

Report On
ADA, Promoting Telecom Industries by Triggering Emotional and
Cultural Sentiments Related to Current Global Issues for Brand
Marketing

By

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An internship report submitted to the Department of English and Humanities in partial
fulfillment of the requirements for the degree of
Bachelor of Arts in English

Department of English and Humanities
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.

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Letter of Transmittal

Rukhsana Rahim Chowdhury
Senior Lecturer,
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66 Mohakhali, Dhaka-1212

Subject: ADA, Promoting Telecom Industries by Triggering Emotional and Cultural Sentiments
Related to Current Global Issues for Brand Marketing

Dear Madam,

This is my pleasure to display my entry level position provide details regarding' Recruitment and Selection Procedure of ADA which I was appointed by your direction.

I have attempted my best to finish the report with the essential data and recommended proposition in a significant compact and comprehensive manner as possible.

I trust that the report will meet the desires.

Sincerely yours,

Shenjuti Mahmud Aurin
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Date: 02 May, 2021

Approval

The internship report titled “ADA, Promoting Telecom Industries by Triggering Emotional and Cultural Sentiments Related to Current Global Issues for Brand Marketing” submitted by Shenjuti Mahmud Aurin, ID no. 17103005, of Spring’17 has been accepted as satisfactory in partial fulfilment of the requirement for the degree of Bachelors of Arts in English on

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Examining Committee:

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Acknowledgement

First of all, I would like to thank the Almighty Allah who has awarded me the forte and capability to complete this report within the given time. I am again and again grateful to my supervisor for bearing with me with such patience when I was having my worst days and could not accept myself.

While choosing my major in Media and Cultural Studies, I was very sure about starting my carrier in advertisement agencies. Global brands and their communications through advertisements was something that I was eager to do in all those time.

Media courses like ENG 333- Globalization and Media, ENG 401- Editing, ENG 404- Copywriting helped me more with the course contents to learn the core of advertising and having proper theoretical knowledge about it before taking it as a profession. Starting my internship in a pandemic with very little practical experience was hard at the beginning, however, my will to learn things quickly helped me escape those hard times.

This paper is my brain child which actually took nine months to form the final shape. It contains facts and data which are gathered from personal research. This is an organic work, written with experience and analysis to support the statement above.

While working for this internship project, the greatest challenge for me was to maintain a sound health. Though the coronavirus pandemic was bearable at the beginning but over the time my health condition deteriorated and I was hospitalized with severe anxiety attacks followed by covid19 positive once. However, my workmates and friends were very supportive to get me along with the other courses and get everything done easily. I will always stay thankful to the

almighty and my parents to support me and take care of a big cranky child until today, when I am finishing writing this paper. Though we never like our educational institutes when we study there, but once we are done, we can realize the worth. It was very unfortunate for us to end the glorious student life in a pandemic situation, however, this time, this is how life was decided for us. We grow up seeing that the movies always have a happy ending and expect everything in life will also have the same. We cannot always see our expectations meet but we still do not lose hope. Only hope can give us a rise and keeps us alive to take a next step ahead.

I dedicate this work to my mother who was my constant support throughout the time. Also, my psychiatrist, my best friend Karishma and Shahad, my colleagues from ADA for their constant support and last but not the least my ex-boyfriend for giving the hardest time, for me to understand my worth.

Shenjuti Mahmud Aurin

Non-Disclosure Agreement

This agreement is made and entered into by and between ADA (Analytics. Data. Advertising) and Shenjuti Mahmud Aurin, the undersigned student of BRAC University for the assurance of evading the unapproved divulgence of confidential data and information of the organization.

Md. Reajul Islam, Creative Manager

(On behalf of)

ADA (Analytics. Data. Advertising)

Executive Summary

This paper aims to find the insights of telecom industries marketing strategies in Bangladesh and compare them with global brands to show how they work for establishing their brand identity.

Telecom industry is one of the fastest developing sectors of globalization. No matter what is the economic condition of a country, people have to stay connected to each other around the world.

So, this is a necessary product for anyone in present time. Telecom companies aspire to have a never ending business route and keep a constant competition with others in the market. This is why, they need to bring new ideas every now and then and keep on promoting them just to stay in the battle. Innovations are flavored with emotion and current situations here to sell the products.

Since my internship as a copywriter involved me into major brands and their campaigns, I was privileged to look for a leading Telco brand of Bangladesh. This helped me to build a clearer idea about global and local brands and their operations. In this paper, different brand and their marketing strategies are shown with examples to justify the title. Globalization studies has both advantage and disadvantage in open market business. It creates opportunities for both globally established and grey markets while decreasing scopes for the local business. The facts will be clearer with further reading of the paper.

Investigations have been done from brand commercials, published advertisements, campaigns to see how that is impacting on the audiences and effecting consumer quantity. Moreover, I had a privilege to have insightful discussions with some renowned advertisers and brand practitioners of our country who shared their journey of creating a brand image and the challenges they have faced. In a country of 180 million people, the target groups for a single consumer product varies

in numerous way. Apart from gender and economic status, even locality and cultural beliefs highly affect while choosing a product from the market.

This research was challenging but at the same time it was lot more interesting as it was bringing new facts and data every day. Challenging because it is not easy to learn about brands in such short time and relating with global cultural diversity would make it more complex. To make the paper informative and easily understandable, only major global characteristics are compared with the local culture.

Lastly, this paper will help aspiring media and cultural studies students to have an overall idea about how the brand communication is done with the consumers and audiences. It will show traditional as well as present ideas that includes facts which relate the theories and studies from any globalization, copywriting courses. This paper will also help business students to get a brief idea on how effective communication can have strong impacts on branding and consumer behavior.

