



Internship Report On



Increasing customer awareness in context of digital marketing platform:

A scenario Veet Bangladesh.

Submitted To:

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Date of Submission

(30th April, 2019)

Letter of Transmittal

30th April 2019

To,

Subhat Ehsan

Lecturer

BRAC University,

66 Mohakhali, Dhaka, 1212.

Subject: Internship Report Submission

Dear Mam,

It is a great pleasure to present my internship report titled “**Increasing customer awareness in context of digital marketing platform: A scenario Veet Bangladesh.**” under your supervision as to meet the requirement for completing my BUS 400 which is an internship course.

In this report I have tried to employ my experiences and learning of my three month’s internship period. After that I have tried to find out if a campaign really helps in increasing awareness about a new product at digital marketing platform in the context of Veet Nikhaar Bridal Shower Campaign. Besides this it was a privilege to have completed my internship here, X Solutions Ltd. because here working in an agency I have been able to give a glance at how the real world business is done.

I would like to show you my gratitude for your humble cooperation and guidance that helped me a lot to completing my internship report. I hope the quality of my work will live up to your expectations. Here in this report I hope that you find all the information required to fulfill the requirements of the internship report

Sincerely Yours

Nusrat Jahan

ID: 14204010

Letter of Endorsement

I have submitted my internship to Subhat Ehsan, where my report topic is “**Increasing customer awareness in context of digital marketing platform: A scenario Veet Bangladesh.**” This report is required for completing my degree on Bachelor of Business Administration, majoring in Human Resource Management and minoring in Marketing from BRAC Business School. This report has been accepted and I may present it to the Internship Defense Committee.

Acknowledgement

It was a fascinating experience seeing the business world from a different point of view. As a client service intern I was provided so many helps and suggestions. This helped a lot to bring out my potentiality in my internship program in X. I cannot help thanking my supervisor Mrs Subhat Ehsan a lot as she restlessly not only contributed but also inspired a lot which encouraged me to finally finish my paper. I also would like to thank my intern supervisor Mrs kashfia Nowshin, who is a senior executive, helped me so much to get to know numerous brands and their tone of communications as well. She also helped me to get the responsibilities of a client service. Moreover, a special gratitude to my boss Mrs Maliyat Liana for her constant guidance. A very special credit goes to all my team who I worked with, consisting Miss Farhana Hossain, Mr. Ahsan Habib Anoy, Mr. Jawad Taki and Mr. Hasib Hasan who helped me a lot to assemble my works with constant support. Finally, I combined my academic knowledge and work experience, which will be reflecting on this paper.

Nusrat Jahan

Executive Summary

I have done my internship at X Solutions Ltd., which is one of the main digital agencies at present in our nation. My internship was in the client administration division. All through my internship, I had been chipping away at various clients crosswise over Bangladesh. This report was composed in the wake of getting a direct understanding from Digital media marketing. This report clarifies the significance of the battle in digital media marketing at this present time from the situation of Veet Bangladesh a result of Reckitt Benckiser. In this report, I have clarified the general battle thought to the execution of one of the crusades of Veet Bangladesh named "Pre-wedding party Campaign". This report will assist the pursuer with getting a thought regarding the significance of the battle, ins and out of any crusade, the ongoing need of digital marketing and furthermore ideas of digital marketing, obligations and duty of client overhauling, steps associated with the crusade and shopper purchasing conduct in the digital time. The destinations of the internship are to comprehend the necessity of clients, the significance of the battle in expanding the consciousness of another item. By doing client adjusting, I found the opportunity to work with well-known brands like Veet Bangladesh, Savlon, MARKS, Nagad, Sunshine, Telenor and some other brands like Apex, Bengal Digital, Meena Bazar and so forth.

Table of Contents

<i>Contents</i>	<i>Page no.</i>
Chapter 1: Industry Overview	08
1.1 Marketing Agency	08
1.2 Digital Marketing vs Traditional Marketing	08
Chapter 2: Organization Overview	10
2.1 Background of X Solution Ltd.	10
2.2 Clients of X Solutions Ltd.	11
2.3 Mission	12
2.4 Vision	12
2.5 Organogram of X Solution Ltd.	13
2.6 Working Departments	14
Chapter 3: Client Overview	15
3.1 Reckitt Benckiser	15
3.2 Reckitt Benckiser Products	15
Chapter 4: Description about the Job	17
4.1 Core Responsibility	18
4.2 Responsibilities of the Job	19
Chapter 5: Project Topic	20
5.1 Rationale of the Study	20
5.2 Statement of the Problem	20
5.3 Objective of the report	20

5.4	Scope of the study	20
Chapter 6: Literature review		21
Chapter 7: Methodology Review		22
Chapter 8: Campaign Overview		23
8.1	About the Campaign	23
8.2	Campaign flow of Veet Nikhaar's Bridal Shower Contest	23
8.2.1	Pre-Hype	24
8.2.2	Launching Phase	24
8.2.3	Hype	25
8.2.4	Pre-hype of Campaign	25
8.2.5	Campaign Event	28
Chapter 9: Data Analysis		29
9.1	Questioner Used in the Research	29
9.2	Result and analysis of the survey	30
9.3	Limitation of the research	41
Chapter 10: Findings and Recommendations		42
9.1	Findings of the study	42
9.2	Recommendation	43
9.3	Scope of the further study	43
Chapter 11: Conclusion		44
Chapter 12: Bibliography and References		45

Chapter 1: Industry overview

1.1 Marketing Agency

All around, advertising suggests making motivating force for its item or administration. There are marketing in business. Which is little of advertising correspondence. Which tends to help or control and give to our gathering of spectators make or continue taking some move.

In general, advertising is committed by someone who is from outside. He/she is known as advertising agencies. An advertising agency is basically a business which is service based. This is dedicated to create, plan, handle adverts for its clients. It is agency who works as a provider of service. They works for clients and create an effective and goal-oriented advertising campaign aimed at representing the company. This is positively in the eyes of its target customer.

The 5 types of ad agencies are-

- Creative Agencies
- Specialized Agencies
- Full-service Agencies
- In-house Agencies
- Digital Agencies or Interactive Agencies

In this report digital or interactive agencies will be talked by me. Even some years ago Television AD was the most prominent media. It was a prominent media to advert products and spread mindfulness and create leads for the products. However, the pattern is now changed. Digital media has its own place.

1.2 Digital Marketing vs Traditional Marketing

- Technology took the place of traditional marketing. Nowadays people do not watch TV rather than they are more active on social media.
- Traditional marketing cannot give moment activities and reports about the number of people watched or hard an advertisement and made any move. These can be found on digital marketing.
- Most of the traditional techniques are costly than digital marketing.

