

**Internship Report on**  
**“Analyzing the Digital Marketing Scenario at Asiatic EXP”**

By

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Student ID: 17104007

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

Brac Business School  
Brac University  
September 2022

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## **Declaration**

It is hereby declared that

1. The internship report submitted is my/our own original work while completing my 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 complete and accurate referencing.

3. The report does not contain material that has been accepted or submitted, for any other degree or diploma at a university or other institution.
4. I/We have acknowledged all primary sources of help.

**Students' Full name and Signature:**

Sanjana Subah Ophelia

ID: 17104007



**Supervisor Full name and Signature:**

Rahma Akhter

Senior Lecturer, Brac Business School

Brac University

## **Letter of Transmittal**

Rahma Akhter

Senior Lecturer

Brac Business School

Brac University

66 Mohakhali, Dhaka-1212

Subject: Internship Report Submission

Dear Ma'am,

It gives me great pleasure to present my internship report, which I was assigned at your request, under the heading “Analyzing the Digital Marketing Scenario at Asiatic EXP”

I have done my best to complete the report utilizing the knowledge I have acquired while working at Asiatic EXP and the suggested recommendations in a substantial, concise, and thorough manner.

I have faith that the report will fulfill expectations.

Sincerely yours,

Sanjana Subah Ophelia

ID: 17104007

Brac Business School

Brac University

Date: November 27, 2022

## Non-Disclosure Agreement

This agreement is between Asiatic EXP and myself as a BRAC University student, and I have been granted permission to use the data for my report titled “Analyzing the Digital Marketing Scenario at Asiatic EXP,” which will not be distributed anywhere other than my report work and presentation.

In my report, I used Asiatic EXP's fundamental and business information, as well as data authorized and instructed by my organizational supervisor. After receiving approval from my organizational leadership, I used all of the material for my report.

The organization acknowledges that in order to meet the requirements of the course in which it is enrolled, the applicant must give an in-depth presentation about the project, and that this application contains information about the company to the audience that has not agreed to keep it confidential. Confidential information has been avoided thanks to Asiatic EXP. Except by a formal document signed by each party, this Agreement cannot be changed.

Title of Report: Analyzing the Digital Marketing Scenario at Asiatic EXP

Name of Company: Asiatic EXP

Supervisor Name: Nandini Saha



Address: House 136, Road 13B, Banani, Dhaka

Name of the Student: Sanjana Subah Ophelia



## **Acknowledgment**

Firstly, I would like to express my deep gratitude and gratefulness to Almighty Allah for giving me the patience and strength to complete this report. I'd like to thank my organization, "Asiatic EXP," and on-site supervisor Nandini Saha for allowing me to work and guiding me throughout the internship countless times, making it a fruitful learning experience to build a career on. I was fortunate to have a positive work environment with supportive co-workers who also helped me grow.

I would like to express my sincere appreciation to my supervisor, Rahma Akhter, for not only the unceasing support and supervision but also for the patience she showed in guiding me to finish this report. My faculty has given suggestions and directions that were precise and clear, making it possible to apply a great deal of spirit to complete the report properly. It gives me an unbelievable sense of relief to be able to complete this report with Ma'am, as this report marks the end of my Bachelor's Degree, and I couldn't be happier that Rahma Akhter was my teacher to help me appropriately mark this end.

Lastly and most importantly, I would like to mention my parents and friends as they played a great role in helping me complete my undergraduate degree. I have witnessed the sacrifices they made, especially during this pandemic, to finance and provide resources for my education. I am thankful to them every day.

## **Executive Summary**

I created this report based on my three-month internship at Asiatic EXP's Strategic Planning Department. I had to take the Bus 400 internship course because it was a prerequisite for my BBA degree.

This article includes an introduction as well as a brief overview of the company's profile. The company is described in great depth, and its goods and services are examined. The final sections provided a summary of my internship experience. All of the material offered here is my own opinion based on my experience as an intern. In this section, I talked about the responsibilities I was assigned at work and the culture there. My views and personal thoughts on how I have pursued my internship are included. I concluded the paper by summarizing my research and conclusions on the subject I had chosen.

In the last three months, I've learnt a lot about experiential marketing and bringing ideas to life. The company showed me how to plan a campaign, an event, and an activation for various goods, businesses, and organizations. Using the knowledge I gained during my internship, I sought out issues and suggested potential improvements.

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## List of Acronyms

KV	Key Visual
AV	Audio Visuals
AEML	Asiatic Experiential Marketing Limited
ATL	Above The Line
BTL	Below The Line
KPI	Key Performance Indicator
VP	Vice President
DMA	Digital Marketing Awards
AR	Augmented Reality
VR	Virtual Reality
AI	Artificial Intelligence
MR	Mixed Reality

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## **Chapter 1**

### **Overview of Internship**

#### **1.1 Student Information**

This section will describe the necessary information about the person completing the report. The report is written by me with the purpose of completing my graduation from Brac University.

##### **1.1.1 Name & ID**

This is Sanjana Subah Ophelia, a student of Brac Business School, Brac University. I started my journey as an undergraduate student in 2017 with the ID: 17104007

##### **1.1.2 Program & Major**

I have chosen BBA as my area of study. I've made the decision to major in both Marketing and Computer Information Management in order to graduate from this program. I discovered that I was more interested in the marketing classes, so I applied for a job at an agency to continue this career path and base my report on this major.

#### **1.2 Internship Information**

Finding an internship that fit my interests by the time I was in my last semester was fairly difficult for me. I was fortunate enough to be called for my interview and find an opportunity by August 2022 and actively started working from September 2022 when I joined as an intern in their Strategic Planning Department.

**1.2.1 Period, Company Name, Department, and Address:** I have started my internship from 1st September 2022 and completed on 1st December 2022, in their strategic planning Department as an intern. Asiatic EXP's office is located on the 3rd, 4th, 5th, and 7th floors of House 146, Road 13B, and Banani Dhaka.

**1.2.2 Internship Company Supervisor's Information:** My supervisor was Nandini Saha, the strategic planning supervisor of Asiatic EXP. She has been working there as the line manager and has other interns like me under her supervision.

### **1.2.3 Job Scope - Job Responsibilities**

Asiatic EXP has appointed me with some pivotal responsibilities which were not a substantial amount of duties at the beginning but have gradually built up with time. Additional crucial tasks were given to me to handle when I was able to prove a cautious and sincere way of working and completing assigned works in the given time. My appointment letter fully specified the following as my duties-

- Making plans using PowerPoint for the projects assigned.
- Participating in pitches and working on deck submission as per the brief.
- Giving creative briefs to the creative team.
- Actively participating in ideation meetings for projects.
- Attending and documenting assigned meetings.
- Managing various teams from various departments and keeping them focused on their assigned project or brand.
- Keeping track of all projects assigned to the team.
- Making sure deadlines are met by all members of teams.
- Managing multiple clients' BTL campaign plans when assigned.

### **1.3 Internship Outcome**

#### **1.3.1 Student's contribution to the company:**

As a result of the jobs I had to do, these were my contributions to the firm. My duties included the following, but weren't limited to:

- Doing any responsibilities assigned to me by my boss
- Arranging and overseeing routine meetings
- Provided several innovative ideas and created plans for several projects.
- Taking meeting minutes of meetings that I'm assigned to attend
- Briefing, debriefing, and brainstorming sessions with the team
- Attending shoots and events for assigned brands

#### **1.3.2 Benefits to the student:**

I have gained knowledge of the advanced techniques for strategic planning by utilizing a variety of ideas, the most of which were extensively discussed by the team. The internship helped me improve my communication abilities from a professional standpoint, demonstrated the importance of time management through working cycles, taught me how to collaborate well with others, and showed me that gaining work experience is a continuous process for one's professional development. I had the opportunity to directly work on projects for many corporations and government events. I was assigned to make plans for the project, where I had to lay out the entire project with innovative ideas and strategic branding components. I also got to experience projects where brand activation was required and learned a lot about how brand activation is done. Being part of a really enthusiastic working environment, every other department also shares its learnings from different megaprojects. Learning from different departments and working closely with a variety of clients has given me a competitive edge for advancement.

### **1.3.3 Challenges & Difficulties**

Since it was my first official job and working for an organization like Asiatic EXP was new to me, it took me some time to learn how to utilize their tools, documentation, and database since certain projects took me longer to complete than others. As there are no official training sessions it took me some time to learn the whole concept about a strategic planner. The projects differ from client to client, and I sometimes had to work on multiple projects at the same time, which caused some confusion at first but helped me pick up the pace. I've progressively picked up and learned different approaches to BTL marketing and strategic planning over time.

