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Ogilvy & Mather
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[DIGITAL CONTENT ANALYSIS]

Fantasy Kingdom- Case Study in Ogilvy

Submitted to

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Letter of Transmittal

MahreenMamoon

Assistant Professor,

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Subject: Submission of Internship Report.

Dear Miss,

With due respect, I am submitting this internship report which has been on DIGITAL CONTENT ANALYSIS FANTASY KINGDOM – CASE STUDY IN OGILVY. I have tried my level best to finish this report appropriately and also I have tried to portray my learning through this report. However, I have faced few difficulties while collecting some information as I started working on my report after being done with my internship tenor but in the end of the day I have overcome all the hindrance. I am really grateful for your kind supervision, help, cooperation and suggestions without which my internship report might end up in a failure. However, I will be available to clarify any query Whenever necessary.

Yours truly,

NurjahanAkterUrmi

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BRAC Business School

Acknowledgement

The report is being done to meet the requirement of completing BBA program. While preparing the report, I have come across with various difficulties which have easily been overcome due to some people. Without their help, this report might not be strong enough.

At first, I would like to show my gratefulness to almighty Allah for fulfilling me with the strength, wisdom and ability to work in an intense corporate environment for three months. Then I would like to thank Mahreen Mamoon miss for guiding me to do this report. Without her guidance, it would be impossible to finish this report. Through my entire report writing journey, miss supervises me as like parents take care of their children. Lastly, my warmest thanks go to Digital team of Ogilvy & Mather Bangladesh. To be specific, without the help of Ahmed Arif Amin, Account manager it may not be possible to work as digital intern. His cooperation, guidance, flexibility help me to bolster qualities that needed for today's corporate world.

Executive Summary

The report solely focuses on my experience as an intern in working in 'Ogilvy & Mather Bangladesh. Among many teams of Ogilvy, I had the opportunity to work with the Digital team. This team is responsible for doing all forms of digital marketing & Media buying.

Being a part of this team, I needed to support the team by doing query management, making content calendar, discussing with the creative team, making monthly reports, preparing bill etc.

However, being a part of that team was not so easy. Working in digital team need the highest degree of creativity and planning.

By the way, I have learnt how to work under pressure and deliver the work on time. I have been accustomed to various form of contents which I would not have been come across if I was not the part of that team. I have learnt how to be a team player. The learning is really invaluable to me.

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Introduction

Digital content, also known as digital media is any information or data that can be published. Text, audio, video, animation, graphics or anything else that can be shared or published on the internet, can be classified as digital content. Creation of digital content and its distribution gained popularity during the late 1990s, when the internet first started spreading. At the beginning of it, people were sharing videos and music online. When the internet kept getting popular, people were looking for newer ways to share other contents as well. Eventually came about the social media revolution, which led to anyone being able to share all kinds of content online, be it a home video, a news article or a favorite musical track. More and more, people are spending time on the internet than ever before. Like almost all other industries, the rise of the Internet has changed the world of marketing as well. As customers moved online, so did the marketers in order to grab customers' attention. Today, digital marketing in the form of digital content is a whole new aspect of marketing. Its proper understanding, strategy, creation and application can play a major role in the fate of a brand or organization.

Digital marketing is the promotion of a brand on internet and social media. It includes various platforms and methods like SEO optimized websites, keywords rich blogs, online video content, email marketing, social media campaigns, and mobile marketing, among others. The success of marketing is now concealed in digital marketing and the marketers are now working on absolutely different landscape from the one encountered 10 years ago. Increased use of internet and social media has left a big change on the lifestyle and users' preferences. Social media presence is necessary for the success of practically any brand out there and one can't survive without a digital marketing campaign. According to Google, companies that use digital marketing strategies have 2.8 times better revenue growth expectancy than those that don't. This is because customers rely heavily on the internet when it comes to making purchasing decisions.

About Ogilvy & Mather

History

Ogilvy & Mather is a New York City-based advertising, marketing and public relations agency. In 1948, David Ogilvy founded the agency that would become Ogilvy & Mather. Starting with no clients and a staff of two, he built his company into one of the eight largest advertising networks in the world. Today it has more than 450 offices in 169 cities. It is part of the WPP Group, which is by revenue one of the largest marketing and communications companies in the world. The agency is known for its work with Dove, American Express, and IBM.