This paper covers few aspects of marketing like ATL, BTL, TTL and 360 marketing strategies, real time and regular commercial branding, thematic and product centric branding concepts in it. This paper is detailed with examples on globalization concepts that has practical use in media industry.

Acronyms

ATL	Above the Line
BTL	Below the Line
TTL	Through the Line
RTM	Real Time Marketing
BMC	Brand Marketing Communication
CTA	Call to Action
TG	Target Group
AI	Artificial Intelligence
USP	Unique Sales Proposition

Agency and Brand Logo





banglalink



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Chapter 1

Agency Overview

ADA (Analytics. Data. Advertising)

ADA (Analytics. Data. Advertising), a part of Axiata Group is a core agency exclusively dedicated to Telco roots, and aims to be a digital champion in a disruptive world of market where change is inevitable. ADA is a firm that incorporates part- marketing consultancy, part data science, and part marketing consultancy; designed to break boundaries in this stereotypical market through utilizing its wide-ranging and infallible data hub, later on, turning those data into useful insights to build strategies and adequate business plans to win at the market. It is Asia's one of the largest companies that amalgamates data, insights, contents and media to takeout epic business outcomes. ADA is speedily growing across Asian region. It is a rebrand of different go-to-market brands (Ad Reach, Ad Parlor and Digital Reach). The two prime shareholders of ADA are Axiata Group Berhad and Sumitomo Corporation. Currently, the company is operating in 9 business centric countries in APAC regions. From the headquarters in Malaysia, ADA has full-fledged offices functioning in other countries like Singapore, Indonesia, Korea, Philippines, Thailand, Cambodia, Sri Lanka and Bangladesh. This organization has amazing clients in its permanent contract among those, some are being globally recognizable while others are equally competitive in their particular field of market. Few greatest companies of the world, such as, Microsoft, Samsung, Unilever, LG, Timberland, Tropicana etc. are getting facilitated as customers of ADA. Few other clients of ADA are considered as highly successful telecommunication companies in APAC region. E.g. Dialog, Celcom, Robi etc. 3 In Bangladesh, ADA initially started its journey as AdParlor, later reformed with the title ADA (Analytics. Data. Advertising). In Bangladeshi market it has already been serving several companies from various

industries. One of the prime clients they serve is Robi, one of the largest telecommunication companies, ADA handles Robi's digital marketing plans and campaigns. Besides, it handles the marketing plans and business strategies of a growing e-commerce store "Robi Shop", also work as the digital marketing planner of another growing e-commerce grocery store "MeenaClick".

ADA stands on its 3 service pillars, which are, Consultancy, Agency and Data Lab.

Marketing has evolved a lot in last few decades, likewise, consumers' perception has been changing rapidly in every passing time. People become more watchful about the products they consume and purchase. Customers trying to be better and more efficient regarding their consumption habit, and they aspire to be facilitated by the companies that they go to while making purchase or getting any services. On the other hand, companies who manufactures or deliver the product to the consumers; always looking for renovated solutions to enable consumers' participation to a preponderant extent. From another dynamic, marketing firms and Agencies work along with the companies at the time of launching a new product or enabling new campaigns, also conducts and operates marketing plans and strategies. Marketing firms or agencies generally assist businesses to create, implement and sustain in the market. Companies from diverse industries and different magnitude can hire them to ensure sustainability and make their marketing efforts more impactful. In Bangladesh, there are numerous agencies working at the present time along with many companies in order to bring successive outcome for several businesses. Some of the agencies are doing tremendous job as they have been creating multiple way forward with their competencies on research, analysis and strategy, also coming up with disruptive market trends to give a significant exposure to particular products and services among audiences. The leading marketing firms and agencies that are operating currently in Bangladesh are, Asiatic, Magnito Digital, Analyzen, ADA (Analytics. Data. Advertising), GREY

Advertising Bangladesh, WebAble Digital etc. Asiatic and Bitopi are noticeably the oldest and largest communication 2 agencies in Bangladesh. There are around 300 advertising agencies operating in this country and almost all of them are highly focused on upgrading themselves with digitally integrated components to compete with uprising trends of digital marketing all over the world.

Chapter 2

Globalization in Digital Age

Globalization refers to the interdependence of people and integration of culture, economy, technology, information etc. Through this process ideas, services and goods spread throughout the world. Globalization of markets is a force of technology that drives the world towards a common point. Still things get different and diversified from country to country based on sociocultural and economical context. At this age of internet and technology, people want themselves to be updated. They want to experience the modern and latest trends of the world. The new commercial reality has taken the standard of living to a new scale of magnitude.

Globalization in the digital age on internet have radically changed the business world. It has enabled companies to improve their competitive edge and increased productivity, simply because of the speed of access to information, and of electronic transactions. Now we can do almost all kind of work very easily using our smartphones with internet connection.

Transitions in Advertisement Industry

Advertising at present is not only about product sales or increasing market shares. It has come with many insightful thoughts and other remarks to expand the media industry with more creativity and branding strategies. Obviously the prime purpose is to promote product, good and services by informing and persuading consumers to buy them. It helps to introduce a product in the market and enables quick publicity of a product which accelerates large scale production and economic growth to the company. Advertising has a great impact on research and development activities. Companies want their products to be highlighted and reach more audiences through advertisement. In this regard, proper research and quality development activities run

simultaneously. If any product or consumer good cannot upgrade it according to the market demand, it dissolves shortly. With the gradual development of life, people are adopting new ways of life and giving up old habits. Advertisement contributes a lot in the betterment of the standard of living in a society or culture by proving the utility of a product in it. Advertising enables a business firm to communicate its achievements and its efforts to satisfy the customer's need to the public. This increases the goodwill and reputation of the firm which is necessary to fight competition in the market.

