



Inspiring Excellence

Internship Report
Media planning of Unilever

Internship Report
MEDIA PLANNING OF UNILEVER

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April 17th
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Subject: Submission of Internship Report on – “MEDIA PLANNING OF UNILEVER”.

Dear Sir:

Here is the internship report on “MEDIA PLANNING OF UNILEVER” which is the essential part for the requirements of BBA program.

In my report I have taken a glance at the media investment and planning industry as well as the factors that need to be considered while media planning. Analyzing the factors that affect media planning I found some insights that would help the media planners for efficient planning in the media planning industry. From this study readers will learn some of the factors that contribute to media planning and the process of planning. Besides, they will learn about the media preferences of the Socio Economic Group.

If there are any queries regarding this report, I am available at any time for explanation.

Sincerely Yours,

Mahrab Masud Deep
ID : 13104116
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Acknowledgement

All praises to the Almighty Allah for giving me physical & mental strength, and blessings to successfully carrying out the Internship Report.

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Acronyms and Definitions

Target Audience: The particular segment of the population that the campaign is trying to influence

SEC: Socio-Economic Classification of a household; expressed in this report as A, B, C, D or E. SEC A is the most upmarket household, while SEC E is the most down market household.

GRP (Gross Rating points): Sum of all audiences (ratings) for more than one ad or program.

Reach: The number of persons who have used a specified medium at least once during a specified time period

Frequency (Also referred as, Average Frequency, Opportunity To See (OTS) or Hear (OTH), Exposure): The average number of times the target audience is exposed to a brand's advertising campaign or schedule.

Cost per Rating point (CPRP): The cost of buying one rating point.

Share of Voice (SOV): % share of total advertising weight in a product category held by a particular brand

Share of Spend/Expenditure (SOE): % share of total advertising spend in a product category held by a particular brand.

Average Issue Readership (AIR): Number of people who have claimed to read the publication within a time period equal to the periodicity of the publication.

Column Inch (CI): Unit of measurement in a publication by which advertising space is sold, measuring 1 inch deep by 1 column wide.

Medium: A broad general category of carriers of message / advertisements like TV media, print media etc.

Vehicle: A specific carrier within a medium like a specific TV channel in TV media.

Executive Summary

The research has been carried out as a part of BBA program and submitted as a part of the Internship Program of the researcher. The researcher tried to identify the best platforms of acquiring highest GRP. The researcher worked in the television, press and radio planning department of Asiatic Mindshare and got acquainted with media planning process. The company mainly deals with media planning, media buying and implementation.

Modern era is the era of advertising and the probability of success of advertising is not only decided by the quality of creative. The practice of media planning, buying and implementation play a vital role for successful campaign to get the optimum result from advertising. There has been a large scale of expenditure behind television, radio and press media. To use the investment wisely media planning is done.

In this study the researcher tried to describe the tools used in media planning. This is a quantitative research, done in a very professional way, to present the operations done by media agencies and media planning process. On the process of preparing media activities plan on Unilever. Some information came out which are helpful to understand media exposure of socio economic class C,D & E

1.1 Background of the Study

The author is a regular student of BRAC Business School, BRAC University and has completed his internship from Asiatic MindShare Limited for fulfilling academic requirement of BBA Program. Report writing concerning the experience throughout the internship period is an obligatory part of the program. Hence, the author prepared this report on "A study on Media planning of Unilever". Unilever is one of the leading FMCG Brand which is ruling the market of Bangladesh since long back. The ultimate objective of Unilever is to ensure access to a broader range of FMCG products for the people of Bangladesh. It has a broad range of products which has captured a wide range of share in the market of first moving consumer goods

1.2 Objective of the study

Broad objective.

Those expansive objective will be to exhibit an intensive study of Unilever. To meet the broad objective the specific objectives are:

- . • To determine the most exposed media platform in basis of GRP and Reach of Close Up Kache Ashar Golpo.
- To present how media planning is done and calculating the media exposure.
- To investigate the principle activities of Media Planning

1.3 Scope of the study

This research study is conducted on Asiatic MindShare. The data and information of the report has been collected from Asiatic MindShare and the analyzed data has been collected from different subscribed software from research firms. There may have some limitation on the data.

Methodology

To find out the effectiveness of the campaign, quantitative research has been done as the researcher has emphasized on numerical figures, numbers to get the expected result. The information of this research has been collected via different software's used by Asiatic Mindshare BD. Those information of this report card might have been gathered through Xpress & NMS. These software has given by MRB, in the past known as Sirius advertising & social investigate Ltd. Additionally for television planner. Also with TV planner, a software developed and used by Mindshare.

1.4 Data Analysis

Data analysis was done by the practical experiences obtained from the corporate office of Mindshare. To analyze outlines and documentation supplied by Asiatic Mindshare ltd was used. While analysis expert's opinion of the employees of Mindshare were taken. The researcher used Microsoft Excel for Data Sorting and filtering.

1.5 Limitation

Optional information may be constantly tricky to worth of effort for due to legitimacy. Run through will be in turn prevention with get ready a nature report card. Shortage about majority of the data is dependably a regular prevention should get ready At whatever kind from claiming report card. MindShare need a few confinement over uncovering touchy data for this sort report card for academic design.

Chapter 02 : Company Overview

2.1 Introduction

With believe "**Everything** is a media opportunity"; Asiatic MindShare started its journey in Bangladesh on June 2001. The enormous growth of MindShare clearly defines how much attention it achieved by this 15-year life. For the upraising media industry of Bangladesh, MindShare is no more a media company; rather it is an essential tool to improve the market. The contribution of MindShare in media industry is not a thunder of Bangladesh rather it is worldwide. "Closeup1", "Lux-Channel I Super Star" and many other products of MindShare are not only appreciated locally, but also these are considered ideal worldwide.

MindShare is a global media investment management company delivering national, regional and worldwide solutions to clients across all media, in all categories and to all target audiences. This is called MindShare because of its belief in collaboration and the integration of services with its people, its clients, creative partners, research partners, media owners and all other colleagues. It believes "mind share" is the ultimate measure of successful communication: combining innovative media solutions with tangible business results.

Asiatic Mindshare started its activities in Bangladesh on June 2001 as a joint initiative of MindShare World and Asiatic MCL, one of the leading ad agencies in Bangladesh. Since then it has been driving significant changes in local media scenario and off course in their clients' media investment. In Bangladesh it is the first agency which has started running these sort of media activities and changing the mainstream media plan by making it more technological based, as it is a complete media planning, buying & research company. It is the key driver of media research in Bangladesh media market.

2.2 About the Company

Mindshare has been established in 1997 as the first truly global full-service media company. This is now a team of 7,000 people in 86 countries around the world. This is called Mindshare because it describes what it does and how. It works collaboratively to enable its clients to gain a greater share of consumers' minds. This business is to achieve fame and money for its clients' brands. This requires two balancing forces: creativity and accountability. So it combines original thinking with brilliant execution. Like magic and logic, it's a perfect combination. It has a great track record in industry innovation – in negotiation, analytics, consumer research and global account consolidations. MindShare is part of GroupM, the media parent company of WPP.

2.2.1 Group M

GroupM, the world's leading full service media investment management operation, was created by WPP Group to oversee its assets in this sector. The wings of mindshare are Maxus, MediaCom, Mediaedge and MindShare. The focus of GroupM is the intelligent application of volume and scale in trading, innovation and quality of services, in order to bring benefit to clients and the companies it operates.

