

Report On

Strategic Approach of Analyzen for Product Relaunch of Juzt Jelly Chutney Digitally

By

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An internship report submitted to the Brac Business School (BBS) in partial fulfillment of
the requirements for the degree of
Bachelor of Business Administration (BBA)

BRAC Business School (BBS)
BRAC University

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Declaration

It is hereby declared that

1. The internship report submitted is my 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 have acknowledged all main sources of help.

Student's Full Name & Signature:



Nishat Tasnim
Student ID - 17304001

Supervisor's Full Name & Signature:

Mahreen Mamoon
Assistant Professor, BRAC Business School
BRAC University

Letter of Transmittal

Ms. Mahreen Mamoon
Assistant Professor,
BRAC Business School
BRAC University
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Miss,

This is to inform you that I have joined Analyzen- a Digital Marketing Agency as a full-time Senior Strategic Planner in February 2021. I am presenting the first 4 Months here as my internship period. During the internship period, the project I was in charge of was the Planning of the Alpenliebe Juzt Jelly Relaunch. I hereby submit my internship report on the title **“Strategic Approach of Analyzen for Product Relaunch of Juzt Jelly Chutney Digitally”** for the partial fulfillment of the Internship Course in our BBA Program.

If you have any queries regarding the report, I will try to provide any clarification to the best of my abilities.

Sincerely yours,



Nishat Tasnim
ID - 17304001
BRAC Business School
BRAC University
Date: June 07, 2021

Non-Disclosure Agreement

This agreement is made and entered into by and between Analyzen Bangladesh and the undersigned student at BRAC University Nishat Tasnim for the purpose of preventing the unauthorized disclosure of confidential information.



Nishat Tasnim

Student ID – 17304001



Syed Kamrul Ahsan

Senior Account Director

Analyzen Bangladesh

Acknowledgement

I would like to begin by thanking the Almighty, by whose grace I was able to successfully complete my internship. I also want to take this opportunity to express my gratitude to those who have been there throughout my internship period and have significant contribution behind the completion of this report.

Firstly, I want to thank my honorable academic supervisor Ms. Mahreen Mamoon, Assistant Professor, BRAC Business School and co-supervisor Mr. Mahmudul Haq, Associate Professor, BRAC Business School. I present my heartiest gratitude for their guidance, advice and co-operation in preparing this report.

I am profoundly grateful to Analyzen Bangladesh for giving the opportunity to have a practical experience and help me complete my internship in the organization. I would like to extend my gratitude and acknowledge the following people of Analyzen Bangladesh whose guidance and co-operation have been instrumental during my internship period:

Firstly, I thank Risalat Siddique, Co-investor, Chairman and Head of Strategic Planning for guiding me. I am grateful to Syed Kamrul Ahsan, Senior Account Director for constant motivation and guidance that helped me perform better during my internship period. I thank Turas Ayman, Head of Group Strategic Planning & Account Lead for inspiring me and be receptive of my ideas.

I would like to specially thank my supervisor Mahir Abid for mentoring, guiding and supporting me every step of my internship. I would extend my thanks to my family and friends who have provided me with emotional support throughout the internship and enabled me in completing this report.

Executive Summary

Analyzen Bangladesh is one of the top Digital Marketing Agencies of Bangladesh. It provides all digital services including client servicing, strategic planning, community management, content development, digital media buying etc. The strategic planning department specifically generate ideas for campaign and communication planning.

In this report, the strategic planning of Juzt Jelly Chutney Relaunch has been highlighted. This project was done by Analyzen as it is the retainer agency of Perfetti Van Melle, the mother company of Alpenliebe, Center Fruit, Mentos, Center Fresh and so on.

The report discusses the previous communication of the product, rationale behind new communication, strategic approach for idea implementation etc. This report also contains a survey which was conducted to understand the effectiveness of the communications designed, analysis of the survey and recommendations.

Keywords: Marketing Agency; Digital Marketing; Strategic Planning; Product Relaunch; Influencer Marketing;

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List of Acronyms

OVC	Online Video Commercial
TVC	Television Commercial
PVM	Perfetti Van Melle
TG	Target Group
SEC	Socio-Economic Class
USP	Unique Selling Point
POD	Point of Difference

Chapter 1

Introduction

1.1 Origin of the Report

This report is created to capture my internship experience and aid me in the partial completion of my internship. The report is created based on the strategy and planning services Analyzen provides for its clients. It also showcases my learnings during the internship period as a strategic planner and how my academic learning got reflected in the practical life. It specifically highlights the project I was assigned to during this period.

1.2 Objectives

Broad Objective

The overall objective of this report is to understand and highlight the influence of digital marketing for brands in the current times and how services from marketing agencies are helping facilitate that influence.

Specific Objectives

- Analyzing the Digital Marketing scenario in Bangladesh
- Understanding different digital channels and touchpoints
- Highlighting the different communication strategy for a product relaunch of Perfetti Van Melle
- Analyzing the mass perception of the digital communication of the product relaunch

1.3 Scope

This report only focuses on the Strategy and Planning services that Analyzen provides for its clients. While other departments and services are mentioned, the primary focus is on the Strategic Planning part. Since, Analyzen is a Digital first 360 Marketing Agency, most of the communication crafted are for the digital channels.

1.4 Methodology

The data required for this report was collected from two sources, such as:

- Primary Sources
- Secondary Sources

Primary Data:

Primary data for this report was collected through an online survey, attempted to understand the effectiveness of the digital communication. Another set of primary data of the Digital media views, engagement etc. were acquired through social media.

