



Promoting Rin Career Ready Academy: A Web Based Platform





Internship Report on
Promoting Rin Career Ready Academy: A web-based platform

Prepared for:

Dr. Md. Mamun Habib

Associate Professor

BRAC Business School, BRAC University

Prepared by:

Tasnur Sayeed

Student ID: 14304002

BRAC Business School, BRAC University

Date of Submission: 05 April, 2018

Letter of Transmittal

5th April, 2018

Dr. Md. Mamun Habib

Associate Professor

BRAC Business School

BRAC University

Mohakhali, Dhaka, Bangladesh

Subject: Internship Report on Promoting Rin Career Ready Academy.

Dear Sir,

It is a great pleasure to have the opportunity to submit the report of my work experience as a Marketing Intern under the Unilever Leadership Internship Programme at Unilever Bangladesh Limited.

The experience has provided me the opportunity to work with an immensely prominent multinational company like Unilever Bangladesh, permitting me to gain valuable insight into the professional life in one of the leading ‘fast moving consumer goods’ organization in Bangladesh.

It has been an extraordinary experience for me working with the brand Rin (Radiant), and with some of the outstanding brand managers in the marketing team of Unilever Bangladesh Limited. Through this report, I have tried to cover my overall work experience and other corresponding concerns as per your requirements.

I earnestly hope that the report will meet your expectations. I shall be happy to provide any clarification of required on any relevant matter.

Sincerely,

Tasnur Sayeed

Acknowledgement

Firstly, I am grateful to the Almighty for keeping me in good health and giving me the strength and patience to complete the report. I would like to thank my internship advisor, **Dr. Md. Mamun Habib** for giving me the flexibility to decide the topic and complete my internship report according to my own convenience.

I express my utmost gratitude to:

Tasmia Tasbih Nova, HR Business Partner & Leadership Development Manager, **Shahrin Ali** Employee Engagement Officer and **Fariha Rashna**, for bringing the Unilever Leadership Internships Programme at BRAC University and also for guiding me throughout my internship tenure.

Muhtasim Hassan, Brand Manager of Rin (Radiant), who has been an outstanding mentor throughout the entire duration of internship program. His guidance has been the most motivating factor for me to grow as an individual and becoming more confident and career ready every day. I am grateful to **Sababa Islam** and **Nusrat Khondaker** for considering me as capable, trusting me with responsibilities and giving me the opportunity to contribute in their brands too. I thank **Urmee Rahman Silvee**, for being the most helpful BRAC University Alumni and providing me her assistance to help complete my project successfully.

Murtaza Shujauddin and **Zyma Thaseen** from the agency ‘Analyzezen’, for giving their support and assistance to help complete my internship project. **Dipali Mokalsh**, **Nikita Chandiramani**, from the agency ‘DigitasLBi’ from India. They have provided their knowledge on call whenever it was required without any delay and dealt with all the challenges patiently.

Epon Shams, **Diti Roy**, **Arabi Rahman** from the agency ‘Asiatic JWT’ also for their assistance in completing the internship project. Alongside them, the interns have played an important role in making the internship program worthwhile.

Finally, my greatest gratitude and appreciation to my friends and family for their constant motivation and support, especially to my mother **Musharrat Sayeed** and my friend **Md Mobasshir Aakif Chowdhury**.

Executive Summary

This internship report was exemplified as it is one of the necessities in the internship course for all BRAC Business School students. The internship report gives a elaborate explanation of how the detergent brand Rin contributes to the Unilever Sustainable Living Plan, of Unilever Bangladesh Limited (UBL).

Unilever's objective to give back to the society led to the formation of Rin Career Ready Academy program. The Rin Career Ready Academy is a platform which provides English Speaking, Interview training and office dressing courses, for individuals who aim to progress in their career life. And these courses are free of cost to anyone who registers in the Rin Career Ready Academy website. This program was initially in the form of an IVR in 2016 and was unfortunately withdraw due to profitability constrains.

On December 2017, the web-based platform was taken live. Basic and Intermediate courses were put into the website. With press ads and press articles the existence of the platform was announced to the world.

This internship report outlines the steps taken to promote the Career Ready Academy platform. These steps talk about the challenges, constraints and learning experienced throughout the process of promoting the web-based program both online and offline. The report takes into account the stakeholders and agencies who have contributed to establishing the Rin Career Ready Academy. In order to make the program realistic and effective to its highest potential, a number of efforts to partnership were taken with other organizations that operate to address the same issue as Rin.

Table of Contents

Letter of Transmittal	i
Acknowledgement	ii
Executive Summary	iii
Chapter 1: Organizational Overview:.....	1
1.1 Brand Logo	2
1.2 The Different Components of the Brand Logo Unilever:	2
1.3 Products of Unilever	4
1.3.1 Personal Care Products:	4
1.3.2 Home Care Products:	6
1.3.3 Food and Refreshment Products:	7
Chapter 2: Introduction	8
2.1 Rationale	8
2.2 Background.....	8
2.3 Objective of the internship.....	8
Chapter 3: Review of Related Literature	9
Chapter 4: The Assigned Project.....	10
4.1 Target Group for Rin Career Ready Academy	10
4.2 An overview of the Rin Career Ready Academy.....	10
4.3 How the course works.....	11
4.4 How the registration works	11
Chapter 5: Activities Undertaken.....	13
5.1 Work related.....	13
5.1.1 The beginning:	13
5.1.2 One step forward:.....	13
5.1.3 The promotion:.....	14
5.1.4 My responsibilities:.....	15
5.1.5 Other relevant activities:	16
Chapter 6: Constraints and Proposed Course of Action for Improvement.....	17
6.1 Organization based.....	17
6.2 Academic Preparation:	17
Chapter 7: Lessons learned from the Internship Programme:	18

Chapter 8: Concluding Statements	19
References:	21
Appendices.....	22

:

Chapter 1: Organizational Overview:

Unilever Bangladesh Limited (UBL) is a multinational organization with 20 brands currently operating nation-wide in Bangladesh. UBL is currently the leading fast moving consumer good organization in Bangladesh with the purpose of 'making sustainable living a commonplace' as they do business.

