

**Report On**  
**The Brand Image Analysis in Customer Satisfaction of**  
**MyBL App**

**By**

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20204091

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

October, 2023

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## Declaration

It is hereby declared that

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

Student's Full Name & Signature:

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Nusrat Redwan  
20204091

Supervisor's Full Name & Signature:

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Mr. Md. Hasan Maksud Chowdhury  
Assistant Professor, BRAC Business School  
BRAC University

## Letter of Transmittal

Mr. Md. Hasan Maksud Chowdhury  
Assistant Professor,  
BRAC Business School  
BRAC University  
66 Mohakhali, Dhaka-1212

Subject: Submission of the internship report on ‘The Brand Image Analysis in Customer Satisfaction of MyBL App’.

Dear Sir,

It is a pleasure to submit the internship report "The Brand Image Analysis in Customer Satisfaction of MyBL App" under your supervision as a part of the BUS 400 course required to complete a BBA degree at BRAC Business School.

Under the guidance of Mr. Md. Hasan Maksud Chowdhury, Assistant Professor of the BBS Department at BRAC University, I have prepared this internship report. His ideas and guidance have assisted me in meeting the goals of this report.

Sincerely yours,

---

Nusrat Redwan

20204091

BRAC Business School

BRAC University

Date: \_\_\_\_\_, 2023

## **Non-Disclosure Agreement**

This agreement is made and entered into by and between Banglalink Digital Communications Ltd. and the undersigned student at Brac University

.....Nusrat Redwan.....

## **Acknowledgement**

I would like to express my heartfelt gratitude to all those who have contributed to the successful completion of my internship and the preparation of this report. Without their guidance, support, and encouragement, this endeavor would not have been possible.

First and foremost, I would like to thank Shariq Bin Nasim, my internship supervisor, Senior Category Brand Manager Omair Haider Chowdhury, Head of Digital Marketing Shatil Ferdous, Senior Manager of Marketing Research Khaleda Akhter for their invaluable guidance and mentorship throughout my internship. Their expertise, patience, and willingness to share knowledge have been instrumental in enhancing my understanding about brands and developing my skills.

I am also deeply thankful to Banglalink Digital Communications Ltd. for providing me with the opportunity to undertake this internship. I appreciate the trust and support extended to me by the entire Marcom team at Banglalink Digital. The exposure and experiences gained during my time at Banglalink Digital have been invaluable in shaping my career.

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I am indebted to my supervisor Mr. Md. Hasan Maksud Chowdhury, faculties and the academic staff at Brac University for their continuous encouragement and for allowing me to pursue this internship as part of my academic curriculum. Their teachings have provided me with a solid foundation upon which I could build during my internship.

I must also acknowledge my friends and family for their unwavering support and motivation throughout this journey. Their belief in my abilities has been a driving force behind my determination to excel.

I am truly grateful to everyone mentioned above and anyone else who may have played a role in my internship and report. Your support has been invaluable, and I look forward to continuing to build upon the knowledge and experience gained during this internship in my future endeavors.

## **Executive Summary**

The MyBL app gives Banglalink customers control over their mobile services, products, and accounts. It offers essential features, loyalty programs, customer care, community engagement, and more. In a competitive telecom market, the MyBL app is vital for brand image and customer retention.

This study aims to assess the significance of brand image in customer satisfaction through a combination of qualitative and quantitative methods. Data was collected via two Google Forms surveys, one focused on customer satisfaction using the RATER framework and the other on brand awareness, brand positioning, and service analysis. Data visualization and analysis were performed using Google Forms, Google Sheets, and SPSS.

After collecting the data, the researcher conducted a reliability test, analyzed the central tendency of the dataset, created a mental map and CBBE model, conducted graph analysis, and reviewed relevant research papers and articles.

After thorough research and analysis, I came to the conclusion that brand image has a strong connection in customer satisfaction and brand image helps to make a positive effect on customer retention. Moreover, I was able to point out the rooms of improvement and recommended some ways to build a strong brand image in future.

**Keywords: Brand; Customer Satisfaction; Telecommunications; Digital Marketing; SPSS**

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# **Chapter 1 : Overview of Internship**

## **1.1 Student information**

Name: Nusrat Redwan

Student ID: 20204091

Program: Bachelor of Business Administration

Major/Specialization: Major in Computer Information Management, Minor in Marketing

## **1.2 Internship Information**

### **1.2.1 Company Information**

Period: 15 June, 2023 - 15 September, 2023

Company: Banglalink Digital Communications Ltd.

Logo:



banglalink

Department: Brands & Communications

Address: House 4, Tiger's Den, SW Bir Uttam Mir Shawkat Sarak, Dhaka 1212

## **1.2.2: Internship Company Supervisor**

Name: Shariq Bin Nasim

Organization: Banglalink Digital Communications Ltd.

Designation: Brand Manager

Department: Brands & Communications

## **1.3 Internship Outcomes**

### **1.3.1 Job Scope – Job Description/Duties/Responsibilities**

As a student of Computer Information Management and Marketing, I always wanted to explore the field of real marketing activities and digital marketing analytics. During my job, my line manager asked about my expectations from the company. After listening to my expectations, he told me to make a three month long calendar for my internship. After every 3-4 weeks, I have to present my work experiences and learning outcomes in front of the weekly team meeting.

My first 3 weeks were spent with the Brands team. I was actively involved in their Price Perception Campaign, MyBL app campaign from day 1. I attended the campaign pitches from the team where the team shared the marketing strategies and activities schedule. The TVC shoots were organized at public places and production houses. I witnessed a live production house activity for the first time in my life. After the TVC shooting, I was assigned to give reviews on work in progress of the TVCs. For the campaign, I also developed some static creative ideas for social media. I was assigned to make a pre-hype KV. Beside that, I was involved in Influencer

marketing. I was assigned to make a pre-hype KV. I reviewed the influencer list given by the agency and recommended influencers and suggested some other influencers according to the category. Also, attended several meetings for choosing influencers for the MyBL app.

After 3 weeks, I started to work with the digital marketing team. I was introduced with google analytics, Facebook Meta, Youtube analytics, Tiktok

The core job responsibilities were-

Campaign Collaboration:

I have collaborated effectively on the end-to-end execution of three distinct thematic campaigns and actively contributed throughout the entire project lifecycle, from initial planning stages to the final implementation phase.

Digital Marketing Strategy Formulation:

I played a pivotal role in the formulation of comprehensive digital marketing strategies tailoring for prominent social media platforms, including Facebook and TikTok. Thereby, It has enhanced the brand's online presence and engagement.

Internal Official Collaterals Preparing:

I was assigned to make internal creatives for many internal projects and workshops. Some of them were motion videos, static content, printed banners. I had to maintain brand guidelines as well while developing the creatives.

Feasibility Analysis for Mobile Marketing Tool:

I also conducted in-depth analysis to assess the feasibility and effectiveness of the mobile marketing tool "Adjust," contributing valuable insights that informed strategic decisions related to mobile marketing initiatives.

#### External Agency Collaboration:

I maintained productive partnerships with external agencies such as X Integrating Marketing Agency, Asiatic 360, Starcom to demonstrate adeptness in coordinating efforts to finalize and optimize TVC, OVC, social media collaterals and creative concepts, aligning them with brand objectives. On every Sunday, we used to sit with the agencies and discuss running and upcoming projects and marketing strategies.

#### Campus Activation Program and Mass Community Program Participation:

I Actively participated in the campus activation program of 'Banglalink Youth Fest' and 'Banglalink Uthshob' with enthusiasm, showcasing commitment and engagement in activities designed to promote and raise awareness about the brand within the youth and mass community.

### **1.3.2 Benefits Gained by the Student**

- During working in the campaigns, I learned that How the TVC shoots are taken. Protagonist's Expression, posture are considered carefully. Brand elements, assets are placed in a very subtle way in some scenes. Moreover, A small AV is made out of TVC for playing it between the shows. Since it is frequently played, the key message and offers are highlighted. In influencer marketing, the campaign key message is promoted in a natural way as much as possible. Complex things should be avoided in short TVC .

Showing too many moments in one TVC can be confusing. People will fail to understand the message. The song lyrics should be clear and catchy.

- In the thematic campaigns, brand elements and associations are highlighted more rather than product features.
- When it comes to choosing names for offer campaigns, the names should be clear and catchy. It has to be associated with the main marketing activities. The mnemonics should be clear and visible to the audiences.
- The factors that are considered mostly while choosing an influencer are social media presence, lifestyle, persona. Credibility is a significant factor in Influencer marketing.
- Posting on the right active time to gain more organic engagement on social media
- Trendy hashtags are important to reach audiences in Tiktok
- Enlightened about digital marketing terms such as engagement, reach, ROAS, ARPU
- How an ad campaign is launched
- Learned new design tool Figma for designing web elements, digital assets.
- Learned to post contents professionally in social media
- How to present a long-term strategy to stakeholders. There must always be a well-structured framework that will present the entire strategy as a story. This will help stakeholders understand the process. The framework should be clear, concise, and easy to follow.
- How the TVCs are posted on TV channels. How to target the timing and channels according to target audiences.

### **1.3.3 Problems/Difficulties Faced During the Internship**

My first corporate journey with Banglalink was challenging, but it helped me to develop the skills I needed to be successful in future workplaces. I faced several difficulties, including:

- Working on multiple campaigns at the same time, which led to overlapping tasks and missed deadlines.
- Reporting to different managers for each campaign, which was time-consuming and confusing.

To overcome these challenges, I learned to manage my time effectively and multitask. I also learned to prioritize my tasks and use Microsoft Office Calendar to set meeting times and get feedback from stakeholders. These skills have helped me to be more successful in my career. I am now able to work more efficiently and effectively, and I am better able to manage multiple projects at once. I am also more confident in my ability to communicate with and manage stakeholders.

I was grateful for the challenges I faced at Banglalink, as they helped me to develop the skills I need to be successful in my career.

