

Report On:
Impact of Event Marketing in Today's Age of Integrated
Marketing Communication

By

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

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BRAC University
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Declaration

It is hereby declared that

1. The internship report submitted is my/our 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/We have acknowledged all main sources of help.

Student's Full Name & Signature:

Student Full Name
Student ID

Supervisor's Full Name & Signature:

Supervisor Full Name
Designation, Department
Institution

Letter of Transmittal

Mahmudul Haq

Associate Professor

BRAC Business School

BRAC University

Subject: Submission of Internship Report

Dear Sir,

I would like to submit my report titled “Impact of Event Marketing in Today’s Age of Integrated Marketing Communication.” as a part of the BBA program requirement of BRAC Business School.

My internship tenure for three months in Asiatic Experiential Marketing Ltd is successfully completed. Within these three months, I have worked with several big projects which have widened my opportunity to learn in the next level and helped me clinically understand the difference between academic and practical learning. I hope my report will represent all those learnings.

I would like to thank you for your kind response and guidelines.

Sincerely yours,

Quazi Mashrur Zaman

Student ID 15104151

BRAC Business School

BRAC University

Date: December 17, 2019

Executive Summary

Event Marketing has gotten one of the key variable in making impression of Stakeholder over a brand. From multi-nationals to neighborhood organizations, everybody is plunging into the universe of experiential event showcasing. AsiaticEXP is one of the main organization in giving BTL based event marketing. Successful utilizing of the vital capability of some relevant event tools encroaches upon a scope of variables, fundamentally; the vital expectation, combination with different techniques and imaginative event configuration to encourage an event experience that upgrades brand image and relationship. Event Marketing can create a huge impact by carrying key messages directly to the stakeholders, the estimation of genuine experience is as yet remaining loyal with its own uniqueness and request in buyer's brain. The proper integration of Events marketing implying with marketing strategy can make a huge impact in the communication process.

List of Acronyms

AsiaticEXP Asiatic Experiential Marketing Limited

EDM Electronic Device Mail

KV Key Visual

BTL Below The Line

EMCEE Master of Ceremony

AV Audio Visual

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Chapter 1

[Background]

1.1 [Introduction]

In the period of everything technologically advanced and digitalized, the advertising industry have flipped around to adapt up to the differentiated demand of customers and rivalry. In any case, regardless, the estimation of genuine experience is as yet remaining loyal with its own uniqueness and request in buyer's brain. Asiatic is the most referred to name as a pathfinder of that extreme type of showcasing name – Experiential Marketing. Asiatic EXP consistently guarantees that their customers get top notch promoting and brand picture arrangement through different occasions. What's more, for that, EXP wants to be more experience arranged than of some other strategy. Since, nobody sees bulletins any longer to pick a brand. Individuals look for experience. Being a BTL agency Asiatic Experiential Limited is there to provide the experience through their tagline 'Living Memories'.

1.2 [Company Overview]

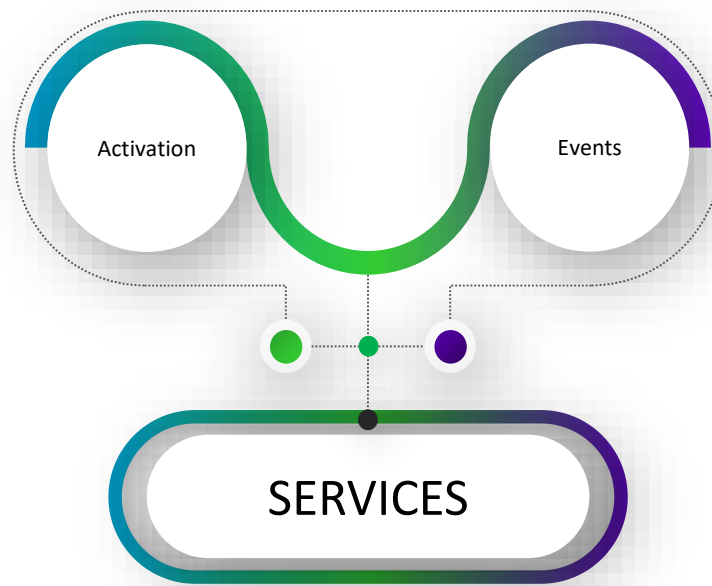
History of Asiatic and Asiatic EXP:

The organization Asiatic has begun its journey in March 15, 1966 First it was known as East Asiatic. In the following times the name changed and they became Asiatic 3sixty and now they turned into the biggest 360 degree advertising correspondence bunch in Bangladesh and since its origin, it offered 360-degree showcasing answer for its worldwide and nearby customers.

In 1996, Asiatic partnered global organization with JWT. Being an accomplice of the JWT family, it has become the primary mover of a significant number of the limited time development in this nation. Asiatic EXP is the BTL correspondence wing of Asiatic 3sixty.

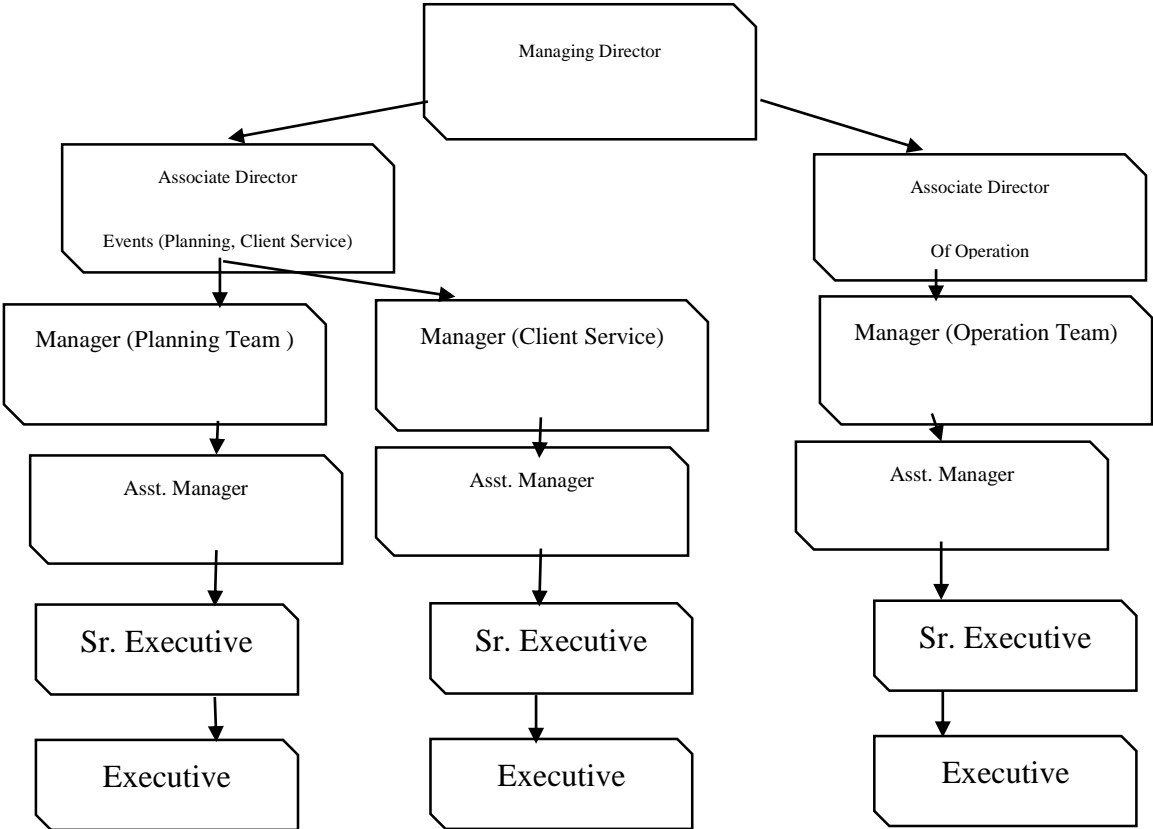
The scope of Asiatic is consisted of everything related to promotion and advertising. The job Asiatic EXP is to guarantee brands to be with the buyerr a few times through different events. It believes in the better Idea which will bind the consumer for a better and longer time.

