

2015

**REPORT ON
DIGITAL
MARKETING**

**“How Agency Work
Tale Behind A Brief”**

**To: Ms. Sania Wadud
Lecturer of BRAC Business School**

A REPORT
ON
“HOW AGENCY WORK TALE BEHIND A BRIEF”

TO
Ms. SANIA WADUD
Lecturer of BRAC Business School

By
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Date of Submission: 7 September 2015

Letter of Transmittal

7 September 2015

Ms. Sania Wadud,
Lecturer, Department of Business Administration,
BRAC University

Subject: Submission of intern report on “How agency work tale behind a brief”.

Dear Ma’am,

Here is the report that we assigned on the topic as per your request. The assignment has been completed by the knowledge that I have gathered from the courses and mostly from my job.

I am thankful to all those persons who provided me important information and gave me valuable advices.

I have tried my level best to complete this report meaningfully and correctly, as much as possible. I do believe that my tiresome effort will help you to get ahead with this sort of venture. I hope this report will give us a total scenario of how digital agency actually works. In this case, it will be meaningful to us.

Best Regards,

Sharmin Sultana Shammi

Id-11304084, Dept. - BBA

Acknowledgement

First of all, I would like to acknowledge Allah for giving me sound health and mind to complete this report under extreme work pressure. Secondly, BRAC University for the academic life I have passed and enjoyed entirely.

I am deeply indebted of my internship supervisor **Ms. Sania Wadud** for her whole-hearted guidance and supervision. Her suggestions and comments to make the report a good one was a good source of strength for me.

I am very much grateful to all the Account Directors, Account Managers, Account Executives and every one of my team at Cookie Jar Ltd and all others members from client service department who have given their whole-hearted cooperation during my time period. I would like to extend my gratitude especially to Mr. Drabir Alam (Associate Director), Mr. Kaisar Bhuiyan (Assistant Manager), MD. Kazi Samiur Rahim (Senior Executive), for their unforgettable guidance, mentoring and for their cooperation throughout the entire time period.

Lastly, I would like to give special thanks and greetings to my fellow BBA students and colleagues for giving me some required information, valuable advices and suggestions to complete the report in a comprehensive manner. I thank them all from the core of my heart.

EXECUTIVE SUMMARY

I am Sharmin Sultana Shammi (11304084) of BRAC University. I have done my internship in Cookie Jar Ltd, one of leading digital agency in our country. My internship is in the client service department. Throughout my internship, I had been working in different clients across Bangladesh. This report was written after getting the first-hand experience from Digital media marketing. This report explains the importance of digital media marketing in present era and this report will help the reader to get an idea about the importance, recent priority of digital marketing and also concepts of digital marketing, Duties and responsibility of client servicing executives in an agency, Steps involved in client servicing and Consumer buying behavior in the digital era. After reading the whole report the reader can able to understand the reason behind growing digital media marketing.

Title of the Internship Report is “How Agency Work Tale behind a Brief” and Objectives of the Internship are to understand the requirement of clients, formulating strategies for clients, executing those strategies to achieve their brand objectives.

Methodologies used for achieving these objectives are client servicing. For achieving first three objectives, I have done client servicing in Cookie Jar Ltd. By doing client servicing, I got chance to work with popular brands like GSK, Cute, Bondhu Garage of Grameen Phone, Square, BRAC Bank.

Main findings of this internship are given here. Customers are highly information seekers. They collect more information about a product before buying it. Internet penetration in Bangladesh is key player for this phenomenon. Most of people are getting stimulus through advertisements, but they are not reaching to end phase of customers purchase journey, mainly in high involvement purchases. Brands are getting more touch point to reach their target group in this digital era. More details about findings are given this report. The successful completion of this internship indicates that the future of marketing is in the hands of digital. I conclude my research by quoting again that “Brands can’t sustain without digital presence”

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CHAPTER: 01- The Organization

1.1 Introduction

In general, marketing means creating value for its product or service. Advertising in business is a part of marketing communication that is used to encourage, or manipulate and communicate our audience to take or continue to take some action.

Advertising is normally done by a third party known as advertising agency. An advertising agency is a service based business dedicated to creating, planning, and handling advertising for its clients. An ad agency is independent from the client and provides an outside point of view to the effort of selling the client's products or services. An agency can also handle overall marketing and branding strategies and sales promotions for its clients. [2]Types of ad agencies are

- Full service agencies
- Creative agencies
- Specialized agencies
- In-house agencies
- Digital agencies or new media agencies

This report is completely discussing about digital or new media agencies. There was a time when Television was the most popular medium for Marketer to promote, spread awareness and generate leads for their products but now the trend has changed and Digital media has taken its place. Main reason for this change was

- Traditional methods are expensive. Compared to digital marketing channels, you could end up spending thousands of dollars more. In this report, an example is given based on this issue.
- Traditional marketing channels fail to provide instant feedback and reports about who saw or heard an ad, and took action. This data is collected long after the initial ad impression is made (and still then, the statistics are far from exact numbers).

Digital marketing, on the other hand, refers to marketing methods that allow organizations to see how a campaign is performing in real-time, such as what is being viewed, how often, how long, as well as other statistics such as sales conversions.

Digital Media Marketing or Digital Marketing

The term 'digital marketing' was first used in the 1990s. In the 2000s and the 2010s, digital marketing became more sophisticated as an effective way to create a relationship with the consumer that has depth and relevance.

Digital marketing is defined as “marketing that makes use of electronic devices such as personal computers, smart phones, cell phones, tablets and game consoles to engage with customers. Digital marketing applies technologies or platforms such as websites, e-mail, apps (classic and mobile) and social networks”.

Peoples often referred digital marketing as 'online marketing' or 'internet marketing' but it's wrong. Digital marketing revolves around the Internet, which explains why people tend to believe that digital marketing and Internet marketing are synonymous. Nonetheless, they are different. Internet marketing falls under the category of digital marketing. Internet marketing encompasses digital marketing services such as search engine optimization, display advertising, and email marketing.

1.2-BACKGROUND OF COOKIE JAR LTD

Asiatic Events Marketing Ltd also known as AEML is a Dhaka based interactive marketing communication firm dedicated to serving its clients to meet their business objectives and effective market communication practices. It is the leading agency of the country and mainly prioritizes below the line activity from activation to events and direct marketing; newly added Digital (Online marketing). It is under the 360 communication plan of Asiatic group. Aly Zaker and Sara Zaker are the founding members of the agency and it got its operative license from the internationally recognized JWT agency. AEML has been in operation from 1993 and have had huge success rate in the field on BTL (Below the Line) communications since its inception. One of their biggest achievements was to arrange ICC Cricket World Cup which was held in Bangladesh. More than 80 clients are currently having account with Asiatic for all their BTL campaign, activation, events as well as their direct marketing.

The newly added digital wing of Asiatic Events Marketing Ltd was created to cater the demands of the digital and social media marketing for it clients and the name of this digital wing is “Cookie Jar Ltd”. It is one of the first mover companies in Bangladesh market in digital marketing. Currently it is operating one of the biggest brand Facebook page in Bangladesh which

is Bondhu Garage of Grameen Phone. It started its operation in digital marketing in 2012 however from January 2013 it started social media marketing for the brand page Aortal Buzz and now it is one of the biggest social media marketing firms of Bangladesh with a semiannually turnover of 1corer taka.

Mission

“Help client-partner to achieve their business and development objectives by providing specific solutions to their communication needs.”

Vision

“Is to become the agency of choice of as an innovative, client-focused and socially committed service provider”

Values

“Success would only come if we place ourselves in the shoe of our clients and think for good, think for betterment”. Tahsin Saeed, the CEO of Asiatic Events and Executive Director of Cookie jar.

The principle Asiatic value is respecting a client no matter how much is put in or how big or small the work is.

“Spending intelligently and creatively helps the firm to get reorganization of its clients as well as”- Syed Dastagir, Head of market communications of BBC was quoted as saying.



Current Clients:



1.3-Services offered by Cookie Jar LTD:

- Content Management:

We manage contents like image, link, video posts for Facebook, Twitter and Google+. Here it also includes copy writing for the post and post creative creation.

- Development:

The word “Innovation” means a lot in our company. Our pool of developers work fast and deliver top end solutions. From a simple landing page to an extensive three dimensional browser game, we are capable of delivering them all.

- Online Advertising:

We are always making sure that our contents are good enough to add a value to the timeline of the people the moment they come across it. In Addition, on the other hand we have the ‘difference maker’, which we call Media Campaign Management. With this magical power we can predetermine who do we want to see our contents, when, how many times, in which touch points, and everything.

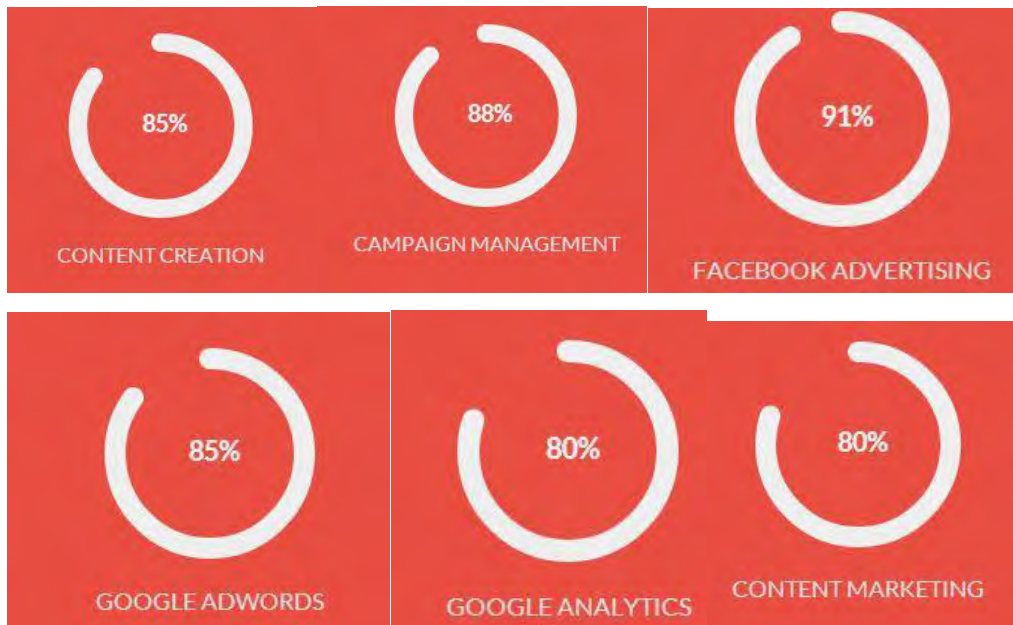
- Relationship Management:

We like to think of ourselves as the voice of the brands we work for. We ensure that we understand what our clients are all about, through and through; and do the regular talking with the customers in a way that would not only earn and maintain goodwill for our clients, but also drive business conversions from the satisfied customers.

- Campaign Management:

We run several types of campaigns in order to get more likes, people talking about this, impression and reach. We maintain the campaign with our own strategies. These campaigns can be competitions arranged to engage online customers and give better brand experience. For Example: Recently Square is sunning “Super MOM Selfie Contest”. One month back, we were running “Cholo Bangladesh Crazy Fan Selfie Contest “by GP etc.

