

Report On
Analyzing the Effectiveness of Branding Activities in Amusement
Parks: Internship Experience at Concord group

By
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An internship report submitted to the BRAC Business School in partial fulfillment of the
requirements for the degree of
Bachelor of Business School

BRAC Business School
Brac University
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Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

Inkiyad Rahman
19104108

Supervisor's Full Name & Signature:

Noshin Anjum Chaiti
Lecturer, Brac Business School
BRAC University

Letter of Transmittal

Noshin Anjum Chaiti

Lecturer,

Brac Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Internship Report on Analyzing the Effectiveness of Branding Activities in Amusement Parks: Internship Experience at Concord group.

Dear Madam,

I am happy to present my internship report titled, “Analyzing the Effectiveness of Branding Activities in Amusement Parks: Internship Experience at Concord group”.

I want to show my gratitude to you for the guidelines and support during the internship report making process. Also, I am grateful to Concord group for giving me the opportunity to work as an intern in the marketing department. During my internship, I gained real life professional experience that will help me to step forward in my career.

I want to express my appreciation for your support and guidance throughout my internship process. I trust that the report will meet the desires.

Sincerely yours,

Inkiyad Rahman

ID: 19104108

BRAC Business School

BRAC University

Date: June 20, 2025

Non-Disclosure Agreement

[This page is for Non-Disclosure Agreement between the Company and The Student]

This agreement is made and entered into by and between Concord Group and the undersigned student at Brac University Name: Inkiyad Rahman, ID: 19104108.

Acknowledgement

I would like to thank my supervisor, **Noshin Anjum Chaiti**, Lecturer, Brac Business school, Brac university for giving me the opportunity to learn with her during my internship period. Because of his direction, support and counseling, I was able to prepare and finish this report accordingly. I did my best to take her suggestions for improvement while writing my report. Next, I would like to thank senior manager (marketing) of Concord Entertainment Co Ltd, Mr. Jamal Hossain for giving me the opportunity to work as a marketing intern in Concord Entertainment Co Ltd. He gave me support to complete my report and for that I am grateful to him.

Finally, I am also grateful to those who help to develop the internship report by giving their suggestions, assistance and supply of information which was valuable to me.

Executive Summary

This internship report is based on a three-month internship program carried out at Concord Entertainment Co. Ltd., a subsidiary of Concord Group, from December 15, 2024, to March 15, 2025. The internship was undertaken as part of the Bachelor of Business Administration (BBA) program with a major in Marketing. The main objective of this internship was to gain practical experience in marketing operations, particularly focusing on branding strategies within the entertainment sector.

During the internship, I was assigned to the Marketing Department and actively participated in branding and promotional activities for Concord's two major amusement parks Fantasy Kingdom and Water Kingdom. This provided me with a comprehensive understanding of how branding functions in real-world business scenarios, especially in experience-based service industries like amusement parks.

The research component of this report explores the effectiveness of branding activities at Concord's amusement parks. The study involved qualitative interviews with the Marketing Manager and other team members, alongside direct observation and analysis of promotional materials and social media campaigns. The findings show that mascots, logos, thematic decorations, and digital media campaigns are instrumental in shaping customer perception, increasing footfall, and encouraging repeat visits.

The report also presents a detailed company background, outlining the history, mission, vision, objectives, values, and key services of Concord Group. It further includes a literature review linking academic theories of branding with practical applications in the amusement and entertainment sector.

Challenges faced during the internship included limited access to internal data, time constraints, coordination issues among departments, and budget limitations for campaign

execution. Despite these difficulties, the internship offered valuable insights into branding practices, digital marketing, team collaboration, and customer engagement strategies.

In conclusion, this internship experience has significantly enhanced my understanding of marketing operations and branding implementation. It has also bridged the gap between academic knowledge and practical application, equipping me with essential skills for a successful career in marketing and brand management.

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List of Acronyms

BD	Bangladesh
Ltd	Limited
App	Applications
KPI	Key Performance Indicator
QR Code	Quick Response Code
FB	Facebook

Chapter 1

Overview of Internship

1.1 Student Information

Name: Inkiyad Rahman

ID: 19104108

Program: Bachelor of Business Administration

Major: Marketing

1.2 Internship Information

Internship Period: December 15, 2024 to March 15, 2025

Company Name: Concord Entertainment Co Ltd

Department: Marketing

Address: Concord Centre, 43 North Commercial Area, Gulshan-2, Dhaka-1212, Bangladesh

Website: <https://concordgroupbd.com/entertainment/>

Phone: 09612-111444/16594

1.3 Internship Job Description

As a Marketing Intern at Concord Entertainment Co. Ltd., I was assigned to the Marketing Department, where I contributed to various branding and promotional activities related to the company's amusement parks Fantasy Kingdom and Water Kingdom. The internship role was structured to provide exposure to real-world marketing operations in the entertainment industry, focusing on both strategic planning and execution.

