



Exploring Digital Marketing in Bangladesh: Content Creation and Visualization

[Internship Report]

Host Organization: Positive Hub Limited

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Date of Submission:

19th February, 2017

LETTER OF TRANSMITTAL

February 19, 2017

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Subject: Submission of Internship report.

Dear Ma'am,

During my internship period in Positive Hub Limited, I have learnt not only how to make advising beautiful but also the practical reasons and how these lift-up a brand. I had been given the responsibility to lead the Content and Visualization department with the Guidance of company's Head of Marketing Efaz Rahman Khan. In the course of this internship, I got to learn the implementation of my skills and technical ability in E-Commerce. Initially my work was to develop some particular Brands' visual communications of social media platforms. After one month, I have been given to prepare the visual communications with the digital marketing strategies for the prospective clients. Just after that month, the company offered me the job and made the team leader of the Content and Visualization Team. It was a challenge in completing the responsibility and compiling the exciting experience in report. By the grace of almighty, I have done my challenging responsibilities for 1 Year and enjoying every bit of it.

I would be thankful to you, if you please give your judicious advice on the effort, which I made for presenting my internship experience on a static format.

Yours obediently,

SabbyZaman

ID: 11104101

Acknowledgement

Many Acknowledgements are due to a multitude of people who have immensely helped me with this study. Regardless of the fact of having tremendous load of responsibilities, they chose to support me by providing adequate information. First of all, I would like to thank the Almighty. All the honorable faculty members, who over the years played a big role in grooming me into what I am today, I would especially like to thank my Internship supervisor, Asheka Mahboob for being so supportive the entire time and help me with her expert advice for preparing this report. A special thanks to my supervisor and mentor, Efaz Rahman Khan, Head of Marketing, Positive Hub Limited for making my understanding of brands and the importance of communication in practical arena as well as all the members of Positive Hub Limited, specially my Content and Visualization (CnV) team members who helped to make it even more easy by giving a worm hand towards me. Finally, I would like to thank Abir Ashraf Chowdhury, CEO, Positive Hub Limited for believing in me and giving me the opportunity of having such big responsibilities at a young age.

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Executive Summary

This report presents the work experience on a digital Marketing organization known as Positive Hub Ltd.

This internship report is based on the internship program to the job experience that I am having successfully in Positive Hub Ltd. under Content and Visualization department from 17th December, 2015 to 30th November, 2016. Since I worked 5 years as a freelancer, I knew some of the practice of the agencies. The experience of freelancing in some big brands such as, Radio Foorti, Pizza Inn and Nandos gave me advantages for getting my smooth starting of my career.

The Organization

Introduction

Positive Hub Limited is the brainchild of few people from various creative fields with the same interest under one Hub to bring innovation within the mainstream industry of Media in Bangladesh. The vision of the Company is to revolutionize advertising & media industry and take it to the next level. The Company has three branches with Audio Production, Video Production and Digital Marketing that strives to fit into the description of a "One Stop Shop" for companies and individuals seeking music, media and marketing services.

The Three Unit is led by renowned music director Mr. Fuad Al Mukhtadir with some passionate youngsters who want to create and foster enormous brands. The Company strengthens their competitive advantage by blending the unique talents of the growing staff with knowledge and expertise of members. Positive Hub Limited is all about Togetherness with the belief of producing a "symphony of success" that will help and carry closer to the company goals and maintain a leadership position in the marketplace.

Music & Video: Under Music & Video wing Positive Hub 360 offers Jingles, TVCs, Music Videos and RDCs to different Marketing agencies and Brands. Since Fuad Al Mukhtadir is in panel, many Hits are produced from her. Including Ogilvy, Asiatic, Bitopi, Radio Foorti, ICC, Robi and many other renowned brands & artists take services from Positive Hub 360.

Digital Marketing & Contents Provider: Currently the company is serving the clients to make an impact in the market. Now-a-days it is nearly impossible to reach maximum target people through conventional marketing. Positive Hub 360 provides solution to the brand to continue their digital marketing communication with contents and ideas.

Operational Network Organogram

Positive Hub Limited provides creative solutions and related services according to client's demand. The creative process allows delivering the message in a clear, engaging and entertaining way that is relevant to the audience. The company works to a fixed cost and set a clear vision and scope for the projects.

To create an effective Operating Strategy the company not just needed management commitment, but support from the staff as well. This ensures resources, decisions, momentum are maintained throughout the change process.

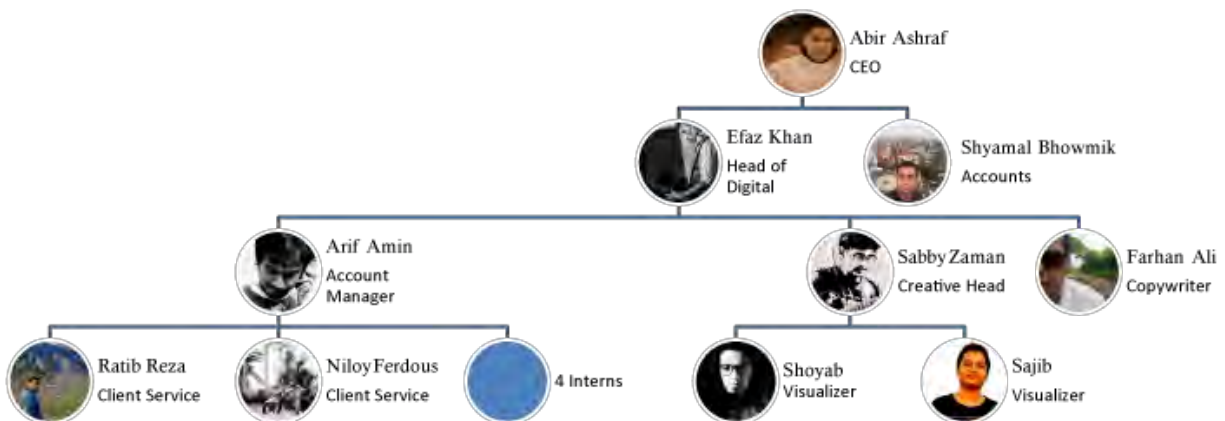
Leadership must have a clearly articulated vision for the firm, and the mission, goals and objectives have to be tangible and understood by all levels of the organization. For making the job place friendly and the works easy, the CEO of Positive Hub Limited Mr. Abir Ashraf Chowdhury decided to make a Flat Model for the Operations of the Organization.

