



INTERNSHIP REPORT ON MARKETING CAMPAIGNS AND ACTIVITIES OF NESCAFE AND COFFEE MATE

Course CODE: BUS 400

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Letter of Transmittal

December 13th, 2017

Mr. Zaheed Husein Mohammed Al- Din

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Subject: **Submission of Internship Report**

Dear Sir,

It is my great honor to submit the internship report titled “**Marketing Campaigns and Activities of NESCAFE and COFFEE MATE**” which has been prepared as an integral part of the course requirement for BUS400 of my BBA program. My internship was held at the marketing function of Nestlé Bangladesh Limited. I was privileged to work with the Nestlé Bangladesh Limited; the work environment was wonderful. It had given me a great opportunity to learn about corporate culture and this will be very helpful in my future work life.

It will be highly appreciated if you kindly accept the report. Your positive action regarding this matter would be very much helpful for my academic career. If you need any further clarification in interpreting this analysis, I will be glad to answer your queries.

Sincerely,

.....

Saadman Ahmed

ID: 13104051

BRAC Business School

BRAC University

Acknowledgement

I would like to express my deepest gratitude to God almighty for all that he has bestowed on me and guiding me through my academic life. It is my greatest pleasure to be able to complete my internship at **Nestlé Bangladesh Limited**. The practical experience and the valuable knowledge that I have gained during my course of internship at Nestlé has given me the confidence and necessary skill set to pursue a career in the corporate sector and the FMCG industry.

Firstly, I would like to thank my academic supervisor Mr. Zaheed Husein Mohammed Al- Din for his tireless support, guidance and suggestions. Without his supervision and valuable insight, this report might never have materialize.

I would also like to thank my organizational supervisor **Mohammed Ashikur Rahman (Business Category Manager) and Mahfuzul Islam (Brand Manager)**. Without their direct help, suggestion, and assistance it would be impossible for me to complete this report. In addition, I am also indebted to the Nestlé Brand team members who have given me the information and resources to compile the report. They have constantly shared their knowledge and experiences with me and given me advice that has surely helped me grow professionally.

The positive and balanced work environment at Nestle Bangladesh has always been a constant source of motivation for me to go work and sustain throughout the day for which I will be forever grateful.

.....
Saadman Ahmed

ID: 13104051

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Declaration

I do hereby declare that the internship report on “**Marketing Campaigns and Activities of NESCAFE and COFFEE MATE**” has been prepared by me under the supervision of **Mr. Zaheed Husein Mohammed Al- Din**, based on my practical working experience at Nestlé Bangladesh Limited.

I further uphold that the work is original and no part of this report has already been submitted by any other student of this university or any other university. This report has been prepared by me for the academic purpose of my Bachelor of Business Administration degree. Therefore, permission of the author is needed to use any part of it.

.....
Saadman Ahmed
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Executive Summary

This internship report has the study of the organization Nestlé Bangladesh Limited. Nestlé started its journey in Bangladesh in 1994. I was privileged to get appointed in the Marketing function of Nestlé Bangladesh Limited. This has given the opportunity to acquire a closer understanding of the marketing process and the activities of NESCAFE and COFFEE MATE.

Nestlé Bangladesh Limited has five categories of Brand in their portfolio. The categories are Dairy, Food, Beverages, Breakfast Cereals and Nestlé Professional. NESCAFE and COFFEE MATE are in the beverages category. The objective of the marketing function is to keep consumers engaged, updated and cared for focusing in almost all channels of marketing to be as consumer centric as possible. It comprises of three key players: Business (Brand Team), Category Channel and Sales Development (CCSD) team and Field Sales Team (FST). The marketing team is responsible for planning and developing campaigns, promotional activities in all available channels aligned with sales force in order to penetrate market and help reach sales KPI's. The main purpose of this report is to analyze the marketing activities put forward to develop brand value in a market still in growth period. The report contains some marketing activities that I have personally experienced. It contains results, channels used and the purpose of the marketing campaigns and activities.

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Overview of the Organization Profile

Nestlé Limited

Nestlé is a Swiss multinational food and Beverage Company. The headquarters of Nestlé is situated in VEVEY, Switzerland. On the basis of revenue Nestlé is the largest food company in the world. Then it was ranked 72 on the Fortune Global 500 in 2014.

Nestlé has a primary listing on the SIX Swiss Exchanges and is a constituent of the Swiss Market Index. It has a secondary listing on Euronext. In 2011, Nestlé was listed number one in the Fortune Global 500 as the world's most profitable corporation. Nestlé held ninth place in the FT Global 500 in 2013 with a market capitalization of US\$233 billion.

