

**Internship Report**

**IMPACT OF MEDIA IN GROWING BRANDS**



**Submitted To**

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## **Letter of Transmittal**

29 July 2016

Ms. Tanzin Khan

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**Subject:** Submission of Internship Report

Dear Sir,

This is my pleasure to present my internship report entitled “Impact of Media in Growing Brand”.

The main purpose of this report is to demonstrate the effects of media investment on different brands and its impact in growing brands. I have tried my level best to cover the topic effectively, and I hope that this report meets your expected standard. This experience has helped me immensely to develop my skills in Marketing. I am thankful to you for your guidance, suggestions and constructive criticism during the preparation of this report that only encouraged me further into excelling.

Please accept this report and oblige. I am eager to respond to any questions that you may have concerning this report.

Sincerely Yours

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## **Acknowledgement**

At first I would like to thank my honorable internship supervisor Ms. Tanzin Khan, Senior Lecturer, BRAC Business School, BRAC University for granting me such an opportunity to prepare an Internship Report on "Impact of Media in Growing Brands". Throughout the entire duration of my internship, he has provided his generous guidance, inspiration and necessary support during the preparation of this report. Without this timely help & assistance, it would not have been possible to complete this report.

My sincere gratitude goes to Mr. Ahsanur Rahman (Assistant Media Manager, UBL) for giving me such a remarkable opportunity to work with the esteemed Media& Events team of Unilever Bangladesh Limited. I would like to thank the entire Media & Events team of Unilever Bangladesh for their continuous support and inspiration throughout my internship period.

I would also like to express my heartiest gratitude to all the people who have helped to make my work and project a success and have supported me along the whole way. Last but not the least I would like to show gratitude to all the survey respondents who have extended their kind cooperation and contributed in accomplishing this project.



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## **Executive Summary**

This report has been prepared to put forward my experience as an intern at Unilever Bangladesh Limited for the period of 12 months. The paper discusses about the organization and its role in the FMCG industry. The global history of the organization has been elaborated in the first chapter of the paper along with its history in Bangladesh. In the second chapter, my specific job roles and responsibilities has been mentioned along with a detailed discussion of the project I was actively a part of. ‘Fair & Lovely Men, Channel i-Hero, Powered by Bangladesh Army’ is a reality show to bring forward the young talents of Bangladesh in the lime light of the media world. And the third chapter talks about ‘The Impact of Media in Growing Brands’, an analysis comparing the organizational view and consumer view of how media exposure and promotion affects the growth of a brand. The discussion and analysis is an outcome of my observations and learning of brand from my experience of internship. Two brands have been chosen for the comparison of the impact. The brands are TRESemme, the brand with highest media investment at present and Rexona, the brand with lowest media investment and promotion. The aim of the project is to find the most effective media platform for promotion of the brands and to show an existence of positive relation between media investment and brand growth.

## 1. Organization Profile

### 1.1 Unilever Global

The origin of Unilever goes back about 126 years. Originating as an Anglo-Dutch company, it owns a sizable portion of the world's fast moving consumer goods (FMCG) industry. Unilever has spread through numerous categories of products through the years including food, beverages, cleaning agents and personal care products. . Unilever has two parent companies: Unilever NV in Rotterdam, Netherlands, and Unilever PLC in London, United Kingdom. Both Unilever companies have the same directors and effectively operate as a single business. Paul Polman is the Chief Executive Officer and Executive Director to the Boards of Unilever PLC and Unilever NV. The current non-executive Chairman of Unilever N.V. and PLC is Dr. Marijn Dekkers. Unilever's main competitors include Danone, Henkel, Kraft Foods, Nestlé, Pepsico, Procter & Gamble, Reckitt Benckiser, Sara Lee and S.C. Johnson & Son. Unilever has been declared as the world's number one Employer of Choice in the FMCG sector based on more than 238 million interactions of LinkedIn.(Unilever, Unilever Global, 2016)

### 1.2 History of Unilever

In the 1890s, William Hesketh Lever, founder of Lever Bros, wrote down his ideas for Sunlight Soap – his revolutionary new product that helped popularize cleanliness and hygiene in Victorian England. It was 'to make cleanliness commonplace; to lessen work for women; to foster health and contribute to personal attractiveness, that life may be more enjoyable and rewarding for the people who use our products'. This was long before the phrase 'Corporate Mission' had been invented, but these ideas have stayed at the heart of Unilever's business, even if their language – and the notion of only women doing housework – has become outdated. In a history that now crosses three centuries, Unilever's success has been influenced by the major events of the day – economic boom, depression, world wars, changing consumer lifestyles and advances in technology. And throughout Unilever has created products that help people get more out of life – cutting the time spent on household chores, improving nutrition, enabling people to enjoy food and take care of their homes, their clothes and themselves. Today, Unilever still believes that success means acting with 'the highest standards of corporate behavior towards employees, consumers and the societies and world in which we live. Over the years the company has launched or participated in an ever-growing range of initiatives to source sustainable supplies of raw materials, protect environments, support local communities and much more. The following timeline shows how the brand portfolio has evolved. At the beginning of the 21st century, Unilever's Path to Growth strategy focused on global high-potential brands and the Vitality mission has taken the company into a new phase of development.(Unilever, Unilever Global, 2016)

<b>19th century</b>	Although Unilever wasn't formed until 1930, the companies that joined forces to create the business we know today were already well established before the start of the 20th century.
<b>1900s</b>	Unilever's founding companies produced products made of oils and fats, principally soap and margarine. At the beginning of the 20th century their expansion nearly outstrips the supply of raw materials.
<b>1910s</b>	Tough economic conditions and the First World War make trading difficult for everyone, so many businesses form trade associations to protect their shared interests.
<b>1920s</b>	With businesses expanding fast, companies set up negotiations intending to stop others producing the same types of products. But instead they agree to merge - and so Unilever is created.
<b>1930s</b>	Unilever's first decade is no easy ride: it starts with the Great Depression and ends with the Second World War. But while the business rationalizes operations, it also continues to diversify.
<b>1940s</b>	Unilever's operations around the world begin to fragment, but the business continues to expand further into the foods market and increase investment in research and development.
<b>1950s</b>	Business booms as new technology and the European Economic Community lead to rising standards of living in the West, while new markets open up in emerging economies around the globe.
<b>1960s</b>	As the world economy expands, so does Unilever and it sets about developing new products, entering new markets and running a highly ambitious acquisition program.
<b>1970s</b>	Hard economic conditions and high inflation make the 70s a tough time for everyone, but things are particularly difficult in the fast-moving consumer goods (FMCG) sector as the big retailers start to flex their muscles.
<b>1980s</b>	Unilever is now one of the world's biggest companies, but takes the decision to focus its portfolio, and rationalize its businesses to focus on core products and brands.
<b>1990s</b>	The business expands into Central and Eastern Europe and further sharpens its focus on fewer product categories, leading to the sale or withdrawal of two-thirds of its brands.
<b>The 21st century</b>	The decade starts with the launch of Path to Growth, a five-year strategic plan, and in 2004 further sharpens its focus on the needs of 21st century consumers with its Vitality mission. Its goal is simple and ambitious – to double its business while halving its environmental footprint.

**Table 1:** Milestones in the development of Unilever (Unilever, Unilever Global, 2016)

### 1.3 Corporate Mission

Unilever’s mission is to ‘**add vitality to life**’. The vitality mission will focus the brands on meeting consumer needs arising from the biggest issues around the world today – ageing populations, urbanization, changing diets and lifestyles.

