Report on

GREY

Grey's brand Marketing Journey. An overview of SAVLON rebranding from Grey's perspective.

By

Marjana Jahan

18104193

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

Brac Business School

Brac University

October 12, 2022

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:

_____

Marjana Jahan
18104193

Supervisor's Full Name & Signature:

_____

Rahma Akhter
Lecturer, Brac Business School
Brac University

Letter of Transmittal

Rahma Akhter

Lecturer

Brac Business School

BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Miss,

I, Marjana Jahan, would like to inform you that I am writing this report and my topic is "Grey's brand Marketing Journey. An overview of SAVLON rebranding from Grey's perspective." I have successfully finished my internship from Grey Global where I got the chance to work in the Creative department under the supervision of the Associate Creative Director. Here 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 would like to sincerely thank my peers and professors who have helped me and supported me to finish this report. I trust that the report will meet the desires.

Sincerely,

Marjana Jahan

18104193

Brac Business School

Brac University

Date: 12/10/2022

Executive Summery

Grey Dhaka is a remarkable advertising agency staffed by talented and creative individuals. The several departments collaborate to provide the greatest productions and pitches to clients. The entire report discusses the many aspects of the internship at Grey Advertising Bangladesh Ltd.

The first chapter discusses about my student information like, name, ID, program and major/specialization. Along with my internship overview, job responsibilities, the role of the department in which I worked, my supervisors details, the benefits and the challenges I encountered while working as an intern at Grey, including an analysis of the problem as well as recommendations from my end.

The second chapter provides an overview of the company's profile, purpose and vision statements, management, marketing and financial departments, their functions, operations and finally the complete competitive market analysis which includes a SWOT and porters five forces model description of the company.

The third and final chapter discusses about the project part. Here I discussed about the Savlon's rebranding project which was on process under GREY. That included a background literature review, objectives, its significance, the methodology of this, the findings and analysis through interviews. Lastly, a summery and recommendations.

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List of Acronyms

- TVC- Television Commercial
- KV- Key Visual
- OVC- Online Video Commercial
- BTL- Below The Line
- ATL- Above The Line
- NZDP- Newzeland Dairy Products
- GABL- GREY Advertising Bangladesh Ltd
- PR- Public relations
- Ad- Advertisement

Chapter 1

Overview of Internship

1.1 Student Information

My name is Marjana Jahan and I am a student of Brac Business School, Brac University. Here my student ID is 18104193. I started my BBA degree in Spring 2018. My major is marketing and minor is in E-business.

1.2 Internship Information

1.2.1 Period, Company Name, Department, Address

This June I was offered an internship opportunity in Grey Dhaka. Their office is located in Gulshan-1, Road no-137, House no-6, floor-5, Dhaka. The internship period will last for three months. It started from June 1st, 2022 and ended by 1st September 2022. I was assigned to Digital Department under the creative unit. My internship is completed now.

1.2.2 Internship Company Supervisor's information: (Name and Position)

I was put on the degital team, managed by Associate Creative Director Mr Reazul Amin. I had the chance to learn a lot of material that will be crucial for my future job in marketing. Thanks to his mentoring and vast experience in the fields of marketing and creative. My boss gave me advice on how to come up with original ideas and produce unique work that would set any brand apart. He also offered me the opportunity to learn more about the brands and to think creatively. He pushed me to complete the task I was given and gave me the chance to express my ideas to the benefit of the creative team.

1.2.3 Job Description and Responsibility

- **Concept Note**

A concept note example is a condensed and simplified form of, among other things, long proposals. Even when it is just given in brief sentences and words, it is frequently simple. It could include the most straightforward expression, which aids in providing the creative with visual direction and the customer with justification for its implementation. I would create concept notes for every piece of content. On a concept note, there is a lot to say, but I simply discuss the visual, the proposed project's name, its aim, and its orientation. The concept note is then given to client servicing, who will deliver it to the client for review.

- **Ideation and Operation**

I receive a creative brief from client service, which is occasionally provided verbally or in writing via email, and then I attend a meeting with the rest of my Digital Team and the Service team. In our discussion, we explore a number of creative solutions for executing each client request about diverse digital contents. We then choose which ideas we want to explore. I record meeting minutes and offer my fair share of brainstorming ideas. The client team drafts the visual description, which is then typed into a Word document or PowerPoint presentation template. The ideation file is subsequently sent to the client via the client service for approval. The client service then sends the ideation file to the client for approval. The client either provides permission or input, which will be quickly used and then presented to the client for approval. We'll move forward after receiving final approval.

- **Copywriting**

Many people think writing text is an easy undertaking. However, they are unaware of the continual strain we are under to produce something intriguing in a couple of seconds. And often in the fewest possible words. The majority of my writing and captions are written in Bangla, and I frequently translate texts from Bangla to English. I do my best to match each line to its Bangla meaning. What I've discovered from my experience is that you should do your research on a brand and understand its target market before creating content for it. Once you comprehend them, writing becomes simpler.

