



Report on



Asiatic Experiential Marketing Limited

Report on
BTL Activities
of
Asiatic Experiential Marketing Limited

Submitted to:

Ms. Afsana Akhtar
Assistant Professor
BRAC Business School
BRAC University

Submitted by:

Saurov Dhar
ID: 11204033
BRAC Business School
BRAC University
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Letter of transmittal

27th December, 2015

Afsana Akhtar

Assistant Professor

BRAC Business School

BRAC University

Subject: Request for Internship Report Submission

Dear Mam:

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

I have successfully completed my internship program in AEML and I worked there as an intern for three months (August 23 – November 23). Working on this report gave me a great learning experience where I came up to know the differences between ATL (above the line) marketing and BTL (below the line) marketing, and how theoretical experience and practical experience matters. Hopefully you will find the report to be valid, methodical and unbiased.

It was a huge opportunity for me to do my internship report under your guidance therefore I would like thank you for all the support and guidelines that you have provided, which I hope to continue getting in the future. However, I will be available if you have any query.

Sincerely yours,

Saurov Dhar

ID: 11204033

BRAC Business School

BRAC University

Acknowledgement

At the beginning of preparing the intern report, I would like to convey appreciation to Almighty for blessings in completing this report. I would like to thank my parents who deliberately supported me from all areas during my undergraduate and kept faith in me. I have received support and guidance in preparation of this report from various sources. I would like to take this opportunity to thank them all.

Firstly, I would like to thank my Internship Supervisor Afsana Akhtar, Assistant Professor, BRAC Business School for her continuous counseling and cooperation in preparation of this report. Her indispensable advice has helped me a lot in writing this report. I am extremely thankful to her for the supports she has provided me during my Internship period.

Secondly, I would also like to express thanks to my organizational supervisor at AMEL, Shoaeb Harun, Assistant Manager, Client Service. He is a very generous and fun-loving guy who directed me towards the right information. I would also like to thank Joy Clive, Key Accounts, Client Service my reporting boss, who taught me a lot of things and supported me at every aspect throughout the internship period. To be honest without him it was impossible for me to survive my internship period.

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

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Executive summary

Below the line marketing activities in recent days became so complicated, therefore it is very important for an agency to maintain the service quality and satisfy its clients, by delivering the service in the shortage time period.

Complication becomes so acute when an agency needs to deal with both of the client group one is Social Client and the other one Corporate Client. Both of the groups has a distinguished set of complications in order to provide the service but Asiatic events has managed over the year finest possible way to service its clients and that is why Asiatic Events is the Industry leader in Below the Marketing Agency. They design the corporate events with the ambience relevant to the project which is vital key for success. Every day they are concern to reduce the gap between client and themselves which helps them to provide better service which helped them to dominate the competitors.

I worked on a number of projects simultaneously, I started my work with Internet Genius (I-gen) a concern of Grameenphone and Prothom Alo where I had to prepare, documentation of the activities which took place in the district level of Bangladesh. I also worked at World Fish launching event which is a concern of USAID

Preparing BTL campaign for Globatt battery where I had to prepare Gantt chart, develop feasible ideas for the campaign and lastly visiting various location for branding installation.

Today in the market most of the renowned brands look for AEML for designing their BTL campaigns, this is possible because they are able to position in the mind of the consumer. Clients such as BATB, Grameenphone, Unilever, HSBC etc. are main stakeholder of Asiatic Bondhu Garage one of the big project they are working with.

Report on
BTL Activities of
Asiatic Experiential Marketing Limited

1.0 Background of the study

1.1 Origin of the Report:

Internship (BUS400) is a four credit course of BRAC Business School. The credit courses are required to be completed by all BBA students. Therefore I prepared this report for the fulfillment of Bachelor of Business Administration (BBA) program, under the supervision of Assistant Professor Afsana Akhtar. Moreover, the report is prepared on the basis of my three months working experience as an intern in a renowned agency Asiatic 360.

1.2 Objective of the report:

Primary Objective:

My primary objective is to bring up various BTL activities taking place in Bangladesh and use the theoretical concepts of Marketing in practice which I have achieved through my studies from all courses as it is a requirement of BBA program of BRAC Business School, BRAC University.

Secondary Objective:

- To experience the terms with the entire business procedures
- To create a bridge between the theories and practical procedures of product/service distribution and operation.
- To be aware of various Marketing terms that has been taught in the BRAC Business School
- To gain practical experiences and view the application of theoretical knowledge in the real life

1.3 Scope of the report:

The subject matter of the report is to portray a clear picture of BTL activities taking place in Bangladesh. Thus from the subject of the report it can be clearly stated that the scope of the study is the BTL activities under client service department. Asiatic Exp is a strong platform for

young learners who basically want to deal with BTL activities in the marketplace for various brands.

1.4 Methodology of the report:

My report is prepared based on experience accumulated during the period of internship. On the basis of my report topic I talked to my supervisor took his insights regarding the projects, gathered information from the office database and lastly browsed internet where I collected specific data required to prepare my report.

1.5 Limitation of the Report:

During preparing my report I had to go through some barriers which are shared bellow:

One of the main barriers is the scarcity of time in internship period. Basically three months are not enough to know about a particular department and I could not apply all my theoretical knowledge. The data and information gathered related to the topic was not easily available. Another shortcoming was supply of more practical and up-to-date data. I couldn't gather the insights of all the employees as mostly they were occupied by work.

2.0 Company Overview

In the year 1966, 15th March, Asiatic started its journey as East Asiatic. Initially it used to offer service to a wide range business in the absence of brands (for instance-jute mills; they worked on a campaign to communicate the important role of jute mills in people's live). In the later years of its operation when East Asiatic transformed into Asiatic 3sixty, it became one of the largest total marketing communication group in Bangladesh. Since then it offered 360 degree marketing solution to its multinational and local clients.

Asiatic built an international partnership with J. Walter Thompson in 1996. J. Walter Thompson is basically an international advertising agency headquartered in New York. Later in 2005, the agency was "re-lunched" by dropping the J. Walter Thompson in exchange for JWT. As being a part of the JWT family, oldest advertising agency in the world, it has pioneered many of the advertising innovation in Bangladesh. JWT the fourth largest marketing communication agency in the world has nearly 10,000 employees in more than 200 offices in over 90 countries, serving

over 1200 clients. Basically this attachment transformed the marketing communication wing of Asiatic 3sixty and renamed it to Asiatic JWT.

