

Internship Report (BUS 400)

On

Facebook: One of the most prominent and effective mass media for consumer promotion in Bangladesh

Ogilvy & Mather

Facebook: One of the most prominent and effective mass media for consumer promotion in Bangladesh



Supervised By:

K.M. Nafiul Haque
Lecturer
BRAC Business School
BRAC University

Submitted By:

Hesamul Aziz
ID- 12104198
BRAC Business School (BBS)
BRAC University

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January 11, 2018

LETTER OF TRANSMITTAL

January 11, 2018

To

K.M. Nafiul Haque

Lecturer

BRAC Business School

BRAC University

Subject: **Submission of Internship Report.**

Dear Sir,

I am proud to state that I have successfully completed my internship program in one of the most renowned marketing agency: Ogilvy & Mather, Bangladesh. I have worked in Ogilvy as an intern for three months starting from 17th October to 17th January. During these three months I have got some real life job experiences which will definitely prove beneficial for me through my whole career. I feel great honor in submitting my internship report entitled “**Facebook: One of the most prominent and effective mass media for Consumer Promotion Campaign in Bangladesh**”. I have tried to fulfill all requirements for this report and enjoyed working on it.

I hope my effort would live up to your expectation. I will be happy to clarify any query regarding this report.

Sincerely Yours

Hesamul Aziz

ID: 12104198

BRAC Business School

BRAC University

LETTER OF ENDORSEMENTS BY THE SUPERVISOR FACULTY

I am convinced to declare that Mr. Hesamul Aziz, ID No. 12104198 with academic session October 17, 2017 to January 17, 2018 of BRAC University School, BRAC University has completed his internship report on the topic "Facebook: One of the most prominent and effective mass media for consumer promotion in Bangladesh."

I have supervised his throughout preparation of the report. He has put frantic and sincere efforts to write a contributory report on the subject matter. I also certify that, to the best of my knowledge, the report is original and was not submitted elsewhere before for publication in any form whatsoever.

I wish him Good luck.



.....
K.M. Nafiul Haque

Lecturer

BRAC Business School

BRAC University

ACKNOWLEDGMENT

First of all I would like to thank almighty Allah for giving me the blessings for which it had been possible for me to complete this report.

I place my gratitude to my internship supervisor, K.M. NafiulHaque, for providing me clear instructions, guidance and feedback which helped me to improve the quality of this report.

I am grateful to my supervisor of Ogilvy & Mather Communications Private Limited Bangladesh, Mr. Ahmad Arif Amin Account Manager of Digital Services for sharing his knowledge, time and experiences with me. His efforts helped me to find ways to perceive the office culture and to satisfy the client demands with quality and great team-effort.

I would also like to thank all the employees of Creative Copywriting, Studio and Digital Services department and Account Management, whose support and cooperation during my work made my experience fun and memorable.

I am also very grateful to the department head of Digital Service, Mr. Tanveer Ahmed for his support and guidance in completing my internship.

Finally, I am grateful to my parents for their endless support and encouragement without which I would not be able to come this far and complete my internship and thus the graduation.

Sincerely

Hesamul Aziz

EXECUTIVE SUMMARY

This internship report stresses on the importance and potential of Facebook as a mass medium for running consumer promotion campaign in Bangladesh which I have realized during my internship in the Digital Services Department of Ogilvy & Mather Communications (Pvt.) Ltd from October 17, 2017 to January 17, 2017. As I was in the Digital Services Department of Ogilvy & Mather Communications (Pvt.) Ltd, I got the opportunity to experience how effective Facebook really is as a medium for brands to market their products/services in Bangladesh especially for running consumer promotion campaign. During my internship, I have experienced that many of the brands in Bangladesh are now realizing the importance of Facebook and starting to prefer Facebook for running their promotion campaigns. Facebook as a tool also allows businesses various benefits that no other media can provide. A massive share of the consumer can be reached and retained through Facebook. Yet, during my internship, I realized, a lot of companies in Bangladesh don't have Facebook presence. Even among the companies who have their presence in Facebook, many of them fail to realize the importance of Facebook as a marketing medium and do not manage or maintain and thus utilize it properly. This way they fail to grab and retain a huge portion of their potential customers. In this report, I essentially have used data and information that can be interpreted to justify the importance and significance of Facebook as a mass marketing medium in Bangladesh for consumer promotion. My justification will help brands to realize the need of Facebook as a mass medium for consumer promotion and thus help them utilize the benefits and opportunities that Facebook offers as a mass medium for consumer promotion campaign in Bangladesh.

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Chapter 1

Organization Overview and profile of the organization

Introduction:

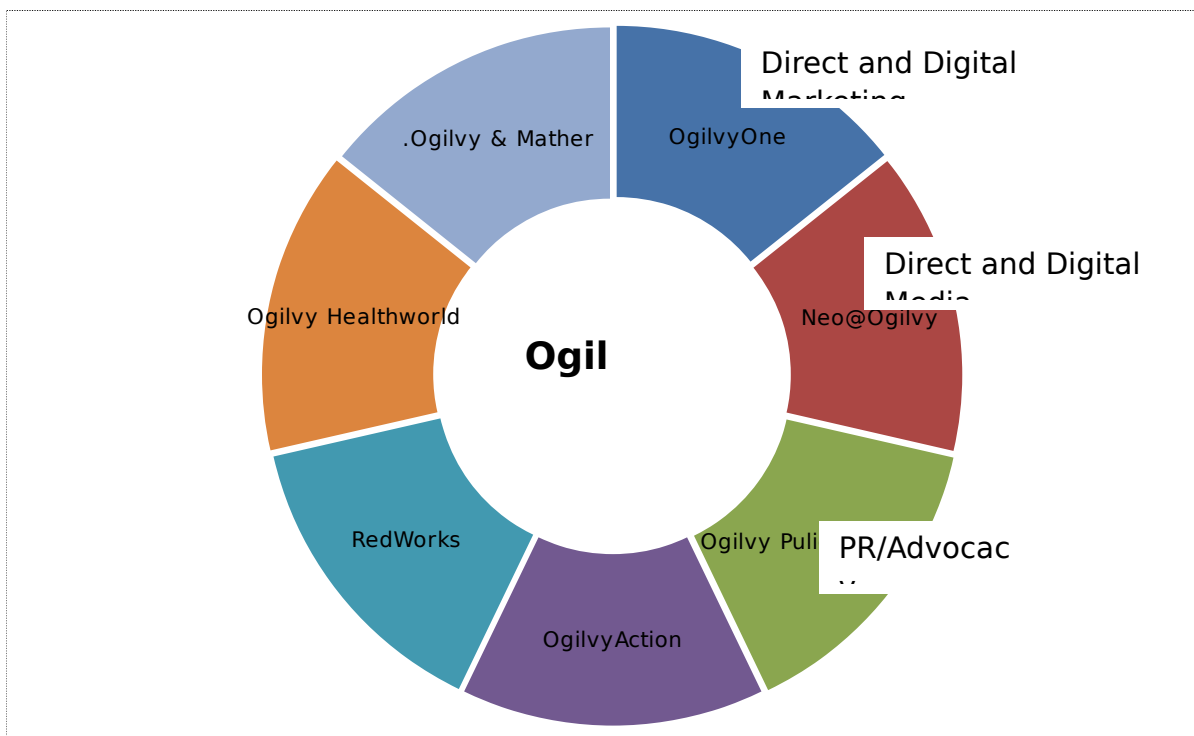
In the modern age digital marketing is the fastest and the most effective way for brands to sell their products and services to the customers. It helps the companies to understand customer behavior and their needs and also serves as the biggest platform for presenting their products in most attractive way in front of their target customers. Many marketing agencies help the brands to advertise their products in the most appealing way to influence customers in buying the product. Ogilvy & Mather is one of the biggest marketing agencies in the world which makes creative ads for the companies around the world. Ogilvy & Mather Communications Private Limited Bangladesh has been working in Bangladesh since 2007 and now it has become one of the leading marketing agencies in the country. I am most fortunate to get the opportunity to work in this company for three months as an intern. In this period I have got the opportunity to work with different teams to get business solutions, ideas, designs etc. I have learnt a lot working in this company about digital marketing and had the opportunity to implement my knowledge and skills in practical life.

Origin of the report:

The report titled "Facebook: One of the most prominent and effective mass medium for Consumer Promotion Campaign in Bangladesh" has been prepared to fulfill the requirements to complete my internship course which is under the supervision of K.M. NafiulHaque, Lecturer, BRAC Business School, BRAC University. I have worked in the Digital Services Department of Ogilvy & Mather for three months period starting from 17th October to 7th January and prepared this report as I was instructed.