The company sees growing consumer need for:

- A healthy lifestyle
- More variety, quality, taste and enjoyment
- Time, as an increasingly precious commodity
- Helping people to feel good, look good and get more out of life will enable us to meet these needs and expand our business.





Unilever is in a unique position to understand the interrelationships between nutrition, hygiene and personal care. The company can do this thanks to their strong science capability and locally rooted consumer insight. It is by bringing all this together that they can strive to contribute to quality of life and wellbeing - adding vitality to life. The long-term success of the business is intimately interconnected with the vitality of the environment and the communities in which operations occur. The environment provides the raw materials and the ingredients needed to make the products. Healthy, prosperous communities provide a healthy, growing consumer base. (Unilever, Unilever Global, 2016)

### **1.4 Unilever Bangladesh Limited**

Unilever Bangladesh is a company that has its own history intrinsically built with the development of our nation and our culture. It has been part of the Bangladeshi household since the 19th century with the same intention of bringing cleanliness and convenience to households as we do today. Back then Sunlight soap was marketed through Lever Brothers India limited throughout the undivided India. Later on, Lever Brothers Pakistan limited started its operation in Bangladesh on a larger scale. In 1964, the soap manufacturing facility was setup in Kalurghat, Chittagong. (Unilever, Unilever Bangladesh, 2016)

**1964-1972:** Productions started off with Sunlight soap and Lifebuoy soap. After the war of independence in 1971, Bangladesh became an independent country. At this time, Lever Brothers Bangladesh Ltd. was constituted with Unilever owning 60.75% shares and the Government of Bangladesh owning the remaining 39.25% shares.(Unilever, Unilever Bangladesh, 2016)

**1972-1980:** Post liberation period evidenced accelerated growth for the company. Demand started rising and the company continued its mission to meet consumer needs by producing quality soaps, introducing Lux - the beauty soap and Wheel. Launched in 1972 Wheel entered the merchandised laundry category, traditionally dominated by cottage soaps. It appealed to the consumers with unique care benefits for hand and fabric, a generic weakness in cottage soaps. It gradually became the secret ally of Bangladeshi women by extending the caring hand to ease her daily laundry chores.(Unilever, Unilever Bangladesh, 2016)

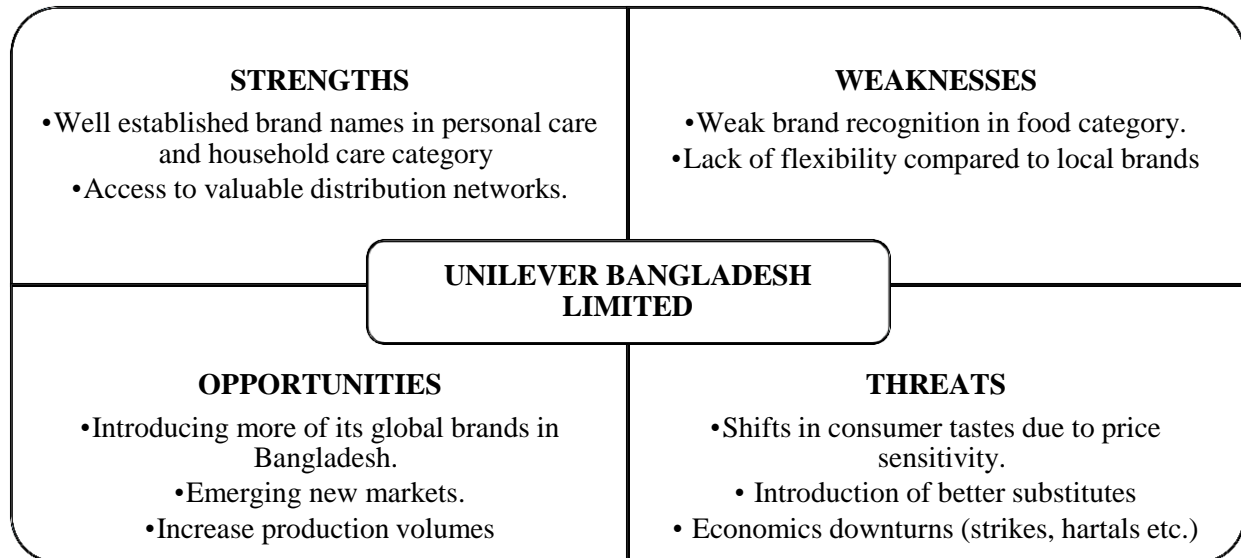
**1998-2004:** These are the golden years in the history of Unilever Bangladesh as the company turned around from severe losses due to competitive backlash - to a company with 6 years of consecutive growth. Around the end of November 2001, the new personal products factory “Sankalp” in Kalurghat started production which helped meet the market needs from a shift on Unilever’s dependence on soaps to diverse personal grooming categories. This is also the era when Unilever Bangladesh introduced many exciting new products such as Pond’s face wash to end soap related facial skin woes or Lipton double



chamber tea bags for more zest in our tea cups and the markets responded enthusiastically. In 2001, Unilever brought about a new excitement in the kitchen care sector with the introduction of Vim bar, the dish cleaning soap – a concept of convenience and common household habits combined together. In 2002 Rexona deodorant entered the market building in awareness about body odor problems and creating a new personal grooming habit in the country. The company’s soap formulations changed radically during this time to bring in world class standards – without any price rises. Lifebuoy, the health brand has moved from just the hard-working men’s soap to reminding one, of the bond of love that binds a family in a healthy circle, free of germs and sickness. (Unilever, Unilever Bangladesh, 2016)

Unilever Bangladesh had a journey towards adding new momentum to its trade marketing and today Unilever products are available in 90% of the households in Bangladesh. In a company-wide move to come out from behind the great brands and be known as Unilever worldwide, Lever Brothers Bangladesh limited officially changed its name to Unilever Bangladesh in December 2004.(Unilever, Unilever Bangladesh, 2016)

### 1.5 SWOT analysis of Unilever Bangladesh Limited



**Figure 1:** SWOT analysis of Unilever Bangladesh Limited (Unilever, Unilever Bangladesh, 2016)

## 1.6 Product Categories and Brands

Unilever Bangladesh has 19 brands which fall under a number of categories. These are shown below:

**Fabric Wash:** Rin, Surf excel, Wheel



**Household Care:** Vim



**Skin Cleansing:** Lux, Lifebuoy, Dove



**Skin care:** Fair & Lovely, Vaseline, Pond's



**Deodorant:** Rexona, Axe



**Hair Care:** Sunsilk, Dove, Clear



**Oral Care:** Pepsodent, Close up



**Tea-based beverage:** Taaza



**Savory:** Knorr



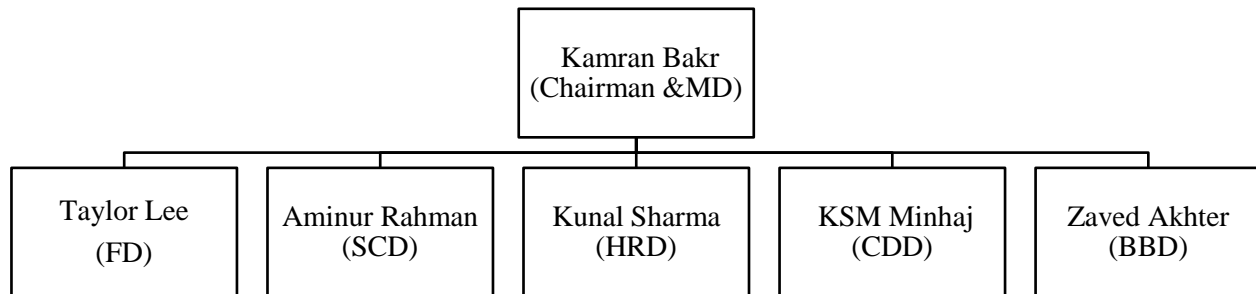
**Water:** Pure-it



**Table 2:** Brand Portfolio of Unilever Bangladesh Limited (Unilever, Unilever Bangladesh, 2016)

## 1.7 Organizational Structure

The present Chairman & Managing Director (MD) of UBL is Mr. Kamran Bakr. There are six Management Committee members in charge of the five departments. The hierarchy is shown below:



**Figure 2:** Organizational structure of Unilever Bangladesh Limited (Source: Human Resource, UBL)

## 1.8 Functional Overview of Unilever Bangladesh Limited

### 1.8.1 Customer Development Department

Managing customers i.e. retailers, wholesalers, and distributors, is becoming critical day by day. With the evolution of modern trade and aggressive local and international competition, role of Customer Management has also been gradually shifting from traditional “Sales: to “Trade Marketing” Category managers are responsible for the overall sales and profitability of a product category. Customer marketing is all about developing and implementing fully integrated brand/category solutions and activities. By understanding what consumers want, they are able to stimulate demand in retail outlets through everything from shelf layouts to promotional strategies to price positions. (Human Resource, UBL)

### 1.8.2 Brands Building and Development Department

The Brands Team has been expanded to Brands Building and Development. Marketing at Unilever Bangladesh offers many opportunities:

- ❖ To engage closely with consumers understanding their preferences and needs.
- ❖ To operate at a global, regional and local level across a broad range of products.
- ❖ To experience world-class professional development and acquire leading edge skills.
- ❖ To lead assignments that builds business and brand equity.

Here Unilever translates the global visions on a brand (includes brand communications, innovation and renovation) into a local market context, plan practical activity and make sure those plans are executed flawlessly. (Human Resource, UBL)

### 1.8.3 Supply Chain Department

The Supply Chain Director (SCD) heads Supply Chain Department. From sourcing raw materials to delivering the end product, Unilever's supply chain is at the heart of getting brands to customers. Its remit is shared amongst four divisions:

- ❖ Customer Service – Logistics
- ❖ Customer Service – Plan
- ❖ Supply management – Procurement
- ❖ Manufacturing

### 1.8.4 Finance and IT Department

The Finance and IT departments are jointly headed by one Director. The operating structure is divided into three work streams.

- ❖ **Finance Business Partners** embed best practice and enhance decision support skills.
- ❖ **Accounting and Information** applies information management processes to create value for the business.
- ❖ **Expertise Services** work across everything from insurance and risk, to investor relations and pensions.

### 1.8.5 Human Resources Department

HR supports and develops Unilever's most important asset – people – by enabling them to deliver outstanding business performance. The environment is about empowering people, both to contribute to business objectives and to achieve their own personal and career goals. In HR, you're not just a part of the Unilever culture – you help create it. (Human Resource, UBL)

HR's job is to make sure there are highly-skilled, exceptional people in all areas of the organization. Within that, there are numerous possibilities split into three broad areas.

- ❖ **HR Business Partners** identify the needs of the business in order to develop, manage and implement appropriate strategies. They ensure that the right structure, culture, people and capabilities are in place to foster positive working relationships.
- ❖ **HR Expertise Teams** work on policies, processes, systems and tools that allow each business area to attract, select and develop talented individuals. They also provide a connection with world-class external experts and keep us up-to-date with industry best practice.
- ❖ **HR Services** deliver and continuously improve services such as payroll, recruitment, pensions and benefits. They also track, monitor and aggressively manage service performance to ensure that it's delivered to the required quality and at the optimum cost. (Human Resource, UBL)

## 1.9 Corporate Social Responsibility

- Project Laser Beam – Bangladesh selected for pilot of Unilever-WFP led Public Private Partnership targeted towards eradicating child hunger and malnutrition.
- Global Hand washing Day – UBL, along with its partners, applied for Guinness Record for highest number of people (52,000) washing their hands together at a time.
- Oral Health & Hygiene Awareness Program – led by Pepsodent through school-based activations, covering 700,000 contacts in '09 and targeting 2.5mln in '10.
- Lifebuoy Friendship Hospital - Launched in March 2002 in association with the humanitarian organization "Friendship". Has a dedicated medical team on board and reaches to people who would not have access to proper medical facility. Nearly 200,000 people benefited till date.
- Fair & Lovely Foundation gives empowerment training to women & scholarship to female students for IT education.
- Worked with 23 NGOs and CARE Bangladesh to create sustainable business opportunities for rural women
- Project Aparajita helps over 2,500 Aparajitas (woman entrepreneurs) earn by selling UBL products
- Pepsodent Dentibus creates awareness and offers free checkups for teeth across the country. (Unilever, Unilever Bangladesh, 2016)

## 2. Job Description

### 2.1 Description

Unilever Bangladesh Limited is a market leader in the FMCG industry of this country. Every household has at least one or more products in use. To place itself in each and every household, Unilever has to go through an extensive marketing strategy and execution. To form and increase demand every year takes special effort and dynamic planning. Thus, Unilever is a highly marketing driven organization where every brand has its unique identity. Promotional execution plays a huge role in building the consumer demand. Unilever has 20 brands operating at present in Bangladesh. Each of the brands is handled by dedicated brand managers. But, the executions of any kind of promotion via any form of media along with their specific events go through the dynamic team of Media and Events.

### 2.2 Job Responsibilities

- Maintain communication with the agencies.
- Do regular follow-ups on the work pace and progress.
- Collect regular updates of the then running campaigns.
- Circulate decisions among the team and agencies.
- Work on reports and presentations.

### 2.3 Campaigns and Events

The following campaigns and events took place while I was an intern in Media and Events. I actively worked in making them effective and successful. One of daily responsibilities was to take update of the running campaigns and circulate the progress.

1. Fair & Lovely Men, Channel I – HERO, Powered By Bangladesh Army
2. Sunsilk presents Hajaro Konthe Borsho Boron
3. Knorr- Kung Fu Panda Contest
4. Clear- Cricwhiz Quiz Contest

### 2.4 Fair & Lovely Men, Channel I – HERO, Powered By Bangladesh Army

I was given this project as my core responsibility. Fair & Lovely Men, Channel I – HERO, Powered By Bangladesh Army is a reality for the upcoming young talents of Bangladesh. Unilever has always initiated to find fresh talents for various sectors of the society. Through this reality show, Unilever aimed to contribute in the rising media industry with capable fresh talents.

Thus, we stepped out to look for the struggling young men with high potentials to be the next superstar of Bangladesh’s television and silver screen. We are looking for the ultimate all-rounder who can soon rule the media industry of this country. The reality show will motivate the youth to come forward and telecast their talents and also develop the entertainment industry positively with hard work and sincerity.

**Purpose:**

- To find the next Super Hero
- Identify dedicated fresh talent with potential
- To contribute in the rising media industry of Bangladesh
- To position the new men’s range of products by Fair & Lovely in the consumer minds.

**The Show:**

Fair & Lovely Men, Channel I – HERO, Powered By Bangladesh Army has been initiated in partnership with Channel I and Bangladesh Army although Unilever has been the main sponsor under the brand, Fair & Lovely Men. Adcomm is the media and branding agency of the show. The digital media support has been provided by Analyzen. The show was planned to go forward in gradual stages by testing the young talents in every stage to bring out the best as the ultimate HERO of Bangladesh.

