



Internship Report

Service Development Process of Asiatic Mindshare Bangladesh Ltd.



Internship report on

**Service Development Process of Asiatic
Mindshare Bangladesh Ltd.**

Submitted to

Dr. Mohammed Tareque Aziz

Associate Professor
BRAC Business School
BRAC University

Submitted by

Jannatul Ferdous

ID: 13104154
BRAC Business School
BRAC University

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To

Dr. Mohammed Tareque Aziz

Associate Professor

BRAC Business School

BRAC University

Subject: Submission of Internship Report.

Dear Sir,

This is my pleasure to submit my internship report on “***Service development process of Asiatic Mindshare Bangladesh Ltd***”. It was a great opportunity for me to acquire knowledge and experience in respect of the functions and process of an advertising agency, while working in Asiatic mindshare Bangladesh Ltd.

I believe that the knowledge and experience I have gathered during my internship period will immensely help me in my professional life.

I have concentrated as much as possible and tried my best to achieve the objectives of the practical orientation and hope that my endeavor will serve the purpose. However, I will always be happy to follow any further clarification that you may require.

Sincerely Yours,

Jannatul Ferdous

ID: 13104154

BRAC Business School

BRAC University

Acknowledgement

With the great opportunity given to us for writing this report, it has brought a sense of pleasure to be able to submit it. I would like to thank all the contributors of this piece of writing. Unfortunately, the list of expressive gratitude- no matter how extensive- is always incomplete and inadequate.

However, to start with, I would like to thank our Almighty God for bestowing me with patience and courage to finish this huge task with the given deadline. In addition, I sincerely acknowledge our debt to our honorable faculty of BRAC business school Dr. Mohammed Tareque Aziz for his valuable counseling to better my report. Without his encouragement, this work would have been extremely difficult to accomplish.

I am also grateful to the management of Asiatic Mindshare Bangladesh Ltd. for offering me the Internship training. My special thanks to Assistant Director of Mindshare Main unit Saif Un Nizami, Media executive Jashim Ud-din and the staffs who have given me the practical knowledge about the processes of media planning.

I am also delighted to each person who I bothered inside and outside of Asiatic Mindshare Bangladesh Ltd, in carrying out this report.

Executive Summary

Modern era is the era of advertising and the probability of success of advertising is not only decided by the quality of creativity. The practice of media planning, buying and implementation play a vital role for successful campaign to get the optimum result from advertising. There has been a large scale of expenditure behind television, radio and press media. To use the investment wisely media planning is done. Asiatic Mindshare Bangladesh mainly dealt with the media planning and buying. Moreover, to make an efficient plan a planner needs to use some tool such as media express and NMS, to get the data of current media scenario. However, after getting the clients brief a planner starts doing research with the data, and make a best schedule by keeping the top channels and programs in mind which perfectly goes with the product or service. Focus of the report is mainly the service development process of Asiatic mindshare. Therefore, to make the reader understand about the service development process, how the planning of bkash biometric campaign has been made is mentioned here. On the process of preparing a media campaign plan on bkash biometric campaign some information came out which are helpful to understand media exposure of socio economic class C, D &E.

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Chapter 01

Introduction

1.1 Introduction

I was placed at Asiatic Mindshare Bangladesh Ltd, as an intern student for three months. This internship is a part of the Bachelor of Business Administration (BBA) program that provides a practical job experience to students. This internship program was my very first at work introduction and provided me with learning experience and knowledge in several areas. During the first few weeks of my internship period, I was able to get familiarized to the working environment of Asiatic Mindshare Bangladesh Ltd. As the internship continued, I not only learnt about the activities and operations of the company but I also gathered some knowledge about the basic business activities of the advertising agency at first one-month of my internship period.

Working in Mindshare is ended up being a testing and energizing knowledge for me as I am getting the chance to work in a firm which is extremely outstanding and have a decent notoriety in the market as an Advertising Agency. I got the chance to take in a great deal from my experience here. Since the initiation of my temporary position period in Asiatic Mindshare Limited, I have worked in a few undertakings and I got the chance to contribute and work intimately with the media planning and furthermore have had the chance to realize what it resembles to work in a professional workplace.

During the time of my internship period, not just I have got the chance to take in a considerable measure of new things that will help me perform effectively in the corporate world later on, I likewise became acquainted with many individuals and made a ton of new contacts that may incredibly help me later on. Speaking with individuals and overseeing them is another extraordinary quality that have I have earned during my internship period in Asiatic Mindshare Limited.

Working in the Planning group, I was required to pick up an inside and out information about all administrations that I was working with. I was assigned to prepare dashboard, fixed point chart, Presentation for clients, and data analysis.

I was additionally allotted to interface with different clients from various famous associations, for example, PepsiCo, bKash, Arla, Transcom Digital, Meghna Group and so on to complete a few works for my bosses. The entire Mindshare group has been immensely useful in giving me data and bits of knowledge into the administrations from their experience which has turned out to be instrumental in building this report.

1.2 Objective of the study

Broad Objective

The broad objective is to present a study on a service development process of Asiatic mindshare Bangladesh for a client.

To meet the broad objective the specific objectives are:

- To present the principle activities of Media Planning to develop the service.
- To present how media planning is done to serve the service efficiently.
- To investigate the media exposure of the target group.

1.3 Scope of the study

This research study is conducted on Asiatic MindShare. The data and information of the report has been collected from Asiatic MindShare and the analyzed data has been collected from different subscribed software from research firms. There may have some limitation on the data. The study was to analyze on bKash biometric campaign, a media campaign of bKash and bKash is one of the clients of Mindshare.

1.4 Methodology:

1.4.1 Data Collection Process

The data of this report was collected through Media Xpress & NMS. These software are provided by MRB, formerly known as Sirius Marketing & Social Research Ltd. Also with TV planner, a software developed and used by Mindshare.

1.3.2 Data Analysis

Data analysis was done by the practical experiences obtained from the corporate office of Mindshare. To analyze outlines and documentation supplied by Asiatic Mindshare Ltd was used. While analysis expert's opinion of the employees of Mindshare were taken. The researcher used Microsoft Excel for Data Sorting and filtering.

1.5 Limitation

- Secondary data is always hard to work on because of authenticity.
- Scarcity of information is always a common hindrance to prepare any type of report.
- MindShare has some restriction in disclosing sensitive information for this sort of report (what will be used for academic purpose).

Chapter 02

Company Profile

2.1 Background of the Asiatic Mindshare Bangladesh Ltd.

With think "Everything is a media opportunity"; Asiatic MindShare began its journey in Bangladesh on June 2001. The gigantic development of MindShare plainly characterizes how much consideration it accomplished by this 15-year life. For the upraising media industry of Bangladesh, MindShare is no more a media organization; rather it is a basic device to enhance the market. The commitment of MindShare in media industry is not a thunder of Bangladesh rather it is around the world. "Closeup1", "Lux-Channel I Super Star" and numerous different results of MindShare are acknowledged locally, as well as these are viewed as ideal around the world.

MindShare is a worldwide media venture administration organization conveying national, local and overall answers for customers over all media, in all classifications and to all intended interest groups. This is called MindShare as a result of its confidence in coordinated effort and the combination of administrations with its kin, its customers, imaginative accomplices, examine accomplices, media proprietors and every single other partner. It trusts "mind share" is a definitive measure of effective correspondence: consolidating imaginative media arrangements with unmistakable business comes about.

In June 2001 Asiatic Mindshare started operating in Bangladesh as a joint initiative of MindShare World and Asiatic MCL, one of the main advertisement organizations in Bangladesh, mentioned in the website of Asiatic (Mindshare, n.d.). From that point forward it has been driving critical changes in adjacent media circumstance and off center in their clients' media hypothesis. In Bangladesh it is the first of its kind, as it is a total media arranging, purchasing and think-tank. It is the key driver of media research in Bangladesh media advertise.

2.2 About the Company

Mindshare is created in 1997 as the first truly global full-service media company. This is now a team of 7,000 people in 86 countries around the world. This is called Mindshare because it describes what it does and how. It works collaboratively to enable its clients to gain a greater share of consumers' minds. It's in business to achieve fame and money for its clients' brands. This requires two balancing forces: *creativity* and *accountability*. So it combines original thinking with brilliant execution. Like *magic* and *logic*, or *yin* and *yang*, it's a perfect combination. It has a great track record in industry innovation – in negotiation, analytics, consumer research and global account consolidations.

MindShare is part of GroupM, the media parent company of WPP.

2.2.1 Group M

GroupM, the world's leading full-fledged media service investment management operation, was created by WPP Group to oversee its assets in this sector. These assets include Maxus, MediaCom, Mediaedge:cia and MindShare. The focus of GroupM is the intelligent application of volume and scale in trading, innovation and quality of services, in order to bring benefit to clients and the companies it operates.

2.2.2 WPP

WPP is one of the world's largest communications services groups. WPP companies exist to help their clients compete successfully: in marketing strategy, advertising, and every form of marketing communication and in monitoring progress.

