



Internship Report on

‘Comparative analysis on various media campaigns of Grameenphone’

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BUS 400

Letter of Transmittal

Date:

To,

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BRAC University

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Subject: Submission of Internship Report

Dear Sir,

With utmost respect, I Masnun Ridwan Khan, would like to submit my internship report entitled '*Comparative analysis on various media campaigns of Grameenphone*'. I have prepared the internship report as per the necessary requirement to complete my graduation.

I had done my internship at Grameenphone Ltd in the Marketing Department of the Commercial Division. This report provides information about the company details, my work experience and a precise discussion on my research topic.

I have tried my level best to accomplish the given task and I therefore would like to request you to acknowledge my dedication and hard work and kindly accept my internship report.

Sincerely Yours,

Masnun Ridwan Khan

ID- 12104144

Acknowledgement

Firstly, I would like to thank The Almighty Allah for granting me with patience and strength to complete this internship report on time. Thanks to my friends and family too for supporting and helping me throughout.

I would also like to thank my Supervisor at Grameenphone Ltd, Mr. Azharul Islam who always motivated me and helped me to gain knowledge in every way possible. He was the one who helped me in choosing this research topic of '*Comparative analysis on various media campaigns of Grameenphone*' and helped me to think out of the box and also supported me with every bit of information that he could provide for the completion of this report, staying in compliance with the rules and regulations of the company. I would also like to thank the line manager Mr. Shikdar Akhtar Uzzaman for his motivations during my stay at Grameenphone. Also I would like to take the opportunity to thank my colleagues with whom I worked, had lots of lively conversations which changed my perception of corporate life.

Last and the most important gratitude goes to my internship supervisor Mr. Md. Fazla Mohiuddin who gave me the privilege of working under his supervision and supported me in every way possible so that I can finish my report. While doing this paper, I learned a lot about professionalism, importance of academics and the way very critical situations must be dealt with which will obviously help me in my future. I would like to convey him my heartfelt gratitude for helping me whenever I was in need of it and always provided me with his valuable consultations.

Finally I would like to thank all those individuals who helped in the formation of this report both with their time and insights.

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Executive Summary

Grameenphone Ltd is the leading telecom service provider in Bangladesh. Its wide area of seamless network and excellent customer service makes it to be the number one mobile operator in Bangladesh. It has been holding the number one position since its inception and till now held the position with dignity. This glory of Grameenphone is because of its resources; the talented pool of employees who continuously work hard, utilize their know-how and give their best for the benefit of the organization. I was lucky enough to be a part of this beautiful organization for 3 months where I could explore and extract an amazing work experience from the most talented pool of employees.

The work I did was exciting and at the same time gave me immense opportunity to meet new people and gather tons of experience which I definitely will use later in my life. The fact that I worked with the media team means that I worked with different campaigns.

This report presents my work experience and learnings that I have acquired in these three month of internship in the marketing department. Also I have presented my analysis on the various media campaigns of Grameenphone Ltd. which is of a definite time frame and talks about the various parameters of marketing which helps it to be analyzed with accuracy and precision. Later there is a brief comparison with another telecom giant, Vodafone of Ghana but of the same time frame, which helped me to properly link the two companies' parameters and draw some conclusions from them. The most staggering of which is awareness of campaigns and media types opted by the operators.

Part 1- About The Organization

Part 1- About Grameenphone Ltd

1.1 About the Organization

Grameenphone Ltd is the greatest telecom operator in Bangladesh. With more than 56 million users (as of January 2016), Grameenphone is the greatest cell phone administrator in the country. It is a joint attempt amongst Telenor and Grameen Telecom Corporation, a non-advantage sister concern of the microfinance affiliation and gathering progression bank Grameen Bank. Telenor, the greatest data moves association in Norway, has a 55.8% offer of Grameenphone, Grameen Telecom claims 34.2% and the staying 10% is openly held.

Grameenphone was the essential association to show GSM development in Bangladesh, and built the primary cell framework to cover 99% of the country

Total six (6) associations are accessible in the business division among which the amount of endorser of GP is far ahead than the second position holder Banglalink (20millions). Strong all around supposed associations like Orascom and Axiata is accessible in the business division. Starting late Airtel entered in the business area by obtaining Warid Telecom. Thusly the business is ending up being dynamically more centered around record of the segment of these all-inclusive experienced executives.

GP is seeing the Bangladeshi business part as an exceptional opportunity to cooperate. Starting late it exhibits its assistant association GP-IT. Extended organizations are being offered by GP and they are set out to continue with their shocking execution in future. GP has manufactured the greatest cell framework in the country with more than 13,000 base stations in more than 7000 ranges. In a matter of seconds, just about 98 percent of the country's people is inside the degree scope of the GP framework. GP has reliably been a pioneer in displaying new things and organizations in the area market. GP was the fundamental association to introduce GSM advancement in Bangladesh.

