

**An Analysis of the Marketing Activities of
Spellbound Leo Burnett**



“YOUNG BUT EXPERIENCED”



Daffodil
International
University

An Analysis of the Marketing Activities of Spellbound Leo Burnett



SUBMITTED TO:

Professor Dr. Mohammed Masum Iqbal

Department of Business Administration

Faculty of Business & Entrepreneurship

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SUBMITTED BY:

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Major in Marketing

Bachelor of Business Administration

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Date of Submission: 13 February, 2019

Letter of Transmittal

13 February, 2019

Professor Dr. Mohammed Masum Iqbal
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Subject: Submission report on “An Analysis of the Marketing Activities of Spellbound Leo Burnett”.

Dear Sir,

I am very glad to submit my internship report title as, **“An Analysis of the Marketing Activities of Spellbound Leo Burnett”** that was requisite for graduation of BBA Program. I have learned a sound knowledge and understand on the basic event management of spellbound Leo Burnett. I believe that the experience I acquired from this study will be an invaluable asset in my life.

In presenting this report, I have endeavored my measurement best to join all the appropriate information and the illumination to make the report edifying and thorough.

In presenting this report, I have endeavored, my measurement best to join all the appropriate information and the illumination to make the report edifying and thorough. Presently, I should need to acknowledge this open way to ask you to kindheartedly encounter the report and judge it for yourself how far have I been productive in the undertakings. If you don't mind being accommodating to any inadvertent mistakes.

Yours Faithfully,

Md. Sohel Rana
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Approval Certificate

This is to certify that **Md. Sohel Rana**, bearing ID no:**151-11-4463**, a student of BBA Program, **Daffodil International University** has completed the internship report under my supervision. He has worked for**Spellbound Leo Burnett** as an intern and completed the report titled “**An Analysis of the Marketing Activities of Spellbound Leo Burnett.**” as a partial requirement for obtaining BBA degree.

He has been permitted to submit the report. He bears strong moral character and very pleasing personality. It has indeed been a great pleasure working with him. I wish his success in all his future endeavors.



11.02.19

Professor Dr. Mohammed Masum Iqbal
Department of Business Administration
Faculty of Business & Entrepreneurship
Daffodil International University

Student's Declaration

I declare that the Internship Report on “An Analysis of the Marketing Activities of Spellbound Leo Burnett” embodies the results of my own research works, pursued under the arrangement of Spellbound Leo Burnett.

I further affirm that the work reported in this internship is original and no part or whole of the report has been submitted to, any other university or institution for any degree or award or any other purpose.

The work I have presented does not breach any existing copyright. I further undertake to indemnify the University against any loss or damage arising from breach of the forgoing obligations.

Md. Sohel Rana
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Acknowledgement

At first, I would like to express my gratitude to the Almighty who has given me the opportunity to go through the process of internship report writing on An Analysis of the Marketing Activities of Spellbound Leo Burnett.

I am highly indebted to my supervisor Dr. Mohammed Masum Iqbal, Professor & Dean, Faculty of Business & Entrepreneurship, Daffodil International University for providing me the opportunity to learn about the marketing activities of Spellbound Leo Burnett. Without his proper guidance, it is impossible for me to prepare the report. I am very great full to my supervisor Dr. Mohammed Masum Iqbal for providing me guideline for the completion of this report.

I am very much grateful to Sabiha Matin, Senior Lecturer, Department of Business Administration, Faculty of Business & Entrepreneurship. Who gave me the chance to intern in Spellbound Leo Burnett.

Then, I am thankful to Md. Sadequl Arefeen, Managing Director of Spellbound Leo Burnett, and Tasfia Hassan Hreditha, Management Trainee officer, Planning & Strategy of Spellbound Leo Burnett. who has proper concentration on my duties and responsibilities.

Moreover, it has been great pleasure for me to work in Spellbound Leo Burnett as an employee. At last, I must mention the wonderful working environment and group commitment of my colleagues of Spellbound Leo Burnett team that has enabled me a lot of deals to do and observe the event management activities during my three months of working life in Spellbound Leo Burnett.

I feel great pleasure on the accomplishment of this report.