Skills Of Cookie Jar Ltd



1.4-The departments working within Cookie Jar Ltd

There are basically four departments in the company. The digital client service department is the one which maintains liaison with the clients, the creative department is the one that fulfills the requirements of the client's needs and other departments ensure smooth functionality of the organization.

The mission of these departments is to ensure smooth and quality digital social media communication service to their clients. As a result, the digital social media service should increase brand awareness, increase brand communication reach, provide quality online consumer experience and drive them to online and physical stores to generate sales and profit for the firm.

HR Department

This department helps to find out the best people, who can suits with this organization. This department also motivates the employees in various ways.

- a) Recruiting of new employees is their concern.
- b) Training and development of the interns are going in a good way is also their concerns.
- c) Compensation, employee benefit, leave and service rules program and up gradation
- d) Placement and performance appraisal of employees
- e) Preparing related reports
- f) Reporting to the Executive Committee/ Board on related matters.

Digital Client Service Department

The basic function of the client service department is to maintain relationship with the clients and prospects. This is the heart of digital agency. They communicate the thought of both the parties, brands and customers'. They are one of the most important parts of AEML as well because they are the persons who find out the things customer needs and finding the need is one of the most useful ways to keep the client happy. This department is the heart of the whole organization and it co-ordinates within the functions of the various department in the agency.

This department of Cookie Jar Ltd is also important for research purpose. This gives some important information to the AEML authority, like

- a. Effectiveness of the digital communication campaign
- b. Customer reaction and feedback about the digital communication campaign
- c. Finding out the reasons that makes communication campaign fail to have more reach or engagement and brand experience.

This information helps AEML authority to take decisions like

- a. Whether AEML digital plan works for the client or not?
- b. What type of digital communication campaign is needed to help develop more effective communication campaign?
- c. What was the success of the campaign?
- d. What change is needed in the campaign? etc.

Creative Department

This is the mind of the organization because it is them whom make Cookie Jar Ltd popular and effective to the clients. They perform certain acts. Some of them are given below.

- a. Developing copy for communication on social media
- b. Developing weekly post calendar for communication for social media
- c. Designing the post creative for digital communication
- d. Visualizing the idea of campaign and contest
- e. Finalizing layout etc.
- f. Google advertisement, Facebook advertisement design adoption of foreign ad ideas according to the prescription by the client in case of multinational advertisement campaign.

Finance Department

The finance department of Cookie Jar Ltd functions like finance department from any other business organization. They do budgeting for any digital communication campaign and contest as well as for online promotion and advertisement campaign.

CHAPTER: 02- Description about Job

2.1- Client Servicing

I did my internship under this department. Main responsibility of this department is analysing the industry and digital media for clients, formulating strategies and executing them based on the objectives of client. This whole process consists of 18 steps,

- **Brief:** Brief given by the client based on their marketing objective.
- **Pitch Presentation:** Presentation made by us for client based on the brief, by analysing industry and digital media. Mostly used for new clients.
- **Proposal:** Proposal put forward by Cookie Jar including campaign objective, target market, strategy, approaches, estimated cost and outputs.
- **Review:** Reviewing the proposal of Cookie Jar by clients.
- **Revised negotiation:** If clients have any problem with proposal, we need to rewrite the proposal and make negotiation.
- **Final proposal:** Proposal which finally put forward to clients by us.
- **Approved:** Final proposal needs to get approval from client, otherwise we will lose client.
- **Estimate Signed:** It's a contract between client and Cookie Jar.
- **Release Order:** Order which is submitted to vendors for buying space and placing ads.
- **Creative:** Executing the idea or plans of campaigns into final formats like banner, websites...Etc.
- **Run Campaign:** Starting the campaign by placing ads banners, videos, Facebook contest, Facebook page managing ...Etc.
- **Reports:** We collect reports from the operation department.
- **Compile:** After getting all reports from them, we compile those reports for submission to clients.

- **Optimization:** Making changes in the campaign for improving the effectiveness and to achieve objectives.
- **End:** End of the Campaign after achieving the objective.
- **Review of Campaign:** Evaluating campaign based on standard and actual performance of campaign. It will help to understand what we planned and what actually happened.
- **Bills:** Bill submitted to client including service tax and commission and bill is made by operation and finance department based on our given information.
- **Payment:** Payment of bill by client to us after deducting the commission and tax.

2.2-Core Responsibility

Initially, Intern's main responsibility is to handle the customers of given Brands through digitally, like on face book. We usually do not do all of the tasks to client service department. Mainly I am handling four different brands of GSK like, "Horlicks Bangladesh", "Mother Horlicks", "Women's Horlicks" and "Sensodyne Bangladesh". Besides, I am also looking for the official page of "Bondhu Garage" of Grameen Phone, "Chuye Dile Mon". Our task mainly falls under client service management department.

2.3-Specific Responsibilities of the job

- At the very first stage, we do comment replying. It is mainly the query that our customers ask regarding that respected brand. Customers do it in the comment section of any Facebook page or they do wall post or they inbox us.
- To reach our brand to their customers, we need to reach customers' an accurate and exact meaning that brands are expecting, their customers will accept. For this, we need to make creative content and post copy that reflects brand's message and grab the attention of customers. Here, we need to be more creative and unique. We need to play role as brand itself and also as customer.
- Besides, we need to arrange sometimes some campaign and contest as well. Such as; before this Eid Ul Fitar, we had launched a campaign, named "Cholo Bangladesh Crazy Fan Selfie Contest". This was mainly a one month campaign of Grameen Phone. This campaign launched mainly for the purpose of BD and South Africa Cricket Match. Here, BD cricket fans uploaded their crazy selfie that shows their support towards Bangladesh

Cricket team. This was done in three different phase. In every round, three winners got chance of playing a free bating session at Zunayed Batting Lounge and the grand five winners got the chance of meeting one of our best cricketers Md. Tamim Iqbal”. Therefore, for this campaign, I had to maintain a database of participants and had to work as a Customer relationship management team because I needed to confirm either winner are getting a call and coming on time or not and so on.

- Besides I needed to create an insight that worked as a feedback of this campaign to our client.
- Here, we worked as a team. We had to sit frequently to discuss about the new opportunities through which we can engage our customers more to our brands.
- Besides, If we got any client to peach, we had sit together for brainstorming and all other things that could help me to come up new ideas to satisfy our client so that we can compete our competitors very well and get the client.

2.4-Critical Observation and Recommendation

- **Easy to identify target audience:**

It is always necessary for a company to identify its target customers first. Through this digital marketing, this task becomes easier. From this given link, we can easily find the behavioral pattern of our targeted audience, like; their demographic, location, likings, lifestyle, activity, purchasing pattern. Here, is some behavioral patterns of my targeted audience is given below (Targeted audience 18-45)

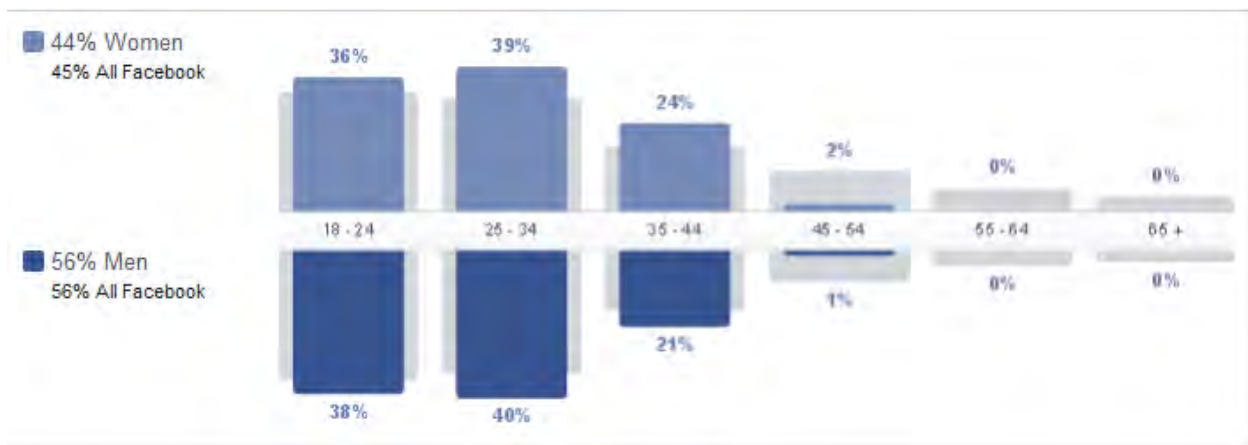


Figure 01- Percentage of Facebook user in 18-65+

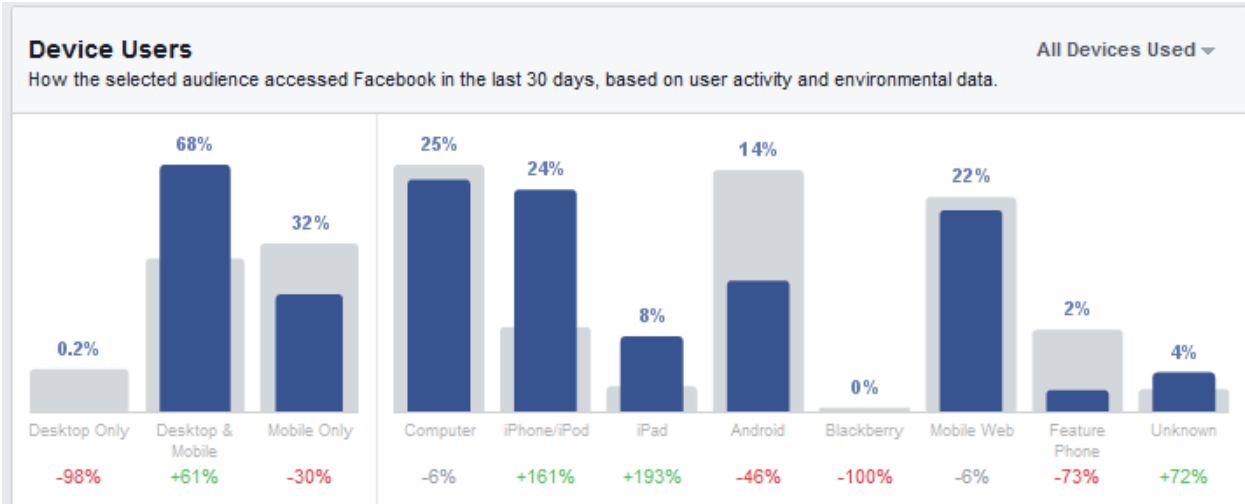


Figure 02- Percentage of Facebook using through different device.

From this above picture, we can see the percentage of Facebook user among men and women. Then, we can also find out through which device, they use Facebook.

- **Getting a continuous effective insight:**

Through digital marketing, we can easily look after how our brand is performing. Here, we are showing how Bondhu Garage of GP has performed from April to August. We can see that 20 April, 22 to 29 June and 13 to 15 August, consumers were mostly engaged with our page. Reason behind this is, during this people did some extra to engage our customer, such as, in April, we had Upload Bangladesh Campaign, during June to July, we had Cholo Bangladesh Crazy Fan Selfie Contest. On the other hand, this would not be so easy for a company to get this insight on an up to date basis and with this low cost and effective way. The picture is given below:



Figure 03- Post reached from April 5 to August 20 of “Bondhu Garage Page”

- **Knowing the brand personally:**

Another most important and interesting fact of working in agency knows the brand personally. To communicate with brand’s customers, we need to have accurate and in depth knowledge about the brand’s products or services. Therefore, we here get a chance to know different brands individually.