WPP made up of leading companies in:

- Advertising
- Media investment management
- Information, insight & consultancy
- Public relations & public affairs
- Branding & Identity
- Healthcare communications
- Direct, promotion & relationship marketing
- Specialist-communication

2.3 Global Network

MindShare's greatest competitive strength is its global network and how it work as one seamless, integrated team.

MindShare is active in 115 cities across the globe giving us a significant presence in all regions. Its network has the best geographic distribution of offices and expertise in the business. Its core and specialist services are implemented through these regional hubs and national offices, which deliver vital local knowledge and on-the-ground expertise. It all work to a single operational standard and share a common culture of delivering intelligent solutions and world-class client service. And everyone in MindShare network is linked into its worldwide online communications and information system, Manpower. It keeps its clients (and their communications agencies and business partners) networked and in the loop on all media activity through its customized brand sites.

2.3.1 Team

Advertising Age describes Mindshare's management team as 'meticulous, tenacious and stable'. MindShare constantly focused on the details that matter and it extremely ambitious for its clients and people. MindShare work very hard to balance its business: making sure MindShare achieves the best possible results for its clients and providing its people with stimulating and rewarding careers. MindShare have created a compelling culture of growth and success that helps to deliver on promises today and plan its business for the future.

2.3.2 Global services

Mindshare helps its clients to understand, navigate and manage the evolving and fragmenting media landscape.

This company offers core services in strategic media planning, negotiation and execution. Their specialist services address the specific needs of our clients, and include econometric modeling, research and insights, digital solutions, sports and entertainment sponsorship consultancy, and brand-driven creative campaigns. It work in client teams, drawing on our core and specialist skills as needed to deliver the client's requirements. It is a flexible structure that can match client needs nationally, regionally or globally. Skills of MindShare are underpinned by outstanding client service.

2.4 MindShare in Bangladesh

In June 2001 Asiatic Mindshare started operating in Bangladesh as a joint initiative of MindShare World and Asiatic MCL, one of the main advertisement organizations in Bangladesh, mentioned in the website of Asiatic (Mindshare, n.d.). Since then it has been bringing significant changes in local media scenario and of course in their clients' media investment. In Bangladesh it is the first of its kind, as it is a complete media planning, buying & research company. It is a driver of media research in Bangladesh media market.

MindShare was founded on the merger of the media operations of J. Walter Thompson and Ogivy & Mather, Mindshare is poised to become the first truly global media company. Being the largest media buyer in the world with full range of communication, it has network built on successful clients. Mindshare has certain edge over its competitions-Collaboration across WPP and with outside partners. It also has network solutions, full service offering, volume & market place influence.

2.4.1 Vision

MindShare's vision is to secure a very competitive advantage and unique solutions for customers in a media world, which is changing to the point of being unrecognizable. This is characterized by fragmentation of broad communications, going with media expansion and emergency of new technologies. This requests imagination, reasonable thinking and brilliant purchasing power. Mindshare - one stop media arrangement - drives all.

2.4.2 Mission

Asiatic Mindshare Limited aims to become one of the leading advertising agency in Bangladesh by prudence, flair and quality of operations in their advertising sector. The agency has some mission to accomplish the hierarchical objectives time to time. Their statements of purpose are not consolidated into single sentences rather they have summed up their main goal. Some of them are mentioned in following:

- Providing high quality media services with the help of latest technologies.
- Providing fast and accurate customer service.

- Setting high standard in business ethics.
- Ensuring steady return on Shareholders' equity.
- Innovating advertising at a competitive price.
- Declaring deep commitment to the society and growth of national economy.

2.4.3 Core Service

- **MindShare manage its clients' media investment with rigor and transparency**
- MindShare's core services are focused on delivering outstanding returns on media investment for its clients. The core services are:-
- **Strategic media consultancy**
- Developing efficient and effective media strategies to meet clients' business and communications objectives.
- **Media investment and negotiation**
- Getting the best media deals for clients.
- **Implementation**
- Implementing clients' media strategies with precision and accountability.

2.4.4 Global Touch

Being the largest media investment manager in the world with full range of solutions, it has network built on successful clients. Mindshare has certain edge over competition - collaboration across WPP and with outside partners. It also has network solutions, full service offering, volume & market place influence.

GroupM, the world's leading full service media investment management operation, was created by WPP Group to oversee its assets in this sector. These assets include Maxus, MediaCom, Mediaedge:cia and MindShare. The focus of GroupM is the intelligent application of volume and scale in trading, innovation and quality of services, in order to bring benefit to clients and the companies it operates.

2.4.5 Asiatic Mindshare in brief

Name of the Company	Asiatic Mindshare Limited
Legal Status	Public Limited Company
Date of Incorporation	13-Mar-01
Headquarter	New York City, London, England
Registered Office	House no. 47, Road no. 27, Block-A, Banani, Dhaka-1213.
Chairman	Aly Zaker
Vice-Chairman	Sara Zaker
Executive Director	Morshed Alam
Line of Business	Advertising Agency
Date of Opening of First Branch	13-Jun-01
Tax Consultant	A.K. Azad & Co.
No. of Foreign Branches	116
Website	http://www.mindshare.com.bd

Table 1: Asiatic Mindshare in brief

2.4.6 Asiatic Mindshare offers

MindShare provides different sort of service according client's need. The standard of service that MindShare is providing in this market is exactly same what it is providing in global market. And that's the hidden issue why MindShare is so popular. Presently Asiatic MindShare is offering the following core services to the clients.

- Strategic Media Planning
- Media Investment Management
- Product Management consultancy

2.4.7 Organizational Structure

It is a large organization having 50 employees where Managing director is the head of the organization.

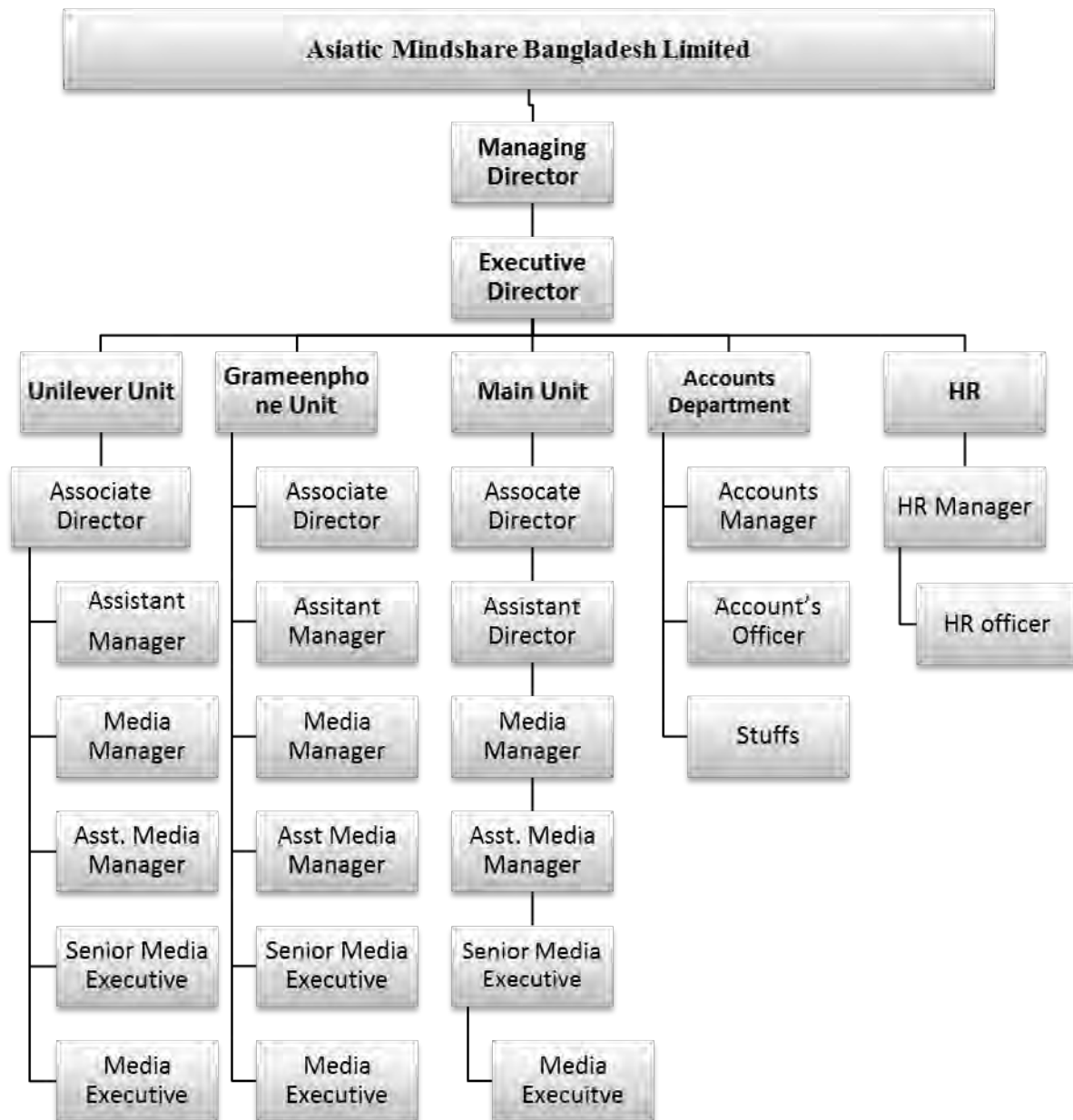


Table 2: Organizational Structure

*Source: Secondary data, Asiatic HR department.

