



**Daffodil**  
*International*  
**University**

## **Internship Report**

**On**

## **An Analysis of Marketing Activities of BBDO Bangladesh**

**Supervised by:-**

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Batch: 38<sup>th</sup>

Major: Marketing

Program: Bachelor of Business Administration

**Date of Submission: 20/01/2019**

# **An Analysis of Marketing Activities of BBDO Bangladesh**

## Letter of Transmittal

**Date: 20/01/2019**

Mohammad Shibli Shahriar

Associate Professor

Department of Innovation and Entrepreneurship

Faculty of Business & Entrepreneurship

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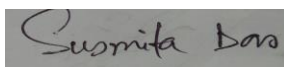
**Subject: Submission of Internship Report on “Analysis of marketing activities of BBDO Bangladesh”.**

Honorable Sir,

With due respect, I am submitting my internship report titles, “Analysis of marketing activities of BBDO Bangladesh” which was assigned to me as a part of my BBA. I have tried myself best to complete this report that you were provide me as your best as well.

Thanking you for your kind supervision & hope that the report will be completed as your expectations.

**Sincerely Yours**



.....

Name: Susmita Das

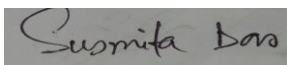
Id: 142-11-4023

Batch: 38

Major: Marketing

## Declaration

I am Susmita Das the understudy of Bachelor of Business Administration, bearing ID: 142-11-4023, Major in Marketing from Daffodil International University. I do thus seriously proclaim that the entry level position give an account of "An Analysis of Marketing Activities of BBDO Bangladesh " has been really arranged by me. While setting up this temporary job report, I didn't break any copyright demonstration purposefully. I am further proclaiming that, I didn't present this report anyplace to grant any degree, confirmation or authentication.



Name: Susmita Das

Id: 142-11-4023

Group: 38

Significant: Marketing

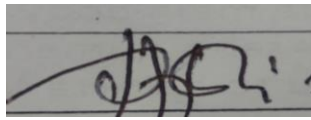
Program: Bachelor of Business Administration

## Certificate of Approval

This is to certify that Susmita Das, ID NO: 142-11-4023. Major in Marketing, Bachelor of Business Administration, Faculty of Business & Entrepreneurship, Daffodil International University (DIU) has successfully completed her internship program under my supervision.

Her internship report on “An analysis of marketing activities of BBDO Bangladesh” is accepted for consideration.

I wish her total success in life.



Mohammad Shibli Shahriar

Associate Professor

Department of Innovation and Entrepreneurship

Faculty of Business & Entrepreneurship

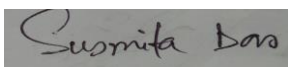
Daffodil International University

## Acknowledgements

At the specific starting, I might want to offer my most profound thanks to Almighty Allah for giving me the quality and the poise to finish the entry level position report. Words really will never be sufficient to express how appreciative I am. By and by I will attempt my dimension best to express my thankfulness towards a few people. Getting a completed report into a per user's hands requires the work and help of numerous individuals. My report likewise remains based on such endeavors. I might want to perceive only a couple of the general population who aides and encourages me to make this report.

At first I might want to thank my good manager Mohammad Shibli Shahriar, Daffodil International University, for giving personal time frequently in his bustling calendar and helping me to get productive proposal which was of much help to set up this give an account of "An Analysis of Marketing Activities of BBDO Bangladesh".

Genuine appreciation to the majority of the great people groups of Daffodil International University, uniquely my instructors, cohorts and others.



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Name: Susmita Das

Id: 142-11-4023

Cluster: 38

Real: Marketing

Program: Bachelor of Business Administration

## **Executive Summary**

I have prepared this internship report based on my internship program as it is required for the BBA program. BBDO Bangladesh plays a vital role in the advertisement industry. Customer's satisfaction is one of the most vital reflections of the progression toward advancement and development for this organization. The achievement of the customer's satisfaction is the key feedback to improve service quality. The report has organized in five chapters.

First chapter including introductory part of the report, there I mention main objective of the report. The main objective of the report is to analyze the financial performance of the bank as whole. In preparing this report I use both primary and secondary data.

The second chapter where I discuss about the organization's history, Organogram and Structure of Marketing Department. I also included the SWOT Analysis in this chapter.

