

ATL Marketing and Its Impact on Brands- A
Case Study on Ogilvy & Mather Bangladesh

Internship Report

On

ATL Marketing and Its Impact on Brands- A Case
Study on Ogilvy & Mather Bangladesh

Submitted to

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Subject: Submission of Internship Report.

Dear Madam,

This is a great honor for me to present my internship report titled “*ATL marketing and its impact on brands- A case study on Ogilvy & Mather Bangladesh*”, authorized under your supervision, as a partial requirement for the completion of BUS400.

This report endeavors to analyze the learning and experiences of my three months internship period at Ogilvy & Mather Communications (Pvt.) Limited, Bangladesh. It then goes on to analyze the ATL marketing and the impact of it on its brands by Ogilvy & Mather Communications (Pvt.) Limited, Bangladesh.

I am thankful to you for your kind support and supervision, in the preparation of this report and sincerely hope that I would live up to your expectations regarding the quality of my work. I tried to put my best effort for the preparation of this report. Yet if any shortcomings arise, it will be my pleasure to answer any clarification and suggestion regarding this report.

Sincerely Yours

Nusrat Binte Islam

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Acknowledgement

I would like to start my report by thanking the almighty Allah for giving me strength, courage and ability to complete the internship program in a given time with sound health. Also, I would like to give thanks to some people who helped me learn how the practical work are done and with their insights, advice and suggestions helped me completing my internship period and this report.

I would like to express my cordial gratitude to my internship supervisor Ms. Rahma Akhter for her guidance and feedback which made everything clear to me to complete this report. Before starting the report, I was very skeptical about how to complete this report, but she guided me to write it and take me to my comfort zone by being patient. Moreover, she aided me when I needed and her feedbacks and suggestions helped me to improve my writing.

My deepest appreciation goes to my supervisor A K M Shihab Uzzaman, Account Manager, Ogilvy & Mather for his guidance and cooperation throughout my internship period and guided me to prepare this report. He has enriched me with necessary ideas and concept for continuous improvement of the paper.

I would also like to express my sincere gratitude to all the employees of Account Management, Creative & Copywriting department who helped me during my work-tenure and made my journey an unforgettable one. People from all the departments helped me to gain practical knowledge which made my Internship period effective and educative.

Executive Summary

This internship report focuses on the work experience I have gathered being an intern in the Account Management department of *Ogilvy Bangladesh* in my three month time period. I particularly focused on the unique consumer promotions and marketing campaign that Ogilvy undertook to leave their clients as well as the viewers amused and entertained. Their operations include a huge number of services which they deliver using different medium such as TVC, Radio, Press, PR, 360 degree campaign and many more. A list of their clients is also attached in this report and Ogilvy was responsible for creating ideas to display their clients' products as a brand. Again, a SWOT analysis has been done to showcase the performance of Ogilvy against its competitors in the local and international arena. Also, I have shared a detailed insight about my work experience at Ogilvy along with a detailed job description where I had to deal with local and international brands, conducting research through market visits and periodic surveys, brainstorming, planning and implementing ideas on how to execute Ogilvy's services in the best possible manner. Lastly, I discussed about some significant consumer promotions such as, 'Dove- Combo bag free' promotion, Shakti doi press release, Mentos re-positioning campaign. At the same time, I have also mentioned about how the branding and positioning was done for these products in an attempt to make the brands more attractive than the competitors' products and also to retain these brands in the consumers' mindsets.

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Chapter 1: Organizational Overview

Introduction

An undeniable part of marketing is advertising. The purpose of communication is to convey the product or service to the right target group to persuade in purchase decision. The goal of an advertiser is to channel the proper message through campaign and communication to the potential buyer and to some extent influencer, so that they can make the purchase decision and get to know the product and differentiate from the competitors and the brand image at their desired position. TV commercial, proper placing in the target group's preferred magazine and newspaper, distinguishable eye-catching packaging, targeted timing of airing theme song, radio commercial and social media marketing are every advertiser's dream and the effort of team work.

Ogilvy & Mather Communications (Pvt.) Limited is one of the renowned advertising agencies globally as well as in Bangladesh. I feel privileged to be a part of the great team during my three month Internship period in this organization; I have learnt how to implement the academic knowledge into practical arena of marketing especially in advertising. Acknowledging the wonderful mentors who took their time and gave their effort to taught modern advertising and how the practical business works.