Chapter 03

Main Project part

3.1 Service Development of Media planning

To reach a customer through the media planning needs some major actives to follow, those are given below:

3.1.1 Strategic Media Planning

Strategic media planning has few components integrated in it. The components are named in the following diagram.



Figure 1: Components of strategic media planning

3.1.2 Defining Target Group (TG)

Choosing the Right People is the job of defining Target Group. It is the most critical component in the strategic media planning process. TG for planning and buying need not necessarily be the same.

Defining target group for planning: Planning target is decided based on -

- Usage type of the product i.e. Household, Durable, Personal or Food Products
- Demographic description
- Urban/Rural with town-class specifications
- Household Income/Socio Economic Class (SEC)
- Decision Maker's Sex & Age

3.1.3 Defining target audience for buying media (time/space)

The target group has to be sufficiently broad enough to enable efficient implementation of the media strategy. More focused demographics for media buying should only be used if:

- Justifiable demographic/ user ship targets can be defined.
- The defined target group can be reached at the necessary coverage and frequency in a cost effective manner.
- If current databases allow focused demographics media buying evaluation.

3.1.4 Defining Target Market

Second critical component in the strategic media planning process is defining target market.

In Bangladesh target market are clustered in many ways like:

- The people living in urban area, rural area, semi-urban area etc.
- Town-class specifications like Metros/mini metros.
- Cable Penetration which is the availability of channels in different areas.
- Socio Economic Class (SEC) which is Socio-Economic Classification of a household; expressed in this report as A, B, C, D or E. SEC A is the most upmarket household, while SEC E is the most down-market household.

Market Prioritization

After defining the target market, prioritization has to be developed. This is to decide on the markets which require mass media support. Market prioritization is done based on the following parameters

- Category Development Index: The category development index (CDI) is an indicator of how well a product or service category performs in a given market segment as compared to its performance in the total market as a whole. The purpose of the CDI index is to quantify the relative performance of a category within specified customer groups.
- Brand Development Index: Brand Development Index or (BDI) quantifies how well a brand performs within a market, compared with its average performance among all markets.

- Target Audience Size: The number of individuals in a certain market who are potential buyers and/or sellers of a product or service.
- Media Entry Cost: The cost of investing in media in a particular market for the first time

3.2 Design with proper media information in mind:

3.2.1 Media Weight Setting

Media Weights are defined in terms of:-

Gross Rating Point (GRP): Which is a measure of the size of an advertising campaign by a specific medium or schedule and does not measure the size of the audience reached or % **Share of Voice (SOV)** which is the percentage of advertising activities for one brand within the total advertising activity for an entire sector or product type, example: 600 GRPs in September or 20% SOV in September

- Gross Opportunity To See (OTS) which is measuring opportunities to see any type of advertisement in any medium in order to calculate coverage of a campaign, example: 20,000 Gross reach with an OTS of 12
- Effective Frequency which is the number of times the receiver is exposed to the media vehicle and Effective Reach which is the measure of the number of different audience members exposed to at least once to a media vehicle in a given period of time, example: An Effective Reach of 60 % at an Effective Frequency of 2+ (at least two times or more) or simply put 60 % at 2+
- Budget Setting/Estimation

Media budget setting - key issues

Compare Share of Voice (SOV) with Share of Market (SOM): To establish how much to be competitive by comparing SOV which is the percentage of advertising activities for one brand within the total advertising activity for an entire sector or product type and SOM which is product/service share of market.

Effective frequency and coverage:

Follow media planning guidelines according to effective frequency and coverage targets.

Media clutter breakage:

To establish media budget it is important to consider how much to break through media clutter and ensure message is heard

Requirements/constraints:

Corporate requirements/constraints

Media budget setting - Planning Guidelines

Effective Frequency

- Number of times target audience needs to see advertising to achieve desired response; always tied to a time period; maximum 4 week period

Important factors that influence frequency targets are

- Campaign Condition which is duration, reach target or GRP target of campaign.
- Level of Media Clutter to overcome by a specific campaign.
- Level of Category Clutter is important for frequency targeting and it is done by encompassing competitive activity.

Media Environment Consideration

Media strategy must draw synergy across:

- Medium as Vehicle: Rationale behind selection of media and media vehicles
- Medium as Medium: Capitalize on the inherent characteristics of the medium to the Brand's advantage
- Medium as Message: Role each medium is going to play based on the Brand's communication requirements

Media Plan Development

- Develop the media plan through combination of different media (Media Mix) like TV, radio, outdoor etc.
- While developing media plan consider the duplication of audience across the Media like the presence of same person in different media

Scheduling

Schedule the media plan in an excel sheet including campaign calendar and channels. It is a tabular format of media plan mentioning. The exact timing of the commercial to be aired on TV or insertions to be placed newspaper etc. It is done for media investment management.

3.2.2 Media Investment Management

This is the implementation part of the strategic media plan. When a media plan is ready, it goes for implementation, it includes buying spots on different channels/stations of TV, Radio, & Cinema or to reserve place on certain newspaper/magazine. This has to be done with proper negotiation with the medium. The term 'efficiency of buying' comes here. Efficiency through

1. CPT - Cost per Thousand: Cost to reach thousand targeted people through print medium.
2. CPRP - Cost per Rating Point: this is for TV and measures by programs.
3. Development of TV/Print guidelines.

The fee of Strategic Media Planning & Media Investment Management is around 3.5% of the total media implementation cost of that particular campaign.

3.2.3 Service Management consultancy

According to Mindshare, this is a new concept in Bangladesh. The offer is to manage a brand (specially a medium) with an objective to reach to a target. Example: Before Magrib Azan countdown clock branding during Ramadan.

Events Solutions

It is just the 'Event Management'. Asiatic MindShare is offering this service with collaboration with Asiatic Events Ltd. The price of this service is on contract basis at a certain fee depending on the level of the program arrangement.

3.2.4 Media PR

This service is related to the publicity of the clients. Publicity through TV & Print media without paying to the media can be referred as PR. As Asiatic MindShare has a good relation with different TV channels & newspapers/magazines, it can do the media PR more effectively. The number of this offer depends on the level of involvement of the employees of the particular campaign. Usually it is calculated on hourly basis.

Tangible & Intangible Service Components provided by Mindshare

In a typical advertising agency there are three service components involved. They are

- Creative
- Client servicing
- Media planning & implementation

Creative includes both tangible & intangible service components. It involves ideation, thinking, script writing, production (TVC, ROC, Press layout etc.).

Client servicing is more of an intangible service. Still some tangibles are the paper works involved in client servicing.

3.3 Evaluate opportunities and select the best service idea:

It is a perfect combination of tangible & intangible service components. Media plan while planning process is an intangible service but when it is complete it becomes a tangible for the clients (as it is in paper).

Ultimately the customer achieves this type of benefits:-

- **Building brands using mass media:** Develop and co-ordinate effective media exploitation plans for the clients' brand portfolios.
- **How can media plans 'talk' to client's TG:** Deeper consumer insights demographics/Brand Usage
- **Quick Turnaround in face of product launches/situational reality:** Automated media management
- **Get more out of media:** Media PR Management, Delivering media mileage spin offs

3.3.1 The Role of Technology in the operation of Mindshare

The role of technology is vast in the media industry as it concern on the effective planning & efficient buying. Database like National Readership Survey (NRS), National Media Survey (NMS) are valuable tools in proper servicing as a source. Monitoring data on TV channels are essential for effective planning. Asiatic MindShare uses different software for media planning, media analysis, media buying & billing purpose.

Media Xpress: Media Xpress is a TV evaluation software specially tailored for Asia Pacific region. For TV plan and analysis MindShare uses Media Xpress. It sourced data from monthly TV monitoring through diary panel done by third party monitoring agency.

In brief Media Xpress can do the following:

- Reach/ OTS evaluation (Pre & Post)
- Program duplications
- Program performance by dayparts/specific TGs/weeks
- Duplicate viewing
- Channel loyalty
- Unique customization for Bangladesh

NMS Software: National Media Survey 2014 was carried out in the same lines as the earlier National Media Surveys by MRB Bangladesh Pvt. Ltd. to maintain data compatibility and comparability. The process of data collection, using a structured questionnaire, was done during mid of Aug 2014 to end of Oct 2014. The software contains data of this survey.