Secondary Data:

Other necessary data was collected from different secondary sources such as websites, media reports etc.

1.5 Limitations

There were several limitations of this report. These are:

- The survey was conducted online because of the pandemic.
- Because of the pandemic, the last two months of the internship period was completed from home.
- Due to time constraint the media data could not be analyzed further.
- Due to time constraint, the sample size of the survey is small.

1.6 Challenges and Learning Outcomes

The challenges faced during the internship period primarily included the remote working process. For this specific project, there were multiple other challenges. As the product is a candy and its consumption happens mostly at outdoors, conversion through digital channel was a major challenge. The pandemic also delayed the process of production and publishing the OVCs and hence the communication lost some of the intended consistency.

The learning from this internship was how sometimes ideas seemingly great cannot always be executed and some ideas may not turn out to be great after implementation.

Chapter 2

Company Overview



2.1 Origin

Two young undergraduate students of BUET, Sumit Saha and Ridwan Hafiz started the dream of Analyzen as a software company. It has now turned into a successful Digital first 360 Agency, capable of full digital and creative support, catering to both local and international organizations. Sumit Saha has been the Technology Expert of the organization since its beginning to drive innovations and utilize power of technology to unravel real consumer problems. However, Ridwan Hafiz has always been the Creative mind who envisioned the growing market in the field of digital in Bangladesh and wanted to explore this opportunity. The team was enriched with Strategic Planning and brand management expertise when Risalat Siddique, a brand professional with deep understanding of branding decided to join as a co-investor in Analyzen in 2014. Analyzen became a limited company during early 2015.

2.2 Global Expansion

Climbing the ladder of success, Analyzen was the First Digital agency to have expanded outside Bangladesh. It went global through its expansion in Singapore in January 2016 as Analyzen Singapore Pte Ltd. It also expanded in Myanmar in August 2017 as Analyzen Digital Myanmar Ltd. Analyzen serves clients from Singapore, Malaysia, Vietnam, Philippines, Thailand, Cambodia from its office at Singapore.

2.3 Core Values

Analyzen nurtures four core values which the employees follow diligently in their day-to-day work life. These are: Passion, Resilience, Delivery, and Teamwork.

2.4 Services

Digital-first 360 Strategy

Keeping digital as the primary focus, Analyzen provides branding and communication strategy for all other platforms as well. The strategy and planning service includes gathering insights, idea generation, devising plans tailored according to Target Group persona and creating the perfect strategic fit for brands to ensure strong omni-channel presence.

Data Analytics

To get a better understanding of how a brand's communication is performing, the role of data analytics cannot be denied. Analyzen provides analytics and reporting service, to ensure brands can maximize the benefits by making calculated, informed and data-backed decisions.

Cross-media Content Development

Analyzen provides content development services for brands. It includes conceptualizing ideas for content and execution of it through visuals and copies. The content are adapted according to the platform demands of different digital channels.

Web Experience

Analyzen creates Websites which are interactive and captures the true essence of the website's owner organization. With mobile optimization, Analyzen ensures better user experience of a website.

Digital Buying

Analyzen ensures that the content developed reaches the right Target Group by optimizing budgets. The buying strategy is designed in a way so the desired objective is achieved and the consumer completes the journey. Through retargeting and remarketing, Analyzen can also drive potential lead generation for its brands.

Community Management

In the fast-paced digital world, it is important to respond to customer concerns and queries timely. Analyzen aids its brands to manage the social media pages through prompt and accurate responses. Through community management reports, audience insights are also generated.

Apps & Games Development

In the last 7 years, we have successfully created over 1,000+ apps & games. Analyzen has created more than 1000 Apps and Games in the last 7 years. Analyzen's Technical team is equipped with superior UX/UI expertise and up-to-date coding knowledge.

Enterprise Software

Services such as specifications, database design with software component, and service-oriented architecture can be integrated for Enterprise Software Development.

2.5 Departments

There are several departments in Analyzen to provide different services and carry out day-to-day operation. They are as follows-

Client Servicing:

The Client Servicing team is in charge of handling clients and act as a liaison between other departments and the clients. The core responsibilities of a client service representative are to

ensure clear communication, receive brief from the client, de-brief the required team, foolproof the deliverables and deliver the requirements to the client.

Finance & Accounts:

The Finance & Accounts Department looks after the Proposed Budgets, Client billings, transactions of third party, taxation, salaries and other expenses.

Human Resource & Administration:

The Human Resource & Administration Department makes sure resources are utilized effectively and efficiently. While human Resource looks after the available skilled force and ensures employee co-ordination and employee well-being the administration looks after vendor management, processing client contracts etc. The Human resource department also scout for talented and potential employees, motivates the existing employees through positive/negative reinforcements to improve workplace productivity.

Strategy and Planning:

The strategy and Planning team is in charge of idea generation. Be it campaign planning, product launch planning, designing the communication strategy for existing clients or pitching for getting new clients, all these fall under the responsibilities of a strategic planner.

Creative Team:

The creative team consists of two sets of people. One is the Visualizers who brings content ideas to life with their artistic power. Visualizers create static and dynamic content and make adaptations for Google Ads, for different platforms, digital billboards and print media.

Another set is the Copywriters who creates magic with their words. They write copies and captions to attract consumers to the content. The also creates scripts and stories for OVC and

TVC Production.

