

Report On
The Project Red Cow Master instant full cream milk powder
Online Activation Plan

By

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

BRAC Business School
BRAC University
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Declaration

It is hereby declared that

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

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Letter of Transmittal

Ms. Tania Akter

Lecturer

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BRAC University

66 Mohakhali, Dhaka-1212

Subject: Submission of Internship Report

Dear Madam,

This is to inform you with profound respect that I have submitted my internship report on ‘The Project Red Cow Master instant full cream milk powder Activation Plan.’ The actual objective of this report is to get the brief idea of an activation plan of Asiatic EXP.

I hope and pray that you will discover this paper worth perusing and value my endeavors that I have placed into making this task effective under your dynamic supervision.

Sincerely yours,

Nagib Niloy

15104157

BRAC Business School

BRAC University

17th June, 2020

Non-Disclosure Agreement

This agreement is made and entered into by and between Asiatic Experiential Marketing Limited and the undersigned student at BRAC University named Nagib Niloy for the commitment of avoiding the unapproved divulgence of confidential data of the organization.

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Asiatic EXP

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Nagib Niloy

Acknowledgement

At the earliest reference point, my heartiest appreciation to Almighty Allah for blessing me with the strength and ability to complete my internship period at Asiatic EXP.

I would like to express my special thanks of gratitude to my respected advisor Ms. Tania Akter, Lecturer, BRAC Business School. I acknowledge her unconditional support, guidance and feedback that I could accomplish this project in time.

It is a great opportunity and honor for me to start my career in the Marketing department of Asiatic EXP. They have helped me in every way to complete this project. I would like to thank and express my heartiest gratitude to my supervisors Tasnima Iqbal, Allama Shibly Nomany for motivating and guiding me enough in order to done the project.

Lastly, I want to thank all the individuals who have helped me with any kind of data and kind assistance in regards to my undertaking.

Executive Summary

Asiatic Exp. Limited is one of the leading creative agency in Bangladesh where every department emerged as an independent entities to supports its customer so that they can ensure best quality of work in ever changing landscape to fulfill the need of its customer.

Asiatic Exp. Limited is serving the purpose of total communication. They want to create a share in consumer mind. For that they work from all the angles so that they can come up with pervasive and inclusive works. Thus, their works and thoughts must be so unique and unprecedented that individuals couldn't want anything more than to invest energy with. It not simply has game plan with its client, it moreover has some undertaking that it needs to control. However, it is working for many different big corporate companies like Grameen Phone, Marico, P&G, and Apex etc.

As an intern I have close viewed some activation plans of Asiatic Exp. among them “RED COW Master instant full cream milk powder” was one of my projects where I was involved from the very beginning. I took part in some execution phase as well. However, Due to COVID19 pandemic, all the continual project plan got changed. Even I had to work from my home as well as my assigned activities and responsibilities were reduced because of that outbreak of pandemic disease. So in my report hardly I could have made success analysis of the project. Nevertheless, I draw success projection and give some recommendations based on my analysis and learning.

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List of Acronyms

EXP	Experiential Marketing
ATL	Above The Line
BTL	Below The Line
PMS	Performance Management System
KPI	Key Performance Indicators
ROI	Relationship Ownership Innovation
CSO	Client Service Office

Chapter 1

Introduction

1.1 Background of the study

Asiatic has begun its journey in 15, 1966 and they have started as a marketing agency. In the beginning, East Asiatic was its name. It confirmed animation supplying services to the business in place of manufacturer's closeness which was walking a tightrope with everyone. In the meantime, they develop Asiatic 360 and transformed into the greatest 360 promoting organization pack in Bangladesh. After the start it offered 360-degree marketing answer for its worldwide and nearby clients.

In 1996, Asiatic created worldwide association with JWT. Being an accessory of the family of JWT, it has transformed into the essential proposer of a noteworthy number of the extraordinary improvement in Bangladesh. Asiatic EXP is the publicizing correspondence early lunch of Asiatic 360.

The extent of Asiatic organization is contained all the things as for displaying. The movement Asiatic EXP is to guarantee brands to be with the buyer a few times through different occasions. They accept that better the thought the additional time brand will be continue with it.