2.2.2 WPP

WPP is one of the world's largest communications services groups. WPP companies exist to help their clients compete successfully: in marketing strategy, advertising, and every form of marketing communication and in monitoring progress.

WPP made up of leading companies in:

- Advertising
- Media investment management
- Information, insight & consultancy
- Public relations & public affairs
- Branding & Identity
- Healthcare communications
- Direct, promotion & relationship marketing
- Specialist-communication

2.3 Mindshare Global Network

MindShare's greatest competitive strength is its global network and how it work as one seamless, integrated team. MindShare is active in 115 cities across the globe giving us a significant presence in all regions. Its network has the best geographic distribution of offices and expertise in the business. Its core and specialist services are implemented through these regional hubs and national offices, which deliver vital local knowledge and on-the-ground expertise. It all work to a single operational standard and share a common culture of delivering intelligent solutions and world-class client service. And every one in MindShare network is linked into its worldwide online communications and information system. It keeps its clients (and their communications agencies and business partners) networked and in the loop on all media activity through its customized brand sites.

2.3.1 Mindshare Team

Advertising Age describes Mindshare's management team as 'meticulous, tenacious and stable'. MindShare constantly focused on the details that matter and it extremely ambitious for its clients and people. MindShare work very hard to balance its business: making sure MindShare achieves the best possible results for its clients and providing its people with stimulating and rewarding careers. MindShare have created a compelling culture of growth and success that helps to deliver on promises today and plan its business for the future.

Name of the Company	Asiatic Mindshare Limited
Legal Status	Public Limited Company
Date of Incorporation	March 13, 2001
Headquarter	New York City, London, England
Registered Office	House no. 47, Road no. 27, Block-A, Banani, Dhaka-1213.
Chairman	Aly Zaker
Vice-Chairman	Sara Zaker
Executive Director	Morshed Alam
Line of Business	Advertising Agency
Date of Opening of First Branch	June 13, 2001
Tax Consultant	A.K. Azad & Co.
Website	http://www.mindshare.com.bd

2.3.2 How Mindshare Is Doing

The prosperity from claiming MindShare benefits of the business relies for two way variables: An honest to goodness understanding from claiming our clients' needs; those dexterity to decipher Furthermore lead those market. The system of grasping those twin patterns for merging what's more globalization about clients' networking accounts need brought proceeding growth through major record wins. MindShare keeps on going to put resources into its people, new services, specializations Furthermore framework to support its aggressive focal point What's more worldwide heading position.

2.3.3 Mindshare's Global services

Mindshare helps its clients to understand, navigate and manage the evolving and fragmenting media landscape. This company offers core services in strategic media planning, negotiation and execution. Their specialist services address the specific needs of our clients, and include econometric modeling, research and insights, digital solutions, sports and entertainment sponsorship consultancy, and brand-driven creative campaigns. It work in client teams, drawing on our core and specialist skills as needed to deliver the client's requirements. It is a flexible structure that can match client needs nationally, regionally or globally. Skills of MindShare are underpinned by outstanding client service.

CORE SERVICES

MindShare manage its clients' media investment with transparency.

MindShare's core services are focused on delivering outstanding returns on media investment for its clients. The core services are-

Strategic media consultancy

Developing efficient and effective media strategies to meet clients' business and communications objectives.

Media investment and negotiation

Getting the best media deals for clients

Implementation

Implementing clients' media strategies with precision and accountability.

2.4 MindShare in Bangladesh

Asiatic MindShare started its operation in Bangladesh in June 2001 as a joint venture of MindShare World and Asiatic MCL, one of the leading advertising agencies in Bangladesh. Since then it has been bringing significant changes in local media scenario and of course in their clients' media investment. In Bangladesh it is the first of its kind, as it is a complete media planning, buying & research company. It is a driver of media research in Bangladesh media market. MindShare was founded on the merger of the media operations of J. Walter Thompson and Ogivy & Mather, Mindshare is poised to become the first truly global media company. Being the largest media buyer in the world with full range of communication, it has network built on successful clients. Mindshare has certain edge over its competitions-Collaboration across WPP and with outside partners. It also has network solutions, full service offering, volume & market place influence.

2.4.1 Vision of MindShare

MindShare's vision is to focus focal point for customers Previously, a networking world, which will be evolving Past distinguishment. This may be characterized toward discontinuity about impostor media, going with networking expansion What's more crisis from claiming new innovations. This requests creativity, normal considering and advanced mobile purchasing force. Mindshare - one stop networking result - drives know.

2.4.2 MindShare - Global Touch

Constantly those biggest networking investment chief in the globe with full extent for solutions, it need system fabricated for great customers. Mindshare need sure edge over rival - coordinated effort crosswise over WPP Furthermore with outside accomplices. It additionally need system solutions, full administration offering, volume & commercial center impact.

2.4.3 Asiatic Mindshare in brief

Origin: Mindshare World, WPP, UK

In Bangladesh: A group company of Asiatic MCL, one of the leading ad agencies

Edge: Vast database, global property tools & techniques (e.g. Media Xpress, PEM, TV planner etc.)

Clients: Unilever Bangladesh Ltd., Grameenphone, British American Tobacco, HSBC, GSK, PepsiCo, bKash, Arla, Omera, USAID etc.

2.4.4 Asiatic Mindshare offers

MindShare provides different sort of service according client's need. The standard of service that MindShare is providing in this market is exactly same what it is providing in global market. And that's the hidden issue why MindShare is so popular. Presently Asiatic MindShare is offering the following core services to the clients.

- Strategic Media Planning
- Media Investment Management
- Product Management consultancy
- Events Solutions
- Media PR Management

2.4.5 Organizational Structure

It is a tall organization having 50 employees where director is the head of the organization.



Chapter 03: Operation of Media Agency

Those significant exercises of media planning are:-

3.1.1 Strategic Media Planning:

Strategic media planning has few components integrated in it. The components are named in the following diagram.



Figure 2: Components of strategic media planning

Defining Target Group (TG)

Choosing the Right People is the job of defining Target Group. It is the most critical component in the strategic media planning process. TG for planning and buying need not necessarily be the same.

Defining target group for planning: Planning target is decided based on -

- Usage type of the product i.e. Household, Durable, Personal or Food Products
- Demographic description.
- Urban/Rural with town-class specifications
- Household Income/Socio Economic Class (SEC)
- Decision Maker's Sex & Age

Defining target audience for buying media (time/space)

The target group has to be sufficiently broad enough to enable efficient implementation of the media strategy. More focused demographics for media buying should only be used if

- Justifiable demographic/ user ship targets can be defined
- The defined target group can be reached at the necessary coverage and frequency in a cost effective manner
- If current databases allow focused demographics media buying evaluation

Defining Target Market

Second critical component in the strategic media planning process is defining target market. In

Bangladesh target market are clustered in many ways like:

- The people living in urban area, rural area, semi-urban area etc.
- Town-class specifications like Metros/mini metros
- Cable Penetration which is the availability of channels in different areas
- Socio Economic Class (SEC) which is Socio-Economic Classification of a household; expressed in this report as A, B, C, D or E. SEC A is the most upmarket household, while SEC E is the most down-market household.

