

Report On
Bridging the Experience and Perception Gap Through 360-Degree
Brand Campaign: A Case of Banglalink Fastest 4G

By

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An internship report submitted to the Brac Business School in partial fulfillment of the
requirements for the degree of
Bachelors in Business Administration

Brac Business School
Brac University
April 2024

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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:



MD. Nazmus Sakib
20104121

Supervisor's Full Name & Signature:

Suman Paul Chowdhury
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Letter of Transmittal

Suman Paul Chowdhury
Associate Professor of Accounting
Brac Business School (BBS)
BRAC University
Kha 224, Bir Uttam Rafiqul Islam Ave, Dhaka 1212

Subject: Submission of Internship Report

Dear Sir,

I am delighted to submit my internship position and share insights into the recruiting and selection process at Banglalink Digital Communications Limited, as recommended by you.

I've included my internship report titled "Bridging the Experience and Perception Gap Through 360-Degree Brand Campaign: A Case of Banglalink Fastest 4G." This report is a partial completion of our BBA Program's Internship Course. I attempted to assemble the report with relevant facts and proposed ideas in a concise yet thorough manner. I'm optimistic that the report will fulfill expectations.

Sincerely yours,



MD. Nazmus Sakib
20104121
BRAC Business School
BRAC University
Date: 2nd April 2024

Non-Disclosure Agreement

This agreement is made and entered into by and between Banglalink Digital Communications Limited and the undersigned student at Brac University to prevent the unauthorized disclosure of confidential information.



MD. Nazmus Sakib
20104121



Tauhid Irteza Ali
Brand Marketing Senior Manager
Brands & Communications, Commercial
Banglalink Digital Communications Limited

Acknowledgement

All praise and dominion belong to The Almighty. I am devotedly grateful for receiving the chance to complete my internship successfully. To everyone who has helped me along the way and made this report possible, I wholeheartedly appreciate your support.

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I thank Sadia Matin, Head of Brand Marketing for guiding and inspiring me. I am also thankful to Romael Hasan Wahid, Head of Category for being receptive to my ideas and inputs. I thank Fahimul Islam Khan, Digital Marketing Manager for sharing insightful knowledge. I am also thankful to Refayat Ahmed, Talent Management Lead Specialist, Human Resources for guiding me as well.

I would also like to share my special appreciation towards my on-site supervisor, Tauhid Irteza Ali for mentoring, guiding & supporting me throughout this aspirational journey in my internship. Lastly, to my family, friends, acquaintances & well-wishers who has kept me in good faith, a heartfelt appreciation.

Executive Summary

Banglalink Digital Communications Limited, the third-biggest mobile service in Bangladesh has established itself as the market leader in terms of network speed. Furthermore, for four years continually, Banglalink has been named the fastest 4G network in the nation according to the Ookla Speedtest Awards. This report aims to evaluate how a 360-degree brand campaign can bridge the disconnect between Banglalink's Fastest 4G service and consumer perceptions of its effectiveness. Secondary data for this study were collected from a variety of sources, including published publications, reports, websites, journals and internal media reports. Furthermore, an online survey was conducted in order to measure the effectiveness of the communication design, followed by an analysis of the survey results and recommendations. The findings revealed that various factors impacting outbound communication influence brand perception in customer's minds which in return bridges the gap between experience and perception.

Keywords: Brand Perception; Integrated Marketing Communications; Banglalink; Consumer Communication; Network Perception; Digital Marketing

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List of Acronyms

KPI	Key Performance Indicator
KV	Key Visual
TOMA	Top of Mind Awareness
TVC	Television Commercial
OVC	Online Video Commercial
MNO	Mobile Network Operator
VAS	Value Added Service
ATL	Above The Line
OTT	Over The Top
FY	Fiscal Year
NPS	Net Promoter Score
CBBE	Customer-Based Brand Equity
IMC	Integrated Marketing Communication
POSM	Point of Sale Merchandise
CGI	Computer Generated Imagery
VoLTE	Voice Over Long-Term Evolution
MCR	Marketing Communications Resource

Chapter 1 | Overview of Internship

1.1 Student Information

Name: MD. Nazmus Sakib

Student ID: 20204121

Program: Bachelor of Business Administration

Major/Specialization: Double Major in Marketing and Computer Information Management.

1.2 Internship Information

1.2.1 Company Information

Period: 15 June, 2023 - 15 September, 2023

Company: Banglalink Digital Communications Limited

Department: Brands & Communications, Commercial

Address: Tiger's Den, House 4 (SWH), Bir Uttam Mir Shawkat Sharak, Gulshan 1, Dhaka
1212, Bangladesh

1.2.2 Internship Company Supervisor

Name: Tauhid Irteza Ali

Organization: Banglalink Digital Communications Limited

Designation: Brand Marketing Senior Manager

Department: Brands & Communications

1.2.3 Job Responsibilities

Market & Industry Research: Analyze the competitive nature of the telecommunications market by identifying major competitors in the industry by assessing their market share, strengths, weaknesses, and strategies. This includes both local and international players.

Preparing Brand Report: Collect and present a weekly report on all the major brands in the industry by assessing both physical & digital brand activities and their performances on various social media platforms as well as outdoor/POS scenarios.

Creative Support: Coordinate and produce KV (Key Visuals) based on requirements from the brands team, the product team, and the digital marketing team.

Brand Campaign Support: Assisting in developing and implementing brand campaign strategies by collaborating with internal teams and external partners (agency) to ensure the timely execution of campaign deliverables.

Agency Management: Oversee and manage end-to-end communication with marketing agencies to support the brand's marketing and advertising efforts. Key duties include: briefing and directing the account managers on brand requirements and feedbacks, stakeholder communication and performance evaluation against established KPIs and objectives.

1.3 Internship Outcomes

1.3.1 Student's contribution to the company

Through extensive market and industry research, I was able to provide competitive trend analysis that facilitated the brand teams' strategic decision-making. I created detailed brand reports that tracked and reviewed both digital and physical brand activity within the industry. These reports provided useful information on performance indicators across many social media platforms along with outdoor/point-of-sale scenarios. In terms of creative support, I was able

to successfully oversee the construction of impactful KVs tailored to the digital marketing, product, and brand teams' requirements. Furthermore, my skillful management of agency communications ensured easy collaboration, allowing for the effective implementation of marketing and advertising campaigns. This helped me oversee end-to-end execution of three successful marketing campaigns. During my tenure, these initiatives contributed to the company's overall market positioning, engagement, and brand visibility. As a result, Banglalink's TOMA increased by a significant margin.

1.3.2 Benefits to the student

Engaging in campaigns gave me firsthand experience with the delicate procedure involved in filming TV commercials. Everything is well thought out, from the protagonist's posture and facial expressions to the strategic positioning of brand elements and assets. Additionally, shortening the TVC into smaller cut versions also guarantees maximum exposure during commercial breaks, highlighting important messages and deals. The campaign's main message is effectively incorporated into influencer marketing so that it generates a large organic reach. It also seeks simplicity over complexity to avoid confusing viewers and enhance impact. Moreover, the production of branding songs is memorable and easy to understand they also improve audience participation and message retention.

1.3.3 Problems/Difficulties (faced during the internship period)

As an intern at Banglalink Digital Communications Limited, I have come across several impactful opportunities as well as challenging scenarios which facilitated the expansion of my skillset. The first challenge I faced during my tenure as a brands & communications intern was adapting to the fast-paced industry changes. The telecommunications industry is very dynamic with trends, and consumer preferences evolving on a regular basis. Keeping up with industry trends and modifying communication strategies accordingly was particularly challenging. As

a result, I've gained arduous research skills that cater to collating the dynamic nature of data. Also, due to the fast-paced nature of the industry, being delegated tasks regularly was a challenge which I navigated by being proactive in my approaches to my duties. This strengthened my multitasking abilities and helped me manage time more effectively.

Chapter 2 | Organization Part

2.1 Introduction

Banglalink Digital Communications Ltd, the third largest telecommunications company in Bangladesh, traces its origin back to 1989 when it was established as Sheba Telecom (Privately-Owned) Limited. The organization experienced a substantial shift in 2005, when Orascom Telecom, an Egyptian based telecommunications company acquired it for USD 60 million and relaunched it as Banglalink. Since then, Banglalink has been instrumental in increasing mobile device accessibility and cellular services throughout the country. Over the years, it has acquired extensions for its 2G and 3G licenses, ensuring that its clients continue to get service. In accordance with organizational reorganization, the corporation was renamed Banglalink Digital Communications Ltd (BDCL). BDCL is currently held by Telecom Venture Ltd, a subsidiary of Global Telecom Holdings, which is 100% controlled by VEON. VEON, a worldwide telecommunications business, operates in several countries. Gennady Gazin, VEON's Chairman, manages the company's global market, while Kaan Terzioğlu serves as Chief Executive Officer.

In recent times, Banglalink Digital Communications Limited has expanded their product and service portfolio, emphasizing more on empowering Bangladesh's journey to a digital revolution. The organization has put efforts to drastically improve their network connectivity by increasing their network coverage across the country by upgrading 3G and 4G towers at high footfall areas. As a result, people all across the country can form new and fulfilling

relationships and experience a smooth network service. Banglalink Digital Communications Limited's current corporate tagline "Lead The Future" expounds upon that fact and expresses the organization's vision to achieving a leading position in terms of digital growth in Bangladesh. Overall, the company is constantly striving to produce innovative approaches to create interpersonal relationships and empower digital growth and personal accomplishments.

2.2 Overview of the company



2.2.1 Vision

From inception, Banglalink Digital Communications Limited has established its vision, a distinct and defined goal that acts as a guide for its practices. This vision serves as a compass, allowing the organization to better comprehend and satisfy the demands of its customers. The primary goal of Banglalink Digital is- "To understand people's needs best and develop appropriate communication services to improve people's lives and make it simple."

Banglalink Digital Communications Limited's brand ethos is focused on the commitment to improving its clients' quality of life through purposeful communication solutions. To achieve this general purpose, the brand prioritizes important areas such as developing business partnerships, streamlining operational procedures, and leveraging technology innovation.

