

Report On  
Experiential Marketing through Activation of Asiatic EXP

By

Khandaker Nihal Hasnain  
Student ID: 15304028

An internship report submitted to the BRAC Business School (BBS) in partial fulfillment  
of the requirements for the degree of  
Bachelor of Business Administration

BRAC Business School (BBS)  
BRAC University  
December 2019

© 2019. BRAC University  
All rights reserved.

## **Declaration**

It is hereby declared that

1. The internship report submitted is my own original work while completing degree at Brac University.
2. The report does not contain material previously published or written by a third party, except where this is appropriately cited through full and accurate referencing.
3. The report does not contain material which has been accepted, or submitted, for any other degree or diploma at a university or other institution.
4. I have acknowledged all main sources of help.

**Student's Full Name & Signature:**

---

**Khandaker Nihal Hasnain**

Student ID: 15304028

**Supervisor's Full Name & Signature:**

---

**Jubairul Islam Shaown**

Lecturer

BRAC Business School

BRAC University

## Letter of Transmittal

Jubairul Islam Shawon  
Lecturer,  
BRAC Business School (BBS)  
BRAC University  
66 Mohakhali, Dhaka-1212

Subject: Submission of Internship report on Experiential Marketing Activation of Asiatic EXP.

Dear Sir,

I would like to thank you for guiding me to prepare the internship report of this course. The internship period has given me the chance to work with the leading BTL Marketing Agency of the nation Asiatic EXP a concern of Asiatic 3sixty. It's my pleasure to portray my entry level position provide details regarding 'Experiential Marketing Activation of Asiatic EXP', which I was appointed. I am also glad that you have allowed me to work on this topic.

I have aimed my best to finish the report with the indispensable data and recommended theorem in a notable compact and comprehensive manner as possible.

I believe that the report will meet the desires.

Sincerely yours,

---

Khandaker Nihal Hasnain  
Student ID: 15304028  
BRAC Business School  
BRAC University  
Date: December, 2019

## **Acknowledgement**

Toward the start of setting up this report, I might want to pass gratitude to the All-powerful Allah for his approval in finishing this report. This report is an accumulation of numerous peoples' exertion. For this, I am obliged to various individuals who helped me to compose this report and additionally their caring conclusion, recommendations, directions and bolster and proper rules for this. I have gotten interminable help and direction in arrangement of this report from various sources. I might want to accept this open door to express gratitude toward them all.

First importance, I want to thank my Internship supervisor Mr. Jubairul Islam Shawon, Lecturer, BRAC University for his constant direction and help with arrangement of this report. His precious exhortation has helped me a ton recorded as a hard copy this report. I am gigantically grateful to him for the backings he has given during my Internship period.

Next, I would likewise want to offer ardent thanks to my authoritative administrator at Asiatic EXP, Aftab Ahmed, Assistant Manager of Client Service. He guided me towards the correct data and normally checked on my advancement in planning of this report.

Their precious allowance has facilitated the successful completion of this report to a great extent.

## **Executive Summary**

Being adequately fortunate to be an Executive of Client Service department of the best BTL marketing agency in the nation, Asiatic Experiential Marketing Ltd. (Asiatic EXP). The progress of this sector is getting popularity and replacing other methods of promotion rapidly.

The post of Client Service Executive gives the opportunity to learn about BTL marketing especially Experiential Marketing practically. I've already worked in several experiential marketing activation. Among those Unnatir Utshob PH2 is the biggest one. The client was Mahindra India.

There was 4 type of activation we have done in this campaign in whole Bangladesh. All the attendees got some experience from those activations. The main target of the activations was increasing the sale of tractor in the country.

From this campaign there are lots of thing to learn. Especially practical knowledge of dealing with client and control the field according to the clients demand besides how to make customer satisfied. To extend the statement one might learn Business communication, corporate behavior, maintaining commitment, developing good relationship with client, leading the team and lastly managing uncertain and unexpected situations.

# Table of Contents

<b>Declaration.....</b>	<b>ii</b>
<b>Letter of Transmittal .....</b>	<b>iii</b>
<b>Acknowledgement .....</b>	<b>iv</b>
<b>Executive Summary .....</b>	<b>v</b>
<b>Table of Contents .....</b>	<b>vi</b>
<b>List of Tables .....</b>	<b>ix</b>
<b>List of Figures.....</b>	<b>x</b>
<b>List of Acronyms .....</b>	<b>xi</b>
<b>Chapter 1 .....</b>	<b>1</b>
1.1 Introduction.....	1
1.2 Origin of the Report .....	2
1.3 Objective of the Study .....	2
1.4 Scope of the report .....	3
1.5 Methodology .....	3
1.6 Limitations of the report .....	4
<b>Chapter 2 Company Profile .....</b>	<b>5</b>
2.1 Historical Background of the Company .....	5
2.2 Wings of Asiatic 3sixty in Different Marketing Fields .....	6
2.3 Asiatic Experiential Marketing Limited (Asiatic EXP).....	9
2.4 Objective of Asiatic EXP .....	9

