

Internship Report on-

**“THE PLANNING PROCESS FOR BTL
MARKETING CAMPAIGNS”**

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Submitted to:

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Letter of Transmittal

29th September, 2016

Ms. Afsana Akhtar

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BRAC Business School

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Subject: Submission of Internship Report.

Dear Madam,

It is an honour for me to submit you my Internship Report on “The Planning Process for BTL Marketing Campaigns” as part of the obligatory requirement for the successful completion of the BBA program from BRAC Business School. It has been a pleasure for me to apply the academic knowledge that I have received from the esteemed institution in the corporate field.

In this report, I tried to explain the planning process for BTL Marketing Campaigns. I had the opportunity to contribute my ideas in planning as an Intern for the leading BTL Marketing agency, Asiatic EXP. In addition, I have included all the relevant information & observations regarding the organization which I worked.

This report has provided me the opportunity to reflect my knowledge and experience that I have gained during my tenure as an intern in Asiatic EXP.

Lastly, I am thanking you for handing me this opportunity.

Sincerely,

Md. Fahad Yasin

ID: 10204120

BRAC Business School

BRAC University

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Executive Summary

Asiatic Experiential Marketing Limited (Asiatic EXP) is the front runner in the BTL marketing industry and being an intern of this reputed company, I was fortunate to see firsthand how a BTL agency develops strategies and ideas for renowned companies and their respective brands.

As Bangladesh is moving forward, the companies are also progressing and along with the advancements in media and technology, the companies require newer mediums to launch and showcase their products and services.

In accordance with these changes, the marketing agencies are also moving forward and constantly creating fresh contents and ideas to cater the needs and requirements of their respective clients.

In my report I have tried to emphasize on the planning process of the BTL agency, how the planning department works in creating contents and ideas for its client's new product launch. The report will reflect the step by step process how Asiatic EXP's planning department works when creating or developing ideas for a launch event.

Introduction

As the world is moving forward, the dynamics of marketing is also changing. The companies around the world are finding newer and innovative ways to introduce their products & services to their consumers. This is where Marketing agencies come forward and help the companies to come up with their marketing campaigns.

Since its inception, Asiatic Experiential Marketing Limited (Asiatic EXP) has become one of the cash cows for Asiatic 3 sixty and it is the pioneer BTL marketing agencies in Bangladesh. The company has steadily become the market leader, however in order to deal with the changing dynamics the firm is also evolving.

As an intern in this reputed organization, I was able to see how the agency develops contents for its respective clients.

I have tried to highlight the planning process in great depth with relevant examples, which I had gained during my tenure at Asiatic EXP.

Objectives of the Study

General Objective:

- To reflect the whole planning process step by step for a BTL Marketing Campaign

Specific Objectives:

- To show how the planning department come up with creative ideas and inspiration for a campaign
- To show how the planning team compile all the ideas and filter them to make it relevant for the campaign
- To show how the planning department take the creative ideas and model those ideas in a realistic view for the campaign

Methodology of the Report

The preparation of the report has been done by implementing the knowledge acquired from the university into practical use and also from the experience gained from the workplace. At first, the topic and research objectives were selected and then relevant data were gathered based on the topic and research objectives.

There was a two way method for collecting the data.

- Primary
- Secondary

Primary Data:

- The Planning process of Asiatic EXP for BTL marketing campaigns collected from the manager of the planning department.

Secondary Data:

- Appropriate file study from different entities including the different wings of Asiatic 3sixty group.

For the completion of this report, both the data sources were taken into account and analyzed accordingly.

Company Profile

Asiatic 3sixty is one of the leading marketing communications group in Bangladesh and is providing total marketing solutions to brands, which is helping them to reach newer heights. The company started on May 15th 1966 which was formerly known as East Asiatic, which served the general companies as there were very few established brands at that time.

In 1966, the group also affiliated with the oldest agency in the world, J. Walker Thompson (JWT) which has 150 years of experience in marketing communications & has grown to become the 4th largest international communications group. This partnership helped the company to excel and provide innovative solution to its clients.

Half a century later, the company expanded massively and transformed itself to become the pioneering 360 degree marketing solution provider in Bangladesh.

