



Inspiring Excellence

Internship report

On

The importance of Celebrity Endorsement & Artist Management for a music app to increase Brand Value in Bangladesh

YONDER MUSIC BANGLADESH



The importance of Celebrity Endorsement & Artist Management for a music app to increase Brand Value in Bangladesh

Submitted to:

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Letter of Transmittal

Mr. Fazla Mohiuddin

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Subject: Submission of Internship Report

Dear Sir,

I would like to take the opportunity to thank you for your guidance and support you have provided me during the course of this report. With deep gratitude, I would like to acknowledge the support provided by Tanzilul Ahsan, Assistant Digital Marketing Manager and Razu Ahmed, Artist Relationship Manager, Yonder Music Bangladesh for providing utmost direction during my period of internship in the organization.

To prepare this report I have collected what I believe to be the most relevant information to make my report as analytical and reliable as possible. I have concentrated my best effort to accomplish the objectives of the report and hopefully my exertion will serve the purpose. In my future professional career, I believe the real-world knowledge and experience I gathered during my report preparation will always give me the direction of taking right decisions.

I would really be grateful if you enlighten me with your opinions views & feedback regarding the report. Also, if you wish to enquire about an aspect of my report, I would gladly answer your queries. Thank you again for your support and patience.

Sincerely Yours,

Syed Shamsul Arefin

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Acknowledgements

I would like to express my deep gratitude to all those who have been contributory as well as inspiring in the preparation of this internship report. I wish to place on records, my deep gratitude for the support, direction, and supervision in every aspect from, Yonder Music officials, my faculty, and friends.

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Executive Summary

Yonder Music Bangladesh is one of the leading organization in the industry of App Business and it is being serving a huge range of subscribers since Yonder Music Started their journey. This company is not only providing its best services locally but also it is an established brand internationally. By working in the Marketing Department I have come across the whole process of celebrity endorsement and artist management to create brand value.

The title of the report is “*The importance of Celebrity Endorsement & Artist Management for a music app to increase Brand Value in Bangladesh*”. In the overall report I have tried to focus mainly on how Yonder Music Bangladesh increase their brand value by endorsing celebrity from Bangladesh Music Industry and Managing their social media, performance through YONDER MUSIC.

This report is a detailed representation of all the mentioned issues and contains a preliminary discussion about Yonder Music Bangladesh. This company is having a great brand value in the business of music app in Bangladesh. In the overview part the vision, mission, objectives, products and services are described.

Finally, I have tried to give some recommendations from my learning that I have got from my day to day job at Yonder Music Bangladesh and from my university lectures as well.

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Part 1: Organization Part

Company Overview

Yonder Music App is one of the emerging and popular music app worldwide. Operating in 6 and more countries, Yonder Music is securing a huge position in App market. Affiliated with ROBI & AIRTEL, two largest telecommunication companies in Bangladesh – Robi Yonder Music and Airtel Yonder Music are the apps people use from their particular SIM connection. Yonder Music started its journey in 2012. Since then Yonder Music has reached its peak to 650,000 Monthly Active Users, 2.8 Million Downloads over lifetime, 1.5 million average daily track plays. The undisputed number one music app in Bangladesh (in full audio and music category in all app ranking in world) ranked higher than Facebook mobile app in November according to ‘App Annie - an app market data and insights company’. This company is headquartered in USA and in Bangladesh it’s a company of eight passionate and enthusiastic employees. The organization head is the Country Manager. Then, there is a brand manager, a digital marketing manager, artist relationship manager, Content marketing manager, HR manager, Accounts manager, and an IT manager. This small team made the change in app industry to bring YONDER MUSIC as the number one music App. The organization is situated on Molly Capita Center, Gulshan Avenue, Dhaka, Bangladesh.

Part 2: Project Part

1. Introduction

In this fast growing world of globalization, lots of global companies are expanding their business and Bangladesh is becoming a fastest growing country where lots of multinational companies are investing and performing their business. Yonder Music Inc. is a multinational company operating in 6 countries and found potential market growth in Bangladesh. So they have started their journey in Bangladesh to achieve the potential market growth in music app business. Along with a team of 8 creative and talented persons, Yonder Music Bangladesh is running one of the emerging and best music apps in Bangladesh. Its unique feature of listening music is bringing a far-reaching change in listening music through app.

