



Inspiring Excellence

Internship Report
On
Creating Brand Perception of “Gourmet Bazar”
through Digital Media
Company: Medium rare

Course Code: BUS 400
Fall-2017

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Letter of Transmittal

16th January, 2018

Tania Akter

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Sub: Submission of the Internship Report

Dear Miss,

I have the pleasure to submit my Internship report on “Creating Brand perception of Gourmet Bazar through Digital Media”. a requirement for my graduation. You are aware that I have recently completed my internship program in Medium rare. I am fortunate enough that I have got the opportunity to work with one of the most experienced, efficient and Professional marketing agency of Bangladesh. I have tried my best to make this report informative, practical, reliable and relevant as possible.

I appreciate your valuable advice, cooperation, patience and suggestions regarding this report, which will definitely help me to go ahead as a brilliant guideline. I hope you will find this worth all the labor and effort that I have given to complete the report.

Sincerely,

Sadman Sakif

ID- 14204104

BRAC Business School

BRAC University

Acknowledgement

I am thankful and grateful to my honorable Faculty, Tania Akter miss for giving me the opportunity to do my Internship under her supervision and complete the report. On the design of this report, I again want to thank my honorable Academic supervisor for providing the format and make me understand about the format. I would like to give warm thanks to my Honorable Supervisor Mr. Abrar Athar, Managing Director and Ms. Umaila Akhter, Account director for helping me when I needed and all the officials and staffs of Medium rare for their friendly behavior, heartiest cooperation and other services during my internship period.

Executive Summary

The internship course (BUS400) is a credit course required to finish the Bachelor's Degree at BRAC University. . This report contains my internship involvement of three months at Medium rare. I was appointed in the Digital part first and then I have worked with other departments as well. This report is the reflection of my learning and practices at Medium rare in my internship period from July to September 2017.

Initially, I have discussed the outline of Medium rare as an organization, my work involvement and assignments, the significant lessons that I have learnt from my supervisor and co-workers, the experience of working, in actuality, gatherings, managing organizations, fast execution, brief insights about the workplace and about my cooperation with the collaborators and some more.

Mainly, This paper examines the marketing strategies applied by Medium rare to promote its client brands through social media. Also analyze the importance of social media tools in order to create a brand perception amongst consumers.

Moreover, This report talks about the impact the social media presence has brought upon the business and the performance after I took charge of social media for the businesses and also the challenges that I had to face in the whole process. Finally, the scope of improvement that can be done for more development.

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1. Introduction

In the last few years the rate of internet usage and internet penetration in Bangladesh has grown rapidly. The importance of digital presence cannot be ignored by the brands that are operating in the country. Advertising is one of the crucial factor in business communications that creates a brand perception which may help take a great buying decision by the customers or consumers. Actually, purposeful communication is the ultimate product of advertising which may sell business products or services to the target group. Now a days, brands need to interact with the consumer on the digital media but very few brands have either the capability or knowledge about how the digital ecosphere works. To meet this gap in the market place and manage and measure interaction on the digital platform *Medium rare* started its operation in February 2015.

In recent years, digital advertising industry in Bangladesh is evolving a lot. There are large number of agencies that are competing at this moment to continue their operation in the industry. What makes *Medium rare* exceptional is the focus of upholding the brand image & reaching the mind set of target audience through purposeful communication. With this in mind, *Medium rare* has successfully placed its name doing great creative works and now it is becoming unimpeachable as a digital advertising agency as the time demand. In this report, the knowledge and resources from *Medium rare* is used to explain the importance social media advertising for building or preserving Brand Perception.

1.1 Origin of report:

The completion of this report is a required for my internship of BBA program of BRAC Business School, supervised by Ms. Tania Akter, Lecturer of BRAC Business School, BRAC University. During my internship period, I have been attached with the creative & digital services department of *Medium rare*. . I work at the side of the account director Ms. Syeda Umaila Akhter for the completion of this report.

1.2 Purpose of the project:

The main objective of this paper is to understand the importance of social media as platform to create a brand perception. And how *Medium rare* is practicing its branding principles using various social media tools to achieve goals for its clients.

In brief, this report will analyze the role played by *Medium rare* as the marketing agency to establish brand image & increase footfall of “Gourmet Bazar” through digital media. And evaluate the impact of social media in order to create a brand perception for “Gourmet Bazar”.