Earlier advertisements were only published on newspapers, radio, television and billboards. Now, globalization and use of internet and moving world has created a cultural exchange and multiple flows of information exchange across the world that advertisements are not only a product marketing strategy. It is global element of awareness, lifestyle and cultural reflection. Along with newspapers, magazines, radio, television and many other broadcasting media, a huge part of internet is flooded with various product or service advertisements across the world. Also direct mails, catalogues, consumer feedbacks, surveys are post production activities which are performed after an advertisement is launched. Online Video Commercials or OVC is currently trending worldwide as the new generation is more on the internet rather than traditional media. To reach this huge group of consumers, more online contents are made in present industry.

Present Day Advertisement Audience

Researchers say that an average person's attention span is about 10 seconds. If you can grab their attention within the first 10 seconds, they will continue to watch your work. In this busy life, we can barely take out a few moments to watch something. Unless we need the product or the advertisement is very interesting from the beginning we usually skip it. In a well written advertisement, the headline, body copy illustration or the visual, a proper CTA or call to action is

very important. We scroll the social media so fast that if the digital ad is not eye-catching, 80% of the time we miss it. In a story based video commercial, it all depends on a few elements like a strong relatable story, appealing visual from the beginning, who is endorsing the product, good background music, story that relates to the product or gives a strong message. Also, the ideal timing for a commercial is 30 seconds by which it should showcase the product and convey the message.

Theoretical Analysis

Saussure coined the term signified and signifier to elaborate the meaning of a sign. A signifier is a materialistic thing that can be touched, smelled, heard or seen. On the other hand, signified is the relevant mental concept behind the idea that has been represented. A particular cultural group or community might share a common understanding of the relationship between signified and signifier.

Skepticism in globalization creates chaos in the creation and implementation of any brand's existing strategy. The skeptics argue that the side effects of globalization are much more than the positive effects of it. Allowing healthy skepticism creates more learned and well informed individuals. Advertisements often make extraordinary claims and exaggerate the truth.

Skepticism makes a better thinker and focuses on intuitions and logic which refrains the consumer mind from believing anything with little truth in it. However, healthy skepticism helps to question and discover something before making a logical decision.

Understanding the strategies to build a relationship between the consumer and the brand, product or service the study of consumer psychology is important. This is an individual human behavior activity associated with the purchase and preference of any product based on advertising, marketing, benefits and brand promises. Analyzing the consumer's decision-making process,

social persuasion, and motivation influence, brand custodians can find out what their target customers need from their products and services. This is based on research and shopping where a significant group has common practices of cultural beliefs. This study helps to develop and improvise marketing campaigns to more effectively influence the targeted consumer.

Media manipulation works on the socio-technical approach of understanding the social, political, and economic incentives to create an image or statement of a particular interest. This exploits the difference between perception and reality. Manipulative advertising often exaggerates the truth and makes the offer or benefits look more attractive than actual benefits. The ultimate goal of advertising is to persuade the consumer to buy a product or service where manipulation often works in a misleading manner and creates a sales hype for a shorter time.

Chapter 3

Advertisement Trend and Categories

Present day, brand marketing strategies fall into two distinct categories, which are, above the Line (ATL) and Below the Line (BTL) activities. Also, there is an integrated approach, where a company would use both BTL and ATL marketing methods to reach their customer base and generate conversions, which is known as Through the Line (TTL) marketing. This helps marketers to advertise products to both mass and focused markets simultaneously. Moreover, this adds the term Real Time Marketing (RTM) which mention that instead of creating a marketing plan in advance and executing it according to a fixed schedule, Real Time Marketing can create a product communication strategy focused on current, relevant trends and immediate feedback from the customers.

Thematic and Product Advertising

With the advancement in media, the present world demands more from advertising rather than only the brand or product promotion. Currently the two major trends of advertisement are Thematic Advertising and Product Advertising. Thematic advertisements hold a major part of tactical advertising. This is an annually planned advertising schedule which can be made in a single or series of commercials to integrate marketing communication to reach a larger audience. Moreover, Thematic Advertising is based on storytelling that often connects to our daily life, social issues or emotional attributes. In this case, products or brands have a single idea to continue further campaigns. For example, *Jui Hair Oil*, From Square Group works on creating awareness among women about their rights and encouraging them to speak against assaults or domestic violence. In Spite of being a beauty product, for the last few years, *Jui* has created their brand image to the consumers, especially women, as a strong voice of freedom, pride and

dignity. Women today do not only belong to the kitchen and they should not stay silent anymore for the wrong things happening to them. On the other hand, Product showcasing advertisements have very less of the dramatic approach rather it gives maximum focus on the product, its use and how it will make the consumer's life easy. *Apple WFH Commercial, 2020* is a brilliant example of how a team can execute an entire project by staying distant at home using Apple gadgets.

Branding with a strong creative story is one of the most powerful ways to inspire and influence a major group of people. Globalization has made the diverse world culture come so close to each other that now people can learn about other cultures, history and values easily. Storytelling can make this easier by connecting people through an entertaining approach. Storytelling in advertising or product marketing is a strong tool to narrate and communicate the brand message. It also aims to make the audience think and feel enough on the issue and instigate them for further approach. Stories based on social issues, daily life, emotions and inspirations helps the audience to find the product or service relevant to life and creates a humanized version of the brand. The story can go beyond entertainment by engaging the audience and creating an emotional approach from the brand. It helps to gain potential customers to have interest in the particular product or service than any other product available in the market. This is proved more beneficial to the companies that when a great story is sold, it can sell more products without any direct product marketing approach. The storytelling strategy gives a foundation to the company's identity. It also targets significant audiences to speak and spread about it. All these small goals are parts of the broader picture in a brand's media establishment.