- Digital marketing saves more time than traditional marketing

On the contrary, digital marketing refers to marketing methods which allows companies to see the procedure of a campaign's performance in real. For example, what to show, when to show, what will be the duration etc.

Chapter 2: Organization Overview

2.1 Background of X solution Ltd:

In 2013, Mr. Drabir Alam presented the principal of digital marketing at Cookie Jar Ltd. which is another marketing agency. After effectively running Cookie Jar Ltd. for a long time, he chose to move on and make his own company. And the new company was named as MADLY Ltd. another digital marketing agency. It has begun its journey in June 2016. The company was established by Mr. Drabir Alam who is the Managing Director, Mr. Tahsin Saeed as Director and Mr. Tahmeed Azizul Haq as Chairman.

On 2017 2 agencies named MADLY Ltd. and another is Stategeek Ltd. got merged and formed 'X' Solutions Ltd. Through this merge X accomplished a huge ability to share. The directors of innovation of X Solutions Ltd. , Mr. Sidrat Talukdar and Mr. Raquibuddoula Chowdhury, who is the Creative director X met up alongside our originator to build up the best digital organization of the nation. Now, with their diligent work X Solutions Ltd. is gladly pushing ahead to an integrated advertising organization who looks over ATL, BTL and some sort of TTL. At 2018, within this short time 'X' Solutions Ltd. secured the third position in the rundown of digital organizations and granted with numerous enormous awards. And granted with numerous enormous awards.

The company opened up to the world in March 2017. In 2017 and the most income giving office 2019. Not just this, X won 10 grants in Comward Bangladesh 2018.

Right now, X has numerous associations which are outstanding in the market. The greatest client of X is telecom administrator Robi Axiata Ltd. other mentionable clients are Samsung, Iflix, EBL lady banking, Acme, Bengal Digital, Harpic, Nagad, Sylon Tea and so forth.

2.2 Clients of X Solutions Ltd.

- Robi Axiata
- Bangladesh Football Federation
- Nagad
- Veet
- Wings
- MARKS
- Harpick
- Sultan's Dine
- EBL Women Banking
- Robi Yonder Music
- Iflix
- Apex Footwear
- Samsung Electronics
- NTrack
- Bengal Digital
- Seylon tea
- Elite Paints
- British American Tobacco (BAT)
- Suzuki Bangladesh
- Dettol
- Isho
- Telenor
- Sunshine
- Hawaii
- Duronto TV

There are numerous different clients to whom X is in talk or pitching them to join the agency as their adviser.

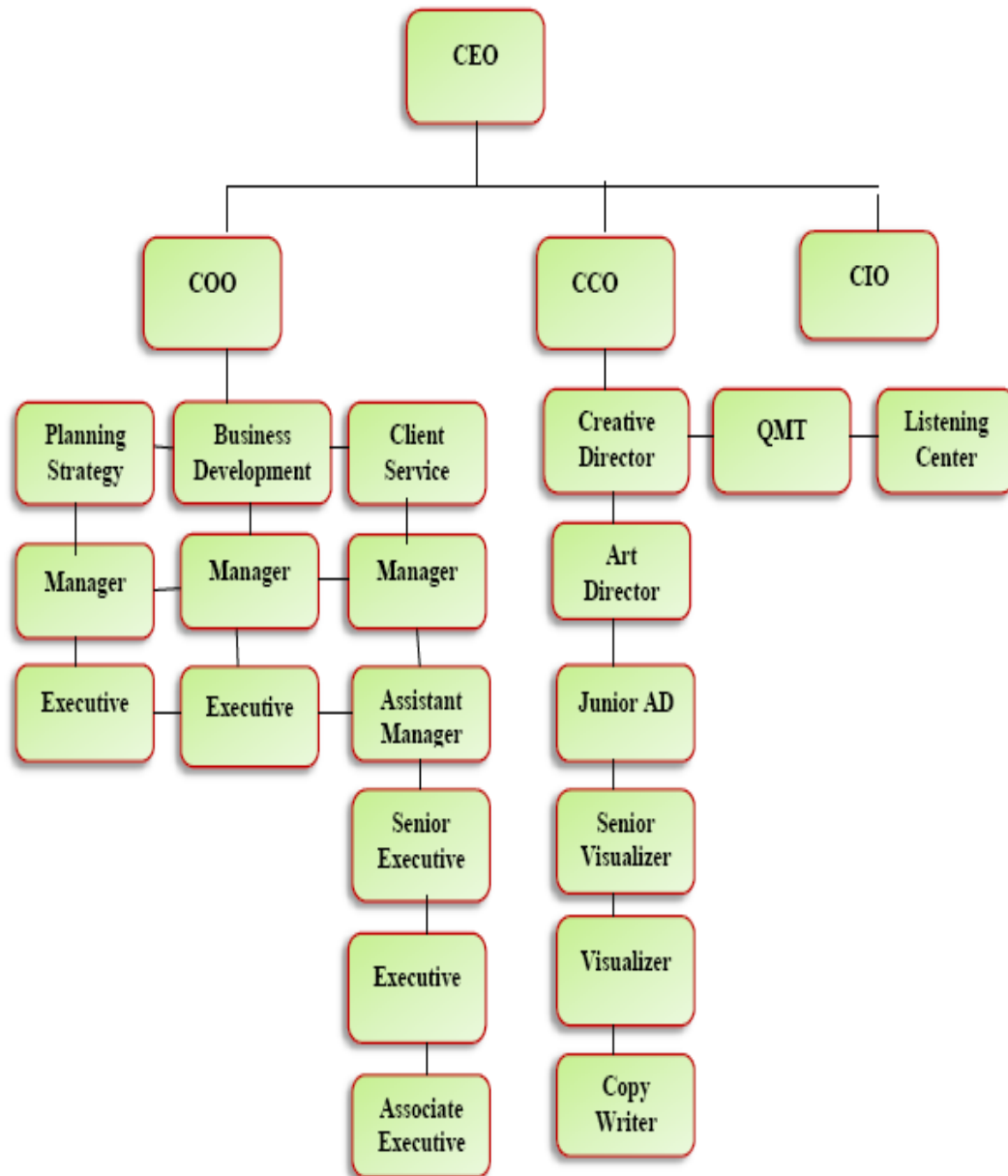
2.3 Mission

“Help client-partner to achieve their goal and develop objectives by providing specific solutions to their communication needs”

2.4 Vision:

“Is to become the agency of choice of as an innovative, client-focused and socially committed service provide.”

2.5 Organogram of X solutions Ltd.



2.6 Working Departments

Basically, there are 3 departments. The digital client administration office maintains the contacts with our clients. The creative office fulfils the desires of their necessity.

