. In spite of being BDT 15,000 phone, Xplorer ZV sold more than 16,000 pieces of handset within a month.

People visited the Facebook page and the website to know about the phone. We push beyond Facebook and serve placement ads in Bikroy.com and publish some article on how

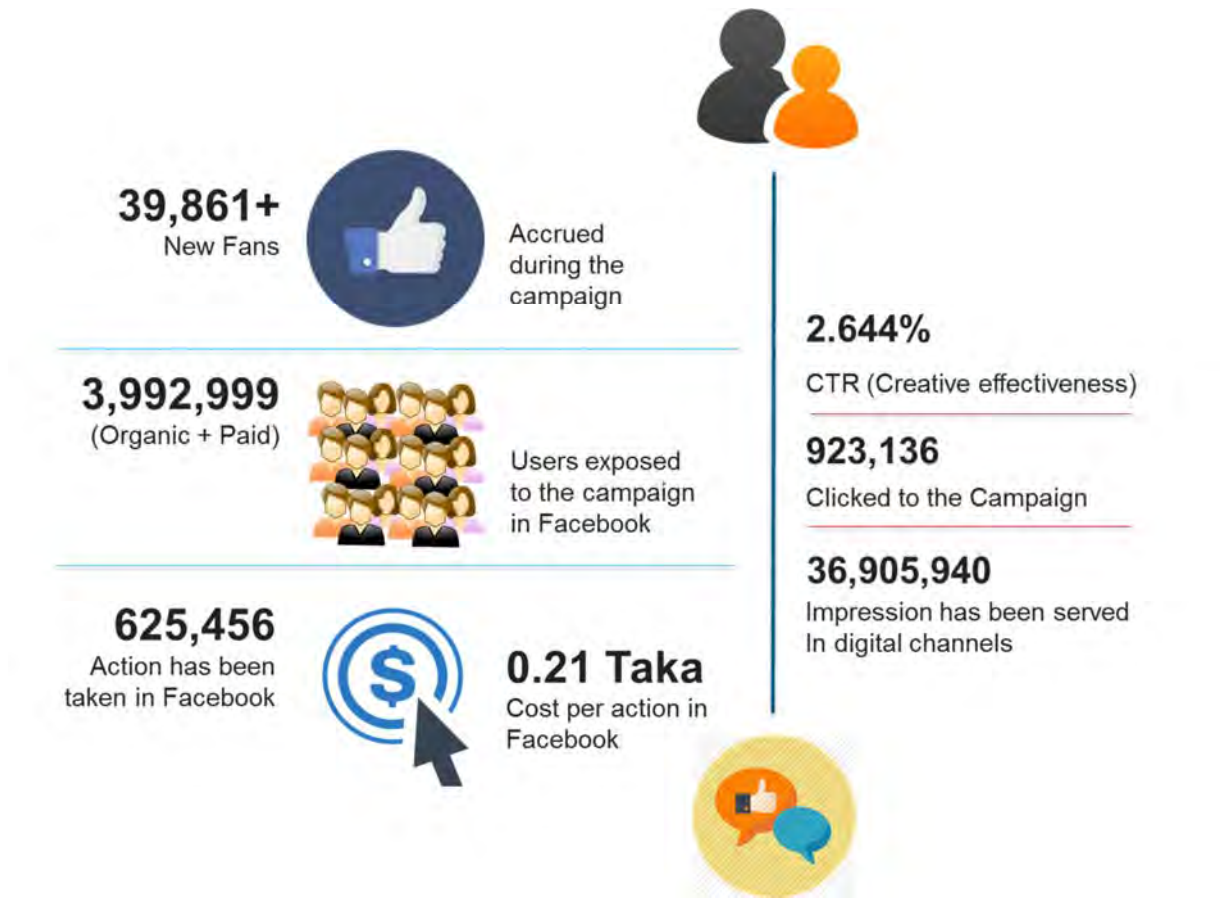
we did this. Eventually a lots of people were asking for a review video. After delivering the review video, we go for another big platform, Google. We serve placement ads and Google search ads for Xplorer ZV. Local news portals were covered and mobile ads were served. Seeing the effective reach and demand, client wanted to go for press and billboard.



Screenshots of Facebook campaign insights



Screenshots of Facebook campaign insights



Campaign Overview

Primary Research

The proper use of communication and a unique idea led to the success of the campaign. From the secondary research it can be concluded that the campaign has been highly effective and interactive with their target market and indeed was very unconventional in the way they performed and organized the entire campaign. However the fact is inevitable that, this was an example of a campaign that used multiple media for advertising among which facebook was the most important one. The entire campaign process, revolved around the concept of social media and interactivity.