2.2.2 Mission

Banglalink's mission has evolved as a result of its amazing growth since its inception. Initially focused on allowing widespread access to mobile phones, the company grew to a national customer base of 40 million. However, as Bangladesh's telecommunications industry grew, Banglalink's goal also evolved. Currently, Banglalink seeks to improve its market share and

become the country's main mobile network operator (MNO). Furthermore, the company plans to pioneer novelty in products and services to help the digital ecosystem grow. Furthermore, Banglalink is committed to leading the implementation of Digital Bangladesh in line with the government's digitization agenda. Through constant innovation and service advancements, Banglalink proves its dedication to fulfilling the changing requirements of the Bangladeshi populace and furthering the nation's digital agenda.

2.2.3 Core values

In order to define a company's culture and identity, core values are essential. Banglalink Digital Communications Limited is dedicated to maintaining five fundamental principles that govern its company practices. The core values are: **Customer-obsessed, Innovative, Entrepreneurial, Collaborative and Truthful**. The organizational culture is firmly rooted in these values, which are highly valued and promote a culture of excellence and professionalism.

2.2.4 Internal Functions

Overall, Banglalink Digital Communications Limited as an organization is structured with three primary functions which are Technical, Commercial, and Enablers. These functions carry their own internal departmental structure and unique tasks.

Technology: The core task of the Technology function is to develop and maintain Banglalink Digital Communications Limited's technical infrastructure. This includes software, hardware along with network systems. Moreover, there are internal departments dedicated to testing, quality assurance, and research and development which play a crucial role in this function.

Commercial: The primary focus of the Commercial function is to oversee the entire commercial operations of the company which include sales, marketing, and customer service management. Additionally, it hosts various internal departments which establish and

implement strategic business plans as well as managing partnerships and collaborations with external stakeholders.

Enablers: The Enablers function mainly supports the commercial and technology function along with their subsequent internal departments inside Banglalink Digital Communications Limited such as those who are in charge of human resources, finance, legal and administration. These departments ensure the smooth and efficient operation of the functions and empowering the departments to accomplish their primary tasks. In summary, Banglalink Digital Communications Limited’s organizational structure showcases an innovative and efficient approach to managing the overall business and its administrative, commercial and technological needs.

2.2.5 Organizational Hierarchy

Banglalink Digital Communications Limited’s organizational hierarchy serves a functional purpose which is focused on a centralized leadership style. The hierarchy is structured with definitive roles, job functions, chain of command and decision-making capabilities.

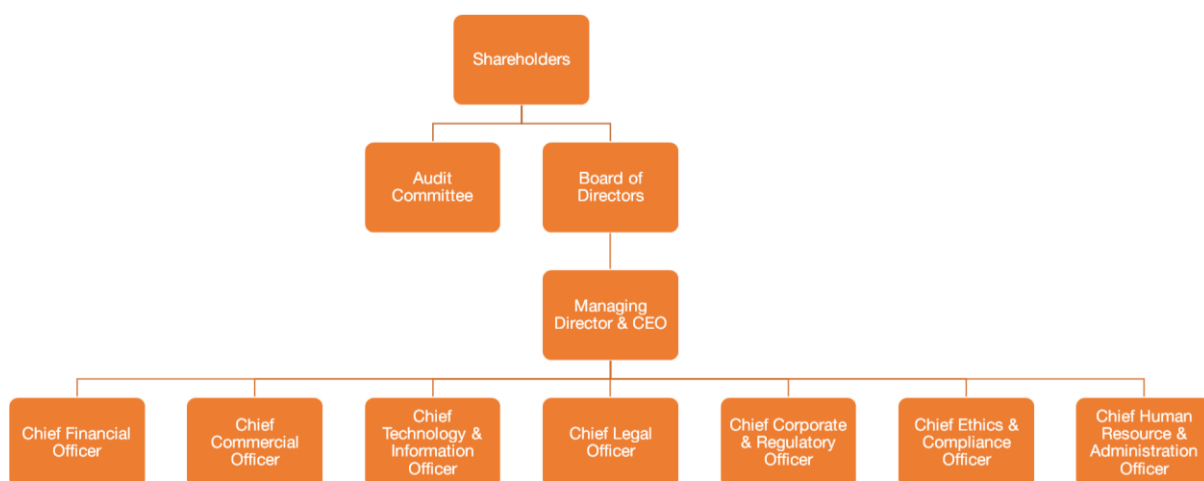


Figure 1: Organizational Hierarchy of Banglalink Digital Communications Limited

2.3 Management Practices

Organizational success depends on its leadership and delegation of task. Banglalink Digital Communications Limited focuses on empowering its people and the teams through putting an emphasis on individual ownership and collaboration. Each department has the sovereignty over how executions will take place. Moreover, various teams collaborate with each other, often in inter-departmental scenarios to produce novelty and innovation in the company's offerings.

2.3.1 Leadership Styles

Banglalink Digital Communications Limited adheres to the democratic leadership style in order to achieve its' goal and stay aligned with its' vision. Democratic leadership style involves the leaders making decisions based on input from team members. With this consultative and collaborative leadership style, each team member has the prospect to shape the plan of current activities. However, the leader is ultimately in charge of decision making.

Advantages	Disadvantages
Allows employees to establish goals.	Some employees may prefer less involvement.
Encourage employees to grow on the job and get promoted.	Passing on blame for failure and scapegoating may be an issue.
Recognizes and encourages achievements.	Quiet team members may not share insights unless prompted.
Takes in useful insights from useful and skilled employees.	Potential for failure with an unskilled team.

Table 1: Advantages and Disadvantages of Democratic Leadership Style

2.4 Financial Performance and Accounting Practices

As Banglalink Digital Communications Limited is not a public limited firm, their financial data including financial statements is inaccessible to the public. Due to limited access to Banglalink's financial data, therefore, analysis of their financial performance as an organization is conducted based on mainly secondary sources and reports.

Banglalink Digital Communications Limited has grown its financial performance dramatically in the eve of this decade as reports suggest significant revenue growth and customer acquisitions leading to record profits. According to VEON's 2022 Annual Report, Banglalink Digital Communications Limited achieved a remarkable 12.1% year-on-year rise in revenue. This growth surpassed not only the market expansion rate but also the growth of all other telecommunication and digital operators in the country. This also highlights Banglalink's achievement of 16.1 million Monthly Active Users for its data services, a significant increase from 6.3 million in 2021.

Subsequently, in 2023, the company achieved a 14.4% year-on-year increase in revenue, reaching Tk 61.5 billion which is approximately USD 730 million (The Financial Express, 2023). This rising trend of generating breakthrough revenue showcases Banglalink Digital Communications Limited's capability as an organization in capitalizing on the growing demand for mobile and digital services within Bangladesh. As a result, this significant revenue increase and market share demonstrates Banglalink Digital Communications Limited's strong financial performance in recent years. Looking ahead, the company's focus on further improving their network coverage, innovations in digital services position it in competitive spot within Bangladesh's evolving telecommunications industry.

2.5 Marketing Strategy

Banglalink Digital Communications Limited develops its marketing and promotional strategies based on the overall state of the industry and customer preferences. By using the The Ansoff Matrix tool that helps organizations examine and strategically plan their marketing plans by analyzing the four potential options: market penetration, market development, product development and diversification. In terms of both digital products and telecommunications products, Banglalink Digital Communications Limited uses a combination of marketing strategies that focuses on the diverse nature of their offerings. These are market penetration and market development.

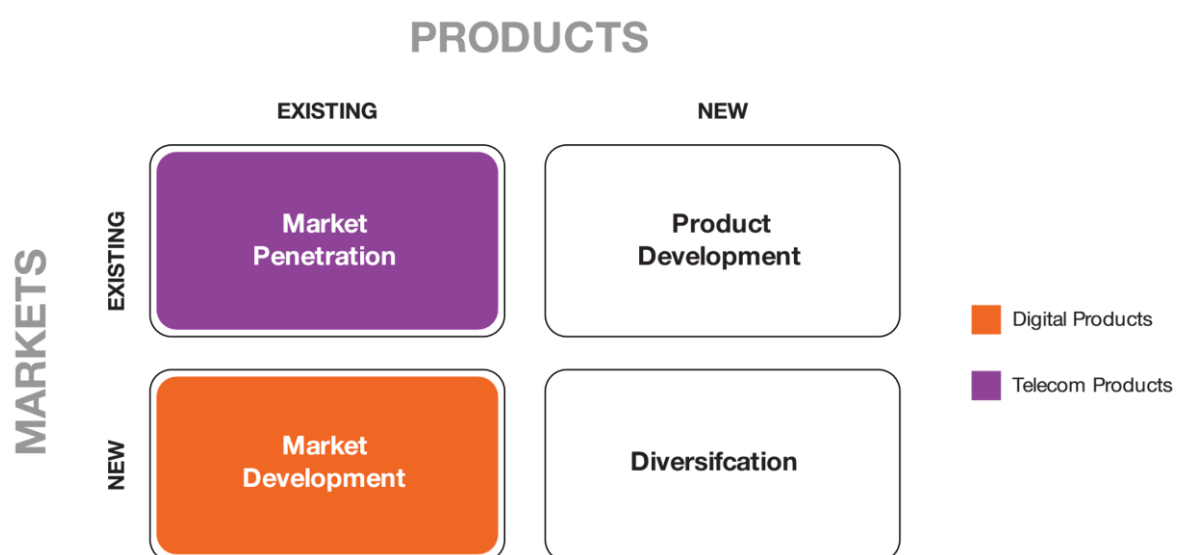


Figure 2: Ansoff Matrix Market Strategy Formulation

Market Penetration Strategy: Market penetration strategy is primarily used to increase a company's market share while adhering to its initial product-market strategy. In other words, to improve business performance, the company aims to increase sales to current customers or find new ones for its products (Ansoff, 1957). Banglalink Digital Communications Limited utilizes this strategy in order to drive its revenue by offering their network services at a

competitive pricing. From data packs to call rates and talk times, the company focuses their marketing strategy to compete economically in the existing marketplace and provide quality services at affordable prices for their customers across the nation.

Market Development Strategy: Market development is a strategy in which the organization strives to adapt its current product line (generally with some modification in the product characteristics) to new markets (Ansoff, 1957). Banglalink Digital Communications Limited is one of the biggest digital service and product provider in Bangladesh with an aim to position themselves as the most valuable telecommunications company with national coverage. This involves expanding geographically into untapped areas of Bangladesh, targeting new customer segments such as youth and young professionals, and creating strategic partnerships with other organizations to provide bundled services or content offers such as OTT and streaming services. Furthermore, Banglalink recently brought novelty in services such as “My Plan” “MyBL Super App”. Additionally, international roaming offers are implemented to diversify revenue streams and lessen dependency on a consolidated revenue segment.