## **Chapter 2 : Organization Part**

### **2.1 Introduction**

#### **2.1.1 Background of Banglalink Digital**

Banglalink Digital Communications Ltd is a telecommunications company based in Bangladesh, which was established in 1989 under the name Sheba Telecom (Privately-Owned) Ltd. As of



2021, the mobile provider ranks third in terms of user counts and profitability inside the country. In 2005, Orascom Telecom acquired the company for a sum of USD 60 million, afterwards rebranding it as Banglalink. Subsequently, Banglalink has made notable progress in enhancing the availability of mobile devices and cellular services to the wider populace. In the year 2011, Banglalink's 2G license was granted an extension for a duration of 15 years. Similarly, in 2013, the 3G license of Banglalink was also renewed for a period of 15 years. In the aforementioned year, the corporate entity underwent a name alteration to Banglalink Digital Communications Ltd (BDCL) as a consequence of a reorganization within the overarching parent business. BDCL is presently under the ownership of Telecom Venture Ltd, a subsidiary of Global Telecom Holdings, which is completely possessed by VEON. VEON is a multinational telecommunications company that operates voice, data, and digital service enterprises throughout many nations, including the country of Bangladesh. Gennady Gazin assumes the role of Chairman for VEON's global market, while Kaan Terzioglu serves as the Chief Executive Officer for the group.

In recent years, Banglalink has persistently expanded its range of services, with a particular emphasis on the ongoing digital transformation within the country. The provision of extensive 3G and 4G coverage on a national scale has facilitated enhanced connectivity among individuals in Bangladesh, enabling them to establish novel and stimulating connections with both their fellow citizens and the global community. The present tagline employed by the organization is "Start Something New," which aptly represents their dedication to maintaining a leading position in technological innovation within the context of Bangladesh. The organization is consistently engaged in the pursuit of novel and inventive methodologies to facilitate interpersonal connections and foster individual achievements.

Banglalink has emerged as a significant contributor to the advancement of the digital economy in Bangladesh. The organization has made investments in several start-ups and initiatives that are contributing to the advancement of innovation and fostering economic growth. The organization is dedicated to assisting Bangladesh in its pursuit of becoming a prominent digital leader not just within the region but also on a global scale.

## **2.2 Overview of the Company**

### **2.2.1 Vision**

The success of desired goals by a corporation is contingent upon the presence of a well defined vision. Having a clear vision is crucial in guiding a company's strategic direction and organizational trajectory. Banglalink Digital has maintained a distinct and well-defined vision since its establishment. The presence of a well-defined vision has facilitated the company in comprehending and effectively catering to the needs of its clients. The stated objective of Banglalink Digital is -

“To understand people’s needs best and develop appropriate communication services to improve people’s lives and make it simple.”

The primary emphasis of the brand has consistently been on providing enhanced quality of life for its customers through the provision of purposeful communication solutions. In order to realize this overarching objective, the brand maintains its attention on critical domains, including business partnerships, streamlined operations, and technological prowess.

### **2.2.2. Mission**

Banglalink Digital Communications Ltd has made significant progress since its establishment, and its mission has also evolved accordingly. The company's initial objective was to facilitate widespread access to mobile phones, a goal it accomplished with remarkable success, garnering a consumer base of 30 million individuals nationwide. Nevertheless, when the telecommunications industry in Bangladesh underwent development, the mission of the company also underwent a transformation. The present objective of Banglalink encompasses augmenting its market share and attaining the leading position as a mobile network operator (MNO) inside the nation. Additionally, the company aims to introduce a wider range of inventive products and services to foster the development of the digital ecosystem. Furthermore, Banglalink aspires to be at the forefront of materializing the vision of Digital Bangladesh by the year 2021. Banglalink demonstrates its dedication to advancing the government's digitization strategy by a persistent pursuit of innovation and service enhancement, aimed at effectively addressing the dynamic requirements of the Bangladeshi population.

### **2.2.3 Objectives**

The fundamental purpose of Banglalink Digital Communications Ltd. is to ensure uninterrupted network coverage throughout the country. The primary objective of the organization is to enhance network coverage and deliver superior customer service to its clientele. The primary objective of the company is to enhance the wealth of its shareholders by the augmentation of the average revenue per user (ARPU). Furthermore, Banglalink Digital endeavors to cultivate an inclusive organizational culture that fosters a mindset of continuous learning among its workforce. In light of the expanding communications sector in Bangladesh, Banglalink Digital is

committed to maintaining competitiveness and relevance by investments in cutting-edge technologies and infrastructure. These endeavors aim to enhance network coverage and offer inventive products and services to its client base.

#### **2.2.4. Slogan**

As mentioned in the previous section, Banglalink Digital has changed its slogan over time. The two slogans and their meaning are summarized in the below-

Making a Difference (2005)

The company's intention is to bring meaningful solutions in terms of network and connectivity that would ease the life of their customers.

Start Something New (Current)

Increased data connectivity, the country's overall focus on creating a digital ecosystem.

#### **2.2.5 Core Values**

Core values play a vital role in defining a company's culture and identity. Banglalink Digital is no exception, and it is committed to upholding five core values that define its business operations. The company ensures that all employees align with these values during recruitment and follows them in their day-to-day activities. The five core values of Banglalink Digital are:

1. Customer-Obsessed: The company places its customers' needs and requirements above everything else.

- Keeping customers as a priority in all activities of the brand.
- Ensuring that every decision translates to better interest among the customers.
- Not letting the focus on competitors overshadow the focus on customers.
- Innovating digitally to meet all the needs of the customers.

2. Innovation: Banglalink Digital believes in constantly exploring new and innovative ways to provide better services to its customers.

- Being on the lookout for new digitally disruptive ideas.
- Looking for new digital spaces to wander around in.
- Thinking of new digital products that may meet customer needs in a better more efficient way.

3. Collaborative: The company believes in working collaboratively as one team to achieve its goals and objectives.

- A united passion for the consumers.
- Collaborating with each other by respecting everyone's' time and convenience.
- Actively partnering with all stakeholders in order to achieve better results.
- Taking ownership and focusing more on finding a solution than on putting the blame.

- Last but not the least, working as a team in order to achieve better results in a faster and smarter way.

4. Entrepreneurial: Banglalink Digital focuses on the entrepreneurial mindset of the employees in terms of everything they do within the organization.

- Taking ownership of business operations.

- Tendency to push beyond boundaries and try out paths that may seem impossible.

- Embracing failure.

- Setting examples when it comes to leading.

- Keeping the customers best interest in mind while taking risks.

5. Truthful: The company conducts its business with the highest level of integrity and ethics.

- Maintaining honesty and integrity in all activities.

- Trying best to keep the promises that were made.

- Not being afraid of admitting mistakes.

- Ensuring the highest level of ethics as well as compliant behavior.

- Keeping communications transparent with all.

These core values reflect the company's commitment to providing exceptional service to its customers while maintaining a culture of integrity and accountability within the organization.

**2.2.6 Management Team**

Chief Executive Officer (CEO)	Erik Aas
Chief Commercial Officer (CCO) Upanga Dutta	Upanga Dutta
Chief Financial Officer (CFO) Cem Velipasaoglu	Cem Velipasaoglu
Chief Technology & Information Officer (CTIO)	Hüseyin Türker
Chief Legal Officer (CLO)	Jahrat Adib Chowdhury
Chief Corporate and Regulatory Affairs Officer (CCRAO)	Taimur Rahman
Chief Ethics & Compliance Officer (CECO)	Muniruzzaman Sheikh
Chief Human Resources & Administration Officer (CHRAO)	Monzula Morshed

**2.2.7 Internal Functions**

Understanding the internal activities of an organization can yield significant and invaluable understanding of its cultural and structural dynamics. The hierarchical structure of Banglalink Digital is characterized by a relatively low degree of vertical differentiation. The organization is

divided into three primary functions, namely Technical, Commercial, and Enablers, each of which possesses its own distinct departmental structure. The Technology department is responsible for the development and maintenance of the organization's technological infrastructure, encompassing software, hardware, and network systems. Additionally, this function encompasses sections dedicated to research and development, quality assurance, and testing. The Commercial function primarily centers on various commercial activities, including sales, marketing, and customer service. This position also includes departments responsible for formulating and executing strategic business plans, as well as overseeing interactions and partnerships with external stakeholders.

The duty of Enablers involves providing support to other functions within an organization, including departments that oversee human resources, financial, legal, and administrative tasks. These departments ensure the seamless and effective functioning of the company's operations, enabling the other functions to focus on their primary responsibilities.

In general, the organizational structure of Banglalink Digital demonstrates a judicious approach in managing its technological, business, and administrative needs.

### **2.2.8 Technology**

Customers around the nation can avail themselves of Banglalink Digital's dependable network coverage and other services, mostly due to the efforts provided by the company's Technology department. The primary responsibility of this position includes guaranteeing the reliability and efficacy of the cellular and data services provided by the organization. To do this, it consists of multiple departments that engage in collaborative efforts. Furthermore, the entire range of network equipment, applications, digital services, and value-added services offered by



Banglalink are encompassed within the domain of the Technology function. This function assumes responsibility for the establishment and ongoing maintenance of these services, including the Value-Added Services (VAS). The comprehensive approach to network management employed by the organization is a means through which it strives to guarantee the provision of exceptional service to its clients.

The customers of Banglalink derive advantages from the strong collaboration between the organization's Technology function and other functions within the firm, which guarantees the provision of services that are both consistent and well-integrated. The dedication and expertise exhibited by the Technology department play a crucial role in the overall achievement of the organization within the fiercely competitive telecoms industry. The growth of this sector is propelled by a focus on innovation and the provision of exceptional customer service.

### **2.2.9 Commercial**

The primary role of the Commercial department within Banglalink Digital is to develop and implement business strategies aimed at achieving the company's overarching objectives and ensuring its overall success. This entails formulating strategies and implementing initiatives to efficiently convey the organization's offerings to its clientele, as well as soliciting feedback to get elevated levels of customer contentment. Additionally, this step encompasses the formulation and implementation of strategic goals and objectives. Furthermore, the Commercial function assumes a crucial role in the identification of potential customers for novel products, services, or applications that are specifically designed to meet the constantly changing needs of clients. This entails closely monitoring market developments and the preferences of the target audience to maintain a competitive edge and facilitate corporate expansion.

The Commercial department of Banglalink plays a crucial role in driving the business activities of the company by providing strategic guidance and understanding the needs and preferences of its consumers. The primary purpose of this job is to ensure the sustained prosperity of the organization within a dynamic market environment. This is achieved by prioritizing the delivery of exceptional client experiences and actively seeking out novel opportunities for expansion.

