



Internship Report

Analysis on Consumer Recall, Recognition and Brand Association of the Savlon Social Media

Campaign

WebAble

Course: BUS 400

Summer 2017



Submitted To

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Date: July 27, 2017

1.2 Letter of Transmittal

July 27, 2017

To

Adiba Naoshin

Lecturer

BRAC Business School, BRAC University

Subject: Submission of Internship Report.

Dear Mam,

Courteously, I am very gratified today to present you my Internship Report as the requirement of the completion of BBA program. I have done my Internship at WebAble which is a leading digital marketing agency in Bangladesh. I have successfully completed all the task and responsibilities which were given to me and I have put my best effort to make the internship report according to your instructions and also followed the structure provided by the BRAC University.

Through submitting the report, I hereby complete my academic internship at WebAble. I would greatly respect your valuable criticism and oblige thereby.

Sincerely yours,

Tanzeela Rahman

ID: 12304005

BRAC Business School

BRAC University

1.3 Acknowledgement

The internship I had with WebAble has provided me with a great deal of prospects to apply the theoretical knowledge in the start-up culture. The work culture of WebAble was that of a start-up where the work was not process-oriented rather it has an innovative approach. In each project almost all the minds collaborate to bring out the best results. Hence I learned that even with immense freedom, one can find their own deadline. I would like to specially thank the founders of the company who have conducted induction training by themselves and specialists such as Don Sumdany, Mohammad Tauheed and so on.

Mostly, I would like to express my deepest gratitude to Adiba Naoshin, BRAC Business School. She has chosen an effective aspect to conduct a statistical analysis on a valuable topic. Needless to say, all the support and guidance you have given me to make the report substantial is credible. I am grateful to you for your valuable time and consultation to check the draft of the report and give some necessary feedbacks. It is my honor to have done my internship under your supervision.

Furthermore, I would like to thank to Ovick Alam, the Chief Executive officer of WebAble, who guided me throughout my internship period and briefed with clear instructions and gave constructive criticism when necessary.

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1.5 Executive Summary

The research caters to the impact of social media campaign on brand recall, recognition and associations which in turn would create a change on their purchase intention. The demography was chosen based on three professions with a wide age bracket. The findings should that Savlon being an established brand already has instilled the colour blue and its logo in people's minds. Hence the brand recognition is strong. Brand recall was strong in the area of its product type but it was not the case in terms of its use for handwash and cleaning floors. The overall evaluation can be drawn out to be that the campaign had a significant impact on the respondents however, Savlon itself has a strong brand identity from before hence the campaign could achieve brand loyalty easily through its social media presence.

Chapter – A

Organization Part

WebAble is a digital creative agency serving the ‘WebAbulous’ brand experiences. Powered with 18 digital marketing technologists, WebAble delivers simplified digital interactions for its clients. It was recently awarded the first Commward GOLD for New Technology in Promotional Campaign in a campaign of RUCHI.

At WebAble, it is believed that the power of web can change the method of businesses communication. To develop a stronger, more personal, connection, it is essential to connect to people and enhance their web browsing experience. Advertisements on web should be intriguing and show forth the brand personality.

The company loves to simplify and humanize all their deliverables with a high return on investment.

WebAble’s clientele includes Kaspersky, Aarong, Dell, Bay Developments, ACI, Bangladesh Brand Forum, British American Tobacco, Bitdefender, Akhoni.com and other reputed organizations. WebAble’s 360° digital marketing capabilities include Strategy & Analytics, Design, Development, Social Media Marketing, Digital Advertising and Interactive Campaigns.

2.1 The nature of the enterprise is that of general partnership with 4 co-founders with unique set of competency breeding different teams. The founders are:

Ovick Alam: Chief Executive Officer

His duties incorporate basic leadership on procedure and other key approach issue. He is the key communicator to the representatives; the basic leadership part includes abnormal state choices about arrangement and methodology. As a pioneer of the organization, he informs the board concerning chiefs, rouses representatives, and drives change inside the association. As a director, he manages the association's everyday operations.

Anis Hannan Chowdhury – Chief Operational Officer

He is the representative of the organization additionally driving the business group. Beginning from Commwards to SpikesAsia, Anis Hannan has taken WebAble higher than ever and expanded the brand say of the organization considerably

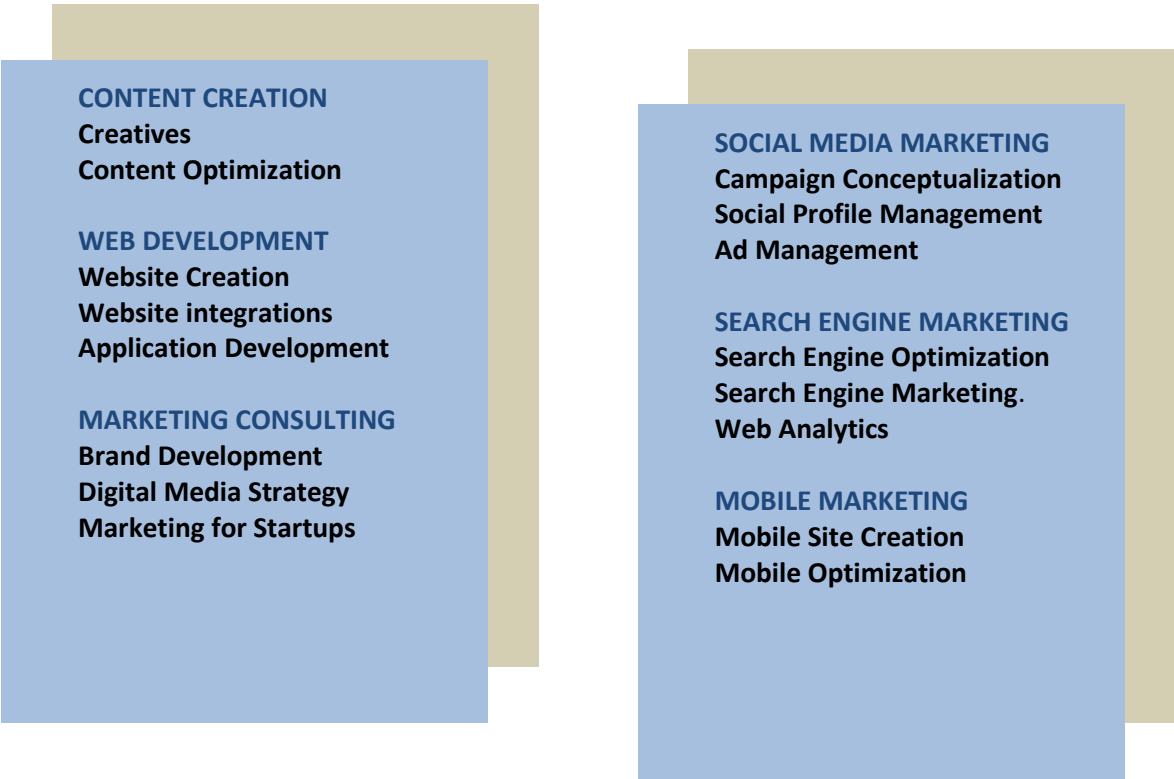
Syed Mahbub Shadab – Chief Innovation Officer