- **Writing a Script**

My first project in Grey was composing the script for the Savlon rebranding OVC. My seniors were kind and pointed out my numerous clumsy mistakes, which worried me since it was my first solo task. I made every effort possible going forward to avoid making any mistakes after that. I primarily translated the script for Alpenlibe Eclairs' TVC. After three to four script translations from Bangla to English, which was my responsibility, I finally understood how to personify it. I was first concerned shortly after, but it was immediately authorized. I then worked on a number more scripts after that. I quickly started creating content for half the brands on my team by myself.

- **Director of Photography:**

I like to communicate my ideas visually as much as possible because I consider myself to be creative. The graphics staff I work with is amazing and incredibly helpful, which is a blessing. Who takes extraordinary measures to realize my goal. I'm continuously in awe of how my team's graphic designers create original images since they have such a wealth of creativity.

When they're done, I'll undertake a final review to make sure that all the necessary components are included and that there are no grammatical or spelling issues.

● **Search Image and Copyright Free Music**

I occasionally browse for images on Shutterstock to help my graphics team. They can be overworked at times, so whenever I have free time, I offer to help them. I also look for acceptable, copyright-free music to go with the video.

1.3 Internship Outcome

1.3.1 Student's Contribution to the company

I work as an English and Bangla copywriter intern for the Grey Digital Team. My job includes creating creative and unique material for various brand or event campaigns, as well as working with brands who have signed up for monthly, semiannually, or yearly Digital Retainers. We must provide digital material for these businesses on a monthly basis based on their requirements or brief. . I have been entrusted to work for brands like NZDP (all 5 dairy brands), Ispahani, Ifad, Savlon, Alpenlibe etc.

1.3.2 Students Benefit

I've had a lot of learning opportunities because to GREY Global. I've studied marketing tactics and how to put theory into practice. Doing tasks as scheduled and adhering to the project's schedule. With the constant strain of the job, I learnt how to handle clients responsibly and establish a professional connection with them during my internship. Additionally, I discovered how to keep up positive, sophisticated, and productive relationships with my coworkers.

Throughout my internship, I added my own original ideas and plans and carried them through. I gained a lot of experience during my time as an intern at Grey by observing my seniors, supervisors, and peers deal with clients and carry out original ideas. To make official preparations, I observed how they did it and did likewise. Throughout my internship, my superiors have been a huge source of motivation for me. Any student's life is significantly impacted, in my opinion, by the chance to complete an internship. The talents show themselves in a student's daily life. Students can apply the theories they have learned over the course of four years through internships. Every student must successfully complete their internship because it is the first step in the career life.

1.3.3: Problems/Difficulties faced during the internship

Case 1

After witnessing the finished product, our clients usually change their minds or have a different perspective, and they will give feedback as quickly as feasible. This creates a challenging situation for both the creative team and the customer care team. We have to give up our free time or other commitments so that we can work on the feedback as quickly as feasible. Even if you are engaged or out of the office, you must make crucial adjustments at the end of the day.

Now that everyone has a phone, copywriters are under pressure to provide whenever and wherever they can. This usually results in 12- to 16-hour late-night shifts.

Case 2

In an agency, working beyond hours has been the norm. However, avoid working an additional two to three hours. I frequently stay till 12 o'clock after 11 o'clock. And on some days, I stayed up late working on pitches. My teams also stay behind without getting paid overtime, in addition to myself. My physical health was impacted by this; on some days, I would feel quite

worn out and would wind up canceling any arrangements I had. My team and I worked late into the night during Milo Pitch to create concept notes, make copies, and captions, as well as to re-brush any modifications that had been made during meetings. It is quite dangerous for me to go home at such hours as a women.

1.3.4: Recommendations for future internships

Completing internship is a crucial component for a student's education and opens up better employment opportunities later on. Even though it can be challenging to maintain a work-life balance. However, I tried my best to maintain a balance between my professional and personal lives. Future internships could benefit students by allowing them to demonstrate their skills, get experience, and perhaps open up more doors of opportunity. The strain in the workplace is growing daily, therefore everyone who must contemplate a course with an internship should plan early. Regular office hours are not observed in agencies, which makes for a very flexible time and schedule. Anyone interested in working for an agency should be aware of this.

Chapter 2:

Organization Part

2.1 Introduction (Objective, Methodology, Limitation)

2.1.1 Primary Objective

This paper is about how I use the marketing principles I learned over my four years of undergrad and it serves as a milestone for my time at Brac Business School.

This paper is based on what I saw while I was an intern at Grey Dhaka.

2.1.2 Secondary objective

The report's next goal is to compile all of the business procedure words into a single document. Additionally, this study establishes a link between the ideas and actual operations and distribution in the marketing platform. In the report that provided a grasp of how to put the words that were taught in the courses by Brac Business School's marketing department, real-life experience is also discussed.

2.1.3 Limitation

The period of internship only lasted for roughly 3 months, which defiantly was little time to see various areas of the marketing industry. Additional time would have led to more opportunities in this field because the time available was constrained and limited. Physical observations were not possible due to the epidemic, which made it difficult to comprehend work life and field activities. The timing was not fixed at office and with the work pressured there were many things that I couldn't learn in depth from others much as everyone was busy with their work.

