



Feel good, look good and get more out of life

MOBILE PHONE BASED COMMUNICATION FOR RIN



Internship Report on:

Mobile phone based communication for **RIN**

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LETTER OF TRANSMITTAL

December 26, 2016

Fairuz Chowdhury

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Subject: Submission of Internship Report

Dear Sir,

It is an honor and great pleasure for me to hand over the report of my work experience as an Intern, under the Unilever Internship Leadership Program at Unilever Bangladesh Limited.

The experience has provided me the opportunity to work with an immensely prominent multinational company such as Unilever Bangladesh, allowing me to gain valuable insights into the professional life in a top notch organization.

The organization has helped me significantly to enhance my knowledge and prowess in the corporate world. I, therefore, convey my earnest gratitude to you for your kind cooperation, supervision and guidance in successfully preparing this report, despite some limitations. I have completed the whole report with great enthusiasm. I hope you will be kind enough to assess this report and oblige me thereby. I shall be happy to provide any clarification if required on any relevant matter.

Sincerely,

Raisa Samit Shams

13104002

ACKNOWLEDGEMENTS

Firstly, I am grateful to the Almighty for giving me this opportunity and for keeping me in good health and giving me the strength to accomplish the report.

I convey my deepest appreciations to my line manager Mr. Tausif Hossain, Brand Manager of RIN for his continuous guidance and support in preparing this report, who provided me with all the necessary information required to complete this paper. Starting, from topic selection to data collection and analysis. I thank him for being a constant source of inspiration and am very grateful to my immediate colleagues, who helped me a lot in learning my job responsibilities. Along with their continuous support and valuable suggestions, cooperation and assistance in the preparation of this report.

Lastly, I would like to thank my institution, BRAC University and my mentors for giving me the opportunity for self-development through practical experience.

EXECUTIVE SUMMARY

Unilever- a British-Dutch based company is one of the oldest and most renowned multinational companies in the world. It is the third largest consumer goods company owning over 400 brands available in around 190 countries in the world. Unilever Bangladesh Ltd., being a subsidiary of the Unilever in Bangladesh has also become one of the leading multinational business firms in the world of FMCG industry. Over the years the company has been growing by bringing world class innovative products to the people of Bangladesh. More than 90% of country's households use one or more of Unilever products like- Lux, Sunsilk, Rin, Vim, Dove, Knorr etc.

My key responsibilities during these 3 months mainly included working for RIN Career Ready Academy. Understand the way mobile campaigns work and apply that knowledge while execution plans are deployed. Work with brand manager on execution ideas of campaigns. Work with content agencies on content development. Track and analyze campaign performance and recommend tweaks. Talk to real life consumers and understand their view of the campaign.

I have prepared this report into four major chapters. Firstly, I discussed about the background and origin of the report. The second chapter describes about the history, product offerings, and Unilever at a glance. Coming to the next part which talks about the Laundry Brans RIN. The next chapter focuses on my project, RIN Career Ready Academy, followed by the use of Mobile Phone based Communication for this project. Later on, I have also added some recommendations based on my observations during my internship period at UBL.

In addition, I have also carried out a small-scale causal research to find out the impact of Career Academy on the target group. I have made use of documents provided by my internship supervisor and the brand manager of Rin (secondary data) to complete my analysis.

Table of Contents

ACKNOWLEDGEMENTS.....	1
EXECUTIVE SUMMARY	5
Chapter 1: INTRODUCTION	8
1.1: Background of the study:	9
1.2: Origin of the report:	9
1.3: Objective of the study:	9
1.4: Scope of the study:.....	10
1.5: Limitation of the study:.....	10
1.6: Methodology of the study:	11
1.6.1 Research Design:.....	8
1.6.2 Nature of Data:.....	11
Chapter 2: Company Overview	12
2.1 History of Unilever	13
2.2 Unilever Logo	13
2.3 Unilever Bangladesh Limited	14
2.3.1 History:	14
2.3.2 Unilever Today:	14
2.3.3 Unilever Mission:.....	15
2.3.4 Unilever Vision:	15
2.3.5 Products and Offerings:	16
2.3.6 Organizational Structure:	18
2.3.7 Timeline	19
2.3.8 UBL at a glance:	20
Chapter 3: RIN, the Brand	22
RIN.....	23
Chapter 4: Project	25
RIN Career Ready Academy	26
4.1 Problem Statement:	26
4.2 Purpose of the Project:	26
4.3 The Project: RIN Career Ready Academy	27
4.3 Introduction of Mobile Campaigns	30
4.4 Findings and Conclusion.....	32

Chapter 5: Supplementary Part	34
Bibliography	35
Appendix.....	36

Table of Figures

Figure 1: 3 Big Long Term Goals.....	16
Figure 2: RIN Detergent Offerings.....	23
Figure 3: Career Academy Website	27
Figure 4: Advertisement for Career Academy	28
Figure 5: 360 Degree Approach	29
Figure 6: Website used to monitor tweaks.....	30
Figure 7: Division according to Demographics.....	30
Figure 8: Time spent on Mobile Phone.....	31
Figure 9: Mobile Phone Vs Desktop Usage	32
Figure 10: Shine Stories.....	33

Table 1: UBL Products and Offerings	18
Table 2: SWOT Analysis of RIN	24

Chapter 1:

INTRODUCTION

1.1: Background of the study:

To complete all course requirements from BRAC Business School, internship is a must. This 3 months' timeline allows every graduate from business background to gain practical knowledge about the business world. A reflection of theory put into practice. I have done my internship in the Brand Building department of Unilever Bangladesh Limited.

