

Intern Report
On
“Strategic Social Marketing Campaign for Consumer
Engagement: Analyzing ACI Limited’s Branding
Initiatives Taken Beyond CSR”

By
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An internship report submitted to Brac University to satisfy the requirements for the degree
of Bachelor of Business Administration

BRAC Business School
BRAC University
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Letter of Transmittal

Date: 9 Sep 2025

To

Ahmed Abir Chowdhury

Senior Lecturer

Bachelor of Business Administration

Brac University

Subject: Submission of Internship Report

Dear Sir,

It is my pleasure to submit the internship report titled “**Strategic Social Marketing Campaign for Consumer Engagement: Analysing ACI Limited’s Branding Initiatives Taken Beyond CSR**”, prepared as part of the requirements for my BBA program.

During my internship, I gained valuable insights into brand strategy, campaign development, consumer behaviour, and market analysis. I had the opportunity to assist in real-time projects, analyse brand performance data, and contribute to marketing plans.

This experience has significantly enhanced my practical knowledge of marketing and improved my communication, teamwork, and strategic thinking skills. I believe these learnings will serve as a strong foundation for my future career in brand management and the FMCG industry.

Thank you for your guidance and support throughout this journey.

Sincerely,

Shifat Rahman

20104016

Acknowledgement

First and foremost, I am profoundly grateful to Almighty Allah for granting me the strength, patience, and perseverance to complete my internship and this report.

I owe heartfelt thanks to my mother for her unwavering belief in me and her continuous encouragement, which inspired me to embrace this opportunity and see it through. Her support has been a guiding light throughout my journey.

I extend my sincere gratitude to my academic supervisor, **Ahmed Abir Chowdhury**, Senior Lecturer at BRAC Business School, for his valuable time, feedback, and guidance throughout the preparation of this internship report.

A special note of appreciation goes to my on-site supervisor, **MD. Sajid Kayser**, Product Group Manager at ACI Consumer Brands Toiletries Division, for his constant support and direction. I am also thankful to **Saif Muhammad Anwar** (Brand Executive), **Shokuntala Paul** (Brand Executive), and **Rasmisha Binte Reaz** (Brand Executive) for helping me select the topic and providing insightful feedback and encouragement.

I would also like to express my gratitude to the entire team at ACI Consumer Brands Marketing Division. Their cooperation and mentorship enriched my learning experience and helped me gain real-world exposure to brand management and marketing functions.

Lastly, I am thankful to **BRAC University** for incorporating this internship program into our curriculum, which has enabled me to bridge academic knowledge with practical experience.

I have prepared this report with sincere effort and dedication, and I welcome any suggestions or recommendations for improvement.

Declaration

- I declare that this internship report is based on my original work, completed as part of my academic program at **BRAC University**.
- The report has not been submitted, either partially or entirely, to any other university or institution for academic or professional purposes.
- Any content or material taken from external sources has been appropriately cited and referenced by academic standards.
- I have upheld ethical practices throughout the preparation of this report and maintained confidentiality where required by the organisation.
- This report reflects my insights, observations, and the practical experiences I gained during my internship at **ACI Limited – Consumer Brands Division**.

Student's Full Name & Signature: _____

Shifat Rahman Student

ID- 20104016

Supervisor's Full Name & Signature: _____

Ahmed Abir Chowdhury

Senior Lecturer

BRAC Business School

BRAC University

Executive Summary

The purpose of this internship report is to discuss how ACI Limited is a leading conglomerate in Bangladesh that applies strategic social marketing campaigns to engage consumers and become its loyal brand, shifting beyond the traditional lines of Corporate Social Responsibility (CSR). Unlike CSR, which typically manifests through charitable or compliance-based actions, the ACI works with social problems to solve these and at a time increase brand reputation and value. In aiming to influence consumer behaviour and sustain its market position, the company would undertake initiatives to improve population health, promote hygiene education, and adopt sustainable farming practices.

The internship at the Consumer Brands Division of ACI provided a valuable learning opportunity where we can learn how social marketing programs can effectively appeal to consumer emotions and foster brand credibility. Through its brand talk that developed with social issues, ACI has generated social and economic values by promoting its corporate image and by resolving social issues that can sustain the society at a structural level. These efforts have reinforced the image of the group as an organisation with a cause in the cut-throat FMCG business.

The study looks into how successful social marketing is in influencing behaviour and performance of both consumers and companies, based on real campaign metrics, company reps, and secondary research. The results are that, overall, integrated campaigns have better results about consumer connecting and brand value over time than stand-alone CSR campaigns. The current study contributes to understanding how socially embedded marketing types could be used as a real game in achieving a social impact and sustainable business development.

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Chapter 1: Overview of Internship



Chapter 1

1.1 Introduction Student Information

Name	Shifat Rahman
ID	20104016
Department	Brac Business School
Programme	Bachelor of Business Administration
Major	Marketing & finance

1.2 Internship Information:

1.2.1 Timeframe, Organisation Name, Department, Address

Period	3 Months (1st February to 30 April, 2025)
Organisation Name	Advanced Chemical Industries (ACI) Limited
Department	Consumer Brands (Marketing Department)
Address	Novo Tower, Level-14, 270, Tejgaon Industrial Area, Dhaka-1208,

1.2.2 Internship Company Supervisor's Information: Name and Position

Name	Sajid Kayser
Position	Product Group Manager (Consumer Brands Division)

1.2.3 Job Description

During my three-month tenure as an academic intern at ACI Limited in 2025, I worked under the Consumer Brands Marketing Department, where I had the opportunity to engage with some of the company's most widely recognised brands. These were Savlon (Liquid Antiseptic, Hand Wash, and Soap), Septix, Shinex, Leona, Neem Original, and in New Product Development. It is officially agreed that the internship commenced on 1st February and was completed on 30th April.

I worked at the Novo Tower, Tejgaon, Dhaka, with a typical working schedule from 8:30 a.m. to 6:00 p.m., Monday through Thursday. During this time, I was fortunate to engage in various branding projects, both at the office level and in the field. The practical worked to a larger extent, giving me a better insight into the consumer goods market, positioning, and strategic operations of brands.

Working in such a dynamic and professional environment enriched my knowledge of marketing practices, brand communication, and consumer behaviour, providing a strong foundation for my future career (Becher, 2018).

Job Responsibilities

- Supported branding and promotional activities across key FMCG brands, including Savlon, Baby Soft, Neem, Septex, Shinex, Leona, and Wonder.
- Contributed to New Product Development (NPD) through competitor analysis, market feasibility studies, and concept testing.
- Conducted field research and pricing analysis (MRP, TP, DP, NSI, including VAT) through regular market and modern trade visits.
- Designed and conducted consumer surveys to assess product perception and gather insights for brand strategy.
- Monitored competitor activities, including trade offers, price cuts, and product launches, and prepared analysis reports.
- Participated in campaign planning and BTL communication efforts to support marketing executions.
- Identified branding opportunities at hospitals and kids' play zones (e.g., Babuland) for targeted products.

- Coordinated with sustainability partners (e.g., tree plantation organisations) for Neem Original branding.
- Collected product samples from buying houses for production purposes and evaluated QPS offers to boost sales.
- Collaborated with cross-functional teams for campaign rollout, research execution, and market activation.

1.3 Internship Outcomes:

1.3.1 My Contribution to the Organisation

During my internship at ACI Ltd., I was assigned to the Consumer Brands (CB) Marketing Department, an energetic unit responsible for brand management, strategic campaign execution, and performance analysis of a diverse range of consumer products. There, in the role of an intern, I supported Brand Executives and Senior Brand Executives by engaging in consumer research for unlaunched products.

The primary duty I had to perform was field research to gather rich consumer information. I involved target consumers to determine their views of several product attributes such as packaging, fragrance and formulation. I asked their opinion about what they liked and collected information on changes that could be made. This market research by doing methodology allowed me to contribute to the development and positioning strategies of the ultimate product by providing the marketing team with consumer-driven data (Repar and Bogue, 2023).

Besides my routine work, I also participated in the field activities, where the most interesting task was collecting products according to specific samples, and gaining the approval of the managers regarding product decisions. In addition to introducing me to the world of the product lifecycle and the importance of consumer feedback, these activities enabled me to be involved in cross-functional communication among departments.

1.3.2 Benefits to the student

Internship at ACI Ltd. taught me a valuable lesson and influenced my professional growth more significantly than my personal development. A complete learning experience that

provided me not only the skills, but also the kind of knowledge necessary to be successful in any corporate job, especially FMCG business.

1. Development of Soft Skills: The opportunity to develop and practice my soft skills was one of my favorite experiences that my internship afforded me. A few of the things up on my plate when I first started here were providing offers for the product and then also coming up with messaging.

2. Team Work and Interpersonal Skills: Team culture at the office assisted me to work in close coordination with marketing professionals. The overall interaction brought to my development better interpersonal communication, knowing how to work with peers and negotiate work relationships (Patricia, 2015). This exposure taught me the meaning of team synergy and the need for the team to stand up for each other in order to meet departmental goals.

3. Analysis and Problem-Solving Skills: Real-time analysis tasks honed my approaches to critical thinking. I felt pressure to react quickly and be cautious on my tactical movement (Colwell, 2024). So in that way, my thinking has been conditioned to look at things analytically and manage the working process while under pressure and maintain correctness.

4. Professional Environment: ACI Ltd. can look for a structured as well as fast environment where flexibility, closed loop fast decision-making & tight deadline culture is prerequisite of the desired competencies. From it, I learned crucial work related skills: time management, communication, presenting and work ethic. The skill sets are important to any marketing individual and I find my holistic growth has been so much aided by them.

5. Networking and Stakeholder Engagement: During the internship, I was also able to work with many internal and external stakeholders such as: supervisors, brand managers and consumers. Communicating with such a diverse group of stakeholders enabled me to create a solid network that will support my future career. This sort of engagement has made me understand the importance of stakeholder engagement and achieved much more networking skills which is an essential part of growing in any business environment (Bryson, 2018).

In short, I would like to express that, this internship at ACI Ltd. has been a value addition and enlightening for me. It offered me an insight into the real-life expectations and workings of a top FMCG business, giving me a far better chance of taking advantage of future career opportunities. The learnings and knowledge gained will set me up beautifully to accomplish my professional goals in marketing.

1.3.3 Challenges Encountered During the Internship

First, when I was at such a stage, it became clear to me that I had to face several issues because it was my first experience in a professional environment. The first challenge was to overcome my shyness and learn how to communicate effectively with seniors and bosses in an enterprising and professional manner. At some point, a miscommunication occurred, which interfered with my performance and productivity. To deal with this, I took the initiative to get feedback and advice on the task requirements and work expectations by consulting my supervisor and team members (Bens, 2017).

In addition to interpersonal problems, logistical and infrastructural issues existed. The speed of the office internet was relatively low, and it slowed down the successful online activities. In addition, I was required to commute to the office daily with my laptop, which was both annoying and cumbersome due to the prevailing transport challenges, especially as students staged protests in major towns and even damaged public transportation. It was clear that we lacked an official intern ID card, which heightened the risk during our commute. Therefore, there is a need to improve intern management.

1.3.4 Recommendations for Organisational Improvement

Based on my observations during the internship, several recommendations can be proposed to improve operational efficiency and employee satisfaction within the Consumer Brands department:

1. **Workforce Allocation:** There is an urgent situation in which more employees must be recruited to perform specific jobs. Presently, Brand Executives have to oversee numerous brands at a time, which distracts their palette and hampers their brand-specific approach (Brégaint, 2025). Segmentation of the brands would be done

by assigning exclusive Brand Executives to each brand, which would enhance management and responsibility.

2. **Clarification of Job Descriptions:** Often, they demand that employees do more than what their official job description requires, which includes designing logos, packaging, choice of colour schemes, and development of fragrances. Such a division of roles usually brings about job dissatisfaction and overloading (Kelly and Moen, 2021). Job descriptions and boundaries at individual levels can improve morale and increase output.
3. **Establishment of a Clear Chain of Command:** A Proper and clear chain of command would help to reduce undesired interference and misunderstandings. The employees often receive mixed signals or are expected to handle duties that exceed their expertise. The existence of clear reporting lines and decision authority would enable the operations in the company to be less inefficient.