2.2 Overview of the Company

2.2.1 Introduction and history of Grey Group

Advertising and marketing firm Grey Group operates internationally. They have their main office in New York. With 10,000 staff, they run 432 outlets in 154 cities throughout 96 countries. In the garment area of New York City, Grey Group was initially launched as a one-man, one-room retail store. One of the greatest global networks of advertising and marketing agencies is now owned by Grey Group. Lawrence Valenstein and Arthur C. Fatt established Grey Studios, a direct marketing business, in 1917. This is how Grey Global Group first came to be. Grey Advertising, an evolution of Grey Studios, was created in 1925. The GREY Global

Group is responsible for a number of branded autonomous business divisions in the communication industry, including digital marketing, targeted marketing, public relations, public policy, brand development, product promotion and customer relationship management.

2.2.2 Grey Bangladesh

The first and only true multinational advertising company in Bangladesh is GREY Advertising Bangladesh Ltd (GABL), which serves as the Grey Group's headquarters in Bangladesh. Being a steadfast adherent to the global ethos of producing "Famously Effective" works, Grey Dhaka has grown to be the country's most celebrated and sought-after agency. With just 4 employees, Grey Dhaka launched as the first multinational agency in the nation in 1996. Currently they have over 150 members. Grey is not just the finest creative place but , they are also in the second place when it comes to revenue. They are now leading the advertisment industry in all the service areas. Big corporations including Grameenphone, Coca-Cola, Pran, Symphony, Nestle, ACI, Perfetti Van Melle, New Zealand Dairy Bangladesh Ltd., and others use the services of Grey Dhaka. More than 50 domestic and international clients are now being served. GREY Bangladesh Advertising Ltd. presently provides services like ATL, BTL, PR, digital, event management, and more. GREY Bangladesh Advertising Ltd. presently provides creative advertising, digital activation, , radio ads for shoppers, production and other services.

2.2.3 Vision, Mission, and Goals

Mission:

Being a top-notch, globally integrated communication business that builds and strengthens customers' brand values.

Vision:

We will create ideas for leading brands—concepts that appeal to consumers' hearts and minds and inspire brand loyalty.
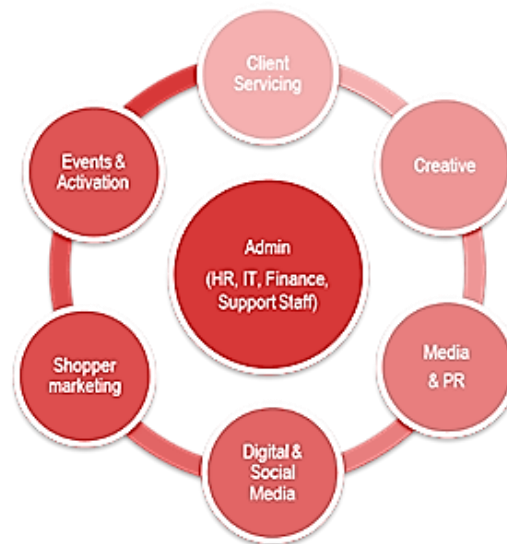
Objective:

To assist the client's brand in moving from its current state to its desired state in the future.

2.3 Corporate Departments

Grey Dhaka has six core service departments. All departments are linked and collaborate closely

with projects to attain its goals.

2.3.1 Department of Creativity

Grey Dhaka's Creative Department strives to create unique concepts while upholding exclusivity and top-notch materials. They have one of the most creative and passionate teams in the country. The department of digital marketing might have one team, the department of above-the-line (ATL) marketing might have another, and so on. Teams from Grey's creative department are spread out around the company. The creative team includes copywriters, visualizers, and graphic designers. How many copywriters, visualizers, and graphic designers each team needs depends on how many clients and accounts each department manages.

2.3.2 Customer Service

Grey Dhaka's Client Servicing section is in charge of reaching out to clients and developing trusting connections with them. Customer support agents serve as a link between clients and

the creative department, where all content is created. Customer service representatives are essential in Grey Dhaka because they identify the needs of the customer and determine how to meet those needs.

2.3.3 Public relations and media

Grey Dhaka's media and public relations division manages a range of advertising campaigns across all media platforms, including digital, TV, radio, billboards, guerrilla marketing, posters, magazines, newspaper insertions, internet banners, and everywhere else an advertisement may be placed for a price. How widely an advertisement is distributed depends on how much exposure and knowledge the consumer needs or wants.

The division of media and public relations assists clients in finding the services they require for their advertising requirements.

2.3.4 Shopper Marketing

Grey Shopper Marketing Dhaka is a futuristic interpretation of ATL marketing that encourages customers to make larger purchases by artistically packaging consumer products and services. They devise and use a range of techniques to persuade customers to purchase the client's items. Customer service is another job they have.

2.3.5 Events and Activation

Grey Dhaka's Events and Activation branch regularly collaborates with companies wishing to engage target audiences and customers directly. To spread the word and spark conversation about new products and services that the client might wish to provide, they launch a number of marketing campaigns and events. Activation and events are excellent ways to increase client awareness.