Executive Summary

As a part of Internship program for Business Graduate students, each of the students' needs an organizational attachment. The primary goal of the report is to think around an examination on advertising exercises of Spellbound Leo Burnett. This is a little scale to examine on promoting exercises of Spellbound Leo Burnett. Here I was admitted to make a report on an analysis of the marketing activities of Spellbound Leo Burnett. And the objectives of the study are identified marketing strategies, marketing mix, identify the problems related to the marketing activities and recommendations to solve the problems of Spellbound Leo Burnett. As a marketing agency I worked for this internship that's why choose this topic was assigned by my honorable supervisor. Primary and secondary data were used and the study also required interviewing the officials and staffs where necessary. Information was collected to furnish this report both from primary and secondary sources like practical work, face to face conversation with the associate of Spellbound Leo Burnett, direct observation, sales record, files and folder and client feedback.

The examination finds that Spellbound is a joint effort of a gathering of youthful business people attempting to convey the best yield for the business at the least aggressive cost. It has been a tough errand to keep up the quality, yet they have figured out how doing it unfailingly. Spellbound Leo Burnett gives benefits through its broadened fragments of correspondence, promoting, PR and Events. The second chapter Spellbound Leo Burnett marketing strategies can be distributed into three segments in segmentation, there are the corporate clients, the NGO clients, the government clients. Spellbound Leo Burnett will target the local manufacturing companies, local service companies, private and public educational institutions, and small business. Marketers plan positions that distinguish their products from competing brands and give them the greatest advantage in their target markets. The third chapter The marketing mix (also known as the 4 Ps) is a foundation model. A product refers to an item that fulfill the customers need or wants. Price is the amount of money customers must pay to obtain the product. Place includes company activities that make up the product available to target consumers. Promotion refers to activities that communicate the merits of the product and seduce target customers to buy it.

Finally, Spellbound Leo Burnett sometimes delay to submit their project for insufficient employees, if hire more employee then could be fix this problem. They also delay work for usage old technology, that's why their employees suffering to do work on that. If they buy some upgrade technological product for their employees, then they work faster than now. It has ended up being in like manner possible by power of the never-ending work and trustworthy obligation

of the gifted delegates of the association. So it must be perceived that "Spellbound Leo Burnett" is eminent and settled in association in promoting division in Bangladesh.

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Chapter – 1

Introduction

An Advertising Agency, A publicizing office, normally implied as an inventive association, is a business committed to making, masterminding, and dealing with publicizing and once in a while extraordinary kinds of headway and advancing for its customers. An advancement office is ordinarily free from the customers; it may be an internal division or office that gives an outside point of view to the effort of moving the client's things or organizations, or an outside firm. An office can similarly manage all in all exhibiting and stamping approaches progressions for its clients, which may incorporate deals too.

Revolution in ideas is what always exists in our minds from the journey began in 2007. Spellbound Leo Burnett said that they are young but experienced as the three persons who started the journey had an average age of 23. At the same time, they knew that as they grow old, they would brand them as experienced but young. Their practice of energy to chase the odds to bring positive changes enriched them with this confidence.

Spellbound was born with the belief that life of a brand is mighty when the brand acts for life. A visionary man started a remarkable journey in 1935 in the land of opportunities of that time by his own name, Leo Burnett and became one of the 100 most influential persons of the world in 20th century through creating impact with ideas and the concept of Human kind. Today this ever green vision which leads over 69 countries with 9000+ people worldwide is the energy to bring positive changes with ideas.

It is time for 160 million people of Bangladesh to rise high as well as for Spellbound to collaborate globally to engage evolution in advertising industry to transform these human behavior with the power of creativity to build a positive Bangladesh and to brand Bangladesh globally.

1.1 Origin of the Study:

A student of Bachelor of Business Administration (BBA) has to work in an organization as an intern. He can apply his knowledge, that he has earned during the Bachelor of Business Administration (BBA), can apply in the practical field. During internship program a student need to work like Advertising agency, insurance companies, garments companies, IT companies, leasing companies, manufacturing companies etc. But a student has to select the types of institution on the basis that he has done this major.

Generally the internship term is three months a report. For internship a student have to be done his work in a selected organization to increase his theoretical and practical knowledge and experience. Thus as per requirement as my Bachelor of Business Administration (BBA) programming course, I was appointed to the Spellbound Leo Burnett to complete my Internship program.