From coding to programming, each application and site has his knowledge behind. Not simply planning, the web group of WebAble additionally tries different things with UI, programming outlining and information frameworks. They assembled intuitive battle in the both of advanced stall, diversions and social stages too

Amit Richard – Chief Designing Officer

From typography to shading plan, he has everything arranged. He drives the group of creators with his experience of 14 years.

2.2 Services Offered By WebAble



2.2.1 Strategy & Analytics

Ensured experts in the Strategy and Analytics group takes care of the considerable number of issues, for example, should an organization go computerized, provided that this is true, where to begin? Would it be a good idea for them to frame their own particular stage or lease it? How might they gauge accomplishment as per the key execution pointers? Does it expand the brand value of the organization? What is the amount to be contributed and legitimize the speculation? How to pace the computerized change and purchase administration's dedication into the procedure?

At WebAble , openings are investigated by means of planning procedures and battles and making inbound promoting set-up. Destinations are organized and key measurements are characterized to convey comes about. We upgrade your financial plan crosswise over stages, substance and media purchasing to get the best return.

2.2.2 Design

The word design signifies so many different things: a process, a means of promoting sales, and a stage on the road to production. It enhances products, and sells them; it solves problems and conveys ideas; it is artistic and commercial, intellectual and physical.” - Frederique Huygen. They work intimately with the customers to draw out the substance of the brand making durable and reliable Identity Design, UI/UX configuration, Print Design and Web Graphics that are vital, ageless and remarkable. They are computerized local and work intimately with investigation group to discover what works. They make outline that leaves an effect on the purchasers mind.

2.2.3 Development

They program utilizing HTML, CSS or Javascript in a way that mirrors the brand identity and is easy to use; it is truly about seeing how clients will see and utilize the site or application and act as needs be. They create responsive and present day program perfect sites, spend significant time in HTML5, CSS3 and Javascript. They additionally work with different open source systems like Wordpress, JQuery and Greensock and utilize different front end advancement apparatuses to create a dexterous work process.

2.2.4 Social Media Marketing

The online networking presents are on make significant human associations with the group of onlookers. It is the gathering of impressions that the clients have about the brand - both disconnected and on the web, that makes the brand character significant. Committed record supervisors, fashioners, publicists and group directors give a human tone to the brand and drive discussions in online networking. They utilize specific devices to deal with the web-based social networking effectively covering Facebook, Twitter, LinkedIn, Slideshare, Instagram, Pinterest, Tumblr and Google+.

2.2.5 Digital Advertising [Media Buying]

They ensure the message of the customer is conveyed to the correct crowd, at the ideal time in the correct stage, in right setting by going crosswise over channels, for example, web index and social stages, portable enhanced and desktop driven. They target geologically, demographically, and logically with dangerously sharp precision. They fabricate pipes and run retargeting/remarketing efforts. Besides they screen and upgrade battles constantly for most extreme ROI.

The organization likewise covers media purchasing crosswise over Google Adwords (Search and Banners Ads), Google Admob (Mobile) and G&R (for Bangladeshi locales). In social publicizing scene, they cover advertisements in Facebook, Youtube and LinkedIn. From their experience, Facebook promotions are the most famous and financially savvy. A portion of the well known classes are: Page Promotion Ads, Engagement Ads, Website Click Ads, Event Promotion Ads, Offer Promotion Ads and App Install Ads.

2.2.6 Interactive Campaigns

WebAble provides creative and development teams together to go beyond the ordinary and turn the whims of imagination into reality through hardware, software, web apps, social media and interactive technology.

2.3. Structure of the company

2.3.1 Level: Ovick Alam, the Chief Executive Officer of WebAble said he believes in expanding horizontally not vertically. All the projects in the company are team based hence there is not much need of hierarchy. Infact, he believes that it slows down the decision making process to a huge extent.

There are only 4 layers in the respective departments and across the organization. They mostly emphasize on team- performance than individual performance when it comes to compensation. Therefore, this structure can provide challenges and create work opportunities that will, in theory, motivate the employees. Job rotation and job enlargement occur on a frequent basis .

2.3.2 Differentials: In WebAble, the differentials between pay is given by the number of years worked in the company and number of hours worked. For example, part-time workers are paid 15 thousand because they work 30 hours a week and full time workers get paid double 48 hours a week.

They do not pay much heed to educational degree. They are ready to hire student of class 5 as long as he or she is good at the work. The company focuses of skill-based work.

2.3.3 Content and Value: Workers who joined WebAble during the time it was nothing significant gets a higher multiplier in their yearly increment. Ovick Alam said that ‘I have two designers who started working for us when we had only one client. They took a greater risk than the ones who are appointed currently. Hence they are rewarded more for believing the company and showing utmost loyalty.’

As the content of the work, the developers and designers have a greater multiplier of 1.8% in their yearly increment than the other job holders. This is due to the fact that their skills are unique in the market and the complexity of the work is higher. It is very hard to get naturally good developers and designers and hence it is more valued. On the other hand, account managers and sales executives can be taught to be efficient at their work. The sales executives’ job value is the highest in the company as they bring in most of the clients. Their relative contribution is stronger to the organizational goals. They do not get a higher multiplier however they get lump sum for every client they bring in.

2.4 The culture of the company

The digital media industry has a competitive environment which is turbulent and unpredictable. WebAble designers, copywriters and developers are constantly looking for better design, typography, website layout and new ways of pitching to clients to gain attention. As a result, everyone is involved in all the sectors making the job design flexible. This is crucial because an employee in WebAble has holistic knowledge about the entire digital media frame igniting motivation among them. More focus is put on cooperation.