The third chapter where I discuss the analysis of marketing activities of BBDO Bangladesh.

Fourth chapter here deals with some findings, recommendations which are drawn by analysis of whole report.

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## **CHAPTER ONE**

# **Introduction**

### **1.1. Introduction:**

As a piece of the entry level position Program of BBA course necessity, I was doled out to do my temporary position in BBDO Bangladesh. It is one of the main promoting office in Bangladesh, with long periods of experience BBDO Bangladesh is giving its best administration the two customers and nation.

This report, "An examination of promoting exercises of BBDO Bangladesh", has been set up to satisfy the incomplete prerequisite of BBA program as a mean of Internship Program. While setting up this report, I had an incredible chance to have an inside and out learning of the furnishings organization as I functioned as an understudy there. Their Slogan:

The Work. The Work. The Work.

## **1.2. Origin of the Study:**

This report has been composed as a degree prerequisite for 'Lone wolf of Business Administration' at Daffodil International University. A base multi week temporary job is a piece of the University educational programs for the above degree and is worth 3 credits. Having chosen BBDO Bangladesh for doing my temporary job I have composed this report dependent on reasonable involvement in this association. This report is on showcasing exercises of BBDO Bangladesh advertising exercises of BBDO Bangladesh.

## **1.3. Objectives of the Study**

As a business expectative of future, I ought to need to accumulate involvement close to our books. I ought not concern my exercise just in classroom but rather to actualize it in reasonable life. That will help me in my future life. An unmistakable target helps in arrangement of very much enlivened report in which others take the correct kind of

choice. Thus, recognizing destinations is particularly vital.

Our motivation of setting up the report is:

**Expansive goal:**

The expansive goal of this report is to break down the showcasing exercises of BBDO Bangladesh.

**Explicit goal:** There are some explicit destinations are notice here those are-Marketing exercises of BBDO Bangladesh.

- To recognize the advertising blend of BBDO Bangladesh.
- To Analyze the advertising exercises of BBDO Bangladesh.
- To discover a few issues of those exercises of BBDO Bangladesh.
- To make some recommendation to beat the issue.

#### **1.4. Scope of the Study:**

The investigation gives a great deal of learning about showcasing system of BBDO Bangladesh. As I was working there I inspired the chance to learn distinctive procedures of their advertising methodology. It comprises of my perceptions and hands on encounters amid the entry level position period.

#### **1.5. Methodology of the Study:**

From my instructive foundation, I have learned distinctive approach in research process from the course "Business Research Methodology" offering by "Daffodil International University". Thus, in this examination I had the chance to embroil my instructive learning in reasonable field. I have gathered information from numerous sources:

i. Primary Sources:

- Face to confront discussion with clients.

Direct perception on their diverse items and advertising systems they are taken.

Practical work involvement in the association.

ii. Secondary Sources:

Questionnaire proposal from the clients.

Internet is likewise utilized as a hypothetical wellspring of data.

Website and bulletins are additionally utilized as real sources.

Prospectus and Relevant books.

### **1.6. Limitations of the Study:**

In setting up this report a few issues and confinements have been experienced which are as per the following:

Data are not accessible deliberately.

The length of the entry level position is just 3 months (12 weeks) isn't sufficient for the examination.

The experts were reluctant to give information on account of privacy of the association.



## **CHAPTER TWO**

# ***Overview of BBDO Bangladesh***

## **2.1 History of Advertising World in Bangladesh:**

It isn't long time adverting offices have developed as a noteworthy contributing industry to the economy of Bangladesh. Prior to the autonomy, there were just a couple of commercial firms in Bangladesh, the previous East Pakistan, because of the absence of industrialization and constrained interest for advertisements. The pioneers were the firm like Bitopi, Asiatic, and Interspan who served the global firms like the Lever Brothers (Anwar F, 2009).

The ad business is so wide as far as nature of the organizations, length of activity, enlistment position and different sizes that it is so hard to legitimately bring them into a database. Bangladesh Television demonstrates a sum of 150 organizations in the nation enrolled with them yet the number surpasses 500 when both the formal and casual divisions are considered (Anwar F, 2009). Then again, Bangladesh Yellow Pages enrolls a sum of 293 promoting and directing offices and firms today (Bangladesh Yellow Pages, 2010).