Media and Analytics:

Media and Analytics team mostly does the media buying for the clients by placing digital ads targeting consumers based on their demographics, behavior, digital footprint etc. throughout different relevant platforms. They also acquire insight on which ad is performing well and adjust boosting budget accordingly. The media and analytics team also creates media report for the clients.

Query Management:

This department looks after the social media page queries of the different brands. They also respond to comments on the different social media pages of the brands. The query team also provides valuable consumer insights for the brands

The Technology Team:

The technology team provides technological solutions for the clients and creates innovative tech products. The services provided by the tech team include website development, game and app development, Bot Integration etc.

The team overview is as follows:

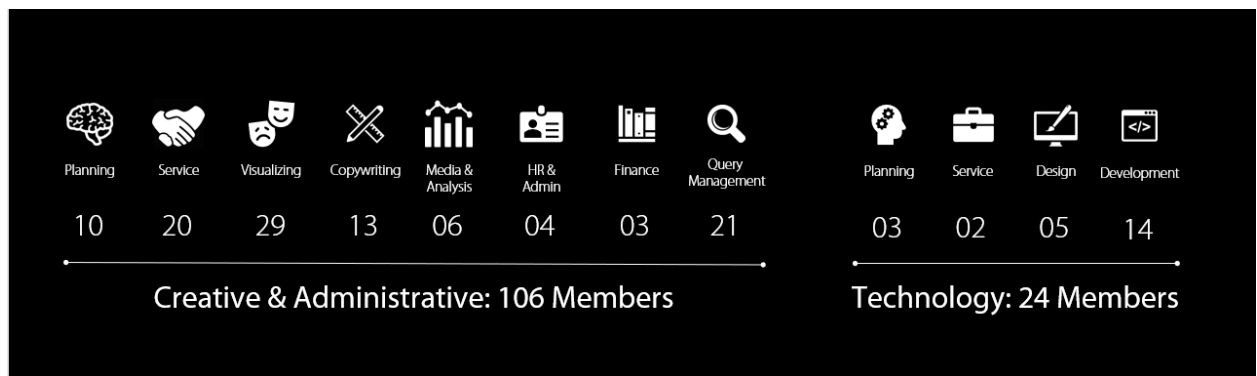


Figure 1: Team Structure of Analyzen

2.6 Client Portfolio

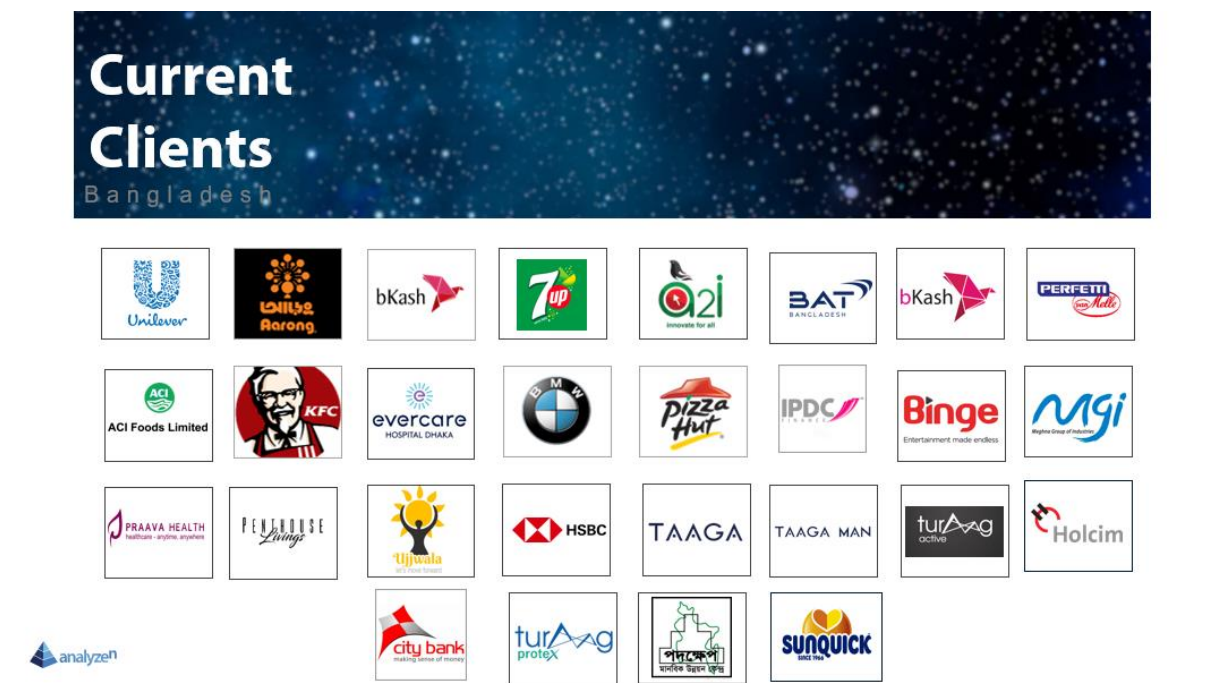


Figure 2: Client Portfolio of Analyzen

Chapter 3

Strategic Approach for Alpenliebe Juzt Jelly Relaunch

Analyzen became the retainer agency of Perfetti Van Melle Bangladesh in February 2020. Analyzen provides PVM with Client Servicing, Content Creation, Strategic Planning, Digital Media Buying and Community Engagement services. As a part of the services offered, Analyzen received a brief on the relaunch of Alpenliebe Juzt Jelly Chutney.