Nestlé is the most trusted name in the food industry with high quality products. The mission of Nestlé is “Good food Good Life”, which drives the company to provide the best tasting and most nutritious choices in a wide range of food and beverage categories for eating occasions from morning to night. The vision of creating collective value and the very own Corporate Business Principles formed the company culture and made them a reliable investor over 86 countries of the world. At present Nestlé employs around 328000 people and have factories or operations in almost every country of the world with total equity of CHF 89.46 billion. They have in total 418 factories in 86 countries and currently they are operating in 191 countries.

Nestlé has collaboration with many beauty and fashion brands as well. They are the majority shareholder (23%) of L’Oreal. Nestlé has more than 100+ brands, 2000+ products.

High quality is the reason for which Nestlé has become world's largest and most trusted name in the food industry. The company's strategy is guided by some fundamental principles. Nestlé segments the world into different market region to run its business. Each region is further divided into different market segments depending on their business nature similarities.

The Worldwide operations of Nestlé have been divided into **three** zones:

Europe: Adriatic, Benelux, Iberian and Russia

Americas: Austral-America, Bolivarian, Caribbean and Central American

AOA: Asia, Africa and Oceania.

History of Nestlé

Nestlé started in Switzerland in the mid-1860s, when its founder a prepared drug specialist Henri Nestlé, started his experiment on trying to make a substitute of breast milk for those newborns who cannot breast feed thus suffer from malnutrition. It was a lifesaving invention since afterwards this substance helped millions of infants who were suffering from lack of effective breast milk alternatives.

In August 1867, the Anglo-Swiss Condensed Milk Company was founded by two brothers Charles and George Page, in Cham, Switzerland.



Figure 1: Henri Nestlé

Henri Nestlé started his work on baby food in September, 1866 in Vevey, Switzerland and soon started marketing it. In the following years Daniel Peter started working on milk chocolate manufacturing process, where Nestlé was the crucial co-operation that was needed to substitute all the water in milk with his chocolate. In 1875, Henri Nestlé retired from the

company. It started working under new ownership but they kept his name as *Société Farine Lactée Henri Nestlé*.

In 1877 Anglo-Swiss Condensed milk company added milk-based baby food to their products, and the year after that Nestlé added condensed milk to their portfolio.

In 1879 Nestlé merged with milk chocolate inventor Daniel Peter.

In 1905 the company merged with Anglo-Swiss Condensed Milk Company and became Nestlé and Anglo-Swiss Condensed Milk Company until 1947.

Taking after years of development, Nestlé discards unprofitable brands and advances those that fulfil progressively wellbeing aware purchasers, in accordance with its new 'Nutrition, Health and Wellness' desire. The organization extends in the US, Eastern Europe and Asia, and focuses for worldwide authority in water, ice cream and animal food within the times of 1986-2002.

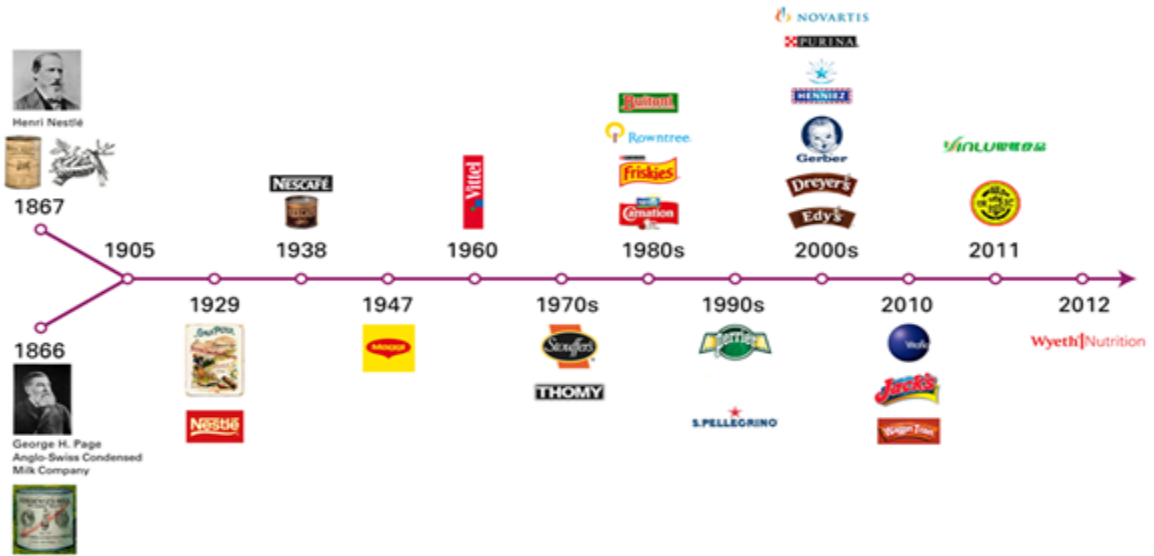


Figure 2: History of Nestlé

Products of Nestlé Global

Nestlé is best known for its products, their quality and availability in market. Nestlé has more than 5000 products in the market. From coffee, bottled water, milkshakes and other beverages to breakfast cereals, baby foods, performance and healthcare nutrition, seasonings, soups and sauces, frozen and refrigerated foods, and pet food every sort of food product for any time of the day.

