

**A Case Study on Clutter Breaking Advertising:
IDLC Wealth Management Campaign**



Submitted To

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Submitted By

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27th August, 2017

Letter of Approval

25th August, 2017

Afsana Akhtar.

Assistant Professor,

BRAC Business School

BRAC University

Dear Ms. Akhtar

We are pleased to inform you that Ms. Zeba Fariba, bearing the ID 14204095, BBA has successfully completed her internship on the 24th of August, 2017. She was a valuable asset to our company and we are grateful for your endeavor in grooming such students for the future of our industry.

Sincerely,

Sherifa Amreen,

Manager,

Marketing Communications,

IDLC Finance Limited

Letter of Transmittal

27th August, 2017

Ms. Afsana Akhtar

Assistant Professor

BRAC Business School

BRAC University

Subject: Submission of internship report for the completion of the course BUS400

Dear Miss,

This internship report has been prepared as per the requirement of the BBA program from the BRAC Business School. This report is an integral part in the completion of our education and degree from BRAC University. The report has been structured and prepared as per your instructions. My internship experience had been very enriching and has greatly helped me prepare myself for jobs in such commercial organizations. I had been fortunate enough to have gained skills and knowledge that will be indispensable for me in my future. This has all been outlined in the following report with all the necessary details.

This report has helped me consolidate my experience and learnings of the 16 weeks of my internship and made me realize the extent of importance of all the theoretical knowledge that I was fortunate enough to have gained from my university. This report has been prepared as accordance to the university code of conducts and ethics primary sources and proper citations. I sincerely hope this report will be an enriching addition to the collection of internship reports in the BRAC University repository.

Sincerely,

Zeba Fariba

14204095

BRAC Business School

BRAC University

Acknowledgements:

My gratitude to the Almighty Allah for blessing me with the opportunity to work at the largest non-banking Financial Institution in the country, IDLC Finance Limited. I would also like to thank my parents for being patient with me during the four months I had not been occupied with the completion of my internship.

I would next like to thank Ms. Afsana Akhtar for believing in me and allowing me to take this internship report in a more nonconventional manner of being case based rather than research and report based. She has guided and supported my writings and gave me the necessary feedback to enrich my report. Without her mentorship and structure this report would not have been possible.

I am also extremely grateful to the entire Marketing Communications team of IDLC Finance Limited for their guidance and support during the 16 weeks of my internship. This includes my supervisor and the Head of Marketing Communications, Ms. Sherifa Amreen who has mentored me and taught me invaluable skills that I shall be utilizing for the rest of my life, the Head of Digital Communications Mr. Ashiqur Rahman and the Head of PR, Ms. Surana Touhid, both of whom have helped me greatly in the collection and tabulation of the data required for this report. I would also like to thank the Assistant Manager, Mr. Shadman Sakib Anik as someone who has continuously pushed me towards striving better and has been a constant source of guidance and encouragement throughout my term as an intern. Last but certainly not the least I would like to express my gratitude to our CMO Mr. Jane Alam Romel as the captain of the ship who keeps the entire department running like a well-oiled machine with his guidance, perspective and knowledge.

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Executive Summary:

IDLC Finance Limited is the country's largest non-banking financial institution with an aim to aid in the development of Bangladesh by providing the necessary financial tools to the people. This includes providing loans and deposits as well as tools for the capital market. It aims to create a more investor friendly nation which is an absolute essentiality for a country in the path to development.

This report looks into a specific campaign run for the Wealth Management products of the company which was designed to be nonconventional in such a manner as to break through the clutter and create customer perception as well as to establish IDLC Finance Limited as a company one can trust with their finances. This report analyzes each aspect of the campaign and describes in details the formation and application of the elements that made up the campaign.

There were many learnings to be taken away from this campaign if looked at as a case study. It starts with the stark realities of the differences between classroom learnings and practical application of ideas. It was also noticed that while social media is an excellent medium that should be utilized further, the demography of Bangladesh is very different from the western countries, thus adaptations done and direct communications made with that in mind.

1. Introduction:

In the modern advertisement landscape constantly cluttered with media, brands are in a constant struggle to capture the attention of their target audience. While many brands employ some research behind their advertisements, for the most part formal research or proper evaluation of past cases are largely ignored.

This case study will look into the process of creation, implementation and effectiveness of a campaign that was primarily intended to break the widespread clutter seen in advertising media today. In order to do so the Wealth Management Campaign that was done by the IDLC group has been chosen as the subject of analysis.

1.1. Origin of the Report

The report was prepared in accordance to the BBA curriculum of the BRAC Business School in order to complete the course BUS400 and complete the BBA program from BRAC University. During the time of the preparation of this report I was completing my 16 week internship at IDLC Finance Limited in their CSR and Marketing Communications wing. The report and its topic is in accordance with my internship advisor Ms. Afsana Akhtar and completed under her direction. I further had the guidance of my supervisor, the Head of Marketing Communications of IDLC Finance Limited, Ms. Sherifa Amreen.

1.2. Scope of the Report

This report gives an overall view of the IDLC Group and its products and their internal and external communications. It takes one particular campaign as a case study and looks into the process of researching, developing, executing and its evaluating the entire campaign and thus looks into the entire process of solving a problem in an industry landscape. Since the nature of the campaign is one that is different from the norm and works with a very particular problem plaguing the current advertising landscape, namely advertisement clutter, it makes for an effective case to analyze.

The report further builds a bridge between classroom theoretical education and prototype business solutions one comes up with for projects to the actual reality of how a project is planned and implemented.

1.3. Objective of the Report

The objective of the report are as following:

- To learn the research and mindset that goes behind the identification of a problem.
- To learn the process behind coming up with a solution of the problem
- To learn the process of implementation of the solution
- To learn the practicalities and state of the present day advertising landscape
- To address the realities of situations faced during the implementation of a campaign.

1.4. Methodology of the Report:

This report was produced mainly through primary data sourced directly from the on goings of the campaign and from the reports and data graphical data produced from the campaign. Secondary data was also sourced in order to evaluate the thought that went behind the campaign.

1.5. Limitations of the Report

- Due to a lack of time, the absolute effects of the campaign could not be observed.
- Due to the nature of the industry, a lot of data could not be published which make the report may seem more incomplete.

2. Organizational Overview:

2.1. Introduction:

IDLC Finance Limited was established in 1985 as a single product leasing company. It obtained the license to become a non-banking financial institution in 1993 and now boasts the title of being the country's largest NBFIs with 36 branches that serves over 45,000 clients with their 1200 employees.

IDLC has a strict focus on fulfilling individual, business and corporate needs along with providing financial solutions and other relevant value added services. There is an emphasis on fulfillment of long term aspirations of deposit services holders and implementation of speed and assurance in their brokerage and investment services for retail and institutional customers.

Currently, the IDLC group consists of

- **IDLC Finance Limited:**

This is the mother company of the IDLC group. This company works with the disbursement of individual and institutional loans and services as well as deposit schemes.

- **IDLC Securities Limited:**

A wholly owned subsidiary of IDLC Finance Limited. They provide services to institutional and individual investors in the capital market.

- **IDLC Investments Limited:**

Another wholly owned subsidiary of IDLC Finance Limited. This wing assists the clients throughout the IPO process and provide sustained market support. They also offer various services to ensure easier portfolio management for individuals to help them get started in the capital market.

- **IDLC Asset Management Limited:**

The third wholly owned subsidiary of IDLC Finance Limited. This wing carries out the work of Asset Management Limited primarily through the launching and management of Mutual Funds to cater to individual and institutional needs.