3.1 The Journey of Juzt Jelly Chutney

Juzt Jelly is a sub-brand under the brand Alpenliebe. PVM Bangladesh launched Alpenliebe Juzt Jelly Chutney in July 2020. With a unique combination of tamarind and masala and sweet-sour-spicy taste, this product was doing well. However, because of the pandemic in 2020, the product was yet to reach its full potential. Lack of outdoor movements and product exposure has been the main challenge regarding this struggle. As the pandemic situation improved, there was a scope to promote this product both digitally and offline.



Figure 3: Juzt Jelly Chutney

The Tagline of the product is, “মন চাইলেই চাটনি” And the initial communication line was, “এমন

দুর্দান্ত স্বাদ, লোভ সামলানই কঠিন!!!”

Juzt Jelly Chutney got introduced with two OVCs where family consumption was highlighted but the OVCs lacked precision.



Figure 4: Previous OVCs

Dissonance in Previous Communication:

“মন চাইলেই চাটনি” Talks about the convenience of having chutney anytime, anywhere. In order to get chutney, people encounter some specific pain points:

1. The process of making chutney
2. Availability
3. Having from Open Unhygienic sources

In the communication, we have seen **A father** and **a son** was facing a point of difference with **the mother** in a family environment. In another video we are showcasing a **pregnant Woman** and the **mother in law** sharing moments in a family environment.

In both cases, the Protagonists are far from our Core TG. It is understandable that we have showcased this during the Pandemic. But the Product TG is not catered in the commercials will result inconsistency.

“দুর্দান্ত স্বাদ” has been used as an added adjective in to highlight the product taste. But it failed to specify the nature of the Chutney Flavor

3.2 The Target Group

Primary Target Group:

Students

SEC- A, B, C

Age- 16 -24

TG Traits:

- Outgoing
- Have disposable income
- Tries out different new products
- Heavily influenced by the peer group
- Influencers for Household penetration
- KOL for the younger target group
- Experienced taste recall factor
- Convenience seeker

Secondary Target Group:

- a. Professionals
SEC A, B, C
Age- 25-35+

TG Traits

- Values convenience
- Quality product
- Refreshment in the taste buds
- Chutney is already an experienced taste factor
- Disposable income comparatively more
- Consumption frequency is comparatively less

- b. Students

SEC- A, B, C
Age- 12-15

TG Traits

- More Consumption Frequency
- Key influencers

- Fond of taste attributes
- Frequency of purchase increases with preference

3.3 Communication Objective

To increase product awareness for the relevant stakeholders by building a point of difference & establish product USP regarding the taste attribute and generate trials for the product.

3.4 Creative Route

Avoiding the common ground

“এমন দুর্দান্ত স্বাদ, লোভ সামলানই কঠিন”: it is applicable with any product trying to create a POD in taste.

The Taste factor - The Unique taste of chutney

Chutney has a character of its own - which can be associated with the human traits in the communications - দুর্দান্ত, চটপটে, ছটফটানি etc.

Intensity & vibrancy:

Injecting the intensity & vibrancy into the communication tonality would give advantage to create a POD as the target group will be able to associate with their lifestyle.

Craving Factor

Focusing on the craving factor for the taste for repeated purchase & also the aftermath of consumption

3.5 Proposed Communication Line

Analyzen Strategic Planning team proposed a new communication line for the product relaunch. It is as follows:

এমনই চটপটে স্বাদ, মনতো ছটফট করবেই

Rationale of the proposed line:

এমনই চটপটে স্বাদ

- Describes a character
- Intensity & vibrance
- Agile & hyper intent
- Giving the taste a proper adjective

মনতো ছটফট করবেই

- Portrays the CRAVING
- Mood Enhancer
- Resembles the consumer's nature and state

3.6 Implemented Ideas and Activities

a. Influencer In-Content Placement

The strategic planning team proposed Alpenliebe team to collaborate with a food vlogger who goes with the brand for an in-content placement. Through Analyzen, Alpenliebe team collaborate with Khudalagse- a rising foodvlogger in Bangladesh.



Figure 5: In-Content Placement of Khudalagse

In the video, Faiza (the foodvlogger) was out tasting street food and offered her fans the products. She also communicated the new communication line, “এমনই চটপটে স্বাদ, মনতো ছটফট করবেই” She addressed the hygiene concern of open street chutney as well as the convenience factor. She also provided a discount code for purchasing in Juzt Jelly Chutney online through chaldal.

Video Link: <https://www.facebook.com/khudalagse2/videos/1051344585275795>

The video received huge reponse in terms of product visibility as within 5 hours of uploading it reached 70 thousand reactions in Facebook and stands at 89 thousand. The views crossed 1 million with almost 2 thousand engagement (Comment and Share). In YouTube the view count is 602k.

b. Third Party Content Album

To reinforce the communication line, “এমনই চটপটে স্বাদ, মনতো ছটফট করবেই” the strategic planning team came up with the idea of communicating different moments of anticipation. This was a series of “ব্যচেলর মন কখন কখন ছটফট করে?” through third party.

Bengal Beats is a Facebook page which mostly creates relatable content for the youth. We wanted to leverage their huge follower base to create a buzz around the new communication line.