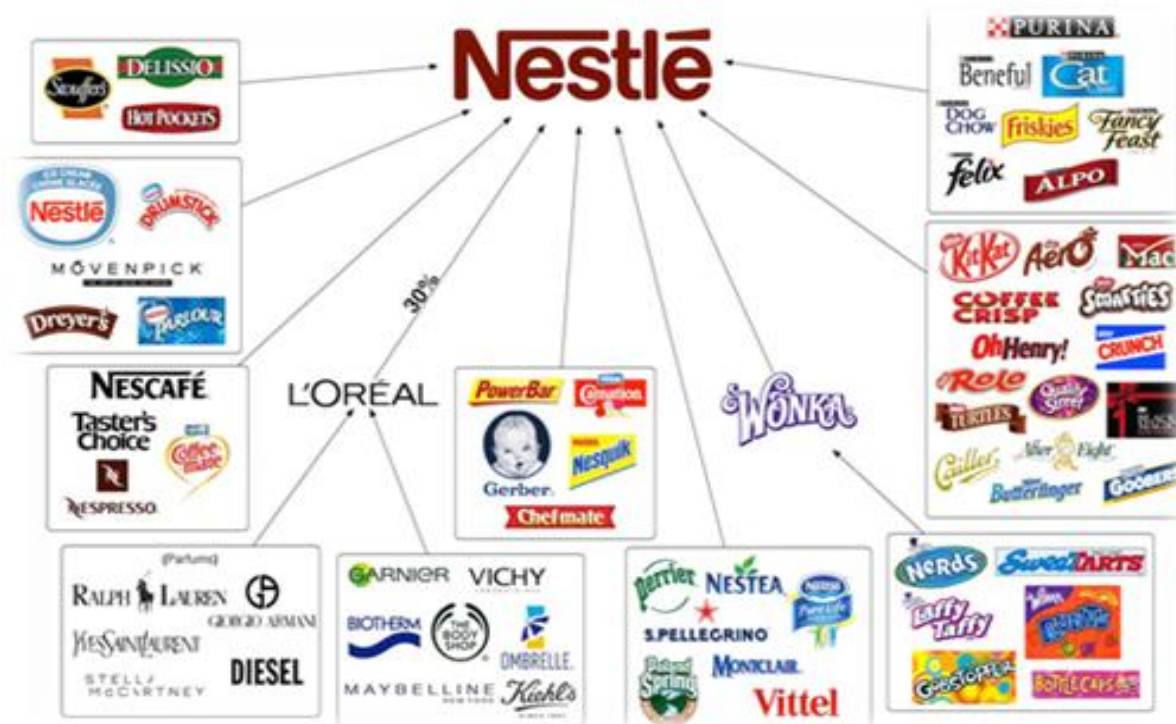


Figure 3: Products of Nestlé

Source: Nestlé Global website: <http://www.Nestlé.com/brands>

Introduction

Rationale

While writing this report I have pondered about a lot of things; the first thing that comes to mind is the 4 and half years of concentrated learning and I believe this is the final edition of those learning put into use in a real life situation.

Nestlé Bangladesh Limited

This report holds the experience I have gained at NBL in combination with the learning I have received from my university. It has been a privilege to work for the Marketing function of NBL. In the vast field of marketing it has truly helped me gain steed. Devising promotions were the things of books and case studies, but at NBL I was able to be part of marketing campaigns for one of the world's greatest brands NESCAFE and COFFEE MATE. From observing on how to make a budget for the promotion and producing the campaign it has given me great experience. Hence, this report is important as it holds my experience and transition to the real world.

It is my great honour to submit the internship report titled “Marketing Campaigns and Activities of NESCAFE and COFFEE MATE” which has been prepared as an integral part of the course requirement for BUS400 of my BBA program.

