

Report On
Marketing & Advertisement Placement Strategy of Toffee

By

Sanjana Shahin Labonno
Student ID:19104142

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

Brac Buisness School
Brac University
May, 2023

© 2023. Brac University
All rights reserved.

Declaration

It is hereby declared that

1. The internship report submitted is my/our own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all main sources of help.

Student's Full Name & Signature:

Sanjana Shahin Labonno

Student ID 19104142

Supervisor's Full Name & Signature:

Mr. Feihan Ahsan

Lecturer, Brac Buisness School

Brac Univeristy

Letter of Transmittal

Mr. Feihan Ahsan

Lecturer

Brac Buisness School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Sir,

It is the utmost pleasure of mine to submit the internship report on “Marketing & Advertisement Placement Strategy of Toffee”, which has been prepared as an integrated part of the requirement to complete the 12th semester of the BBA program.

I worked as an intern at Mediacom Limited (MCL). In this report, I have tried my best to demonstrate my academic learning and experience during my internship tenure.

I have tried my best to show the reflection on my learning and experiences during the internship period.

Therefore, I cordially submit the Internship Report for your kind consideration and assessment.

Any query regarding this report will only provide me with opportunities to learn. I will be obliged to respond to any questions that you may have regarding the report.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible. I trust that the report will meet the desires.

Sincerely yours,

Sanjana Shahin Labonno

19104142

BRAC Business School

BRAC University

Date: May 30, 2023

Non-Disclosure Agreement

This agreement is made and entered into by and between Mediacom Limited (A member of Square Group) and Sanjana Shahin Labonno at BRAC University .

Acknowledgement

All praises to the Supreme Almighty. Without His good grace, it would not be possible to prepare this Internship report in time and maintain due diligence.

I owe my deep appreciation to my supervisor Mr. Feihan Ahsan sir who took a keen interest in my internship and guided me until the completion of the internship. This report would not have materialised had he not reviewed the report and supervised me constantly.

I also thank my office supervisor Kamrun Nahar Dana mam for her genuine support and valuable guidance throughout my internship.

I convey my deepest appreciation to Ms Kamrun Nahar, Manager of UGC, Mediacom Limited, who has given me her generous guidance and valuable insights. I will always cherish the experience I have gained while working at Mediacom Limited and the experience will be valuable for my future endeavors. My heartfelt gratitude goes to all Mediacom Limited employees for their generous cooperation and assistance during my entire internship period.

Finally, I thank my family, friends and well-wishers for supporting me.

Executive Summary

Toffee is an online streaming platform where both exclusive contents produced by Toffee and user generated contents are available. For the first time in Bangladesh, Toffee has introduced a platform offering both the OTT (such as Netflix, Hoichoi, Chorki, etc.) and UGC (such as Tiktok, YouTube, Instagram, etc.) services. There are 29 members currently working in the Toffee team of MCL to serve Toffee as a client. There are three separate functionalities which are content, creative and media and they collectively work to serve all the clients as per their demands. The content team takes care of all the contents that are available in the Toffee app including all the dramas, movies, music videos etc. The creative team works on all the promotional activities including advertisements, social media posts and all the visuals in the Toffee app. The media team plans and buys all the advertisements and other form of promotional activities in the required places like TV, Facebook etc. I worked in the content team of MCL Toffee team where my primary responsibility was to screen the user generated contents and take decisions of approval and rejections based on their merit and content screening guideline provided by the Banglalink Toffee team. Besides my primary responsibilities of screening the contents and channels, I was entrusted with the task of preparing monthly reports of renowned brands (such as Partex, Ispahani, Ruchi, Blenders, and Akij Food). I am responsible for generating and demonstrating the monthly performance of the aforementioned brands to the clients and update them with the fluctuations of reach, engagement, and impressions. Moreover , I was personally involved in the campaign of Radhuni BBQ party for the promotion of Radhuni spices where I worked with the influencers and food vloggers directly. I was responsible for generating ideas on how to interact and engage with the audiences. Apart from the responsibilities mentioned above, I am currently being trained by the digital buying team to be a part of the Digital Buying and Planning team of Mediacom Limited. In the process I got to learn about different campaign objective strategies

and also how to maintain campaigns outcomes aligned with the KPI set by the clients. Through this, I got to learn about how Toffee penetrated the market and plan to keep capturing and increasing the user base. Currently, Toffee is a popular streaming platform with over 15 million downloads across different types of devices. Mediacom Limited is providing the full support to help Toffee to reach its target and on the way, helping itself in an expansion process and I feel lucky to be a part of this process.

TABLE OF CONTENTS

1. Introduction	9
1.1 Origin of the Report	9
1.2 Methodology	11
1.3 Objectives.....	11
1.3.1 Broad Objective.....	12
1.3.2 Specific Objectives	12
1.4 Limitations of the Study.....	12
2. Organisational Overview	13
2.1 Background	13
2.1.1 Company Profile.....	14
2.2 Functions	14
2.3 Services Offered.....	15
2.4 Vision and Mission.....	16
2.4.1 Vision.....	16
2.4.2 Mission	17
2.4.3 Values	18
2.5 Company Structure.....	22
2.6 Clients.....	24
3. Toffee project	28
3.1 Overview of Toffee	29

3.2 Mediacom's Activities in Toffee Project	30
3.3 My Responsibilities in the Toffee's UGC Team.....	32
3.3.1 Channel Screening	33
3.3.2 Content Screening.....	34
3.3.3 My other responsibilities	35
3.3.4 Toffee's Funnel Strategy and Revenue Tactic	36
3.3.5 Toffee's Media Buying Behaviour an Ad Placement.....	40
Conclusion	41
Reference	41

1. Introduction

Over-the-top is a film and television content provider platform that can be availed by high-speed internet connection instead of cable or satellite settings. Over-the-top (OTT) video platforms, once perceived as a luxury, are now considered a necessity. An ascending number of consumers are installing it as the most preferred medium of entertainment. TOFFEE is a video streaming platform of Banglalink Digital that offers a wide range of content to customers. Banglalink launched this project in November 2019. Toffee claims to offer the highest number of channels among all the local apps and also exclusive movies and telefilms. It also allows users to create their channel, create their content, and upload from the platform.