The company currently has 14 wings that provide the clients with services such as: experiential marketing, communication, research, public relations, audio-visual productions, media buying, outsourcing, printing, broadcasting and digital marketing.

The company as a whole currently employs 875 people in all of its wings and due to its friendly environment it is one of the most preferred organizations to work.

In the following page, the wings of the group are placed according to the different branches of marketing.

Communications		
Experiential Marketing		
Media Planning		
Public Relations		
Printing		
Research		
Audio-Visual Production		
Outsourcing		
Broadcast		
Digital		

COMMUNICATION:

Asiatic Marketing Communications Limited & Asiatic Talking Point Communications Limited are top quality marketing communication firms in Bangladesh. These two firms offer quality creative, from print ads, booklets to billboards.

EXPERIENTIAL MARKETING:

In the current world, Experiential Marketing is fairly a new term in marketing and Asiatic group is one of the first agencies to venture it. This field of marketing was separate entities as Events, Activations and other BTL marketing campaigns. Asiatic Experiential Marketing Ltd. (Asiatic EXP) & Asiatic Footprints offer the clients with innovative ideas and creating customer experiences while maintaining the client's brand value.

PUBLIC RELATIONS:

For successful advertisements its vital to ensure the right message is being conveyed to the appropriate audience at the ideal time through right media channel. However another vital factor that facilitates success, which is public relations. Building proper liaisons which will influence the message is ensured by Forethought PR to its clients.

PRINTING:

Moitri Printers Ltd. brings the best printing solutions to its clients through its innovative printers & skilled workforce.

RESEARCH:

Adding the numbers along with communication is what facilitates the advertisers reach the pinnacle of success. MRC-Mode ensures its clients with latest data & analytics in the marketing scenario which helps the companies to give ideal decision making.

AUDIO-VISUAL PRODUCTION:

Asiatic Ddhoni-chitra has excelled over a decade in providing superior content & services to its respective partners in Audio-Visual productions and also maintaining international broadcasting standards.

OUTSOURCING:

Stencil Bangladesh Ltd provides clipping path, image masking, shadow & reflection, image editing and other vast range of services to international clients as an outsourcing agency.

BROADCAST:

Radio Shadhin 92.4FM has the second largest audience share in the industry within 3 years of its operation. With its wide range of unique radio experience for the selective listeners of this era, they are on the verge of being a giant in the broadcasting field, which is also another success story of the Asiatic group.

DIGITAL MARKETING:

Cookie Jar is the digital marketing wing of Asiatic 3sixty. The firm specializes in searching & acquiring the right target audience to its clients and showing them leveraging content that will make an impact in the campaign.



Asiatic Experiential Marketing Limited (Asiatic EXP) embraces unique ideas to help create memorable moments that changes the consumer's perception and moments that touches the lives of people. These unique experiences help build and shape consumer's perception about the brand and improve the brand's equity because a brand is defined by what people experience and feel about it. At the centre, lies a dynamic team which has embraced ROI (Relation-Ownership-Innovation) in its value system.