1.3 Methodology

The method I have used to collect information, analyze and conclude this report is discussed in “The Project” section of the report. At first I had asked my department head to make me in charge of the BFP’s (Brand Facebook pages) and Instagram pages that they maintain. These are the two most popular Social Media platforms in our country at the moment. I have also researched and analyzed numerous articles on the internet to actually understand how important social media presence is for Food and Beverage industry at the moment.

From those I have collected information’s regarding the Target group and the traffic that was visiting the pages. From those I also tried to find out the timing of their visit to the pages.

2. Company Overview

The few seconds TV commercial, an attractive insertion in the magazines or newspapers, the eye-catching packaging, the ear-soothing brand theme songs or radio scripts are all results of a great teamwork of different creative professionals and that's where an marketing agency like *Medium rare* comes in.

Medium rare is a full service agency, providing end-to-end marketing solutions in both digital & conventional market space. They serve their clients across the digital universe, covering search, social, display and mobile marketing.

The increasing demand of digital advertising ease up the way for two very creative & like-minded individuals who aim to set a new standards for quality in the advertising industry here, in Bangladesh. With this intention in mind, the company's started its operations back in 2015 with a team that is diverse in terms of experience, exposure and training. The company intend to use this diversity to create unique innovative solutions that are intended towards raise the bar of prominence in marketing promotions and strategic support that is available in advertising industry.

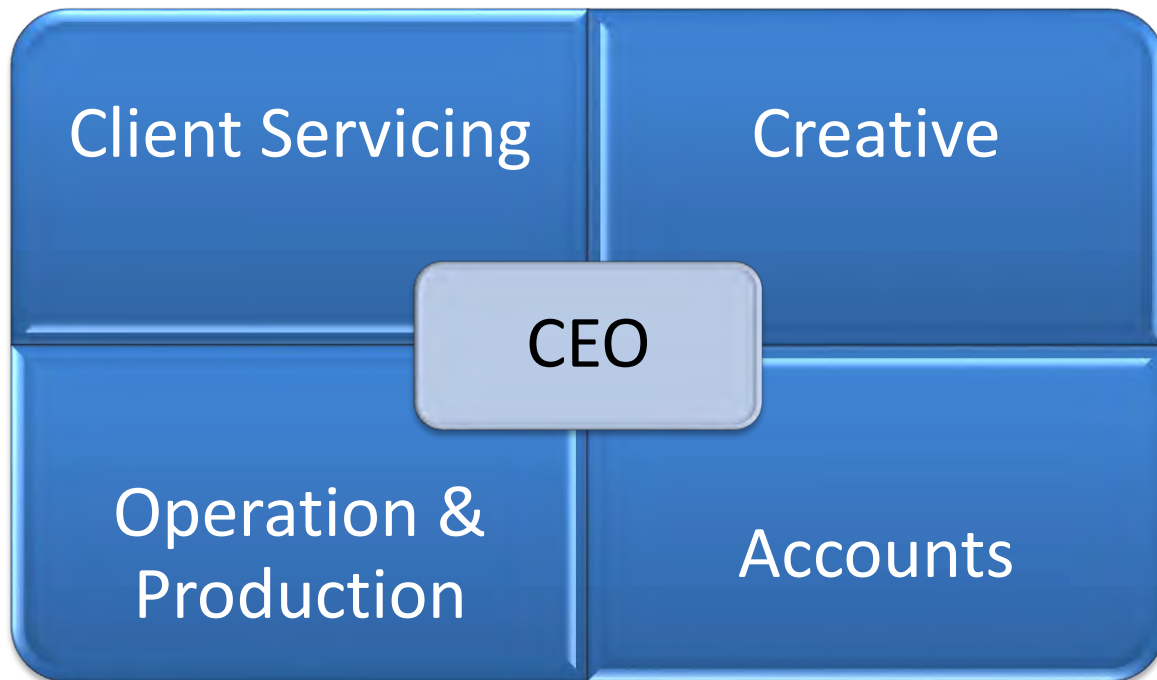
2.1 Goal of the Organization

To satisfy the valued customers, meeting their expectations by providing quality services on time and offering them the best value in terms of standard, quality, price, environment and other ethical practices.