From the very beginning, David Ogilvy intended to have a different kind of company. He knew that if he was going to be successful, he would need to build a strong agency brand. The first two fundamental components of that brand would be the quality and diversity of the people, and the quality and class of the operation. "Only first class business, and that in a first class way." The third component was his belief in brands. "Every advertisement is part of the long-term investment in the personality of the brand."

David worked relentlessly to instill the belief among his employees that their job is to make advertising that sells, and the advertising that sells best is advertising that builds brands. And the company as a whole has practiced just what he preached. Over the past 60 years, Ogilvy has helped to build some of the most recognizable brands in the world: American Express, Rolls Royce, Sears, Ford, Shell, Barbie, Pond's, Dove, and Maxwell House among them, and more recently, IBM and Kodak.

Adroitly combining the pragmatic with the romantic, David Ogilvy's copywriting was at the heart of many of advertising's most famous campaigns, including perhaps the best-known headline ever written for an automobile ad: "At 60 miles an hour, the loudest noise in this new Rolls-Royce comes from the electric clock."

David firmly believed that the function of advertising is to sell, and that successful advertising for any product is based on information about its consumer. His copy was written to sell products, and it followed the basic rules of advertising: research and position the product, develop a brand image, and have a big idea.

"The Rolls-Royce budget was less than two percent of the Cadillac budget," reported Ogilvy. This called for copy everyone would read and never forget." Ogilvy immersed himself in Rolls-Royce data, which came to constitute nearly the whole of the body copy ("the coachwork is given five coats of primer paint, and hand-rubbed between each coat, before nine coats of finishing paint go on"). The famous headline came from a specific, obscure piece of testing data from the factory – a triumph, despite the ad's reputation as a creative milestone, of Ogilvy's faith in research. This now represents David Ogilvy in the Oxford Book of Quotations.

Services & Operations

Ogilvy & Mather's services include advertising, public relations, direct marketing, and digital media. Within the company there are a number of units that handle different areas of focus. Ogilvy Public Relations is responsible for the agency's public relations offerings, including branding, public affairs, corporate communication, and digital reputation and influence. OgilvyOne is the agency's direct marketing unit. It also advises clients on customer engagement. The firm's Ogilvy CommonHealth Worldwide unit focuses on healthcare communications and marketing. The agency handles production work through Hogarth & Ogilvy, a joint venture between Ogilvy & Mather and Hogarth Worldwide, formed in 2015. Neo@Ogilvy is a unit of the agency that offers digital media services to all of Ogilvy & Mather's disciplines. As of 2013, sales activation and shopper marketing are administered through Geometry Global, a unit formed through the merger of several WPP agencies, including what was previously known as OgilvyAction. In addition to the agency's main services, Ogilvy & Mather operates several other specialty practices. In 2010, the agency created Ogilvy Noor, a practice focused on creating marketing that appeals to Muslims. OgilvyRED was established in 2011 as a consultancy within the agency that works with Ogilvy's other units to prepare plans for clients' marketing strategies. The agency formed Social@Ogilvy in 2012 to work on social media projects for clients. The practice operates within each of Ogilvy & Mather's major units, including advertising, direct marketing, public relations and digital marketing. The behavioral sciences practice #OgilvyChange was also founded in 2012 by Rory Sutherland in Ogilvy & Mather's London office. #OgilvyChange employs psychologists and other behavioral scientists to consult on using research in these fields to understand and influence consumers. OgilvyAmp

(short for "amplify") handles tasks related to data planning and analytics needs for clients. The unit was established in 2014 and is present at over 50 of the agency's offices.

Major Works

British Tourist Authority – In 1952, Ogilvy & Mather launched a campaign to increase tourism for the British Tourist Authority. The "Come to Britain" campaign replaced drawings with photographs of the picturesque countryside. The advertisements resulted in the tripling of tourism to the UK.