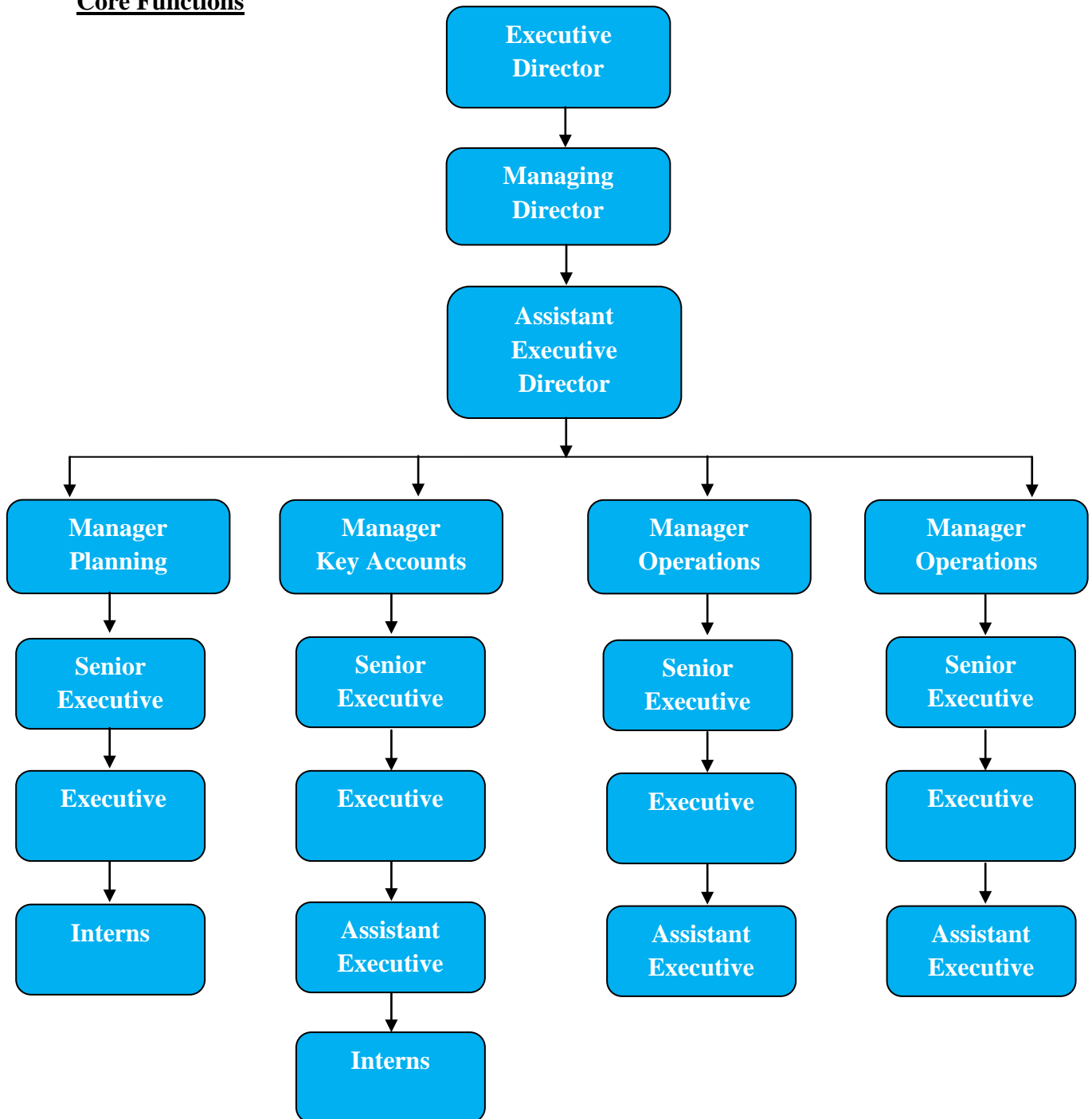
From passionate moment of patriotism or taking the internet/digital services to new consumer groups, Asiatic EXP has done it all and since its inception the company have reached new boundaries and facilitates sustainable brand growth.

Asiatic EXP offers dynamic BTL marketing solutions and proving the critics wrong by being best in the nation. It has served big corporate houses such as- Unilever Bangladesh, Grameenphone, Facebook , Uttara Motors Bangladesh, Nestle Bangladesh, Standard Chartered Bank Bangladesh, just to name a few. Asiatic EXP has also worked with UNICEF, UNDP, UKAID, USAID and the Government of Peoples Republic of Bangladesh.

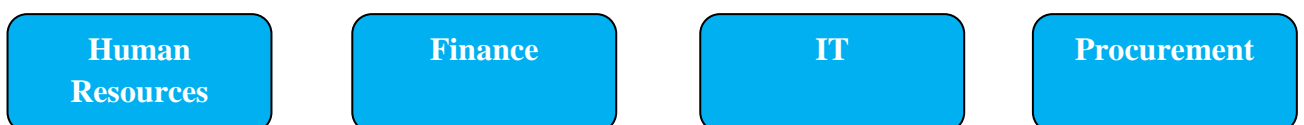
Asiatic EXP is also associated with mega international events such as organizing the opening ceremony of ICC Cricket World Cup 2011. Asiatic EXP is also the only agency to have a Guinness World Record in Bangladesh for their "Lakho Konthe Shonar Bangla" campaign. Furthermore, it is also the most awarded agency in the prestigious Commawards by Bangladesh Brand Forum.