Figure 6: Content Album with Bengal Beats

The album showcased different moments of bachelors when they get filled with anticipation, such as: Getting an interview call after waiting for long, suddenly remembering tomorrow is a holiday, getting a match notification on tinder etc. The album ends with co-relating all these anticipation with the taste of Juzt Jelly Chutney and reinforcing the tagline, “মন চাইলেই চাটনি”

The album received organic likes and engagement.

Content Album link: <https://www.facebook.com/TheBengalBeats/posts/2953736658279538>

c. Brand Page Content

The communication from the brand page surrounded around the convenience factor, driving online sales and highlighting consumption moments. Different form of content were used such as Static, Dynamic, Carousal etc. All these content were developed by Analyzen.

i. Convenience- 6 Second Dynamic Post



Figure 7: 6-Second dynamic Post

ii. Introducing Sharing Pack



Figure 8: Introducing Sharing Pack

iii. Consumption Moment Communication



Figure 9: Consumption Moment-While watching Movies

iv. Convenience Carousel



Figure 10: Carousel communicating convenience

Here, the hassle of making chutney is communicated through a carousel format and the solution has been presented as the product. And the tagline is also reinforced that whenever you feel like you can have chutney without going through the preparation hassle. A “**Shop Now**” button is added with the carousel to drive conversion. Anyone clicking on the “Shop Now” Button will be redirected to the website link of Chaldaal and can order Just Jelly Chutney online through it.

v. Driving Online Purchase



Figure 11: Driving Online Purchase

d. Trial Generation through E-Commerce

Recently Bangladesh has seen a rise of e-commerce and f-commerce platforms. The pandemic has added to that rise. We decided to drive trial generation by offering free Juzt Jelly Chutney with the parcels. Collaboration was done with Rokomari.com and Shajgoj for doing so.



Figure 12: Trial Generation through E-commerce

We incorporated the communication line with the anticipation of receiving ordered parcel. A message was given with free Juzt Jelly Chutneys. The message read: “আমরা জানি আমাদের প্রোডাক্টটি হাতে পাওয়ার জন্য আপনার মন ছটফট করছিল, তাই মন ছটফট করা চটপটে স্বাদের Alpenliebe Juzt Jelly Chutney আপনার জন্য।”

This got social media traction and exposure in the public group of Shajgoj named Shajgoj Insider which has 85k members.

e. The OVC

In order to establish the communication line and insert the idea of “চটপটে” taste of Juzt Jelly Chutney, we had prepared two OVC script. One was to capture the Student TG and another was to capture the Professionals. The classroom story is such that while roll calling the protagonist girl Tuli is seen being very restless. When her name is called she replies with “Chutney, Sir” instead of Yes sir. The OVC ends with the message of “এমনি চটপটে স্বাদ, মন তো ছটফট করবেই ”

Before releasing the OVC, a teaser was released which was a 11-second cut version of the OVC. A portion of it remains muted and people are asked to guess what did Tuli say that made everyone laugh.

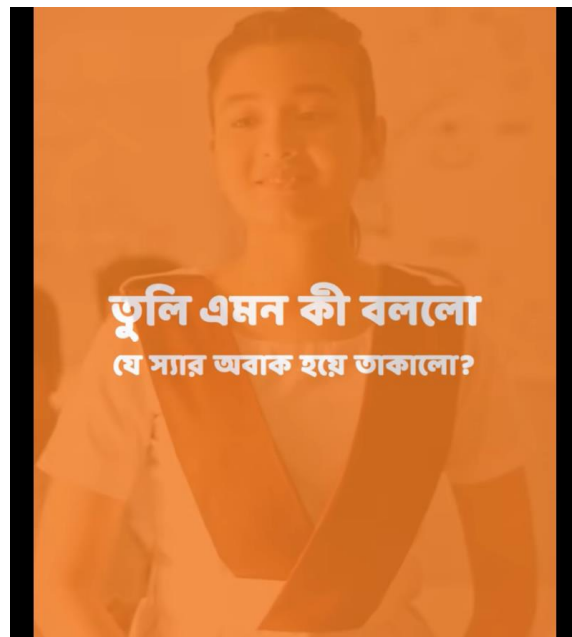


Figure 13: OVC Teaser

The teaser alone got around **401k reach, 182k Engagement and 183k views in Facebook.**

(Data Collected from Media Report prepared by Analyzen)



Figure 14: Juzt Jelly OVC-Classroom

The OVC got more than **1.2M Reach, 1.6M Engagement and 1.6M views in Facebook.** (Data

Collected from Media Report prepared by Analyzen)

Chapter 4

Survey and Analysis

To understand the effectiveness of the communication, an online survey was done. The number of respondents were 70.

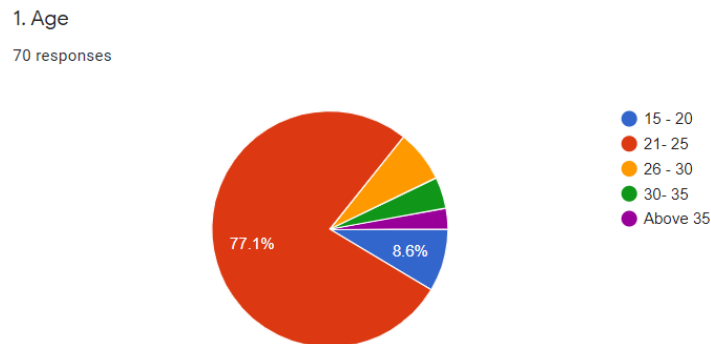


Figure 15: Age of Survey Respondents

The majority of the responses (77.1%) is from the age group 21-25. The other major age groups remains in 15-20 (8.6%) and 26-30 (7.1%). This reflects that youths remains our main target demographic. The other groups occupy a very small portion of the responses with 30-35 (4.3%) and above 35 (2.9%).