Schweppes – To familiarize Americans with Schweppes, the agency created a spokesman named Commander Whitehead. Edward Whitehead, who was the company's president, was introduced as the Commander in a 1952 advertisement, which showed him arriving in New York with a briefcase labeled as the secrets of Schweppes. The campaign resulted in Schweppes becoming the standard tonic used in the country.

Rolls Royce - After the agency was assigned the Rolls Royce account in 1959, David Ogilvy spent three weeks meeting with engineers and researching the car. The resulting advertisement featured the headline "At 60 miles an hour the loudest noise in this new Rolls Royce comes from the electric clock", which Ogilvy took (and credited) from a journalist's review. The rest of the copy outlined 11 of the car's distinguishing features and benefits. The advertisement became one of Ogilvy's most famous. Ogilvy joked that the ad "sold so many cars we dare not run it again."

Incredible India – Ogilvy & Mather India created the slogan "Incredible India" for the country's Ministry of Tourism in 2002. The campaign targeted an international audience and aimed to boost tourism. The initial advertisements highlighted the breadth of Indian culture and resulted in an increase of two-to-three million tourists per year. As of 2017, the slogan is still in use.

Ogilvy Bangladesh

The Bangladesh office of Ogilvy & Mather has been in operation since June 2006. With over 150 employees, the company is working with top local and international clients such as Pran-RFL, Perfetti, Teletalk, Huawei, British American Tobacco, Unilever, Alibaba, Fantasy Kingdom, Polar, etc.

Fantasy Kingdom – Background

Fantasy Kingdom is a concern of Concord Group, one of the largest conglomerates in Bangladesh. Opened in February 2002, it is one of the most spectacular amusement parks in the country and has become a great tourist attraction in Dhaka. Thirty kilometers from the main city of Dhaka, on the way to Savar, and about five kilometers off the Zia International Airport, Fantasy Kingdom is a favorite destination for group outings, corporate events, picnics and family trips. The whole complex comprises of the main Fantasy Kingdom theme park with several rides, a water park called Water Kingdom, a historical park named Heritage Park, multiple eateries, souvenir shops and a 4-star hotel called Atlantis Resort.

Fantasy Kingdom uses an interesting story to set its theme. According to their Facebook page, “Legend has it that is mysterious Kingdom was lost many years ago because the people in Prince Ashu's land had forgotten how to smile. Then many years later it magically reappeared in Ashulia.” Ashulia is where the park is located. Today, the mascots of the imaginary Prince Ashu, Princess Lia and their animal friends Zuzu, Bobo, Zipper and Bangasaur welcome visitors to the park.

Beyond the massive pink walls of the entrance, lies a world of landscaped gardens, walkways, lakes, statues and plenty of thrilling rides. The Roller Coaster, Santa Maria Viking Ship, Giant Splash, Flying Carpet, Bumper Cars and Ferris Wheel have become household names among many of the local teenagers and young adults. Visitors to the park find the rides to be safe, clean and thrilling. And there is ample parking available as well – enabling the theme park to host hundreds of cars and thousands of guests at the same time. The availability of open space allows the park to host large concerts regularly – local musicians such as Nemesis, James, Miles and Mila are among the top musicians who have taken part in these concerts.

Fantasy Kingdom is a considerably large company targeting a mass audience. Teenagers, college-goers, families and corporates are some of their biggest target groups. In order to effectively reach these audience groups, Fantasy Kingdom has a strong digital marketing plan in place. Ogilvy Bangladesh is the exclusive digital agency of the company, carrying out all of its digital marketing activities.

The Fantasy Kingdom management considers digital marketing to be a more effective tool than any other kind of marketing. It allows them to reach their target audience more cost effectively and with relative ease. This is why they conduct regular online campaigns based on occasions and seasons. For example, right after Intermediate (HSC) results are published, they launch a campaign offering special discounts to the exam-participants, which was more than 1.8million in 2017. Such campaigns help them to always stay relevant to their target audience.

Digital Content and Its Applications

Today's digital world has caused a massive increase in the amount and importance of digital content. Digital content and the customer experiences it fuels are, together, a vital expression of a brand's voice and purpose. As noted in the beginning, any type of content that exists in the form of digital data can be considered as digital content.