1.3 History of GP

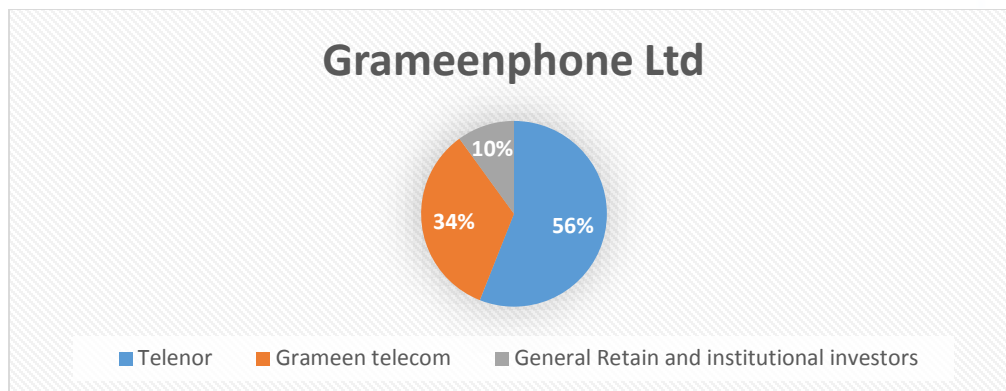


Figure 1- The shareholders of Grameenphone Ltd taken from the annual report

1.2 Operating Coverage of GP

Presently GP has covered 440 upazillas of 61 districts. 98% of the total population is under coverage of GP's network. GP has so far invested more than BDT 15,900 crore to build the network infrastructure.

| | | |
|-----------------------|---|--|
| The full name | : | Grameenphone Ltd. |
| Head Office | : | Grameenphone Ltd. GPHOUSE, Basundhara, Baridhara, Dhaka-1229. |
| Date of incorporation | : | November 28, 1996. |
| Service Launched | : | March 26, 1997. |
| Product & Services | : | More than 50 products, services, promotions and features, 1600 Customer service points and 82 GP Centers in all the divisional cities. |
| Employees | : | More than 5000 full and temporary employees, other 300,000 people are directly dependent on GP. |
| No of divisions | : | 7. |
| No of Subscribers | : | 31 Million. |
| Shareholders | : | Telenor (55.8%), Grameen Telecom Corporation (34.2%), 10 |

- March 26, 1997 : GP launched its service on the Independence Day of Bangladesh.
- June 1998 : GP started its services in the port city of Chittagong, the second largest city in the country. Cell to cell coverage in the Dhaka-Chittagong corridor also enabled GP to introduce its service in a number of other districts along the way.
- 1999 : GP started its service in the industrial city of Khulna. Once again, a number of other districts came under coverage of GP because of the cell to cell coverage between Dhaka and Khulna.
- 2000 : GP started its services in Sylhet, Barisal and Rajshahi, bringing all six divisional headquarters under the coverage of its network.
- 2001 : Launched WAP service.
- 2002 :
Bangladesh Business Award for "Best Joint Venture Enterprise".
- August 2003 : After six years of operation, GP has more than one million subscribers.
- October 2005 : GP continues to being the largest telecommunication operator of Bangladesh with more than 5 million subscribers.
- 2006 : GP reached 10years of its operations and 10 millions of subscribers.
- November 2006 : GP re-branded with new logo.
- September 20, 2007 : GP announces 15 million subscribers.
- January 2008 : Introduced Black Berry Service to Bangladesh.

| | |
|------------|---|
| June 2008 | : Reached 20 million subscribers. |
| Feb 2009 | : Launched GP Internet Modem. |
| Sep 2009 | : Launch of GP Handset. |
| March 2010 | : Mobitaka Brand launch with E-ticketing. |
| June 2010 | : 1st Annual General Meeting of GP. |