A buzz was created by the unconventional advertising channel: Facebook and even the sales value of the product had a leap during the campaign period. It could be assumed that even though our social context is such that often clients feel skeptic about going for unconventional tools, Facebook is an excellent media and it does not require going for generic media like Television, radio and so on.

Assumption:

Lower price equals compromised elegance.

Significance:

Through the survey I have tried to extract information from many areas. Often sales are high during the campaign but people do not remember the campaign and feel connected to the brand unless they are a part of it or have been exposed to it frequent times. It is vital to choose the right route and media for every market.

Target Group:

The respondents were **13 – 45 years old both male and female resident in Bangladesh.** They are students, new executives and working people in various sectors. They belong to middle to affluent class of the social class.

Area:

Online

Distributing and monitoring:

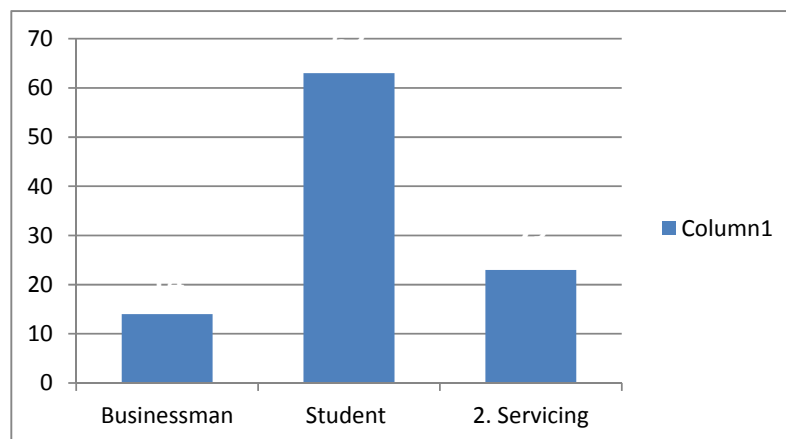
The survey was run by posting an online questionnaire in the Facebook page of Symphony. I have posted and conducted the survey myself and reported my instructor in timely intervals.

Type of questions:

The questionnaire made for this survey, with mostly closed ended questions in order to acquire the exact data from them.

Sample Size:

100 people were taken as the sample relevant to the target market.

Findings**1. Sample study**

There were mainly 3 groups.

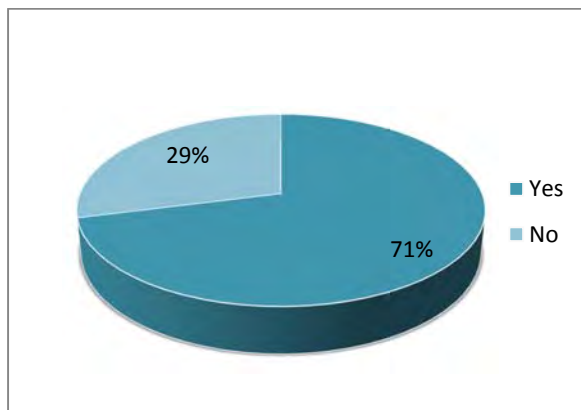
Students were roughly about age, 13-27years doing their College, Undergrad, Masters and MBA. They were spontaneous and dynamic.

Servicing and working groups are of all ages starting from 25 to 40 years. Among them, there weren't many who do not use the internet or not active on Facebook.

The businessmen were 14 % of the total sample and of 14 in number.

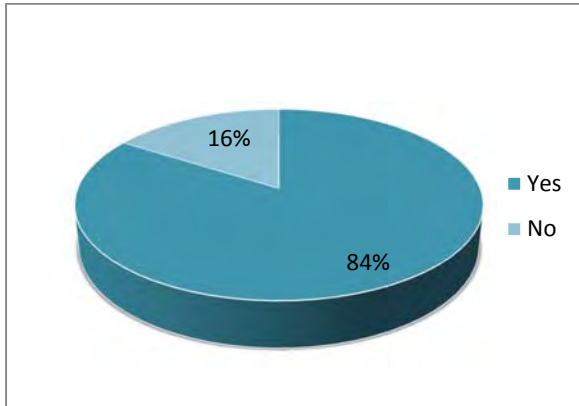
- 2. We have been reviewing your query and we have found out that you want Gorilla Glass in your phone. How many of you want to see Gorilla Glass in your next phone?
Please reply ‘Yes/No’ in the comment section.**

This was a question asked to the respondents in order to find out their thought.