2.2. Mission, Vision and Core Values:

The Vision of the IDLC group is:

“We will be the best financial brand in the country.”

The Mission of the IDLC group is:

“We will focus on quality growth, superior customer experience and sustainable business practices.”

The tagline for the IDLC group is:

“Financing Happiness.”

Within their business practices they encompass the following core values:

1. Integrity
2. Customer Focus
3. Trust and Respect
4. Equal Opportunity
5. Eco-Friendly
6. Passion
7. Simplicity

2.3. Products and Services:

The following are the products and services provided by each part of the IDLC group:

2.3.1. IDLC Finance Limited:

a. Small and Medium Enterprises (SME) Finance

i. Small Enterprise Finance

- Small Enterprise Loan/ Lease
- Seasonal Loan
- IDLC Purnota – Women Entrepreneur Loan
- SME Shachal Loan
- SME Surakkha
- Revolving Short Term Loan
- Commercial Space Loan
- Commercial Vehicle Loan
- IDLC Udbhabon
- SME Deposit

ii. Medium Enterprise Finance

- Medium Enterprise Loan/ Lease
- Commercial Vehicle Finance
- Machinery Lease
- Healthcare Finance
- Revolving Short Term Loan
- Commercial Space Loan
- Commercial Vehicle Loan

iii. Supplier and Distributor Finance

- Factoring of Accounts Receivable
- Bill/ Invoice Discounting
- Work Order Financing
- Distributor Financing

b. Corporate Finance

i. Corporate Finance:

- Lease Financing
- Term Loan Financing
- Commercial Space Financing
- Project Financing
- Short Term Loans (to meet working capital requirements)
- Specialized Products (for meeting seasonal demand)
- Green Financing

ii. Structured Finance Solutions

- Structured Finance Solutions/Arrangement of Funds
- Loan/ Lease Syndication
- Syndicated Fund raising for Bonds
- Arrangement of Commercial Paper, Preference Shares, and foreign currency loans etc.
- Securitization of Assets
- Working Capital Syndication
- Corporate Advisory/ other services

iii. Green Banking Solutions

Over 50 products are offered under Green Banking and Sustainable Finance department as per Bangladesh Bank Green Refinance scheme

c. Consumer Finance

i. Loans

- Home Loans
- Car Loans
- Personal Loans
- Loan against Deposit

ii. Deposit

- Flexible Term Deposit Package
- Regular Earner Package

2.3.2. IDLC Securities Limited

a. Capital Markets Operations

i. Products

- Cash Account
- Margin Account through IDLC Investments Limited and other enlisted merchant banks
- Easy IPO
- Premium Brokerage for High Networth Individuals (HNIs) and institutional and foreign investors

ii. Services

- Trade execution through the Dhaka and Chittagong stock exchanges
- Custodial and CDBL services
- Bloomberg terminal for foreign clients
- Research and Advisory Services

2.3.3. IDLC Investments Limited

a. Capital Markets Operations

i. Products

- Margin Loan
- Discretionary Portfolio Management

ii. Services

- Corporate Advisory
- Issue Management
- Underwriting
- Research

2.3.4. IDLC Asset Management Limited

a. Capital Markets Operations

- Mutual Funds
- Alternative Investment Services

2.4. The Business Model:

The Business Model for the IDLC Group is as follows:

2.4.1. Key Partners and Providers of Funds

i. IDLC Finance Limited

- Shareholders
- Central Bank
- Other banks and financial institutions
- Deposit clients
- Multilateral organizations

ii. Subsidiaries

- Investors
- Regulators

iii. Group

- Vendors
- NGOs

2.4.2. Key Resources:

- Funds
- Our human resources
- Our intellectual capital
- Natural and other resources
- Relationships with stakeholders
- Policy incentives

2.4.3. Key Activities:

- Innovate and sell financial products
- Grow, develop and maintain client relationships

- Attract and manage investments
- Create brand awareness
- Commit to social and environmental responsibilities

2.4.4. Supporting activities:

- Risk management
- Continuous process improvement
- Ensure employees' engagement and wellbeing
- Maintaining financials

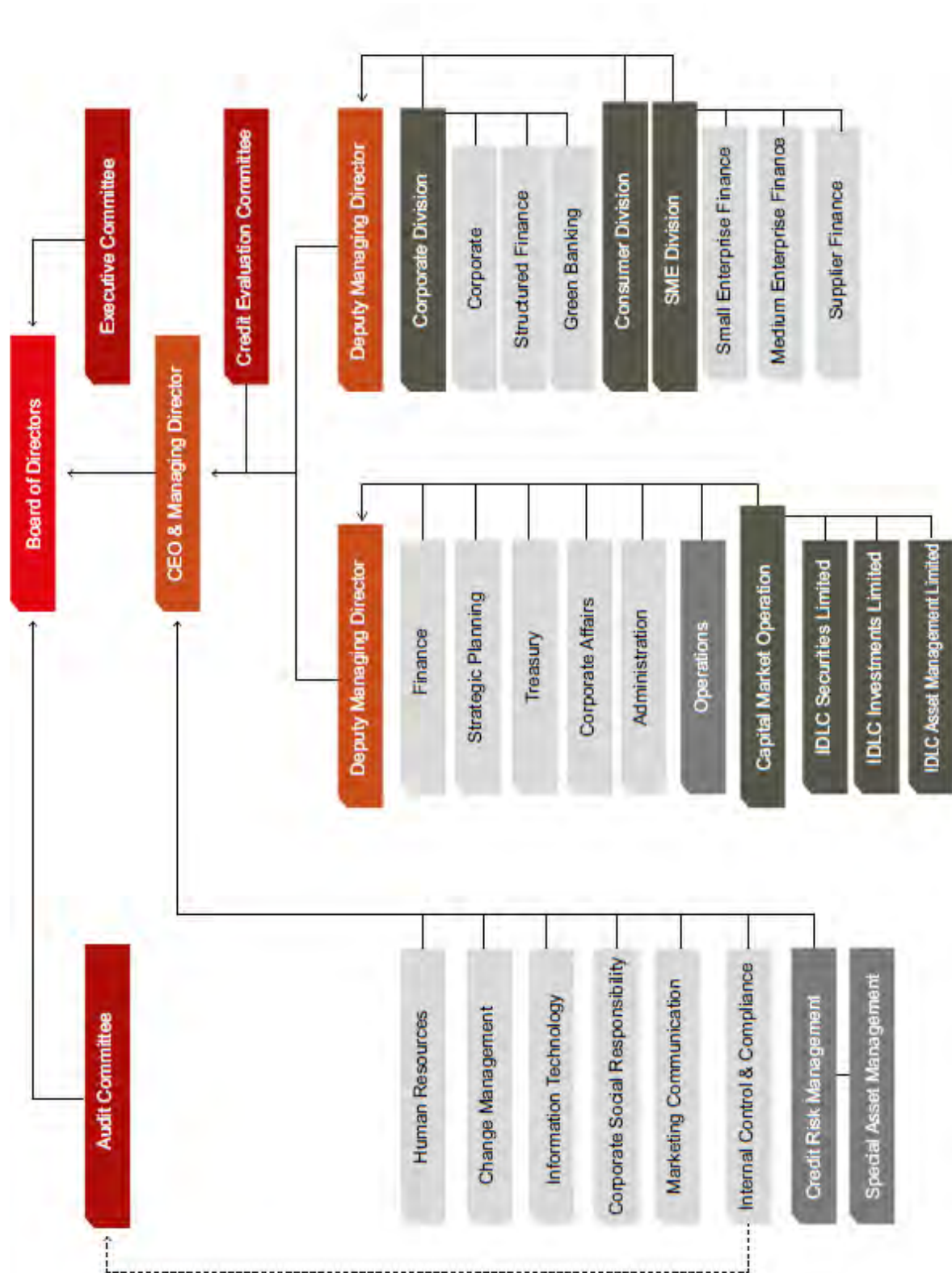
2.4.5. Offerings:

- SME finance products
- Corporate finance products
- Consumer loan products
- Savings products
- Investment products and services
- Investment banking services
- Corporate advisory services
- Brokerage services

2.4.6. Clients:

- Small and Medium Enterprises (SMEs)
- Corporate Houses
- Individuals
- Limited companies
- Institutional investors
- Fund Managers,
- Foreign Investors and Brokerage Houses

2.5. Organogram:



2.6. Key Responsibilities:

My key responsibilities during the tenure of my internship in the Marketing Communications team in IDLC were as follows:

a. Track and monitor group PR and media communications:

This included all internal and external communication sent out in every medium in order to ensure proper communication has been made and to gauge present public image of the entire group.

b. Research, track and analyze competitor activity

This included tracking all external communication made by competitors, to analyze them and edit and create future strategies accordingly.

c. Administration of group Social Media

This included keeping track of all social media posts that go under the IDLC group and replying to the different comments and queries that came through on the post as well as to forward any leads generated. This further included customer management and solution of complaints when forwarded to the social media.

d. Research and assistance in the development of future marketing campaigns for group communication

This included primary research in the form of market visits and secondary research, in order to gather concrete information to base future communication campaigns off of. I was also actively involved in the development of such campaigns and to ensure the process occurred effectively and efficiently.

e. Provide logistical support in communication campaigns

This included providing all the necessary support as per requirement during campaigns that occurred during the tenure of the internship.

2.7. Learnings and Reflections:

To summarize my four month period in IDLC, I would say that I have been fortunate enough to have gained industry knowledge and the technicalities of how marketing and communications take place in a professional landscape due to having a very supportive team. I was directly involved in almost all the campaigns that happened during my tenure and helped in the structuring of many future campaigns. While theories and non-enforcing business models were the norm in a classroom setting, my internship has taught me the practical application of such learnings, with a special emphasis on the actual implementation of project ideas and following up on each step of the project. Another important learning from this experience was to be think on your feet when it came to problems that would evidently happen all throughout campaigns.

Going into further specificity, I was fortunate enough to be exposed to a wide plethora of work, such as handling sponsorships, writing and communicating work orders, conducting market surveys, creating and maintaining PR, communicating with and managing vendors and agencies, creation of presentation files and guest management at events. All of this allowed my experience to be holistic in nature and helped me obtain skills needed to become a much more well-groomed professional.

While this report focuses on just one of the many campaigns I was involved in, every single campaign provided unique problems that were to be tackled and very interesting learnings from each such campaign. I firmly believe that this internship has set me up to have a much more practical approach to marketing in a way that will make me much more effective and efficient in the corporate world.

3. The Project

3.1. Campaign Background:

There are currently 57 scheduled banks in Bangladesh and 33 Financial Institutions, each of which routinely compete for the attention of their consumers. According to World Bank in 2015, 565.3 people per 1000 people have an account with a commercial bank and according to the Daily Star, in 2015 there were 5.5 crore formal bank accounts in the country and the total number of bank accounts stood at 9 crore or 56 percent of the 16 crore population. If only the adult population were to be considered then almost 90% of the adult population in Bangladesh had a bank account. All in all, with so many people in the country being potential customers, banks and NBFIs attempt at utilizing every communication medium possible in order to position themselves in their minds. This has ended up cluttering the communication mediums with advertisements that have ended up being extremely similar in designs and messages, ending in a lot of cases very ineffective communication. It was also observed that in spite of Dhaka being dubbed the city the third most active Facebook users at a time, most financial institutions did not utilize their social media presence as much.



Fig. Typical front Pages for business inserts in Newspapers

3.2. Literature Review:

This paper utilizes the 5 step problem solution problem as identified by Bransford and Stein (1984) in their IDEAL model which are as follows:

a. Identify the problem

The first step is to identify the actual problem itself. This is an extremely important step since if the correct problem is not identified then the proper actions cannot be taken.

b. Define the Problem

The next step is to analyze and dissect the problem in order to note down all the details of the problem and define it clearly so that the appropriate solutions can be identified. Along with this in this step one needs to seek other perspectives and be slightly more flexible in their analysis in order to consider as many possibilities and their impact as possible.

c. Evaluate Possible Solutions:

In this stage one is to evaluate each and every solution that had been identified. One is to weigh the pros and cons of each solution and consider the process of implementing them. One should also keep in mind long and short term goals of the solutions at hand.

d. Choose the optimal solution:

After careful scrutiny of all the required solution, one is to pick the best solution most suited to the goals they are trying to achieve through the solution.

e. Evaluate the Results of the Solution:

In this stage the solutions that have been applied are to be evaluated to judge its success and shortcomings. This report helps one identify criteria that need to be worked on as well as strengths that can be capitalized on in the future.

Furthermore this case study works very closely majorly with advertisement clutter. According to Rotfeld (2006) advertisement clutter is the bombardment of advertisements in mass media on consumers in such a manner that in most cases they tend to not be able to pay attention and gather the information being presented to them.

According to the Advertising Age, successful consumer campaigns, regardless of medium it is being conveyed in, must have the ability to bring direct attention of the people towards it. This breaking through all the other monotone of advertisements one if barraged with in communication media is called advertisement clutter. As an example they cited how Super Bowl ads serve as an excellent example of how much work that needs to be out in to break through the clutter present, as it costs around 2.7 million us dollars just for a 30 second spot.

Research by Pieters, Warlop and Wedel (2002) further illustrates this. According to them advertisements are now continuously challenged in their attempt to create brand equity due to the fierce competition for the consumer's scarce attention. They said, "First, ad originality enhanced information storage about the advertised brand in memory by increasing the amount of attention devoted to it. The positive impact of ad originality on information storage was found to further increase for familiar, original advertisements. Second, ad originality in interaction with ad familiarity enhanced the retrieval of information about the advertised brand by lowering the threshold for accurate memory. Hence, ad originality promoted significant indirect and direct improvements in memory for the advertised brands." Thus original adverts were seen to be much more clutter breaking and took up much more time to wear out in the memory of the consumer.

Solomon, Bamossy, Askegaard and Hogg (1999) identified the three steps that leads to the registration of an advertisement in the mind of a consumer. They called this the three steps that lead to perception. These are described below:

a. Exposure

Exposure is defined as "the degree to which people notice a stimulus that is within range of their sensory receptors."

At times consumers even concentrate on only certain stimuli and is unaware of many others sometimes going as far as to even ignore them. At one point an experiment was conducted by a bank that illustrated how people tend to miss or ignore information when bombarded with it. A new law in America mandated banks to explain all the details involved in electronic banking. The Northwester Bank then distributed around 120000 pamphlets to their customers with all the information that was asked for. In 100 of those leaflets the bank included a sentence that said the bank will offer a reward for anyone who finds that sentence, but no one claimed the reward.

b. Attention

“Attention is the degree to which consumers focus on stimuli within their range of exposure.”

Consumers are continuously exposed to far too many advertisements which is causing advertisers to be more creative to get the consumers attention. Advertisers such as Apple, Nike and McDonalds created a specific visual identity for themselves which they communicate throughout media such as television ads, and then they go on to explain the details using mediums such as websites and newspapers. Companies have gone far enough to employ sophisticated measuring procedures such as eye tracking tests to evaluate things like in-store display effectiveness.