Chapter 4

Copywriting

When all these strategies come for execution, the first thing required is proper copywriting. The main idea and visual gets more specific with adding the advertisement copy. Copywriting gives a structure to persuasive marketing and promotional activities. It provokes the consumer to take the call to action, purchase or subscribe to products and services. Copywriting is not only for the print media or online statics rather this is within every script that is used on videos and commercials. Also, the direct mails, newsletter, surveys are different parts of copywriting. A good copywriter can craft brilliant ideas for product marketing. A copywriter is responsible for the major outcomes from an advertising either it is good or bad. Where copywriting seems more structured and formal, there is another part of it which is called content writing. Content writing is all about writing promotional posts which are detailed, has more information that is usually posted in social media pages, websites, editorials etc.

A copywriter who works behind an advertisement has to be beyond creative. The person should have excellent writing skill, great vocabularies of native and working language which come from great hard work, effort and practice. It takes more than paid profitable hours to sharpen this creativity to be clear, concise and compelling. Also, advertisements need prompt support and the ability to meet short deadlines. A skilled copywriter must have the ability to work under pressure and limit distractions. Understanding the brand USP (Unique Sales Proposition) and being a product or service voice, the copy should be persuasive and meet the expectations from the audience. It requires a lot of research about both the local and global market on factual claims for any product or service. When a content is published online, it should come with an improved visibility and significant dramatic approach. Though media buying strategies help to gain more

search engine optimization, however, organic reach comes with a tremendous creative execution. A copywriter should always stay updated with the recent news and trends and should have interest in topics related to global media. The world is moving in so fast and significant events are taking place every now and then. A copywriter must reflect all these qualities to have a successful creative execution.

Understanding Target Consumer

In the communication industry, similar products target similar audiences. Also, companies follow and take idea from each other to create their contents. Usually, advertisements and campaigns of any product is designed according to the consumers. *Apple* is a renowned brand for high end electronic gadgets and for obvious reasons, other companies follow their brand strategies at times in their campaigns as well. In the beginning of lockdown, *Apple* launched a commercial on work from home where they show how the employees were instructed to make a box. Since working from home is a challenge already, how *Apple* products can make their life easy in this process was a main agenda of that commercial. Also, *Rolls Royce* does not advertise their cars because they believe those who will buy that car does not have much time to watch TVCs. Different companies have their unique sales ideas and every brand creates an image among the communities through their campaigns. When *Coca Cola* is a drink we have with our family, *Mountain Dew* is something that gives a challenge to the youth to win something daring. Brand image is important for any business. When consumers buy a product or service, they are not just buying a product or service, they are buying what a brand stands for. That is why it is important to design a brand image to convey exactly what it wants the brand to say.

How consumers will perceive the brand message creates the first and strongest impression of any brand. Organizing the business based on unique brand promise and communicating the brand

promise through promotional activities to maintain consistency. Brand story and associations guide the consumer to a target that will be mutually achieved.

Creating Brand Identity

Some basic features of a brand's first identity is a name, tagline, brand colors etc. A name should be catchy and localized so that it always comes up first in mind. The tagline should express a brand goal or promise to the consumers. Another major thing that creates a brand identity is the brand logo. A logo is a symbol that holds the brand identity in it. Brands often check the competitor's logo for inspiration. However, every brand has a unique logo with their brand color and initial message. For example, the *Amazon* logo is A to Z, which means you can find anything from A to Z in *Amazon*. The *Bkash* logo is a bird which means to explore with an easier finance system. Lastly, brand color is a unique visual identity of a brand when it goes for online or offline publications, ads or sponsorships, the color can also bear the brand name. When we see red, we think for *Coca Cola*, black for *Uber*, pink for *Foodpanda* etc. While hosting a campaign these colors also have a significant impact on the consumers.

Chapter 5

Media Buying and Product Placement

Advertisers now use media buying and planning strategies to post their commercials and reach the maximum audience. This is performed with an advanced technology of device tracking. It is actually a consumer mapping based on user location or age group. This technology allows to have a separate database where any mobile that has internet connection enabled, can transmit some of its user data for further research and consumer insights. It depends on the device behavior or how the user of a particular device uses search engines, browser, social media and what are the segments that are performed or what are the apps that are installed in a particular device. For example, a user of 25 years, female, is prone to use social media for shopping, lifestyle and fashion purposes and browse the pages that serve this kind of products. The consumer mapping data will record the information about this particular user and later on when this user will be using other apps like *YouTube* or *Google* it will show her similar kind of product she had interest in. If she browses shoe shops on *Facebook*, *Google* will show her shoe shops near her location or shops that provide discounts will generate the ads on her feed. This is named as media planning and buying strategy which is a major part of present day advertising as advertisements now are not confined only within the traditional broadcasting media. It has consumer mind analysis and customer targeting strategies included to generate more sales growth.

Importance of Social Media in Advertising

Ignoring social media and only focusing on traditional marketing can hamper a brand by making it outdated shortly. Since this is the era of digitalization, we refresh the feed and every time new things pop up on our screens. It has become very easy to see so many things in a short time.

However, we do not remember all the things that we see. To make this effective, interesting and continuous social media campaigns should be done by brands. Customer service feedback helps to build brand loyalty and reputation in the business world. It can also include surveys, direct mail services or call center options to find what customers expect from the brand, what they buy most and what are the demands in the market. It also instigates community involvement in establishing a brand image. One more thing that gives a brand popularity among a major audience is hosting live or sponsored events. The success of this kind of campaign often brings bigger business profit to many brands but unfortunately newly emerging brands can barely take the risk of funding or organizing those events.