2.5 My Role and Responsibilities during Internship Period

Since I was a business intern, I had the opportunity to learn bits and pieces of each department. Hence I learnt about

1. Copywriting: Creating content of brands with the notion of storytelling which would impact their target audience. Copywriting includes coming up with taglines and visualizing the content.
2. Client Service: Sales pitching, email marketing, tele-marketing, post-promotion marketing, social media etiquettes
3. Creatives: Video editing in adobe premiere pro CS5 and designing in BeFunky
4. Data extraction matrixes: Use of Adwords
5. Strategic planning: Cracking of cases and coming up with the most effective campaign
6. Writing: Article writing with product placement in it, blog writing and newsletter writing

Other than learning the usage of many softwares and gaining skills of content creation and client servicing, I learnt the importance of being pro-active, innovative and being on time. I noticed that it is imperative to be prepared at all time and show the willingness to work. Hardwork always gets praised sooner or later.

Chapter – B

Project Part

3.1 Introduction

The use of social media sites as part of a company's marketing strategy has increased significantly in the past couple years. Regardless its popularity, there is still very limited information to answer some of the key issues concerning the effectiveness of social media marketing, ways to measure its return on investment, and its target market. Through social media sales performance can be measured for companies who operate in e-commerce. For companies who sell their products using social media platforms like Facebook and Twitter, there is a direct correlation between the social media advertising campaign and sales. This can also be applied to companies that sell through websites. As the traffic coming through social media can be tracked via cookies of the website, one can denote the number of visitors coming to the website via the social media platforms. In a lot of the food courts, questionnaire is handed where it is asked what influenced the customer to come and eat in the restaurant today. It is often seen that the answer is a review of FOOD BANK of Bangladesh or a photo of a dish posted by the restaurant itself. This reveals the power of social media hence here people form communities very easily and the word of mouth spreads faster than ever.

However for companies like Savlon Bangladesh who does neither, it is hard to find direct correlation. Therefore, the measurement has to be done via primary research. To find out the effectiveness of the social media campaign that WebAble conducted from April to July. The research will be fruitful for both the companies Savlon and WebAble as a sample of their target audience will be surveyed to track the return on investment of the campaign. The findings can be used for better content creation, identify brand associations, tracking the amount of brand recall and recognition and in turn have an estimate of sales performance too.

3.2 Problem Statement

This report is an analysis on Consumer Recall, Recognition and Brand Association of the Savlon Social Media Campaign.

Theoretical Framework

The biggest competitor of Savlon is Lifebouy which is under the wing of Unilever, possibly more renowned a brand than ACI – the parent company of Savlon. Both the companies have a common brand association that is germ-free. Hence the competition is vigorous.

Both their prices are the same, so price is not a differentiating factor either. To fight in this game, loyalty is utmost important. According to the Brand Knowledge Pyramid, brand recall and recognition are the foundations to do so.



Firstly, brand awareness is the foundation of the pyramid which is achieved through brand recall and recognition this leads to brand associations that should be unique, favourable and strong. This is derived from Imagery and Performance of the product. Next is how the customer perceives the product where positive and accessible brand evaluation is done leading to brand loyalty.

Social media metrics to measure: Follower growth rate, percentage change over time in followers, reach and clicks per content, engagement rate including comments, likes and shares, positive review of the page, possible recommendation in public groups and personal statuses.

Hence our research touches the first two stages of the social media campaign brought out by Savlon Bangladesh and the impact it had on brand recall, recognition and brand associations.

Brand recall reflects the ability of consumers to retrieve the brand from memory when given the product category, the needs fulfilled by the category, or some other type of probe as a cue.

Brand recognition reflects the ability of consumers to confirm prior exposure to the brand. In a recognition task, consumers see a stimulus (e.g., an ad for the brand, a brand name) and must say whether they have seen it before (e.g., last night on television, in magazine X, etc.). Brand Associations are the attributes that customers associate the brand with.

3.3 Purpose of the Project

The purpose of the research paper:

- To identify the effectiveness of the social media campaign of Savlon Bangladesh
- To investigate the impact of the campaign of Brand recall, recognition and associations
- To demonstrate the strength and favorability of the associations based on the campaign.
- To analyse referral and direct traffic

3.4 Timeline

Time Period	Contents
July 2017	Topic selection and first draft submission of Chapter - A
July 2017	Drafts submission of Chapter – B & C
July 2017	Final report submission

3.5 Limitations

I found few limitations while preparing this report; these are-

- Privacy issues raised in gaining most of the information as the data were collected from primary source.

- The sample size is insufficient. The sample size was bigger, the data would have been more refined
- The demography of the target audience for facebook and the sample used in this survey do not match 100%

3.6 Literature Review

A few organizations are hesitant to utilize online networking in their showcasing program because of absence of appropriate data about the web-based social networking stages, particularly as to its viability. With the absence of information driven sources, it is frequently difficult to track the adequacy of the online networking stage (i.e. change rate, the connection between purchaser dealer relationship and increment in deals), and the rate of rate of profitability (ROI) that they can acquire from this arrangement (Blanchard).

Others likewise trust that their organizations' exhibitions have an effect by their absence of contribution in the web-based social networking locales (Vaynerchuk, 2011,). An investigation demonstrates that 40% of Fortune 50 organizations have accounts via web-based networking media destinations, yet have not coordinated it into their organization's sites (i.e. Facebook/Twitter symbols are difficult to situate on their website page). The hesitance to advance these locales is fundamentally because of concerns, for example, copyright issues (Ochman, 2011). This hesitance is upheld by the way that numerous cases demonstrate practically no relationship between's image/organization's exercises in online networking locales and its business execution. For instance, a flopped pop star Peter Andre has around 450,000 devotees on his Twitter (Ritson, 2010). Then again, Apple does not have a record on any of the online networking locales, however yet it is as yet a standout amongst the most prominent brands on the planet (Creamer, 2011).

Firms' administrators likewise scrutinized the reason for web-based social networking showcasing as a component of their limited time instruments, and also its connection to the next promoting stages, for example, advertising, deals, and publicizing (Vaynerchuk, 2011, pg. 113). Unmistakably, the way that web-based social networking showcasing is still moderately new among business experts and researchers has raised some real concerns, for example, its viability (ROI), the fundamental reason for incorporating web-based social networking in an organization's media stages, its connection to the current stages, and the intended interest group of this system.