- **Getting an opportunity of establishing a brand through digitally:**

Here, our clients’ are not new in market. Some of them are well established and also for a long time in business. However, they still want to make their existence available through digitally because it is now easier to get in touched with people through this way. For example, K securities who has started their business very long time ago but they want to enter in digital marketing just for increasing their opening rate of BO account. Therefore, we gave them a plan through which they can establish their brand name well in digital operation.

- **Getting up to date information of competitors’ activities:**

Through this, we can easily look after our competitors’ page to know how they are performing. Here, a table is given to describe the whole scenario –

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1  Grameenphone	4.8m 	▲ 1%	18	429.6K 
2  Robi Axiata Limited	4.7m 	▲ 2.5%	15	215.6K 
3  banglalink mela	4.4m 	▲ 1.5%	40	704.3K 
4  Airtel Buzz	4.1m 	▲ 1.3%	29	820.4K 
5  BondhuGarage	159K	0%	0	0

Figure 04- Competitors' Analysis

Here, Bangla link mela has uploaded more post but the engagement rate is higher for Airtel Buzz that is 820.4k when its posts number is lower than Banglalink Mela. Therefore, we can say that among these five brands Airtel Buzz is performing well.

CHPATER: 03-PROJECT TOPIC (How agency work tale behind a brief).

3.1-SUMMARY

I have worked here under client service department. Therefore, the most important part of client service department is to get brief from client and pitch them, make creative, run campaign etc. At the very beginning there will be a short description of the project. After that, the objective, methodology and limitations will be discussed. Then I will discuss the process that is how agency works when they get the brief from the client. In this time, BRAC Bank is our client. This part contains the total strategic planning that we did for our client and also the result that we got after running this one month campaign. Finally, this report will end with conclusion as a summary of the most important part of this whole project.

3.2-DESCRIPTION OF THE PROJECT:

This is the most important part of the report. Here, I mainly discuss about how we work after getting a brief from our clients. For this, I have chosen BRAC Bank for which we launched whole Ramadan campaign. This project report starts with understanding the brief of our client.

UNDERSTANDING THE BRIEF

Create awareness among TG of card offers :

- Buy1 Get1 (Restaurants)
- Super-shop (10% Discount)
- Lifestyle Shop

Here, BRAC Bank was our client and their expectation was creating an awareness regarding its different card holders about the offer that actually they were providing in different outlets, lifestyle and restaurants. They had three different offers, such as Buy1 Get1 (Restaurants), Super-Shop (10% Discount), Lifestyle Shop.

3.3-OBJECTIVES

- To know the whole process of making plan for clients.
- To know the effectiveness of digital marketing in this competitive era.
- To know the importance of digital marketing for brands.

3.4-METHODOLOGY

- For accomplishing this project, I directly worked with Cookie Jar as an intern under Client Service Department
- I personally handled this client with the help of my supervisor.
- Result is done on the basis of information provided by Facebook.

3.5-LIMITATIONS

IDEAL DIGITAL PLAN FOR THIS PROJECT

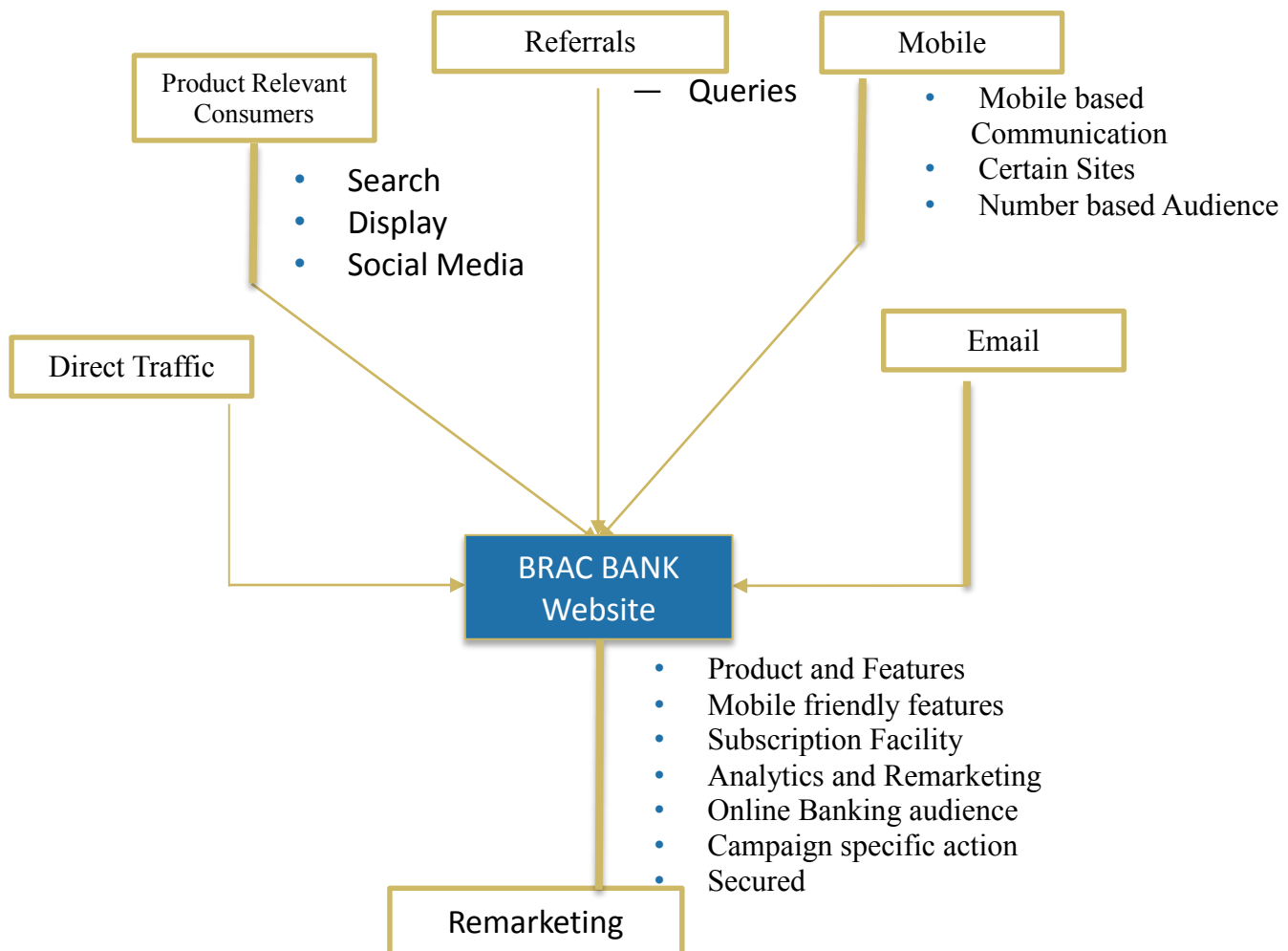


Figure 05- Ideal Digital Plan for BRAC Bank

This could be an ideal digital plan for this Ramadan campaign of BRAC Bank. However, we could not implement all of this. Our scope was -

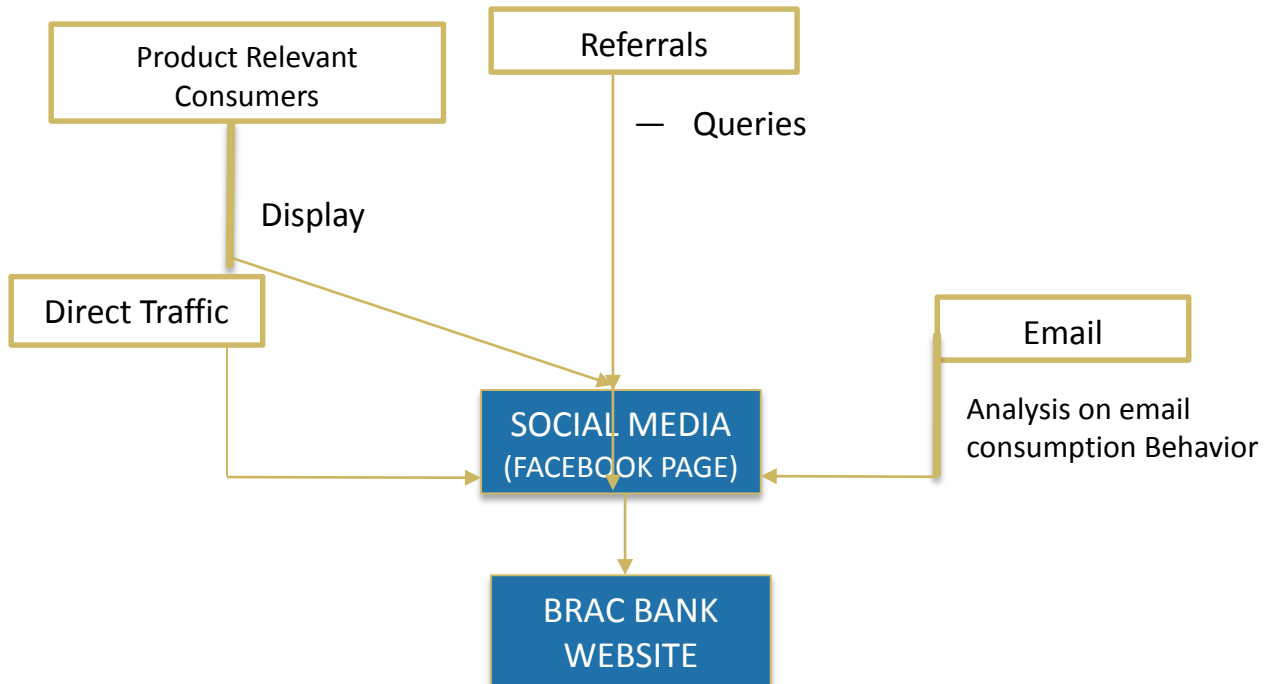


Figure 06- Actual digital plan for BRAC Bank.

Reason for not implementing that Ramadan Campaign:

Product Relevant Customers:

- Search: This is mainly based on searching with key words. For example, we are searching car loan in Google. Then Google automatically show us car loan in BRAC Bank. Here, we could not do it because BRAC bank website does not provide well information that may help audience to get enough information.
- Mobile: BRAC Bank web site is not user friendly in mobile. If it would be, we could show ad to them who uses internet with smart phone.
- Email: They do not have proper database that shows us specific information about the client.
- Here, we could not make a direct communication with customers. BRAC Bank handled customers through comment replying. Therefore, Clients sometime could not get their answer of queries on time that may cause dissatisfaction of customer.

CHAPTER: 04-STRATEGIC PLAN OF PROJECT

Strategy definition was defined in Wikipedia as “**Strategy** is a high level **plan** to achieve one or more goals under conditions of uncertainty. In the sense of the "art of the general", it included several subsets of skills including "tactics", siege craft, logistics etc. the term came into use in the 6th century C.E. in East Roman terminology. Now, we are going to describe every three stages of the strategic plan of BRAC Bank Ramadan Campaign that we did to make the campaign successful.

