

**Project Paper on**  
**Integrated Marketing Communication of We Can**  
**Bangladesh**

**BRAC University**

Project Paper

**Integrated Marketing Communication of We Can  
Bangladesh**

**Submitted to:**

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## Letter of Transmittal

April 13 2016

To

Shamim Ehsanul Haque

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**Subject:** Submission of the Project Paper

Dear Sir

It is indeed a great pleasure for me to submit my project paper, which is based on, **“Integrated Marketing Communication of We Can Bangladesh.”**

I have tried my level best to present an effective report which will create various opportunities for the marketer and marketing strategy developer to develop effective marketing strategy.

I am confident enough that this report will create an opportunity to understand the value of integrated marketing communication on We Can Bangladesh and how this influences to the change maker of Bangladesh.

With Regards

**Shawkat Ali**

13264073

### Certificate

This is to certify that the project report on “**Integrated Marketing Communication of We Can Bangladesh**”, submitted for the award of getting degree of Master of Business Administration with specialization in Marketing to the BRAC University is a record of bona-fide research carried out by Shawkat Ali under my supervision. No part of the project paper has been submitted for any degree, diploma, title or recognition before.

**Shamim Ehsanul Haque**

Assistant Professor

Master of Business Administration

BRAC Business School

### Declaration

I, Shawkat Ali student of Master of Business Administration with specialization in Marketing of BRAC University do hereby declare that the project report on “**Integrated Marketing Communication of We Can Bangladesh**” has not been submitted by me for any degree, diploma, title or recognition before.

**Shawkat Ali**

13264073

### Acknowledgement

At first I would like to express my gratitude to Almighty Allah who makes me able to prepare this report with good health and sound mind.

Then I would like to express my deepest gratitude and warmest appreciation to my project supervisor **Shamim Ehsanul Haque**, whose assistance and guidance was outstanding for the successful completion of the report. Without his help, it was impossible for me to complete this report. His excellent method of guiding helped me to understand this critical title easily. I also thanked him for kindly assigning such a nice and significant title which I am always supposed to remember gratefully.

Last but not least, my appreciation and thanks to my friend Nur Uddin Md. Kamran. He helped me a lot on the time in making report. I also like to pass my thanks to the colleagues for their nice participation and cooperation.

## Executive Summary

The launch of the Bangladesh We Can Campaign took place on September 18th, 2004 in the northern district of Dinajpur and ended on September 25<sup>th</sup>, 2004 in the southern port city of Chittagong.

In between Dinajpur and Chittagong, launch events were held in Gaibandha, Pabna Sirajgonj, Bagerhat and Barisal. These launches were all a little bit different and included colorful rallies, horse carts and rickshaws vans and mass gatherings of different types. Also included in these launches were various discussions and cultural events. The We Can alliance members worked tirelessly to organize presentations, seminars, workshops, marches, and press conferences to complement their launch activities.

Messages were widely disseminated through the mass media, advertisements on the local cable channels and through innovative methods like mural paintings, posters, booklets, leaflets, flip charts and illustrated panels on the sides of rickshaws- which are highly visible on roads.

Thousands of women and men – members of grassroots organizations involved in rural outreach programs, students from schools and colleges, people from labor organizations and ordinary people living within the communities who were keen to challenge and change behavior on violence against women – attended the launches.

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## Chapter 01: Introduction

### Preface:

Integrated Marketing Communication is a simple concept. It ensures that all forms of communications and messages are carefully linked together. At its most basic level, Integrated Marketing Communication, or IMC, as we call by it, means integrating all the promotional tools, so that they work together in harmony.

We Can Bangladesh works with individuals at grassroots levels. The change makers first change themselves, then change their immediate environment or families and lastly change their society to make it a domestic violence free society. The change makers will mobilize the stand against the social acceptability of domestic violence against women. Indeed, Change Maker is a volunteer identity.

The purpose of this report is to know purposes and activities of Integrated marketing Communication of We Can Bangladesh.