### **1.3.4 Recommendations**

For someone who wants to closely watch how an agency functions and be a part of different projects, Asiatic EXP would be my recommended workplace to be part of. The firm is an excellent place to begin learning about marketing 360 from the ground up, and it serves as a springboard for future career advancement. However, the immense pressure might be too much for some candidates. If fresher's can keep up with the pressure, it's a great place to accelerate career growth that may attract great jobs in the future.

## **Chapter 2**

### **Organization Part: Overview, Operations, and a Strategic Audit**

#### **2.1 Introduction**

The fundamental concept of Asiatic EXP as an organization, its goals, and its strategies for employing different tools for specific accounts will be covered in this part of the report.

##### **2.1.1 Objectives:**

Writing this report was done mostly to commemorate the 3-month internship program and to finish the BBA program at Brac Business School. This report clarifies the lessons I've learned from the work experience I acquired after joining Asiatic EXP. Asiatic EXP was one of the few companies that adhered to appropriate strategy development and made the necessary early adjustments to the rapidly evolving digital world.

- Learn how to make strategic plans
- Learn about proper brief writing with the different types
- Learn to use and manage the agency documents and tools for assigned clients
- Managing all relevant departments' and working teams' work calendar
- Meeting the given KPIs
- Documentation of client meeting i.e. Meeting minutes

##### **2.1.2 Methodology:**

- Collecting and storing documents and data information using tools
- Client's websites, mobile applications, and social media channels
- Zoom meetings or Google Meetings
- Internship experience
- Class learning

##### **2.1.3 Limitations**

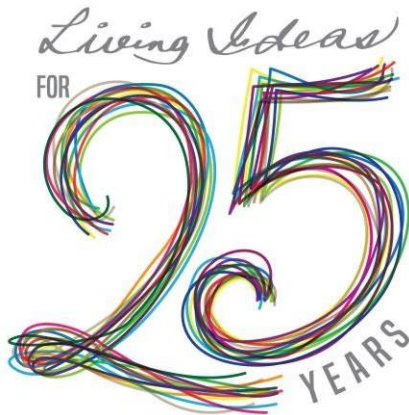


The internship position came with assignments but lacked some resources and had a complex work procedure, despite the company's proactive attitude and welcoming agency culture. I have thoroughly enjoyed most on-the-job training and tasks, however, some seemed unnecessary to me. Since each client had their own unique needs of service from the agency, the same or correct format for all clients seemed ineffective and a monotonous way of approaching.

#### **2.1.4 Significance**

The report includes details on BTL marketing strategies used recently by agencies.

#### **2.2 Overview of the Company**



The East Asiatic project officially began in 1966. Around that time, the group went under the name earlier brand comprehension was not as in-depth as it is today. They eventually evolved into the company known as Asiatic 3sixty. Asiatic 3sixty has emerged as one of the most significant and influential marketing correspondences companies in our country via relentlessly hard effort and innovation.

Asiatic 3sixty is the first firm of its sort to provide a comprehensive "360" solution for its international and local customers, growing from a simple idea to a fully-fledged marketing communication group. Its creation, Asiatic EXP, is the division of Asiatic 3sixty that gives ideas life. Asiatic Events Marketing, Ltd., which was founded in 1997, was a leader in professional event management and marketing in Bangladesh. The team of more than 70 dreamers has since worked in more than 64 districts around the nation. The free spirits behind this endeavor visualize, absorb, engage, and create as they strive for quality and flexibility to produce for their clientele a product that is both tangible and mystical. Details on BTL marketing techniques lately employed by businesses.

Asiatic has made many global collaborations and one of the most notable ones was the affiliation with J. Walter Thompson back in 1996. The organization was later named Asiatic JWT in 2005 and JWT is the fourth biggest advertising agency on the planet and works together in more than 90 nations with almost 10,000 representatives.

The AEML has led the way in Bangladesh's event management and marketing industry by going right to the country's center and collaborating with 64 villages to reach the furthest tales. As the first experiential marketing business in the nation, their philosophy, "Living Ideas," is a fitting description of what they can achieve. The organization has a lot of expertise in event management as well as on-the-ground management in Bangladesh, turning ideas and concepts into genuine experiences. Asiatic Experiential Marketing Limited, which is now commemorating 25 years of existence, is a well-known brand in Bangladeshi BTL marketing.

Asiatic EXP recognizes that there are a variety of ways to communicate with customers, and that each of these communication contact hubs need a tying-together strategy around which various orders may fill in for the brand as a whole. Asiatic has created and built a complete strategy based on that. Activation firms like Footprints and Asiatic Events, Media firms like Maxus, Mindshare, and Mediaedge: CIA, Broadcast affiliation Radio Shadhin FM 92.4, PR firms Forethought PR, Research firms MRC-Mode, and Communication are all currently covered by the office's comprehensive organizational structure Talking Point and Asiatic EXP.

As of now, there are 17 firms actively working under Asiatic 3sixty and Asiatic EXP is one of the most successful firms among them.

Bangladesh's marketing sector is heavily dominated by Asiatic EXP. Nearly 25 years ago, they set off on their journey across the nation. Major businesses, industrialists, marketers, trade groups, entrepreneurs, non-governmental organizations (NGOs) and government organizations, all highly regard Asiatic EXP.

The objective is to simultaneously exhale innovation and absorb inspiration. They firmly believe that innovation must be ongoing and continual in order to keep things interesting and eliminate anything that can be viewed as monotonous.

Digital marketing was a brand-new idea that had just lately become popular. Digital marketing is very new, so it's frequently disregarded. Most of the time, companies have to explain and inform their clients about the complexities of online social networking. Most consumers are aware of the benefits of web-based social networking and expect firms to reply to their contacts electronically.

The legality of Asiatic EXP has been established because of the demand for 360-degree marketing communication and the existence of a digital component. Asiatic EXP may be used for both practical and online purposes.



**Image:** The Veteran Late and founder of Asiatic- Aly Zaker

### **The brains behind Asiatic EXP**

- Chairperson: Assaduzzaman Noor
- Co-chairperson: Sara Zaker
- Managing Director: Iresh Zaker
- Chief Operating Officer: Mohammed Sayeem
- Executive Director: Farooque Ahmed

- Strategic Planning & Digital Innovations Director: Ahsan Ahmed Chowdhury
- Director: Nafiul Haque
- Manager: Nandini Saha

### **2.2.1 Vision**

Asiatic EXP aspires to be the industry's most innovative, socially responsible, and customer-focused experiential marketing service firm.

### **2.2.2 Mission**

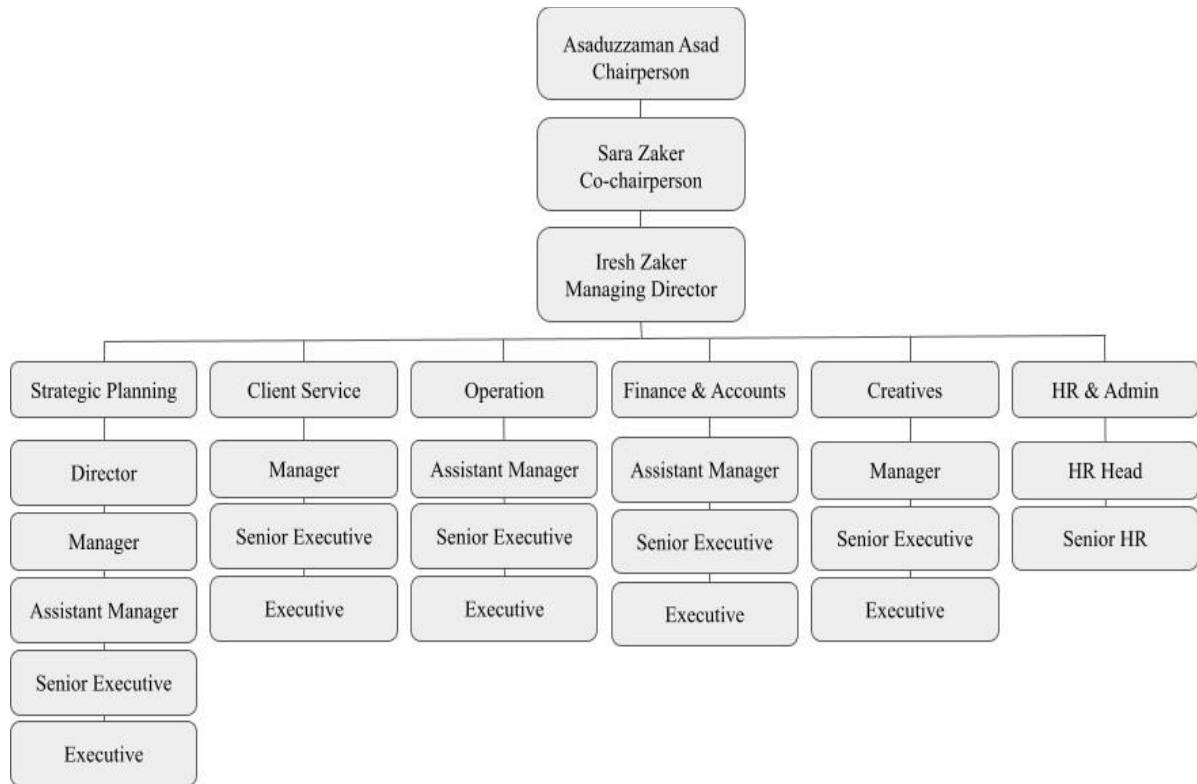
The mission of Asiatic EXP is to provide the required solutions to the on-ground and online marketing needs of the clients who thrive to attain their business goals through BTL platforms.