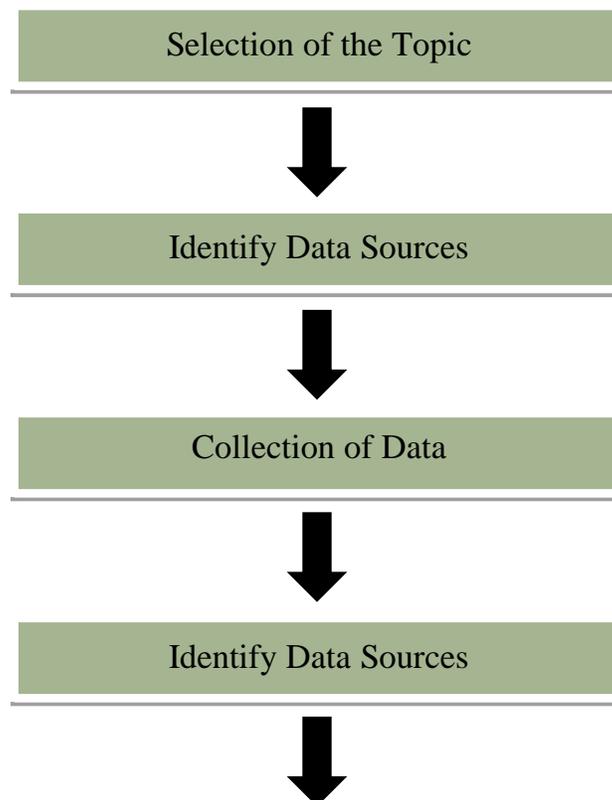
Here I was admitted to make a report on “An Analysis of the Marketing Activities of Spellbound Leo Burnett”. Materially, the report is highlighted what I have done during my internship on that institution.

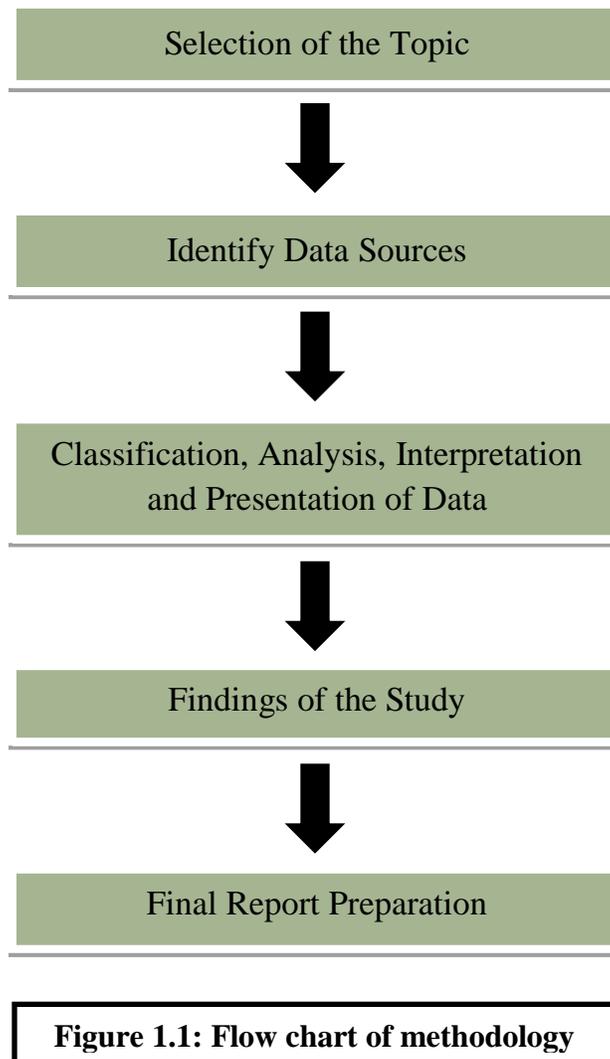
1.2 Objectives of the Study

The Study has been came out with the following objective.

- 1) To identify marketing strategies of spellbound Leo Burnett;
- 2) To explain marketing mix of Spellbound Leo Burnett;
- 3) To identify the problems related to the marketing activities of Spellbound Leo Burnett;
- 4) To make recommendations to solve the problems;

1.3 Methodology of the Study:





Description of the flow chart:

- a) **Selection of the topic:** The topic was assigned by my honorable supervisor.
- b) **Identifying data sources:** Primary and Secondary data were used and the study also required interviewing the officials and staffs where necessary.

