

Internship Report:

***Roles of Digital Marketing Communication: A Perspective
on Asiatic Mindshare LTD***

Internship Report on

Roles of Digital Marketing Communication: A Perspective on Asiatic Mindshare LTD

Prepared For:

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Date: Sept 5th, 2017

Letter of Authorization

Sept 5th, 2017

Rayhan Azad

ID: 13104020

BRAC Business School

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Subject: Authorization Letter.

Dear Student;

I, MS. **Tanjina Shahjahan**, am authorizing you for conducting your internship project titled BUS400. I have chosen your topic based on your major side of your BBA program, which is: **Roles of Digital Marketing Communication: A Perspective on Asiatic Mindshare LTD.**

With best regards,

MS. Tanjina Shahjahan

Lecturer

BRAC Business School

BRAC University

Letter of Transmittal

September 5th, 2017
Ms. Tanjina Shahjahan
Lecturer
BRAC Business School
BRAC University

**Subject: Submission of Internship Report on – Roles of Digital Marketing
Communication: A Perspective on Asiatic Mindshare LTD.**

Dear Mam,

I have completed this report as part of my internship program. The report has been compiled as per your requirements. It gives me immense pleasure to tell you that working on this internship report has given me a wide range of experience.

The report is based on the "Role of Digital Marketing Communication: A Perspective on Asiatic Mindshare LTD" as well as the knowledge, experiences and the skills that I have acquired during my period of internship in that organization.

I am thus submitting this report with the hope that it lives up to your satisfaction. However I would be glad if you enlighten me with your thoughts and views regarding the report. In addition, if you wish to enquire about any of the aspects of the report, I would be glad to answer your queries.

Sincerely Yours,

Rayhan Azad

13104020

BRAC University.

Acknowledgement

I would like to convey my heartiest gratitude to my Supervisor Ms. Tanjina Shahjahan Mam, Lecturer, BRAC Business School, for giving me the opportunity to conduct my internship report on the "Role of Digital Marketing Communication: A Perspective on Asiatic Mindshare LTD" and for his continuous support in preparing this report. It would have been difficult for me to prepare my internship report without his untiring support.

I am deeply indebted to Mr. Md. Fuad Hasan, Media Executive and my direct supervisor at Asiatic Mindshare Bangladesh for helping me out with all my resources needed to prepare this report.

Finally, my gratitude goes toward my parents and friends for their enthusiastic co-operation and constant encouragement throughout my university life.

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Executive Summary

This internship report stresses on the work experience I have gathered as an Intern in the Digital Services department of Asiatic Mindshare Ltd. In this report, I mainly have incorporated my experience at Asiatic Mindshare LTD especially campaign management, research and development works etc. where I also have provided details about my 3 months' work experience at O & M along with a comprehensive job description where I had to work with different international and local brands and an analysis on the roles of Digital Marketing Communications over conventional marketing which is also a blend of my Asiatic Mindshare's experience and research data. Since its inception in 2001 in Bangladesh, Asiatic Mindshare LTD has always been conserving quality service and now it is one of the renowned and biggest advertising agencies in the country within a very short time. In this report, I have included a list of their clients and brands they are managing. Later, I discussed campaigns that I had to manage some creative done by Asiatic Mindshare's creative department under my department's supervision where I followed-up am also provided. Then, I discussed the project on the roles of digital media communications where different new findings came out. The project's objective is to understand the roles of digital marketing communications over the conventional marketing from the customer point of view to find out how digital marketing communication is helping conventional marketing process. This report will serve good information for the marketers. Asiatic Mindshare LTD has a good internship program. Agency people have to work much for uplifting a brand. There is an agency- client gap in Bangladesh, if it can be reduced, it may make the works for both the parties very easily. Again, agencies and corporates are not taking digital marketing communication seriously till now. More investments in digital media are needed which may give a better visibility of the brands and make the advertising and marketing atmosphere more delightful which may amaze people with its' beauty.

The Organization

Organization Overview: Asiatic Mindshare LTD.

Mindshare relates generally to the development of consumer awareness or popularity, and is one of the main objectives of advertising and promotion. When people think of examples of a product type or category, they usually think of a limited number of brand names. The aim of mind share is to establish a brand as being one of the best kinds of a given product or service, and to even have the brand name become a synonym for the product or service offered. For example, a prospective buyer of a higher education will have several thousand universities to choose from. However, the evoked set, or set of schools considered, will probably be limited to about ten. Of these ten, the universities that the buyer is most familiar with will receive the greatest attention.

With this quest in mind, Mindshare is a global media agency network and the home of adaptive marketing. MindShare's 7,000 employees are driven by the values of speed, teamwork and provocation and are dedicated to delivering competitive advantage for clients in a world where everything begins and ends in media. Mindshare is part of GroupM, which oversees the media investment management sector for WPP, the world's leading communications services group.

Mindshare network consists of 116 offices in 86 countries throughout North America, Latin America, Europe, Middle East, Africa and Asia Pacific with total billings in excess of US\$31.4 billion.

The mission statement of Mindshare can be best expressed in two words – Original Thinking. Since the inception in 1998 as the first pure-play media planning and buying agency, mindshare has sought to innovate and invigorate the communications marketplace, be that through new ways to connect brands with consumers, or unrivalled buying power in the media market. This combination of science, scale and imagination is borne out of the Original Thinking ethos of the founders, which still pervades the business from top down. Company's Original Thinking mission informs and inspires the team to advise the clients, innovate in the marketplace and produce ground-breaking work. To invent the future of media. Mindshare defines Media as the space where content, people and technology meet. This space is continually evolving driven by innovation in technology, increasing data intelligence and an open, collaborative creative culture. To succeed in this fast changing space mindshare believes brands and businesses need to be both adaptive and inventive. Mindshare seeks out the opportunity in this change, bringing together a diversity of talent,

colliding people with different skills and perspectives, with one ambition: To Invent the Future of Media for our Clients. In doing so mindshare helps them build future commercial and cultural success.

