



**INTERNSHIP REPORT**  
**ON**  
**IMPACT OF DIGITAL MARKETING ON**  
**BRAND AWARENESS**



Inspiring Excellence

INTERNSHIP REPORT ON  
'IMPACT OF DIGITAL MARKETING ON BRAND AWARENESS'

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# Acknowledgement

First of all, I would like to thank the Almighty Allah for blessing me with the strength and patience for successfully completing my internship and this report.

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# Letter of Transmittal

**September 7, 2016**

Md. Fazla Mohiuddin  
Lecturer  
BRAC Business School  
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**Subject: Submission of Internship Report**

Sir,

With great pleasure I submit the report on “Impact of Digital Marketing on Brand awareness”, which has been done as the main part of the requirement of the course. I performed the duties sincerely with full responsibility in the organization and I have tried my best to prepare this internship report as per your directions and instructions.

I have mainly worked in marketing sector of the company so this report will cover the marketing related activities.

However, I would be glad if you are enlightened with your thoughts and views regarding the report. In addition, if you wish to enquire about any aspects of this report, I would be glad to answer your queries.

Sincerely yours,

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**Frahim Mahmud**

ID: 13104254

BRAC Business School  
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# Declaration

*“I hereby declare that this internship report has been prepared by me as a requirement of the BBA program. All the contents in this report have been uniquely prepared by me. I also confirm that the report has been created for academic purpose only and has not been used elsewhere”.*

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# Executive Summary

Oregano is an establishment that emerged at the modern era of the trendy food business. They focus on delivering authentic European cuisine and thus hold a unique stand point from the rest. Just like any other food business today they heavily depend on digital marketing.

Oregano is conducting their business successfully in Bangladesh. Depending on my experience gained from the company, it is clear that they are in a good brand position, not that they are the finest but would say regarding authentic food delivery they have a strong position. Since the authentic cuisine restaurants are few in number.

In this era of information and technology, digital marketing and building brand awareness goes side by side. In this report, it has been elaborately explained how effectively oregano is implementing digital marketing as a form of building brand awareness for the restaurant industry.

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# Chapter 1

## **Introduction**

### **1.1. Origin of the Report**

The purpose of this report is to explain what I did and learned during my internship period with Oregano Restaurant. The report focuses on the working environment, successes and shortcomings on brand awareness of restaurant. Among the multiple proposals my supervisor Mr. Md. Fazla Mohiuddin has selected “**Impact of digital media on brand awareness**” as my internship report topic.

### **1.2. Overview of the Report**

This report is all about the market plan development causing brand consciousness, on which I tried to discuss about the multiple elements but mostly on brand awareness through digital marketing which also includes-

- Company Profile
- Branding
- Market Condition
- Evaluation
- Recommendations
- Conclusion, and other related topics.

### **1.3. Objectives**

This report has created an exclusive scope for me, through which I am able to relate my theoretical knowledge with my practical knowledge. In the time period I worked at Oregano restaurant, I was fortunate enough to work in a real business field and the experiences I gathered will be shared in this report along with theoretical collaboration. The report is based on the brand knowledge of Oregano restaurant and other similar business entities. The broad objective of this report is to relate the theories of digital marketing and branding awareness to the marketing strategy of Oregano restaurant. For elaborating the broad objective, the supporting objectives are given below-

- To explain how digital marketing works
- To explain why branding awareness is important for oregano restaurant
- To elaborate how oregano is building brand awareness with the help of digital marketing.

### **1.4. Scope**

In my entire internship period, I basically worked in the marketing department alongside a part of the managing department of Oregano restaurant. Due to time constrain and short of experience, I was not able to work with other departments. So, this report only focuses on Oregano restaurant's marketing activities.

## **1.5. Methodology**

To make this report resourceful I had to collect lots of information about the restaurant business along with the Oregano's marketing activities. For this I used primary data along with secondary data and the research methodology is given as followed:

**Primary Data:** Primary data is collected by practical experiences while working at Oregano's marketing department and interviewing other restaurant owners.

**Secondary Data:** Secondary data is collected by visiting relevant organizations' websites, books and published journals.

## **1.6. Limitations**

During doing this report I faced some difficulties like-information gatherings, limited access to other business organizations, restrictions on some internal data to use in this report. The limitations are given below:

- Information unavailability due to confidentiality.
- Short time span.
- Inconsistent information.
- Lack of experience.