Chapter 2: Organisation Overview



Figure: ACI (Kelly and Moen, 2021).

2.1 Introduction

2.1.1 Introduction

The purpose of writing this chapter is to give an early bird view and description of Advance Chemical Industries (ACI) Limited in the context of its organisational structure, functional units, business strategies and marketing. ACI is one of the highly diversified conglomerates in Bangladesh with business in various segments of pharmaceuticals, consumer brands, agribusiness, and retail businesses. This chapter helps in explaining the overall internship report by providing contextual information about the internal management process and the positioning in the market of ACI. The materials are highly connected to knowledge about the construction of a strong corporate background upon which an effective social marketing initiative is mounted.

2.1.2 Objectives of the Study

The key objectives of this study are to:

- The approach and the strategy orientation at ACILimited.

- See what marketing and branding are being used to endorse ACI consumer involvement.
- Evaluate the quality control plan of the firm, its sustainability and corporate responsibility.
- Determine practices and performance measurements that are important operating practices resulting in a competitive advantage.
- Point out the weaknesses and deficiencies in the current market practices of ACI and suggest recommendations.

2.1.3 Scope of the Study

This chapter covers a wide range of aspects related to ACI Limited's operations, including:

- Philosophy, mission-vision-value, organisational philosophy, history.
- Product range on both the consumer brands and other business divisions.
- Recruitments, appraisal systems, training, and HR policies.
- Positioning, Targeting, promotion and marketing mix.
- Controls, rate of financing and management, information systems.
- Strategic analysis with the aid of SWOT, PESTEL and Porter's Five Forces tools.

The focus remains on the Consumer Brands Division, where the internship was conducted, while also referencing the broader structure of ACI Ltd.

2.1.4 Methodology

The methodology adopted in compiling this organisational overview includes:

- **Primary Observations:** First-hand experience and observation during the internship placement at ACI Limited's Consumer Brands Marketing Department.
- **Interviews & Informal Discussions:** Conversations with supervisors, brand executives, and marketing professionals during daily operations.
- **Secondary Research:** Analysis of company reports, academic articles, websites, marketing materials, and financial documents.
- **Analytical Tools:** Use of strategic frameworks such as SWOT, PESTEL, and Porter's Five Forces to assess market dynamics and company competitiveness.

2.1.5 Significance of the Study

This chapter plays a pivotal role in contextualising the strategic social marketing efforts discussed in the report. It helps the reader:

- Find out what ACI is in business and what its value propositions are.
- Determine how the corporate culture can be aligned with sustainable and social marketing purposes.
- Consider the impact of the internal capacities in terms of external communication to the consumers and the stakeholders.
- Learn the dynamics of the real-life organisational dynamics in the FMCG sector of Bangladesh.

For business students and marketing professionals, this study offers a model for integrating business strategy with social responsibility and consumer-centric approaches.

2.1.6 Limitations of the Study

While the study provides a broad and insightful overview of ACI Limited, certain limitations must be acknowledged:

- **Departmental Focus:** Insights have been provided on the analysis of the Consumer Brands Division, although the rest of the business units, like Agribusiness or Pharmaceuticals, cannot be evaluated because of them.
- **Time Constraints:** The three-month internship duration restricted a more in-depth longitudinal analysis of brand strategies or campaign outcomes.
- **Access to Confidential Data:** It failed to give full information since some strategic and financial information was withheld as a result of confidentiality agreements.
- **External Market Data:** Limited access to third-party market research reports constrained a broader comparison with competitors.

Notwithstanding these constraints, the results help provide a reliable yet meaningful analysis of the organisations that contribute to the aims of the internship report.

2.2 Overview of the Company

2.2.1 Historical Background

- **Origin:** ACI traces its roots to Imperial Chemical Industries, a British multinational which operated in Bangladesh as ICI Bangladesh Manufacturing Ltd (Abdullah, 2017).
- **Transition:** In 1992, ICI Plc divested its holdings, and the local management acquired the company, renaming it **Advanced Chemical Industries (ACI) Limited**.
- **Stock Market Presence:** ACI was listed on the Dhaka Stock Exchange and emerged as a public limited company.
- **Global Recognition:** ACI is a founding member of the World Economic Forum's "Community of Global Growth Companies."
- **Expansion:** ACI Formulations Limited, a key subsidiary, has gained access to the capital market through direct listing, broadening the company's investment appeal (Mahjabin, 2025).

2.2.2 Mission Statement

"To improve the quality of life through the ethical and intelligent use of knowledge, technology, and human potential."

- Delivering world-class products.
- Harnessing innovation to improve customer experience.
- Empowering employees to excel and lead.
- Ensuring customer satisfaction across all operations.

2.2.2 Vision Statement

ACI envisions becoming a leader in every industry it operates in by:

- Maintaining **consistent quality** and delivering **value for money**.
- Encouraging a culture of **empowerment** and **innovation** among employees.
- Creating an ecosystem that fosters **continuous learning** and **personal growth**.
- Optimising resources and adopting advanced technology to ensure productivity.
- Promoting **inclusive growth** by strengthening partners and suppliers.



Brand: Septex

Products: Soap, Handwash



Category: Natural Care

Brand: ACI Neem Original

Products: Soap, Handwash



Category: Baby Care

Brand: Baby Soft

Products: Lotion, Soap



Brand: Twinkle

Products: Diapers, Baby Wipes, Lotion, Soap, Feeder, Spoon Feeder



Category: Household Cleaning

Brand: Wonder

Products: Dish Wash Bar, Liquid Dish Wash



Brand: Shinex

Products: Floor Cleaner, Glass Cleaner



Category: Insect Control

Brand: ACI Aerosol

Products: Insect Spray

ডেঙ্গু ও চিকুনগুনিয়া থেকে
নিজেকে নিরাপদ রাখুন

এখন নতুন হ্যাডি প্যাক
মাত্র ৯৯ টাকায়!

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ACI
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Insect Killer

Dami.com.bd
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ACI AEROSOL INSECT SPRAY
HANDY 120 ml

ACI AEROSOL INSECT SPRAY
475 ml

ACI AEROSOL INSECT SPRAY
Jumbo Pack 800 ml

ACI AEROSOL INSECT SPRAY
350 ml

ACI AEROSOL INSECT SPRAY
250 ml

AWARDED
Superbrands
BANGLADESH'S CHOICE
2019

Brand: Black Fighter Max

Products: Mosquito Coil



Category: Air Freshener

Brand: Angelic

Products: Misty Wood, Anti Tabac, Orchid Breeze, Amazonia, Fruit Punch



Category: Oral Care

Brand: Colgate

Products: Toothpaste, Mouthwash



Category: Feminine Hygiene

Brand: Freedom

Products: Heavy Flow Wings, Ultra-Wings, Regular Flow, Teens, Combo Wings, Belt System, Panty System, Regular Flow Popular, Intimate Wash, Hair Removal Cream



2.2.5 Quality Policy

ACI Limited has a systematic and standard quality policy that is concerned with top-quality product and service provision (Keya, 2023). The organisation complies with international quality standards to deliver value for money and ensure customer long-term satisfaction. ACI has consolidated its quality management system with the globally accepted code of standards, such as the Current Good Manufacturing Practices (CGMP), by the World Health Organisation, especially in the pharmaceutical arm.

To ensure a steady production, ACI uses a documented operating routine in its manufacturing and distribution channels. The firm is based mainly on organisation in quality control across all levels of operation. Customer needs assessment, adherence to regulatory framework, and improvement of the ongoing processes are some of the key elements of this policy.

Technical training and development are offered to the employees regularly to ensure the quality management system is met. This elevates efficiency in operations and eliminates the need for rectifying measures when they arise. All quality assurance processes of the company are tracked and audited regularly to facilitate continual development and adherence to both domestic and international standards (Wisse, 2025).

2.2.6 Environmental Policy

ACI Limited uses the environmental management system, which is directed to reduce its ecological footprint (Ahmed, 2024). The firm has a policy on ensuring that all business activities are undertaken in an environmentally friendly way. ACI abides by the set rules and policies governing environmental regulations, both locally and internationally and supports policies fostering sustainable development.

The body focuses on the preservation of natural resources, as the organisation ensures that there is careful use of water and energy during its production and distribution (Byjus, 2023). They also take care that wastewater and solid waste are properly treated before being disposed of. Modern and efficient technologies are also regularly used in updating waste management systems to ease pollution and encourage the use of resources.

ACI also has open communication links internally and externally on matters related to the environment (Chakma, 2021). The firm is keen to create awareness among both employees and contractors by carrying out environmental education and involvement activities. The risks and measures of response are regularly checked and audited in the environment.

The company's environmental policy provides evidence of its environmentally friendly package initiatives, reduction of plastic consumption, and low carbon footprint. These initiatives are aligned with the national environmental objectives and international benchmarks in sustainability.

2.2.7 Engagement with the UN Global Compact

ACI Limited has been an active member of the United Nations Global Compact (UNGC) since September 2003 (Rahman, 2025). The UNGC can be characterised as a voluntary corporate sustainability system that incorporates more than 12,000 businesses, located in 145 countries. It endorses ten globally acknowledged norms in the field of human rights, labour standards, the environment and corruption.



Figure: UN Global Compact (Benson, 2024)

As a company of UNGC, ACI incorporates these principles in the corporate strategy, operations and ACI culture. The company is required to submit an annual Communication on

Progress (COP) report as an indicator of its transparency and accountability in corporate responsibility to sustainability and ethical communication business undertaking.

ACI is regarded as one of the participants in the Community of Global Growth Companies introduced by the World Economic Forum (Rahul, 2022). Participation in this club proves that the company sticks to international standards and becomes a part of corporate life on a worldwide level.

ACI reinforces its governance structure and business integrity to contribute to the objectives of sustainable development in the global sense because of its compliance with the UNGC.

2.2.8 Corporate Social Responsibility (CSR) and Shared Value Creation at ACI Limited

Alignment with Sustainable Development Goals (SDGs)

The idea of sustainable development helps ACI Limited combine its mission with business activity and establish business in accordance with the decisions of the United Nations Sustainable Development Goals (SDGs) (Munro and Arli, 2020). The company carries out inclusiveness in organisational development, environmental responsibility, and long-term value creation through innovation and operational responsibility.

SDG goals may also be explicitly connected with the mission of ACI to enhance the quality of life with the help of the judicious use of knowledge, technology, and skills. In the meantime, the Environmental, Social, and Governance (ESG) aspects are incorporated into the strategic profile of the corporation and reinforce ethical performance and sustainable business growth.

ACI's Sustainability and Shared Value Framework

ACI's CSR initiatives are structured to create both social impact and business value (Hossen, 2018). The company focuses on key areas that support national development goals and global sustainability efforts.

1. Agricultural Empowerment

- Facilitates **wealth generation for farmers** through access to modern technology, agricultural training, and advisory services.

- Promotes **sustainable farming practices** to increase productivity and income stability in rural areas.

2. Food Safety and Nutritional Security

- Develops innovative solutions to enhance **protein sufficiency** and ensure **food safety** in Bangladesh.
- Introduces **nutritionally enriched products** to support public health and combat malnutrition.

3. Healthcare Advancement

- Through ACI Pharmaceuticals, the company contributes to improving national health outcomes by delivering **quality medications**, health education, and **innovative treatment solutions** (Shehan, 2021).
- Supports the **SDG 3: Good Health and Well-being** through accessible healthcare products.

4. Hygiene and Sanitation

- Promotes **personal and household hygiene** through advanced product offerings in home care and personal care categories.
- Raises awareness on hygiene practices, addressing public health concerns.

5. Retail Chain Efficiency

- Bridges the gap between **producers and consumers** by optimising the retail supply chain.
- Enhances customer value through efficient distribution and **transparent pricing models**.