2.5.1 Marketing Mix

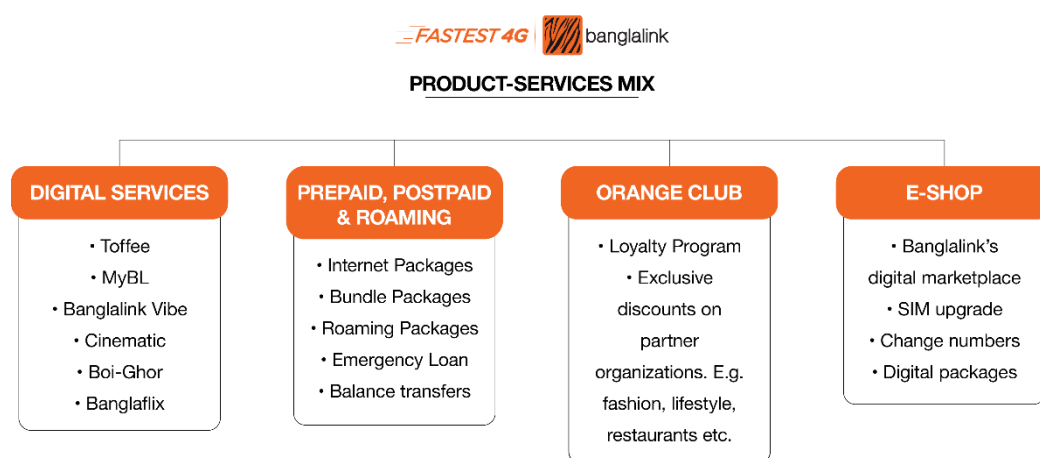


Figure 3: Product-Services Mix of Banglalink Digital Communications Limited

Products: Banglalink Digital Communications Limited provides an array of products related to telecommunications and digital services including postpaid and prepaid mobile offers, data packs, roaming services along with many value-added services (VAS). Also, the organization provides its customers with digital services such as Toffee, Banglafilx, Cinespot along with the country's first super app MyBL.

MyBL Super App: Initially made to assist Banglalink customers with their taking care of oneself requirements, MyBL has ventured into a unique digital platform that provides various services including entertainment, content, medical services, gaming, training, ticket purchasing, bill payments, and many more. As well as offering customary types of assistance like balance recharges, it goes about as a hub for entertainment, offering a great number of popular mobile games and the biggest selection of Bangla music streaming in Bangladesh. In addition, users can also schedule travel tickets and handle their service bills from anywhere, whenever. Additionally, the application offers an enormous pool of courses for various expertise levels, empowering users to begin their own independent learning venture. Through the application, patients searching for medical care arrangements can reach out to authorized specialists who have been supported by the Bangladesh Medical and Dental Councils. From the solace of their homes, users are able to conveniently order medicine and get speedy consultations, offering nonstop consideration for their wellbeing.



Figure 4: MyBL Super App Key Visual

Price: Banglalink Digital Communication Limited's pricing strategies are driven by the industry's volatility and competitiveness along with their target market, and the inclusion of value-added services. The company's pricing structure includes a variety of postpaid and prepaid plans, each with its own price point and target market niche. Furthermore, Banglalink Digital Communication Limited offers different price options for data bundles and foreign roaming services.

Place: the placement and distribution strategy of Banglalink Digital Communication Limited focuses on delivering their products and services to a wide range of customers at various regions. This includes but not limited to the sale of official merchandize through social media platforms, authorized retailers and physical storefronts. Furthermore, the company is arduous in terms of selecting which retail sites to serve their products and services in significant regions to guarantee customer satisfaction.

Promotion: Banglalink Digital Communications Limited aims to promote their brand along with their products and encourage customers to engage with their offerings through various communication channels. The company has access to a variety of marketing channels such as the internet, social media, radio, television and billboards for offline visibility. By utilizing effective advertising and promotional activities, Banglalink Digital Communications Limited properly communicates with their intended target audience.

People: With regards to the marketing mix, the people component comprises of Banglalink Digital Communications Limited's employees and customer service representatives who directly interact with customers. The company has competent and trained customer service representatives who are directly responsible for impacting their brand perception and loyalty through building customer satisfaction by tending to their needs and queries in a hospitable and generous manner, signifying professionalism and trustworthiness.

2.6 Operations Management and Information System Practices

In order to provide its clients with effective services for data management, stakeholder communication, and overall operations management, Banglalink Digital Communications Limited combines operational procedures and information technology.

2.6.1 Information Systems for Data Management and Sharing

Data Collection: Banglalink uses a variety of methods to collect information from customers, its network operations and maintenance, along with internal procedures. These include:

1. **Customer Relationship Management System(CRM):** Record call logs, service requests, and customer data through CRM systems.
2. **Network monitoring systems:** Gather information on traffic trends, network performance, and possible disruptions of network bandwidth.
3. **Financial management systems:** Monitor revenue, expenses (Capital and Operational), and the distribution of resources to attain set financial goals.

Data Storage: Centralized databases are used by Banglalink Digital Communications Limited for securely storing its gathered data in order to synthesize and analyze patterns which allow management in taking important business decisions. The company implements the use of Relational databases in order to arrange information in a certain way, making it easily retrievable and available for prompt analysis. Additionally, Banglalink utilizes data warehouses as means to combine information from various sources and store them with utmost security, preventing pending vulnerabilities. This allows them to identify trends and conduct historical analysis of relevant data which helps them take crucial business decisions.

Data Processing: Data processing refers to the process of transforming raw data into actionable information through meticulous analysis. Banglalink Digital Communications

Limited conducts its data processing by utilizing various articulate data processing software. To illustrate, business intelligence (BI) tools are used to filter through raw data and arrange them carefully to draw out important information and provide detailed reports about trends and patterns based on the underlying information. As a result, Banglalink Digital Communications Limited is able to take data-driven business decisions for optimized outcomes. Similarly, customer analytics tools also play a crucial role in their data processing. By thoroughly analyzing customer behavior and preferences, Banglalink Digital Communications Limited derive detailed descriptions of their target audience and their behavioral analysis. Therefore, these insights build the foundation for Banglalink to create hyper focused promotional campaigns with more effectiveness and a greater impact in terms of generating brand visibility and revenue.

Data Sharing: Data sharing is an essential component of Banglalink Digital Communications Limited's information system infrastructure. By effectively distributing key findings and analysis of the gathered data to stakeholders and key decision makers through various mediums, the company can ensure transparency and efficient communications within the organization. To properly share important data, Banglalink Digital Communications Limited uses two major channels:

1. **Management Dashboards:** management dashboards are powered by the business intelligent system which is used as real-time information hubs for stakeholders. This gives them a comprehensive perspective of the company's overall performance. Moreover, sales figures and customer satisfaction metrics are presented in an organized manner which allows data-driven decisions about network optimization, resource allocation, and marketing tactics.
2. **Customer Portals:** Banglalink Digital Communications Limited utilizes their customer portals to actively provide both its subscribers and corporate clients with real-

time information regarding their offerings. These portals offer users an array of informational features such as account information, data usage, recharge plans, SIM activation/deactivation and many more. Similarly, it provides clients with personalized recommendations and targeted discounts which improves the customer experience by a staggering margin.

2.6.2 Database and Office Management Systems

Banglalink Digital Communications Limited utilizes various office administration and database software solutions to improve workplace efficiency. These tools are used to streamline operations by combining database and office management software.

Database Management: Banglalink Digital Communications Limited utilizes Oracle, a database management software to organize and manage huge datasets which contain customer base information, network activity metrics along with important financial records for the company. Oracle is a powerful performer which allows the company to efficiently store, retrieve and analyze data for making important business decisions.

Microsoft Office Suite: Banglalink Digital Communications Limited utilizes Microsoft Office Suite to facilitate and streamline day to day office tasks and activities. The program hosts an array of useful productivity softwares for workers which enables them to integrate and share tasks amongst groups more effectively. Among them, most prominent softwares are Word, Outlook, Excel and PowerPoint.

Human Resource Management: Banglalink Digital Communications Limited has implemented “V People” to manage their employee data, payroll and leave applications along with other major human resource functions. This software improves human resource operations and assists stakeholders in taking data-driven decisions regarding resource allocation, capacity measurement and teambuilding.

2.7 Industry and Competitive Analysis

2.7.1 SWOT Analysis

Strengths: Banglalink Digital Communications Limited has garnered a number of positive attributes and qualities over the time which is why it has acquired more than 40 million subscribers in Bangladesh, displaying significant competitive strength. These strengths encompass their wide network coverage across the country along with affordable pricing options for their customers which attracts a broad spectrum of customers in the market. Moreover, Banglalink Digital Communications Limited also offers a wide range of digital products, including Doctime, Toffee, and MyBL, a super app with with an extensive list of features including exclusive popular music streaming, educational and professional courses, gaming services, live radio streaming, minute packs, data packs, and health features. As a result, Banglalink Digital Communication Limited is frequently recognized as having the best customer care service among industry players.

Weakness: Despite offering reasonable pricing for call and data bundles, Banglalink Digital Communications Limited is vulnerable to criticism due to their inadequate number of BTS towers paired with technical issues on consumer end with its digital products. Reports suggest that Banglalink Digital Communication Limited's tower strength falls short comparatively in strength compared to other network operators, which has the potential to lead its network to poorer signal quality and increased call drops, especially in rural areas where there is relatively little network connectivity.

Additionally, persistence in technological issues with its digital products, such as delays and disruptions are directly impacting the customers' user experience. The aforementioned conditions have consequently had a detrimental effect on the company's reputation and a fall in customer satisfaction.

Opportunities: Banglalink Digital Communications Limited has a number of areas that would potentially benefit from development and improvement given its dedication to improving client lifestyles. For instance, a significant amount of reinvestment present for infrastructure development. The organization also benefits from VEON, its parent company, in receiving provisions and significant assistance. Banglalink Digital Communications Limited also has an advanced technology infrastructure, which allows them to develop novelty in products and services. Moreover, their large customer base offers of 40 million subscribers offer a sizable opportunity to generate income by offering improved services.