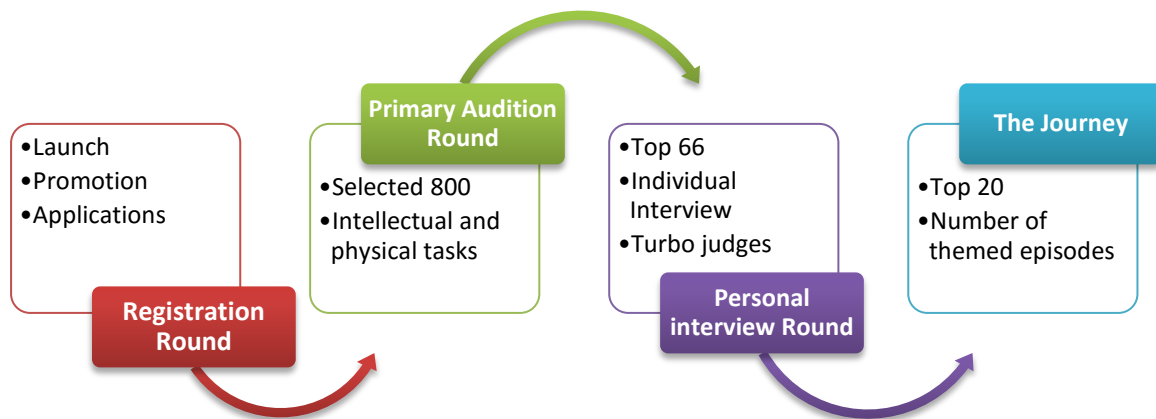


Chart: Stages of the Reality Show



### **2.4.1 Registration**

The show was launched on 25 March 2016 by penetrating all the media platforms together on the same day. The launch promotion was made with the call to the young talents to come up and apply for the ultimate reality show. The target group of youth was reached through the following promotional tools,

- Television
- Newspaper
- Radio
- Digital Media

Different kinds of banner posts and advertisements were published extensively throughout the registration period in all the mediums. To achieve maximum amount of registrations, applications were accepted through easily accessible methods. The modality of registration was set with the view to make it simple for the applicant to apply and they were accepted in the following methods

#### **Website:**

A dedicated website was created where applicants could register with very basic information and a picture of him.

#### **Facebook:**

The Facebook page of Fair & Lovely Men was the modality which brought in maximum number of registrations and created huge engagement for the show. Registration could be done by messaging information and picture to the page or by simply commenting on the posts. It was a hard task to maintain the traffic here and a notable number of agents were dedicated to maintain this page and its reposts by the digital agency.

#### **Newspaper:**

With every advertisement on the daily papers, a small form was provided. The form could be cut out from the paper, filled in and posted to the channel I office in Dhaka and the registrations were accepted. This modality was set to encourage those in the outskirts of Bangladesh with no internet connection to come forward and showcase their talents.

**Careline:**

Careline is the dedicated call center of Unilever Bangladesh Limited. For any information, people were encouraged to call at the careline and learn more about the show. A separate extension number was installed just for the people who would call to know about the show. And regularly 4-5 agents were engaged in answering the calls 24 hours.

The registration process was closed on 20 April 2016. More than 26,000 applications were received in this less than 1 month from all around the country. Each and every applicant was judged and I was actively a part of the primary selection process. We looked for talent and dedication towards the work. After two rounds of screening, top 800 were shortlisted from all the applications and called for the primary audition round.

**2.4.2 Primary Audition Round**

Top 800 participants were communicated via phone call and text message to invite them to come for the primary audition round. The shooting location of this first round was in Dhaka Cantonment. The participants went through a medical test first and then were sent for a screen test. After judging them from the both tests, top 120 were selected for the next round of physical activities. The physique of the participants was judged through a series of physical tasks including a race, long jump, rope climbing, etc. Thus, after the day long hard work, top 66 were chosen in for the next stage of the competition through cumulative marks of all the activities.

**2.4.3 Personal Interview Round**

The top 66 participants were called for a personal interview in front of celebrity turbo judges. This was the round where their spontaneous talent and urge to work in this competition and in the media industry was on test. The judges grilled each of the applicants with instant challenge; again some were taken down the emotional drive. But at the end of the day the show found its top 20 contestants who went through the journey of becoming the next HERO.

**2.4.4 The Journey**

The journey of Fair & Lovely Men, Channel I – HERO, Powered By Bangladesh Army started with the Top 20 participants. Bangladesh Military Academy in Chittagong was the first location for their ‘camp life’ themed round. The episode planning has been done to test all sides of a hero to groom him to be the capable winner. Each round has been planned with a theme; romantic

round, action round, amazing race, etc. are a few of them. And with the each proceeding round, a few contestants are eliminated. The journey of this reality show is going on at present. The show will be aired on Channel I in July 2016.

## **2.5 Critical Observation and Recommendation**

The reality show is a great idea to give back to the glam world of our country with fresh talent. On the other hand, a high end and exciting show like this can only work as the easiest strategy to meet the goal of making the Fair & Lovely Men brand a popular one. Fair & Lovely has always targeted the enthusiastic and ambitious ones and the reality show strengthens its residing image.

The digital platforms are gradually taking over the traditional forms of promotion and marketing. Of all the promotional tools, people responded in huge numbers in the digital platform. The response was bigger than pre-planned expectations. Even after dedicating possible people behind maintaining it, it always fell short and only became challenging with time. Social media being an easy mode of communication for people, it is more difficult to satisfy the crowd with information in time. The growing popularity and engagement, the efforts behind it seemed to be only insufficient. In future, keeping the traffic in social media in mind, more specific planning over handing the crowd and making positive use of the huge number of people engaging together, I believe higher outcomes and results can be achieved.

### **3. Project: Impact of Media in Growing Brands**

#### **3.1 Summary**

Unilever Bangladesh Limited (UBL), as one of the leading FMCG companies leads different industries with various brands. UBL is also known as one of the most actively marketing driven organizations. The marketing strategies and media investments are very important decisions for different brands. This project aims to study the decisions related to media investment and its impact in growing brands. Two brands have been chosen to study the gap and impact. TRESemme and Rexona has been chosen by keeping their opposite natures in media investment and promotions in mind.

#### **3.2 Description**

##### **3.2.1 Objective**

1. To find the most effective form of media that affects the growth of the brand.
2. To find a positive relation between media investment and brand growth.

##### **3.2.2 Methodology**

Both primary and secondary data have been used for the purpose of this study. To collect the primary data a questionnaire was designed in light of the objectives of the study. The questionnaire was circulated among consumer base of fast moving consumer goods (FMCG). Online tool has been used to create the questionnaire and circulate via e-mail and social media messaging. The responses came via online methods but 40% of the respondents were reached and talked to directly for clear perception of their view. The sample was chosen according to convenience of communication and availability but the demographics were not pre-set but rather random. Working people with a minimum income was the main focus as they are strong potential consumers for the FMCG industry. Both male and female consumers filled the questionnaire. Secondary data were collected from available publications, research studies, journals, articles, and websites. In total the sample consists of 50 respondents including both male and female.

### 3.2.3 Limitations

- Lack of data due to confidentiality of the organization.
- Inadequate secondary information on the brands related to its growth and media promotions.
- Inadequate information on the brands in the context of Bangladesh.

### 3.3 Media and Branding

Business has been ruling the world through ages with its products and services for its customers. Brands and branding are not a new trend. Branding has always been the core mean for customers to differentiate between the goods of one producer from the other (Keller, 2014).

