Internship Report

On

ATL Marketing and Its Impact on Brands- A Case Study on

Asiatic Marketing and Communications Ltd.

Course Code: BUS 400

Prepared for:

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Letter of Transmittal

April 28, 2019

Ms. Mahreen Mamoon

Assistant Professor

BRAC Business School

BRAC University, Mohakhali, Dhaka

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

Dear Mam,

I have the utmost pleasure to submit my internship report on "ATL Marketing and Its Impact on Brands- A Case Study on Asiatic Marketing and Communications Ltd."

I have given enough concentration to the successful completion of my internship and prepared the internship report. It was a great opportunity to get to work on this challenging project and to complete the report in due time. I would like to express my immense gratitude for your continuous guidelines and lessons from time to time.

I tried to put my best exertion for the preparation of this report. However, if any shortcomings or flaws take place, it will be my pleasure to respond to any explanation and suggestion regarding this report.

Thanking you,

Sincerely yours,

Osama Shahab

ID: 15304064

ACKNOWLEDGEMENT

At the very beginning, I am very much thankful to almighty Allah for giving me the strength, courage and ability to accomplish the internship report in a scheduled time in spite of various complications.

It gives me great pleasure to express my utmost gratitude to a number of individuals for their kind cooperation and motivation which has contributed dynamically in commencing this report. I would like to express my gratitude to my internship supervisor Ms. Mahreen Mamoon, Assistant Professor, BRAC Business School, BRAC University, for her continuous guidance and feedback to complete this report.

Moreover, I must show my gratitude to, my Supervisor Mr. Zaidul Alam who willingly took the responsibility to help me explore the field of ATL marketing of AMCL and share his working experiences with me.

I would also like to express my sincere thanks to all the employees of the media buying department from Asiatic Marketing & Communications LTD who helped me during my work tenure and made my experience worthwhile.

Table of Contents

Executive Summary

My report comprises of the work I have done in the Media Buying of Asiatic Marketing and Communications Ltd. in a period of three months. My main focus was on the extraordinary activities engaging customer awareness campaigns Asiatic MCL conducted in order to attract clients. Asiatic MCL remains indulged in a variety of brand activation programs and campaigns using distinct media platforms such as television, radio, newspaper etc. Details of regular clients have been provided as I have been also responsible for coming up with ideas to various products of the clients as a brand. Furthermore, I have included a SWOT analysis conducted in order to display the position AMCL holds compared to the competitors. A descriptive insight of my time at Asiatic JWT along with an in-depth detail of my work where I had the opportunity to work with national and international clients, via occasional reviews, conceptualizing, arranging and actualizing thoughts on the best way to execute Asiatic's administrations in the most ideal way. At the end I have also mentioned about some important customer awareness programs including 'Mir Cement Monthly Campaign, KFC press release, Mir Cement follow-up 10-day campaign. In the meantime, I have additionally referenced about how branding was accomplished for these products trying to make the brands more engaging than the contenders' items and furthermore to hold these brands in the consumers' psyches.

Company Profile

Introduction

An indubitable segment of marketing is advertising. Communication helps in carrying the goods and services towards the correct target audience in order to influence their buying behavior. Channeling the appropriate message via conducting various campaigns and communication to the probable purchaser and influence them in making decisions and be informed about the product and be able to distinguish from the competitor and value of the brand at their preferred position is the aim of every advertiser. Television ads, accurate positioning in the desired print media of the client, noticeable wrapping, targeted timing of airing theme song, radio ads and digital marketing are every advertiser's target which can be achieved by the effort of a good team work.

Asiatic 3sixty is amongst the dominating ad agencies across the country. I have my gratitude in having the opportunity to be a part of the Asiatic family in my period of Internship. I deeply acknowledge my respected mentors who helped me understand the concepts of advertising and how the corporate is run. ATL, BTL and TTL are sectors commonly found in almost all agencies. Amongst the three, ATL is most usual as well as well-known platform of media across the nation. My report is prepared based on the resources extracted from Asiatic Marketing and Communications Ltd. in order to get the clear concept about the vital roles of ATL and its ramifications upon brands.

Origin of the Report

"*ATL marketing and its impact on brands- A case study on Asiatic Marketing and Communications Ltd.*"– is the title that has been selected for my Internship Program. It has been supervised by my internship advisor Ms. Mahreen Mamoon, Assistant Professor of BRAC University. My designation was in the 'Media' sector in Asiatic Marketing and Communications Ltd. from March 10, 2019 which is scheduled to be completed by 10th of June, 2019. My report is prepared upon my allocated duties in the Media department.

