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## **INTERNSHIP REPORT ON**

Managing Digital Marketing Communications:  
A Case Study on The City Bank Limited Digital Marketing Team

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## Letter of Transmittal

April 27, 2019

Ahmed Abir Chowdhury  
Senior Lecturer  
BRAC Business School  
BRAC University

**Subject: Managing Digital Marketing Communications: A Case Study on The City Bank Limited Digital Marketing Team**

Dear Sir,

It is indeed a great pleasure to be able to hand over the internship report prepared as a part of the requirement for my Bachelors program under BRAC Business School of BRAC University. I have made sincere efforts and successfully completed my internship program for last three months at The City Bank Limited (CBL).

Working with CBL was a great learning experience for me as it teaches the differences between practical and theoretical work. I hope you will find the report to be objective and reliable. Within a short time, I have to make this report as comprehensive as possible, which is why there may be some discrepancies due to various restrictions. For this reason, I beg your kind consideration in this regard.

I would like to take this opportunity to thank you for all the supports and guidelines that you have provided, which I hope to continue getting in the future.

Meanwhile, I will be available if you have any query.

Sincerely yours,



Faisal Ahsan Yousuf  
Student ID: 15304036  
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## **Acknowledgement**

First of all, I would like to express my gratitude to almighty Allah to enabling me to complete this report on “Managing Digital Marketing Communications” of Brand Communications & Marketing department at The City Bank Limited.

I convey my sincere gratitude to my academic Supervisor Mr. Ahmed Abir Chowdhury from BRAC Business School. Without his kind direction and proper guidance, this study would have been impossible for me. In every phase of the project, his supervision and guidance shaped this report to be completed.

I would like to take this opportunity to thank my supervisor at City Bank Limited, Mr. Imtiajul Hoque Nipu, Manager, Digital Media at Brand Communications and Marketing Department who has been extremely patient and taken time out of his busy schedule to assign various challenging tasks to me and ensure that I perform my best during the three months of my internship, like an effective leader. I am also indebted to Mr. Saifur Rahman, Chowdhury Farman Mehedi, Renan Ahmed, Alomgir, Rinku Saha, Pankaj Dey, Ms. Shazia Afroze, Fareen Ahmed & Dilshat Rahman at Brand Communications and Marketing Department who have been an excellent mentor and guided me throughout; the entire Brand team has been very helpful and consisted of some of the best people to work with.

## Executive Summary and Industry Overview

This report includes my work at the Brand Communications and Marketing Division of the City Bank Limited during the three months of my internship period. This report has elaborate research on the campaign planning procedure and their capabilities to generate sufficient income for the sustainability of the company.

From the start of my internship period on the 4<sup>th</sup> of February, 2019 to 3<sup>rd</sup> of May, I have been immersed in tasks that have not only introduced me to the real corporate world, but also broadened my perceptions on how private commercial banks in Bangladesh plan their investments in optimal ways to gain the most of them in terms of revenues and market share.

With the growing online literacy rate, the digital marketing industry in Bangladesh is getting matured. With the effort of state minister for ICT, Mr. Mustafa Jabbar been praised for popularizing the use of Bengali language in computer and other digital media. However, we realize that promoting is eventually a numbers amusement: you cannot streamline what you cannot measure, and you cannot quantify without legitimate information following component set up which is the reason advertising reports are so essential. They are our way of verifying whether the strategies we are putting in place are having a positive impact and are means of constantly improvising those strategies.

The report initially contains a brief introduction of The City Bank Limited and some of the services it provides. The efficiency of Digital Marketing in CBL is then thoroughly discussed from the way Digital Marketing works to how smartphones have been a dominating factor in the growth of Digital Marketing in Bangladesh. Nevertheless, digital marketing has some flaws like every other industry and some recommendations have been provided at the end.

As we know, digital analytics change every day this particular report has been made in a very short time and some of the data provided on the report may not be accurate by the time it is evaluated. In spite of all these, I firmly believe this report has enough reasons to appreciate the effectiveness of digital marketing.

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## **The Organization**

I have finished my internship program in The City Bank Limited (CBL), one of the oldest private business banks in Bangladesh working since 1983 with an approved capital of Taka 1.75 billion, which as of today boomed to approximately 15 billion. The respectable expectation behind beginning this bank was to realize subjective changes in the circle of Banking and Financial administration. Today CBL serves over 1.6 million clients at home and abroad with 130 branches and around 370 ATMs and CDMs, covering all the significant urban areas and business focuses the nation over.

## **History of the Organization**

From 1983 until date, CBL has been a contextual analysis in advancement, having changed after some time from a customary association to a widely praised multi-faceted foundation that grasps worldwide accepted procedures and is at the cutting edge of mechanical activities. It started its financial business from March 1983 under the permit issued by Bangladesh Bank. In contrast to many, the Bank's criteria for progress are the primary concern numbers as well as the achievements set towards turning into the most complete bank in the nation.

## **New Logo and Priority Banking Services**

The City Bank Limited has presented some new financial items throughout the years adjacent to its double cash Credit Cards, ATM and Online nearness. The Bank has likewise presented continuous Internet, SMS and Phone Banking frameworks. With the new Logo in its straightforwardness of course of action, this is striking and may mean a chessboard, interfaces with individuals effectively.

The logo has a dynamic shape connoting to the degree CBL will assess its best in class tech-fueled modern bank to be a techno-friendly bank. City Bank has as of late been granted the 'Best Bank for Premium Services in Bangladesh' for 2018 by Asiamoney, a financial publication in Asia-Pacific region. This is for the second in a row year the bank has gotten this honor for its Priority Banking administration, Citygem and Citygem Sapphire.



City Bank recently announced the launch of its dedicated women banking business division - 'City Alo'. Specialized banking services for women, emerges from the understanding that women of Bangladesh need focused and tailored solutions to meet their diverse banking needs. The Bangla word "Alo" means "light", and symbolizes hope, knowledge, dependability and progress.

City Alo's aim is not to be another banking service provider for women – rather to be an integral part of their growth journey as a friend, facilitator and adviser. We encourage them to be imaginative in building their unique identities in the society. With City Alo these brilliant women will have access to expert finance knowledge and suggestions, training and networking opportunities, a vibrant online community to help them bring positive impact in their families, our country and the world.

The pay-off line "Making Sense of Money" features how money is a need all by itself for any person. CBL's strong; Digital Banking platform "Citytouch" has been extremely famous among its clients as Bangladesh has been watching continually expanding versatile intrusion for some time now. A stage like Citytouch, which is intended to unite every one of the accommodations of banking to the web, empowered administrations laid them to win 'Best Consumer Digital Bank in Bangladesh 2018' by Global Finance for the fourth time. With more than 35 years of experience CBL emphasizes on development, how to profit gradually and in conclusion to grow money securely for its partners.

