



Inspiring Excellence

Success Analysis of Fair & Lovely Men Salon Activation

Plan: Compare & Contrast between Theories and Competitive Agencies



Submitted To

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Subject: Submission of Internship Report.

Dear Sir,

With due respect, I am presenting my internship report on the topic “Success Analysis of Fair & Lovely Men Salon Activation plan by of Asiatic EXP”. All your guidelines and valuable instruction has been followed for preparing the report along with the supervision of my internship supervisor of Asiatic Exp.

I believe this report will be one of my projects that would be a fruitful learning to experience and use it in my next career path. Moreover, without your guideline, appreciation and assistance this project could not be made by me. However, I have tried to implement all of your instructions and requirements through this report. I hope all of these will be able to meet your expectation.

Sincerely,

Deepa Ghosh

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BRAC Business School,

BRAC University

Acknowledgement

I need to pass on my earnest appreciation to my faculty advisor Md. Fazle Mohiuddin sir for his guidelines, all through the entire internship program. I might want to thank my Line Supervisor Miss. Tasnima Iqbal, Deputy Manager of activation planning and Allama Shibly Nomany, Manager of Activation planning for their steady help and supervision of mine in the workplace. I am likewise obliged to them since they were sufficiently benevolent to direct me in taking care of each issue I confronted both with the report and with the association duties. However, they also helped me by providing important company credentials for preparing my internship report.

I also want to thank the other members of Asiatic Exp. Ltd for their continuous help and cooperation in the work period.

Executive Summary

Below The Line (BTL) advertising activities have turned out to be exceptionally complex in twenty first century. For an organization the administration quality is imperative to fulfill its customers. Conveying the administration inside a constrained time range is another test.

Complications turn out to be so intense when an organization needs to manage both of the client bunch one is Social Client and another is Corporate Client. Both of the gatherings have a recognized arrangement of difficulties so as to give the administration. In any case, Asiatic EXP has overseen throughout the year best conceivable approach to support its customers and that is the reason Asiatic Experiential Marketing Ltd is the leading BTL agency.. AEML not just have arrangements with the customer, it additionally has some endeavor that it needs to control, for example, Sisimpur Project. AEML is working with numerous enormous activities of their corporate clients. Clients for example, BATB, Grameenphone, Airtel, Unilever, HSBC, and Microsoft, Bangladesh Cricket Board and so on are fundamental clients of Asiatic.

As an intern, I was involved with almost 15 activation plans of Asiatic Exp. Among them all, Fair & Lovely Men Salon Activation plan was my first projects that i have done from the beginning and involved with the execution. So, in my report i want to illustrate a success analysis of this plan comparing its overall activities with one local and one global agency's activation plan. Moreover, at the end of the report, I have come up with some recommendations based on the analysis I have illustrated.

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Chapter 1: Organizational Overview

1.1 Company Background

The organization Asiatic has begun its journey in the advertising agency industry in 15, 1966. First it was known as East Asiatic. It indicated animation offering services to the business rather than brands nearness which was running a battle to speak with the general population. At that point they build up Asiatic 3sixty in the next years and turned into the biggest 360 advertising agency bunch in Bangladesh and since its beginning, it offered 360-degree branding answer for its global and nearby clients.

In 1996, Asiatic fabricated global organization with JWT. Being an accomplice of the JWT family, it has turned into the primary mover of a significant number of the special development in this nation. Asiatic EXP is the advertising communication brunch of Asiatic 3sixty.

The scope of Asiatic administration is comprised of everything with respect to showcasing. The job Asiatic EXP is to guarantee brands to be with the buyer a few times through different occasions. They trust that better the thought the additional time brand will be go through with it.

Asiatic Experiential Advertising Limited is BTL showcasing media organization. It is a piece of the mother brand Asiatic 3sixty yet it has its very own individual activity and works autonomously inside the group. In 1997, it began its very own adventure. At the beginning period of country's marketing industry, there was a shortage of a BTL media office the individuals who can run their task. In this way, from the shortage, the idea has ascended to keep the pace of exceptional business advertising circumstance. Asiatic EXP is the primary mover that makes the idea popular in our nation. As they have a major mother brand, dependably it has its reinforcement that drives them to build up themselves as the best BTL media office in this nation.

1.2 The Vision of Asiatic Exp.

“Being the leader by different level of creativity and experiencing life from all the angles.”

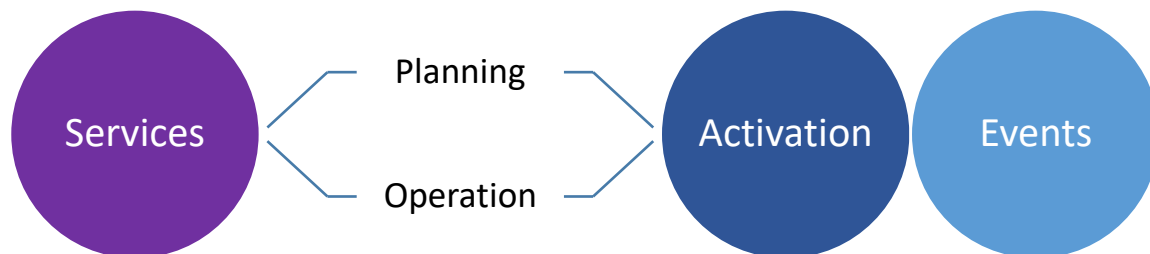
1.3 Company Overview

Asiatic Exp. emphasizes on ROI which indicates Relationship, Ownership and Innovation. It accepts its' client requirements as its own as a result they make the best out of their all projects as successful as their clients want. Therefore, their projects are the best example of professionalism along with efficiency altogether.

From the very beginning as one of the oldest agencies Exp. had a lot of ups and downs. For this, they needed to get a ton of changes their administration and needed to enlist better individuals to run the activity which makes the organization the pioneer in its 20 years. Their customer always feel so great to work with EXP even with more expensive rate as they follow [premium pricing for their service. Their very own credentials show how they land a projects with the best out of it. Moreover, currently they are using modern marketing tools with their unique brainstormed ideas to make their campaigns more reliable in spite of being a BTL agency.

