





INTERNSHIP REPORT

Analysis of "Bondhu Garage Project" and "Clarke Energy
Inauguration Project": Contrast between Theories and
Pragmatic Application

Submitted To

Fazle Mohiuddin

BRAC Business School

BRAC University

Submitted By

Md. Ashraful Haque

ID: 10204033

BRAC Business School

BRAC University

, 2015

Fazle Mohiuddin

BRAC University

Mohakhali, Dhaka

Subject: Submission of Internship report on *Analysis of "Bondhu Garage" and "Clarke Energy Inauguration Project" of Asiatic Experiential Marketing Limited: The Contrast between Theories and Pragmatic Application.*

Dear Sir,

It is a great pleasure to submit my internship report to you on which I have diligently worked during my internship attachment period with the Planning and Client Service department of Asiatic Experiential Marketing Limited from April 1st, 2015 to June 31st, 2015.

I have obtained an extensive and informative experience while working for this report. My endeavor for learning about the Below The Line marketing activity practiced by Asiatic Experiential Marketing Limited has not only been high-yielding, but also it has given me a new insight into the understanding about a very effective marketing pursuit. Incorporating vast amounts of information into a concise report was indeed a challenge for me. I earnestly hope that the report will meet the standards that the institute has set for us. I am always available for further query and clarification.

Sincerely,

Md. Ashraful Haque

ID: 10204033

BRAC Business School

BRAC University

Acknowledgement

I want to convey my sincere gratitude to my supervisor Fazle Mohiuddin for his guidelines, throughout the whole internship program. I would like to thank my Line Manager Shoaeb Harun the Assistant Manager of Key Accounts and Maliyat Samad Liana the Executive of Key Accounts, Asiatic Experiential Marketing Limited, for their constant support and assistance in the office with my assigned responsibilities while being attached with the organization. I also want to supervisor Rakeeb Ahmed Khan, Senior Executive, Client Service, for helping me with the project and authorizing me to prepare this report. I am also indebted to him because he was kind enough to guide me in solving every problem I faced both with the report and with the organization responsibilities.

I am also immensely grateful to all the other employees of Asiatic Experiential Marketing Limited who helped me with the information collection process of the projects.

Executive Summary

Below The Line marketing activities have become very complicated in twenty first century. For an agency the service quality is very important to satisfy its clients. Delivering the service within a very limited time span is another challenge.

Complication becomes so acute when an agency needs to deal with both of the client group one is Social Client and Another one Corporate Client. Both of the groups have a distinguished set of complications in order to provide the service. But Asiatic EXP has managed over the year finest possible way to service its clients and that is why Asiatic Experiential Marketing Ltd is the Industry leader in Below the Line Marketing Agency. AEML not only deals with the client, it also has some venture that it needs to regulate, for instance, Sisimpur Project. AEML is working with many big projects of their corporate clients. Clients such as BATB, Grameenphone, Airtel, Unilever, HSBC, Microsoft, Bangladesh Cricket Board etc. are main stakeholder of Asiatic.

As an intern I was mostly involved in two projects: Grameenphone Bondhu Garage and Clarke Energy Ashulia Plant Inauguration. The projects were of two types: one was long service project and the other one is a one day event. The activity and planning for these two types of project are different. The difference is illustrated in the analysis. At the end of the report I have made some recommendation on the operation of Asiatic Experiential Marketing Limited from my three months experience in the organization.

Table of Contents

| Chapter | Page No. |
|--|-----------------|
| Chapter 1: Introduction | 1 |
| • <i>1.1 Background</i> | <i>1</i> |
| • <i>1.2 Significance</i> | <i>2</i> |
| • <i>1.3 Company Background</i> | <i>2</i> |
| • <i>1.4 My Responsibilities & Job Description at AEML</i> | <i>7</i> |
| • <i>1.5 Project Summary</i> | <i>8</i> |
| • <i>1.6 Objectives of the Study</i> | <i>8</i> |
| • <i>1.7 Scope of the Report</i> | <i>9</i> |
| Chapter 2: Methodology | 10 |
| • <i>2.1 Sources of Data</i> | <i>10</i> |
| • <i>2.2 Limitation of the Report</i> | <i>10</i> |
| Chapter 3: Project Grameenphone Bondhu Garage | 11 |
| • <i>3.1 Introduction</i> | <i>12</i> |
| • <i>3.2 Strategic Approach</i> | <i>12</i> |
| • <i>3.3 Facilities for the Different Interest Groups</i> | <i>15</i> |
| • <i>3.4 Partnership Mechanisms</i> | <i>16</i> |
| • <i>3.5 Events of Bondhu Garage</i> | <i>17</i> |
| • <i>3.6 Analysis of Bondhu Garage Project</i> | <i>18</i> |
| • <i>3.7 My Involvement in Bondhu Garage</i> | <i>18</i> |
| Chapter 4: Project Clarke Energy Inauguration | 19 |
| • <i>4.1 Introduction</i> | <i>20</i> |
| • <i>4.2 Strategic Approach</i> | <i>20</i> |
| • <i>4.3 Analysis on Clarke Energy Project</i> | <i>23</i> |
| • <i>4.4 My Responsibilities in the Project</i> | <i>23</i> |
| Chapter 5: Literature Review | 25 |
| Chapter 6: Critical Evaluation & Recommendation | 26 |
| Chapter 7: Conclusion | 31 |
| References | 32 |

1.0 Introduction

Internship is an opportunity that an employer offers to the potential employees, called interns, to work at a firm for a limited period of time. Internship offers students a period of practical experience in the industry relating to their field of study. This experience is very beneficial for students as it allows them to comprehend how their studies are applied in the real world, and as work experience that can be highly attractive to potential employers on a candidate's CV. An internship provides a great opportunity for prospective employees to gain experience in a particular field or industry, determine if they have an interest in a particular career, create a network of contacts, or gain university module credits. Interns may also have the possibility of putting themselves forward for forthcoming opportunities for paid work, during their internship.