## Chapter 2

### **Overview of Restaurant industry and Organization**

#### **2.1. Restaurant business in Bangladesh**

Generally, the restaurant industry consists of entities like diners, pubs, nightclubs, taverns, banquet halls, fixed location snack bars, food cart vendors, food service contractors and companies engaged in commercial food service equipment wholesaling. However, all these establishments are not suitable for scenario of Bangladesh. The presence of restaurant industry can be traced back before our independence. Even international five star hotel chains were in operation in the country back then. But apart from those few handful places, restaurants in general were just food serving places. Chinese restaurants were only popular places for eating out, family dining and special events. There was hardly any concept of value added services. In late 90s, particularly fast food industry had a significant boom in Dhaka as well as other major urban areas. People first got introduced with local pizza chains. During and after 2000, the whole restaurants industry flourished significantly. International restaurant chains started opening outlets in our country. Also, massive development in electronic media introduced a complete cultural shift for the entire nation and like most other service oriented industries; restaurants industry also got a major revamp in terms of new consumer generation, increased spending and improvement in consumer's taste and preferences. Recent trend has shown tremendous growth in this industry introducing high end restaurants with specialization in one cuisine and authentic cuisine specialist to serve even the pickiest consumer from foreign countries. Like Samdado, Izumi, Kyoshi etc. provide Japanese cuisine; Oh! Calcutta, Koyla, Heritage, etc. offer Indian cuisine; El Toro, Angels and Gypsies etc. provide Mexican cuisine; Spaghetti Jazz, Veni Vidi Vici, Bella Italia etc. present Italian cuisine; Absolut Thai, Thai nation, Thai Emerald etc. offer Thai cuisine; Mainland China, Golden Rice, Pan Tao, etc. present Chinese cuisine; Doomiok, Koreana Restaurant, Sura, etc. provide Korean cuisine; Bistro E, Butler's Chocolate café, Oregano are providing European restaurant. Other than specialization in one cuisine, many

restaurants serve more than one cuisine like Topkapi, Aristocrat, Baton Rouge, Platinum Suites, Red Tomato, Atrium, Abacus, Broccoli, Xenial, Xindian, etc. Signature restaurants and chains by international celebrity chefs are also in Bangladesh like Khazana by Sanjeev Kapoor. Imported ingredients based restaurants are emerging in our country like Steak House for steak and Spitfire for Bar-B-Q and grill. Even dessert places and Ice- cream parlors like Tastebud, Stone cold Creamery etc. have emerged to meet customer demands. Also there are Star, Fakruddin Biryani, Hajhi Biryani, Kasturi Garden, Shad TehariGhar which represent Bangladeshi cuisines mainly Asian. In such a booming industry, consumers have also Factors Affecting Selection of Upscale Restaurants in Dhaka City 129 equally developed their tastes, choices and expectations. The whole industry is now engaged in a healthy competition in providing the best mix of products and services to its targeted consumers. (Tinne, 2012)

## **2.2. Company profile**

Oregano Restaurant is one of the emerging restaurants in Dhaka City. Oregano Restaurant opened in January, 2016 and is located at the prime location of Dhanmondi area.

Oregano is an authentic cuisine based restaurant which specializes in delivering authentic European meals. We have ensured that the foods are being prepared by skilled chefs who are specialized in European dishes.

At Oregano the menu is ranged from various parts of Europe. We are trying to offer the most popular dishes from all over the European region, which have been known for their unique taste. Moreover, there are various types of drinks we offer for our valued customers.

Initially we started off as an authentic cuisine based restaurant but recently we have gained popularity for our seafood items which are actually from Mediterranean region.

### **Our Vision**

We want to see ourselves in the top most trending restaurants of this city. So that everyone can taste authentic European food items.

### **Our Mission**

We are maintaining the authenticity of the European cuisine, and delivering quality food with top notch service.

## Chapter 3

### **Understanding Brand Awareness and Digital Marketing**

#### **3.1. Brand awareness**

What is brand awareness?

*“The ability of an audience member to identify properly a brand through recognition or recall” - (McDowell & Batten, 2005)*

*“The strength of a brand’s presence in the customer’s mind” – (Aaker, 1996)*

There are many other definitions that can be used to understand the meaning of brand awareness, from my point the definition simply put -

Brand awareness is a term used in the business world that expresses a state of understanding of a particular brand to the mass.