*According to the American Marketing Association (AMA), a brand is a “name, term, sign, symbol, or design, or a combination of them, intended to identify the goods and services of one seller or group of sellers and to differentiate them from those of competition.” (As cited in Keller, 2014)*

Companies build brands to meet the wants and demands of the consumers. To position their product in the mind of the consumers as the first priority is one of the biggest goals and a challenge at the same time for them. Brand positioning is considered as the heart of marketing strategy. Kotler and Keller (2006) defines brand position as the “art of designing the company’s offer and image so that it occupies a distinct and valued place in target customer’s minds”. Successful brand positioning comes along with brand awareness. For a consumer to consider a product for purchase, brand awareness plays a big role. Without brand awareness, no other communication can occur and contribute in building consumer awareness. A brand with considerable amount of brand awareness is more likely to be considered and then chosen by the consumers compared to the brands which consumers are not aware of.(Macdonald & Sharp, 2003) Thus, communication is the key to building and growing a brand effectively.

Brand communication being a strategically sensitive concern, has two vital points. First, the content (what the brand communicates) and secondly, the contact (how the communication connects to its targeted audience). One of the ever proven forms of communication for brands is the media platform. Media has always been the connecting bridge between the sellers and the consumers. Thus, media planning is the art and science of making that connection. The outcome of a media exposure affects both the organizations and the customer. The impact of media on the

company or brand needs to be understood well by all levels of management of an organization to squeeze out the best essence out of it. Effective media planning is a core ingredient to the success of every individual brand. (Kelly, Jugenheimer, & Sheehan, 2015)

### **3.4 Organization view and the Brands**

Unilever Bangladesh Limited is a marketing-driven organization. They believe in building brands that will meet their consumer's needs. Unilever believes highly in promoting their brands in the best possible manners to reach their target market. Unilever works dedicatedly to strategize their brand communication methods. Each of their brands has unique target markets and unique strategies of marketing and reaching their consumers. Unilever uses the media platform very actively and effectively to reach their promotional goals. Media platforms are the core means of marketing for the organization because it the most fast and convenient platform to reach mass consumers in a very short time. It is also considered as a stage where retaining longer period of time in front of the consumer's eyes is possible in various ways. Unilever believes that exposing itself frequently is important to position it in the consumer's minds. But the question keeps coming after every few years that are they investing in the right media platform for the right brand? Are the investments in media contributing to grow the brand? Is the company keeping up with the changing trend of consumers and their behavior towards different forms of media with time?

To answer a few of these questions, this paper will be discussing about the investments of Unilever in different media platforms and their consumer's response to them. This paper will focus on two well-known brands of the renowned FMCG (Fast Moving Consumer Goods) company of Bangladesh. The following two brands have been chosen with the fact in mind that one has the highest amount of media investment behind it and the other is strategized with the lowest. According to Mr. Ahsanur Rahman, Media investment plan for different brands are made based on the following –

- Brand target group, demography, socio-economic condition
- Media consumption habit e.g. what they consume more – TV, press, radio, digital
- Where they spend most of their time –
  - TV programs – News, drama, beauty show, films etc.

- Radio programs – morning, afternoon or night
- Magazines or press ad
- Digital video, posts, banners, etc.

Media investments are made mostly to achieve –

- Top of mind presence of the brands by creating awareness
- Reach of the brand through different media vehicle mix like TV, press & radio
- To improve brand equity score

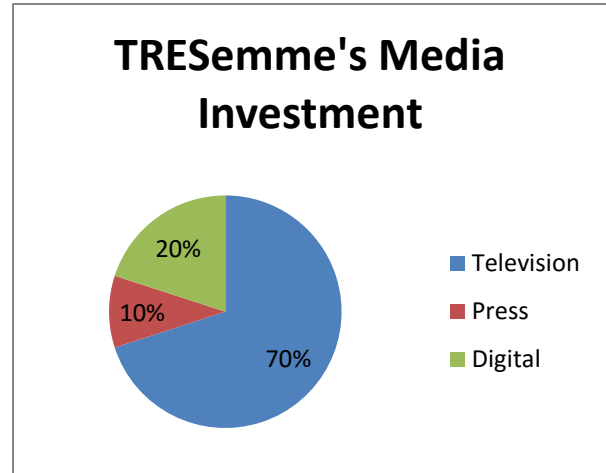
### 3.4.1 TRESemme

TRESemme is one the leading hair care brands of Unilever globally. TRESemme was launched in 1947 and named after renowned hair care expert Edna Emmé. Up until the 1950's, TRESemme was sold only in salons. Today it is available at shops near us to provide salon style hair at home (Unilever, Unilever Bangladesh Limited, 2016). It is a reliable product that enhances the beauty of women. It is not only popular amongst the beauty enthusiasts but also among the hair specialists and artists worldwide. It promises to provide salon like professional treatment quality at home. It is premium hair-care brand targeted towards upper-middle and upper class consumers. The salons are also an important market sector for this brand. (Tribune, 2015)

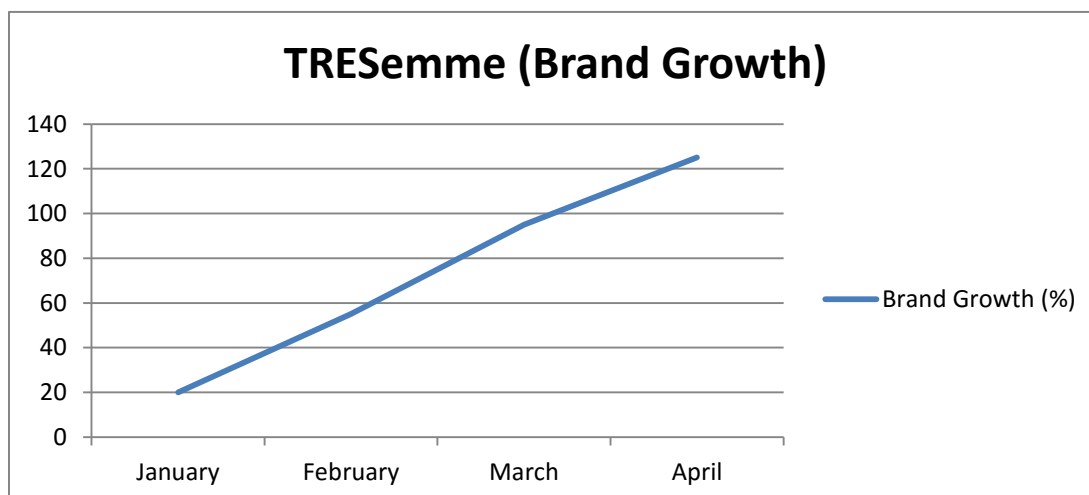


TRESemme is the newest addition to Unilever brands family of Bangladesh market. The launching of the product took place on 13 September 2015 (Tribune, 2015). In just a few months it has created a huge buzz in the market and placed itself as a well demanded product.

TRESemme is present on television, press and digital media since after the launch. Maximum amount of investment is done behind promotion on television with 70% of the total investment. 20% goes into digital media and 10% in press media.



Since the launch of the brand, the growth of TRESemme has been a flying growing curve. And in the last 1 quarter, the growth rate has been more than 100%. The organization is very pleased by the new brand's figures and the way it has been responded to, by the market.