My whole project was based on *Mobile-Phone Based Communication for RIN*. These days the brands of Unilever Bangladesh Limited are in fierce competition with that of other multinational FMCGs' that are currently established in Bangladesh- for instance Glaxo Smith Kline, Procter and Gamble, Reckitt Benckiser, Nestle, Novartis and so on. In order to stand out from the competition and hold more credibility, Unilever Bangladesh must ensure that their brands are certified and recommended by top dermatologists and dentists as general public highly depend on the advice provided by these specialists. The brand RIN believes in Dress to Progress, hence leading to the start of RIN Career Ready Academy. This Career Academy focuses on the development of fresh graduates needed to get their desired job. This is UBL's way of giving something back to the society.

1.2: Origin of the report:

Theory along with practical skills is the first step need for an undergraduate student to achieve the big goals in life. This report is prepared as a partial fulfillment of Bachelor of Business Administration (BBA) program under the supervision of Mr. Fairuz Chowdhury. This is the outcome of three months long internship program at Unilever Bangladesh Limited.

1.3: Objective of the study:

To make a research successful it's very important to have few objectives. So from the very beginning of the study I tried my level best to conduct my internship with a view to achieve some specific objectives.

My Internship program is carried out to achieve the following objectives:

- Understanding the perception of consumers regarding mobile phone based campaigns
- To get an idea about how the need of an activation campaign is realized
- Find out the how activation campaigns boost up sales and market share

1.4: Scope of the study:

Working for one of the top notch multinationals ensures one that the first step towards the corporate world has been taken right. Under the ULIP program, I got an internship at Unilever Bangladesh, under the Go to Market department, commonly known as Brands. It gave me an opportunity to work in a professional environment, along with learning work from few of the brightest minds of our country.

My three months tenure at UBL allowed me to work closely with different agencies. Starting from how ideas are generated to how those ideas are executed. This department manages not only decisions regarding a sales volume increase but also connecting their established and/or new brands with the consumers' minds- an activity carried out by the Activation department.

1.5: Limitation of the study:

This report is a reflection of my hard work to get out the maximum data and come up with a comprehensive and organized report on Unilever Bangladesh Limited. However, during my tenure, I had to face some obstacles.

- The main problem that I found in doing this report is the unavailability of information. Initially I did not get the background from India behind coming up with RIN Career Ready Academy. All of these information were very confidential.
- Unilever, Brand Manager's does not share their information with interns due to confidentiality reasons. Hence getting the background information from India was not possible.

1.6: Methodology of the study:

1.6.1 Research Design:

- From the viewpoint of function: In my study, I tried to find out how activation campaigns shape the behavior of consumers and whether it actually impact the right target group or not. Hence, both descriptive and casual research had been done.
- From the viewpoint of research place: It was only desk research. Sometimes I took information from the field such as from brand managers working in the Brands team of UBL along with other agencies like E-Courier who would do our field work. Also, some information for secondary resource was taken from articles, websites etc.

1.6.2 Nature of Data:

The report is based on primary and mainly secondary data sources.

Primary Data: Primary data have been collected from my Brand manager along with the agencies I had to work with, namely SSD-Tech, Asiatic and Analyzen.

Secondary Data: The whole research is mainly based on secondary data. Data has been collected from:

- Articles written by activation experts at UBL
- Company's official website
- Observing daily activities of activation and brand managers
- Brochures

Chapter 2: Company Overview



2.1 History of Unilever

William Hesketh Lever founded Lever Brothers in 1885. Lever established soap factories around the world. In 1917, he began to diversify into foods, acquiring fish, ice cream and canned foods businesses. In the Thirties, Unilever introduced improved technology to the business. The business grew and new ventures were launched in Latin America. The entrepreneurial spirit of the founders and their caring approach to their employees and their communities remain at the heart of Unilever's business today.

Unilever was formed in 1930 when the Dutch margarine company Margarine Unie merged with British soap maker Lever Brothers. Companies were competing for the same raw materials, both were involved in large-scale marketing of household products and both used similar distribution channels. Between them, they had operations in over 40 countries. Margarine Unie grew through mergers with other margarine companies in the 1920s. (Farhana, 2016)

In a history that now crosses three centuries, Unilever's success has been influenced by the major events of the day –economic boom, depression, world wars, changing consumer lifestyles and advances in technology. And throughout they've created products that help people get more out of life—cutting the time spent on household chores, improving nutrition, enabling people to enjoy food and take care of their homes, their clothes and themselves. Through this timeline you'll see 13 how UBL brand portfolio has evolved. At the beginning of the 21st century, path to Growth strategy focused us on global high-potential brands and Vitality mission is taking us into a new phase of development. More than ever, how brands are helping people 'feel good, look good and get more out of life' – a sentiment close to Lord Lever Hulme's heart over a hundred years ago.