Most of the agencies has three sectors in which they execute their work routine. They are: ATL, BTL and TTL. ATL is the conventional and popular media to our customers in this country. In this report, the knowledge and resources from Ogilvy & Mather is used to understand the roles of ATL marketing and the impact of it over products and services.

Origin of the Report

“ATL marketing and its impact on brands- A case study on Ogilvy & Mather Bangladesh”– title name has been selected as the report title of my Internship report of BBA Program of BRAC Business School and supervised by Ms. Rahma Akhter, Lecturer of BRAC Business School, BRAC University. I have been working with the ‘Account Management’ department of Ogilvy & Mather Communications (Pvt.) Ltd. since May 18, 2017 till August 20, 2017 and I have prepared my internship report based on my assigned responsibilities.

History of Ogilvy

David Ogilvy founded the agency in 1948 that became Ogilvy & Mather. Their journey was rough, started with two staffs and without any client. Gradually, they proved themselves and now it is one of the largest advertising in the whole world. Today Ogilvy has more than 450 offices in about 169 cities altogether.

David Ogilvy was a dreamer. His dream was to create an organization which will serve people and deliver quality output and have diversity of people. His concept of advertising is to create communication that will not only serve communication purpose but also build the brand image. Ogilvy believed that, **“If it doesn’t sell, it isn’t creative”**

Over the past 60 years, Ogilvy has helped to build some of the most recognizable brands in the world: American Express, Sears, Ford, Shell, Barbie, Pond's, Dove, and Maxwell House among them, and more recently, IBM and Kodak.

Ogilvy & Mather was registered in Bangladesh as an individual organization in Asian region back in June 2006. In December 2006, Ogilvy & Mather was merged with *Marka*, previously known as a local mid-size agency in Bangladesh to get a first-comer benefit. In March 2008, Ogilvy & Mather took a leap and officially launched the 497th office of their global network, in Bangladesh. During the last few years of performance in Bangladesh, Ogilvy & Mather Bangladesh has been able to cut a good shape for itself, in the global Ogilvy community as well as in the advertising industry in Bangladesh. Remarkably, Ogilvy Asia magazine has published the activities and operation of Ogilvy & Mather Bangladesh with high importance. The clients of Ogilvy & Mather Bangladesh are really happy and satisfied with their services that helped creating a great image in the market.

Clients of Ogilvy & Mather Bangladesh

Ogilvy Bangladesh is currently servicing a list of global clients including British American Tobacco, Unilever, Arla, Huawei, Kraft, Perfetti Van Melle, Dan Foods, Concord etc. Among local clients, Grameen Danone, Teletalk, Polar are also worth mentioning.

The following illustration shows the wide range of the agency's clients:

Organizational Hierarchy

Ogilvy and Mather Bangladesh has several departments for maintaining a smooth operation. The complete organization hierarchy is illustrated below-