2.3.6 HR Department

The HR division of Grey Dhaka assists in identifying the top applicants for the open positions within the organization. They strive to motivate their staff. In addition to conducting evaluations in collaboration with line managers to determine whether to promote an employee or hire an intern, they are responsible for supervising the compensation and benefits programs for employees.

2.3.7 Finance Division

The finance department at Grey Dhaka works with the various teams to deliver invoicing to the client in accordance with a purchase order. A purchase order must first be issued and sent to the finance department before working for any client may begin. The financial department must receive a number of documentation before the client can pay the charge. After that, the finance department calls the client to collect the past-due payment.

However, as the company respects the decision of their higher authority they could not disclose the sensitive information of their financial division.

2.4 Operational Details

2.4.1 Country Operation

GREY is a company that appreciates the discipline of financial, personal, and strategic thinking.

It is always the goal to improve the client's experience while questioning accepted communication conventions and introducing fresh approaches. Each participant and the functional group leaders are accountable to the group for decisions made. Every team begins with an Executive, who is followed by a Manager, who reports to a Director. Both the customer

service and the creative teams use this lean methodology. This helps to foster cooperation, self-control, and a proactive management approach.

The management of the Directors of Client Service is the responsibility of two Assistant Vice
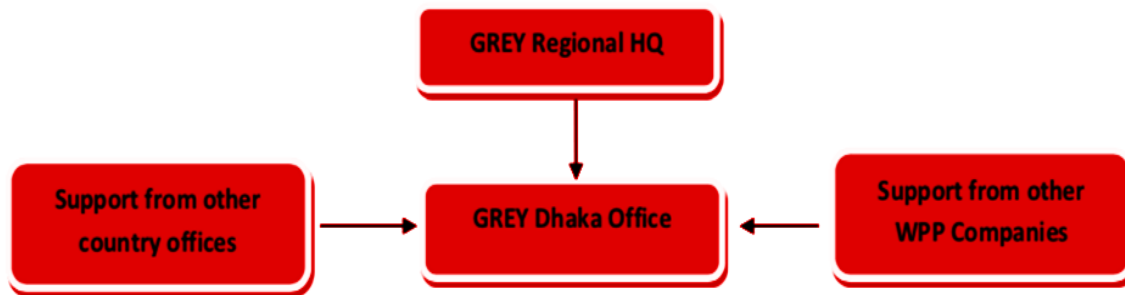
Presidents. The Managing Director, who also holds the position of the country's Creative Director, is in charge of the Assistant Vice Presidents and Associate Creative Directors. He is also in charge of managing the country's finances, administration, and strategic planning.

2.4.2 Structure of Operations

By receiving various honors and being named "Agency of the Year" more than nine times, Grey Advertising Bangladesh Ltd. has established a standard in the regional advertising industry. Grey strives to produce works of superior quality on a global scale and to compete in the advertising industry. Grey Advertising Bangladesh won two Cannes Lions this year..

2.4.3 Corporate Social Responsibility (CSR)/ Philanthropic Activities

Grey has become one of the largest healthcare marketing firms in this globe.

The Healthcare Group gives consulting, training, marketing, online patient contact, public relations and physician loyalty programs for the pharmaceutical and healthcare section. The

perfect professional and consumer branding and marketing communications are another service offered by Grey Advertising Bangladesh Ltd. to local and international businesses.

2.5 Market Analysis

2.5.1 Market Competitiveness

The main call to action for Grey is to draw in clients and carry out events and activations in an unusual manner. Competition results from other agencies attempting to carry out comparable tasks. However, Grey has developed its own brand identity and has operational skills that are their key competitive advantages. The advertisement firm also has relationships with outside organizations aid in the production of different events and the successful execution of activations. Grey's major goal is to satisfy its customers. A competitive edge for the business over other marketing organizations is the constant praise from clients for their work. As a result of other agencies' unique characteristics, the rivalry is still fierce in the market. Despite the fact that marketing agencies in the same field compete with one another, occasionally it is possible to observe corporate partnerships that result in amazing community events.

2.5.2 SWOT Analysis

Grey has become one of the top advertisement firm in Bangladesh. Like any other firm it has its strengths, weaknesses, opportunities and threats.

Strength:

Grey is one of the largest buyers of media space in Bangladesh. They have strong brands as their clients. Not only that, Grey is the 2nd largest buyer of TV airtime. Which makes them stand out among any other agencies. They are also the largest buyer of Outdoor space. Being one of the top agencies of Bangladesh and recognized around the world Grey has the biggest clients like Grameen phone, NZDP, Coacola, Bashundhara, Fresh etc. It was possible because they have very strong, passionate and creative teams. Who work day and night with their innovative minds to make each of their projects stand out the most. Due to such remarkable achievements Grey has Global brand value that is one of their biggest strengths as a Global agency.