2.2 Unilever Logo

In 2005, Unilever decided to change their logo to represent their new theme of vitality. The new logo was also planned to coincide with the 75th anniversary of the company. The new logo tells the story of Unilever and vitality. It brings together 24 different icons representing Unilever and its brands, the idea of vitality and the benefits Unilever brings to consumers.



2.3 Unilever Bangladesh Limited

2.3.1 History:

Unilever Bangladesh Ltd. is one of the world's most successful fast moving consumer goods manufacturing companies with local manufacturing facilities, reporting to regional business groups for innovation and business results.

Lever Brothers Bangladesh Ltd. as a subsidiary of Unilever is leading the home care, personal care and food product market of Bangladesh. On 25th February 1964 the eastern plant of Lever Brothers Pakistan Ltd. was inaugurated at Kalurghat, Chittagong with a soap production capacity of approximately 485 metric tons. It was a private limited company with 55% share held by Unilever and the rest by the Government of Pakistan. After independence the eastern plant was declared abandoned. But on 5th July 1973 it was registered under the name of Lever Brothers Bangladesh Ltd. as a joint venture company of Unilever PLC and the Govt. of Bangladesh with a share arrangement of 60.75% to Unilever and 39.25% to the Bangladesh Govt.

2.3.2 Unilever Today:

Unilever brands are trusted everywhere and by listening to the people who buy them, they've grown into one of the world's most successful consumer goods companies. In fact, 150 million times a day, someone somewhere chooses a Unilever product. UBL is the market leader in 7 of the 8 categories it operates in, with 20 brands spanning across Home Care, Personal Care and Foods.

UBL have a portfolio of brands that are popular across the globe - as well as regional products and local varieties of famous-name goods. This diversity comes from two of their key strengths:

- Strong roots in local markets and first-hand knowledge of the local culture.

- World class business expertise applied internationally to serve consumers everywhere.

2.3.3 Unilever Mission:

Unilever's mission is to add Vitality to life; to meet every day needs for nutrition; hygiene and personal care with brands that help people feel good, look good and get more out of life. Unilever recognizes growing consumer needs for-

- A healthy lifestyle
- More variety, quality, taste and enjoyment
- Time as an increasingly precious commodity
- Helping people to feel good, look good and get more out of life will enable us to meet these needs and expand our business.

2.3.4 Unilever Vision:

To make cleanliness a commonplace; to lessen work for women; to foster health and contribute to personal attractiveness, in order that life may be more enjoyable and rewarding for the people who use the products.

Sustainable Living: One of the key aspects of UBL's vision is to make sustainable living a commonplace. They are developing new business practices that grow both the company and the communities. They are meeting people's ever-increasing desire for more sustainable products and creating a brighter future for everyone. The Unilever Sustainable Living Plan will help the company to double the size of the business while reducing the environmental footprint and increasing the positive social impact. And the company is working in partnerships where they can help change things on a global scale: 21 deforestation and climate change; water, sanitation and hygiene; and sustainable agriculture and smallholder farmers.



Figure 1: 3 Big Long Term Goals

2.3.5 Products and Offerings:

Unilever makes and sells products under more than 400 brand names worldwide. Two billion people use them on any given day. Here is a selection of some of their top brands, available in many countries.

<u>CATEGORIES</u>	<u>PRODUCTS</u>
Food and Drink	 

Personal Care			
			
			
			
Home Care			
			

Water Purifier	
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Table 1: UBL Products and Offerings

The Brands Team has been expanded to Brands and Development, thus providing opportunity of increased coordination between the Marketing and Development Team. Insight into consumer needs and aspirations is critical if new market opportunities are to be identified. New market opportunities must be identified if they are looking for sustainable profitable growth, keeping them miles ahead of their competitors. However it is also crucial to exploit technology and developments to translate the found insight into tangible products catering to the needs and aspirations of the consumers with speed. A deep understanding of both consumers and technologies provides an essential foundation for successful innovation. To ensure a successful innovation process at Unilever, Brands and Development have been brought together. This will help their development team to have closer contact with the consumer world, following the leads and cues of their aspirations and thus innovating products tailored accordingly at a faster pace.

Some of the most popular Brands that are offered is shown in the above table.

2.3.6 Organizational Structure:

In terms of Unilever, they have two chairmen leading the company worldwide. They have seven top directors leading seven different departments. They have divided their worldwide business into different region and have different business groups to manage them.

Unilever Bangladesh limited falls under the Southeast Asian region. On a more micro scale, Unilever Bangladesh ltd is monitored by Hindustan lever Ltd. which oversees operation in Bangladesh, India, Pakistan and Srilanka. The chairman of Unilever Bangladesh Limited is known as the managing director. The management staff of the company consists of six layers, starting from junior manager (who are local managers) to manager grade 5 (who are Unilever managers). Apart from this the company also hires many non-management staff as well as operatives to work in the factories.

Unilever Bangladesh Limited has five departments to carry out all the organizational functions. Respective director's head are head of all departments. These departments are:

1. Customer Development Department Headed by Customer Development Director (CDD)
2. Brands Development Department headed by the Brands and Development Director (B&DD)
3. Supply Chain Department headed by the Supply Chain Director (SCD)
4. Finance Department headed by Finance Director (FD)
5. Human Resources Department headed by the Human Resources Director (HRD).