While international streaming services such as Netflix have grown in popularity, domestic players such as Toffee, Bioscope, Binge, Bongo, Chorki, etc. have steadily won customer satisfaction through their unique products and services. This report aims to discuss how

Mediacom Limited, an advertising agency, is transforming the Toffee project of Banglalink into reality.

Study found that, of all the revenue made in the OTT market, advertising video-on-demand (AVOD), as a business model, yields almost 51.58%. It is estimated that by the year of 2026, OTT platforms will be collectively \$210 billion. The amount is almost double of the revenue made in the year of 2020 that stands at \$106 billion (Shahzeidi et al., Top ott statistics for 2022).

An intern of the UGC team of Toffee, I have had the opportunity to work and observe closely regarding how the Toffee runs its business. So, this report aims to help people understand how Toffee is implementing its ambitious move to become the best OTT platform in Bangladesh.

1.1 Origin of the Report

The report has been prepared based on the mandatory requirement of the internship program Brac Business School, Brac University. The internship program is a 3-month long organizational attachment at Mediacom Limited. The goal of the internship program is to the exposure and business understanding from one of the largest marketing agencies in Bangladesh.

1.2 Objectives

1.2.1 Broad Objective

The broad objective of the study is to explore and find out the marketing and ad placement strategies of Toffee, a video streaming platform, a concern of Banglalink.

1.2.2 Specific Objectives

- To analyze and understand the marketing strategy behind Toffee's popularity

- To analyze Toffee's revenue model and its effect on Toffee's products – Both the UGC and OTT segments
- To understand how the promotional activities of a major campaign are conducted – The FIFA World Cup 2022 Qatar
- To have a clear picture of digital media buying behavior and the reason behind preferring different objectives while placing ads on digital platforms

1.3 Methodology

The exploratory study will be conducted to find out the marketing and positioning strategy of Toffee. The type of study will be mostly descriptive. Both primary and secondary data will be used to conduct the research. Secondary data will be collected from different online sources; newspaper articles, websites, publications, public information available online of Mediacom Limited and Toffee. Primary information are collected from company individuals of Mediacom Limited.

1.4 Limitations of the Study

The report is made on the Toffee app project which belongs to Banglalink. MCL provides with some selective services to the betterment of the Toffee app and caters to selective functions. So, this report has information on the functions that are either public or as a MCL employee, I have access to. This results into limiting this report from background process of the Toffee app and its internal functions. Also, it was not possible for me to extract raw data regarding Toffee's performance as only Banglalink has access to it and they refuse to share it with anyone outside their core team.

2. Organisational Overview

2.1 Background

Square Group is one of the biggest group of companies consisting 19 concerns spread upon various sectors like Square Pharmaceuticals, Square Food and Beverages, Square Toiletries Limited etc. Samson H. Chowdhury along with his friends started Square Pharmaceuticals in 1958 and then later on, he built this diversified conglomerate company which currently has around 60 thousand employees. Mediacom Limited is one of the proud members of the Square Group. They operate in the advertising agency industry. This agency is one of the very best in this industry and the key areas that they excel in are,

- Developing plans
- Preparing plans
- Advertisements
- Promotional activities

Mediacom Limited (MCL) is a renowned strategy-based advertising firm in Bangladesh and is an important part of the Square group. The company specializes in developing and preparing marketing strategies, advertisements, and other promotional materials. It formulates and prepares plans, communications, and commercials, among other promotional tools. It has worked with and continues to work with several well-known clientele. Robi, Bata, Bikroy.com, Bkash, Brac, Dhaka Bank Limited, South Asia Partnership Bangladesh (SAP-Bangladesh), and others are among them. MCL may be able to aid with the acquisition of advertising space and time in other media through negotiation or contracting. MCL offers experts that can apply the intricate art and science of advertising to business difficulties. Among them are writers, artists, market and media analysts, researchers, and other professionals, as well as administrators and

enterprises. The duties are typically completed by four teams. Additionally, they excel in design, planning, customer service, media, and copywriting.

Having experience of over 20 years, MCL is one of the most renowned and trusted name in terms of advertising agencies in Bangladesh. They are used to hire experienced personnel which led to this long term and sustaining success. Over the years, MCL has worked with the likes of Robi, STL, SBFL, SHL, Social Marketing Company (SMC), KSRM, Bata, Matador, bKash, City Cell, Brac etc. to name few of the biggest clients

2.1.1 Company Profile

Name: Mediacom Limited (MCL)

Status: Private Limited Company

Year of Establishment: 1997

Agency Type: Advertising Agency

Mother concern: Square Group

Managing Director: Anjon Chowdhury

Chief Executive Officer: Ajoy Kundu

Director: Rakibul Hasan

Number of Employees: 193

2.2 Functions

Mediacom's infrastructure consists of all of the components that a fully functional agency business should have, such as:

Accounts Planning: The primary job of the accounts planning department is to find out the consumers' truth and insights and communicate it with the creative team so that they can create

content that is not only entertaining and memorable but also relevant and effective. They use primary and secondary research to understand strategic thinking.

Accounts Management: Accounts management department is responsible for handling the clients. They communicate with the clients to identify their insights and also inform them of consumers' requirements. Also, their major responsibility includes communicating creative team the clients' requirements about the creative ads.

Creative Media Production: The creative department is responsible for developing and designing the campaigns. The accounts planner and accounts manager deliver the insights of both the consumers and clients to the creative team and they then come up with the ideas for communicating the campaigns. This department includes segments like copywriting, graphic designing, editing, and web development.

Media Buying: The media buying team ensures that the advertisements are delivered to the right mediums. They negotiate the time and prices of advertisements with the mediums like newspapers, TV channels, radio, digital media, etc. Also, they look after if the advertisements are delivered at the right time in the right place.