3.7 Methodology

Research Design

For this project casual research design is used. Like descriptive research, causal research is quantitative in nature as well as preplanned and structured in design. For this reason, it is also considered conclusive research. Causal research differs in its attempt to explain the cause and effect relationship between variables. In this research, it is attempted to sort whether the social media campaign is the cause of the purchase intention of Savlon customers

Sample

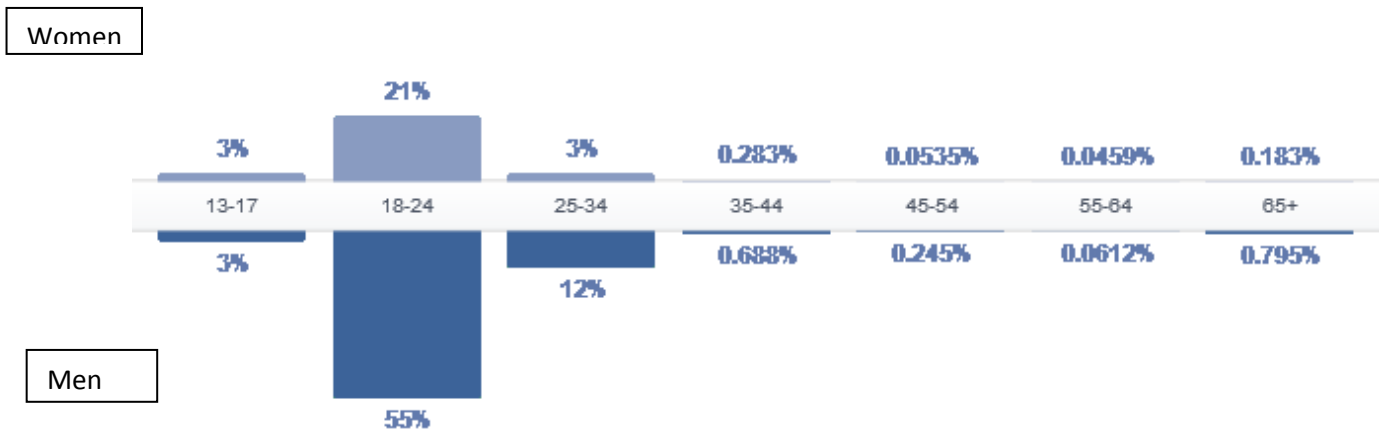


Figure 2: The demographic insight of facebook fans of Savlon Bangladesh

The sampling method used was stratified sampling. With stratified sampling, the researcher divides the population into separate groups, called strata. Then, a probability sample (often a simple random sample) is drawn from each group. The strata used here were

- 1) Age: 18 – 55
- 2) Gender
- 3) Profession
 - a) Students
 - b) Professionals
 - c) Housewives or stay at home fathers

Brief of Savlon Bangladesh To WebAble

Savlon Bangladesh wanted WebAble to create rational and emotional content. Their prime objective was to create brand presence of Facebook and engage their targeted audience. Moreover, they wanted to bring forth their personality in terms of humor which could create a lasting impact on the consumer's mind.

Target Audience

The target audience of Savlon Bangladesh is the mass population. Therefore, most of the content on Facebook was communicated in Bengali. The age range is from 18 to 55 years. Also, Savlon Bangladesh used to target women only but since the change in behavior of consumers, it started targeting men as well. Now-a-days, both men and women work and thus both of them are

engaged in shopping for household supplies. This change in consumer behavior was picked up by Savlon in due time. They target people of middle class to high class society. Since their products last long, the price seems reasonable to its consumers.

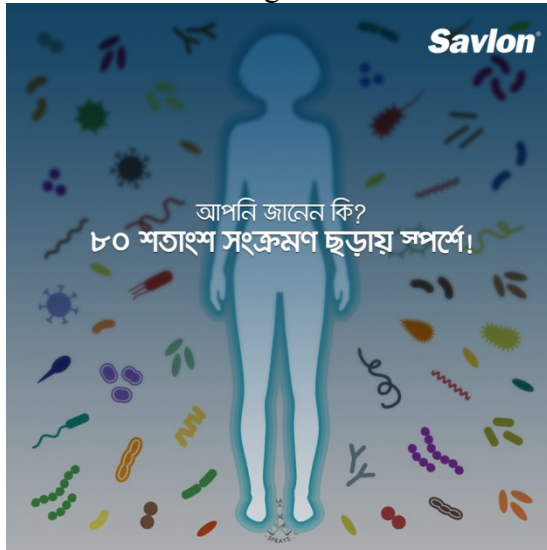
Content

For Savlon Bangladesh, WebAble made 5 kinds of content

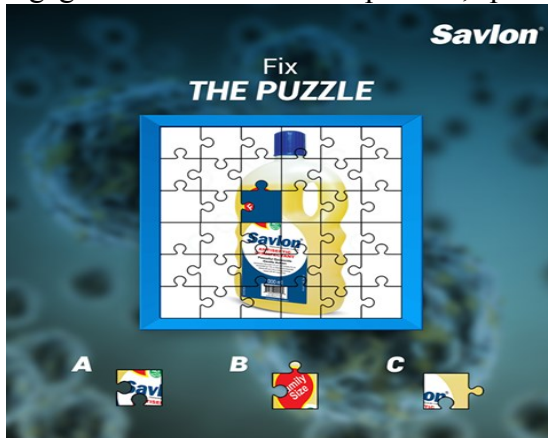
1. Advertisements bringing out the brand associations of various products
 - a) Germ Free
 - b) Active
 - c) Fresh
 - d) Family Protection
 - e) Preventing Infection