2.3.7 Timeline

19th century: Although Unilever wasn't formed until 1930, the companies that joined forces to create the business we know today were already well established before the start of the 20th century.

1900s: Unilever's founding companies produced products made of oils and fats, principally soap and margarine. At the beginning of the 20th century their expansion nearly outstrips the supply of raw materials.

1910s: Tough economic conditions and the First World War make trading difficult for everyone, so many businesses form trade associations to protect their shared interests.

1920s: With businesses expanding fast, companies set up negotiations intending to stop others producing the same types of products. But instead they agree to merge and so Unilever is created.

1930s: Unilever's first decade is no easy ride: it starts with the Great Depression and ends with the Second World War. But while the business rationalizes operations, it also continues to diversify.

1940s: Unilever's operations around the world begin to fragment, but the business continues to expand further into the foods market and increase investment in research and development.

1950s: Business booms as new technology and the European Economic Community lead to rising standards of living in the West, while new markets open up in emerging economies around the globe.

1960s: As the world economy expands so does Unilever and it sets about developing new products, entering new markets and running a highly ambitious acquisition program.

1970s: Hard economic conditions and high inflation make the 70s a tough time for everyone, but things are particularly difficult in the fast-moving consumer goods (FMCG) sector as the big retailers start to flex their muscles.

1980s: The business expands into Central and Eastern Europe and further sharpens its focus on fewer product categories, leading to the sale or withdrawal of two-thirds of its brands.

1990s: The business expands into Central and Eastern Europe and further sharpens its focus on fewer product categories, leading to the sale or withdrawal of two thirds of its brands.

The 21st Centuries: The decade starts with the launch of Path to Growth, a five-year strategic plan, and in 2004 further sharpens its focus on the needs of 21st Century consumers with its Vitality mission.

2.3.8 UBL at a glance:

Type of business: Fast Moving Consumer Goods Company with local manufacturing facilities, reporting to regional business groups for innovation and business results.

Operations: Home and Personal Care, Foods, Water Purifier.

Constitution: Unilever - 60.75% shares, Government of Bangladesh - 39.25%

Product Categories: Household Care, Fabric Cleaning, Skin Cleansing, Skin Care, Oral Care, Hair Care, Personal Grooming, Tea based Beverages.

Brands: Wheel, Lux, RIN, Lifebuoy, Fair & Lovely, Pond's, Close Up, Sunsilk, Taaza, Pepsodent, Clear, Vim, Surf Excel, Rexona, Dove, Vaseline, TRESemme, Knorr and etc.

Manufacturing Facilities: The Company has a Soap Manufacturing factory and a Personal Products Factory located in Chittagong. Besides these, there is a tea packaging operation in Chittagong and three manufacturing units in Dhaka, which are owned and run by third parties exclusively dedicated to Unilever Bangladesh.

Employees: Unilever Operations in Bangladesh provide employment to over 10,000 people directly and through its dedicated suppliers, distributors and service providers. 99.5% of UBL

employees are locals and they have equal number of Bangladeshis working abroad in other Unilever companies as they expatriates.

The employees are recognized there by staying connected and growing while the company is growing at the same time.

Chapter 3: RIN, the Brand



RIN

The brand purpose of laundry category Rin; **Dress to Progress**, which drives the brand's communication in to action with, *everybody deserves an opportunity to shine*.



One of the most popular fabric wash of Unilever Bangladesh is RIN. *“Our clothes speak for us”*. Rin plays an integral part in helping people to look good by providing superior whiteness, giving them the confidence to realize their ambitions.

Striking white clean clothes help people make great impressions on the people they meet and also provide them the confidence to realize their ambitions. Rin understands this need and strives to deliver best whiteness. (Bangladesh, 2015)



Figure 2: RIN Detergent Offerings

Over the years, Rin has undergone several innovations to meet the changing consumer needs. Rin contains the ‘world’s best yellowness removal technology’ with patented shading dye technology that removes the faded yellowed look from your favorite white shirt and make clothes “White like new”. Rin also recently introduced a “REFRESH Lemon & Rose” variant, which delivers the same performance with the beautiful floral fragrance of fresh roses. Thus Rin provides people with a premium laundry experience at an affordable price and in two distinct fragrances!

STRENGTH	WEAKNESS
• Rin introduced the first ever shade in the laundry category, offering proof of whiteness to consumers. • Powerful branding, advertising. • Excellent distribution covering huge network from urban to rural areas.	• Controversial Advertisement battle in court with P&G’s Tide over brand comparison in RIN’s advertisement. • Rivalry within own brand UBL through Surf Excel & Active Wheel
OPPORTUNITY	THREATS
• Improved distribution channel, which can lead to better market penetration.	• Threat from competitors, both internal (Surf Excel, Active Wheel) and external (Tide). • Local detergent manufacturers

Table 2: SWOT Analysis

Chapter 4: Project



RIN Career Ready Academy

4.1 Problem Statement:

The main and utmost important reason behind coming up with RIN Career Ready Academy is the fact that “Many people lack confidence in speaking English and often we see promising students failing in interviews due to their lack of confidence.”