The range of Asiatic service rise above the frontiers of advertising to cover Social Communication, Events, Public Relations, Corporate Relations, Direct Marketing, Formative Research, Media Planning and Management and Marketing and Product Planning. Asiatic JWT's job is to ensure that more people spend more time with its client's brands and purpose is to create ideas that people want to spend some more time with. They hold a belief that better the idea the more people will spend time with it.

3.0 Asiatic 360

The various concern of Asiatic 3sixty is:

3.1 Asiatic JWT

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

3.2 Asiatic Marketing Communication Ltd. (AMCL)

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

3.3 Asiatic Social Limited

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

3.4 GroupM

This sub-function basically contains three differentiated departments : Asiatic Mindshare, Maxus and Media edge, all of which has only one basic function which extremely diversified itself in nature and is very challenge: Media Buying. Media buying is the procurement of the best possible placement and price of a piece of media real estate within any given media. The main task of media buying lies within the negotiations of price and placement to ensure the best possible value can be secured.

3.5 Asiatic Experiential Marketing Limited

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

3.6 MRC-Mode

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

3.7 Forethought PR

This is sub unit that deals with public relation and media management. This department ensures that the right message is conveyed by the media and also helps in communications not through the traditional methods but through the publicity and management. During an event when media coverage is demanded by clients Forethought PR covers the report for the next day newspaper and so on. This department keeps liaison with individuals and figureheads who play an important role in the society, whichever social strata they belong to and ensures that they communicate the right message through appearances, performances, etc.

3.8 Nayantara Communication

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

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

3.9 Asiatic Experiential Marketing Limited (AEML)

Asiatic Experiential Marketing Limited provides BTL marketing service to various local and multinational firms. It is a part of the Asiatic 3sixty but has its own individual operation and works independently within the group.

Asiatic Experiential Marketing Limited stepped on ground back in 1997. This was the era when suddenly there was a need of a BTL marketing, activation and communication platform with the experience individuals who basically can operate into this platform. Asiatic Experiential Marketing Ltd has a pioneer in popularizing the concept of professional event management and marketing in Bangladesh. Being a part of the largest marketing communication group of company, which is the Asiatic 3sixty, it did not take AEML very long to establish itself as the best activation and BTL marketing and communication agency in Bangladesh.

The Vision Statement

“To achieve the **most preferred** below the line marketing solution offer.”

The Mission Statement

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

4.0 History

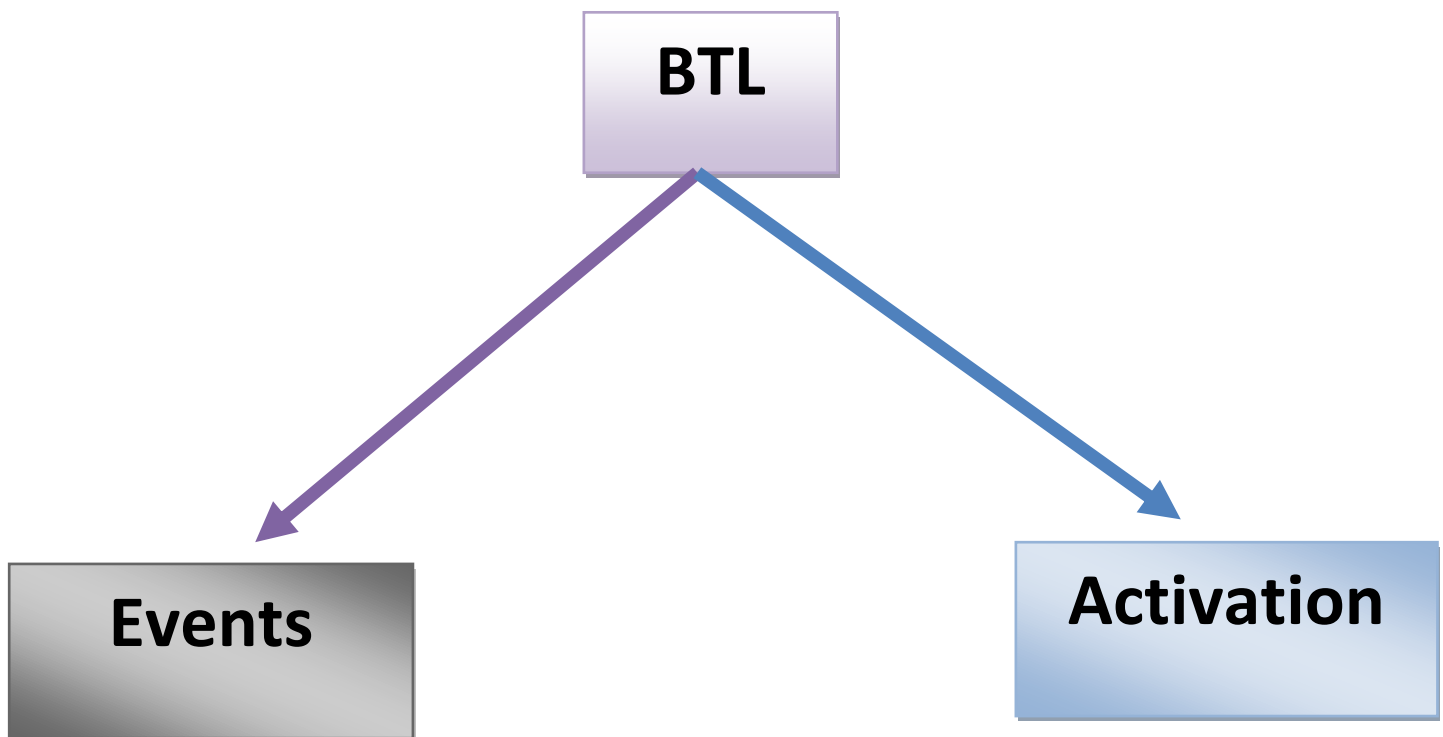
In 1998 by organizing the Mini World Cup Asiatic Experiential Marketing Ltd began its journey. There were major setbacks which leads AEML become a loss making company during the year of 2002 to 2006. But dark times started to fade away during the year 2007 as changes took place in management and potential, dynamic workforce were hired by the company. Today AEML in its 17th year of operation is ahead of its competitors setting up a benchmark in the agency arena. It has proven its worth to the client base and the goodwill is so palpable that the client does not hesitate to pay an extra charge for their superb services. AEML has proven track records in planning, designing and implementing a wide range of events and activations on behalf of various consumers' brands of different multinational and local companies. And the dedication of the workforce strengthened the pillar of company to achieve fame and fortune.