Finance and Accounts: All the monetary transactions are handled by this department. They look after the transactions including, employee payments, vendor costs, day-to-day expenses, and all other costs of the agency.

Regularly, they collaborate with outside expert suppliers to design advertisements, images collection, set arrangements, polish the created art, shoot commercials, and record sound – all of which are required to produce strong promotional campaigns. They keep up with the latest technological advances, price volatility, and manufacturing concerns. Settlement of a contract for the procurement of broadcast time as well as magazine or newspaper space is another service offered by the agency to the clients. Mediacom offers a broad array of services to its

clients. The services includes, but not limited to, brand consultancy, social communication, media planning, media buying, various promotional activities, etc.

2.3 Services Offered

Mediacom provides its clients with a vast array of services, ranging from brand consulting to all other promotional activities. These are the service areas they provide:

- Brand Consultancy
- Marketing Communication
- Social Communication
- Media Planning: Electronic, print, outdoor Placement: Electronic, print, outdoor Monitoring: Electronic, print only
- Public Relation
- Audiovisual & Print Production
- Event Management

Brand Positioning: Under the pretense of this service, we provide strategic services such as consumer research, the construction of marketing strategies, the positioning or repositioning of brands, communication planning, and message development.

Audiovisual & Print Production: In addition to its sister companies, Maasranga Productions Limited, which specializes in audiovisual production, and Barnali Printers, which specializes in printing and packaging, Mediacom maintains a close and productive relationship with all of the leading audiovisual and print production houses, allowing it to guarantee the timely delivery of high-quality production.

Public Relations: Mediacom is proud to cover local events extensively in newspapers and electronic media. Mediacom arranges press conferences, press meetings, and press notes for all customers. Mediacom has a leading independent satellite TV station. Mediacom also has great professional and personal ties with all media companies in the country, including shareholders.

Marketing Communication: The strategic planning team does not intervene in every situation. Client service and the creative team collaborate to resolve simple and uncomplicated situations.

Social Communication: This is the newest division of Mediacom, and its mission is to meet the growing need for communication strategies that may alter behaviours through the use of message marketing. Despite the fact that Mediacom managed a lot of initiatives like this as irregular activity in the past, the company now has a dedicated staff with complete skills.

The Event Management: The skilled and devoted staff and support team organize all types of events and non-traditional marketing, from product launches to contract signing ceremonies, press conferences to plant tours. Event management team members have raised local event management standards with their positive mentality.

2.4 Vision and Mission

2.4.1 Vision

Mediacom's objective is to attain Championship status, which signifies unrivalled supremacy in both the quality of services provided and the degree of continuous customer support.

2.4.2 Mission

Mediacom Ltd.'s aim is to please their clients to the greatest extent possible, get the most possible equity for their customers via carefully conducted advertising activities, and develop

the best possible reputation and image of excellent service. Mediacom strives to create and sustain long-term relationships with its customers, suppliers, and any other possible sources of value. In addition, they guarantee that their workplace is inclusive, forward-thinking, and free of prejudice.

2.4.3 Values

Mediacom sells itself to its clients in the capacity of a trustworthy and dependable partner. In addition, Mediacom wishes to view itself as the persuasion partner for its clients.