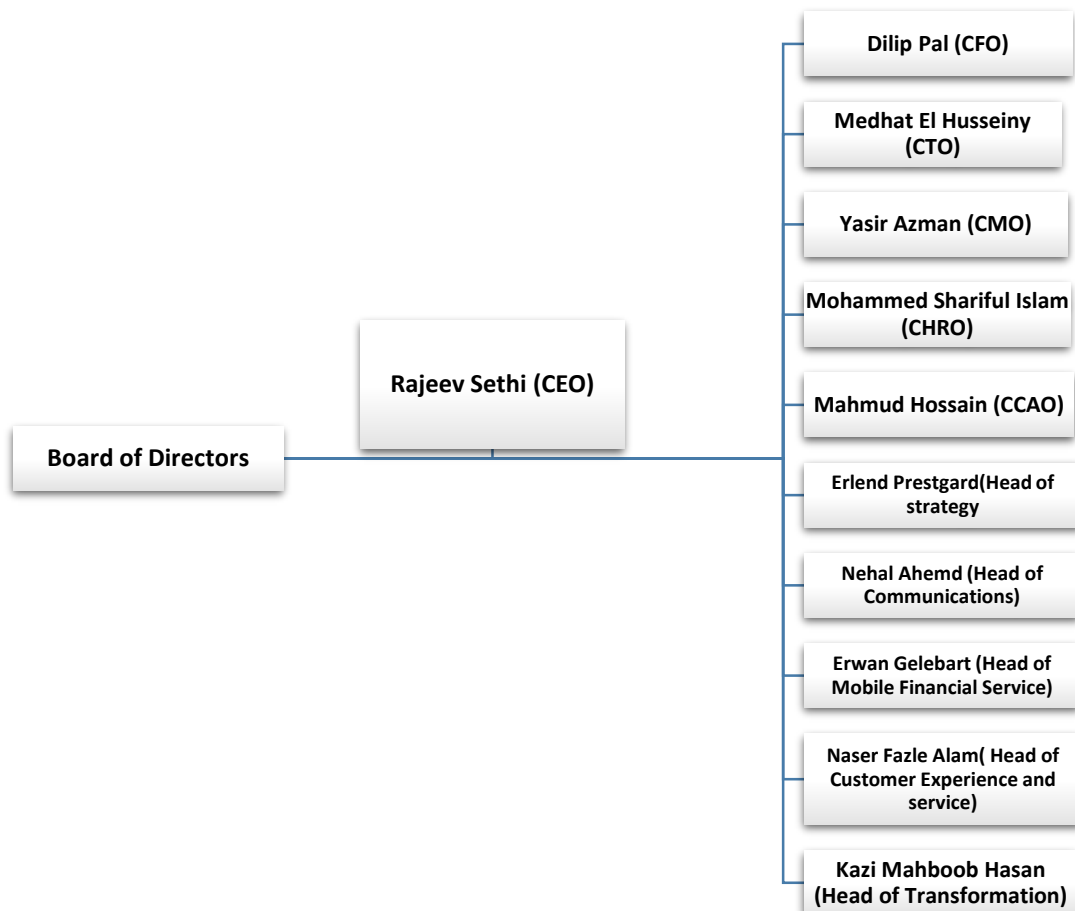
1.4 The Vision, Mission and the objective of the company

Company's Mission 'We're here to help'- GP vision is "We're here to help. That suggests GP exist to help the customers get the full favorable position of trades organizations in their daily lives. They have to make it simple for the customers to get what when they require it.

Company's Vision- The mission of GP is to empower societies. To do this the organization change of GP has through and through made over the span of the latest couple of years. GP endorsers can now value all the front line data correspondence and substance organizations. Flexible office, web access, MMS and present day music and download organizations are available through the country over EDGE engaged framework.

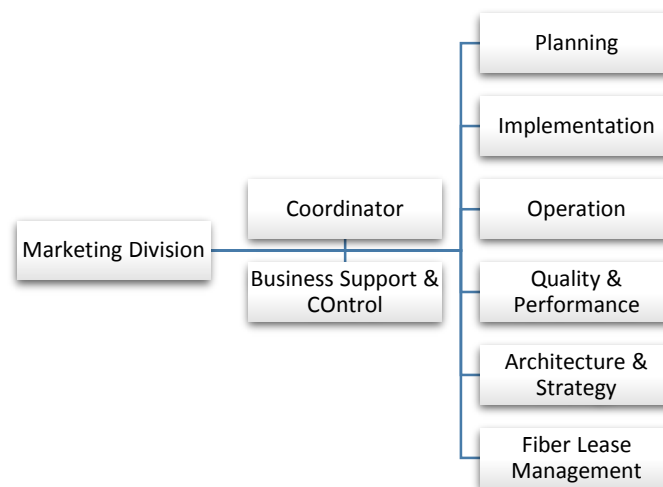
Company's Objective- GP has a dual focus to get a money related benefit for its endeavors and to add to the fiscal headway of Bangladesh through telecom. This is the reason GP, in a joint exertion with Grameen Bank and Grameen Telecom, is wanting to place one phone in each town to contribute inside and out to the fiscal occasion of destitute individuals. It is in transit to secure a total miracle the telecom field. By fulfilling the accomplishment segments, GP might need to be seen as a strong, true blue and gave association to its regarded endorsers and accomplices.

Organogram of Grameenphone Ltd:



Source- Retrieved from Grameenphone Annual Report 2015

Organogram of the Marketing Department



Source- Retrieved from Grameenphone Annual Report 2015

Divisions of GrameenPhone:

Grameenphone Ltd. has approximately 5000 employees working at different levels of organizational hierarchy. There are 10 functional departments engaged in managing these employees- with the aim to meet organizational objectives. Grameenphone follows a mix of centralized and decentralized decision making process-where the top management mainly takes all the strategic decisions while the functional managers have flexibility to take decisions by themselves on a day to day basis. At Grameenphone the Managing Director is assisted by 10 Senior Executives who are heading different departments in the strategic decision making process. The departmental names of Grameenphone are given below:

- ⌘ Corporate Affairs Division
- ⌘ Customer Service Division
- ⌘ Finance Division
- ⌘ Human Resource Division
- ⌘ Information Technology Division
- ⌘ Internal Audit Division
- ⌘ Internal Control Office Division
- ⌘ Network Division
- ⌘ Sales Division
- ⌘ Communication Division

Grameenphone takes after a 3-layer administration rationality in Bangladesh. These are Directors, Managers and Officers. The CEO is the top most power of all the levels. Chiefs are the departmental heads that are in charge of the exercises of their specialties. Supervisors have the power beside chiefs. These two layers speak to the administration level of Grameenphone. Officers are the following persons to remain in the chain of command rundown. They are the common mid-level workers of Grameenphone's hierarchical chain of importance. These officers are in charge of dealing with the operational exercises and working level representatives.

Part 2- My Work Experience

Part 2- The Work Experience

2.1 My Work Experience

The work experience at Grameenphone was truly a wonderful one. The environment is so work friendly and inspires for creative thinking. The colleagues are really helpful whichever department I went. They all are always in a good mood and they lend you the positive vibes.

The work that I did for the media team of the marketing division was also very much impactful for me. I had a great learning experience working with the big players of corporate world. The specific jot down of the work I did is as follows:-

1. Media Buying: Do cost analysis on the available options of media tools. Present the report to the supervisor.
2. Media monitoring- Assist supervisor in calculating the reach of the social media campaigns. Contacting vendors to provide daily media updates and relay those to management through emails.
3. Branded content integration on media inventories- Do research on the untapped media tools and prepare reports on the most promising ones
4. Relationship with media and agency- Maintain relationships with the agencies by attending meetings, keeping in touch with regular emails.

Part 3- Analysis of the various media campaigns of Grameenphone Ltd

Part 3- Analysis of the various media campaigns of Grameenphone

3.1 Objectives of the report

Primary Objective

- To do an analysis of the various media campaigns Of GP in the time frame of 2014
- To compare the media campaigns of GP with that of Vodafone, Ghana.
- To find the effectiveness of the ad campaigns of GP.

Secondary Objective

- To present a background information on Grameenphone Ltd
- To present my learnings at Grameenphone Limited
- To relate theoretical learning with the practical field
- To learn how telecommunication sector conducts their work

3.2 Methodology

Data Collection Method

For the purpose of this report, data has been collected from both primary and secondary sources.

Primary data collection

The primary source was my internship tenure during which I worked in Grameenphone and gathered information about my research topic from the media team. Also I have interviewed Mr. Azhar, Senior Executive of the media team about the effectiveness of the campaigns conducted and Mr. Tarek Abdul Munim, Brand Manager of Grameenphone.

Secondary data collection

Secondary source of data collection were the social media where I could find about the campaigns held by Grameenphone Ltd. and the various websites containing articles, blogs and reports.

3.4 Limitations

- Due to time constraints, a rigorous market survey could not be conducted. This means that in order to take the research forward a full-fledged survey needs to be conducted
- Also due to confidentiality issues, I could not share many information of Grameenphone which would have been helpful for my project like the information on cost analysis and product evaluation after the campaigns are being held.

Chapter 1- Introduction to the topic

1.1 What are campaigns?

Marketing campaigns are outlined because of various objectives, including building a brand picture, presenting an item, expanding offers of an item as of now available, lessening the effect of negative news. According to Garth (2014), characterizing a campaigns objective for the most part directs the amount of promoting that is required and what media are best.

Promoting is about achieving clients, and there are numerous approaches to do that, from a basic postcard to an organized online networking. Little organizations can email solicitations to an exceptional deal and offer a free item to each client who acquires the welcome. Bigger organizations can utilize paid promoting and expert offices to reach a wider audience.

1.2 What is a communication campaign?

According to Sandman (2000), communications campaigns are varied, multi-faceted, profoundly arranged, and deliberately assembled media ensembles intended to increment mindfulness, educate, or change conduct in target groups of audiences. Customers and potential customers get to know about different services and products offered by companies. Effective campaigns help the companies to get revenues, in fact it is only way to communicate with the customers and let them know about the products and services they offers. Campaigns are usually done through different channels. A communication channel is the means by which a campaign reaches its group of audience, for instance print media, advanced varying media (e.g. radio, TV), the web, or interpersonal channels (e.g. group outreach occasions, going by target gathering of people individuals in their homes). For effective messaging, communication channels must be chosen to capture the target audience and groups.

1.3 Importance of media campaigns

Effective brands like Coca-Cola and McDonald's gloat Facebook pages with a large number of fans. Online networking, including informal communities, makes it always critical for

organizations to guarantee their online presentation binds straightforwardly to their image picture and informing. Alongside TV, radio, and print, online networking is a piece of the communication ecosystem that functions overall to make a charming and consistent buyer experience over various channels. Likewise, coordinated showcasing interchanges is progressively fusing online networking into the limited time blend to achieve buyers on the web and on cell phones. Of Course I am talking about the role of social media campaign.