Chapter 6

Bangladeshi Telco Industry

Bangladesh is a developing country emerging towards a sustainable and digitalized country in the world. The telecommunication industry started here with small steps in 1989 under Bangladesh Telegraph and Telephone Board. With gradual demand and incentives from the government this had become one of the biggest industries in the country right now. At present, the industry is operated under Bangladesh Telecommunication Regulatory Commission.

Currently there are five major telecom operators in the country which are *Grameenphone*, *Robi*, *Airtel*, *Banglalink* and *Teletalk*. *Grameenphone* started operating in 1996 and has made them the market giant in the country. *Teletalk* is a government network provider which has built a separate target group providing easier solutions to government related communication work and more.

Though this industry was initially generating their revenue from voice calls, after launching 3G network in Bangladesh in the year 2018, the dominating contribution is coming from internet packs and services.

Real Time Marketing in Lockdown

Living in a developing country as an advanced generation, we cannot deny the existence of internet and mobile network in our day to day life. When it come for Telco, a question arises that why do we need to promote a brand that already belongs to essential group and has a huge customer, what makes it different from others, how can we target other company users to our company these were my first learnings for the brand. For instance, in lockdown 2020, people were staying at home for the longest time. To make the pandemic more interesting, the second leading Telco Brand in Bangladesh, *Robi* started few online challenges which were promoted

through social media platforms. One of the most popular challenge was quarantine diary challenge which was posted on Instagram. Many talented people made delicious dishes and presented them in a unique way. Also, those who are interested in digital art and painting, they edit, draw and create artworks and shared them from their own profile. Robi started to promote these talents through their Instagram page by using the hashtag “#quarantinediaries” which became very popular in a short period. Keyword or target based campaigns are always highlighted and people get attracted to these, also feature contests grab a huge popularity since it brings an open platform to many to publish their work. Instagram campaign posts a daily feature to support the young artisans with their work. Another ground breaking campaign was designed to promote online class activities in new normal. It launched with a video commercial which shows a class setup where the students celebrated their teacher’s birthday online by preparing themselves. This shows how can we run a virtual class and also continue other activities if we can organize properly. The target group was students and teachers having issues with internet classes and at the end Robi promoted their student internet pack within the commercial where a special internet pack was introduced only for the students to do online classes. This is a great example of Real Time Product Branding. This story helped the company to gain a unique publicity in terms of promoting their product according to the real time necessity. The copy goes as “a new experience of sharing” which gives a very positive hope to start better practices in new normal life as well as the consumers can have a new experience with Robi network.

Significant campaigns and Impacts

Another major work from the 2020 lockdown was Robi WFH Campaign. Following the global commercial of Apple WFH campaign Robi made a similar TVC for Bangladesh. It showed the struggles of working from home as well as promoted their internet packs as a direct product

marketing strategy. Usually the major brand campaigns have one central character who is someone popular among the target consumer group so that maximum attention can be taken. In this case, youth icon Ayman Sadiq was given the central role. The concept was creating an online class where Ayman will be recording his online lecture and the entire team will work on pre and post production of the class. The team shows a boss, who initiated the team to start working on the project. The planner designs about the class content. When Ayman records it, the video editor works on the editing. Then the file was passed to the graphics designer to add graphic elements on it. Among them, there was a client service person who was the in charge of managing the work among everyone. Lastly, the final file was published on internet and people from all over the world could join the class. This was the basic story but the characters showed many relatable incidents of working from home, for example, a mother has to cook and take care of her child when she is doing her office work, someone is cleaning the house, and someone is tired of staying at home and many more. The words and dialogues used in the video are also taken from our day to day vocabulary. These elements made the characters relatable to common people that they face the same things too when they also work from home.

A remarkable work from *Grameenphone* was the *Shopno Jabe Bari* campaign which came out in the year 2010. The advertisement is still in our hearts as the concept was very relatable with Bangladeshi emotion of going back to home on festivals or holidays. Those who leave their family and come to the city for life and education can relate more to the emotion. No product showcasing, no persuasive approach but still a brilliantly executed thematic advertisement that has gained the brand a great sales gain afterwards.

Also, *Banglalink* in their video commercials have portrayed some of the local Bangladeshi festivals in a brilliant way. The campaign named *Banglalink Desh* ran for few years where

Pohela Boishakh, village fair, traditional wedding and many other cultural events were shown with exciting music, dance and colors which had a unique positioning of the brand among the audiences.

Chapter 7

Samples of My work

Since it was the time of strict lockdown and no photo-shoot or ad-shoots were possible, the brand started to work with static contents and focused on social media promotion. It was a big challenge to bring such a huge brand into the mobile screen through Facebook, Instagram or any other platform. We had multiple brainstorming sessions on how to make contents more interesting and attract more audience to this. I remember, I passed 3 working days only browsing on Google to find important dates, birthdays and events worldwide, especially in Asia and Bangladesh. Famous celebrity birthdays, significant events everything that goes with the brand was noted and I made a brand engagement calendar based on that.

It was the popular footballer Leonel Messi's birthday and we planned to post a quiz where the followers of our Facebook page can react or comment the correct answer. This is how, the page will get more highlights and people will know more about the company name. Another brand post was designed to bring nostalgia, which was on your first mobile phone. First mobile is very special for anyone and we always have a sweet memory of it, triggering that the post was June's most shared content from *Robi* Facebook page. Everyone shared their first mobile phone model and reacted on it. This post was not any *Robi* user centric post, rather anyone using a cellphone can relate to this fact. These were my very first learnings from my internship days.