#### **3.2. Importance:**

Brand awareness serves as one of the most important functions for any organization to maintain business growth. Before creating brand recognition a consumer needs to know every aspect of the brand which is only achievable through brand awareness. It is the steppingstone of building a brand. This is really important because for an organization (in this case restaurant), the success to maintain a smooth sale is to ensure that the customer base always comes back and obviously get new ones without the fear of losing them to the competitors. It is a process of a constant reminder for the customers that the brand exists.

### **3.3. Effectiveness of brand awareness:**

A strong strategy is a must to create sturdy brand awareness that helps or directly impacts sales or growth of any business. A great brand awareness strategy requires a versatile approach to improving brand engagement with past, current, and future customers. In a market, majority of buying experiences are based on how the customer feels about the service and the product quality, therefore a good product quality and service are the two most essential factors of branding. Other vital aspects of brand awareness building are attractive images, logos, taglines etc. These tools help to draw attention of the new customers and at the same time remind the existing customers of the brand. It is very important that brands establish a devoted and active customer base. In order to ensure the effectiveness of brand awareness the following steps are needed:

- Brand segmentation to obtain specific customers
- Retargeting the customers to establish strong brand recall
- To increase customer engagement
- Maintain the standard service and quality

To truly understand if brand awareness marketing tactics have actually worked, the following can be analyzed:

- Consistency in the marketplace
- Increases customer loyalty
- Increases word of mouth marketing
- Keeps the brand on top of mind
- Helps building brand equity
- Increases sales and sustainable growth



### **3.4. Digital Marketing**

**What is digital marketing?**

**“The internet has upended how consumers engage with brands. It is transforming the economics of marketing and making obsolete many of the function’s traditional strategies and structures. For marketers, the old way of doing business is unsustainable”** (Edelman, 2010).

**“Digital marketing is a form of direct marketing which links consumers with sellers electronically using interactive technologies like emails, websites, online forums and newsgroups, interactive television, mobile communications etcetera”** (Kotler and Armstrong, 2009).

Considering the definitions the concept of digital marketing that best suits my report is -

When any brand or product gains any kind of promotion or advertisement through electronic media is known as digital marketing.

### **3.5. Importance of digital marketing:**

By the evolution of technology, electronic media have undoubtedly placed itself as the fastest and effective form of communication. Digital marketing has endless importance, few are –

- People are diverting from traditional to digital marketing
- Digital marketing methods are faster

- Technology dependent generation
- Increases brand recognition
- Feedback is instant

### **3.6. Effectiveness:**

In the few past years there has been a huge transformation of market. Traditional marketing has been replaced by digital marketing with the advancement of technology. This is the new trend of marketing which is very fast and reliable. Through properly planned digital marketing a broad range of customer can be reached within a very short period of time. There are many other benefits those can be achieved if the strategy is prepared using an organized set of digital marketing plans. Some of the effectiveness of digital marketing is as follows –

- Cheaper than traditional marketing
- Easier to track results
- Reaches more customer
- Diversified range of customer
- Easier segmentation
- Quick response

## Chapter 4

### **Building Brand Awareness using digital marketing**

#### **4.1. Introduction:**

Digital marketing aims to build brand awareness through a completely different approach. The traditional ways of marketing are out dated because the customer has reached a new level which can only be attained through digital marketing. (Parker) The brand might fade out without the continuous awareness which can be delivered through digital marketing. Because presently almost everyone is online, so revenue driven markets can only be captured through digital marketing and by that it means it will create sustainable brand awareness which will ultimately result into a strong brand position.

The brand will be overlooked without fresh and innovative approach to stand out in today's increasingly competitive online world. This simply means one needs to be kept updated about the customer wants and demands.

#### **4.2. Building brand awareness through digital marketing for oregano:**

Oregano started as a new competitor in the restaurant business in Bangladesh in this year. Restaurant business is booming in Bangladesh with lots of well-established restaurants such as Madchef, Nostalgic Café, KFC, Bella Italia, Soi3, BBQ and lot more. It was really hard for oregano to create an outstanding image. Then it stepped into digital marketing for creating the brand's image among the customer. It was mandatory for us to spread the word of our products among the market. The point has already been established that most people now stays online so we targeted digital marketing as our prime marketing strategy for creating brand image.