### Objective of the Report:

This report has mainly two objectives:

- ✚ To investigate the purposes and activities of IMC of We Can Bangladesh
- ✚ To examine the factors those affect IMC of We Can Bangladesh

### Limitation of the Report:

- ✚ Three months are not enough to conduct the project paper
- ✚ A few data are confidential which could not put in this project paper

## Chapter 02: Overview of We Can Bangladesh

We Can is a collective platform of civil society, organizations, individuals, institutions and others aim of ending domestic violence against women. We Can campaign was launched in 6 South Asian countries including Bangladesh with an aim to stop all sorts of violence against women. According to a study (Bangladesh Demographic and Health Survey 2007) conducted by National Institute of Population Research and Training (NIPORT), 60% woman in Bangladesh experience physical violence from their husbands or close relatives. Regrettably, there is a silence in our society with regard to domestic violence. The idea of We Can campaign is to break the silence, denial, shame and stigma around the issue of domestic violence against women and bring it under the public domain, collective consciousness and accountability. We Can campaign started at a time when domestic violence against women was not considered as violence under the legal system in Bangladesh. In 2011, during the annual general meeting (held on 20th April), the member organizations and individuals decided to continue the campaign by the self identity of We Can Alliance to end Domestic Violence (Amrai Pari Paribarik Nirjaton Protirodh Jot). Following the decision emerged the independent platform Amrai Pari Paribarik Nirjaton Protirodh Jot in Bangladesh.



We Can Alliance, Bangladesh works with a unique approach, unlike the mainstreaming projects or programs run by various NGOs. It allows an open platform from which different organizations and individuals from the grassroots level can address domestic violence against women. The initiative aims at creating a serious shift in people's values and attitude towards domestic violence against women. The central strategy of We Can Alliance Bangladesh is to bring a deep personal, voluntary and self propelled changes at the individual level - ordinary men, women and young people who commit to changing themselves and then taking the change to at least ten other people in their spheres of influence.

## Chapter 03: Interpretation of IMC on We Can Bangladesh

### Purposes of IMC:

The aim of launching the Campaign in districts beyond than Dhaka was so the strength of partners could be used to make a “big splash in smaller places” involving locally and nationally well-known people. These launches had national media coverage through the invitation to national journalists, and as the events were local there was major coverage in local papers which have a wide outreach among the Campaign’s target groups.

- ✦ A study by ICDDR in 2001 indicated that 60% of women experienced violence and concluded that high levels of domestic violence remains a major health problem in Bangladesh
- ✦ One Stop Crisis Centre (OCC), a Bangladesh-based NGO that supports women victims of violence, reveals that almost 70% of sexual abuse suffered by women occurs within their own homes
- ✦ WHO Multi-country Study on Women’s Health and Domestic Violence against Women (2005), less than 1% of physically abused women report the matter.
- ✦ An estimated 200 women are murdered each year in Bangladesh when their families cannot pay their dowry, says Oxfam Australia

### Activities of IMC:

We Can Bangladesh campaign has been started with different and unique characteristics. Usually a campaign is carried out pursuing a special issue like domestic violence, which is considered as a very personal matter in our society. The complexity and the sensitiveness of the issue of the campaign is its main challenge. Changing people's knowledge, attitude and practice is a complex process while it is also very hard to measure these changes. Moreover this campaign does not belong to any particular organization. Although Oxfam has started this campaign, yet Oxfam is not the central organization of this campaign, the campaign is being conducted through building an alliance. This campaign is based on long-term planning and its objectives and messages have been implemented periodically. Since this is a result-oriented campaign, it emphasizes on individual initiatives rather than information dissemination. From the outset the campaign emphasizes on the following issues:

- ✦ A collective stand of all concerned on violence against women
- ✦ Long-term and periodical goal and objectives of the campaign
- ✦ Single branding and slogan and use the brand on different materials with similar information
- ✦ Material development and dissemination is carried out centrally based on similar messages while feedback is taken

- ✚ Specific indicators for impact evaluation of the progress of the campaign
- ✚ A strong alliance with decision making power
- ✚ A specific media strategy which is followed properly

The following initials are taken by We Can Bangladesh to raise awareness on the culture of silence about domestic violence in our society:

- ✚ Development and dissemination of materials on the campaign
- ✚ Organizing a range of interpersonal motivational and awareness raising activities.
- ✚ Media Campaign