In the second half of June, one major event was 21st June, father's day. Creating an emotional bond with customers puts the needs of its customers ahead of the product and it's selling. *Robi*, apart from telecom business has some other digital concerns which relates to our daily life. *Boighor* is a website where people can access to read thousands of eBooks for free. Keeping in mind of father's day, *Robi* launched a contest where people will participate sharing

their stories of their special memories with their father. The contest period was 10 days and the winners will see their stories published in a book. This triggered the young writers who mostly write on different blogs and social media platform. People started to respond with beautiful stories and pictures with their father which created a huge popularity on social media. We launched frequent static ads to promote the campaign and lastly the winners were announced through an online book launch event. Also, we decided to launch a TVC for father's day which will portray a father and child relation in the time of pandemic. This is when the real time marketing was done, in the post, copy and script we wanted to show the safety measures during the pandemic. After multiple edits and feedbacks, the final story was to show a son was coming home from hostel and staying in isolation for 14 days in his home. His father will also live in the same house but they will maintain social distance and communicate with each other through video calls. The idea is to show people the practice of isolation in own house to ensure the safety of everyone else in the house and promoting the telecom brand through using internet and network to stay connected with your family. The advertisement was a huge success and throughout the campaign, the emotional sentiments of common people were influenced. Users and non-users of Robi, everyone enjoyed the thematic work as it was not only a product centric TVC rather it talked about the present condition of corona virus pandemic.

Robi, apart from telecom services has few other apps for health, lifestyle, education, entertainment etc. The reason behind having so many add-ons to one business is to grab more customer and give them more privilege as a regular user. Since there is a huge completion between the telecom companies in Bangladesh, everyone tries to bring some unique features to highlight their brand. With a target to engage maximum number of people in our business, we focused on engaging posts where the other features will also be integrated.

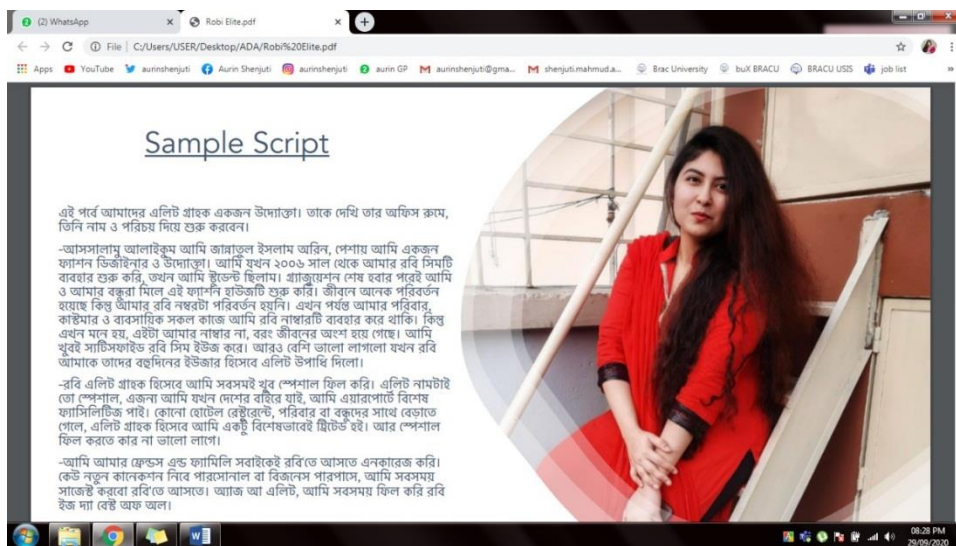
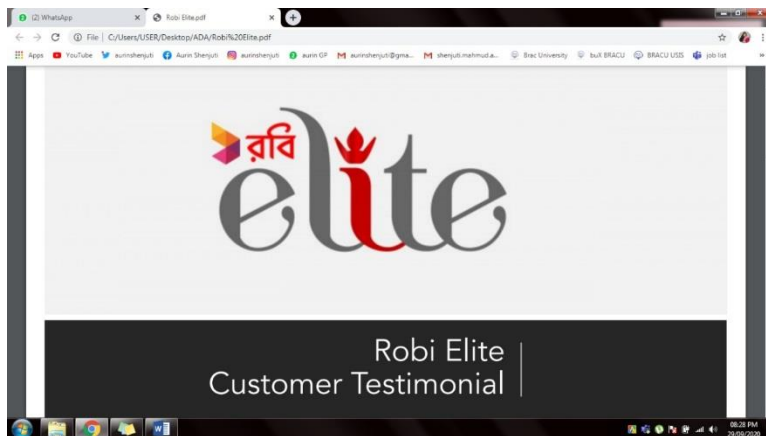
To celebrate World Heart Day, *Robi* had a live discussion session with one of the renowned cardiologists of the country. This also promotes the lifestyle and health app of *Robi* within the caption, as when people see the post they will be curious about how can the health app help someone to get regular health tips, diet tips etc.

Robi has worked as a pioneer to introduce online class platforms in Bangladesh and over the years the company has worked in many diverse cases to provide easier ways of online education. In this regard, *Robi* had an alliance with *10 Minute School* which is another popular online platform for different level students to promote necessary courses. Maximum courses are on language, mathematics, communication skill and many other important skills which are not thoroughly taught in contemporary education system. In this pandemic situation, people have realized how much important is this to have proper knowledge to use internet and get benefit from this. We can simplify our regular works just by using internet. We can promote business, carry on seminars, attend classes, and have meetings in every corner of the world just by having a smartphone with internet access.

Robi introduced *Digital Masterclass* along with *10 Minute School* to educate people of this age with basic internet knowledge that can help them to do their works online. These basic courses also include social media behavior within the segments which helped many people to learn how they can be more benefitted in social media and use it also as a working platform along with sharing their personal life stories.