BRAC University has undertaken an Internship program by which students can enhance and nurture the academic learning by Internship report initially what they are learning from organization. An internship report also develops student's skill and way of thinking outside of book knowledge. I have been placed in Yonder Music Bangladesh which is organization lying under App industry. This is the organization I have been working here since 3 months and came through lots of experience initially and where I applied my academic learning to professional learning. An internship Report is major requirement of accomplishment of Bachelor Program. The reason behind this report is exposure of student's academic learning to professional learning. It is a great opportunity to students so that they can implements the practical situation with the educational theories. Students are placed in different organization to gain different types of practical scenario of local and multinational as well global organizations.

To complete Internship requirement, I was assigned as a Marketing intern in Yonder Music Bangladesh. This department basically works on digital marketing, artist relationship and management and also the branding and on-ground activations of the particular app.

- Understanding social media commitments of signed artist endorse Yonder Music BD.
- Develop a system in place for recurring request by signed artists to send requirements to Yonder Music team and agency for relevant content creation.
- Working with the agency directly to ensure timely delivery and posting of content on Artist facebook page.
- Work with team members to understand social media commitments of signed artist to endorse Yonder Music BD.
- Analyze business results delivered from each artist page in terms of reach, engagement, and hits on app and rank artist in terms of effectiveness for Yonder Music as a brand.

I chose Marketing Department of Yonder Music Bangladesh as my internship topic is related with both digital marketing and artist management related issues with the consent of Tanjilul Ahsan (Assistant digital marketing manager) & Razu ahmed (Artist Relationship Manager) and under the supervision of Mr. Md. Fazla Mohiuddin, Faculty, BRAC Business School.

2. Literature Review

Celebrity endorsement: Use of celebrities as part of marketing communications strategy is a fairly common practice for major firms in supporting corporate or brand imagery. Firms invest significant monies in juxtaposing brands and organizations with endorser qualities such as attractiveness, likeability, and trustworthiness. *Erdogan, B. Z. (1999)*. Celebrity endorsement is more likely to be observed for those products having a high price-production cost margin and on a large customer base. In short, celebrity endorsements are more typical for nationally marketed products than for local or niche market products and for products such as running shoes, soft drinks and the like for which the price cost margins are apparently large. *Khatri, P. (2006)*

How celebrity endorsement creates and increase brand value: Using celebrities for promoting products is a popular advertising strategy. The selection of celebrity endorsers is of great concern to advertisers given the large sums of money to secure their participation. To date, most academic research on celebrity endorser effectiveness has focused on endorser characteristics (e.g., source credibility) or a match between a product and the endorser. *Rifon, N. J. (2012)*. In a market where advertising plays a vital role in coordinating consumer purchases, it becomes pertinent for companies to induct all possible measures to influence motivate and inculcate desire to purchase, in the customer through an effective advertising campaign. Theory and practice proves that the use of superstars in advertising generates lot of publicity and attention. *Khatri, P. (2006)*

How important is celebrity endorsement to create brand value: Endorser credibility has an indirect impact on brand equity when this relationship is mediated by brand credibility. This mediating relationship was moderated by type of branding. However, the “endorser credibility-brand credibility” and “endorser credibility-brand equity” relationships did not vary according to the type of branding employed. *Cornwell, T. (2011)*. How celebrity endorsements affect consumer purchase decision is studied extensively by marketing and social psychology researches. Various hypothesis have been put forward including celebrity endorsement have recall of the product, (ii) celebrities have credibility on expertise that makes the product more desirable or enhances perceptions of quality (iii) the celebrity endorsers image is transferred to the product so that those who use the product are associated with the image. Experiments suggest that in certain situations, celebrity endorsement can enhance recall and consume assessment of the products. *(Clark & Horstman, 2003)*

3. Activities Undertaken

Starting with the responsibility as an intern given in Yonder Music BD, was a great learning throughout the time. I was assigned as the marketing intern and my core responsibility was to

- **Managing social media for the endorsed celebrities through their and Yonder's Facebook Page:**

In music industry, celebrity like JAMES (Nagar Baul), Miles, Asif Akbar, LRB, Warfaze, Kona, Bappa Mazumdar and many more were endorsed with YONDER MUSIC BD. I had to maintain a calendar where all the static post for social media was scheduled and uploaded on time. We used to create static post through an agency for the celebrities on different communication.