The motto of these workplace is to confirm a quality digital online life to our client. In like manner, the digital electronic long range interpersonal communication administration ought to extend trade name care, step-up brand proportionateness achieve, give caliber online buying experience and thrust them to on the web and physical memory to make arrangements and advantage for the company.

Client Service Department:

The necessity limit of the guest administration billet staff is to keep up a relationship with the nodes and scene. This is the sum of the digital bureau. They base on balls on the possibility of both the social events, brands and guest. They are a champion among the most significant way to deal with keep the client energetic. This division is the center of the whole affiliation and it co-ordinate inside the portion of the diverse office in the agency.

Creative Department

This is the psyche of the organization since it is, they who make X Solution Ltd. well known and visible to the clients. They play out specific acts. Some of them are given below-

Developing copy for communication on digital media, developing weekly post from pre made content calendar for communication for social media, designing the post creative for digital, visualizing the idea of any campaign or contest, finalizing layout, gathering ideas from google advertisements, Facebook advertisements design adoption of foreign ad ideas according to the clients brief in case of multinational advertisement content.

Account Department:

The account department of X Solutions Ltd. works as money division from some different business association. They make ready any digital correspondence campaign, pay orders, and make the list of the bills, gives requisitions for works, gives estimates for artist or influencers etc.

Chapter 3: Client Overview

3.1 Reckitt Benckiser

Robinson's Foods Bangladesh Ltd. (RB Bangladesh) is a main UK based global organization in Bangladesh. This organization manufactures and markets family things, toiletries, pharmaceuticals, and sustenance things in Bangladesh. The association was participated in 1961 and is arranged in Dhaka, Bangladesh. After the freedom war in 1971, the name of the organization was changed to "Robinson's Foods (Bangladesh) Limited". At last, after the merger with Benckiser, as per parent organization, the name of the organization was changed to Reckitt Benckiser (Bangladesh) Limited. Reckitt Benckiser plc. is the world's No.1 Company in nuclear family cleaning things, (barring attire chemicals) and the fundamental player in prosperity and individual thought. Reckitt Benckiser extremely an overall association with a customer arranged vision, exercises in 60 countries, and bargains in 180 country. Reckitt Benckiser Plc was molded in 1999 with the merger of Reckitt and Colman Plc. likewise, Benckiser N.V. It makes and sells the nuclear family and human administrations things. Reckitt Benckiser is the world's greatest family cleaning Product Company (barring dress chemical). It is the market boss in nuclear family cleaning things. Its brands fuse deodorizers (Airwick), family cleaners (Lysol, Easy-Off), attire things (Woolite), furniture sparkles (Old English), and dishwashing chemicals (Electrasol. (Bangladesh, 2019)

3.2 Reckitt Benckiser Products:

Reckitt Benckiser bases on five focus classes – Fabric Care, Surface Care, Health and Personal Care, Automatic Dishwashing and Home Care, which all in all record for 89% of outright overall gains and join any world-driving brands, for instance, Calgonit/Finish (Automatic Dishwashing) Vanish (Fabric Treatment) Calgon (Water Softeners) Woolite (Fine Fabric chemicals) Lysol (Disinfectant) Dettol (Antiseptic) Veet (Depilatory) ("Reckitt Benckiser", 2019) In this report, I will examine one of the marketing strategies for one of VEET's sub-items. Veet is itself an item however it has a few sub-items, for example, Veet Supreme' Essence Hair Removal Cream: The Veet Supreme' Essence Hair Removal Cream contains a mix of magnificence oils, Veet 3 Minute Hair Removal Cream for Normal Skin, Veet 3 Minute Hair Removal Cream

for Dry Skin, Veet Sensitive Skin Hair Removal Cream, Veet Easy Grip ready-to-Use Wax Strip, Veet unique touchy touch.

Chapter 4: Description about the Job

I have done my internship at client service department. Client service department is the heart of an agency because client service works as a bridge to its clients. Everything depends on the client service department how they convey or decode the message of clients to its creative departments. Their main task is analyzing the business and digital media for the clients, arranging methodologies and executing relevance on the objective of the clients. The steps of a campaign procedure are given below-

- Taking Brief from Client: Clients invite agencies and provide briefs according to their marketing objectives and insight. Sometimes the plan is for a year or even for only a campaign depending on clients.
- Planning: According to clients brief we plan for the pitch, where we include everything what are we going to do.
- Pitch: According to the plan we create presentation slides by analyzing the business, .industry, digital media situation for the brand
- Proposal: X solutions provides a set of recommendations which incorporate the goal of a competition, target advertise, procedures, approaches, assessed cost and yield everything.
- Proposal review by clients: Clients further surveys the proposals and recommendations set by the agencies and chose the best one.
- Negotiation: here client negotiate what they prefer and what they do not, provides the explanation where they need adjustments. We reproduce the propositions and make appropriate arrangements. Clients also negotiate on the cost and contract.
- Final proposal: The propositions which definitively proposed to clients according to their demand by us.
- Approval: if clients approve it that means we have won and will do the works according to the contract on the other hand if the clients do not approve the final proposal, we will lose the clients.
- Content Calendar: Making a content calendar according to the plan where the number of statics and dynamics will be need for the campaign with ideas is included.
- Estimate Signed: it's an agreement between social influencers, specialists mainly with X.

- Release the Pay Order: Collect the pending bills and pay order from the clients for the merchants to buy space and other things.
- Decoding Brief: Here client service executives decode the briefs from clients and according to plan execute the visual creative with copy, captions. After making the creative ready they decide what type of media buying will fit for the posts.
- Campaign Run: it is mainly starting the campaign by placing posts, ads, OVC, banners, GDNs, tap to enlarge, videos, Facebook and Instagram contests, Facebook page managing etc.
- Collecting reports and compiling: the operation departments provide us the reposts, we check and compile those. After compiling we submit the reports to our clients.
- UGC: Keeping track of the participants of the campaign, giving QMT brief to reply each, making the reports of the UGC and inform the clients, sometimes we even short list the winner and clients choose the best.
- Ending campaign: After achieving the goals or objectives the campaigns ends.
- Review of the campaign: Assessing a campaign dependent on standard and proper execution of the campaign. It will be compared with what we arranged and what we really occurred.
- Bills and payments: Making proper bill including service tax and commission the operation and finance department submit to clients according to our given information. And then collecting the payment of bills from clients af deducting the commission and tax.