The bank offers a wide range of store, centers around loaning cash during necessities and card items with a comprehensive scope of administrations to oblige for all intents and purposes each client portion. From student banking to priority banking, CBL is additionally among the few in the nation to offer both conventional and Islamic banking that offers a far-reaching scope of banking items. In spite of the fact that CBL's activities are geologically brought together mostly in Dhaka and Chittagong, it has across the nation branches, correspondent banks and associated systems worldwide to serve the individual, SME and substantial corporate financial necessities of customers situated the nation over.

According to Credit Rating Agency of Bangladesh based on the budget reports CBL have been granted with an observation rating of AA2 and has additionally held the rating of Ba3 by Moody's for the monetary year 2017.

## **Objectives and Organogram**

City Bank is a careful financial foundation that tends to real national goals of business creation, money related consideration, supported monetary advancement and trustworthy esteem creation.

### **Vision:**

The financial supermarket with a triumphant culture offering enjoyable experiences.

### **Core Missions:**

- Offer a wide array of items and administrations that separate and energize all client fragments
- Be the "Employer of choice" by offering a domain where individuals exceed expectations and initiative are made
- Persistently challenge procedures and stages to upgrade viability and productivity
- Advance development and computerization with the end goal of ensuring and improving perfection in administration
- Guarantee regard for network, great administration and consistence in all things

### **Objective:**

Core objective is centered around enlarging the access of substantial arrangement of items and administrations to the biggest customer and client base for which CBL is resolved to make a prosperous future for every one of its partners.

### **Strategic Objectives:**

CBL business units and corporate capacities have adjusted their working systems to their core strategies to guarantee compelling and organized execution inside and over all tasks for the prosperity of each client. The real capacity of the Correspondent Banking unit is to approach banks for growing new connections and



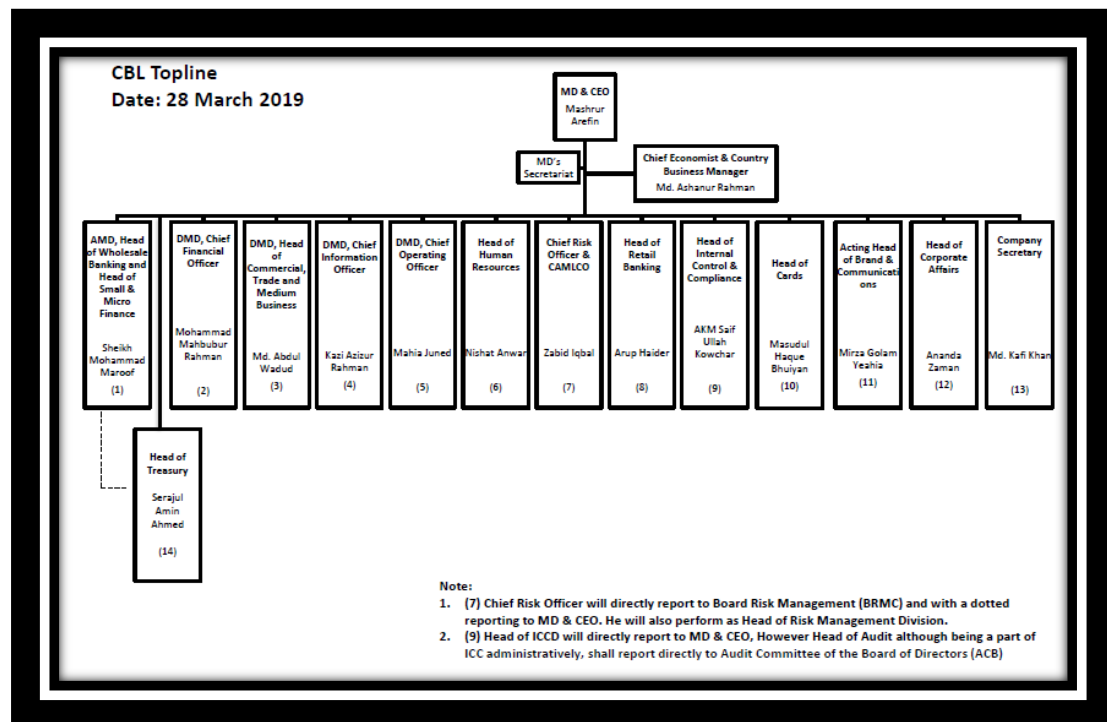
for credit cutoff points to help the Bank's exchange account needs.