2.3 Management Practices

2.3.1 Leadership Style

In the leadership at ACI Limited, a paradigm of leadership is witnessed in the form of combining autocratic and democratic values of leadership (Opara and Krigbode, 2023). Top

leaders in the organisation make strategic and operational decisions, although a great deal of involvement is sought, particularly in sales and marketing, by the individuals working in the organisation. This bipolar model creates such a culture that balances good decision-making and innovative collaboration to respond to market changes in a short period with an enhanced sense of engagement and inclusion of employees (Mahajan, 2024).

2.3.2 Recruitment and Selection Process

The recruitment policy of ACI Limited is set to ensure that it has highly qualified and competent candidates who will best suit the company (Prachi, 2023). The process consists of the following structured stages:

1. **Written Examination** – A competency-based assessment to shortlist candidates.
2. **Initial Interview** – Conducted by the **Business Manager** and **Head of Marketing** to assess domain-specific skills and cultural fit.
3. **Final Interview** – Carried out by the **Head of the Department** to finalise candidate suitability for specific roles.

The multi-stage selection enables an extensive assessment process so that the process is guaranteed to hire competent talent which meets the requirements and expectations of the organisation.

2.3.3 Compensation and Benefits System

The ACI Limited Total Compensation is more competitive and well structured in order to attract, retain and motivate workers. Key components include:

- **Base Salary** – Aligned with industry standards.
- **Performance-Based Bonuses**
- **Travel and Food Allowances**
- **Telephone Allowances**
- **Promotion Opportunities** – Based on merit, performance, and tenure.

This benefit scheme not only provides rewards based on achievement, but also the health and contentment of the employees.

2.3.4 Training and Development Initiatives

ACI has a high premium on ongoing professional development. Drop-down routinely hosts training programs to improve the technical skills of the employees and develop them. Key features include:

- **Software Training** – Microsoft Office, Adobe Photoshop, and other tools relevant to job roles.
- **System Adoption Training** – Workshops to introduce and train staff on new software or technologies.
- **Sales Force Training** – Specialised sessions for sales teams to improve product knowledge and market strategies.
- **On-the-Job Training** – Hands-on learning for skill application in real-time environments.
- **Off-Site Workshops** – Conducted periodically for advanced learning and team development.

Such initiatives help in creating an informed and versatile workforce who are able to support organisational development.

2.3.5 Performance Appraisal System

ACI Limited implements a **structured performance appraisal mechanism** to assess and enhance employee effectiveness (Saha, 2020). The system includes:

- **Objective Setting**
- **Progress Monitoring**
- **Constructive Feedback**
- **Two-Way Communication** – Employees can provide input on their assessments.

In specific departments, performance incentives are directly linked to measurable outcomes:

- In the **Sales Department**, appraisal trips are awarded upon achieving sales targets.
- In the **Consumer Brands Department**, performance evaluations consider:
 - Monthly and annual sales achievements
 - Brand-specific sales performance

- Market share growth

Accountability, fairness and matching employee input with company needs occur due to such an open and objective-based appraisal process.

2.4 Marketing Practices

2.4.1 Marketing Strategy

- **Digital and Traditional Media Promotion:** To ensure maximum coverage and exposure among the different groups of consumers, ACI exploits forms of media like social media, television commercials (TVCs), and digitally based advertisements (Garganas, 2024).



Figure: Digital and Traditional Media Promotion (Team, 2022)

- **Promotional Campaigns:** The company regularly launches **seasonal campaigns** and **special promotions** to stimulate sales and reinforce customer engagement.
- **Product Line Extension:** ACI continuously expands its product range to cater to evolving consumer preferences, increasing market coverage and product accessibility.
- **Trade Promotions:** Discounts, quantity purchase schemes (QPS), trade incentives, and free product deals are offered to each and every consumer, retailer and distributor

that would entice the consumer to repeat purchases and reinforce the relationship with distributors (Rajagopal, 2019).

- **Brand Equity Focus:** ACI places significant emphasis on **product quality** and **brand integrity**, which serve as key differentiators in a highly competitive market landscape.

2.4.2 Targeting and Positioning Strategy

Operating in a dynamic and competitive FMCG environment, ACI adopts a **segmented targeting approach** that addresses the unique needs of various customer groups.

Segmentation and Targeting:

- **Demographic Segmentation:** Product offerings are designed to meet the needs of **multiple age groups, genders, and income brackets**.
- **Product Variety:** This company has different types of products that can cover all the types of people like men, women, children and any types of people's needs in the market.

Positioning Strategy:

- ACI positions its brand on the pillars of:
 - **High Quality**
 - **Affordability**
 - **Reliability**
 - **Customer-Centric Value**
- This strategic positioning enables ACI to maintain **strong brand loyalty** while standing apart from competitors.

2.4.3 Marketing Channels

This company doesn't depend on a single channel for the marketing rather it uses multi-channel marketing in the market for reaching to the customer.

Communication and Media Tools:

- **Mass Media:** Includes **television, radio, print media,** and **press coverage.**
- **Digital Platforms:** Use of **social media, corporate websites,** and **online campaigns** to target digital-savvy consumers.
- **Public Relations:** this company does public interaction to understand their view about the company and this way they can know their thoughts and implement in the company.
- **Campaign Strategy:** Periodic promotional campaigns are designed to capture customer attention and drive short-term sales while reinforcing long-term brand loyalty.

2.4.4 New Product Development & Branding Practices

ACI Limited focuses on innovation and consumer insight in the product development process in order to maintain competitiveness and market relevance (Shaykot, 2018).

Product Development Process:

- **Market Research:** Continuous research is conducted to identify evolving customer needs and gaps in the market.
- **Target Market Analysis:** on the basis of consumer behaviour the company bring changes in their product modification and this way they can update products and can keep consumer loyalty.
- **Prototyping and Testing:** New concepts undergo **internal testing**, including the production of sample items for **in-house surveys** and evaluation.
- **Final Launch:** Following validation, products are launched into the market with integrated promotional support.

2.4.5 Branding Activities

- **Goal-Oriented Planning:** Clear branding objectives are set based on customer research and strategic goals.
- **Performance Metrics:** Branding effectiveness is measured using various qualitative and quantitative parameters.

- **Recognition and Recall:** Efforts are focused on building a **memorable brand identity**, supported by **consistent messaging** and **customer-centric branding**.

2.4.6 Advertisement and Promotional Strategies of ACI Limited



Figure: Twinkle’s Ads (guddu, 2019)

As one of the main players in the market of Fast-Moving Consumer Goods (FMCG), ACI Limited possesses quite a rich set of advertising and promotion strategies that are being assembled to assist in its customer loyalty support, development of the extent of its market presence, and enhancement of brand awareness. They target not only their larger consumers, i.e. distributors/retailers, through their marketing campaigns but also their end consumers such that there is a consistent flow of demand in the supply chain (Lancaster and Massingham, 2017).

Key Promotional Activities:

- **Integrated Media Campaigns:** ACI actively invests in advertising through **television commercials (TVCs)** on major news channels and through **social media platforms** such as **Facebook**, reaching a broad demographic across urban and rural segments.
- **Influencer & Celebrity Endorsements:** The company strategically partners with **public figures**, including actors, actresses, and cricketers, to enhance the relatability and emotional appeal of its products.

- **Feature-Based Messaging:** Advertisements are tailored to highlight each product's **unique features and benefits**, ensuring clear communication of value to the target audience.
- **Channel-Specific Messaging:** Promotional content is customised for each platform, ensuring the right message is delivered through the most appropriate communication channels (Juska, 2021).
- **Consumer Engagement:** ACI is actively involved in interaction with the audience through activities based on events, greetings, and campaigns on social media, which leads to the establishment of brand interactivity and cultural proximity.
- **Loyalty Building:** The company focuses on generating **repeat purchases** through consistent product quality, targeted messaging, and value-driven campaigns.



Figure: Savlon's Ads (guddu, 2017)

Digital and Experiential Marketing Initiatives

ACI has embraced **modern marketing techniques**, including:

- **Influencer Marketing:** Collaborations with influencers are leveraged to boost product awareness and tap into niche audience segments.
- **Real-Time Social Media Engagement:** Regular content updates on platforms like Facebook ensure continued brand presence and consumer engagement.
- **Thematic and Event Marketing:** Cultural and religious occasions are leveraged to create seasonal promotions, enhancing emotional connections and brand recall.

2.4.7 Core Marketing Challenges and Gaps

Despite the high product line-up of ACI, which has over 5,000 SKUs and more than 100 toiletry products, some of the main threats the firm experiences in the adoption of differential marketing strategies are evident.

Identified Marketing Gaps:

- **Message Differentiation Difficulties:** Considering that the same category has various products, it becomes difficult to develop different messages to make the individual products stand out, particularly in times when there is an overlap in functionality (Hassenzahl, 2018).
- **Brand Alignment:** Ensuring that all marketing content consistently aligns with ACI's **overall branding strategy** across products and categories is a complex task.
- **Packaging Communication:** Different packaging strategies require tailored messaging, which may lead to inconsistencies or diluted brand perception when not properly executed.
- **Resource Allocation:** To oversee the promotional resources effectively in this large product range, it would be inevitable to always have some strategic calculations so as to prevent the inadequate exposure of any particular brand or product.

2.5 Financial Performance and Accounting Practices



Figure: Finance Performance (Kenton, 2023)

2.5.1 Finance Performance

The liquidity ratios form the core indication of the financial health of a company in the short term. They analyse the adequacy of current assets for the short-term obligations of a company. Two of the well-known groups of ratios developed in this section include the Current Ratio and the Quick Ratio.

- **The Current Ratio** assesses the company's ability to pay its short-term obligations using all current assets.

Formula:

$$\text{Current Ratio} = \text{Current Assets} / \text{Current Liabilities}$$

- **Quick Ratio** (also called the Acid-Test Ratio) refines the current ratio by excluding inventories, which are less liquid.

Formula:

$$\text{Quick Ratio} = (\text{Current Assets} - \text{Inventories}) / \text{Current Liabilities}$$

Liquidity Ratios of ACI Ltd. (FY 2023–2024)

Period Ending	Current Assets (BDT)	Inventories (BDT)	Current Liabilities (BDT)	Current Ratio	Quick Ratio
30 June 2023	46,338,974,049	6,761,997,421	39,823,503,061	1.16	0.99
30 June 2024	51,782,435,163	8,710,393,132	45,214,461,249	1.15	0.95

2.5.2 Accounting Practices

ACI Ltd. is a company that follows the international reporting guidelines in the sphere of finance and is transparent to the rest of the world in terms of reporting financial information.

Key Accounting Standards Followed:

- **International Financial Reporting Standards (IFRS)**
- **International Accounting Standards (IAS)**
- **Bangladesh Financial Reporting Standards (BFRS)**
- **Bangladesh Companies Act 1994**

Financial disclosures provided by ACI and its subsidiaries would be prepared in accordance with such standards to allow the company to report in accordance with local laws and international rules.

2.6 Operations Management and Information System Practices

ACI Limited has utilised the concept of strategic operations management and Management Information Systems (MIS) in an effort to realise efficiency, cost reduction, and maintain an unparalleled supply of its products to its consumers at all levels. The practices assist the company in maintaining the quality of the produced product, making the logistics lean, and fulfilling demand in a volatile FMCG market. **Key Functional Areas of Operations**

Function	Activities & Description
Sales & Inventory Management	The MIS team keeps an inventory and determines the sales level of all distribution points, which constitute the central warehouse and nine regional depots (Agrawal and Smith, 2015). They have at least 2 days of inventory on every site to avoid a lack of services and stocks.

Distribution & Logistics	The MIS system ensures efficient delivery planning, shipment tracking, and routing. This helps in reducing transport costs, avoiding delivery delays, and minimising stock shortages.
Retailer & Distributor Management	Sales data (primary & secondary) is collected and forwarded to the brand team for analysis. This data identifies high-performing stores and distributors, supporting targeted promotional and stocking decisions (Sharma, 2025).
Supply Chain Optimisation	ACI ensures alignment between suppliers, production units, warehouses, and distribution networks. Focus areas include: raw material sourcing, production planning, warehouse efficiency, and timely transportation.
Quality Assurance & Control	ACI enforces rigorous QA/QC practices throughout the production lifecycle to meet or exceed customer expectations, regulatory compliance, and brand standards.
Cost Minimisation & Sustainability	ACI is in a constant quest to identify ways of cutting costs. For instance, the Septex line of products replaced plastics used in packaging with wraps made of paper, which made it cheaper and also environmentally friendly.