Brand awareness is a marketing concept which shows how a brand is created and how far it has the impact on the customer in the long run. Brand awareness is introduced to prevent the potential customer from forgetting about the brand. As oregano is a new restaurant, it is more likely for the potential customer to ignore this restaurant or not considering it as a viable option for dining because there are already so many renowned restaurants in Dhaka city. This is where digital marketing steps in which helped us to spread a positive vibe in the industry.

At the very first stage our target customers were families and corporate who wanted a different taste. At this stage word of mouth from our friends and families were helpful but not enough. Then we were introduced to digital marketing. Our main digital marketing strategy was and still now is through social media like facebook and twitter. Social media is the most effective crowdsourcing medium for the entrepreneurs. Social media has opened up several ranges of customers for oregano. More people came to know about our restaurant through Facebook with additional information like what we are offering, how we are different from others, in what area we specialize in and what is our quality and price. So now people know what we are without even visiting us.

As now we have reached more customer base, digital marketing is helping us to become renowned by giving us instant feedback through reviews posted in social media. We now know what customers are demanding from us and what is trending in the city. We have now instant access to what a customer thinks about us, what they dislike about us, which areas we can improve and which areas we should put more emphasis. By taking necessary actions based on the reviews we are now strengthening our brand awareness in the industry.

Digital marketing is enabling us to retarget the existing customers and also the potential customers about our services that we are providing and about our new additions to the menu which is gradually building brand awareness among our targeted customers.

### **4.3. Impact of digital marketing at Oregano:**

Traditional marketing strategies are not enough for current business world. Whole world is shifting towards online based marketing strategy. As a new comer we had to recognize its importance early to create a mark in the industry. As I have described in the previous part that we moved from a dedicated customer pool to a variety of customer pool because digital marketing helped us to recognize and take actions accordingly which created brand awareness in the restaurant industry.

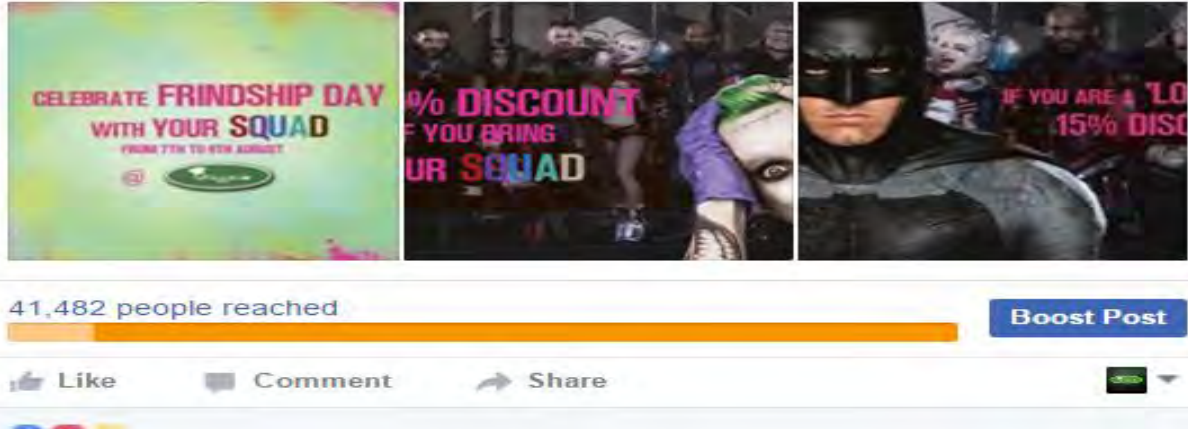
As a restaurant it is crucial for oregano to recognize the market demands and act towards development. Here at oregano we learnt through social media that students are now more eager to tryout different foods rather than traditional food items, which helped us to design a new set of food platters for students who seek new kind of foods at a cheaper price. So oregano had adapted accordingly as the customer base of student is larger than any other customer base. Oregano also had to introduce new offers for them to attract their attention. This customer base is mainly online based. They read reviews online and then they try a new place for dining. We had to promote our brand and products through social media for maximum impact. Oregano is a cuisine based restaurant but for the student customer base oregano is renowned for their seafood and set menu items with a different taste.

The main concept of oregano is European dishes. We specialize in this. But from social media, reviews we now know that the customers now want to celebrate special occasions like valentine's day, friendship day, pohela boishakh, mother's day, father's day etc. with a different touch. All restaurants are now offering occasion based food menu for a particular occasion. Oregano has also adapted to this need. It now also offers various kinds of dishes based on popular occasions which are helping to create brand awareness among the entire customer base. There are times when contest related post relating to other popular material (TV series, movie etc.) are published to remind and interest customers to visit the restaurant.