STRATEGY

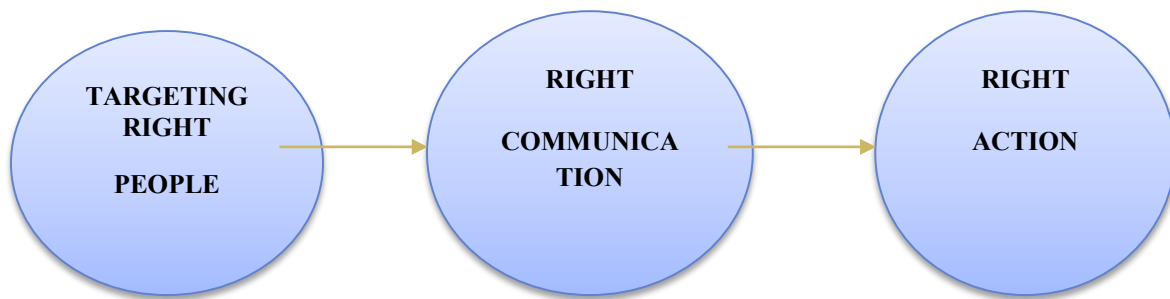


Figure 07- Strategy of BRAC Bank

4.1-THE RIGHT PEOPLE:

The first stage of this strategy is targeting the right people who are actually our audience. Here, our targeted audiences are both male and female whose age is 24 to above 24. As this offer is only for the card holders of BRAC BANK, we targeted all mid-level to upper level employee who actually attend clubs, attends various social parties, frequent Restaurant visitor, travels abroad and their interest is in Posh brands, Shopping, Exotic Food, Fine Dining. We planned to target them in two different ways. One is by FB targeting and the other one is GDN targeting.

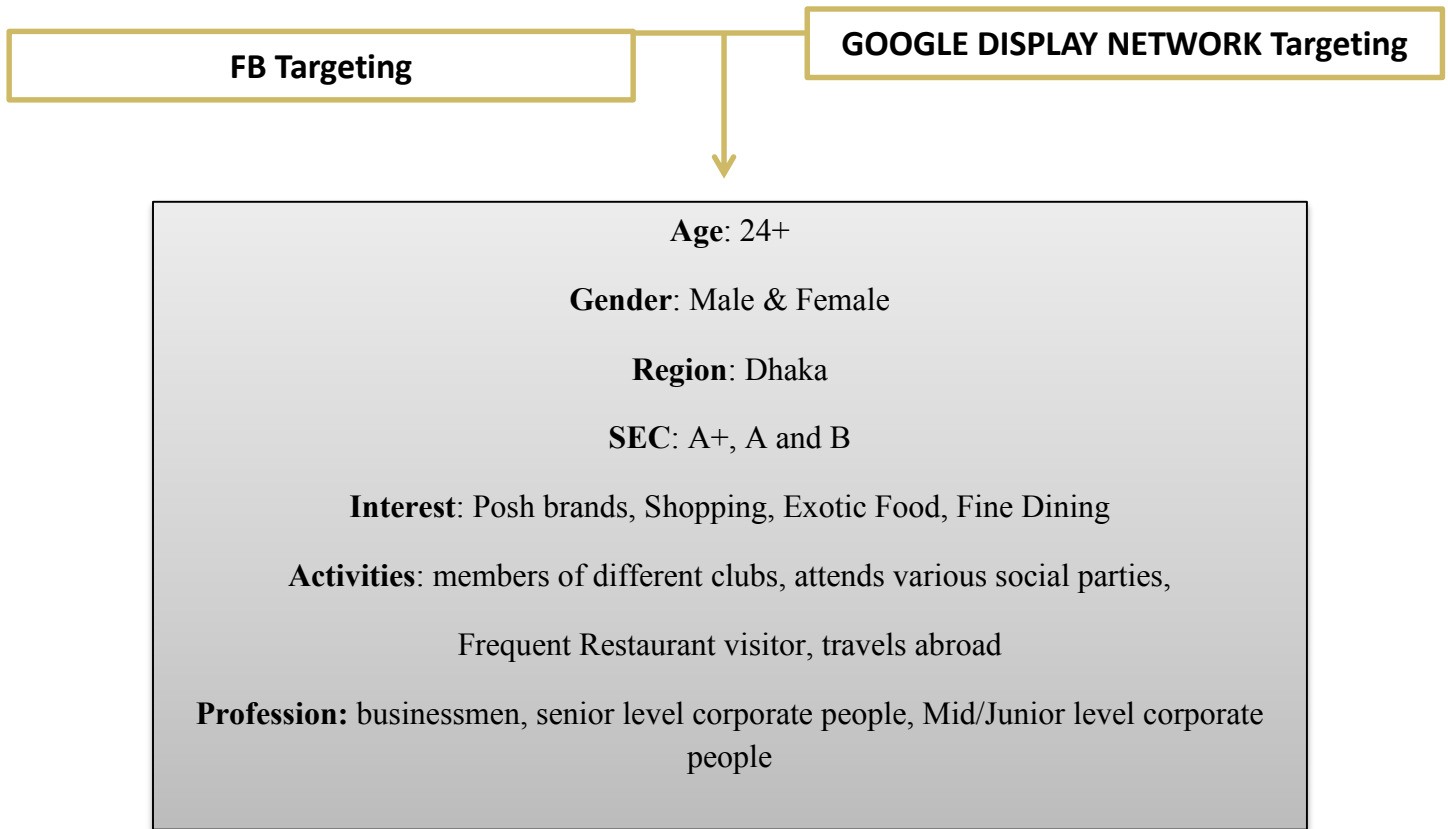


Figure 08- Targeting Audience for BRAC Bank

4.2-TRGETING RIGHT PEOPLE IN FACEBOOK

Here, based on above category, we can target our audience by showing Facebook post or face book multiple add.

1. Facebook post: There are two things in a face book post. One is creative and another one is post copy. For the post of superstore, we can write, BRAC BANK is offering Tk300 cash back up to your purchase at 3000tk to enjoy this Eid with your family, in our post copy. In addition, creative may contains the picture of meat or vegetables or spices that are available in superstore to grab the attention of our customer.

- Facebook Multiple add: Here, we can add at least 3 to 5 different post together in one post and also can give five different website link that directly take our audience to land on that website link. The main benefit of this is we can add different links for our different products.

FYI: Sample of Facebook post and multiple add post is provided in the appendix section.

4.3-RIGHT PEOPLE IN GOOGLE DISPLAY NETWORK

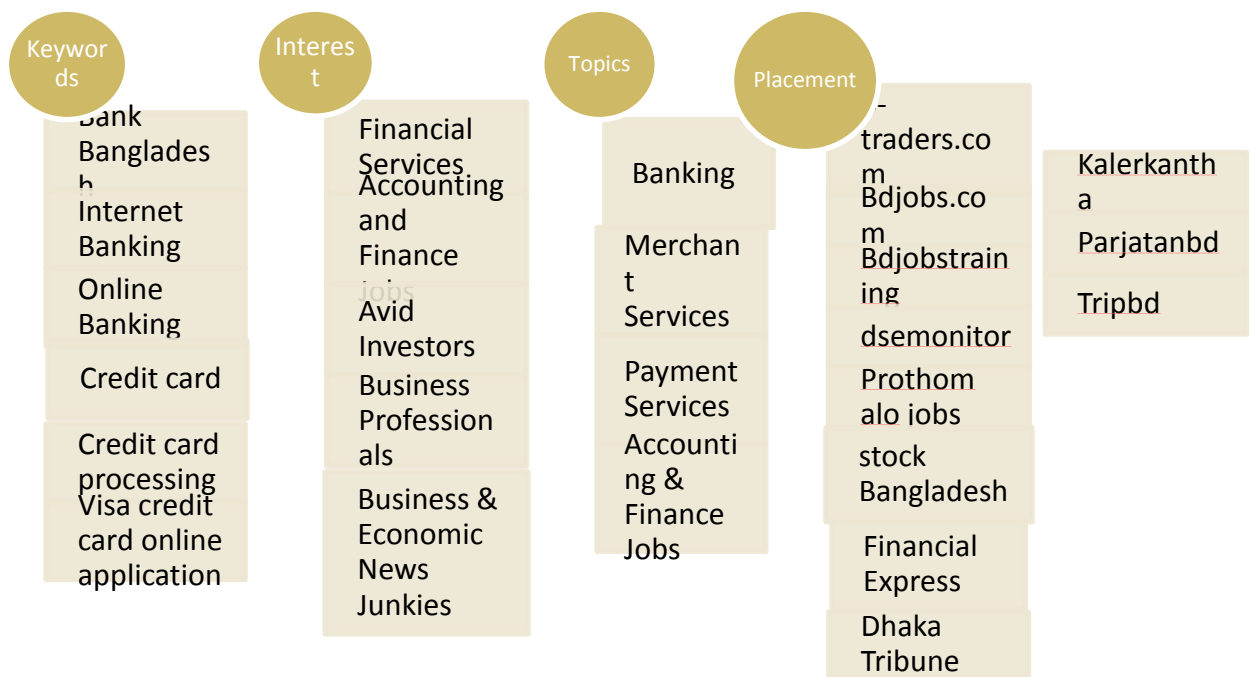


Figure 09- Targeting right people in GDN

Now-a-days, whenever we visit a website, we see lots of ads are there besides that page, some of them are the ads of Grameen phone or kaymu.com or amazon.com etc. This is called GDN. To do this kind of ad promotion, we need to be very specific regarding the key words because key words will show my ad in that website where it needs to be shown. For example, here we have chosen credit card from key words, business and economics from interest, banking from topics

and The Daily Star for placement. Now Google will show my ad in the Business and Economics section of daily star website so that people who have interest in banking can see this offer.

FYI: Sample of GDN is provided in the appendix section.

4.4-RIGHT COMMUNICATION

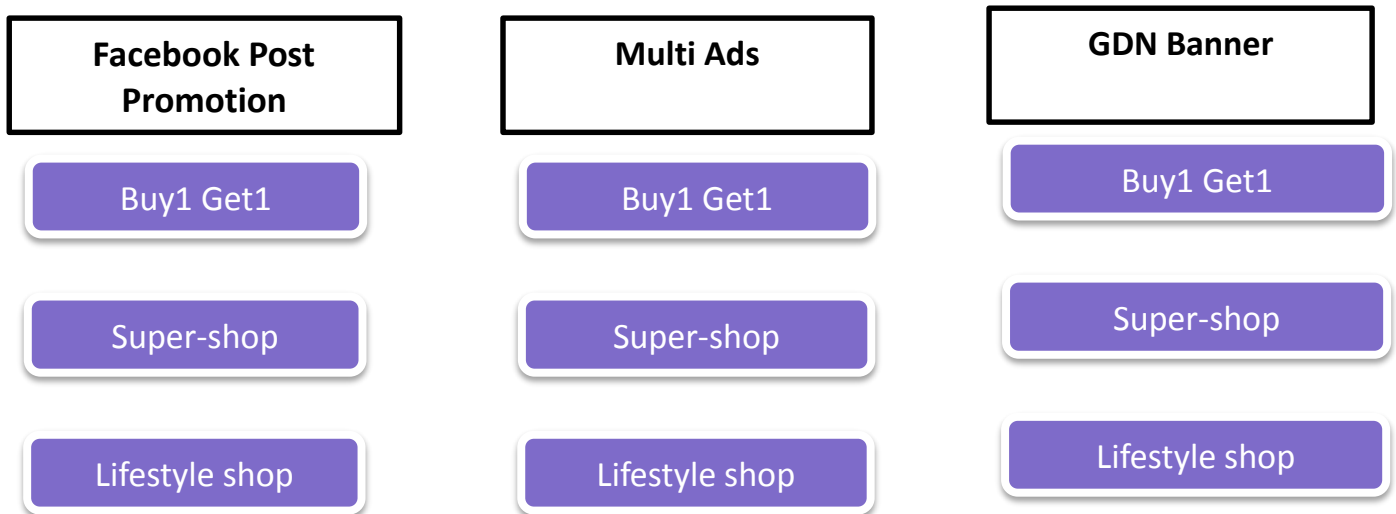


Figure 10- Right Communication for BRAC Bank

The explanation of face book promotion, multi ads and GDN banner is already given. When these are posted, we got lots of queries regarding the product or the services. Therefore, we need to answer all of those queries on behalf of the brands. Sometimes, we are not aware of some queries; we ask this query to our clients of behalf of our customers and again get back to our customers. This is how the communication is built up.