ASIATIC EXP HIERARCHY:

Core Functions



Supporting Functions



JOB DESCRIPTION AS AN INTERN

I was an Intern of the Planning department of Asiatic EXP and my core responsibility was to help and assist the core planning team in coming up with strategic planning concepts of various projects, which also included to determine thematic expressions for the event, event contents, finding innovative and unique ways to highlight those content. I was also given the task to prepare and present the entire pitch to the clients whenever required.

For a clear understanding on what to do, the office also allowed to accompany the servicing team to take briefs from current and prospective clients as well as sit with operations & creative team in a discussion when needed in order to get the best possible output for the project at hand. I also had the privilege to attend a workshop on Business Communications & Enhancing Presentation Skills where I got to learn how to present and sell your idea to the clients and also some few tips and tricks.

SWOT ANALYSIS OF ASIATIC EXP

In the BTL marketing agency industry of Bangladesh, Asiatic EXP is miles ahead off its competitors. However, just like any other firm, the company has its own strengths & weaknesses as well as few opportunities to exploit and identify possible threat that might affect the company's future. These factors are explained below.

STRENGTH:

- **Brand Value:** The biggest strength of the firm is the brand perception of the entire Asiatic group along with its partnership with JWT. Since the agency is the oldest & the largest, the brand value of the company keeps on increasing in the industry, which stands out from the rest.
- **Operational Prowess:** One of the pivotal strengths of this company in its vast operational expertise and its dynamics helped the company to achieve prolong success in this field.

- **Achievements & Recognition:** The various achievements & recognition received from international and national critics for their flawless executions has become another vital strength of Asiatic EXP.
- **Dynamic workforce:** The workforce of the firm maybe limited in number when compared to the workload, however they are highly talented & efficient which fits the firm in the industry.

WEAKNESS:

- **Limitation of Workforce:** With the vast amount of projects that the workforce undergo, the number of people per project are low which ultimately drains out the existing manpower's abilities

OPPORTUNITY:

- **Undertaking more self initiated projects by the firm:** Since the company has a superb executional power the firm should involve in more self-projects rather than only wait for briefs to come from clients, especially after the massive success of "Lakho Konthe Shonar Bangla".

THREATS:

- **Competitors:** Although Asiatic EXP is being the market leader in this industry, there is always the risk of competitors going ahead to overtake them if they become complacent with all the success they have received.
- **Political Instability:** The volatile nature of our nation's political environment always poses a potent risk to the agencies such as Asiatic EXP.

Analysis

Behind every successful marketing campaign, there is a story behind it and behind every story there is a creative process behind it. In this report I would like to showcase how the planning department of Asiatic EXP uses its mantra to unlock the theme for the campaign.

The process starts when the client servicing team of Asiatic EXP is informed by the clients about their new plan. For better understanding, the client servicing team are the key contact persons for the clients. Whenever there is a query or a requirement, the clients contact the client servicing team for solution. Moving on, the client servicing team goes to the client and takes notes about the brief. The team then head backs to the office and debriefs the planning team about the project.

After getting the brief from the client the following step takes place, which is called “Understanding the brief”. In this step, the planning team organizes and coordinates a meeting with all the core departments and discusses about the brief in order to have synchronization. The planning team then does research and study to have a better understanding. For example: during my tenure at Asiatic EXP, there was a brief regarding the launch of a new cement company in Bangladesh known as Siam City Cement. The brief stated that Siam City Cement wants a grand launch event, which will highlight the company’s history and heritage along with its premium stature. After debriefing our planning team decided to do some research about the company and its origins. The team found out that the company also has a rich 45 year history and has impacted in the infrastructure growth in Thailand over the years.

After understanding the brief, the following step is to identify the objective. The planning team identifies what the client requires for them from the brief and adding value in order to exceed the expectation.

For example: for the Siam City Project the planning team identified the following objectives, which were:

- Awareness
- Showcasing the Heritage and Premium
- Building Relationship

Awareness: To let the market and stakeholders know about Siam City Cement company's arrival.