- **Working with the agency directly to ensure timely delivery and posting of content on Artist facebook page:**

For the artist facebook content I was assigned to monitor and manage timely delivery of the given post ideas from signed agency. I had to send the calendar according to the plan and the agency had to deliver the creatives on time.

- **Mailing artist the creatives delivered from the agency and push them to upload from their facebook page on time:** One of the important job is to mailing the creatives to the celebrities and ensuring the upload from their page on time. After mailing the creatives, I immediately call the managers of the artist or the artist directly to give them a reminder. A calendar has always sent to the artist and their manager at the first week of the month. So that they can keep track on which day they will upload.

- **Weekly meeting with ROBI/AIRTEL product manager of YONDER:** Since, Yonder Music is affiliated with ROBI, We had to attend a weekly meeting with the product manager of Yonder from ROBI. There we discussed about lot of aspects regarding celebrities and their endorsement, ideas to run campaigns and activation. Also, Event and campaign sponsorship.

- **Social media analysis for the celebrities:** It was my duty to maintain a data where i updated every week's page likes and post likes of endorsed artist. This is very important for the artist and yonder as well to keep track of the improvement.

- **Create and execute social media campaign & communication ideas for the endorsed celebritie to post on their social media:**

I was given opportunity to give some ideas on campaign & communication integrating the App and celebrities. It was a privilege for me that my given ideas was approved and executed in Yonder Music as a continuous campaigns. Few of the campaigns are:

1. Follow Artist Feature campaign: Yonder App has a feature where listeners can follow their favorite artist in the app. They'll get all the updates of new song released by that artist. So, we made a post for every celebrity where they ask their fans to follow them on Yonder music app. It creates good engagement and drive the audience to install the app and follow their favorite Artist.

2. New song released campaign: This campaign gives the update of artist's new released song to the fans. In this campaign every celebrity endorsed with Yonder ask their fans to listen their new song exclusively on Yonder app from their social media platforms.
 3. Snap karaoke feature Campaign: Yonder Music app has this unique feature which is a video karaoke feature. Listeners can sing their favorite celebrities songs on the same tune and upload it their yonder music app. They can also share it to their social media. So, to engage fans to this feature and drive the app installation, celebrities ask their fans to do snap karaoke on their songs and share it with them. In some of the campaigns, we arranged a meet and greet session between the fans and celebrities. This is how, Yonder's app installation were massively increasing because of the celebrity endorsement.
 4. Nostalgia campaign: In this campaign, we showcase all the popular and old songs of the celebrities. Celebrities ask their fans to listen to their old song such as James ask "dukhini dukkho korona" to listen. It's a famous and old song of JAMES and it takes the fans to a nostalgic moment while listening. So this is how, Nostalgia campaign drives users to download the app and listen the songs anywhere for free.
 5. Special festive Campaigns: Yonder Music always runs new campaigns endorsing celebrity on different festive. Such as there is a campaign name "Longest Eid carnival where Yonder asked fans to stream one of the song of the celebrity and win exclusive gifts. This is how, users will download the app and stream the particular song to win the gift. It creates a massive engagement on the social media campaign.
 6. Celebrity facebook live from Yonder page campaign: Yonder music BD arranged a facebook live from their facebook page for the celebrity where celebrities comes and engage with their audience. Celebrities always gives a pre-campaign post on their social media to create the hype.
- **Communication idea generate for Yonder App and its Facebook content:** Though this part has nothing to do with celebrity endorsement but it was a part of my job responsibility.
 1. Offline listening feature campaign: We always tried to give proper communication about Yonder's offline listening feature where users can download the songs and listen those offline, anytime anywhere without internet data.
 2. Unlimited free download: Here, we tried to communicate with Yonder's unlimited free download feature. In Yonder App, users can download unlimited songs for free. So, we asked them to install the app and enjoy this feature.
 - Yonder Music BD also arrange some live concert where renowned artist/band like warfaze, Nemesis, Arbovirus, James, kona, Hridoy khan, Habib and many more performs and to get the pass of the concert, people just need to install the Yonder app and show it to the gate pass volunteer. Also, exciting campaign runs before the concert such as, contestants has to