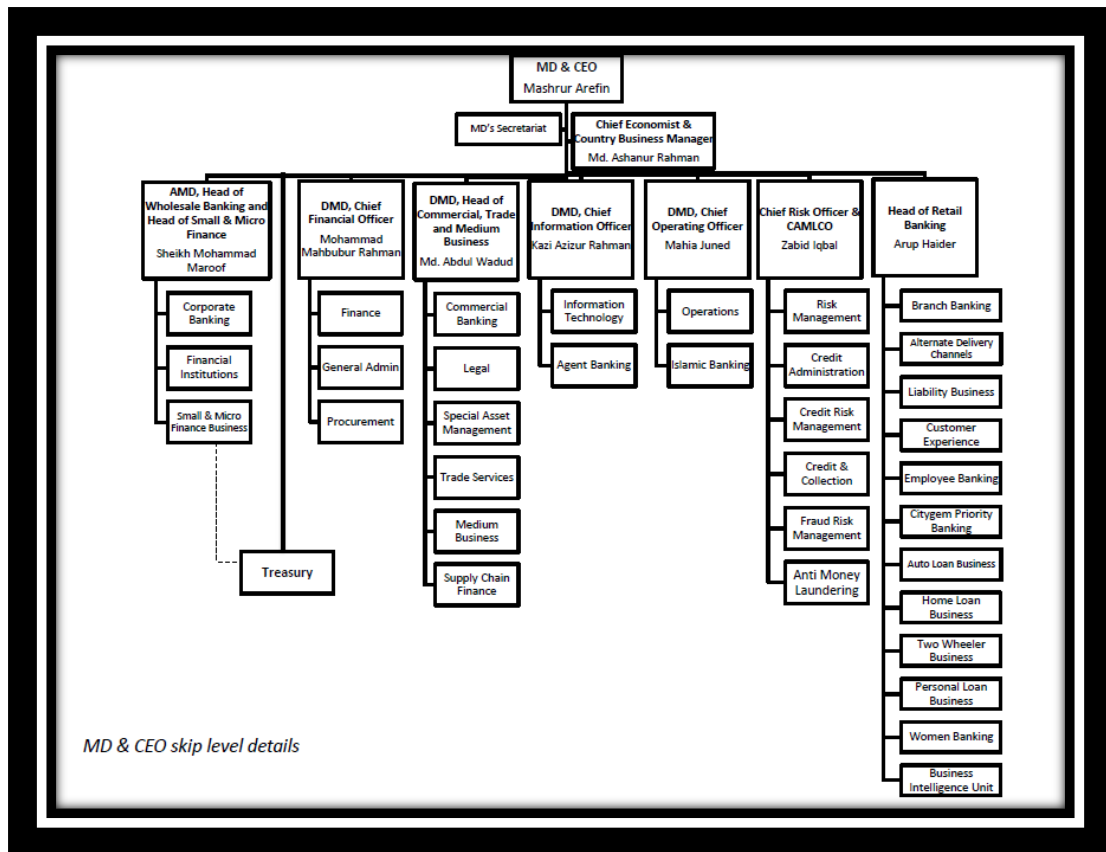
**Financial Objectives:**

CBL stays adaptable in their vital reaction to the repetitive pressure in business sectors and recognizes regions of chances for revenue generation. This incorporates center around investigating strategically pitching chances and utilize all around created risk models amid times of financial emergency. As a vast level of the nation's populace falls under the classification of 'unbanked' or 'under-banked', City Bank speaks to substantive extension in money related incorporation.

**Organogram:**

City Bank has presented a solid association structure under the rules of Core Risk Management of Bangladesh Bank. The Board of directors is the source of all power, which is assigned by the Managing Director and CEO of the Bank. A flow chart of reporting system is shown below:





## **Introduction**

Banking is known as the foundation of the national economy and assumes a significant job in the business division and advancing industrialization and financial advancement of the nation. The business not just encourages vital assets for the executing different program in progress during the time spent monetary improvement, in reality a wide range of economy and money related exercises rotate around the budgetary organizations. As the business produces products and wares, bank makes and controls currency advertises and advances arrangement of capital.

Bank is an incredible medium to bring financial changes in a creating nation like Bangladesh. The three significant segments in Bangladesh like Agriculture, Commerce and Industry give the majority of the nation's riches. Therefore, the sustenance of these divisions is just conceivable through agreeable financial office. Improvement of banking framework can give the important lift to the fast economy development of a nation.

Fundamentally, Bank gathers store from the clients at a lower rate of premium and loans it to the borrowers at a higher rate of enthusiasm thinking about the expense of reserve. The distinction sum shows the working benefit for a bank. The client originates from varying backgrounds, from an independent company to a global partnership having its business exercises all around the globe. These money related apparatuses need to fulfill the prerequisites of various clients having a place with different social gatherings, henceforth banking business has turned out to be mind boggling and requires specific aptitudes. It works as an operator for achieving monetary, modern development, and success of the nation. Subsequently various sorts of save money with different administrations have come in to presence to suit explicit prerequisites.

## **Objective of the report**

The steadiness of the entry-level position program is learning and finding the consequences that I have obtained through the period. This report has stressed on effectiveness of Brand Communication and Marketing division at The City Bank Limited. In the interim, assessing the duties on improving the bank's notoriety, which is exceptionally fundamental. The prime goals behind this report are pointed cry:

- Identify the Notable Campaigns that has been effectively propelled by CBL Brand Communications and Marketing group.
- Review the current honors procured by CBL for the arrangement of best financial administrations to the clients.
- Identify the quality and shortcoming of existing Branding frameworks.
- Find out and investigate the Achievements in Digital/Social Media Space.
- Find out the Notable Sponsorships that boost the Banks notoriety.
- To realize Marketing plans of Bank just as a diagram on significant advertising strategies and practices of CBL.

## **Methodology**

The report has been formed dependent on information assembled from fundamental similarly as assistant sources. The basic information has been accumulated from the personnel; for a circumstance I have used up close and personal support to get bits of learning of the association.

## **Primary Data Collection**

The principle source of the essential information accumulation of my report was my discussion with senior officers of the Brand Communications and Marketing Department of the City Bank Limited and their conclusions and remarks. It helped me to gather the fundamental and indispensable data to make my report. The people of Brand Divisions and their up close and personal data is my essential information.

## **Secondary Data Collection:**

Data has also been collected from secondary sources. Necessary data and information has been collected by the following sources:

1. Branding Policy Manual of the City Bank Limited.
2. Letters and memos issued by the Bangladesh Bank and CBL regulatory department such as business team and if needed CBL Legal Division
3. Annual report of City Bank Limited and Bangladesh Bank.
4. News Papers, Internet and website journals.

## **Methods of Data Collection**

Despite the fact that there are many interpersonal organizations around, the most widely recognized ones you're no doubt going to utilize and need to incorporate into your internet based life showcasing report will be Facebook Insights and Ads, Instagram, LinkedIn Pages and Ads, Twitter, and YouTube. There are again 4 primary kinds of KPIs in this layout: likes and followers, impression and reach, engagement, and top performing posts. So as to comprehend what sort of ROI you're getting from every one of your systems. With segments for every one of the online networking stages that CBL utilizes – one for Facebook, one for YouTube, one for Google AdWords, etc. – it figures out where you should apportion additional time and where it probably won't be beneficial. Show publicizing is the Internet's form of the announcement and it is regularly as viable in pulling in the eye as its live-adaptation ancestor. Evaluating every one of the information from crosswise over Google AdWords, Facebook and YouTube Ads, and other display publicizing instruments together into one report so that CBL can streamline their methodology in general, rather than just observing on one stage at any given moment. The publicizing effort advertising report is another device, which can be utilized to think about execution and pinpoint where your most astounding ROI is, and where it may require some improvement. The KPIs that are incorporated into this format address the necessities like: cost, clicks, conversions, active visitor clicking percentage click through rate (CTR), and impressions. All that you have to benefit as much as possible from your presentation promotions!

Web based business methodology is always advancing as you turned out with new items and administrations, and as the market itself changes. This Internet business promoting guarantees that you have all your KPIs readily available with the goal that you can exploit your chances as they crop up!

Email advertising stays right up until today a standout amongst the best pieces of advanced displaying; you are actually getting your battle legitimately in your crowds' hands, and before their eyes. It is difficult to beat that kind of focusing on that is the reason an email displaying is so significant. With such potential readily available, the smallest enhancements in open rate or active visitor clicking percentage can improve things significantly to your primary concern. Regardless of whether you are, utilizing your very own inner framework you should be able to track impressions using Google Analytics.

