



Inspiring Excellence

Internship Report

On

Study and Analysis of Current Trends in advertising in Bangladesh-

A case study on Film Logic

Course Code: BUS 400

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Letter of Transmittal

April 30, 2019

Md. Mamun Habib

Associate Professor

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Subject: Submission of Internship Report for the completion of BBA program

Dear Sir,

I have the honor to present you with my internship report “Study and Analysis of Current Trends in advertising in Bangladesh- A case study on Film Logic”

I have put in extensive effort to write and complete this report based on both practical know how that I derived while working at film logic and for research done through primary and secondary data. The study consists of the advertising trends that are dominant within the Bangladeshi Industry and how it is evolving with time. Furthermore I have recommendations on the path that the advertising industry is moving through as more of its target market become tech savvy.

I have given my best effort in preparing this report. I am also thankful for your support and guidance throughout. Consequently if any issue arises or I have to make some corrections I will be glad to do so.

Sincerely yours,

Shadman Hasan

ID: 15104205

BRAC Business School

ACKNOWLEDGEMENT

I would like to start off by saying all praises be to Allah, who has given me the strength, health, a sound mind and a good family to able to do work and prepare this report.

I am also ever grateful to my Internship Advisor Md. Mamun Habib who has taught me a lot during his classes at BRAC University which has helped me understand business research and report writing to an extant which otherwise I would not be able to achieve.

I would also like to thank Mr Ikram Hasan Evan for his immense support throughout the report writing process. Without his communicative skills and understanding this would not have been possible.

Last but not the least I would like to thank my supervisor Anit Kumar Das executive producer and owner of Film Logic and my colleagues there who have taught me a lot and given me knowledge and skill sets that I shall carry on and try to nurture the rest of my life. It was absolutely delighting working as a project manager there for the two months I was at the company.

Executive Summary

This internship encompasses the work experience and knowledge I had gathered while working for Film Logic as a project manager for 2 months. I primarily focused on digital advertising rather than other medias as the industry has slowly taken a massive shift towards it which I had observed while working with different clients who have been mentioned in the report. The report focuses on a number of clients and their advertising campaigns rather than the whole portfolio because of shortage of time and lack of resources. Although Film Logic has always been the primary content creator, we have worked hand in hand with the branding department of the repressive companies, a lot of time a third party agency who had contracts with the company concerned. The scripts were originally provided by the company or the agency while execution and realization of the concept was our primary goal. In the process we have also modified whole strategies and advertisements to be better suited for the audience and to have maximum effect it was intended for. I have discussed advertisement done with celebrity endorsements with Grameenphone(Telenor Group), Harpic(Reckitt Benckiser); humor appeal with Nestle , and emotional appeal with Banglalink and medias that are chosen to ensure maximum return on investment and increased brand equity (Banglalink). The purpose of the study was to determine the current trends and techniques that are used in advertising to influence the audience. Research has been done to find out how effective they were in reality.

Organizational Overview

The company: Film Logic is a Film Production company specialized in making Television Commercials, Fictions and Documentaries. It has worked with the leading companies in Bangladesh both MNCs and local companies to create outstanding advertisements that has touched the hearts of its audiences and proved to be effective in creating heightened brand equity or maximum return on investment depending on what was required in the situation. The company was started back in 01/04/2013 with simple projects in mind making music videos and short films and has grown to be one of the most trusted and largest ad making firms in the industry. The company has moved on to provide all round campaign solutions and is currently working with an international company to ensure its launch in Bangladesh



The company has moved on to win several awards locally and at the Korean film festival continuing to rival international competition.



Anit Kumar Das, Executive Producer/Owner

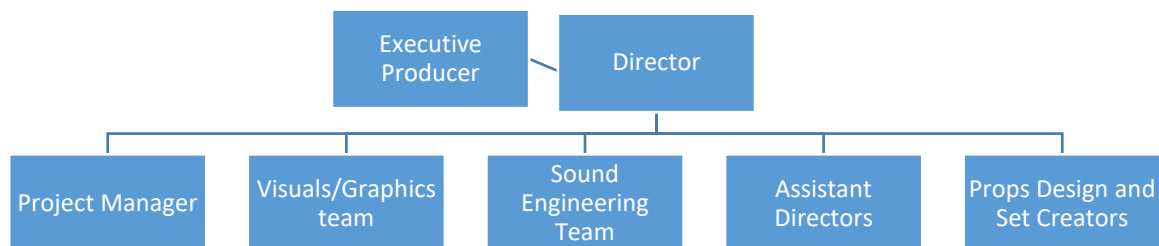


Rahat Rahman, Director/Owner

The company owns multiple YouTube channels which have been very successful on their own and continue to grow.