2.2 Strategic Objectives

- Overtaking competitors by proving quality customer service.
- Achieving technological leadership among the peer group.
- Strengthening the company's brand position in national and international market.
- Providing necessary support to the customers.

2.3 Organization Structure:



Medium rare is not a big organization. There are just four wings under the CEO. Client servicing department is basically work for content development, client service, online marketing, and social media marketing. Creative department works for developing creative contents, art direction, creating new attractive design according to client choice. Operation department work as a helping hand of all the department. Operations & Production department focuses on offline activations and implementing BTL campaigns. Number four is Accounts department. They manages all sorts of financial transactions of the organization. As Medium rare does not have a structured HR department, Accounts department partially manages HR activities of the organization.

Services Provide Medium rare:



Clients of Medium rare



our valuable clients

Figure 2.1: Clients of Medium rare

Achievements of Medium rare:



Bank on social trends that people can relate to and create contents which are visually entertaining.



Figure 2.2: Social Media Posts



Bank on healthy eating choice while promoting the freshest and finest grocery in town through social media



Figure 2.3: Social Media Posts

Audio Visual Ads

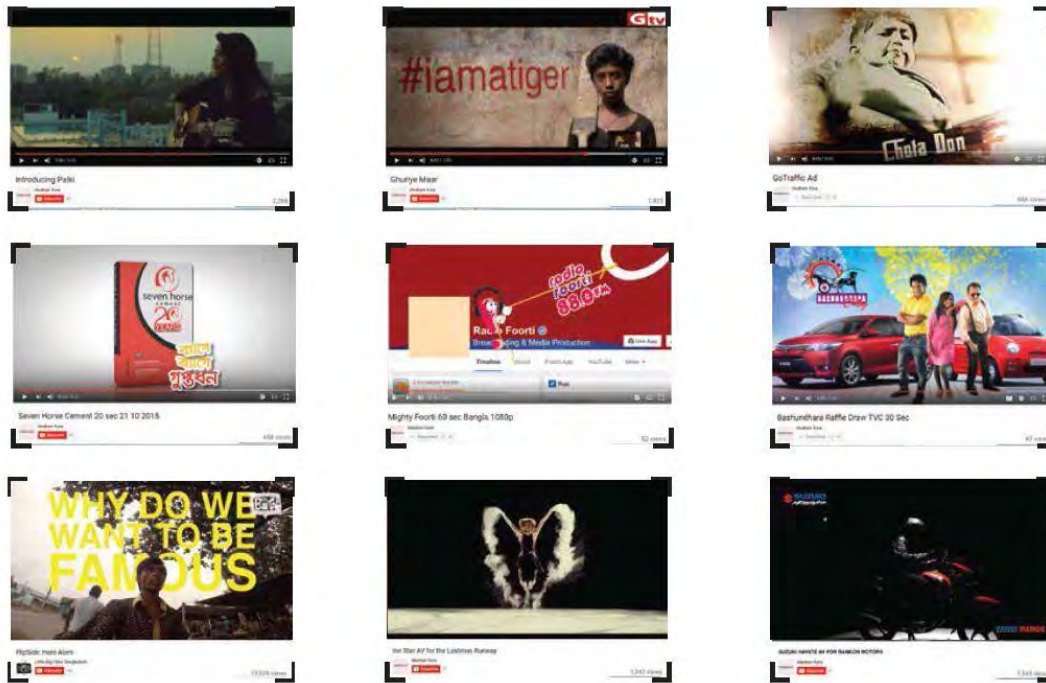


Figure 2.4: Audio Visual Ads by Medium rare

Digital Ads

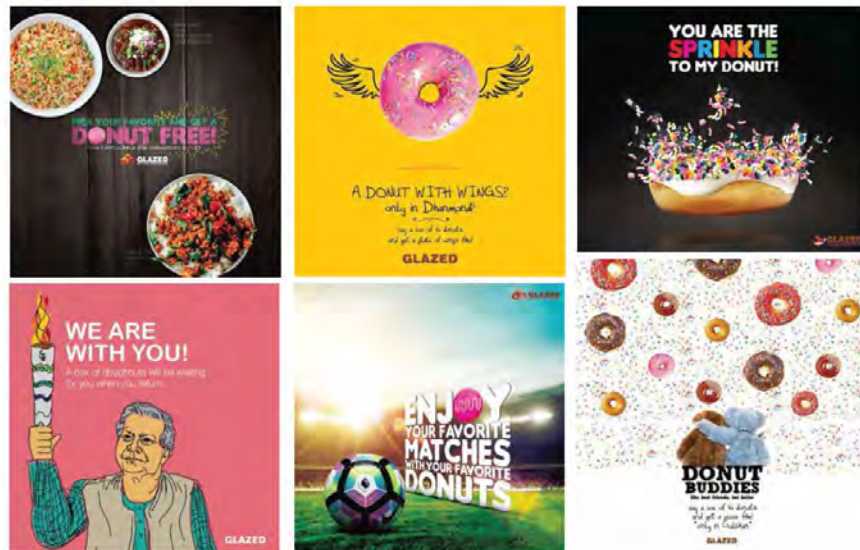


Figure 2.5: Digital Ads by Medium rare

Print Ads



Figure 2.6: Print Ads By Medium rare

Product Packaging



Figure 2.7: Product Packaging by Medium rare

Events & Activations



Figure 2.8: Event & Activation by Medium rare

2.4 Job Responsibility

The job that I was offered at *Medium rare* (Pvt.) was the position of Intern in the Digital services department. Digital services department facilitates the clients with different kind of digital marketing solutions. In Digital Services department, all the team members had to work almost whole the week and sometimes 24/7 as digital is the most interactive and challenging platform now-a-days. Like the team members, I also had to work almost 7 days a week although the general working day is 5. On off-days, I had to work from home. So it was a combo of office and home-based job. On-the-job training were provided and sometimes and I was privileged to attend some of the special workshops.

Summary of key responsibilities that was performed

- I joined at July 2nd, 2017
- Initially, Query management of different client's Facebook pages was one of the biggest roles of the job.
- Shortly after, I started attending meetings with new clients and keeping meeting minutes.