To add more, Exp. works with all the upper class brands of nationally and internationally. In fact the rate of their doing government projects are higher than any other agencies of Bangladesh. Multinational brand and even start ups can get their 360 degree marketing solution with the smoothest executions of projects from Asiatic Exp. In doing Bangladesh Government ventures and occasions as well. For instance: OIC 2018.

As far as giving services, they have two contributions which are events and activation. In events sections, all the essential plans, occasion stream, costing-planning are joined. As indicated by the brief and customer request, arranging division works and conveys new plans to make the occasion special from others and effective. Planning and Client Service Office deals with a similar page to bring the best out of it. At that point the planning goes to Activity office. This administration is comprised of the plans, spending plans, and time span to achieve the objective. Another administration, they give is "Activation". This is likewise named as immediate or direct marketing. It is valuable for the buyer based marketing. An accomplished group of promoting cherishing individuals working with in this activation segment. However their servicing sector is basically two types for their clients. They are:



1.4 Company Structure

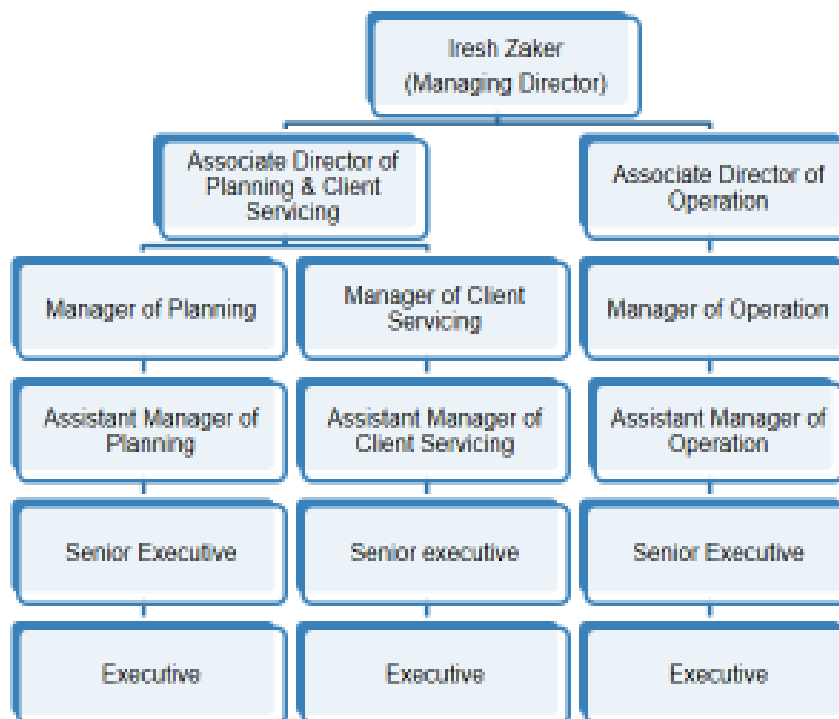


Figure: Organizational Chart (From Exp. Credentials)

Chapter 2: My Responsibilities and Job Description at Asiatic Exp.

2.1 Introduction

After the completion of all courses at Brac University it was my accademic requirments to join in an organization for temporary internship program, to get to know the practical work and corporate activities and creating the report based on this 3 months experience. To fulfill that I joined in Asiatic Exp. On 22nd January, 2019 by successfully securing my place from all the interview steps.

2.2 Job Description

As an interns I have performed my responsibilities under the department of Activation as a strategic planner. My duties were to decode the client brief, communication the client service team for making connection bridge between the planners and the client. Most importantly, I have to work with the client requirements by making plans, overall presentation of client requirements including our brainstormed ideas for operation.

Besides I also have worked with the operation team for the execution of the planning. However, I was solely included with the activation plan for our valuable client Unilever's Fair & Lovely Salon Activation plan from the beginning along with making the overall plan.

2.3 Specific Responsibilities

Essentially, Asiatic Exp. at first get case brief from its Clients by through the client service team. They meet the clients and get the overall brief from them and finally decode the brief to the planning department. Corporate Customers case brief is more introduction planned and created with its own correspondence and promoting group. However, my job responsibility was

- Understanding the brief from the CS team
- Preparing an agenda for what to do

- Make the presentation with proper execution plan and budget
- Attending the pitch for presentation in front of client
- Meeting the operation team for plan execution
- Monitoring the overall activities

2.4 Practical Experience

The experience I have gained by working in this organization will always work as a guideline for my further corporate journey and career. I have learned the very use of modern marketing tools along with their usage and application. Along with that, I have improved my public speaking and presentation skills by attending pitch presentations and client meetings which gave the clear ideas about corporate culture, manner and norms. Moreover, the fact that is more important is the value of team work and maintaining chain of command full filled my journey by giving me a compact experience.

2.5 Project Summery

To consent to my academic necessity of getting hypothetical learning, I applied in certain organizations and from them AEML has offered me to do as such. Answering to the Supervisor, the internship has been begun since 22nd January, 2019. In my temporary position period, I worked with Unilever's Fair & Lovely Men Salon Activation program which I got from Unilever's brief sent to AEML for submitting an overall plan within the fixed deadline. As I got the chance to work basically, so I might want to portray my commitment to AEML.

Chapter 3: Methodology of the Study

3.1 Objective of the Study

Primary Objectives

The primary goal of this study is to connect the hypothetical knowledge I have gained from BRAC Business School (BBS) with the practical knowledge and skill and all the terms of organizational strategy I have got during my internship period at Asiatic Exp.

Secondary Objective

- To analyze the fine line between BTL marketing activities and ATL campaigns through this project
- Relating how the hypothetical terms and bookish knowledge meets the operation and execution of the marketing campaigns
- Relating the terms of marketing which are taught in BRAC Business School
- Finding out the market potentials by the campaigns and accomplish the organizational goal by generating the recommendations from the critical evaluation

3.2 Scope of the Study

In these three months of internship program in Asiatic Exp. practically every one of the work areas have been watched. I was named into the Activation Planning division where I have made the plans of FAL Men Salon Activation. It was hard to gather the data significant to my report, on the grounds that the employees of this organization were so occupied with their obligation that they were not ready to give me much time

3.3 Limitation of the Report

One of the major limitations I faced while making this report was the shorter time of my internship period. To make a research on this project it was needed to work there more time

and to know the operational projects more. Moreover, it was tough for me to make discussions with employees and project coordinators regarding the project as they remained busy all the time with huge pressure of the work.