Threats: Robi Axiata Limited and Grameenphone, two companies with strong market shares in several regions of the country, pose a serious competitive threat to Banglalink. Establishing the value of its brand and increasing awareness in these areas as well capturing the customer bases presents itself as a challenge for Banglalink. Moreover, it has been reported that Banglalink Digital Communication Limited's network service is deficient in some areas, which makes it more difficult for the company to execute its marketing campaigns successfully. Additionally, the increase in the cost of new SIM led to comparatively higher call and internet rates. As a result, customers might not view Banglalink Digital Communications Limited as a cost effective network operator which ultimately will detrimentally impact its brand perception.

In order to avert these potential threats, Banglalink Digital Communications Limited should concentrate its efforts on improving its network service and coverage particularly in regions where performance is declining. Also, it should employ comparatively assertive promotional techniques which will enhance their brand reputation and highlight their unique offerings to its target audience. Moreover, it should implement competitive pricing strategies to increase their customer base specially in vulnerable regions in order to increase their market share. Furthermore, the company should allocate resources to enhance the performance of its BTS towers and resolving technical problems regarding their digital products. Finally, Banglalink

Digital Communications Limited should streamline the process for customers to report their issues to improve the customer experience and facilitate relationship building and brand reputation amongst target audience.

2.8 Summary and Conclusions

In summary, Banglalink Digital Communications Limited aims to address the growing customer needs by developing products and services which improve their lives. Over the years their mission has evolved from just providing good network services to becoming the country's leading mobile network operator (MNO) and digital service provider in the telecommunications sector. Moreover, Banglalink Digital Communications Limited holds five core values to heart when it comes to organizational practice. These are customer centricity, empowerment, innovation, collaboration, and honesty which are practiced throughout their three organizational functions: Technical (network infrastructure), Commercial (sales, marketing, customer service), and Enablers (HR, finance, legal, administration). The company also empowers its departments and teams through by implementing democratic leadership style in their management practices which encourages collaboration among team members as well as encourage individual ownership.

In terms of financial performances, there have been multiples report demonstrating Banglalink Digital Communications Limited's financial prowess. With an astounding 12.1% year-on-year revenue increase in 2022, the company set record market growth by surpassing other operators. Moreover, in the following year, the company witnessed a 14.4% increase in revenue, demonstrating their capability to capitalize on Bangladesh's growing telecommunications market.

Banglalink Digital Communications Limited's overall marketing strategy utilizes both market penetration and market development strategies. It implements market penetration by offering

competitive prices for network services, data packs, and call rates. Also, its market development strategy entails regional service expansion, targeting new customer segments and offering bundled products and services with various OTT platforms. To illustrate, the MyBL Super App provides a wide range of digital services apart from standard telecommunications product offerings. Moreover, their product-service mix includes both postpaid and prepaid plans along with data packs, roaming services, VAS and various digital services such as Toffee, Banglaflix, Cinespot, and the MyBL Super App.

Beside these, Banglalink Digital Communications Limited optimizes their operations management process by streamlining its data management process. Raw data is collected with the help of CRM systems, network monitoring systems and financial management systems. Sequentially, these data are stored in secured data warehouses and analyzed using business intelligence (BI) tools and customer analytics. Afterwards, actionable information is extracted from these organized data and shared with key stakeholders by utilizing management dashboards and customer portals which influence important business decisions.

Chapter 3 | Project Part

Bridging the Experience and Perception Gap Through 360-Degree Brand

Campaign: A Case of Banglalink Fastest 4G.

3.1 Introduction

Brand perception, also referred to as brand image, is the culmination of customers' overall ideas, opinions, feelings, and impressions about a particular brand. Numerous factors, such as a brand's equity, promise, reputation, messaging, personality, customer experience, and value, all have an impact on it. Customer loyalty, decisions, and overall brand performance are all significantly influenced by brand perception, whether it is positive or negative. A brand's perception and reaction among consumers are shaped by their interactions and exposure to it. Studies on the perception of brands have demonstrated that consumers are concerned with relational and emotional aspects of brand perception in addition to features and benefits (Kervyn et al., 2012). As a result, Advertising has become one of the most effective methods in conveying the message of commercial companies to its target audience (Garde et al., 2019). Moreover, the advertisements play a crucial role in forming expectations and perceptions of a particular brand within the minds of the customers. However, the association and expectation that forms in the minds of customers from mass scale promotions can be distant or consistent with the perception they experience of the product.

3.1.1 Literature Review

Bridging the gap between customer perceptions regarding a brand and their actual experiences with it is an essential objective for organizations, especially in the highly competitive telecommunications industry. This literature review analyzes the effectiveness of 360-degree brand campaigns in bridging customer perceptions with their actual experiences. It examines

topics such as data analytics, integrated marketing communications, consumer engagement, and brand positioning tactics. An analysis of pertinent research from similar concepts provides a theoretical framework for the investigation.

Theoretical Framework: According to Keller (2009), the optimal method of impacting brand equity and customer perception is implementing integrated marketing communication (IMC). It is the means of establishing a unified and consistent communication across all available promotional channels. Therefore, greater brand equity (reputation, messaging, personality, customer experience, and value proposition) positively impacts consumer perception which is important for Banglalink Digital Communications Limited in their goal to bridge their customers' experience and perception gap.

On the other hand, according to Oliver (1980), the expectancy-disconfirmation theory suggests that customer perception is influenced perceived differences between expectations and actual performance from a particular brand. This theory is crucial in terms of measuring how effective 360-degree brand campaigns are in impacting customer perceptions and closing the expectation gap, allowing brands to assess the performance of their promotional activities and keeping track of key metrics.

Although there are multimodal benefits in executing a 360-degree brand campaign, these promotional activities require heavy resource and proper coordination to ensure a unified and consistent messaging across different channels which can be challenging particularly in dynamic and volatile markets such as the telecommunications industry (Smith & Zook, 2011). However, ensuring an integrated communications process across multiple channels can help brands to reach wider audiences, and create a more engaging and interactive experience for consumers which ultimately translates into positive brand perception.

Research Gap: Although extensive research has been conducted on brand perception and factors influencing it, limited studies have been conducted on bridging the experience and perception gap. Similarly, a gap in studies remain with regards to the effectiveness 360-degree brand campaigns in the telecommunications industry. Future research should examine the empirical data of 360-degree brand campaign performances in a broad perspective, focusing on different sectors and contexts

3.1.2 Objectives

Broad Objective: The broad objective of this report is to analyze and understand the effectiveness of a 360-degree brand campaign in bridging the gap between consumer experiences and perceptions regarding Banglalink's Fastest 4G service.

Specific Objective:

1. Evaluate the current perceptions of customers towards Banglalink's Fastest 4G service through qualitative and quantitative research methods.
2. Examine the key elements and tactics used in Banglalink's 360-degree branding campaign to communicate its Fastest 4G service.
3. Analyze how the brand campaign influenced the way customers perceived Banglalink's Fastest 4G service.

3.1.3 Significance

The report holds great significance as it has the potential to improve Banglalink Digital's customer experiences, increase its competitive position, and give direction to strategic marketing plans. Banglalink has the ability to develop focused and successful marketing strategies that connect with its clientele, enhancing its reputation as one of Bangladesh's top

telecom service providers by understanding how effective communication methods are used to bridge the perception and experience gap.

3.2 Methodology

Primary and secondary sources were the main origin of the information used in this report. An online poll was used to collect primary data in order to evaluate the efficacy of digital communication. Social media was used to obtain secondary data, such as views and engagement on digital media channels. Additional relevant data was gathered from many secondary sources, including articles, media stories, websites, and other pertinent literature.

3.3 Findings and Analysis

3.3.1 About Banglalink Digital's Fastest 4G

Banglalink Digital Communications Limited, the third largest telecommunications provider in Bangladesh, has established itself as a frontrunner in offering the nation's fastest telecom network by being crowned the fastest 4G network in Bangladesh for 4 years consecutively (The Business Standard, 2024). Banglalink Digital's Fastest 4G network offers customers significantly better download and upload speed compared to competitors. This translates into smoother online activities such as high-definition video streaming, lag-free online gaming, and continuous video conferencing. Additionally, Banglalink Digital understands the importance of accessibility and is constantly increasing its national network coverage. Their dedication is demonstrated by the launch of approximately 4,000 new 4G stations in 2023 alone (The Business Standard, 2024).

3.3.2 Background of The Study

Being crowned the winners of the Ookla Speedtest Award seven times in a row (Highest by any telecommunications company) in 2022, Banglalink's brand actions as a result, from the

beginning of 2021 to the first quarter of 2023 revolved heavily around establishing itself as the provider of the Fastest 4G network across the country. This emphasis began in the first quarter of 2021 and has continued through the following quarters. After that, in the third quarter of 2021, Banglalink Digital Communications Limited shifted their brand narrative by capitalizing on their recognition as the winners of the Ookla Speedtest awards for 3 consecutive years. During this period, various ATL promotions and tactical marketing campaigns were executed to further establish the brand as the "Fastest 4G network".

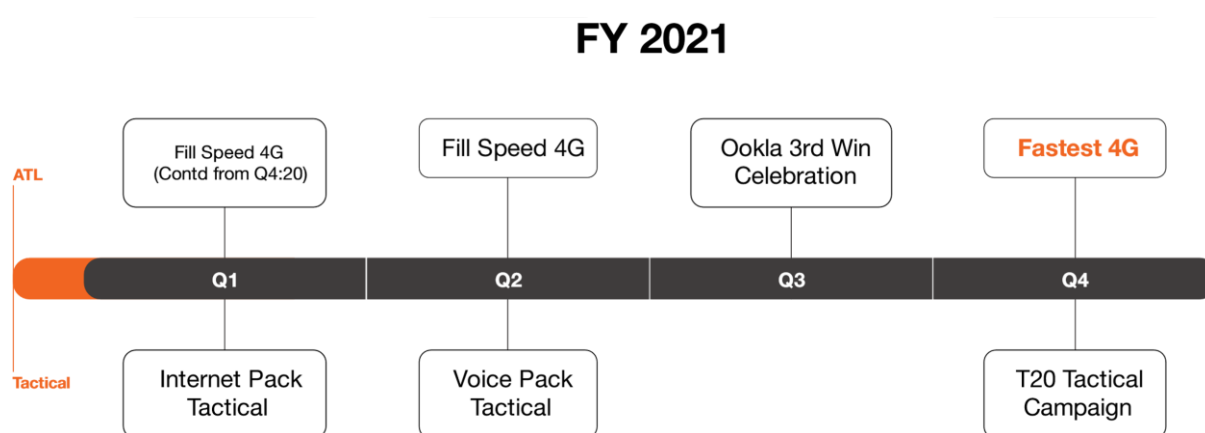


Figure 5: Quarterly Brand Journey for FY 2021

Similarly, this trend continued into 2022, as it capitalized on winning the Ookla Speedtest Award for having the best 4G network in the country for four consecutive years. As a result, in the first quarter of 2022, Banglalink Digital Communications Limited focused its branding efforts on the "Fastest 4G" campaign. Sequentially, the brand narrative remained steady throughout the third quarter of 2022. Furthermore, in the fourth quarter of 2022, the communication goal moved to focus on the FIFA World Cup while supporting the Fastest 4G service offers across all ATL projects. Apart from ATL initiatives, general tactical marketing initiatives were carried out under the banner of Banglalink's Fastest 4G network perception.