Top nine publicizing firms in sliding request of piece of the overall industry Adcomm, Asiatic, Bitopi, Unitrend, Gray, Interspeed, Popular, Madona, and Matra hold over 70% of the formal piece of the pie while another 13% offer is held by different firms and the rest remains the area of in-house notices of business firms (Anwar F, 2009).

Farhat Anwar arranges the notice media into two classifications to be specific Above the Line and Below the Line. He incorporates into "Over the Line" class the papers, magazines, radio, TV, and satellite and digital TV while "Beneath the Line" classification incorporates occasion the executives, in-house promotion (organization playing out possess commercial) at purpose of procurement, open air notice (boards, storing, neon signs, and ringer signs), imaginative exercises (jatra, road dramatization) and notice on vehicle bodies or fliers. The market size of the formal promoting organizations represented about Tk.2 billion of every 1999, while, in-house and open air ads by assembling or administration giving organizations and the casual offices (non-enlisted offices and people) represented about another Tk. 1 billion.

The publicizing offices fundamentally serve the private national organizations (PNC), global organizations (MNC) and non-government associations (NGO). The MNCs establish over 60% of the media share pursued by the PNCs comprise 25%. The real customer of the print media is the administration (Anwar F, 2009).

In Bangladesh, the extent of the publicizing business is thought to be tk.1200 crore (Rahman, M. 2010). Print media comes out on top with 43% piece of the pie while TV stands second at 36% of the promoting business sector of the nation. The business is developing at a rate of 10% per annum basically because of the elevated challenge among the significant portable administrators (Rahman, M. 2010).

## **2.2 Types of Advertisements Used in Bangladesh**

Today there are diverse sorts of ads utilized in Bangladesh to advance the items and administrations, brands or organizations to illuminate and induce the clients about them. Promoting through publicizing industry of Bangladesh utilizes assortments of structures, for example,

- Television Commercial (TVC)

- Radio Commercial (RDC)
- Magazine
- Press
- Billboard
- Street Advertisement
- Online Advertising (Facebook, Twitter)
- Event

### **2.3 Media challenges in Bangladesh:**

Despite the fact that the promoting business of Bangladesh is becoming quick easily, still this industry confront such a significant number of challenges to develop its business and get together the customer's desire.

- Insufficient media information and instruments.
- No Audit of Newspaper course.
- People working in promoting offices don't get appropriate regard.
- No complete TV arranging programming.
- Lack of information exactness.
- Lack of imaginative HR in the Advertising/Media field.
- Lack of refreshed innovative help.

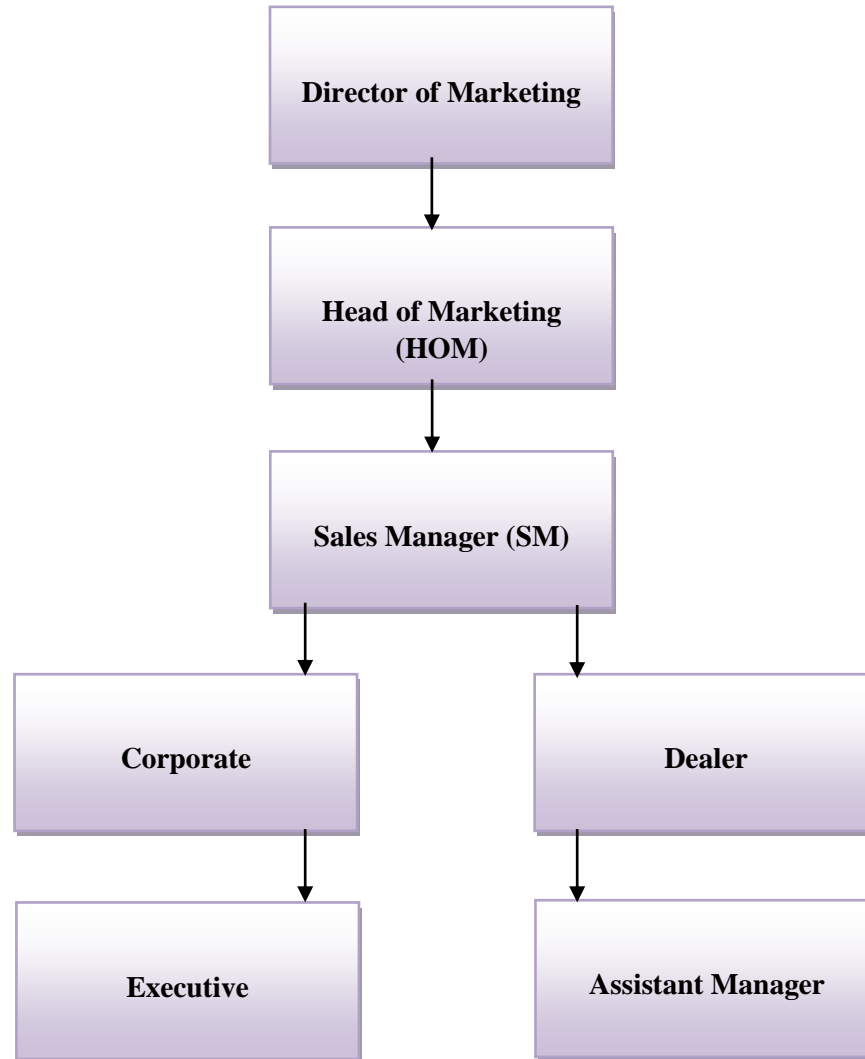
## **2.4 Operational Network Hierarchy:**