Internship Organization

Asiatic MCL is just another subsidiary of Asiatic3sixty°. This segment examines the association in a nutshell, its activities, its customers and its qualities.
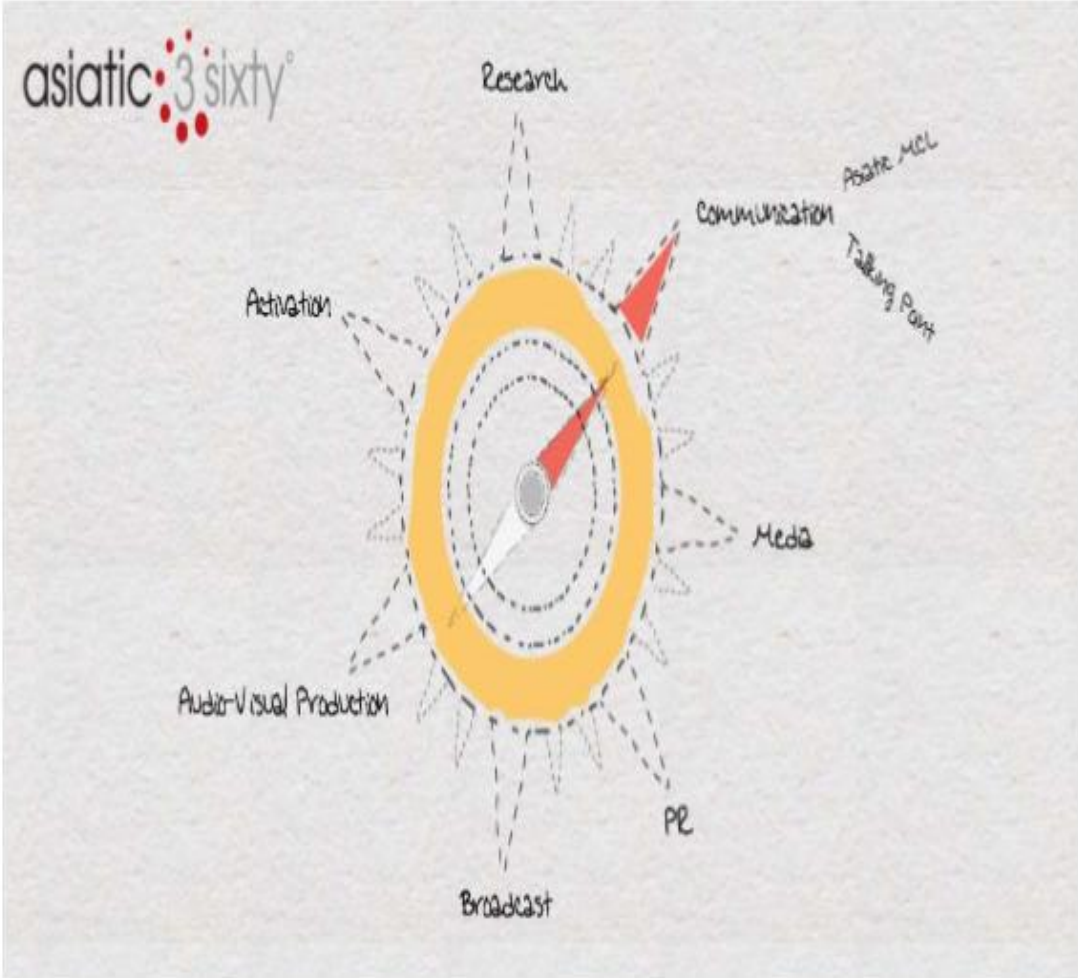
Asiatic3sixty°

Asiatic Group of companies is practically the largest marketing communications group in the country that opened its doors for business on the 13th of April in 1966 as East Asiatic. As it kept making progress, with renowned media figures like Aly Zaker as the president of AMCL, and Asaduzzman Noor and Sara Zaker in the driving seat as the key executives at Asiatic, it transformed to Asiatic Marketing Communications Ltd. later in 1994. Asiatic has evolved from an advertising agency to a multi-dimensional communications company providing proactive, pragmatic and total communication solutions to a multitude of local, regional and international clients over the years. Asiatic has been deeply engaged in product innovations, brand building, brand launches, market entry strategies for most of the top industrial and marketing companies of Bangladesh including Unilever Bangladesh Limited, Pepsi, British American Tobacco (BAT), Senora. Asiatic has not only been an advertising agency for its clients but has also provided strategic planning services for most of them.

Asiatic's concept of 360° Degree Branding is to completely indulge and integrate into the firm's corporate culture. AMCL recognizes that there are myriad ways a consumer must be communicated with and that all these communication touch-points need a combining strategy around which various disciplines can work as a team for the brand. Nowadays, a simple fundamental operating strategy is to maintain focus on brands delivering in a 360° way and focus

on the work with current clients. Adhering to that, Asiatic has built and developed an entire business model around it. It is now a full-service agency catering to Audio-Visual Production (Dhoni Chitra), Activation (Footprints and Asiatic Events), Media (Maxus, Mindshare and Mediaedge: CIA), Broadcast (Radio Shadhin FM 92.4), PR (Forethought PR), Research (MRC-Mode), and Communication (Talking Point and Asiatic MCL). Be it the launching of a new internet package from Airtel, a brand campaign for Rin, a thematic campaign for Sunsilk, a campaign for the popular television show Lux channel-i Superstar, Eid campaign or Ramadan campaign for Pepsi or Nestle Munch, AMCL is always up for the challenge. Some of the services provided by Asiatic 3sixty are as follows:

DIGITAL	BRAND BUILDING	COMMUNITY MANAGEMEN	DATA & ANALYTICS	PR	MEDIA	RESEARCH

INNOVATION & TRENDS	CONTENT

Asiatic 360 group at a glance

16 companies • 5 autonomous divisions • 470 employees • Over 3,000 field force • Over 30 top local awards • 1/3rd market share

Mission

The company has a mission to continue to grow in proportions and ensure their needs are met as they occur.

Vision

The company has a vision to build an environment that motivates its employees to be anxious and inspired in order to be able to generate innovative ideas.

Asiatic MCL

The entire process of building marketing resources for the clients is handled by AMCL. AMCL primarily deals with the 'Above the Line' interactions of customers and acts as a liaison providing creative support to the rest of the departments the dexterity of which gifts the client an overall remedy under a single roof.

Since its inception, AMCL has been able to carve out a place for itself in a short span of time, both in the advertising world and in the business fraternity of the country. The operations of the agency are deliriously celebrated all over the media channels of the country, and its clients' ratings have also been phenomenal. In addition to all its diversity, AMCL was one of the first companies to have started a business with international affiliations. Henceforth, AMCL has radically accelerated its grade as being one of the country's largest marketing communications networks, delivering to MNC'S as well as domestic clients everywhere.

Organizational Structure

Being the organization that AMCL is by itself, it has a very simplistic flexible structure to accommodate all the individuals in the company. AMCL currently employs 30 full time individuals only. The organization does not really have much of a hierarchy as almost all individuals are treated with similar respect but a sublime hierarchy exists which only becomes apparent after getting accustomed to the job and the environment.

Figure 2.2: Flow-chart representing the company hierarchy

Asiatic Clients:

Asiatic MCL is one of the leading marketing communication firms in Bangladesh operating in the business environment. The relationship that Asiatic has developed with the leading business houses, industrial undertakings, NGOs, government bodies, industrialists, entrepreneurs, businessmen, marketers, executives and bureaucrats is superlative. A list having some of its global and local clients worth mentioning includes British American Tobacco (BAT), Pepsi, Nokia, Nestle Munch, Bangladesh Government, Social Marketing Company (SMC), BRAC, UNICEF and Sunsilk among many others.