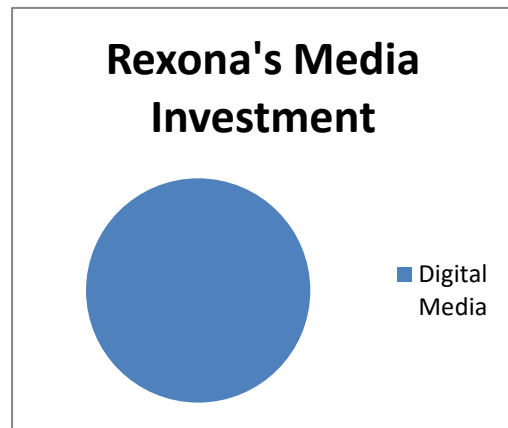
### 3.4.2 Rexona

Being developed in 1908 by an Australian pharmacist and his wife, Rexona is a range of anti-perspirants and deodorants with formulations that last up to 48 hours. The brand includes aerosols, pumps, roll-ons, sticks and creams. Rexona has always promoted good personal hygiene and its important. Like every other brand in Unilever, Rexona has its social side of benefits. Across Asian market, affordable mini-sticks, mini-roll-ons and sachets of deodorant lotions are available to make it affordable to the low-income people. The users of Rexona are



mostly the young people and those who go to offices regularly. Rexona is also sold as Sure, Shield and Degree around the world (Unilever, Unilever Bangladesh Limited, 2016).

Rexona is one of the leading deodorant brands leading the market in Bangladesh. Rexona was promoted in television and newspaper through many years. But at present, the promotions are only present in digital media. Investments from all other media platforms have been pulled away. 100% of the allotted media investment is spent in digital search platform.



Rexona has an existing image in the market and a stable position in the consumer minds. Through the last few years, the growth of the brand has been significantly stable.

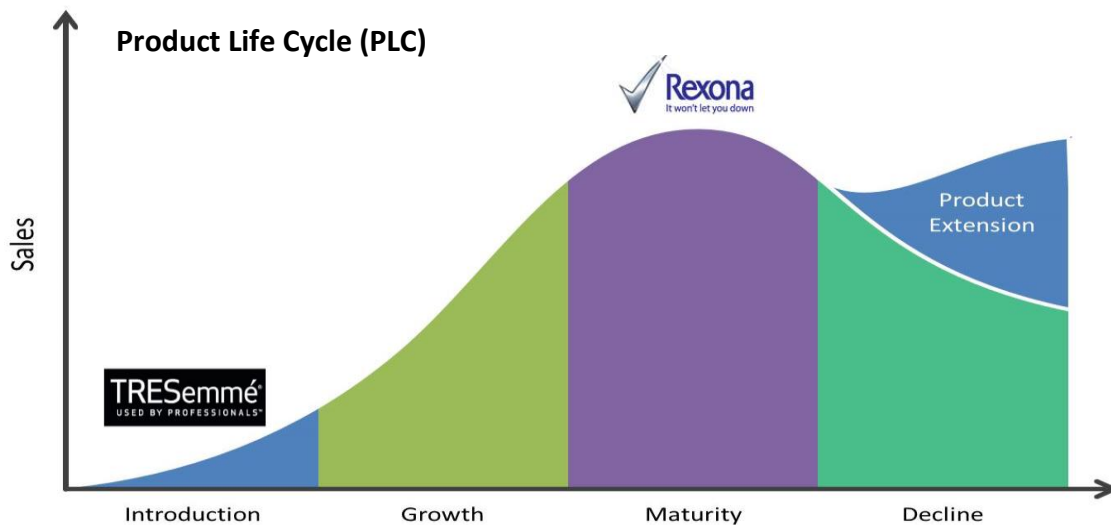
### 3.5 Product Life Cycle

Each and every brand goes through certain stages from its starting to until it exists in the market. Every product has a life cycle of four stages known as the Product Life Cycle (PLC). According to Kotler and Keller (2009), a product has a cycle to assert four things:

1. Products have a limited life
2. Product sales pass through distinct stages, each posing different challenges, opportunities, and problems to the seller.
3. Profit rise and fall at different stages of the product life cycle
4. Products require different marketing, financial, manufacturing, purchasing and human resource strategies in each life cycle.

The four stages of PLC are introduction, growth, maturity and decline. Kotler and Armstrong (2010) has defined the four stages as,

1. **Introduction:** A period of slow sales growth as the product is introduced in the market.
2. **Growth:** A period of rapid market acceptance and substantial profit improvement.
3. **Maturity:** A slowdown in sales growth because the product has achieved acceptance by most potential buyers. Profits stabilize or decline because of increased competition.
4. **Decline:** Sales show a downward drift and profits erode.



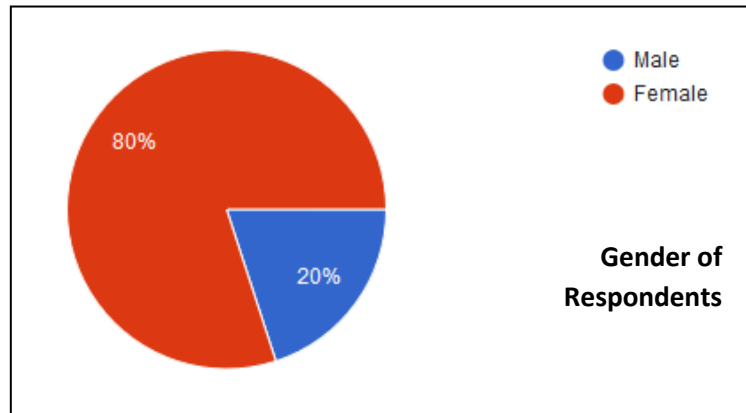
The two brands discussed in this paper stands in two phases of the PLC in the Bangladeshi market. TRESemme has just been introduced and shows all signs of a new brand in the introduction stage. It is being promoted massively and the promotional expenditures are at its highest ratio to sales because of its need to inform potential consumers, induce product trial and secure distribution in retail outlets. The rapid growth of the brand shows the sign of its establishment in the market and fast movement to enter the growth stage. It is important to keep educating the consumers and keep up the promotions to tackle the growth stage in the future.(Kotler & Armstrong, 2010)

On the other hand, Rexona stands in the maturity stage as an already established brand with grounded market shares. It is a crucial stage where competitors start to enter the market and there remains no new distribution channel to fill (Kotler & Keller, 2009). The brand growth starts to stabilize just like in case of Rexona. After a certain breaking point the product starts to decay and decline. The promotional strategies are crucial at this point as investment is lowered at this stage to bring sustainability to the product (Kotler & Armstrong, 2010). But it is important to identify the elasticity point and prepare before-hand for the decline. Kotler & Keller (2009)states that the best form to hold the market share is to come up with product extensions and educate the consumers to shift to the alternate product by the same brand.

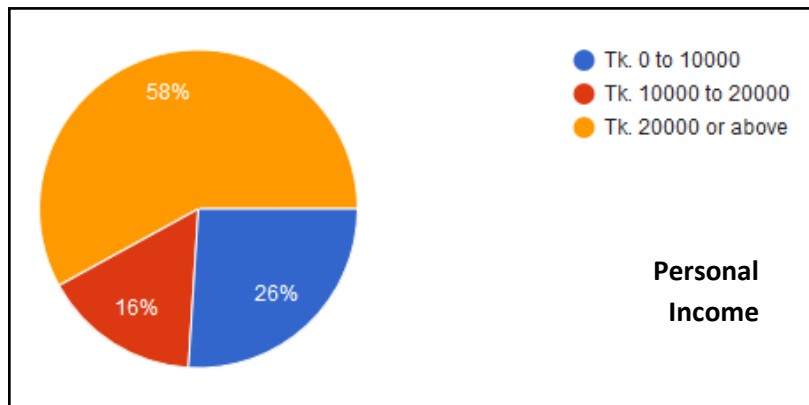
### 3.6 Analysis:

#### Gender of Respondents:

The survey questionnaire was sent out to about 80 people. Among the 50 respondents, 80% was female and 20% was male. Naturally the response from female sample was more in number due to the nature of the brands that is being analyzed in the paper.