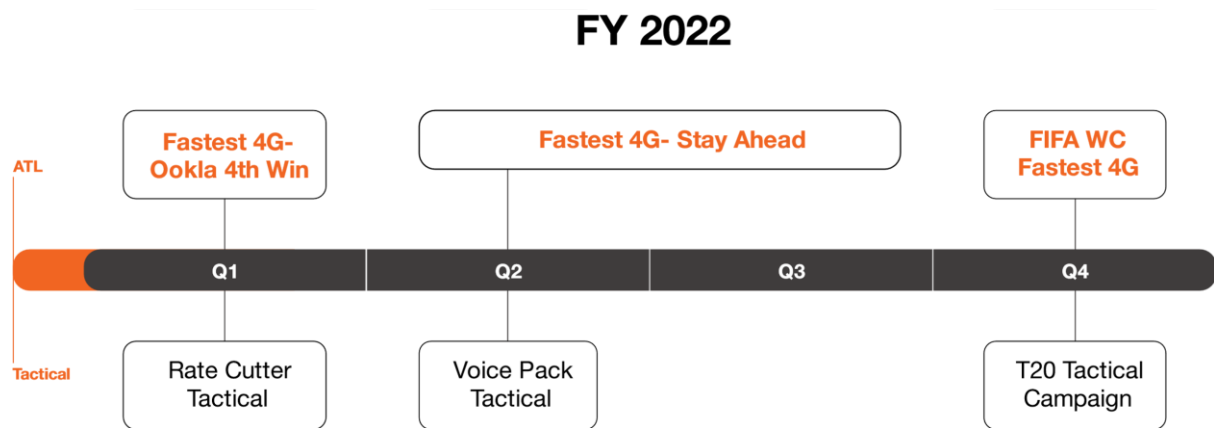


Figure 6: Quarterly Brand Journey for FY 2022

In the beginning of 2023, Banglalink's Fastest 4G network narrative saw continuation. However, by the end of February, the brand narrative had changed. Following that, Banglalink Digital Communications Limited celebrated achieving 40 million subscribers, demonstrating its rising consumer base. Afterwards, in the third quarter it began promoting the relaunch of MyBL Super App with the potential to increase consumer engagement through a feature-rich all-in-one mobile application. Finally, a complete move toward advertising streaming bundles came in the ending quarter of 2023, in an attempt to capitalize on the Cricket World Cup. Additionally, there were substantial digital marketing operations underway during this time period along with these larger campaigns.

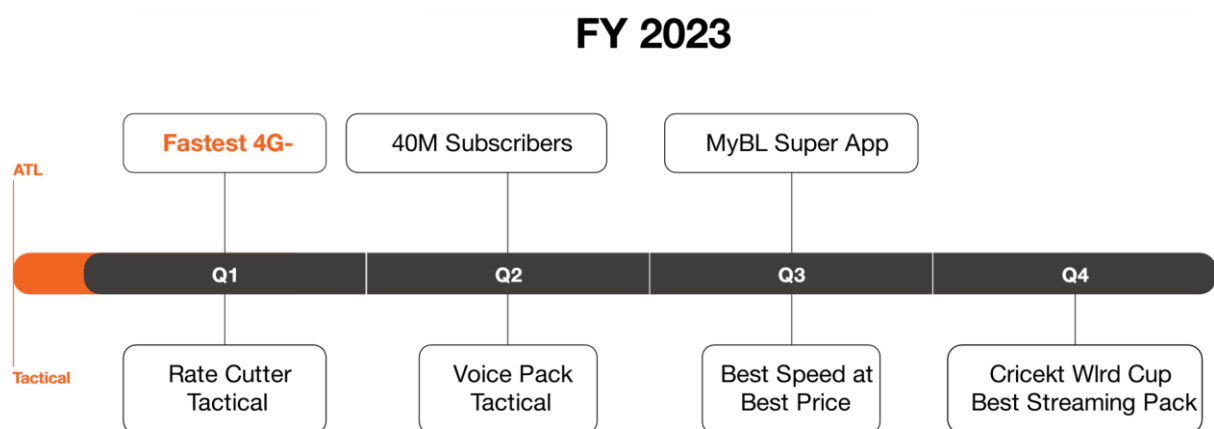


Figure 7: Quarterly Brand Journey for FY 2023

In conclusion, their last dedicated campaign promoting their core strength of being the Fastest 4G Network in the country was conducted in January 2023. In subsequent quarters, it celebrated 40 million subscription milestone, relaunched MyBL Super App, and used the Cricket World Cup to promote streaming service packs. This strategic move indicates a roughly ten-month gap without a dedicated attempt to reinforce Banglalink's position as the supplier of the "fastest 4G network" in Bangladesh through branding initiatives.

3.3.2 Analysis of Network Perception

Top of mind awareness (TOMA) refers to the degree to which a person or group of people think about a brand or are familiar with it in a neutral setting (Smith, 1885). This unit of measurement is utilized to understand the brand perception of companies operating within the telecommunications industry. Between May and November 2023, Grameenphone led the race in their 4G network TOMA with an outstanding average of 51. Similarly, Banglalink Digital Communications Limited and Robi Axiata had a consistent performance throughout the tenure where Banglalink Digital Communications Limited showcased a steady growth in 4G TOMA over Robi Axiata and attaining the 2nd position in the nationwide network perception. Moreover, the best 4G provider perception remains consistent for Grameenphone whereas perception unit for both Banglalink and Robi Axiata in terms of best 4G network provider remain stagnant.

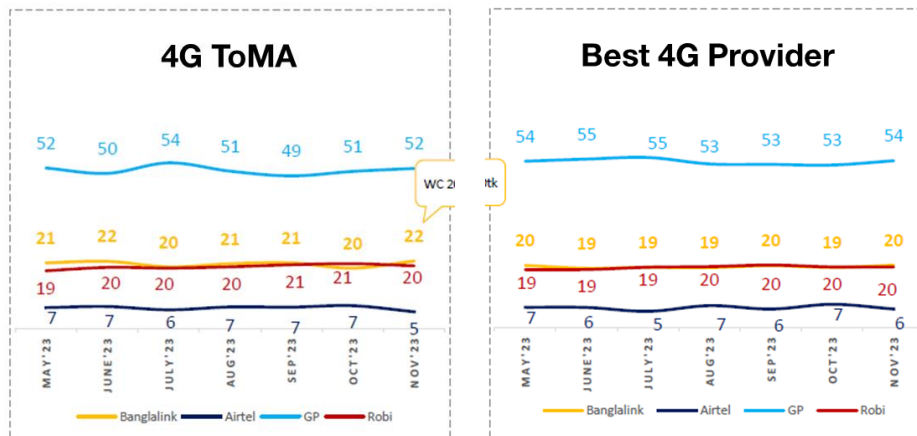


Figure 8: 4G Network Perception Trend Analysis and ToMA

3.3.3 Experience and Perception Gap

A brand is fundamentally the sum of a customer's perceptions and experiences (Keller, 2013). A person's perception of a brand is often biased by preconceived ideas about brand attributes and is affected by the customer's judgmental frame of reference. However, a significant dissonance can often emerge between the brand perception and the actual experience offered by the company to its customers due to biased and preconceived notions regarding the perceived brand image (Verhoef et al., 2009).

By utilizing NPS (Net Promoter Score) analysis, Banglalink Digital Communication Limited's fastest 4G network service experience among subscribers were analyzed from the beginning of 2022 to the third quarter of 2023, showcasing a positive growth in the network experience score in comparison to Robi Axiata and Airtel. Moreover, Grameenphone's network experience amongst users remained steadily declining within this period.

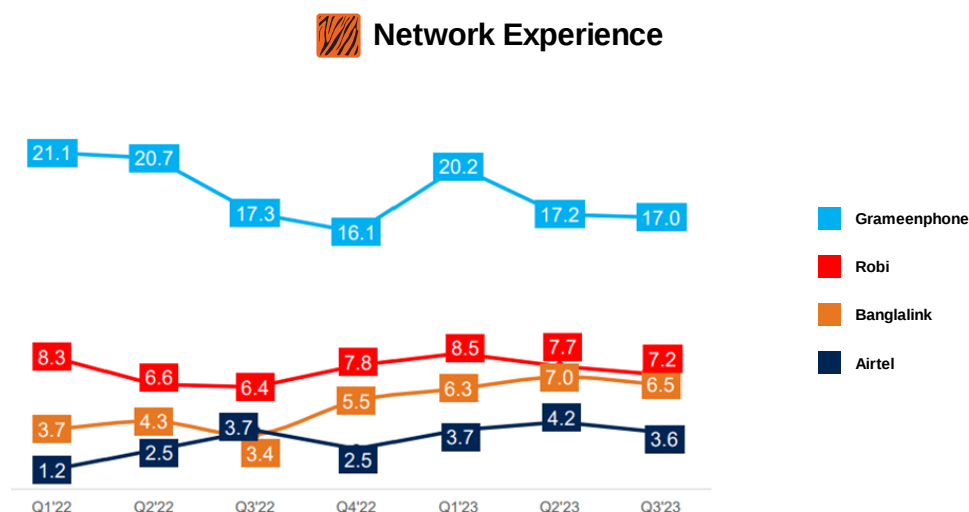


Figure 9 : NPS based Network Experience Trend Analysis

While user satisfaction with mobile internet has declined across Bangladesh since early 2022, Banglalink Digital appears to experience the decline much slower compared to Robi Axiata and Airtel, suggesting Banglalink's Fastest 4G service is gaining user favor.