Key Responsibilities:

1. Assisting in Branding Campaigns.
2. Content Creation and Social Media Support.

3. On-site Observations and Feedback Collection.
4. Market Research and Competitor Analysis.
5. Documentation and Reporting.
6. Customer Interaction Support.
7. Team Collaboration.

Skilled Develop

1. Practical understanding of branding in the entertainment industry
2. Social media marketing techniques
3. Communication and teamwork
4. Observation and analytical skills
5. Creativity and content development
6. Time management and task coordination

1.4 Internship Outcome

The internship at Concord Entertainment Co. Ltd. provided a valuable and immersive experience in the field of marketing, particularly within the entertainment sector. Over the three-month period, I had the opportunity to observe and actively participate in branding, promotional activities, campaign planning, and customer engagement strategies used by Concord's amusement parks (Fantasy Kingdom and Water Kingdom).

Key outcomes:

1. **Practical Exposure to Branding Strategies:** I gained firsthand experience in how Concord conceptualizes and executes branding strategies to attract and retain customers, including the use of mascots, themed events, visual merchandising, and seasonal promotions.
2. **Digital Marketing Knowledge:** I developed skills in digital content planning and social media marketing by observing and assisting in campaigns across platforms such as Facebook, Instagram, TikTok, and YouTube. I also learned how digital engagement translates into increased visitor numbers.
3. **Team Collaboration and Communication:** Working alongside the marketing team improved my ability to communicate professionally, coordinate with colleagues, and contribute ideas during brainstorming sessions.
4. **Customer Engagement Insights:** I observed how brand identity and customer perception are influenced by on-site experience, visual consistency, and thematic storytelling. This deepened my understanding of experiential branding in the entertainment industry.
5. **Strategic Thinking and Problem Solving:** I learned how to adapt branding strategies based on seasonality, feedback, and real-time challenges such as budget constraints and vendor inconsistencies.
6. **Research and Analytical Skills:** Through interviews and data collection for my internship report, I enhanced my qualitative research skills, including thematic analysis and stakeholder-based evaluation.

1.4 Difficulties/Problem Faced During Internship

During the internship at **Concord Entertainment Co. Ltd.**, I encountered several challenges that helped me grow both professionally and personally. These difficulties are common in real-world organizational settings and provided valuable learning experiences:

1. Limited Access to Internal Data: As an intern, I had restricted access to certain internal documents, performance metrics, and customer data due to confidentiality policies. This made it difficult to conduct deeper analysis or validate campaign performance with actual numbers.

2. Time Constraints: Many marketing campaigns were time-sensitive, especially those tied to festivals and holidays. Working under tight deadlines to prepare promotional materials or complete assigned tasks created pressure, especially when multiple campaigns overlapped.

3. Coordination Gaps: At times, there was a lack of timely coordination between different teams such as design, content, and operations. This occasionally delayed campaign execution or led to inconsistencies in branding materials across platforms.

5. Lack of Structured Feedback: While I received informal feedback from supervisors, there was no structured or regular evaluation process to help assess my performance or guide my development throughout the internship period.

6. Adapting to Organizational Culture: In the early stages, adapting to the corporate environment, communication style, and internal protocols was slightly challenging. It took some time to fully understand the expectations and workflow of the marketing department.

Chapter 2

Background of the Company

Concord group, founded by S.M Kamaluddin in 1972, is one of the most prominent and leading companies of Bangladesh. It has a rich history spanning over five decades. This company began as Concord Construction Co., focusing on rebuilding seven war-damaged bridges on the Dhaka Chattogram highway following the country's independence. This foundational work laid the groundwork for Concord's reputation as a reliable and quality-driven company in the country's construction sector.

This company was incorporated as Concord Engineers & Construction Ltd in 1976. From that time onward, the company transformed into a diversified business group. This group is conducted by a group of highly educated professionals with multiple skills in construction, architecture. They operating through a well-structured system of subsidiary companies, each focusing on a specific sector. The group is guided by a central leadership team with oversight and vision provided by its founder and experts. Its operations are managed by professional engineers across various units, including construction, entertainment, real estate, building materials, architecture and garment. Concord also follows modern corporate practices. They give priority to understand and predict the customer's requirements, continually improving strategies and showcasing innovative architectures and designs to meet those requirements.

