BRAC UNIVERSITY

Inspiring Excellence

Internship Report
On
Building Brand Equity of Khulna Titans Through Digital Marketing

Course Code: BUS 400
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Letter of Transmittal

January 4, 2017

Tanjina Shahjahan

Lecturer

BRAC Business School,

BRAC University,

Mohakhali, Dhaka

Subject: Submission of Internship Report.

Dear Madam,

It is a pleasure to submit the internship report on „Building Brand Equity Of Khulna Titans Through Digital Marketing". This is report plays a vital role in completing the BBA program. This report is basically the reflection of my learning, observation and experience gained through the time of this three months long internship in Medium Rare.

I try my level best to make this report informative as well as comprehensive. Internship at Medium Rare is a very charming experience for me. Learning from this internship will help me in my future career. With limited resource and knowledge I try my level best to make this report worthwhile. It would be a great honor and source of inspiration for me if you accept the report.

It is an honor to work with you. Without your strong supervision it would be never possible for me to complete this report. For any kind clarification about the report I will be always available.

Sincerely Yours,

Muktadir Mamun

ID: 14204119

BRAC Business School

Acknowledgement

It is never possible for me to complete this report alone. A combination of hard work of few people is the key of this report. First of all I would like thank the almighty Allah for his kindness. After that I would like to thank everyone who are associated with me throughout long journey. It would be never possible for me alone pull this off during the schedule time without their help and support.

I would like to thank my honorable adviser Tanjina Shahjahan. Without his guidance this report can never be accomplished. She was always there for me for any kind of support. She helped me though out this long internship program with her wisdom.

Firstly, I would like to thank Medium Rare for selecting me for this important project.

Secondly, I would like to thank Sayed Umaila Akhter(account director), Rizwan Shamim(account manager). They are the two people who guided me throughout the whole time their valuable suggestions.

I am also grateful to all the co-workers and office employees for their help and support. They always try to help me by sharing the work load with me. They teach me very useful thing in this long internship period which will help me a lot in my future career.

There is a saying „Good people makes good environment‟. The work environment of Medium Rare is very friendly. Because of this beautiful work environment employees over their always very active and agiled.

Last but not the least I would love thank my parents. Without their support I will be capable of doing all this in my life. Throughout my undergraduate program they are my real inspiration. They always help me with all of their ability. This report is also a reflection of their hard work.

Executive Summary

BUS400, otherwise called the Internship course, is a credit course required to finish the Bachelor's Degree at BRAC University. With a specific end goal to finish this course, the understudy needed to take a temporary position as an assistant at any recognized organization and pick up at work preparing and encounter that will in the long run help me for my future profession. This report contains my internship involvement of three months at *Mediumrare*. I was appointed in the Digital part first and then I have worked with other departments as well. This report is the result of my temporary position period for three months (from early October to end of December 2017) and contains an unmistakable thought regarding my exercises, learning, and execution amid the entire entry level position period. I have discussed the outline of *Mediumrare* as an organization, my work involvement and assignments, the significant lessons that I have learnt from my supervisor and co-workers, the experience of working, in actuality, gatherings, managing organizations, fast execution, brief insights about the workplace and about my cooperation with the collaborators and some more. Notwithstanding that, I have said the challenges I confronted amid these three months of working and being available at an association of five days out of seven days, and furthermore the distinctions I understood between my desire and the genuine picture of working for an association.

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1. Introduction

1.1 Brand Equity:

Brand equity is basically how much value it has created on peoples mind about that brand. If people think positive about your brand then it has a positive brand value on the other hand if people thinks negative about your brand then it has a negative brand value. According to David Aaker "Brand equity is a set of brand assets and liabilities linked to a brand name and symbol, which add to or subtract from the value provided by a product or service"
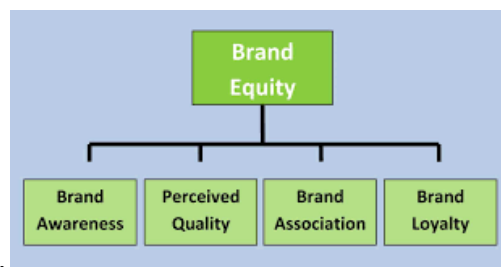
One of the brand equity model shows it has four sections by this four points brand equity can be measured though it is very difficult to measure brand equity in real life. First point is Brand awareness. When people are aware about your brand then it is very easy to make people involve to your brand. For brand equity it is very important to make people aware about your brand. Second comes Perceived quality. Perceived quality can be judged when people actually purchase the product or service. After they have experience they service the service then we can get their opinion about the perceived quality of the service. Brand association helps to expand the communication, differentiate brands position, create positive attitude towards a brand. Lastly come brand loyalty. Brand loyalty is the most important among these four components. If someone can make a strong brand loyalty base