4.1 Core Responsibility:

At first, the intern's essential commitment is to understand to manage the clients of given brands through digitally, as on Facebook or Instagram. We, generally, don't do most of the assignments to the client administration division. Generally, I have dealt with three express clients like Apex, Veet Bangladesh, Nagad and MARKS Milk which has 4 Products- MARKS Active School, MARKS Diet, MARKS GOLD, MARKS Diabetic Diet

Here, I had to make a creative substance and post copy that mirrors the brand's message and get the consideration of customers. For this, I had to be sensibly imaginative and interesting. I had to understand the main purpose of the job as the brand itself furthermore a customer.

4.2 Responsibilities of the Job:

We filled in as a social affair, those individuals who examine an individual brand. We expected to sit as oftentimes as possible to investigate the new open passages through which we can draw in our customers more to our brands. This can be called conceptualizing. We had to be as interesting and innovative as we can to attract the customers.

Likewise, in case we got any customer to pitch, we sit together for conceptualizing every single other thing with composing new plans to fulfill our customer's need so that we can defeat other competitors and get the potential customer.

Chapter 5: Project Topic

5.1 Rationale of the Study:

As a client service intern in X Solution Limited, I was responsible to look over the digital marketing strategies of several renowned brands. Here, I worked on several campaigns of those brands. Through those campaigns I tried to know if how many people can be reached once at a time. I was responsible to analyze the data of the participants and acknowledge of the brands through the campaign. I tried to focus on the importance of digital marketing for renowned brands of Bangladesh. I choose the topic to see how the campaigns in digital marketing helps launching a new product and also, how the awareness of any new product increases.

5.2 Statement of the Problem:

My topic is to find out if the campaigns in digital marketing platform really helps to launch a new product or create hype successfully or not.

5.3 Objective of the report:

My objective is to find out how girls brands works on digital market and the campaign help them. Throughout my report other brands will get the idea of campaigns. Also this will help them to create a hype of a new product.

5.4 Scope of the study:

The research may be useful to understand girls brand and how the campaigns helps throughout a launching process of a new product. It may useful for other brands to understand the importance to come out from the conventional marketing and use digital platform to promote their business.

Chapter 6: Literature Review

To establish my points and work theories in this paper I have taken help and references from several websites and E-articles. In the methodology section, to bring the importance of contest in marketing under lime light I have mentioned 4 reason that creates importance of contest in marketing, which I took from Americanexpress.com who publishes business journals. There according to Ben Pickering, “While contests and sweepstakes have been around for a long time, they have taken on a new life with the growth of the social Web. Contests are certainly not the answer to every marketing challenge, but they should be part of every social media marketer’s toolkit”, (ben, 2011). “Contests and sweepstakes are common promotional tools used by companies to attract customers to their company or product” (Kokemuler, October, 2016). Also to write about Reckitt group I tool direct help from their website (Reckitt, 2014). “Contests, competitions, and sweepstakes are raging hot across the major networks as a go-to strategy for so many content marketers” (Barry, April, 2018)

Chapter 7: Methodology Review

For preparing this report at first I have used my personal experience which I have got from my internship period. Secondly the necessary company information is collected from the other employees, website of the company etc. I have collected the primary data from social media, my friends, colleagues and some girls groups from social media. The responses were collected through a Google form.

The sample size was 30 female respondents as my brand is a niche and a feminine brand. For the survey I have used structured questions so that respondents can easily respond to the questions. On the other hand, I have used the data sampling techniques of online survey as we can get maximum respondents from online and it is easier for the respondents to fill up the form within short time. Moreover, it is also convenient for both interviewer and respondents.

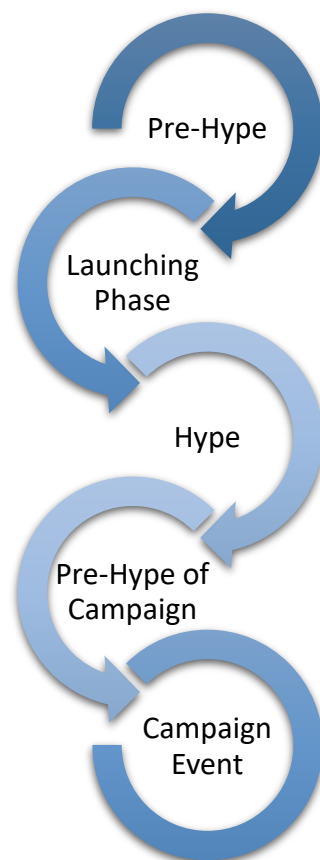
To add more, for secondary source of information I have collected data from several articles, websites to support my primary data.

Chapter 8: Campaign Overview

7.1 About the Campaign

The campaign is to launch Veet's new product, named Veet Nikhaar. They claim that this Veet Nikhaar is made of 3 several natural ingredients (turmeric, saffron, sandalwood), which naturally brings out the glow of skin. So, as the first attempt of product launching they came up with an idea of Bridal Shower Contest as Veet Nikhaar can easily replace and give easy access to natural ingredients like turmeric, saffron and sandalwood on anyone's bridal shower event. So, to run this campaign we created a Product Launching Flow. Campaign flow is a process of some works like a flow chart which helps to launch any campaign with efficiency.

7.2 Campaign flow of Veet Nikhaar's Bridal Shower Contest



1. Pre-hype: As pre-hype we posted on Facebook and Instagram simply saying “something is coming soon” or, “Can you guess what’s coming?” Here, we showed some natural ingredient’s picture and told our TG to guess what’s coming next. By this we actually created the anticipation. As veet is a hair removal product and we showed natural ingredients; so by that we wanted to give them a hint that something “Natural” is coming soon for hair removal and skin care as well.

Not only from the official page of Veet Bangladesh, but we introduced this pre-hype through several girls group on social media by talking and encouraging the admins. Besides, we gave them a ‘post organizing plan’ where as the first step, they had to ask their members if they had heard about any natural solution to remove unwanted hair. On these posts, thousands of members commented and shared their opinion and ideas about product and problems.

On the next phase of post the admin declares about the product by its name and saying how Veet Nikhaar helps- by leaving a natural glow to skin after hair removal.

2. Launching Phase: On 20th December 2018 we finally launched the product. And that the product is already revealed on digital platforms like Facebook, Instagram pages of Veet Bangladesh it was about to lead to create a hype. We have made OVC (Online Video Commercial) where the lead actor was Ishrat Zaheen who is popular among the young generation in



Bangladesh. So, we could easily reach out young TG through her.