Asiatic Experiential Marketing Limited is BTL advertising media organization. It is a piece of the mother brand Asiatic 3sixty however it has its own individual activity and works freely inside the corporation. In 1997, it began its own voyage. At the beginning time of nation's advertising industry, there was a shortage of a BTL media office the individuals who can run their activity. Along these lines, from the shortage, the idea has ascended to keep the pace of extraordinary business promoting circumstance. Asiatic EXP is the primary mover that puts the idea on the map in our nation. As they have a major mother brand, consistently it has its reinforcement that leads them to build up themselves as the best BTL media house in this nation. Asiatic EXP has faith in



R.O.I which represents Relationships, Ownership and Innovation. It takes its customers' occasions and enactments so truly that they accept their activities as their own. Accordingly, they can make the best out of their work to pull it the activities easily and proficiently. Since its commencement, EXP has seen a great deal of good and bad times. For this, they needed to get a great deal of changes their administration and needed to procure better individuals to run the activity which makes the organization the pioneer in its 20 years. Their hard works are the reflection like how they work to make a task effective so at that point, customer feels so great to work with EXP even with more significant expense. They have their own qualification of their activity of their customers. What's more, presently they are fruitful for its subjective help for which the top notch positive reaction of the organization which 'The best in the best' has been getting more grounded further. They are fruitful to give 360-degree answer for brands and help them doing run their activity in starting level. The principle part of showcasing starts with its huge level client section where EXP as of now fills the shoe. They have the most grounded activation work force base through which they are fruitful associate the brand with their objective clients. They have solid corporate customer base simultaneously numerous worldwide NGO and associations are in their customer base. What's more, EXP is outstanding in doing Government projects and events as well. As far as giving assistance, they have two contributions. One is Events and another is Activation. In Events sections, all the important plans, vent stream, costing-planning are joined. As indicated by the brief and customer request, arranging office works and carrying new plans execute the event better from others and fruitful. Operations and Client Service Department takes a shot at a similar page to bring the best out of it. At that point the arrangement goes to Operation division. This administration is comprised of the plans, spending plans, and time span to accomplish the objective. Another solution, they give is "Activation". This is likewise named as direct promotion. It is extremely helpful for the customer based advertising. An accomplished group of advertising cherishing individuals working with in this immediate ground marketing action.

Company Structure:



Chapter 2

[Job Description]

2.1 [Internship Program]

I worked in Asiatic EXP as Executive in Client Service Department. In this department, my duty was to understand the brief clearly from the client. Based on the brief, I sat with my team for brain storming and personally I did the secondary research using several sites. To execute the plan I had to sit with the operation team as well. I was being assigned in multiple projects. In my internship tenure, I worked with several corporate events and government projects.

2.2 [Specific Responsibilities]

As a client service representative my role was to be the bridge between the client and other department. My major daily task list can be summed up to following points:



It starts from collecting up total communication projects. In terms of project leading the whole team from the maximum customer satisfaction

customer insight, build and gather brief for certain execution it all starts with front toward the end of the project with

It starts from collecting customer insight, build up total communication and gather brief for certain projects. In terms of project execution it all starts with leading the whole team from the front toward the end of the project with maximum customer satisfaction.

Activities Undertaken:

As a Client Service Executive, I had to briefly learn about customer management and to ensure proper client satisfaction, I had to have the idea about my complimentary teams and their work procedure.