Weakness:

Among thousands of brands it is difficult to make each content unique. Thus Grey does face lack of data authenticity in some of their contents. However it is very rare. Being a marketing agency sometimes skilled human resources in the advertising/media field is lagging behind in

the firm. Another weakness is in most cases in the absence of an evaluation metric, clients rely on their agencies' intuition when it comes to the placement of their ads.. Thus it is a very sensitive work to do and to meet the client's expectations well.

Opportunities:

As a global firm Grey has immense opportunities. As clients moving out of monopolistic mindsets especially local ones. Thus they are hiring more agencies to look after their marketing part professionally. The trend was to have in-house capabilities but now agencies with creativity has more scope. Emerging categories'- Insurance/ Telecom/Retail are now more reliable for their marketing on agencies for specialization – Integrated offerings to the market. Thus being a global firm Grey has many opportunities to grab.

Threat:

Many startups are seen in the agencies. Especially in the marketing sector. Which has created high competitiveness. Not only startups but other well-known agencies like, Asiatic, Btopi etc. Due to the pressure it has defiantly become a threat for Grey too even though they are a global brand. As a marketing agency while creating new ideas law related issues regarding copyrights and plagiarism is a threat.

2.6 Conclusion

With just 4 employees, Grey Dhaka launched as the first multinational agency in the nation in 1996. They now have a staff of more than 150 people. Grey is not only the top creative firm, but they also rank second in terms of income and are the market leaders in all service sectors. Grey has made a significant impression on the world. To give clients the best productions and pitches, the various divisions work together. They are able to rank among the top marketing firms in Bangladesh because to their advantages.

2.7 Recommendation

The office hours at Grey are from 10.30 am to 6 pm, but most of the time they go past that. I realized this throughout my time there. The work hours and schedule are extremely busy, which has an impact on performance as a whole; this issue needs to be taken into account. It's also important to consider the organization's human resources. To satisfy the demanding client demands on time, more personnel are needed. The pressure would be distributed across more team members, which would facilitate a speedy task completion. Although a transportation facility is required, some employees regularly experience problems getting to the office.

Chapter 3:

Project part: An overview of SAVLON rebranding from Grey's perspective.

3.1 Introduction

This section of the paper consists of the background or literature review, objectives and talks about the significance of the research. Furthermore, chapter three also consist of the methodology, findings and analysis and finally conclusion and recommendation.

3.1.1 Literature review

Changing a brand's qualities, such as its logo, name, color, and values individually or collectively, is known as "corporate rebranding." (Muzellec & Lambkin, 2006:805; Merrilees & Miller, 2008:538; Bolhuis et.al, 2018). It interferes with the brand's vision, culture, and image alignment, all of it is essential for success in the industry. (Hatch & Schultz, 2003). This may have an impact on stakeholders' opinions of an organization and the equity of the business

brand (Merrilees & Miller, 2008; Stuart & Muzellec, 2004). For this study conducted it is crucial to understand the importance of rebranding and the sole purpose of it. Rebranding is a very time consuming and long process for any brand to introduce themselves in a new manner.

For any brand it is very important as they are introducing themselves in a new way to their audience. Koku (1997) describes multiple causes for rebranding or re introducing. According to him more businesses are rebranding nowadays, and the motivations may include mergers and acquisitions, new company ventures, or gaining a competitive edge. Stuart and Muzellec (2004) suggest A range of rebranding process, from simple tagline or logo evolutionary changes to revolutionary changes incorporating element names, logos and taglines. According to them, there are 3 types of category changes made by corporate rebranding. Changed company name, logo and slogan. They suggest that permutations possible are a) name and logo, b) name, logo and slogan, c) logo only, d) logo and slogan, e) slogan only. According to them, an evolution of the brand will occur from altering only one of the aspects, whereas a revolution will result from changing the name, logo, and slogan all at once. Two aspects make up rebranding. Here, Evolutionary rebranding is about minor changes in product or brand positioning. On the other hand, a design name or logo that reflects a significant shift in a brand's positioning is known as revolutionary. (Muzellec and Lambkin , 2006). (Lomax and Mador, 2006) provides types of branding options focusing on if the brand name will be new or existing, as well as the brand values and qualities will be new or existing. Reiterating, redefining, renaming, and restarting are how they define the alternatives. Name and values are consistent in repetition and speak to client demands. When values and characteristics are redefined, they are modified to address either internal or externally detected problems. They are consistent and meet client needs if nothing is changed. Here, if the both are new, then it is re-starting (Ahonen, M ,2008). Goi and Goi(2011) said that rebranding completely changes the product's appearance, and the previous identification is typically forgotten. Rebranding can be either

preventative or remedial. Reactive rebranding happens in response to circumstances, but proactive rebranding happens when businesses desire to seize future chances and grow profitably. (Susan Gunelius, 2013).

3.1.1.1 Rebranding Process Models

The most important studies regarding branding was done by (Balmer et al., 2006; Muzellec et al., 2003; Stuart & Muzellec, 2004) who proposed the term 'rebranding mix.