2.5 Logo and Visual Language of Asiatic EXP.....	11
2.6 Departments and Hierarchy of Asiatic EXP .....	11
2.7 Market Position and Customer Base of Asiatic EXP.....	12
2.8 Key Success Factors .....	12
2.9 Organization Structure .....	13
<b>Chapter 3 .....</b>	<b>14</b>
<b>Job Responsibility .....</b>	<b>14</b>
3.1 Job Description .....	14
3.2 Specific Responsibility of the Job covers .....	14
<b>Chapter 4 Experiential Marketing through Activation .....</b>	<b>16</b>
4.1 Experiential Marketing .....	16
4.2 Activation.....	16
4.3 Benefits of Experiential Marketing.....	17
4.4 Challenges of Experiential Marketing .....	19
<b>Chapter 5 .....</b>	<b>20</b>
<b>Supervising an Experiential Marketing Activation .....</b>	<b>20</b>
5.1 Activation (Unnatir Utshob PH2) .....	20
5.2 Client Introduction .....	21
5.3 Activation Modality and Team formation .....	21
5.4 Activation Campaign Modality 1 (BM).....	22
5.5 Activation Campaign Modality 2 (SCM) .....	23

5.6 Activation Campaign Modality 3 (MCM) .....	23
5.7 Activation Campaign Modality 4 (RSHC) .....	24
5.8 Activation Campaign Outcome.....	25
<b>Recommendation.....</b>	<b>26</b>
<b>Conclusion .....</b>	<b>27</b>
<b>References .....</b>	<b>28</b>



## List of Tables

Table 1: Team Formation.....	22
------------------------------	----

## List of Figures

Figure 1 Wings of Asiatic 3sixty .....	6
Figure 2 Asiatic Experiential Marketing Limited Logo .....	11
Figure 3: Organization Hierarchy .....	13
Figure 4: Scope of Activation .....	17

## List of Acronyms

EXP          Experiential Marketing Limited

AV            Audio Visual

BM            Brokers Meet

SCM          Small Customers Meet

MCM          Mega Customers Meet

RSHC          Road Show Health Camp

BP            Brand Promoter

# Chapter 1

## 1.1 Introduction

In this day human conduct is changing so quickly. Moreover, the standard correspondence structures getting the chance to be particularly splashed, it has ended up being progressively key to find the right target bunch at the spot they visit the most.

Asiatic Experiential Marketing Limited (Asiatic EXP) is one of the most revenue generating wings of Asiatic 3sixty. Besides it is the pioneer in the BTL Marketing segment in the country and till date standing apart from the front.

Now a days there are several ways of promoting products. Like ATL, BTL and Digital. Among these 3 there are lots of subdivisions. Every moment we are watching hundreds of advertisements around us but very few brandings stays in our mind just because there was no interaction. Most of these do not offer getting an experience before acquisition except BTL. In BTL marketing there is a way of Marketing called Activation which truly offer people to experience or have a 1-2-1 communication regarding a product or service which helps a lot to increase the customer retention. This is why it's called Experiential Marketing.

Being an Executive of this unfathomable organization, I was adequately fortunate to observe the changing methodology direct. I become familiar with a great deal of genuine information about how an organization work and the genuine technique of the BTL promoting fragment.

In Asiatic EXP I worked in Client Service department where I had to deal with clients regarding the activation and deliver that information to my operation teams and ensure the quality of work.

## **1.2 Origin of the Report**

Internship program of BRAC University is a mandatory post- graduation requirement for BBS students. The primary motivation behind internship is to get the students presented to the job world. Being a student, the primary test was to make an interpretation of the hypothetical ideas into genuine experience.

The purpose of the report is given below:

- To present how experiential marketing is booming.
- To show my work experience in BTL field.
- To introduce myself with real business world.
- To equipped myself with proper practical and corporate knowledge.
- To compare the bookish knowledge with real scenario.
- To get the real knowledge on job responsibility.

This report is the outcome of three months working and learning in Asiatic EXP as a Client Service Executive. By completing this report, I am fulfilling the requirement of BBS to complete BBA program. This report contains how Asiatic EXP work with Experiential Marketing through Activation.

## **1.3 Objective of the Study**

The objective could be view from two perspective

- Primary Objective
- Secondary Objective

### **Primary Objective**

This report is being prepared primarily to portray my 3 months' work experience.