2. Content that would ignite the need to wash hands regularly



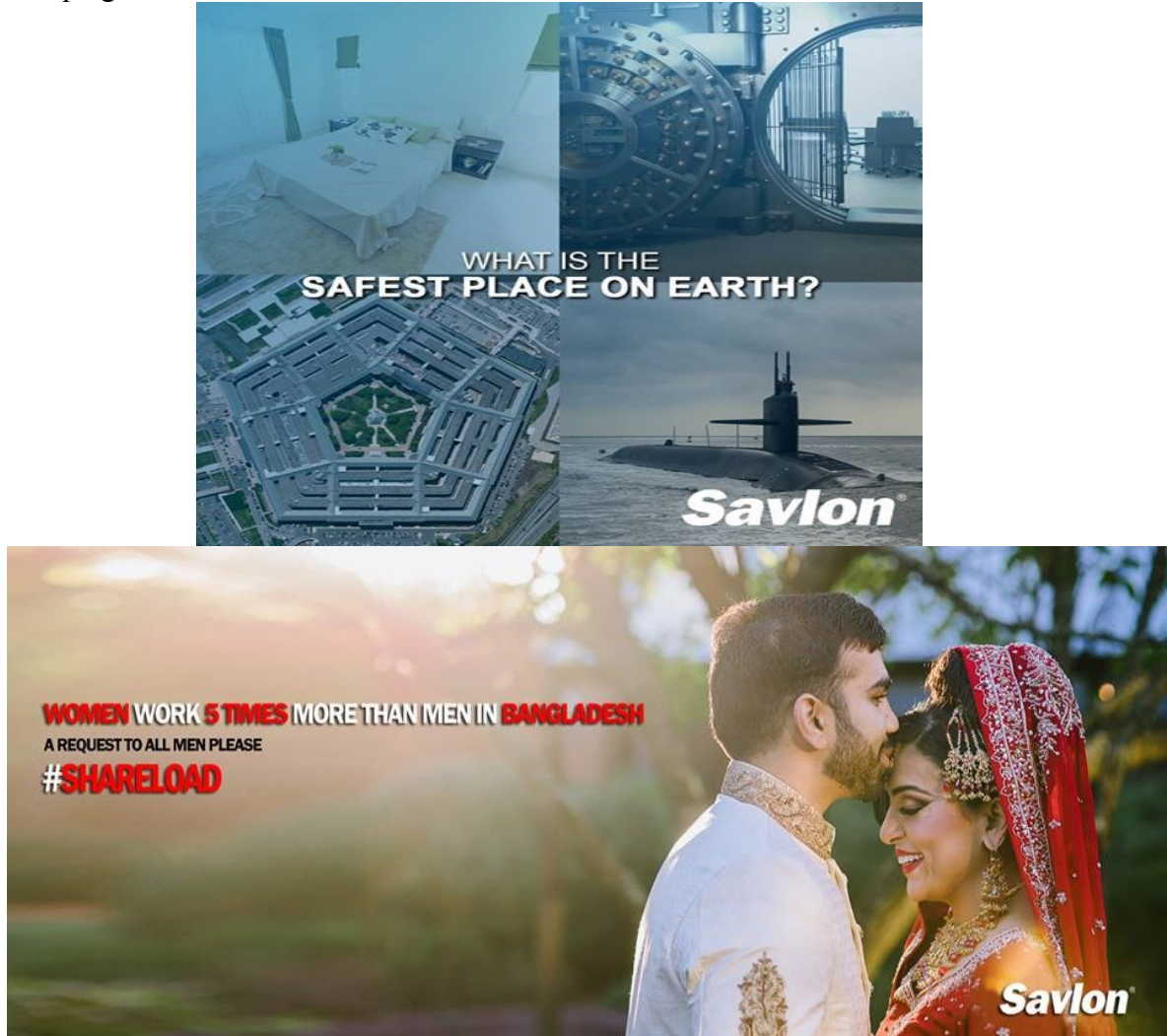
3. Engagement content such as puzzles, spot the difference and health tips



4. Occasion Based content



5. Campaign based content



Method of Analysis

Descriptive statistics method was used for this research. It helped to summarize the data using a combination of tabulated and graphical combination and some statistical commentary. It also helped to identify the effectiveness of the method

Methodology

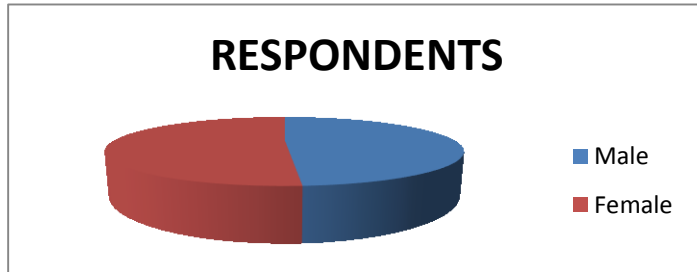
The research was conducted through the primary approach. In that way it was catered to Savlon Bangladesh and the specific social media campaigns of Webable.

3.8 Findings

Demography

45 respondents there are divided equally into three categories

- 1) Students
- 2) Professional
- 3) Home-makers including male and female

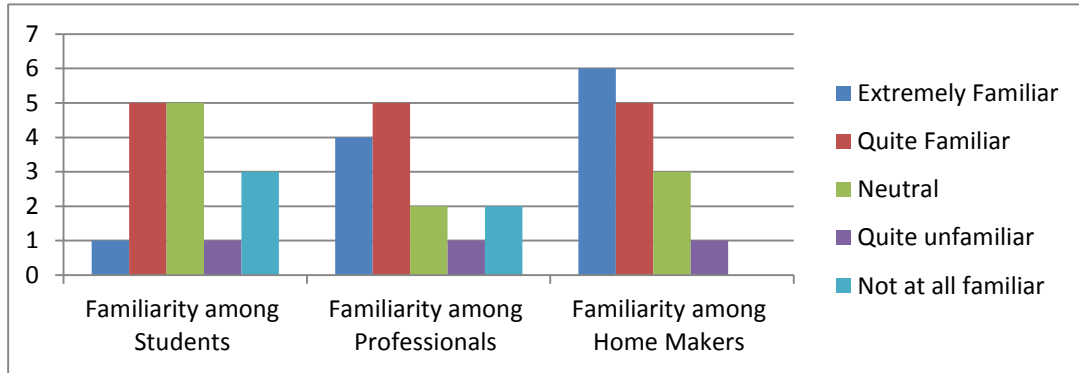


There were 23 female respondents and 22 male.

The survey was done on people of all classes with the access to a facebook account. While most of the students were from BRAC University, there are ones from Northern and State of University of Bangladesh as well. One of the homemakers was a stay-at home father while the professionals were aged from 23- 45.