4.5-THE RIGHT ACTION

- Total Reach: This is the amount of unique people our communications are exposed to. It says that after boosting a post, how many audiences actually reached in our post.

- Impressions: The number of times the communications been shown to the audience. It shows how many times we reached the same person for our post.
- Engagement: Number of clicks, likes, comments and shares by the audience. We can see this at the bottom of our post.

4.6-BUDGETING

If client likes our plan, we send budget to them. After that, there is a negotiation between client and us. When both parties agree with the budget, we execute the plan. Budgeting falls under finance or operating management. After completing the planning, client service department takes is to the operation and finance department. Then, Finance department makes the budget. Here, the budget for BRAC Bank Ramadan Campaign is given.

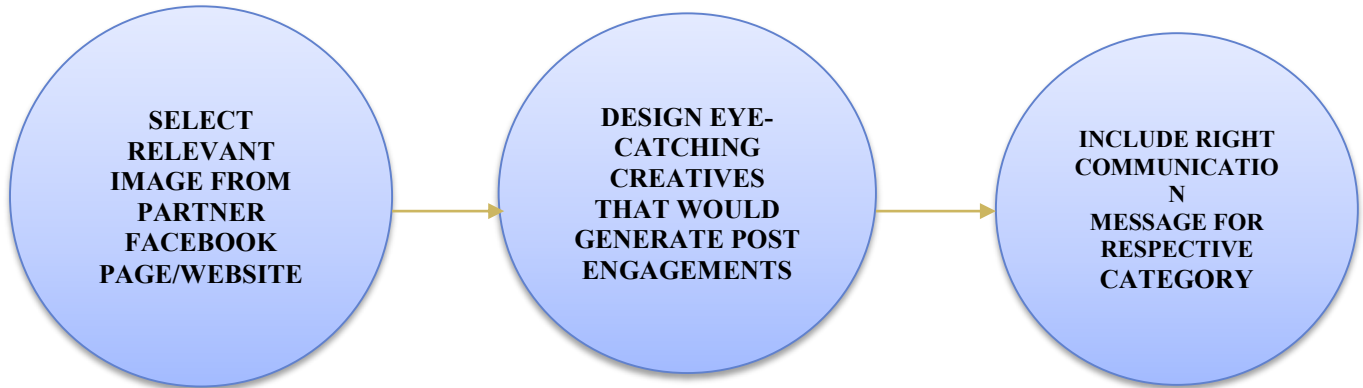
Sl. No	Particulars	Monthly Cost (BDT)
1	Reimbursement Direct Labor Cost for Facebook Management	68,075.00
2	Visualization Cost	30,000.00
	Agency Commission on Visualization Cost (10%)	3,000.00
	Total Cost with Agency Commission	101,075.00
3	Ad Campaign Cost	196,666.67
	Total Cost with Ad Campaign	297,741.67
	4.5% VAT	13,398.38
	Grand Total	311,140.04

Figure 11- Budget Plan for BRAC Bank

FYI: Individual costing is given in appendix.

4.7-WHAT WE DID

Content Creation



AD CAMPAIGN

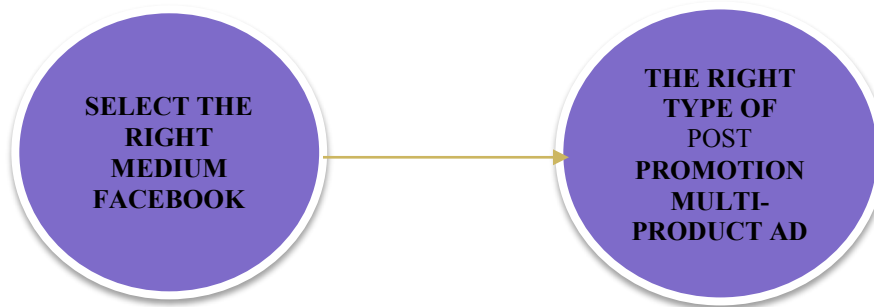


Figure 12- Execution of Plan

- At the first stage, we select relevant image from partners' official Facebook and website such as Arong, Anjans, Cats Eye, Tangail Sarre Kutir, Shapnow, Agora, and Meena Bazar etc.
- After that, we design catching creative to engage our audience.
- Creative contains a message that highlights BRAC Bank offers for their card holders.
- We run face book post and multi product ad post.

CHAPTER: 05- ANALYSIS

Here, we did an assumption. Suppose, BRAC Banks has 100,000 customers and they send at least 3 SMS to per person. That means per month they send 300,000 SMS that cost $300,000 \times .60 = 180,000 \times 12 = 2,160,000$. Now, if they would spend this amount of money, impression would have been served to 25,000,000 people and for each people, the impression would have done for 256 tome where BRAC Bank is reaching to one person in a year for 36 (3×12) times.

5.1-Audience Reached:

- Content that we uploaded during this Ramadan, we got 1.4 million reach from this. It means that 1.4 million people saw our contents, posts and ad. Among these, 557,056 people reached by face book post promotion and 842,981 people reached by multi-product promotion.
- For face book post, each people got to know about our post 2.38 times and for multi ad, frequency was 1.11.

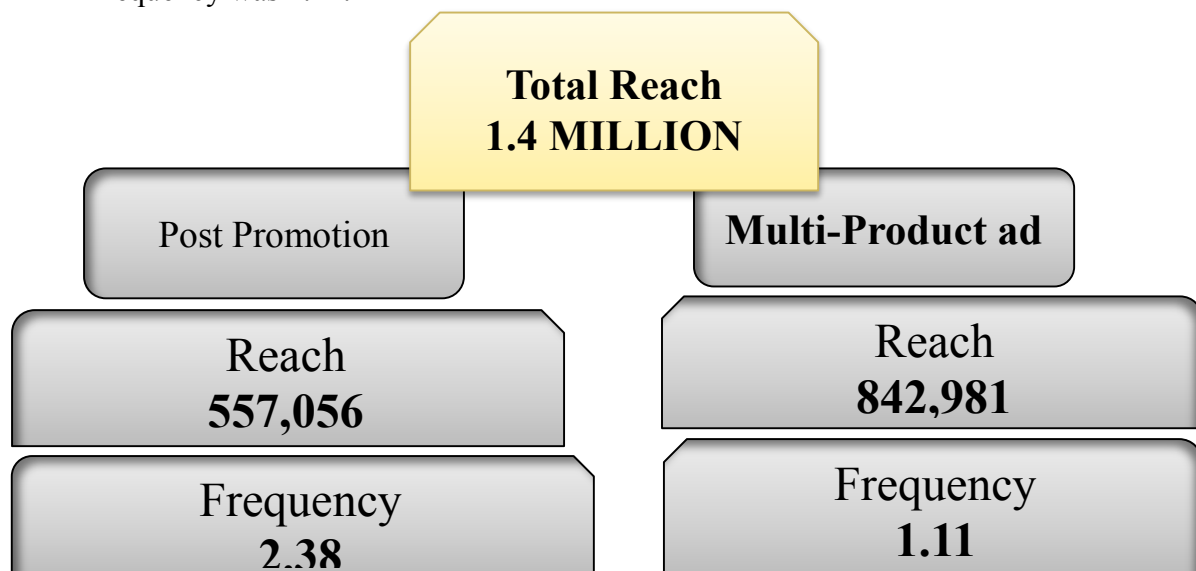


Figure 13- Audience reached in one month

5.2-Post Engagement:

Post Engagement means how many likes, comment, shares, photo views and website clicks we actually got. Here, we can see from post promotion, our engagement was higher. It is 118,989 and likes are 85,777. However, website clicks is higher in post engagement section that is 34,449.

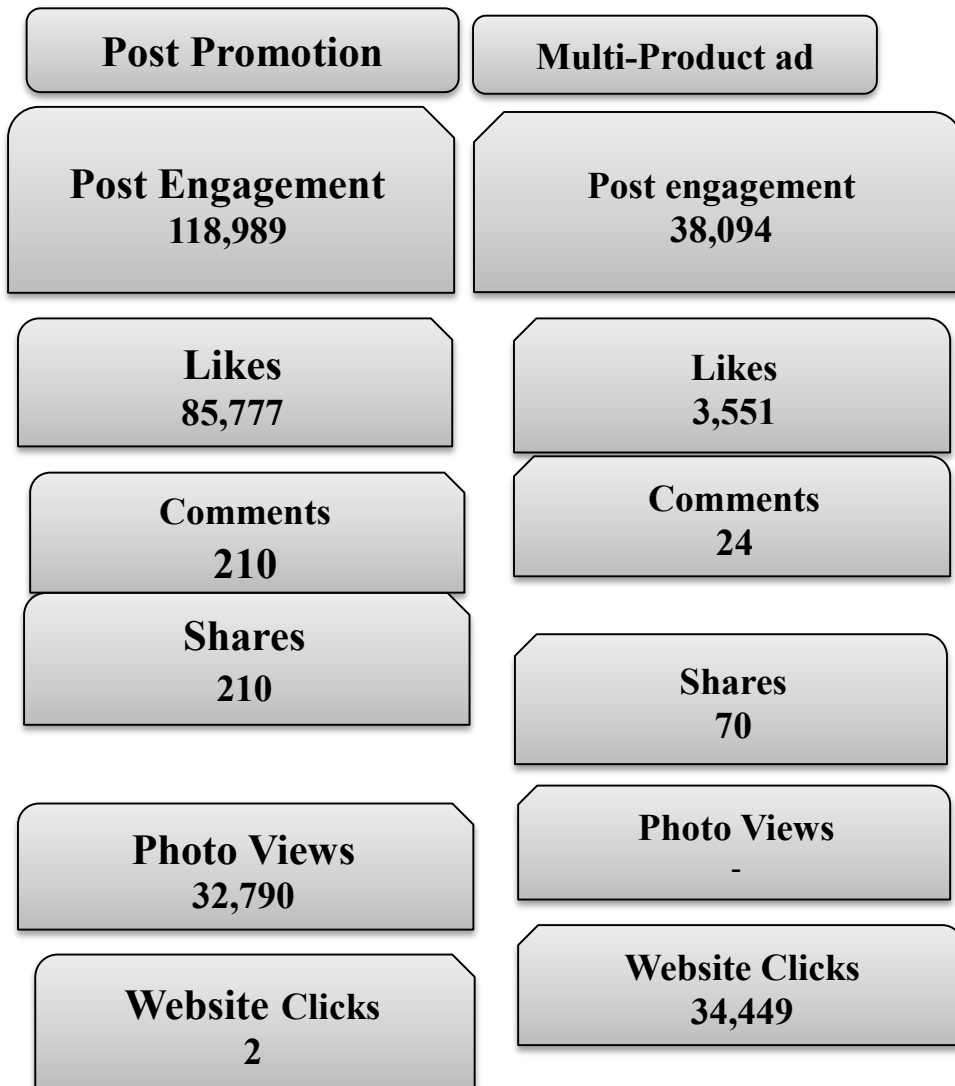


Figure 14- Post Engagement for BRAC Bank

CHAPTER: 06 -RESULT AND DISCUSSION

Our result from this campaign was positive. We could increase post engagement, page likes and page impression. Here, all are given below-

- We could reach to 1.4 million people during 1.5 month to aware them about this offer.
- The number of times People liked, shared, commented our contents are 157,083.
- Our achievement is that after is campaign, BRAC Bank is now going to be our regular client.
- BRAC Bank official Facebook page became a strong communication for its audience.
- We could increase the visited rate of audience for their website.