### **2.2.10 Enablers**

The Enablers division of Banglalink Digital has responsibility for delivering essential assistance to the various divisions within the organization, ensuring seamless continuity of business operations. The primary objective of this job is to strategically develop and sustain a robust organizational culture inside the workplace, effectively engage in negotiations with governmental entities, and efficiently manage the procurement process to meet the organization's requirements. Additionally, the organization places emphasis on the recruitment of suitable candidates, the completion of essential documentation for diverse operations, the management of legal documents and compliance frameworks, as well as the preparation of requisite paperwork for numerous activities.

The function of the Enablers is fundamentally situated at the core of all operations. The organization engages in close collaboration with several departments to ensure the provision of necessary resources for the smooth and efficient execution of their respective responsibilities. This particular duty facilitates the ability of other departments to focus on their core responsibilities, ultimately enhancing the overall performance of the organization. This is achieved through the provision of critical support services.

Below is a tabular representation of the three main roles of Banglalink Digital, along with the respective departments that are encompassed within each function. This presentation aims to facilitate a clearer understanding of the organizational framework of the company.

<b>Technology</b>	<b>Commercial</b>	<b>Enablers</b>
<ul style="list-style-type: none"> <li>- Network Service Management</li> <li>- Business Service Management</li> <li>- Technology Financial Management</li> <li>- Service Assurance Management</li> </ul>	<ul style="list-style-type: none"> <li>-Digital Business</li> <li>-Enterprise Business</li> <li>-B2C Sales &amp; Distribution</li> <li>-Customer Care</li> <li>-Commercial Strategy &amp; Planning</li> <li>-Marketing</li> </ul>	<ul style="list-style-type: none"> <li>- Legal Affairs &amp; Company Secretariat</li> <li>- Corporate &amp; Regulatory Affairs</li> <li>- Compliance</li> <li>- Human Resources and Administration</li> <li>-Finance</li> </ul>

**Table 1: Main Roles of Banglalink Digital**

**2.2.11 Corporate Social Responsibility**

Banglalink Digital has consistently prioritized the requirements of its clientele and the communities in which it conducts its operations. As a subsidiary of VEON, the company aligns

itself with the corporate social responsibility (CSR) criteria set forth by VEON, placing significant importance on maintaining stakeholder trust and generating shared value within its operational domains.

Banglalink Digital annually undertakes numerous sustainable activities and projects in order to accomplish its objectives. In order to improve the availability of digital services in rural areas, the company allocates 1% of its Annual Audited Gross Revenue to the Social Obligatory Fund (SOF) of the Bangladesh Telecommunication Regulatory Commission (BTRC). In addition, the organization also coordinates several initiatives such as the IT Incubator, National Hackathon, SDG Hackathon "Code with a Purpose," DigiGeek Meetup, Startup-Expo, and Digital Literacy Programmes. During the COVID-19 pandemic, Banglalink Digital collaborated with the Sena Kalyan Sangstha to distribute relief packages to a total of 14,500 families. Furthermore, the firm demonstrated its commitment to consumer help by offering complimentary access to websites pertaining to COVID-19 and government-related matters.

Furthermore, Banglalink Digital has implemented various initiatives aimed at mitigating its environmental impact and demonstrating a strong commitment to sustainability. The firm has implemented a Green Energy Project aimed at reducing carbon emissions through the installation of solar panels at several sites. Additionally, the organization promotes environmental stewardship among its workers by encouraging the adoption of sustainable practices, such as utilizing public transportation and reducing waste generation. In general, the CSR efforts undertaken by Banglalink Digital exemplify the company's commitment to fulfilling the needs of its customers and communities, while simultaneously promoting sustainable growth and development.

## 2.1.12 Company Profile

Name of the Company	Banglalink Digital Communications Ltd.
Type	Subsidiary
Industry	Telecommunications Company
Founded	1996
Started as Banglalink	February 2005
Current CEO	Erik Aas
Headquarters	Tiger's Den, House #04, Bir Uttam Mir Shawkat Sarak, Gulshan-1, Dhaka, Bangladesh
Regions	Bangladesh
Slogan	Start Something New
Email Domain	info@banglalink.net
Website	www.banglalink.net

**Table 2: Company Profile of Banglalink Digital**

## 2.3 Industry and Competitive Analysis

### 2.3.1 SWOT

Strengths: Banglalink possesses several advantageous attributes that contribute to its widespread popularity among mobile phone users in Bangladesh. In comparison to other operators, this service provider offers a more affordable option, and its network coverage extends to numerous outlying locations. Banglalink is known for its superior 4G network coverage throughout the nation, offering competitive pricing options that are affordable for a wide range of consumers. Furthermore, Banglalink provides a diverse range of digital offerings, such as Toffee, Doctime,

and MyBL - a mobile application that encompasses minute packs, data packs, health functionalities, music choices, educational resources, gaming alternatives, live radio streaming, and many features. Among the operators in the industry, Banglalink is often regarded as having the most exceptional customer care service.

Weakness: One weakness of the company is its susceptibility to criticism due to the inadequacy of its BTS towers and technical difficulties associated with its TOFFEE product, despite its competitive pricing for call and data packs.

BTS towers serve the purpose of facilitating the transmission and reception of signals between mobile devices. According to reports, the strength of Banglalink's towers is comparatively weaker than that of other operators, perhaps resulting in dropped calls and subpar signal quality. This issue is particularly prevalent in rural regions, where the extent of network coverage is comparatively inadequate.

Furthermore, the Toffee product has been beset by technological challenges, including instances of delays and interruptions. As a consequence, the aforementioned circumstances have resulted in a decline in consumer satisfaction and a negative impact on the company's standing.

In order to enhance its customer service and sustain its market share, Banglalink should prioritize the resolution of these identified problems. It is recommended that the corporation allocate resources towards the enhancement of its BTS towers and the resolution of technical complications pertaining to TOFFEE. Additionally, there is a need for enhancement in the realm of customer service, as well as streamlining the process for customers to report any issues they may have.

If Banglalink is able to effectively mitigate these identified flaws, it will establish a favorable position to engage in competition with other mobile phone providers inside the Bangladesh market.

**Opportunities:** Banglalink, with its commitment to enhancing client lifestyles, possesses several areas for potential development and improvement. First and foremost, there is a substantial level of reinvestment present. Additionally, the company benefits from strong support from its parent company, VEON. Moreover, Banglalink possesses a sophisticated technological infrastructure, enabling them to foster novel advancements. Furthermore, the substantial client base presents a significant possibility to create revenue through the provision of enhanced services..

**Threats:** Banglalink encounters formidable competition from Grameenphone and Robi, both of which own a robust market presence across numerous regions within the nation. This is a challenge for Banglalink in terms of establishing its brand value and raising awareness in these regions. Furthermore, it has been observed that the network service provided by Banglalink has deficiencies in certain regions, hindering its ability to effectively carry out its marketing endeavors. The recent imposition of an augmented SIM fee has resulted in elevated call and internet tariffs, potentially influencing customers' perceptions of Banglalink's pricing structure.

In order to address these problems, Banglalink may consider directing its efforts towards enhancing the quality of its network service in regions where it now exhibits deficiencies. Additionally, the company could implement assertive marketing strategies in order to enhance brand recognition and promote its range of services. Furthermore, it has the potential to implement competitive pricing strategies in order to effectively appeal to a wider customer base.

### **2.3.2 Marketing Mix:**

The marketing mix, sometimes referred to as the 4Ps (Product, Price, Place, Promotion), is a conceptual framework employed for the purpose of evaluating and formulating marketing strategies. The following is a comprehensive examination of the marketing mix employed by Banglalink Digital:

#### **1. Product:**

In addition to offering prepaid and postpaid mobile plans, mobile data packages, international roaming, and value-added services (VAS), Banglalink also provides a diverse array of telecommunications goods and services. Subsequently, the company has expanded its product portfolio by incorporating more digital services, including the content streaming platforms Toffee, Banglaflix, and Cinespot. Another service offered by the company is the MyBL app.

#### **2. Price:**

The pricing strategies employed by Banglalink are influenced by market competition, the specific target demographic, and the inclusion of value-added services. The pricing structure of the company may consist of a diverse range of prepaid and postpaid plans, each with different price points, aimed at distinct market segments. In addition, these providers may provide distinct pricing structures for data bundles and services related to international roaming.

#### **3. Place:**

Banglalink has implemented a distribution strategy aimed at effectively reaching a wide range of clients with its products and services. This encompasses the practice of selling their merchandise



through many channels, including as their own brick-and-mortar stores, authorized retailers, and online platforms. The firm strategically chooses physical retail locations in order to effectively serve key regions and provide convenient accessibility for clients.

#### 4. Promotion:

Promotional strategies are strategically developed to enhance brand recognition and entice potential customers to engage with a company's offerings. Banglalink has the potential to employ several marketing platforms, such as television, radio, billboards, social media, and internet advertising, in order to effectively engage with their intended target audience. In order to promote their services, companies may engage in collaborations with prominent influencers, orchestrate targeted campaigns, and implement price reductions.

#### 5. People:

The personnel element of the marketing mix pertains to the employees and customer service representatives who engage in direct interactions with customers. The presence of customer service employees who exhibit kindness and competence has the potential to enhance the overall client experience and foster brand loyalty. In addition, the organizational culture and core values of the company exert a significant impact on the perceptions and perspectives of customers.

#### 6. Process:

The people component of the marketing mix refers to the workers and customer service representatives who have direct contact with customers. Customer assistance representatives who

are kind and competent may improve the client experience and generate brand loyalty. Furthermore, the company's entire culture and ideals influence customer views.