Bachelor of Business Administration (BBA) program requires 3 months attachment with an organization followed by a report assigned by the supervisor of internship program. I took the opportunity to do my internship in Asiatic Experiential Marketing Limited. I mostly worked in Planning and Client Servicing Department of Asiatic Experiential Marketing Limited and learnt how these departments work.

1.1 Background

I had to make this report from my three months experience at AEML. The report covers the role of Planning and Client Service Department regarding Below The Line marketing service. This internship report on Asiatic Events Marketing Ltd is prepared to fulfill the partial requirement of the internship program as a full credit subject of the BBA program of BRAC University.

In Bangladesh, event management is one of the most established and potential areas in the marketing sector. Asiatic Experiential Marketing Limited is one of the most prominent event management firms in Bangladesh. It basically undertakes below the line marketing. Below The Line marketing activities have become progressively more complicated over time, and

for an agency or sponsor the service quality is very important to satisfy its clients as well as delivering the service in a strict time period.

1.2 Significance

Knowledge becomes exemplary when it is associated with theory and real life practice. The combination of theoretical knowledge and practical application makes it veritable. As our educational system is predominantly text based, inclusion of practical orientation program, as an academic component is an exception to the custom. This internship report is an important partial requirement of four year BBA graduation program. As the parties; educational institution and the organization substantially benefit from such a program, it fosters a “win-win situation”. Hence, practical orientation is a positive development in professional area. Recognizing the importance of practical experience, BRAC Business School of BRAC University has introduced a three months practical exposure as a part of the curriculum of Bachelor of Business Administration (BBA) program.

1.3 Company Background

Asiatic started its journey in 15th March 1966 as East Asiatic. It used to offer service to the generic business in the absence of brands, for instance-jute mills; they worked on a campaign to communicate the important role of jute mills in people’s live. Later it became Asiatic 3sixty and became one of the largest total marketing solution and communication group in Bangladesh.

In 1996, Asiatic built international partnership with J. Walter Thompson. Later in 2005, the agency was “re-lunched” by dropping the J. Walter Thompson in exchange for JWT. As being a part of the JWT family, oldest advertising agency in the world, it has pioneered many of the advertising innovation in Bangladesh. JWT the fourth largest marketing communication agency in the world has nearly 10,000 employees in more than 200 offices in over 90 countries, serving over 1200 clients. Basically this attachment transformed the marketing communication wing of Asiatic 3sixty and renamed it to Asiatic JWT.

The range of Asiatic service transcends the frontiers of advertising to cover Social Communication, Events, Public Relations, Corporate Relations, Direct Marketing, Formative Research, Media Planning and Management and Marketing and Product Planning. Asiatic JWT's role is to ensure that more people spend more time with its client's brands and purpose is to create ideas that people want to spend some more time with. They believe that the better the idea the more time people will spend with it.

Asiatic 360

The various concern of Asiatic 360 is:

Asiatic JWT

It is the associate wing of the JWT worldwide in Bangladesh and shares creative support and other marketing communication related support from JWT worldwide since the multinational corporate client's base requires such associations with worldwide marketing agency.

Asiatic Marketing Communication Ltd. (AMCL)

This wing creates all the marketing communication material for the clients; the materials can be anything ranging to a banner print creative to a complete ATL advertisement. This wing mainly works with the ATL communication of the clients and provides all the creative support to all the other wings the coordination of which provides the client a 360-degree marketing solution. One of the major support requirements comes from AEML itself as it needed all the creative materials of the clients for the BTL communication and Activation programs that it launched.

Asiatic Social Limited

Social Marketing Communication wing of the Asiatic JWT basically address social marketing and social issues and mainly works with various NGO's (Non-Governmental Organization), the government and other social marketing companies to provide marketing solutions for social issues.

GroupM

This sub-function consists of three different departments namely: Asiatic Mindshare, Maxus and Media edge. All of them have only one basic function which extremely diversified itself in nature and is very challenge: Media Buying. Media buying is the procurement of the best possible placement and price of a piece of media real estate within any given media. The main task of media buying lies within the negotiations of price and placement to ensure the best possible value can be secured.

Asiatic Events Marketing Limited

This is the below the Line marketing solutions wing of Asiatic 3sixty and provides the best activation and BTL marketing solutions to its clients. I have completed my internship on this department, therefore, further description is providing in the report.

MRC-Mode

This is a market research wing of Asiatic 3sixty and it designs research formats ad research methods to provide the client with all the important, relevant and desired information accurately and in a user friendly fashion which aids the clients decision making and program launch process.

Forethought PR

Forethought PR is a sub unit that deals with public relation and media management. This department ensures that the right message is conveyed by the media and also helps in communications not through the traditional methods but through the publicity and management. This department keeps liaison with individuals and figureheads who play an important role in the society, whichever social strata they belong to and ensures that they communicate the right message through appearances, performances, etc.

Nayantara Communication

It is an audiovisual production unit and facility for the Asiatic 3sixty and creates all the audiovisual elements that the AMCL or AEML or any other department requires. They are the individuals who shoot, edit and create audiovisual presentation, which may be in the form of a drama, short film, etc. This department is also associated of Sesame Street Inc. in Bangladesh and communications educational videos and games in Bangladesh.

Along with these departments and sub units, Asiatic 3sixty also has 20 Miles, which is another audiovisual production house of Asiatic 3sixty and their own in house printer called the Moitree Printers.

Asiatic Experiential Marketing Limited

Asiatic Experiential Marketing Limited is a BTL marketing service and communication provider. It is a part of the Asiatic 3sixty but has its own individual operation and works independently within the group.

Asiatic Experiential Marketing Limited started its journey back in 1997. This was the era when suddenly there was a need of a BTL marketing, activation and communication platform with the experience individuals who can operate into this platform. Asiatic Experiential Marketing Ltd has a pioneer in popularizing the concept of professional event management and marketing in Bangladesh. Being a part of the largest marketing communication group of company, which is the Asiatic 3sixty, it did not take AEML very long to establish itself as the best activation and BTL marketing and communication agency in Bangladesh.

The Vision Statement

“To become the **most preferred** below the line marketing solution offer.”

The Mission Statement

“Generate year on year sustainable growth whilst consistent customer satisfactions.”