2.7 Industry and Competitive Analysis

2.7.1 SWOT Analysis: Evaluating Internal and External Dynamics

Table 1: SWOT Matrix of ACI Ltd.

Strengths	Weaknesses
Strong brand reputation across multiple sectors	Limited R&D capabilities in pharmaceutical innovation
Large and diverse product portfolio (~5,000 SKUs)	High dependency on imported raw materials, leading to elevated costs
Efficient distribution network (main warehouse + 9 depots)	Insufficient brand-specific promotional investment
In-house production of food-grade raw materials	
Opportunities	Threats
Expand into untapped global markets and adjacent product lines	Intense domestic competition from firms like Unilever, Square, etc.
Leverage e-commerce growth and digital marketing.	Shifting consumer preferences demand rapid innovation.
Strengthen the value chain by connecting producers directly with consumers.	High substitutability in FMCG and hygiene products



Figure: SWOT Analysis (Schooley, 2024)

2.7.2 Porter's Five Forces Analysis: Competitive Landscape of ACI Ltd.

Table 2: Porter's Five Forces - ACI Ltd.

Force	Intensity	Explanation
Threat of New Entrants	▼ Low	ACI enjoys economies of scale, brand loyalty, and extensive distribution coverage, which act as significant entry barriers.
Bargaining Power of Buyers	▲ High	Consumers in Bangladesh are price-sensitive and have many alternatives. Discounts and promotions strongly influence purchasing decisions.
Bargaining Power of Suppliers	▼ Moderate-Low	ACI sources ingredients globally and domestically. A wide supplier base reduces dependency and gives ACI leverage.
Threat of Substitutes	▲ Moderate-High	The presence of substitute brands in food, hygiene, and pharma means ACI must differentiate via innovation and pricing.
Industry Rivalry	▲ High	Competition from companies like Unilever and Square creates pressure on pricing, advertising, and innovation.

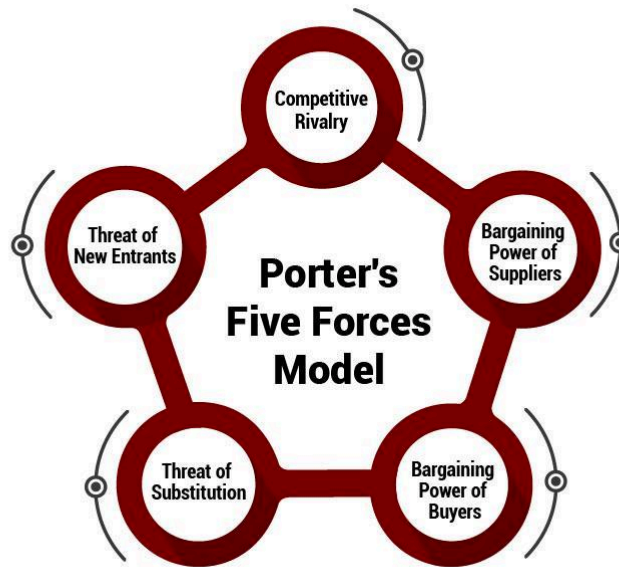


Figure: Porter’s Five Forces (Mike, 2024)

2.7.3 PESTEL Analysis: Macroenvironmental Influences on ACI Ltd.

This analysis reviews external macro factors that influence business strategy, compliance, and long-term growth.

Table 3: PESTEL Framework – ACI Ltd.

Factor	Impact & Explanation**
Political	Regulatory changes from political shifts in Bangladesh can affect tax policy, import/export licensing, and trade flow.
Economic	Rising inflation and declining consumer purchasing power in 2024 necessitate pricing adjustments and operational efficiency.
Social	Urbanisation and diverse consumer segments offer growth, but require tailored products that reflect changing preferences.
Technological	Embracing digital commerce (e.g., Daraz, Chaldal) and investing in automation increases sales efficiency and visibility.
Environmental	ACI has adopted eco-friendly packaging (e.g., Septex paper wraps), tree-planting drives, and sustainable production efforts.
Legal	Labour laws, environmental regulations, and product safety standards require continuous compliance to avoid fines and reputational damage.

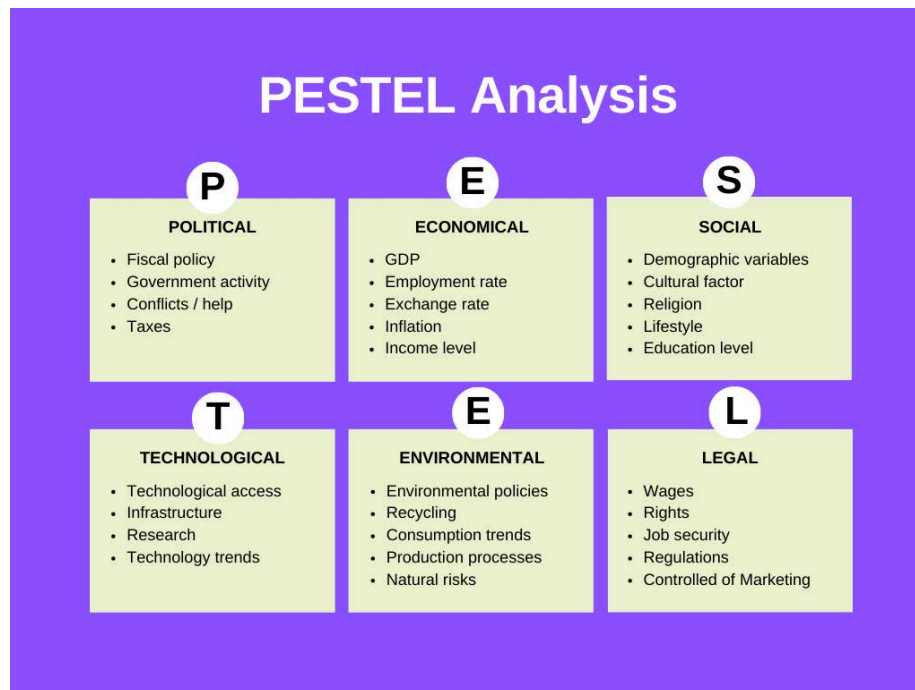


Figure: PESTEL Analysis (Vanzandt, 2023)

2.7.4 ACI Ltd – Strategy for competitive advantage

The ACI Limited has a multi-level strategic planning model that aligns strategic plans with corporate goals and daily activities. This structure comprises four subsidiary levels, namely the Corporate, Business, Functional, and Operational Strategy levels, which are interrelated and have distinct purposes to ensure the company's long-term success (Stverkova and Pohludka, 2018).

Corporate Strategy – Visionary Direction at the Top Level

Purpose:

To define ACI's long-term vision, growth roadmap, and positioning in domestic and international markets.

Key Focus Areas:

- **Global Expansion:** Strategic initiatives to **enter new geographic markets** and **build international brand presence**.
- **Strategic Partnerships & M&A:** Leveraging **acquisitions**, **joint ventures**, and **distribution rights** to strengthen market share.

- *Example: Becoming the exclusive distributor of Sunquick in Bangladesh; previously partnered with Colgate.*
- **Diversification:** Broadening the product portfolio to **mitigate risk** and enhance **revenue streams** across multiple sectors (FMCG, pharmaceuticals, agribusiness, etc.).

Business Strategy – Competitive Positioning and Growth Execution

Purpose:

In order to establish the way ACI Ltd competes in its industries, as well as how the company works to gain a competitive advantage in FMCG, pharma, and agribusiness sectors.

Core Elements:

- **Product Differentiation:** Offering **innovative, high-quality**, and **customer-focused** products across various consumer segments.
- **Cost Leadership:** Streamlining operations to **reduce production and distribution costs** while maintaining product value.
- **Market Penetration:** Expanding market share via **existing product lines** and **enhanced distribution networks**.
- **Brand Equity Building:** Strengthening brand loyalty through **consistent messaging**, **quality assurance**, and **effective communication**.

Functional Strategy – Department-Level Objectives and Implementation

Purpose:

In order to determine the direction in which every internal department sets its objectives for the corporate and business strategy.

Departmental Strategies Include:

Function	Strategic Focus
Sales	Boost volume via incentivised offers to distributors and channel partners.
Marketing	Drive brand awareness through digital and traditional campaigns; build loyalty.
Finance	Optimise capital allocation, cost controls , and investment returns.
HR	Foster a performance-driven culture , upskill employees, and ensure retention.

Operational Strategy – Seamless Execution on the Ground

Purpose:

An effective state of day-to-day business requires integration of logistics, production level and customer service, aligning the processes with the strategic objectives.

Operational Focus Areas:

- **Supply Chain Optimisation:** Efficient flow of goods from **suppliers to central warehouses to distributors** with minimal delay or stockouts.
- **Quality Assurance:** Implementation of **rigorous quality control protocols** across production lines to ensure product excellence.
- **Customer Service Excellence:** Developing **employee training programs** and **responsive support systems** to build trust and satisfaction.
- **Sustainability Integration:** Adoption of **eco-friendly manufacturing** and **packaging solutions** (e.g., Septex paper wrap) to reduce environmental impact.

2.8 Conclusion and Summary

ACI Ltd. provides a good example of a progressive, diversified company that is active in combining its corporate, business, functional, and operational strategies to stay competitive in its activities within the scope of the FMCG, pharmaceutical and agribusiness. The policies, brand management, and practices regarding stakeholder engagement demonstrate its commitment to product quality, customer satisfaction, and sustainable development.

With the help of regular market research, digitalisation, and alliances, ACI is striving to enhance its brand equity and market share in the local as well as global markets. This includes strong internal systems, including MIS to follow business operations and robust human capital development as a few other capabilities which have enabled the firm to remain efficient and competitive with reaction to the market forces.

Whilst ACI faces challenges in terms of competition, consumer preferences and economic fluctuations, its aggressive strategies towards innovation, cost and online marketing provides the company with a solid platform from which it can grow. Corporate Governance, Operational Efficiencies and strategic thinking It has the right mix of blends (Corporate

Governance, Operational Efficiency and its strategy planning) the reason is ACI Ltd is a good position to defend its current position and it can also play an active role towards in international market however the scenario can result in leading and extending these two services more around the globe.

2.9 Recommendation

1. Invest in Research and Development (R&D)

To live up to the innovative aspects of staying relevant, and more so in the pharmaceutical and personal care products, ACI will have to increase its internal research and development capabilities. Improved research will decrease the rate of reverse engineering and make the firm produce innovative patented products with a high margin that respond to the dynamic customer needs.

2. Strengthen Digital and E-Commerce Integration

While ACI has made progress in digital marketing and online distribution, a more unified **digital transformation strategy** should be adopted. This could include:

- Designing AI-enabled analytics of customer behaviour.
- The aim is to create a centralised e-business network in the shadows of ACI.
- Digitising inventory and tracking orders in the whole business.

3. Enhance Brand Differentiation Across Product Lines

ACI's broad portfolio can lead to marketing overlap and brand dilution. To address this:

- Develop brand name on all major product lines.
- Apply a promotion strategy to suit customer segments.
- Initiate special campaigns in order to over-promote products (e.g. Septex or Twinkle).

4. Improve Supply Chain Resilience

To ensure consistent product availability and minimise stock-outs:

- Data analytics can be used to optimise warehouse-to-depot operations to maximise financial returns.
- Open facilities on the ground as a way of reducing delivery time.
- Put in place better business relations with raw material suppliers, both local and international, as a hedge against global volatility.