Asiatic Mindshare started its operation in Bangladesh in June 2001 as a joint initiative of Mindshare World and Asiatic MCL, one of the leading ad agencies in Bangladesh. Since then it has been driving significant changes in local media scenario and off course in their client's media investment. In Bangladesh it is the first of its kind, as it is a complete media planning, buying and research company. It is the key driver of media research in Bangladesh media market. Mindshare's vision is to secure competitive advantage for clients in a media world which is changing beyond recognition and which is defined by the fragmentation of mass media and high level of media inflation. This demands creativity, rational thinking and smart buying power. Mindshare is the one stop media solution that delivers all. (Mindshare)

History

The company was created by the merger of the media operations of JWT and Ogilvy & Mather, then the two big full service advertising agencies within WPP Group. The launch team comprised Mandy Pooler and Nick Emery from O&M and Ron De Pear and James Walker from JWT. Initially the business faced strong opposition to the merger from the agency parents in the US region. The Mindshare global network consists of approximately 6,000 employees across 115 offices in 82 countries throughout North America, Latin America, Europe, the Middle East, Africa and Asia Pacific.

Asiatic Mindshare

Asiatic Mindshare started its operation in Bangladesh in June 2001 as a joint initiative of Mindshare World and Asiatic MCL, one of the leading ad agencies in Bangladesh. Since then it has been driving significant changes in local media scenario and off course in their client's media investment. In Bangladesh it is the first of its kind, as it is a complete media planning, buying and research company. It is the key driver of media research in

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Services

Regional & national media management: Media is the most effective way of communicating the brand insights and thoughts to the targeted consumers. Mindshare Bangladesh manages the regional and national media for the clients. It plans the most effective way to reach the communications of the clients to the consumers through media and executes the process.

Content & barter: Content is the things that makes a campaign a whole. It completes the communication needs of any campaign. Being an advertising agency, Mindshare works mainly in the media management of the client. For the contents Mindshare is not that much directly responsible but it provides insights, ideas for the campaigns and tag along with creative firms to provide the best content to the customers.

Digital: Digital media is a fast growing media in Bangladesh. Its growth through last couple of years is huge. At present about a hundred million people is connected to internet somehow. Mindshare realized the market opportunity and it is the first initiator of digital marketing in Bangladesh. It is the only media agency in the country which is directly partnered with Google and Facebook. Mindshare plans and executes all the digital campaigns of their respective clients.

Econometric modeling: Econometric models are statistical models used in econometrics. An econometric model specifies the statistical relationship that is believed to hold between the various economic quantities pertaining to a particular economic phenomenon under study. An econometric model can be derived from a deterministic economic model by allowing for uncertainty, or from an economic model which itself is stochastic. However, it is also possible to use econometric models that are not tied to any specific economic theory. Mindshare provides econometric modeling to the clients for them to know the changes in market more precisely.

Global media insight & research: Only managing the media is not enough for the clients in some cases. Where the competition is stiff the client needs detailed information about the media market. Mindshare provides these information through its media insight and research service. Through this Mindshare suggests the best way to reach the communication to the consumers.

Sponsorship: Nowadays sponsorship is the key to success in every event. Everybody wants the companies to sponsor their programs. Mindshare matches its clients to the best sponsorship deals so that the clients, to be specific the brands, gets the maximum outcome while maintaining its identity.

Media Investment Management: Mindshare provides consultancy and executes the media investment for its clients. Mindshare makes sure that the media investment brings up the expected return for its clients.

Strategic Media Planning: Strategic media planning matters the most when a brand wants positive outcomes form the media spent. Mindshare plans the strategies for media investment for its clients.