According to Mr. Chowdhury, when they were thinking about the operational strategy they needed to closely examine ¹:

1. Types of client(s) being serviced
2. What do they say they do ...
3. What are they known for ...
4. Relative role/power of functions in the agency (e.g. account service vs. creative)
5. Depth and breadth of resource pool
6. Systems for information availability
7. Proximity (staff, offices, clients)

Mr. Chowdhury explains, “Our team has realized tangible results in profitability, productivity and employee morale. On a larger scale, we have successfully designed and implemented new organizational structures, created long-term systems strategies, streamlined work processes by 30% to 50% and created the forms and tools to support process improvements. More narrowly focused projects have included designing a production billing system, moving a creative production process from manual to electronic-based, and improving employee productivity.” ²

The Flat structure Positive Hub Follows is called, Delivery/ Team Based Model for Agency Operation. ⁴



Key Success Factors

- Matching Work with Capabilities
- Developing Appropriate Culture / Career Paths
- Balancing Strategy with Executional Orientation

When Appropriate

- Stable, Well Defined Clients / Work
- High Volume / Quick Turnarounds
- Tight Economics

Issues Addressed

- Reduced Politics / Focused Priorities
- Client at Center
- Entrepreneurial / Motivating

Issues Created

- Maintaining Specialization and Career Focus
- Cross Fertilization and Utilization of „Best“ Resources
- Short Term Orientation

Job Description

Clients	Type
Umai	Restaurant
Aamra Active	Gym
Tastebud	Restaurant
Absolute Thai	Restaurant
Meizu Bangladesh	Mobile Phone
Regent Airways	Transportation
Crimson Cup	Restaurant
Utshobbd.com	E-Commerce

Position

Senior Visualizer

Visualization is at the core of any design project and is an art which very few have been able to master. In this current scenario digital marketing firms are highly depends on Visualizers. Giving unique concepts and looking after the subordinate designs are the main challenge of a Senior Visualizer.

Service Offerings

The Mission of Positive Hub Limited is to use extensive experience and passion to deliver the best quality production of creative ideas to the clients and their audiences across all media platform with the belief in transforming concepts and ideas into reality.

Services of Positive Hub Limited:

Digital Marketing
Conventional Marketing
Social Media Contents
TV/Radio Commercials
Corporate AV
Online Virals
Online Promotionals
Music Videos
Dramas
Telefilms
Documentaries
Trailers
Documentaries
Training Videos
TV Programs/Packages
Jingles
Musical Albums
Caller Tunes
Voice Overs

Content Development and Visualization

Content Development & Visualization is a general term that describes any effort to help people understand the significance of data by placing it in a visual context. Patterns, trends and correlations that might go undetected in text-based data can be exposed and recognized easier with visualization software.

The Importance of Content Development and Visualization

Various marketing channels crowded with competing messaging means marketers are constantly under pressure to create compelling content. Online platforms used to highlight messaging and promote branded content require a steady infusion of fresh content to keep audiences engaged. Developing a continuous stream of fresh content that generates audience interest can be challenging for any brand. However, it can also be an opportunity in terms of visual content marketing.⁸

In the content-hungry world of online media, there's more potential for evergreen content that can be used to create engagement over time. The need to constantly create compelling content is driven by people who are scouring the Internet for information that can help them understand market trends, compare competing value propositions, or aid decision-making.⁸

Secondary data collection from www.facebook.com/business/success (Accessed on: 4th November, 2016) leads us to some key outcomes of E-commerce content development and visualization:

- A smooth boost for in-store sales
- Discovering new markets
- Enticing customers to make a purchase
- Brewing a mobile launch
- Brand-building for increased checkouts
- Attracting tourists with video ads
- Shifting into high gear
- Marketing across borders
- Fuelling app installs
- Reaching new heights with video
- Adding sparkle to spring holidays
- Growing sales with confidence
- Accelerating new leads
- Launching a new line of products

Methodology

Researchers usually collect their essential data by collecting firsthand information which is known as Primary data – data which are gathered particularly for a specific purpose or they go for secondary information which was collected for some other purpose but somehow is relevant to the researchers’ need. In this case, we have a unique problem statement which focuses on the **“Exploring Digital Marketing in Bangladesh: Content Creation and Visualization”**.

About the company profile and industry, I knew from my supervisor and internet as well. For the primary information I made a questionnaire, and did a random survey within my targeted age groups. I have also mentioned many things in this paper on my personal experience basis as it should be done this way.

Objective of Study

Overall Objective:

- Why Contents are the most important element in E-Commerce?

Particular Objectives:

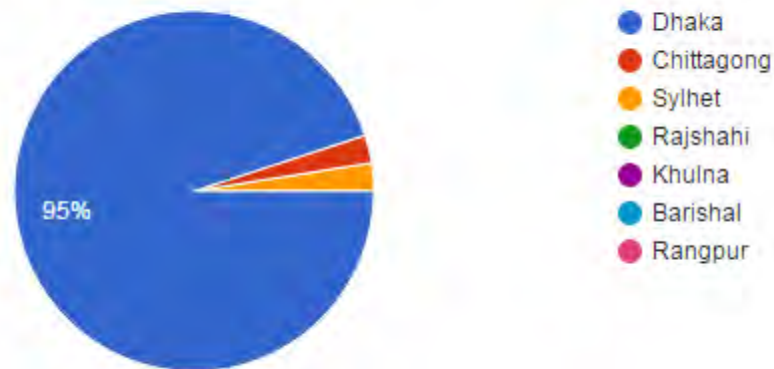
- Finding out the physiological and behavioral attitude of internet users.
- Top age group that using internet.
- How long people are online.
- What do they like to see online?
- How much they get influenced by the online contents?
- What do they want to skip?
- Data usage policy of using internet.
- Finding out the digital education level of both existing and potential customers.

Limitation of Study

- This study was made among 40 interviewees, so it may not be totally accurate for the mass digital eco system of the country.
- These 40 interviewees were mostly the young online users and these people very frequent users of internet, so it may not be totally accurate for the mass digital eco system of the country.
- As I had to maintain many confidential issues as per my organizational loyalty, I have not mentioned many frameworks and data, we use.

Analysis of the Study

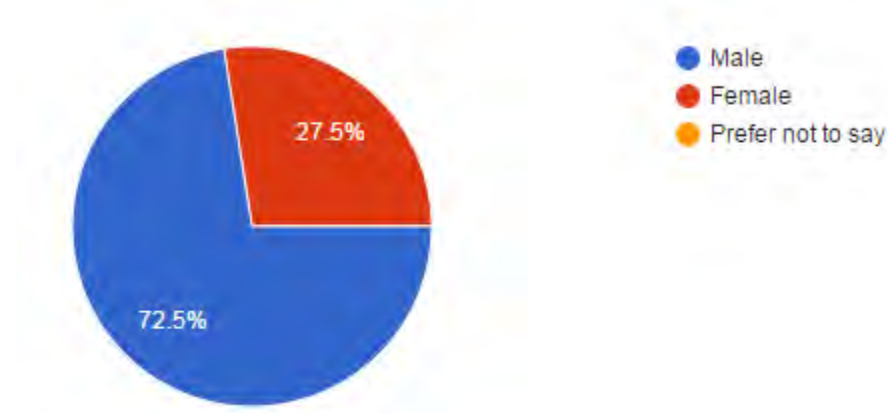
Area (40 responses)



Are you a regular internet user?