I have been assigned on several big projects under the supervision of my reporting manager as well as I had my solo projects too. My major 5 projects were:

- 1) Inspire X – (British American Tobacco)
- 2) HPO Ambassadors 2019 (British American Tobacco)
- 3) CRC 30 Forum in Dhaka (CRC Forum)
- 4) Meeting Tomorrow’s Marketeers Today (British American Tobacco)
- 5) MG Launch in Dhaka (Rancon Motors)

Chapter 3

[Introduction of the Study]

3.1 [Brand Analysis]

To understand the brand ‘Asiatic Experiential Marketing Limited’, we need to see the factors that are contributing in the advertising industry and where Asiatic EXP stands does. For which I have completed a SWOT analysis:

SWOT Analysis

Strengths

- Market leader
- Big Client Base resulting in huge revenue regeneration
- Capacity of providing 360 Degree Solution
- Vast Operational Experience

Weaknesses

- Shortage of Human Resources
- Expensive vendors & costly solutions

Opportunities

- Increasing demand of BTL advertisement
- Increase in profitability
- Rise of Own Initiatives

Threats

- New Entrants
- Risk of losing diversified human resources to new entrants

Market and Customer Segmentation of Asiatic EXP (STP):

Segmentation

- Income: Upper Class, Upper Middleclass
- Organizational pattern: Governmental, Corporate, Social Enterprises
- Geography: Worldwide (according to project requirement)

Targeting

Primary Target-

- Any business or individual that needs experiential marketing

Secondary Target-

- Rival agencies lacking in resources

Positioning

AsiaticEXP gives a definitive experiential answer for corporate, government and business customers who look for development, imagination and uniqueness. AsiaticEXP is one of the noticeable concern of Asiatic 3sixty for BTL and experiential advertising.

Porter's Five Forces:

Competitor's Rivalry: (Very High)

Competition is very high for AsiaticEXP in recent times. In recent times, we can see a rise of healthy competition from several agencies. Few years back, there were few agencies available in the Events Management Industry. Now the scope of work has increased and resulted in the increase of the number of event management firms. Few of these agencies are occupied by experienced workforce snatched from the experienced agencies such as Asiatic Experiential Limited.

Bargaining Power of Suppliers: (High)

The competition is increasing between the agencies, but not in between suppliers. This results in high bargaining power of suppliers and vendors. Consumer interest for creative solution is increasing and to fulfill their requirements, there is only a handful of creative organization to provide high end event solution such as venue décor, LED, sound and Light setup, creative support.

Bargaining Power of Buyers: (High)

There are huge number of organizations with a lot of thoughts. In spite of the fact that the requirement for experiential showcasing in Bangladesh is rising step by step the customers of BTL advertising is having the high ground on choosing whom to pick adjusting to the campaign brief and financial limitation.

Threats of Substitute Product: (Medium)

Being in the period of everything advanced, the primary threat of the business is to lose a certain portion of activity toward digital media. As the technological advancement is happening around the country.

Threats of New Entrants: (High)

The risk of new contestants for AsiaticEXP is high as the market has colossal open door which is drawing in new participants from time to time.

3.2 Rational of the Study

AsiaticEXP is a mighty player in the BTL industry, being one the best in the league, they are quite efficient to adopt the changes and provide best solution to the brands to help them retain consumer for the longest possible time. Asiatic Experiential Marketing Limited is continuously trying to assist the brands to be successful in the consumer journey. Likewise, in these three months I have discovered that AsiaticEXP's primary goal is to focus more on the customer requirement and develop BTL activities in more integrated and creative ways to contribute better results in upholding the marketing process of respective Clients. Which is why I wanted to analyze the contribution of Asiatic EXP in consumer journey as an event management firm. Because in order to stand out in the market and provide excellency, AsiaticEXP needs to objectify the maximum use of the Client needs and help they develop the right image in front of their stakeholders.