Commercial Clients

Social Clients

Historical Clients

Chapter 1

Introduction to the Report/ Study

1.1 Rationale of the Study-

This study mainly concentrates on how ATL marketing affects consumer relationship with a brand. In the past few years, ATL marketing emerged as a progressively popular medium for brand and customer engagement. For years, marketing experts have used different platforms and mediums to provide customer service and promote products and services. ATL marketing has nurtured the growth of trust between consumer and brand, making it an increasingly significant medium to utilize in order to generate maximum positive impact of the brand.

1.2 Report Objective

The essential aim of this report is to comprehend the jobs of ATL showcasing correspondence of Asiatic Marketing & Communications Ltd and the way it is affecting brand image at the vanguard of client's thoughts. Additionally, to share my experience amid my internship period.

1.3 Limitations

One of the major obstacles I had to face while making this report was the lack of sufficient data available to work with in this sector. Time was a major constraint as I had to complete the report in duration of just 37 days out of a standard period of 90 days. Also, not many research papers have been published on ATL Marketing yet. Another co was to get all the true and significant data about the campaigns for my report. It is on the grounds that, we were not legitimately allowed to reveal customer brand's data, and customer's brief and our exploration data as a large portion was discreet. Additionally, it had been quite difficult to finish my work in due date after having a day long work routine. I worked with many clients but I could not disclose many internal data which could have made this report a bit more authentic.

Chapter 2

Literature View

2.1 ATL Media Marketing and its impact on society:

ATL entails activities which are conducted to reach a mass audience at one particular time. ATL has proven to be more conventional in nature compared to the other modes such as BTL and TTL. ATL is required when the brand desires to create its image in the market and let the consumers know about a product that just entered the market or to make them recall a previous product. The fundamental goal is not just restricted in making transformation but to create a platform to accelerate a brands effect. The marketing is conducted in both domestic and international levels. Companies apply ATL for making an ideal brand picture. The showcasing mediums most usually utilized are TV, radio station, papers, magazines and films to get introduction and to achieve an extensive number of individuals in a given timeframe. Today, brands utilize this strategy to catch shopper's mind situating, to upgrade brand exhaustion and for new brand propelling is a common practice implemented in advertising agencies globally. ATL is implemented to activate brand and also to increment brand consciousness in consumer minds. Widely used mediums include tv, print media and radio.

One of the campaigns I was a part of is briefed below-

Mir Cement 10-day Follow-up Campaign with regard to the inauguration of the Kachpur Bridge.

The campaign started from 15th March on the very date the Kachpur Bridge was inaugurated by our honorable Prime minister Sheikh Hasina. I had to prepare the program schedules for the TVC's to be inserted in various spots in between the programs aired for a total period of ten days in various TV channels.

Chapter 3

Methodology

3.1 Data Source:

Primary Data: 38 days of work was my main source of extracting data. Also, the greater part of my data was collected from my associates and the workers of AMCL. Additionally, their experience and their encounters benefited me to comprehend work according to their positions.

Secondary Data:
- Asiatic 3sixty accreditations were contemplated alongside the accounts of clients.
- Other sites and venture reports relevant with my subject.
- Publications acquired from various libraries and from the web.

3.2 Statistical Tools used in Media Planning:

1) **Media Express (MX) -** MX is one of the most widely used statistical software in ATL media. It is a complete media solution in one single software. It basically helps to review TV viewership by audience. It is used to shortlist the specific target group for a specific brand. It also helps to identify the channel reach and generates the evaluation and share plan. TVR analysis and day-Part analysis can also be done by MX. TVR stands for Television Viewership Rate which was previously known as TRP for Television Rating Point is widely used in ATL which helps to generate rates based on two parameters: 1) Viewers and 2) Longevity. Longevity refers to how much long content has been viewed by the target group.

2) **National media Survey (NMS) -** It is software which incorporates national database of individuals and households. It helps to deter consumer behavior, brand loyalty and regional preference of the audience.

3) **PEM Rum** – This tool solely focuses on evaluation processes conducted before starting a press campaign.

4) **I Cube-** This software is responsible for analyzing the digital campaigns only. It helps to find out the digital habit analysis for a particular brand.
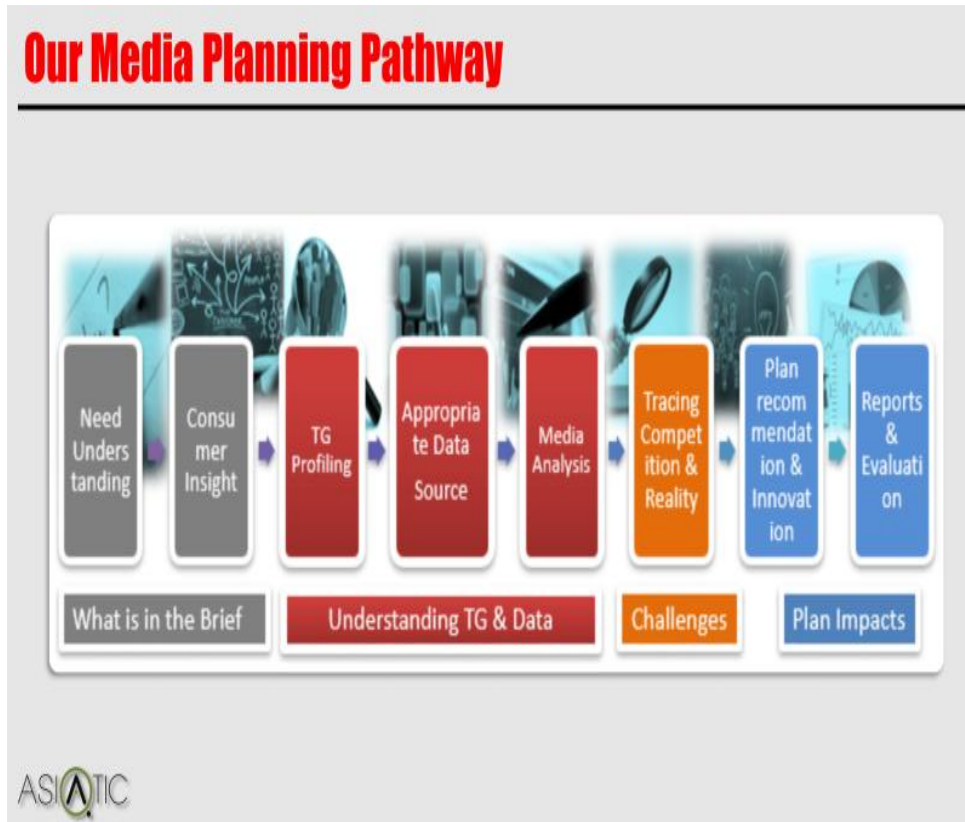
3.4 My Job:

Typical work activities

I usually have to work on multiple projects at a time, often for a number of different clients. Work activities generally fall into two parts with levels of client contact increasing with seniority. (bangladeshtalks, n.d.)

Preparation:

- Working with the client and the accounts team to understand the client's business objectives and advertising strategy.
- Developing media strategies and campaigns by consulting with the creative team, clients and consumers.
- Assisting in decision-making in choosing on the best form of media for particular clients and campaigns.
- Undertaking research and analyzing data using specialist industry resources.
- Identifying target audiences and analyzing their features, behavior and media buying habits.
- Presenting proposals, including cost schedules to clients.

Implementation:

- Suggesting the most suitable media to use along the most effective time spots and positions.
- Working with colleagues from various departments and media buyers either in-house or in a specialist agency.
- Making and maintaining good relations with media owners, such as newspapers, magazines and websites.
- Managing client relationships to gain customer loyalty and retention.

3.5 How to Develop a Media Plan

A media plan is inevitably not a very simple task. To execute a successful campaign, a plan should be carefully examined, researched and focused on in-depth analysis and delivery, rather than just depending on one imposing idea. Media planning starts with understanding the target group, their position in the marketplace and ends with details such as the wording of an advertisement. Media objectives are usually inscribed in three dimensions. There are definite inherent strengths and weaknesses associated with each medium so many advertisers rely heavily on the research findings provided by the medium, by their own experience, and by subjective consideration when choosing upon which media to select.

Developing the Media Plan

Situation Analysis → Marketing Strategy Plan ⊣ Advertising Strategy Plan

Setting Media Objectives

Determining Media Strategy

Selecting Broad Media Classes

Selecting Media Within Class

| Media Use Decision — Broadcast | Media Use Decision — Print | Media Use Decision — Other Media |

a. Identifying Target Audience

Identifying the target group or target audience is the most challenging part of media planning. Ideally the target group is selected by the clients but media planners need to identify the target group from their end as well and conduct a cross-match analysis as the whole media plan eventually depends on the target group that a media planner finalizes. Thus, the media buyers sort the best platform to convey the appropriate message to the right audience via advertisement. Using the data from the research, they consider the highest active approach according to the budget provided to them and generate maximum exposure. The planners often share strategies with clients, analyze and even research the personality traits or buying behavior of the clients.

b. Choosing the Proper Media

Advertisements are not just made to reach new markets and new customers by advertising in the same old places with the same old message. Choosing the proper media for the target group is the main part of a media plan and most of the time it is the most difficult part of any media plan. It is very tough to identify a TG as the media habit of target group is often very confusing. Synonymous to any other element of operating a business, marketing usually entails a calculation of trial and error. With the progress in productivity the business subsequently adapts and is able to identify the most cost-effective platform.

c. Set a rough budget for broadcast advertising

The idea is to estimate a price which should not damage the company rather permit to allow to take a chance. A lot of positions prefer to run ads for around 2-3 months minimum. The same airing of the campaign can become really expensive if telecasted. However, radio costs a bit less keeping the facts in light that rates vary depending on estimate of the showcase, the station's infiltration, and the target market of the planner.(Media Planning, n.d.)

3.6 Print Advertising

This is the most basic form of advertising. It is the stem through which all the other branches of advertising take birth. There are primarily two types of print media: a) Newspapers and b) magazines. On the advantageous side, it is easy to get ad in newspapers very quickly. However, the lifespan of a newspaper is generally of only a day. Therefore, if any ad gets published on Sunday, it is not possible to read that ad on Monday as nobody likes to read yesterday's news. Multiple insertions can be a probable remedy as repetition is likely to catch the public eye. Multiple exposure of the commercial will help to construct identity and integrity. If some of the prospects see but don't respond to the first insertion, they may well respond to the second or third one. Greater insertions may reflect greater responses. On the other hand, magazines entail unique categories of different kinds. The target market is niche. Magazines outweigh newspapers as they usually have a lifespan of minimum 30 days. It is also seen that people often browse for magazines for months meaning that an ad placed on magazines can have a visibility of even 6 months. Also, viewers tend swiping through the pages of a magazine than a newspaper, so there's more chance they'll run across the ad.

a. News Paper

Newspaper is the most effective sector for print media advertising. It is a very lightweight paper printed on newsprint. It usually targets general public but can have out of the ordinary interests as well. A newspaper is distributed on a daily, weekly, even monthly basis. The planner can achieve the highest reach for its clients by planning a proper media plan. The most common and popular newspapers of our country are The Prothom Alo, The Daily Star, Bangladesh Protidin, The Daily Itefaq, Shomokal.etc.

Advertisements in Newspaper

b. <u>Magazine</u>

Magazine is also a great part of paper print media used for advertising. Magazines are sometimes referred as news magazines which are weekly magazines containing articles highlighting recent events. These usually dig deeper into real life scenarios compared to newspapers, trying to give the readers a glimpse regarding situation encircling significant occurrences, and not only authenticities available about product or company's advertisement. Magazines provide ad in first page, inner page and back page. At present tine they also provide ads at magazine jacket, band, cover page, cover band, cover band, die cut, cover band with DPS etc.

c. Billboard

Although the reaches of billboard print advertising is not so high but it's effective in print media. The target audience is more attracted by billboard advertisement because the visibility of billboard is greater than the other print advertisements.