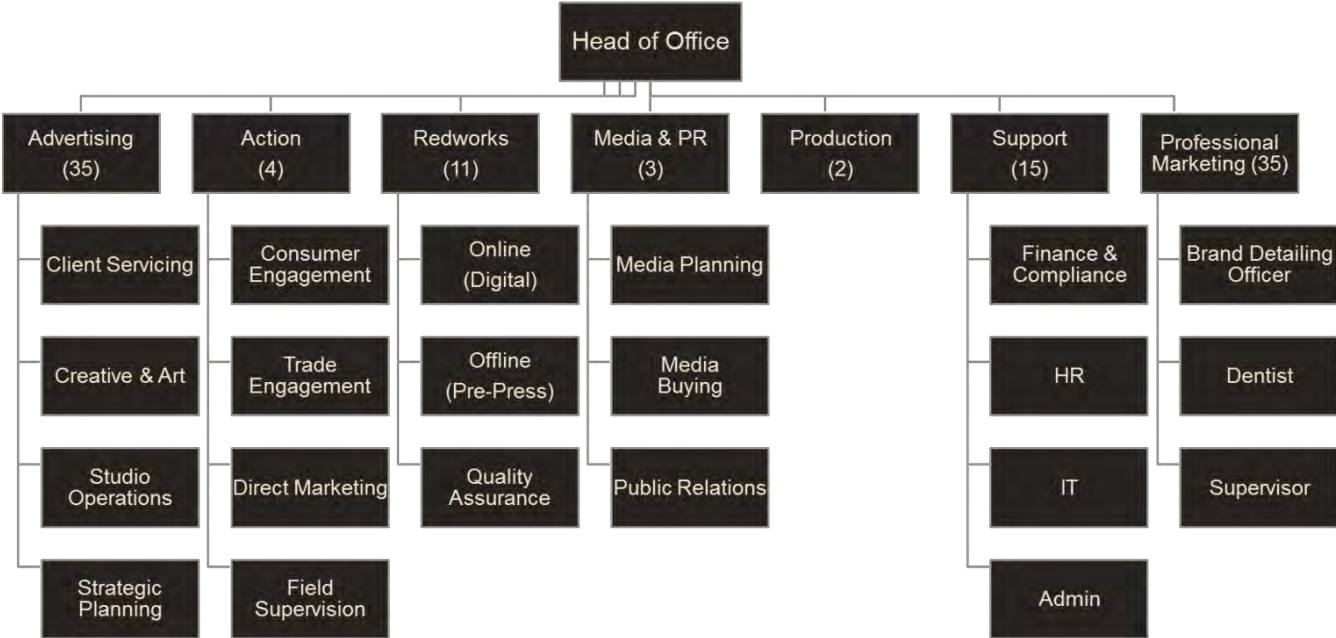


Figure 1: Organizational Hierarchy

SWOT Analysis

Strength:

- A renowned multinational advertising agency.
- Global reputed clientele operating here in Bangladesh
- Well-known local clientele with reputed brand value
- Good ambience and well nurtured office environment
- Well-built relationship with existing clients

Weaknesses:

- Financial capacity is poor. For a global agency, Ogilvy should have enough capacity to have financial muscle.
- Lack of proper media planning wing.
- Ogilvy does not have planning department at all. All the planning are done by Account Management Department along with their regular client servicing work.
- A small number of employee motivation schemes, remuneration and no extra facility.
- Lack of manpower makes it difficult to maintain work-life balance and as a result, people get easily frustrated and demotivated towards work and it hampers creativity.

Opportunities:

- Many global firms are enlarging their business in Bangladesh.
- Advertising in digital media sector, especially in social media is increasing.
- Clients become more concern about their brand establishment.
- Media business is lucrative sector if done with financial muscle, media research & planning.
- As Ogilvy is a multinational agency, new opportunities of global client's are on the horizon.

Threat:

- The number of corporate in-house agency is increasing and importance of partnering up with agency seems less important to corporates.
- Entrance of new and local agencies in this industry
- Almost all the big and small agency has their own audio visual setup whereas Ogilvy Bangladesh delegates the project to other production house and loose the opportunity to generate revenue.
- Clients choose different agencies to work on their media planning as Ogilvy does not have a strong media planning team as a result Ogilvy loses revenue.
- Ogilvy focuses on creative idea and brand strategy and client wants a lower budget communication; in the process, Ogilvy loses pitch and potential clients.

Chapter 2: My Job

My Job at *Ogilvy*

Working in advertising agency was my most desired job. After graduation, I was looking for internship opportunities especially in advertising agency. I got lucky that I got the chance to work in such organization like *Ogilvy Bangladesh* at my early stage. Three months was a roller costar ride for me. Working in agency, is never boring or monotonous. Every day I had to challenge me with new and tough jobs, thus I was been able to push me to get the finest outcome possible. My job environment, my colleagues and my supervisors were very nice and friendly. Even, for recreation, organization organized a game show for all the employees during my internship period. My colleagues were never tired of teaching me something new and guiding me throughout the time span. When I saw some campaigns telecasted where I was directly involved, my happiness and pride know no bound. Moreover, when the products were available in market, I feel like my purpose was fulfill and successful.

It has been the best experience of me as I was graduated from Marketing and HR background and I could actually relate all the academic theory and apply them in my job life. It was a great honor for me to work with *Ogilvy Bangladesh*.