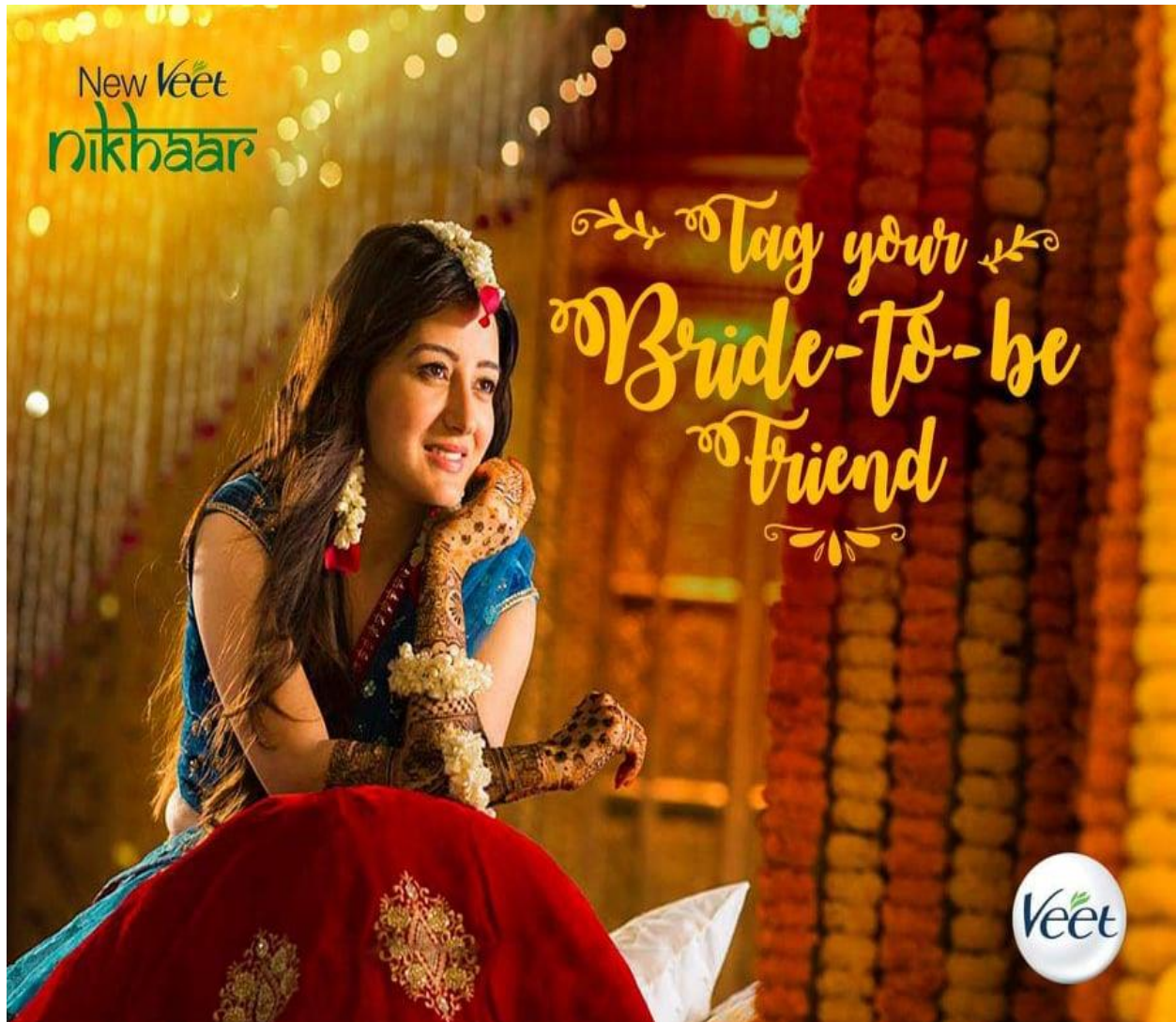
3. **Hype:** We have used the girl's group's admins and influencers from Instagram, YouTube such as Naziba Nowshin, Sunehra, Basma etc. The influencers are who bears a lot of followers and knows vice versa regarding skin care. They are really obeyed and followed by girl's community. We have send them some souvenir along with the new Veet Nikhar and requested them to use it and if they feel positive about it they should go live from their pages or channels by giving a review in it and recommend others as well. Thus, we created the hype of our product on digital platform. In addition, we have included GDN, Tap to Enlarge Button, Bumper Ads so that the audience, as in TG get to know more about the newly introduced product. To increase product awareness, we have posted some posts related to the benefits of the product such as- by using it users' skin will look naturally glowing and it will smell like sandalwood; which is different from other hair removal cream. Also, we have talked about the natural ingredients used in this product.

4. **Pre-hype of Campaign:** Like I said before, the product was launched in December, so it was winter back then. But gradually by end of January the winter as well as the bridal season was coming to the end. So, we had to think of something that will hold the flow of its campaign. Later on we have planned to post several customer engagement posts with the communication like- "Tag your to be bride friend who you think will look most beautiful in her wedding" and also, targeting the brides out there we communicated something like "tag your friend who will dance at your wedding". This post engaged the girls so effectively with the brand. Those post in average got 24,500 reactions and over 100 comments and opinions.

Right at that moment Veet Bangladesh hit the running road. They introduce the Bridal Shower



Campaign where they told people to send Veet Bangladesh their friend's photo who is going to be married soon. Then Veet will choose one on the basis of the best story and answers. Moreover, one bride along with her friends will win a bridal shower event in Dusai Resort, Sylhet. Likewise, these posts were also promoted by established girls community page and influencers to make more people aware of the campaign. We also uploaded an OVC casting Ishrat Zaheen who is the brand ambassador of Veet Nikhaaar bridal shower campaign. That OVC included CTA (Call to Action) button so that people can easily participate.



New Veet
nikhaaar

Tag your
Bride-to-be
Friend



5. Campaign Event: The contest took place from January 29th to February 11th. In this 15 day a lot of participants participated (around 25 people). From those 25 contestants we choose one winner on February 12th and the main event of bridal shower took place on 1st March. The participants were taken to Dusai resort, Sylhet. Not only was that, the moments they spent there, post in the Facebook page of Veet Bangladesh. They were awarded with gifts and requested to give review on Facebook.



Chapter 9: Data Analysis

8.1 Questioner Used in the Research:

To find out the importance of campaigns in digital marketing platform, I had conducted a survey among 30 female respondents. As, my brand is a feminine brand I needed to know how my TG thinks toward any campaign. It is a qualitative research where all the primary data was collected through a Google form.

Sample Survey Questioners:

What is your age?

- A) 11-15
- b) 16-20
- c) 21-25
- d) 26-30

Do you know about Veet products?

- a) Yes
- b) No

Have you ever used Veet products?

- a) Yes
- b) No

Do you know Veet has launched a new product “Veet Nikhaar” which has natural ingredients and different from other hair removal cream?

- Yes
- b) No

Are you aware of Veet Nikhaar’s new campaign (Bridal Shower contest)?