## Chapter 3 : Project Part

### 3.1.1 Introduction:

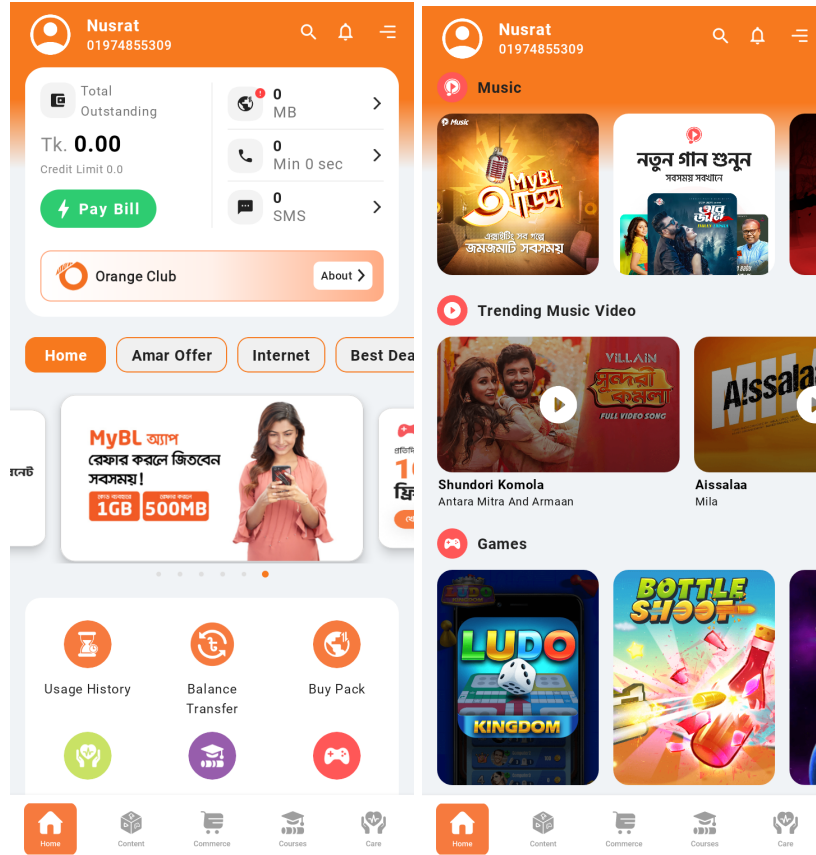


Figure 1: MyBL App Interface

The Banglalink MyBL app boasts an intuitive and visually appealing user interface. Upon opening the app, users are greeted with a clean and organized home screen. The design elements reflect the brand's signature blue and white color scheme, creating a sense of familiarity for subscribers. The interface is designed to ensure easy navigation, making it accessible even for users with minimal technical knowledge.

### **3.1.2 Features**

**Account Management:** Account Management is the primary function of the MyBL application. Subscribers can view their account balance, data usage, and remaining minutes and SMS limits with ease. This transparency enables users to regulate their mobile expenses.

**Recharge and Bill Payment:** One of the app's most notable features is the ability to conveniently recharge your account or pay your monthly bill. It supports multiple payment methods, such as credit/debit cards and mobile banking, making it convenient for users to top off their balances or pay their expenses.

**Data Packages and Special Offers:** MyBL provides a comprehensive inventory of user-tailored data packages and special offers. With a few taps, subscribers can investigate and subscribe to the most suitable options for daily, weekly, or monthly data plans.

**Balance transmit:** Additionally, this app allows users to transmit their balance to other Banglalink numbers. The app simplifies the process of helping an acquaintance in need or sharing credit with family members.

**Service Activation/Deactivation:** Subscribers can activate or deactivate a variety of services, including ringtones, missed call alerts, and international roaming, directly through the app. This feature grants users comprehensive control over their preferred service settings.

**Customer Support:** In case of problems or questions, the MyBL app includes a customer support function. Users can contact Banglalink's customer service team for assistance, allowing for fast and efficient problem resolution.

### **3.1.3 Services**

Originally catering to Banglalink users' self-care needs, MyBL has now evolved into a dynamic digital powerhouse encompassing entertainment, content, healthcare, gaming, education, ticket booking, bill payments and more.

**Entertainment:** Users can discover and subscribe to entertainment services, including Banglalink VAS (Value Added Services) such as streaming music, sports content, and more.

**Digital Recharge:** The app also supports digital recharge for other essential services like gas, electricity, and internet, ensuring users can conveniently pay their bills without leaving the app.

**International Services:** Subscribers planning to travel abroad can use the app to activate international roaming services, check international call rates, and manage their connectivity while abroad.

**Course:** It also hosts a comprehensive array of courses spanning numerous skills, empowering users to embark on self-paced learning journeys.

**Care:** For those seeking healthcare solutions, the app offers a bridge to experienced physicians certified by the Bangladesh Medical and Dental councils.

The Banglalink MyBL app has transformed the way Banglalink users manage their mobile connections. With its user-friendly interface, diverse features, and a wide array of services, it has truly become a digital companion that empowers users to take control of their mobile experiences and stay connected seamlessly.

MyBL Super App now serves as an expansive digital marketplace, providing a diverse range of innovative digital services to users.

For those seeking healthcare solutions, the app offers a bridge to experienced physicians certified by the Bangladesh Medical and Dental councils.

### **3.1.4 Objectives**

The main goal of this study is to analyze the brand image of MyBL Banglalink Digital. The specific goals are:

- Analyze how MyBL app enhances Banglalink's brand image.
- Analyze the positive relation between MyBL app brand image and customer satisfaction

### **3.1.5 Specific Objectives**

The specific objective of this research are-

1. If the analysis supports all the factors of RATER framework
2. Whether the customer is feeling upgraded/updated/ modernized with the affiliation of the brand.
3. To investigate the brand image has a positive effect on customer satisfaction of Banglalink.
4. How can a company build a strong brand image?

### **3.1.6 Significance**

The significance of this research lies in its potential to inform Banglalink's marketing strategies, enhance customer experiences, and strengthen the company's competitive position. By understanding how the "MyBL" app influences brand image and customer satisfaction, Banglalink can create targeted and effective marketing campaigns that resonate with its customer base, thereby solidifying its position with a strong brand image as a leading telecommunications provider in Bangladesh.

### **3.2 Methodology**

This research uses mixed methods to assess marketing campaigns and its activities effectiveness.

For Quantitative data, the following techniques were used-

Online Survey : To collect primary data, Google form is circulated through online platforms.

The number of participants was 100.

Data Analysis through Excel and SPSS: After collecting the data, I analyzed the cronbach alpha, one sample t-test, independent sample t-test to check reliability and demography based satisfaction

Social media engagement : how the audiences are engaging in social media activities.

For Qualitative data, the following techniques were used-

Interview with marketing and product professionals: To know more precisely the app, I interviewed the brand manager of Banglalink Shariq Bin Nasim, Senior Category Brand

Manager Omair Haider Chowdhury, Head of Digital Marketing Shatil Ferdous, Senior Manager of Marketing Research Khaleda Akhter. They provided me with the relevant insights of MyBL.

### **3.2.1 Literature Review**

The literature review examines key concepts related to brand image and its impact on marketing activities. It explores topics such as brand positioning strategies, customer engagement, social media marketing, mobile marketing, and data analytics. Relevant studies in the telecommunications industry and comparable settings are analyzed to provide a theoretical framework for the study.

## **3.3 Findings & Analysis**

### **3.3.1 RATER Framework**

The RATER framework is a model for analyzing and evaluating customer satisfaction in relation to service quality. In the 1980s, it was created by Parasuraman, Zeithaml, and Berry. Customers evaluate the excellence of a service based on five essentializing dimensions or criteria closest to the framework. These dimensions form the abbreviation

RATER:

**Reliability** : This factor evaluates a service provider's ability to consistently deliver accurate and dependable services. Customers expect services to be consistent and error-free. For instance, if you book a flight, you anticipate that it will depart and arrive on time.



Assurance: Assurance pertains to the competence and courtesy of the service provider's employees, as well as their capacity to inspire customers' trust and confidence. In a healthcare setting, for instance, assurance may entail the competence and professionalism of physicians and nurses. Physical and visible aspects of the service, such as facilities, equipment, appearance, and communication materials, are referred to as tangibles. The physical environment influences the service quality perceptions of customers. This could apply to the ambiance of a restaurant, the condition of a hotel room, or the aspect of a bank branch.

Empathy: Empathy is about the ability of the service provider to comprehend and care for customers' individual needs and circumstances. It involves attentive and personalized service. An example of empathy is a customer service representative who actively listens to and responds to a client's concerns.

Responsiveness: Responsiveness refers to the service provider's willingness and capacity to provide prompt service and promptly address customer needs and requests. For example, a call center that promptly resolves customer inquiries demonstrates this characteristic.

The RATER framework is a valuable instrument for businesses and organizations to comprehend the various facets of service quality and identify improvement opportunities. By evaluating their services based on these dimensions, businesses can better meet customer expectations and boost customer satisfaction overall.

In the survey, I asked the participants these questions:

1. Reliability: Does the app deliver all the services as promised?
2. Assurance: You feel safe while doing any type of online transaction through the app-

3. Tangibility: How satisfied are you with the interface or user journey?
4. Empathy: The app provides proper customer service through their app-
5. Responsiveness: The app responses on time-

### 3.3.2 Reliability Test of the Questionnaire (Cronbach Alpha)

This shows that the 5 items have a Cronbach Alpha of 0.708, which is slightly higher than the minimum requirement of 0.7. This indicates that the items are internally consistent, i.e. reliable and we can use it for further analysis

#### Reliability

Scale: ALL VARIABLES

**Case Processing Summary**

		N	%
Cases	Valid	100	100.0
	Excluded <sup>a</sup>	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

**Reliability Statistics**

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.708	.705	5

**Figure 2: Cronbach Alpha Analysis**

This table shows us that we can't increase alpha by eliminating any of the variables. In fact, if we were to remove item Responsiveness, alpha would drop to .597. This means we have evidence that all items should be retained in the measurement of the next analysis.

The independent T-test shows that on the basis of gender, the p-value is 0.528 which is greater than significance level.

Thus, it fails to reject the null hypothesis, suggesting that there is no significant difference in satisfaction levels between males and females.

### 3.3.3 Central Tendency Analysis

#### Frequencies

		Statistics				
		Reliability	Assurance	Tangibility	Empathy	Responsiveness
N	Valid	100	100	100	100	100
	Missing	0	0	0	0	0
Mean		4.3500	4.5600	4.3400	4.1200	4.5800
Median		4.0000	5.0000	4.0000	4.0000	5.0000
Mode		5.00	5.00	4.00	4.00	5.00
Std. Deviation		.75712	.76963	.75505	.70036	.87824
Range		3.00	3.00	3.00	2.00	3.00
Minimum		2.00	2.00	2.00	3.00	2.00
Maximum		5.00	5.00	5.00	5.00	5.00

Figure 3: Central Tendency Analysis

- The mean value is between 4.10 - 4.60, which is closer to 5 and 5 is the value of highest satisfaction.
- The standard deviation values are less than 1. This indicates that most respondents fall into a narrow range of 4 to 5.