3.1.2 Media Investment Management

This is the implementation part of the strategic media plan. When a media plan is ready, it goes for implementation, it includes buying spots on different channels/stations of TV, Radio, & Cinema or to reserve place on certain newspaper/magazine. This has to be done with proper negotiation with the medium. The term 'efficiency of buying' comes here. Efficiency through

- CPT - Cost Per Thousand: Cost to reach thousand targeted people through print medium
- CPRP - Cost Per Rating Point: this is for TV and measures by programs
- Development of TV/Print guidelines

The fee of Strategic Media Planning & Media Investment Management is around 3.5% of the total media implementation cost of that particular campaign.

3.1.3 Product Management consultancy

According to Mindshare, this is a new concept in Bangladesh. The offer is to manage a brand (specially a medium) with an objective to reach to a target. Example: Before Magrib Azan countdown clock branding during Ramadan.

3.1.4 Events Solutions

It is just the 'Event Management'. Asiatic MindShare is offering this service with collaboration with Asiatic Events Ltd. The price of this service is on contract basis at a certain fee depending on the level of the program arrangement.

3.1.5 Media PR

This service is related to the publicity of the clients. Publicity through TV & Print media without paying to the media can be referred as PR. As Asiatic MindShare has a good relation with different TV channels & newspapers/magazines, it can do the media PR more effectively. The number of this offer depends on the level of involvement of the employees of the particular campaign. Usually it is calculated on hourly basis.

3.2 Tangible & Intangible Service Components provided by Mindshare

In a typical advertising agency there are three service components involved. They are

- Creative
- Client servicing Media planning & implementation

Creative includes both tangible & intangible service components. It involves ideation, thinking, script writing, production (TVC, ROC, Press layout etc.).

Client servicing is more of an intangible service. Still some tangibles are the paper works involved in client servicing.

Media planning & implementation is a perfect combination of tangible & intangible service components. Media plan while planning process is an intangible service but when it is complete it becomes a tangible for the clients (as it is in paper).

PEM: For press planning & analysis MindShare uses Press Evaluation Module (PEM). It sourced data from the National Media Survey done in 2014. It was MindShare's initiative to done such type of media survey first of its kind in Bangladesh in 2002.

Press Evaluation Module does following activities:-

- Brand TG based analyses
- Evaluation model fully operational
- Optimizer model operational from 2004

Level of Customer Participation in the -Process

The service is based on some database & monitoring data of some particular media. What the customers/clients do is to brief the service provider that what they want, the rest is service provider's job. The service providers then plan out the brief according to different medium. They redefine the media objective, do the proper planning & take actions to implement the plan.

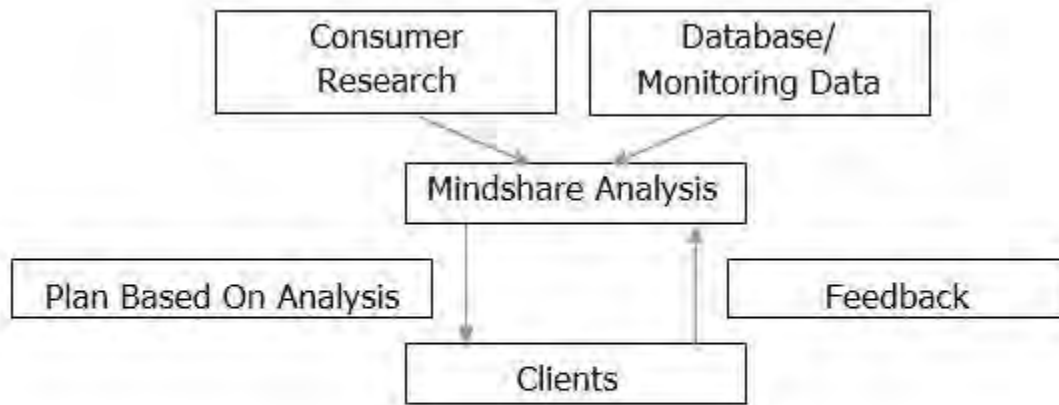


Figure 3: Customer participation in media service delivery

Same time those arrange is ready, here the client cooperation may be necessary. The over model depicts the cooperation of the customers. The arrangement needs on be affirmed Eventually Tom's perusing the customers/ customers to usage. Once the arrangement may be sanction Eventually Tom's perusing those customers/clients it may be prepared for usage. Yet the clients now and then ceaselessly screen the exercises composed Eventually Tom's perusing those administration supplier What's more provide for reaction of the administration supplier. Hence, customers' those zone for tolerance will be more level in this industry. Yet all the in general the level for customers' investment may be medium.

Chapter 4 : How Media Planning is Done – a study on Unilever media plan

4.1 Planning Cycle



Media planning is a continuous process for a specific client. Components of Media Planning cycle are:-

1. Defining Media Objective considering the brand's Marketing and Communication Objective and the media objective is set by client e.g.
2. Redefining TG according to specific campaign both for media planning and implementation which is set by client
3. Media Objective setting through GRP, Reach and Frequency by client and media planner
4. Determining media strategy which must draw synergy among medium and vehicle which is done by media planner of agency
5. Developing media plan and schedule for implementation by media agency
6. Monitoring and post evaluation against objective by media agency and client monitoring company

Television arranging procedure begins with setting fight objective like characterizing target aggregation (age, SEC, sexual orientation and so forth.) Furthermore fight period. That point crusade plan may be controlled acknowledging normal networking Conclusion in radio frequency, terrible television rating side of the point What's more offer from claiming voice.

Should dissect for generating television want channel share, break execution Throughout system or system execution may be investigated. Those focused on kind may be made and TVR is anticipated.

After that the networking want will be produced What's more arrange pre deliverables is created Toward recognizing accessibility about run through should air TVC inside particular project. Finally the arrangement alongside the plan is sent for customer Regard.

Ultimately the customer achieves this type of benefits:-

Building brands using mass media: Develop and co-ordinate effective media exploitation plans for the clients' brand portfolios.

How can media plans 'talk' to client's TG: Deeper consumer insights demographics/Brand Usage

Quick Turnaround in face of product launches/situational reality: Automated media management