Chapter 4: The Project-Fair & Lovely Men Salon Activation Plan

4.1 Introduction

Fair & Lovely Men is the men's cosmetic brand by Unilever that caters the fairness demand of males with its two products Fair & Lovely Men Face wash and Fair & Lovely Men Fairness Cream. As the name clears that it is the product under the mother brand Fair & Lovely which is serving most of the lower class and lower middle class women specifically in Asia and Unilever is earning a big percentage of its revenue by this brand. However, the success of the mother brand is disproportionate to FAL Men. The reason behind this is misattribution with lookalike brands and frequent changes in proposition.

Men are not interested to buy a product named lovely and the brand Emami took the name "Fair & Handsome" for their men fairness cream. This name of Emami created a misattribution with FAL Men consumers. As a result most of the consumers of FAL turned their mind on that. In fact most of them don't know even that, this is not from the brand of Fair & Lovely. As a result, despite of having a good brand name FAL Men is losing its market which became Unilever's main concern.

Keeping these all in mind FAL Men went through a bug re-launch in 2018 by changing its name to **Men's Fair & Lovely**.

However, considering this fact and grabbing the most market share again, Unilever aims to land an activation for FAL Men and following that they sent a brief to Asiatic Exp. The brief required an overall salon activation plan with proper budgeting.

In the brief Unilever mentioned what they expect, What we might need for making the plan and what will be the time duration of the plan execution. They have provided a deadline also for the submission of the plan.

4.2 Storyline for Jumping into the Plan

There was a time when getting worried about the look and appearance was not a cup of tea of men. It was considered to be girly to be concern about fairness for men. But with the passage

of time, having a good look and appearance in front of partner and most importantly in the job place is the most important factor to man. Along with that the new attributes of men are preferred to be **JUST, FAIR AND LOVEABLE**.

In our organizational research of Asiatic a huge parentage of girls said they prefer fair and decent looking boys to work with or to choose as a partner. This indicates men's' intention and care about their look, self-portray ion, and presentation in front of their expectations.. Considering that in mind, we believe Only decent looks of men will create a fair vibe of them to others. Only decent looks of men will create a fair vibe of them to others. To cater to these TG, Unilever has launched men's face care brand in Bangladesh.

4.3 Target Group

- **Age Group**: Caters to 18-28 year old men that means young job holders and students. To them face and fairness are important as they want to be the 'best versions of themselves' at work and socially. They are recommendation reliant. Moreover, their use of fairness creams is largely influenced by women at home and their products, brands and regimen.
- **Consumer Financial Stand**: We have targeted men from upper middle, middle and middle class or section A/B/C. This personals follows instructions from their Barber and finds products within their budget to look fair and just to their partners.
- **Geography**: Unilever wants to run this activation plan targeting the Dhaka and Chittagong metro city and the mid-tier salons situating there. They prefer mostly urban consumer base as their TG.
- **Lean-Back Fairness Seeker**: Consumers who are concerned about their look and appearance and along with that people who seek for fairness and a loveable change in their look are the expected behavioral group for this proposition. To them, Face and fairness are important to be the 'best versions of themselves' at work and socially.

Moreover, they are recommendation reliant; Use of fairness creams is largely influenced by women at home and their products, brands and regimen.

4.4 Salon Selection Criteria

For this activation plan we believe a Barber is the Doorway for reaching out to many consumers and creating an expected consumer base based on a salon activation program. To keep it in mind we have planned to make a win-win relationship with the barber by promoting them and giving them a chance to become Fairness Consultant to prosper more in their business and career.

However, in the primary plan we have kept the number of salon is 50 to whom our advance team will conduct. The criteria of salons and barbers were selected based on

- **Salon Category**: Mid-tier salons that are located in metro areas where customers tend to spend less than around 150 BDT max for getting a haircut. The criteria of salon has been selected based on our target group which are middle class men of the urban cities.
- **Geography**: As the target group should be from the Dhaka and Chittagong metro cities so we have selected the salons situated in this two metro cities. The area preference has been given based on the area population. Mohakhali, Mogbazar, Puran Dhaka, Badda etc, areas has been given preference in Dhaka. On the other hand, Kotowali, Jamal Khan, Pathorghata, Firingi Bazar etc. areas of Chittagong has been listed for the activation plan.
- **Behavior**: We have created the criteria for the barbers who seek for supports and facilities from different brands and would like to recommend their customers personalized suggestions with an intention of making a relation more than a barber with their customer base.

4.5 Salon Touch points

Salon Touch Points	
Gift For Saloon	Gift For Barbers
Branded Table top display	Branded Aprons
Towel , Bib and sticker	T shirts with logo
Branded Wall Showcase	Sales Benefit (Percentage)
Bannered cash counter	
Branded chairs for the customers	

The salon touch points are made based on the gifts for the salons and the barber as a win-win relationship. We would offer the listed gifts for the selected salons and barbers to land the activation plan.

The branded products will be in purpose of the proper product branding along with creating a continuous image in the consumer mind while he will be receiving personalize suggestions from the barber regarding the usage of FAL Men products.

We have designed the mnemonic, Poster, and the branded gift item designs for the plan proposal.