Background

Nestlé Bangladesh Limited

Nestlé's embarked on its commercial journey in Bangladesh in 1994. The total certified capital of Nestlé is a whopping TK1.5 billion of which the total paid up capital is TK 1.1 billion. Nestlé Bangladesh is one of the most trusted and prominent FMCG industries around the globe. It has affirmed its place in the market and into hearts of millions of people of this country by providing quality products and customer service. Popular Nestlé brands started entering this part of the sub-continent during the British rule and the trend continued during the pre-independence days of Bangladesh. After the independence in 1971, Nestlé World Trade Corporation, the trading wing of Nestlé S.A, sent regular dispatch of Nestlé brands to Bangladesh through an array of indentures and agents and some of the brands such as NESCAFÉ, CERELAC, LACTOGEN, NIDO and MAGGI became some very common products. 55 km north of Dhaka, in Sreepur, Gazipur the factory of Nestlé Bangladesh is situated. Nestlé Bangladesh accounts for more than 650 employees, in addition to over 10,000 people who are employed by suppliers and distributors in connection to Nestlé.

Nestlé engages in the production of factory products such as cereals, soups, instant noodles, beverages and baby nutrition products to name a few. The more popular items include Nescafé, Maggi noodles, Nido and Maggi soup, Maggi Shad-e-Magic, breakfast Cereals such as Corn Flakes and Koko Crunch, Coffee-Mate, Munch rolls and many more. Currently, Nestlé Bangladesh operates with only 12 brands. Nestlé Bangladesh is now in market creation phase of its operation. In Bangladesh Nestlé have 3 business functions. These functions generate the revenue for the company. They are Nutrition, Food & Beverage (F&B) and Nestlé Professional. Nestlé nutrition and F&B are the main contributors of company's earnings. Nestlé Professional started in Bangladesh back in 2012. So it is the smallest function at this moment but holds huge potential for future. Nestlé is a very high pursuable company. Quality and regulations are the first priority for Nestlé. Nestlé adopts the toughest level of compliance code by merging both global and local regulations. Today in Bangladesh market Nestlé holds a very strong position. The company is growing widely through the policy of constant innovation, concentrating on its core competencies and its commitment to high quality food to the people of Bangladesh.

The chairman of the company has been Mr. Latifur Rahman, a leading industrialist, since the inception of Nestle Bangladesh. Transcom, a leading business house in Bangladesh used to

import the products of Nestlé Bangladesh. Transcom is still involved in wide range of business like pharmaceutical, beverages, electronics, fast food franchises, newspaper, tea export etc. Although Transcom no longer holds the shares of Nestlé S.A, Mr. Latifur Rahman is still the honorary chairman of the company. Now Nestlé S.A. holds 100% share of this company.

In Bangladesh Nestlé's vision is to be appreciated as the most successful food and beverage Company, generating sustainable, profitable growth and continuously improving results to the benefit of shareholders and employees.

Nestlé Bangladesh Organogram

Managing Director (MD)								
Administration function						Business Functions		
↓	↓	↓	↓	↓	↓	↓	↓	↓
Market ing – Directo r	Legal Affairs - Directo r	Supply Chain – Directo r	Huma n Resour ce – Directo r	Financ e & Contro l - Directo r	Corpor ate Affairs – Directo r	Countr y busines s manag er-NN	MD- F&B	Countr y busines s manag er-NP
M3- Manage r	M3- Manag er	M3- Manag er	M3- Manag er	M3- Manag er	M3- Manag er	M3- Manag er	M3- Manag er	M3- Manag er
M2- Manage r	M2- Manag er	M2- Manag er	M2- Manag er	M2- Manag er	M2- Manag er	M2- Manag er	M2- Manag er	M2- Manag er
M1- Manage r	M1- Manag er	M1- Manag er	M1- Manag er	M1- Manag er	M1- Manag er	M1- Manag er	M1- Manag er	M1- Manag er
Executi ve	Execut ive	Execut ive	Execut ive	Execut ive	Executi ve	Execut ive	Execut ive	Execut ive

Senior Offices	Senior Offices	Senior Offices	Senior Offices	Senior Offices	Senior Offices	Senior Offices	Senior Offices	Senior Offices
Officer	Officer	Officer	Officer	Officer	Officer	Officer	Officer	Officer
Trainee Officer	Trainee Officer	Trainee Officer	Trainee Officer	Trainee Officer	Trainee Officer	Trainee Officer	Trainee Officer	Trainee Officer
Intern	Intern	Intern	Intern	Intern	Intern	Intern	Intern	Intern

Table 1: Nestlé Bangladesh Organogram

At the helm of Nestlé Bangladesh Limited is Stéphane Nordé as a Managing Director. His role is also as the Country Business Manager of Food and Beverage function. Since the company is not listed in the capital market it cannot have a CEO rather they will have a Managing Director position.

The next layer has the second best positions as Directors. CBM and the department heads are categorised under this layer. Their responsibility is to drive the company's growth and their role is to focus on the business from a larger perspective. They together are known as Board of directors or in Nestlé's word MANCOM. All together the directors are responsible for looking after their own departments and making sure that operations run smoothly.