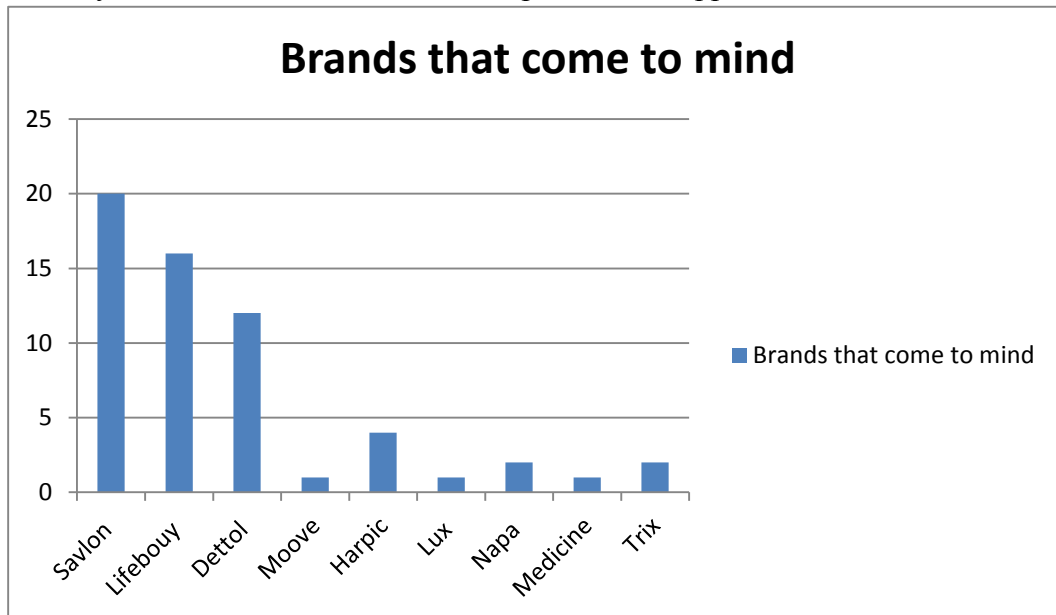
3.8.1 Brand Recall

Professions and Familiarity of Household Health protection supplies



According to the survey, home-makers are extremely familiar with household protection supplies which cater to handwash, antiseptic bandages, cream, disinfectant and soap. As per professionals most of them are quite familiar and a high percentage amounting to 26.6% (4 out of 15) of the students said that they are not at all familiar. The reason was that is first things that came to their mind when they heard household health protection supplies were rods, alarmed doors and guards.

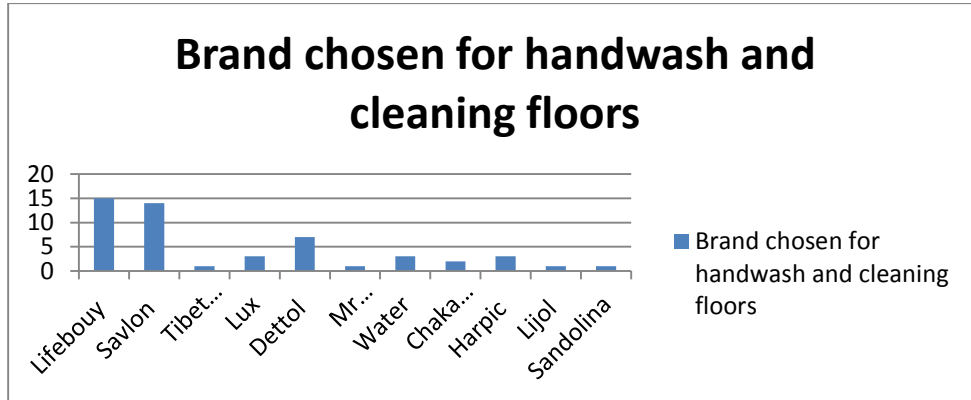
When you think of household health protection supplies, what brands come to your mind?



During this unaided recall question, Savlon stood in the first position with 19 responses in its favour while 15 responses were for lifebuoy. The reasons behind this is that most people thought

of savlon’s antibacterial disinfectant that they use when they get a cut or a bruise and hence they associated that with the phrase household health protection supply the most.

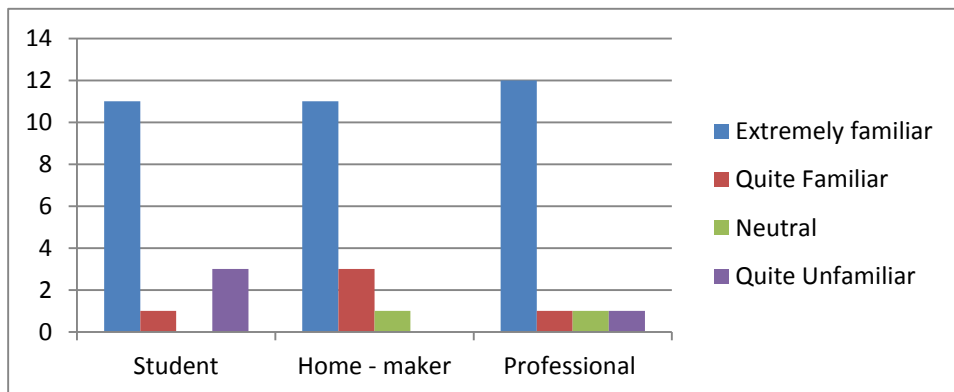
ii) To wash hands or clean floors, which brands do you use?



This result is rather expected because Lifebuoy advertises its handwash a lot more strongly than Savlon. Lifebuoy has the lifebuoy lifesaver campaign, amazing emotional and rational ads denoting 10 seconds handwash can save a life. They also use celebrities such as Kajol and Ajay Devgan and Shakib Al Hasan while Savlon very recently started the #SupportCleanBangladesh campaign and is not as active as lifebuoy advertising frequency. However in terms of cleaning floor, Savlon took the lead as lifebuoy does not have a product of this kind. Brand recall is the qualitative measure of how well a brand name is connected with a product type or class of products by consumers. Hence we can say the Savlon has a significantly positive stance in terms of brand recall in terms of its product type whether it is antiseptic disinfectant or a handwash. This means that Savlon as a brand has competitive edge over its rivals. It has made an impact on their memory which is likely to pursue them to buy the product as well.