PEM: For press planning & analysis MindShare uses Press Evaluation Module (PEM). It sourced data from the National Media Survey done in 2014. It was MindShare's initiative to done such type of media survey first of its kind in Bangladesh in 2002.

Press Evaluation Module does following activities:-

- Brand TG based analyses
- Evaluation model fully operational
- Optimizer model operational from 2004

3.3.2 Level of Customer Participation in the -Process

The service is based on some database & monitoring data of some particular media. What the customers/clients do is to brief the service provider that what they want, the rest is service provider's job. The service providers then plan out the brief according to different medium. They redefine the media objective, do the proper planning & take actions to implement the plan.

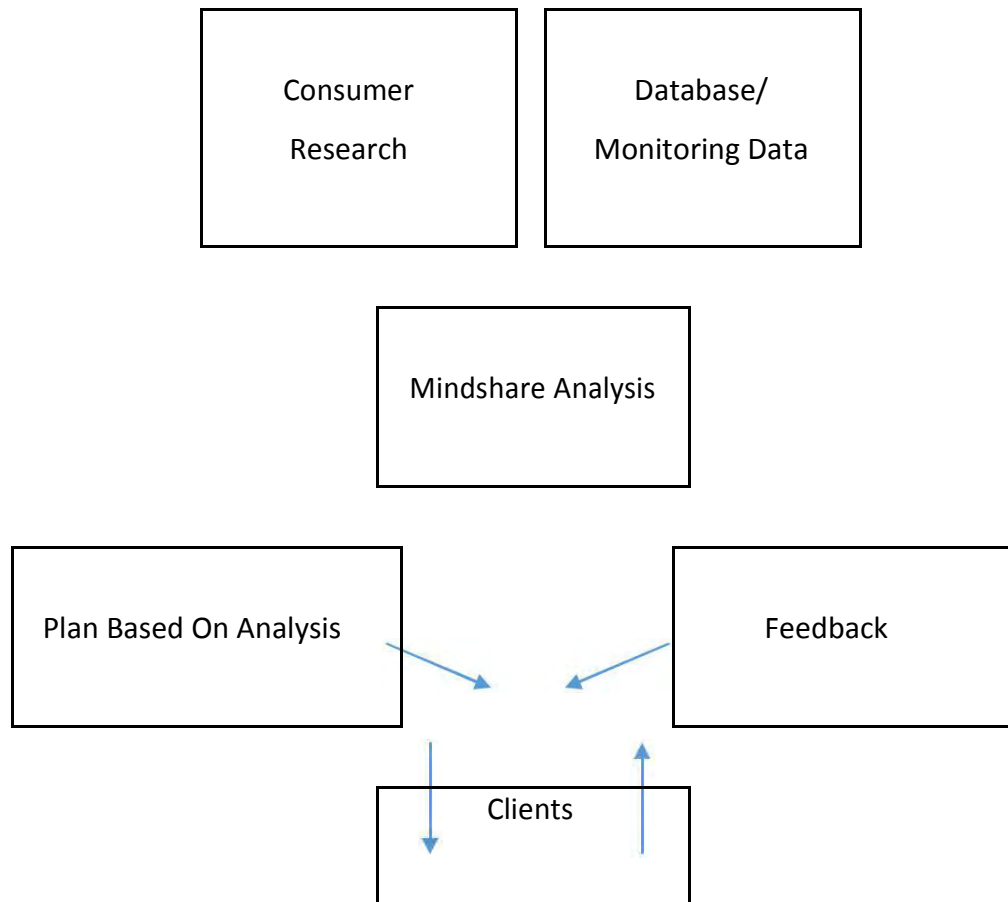


Figure 2: Customer participation in media service delivery

While the plan is ready, here the customer participation is needed. The above model describes the participation of the clients. The plan needs to be approved by the customers/clients for implementation. Once the plan is approved by the customers/clients it is ready for implementation. But the customers sometimes continuously monitor the activities organized by the service provider and give feedback to the service provider. Hence, customers' the zone of tolerance is lower in this industry. But as a whole the level of customers' participation is medium.



Chapter 04

Media planning service development from the scratch for client. Ex. bkash.



4.1 Media planning service development from the scratch for their client. Ex. bkash.

4.1.1 Planning Cycle



Figure 3: Media Planning Cycle

Media planning is a continuous process for a specific client. Components of Media Planning cycle are:-

1. Defining Media Objective considering the brand's Marketing and Communication Objective and the media objective is set by client e.g. bKash
2. Redefining TG according to specific campaign both for media planning and implementation which is set by client
3. Media Objective setting through GRP, Reach and Frequency by client and media planner
4. Determining media strategy which must draw synergy among medium and vehicle which is done by media planner of agency
5. Developing media plan and schedule for implementation by media agency
6. Monitoring and post evaluation against objective by media agency and client monitoring company.

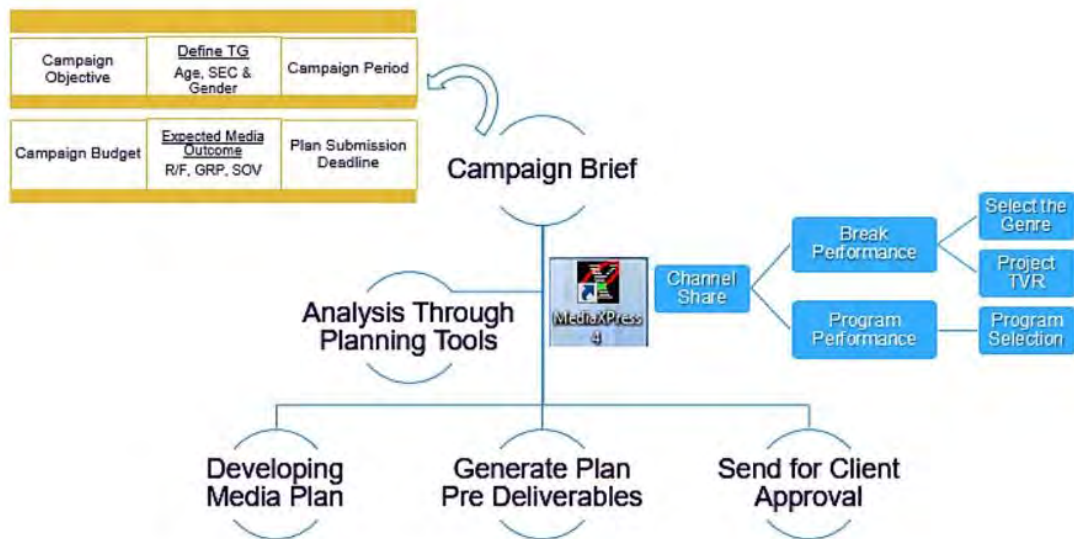


Figure 4: TV Planning Process

TV Planning process starts with setting campaign objective like defining target group (age, SEC, Gender etc.) and campaign period. Then campaign budget is determined considering expected Media Outcome like radio frequency, Gross TV rating point and share of voice.

To analyze for generating TV plan channel share, break performance during program performance is analyzed. The targeted genre is taken and TVR is projected.

Then the media plan is developed and plan pre deliverables is generated by considering availability of time to air TVC within specific program. At last the plan along with the budget is sent for client approval.

4.2 Campaign Media Brief from Client

Media Brief Format	
Client Name	bKash
Brand Name	bKash
Campaign Name	Biometric SIM registration
Campaign Period	10 days
Background of the campaign	Though Bangladesh's central bank has approved more than 20 licenses to offer mobile financial services, more than 80 percent of transactions are through a single company— bKash Limited. Unlike large mobile money businesses in other countries, bKash is not a mobile network operator (MNO) and did not have an existing customer base to which it added mobile Financial services. But if the SIM of mobile operators remain unregistered bKash services will not be Available.
Objective of the Campaign	To aware bKash mobile financial service users to register their SIM and have continuity in bKash service
Media Objective of the campaign	Promote biometric SIM registration among the core target group (Core TG: Male & Female; 18+; SEC-C, D & E)
TVC Name	bKash Biometric
TVC Duration	10 sec
No of TVC	1
Press Size	4 col x 3in
RDC Duration	20 sec
Media Deliverables (expected) (choose where applicable as per the campaign)	
GRP	(as high as possible)
Reach	above 50% @1+
CPRP	(as minimum as possible)
Budget (Net)	Open for suggestion

Table 3: Campaign Media Brief

*Source: Asiatic mindshare Media Planning team

4.3 Evaluate Opportunities and select the best product idea:

To evaluate the opportunities for a client the planner had to check the market's condition. Moreover, to check the market condition they run a software which is "Media express and NMS, through the run they got to know about the opportunities where they should place the campaign, so that the campaign got most reach and viewership. For a TV plan there are some particular parts need to check to do the plan, such as: Genre analysis, Channel share, Average rating point for the Genre analysis and channel share, and after these analysis a planner start planning efficiently. Details of theses evaluation are given below:

4.3.1 Genre Analysis for TV Plan

To design a TV plan genre analysis is important as it gives an idea of the preferred TV program type of a specific target group. In general News and sports are most popular among all target group and other program preference may vary.