2.5 Company Structure

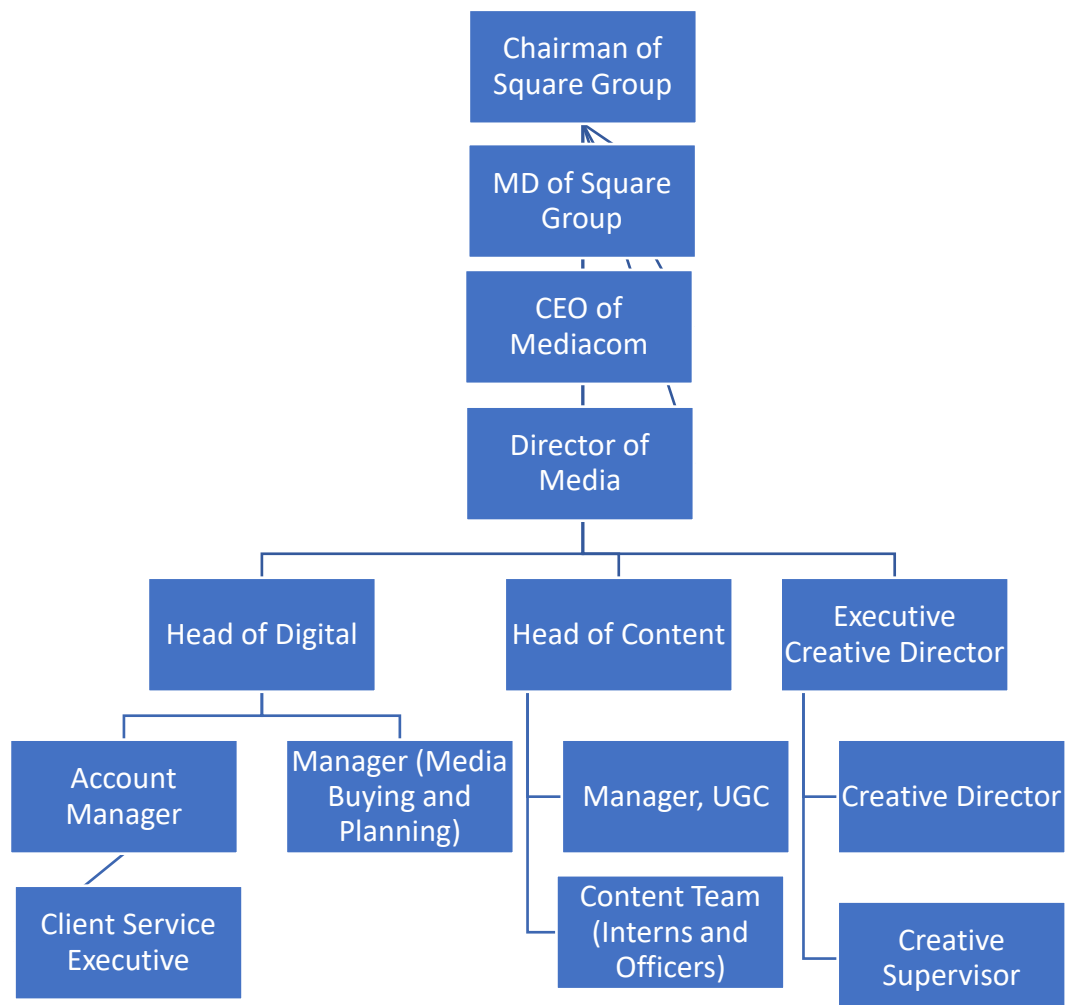


FIGURE 1: ORGANOGRAM OF MEDIACOM

2.6 Clients

- **Square Toiletries Limited**

- Senora
- Jui
- Meril
- Revive
- Kool
- Supermom
- Zerocal
- Sepnil
- Magic
- White Plus
- Select Plus
- Glycerin
- Rain Shower
- Xpel
- Shakti
- Spring
- Max Clean
- Chaka

- Chamak

- Square Food & Beverage Limited

- Radhuni
- Ruchi
- Chashi
- Chopstick
- Aaram

- Akij Food & Beverage Limited

- Toffee (Banglalink)

- Ispahani Foods and Tea

- Akash DTH

- Partex

- GREE

- Upay (UCB)

- Arla Foods

3. Toffee project

3.1 Overview of Toffee

Mediacom Limited acquired Toffee as its client at August 2021. Toffee previously used to work with Mindscape communication. Later, they asked for pitch and strategies from other advertising agencies. That's where MCL came in. Toffee needed the best pricing and strategy regarding the planning of content, creative and media and MCL were the perfect choice considering the overall circumstances.

The Toffee app from Banglalink enables members to browse a range of online content. In 2019, Banglalink digital launched the OTT platform TOFFEE. Mindscape Communication managed Toffee initially. Toffee needs improved price and content, media, and innovation strategies from Banglalink. Therefore, they solicited advertising agency proposals. Eventually, Mediacom Limited became the content agency for Toffee.

Toffee is targeting the smartphone users of Bangladesh by putting up a complete local platform for creators to upload their videos where the creators can earn money through views and other form of engagements. Toffee has the goal of being the best platform in Bangladesh where all the original and genuine content creators will upload their videos just like they do now in YouTube, Facebook, and TikTok etc. They are offering as easy as earning money through bKash and Nagad meaning mobile financial systems in Bangladesh which international platforms like YouTube will never do.

3.2 Mediacom's Activities in Toffee Project

Mediacom is mainly responsible for three major functions of TOFFEE. A strategic planner from Mediacom coordinates among the client and the three different departments performing those functions. The three functions are-

- **Content:** Mediacom Limited handles the content of the Toffee app. There are two content categories. The material of various creators that is purchased for money, such as dramas, films, and music videos, is one type. The second category consists of random content created and distributed by app users with channels. Mediacom has a brainstorming session to select the first type of Toffee app content. If the buyer permits, Mediacom Limited then negotiates with production companies to get 10 Toffee material. The Bangla-dubbed Turkish series Kurulus Osman is a Toffee app favorite. In addition, there are more materials such as the Bangla film Mridha vs. Mridha, the Turkish play Sura, etc. Toffee also features a section for user-generated material. Staff at Mediacom examines user-generated content so that anything that may violate societal norms is not broadcast on the Toffee app. The content team also considers how to attract users so that they will create videos for the website.

- **Creative:** The creative team of the Toffee project of Mediacom Limited is responsible for all the marketing and promotional activities. The functions include planning and making advertisements, designing posters and social media posts, etc. Usually, Mediacom promotes Toffee through TV ads, social media ads, newspaper ads. Mediacom also arranges press conferences for any event related to Toffee. Besides, a radio channel show was arranged by Mediacom to promote Toffee. Mediacom limited also managed to send personalized texts to Banglalink users, updating them about the Content of Toffee. Social media is the most effective platform for digital marketing in the present day. Mediacom Limited also handles the Facebook page of Toffee. The responsibilities include generating regular Facebook posts, designing visuals and thumbnails for the post, caption, and details writing, handling the complaints and suggestions of the users from the Facebook page and inbox.

- **Media:** Concerns have been made by the media team over the timing and procurement of social media advertisements and sponsored posts. The advertising and campaigns designed by the creative team needed to be delivered across a number of media, such as television,

newspapers, radio, Facebook, Google Display Network advertisements on websites, etc. The planning team determines which channels the ads will air on, identifies relevant websites where advertisements may be put, and determines which demographic the advertisements must reach via social media to be effective. In order to obtain the best possible price for Toffee's advertisements and marketing activities, the buying department keeps open communication with its suppliers and actively negotiates prices. The team is also responsible for ensuring that the suppliers adhere to the terms of the agreements they have entered into.

3.3 My Responsibilities in the Toffee's UGC Team

I worked in the User Generated Contents (UGC) team as a content officer under manager (Procurement & Partnership, UGC) where my primary responsibility was to screen the users' channels and contents. So, here I will be explaining my job roles by explaining how Toffee works for users and what I need to do,

3.3.1 Channel Screening

For a creator to submit videos to Toffee, s/he must first establish a channel with information that corresponds to their National ID card. To create a channel, a user must be at least 18 years old and in possession of a valid national identification card. As a member of the UGC team, I was required to examine channels and compare channel data with National ID card information. Porichoy, the leading real-time identity verification gateway in Bangladesh, is Banglalink's NID verification partner. As the creator was needed to provide his/her national id number and Banglalink would use Porichoy as an API to retrieve the data of the creator's NID, we would be able to compare the information supplied in the Toffee app with the NID card. I would screen the server for channels that are still pending and require verification, and then I and other UGC team members would examine each channel individually. Therefore, we must

now match the name in the creator data with the name on the National ID card and the date of birth. We approve the channel if both conditions are met. If a channel is approved, the videos it publishes will be available for us to review and take extra action on. We will not modify the videos of rejected channels on the dashboard for unapproved channels.