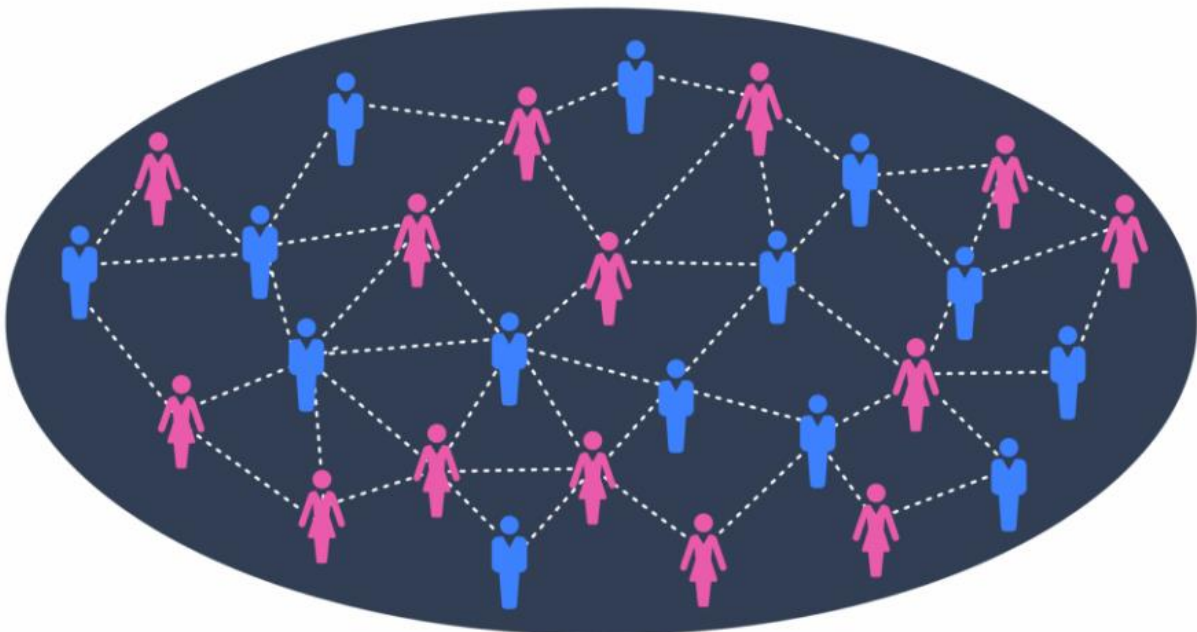
Clients



Organizational Structure

Asiatic Mindshare has flat structured organization, an organization which has no or few middle management between staff and executives. Mindshare Bangladesh has almost 50 employees managing the media of the top brands of the country. My supervisor Mr. Kazi Hasan Ferdous is the Senior Media Executive and my line manager Mr. Fuad Hasan is the Media Executive (planning) of Asiatic Mindshare Limited.

FLAT ORGANIZATIONS



The Job at a Glance

Community management for ‘Symphony Mobile’ and ‘Helio’ was one of my regular task which included answering all sorts of queries that we got from the fans and monitoring their official facebook page. With our continuous support we gained a special badge from facebook for being ‘Very responsive to messages’. This badge is given to a particular facebook page when the response rate is over 90% and response time is 15minutes. I along with my other colleagues achieved this badge for the first time and we were able to hold on to it for a very long period of time.

Task and Responsibilities

During these 3 months of my internship, one of my main tasks was to prepare weekly reports on the social media activity of the brands- Symphony mobile and Helio. These reports included the overall performance of each of the brands.

I was also part of many campaigns conducted by Symphony mobile. Such as-

Symphony Gorom Offer- There were 6 six handsets under this campaign. Among 3 of them had T-shirt free. The campaign was so successful that 4 of the handsets got out of stock. This campaign lasted for 2months.

Symphony Durdanto Offer- After the successful Gorom offer Symphony decided to launch another campaign for their handsets. The handset prices were reduced for this campaign.

Symphony GIF contest- Facebook fan of Symphony had to provide us the correct GIF for the correct Symphony handset. One lucky winner got a Symphony handset. I had to select 20 potential eligible contestant for this GIF contest.

Symphony EID ER KHUSHI SHARE KORO- Symphony and Jaago Foundation combindly made a project named “Eid er Khishi Share Koro”. Here, these two company provides new clothes and book to street child.

Some campaign pictures are given below:



Lesson from the Internship Program

Internship is a phenomenon which is created for the fresh graduate students as a part of their graduation program for the development purpose. Under this developmental aspect, I came across many things. I have developed myself effectively over last 3 months. I have become more punctual and professional now. The main lesson that I learned from my experience in the last two months was the practical application of the knowledge gained from what I have learned from studying at United International University and not just this, Mindshare has built me up to think out of the box now. My supervisor was very cooperative in case of sharing their knowledge and helped me in every aspect of my learning process. He helped to develop my skills that are definitely going to help me in my future life. The skills that I have learned in the time of working in Asiatic-Mindshare are listed below:

Ability to work under pressure: There was time when I had to handle multiple tasks at a time under severe pressure, also work late up to late hours at office and strict deadlines. This has taught me how to prioritize my workload and work effectively and efficiently.

Team skills: The work I did was completely based on team skills. Communicating with my team members frequently, updating everyone with a new update, backing up other team members

was prioritized. Such experience has sharpened my ability to work in a team environment effectively.

Technical skills: During my 3 months at Mindshare I have used the software Smash board to do the community management. Using this software for the first time was a challenge for me. This software links up with the Symphony and Helio Facebook page directly. Apart from the software I did all the data analysis from the Facebook ads manager and from the Symphony Facebook page.

Personal Development: In the period of my internship, it developed a sense of professionalism in me like- dressing up gently to look smart and confident, having punctuality; maintaining confidentiality and working with responsibility. Moreover, it helped to know various rules and regulation in the corporate world and how to fit in there.

People Skills: Working in an office environment for 3 consecutive months has exposed me to the office culture in an expanded vision which I have not been able to experience during my academic years. This internship has enriched my communication skills as I have been able to communicate with my colleagues, supervisors and other executives outside the office. The internship has also improved my interpersonal skills as I have communicated with different executives regarding different queries. Overall, it has boosted my confidence to interact better with people both formally and informally.

Study on Role of Digital Marketing Communication: A Perspective on Asiatic Mindshare LTD

Overview of the data collected and use

The study will be both mixture of quantitative along with qualitative part. A basic overview of the data collected and used to make this report are described below-

Data Type:

This report will be based both on primary and secondary data-

Primary Data: The survey questionnaire contained a total of 10 question that encompassed the objective of the research. Different social media user are the population of the study. The survey has been done on 100 peoples consist of different social media users and online users. With the help of social media, email, and my personal network it was easy for me to collect the survey responses within few days which was only possible because of the online questionnaire form. Responses from 100 samples were collected through the survey.

Secondary Data:

- Asiatic Mindshare Ltd. Internal documents and publications.
- Newspaper, Journals, Articles and Websites.