Genre	Avg TVR
Sports	0.37
News	0.13
Telefilm	0.12
Feature Film	0.07
Drama	0.07
Cookery	0.06
Business Program	0.06
Documentary	0.05
Reality Show	0.05
Cartoon	0.05
Comedy	0.04
Religious	0.04
Children	0.03
Cinema Music	0.03

Table 4: Top 20 genre preference among SEC C, D & E

4.3.2 Channel share:

When the client gave a brief about their campaign , in which way they want to promote their brand, after getting the brief the planner gave channel share run t their software and they got some numbers, which shows the top channels of that time. As sports was the top watching genre among the campaign TG but during the campaign period only IPL was aired on Bangladeshi channel and advertisement during IPL have special rate so it would have cost more if the advertisement been aired on the sports channels, so the TV media investment was on Feature Film, Telefilm, News, Serials, Talk show and Drama, these genre also have high average television rating point.

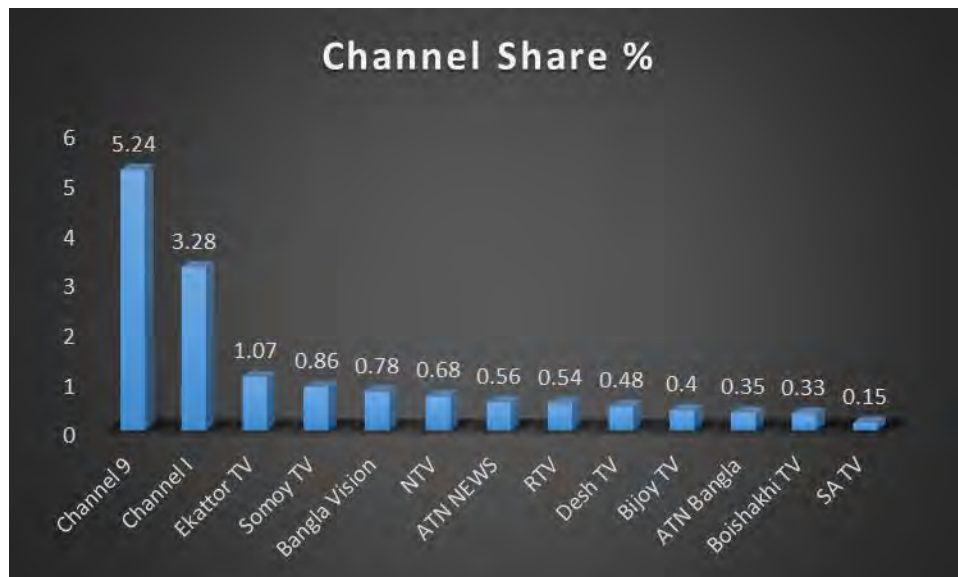


Figure 5: Bangladeshi television channel share during campaign period

*Source: Asiatic mindshare Media Planning team

Channel 9 has the highest share of audience during the campaign period due to Indian Premier League (IPL) telecast but due to increased rate of advertisement and keeping the CPRP investment was not done on Channel 9.

4.4 Get feedback to refine the service and concept:

When all analysis has been completed, then the planner with the data and with their own media knowledge the plan a campaign and then they send it to the client for feedback. Moreover, after checking the plan client gives feedback about the plan, such as: want to add particular channels, or specific genre, or they want to make more reach through the campaign.

Channel Name	Total Spots	GRP
Channel I	192	15.46
NTV	252	21.40
Boishakhi	682	34.64
Mohona	1064	127.90
Channel 24	740	38.68
Independent	640	29.26
ATN Bangla	301	35.58
Jamuna TV	630	29.11
ATN News	480	18.95
Asian TV	860	35.34
ETV	498	41.94
Channel 9	300	18.00
Bijoy TV	902	45.10
MY TV	174	5.22

Table 5: TV plan of bKash biometric campaign

*Source: Asiatic mindshare Media Planning team

On the TV plan of bKash biometric campaign 7715 spots were planned projecting 497 GRP. The channels used on the plan are Channel I, NTV, Boishakhi, Mohona, Channel 24, Independent TV, ATN Bangla, Jamuna TV, ATN News, Asian TV, ETV, Channel 9, Bijoy TV, MY TV among the 26 cable and satellite channels.

4.4.1 Post Campaign Evaluation

Channel Name	Pre Campaign		Post Campaign	
	Total Spots	GRP	Total Spots	GRP
Channel i	192	15.46	192	10.02
NTV	252	21.4	290	24.01
Boishakhi	682	34.64	719	47.75
Mohona	1064	127.9	1017	44.76
Channel 24	740	38.68	533	23.58
Independent	640	29.26	924	19.28
ATN Bangla	301	35.58	272	57.54
Jamuna TV	630	29.11	527	50.13
ATN News	480	18.95	416	11.94
Asian TV	860	35.34	818	17.18
ETV	498	41.94	549	48.43
Channel 9	300	18	297	4.22
Bijoy TV	902	45.1	2096	306.62
MY TV	174	5.22	238	0.34
Total	7715	497	8888	666

Table 6: Pre-campaign and post campaign spot and GRP evaluation

The TV media campaign was successful in terms of attained GRP and Spots. The planned spots were 7715 where with channel bonuses the post campaign spots were 8888. On the other hand targeted GRP was 497 and the GRP achieved was 666. Also the campaign reach was above planned.

The plan targeted that the 50% of the target audience will see the message at least once where the post campaign data shows 58% of the target audience saw the message at least once. The percentage of reach on post campaign evaluation shows an increase in 2+ (saw message at least twice) and 3+ (saw message at least thrice) frequency.

4.5 Radio Planning

Now- day's radio became one of the popular among people regarding information seeking and entertainment as well. However, many of the brand like Arla, bKash decide to go for radio advertisement. Moreover, in the morning when people are going to their work they just put the headphone and start listening radio to check the news or just to pass the time.

For RDC planning Mindshare takes 3 steps which are given below:

1. Selecting Radio Station.
2. Selecting prime in working day.
3. Selecting prime time in weekend.

Though bKash didn't go for radio media investment in this campaign, the following things was considered while making plans:

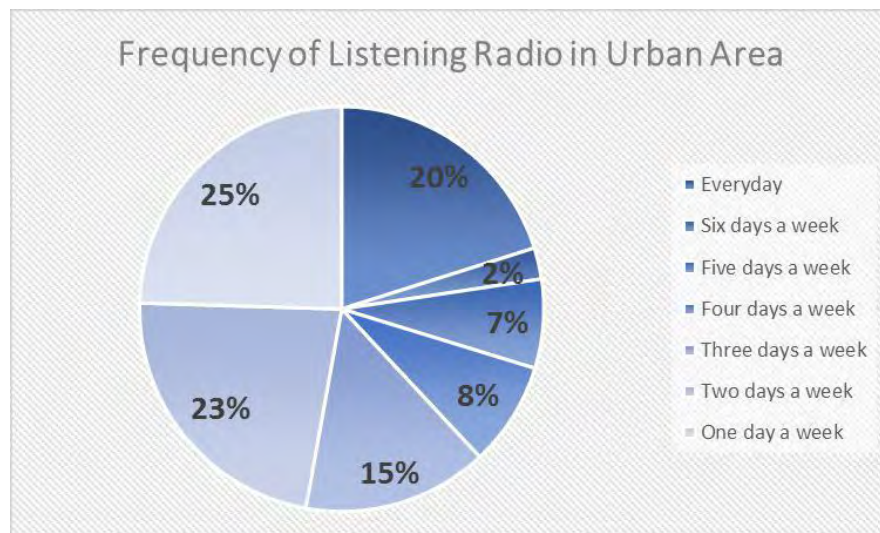


Figure 6: Frequency of listening radio in urban area among SEC C D & E

We can see that to target rural area radio is a very good option. 20% of people in urban area listen to radio everyday where 22% of people in rural area listen to radio every day. Since, rural people have less options of entertainment, so the listening percentage of radio in rural area is higher than Urban. While making plan based on the target audience and based on this real data planner decide whether they should put on the campaign.