The 3rd layer comprises mid-level managers. They are the Category Business Managers, Supply Chain Manager and SVP of HR they fall under M3 level. Then is the M2 level they are the Brand Managers and Project Champions. Officers, Senior Officers, Executives are the first line of managers. All the departments have these positions respectively. Trainee Officers are the very first level of permanent employee position then comes Interns.

Nestlé Vision

The vision of Nestlé is creating shared value a company for every moment of everyday from Day- Night, Birth- Old age.

Nestlé Mission

Nestlé is one of the most trusted nutrition companies in the world. It is leading the Food and Beverage industry worldwide. The mission that they follow is “Good food, Good life”. The tag line clearly depicts that with good food, a good life can follow. It prioritizes all round quality meaning that consumers are able to get the products of the highest quality. They provide best tasting, most nutritious choices of food and beverages in a wide variety for the consumers to have from morning till night. Food is not only a necessity and source of nutrition it also brings pleasure, happiness and peace of mind.

Objective

The purpose of this report is to express my experience at NBL for a short 3 month period, what I have learned there, who was the supervisors behind my learning and my roles and responsibilities. Over the course of my internship I was involved in a few of the marketing campaigns for NESCAFE and COFFEE MATE.

Knowing the Brands

The Beverage Category Business involves Category Brand Manager, Mr. Mohammed Ashikur Rahman; Brand Manager Mr. Mahfuzul Islam; and under his supervision is myself. The Beverage Category accounts for the brands NESCAFE, COFFEE MATE and FRUITA VITALS. The products the business overlooks are NESCAFE CLASSIC, NESCAFE 3in1, Nestlé COFFEE MATE and FRUITA VITALS.



HISTORY OF NESCAFE

Nestlé began developing a coffee brand in 1930, at the initiative of the Brazilian government, to help to preserve the substantial surplus of the annual Brazilian coffee harvest. Max Morgenthaler led the development project. Nestlé introduced the new product under the brand name "Nescafé" on 1 April 1938. Nescafé is a soluble powdered coffee that became an American staple during World War II. (En.wikipedia.org, 2017)

In Nestlé's words, over the past 75 years, NESCAFÉ has made itself known to as many as six generations of consumers: pre-dating the pocket calculator, remote control, personal computer, mobile phone, outliving both audio and video cassettes. NESCAFÉ has seen countless fashion trends come and go, has lived through a world war and a cold war, has witnessed the breaking of the sound barrier and the first landing on the moon. NESCAFÉ has even been to the moon.

During this time, NESCAFÉ has grown thanks to an unwavering commitment to maximise the enjoyment and ease of preparing a great cup of coffee.

In fulfilling this promise, NESCAFÉ has also learned the need for continuous improvement, evolution and renewal. Just as the seasons change, tastes evolve and new generations seek to distinguish themselves from those before them. This is what makes the role of NESCAFÉ in peoples' lives so dynamic, creative and exciting.

Brand Vision

“To become the world’s favourite beverage brand, by making the uniquely inspirational nature of coffee available with ease to everyone, every day, the way they like it most, generation after generation.”

Brand Mission

“Make NESCAFÉ the favourite coffee brand by building generations of coffee lovers.”

Product Variant

NESCAFÉ CLASSIC

Start your day right with the first sips of the world's favourite coffee. Let the intense taste of NESCAFÉ CLASSIC awaken your mind and body to new opportunities as the rich aroma of this distinctive blend unfolds.

Available pack sizes of NESCAFÉ Classic: 200g Jar, 200g Pouch Pack, 100g Jar, 50g Jar, 1.5g Sachet. (<https://www.nestle.com.bd>, 2017)





NESCAFÉ 3 in 1

Think a perfect match doesn't exist? Then try NESCAFÉ 3in1! Exciting, fun and delightful- all blended in one balanced mix from the first sip till the last drop!!

Available pack sizes of NESCAFÉ 3in1: 15g Stick Pack, 150g Pouch Pack (10 X 15g Stick Pack).

(<https://www.nestle.com.bd>, 2017)

NESTLÉ COFFEE MATE

Coffee and NESTLÉ COFFEE MATE, together they are much more than the sum of their parts. They bring out the best in each other.

The "Perfect Mate" for your coffee!

Available pack sizes of NESTLÉ COFFEE MATE: 5g Sachet, 400g Jar and 450g Bag-in-Box. (<https://www.nestle.com.bd>, 2017)



History

Coffee-Mate is a non-dairy creamer manufactured by Nestlé, available in powdered, liquid and concentrated liquid forms. It was introduced in 1961 by Carnation.