Sudden outburst of the social media has prompted the undeniably vital routine of social networking advertising. Online networking promoting programs typically focus on endeavors to make content that draws in consideration and urges to share it with their community. A brand's corporate message spreads from client to client and apparently resounds on the grounds that it seems to originate from a trusted, outsider source instead of from the brand or organization itself. Long range interpersonal communication destinations and web journals permit people to retweet or repost remarks composed by the maker of the item.

At the point when that individual repeats the message, their associations can see it, which implies the message achieves more individuals. In light of the virality of online networking, organizations often utilize long range informal communication destinations for word of mouth promotion. As the data about the brand is shown and repeated over the informal organization, more movement is conveyed to the organization's site. This outcomes in earned media as opposed to paid media and both serves as a lead generator and makes ideal exposure for the brand.

1.4 Benefits of campaigns

Conducting campaigns are a part of brand awareness. According to Moth (n.d), brand awareness is basically how aware customers are specifically, the target market with your items or administrations. There are a wide range of ways organizations can build awareness around their image. A standout amongst the most widely recognized techniques is basically using promotion; this should be possible through outbound strategies like TV or magazine advertisements, or through inbound techniques like online networking or email showcasing.

Here are some benefits of the campaigns that companies get according to Mott, 2013

1. Increased customer loyalty
2. Attracting Customers
3. Increased word of mouth marketing
4. Keeping your brand top of mind
5. Building your brand equity

1.5 Types of campaigns

1. Product Campaigns

A product campaign conveys the components and advantages of an item to clients and prospects. Organizations use item promoting when they need to dispatch new items, declare changes to existing items or expansion offers of those items. Item notices must mirror the interests of the intended interest group. A sponsor building up a crusade for a sustenance item, for instance, would make messages and select media that speak to a wide shopper gathering of people. E.g. co-branding with a smartphone company and offering a package deal.

2. Corporate Campaigns

Corporate campaigns effort have a vital influence in business-to-business showcasing, especially for organizations attempting to win a noteworthy deal or contract. Prospects assess the organization and also the item when they are picking a supplier. They search for suppliers that have the ability to convey quality items on time. Corporate campaigns assembles certainty among clients and prospects by conveying messages about your organization's ability and assets, your business sector position and monetary steadiness.

3. Direct response campaigns

Direct response campaigns promotions urges prospects to enlist their points of interest, normally consequently for an impetus offer, for example, a free blessing, unique rebate or a duplicate of a business report for business prospects. The promotion incorporates a reaction component, for example, an answer coupon, phone number, email location or site address. The data that you catch from reactions gives drives that your business power or telemarketing group can catch up to make news deals open doors. You can likewise utilize direct reaction promoting to offer items straightforwardly to clients. Incorporate data on the item, together with a cost and contact subtle elements for requesting the item.

4. Financial campaigns

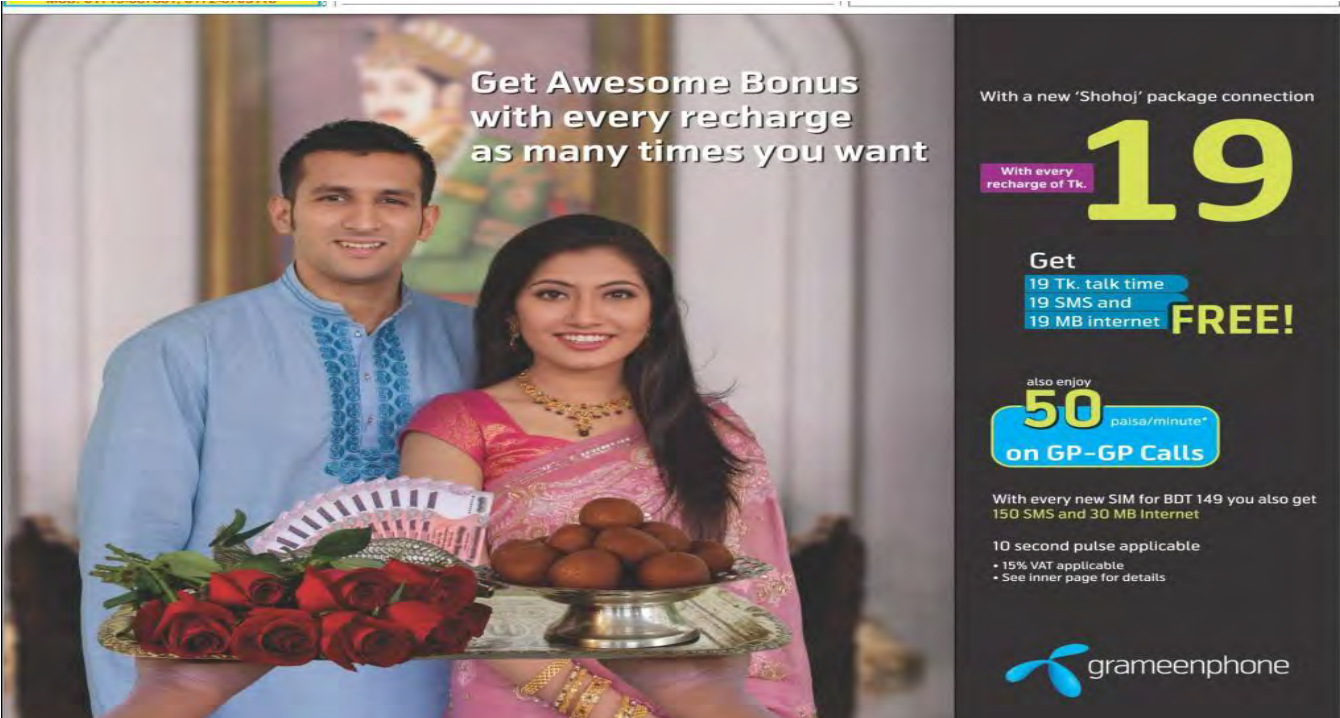
Financial campaigns can help your organization draw in assets in the event that you are wanting to develop your business or make a noteworthy venture. Promoting in the money related or business segments of daily papers and magazines can bring issues to light of your organization among experts, shareholders, potential financial specialists and counselors (Linton, n.d). Distributed monetary results, together with vital improvements, for example, real contracts or new item dispatches, stays up with the latest with the organization's execution.