Unilever was originally called Lever Brothers, until the 1920s when the organization's name changed to what we know today. Unilever came to being at the time of margarine market decline due to butter becoming more affordable. The company Margarine Unie (Dutch) merged with Lever Brothers (British) and Unilever was formed. If measured by revenues Unilever still stands as the third largest consumer goods company (after Procter & Gamble and Nestlé) operating in 190 countries around the world and is home to over 400 brands. A few commonly known brands are Dove, Sunsilk, Vaseline and Wheel, among many other. Unilever is also the world's largest maker of ice cream.

Unilever gives very high priority to Sustainability development. The Unilever Sustainable Living Plan (USLP) aspires to attain growth, whilst decoupling the environmental footprint from growth and escalating a positive social impact in areas where they operate.

The USLP has three big goals:

- ☐ Improving health and well-being of a billion people around the world, by the year 2020.
- ☐ Reducing the environmental impact from Unilever by half by the year 2020.
- ☐ Enhancing fairness, opportunities and access to entrepreneurship for millions of people by the year 2020.

Today, Unilever owns more than 400 brands, although its 25 largest brands account for over 70% of total sales. Unilever focuses its resources on 13 "billion-Euro brands", each of which has the annual sales in excess of €1 billion. Unilever organizes its brands into four main categories: Food, Refreshment, Home Care and Personal Care.

Figure 1, in the appendix section shows all the existing brands of Unilever which are currently active in Bangladesh

1.1 Brand Logo

The logo of any organization shows us what it is, its values and its mission. The logo of Unilever introduced in 2004 and was designed by the brand consultancy Wolff Olins. It is merely more than a large “U”. Within this logo is not only the main identifying factor of Unilever but also the many other factors and elements which make Unilever unique in its own right. The current Unilever logo was designed in 2004 by incorporating 26 elements which all have some sort of importance or value to Unilever. For example: The lock of hair symbolizes the multiple shampoo brands of Unilever. Every aspect to the logo adds a meaning to Unilever. Even The brand identity was developed around the idea of "adding vitality to life.”



1.2 The Different Components of the Brand Logo Unilever:



Sun

Our primary natural resource, the sun evokes Unilever's origins in Port Sunlight and can represent a number of our brands. Flora, Slim·Fast and Omo all use radiance to communicate their benefits.



Hand

A symbol of sensitivity, care and need. It represents both skin and touch.

Flower

Represents fragrance. When seen with the hand, it represents moisturisers or cream.



Bee

Represents creation, pollination, hard work and bio-diversity. Bees symbolise both environmental challenges and opportunities.



DNA

The double helix, the genetic blueprint of life and a symbol of bio-science. It is the key to a healthy life. The sun is the biggest ingredient of life, and DNA the smallest.



Hair

A symbol of beauty and looking good. Placed next to the flower it evokes cleanliness and fragrance; placed near the hand it suggests softness.



Palm tree

A nurtured resource. It produces palm oil as well as many fruits – coconuts and dates – and also symbolises paradise.



Sauces or spreads

Represents mixing or stirring. It suggests blending in flavours and adding taste.



Bowl

A bowl of delicious-smelling food. It can also represent a ready meal, hot drink or soup.



Spoon

A symbol of nutrition, tasting and cooking.



Spice & flavours

Represents chilli or fresh ingredients.



Fish

Represents food, sea or fresh water.



Sparkle

Clean, healthy and sparkling with energy.



Bird

A symbol of freedom. It suggests a relief from daily chores, and getting more out of life.



Tea

A plant or an extract of a plant, such as tea. Also a symbol of growing and farming.



Lips

Represent beauty, looking good and taste.



Ice cream

A treat, pleasure and enjoyment.



Recycle

Part of our commitment to sustainability.



Particles

A reference to science, bubbles and fizz.

1.3 Products of Unilever

Being one of the world's biggest organizations, Unilever Global has about 400 products worldwide with many products made specifically for a special region to suit its needs. Over 2 billion people use these products daily. In Bangladesh, Unilever has an assortment of around 20 brands having production centers in almost all of these brands are marketed over the entire country. Unilever's products are the single most used brand in the country. That would not seem unusual because Unilever is the largest of its type in Bangladesh. Unilever has in fact divided its brands into 4 categories. So the products according to the various categories are:

1.3.1 Personal Care Products:

Axe was first founded in the 1980. It is a deodorant which is famous for its advertisements. Axe makes a wide range of body sprays.



Clear was launched in 1979 and is now a leading brand in Bangladesh. With its Nitrium 10 technology, Clear has a dominating presence in a market full of competitors

Close up is one of the oldest most recognized brands in Bangladesh. Many of us grew up brushing our teeth with Close Up. It has recently gone through some changes but quality of the core product remains the same.



Dove is a premium brand in Bangladesh. It is mainly tailored for women. Dove has skin-care and hair-care products which are rivaled by none in the market.

Lifebuoy is a relatively new brand to Bangladesh but all the same it has a dominant force in the market for hygiene products.





Lux is also one of the most established products of Unilever. Although it is marketed as a women's soap, yet it is used by people of all demographics all over Bangladesh.