Aside from the help group, (which is HR, Finance, IT and Legal) the publicizing group, Media and open connection group and Red works group works straightforwardly to build up a notice and pass on it to the intended interest group. Customer benefit group and Creative group both together set an inventive thought and join that as indicated by customer's prerequisites. Both these group needs to situate for each gathering that both customer and office require. RedWorks group essentially utilized for online ads which is generally on Facebook and Tweeter. Media group makes an extension among office and papers, magazines and this assistance Ogilvy to distribute their ads in paper/magazine as press promotion

In the event that there is any open air actuation required, Public Relation group is there for it. Other than enactment, Public Relation group likewise needs to do showcase review and statistical surveying.

Most importantly, in Ogilvy when a brief came all the group together begin working for it. All the inventive individuals from various group are permitted to impart their thoughts and insights for the customer's brief and in this manner Ogilvy dependably has a solid holding of harmony.

## **2.5. Structure of Marketing Department:**



## **2.6 Activity of BBDO Bangladesh:**

- Operates under BBDO nearness Singapore
- 30+ Staff
- Managing 12+ customers
- 90% of our work begins in our office
- Fully incorporated advertising

- Client consistency standard is 100%
- Most rising organization in Bangladesh

## Clients of BBDO:

### Sorts of Client:

- I. Local Client
- II. Global Client

### Local Clients:





## II. Global Clients:



### 2.7 SWOT Analysis:

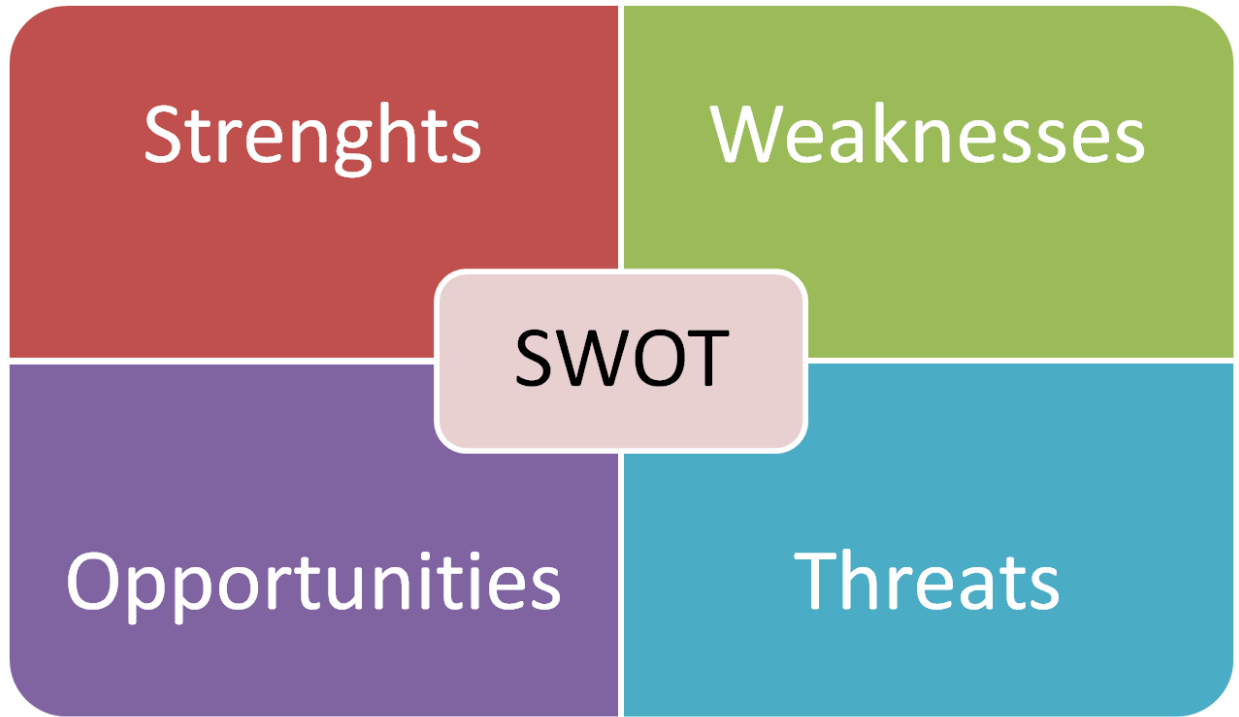
"SWOT investigation An examination of an association's qualities and shortcomings close by the chances and dangers in the outer condition."