## **Secondary Objective**

To be specific this report covers below areas

- To provide a synopsis on Asiatic EXP.
- To present the general idea of Experiential Marketing through Activation.
- To portray how I conducted Activation being an employee of Asiatic EXP.

## **1.4 Scope of the report**

Main intention of the study is to showcase the Experiential Marketing campaign by Asiatic EXP through activation. This report covers the detail about BTL activation of Asiatic EXP and how they conduct Experiential Marketing besides how I deployed myself in this leading agency's client service department.

## **1.5 Methodology**

This report is mainly based on the experience I gathered during these 3 months of working period. At first, I worked for a month and then I decided the topic by consulting with my academic supervisor and office supervisor. After that based on my topic I collected all the possible data regarding the report.

### **Source of data**

Source of data can be divided in two section. 1) Primary data, 2) Secondary data.

### **Primary Data**

- Practical deskwork in office
- Conversation with clients

- Interaction with the field employees
- Physical visit to the field

### **Secondary data**

- Asiatic 3sixty website.
- Asiatic EXP credentials.
- Different publishers in internet.

## **1.6 Limitations of the report**

The main limitation of this report was time allocation. As I am working as a full-time employee in Asiatic EXP rather an intern it was very tough for me to bring out some quality time from my office tasks though I managed it.

Secondly limitation was lack of data. Having access on lots of data and reports I was not allowed to use those data in my report because of company policy. Those data might enlighten my report more.

## **Chapter 2**

### **Company Profile**

#### **2.1 Historical Background of the Company**

Asiatic began their voyage in spring, 1966. On that time, it was named as East Asiatic. It kicked off servicing the generic business in absence of brands. In 1967, East Asiatic renamed themselves as Asiatic 3Sixty. In the later long periods of their activity Asiatic 3Sixty got one of the biggest complete Marketing communication group in Bangladesh. Asiatic 3Sixty Offered 360-degree Marketing solution for its worldwide and local customers.

In 1996, Asiatic make partnership with global organization J. Walter Thompson. Later in 2005, the organization was "re-launched" by dropping the J. Walter Thompson in return for JWT. Just being a part of the JWT family, one of the oldest and renowned Marketing agencies on the planet, it has spearheaded a considerable lot of the Advertising development in Bangladesh. JWT has 150 years of experience in marketing communication field and the fourth biggest marketing agency in the world which has about 10000 representatives in excess of 200 workplaces in more than 90 nations, serving more than 1200 customers. Fundamentally this connection changed the showcasing correspondence wing of Asiatic 3sixty and renamed it to Asiatic JWT. The gathering is incorporated 15 wings that energize their clients with administrations; for example, communication, experiential marketing, public relations, audio-visual productions, research, media buying, printing, outsourcing, broadcasting and digital marketing. Currently Asiatic 3sixty almost 900 people in all its wings who are direct employee besides lots of people are working with its wings on contract basis.



## 2.2 Wings of Asiatic 3sixty in Different Marketing Fields



Figure 1 Wings of Asiatic 3sixty

The wings of the Asiatic 3sixty are communicated by the various parts of exhibiting in the accompanying page.

### COMMUNICATION

**Asiatic Marketing Communications Limited & Asiatic Talking Point Communications Limited** are the top ATL advertising correspondence wings in the nation, helping the customers with all their ATL correspondence needs. From print advertisements, bulletins to blurbs and booklets, these two firms stay relentless on passing on the best imaginative that the business brings to the table.

## **EXPERIENTIAL MARKETING**

Experiential Marketing is a large new term in Advertising in our country, just as all in all world; and Asiatic group has the joy of being the pioneer in such way. This particular field of marketing was recently perceived freely as Events, Actuations and other BTL beforehand battle. For filling this need and giving the clients what they search for **Asiatic Experiential Marketing Ltd. (Asiatic EXP)**, recently known as Asiatic Event Marketing Ltd. furthermore, **Asiatic Footprints** offer their headway in making significant experiences while embedding the brand estimations of brands.

## **MEDIA PLANNING**

**Maxus, Mindshare** and **MEC**; three wings that are noticeably known as "Group M" inside the Asiatic biological system offers one essential ability to their clients Media purchasing. The Group M firms offer the best media land at the best cost for their clients in the present to an extraordinary degree precarious and immersed media wilderness.

## **PUBLIC RELATIONS**

To ensure that the right message is being given to the correct gathering of group of people at the ideal time through the right media is fundamental for any promoting achievement, anyway there is another part that guarantee that achievement is advertising. Building contacts with characters that may impact the aftereffect of any venture is key and it is passed on to the clients of Asiatic by the groups public relations wing Forethought PR.