Mnemonic and Tag Line:

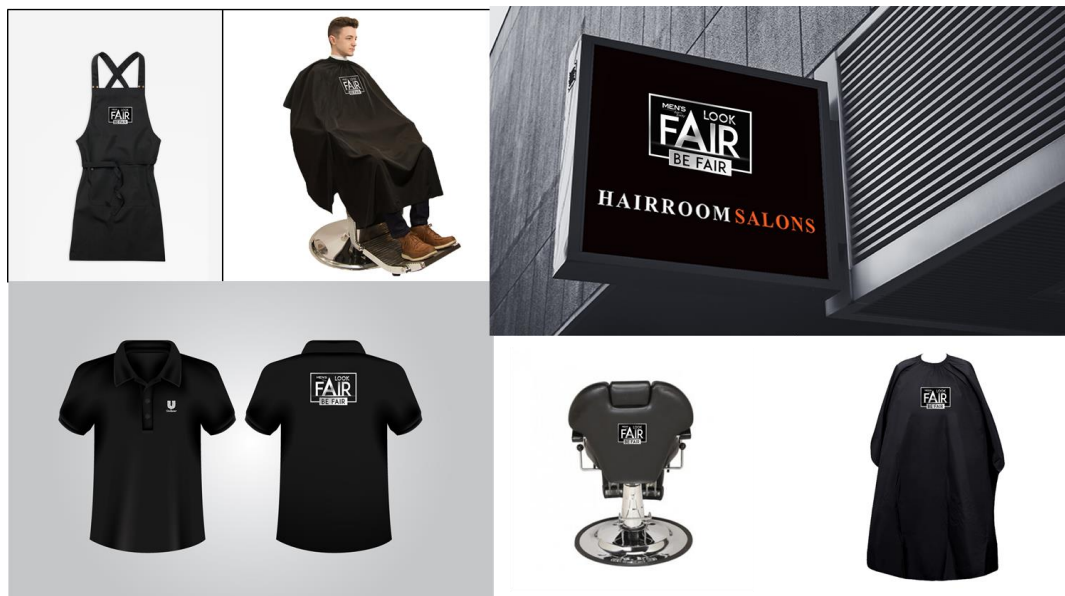
The Mnemonic was made by the Creative department of Asiatic Exp. keeping in mind the tag line we have made from our brain stormed ideas.

Considering the selected target group and their behavioral segmentation we have selected the tagline **“Look Fair, Be Fair”**.

The tagline will not only promote the fairness of men but also will create a fair appearance of them in their activities.



Picture : Mnemonic (Author's Compilation)



Picture: Branded Gift Items for salon and barber (Author's Compilation)

4.6 The Activation

Initial Contact: In order to make the initial contact with the salon and the barbers we have an advance team for our activation operation. We provide them the list of salons along with all contact details for connection.

However, according to the root plan Brand Promoters will visit pre-selected saloons. Initially He will communicate with the saloon owner/ manager/ barber in charge and will let them know about their benefit and customer convincing points.

The activities will be covering following points:

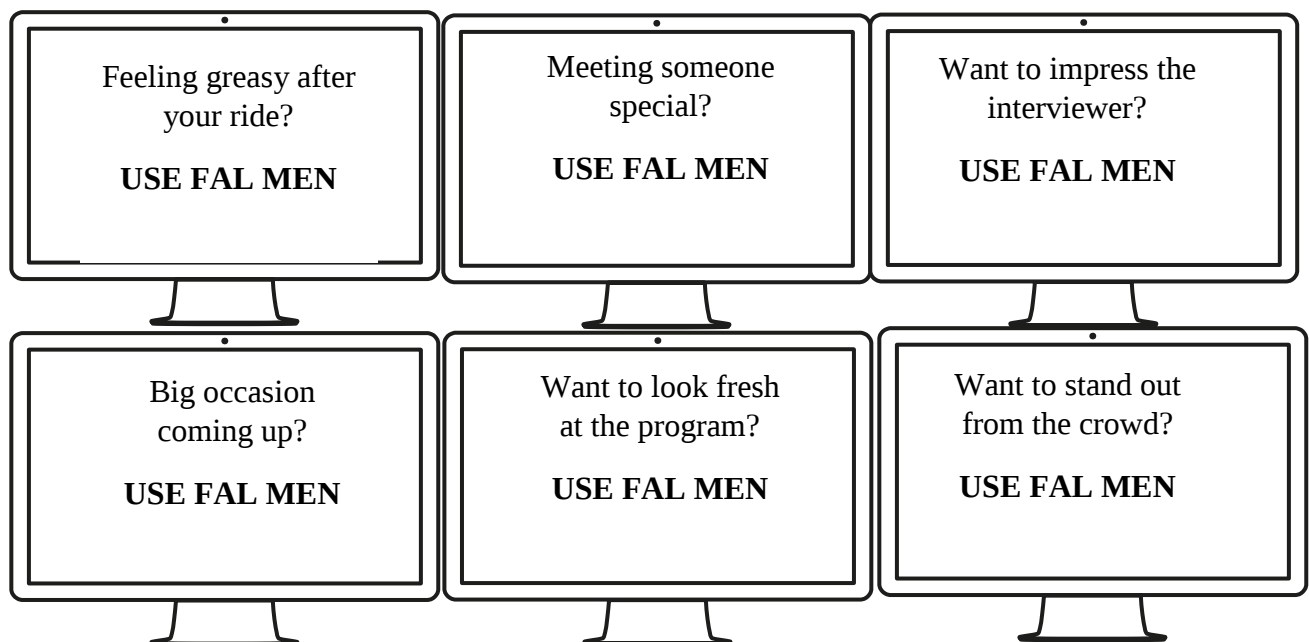
- I. **Brand Briefing & Product Detailing with price:** The brand promoters will make a brief about the product of FAL Men Face wash and FAL Men Fairness cream. They will let the barber know about the product usage and price for convincing the customers. All of these listed details will be scripted from team Exp. And the script wise Brand Promoters will be given a training session as we do for all activation plans. The training will help them to make the proper connection and to accomplish client requirements.
- II. **Knowledge Sharing:** This part will be done by the brand promoter as a knowledge sharing session with the barber at their meeting. For instance they would have asked the barber that how much they know about FAL Men and its usage. This knowledge sharing part will help them to know the perspective of the barber regarding the product and will make the way smoother to create a clear connection.
- III. **Providing the brand materials and gift for Saloon & Barber:** After the successful connection with the barber and salon the offered gift items will be provided and the place of the salon where the items will be displayed will be selected by the operation team.
- IV. **Friday Campaign:** “FRIDAY FAIRNESS” is a yearlong activity campaign for branding which is proposed by us to Unilever in the plan proposal. According to this the Brand Promoters will go to selected salons on every Friday to make interactions with the customers directly for promoting the product. Friday is chosen because salons

remain most crowded in the weekend. Consumer feedback and suggestions along with the contact details will be collected from the barbers about the product for further improvement. 'Product availability' will be checked by the BP and he will supply it in every Friday along with keeping the record. (Product replenishment for yearlong supply)

- i. **Communication about repeat visit to get customer feedback:** This is a very important part of the activation program. The repeat visit will help us to know about the market result of the activation. Consumer feedback after their usage will be helpful for the client to know about the product position along with competitive strength.