Rin has been working on a social mission to increase the income potential of the consumers by enhancing their livelihood skills under the Unilever Sustainable Living Plans program. Unilever believes social missions can help the brands creating value to become iconic.

The social mission in Bangladesh will live the brand’s purpose through Rin Career Ready Academy which will provide the people of the country right skills to the road to progress in life.

4.2 Purpose of the Project:

For the passionate Bangladeshis who are constantly seeking better opportunities to improvise their livelihoods, RIN Career Academy caters to their needs. In order to reach out to the target group seeking fast success and want to enjoy the fruit of success at an early age is Career Academy’s main purpose. For them the real life battle is to combatting all odds and settle themselves up to the top.

4.3 The Project: RIN Career Ready Academy

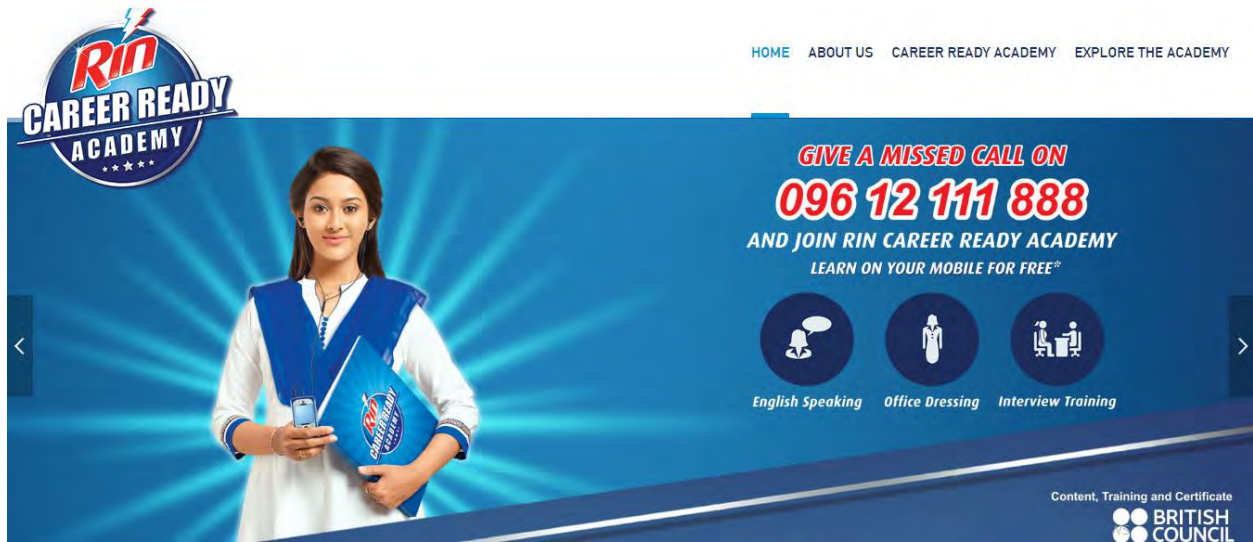


Figure 3: Career Academy Website

RIN Career Ready Academy is a social initiative by RIN which aims to give back to the communities it serves. Provided all call charges and course fees are borne by RIN. This Career Academy offers modules in English Speaking, Office dressing and Interview Training in partnership with the British Council, providing a learning platform through IVR.



Figure 4: Advertisement for Career Academy

Initially this campaign started off through newspaper advertisements. Where people would give a miscall to the mentioned number. Then the number would call them back and ask them to register. The website is another convenient method to reach out to the people, other than the above advertisement. Once people would go to this website, they can get a better understanding of Career Academy. One of my *job responsibility* includes working with content agencies on content development. Once a participant goes to the website, by clicking on the module they want to see, adaptations will come up. My job during this tenure includes working with agencies, specifically Asiatic and Analyzen for those adaptations. To ensure that the adaptations are in context to the Bangladeshi crowd. Other than that I along with my brand manager have called up the participants in order to get their raw fresh view point on Career Academy. Talking to real life consumers and understanding their view point was one of the key aspects of my job.

Now, RIN Career Ready Academy offers a learning platform through IVR covering the following aspects: confidently English Speaking, Office Dressing and Interview Training. In order to get the progress seeker population of Bangladesh ready for their career progression endeavors. The IVR is not only a one way process, quizzes are taken in between to allow the user to monitor their own progress.

Initially the above poster was posted in newspaper and during TV commercials to reach out to the people using a 360 degree approach to reach out to the potential target group.