Pepsodent is one of the most known faces of Unilever. It is an oral-care product which has not only helped clean people's teeth but also helped educate the general people about oral care. Pepsodent's direct competitor is Close Up.

Ponds is a skin-care brand at an affordable price bracket. Ponds has been providing its products in Bangladesh for quite a long time now.



Rexona when launched in Bangladesh was one of a kind brand. Rexona is a deodorant brand for both men and women that offers a range of anti-perspirants and deodorants with formulations which last up to 48 hours. . It was developed in year 1908 by an Australian pharmacist and his wife. Its products include aerosols, pumps, roll-ons, sticks and creams.

Sunsilk is a hair-care brand for women. Is acknowledged as the world's leading brand in hair conditioning and the second largest in shampoo. Its shampoos, conditioners and other hair-care products are sold in 69 countries, where it is often the dominant force of the market.



Vaseline is a brand which makes skin-care products that have legendary status in the market. Vaseline started producing petroleum skin products in the late 1870's. Now it has products in almost every country in the world.

Fair & Lovely is also a brand with a special reputation in the Indian sub-continent. Mainly making beauty-enhancement products Fair & Lovely is still the market leader in its specific category



A new product in the market, **TRESmme** will offer to provide premium hair-care products to the market. Launched in Bangladesh in 2015, TRESemme is showing promising growth.

1.3.2 Home Care Products:



Rin (also known as Brillhante and Radiante in some markets) is a detergent brand that offers a range of products which include washing powder, detergent bars and a clothes whitening liquid.

Surf Excel (also known as Surf in many parts of the world) is a brand of laundry detergent with an accompanying range of laundry products. The product was launched in 1959 and is now available all over Europe, Latin America, Asia and Africa, with a comprehensive range of offerings including bars, powders, liquids, tablets and capsules.



Created in 1885, the **Vim** hand dish washing brand is still innovating and using the magic of natural ingredients like Lemonto create unbeatable results over a hundred years later.

A market leader in the washing powder market, **Wheel** is often the first name that comes to the mind of many consumers when the word washing powder is said.





Pureit is an in-home water purifier and the first of its kind. It was designed by Unilever in order to purify tap water and make it “safer than boiled water without the hassles of boiling”

1.3.3 Food and Refreshment Products:

Knorr is a food brand with a wide range of soups, stock cubes, bouillons, seasonings and sauces. Sold in more than 87 countries around the world, it is acknowledged as one of the world’s largest food brands. It has started operation in Bangladesh very recently.



In 1869 Arthur Brooke, the son of a tea merchant, opened a tea shop in Manchester. By 1957 the shop became the largest tea company in the world, owning one-third share of both the British and Indian tea markets. There is now a wide range of products available from **Brooke Bond** including tea bags and loose tea of different varieties.

Chapter 2: Introduction

2.1 Rationale

As per BRAC Business School's policy, and the BBA program of BRAC University, all business students are required to complete an internship program and submit a report to successfully draw a closure to their BBA program. The Unilever Leadership Internship Programme is a three month long program allowing business graduates to attain practical business knowledge and gain experience on how organizations operate and implement strategies. Hence that is the rationale behind undertaking the report.

2.2 Background

As my internship project, I was assigned to work in a section of the Rin (Radiant) brand of Unilever. Rin is a detergent brand of Unilever. It has just recently won the third position in the Brand Forum awards, in the laundry category, and is the biggest brand of Unilever. Rin's motto is, 'Dress to Progress'. The meaning behind this states that clean and bright white clothes display confidence, ambition and a determination to succeed in life.

2.3 Objective of the internship

The objective of this report is to document my experience as a Unilever Leadership Internship Programme Intern into words. The internship program had a project assigned solely for me. It was to establish a complimentary service of Rin, called Rin Career Ready Academy to strengthen the brand identity. Rin Career Ready Academy focuses on providing English speaking, office dressing and interview training to progress seekers. (i.e. people who wish to excel in their career.) The Rin detergent has the ability to promise only half of what it claims (Dress to Progress), but with the help of Rin Career Ready Academy it is able to deliver the full message. However, I had set apart a few objectives for myself to fulfill during my tenure:

1. Learning to manage multiple stakeholders and agencies to meet deadlines.
2. Learning to maintain a fixed schedule to meet the deadline.
3. Identifying relevant consumers according to the brand identity.
4. Understanding how complimentary activities boost sales.
5. Craft promotional plans to help Rin Career Ready Academy reach the target market.

Chapter 3: Review of Related Literature

The article “26 lakh Jobless” (Molla & Habib, 2017), by Daily Star quotes that a study by Bangladesh Bureau of Statistics came to show that 7.7 lakh people in the urban and 18.2 lakh people in the rural areas are unemployed. The study also showed that as the labour force began to move from agricultural to non-agricultural related jobs between the years 2013 – 2016. This led to a different problem for the nation, underemployment. Underemployment occurs when individuals are working in jobs in lower ranks than their expertise or skills. The major reason for this population being unemployed in spite of having a proper degree is their inability to present themselves and communicate effectively. Even one of BRAC University’s former faculty Suntu Kumar Ghosh along with his co-writers, in his research paper, “The Business Graduate employability in Bangladesh” (Ghosh, Chisty, & Uddin, 2007) has stated in one of their hypothesis that having effective presentation skills has a positive effect on a graduate’s employability.