3.8.2 Brand recognition

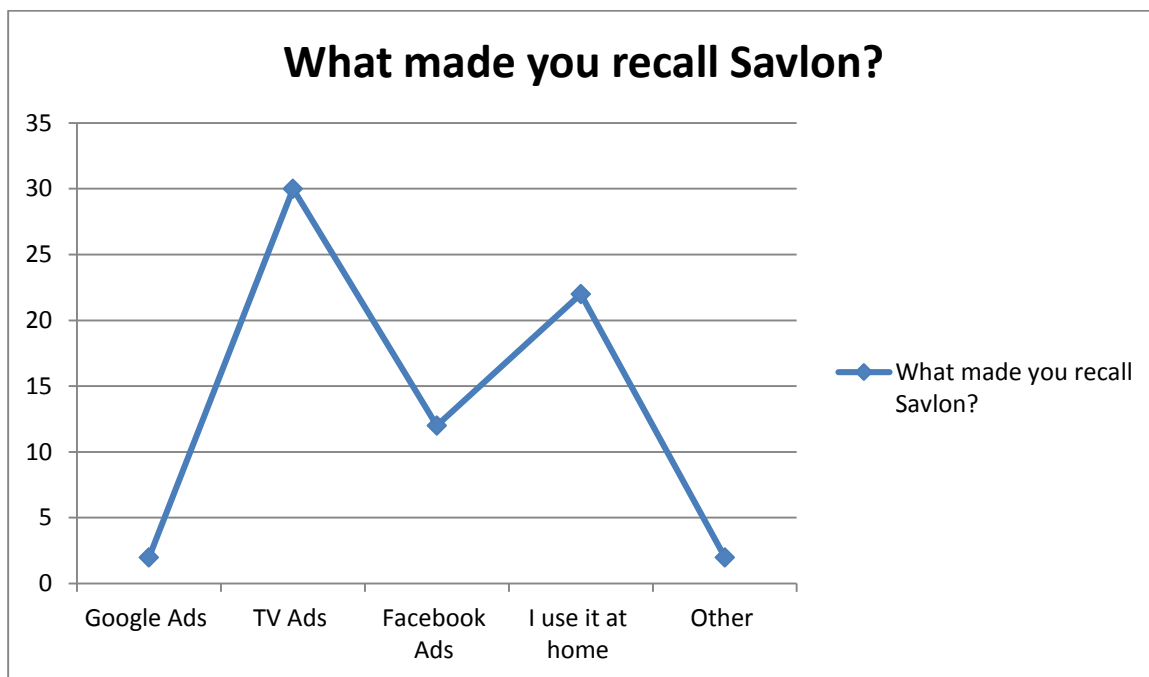
How familiar are you with Savlon Bangladesh?



As per the survey, upon mentioning the name, it can be seen that the majority of all three professions are extremely familiar with household protection supplies. The phrase extremely is used to denote that they know all the savlon products. The products are

- 1) Handwash
- 2) Antiseptic disinfectant
- 3) Antiseptic Bandages
- 4) Antiseptic Cream
- 5) Antiseptic soap

Most of the population is wildly aware of Savlon soap, handwash and antiseptic disinfectant. However, the most professionals also know of the cream and the bandages too.



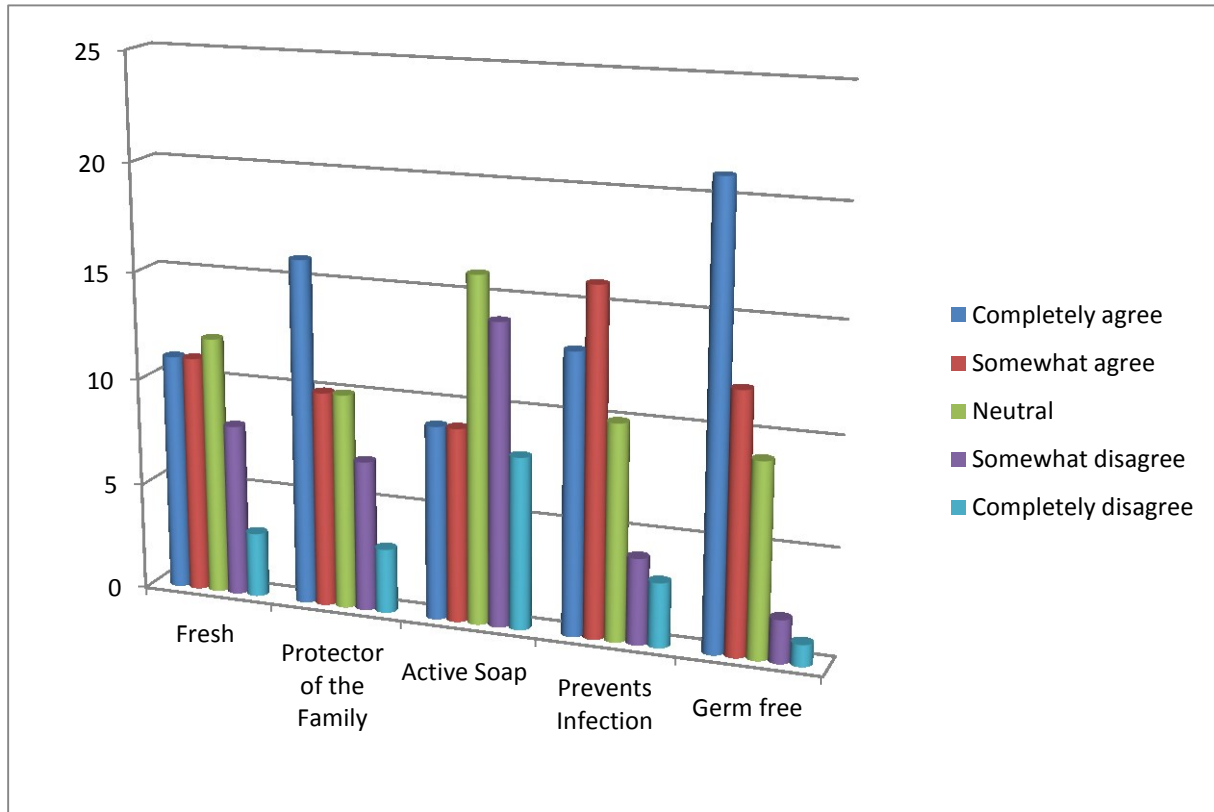
30 and 22 out of 45 people said they could recall of the brand through TV ads and Facebook ads respectively while only 12 would recall Savlon from facebook ads.

3.8.3 Brand associations: Brand associations are the attributes of brand which come into consumers mind when the brand is talked about. It is related with the implicit and explicit meanings which a consumer relates/associates with a specific brand name.

The campaign put up on Facebook was structured to associate germ-free, active soap for sportsmen, prevents infection, fresh and protector of the family. Hence, each of the associations were asked for validation by the respondents.

While most of the respondents agree to the associations of germ- free and protector of the family getting stuck to their memory, lesser people agreed to the associations of freshness and infection free. However a lot of interviewees said that the campaign did not emphasize on active soap that

much hence they could not relate the brand to this aspect.



3.8.4 Have you seen the post?

Upon asking about whether or not they viewed a post of Savlon on Facebook, one-third of the population answered affirmatively.