Content is the new sales pitch. It is how a brand reaches its audience, even when they're not approaching it for a consultation. The buyer's journey or "decision funnel" is the theoretical path a potential customer takes before they're ready to make a purchase. Understanding the customer's decision-making process is useful for creating more successful marketing campaigns. The goal is to develop content that makes customers want to visit a company's website or make a direct query, no matter what stage of the buyer's journey they're in.

Every customer takes a slightly different route, but all encounter the same basic stages of a buyer's journey:

1. Awareness: The buyer learns about the brand, but may not be aware of why they need its services.
2. Consideration: The buyer considers their options, but is still researching other choices and discovering their pain points.
3. Decision: The buyer is ready to make a purchase, but needs to be convinced that it is the best option.
4. Retention: The buyer has made a purchase, but might not be ready to make repeat purchases.

Depending on where the brand's customer lies in the buyer's journey and what the goal of the campaign is, the content plan has to be prepared. Content aimed at potential customers in the awareness stage should make a loud and positive first impression. Often times, the brand is crafting content for total strangers, which means that it has to grab their attention quickly, and then entice them to keep reading, watching, or listening.

The goal here would be to engage the audience, let them know who the brand is, and give them a reason to care or keep reading. If possible, this is also the time to reveal some pain points they may have been unaware of... pain points the brand can solve.

Awareness stage content includes:

Blog posts (short), Cartoons, Competitions, Contests, Curated lists, Editorial content, Games, Giveaways, Guest posts, Images, Infographics, Instagram posts, Interactive lookbooks, Live events, Media coverage, Memes, Personal predictions, Promoted posts, Quizzes, Reddit posts, Tweets, Vines & Viral videos.

Consideration – Customers in this middle stage understand their pain points and they're looking for solutions. The brand may want to create content that gets its leads thinking about the next step, which means producing deeper content than the ones crafted for the awareness stage. This content might be entertaining, informative, persuasive, or convincing, or it might combine any number of these elements.

The goal here should be to answer questions, overcome objections, and equip audience with all the information they need to make a purchase. The brand would also want to build confidence in its image, so that when the customer is ready to buy, they can remember the brand.

Consideration stage content includes:

Analyst reports, Assessments, Blog posts (long-form), Catalogs, Case studies, Company/industry news, Data sheets, Demo videos, e-books, e-newsletters, Expert guides, Forums, Free samples, Guides, How-to guides, Images, Interactive demos, Mind maps, Photo galleries, Playbooks, Podcasts, Product reviews, Production specs, Q&A, Resource pages, Screencasts, Screenshots, Slideshares, Solution builders, Timelines, Vlogs, Webinars, White papers, Widgets, Wikis

Decision – This is the brand's last chance to swing a sale its way, after a buyer has educated themselves and sits poised to make a purchase. Content in this stage aims to persuade or convince the audience. It is already known that the customer is interested—now is the time to just set their mind at ease.

Social proof, such as user ratings and customer testimonials, goes a long way in this stage. The goal here is to overcome any final objections and resolve lingering feelings of risk. The brand should try to prove beyond the shadow of a doubt that its solution will solve their problem, and showcase why it outstrips competitors' solutions.

Decision stage content includes:

Blog posts (in-depth), Celebrity endorsements, Checklists, Configurators, Consultations, Customer testimonials, Demos, Estimates & Quotes, Feature guides, Free trials, Images, Instructional videos, Microsites, Performance reports, Pricing guides, Product comparisons, Ratings, Reference checklists, Reviews, ROI calculators, Solution planners, Trend reports, Webinars

Retention – One of the most overlooked stages in content marketing is the stage that happens after a sale has been made. If customers had a positive experience in using the brand's offering, they should no longer need very much convincing—but enough value has to be provided to make them want to return.

Creating free apps, tools, and plugins that solve daily problems for customers and keep them thinking of the brand is a great way to stay relevant. Alternatively, implementing a loyalty program, or keeping the audience informed through content-rich e-newsletters.