Chapter 3: Project Part

3.1 Introduction

The position between society and businesses has changed considerably over the past few years. The conventional definition of Corporate Social Responsibility (CSR) is that it involves voluntary ethical actions and social good, with a strong emphasis on charity, environmental conservation, and community well-being. CSR proposals typically prioritise fulfilling ethical or governmental requirements over commercial gains. Now the organization is focusing on social marketing more than before as the consumer's view is changing and the market is changing with the consumer. And here is a fantastic policy for the company that they can go direct to the consumer with their company and they can market with their product once. While social marketing initiatives are seen as best for the society, other traditions exist such as community engagement, participation, and development in health and social care which help attain the same set objectives for businesses and their various stakeholders.

In this chapter the definition will be presented of social marketing campaigns that go beyond isolated CSR. It investigates how these are employed by a leading Bangladeshi conglomerate, ACI, to realise both social impact as well as strategic branding goals. It can be inferred from

the discussion that there is a stronger need to develop beyond philanthropy and create more dynamic consumer based initiatives which promote interaction, loyalty and positioning.

3.1.1 Background and Problem Statement

Background:

Corporate Social Responsibility has been a hallmark of good business practice across the globe. CSR activities can include donating to charity, developing the community, managing the environment, or the morality of operations. While CSR creates positive goodwill, the impact here may be low if there is no engagement amongst consumers and no brand loyalty, provided it doesn't directly (either negatively or positively) impact the core business and the experience that the brand or its product delivers to consumers.

Problem Statement:

There are some CSR activities of ACI Limited to improve the quality of people's life, society as well as to develop the community. The challenge is not to define the "brand social mission," but how the initiatives are not simply a matter of CSR, but of strategic social marketing by communicating with consumers and building brand equity. This article examines the difference between CSR and strategic social marketing campaigns in relation to the branding efforts of the ACI Limited in which they have succeeded to persuade the consumers for attainment of the corporate roles . It aims to reveal how ACI employs social marketing campaigns to build strong relationships with consumers and gain a competitive advantage in the market.

3.1.2 Objectives

The primary objectives of this study are:

- To examine how social marketing initiatives undertaken by ACI Limited differ from CSR activities in terms of purpose, methodology and impact on the consumer.

- To learn how the theoretical background of social marketing and its application helps with brand positioning.
- To learn about the effect of ACI's cause-driven marketing campaigns on consumer perceptions of trust, loyalty and brand preference.
- To review consumer feedback on various social marketing interventions, including health education campaigns, sustainability programs and community-based programs.
- To evaluate the role of such activities in the promotion of resource positioning and long-term business growth.

3.13 Research Questions:

- How does ACI Limited differentiate social marketing from conventional CSR?
- What are the important social marketing campaigns undertaken by ACI Limited?
- How do these campaigns influence consumer perception and brand engagement?
- What steps can be taken to foster the increased efficiency of social marketing in consumer branding?

3.1.4 Significance

This study is significant for several reasons:

- It addresses the void in the understanding of how ownership can be more effectively used to transform CSR activities as strategic social marketing initiatives with consumers.
- The paper offers a case study and reports some empirical evidence from ACI Limited in Bangladesh to illustrate the firm's CSR and marketing strategy practices of one of the leading companies in the country.
- The results of the study might also offer a reference to marketing managers, entrepreneurs and policy makers in order to design the campaigns to let social good and brand development become complementary to each other.
- The identification of differences in the process of social marketing campaigns and CSR has helped the study answer the research question and contributed to passing knowledge within academia and to action by offering recommendations to business practice within the context of sustainability.

- It is possible to utilise these findings to underscore the importance of consumer engagement as paramount in brand loyalty and long-term business in the emerging markets.

3.1.5 Scope of the Study

- The study focuses exclusively on **ACI Limited's five selected social marketing and CSR campaigns:**
 1. Savlon Shurokkha Telemedicine Service
 2. Septex Ghure Darano'r Golpo
 3. Shobuje Banchi, Shurokkhay Thaki – ACI Neem Original
 4. Savlon Mobile Hospital
 5. Wonder "Dreams Beyond Dishes" campaign
- The analysis is based on primary and secondary data, including reports by companies, campaign archives, media write-ups, and existing academic and industry writings. A survey or an interview will not be conducted or applied.
- This paper tests the characterisation of social marketing as applied by the campaigns as opposed to CSR and the role played by such campaigns in consumer engagement and effective branding.

3.2 Literature Review

The literature review is a critical analysis of available past literature reports and theories on Corporate Social Responsibility (CSR), Social Marketing Campaigns and the implications on consumer interaction and branding. It is also used in the context of the difference between social marketing and CSR and its implications for firms such as ACI Limited in the emerging markets.

3.2.1 Corporate Social Responsibility (CSR)

CSR is a concept that has been studied widely as a framework through which businesses assume the responsibility that they have to society and the environment. Carroll introduced the Pyramid CSR that comprises economic, legal, ethical, and philanthropic responsibilities

of CSR. The CSR was traditionally viewed either as a moral requirement or a reputation-management strategic instrument (Mendez, 2025).

Although CSR programs tend to give positive images to the company, empirical evidence has indicated that the effects of CSR on consumer behaviour are not directly proportional but rely on whether the consumer feels that the company is doing it out of genuine intentions (Narayanan and Singh, 2023). On the one hand, some consumers view CSR as a genuine social responsibility, while others see it as a form of greenwashing or marketing gimmick (Somany, 2023). So, CSR is not always enough to ensure the engagement and loyalty of consumers without being a substantial part of the brand strategy.

3.2.2 Social Marketing and Social Marketing Campaigns

The study of social marketing emerged in the 1970s, when researchers explored how marketing principles could be applied to promote positive social change and behaviour (Mahoney and Tang, 2024). In contrast to CSR, social marketing is driven by consumer interests and behaviour and not by the needs of the company (Atherton, 2023). It actively targets people with persuasive communication, segmentation, and personalised messages, aiming to influence voluntary change of behaviour to benefit society.

The public health and environmental themes no longer define the communicative approach of social marketing efforts, and now social marketing would be done on branding initiatives when social good and business interests overlap (Rudeloff and Michalski, 2024). The campaigns add value to the consumer and company, leading to emotional attachment and consumer loyalty in the long term (Rahayu, 2024). Therefore, social marketing is an intermediary between the social welfare of society and commercial marketing.

3.2.3 Consumer Engagement through Social Marketing

Consumer engagement is seen as the investment of emotion, thoughts, and actions of a consumer in a brand. It has been found that interactive experiences, genuineness, and perceived social value of brand activities generate engagement (Muniz and Guzman, 2023).

Through socially driven marketing programs (i.e. developing an active participation in the community program, contests and volunteering), the consumer is involved and more identified with the brand. This strategy is different from the conventional CSR, where the consumers tend to be silent recipients of information (Kim and Jeong, 2024).

In addition, consumer advocacy and trust are generated to a greater extent by campaigns that have a clear social benefit and emotional narratives rather than rational messages. This creates a need for social marketing as a strategy for companies to strengthen relationships with consumers and support social causes.

3.2.4 Branding Initiatives Beyond CSR

Most recent writings stress the incorporation of social cause into brand strategy as a generator of competitive advantage (Nama and Kanungo, 2023). This idea is also called cause-related marketing (CRM) or socially responsible branding. It uses social causes to lend the brand separation and establish an emotional connection with people.

Successful social marketing exceeds philanthropic CSR by having the social values incorporated in the brand essence, creating a better brand equity and positioning (Luyang, 2024). They also enable and force consumers to see themselves as co-creators and co-proselytisers of social change and by doing so rev them up on the dynamics of company/consumer creation and advocacy.

Research in the emerging markets has demonstrated why crucial strategic Noddaak will confront the same challenges regarding this, and it is very important to the companies to be present, to engage with the customers, thus in paragraph 3, consumers are modern and are increasingly demanding for social and environmental-friendly campaigns, but also hopes there will be somewhat interactive and valuable to the brands (Pedro, 2023).

3.2.5 CSR vs. Social Marketing: Key Differences

- **Purpose:** CSR is often driven by ethical obligation or compliance, while social marketing is driven by behaviour change and marketing strategy (Shaheen, 2025).
- **Consumer Role:** CSR tends to position consumers as beneficiaries; social marketing treats them as active participants (Hu, 2025).
- **Measurement:** CSR success is often measured by societal impact or compliance, and social marketing is measured by consumer behaviour change and business outcomes.
- **Brand Integration:** CSR may be peripheral to business strategy; social marketing is embedded within brand strategy for mutual benefit (Sarwar and Loureiro, 2025).

This differentiation is critical for companies like ACI Limited, aiming to **leverage social initiatives for consumer engagement and brand growth**.

3.2.6 Summary of Literature Gaps

Although researchers have discussed CSR and social marketing on separate levels, few studies examine how organisations strategically approach modifying CSR programmes into social marketing campaigns to enhance consumer interaction and brand strengthening in developing economies. This paper fills this gap with an examination of the efforts of ACI Limited as one of the possible practical examples of this evolution.

3.3 Methodology

This research aims to employ a qualitative research design, analysing primary and secondary data to understand the differences between social marketing campaigns at ACI Limited and traditional CSR campaigns, as well as how these campaigns influence consumer behaviour and reinforce brand positioning.

3.3.1 Research Approach

The research is developed as a descriptive and exploratory qualitative study. Due to the emphasis on issues of analysing the nature, approaches, and effects of the branding activities undertaken by the ACI Limited, qualitative means can offer rich and contextual information concerning the company's campaigns and their correlation with the social marketing concepts.

Given that the purpose of the research is to use information that already exists, it cannot deal with collecting primary data through surveys or interviews, which are outside the scope at this stage. This method is used to discuss a detailed analysis of recorded campaign tasks, aims, and results in terms of assessing the goal-oriented and consumer involvement processes.

3.3.2 Data Sources

The study relies on **primary data and secondary data** collected from the following sources:

For Primary Data:

- A survey is conducted from 20 consumers of ACI regarding the campaign that is discussed above.

For Secondary Data:

- **Company reports and official documents:** Annual reports, sustainability reports, and official communications from ACI Limited that describe the campaigns' objectives, activities, and impact.
- **Media releases and news articles:** In many newspapers and digital platforms, this campaign-related news is published.
- **Academic journals and industry publications:** Scholarly articles on CSR, social marketing, consumer engagement, and branding theory to provide the theoretical framework and comparative analysis.
- **Campaign-related multimedia content:** Videos, social media posts, and other promotional materials published by ACI Limited for their campaigns.

3.3.3 Data Analysis

The primary data result will be shown via a pie chart and analysed. The secondary data will be analysed by doing thematic analysis to match these initiatives with the theme and pattern.

The analysis includes:

- **Campaign objectives and strategies:** Reviewing how each campaign's goals align with social marketing versus CSR principles.
- **Consumer engagement tactics:** Identifying activities designed to actively involve consumers and foster emotional connections.
- **Impact evaluation:** Assessing reported outcomes related to social benefits and brand enhancement.
- **Brand relevance:** Analysing how campaigns contribute to strengthening brand identity and market position.

The list of the particularities of CSR and social marketing is put into a comparative framework and applied to the initiatives of ACI to outline how the strategic application of social campaigns can be used to engage consumers around it.

3.3.4 Justification for Methodology

- Primary and Secondary data should be used because there are sufficient and reliable details related to the campaigns of ACI in the public domain. It is also helpful in conducting a narrow study with cost efficiency.
- The qualitative theory is useful in grasping social marketing dynamics that are complex and brand-consumer relationships that the quantitative measures will not wholly address (Almaghrabi, 2023).
- This approach falls in line with the previous scholarly research on both CSR and analysis of social marketing campaigns, in which organisational materials and media publications serve as the major sources of data (Bhattacharyya, 2023).