## **PRINTING**

**Moitri Printers Limited** is the best printing solution for the printing business of the nation. It has the best printing arrangement with the most prepared work force which encourages customer to get the best printing encounters.

## **RESEARCH**

Research encourages business to locate the correct objective crowd in ideal time and for the correct item. **MRC-Mode** offers the most recent examination in the showcasing situation to the customers according to their necessities.

## **AUDIO-VISUAL PRODUCTION**

Ddhoni-chitra, is the AV Generation wing of Asiatic 360 who give best AV creation to its customers on the field. Fulfilling the global telecom guidelines is the mission of Asiatic Ddhoni-chitra.

## **OUTSOURCING**

For outsourcing customers, **Stencil Bangladesh Ltd** is the arrangement from Asiatic 360. Stencil Bangladesh Ltd is an individual from Bangladesh German Chamber of Commerce & Industries who gives cutting way, picture veiling, shadow and reflection, picture altering, raster to vector what's more, other immense scope of administrations to worldwide customers.

## **BROADCAST**

In the field of broadcasting Asiatic 360 has **Radio Shadhin 92.4FM**. This is the second biggest radio broadcast of the nation. Before long Radio Shadhin 92.4FM will be the mammoth in the business of broadcasting of Bangladesh.

## **DIGITAL MARKETING**

This is the era of digital communication. To lead this field Asiatic Digital and Mindshare Digital are working with full enthusiasm.

## **INTERIOR SOLUTION**

Asiatic 3sixty also stepped in to interior solution sector by its wing **Out of the Blue** which is doing very good in the market by corporate and residence house decorating.

## **2.3 Asiatic Experiential Marketing Limited (Asiatic EXP)**

To fabricate priceless moments, Asiatic Experiential Marketing Limited (Asiatic EXP) promotes passionate ideas. Their key concept is Living Ideas. They craft moments to vicissitudes customers' perception to touch peoples' life. Determining consumers' thought concerning the brand and building brand equity is done through giving all these involvements nevertheless, a brand is somewhat that people say in regards to it and the experience that people get.

At the principal of these fervent moments, it lies the enthusiasm of a self-motivated team that has implanted ROI (Relationship-Ownership-Innovation) in its value system.

Asiatic EXP is associated with mega international events and activations. This agency not only arrange those but also give them new dimension. It has been breaking muddle to smooth sustainable brand growth for almost two decades. In the case of showing social highlights or detonating adoring snapshot of enthusiasm or conveying web/advanced administrations to new arrangement of clients.

Asiatic EXP, beforehand recognized as Asiatic Events Marketing Limited (AEML) offers flexible BTL advertising agency and demonstrated themselves to be the best in the business, serving the corporate monsters. Moreover, it has the honor of being the first and single agency in the nation to have a Guinness World Record for their "Lakho Konthe Shonar Bangla" campaign and also the most awarded agency by Bangladesh Brand Forum.

## **2.4 Objective of Asiatic EXP**

As a wing of Asiatic 3sixty they are under the same roof and working for same mission and vision. These are noted below.

## **Mission**

The mission of Asiatic 360 is to keep evolving in size and dimension. They will make their requirements meet whenever it arises.

## **Vision**

The Vision is to create a work culture that inspires people to be curious, stay hungry and motivated, so they can create extraordinary ideas in all fields of communication.

As an individual company they have 3 values which drives them most. Those are

## **Ownership**

“I am my problem, and also my solution”. When you treat something as your own, you always give it that extra care and attention. We make sure all our projects receive that same level of dedication

## **Relationship**

“Relationship is our key to make magic”. We work hard to respect and strengthen our relations with the people we work with. The strong bond we share is what motivates us to do better every time.

## **Innovation**

“Doing things differently takes us closer to perfection”. Thinking out of the box isn't rocket science. It's just what we do to add novelty in our everyday life.

## 2.5 Logo and Visual Language of Asiatic EXP



*Figure 2 Asiatic Experiential Marketing Limited Logo*

## 2.6 Departments and Hierarchy of Asiatic EXP

There are 5 core departments in Asiatic EXP by which this organization is running smoothly.

1. **Planning and Client service:** This department is combination of two; Planning and Servicing. Servicing team bring the brief from client and overlook the event and activation from beginning to end by maintaining client. Planning team design the event and activation flow, generate living ideas.
2. **Operation:** Operation team execute the planning teams' output to the field.
3. **Accounts:** Keep control on accounts, bills and others financial sides.
4. **HR:** Control and evaluate employees of the organization.
5. **Creative:** Every events and activation required lots of branding and setup. This team creates all those things.