Background:

Ogilvy & Mather is founded by David Ogilvy in 1948 with only two staffs. He founded the company with the view of building a strong agency brand. His vision was to make his agency successful through understanding the quality and diversity of the people, and the quality and class of the operations. Since then he has worked to bring his agency to become a renowned marketing agency throughout the world. Ogilvy is now one of the eight largest advertising networks in the world with more than 450 offices in 169 cities. Ogilvy has helped to establish some of the most popular brands like Ford, Shell, Dove, Pond's, American Express and many other brands.



Ogilvy & Mather came in Bangladesh in June 2006. At that time, it was merged with a local agency in Bangladesh named Marka to get an early recognition. Ogilvy started the business in Bangladesh in October 2007 and in March 2008, Ogilvy & Mather officially started its operation in Bangladesh.

International Leaders of Ogilvy & Mather:

- SHELLY LAZARUS
 - Chairman Emeritus
- MILES YOUNG
 - Worldwide Chairman and CEO
- THAM KHAI MENG
 - Worldwide Chief Creative Officer

Clients of Ogilvy Bangladesh:

Ogilvy & Mather Communications Private Limited Bangladesh has some popular clients such as British American Tobacco, Unilever, Polar, Huawei, Dan Foods, Kraft, Perfetti Van Melle, Concord, Ajinomoto, Arla, etc.

Organizational Hierarchy:

The above diagram illustrates the organizational hierarchy of Ogilvy.

Job Description:

Working at Ogilvy and Mather never felt like an Internship to me. All thanks to my supervisor and colleagues, who treated me like an employee and provided me a lot of opportunities to learn. During my internship in Ogilvy I got the opportunity to directly work with some of the biggest brand and companies operating in Bangladesh. Teletalk, Concord, Perfetti, Pran are some of the Brands that I was involved in working with. As I was working in digital services department, most of my primary work concerned digital marketing.

My major responsibilities and tasks involved:

- Managing Facebook Profiles of brands through page maintenance.
- Generating ideas for campaigns and regular contents.
- Managing and executing regular contents
- Managing and executing different campaigns.
- Providing client briefs to the creative team and assist them in creating content.
- Generating reports on brands' monthly content executions and their outcome.
- Generating reports on brands' consumer promotion campaign executions and their outcome.
- Planning and making monthly content calendar.
- Client Service.
- Managing customer query in Facebook
- Communicating with clients and vendors for effective execution of workflow.
- Preparing bills for both clients and third parties.

This internship experience in Ogilvy and Mather has helped me decide the topic and thus complete this report. Working in Ogilvy has helped me discover myself differently about my capabilities. I could have learned more from my experience if I had more time to get involved. Overall, I am satisfied for being able to complete my internship successfully in such a competitive environment.

Chapter 2

Introduction:

Popularity of social media is increasing day by day among the people of Bangladesh and Facebook is responsible for most of the credit. The average internet usage is rapidly increasing every year in Bangladesh and so is the usage rate of Facebook. Facebook has become an undeniable part in people's life. Businesses are aware of this fact. Many leading brands in Bangladesh have Facebook profile now and update their profile regularly to stay in touch with their customers. Facebook has become a revolution as a new platform for advertisement and attracting target consumers. Tools like Facebook ads manager and Facebook Business Manager are creating revolution by developing unique ways for businesses to approach their customers. Now a day, major share of a brands' customers are coming through Facebook. Brands' are relying more on Facebook than any other conventional marketing techniques. Facebook has become the top advertisement channel for companies in Bangladesh. The reason behind this is the easy access in reaching the current and potential customer with very little amount of time, effort and expense and the opportunity to directly engage with the customers. With good strategies, any brand can now get satisfying results from marketing through Facebook.

One of the most popular and conventional marketing approach is Consumer Promotions offer or campaigns. Sometimes companies are seen to offer different free gratuities or benefits through offering free products or through offering discounts on buying a company specific product, these types of offers are called Consumer Promotion Offers. When a company or a Brand attempts to promote such kind of campaign they want the campaign to be effective and successful. Brands attempt to promote these types of campaigns in order to raise Brand awareness and for increasing their product sales. For that, brands need their promotional offers to reach their specific target customers and to as many target customers as possible, if they fail to do that the whole campaign might end up in failure. If companies aren't very careful in determining where to focus the promotional campaign and through what medium they should promote the offer, the campaign itself may not reach much target customers. Facebook in Bangladesh has become a revolutionary tool to derive such type of campaign. In this research paper with the help of information and data that I have collected, I will be focusing on the importance and potential of Facebook as a mass marketing medium in the context of Bangladeshi market. This paper is necessary to understand the factors that determines the success of a consumer promotion campaign, how effective Facebook is in comparison to other marketing channels, how campaign outcome can be measured and analyzed and how it helps to improve future campaigns. How the information can be utilized for better targeting, and improving the

brand value. The entire report is conducted to make the understanding of consumer promotion campaign over Facebook in Bangladesh, clearer and better.

Rationale of the Study:

As I am a student of marketing I focused my internship research report on the most effective medium for consumer promotion campaign in Bangladesh. Researching for this report had provided me a great insight on this topic. I got the opportunity to learn a lot about different aspects of traditional marketing media and media that are emerging. This report provides real life knowledge on the effectiveness of Facebook as a mass media in Bangladesh, other different marketing media and their overall effectiveness in Bangladeshi market which will provide great real life insights and prospects to the BRAC Business School and thus to the University as a whole. Brands and companies operating in the market of Bangladesh will also get benefits from this report as this report compares the effectiveness of Facebook with other mass media for running consumer promotion. Brands and companies operating in the market of Bangladesh which do not understand the importance of Facebook for running consumer promotion campaign and do not utilize Facebook properly for that purpose will get the most benefit out of this report.

Statement of the problem:

In order to justify the core objective of this report I will be trying to answer the following questions:

- What are the expectations of the Clients?
- What factors determines the Success of the campaign?
- How the results might increase the brand value?
- The extent of measurability of the promotion campaign Result?
- How can the results help designing future campaigns?
- How brands can build their effectiveness depending on the results?
- How effective Facebook is as a marketing tool?
- How effective Facebook is for reaching and engaging with target customers?
- What effect the other Social Networking sites have?
- What effect the other conventional media have?
- How cost effective Facebook is?

Scope and delimitation of the study:

The limitations that I have faced in completing this paper are as follows:

- For deeper understanding over this particular study, a huge amount of time was required. Due to the time restraint it was very hard to bring more insightful prospects into this research.
- Data of other mass media like mobile messages, e-mails which can be effectively used to reach a huge numbers of people was not used in this report due to unavailability of data.
- More sources and real Campaign reports needed to be taken under consideration in order to make the research more effective.

Overall, this research incorporates majority aspect of this report topic. Further research needs to be done for better understandings. Data of other mass media that can be used for consumer promotion in Bangladesh would be more appropriate for this research paper. Deeper research can bring out more prospect of promotion campaign through Facebook.

Objectives of the study:

To determine how effective Facebook is as a medium for successfully execute Consumer promotional Campaigns in the market of Bangladesh and thus help increasing brand value and brand equity of the brands competing in Bangladeshi market.

Methodology of the Study:

No survey was conducted for this study. This study is made based on my own conducted research and findings.

Data type:

Two types of Data have been used in order to conduct the research:

1. Primary data sources: Reports of the campaigns that I have conducted during my internship at Ogilvy & Mather.
2. Secondary data sources: Online articles and online journals. Reports conducted by Ogilvy & Mather in the past.

Data sources:

□ Primary: During my internship I had opportunity to directly experience different Consumer Promotion Campaigns of different Brands and their outcomes and I had the opportunity to make reports on those campaigns' result. I have used those reports that I had conducted during my internship in order to justify the core idea of this study.

□ Secondary: I have taken the help from different online articles and journals in order to make this report more clear to understand and also for justifying the study. I have also taken the help of previously conducted report by Ogilvy & Mather's in order to prove my idea of this study.