### 3.3.4 In Depth Survey Analysis

In this segment, I have analyzed the survey about in depth customer satisfaction. I have segregated the data according to the services and analyzed each service's performance in the app.

#### Buying Packs:

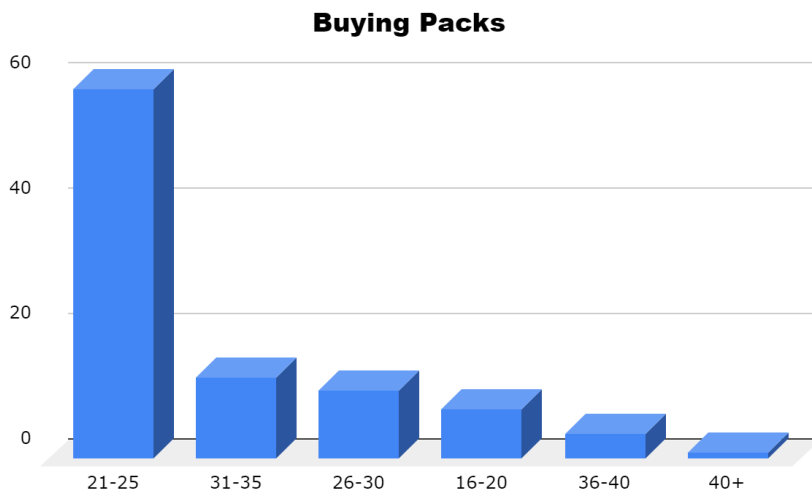


Figure 4: Buying Packs Age Group Analysis

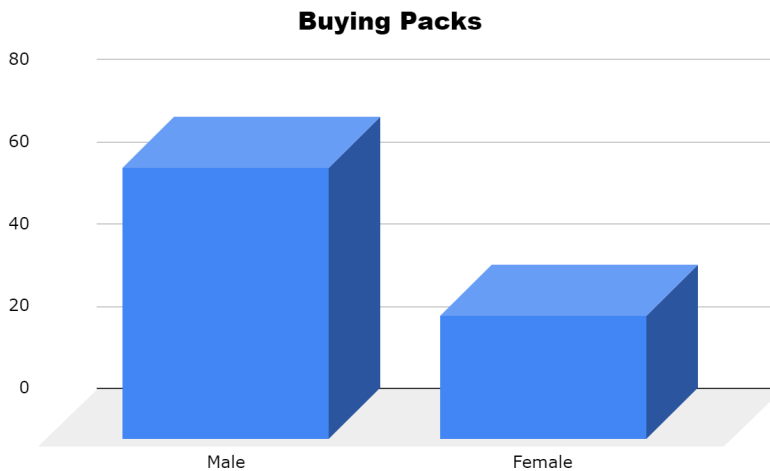
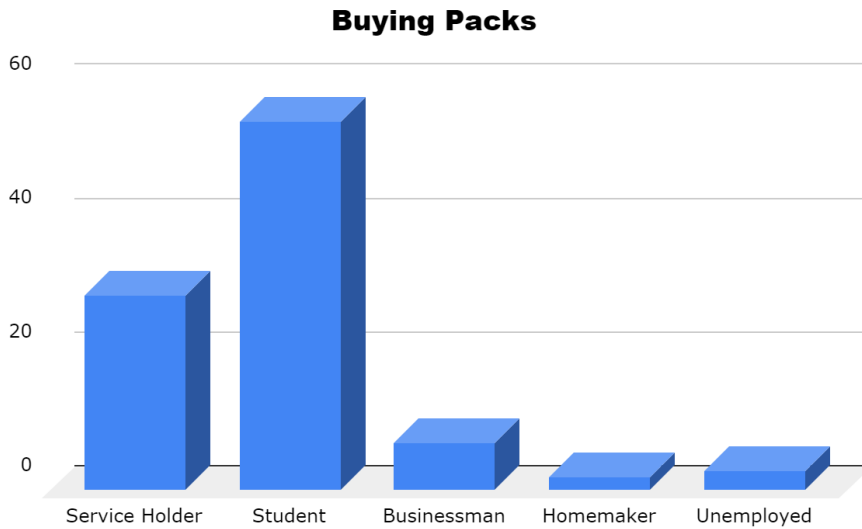


Figure 5: Buying Packs Gender Analysis



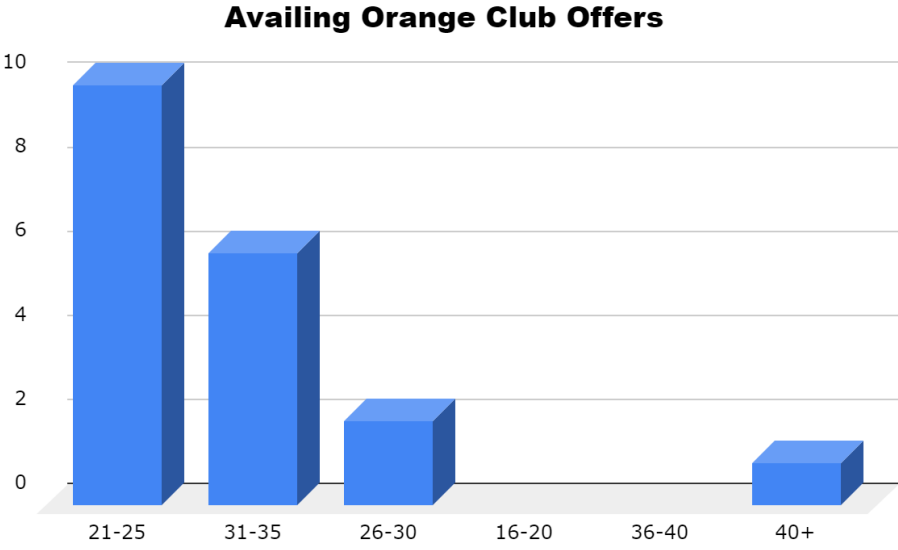
**Figure 6: Buying Packs Occupation Based Analysis**

The survey showed that according to the age group, 59 people from the age group of 21- 25, buy packs from MyBL app. On the other hand, the age group of 26 to 40 are buying packs from less than group 21 -25.

In the case of Male and Female, 66 out of 100 male are buying from MyBL app whereas 30 females buy packs from MyBL app.

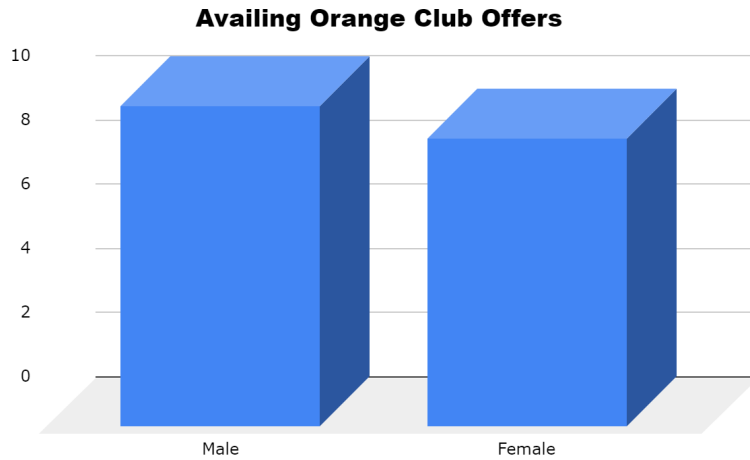
The Students and Service Holder mostly buy packs from MyBL app.

**Availing Orange Club Offers:**



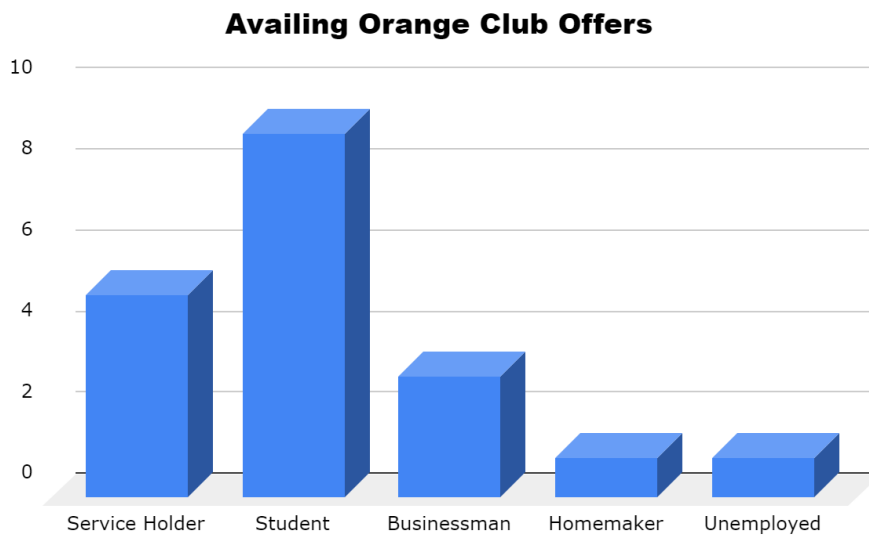
**Figure 7: Orange Club Age Group Analysis**

In case of orange club offers, age groups of 21-25 people tend to avail highest Orange Club offers from MyBL. On the other hand, the age range from 26-40 people tend less to avail offers from loyalty programs.