- c) **Collection of data:** Information was collected to furnish this report both from primary and secondary sources.
- d) **Classification, analysis, interpretation and presentation of data:** To classify, analyze, interpret and presentation of data, some arithmetic and graphical tools are used to understand them clearly.
- e) **Findings of the study:** In this stage, problems of the study are pointed out and they are shown under concerned heads. Recommendations are suggested thereafter to overcome the problems.
- f) **Final report preparation:** On the basis of the suggestion of our honorable Supervisor, some deductions and additions are made and final report is prepared thereafter.

Primary Sources of Data:

- Practical work
- Face to face conversation with the associates of Spellbound Leo Burnett.
- Direct observation
- Informal conversation with the clients

Secondary Sources of Data:

- Sales record
- Website of spellbound
- Files and folder
- Different online article
- Clients Feedback

1.4 Scope of the study:

Geographical Scope:

Geographically, this research covers marketing agency services users residing in Baridhara and some surrounding areas. But it doesn't cover the whole city.

Functional Scope:

In my report I have highlighted some several steps of constant agency of Spellbound Leo Burnett. The Scope of the reports covers rich knowledge on the organization of Spellbound. I tried myself a lot to improvise on activities of marketing agency on enough informatics information take on this document.

1.5 Limitations of the study:

There were several problems appeared while preparing report on An analysis of the Marketing Activities of Spellbound Leo Burnett. The following problems were appeared in preparing the report:

Lack of time:

The time period for this research is not good enough. So i could not go in depth analysis.

Insufficient data:

Sometime some necessary information could not be takeout duet to loyalty of business.

Chapter – 2

Marketing Strategies of Spellbound Leo Burnett

Segmentation, Targeting, Positioning (STP)



2.1 Segmentation

Isolating a market into unmistakable gatherings of purchasers who have diverse necessities, qualities, or practices, and who may require separate items or showcasing programs. A gathering of buyers whom reacts also to give the arrangement of promoting endeavors. The market comprises of numerous sorts of clients, items, and necessities. The advertiser must figure out which fragments offer the best chances.

Segmentation strategy: Spellbound can be distributed into three major segments-

- The Corporate Clients
- The NGO Clients
- The Government Clients

The Corporate Clients: This section includes various multinational companies, local public and private limited companies, financial and non-financial institutions, joint ventures and franchises, small businesses, research institutions, private and public educational institutions, social marketing companies, theater groups, cultural forums etc. Spellbound clients are Dhaka Chamber of Commerce & Industry (DCCI), RR Imperial, The World Bank, Aman Group.

The NGO's Clients: This section includes various Non-Government Organization. Spellbound Clients are Concern Worldwide Bangladesh, USAID.

The Government Clients: Another major segment in this market is the Bangladesh Government. Each year the Bangladesh Government hosts a variety of programs. Government organization's event are managed by spellbound. Spellbound clients are Ministry of Finance, Bangladesh Security Exchange & Commission, International Finance Corporation (IFC), Bangladesh Investment Development Authority (BIDA)

Spellbound Clients List:

Brand Name	Logo
Dhaka Chamber of Commerce & Industry(DCCI)	 <p>The logo for DCCI features the acronym 'DCCI' in green above a golden illustration of a factory with a smokestack and a tree. Below the illustration is the Bengali text 'ঢাকা চেম্বার অব কমার্স অ্যান্ড ইন্ডাস্ট্রি'.</p>
Bangladesh Investment Development Authority(BIDA)	 <p>The logo for BIDA is a circular emblem with a red map of Bangladesh in the center, surrounded by the text 'গণপ্রজাতন্ত্রী বাংলাদেশ সরকার' (People's Republic of Bangladesh Government). Below the emblem is the text 'Bangladesh Investment Development Authority'.</p>
Lafarge Surma Cement	 <p>The logo for Lafarge Surma Cement features a green stylized 'L' followed by the text 'LAFARGE surma Cement'.</p>
UNDP Bangladesh	 <p>The logo for UNDP Bangladesh consists of the United Nations emblem (a world map surrounded by olive branches) above a blue square containing the letters 'U', 'N', 'D', and 'P' in a 2x2 grid.</p>
Chevron	 <p>The logo for Chevron features the word 'Chevron' in blue above a stylized chevron symbol composed of blue and red geometric shapes.</p>