## **2.3 Management Practices**

### **2.3.1 Leadership**

Asiatic EXP has a simple hierarchical structure. And there is a very high hierarchy in the line of command. An area of the company is overseen by a BTL Chief Strategist, according to the organogram. A strategic planning head is in charge of several different clusters that fall under his purview. The leadership style is participative leadership and every member of a team actively participates in most of the decision making.

During my internship, I worked in strategic planning led by Ahsan Ahmed Chowdhury, who is the Director of strategic planning department. Every member of the strategic team had to attend two meetings a day to discuss projects, and all members' opinions were taken into account. The meetings will have ideation sessions, brainstorming sessions and sometimes general discussion about projects.



**Diagram:** Organogram of Asiatic EXP

### 2.3.2 Board Meeting

Since Asiatic EXP considers meetings as the cornerstone of progress, the allocated teams participate in frequent and lengthy meetings. Since the majority of work is project- or client-based, regular updates are necessary to provide clarity and help everyone work as a team to achieve the objectives. Numerous board meetings are held after hours to gauge the agency's rhythm because the directors are heavily active in running their separate departments. This meeting includes significant decision-making to subsequently update management and employees. Sometimes these meetings are held online for convenience and time savings. Every member is encouraged to actively take part in these meetings and be comfortable about sharing any opinions.

### 2.3.4 Office Environment

The workplace creates an environment of active engagement, energy, and friendliness, and the dress code is semi-casual. Employees are encouraged to wear masks at work, however, owing to COVID, in order to prevent infection. Employers often encourage all employees to voice their opinions at meetings, especially negative ones. No idea is ever a wrong one, according to a motto at Asiatic EXP. Apart from official work there are indoor sports setup in the office and musical corner where employees are free to spend time and enjoy their moments. This creates a very friendly and encouraging environment for the employees. There are also match/movie screening corners where many important sports matches are screened and sometimes movies are also screened.

### **2.3.5 Recruitment and Selection Process**

There are many stages of recruitment and selection process of AEML. First, they post about the job openings and collect CVs. Then they select their preferred candidate for a face to face interview session. In the interview session they thoroughly communicate and evaluate the candidates. After the interview they select 5-6 people to do a project relevant to the respective job candidate which must be submitted within a 24 hours' time window. Lastly, they select the best project executioner for a presentation session and the best presenter gets recruited.

### **2.3.6 Compensation System**

One of the drawbacks of Asiatic EXP is that they do not have a clear and decent compensation policy for their employees. Employees frequently work overtime without being compensated for it. There are not many non-financial benefits for the employees apart from health insurance, which also comes with many loopholes. Some employees are also not given basic financial support, like mobile bills.

### **2.3.7 Appraisal System**

Appraisal systems evaluate individual performance in relation to previously established objectives, establish future goals, and advise personnel on their professional growth and training requirements. They provide a foundation for future performance improvements and aid managers in identifying both accomplishments and shortcomings. However, there are no such formal systems that can potentially help the employees work better and understand their shortcomings. There are no

training sessions for new entrants or experienced employees, which ultimately hampers overall employee performance.

## **2.4 Marketing Practices**

### **2.4.1 Marketing Strategy:**

Asiatic EXP has been following many marketing strategies and few of them are discussed below:

- **Research:**

Asiatic EXP is one of the leading competitors of marketing agencies and they have been in the business for the past 25 years. They have dedicated many years to research the market and build their main features of their business and marketing strategy. They are also very focused on researching their clients before pitching which gives them an upper hand to promote them well and give them a competitive advantage.

- **Niche-Driven Projects:**

One of the best strategies of any fastest growing companies is targeting specialized sectors and becoming the irreplaceable leader of that industry. Asiatic EXP works on many specialized projects that helps them position themselves distinctively which gives them a competitive advantage. There are many government projects and the biggest tech events are organized by Asiatic EXP only.

- **Official Social Media Platforms:**

Asiatic EXP has a high performing website and Facebook page which are the first place any potential customers look at for initial research. Since they invest a lot in their website the functionality keeps on improving. They constantly update digital contents in their Facebook pages which attracts many customers and helps them stay connected with their clients.

- **Referral Marketing:**

The word of mouth marketing strategy is one of the most effective marketing strategies for BTL marketing agencies. Since Asiatic EXP is one of the most reputable companies, their clients communicate about AEML to other potential clients.

These are some of the marketing strategies that are being followed by Asiatic EXP and further details will be discussed below.

#### 2.4.2. Portfolio

Asiatic EXP does not shy away from displaying their major clients for which they have built a massive reputation of being the most reliable and professional agency clients can think of.



**Image:** Lux Channel I Superstar KV

Asiatic EXP has a long list of notable customers, including Igloo, Pran, Marico, PepsiCo, Singer, and Nestle, to name a few. The following list are some of the most significant clients Asiatic EXP has worked with.





Image: Asiatic EXP Portfolio on website

### 2.4.3 Marketing Channels:

The most active channels apart from general advertising are Asiatic EXP facebook page and official website.

#### Facebook Page

Asiatic EXP has a decently active Facebook page to share their recent notable works, awards won and recruitment posts.