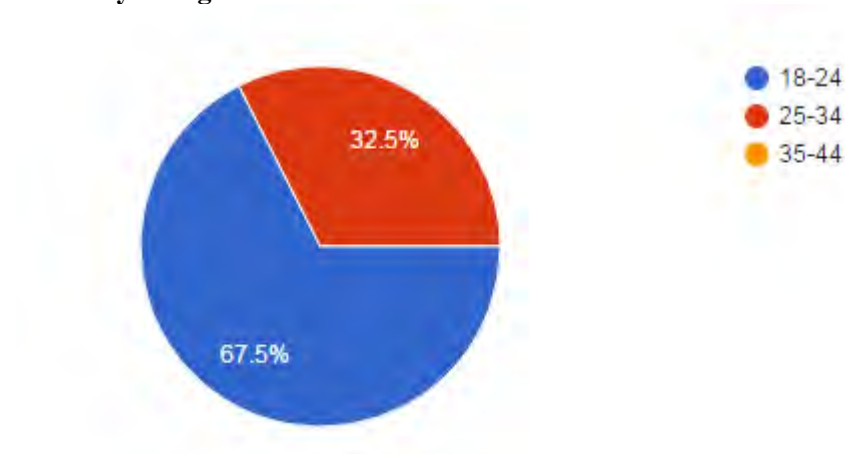
In this question 40 people said yes. It was kind of obvious because, people living in Dhaka city mostly have internet access.

You are ___?



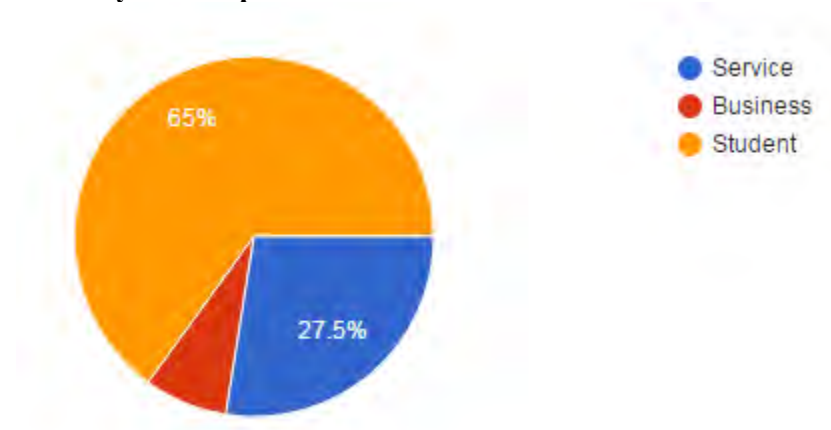
29 out of the 40 respondents were male and the rest were made up of female respondents which accounted for 27.5% of the entire pie.

What is your age



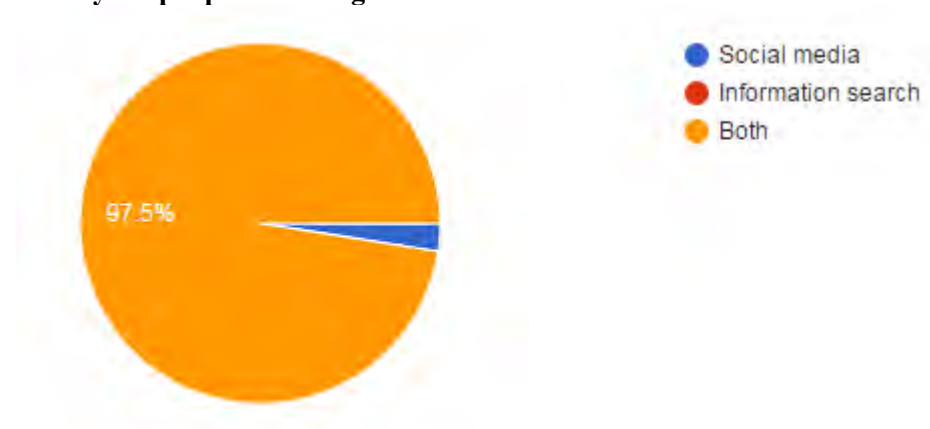
67.5% of the respondents were in the 18-24 age group, and only 13 people fell into the 25-34 age group.

What is your occupation?



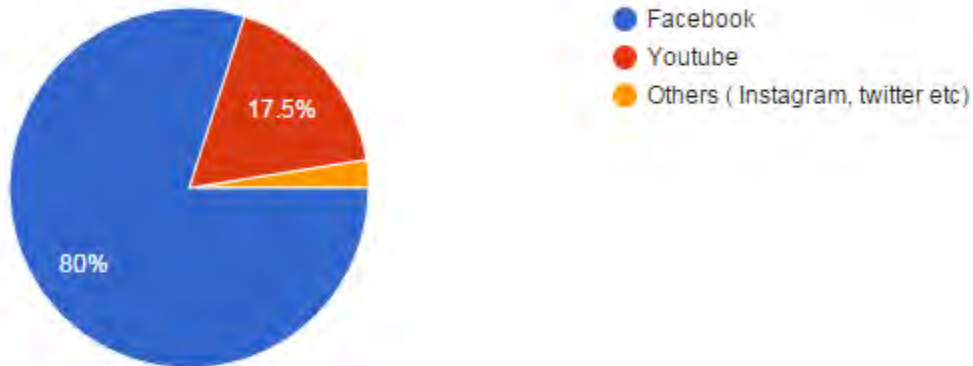
In terms of occupation, 26 of the respondents were student and the rest of the respondents were either in a job or had a business of their own.

Select your purpose of using internet?



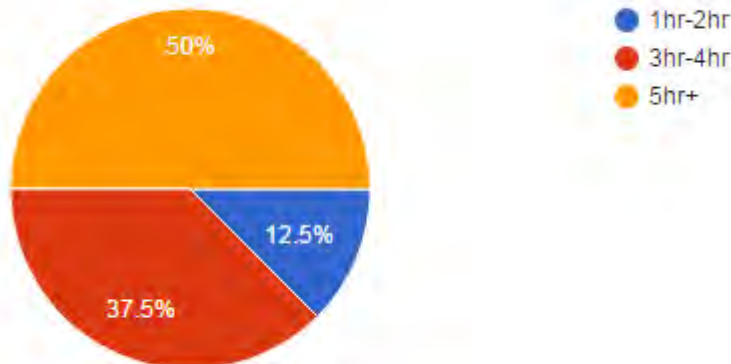
When asked about the purpose of using the internet, 39 out of the 40 respondents said they browse the internet for information search as well as maintaining their virtual presence on social media.