customer or consumer then brand equity will always got boosted everyday. Buliding brand equity through digital marketing can be a challenge or can be a blessing too. Because through digital marketing it"s very easy to reach to the people but it is very difficult to gain their trust by doing only digital marketing. For every brand brand equity is very important because brand equity shows the true position of a brand in the mind of a consumer. According to DavidAaker "A brand"s online presence, particularly their social presence, can be an asset that builds brand equity, adding value to the consumer and the brand".

1.2 Origin of the Report:

This report is required for complete the internship program of BRAC Business school. For this project I work in the digital team of Medium Rare for digital marketing of Khulna Titans. During my internship I get the opportunity to work with the different people and explore new things. For this three month my immediate supervisor was Rizwan Shamim who works as an account manager at Medium Rare.

1.3 Purpose of the Project:

The purpose of the project was to building brand equity of Khulna Titans through digital marketing. This report will show how digital marketing influence the brand equity of brand like Khulna Titans.

1.4 Methodology:

For completing this project we need various information regarding the topic. My supervisor helps me a lot to collect the information"s. For collecting the information we need take interview of the players, coaches, team managers and also the market expert of this field. Moreover Facebook insights helps us a lot find the necessary information.

1.5 Limitations:

The information‟s used in the report were very limited because of the confidentiality of the client. This report was made by the original outcome of the project. Few data and statistics were missing because of the confidentiality.

2. Organization Information

2.1 Short Brief on Medium Rare:

Medium Rare is a one of the fast growing marketing agency in our country. It does 360 marketing which includes ATL, BTL, and TTL. In the last few years the rate of internet usage and internet penetration in Bangladesh has grown rapidly. The importance of digital presence cannot be ignored by the brands that are operating in the country. Advertising is one of the crucial factors in business communications that creates a brand perception which may help take a great buying decision by the customers or consumers. Actually, purposeful communication is the ultimate product of advertising which may sell business products or services to the target group. Now a days, brands need to interact with the consumer on the digital media but very few brands have either the capability or knowledge about how the digital ecosphere works. To meet this gap in the market place and manage and measure interaction on the digital platform *Medium Rare* started its operation in March 2015.

2.2 Objective of Medium Rare:

We can describe the objective of Medium Rare by their mission and vision.

- Mission
- Vision

Mission: Their mission is to maintain the service quality by any means and always provide their client high quality service.

Vision: Establish them as market leader in creative content development agency.

Medium Rare exceptional is the focus of upholding the brand image & reaching the mind set of target audience through purposeful communication. With this in mind, *Medium Rare* has successfully placed its name doing great creative works and now it is becoming unimpeachable as a digital advertising agency as the time demand.

2.3 Goal of the Organization

To satisfy the valued customers, meeting their expectations by providing quality services on time and offering them the best value in terms of standard, quality, price, environment and other ethical practices.