Data Source:

Primary Source: Primary data on social media is collected from surveying of target group and personal observation.

Secondary Source: Like primary source, secondary source is also major stream of information for this report. List of Secondary source are;

- Internet
- Social Network sites
- Text Book
- Several others report
- And other sources

Sample Size

For this research project, I have selected a sample size of 100 from the population. As it was an anonymous online survey, the sample was selected randomly. The survey was anonymous because most of the people using online are very cautious about privacy for which they do not want to disclose information to other people especially while in a survey. In this research, the sample is all the people who are active users of social media with diversified profession as student, job holders, entrepreneur's and freelancers etc. I am using primary data as the information that have been gathered are specifically for this research.

Data Analysis

Data analysis is the procedure of efficiently applying measurable and sensible systems to portray, consolidate and recap and assess information. This is one of the important elements of a research paper. I tried to collect both quantitative data and qualitative data. Due to time constraint, Google forms was used to collect and analyze the data on online platform. They have a powerful database system and tool that can make charts and automatically make the analysis. It was handy for analyzing data. Google forms made my job bit easier. These tools were suited in my research as it was a descriptive research. Besides, it worked fine in exporting Google forms data to MS Excel. I did not have to input the data again. It was all done by Google forms analysis tools. After exporting, MS excel was used because it is widely used and also has enough functions for sorting, filtering, removing duplicates, formulas for totals, percentage etc.

Findings and Impact Analysis

This part will be talking about the data obtained from primary research and how the results of the data collection related to the research objective. The data obtained from different respondents have been analyzed using Microsoft Excel to conduct a percentage analysis to determine different social media user preference. The percentage scores reveal the current social media status on the role over conventional media and it may provide valuable insights that are open for interpretation in various ways. In the following section, the data analysis is presented using different graphical tools such as pie charts, bar charts etc. to demonstrate the findings of this research process. This survey findings and analysis is described below with graphical illustration-

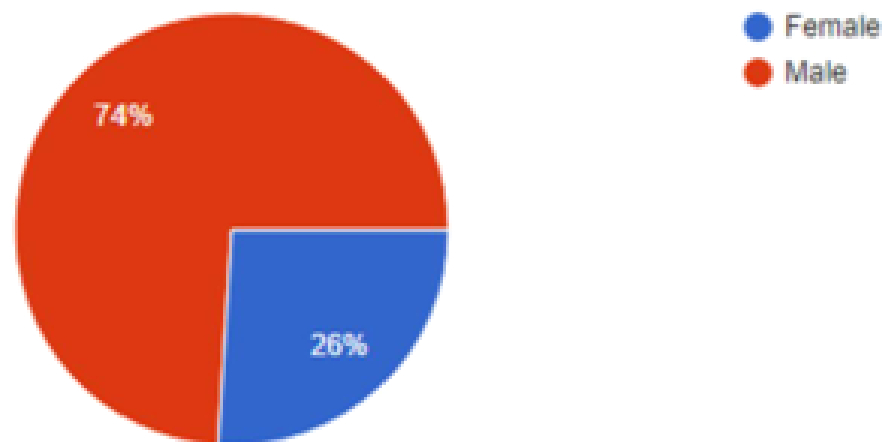


Figure: 3.1

On the very first question of the instrument was, their gender. From this question, it was found out which part of the sample size in terms of gender is using digital or social media the most. From the study, it was found there was 74% male and 26% female respondents. This gives an interpretation that males are the huge number of users of digital media whether females are less part of the digital media user. The pie chart on figure 3.1 illustrates the first question responses.

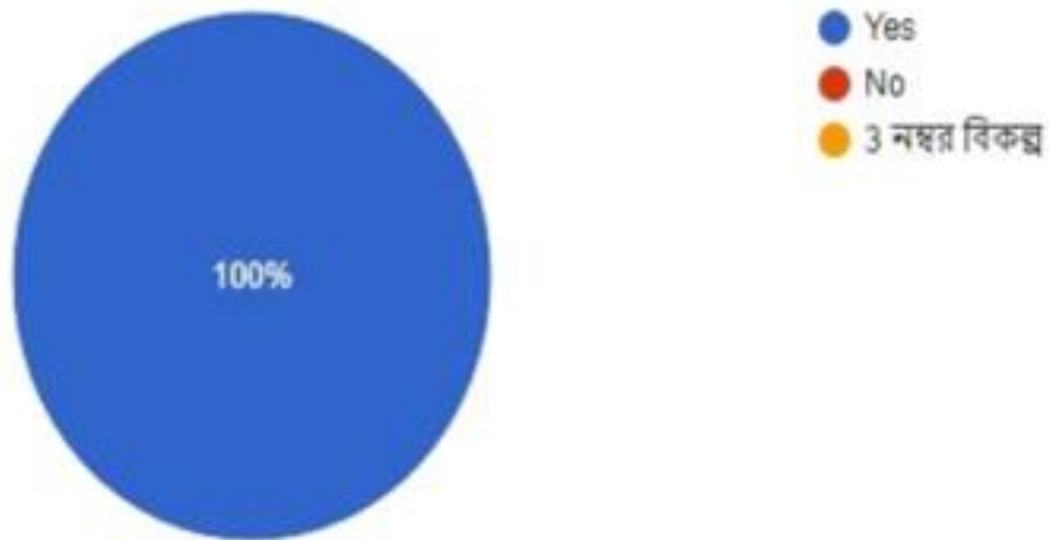


Figure: 3.2

The second question was, whether they use social media on a daily basis. Interestingly, 100% of the sample size responded “YES” towards the question’s answer. This gives an interpretation that, in Bangladesh, the number of internet users has increased which is impacting the digital media lot. At the end of February, 2017, there was 67.245 million internet subscribers according to Bangladesh Telecommunication Regulatory Commission (BRTC) which means, yearly growth of internet subscriber in Bangladesh is 37%. So it can be said that, with this huge growth rate, Bangladesh’s digital market has a huge opportunity which may help the conventional marketing process using different digital tools. Figure 3.2 illustrates the second question’s responses which is 100% on “YES” which means 100 of the sample size uses social media on a daily basis.