## **2.7 Market Position and Customer Base of Asiatic EXP**

Asiatic EXP is one of the leading BTL marketing agency in this country. It has done lots of historic campaigns till now. Moreover, from the beginning its working with maximum giant MNCs and local giants as well. They offer Experience of Lifestyle, Entertainment and Product. Till now they have reached 20451300 consumers.

The customer base of this leading agency is so strong that most of them are also leader in the market notably- Grameenphone, Facebook, British American Tobacco Bangladesh, Bangladesh Cricket Board, Unilever Bangladesh, PepsiCo, Nestle Bangladesh, Marico, Microsoft, GSK, Standard Chartered Bank Bangladesh, Suzuki Motors Bangladesh, Mahindra India, Hike private Limited-India, Uttara Motors Bangladesh, HSBC Bangladesh amongst many more. Besides, Asiatic EXP has the pleasure of working with Sweden Embassy, United Nation affiliates as UNDP and UNICEF; Embassy affiliates as USAID & UKAID; and the Government of Peoples Republic of Bangladesh apart from the business entities.

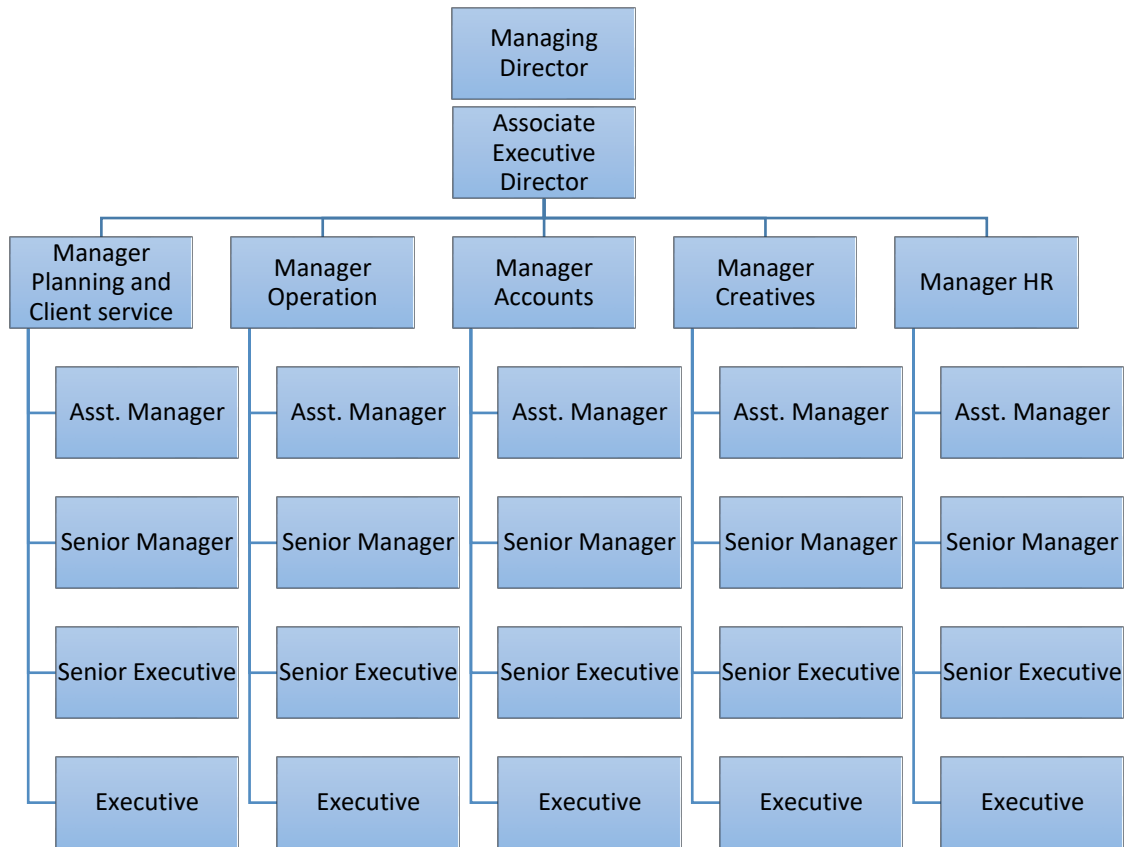
## **2.8 Key Success Factors**

There are lots of success factors of Asiatic EXP. Some of them are given bellow.

- Asiatic EXP has the honor of being the first and single agency in the nation to have a Guinness World Record for their “Lakho Konthe Shonar Bangla” campaign.
- This is the most awarded agency by Bangladesh Brand Forum
- Arranged ICC world cup 2011 inauguration.