Concord group has expanded their connectivity across Bangladesh by completing large-scale construction projects, such as national monuments, completed in just 89 days and Hazrat Shahjalal International Airport terminal buildings, which helped establish their popularity and reach. Over the years, it strategically moved into real estate development in important cities like Dhaka and Chattogram, supplying thousands of residential and commercial units. To

assist its large-scale operations, Concord established its own production facilities for ready mix concrete, precast blocks, and other construction materials, enabling it to maintain quality control and dependency on external suppliers. The group further strengthened its nationwide presence through popular entertainment ventures like Fantasy Kingdom and Foy's Lake Concord, while also started construction material production units to make easier its operation across the country. This combination of infrastructure, real estate, entertainment, and vertical integration has enabled Concord to build a strong, diversified presence throughout Bangladesh.

Concord group achieved a note-worthy reputation by their commitment to quality service and customers satisfaction in the construction and real estate developing sector. Over the years Concord became a pioneer in Bangladesh's construction industry by completing some of the most iconic and nationally significant projects. Concord has also received numerous awards, including the National Environment Medal and the Enterprise of the year award for the contribution of national development and corporate excellence. It's never-ending efforts to keep up with evolving customer needs and advanced technology show its strong focus on innovation and perfection.

2.1 Mission

Concord is Bangladesh's leading real estate & construction conglomerate with over 1200 well known project to their name.

They have undertaken some of the most prestigious and technically challenging projects in the country and are known for setting standards in their field.

2.2 Vision

Concord has one aim – to improve the quality of life of the people of Bangladesh.

2.3 Objectives

The following are the strategic objectives of Concord group:

- ◆ Concord group operate the construction and real estate with highest quality and innovation.
- ◆ They contribute at developing and building national infrastructure through major projects.
- ◆ Concord group is always looking forward to expand business diversification including engineering, architecture and entertainment sectors.
- ◆ They promote sustainable and eco-friendly building practices.
- ◆ Concord group prioritize customer needs and maintain a long-term client relationship.
- ◆ They support in the economic growth of Bangladesh and urbanization.
- ◆ Concord group operates its projects using advance technologies and modern designs.
- ◆ They are willing to train and empower employees for improved productivity and service quality.
- ◆ To maintain transparency, fairness and integrity as part of their business policy.

2.4 Values

Core values of Concord group:

- quality
- Innovation
- Integrity

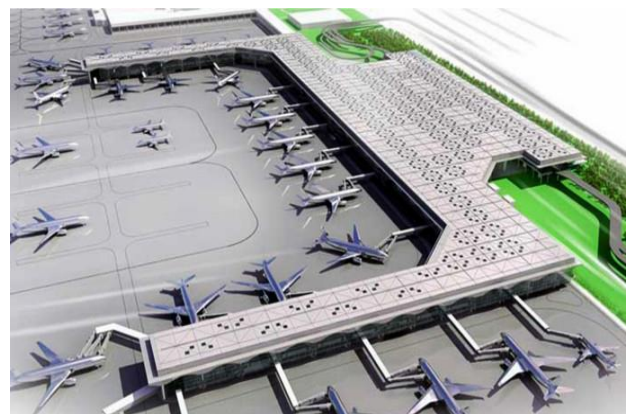
- Customer focus
- Sustainability
- Accountability
- Teamwork
- Excellence
- Respectable citizenship
- Commitment
- Harmony
- Courtesy
- Unique Culture

2.5 Product & Services

Concord group offers a wide range of products and services across multiple industries. Here is an overview of their key offerings:

1. Engineering & Construction:

Concord has led the major national construction such as the National Martyr's Memorial, the world center in Chattogram and the main terminals of Hazrat Shahjalal Airport. They also have developed numerous numbers of high-rise buildings and commercial complexes such as Concord Grand.





2. Real Estate Development:

Concord offers a diverse development portfolio, including premium condominiums-range apartments and affordable housing sectors. Lake City

Concord is the remarkable project among these. It provides integrated living space with a lot of facilities like school, mosque, playground, shopping mall etc.



3. Construction Materials:

For the first time in Bangladesh Concord introduced the ready-mix concrete plants and block factories which is suitable for the environment. Concord also produces a variety of construction materials, including hollow blocks etc.