History

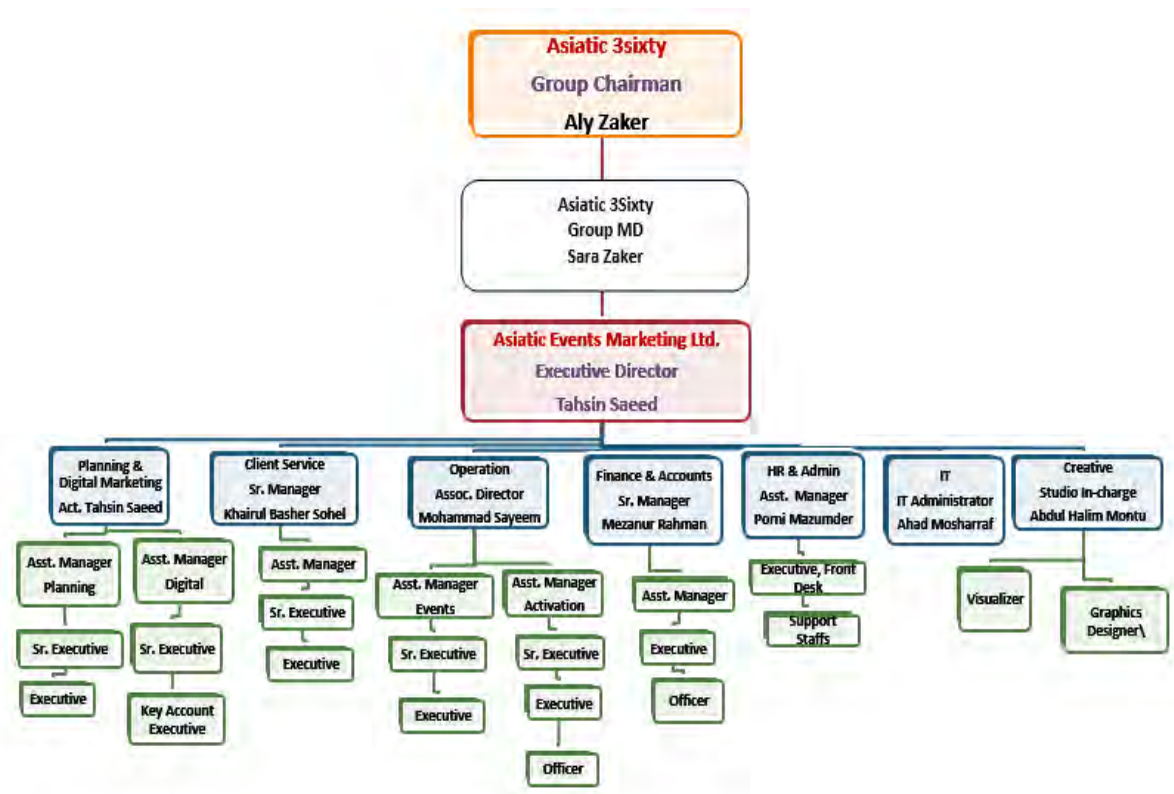
Asiatic Experiential Marketing Ltd started its journey Mini Cricket World Cup 1998. There were major setbacks and AEML became loss making company during the year of 2002 to 2006. But eventually it started rising from 2007 as some effective changes occurred in management and a talented workforce was hired by the company. AEML now stands tall as the best in the business, unrivalled, unparalleled and indomitable. It has proven its worth to the client base and for its concrete goodwill client does not hesitate to pay premium for their services. AEML had proven track record in planning, designing and implementing wide range of activations and events on behalf of various consumers’ brands of different multinational and local companies. And they have been extremely successful at this.

Services

AEML is one of the leading BTL agencies in Bangladesh. They provide a 360 degree solution for business as well as support to doing business from root level. The core essence of marketing actually starts with its root customer base where AEML offers a versatile solution. They have the strongest B2B base where the leading companies are its stakeholders. Such as British American Tobacco Bangladesh, Unilever Bangladesh, HSBC, Standard Chartered, Grameenphone, Airtel Bangladesh and Nokia etc. Apart from these corporate clients they have United Nations bodies including the UNDP, UNFPA, UNICEF, World Bank, IDB clients from NGOs such as the Plan, Katalysist, IYCF, Engender Health, and Embassies development programs from USAID, UKAID and the Bangladesh Government.

In term of service, they provide two types of service to their clients. One is Client Service where all the events and business plans are made and according to client demand they provide a solution. The solution driven activity firstly starts with the planning department and then goes to the client service department and then goes to the Operation department. This solution includes marketing plan, requirements, budgets and time frame to achieve the goal.

Another service they provide is “Activation”. This term is known as campaign or direct marketing. Usually activation is useful for the product based marketing. A team of enthusiastic people are working with this activation activity. They are capable to go anywhere, any time and can reach the remote customer base.



Managerial Organogram of Asiatic 360 (Kowser S., September 15, 2014, p.14)

1.4 My Responsibilities and Job Description at Asiatic Experiential Marketing Ltd

Job Description

As an intern, I significantly worked under two departments. One is Client Service Department and the other is Planning Department. Being on Client Service Department, my duties were to communicate with the clients and manage third party vendor to maintain the promised service. In Planning Department I had to assist the planning team to prepare affordable and executable plans. Besides, I also had to work with the operation team where all the activity of marketing actually starts. I was assigned for “Bondhu Garage” - a long-service project by Grameenphone and Clarke Energy Ashulia Plant Inauguration Program.

Specific Responsibilities

Basically, Asiatic events at first get case brief from its client's majority of times in oral form then in written documents. Corporate Clients case brief is more presentation oriented and developed with its own communication and marketing team. My job responsibility covered:

- Getting brief from clients
- Make a checklist for job to do
- Make a proposal
- Pitch the proposal to the clients
- Collect feedback and make negotiation
- Transfer it to the Operation Department as per budget clearance
- Monitoring the activities

1.5 Project Summary

To comply with academic requirement of getting theoretical knowledge, I applied in some institutions and from them AEML has offered me to do so. Reporting to the Manager, the internship period has been started since 1st April, 2015. During my internship period I worked with Clarke Energy project for 1 month to develop a model for branding as well as the business plan and then I started working with the Bondhu Garage project. While working with these projects the Divisional Head of Clarke Energy gave me a brief of the functions of the units. As I got the opportunity to work practically, so I would like to describe my contribution to AEML.