3.3 Scope of the Study

This study is based on the current scenario of BTL industry the contribution of Asiatic EXP is providing the extended solution to the current organizations to uphold their image in front of their stakeholders. This study addresses the issue of finding out the importance of event marketing activities in modern advertising industry in Bangladesh.

3.4 Objectives of the Report

General Objective

- To understand the importance of Event Marketing in modern advertising industry.
- To find out the link between Event Marketing and Integrated Marketing Communication.

Specific Objective

- Implementing the Marketing Space model in order to identify and analysis the Event Marketing Process of Asiatic Experiential Marketing Limited
- Figuring out new ways to improve the process.

3.5 Literature Review

Setting up definitions of 'events marketing' is fairly unrefined and regularly give a false representation of its increasingly modern capacity. According to (Kotler, 2002, p576) Events intended to convey specific messages to focus on crowds. This subject is resounded practically speaking with occasions proceeding to be seen, and frequently treated, as a poor connection to progressively prevailing media inside the incorporated interchanges blend. The idea of Event Marketing as a profession is prominent when inspecting its status and application inside showcasing. This subjection hampers Events Marketing in understanding their potential as a coordinated specialized apparatus. This setting appears to be indiscernible and requiring re-assessment, given that when adequately sent, promoting events play an inescapable and multifaceted job in accomplishing various advertising and deals targets. Emphatically, the expanded unmistakable quality of incorporated showcasing correspondences (Finne and Gronoos, 2009) makes a situation progressively great to the joining and extension of less famous strategies, for example, Events, as it is a methodology that tries to adjust and enhance the correspondence effect of different techniques (Kitchen et al, 2008). The development of systems, for example, 'media-neutral planning' (Jobber, 2007) are additional proof of an acknowledgment of the need to make a correspondences scene that is progressively comprehensive. Events are basically experiential, intelligent, directed, and social; these highlights are exceptionally important and alluring given the cutting edge showcasing condition. Such qualities are obviously reliable with other correspondence structures, remarkably inside the more extensive, and growing field of experiential advertising (Schmitt, 1999). Be that as it may, notwithstanding these mutual attributes, showcasing occasions involve one of a kind highlights which separate and expand their worth and status.

3.6 Methodology of the Study

The analysis has used primary data only. This analysis was backed up by the case study of their own projects.

3.7 Limitation of the Study

□ Time constraint was one of the biggest impediment which limited the open door for being progressively investigative. In contrast to other temporary job, I was allocated with my very own projects and I had to help on my manager's undertakings with looks into and innovative substance.

□ This report emphasizes on event management through the work projects of AsiaticEXP. However, it does not cover all the areas that AsiaticEXP had to cover while working for any projects. Further study can be done based on these data and it can be expanded to a full length research for the organization for their future growth.

Chapter 4 [Study Findings and Analysis]

4.1 [Findings]

For this report, I have cordially chosen the in house work project ‘CRC Forum in Dhaka’. This