Poster, Dangler, leaflet, view cards are also common print publications used by print media.

3.7 Radio and TV Advertising

It is believed by most entrepreneurs that television and radio marketing are beyond resources. Advertising on local stations and on cable television can be unexpectedly both inexpensive and efficient. Ingrained with the accurate information, an entrepreneur may find that these two media of advertising attract more customers in comparison with any other sort of commercial campaigns. To ensure money is not wasted on broadcasting advertising, the idea is to gain proper knowledge of the market beforehand. The cost of producing the commercial is a major issue in broadcast advertising. Planning plays a vital role for the entrepreneur seeking broadcast advertising for the very first time. This includes advertising representatives from TV and radio stations, other business owners, and the customers.

Chapter 4

Analysis

4.1 SWOT Analysis:

Strengths

- **Agency Reputation:** The greatest quality of the Asiatic MCL is the brand impression of the whole Asiatic gathering alongside its association with JWT. Since the agency is the most established and the biggest, the brand value of the organization emerges from its rivals.

- **Set Expertise:** One of the basic qualities of this organization in its tremendous operational capability and its elements helped the organization to make steady progress in this field.

- **Appreciation and recognition**: In recent years, Asiatic MCL has earned different recognition from both local and global platforms making it a stronger brand.

- **Efficient team:** The workforce of the firm is constrained in number when contrasted with the remaining task at hand but are highly productive which fits the firm in the business.

Weakness

- **Limitation of Sufficient workforce:** Compared to the huge load of work the employees go through the adequate number of people dealing per task are quite low which affects the overall productivity.

Opportunities

- **Undertaking greater projects possessed by the agency itself:** After a great success of *"Lakho Konthe Shonar Bangla"*, the firm should undertake more projects owned for showcasing the execution capability it holds rather than only waiting for clients' brief to come.

Threats

- **Competitors**: Despite capturing market dominance, Asiatic MCL might run the risks arising competitors.

- **Political Instability:** The unpredictable nature of our country's political condition dependably represents a convincing danger to organizations.

4.2 Target Group Analysis:

The following graph indicates the demographic parameters used to conduct our analysis. It shows that the TG for Mir cement TVC is males of age group 25 and above. The TG can be classified under the Social Economy Class: A, B and C.
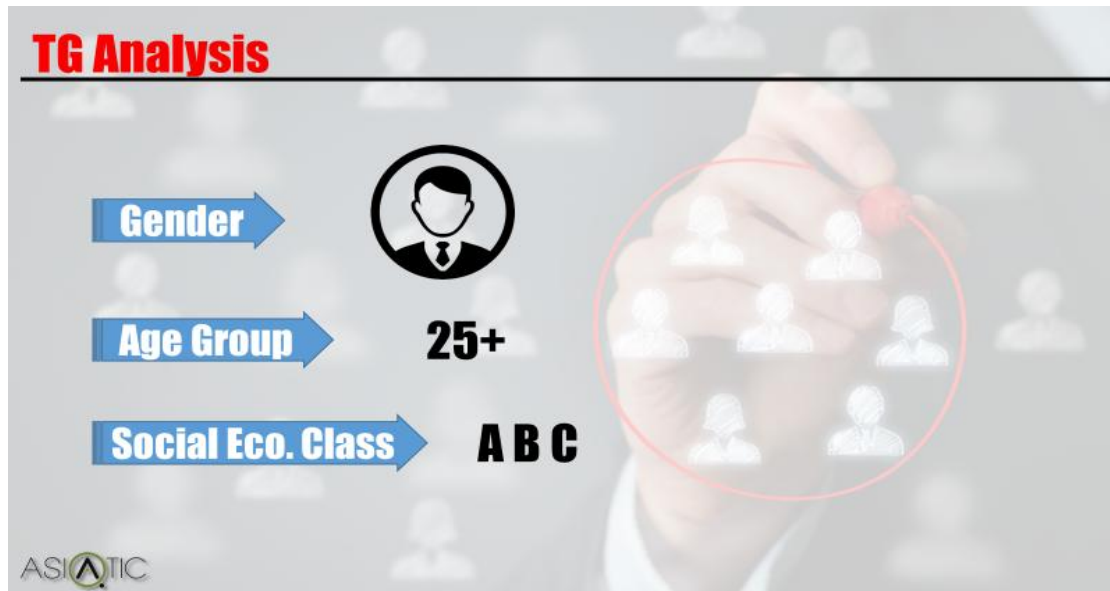
National Media Survey (NMS) is a static tool which incorporates national database of individuals and households and helps to deter consumer behavior, brand loyalty and regional preference of the audience. We used NMS to determine the following information about our target audience. The data collected show us the figures of GDP growth rate, literacy rate, and life span of our TG for Mir Cement.
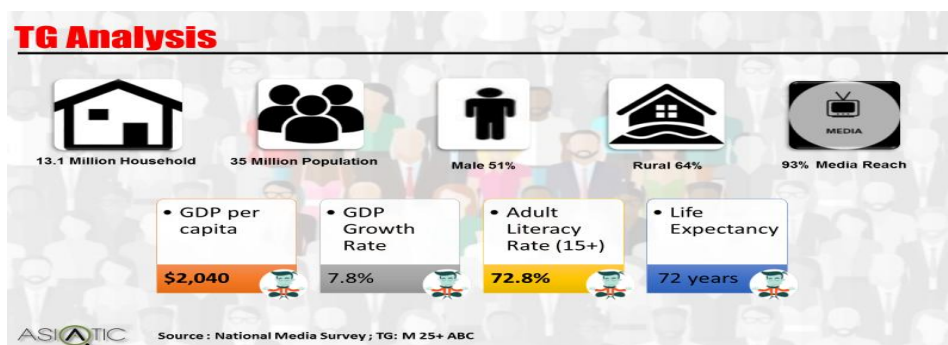
4.3 Mir Cement- "Nishchinte Nirman" Launch campaign

Mir Cement Ltd. is a concern of Mir Group of companies, which is led by Mir Akhter Hossain Ltd. the best construction company of Bangladesh. Mir Akhter Hossain Ltd. effectively executed distinct construction ventures such as global benchmark roads, highways and bridges, along with other infrastructures.