Asiatic Experiential Advertising Limited is BTL exhibiting medium association. It is a touch of the mother brand Asiatic 360 yet it has its own one of a kind individual movement and works self-ruling inside the gathering. In 1997, it started its own special experience. Toward the starting time of nation's promoting industry, there was an absence of a BTL media office the individuals who can demonstrate their business. Along these lines, from the deficiency, the thought has rose to kept the of uncommon business publicizing condition. Asiatic EXP is the essential proposer which has created thinking famous in our country. As they belong to a significant mother brand, constantly it has its support that makes them to create themselves as the best BTL media office in this nation.

1.2 The vision of Asiatic EXP

To make a work culture that rouses us to be interested, remain focused and encouraged so we can make remarkable thoughts that individuals couldn't imagine anything better than to invest energy with.

1.3 Company Overview

Asiatic Exp. is basically dependent on three things which is Relationship, Ownership and Innovation. In short, ROI. It acknowledges its customer prerequisites as its own therefore they make the good use of all ventures as fruitful as their customers need. Consequently, their ventures are the bests and better case of demonstrable skill alongside proficiency through and through.

From the earliest starting point as probably the most seasoned office Exp. had a great deal of good and bad times. That is why, they expected to change their organization and expected to enroll better people to demonstrate the movement which creates the association in the driving sit for the past 20 years. Their client consistently felt incredible and comfortable with EXP even with increasingly costly rate as they provide expensive estimating for their administration. They have their own one of a kind qualifications show how they land an activities with the best out of it. Additionally, as of now they are utilizing current showcasing devices with their one of a kind conceptualized thoughts to make their battles progressively solid notwithstanding being a below the line (BTL) organization.

To include more, Exp. mainly likes to engage with all the high society brands of broadly and globally. Truth be told the pace of Asiatic doing government ventures are much more in number than some other organizations of Bangladesh. Worldwide brand or new companies can get the Asiatic service promoting arrangement with the coolest and eye-glazing arrangements of ventures from Asiatic Exp In doing Bangladesh Government undertakings and occasions too. For instance: OIC 2018.

Events and Activation are the two commitments of Asiatic EXP as per service is concern. In the events segments, every basic plans, event stream, overall planning related to cost are joined. As demonstrated by the mail and client demand, organizing division starts to work and passes on new designs to create the event unique from other organizations and successful. CSO and the department of Planning manages to bring the top notch out of the brief. By then the planning has reached to the office of activity. This organization is engaged to think about the plans,

created lots of blue to accomplish the goal. Another organization, "Activation" is given. This is moreover called as quick or straight advertising. It is significant for the purchaser which depends on showcasing. A cultivated gathering of advancing people who loves to work in this initiation section. Depending on the clients, Asiatic has two servicing sectors which are:

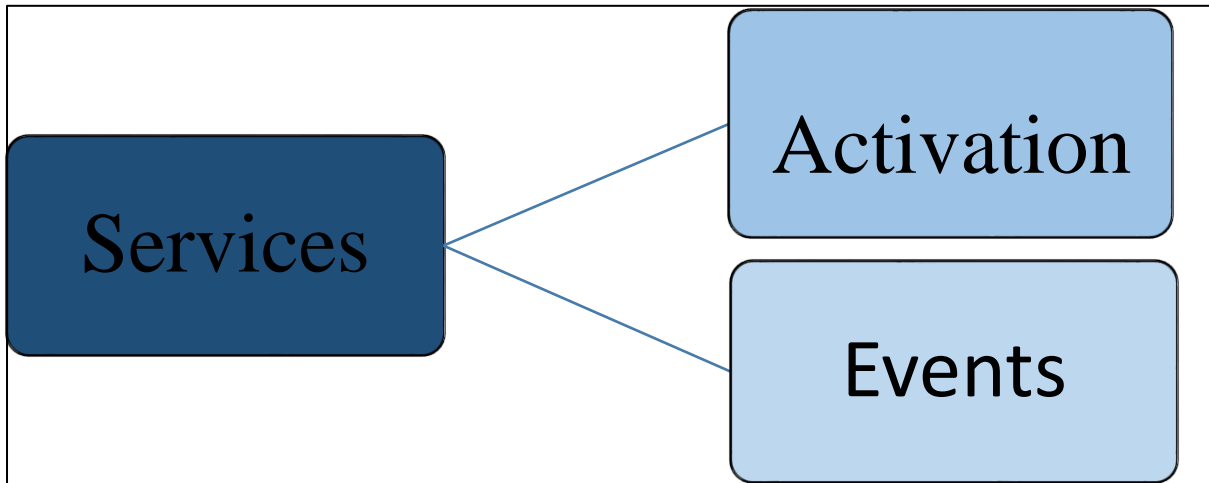


Figure: Servicing Sector

1.4 Company Structure

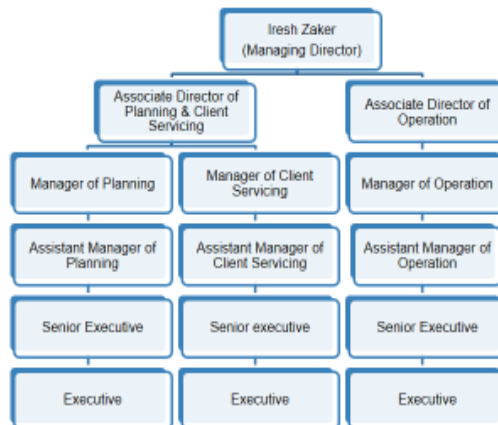


Table: Flowchart of Asiatic Hierarchy

Source: From the Asiatic website

Chapter 2

Job Description and my responsibilities

2.1 Introduction

After finishing my BRAC University (all credited courses), I was left with my internship project. It was very much required to participate in a company for my entry level position program, to understand the corporate life style and get the idea of practical life. On the basis of 3 months experience, I need to prepare the internship project. After completing all the interview steps, I joined in Asiatic EXP on 2nd February, 2020.

2.2 Job Description

Since I was an Intern at Asiatic, my duties were under the branch of Activation as a key organizer. My obligations were understand the customer brief, correspondence the customer administration group for causing relationship to interface between the organizers and the customer. Most importantly, I have to work with the customer essentials by making required arrangements, game plans, all around presentation of customer necessities including our conceptualized thoughts for activity.

Besides, I was related with other teams like Operation in order to make the proper arrangements and check whether the plan is executing properly or not. Moreover, I was actively taken part in the activation plan for our valuable client New Zealand Dairy's Red Cow Full Milk Cream Powder.

2.3 Specific Responsibilities

Through the Client Service Team, Asiatic EXP. gets the case brief from the clients. They got the brief by meeting with the clients and they talk thoroughly about the plan to the planning team. My job consists of

- From the CS team, understanding the brief
- Making a plan
- Making the PowerPoint Slides as per clients demands
- Attending the pitch of the customers

- Change or modify the plans as per clients requirements
- For plan execution, meeting with the operation plan
- Observing the whole activities

2.4 Practical Experience

The knowledge I got in Asiatic EXP will consistently help me as a rule in my future. I have taken in the very utilization of present day promoting apparatuses alongside their use and application. Alongside that, I have improved my open talking and introduction abilities by going to pitch introductions and client gatherings which gave the unmistakable thoughts regarding corporate culture, way and standards. In addition, the way that is progressively significant is the estimation of cooperation and keeping up hierarchy of leadership complete my journey by giving me a full journey of knowledge.

2.5 Products and Services

In order to get the practical experience, I have applied in different companies and finally Asiatic EXP has offered me internship project and on 2nd February, I have started my internship program. In my short 3 months period, I have worked with different brands. As Asiatic EXP gave me the chance to work, so I wanted to show my full gratitude and commitment to this organization. I got the brief of Red Cow Full Cream Milk Powder from Zealand Dairy. I along with my activation team made the whole plan for Red Cow Full Cream Milk Powder Activation plan submitted the plan within the fixed deadline.