## 2.9 Organization Structure

Figure 3: Organization Hierarchy





## **Chapter 3**

### **Job Responsibility**

#### **3.1 Job Description**

As an Executive, I worked in Client Service Department. Being on Client Service Executive, my obligations was bringing brief from different clients and after completing all the planning and budgeting pitch on that to clients. And control the quality of work throughout the timeline according to the client requirements. In these 3 months I've worked in various projects notably Bkash Genius and Dut activation, Unilever Pureit Colony activation, Mahindra Unnatir Utshob PH2, Nestle Happy grow 500 Events and Hike Campus Activation.

Among these hike campus activations was the smallest one. Hike is an Indian social communication medium which is featured with lots of stickers. Main purpose of the campaign was to learn the initial reaction of Bangladeshi market. Here we ran a campaign in 5 different universities in Dhaka. Influenced universities' students to use the app. Distributing merchandise for acquisitions.

#### **3.2 Specific Responsibility of the Job covers**

- Bringing brief from client
- Attaining meeting with the client to clarify about the brief
- Arranging Re-brief meeting in office with planning and operation team
- Completing all the planning and costing by consulting dedicated team within deadline and submit it to the client.
- Attaining pitch

- After getting the work order execute the project with operation team and follow up the client.
- After finishing the activation prepare a report which will contain all the details about the project; target, achievements, leads.

## **Chapter 4**

### **Experiential Marketing through Activation**

#### **4.1 Experiential Marketing**

This is a marketing process or technique that creates engagement or experience between consumers and brands. This is conducted through activation like product sampling, road show, stunts, events etc. to make brands alive and make it interactive to the target audience. Experiential marketing has noted in different names. Sometimes called Engagement marketing, event marketing, on-ground marketing, live marketing, participation marketing, Loyalty Marketing, or special events. This technique is very much popular in first world country. Bangladesh is also getting familiar with this strategy frequently. Current scenario of this process is way better than ever before. The main plus point of this process is increasing engagement which positively influence the consumers' retention. It also helps the consumers to take decision and instant feedback or review. Overall this strategy can serve multiple purpose at a time.

#### **4.2 Activation**

Activation in marketing is the execution of the marketing mix as a major aspect of the advertising procedure. The activation stage ordinarily comes after the planning stage during which chiefs plan their showcasing exercises and is trailed by an input stage where results are assessed with advertising investigation. There are lots of scopes of Activation.



*Figure 4: Scope of Activation*

### **4.3 Benefits of Experiential Marketing**

Experiential marketing is an engagement strategy which increase brand experience among consumers. There are lots of benefits of experiential marketing for which this is getting popularity worldwide day by day.

- It creates Brand awareness so effectively that brand awareness goes beyond brand recognition. According to Event Track, 2016, 65% of attendees say that live events help them have a better understanding of a product or service.
- Experiential touches consumers where they are most content, in places where they want to be. According to Hub Spot, 91% of people say ads are more intrusive today than two years ago.
- It cultivates positive brand image in consumers mind. According to Event Track 2016, 91% of event attendees say that they have a more positive opinion about the company, brand, product or service being promoted after the event.
- Consumers get the product directly from the campaign. . According to Event Track 2016, 80% of attendants said that live demonstrations and free samples significantly help define their purchasing decision.
- It drives word of mouth so effectively.
- It boosts up brand loyalty
- Engage the senses. When brands create an enjoyable experience, they create a lasting and impactful impression on the consumer. According to JWT Worldwide, 73% of Millennial crave experiences that stimulate their senses.
- Experiential marketing is Authentic
- Its ROI speaks for itself

## **4.4 Challenges of Experiential Marketing**

Besides advantages there are disadvantages and challenges also. In context of Bangladesh there are lots of challenges here.

- Permission problem from authority
- Branding problem for vehicles
- Sometimes field do not support plan
- Quality full field team.

## Chapter 5

### Supervising an Experiential Marketing Activation

In these 3 months I have worked in 5 executional projects and pitched for more than 8 project which are still in incubation phase. Among all of these in Mahindra Unnatar Utshob PH2 I was involved from the beginning to end. In this chapter I am going to relate experiential marketing through this unnatir utshob campaign.

#### 5.1 Activation (Unnatir Utshob PH2)

Unnatir Utshob is a yearly campaign of Mahindra Rise. Mahindra is a well-known Automobile giant from India. They have lots of product line in this industry. This giant is specialist on Agricultural tools and equipment manufacturing. They are also known as **world's number one Tractor manufacturer**. Besides, Mahindra has a good marketplace in Bangladesh. To expand the market more effectively each year Mahindra arranged a nationwide program with their current tractor owners and farmers in India, which is very effective. For last two years they are doing this in Bangladesh also. Last year they had a pilot in Bangladesh and this year they did the full phase and proudly this year (2019) Asiatic EXP done the job successfully. In Unnatir Utshob PH2 Asiatic EXP showed most successful result in every modality. In this campaign Mahindra was not the direct client of Asiatic EXP. Generally, this campaign done by Indian agency Impact Communications in India. But running this project in Bangladeshi market wasn't possible for them. To bring the success in this project in local market Impact Communication gave the responsibility of this to Asiatic EXP. So, for this project client was Impact communications.