3.3.2 Content Screening

After approval, we must examine channel video content. Before accepting or rejecting a video, we must take into account Banglalink Toffee's community standards and other issues, such as political, religious, etc. Safety is ensured by three stages of video action screening. The Banglalink Toffee team is responsible for the third tier, while the MCL UGC team is responsible for the first two layers. Toffee is an online platform, and any videos posted on it represent Banglalink as a whole; thus, no violations of government regulations and laws are permitted.

3.3.3 My other responsibilities

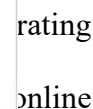
As my primary responsibilities, I have screened over 15000 channels and 4000 videos during my time in MCL. Apart from these, I have also fulfilled some other responsibilities that were put upon me.

Monthly Report:

UGC team members have to give inputs in a spreadsheet on the decisions they have taken on channels or contents they have screened. I had to generate a report on a daily basis on the team activities and the decisions of approval and rejections on a whole. The report also included some information that I had to collect from the Toffee server such as videos uploaded and channels created on that particular day.

I was also responsible for the monthly performance report of Toffee.

**N
E
r
f**

Faai

ted to
es that
as the

1. Fake profiles such as people opening channels in the name of famous content creators and YouTube channels to get instant views and engagement
2. NID information mismatched or unavailable. Most of the times Toffee is unable to fetch NID information of channel creators and this is one of the major reasons behind many channels getting rejected by us. Also, we have received complaints from potential channel creators that the UI of Toffee App is somewhat inconvenient when it comes to creating a channel and most of the times they are unable to get their channel approved even after providing accurate NID information.

FIGURE 2: TOFFEE'S MONTHLY REPORT

Facebook engagement refers to any interaction a user has with either a Facebook Page or one of the posts. The most common examples are reactions (which also include likes), comments, and shares, but it can also involve viewing a movie or clicking a link.

Analysis is conducted afterwards to measure the ROI of the budget allocated to boost the contents of the brands. The results are measured against how much money has been spent for boosting the posts and what kind of result the campaigns yield.

The brands I was responsible for reporting are,

Blender's

Choice

Premium

Tea:



Facebook Page like Analysis

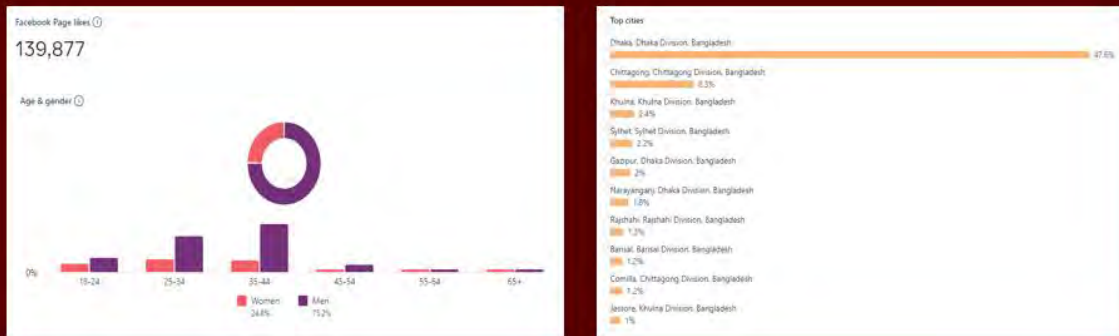


FIGURE 3: BLENDERS CHOICE PREMIUM TEA MONTHLY REPORT

Ispahani

Mirzapore

Tea:



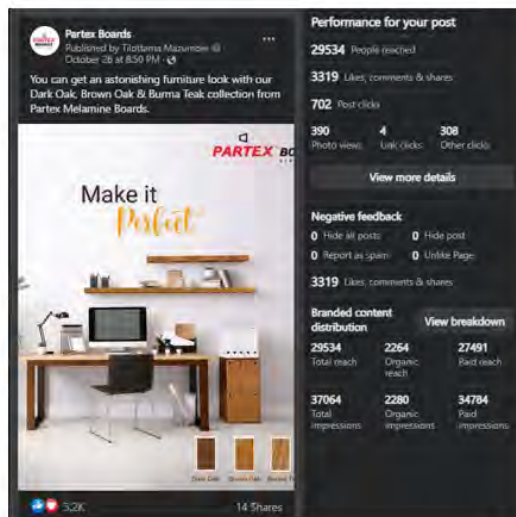


FIGURE 4: ISPAHANI MIRZAPORE TEA MONTHLY REPORT

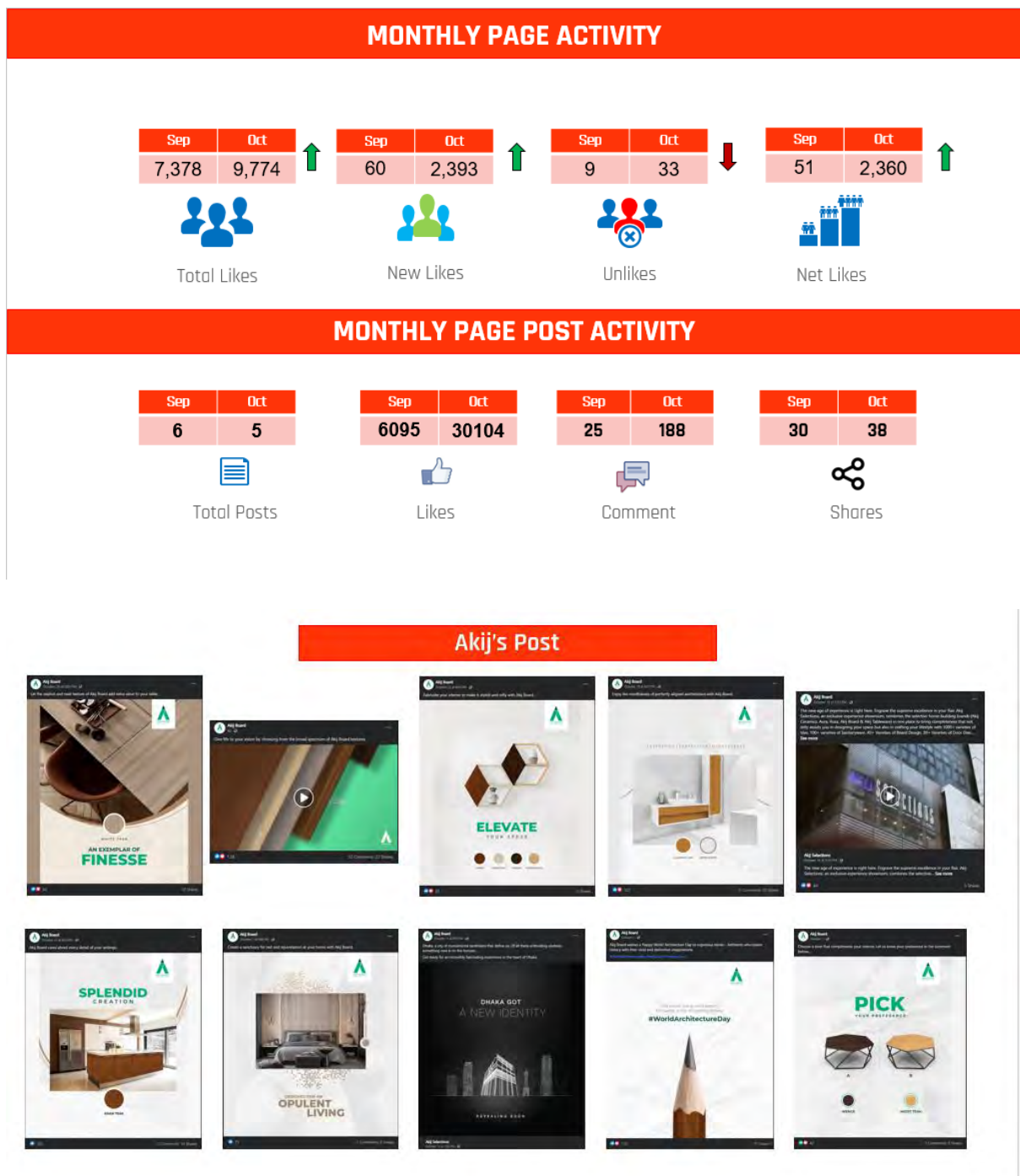
Partex Board:

Had to also analyse the competitors' performance for Partex Board (Akij Board)

TOP PERFORMING POST ON FACEBOOK (ORGANIC + PAID)



Top performing video based on Video View Rate	
Engagement Rate	14%
Total Reach	29534
Total Engagement	4021
Total Impressions	37064



Ruchi

Sauce

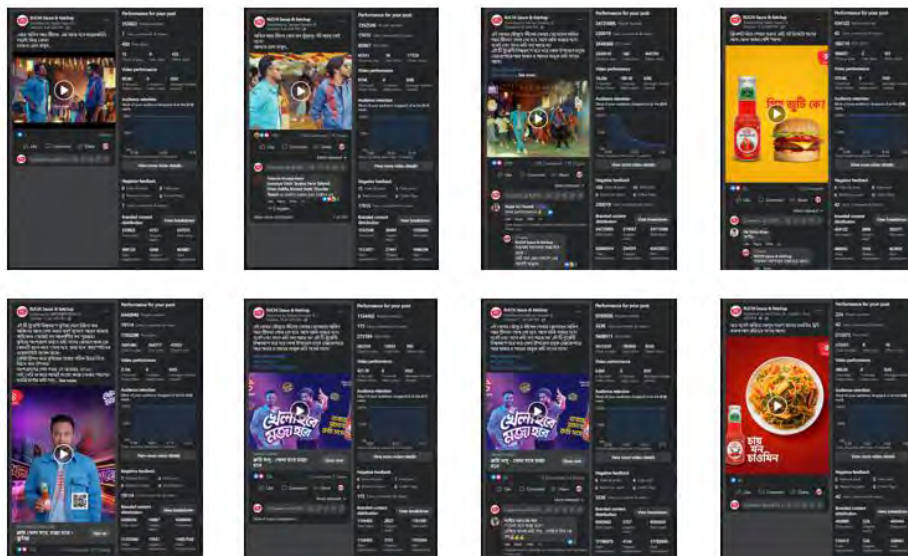
&

Ketchup:



Ruchi Sauce & Ketchup

October 2022 Report



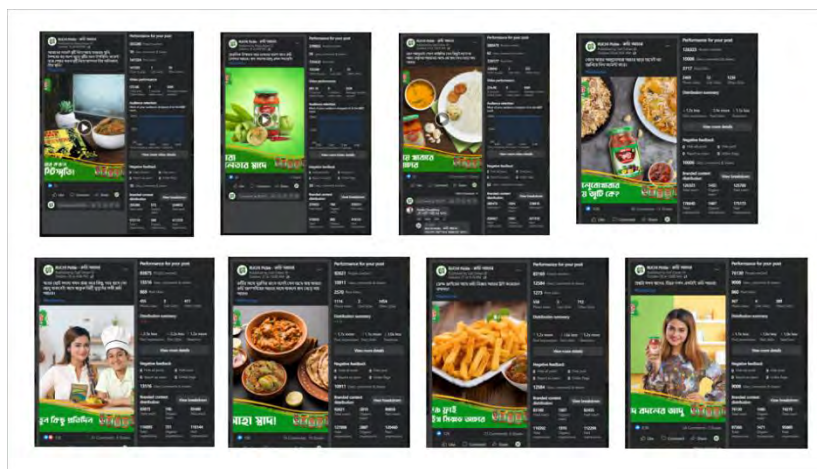
Summary

Reach: 47,270,733

Engaged User: 6,883,902

FIGURE 6: RUCHI SAUCE MONTHLY REPORT

Ruchi Pickle:



Summary

Reach: 2,137,601
Engaged User: 580,927

FIGURE 7: RUCHI PICKLE MONTHLY REPORT

Ruchi Explore Limited:



Ruchi Explore Limited

October 2022 Report



Summary

Reach: 4,910,743
Engaged User: 1,015,868

FIGURE 8: RUCHI EXPLORE LIMITED MONTHLY REPORT

3.3.4 Toffee's Funnel Strategy and Revenue Tactic

Toffee's performance across the social platforms:

Facebook followers: 341k

LinkedIn followers: 1232

YouTube subscribers: 29k

Downloaded on IOS and Android devices: 15 million (approx.)