Which social media platform do you use often



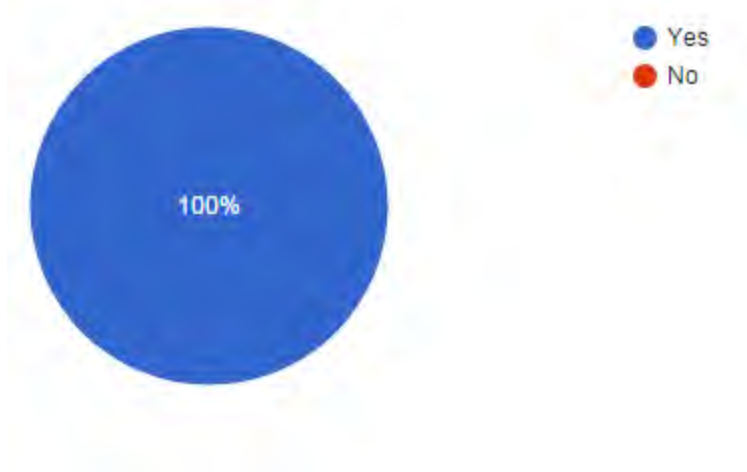
32 out of the 40 respondents said that they mostly use Facebook as their prime social media platform, while some said they also use Youtube, Instagram, Twitter etc.

Time spent each day on social media?



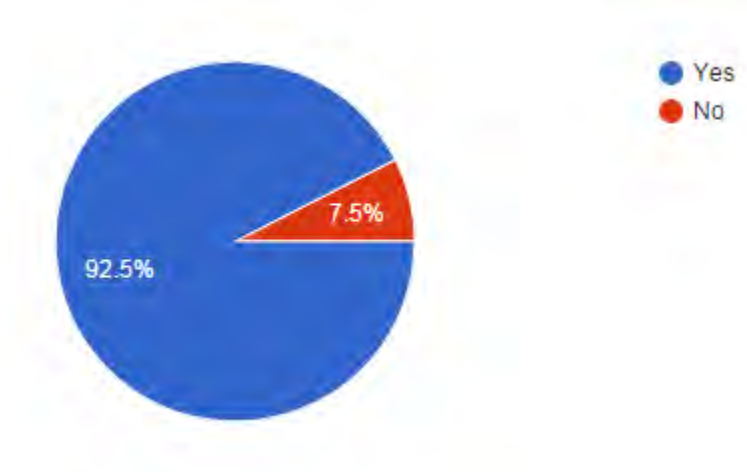
In terms of how much time is spent on social media each day, 50% of the respondents said they spend over 5 hours on social media every day.

Are you familiar with the term sponsored ad?



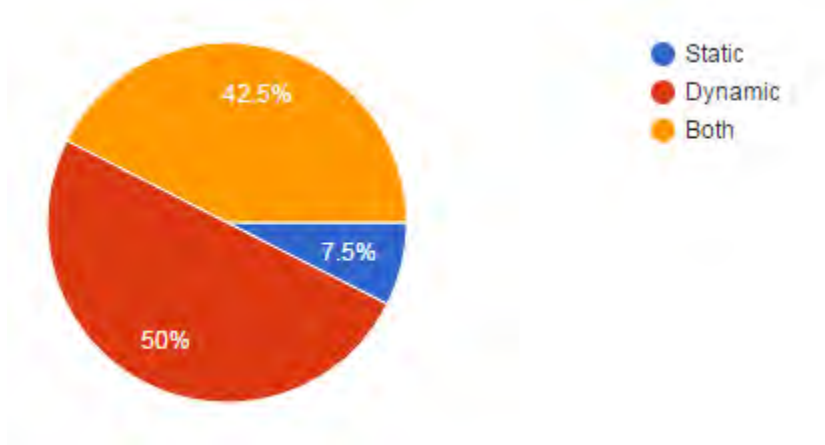
Every respondent were familiar with the term Sponsored Ad of Social Media.

Have you ever watched any sponsored ad in Social media?



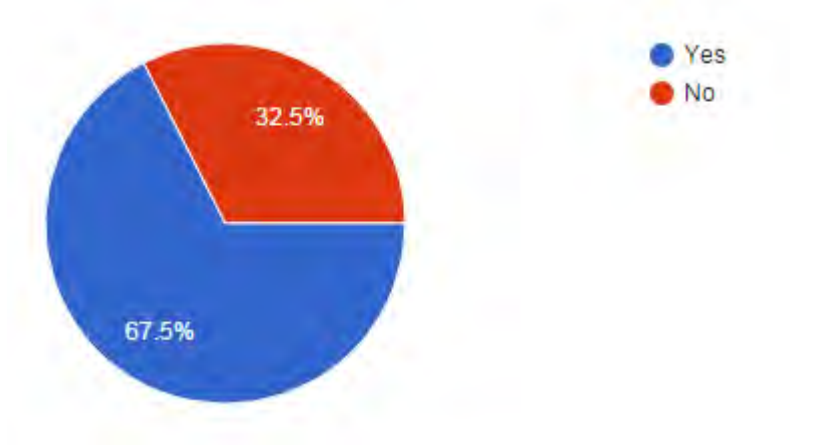
Interestingly, 37 out of the 40 respondents said that they have watched at least one sponsored ad on their social media platforms.

What type of sponsored ad you get attracted?



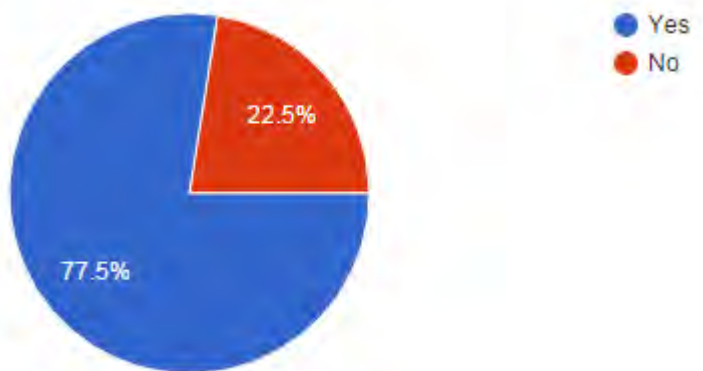
In terms of what type of sponsored ads got the respondents attraction, 20 people said that the dynamic posts worked best while most of the other respondents said static images caught their attention.

Do you think that the sponsored ads have ever impacted your buying decisions?



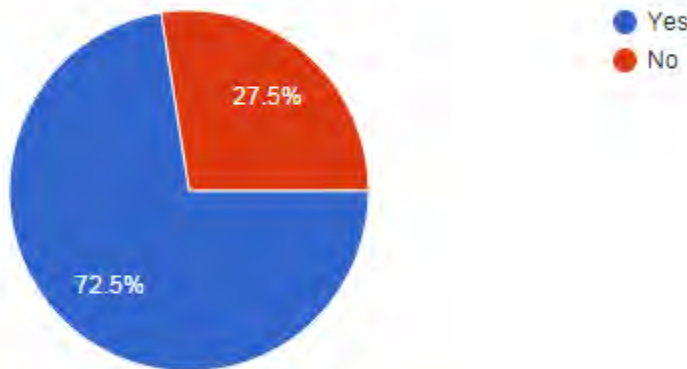
Interestingly, 27 out of the 40 respondents said that sponsored ads have at least once impacted their buying decisions.

Have the sponsored ads been able to create brand awareness in your mind?