4.1 Services

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

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

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



5.0 Job Description

As an intern, I simultaneously worked under all the three departments. Firstly Client Service department, secondly Planning department and lastly Operation department. Being on Client service department, my duties was to communicate with the clients as well as giving them update about the project advancement and manage third party vendor to deliver the promised service. In Planning Department I had to assist the planning team during brainstorm with relevant and executable plans for the project on hand and also preparing slides for the pitch. I also worked with the operation team where all the activity of marketing actually starts. During my three months period of internship I was assigned for various projects which contains both events and activation.

Events:

- 1) Ecofish^{BD}
- 2) I-gen (a concern of Grameenphone & Prothom Alo)
- 3) GP-Star (Bappa & Souls, a concern of Grameenphone)
- 4) GP total reward program (a concern of Grameenphone)

Activation:

- 1) Globatt

5.1 Specific Responsibilities of the Job

Mostly, Asiatic events at first get case brief from its client's majority of times in oral form then in written documents. The brief is then shared with the planning department where the brainstorm takes place for generating ideas and lastly presentation is prepared for the client. Corporate Clients case brief is more presentation oriented and developed with its own communication and marketing team. My job responsibility used to cover:

- Getting brief from clients
- Writing down the meeting minutes
- Preparing presentation for pitch

- Brainstorming
- Make a checklist for the job
- Make a proposal
- Collect feedback
- Transfer it to the Operation Department/Creative Department/planning Department
- Writing MC script for event
- Preparing Run Order table
- Monitoring the activities

5.2 Critical observation and recommendation

The competition in the market is pretty high; hence everyone has to give their best to set a benchmark for the project. I used to take instruction from my supervisor regarding clients demand and protocols. These days the job duties are not that much structure and do not have any specific duties. Due to this it contains both positive and negative effects. Agencies are place where people can experience and find the proper utilization of marketing theories, helps to explore the arena beyond expectation. Under one roof I got the opportunity to know and work with various brands. There is a saying that marketing agencies are for creative and passionate people. The environment in the office is very friendly.

Recommendation

Asiatic Exp is the market leader in its industry and due to this the workload is very high. In compare to the workload the workforce is limited. Therefore the pressure is tremendously high on employees, even several nights I had to stay at office before event. The organization's job duties should be defined and need more human resource to roll out the activity smoothly. Sometime the work pressure is so high that they need to outsource people to manage the situation. Asiatic Exp requires a larger office space where there will be enough place for employee engagement and recreation.

5.3 Project Summary

To fulfill academic requirement of getting theoretical knowledge, I applied in some institutions and from them AEML has offered me to do so. My internship time span has been started since 23rd November, 2015. During my internship period I worked on a number of projects simultaneously, I started my work with Internet Genius (I-gen) a concern of Grameenphone and Prothom Alo where I had to prepare, documentation of the activities which took place in the district level of Bangladesh. I also worked at World Fish launching event which is a concern of USAID and their project was on “Hilsa conservation” where I had visit client for collecting brief, writing meeting minutes, talking to vendors etc. Preparing BTL campaign for Globatt battery where I had to prepare Gantt chart, develop feasible ideas for the campaign and lastly visiting various location for branding installation. During my last month of internship I worked on GP Star events and preparing presentation for GP total reward program. This particular organization gave a wide space to work on various brands and I got the chance to work practically here, so I would definitely like to describe my contribution to AEML.

6.0 Project 01

i-gen (Internet Genius)

A concern of Grameenphone and Prothom Alo



6.1 Introduction

One of the remarkable initiatives, i-gen was first launched in the year 2011 with a missile to spread the light of internet. The main purpose of the event is to empower the youth generation of Bangladesh through internet. Till 2012 the initiative was continued, which covered more than 1400 schools through 121 events. (Grameenphone, 2015)

Again on April 28, 2015 the selection process was conducted at 74 educational institutions in 61 districts of the country. The target groups are students between eight to tenth grade who took part in the competition. The main objective of the event is to raise awareness and grow interest among the students throughout the country.

Prothom Alo Bandhushava with Grameenphone having motive “Internet for all” took the initiative of arranging internet festival where their purpose is to educate the students about internet and helping them to get the best out of it. The Ministry of Education is coordinating the event.

Key Partners

Prothom-Alo and Grameenphone are the key organizing partners; the fabulous initiative has been also being supported by the co-operation of Perfetti Van Melle with their brand Alpenliebe, Microsoft, Opera Mini, Ekhanei.Com, Rexona, Mutual Trust Bank, First Security Islami Bank, Woori Bank, Radio Foorti and Channel I.

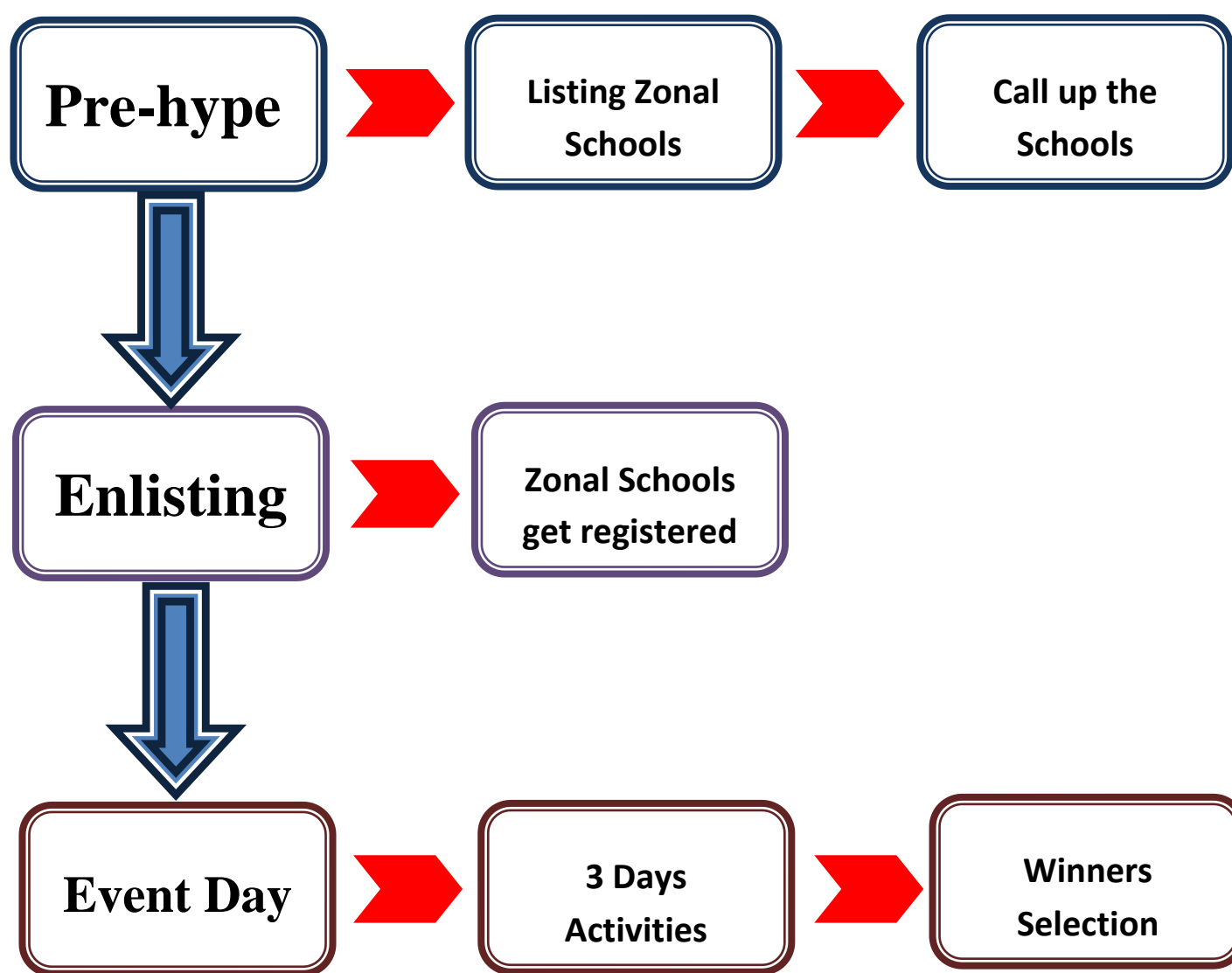
All their supports made the event livelier and the event ran very smoothly at different parts of Bangladesh.