2.4 Organization Structure:

Client Servicing	Creative
	CEO	
Operation	Editing
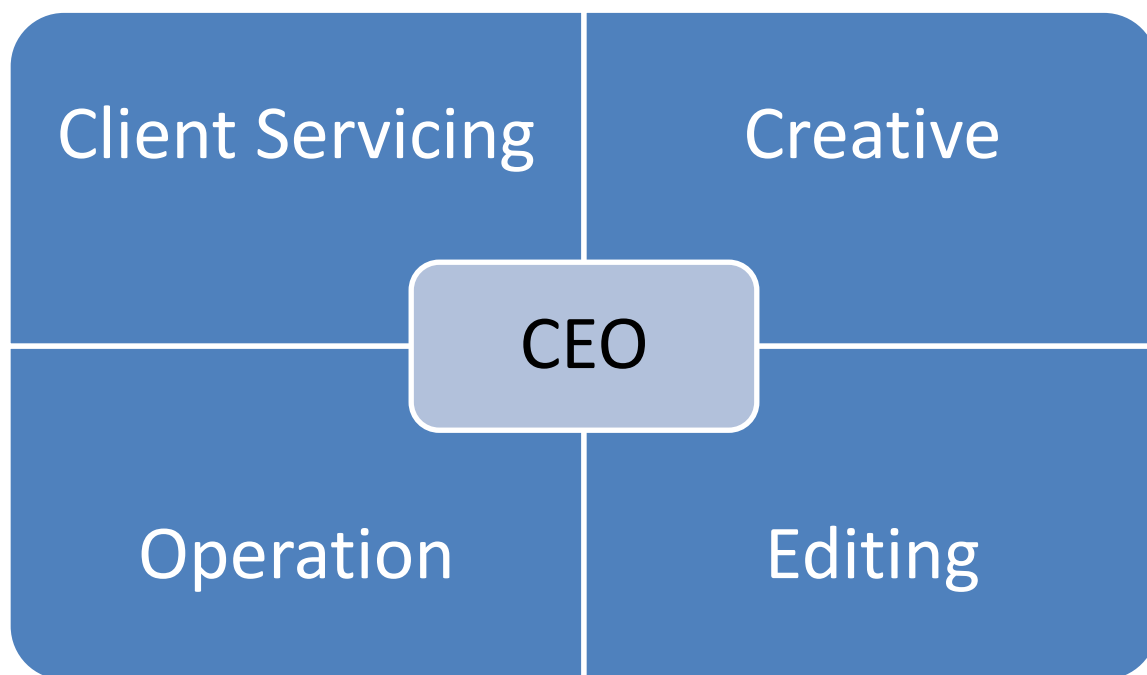
Medium Rare is not a big organization. There are just four wings under the CEO. Client servicing department is basically work for content development, client service, online marketing, and social media marketing. Creative department works for developing creative contents, art direction, creating new attractive design

according to client choice. Operation department work as a helping hand of all the department. Operation department is basically works for offline marketing along with that they work as client service unit. Number four is editing department. They do all sorts of editing according to need of the organization.

2.5 Services of Medium Rare:

advertising   idea development   brand strategy   corporate design   creative collocation

internal brand engagement   films/tvcs/avs   digital strategy   digital brand management

digital marketing & social media strategy   re-branding & brand resurrection

cross-media planning   touchpoint strategy   brand extension

customer engagement strategy   digital media buying

2.6 Advertising

- ➢ Idea Development
- ➢ Brand Strategy
- ➢ Corporate Design
- ➢ Creative Collocation
- ➢ Internal Brand Engagement
- ➢ Films/TVCs/ AVS
- ➢ Digital Strategy
- ➢ Digital and Brand Management
- ➢ Digital Marketing and Social Media Strategy
- ➢ Re-branding and Brand Resurrection
- ➢ Cross-Media Planning: Touchpoint Strategy
- ➢ Brand Extension
- ➢ Customer Engagement Strategy Digital Media Buying

2.7 Clients of Medium Rare

our valuable clients

2.8 Achievements of *Medium Rare*:

How do you keep the momentum going and increase app downloads and brand awareness?

Bank on social trends that people can relate to and create contents which are visually entertaining.

Cost Per Installation for app reduced to $0.20 from $1.20, Brand reach increased to 78%, and Social Media Engagement rose up to 61% within 8 months!

Creating visuals that portray the fellows as superheroes by balancing the aesthetic work while delivering a simple yet powerful message.

It reflected the value of the program.
Advertising communities talked about the execution, even shared on their social media pages!

#IAMATIGER

Visual treat for cricket frenzies that show the spirit of Bangladeshis as a cricketing nation, gives adrenaline rush.

A powerful web video accompanied by a blood pumping music showing how cricket plays a vital role in our lives and unites the nation regardless of class, religion and gender.