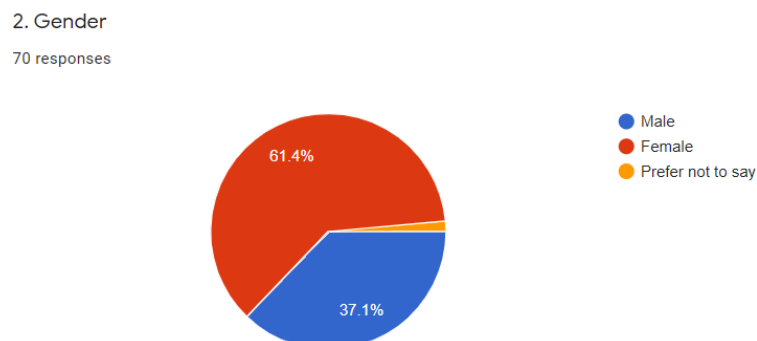


Figure 16: Gender of Survey Respondents

The gender of majority of the participants seems to be female (61.4%) compared to male (37.1%).

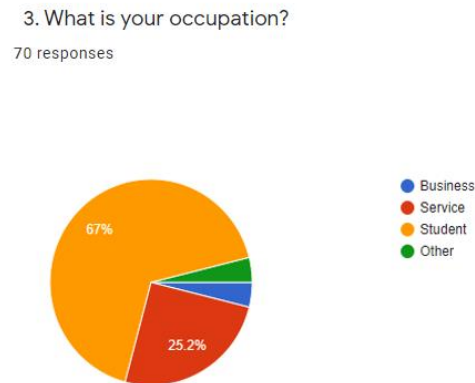


Figure 17: Occupation of Survey Respondents

The occupation of most of the respondents is student (67%) which is our core target group. Other than that, 25% of the respondents are working professionals.

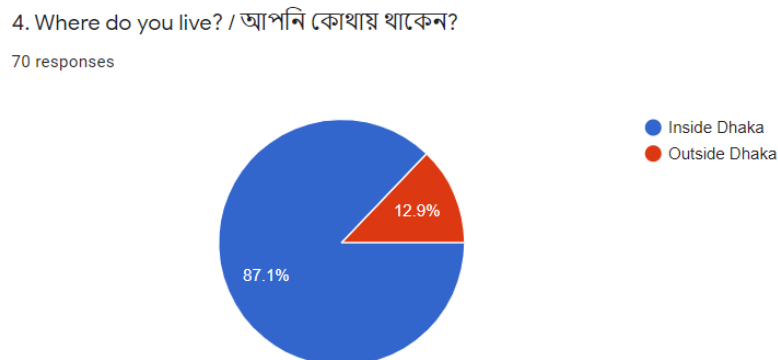


Figure 18: Residence of the Respondents

The residence of a major portion of the participants (87.1%) is observed to be mainly in the capital. The ratio of the participants outside Dhaka though smaller is not negligible (12.9%).

5. Have you heard of Juzt Jelly Chutney? / Juzt Jelly Chutney এর নাম কি জানেন?
70 responses

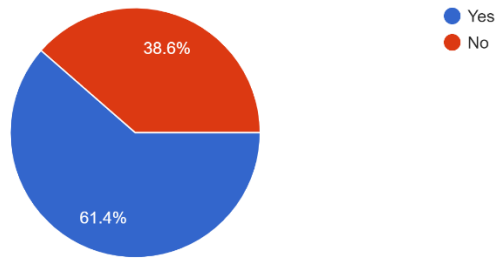


Figure 19: Brand Awareness of Juzt Jelly Chutney

6. If yes, from where did you know about it? / যদি জানেন, তবে কোথা থেকে জেনেছেন?
44 responses

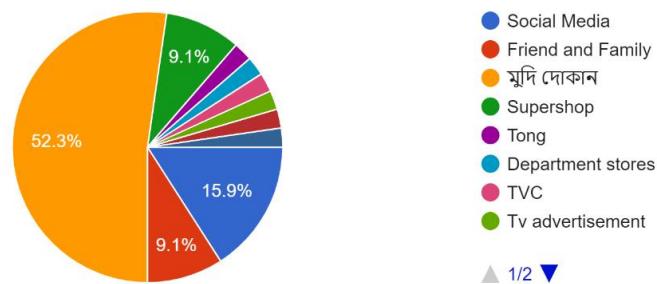


Figure 20: Source of Awareness of Juzt Jelly Chutney

52% of the respondent said they knew about Juzt Jelly through grocery shops. 16% of them came to know about it from social media. People also knew from supershops and friends and family.