Customized Messages for the Barbers

The communications of the barbers has been organized based on some customized messages. At first the barbers will create a relationship with the customers by giving enough attention for the customer' look, haircut etc. Following that the conversation will turn into some customized messages which will be given to the barber by our brand promoters.



This customized messages will be given by the barber to their customers as a personal consultant with the intention of creating a relationship and making the customer repeat visit in the salon.

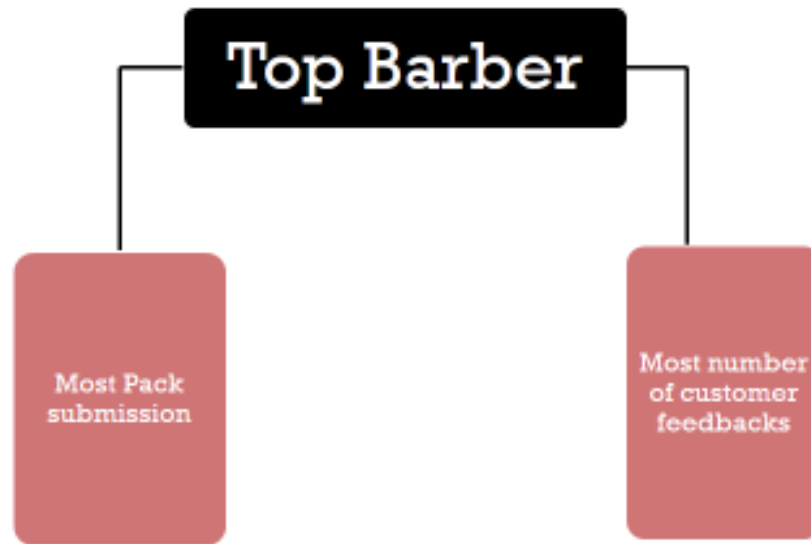
Yearly Incentives plan for the barber and the Salon

- **Weekly Visit:** Every Friday and Saturday a weekly visit will be carrying on by our operation team. In this visit free samples of Fair & Lovely Men Face wash and Fairness cream will be given to the barbers and the salon for their regular salon use.
- **Monthly visit for used pack collection:** This will be done in order to make the activation more credible. The used packs of the given samples will be collected and counted to keep the track about how many packets are being used and also to ensure the Control mechanism to ensure zero pilferage of products and CP items. The pack collection will also ensure the salon audit in order to providing sales benefit to the barber of per month
- **Special benefit:** For the long term sustainability, special benefits will be given to the barbers based on product reuse. The consumer feedback regarding the reuse of the product will be given priority to select the best salon for the special benefit. Each area's one best salon will be awarded this special benefit.
- **Yearly Reward:** One salon (Barber) will be selected in a year who will be the highest seller. That one will get special reward like branded trimmer, Messenger set. The highest seller barber will also get yearlong benefit from UBL.

4.7 Top Barber and Top Salon selection criteria

The activation will get its final reach based on the top barber and the top salon's performance. There will be a fixed outline and criteria for the selection of top barber and top salon. The operation team will take care of this while selecting.

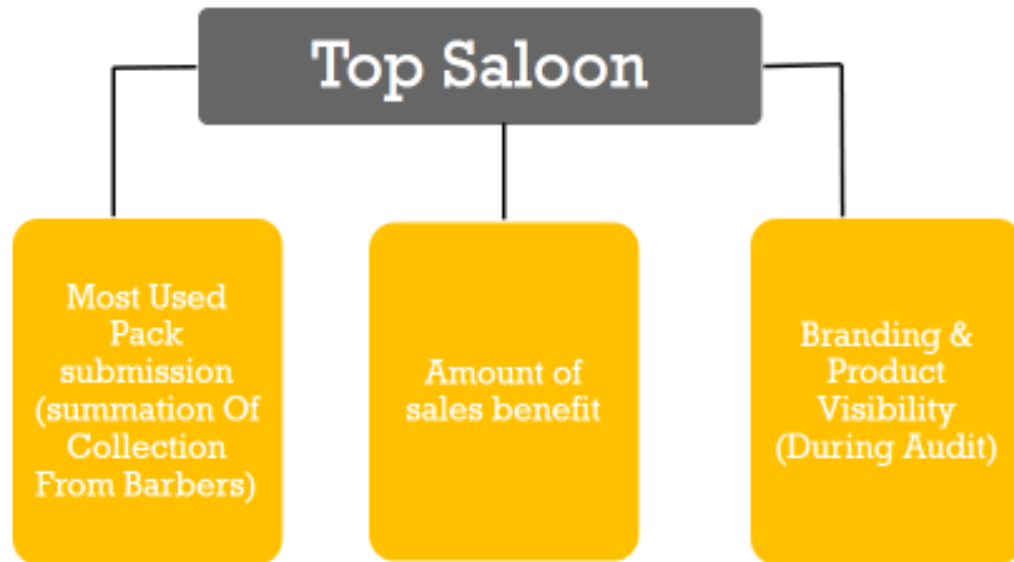
1. **Top Barber**: Top barber will be selected based on two criteria.



Most Pack Resubmission: The barber who will be submitting the most number of used sample packs during the monthly visit of our brand promoter, will be the top barber for that month and will get offered incentives from UBL.

Most Number of Customer Feedbacks: Another judgment will be done for selecting the top barber is the number of customer feedback submission. These customer feedbacks will help the client for improving their product line according to its consumer review and competitor position. As a result the feedback of consumers who used the product will be taken very importantly.