Mir Cement Ltd. has proudly established itself as one of the top cement brands across Bangladesh. The company was started by Mr. Mir Zahir Hossain, a civil engineer (BUET 1969) who had long experience in construction business. Mir Cement Ltd. came into existence as at 26th January, 2000 and initiated its viable making after about a period of 180 days after its incorporation. (About us, 2011)

The goal of the company is to relate the Brand name in cement to best quality, dependability and technical excellence by:

- Improving comprehensively in current success areas
- Empowering the work force at every level
- Playing a vital role in social responsibility

4.4 Campaign Title: *Mir Cement 10-day Follow-Up Campaign*

The campaign started from 15th March on the very date the Kachpur Bridge was dated to be inaugurated by our honorable Minister of Road Transport and Bridges, Mr. Obaidul Quader. I had to prepare the program schedules for the TVC's to be inserted in various spots in between the News programs aired for a total period of ten days in various TV channels. The campaign was executed till 25th March, 2019. During the period I had the responsibility of placing TVC commercials of Mir cement in various spots or positions such as in mid-break, before a news program started or after it ended. The spots had been placed in seven leading TV News channels of the country including ATN News, Jamuna TV, Somoy TV, DBC, Channel 24, Ekattor TV and Independent Tv. A total of 1120 spots had been placed for the entire 10-day campaign period placing around 112 spots each day. Each spot entails TVC duration of 10 seconds to be inserted. Running a campaign is not easy as time management gets very much challenging due to the delays in collecting FPC'S from all TV channels and then converting those into spot positioning takes a lot of time. There are various fixed spots taken by many brands or often by government which cannot be utilized adding more perplexity to the entire plan. The inauguration of the bridge was also not confirmed even a day before the scheduled date due to the sudden illness of Mr. Obaidul Quader. It had later been decided that our honorable Prime Minister Sheikh Hasina will inaugurate the bridge. The news wasn't confirmed and as such there were chances of postponement of the inauguration. As a result, we had to contact all TV channels and ensure the TVC to be not aired if the inauguration gets delayed. However, the Kachpur Bridge was fortunately inaugurated by our PM on the very date and we continued our 10-day long campaign.

4.5 Category Analysis:

Conducting analysis by categorizing the Cement industry it can be deterred that Mir Cement stands out making it to the top as a capturing dominance by having the highest voice in terms of minute distribution in the cement industry followed by renowned cement brands Holcim, Shah, Fresh and Bashundhara. From the below figure it can be stated that Mir cement holds a 47% Share of Voice (SOV) as well as a 45% Share of market which is quite higher than its competitors.

Category Analysis
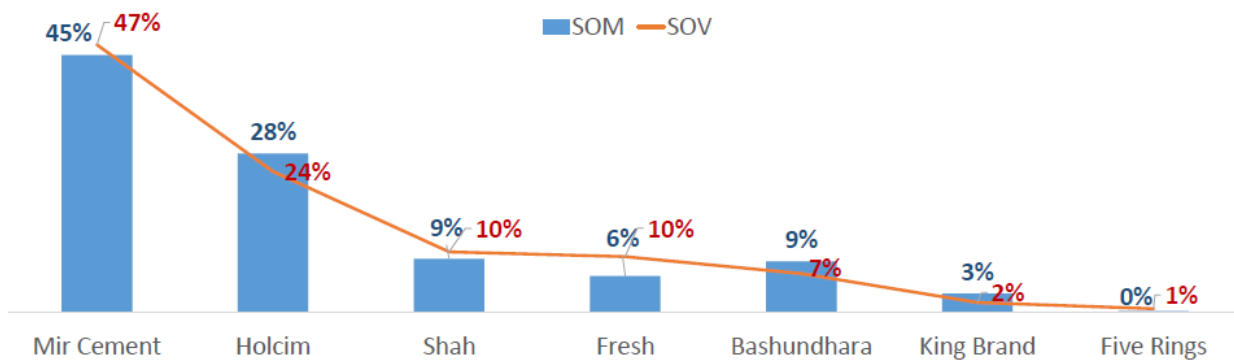
4.6 Reach Frequency:

Reach can be defined as the proportion the TG has viewed the ad as a minimum once throughout the time aired. From the following graph it can be interpreted that around 52% of the target audience were able to be reached for a single time and around 32% had been reached for at least 3 times for MIR commercial. Using the MX software, it was determined that MIR Cement holds a net GRP of 368 leading the cement industry with having a total reach frequency of 361 minutes as well as a Return on Investment of 102%.

	NGRP	Min	ROI
Mir Cement	368	361	102%
Holcim	174	223	78%
Shah Cement	74	75	100%
Fresh Cement	68	51	136%
Bashundhara Cement	48	71	67%

Reach Frequency

Legend: ■ mir ■ holcim ■ shah ■ fresh

Frequency	mir	holcim	shah	fresh
1 +	52	28	18	10
2 +	39	15	9	3
3 +	32	9	6	2
4 +	28	6	5	1
5 +	23	4	3	1
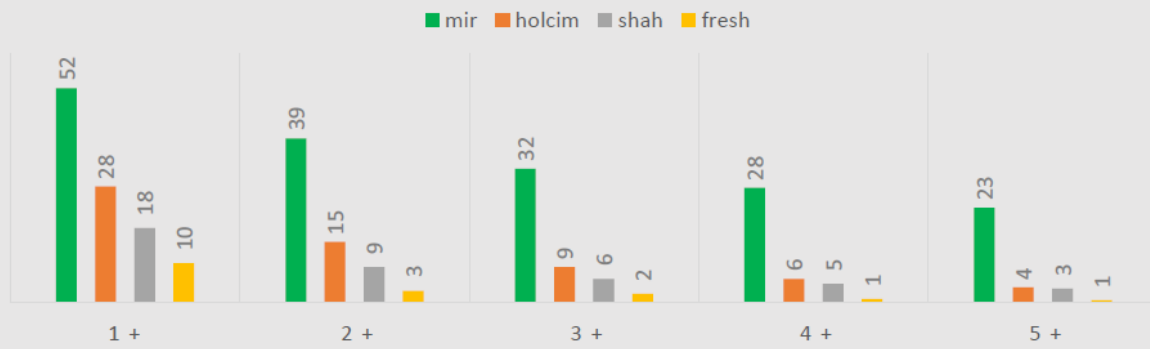
Source : MX 4, TG : M 25+ ABC