**Figure 8: Orange Club Gender Based Analysis**

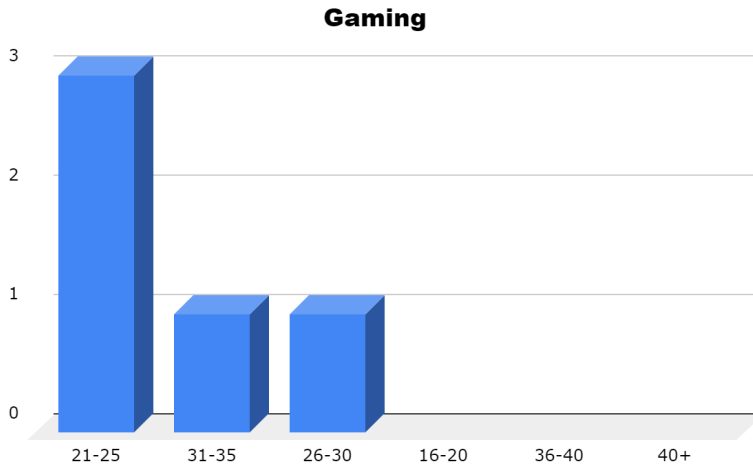
On the basis of gender, males are more interested to avail orange club offers than females.



**Figure 9: Orange Club Occupation Based Analysis**

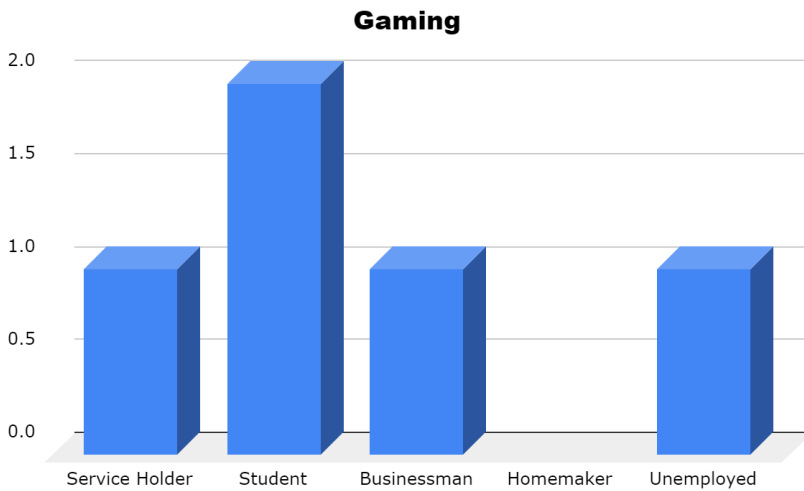
However, those who are enrolled in educational institutions exhibit a greater level of interest in the promotional offers provided by the orange club.

## Gaming:



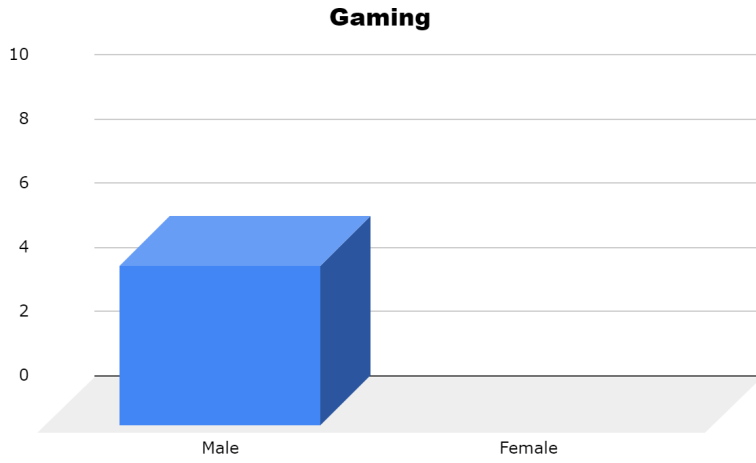
**Figure 10: Gaming Age Based Analysis**

The all over analysis on gaming feature users are mainly 21-25 age range male people who are mostly students or from other professions.



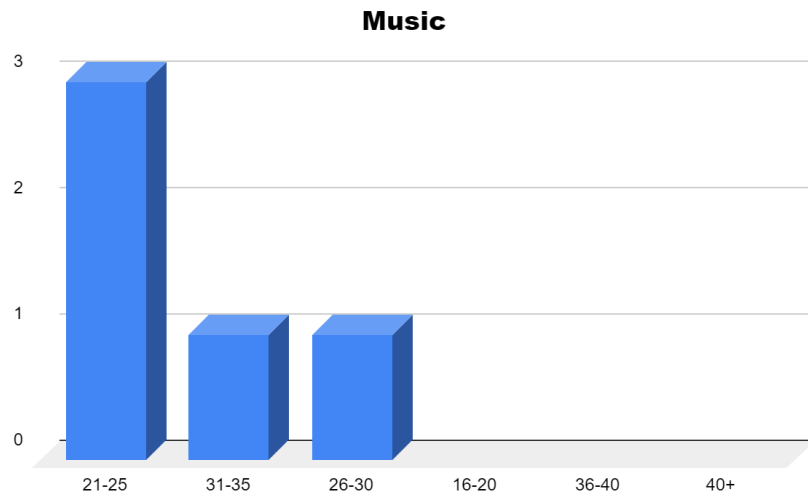
**Figure 11: Gaming Occupation Based Analysis**



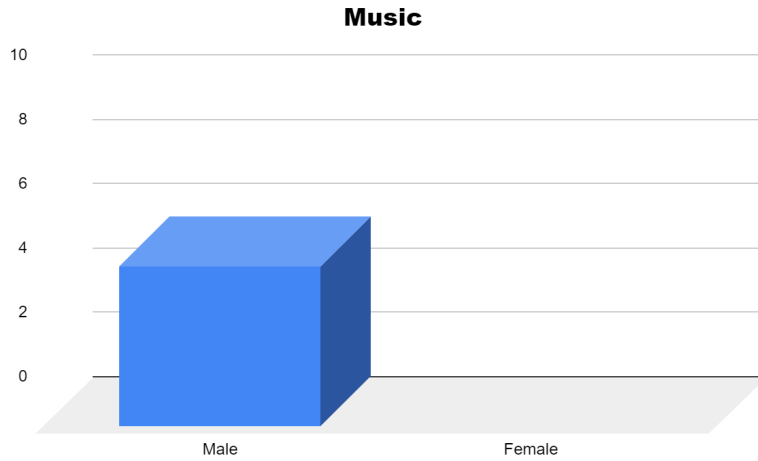


**Figure 12: Gaming Gender Based Analysis**

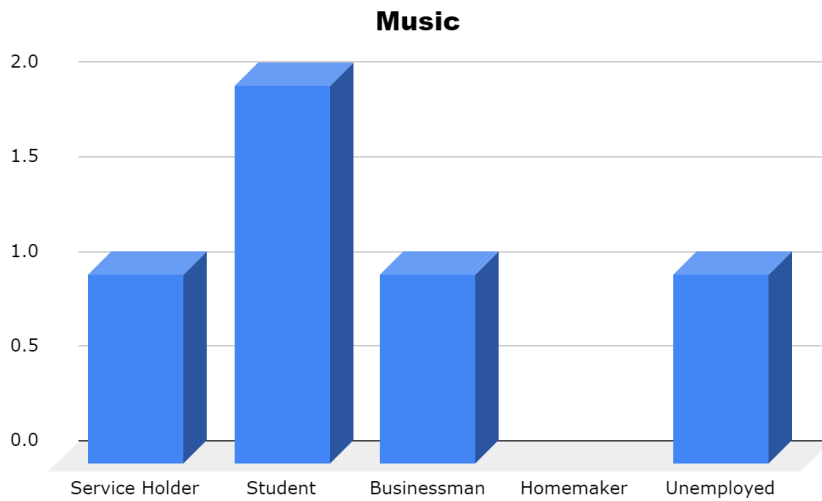
**Music:**



**Figure 13: Music Age Based Analysis**



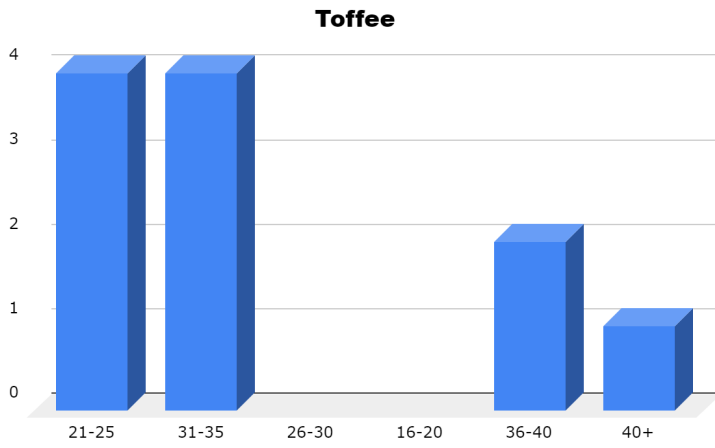
**Figure 14: Music Gender Based Analysis**



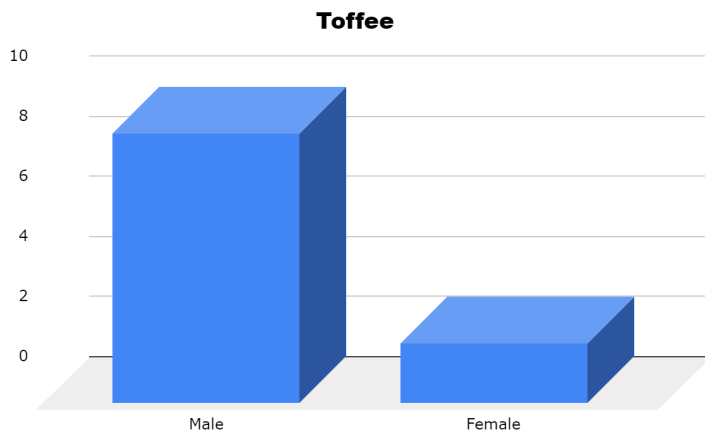
**Figure 15: Music Occupation Based Analysis**

The music segment is preferred by male groups of 21 -25 age range mostly and most of them are students.