<p>Runner Group</p>	
<p>Metrocem Cement</p>	
<p>Concern Worldwide Bangladesh</p>	
<p>EO Bangladesh</p>	
<p>International Finance Corporation</p>	

2.2 Targeting

After a company has defined its market segments, it can enter one or many of these segments. Market targeting involves assessing each market portions appeal and choosing at least one fragments to enter. A company should target portions in which it would profitability be able to produce the best customer esteem and continue it after some time.

Spellbound Leo Burnett will also target the local manufacturing companies, local service companies, private and public educational institutions, financial and non-financial institutions, and small businesses. As it is very doubtful that the number of events the corporate customers initiate would decrease in coming future, the firm is looking at a very positive market indicator.

- **Differentiated:**In differentiated, spellbound do different in terms of product of product, price, place, promotion for the target customer. They are present the quality and unique services their clients.

2.3 Positioning

It is arranging for a product to occupy a clear, distinctive, and desirable place relative to competing products the minds of target consumers. Marketers plan positions that distinguish their products from competing brands and give them the greatest advantage in their target markets.

Spellbound are trying to be differentiated by customers, like as

- Corporate Customer
- Government Customer

Chapter – 3

Marketing Mix of Spellbound Leo Burnett

3.1 Marketing Mix



The marketing mix (also known as the 4 Ps) is a foundation model. The marketing mix has been defined as the "set of marketing tools that the firm uses to pursue its marketing objectives in the target". The major marketing mix tools are classified into four broad groups, called the 4Ps of marketing:

- **Product**
- **Price**
- **Place**
- **Promotion**

3.2 Product

Product means the goods-and-services combination of the company offers to the target market. A product refers to an item that fulfill the customer's needs or wants. Products may be tangible (goods) or intangible (services, ideas or experiences).

Productsof Spellbound Leo Burnett:

- **Omni channel Advertising:**They create many of the world’s most business-transforming ideas across all digital and traditional channels, earning our clients nearly 200 major creative awards in 2016 alone.
- **Data / Analytics:**They build predictive models, develop journeys, analyze search data and more — all in service of customizing strategy and delivering the right message to the right people at the right time.
- **Design:**They bring craft, concept and storytelling together, beautifully, through visual brand identities and systems, brand books, logos, packaging and digital design.
- **Digital / Interactive:** They deliver engaging creative digital experiences across all platforms, along with expertise in development and deployment of websites, apps, digital signage, social integration and more.
- **Direct / CRM:**They harness big data (including housing and managing the world’s largest CPG database) to create one-to-one/few messaging and customized loyalty programs.
- **Ecommerce:**They approach E-Retailer and direct-to-consumer ecommerce experiences from a shopper-first perspective, employing content management, search, mobile, CRM, analytics and creative.
- **Experiential:** They generate excitement for brands and brand experiences through event production, music and celebrity talent strategy, tour activations and more.
- **Multicultural:**They employ Lapis, our multicultural department, to bring an outsider perspective, challenge established beliefs, create unexpected ideas and reach a diverse audience.
- **Production:**They produce TV, OLV and branded content at our fully equipped, nimble in-house content studio, as well as leverage our scale for cost-saving efficiencies for out-of-house projects.
- **Research:**They conduct custom, large-scale quantitative and qualitative studies, including proprietary brand segmentation studies and open-space mapping.
- **Shopper Marketing:** They activate brands throughout the shopper journey, creating digital platforms, leading-edge in-store solutions and more. Named best digital/specialist agency by Wars the past two years.

- **Strategic Planning:** They understand people’s behavior within complex marketing dynamics and translate this perspective into purposeful brand strategies.
- **Social:** They get people to engage with brands through social media strategy, content creation and management. Build cohesive social experiences, including a global hub for one of the world’s biggest brands.
- **Event:**They have successfully organized many corporate, product activation, wedding event and panning and so on, their event service is unbeatable.