## **Instrument of Data collection**

The examination is for the most part certainty finding and testing was non-probabilistic as well. A few measurable and scientific strategies and instruments were utilized for breaking down the accumulated data from the sources. Google's "Website streamlining" (SEO) and Pay per Click (PPC) go together like nutty spread and jam. What's more, as opposed to SEO, the benefit of PPC is that the arrival on venture is far simpler to follow and comprehend for the time being; it is extremely the straightforward estimation of "dollar-out, dollar-in." Again, there's a wide scope of promoting devices at CBL for PPC battles, the most well known of which are Google AdWords, YouTube Ads, Facebook Ads, which speaks to PPC showcasing report where you have 4 larger subjects in this report: clicks and cost, changes, incomes, and advertisement execution. To compose these KPIs, it's regularly simpler to isolate your report by channel (AdWords versus Facebook Ads, for instance), to make it more obvious your spending allotment, since you'll need to realize which channels are presenting to you the most blasts for your buck.

The report starts with the layout of the association in centering Brand Management related issues are examined in detail alongside their outcomes and conceivable outcomes. In this report is all the part of Brand the executives has been talked about essentials by those the administration can take choices in regards to changing their

arrangements for reinforcing the association with the business condition just as with the partners and customers.



Figure-01: CBL Home Page

## Limitation of the Study

While working in the Brand division, my report is completely founded on the Brand the board and to set up this report there were not many confinements thusly amid available time it's hard to direct meetings as CBL has overpowering everyday exercises. Time span of temporary job period is not adequate to gather the assets due to looking after privacy.

Despite these constraints, genuine endeavors have been made to satisfy the discoveries and destinations of this report a powerful one.

## Literature Review

Ameme, B., and Wireko, J. (2016) guaranteed in his examination that in the present focused existence where innovation assumes a significant job and on the off chance that we talk about financial part or industry there is a positive connection among innovation and consumer loyalty. From most recent multi decade, Bangladesh Banking has come to fruition into present day banking from customary banking. Clients have more alternatives in picking the banks and each bank is endeavoring to hold and keep up their important clients at any expense. Banks are embracing diverse programming and innovative perspectives to make their clients fulfilled.

They likewise expressed that fulfillment of clients is not simply presenting creative items and administrations preferably it is significantly more over that. They

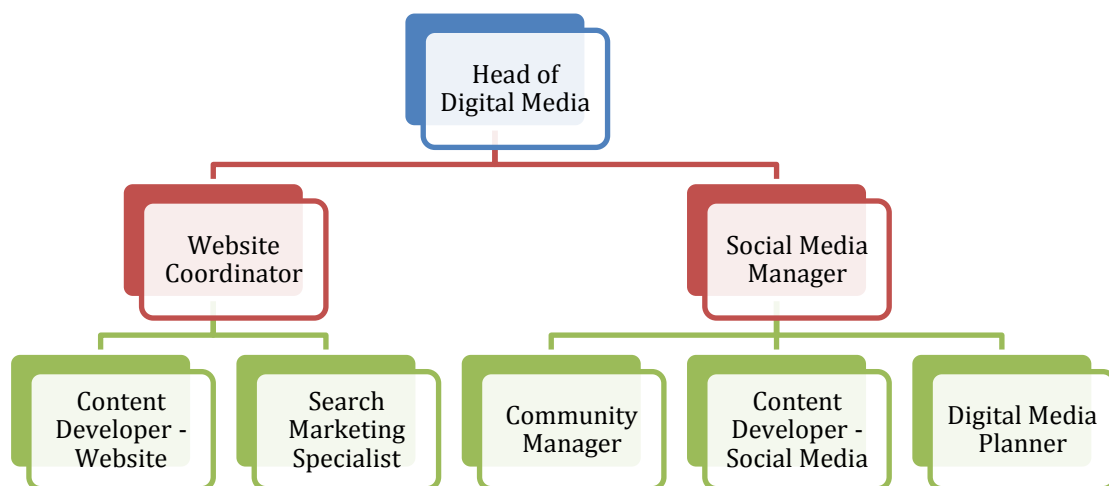
additionally discovered that if the bank needs to turn into the market chief in the aggressive condition it must utilize the advancement approach in every one of the viewpoints like items and administrations. Likewise, there is a critical connection between mechanical development and cost. Factors, for example, openness, comfort, security, protection, content, structure, speed, expenses and charges have impact on consumer loyalty where different variables advised have no critical impact. As the development increment, the cost will likewise build which consequently prompts a superior Brand recommendation.



## Brand Communications & Marketing

City Bank’s Brand and Communications is responsible for building, protecting and enhancing the Bank’s reputation and brand as a trusted provider of superior financial services. The team closely works with other departments to identify business priorities and execute organizational strategies for the brand.

### Digital Marketing Team



#### Head of Digital Media

Head of Digital Media administrator regulates an organization's advanced media endeavors, including sites and platforms, for example, Facebook, YouTube and so forth. Duties incorporate making and curating shareable contents; figuring out which stage is most appropriate for each bit of substance; constructing and overseeing internet based life profiles and presence; coordinating paid pursuit and social campaigns and investigating the execution of those campaigns; keeping up brand consistency across platforms; surveying SEO designs; observing analytics; dealing with the digital spending plan; and encouraging vendor connections.

#### Search Engine Specialist (SEO/SEM Specialist)

Search Engine Specialist is in charge of managing all SEO activities such as content strategy, link building and keyword strategy to increase rankings on all major search networks. She/he will regularly do keyword research for making the website

contents relevant to the product category according to the consumers' search trend. She/he will also manage all SEM campaigns on Google, Yahoo and Bing in order to maximize ROI.

#### **Content Developer – Website**

Content Developer will curate and create fresh contents for having on the website. This includes writing blogs, rewriting existing product and blog contents when required for keeping the website up-to-date. Blog contents would include money management, improving credit rating, saving money tips, top eateries in the various travel destinations and Dhaka, etc. These would encourage the audience to regularly visit the website to read about contents that relate to audience's lifestyle. She/he would also write contents for publishing on other websites for generating inbound links.

#### **Social Media Manager**

Social Media Manager will administer the company's social media marketing and advertising. She/he is responsible for developing and implementing marketing strategies for a business's social media sites. This might include blogging, creating social media profiles, managing regular posts and responding to followers. She/he is also responsible for regularly evaluating the success of their marketing efforts and tweaking their marketing strategy as needed.