1.6 Objectives of the Study

Primary Objective

The primary objective of this report is to use the theoretical concepts of Marketing in practice which I have achieved through my studies from all courses as it is a requirement of BBA program of BRAC Business School, BRAC University.

Secondary Objective

- **To meet the terms with the entire business procedures.**
- **To formulate a bridge between the theories and practical procedures of product distribution and operation.**
- **To be aware of the terms of marketing that has been taught in BRAC University.**
- **To gain practical experiences and view the application of theoretical knowledge in the real life.**

1.7 Scope of the Report

During these three months internship program in Asiatic Events Marketing Limited, almost all the desks have been observed. I was appointed into the client servicing department where I used to look after the digital marketing section for Bondhu Garage. It was difficult to collect the information relevant to my report, because the people of this organization were so busy with their duty that they were not able to give me much time.

2.0 Methodology

This report has been prepared on the basis of experience gathered during the period of internship. At first I have selected the topic and research objectives and then I have collected data as per the report requirement.

2.1 Sources of Data

Sources of data were collected through two segments. **i) Primary and ii) Secondary Data**

Primary Sources of data were:

- Practical desk work
- Conversation with the working employees
- Conversation with the clients
- Appropriate file study as provided by the concern
- Personal experience gained by visiting and working with different people

Secondary Sources of data were:

- Annual reports of AEML
- Publications obtained from different libraries and from the internet.

2.2 Limitation of the Report

During preparing the report I had to face some problems and those problems were:

One of the major limitations is the shortage of internship period. Since three month is not enough to know detail of a department and I could not relate all my theoretical knowledge. The data and information related to the topic was not easily available. Supply of more practical and up-to-date data was another shortcoming. I could not get access to all the employees of as they were relentlessly occupied with the work.

3.0 Project 1: Grameenphone Bondhu Garage

3.1 Introduction

Bondhu Garage was initially an online community launched by Grameenphone and later developed by Asiatic Experiential Marketing Ltd where a target group is involved in various activities of latest interests. The platform actually emulates with the constantly reforming life style of the youth. Bondhu Garage is introduced as a platform that engages youth with different activities, both in on-line and offline, for instance, cycling, musical shows, concerts, outdoor tours etc. Under Bondhu Garage platform, young people participate different types of lifestyle activities; they are provided with benefits and rewards that ultimately stimulate usage of Grameenphone.

The target group is 18 to 26 years old people, basically the students of colleges and universities, considered as the core youth group with versatile mindset and lifestyle. Grameenphone have a long term business plan with Bondhu Garage platform. The journey started at 11th July with the target of making 3 lakh members for the garage within 6 months. Bondhu Garage contains a Facebook page, one close group and one website. By this online platform it actually communicates with the garage member. User need to sign up to get into this group. Asiatic Experiential Marketing Ltd. provides many offers and facility to the members of Bondhu Garage.

3.2 Strategic Approach

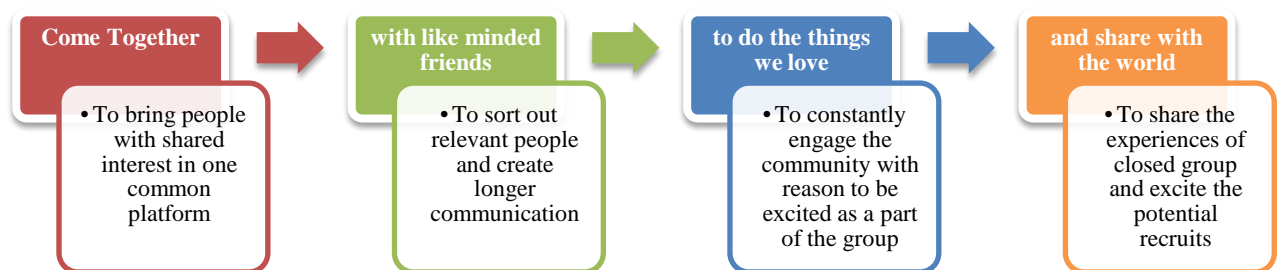


Figure 1: Strategic Approach of Bondhu Garage (Author's compilation)

To bring and unifying people in a common platform is the rescript of this project. Bondhu Garage is amalgamating members from 40 universities throughout the country. By activation and student involvement, Bondhu Garage collects member from different universities. Although, they have a online sign up system, where anyone (between 18-26 years) can sign up for that group. The group is very enthusiastic and interactive.



Figure 2: Approach for Bondhu Garage Awareness (Author's Compilation)

Facebook Page & Group

The Facebook page and closed group are actually the primary medium of dissemination. The page gives:

- A glance of what happens inside the closed group
- Validates and bolsters spill over impact on Target Group
- Place of leveraging the community activities

Promotional activities are also effectuated on that page. Campus based targeted promotion are prosecuted from Bondhu Garage Facebook page during start up activation. In a easy way, it is a paid add promotion to the targeted people. For example: Bondhu Garage wants to run its activation campaign at East West University on 19th April, 2015. So it will run ad

campaign 4 days before for East West University students. Through search ad campaign different terms related with targeted interest areas will be incorporated so that people are directed to Bondhu Garage communication.

GDN (Google Display Network)

GDN is a term that is used for digital marketing. As the Bondhu Garage is an online based project, the marketing activities are done over the online sites. GDN is commonly known as Google ad or “Ads by Google”. This is also a targeted ad campaign where AMEL pays on the basis of online ad impression or ad showcase.



Figure 3: Targeting Tools of Google Display Network (Google Ads)

Involvement of the Group:

AEML is organizes exhilarating events on a regular basis to ensure involvement of the garage members. Small events are conducted several times in a month to keep the garage members active all the time. Big Events for every interest area are held for giving the garage fans the special precedence for being a part of it. They have already rolled out many big events for the garage member. Already one big event successfully done under my supervision titled “Bondhu Garage Carnival”. Many events are in pending conditions. These events are more involving and exclusively dedicated for the Bondhu Garage Members.