Showcasing the Heritage and Premium: To create a corporate launch event which will showcase the 45 year history and heritage of Siam City Cement along with the premium quality which the company offers.

Building Relationship: To create a corporate launch event that will enable the company to build a strong relationship with its stakeholders.

After defining the objectives, the planning team then identifies the target group for the project and get relevant insights in order to make the event fruitful for the client. For example: during the Siam City project the planning team identified the target group who fell under the category of Socio Economic Class A. The target group were mainly architects, civil engineers, cement wholesalers and high ranked government officials. The team found out some insights regarding the target group which were, the target group liked sophistication and technology and led a premium lifestyle. These insights were really helpful to help the team build up the plan as these were very relevant to the project.

Alongside TG insights, the planning team also looks at the brand proposition, which is basically the Unique Selling Point (USP) of the brand. This helps the planning team to construct the strategic approach for the project. For example: The USP of Siam City Cement is that their products are technically advanced than most of the cement firms and provide all type of cement solutions to its consumers.

After gathering the TG insights and finding out the Brand proposition the planning team organizes a brain storming session in order to crack the “Big Idea” which means to create a thematic expression for the event that will be relevant to the brand and also the communication that the clients want to reach out to their customers. For example: for the corporate launch event of Siam City Cement, after a lot of brainstorming the planning team cracked the big idea for the event, which was called “The City of Tomorrow”. The reason behind it was since Bangladesh is ushering into a new phase by taking steps of becoming a middle income country by 2021 and a lot of infrastructure developments are taking place such as the construction of the Padma bridge. Therefore, the planning team wanted to give a glimpse to the audience about a futuristic city and how Siam City Cement Company can help to contribute to construct the futuristic city.

Finally, after the Big Idea has been unlocked the planning team now constructs the whole event from start to finish which is the Event Details. Firstly the planning team selects the venue options which will be appropriate for the event.

For Siam City Cement launch event the team chose Radisson Grand ballroom, since it would be closer to the airport as there would be foreign delegates attending the event as well as top security since the Bangladesh army manages the hotel. The other venue option was Pan Pacific Sonargaon ballroom, since it had a much spacious arrangement plus it is very close to the media hub and therefore it would had a better coverage.

After venue options comes the Invitation, the planning brainstorms again with the creative team to come up with an innovative invitation card. The team chose a pop up invitation card for the event where a futuristic cityscape will pop out when the invitation is opened along with the event details.

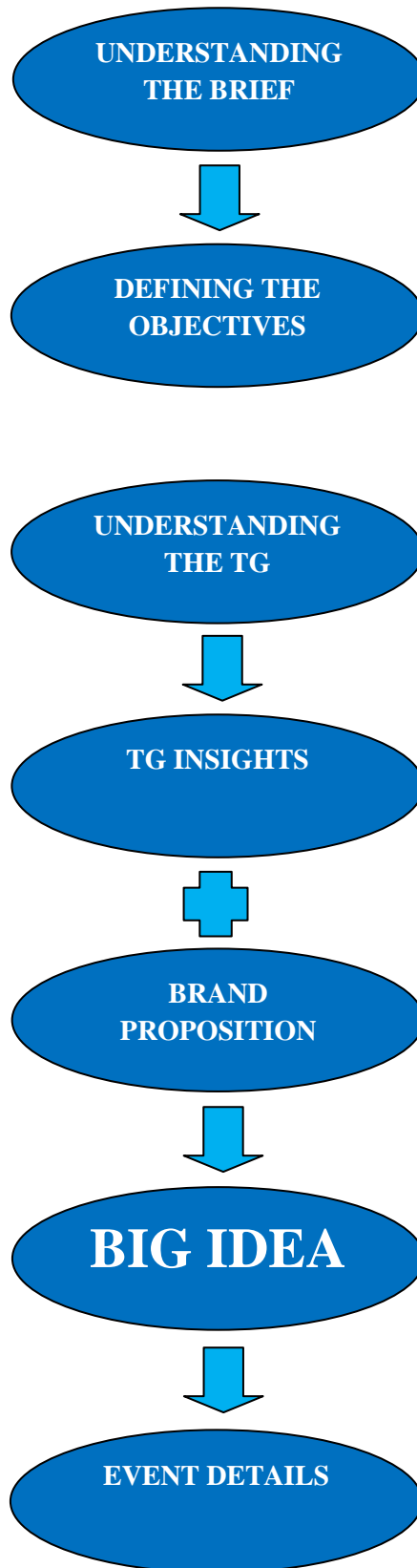
Following comes the venue outlook, which means how the venue will shaped for the event. For the launch event the team decided that a letter cutout will be placed just outside the entrance which will be “Welcome to the City of Tomorrow”, also there would be a red carpet entry leading to the entrance. Upon entry, the planning team decided there will be installations in the foyer area such as the achievement hall of Siam City Cement company, some 3D cutouts of futuristic cityscape, interactive station where the guest will get to experience futuristic city concepts for Bangladesh.