#### **Digital Media Planner**

Digital Media Planner will primarily plan and execute media strategy for the ongoing, strategic, and tactical digital marketing campaigns. She/he is knowledgeable about digital video, banner ads, search, social media promotion, mobile banners/video, digital audio, etc. She/he will maintain relation with media buying agencies (GDN, GnR, VU Mobile), major online publishers (Prothom-Alo, The Daily Star, bdnews24, etc.). She/he will regularly optimize campaign budgets, provide reports, and gather insights from campaigns that run. She/he is also tasked with optimizing email-marketing campaigns.

#### **Content Developer – Social Media**

Content Developer will curate and develop fresh layouts, write-ups for running regular digital marketing campaigns on social media. She/he will write copy, captions, and curate images for creating fresh layouts for running digital marketing

campaigns. The contents include display banners, Facebook posts, write-ups for new products/offers, etc.

### **Awards achieved:**

#### **Best Bank in Bangladesh**

Finance Asia Country Awards for Achievement 2018

#### **Best Investment Bank in Bangladesh**

Finance Asia Country Awards for Achievement 2018

#### **Best for Premium Banking Services**

Asia-money best bank awards 2018

#### **Global Climate Partnership Award 2018**

The Global climate Partnership Fund (GCPF)

#### **Best Consumer Digital Bank in Bangladesh 2018**

Global Finance

#### **Best Bank in Bangladesh**

Finance Asia Country Awards for achievement 2018

### **Notable Sponsorships**

- ❖ Organized a Bangladesh roundtable discussion on 'Delivering a vision for growth', in association with Euromoney, one of the world's leading financial publications. The purpose of the roundtable was to enlighten both local and global investors on Bangladesh's economic sustainability and potential. This is the second time that City Bank has collaborated with Euromoney to organize the roundtable. Finance Minister, Mr. Abul Mal Abdul Muhith opened the roundtable discussion. The event observed active participation from Late Mr. Annisul Huq, Mayor, Dhaka North City Corporation; Rear Admiral Mr. Khaled Iqbal, BSB, NDC, PSC, Chairman, Chittagong port Authority; Mr. Farooq Sobhan, former Ambassador, Independent Director, City Bank and President, Bangladesh Enterprise Institute; Mr. Sayed Manzur Elahi, Chairman, Apex Footwear; Professor Mustafizur Rahman, Distinguish Fellow, CPD; Ms. Sonia Bashir Kabir, Country Manager, Microsoft Bangladesh and Director, BASIS; Mr. Dilip Pal, CFO, City Bank. Mr. Chris Wright, Asia Editor of Euromoney, moderated the highly engaging discussion.
- ❖ City Bank continued to uphold its presence as promoter of golf in Bangladesh. The Bank sponsored more golf tournaments, 'The City bank American Express Chittagong Open 2017' in Chittagong and 'City Bank Golf Tournament' in Ghatail.

- ❖ Hosted an event with London Business School Professor Mr. Niro Sivanathan exclusively for City Bank Priority Banking customers.

### **Notable Campaigns**

- ❖ CBL has successfully launched the first co-branded grocery credit card of the City Bank American Express portfolio, in collaboration with renowned superstore Agora. The Campaign incorporated a 360-degree approach, touching key communication channels: print, online and merchant branding.
- ❖ Launch of sapphire an arm of Citygem priority banking: The extension of Citygem, which is christened as Sapphire, was launched in the beginning of the year for ultra- high net worth customers.
- ❖ Recycle ATM launched: City Bank launched the country's first internet-enable cash recycling ATM. To make the campaign a successful one, there was a full-scaled press advertisement backed by EDM, Desktop screensavers, ATM screen flash and leaflets.
- ❖ Launch of Agent Banking: CBL has successfully launched Agent Banking with a grant inauguration ceremony. Developed application forms and brochure to support the business team. Branding was also initiated in all the 5 Agent Banking outlets.
- ❖ Other Campaigns: Valentine's Day, Pohela Boishakh (Bengali New Year), Ramadan, CityMaxx, American Express Airlines campaigns, online shopping campaigns with leading online merchants, American Express lodging and travel campaigns, Auto Loan campaigns, Citytouch in ATM and City Manarah (Islamic Banking).
- ❖ Card customer engagement events: Malaysian and Turkish food festivals.

## Achievements in Digital/ Social Media Space

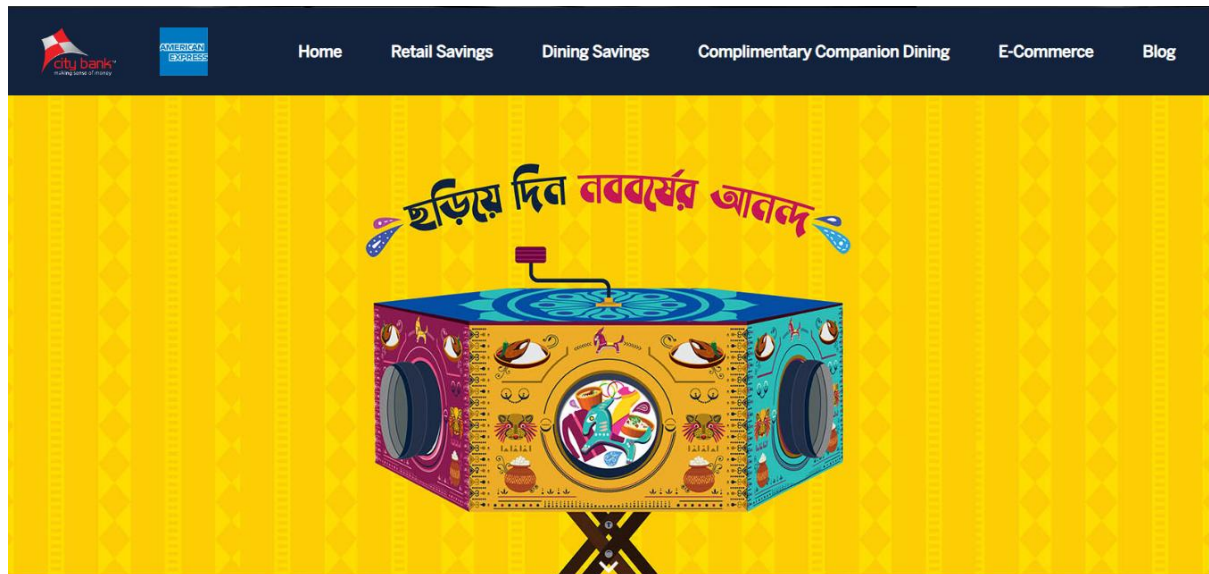


Figure-02: CBL Pohela Boishakh Microsite.