Description of Business:

The majority of the work that film logic does as of now is based on ad-making. The script and plan is provided and the execution is the primary task. The company has its own set of skilled graphics editors, sound engineers, assistant directors, project managers and assistant directors. A time frame is set before each project is completed. The organization has more or less based on a flat structure.

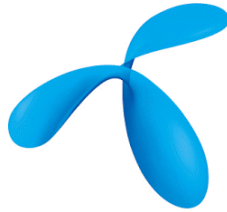


The business relies on effective ad creation within the given time frame and how well the plan and script had been executed. The branding teams or agencies work hand in hand all throughout the creation process and the payments are made through bonded contracts. Confidentiality is highly maintained and a lot of thought is put into the whole process before the ads are aired. Simple copyright infringements can lead to major problems so everything is double checked to avoid any inconveniences in the future.

Some of Film Logic's Clients



banglalinkTM



grameenphone



SAMSUNG
mobile



1.1 Rationale of the Study-

The study primarily focuses on the current trends in the advertising industry in Bangladesh. Social media has become a more effective form in the recent years for customer engagement and has seen unprecedented growth. The study evaluates the actual effectiveness and popularity of social media marketing and advertisements in comparison to traditional media such as television, newspaper, radio and billboards. Furthermore humor, celebrity endorsements and emotional appeal have been really effective techniques during recent times; the authenticity of the former statement also has been put through evaluation through primary and secondary data.

1.2 Problems-

Ads are often time copied or create controversy, the companies are also in dilemma on how to represent the brand in the best way while having maximum television rating points and return on investment. They are in conflict on which medium to choose and what kind of appeal they should be aiming for while making the ad.

1.3 Limitations

There was a number of limitations while making the report. To start off, confidentiality is strictly maintained within the industry for which a lot of information could not be added to the report which were the sole property of the agencies or the branding departments themselves. These included target audience, ad run time, strategy and much more. Secondly while I was preparing the report I already got a good opportunity at Peek & Cloppenburg a German retailing giant which I took. I was a full time employee there which immense workload. Lastly I finally had the privilege to join my dream company Uniqlo as a production manager a month after and with so much responsibility handling production of multi million units of products I barely got time to work on the report as much as I wish I could. Primary data was collected through preferential sampling.

1.4 Objective of the report

The main objective of the study is to study the current trends in advertising and analyze them to sustain growth within the industry and evaluate the best possible recommendations for the future. It an overview of how trends in advertising change with time and the target audiences' characteristics

1.5 Research Questions-

1. What is your age group?
2. What is your gender?
3. What is your occupation?
4. What is the amount of time you spend time reading newspaper or watching television combined daily?
5. What is the amount of time you spend on social media daily?
6. Which of the following social media sites do you use most?
 - Facebook
 - YouTube
 - Instagram
7. Where do you end up seeing advertisements the most?
8. Have you ended up buying the product or using the service after seeing the ad on social media?
9. Which of the following appeals incite you most while watching an ad?
 - Emotion
 - Humor
 - Celebrity Endorsement
 - Testimonial
 - Rationality
 - Buzzword/Viral
 - Other
10. Do you think ads need to be very relevant with the current trends?
11. How do you rate Bangladeshi ads on social media in comparison to international ads?
12. Please mention any company based in Bangladesh that makes the best ads.

2. Literature Review:

Brands now direct their followers to social media

Marketers promoting their products online have followed a fairly standard arc historically, first buying digital ads and building their own Web sites in the early years of the Internet, and more recently amassing followers on social networks like [Facebook](#) and [Twitter](#).

Now, companies increasingly are running online ads that focus less on pitching their products than promoting their Facebook pages and Twitter accounts.

The ads, which have menu tabs and increasingly resemble mini-Web sites themselves, allow users to click within the ad to see a brand's Twitter messages or Facebook wall posts in real time, or to watch a brand's video content from YouTube — all without leaving the Web page where the ad appears. (Newman, Aug3, 2011)

As trends have changed businesses brands are now using innovative methods of advertising which engage the customers more.

Methodology

3.1 Primary Data:

Primary data was collected during my work as a project manager at Film Logic, the survey data was collected from a number of people using google forms. Data was also taken from my colleagues and supervisors based on their experience in the industry.