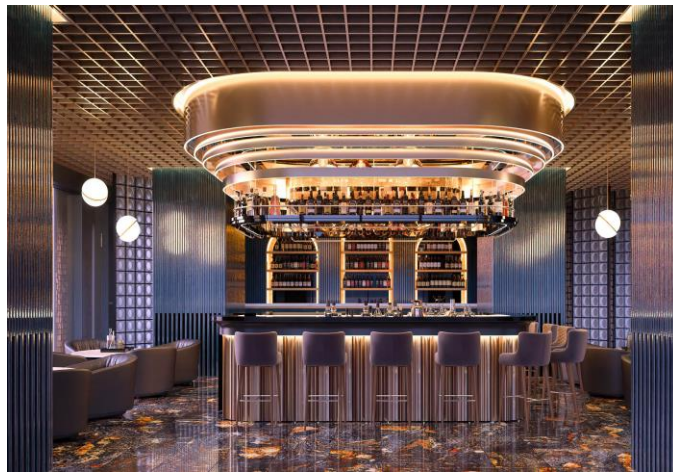
4. Entertainment & Hospitality:

Concord builds major amusement parks like Fantasy Kingdom in Dhaka and Foy's Lake in Chattogram. Concord builds resorts and hotels as well whose offer hospitality services, leisure and business travelers.



5. Architecture & Interior Design:

Through their subsidiaries like Concord Architectures & Interior Decor Ltd., the group provides modern architectural and interior design solutions with the help of advance technology for various projects.



6. Property Solutions:

Concord also assists clients in buying, selling and managing assets. They provide home loan, ownership verification.

2.6 Business Unit

Concord Engineers & Construction Ltd. was set up in 1973 as a small engineering construction firm. In time concord has grown to be one of the largest real estate and construction conglomerates in Bangladesh. The credibility and dedication to quality is well established and has won us some of the most prestigious and technically challenging project in the country. For the last 47 years Concord has undertaken some of the most prestigious and technically challenging projects in the country and has helped shape the Dhaka skyline (concordrealestatebd, 2024).

Real Estate over 49 years of experience, Concord is Bangladesh's leading real estate and construction conglomerate. They have constructed over 1,200 projects and handed over more than 10,000 residential and commercial units to concord customers. Concord is known for breaking records and setting standards. Concord company constructed the National Martyr's Monument in Savar in only 89 days. Concord is the only developer to have received the Daily Star & DHL Business Award (2000), AA+ Credit Rating, Bangladesh's Government's National Environment Award, The International Business Initiative Directions (BID) Award and more (concordrealestatebd, 2024).

Entertainment & Hospitality Concord set up Fantasy Kingdom in 2002 in Ashulia, Dhaka in a record-breaking period of only 10 months. Fantasy Kingdom is Bangladesh's first world-class theme park. The Fantasy Kingdom Entertainment Complex now consists of Fantasy Kingdom, Water Kingdom, Heritage Park, Xtreme Racing go-karting & the Resort at Atlantis (resort hotel). Fantasy Kingdom was

designated as a “Tourist Spot” by the Government of Bangladesh in 2002. The Foy’s Lake Entertainment Complex is set over 350 acres of beautiful lakes and hills in the heart of Chittagong. It consists of Foy’s Lake Amusement World, Sea World and Foy’s Lake Resort (resort hotel). Concord’s parks are visited by over 3 million guests annually. Concord has created a new destination in the Entertainment & Hospitality industry in Bangladesh. Concord has many firsts in this sector: the country’s first world-class theme park, water park, go-kart track, theme hotel and full-scale luxury resort (concordrealestatebd, 2024).

Architecture & Design Concord is a renowned company in Bangladesh and running its business with its own fame and status. ‘Concord Architects & Interior Decor Limited’ is a concern of Concord Group and accountable for all types of aesthetic works for all projects of Concord since 1996. Other than, CAIDL involves a lot of outhouses that work with a very confident and constructive reputation in Bangladesh. Concord has a highly experienced team of engineers, structural designers, architects, and interior designers. They also work with all the big design houses in the country. The strength lies in the fact that on any particular project, we consult and work with renowned local and international associates in the fields of architecture, structural design, retrofitting, interior design, landscape design, building illumination design, etc. Versatility is an important element in the growth of any company. Within the Concord Group, this is visible in numerous subsidiary companies that provide a wide variety of products and services that complement their core business.

Our in-house interior design department has a highly experienced team and its own factory in Tejgaon. They have successfully completed many well-known projects

including state buildings, banks, offices, showrooms and many smaller projects like homes and apartments.

Construction Materials The block plant at Anarpura, Gazaria runs a Besser V-3 Vibrapac machine to produce some of the strongest concrete blocks in the world. The capacity of the Besser Plant is 4,320,000 blocks per year. The blocks can easily achieve strengths of over 30 MPa and are used in high-rise load bearing construction, especially suited for earthquake prone zones. The entire Lake City project is constructed with these products, thus making the buildings more earthquake resistant than conventionally built buildings. The Vibrapac is a very versatile machine and can also produce non loadbearing products and pavers.