Analysis and interpretation of data:

Marketers are always looking for better and unique tools, which can help them, convey their message in an attractive way and help them reach as many target audience as possible. Social networking is a rapidly growing phenomenon which is spreading across the whole world. Hundreds of millions of active users are subscribing every day and these subscribers are spending more of their time and attention on Facebook than on any other channels. Facebook has become a huge phenomenon for the brands because this medium has enabled brands to reach and interact with their target customers in a way that have never been done before. Facebook as a tool can be used for various marketing methods Such as:

- Presence marketing/ increasing brand awareness
 - Branding
 - Guerilla marketing
 - Word of mouth marketing
 - Loyalty marketing
 - Viral marketing
 - Consumer promotion

- Newspapers
- Magazine
- Brochures
- Fliers
- Television
- radio
- Banners
- Events and sponsorship
- Internet

Making as many target customers as possible aware of the campaign and ways brands could convey their message, are the most important requirements for a consumer promotion campaign to be successful. Both of these completely depend on the medium through which the campaign is

being promoted. Marketers are always using various types of channels in order to reach their intended audiences. Some of the most effective channels are:

- email
- mobile ad messaging
- Social Media
- Billboard
- Leaflet
- Posters

As this report is focused on Facebook as a medium for effective consumer promotion campaign in Bangladesh, I am going to start with the popularity of internet, popularity of digital media, popularity of social media and thus the growing popularity of Facebook among the people of Bangladesh.

Here, using data that I have obtained from reports provided by Ogilvy and Mather and from reports that I had conducted during my internship program and using information obtained from various websites I am going to compare some of the most popular and leading mass media and conclude which medium has the most potential in reaching the maximum number of target consumers.

Internet subscriber of Bangladesh:

(For the month of February,2017)

At the end of February, 2017, the total number of Internet Subscribers of Bangladesh has reached 67.245 million

The number of Internet subscribers of Bangladesh is listed below:

Operator	Subscriber
Mobile Internet	63.120 Million
WiMAX	0.089 Million
ISP + PSTN	4.036 Million
Total	67.245 Million

Figure 1.1: The number of internet subscriber in Bangladesh. Data collected from <http://www.btrc.gov.bd>

*Total population: 163.9 Million

*41.03% of the total population of Bangladesh subscribed to the internet at the end of the month February 2017.

Growth of the internet subscribers in Bangladesh:

Year	Internet Users	Penetration (% of population)	Total population
2016	21,439,070	13.2 %	162,910,864
2015	19,420,674	12.1 %	160,995,642
2014	15,271,441	9.6 %	159,077,513
2013	10,419,535	6.6 %	157,157,394

2012	7,762,869	5 %	155,257,387
2011	6,903,253	4.5 %	153,405,612
2010	5,609,821	3.7 %	151,616,777
2009	4,647,081	3.1 %	149,905,836
2008	3,706,312	2.5 %	148,252,473
2007	2,638,668	1.8 %	146,592,687
2006	1,448,392	1 %	144,839,238
2005	345,372	0.2 %	144,839,238
2004	280,330	0.2 %	140,843,786
2003	227,135	0.2 %	138,600,174
2002	190,611	0.1 %	136,228,456

2001	173,652	0.1 %	133,776,064
2000	93,261	0.1 %	131,280,739

Figure: 1.2 Growth of internet subscriber in Bangladesh. Data collected from <http://www.internetlivestats.com>

* Statistics for July 1, 2016

** Internet User = individual who can access the Internet at home, via any device type and connection.

Bangladesh’s key digital statistical indicators:

	Numbers(In Millions)	Penetration(% of total population)
Total population	163.9	
Urbanized population	57.36	35%
Internet Users	67	41%
Active social media Users	26	16%
Mobile Subscriptions	120.5	74%
Active Mobile Social Users	22	13%

Figure 1.3: Bangladesh’s key digital statistical indicators. Source: Digital in 2017: Southern Asia

Annual Digital growth:

	Growth in numbers(Millions)	Growth rate
Internet users	9	+17%
Active social media users	11	+73%
Mobile subscription	-14	-10%
Active mobile social users	9	+69%

Figure 1.4: Bangladesh’s key digital statistical indicators. Source: Digital in 2017: Southern Asia

Social media stats in Bangladesh:

	Penetration(in percentage)	In numbers(Million)
Total social media users		26.2
Total Facebook users	93.45%	24.5
Total YouTube users	4.35%	1.1
Total Twitter users	0.9%	0.23
Total Pinterest users	0.34%	0.09
Total VKontakte users	0.25%	0.06
Total LinkedIn users	0.19%	0.04

Figure 1.5: Social media stats in Bangladesh. Source: Digital in 2017: Southern Asia

Interpretation:

So, as we can see from analyzing figure 1.1, 1.2, 1.3, 1.4 that in Bangladesh, the growth in internet subscriber, growth in active social media users and the growth in active social media users through mobile devices are growing in a massive rate which can be interpreted as the potential for businesses to reach their customers through social media is growing in a massive rate per year.

Also according to the figure 1.5, we can conclude that in Bangladesh, among all the social media, Facebook has the maximum potential reach or penetration (93.45%) which is approximately 24.5 million.

Potential reach through Television(Estimated):

Television	Reach per content(approx.)
Channel i	3450772
Bangla Vision	3427920
Shomoy	2422080

Figure 1.6: Potential reach through Television (Estimated). Data collected from reports provided by Ogilvy & Mather

Potential reach through Daily Newspaper (Estimated):

Newspaper	Reach per content(approx.)
ProthomAlo	4014000

Daily Star	331400
KalerKontho	2006000

Figure 1.7: Potential reach through Daily newspaper (Estimated).Data collected from reports provided by Ogilvy & Mather.

Interpretation:

Figure 1.6 and 1.7 shows that the maximum potential reach (Estimated) through television channels is approximately 3 million per content and the maximum potential reach (Estimated) through Newspaper is 4 million which are very small numbers compared to the maximum potential reach through Facebook which is approximately 24.5 million.

So, analyzing the above data we can safely conclude that Facebook as a medium has the potential to reach maximum customers than any other mass media in Bangladesh.

Measurability of reach count:

As we can see from figure 1.6 and 1.7, that the number of reach through television and through newspaper are hypothetical numbers. They cannot be measured accurately due to the fact that whether the campaign has actually reached the target audience or not cannot be accurately measured or counted. On the other hand digital platforms such as social networking sites allows businesses such tools like business manager, ads manager that effectively communicate the promotional message through customers' news feed and effectively counts and measure the number of viewers the promotional content has reached to.

Following figure is an example of the measurability provides:

The image shows a Facebook post from 'mentos (BD)'. The post text reads: 'Greatest battle of the year is back again on saturday. Who's your team? 'Love' reaction for Barcelona and 'Comment' if you're a Real Madrid fan'. The main visual is a graphic with two football players: Cristiano Ronaldo on the left in a green jersey with 'RONALDO 7' and Lionel Messi on the right in a white jersey with 'MESSI 10'. The text 'BATTLE of The Year!! REAL VS BARCA' is overlaid on the graphic. Below the graphic is the Mentos logo. At the bottom of the post, it says '253,291 people reached' and there is a 'Boost Post' button.

Total reach: 253,291
Organic reach: 1237
Paid reach: 252054

Figure 1.8: Measurability of reach counts. Data derived from Facebook Business manager of Ogilvy.

Ability to target and retarget:

Another very important factor that determines the success or the effectiveness of a promotion campaign is that whether or not the campaign is able to reach its desired target customers. Because only awareness is not enough to make people act on the campaign. Brands have to target the customers who are relevant to the brand's promotion and who are likely to act on the offer or purchase the offer. Traditional mass media like television and newspaper are not very effective in reaching a brands' target audience because it is not possible to know whether the message conveyed through these media is actually being received by the brands' target customers or not. Facebook provides businesses special tools that allow businesses to target their specific target customers with precision. "Hypertargeting (also micro targeting) is an ability on social networking sites like Facebook to target specific messages based on very specific criteria, a phenomenal revolution towards precision performance marketing. Facebook has incorporated this amazing tool that enables businesses to target the specific customers they want to reach. This specification is basically done based on three basic criteria: demographics, location, and interests. Demographics are determined based on two main choices: age and sex, so brands can target their campaign based on specific age match of men or women. Location targeting can be specified either on a country, a city or even on a small village or area. For targeting on the basis of interest, Facebook helps brands by deriving information that the users provide on their profiles. Brands use these user provided information such as activities users like, education level, industry and the pages users

liked to determine which segment of consumers to target. Hypertargeting is all based on the information the members share on their profiles like their gender, birthday, hometown, favorite music, movies, books or employer. They do this to express themselves, connect with friends or find new friends. All these information are unique for hypertargeting and reaching the right audience. Businesses are even allowed to purchase history of the users to specify the target customers more precisely. Even if users hide certain information through privacy settings, Facebook still offers the information to businesses for advertising. Facebook marketing tools such as Facebook pixel even provides the opportunity to retarget the users who have visited the company's page or group at least once.