- Simple Random Sampling was used
- Percentages were taken of answers
- Audience segmentation was done
- Pie charts were used to represent the percentages
- Online survey was done
- Most were close ended question
- One was an open ended question

3.2 Secondary Data: Most of the important information was taken based on secondary data

- Film logic credentials were taken into account along with the information provided by the clients and mother companies
- Film logic's YouTube Channels, Facebook page and database
- Websites and articles online.

4. Analysis and Interpretation of the Data:

4.1 SWOT Analysis:

Where the company stands:

STRENGTH:

- **Company Reputation:** Film logic has built up a strong reputation for delivering consistently and over-achieving execution expectations. This has led to the company have strong relation with its partners.
- **Operational Expertise:** Due to extensive experience in the industry the company has gained a massive competitive advantage in terms of operational expertise.
- **Achievements & Recognition:** Film logic has recognition from multiple international brands and has different awards from local conventions and the Korean film festival
- **Dynamic and adaptable workforce:** Film logic has very talented workforce who can adapt to many given roles
- **Technical Know-How:** Film logic has extensive technical know about the content creation process through years of experience
- **TRP Rating:** Ads usually have the highest television rating points

WEAKNESS:

- **Budget Allocation:** A lot of time the budget allocated for the advertisements is not adequate for the proper execution of the ad itself. Companies and agencies have very high expectations and Film Logic also strives to make ads on par or better than international standards but the budget allocated makes it very hard to do so.

OPPORTUNITY:

- **Movie industry:** Film logic has fair enough potential to start making movies of international standards. With proper resources it is looking forward to enter and change the Bangladeshi movie industry

THREATS:

- **Other international agencies:** Companies have taken a shift to outsourcing work to companies outside which has a possibility hurt the Bangladesh based companies

4.2 Porter's Five Forces

Rivalry within the industry: As there a handful number of highly skilled ad-making companies in the country competition is very high

Buying power of Buyers: Buying power of buyers is moderate due to unavailability of highly skilled content creators.

Buying power of Suppliers: Buying power of suppliers is also moderate as the specialized equipment is highly rare but the number of ad makers requiring these also scarce in number

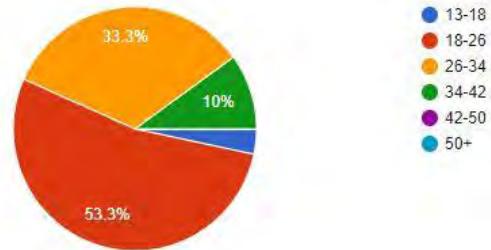
Threat of substitute: Threat of substitute is high, as technology progress it is becoming cheaper and more feasible to make these ads in house.

Barrier to entry: Barrier to industry is low but it hard to get the trust of the mother companies as there already exists a number of trusted ad making firms.

4.3 Primary Survey Results and Analysis

1. What is your age group?

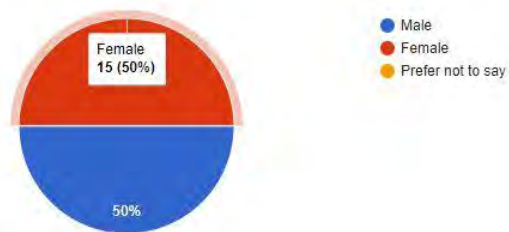
30 responses



Looking at the age group of the survey we can see a young dominated group, who are more likely to be following current trends