Remarkable Locations

The most notable educational institutions where I-Genius held are – Patuakhali Jubilee High School; Kortoa Multimedia School and College; Jessore BAF Shaheen College; Khagrachori Technical School and College; Carmichael Collegiate School and College; Sylhet Pilot High School; Haji Noab Ali Pilot High School in Barura, Comilla; Nalini Das Girls Secondary School and Masuma Khanam Girls Secondary School in Bhola; Rangamati Laker public School and

college and Government Girls School; Mukul Academy in Sherpur; Border Public School in Naogaon; Bangladesh Agricultural University High School in Mymensingh; Bangladesh Railway High School in Bhairab of Kishoreganj; Harachandra Girls School in Jhalakathi; District Ideal High School in Chapainawabganj, Zainul Abedin High School in Subarnachar of Noakhali. (eduicon.com, 2015).

6.2 Program Blue Print



6.3 Analysis

Reason for the existence of i-gen

Internet is an interconnection tool which helps consumer to connect globally. These days internet became one of the basic needs and its uses are increasing vigorously every day. This beneficial service is helping in various ways in terms of business, education, storing data, providing information hub, a medium of sending information rather than changing the receiver or sender location. In different parts of the world the uses of internet is still unknown, people do not have enough access to internet uses. Uses of technology is a step towards development and in a developing country like Bangladesh the light of internet is required to spread among all class of people.

The Web Index (the World Wide Web Foundation's measure of the web's use, utility and impact on people and nations), ranked Bangladesh in the bottom 10 countries measured, the report says "low-ranking countries suffer from a vicious cycle of poor infrastructure and high costs of access" (Lawson, 2012).

Comparison between Indian states shows that a 10% increase in mobile phone penetration rate leads to a 1.2% increase in GDP. Similarly, access to the web increases wealth. A May 2011 report by the McKinsey Global Institute called Internet matters: The Net's sweeping impact on growth, jobs and prosperity reveals the following things:

- The Internet contributes 3.4 percent to GDP averaged over the 13 countries covered by the report (21% of GDP growth for the most developed countries)
- Most of the economic value created by the Internet falls outside of the technology sector, with 75 percent of the benefits captured by companies in more traditional industries
- The Internet creates 2.6 jobs for each lost to technology-related efficiencies (Lawson, 2012)

Therefore i-gen is a fantabulous initiative for the young kids around the country which will ultimately stronger the backbone of the country for a better future.

Strategy for executing i-gen

I-Gen program is basically divided into two parts. In one of the parts the students are taught basic rules of internet usage, by specialist people from the relative field. In this part of the program the participants are taught the benefits of internet in practical life. The second part of the program contained workshops on ‘how the internet can be used more effectively for study and learning. Competition was arranged among the students based on internet and technology knowledge. Selection process:

The zonal round took place in eight zones (Barisal, Chittagong, Rajshahi, Khulna, Dhaka, Sylhet, Rangpur and Mymensingh). A team of 5 persons were selected from each school. The selected teams had to go through a short intellectual verification examination which was held inside the school. After that each team represented their school to the next level of the competition.

The event went for three days where food and living arrangement was prepared for the student.

After the final presentation on the third day the best team is found where they were awarded with relevant prizes such as education scholarship and opportunity to join relevant local and international educational tours and lastly installing an Internet Lab at the winner school.

The selected teams from the first stage are required to compete with each other in the district level which will lead them to the zonal round. The competition of the participants in the zonal round will be shown in a reality show in Channeli. Finally the last three groups will compete with each other for the title in a gala event.

6.4 Results and discussion

Agency Scope of work

AEML provided the logistic support and provided other services for the event. The service includes the following things

- At each zonal round the outdoor venue branding is implemented by installing x banner and roman banner
- The registration setup is completed including additional follow up

- Venue confirmation
- Food arrangement
- Venue setup

My space for work

It was a huge opportunity for me to work in i-gen project. I was accountable to document all the activities that took place in the zonal rounds for client's data base. I was provided with particular zonal pictures and the information of the project. I had to study the information and then prepare presentations which I divided according daily basis. The main challenge was I had to prepare all the presentation of eight different zones within a day. The project is still running as the zonal round is over and the championship ceremony is yet to finish.

Event day activities

Day 1

A registration booth is set up outside the venue where the participants enter the venue after signing their name. The students also collect their event t shirt and cap from the registration booth. Participants are provided with snacks after they are done with the registration.