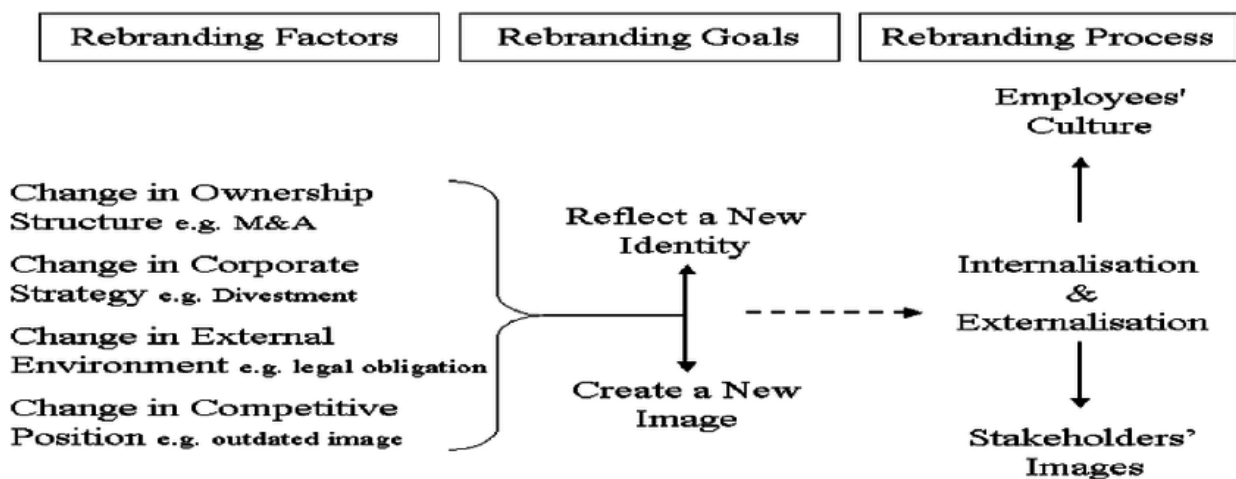**Figure 1. A Model of the Rebranding Process**

Firstly the rebranding process model (Stuart & Muzellec, 2004) follows 3 stages in the model. First one is rebranding variables. The second one is the rebranding objectives, and lastly the rebranding process, that can be seen from the given figure above. Image and the development of a new identity are the two main goals of these rebranding efforts.

This model emphasized significance of internal stakeholders' or internal workers' participation in shaping the social or cultural image as well as external partners' or stakeholders' participation in shaping the image. To better comprehend the fundamental ideas of rebranding, this model has made a substantial overall contribution.
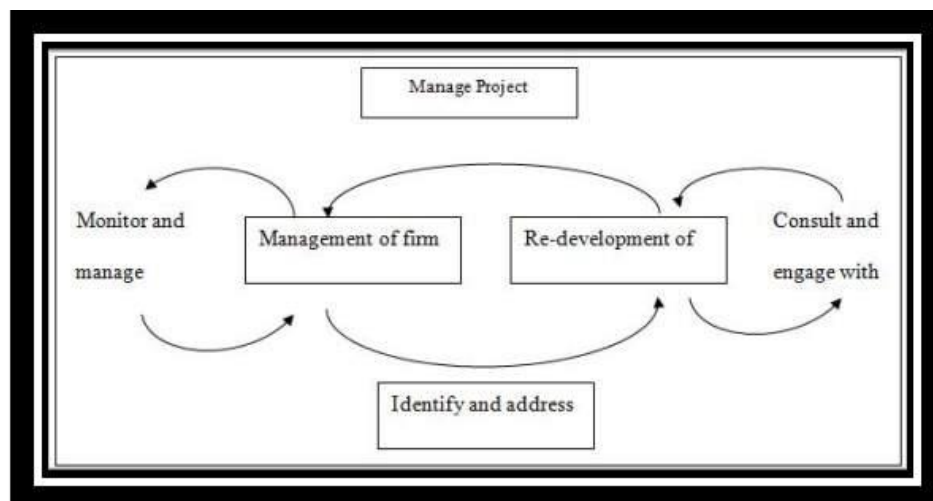

Figure 2. Integrating Conceptual Model of the Rebranding Process

The study underlines the significance of internal and external stakeholders' involvement. Finding and addressing the underlying cause that led to the need for rebranding is the first stage in the rebranding process. The action is comparable to Muzellec and Lambkin's research, which identified rebranding choices as a deciding factor. Evaluating the original brand is the second phase in this rebranding procedure. The following step is to choose whether rebranding should focus on building a new image or increasing staff engagement. The last stage differs from Muzellec and Lambkin's model in that monitoring, controlling, and follow-up are handled by the project management team. This rebranding initiative is undoubtedly a strategic choice.

Although it has been acknowledged that building brand equity through rebranding is crucial for effective brand management, this model does not explain how it works.

The conceptualization of the notions was not looked at, nor was the rebranding concept examined in depth in this study.