3.3.5 Limitations

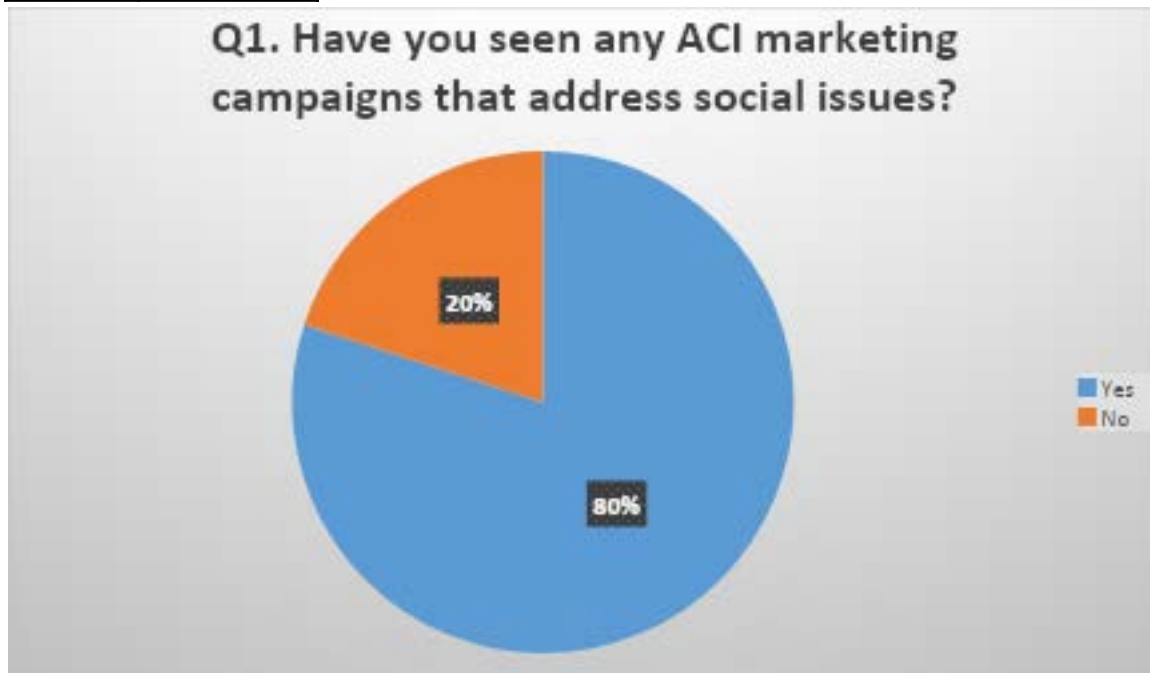
- Only a few campaigns of ACI Limited are studied; therefore, they might not provide a complete picture of the company's operations in terms of CSR or marketing aspects.
- The findings are limited to a Bangladesh scenario and are not all-inclusive, making them unsuitable for generalisation to other sectors or markets.

3.4 Findings and Analysis

3.4.1 Primary Data analysis

Q1. Have you seen any ACI marketing campaigns that address social issues?

Answer	Percentage
Yes	80.0%
No	20.0%



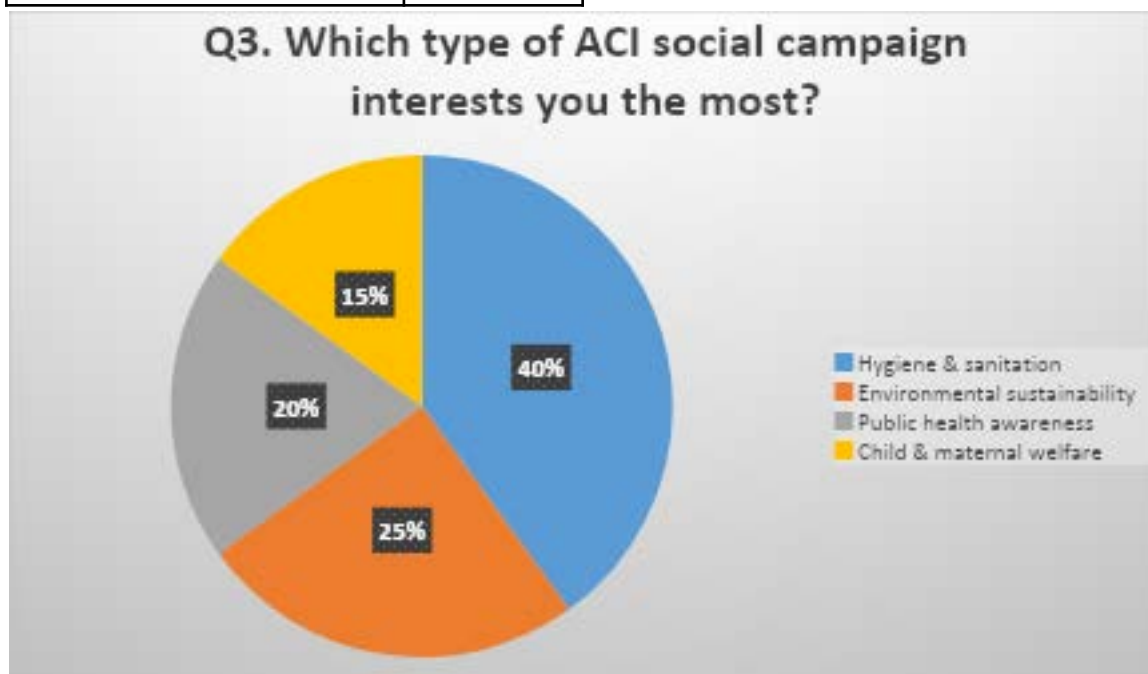
Q2. Do ACI's social marketing campaigns make you more likely to purchase their products?

Answer	Percentage
Yes	70.0%
No	30.0%



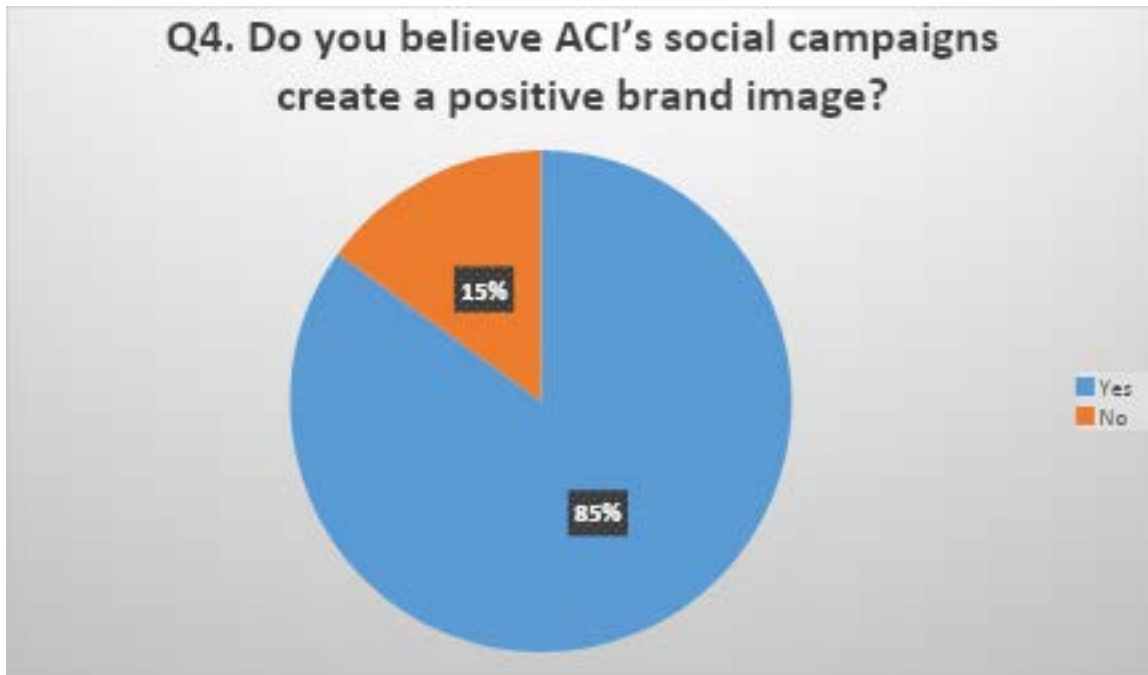
Q3. Which type of ACI social campaign interests you the most?

Answer	Percentage
Hygiene & sanitation	40.0%
Environmental sustainability	25.0%
Public health awareness	20.0%
Child & maternal welfare	15.0%



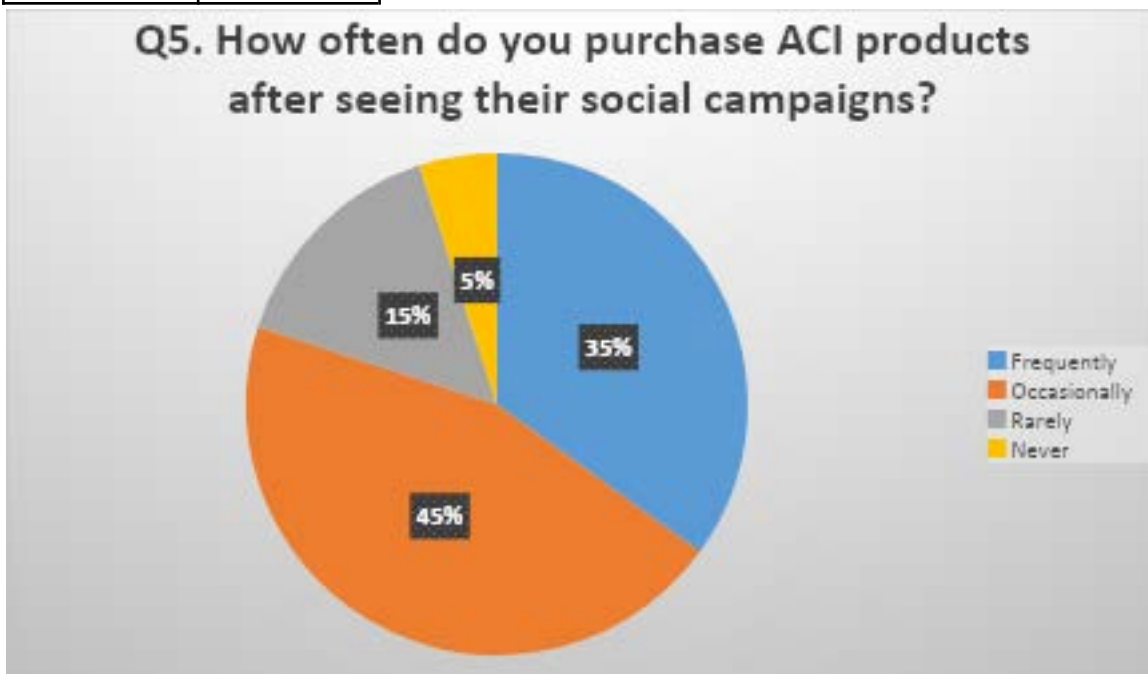
Q4. Do you believe ACI's social campaigns create a positive brand image?

Answer	Percentage
Yes	85.0%
No	15.0%



Q5. How often do you purchase ACI products after seeing their social campaigns?