The first day of the event started with an ice breaking session where everyone got to know each other. The first session of the event started with the explanation of how internet works on the basis of email and social media. After the long hectic morning some breather is ensured when the lunch was served at 2:00 pm and students enjoyed their meal in a separate zone. Completing the lunch, participants moved to the next session which was conducted on Wikipedia and Google Translation. When the students are done with the workshop a game session was arranged for the relaxation of the participants. The last session of the day ends, giving website training after which the students are provided with dinner.

Day 2

Early in the morning participants starts their second day after having their breakfast. First session of the day starts with an interactive session which was held on Hour of code. Refreshment was

served after participants are done with the workshop. The student then goes back for the next session which was conducted on browsing internet & education sites. In this segment students were able to learn how internet can be used for educational purpose. Lunch was provided to participants after successfully completion of the workshop. At 2pm the students are given training on developing their presentation skill. The session of the second day ends with Hands of Training on Website Developing & Treasure Hunt. After a long tiring day the recreation time starts with campfire and cultural program.

Day 3

The Participants starts their final day, presenting their final presentation. Students make their own power point slides and presents in front of the judges. Lunch was served after participant presents their final presentation. Candidates after finishing their lunch, goes back to the hall room and eagerly waits for their results. After all the anticipation and tension, the results are disclosed where winners are awarded with prizes.

6.5 Conclusion

The event helped student from various locations to know about internet and its uses. Creating awareness on Internet is a crucial part of the event's ambition. Through i-gen Grammenphone and Prothom Alo is expecting to enlighten the young generation about Internet and its use in the daily life.

7.0 Project 02

Ecofish BD Launching Event

A concern of Worldfish and USAID

HILSHA CONSERVATION PROJECT LAUNCH



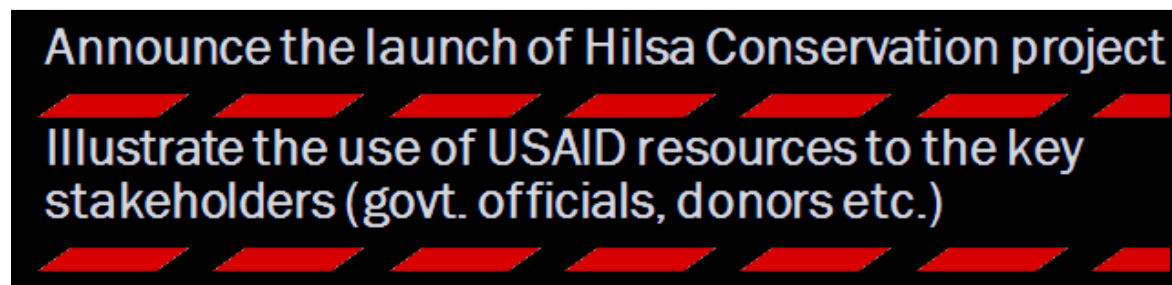
7.1 Introduction

WorldFish is a global nonprofit research organization working to reduce poverty and hunger by improving fisheries and aquaculture. Its headquarter is situated at Penang, Malaysia with operating offices in Asia, Africa and Pacific. Since 1975 WorldFish is serving worldwide and its mission is to harness the potential of fisheries and aquaculture to reduce poverty and hunger in developing countries.

Ecofish^{BD} is the program of WorldFish to support the country's coastal fishing communities and improve food security through research-led fisheries management initiatives. In certain months of a year catching Hilsa which is mostly known as Ilish in Bangladesh is banned. In those regions directly or indirectly people mostly survive by fishing. Therefore Ecofish^{BD}, a concern of WorldFish and USAID decided to launch a project on Hilsa conservation at coastal areas of Bangladesh where people mostly depended on fishing. On October 21, 2015 at hotel Sonargaon. WorldFish Hilsa conservation launching program took place.

7.2 Analysis

Reason for the existence of the program



Culturally, every Bangladeshi starts the New Year with Hilsha. 'Pohela boishakh' is incomplete without hilsha in the menu. Hilsa production has been increasing at the rate of 8% to 10% every year in Bangladesh. WorldFish says, Bangladesh is the leading country in Hilsa production with 65% of all Hilsa while India contributes with 10 – 15% and Myanmar 8 -10%. The remaining Hilsa comes from other countries (Mahmud, 2015).

There is a certain time in a year where mother hilsa come for spawning and jatka (hilsa less than 10 inches long) are mostly found in rivers. At the banned period fishermen are asked not to catch hilsa. The government slapped a ban on fishing jatka and mother hilsas in five breeding zones

including Chandpur, Lakhipur, Barisal, Bhola, Patuakhali, Cox's Bazar and Chittagong for eight months between November to June (Mahmud, 2015). Government is trying to communicate to the fishing communities through television commercial, newspapers, billboards, radio and other medium for stop catching Hilsa from November to June. The problem aroused among the families of the fishing communities who directly or indirectly survive by catching fish. The question arises how they will earn for living as they are not efficient in any other works except fishing. At this point Ecofish^{BD} decided to launch a program on "Hilsa Conservation" where they will create awareness among the fishermen from catching Hilsa. They planned to provide subsidiaries such as providing food, clothing and exclude taking school fees from their children. They also decided to train these families in various works such as sewing, stitching and other works from where they can earn their living.