- ❖ CBL Digital team has also Revamped Website ([www.thecitybank.com](http://www.thecitybank.com)) this year
- ❖ CBL Facebook page is the only verified by Facebook itself among Bangladeshi banks to ensure the page's authenticity
- ❖ CBL has a robust presence in key social media channels, such as Facebook follower base reached 1.1 Million, LinkedIn page follower increased 500%
- ❖ Digital team have launched City Sapphire Website: (<http://www.citygem.com.bd/sapphire/>)
- ❖ CBL has been featured by Facebook itself as pioneer in Digital Marketing in South Asian Region: (<http://www.facebook.com/business/success/the-city-bank>)

## Marketing Plan

Since the launch of American Express Credit Cards in Bangladesh CBL tried to give enough opportunities to their valued Card members to revolve their spending to complement their life style. CBL launched with a wide array of SELECTS shops where Card members enjoyed special privileges as American Express Card members, they enjoyed complimentary coupons in Westin, Jet Airways and Baghdad Express and

that Card members receives free vouchers of Fantasy Kingdom, Water Kingdom and Foy's Lake theme park. Time to time they engaged our Card members with different micro marketing events like golf, musical soiree and similar shows. Recently CBL introduced another value added feature, which is the Flexi Buy program for Card members that their Card members can enjoy big ticket purchasing at 0% monthly interest. Now to revolve their expense CBL has to device new marketing tools to engage them into using their cards.

Some of the touch points where City Bank can engage their American Express Card members to swap their cards and maximize their usage. In this manner City Bank can acquire more cards and build its brand value.

**Taj Bangal & Hindustan International Hotel:** Promote Taj Bangal and Hindustan International Hotel offers through press ads and flyers. There will be a dedicated phone number and email address where Card members can book their desired hotel rooms through City Bank and will get a lucrative privilege package for paying through Amex cards. Flyers will be placed at ATM booths, CBL branches and City Bank American Express Lounge.

**United Hospital:** Flyers and POP materials will be placed at united premises to promote the health screening packages and benefit on total health checkups.

**Flexi-Buy:** Before Eid CBL Brand team needs to promote their Flexi Buy offer because this time of period target group are interested to buy big ticket goods like Refrigerator, Air-condition and TV. So they need to promote their Flexi Buy offer to their existing Card members and to the potential Card members as well to acquire more cards during this time.

**Jet Airways and Baghdad Express:** In the Eid vacation lots of people will go for vacation and to them it is necessary to promote the jet airways complimentary coupon and Baghdad Express voucher to be redeemed.

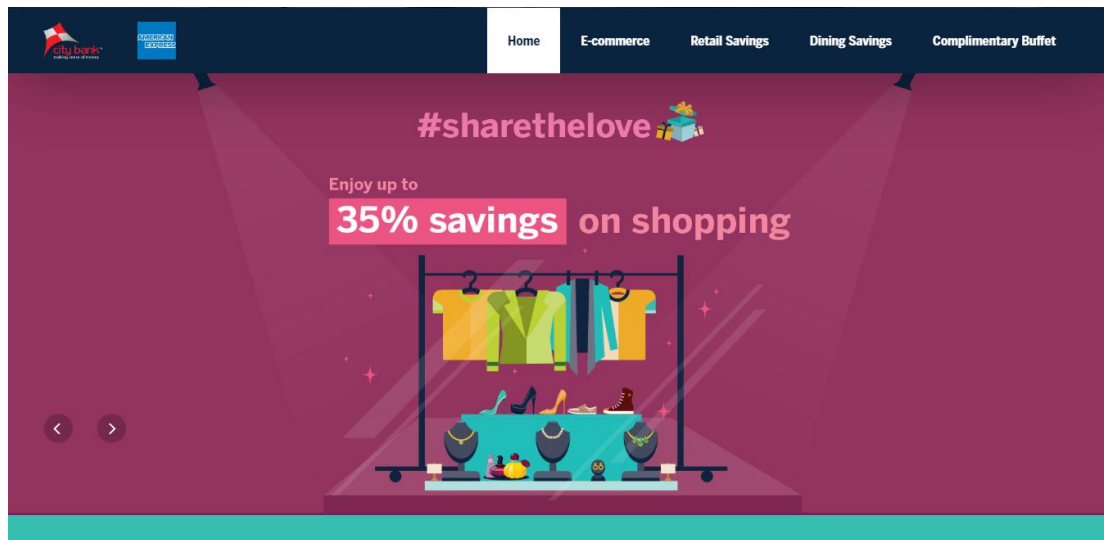


Figure-03: CBL Valentine's Day Microsite.

**Valentine's day:** During Valentine's day lot of couple dine out or buy gifts for their loved ones, so it is a good time to promote the CBL through Bumper Ad, Static Visual and Looping Animation.



ONLINE MEDIA BUYING PLAN FOR CITY BANK VALENTINES DAY CAMPAIGN					
	Unit of Ads	Budget Per ad	Total Budget	Duration	Objective
Bumper Ad (E-commerce, Dinner)	2	\$250	\$500	10th - 12th Feb 2019, 12th - 14th Feb 2019	Impression
Static Visual	4	\$100	\$400	4th Feb 2019 - 14th Feb 2019	Reach
Looping Animation	4	\$50	\$200	10th Feb 2019 - 14th Feb 2019	Reach
		<b>Total Budget</b>	<b>\$1,100</b>		

**Bengali New Year:** 14th April is the Bengali New Year and again during this time people dine out and do shopping to welcome the new year. During this eve of Bengali New Year CBL can promote selective restaurants and retail outlets who observe the Bengali New year.

## Finding of the Study

From the subjective examination, we can see that, Impact of computerized media contrasted with other mechanism of brand correspondence is substantially more successful at present. With the development of PDAs, web accessibility and long range casual correspondence in Bangladesh, the advanced promoting industry is getting vitality. The business has expanded in measure as a result of addition to versatile trades, through PDAs every month as Bangladesh has the tenth greatest mobile phone client base on the planet and has 60 million web affiliations making computerized showcasing just like a fundamental piece of Digital Bangladesh.

(The Daily Star, 2016) Bangladesh has a large number of web clients, which is roughly 40 percent of the aggregate. This improvement slant has been astounding over the span of the latest couple of years with the amount of associations and divisions placing assets into cutting edge exhibiting extending at a brisk pace. In spite of the way that ordinary showcasing methods are so far otherworldly with a high focus of associations on TV advancements, bulletins, and day by day paper commercials, the market circumstance is set up to be changed. With enduring GDP per capita improvement, which is depended upon to oversee over the coming decade, the extra cash of Bangladeshi locals is continually extending. The growing ability to purchase 3G/4G cell phones telephones, tabs, and PCs is making a consistently expanding number of people enter the computerized area. While traditional media is still solidly win among more seasoned socioeconomics, Digital Media is more standard among increasingly energetic pieces.