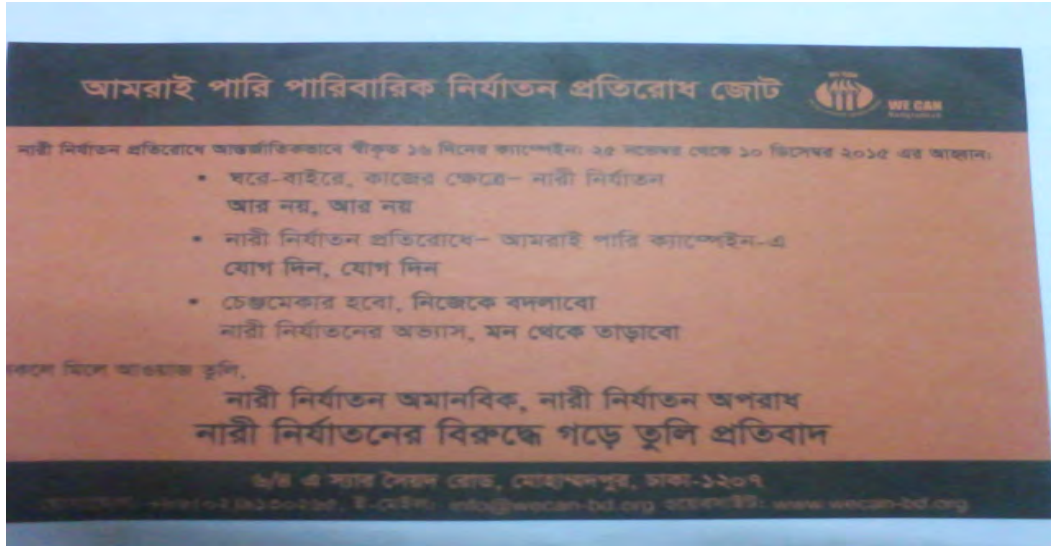
### Tools for IMC Creation:

Communication cannot be made in one day. It works as a process to gather a group of people. In We Can Bangladesh, they are establishing “Change Maker” for stopping domestic violence against women. This power is given from this NGO to change the perception towards Bangladeshi woman.

There are three tools for IMC creation. They are Message, Media and Time. Message needs to be consistent over a period of time. IMC is always designed so that there will be no confusion among receivers. If there is a communication gap, IMC will not work as expected. While designing IMC, we need to concentrate on this. The sample of IMC creation is given below:

### Media:

On November 25, 2015 (Wednesday), there was a program from We Can Bangladesh. This program held at Shahid Minar. The event’s time was 3 to 4 PM. Leaflet was used to communicate with “Change Maker”. The leaflet of that program is shown below:



This campaign is supposed to run for 16 days starting from November 25 2015 to December 10 2015. The target of this event is to eliminate woman violence at home and outside. But from our perception, we believe that use of media is not used properly. They could use newspaper which is an effective print media for the communication like this. Leaflet is useful in on spot program. But as this program is going to happen for a few days, newspaper is a strong media to communicate with the prospectus audience from many days earlier. It could gather more “Change Maker” on this day of launching program. At first day, we get to know about rest day’s activities. Even we made a question about their expectation of media. They replied about print media, such as-newspaper. As “Change Maker” is not well educated, TVC will not work appropriate in this situation. Even the designing program does not go with requirement of TVC. We are interested to design media, message and time for this same program. We thought that this could be the appropriate IMC for this event. The selection of media is given below:

First 4 days will be Newspaper and Leaflet

Next 4 days will be Billboard and Newspaper

Final 4 days will be Leaflet and Billboard

As we know that “First Attraction Lasts long”. In this circumstance, newspaper is supposed to work as an effective source of communication. We decided to go with leaflet as well in the first 4 days. We will mainly provide these leaflets outside of garments premises when they walk in and out. From our findings, main victims are garment workers. Next 4 days will be Billboard and Newspaper to gather moderate attention. Final 4 days will be Leaflet and Billboard to give least attention as expected response has been gripped earlier.

### Message:

The message that has been used is to stop violence against woman. This type of activity is insane and goes against a country’s law. We are supposed to protect woman from facing this crime. Message needs to consistent in every media. Otherwise it will create confusion to the woman. From our perception, we designed message for this same program. We thought that this message could bring curiosity to the “Change Maker” community. Our expected message is given below:

“Join Community, Stop Violation against Woman”

This message is short and easy to remember. In these 6 words, it gives overall perception about the entire program. An effective needs to be clear and to make positive perception in the mind.