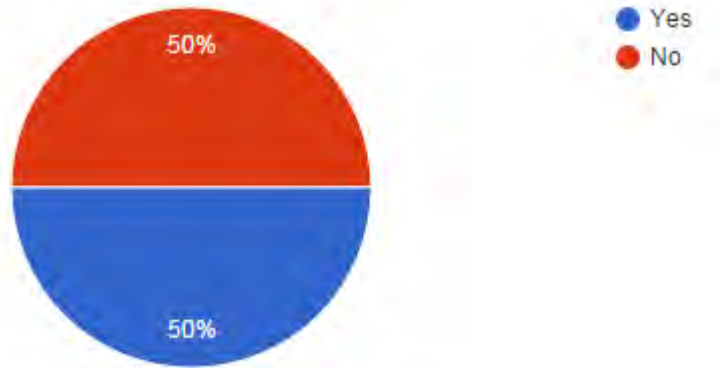
In terms of creating brand awareness through sponsored ads, 31 out of the 40 respondents were of the belief that the sponsored ads did create some sort of brand awareness I their mind.

Do you prefer to buy a known product over an unknown product



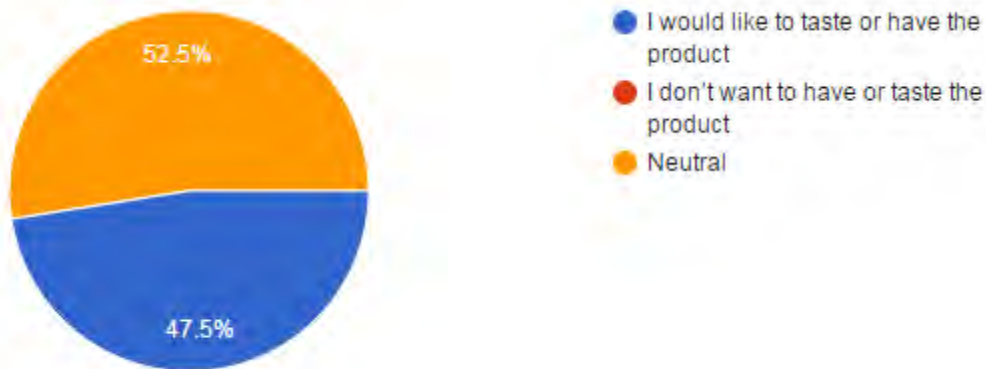
29 out of the 40 respondents said that they opt for a known product over something that's unknown to them.

Have you ever experienced any product or service by seeing their sponsored ads online



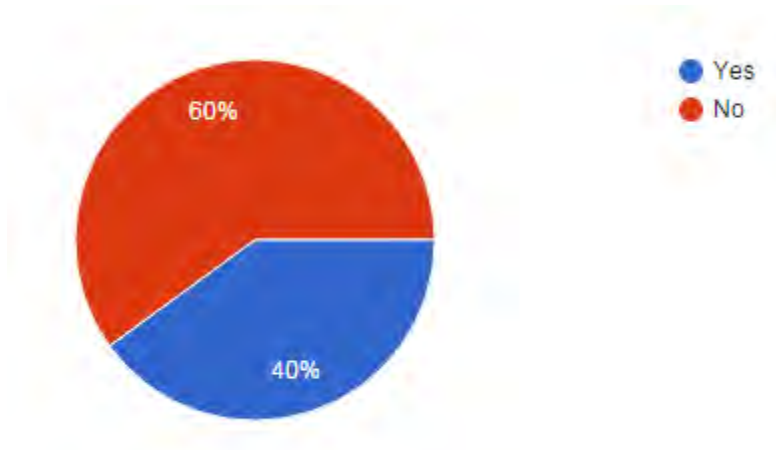
When asked about experiencing any product or service by seeing their sponsored ads, 20 people said yes while the other 20 said no.

What's the first thing that comes in your mind after watching a beautiful online ad about a product



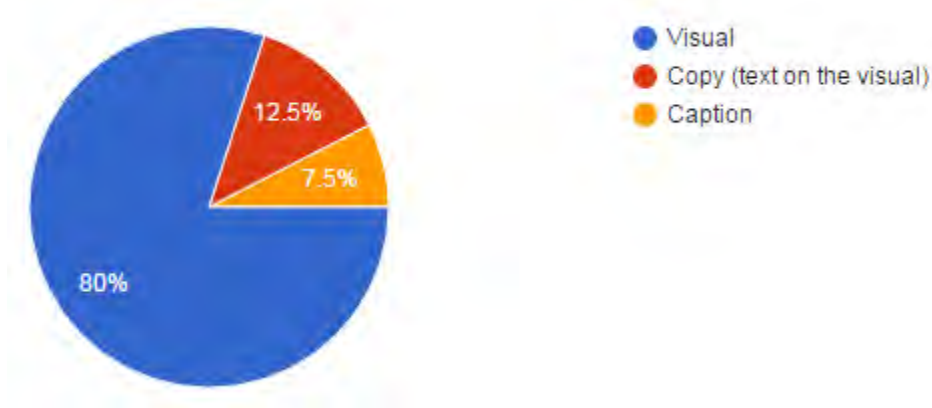
21 out of the 40 respondents said that they feel indifferent after coming across a beautiful online ad about a product, while others said that they would taste or avail the service after watching the ad

Suppose, the product is good but the visual in the ad was not satisfactory, would you still feel the same about the product?



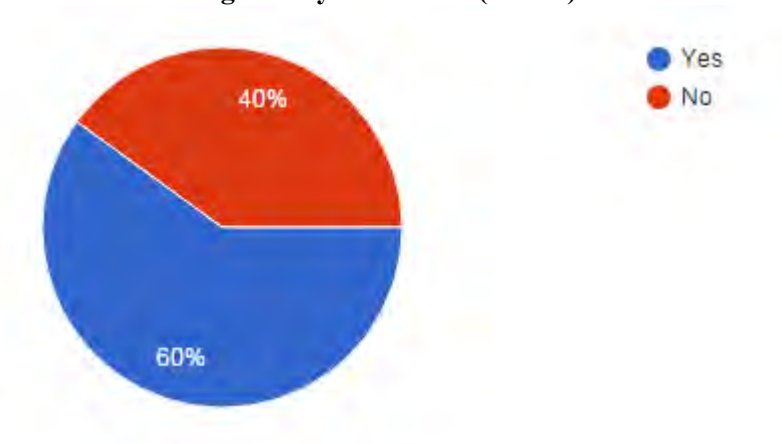
This is the most interesting part of my study. Where People actually said Quality is not everything. The Marketing / Advertising should be up to the mark to satisfy the potential customers.

What's the most important element to you in an online ad?