3.8.5 How did you perceive?

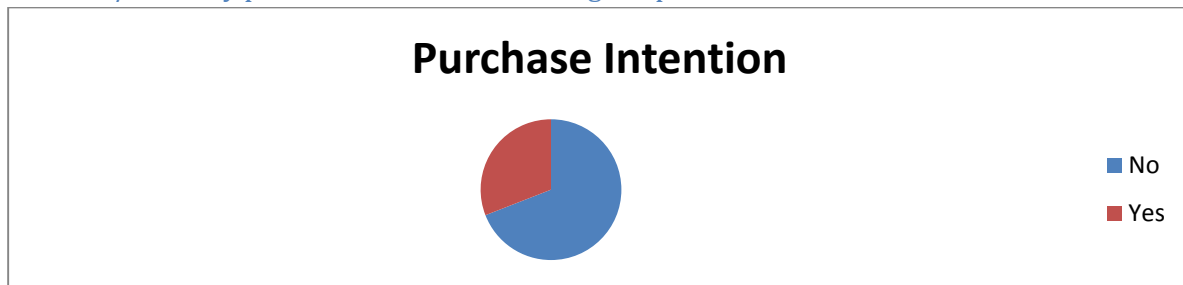
Most people perceived the campaign to be visually pleasing, interesting with witty copies and captions and funny. Some added that the associations of germ-free and prevents bacterial diseases are brought the most. They thought of Savlon as a superhero who saves us from diseases. Furthermore, the #sharetheload campaign left an emotional impact on their hearts as it was relatable. They said while most of the posts are vector based catering more to the young generations, the #sharetheload campaign stroke a heart of the professionals especially the housewives if it is breaking the gender norms of the society so far.

As of brand recognition, since 1/3 of the respondents have seen the posts before they replied in greater detail. They mentioned that all the post maintained the color scheme of Savlon that is

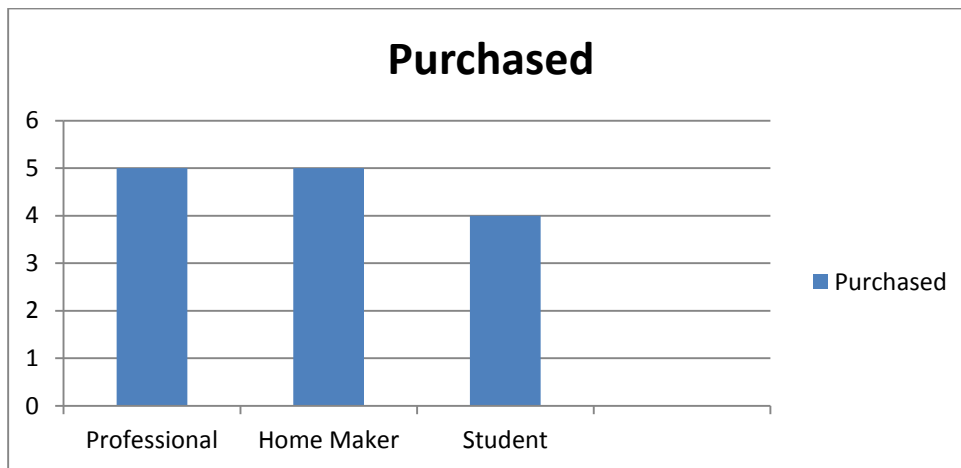
blue and white. The inclusion of logo in all the posts greatly impacted the capacity of brand recognition. Also, the use of copies had the same bold and strong aura to it throughout. This resembled the personality Savlon has on TV and Radio ads. Hence the found the integrated marketing communication is to be sound and stable. Moreover, in most of the posts, Salvon kept its packaging for better recognition whether it was soap or the bottles of disinfectants and handwash, the product display was put in brilliantly.

As of brand recall, the campaign focused on the product category and the needs the brand fulfills to an significant extent. Therefore the post helped them to associate Savlon with washing hands, using it for cuts and bruise, disinfectant much better. More preciously, they found the games and health tips Savlon used to be effective. Since it encouraged them to participate and create a stronger connection with the brand.

3.8.6 Did/will they purchase Savlon after seeing the posts?



31.1% of the population purchased a product of Savlon after seeing the posts.



As shown in the figure, students were less influenced by the posts.

When it came to the area of improvement, most people spoke of the posts being more rational, they suggested to include a mother figure and more emotional elements and also to speak of the ingredients that make Savlon the best. Furthermore, they recommended more engagement posts, mentioning the price of the product and also tag ACI with Savlon in every post.

Investigation of the exploration around review and effect to the brand recommends there is an unequivocal brand effect to showing up in the indexed lists, both in view of brand and plan to buy. Despite the fact that advertisers are not liable to radically move their concentration from the essential objectives of driving activity and transformations from natural hunt, understanding the brand benefits in showing up in the list items may affect vital ways to deal with showcasing channels and could be utilized as an auxiliary advantage referred to when engaging administration for spending plan.

4.1 Questionnaire

Savlon Bangladesh

Savlon Bangladesh

Age

Your answer

Gender

Your answer

How familiar are you with household health protection supplies?

	1	2	3	4	5	
Extremely Familiar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not at all Familiar

When you think of household health protection supplies, what brands come to your mind?

Your answer

To wash hands or clean floors, which brands do you use?

Your answer

How familiar are you with Savlon Bangladesh?

	1	2	3	4	5	
Extremely Familiar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not at All familiar

What made you recall of Savlon Bangladesh?

- Google ads
- TV ads
- Facebook ads
- I use at home everyday
- Other: _____

Did you watch any Savlon Facebook ads recently?

- Yes
- No

Did you see this post before?



- Yes
- NO

What does the posts of Savlon on Facebook make you think of it?

Your answer

Do you think the posts represent that Savlon is germ- free?

	1	2	3	4	5	
Absolutely Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Absolutely Disagree

Do you think the posts represent that Savlon prevents infection?

	1	2	3	4	5	
Absolutely Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Absolutely Disagree

Do you think the posts represent that Savlon is an active soap for sportsmen?

	1	2	3	4	5	
Absolutely Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Absolutely Disagree

Do you think that the posts show that Savlon is fresh?

	1	2	3	4	5	
Absolutely Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Absolutely Disagree

Do you think that the posts show that Savlon is a protector of the family?

	1	2	3	4	5	
Absolutely Agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Absolutely Agree

How did you perceive the posts?

	1	2	3	4	5	
Very Effective	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Not at all Effective

Did you purchase Savlon after seeing the posts?

- Yes
- No

What are the areas of improvement for the facebook page of Savlon?

Your answer

Recommendation

Your answer

4.2 Referencing

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