Opportunity to get customer responses and directly engage with them:

Another phenomenal opportunity that Facebook has given the marketers is an amazing interface which can be used to directly interact with the customers. Customer engagement such as: like, share, comments in Facebook are so important for the success of a promotional campaign because first of all it provides evidence that the message had reached the customer and the customer are responding. This is a huge assurance for the success of a campaign. The more customer engagement there is the greater assurance it provides towards the success of the reach and towards the success in terms of interest people are taking towards it. More interaction means the more successful the campaign is. Secondly, people who actually want to buy the offer or are actually interested in the campaign usually have different queries and confusions regarding the campaign. They usually ask more details on the offer on how to avail the offers. These interactive comments and queries are preferred by the businesses because more of these interactive messages assure businesses that the message is being taken well by the customers and people are taking interest in the campaign. This eventually confirms the success of the campaign. Thirdly, customers who are interested in the campaign and want to purchase it can clarify their queries through this interface so that they can avail the offer. Without this, customers might not get clarification of their queries and end up losing their interest. So this engagement opportunity provides businesses the opportunity to clarify the customers confusion and retain as much as customers as possible. Traditional mass media like television and newspaper on the other hand do not have the ability to provide such opportunity.

Following figures will provide an insight on how Facebook provides the scope to engage with the customers:



Figure 1.9: Customer response and Scope of engagement through Facebook. Data derived from Facebook Business manager of Ogilvy.

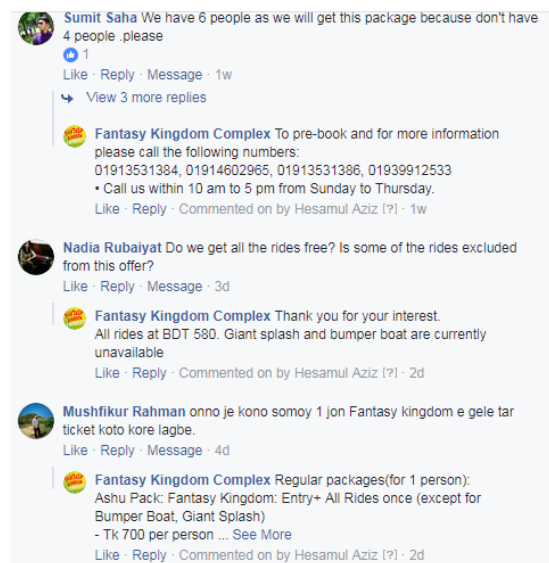


Figure 2.0: Customer response and Scope of engagement through Facebook. Data derived from Facebook Business manager under Ogilvy& Mather.

Customers are receptive to brands’ messages:

People do not view Sites like Facebook as marketing machines. As a result, they’re less likely to take the promotion post a brand share as a promotion ad rather they will more likely want to hear what they have to say. How likely customers are receptive to the promotional content completely

depends on the posts' content, how relevant the content is to the customers and how it is being communicated. Some contents go viral even without paying anything for it as the fans and followers share what have been posted. There are other digital media and tools and ad networks like google, OpenX, Mobile messages, e-mails through which brands can gain a huge amount of reach but users are not very receptive of the messages when conveyed through those media.

Easy to track the outcome of the campaign and analyze the results:

Tools like Ads manager or Facebook Business Manager also help us acquire data that can be used to measure the performance of a campaign. Data like number of impression paid and organic, number of likes, comments and shares, Fan growth, growth of impressions and reach are easily accessible through Facebook marketing tools and by analyzing these data we can easily measure the performance of the overall campaign.

Following figures will provide a good insight on the accessibility to the data of a promotion campaign outcome and the flexibility to analyze those data through Facebook Business manager:

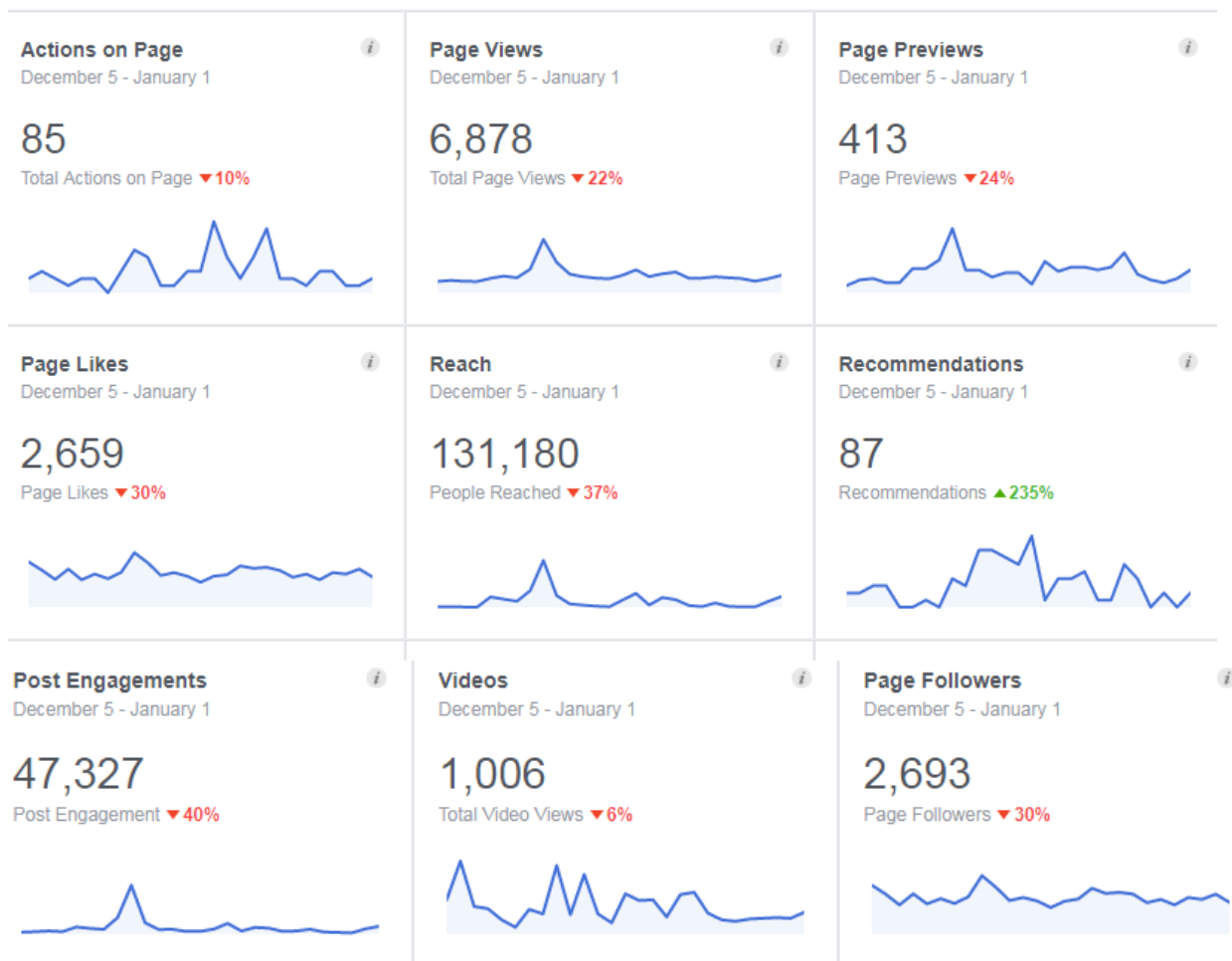


Figure 2.1: Overview of the data analysis of the promotional posts of Fantasy Kingdom published from December 6th –January 2nd. Data derived from Facebook Business manager under Ogilvy & Mather.