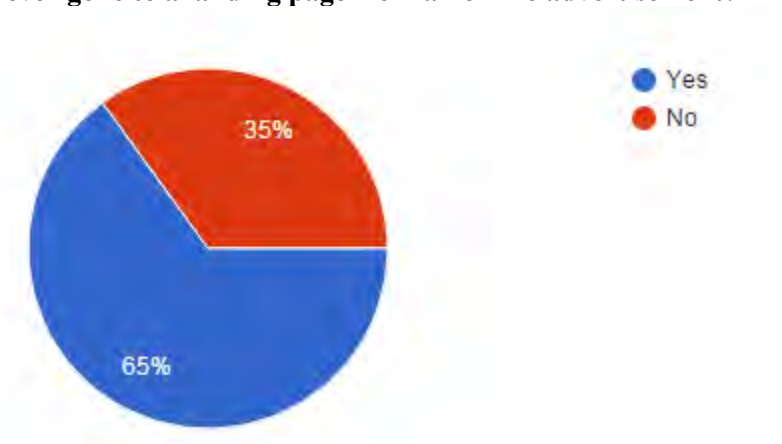
In this part of my study the respondents expressed their biasness over the visual communication. 80% of the respondents said the most important element in online ad is Visual. 12.5% of total respondents think Copy is the most important element & 7% people value Caption.

Do you share online offerings with your friends (WOM)?



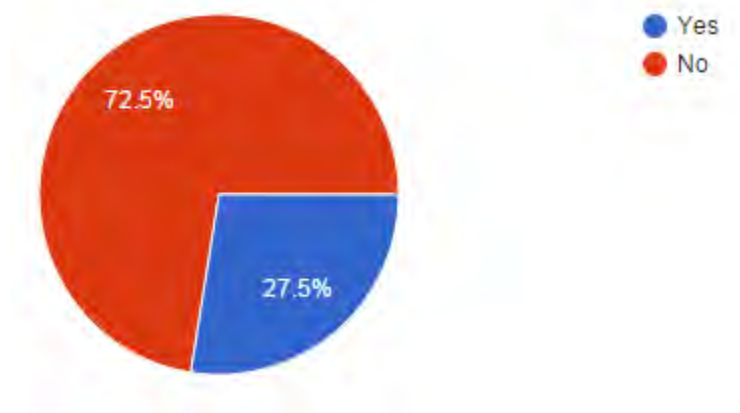
According to my study most of the people like to share the online offerings. But astonishingly the margin between both sides is low, though Word of Mouth in Online is popular way of selling.

Have you ever gone to a landing page from an online advertisement?



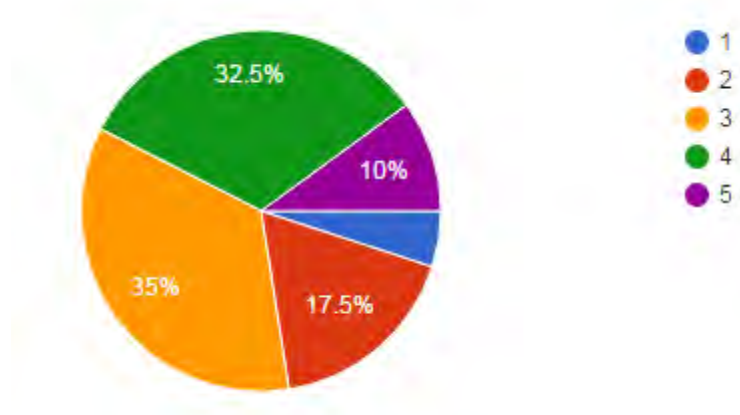
Online ads often redirects to a landing page. Major people of my samples went to the landing page through the Ads.

Do you think online marketing or buying hampers your privacy?



The age of digital marketing often questioned for the security issues. Amusingly, from the study we can say major people do not bother about the privacy system of online ad.

On a scale of 5 how much your buying decision depends on Brand's Social Media Existence?



Here we can see very neutral perspective from the sample. The buying decisions of them are majorly affected by the brand's social media existence.

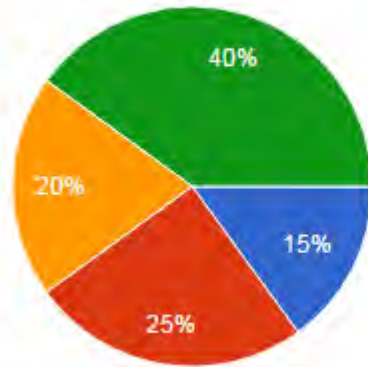
Brands/Restaurant/Others of Bangladesh which are successfully influenced People to buy their product:

Banglashoppers.Com
Crimson Cup
Tastebud
Aarong
Backpackers
American Burger
Walton
Comic Café
Daraz
Bata
Mad Chef
Xiaomi
Hakka Dhaka
Noir
Butlers
Burger King
Ecstasy
Amari Dhaka
Fish N Co
STAR Cineplex
Mad Chef
Yellow Submarine
Pizza Inn
Nando's
Rfl
Partex
Square
Shadmart

Visual Based Response

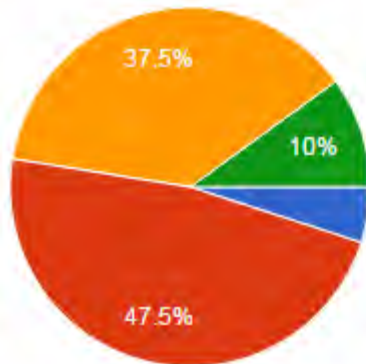
To make the questionnaire Interesting I set up 3 questions about comparing 3 Brands Online Ad visuals. Here are the findings. Questionnaire is attached at Appendix.

Which following visual/ad makes you think of buying the product/service? *Appendix1*



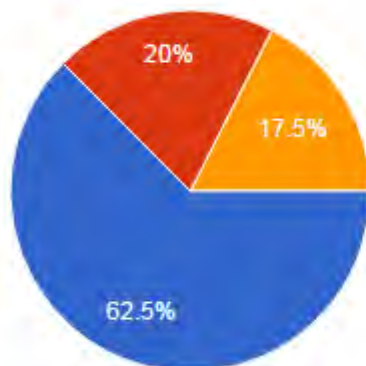
- Mango Drink Ad
- Aamra Active: Gym Ad
- MFIS: Stock Security Company
- None of the Above, I don't buy based on the visual/ad

Which following visual/ad makes you think of buying the product/service? *Appendix1*



- Fish & Co. Combo Ad
- Crazy Offer By Pizza Inn
- Umai Japanese Cuisine Lunch Set Ad
- None of the Above, I don't buy based on the visual/ad

Which visual you liked most? *Appendix1*



- Crimson Cup: Coffee Shop
- Tastebud: Bakery And Cakery
- Umai: Japanese Cuisine

Findings of the Study

Internet is Affordable

From my study I got every respondent is a regular internet user. From secondary data we get to know that 13.2% of total population of Bangladesh is Internet user. The growth is really high in last 5 years. This is clearly indicated Internet is Affordable in Bangladesh. According to BTRC data, most of the Internet users in Bangladesh access internet through mobile phones.⁵

21,439,070

Internet Users in Bangladesh
(2016*)

Share of Bangladesh Population: **13.2 %** (penetration)