4.7 Media Monitoring:

Media monitoring involves supervision of commercials running on various channels. It helps to identify the difference between the planned scheduling and positioning of commercials and the actual schedule that had been aired. With the difference between the spots and minutes planned and aired we can generate a normalized GRP which reflects the performance level of the channels with regard of the commercials aired. The following table shows that ATN News, DBC, Independent TV, Jamuna TV and Somoy TV are performing well based on the high figures of NGRP's. The table below also indicates that Ekattor TV has a comparatively very low NGRP and as such the airing in Ekattor had to be immediately stopped. In order to cover up for the loss and to accelerate performance we decided to distribute the allocated budget of Ekattor TV in channels which are performing significantly better in order to enhance productivity.

Media Monitoring

Mir Cement	Planned		Actual Aired		Difference		10" NGRP	Remarks
	Spot	Min	Spot	Min	Spot	Min		
ATN News	192	52.00	188	50.92	4	1.08	60.0	Will adjust with upcoming schedule
Channel 24	168	50.00	168	50.00	0	0	27.2	
DBC News	192	52.00	158	47.67	34	4.33	65.0	Will adjust with upcoming schedule
Duronto TV	168	50.00	126	37.50	42	12.50	23.9	Will adjust with upcoming schedule
Ekattor TV	126	37.50	39	3.25	87	34.25	2.6	We have already stopped
Independent TV	324	90.00	306	83.25	18	6.75	50.3	Will adjust with upcoming schedule
Jamuna TV	168	50.00	165	49.75	3	0.25	58.9	Will adjust with upcoming schedule
Somoy TV	162	45.00	163	45.08	-1	-0.08	80.3	
Total	1,500	426.50	1,305	360.75	187	65.75	368.11	

> ➤ ATN News, DBC, Independent TV Jamuna TV & Somoy TV are performing well.
> ➤ We have stopped Ekattor TV and distribute the budget in performing channels.

Source: MX 4, TG: M 25+ ABC

Chapter 5

5.1 Findings of the Study:

TVR stands for Television Viewership Rate which was previously known as TRP 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 much long content has been viewed by the target group. The prime idea of TVR is vague as the static tools used in ATL media such as MX Express fails to interpret actual data due to the perplexity created from the results of extrapolation. The sample size is small to reflect the perceptions of the entire target audience across Bangladesh. Mir cement had an annual target of 10% and was able to achieve 6% success which indicates overall improvement in performance.

5.2 Results of the Analysis:

The following table illustrates the outcome of our analysis conducted in the campaign for Mir cement. It primarily shows the comparison of reach generated in Dhaka and Chittagong focusing on metro, urban and rural areas alongside the reach of the total market with regard to the Normalized GRP generated in different regions. The results clearly indicate that Dhaka Metro has generated the highest NGRP viewership as it indicates that 61 people within our TG has viewed the commercial at least once during the period of our campaign.

Results

Brand: Mir Cement
TG :1 [M 25+ ABC]

	Dhaka Metro	Dhaka Other Urban	Dhaka Rural	Chittagong Metro	Chittagong Rural	Total Market
NGRP	426	401	209	450	218	368
1 +	61	63	35	41	34	52
2 +	47	47	26	31	28	39
3 +	35	41	26	27	21	32
4 +	30	38	21	19	21	28
5 +	27	29	15	17	15	23

5.3 Revised Media Plan:

The following table shows a revised schedule for our plan which we had to conduct again due to the stoppage of Ekattor TV. After shifting the budget from Ekattor TV to distribute in better performing channels we saw that performance improved after adding around 212 additional spots and 76 minutes in the revised Mir Cement Tv plan within the approved budget. Moreover, the gross cost reduced by Tk 704.

Revised Media Plan

Channel Name	Previous Plan			Revised Plan			Difference		
	Total Spot	Total Min	Gross Cost	Total Spot	Total Min	Gross Cost	Total Spot	Total Min	Gross Cost
ATN News	367	121		512	175		145	54	
Channel 24	338	117		338	117		-	-	
DBC News	368	121		408	146		40	25	
Ekattor TV	344	119	7,486,098	39	3	7,485,393	(305)	(116)	704
Independent TV	626	208		852	285		226	76	
Duronto TV	252	87		252	87		-	-	
Jamuna TV	344	119		425	149		81	29	
Somoy TV	324	108		349	116		25	8	
Total	2,963	1,001		3,175	1,077		212	76	

Recommendations

- Adequate research should be conducted beforehand to be aware of the nature of the clients.
- Company should continue providing training to the new interns to find out what potential they have got. It will help the company to choose the right employees.
- HR often fails to convey significant documents which can be harmful for a company's reputation.
- As Asiatic is a globally known agency certain workshops can be hosted where the skills required working in MNC'S can be taught.
- Workload should be more optimized as taking too many projects at once can result in lack of efficiency of the employees. This can be maintained by evaluating employee performances based on the standard of the work they produce.
- The agency can spend on CSR activities as most agencies are not known for their CSR activities, this can be something that might be an added advantage over the competitors.
- Lastly, I would like to enlighten the fact regarding the grooming of interns. Although it might seem negligible in the company as opposed to the rumors of many others, it is always wiser to engage the young minds in productive activities that reflect coherence in the performance of the agency.