Many advertisers also aim to tackle the problem of clutter and counter the sensory overload that it causes by coming up with various strategies. One such expensive strategy is to buy very large blocks of advertising space to dominate the attention of the consumer. IBM had once done this by buying two consecutive full page newspaper advertising space and Coca Cola had gone as far as to buy an entire five minute TV block on Danish television and that too right before Christmas. Companies also utilize the strategy of creating “bookend Ads” where the first part of the commercial creates a conflict and the later part resolves it. For example for Christmas, the beer company Tuborg had a Santa run down the television screen with his sleigh, a couple of advertisements later he appears again and sees a Tuborg Beer Van and starts chasing after the Van instead while wishing a Merry Christmas.



Fig. Use of Visual Media to get Attention

It has also been pointed out that the culture of the society for whom the advertisement is being created is very important. For example, it had been pointed out that the Americans do not like reading newspaper ads but the British do. Other examples include putting ads in unconventional places such as films or showers in the beaches of Brazil as Sprite had once done.



Fig. Sprite Shower in Brazil

Contrast is an extremely important method to use to avoid advertisement fatigue. Avoiding the stereotypical ads are becoming more and more important as the customers are becoming fed up of the invasiveness of ads. Thus in order to get the attention of the consumers, there needs to be one or the other point of interest, be it humor or aesthetics or any other medium to get the product formation out.

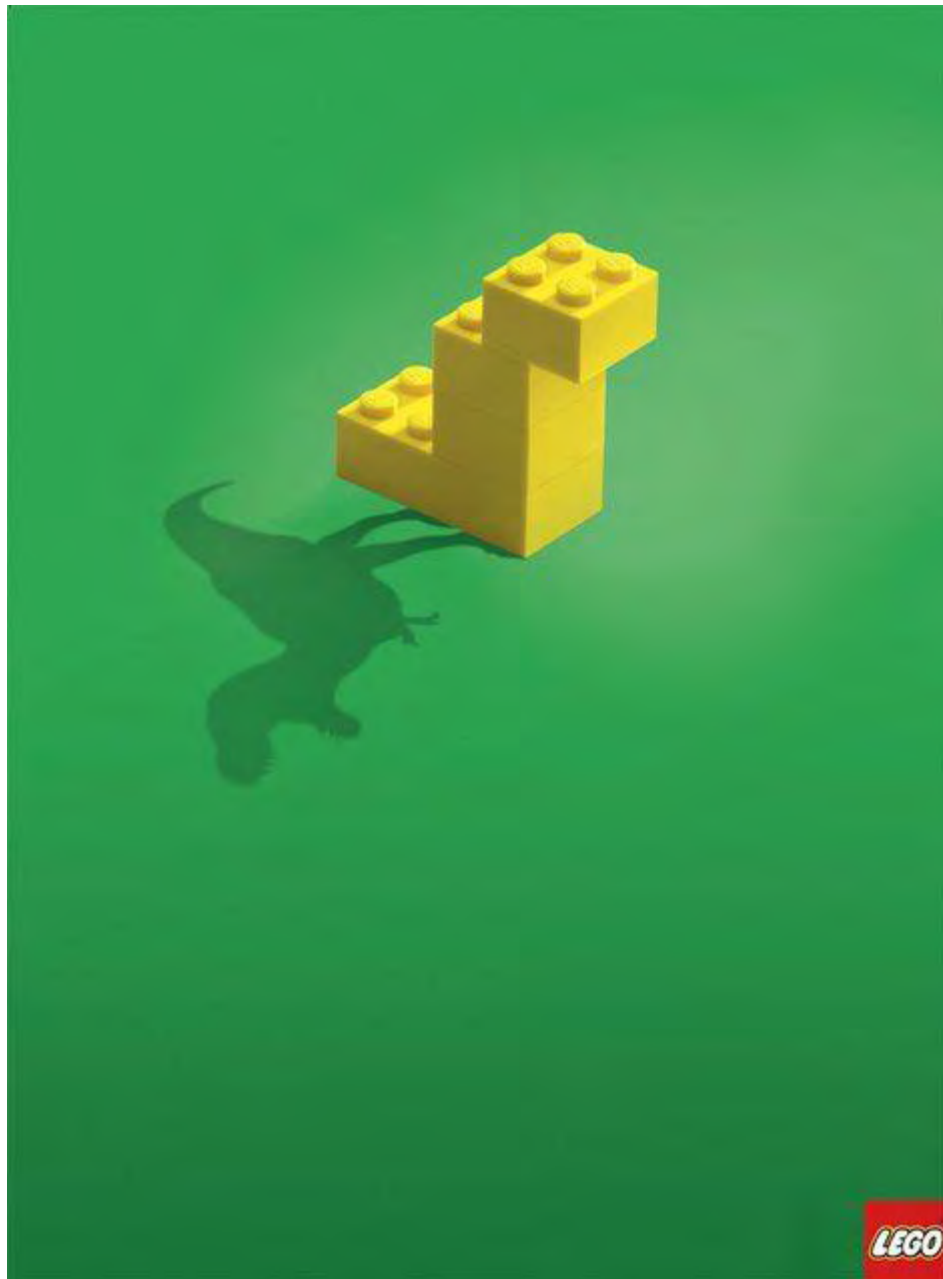


Fig. Use of minimalism and Contrast to get attention

c. Interpretation

“Interpretation refers to the meaning that people assign to sensory stimuli.”

Advertisements touch a different stimuli for different people and thus the eventual assignment of meaning to the stimuli is also different. A person may perceive one video as funny while another may find it offensive. This interpretation must be kept in mind during the formation of perception as well.

At the same time, a paper by Taylor, Bonner and Dolezal (2015) studied the aspects of utilizing clutter breaking adverts in a certain culture, in their case they researched on the Czech Republic. It was seen that while the Czech people did like US popular culture, creating adverts that were the exact same is not recommended. Their culture needs to be kept in mind during the creation of an original clutter breaking advertisement, for example their collectivistic nature, or their disdain for excessively aggressive advertisement. Thus each ad must be tailored to the specific culture of the country it is being created for.

3.3. The Campaign Execution:

In order to break through this clutter IDLC attempted to create an advert that was completely original and thus far different than the norm and one that would demand the attention of the viewer and position it in their minds in a way that would increase brand awareness.

After careful evaluation, social media was chosen as a forefront of the campaign with an aim to create enjoyable, witty and shareable content that will gain the attention of consumers. Thus two web videos were created for social media with an attention to making them witty and enjoyable to watch so that people would engage in the posts and increase traction to the Facebook page as well as IDLC's newly formed website. A radio commercial that conveys the key message poetically was also created to break through the clutter that is seen on radio air waves as well.

The campaign was created for the products that actively engage in Wealth Management of the consumers. This included their Deposit Products, their Open End Mutual Funds, their Brokerage Services, their Monthly Investment Schemes and their Personalized Discretionary Investment Account. Furthermore, the feeling to trust towards IDLC was to be created by visuals that describe

how reliable IDLC is and how safe their wealth will be with the company. The reason to believe this was pushed out to aspects of IDLC such as having AAA accreditation and long standing effort to being completely transparent and compliant to international standards.