An unopened bottle of Coffee-Mate can last up to two years with no refrigeration and can stay fresh for two weeks once it is opened. The product is popular in offices where refrigeration may not be available.^[1] A benefit of the non-dairy creamer is that it is good for those individuals who are lactose-intolerant.^[1] Once opened, liquid non-dairy creamer should be refrigerated. (En.wikipedia.org, 2017)

The name 'COFFEE MATE' itself shows its inseparability with your favorite coffee. A non-dairy creamer that makes your coffee richer, smoother and creamier. NESTLÉ COFFEE MATE allows you to customize your personal taste and right coffee color. It elevates your love for your favorite coffee. Reward yourself with the ever-lasting and aromatic coffee combined with its perfect partner – COFFEE MATE. (<https://www.nestle.com.bd>, 2017)

Activities Undertaken

Digital Campaign of Nescafé Red Mug 50 Years Edition

Digital marketing is becoming a marketing channel that has great potential; its ability to reach mass people with variety of forms is astounding and gives way for the next generation of marketing. It is faster; more equipped and can engage in a mass without geographical barriers.



According to Ashcroft and Hoey (2001), the AIDA model can be applied to Internet services as it is applied on other products and services. The AIDA model has different levels. The cognitive level is when the user's attention can be drawn. It is the first step in the communication process where the consumer needs to know about the existence of such a service. At the affective level, consumers have an interest in the services offered and in finding out more about what is being offered. This leads to the desire to acquire the product or service. At the level of behaviour, the action takes place. The consumer uses the service provided as a valued resource. In this campaign NESCAFE RED MUG 50th YEARS EDITION you will be able to see how NESCAFE creates its marketing activities according to the AIDA marketing model

Awareness

The 50 years of NESCAFÉ Red Mug campaign digitally started its official journey on the 9th of October via Facebook. The very first post is the picture above; at this stage it all about creating awareness that RED MUG has reached its 50th Birthday. The post carried the copy “*It’s a FIFTY! NESCAFÉ Red Mug has blazed its way through to fifty years of glory and it’s bringing a surprise for you, Stay tuned....* “. Clearly the copy is to create awareness and entice its consumers by saying it holds a surprise.



Interest

The first post was about letting the consumers know about 50 years and enticing them through a surprise. On the 10th of October they posted the surprise. The special RED MUG with 50 engraved in it. Comments and engagement poured in, with congratulatory post. Some asked where they could buy the mug from. That is key line that indicates interest is being derived. Consumers are keen to know where they could buy the RED MUG from. However, the RED MUG is a premium that only comes with product if bought. It is not available solely. This is slowly now becoming a

sales promotion campaign.

Desire

After numerous posts showing off the new RED MUG 50th Anniversary Edition, to move from interest to desire the next post was carefully designed with an option placed in post copy. ***“The classic Red Mug or the Special Edition Red Mug? How do you like the Special Edition one? Share your comments....”*** The option is meant to narrow down alternative choices and give the consumers a focused decision. By now the consumer behaviour should I want the 50th Edition Red Mug.



Action

The next post is the call to action post with offer given on copy of the post, ***“Let’s party hard and celebrate 50 years of AWESOMENESS!! Collect this cool 50th Anniversary Edition Mug for FREE with NESCAFÉ Classic 200g Jar now!! *stock limited”.***

The copy this time gives a direction to the consumers who are willing to purchase the 50 years edition RED MUG.



Final Product

Here at the point of sale is a beautiful black box wrapped like a birthday gift offering a FREE special 50th anniversary with the purchase of NESCAFÉ CLASSIC 200g Jar for only 300TK. All the post carried forward from then had this box on each corner of a GIF or static posts.

Job Responsibility:

My role behind the campaign was very minimal but was at the core of the offering. At first we had to brief the creative agency regarding the 50th Anniversary and the description behind what kind of content we wanted. The structure was pre decided by the higher officials of the company through multiple approval processes. Then it was my job to brief the creative agencies and to get the output files from them. Once the outputs were delivered, I and my Brand Manager under whom I work directly sat down with the contents to critically judge whether it made sense and will the consumers understand what we are trying to say. After some critical analysis we created feedback for the creative agencies to work on and if the contents are right we move on to publishing it, this is where our digital team comes into action by scheduling post timings, sequence and analysing impact of the online promotion.

Objective of the Campaign:

- To celebrate the 50th anniversary of the special RED MUG
- To create sales promotions through giving premium items
- To touch consumers with iconic brand mark
- The campaign was scheduled around the winter time to stay top of mind

COFFEE MATE

Activation – Experiential Marketing

Experiential marketing is the process of identifying and satisfying customer needs and aspirations profitably, engaging them through two-way communications that bring brand personalities to life and add value to the target audience. (Smilansky, n.d.)