Using adjectives, numbers, triggering words like free, best, only etc. has always added value to any product sales. To compete with other telecom companies *Robi* started promoting their app as “No.1 for offers”. Anyone who is a new user or buying a new connection will be easily manipulated by this phrase. This company is the best in terms of offers and that is a brand

strategy to sell their products. Also, testimonials from user end creates a huge impact on both the existing and new users. *Robi* took testimonials from their premium users who have been using the number for a long time or have been recognized as highest amount paying users to promote their brand. Their testimonials include why they are using this particular brand, what are the benefits they are enjoying, do they suggest others to use it and all. Usually testimonials include popular or celebrity figures but people now consider that they get paid from the brand and promote something that is already scripted. To make the testimonials more organic, we chose to record real customers, real users to share their experience so that people will be assured of the authenticity.



45G robixiata

সেই বাবা'দের গল্প দিয়ে তৈরি হবে বাবা দিবসের বই

৫৫

Google Play

2,377 views

robixiata সুপারহিরোদের মতো আপনাকে সবসময় আগলে রেখে বড় করা বাবা'র জন্য বিশেষ কিছু হোক এই বাবা দিবসে। বাবা'কে নিয়ে না বলা যত কথা আছে, সেই গল্পগুলো বইয়ের পাতায় আনতে রবি বইয়ের নিয়ে এলো বিশেষ উদ্যোগ। বাবার সাথে আপনার ছবি এবং আপনাদের সেরা মুহুর্তের গল্পটি আপনার রবি নম্বরসহ পাঠিয়ে দিন info@boighor.com -এ, ১৭ জুনের মধ্যে। সেরা দশটি গল্প নিয়ে প্রকাশিত হবে বাবা দিবসের বিশেষ বইটি।
- গল্প হতে হবে ১৫০০ থেকে ৩০০০ শব্দের মধ্যে - অবশ্যই মৌলিক গল্প হতে হবে - যেকোনো বয়সের কেউ অংশ নিতে পারবেন এই উদ্যোগে।

45G Robi

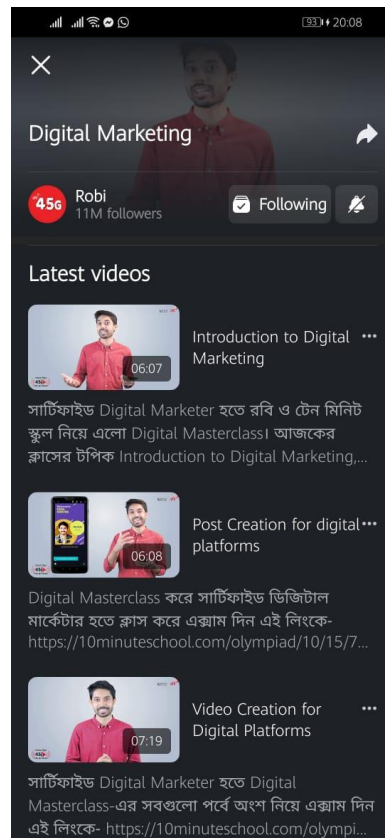
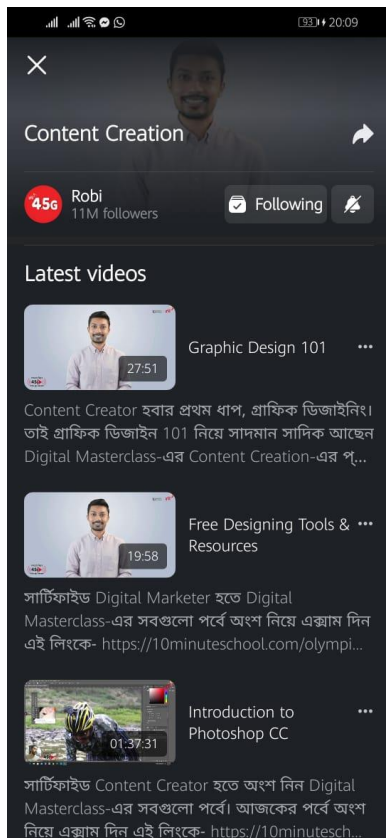
20 Jun at 20:34

সময় যেমনই হোক, বাবা আর সন্তানের অকৃত্রিম মুহুর্তগুলো বাঁধা থাক ভালোবাসা, ভরসা ও সাহসে! ভালো থাকুক পৃথিবীর সকল বাবা, থাকুক সন্তানকে আগলে রাখার ছায়া হয়ে। সকল বাবাকে জানাই বাবা দিবসের শ্রদ্ধা ও ভালোবাসা।

#StoryOfAFather #FathersDay

5,229,376 views

Like Comment Share



4.5g Robi 4 d • 🌐

২৪ ঘণ্টা যদি থাকতে হয় কোনও ইন্টারনেট কানেকশন ছাড়া, তাহলে কেমন কাটবে দিন? জীবন চলবে স্বাভাবিকভাবে, নাকি কিছুই করার না পেয়ে অস্থিরতায় কাটবে সময়? জানিয়ে দিন রিঅ্যাক্ট করে। আর ইন্টারনেট ছাড়া ২৪ ঘণ্টা পার করার কথা যদি চিন্তাই করতে না পারেন, তাহলে আজই চলে আসুন রবি'তে আর উপভোগ করুন 4.5G ডিডিও স্ট্রিং নেটওয়ার্ক!