Total Population : **162,910,864**

Share of World Internet Users: **0.6 %**

Internet Users in the World: **3,424,971,237**

Year	Internet Users**	Penetration (% of Pop)	Total Population	Non-Users (Internetless)	1Y User Change	1Y User Change	Population Change
2016*	21,439,070	13.2 %	162,910,864	141,471,794	10.4 %	2,018,395	1.19 %
2015*	19,420,674	12.1 %	160,995,642	141,574,968	27.2 %	4,149,233	1.21 %
2014	15,271,441	9.6 %	159,077,513	143,806,072	46.6 %	4,851,906	1.22 %
2013	10,419,535	6.6 %	157,157,394	146,737,859	34.2 %	2,656,666	1.22 %
2012	7,762,869	5 %	155,257,387	147,494,518	12.5 %	859,617	1.21 %
2011	6,903,253	4.5 %	153,405,612	146,502,359	23.1 %	1,293,432	1.18 %
2010	5,609,821	3.7 %	151,616,777	146,006,956	20.7 %	962,740	1.14 %
2009	4,647,081	3.1 %	149,905,836	145,258,755	25.4 %	940,769	1.12 %

Source: *Internet Live Stats*⁵

Operator	Mar 2015	Jan 2016	Feb 2016	Mar 2016
Mobile phones	43.167	53.431	55.512	58.045
WIMAX	0.208	0.143	0.136	0.131
ISP and PSTN	1.250	2.594	2.669	3.112
Total	44.625	56.167	58.317	61.288

Source: *BTRC* (in millions)

Multi Purpose Served by Internet

39 out of the 40 respondents of this study said that they browse the internet for information search as well as maintaining their virtual presence on social media.

Social Media is a Gimmick

In the event that you consider the in vogue Social Media website in Bangladesh..... hmmm... its Facebook. 67.5% of the respondents of this study were in the 18-24 age group and they spends 5Hrs in Social Media Every day.⁶

In another study of The Daily Star shows 70% of Bangladeshi users spend more than an hour on social networking sites. About 23% of them spend more than 5 hours on the social networking sites a day, according to the survey conducted by UCWeb, a Chinese mobile internet company.⁶

Contents in Online Marketing

- Ads and Sponsored are familiar in Bangladesh
- Sponsored ads influence the buying decisions and people like dynamic and interesting contents rather than informative contents.
- Social Media creates the virtual existence in peoples mind and people actually get aware about the brands through Social Media Marketing.
- People do not want to experience new products only from seeing that advertisement Online.
- The study says Online Contents puts pressure over quality. Quality isn't everything to convert the clicks into sell.
- According to study Visual Presentation is the most important part of Online / Social Media Marketing.

Usage of FACEBOOK in Bangladesh

From The Study of UCWeb we see about 85% said they use Facebook or Facebook messenger. About 36.2% use WhatsApp, 29% use Viber, 19.4% Skype, and 6.7% use Tango, according to the study.¹¹

The study also found that 50.6 per cent of mobile internet users have more than 300 friends on Facebook.

A large portion of FB users are understudies and they generally utilize Facebook for:
Communication and business purposes.

As indicated by ITU Bangladesh has 617,300 web clients till July, 2010. Facebook growth rate is higher than the number of Internet users in Bangladesh. The aggregate facebook client in Bangladesh is 1,020,560, which is 165% higher than the Internet user. That implies each Internet Connection has 1.6 facebook ID! ¹¹

State Minister for Information and Communications Technology Zunaid Ahmed Palak said that the quantity of Facebook users in Bangladesh was just 10,000 in 2008. In any case, now the

figure stood at 3 crore. So we can foresee at extremely exhibit the quantity of Facebook client in Bangladesh almost 30,000,000.¹²

The government had blocked Facebook for 22 days in late November and early December, which caused the number of mobile internet users to drop by around one million users.⁷

Recommendations of the Study

Nowadays it is anything but difficult to locate the correct master to help you assemble your fantasy on the web platform – whether it's website, web shop or digital platform to showcase your brand. Here in this part I will express my recommendation of the brands to make their online presence stronger according to my study.

Look and Feel from Specialized Angles

Who's included when planning and building a Social Media Gimmick? For the most part there's a little group – a planner, designer and marketing specialist. They will all work with you to make the look and feel and in addition the specialized parts of your Brand.

Contents over Everything

Since this is an age of good contents. Most planners are not Designers. Designer can take a static photo of a site and make it into a genuine, working site on the Internet. A few Designers are additionally fashioners, however many are most certainly not. Value the Designers and the contents you will show to your potential customers because that is matter the most.

Corporate Identity – Key to Successful Business

Conveying a thought through the visual display of information informs target audiences about what you do and the advantages you give. It is vital to get this privilege – it shapes how groups of audiences see your BRAND.

Your Reputation Won't Speak For Itself

A brand is not what you say it is. It is what they say it is.

Marking is more than only a logo and an arrangement of outline rules. It is about how you speak with your audience and how you affect them about you and your products and services.

Conclusion

By the term "Visual Marketing" we mean the photographs, Graphical Works and other visual components we share on an everyday premise while advertising the business on sites, web-based social networking, and blogs and so on. These components have to be secured by the brand personality strategy.

In this present situation in BANGLADESH, Facebook is the most blasting Social Media Platform. There are numerous approaches to get right groups of Audience. We can get it through spending a little money on Internet comparing Conventional Steps. Yet, the food of Thought is how much the Brand need to spend to get a specific conversion.

A social media strategy should be part of year plan. It isn't so much that simple to make the organization look great, on the web. Ensure you set some spending aside when you need to work with online networking since free is no longer the way to achievement.

According to this study I can say that,

“In this era of Social Media & Good Content a Brand should be concern about their online presence. Social Media in Bangladesh means Facebook. Astonishingly, it’s not only a social media platform but also a search engine nowadays.”

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Appendix

1. Questionnaire
2. Work Portfolio: Sabby Zaman – www.Behacne.net/sabby29

How Online Integrated Visuals can influence Marketing & Us?

A survey on Online consumer behavior of Bangladesh

* Required

1. Name *

.....

2. e-mail *

.....

3. Contact No (Optional)

.....

4. Area *

Mark only one oval.

- Dhaka
- Chittagong
- Sylhet
- Rajshahi
- Khulna
- Barishal
- Rangpur

5. 1. Are you a regular internet user? *

Mark only one oval.

- Yes
- No

6. 2. You are___? *

Mark only one oval.

- Male
- Female
- Prefer not to say

7. 3. What is your age? *

Mark only one oval.

- 18-24
 25-34
 35-44

8. 4. What is your occupation? *

Mark only one oval.

- Service
 Business
 Student

9. 5. Select your purpose of using internet? *

Mark only one oval.

- Social media
 Information search
 Both

10. 6. Which social media platform do you use often? *

Mark only one oval.

- Facebook
 Youtube
 Others (Instagram, twitter etc)

11. 7. Time spent each day on social media? *

Mark only one oval.

- 1hr-2hr
 3hr-4hr
 5hr+

12. 8. Are you familiar with the term sponsored ad? *

Mark only one oval.

- Yes
 No

13. 9. Have you ever watched any sponsored ad in Social media? *

Mark only one oval.

- Yes
 No

14. 10. What type of sponsored ad you get attracted? *

Mark only one oval.