#squadgoals

CELEBRATE FRIENDSHIP DAY @ Oregano Restaurant AND GET AMAZING DISCOUNTS ON YOUR BILLS!

We are giving away a 10% discount on the bills for all of the squads out there!!... See More



The image shows a Facebook post from Oregano Restaurant. The post features three promotional images: the first says 'CELEBRATE FRINDSHIP DAY WITH YOUR SQUAD FROM 7TH TO 6TH AUGUST', the second says '10% DISCOUNT IF YOU BRING YOUR SQUAD', and the third says 'IF YOU ARE A LO... 15% DISC...'. Below the images, it states '41,482 people reached' and includes a 'Boost Post' button. At the bottom, there are icons for 'Like', 'Comment', and 'Share'.

Fig. 1 Friendship Day offer



The image shows a Facebook post from Oregano Restaurant. The post text reads: 'Good news for our beloved foodies and shopaholics! Your favorite La Comida meals are back! From today till the end of Ramadan, La comida meals will be served every day from 7.30 pm to 3.00 am. Are you tired of shopping and looking for a place to relax and eat? Are you looking for a Sehri deal that's both fulfilling and reasonable at the same time? Well you know where to find us! In addition, our regular Sehri platter will also be served from 10.00 pm to 3.00 am just like befo... See More'. Below the text is a menu image titled 'La Comida Meals' showing 'Set Menu 1' (RS 199), 'Set Menu 2' (RS 199), and 'Set Menu 3' (RS 299). A note says '299 IS for 2 Persons \*all inclusive'. At the bottom right of the menu image, it says 'UNLIMITED RICE!!'. Below the menu image, it states '136,942 people reached' and includes a 'Boost Post' button.

Fig.2 Ramadan offer

Digital marketing is reaching out to the customer pool in exponential rate as traditional marketing does not allow oregano to reach out to so many customers base.



Fig.3 Set Menu

In restaurant industry dishes changes all the time. Traditional marketing involves printing media, billboard, word of mouth, radio etc which are costly and time consuming. Whereas, digital marketing like through social media can be easily adapted according to the change. It is less costly, has far more reach and also it provides a vivid image about the changed offerings and also about the brand.

#### **4.4. Conclusion**

Digital marketing directly and indirectly is helping oregano to building brand awareness slowly. It also helped in the development of oregano's product placement. Strong brand value cannot be created with a limited pool of customer. Targeting several sectors and meeting their demand accordingly is a must to create a strong impression over the customer. By doing such customers are left with strong brand awareness. As per the discussion above we can say that, digital marketing has uplifted oregano from scratch to a well-known brand in restaurant industry.



# Chapter 5

## **Findings, Recommendations and Conclusion**

### **5.1. Findings**

- Digital marketing is cost effective in creating brand awareness
- Brand awareness can be done more efficiently through online marketing
- Digital marketing has opened a new customer pool
- Customer can express their feeling more openly
- Negative reviews are bad as the positive reviews
- Customer feedbacks have opened up new scopes
- Diversified customer base can be reached

### **5.2. Recommendations**

- Negative reviews are needed to be tackled very cautiously. This can be dealt using more lucrative offers to bring back the customers.
- In order to stay in the business I suggest that an organization must keep up with the trend.
- New food items should be introduced on a regular basis
- I think revamping of menu after a period of time is a sure shot idea to bring in both new and old customers

- The post boost system on Facebook shall be properly used with well-developed strategy
- Oregano should not only be focused on digital marketing. Traditional marketing can also contribute in building brand awareness. E.g. – word of mouth
- New innovative ideas should be introduced. Such as- discount on check-ins, discount on sharing and posting on social media, home delivery services etc.

### **5.3. Conclusion:**

From Bangladesh's perspective restaurant business is a highly competitive sector. To strive and become known in this industry proper marketing strategies and branding awareness is necessary. Almost every day a new restaurant is opening up. In order to attract and sustain various pool of customers, various marketing strategies are a must.

In this modern era, to reach out to new customer and attract them to visit a restaurant digital marketing plays a vital role in marketing strategy. Reaching out is not going to be enough for a restaurant if they cannot hold their brand awareness. Digital marketing has opened several new doors for any organization to build and sustain branding awareness which helps to create a permanent image on customers mind.

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