2.6 Characteristics of Concord group

- One of the leading Real Estate Company in Bangladesh.
- Reputed for quality, touch of class and dignity.
- Timely hand over of projects.
- Providing realistic and affordable solution for residential and commercial needs.
- Enjoying a large share of the real estate sector.
- Dedicated to the creation of a better human environment for living and working with reasonable price.
- Fine tuning the designs, plans and strategies for constructions and related activities by Research and Development Department.

Chapter 3

Research Part

3.1 Introduction

In today's highly competitive entertainment and leisure industry, effective branding plays a pivotal role in shaping customer perceptions and influencing their decision-making process. Amusement parks, being a dynamic component of this sector, rely heavily on branding strategies to attract and retain visitors. Through consistent branding efforts—ranging from logo design and promotional campaigns to visitor experience and digital engagement—parks aim to create a unique identity that distinguishes them from competitors and fosters long-term loyalty.

This research is based on an internship experience at Concord Group, one of Bangladesh's leading conglomerates with significant contributions to the country's real estate, construction, and entertainment sectors. The group's amusement parks, such as Fantasy Kingdom and Water Kingdom, are popular recreational destinations. Throughout the internship, practical exposure to various branding activities and their implementation provided valuable insights into how these strategies influence public perception and drive customer engagement.

The primary objective of this study is to analyze the effectiveness of the branding activities carried out by Concord's amusement parks. It aims to identify which branding efforts are

most impactful in attracting visitors, enhancing customer satisfaction, and promoting repeat visits. By combining theoretical knowledge with on-ground experience, this report intends to bridge the gap between academic understanding and practical application of branding in the amusement park industry.

3.1.1 – Literature review

Branding plays a crucial role in differentiating businesses in competitive markets and is particularly vital in service-based industries like amusement and entertainment. A strong brand creates emotional connections, builds trust, and influences consumer decision-making.

According to (Kotler & Keller, 2016) define branding as a set of marketing and communication methods that help to distinguish a company or product from competitors and create a lasting impression in the minds of consumers. In the service industry, branding extends beyond logos and slogans to include customer experience, service quality, and employee behavior. Also (Zeithaml, Bitnar, & Gremler, 2018) argue that service branding is based on the customer's cumulative experience and perception over time, emphasizing consistency across all touchpoints.

Experiential Branding in Amusement Parks

Amusement parks rely heavily on experiential branding, where the customer's experience becomes part of the brand identity. According to (Pine & Gilmore, 1999), experience is the fourth economic offering, beyond goods, services, and commodities. In this context, branding is integrated into the physical environment, entertainment elements, staff behavior, and storytelling.

(Mossberg, 2007) also highlighted that amusement parks such as Disneyland use branding to craft immersive environments where every aspect of the park contributes to a consistent brand story. Such immersive branding helps foster emotional engagement and long-term loyalty.

Customer Engagement and Brand Loyalty

Customer engagement through branding has a direct influence on brand loyalty. According to (Hollebeek, Glynn, & Brodie, 2014) brand engagement is a multidimensional concept that includes cognitive, emotional, and behavioral components. Engaged customers are more likely to form lasting relationships with the brand and become repeat visitors.

In the context of amusement parks, interactive experiences, thematic branding, and social media engagement play important roles in creating memorable experiences that drive customer loyalty (Huang & Hsu, 2009).

Branding in the Bangladeshi Entertainment Industry

In Bangladesh, branding in the amusement and leisure sector is still developing. According to (Alam, Rahman, Huq, & Md. Kamruzzaman, 2020) emphasize that while companies like Concord Group have pioneered large-scale theme parks, consistent branding strategies are essential for maintaining competitive advantage. Proper brand positioning, coupled with digital promotion and experience-based marketing, is key to appealing to younger demographics and families.

3.1.2 – Objectives

The primary objective of this study is to assess **“the effectiveness of branding activities implemented by Concord Group in its amusement parks”** and to understand how these activities influence customer behavior and brand perception. The specific objectives are as follows:

1. To identify the key branding strategies used by Concord Group in promoting its amusement parks, including both traditional and digital media.
2. To evaluate the impact of branding activities on customer attraction, engagement, and retention.
3. To analyze customer perceptions and responses to different branding elements such as logos, mascots, slogans, and promotional campaigns.
4. To determine the role of on-site branding in enhancing the visitor experience and reinforcing brand identity.
5. To provide practical recommendations for improving the effectiveness of branding efforts to increase visitor numbers and build long-term brand loyalty.