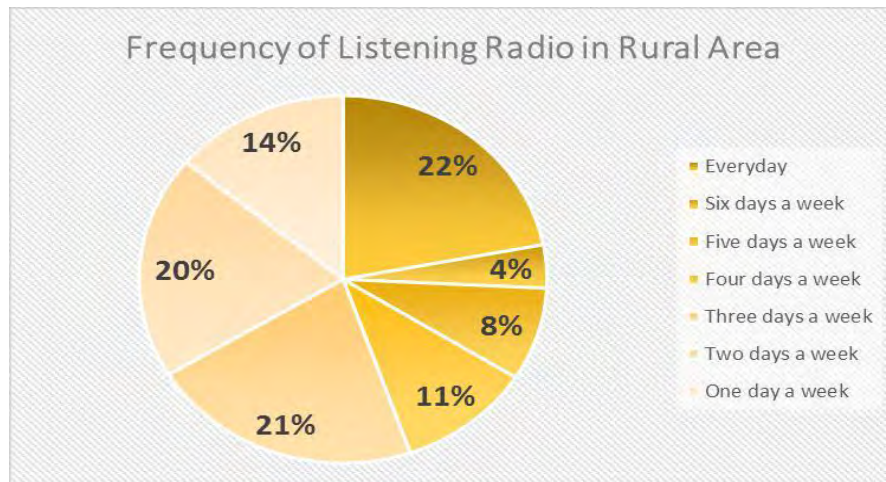


Figure 7: Frequency of listening radio in rural area among SEC C D E

We can see in the Figure 14, that both in working days and weekend people have a tendency to listen radio during evening and night. People got some free time in the evening and then listen radio on that time. However, there are some Radio channels who made some interesting radio program such as: bhoot Fm, Love guru and many more, these are the very popular among young people and they listen to this at night.

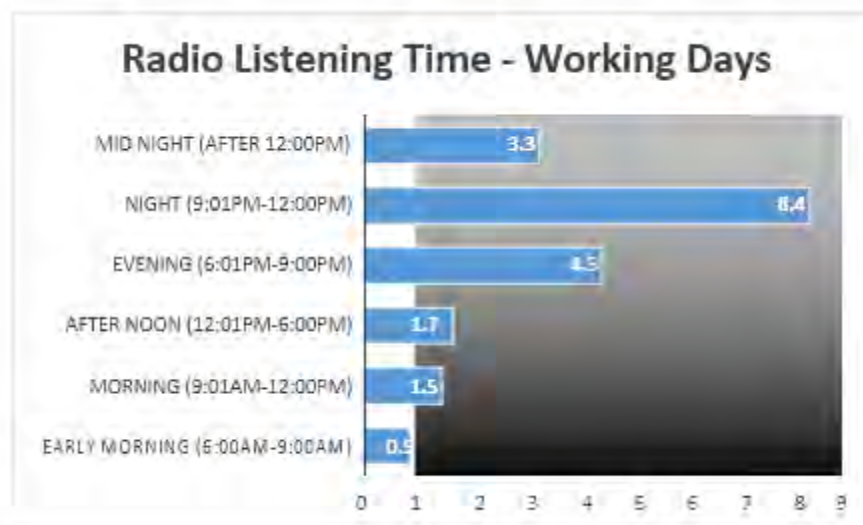


Figure 8: Radio listening time preference during working days among SEC C D & E

In this figure People tend to listen radio more during weekends and on both weekday and weekend people tend to listen radio less during morning and afternoon period.

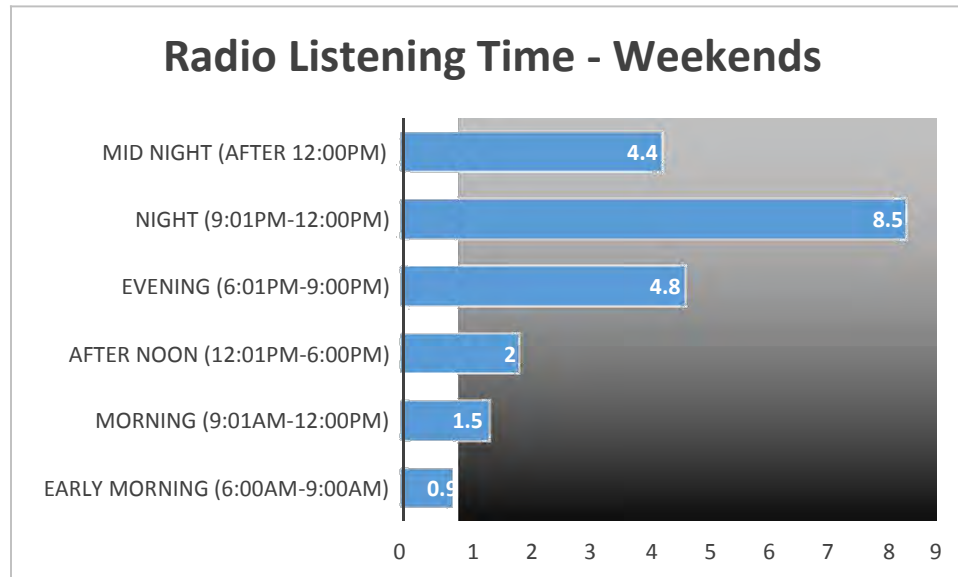


Figure 9: Radio listening time preference during weekends among SEC C D & E

We can see that to make the campaign successful investment should be made on Top radio channels like Radio Foorti, Radio Today and ABC radio and the top preferred genre are bangla song, News, Live Show with RJ and Hindi songs.

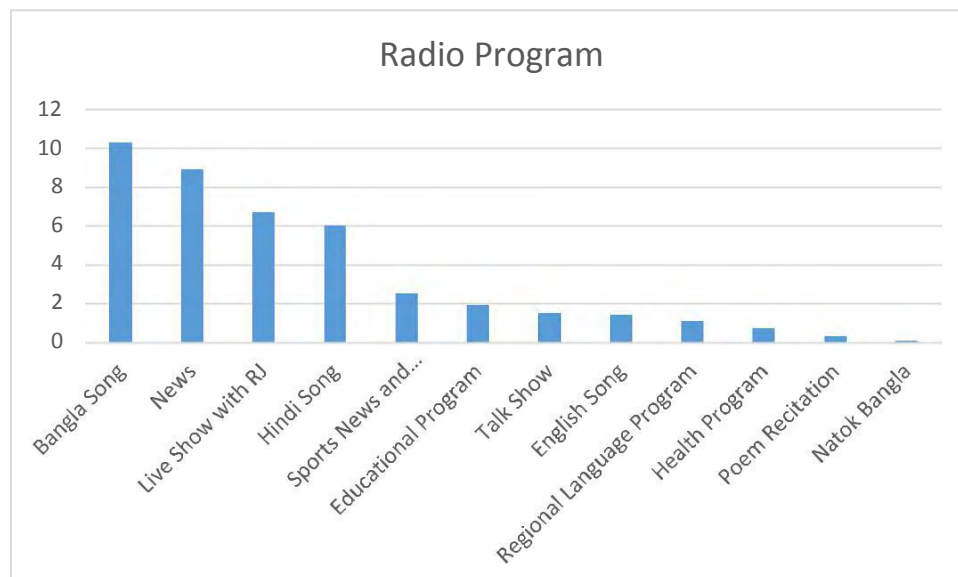


Figure 10: Preferred genre of radio program among SEC C D & E

4.6 Press Plan

To determine on which daily newspaper to advertise a software called National Media Survey is used. There the target group of the campaign SEC CDE has a preference in following newspapers:-

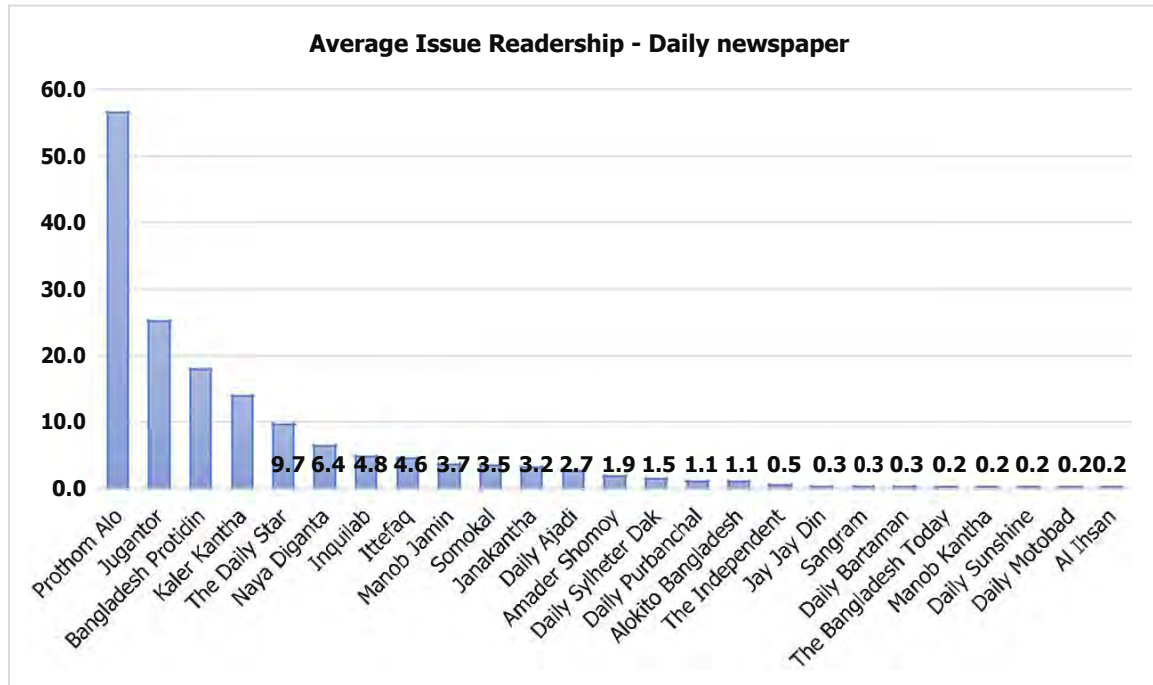


Figure 11: Average Issue Readership - Daily newspaper among SEC C D & E

Prothom alo is the highest circulated newspaper among SEC CDE followed by Jugantor. Bangladesh Protidin which is known as the top street newspaper is among top 3 and to target people on-the-go it is a good option.