- Keeping track of the Task board of every client, Work with the content management team.
- Research & Development, Brainstorming & creating presentation for pitching to potential new clients.
- Writing proposal for the clients, making bills and quotations.
- Client-servicing, Campaign Management and Execution.
- In my third month of internship I signed "Sports World" (a popular sports shop in Dhaka) as a retainer client, to manage their social media marketing.

Major Reflections

- There were lots of challenges task during my internship period. I had to push myself to get those done.
- From the 3rd week I started dealing with clients and other major office works.
- The company should increase the manpower in every team.
- General working condition is friendly and fun to work in.

3. The Project

3.1 Objective

As I stated before the objective of this report is to learn creating brand perception using social media platforms and tools. Additionally, How *Medium rare* is helping its clients with their marketing strategies & positioning advertising promotions for most effective outcome.

Initially I was appointed as an intern with the digital services team of “Gourmet Bazar”, afterwards, I was made an in-charge of the social media activities of the Gourmet Bazar social media accounts, It required me to handle all social media activities for the respective account.

In producing this term paper, . I have tried to figure out and analyze the past performance of their other ventures social media activities and thus planned the present implementation to gain maximum outcome. Moreover, I have critically analyzed every aspect of SOSTAC from the perspective of “Gourmet Bazar”. In the situational analysis I have done the PESTLE analysis.

3.2 Situational Analysis

It is important for every business to do the situational analysis properly. It gives the benchmark on how the business should run, what are the possible threats, the opportunities of a business, the weakness, the strength and the threats of a business. In this report I have analyzed the macro and micro environment to give the brief of the situation analysis.

An organization’s operating environment has two parts; the Macro environment and the Micro environment.

Macro Environment – This contains external forces that an organization can't directly control, instead organization’s need to manage their macro environment in a way that benefits them.

Micro Environment - This is made up of internal factors which mean that the organization is able to control their micro environment, to learn more about the micro environment.

3.2.1 Macro environment Analysis:

To contrast the macro environment of a business the most widely used framework is the SLEPT framework. SLEPT stands for Social, Legal and Ethical, Economical, Political and Technological. Now each of the factors of SLEPT framework are described below to contrast the situation and analysis of Gourmet Bazar.