7. Did you consume Juzt Jelly Chutney?/ কখনো কি Juzt Jelly Chutney খেয়েছেন?
70 responses

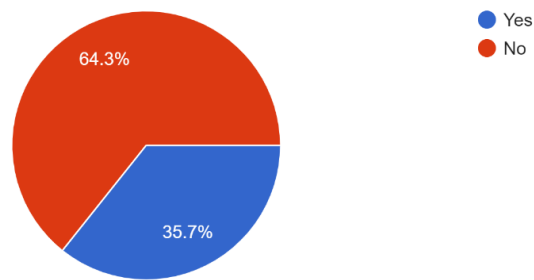


Figure 21: Consumption Rate of Juzt Jelly Chutney

While the awareness level is quite high, the opposite scenario can be seen in terms of the consumption of the product. About 36% consumed Alpenliebe Juzt Jelly Chutney.

8. If yes, from where did you get it?/ যদি খেয়ে থাকেন, কোথা থেকে পেয়েছেন?
29 responses

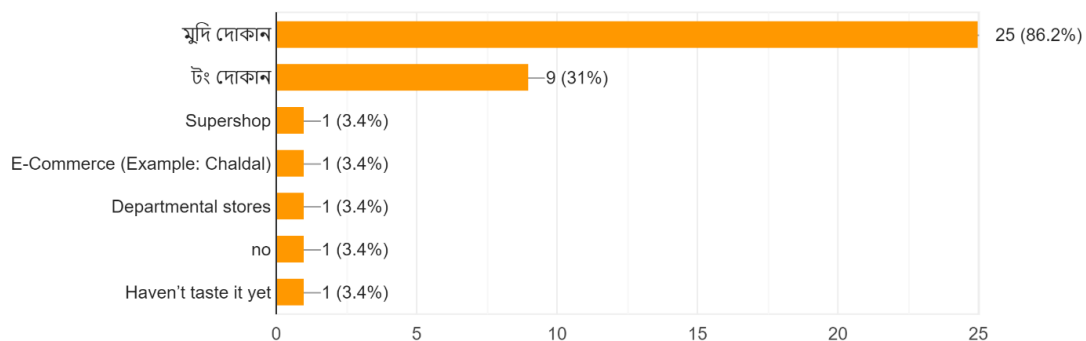


Figure 22: Source of Consumption of Juzt Jelly Chutney

It is seen that the purchase happened mostly from grocery stores (86%) and Roadside Tongs (31%). The rate of e-commerce purchase is quite low. This shows how in terms of purchasing many people still prefer traditional selling points.

9. How many communications of Juzt Jelly Chutney did you come across? / Juzt Jelly Chutney এর কয়টি Advertisement চোখে পড়েছে?
70 responses

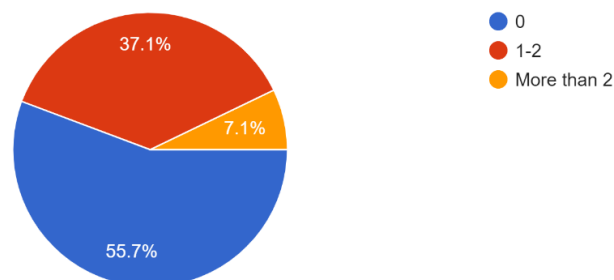


Figure 23: Rate of Communication Visibility

While almost 56% respondents did not come across any communication of Juzt Jelly Chutney, 44% came across at least one communication of Alpenliebe Juzt Jelly. Of them 7% came across more than 2 communications. It is important to note here that general people may have not consider third party content such as, In-Content Placement, Bengal Beats Album, Trial Generation etc. initiatives as direct communication from Juzt Jelly Chutney.

10. Do you recognize this Advertisement? / এই Advertisement টি কি কখনো দেখেছেন?
70 responses

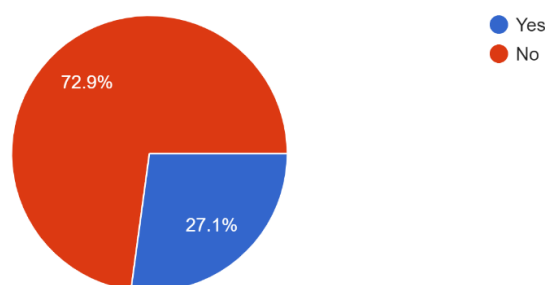


Figure 24: Awareness level of OVC

The awareness about the new OVC is quite low among the respondents. Only 27% has seen the OVC.

11. On a scale of 1-5 (1 being lowest and 5 being highest), rate communication of Juzt Jelly Chutney. / Juzt Jelly Chutney এর ad গুলো কে ১-৫ এর মধ্যে রেট করুন।
51 responses

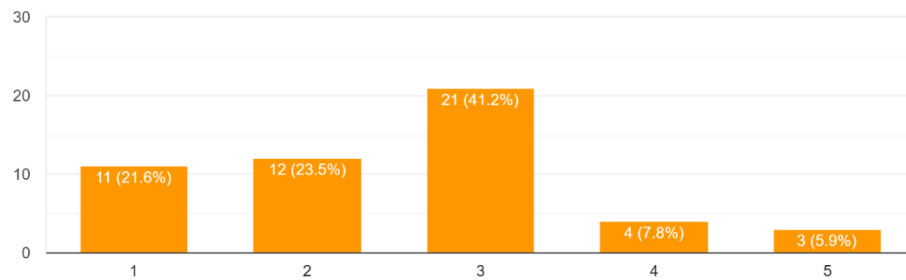


Figure 25: Ranking Communication of Juzt Jelly

When asked to rate the communication of Alpenliebe Juzt Jelly, people mostly rated it as average. This could be due to the low frequency of the communication.