Event Details

Ballroom,
Pan Pacific
Sonargaon
Hotel, Dhaka

Date: October
21, 2015

Time:
8 am-01:30
pm

Total Guest:
225 people

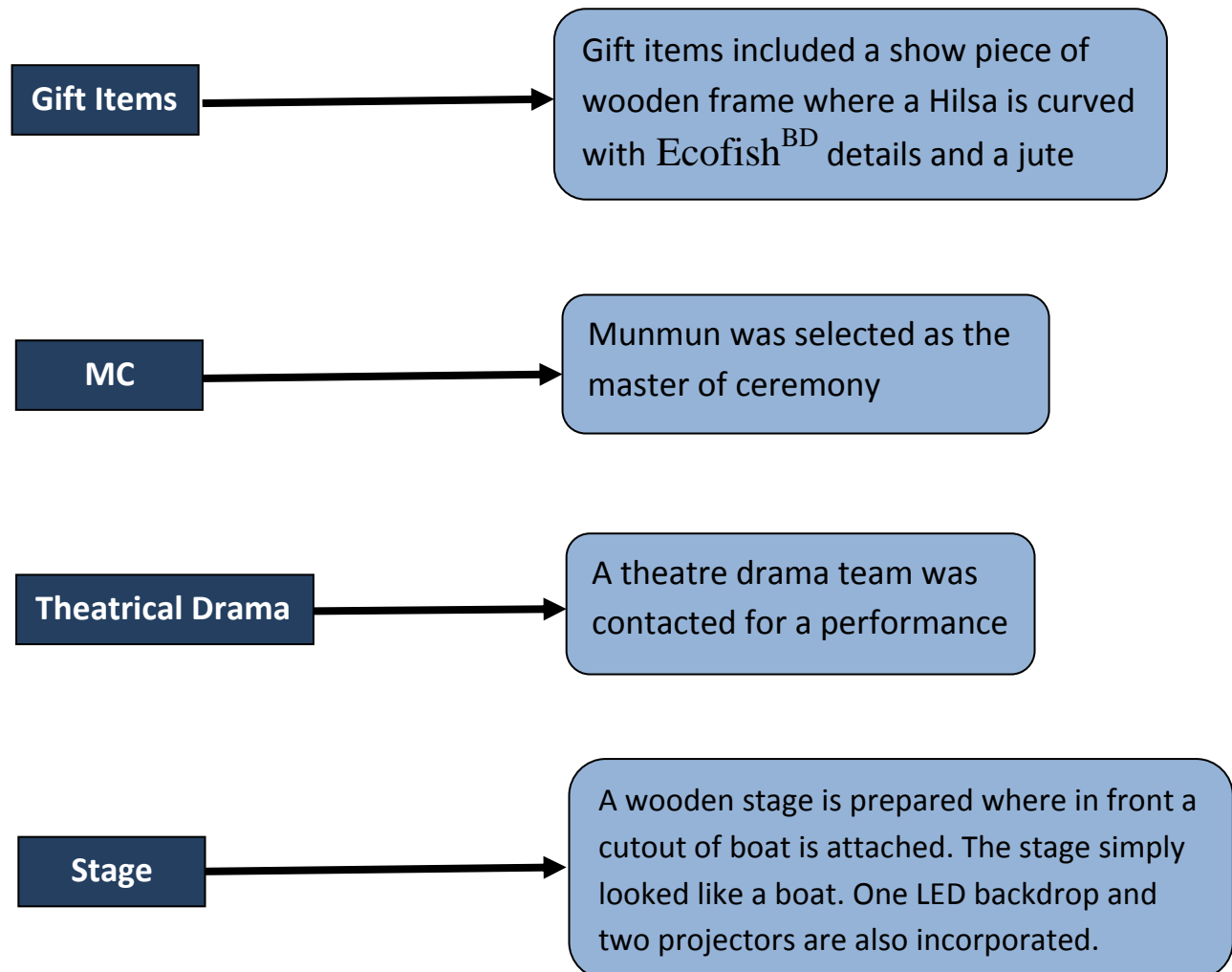
Guests Include:
Honorable
Minister of MoFL,
US Ambassador,
Secretary of GoB,
and other high
profile delegates

7.3 Results and discussion

Agency Scope of work

AEML got the opportunity to organize the launching event of Ecofish^{BD}. At this point the brief given by the client is to come up with the plan of the launch event and activity with a thematic expression.

AEML organized the event providing a number of services which are given bellow



Foyer Branding

Cutouts will be placed in the foyer where all the activities done by the government bodies and other organization in the past will be showcased.

Photo Booth

A photo booth will be installed for the guest. The ambient of the photo booth will reflect the Meghna River based fishermen lifestyle.

Sculpture

A dummy sculpture of Hilsa made of cork sheet will be placed after LED splits.

Audio Visual

The AV will portray the objective of Ecofish^{BD} in turning the fishermen and merchant community of Meghna delta into a sustainable co-management. The impact Ecofish^{BD} envisions achieving as a Natural Resource Management Project.

My Space for work

I worked on this event for almost one month and through this event I learned several things. This was my second assignment in my intern period.

I had to visit client with other departments where we discussed about the event and figured out client's demand. I wrote down the MC script which contained the information that the MC had to go through during the event day. This was the first time I learned how to make a checklist in excel. The checklist contained items which were demanded by our client. It contained necessary headings such as items, status, action, responsibilities and deadline. Under each category of the headings the items demanded by the client was incorporated. Going through a checklist helps to know the current status before the event. The next thing I learned from this event is how to prepare a structured run order for an event. Run order is a very essential thing for the event day because it contains all the details which will take place on the event day. I learned from my supervisor that a successful event depends on how a run order is made. The run order is also made in excel where it contained the timings of each performance, the stage presence, what will be displayed on LED screen and projectors, the music played before/after/during each performance. Lastly I had to sit with the creative department for preparing the designs of venue and foyer branding and later I took approval from the client end.

7.4 Conclusion

This was a successful event where our client admired us and they were totally satisfied with our performance. Our client was so satisfied with our service that he gave us another contract for making a documentary. Moreover through this event I experienced a lot of things which will help me in the future.

8.0 Project 03

GLOBATT Battery Campaign

A concern of Rahimafrooz Group

Re launch of GLOBATT Battery



8.1 Introduction

GLOBATT battery falls under consumer durable products, this is a category of consumer products that is not required to purchase frequently because they are made to last for a long period of time. GLOBATT battery is a separate global wing of Rahimafrooz group who generate their profit in its industry. In the year 2009 (SMF) battery manufacturing plant was established. GLOBATT is exported to fifty countries around the globe and in some of its markets it is emerging as leader within a short span of time (GLOBATT).

The unique selling point (USP) of the product is it is maintenance free because it is a SMF (sealed maintenance free) battery as a result consumer does not need to take hassle to pour distilled water. The target group for GLOBATT is premium consumers. Due to its USP the cost of the battery is relatively high in the market compare to other brands. As the market is very saturated, GLOBATT took the decision to go for BTL campaigns for a specific period of time.

This chapter is basically different than the other two chapters because in this chapter I will show the activation of GLOBATT battery campaign. I will explain the strategy and model taken for the eight months campaign and also the target group is precisely indicated for the campaign.