3.4. Campaign Elements:

আমরা চাই
আপনার
সব টাকা

নিরাপদে বাড়তে থাকুক

কম্পেন্সির সক্ষমতা হোক সুরক্ষিত। সেজন্যই আইডিএলসি 'র বিভিন্ন ডিপোজিটস এবং ক্যাপিটাল মার্কেট ইনভেস্টমেন্ট ফ্রিমস্। ফ্লেক্সিবল ডিপোজিটস, ক্যাপিটাল মার্কেট মাল্টি ইনভেস্টমেন্ট ফ্রিম, শেয়ার মার্কেটে বিনিয়োগ ও মিউচুয়াল ফান্ড সহ সব ধরনের ফ্রিম-এ পাচ্ছেন পারসোনাল রিলেশনশিপ ম্যানেজার-এর আন্তরিক সহযোগিতা।

▶ ট্রিপল এ (AAA) ক্রেডিট রেটিং ▶ ৩২ বছরের সমৃদ্ধ ইতিহাস ▶ সর্ববৃহৎ ফাইন্যান্সিয়াল প্রতিষ্ঠান ▶ সবচেয়ে বেশি ইনভেস্টমেন্ট প্রোডাক্ট

কম্পেন্সির সক্ষমতা সুরক্ষিত রাখতে কল করুন ১৬৪০২ অথবা ভিজিট www.idlc.com

IDLC
financing happiness

Fig. Key Visual for Print Media

The key visual for Print Media was created in the way to capture the attention of the consumer. By writing “We want all your money” in big bold red letters, one can break through the advertisement clutter effectively by making them feel slightly unsafe. With the writing “To increase safely” and the picture of the safe, the feeling of safety is then attempted to be returned to the consumer.



Fig. Facebook Teaser Post

This post was made to prime the audience and make them anticipate what was to come the next day. It was created in the format of a popular trend that was ongoing on Facebook at that time that makes one tap on the top end of the picture to reveal what is underneath. The concept of taking away the consumers wealth so that it can increase safely, is seen in this post as well.

The key visual was also adapted as the Facebook Cover photo of the IDLC official Facebook page during the campaign. It was used to bring the advertisements of the print media and those of social media under one umbrella as to bring cohesiveness to the campaign.

A similar visual was also run on many websites as GDN or Google Display Network in order to increase traction to IDLC's newly made website.



Fig. First Facebook Video

The first Facebook video depicts a thief breaking into a house attempting to loot the house owners. The house owner realized that someone had broken in but was not bothered by it. The thief on the other hand ransacked the house but failed to get anything of value from the home. The home owner

then came up to the thief and let him know that all his valuables were safe in the hands of IDLC and he would not get anything here.



Fig. Second Facebook Video

The second Facebook Video was intended to be one that showcases wealth increment aspect of wealth management. Here a man brings in a part of a car every month after he gets his salary. On his wife's asking of why he does not get the full car together he expresses fear of safety of giving a lot of money to someone. His wife then tells him about IDLC where he can safely store his hard earned money. This video performed the best out of all the campaign materials that were made and used.

Apart from this, there were also 5 second bumper ads that were run on Youtube based on the two videos and the Radio ad was run on two major radio stations.

3.5. Campaign Timeline and Details:

The Timeline of the Campaign were as follows:

1. A total of 22 newspaper and magazine insertions were made starting from 6th June, continuing up to 21st June. Since this campaign was around Eid-ul-Fitr 2017, 16 of these insertions were made in Eid magazine specials.
2. The Radio Advert ran from the 6th of June until the 25th of June in four slots in two Radio Stations.
3. The Facebook posts ran from the 7th of June until the 21st of June. The teaser post went up on the 7th of June, the first video went up on the 8th of June and the second video went up on the 15th of June.
4. The GDN ran between the 7th of June to the 21st of June in around 50 different local and international websites.
5. The Youtube ads ran from the 8th off June until the 22nd of June.

3.6. Campaign Results and Findings:

The most drastic reactions were found through the Facebook posts.

Some Statistics on the Teaser posts are as follows:

People Reached	705,000
Reactions and Shares	1600

Some statistics for the First Video were as Follows:

Minutes viewed	578,610
Video views	1,191,025
10-second views	640,844
Video average watch time	0:10
People reached	2 million
Unique viewers	843,752
Post engagement	26,812
Top audience	Men, 25-34
Top location	Dhaka Division

Some of the statistics for the second video were the following:

Minutes viewed	793,477
Video views	1,379,483
10-second views	764,023
Video average watch time	0:14
People reached	3 million
Unique viewers	1,050,081
Post engagement	40,297
Top audience	Men, 25-34
Top location	Dhaka Division

Other than just raw statistics, there was a varied nature of comments, questions and reactions regarding the posts. As the nature of the communication strayed from typical communications made by banks and financial institutions, an attempt was made by IDLC to attend to almost every single comment. The campaign was also running around the time a declaration had been made by the then Finance Minister about a vat being established on deposits in banks. This created another layer of pressure on the posts which the admins kept in mind while answering all the different queries that came up.

Reactions included people appreciating a different approach to the concept of financial offerings, some being confused as the message, some expressing anger at the present economic state of the country and so on. There were also a few appreciating what IDLC had done for them in the past and some complaints about services they were not happy about. Each and every complaint was handled personally and had ended in a proper solution from both ends. This was one of the major contributors to the success of the campaign. Examples of such have been attached in the Appendix.