Chapter 3

Methodology of the study

3.1 Objective of the study

In the part of methodology, for the collection of data I will utilize my both primary and secondary sources. I will concentrate more on the practices of organization like how the inside sites of Asiatic EXP works and I will interface with my perception for the primary source. For my secondary source, I will just utilize the official site of Asiatic EXP. For this report, I will not be using any survey or questionnaire. I will note down the little casual discussion of the employees and will try to understand their perception regarding their recognitions about the administration line. For the better understanding, I have given the following chart

Primary Source

- Internship Experience
- Mentorship
- Observation

Secondary Source

- Asiatic Website
- websites, Journals and articles
- Discussion with Project Head and other employees

For the primary source that includes the casual correspondence about the nature of the works and with the assistance of the information I can contrast my technique and the pattern. I have intended to invest energy and time with the employees to have a good bond and understanding about the course of the business and that will assist me or lead me with figuring out where Asiatic EXP is, as far as offering quality support. After all the discoveries and deficiencies I will talk with the Project Head to provide better solutions and better arrangements. This is my entire plan to achieve the objective of this report.

Primary Objectives

The prime target to interface the hypothetical data and information I have picked up from BRAC Business School (BBS) with the commonsense information and ability and all the learnings from Asiatic EXP that I have during my temporary position period.

Secondary Objectives

- To evaluate difference between ATL campaigns and BTL marketing activities
- Connecting the theoretical and hypothetical knowledge collides the marketing campaigns
- Teachings related to Marketing by BRAC Business School

I have taken information from different websites of internet and I have attached the link in the reference part.

3.2 Scope of the study

During my short period internship project in Asiatic Exp. I have watched every work sections practically. I was a part of the department of the Activation where I have created the blue print of the Red Cow Full Cream Milk Powder Activation Plan. It was difficult for me to accumulate the information given by the employees of the organization to my report because everyone in the organization were so much busy on their own commitment and were not able for long discussion.

3.3 Limitation of the Report

The main problem that I have faced during my internship project was shortage of time. Due to the corona virus, I was not able to continue my office from March 2nd week. I had to do all the work from my home. So basically I was doing home office. For the research on this project more time was needed and to understand the inner depth of the operational projects more. Moreover, I did not get enough time to discuss more things with my project Supervisor and other employees.

Chapter 4

The Project Red Cow Master instant full cream milk powder Online

Activation Plan

4.1 Introduction

“RED COW Nitrified instant full cream milk powder” is a therapeutic brand in dairy product range by New Zealand Dairy Product Bangladesh Limited that support optimal cognitive and immune health by providing natural goodness of milk to its consumer. The brand had previously placed itself in the “all-purpose milk” with a brand name “RED COW instant full cream milk powder” and was absent from the media approximately for more than 10 years. Consumers had almost forgotten about it, though it was available in market. Later on New Zealand Dairy brought “Diploma instant full cream milk powder” However, the introduction of another instant full cream milk powder created market cannibalism. The category was already competitive and crowded with other brands, so losing market positioning was a common view. They tried to recapture their market with another name “RED COW Nitrified instant full cream milk powder” by additionally adding Nutrition. TVC could not brought the lost position again. Hence, this rename again was unable to differentiate the target market. So the very first step was to avoid this unwanted cannibalism. Finally, this year they come up with another name and trying to rebranding themselves so that they can again win a new market position and gain a great market share. Despite of being pioneer of offering therapeutic brands in dairy product range in Bangladesh, still they are losing its market which become the main concern for New Zealand dairy product Bangladesh limited.

Considering all these fact, New Zealand dairy went through a big prelaunch by changing its name to RED COW Master instant full cream milk powder and aired a new TVC in February 2020. Keeping all these in mind New Zealand Dairy aims to land activation RED COW Master milk powder. A brief was sent to Asiatic EXP. It required a plan which is fully online with proper budgeting.

According to the brief, New Zealand Dairy Bangladesh mentioned what they expect, what information they may provide, what facilities might be needed for the plan, and execution time. Deadline for the submission was given as well

4.2 Backstory of the plan:

In this fast-paced world, everybody wants to avoid trouble in daily house hold chores. As raw milk is needed to be boiled, many consider it as time consuming and hustle work. Apart from this, working mother cannot rely on their child to boil milk and have them drunk. Here instant full cream milk powder eliminates this inconvenience and becomes popular among mother as well as children.