8.2 Analysis

Reason for the BTL activation

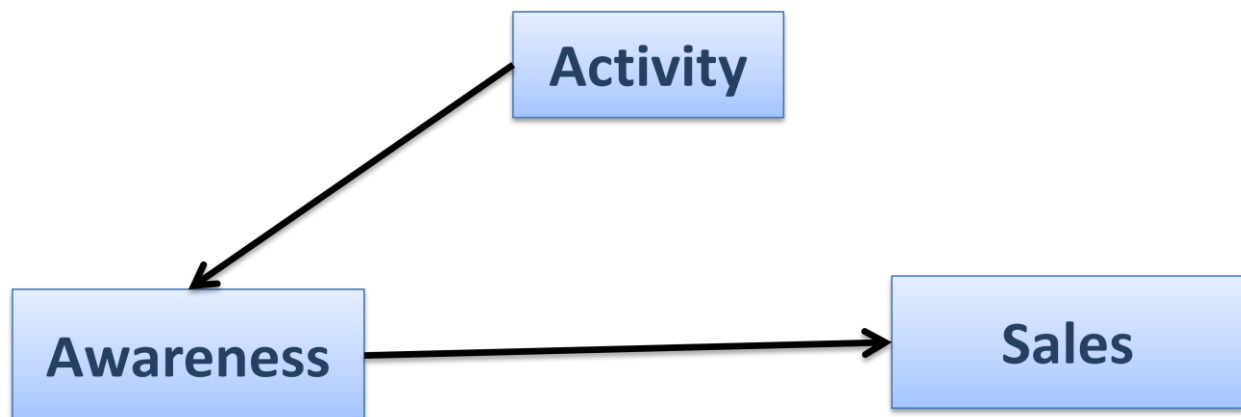
Already the car battery is very saturated in Bangladesh. GLOBATT has so many other competitors to face in the market but due its premium pricing it was difficult to penetrate in Bangladesh market. However, GLOBATT do not aim to capture a mass market rather than they focus on premium consumer.

GLOBATT is focusing to create an awareness campaign in the market place towards youth who are basically new generation car owners and car enthusiastic that shows intense passion towards cars. Creating various awareness activities in the market, this will directly incline the sales conversion rate.

Target Groups:

- **Car owners-** The age group lies between 30 - 45. This group of people are inspiring as well as aspirational who makes self driven decisions, takes care of their own cars about all kind of maintenance rather than depending on chauffeur.
- **Influencers-** This group of people basically falls under third parties. Their word of mouth can change the decision of the consumers while buying a product. This particular group lies in car showrooms, workshops, car parts and accessories outlets.
- **Car Enthusiast-** This segment carries people who are very passionate about cars. They spend most of their time dealing with cars and accessories.
- **Corporate Fleet managers-** This group of people lies in the corporate level who carries intense knowledge about cars and their word of mouth matters a lot to peer members.

Model for the campaign



Explanation of the model

This is a simple model where it works like a chain. That means if one fails the other will automatically fall. Client asked us to develop campaigns which will ultimately generate profit. At this point we decided to develop some activities for a certain period of time where it will generate awareness among the target group and ultimately at the end of the generate sales.

Strategy for the campaign

Strategy to reach out the TG (target group) especially the car enthusiast we will focus on creating awareness of GLOBATT battery features and benefits where the potentiality of the battery will be described precisely.

The car enthusiastic lies in the following areas:

Wheels BD

BDRC (Dhaka)

BDRC (Chittagong)

Hot Wheels

Bouncing with the strategy

Intervene TG through our activation of GLOBATT awareness campaign will position the brand in top of the mind of consumer which will create the intention to purchase a GLOBATT battery next time.

Challenge for the campaign

GLOBATT battery is a consumer durable product so short term activities will not increase sales drastically. For example generating awareness campaign towards 200 TGs will not hit the sales conversion rate by the same amount. As a matter of fact the consumer won't uninstall the existing battery which has a remaining life span of 1 year.

8.3 Campaign Flow Chart

Activities	November				December				January				February				March				April				May				June			
	We	We	We	We	We	We	We	We	We	We	We	We	We	We	We	We	We	We	We	We	We	We	We	We	We	We	We	We	We	We		
	ek1	ek2	ek3	ek4	ek1	ek2	ek3	ek4	ek1	ek2	ek3	ek4	ek1	ek2	ek3	ek4	ek1	ek2	ek3	ek4	ek1	ek2	ek3	ek4	ek1	ek2	ek3	ek4	ek1	ek2	ek3	ek4
Branding																																
Outdoor Branding																																
Car Shop Branding																																
Mechanic Workshop Branding																																
Gas Station Branding																																
Activation																																
Victory Lap Car Rally																																
Golf tournament (Club Gloatt)																																
Long Drive by Celebrity																																
Vintage Car Show																																
Suit Up Car Show																																
Fitment Test																																
Master Mechanic Championship																																
Training Program(Dealers & garage owners, Daylong outing,Advanced training)																																
Globatt Inside Activities																																
Globatt Movie Show																																
Brand Mascot																																
Battery Clinic																																

8.4 Results and discussions

Activities designed for the campaign

Foot over bridge

Listed down few foot over bridges at prime locations of Dhaka city. We planned to color the bridge with GLOBATT brand color and set some cutouts of GLOBATT battery hanging on the bridge.

Tie Ups with Car Dealers

During the launch GLOBATT will tie up with car dealers (reconditioned and brand new car showrooms)

Have innovative dangles hanging on top of each car

The dangler will be a thought bubble and on it will be written “If you wish to keep me healthy, think about the battery” and for more information walk-in customers will be given a detailer with information on MF batteries and GLOBATT.

Battery Clinic

Small battery clinics will be installed on highways. Car owners traveling on highways can get their batteries check and get free advice.

We need to make only one unit of the battery clinic. This clinic may change places every 10 days in different highways.

Battery Mascot

Mascots in a GLOBATT battery outfit will roam around high traffic areas and distribute leaflets containing information on MF batteries and benefits of using GLOBATT, and GLOBATT goodies.

Mascots will be basically used to create a pre-hype before an event.

POSM (Point of sales material)

Dealers and Retailers
Branding

Mechanic's Shop Sign

In sign boards of dealers and retailers shops GLOBATT branding installation.

Standee

GLOBATT Standee will be placed in front of dealers and retailers shops.

Gas Station Branding

Gas stations have long waiting lines so this is a perfect touch point to reach out to our target group. We are planning to provide GLOBATT branded traffic cones, sign boards and walls painted with GLOBATT battery.

Parking lot Branding

Parking lot usually has long waiting lines and one of the perfect ways to reach out to our target group. We will go for pillar branding in the parking lot and also provide GLOBATT traffic cones. At this point we located Bashundhara and Jomuna shopping mall car parking.

Master Mechanics Championship

We planned to organize a Master Mechanics Championship which will be held initially at Dhaka and Chittagong where the participants are workshop/individual mechanics.



Modality

First Round:

Will be held area by area and 5 top mechanics will be chosen through repairing activities eg tire change, light and horn repair and battery related mechanisms.

An advance team will communicate about the contest before hand through written invitation.