Social: Prices of products at Gourmet Bazar are little high as they ensure premium quality raw materials and operations. This is the main socio-cultural challenge that we face. Lowering prices will expand consumer base to include the buyers from the lower and the middle-income tiers. Gourmet Bazar also offers a café and a book store within their store in order to provide consumers with unique experience in the grocery shopping.

Legal & Ethical: Gourmet Bazar do not violate any laws and regulations in the home market and countries from where they source raw materials for their production.

Economic: The income level of people and their spending habits are increasing strikingly fast. Women being educated and employed, families are more solvent now giving rise to customers of grocery and all other kinds of industries.

Political: The main political factor is about sourcing the fresh organic products. Most of the Organic products at Gourmet Bazar is produced in their farms and other exclusive products are imported from the origins to ensure premium quality. They follow the sourcing strategies and also give importance to fair trade practices.

Technological: Gourmet Bazar have entered at a time when they can enjoy benefits of the emerging mobile and internet wave. The company introduced Wi-Fi services in their business ventures outlets already. Internet has become an inseparable element to majority. People can now relax at a cozy place, read books and eat at the same time besides grocery shopping. This is an added value to the brand. It enhances the overall consumer experience.

3.2.2 Micro-Environment Analysis

In order to study the micro environment of Gourmet Bazar, in this report, Porter's 5 forces model has been used. The Porter's 5 forces model helps to analyze the industrial environment for the same as well as highlight the key strategy for its success in a given industry. The five factors discussed are as follows:

New entrants: In order to study the industry environment, the potential for new entrants has been kept in mind. Barriers to entry in the grocery industry is quite high. The main reason for high barriers to entry is product differentiation, capital requirements & limited choices of locations.

Threat of Substitution: The second aspect to be kept in mind in the porter's five forces model refers to the threat from the substitution. Some of the substitutes which might act as a potential threat for grocery chain is departmental stores.

Bargaining power of suppliers: The main role played by the supplier is to either raise the prices of the commodity or threat to reduce the quality and quantity of the same. Although there is no direct substitute of premium organic products at Gourmet Bazar. As they produce stuffs organically at their farms and source others from abroad. Thus there is little collective bargaining power of suppliers.

Bargaining power of buyer: The bargaining power of the buyers play a crucial role in studying the micro environment for Gourmet Bazar. In the specialty premium grocery market the bargaining power of buyers is comparatively low.

Industry Rivalry: The last aspect to be kept in mind while studying the micro environment for Gourmet Bazar refers to the industry rivalry. It is not very difficult task to define a boundary for the competitors within the grocery industry in Bangladesh. Where grocery chains such as "Shwapno" & "Agora" are leading the industry there is a narrow scope for new entrants to enter into the industry.

3.3 Strategies

First I have discussed the situation analysis and objectives for Gourmet Bazar. Now I am going to discuss the strategies that I have come up with once I was made the in charge of the Brand Facebook Page of Gourmet Bazar. To achieve the goal of maintaining an interactive and customer supportive page, I undertook “Market development strategy”, “Speak” and “Sizzle”.

Market development strategy:

Because of the low cost of advertising on the internet, at the moment it is easy to develop a completely new market with new customer segment and existing products. To promote Gourmet Bazar I decided to concentrate on Facebook and Instagram to develop new markets with the help of low cost advertising on the internet. I have found out from the insight section of Facebook and also Google ad that advertising in those platforms can also be done geographically.

I consider “Speak” as one of the prime strategy for the national market to make people aware of Gourmet Bazar. This strategy will helps to get closer with the customers and identifying their needs and wants. The main purpose of this strategy is to get the consumer engagement to let people know more about their product and service.

“Speak” can be done by different promotional strategies, online quiz competitions has proven to be a very successful one. Social media is an important platform to let customers provide their feedback. “Speak” is all about building a greater relationship with the consumers and providing a 24/7 access route to them. Digital channels are one of the most important communication tool for Gourmet Bazar to engage with their target audience.

Customer engagement is the key tool to gain customer loyalty. This could be gained by something as simple as replying to Facebook posts and their queries.

Implementing this methods help to increase value to the customers. Moreover this encourages the chance of customer referral.