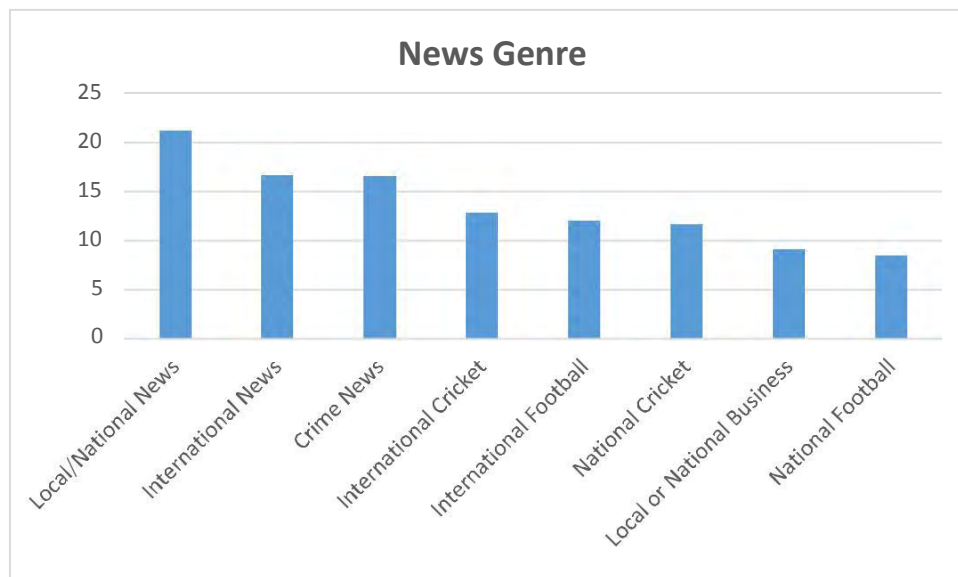


Figure 12: Top News genre preference among SEC C D E

Press Campaign 2016

The below press were selected based on NMS 2014 data

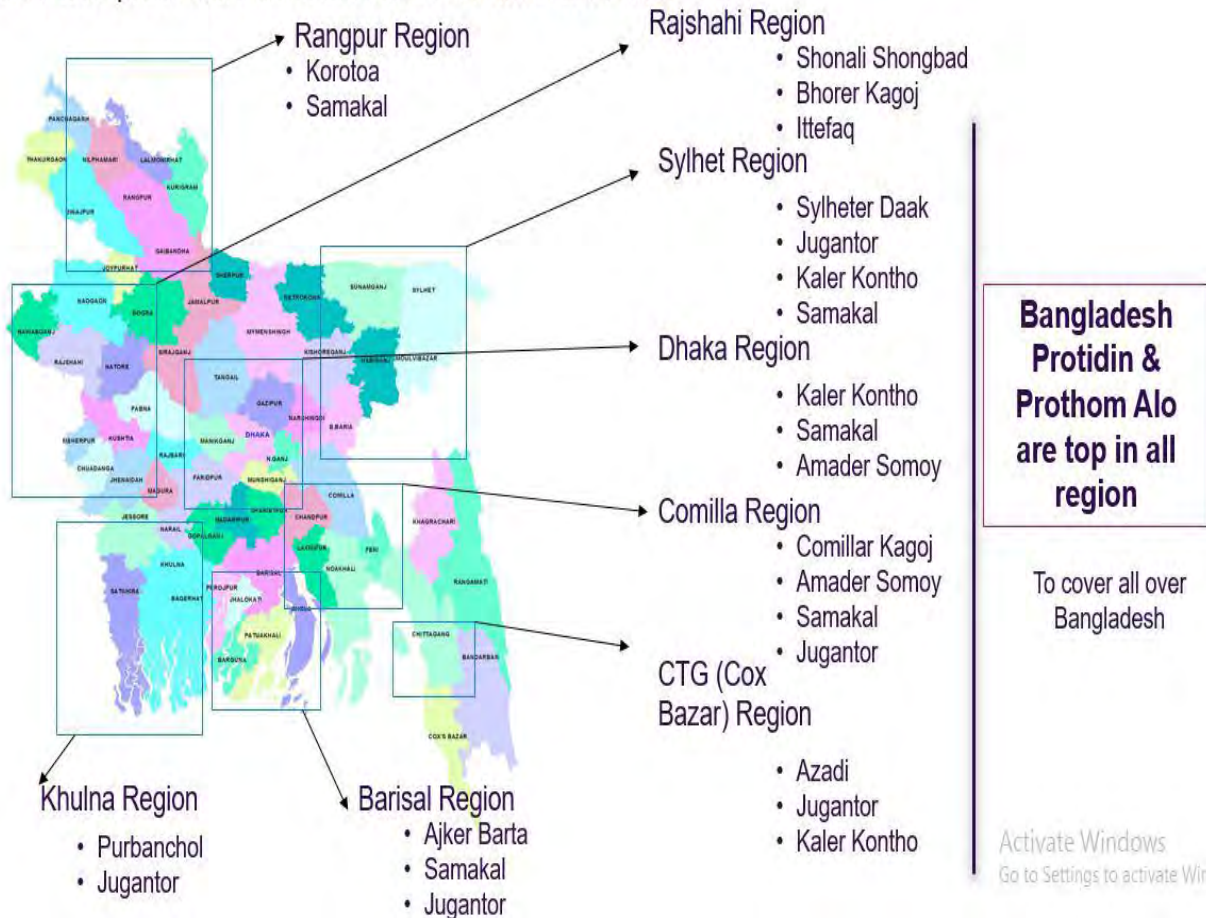


Figure 13: Top regional Newspaper preference among SEC C D E

SEC C, D, & E prefers reading local/national news, international news, crime news, international cricket news. Whereas SEC A, B would go for the business news and the current situation of Bangladesh. However, a planner needs to keep on mind which page is targeted for which customer and based on that planner should put on advertisement. To create press plan within a weighted base of 197, sample base 107 was taken. Based on the findings the following planning was done:

				2016									
				April				May					
				Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri
				27	28	29	30	1	2	3	4	5	6
Name of Publication	Page	Color/ B&W	No. of Ins.	1									
Prothom Alo	3rd Page	Color	1					1					
Bangladesh Protidin	Front Page	Color	1		1								
Samakal	Front Page	Color	1								1		
Daily Azadi	Front Page	Color	1							1			
Sylheter Daak	Front Page	Color	1								1		
Daily Purbanchol	Front Page	Color	1	1									
Korotoa	Front Page	Color	1		1								
Shonali Shongbad	Front Page	Color	1					1					
Comillar Kagoj	Front Page	Color	1									1	
Ajker Barta	Front Page	Color	1	2	2	-	-	2	-	1	2	1	-

Table 7: Press plan of bKash bio-metric campaign

The insertion was given on the newspaper having top readership considering the budget given by the client and to emphasize the importance of the message it was given on the front or 3rd pages of newspaper. Total 10 insertion are given in different regional newspaper considering the amplification and TG of the campaign.

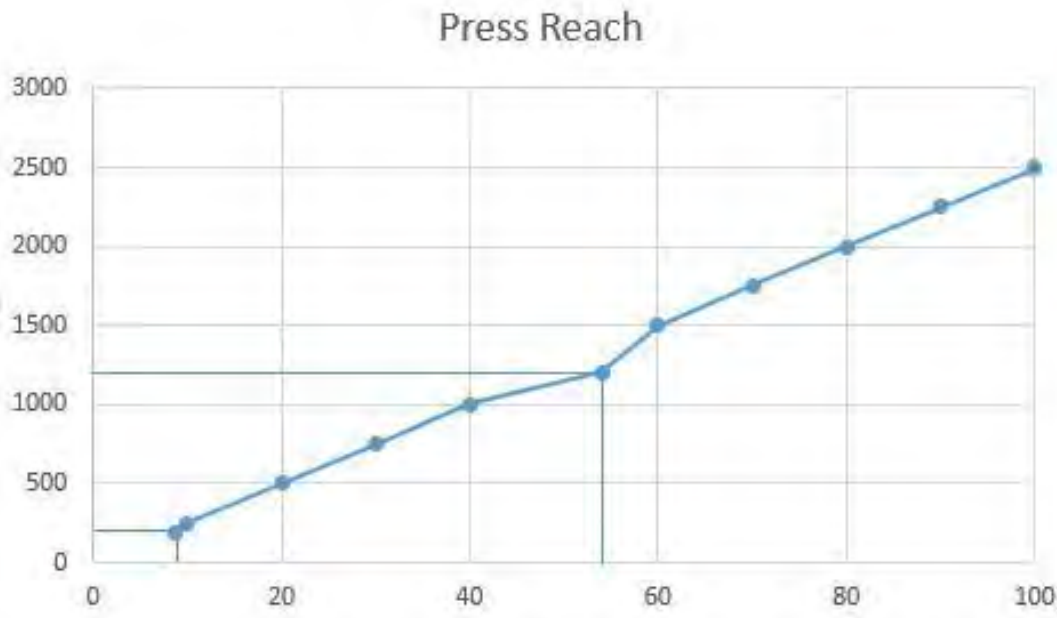


Figure 14: Press campaign reach of 10 insertions in 10 newspaper among SEC C, D, & E

The press plan shows 53.99% reach at 1+ and 8.73% reach at 2+ where the NMS data Projected this based on a sample size of 2400.