2. **Top Salon:** In the same way, three more criteria will be followed for the selection of top salons.



Most Used Pack Resubmission: As well as the pack resubmission criteria will also be followed for the selection of top salon following the same strategy of top barber.

Amount of Sales Benefit: The salon which will get the most number of sales benefit will be selected as the top salon. The amount of sales benefit will be one of the criteria for the selection of top salon.

Branding and Product Visibility: The branding items we will provide from the very first day of the activation has to be shown throughout the whole activation duration in the selected place. The visibility of these items showcasing will play a major role for the top salon selection. Following that, the weekly visit of our brand promoter and during audit the reports will be taken regarding the brand material showcasing.

4.8 Giveaways

A giveaway session we have proposed to UBL along with this activation plan to make it more viral and also for creating a bubble in the social media marketing. The giveaway program has been kept for the best feedback giver among all the users of the product.

Giveaway Rules:

Several rules will be followed for selecting the participants for the giveaway-

- ☐ Logical and significant feedback
- ☐ Feedback giver has to use the product combo for a specific time period
- ☐ Experience of using FAL has to be shared in the Facebook page of FAL
- ☐ Winner will be announced based on the like and reactions from the Facebook post. As a result the Facebook page of Fair & Lovely Men will get more reach.

Time Duration:

The time span we have proposed for the giveaway is from May – August. That means from the time of Holy Ramadan and the Eid-ul-Adha. This time duration has been chosen considering the heavy rush on this time in the salon. Moreover, people tend to be more conscious about their look before Eid specially.

Contacting the Winner:

The winner will be selected based on the criteria written above. However, after getting the winner we will contact them over mobile number. The participants in the contest will receive messages in their mobile number and winners name will be announced in the Facebook page. They need to receive the gift from UBL care line.

4.9 Celebrity Endorsement

Celebrity endorsement will be used for the campaign poster in the Facebook page. The brand ambassador has been selected from current hype. We have proposed two names. One is National Cricket Player Taskin Ahmed and another one is Dhallywood hero Siam Ahmed.

Considering the target group, their age and behavioral segmentation the brand ambassador name has been proposed.

4.10 My Learnings from the Activation plan

This was my very first activation plan that was fully generated, created and presented by me to the client. In the very beginning, I literally had zero idea about activation planning and very less idea about the pitch presentation. Moreover, I had to follow the client brief and requirements and cover everything they wanted from us. However, my learnings from this projects in a nutshell are:

- ☐ Learning about modern marketing tools along with different techniques of power point slides
- ☐ Brainstorming and generating the most unique ideas and implementation
- ☐ Reporting each and every updates about the project to my reporting supervisor
- ☐ How to work on feedback and emphasize more on what does the client want
- ☐ Learning how to pitch a presentation
- ☐ Researching about the current market situation of a specific product
- ☐ Creating a to do list and checking each and everything out so that nothing remains left

Chapter 5: Literature Review Related to the Project (ATL and BTL)

Below The Line (BTL) is a publicizing procedure in which marketing activities are merely field based rather than reaching and engaging people by the media. . Smith R. what's more, Taylor J. (2004) characterized, BTL is some other specialized instruments than deals power and it alludes to deals advancement furthermore, advertising. According to Stanely A. (2003) BTL advertising predominately incorporate direct mail campaigns, contest campaigns, experience booths, trade shows, trade fairs, point-of-sale promotions, exhibitions etc. This advertising type is viewed as more affordable and progressively engaged. BTL promoting tries to achieve an intended interest group rather than a mass gathering of people legitimately instead of including any media, for example, a business while a TV program. BTL marketing is regularly focused on explicit spots where buyers can without much of a stretch access and experience items face to face. From the point of view of an advertising firm, its fundamental methodology is to create and make powerful and imaginative BTL crusades that can support, pioneer and fill the sole need of the customers. Stanley A. (2003) expressed, BTL covers the immense backhanded advancement and showcasing industry. As of late, significance of BTL has expanded because of routine changes among the purchasers with respect to media use. In addition, shoppers are winding up more experience driven instead of guessing the highlights of items. Leiss W., Kline S., Jhally S. furthermore, Botterill J. (2013) discovered changes that happened in mid-1990 that the enterprises were putting expanded wholes in below the line advancements.

However, to make a comparison the BTL agency with an ATL advertising agency I have read previous reports on one of the renowned global ATL agency Ogilvy & Mather. The understandings all practical and theoretical I have got and gave me a clear ideas about ATL and digital marketing is Fill and Page (2013), Yasmin Tasnim and Fatema (2015) which are intensely connected to my topic and study. Along with them study of Merisavo (2003), Hofacker, Ruyter, Lurie, Manchanda and Donaldson (2016), Razorfish (2015) and Galante (2013) are also gave me significant idea for the comparison of ATL and BTL in order to get the success analysis of the activation program. These literary works are about digital marketing, distinctive method for utilizing computerized advertising and the effect of computerized promoting. Fill and Page (

2013) have portrayed advanced showcasing as the administration and execution of advancing an item, administration or brand by utilizing progressed mechanical areas like – email, web, remote, media, mechanized television to achieve promotes in an advantageous, relevant, individual, insightful and sharp way. These researchers additionally clarified that computerized advertising as a kind of promoting that attempts to send its message clearly to clients in the briefest and most effortless way. Further to clear up advanced advertising, Yasmin, Tasnim and Fatema (2015) have developed an examination among digital marketing and below the line marketing. BTL is expensive and tedious procedure whereas advanced advertising instruments are sensibly shoddy and simple approach to advance items or administrations. Response and analysis can happen at whatever point while in computerized showcasing can embrace the change effectively and headway can be displayed inside any campaign and advanced advertising can be a web sensation which is beyond the realm of imagination in conventional promoting. Galante (2013) clears up that digital marketing practice as an obviously fundamental bit of any advancing and deals system, the ability to harness the power of cutting edge stages.