TV channel offered: 100+

It might be surprising for many about how Toffee can offer such a variety of services to the consumers in free of any kind of charge. This is possible for the business model that toffee is following currently, known as AVOD (Advertising video-on-demand).

Through this model, the publishers earn revenue by showing ads before or during the desired content of the viewers. It works best for the videos that no one would watch intentionally. Also, ads of different brands are shown in this system. Audiences are comparatively more attracted to this type of platform because they can watch free content. As a result, it becomes an advantage for the content publishers to persuade advertisers and earn revenue. But, the drawback of this system is that the viewers often get disturbed by ads while watching their desirable content. As a result, they may lose customers.

Apart from the viewers, Toffee is attracting content creators with recently launched monetization facility (Tribune Desk, 2022). Creators can now earn money from Toffee based on number of subscribers and view count of their content.

To generate revenue, Toffee implements the Advertising video-on-demand (AVOD) model. Consequently, users may utilize Toffee's services for free for the time being. Toffee now provides a premium subscription for World Cup watchers who wish to bypass advertisements. The World Cup season may be seen commercial-free for Tk 120. This method is prevalent. The marketing funnel strategy is employed to expand the user base and promote premium items. This is labeled as freemium.

Freemium is a business model in which a company provides customers with access to free items that are either limited in scope or fundamental in nature, but then charges for additional services that are either more extensive or more costly. Using the freemium business model, firms may extend their user bases and attract new consumers by offering free versions of their most essential services.

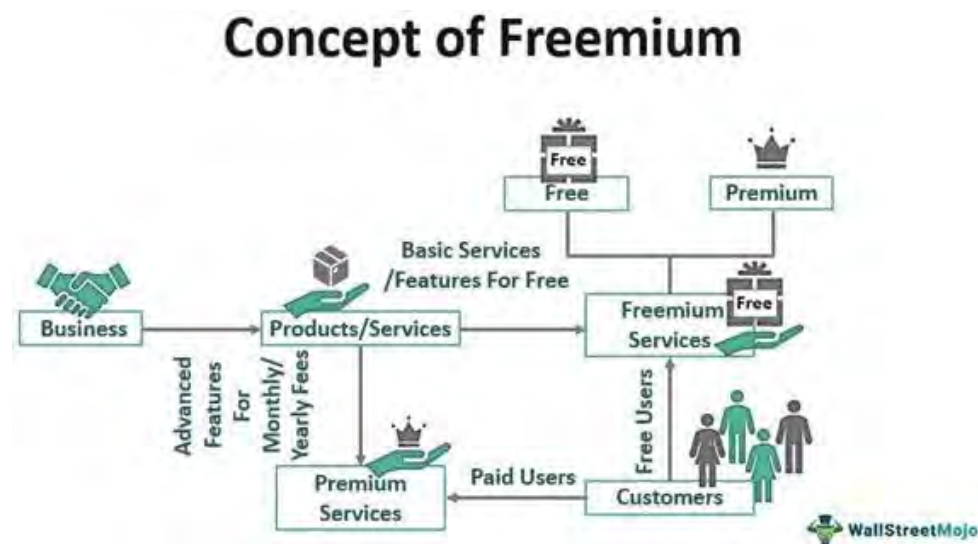


FIGURE 9: FREEMIUM CONCEPT (VAIDYA, 2022)

Toffee's strategy to build up their user base and popularity and then trying to convert them into paid consumers can be identified as a blend of both Freemium and a specific Marketing Funnel strategy. In the funnel strategy, first services try to create awareness through their services, and

then make them feel the necessity of the service provided to them. In the later stage, businesses try to launch premium services where additional benefits are included for the users.



FIGURE 10: TOFFEE'S MARKETING STRATEGY (VENNMARKETING, 2022)

This concept overlaps with the famous AIDA (Attention-Interest-Desire-Action) model for acquiring and broadening the consumer base.

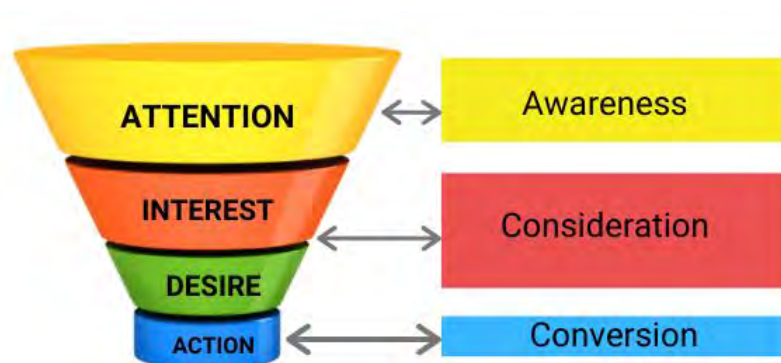


FIGURE 11: AIDA MODEL (MOLLICK, 2021)

Even though it starts with awareness and ends with conversion, brands do not intend to stop just right there. Many brands try to go even further and make their consumer base a loyal one.

Even though Toffee offers the almost all the services in free of cost as of now, but their recent subscription system launched for the World Cup campaign indicates that they are currently focusing on acquiring the customer base for the time being but eventually will start offering paid services.