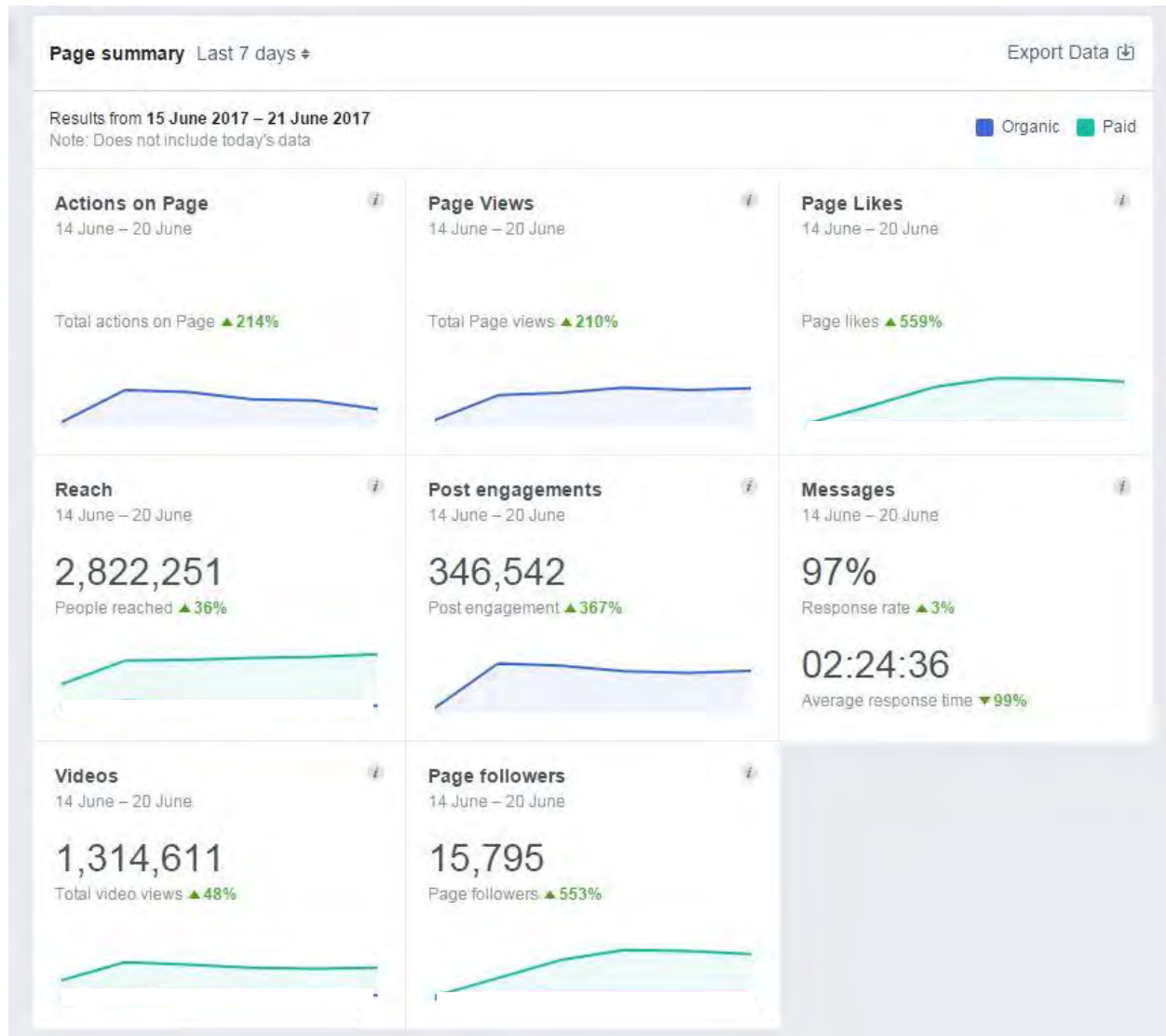


Fig. Facebook Response during Campaign

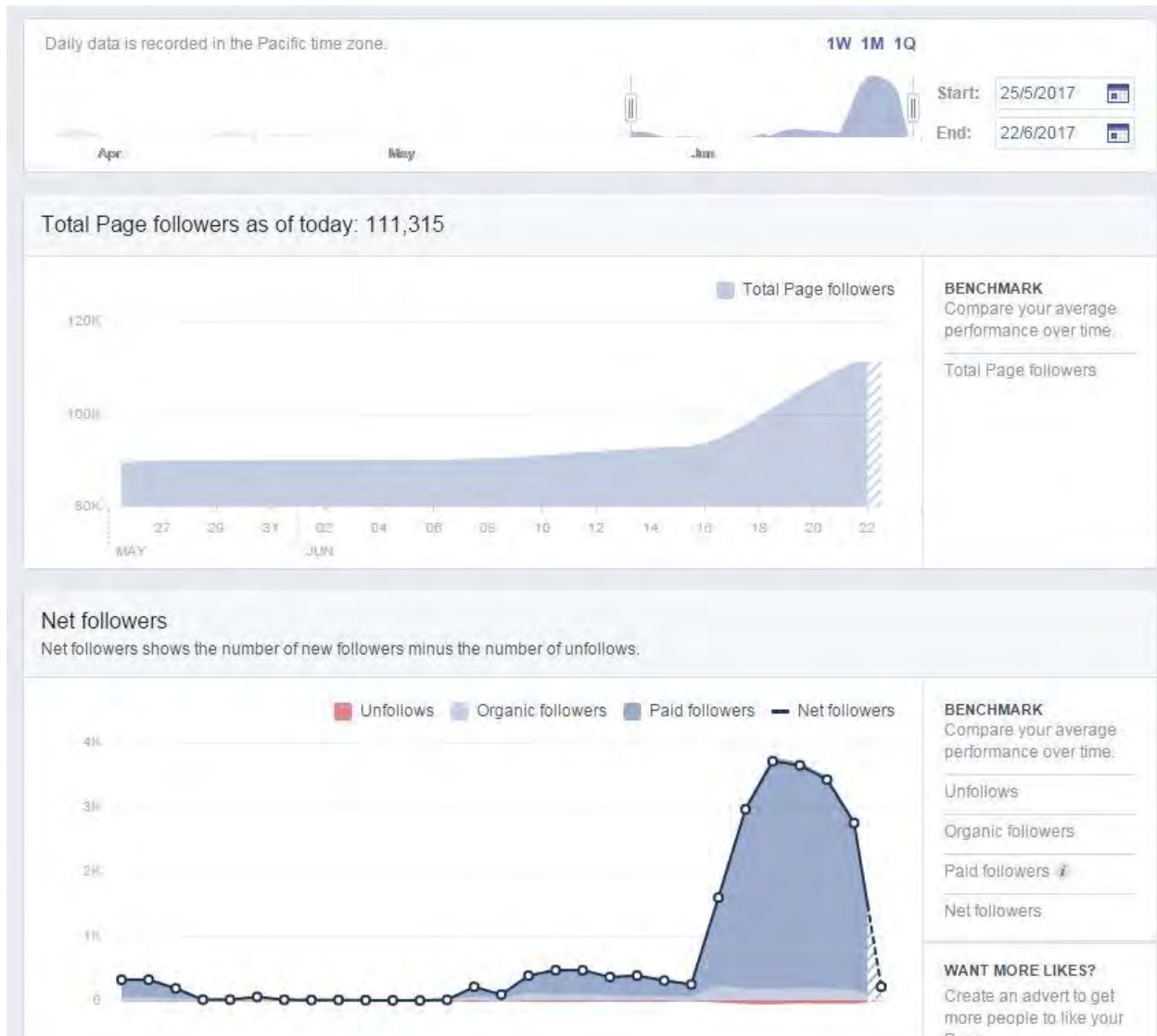


Fig. Facebook Response during Campaign

During the campaign there was also quite an increase in website traffic which came from the GDN, organic Google searches and people being linked the website pages of the particular services they were looking for by the Facebook admins.

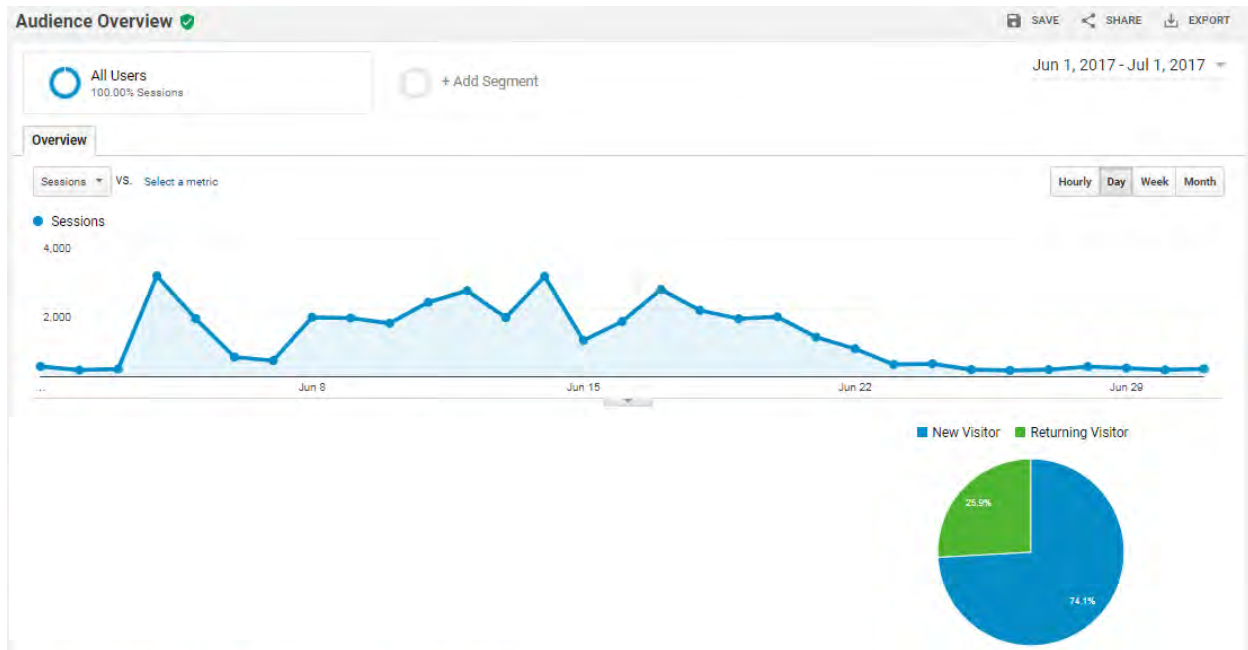


Fig. Website traffic in the month of June, 2017

There was also significant exposure to the 20 second Radio ad that was aired.