2. What is your gender?

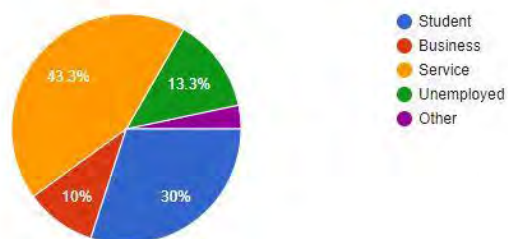
30 responses



The ratio of male to female respondents was equal

3. What is your occupation?

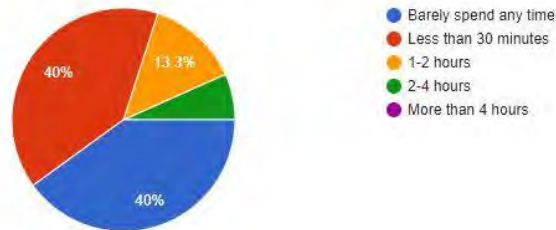
30 responses



People from a number of occupational background participated in the survey

4. What is the amount of time you spend time reading newspaper or watching television combined daily ?

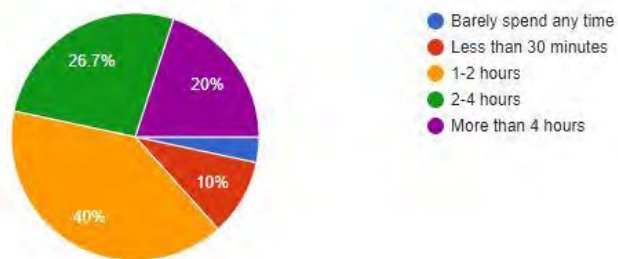
30 responses



Most of the respondents showed that they either spend barely any time watching newspaper or television or a minimal amount of under 30 minutes per day while it is significantly higher with social media use. This only goes to show how irrelevant cable tv and printed newspapers are becoming with the current trends

5. What is the amount of time you spend on social media daily?

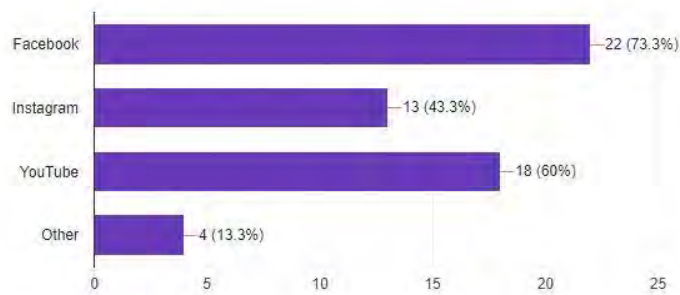
30 responses



The maximum amount of respondents used social media 1-2 hours daily while the number went up with a number of others too

6. Which of the following social media sites do you use most?

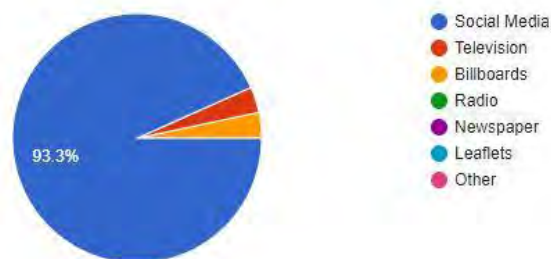
30 responses



Facebook and YouTube showed the highest user presence which companies are proactively using for their advertisements.

7. Where do you end up seeing advertisements the most?

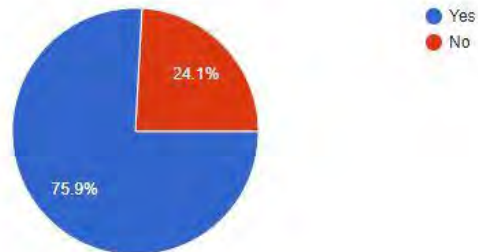
30 responses



A staggering 93.3 percent user end up seeing ads today on social media, with the secondary data this claim also show similar percentage of validity

8. Have you ended up buying the product or using the service after seeing the ad on social media?

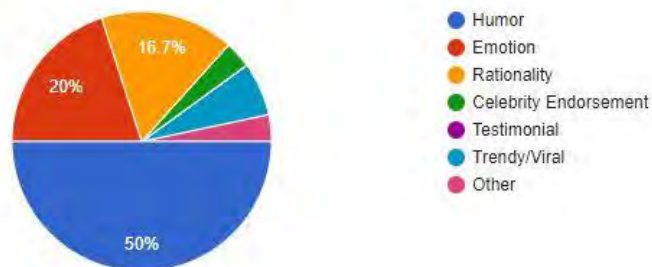
29 responses



Majority of the respondents agreed to have bought a product or taken a service after seeing an ad on social media

9. Which of the following appeals incite you most while watching an ad?

30 responses

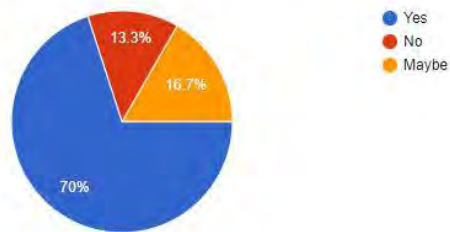


Humor appeal attracted the respondents the most followed by emotional appeal and rationality respectively