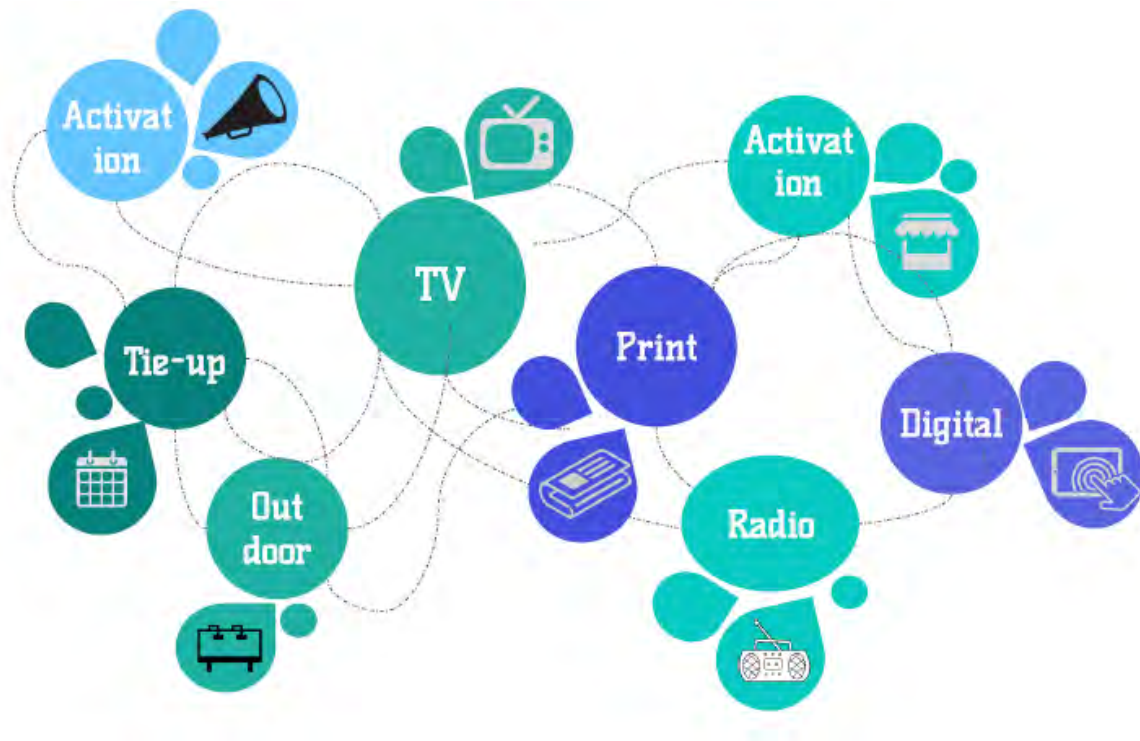


Figure 5: 360 Degree Approach

Once people called on that number, the right target group would be divided into different demographics. One of my main responsibility includes tracking and analyzing campaign activities and then recommending tweaks. The most growth or miscalls was seen during the England Bangladesh series. Advertisements during game breaks gave us most response.