Yes

b) No

How much could you relate to this campaign with the product? (On a scale of 1-5)

1 2 3 4 5

Did you participate in the campaign?

a) Yes

b) No

c) Want to

d) Wanted to

In a scale of 1-5 how much do you like the campaign?

1 2 3 4 5

Are you interested to buy? Use the new Veet Nikhaar?

a) Yes

b) No

Recommendation for Veet _____

8.2 Result and analysis of the survey:

For determining the sample size for the particular study, I provided the online Google form to the girls group in social media platforms. It helped me to get responses exactly from my TG. I kept

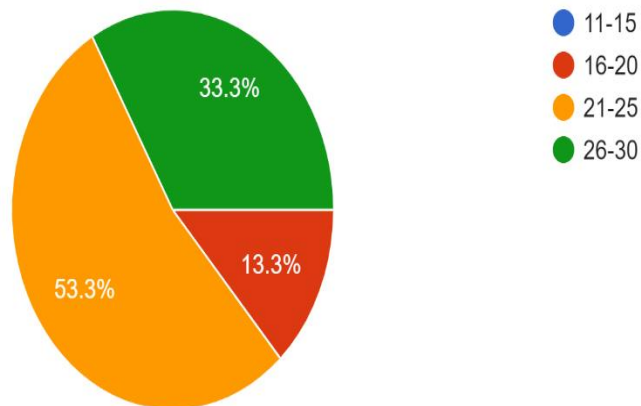
the age group of 11-30 as usually these age group people use social media platforms and easy to get.

So, from my study I have found that most of the respondents are between 21-25 (53.3%) age group and second large number group is 26-30 (33.3%)

The details of the demographic aspect is given below-

What is your age?

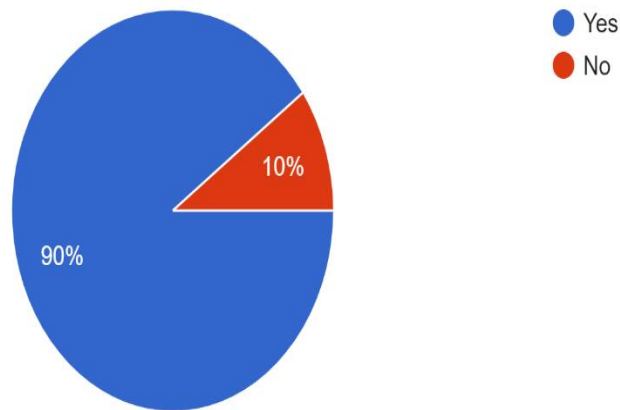
30 responses



Moving forward to the next question, I asked them if they know about Veet or not. Veet is a very well know product for girls. So, 90% respondents said they know about veet and only 10% are unaware of Veet.

Do you know about Veet Products?

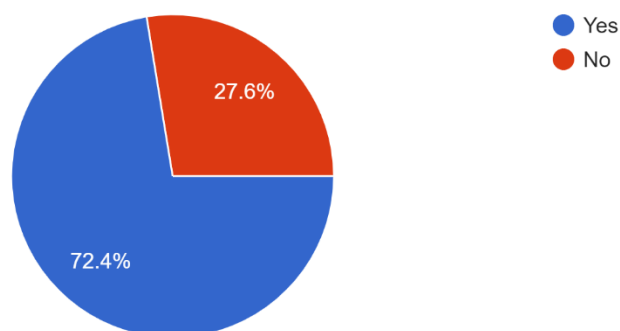
30 responses



Then my next question was if they ever used Veet product. This is a very important question. From this question we will get to know those who have used Veet are interested about its products and may try the newly launched product too. Here 72.4% respondent said they have used Veet and only 27.6% said they did not.

Have you ever used any Veet products?

29 responses

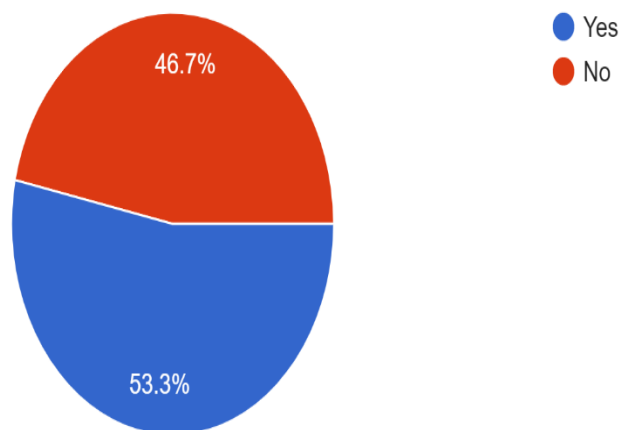


And my next question was if they were aware about the new product Veet Nikhaar. Here I want to include that I have shared the link of Nikhaars launching TVC and details about the new product

while providing the questions so that respondents can get to know about the essence of the campaign and study. So, the 53.3% respondents said they know about the new product and 46.7% respondents said they are not aware about the product.

Do you know, Veet has launched a new product- "Veet Nikhaar" that has natural ingredients and different from other hair removal cream?

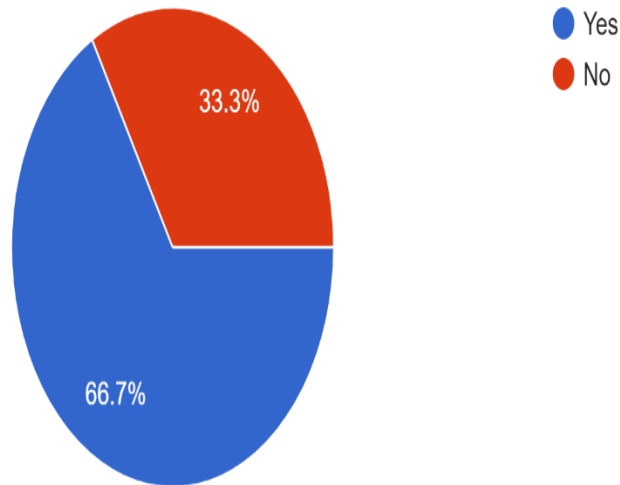
30 responses



Later on, I asked if they were aware about the campaign or not. 66.7% respondents were aware about the campaign and 33.3% were unaware. This rate also may have effected by the given information with the form the rate is this high.

Are you aware of Veet Nikhaar's new campaign (Bridal Shower contest)?