3.1.3 Significance of the Study

This study holds significant value for both academic and practical purposes. From an academic perspective, it contributes to the existing body of knowledge on branding in the service and entertainment industries, particularly within the context of amusement parks in developing countries like Bangladesh. By focusing on real-world branding practices of Concord Group’s amusement parks, the research helps bridge the gap between theoretical concepts and practical applications of branding strategies.

From a practical standpoint, the findings of this study can assist Concord Group and other amusement park operators in understanding how their branding efforts influence customer behavior, brand perception, and overall satisfaction. The insights gained through this research may help marketing teams refine their branding techniques to attract more visitors, build stronger emotional connections with customers, and enhance brand loyalty.

Moreover, as competition in the entertainment sector increases and consumer preferences evolve, this study provides relevant recommendations for improving brand positioning through consistent messaging, enhanced visual identity, and engaging experiences. It may also serve as a valuable resource for marketing professionals and future interns seeking to understand branding dynamics in experiential industries.

3.2 Methodology

This section outlines the research design and methods used to analyze the effectiveness of branding activities at Concord Group's amusement parks, based on internship experiences and direct interactions with relevant personnel.

3.2.1 Research Design

The study adopts a **qualitative descriptive research design**, focusing on exploring real-life branding practices and their perceived impact through firsthand experiences and direct conversations with internal stakeholders. This approach is appropriate for understanding nuanced insights about branding strategies from professionals directly involved in marketing activities.

3.2.2 Data Collection Methods

Primary Data: The core primary data was gathered through interviews with: Mr. Jamal Hossain, Marketing Manager at Concord Group. Also, two colleagues from the marketing team who are directly involved in brand promotion and campaign execution. These interviews provided valuable insights into the objectives, strategies, and challenges of branding activities at the amusement parks. Also, observations and participation in branding activities during the internship also contributed to understanding the execution and effectiveness of these strategies.

Secondary Data: Secondary data collected through review of Concord Group's promotional materials, brochures, branding guidelines, and social media content. Academic and industry literature on branding in the entertainment and amusement park sectors. Also, data collected from different journal, article, newspaper.

3.2.3 Sampling Technique

A **purposive sampling** method was used to select interview participants based on their direct involvement in branding activities. This ensured that the data collected was relevant and insightful for the research objectives.

3.2.4 Data Analysis

The data from interviews and observations were analyzed using **thematic analysis**, identifying key themes such as branding strategy, customer engagement, visual identity, and

campaign effectiveness. Insights were organized based on recurring viewpoints and their alignment with branding outcomes.

3.2.5 Duration of Study

The study was conducted over the course of a four-month internship at Concord Group, during which regular interactions and hands-on experiences provided a strong foundation for data collection and analysis.

3.3 Data Finding & Analysis

The interview and observation data were analyzed using thematic analysis following Braun and Clarke's six-step framework. This method was chosen because it enables the identification of recurring patterns and meanings in qualitative data, which is appropriate for understanding branding strategies in the amusement park sector. From the analysis, six overarching themes emerged, supported by direct quotations from the Marketing Manager and marketing team members at Concord Group's amusement parks (Fantasy Kingdom and Water Kingdom).

Theme 1: Building a Family-Friendly Brand Identity for Fantasy Kingdom and Water Kingdom.

A central finding is that the primary branding objective is to establish a strong, family-oriented identity. Keller's concept of brand resonance, which emphasizes emotional connections as a driver of loyalty.

“Our main objective is to create a strong and memorable brand image that attracts families and young visitors. We want to be recognized not just as a theme park, but as a complete entertainment experience.” – Marketing Manager.

“Branding is aimed at increasing visitor footfall and encouraging repeat visits. We want people to associate our parks with fun, safety, and family-friendly entertainment.” – Colleague

The emphasis on emotional attachment suggests that Concord’s branding is designed not merely to promote facilities but to embed the parks into visitors’ family and leisure traditions.

Theme 2: Visual and Experiential Branding Elements

Physical brand cues such as mascots, themed decorations, logos, and staff uniforms play a significant role in shaping visitor perception. According to Kotler and Keller (2016), such tangible brand elements enhance brand recognition and strengthen sensory experiences.

“The mascot characters and park logos are very effective. Children easily recognize them, and it helps create a fun, themed environment.” – Marketing Manager.

“Staff uniforms and theme-based decoration also play a big role in shaping visitor perception. They make the whole environment feel more professional and immersive.” – Colleague

This shows that Concord leverages experiential branding to create an immersive environment, reinforcing brand identity throughout the customer journey.