Published	Post	Type	Targeting	Reach	Engagement	Promote
01/01/2018 5:23 pm	 Fantasy Kingdom -এ চলছে আকর্ষণীয় 'COMBO' অফার। এই			15.7K 	883 788 	Boost Post
12/31/2017 7:30 pm	 নতুন বছরের প্রথম দিনটিকে আরও স্মরণীয় করে তুলতে পরিবার ও			9.1K 	444 744 	Boost Post
12/27/2017 9:00 pm	 We feel extremely proud and privileged to announce that,			4.1K 	44 109 	Boost Post
12/27/2017 7:30 pm	 Resort Atlantis –এ চলছে এখন মনমাতানো এক অফার। Resort			4.9K 	122 157 	Boost Post
12/24/2017 8:49 pm	 Fantasy Kingdom has brought a special 'CHRISTMAS EVENT' for			9K 	397 419 	Boost Post
12/23/2017 7:58 pm	 Fantasy Kingdom Complex is with Ashok Kumaar.			16.6K 	886 1K 	Boost Post
12/21/2017 5:19 pm	 'STUDENT PACKAGE' অফারটি লুফে নিতে দ্রুত চলে আসুন Fantasy			22.2K 	1.5K 1.5K 	Boost Post
12/20/2017 7:51 pm	 চাকুরীজীবীদের জন্য Fantasy Kingdom নিয়ে এলো আকর্ষণীয়			11.6K 	424 588 	Boost Post
12/14/2017 1:30 pm	 বিজয়ের ৬৭তম বছরে ফ্যানটাসি কিংডম দিচ্ছে 'বিজয়ের উল্লাস'			29.2K 	2.1K 1.8K 	Boost Post

Figure 2.2: Analysis of the outcome of promotion post published from December 14 to January 1. We can derive how many people have engaged on a post compared to the reach and analyze the success of a promotional post from it. Data derived from Facebook Business manager under Ogilvy & Mather.

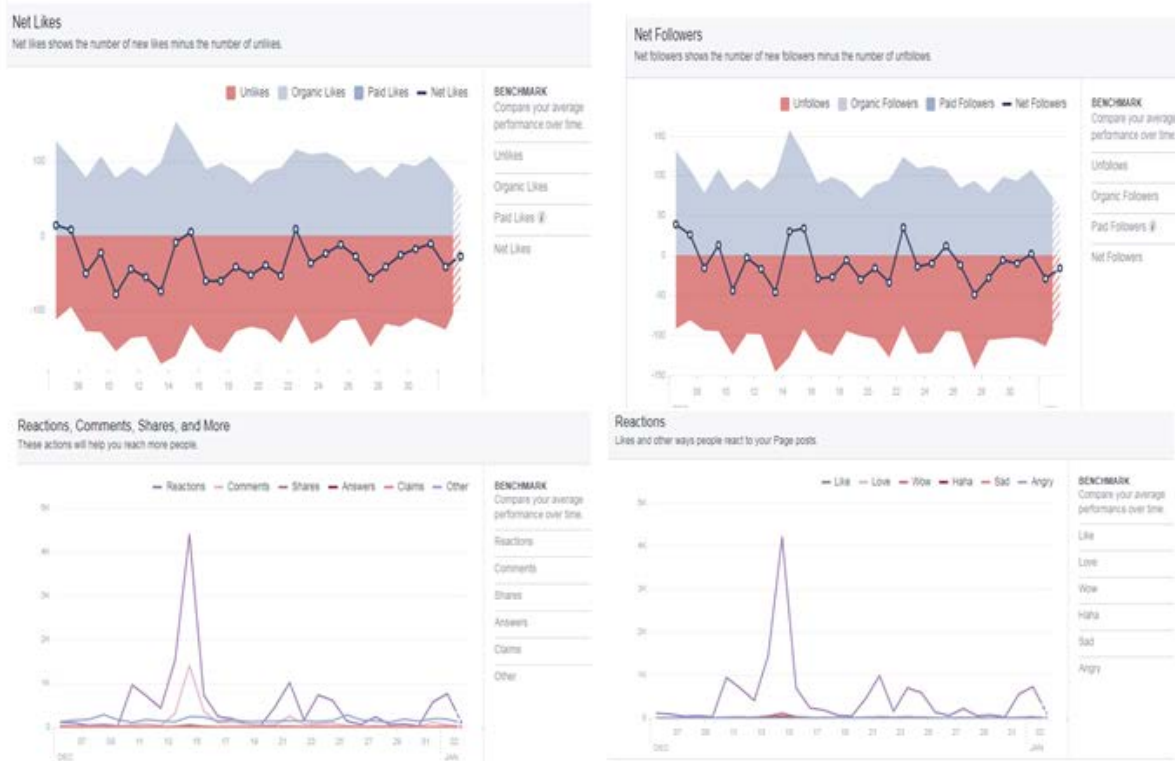


Figure 2.3: Analysis of net like, net followers and net reactions on the promotional posts of Fantasy Kingdom published from December 6th to January 1st.

Not only that, Facebook also provides the data that helps determining the most effective time to publish any post in the page. During which time posts reaches the maximum followers.

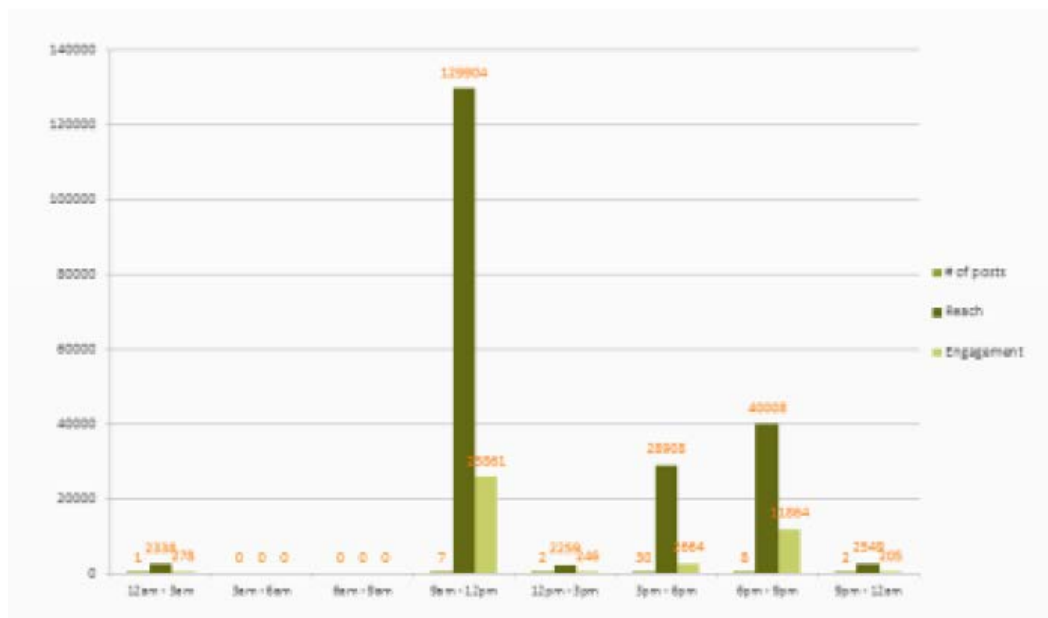


Figure 2.2: Data analysis to determine the best time to publish a post for Fantasy Kingdom. Data derived from the Facebook Business manager under Ogilvy & Mather.

Businesses can also do competitors page analysis with the help of Facebook tools like Business Manager. This provides businesses the knowledge which brand is hiking upwards and which ones heading downwards

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
YOU 1  Fantasy Kingdom Comp...	698.4K 	0%	4	1.7K 
2  Concord Foy's Lake.	349.9K 	▲0.3%	97	6K 
3  Nandan Park	72.9K 	▲0.1%	7	332 
4  Dream Holiday Park	43.9K 	▲0.3%	4	1.9K 
5  Carnival - Jamuna Futur...	7.3K 	▲0.7%	0	0 
6  Shishu Park	7 	0%	0	0 

Figure 2.3: Fantasy Kingdom competitor page analysis. Data derived from the Facebook Business manager under Ogilvy & Mather.

Acquired data can help prepare future campaigns:

We cannot derive the actual data of how many people have received the campaign message of a brand when the promotion is conveyed through newspaper or through the television. As a result outcome of the campaign conveyed through those media cannot be measured or analyzed. On the other hand digital media like Facebook has the ability to derive and record data from the campaign and let businesses use those data to analyze to measure the performance of the campaign. By analyzing the outcome of the campaign, businesses can determine which part of the campaign had flaws, what aspect of the campaign drove customers' interest and customer interaction, how to specify more on the target customers, what type of contents yields most responses and engagements, what will drive the sales, what needs to be done in order to drive more responses and prepare better planning for future campaigns. Reviews given by the customers, negative comments

and feedbacks, suggestions, requests of the customers provide businesses the opportunity to improve the flaws of the campaigns for the future. Positive feedbacks also confirm the businesses about the things they are doing right.

Cost effectiveness:

Another one of the most important factor considered by the Businesses is the cost of running the campaign. That means how much does it costs to reach a certain amount of audience.

There are two ways promotion posts can reach the customers, one is organic another one is paid. Some posts organically go viral as interested or enthusiastic customer tag their friends or share the posts with their friends. These posts do not need to be boosted to reach its target customers. For other posts which do not get viral organically, need to be boosted through Facebook in order to reach its maximum target customers. With spending little amount of money brands can increase the reach of its promotion in Facebook. From business manager insight businesses can easily get the amount of impression a post made both organically and by payment separately.