**Qualities:** Factors that give an edge for the organization over its rivals.

**Short comings:** Factors that can be unsafe whenever utilized against the firm by its rivals.

**Openings:** Favorable circumstances which can bring an upper hand.

**Dangers:** Unfavorable circumstances which can adversely influence the business.



| Strengths  | Weaknesses   |
|--|--|
| <ul style="list-style-type: none"> <li>i. Strong Board of Director.</li> <li>ii. Long experienced top management.</li> <li>iii. Has attained reputed company.</li> <li>iv. Has arrangement modern equipment and facilities.</li> <li>v. Strong positioning of the BBDO Bangladesh in the Advertising industries</li> <li>vi. Very much interactive global corporate culture.</li> <li>vii. Very strong financial stability.</li> </ul> | <ul style="list-style-type: none"> <li>i. Reference appointment is very much attractive here which is very much harmful for the organization.</li> <li>ii. They have low Graphical coverage.</li> <li>iii. Lower level remuneration structure and mid-level officers considerable law salaries.</li> <li>iv. Lack of well-trained human resources in some area.</li> <li>v. Lack of aggressive advertisement.</li> <li>vi. The procedure of credit facility is too long.</li> <li>vii. Employees are not motivated in some areas.</li> </ul> |
| Opportunities  | Threats  |
| <ul style="list-style-type: none"> <li>i. Customers can find reams of comparative information about products through online service.</li> <li>ii. Can introduce more innovative and modern customer service.</li> <li>iii. Many branches can be open in remote location.</li> <li>iv. Can recruit experienced, efficient and knowledgeable work force.</li> </ul>  | <ul style="list-style-type: none"> <li>i. Business is highly competitive in Bangladesh.</li> <li>ii. Behave unpleasant to organizations employees with internship student.</li> <li>iv. Lots of new organizations are coming in the scenario with new service.</li> <li>v. Local competitors can capture huge market share by offering similar products.</li> </ul>  |