Not only it became popular to the mass,
it also inspired our Tiger Mushfiqur Rahim who also shared it from his official facebook page!
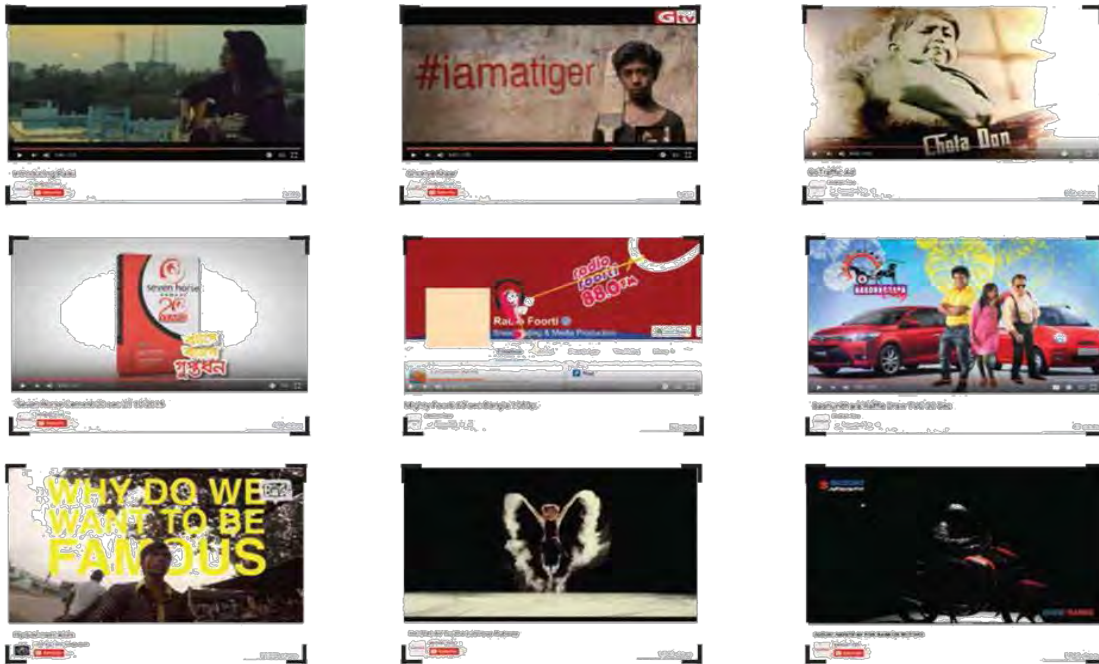
2.9 Logo Design:

2.10 Print Ads

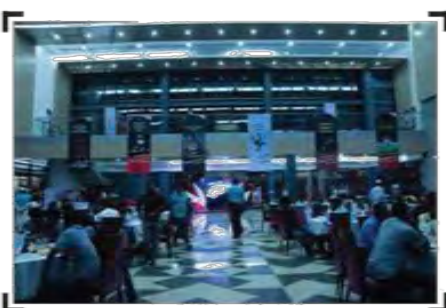print ads

2.11 Audio Visual Ads

2.12 Digital Ads

2.13 Event Activations

3. Job Responsibility

3.1 Summary of key responsibilities:

- Assisting in content planning for the Facebook page of Khulna Titans

- Media monitoring: Reporting about content published by other BPL Teams

- Assisting in data collection for players" statistics for the website of Khulna Titans

- Query management of Khulna Titans

- Assisting in the video production team for Khulna Titans short videos

- Monitoring and assisting in BTL activities

- Supporting the social media team for real time updates during all BPL matches of Khulna Titans

- Attending regular practice session for the latest updates.

3.2 Major Reflections:

- Learn many new things about social media marketing

- By doing this project I got to know about media buying in detail.

- Quick response is the key of service marketing that I learn from here.

- Proper work distribution is a must in every organization.

- Sometime it becomes very difficult to make people understand about the content.

4. Project Part

### 4.1 Digital Marketing For Mass Communication:

Digital marketing is very broad thing. In our country the concept is not very popular. Social media marketing is very popular in our country for the number of Facebook users. Khulna Titans is an cricket team and in our country cricket is the most popular sports. So our main objective this season was to communicate with the fans through social media. Social media is a platform from where mass communication is very much easier than other ways. We use social media for mass communication. In our country we have cricket crazy people all over the country so it is the best option for communicate with them. Why it is easy for mass communication few reasons are given below

I.   Easily accessible for the fans.

II.   Only from digital marketing we can get real time feedback from the fans.

III.   There are no limits , we can go as far as we can through social media

IV.   It is the most cost effective way for mass communication

V.   Control over the overall communication system

VI.   Easy to engage the target audience

VII.   Easy to get attention of the target audience

So we can see it is the perfect tool for mass communication for many reasons. Now the eye balls of the consumers or customers have shifted towards online. No matter what we do how we do unless we are not in the right track mass communication will not be successful.