Get more out of media: Media PR Management, Delivering media mileage spin offs

The Role of Technology in the operation of Mindshare

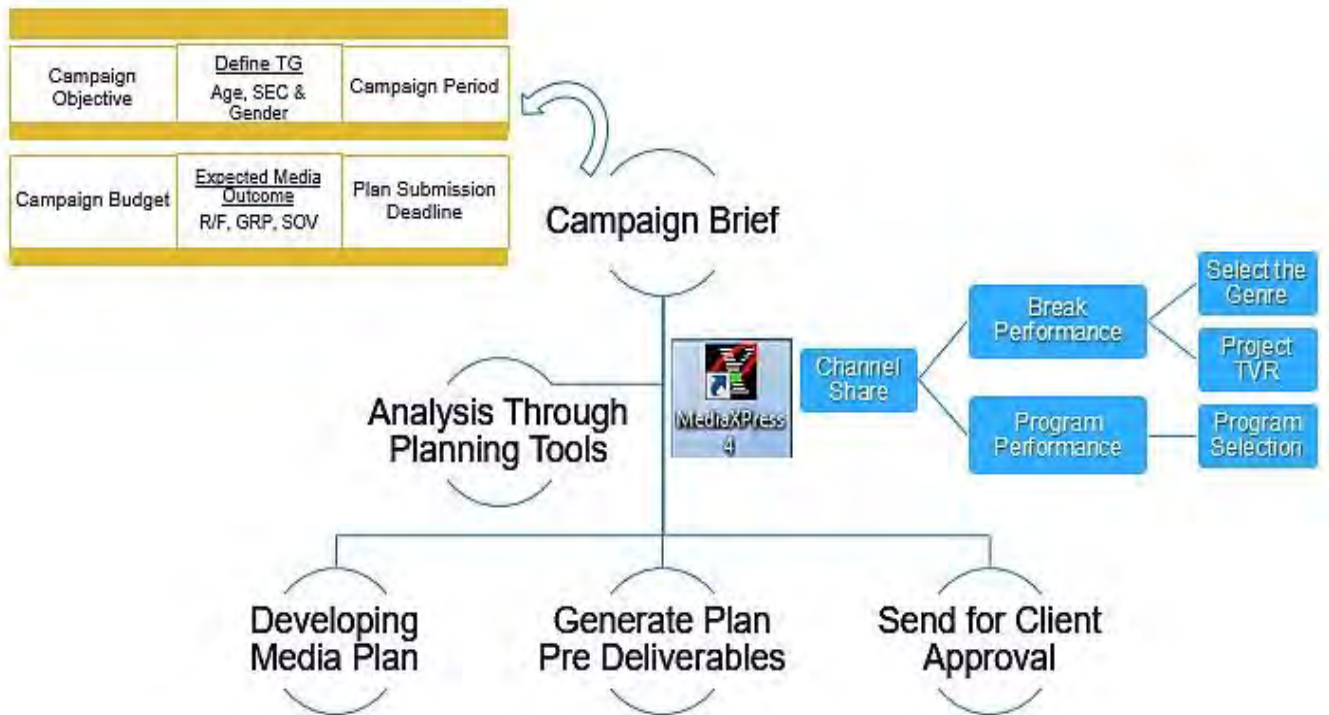
The role of technology is vast in the media industry as it concern on the effective planning & efficient buying. Database like National Readership Survey (NRS), National Media Survey (NMS) are valuable tools in proper servicing as a source. Monitoring data on TV channels are essential for effective planning. Asiatic MindShare uses different software for media planning, media analysis, media buying & billing purpose.

Media Xpress: Media Xpress is a TV evaluation software specially tailored for Asia Pacific region. For TV plan and analysis MindShare uses Media Xpress. It sourced data from monthly TV monitoring through diary panel done by third party monitoring agency.

In brief Media Xpress can do the following:

- Reach/ OTS evaluation (Pre & Post)
- Program duplications
- Program performance by dayparts/specific TGs/weeks
- Duplicate viewing- Channel loyalty
- Unique customization for Bangladesh

NMS Software: National Media Survey 2014 was carried out in the same lines as the earlier National Media Surveys by MRB Bangladesh Pvt. Ltd. to maintain data compatibility and comparability. The process of data collection, using a structured questionnaire, was done during mid of Aug 2014 to end of Oct 2014. The software contains data of this survey.



File View Add-Ins

MEDIA XPRESS
Digital Enabled Power Edition

Analysis Markets Channels Audience Dayparts Process

Show Selection Details

Analysis

Trends

- By Date
- By Days
- By Weeks
- By Months
- By Quarter
- By Cities
- Cumulative Reach By Dayparts
- Reach Across Dayparts-Weeks
- Channel Shares By Daypart
- Channel Shares By Dayparts- Weeks

Programme

Planning

Advanced

Analysis Name

Analysis Options

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4.2 Campaign

Media Brief Format	
Client Name	Unilever
Brand Name	Close Up
Campaign Name	Close Up Kache Asher Golpo
Campaign Period	2 Months
Background of the campaign	This is a yearly based campaign by Unilever Bangladesh. Every year before the Valentines day Unilever launches 3 single drama based on the real love story of the target audience. This campaign has online platform, facebook page and email where people can send their love story. Bangla Vision is the channel partner for broadcasting the dramas.
Objective of the Campaign	With the theme of Closeness Close Up Rihanna started the global promotion. To ensure the promotion vastly this campaign has launched. To relate the brand with people's life Unilever started this campaign earlier.
Media Objective of the campaign	To reach more people in the targeted frequency and to ensure higher GRP.
TVC Name	Close Up Rihanna
TVC Duration	5,10,15,20,40
No of TVC	5
Press Size	5'*5', 4'*3, 6'*2
RDC Duration	10.20,30
Media Deliverables (expected) (choose where applicable as per the campaign)	
GRP	(as high as possible)
Reach	1+, 2+, 3+
CPRP	(as minimum as possible)
Budget (Net)	Open for suggestion

Table 1: Campaign Media Brief

4.3 TV Plan

To design a TV plan genre analysis is important as it gives an idea of the preferred TV program type of a specific target group. In general News and sports are most popular among all target group and other program preference may vary.

Genre	Avg TVR
News	0.38
Drama	0.13
Telefilm	0.12
Talk Shows	0.07
Serials	0.07
Talk Show	0.07
Sports	0.06
Cookery	0.05
Announcement	0.05
Religious	0.05
Documentary	0.05
Cartoon	0.05
Comedy	0.05
Reality Show	0.05
Children	0.04
Cinema Music	0.04
Program Trailer	0.04
Viewers Feedback	0.04
Business Programs	0.04

Table 2: Top 20 genre preference among SEC CDE

As News and Drama was the top watching genre among the campaign TG but during the campaign period on Bangladeshi channel and advertisement during news and drama shows have special rate so the TV media investment was on Feature Film, Telefilm, News, Serials, Talk show and Drama.

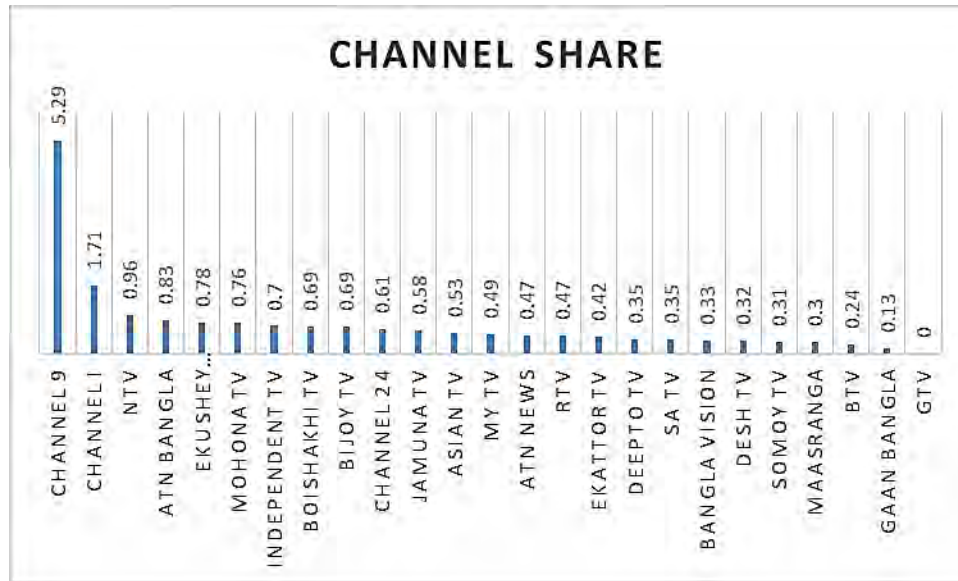


Figure 6: Bangladeshi television channel share during campaign period

<u>Channel Name</u>	<u>Total Spots</u>	<u>GRP</u>
Channel I	192	15.45841
NTV	252	21.40021
Boishakhi	682	34.64
Mohona	1064	127.8957
Channel 24	740	38.68451
Independent TV	640	29.26355
ATN Bangla	301	35.58
Jamuna TV	630	29.10639
ATN News	480	18.95404
Asian TV	860	35.34184
ETV	498	41.94
Channel 9	300	18
Bijoy TV	902	45.1
MY TV	174	5.22

Table 3: TV plan of Close Up Kache Ashar Golpo

On the TV plan of Close Up Kache Ashar Golpo 7715 spots were planned projecting 497 GRP. The channels used on the plan are Bangla Vision, NTV, Boishakhi, Mohona, Channel 24, Independent TV, ATN Bangla, Jamuna TV, ATN News, Asian TV, ETV, Channel 9, Bijoy TV, MY TV among the 26 cable and satellite channels.