3.4 Tactics & Action

The main purpose of this study is to figure out how to increase footfall by reaching maximum number of audience in social media. In this section I have mainly considered how to achieve the objective with the help of both paid and unpaid social media advertising. The tactics are designed keeping in mind the Bangladeshi market, as the company focuses on this market only. Following is the discussion about the tools that are used in attaining the objective

i. Search Engine Optimization (SEO):

SEO is about selecting relevant keywords for generating interested audience from the internet.

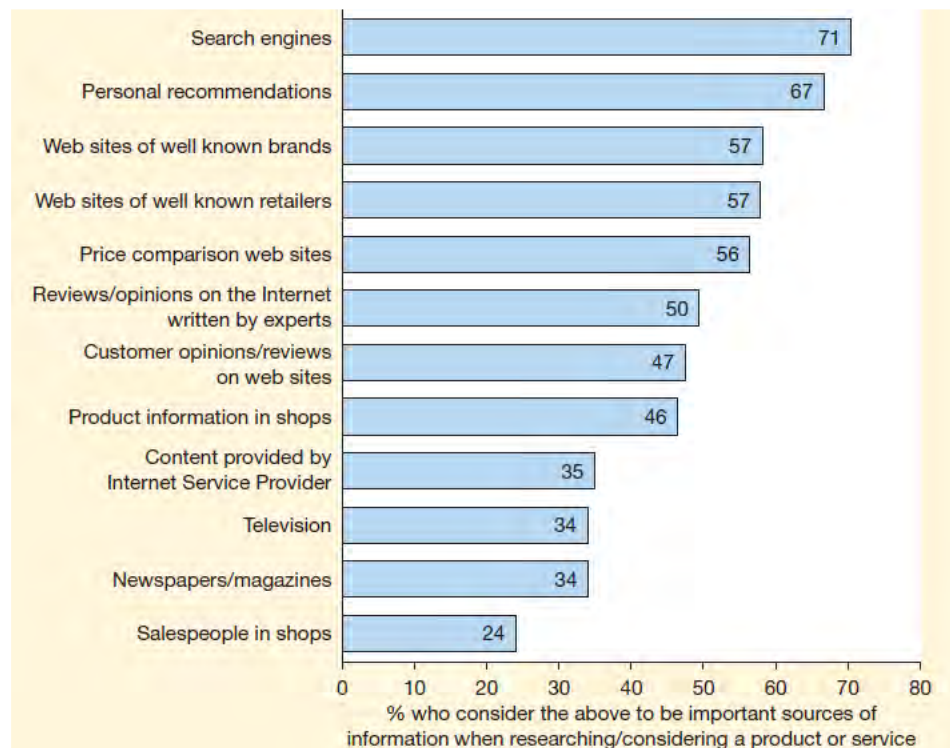


Figure 3.1: SEO Analysis

Search engines are vital for generating quality visitors to a website as we can see in Figure above. It is also very important for the phrases to be well thought out and figured out through proper research on consumer behavior, competitor analysis and what visitors type when they search for webpage.

ii. Online PR

we have only considered Facebook and Instagram under online PR.

✓ Facebook Marketing

Facebook has turned into a very important factor of marketing. Since this is the age of technological advancement and gadgets are available in the market for cheap and are accessible, Facebook being a free social media site is being used by mass.