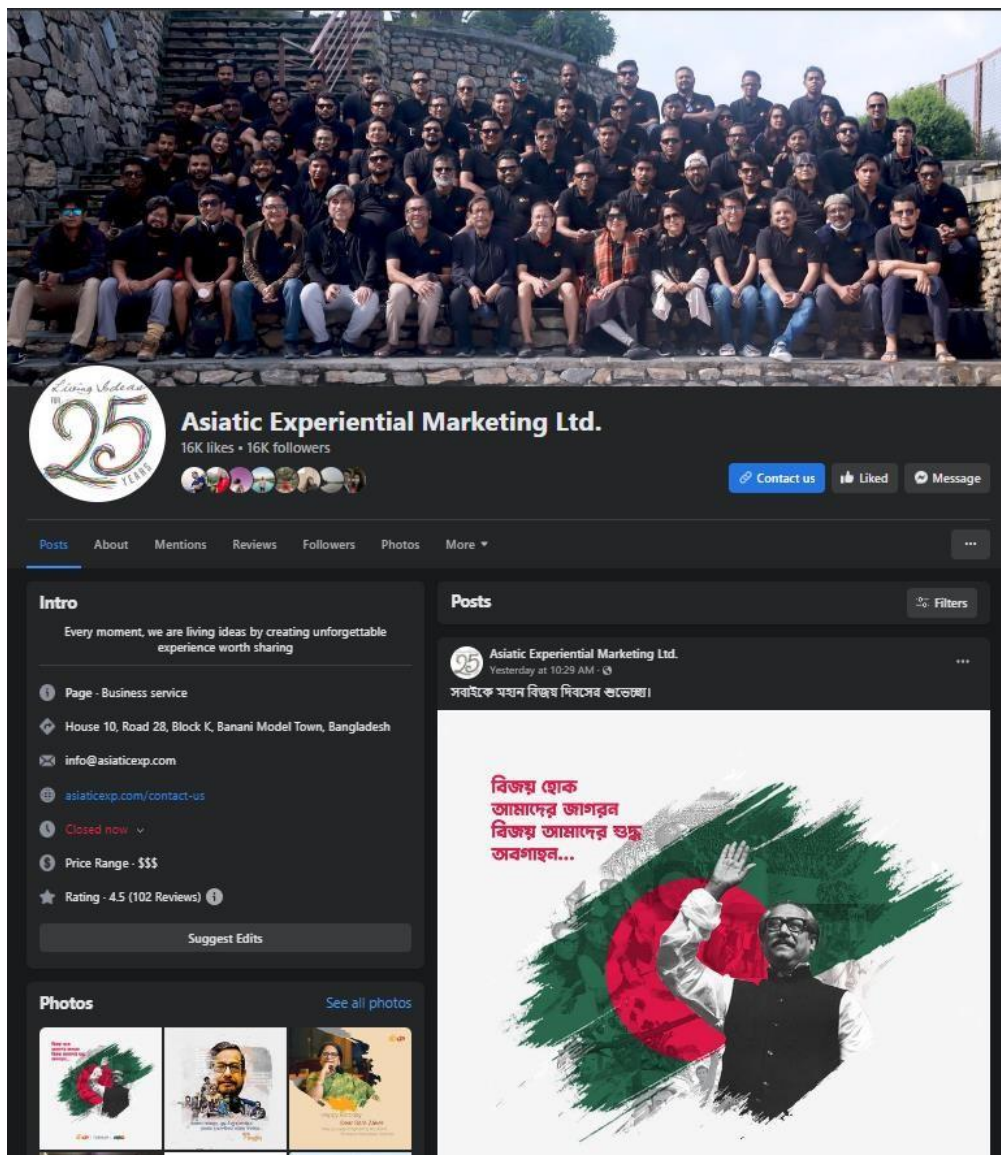
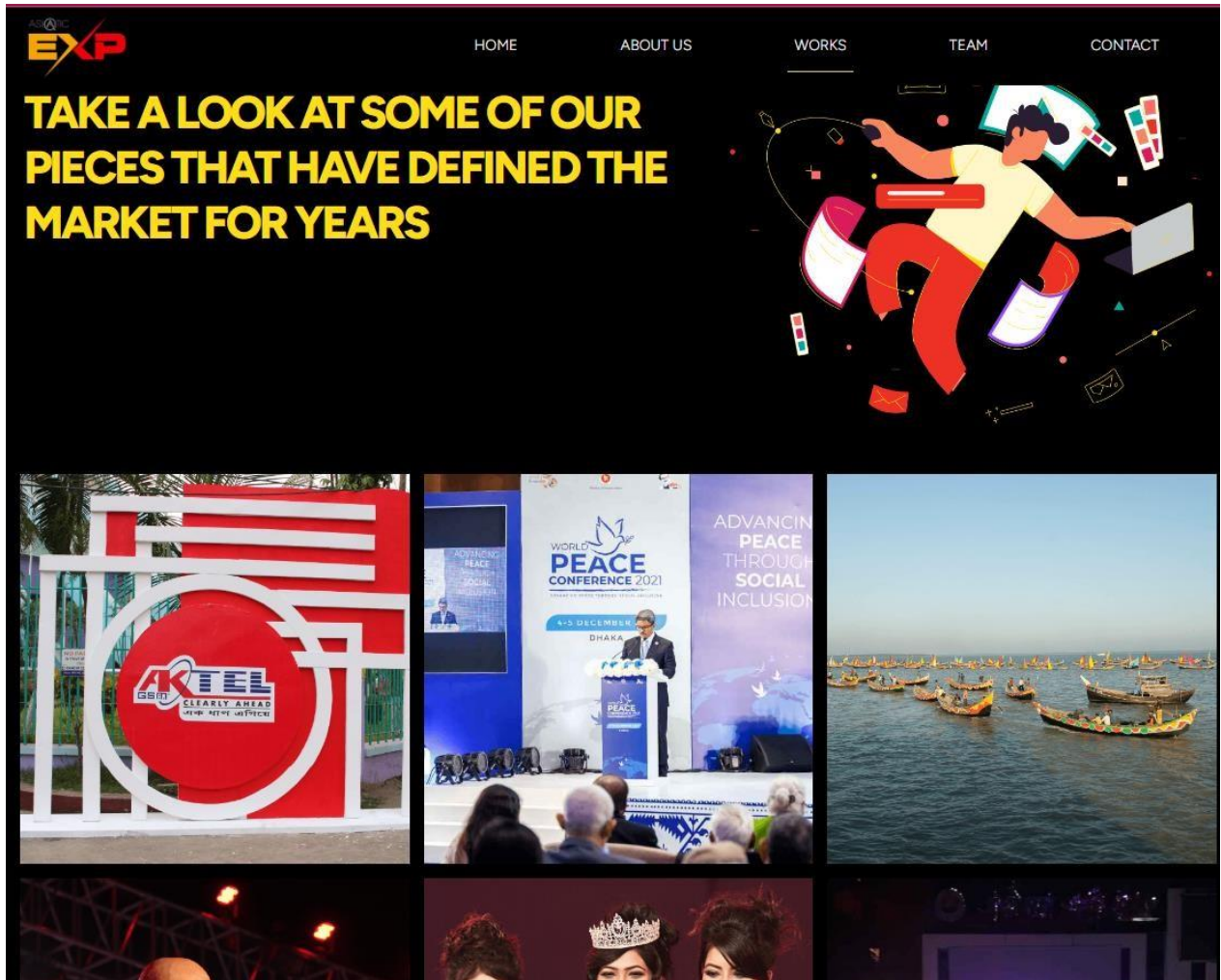


Image: Facebook Page of Asiatic EXP

## Website:

Asiatic EXP has one of the most functional and user friendly websites to attract clients and promote their works.



**Image:** Official Website of Asiatic EXP

### 2.4.4 Branding Activities

AEML takes part in various awards events annually and wins several awards based on their work. By doing so they position their brand as one of the most elite agencies of all time and create the best brand image for themselves.

## Award Events

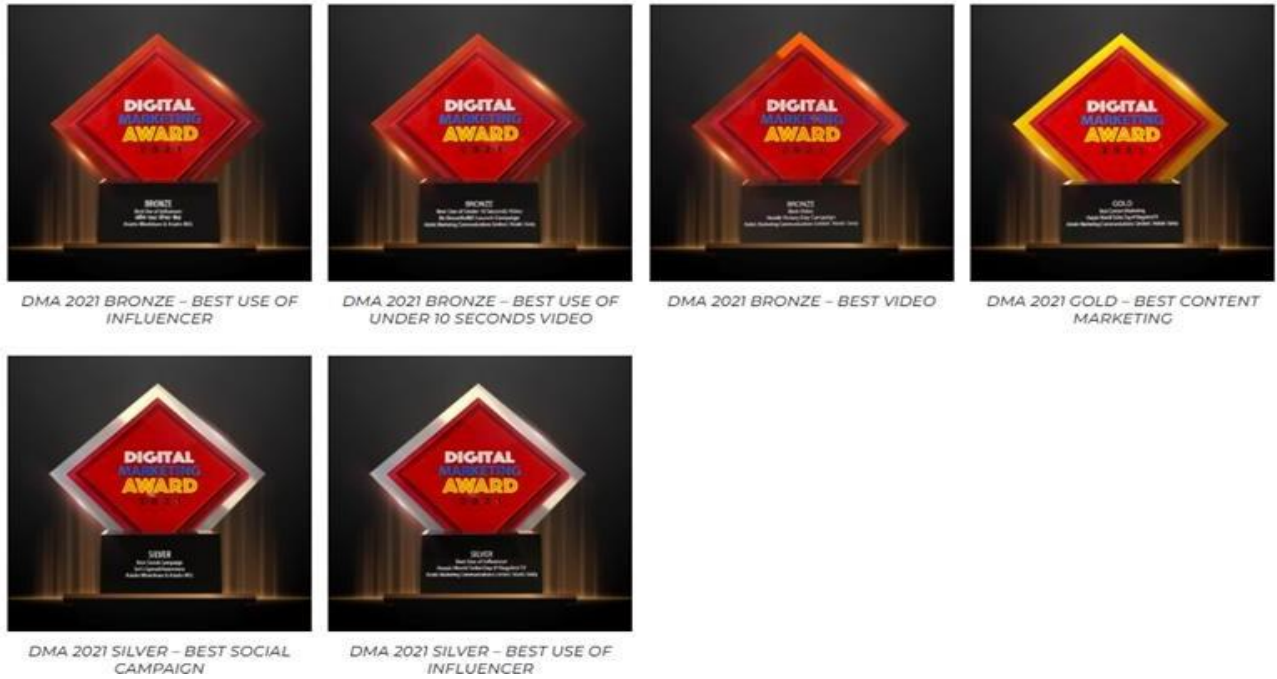
Asiatic never turns away from participating in every award event possible, notably the Commward, Digital Marketing Awards (by Bangladesh Brand Forum), and so on. They have been present as both jury members and nominees.

At the recent 11th edition of Commward 2022 held at the Dhaka Sheraton in the capital, Asiatic 3sixty earned a total of 37 accolades, the most of any organization.



**Diagram:** Awards from Commward





**Image:** DMA Awards

### Notable Awards

2009: Only Agency to win the global top award – Best Market Development Team, Nokia

2010: Only Agency to win Fame Gold Award for Most Innovative Marketing Campaign, HSBC

2014: Most awarded group in Commwards

2015: Most awarded group in Commwards

2016: Most awarded group in Commwards

2017: Outstanding Achievement Award in the Accolade Global Film Competition for End Child Marriage campaign

2022: Most awarded group in Commwards

## 2.4.5 Services

**Creating Brand Image:** Every company needs an identity. To create such an image many innovative ideas are required and with extensive consumer analysis, Asiatic EXP has helped many new and/or old companies to create an irreplaceable brand image in the market. Asiatic EXP has worked with almost every industry of Bangladesh and some international companies too. With 25 years of experience and innovation Asiatic EXP has successfully launched many new companies, products, services, humanitarian campaigns, mass awareness and many government projects.