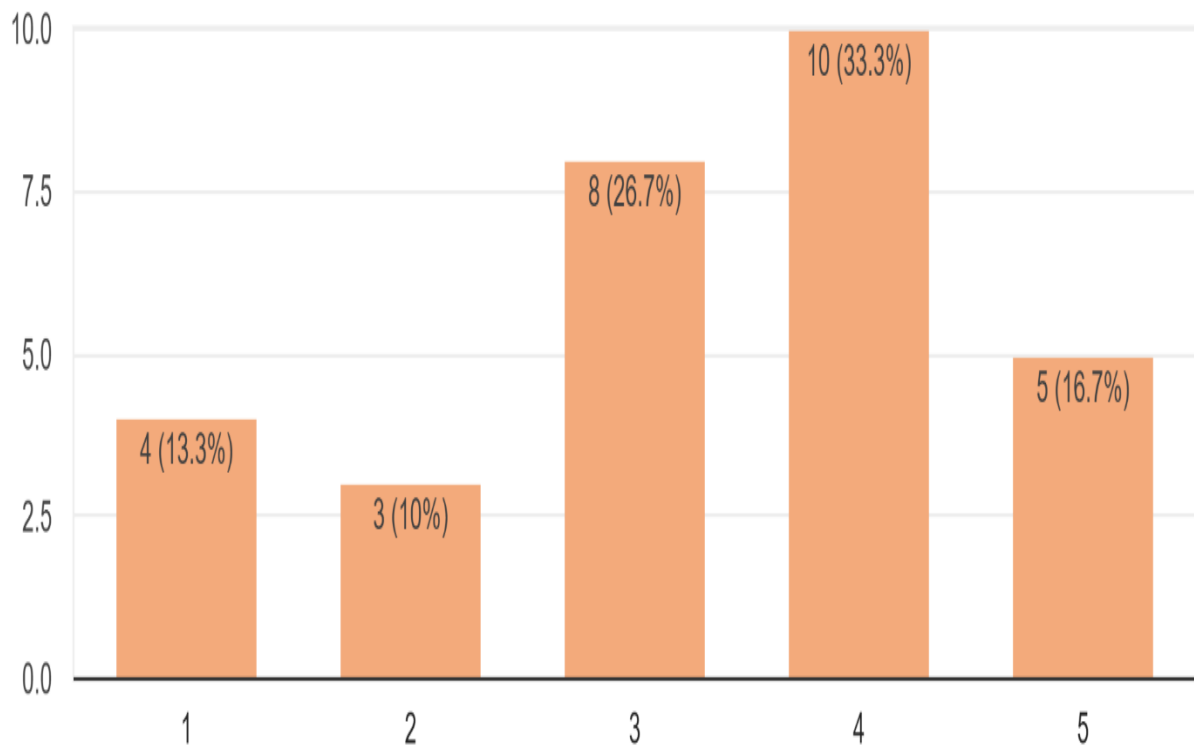
30 responses



On the next question I asked them to rate that how much the campaign could relate to the product. We, thought the Bridal shower campaign as it is trendy and brides usually use turmeric, sandalwood for glowing their skin before the event. Veet Nikhaar hair removal cream has all-natural ingredients like turmeric, sandalwood, saffron which glows and smoothens the skin. So, I tried to know if our TG actually understood the significance of the campaign. So, from my research I have found that 33.3% respondents rate the level of relation of the campaign to the product as 4, 26.7% respondents rate it 3, and 16.7% rate it 5. Which means, 33.3% people found the relation with the campaign very well.

How much could you relate to this campaign with the product? (On a scale of 1-5)

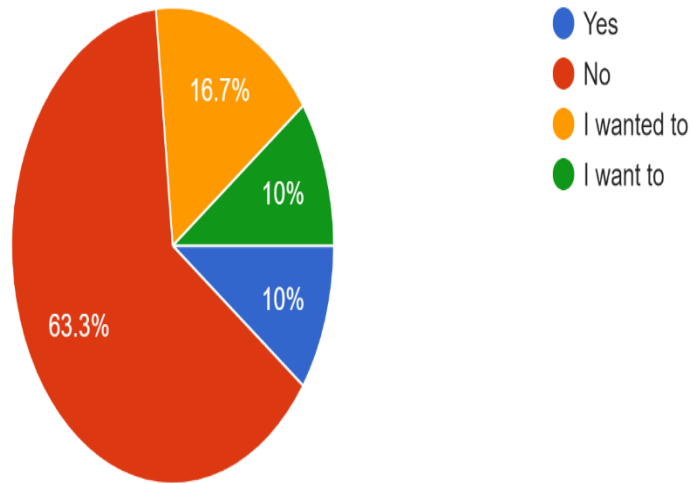
30 responses



After that, I asked the respondents if they participated in the campaign or wanted to (who does not have to be bride friend), want to (because the contest was going on during the survey). Here in this survey 63.3% respondents did not participate in the campaign 16.7% respondents wanted to participate in the campaign and 10% want to participate in the campaign.

Did you participate in the campaign?

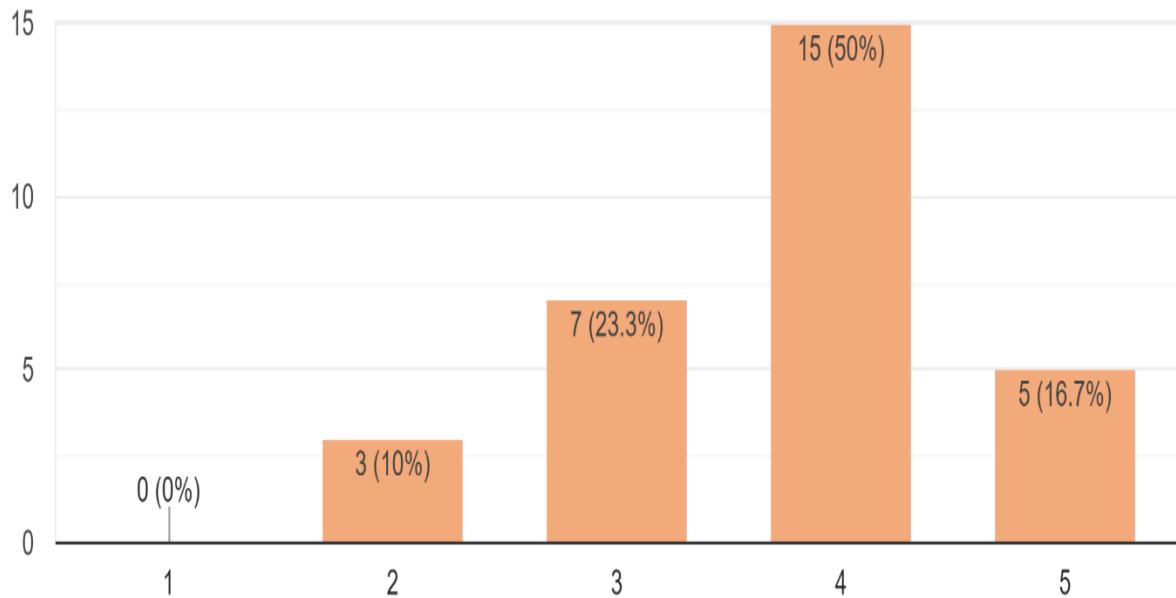
30 responses



The next question was about the campaign. I asked the respondents to rate the campaign in the scale of 1-5. 50% respondents rated the campaign 4 whereas 23.3% respondents rate it 3 and 16.7% respondents rate the campaign 5. Overall most of the respondents actually find the campaign interesting.