Internal

External

# **INTERACTIVE ACTIVATION CASES FROM BANGLADESH**



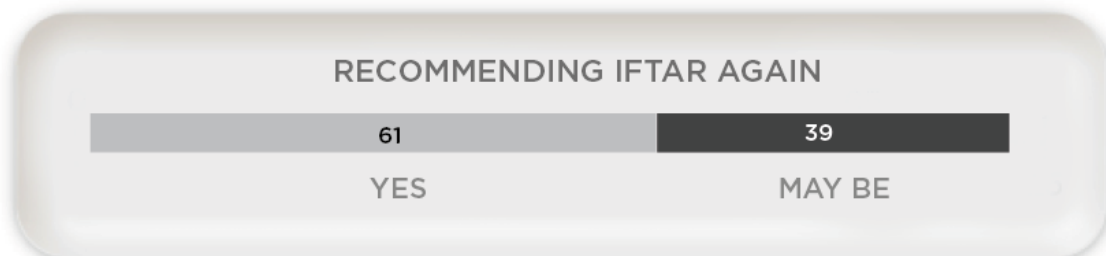
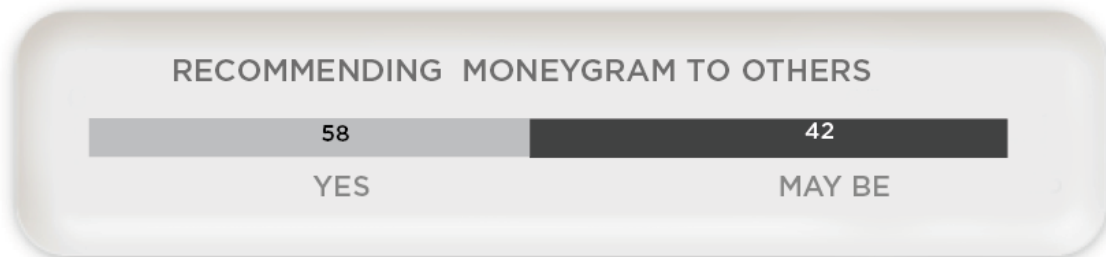
*REACHING OUT IN RAMADAN*

*TOUCHING HEARTS WITH WARMTH*

### **3.1 MoneyGram:**

**Clients Brief:** An activation plan in mainstream bazaars and areas to offer FREE IFTAR BOX promoting MoneyGram association. To be executed in phases each Friday starting July 4 until July 25th-fourFridays. Having IFTAR together in local mosque is a popular culture in Bangladesh. This is an opportunity that can be maximized by offering iftar boxes with the permission of the respective mosque committee.

**The Work:** The list of Mosques was collected from the Islamic Foundation, the controlling authority, based on localities identified by MoneyGram for higher remittance flow, 2 to 3 mosques in each locality. Advance team took official permission from each mosque authority and engage them in the activation process. A leaflet will be distributed with each Iftar Box. Covered total 20 Mosques reaching 5,000 people amongst whom 43% (2,153 people) had their first line relatives in abroad which is ultimate reach.

**The Result:**

**Remarks:**

People liked the idea and we noticed that they kept talking about the initiative. Even, the initiative was in focus of the after iftar‘addas’ (conversations) surroundings the respective mosque.

Most importantly, the Imams are highly influential in our community. As they were ‘happy’, they said they shall recommend MoneyGram whenever opportunity comes. In future, we may arrange some activation ideas focusing the Imams around the country.

And, as a wrap up, if we recommend a dinner or lunch with the Imams and Committee people of the mosques where we did the activations.

***REACHING OUT NATIONWIDE******RELEASING THE STOCK*****3.2 Energypac Electronics:****Client’s brief:**

Reaching at every local market or bazaar hat is under the coverage of Energypac Electronics. Aware mass people about Energyapc Brand and as well accelerate a consumer promotion for relinquishing a stock of CFL bulbs boosting inspiration of local Energypac seller sand sales forces.

**The Works and Result:**

Branded Truck—branded as a ENERGY PAC SHOP

12 Branded Trucks based on 12 Branches of Energypac in the country. These branded shop to run throughout the country. Run 22,444 Kilometers reaching at 538 Points in 54 districts in 2160 hours surpassing the sales target of 50 thousand pieces with the sales achievement of 58 thousand pieces.

***GETTING THE BREAKTHROUGH*****3.3 Confidence Group:**

**Client’s Brief:** Confidence is the first vacuum vaporized salt in its kind in Bangladesh that was launched in 2003. In first two years, they went to TV, Print, and Billboard Medias talking about DIRTFREE. Could reach at 1200 ton smoothly sales and kept struggling. Whereas, production capacity was 4000 tons. They needed a break through amongst their focal target group, Home - Managers/Housewives, those are health conscious.

**The Work:** An on ground activation engaging the target groups – school going children in the classes, waiting moms outside schools and shopping moms. We covered 2500 schools and 1000 shopping places around the country in 3 months time. A Doctor talked about health and importance of DIRTFREE foods. A Magician exhibit show much Dirt coming out of ordinary salts and how Confidence is dirt free through magic.

**The Result:** Children became the ‘pressure group’ for their moms. Moms got aware on the difference with ordinary salts. Project help line responded 2000 inquiries daily, on average. Reached 4000 tons sales by the 3 months of the campaign.