3.3.5 Toffee's Media Buying Behaviour an Ad Placement

Mediacom was responsible for the awareness campaign of Toffee from the beginning. Out of many campaign objectives, Mediacom had to carefully boost the page and create awareness among the targeted group of people. In

the figure below we can see that, there are few campaign objectives to choose.

Each bears specific advantages and drawbacks. So Mediacom had to curate the campaign plan so that client, Banglalink, would be satisfied with the



advertising performance and at the same time, it would help Mediacom to keep up with the KPI stated by the client.

From the figure we can see that, Facebook's ads manager contain several campaign objectives. Mediacom had to run campaigns under the '**Awareness**' option in the beginning to let people know that something lucrative service providers like Toffee exist in the market.

By pursuing this purpose, businesses have the possibility to reach a larger audience or increase customer awareness of their products and services. This Facebook objective is ideal for

businesses who need to retain top-of-mind awareness with existing customers while simultaneously recruiting new viewers. (Dennett, 2022).

Later on, after getting enough traction through running the awareness campaign for months, Toffee adhered to '**Engagement**' objective.

One of the greatest advantages of selecting the Engagement objective is the opportunity to increase reach. Engagement may expand a brand's organic reach into news feeds beyond the initial paid audience (Sonnenberg, 2021). Choosing the Engagement objective as the marketing approach for the Facebook Page may also aid businesses in expanding their Engagement Audiences. Toffee is then able to capitalize on these audiences for retargeting purposes in future advertising campaigns.

Conclusion

People are slowly shifting away from television and towards online video streaming platforms as time passes. Supposedly, production companies and video streaming service providers are putting money into the creation of original content. Nevertheless, given the substantial market size, which has the prospects to become a 10 crore internet users' market, all of whom will be able to watch content using the internet service that they use, there is a huge opportunity for Toffee to capitalize on.

Working at Mediacom Limited provides the possibility of gaining invaluable experience and knowledge. Working at Mediacom has helped me develop my professionalism. At addition, work ethic must be maintained while executing the tasks in the workplace.

Toffee is one of MCL's largest clients, and as we all know, competing agencies are constantly seeking to grab business from one another. MCL performed well to acquire the client, however they must differentiate themselves from other agencies so the client understands our capabilities. This may be accomplished by delivering a distinct content strategy and leaving the stamp on all designs, such as flyers, posters, and thumbnails.

Toffee still requires a great deal of advertising efforts to attract the desired audience. MCL must prepare all promotional initiatives in advance, solicit feedback from clients, and implement the strategy accordingly. It is believed that, better promotional execution in the Qatar 2022 FIFA World Cup might have yielded better result for Toffee.

Mediacom Limited offers lucrative exposure into the advertising media agency industry. Working with Banglalink, mother concern of Toffee, is one of the many coveted experience that Mediacom

Limited has to offer. The work culture is one of a kind and very attractive for people aspiring to excel in the digital media agency industry.

Reference

Dennett, L. (2022, July 29). *Best practices for facebook brand awareness campaigns - broadplace*.

Digital Marketing Agency Surrey | Broadplace Advertising. Retrieved on November 26, 2022, from <https://www.broadplace.com/blog/best-practices-for-facebook-brand-awareness-campaigns/>

Desk, P. A. E. (2022, November 20). *Toffee to livestream FIFA World Cup*. Prothomalo. Retrieved on November 26, 2022, from <https://en.prothomalo.com/corporate/local/0vd7kefpht>

Mollick, M. A. (2021, June 13). *How to design a perfect ad funnel with Aida that converts like crazy*. Idean Consulting. Retrieved on November 26, 2022, from

<https://www.ideanconsulting.com/how-to-design-a-perfect-ad-funnel-with-aida-that-converts-like-crazy/>

September, T. B. S. S., & Report, T. B. S. (2022, September 22). *Banglalink acquires FIFA World Cup mobile broadcasting rights, toffee to livestream matches*. The Business Standard. Retrieved on November 26, 2022, from <https://www.tbsnews.net/sports/banglalink-acquires-fifa-world-cup-mobile-broadcasting-rights-toffee-livestream-matches>

Shahzeidi, A., Madwar, S., Elmokadem, P., & Johnson, J. (2022, June 13). *Top ott statistics for 2022*. Uscreen. Retrieved on October 31, 2022, from <https://www.uscreen.tv/blog/ott-statistics/>

Sonnenberg, A. (2021, November 30). *Which facebook ad objective should I choose?* Agorapulse. Retrieved on November 26, 2022, from <https://www.agorapulse.com/blog/facebook-ad-objective-choices/>

Tribune Desk. (2022, July 29). *Banglalink introduces monetization on toffee*. Dhaka Tribune - Current & Breaking News Bangladesh & World. Retrieved on November 26, 2022, from <https://www.dhakatribune.com/bangladesh/2022/07/29/banglalink-introduces-monetization-on-toffee>

Tribune Desk. (2022, November 22). *More than 10m viewers watched Argentina-Saudi Arabia match on toffee*. Dhaka Tribune - Current & Breaking News Bangladesh & World. Retrieved on November 26, 2022, from <https://www.dhakatribune.com/business/2022/11/22/more-than-10m-viewers-watched-argentina-saudi-arabia-match-on-toffee>

Vaidya, D. (2022, September 30). *Freemium*. WallStreetMojo. Retrieved on November 26, 2022, from <https://www.wallstreetmojo.com/freemium/>

Vennmarketing. (2022, March 3). *Awareness, consideration, conversion: A 4 minute intro to marketing 101*. Venn Marketing. Retrieved on November 26, 2022, from <https://www.vennmarketing.com/blog/marketing-101-a-7-minute-introduction/>

ডেস্ক Prothom Alo Sports. (2022, November 22). *টফি অ্যাপে আর্জেন্টিনা-সৌদি আরবের ম্যাচ দেখেছেন এক কোটির বেশি দর্শক*. Prothomalo. Retrieved on November 26, 2022, from <https://www.prothomalo.com/technology/tatg5pvofj>