**Digital Transformation:** With the country shifting towards becoming a digital Bangladesh and actively connecting online, Asiatic EXP builds brands for digital, using innovation, analytics, and creativity. We have always excelled at bringing new technologies to harness the full potential of online marketing strategies.

**Social:** Through alliances with national and international social shapers, Asiatic EXP has an advantage in establishing interactive strategies that establish strong ties between companies and customers. They create social plans, execute campaigns, distribute viral content, manage communities, and analyze performance using the insights from their social data.

**Media:** Asiatic EXP creates effective campaigns by reaching out to audiences through the right platforms by careful planning, analyzing, and media buying, optimizing their brands' messages.

**Activation:** Connecting consumers with brands through experiential activities that transcends conventional means of interaction is one of the core competencies of Asiatic EXP. These holistic experiences make use of breakthroughs in VR Technology, AI, dynamic live entertainment, and Internet-of-things. Asiatic wants to inspire and motivate individuals to take action by connecting them to companies.

**Innovation, Trends, Insights:** Asiatic as a whole is always exploring cultural shifts, trends, and technological advancements, transforming them into opportunities for their clients.

**Data:** Asiatic has created and used innovative quantitative and qualitative research methodologies to comprehend cultures, brands, and consumer motivation since they are the oldest marketing agency in Bangladesh and because of their collaboration with J. Walter Thompson.

**Analytics:** The marketing solutions are inspired by innovative applications of data and technology. Nowadays every company seeks some level of data driven marketing campaigns and Asiatic has all the required tools and management to arrange these campaigns and present clients with in depth analytical results.

**Internal Communications:** Asiatic EXP usually supports employee generated internal communication that creates cultures and in turn, they attract, inspire and empower the best talents to innovate and drive the business. They believe in growing with the culture and diversity of ideas.

**Sector Expertise:** Asiatic has acquired a sizable amount of sector and market knowledge due to its status as the oldest marketing agency in Bangladesh and its relationship with one of the oldest agencies in the world, J. Walter Thompson. By utilizing their expertise and working with the government, health, sports, retail, and other industries, Asiatic provides its clients a distinct advantage.

**Web and App Development:** Top-notch web design services and products are offered by Asiatic for UI/UX, e-commerce, mobile, web applications, AR/VR/MR, and other uses. They have the highest quality technological support among those in the sector due to their many years of expertise.

**Community Engagement:** Through CRM, Asiatic develops and nurtures customer connections that advance its clients' businesses. In order to get the best outcomes, they manage customers using cutting-edge social CRM solutions and worldwide social monitoring & listening tools. They have competent and experienced resources with the potential to handle 24/7 CRM services. Additionally, they oversee and maintain brand image, manage online crises and reputation, evaluate consumer and industry data, and provide insights to assist the team run a better organization.

### **Notable Campaigns and Projects**

- Anandadhara was founded as a film industry magazine. The magazine started the Lux Anandadhara Miss Bangladesh Photogenic
- Lux introduces Lux Anandadhara Miss Photogenic Bangladesh, the forerunner to the Lux Channel I Superstar, with Moushumi as their first winner.
- Asiatic brands ICC Knockout Tournament (Wills International Cup), the first One Day International cricket tournament apart from the World Cups to involve all test playing nations, held in Bangladesh.
- Asiatic co-created National Arsenic Mitigation Strategy with the government by developing a branding strategy now adopted worldwide — green and red marking of arsenic contaminated tube-wells

- Nayantara started producing Sisimpur
- Asiatic co-created National Early Childhood Development Strategy with the government and UNICEF
- Developed strategic paper on the Early Children Development with UNICEF and Bangladesh Government
- Developed strategic paper on the Early Children Development with UNICEF and Bangladesh Government
- Lux Channel i Superstar is created as the first reality show in Bangladesh
- Close Up 1 is made as the first major branded TV show
- Grameenphone Magazine innovation – transparent sheet that flips to reveal message
- Nokia Outdoor innovation – Music playing headphones at Bashundhara City entrance
- Nokia Magazine innovation – Nokia Device and model connected by wire
- Asiatic co-creates National Early Childhood Learning Development Strategy with the government and UNICEF
- Asiatic launches Airtel in Bangladesh
- Launched National Multimedia Campaign for Ending Child Marriage with UNICEF
- Launched online reality show Banglalink Next Tuber
- Next Tuber Season 2
- Banglalink 4G launch
- Robi Bangladesh Mela – AKTEL rebranding as Robi.
- World Peace Conference 2021
- Unilever Glow & Lovely Launch
- Lakho Konthe Shonar Bangla
- Women of the World Festival Bangladesh - British Council
- BRAC COVID-19 Awareness Campaign UNDP #MaskUp Bangladesh
- UNDP #MaskUp Bangladesh
- ICT - 50 Years of Bangladesh
- Noboborsho Alpona
- BATB 100 years
- Payra 1320 Megawatt Thermal Power Plant Launch
- Lifebuoy School of 5



## **2.5 Financial Performances and Accounting Practices**

Asiatic EXP is very confidential regarding its finance and accounts. As an agency, they focus typically on the following:

- Billing methods to report cash
- Billing methods to report accrual advertising
- Prepaid expense/refund tracking
- Sales requirements
- Independent contractor classification
- Employee classification
- Operational costs
- Managing accounts, budgets, and cash flow

## **2.6 Operations Management and Information System Practices**

Asiatic EXP is a well-known Bangladeshi experiential and event marketing agency. They have a unique operations management team. All types of financial budgeting, event execution, campaign implementation, and post-event reports are handled by operation management. Operation teams are responsible for carrying out plans on schedule and are the ones who bring all the ideas to reality.

### **2.6.1 Top clients of Asiatic EXP**

The company's major clients are PepsiCo, Unilever, HSBC, Nestle, BATB, BRAC, ICT Ministry and Marico. Other clients are mostly local firms and startups. Most of Asiatic EXP's clients were brought through directors' networks or because of Asiatic's reputation in the industry.

## **2.7 Industry and Competitive Analysis**

### **2.7.1 SWOT Analysis of Asiatic EXP:**

Asiatic EXP needs a strategic planning approach, just like every other organization, to survive in the competitive market in the advertising and digital marketing sectors. The atmosphere at work was positive and motivating, and people were very encouraged to do a better job. My boss

emphasized the importance of learning a lot while working, and he also assisted me in strengthening my technical abilities. I had the opportunity to observe my managers and supervisors' good leadership during my internship. This strongly influences how we approach our job, thus these are regarded as the most important components.

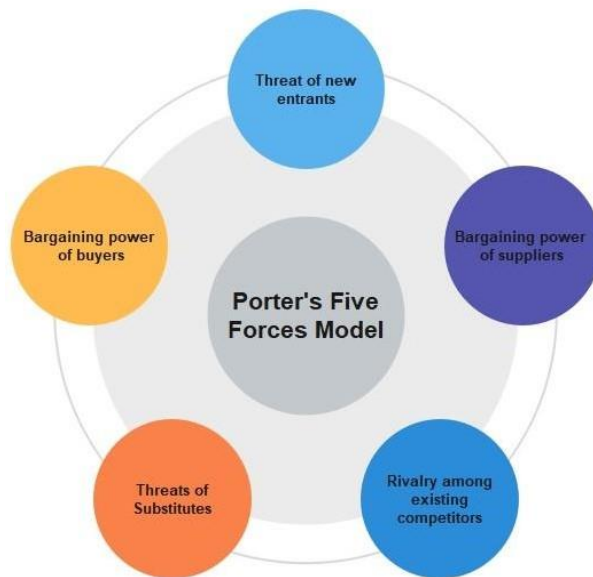
On the other side, even though office hours ended at 7 pm, there were some days when project work continued until 11 pm. Because it disrupts personal and work-life balance, it may serve as a demotivation for employees. Additionally, there weren't enough resources available to make things go more smoothly. For instance, graphic artists could not perform intricate artistic jobs with an electronic drawing pad.