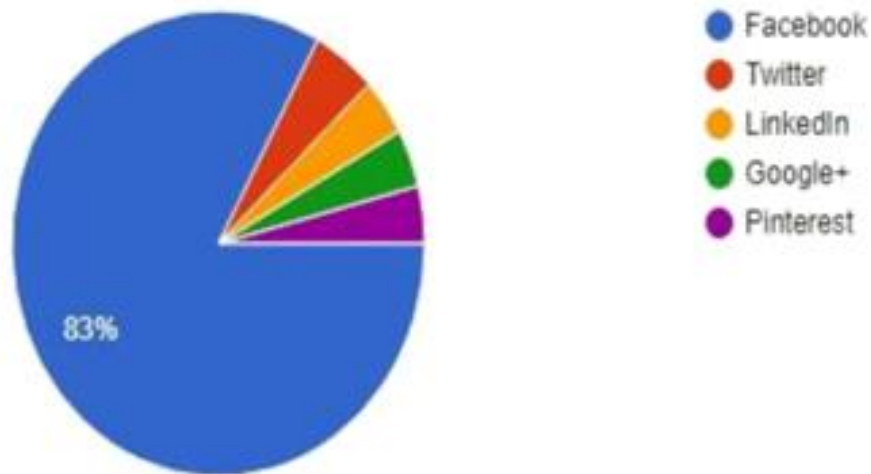


Figure: 3.3

On the third question, the respondents were asked which social media they use the most. From the figure 3.3, it was found that, most of the samples that is 83% use Facebook on a daily basis, Twitter with 5% response rate is in 2nd position. LinkedIn with 4% response rate is in third position and Google+ with 4% response rate is in 4th position. Advertisement that goes as insertions in different newspapers are now posted in different digital media sites which helps different brands to promote their products or services effectively which has great reach. During working at Asiatic Mindshare LTD as an intern, I saw many advertisements which were gone for print media were posted in social media sites especially in Facebook which gave an instant review on those advertisements. According to this figure, it can be said that with a huge user base of Facebook, a brand should go for Facebook in terms of digital media.

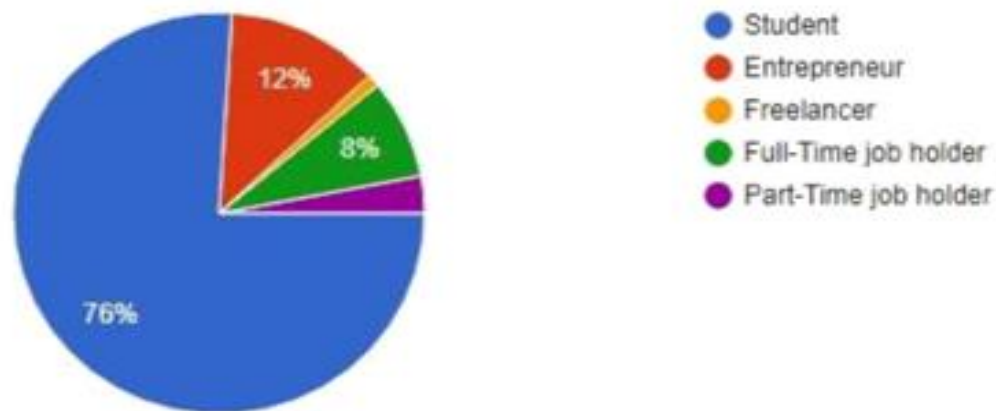


Figure: 3.4

The fourth question was about the respondent profession. This question asked to know which profession group is actually using digital media much. Figure 3.4 shows that 76% of sample are students, 8% are full time job holder, 3% are part time job holders, 1% are freelancer and 12% are Entrepreneur. Here student holds 76% of usage share. Youth and students are the biggest target group of different product now-a-days in the world. According to Edwards, S. (2015), there are about 1.8 billion young people between the ages of 10 and 24. For this huge number of young population, brands are designing youth-based products and services. So, to integrate the conventional marketing process, brands are giving higher importance on digital media based marketing campaigns which finally is driving to sales. Digital marketing communication is helping the brands get connected to young people and thus doing a great role over conventional marketing.