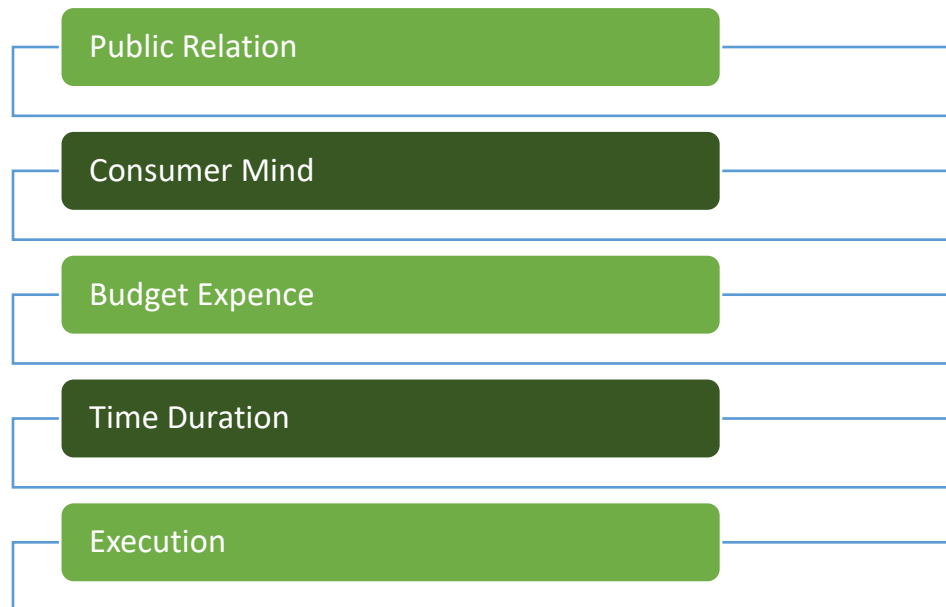
Chapter 6: Analysis from the Project

From the very basic sense of my internship experience and the information from the literature I have gone through, gives me clear ideas about the prospects of BTL marketing agency.

Following that, Asiatic Exp. has done direct mail campaigns, contest campaigns, experience booths, trade shows, trade fairs, point-of-sale promotions, and exhibitions etc. which are valued as progressively engaging activities to create an intended interest among the consumer mind. On the other hand, the project of Ogilvy's digital marketing they engage by social media (Facebook, Twitter, Instagram), TVC etc. which is a bit advance oriented and insightful to get a sharp attention of the consumers.

6.1 Facts from Literature Review to make the comparison

From the literature, the facts I have got that defines and make a fine line between ATL and BTL are:



6.2 Analysis between FAL Men Salon Activation by Asiatic Exp. and “Brooke Bond Taaza Shokal” Project by Ogilvy & Mather

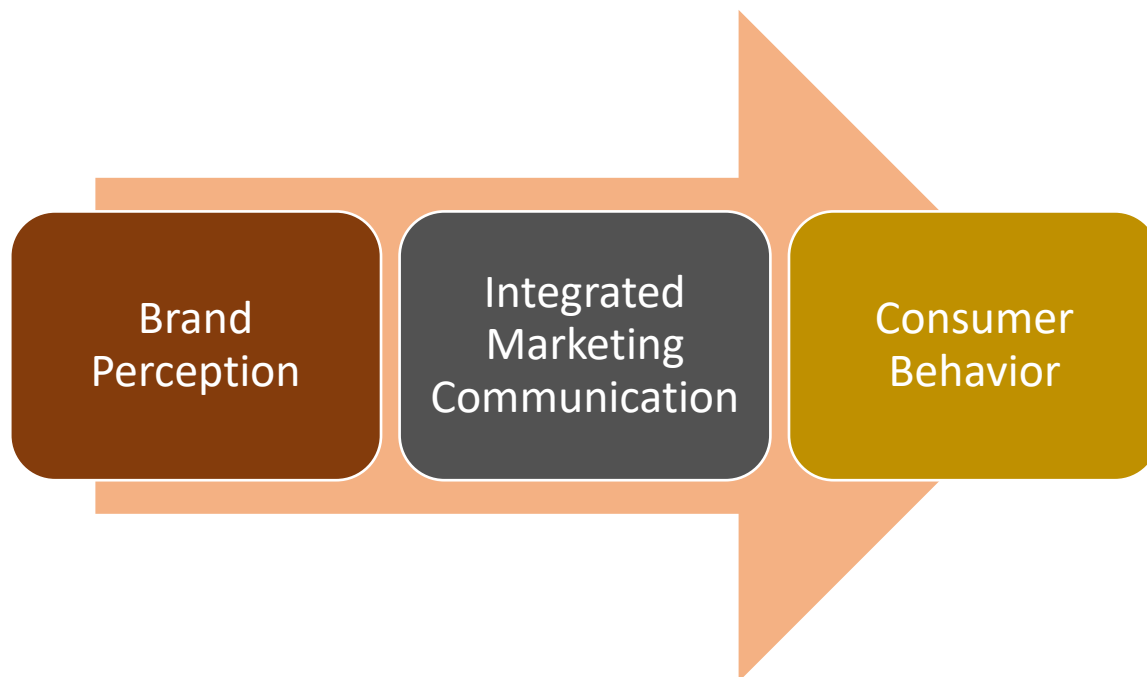
Factors	Asiatic Experiential Marketing Ltd.’s FAL Men Salon Activation (BTL Marketing Agency)	Ogilvy & Mather’s “Brooke Bond Taaza Shokal” Project (ATL Marketing Agency)
Public Relation	FAL Men Salon Activation was based on one to one communication or engagement activity which will create a good image about the product by following the personal relation between the Barber and the target consumer of Fair & Lovely Men.	Public communication mostly done based on mass media and engagement activities are done focusing on the media. At the Taaza Shokal Project the deliverables to public was one aesthetically appealing print media ad. Which will be published in front line Newspaper and Magazines considering its target group. The whole communication here has been done over the media as a result the content of the campaign has been run following this,
Consumer Mind	In the Fair & Lovely Men salon activation plan, the target consumer mind is the main matter for this activation program. People who are suggestion driven for	Aesthetic Print Ads to revive Taaza by Ogilvy and Mather chose people who listen to radio and along with that they want to get new listener with the old ones. That means,