<p><b>STRENGTHS</b></p> <ul style="list-style-type: none"> <li>● Excellence in Leadership and Supervision of upper management.</li> <li>● Positive work environment.</li> <li>● Strong skills and expertise of employers and most employees.</li> </ul>	<p><b>WEAKNESS</b></p> <ul style="list-style-type: none"> <li>● Long office hours and workloads for specific projects</li> <li>● Insufficient resources</li> <li>● Lack of organized documentation</li> </ul>
<p><b>OPPORTUNITIES</b></p> <ul style="list-style-type: none"> <li>● Better pricing and variation of services than rivals</li> <li>● Strong association with top clients</li> <li>● International clients looking for outsourced work from Bangladesh</li> </ul>	<p><b>THREATS</b></p> <ul style="list-style-type: none"> <li>● Many rival agencies</li> <li>● Recent financial crises are forcing businesses to downsize budgets.</li> </ul>

**Diagram:** SWOT Analysis

## 2.7.2 Porter's Five Forces of Asiatic EXP

One of the most holistic approaches is Porter's Five Forces for looking at any industry and understanding what drives profitability and competition.



**Diagram:** Porter's Five Forces of Asiatic EXP

**Threat of New Entrants:** Currently there are a large number of agencies in the advertising industry. The threats of new entrants coming is high since there are many agencies already. However, new entrants need to develop strong research and strategies with sufficient capital to function thoroughly as new entrants should be facing strong competition from existing players.

**Threat of Substitute:** There are, of course, available substitutes that clients won't hesitate to switch to if needed since there's minimum to no cost of such a decision. Given that available substitutes most likely won't have high prices, customers have the freedom to go for their services. There are many similar competitors in the advertising industry and costs are not high. The exit barriers are high and the industry is growing rapidly due to fast-evolving marketing and communication technology.

**Customer Bargaining Power:** Firms like Asiatic EXP have buyers that are mostly B2B and their needs can be catered as individuals and enterprises. There is an increasing number of new agencies looking for newer and better ways of reaching consumers especially through digital marketing. Hence there is a large number of clients of various industries looking for better marketing and communication solutions in Bangladesh. Digital transformation and advanced technology has contributed to this growth.

**Supplier Bargaining Power:** There is differentiated bargaining power of suppliers as agencies like Asiatic EXP are service based. Asiatic EXP collaborates with a variety of suppliers for different projects and they are highly dependent on the supplier, which gives an upper hand to the suppliers. So it is very true that the bargaining power of suppliers is a bit high. Although due to the reputation of Asiatic EXP these can usually be resolved.

**Rivalry among Existing Competitors:** Asiatic EXP being the market leader occupies the greatest share in the communication and marketing industry of Bangladesh. Almost all the corporate giants collaborate with Asiatic EXP for different projects as well as many government, NGOs affiliates with Asiatic for their projects. The competitive rivalry is not high due to the long list of renowned clients of Asiatic EXP.

## **2.8 Summary and Conclusions**

In terms of overall performance of Asiatic Experiential Marketing Limited they are the industry giants and they need to keep on empowering themselves with new digital mediums to generate life changing ideas which will give them the ultimate advancement over the competitors. The marketing practices of Asiatic EXP are top notch and they are always evolving with the changing nature of the industry. Very articulated high performing social media also give AEMML an advantage over their competitors. AEMML has successfully organized more than 6500 events and activations, 100 plus brand launches, 3000 plus corporate and social events so far, which are being displayed all over their marketing channels. To conclude the industry competitive analysis we can say that, Asiatic EXP has lower competition, there is high bargaining power of buyers, low threats

of new entrants, high bargaining power of suppliers, and high threat of substitutes. Since Asiatic EXP is always changing with demand and always innovating they can easily overcome any difficulties easily.

## **2.9 Recommendations**

Asiatic EXP should establish a dedicated department to forecast the industry's rapid technological evolution, the corporation could boost its research and development line. Agencies have a low employee retention rate, and career advancement in advertising and media agencies is quite slow. The agencies should give this important subject top priority. In Asiatic there are several professionals who have held the same roles for two to three years. The compensation structures are also insufficient, and they should thus develop a wage structure policy. To inspire and keep employees, employee welfare programs must be improved. They should provide training facilities for their staff. For the purpose of assisting their staff in developing their skills, they could offer additional seminars and workshops.

The majority of firms are dealing with a personnel shortage, and Asiatic EXP is no exception. The agencies should hire more employees. They should spend more funds on media management and research in order to come up with more innovative ideas. Commoditization is sweeping across the advertising and marketing sectors like wildfire, and it seems that creativity is also about to fall into line.

Unfortunately, most marketing agencies—both large and small—fail to distinguish themselves from the competition and then wonder why they are frequently outclassed. The establishment of brand differentiation is thought to be a specialty of media and marketing companies. To enhance advertising, interdisciplinary teamwork should be promoted. It gives you a number of methods to blend literary clarity, historical reality, imagination, scientific accuracy, and an absolute rule. To advance the industry, innovative professionals with a range of academic backgrounds should be recruited.

## **Chapter 3**

### **Project Part: “Analyzing the Digital Marketing Strategies at Asiatic EXP”**

#### **3.1 Introduction**

The purpose of this chapter is to focus on the report topic that is analyzing the strategy of the BTL marketing strategies at Asiatic EXP through digitalization.

The chairman came to the realization that marketing alone cannot be sufficient without the integration of other key communication areas after launching Asiatic EXP with only eight people and pitching brands. To name a few, there are departments for advertising's digital team, creative/artistic team, media team, production team, strategy team, and research team. They are all comprehensive exercises in and of themselves. Asiatic EXP is a prominent Bangladeshi advertising agency. They have the best industry-wide business-to-business clients. They provide assistance to a business in many sectors, including marketing. ICT Ministry, Grameenphone, Banglalink, Pran, Marico, PepsiCo, Singer, and Nestle are just a few of the noteworthy clients of Asiatic EXP. After the year 2011, the concept of digitalization in all sectors was introduced and encouraged by the government. AEML started incorporating digital marketing strategies in their projects which in turn attracted so many renowned corporates, NGOs and government projects like “Digital Bangladesh” to be organized by AEML. Many companies launched their company, product and services on social media platforms. There are numerous successful PR campaigns, online activation, social media campaigns, events and telemarketing campaigns successfully organized by AEML.

##### **3.1.1 Background**

Bangladesh, one of the most populated nations, has the greatest concentration of consumers of goods and services. Numerous domestic and foreign brands are attracted to our country because of the substantial population. But getting the right goods and services to the right customers is a hurdle. BTL marketing methods are most helpful in overcoming this obstacle and incorporating digitalization with the strategies has the most impact.

In Bangladesh, there are hundreds of brands that are actively operating, and they are always looking for experiential marketing strategies and concepts to help them activate their brands, services, and products both on ground and online. A brand nowadays must adjust to consumers' shifting viewpoints in order to stay relevant to them, given the rapidly changing nature of consumer behavior. This is where Asiatic EXP steps in, enabling businesses to target particular customers who are relevant to them and boosting their return on investment. BTL marketing aids in increasing conversion rates, building brand recognition, and bringing customers closer to companies. BTL marketing strategies enable a company to directly target their relevant consumers and turn them into conversion rates. This is the ultimate power of digital marketing. Apart from these, client service, creative designing, social media activation, and community participation are some more key services. The client servicing team serves as a medium between the creative team and the client. The complete concept is developed by the creative team in accordance with the client's and planning team requirements. They are the main engine that propels the agency forward. The planners incorporate all of the customer's requests and provide a solid foundation on which the client may trust and move forward to accomplish their objectives. In addition, Asiatic EXP offers its many clients media services, industry knowledge, and services including analysis and data.

There are some drawbacks of BTL marketing which is you must be prepared to pay some money up front for advertisements even if they might not be successful. Another drawback is that you won't know how much traffic you'll get until the advertising campaign has already started. Therefore, while considering whether or not to utilize sponsored traffic campaigns, you must take the associated expenses and time into account.

### **3.1.2 Objective**

#### **Broad Objective:**

Keeping updated surveys on client's reviews to understand if AEML are able to deliver the true essence of BTL marketing and meet the clients expectation.

#### **Specific Objective:**

- The changes in digital marketing and if AEXP are able to adjust the service in accordance with new tools that are constantly making an impact in the marketing industry.

- Understanding the global market trends in 360 marketing and its effects.
- Understanding the local market trends and how Asiatic is distinguishing its marketing strategies to cope up with the emerging trends.

### **3.1.3 Significance of the Study**

Putting up this report on my first-ever formal job experience has made it easier for me to think and evaluate the skills I have really acquired. I have made a significant effort to study news journals and research papers regarding the trend of digitalization due to the expanding usage of digital marketing, particularly since remote work has driven firms to be present digitally more than before. Through these updates, I was able to contribute positively to office discussions and gain my boss's confidence when deciding how we should carry out particular responsibilities more effectively. Digital Marketing is the ultimate choice of all companies as it connects the customers directly to the business by social media tools like search engine optimization and pay-per-click. So to better understand how customers are perceiving the below the line marketing strategies of Asiatic EXP and if these strategies are making an impact in the businesses.