Chapter 2- Research and Analysis

Hypothesis: Increase in Sales and Subscribers are a key determinant of campaign offers' awareness and consequent consumption by the customers.

During my internship at Grameenphone, I have worked with the media team. I have come across many of their campaigns but due to time constraints, I am discussing about five of their media campaigns in my report. I have chosen print media, digital media and social media for the comparison. Also for the purpose of my internship report, I am comparing the media campaigns of Grameenphone with the media campaigns of Vodafone, Ghana.

1. Introduction to the Shohoj Package



Get Awesome Bonus with every recharge as many times you want

With a new 'Shohoj' package connection

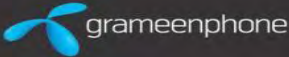
With every recharge of Tk. **19**

Get
 19 Tk. talk time
 19 SMS and
 19 MB internet **FREE!**

also enjoy
50 paisa/minute*
 on GP-GP Calls

With every new SIM for BDT 149 you also get
 150 SMS and 30 MB Internet

10 second pulse applicable
 • 15% VAT applicable
 • See inner page for details



Grameenphone. (2014).

According to me, the message of this ad is very clear. Just like a newly wed couple receives gifts, anyone with a new 'Shohoj' connection will also receive bonus as a gift. The picture was relatable to the message. I have analyzed the advertisements based on the following factors

1. **Awareness of campaign offers-** Research done for this campaign shows that the audience or the target customers were fully aware of the service. They carried research on a sample of 1000 users. Majority of the sample said that they were attracted by the ad.
2. **Media Type-** Print Media-Social Media
3. **Customer Expectations-** Customer expectation was to be able to grasp all the benefits of the offer.
4. **Customer Perception-** Research by the media team showed that the customers said that the advertisement helped them in knowing the attributes of the service while some correspondents said that advertisements helped them to compare services with other providers and some said that the advertisement helped them in all the above.
5. **Service Gap-** Service Gap is the gap between customer expectation and actual service provided. It was seen that the service gap was very negligible which made the campaign a successful one.

2. Availability of SSC Result



মিষ্টি রেডি তো?

কারণ, **SSC রেজাল্ট** চলে আসবে
আপনার গ্রামীণফোন মোবাইলে।

Reg দিয়ে রেজাল্ট জানার এ পদ্ধতি (বেসন, মোবাইল নাম dha) এক রোল
স্মার্ট ফোনে SMS করুন 2333 নম্বরে। বোর্ড কর্তৃক রেজাল্ট প্রকাশ হওয়ার
তারিখ SMS-এর মাধ্যমে তা চলে আসবে সরাসরি আপনার মোবাইলে।

Reg dha 123456 → 2333

আমার রেজাল্ট প্রকাশ হওয়ার পর আমাকে জানাবে তা জানতে
বোর্ড-এ রোল নম্বর দিয়ে SMS করুন 2333 নম্বরে।

গ্রামীণফোন কর্তৃক প্রদত্ত ইনফরমেশন কেবলমাত্র SSC রেজাল্ট প্রকাশের জন্য।

কছে থাকুন | গ্রামীণফোন

Grameenphone. (2014).

This campaign was a huge success. Since it is a very time consuming process in our country to find the SSC result of the students, finding it on just a message request made a buzz among the consumers.