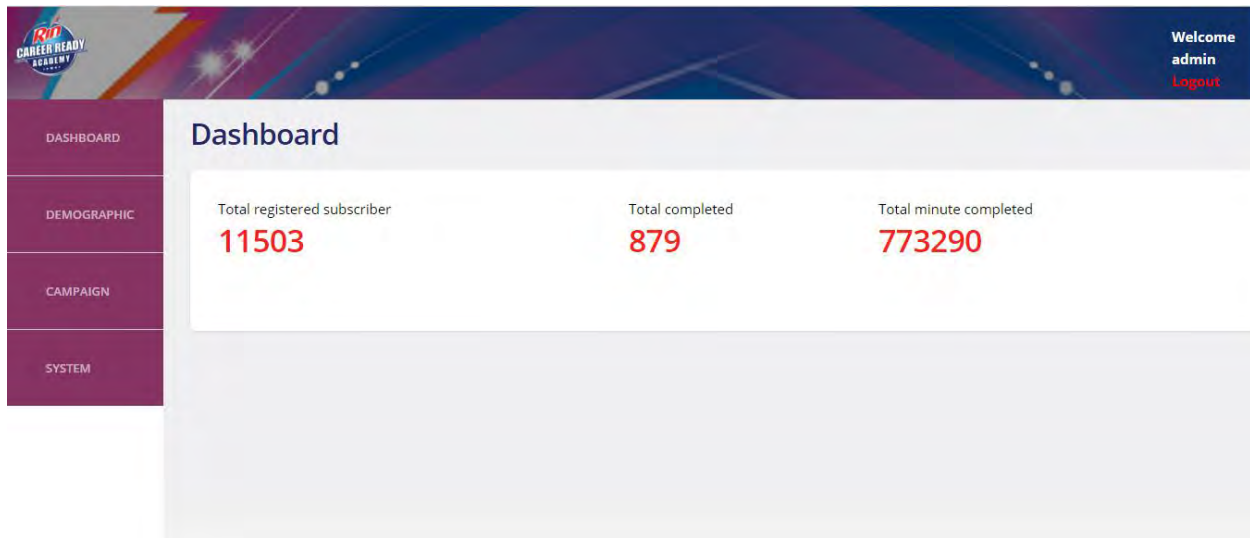


Figure 6: Website used to monitor tweaks

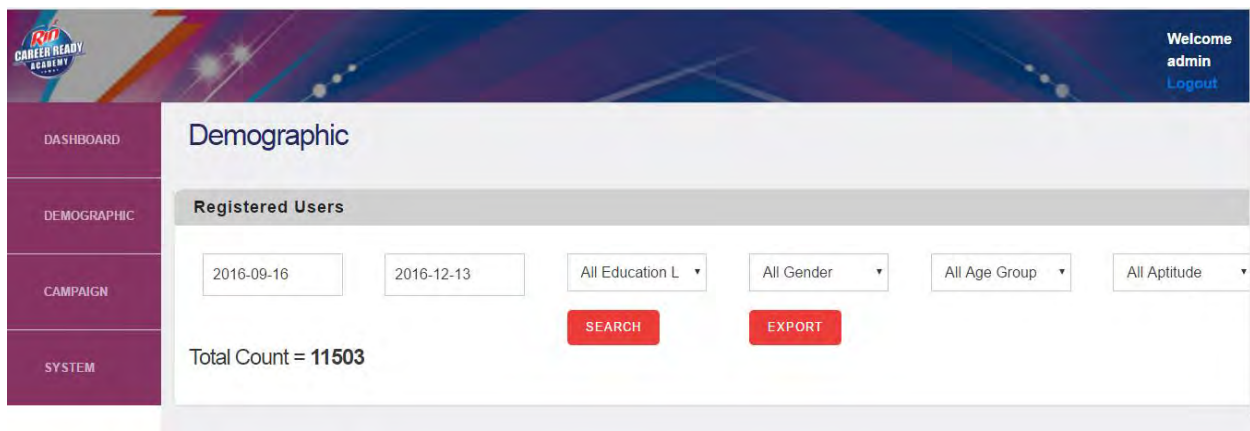


Figure 7: Division according to Demographics

4.3 Introduction of Mobile Campaigns

Bangladesh currently has 133 million mobile phone subscribers and is one of the cheapest places to buy a smart phone. Recent data shows that people are spending significant amounts of their time on their mobile phone, doing a range of things, including, browsing the internet, playing games, being on social media, taking pictures etc. With so much time being spent on mobile phone, it also means that the eyeballs are moving away from traditional media. This along with the tremendous increase in mobile phone users' means that it has now become a very important and relevant channel for brands to connect and engage with their consumers.

A recent study by mobileinsurance.com has revealed that the average person spends 90 mins a day on their phone. That figure may not sound like a lot but that amounts up to 23 days a year and **3.9** years of the average person's life is spent staring at their phone screen.

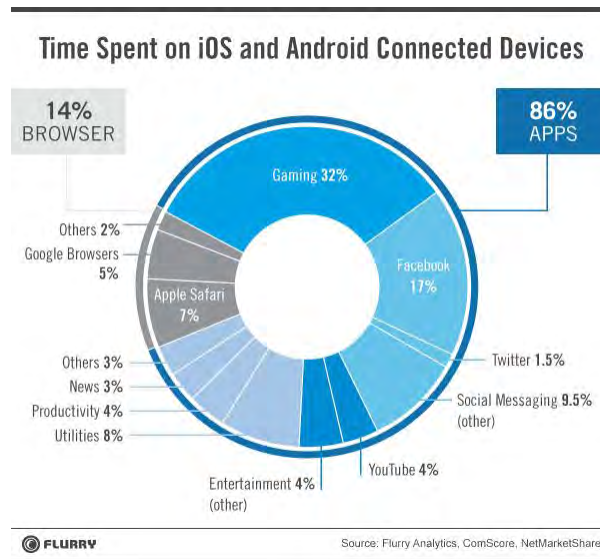


Figure 8: Time spent on Mobile Phone (Bhagavathula, 2015)

RIN, the largest brand in Unilever Bangladesh Limited is now exploring engagement opportunities with both consumers and retailers by using mobile phone as a digital platform.

In this era, we believe that the process of learning needs simple modifications. This will enable the user to grasp information faster. However, just implementing the process is not enough, assessing the learners' performance is what makes this whole system challenging. This process is explained later. (Bhagavathula, 2015).

Being slow in this current generation often leads to companies losing out in the competitive market. Hence, Career Academy used mobile phone campaign to reach out to people. The reason for coming up with approach is explained below.

Mobile marketing has come a long way from its rather simple beginnings. Mobile advertisements have been popping up on our digital devices much longer than they actually have. This is especially due to acceleration of the advertising industry, along with the constant innovation and advancement of mobile technology.

Mobile phone is no longer the future of marketing but the present. Lacking behind to implement mobile phone campaigns already indicates that a company's marketing team is lagging behind. Recent trend shows that the amount of time spend on mobile phone has outnumbered the time spend on desktop. (Chaffey, 2016). Recent data has shown that 40% of users internet time is spend on mobile devices. (Lynn, 2016)