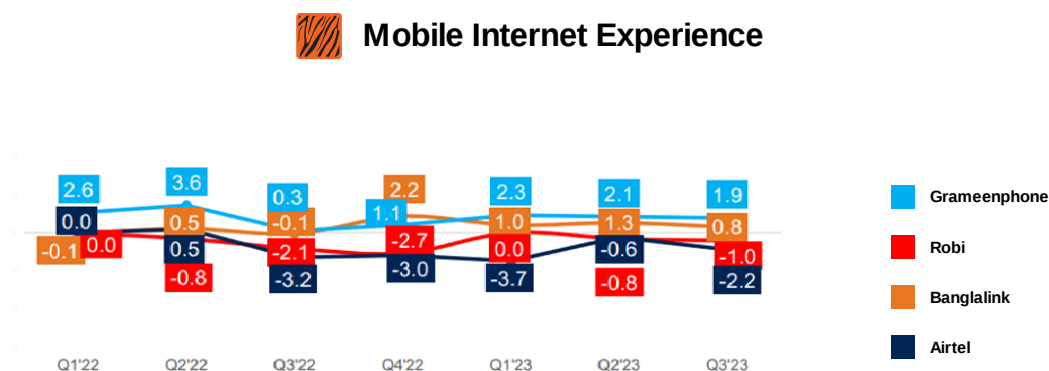


Figure 10: NPS based Mobile Internet Experience Trend Analysis

Overall, Banglalink user perception mirrored network experience trends as their growth in network coverage, quality, internet speed, and 4G coverage were reflected in good perception gains. However, from the 3rd quarter of 2023 a dissonance between perception and user

experience emerged, necessitating remedial action from Banglalink Digital Communications Limited

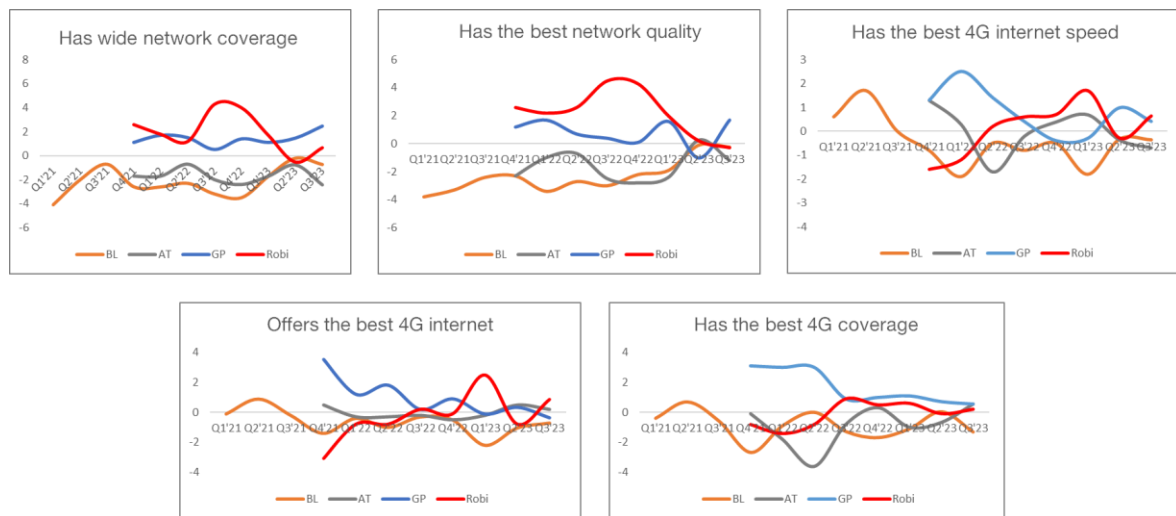


Figure 11: Holistic Network Perception Trend Analysis

3.3.4 The Target Group

Characteristic	Urban Professional	Tech-Savvy Student
Age	25-50 years old	18-26 years old
Occupation	Businessmen/Employed in various sectors (IT, finance, marketing, etc.)	Student (university or college)
Location	Urban residential areas	Urban and semi-urban areas
Tech Savvy	Yes	Yes
Mobile Internet Usage	Work (video conferencing, online documents), entertainment (streaming), social media	Education (online learning), entertainment (music streaming, gaming), social media
Value Proposition	Speed, reliability, affordability	Speed, seamless online experience, affordability
Media Consumption	Television, Newspapers, social media, online news platforms, streaming services	Social media, online learning platforms, gaming platforms, streaming services
Brand Perception	Seeks a reliable and efficient 4g network provider	Seeks a fast and uninterrupted network speed provider

Table 2: Target Consumer Persona

3.3.5 Brand Positioning

The process of creating a mental map of a brand entails spreading activation from a brand name to brand associations that you can still recall (Dobni and Zinkhan, 1990). To facilitate that, CBBE matrix is utilized based on mental maps of brand associations, which indicate how customers remember brand elements. Individual brand maps can be constructed using qualitative methodologies, but they cannot be aggregated to produce generalizable results, inducing their utility to be constrained. With that a mental map of Banglalink Digital Communications Limited, is produced based on the response to the survey which shows the holistic outlook on the customers' emotional attachment to the brand as well as the brand perception.

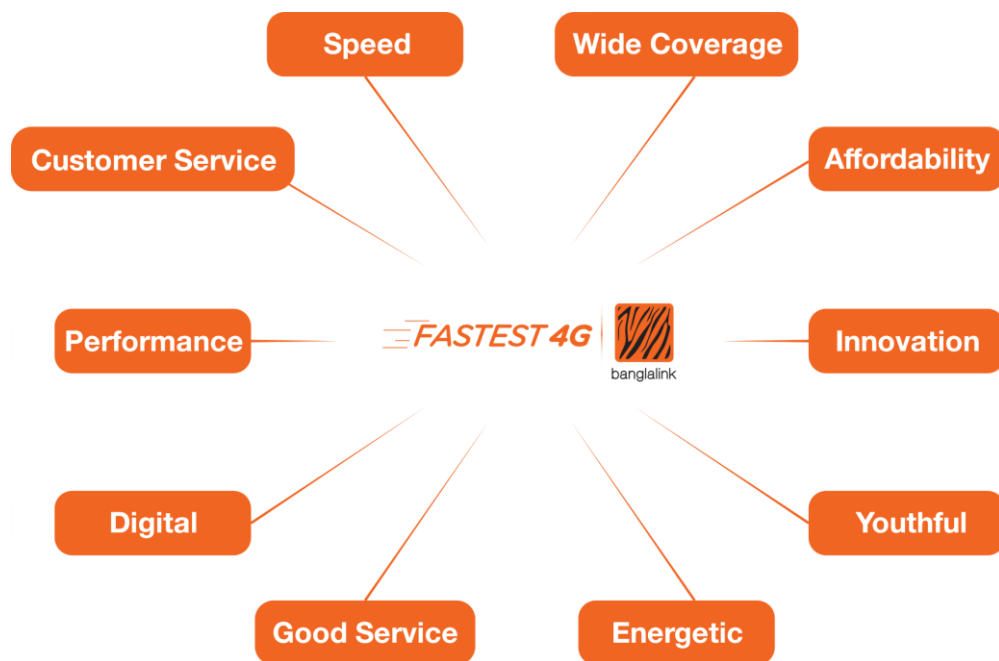


Figure 12: Banglalink Digital's Mental Map

3.3.6 Communication Objective

Banglalink Digital Communications Limited aims to generate awareness and subsequently bridge the gap between customers' perceptions and the actual service they receive by effectively communicating the brand's claim of being the "Fastest 4G Network in the country" to their target audience. The core objective is to solidify Banglalink's position as the undisputed leader in the nation's 4G network landscape. Therefore, communication methodology is centered around reiterating Banglalink Digital Communications Limited's Fastest 4G leadership. The ultimate goal of this campaign is to become the number one choice for consumers' minds in Bangladesh when it comes to the best 4G service.

3.3.7 Scope of Messaging

Banglalink Digital Communications Limited aims to reiterate its leadership position in the nation's fastest 4G network over competition like Grameenphone, Robi Axiata and Airtel with the claim of being the fastest 4G network in terms of speed according to Ookla Speedtest Awards. Therefore, their core communication line must serve both functional and emotional aspects of customer perception.

Intended Functional Message: "Country's Fastest 4G Network - Always and Everywhere"

Intended Emotional Message: "Never miss a moment" (Build A Context of the Emotional Space).

3.3.7 Banglalink Fastest 4G Campaign Launch

Banglalink Digital Communications Limited published its Fastest 4G campaign in the first quarter of 2024 with the aim to establish Banglalink as the number one brand in consumers' minds when it comes to choosing the Fastest 4G network with nationwide coverage, pertaining to their every need. Therefore, the core message of this campaign is **“Banglalink Fastest 4G, Always & Everywhere”**.



Figure 13: Banglalink Fastest 4G Campaign KV

3.3.8 Integrated Marketing Campaign

With the aim to reiterate its 4G network leadership, Banglalink Digital Communications Limited has put emphasis on consistent and unified messaging across various mediums, making this campaign an IMC focused campaign. The campaign leverages a strategic mix of digital and physical channels to ensure maximum reach and impact. With this idea Banglalink has produced a television commercial alongside targeted digital media activities in order to prominently feature the message of unbeatable 4G speed and ever-expanding coverage.

Additionally, billboards and POSM at key transit hubs with high footfall reinforces brand awareness. Moreover, Banglalink has introduced novel promotional practices within the industry such as interactive storytelling and regional CGI advertisements.

3.3.8.1 Advertisement

Banglalink Digital Communications Limited published its **Fastest 4G- Always & Everywhere** TVC as the focal point of communication within their integrated marketing campaign. The advertisement employs a strong emotional impact on the audience by portraying heartfelt moments of a father's happiness on his daughter's wedding. Also, the advertisement demonstrates Banglalink Fastest 4G's potential power to be the beacon of help at every dire moment by providing smooth communications experiences (HD video call, VoLTE voice call) alongside nationwide 4G network coverage.