The goal would be to encourage customers to come back, time and time again. This means maintaining a consistently valuable content experience.

Retention stage content includes:

Apps, Community forums, Competitions, Company/industry news, Contests, Coupons, e-newsletters, Extensions, Loyalty discounts, Plug-ins, Scheduled blog posts, Surveys, Tools, User-generated content

Content should not be one-dimensional. Meaning, a brand should not use only one or two types of content in their digital marketing plan. Instead, it is suggested that they use different types of content to reach their customers even for the same purpose. This will let customers experience the brand in newer ways.

Job Responsibility at Ogilvy Bangladesh

As one of only two interns at the Digital Marketing team of Ogilvy Bangladesh, I had a significant role to play, carrying out activities for some of the biggest companies in Bangladesh. The digital team only consisted of eight people, who were planning, creating and applying digital marketing works for about 12 clients. As the seniors were involved in working out plans and creative for the big clients, I was given to handle 5 smaller (comparatively) accounts. Starting from communicating with the client to understanding their requirement, I had to make the content plan, prepare the creative, schedule posts and reply to customer queries online. The accounts I looked after had only Facebook marketing in their digital marketing strategy. So my work was limited to this platform only. The account I maintained included Fantasy Kingdom, Teletalk, Mentos, City Bank Ltd, Sundrop, Click!, Jhotpot and Kanamachi Station (Unilever).

These were some of my core responsibilities during the internship:

- **Campaign Planning & Management**

Listening to the client to understand what offer they have at the moment, or which products/services they would like to promote during the next month.

- **Content Plan & Calendar**

Discuss with teammates and decide content type. Afterwards, prepare a content calendar, showing which posts would be made on which dates. Upon client confirmation, start preparing the contents with my own teammates and the designer & copyright departments.

- **Query Management**

The first contact between a brand and its customers usually took place on Facebook, so there were always lots of queries from customers for any new posts. Replying to these queries from a list of FAQs (frequently asked questions) I was given on the very first day, took up a major portion of my office time. I looked after the queries for Fantasy Kingdom, Click!, Jhotpot, Sundrop & Mentos.

- Report & Billing

As per the agreement between Ogilvy Bangladesh and the clients, I had to prepare and submit a report and bill at the end of each month.

- Media Buying

As per the clients' media budget, I would discuss with the media team to select the appropriate audience and inform the budget allocation for various posts.

Lessons & Findings

Working for Ogilvy Bangladesh was an unforgettable experience which taught me a lot about digital marketing, client handling, corporate culture, and customer insights. Among many lessons and realizations, here are a few of my most invaluable lessons/ findings from my days of working as an intern at one of the top agencies in the country:

- **Effective Client Handling:** The key to understanding client requirement and delivering value beyond their expectations is clear communication. I had to contact with my clients several times to understand their expectations, bridging any gap between their expectation and budget (if any) and discussing the plan/ strategy we were about to take in order to fulfill that expectation. Even when results did not go according to target, clients would still know that we did our best.
- **Time Management:** At the end of each month, I had to prepare and submit detailed reports for 5 accounts, which required a considerable amount of time. In order to do this within the deadline, I had to be smart by collecting most of the data in advance, leaving only the compilation to be done on the last day of the month.
- **Shoot Follow-up:** I had the rare opportunity to be on a 3-member team which looked after a video production for City Bank Ltd. This gave me the chance to witness how an ad gets made from scratch.
- **Effective Query Management:** Dealing with customer query requires a lot of patience. Some customers would get very excited, may be due to their product failure or something else, and I had to be kind and patient in dealing with them proactively.
- **Target Audience Selection:** As of June 2016, Facebook has over 21 million users from Dhaka alone. I learned how to narrow down our target audience based on location, interest, age, demography, etc. to select the most appropriate target audience for each of my assigned brands.

My experience will be invaluable if I ever join another digital agency or if I want to do Facebook marketing of my own company. I now know firsthand how digital marketing is done by the biggest agencies for the biggest clients.