3.7. Shortcomings:

- Due to the nature of the campaign many of the results cannot be consolidated properly due to lack of time.
- Many of the details of the campaign cannot be disclosed due to requirement of retaining the privacy of the inner workings of the company.
- Since the campaign was run during Eid-ul-Fitr, the competition for arranging for advertising space very high.
- A lack of consistency in the forms and types of advertising.
- A lack of proper tools for immediate evaluation.

3.8. Conclusion:

In conclusion it was seen that there was an overall increase of exposure to the brand during this campaign. There were mixed reviews in regards to the advertisement but that was expected by the backend. Overall it was a moderately successful campaign and was able to fulfill its role of creating brand awareness and breaking through the clutter. Thus, it is seen that creative, original campaigns are the path to the increment of brand awareness in the modern day corporate setting.

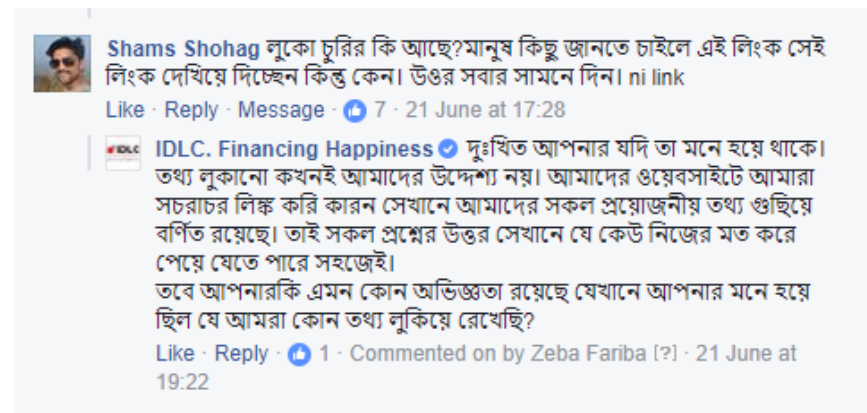
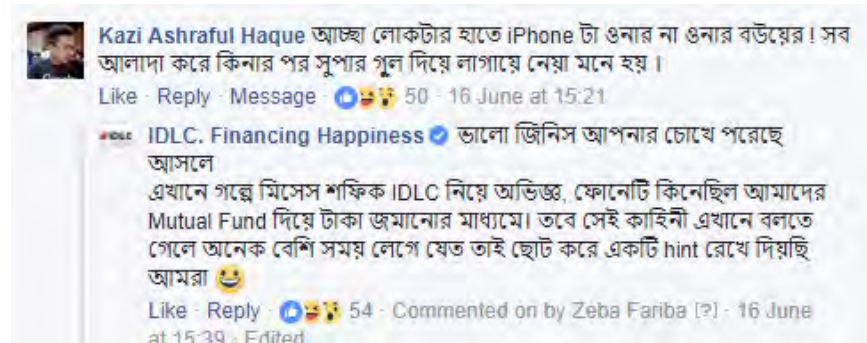
3.9. Recommendations:

- Increase the number of communications made in the newspaper dailies during campaigns to make brand recalling easier
- Expand into television advertisements as well to increase legitimacy of the campaign.
- Do further research into the subject before the creation of such a widespread campaign.
- Ensure consistency in the forms of advertisements with the help of brand guidelines.
- The second video had mixed interpretations, thus the core message needs to be portrayed more strongly.
- Run large-scale campaigns in a more aggressive manner with a larger timeframe for longer lasting effects.

4. Supplements

4.1. Appendix:

Personalized Replies:




Organic Appreciation for the Brand:



 **Khan Majlis Reshad** আসল কথাটা বড় করে লিখার জন্য ধন্যবাদ! "আমরা চাই আপনার সব টাকা!"
Like · Reply · Message ·   31 · 17 June at 21:17


 **Rahman M. Rubaiyat U** নিরাপদে বাড়তে থাকুক শব্দটা এতই ছোট ভাবে লিখা হয়েছে যে নিরাপদ শব্দটাকে অনিরাপদ মনে হতে পারে।
Like · Reply · Message ·   26 · 17 June at 21:55

 **IDLC. Financing Happiness**  আমরা যখন কোন বিজ্ঞাপন বানাই, আমাদের একমাত্র লক্ষ্য থাকে যে সকল মানুষের মনোযোগ আকর্ষণ করা - এই বিজ্ঞাপনটির লক্ষ্য ও ঠিক তাই। 'আমরা চাই আপনার সব টাকা' বোল্ড করে লেখা হয়েছে যেন এক দৃষ্টিতে সবার মনোযোগ আকর্ষণ করা যায় - কিন্তু আমরা আসলে চাই আপনার সব টাকা/সম্পদ নিরাপদ থাকুন, আর বাড়তে থাকুক - পুরো বিজ্ঞাপনটা খেয়াল করে দেখলেই বুঝতে পারবেন। 😊
Like · Reply ·  4 · Commented on by Ashiqur Rahman [?] · 19 June at 13:47 · Edited

 **Sayed Azharul Islam** Dear all,
IDLC is truly one of the most trusted NBFIs of the country.
It's a brand that you can trust. So please ignore the silly unintentional error in the advertisement.
However, I am not anyone from IDLC.
Like · Reply · Message ·   3 · 17 June at 23:16



 **Limon Hossain** IDLC. Financing Happiness we don't have doubt about your activities and business operations. But it's very easy for government to take away money from you. NBFi and Conventional Bank is not similar. You should get money from the Bank for your business operations. Why you want deposit?? Isn't unusual...!!
Like · Reply · Message · 22 June at 12:13



 **IDLC. Financing Happiness**  **Limon Hossain** Dear sir, thank you for your confidence in us. As per our central bank guideline NBFi can take deposits from customers. You will be pleased to know that 80% of the total deposits that IDLC has comes from our own customers. We also operate... See more


 **IDLC homepage**

IDLC.COM



Like · Reply · Remove Preview · Commented on by Zeba Fariba [?] · 22 June at 14:19

 **Limon Hossain** IDLC is one of our pride financial organization. Just be careful from the government. they are looting public money from bank and everywhere. You must know the Bank conditions. I hope IDLC can face all the advance conditions to move forward and uplift Bangladesh economy.
Like · Reply · Message ·  2 · 22 June at 14:26

 **IDLC. Financing Happiness**  **Limon Hossain** Thank You for your kind comment. Continue staying with us.
Like · Reply · Commented on by Sherifa Amreen [?] · 23 June at 15:51

 **Faijul Huq Zaid** আমি তখন রবিন ফার্মাসিউটিক্যালস (আয়ু) লিঃ নামে একটা প্রতিষ্ঠানে জব করতাম, প্রতিষ্ঠানটি নতুন হওয়ায় আমাদের লেনের দরকার হয়,। তখন আপনাদের সাভার অফিস থেকে আমাদের সহায়তা করা হয়, আমরা লোন পাই একদম সঠিক সময়, বেশ অনেকদিন আগের কথা এটা। এখানো মনে আছে IDLC আ... See more