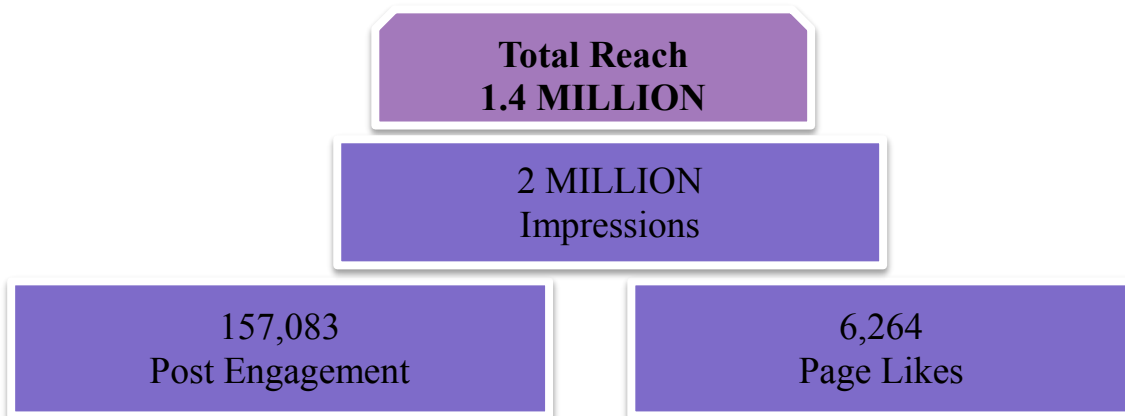


Figure 15- Total Result of BRAC Bank Campaign

CHAPTER: 07-CONCLUSION

The successful completion of this internship indicates that the future of marketing is in the hands of digital. Digital marketing is not only concerned with placing ads in portals, it consists of integrated services and integrated channels. Marketers want to use these components in an effective way to reach target groups and to build a brand. In this digital era, marketer is not the custodian for a brand; people who are connected across the digital platforms are the custodians.

Brands want to build their presence over digital platform, because customers have high affinity towards digital media than other media's. More than that customers are highly information seekers and digital media is the only platform for two way communication between brands and customers.

Digital media is the best platform to convert a product to a brand. Because it is more cost effective and it provides lot of touch points to marketer. Brands can able to engage their target group in an effective way through digital platforms. Digital media is not only for engagement, brands can increase their customers or they can retain their existing customers. Digital platforms help to increase the impact of brand recall in target groups.

The research focused on the how digital marketing works. Consumers are highly information seeker and they will do research about a product before going to a retail shop. Therefore, brands want to give platforms to consumers to understand their product or to get a really feel of that brand.

I honestly believe that this project report will be at most useful for marketers to understand the digital marketing and also to plan for future strategies.

I conclude my research by quoting again that “Brands must pursue digital platform”.

CHAPTER: 08- APPENDIX&REFERENCES

Skills of Cookie Jar Ltd

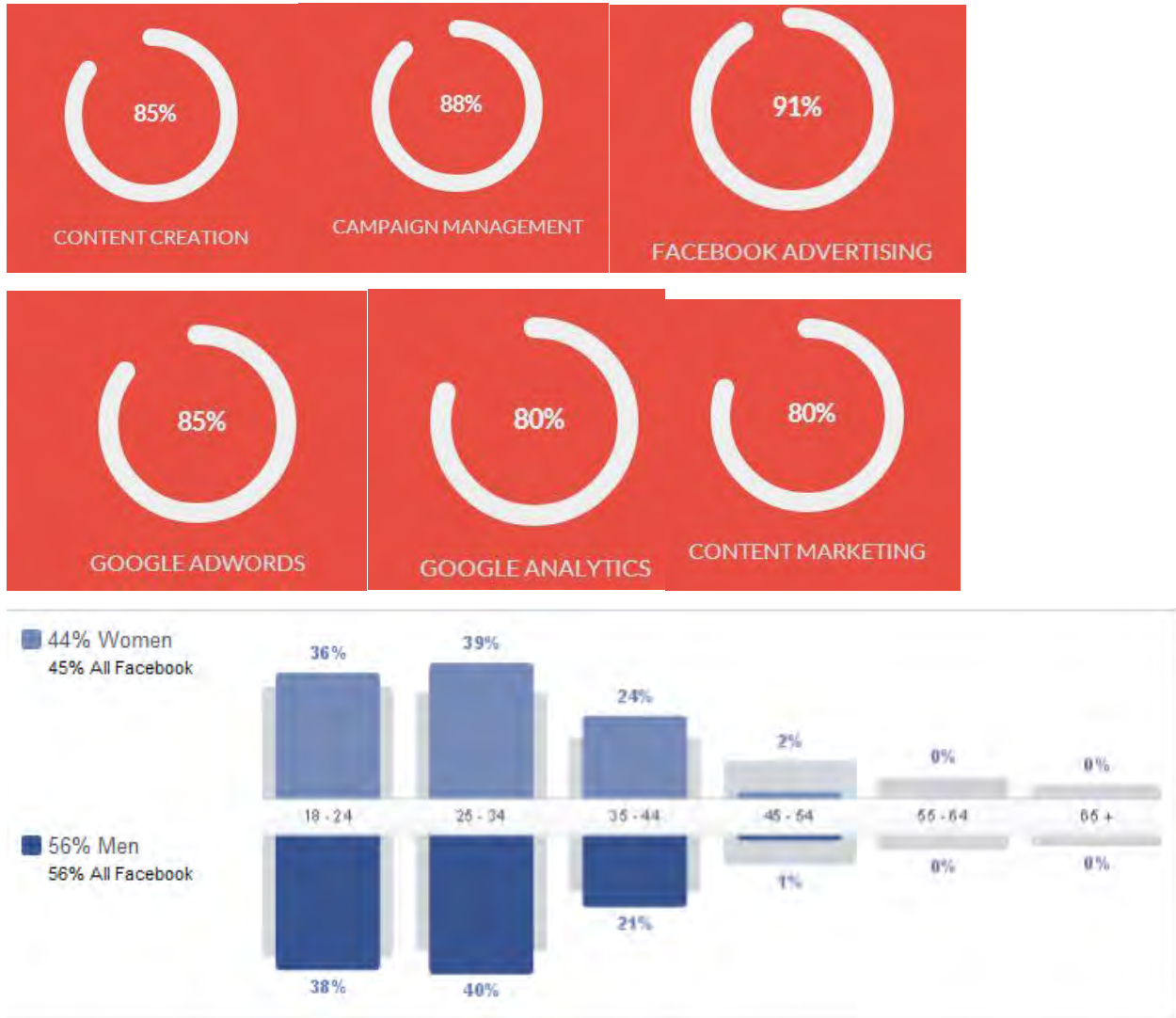


Figure 01- Percentage of Facebook user in 18-65+

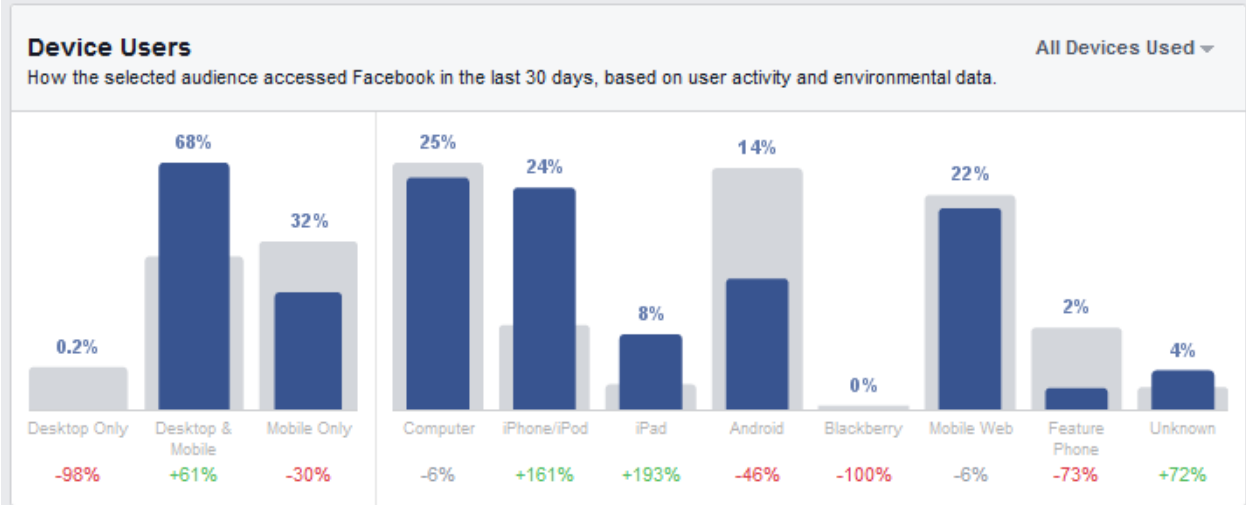


Figure 02- Percentage of Facebook using through different device.