- Static
- Dynamic
- Both

15. 11. Do you think that the sponsored ads have ever impacted your buying decisions? *

Mark only one oval.

- Yes
- No

16. 12. Have the sponsored ads been able to create brand awareness in your mind? *

Mark only one oval.

- Yes
- No

17. 13. Do you prefer to buy a known product over an unknown product? *

Mark only one oval.

- Yes
- No

18. 14. Have you ever experienced any product or service by seeing their sponsored ads online? *

Mark only one oval.

- Yes
- No

19. 15. What's the first thing that comes in your mind after watching a beautiful online ad about a product? *

Mark only one oval.

- I would like to taste or have the product
- I don't want to have or taste the product
- Neutral

20. 16. Suppose, the product is good but the visual in the ad was not satisfactory, would you still feel the same about the product? *

Mark only one oval.

- Yes
- No

21. 17. What's the most important element to you in an online ad? *

Mark only one oval.

- Visual
- Copy (text on the visual)
- Caption

22. 18. Do you share online offerings with your friends (WOM)? *

Mark only one oval.

- Yes
- No

23. 19. Have you ever gone to a landing page from an online advertisement? *

Mark only one oval.

- Yes
- No

24. 20. Do you think online marketing or buying hampers your privacy? *

Mark only one oval.

- Yes
- No

25. 21. On a scale of 5 how much your buying decision depends on Brand's Social Media Existence? *

Mark only one oval.

- 1
- 2
- 3
- 4
- 5

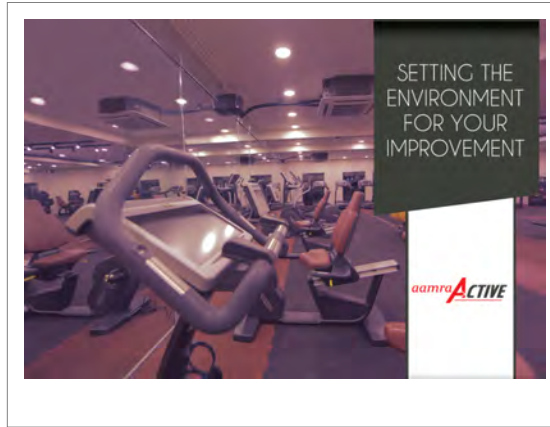
26. 22. Mention 3 Brands/Restaurant/Others of Bangladesh which are successfully influenced you to buy their product?

27. 23. Which following visual/ad makes you think of buying the product/service? *

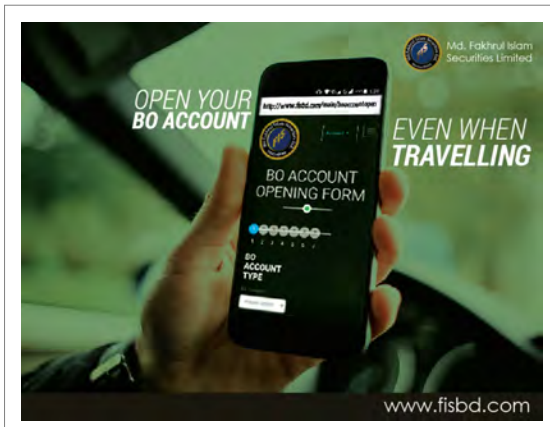
Mark only one oval.



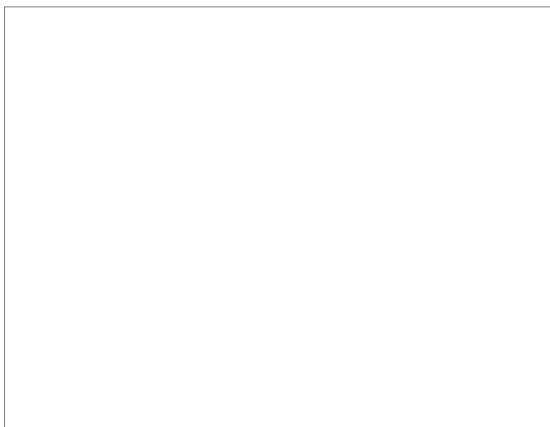
Mango Drink Ad



Aamra Active: Gym Ad



MFIS: Stock Security Company

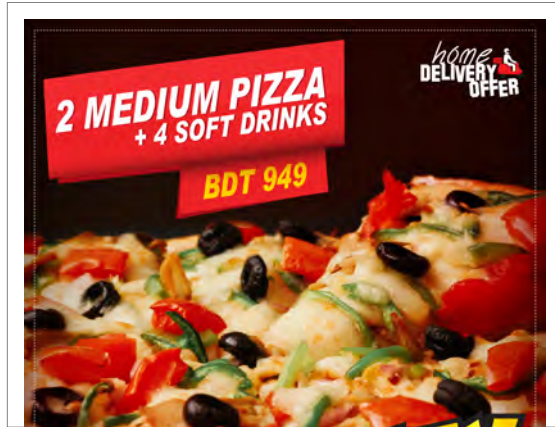


None of the Above, I don't buy based on the visual/ad

28. 24. Which following visual/ad makes you think of buying the product/service? *
Mark only one oval.



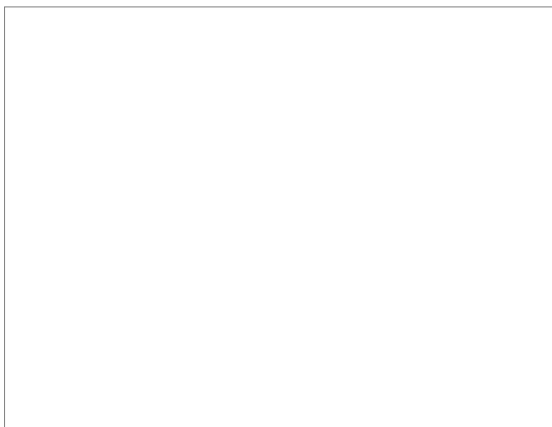
Fish & Co. Combo Ad



Crazy Offer By Pizza Inn



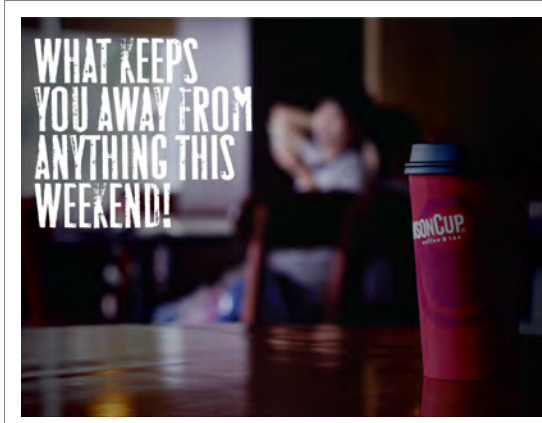
Umai Japanese Cuisine Lunch Set Ad



None of the Above, I don't buy based on the visual/ad

29. 25. Which visual you liked most? *

Mark only one oval.



Crimson Cup: Coffee Shop



Tastebud: Bakery And Cakery



Umai: Japanese Cuisine

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