“Bangladesh Ad Market: Two global giants gobble up most” (Islam, 2018), an article by The Daily Star quoted a Google official at a product launching ceremony in Dhaka that the number of active internet users with Google accounts in Bangladesh is 4 Crore and 35 percent of them use the internet every day. Also according to an official of the ICT Division, there are about 3 Crore Facebook accounts in the country. The article also mentions that the reasons for digital campaigns' fast rise in popularity are that people are progressively gathering on social media and increasing sophistication of algorithms means the ads can be accurately targeted.

Rin Career Ready Academy is mainly focusing on the youth and a huge chunk is internet users, thus it was decided that Facebook posts, GDN Banners and YouTube Videos along with sponsored ads on Facebook will be the most effective medium of communication.

Chapter 4: The Assigned Project

4.1 Target Group for Rin Career Ready Academy

Rin Career Ready Academy is directed towards the mass population of Bangladesh which has received formal education and a degree for a specific qualification, but lacks the right soft skill training to express professionalism and present themselves in a formal interview. The research “The Business Graduate Employability in Bangladesh” states that having effective presentation skills has a positive effect on a graduate’s employability. Rin Career Ready Academy precisely targets the population of youth with this gap and aims to shrink it.

Another important segment that Rin Career Ready Academy wants to target is of migrant workers. Quite often, these Bangladeshi migrant workers are hassled in foreign airports due to their inability to speak in proper or fluent English and also fail to navigate through the airport. Some do not even know how to fill out an embarkation card. This is a large audience Rin Career Ready Academy aims to cater to.

4.2 An overview of the Rin Career Ready Academy

The task assigned was to promote a website version of Rin Career Ready Academy which previously was developed from of an IVR (Interactive Voice Response) to a web based platform. As mentioned earlier, Rin Career Ready Academy’s activities are aimed to help people attain the necessary skills to be able to converse in English, dress formally and be prepared for formal interviews. The courses accessible in Rin Career Ready Academy’s website have the ability to make users of the content career ready or job ready.

With Unilever aiming to maintain their Unilever Sustainable Living Plan, Rin Career Ready Academy contributes by targeting an SDG goal set by the United Nations. Precisely SDG goal number 4 aims for ‘Quality Education’. However, the brand has a target of its own as well, which is to make 5 lakh youth in Bangladesh, job ready by the end of the year 2020. Rin Career Ready Academy operates in other countries as well but with different names adapted according to their culture. But they all fall under the main international brand called Radiant. The names are as follows:

1. Thailand – Omo Bright Future Academy
2. Brazil – Escola Brilhante
3. South Africa – Surf School of Shine
4. India – Rin Career Ready Academy

Each of the programs in the corresponding countries are adapted to their cultural needs. For example, Omo Bright Future Academy uses Thai language and alphabets to phonetically teach their users how to speak English, dress for office and prepare for an interview. In South Africa women are not given as much freedom as men, therefore Surf School of Shine is dedicated mostly to women to teach them entrepreneurial skills and training, alongside speaking English, dressing professionally and preparing for interviews. The screenshots of their website programs are attached in the appendix through Figures 2 to 5.

The screenshot of the currently adapted Rin Career Ready Academy is Figure 6.

Since Unilever Bangladesh Limited (UBL) works very closely with Hindustan Unilever Limited (HUL), we were given the authorization and advantage of using Rin Career Ready Academy India's content for the website to be rejuvenated in Bangladesh. Unilever Bangladesh Limited had also decided to use India's content as the demographics of Bangladesh and India are nearly the same and would fit perfectly with the country's mentality and population.

4.3 How the course works

The Rin Career Ready Academy Bangladesh provides courses in 2 difficulty levels – Basic and Intermediate. Each course consists of 10 chapters which are relevant to English speaking, office dressing and interview training lessons with contents moving to be one step advanced after every level. Each chapter is divided into 4 – 5 modules or lessons. The chapters are all divided with sub lessons. For example, the first chapter of the Basic level is 'How to greet confidently in English' like words than can be used to greet in English; the sub lessons under the first chapter differentiate between a formal and informal greeting and how to greet as per the time of the day, etc. Initially, all the chapters are locked and are required to be unlocked by completing each lesson one by one. The user's learning is judged by providing a quiz. A user needs to answer at least 70% correct answers to unlock the next chapter, or else he/she is given the quiz again.

Upon completion of the 10 chapters of a level, a user is provided with a Digital Certificate stating the user's accomplishment on finishing a particular level. As a user steps forward completing the lessons and chapters accordingly, they are praised with congratulating messages for motivation. Initially, a user needs to learn each lesson step by step to unlock the next lesson. For every 4 lessons completed a new chapter is unlocked. And after 10 chapters are successfully unlocked by the user, a new level is unlocked.

4.4 How the registration works

In order to undertake the course, the user is required to register first. For the registration process of the Rin Career Ready Academy, a user needs to input a working 11 digit mobile number. Upon entering the

11 digit mobile number a user and will receive an OTP (one time password) code which needs to be entered to move to the next section of the registration. After input of the OTP the user can set a new password and begin the English courses in the website.

Chapter 5: Activities Undertaken

5.1 Work related

5.1.1 The beginning:

The Rin Career Ready Academy was officially made public on 26th December, 2017. Initially the awareness campaign was driven by the release of a newspaper article in both Bengali and English newspapers, accompanied by a press ad of Rin Career Ready Academy. The article talks about how important it is to be able to speak and communicate in English when it comes to applying and later getting selected for a job. It emphasized on how the ability to communicate or speak in English has now become a mandatory requirement. And not being able to do so can create a social barrier for the person to move forward in his/her career. Soon after the release of the article the registrations sky rocketed and went up to 12372 registrations in a span of less than a month. Right after this step we used a testimonial statement from one of our previous participants, Sujana Mia, in which he talked about his background and how Rin Career Ready Academy has brought an impact in his life. A screenshot of the website is in the appendices section, Figure 7.