Post Campaign Evaluation

<u>Channel Name</u>	<u>Pre Campaign</u>		<u>Post Campaign</u>	
	<u>Total</u>	<u>GRP</u>	<u>Total Spots</u>	<u>GRP</u>
Bangla Vision	1	15.46	192	306.62
NTV	2	21.40	290	24.01
Boishakhi	6	34.64	719	47.75
Mohona	1064	127.90	1017	44.76
Channel 24	7	38.68	533	23.58
Independent TV	6	29.26	924	19.28
ATN Bangla	3	35.58	272	57.54
Jamuna TV	6	29.11	527	50.13
ATN News	4	18.95	416	11.94
Asian TV	8	35.34	818	17.18
ETV	4	41.94	549	48.43
Channel 9	3	18.00	297	4.22
Bijoy TV	9	45.10	2096	10.2
MY TV	1	5.22	238	0.34
	7715	497	8888	666

Table 4: Pre-campaign and post campaign spot and GRP evaluation

One of the objective of this campaign was to reach more of the audience. Unilever has tried The TV media campaign was successful in terms of attained GRP and Spots. The planned spots were 7715 where with channel bonuses the post campaign spots were 8888. On the other hand targeted GRP was 497 and the GRP achieved was 666. Also the campaign reach was above planned.

The plan targeted that the 50% of the target audience will see the message at least once where the post campaign data shows 58% of the target audience saw the message at least once. The percentage of reach on post campaign evaluation shows an increase in 2+ (saw message at least twice) and 3+ (saw message at least thrice) frequency.

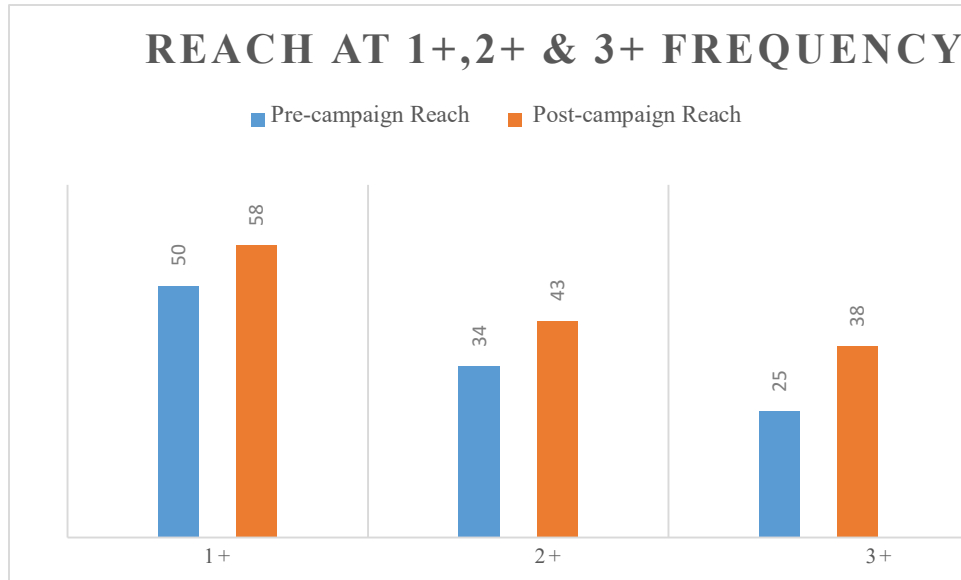


Figure 7: Pre-campaign and post-campaign reach at 1+, 2+ & 3+ frequency

4.4 Press Plan

To determine on which daily newspaper to advertise a software called National Media Survey is used. There the target group of the campaign SEC CDE has a preference in following newspapers:-

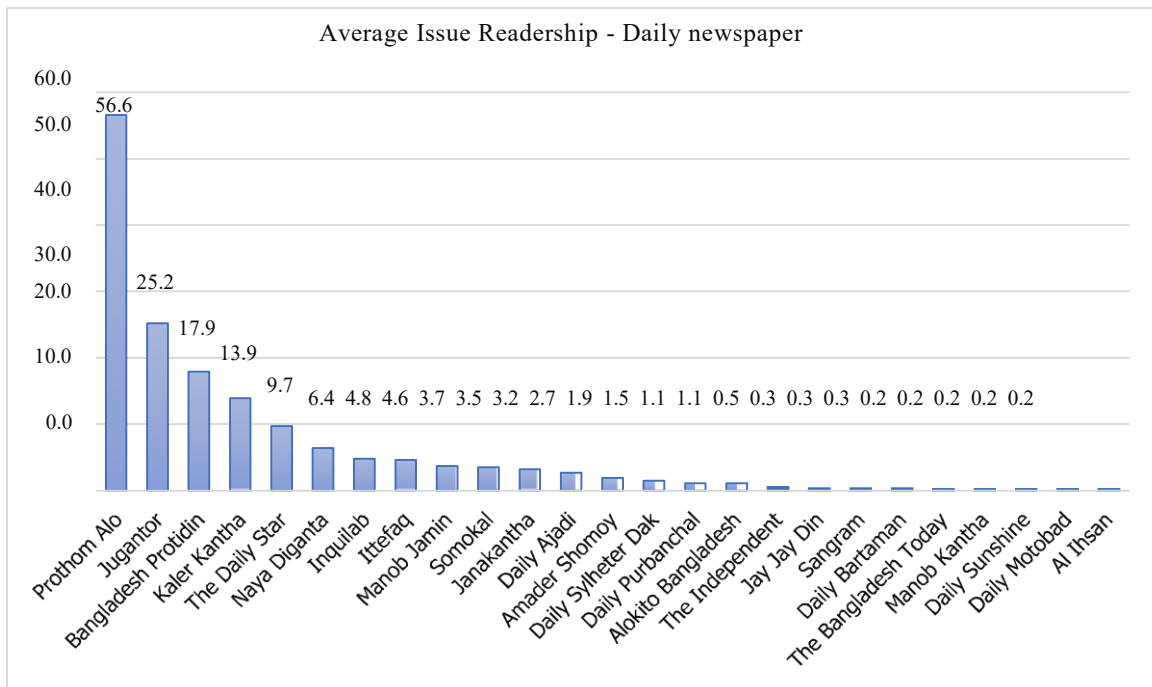


Figure 8: Average Issue Readership - Daily newspaper among SEC C D E

Prothom alo is the highest circulated newspaper among SEC CDE followed by Jugantor. Bangladesh Protidin which is known as the top street newspaper is among top 3 and to target people on-the-go it is a good option.