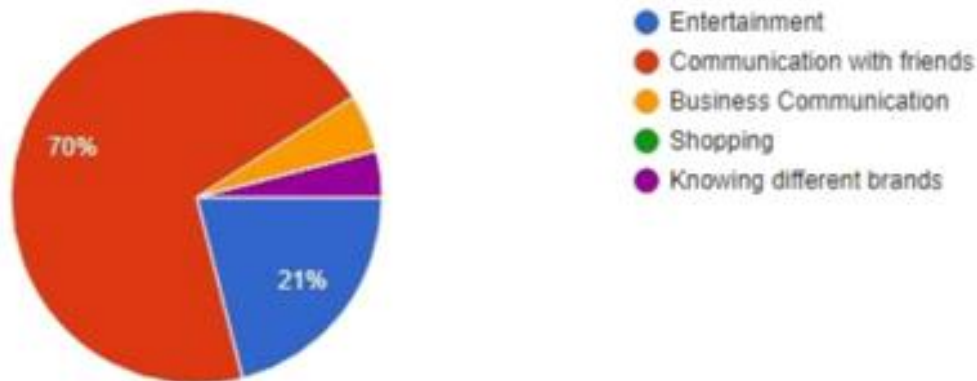


Figure: 3.5

A multiple choice close ended question was asked in the fifth question to learn from the sample why they use social media. 21% of the sample responded for Entertainment, 70% responded for communication with friends, 5% responded for business communication, and 4% responded for knowing different brands. For different purpose, peoples uses social media. Here communication with friends got the highest response, so from here, it can be said that, people uses social media to connect with their near and dear ones. Emotional appeal has become one of the greatest appeals in making advertisement and in brand promotion. Advertisers today are using emotional and rational both appeals to make the advertisement or brand communication more in a friends and family way. For instance, Airtel Bangladesh’s one of the campaigns “Bondhu chara life impossible” clearly is showing that friends are the closest people a person can have, so they are targeting the youth who actually can pass more time with friends while using their product or service. So, from the marketer point of view, the brand is reaching the customer and which creates brand awareness which may make positive or negative word of mouth by the young consumers or customers and from the customer point of view, as the analysis says, 4% of the sample want to know about different brands, in digital media, they actually get to know about the brand with more information with entertainment for which they actually get some discussion topic. Business communication is one of the other important part of social media, 5% of the sample uses social media to do their business communication which means they are getting a great opportunity to reach their clients while getting social with them.

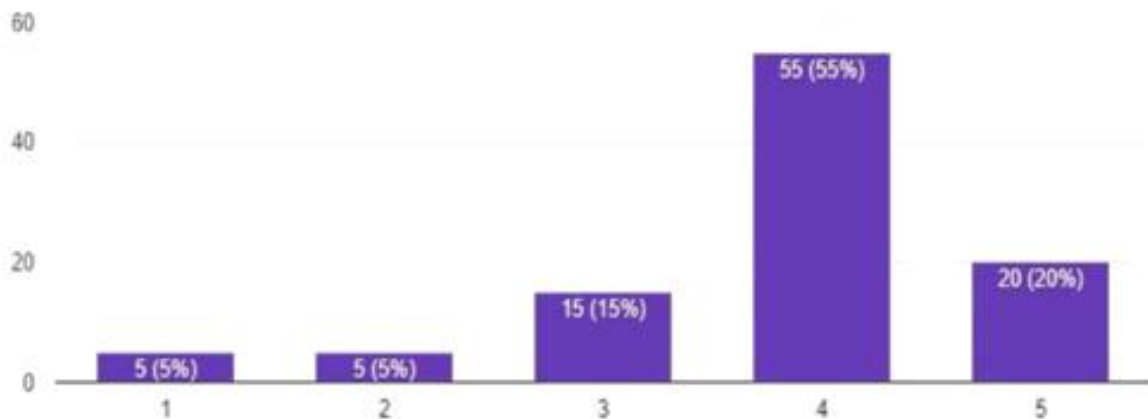


Figure: 3.6

The sixth question to the respondent was to know, whether digital marketing is trustworthy for buying or selling products or services or not. From the analysis shown in figure 3.6, it was found 20% of the sample strongly agrees to the statement, 55% agrees to the statement, 15% are not sure about the statement, 5% and 5% disagrees and strongly disagrees to the statement respectively. This question was asked to know whether people have trust in the digital media while doing transaction or buying products and services. From the analysis, it can be said that 75% of the sample agrees to the statement which is a great percentage, providing that digital marketing is trustworthy in making transaction and buying products or services. The survey was done on the Bangladeshi market, the term E-shopping or E-commerce is still new and developing in Bangladesh with huge potential. Here is the interesting part, only 8% disagrees that digital marketing ecosystem is not trustworthy which is very less percentage but marketers should work in this.

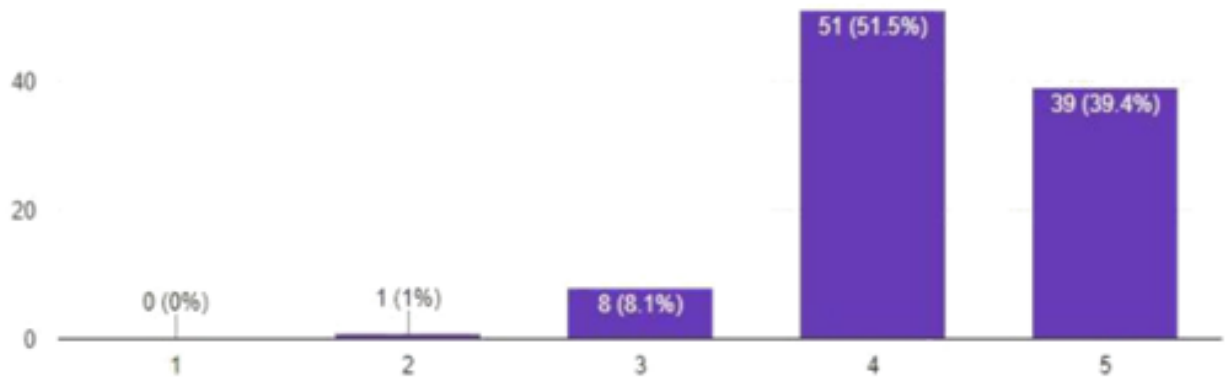


Figure: 3.7

The seventh question to the respondents was to know, whether Digital Marketing plays an important role in today's product or service selling or not. As the survey was a done on the Undergraduate, Graduate level students and other professionals, I wanted to know whether they think digital marketing communication plays an important role in today's product or service selling. From the analysis shown in figure 3.7, 39% of the sample strongly agrees, 51.5% agrees, 8.1% are not sure and 1% disagrees with the statement which gives a clear scenario that, 90.9% people agrees about the statement which proves that digital marketing plays a very vital role in today's product or service selling. Nowadays, small to large businesses have started going digital which means they have a presence in the digital world. Digital media has made the conventional media reach easily because sometimes digital media switches people to conventional media. When people come under the digital network, they come to know detail about the communication the marketer is actually trying to give.