#### Personal Income:

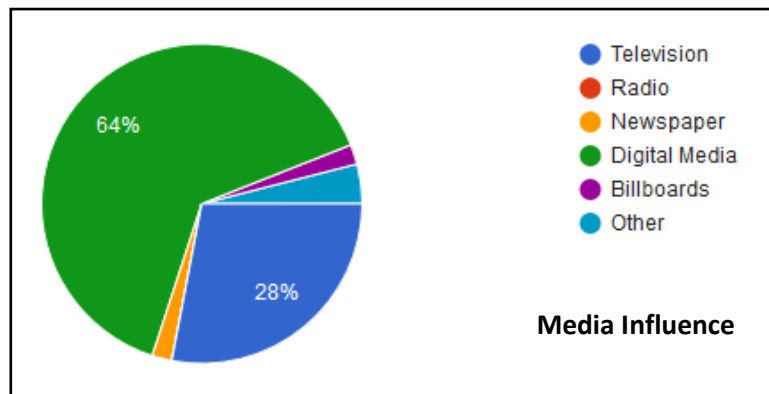


The survey sample was not selected on the basis of the respondent's income to understand the overall perception of the brands in consumer minds of all income level. Naturally more response (58%) came from the earning

class of the population who has interest in brands like TRESemme and Rexona. But also a good percentage of response (26%) came from low to no income respondents which help to get the overall market perspective because they might be potential consumers in near future.

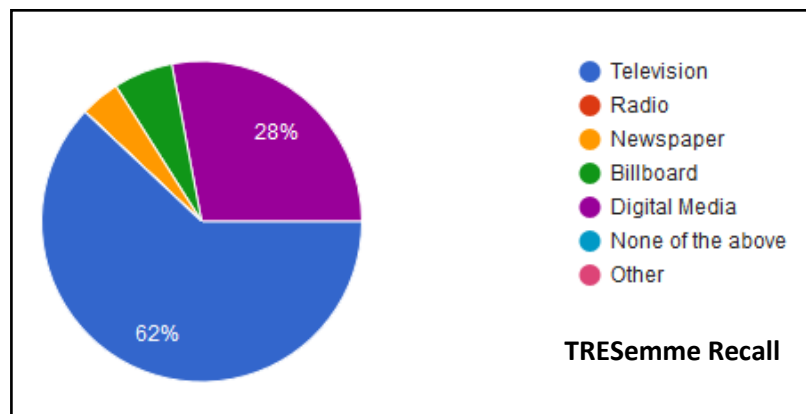
#### Media Influence:

The respondents were asked about the source of media according to them which they feel that they can be most influenced by. The aim of this question was to find the most effective media platform in case of



branding and promotions. Had it been 10 years earlier, the outcome of the question would have surely been very different. But with recent context, the most influential medium of media seems to be the digital platform. 64% respondents agree that digital media holds the capability to influence them in different manners. 28% of the respondents still vouch for television as the most influential medium. Other than digital media and television, Newspaper, Billboards and Others also got 2%, 2% and 4% response respectively. Radio seems to be the most unpopular media platform among the respondents.

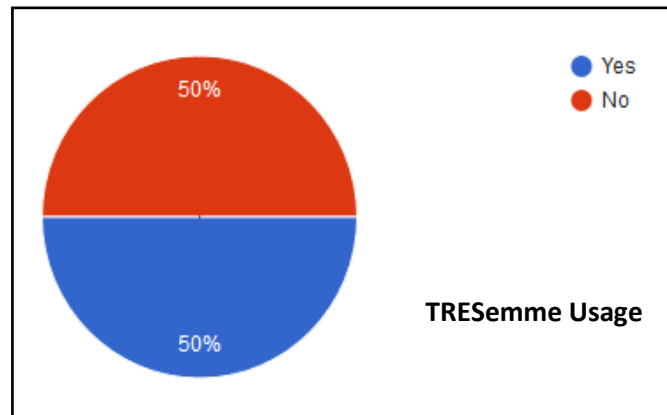
**Brand Recall (TRESemme):**



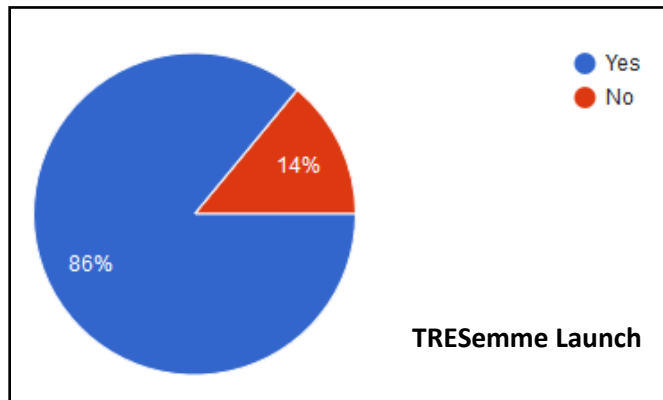
62% of the respondents recalled watching TRESemme’s promotions on television. A good percentage of 28% has recalled seeing the digital promotions. 4% response came for newspaper. The new brand was promoted highly in all these 3 media to catch the attention of the consumers and establish the brand in Bangladesh. From the media investment ratio of these three platforms, we can see that more investment has led to more recognition through the medium. Maximum investment goes into promotional contents via television and maximum people recall to see in on television. Similarly, the second most investment goes into digital media followed by newspaper. The survey aligns with the recall percentage and investment quite proportionately. But, 6% respondents chose billboards which portrays a section in the target audience who still cannot recall the brand through a specific media because no investment goes into promotions through billboards in case of TRESemme.

**Usage of TRESemme:**

TRESemme has been launched in Bangladesh very recently but 50% of the total respondents has stated that they use TRESemme in their regular days. The response shows how effectively the brand has penetrated in the existing hair-care industry as a new brand with a new message to establish.



**TRESemme Launch:**

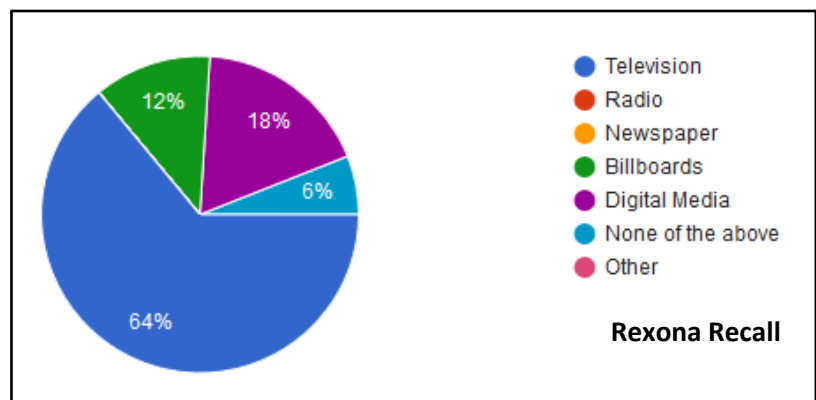


The respondents were asked if they were aware of the TRESemme Launch in Bangladesh in September 2015. The response is highly in affirmative. 86% respondents knew about the new brand that has been launched. As a new brand, the organization has used all possible tools to reach the consumers with the news. The

huge amount of investment that has been done in different media platforms since before its launch, has ideally given satisfying return on marketing investment (ROMI).