Figure 2.4: Payment via credit card.

According to the report provided by Ogilvy & Mather cost per reach through different media:

Channel	Average Cost per reach(BDT)
Youtube	0.4-0.6
TV	0.28-0.38
Press	0.18-0.20
Radio	0.15-0.18
Facebook	0.02-0.03

Figure 2.5: Cost per reach through different media. Data collected from report by Ogilvy & Mather.

Example of cost versus reach on Facebook:

Love Letter !
Watch the exclusive video clip of Mr. Mazharul Islam to spice up your cricket spirit.
Mentos শও মুক্তির বাতি জ্বালাও!

46,800 people reached

Boost Post

Like Comment Share

574 11 67 Shares

Mentos
Posted by Taskin Hossain (P) · 10 August

Just click to know how SONJU became ANANTA JALIL and discover unknown facts about him.

41,728 people reached

See Results

Unlike Comment Share

804 59 140 Shares

Mentos
Posted by Taskin Hossain (P) · 7 October · Edited (P)

Mentos শও মুক্তির বাতি জ্বালাও!

NORMAL LIFE
কোনবানীর পক্ষর চামড়ার বিষয়ে কবে পড়ায় দুর্ভোগ কামানো।

mentos LIFE
কোনবানীর চামড়া মান করে হিরো হয়ে যাওয়া।

72,544 people reached

Boost Post

Like Comment Share

3,479 29 19 Shares

Reach:41,7
Video Views:
Cost: BDT 993

Mentos
Posted by Taskin Hossain (P) · 9 August · Edited (P)

Breaking News:
Mr. ANANTA JALIL has revealed on our Mentos Batti Jalao Radio show that his childhood name was SONJU. To know the full story, stay with us!
We will shortly publish the exclusive audio clip on our Facebook Page.

168,448 people reached

Boost Post

Unlike Comment Share

521 35 26 Shares

Reach: 72,544
 Post Engagement: 8355
 Cost: BDT 763

Reach:168,448
 Post Engagement: 2137
 Cost: BDT1200

Figure 2.6: Example of cost versus reach. Data collected from Facebook business manager under Ogilvy and Mather.

Estimated cost per reach in traditional media:

Client	: Perfetti Van Melle		Target Market	: Age (16-24), Male & Female		
Brand	: Mentos			: Urban & Semi Urban		
Duration	: 30 Seconds			: Media Habit: Sports, Technology & Social Media		
Size	: 5 Col X 5 Inch					
Television	Spots	Rate	Days	Cost	Viewership	Reach
Channel i	10	10,000.00	15	1,500,000.00	5,001,120.00	3,450,772
Bangla Vision	10	6,000.00	15	900,000.00	4,968,000.00	3,427,920
Somoy	10	4,000.00	15	600,000.00	4,176,000.00	2,422,080
Total				3,000,000.00	14,145,120.00	9,300,772
Newspaper	Insertion	Rate	Size	Cost	Circulation	Reach
Prothom-alo	8	5,600.00	25	1,120,000.00	501,750	4,014,000
Daily Star	8	3,200.00	25	640,000.00	41,425	331,400
Kaler Kantho	8	4,000.00	25	800,000.00	250,750	2,006,000
Total				2,560,000.00	793925	6,351,400

Note: *Reach on Electronic Media is Hypothetical. It is based on 170 People Meter setup and demographic and psychographic profile. Also reach doesn't ensure specific TG
 Figure 2.7: Example of reach and costs of different popular traditional media. Data collected from report conducted by Ogilvy and Mather.

Cost per reach comparison:

To reach 6,000,000 Target group, the estimated cost:

Medium	Estimated cost(In BDT)
Newspaper	2,418,364
Television	1,935,323
Facebook	240,000

Figure 2.8: Cost per reach comparison. Data collected from report conducted by Ogilvy and Mather.

Interpretation:

Analyzing the figures 2.5, 2.6, 2.7 and 2.8 above, we can conclude that the cost to reach the target customers through Facebook is approximately 90.93% lower than the cost of reaching through the traditional media, thus we can say that Facebook is 90.93% cost effective that the traditional media.

Findings:

From the above analysis, some findings have been derived. They are:

- Facebook has the maximum potential as a medium for brands' consumer promotion to reach maximum number of target customers in the market of Bangladesh.
- Facebook is one of the best medium for targeting customers and reaching them.
- To which target customers and to how many of them your campaign has reached is easily detectable through Facebook.
- Outcome result of a promotion campaign done through Facebook is easily accessible compared to other mass media.
- Success of a campaign is easily measurable when it's promoted through Facebook.
- Outcome data of a promotion campaign provided by Facebook is very useful in determining the success of the promotion.
- Outcome data of a promotion campaign provided by Facebook is very useful in detecting the flaws of the campaign which help businesses plan for better future campaigns.
- Facebook is one of the most cost effective mass medium for reaching the target customers.

- Facebook is one of the best medium that allows businesses to directly connect and engage with their customers and vice versa.
- Consumers are more receptive to the messages of brands when they are conveyed through Facebook.

Recommendations:

Further research is recommended for better clarification. Based on this research, some recommendations are given below:

- As Bangladesh is becoming digitalized along with the whole world, the potential for reaching the target customers and engaging with them via Facebook is increasing rapidly per year. So brands are highly encouraged to execute their campaigns over Facebook.
- Consumer Promotion can be better executed with the help of Facebook in Bangladesh. So companies in Bangladesh are highly encouraged to execute campaigns over digital media.
- The cost of running promotion campaign over Facebook is very low compared to other traditional media and target customer reach is more without any time barrier. Brands should focus on this amazing benefit.
- Outcome data of a promotional campaign provided by Facebook is easy to analyze and measure. These data can give a good insight on the success of the campaign. It can also help businesses learn about the flaws in their campaign and help design future campaign that may bring huge success to the brands.
- Data can help building better brand value by creating better brand perception. Companies should not forget the importance of brand value building over sales.

Conclusion:

As I am a student of marketing, I have a great deal of passion towards branding. So, getting an internship call from a renowned marketing agency Ogilvy and Mather was like a dream coming true moment for me. I joined Ogilvy & Mather as soon as I could with full dedication and intention of learning about marketing and branding. I consider completing my internship and thus graduation in such a renowned multinational marketing agency was really an extraordinary opportunity. This opportunity had helped me learn a great deal of practical knowledge regarding branding and marketing especially digital marketing and this opportunity will definitely help me build my career in future. Working in such an environment and with such colleagues and clients had helped me experience and learn a great deal about corporate culture. It was an amazing opportunity for me to work with so many local and international brands in such an early stage of my career.

This internship report is based on “Facebook: as one of the most prominent and effective mass medium for consumer promotion in Bangladesh”. Digital media especially Social media has become such an integral part of our life that this era can literally be called “Social Media age”. Among all the social media Facebook is the most popular and most subscribed media in Bangladesh. Facebook in Bangladesh has become the most used communication channel both in the personal and professional life of the people of Bangladesh. Companies are now adapting with this change and allocating a big share of their market budget for Facebook marketing. Companies are seeing the enormous effect of running promotion campaign through Facebook. Facebook is soon going to be the most preferred medium by brands for running promotion campaign. Facebook has a lot to offer to the businesses for running consumer promotion and is always coming up with innovative marketing tools. I learn a great deal of practical knowledge on how to conduct promotion campaign on Facebook during my internship and this paper is the reflection of my learnings and understanding. Therefore, I can say that my internship program couldn't be any better in terms of my learning and experience.