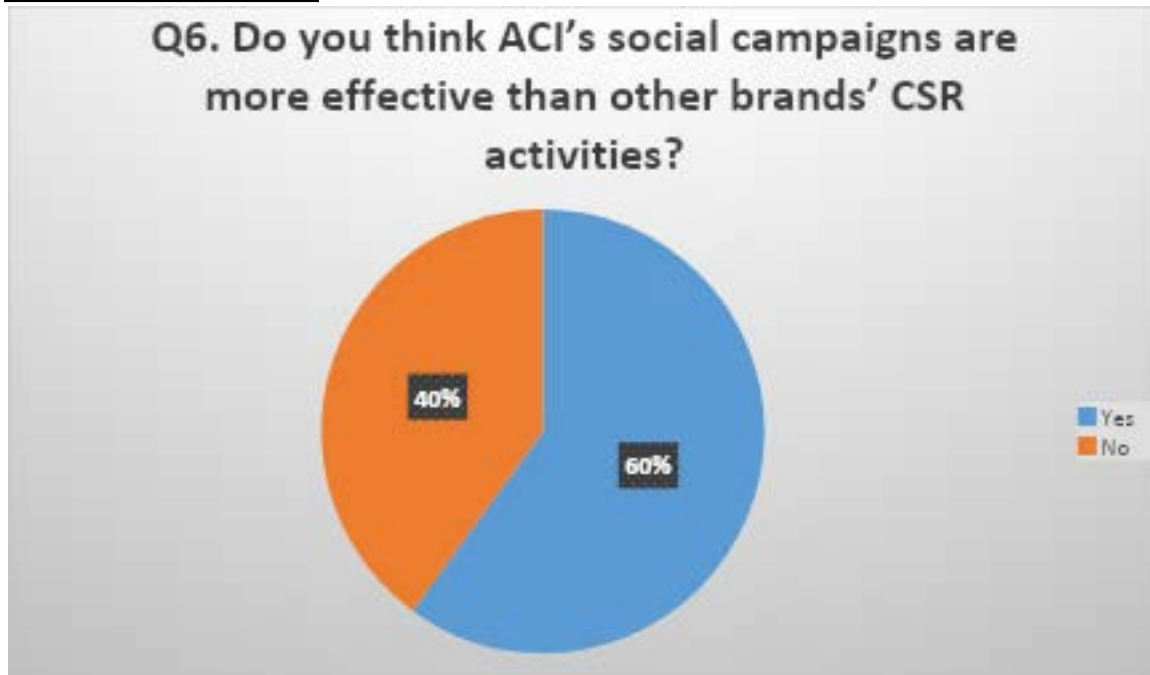
Answer	Percentage
Frequently	35.0%
Occasionally	45.0%
Rarely	15.0%
Never	5.0%



Q6. Do you think ACI's social campaigns are more effective than other brands' CSR activities?

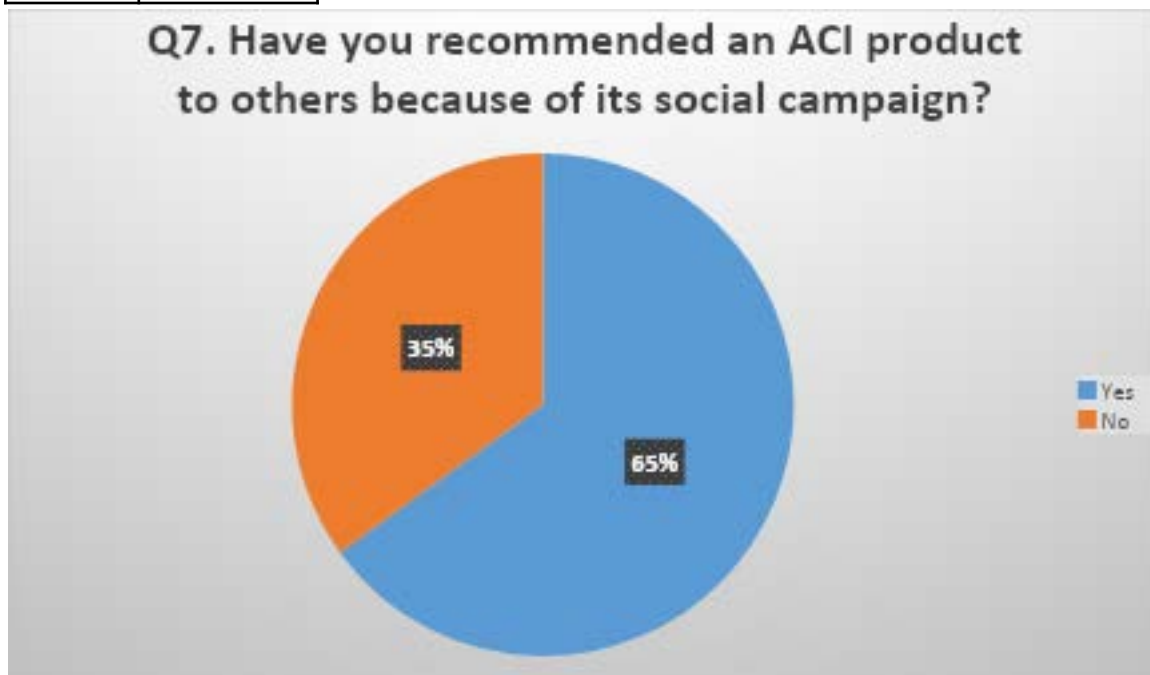
Answer	Percentage
Yes	60.0%

No	40.0%
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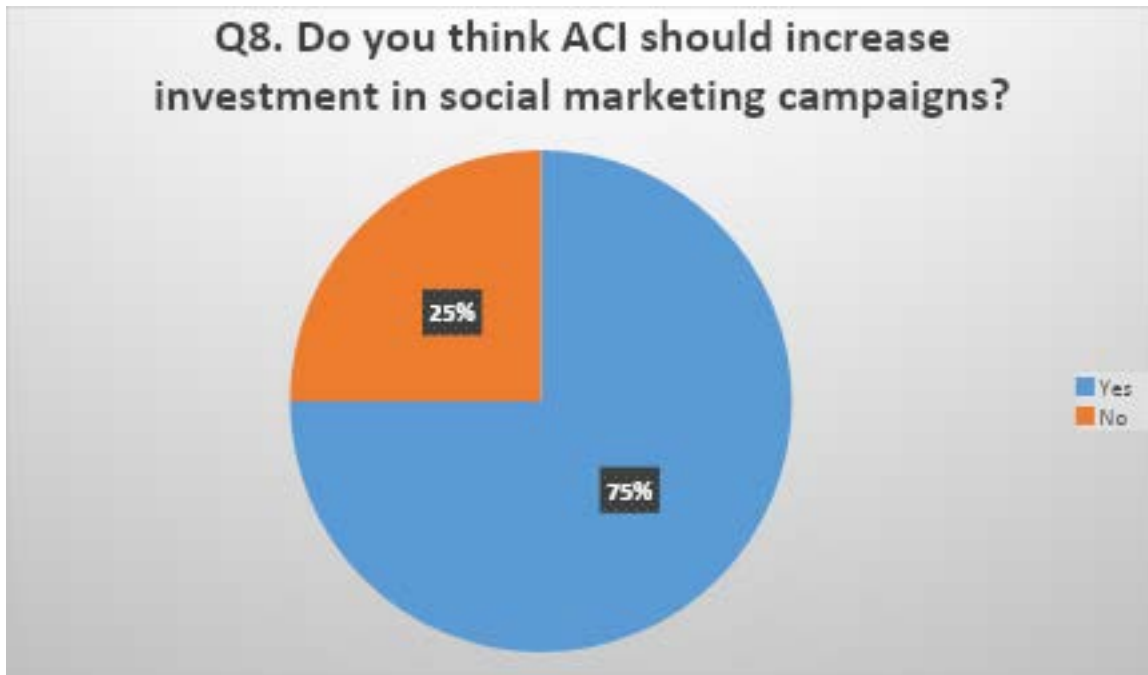
Q7. Have you recommended an ACI product to others because of its social campaign?

Answer	Percentage
Yes	65.0%
No	35.0%



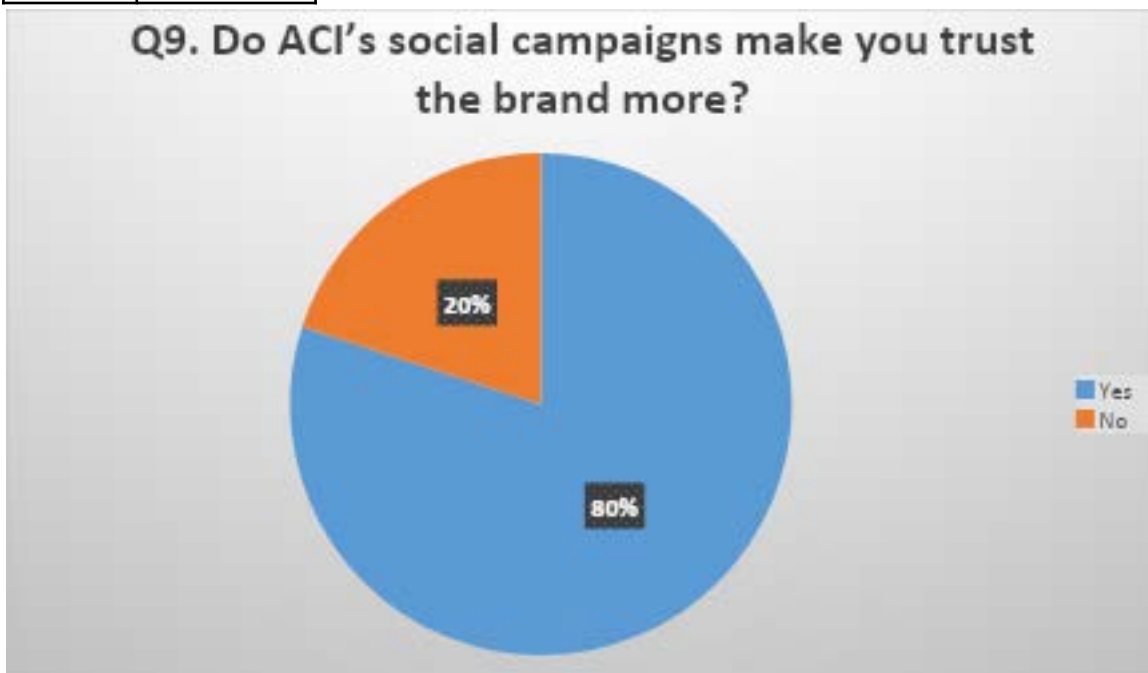
Q8. Do you think ACI should increase investment in social marketing campaigns?

Answer	Percentage
Yes	75.0%
No	25.0%



Q9. Do ACI's social campaigns make you trust the brand more?

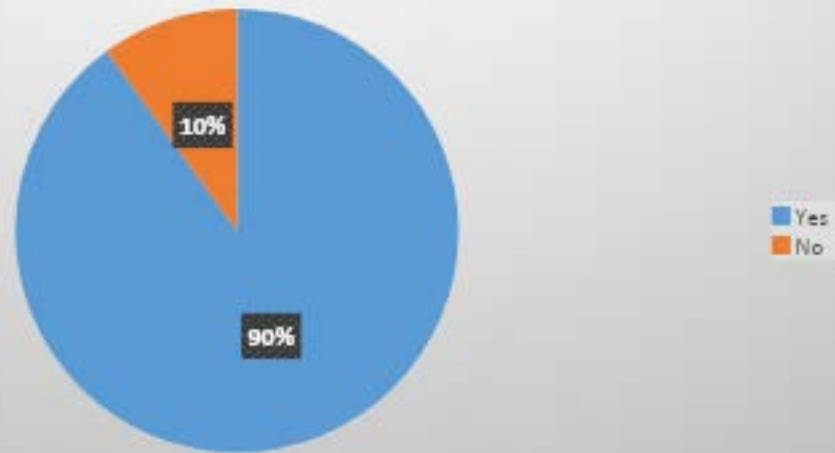
Answer	Percentage
Yes	80.0%
No	20.0%



Q10. Would you like to see more product-related social campaigns from ACI in the future?

Answer	Percentage
Yes	90.0%
No	10.0%

Q10. Would you like to see more product-related social campaigns from ACI in the future?



3.4.2 Secondary Data Analysis

In this section, this paper examines the five identified campaigns of ACI Limited according to their goal, activities, social contribution, and relatability of the brand. Both campaigns demonstrate how ACI can elevate CSR to the next level through strategic social marketing, thereby enhancing consumer engagement and reinforcing brand positioning.

3.4.2.1 Savlon Shurokkha Telemedicine Service

Campaign Overview

Savlon Shurokkha Telemedicine Service is a telemedicine service introduced to protect the health of the population during the COVID-19 pandemic by monitoring hygiene and availing remote medical assistance through easy access.