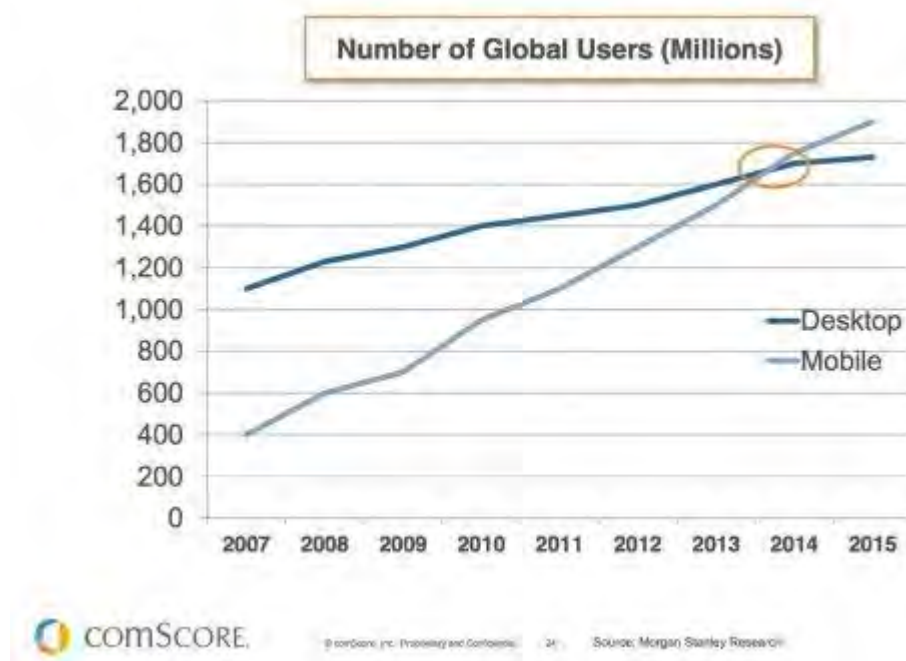


Figure 9: Mobile Phone Vs Desktop Usage (Lynn, 2016)

IVR (Interactive Voice Response) recording the target group would be able to connect to their utmost needs. People would give a miss call to a particular number and then this number would call them back, all for free of cost of the user. The very first step would include the registration process through these recordings. There are 12 modules with 5 sections in each, covering topics like English Speaking, Office Dressing and Interview Training. In order to reach the right target, the IVR already divides the target group in different categories. This whole campaign allowed me to understand the way mobile campaigns work and apply that knowledge while executing plans.

4.4 Findings and Conclusion

Rin is on a social mission for constant development of the livelihoods of the people of Bangladesh by providing a platform to learn right skills to do well at work. Through Rin Career Ready Academy they will be able to learn speak English fluently and carry themselves confidently.

The main purpose of RIN Career Ready Academy is to make Bangladesh Career Ready. Research has shown that many potential graduates do not end up getting jobs due to their lack of confidence and proper skill.

Reaching out to the target group through mobile phone is a new campaign for RIN, for the crowd of Bangladesh and also for an intern like me. This campaign is very trendy and looking at the current mobile usage scenario, is the best possible way to reach out to the crowd. The main intention behind Career Academy is seen being reached through the response we got from the participants.

The below figure is a reflection of some of the shine stories resulting from Career Academy.

My daughter used to make fun of my English
My daughter studies in an English Medium School and there was a time when she used to mock my English. Although I am a graduate, my English speaking skills weren't great, so I would feel awkward to speak in English. I would help her with homework but I avoided attending Parent-Teacher meetings and would send my husband instead.

When I went to buy a Rin Bar
I had gone to my regular general store to buy a Rin Bar. That is when I saw an ad on the bar for Rin Career Ready Academy. Just imagine a mobile classroom that would teach me English Speaking, Office Dressing and Interview Skills – completely free of charge! I had to try it out.

All I needed to do was give a missed call
I just needed to give a missed call on their toll-free number to register. I could then start learning by listening to the audio modules on phone. And the best thing was I could continue my lessons from where I had left off, like after doing my household chores. It was extremely convenient and soon I could see that my English speaking skills were improving.

I even applied for a job and got selected
As I gained confidence, I decided to apply for a job. After my child was born, I had stayed away from working. But Rin Career Ready Academy gave me the self-belief that I could pass the interview. And that's what happened! I was selected for the billing department in a Pharma agency! My husband was very happy about my achievement.

That day at the Parent Teacher Meeting
Finally that day came when I went to attend my daughter's Parent-Teacher meeting. Her class teacher was surprised to see me there for the first time. Which is when I told her in perfect English, "Madam, from now on I shall be attending all parent teacher meetings. Since I'm the one who helps her with studies." The teacher was impressed with my reply. But she wasn't the only one. My daughter too looked at me with pride!

Manjula Miriyanam lives in Hyderabad and is a mother, who works in the billing department of a company. This is her story of how Rin Career Ready Academy helped change the attitude of people towards her. You too can

A missed call can help you shine!

Figure 10: Shine Stories

Chapter 5: Supplementary Part

Bibliography

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Appendix

Dear Sir/Madam, I am calling from Unilever Bangladesh to conduct a survey on RIN Career Ready Academy that you just completed a few weeks ago.

1. Name _____
2. Did you participate in RIN Academy?
Yes _____
No _____
3. From where did you hear about RIN Career Ready Academy?
_____Newspaper
_____Television
_____Online/Internet
_____Friends/Family
4. Did you like the content that was being covered? Explain further.
Yes _____
No _____

5. On a scale of 1-10 how would you rate the content of Career Academy and why?
With 1 being the worst and 10 the best _____
6. One thing you liked about the campaign _____
7. One thing that you disliked or you would like to change about RIN Academy _____
8. Did you do something like this before?

9. Did you tell your friends/family/neighbors' to participate in Career Academy?
Yes _____
No _____
10. Has this course benefitted you in your day to day life or while applying for jobs?