Theme 3: social media as a Branding Driver for Fantasy Kingdom and Water Kingdom.

Digital platforms like Facebook, Instagram, TikTok, and YouTube emerged as the dominant branding tools. This reflects that social media has become a hybrid element of promotion, combining traditional marketing with customer-driven content.

“Social media is one of our primary branding tools. Facebook and Instagram have the highest engagement, especially during holiday campaigns.” – Marketing Manager.

“Most visitors check our Facebook page before visiting... TikTok and YouTube shorts perform well with young audiences.” – Colleague

The parks’ reliance on social media indicates a content-driven engagement strategy, where interactive visuals and event promotions influence visit intentions and encourage sharing.

Theme 4: Seasonal and Event-Based Branding

Branding campaigns are adapted to align with seasonal events, festivals, and peak periods. This supports Pine and Gilmore’s (1999) experience economy theory, where customized experiences enhance perceived value.

“During peak seasons, we run aggressive campaigns and introduce limited-time offers... Our themes and decorations are updated based on events.” – Marketing Manager.

“We post more frequently during peak times and run contests to boost engagement.” – Colleague.

This strategy keeps branding relevant and fosters repeat visits, particularly during culturally significant periods such as Eid, Pohela Boishakh, or winter holidays.

Theme 5: Challenges in Maintaining Brand Consistency

Maintaining visual and thematic consistency across multiple platforms and vendors remains a recurring issue. This reflects that brand identity coherence is critical for long-term brand equity.

“It’s sometimes hard to maintain visual consistency across billboards, social media, and in-park banners.” – Marketing Manager.

“Budget constraints can limit creative consistency... real-time event changes can affect consistency.” – Colleague.

The findings suggest that without stricter brand governance and streamlined vendor coordination, inconsistencies could weaken brand perception.

Theme 6: Opportunities for Improvement for Concord

Participants identified future improvements such as interactive digital branding and seasonal merchandise to strengthen visitor engagement. These align with Schmitt’s (1999) concept of experiential marketing, where interactive and tangible touchpoints deepen customer loyalty.

“I’d suggest investing in interactive digital branding, like mobile apps, virtual tours, or loyalty programs.” – Marketing Manager

“Seasonal branded merchandise like T-shirts, caps, and toys would help build stronger emotional connections.” – Colleague

These initiatives could help Concord diversify its branding strategy and create additional revenue streams.

3.3.1 Findings and Analysis

This section presents the key findings of the research based on primary data collected through interviews with the Marketing Manager and colleagues at Concord Group, as well as secondary data and real-life observations during the internship at the amusement parks (Fantasy Kingdom and Water Kingdom). The findings are categorized into thematic areas for clarity.

Findings

1. All interviewees agreed that the primary goal of branding is to create a strong, family-friendly identity that resonates with both children and adults. The branding efforts are designed to attract new visitors and encourage repeat visits, especially during holidays and weekends.
2. Mascots, park logos, themed environments, colorful signage, and staff uniforms are widely used to create a memorable experience. According to the team, these elements help in shaping visitor perception and enhancing brand recall.
3. The marketing team relies heavily on social media platforms like Facebook, Instagram, and TikTok for promotional activities. Campaigns are aligned with seasonal events and supported with engaging content.

4. Interviewees reported increased customer footfall and engagement during branded campaigns, especially those aligned with events like Eid or winter festivals. Feedback from visitors often highlights positive impressions of the visuals and characters.
5. Challenges include inconsistent design across platforms, coordination with external vendors, and budget limitations. Real-time content updates sometimes disrupt planned brand messaging.
6. The team adjusts branding campaigns based on seasons and festivals. Decorations, offers, and social media themes are refreshed accordingly to boost engagement.

Analysis

The branding strategy aligns well with the target audience, which includes families, students, and young adults. The consistency in objectives across the team reflects a unified brand vision. This alignment is essential for long-term positioning in a competitive entertainment market.

1. The use of digital media reflects a modern and responsive branding approach. The platforms chosen are suitable for reaching the target audience, especially the younger demographic. However, feedback indicates a demand for more interactive content, such as mobile games or augmented reality features.

2. Branding activities appear to have a direct influence on customer behavior, particularly in drawing attention and encouraging return visits. Positive brand associations are being created through consistent themes, offers, and visual storytelling.
3. Maintaining brand consistency remains a common issue. While the internal team has a clear vision, external execution may vary. Addressing this requires stronger branding guidelines, vendor training, and centralized control over design approvals.
4. Seasonal branding is a smart approach to keep content fresh and relevant. This practice not only maintains interest among repeat visitors but also increases engagement during key revenue-generating periods.