In the local marketing scene you will often hear the word “Activation”. It is a local form of saying experiential marketing. The idea is simple to make consumers aware about the brand and let consumers try it out themselves on the spot. This helps boost confidence regarding the product and its quality.

The title of the activation program is called “Nestlé COFFEE MATE CORPORATE DRIVE 2017”. The objective is to visit 100 corporate offices on week days and give them the taste of coffee with its creamiest partner COFFEE MATE. The activities held at the events are free coffee tasting with COFFEE MATE, free sampling pouch consisting of two COFFEE MATE sachets and one NESCAFE 1.5g sachet given upon registering with name and number and sales booth consisting of discounted NESCAFE and COFFEE MATE products. As for fun activity, there is a on the spot printable photo session with colourful props and photo frame that goes along with it and a surprise gift for one lucky winner decided by the number of likes on the picture posted by the participant on the comment section of the post.





The Photo Backdrop Setup



One of the consumer had her photo taken and then printed her photos on our Pixie Corner frames.

ACTIVATION ROUTE PLAN

Sl. No	Office Name	Address	Date & Day
1	Berger Paints Bangladesh Ltd.	"Berger House" ; House - 08,Road - 02, Sec- 03, Uttara, Dhaka.	17.9.17
2	RAK Paints	House # 5, Road # 1/A,Sector # 4,Uttara Model Town,Dhaka.	17.9.17
3	BKMEA	Planners Tower (4th Floor) 13/A, Sonargon Road,Banglamotor,Dhaka	18.9.17
4	NTV	BSEC Bhaban,102,Kaji Najrul Islam Avenue.Kawranbazer.	18.9.17
5	AB Bank	BCIC Bhaban,30-31, Dilkusha,c/a	19.9.17
6	AB Bank	BCIC Bhaban,30-31, Dilkusha,c/a	19.9.17
7	Phoenix Finance	52-53, Dilkusha Eunoos center.	20.9.17
8	Omera Petroleum Ltd	Omera House, SW (B)-16,Road-09,Gulshan-1,Dhaka	20.9.17
9	ATN Bangla	WASA Bhaban, 1st Floor, 98 Kazi Nazrul Islam Avenue, Kawran Baza	23.9.17
10	Incepta Pharmaceuticals	Tejgaon	23.9.17
11	Avery Dennison	3/F Uday Tower,57,Gulshan AV Gulshan	08.10.17
12	Avery Dennison	3/F Uday Tower,57,Gulshan AV Gulshan	08.10.17
13	Aftab Group	90 Uttara Bank Bhaban, Motijheel, c/a.	09.10.18
14	SSL Wireless	New Eskaton, Dhaka	09.10.18
15	Coats Bangladesh Ltd.	Novo Tower 270 Tejgaon Industrial Area	10.10.18
16	Novo Nordisk Pharma	Nina Kabbo,Lavel-9,Tejgaon Industrial Area	10.10.18
17	Holcim Cement Bangladesh Ltd	NinaKabbo, Level-2, 227/A,Tejgaon Gulshan Link Road,Tejgaon,Dhaka	12.10.17
18	GSK	H- 24.R- 138, Gulshan - 1	12.10.17
19	Aamra Resources Limited	BTA Tower (10th Floor) 29 Kemal Ataturk Avenue,Banani	15.10.17
20	Aamra Networks Limited	Faruque Rupayan Tower (17th Floor) 32 Kemal Ataturk Avenue,Banani	15.10.17
21	Transcom Limited	Gulshan Tower (6th Floor),Plot-31,Road-53,Gulshan North C/A,Dhaka.	16.10.17
22	Transcom Limited	Gulshan Tower (6th Floor),Plot-31,Road-53,Gulshan North C/A,Dhaka.	
23	Bangla Trac Limited	House # 38, Road # 12,Block # H,Banani,Dhaka.	17.10.17
24	Bangla Trac Limited	House # 38, Road # 12,Block # H,Banani,Dhaka.	
25	Abdul Monem Ltd	Bangla Motor, Dhaka	21.10.17
26	Abdul Monem Ltd	Bangla Motor, Dhaka	
27	Aamra Company	Banani, Dhaka	23.10.17
28	Perfetti Van Melle Bangladesh Pvt. Ltd	Impetus Center, 2nd Floor,242/B Tejgaon Gulshan Link Road,Tejgaon, Dhaka	23.10.17
29	Mutual Trust Bank Ltd	Corporate Head Office,MTB Centre,26 Gulshan Avenue,Gulshan-1,Dhaka	30.10.17
30	Flora Limited	Corporate Head Office,Motijheel	04.11.17
31	Flora Limited	Corporate Head Office,Motijheel	
32	Expo Group	Tejgaon,Dhaka	05.11.17
33	Expo Group	Tejgaon,Dhaka	
34	LafargeHolcim Bangladesh Ltd.	Suvastu Imam Square (3rd Floor), 65 Gulshan Avenue,Gulshan-1	06.11.17
35	Prime Bank Limited	Head Office,Building No-1 (9th Floor) ,Motijheel,Dhaka	08.11.17
36	Prime Bank Limited	Head Office-Building No-2,Motijheel,Dhaka	08.11.17
37	Energypac Power Generation Limited	Energy Center,25 Tejgaon 1/A,Dhaka	09.11.17
38	Energypac Electronics Limited	Novo Tower 270 Tejgaon Industrial Area	09.11.17
39	First Security Islami Bank Ltd	Head Office,Motijheel	12.11.17
40	Eskayef Bangladesh Ltd (SK+F)	158,Kamal Ataturk Avenue,Block-E,Banani,Dhaka	12.11.17