A sample of the press advertisement that was initially published in the Bangla and English dailies is added in the appendices section, Figure 8.

The youth that is unemployed today, spends most of their time on job sites and search engines i.e online looking for jobs and opportunities to polish their skills to attain a job. Hence we decided on putting GDN (Google Display Network) Banners on various websites such as Bdjobs, Chakri.com and JobsBD.com and other related sites. Clicking on the ads directed the user straight to our website's registration screen. Due to the hassle free entry into the website, a large number of registrations were bagged effortlessly. A sample of the GDN Banner is attached in Figure 9.

5.1.2 One step forward:

But in order to reach the mass, a significant step was to be taken. After several meetings and discussions with the agencies, the team banked the idea of producing dramas sponsored by Rin. The story lines of the dramas were outlined to be based on individuals struggling to progress in life and how they stumble upon Rin Career Ready Academy which eventually results to make them career ready and lets them experience the change their lives. The dramas were decided to be titled as “Ghure Daranor Golpo.”

After jolting down the plan, the media team contacted the most renowned directors of the industry and proposed them to submit their stories using the generalized story-line as an outline. A good number of submissions came in. And that is from there, I took over. My job was to go through all the scripts and identify the ones that were most relevant to your outline and our objective. And from the long list, Mizanur Rahman Aryan's story got selected as the first "Ghure Daranor Golpo."

The team then decided on the final script and the casting and then began the shooting. I accompanied my line manager to the shoots to supervise the agencies and make sure everything was being conducted according to our expectations. The shoot took three days to complete and in a span of five days, we received the final copy of the drama. My responsibility was to watch the drama over and over again and find out the flaws if there were any and conduct it with the agency to rectify and send in the final copy.

"Ghure Daranor Golpo" is centered on the protagonist Noor who owns a cell-phone repairing shop in his village but some unfortunate incidents compel him to sell it off and come to Dhaka searching for a job. Due to his experience in repairing cell phones, he lands into a job but his lack of communication skills causes him to lose on the job in just a few days. Amid all the struggles, Noor stumbles upon a news ad featuring Rin Career Ready Academy and enrolls himself into the online course. The course grooms him so well that he bags a very good job and watches his life transform to good in no time.

5.1.3 The promotion:

Ghure Daranor Golpo was aired on ATN Bangla on 16th March 2018 at 9 PM. The rationale behind producing the drama was quite logical. According to the Brand Manager of Rin, an advertisement will pull consumer's attraction, but when a drama with star the biggest actors of the industry, the consumers by themselves will head towards it. To let the audience know about the drama, we published a combined news ad featuring both the drama and the web platform Rin Career Ready Academy as well. All the contents of the advertisements both online and offline were prepared by the agency "Asiatic JWT" and co-coordinating with media and having the ads published was the agency "Mindshare's" responsibility. The press ad featuring the drama is attached in Figure 10.

But since the majority of our target group was in social media, we immediately started focusing on our digital promotion. Prior to this, Rin Bangladesh did not have a Facebook page and prior to the launch of Ghure Daranor Golpo we launched our Facebook page as well. The promo of the drama featuring a melodious song sang by the most popular singer in recent times Tanjib Sarowar went up as the first post on the Rin Bangladesh Facebook Page on 12th March 2018. Without any boosting, the promo alone received 3.2k views in four days and created the buzz that we wanted to create. The viewers became desperate to watch the drama and get the entire song uploaded on YouTube. The next three posts also

went up on the same day featuring the main leads of the drama and were boosted to reach the mass. The screenshots of the posts are attached in Figure 11, 12, 13 respectively. At an average, the posts received: -
-276K Views

-75 Shares

-5.4K Reacts and

- Reached 855,064 people (3360 Organic, 853,066 Paid).

As soon as it was aired, the viewers became desperate to have the drama online. For this we engaged Mindshare to loop our drama with the popular Eid drama “Boro Chele” by the same Director Mizanur Rahman Aryan. For informing the availability of the drama on YouTube and ensuring the presence of our YouTube channel Rin Bangladesh we boosted another post on Facebook informing that drama will soon be available on YouTube. The screenshot of the post is attached in Figure 14.

Thus with this campaign we acquired three milestones.

- i. Increased the popularity of the web-platform Rin Career Ready Academy
- ii. Initiated the presence of Rin Bangladesh and Rin Career Ready Academy on Social Media
- iii. Attracted users towards the website.

The percentage of new users in the website spiraled to 81.4%. The trend of the web-site before and after the launch of the drama is attached in Figure 15.

5.1.4 My responsibilities:

In the three months long tenure, the major responsibilities included:

- Constant monitoring of RCRA website, by taking the entire course, finding out the typos and other glitches then coordinate with “DigitasLBi” in India to rectify the errors.
- Assist Rin Brand Manager in producing the Rin Career Ready Academy dramas “Ghure Daranor Golpo” that was aired on ATN Bangla.
- Prepare the annual promotional plan for both the brand Rin and Rin Career Ready Academy. And . monitor the monthly promotion of RCRA in press and digital (GDN banners, Facebook, YouTube)
 - Instruct AsiaticJWT to prepare the content.
 - Follow up with them for meeting the deliverables
 - Upon receiving, loop it to Analyzen for posting it online.
 - Or loop it to Mindshare post printing them on the press or on YouTube.
- Liaise with the Unilever Careline to understand consumer complaints by preparing FAQ, monitoring that they are answered and passing on the complaints to the agencies for being rectified for smooth functionality.