Presently this time we have in excess of 16 TV Channels in Bangladesh. The charge to make TV advertisement (TVC) and to air plugs on those channels is considerably more costly than computerized media. CBL does different crusades through customary media like bulletins, advertising exercises, X-pennant and so forth. In any case, a large portion of them is troublesome and costly likewise not very much coordinated to the objective gathering looked at computerized displaying. Representatives' work in Brand interchanges and displaying appreciates much more opportunity contrasted with other conventional promoting. A not too bad aggregate



of cash spend on notice on YouTube promotions, Google advertisements alongside a functioning Facebook page can make ponders for the organization.

## **Recommendations**

Portfolio arranging is to mark the executives as vital arranging is to planning. Like key arranging, brand portfolio arranging is an occasional, discrete occasion that enables supervisors to venture once more from the squash of day-by-day issues and graph the course ahead. What's more, similarly as the key arrangement looks crosswise over business sectors and specialty units to distinguish territories of chance and challenge, brand portfolio arranging looks over the whole brand set with an eye both for reallocating assets toward the zones of most noteworthy chance and for recognizing essential intercessions to counteract loss of upper hand. Contrastingly, this examination shows that being a functioning brand prompts higher brand mindfulness. The outcomes demonstrate that dynamic brands are bound to assemble brand mindfulness contrasted with dependable brands and a few suggestions are referenced underneath:

- ❖ To pull in more customers CBL need all the more advertising procedures which will expand more familiarity with clients
- ❖ CBL has just begun focusing on various socio economics moreover it ought to be balanced out more and new ATM stalls can be of immense advancement
- ❖ The application, Citytouch can be stopped awkward for the clients, CBL ought to flourish more to create advanced applications and administrations to their clients for well-disposed use
- ❖ CBL ought to jump on the correct web based life stage for various individuals. Since various age gathering of individuals utilizes various stages to get themselves socially associated
- ❖ To Focus on Customer outreaches. For instance: Offer course, workshops, online security, or even versatile banking in a simpler manner
- ❖ To center around making a positive, accommodating, and quality experience for every client, each time they connect with the bank

In any case, to assemble brand trust and brand steadfastness, dependable brands are progressively favored contrasted with dynamic brands, which uncover powerless connections between energy on brand mentality and brand responsibility. These days, customers favor the brands to be increasingly capable and true there has been a move in advertising where purchasers give more consideration toward social duties and moral brands. The same number of brands is adjusting a connection between profiting and making the best decision through corporate social obligation. I have encountered significance of obligation into the effect of a brand identity, giving an increasingly centered point of view around the duty attribute of brands.

## Monthly Journal

The digital space of Bangladesh is fixated on this tech-savvy youth as data concerning use of social media sites such as Facebook demonstrate strength of the age group 18 - 34 years. I am submitting monthly journals on experiences that I have gathered in last 90 workdays from 4 February 2019 – May 4. As an intern, some of the mentionable tasks are shortlisted below:

### FEBRUARY

- A list of 30,000 customer query about Personal loan, Home Loan, Auto Loan and SME Small Loan has been summarized and updated to Google Sheet and MS Excel for further inspection over my entire internship duration
- Prepare Purchase Requisition (PR) and Work Orders (WO) for agencies like **BOOMERANG DIGITAL, OGILVY, MIGHTY BYTES, ADCOMM LIMITED** and so on.
- Designed campaign for Valentine's Day and make presentation slides furthermore presenting it to the senior correspondence and get feedback from them.
- Learned how to Design and DTP costs of City Bank American Express bill insert for the month of February.
- Prepared Excel Sheet for Agora Co Brands Card launch cost detail as per approval.
- City Alo flagship branch is going to launch in 18<sup>th</sup> March for which we have planned to establish Facebook Campaign with adding 4 value proposition, 4 Static post, 4 videos and 4 carousel and a budget of 10 lacks taka allocated for the campaign.

### MARCH

- Supervise and ensure that communication team to deliver results as per the communication plan, budget
- Nurture the existing rapport with external stakeholders and focus on building new ones.

- Monitor and implement digital media tools for campaign and customer query management
- Editing CBL website backend using Laravel and successfully assisted in the ware frame for 21<sup>st</sup> February Microsite, Facebook post and EDM and designed ATM screen layout which costs BDT 17,250/=
- Planning and launching the opening event of the CBL Flagship Branch of City Alo Women Banking on 18<sup>th</sup> of March, 2019
- Received 4 creative from digital team and shared with agency Boomerang Digital to develop Static Posts in Facebook and CBL microsite
- Collected all the Static Adaptation from the agencies for the Pohela Boishakh Campaign, 2019 and coordinate with senior manager
- Designed microsite for the Pohela Boishakh Campaign, 2019 and facilitate to post it on various social media platforms

#### **APRIL**

- Prepared PR and WO for INFOBIP LIMITED (VIBER) for “Cash by Code Campaign” and “Pohela Boishakh Campaign”
- Currently working with various agencies for Eid Campaign for both offline and digital marketing
- Learned how to process bills, payment approvals and to communicate with business team and get approval from finance division.
- Learned how to prepare and research for the upcoming Campaign and prepared “Office Account Statement” for the year of 2016, 2017, 2018 particularly for the outside agencies.
- Successfully handled the business page for Facebook and Google Analytics for any change in strategy
- Assist the business team to understand effectiveness of social media campaigns and run effective communication on various social media channels
- Manage the implementation, tracking and measurement of digital marketing campaigns