12. Can you recall the tagline/ communication line of Juzt Jelly Chutney? Juzt Jelly Chutney এর ট্যাগলাইন কী বলতে পারবেন?
70 responses

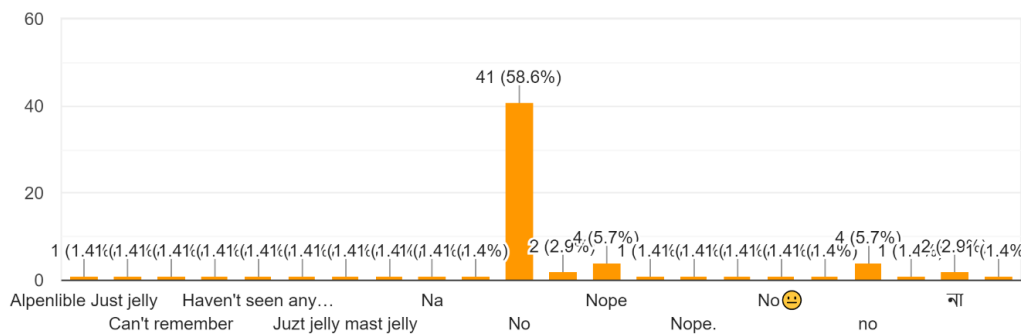


Figure 26: Tagline Awareness Rate

About 96% of the respondents could not recall the tagline of the product. While 2 people could recall the tagline correctly which is “মন চাইলেই চাটনি” 1 person has stated the communication line as the tagline.

Chapter 5

5.1 Recommendations

- a. While communication quality is important, the frequency is also important. The communication of Juzt Jelly Chutney could be more effective if the time period between each communication was lesser. For this the servicing team needs to be more pro-active for following up with the approved plans and take initiatives to implement them timely.
- b. Alpenliebe has a number of sub-brands such as Creamfills, Alpenliebe Pop, Tok Masala, Juzt Jelly etc. The content calendar for each of these brands should be maintained strictly to ensure product focus at the right time.
- c. While Alpenliebe is focusing on digital more due to pandemic, the focus seems consolidated on Facebook only. Though the OVC was published in their YouTube Channel, it was not promoted. Alpenliebe's Instagram activities are also at halt. Usage of Instagram Stories, YouTube Bumper Ads etc. would help them get better results

5.2 Conclusion

While good ideas are required execution is also important, and the most important part is the timing of the execution. Working in Analyzen taught me how in the advertising world, creativity requires passion as well. It gave me the thrill of implementing my ideas and make me understand the impact ideas can make.

References

[1] Retrieved from: <https://www.analyzenbd.com/>

Appendix A.

Understanding Brand Awareness of Juzt Jelly Chutney

This is a survey for an internship report. Information you provide will be kept confidential.

*** Required**

1. Age *

15 - 20
21- 25
26 - 30
30- 35
Above 35

2. Gender *

Male
Female
Prefer not to say

3. What is your occupation? *

Student
Service
Business
Other

4. Where do you live? / আপনি কোথায় থাকেন? *

Inside Dhaka
Outside Dhaka

5. Have you heard of Juzt Jelly Chutney? / Juzt Jelly Chutney এর নাম কি জানেন? *



Yes
No

6. If yes, from where did you know about it? / যদি জানেন, তবে কোথা থেকে জেনেছেন?

Social Media
Friend and Family
মুদি দোকান
Supershop
Other:

7. Did you consume Juzt Jelly Chutney?/ কখনো কি Juzt Jelly Chutney খেয়েছেন? *

Yes
No

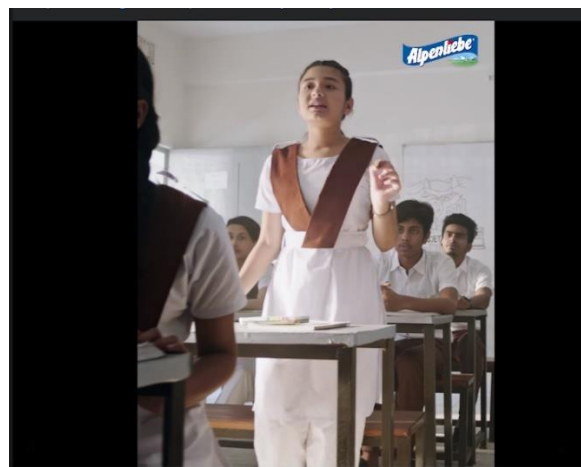
8. If yes, from where did you get it?/ যদি খেয়ে থাকেন, কোথা থেকে পেয়েছেন?

মুদি দোকান
টং দোকান
Supershop
E-Commerce (Example: Chaldal)
Other:

9. How many communications of Juzt Jelly Chutney did you come across? / Juzt Jelly Chutney এর কয়টি Advertisement চোখে পড়েছে? *

0
1-2
More than 2

10. Do you recognize this Advertisement? / এই Advertisement টি কি কখনো দেখেছেন? *



Yes
No

11. On a scale of 1-5 (1 being lowest and 5 being highest), rate communication of Juzt Jelly Chutney. / Juzt Jelly Chutney এর ad গুলো কে ১-৫ এর মধ্যে রেট করুন।

Very Bad

- 1
- 2
- 3
- 4
- 5

Excellent

12. Can you recall the tagline/ communication line of Juzt Jelly Chutney? Juzt Jelly Chutney এর ট্যাগলাইন কী বলতে পারবেন? *