3.3 Facilities for the Different Interest Group

Apart from events, AEML offer exciting facilities for the different interest group. Such as:

3.3.1 Cycling

- Free servicing facility at Cafecyclist, Cyclehub, Saraikhana, Redloop
- First access to new stock
- Model specific discount
- Provide free accessories like: water bottle, helmet, bottle cage
- Overall discount facilities

3.3.2 Gaming

- Gaming event: New game launch
- Pre-order new games with discount and Combo pack (New game + Old game)
- New gaming device such as Oculus rift
- Gaming café

3.3.3 Sports

- Sports café concept – match screening, gaming with complementary gifts
- Sports gear – Original merchandise at actual price
- Players’ gears free / Player autographed merchandises

3.3.4 Technology and Gadget

- First to review the latest released devices i.e. Samsung Galaxy S6 or iPhone 7
- Purchase and get accessories
- Points to redeem – to buy products

3.3.5 Photography

Once a consumer buys a camera s/he will be registered for a Photography 101 course by a renowned photographer.

3.4 Partnership Mechanism

- A dedicated partner management team work with potential partners and crate the partnership
- High value - lounges and cafes(Smoke, H2O, Floor6, Kozmo, Grillhouse, Cofi11, Roll Express)
- Average value – carts (Wow burger, Nagainc, Gyro, Crepe Momo, Awesome Burger)
- Branding and endorsement in relevant communication

3.5 Events of Bondhu Garage

| | | |
|------------------------|--------------------------------|------------------------|
| Food Ball | Foto Fun 101 | Rock Fest |
| Eid Cycling Event | Foto Fun 202 | Dug Out |
| Xtreme Trail | Night of Horror | Adventure Mania |
| The Claws of Sundarban | Sky Adventure with Flying Boat | Bondhu Garage Carnival |

Figure 4: Events of Bondhu Garage (Author's Compilation)

3.6 Analysis on Bondhu Garage Project

The Bondhu Garage project is a long term and one of the biggest projects of Grameenphone. They invested lot of money to just build an online group. For sure, they have a bigger plan rather than only this type of involvement. They will promote their “Bondhu” package on that group. However, AEML is currently handling all the activity such as gathering members, cracking deals with partner, planning and organizing events, activation, promotion, and public relation etc. of this project.

3.7 My Involvement in Bondhu Garage

I was one of the key resources for that project. So I was involved with many activities of Bondhu Garage. Such as:

- For Universities activation, AEML needed the campus permission to roll out the activation campaign, they sent me to take necessary steps to take permission from some of those Universities.
- I had to look over the client’s protocol and policy to roll out any activity.
- I had to train up Brand Promoters for Bondhu Garage so that they can transfer the correct brand essence to the consumers.
- I went for field visit to supervise the Bondhu Garage team, so that they could perform smoothly.
- Managing third party vendor for any events and give them brief regarding events and requirements.
- Taking part in the meeting and present the overall report regarding my activity and plans.

4.0 Project 2: Clarke Energy Inauguration

4.1 Introduction

Clarke energy is power generator distributor from UK. They went for an inauguration ceremony of the Ashulia workshop which will work as a service center in the region. The inauguration took place in 15 June, 2015. The inauguration was inducted by Robert W Gibson, the British High Commissioner in Bangladesh, accompanied by Nasrul Hamid Bipu, state minister of Power, Energy and Mineral resources and Dr. Md. Enamur Rahman, Member of Parliament, Dhaka-19 as special guests. The target group for this event was the government officials in related sectors, industry stakeholders including Clients, dealers and potential customers of gas beads power generator in Bangladesh.

4.2 Strategic Approach

The event had three stages. First is the pre-event where the guest was invited through PR wing of Asiatic 360, Forethought PR. Second is the event day and preparation, and the last part is media coverage in both print and broadcasting.

The strategy for the event was formulated as:



Figure 5: Strategic Approach (Author's Compilation)

4.2.1 Pre Event Stage

The pre event part of the activity is all about making a communication to the right audience and targeted group for the marketing activity. The communication has to be in line with the idea of the activation, brand presence and objective of the business. This stage builds up the proper imaging of the campaign in the minds of the targeted customers. It is also called the pre-hype stage. For Clarke Energy the pre hype was to get the information of the inauguration event communicated to the targeted guests. The expected guests are invited within the time frame and also with proper message. As the organizing partner for Clarke Energy, Asiatic EXP held the responsibility of inviting the special guests Md. Nasrul Hamid Bipu, state minister of power, energy and mineral resources and Dr. Md. Enamur Rahman, Member of Parliament.

To push up the hype of the event to the targeted customers, presence of the stated special guests was very necessary and it also had to be relevant to the theme of the event and company profile. So the difficult part was to manage the right guests and lobbying for ensuring their presence in the event. PR concern of Asiatic 360, Forethought PR was involved in the guest lobbying for the event.

Except for that, the pre hype stage also includes designing the invitation card preparation and distribution of the card. This activity was completed with the co-operation of Clarke Energy as the stakeholders they wanted to invite were in within their responsibility. The distribution of the cards is very important as well. It has to carry a message and also be able to entice the potential guests to join the program. The design, presentation and guests profile was prepared in that manner.

4.2.2 Event Day

The event day stage actually has two parts. One is the preparation of the venue before the event and the second one is the properly maintain and monitor the activities on the event day to run the program smoothly. In the first part the job is to setup the venue according to the plan presented

to the client. In this event the setups include road branding, entry gate branding and setup, venue decoration and branding, setting up the venue including sitting arrangement, stage and background board setup, light and sound and cooling system inside the premise.

The event started for the guests through road branding. As the venue was in Ashulia which is a bit distant from the main part of the Dhaka city and most of the guests would be coming from the Dhaka metropolitan, the guests had to be directed in the right road and also the branding of the company could also be started from the city. The road banners direct the cars to the road entry get setup in front of the entry road of the factory.