5.1.5 Other relevant activities:

I did not only work for the brand Rin but also helped the other managers of the Home Care Category. For example, helping the brand manager of Vim conduct a research to find the future prospect of a product that Unilever is planning to launch soon. I regularly went on market visits to judge the popularity of our Home Care brands compared to those of our competitors. The queries had to be made in disguise of a consumer initially and witness which products were being pushed by the retailers. We also inquired about the offers that the competitors were providing that was motivating them to push that product instead.

Chapter 6: Constraints and Proposed Course of Action for Improvement

6.1 Organization based

The challenge faced initially in the first one month of the internship program was to adapt with the timing. Right out of university, I was habituated with the 1 hour and 20 minute class times, and of course there were gaps of free time in between classes to relax. Beginning work with a 7 – 6 hour long shifts five days a week and waking up so early in the morning was very difficult to get used to.

Another challenge faced was in coordinating work between the four agencies (Analyzen, Asiatic JWT, Mindshare and DigitasLBi), among which one of them (DigitasLBi) used to operate from Mumbai, India. India follows a different calendar with weekends being Saturdays and Sundays. So there were weeks when it was required to continue the project work from home on Fridays.

We also faced a big problem when the drama “Ghure Daranor Golpo” did not completely resemble the script. And when I pointed that out, the brand manager of Rin had a discussion with the director and has to reshoot that part of the drama again. And soon after the drama was aired, the popularity of the website went so high that the platform could not accommodate so many users and stopped registering. In order to grab the users and keep them hooked, we instantly solved the problem and informed them that the platform was now ready to have them on-board.

6.2 Academic Preparation:

The practical learning is perhaps heads and tails apart from the academic learning we undertake in our four years of under-graduation life. For most cases, we precisely study about only the very important topics regarding everything. Thus in an internship it becomes hard to apply the education knowledge compared to that of the organizational one. For example, the Human Resource team works in very unique ways which were the things that could never be taught to us in any way. In a very generic sense, it indeed is very difficult to design the education to cater to the skillsets required to work in any organization. It is only with experiences as such with which we can acquire the leanings that we missed out on the text books.

According to my personal opinion teachers should really encourage the students of BRAC University to participate in business competitions and provide them proper monitoring and guidance to compete with the other universities who are really focusing on this competency. Because by doing these competitions the students get an understanding of how to coordinate work on tight schedules and deadlines. Not just that, the recruiters also give these achievements significant priority and tend to recruit the ones who have outperformed themselves in this arena.

Chapter 7: Lessons learned from the Internship Programme:

To state the truth, it is almost impossible to deduce the knowledge acquired through this internship programme. An internship is paramount for the development of any student; and this internship has created the bridge between the four years of university education and the corporate life. My personal development seemed quite unnoticeable in the beginning but now that I look back, it is evident that I have learned the healthy habit of making task lists to be done day by day. The importance of following up and planning ahead is now instilled in me. A few values that make me feel positive now are being confident about being punctual, making commitments, having an open mind to changes and new ideas. Last but not the least, I have now learned to be brave and take big decisions. Not every internship gives the intern an entire project to design and work on by themselves but Unilever did. Conducting meetings with the agencies all by my own and giving them decisions depending on which they proceeded has taught me the art of taking ownership. Unilever Leadership Internship Programme promises to provide us a platform to become leaders, and indeed it did. Not just that, working with the sharpest minds in the nation who are leading the most popular brands in every household has taught me to be humble despite of owning the fame and talent. Professionalism has been taught and witnessed every single day at work and the tactic to balance work with personal life was an invaluable learning. The wisdom of treating every employee in the organization equally and never letting hierarchy get on the way is something that I hope to plant in myself for all my life and live by. The work started at ten in the morning and ended at eight, but every hour spent at Unilever Bangladesh Limited felt like an hour spent with family. Waking up every morning with an urge to rush to office and loving the work one does along with doing what one loves is the art that Unilever has taught.

Chapter 8: Concluding Statements

To summarize, here are a few points to understand the internship report at a glance:

- Rin detergent introduced its Rin Career Ready Academy to contribute to Unilever's Sustainable Living Plan.
- The purpose of the brand Rin is 'Dress to Progress'. Rin believes that every individual has the potential to shine and advance in their life, but often times are judged based on the clothes they wear. Rin believes that clean and bright white clothes speak of self-confidence and ambition for those who want to step forward in their life.
- Apart from keeping clothes clean and bright like new, Rin wants to give every progress seeker an opportunity to shine, and Rin Career Ready Academy aims to help the brand achieve that.
- Rin Career Ready Academy was initially an IVR program (Interactive Voice Response) in 2016. It has been revived as a web-based platform for 2018 and onwards.
- Rin Career Ready Academy targets
 - Individuals who have received some form of formal education and qualifications but are facing difficulties getting a job corresponding to their skills, due to their inability to speak English.
 - Bangladeshi migrant workers who are cheated and exploited due to their lack of ability to speak English.
- Agencies who were involved in successfully reviving program are – Asiatic JWT, Analyzen, Mindshare, SSD – Tech and DigitasLBI.
- The act of promotion Rin Career Ready Academy both online and offline included:
 - Incorporating previous Rin Career Ready Academy participant's story and experience with the program as a testimonial.
 - For the launch of the Rin Career Ready Academy website, a newspaper article was launched in both English and Bengali newspapers.
 - Produce a drama sponsored by Rin featuring Rin Career Ready Academy
 - Launch Rin Bangladesh's Facebook page
 - Promote the drama on Facebook
 - Upload the drama on Rin Bangladesh's YouTube Channel
- My experience in the internship program gave me a lot of opportunities to learn through trial and error and apprenticeship. Some to state are improving time-management, proactively taking decisions, being goal oriented, maintaining schedules and meeting deadlines.
- Some of the challenges I have faced in the internship are the difficulty to adapt to the initial long hours in the workplace and the work related constraints like following up many agencies at the same time and handling delays from the agencies' work.