Powdered milk fills in as a practical and plausible option in contrast to ordinary purified milk on the off chance that it is advanced and invigorated with basic minerals and supplements. Apart from this, during evaporation process if raw milk is not boiled under proper temperature it will grow bacteria which will be harmful for health. As, today's people are very concern about health, so powdered milk can be a best option to ensure healthy and long life.

In Asiatic huge percentage of working mother and even working father prefer powdered milk. All has a very common concern that is nothing but the nutrition fact. All want that powder milk must be filled with nutrients, should be a great amount of minerals and vitamins which will ensure cellular growth, stimulate the immunity system, aiding in blood clotting, calcium absorption of calcium and so on. Apart from this, they prefer powder milk to raw milk because of its longer shelf-life and durability. To cater this need New Zealand Dairy Bangladesh Limited has come up with RED COW Master instant full cream milk powder and giving tough competition to many other existent brand in Bangladesh.

4.3 Target Group

Age group: It satisfies infants, children and young adults. The satisfying age group is 2 to 19 year old that means infants to school and college going student. Basically, they need a rich source of holistic nutrition that will ensure proper physical and mental growth. For online activation plan, the targeted group is school and college going student. The segmented the group on the basis of which class they are studying. The divided whole target group in five different group: Group-A, Group-B, Group-C, Group-D and Group-E. It includes the classes of Class 1 to Class 3, Class 4 to Class 5, Class 6 to Class 7, Class 8 to Class 10 and Class 11 to Class 12 respectively.

Geography: New Zealand dairy Bangladesh limited wanted to run online activation plan targeting whole Bangladeshi Students. Automatically, those who are active in online media or have social media account become the ultimate target group.

Benefits sought: Customers who are concerned about their end users physical and mental health are the expectation behavior for this proposition. Parents are highly concern for Childs growth. As milk is one of the highly essential food that is needed to be taken every day to achieve a good health, so powdered milk has become a best option for parents due to its durability and nutrients level.

Consumer Income level: The targeted group is from lower middle, middle, upper middle and rich class. Basically who can afford to buy the product as well as have a minimum active social media account.

4.4 Overview of the Online Activation Plan:

New Zealand Dairy Bangladesh limited has given a short brief how they have wanted to see the online activation program. As per their instruction our management team have set a plan – “The online activation program will be covered by an online competition. All the participants from the targeted group will participate in the competition through online activities. One can participate in only one activity in their applicable group. All will be connected in host online page. All the participant have to give a 3 minute videos where the first 45 second will covered that they are eating milk and telling their reviews showing packet besides. Then the rest of the minute they will show their talents. Initial selection of participant will done by the creative team of Asiatic Exp. A decision maker team from New Zealand Dairy will make the final selection. Finally with the declaration of winner the online activation plan will be completed.”

The activities will be covering the following points

- 1. Selection of Online Medium:** For the activation plan selection of a right online medium is a key to half success. In our country Facebook is highly popular among people. Students as well as their parents both use Facebook as a great medium of communication. So our full focus is to run the activation plan in Facebook. Hence, all the advertisement is also going to be Facebook based. In addition a web page will also be developed that will help to retain customer in the long run.

Number of Members	Activity	Name of Department
2	Developer	Web and App development
2	Content writer	Content Management

3	Online Boosting	Digital Marketing
5	Management	Innovation department
5	Backend support	IT Department
12	Moderators	Creative Management
6	Brand Promoters	Brand Building

Table: Selection of online medium

Source: From the Activation Team

2. **IT Team Selection Criteria:** Online activation plan requires strong IT (Information Technology) team. It will help in attainment of many consumers and creation of consumer base based on online activation program. This team will consist of 35 members – 2 Page developer, 2 Content writer, 3 online booster and 5 page managing people, 5 backend support people, 12 moderator and 6 brand promoters will work throughout the activation plan. This people are will be selected based on their education and experience level and provided by the Asiatic Exp. from different departments.