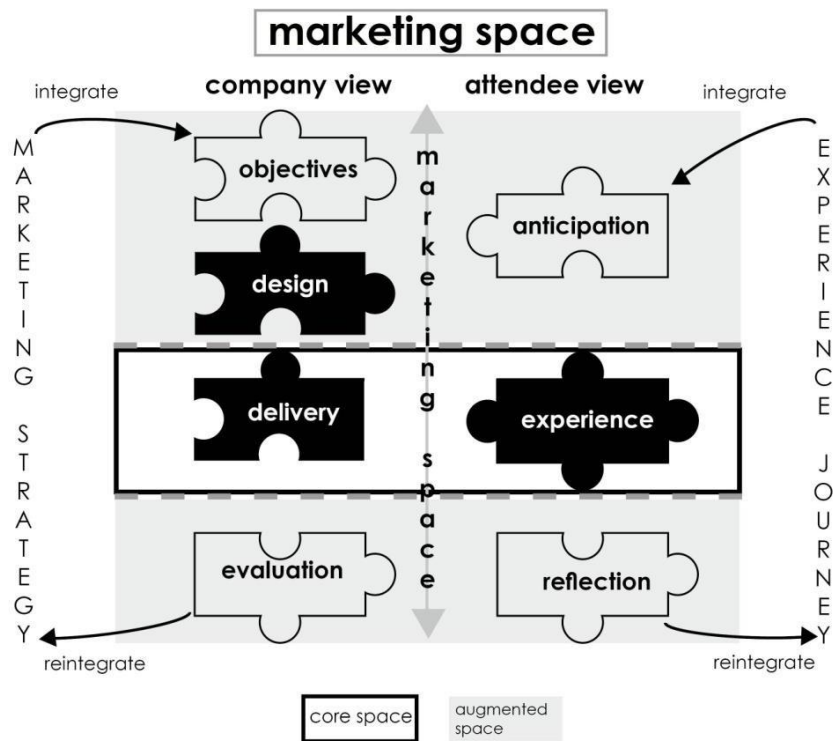


year marks the 30th anniversary of the adoption of the Convention on the Rights of the Child (CRC) and several milestones that preceded the CRC, including the International Year of the Child and the Declaration of the Rights of the Child. The largest forum was held in Dhaka on November 23, 2019, in the Grand Ballroom of the InterContinental Hotel, Shahbag, Dhaka between 12:00 pm and 6:00 pm. The event was attended by the government representatives, members of parliaments, policy makers and 350 children from different institutions.

I will use the Marketing Space framework to analyze the impact of Event Marketing in today's age of Integrated Marketing. To proceed with the analysis we need a quick understanding of Marketing Space Frame work. The structure is intended to exhibit the parallel and interrelated

procedures in play during the lifecycle of a marketing event. Vital to the model is the delineation that marketing events must be completely integrated to more extensive technique and client experience.

Marketing Space Framework is structured and encouraged by the organization and is experienced by the attendee.



Both attendee and the association there are interrelated procedures in play. For the attendee it includes expectation, encountering, and reflection. For the association, it consolidates setting event objectives, event design, and delivery of the event and assessment of the showcasing occasion scene. The authoritative components join to inject a marketing space that effects the recognition and future association with the attendee. Obviously experience can't be ensured, anyway it tends to be encouraged through the plan and delivery of the advertising event. This places an accentuation and desire upon the association and their promoting and event management

Marketing Space Model (Marketing Strategy and Consumer Experience):

Event Objective:

The main objective of the event is given below:

- 1) Creating a chain forums on child rights nationwide where young people get to learn about the CRC from and discuss it with experts, opinion leaders and policymakers
- 2) Special focus on climate and displacement, child rights, skill development and employment of young people in a world in change.
- 3) Strong characters from our upcoming child alert on climate change and displacement characters promotion through stories and multimedia content driving the aspect of the forums.

Design:

Event Type: Forum

The event is designed in a way that it fulfills all the objectives of the Client. The core objective of making this event is to make young audience aware of the child community. Make the stakeholders know the contribution of UNICEF in Convention on the Rights of the Child Community. Which is why making the biggest forum among the younger generation regarding the strong suitable subjects celebrating the 30 years of CRC.

The campaign was divided in three parts:

Pre- Event Activities: In this process the invitation was sent to the stakeholders and attendees of the event. The invitation to government representatives, members of parliaments, policy makers and 350 children from different institutions where provided via Invitation Card, Phone Calls and Electronic Device Mail.

Main Event: The main event was designed as a discussion model. The forum included discussion between the young attendees. Made them aware of the child rights and tasks to do to fight against climate change.

Post Event: After the event, Event pictures and videos were uploaded to the digital media to aware and let the larger audience know about the event.