It is a matter of pride, honor and excitement to have had the opportunity to complete the internship with Unilever Bangladesh Limited and for being able to present my experience in the form of a report. The Unilever Leadership Internship Programme 2017 was a rigorous program and in my opinion it has pushed me to bring out the best in me. And this is the ideal program to get an understanding of how a business and its employees operate internally and also to witness the kind of constraints an organization faces and tackles on daily basis.

References:

- Ghosh, S. K., Chisty, K. K., & Uddin, G. M. (2007). The Business Graduate Employability in Bangladesh: Dilemma and expected skills by Corporate World. BRAC University Journals, IV, 1 - 8.
Retrieved from
<http://dspace.bracu.ac.bd:8080/xmlui/bitstream/handle/10361/379/The%20business%20graduate%20employability%20in%20Bangladesh.pdf;sequence=1>
- Molla, M. A.-M., & Habib, W. B. (2017). 26 Lakh Jobless.
Retrieved from
<http://www.thedailystar.net/frontpage/26-lakh-youths-jobless-1411804>
- Islam, M. Z. (2018). Bangladesh Ad Market: Two global giants gobble up most.
Retrieved from:
<http://www.thedailystar.net/frontpage/bangladesh-ad-market-two-global-giants-gobble-most-1537759>

Appendices

Figure 1 - All Brands of Unilever Bangladesh Limited

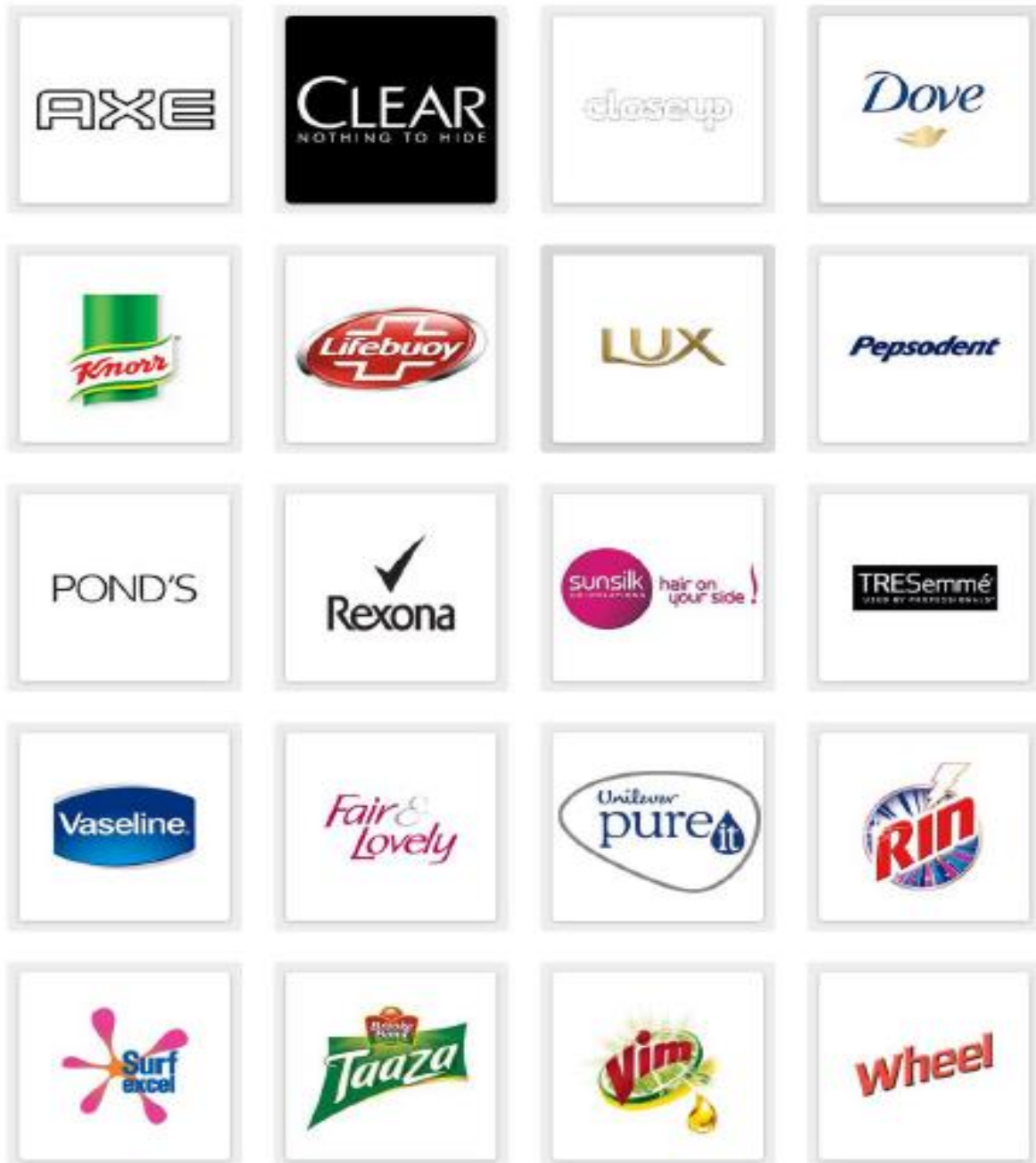


Figure 2 - Omo Bright Future Academy (Thailand)