stream the particular song of the app and the highest stream gets two tickets for free. This is how Yonder Music BD is creating their brand value and gets higher installment & users by celebrity endorsement.

- Yonder Music also achieved the perk of bringing international artist in Bangladesh. DIPLO, the international DJ came to Bangladesh to perform and for this event the campaign was - contestants has to stream DIPLO's song from the app and the highest stream free passes to the event. This is how Yonder Music BD is creating their brand value and gets higher installment & users by celebrity endorsement.
- Yonder Music Also create the opportunity to enjoy international artist's concert overseas. Such as there were a campaign where Contestant can win a chance to enjoy CHAINSMOKER live in Bangkok by highest streaming of the app. So this is how they are creating their brand value.

So, Yonder Music BD's core business relies on the celebrity endorsement. Their statements about Yonder Music turned many into install the app. Yonder Music signed with both popular and rising artist of Bangladesh so that they can create the benchmark of promoting not only prominent artist but also the new artist.

4. Constrains during the job and Internship

During the internship period, some major obligation I have gone through. But, because of the guidance of such professional leaders above me, I always overcame with the limitations.

- a. Observed in the organization: During my internship, I faced few problems in executing the job I was given. Though problems were very few but these issue created limitation to execute work properly.
 - The very first problem I faced at the beginning was to get timely response from artist after mailing them. Celebrities are always busy with their stardom, music composing, news press coverage and performance. So, at beginning it was a tough job to get their response of the mail sent and therefore, I made a calendar where I used to mail them two days before they upload. So that I can constantly contact them and push them to upload the creative post.
 - Before mailing to the celebrities, I needed to get the creative post from the agency signed with Yonder Music BD. But sometimes, they delayed to deliver the posts for which I sometimes couldn't manage to deliver the creative posts to the celebrities.
 - As described earlier, celebrities are too busy to give time. And due to this reason, we have to always keep the calendar updated of their schedule so that we could know when they are free to join us and do live video, Photo-shoot, Short video shoot etc. But, I couldn't get most of the artist such as JAMES, LRB, Asif Akbar etc. hence, we couldn't get much content to provide and upload.

- b. Academic Preparation: For the topic which has been chosen for the internship report, is quite similar to the work I have done on Yonder Music. But for academic purpose, I could not showcase enough data as some of them were confidential. Though I worked in marketing department of Yonder Music BD, there were some mismatch between the assigned tasks of the organization with academic preparation:
- I was given managerial responsibilities. Such as Artist management. I managed artist's schedule. Also, whenever there is a concert, I assigned to manage them so that it can be helpful to them with whatever they need before and during the concert.
 - I have skills on moderate level graphic designing and video editing. So, sometimes, for some of the communication post, I used to create the static image post and video.
 - Whenever there is an event of YONDER MUSIC BD, I was assigned to make a budget and schedule artist performance timing.

So, these are the few mismatch I found between the assigned tasks of the organization with academic preparation.

5. Lesson Learned from the internship program

Internship program helps to boost confidence to step into the career. The three month's experience helps to understand the basic criteria and requirements of any organization. Internship in YONDER MUSIC BD was an amazing experience and throughout this journey I have learned valuable lessons, developed market knowledge, improved management skills and groomed up with organizational behaviors and practices.