Figure 03- Post reached from April 5 to August 20 of “Bondhu Garage Page”

Page		Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1	 Grameenphone	4.8m 	▲ 1%	18	429.6K 
2	 Robi Axiata Limited	4.7m 	▲ 2.5%	15	215.6K 
3	 banglalink mela	4.4m 	▲ 1.5%	40	704.3K 
4	 Airtel Buzz	4.1m 	▲ 1.3%	29	820.4K 
5	 BondhuGarage	159K 	0%	0	0 

Figure 04- Competitors' Analysis

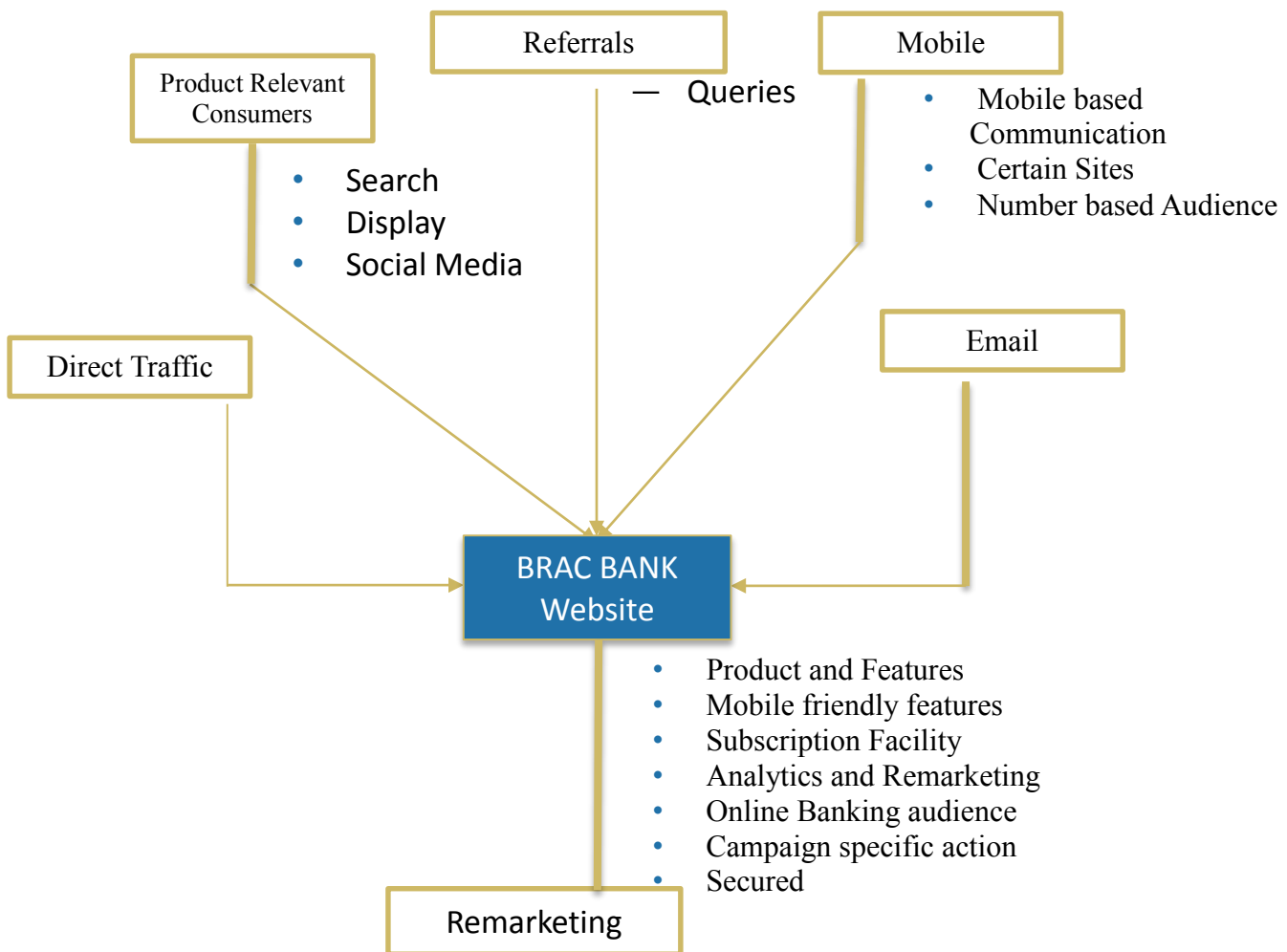


Figure 05- Ideal Digital Plan for BRAC Bank

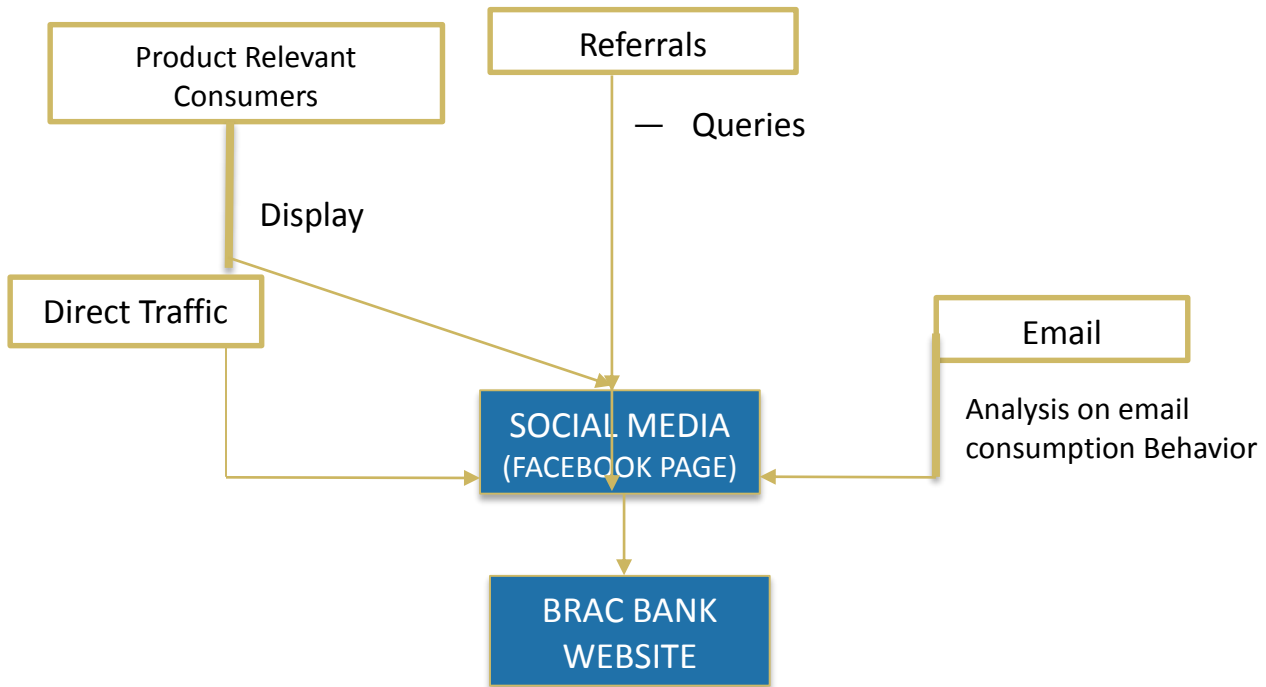


Figure 06- Actual digital plan for BRAC Bank.

STRATEGY

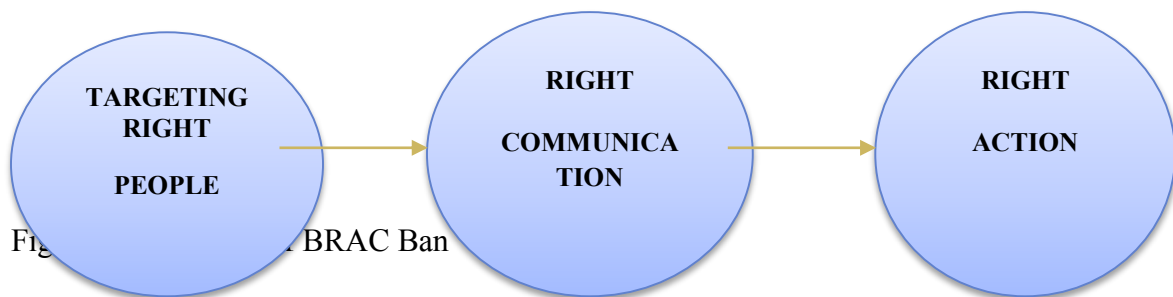


Figure 07- BRAC Bank Strategy

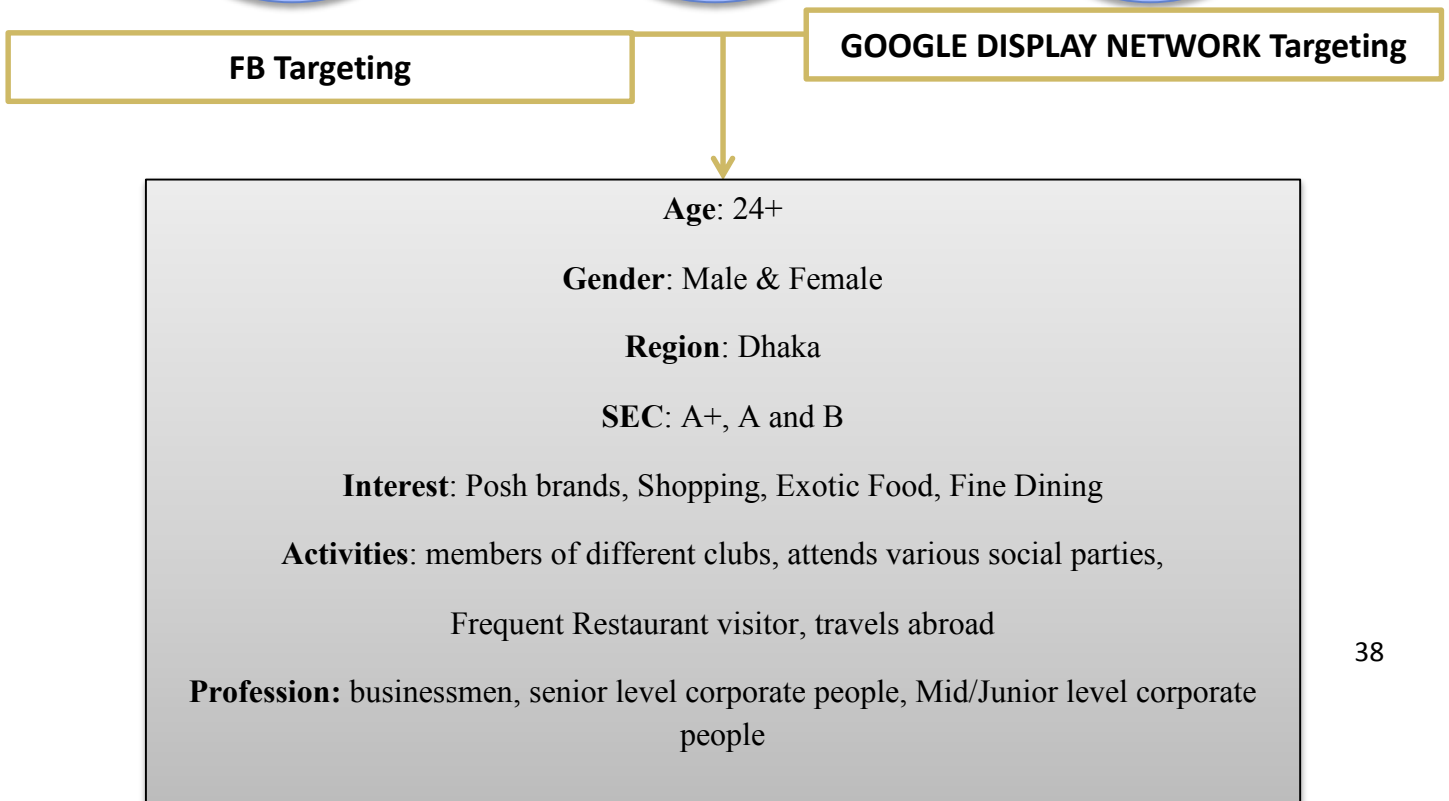



Figure 08- Targeting Audience for BRAC Bank



Figure: Sample of Facebook Post

BRAC Bank Limited
Sponsored - 

BRAC BANK is offering 7.5% to 15% discount at any purchase.