10. Do you think ads need to be very relevant with the current trends?



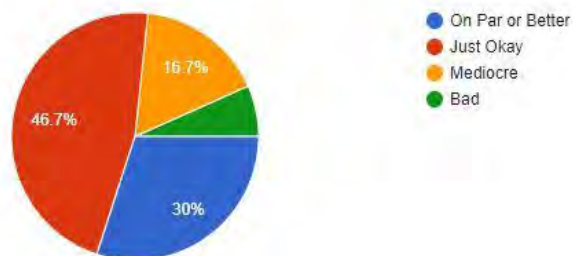
30 responses



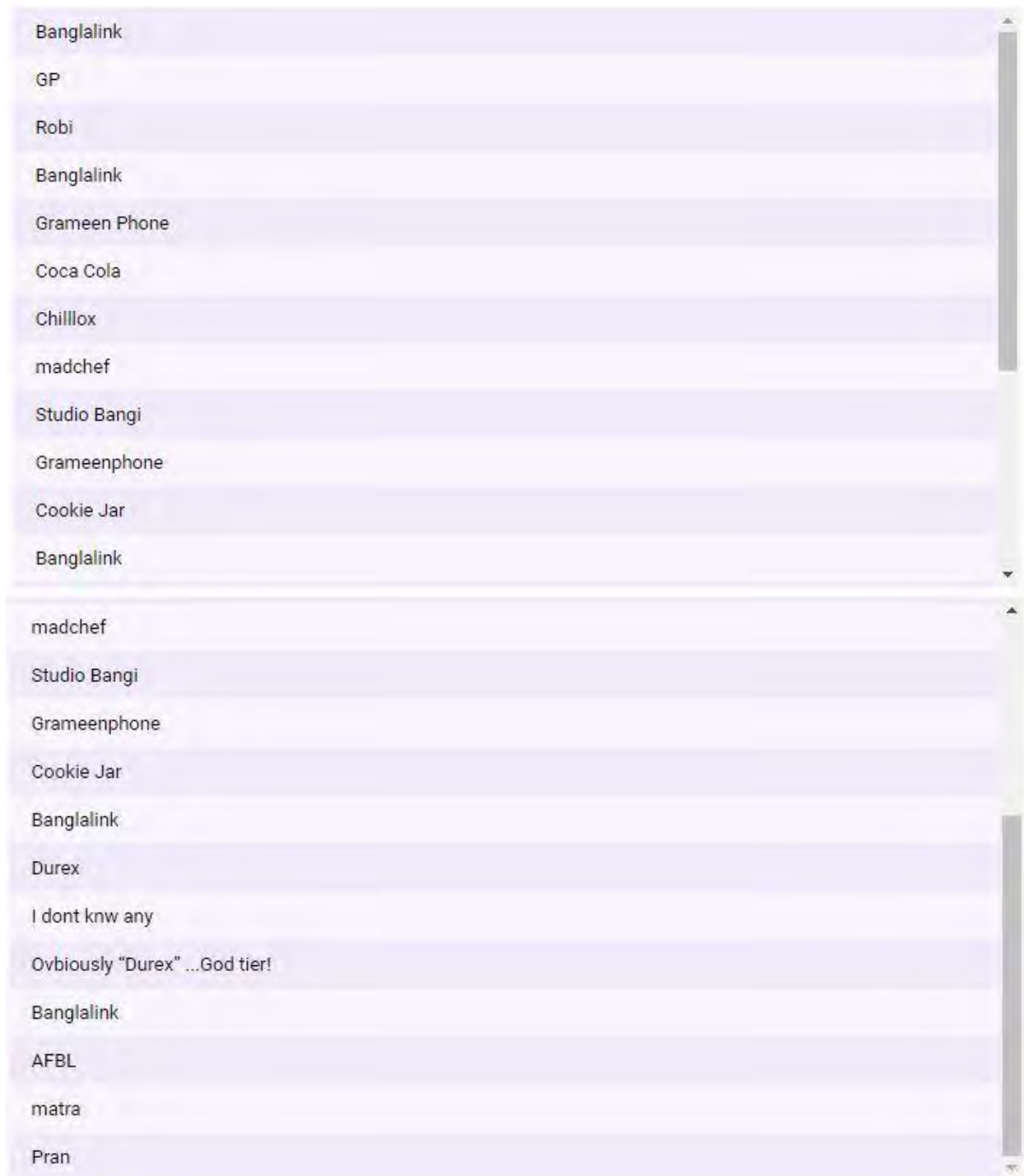
Most of the respondents also agreed to the ads requiring to be aligned with the current trends

11. How do you rate Bangladeshi ads on social media in comparison to international ads?

30 responses



When asked about the quality most thought the ads were just okay which leads to the assumption there is space to improve



It can be seen Grameenphone and Banglalinks were left a good impression in the mind of the audience that they remembered when asked to name a Bangladeshi based company that does good ads.