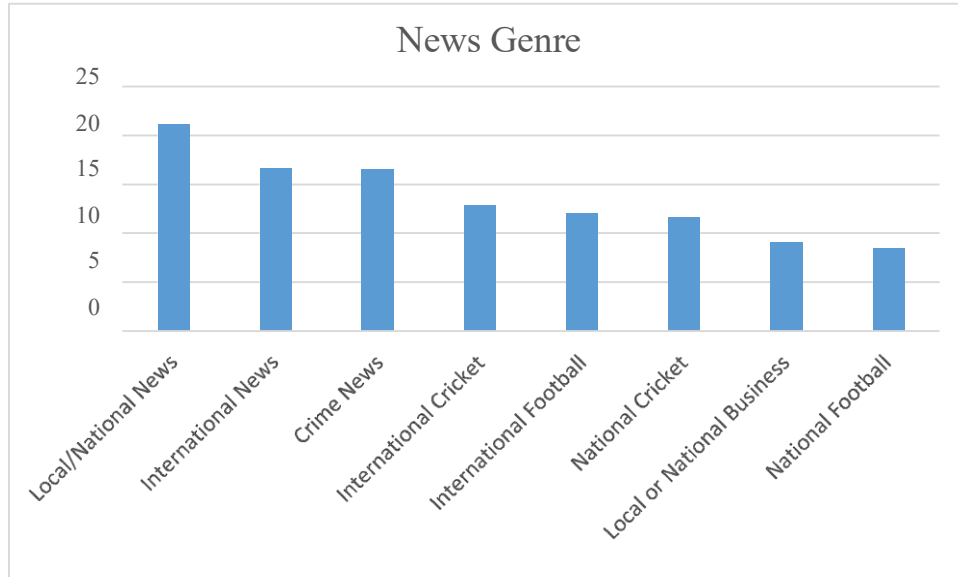


Figure 9: Top News genre preference among SEC C D E

Press Campaign 2016

The below press were selected based on NMS 2014 data

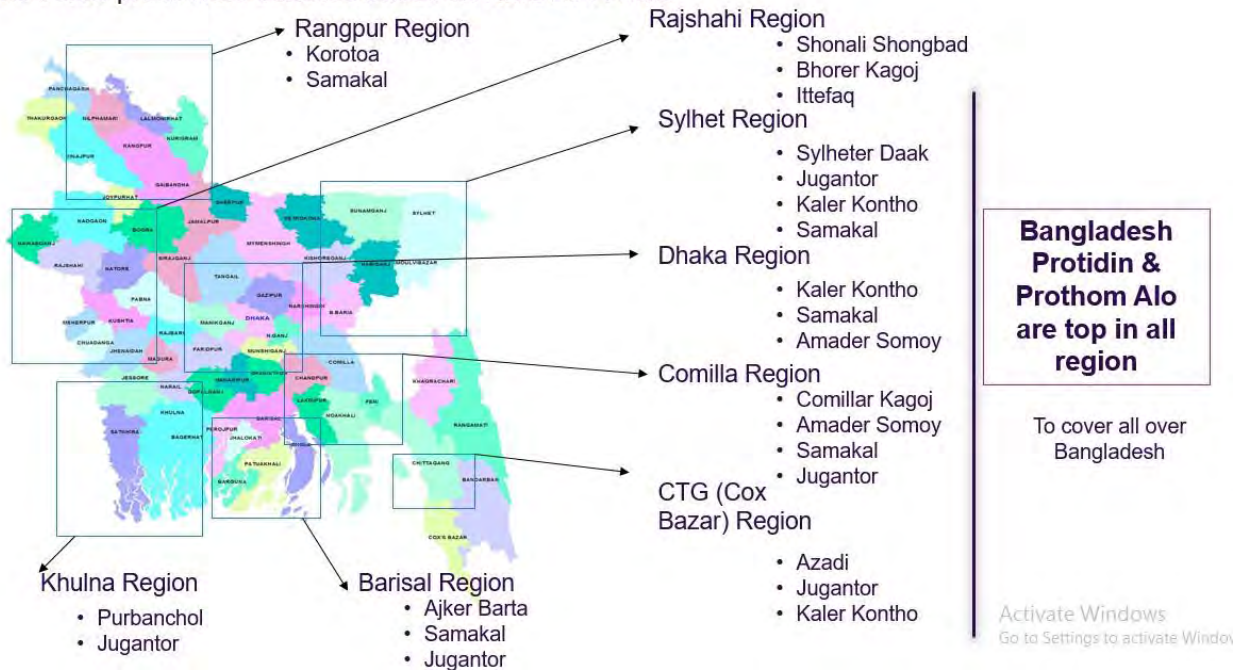


Figure 10: Top regional Newspaper preference among SEC C D E

SEC C, D & E prefers reading local/ National news, International News, Crime news, international cricket etc. So while making plan insertions where given on the pages containing these news.

To create press plan within a weighted base of 197, sample base 107 was taken. Based on the findings the following planning was done:

				2016										
				April				May						
Name of Publication	Page	olor/ B&W	No. of Ins.	Wed 27	Thu 28	Fri 29	Sat 30	Sun 1	Mon 2	Tue 3	Wed 4	Thu 5	Fri 6	
Prothom Alo	3rd Page	Color	1	1										
Bangladesh Protidin	Front Page	Color	1					1						
Samakal	Front Page	Color	1		1									
Daily Azadi	Front Page	Color	1								1			
Sylheter Daak	Front Page	Color	1							1				
Daily Purbanchol	Front Page	Color	1						1		1			
Korotoa	Front Page	Color	1	1										
Shonali Shongbad	Front Page	Color	1		1									
Comillar Kagoj	Front Page	Color	1					1						
Ajker Barta	Front Page	Color	1									1		
				2	2	-	-	2	-	1	2	1	-	

Table 5: Press plan of Unilever Close Up Kache Ashar Golpo campaign

The insertion was given on the newspapers having top readership considering the budget given by client and to emphasize the importance of the message it was given on the front or 3rd pages of newspapers. Total 10 insertions are given in different regional newspaper considering the amplification and TG of the campaign.

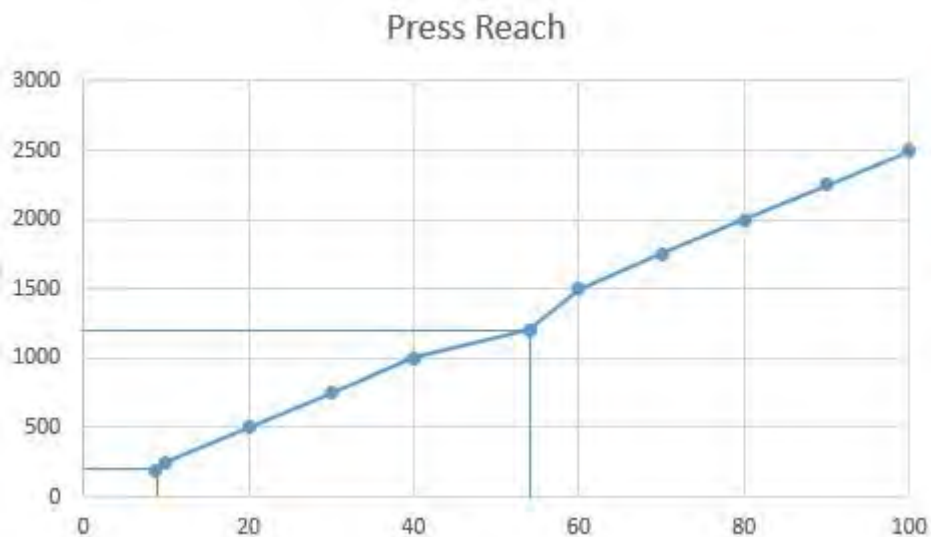


Figure 11: Press campaign reach of 10 insertions in 10 newspaper among SEC C D E

The press plan shows 53.99% reach at 1+ and 8.73% reach at 2+ where the NMS data projected this based on a sample size of 2400.