15% Discount at Gown
Enjoy 15% with BRAC BANK car...

7.5% Discount at Pakistani Lawn
Enjoy 7.5% with BRAC BANK ca...

15% Discot
Enjoy 15%

Like - Comment - Share

Figure: Sample of Multi-Product ad



Figure 10- Right Communication for BRAC Bank

Sl. No	Particulars	Monthly Cost (BDT)
1	Reimbursement Direct Labor Cost for Facebook Management	68,075.00
2	Visualization Cost	30,000.00
	Agency Commission on Visualization Cost (10%)	3,000.00
	Total Cost with Agency Commission	101,075.00
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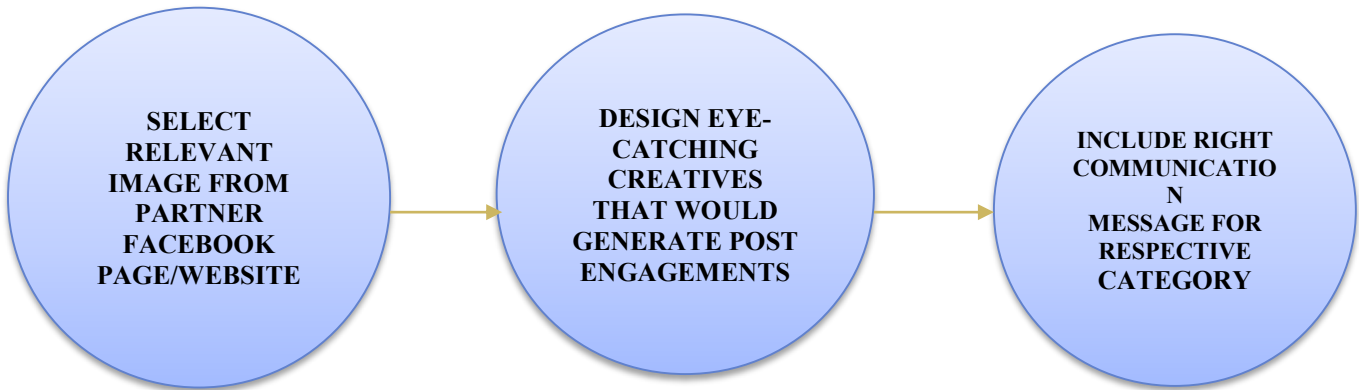
Figure 11- Budget Plan for BRAC Bank

Breakdown of Direct Labor for BRAC Bank Limited						
Sl No	Direct Labor	Details	FTE Required	Time Cost/Hour	Hours	Total
1	Associate Director	Providing Strategic Guidance and Planning Input align with supervision	1%	2200	2	3,080.00
2	Account Manager	Responsible for day to day operation and client liaison	5%	450	10	3,150.00
3	Account Executive - Online Production	Main responsibilities would be managing the page, managing the post, sharing updates, preparing and maintaining the calendar	50%	200	100	14,000.00

4	Intern - Online Presence	Would be Working under the executives to provide constant support throughout the campaign	100%	50	200	7,000.00
Total Direct Labor Cost						27,230.00
Total Cost with Overhead Multiplier (2.5)						68,075.00

Content Tool Purchase				
Items	Unit	Amount (BDT)		
Visualization Cost	BDT	30,000.00		
Total	USD	30,000.00		
Items	Unit	Amount	Rate	Amount (BDT)
Facebook Post Promotion	USD	1,500.00	85	127,500.00
GDN	USD	500.00	85	42,500.00
Total	USD	2,000.00	85	170,000.00
Analysis for Ads				
Ad Campaign Management Man Hours	Hour	13	2000	26,666.67
Grand Total				196,666.67

Content Creation



AD CAMPAIGN

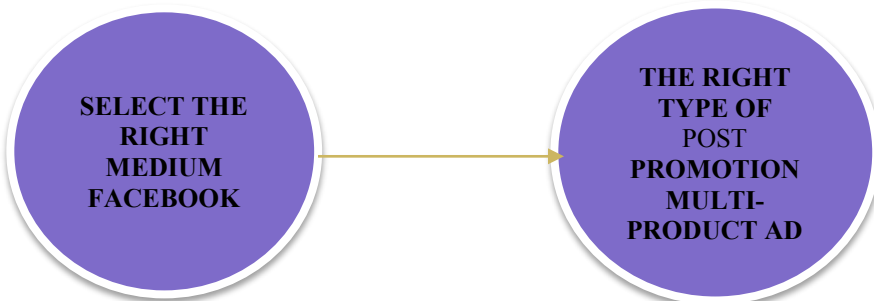


Figure 12- Execution of Plan

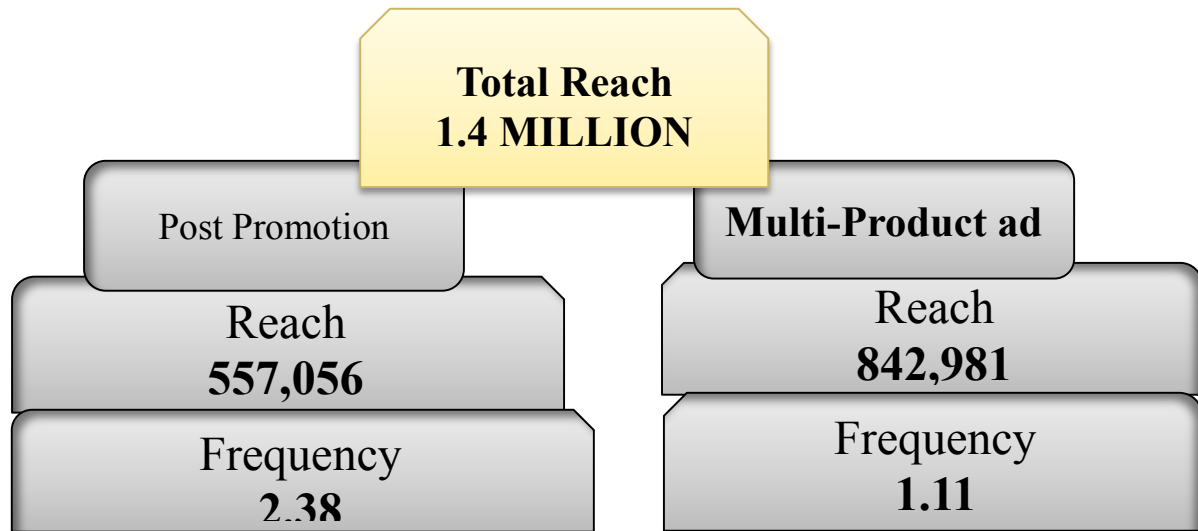


Figure 13- Audience reached in one month

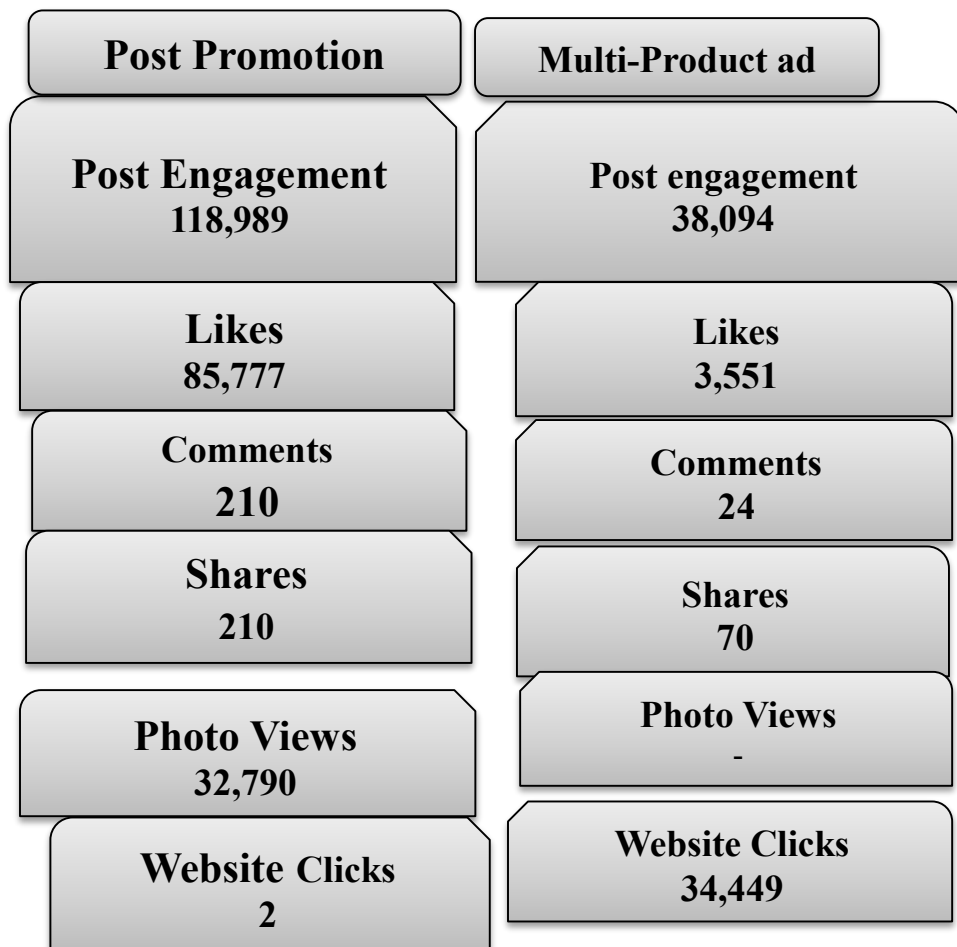


Figure 14- Post Engagement for BRAC Bank

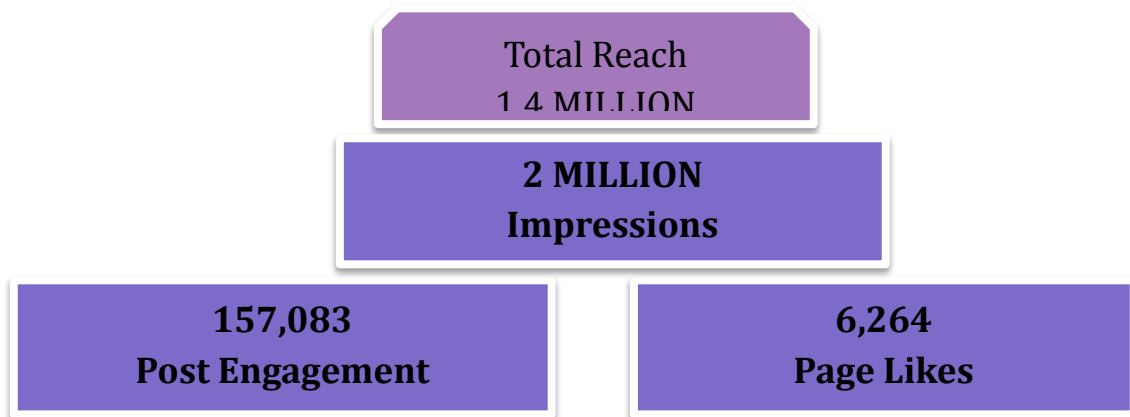


Figure 14- Total Result of BRAC Bank Campaign

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