Mahindra has two tractor brands in Bangladesh. One is Mahindra another one is Swaraj. There are 3 distributors of these two brands. Rancon Autos and Karnaphuli Autos are authorized distributor for Mahindra Tractor. Besides Performance Motors Limited (PML) is the authorized distributor for Swaraj Tractors. By these 3 distributors Mahindra Raise spreading their lights over whole Bangladesh.

## **5.2 Client Introduction**

Impact Communications has more than 18 years of involvement with building Go-to-Market approach in developing markets. Their mediations help brands to take advantage of the inactive shopper requests through their effort, actuation and retail benefits in this manner interfacing with the aspiring India.

Their nearly twenty years of experience has been at the cutting edge of making commitment that convey paramount experience and drive conduct change. As a group with more than 100 years of combined experience they help customers to associate with the regularly changing needs of rising shoppers.

## **5.3 Activation Modality and Team formation**

This time impact communication did the planning for Indian Market and we just executed that plan in Bangladesh. In Unnatir Utshob PH2 was conducted under 4 modalities for 4 different customer segments. They were

- Brokers Meet (BM)
- Small Customers Meet (SCM)
- Mega Customer Meet (MCM)



- Road Show Health Camp (RSHC)

6 field team were deployed for 3 distributors to cover whole Bangladesh in a month. Each Team conducted 2 types of programs according to the modality.

<b>Distributor</b>	<b>Team</b>	<b>Program type 1</b>	<b>Program type 1</b>
<b>Karnaphuli</b>	Team 1	BM	SCM
	Team 2	MCM	RSHC
<b>Rancon</b>	Team 1	BM	SCM
	Team 2	MCM	RSHC
<b>PML</b>	Team 1	BM	SCM
	Team 2	MCM	RSHC

*Table 1: Team Formation*

Each team had 1 team leader and 3 Brand Promoters, in total 4 members in one team.

#### **5.4 Activation Campaign Modality 1 (BM)**

BM means Brokers Meet. In Bangladesh under every distribution house they have some people who works as an influencer on commission base. These brokers main task is influence farmers and tractor users (who use other brands tractors) to buy Mahindra/Swaraj tractor. If anyone buy a tractor by his influence he will get a percentage/commission from the value of that tractor. In this modality Asiatic EXP conducted a 2 hours events which was mainly an interactive meeting between brokers and distributors. Brokers were invited by the distributor. Here agency deliverables were taking permission from local police station to do the program. Arranging

chairs and tables and sound system. In addition, decorating venue. There was a game show “Arm-wrestling” to make the event joyful and enjoyable. Emcee conducted the event and game show. Brand Promoters (BP) distributed leaflets, pasted posters. For all team 1 there was a branded MPV and in the activation spot there was a demo tractor to offer experience to the attendees. There was also option for booking in discounted price and scratch card for booking with sure gift during the event.

### **5.5 Activation Campaign Modality 2 (SCM)**

SCM means Small Customers Meet. This is the second modality for each team 1.

Activates of this modality were Team will set-up a small arrangement for a small event in a small bazar area or in a crowded place. BP invited the local farmers from the villages and nearby areas. They were equipped with Branded MPV with audio visual logistics by which they have shown different AV to the customers. Distributor representatives were there to give the events light and influence farmers to purchase the tractors. There was also demo tractor to experience. Distributor representative and agency emcee conducted the event by informing about the tractors features and facilities. During this time all the attendees got refreshments. Customers experienced the tractors by test drive, discoursed about different features pros and cons and the after-sale services. Many of them booked their desired tractors in discounted price. The time duration of this SCM was 2-3 hours. Average attendee number was 15-20 per event.

### **5.6 Activation Campaign Modality 3 (MCM)**

MCM means Mega Customers Meet. This activation was conducted by all team 2. It was the biggest event among all 4. For this event distributor ensured the exact location or venue to the

agency two days before the event. Agency's advance team reached the dedicated location prior day of the event. He took the permission from the local police station and prepared the venue before night. On the day of the event agency team reached to the venue along with distributor representative and demo tractor. Team completed the venue adding AV systems and other branding elements like standee, festoons and distributing leaflets and pasting posters nearby the venue to invite people. Though distributor invited their potential customers prior the event. This meet was for Mahindra/Swaraj current users and farmers who wanted to buy a tractor, people who are doing tractor rental business in that area. Every meet had arrangement for over 100 people. Every attendee got Mahindra/Swaraj branded t-shirt and refreshment. Arm-wrestling winners got gifts. This game show was related with tractor because it's a game of muscle power. Here the main purpose of the event was to ensure the users that Distributors are always with them. They are eagerly waiting to give them after sale service. By doing this they increased the loyal customers. Moreover, these things also spreader the positive impression regarding the company. This event also increased the mouth to mouth marketing of Mahindra/Swaraj. Throughout the session agency and Distributor tried their best to solve all the misconception and queries of the customers.