During the activation day, branded van will arrive at the game zone and BPs will coordinate the games

Winners from the first round will go into training. All mechanics who have attended the training will get a certificate from RahimAfrooz. And the top 3 performing mechanics at the training will win a technical training abroad for 7 days.

My Space for work

GLBATT battery campaign was the only BTL campaign where I had a practical experience of BTL marketing. In this campaign I worked in making the campaign flow chart which is basically a Gantt chart. This was the first time I experienced a Gantt chart where I learned the uses of a Gantt chart, why the time line is important in making a Gantt chart etc. The challenges I faced while incorporating the tentative timeline in the Gantt chart, as it is very important to match the activities with external variables such as significant dates in a particular month, season and new releases of something relevant to a campaign.

I also had the experience to work with operation department for the first time. I was assigned to pinpoint gas stations at prime locations, later I visited these gas stations talked with the manager and owner of the gas stations and presented showing them what they can earn if they permit us their gas stations for branding. At every stage I had to take client feedback and approval of my work.

8.5 Conclusion

Bringing out lucrative activities in a saturated market is one of the ways to generate profit. I earned a lot of experience doing the campaign. It is also important to let your client know if they are demanding for something impossible or if they are following the wrong track. Working on this event helped me to experience how BTL communications are made for a particular product.

9.0 Recommendation

During my internship period I noticed few things which must be taken care off. Focusing on these issues may bring greater achievement for the company as well as employees. I observed the whole working process of the unit and came up with some recommendations which I would like to include and they are-

- More training programs should be conducted so that the employees can become more efficient and effective.
- There is not much scope of promotions for the employees; therefore scope of getting promotions should be increased in order to motivate employees.
- AMEL must concentrate to increase their CSR activities ultimately that will increase goodwill in the market and also beneficial for the people of the country.
- AEML must come up with transportation facilities because most of the time before and after event it becomes very late for employees to leave office at night.
- There is no work life balance in the agency as AEML is one of the leading agencies in the market, most of the time the workload is pretty high, though the working hour is from 10:30 am to 6:30 pm but it often exceeds because of work pressure. Therefore I think increase of workforce will minimize the problem.

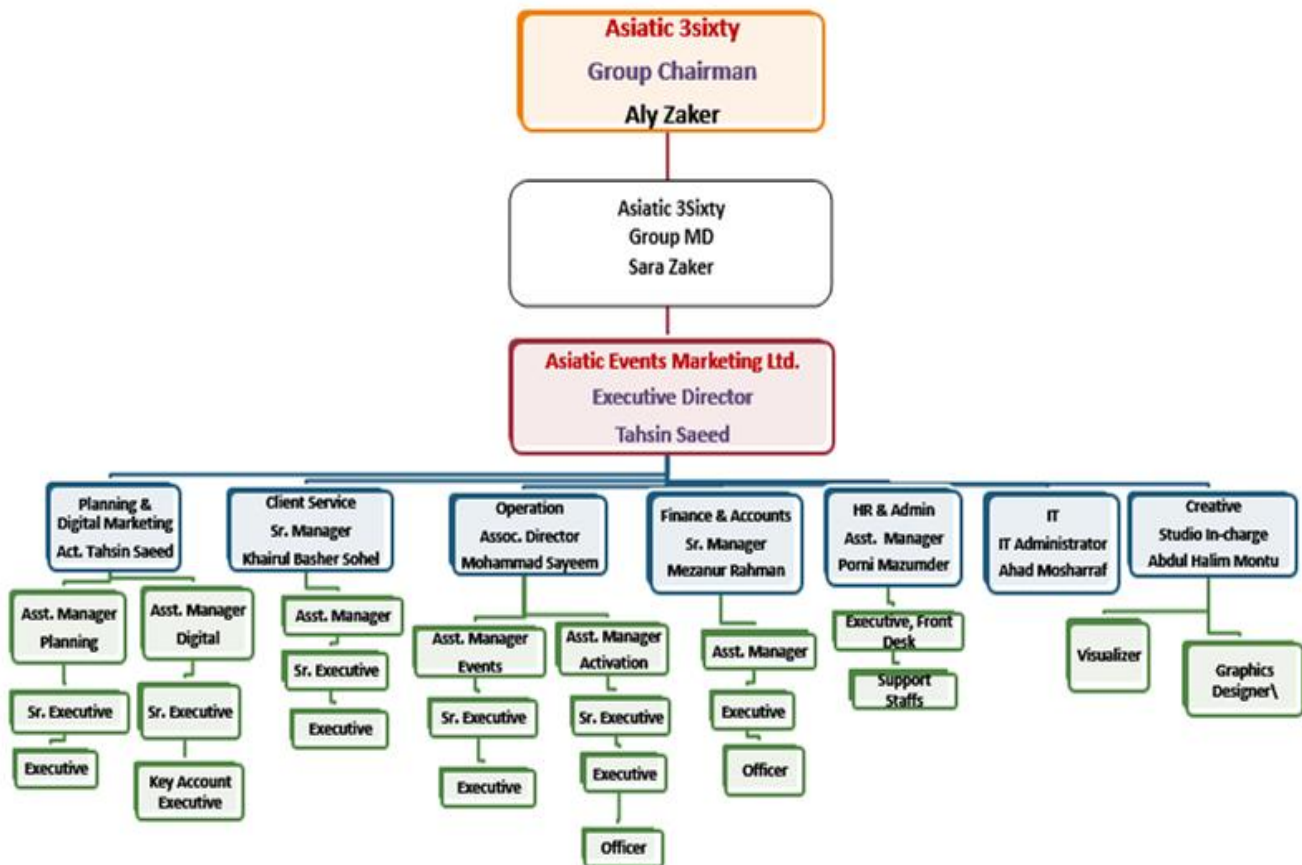
10.0 Report Conclusion

AEML is one of the biggest BTL agencies which run under the supervision of Ali Zaker. The experience I gained during my internship period was very valuable. Working with an international brand like Telenor, local brand like Rahimafrooz and NGO like WorldFish have been a life changing experience for me. As I worked in various projects I got the taste of NGO, local and international brands. Before organizing an event I had to study the content, manage the brand promoters and visit the venue. Though I didn't have to travel much, most of the time I had desk works and find out innovative relevant ideas for the project. All these experience is pleasure to me. I learned lot about practical ideas and business operation which later I could relate to my academic learning. All these knowledge that I have gained by working three months, I can surely carry for the rest of my career.

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12.0 Appendix



প্রথম প্রান্ত

বাংলাদেশের
ইন্টারনেট জিনিয়াসের খোঁজে
৬৪ জেলায় আসছি আমরা

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