4.5 Radio Plan:

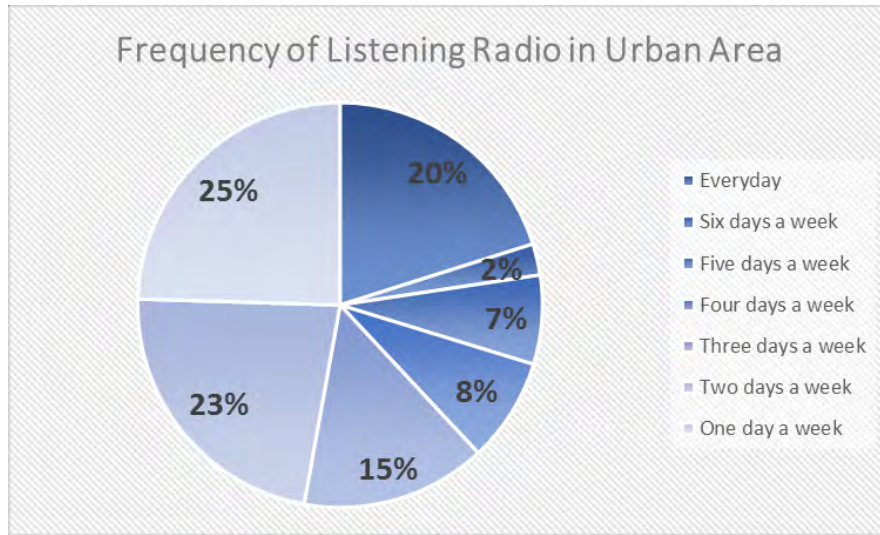


Figure 12: Frequency of listening radio in urban area among SEC C D E

We can see that to target rural area radio is a very good option. 20% of people in urban area listen to radio everyday where 22% of people in rural area listen to radio everyday.

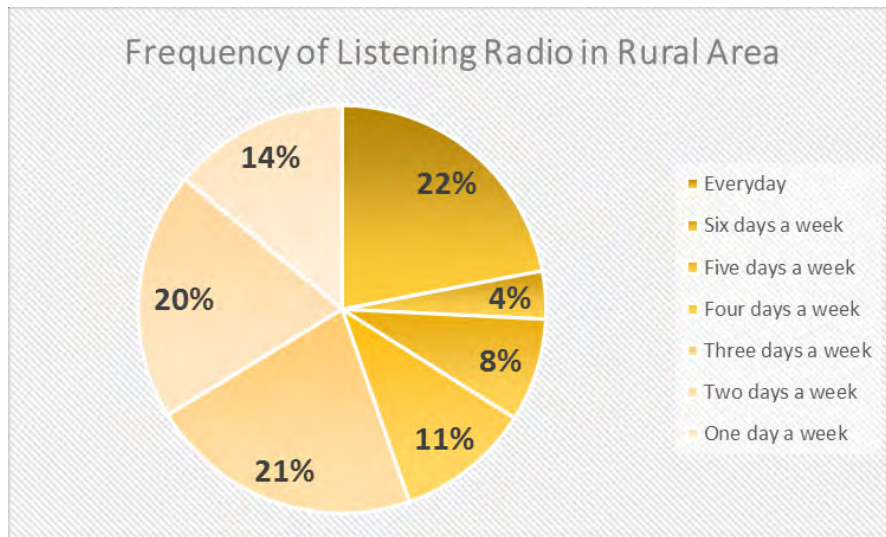


Figure 13: Frequency of listening radio in rural area among SEC C D E

It has been shown in the graph that both in working days and weekend people have a tendency to listen radio during evening and night.

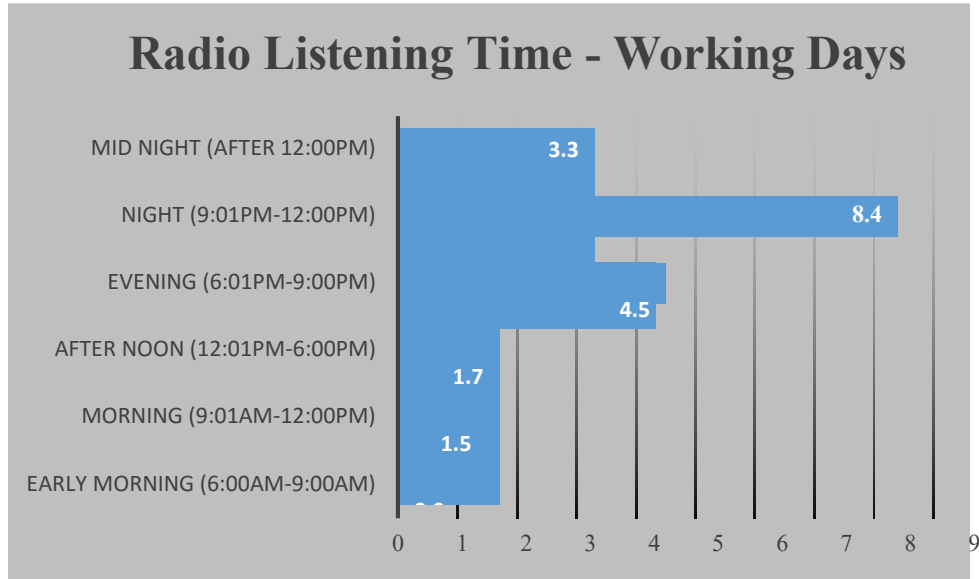


Figure 14: Radio listening time preference during working days among SEC C D E

People tend to listen radio more during weekends and on both weekday and weekend people tend to listen radio less during morning and afternoon period.