Attendee Anticipation: The attendee/stakeholders anticipation is represented by objectives of the event. To stay align with the communication strategy of the event is to highlight the achievements of the UN along with highlighting the immense importance of CRC in around the world along with Bangladesh. This was be done in line with the worldwide theme of CRC 30. Going with this theme, the achievement of UN in this sector were communicated. This communication took place throughout the event.

Delivery and Experience:

The delivery of the event is the experience that is delivered to the attendee. It is the core space in the marketing space model. In this step of the marketing strategy organization finally interacts with the attendee. At this point, organization gets the chance to deliver the experience to the attendee which obtains the event objective through event designs, let’s see some of the experiences provided by UNICEF to the attendees in CRC 30 Forum in Dhaka event.

Entry of the Guests

Following is the process of entering the guest into the event.



Figure 19: Goodies & Gift Items

Hall Branding:



Discussion between Attendees:



Evaluation:

The success of the event delivery will be evaluated by UNICEF. Proper evaluation will help the reintegrate process of future events. The evaluation of this event will guide the way for future events and set the parameters, objective, modality accordingly.

Reflection:

The experience earned by the respective attendants helped them to reflect understanding of child rights. There were 350 children alongside other stakeholders for the event, who were involved in discussion to help them prosper in better projects regarding child rights and other development activities. This experience will reflect on the anticipation of the attendees for future events.

4.2 [Analysis]

Anticipation and expectation for better experience should be cultivated among the attendees. Their viewpoint can be motivated with several activities. For example, This discussion forum was arranged for young people but to motivate them into this discussion make them properly understand the importance and gravity, UNICEF invited several bureaucrats and officials.

For any Event marketing, delivery of the experience is the focus point which results in the control of the whole marketing strategy. Getting the chance to access directly to the target group is important and without giving the best experience to the attendee, event objective cannot be fully achieved.

Event marketing is different from other marketing communications. Events marketing gives the organization the chance to build strong relationship with stakeholders with direct interactions. But this relationship build up brings direct and opportunity cost to the attendee. For this, Events require some values to provide to the attendees that outweighs their cost. For example the value of CRC 30 Event is getting the Learning scope from experienced stakeholders and also getting the Opportunity to discuss with other young children that can pave the way for progress in assuring child rights.

To design an event we should consider the type of event that best suits the objective of the campaign. We should also consider on integration of other marketing communication such as TTL and ATL to successfully obtain the objective of the specific event. For example: Posting Pictures on UNICEF Facebook Page and Releasing Press Release on CRC 30 Forum in Dhaka.

Chapter 5 [Recommendation and Conclusion]

5.1 [Recommendation]

- Ensuring proper event experience we need to obtain proper factors that motivate the event, in this journey of events marketing and BTL solution we need provide creative and better solutions.
- Due to the importance of operational execution of any event we need to focus to keep our strength on operational department. The better and experienced workforce we have the better events we produce.
- Event Marketing can get a strong mileage from contemporary communication tools such as digital marketing, print media marketing etc. Using these communication tools to create maximum awareness can speed up the process.

- Technological Advancement is required in terms of producing mega event. Progress in better solutions can overall make an impact on the industry
- Calculate challenges and opportunities before designing an event is very important. The objectivity of any given plan needs to be justified before going for execution.

5.2 [Conclusion]

Bangladesh has an immense market interest for events marketing and it's broadening each day. New organizations are looking over the divider for one chance and the challenge is extraordinary than at any other time. In any case, organizations like AsiaticEXP is playing effective role in event marketing due to their authoritative experience and history. The malleable idea of advertising events is one explanation they are a contrary instrument for the twenty first century marketers. Successful utilizing of the vital capability of some relevant event tools encroaches upon a scope of variables, fundamentally; the vital expectation, combination with different techniques and imaginative event configuration to encourage an event experience that upgrades brand image and relationship. Event Marketing can create a huge impact by carrying key messages directly to the stakeholders. Events possess several qualities such as being experiential, being interactive being targeted and being relational; these qualities are highly relatable and important given the advanced marketing environment.

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