Figure 14: Banglalink Fastest 4G- Always & Everywhere TVC

3.3.8.2 POS Promotion

Point of sales promotion is a method of promotion which facilitates revenue generate through retail sales as well generate brand awareness. In order to bridge the perception gap among network users, Banglalink Digital Communications Limited took retailer rebranding initiatives with upgraded banners as well as storefronts under the theme of Fastest 4G. Additionally, various POSM were also utilized



Figure 15: POS Promotion

3.3.8.3 Social Media Partnerships

Banglalink Digital Communications Limited has strategically collaborated with popular social media news outlets such as Nutshell Today, The Front Page and Markedium in order to amplify its Fastest 4G Network campaign outreach. By utilizing these digital media partners' wide reach and organic interaction, Banglalink aims to increase brand awareness and visibility within its target audience and generate a positive brand perception on a mass scale.

3.3.8.4 CGI Marketing

Apart from social media promotions and mass media transmission, Banglalink Digital Limited has introduced several MCR or, marketing communications resources to ensure the campaign's reach and visibility to various regional media channels. Within them, the major activity was

the region wise CGI contents. Their novelty along with potential for hype generation played a crucial role in escalating this promotional material forward.



Figure 16: Fastest 4G CGI MCR

3.3.8.5 Interactive Storytelling

Banglalink Digital Communications Limited has launched Bangladesh's first interactive storytelling campaign, marking a significant milestone for the country's digital marketing space. In order to increase digital footfall and interaction to their "Fastest 4G- Always & Everywhere" campaign, the interactive advertisement allows viewers to actively participate in the video by making decisions that change the direction of the story. This method boosts viewer engagement and allows them to connect more emotionally with the campaign's message.



Figure 17: Fastest 4G Interactive Marketing Key Visuals

3.3.9 Campaign Performance

Banglalink Digital Communications Limited garnered substantial numbers on the key metrics for the campaign's performance on various digital platforms. On Facebook, the OVC achieved a total reach of over 5.7 million, more than 10.5 million impressions and over 4.1 million views. Similarly, on YouTube, the campaign reached more than 13.5 million users, accumulating 37 million impressions and more than 5.5 million views on YouTube. On TikTok, the campaign reached 7.7 million users and generated over 4.7 million impressions with more than 2.8 million views (Data Collected from internal Media Report).

Additionally, the CGI marketing contents accumulated more than 10.3 million reach on YouTube and TikTok. Moreover, regional banners promoted in rich media format increased their Fastest 4G network awareness by making 13.3 million impressions on popular nationwide newspapers webpages such as Prothom Alo (Data Collected from internal Media Report).

Overall, the Fastest 4G-Always & Everywhere campaign performed well across all platforms, with prominent audience engagement and effective communication of the campaign message across social media platforms.

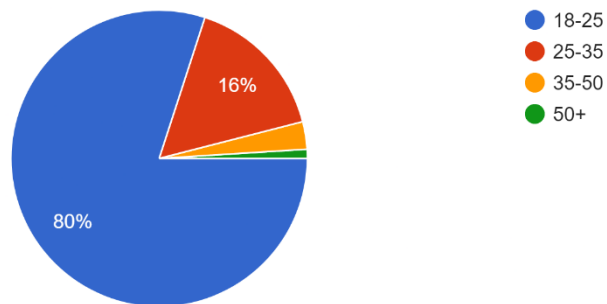
	PLATFORM	REACH	IMPRESSION	VIDEO VIEWS	VIEW THROUGH RATE	AVG. VIEW DURATION
OVC	Facebook	5.7M+	10.5M+	4.1M+	39%	13 sec
	YouTube	13.5M+	37M+	5.5M+	5%	31 sec
	TikTok	7.7M+	4.7M+	2.8M+	59%	10 sec
CGI Content	YouTube	5.6M+	13.2M+	3.2M+	24%	13 sec
	TikTok	4.7M+	5.5M+	3M+	54%	12 sec
Regional Banners	Purple patch		9.1M+			
	Prothom Alo		4.2M+			

Figure 18: Platform wise campaign performance analysis

3.4 Survey and Analysis

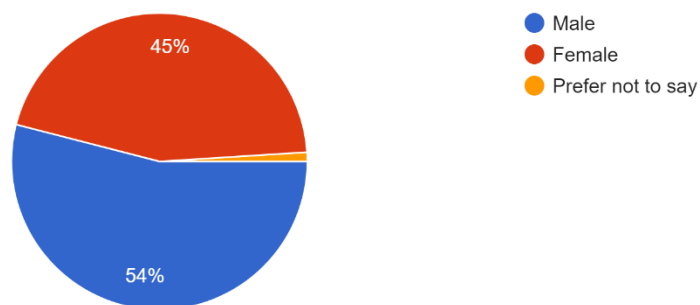
A survey was conducted with 103 respondents to understand the effectiveness of communication in impacting consumer perception of a brand with regards to the telecommunications industry.

Age
100 responses



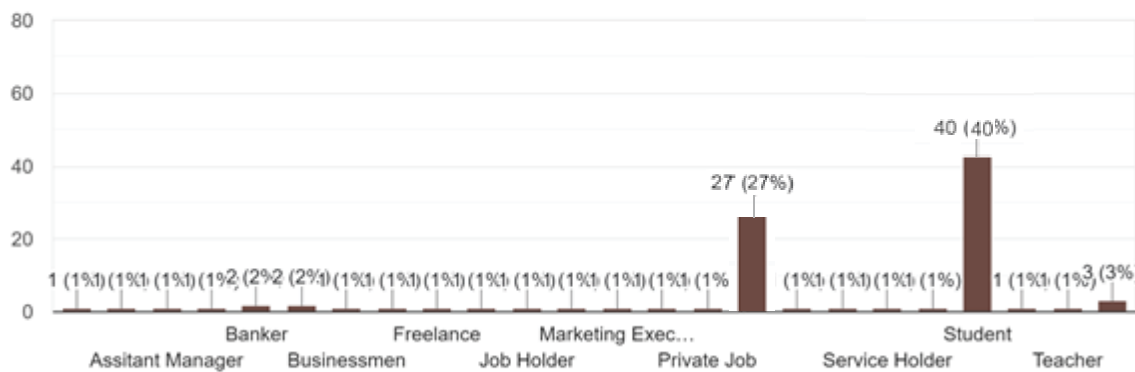
- Almost 80% of the respondents belong to the age group of 18-25 years. Along with 16% belonging to the age group 25-35 years, making the age group a concentration of 18-50 years old.

Gender
100 responses



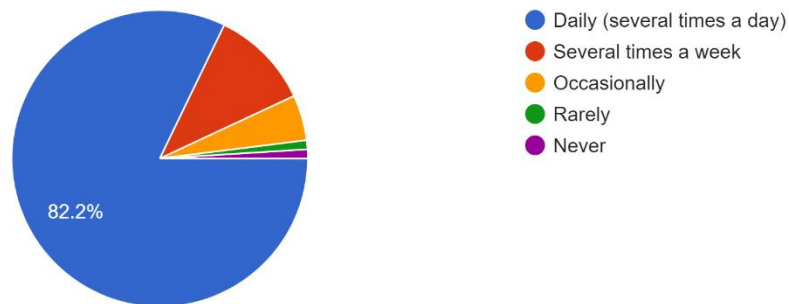
- 54% of the respondents were male and 45% of the respondents were female, making it a well-balanced gender-neutral survey.

Occupation
100 responses



- 40% of the respondents' occupation were students and 27% of the respondents were private service holders.

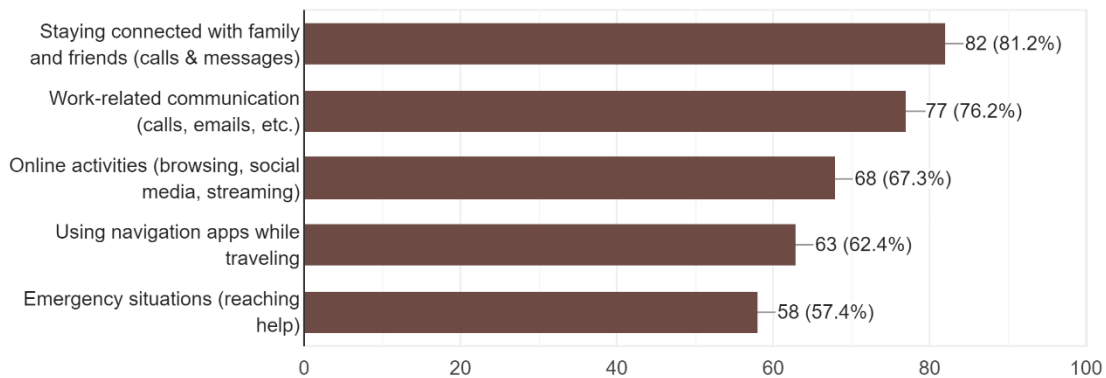
How often do you use your mobile network for voice calls, SMS, and internet access? (Select one)
101 responses



- Over 80% of the respondents use their mobile network operator for voice calls, SMS and internet access on a daily basis.

In which scenarios do you believe a reliable mobile network is most important? (Select all that apply)

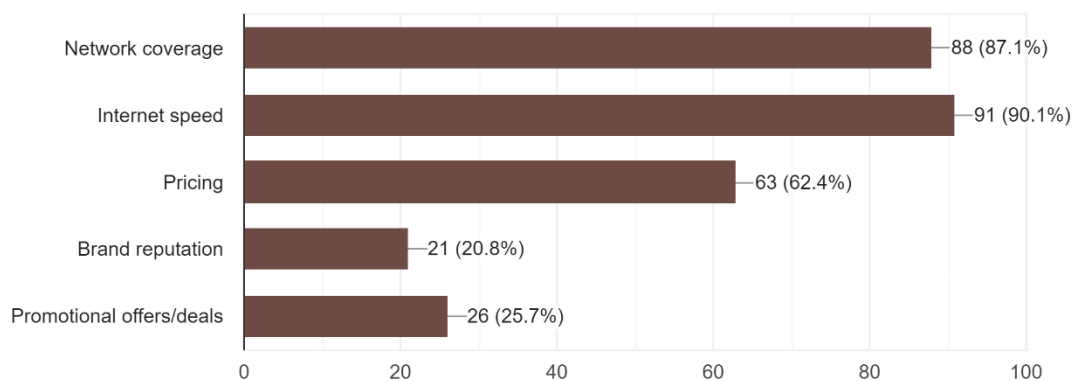
101 responses



- From here it can be established that the need for a mobile network to be reliable is particularly high in the case of staying connected with family and friends through calls & messages. Comparatively, it's least needed in emergency situations.