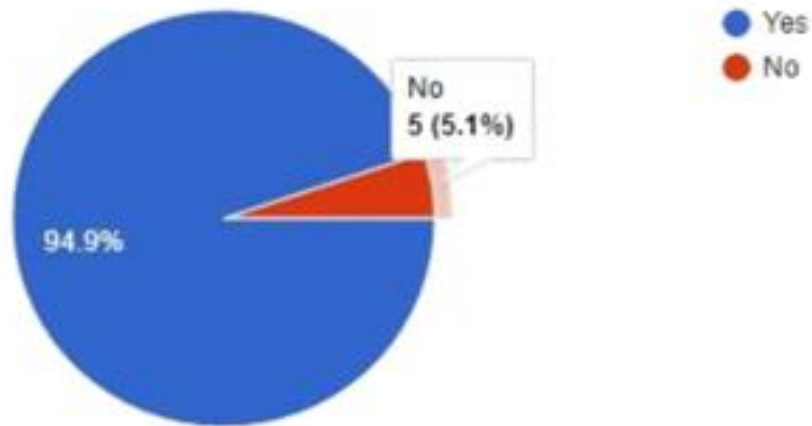


Figure: 3.8

The eighth question to the respondents was to know, what they think of the statement, Digital Media is an easy & effective way to give feedback to different product/services. According to the analysis shown in Figure 3.8, the data can be interpreted that, 94.9% says ‘Yes’ and 5.1% says ‘No’. In conventional marketing communication, giving feedback on products or services is really not that easy, but when a brand has simply an email address or a Facebook social media page, any customer or consumer can actually make a feedback which is easy. When the customer responses and the brand, through their digital media replies back, it creates an effective communication. So, according to the data found through the survey, 94.9% of the sample agrees towards the easy and effective feedback providing option in digital media is proved.

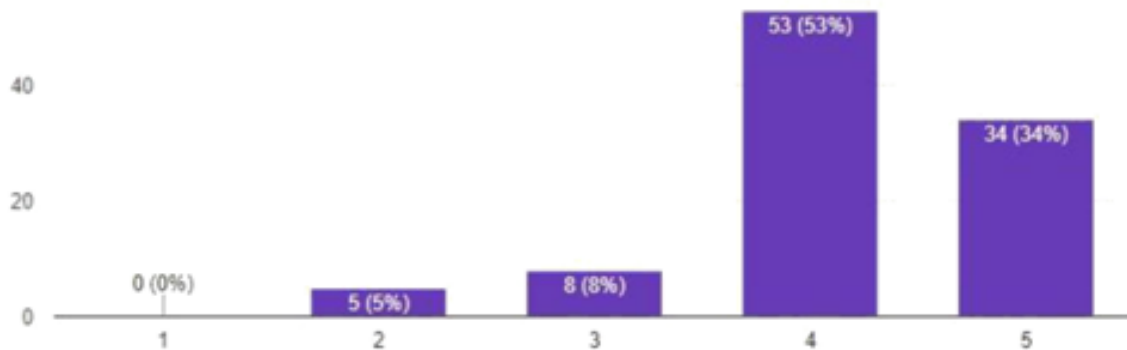


Figure: 3.9

On the ninth question, the respondents were asked to know their thought on the statement that, getting new product launching information through digital media than a conventional media is more informative and effective. From the analysis illustrated in Figure 3.9, the responses on the statement are, 34% strongly agrees, 53% agrees, 8% are not sure and 5% disagrees. Again, here majority 87% agrees and strongly agrees that new product launching information through digital media is more informative and effective than other conventional media. So, digital platform is the best place to get more informative and effective data before the launch of the product than conventional marketing platforms but digital media actually helps the conventional media to get attention.