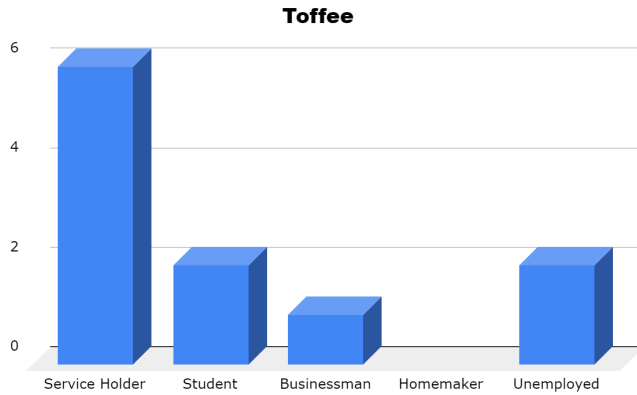
**Toffee:**



**Figure 16: Toffee Age Based Analysis**



**Figure 17: Toffee Gender Based Analysis**

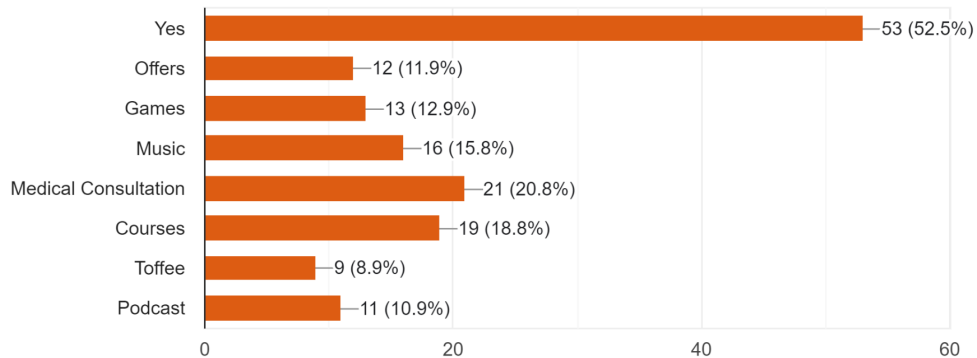


**Figure 18: Toffee Occupation Based Analysis**

Toffee is another product of Banglalink Digital. OTT platform mainly streams live shows or events. Hence, Male people who are service holders prefer to watch news, sports on Toffee streaming.

Are you aware of the following feature and services of MyBL app? - Offers - Games - Music - Medical Consultation - Courses - Toffee - Podcast If you are not, which one do you not know about?

101 responses



**Figure 19: Awareness Analysis**

The survey shows that participants are mostly unaware of courses and medical consultation features of MyBL app. This indicates the brand manager to focus more on these two features of the app.

### 3.3.5 Qualitative Analysis

#### 3.3.5.1 Brand Positioning

From the survey I offered a question: How do you describe MyBL app?

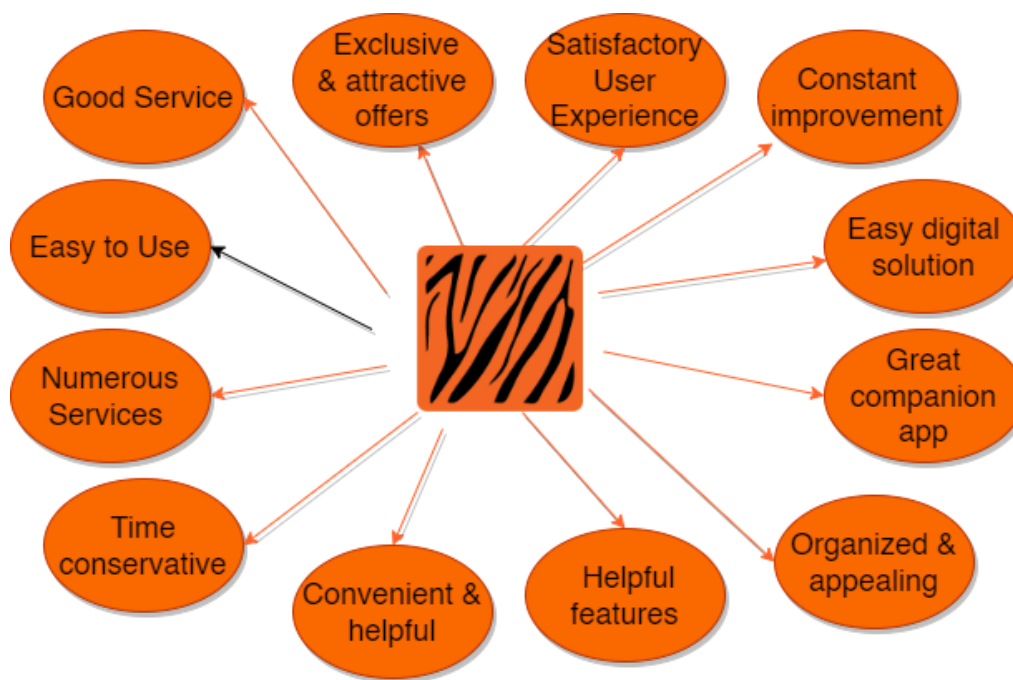


Figure 20: Mental Map

### **3.3.5.2 Mental Map of MyBL App**

Making a mental map of a brand is the process of spreading activation from a brand name to brand connections that you remember. (Dobni and Zinkhan, 1990; John et al., 2006). In this way, brain maps of brand connections show how consumers remember things, which is what CBBE is based on. Qualitative methodologies have the capability to generate brand maps at an individual level; however, these maps lack the ability to be aggregated for the purpose of generalising findings to the broader population. Consequently, their utility is constrained. From that question's answer I have developed a mental map of MyBL app. The mental map reflects the whole survey result of how the customers are emotionally connected to the brand and the overall image of how the brand is positioned in their minds. Now let's analyze the brand positioning of MyBL app.

Positioning a brand is an important part of any marketing plan. There are too many goods in the market, so people sort them into groups and place them in their thoughts to make the buying process easier. (Kotler and Armstrong, 2020)

It means telling people what a product or service can do for them instead of what features it has. The first thing people think about when they are thinking about buying something is, "How will this make my life or job better?" This answer solves that question. It won't help them with anything. What good will it do for them? The point of positioning is to find the best way to establish a unique, important, and emotionally appealing place in the thoughts of consumers. There are steps that can be taken to give any brand a unique and effective image. We'll check to see if the app MyBL has come up with these useful ways to find your location, but first, let's look at those ways:

1. Identify your target audience. Who are you trying to reach with your brand? What are their needs and wants?
2. Understand your competition. Who else is offering similar products or services? What are their strengths and weaknesses?
3. Create a unique selling proposition (USP). What makes your brand different from the competition? What benefits can you offer that they can't?
4. Communicate your positioning effectively. Make sure your target audience understands what your brand stands for and how it can benefit them.

If MyBL has followed these steps, then they have developed a strong and effective brand positioning. However, it's important to remember that positioning is an ongoing process. You need to constantly monitor your brand's positioning and make adjustments as needed.

Points of Difference:

The MyBL app contains some distinguished services that make itself different from other telecom apps. This app has music as entertainment services, doctor consultation services, which has not been introduced in the market by other telecom apps.

Points of Parity:

The MyBL app is a digital service just like MyGP, My Robi. The Survey indicates that the user uses this app most of the time to check balance or to recharge phone numbers. This same feature is present on other competitors' apps.

### **3.3.5.3 CBBE Model for MyBL App**

Customer-Based Brand Equity (CBBE) is a framework that shows customers' behavior, feelings, and attitudes toward a certain brand's success. This framework helps better understand exactly what a customer thinks of the brand. The CBBE framework for MyBL app has been shown below –

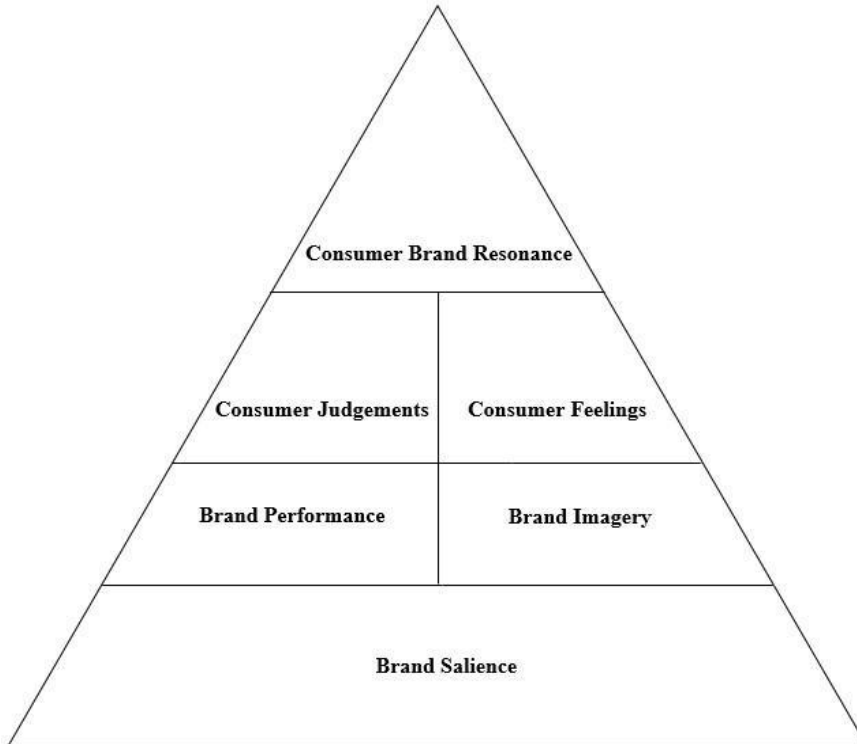
#### **Brand Salience**

1. An app that tries to serve all the service of our life
2. Banglalink facebook page has 12M followers where they promote their app as well.

#### **Brand Performance**

1. From the survey analysis, the overall 58% people are satisfied with the app
2. Moreover, 53% of customers are aware of the features and services of MyBL app.





**Figure 21: CBBE Model**

### Brand Imagery

1. For offering Affordable price, Smartphone users are satisfied with the app facilities as well.
2. Popular among all age groups but 61.6% of the respondents were of the age group of 21-25 and 25% were 26-30 years old.
3. Popular among women as from our respondents 54.4% of women use the product.
4. Loyalty program Orange Club helps to connect old customers by giving various offers.

### Consumer Judgments

1. Banglalink is recognised as one of the top operators of Bangladesh. It serves the low middle - middle class people.

## Consumer Feelings

1. Loyalty program Orange Club helps to connect old customers by giving various offers.
2. To make the survey less monotonous we asked a fun question – which celebrity would Banglalink be according to the participants and the majority of the participants voted for Shokh and Mehjabin, two Bangladeshi Actresses.