## **3.2 Methodology**

To understand the overall marketing strategies of Asiatic EXP it was important to collect data related to client histories, project execution, client's reviews and activation analysis. For these it was important to look for data from all sorts of sources available. To complete this report, data were collected by following certain methods of research like online surveys, primary data collection and secondary data collection.

### **3.2.1 Primary Data Collection:**

Many methods were followed to collect primary data; for the majority of the primary data collection, annual questionnaire reports were used to get feedback from clients to be used in this report. With the help of the client service team, I was able to conduct some telephonic interviews with the clients. I attended many briefing sessions for several projects where the expectations and views of clients were taken into account for this report.

### **3.2.2 Secondary Data Collection:**



Secondary data were collected both internally and externally. There are many resources that were taken into account, like official websites, social media, and journals. There were many news journals about Asiatic EXP that helped me gain insight into different projects. My manager gave me access to their cloud storage, where I was able to look into client histories, project histories, and project blueprints, which were used for collecting secondary data for this report.



### **3.2.3 Additional Data Collection:**

The following methods were also used for collecting data:

- Utilizing task prioritization software like Trello and Asana to arrange ongoing client projects and tasks in order of importance.
- Use Google Meet, Zoom meetings, and regular phone conversations to communicate with clients and partners
- Use of appropriate format types in accordance with a client brief and to supplement our in-depth analysis of what clients want
- Using secondary sources like journals, research papers, and networks to comprehend the improvements needed in our resources and methods and the current market trends.

### 3.3 Findings and Analysis

## Client Feedback Survey

 sanjana.subah.ophelia@g.bracu.ac.bd (not shared)   
[Switch account](#)

**\* Required**

Name of your Organization \*

Your answer \_\_\_\_\_

What type of industry does your organization fall under? \*

Your answer \_\_\_\_\_

Services you have acquired from Asiatic EX

- 360 Marketing Support
- Digital Marketing Support
- BTL Marketing Support
- ATL Marketing Support
- Product/Service Activation
- Other: \_\_\_\_\_

How was your experience with Asiatic EXP? \*

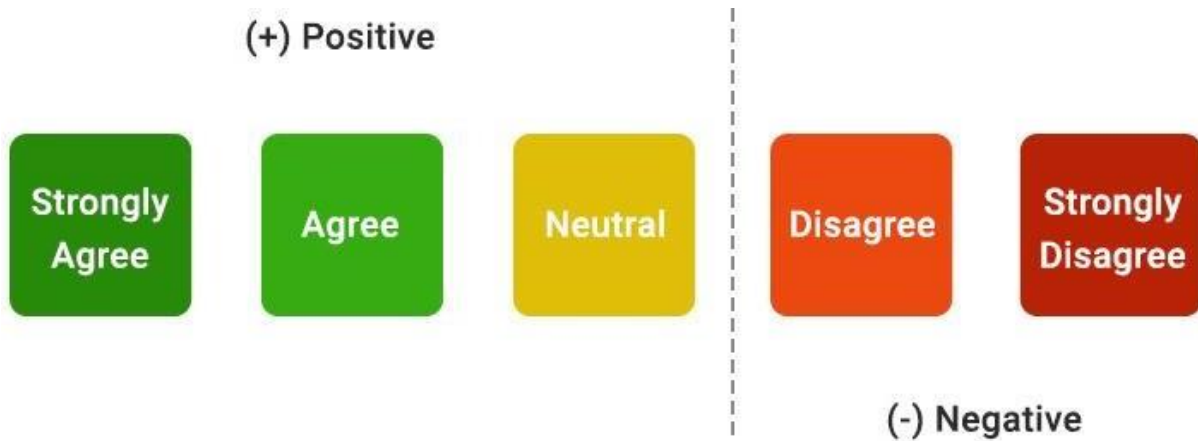
Your answer \_\_\_\_\_

Did our service bring any difference to your business?

- Yes
- No
- Maybe

**Submit** [Clear form](#)

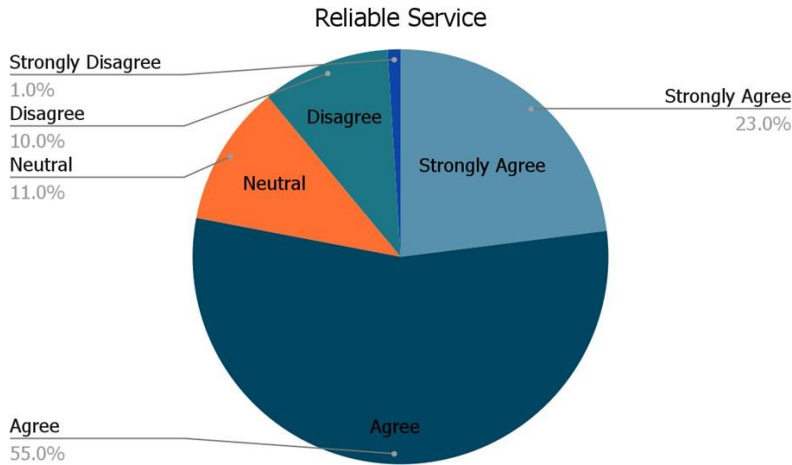
Every year, Asiatic EXP provides a survey questionnaire to clients in order to determine whether they are adequately meeting their requirements and understanding about their expectations of a BTL marketing firm. These questionnaires assist us in providing better customer service and producing better results for our assigned projects.



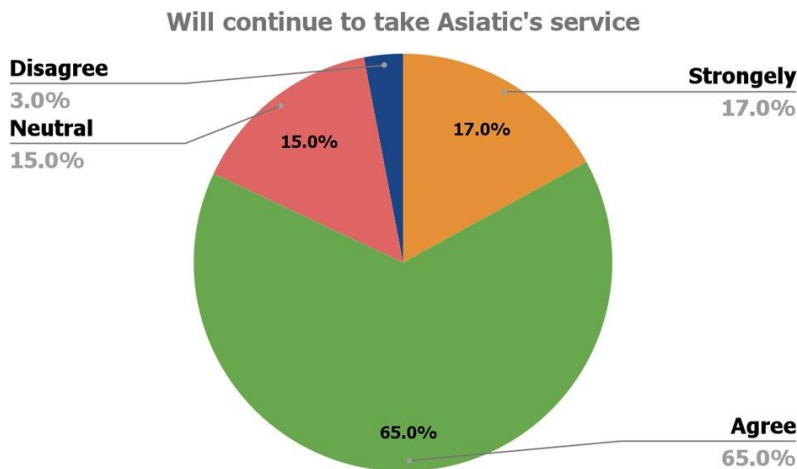
Questions based on the quality of Asiatic's service were based on measuring with Likert Scale that is ideal for measuring the level of clients' satisfaction with the services provided to them.

Questions with Likert scale are as follows:

- When Asiatic makes a commitment to provide a specific service, they follow through.
- When you have an issue, Asians exhibit genuine concern.
- Asiatic informs customers about their services ahead of time.
- Asiatic's employees provide prompt service.
- Asiatic employees are concerned about their customers' issues.
- Asiatic employees take prompt action to resolve your issues.
- Employees from Asia understand the needs of their customers.
- Employees from Asia have sufficient knowledge to respond to your inquiry.
- When dealing with Asiatic, you may feel safe.
- When providing service to clients, Asiatic employees are always courteous.



From 60 clients, 78% is the highest number of clients (47) who strongly agree and agree that Asiatics's service is reliable. Only 11% which is 6 clients disagree and strongly disagree about the agency's reliability. Asiatic EXP has proved time and time again that they offer the most reliable services and that they deliver their service successfully, which is why clients strongly agree with the questions.



From 60 clients, 82% is the highest number of clients (49) strongly agree and agree that Asiatic's service is worth continuing with. Only 3% which is 2 clients disagree that they will continue taking service. No one strongly disagrees. Once a client gets their service from Asiatic EXP, it is hard for them to switch to other competitors because of the wide range of services and innovations that can be executed by AEML.

**3.3.1 The Global Market Scenario:** Digitalization has made businesses and consumers change their strategies and perspectives respectively. Organizations profit financially and strategically from social and digital marketing by minimizing expenditures, improving brand visibility and increasing connectivity. Significant problems arise from unfavorable internet brand visibility and electronic word-of-mouth. The world is shifting their marketing strategies to more digitally empowered means, such as artificial intelligence in business performance forecasting, augmented reality in marketing, organizing digital content, mobile marketing, and augmented advertising. For billions of people throughout the world, the internet, social media, smartphone apps, and other digital communication technology have become part of their daily lives. And to get the consumer's attention and establish a connection, every marketing agency around the world is becoming more digitally aware and empowered. 4.54 billion people, or 59% of the world's population, use the internet, according to figures from January 2020 (Statista, 2020a). This number is anticipated to reach around 3.43 billion by 2023 (Statistica, 2020b). Digital and social media marketing may help businesses achieve their marketing objectives at a low cost (Ajina, 2019). Over 50 million companies have Facebook pages, and 88 percent of businesses use Twitter for marketing (Lister, 2017). Applications and technology related to digital and social media have also been extensively used to support political campaigns and increase public awareness (Grover et al., 2019; Hossain et al., 2018; Kapoor and Dwivedi, 2015; Shareef et al., 2016). In the past, businesses tracked customer trends without having access to reliable data. Big data has made it possible for you to make more informed and precise predictions about the spending habits of your customers (sources by Digital Agency Network).