Job Description:

- Dealing with various local and international brands (mainly Polar, Dano, Unilever and Grameen Danon)
- Delivering the brief and requirements to creative designers from clients
- Before launching a new product, researching on different competitors' product and their strategies
- Surveying the target group, conducting market visits, and compiling the research data to draw a conclusion
- Brainstorming for creative ideas for mediums such as press, television commercial, social media etc.
- Creating plans for upcoming campaigns

Chapter 3: Objectives

Objective of the report

The Primary objective of this report is to understand the roles of ATL marketing communication of *Ogilvy* and how it is impacting the brand proposition on consumer's mind. Also, to share my experience and learning during my internship period.

Methodology

Primary Data:

Three months work experience was my primary source to collect information for this report. Moreover, majority of my information source was the interviews of my colleagues and employees of *Ogilvy & Mather Bangladesh*. Also, their opinions and their long experiences helped me to understand things from their perspective.

Secondary Data:

My main source of information was taken from secondary data.

- *Ogilvy Bangladesh* credentials were studied as well as individual client accounts for their specific requirements.
- *Ogilvy & Mather* Global website to know their history and origin.
- Other websites and project reports related to my topic.

Limitations

The biggest limitation for me would be lack of proper grooming as my immediate boss was out of town when I joined. I went through a tough time and could not understand the procedure of their work pattern as I was not fully groomed before starting my internship journey. Another limitation was to get all the authentic and relevant information about the campaigns for my report. It is because, we were not legally permitted to disclose client brand's information, and client's brief and our research information as most of them were confidential. Also, it was a challenge for me to complete this report within deadline despite of having day long work schedule 10 a.m. to 8 p.m.

Chapter 4: The Project

Definitions

There are three marketing concept present in industry, they are: ATL, BTL and TTL. ATL means widespread brand building advertising. BTL is known as highly targeted direct marketing. TTL means combination of ATL and BTL marketing. The details are given below:

Above the line (ATL)

Above The Line (ATL) refers to those promotional activities which are done at mass level targeting massive audience at a time and this mode is more conventional in nature. This communication is mostly effective when the brand needs to establish its image and when it need to inform the customers about new product or to remind about old one. Objective of ATL Marketing is not to create conversion but to generate top of mind impact of the brand. This marketing is done at regional, national and mainly bigger boundaries. Company applies ATL for creating a desired brand image. The marketing mediums are television, radio station, newspapers, magazines and cinemas, those are the easiest way to get exposure and to reach a large number of people. Today, brands use this method to capture consumer's mind positioning, to enhance brand effeteness and for new brand launching.

Below the line (BTL)

BTL (Below The Line) is known as those promotional activities which are occurred in micro level communication and bit unconventional and the mode is unique in nature. This marketing type focuses on ground activation and direct marketing and focuses on specific target group. This sort of marketing is best for instant response. Mediums are free sampling, distribution of flyers, tele-marketing, newsletter, brochures, PR, newly added one is activation program. Activation programs have become the new trend in BTL marketing. Here, brands sponsor to different events, also, promote their brand strategically. In 1954, both ATL and BTL concepts were first introduced as whole new promotional activities quite different than mainstream advertising. After that, gradually all the marketers started implementing it. Although, social media is an essential part of BTL but when it comes to creating brand value among consumers than it certainly can beat the common mediums like television, radio station or even magazines.

Through The Line (TTL)

Through The Line is the most recent concept in advertising industry. The strategy engages both ATL and BTL simultaneously. Such as, about a particular product, customer will see a TVC, hear a radio jingle and also can see an activation campaign of the same product. This approach

helps a customer to connect with the brand at multiple points. TTL is a way to convey consistent message throughout all medias and thus change customer perception.