3.1.1.2 Repositioning

According to Rosenthal (2003) repositioning and rebranding are two unique aspects. As it is basically done in consumer's mind whereas rebranding is a new image of a brand that brings changes in consumer's view and perception. Repositioning is the ideal tactic for businesses to reposition themselves in the market as consumer demand and product offerings change. People who oppose repositioning react negatively when a corporation repositions itself again, according to studies (Terse Norlander, 2007). If clients find the brand monotonous and uninteresting despite the existence of many integrated marketing communications, repositioning may be necessary to attract them and establish a new and improved identity in the market (Anja H. Bjorkdhal, 2004).

3.1.1.3 Brand loyalty

The decision to regularly buy and repurchase a product from a brand, whether made consciously or unconsciously, is known as brand loyalty (Wolfe and Ferland). Brand loyalty gauges how strongly one brand is chosen in comparison to other brands that provide the same product or service, based on price sensitivity and frequency of purchases (brandchannel.com, 2006). A company entity becomes stronger and is able to increase its market share thanks to the brand loyalty of the target market. Attempting to snatch clients away from other brands has altered from the prior norm (Kapferer, 1992).The current focus is on keeping a brand's current clients and coming up with strategies to prevent them from switching to another attractive offer.

The attitudinal component is a favorable attitude toward a brand in comparison to competitors, whereas the behavioral component is related to the frequency of purchases (Sheth and Mittal, 2004). The foundation of all anticipated strategic marketing strategies is consumer brand loyalty (Kotler. 1994).

3.1.1.4 Brand Equity

Brand equity is very important in business practices, academic research, and brand management as a whole. (Kim et al. 2006). A company can differentiate its products through brand equity to achieve a competitive advantage, which boosts cash inflows (Yoo et al 2000; Aaker, 1991). A structural framework developed by Aaker (1991) suggests when a company's brand equity is strong, it adds value for both the company and its customers. As the value of the company grows for the customer, so does its value. According to Aaker, positive brand equity has a long-term great impact on the business. Keller (2002) says, powerful brand equity enhances consumer perceptions of a product's performance, boosts brand loyalty among consumers, reduces brand vulnerability to rivals' marketing tactics and business crises, opens the door to higher profit margin creates an inflexible market when the price increases, facilitates upgraded trading and global support, boosts the efficiency of marketing sector, and brings about all of the aforementioned benefits.
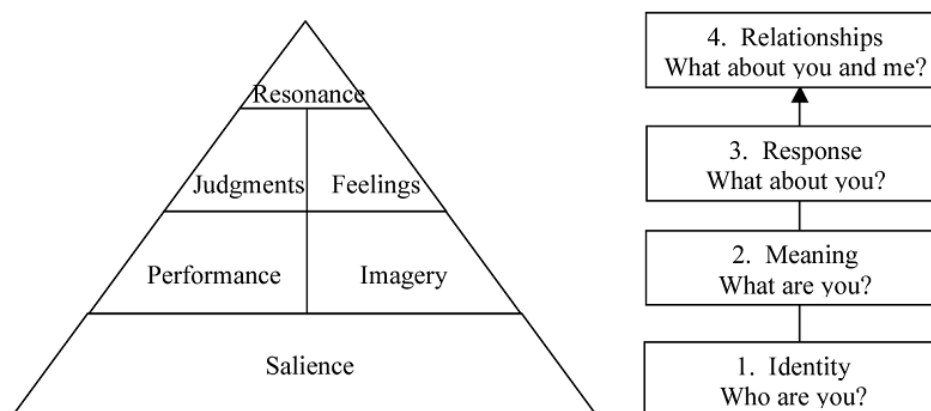

Figure: Keller's Brand Equity Model (CBBE Model)

3.1.2 Objective

Broad objective

The elements of rebranding and how it makes a brand successful and more attractive to the audience.

Specific Objective

1. The secondary objective of this paper is to gain knowledge about rebranding.

2. To understand the gap of effects that happens when an existing brand goes for rebranding with the purpose of better customer response and success in the market.

3. How rebranding puts an impact on the brand itself.

4. Importance of rebranding and why it should be done.

5. The responsiveness from the consumers side due to rebranding.

3.1.3 Significance

This research paper is significant in many ways, especially for the brands that need a revamp in the market. This study will explore the facts of maintaining the freshness of a brand. It will talk about how the design trends have a significant impact on current or future clients who view the business and everything it has to offer and why rebranding for some brands is important. For any brand, competitiveness is a weakness. In this to keep their brands interesting and appealing to the consumers they might need to take some steps. Like rebranding it either fully or partly. It adds value to the brand while making it attractive and more meaningful to the market. This report will be very significant for the brands that are lagging behind and needs innovation to stand out in the industry.

3.1.4 Future scope

Rebranding each brand depends on many factors. However, It can definitely put a great impact on the brand that has lost its importance in the market. With rebranding brands can get a new opportunity to attract customers. It can draw back the lost attention. With rebranding companies can become even more successful than they already were. It helps to establish their value position in the mind of their target audience. Thus, Rebranding for any brand can open new doors of success for them in their future. So sometimes for brands it gets crucial to rebrand or revamp their existing brand and introduce it to the audience in a new manner.