I believe the above recommendations can be used by the management of Asiatic JWT in order to improve the overall performance of the company. As for me, my experience has indubitably upgraded my level of experience and knowledge which help me to get up the ladder from here.

Conclusion

In recent years, it had been found that the old conventional era of advertising has now transformed quite significantly. It had been changed in order to adapt with the variations in consumer stances and their buying behavior and to stand out in the cobweb of saturated competition. Future brands will evolve from complex interactions amongst consumers, culture and technology. These brands, in my opinion, will go beyond corporate designed experiences to focus on individual control and the fulfillment of personal values and aspirations; the illusion of being 'strictly commercial' will be eradicated and a new illusion of 'just right for me' will be created and established. Advertisers and creative heads are progressively moving far from the conventional promoting techniques which for the most part included TVCs and RDCs, and in the case for Bangladesh, a great deal of boards. While organizations understand the essentialness of being distinct not just regarding their item USPs (Unique Sales Proposal/Unique Selling Point), but in addition by the way they present and elevate it to the buyers. It is really the innovative organizations that genuinely have faith in the nonstop difference in the promoting time. Making their clients have transparency and realize the reason why commercials and billboards fail to appeal and retain consumers is a challenging task for any advertising agencies. The branding strategies of going beyond the regular theme of serving the clients according to their plans - this may be the next business model for the industry, not just locally but may also reach out to global practices.

Due to greater pressure and competition in the marketing world of Bangladesh, advertising agencies have become more and more of significance over the last 10 years. This was further bolstered by the accreditation from the foreign advertising agencies such as JWT and Ogilvy and Mather. Thus, the advertising agencies in Bangladesh have grown further and stronger and will become more significant as the market environment becomes more and more aggressive day by day. Progressively engaged customers, increasingly confident advertisers and regularly advancing innovations are reclassifying how promoting is sold, made, expended and followed. This should result from the apparent exponential rise in the understanding of consumer psychology, improving BTL interactions and technological breakthroughs; it is therefore worth mentioning that technological breakthroughs worldwide are a major component to be considered for ATL advertising.

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Appendix

Media Plan : Electronic (TV)
Date : Plan for Mar'19
Client : Mir Group
Brand : Mir Cement
TG : 25+(M)ABC
TVC Dur : 10 sec

Channel Name	TVC Dur(Sec)	Total Spot	Total Min	Total Net Cost	5% A/C on Net Amount	Vat 15% on (Net+A/C)	Payable to Agency	10"NGRP
ATN News	10	90	15.0					8
Channel 24	10	60	10.0					6
DBC News	10	120	20.0					11
Ekattor TV	10	100	16.7	1,076,000	53,800	169,470	1,299,270	13
Independent TV	10	388	64.7					19
Jamuna TV	10	120	20.0					7
Somoy TV	10	90	15.0					11
Total		968	161.3	1,076,000	53,800	169,470	1,299,270	75

Media : TV
Client : Mir Cement
TVC Dur : 10 sec
Period : 16th to 25th Mar'19   Attn : Mr. Ahsan

DAY	Time Band	Channel	Program/Genre	Time	Position	Brand	Caption	Dur	Spot	min	
16th MARCH	Peak	Somoy TV	Shondhar somoy	7PM	Mid Break 1	Mir Cement	Mir Cement WAR	10	1		
					Mid Break 1	Mir Cement	Mir Cement SCHOOL	10	1	0.5	
					After	Mir Cement	Mir Cement WAR	10	1		
			9pm Rater Somoy (SUN-SAT)	9PM	Before	Mir Cement	Mir Cement SCHOOL	10	1		
					Before	Mir Cement	Mir Cement WAR	10	1	0.5	
					After	Mir Cement	Mir Cement SCHOOL	10	1		2
			10pm Shompadoki	10:00 PM	Before	Mir Cement	Mir Cement WAR	10	1		
					Mid Break 1	Mir Cement	Mir Cement SCHOOL	10	1	0.5	
					Mid Break 1	Mir Cement	Mir Cement WAR	10	1		
			Rat 11tar Shongbad	11:00 PM	Before	Mir Cement	Mir Cement SCHOOL	10	1		
					Mid Break 1	Mir Cement	Mir Cement WAR	10	1	0.5	
					Mid Break 1	Mir Cement	Mir Cement SCHOOL	10	1		
			Shondhar somoy	7PM	Mid Break 1	Mir Cement	Mir Cement WAR	10	1		
					Mid Break 1	Mir Cement	Mir Cement SCHOOL	10	1	0.5	
					After	Mir Cement	Mir Cement WAR	10	1		

Total Market	
TG: 1 [MIR CEMENT-M,25+ ABC]	
Universe	2137
Sample	467
GRP 000s	1,612
GRP	75
Avg. Freq.	3
Reach 000s	641
1 +	30
2 +	23
3 +	17
4 +	12
5 +	6

BRAND FACTORS		1	2	3	4	5	6	7	8	9	10		Freq.	Weights
Brand Lifecycle	Established brand										10	Relatively New	10	10
Marketing Objective	Maintaining MS							7				Increasing MS	7	5
Activity	On going activity										10	Launch	10	10
Involvement	High						6					Low	6	5
Proposition	Established								8			New	8	10
MARKET/MEDIA FACTORS														
Recent Support	High										10	Low	10	5
Competitve activity	Low							7				High	7	5
Media market Clutter	Low							7				High	7	5
Market Support	High			3								Low	3	10
Market Status	MS high											MS low	0	
Brand Health/ MS	TOMA>1.0											TOMA<1.0	0	
	Fav. Brand >1.0											Fav. Brand <1.0	0	
Seasonality	Non peak											Peak	0	
COMMUNICATION FACTORS														
Ad Lifecycle	Established										10	New	10	5
Message complexity	Simple				4							Complex	4	5
Role of Ad	Attitude		2									Behaviour	2	10
Ad message	Persuasive							7				Non-Persuasive	7	5
Size of Ad	Long	1										Short	1	5
No. of executions	Single	1										Multiple	1	5
OPERATING FREQUENCY													6.3	100