4.2 Content Development:

Creating new content is a big part in social media marketing. During the work of Khulna Titans we have to make various new contents for Facebook page. We have to collect various information for each new content. Everything that is posted on the Facebook page is acontent. Like
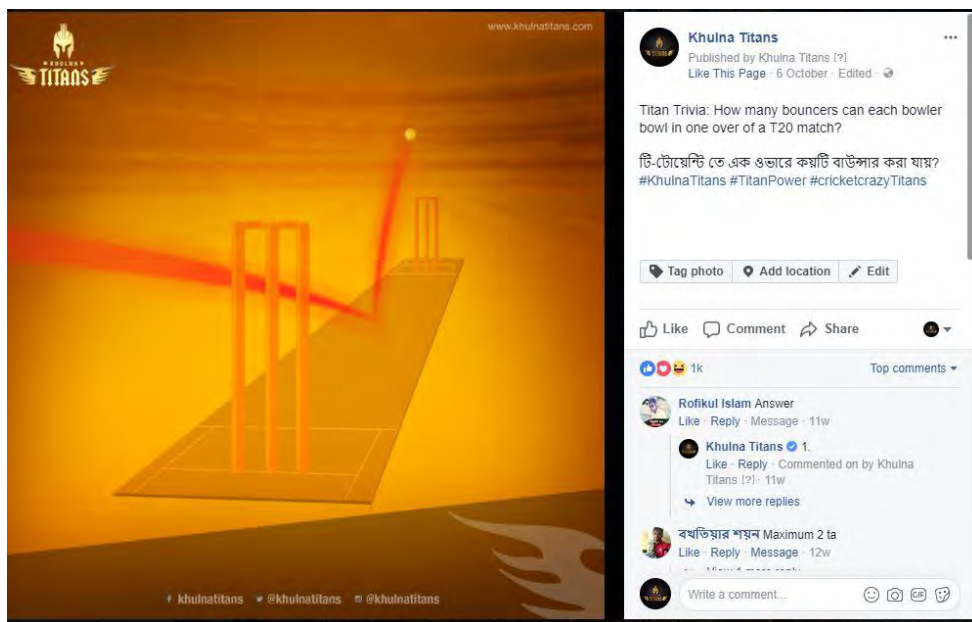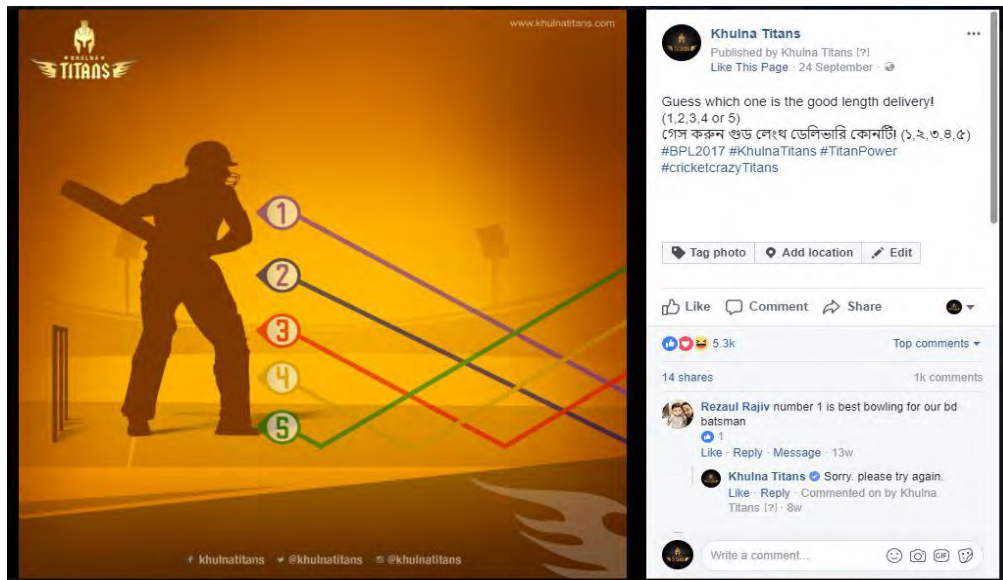
Not only post like these there were gifs, short videos, interviews of the players that we called "Titans Time out". In our content list we also have one theme song for the Khulna Titans Team and another inspirational video for the fans. Contents are made to engage more people into the activity. Moreover we arrange quiz for the fans like this.