### Time:

When we visited We Can Bangladesh on November 22 2015 (Sunday) at 11:00 AM, they said that our program will held on November 25 2015 from 04:00-05:00 PM at Shahid Minar. After a few hours later, they called us to inform that time has been changed. It is now from 03:00-04:00 PM in the same day. From this incident, we felt that they change time frequently. It is the example of inconsistent messaging. They are supposed to fix time considering future circumstance. For this change, audience will get confused about the program time. They will lose trust if it happens in all most every program. From this consideration, we managed ourselves to give time framing for this same event. Our expected time framing in this program is given below:

Program Launching Date: 03:00-04:00 PM

Rally: 04:30-06:00 PM

Overall Program Duration: November 25 2015-December 10 2015 (**16 Days**)

Place: Shahid Minar

In their leaflet, they only mentioned about overall program duration. Others are not seen when we made analysis on this publicity. It is making confusion for the “Change Maker”.

In this campaign, they could talk about the outcome if someone participates in this program. This is absent in their program design. Our expected outcome from this event is given below:

First 4 days will be psychological, social and legal support

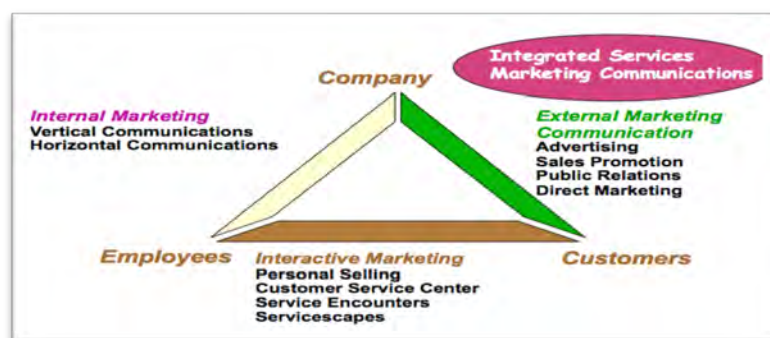
Next 4 days will be psychological, social and legal support

Final 4 days will be psychological, social and legal support

From this type of message, audience will get clear concept about what they are going to achieve after participating in this program. They will get more courage in this way. If such thing is not done in a program, audience will lose the interest as they are not finding outcome from attending in this event. They believe themselves about the outcome in every activity at day's end.


### Principles of IMC:

This principle is used to make internal and external communication. It is the framework of communication among company, internal, external and interactive marketing.



**Figure 01:** Principles of We Can Bangladesh





From this diagram, we can see the overall activity of We Can Bangladesh. This communication is done in a company to create an effective IMC which will be helpful in their program's operation.

For an example, We Can Bangladesh is going to launch 6 months free education and awareness program for both man and woman in their office premises. IMC for this program is given below:

Media-Newspaper, Billboard and Leaflet

Message-“Woman Empowerment”

Time-6 Months (**January 01 2016-June 30 2016**)

**2016:**

January-Newspaper (“**Woman Empowerment**”)

February-Billboard (“**Woman Empowerment**”)

March-Leaflet (“**Woman Empowerment**”)

April-Newspaper and Billboard (“**Woman Empowerment**”)

May-Billboard and Leaflet (“**Woman Empowerment**”)

June-Leaflet and Newspaper (“**Woman Empowerment**”)

It is the perfect example of integrated services marketing communication. If there is no consistency in giving message of their timeline, it will be disintegrated services marketing communication. It is always better to provide consistent messaging to avoid confusion in mind.

### [Approaches for IMC:](#)

There are a few approaches those can be used to manage an effective Integrated Services Marketing Communication. It is always useful to complete the program as expected.