### **5.7 Activation Campaign Modality 4 (RSHC)**

This is the last modality of the activation and 2<sup>nd</sup> for team 2. RSHC means Road Show and Health Camp both customer and tractors.

Team 2 had two branded vehicles. One was branded MPV another one was branded caravan. Agency team surrounded the pre-selected area by distributor playing Mahindra theme song and announcing lucrative offers of Mahindra/Swaraj. After rooming 30-40 kilometers the stopped

at the dedicated crowded area or bazar and set up health camp canopy. Distributor representative also came with their tractor and service team.

Activity done in this campaign:

- Creating awareness among that areas farmers about the brand
- Providing free health check-up for customers
- Providing free service and check-up for Mahindra/Swaraj tractors
- Influencing present customers to suggest other tractor seekers to buy from this brand.
- Give chance to the new and old customers to experience their new models
- Influence present owners to upgrade models
- Influencing new customers for booking.
- Arranged game show to grab customers' attention which works like a magnet.
- Distributed refreshments and giveaways to pleased attendees.

## **5.8 Activation Campaign Outcome**

Though the campaigns were designed to push the sale of tractor by developing good relationship with customers and educating users during off season but still the campaign brought a good number of booking in a month.

- Throughout the campaign considerable number of booking occurred
- A huge number of hot leads generated who are willing to buy tractor from Mahindra/Swaraj within 3 months
- By these events Mahindra increased the customer base.

- Gained trust of the customers
- Built up a good relation with the customers
- Made the solution of customers problems
- Ensured the proper after sale services
- Increased the attachment with all kind of people
- Educated the users regarding tractors
- Gave the chance to the customers to experience the product before purchasing.

## **Recommendation**

While doing job in Asiatic EXP I observed all the activities carefully and I come up with some recommendations.

- Work load is too high. If the organization increase their manpower that might be easier to take the responsibility. Often have to work whole night in office.
- The working hour is from 10:30 am to 6:30 pm yet it often surpasses on account of work weight. This practice ought to be evaded. Maximum time people check out from office after 10 pm.
- Asiatic EXP has a smaller number of CSR activities, I think they ought to build their CSR exercises. It would not exclusively be useful to the general population of the nation additionally for the organization itself.
- No extra payment for extra work hour. Which demotivates employees.

## **Conclusion**

Asiatic EXP is the biggest BTL organization who runs in Bangladesh. Its partners and accomplishment posting are immense. The Experience I got in progress of my job period was once dead significant. I am unquestionably blessed in similarity with Work together with overall brand certain to be specific Mahindra Unnatir Utshob PH2 been a ways of life changing ride since me. For the Mahindra Unnatir Utshob PH2 battle I had in taken in a ton. All it ventures gave an observation as per me. I took in a great deal about reasonable thoughts or undertaking business strategies who I perform say in impersonation of my instructional exercise learning's. Every one of these aptitudes so I have gotten by means of working three months, I may unmistakably convey in light of the fact that the unwinding with respect to my vocation.

## References

- 6 <https://www.assignmentpoint.com/business/marketing-business/advancement-in-asiatic-exp-a-btl-marketing-communication.html><https://atneventstaffing.com/benefits-of-experiential-marketing/>
- 7 <https://www.sensemktg.com/experiential-marketing/>
- 8 <http://www.eventmarketer.com/wp-content/uploads/2016/05/2016EventTrackExecSummary.pdf>
- 9 [https://www.hubspot.com/marketing-statistics?\\_hstc=76757322.55f72b9451e7941082a85fa28b692f2d.1576489730478.1576489730478.1576489730478.1&\\_hssc=76757322.1.1576489730479&\\_hsfp=3331620488](https://www.hubspot.com/marketing-statistics?_hstc=76757322.55f72b9451e7941082a85fa28b692f2d.1576489730478.1576489730478.1576489730478.1&_hssc=76757322.1.1576489730479&_hsfp=3331620488)
- 10 <https://www.jwt.com/en/>
- 11 [http://www.impactcomm.org/about\\_us.html](http://www.impactcomm.org/about_us.html)