4.3 One to One Communication:

In this project one to one communication is very important as our goal is building brand equity through social media. Cricket fans all over the country can communicate with the team by their Facebook page. One of my main responsibility was query management in this project. Fans are always intended to ask many things about their favorite team, favorite player, tournament updates and so on. Throughout the BPL our response rate was more than 80% and we generally reply any query in between 2 hours. Not only that fan ask various question in the comment section we also have to maintain that. Fans become very pleased when they get reply from the other side. It creates a good image about the brand in the fans mind. That is why one to one communication is very important for this particular brand because cricket in our country is related with their emotions. When a brand can serve their fans according to their demand then it reflects a good sign on the brand.

shares

Write a comment...

কাঞ্চন খান khulna titans এর একটা ব্যাপার খুবই ভালো লেগেছে, এতো মনোযোগ দিয়ে সাপোর্টারস দের কমেন্ট পড়া এবং রিপ্লাই দেয়ার ব্যাপারটা। এতো রিপ্লাই অন্য কোন ম্যানেজমেন্ট দেইনা। khulna titans management is the best management...
See translation
Like · Reply · Message · 5 October at 17:07

Khulna Titans ✔ আপনাদের সমর্থন আমাদের আনুপ্রেরনা। ধন্যবাদ!
See translation
Like · Reply · 1 · Commented on by Khulna Titans [?] · 9 October at 13:25

Párvèz Imãm We want BPL in Khulna,sir. Try to bring it in Khulna by discussing

4.4 Outcome of the Project:

The main objective of the project was to build the brand equity of Khulna Titans. It is very difficult to measure to brand equity but we can show few data about how people react to our work. In Social media marketing three things are really very important and they are
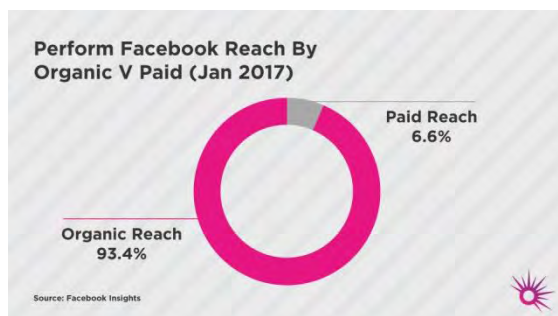
- Impression
- Engagement
- Reach

Impression: Impression is number of time people see the post or activity.

Engagement: After watching the post if they give any reaction then it is counted as an engagement. In Facebook we measure engagement from likes, comments and shares.
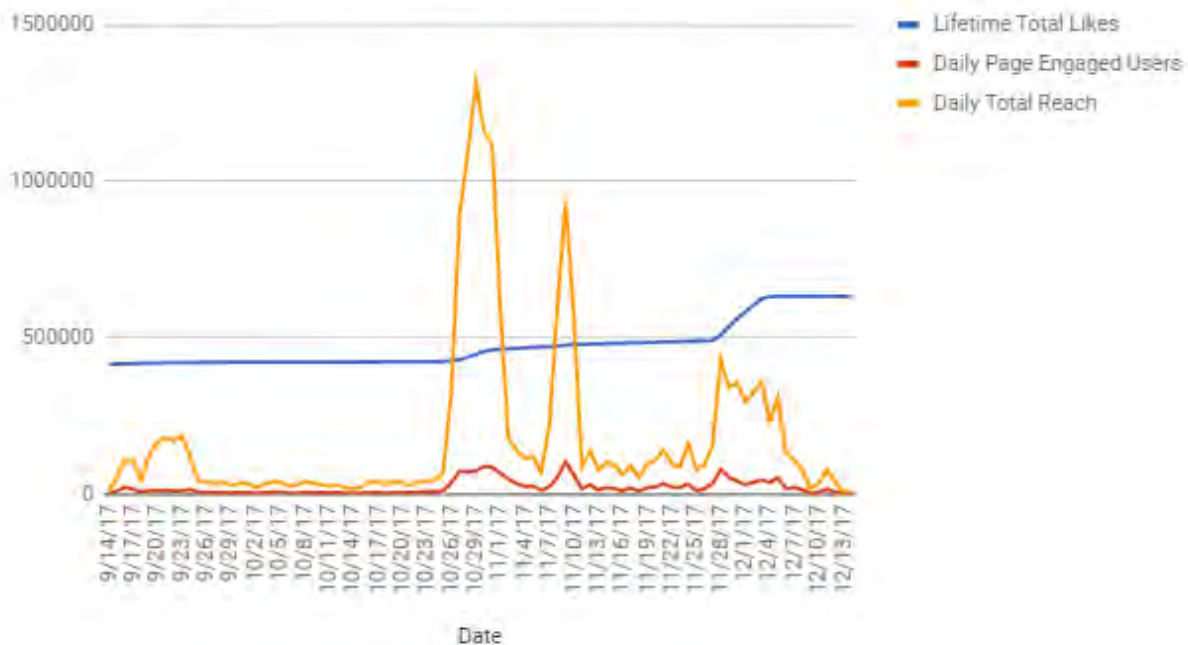
Reach: When any post reach to another ones news feed or home page then it is counted as reach. Reach can be two types