4.4 Harpic

Celebrity Endorsement

The world of influencer marketing is catching up with advertising strategy that has been popular for years. Celebrity endorsements can work as a power booster for any product or brand.

In this campaign harpic (a toilet bowl cleaner) used a popular face of Bangladesh as a celebrity endorsement where he went to a house and cleaned the toilet by himself with harpic. It is believed that customers can easily have faith in a product when they see their favorite faces are promoting them. This strategy has been used by all the famous companies where they choose TV stars to promote their product. The celebrity endorsement ad made by film logic was put on YouTube extensively using targeting tool that lead to very good return on investment



4.5 Nestle Toll Free - Doubt Daddy

Humor Appeal

Thinking beyond your product and more in terms of humor and entertainment can maximize your advertising effectiveness. Here's how to pull it off:

In this campaign, a father questions about all the products he uses. Especially when it comes to choosing the right product for his child. Nestle showed that they are always there to answer all the questions and doubts that a customer can have, through their hotline service. They made this advertisement humorous. And according to a journal in marketing study, it was found that under such circumstances, humorous advertising is more likely to increase memorability, secure audience attention, overcome sales resistance and enhance message persuasiveness



grameenphone

4.6 Gpay- Grameenphone Celebrity Endorsement

In this commercial, another Bangladeshi celebrity has been used to promote the product where he gives all the valuable purchasing information and specifics. This campaign was full of inquiries. This strategy is known as one of the most effective strategies to attract the consumers. In the industry some of the biggest brands capitalize on celebrities and their respective fan bases for many reasons. And Gpay perfectly executed this strategy in this advertisement



4.7 Banglalink Salam Bangladesh:

Emotional appeal

Studies show that customer rely on products more when there are emotions attached to it rather than information. In this campaign of banglalink, they showed some historical moments of Bangladesh and related them with current generation. These kind of marketing strategies are considered as stimuli that customers will response to. Emotions can help facilitate a customer’s understanding and acceptance of the message that has been tried to be delivered.

5.1 Findings of the Study:

The current trends of advertisements have led to following:

1. Social media progressively becoming the strongest medium of advertisement
2. Both companies are emphasizing on creativity in emotional appeal, humor and celebrity endorsement where needed and depending on the brand
3. Ads are informative as people are becoming more information savvy
4. Facebook and YouTube show the strongest audience numbers
5. Companies are slowly moving away from traditional medias

TRP which stands for Television Rating Point is widely used tool which helps to generate rates based on two parameters: 1) Viewers and 2) Longevity. Longevity refers to how long and how consistently the content has been viewed by the audience. From secondary data source based on Film's logic's database, it has often led the industry

To be on par with the international standards companies have recently started to invest much more on the ad making budgets according to the ad making agencies' documents

To avoid conflict and controversy multiple one table meetings are done to ensure no mishap happens

6.1 Recommendations:

1. The ad making firms have to concentrate on google search optimization
2. The company has to look in to proper tools to target the specific market when using social media, all of the social media sites have the tools to do so
3. Original script writers should be paid higher and nurtured to improve creativity in content making and so that content is not copied from others
4. Experiential advertisement which is common abroad is yet to gain popularity in Bangladesh, so it is an area where the agencies and ad making firm both should look into
5. Although TRP and ROI is measured the exact impact of the ads are not really documented properly or taken into further investigation and thus they should do so to make better content in the future
6. Continuous improvement should be done and monitored
7. Viral marketing in also something that is trending, ad makers should also take this into consideration for certain content

7.1 Conclusion

To conclude it has been a very rigorous process making the report. Some limitations were there while making the report. It has been seen that companies are moving away from the traditional ad making processes, leaflets and billboards do not get nearly as much attention as they used to years back. To leave a mark on the minds of the customers; marketers and ad makers have to go the extra mile and create content that will touch their hearts in different ways. Companies will need to have continuous innovation to be relevant in the current industry. There has been immense competition within the industry promoting exponential growth in quality content making and strong influencing. The industry is also ever changing so the firms need to adapt continuously. Differentiating themselves in between the crowd has become important more than ever.

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