Like · Reply · Message · 13 June at 21:57 · Edited

 **IDLC. Financing Happiness**  ধন্যবাদ, আপনার সুন্দর মন্তব্য আমাদের সামনে এগিয়ে যেতে নিঃসন্দেহে অনুপ্রেরনা যোগাবে, আমাদের সাথেই থাকুন।

Like · Reply · Commented on by Sherifa Amreen [?] · 15 June at 11:20 · Edited

Appreciation for the Advert:

 **Bilquis Jahan** The music is excellent, like James Bond

Like · Reply · Message · 13 June at 11:48

 **IDLC. Financing Happiness**  Thank you for your compliment. Stay with IDLC.

Like · Reply · Commented on by Jane Alam Romel [?] · 13 June at 12:03

 View more replies

 **Polash Bhowmik** মজা পাইলাম

Like · Reply · Message ·  2 · 11 June at 00:14

 **IDLC. Financing Happiness**  ধন্যবাদ, আমাদের সাথেই থাকুন।

Like · Reply · Commented on by Sherifa Amreen [?] · 11 June at 03:01

 **Samy Ratul** Great work. Something new to watch!!

Like · Reply · Message · 10 June at 14:06

 **IDLC. Financing Happiness**  Thank you. Please stay with IDLC!

Like · Reply ·  1 · Commented on by Zeba Fariba [?] · 10 June at 20:25



Ishtiaq Feisal Shuvo What a concept!!!

Like · Reply · Message · 10 June at 19:13



IDLC. Financing Happiness Thank you. Please stay with IDLC!

Like · Reply · Commented on by Zeba Fariba (?) · 10 June at 20:25



Taslima Akther nice idea....

Like · Reply · Message · 9 June at 22:22



IDLC. Financing Happiness Thank You. Please stay with IDLC.

Like · Reply · Commented on by Zeba Fariba (?) · 9 June at 23:08



Foneir Rana দারুন

Like · Reply · Message · 16 June at 03:55



IDLC. Financing Happiness ধন্যবাদ। আমাদের সাথেই থাকুন।

Like · Reply · Commented on by Zeba Fariba (?) · 16 June at 13:05



Safayeat Hossain really nice add

Like · Reply · Message · 16 June at 00:52



IDLC. Financing Happiness Thank you. Stay with IDLC!

Like · Reply · Commented on by Zeba Fariba (?) · 16 June at 13:04



Nilima Ahmed darun.moja pailam.

Like · Reply · Message · 16 June at 00:10



IDLC. Financing Happiness ধন্যবাদ। আমাদের সাথেই থাকুন।

Like · Reply · Commented on by Zeba Fariba (?) · 16 June at 13:05

Solution of Complaint:

 **Mohammed Jashim Mohammed Jashim** চিটিং
Like · Reply · Message · 1 · 18 June at 04:20

^ Hide 15 Replies

 **IDLC. Financing Happiness** ✓ দুঃখিত আপনার সাথে একমত হতে পারলাম না। IDLC -এর সর্বদা প্রচেষ্টা আমাদের প্রত্যেকটি গ্রাহকের উন্নত সেবা নিশ্চিত করা।
Like · Reply · Commented on by Zeba Fariba [?] · 18 June at 12:06 · Edited

 **Mohammed Jashim Mohammed Jashim** আপনাদের এক লোক আমার সাথে প্রতারণা করেছে।
Like · Reply · Message · 18 June at 15:40

 **IDLC. Financing Happiness** ✓ দুঃখিত স্যার আপনার এরকম অভিজ্ঞতার শিকার হবার জন্য।
অনুগ্রহ করে আপনার সম্পূর্ণ অভিযোগটি আমাদের মেসেজ করুন যেন আমরা দ্রুত এটির যথাযথ সমাধান প্রদান করতে পারি এবং ভবিষ্যতে কেউ ... See more
Like · Reply · Commented on by Zeba Fariba [?] · 18 June at 15:44

 **Mohammed Jashim Mohammed Jashim** লোকটির নাম হল মোঃ ওসমান গনি আমাকে লোন দেবে বলে আমার সকল ডকুম্যান্ট আমার জায়গার দলিল আমার ডিলারের কাগজ পএ ও মতি কমপ্লেক্স এর জুতার দোকানের ট্রেডলাইসেন্স সব কিছু নিয়ে। এবং আপনাদের IDLC-এর একটি বইতে আমার থেকে সেই নিয়ে। এখন আমার ফোন দরেনা। আমি তাকে বলছি আমাকে অফিসে নিয়ে যান। সেই আমাকে অফিসেও নেনি।। লোন যদি নাইবা দেন তাহলে আমাকে হয়রানি করার দরকার ছিলনা।।
Like · Reply · Message · 18 June at 16:07

 **Mohammed Jashim Mohammed Jashim** প্রয়োজনে তার নাম্বার ও ছবি আমি পাঠাব।
Like · Reply · Message · 18 June at 16:14

 **Mohammed Jashim Mohammed Jashim** এটা তার ছবি।।



Like · Reply · Message · 21 June at 01:40 · Edited

 **IDLC. Financing Happiness** ✓ স্যার অনুগ্রহ করে আপনার নাম, ব্যবসা প্রতিষ্ঠান এর নাম এবং ঠিকানা আমাদের ইনবক্স এ জানান, আমরা দ্রুত ব্যবস্থা নেয়ার চেষ্টা করছি।
Like · Reply · Commented on by Sherifa Amreen [?] · 21 June at 10:19



Mohammed Jashim Mohammed Jashim আমার নাম মোঃজসিম উদ্দীন। ব্যবসা? নিউ লোক লাইক মতি কমপ্লেক্স ২য় তলা জুতার দোকান। আমার ডিলারের ব্যবসার মধ্য (১) ইফাদ মাল্টি প্রোডাক্টস লিঃ(২) আপতাপ গ্রোপ(৩) বি ডি(৪) মিজান গ্রোপ লিমঃ।আপনি চাইলে সরাসরিভাবে আমার এইগুলি দেখতে পারেন।আর আমি যেই জাইগার দলিল দিয়েছি।সেটা হল চান্দগাও থানাই অবস্থিত সানোআরা আবাসিকের পাশে একটু দক্ষিণ দিকে আডাই গণ্ডা জায়গা। চলা চলার জন্য দুই পাশে রাস্তা আছে।

Like · Reply · Message · 21 June at 12:14



Mohammed Jashim Mohammed Jashim আমার মোবাইল নং হল। 01881131205

Like · Reply · Message · 21 June at 12:17



IDLC. Financing Happiness কোন শাখা থেকে আপনাকে যোগাযোগ করার কথা ছিল?

Like · Reply · Commented on by Zeba Fariba [?] · 21 June at 12:54



Mohammed Jashim Mohammed Jashim আগ্রাবাদ শাখা।

Like · Reply · Message · 22 June at 00:01



IDLC. Financing Happiness ধন্যবাদ স্যার, আমরা উল্লেখিত ব্রাঞ্চে যোগাযোগ করেছি এটির সমাধানের জন্য।

Like · Reply · Commented on by Zeba Fariba [?] · 22 June at 11:32 · Edited



Mohammed Jashim Mohammed Jashim আপনাকে অশেষ ধন্যবাদ।।

Like · Reply · Message · 22 June at 11:26



Mohammed Jashim Mohammed Jashim আপনার কথা ও কাজে মিল পেলাম সেই জন্য আবার ধন্যবাদজ্ঞাপন করলাম।।

Like · Reply · Message · 22 June at 14:46

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