3.2 Methodology

The three main categories of research are qualitative, quantitative, and mixed. Market research that uses open-ended and conversational participation is known as qualitative research. Since respondents are probed and questioned based on their responses, qualitative research methods provide in-depth analysis of the respondents' motivations and emotions. It gives an insight of market research to understand how target audience makes their decisions. In order to reveal a target audience's actions and viewpoints in regard to a certain subject, qualitative research techniques are designed in a certain way. For this study Qualitative research was conducted through interview sessions. Here 3 persons who was directly connected to the project of Savlon's rebranding was chosen for the interview. The Creative director and my supervisor Md. Reazul amin, Art director Abir Karmakar and creative copy writer Mehreen Kabir as they were a big part in this project. The interview was taken in three separate days. through this interview a lot of data was collected however few information like the rebranded products could not be revealed due to confidential issues.

3.2.1 Interview

A variety of techniques are used to collect data, including focus groups, observation, interviews, semi-structured interviews, and structured interviews. But because of time and financial restrictions, this study will use semi-structured interviews. A semi-structured interview is one in which the interviewer only poses a select few predetermined questions; the remainder are not planned in advance. They allow for both unbiased candidate comparisons and impromptu discussion of topics pertaining to that specific contender (Pollock, 2022). This analysis gives an overview of the rebranding process of Savlon.

3.2.2 Sampling strategy and Sample Size

The population is first divided into subgroups (or strata) that share a characteristic in stratified sampling. For this study this technique was used to separate the group of people who are at the core of this project and interview them with several questions. Also it improves the accuracy and representativeness of the results by reducing sampling biasness.

3.3 Findings and analysis

3.3.1 Interview 1

The first interview was taken from the associate creative director Md. Reazul Amin. This projects was under his team and instructions thus he is a key person for this segment. Here I asked him sets of questions. My first question was *"Why is Savlon such a renowned brand is doing rebranding?"* He answered, *"even though it is a renowned disinfectant line, all its products are not in the right position. We as a marketing agency it is our duty to help a brand to be constructive so that it can set well in consumer choice. Grey being the leading company makes sure to put 100% effort to any project so it is doing for this brand too. Thus bringing the*

products under an umbrella and representing them in the right way is important." With my other questions I he explained *"rebranding is a long process, which takes time and the designs and all the other aspects of it requires to be on point. Designs and ideas get a lot of feedback, so it needs be redone or restructured several times. That's why our rebranding Savlon is still under process."*

From here we can find out about the process of rebranding and how important it is for a brand. As the rebranding process was not complete yet I could not gather more information from him. Which let me my next interviewee.

3.3.2 Interview 2

The next interview was conducted with the art director of the project Abir Karmakar. He was doing all the Facebook and digital posts designs with creativity. I asked him about the details of the designs. He said "we are redesigning the packaging for this project to give each product more meaning and to make it more attractive." Then he added by showing a Savlon soaps new proposed packaging *"For instance, this design only had the brand name and logo to it. However with our innovative thinking we are bringing a new idea. The idea is about how our mothers are most concerned about our health and she is always right. Thus we went for its logo redesigning. We are making the "V" of the word Savlon look like a tik mark. This means the right disinfectant soap just like the right decisions of our mother. So now the logo has more meaning to it. Just like that we are making all the products look unique and meaningful. Then the Baby wipes now will come in more sophisticated and convenient packaging. Just like this step by step with creative ideas we will be rebranding the whole line."*

From this interview we could analyze that creativity and innovative thing is also a key to rebranding process. A change in packaging and logo is able to make a brand more meaningful

and interesting. Here I could not add any pictures of the proposed designs as it is not launched yet and it is confidential for the client.

3.3.3 Interview 3

My last interview was done with the Copywriter for this project Mehreen kabir. She interpreted a lot about rebranding and how it helps a brand. However only change in ddesign can't put an impact of rebranding the delivery of correct message is also important. She said *"For this rebranding process few TVC, OVC will be shot in future. To make the concept more interesting I will be writing different scripts to introduce the products in a more appropriate way. Not only that, while doing the content plan new ideas and innovative concepts and copy, captions will be introduced to the audience to get the most reach out of every content. This will help to build the brands pillar and represent it in a distinctive manner."*

From this interview I understood the importance of delivery of any content and how much effect it carries towards rebranding. As rebranding is a big thing to do it does requires a lot of time thus any future contents were not decided by the team yet.

3.4 Summery and conclusions

This research paper consists the interviews taken from the savlon rebranding project members and proper literature review with relevant sources. With this the research objectives were met. Where the rebranding process was described. The importance of rebranding and how it effects the brand image. It also indicates how consumer perspective and their decision making process can change with the new packaging, designs and other innovative touches. With the interviews a great insight was gained which met with the broad and specific objectives of this research paper.

3.5 Recommendations

As primary research was done for this study there were many limitations. Like confidentiality of the projects. That's why a full detailed interview was not possible. It would have been good if more details could be obtained.

Grey being one of the leading agencies they always put out innovative and big ideas. That sometimes the clients are unable to understand. So it's important for them to keep the ideas out of the box yet easy to understand.

Due to office rush the interview was only conducted on three people. Few more participants could have given more insights to this study.

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