You will also find the timeline of activities here.

The route plan shows the offices that the brand has covered over the past three months. The brand targeted 2 offices each day to cover more ground and reach more potential consumers.

The activation journey officially started on the 17th of September, 2017 at two corporate offices. Our first offices were BERGER Paints and RAK Paints.



The channel used to notify our target market that we were in their offices was through Facebook. COFFEE MATE check-in post with the caption “COFFEE MATE is at Berger Paints Bangladesh Limited turning the workhours into fun hours, Stay tuned for more.....” This post had one more reason to be there, we decided that we wanted to create engagement on our check-in posts. Thus, it was finalized that we will host a small contest on the event post in order to create activity flow.



Here is a picture of me presenting the gift to our lucky winner who had the most number of likes on his photo comment. The gift was a NESCAFE RED MUG and winners photo printed and framed right away. Later, the gift was changed to 100g NESCAFE and 400g COFFEE MATE.

Data

After 40 offices visited the numbers have stacked up. The total number of wet sampling that we were able to do was 7,665 out of 9,240 numbers of people touched. The number of dry sampling (free gift pouch) was 4,007.

My Job Responsibility:

The roles that I played in developing the Activation was deciding on the props for the activation, manufacturing the booths and pixie corner for the program. Most importantly, I was physically present for the initial 15 companies of the event. My job was simple to supervise all proceedings and make impromptu decisions if required.

Objectives:

- To create awareness of the Brand COFFEE MATE
- To educate consumers on how to consume COFFEE MATE
- Increase Facebook page activity and likes
- To stay top of mind and grow in terms of Brand Equity.

Lessons Acquired

To get into Nestlé Bangladesh Limited, I had to go through a face to face interview and then a written examination, pass them in order to be eligible for work here. Starting from the interview it always felt like a proper job. My role was in the marketing function with the beverage brand team, which has given me a great opportunity to work with my specialization. While doing this internship I was grateful to work with highly qualified professionals and meet other parties associated with this country's marketing scenario. While working for the brand team, being an intern I was always asked to give ideas to the projects I could be assigned to. This has given me valuable experience in analyzing brand materials with keener eyes, to put forward ideas confidently. Practical experience of running activations for the brand COFFEE MATE has also provided me with upfront knowledge on managing teams and impact analysis of activations.

Both the Brand Manager and Category Business Manager never failed to give their valuable time and teachings to help me grow and be empowered to make decisions. Starting from motivational comments, to completely delegating work and giving me a sense of ownership in my roles while correcting my mistakes just like a teacher. This makes you feel like a crossover between an Intern and a permanent job holder. Nestlé Bangladesh Limited really adds value to one's life, as a marketing intern working directly under a Brand Manager gives you a great opportunity to practically learn about brand management. My brands NESCAFE and COFFEE MATE are one of the greatest brands in the world with immeasurable reach. Nestlé offers over 150 years of brand experience to learn from if one is willing to.

Conclusion

One of the most trusted and loved MNC operating in Bangladesh. Since its start, the company was well recognized for its already established image, which helped it grow faster. Continuous innovation and development of existing products, working on media opportunities and better communication system has proved that Nestlé looks forward in presenting better solutions to the customer's problems. This is run by employees who are responsible and proficient and most importantly honest.

Nescafé and COFFEE MATE are both considered as premium products that do not fall under the necessity line of products, so it is very important to stay top of mind. Still a growing market, Bangladesh is new to the world of coffee vice-versa Nestlé's operation here is also small in scale.

In conclusion, time at Nestlé has been pivotal in my learning curve. It has helped open eyes to the real life problems. Starting from management to learning marketing at every level. Nestlé Bangladesh offers great experience and career growth. Since, the market is still in the growth period the potential for NBL is great.

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Appendix

MNC - Multi National Company

NBL - Nestlé Bangladesh