1. **Awareness of campaign offers-** The picture of the sweet worked as a hook and attracted the consumers and they were fully aware of the offer Gp introduced. They also easily perceived the way by which they could easily find the result of their examinations.
2. **Media Type-** Print. Billboard.
3. **Customer Expectations-** Hassle free platform from where to know the results.
4. **Customer Perception-** Maximum correspondents said this advertisement attracted them and just to avail the hassle free service of getting the results so easily, they tried the service.

5. **Service Gap-** It was seen that it took maximum 2.5 minutes to know the SSC result that too for a very low charge. Consumers were really happy with the service and said that they would want this service to prevail for a longer time.
6. **Brand Equity-** This was the first time Grameenphone introduced the service. It was new to the users of this carrier and they liked it hence creating a strong brand equity. Availing the emergency balance

3. Availability of emergency balance



Grameenphone. (2014).

This was one of the most hyped ad of Grameenphone. Choosing Ananta Jalil was a very wise decision for a campaign like this since he was the topic of the town then.

1. **Awareness of campaign offers-** Almost every Grameenphone user was enlightened with the message of this ad. Also Ananta Jalil made himself made the campaign attractive and created a buzz among the public. It was even seen that people searched this ad just to see him. So he was the reason people got the message of this ad very clearly.
2. **Media Type-** Print/ Digital/Social

3. **Customer Expectations-** The chance to know more about this revolutionary service
4. **Customer Perception-** Many users of Gp said that they were attracted to avail this service just because of Ananta Jalil. Also they liked the idea of emergency balance because they thought that this offer would make their lives easier.
5. **Service Gap-** The prompt availability of the emergency balance made the consumers happy and it was seen that users to avail this service frequently. The service gap was very minimum.
6. **Brand Equity-** To sum up this campaign of Grameenphone made the brand even stronger.

4. Introduction to Bondhu Package



Grameenphone. (2014)

This campaign was about introducing a new package called the 'Bondhu' package for the youngsters.

1. **Awareness of campaign offers-** It was seen that the users were not aware as they should have been about the new package. The message was unclear and so was the service provided. The picture used was found to be gaudy and too much eye catching which the target audience did not like.
2. **Media Type-** Social Media. Print Media

3. **Customer Perception-** Since the awareness among the target group was less and the message was unclear, the users could not compare the service with that of other operators.
4. **Brand Equity-** This particular campaign was not successful hence was unable to create a strong brand equity like the other services did.

Table 1- Revenues of Grameenphone for the year 2014



Note- Retrieved from the annual report of Grameenphone Ltd, 2014.

The figure shows the revenues of Gp for the year 2014. It shows an increase after the sales promotion had launched.

Table 2- Quarterly subscribers of Grameenphone for the year 2014



Note- Retrieved from the annual report of Grameenphone Ltd, 2014.

The figure shows the subscribers of Gp for the year 2014 growing at a steady rate throughout the year.

Now holding Grameenphone's position as a benchmark, I am going to analyze the campaigns of Vodafone, Ghana, which is one of the largest telecom companies according to Chen (2015) in the time frame of 2014.

Below shows the promotion Schedule of Vodafone, Ghana for 4 ads to be analyzed in 2014. The table also shows the sales turnover because of the campaigns held according to Ghana Telecom Sales Report by Okyere (2011).

Table 3- Promotion Schedule of Vodafone in 2014

| Period | Normal Sales (in GH¢) | Promotional Sales (in GH¢) | Increment (in GH¢) | Percentage Increase |
|----------------|-----------------------|----------------------------|--------------------|---------------------|
| March 2014 | 217,508 | 254,100 | 36,192 | 17 |
| June 2014 | 237,108 | 292,400 | 55,292 | 23 |
| September 2014 | 256,308 | 332,560 | 76,252 | 30 |
| December 2014 | 986,332 | 1,204,299 | 217,967 | 22 |

Retrieved from the Sales Performance of Vodafone (Ghana) Telecom.

According to Zenith International journal, the following findings has been deduced after Vodafone held their campaigns in 2014.

1. Maximum users said that the campaigns play a role in deciding the service provider they are going to choose.
2. Also respondents said that advertisements helped them in knowing the attributes of the service while some said that advertisements helps them to compare services with other providers.
3. Users get attracted by seeing the mascot of Vodafone, ZooZoo and hence as a result they see the whole ad and stick to the last.
4. In addition to these, mentioned factors also appeal the users to avail the service stated from them. From this it can be said that in this modern era creativity in Vodafone ads is the most important factor in Vodafone's advertisement campaigns.
5. Respondents also said they are attracted more towards the services of Vodafone just because of the advertisements. This shows the positive impact of Vodafone advertisement campaigns on the people.

Chapter 3- Results and Recommendations

3.1 Results

According Table 2 and table 3, the revenues for both the companies grew whenever there was a promotion, which moderately suggest that the awareness and subsequent consumption of the offers do impact the brand value and revenues.

As shown in table 2, the number of subscribers in the case of grameenphone also increased which also acts as an indicator that the campaigns that run through the year have impacted the number of people wanting to align themselves as the customers of grameenphone.