Setting up the venue was a big challenge. The premise for the venue was inside the factory which was very hot and humid and also the space was an issue as well. The plan was developed keeping these in mind. To manage a 100+ sitting capacity within the complex machine arrangement in the factory premise and also keeping the machines as they were, a complete layout of the space usable was prepared and critically measured. A blueprint of the venue was prepared then. The setup was done according to the plan ensuring quality of the work.

Another big challenge was to keep the place cool. The event was scheduled in hot summer weather and inside a place where air cooling system was unavailable. Keeping in mind the guest profile a good cooling and air conditioning system was to be developed. Asiatic EXP procured large air cooling machines that are rare in the industry to cover up the huge humid place and provide comfort to the guests.

To bring newness inauguration, instead of a typical ribbon cutting a podium with power button was placed. The chief guest, Robert W Gibson, British High Commissioner, press the power button and the automated gate of the factory slide opened. Also, the inclusion of an audio-visual about Clarke Energy and its operation in Bangladesh played the part to create a visual hammering in the minds of the customers and potential customers.

Finally the most important part of the event was to conduct the activity of the event according to the program flow. To run the program smoothly from branding act to ending part like food serving good management and organized act is vital. A program flow and a run sheet was prepared to check and monitor the light and sound, speeches by chief guests and special guests,

audio-visual playing and stage management. To maintain any other inconvenience created for any reasons was taken care of by the brand promoters employed by the organizing team.

4.2.3 Post Event

After the event day, the activity of post event is to be conducted. This includes the press release to the media, telecasting the news in several TV channels with video so that it creates a buzz about the Clarke energy presence in the market. The plan is also to telecast a 17 minutes interview of a Clarke Energy official who will talk about the event, their operation in Bangladesh and future plans.

4.3 Analysis on Clarke Energy Project

The Clarke energy Inauguration was a one-time activation job for a short term purpose. Though it was a small project, the complexity of the work and the challenges on the job was no less than any big projects. Only proper maintenance and organized process of work can ensure the success of a project. If there is success the client will retain the partnership for future works. In case of Clarke Energy, after the successful completion of this event they have again asked for a new pitch on their upcoming project of 'Family Plan' for their employees.

4.4 My Responsibilities in The project

I was one of the key resources for that project. So I was involved with many activities of Clarke Energy. Such as:

- Planning the event and develop ideas to make the program a lucrative one.
- Preparing the presentation slides for pitching in front of the clients.

- Pitching the idea of the plan to the client.
- Client servicing. It included keeping the client up-to-date with the work progress, held meeting with the client to discuss any recommendation or changes, communicating with the client for any issues, managing the creative for branding banners production from the client, preparing checklist to monitor the production activity,
- Managing third party vendor for any events and give them brief regarding events and requirements.
- Monitoring the operational activity in the venue.
- Monitoring the event flow according to the plan to ensure the smooth running of the program.

5.0 Literature Review

Below The Line (BTL) is an advertising strategy in which a product is promoted in mediums other than radio, television, billboards, print, film and the internet. Smith R. and Taylor J. (2004) defined, BTL is any other communication tools than sales force and it refers to sales promotion and public relations. Stanely A. (2003) asserted that, types of below the line advertising mainly include direct mail campaigns, contest campaigns, experience booths, trade shows, trade fairs, point-of-sale promotions, exhibitions etc. This advertising type is considered to be less expensive and more focused. BTL advertising aspires to reach a target audience instead of a mass audience directly rather than involving any media, for instance, a commercial during a television show. BTL advertising is often centered on specific places where consumers can easily access and experience products in person. From the perspective of an advertising agency, its basic strategy is to develop and create effective and innovative BTL campaigns that can support, pioneer and serve the sole purpose of the clients. Stanley A. (2003) stated, below the line covers the vast indirect promotion and marketing industry. Recently, importance of BTL has increased due to habitual changes among the consumers regarding media usage. Besides, consumers are becoming more experience driven rather than hypothesizing the features of products. Leiss W., Kline S., Jhally S. and Botterill J. (2013) found changes that occurred in early 1990's that the corporations were investing increased sums in below the line promotions (telemarketing, trade promotion, direct mail, consumer promotions, in store media, sponsorships, public relations etc.). Wilmshurst J. and Mackay A. (1999) also indicated that BTL is an upward curve. According to research by BT/Channel 4, 19% of TV commercials carried a respond phone number in 1995, rising to 23% in 1996 and 25% in 1997. Newcomb K. (2006) represented several facts in an online article. He mentioned that, Winterberry Group found since 2003, above-the-line (ATL) spending has grown an average 5.5 percent per year, while below-the-line (BTL) spending, led by search, email and online advertising, grew 7.8 percent annually. These growth rates are expected to continue through 2007, the study predicts. The annual growth forecast for the entire industry between 2003 and 2007 was 6.9 percent. So the urgency of BTL marketing agencies is proliferating. The quality of service is becoming more crucial matter for the clients. The agencies are becoming more methodical to bloom individually with sterling reputation.

6.0 Critical Evaluation and Recommendation

Fundamentally BTL advertising uses Direct Mail Marketing, Door-to-Door Marketing, Exterior Location Marketing and Email Marketing as core strategic tools. Now-a-days BTL advertising is being taken way beyond these fundamental strategies. In fact BTL marketing has become more effective than typical TV or radio commercials. Hence, AEML's aim is to figure out the most intriguing, thought-provoking, enchanting and constructive ways of direct communication with the consumers that can fairly persuade them to take interest in clients' goods or services and consume. Besides, AEML wants to create a strong positive position in consumers' mind towards clients' branded services or products. AEML substantially pursues Exterior Location Marketing as their key strategic tool. Idiosyncratic blend of inventiveness and high standard quality of service has already placed AEML in a competitive position. AEML believes in consumer engagement and involvement in festive and memorable events and wants to give them an indelible experience along with clients' product and service exposure. Creativity is the prime instrument of such BTL advertising criteria. AEML also conducts few Mail Marketing and Door-to-Door Marketing as well.