3.3 Price

Price is the amount of money customers must pay to obtain the product. Price may also refer to the sacrifice consumers are prepared to make to acquire a product. Price is the only variable that has implications for revenue. Price also includes considerations of customer perceived value. Spellbound prices depend on their services and category. Spellbound have different packages for every possible budget and try to provide best quality service on that budget. Spellbound has charged 10% service charge of total cost.

4.2.1 Pricing Sample Invoice:



Quotation for Bangladesh Securities and Exchange Commission

Venue: Grand Ball Room, Hotel Intercontinental.

Sl.	Item	Description	Qty		Total Price
1	Invitation Card	Size: 5 x 7 inches , folded Paper: 300 gsm art card, 4 Color Envelop: 100 gsm offset Paper, 4 color one side print	200	57.2	11440

2	Signature Book	Cover: with branding Inner Page: Handmade paper	1	5000	5000
3	Finance Minister cutout Standee	Size: 4 ft x 8 ft Wooden wall, PVC Board & Sticker	1	12480	12480
4	Entry Gate at Car Drop Zone	Size: 4 ft x 8 ft Wooden wall, PVC Board & Sticker	2	6240	12480
5	Entry Gate at Hall Door	Size: 4 ft x 8 ft Wooden wall, PVC Board & Sticker	2	6240	12480
6	Standees at Walkway	Size: 4ft x 8ft wooden board with PVC print	6	5200	31200
7	LED Back Drop	Size: 24 ft x 10ft	1	74880	74880
8	Led Wing	Size: 12 ft x 8 ft	2	29120	58240
9	LED Base	Wooden Platform Size: 12 ft x 4ftX 3 ft (2 PCS) Size: 12 ft x 4 ft x 6 inch (2 pcs)	4	6240	24960
10	Sofa	For speakers on stage	6	2080	12480
11	Slide Show of Picture	On Finance Minister	1	5200	5200
12	Photographer	For entire event coverage	1	10400	10400
13	Videographer with online switcher	With three camera For live streaming on LED and documentation (Package)	1	31200	31200
14	Light	Stage, Branding Light and Cultural	1	3000	3000
15	Flower Bouquet	With Imported Flower	2	2600	5200
16	Crest	For FM	1	20800	20800
17	Transportation	For Event Team & Carrying Materials	1	15600	15600

In Words: Ten Lac Sixty Six Thousand Seventy Nine Only

Total	347040
ASF (10%)	34704
Net Payable to Agency	381744
Vat (15%)	57262
Grand Total	439006

Pricing Strategy: Spellbound Communication Ltd. deals with a varied market of clients. Within each market segment, closing of deals will differ. Each approach is described as follows:

1. **Private and Public Organization:** Sales will be settled one to two days after the end of the event. A follow-up phone call will be placed notifying the client of the total cost, number of attendees, and information about the billing packet that will arrive at their offices. Feedback forms will be included in these packets to ensure the client.
2. **Individuals:** Sales will be concluded with a follow-up phone call one to two days after the event. The phone call will explain the total cost of the event, number of attendees, and information concerning the billing. Individual parties of any age group are placed on a billing cycle. Invoices will be sent out the 25th of the month and will be due the 10th of the following month. Feedback forms will be included in these packets to ensure the client is being served as they deem appropriate. Thank-you cards will follow each individual event

Spellbound will take following sales strategy too:

- Relation build up
- Networking

3.4 Place

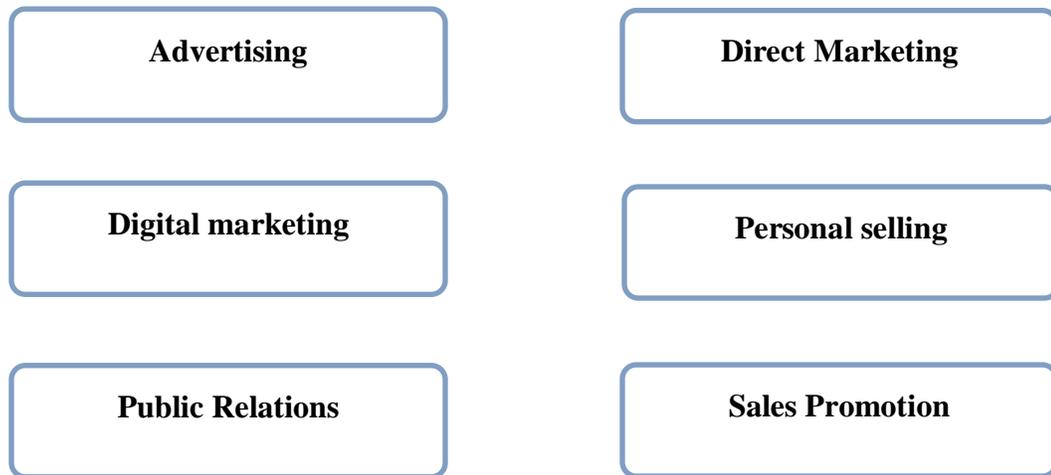
Place includes company activities that makeup the product available to target consumers. Our office is located on House 147, Lane 1[East] Baridhara DOHS, Dhaka-1206. This is quite a convenient place for their regular clients. They also can reach through social media:



3.5 Promotion

Promotion refers to activities that communicate the merits of the product and seduce target customers to buy it. Promotion mention to market communication. There are some elements like as; advertising, PR, direct marketing, sales promotion, special offer and public relation.

The Promotional Mix:



Chapter – 4

Problems, Recommendation and Conclusion

4.1 Problems Identified

1. Spellbound Leo Burnett website is not properly developed. There website has problem that our clients do not contact or show their product correctly.
2. Insufficient employees that's why sometime delay some work and employees work on over pressure so, they do not want to stay long in this company.
3. Copywriter and creative department have not worked always as a team. Sometimes its impact on their project.
4. Insufficient 3D artist for creative teams. As a result delay their project always and doing work under pressure and think about switching the job.
5. They contact limited vendors as a result, many times companies spend more than others.
6. Spellbound Leo Burnett employees depend on managing director in order in every situation.
7. Human resource department is too much weak. As a result, some employee always ready to skip their work and they did it regularly.
8. So many technological equipment performance is very poor, that's why sometimes delay and fail to deliver projects on time.
9. Spellbound Leo Burnett using their own software Halkhata, about all employees uses that software, but many employees don't know how to use that software effectively.
10. They want to work as a team, but they are not doing work collaboratively, As a result, they are facing delays on their running project.

4.2 Recommendations

1. Spellbound Leo Burnett should have to develop their website as soon as possible because when someone want to know about something, first he/she must search in internet.
2. The company need to hire many part time worker so that employees enjoy their work time through under pressure.
3. Spellbound Leo Burnett company one of the major problems is every department need the creative team, but sometimes they don't work step by step, sometimes all department want to do their work first, and create the bad environment.
4. Need to hire more 3D artist. Otherwise always delay their project prototype and employees work effectively.
5. Need to contact more vendors. I think they should have to enlistment, new vendors in every year.
6. The Spellbound Leo Burnett company is centralized, that's why every employee sometimes stops working and wait for managing director order, that's why no one take good decision to implement something better. I think the company need have to be decentralized and work together.
7. Spellbound company needs more Human resource executive for better experience and better manage the employees.
8. Need to upgrade their technological equipment, specially some computer, Photocopy machine and so on.
9. Spellbound Leo Burnett should have to arrange a training session for all employees in a month for not only learn about the software, but also they need to know every new situations and plan in their office.
10. Everyone should have to know their responsibility, if need, they divide their project work each other and done it smoothly.

4.3 Conclusion

From the working background, I comprehend that "Spellbound Leo Burnett" is in actuality an effective association. They are developing their associations viably, in light of the fact that Spellbound does not exchange off about quality, responsibility and control. It has ended up being in like manner possible by power of the never-ending work and trustworthy obligation of the gifted delegates of the association. So it must be perceived that "Spellbound Leo Burnett" is eminent and settled in association in promoting division in Bangladesh. After my examination I can express that, entranced administrations are adequate to customers yet they require even more incessantly support to address the challenges of developing new administrations to facilitate the unequivocal necessities of customers. Getting me associated with such an organization is currently a matter of fulfillment to me since I have had a significant affair of advertising exercises. I found that down to earth encounter is much wider than encountering the books. It moreover lets me know, in similarity with what, an association structures their promoting framework and how might they execute them. I have furthermore experienced corporate lifestyle where I expected to encounter a strong system which has emphatically influenced my present life. Likewise, I can express that from this time term of this passage level position, I have taken in various things which are amazingly crucial for my profession and instruction.

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