## **Conclusion**

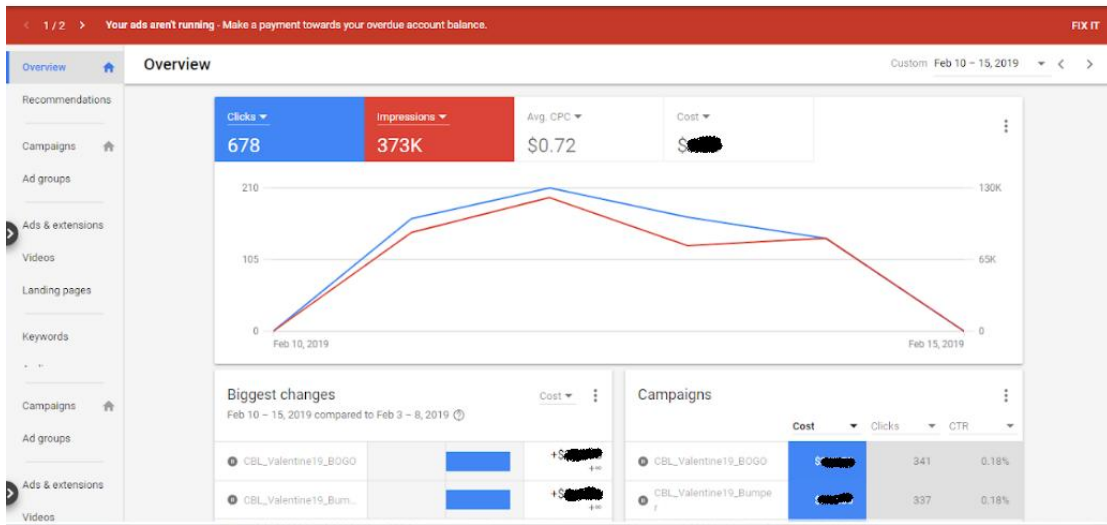
CBL will continue to uphold and foster a strong brand presence in the industry. The bank is keen on capitalizing on the growing digital landscape in the country and will incorporate this momentum extensively in its upcoming campaigns. Recently, CBL launched a campaign for QR code-based payments through its digital banking application, Citytouch. The team will also continue to promote the country's potential globally through various platforms and initiatives. With the Bank's expedition into various new segments, Brand and Communications team will strive to provide insights and ideas for sustainable business growth.

My last day of my internship is May 4, 2019 which means I have less than a week left to finish my internship. During this 3 months internship period, I have some good experience and all I can say it was a good journey with The City Bank Limited. I have mentioned all the major activities I was involved during my internship in this report. The best part of my internship at City Bank is I have met some good souls and kept suggesting for my future wellbeing. At the end of this report I would like to say that City Bank has a very good corporate culture and they have very good reputation in the banking sector of Bangladesh.

## References

- Previous years reports in BRAC University depository: <http://dspace.bracu.ac.bd/>
- Annual Reports from CBL website:  
<https://www.thecitybank.com/report/annualreports>
- News portal from CBL website: <https://www.thecitybank.com/newsevent/city-bank-awarded-as-the-best-digital-bank-for-4th-time>
- Branding: <https://www.investopedia.com/terms/b/brand.asp>
- Brand positioning: <http://www.businessdictionary.com/definition/positioning.html>
- Brand extension: <https://www.investopedia.com/terms/b/brand-extension.asp>
- Brand essence: <https://www.bloomberg.com/news/articles/2018-11-20/why-fashion-brands-all-use-the-same-style-font-in-their-logos>

# Appendix



Ads Manager Search business

Updated just now Discard Drafts Review and Publish

Q Search Filters + Add filters to narrow the data you are seeing Jan 31, 2019 - Feb 17, 2019

Account Overview Campaigns 1 selected Ad Sets for 1 Campaign Ads for 1 Campaign

+ Create Duplicate Edit Rules View Setup Columns: Performance Breakdown Reports

Ad Set Name	Budget	Last Significant Edit	Results	Reach	Impressions	Cost per Result	Amount Spent	Ends
CBL_Driving_Animation	\$	—	196,544 Reach	196,544	242,903	\$0.25 Per 1,000 P...	\$	Feb 14, 2019
CBL_E-Commerce_Static_2	\$	—	166,380 Reach	166,380	216,731	\$0.30 Per 1,000 P...	\$	Feb 14, 2019
CBL_Driving_Static_2	\$	—	195,713 Reach	195,713	265,599	\$0.26 Per 1,000 P...	\$	Feb 14, 2019
CBL_BOGO_Static_2	\$	—	192,459 Reach	192,459	260,782	\$0.29 Per 1,000 P...	\$	Feb 14, 2019
CBL_Retail_Static_2	\$	Feb 11, 2019, 2:19 PM 14 days ago	173,740 Reach	173,740	229,663	\$0.29 Per 1,000 P...	\$	Feb 14, 2019
CBL_Retail_Animation	\$	—	173,482 Reach	173,482	229,168	\$0.29 Per 1,000 P...	\$	Feb 14, 2019
CBL_e-commerce_animation	\$	—	206,989 Reach	206,989	289,026	\$0.24 Per 1,000 P...	\$	Feb 14, 2019
CBL_BOGO_Animation	\$	—	190,279 Reach	190,279	267,342	\$0.26 Per 1,000 P...	\$	Feb 14, 2019
CBL_BOGO_Static	\$	—	206,591 Reach	206,591	315,326	\$0.24 Per 1,000 P...	\$	Feb 10, 2019
CBL_Driving_Static	\$	—	282,759 Reach	282,759	363,521	\$0.18 Per 1,000 P...	\$	Feb 10, 2019
CBL_E-commerce_Static	\$	—	238,000 Reach	238,000	318,708	\$0.21 Per 1,000 P...	\$	Feb 7, 2019
CBL_Retail_Static	\$	—	229,172 Reach	229,172	337,905	\$0.22 Per 1,000 P...	\$	Feb 7, 2019
Results from 12 ad sets			810,779 Reach	810,779 People	3,366,674 Total	\$0.75 Per 1,000 P...	\$	

Facebook Ads Manager interface showing a list of campaigns. The table below summarizes the data presented in the screenshot.

Campaign name	Delivery	Budget	Results	Reach	Impressions
TCCB - MAY - MBL/15/54/18 - R - Static - Eid Campai...	Inactive	Using ad se...	80,064 Reach	80,064	81,731
TCCB - MAY - MBL/15/54/18 - R - Static - Eid Campai...	Inactive	Using ad se...	21,161 Reach	21,161	22,134
TCCB - MAY - MBL/15/54/18 - R - Canvas - Eid Cam...	Inactive	Using ad se...	535,125 Reach	535,125	922,960
TCCB - MAY - MBL/15/54/18 - LG - Eid Campaign	Inactive	Using ad se...	634 Leads (Form)	222,139	735,977
TCCB - FEB - (MBL///18) - Volvo - 1	Inactive	Using ad se...	20,956 Reach	20,956	21,792
TCCB - DEC - (MBL/15/145/17) - LG - City Agora [DE...	Inactive	Using ad se...	8,418 Leads (Form)	590,911	3,327,323
TCCB - Aug - MBL///17 - PE - The China Bangladesh ...	Inactive	Using ad se...	—	—	—
Results from 220 campaigns				7,562,808 People	53,494,040 Total