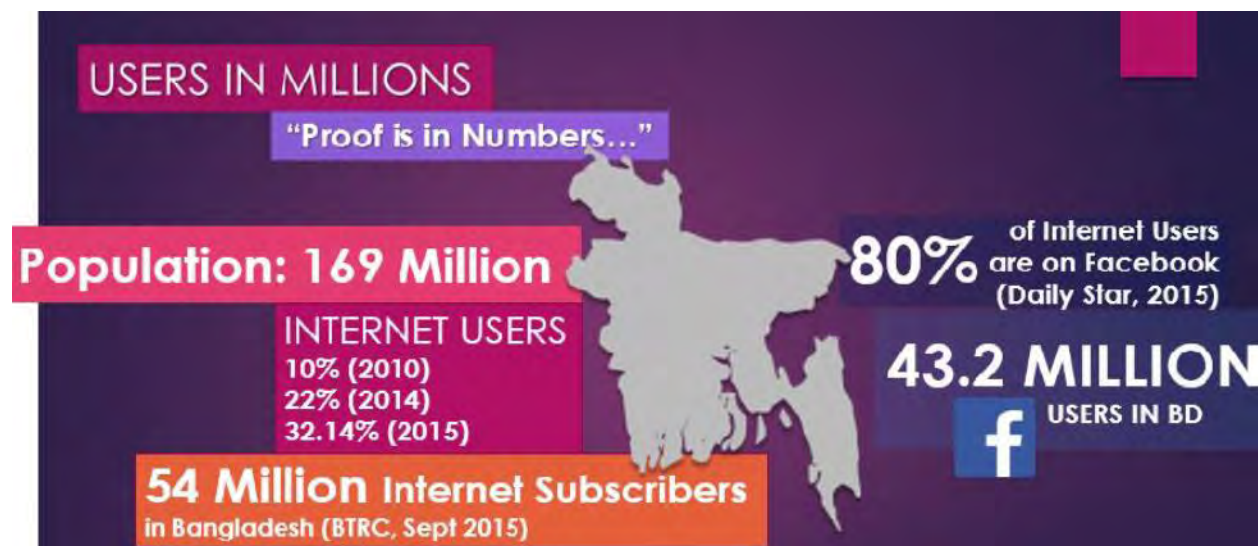


Figure 3.2: Worldwide Facebook User statistics

The data shown in the figure justifies the above statement. Following are the discussion of the Facebook tools that are being used to implement our marketing plan.

❖ Attractive posts glorifying offers and products:

The most important part about any marketing media is making the outcomes attractive for the customers. Smart use of color, font, product photography, relevant content plays a very important part in making the communication a successful one. Moreover from time to time we offered various discounts and give away to ensure customer engagements. I also uploaded the post keeping in mind the best timing to generate maximum traffic. This information was gathered from the Insights section of Facebook page

❖ Targeting on Facebook:

The timing of posting in the groups and Brand Facebook Page (BFP) were set by looking into the insight of the Facebook page which said that people mostly visit the page from 7:00 PM to 12:00 AM. According to these facts peak time for posting in the page is 9:00 PM.

WHEN TO POST

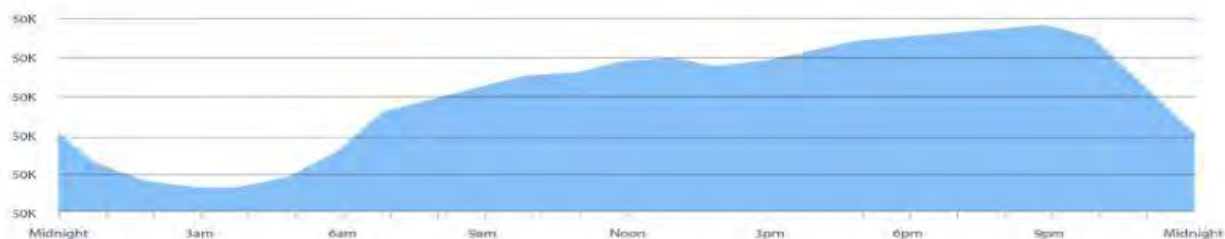


Figure 3.3: High frequency posting hours in Facebook

❖ **Hashtag Marketing:**

In this era of technology it does not take very long for trends to travel the world and for people to follow them. The utilization of hashtags began as a pattern in Bangladesh a while back. Individuals utilized hashtags in light of the fact that it appeared to be cool to them yet they didn't know its real utilization. Presently individuals likewise know its utilization and are utilizing it in the correct way. Putting a hashtag in front of a word makes it accessible to the general population who look for something later. I started to generate and use innovative and fun hashtags that will be fun and useful at the same time.

❖ **Quick Response to Customer Queries:**

Fast response to customer query is the easiest way to get on to the good books of customers. Also nice and friendly tone is also important. The initial step that I took, to gain customer nearness is replying to their comments fast and reduce the reply time. After I started responding to the messages personally, the whole dynamics of visitors in the page changed. People started to engage more.

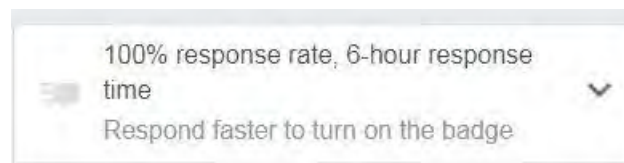


Figure 3.4: Response rate of Gourmet Bazar Facebook page

Maintaining 100% response rate give greater value to the customers which creates a positive perception of the brand in customer minds.