3.4 Conclusion

This study explored the effectiveness of branding activities carried out by Concord Group in its amusement parks, specifically Fantasy Kingdom and Water Kingdom. Based on interviews with marketing personnel and direct observations during the internship, it is evident that branding plays a vital role in shaping customer perception, enhancing engagement, and influencing repeat visits. Concord Group has established a strong brand presence through the use of consistent visual elements, character mascots, thematic decorations, and active social media campaigns. These efforts have successfully positioned the amusement parks as popular family-friendly destinations in Bangladesh's entertainment sector. Seasonal campaigns and event-based branding further contribute to maintaining visitor interest and strengthening emotional connections with the brand. Also, the study also identified areas where improvements can be made, such as ensuring consistency across all marketing channels, integrating more interactive digital experiences, and collecting formal customer feedback to better assess branding outcomes.

Overall, the branding strategies implemented by Concord Group have been largely effective, but with a few strategic enhancements, the parks can further elevate their brand identity, attract a broader audience, and build stronger customer loyalty in the long run.

3.5 Recommendations

Based on the interviews, observations, and overall analysis of Concord Group's branding activities in its amusement parks, the following recommendations are suggested to further improve branding effectiveness and strengthen customer engagement:

1. Implement a Formal Customer Feedback Mechanism: While informal feedback exists, there is no structured system to evaluate branding impact directly from visitors. Introduce post-visit surveys, suggestion boxes, or QR code-based feedback forms at exit points. This will provide measurable insights into how visitors perceive branding efforts and which areas need improvement.

2. Enhance Consistency Across All Marketing Channels: The study found inconsistencies in branding execution between digital platforms, print media, and on-site materials, often due to third-party vendors. Develop a comprehensive branding guideline manual and ensure all external vendors and internal teams follow it. Assign a brand supervisor to review all campaign materials before release.

3. Increase Use of Interactive Digital Branding: Current digital branding is limited to static posts and promotional videos, while customers increasingly expect interactive experiences. Invest in mobile friendly digital experiences, such as interactive maps, photo booths with AR filters, and branded mobile games. These features can enhance visitor engagement and encourage social media sharing.

4. Introduce Branded Merchandise and Souvenirs: Mascots and characters are already popular, especially among children, but there are limited opportunities for brand reinforcement through take-home items. Launch branded merchandise such as T-shirts, caps, keychains, and toys themed around park characters. This will not only generate additional revenue but also strengthen brand recall beyond the park visit.

5. Expand Influencer and Content Marketing: While the parks have an active social media presence, influencer collaboration is limited. Partner with local influencers, vloggers, and family content creators to produce engaging, authentic content that reaches wider audiences. Influencer campaigns during school holidays or major festivals can significantly boost visibility.

6. Develop a Seasonal Branding Strategy Calendar: Branding efforts during seasonal events (Eid, Pohela Boishakh) are impactful, but often reactive. Create a year-round branding calendar with pre-planned themes, events, and campaigns. This will allow better coordination, content preparation, and budgeting, ensuring more creative and consistent seasonal branding.

7. Introduce Loyalty and Membership Programs: There is currently no formal system to retain loyal customers or reward frequent visitors. Introduce a visitor loyalty card or app-based membership program offering discounts, birthday offers, and early access to events. This would help build long-term brand loyalty and drive repeat visits.

8. Monitor Branding KPIs More Closely: While branding activities are executed regularly, performance measurement is largely observational. Track Key Performance Indicators (KPIs) such as brand recall rate, campaign reach, engagement metrics, merchandise sales, and customer satisfaction scores. Use this data for monthly performance reviews and campaign optimization.

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Appendix A.

Interview Questions

1. What are the core objectives behind the branding activities of Concord's amusement parks (e.g., Fantasy Kingdom, Water Kingdom)?
2. Which branding elements (e.g., logo, color scheme, mascots, slogans) do you believe have the strongest impact on customer perception? Why?
3. How do you plan and implement promotional campaigns to ensure consistent brand messaging?
4. What role does social media marketing play in branding the amusement parks? Which platforms perform best?
5. How do you measure the effectiveness of branding activities in attracting and retaining visitors?
6. In your opinion, how does on-site branding (e.g., signage, uniforms, decoration) affect the overall visitor experience?
7. What kind of feedback have you received from customers about the branding or promotional campaigns?
8. Are there any specific challenges you face when maintaining brand consistency across different marketing channels?

9. How do branding strategies change during peak seasons or special events like Eid, school vacations, or national holidays?
10. What improvements would you suggest to make branding activities more effective and engaging in the future?