Figure 3 - Surf School of Shine (South Africa)



Figure 4 - Rin Career Ready Academy (India)



Figure 5 - Escola Brilhante (Brazil)

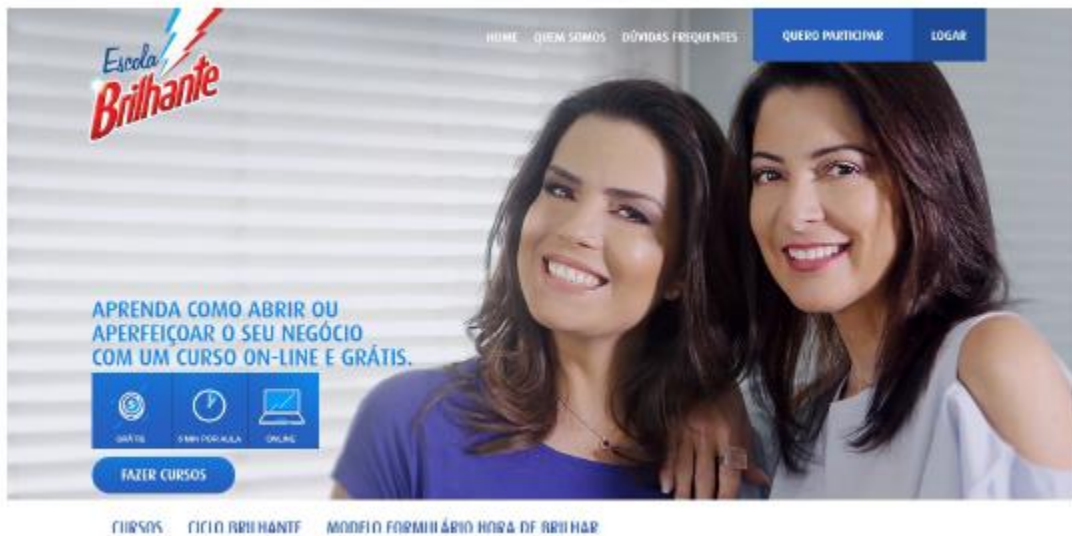


Figure 6 - Rin Career Ready Academy (Bangladesh)



Figure 7- Sujan Mia's testimonial for the program



Figure 8- Press Advertisement of Rin Career Ready Academy



Figure 9- GDN Banner of Rin Career Ready Academy in BDjobs



Figure 10- The press ad featuring the drama



Figure 11, 12 - Screenshots of the Facebook post



Figure 14-Screenshot of the YouTube Channel

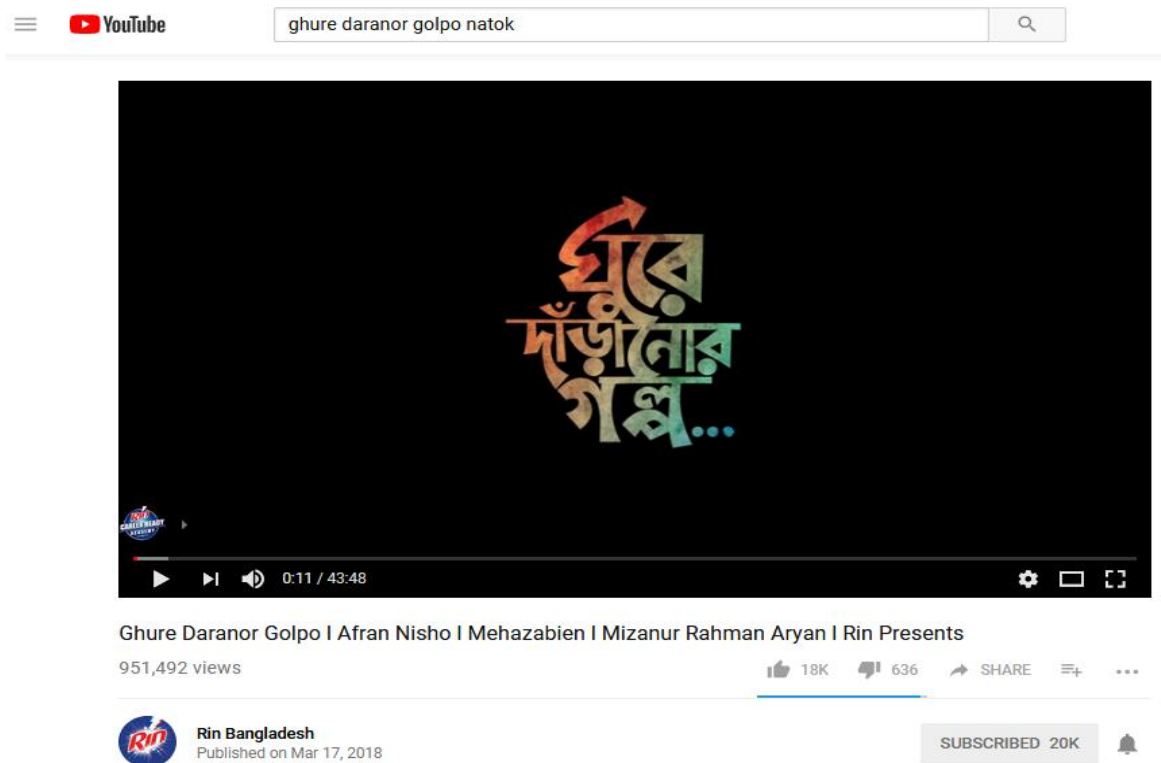


Figure 15-Trend Analysis of the Before-After Campaign Scenario