## Consumer Brand Resonance

1. Banglalink Youth Fest and Banglalink Uthshob Event also creates stronger bonds and brand image with the consumers.

### **3.3.5.4 Brand Elements**

Brand elements are the features, attributes, or characteristics that separate one brand from competitor brands. The rudimentary purpose of these brand attributes, as previously stated, is to develop individuality in a competitive market. These elements include brand name, slogans, logos, taglines, packaging, graphics, flavor and so on. Moreover, these brand factors must have unique characteristics that a brand must consider while going through developing brand elements. To build brand equity, marketers must develop brand elements. Brand elements help to connect with customers' emotional aspects. Since Customers connect themselves with the brand elements therefore, elements should have the power of connecting with the customers. There are six criteria to develop strong elements for the brand. They are-

1. Memorable - If the element is remembered and recognized by the customers.
2. Meaningful - The meaning of the brand element should be related to the primary product.
3. Likable - The brand aspect is well-liked by all market clients.

4. Transferable - Whether the brand element can be branded across the geographic borders
5. Adaptable - The brand element should have the ability to adopt the current trend and fashion.
6. Protectable - To prevent legal difficulties, the brand element should be licensed/trademarked/copyrighted.

I have measured the brand elements of MyBL of under these six criterias -

<b>MyBL App</b>					
<b>Criteria</b>	<b>Logo</b>	<b>Tagline</b>	<b>Slogan</b>	<b>Color</b>	<b>App UI Design</b>
<b>Memorable</b>	<b>The logos are highly recognized by people</b>	<b>‘Super app’</b>	<b>The slogans are highly recognized by people</b>	<b>The colors are highly recognized by people</b>	<b>The UI designs are highly recognized by people</b>
<b>Meaningful</b>	<b>The logo is associated with Bengal Tiger</b>	<b>The app which has everything</b>	<b>The slogan has its own meaning</b>	<b>The colors have their own meaning</b>	<b>The design is interactive</b>
<b>Likable</b>	<b>Slightly likable</b>	<b>Loved by everyone</b>	<b>Liked by everyone</b>	<b>Liked by everyone</b>	<b>Slightly likable, needs improvement</b>
<b>Transferable</b>	<b>Yes, its transferable</b>	<b>No Tagline</b>	<b>Yes, its transferable</b>	<b>Yes, its transferable</b>	<b>Yes, its transferable</b>

<b>Adaptable</b>	<b>Yes, it is adoptable</b>	<b>No Tagline</b>	<b>Yes, it is adoptable</b>	<b>Yes, it is adoptable</b>	<b>Yes, it is adoptable</b>
<b>Protectable</b>	<b>Yes, its protectable</b>	<b>No Tagline</b>	<b>Yes, its protectable</b>	<b>Yes, its protectable</b>	<b>Yes, its protectable</b>

**Table 3: Brand Elements Analysis**

### 3.3.5.5 MyBL App Relaunch



**Figure 22: MyBL Key Visual**

By relaunching its app, MyBL, Banglalink has made a big step forward in its digital services. It is now the first telecom super app in Bangladesh. The app was first made to meet the basic operator needs of Banglalink users. But since 2022, it has grown into a powerful digital hub with entertainment, content, healthcare, games, education, booking tickets, paying bills, and more. The operator said in a statement that MyBL is now the most complete digital platform in Bangladesh, giving users access to a lot of services in one place. The app has 7.3 million users right now.

### **3.3.5.6 Marketing Communication Options**

There are a lot of major marketing communication options that help a brand build brand equity and build up the brand with the target audience. Some of these are – advertising and promotion, interactive marketing, events and experiences, and mobile marketing. Just like many other brands, these communication options have helped MyBL in its brand-building communication strategy.

### **3.3.5.7 Advertising and Promotion**

Although advertising and promotion may seem similar at first glance, they are quite different. Advertisements are ideas or goods that are presented to consumers in any type of paid form, while promotions are short-term strategies to boost sales of a particular product or service.

Usually, ads are used to get people to know about a product or service, and sales are used to get people to buy it. Promotions are more about getting people to buy, while advertisements are more about building a brand's image or getting a point across. Brands are strong when they have strong advertising and promotion efforts. When a product is promoted, more people know about it (Keller, 2005). The likelihood of clients choosing a particular brand during a purchase is increased when they possess awareness of said brand (Mallou et al., 2001). After making a purchase, customers engage in a process of comparing the quality of the product with their pre-existing perceptions of the brand's quality. Brand quality pertains to the assessment of whether a brand has fulfilled its stated commitments, as determined through analysis. (Touminen, 2012). If the product fails to meet client expectations, it will result in the formation of negative perceptions (Aaker, 2003)

Both advertising and promotion are important tools for businesses, but they serve different purposes. Businesses should choose the right tool for the job, depending on their goals and budget.

Here are some examples of advertising:

- Television commercials
- Radio commercials
- Print ads (newspapers, magazines, etc.)
- Online ads (websites, social media, etc.)
- Billboards
- Bus ads

Here are some examples of promotions:

- Sales
- Discounts
- Free samples
- Contests
- Loyalty programs

### **3.3.5.8 Advertisements**

MyBL Super App has relaunched with their new TVC ‘MyBL, My Super App’. The advertisement employs a sense of humor and a virtual presentation of experiencing the core features of the app. In this advertisement, a group of teenagers went to a virtual world of MyBL

app and experienced the features one by one. The target of this advertisement were youth, tech savvy people. The advertisement duration is 1 minute 38 seconds.



Figure 23: MyBL TVC

### 3.3.5.8 Influencer Marketing

In contemporary times, the utilization of influencers, particularly those with significant online followings such as Instafamous individuals, has emerged as a crucial component within social media marketing initiatives, serving to establish and enhance brand identity. (De Veirman et al., 2016). These individuals who are commonly referred to as influencers might be categorized as micro-celebrities due to their notable level of recognition, which they leverage to exert social

influence and generate revenue. Social media influencers derive satisfaction from their distinctive identity, which encompasses both fame and an everyday persona (Jin, S.V., Muqaddam, A. and Ryu, E. 2019). The meaning transfer model clarifies the mechanisms via which famous people contribute to the enhancement of value for a particular brand or product. (McCracken, 1986). Celebrities, who leverage their cultural influence to promote brands, contribute to the added value of these brands by imbuing their products with the symbolic force associated with their persona. (McCracken, 1986)



Figure 24: MyBL Influencer Marketing



The team responsible for the MyBL app has undertaken the proactive measure of employing influencer marketing strategies in order to enhance the app's visibility and appeal among its intended demographic. In order to represent several categories, the selection process involved the designation of influencers with expertise in certain domains. For instance, a distinguished health nutritionist was picked to represent the "care" category, while a recognised gamer was selected to represent the "gaming" category. Furthermore, the utilization of influencer marketing serves as a means to promote the loyalty programme Orange Club. The promotional effort known as 'Super Tuesdays' was centered around a buy one get one offer provided by Peyala. The promotional campaign for this offer was executed by leveraging an influencer, who created a succinct video detailing their personal encounter with the application and the steps involved in accessing the offer. The video was shared across multiple social media platforms, including Facebook, TikTok, and Instagram.

This type of marketing is effective because it allows the app to reach a wider audience through the influencers' social media channels. Additionally, the influencers' credibility and trustworthiness can help to build trust with potential customers.

### 3.3.5.9 Interactive Marketing



**Figure 25: MyBL Interactive Marketing Key Visuals**

Interactive marketing is a strategic approach that synergistically incorporates many marketing communication tactics to enhance their overall effectiveness. The ultimate objective of this strategy is to captivate the audience to such an extent that it motivates consumers to visit the company's website and acquire comprehensive knowledge about the business. Indeed, the new field of interactive marketing has to do with the content, style, duration, and quality of interaction between service provider and buyer during the service encounter itself. From the service buyer's point of view, of course, interaction is seen as participation (Karen Maru File, Ben B. Judd, Russ Alan Prince)

MyBL has initiated the dissemination of preliminary promotional content on various social media platforms with the aim of generating consciousness and capturing the interest of potential

clients. This stimulus elicited cognitive engagement from the audience, inciting their curiosity over the service.

### **3.4 Result and Implications**

Throughout the paper, we have tried to establish a sense of logical as well as statistical depiction of the Banglalink product line's brand image and how impactful the product has been in terms of customer satisfaction. Upon conducting surveys, interviews, research reviews , we have been able to complete the objectives that we have targeted. Upon fulfilling these objectives, a number of implications can be seen which can address various issues concerning existing issues. Below such implications are shown by connecting them with the proposed objectives to have a better understanding of the scenarios.

1. If the brand image is addressing and solving a real problem of the consumer

The survey results highlighted the fact that MyBL app solves all the real life problems which it aimed to serve.

2. Whether the customer is feeling upgraded/updated/modernized with the affiliation of the brand.

The study shows that the tangibility of the MyBL app supports this statement. However, there are some individual perceptions about the layout, design, colors of the app interface, which need to be worked on.

3. To investigate the brand image has a positive effect on customer satisfaction of Banglalink.

The findings from the data analysis and qualitative research suggest that there is a positive correlation between brand image and customer satisfaction.

4. How can the app build a strong brand image?

Through the MyBL app, banglalink is already building a strong brand image. With their current marketing activities of MyBL app, Banglalink is making a prominent position in the market with the goal of contributing to the Digital Bangladesh era . But the survey analysis is showing that, there are few places where they are not targeting the customers or not giving much attention to them.

- There are some services of MyBL which are not used or didn't create enough awareness among the customers. Thus, customers are not using those. Care and course features need more marketing activities to create awareness among the users of MyBL.
- Social media platform needs more trendy contents such as reels, interactive contents to leverage brand image among the customers
- Lastly, Banglalink has been able to create a good brand image in the market through this app. Bangladesh is currently in the digital era and the consumer will be in the search of such convenient apps like MyBL. In the upcoming years there will be other competitors on the market to race with MyBL app. This is why, Banglalink should invest more on this app's user experience to retain the customers in the market.

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## **Appendix:**

### **Survey Questions:**

<https://forms.gle/PcfTD1XH4PofCA7J7>