Big data may be used in digital marketing in five different ways to increase conversion rates.

- Have accurate information,
- Enhance the brand's reputation,
- Enhance the consumer experience
- Optimize website and marketing initiatives.
- Spend less on advertising

With its capacity to concentrate on return on investment (ROI), acquiring user conversions, and measuring success, BTL marketing helps in the present global environment. By concentrating only

on the user and their needs, BTL is intended to assure direct customers for the product or brand, as opposed to merely increasing brand awareness. Engagement marketing in this manner typically yields outcomes that are very easy to measure and follow.

### **3.3.2 The Local Market Scenario:**

Advertising businesses are getting saturated with competitors of all sizes, to the point where our products and services are becoming commoditized. Differentiation is tough because, in reality, everyone is providing essentially the same service.

The Internet has propelled the industry forward at a breakneck pace. Markets are rife with cutthroat rivalry. Commoditization has fallen under the spotlight for several reasons, despite the fact that it is possibly the most serious threat of all. Marketing is all about persuading you to buy a product or service that is either unnecessary or unnecessary for you, and an advertising firm is a company that deals with communication. They focus on that issue in order to help you market your product or service more effectively and reach out to the most potential clients.

Ideas, creativity, and media are all treated as tools in the advertising industry, which can always be made faster and cheaper elsewhere. As brands broadcast messages all day long on Facebook and Twitter, social media has become more popular, and agencies should pay more attention to it. Since all journalists can go straight to the source and no longer require the PR person, PR has moved as well. Being a marketer for a significant company now necessitates the use of a dashboard. This dashboard organizes brand assets, agencies, and, hopefully, goals. The agencies have been confined to an "arms and legs" position, rather than the strategic one they were intended to play. And things are just going to get worse.

Most of the agencies are failing due to lack of innovation and awareness of the global paradigm shift in terms of implementing digital marketing in BTL agencies. Unfortunately, many of them strive for "Better, Bigger, Faster," which puts our industry at a significant disadvantage.

Agencies must obsess about the concept of 'different.' They must deliver a variety of experiences, distinct personalities, and innovative ways of thinking, working, and collaborating with their clientele.

Commoditization can be obliterated by thinking "differently."

Knock on the unused talents digitally: Advertisers could use information technology to tap into the creative force of unknown but true geniuses who are underappreciated. These individuals may go unnoticed in all spheres of life. Students frequently lack opportunities to express their creative thoughts created throughout their academic work. They have a lot of opportunities to be creative in this digital age but owing to a lack of opportunity, their ideas do not see the light of day in the real world.

### **3.3.3 Literature Review:**

Promoting businesses, influencing consumer preferences, and boosting sales are the main objectives of digital marketing, which is sometimes referred to as "online marketing," "internet marketing," and "web marketing." The term "digital marketing" refers to a group of data-driven marketing activities that cover all of the available digital channels for advertising a good or service and creating a digital brand.

Digital marketing benefits are spreading more and more every day. In other words, even before customers know what product or service they want, they go online to explore for answers to their issues and to better grasp the topic at hand. Such information motivates even small enterprises to employ digital marketing techniques to increase their market share. This information can help both organizations and consumers to make more precise decisions. Asiatic EXP, being one of the leading marketing companies with multiple activation projects, integrating various technologies, must consider big data analysis before implementing projects and marketing strategies. Online activity is on the rise as more people connect with businesses, search for information, and talk about goods and services with other consumers. Because of this change in customer behavior, companies have integrated digital and social media into the core of their marketing plans (Stephen, 2016). Companies must look for the finest practices in digital and social media marketing to preserve and increase market share because of the demise of conventional communication channels and society's reliance on brick-and-mortar businesses (Naylor et al., 2012; Schultz & Peltier, 2013). Analysis of historical data is aided by big data analytics in order to forecast potential future client requests. Marketers may then utilize the data from the analysis to enhance the creation of their products. The biggest advantages and resources in big data are the processes of gathering

and archiving evidence of consumer activity as "big data," deriving customer insights from big data, and using those insights to boost dynamic and adaptable capabilities. There are several projects where it is important to create a strategy that will catch consumers' attention; initiatives like the launching of a new Lux product or the 5G launch of the Grameenphone require planners to be aware of the preferences of their target audiences. The preferences can be acquired through data analysis, and these insights are necessary to create more smart marketing plans that will increase campaign participation.

By analyzing the integrated marketing strategies of Asiatic EXP, I can understand one important aspect: even though they have integrated most of the new technologies and strategies into their marketing, they are still lagging behind in creating data-driven value and decisions for their clients and projects.

#### **3.3.4 Analysis:**

While taking client brief, Asiatic EXP decided to incorporate more first-hand research work into the current status of clients' businesses not only to help clients better but to upgrade with the current needs and wants that have been created through this pandemic. This has given them a positive image among their clients. Asiatic EXP brings the most innovative and technologically rich brandings on events like Digital Bangladesh. These events have created a positive image of AEML, as we can see from surveys that clients are happy and have trust in AEML. There are many virtual events that were organized which also gives the clients an option to look for whenever there is a budget issue or a pandemic issue. By constantly innovating and adjusting their marketing strategies Asiatic EXP has gained positive reviews from their clients.

#### **3.4 Limitations**

Most of the studies and findings show that agencies lack behind when it comes to employee safety laws and regulations. Poor or absence of compensation policy, making employees work for long hours without paying extra, poor entry level salary policy and the overall career growth is really slow. In terms of handling the project and clients, agencies fail to bring the differentiating factors for meeting deadlines. There are no formal appraisals for employees which leaves them with a very demotivating state. When the planning and creative team does not get enough time to bring



something out of ordinary rather than being compelled to meet deadlines is a big issue that hampers the overall reputation of a company. Even the agencies are aware of these limitations but they are failing to improve these limitations. If they are able to harness these limitations then there is no going back. All these limitations can be found in Asiatic EXP and I was able to witness most of it while working as an intern.

### **3.5 Summary and Conclusion**

Adapting to digital marketing and improving digital systems has brought a visible difference in the performance of certain clients' business for which Asiatic EXP had a lot of returning clients for more contents and campaigns. It largely proves that client relationships play a vital role for the company's KPI. It is high time for agencies to bring about drastic changes within the organization that will be suited to the clients and the employees. The majority of medium and large businesses are divided into departments or groups. Under the departmental system, each agency develops its own department and acts in accordance with it.

### **3.6 Implications:**

Considering data driven marketing strategies and activation projects is a completely new topic in the BTL industry and there are not many studies in Bangladesh regarding this topic. Apart from Bangladesh, if we consider first world countries every BTL, TTL or any other organizations has a separate department in the company that deals with data analysis. They have already integrated the smart world concept but Asiatic EXP is yet to consider this newly improved aspect of digitalization.

The importance of analytics in marketing has significantly increased as a result of the developments in scanner data and customer relationship management (CRM). Analytics produces robust market and customer insights and models that can be applied to decision support, campaigns, and information-based products. Due to the fact that Asiatic EXP has both local and foreign clients, it is high time that they allocate a department specifically for data analysis. The biggest problem most agencies face is distinguishing themselves from their competitors, and the best solution to this for Asiatic EXP is to consider data-driven marketing implications.

### **3.7 Recommendations**

Given that Asiatic EXP has been in operation for 25 years, they are considered the pioneer agency to hire for any project no matter the size. Advertisements are losing their attraction all the time as consumers begin to doubt their trustworthiness. Advertising firms are pushing the envelope to expand their ad reach, yet they appear to be overlooking this. This chapter examines the elements that may be contributing to Bangladesh's present BTL marketing industry's failure. Secondary research and online surveys were used to write this chapter. Secondary research was conducted using a variety of reputable research papers, journals, newspaper articles, and other resources. The online survey was done with a specific focus on previous clients from different projects done by Asiatic EXP. Almost the majority of the respondents feel that advertisements are rapidly changing. They also agree that these commercials are getting increasingly intriguing to watch, and they feel Asiatic EXP is relevant in terms of their BTL strategies and the recent global shift in digitalization. Since AEML is performing so well, they should invest more in their technologies and data analysis, which will eventually allow the employees to work better and with more insights.

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