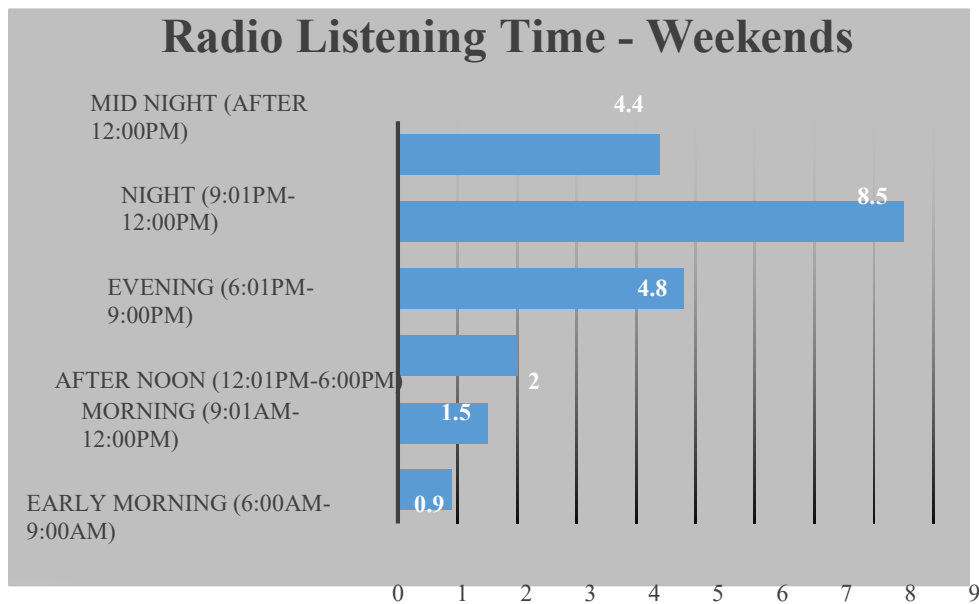


Figure 15: Radio listening time preference during weekends among SEC C D E

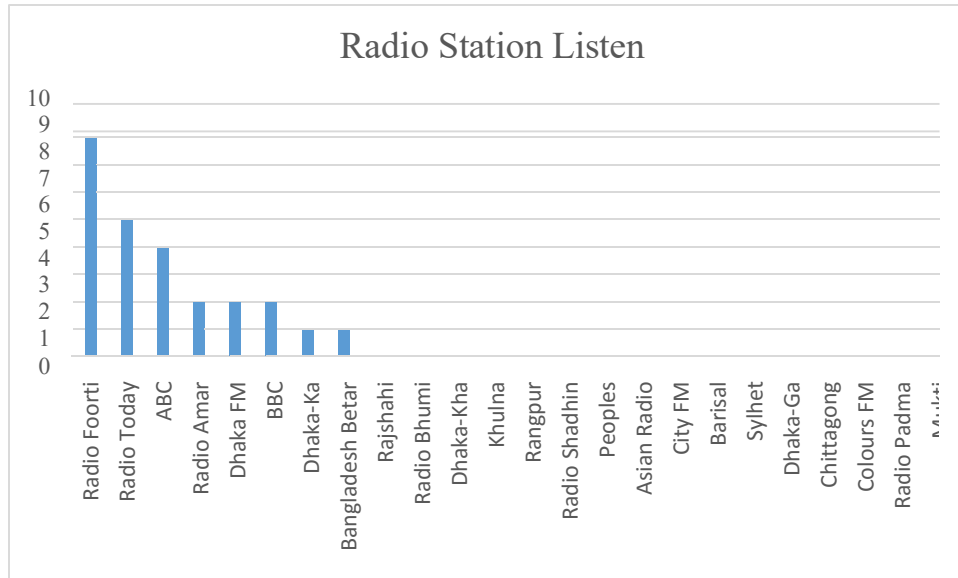


Figure 16: Radio station preference among SEC C D E

It has been shown that to make the campaign successful investment should be made on Top radio channels like Radio Foorti, Radio Today and ABC radio and the top preferred genre are Bangla song, News, Live Show with RJ and Hindi songs.

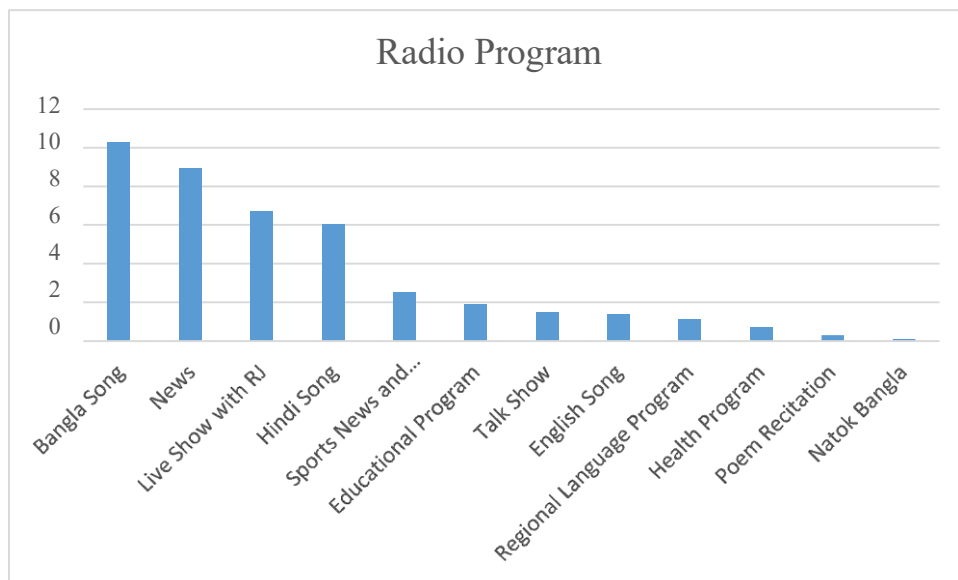


Figure 17: Preferred genre of radio program among SEC C D E

Key Findings

The major findings from this research are:

1. After analyzing it has been found that the total GRP is 666 and mostly found from Bangla Vision. Components of strategic media planning are Target Group, Target Market, Media Weight, Media Environment Consideration, Media Plan Development and Scheduling
2. Software like Media express TV planning software, National media survey software and TV planner software are used in media planning.
3. Sports, Feature Film, Telefilm, News, Serials, Talk Show and Drama are the top preferred genre among SEC C, D & E
4. Channel I, NTV, Boishakhi, Mohona, Channel 24, Independent TV & ATN Bangla are the top preferred channel among SEC C, D & E when there is no sport telecasted on bangla channels
5. Prothom Alo, Jugantor, Bangladesh Protidin & Kaler Kontho are the top preferred daily newspaper among SEC C, D & E
6. Top regional Newspaper in different region among SEC CDE are:- Kaler Kantho (Dhaka), Azadi (Chittagong), Sylheter Daak (Sylhet), Comillar Kagoj (Comilla), Shonali Shongbad (Rajshahi), Korotoa (Rangpur), Purbanchal (Khulna) & Ajker Barta (Barishal)
7. Local/National News, International News, Crime News, International Cricket, International Football & National Cricket are the top preferred news genre among SEC C,D & E
8. On the same sample base 20% of the urban people and 22% of the rural people listen to radio everyday among SEC C, D & E
9. People of SEC C, D & E tend to listen radio most at night from 9 PM to 12 PM
10. Radio Foorti, Radio Today and ABC radio are the top preferred channels among SEC C, D & E
11. Bangla Song, News, Live Show with RJ & Hindi Song are the radio programs listened by SEC C, D & E

4.7 Recommendation

As the duration of receiving the media brief and deadline of media plan delivery was small the plan was made on rush. Planning time provided by clients should be increased. Some spots of the plan was not free during telecasting. So the channels has given bonus spots which is not preferred as per the planning. Communication within agency and TV channels need to be increased. The media brief was frequently changed by clients which hampers successful planning. More PR should go in different regional newspaper.

4.8 Conclusion

Now-a-days wherever we go the media follows us. There are a number of media and media messages surrounding people at a time. The objective of media planning is to make the message heard or seen by the target audience. To explore the opportunity and meet demands of corporate houses advertising agency has emerged. The researcher has prepared this report as a part of academic internship program and focused on Unilever and it's one of the campaign Close Up Kache Ashar Golpo. This findings will help the Media Planners to be more efficient in their decision making and will earn the agency some potential value.

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