This shows campaigns are of paramount importance to telecoms no matter how much of a giant they are, they rely on campaigns to boost their vital parameters which ensure their sustainability and survivability in the long run. The most staggering fact remains that print and social media dominate over the campaign media chosen by the operators and it cultivates the most awareness among the customers helping in the consequent consumption of the offers and increase in revenue.

3.2 Recommendations

1. I would like to recommend a thorough research of the impact each and every campaign has on the company in that way the company can find the key indicators and include those in their upcoming ads.
2. A more customer oriented theme than the traditional vibrant product orientation of the campaigns.
3. A bit more focus on the brand itself, the brand equity to be precise than the traditional focus on the product and service
4. For the continuation of the study I would strongly recommend to construct a detailed questionnaire in order to get a strong understanding of the viewpoint of the customers.

I am attaching a questionnaire comprising a few questions that would help in taking this research to detailed level.

1. Are you comfortable using different media?
 - a. *Yes I'm and they are*
 - Facebook*
 - Radio*
 - Print*
 - Television*
 - b. *No I prefer only 1 or a few*
2. Are you aware of the different types of monthly media campaigns of Gp?
 - a. *Yes*
 - b. *No*
 - c. *To some extent*
3. What types of offer do think should more frequently be promoted?
 - a. *Internet Offers*
 - a. *Voice Offers*
 - b. *Device Offers*
 - c. *Startup & Bundle Offers*
 - d. *VAS & Other Offers*
4. What kind of offer(s) did you find most relevant and helpful in the month of February? You can choose multiple offers.
 - e. *Internet Offers*
 - f. *Voice Offers*
 - g. *Device Offers*
 - h. *Startup & Bundle Offers*
 - i. *VAS & Other Offers*
5. Please state whether the 'type' of media you in the previous question had a role in your choice. Please state your reasons.

6. Where do you think each of the above mentioned offers should be more frequently promoted? Please write them down next to the below mentioned media.

- a. *Facebook* ____
 - b. *Radio* ____
 - c. *Print* ____
 - d. *Television* ____
7. Where do you get the information about the offer campaigns?
- a. *Word of mouth*
 - b. *Visit Webpages*
 - c. *Digital media Ads (e.g. facebook)*
 - d. *Other media (Press Ad, TVC, RDC etc)*
8. You prefer campaign offer promotions through which of these?
- a. *Push SMS*
 - b. *Digital Media Ads (e.g. facebook)*
 - c. *Other Media (Press Ad, TVC, RDC etc)*
9. How many types of offers do you consume at the same time? (FEBRUARY)
- a. *0-1*
 - b. *1-2*
 - c. *2-3*
 - d. *3-4*
10. Which operator do you think has the best system of promoting the offers in terms of availability to the customers?
- a. *Grameenphone*
 - b. *Banglalink*
 - c. *Robi*
 - d. *Teletalk*
11. Why do you think the operator you mentioned in the last question is the best?
- a. *Due to the type of media they more frequently use for promotion*
 - b. *Due to the type of campaign they more frequently promote*
 - c. *A mixture of both*
12. Would you switch/change your current operator if you find that another operator provides better campaign offer availability to its customers?
- a. *Yes*

b. No

13. Do you engage in purchase/involvement of an offer if it feels interesting to you regardless of whether you wanted to buy it in the first place or not?

a. Yes I do

b. No I don't

c. Depends on the source of information

d. Depends on the type of offer in question

Chapter 4- Conclusion

Grameenphone is a standout amongst the most renowned telecom companies in the country. From the study displayed here, we come to know numerous countenances of the multi-dimensional universe of telecom interchanges. Grameenphone has its own particular uniqueness in its usual way of doing things, fluctuation in their forcefulness and intensities and relativity in their positions. Their strengths, weakness, opportunities and threats, qualities and their natural shortcomings posturing obstructions in their trip to the sky all shift definitely and justifiably. Grameenphone's advertisement campaigns are colorful, energetic and engaging in the hearts and minds of the audiences.

The Ad Campaigns of Grameenphone has without a doubt influenced a generation worth of audience. They have enlightened the whole nation. In the past years, coming out of the corporate focus, Grameenphone has made the youngsters the largest target group of the telecom organization. Consequently from that point of view, the adolescent are considered as the urban pioneers. Like other telecom organizations, Grameenphone (GP) as the business sector pioneer is not far unapproachable to focus on their new target group - 'The Urban Trend Setters'. Yet, to grab hold of the recently developed target group (TG) is difficult. To penetrate in this segment it is essential for GP to discover their media propensities, to know their likings and ways of life, tastes and buying habits. The shift of TG means a shift of media types and offer types and the study led towards print media and social media as the most dominant contributors towards awareness.

It can be said that the fundamental center of them was on the more youthful fragment of the general public considered as the urban pioneers. It's actual that with in such a brief timeframe it is impractical to discover all issues what the power anticipates. Despite inadequacies I attempted my level best to make the report a fruitful one.

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