References:

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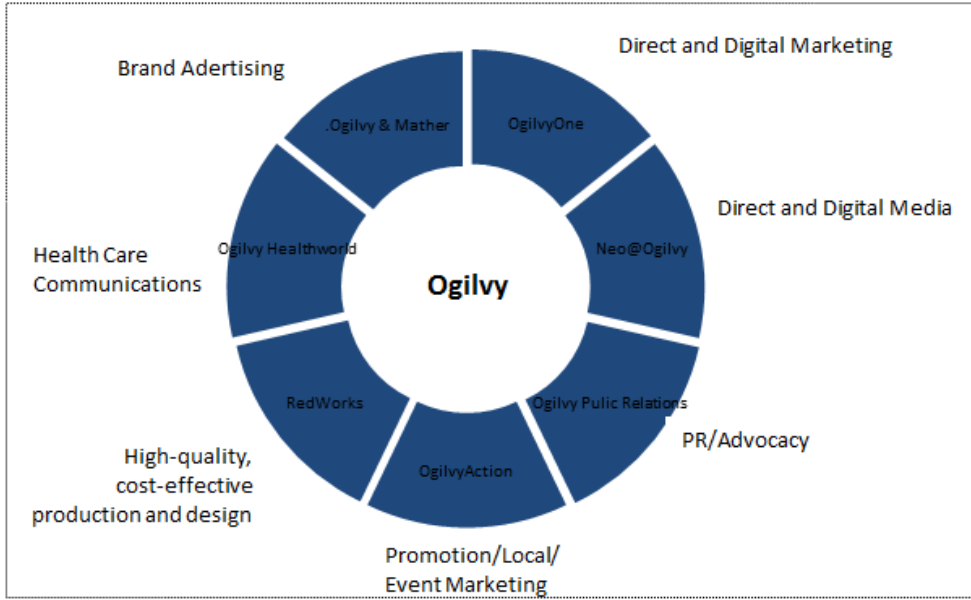
<http://gs.statcounter.com/social-media-stats/all/bangladesh>

<http://www.btrc.gov.bd/content/internet-subscribers-bangladesh-february-2017>

<https://www.contentfac.com/9-reasons-social-media-marketing-should-top-your-to-do-list/>

Appendix:

1.



2.



3.



4.

Operator	Subscriber
Mobile Internet	63.120 Million
WiMAX	0.089 Million
ISP + PSTN	4.036 Million
Total	67.245 Million

5.

Year	Internet Users	Penetration (% of population)	Total population
2016	21,439,070	13.2 %	162,910,864
2015	19,420,674	12.1 %	160,995,642
2014	15,271,441	9.6 %	159,077,513

2013	10,419,535	6.6 %	157,157,394
2012	7,762,869	5 %	155,257,387
2011	6,903,253	4.5 %	153,405,612
2010	5,609,821	3.7 %	151,616,777
2009	4,647,081	3.1 %	149,905,836
2008	3,706,312	2.5 %	148,252,473
2007	2,638,668	1.8 %	146,592,687
2006	1,448,392	1 %	144,839,238
2005	345,372	0.2 %	144,839,238
2004	280,330	0.2 %	140,843,786
2003	227,135	0.2 %	138,600,174

2002	190,611	0.1 %	136,228,456
2001	173,652	0.1 %	133,776,064
2000	93,261	0.1 %	131,280,739

6.

	Numbers(In Millions)	Penetration(% of total population)
Total population	163.9	
Urbanized population	57.36	35%
Internet Users	63.3	39%
Active social media Users	26	16%
Mobile Subscriptions	120.5	74%
Active Mobile Social Users	22	13%

7.

	Growth in numbers(Millions)	Growth rate
Internet users	9	+17%
Active social media users	11	+73%
Mobile subscription	-14	-10%
Active mobile social users	9	+69%

8.

	Penetration(in percentage)	In numbers(Million)
Total social media users		26.2
Total Facebook users	93.45%	24.5
Total YouTube users	4.35%	1.1

Total Twitter users	0.9%	0.23
Total Pinterest users	0.34%	0.09
Total VKontakte users	0.25%	0.06
Total LinkedIn users	0.19%	0.04

9.

Television	Reach per content(approx.)
Channel i	3450772
Bangla Vision	3427920
Shomoy	2422080

10.

Newspaper	Reach per content(approx.)
ProthomAlo	4014000
Daily Star	331400
KalerKontho	2006000

11.

mentos Mentos (BD)
 Published by Sajidur Rahman [?] · December 22, 2017 at 5:37pm · 🌐

Greatest battle of the year is back again on Saturday. Who's your team? 'Love' reaction for Barcelona and 'Comment' if you're a Real Madrid fan




mentos

✔ **Get More Likes, Comments and Shares**
 When you boost this post, you'll show it to more people.

👤 253,291 people reached Boost Post

12.



👤 15,735 people reached Boost Unavailable

👍 Like 💬 Comment ➦ Share 🍔

👤 Mahfuj Ahamed Shopno, মৌরবে মৌরবে and 708 others Top Comments

3 Shares

Write a comment...

👤 Rony Hossain apnadar lunch and dinner a ke ke item thakba r koto din ai offer ta choiba
 Like · Reply · Message · 1d

👤 Fantasy Kingdom Complex Thank you for your query. This offer will be available till further notice. For that keep your eyes on our Facebook page. To know details about lunch/dinner items call the following numbers... See More
 Like · Reply · Commented on by Hesamul Aziz [?] · 1d

👤 Anisha Shuchi offer koto din cholbe?
 Like · Reply · Message · 1d

13.

Sumit Saha We have 6 people as we will get this package because don't have 4 people .please
 1
 Like · Reply · Message · 1w
 View 3 more replies

Fantasy Kingdom Complex To pre-book and for more information please call the following numbers:
 01913531384, 01914602965, 01913531386, 01939912533
 • Call us within 10 am to 5 pm from Sunday to Thursday.
 Like · Reply · Commented on by Hesamul Aziz (?) · 1w

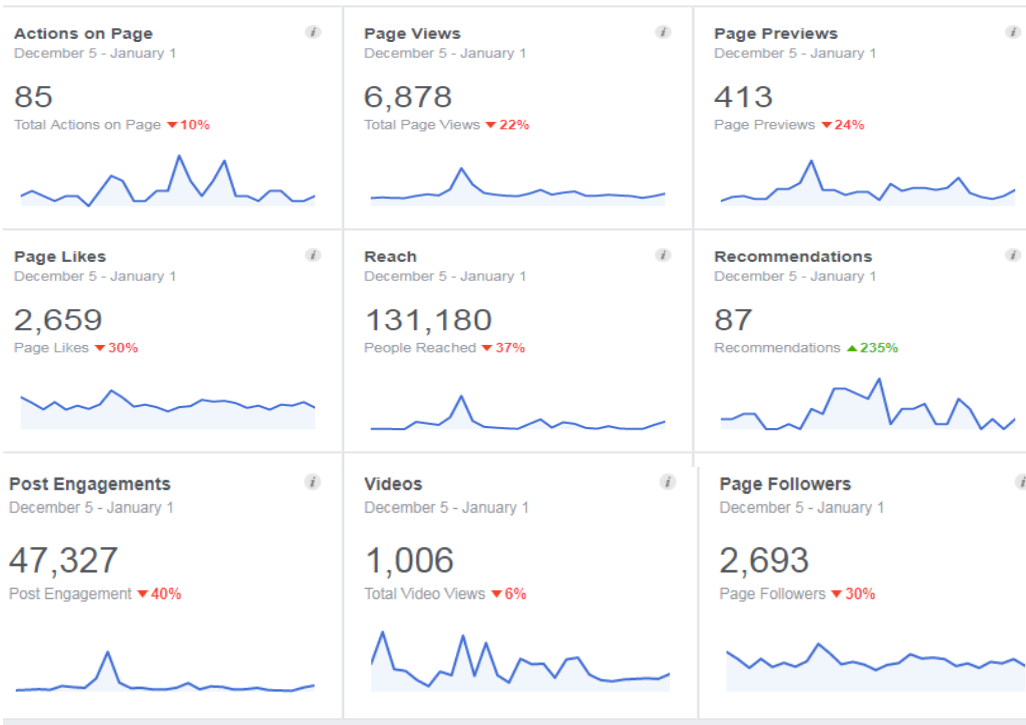
Nadia Rubaiyat Do we get all the rides free? Is some of the rides excluded from this offer?
 Like · Reply · Message · 3d

Fantasy Kingdom Complex Thank you for your interest.
 All rides at BDT 580. Giant splash and bumper boat are currently unavailable
 Like · Reply · Commented on by Hesamul Aziz (?) · 2d

Mushfikur Rahman onno je kono somoy 1 jon Fantasy kingdom e gele tar ticket koto kore lagbe.
 Like · Reply · Message · 4d

Fantasy Kingdom Complex Regular packages(for 1 person):
 Ashu Pack: Fantasy Kingdom: Entry+ All Rides once (except for Bumper Boat, Giant Splash)
 - Tk 700 per person ... See More
 Like · Reply · Commented on by Hesamul Aziz (?) · 2d