- ✓ Organic Reach
- ✓ Paid Reach

Organic reach is total number of people see the post distribution without any boost or payment and paid reach is done by payment.

Perform Facebook Reach By Organic V Paid (Jan 2017)
Paid Reach 6.6%
Organic Reach 93.4%
Source: Facebook Insights

Lifetime Total Likes, Daily Page Engaged Users and Daily Total Reach

This is the real data of Khulna Titans Facebook page. Here we can see that the performance of the page during the project. The orange line showing the daily reach, blue line showing total number of likes and the red lines shows the page engagement of the users. Media buying is a big part in social media marketing. In the graph when there is a high curve then it indicates the post is boosted through media buying. Nowadays it is not possible to maintain communication with the mass people without media buying. Over all we can that the outcome of the project is not accomplished yet because it is a huge project but the initial goal of building the brand equity of the Khulna Titans has been accomplished.

4.5 Findings:

In this long three months internship program I have to face many new challenges and learn how to overcome with work pressure. Major findings of this project is given below

- For mass communication, digital marketing is the best solution.
- Brand equity can be enhanced through one to one communication
- It is always easy to get feedback from the end users through social media marketing.
- Social media marketing is the fastest way reach to your target audience.
- Online and offline both types of marketing policy is needed for better outcome.
- Quick response to your target audience can enhance the value of the brand in the mind of the end users.
- SWOT analysis is essential for social media marketing. Because swot analysis helps find out what the competitors are doing and find the weakness of own brand.
- Market segment is very important in social media marketing. Our audiences are form Khulna. So we specifically select the people of Khulna as our paid audience. It is more like demographically select your target audience.

4.6 Recommendations:

- ❖ Timing of the post on social media is very important. Sometime I found few delayed posts which creates bad reputation in the fans mind.

- ❖ For query management all the information should be available to the operator. I have face lot of difficulties while query management because of not having the proper information in right time.

- ❖ For social media marketing organic reach should be push more. Because organic reach enhance the quality of the work.

- ❖ Fans should get more chance to engage themselves with players not only in Facebook page.

- ❖ Website have to be updated regularly and more frequently. I have seen slow update rate of the website.

- ❖ Many Fan gives valuable opinion. The authority should look after their suggestion seriously.

- ❖ In query management the rate of copy and paste the same answer is very high. It should be stopped.

- ❖ Bangla should be the main language for communication. Though English is highly used in every post.

5. Conclusion:

The internship experience in *Mediumrare* had been a great learning point for me. Yet, there are some things I would have done slightly differently if I had to redo this internship. In the first few weeks, there was not much for me to do besides keeping an eye on Facebook Fan page of Khulna Titans while I was getting accustomed to the environment. Later I was given the job of responding to the fan page to satisfy various inquiries of the fans from all over the world.

In the second month of my internship I had been engaged with other marketing activities of the company including facing the clients. Especially when the BPL started each and every day was a new challenge.

More over, the experience has been enjoyable and I have learnt a lot about the nature of the work and the working environment of a creative and multi-dimensional marketing company. I think the internship experience has given me the confidence to compete in the job market. I have acquired some useful skill that would give me a competitive edge in future.

Lastly the journey with Khulna Titans was amazing. Maintaining a fan base over 600,000 is an easy task. Social media marketing puts a huge influence over the fans. People eagerly wait for the updates on the page. This project will always special for me as it is first professional project.

Reference:

1. Portfolio of Medium Rare.

2. https://scholar.google.com/scholar?q=Building+brand+equity+through+digital+marketing&hl=en&as_sdt=0&as_vis=1&oi=scholart&sa=X&ved=0ahUKEwicw9nwpMrYAhVIwI8KHZ3hDFkQgQMIKDAA.

3. Facebook Page of Khulna Titans.