Digital Content – Bangladesh Perspective

When Grameenphone zero-rated Facebook for Bangladesh, there was a sudden spike of internet usage and number of Facebook users. The first experience for many people with Internet has been Facebook, so its not surprising when people in the rural areas recognize Facebook before the word Internet. With decreasing cost of smartphones and data packages, more people from Bangladesh are accessing the Internet than ever before. And as such, digital marketing is not only a rapidly growing force in the current marketing playing field, it is set to be the future of marketing, and it seems likely that digital media will soon overtake, if not replace more traditional forms altogether. The facts are that digital methods of communication and marketing are faster, more versatile, practical and streamlined, so it is perhaps unsurprising that once the technology became available we began quickly moving into the digital age. The digital marketing opportunity in Bangladesh is quite evident from this fact that as of March 2017, Dhaka is the second biggest city for active Facebook users, with over 22million. Evidently, local marketers are using various types of content on different platforms to attract potential customers.

The most commonly used online platform for digital marketing in Bangladesh is Facebook, by and far. Businesses tend to create their dedicated pages on this platform and develop an audience by sharing content such as videos, images, news, contests, etc., beside informing about their core products and services. Google comes second in Bangladesh as a major platform for digital marketing, thanks to their powerful search engine. Marketers can bid for keywords and place their website on top of relevant search results. Google-owned Youtube is also very popular in our country, where marketers can put video & banner ads through bidding. Google requires marketers to choose from either CPC (cost per click) or CPM (cost per 1,000impressions); marketers are suggested bid amount for their targeted keywords. Facebook-owned Instagram is also quite popular as it offers marketers to give vivid illustrations of their products through this photo sharing social network. Ad content on Instagramare mainly images and videos. Other less popular platforms include Pinterest, Snapchat, Twitter, Flickr and online news portals.

Recommendation

People of Bangladesh are spending more time online than ever before. This trend is likely to increase in the days to come. Mobile phone companies expect higher sales, telecom companies expect higher data sales, and social networks such as Facebook and Google are working closely with the government to ensure more people are connected to the Internet (and use their services). From a marketer's perspective it means two things: that they follow their customers into the digital realm; and update their content on a regular basis to stay relevant to their customers.

Facebook, with over 1.8 crore users in Bangladesh, should definitely be a priority for any digital marketer. However, Facebook ads are getting more expensive than ever. Also, as customers are maturing, they are using more platforms besides Facebook. So digital marketers should allocate budget for these other platforms like Youtube, Google, Instagram as well.

It is important for FMCG companies to reach a mass audience. On that note, online news portals should also be an important consideration. According to Alexa.com, a leading analytics firm, 3 of the top 10 most visited websites from Bangladesh are news portals. So companies that want to reach a large local audience could consider putting banner ads on these online news sites.

On the other hand, small and medium enterprises (SME) should consider digital marketing as a top priority for their marketing. Not only can they reach their precise target audience through filtering, also they can do their marketing on such small budgets that are unprecedented in the traditional marketing field. Digital marketing would be a real bang for their bucks.

In spite of all the glory, marketers should not consider digital marketing as their single mode of marketing. Consumers these days are bombarded with an unbelievable amount of information on the Internet. According to a research, the average person gets 174 newspapers worth of information per day, compared to two and a half pages 24 years ago. Evidently, most of it comes from the Internet. So the marketing space is very crowded nowadays for any brand to stand apart. For this reason, marketers should utilize traditional marketing as well. Digital marketing should only be regarded as an additional marketing channel, rather than the only one. However, the time has arrived when digital marketing should be regarded as the most vital aspect of marketing.

Conclusion

Technology and the Internet are changing the world around us. Whole industries are getting redundant while new ones appear. With all the changes around us, the marketing sector is also evolving. Marketers have to follow the customer, and right now customers are increasingly leading marketers to the digital space of online news portals, apps, mobile and social media. Digital marketing itself is evolving with the dawn of artificial intelligence. Complex data analytics, customer insights and machine learning have enabled marketers to reach their precise target audience in ways never seen before. In such a scenario, Bangladeshi companies should embrace the powers of digital marketing to achieve success. It is important that they use as many of the digital marketing tools as possible and stay at the forefront of any new developments.

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