Figure 6: The Core Agency Team (Yeshin T., 1999)

AEML has an undistinguished agency management team. It has a Planning Team, an Account a Management Team, a Creative Team and an Operation Team. Additionally there is a Human Resource team working along with other teams to ensure recruitment and retention of potential workforce.

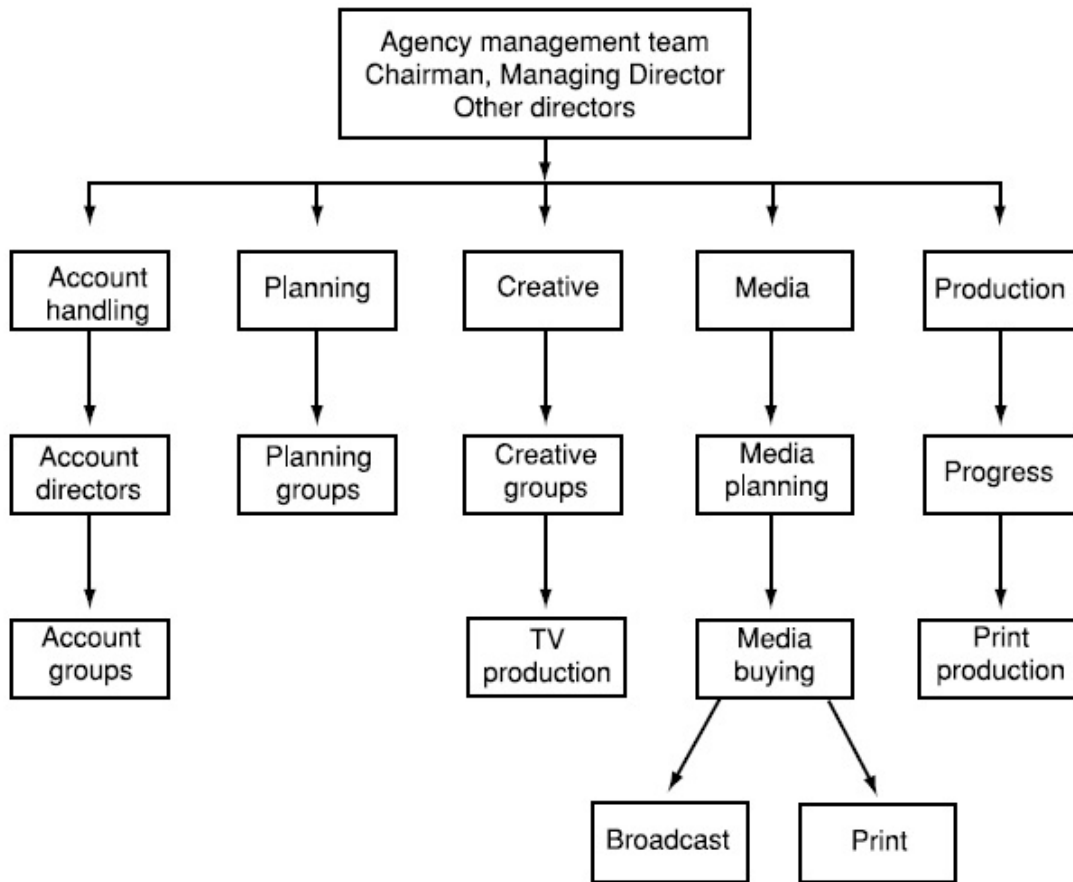


Figure 7: The Organizational Structure of an Advertising Agency (Yeshin T., 1999)

I have also identified similarity in chain of command mechanism of AEML’s organizational structure with typical advertising agencies’ structure.

While working with Planning Team I figured out five key functions of account planner according to Fortini-Campbell L. (1992). These key functions are also practiced in AEML’s planning team.

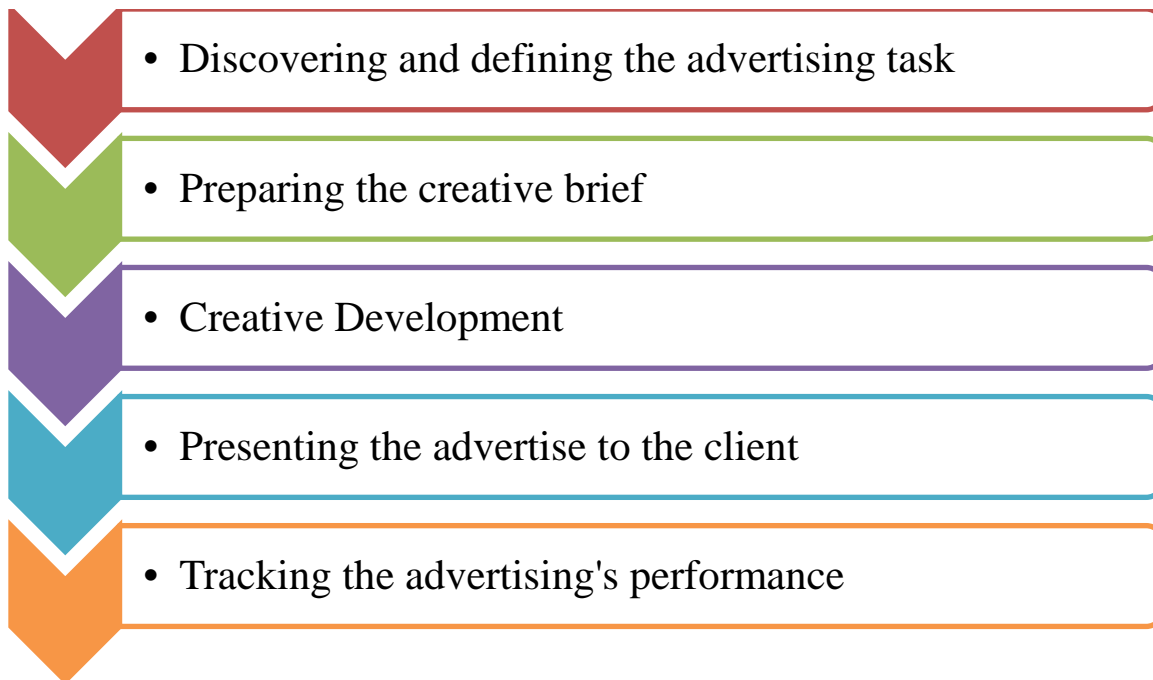


Figure 8: Key Functions of an Account Planner (Fortini-Campbell L., 1992)

The market is very competitive that to get contract agencies have to satisfy business clients at an optimum level. My duties were basically supportive and not structured. I usually got instruction from my supervisor regarding clients' demand and protocols. These days the job duties are not that much structured and they are not confined to any specific duties. These have both positive and negative effects. Sometimes specific job duties can reduce the proper utilization of resource but can be helpful to ensure the quality of the job. Else, undefined job duties can cause unexpected result and annihilation on jobs but sometimes it is good for organization if the resources are used in a proper manner to get the job done.