✓ Instagram Marketing:

Instagram is another Social Media Platform that is growing popularity every day. A recent study by Forrester Research found that Instagram users are 58 times more likely to like, comment, or share a brand's post than Facebook users and 120 times more likely than Twitter users. All data indicates that users are moving away from other Social Media Platforms and shifting their time to Instagram. This absolutely proves that Instagram is the best social and mobile platform for brands to reach audiences that are willing to engage. Bangladeshi market is also very used to Instagram now.

3.5 Paid Promotion

Paid advertisement on Social media means boosting the posts on Facebook. Proper targeting according to age, gender, income, likes etc. can be done for targeting on Facebook. Thus it makes the reach of posts to the right people easier. The boosting of posts and targeting audience we done accordingly for Gourmet Bazar



Figure 3.5: Reach graph for Facebook posts

The above diagram shows the differentiation between paid and organic reach of posts.

From the whole implementation process I can say that our implementation techniques were more or less successful but could have been better. I have found out that people respond to the queries of known people more thus celebrity endorsement could work well, product photography and presentation is important to attract people. I have also learned that proper timing should be maintained to ensure maximum reach.

One other major way to promote a brand is to create brand AVs that attracts customers. It is a vital tool to portray your message clearly to customer that make it easier to create a brand perception in customer minds. We done a number of thematic videos occasionally for Gourmet Bazar, These Videos brought in a large number of engagement to the Facebook page of Gourmet Bazar.

3.6 Key Findings

Now a days, both the businesses and customers are getting benefited by different aspects digital marketing communication. In digital marketing communication, people can meet their actual data hunger where conventional media is a teaser. key findings of the study are given below.

- 1) The percentage of male is higher than females in social media. Following data justifies the statement.

FACEBOOK INVENTORY		18-24	25-34	35+
		Unique User	10M – 15M Monthly Active People	6M – 7M Monthly Active People
Demographics		Men 72% Women 28%	Men 81% Women 19%	Men 72% Women 28%

- 2) In this era Social media is the most emerging medium to promote any business. Furthermore, digital Media helps conventional media to reach more effectively.
- 3) Connecting with the target audience is easier via social media than conventional marketing channels. Thus, social media gives an advantage to the business promoter.
- 4) Accurate placement of promotions is the key to success over social media marketing. So its necessary to analyze social media promotional tools for adequate placement of the promotions.
- 5) Community management plays vital role in building a loyal customer base. Therefore, it helps to build positive brand perception.

3.7 Recommendations

- 1) The targeting for boosting the advertisements should be more precise. Target audience should be set more on behavior & demography.
- 2) Facebook shop should be develop in order to engage visitors with more user friendly purchasing point.
- 3) Gourmet Bazar should involve in both online/offline campaigns more often than regular. Promoting through social media gives an edge on successful campaign.
- 4) Organization should increase their distribution channels and increase number of outlets around the city.
- 5) Approval process should be cut short to post on time.
- 6) Twitter and Pinterest are the trends that are coming up in Bangladesh and people already are using it. Gourmet Bazar should also open those respective accounts
- 7) Gourmet Bazar should come up with more discount offers & introduce frequent coupons to increase footfall.
- 8) Gourmet Bazar sales stuffs need to be more welcoming to the customers in order to provide a friendly and warm environment.
- 9) Gourmet Bazar should introduce some unique segments in their online and offline activities. Eg. “Whole Food Mart” a renown international grocery chain has their own cooking show that contains many quick recipe tutorials which increases their value to the customers.

Conclusion

The report talks about a thorough analysis on Gourmet Bazar's marketing strategies that are conducting by Medium rare. It also talks about how they can improve their presence. The report also describes the objectives, strategies that I have thought to be appropriate for them. The study, planning and implementation work has helped us gain insight on how the whole concept of social media marketing actually works to develop a brands perception. Moreover, it shows how Medium rare is providing their services to generate quality response for Gourmet Bazar. Through my gradual learning and results also suggested few recommendations on how the business can continue doing social media marketing and be benefitted. I hope that our recommendations will prove to be fruitful once implemented.

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