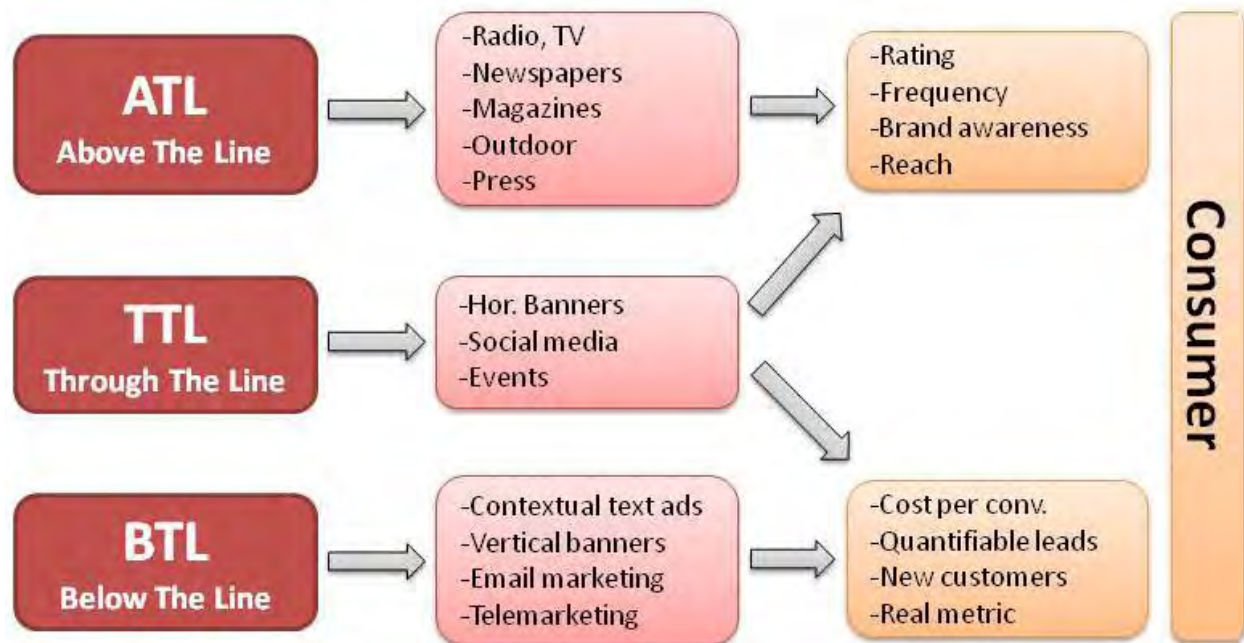


Figure 2: Framework of ATL, BTL & TTL

ATL Marketing in *Ogilvy*

ATL is commonly used technique in any advertising agency around world. It is used to target a specific and large number of target group at a time. ATL is applied to promote brand and also to increase brand awareness among customers. Widely used mediums are: Television, radio, print media. This is why choosing a prime time on television and radio and also printing an ad in appropriate page of newspaper is the most essential part of ATL.

Unlike other agencies, *Ogilvy Bangladesh* has a dedicated ATL team who ensure that a particular advertisement can reach maximum number of customer. As I was part of ATL, Account management team, so I will focus on ATL marketing in my office and the impact of it on brands.

During my internship period, *Ogilvy Bangladesh* did some splendid consumer promotion and the medium was mainly printing press. Some of the consumer promotions are described below:

Dove Shampoo- Combo Bag Free

Target Group:

Customer of Dove Shampoo and Conditioner, upper class to upper-medium class of society, age limit: 21-35, it is because the offer is for Hair Rescue Bottle only and hair fall is taken as an adult health issue rather than a teenage problem.



Execution:

When Unilever thought of such offer they wanted some suggestion of the gift items. Towels, hair brush was short-listed, but they were used before by them or by their competitors. So, we came up with travel bag and according to brand requirement the colour had to be white so that it could match with the brand colour. Then after approval, the ad was sent in newspaper and recently, they uploaded it Chaldal.com. The main goal was to get exposure and to sell more shampoo and conditioner.

Brand Positioning:

After the campaign, the sale was boosted than before. The best decision was to select an online shop Chaldal.com. As, Chaldal.com has become one of the best way to buy groceries online, placing the ad in their website increased exposure of the offer. Dove is always a premium shampoo brand for our country. So, when someone sees a great offer of a premium brand, question arises in curious mind and as a result the product is sold. The promotion was beneficial both for shampoo and conditioner.

Dano Full Cream Milk Powder- Ramadan Offer

Target Group:

Promotion was applicable for 400 gm, 500 gm and 1 kg. So, the target group was family as mega packs are mostly bought for family.



Execution:

During Ramadan, many companies try to run different lucrative offers to grab most audience possible. Like other competitors, Dano Full Cream Milk Powder planned of a simple yet catchy consumer promotion offer throughout Ramadan. 10% extra for each pack would not only attract new customer but also satisfy loyal customers. Usually, during Sehri time, one glass of milk gives you energy for all day long fasting. So, if you need glass of milk then why not a trusted brand- Dano for your consumption. That was the initial idea for the offer.