AEML's Account Management Team is the second largest team and they provide a superior client service. Usually one individual maintains overall management responsibility for the account management function within the agency. In case of AEML there are two assistant managers who maintain the overall account management responsibilities. Their key responsibility is to maintain the ongoing relationships with the clients and hold frequent meetings with the senior client manager. They are responsible for: (a) Ensuring that the clients' needs are reflected in the performance of the agency, (b) The recruitment and guidance of the

account management team, and (c) For setting the 'style' of the agency in relation to its account handling role. One account manager leads the whole account management team. That individual takes the key responsibility of guiding the relationship with the client or clients (in many instances, the account director will be responsible for leading more than one piece of business) and providing the focus for the day-to-day handling of the business. In a sense, account managers, assistant managers, senior executives and executives are the clients' representatives within the agency and they are responsible for the guidance of the work which is produced by the agency. They provide the day-to-day liaison with the client company and will be responsible for ensuring that the essential work required by the client is fulfilled both on time and within budget. Most importantly, they represent the channel through which the dialogue between the client and the agency is conducted. They convey information between the two parties: (1) client and (2) the planning and operation team within the agency. They have a co-ordinatory responsibility in terms of bringing together members of the agency team whose inputs will be required to satisfy the client's requirements. They also have the responsibility for presenting the resultant work of the agency back to the members of the client team. Their objective will be to mirror the client's own internal structure and provide appropriate contact points between the organizations at all relevant levels.

Recommendations

Substantially, AEML practice global standard agency management strategy and procedures. The company structure, the departments and their combined operation tactics are very systematic. Yet I would like to make some recommendations so that AEML performs much better and remain flawless.

According to my observation, this organization's job duties should be defined and need more human resource to roll out the activity smoothly. Sometimes work pressure is so high that the number of existing employees is not sufficient. They need to outsource people to manage the situation.

- They can provide a complete orientation guideline to the newly joined interns or employees about the total picture of combined working method of the AEML, for instance, how each department works, what are the specific responsibilities etc.
- Since the structure of the organization is flat there is less scope for promotions. So to keep the employees motivated AEML can increase basic their salary in a periodic manner or offer other attractive benefits or remuneration packages.
- AEML should offer transportation facilities to its employees as many employees come from far away.
- The usual working hour of this organization is from 10:30 AM to 6:30 PM but it often exceeds up to 9:00 PM on average rarely because of work pressure, mostly because of a bit slower work process. To avoid this is necessary. A healthy work life balance is an essential requirement for a better delivery of labor and effort. Besides, strict office time will help the employees to exercise time efficiency.
- The firm's Creative Designing and Visualizing Department needs more employees and resources. Now-a-days the creative activities for BTL firms have become as important as for any other creative firm. But the pressure on existing inadequate resources will only cause downfall of quality of service.
- The resources needed in the office, for instance, laptop, designated desk are also inadequate. This also hampers the work rate. So, AEML needs to focus on this issue as well.
- AEML needs a standby temporary workforce to assist the core team during big projects. Otherwise it becomes troublesome for the core team to get the job done.

7.0 Conclusion

AEML is the biggest BTL agency which runs under the supervision of Ali Zaker. Its stakeholders and achievement list mesmerized me. The experience I gained during my internship period is very valuable. Working with international brands like Clarke Energy, Telenor and Microsoft was a great experience for me. For this report, rather than marketing terms, I had to learn about the way the client would think. I had to do frequent visits in Ashulia to get the better idea of the place before the vent planning which was a great pleasure for me. For the Bondhu Garage project I had to travel a lot. I cover almost five regions with the Bondhu Garage team for that campus activation. All these experience was a pleasure to me. I learned a lot about the practical ideas and business policies which I could relate to my academic learning. All these knowledge that I have gained by working three months, I can surely carry them for the rest of my career.

References

- (1) Smith R. & Taylor J. (2004), *Marketing Communications: An Integrated Approach*
- (2) Stanely A. (2003), *Careers in Marketing, Advertising and Public Relations*
- (3) Leiss W., Kline S., Jhally S. & Botterill J. (2013), *Social Communication in Advertising: Consumption in the Mediated Marketplace*
- (4) Wilmhurst J. & Mackay A. (1999), *Fundamentals of Advertising*
- (5) Newcomb K. (2006), *Marketing Spend Shifting to Below-the-line. Click Z: Marketing News and Expert Advice*
Retrieved from:
(<http://www.clickz.com/clickz/news/1718977/marketing-spend-shifting-below-line>)

Tables and Organogram Sources:

- (1) Targeting Tools, *Google Ads / Display Networks*
Retrieved from:
(<http://www.google.com/ads/displaynetwork/manage-your-ads/targeting-tools.html>)
- (2) Kowser S. (September 15, 2014). *Report on Sisimpur and Bondhu Garage Project of AEML.*
Retrieved from:
(<http://dspace.bracu.ac.bd/bitstream/handle/10361/3673/10304044.pdf?sequence=1>)
- (3) Yeshin T. (1999). *Integrated Marketing Communications.*
- (4) Fortini-Campbell L. (1992). *Hitting the Sweet Spot.*

Other Sources:

- (1) AEML Archive Data
- (2) AEML's Official Website: <http://www.asiatic360.com>