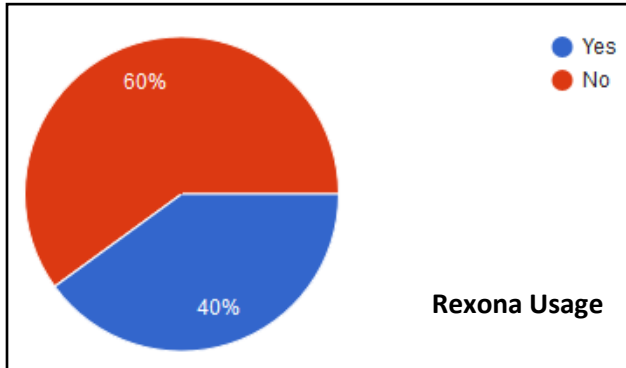
**Brand Recall (Rexona):**

Rexona being a well-known brand in its industry, the recall for this brand was expected to be high. 64% respondents recall watching Rexona on Television, 12% on Billboards and 6% could not recall at all. But, at present Unilever does not invest in any of the other media except digital



for Rexona’s promotions. And only 18% could recall seeing Rexona in digital platform. People recalled Rexona from their previous experiences when Rexona appeared in media like Television and Billboards or the recall comes from their exposure to foreign channels on television which advertises Rexona.

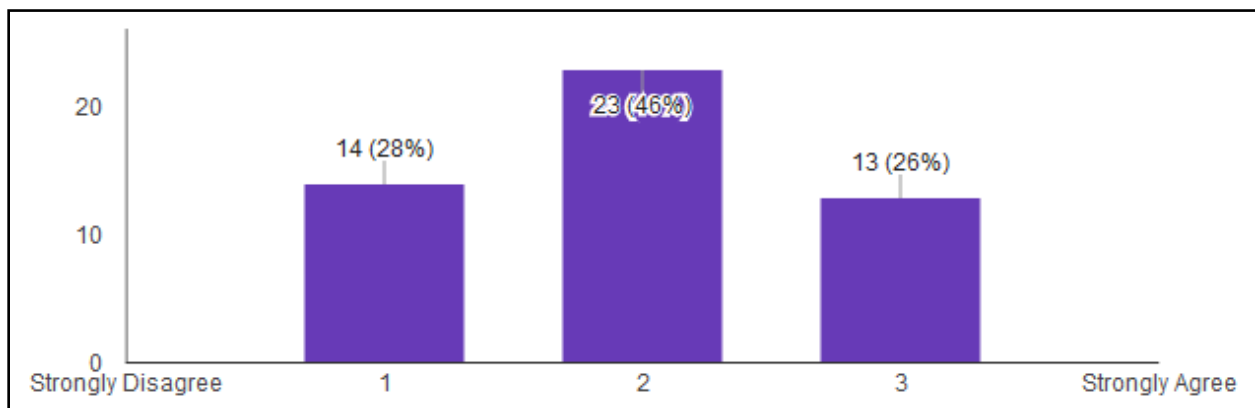
**Usage of Rexona:**



40% of the total respondents use Rexona in their regular lives and 60% of the respondents said that they do not use Rexona as their regular deodorant brand. Although the difference might not seem very big with accordance to the total sample number of this survey but it is not also negligible.

**Traditional VS Digital Media:**

The respondents were asked if they agree to the statement, “Traditional Media platforms are more influential and effective than Digital Media” In most cases (46%) gave neutral opinions. 26% strongly agreed and 28% strongly disagreed. Thus, the perspective on digital media is still in a growing stage.



### **3.7 Results and Discussion**

TRESemme being a newly launched brand of UBL, its exposure in various media platforms has successfully placed the brand as a premium hair-care brand in Bangladesh. The strategy of existing in both digital and non-digital media makes the response of the brand stronger. Whereas, in case of Rexona Unilever has moved away from the tradition way of promotions. The current marketing investment strategy of Rexona may have been taken due to its acquired market share and stability in terms of revenue and growth. But, in near future, the strategy may need revising and non-digital media might need attention in this case because people are diverting towards digital media but they have not given up the non-traditional ones yet. And being a market leader, it might get difficult for Rexona to hold its position by concentrating its promotional platforms. The growth of the brand has been stable for a last one quarter but it always brings the chance for the brand to decline in the future if no further strategies are implemented to increase its growth. Respondents do agree that they are more influenced by digital media now-a-days, but we can also see that more recall percentage has come from television for both the brands. Again, when the respondents were asked in a general case if traditional media is more influential, the disagreement did not come as strongly as it should have comparing to the 64% response that they are most influenced by digital media. It is quite evident that more media investment results to more brand recall followed by overall brand growth.

### **3.8 Recommendation**

- Similar consumer research should be run at regular intervals to identify the effective media platform for the brands because consumers' attention is continuously switching through platforms from time to time.
- The digital media should be actively explored before leaving the non-digital media. Although the digital media is booming very rapidly, the consumers are in a state of conversion. Consumers are highly appreciating and responding to digital media but yet again the influential power of non-digital media like television has not drained away. Moreover, it is important to explore both the positive and negative effects of digital media because the platform will be stronger in the near future as the attention of consumers is rapidly shifting towards it.

- TRESemme should plan its strategies prior to entering the growth stage to tackle the growing demand of the brand and at the same time keep educating the potential consumers.
- Rexona should bring in new products as developed alternative option to the existing products to keep hold on the existing market share and at the same time initiate growth. New products might contribute in retaining the existing market share and at the same time attract new consumers in the market.

#### **4. Conclusion**

Media exposure is the key tool towards building brand knowledge, brand image, brand loyalty and demand of the brand. Brand equity and brand growth is the result of efficient and effective brand promotion. Each brand has its unique differences to establish via media promotions. The position of a brand in Product life cycle plays a big role in making media investment decisions. Finding the most effective media platform is a big challenge and requires more advance research. But, driving all investments towards digital media might have its demerits since the platform itself is in its growing stage. Digital media is important to be explored for future effectiveness but traditional methods should be experimented with as well to have positive outcomes in the present. Media investment has a positive relation with brand growth because the more engagement and impression a brand can build with the target market, the more possibility it builds to grow faster as a brand.



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## Appendix

### Questionnaire IMPACT OF MEDIA IN GROWING BRANDS

**1. Gender:**

- Male
- Female

**2. Personal Income:**

- Tk. 0 to 10,000
- Tk. 10,000 to 20,000
- Tk. 20,000 or above

**3. Which media do you think you can be most influenced by?**

- Television
- Radio
- Newspaper
- Digital media
- Billboards
- Other

**4. On which media do you recall to see or hear about TRESemme the hair-care brand?**

- Television
- Radio
- Newspaper
- Digital media
- Billboards
- None of the above
- Other

**5. Do you use TRESemme?**

- Yes
- No

**6. Did you know TRESemme has been launched recently in Bangladesh?**

- Yes
- No

**7. On which media do you recall to see or hear about Rexona the deodorant brand?**

- Television
- Radio
- Newspaper
- Digital media
- Billboards
- None of the above
- Other

**8. Do you use Rexona?**

- Yes
- No

**9. Traditional Media platforms are more influential and effective than Digital media**

- Strongly Agree
- Neutral
- Disagree