The medium was printed advertising such as newspaper, magazine and in-store posters and leaflets.

Brand Positioning:

Dano is a premium and superior brand but to increase sales in pick season, a more modest way had to be taken. Dano maintained its brand image while bringing out a more affordable campaign which would bring in new customers to try the products. It has always positioned itself as a

trusted and premium brand. But when this sort of promotions happens, it adds a bonus point for the brand. People, who used to buy Dano, would buy it more as it was giving a promotional offer.

Shakti Plus Doi- Press ad

Target Group

Parents of kids (0-10) as, the ultimate buyer will be the parents of kids. But consumer will be children. Upper class and upper-middle class family.



Execution:

Packaged yogurt is quite a new food item for our country. We usually consume yogurt as a dessert item. But in western country, yogurt is consumed as daily food item and it is very healthy and nutritious for us. So, the primary goal was to aware people about the benefits of yogurt and to aware people about the brand. This is why the press ad was more informative and catchy image was placed to grab attention.

The medium was newspaper and magazine advertisement.

Brand Positioning:

Yogurt is not included in daily routine food yet, but parents are more concern about their children's health. So they should include yogurt of foreign brands in their food list. But Grameen Danon is offering a yogurt, fulfilling all necessary nutrients. By watching this ad, consumer would learn more about the yogurt. Also, they would consider yogurt as their necessity, not their luxury.

Mentos- who says No?

Target Group

Young People, who love chewing dragée not chewing gum or not chocolate.



Execution:

Globally, Mentos has re-positioned their brand image. Previously, the brand tagline was ‘budhhir batti jalaw’ now, they are trying to change it to “who says no to Mentos?” Main purpose was to position Mentos as very positive and ice breaker item. They wanted to use Mentos as a way to introduce you to new person. If you offer Mentos to anyone, no one will say no this. So, they wanted to convey the same message to TVC, press release and also to social media context. In TVC we found everyone sharing Mentos and opened up to new possibilities.

The medium were TVC, printed ads and social media posts.

Brand positioning

If any brand is planning to re-position itself, it takes a long time to evolve. So, the initial step was to position Mentos bit differently from ‘budhhir batti jalaw’ and establish ‘who says no to Mentos?’ For few more years, the campaign will continue saying same tagline again and again to change Mentos’s position from enthusiastic, funky and loud brand to down to earth brand. Mentos will help you to make fresh connection with people you don’t know. However, the campaign is at its primary stage, so it cannot be judged so easily now. The ultimate goal is to re-position the brand image successfully.

Polar Halal product exhibition

Target Group

Everyone who loves ice Cream and consume it on regular basis.



Execution

Islamic foundation organized a halal product exhibition in July 2017. The objective was to notify people about their brand. There was a stall assigned for Polar in Baitul Mukkarrum mall. It was a day long fair, where people came and visited the stall. So, there were X-banner and wall posters designed, where we highlighted the internal procedure of ice cream production. The purpose was to create authenticity and visual of ice cream production.

Brand positioning

Polar is the first halal ice cream in Bangladesh. Taking part in exhibition was a medium to share consumer that they were halal. The visuals draw attention of consumers to the stalls. People were more curious about the ice cream offers and promotional discounts. But it created a hype that there is a concept of halal ice cream.

Recommendation

- ✓ Set up a benchmark, while hiring for account management and creative to ensure effectiveness.
- ✓ Strictly maintain lunch and break time, to maintain a healthy work hour.
- ✓ Increase employee benefit and give enough incentive to retain good employees.
- ✓ Should arrange knowledge sharing and training program from region more often.

Conclusion

Ogilvy Bangladesh has started their journey in 2006 and now it is one of the best marketing agencies in Bangladesh. Three months of internship has certainly been the most enjoyable and exciting experience one could ever imagine. For a fresh graduate, working in Ogilvy with such creative minds around was the starting for my career. The environment was so friendly and cooperative that no one can ever be tired in Ogilvy even if there was too much pressure. Although, three month time frame is a short time to understand the core of any job but the bonding through work lasts for long. I had the opportunity to work with top class brands of Bangladesh and to know about their internal policies. The report is written based on ATL marketing and the impact of it in any brand and my experience of internship. Since, I want to peruse my career in advertising agencies; my internship experience would help me excel in my future.

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