5.0 Key Findings

The major findings from this research are:

1. Strategic media plans are made based on these major components, such as: Target Group, Target Market, Media Weight, Media Environment Consideration, Media Plan Development and Scheduling. These components are very crucial for plan, to identify the right target customer to make an efficient plan.
2. Software like Media express TV planning software, National media survey software and TV planner software are used in media planning to know about the current scenario of media, which channels are top channels, which programs are the most popular, through this software planners got to know about these.

3. As SEC C, D, E refers mid and low socio economic class, and their top preferred genres are mostly ; Sports, Feature Film, Telefilm, News, Serials, Talk Show and Drama.
4. Top regional Newspaper in different region among SEC CDE are:- Kaler Kantho (Dhaka), Azadi (Chittagong), Sylheter Daak (Sylhet), Comillar Kagoj (Comilla), Shonali Shongbad (Rajshahi), Korotoa (Rangpur), Purbanchal (Khulna) & Ajker Barta (Barishal)
5. Top preferred news genre among SEC C, D, E are Local/National News, International News, Crime News, International Cricket, International Football & National Cricket.
6. On the same sample base 20% of the urban people and 22% of the rural people listen to radio everyday among SEC C, D & E
7. People of SEC C, D & E tend to listen radio most at night from 9 PM to 12 PM. And bangla song, news, live show with RJ & Hindi Song are the most preferred radio program these people.
8. People of SEC C, D, and E prefer to listen Radio Foorti, Radio Today and ABC.

5.1 Recommendation

1. The given time by clients to prepare a media plan is very short. Clients give brief and deadline to submit the plan within a very short time. Moreover, the planning time should be increased by the client and planners should ask for more time from the client to prepare the plan efficiently to avoid rush.
2. Planners should have come out from the traditional media vehicles such as, TV, Radio, and Newspaper and kept on mind while planning that online advertisement, product placement, direct mail, phones, and blogs give efficient result mentioned by (Admedia, n.d.).
3. A successful planner should understand about the key interest, behavior and insight of customer, and it will help them to tailor a strategy mentioned by (Tips for Better Media Planning, n.d.)
4. Creating awareness of customer regarding advertising is very important. So that customer can easily understand what the clients want to show them and what the message behind the advertisement is.
5. (MEDIA PLANNING & STRATEGY, n.d.) Mentioned that objective of a campaign should be reviewed again and again, so that the planner can make an efficient planning by understanding the main objective of the campaign, so that client can reach their desired level.
6. In this write up (Tips for mounting your media plan, n.d.) it is mentioned that planners must analyze all the available means of communication to understand how the target audience behave online, offline, on the street, at home and so on. Moreover, this will help the planner make an effective plan.
7. Therefore in this article (Media Planning & Buying Campaign Checklist, n.d.), they mentioned that there should be transparency in between client and planners. Moreover, that the planners and client both can co-operate and share their insights about the plan.

6.0 Conclusion

Now-a-days wherever we go the media tails us. There are various media and media messages encompassing individuals at once. The goal of media arranging is to make the message heard or seen by the intended interest group. To investigate the open door and meet requests of corporate houses promoting organization has developed. As this report mainly focused on the service development of Asiatic mindshare. Moreover, there are some findings and those findings and recommendation will assist the Media Planners with being more proficient in their basic leadership and will gain the organization some potential esteem. Additionally it will give the staff in Marketing and brand fundamental media and media arranging understanding. It will give a diagram of the media inclination of SEC C, D and E.

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Acronyms and Definitions

Target Audience: The particular segment of the population that the campaign is trying to influence

SEC: Socio-Economic Classification of a household; expressed in this report as A, B, C, D or E. SEC A is the most upmarket household, while SEC E is the most down market household.

GRP (Gross Rating points): Sum of all audiences (ratings) for more than one ad or program.

Reach: The number of persons who have used a specified medium at least once during a specified time period

Frequency (Also referred as, Average Frequency, Opportunity to See (OTS) or Hear (OTH), Exposure): The average number of times the target audience is exposed to a brand's advertising campaign or schedule.

Cost per Rating point (CPRP): The cost of buying one rating point.

Share of Voice (SOV): % share of total advertising weight in a product category held by a particular brand

Share of Spend/Expenditure (SOE): % share of total advertising spend in a product category held by a particular brand.

Average Issue Readership (AIR): Number of people who have claimed to read the publication within a time period equal to the periodicity of the publication.

Column Inch (CI): Unit of measurement in a publication by which advertising space is sold, measuring 1 inch deep by 1 column wide.

Medium: A broad general category of carriers of message / advertisements like TV media, print media etc.

Vehicle: A specific carrier within a medium like a specific TV channel in TV media.

Appendix

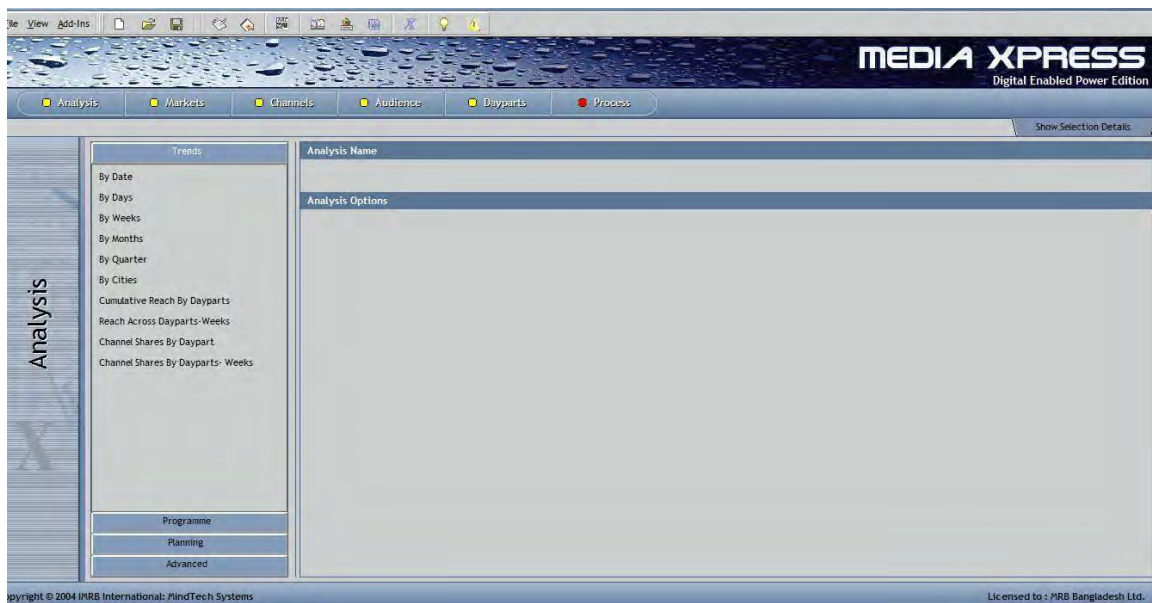
Questions that I have asked to the planners:

1. In which way clients give brief to the planners?
2. How they define their target customer?
3. After getting the brief what are the steps needs to follow to start the plan?
4. How they prioritize the media for the plan?
5. Do planners use their own thoughts to select the media?
6. How the planners collaborate with buyers for the plan?
7. How the planners decide which programs are the best to get the maximum reach?
8. How can they define which radio programs are popular these days?
9. In which page would be appropriate for a particular service how they decide?
10. How they do the genre analysis?
11. How they prepare got to know about the Television rating point?
12. What was the client brief for the bio-matric Sim registration of bkaash?
13. For that plan bkaash had any fixed budget?
14. After completion of the plan is it necessary to change the plan or revise the plan?
15. How they put spot on a particular channels?
16. How they define their plan was efficient or not?
17. How the define that they reached their target customer or not?
18. For press plan what are the things a planner consider?
19. How they decide in which page would efficient for the particular service?
20. How many insertion planners need to give for a plan?

Key Client



Key clients of Asiatic Mindshare



Media express Software