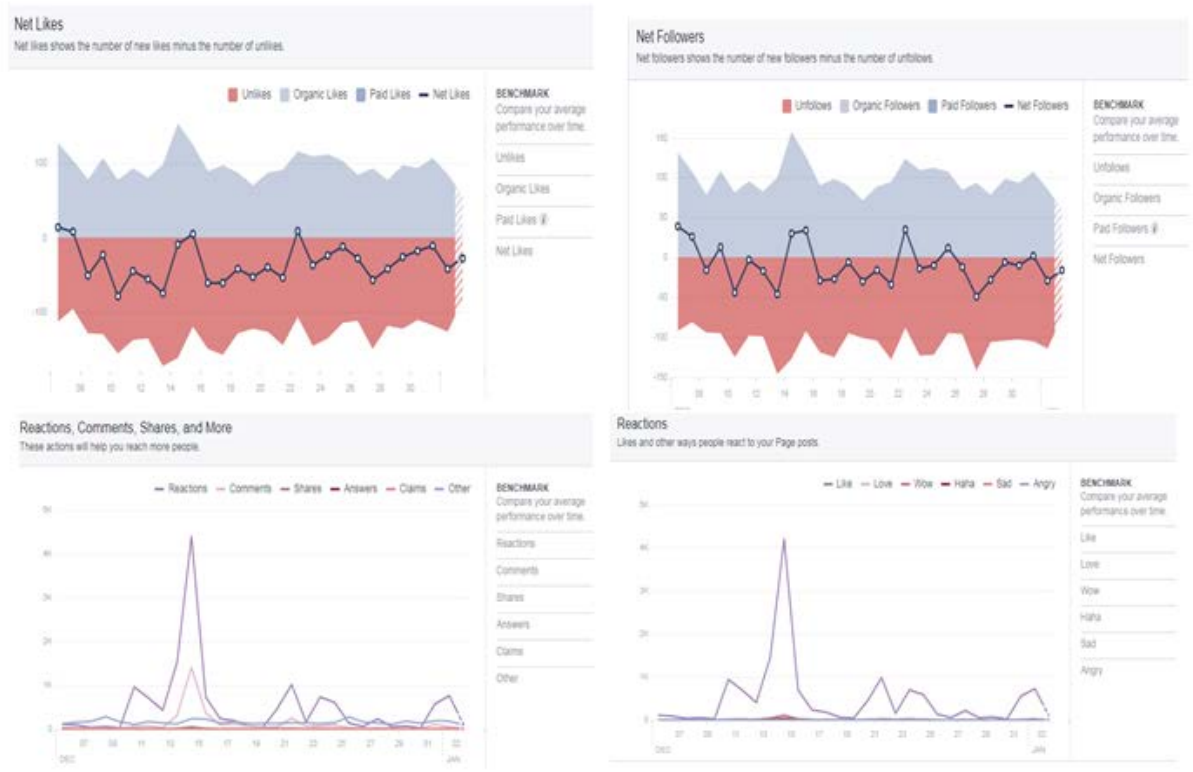
14.



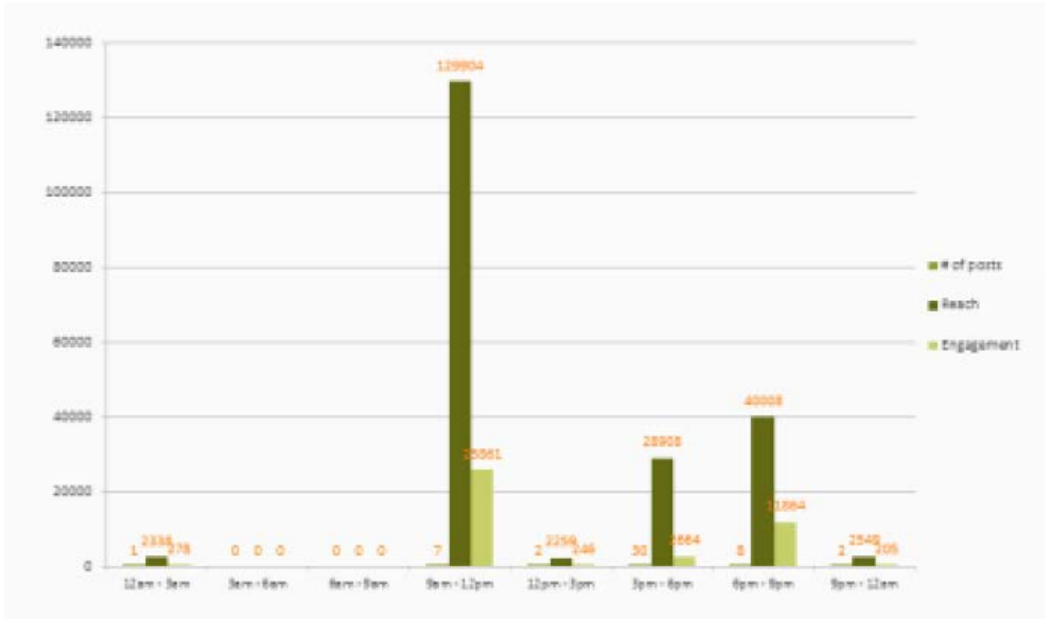
15.

Published	Post	Type	Targeting	Reach	Engagement	Promote
01/01/2018 5:23 pm	 Fantasy Kingdom -এ চলছে আকর্ষণীয় 'COMBO' অফার। এই			15.7K 	883 788 	Boost Post
12/31/2017 7:30 pm	 নতুন বছরের প্রথম দিনটিকে আরও সুমরশীয় করে তুলতে পরিবার ও			9.1K 	444 744 	Boost Post
12/27/2017 9:00 pm	 We feel extremely proud and privileged to announce that,			4.1K 	44 109 	Boost Post
12/27/2017 7:30 pm	 Resort Atlantis –এ চলছে এখন মনমাতানো এক অফার। Resort			4.9K 	122 157 	Boost Post
12/24/2017 8:49 pm	 Fantasy Kingdom has brought a special 'CHRISTMAS EVENT' for			9K 	397 419 	Boost Post
12/23/2017 7:58 pm	 Fantasy Kingdom Complex is with Ashok Kumaar.			16.6K 	886 1K 	Boost Post
12/21/2017 5:19 pm	 'STUDENT PACKAGE' অফারটি মুহুরে নিতে দ্রুত চলে আসুন Fantasy			22.2K 	1.5K 1.5K 	Boost Post
12/20/2017 7:51 pm	 চাকুরীজীবীদের জন্য Fantasy Kingdom নিয়ে এলো আকর্ষণীয়			11.6K 	424 588 	Boost Post
12/14/2017 1:30 pm	 বিজয়ের ৬৭তম বছরে মহানুষ্ঠানি কিংডম দিচ্ছে 'বিজয়ের উল্লাস'			29.2K 	2.1K 1.8K 	Boost Post

16.



17.



18.

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
YOU 1 Fantasy Kingdom Comp...	698.4K	0%	4	1.7K
2 Concord Foy's Lake.	349.9K	▲0.3%	97	6K
3 Nandan Park	72.9K	▲0.1%	7	332
4 Dream Holiday Park	43.9K	▲0.3%	4	1.9K
5 Carnival - Jamuna Futur...	7.3K	▲0.7%	0	0
6 Shishu Park	7	0%	0	0

19.



20.

Channel	Average Cost per reach(BDT)
YouTube	0.4-0.6
TV	0.28-0.38
Press	0.18-0.20
Radio	0.15-0.18
Facebook	0.02-0.03

21.



Reach: 48,800
Video Views: 2345
Cost: BDT 1600



Reach: 41,728
Video Views: 2910
Cost: BDT 993



Reach: 72,544
Post Engagement: 8355
Cost: BDT 763



Reach: 168,448
Post Engagement: 2137
Cost: BDT 1200

Client	: Perfetti Van Melle		Target Market	: Age (16-24), Male & Female		
Brand	: Mentos			: Urban & Semi Urban		
Duration	: 30 Seconds			: Media Habit: Sports, Technology & Social Media		
Size	: 5 Col X 5 Inch					
Television	Spots	Rate	Days	Cost	Viewership	Reach
Channel i	10	10,000.00	15	1,500,000.00	5,001,120.00	3,450,772
Bangla Vision	10	6,000.00	15	900,000.00	4,968,000.00	3,427,920
Somoy	10	4,000.00	15	600,000.00	4,176,000.00	2,422,080
Total				3,000,000.00	14,145,120.00	9,300,772
Newspaper	Insertion	Rate	Size	Cost	Circulation	Reach
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Daily Star	8	3,200.00	25	640,000.00	41,425	331,400
Kaler Kantho	8	4,000.00	25	800,000.00	250,750	2,006,000
Total				2,560,000.00	793925	6,351,400

23.

Medium	Estimated cost(In BDT)
Newspaper	2,418,364
Television	1,935,323
Facebook	240,000