	their look and appearance are chosen for this activation. Getting all new consumers from various mindset are the target of this activation plan.	they prefer potential consumers along with promoting it to their existing customers.
Budget Experience	From Asiatic Exp. the budget of FAL salon activation has been sent to Unilever was around 3 crores BDT which is a huge budget activation program.	The budget of Taaza Aesthetic Print Ad by Ogilvy was around 8.5 lac. BDT. Comparing to the FAL activation it was cheaper as an ATL plan.
Time Duration	Time duration differs from project to project. Sometimes in BTL an activation may take only one week. However, as a big budget project FAL was a yearlong plan by Asiatic.	The timeline of this project was from August to September considering from the brief to landing the ad in the media.
Execution	Execution of FAL men is an overall field work as usual the BTL plans are. The field activities like advance team meeting the barbers and salons, weekly/monthly visit for monitoring the plan etc. are purely field based activities to run a one to one communicational plan. The execution of these plans are	The execution of Taaza was complicated also as the client wanted more new and exciting lay outs so the execution is basically t=developing the plan. Print media has nothing to execute other than just printing it on a regular basis. But developing the content according to the client requirements is the

	more complicated, time consuming and result oriented. Moreover, this plan is a compact package of unique strategy to reach consumers with the traditional theories.	main challenge here. In fact, submitting draft version 3 times and finally by changing the whole planning team, they have ultimately meet the client's requirement.
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7.3 Relating with the theories

Theories that FAL Men salon activation program has been followed to make it a fruitful activation are:



Brand Perception: As it is said before, consumer has a different perception about this product of FAL men because of the miss attribution with another look alike brand that has created different perception in the consumers' mind. This negative perception because of its name and the miss attribution has driven Unilever to land this plan in order to change peoples' perception regarding the brand and getting feedback about it to sustain in the competitive market.

Integrated Marketing Communication: In a nutshell, IMC says all marketing tools and engagements for consumers will work connectedly as a harmony to accomplish the marketing goal. However, the FAL men activation program include salon and barber engagement with target group, letting them use Fair & Lovely Men Face wash and Cream, Taking feedbacks from them and giving surprise gifts based on the best feedback. Moreover, the barber and salon will also get incentives for their contribution as a result they will work as a sales promoter on behalf of FAL. This whole process is very much connected and related to each other to get the final result that is nothing other than, getting the lost market share of FAL back and changing peoples' perception about the brand.

Consumer Behavior: Consumer buying behavior has been followed for the implementation of this salon activation plan of Fair & Lovely Men. The barber and salon is the information source here who will be providing them information about Fair & Lovely Men face wash and fairness cream. After using the sample, customers will buy it and reuse it if they like it. The consumer behavior is applied here to make the activation plan giving a hypothetical value.

Chapter 7: Findings and Recommendation

7.1 Findings of the success rate of Fair & Lovely Salon Activation

My purpose of this study is to find out a estimated success assumption of this project currently Asiatic Exp. is running regarding the FAL Men Salon Activation plan. Though this is a yearlong plan, there would be so many issues while the operation would be going on. However, from the analysis part, a critical evaluation is here regarding this project.

The plan is based on consumer's perception regarding this brand that targeted to change the perception and influence consumer behavior for buying this product. From the root plan, though it is time consuming and a huge budget plan, but as a renowned brand FAL already has the first position in the market with their female products. So the brand name must be a influencer to make this plan more successful along with the consumer to be influenced with their barber's suggestions.

To analyze more, the fact must be a problem that they focused more on BTL activation but considering the target group which is 18-45 age range that includes the most of the young personals of Bangladesh, they could have focused more on ATL and TTL planning like social media marketing and also making a aesthetic TVC to attract more and reach the consumer more. Because only field activation might reach a very few number rather than the Media marketing.

7.2 Recommendations

Asiatic Exp. works following the strategies of renowned global agencies as they are currently a leading one in this industry. They have experienced employees along with all key resources for plan implementation.

As I was one of the most involved key resources of this project of Asiatic Exp. and I also researched about it for my internship report, so my findings and analysis from books, journal and

other competitors' activation plan I have come up with some recommendations that Asiatic Exp. should follow for implementing their activation plans.

1. Developing the job descriptions of the employees and make their works more specific so that, planners only do plan, client service only communicate with client. Because, for their timing problems and sometimes mess up among planning and client service departments, the planners need to communicate with clients and client service person needs to make plan. This makes contradictory situations and creates the scenario messy as well.
2. Asiatic follows premium pricing strategy as a BTL agency as a leading and oldest one in the agency industry. However, the rise of agencies in Bangladesh and also the startup business, Asiatic sometimes lose their pitch to other and their old projects are going from their hand. To compete in the market, they should follow client based pricing considering the client and the project.
3. Making plans more unique will be the most important recommendations from me because as usual the rising number of competitors and the clients are also got very much used to with the old techniques and they prefer plans out of the box.
4. The final recommendation I want to give them is from my personal experience on my internship period. I found that, the management keeps their focus more on event planning and gives more priority to the event planning departments rather than the activation planning. Although the event team always have so much pressure, but giving less focus to the activation team results in losing projects from their old clients which is not desirable at all. So I would recommend to appoint different directors for event and activation to create less pressure and same focus for both of the teams.

Chapter 8: Conclusion

With the supervision of the Managing director Iresh Zaker, Asiatic Experiential Marketing Ltd. is currently one of the leading and most profit making agencies in the BTL industry. It was one of my best decisions to start my first learning session and professional career in this agency that gave me the first apprenticeship and the opportunity of a huge learning of the core marketing process and implementation of the field based marketing, Moreover, I have developed my public relation and public speaking skill through the communication with clients and pitch presentation of projects. I have got all my practical knowledge regarding various brand by working here which will be surely going to help me for my further career. Furthermore, I have got the fine line between hypothetical knowledge and the practical skill which will lead me in my further career. All these practical knowledge will play a significant role for my future and to develop me as a skilled marketer.

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Other Sources:

1. AEML Archive Data and Credentials
2. AEML's Official Website: <http://www.asiatic360.com>

Appendix:



Brief for the Activation from Unilever



Visiting Card of my Reporting Supervisor at Asiatic Exp.