3. **Tag line:** From our brain stormed ideas the tag line has been made and considering this the mnemonic has already created by the Creative department of Asiatic Exp. Considering the selected target group, the rebranding issue of RED COW Master and depending on the behavioral segmentation, tag line *“Know Thyself and Let the world Know”* – # 3 minute campaign to show your hidden talent has been selected. The tag line clearly depicts the benefits of the product as well as it will comprise organizational goal of rebranding themselves.

4. **Brand Briefing:** The Band promoters will give a brief discussion about the product RED COW Master instant full cream milk powder. They will communicate the benefits of the product and give out who are the target customer, thus the rebranding of the product will be covered. In addition, they will also communicate about the competition rules and how to compete in the competition.

5. **Procurement of gifts:** This part will be done by our procurement team. They will buy gifts for the winner as well as other competitors. Basically top 100 will be selected and each will get a one year educational scholarship as well as the product. In addition Top 3 will get Laptop and a chance to become a brand ambassador of New Zealand Dairy Bangladesh Limited. Top 200 will get participation certificate.

6. **Operation planning of Competition:** Moderators will maintain communication through online for any customer query. They briefly illustrate customer how to participate. The team of Asiatic Exp. have already decided about the participation section. They are story-telling, cycling, acting, dancing, singing, painting, swimming and reciting poem.
The IT team will organize support 24/7 throughout the competition. They will work for the selection of the TOP 200 participants.

7. **A giveaway ceremony:** Gifts will be send to the winners by operation team. All the participants will receive a message and will be announced in Facebook page too. Apart from this, customers can also give their honest reviews about the competition and their experience after drinking milk in Facebook page.

4.5 Factors comprises online activation plan:

There are some marketing factors that are expected to be covered by Asiatic Exp. limited after completion of online activation plan. They are:

1. **Public Relation:** RED COW Master instant full cream milk online activation plan is based on one to one communication that will help New Zealand Dairy Bangladesh Limited to rebrand their product and to create a brand image among the customers. For PR Program things that are going to be implemented



Figure: Implementing PR Tools

Source: Smith R. & Taylor J. (2004), Marketing Communications: An Integrated Approach

2. Consumer Mind: The main goal of this online activation program is to reach target customer. People who sought benefits, this program will help them to know more about the product. Along with this, many new customers will be willing to take part in the competition and will buy their product as packet showing in the first 45 second of the video was compulsory with drinking milk. Target group will be encouraged to drink milk. Thus host organization will get new customer in the process. Moreover, customer mind will be driven by knowing the product, understanding the benefits and finally purchasing the product.

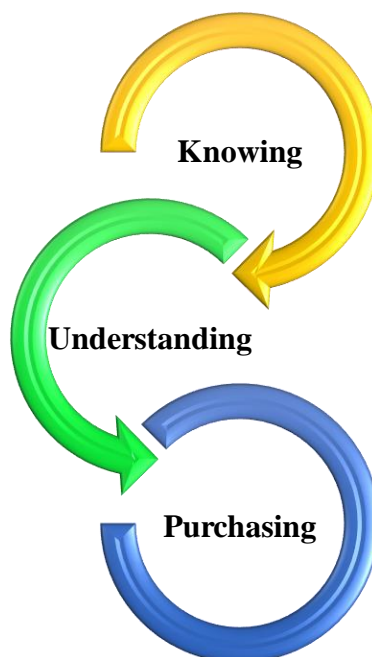


Figure: Customer mind driven factors

Source: Newcomb K. (2006), Marketing Spend Shifting to Below-the-line. Click Z: Marketing News and Expert Advice Retrieved from:

3. Generating Revenue: Throughout the online activation plan, it is expected that company's sales volume will also increase in the process. As a result, we can forecast that a great amount of revenue will be generated.

4.6 Learning from the activation plan:

As it was my first activation plan, after entering in the creative team. In the beginning I had little knowledge but gradually I learn about activation plan, I have seen many old projects of them. After getting a brief from the New Zealand Dairy, I presented this activation plan in front of them using PowerPoint.

The time frame is given from February, 2020 to July, 2020. The overall plan has been submitted in March, 2020. The IT team started their work for making Facebook page and other IT operations in May, 2020. However, the Covid-19 creates a huge pandemic over the world and it hampers the overall activation plan and our working from the office.