## **i-mobile 318**

### ***WINNING THE YOUNG HEARTS***

#### **3.4 i-mobile:**

**Client's Brief:** Nokia became the market leader long before it made the official launching in 2006 with a handset model with local language option. The product feature and promotional activities both put it on more stronger platform having local custom & tradition in – built on its base line of the most prestigious global handset brand. The footprint was so strong that none other brand could have been making entry in the market. I Mobile is a Thailand based brand and the challenge is to develop a unique proposition in product positioning and as well in communication targeting the youth segment—the trend setters.

**The Work:** We came up with an idea of 'Pre-Loaded Contents' created with Rickshaw Painting, a local pride. People were asked to choose from a wide range we created earlier or even they can request on own choice or even add by own. Thus they got their own customized handset with their own chosen contents for making wallpapers, themes and MMS. We covered almost all the big bazaars, tea stalls and hang on points in 15 thousands villages.

**The Result:** The target was to sale 50 thousand handsets in 3 months time but we achieved 100 thousands. Around 60 thousand buyers got engaged and got their own customized contents. Received 50+ thousand queries at the project helpline.



## ***REACHING TO THE DOORS***

### **3.5 Bengal Meat:**

**Clients Brief:** After 1 year operation from the commercial launching, Bengal Meat was struggling to make 50% of its capacity to be utilized.

Not finding a break through, they tried to sell out the project but were offered less than half of its actual investment.

The challenge was to achieve additional sales to reach at 100% of their capacity utilization and as well to positioning the brand on top in its category.

**The Work:** We conducted a consumer insight and found the need gaps as follows:

- Variations in products –not only the meat, but various parts of the animals are also in requirements –all in different slices, shapes and mixes.
- Home delivery.
- Reliable source for safe and halal.

We offered a Membership card for the home delivery –delivery is only a call away And started delivering customized products at per Members’ requirements at their doors We reached 60 thousands home with Membership Cards –designed in an innovative way placing it in front of the doors in such a way that when they attempted to open the door they had to take it and open it –a refreshing fragrance while opening.

### **The Result:**

We achieved 36 thousand memberships in the first month. Achieved additional 19 thousand in following 2 months as a spillover effect from the members in first month Thus, Bengal Meat reach at its 100% capacity utilization. Got the unique positioning and established as the most reliable brand in its category. One of the giant business group in

our country buy out the project against double of its project cost valuating its brand positioning and regular sales volume.

**CHAPTER FOUR**

**Findings,  
Recommendations &  
Conclusion**

#### **4.1 Major Findings of the Study:**

Discoveries in regards to different parts of by and large and investigation are displayed beneath:

- **Service:** Their administration isn't refreshed contrasting other promoting Agency. They once in a while make conditions for their customers, thusly making it simple for their customers to leave their administrations or move to another merchant.
- **Price:** They will in general have less customers, and along these lines charge higher per customer. They used to discernment based evaluating and not esteem/exertion based estimating. They don't realize how to charge for their computerized function, and end up costing it like disconnected inventive work.
- **Place:** Their administration is constrained inside a few territories, however it is an overall publicizing office.
- **Promotion:** They used to getting things flawless, not moving quick and settling things remotely, in a hurry. Computerized promoting offices need to move quick to catch openings, and they

have the product ability to change things on the fly. For example, the greater part of the pictures on advanced guarantees, similar to messages, are put away on the cloud. Their limited time innovation isn't up and coming.

#### **4.2 Recommendations:**

- They should catch the reliable customer from the market with the goal that customers may not leave their administration.
- They should make look into about their estimating of their administration.
- They ought to conquer the place boundaries.
- They ought to make all the more systems administration and should overhaul their special innovation and ought to sort out some program to advance their image name.

### **4.3 Conclusion:**

In 1891, a little organization named Batten Company opened in a solitary room on Park Row in New York City. In consequent years, it flourished, and in 1928, converged with Barton, Durstine and Osborn. Therefore, BBDO was conceived. Today, BBDO Worldwide is 15,000 individuals in 289 organizations crosswise over 81 nations.

### **References**

- Instruction guidance sheet provided by Honorable Supervisor Sir.
- Internship Books
- BBDO Webside
- Wikipedia
- Google