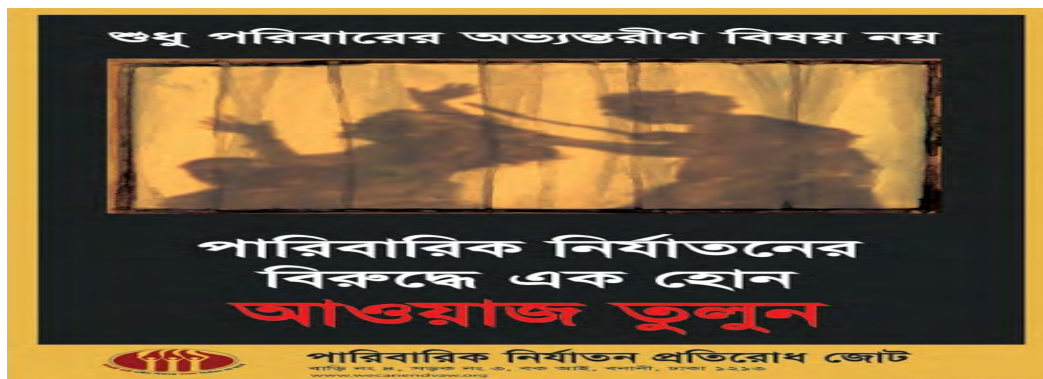


**Figure 02:** Approaches for IMC

The approach that is used in Shahid Minar program is not matched with expectation. It is making services gap between expectation and perception. The outcome of this is given below:

Item	Evaluation
Media	8
Message	7
Time	6
<b>Total</b>	<b>21</b>

This evaluation is done out of 30. The percentage is exactly 70. This consequence is not good for the NGO like We Can Bangladesh. They are supposed to get at least 80% out of 100%.



We need to raise voice against home violence of woman even it is a family matter to them.

## Key Reasons for Communication Challenges:

### Inadequate Management of Promises:

In their Shahid Minar program, promise and delivery were mismatched. They made excessive promise which in their outcome could not be matched. This results in making negative perception in audience's mind. From a few days earlier, they said that they will completely eliminate the violence against woman. In the reality, it is not happening as expected.

### Inadequate Management of Expectations:

From their leaflet, they were trying to increase expectation. While they were promoting this program, they made over expectation. It is making negative impact in everyone's mind when it is not implemented.

### Inadequate Education:

“Change Maker” of Bangladesh is not well educated. Most of them are SSC or HSC passed. In this situation, IMC program is supposed to design in a way so that it is easy to understand. In this program, proper education was not given to match with their expectation.

### Inadequate Internal Marketing Communications:

Program coordinator also needs to be well educated while communicating with the “Change Maker”. In this program, they were not well educated to give appropriate message to the target audience.

## Chapter 04: Conclusion

Violence against women is a common occurrence in most societies whether the violence is physical or mental. In South Asia it is a daily and often deadly fact of life for millions of women and girls. As a South Asian country, Bangladesh is not different from its neighbors. Violence against women is amongst the most serious threats to overall development and progress in Bangladesh. Widespread violence and repression in numerous forms puts women's lives at risk in almost all parts of the country. Thus a woman commonly has risk of experiencing domestic violence within her family and it is not very surprising that the husband is more likely to assault and/or batter his wife if she fails to meet his dowry demands or to perform household work. According to a study (Bangladesh Demographic and Health Survey 2007) conducted by National Institute of Population Research and Training (NIPORT), 60% woman in Bangladesh experience physical violence from their husbands or close relatives. In this situation We Can Bangladesh come forward to stop domestic violence against women. They try to raise awareness against domestic violence through different educational campaigns. Through different campaigns all over the country around the year, they focus on changing attitude against women and domestic violence. In this process they create change makers who are men and women who actively encourage more positive attitudes and behavior towards women within the communities. They live and work by providing alternative norms to facilitate attitudinal change on violence against women. While doing awareness and educational campaigns, We Can Bangladesh don't focus on providing other services like legal, social, economical services which are mostly required by the victims of domestic violence. Therefore lots of people are not happy with the service of We Can Bangladesh. So We Can Bangladesh must provide other services to help the victims and increase their advertisement campaigns to change the behaviors of people of Bangladesh against domestic violence.

## Chapter 05: Reference

We Can Bangladesh, viewed 01 April 2016, < <http://bangladesh.wecanglobal.org/>>

IMC, viewed 01 April 2016, < [multimediamarketing.com/mkc/marketingcommunications/](http://multimediamarketing.com/mkc/marketingcommunications/)>