The campaign succeeded in creating a buzz through which the idea was appreciated by everyone.

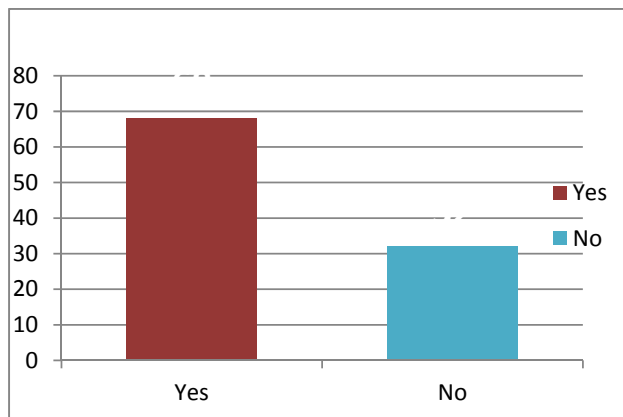
- 3. Many of you wrote us that you want 13 MP Sony IMX sensor camera and RAM of 2 GB. How many of you agree that we should create a phone with 13 MP Sony IMX sensor camera along with 2 GB RAM?
Please reply ‘Yes/No’ in the comment section.**



As the graph shows 84% of them wanted the feature in their next phone.

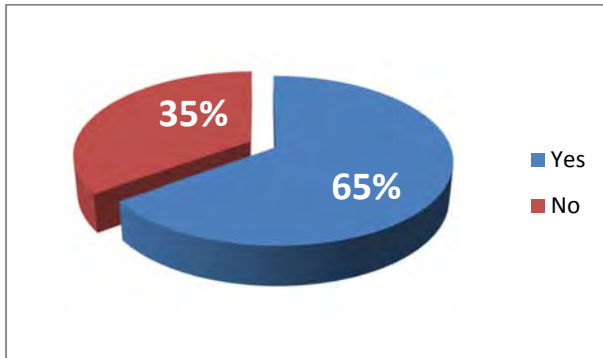
4. You wanted to have a phone with 16 GB ROM which is expandable up to 32 GB. Do you agree that you want such massive store limit? Please reply 'Yes/No' in the comment section.

The predecessor of Xplorer ZV did not have the option to expand the memory.



Only 32% of the respondent did not want the feature in their phone.

5. While answering your comment on our post, we came across such comment that you want Octa-Core processor, massive storage, Gorilla Glass & 13 MP Sony IMX sensor camera. How many of you want to have such featured phone in your hand? Please reply 'Yes/No' in the comment section.



Only 35% of the respondent said they already like the phone they have and don't want to change it for processor.

Conclusion

Studying all the findings, it is determined that only based on feature centric promotion and the idea can meet the product's desire and also make it look elegant despite saying so. Though it is said by the father of advertising, "The Consumer Is Not a Moron, She's Your Wife" it is the duty of a good advertiser to present the product in a manner that it is meant for them.

With changing time, people and their perceptions are changing too. It is vital to keep experimenting with new advertising methods and concepts in this changing era and adapt to various situations. It is observed that it is very well accepted and appreciated. It is to be forgo that 'The client is always right.'

Symphony Xplorer ZV campaign was fairly effective among its target group, however in order to remain in the top of minds of the consumers it needs to come up with continuous new innovative ideas. Consumers mostly do not remember this for long and the effectiveness fades away, the only way one may do justice to it is by continuous development and execution of new ideas and campaigns.

Appendix

Survey Questionnaire

The information collected will be kept confidential and will be used solely for educational purpose.

Age: _____

Occupation: _____

Educational Background: _____

1. We have been reviewing your query and we have found out that you want Gorilla Glass in your phone. How many of you want to see Gorilla Glass in your next phone?
Please reply 'Yes/No' in the comment section.

Yes

No

2. Many of you wrote us that you want 13 MP Sony IMX sensor camera and RAM of 2 GB. How many of you agree that we should create a phone with 13 MP Sony IMX sensor camera along with 2 GB RAM?

Please reply 'Yes/No' in the comment section.

Yes

No

3. You wanted to have a phone with 16 GB ROM which is expandable up to 32 GB. Do you agree that you want such massive store limit? Please reply 'Yes/No' in the comment section.

Yes

No

4. While answering your comment on our post, we came across such comment that you want Octa-Core processor, massive storage, Gorilla Glass & 13 MP Sony IMX sensor camera. How many of you want to have such featured phone in your hand? Please reply 'Yes/No' in the comment section.

Yes

No

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