In a scale of 1-5, how much do you find the campaign interesting or different from other campaign?

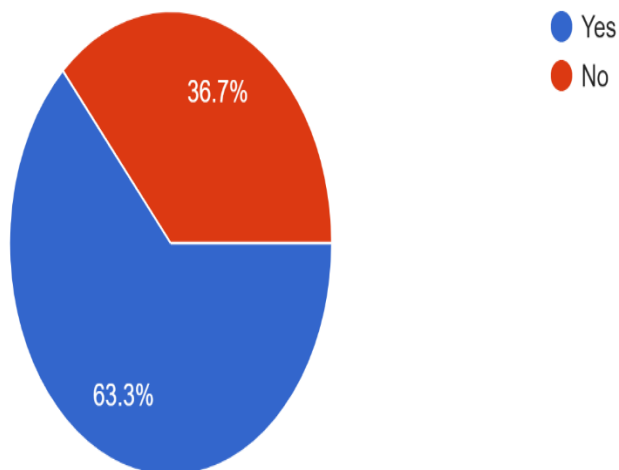
30 responses



Then my main question comes which is if the TG actually wants to buy the newly launched Veet Nikhaar hair removal cream. 63.3% people responded that they want to actually try the product and 36.7% responded that no matter what they will not buy the product.

Are you interested to buy and use the new Veet Nikhaar?

30 responses



Finally, an open-ended question was asked. This was much needed because we get to know very interesting insights from this question because here TG could give their own opinion or recommendation for the brand as well as the campaign. Here we got to know that many respondents actually like the campaign but due to bad review about Veet hair removal cream they do not want to use Veet products anymore.

Recommendation for Veet about the campaign:

22 responses



Most of the people found it the campaign interesting and unique. Some finds out that, this campaign should have done earlier because the wedding season was almost ending. As the campaign was for niche TG, many wanted to participate but not having bride to be friend could not participate that is why the participation rate is very low. But luckily, we have the winner from our participants. She liked the campaign very much and recommended Veet.

Recommendation for Veet about the campaign:

22 responses

we won it so we liked it very much, they are so humble and they gave me their new product. I am eager to use it.

Veet is not good

nice idea, but this is not wedding season.

different campaign

I can give a try to the new product

the campaign is beautiful but i dont need to use veet

i want my friend to participate in the campaign and natural ingredient in hair removal cream differs it from it's other removal cream

i dont like veet

the campaign is bit different i liked it

Natural ingredients seems different so can give a try

nice

the campaign is very interesting

8.3 Limitation of the research:

There were some limitations of my research for that I was not able to get the exact data for my research. As there was both time and financial constraint, the survey was conducted online to find my TG easily. But my market is niche so the sample size was also very small. As a result, within this small sample size this was very difficult to come on any decision. Moreover, the survey was mostly responded by the online respondents. So, there is a doubt that if those survey were fill up consciously or for the sake of answering they answered is not sure. Furthermore, in the online form I need to keep in mind making the questionnaire short and simple as possible so that respondents do not get distracted while filling up the survey form. For that I could not elaborate the idea of the campaign and purpose of my research well.

Chapter 10: Findings and Recommendations

9.1 Findings of the study:

The purpose of my study is not only to understand the nature of the digital platform but also how the campaigns help in digital marketing according to the scenario of Veet Bangladesh, Nikhaar bridal shower campaign. Before conducting the research, I used to think that campaigns are so easy and fun. But after working in this campaign and doing my research I have found that the success a campaign is related to a successful marketing of a brand or product. From a campaign, the TG not only participate in the campaign but also they get to know about the brand. So, while buying anything related to that product, it will knock their mind about the campaign and may drive them to buy it.

For my survey I have conducted both Google form survey and some impersonal interviews. I also had to survey thirty female despondence as my brand is a feminine brand. I wanted to survey more but as my product is niche, I had to survey on a small sector that too only in Dhaka, Bangladesh area people.

However, people takes the digital marketing platform more seriously because, they are more active here in this era. So, the success rate of campaign on digital marketing platform is also very high.

Bridal shower is a trend now. Almost every girl desires for this event now. So, keeping phase up with the trend we launched this campaign to connect with them. As this is a trend, and most of them are on social media it was not a big deal to us to reach the maximum number of TG and run this campaign with utmost response of them.

From my study I got to know that people like trendy things. And thus, they participate to show off to their friends and family that what they have achieved. But from a different point of view, I have also found that, if the brand has any bad review campaigns cannot earn review for them. The reason is that customer has a negative mind set about the brand if it is bad and they don't want to buy the product anyway, no matter how big the campaign was or they participated in the campaign, just because of the products bad review sell rate remains the same as it was. Only the campaign gets succeeded.

9.2 Recommendation:

Another thing I have found that, a right campaign on a right time is very important. Because, the Bridal Shower Campaign by Veet Bangladesh took place at the ending time of wedding season. That's why many TG couldn't participate in the campaign. And they couldn't relate the campaign with the product.

To make the campaign more successful or more recognize with the brand they could have come up with more promotional activities for example, Instagram promotion.

However, the brand image puts a vital impact on a campaign's success.

9.3 Scope of the further study:

According to the limitation faced in the study, there are lots of scope of improving the particular field. For further study, researcher camp takes huge sample size from different groups and from different areas. That will give clear overview of the research.

Chapter 11: Conclusion

To conclude, I would like to say that, digital marketing is now almost there to reach the highest pick of marketing as people are getting more interested in it. We can target a huge number of TG from here. Where campaign play a very important role. Because through a campaign you can communicate to your TG through an interesting and creative way. There are lot more benefits that any contest helps in marketing sectors. For example, building own fan base and enlarging audience of the product. The biggest importance of a contest is that it empowers consumers to do the marketing for the brand itself! If a contest includes a voting component, participants will be inclined to share through their social graph, asking friends and family to support their entry. That is how, everyone knows the brand by a very interesting way.

Chapter 12: Bibliography and References

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