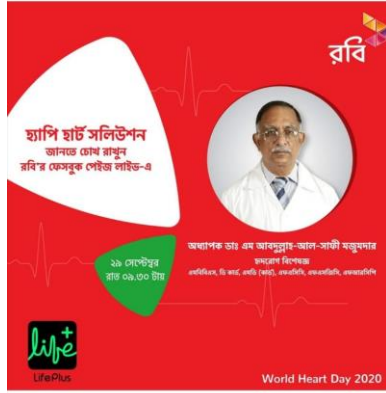


4.5g Robi 2 d • 🌐

এখন ম্যাসেঞ্জার ও ইলটাগ্রাম-এর ফিল্টার দিয়ে ঘুরে আসুন আপনার প্রিয় ট্রাভেল ডেস্টিনেশন। এ বছর #WorldTourismDay এক্সপেরিয়েন্স করুন নতুন করে আর আপনার Virtual Trip-এর ছবি শেয়ার করুন কमेंট সেকশনে।



রবি মানেই ডিজিটাল সল্যুশনের নতুন এক্সপেরিয়েন্স, তারই ধারাবাহিকতায় কীভাবে হার্টের সঠিক যত্ন নেবেন জানতে এই এক্সক্লুসিভ লাইভ দেখুন রাত ৯.৩০ টায়, রবি'র ফেসবুক পেইজে পাওয়ার্ড বাই Life Plus! ওয়ার্ল্ড হার্ট ডে'তে হৃদযন্ত্র বিষয়ক সকল পরামর্শ নিয়ে লাইভে আসছেন এক্সপার্ট কার্ডিওলজিস্ট অধ্যাপক ডাঃ এম আবদুল্লাহ-আল-সাহী মজুমদার এবং হোস্ট হিসেবে সাথে থাকছেন ডাঃ রশিদ হাসান।



Detailed Work Description

Scripting for a story and the final execution has many steps in it. For the *Robi Working er Notun Experience* OVC the entire team was looking for something that can have a relevant approach to the people working from home during the pandemic. Also, it has to relate to the brand and bring an outstanding solution to the problems people were facing to start with digital workplace. As a brand custodian, the team took this call to execute a concept where a team will be working on a virtual project and come up with problems and solutions that will be done with the help of *Robi's* fastest internet speed.

The cast was chosen, keeping in mind about the target audience, the young professionals. It was about a content development team where a virtual class recording will add music, graphical elements, color correction and many more layers and it will get passed on over the team until the final output.

Robi's brand color is red and the OVC shows the use of red color in the costume, background and many more. Ayman Sadik works for *Robi's* digital learning platform *10 Minute School* who was the central character of this story, holds a significant role as a brand ambassador throughout the story. Other characters and the scripting was made while the entire creative team joined multiple Zoom calls to understand everyone's nature of working and specially working online.

What are the difficulties we face at home are almost similar but how each of us work and deliver our task is different. The fun part was naming those characters by our names and portraying our images for those roles to establish a version of our working team in a story.

Lastly, as it is an advertisement to promote digital lifestyle, digital work culture, use and benefits of internet in our lives, the OVC shows uses of gadgets, young people working while managing


households and balancing both personal and professional life accordingly. How the internet connection can bring everyone close and communicate easily was the main agenda of the OVC.

4.5G Robi ✓
19 Sep at 19:30 • 🌐

শেয়ার করুন আপনার ফেভারিট WFH
Colleague-কে ট্যাগ করে!

Working এর নতুন সব এক্সপেরিয়েন্স-এর মধ্য
দিয়েই কেটে যাচ্ছে New-normal.
আর অন্যরকম এই কাজের দিনগুলো সহজ করতে
আপনার পাশে আছে সবচেয়ে বিস্তৃত রবি 4.5G
ভিডিও স্ট্রিং নেটওয়ার্ক।

#WFH #NewNormal #Robi



49K 3.1K comments • 1.3K shares • 5.3M Views

Love Comment Share

4.5G Robi ✓
19 Sep at 19:30 • 🌐

শেয়ার করুন আপনার ফেভারিট WFH
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ভিডিও স্ট্রিং নেটওয়ার্ক।

#WFH #NewNormal #Robi



49K 3.1K comments • 1.3K shares • 5.3M Views

Love Comment Share

Chapter 8

Shortcomings of the Research

Working in an agency that exclusively works for one of the leading Telco brand of the country was both an exciting and hectic experience. Delivering regular contents on time along with major brand campaigns was a big challenge. Packs and offers were updating everyday depending on the consumer demand. Also, promotional offers and engaging contents were launched regularly. These strategies are almost same for all the similar companies. Still this report shows some descriptive remarks on the collective research of several brands where some unique content pillars of different companies are analyzed.

Gathering, updating and constantly following up on both local and global brands simultaneously was another big challenge while writing this report. The world is moving so fast with so many significant events happening every day, it is very hard to keep track on finding similar campaigns around the world. This paper includes independent findings and remarks on few work which are based on organic responses to the brand commercials.

Learnings

During this report I could have a close observation on telecom branding communications. Telco is a necessary product in our present day life. Even if the companies do not promote their services, people will keep taking new connections. This industry basically do their campaigns to keep a balanced competition with the competitors. Regular packs and offers are generated to target new users. Thematic and long termed campaigns are done to create social awareness, promote any real life issue, trigger emotional and sentimental attention of the audience and establish a brand identity in the consumer mind.

Conclusion

To conclude, the communication industry is directly manipulated by the pace of globalization. It created business opportunities by removing any cultural barrier and creating a common global atmosphere. Culture, environment, politics, religion, economy and many more factors control the global changes. A product or service has to come with out of the box marketing strategies to cope with these frequent changes or else it is very easy to get dissolved shortly. Brand marketers must keep on updating their services and promotional activates with the changing era. Products and services have their own loyal target group but to generate more sales and create a long-term impact on the audience's mind is the prime goal of advertising.

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