Figure: Savlon Shurokkha Telemedicine Service (Savlonbangladesh.com, 2025)

Analysis: CSR vs Social Marketing

- **CSR Aspect:** The processes that the campaign involves will help with public health by making people cleaner and giving parts to the campaign to provide medical suggestions to decrease the chances of infections, which are typical social responsibility processes.
- **Social Marketing Aspect:** Beyond the social benefit, the telemedicine hotline provides inherent value to consumers by meeting urgent health needs in an

increasingly convenient way, thereby establishing trust in Savlon as a healthcare companion. The hygiene training and decontamination workplace services foster an interactive relationship with institutions, thereby enhancing brand awareness and fostering consumer loyalty.

Consumer Engagement and Brand Impact

- Direct service delivery (telemedicine hotline) promotes direct contact with the consumers.
- The campaign helps to build the reputation of Savlon as an effective health brand that consumers can trust on an emotional and rational level.
- The campaign helped Savlon stand out in a crisis, making the brand more appealing in the long term, regardless of its product sales.

3.4.2.2 Septex Ghure Darano'r Golpo

Campaign Overview

This campaign focuses on rehabilitating individuals with physical disabilities by providing artificial limbs and livelihood support, promoting social inclusion.



Figure: Septex Ghure Darano'r Golpo (samakal.com, 2023)

Analysis: CSR vs Social Marketing

- **CSR Aspect:** Providing artificial limbs and financial aid reflects philanthropic responsibility and social welfare.
- **Social Marketing Aspect:** The campaign establishes an emotional connection between consumers and Septex's brand values by associating itself with Easy Life in Bangladesh, thereby sharing life-altering stories. Those people who are benefiting will be the vocal ones in that case and they will promote the brand.

Consumer Engagement and Brand Impact

- The campaign builds a **deep emotional connection** by highlighting real-life impact, encouraging consumer advocacy.
- Septex is positioned as a compassionate brand with genuine social commitment, enhancing brand loyalty.
- Consumers associate the brand with meaningful social change, moving beyond simple product awareness.

3.4.2.3 Shobuje Banchi, Shurokkhay Thaki – ACI Neem Original

Campaign Overview

This campaign encourages people in society to plant trees, and this will have a huge impact on society. At the same time, for the photo contest, this will be promoted all over the country.



Figure: Shobuje Banchi, Shurokkhay Thaki – ACI Neem Original (ACI Neem Original, 2025)

Analysis: CSR vs Social Marketing

- **CSR Aspect:** Tree planting and environmental awareness are classic examples of CSR focused on sustainability.
- **Social Marketing Aspect:** Photo contests and school participation are also effective ways of involving the community, where they can participate and own. In this contest, people are planting Neem trees and this tree is the main for this product so at the time of reaping benefits of neem tree the company is promoting its brand.

Consumer Engagement and Brand Impact

- Through engagement activities, the involvement of the consumer is encouraged as opposed to passive enjoyment of the CSR blessings.
- Consumers identify with the genuine environmental stance of the brand, Trion, hence the appeal to eco-conscious consumers.
- This approach allows ACI Neem Original to stand out in the competitive market because it also associates the benefits of its products with social responsibility.

3.4.2.4 Savlon Mobile Hospital

Campaign Overview

This mobile hospital can reach places where a hospital is not available means it's reaching the rural people and at the same time promoting the company.



Figure: Savlon Mobile Hospital (Savlon Bangladesh, 2023)

Analysis: CSR vs Social Marketing Consumer Engagement and Brand Impact

CSR Aspect: Providing healthcare and education for free to the underprivileged sections of the society comes under philanthropic responsibility.

Social Marketing Aspect: It creates a two-way communication between the brand and the consumer where one is a social need (community) and the other is health awareness. This campaign also broadens the role of Savlon as a mere hygiene product seller to a trusted healthcare provider.

- Good healthcare provision builds goodwill and trust among people in rural locations, resulting in brand loyalty.
- The program enhances consumer interaction and fosters a deeper emotional connection to the brand.
- This bilateral social and business influence serves to display a strategic social marketing behaviour other than CSR.

3.4.2.5 Wonder “Dreams Beyond Dishes”

Campaign Overview

This campaign supports the education of children of domestic workers, providing financial aid and raising awareness about valuing domestic workers’ contributions.



Figure: Wonder “Dreams Beyond Dishes” (Wonder Kitchen Care, 2022)

Analysis: CSR vs Social Marketing

- **CSR Aspect:** Educational funding for underprivileged children is a traditional philanthropic act.
- **Social Marketing Aspect:** The campaign's exposure to the product Wonder Dish Wash Solution ties it to a social meaning. The campaign will present the emotional attachment of consumers to the product as they give the linkage of what the product does, in addition to cleaning homes economically (empowering families/ending poverty trends).

Consumer Engagement and Brand Impact

- Emotional storytelling and connection with a social cause help build consumer recognition with the brand.
- The campaign convinces consumers that they can belong to a social movement, which increases loyalty and positive brand feeling.
- Such a beyond-product direction is an indication of advanced social marketing that goes beyond CSR.

3.4.3 Comparative Summary: CSR vs Social Marketing in ACI's Campaigns

Aspect	CSR Characteristics	Social Marketing Characteristics	ACI Campaign Examples
Purpose	Philanthropy, ethical duty	Behaviour change, consumer engagement, brand growth	All campaigns show a mix; emphasis on engagement
Consumer Role	Passive beneficiary	Active participant and co-creator	Septex stories, Neem contest, Wonder education
Measurement Focus	Social impact, goodwill	Consumer behaviour, brand loyalty, market positioning	Savlon telemedicine & mobile hospital
Brand Integration	Peripheral to business strategy	Core part of brand identity and marketing	All campaigns are tightly linked to the brand image
Engagement Methods	Donations, CSR events	Interactive programs, storytelling, contests	Neem plantation & photo contest, Septex stories

Table: CSR vs Social Marketing in ACI's Campaigns (Self-Prepared)

3.4.4 Overall Analysis

According to the survey outcomes, ACI's social marketing campaigns have achieved high visibility, with 80% awareness, and have successfully exposed respondents to the beneficial brand effect at 85%. 70 per cent said that they are affected through such initiatives, and 65 per cent have prescribed ACI products due to the influences. The Savlon brand has a strong image in the market, and we have seen it in the survey where the maximum participants rely on Savlon in terms of hygiene and safety. During the survey, 80 per cent of the respondents had placed more trust in ACI, and 90 per cent were willing to consider additional product-related social campaigns. 60 per cent of them regarded efforts by ACI as more effective compared to the CSR by the competitors. When combined with secondary research done on Savlon, Septex and Neem campaigns, these findings not only give sufficient grounds to conclude that socially embedded branding results in higher engagement and loyalty, but it also works to a significant extent to prove that ACI Limited has indeed incorporated enough elements of social marketing concepts into its branding campaigns by taking CSR beyond its traditional concept. Unlike traditional CSR, which tends to be limited to mere philanthropy, philanthropic giving, or reason-of-compliance driven activities, ACI's campaigns are able to hook on to consumers as active participants by giving them relevant experiences. The

interactive programmes such as the company's telemedicine services or the community competition have enabled two-way communication between company and consumers as opposed to making them passive receivers of help. Emotional storytelling (specifically in cases where stories are incorporated into campaigns such as Septex Ghure Daranor Golpo) also plays a pivotal role. It can help enhance the emotional connection between consumers and the brand by creating strong stories to accompany it. Directly providing various valuable services, such as mobile healthcare, ACI creates credibility and proves that it truly cares about the community. Such a strategy not only satisfies social welfare goals but also provides a positive impact on the brand equity and competitive positioning of ACI in the Bangladesh market. This strategic combination of social vision and economic objectives is a prime example of a contemporary sustainable corporate citizenship model that would not only have a positive social effect but also contribute to business development.

3.5 Summary and Conclusions

This chapter discusses ACI Limited's branding efforts through an analysis of five major campaigns, providing insight into their uniqueness and how they reflect the company's strategic social marketing concepts. The results highlight that CSR and social marketing differ significantly in their purpose, consumer roles, brand integration, and success measurement.

Although the realisation of CSR's social and ethical responsibilities is rooted in philanthropy and ethics, the campaigns portrayed by ACI mark a strategic shift towards consumer-centred social communication. This is achieved through interactive consumer engagement (e.g., telemedicine hotline services like Savlon), sentimental brand storytelling (e.g., rehabilitation stories like the Septex campaign), community involvement (e.g., tree plantation and photo contest programs like Neem's), and service delivery (e.g., Savlon Mobile Hospital).

These campaigns are very successful in harnessing the congruence of social value and commercial value, effectively amplifying and consolidating brand value and position. It is through the creation of a powerful consumer experience where the consumer associates the brand with the cause or concept, that ACI extends far beyond the traditional domain of CSR, as a means to create brand loyalty, advocacy and competitive advantage.

In conclusion, ACI Limited's programs can therefore be seen as a successful model of how businesses can leverage strategic social marketing campaigns in order to achieve dual value, by improving the social good while increasing consumer reach and business growth. This represents a change in corporate citizenship that incorporates brand advantage, creating a new balance of societal and brand value.

3.6 Recommendations / Implications

Based on the analysis, the following recommendations and implications are proposed for ACI Limited and other companies seeking to advance their social initiatives beyond CSR:

3.6.1 Recommendations

1. **Strengthen Consumer Participation:** Continue to create campaigns that engage consumers as co-creators and co-contributors, such as interactive contests, community programs, or online engagement platforms. This only intensifies passion and ardour.
2. **Integrate Digital and Data Analytics:** Utilise digital tools and consumer data analytics to target campaigns better, enhance personalisation, and assess consumer engagement and behavioural changes. This will maximise the performance of the campaigns and ROI.
- **Extend Social Marketing to Other Product Lines:** Extend the social marketing initiatives beyond the chosen brands to the portfolio of brands to understand the importance of social cause for each brand and create a differentiated market position for each.
- **Build Impact Measurement Frameworks:** Build frameworks that measure social outcomes, along with business metrics around the consumer (engagement levels, brand sentiment, purchase behaviour) to allow ongoing optimisation of the campaigns.

- **Improve Storytelling and Transparency:** Be genuine in their narrative and highlight the real beneficiaries, and report on the social impact in a transparent manner to encourage trust and avoid scepticism over corporate intentions.
- **3.6.2 Implications**
- **Implications for Business Strategy:** Social marketing initiatives, which have been implemented as a part of their core business strategy, may turn out to be a powerful brand differentiator, particularly in competitive categories, especially in emerging markets, where consumers are associating brands with increased social responsibility.
- **Implications for Consumer Behaviour:** By their active participation in social causes, consumers are encouraging better brand connections, higher brand loyalty and positive word-of-mouth, all crucial for sustainable growth.
- **For Corporate Social Responsibility Evolution:** This paper emphasises the shift in CSR from an extraordinary philanthropy to a strategic marketing-driven practice capable of generating mutual benefit between the business and society.
- **For Policy and Practice:** Policy-makers and industry organisations can, therefore, urge businesses to use social marketing strategies that would result in the good of the community, which also boosts economic growth that would make the development inclusive and sustainable.

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Appendix

Survey Questions

1. **Have you seen any ACI marketing campaigns that address social issues (e.g., hygiene, environment, public health)?**
 - Yes
 - No
2. **Do ACI's social marketing campaigns make you more likely to purchase their products?**
 - Yes
 - No
3. **Which type of ACI social campaign interests you the most?**
 - Hygiene & sanitation
 - Environmental sustainability
 - Public health awareness
 - Child & maternal welfare
4. **Do you believe ACI's social campaigns create a positive brand image?**
 - Yes
 - No
5. **How often do you purchase ACI products after seeing their social campaigns?**
 - Frequently

- Occasionally
 - Rarely
 - Never
- 6. **Do you think ACI's social campaigns are more effective than other brands' CSR activities?**
 - Yes
 - No
- 7. **Have you recommended an ACI product to others because of its social campaign?**
 - Yes
 - No
- 8. **Do you think ACI should increase investment in social marketing campaigns?**
 - Yes
 - No
- 9. **Do ACI's social campaigns make you trust the brand more?**
 - Yes
 - No
- 10. **Would you like to see more product-related social campaigns from ACI in the future?**
 - Yes
 - No