When choosing a mobile network operator, which of the following factors are most important to you?

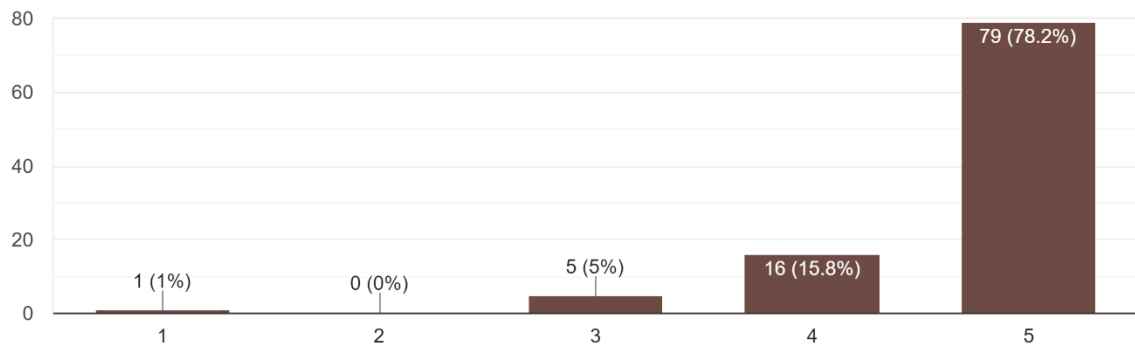
101 responses



- Over 90% of the respondents feel the internet speed and network coverage are the most important factors when it comes to evaluating a mobile network operator.

How important is the internet speed when selecting a mobile network operator?

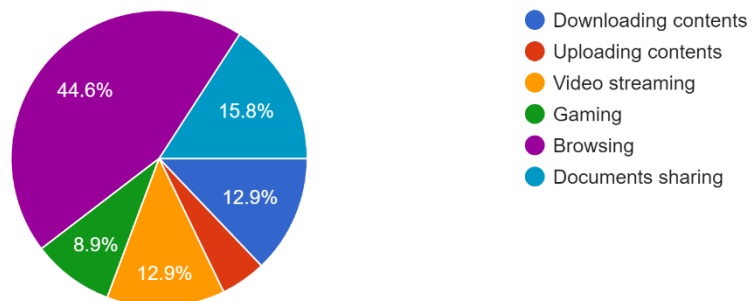
101 responses



- It is established from here that internet speed is extremely important for the respondents when selecting a mobile network operator.

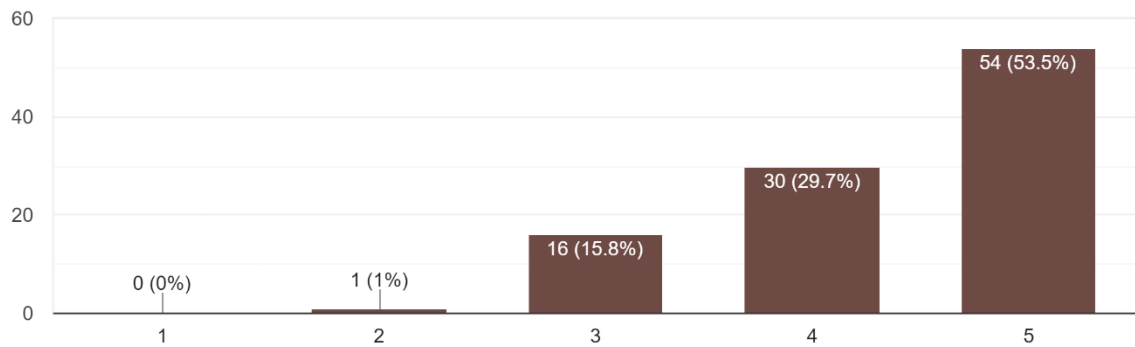
Why do you need high-speed mobile internet?

101 responses



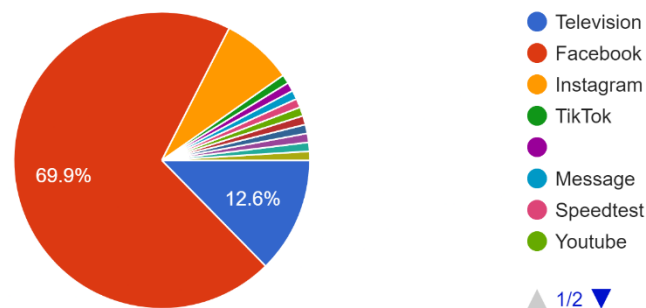
- Over 46% of the respondents feel high speed internet is required for browsing the web whereas 15.8% feel it's needed for faster document sharing online. Similarly, 12.9% prioritize high speed internet for downloading contents online.

How important do you think communication is in making people aware of 4G coverage and speed?
101 responses



- Over 53% of the respondents think effective communication is extremely important in making people aware of a network operator's 4G coverage and speed.

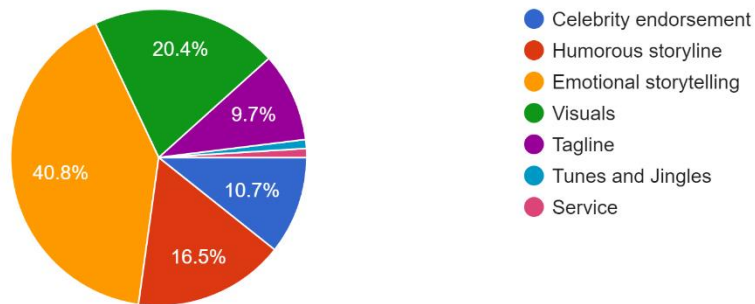
Which communication platform do you find most useful in getting information about a network operator's high speed internet?
103 responses



- Facebook is deemed as the most useful medium in receiving information about a network operator's high-speed internet with almost 70% responses selecting it. Besides Facebook, Television was the second most popular medium with 12.8% responses.

What makes an advertisement from a telecommunications provider memorable to you?

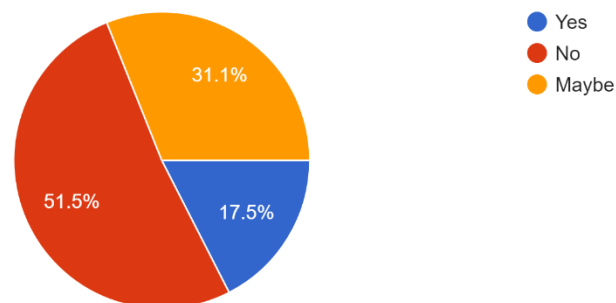
103 responses



- In terms of advertisement recalls, according to over 40% of the respondents, emotional storytelling plays the most vital role in making an advertisement from a telecommunications provider memorable.

If you do not see advertisements from a network operator, will you think the operator is providing bad service?

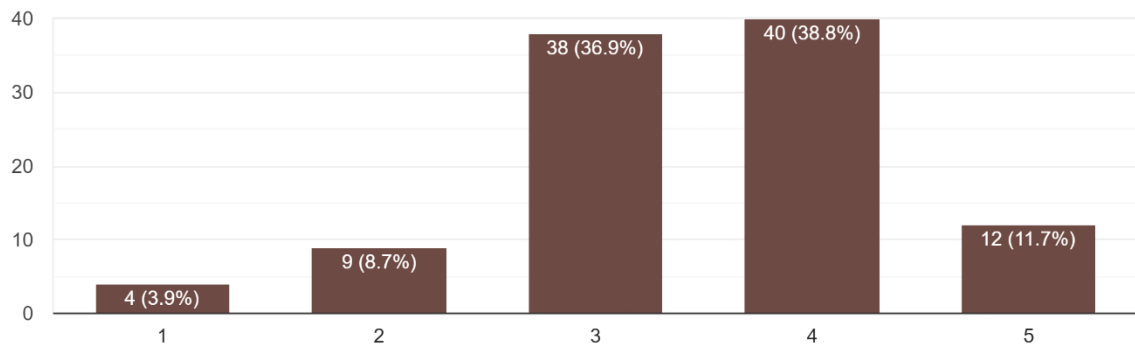
103 responses



- 51.5% of the respondents think the absence of frequent advertisements from a network operator does not indicate its incapacity to provide good service. While 17.5% think it is a indicator for the network operator providing bad service.

How satisfied are you with your current mobile network operator?

103 responses



- Majority of the respondents (almost 80%) are moderately satisfied with their current network provider in terms of network coverage, internet speed and other facilities, suggesting room for influencing positive brand perception.

What do you think of Banglalink's 4G network?

103 responses



- With varied responses among the respondents, the most common response to Banglalink's 4G network were fast speed, affordability, youthful, never used it, no idea and wide coverage.

What comes to mind when you see Banglalink's 4G brand proposition 'বাংলালিংক Fastest 4G দেশজুড়ে সবসময়, সবখানে' ?

103 responses

Need to use it before believing it
Always active network all around Bangladesh
Connectivity with fastest speed
Fastest 4 network in Bangladesh
It doesn't reflect the reality with the tagline.
Reliable network all around the country
Telling truth
Its a good brand proposition.

- When asked about Banglalink's Fastest 4G brand proposition, majority of the responses showed positive affirmations, signaling the positive shift in brand perception.

3.5 Recommendations and Conclusion

3.5.1 Recommendations

1. Consistency is equally important in communication as quality. Banglalink Digital Communications Limited should focus communicating more frequently on their core strength of being the provider of the fastest 4G network in the country.
2. Using influencer marketing is proven to dramatically increase campaign visibility by leveraging the reach and popularity that content creators have with their audiences. This strategic partnership can help to bridge the gap between user experience and perception on the micro level.

3.5.2 Conclusion

This report aimed to evaluate how a 360-degree brand campaign can bridge the disconnect between Banglalink's Fastest 4G service and consumer perceptions of its effectiveness. Upon discussing and researching the findings from the data analysis and qualitative research, it substantially implies that there is a positive correlation between a 360-degree integrated marketing campaign and positive brand perception.

Although the findings illustrate positive impact of a 360-degree marketing campaign on bridging the perception and experience gap of Banglalink Digital Communications Limited, it cannot be generalized for industries other than telecommunications. Also, it raises the question for the efficacy of 360-degree brand campaign in long-term strategy.

In conclusion, the report provided insights on Banglalink Digital Communications Ltd.'s 360-degree branding initiative along with details into the actual application of brand perception and customer experience in a competitive market setting.

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