Inside the main hall, the seating arrangement will be a ballroom setup and stage will be 32feet long and 55wide. There will be big LED backdrop, which will be used during AV, presentations and cultural performances.

For this grand event, the planning team decided to select Rumana Malik Munmun to be the host of the event as she had the experience to anchor exclusive launch events and she is both fluent in both Bangla and English.

Lastly comes the cultural performance part since to keep the guests energized after all the formal presentations and speeches. The planning team gave few options for entertainment, international artists such as: Shafqat Amanat, Monali Thakur, Anupom and Bangladeshi artists such as: Partho Barua, Bappa Majumdar Kona.

THE PLANNING PROCESS AT A GLIMPSE



Limitations of the Study

- The planning process for BTL marketing campaigns varies from agency to agency and therefore this process is might not be suitable for other marketing agencies and cannot be a standard model.
- Due to confidentiality clauses by Asiatic EXP, I had to show an overall structure of the planning process and could not show every single step in details.
- This report is more knowledge based rather than research based. This report is a reflection of what I had learned from the company and the task that I was given which was to contribute in planning for the campaigns.

Findings

From the analysis, I was able to come up with the following findings.

- The planning team has to do a lot of research before coming to a conclusion about the theme of the event because in order to make the campaign successful you need to identify what connects the consumers to the brand.
- TG insights and Brand Proposition are some of the vital steps of the planning process for Asiatic EXP because these two steps provide valuable information to the planning team in order to help them come up with effective strategies as it would enable them to connect with the brand.
- Cracking the Big Idea is the most vital part of the planning process as it gives the planning team the main idea of the theme for the campaign and through this Big Idea, Asiatic EXP generates its revenue by selling it to their clients.

Recommendations

- The brand perception of the consumers should be more emphasized and delved into by all the BTL marketing agencies because it would help the agencies to create more effective campaigns.
- Although Asiatic EXP believes in creating a unique experience and giving thematic expressions to all the campaigns, however sometimes it is ideal to keep the campaign simple in order for better understanding and it would help the consumers to relate more easily with brand and the campaign.
- Asiatic thrives on its executional prowess, however the company should strengthen in all aspects especially in the creative department which delves into the graphical elements for the campaign such as creating the mnemonic, logos and posters for the campaign.
- Although cracking the “Big Idea” is the most vital part of the planning process of Asiatic EXP, however in few occasions coming up with a “Big Idea” can be very time consuming and in this industry time is very important as agencies have to deliver multiple projects to different clients. Therefore, I would recommend if the company sometimes keep it simple but add more quality to the campaigns.

Conclusion

Every modern organization has its own unique philosophy or mantra in terms of how it will operate and Asiatic EXP is no different. Since more BTL agencies are emerging in the industry it is highly important for a BTL agency to have its own originality, which stands out from the rest in order to be ahead and competitive.

The planning process of Asiatic EXP for BTL Marketing campaigns is unique in the sense that the process emphasizes on both Target Group analysis as well as the Brand itself. After gathering all the data it develops a unique idea that will become the overarching theme for the campaign and give the customers a unique set of experience which they haven't experienced before.

However, the company also has to bear in mind that sometimes there will be circumstances where coming up with the "Big Idea" might be challenging and time consuming and therefore they would require another contingency plan that will ensure that it will stick to the company's core values and also giving the customers the unique experience.

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