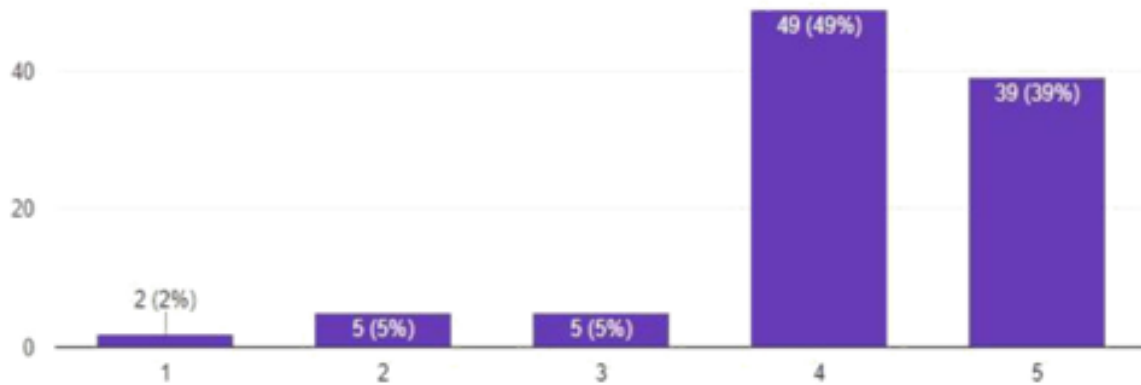


Figure: 3.10

On the Tenth question, the respondents were asked to give their feedback, what they think about getting more information about the brands through Social Media than other conventional communication (TV, Newspaper, Billboard, and Radio). Social media, a part of digital media communication has become really a great source of information nowadays. To make a buying decision and even a final buying decision, customers now visit different social media sites to get insights on the products or services they are going to buy because so many users of the brands are also there to talk with them. From the analysis shown in figure 3.10, it was found that 39% strongly agrees, 49% agrees, 5% are not sure and 5% disagrees that social media helps to get more information on brands than other conventional communication. So, from the analysis, it can be interpreted that, social media helps to get more information on brands than any other conventional media.

Key Findings

Digital marketing communication has helped both the businesses and customers from different aspects. In digital marketing communication, people can meet their actual data hunger where conventional media is a teaser. Both are interconnected as both help people get a message and here is the beauty of marketing. Nowadays, marketing departments are becoming Marketing and Communication department. According to the findings and analysis in the previous part, some key findings of the study are given below-

1. Male are the main users of digital media. From my experience at Asiatic Mindshare LTD while managing Facebook pages of Symphony and Helio, I had the opportunity to analyze the fan-base where I had seen the same. The percentage of the male is higher than females in social media. Due to non-disclosure issues, I cannot give much information.
2. Social Media user base has been increased in Bangladesh. Cheap Mobile phones and Smartphone are the keys to increasing this number. Again, Students and young generation is the huge number of the user-base of Bangladeshi Social Media users.
3. Online advertisement is really important in promoting business nowadays.
4. Digital Media helps conventional media to reach more effectively.
5. Privacy issues are really important while doing e-commerce.

Recommendation and Conclusion

Recommendation

According to the analysis and findings, there are some recommendation for the marketers based on the study-

- Marketers should do something that can make the female users encouraged to use digital media which may increase the number of the female user base in Bangladesh.
- The businesses that are still thinking of doing only conventional marketing should start investing in digital media and make their communications more effective.
- Whoever doing businesses especially online shopping related businesses should take some important measures to make customer information secure and give a good customer experience. Customer's Privacy and customer experience should be the concern of all marketers.
- Digital marketing communication is not so costly than any other media but content management in digital marketing communication is really very important. So marketers should give more emphasize on content management and integrate that with conventional media and invest effectively both in digital and conventional media.
- According to a research by Nielsen, the reason of brands failing today is because of low budget allocated for digital media communications, digital media communication gets on an average only 1.2 % of the total communication and promotion budget. So, brands should go digital and increase the digital marketing communication budget

Limitation

During the three months' internship period, so many obstacles came in. Some of the limitations in making the report are following-

- ✓ In collecting primary data, it is really hard to get correct information from people as they might not feel comfortable or provide their false feeling.
- ✓ To observe the whole corporation activities and come up with a fruitful result requires the huge amount of time, so the time limit is another crucial limitation of this study.
- ✓ The internship proposal is conducted based on several secondary data which were rather inefficient or unreliable.
- ✓ Due to confidentiality clauses within the organization, it was not possible to gather some more information that could make the report much greater from all aspects.

Conclusion

Working in a multinational advertising agency like Asiatic Mindshare LTD was one of my dreams when I was an undergraduate level student. I am so happy that I could complete the last phase of my undergraduate life working in such an advertising agency. For a young blood like me working with the creative minds and professionals definitely was a great experience for me. The office and people there were great like home. We used to have fun, work lately with high encouragement because we felt like, we are working not only for the client but also for the nation and its people. Every communication counts. 360-degree communication is done by Asiatic Mindshare LTD, though 3 months attachments is not enough for a person to learn all those, the relationships made there is a lifetime asset who are still with me helping learn so many things. It was a great journey working with so many local and international brands which conclude that it has been a great learning opportunity for me. This has been a great learning experience for my career. The project in this report is done based on the digital vs. conventional marketers' arguments. Both the conventional and digital marketing communication is highly important to uplift brand awareness and brand performance. Digital marketing communication is essential to make today's brands successful and reach not only locally but also internationally. Again, this report is done with a lot of limitations and obstacles. Thanks to so many people who helped me doing this report.

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Attachment:

Questionnaire for Survey:

1. Gender
 - Male
 - Female

2. Do you use social media?
 - Yes
 - No
 - 3 no.

3. Which Social Media do you use more?
 - Facebook
 - Twitter
 - LinkedIn
 - Google+
 - Pinterrest

4. Your profession.
 - Student
 - Entrepreneur
 - Freelancer
 - Full-time job holder
 - Part-time job holder

5. Why do you use social media?

- Entertainment
- Communication with friends
- Business communication
- Shopping
- Knowing different brands

6. Digital marketing is very trust worthy for buying and selling or service.

Highly disagree

- 1
- 2
- 3
- 4
- 5

Highly agree

7. Digital marketing is playing an important role in today's product or service selling.

Less important

- 1
- 2
- 3
- 4
- 5

Most important

8. Digital Media is an easy and effective way to give feedback to different product/service.

- Yes
- No

9. Getting new product launching information through digital media then a conventional media is more informative and effective.

Less important

- 1
- 2
- 3
- 4
- 5

Most important

10. You will get more information about the brands through social media then other communication(TV, News paper, Billboard, Radio)

Less important

- 1
- 2
- 3
- 4
- 5

Most important