However my learnings are:

- Using of new marketing tools with technique
- Generating ideas by brainstorming
- Pitching a perfect presentation to the clients
- Understanding the current market situation
- Creating a checklist of day to day activity
- Learning organizational hierarchy

Chapter 5

Relating the Project with the theories

5.1 Relating the theories:

Theories that RED COW Master instant full cream milk online activation plan has been covered to create a worth activation program are discussed below:

1. **Solving business challenges using social media:** Social media offers a brand a real time and effective bi-directional communication. It creates social users very tough to handle through community involvement. Continuous communication with customer will allow organization to know their views about the product. Their feedback will allow to bring necessary changes. Thus the community management will be done. Even it will help to manage online reputation as well. SEO (Search Engine Optimization) also play a key role for the successful online activation program. Here, IT team of Asiatic Exp. plays a vital role. As the online activation program is going to be run in Facebook so it will be a great place for bringing all customer under one umbrella



Figure: Strategic use of social media

Source: Leiss W., Kline S., Jhally S. & Botterill J. (2013), Social Communication in Advertising: Consumption in the Mediated Marketplace

2. **Brand Perception:** As previously discussed that consumer had a mixed perception about their product because of their lack communication, imprecise target group and the presence of Diploma instant full cream milk powder. Apart from this, presence of other brands customers has forgotten this brand. So with the new name and the online activation program, the organization will be able to rebrand themselves as well as create a new brand image.
3. **Integrated Marketing Communication:** Here marketing tools and engagement for people will work harmoniously to accomplish the marketing goal. However, RED COW Master instant full cream milk powder online activation program will engage consumers through competition, customers through product awareness. Online creates an open platform for all to ensure their involvement. Along with this, one year scholarship program, selecting brand ambassadors, gifts and certificate will allow continuous and further relationship with customers in the long run. The overall activation plan will bring nothing but the lost market share and brand image among customers.

Chapter 6

Finding and Recommendations

6.1 Finding and limitations:

The prime target of this study is to find out an assessed achievement suspicion of this venture at present Asiatic Exp. is going on regarding the RED COW Master full cream instant milk powder online activation plan. Though it is a yearlong plan and my internship duration was three month. So many operational things I missed in this short period. Apart from this, outbreak of Covid-19 pandemic has temporarily shut down this activation plan. So the success rate cannot be measured. However, the plan based on the consumer thinking about this brand and hit the target customer to repositioning the brand. In addition, to influence consumer behavior for buying this product.

6.2 Recommendations:

Asiatic Exp. is one of the leading communication agency following global strategies. They have experienced employees as well as all valuable key resources so that they can provide effective and efficient plan implementation.

Within this short period of working along with them, I have learnt many things. Though it is tough to give recommendations for this shorter time of working, I have still come up with some recommendations based on my working with them, my bookish knowledge and learning other competitors' activation plan from internet.

- Developing job description of the employees and making them more precise. Mixing the different department for making team sometimes create contradiction among employees-who to do what. So to avoid messy in doing team work, precise job description is needed.
- They have a premium pricing strategy as they are proving high quality service. Still there is a scope to work on that field to be competitive in the market and to attract more customers. They can follow customer based valuing thinking about the customer and the venture.
- Planning department and activation department do not work in harmony. Hence it results in backlog as well as it creates bottleneck operation. More planning is done but activation program is not run comparatively. Thus they are losing their old and special clients which is not good at all. So I recommend them to give similar priority in each department.

Chapter 7

Conclusion

7.1 Conclusion:

Asiatic Experiential Marketing Ltd. is one of the leading marketing agencies. I am grateful to have my first professional learning experience with them and grateful to them as they give me the opportunity to learn center advertising procedure and execution of the field based showcasing. Also, I build up my open connection and open talking ability through the correspondence with customers and giving introduction before them. I have down to earth information with respect to different sorts of brand. It will clearly help me in my further profession movement. I can separate between theoretical information and the down to earth expertise which will lead me in my profession. To put it quickly, all these pragmatic information will assume a critical job in my future in creating myself as a talented advertiser

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