- Time management: The most important lesson I learned is time management. I had manage all the calendars, schedule and for that I needed to plan the schedules at least 1 week before. In Yonder Music, I learned to do my job on time and there were always deadline to do any particular job, and for this reason every single work went successful.
- Working under pressure: In Yonder, there were times when I needed to be at office after office time. The immense level of work pressure helped me to keep patience and work with the team members spontaneously. At the times of any event, the work pressure I faced, helped me to develop my will-power to work more hard.
- Developing market knowledge: In Yonder Music, I had to constantly research on global and local branding, marketing and advertising ideas. These helped me to earn ample amount of market knowledge and in future, these will help me to face interview in any organization
- Managerial skills: Internship in Yonder music helped me to develop my managerial skills as this organization works on arranging event as well. I was once given the responsibility of the volunteer in-charge and to manage volunteers, assigning them work with proper brief and continuously monitoring them was a great experience. This experience boosted my confidence of doing more event.

- Leadership quality building: There is saying by Charles Erwin Wilson, Former United States Secretary of Defense that “A good boss makes his men realize they have more ability than they think they have so that they consistently do better work than they thought they could.” This saying is exactly what I experienced in Yonder music. My supervisor and reporting boss was an amazing personality who always motivated me even if I did mistake. So this created a positive vibe to work hard and my boss always gave me responsibility believing in me to build the leadership quality in me.
- Market analysis skill develop: In Yonder Music, I have done several market analysis on celebrities, app companies both in local and global market. These analysis helped me to take good decisions and create branding and strategic communication throughout my internship period. The analysis also helped me to be introduced with the bigger part of internet world. I gone through a lot of websites and facebook pages, YouTube videos and other sites which helped me to earn a vast knowledge.
- Event management and coordination: Since, Yonder Music arranges event for their promotions and activation, I was given responsibility to arrange one event in BUET where I was assigned with activation and event coordination. The performing band was SHUNNO and I had to manage their schedule of performing as well. I had to manage the installation booth and monitor the app installation process all the time. This helped me to develop my skills on event management and coordination.
- Maintaining office hours: Yonder Music office hours starts from 10 am and ends at 6:30 pm. There is a punching machine where we employees had to punch our id and this keeps the data of when we arrived at office. So, this practice is a very good practice to maintaining a routine life.
- Office outfit maintain: Maintaining a professional office outfit helps to carry a good image in society. Yonder music office outfit decorum was to wear formal in office hours and casual in events. So, this mixture of office outfit helped to understand what to wear where.

The internship program also helped me to learn to make a descriptive report on the selected topic with the help of my intern supervisor. My intern supervisor always helped me to go through different aspects of the topic. This University Internship Program is an opportunity to have an idea of the real world organizational behavior and its environment. Internship Program is more like a trailer of a movie. Within a short period, interns get used to the professional life from a student life. So, Internship Program helped me to build a professional attitude inside me and to decide my career path.

6. Concluding statements

To conclude, Yonder Music BD reached its peak to achieve the tag of number one music app in Bangladesh. Working in Yonder Music BD as an intern, I came to learn and develop in versatile sectors of an organization. The environment was so friendly and supportive specially my reporting boss and other employees always guided me and taught me new things. This internship helped me to develop my skills, making connection to celebrities and corporates as well. This organization is a multinational organization and Yonder Music BD achieved the fastest growth for any music app in Asia. It earned 2066% increase in active users in 4 months. Yonder Music BD created a milestone in music app industry where they have over 20 million songs. It was a great organization to work in and the development I gathered for myself created confidence inside me to step into the real world of professionalism. I cordially thank YONDER MUSIC and its team to support me always during this 3 months and also I would like to thank Mr. Fazla Mohiuddin, Lecturer, BRAC University for supervising me and supporting me through this internship period.

Findings:

- Yonder Music app had some bug issues.
- Yonder Music app had some songs which are named as other song names.
- Though the updated app had different genre of music, they should add more genre to the playlist.
- The internet data should be activated for once to run Yonder Music. But after using a few days, it asks for the activation again which was a hassle to use.

Recommendation:

- Yonder music can add own profile option to the app where listeners can create a profile and add their favorite songs as status, post status as Facebook.
- Yonder music team member can be increased. They should have a graphic designer, a video editor and a photographer/cinematographer to make content in-house.
- Yonder Music should add a feature of sharing songs. If a user shares songs to their loved one, it creates a good customer engagement and increase app installation and users.

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