

An Analysis of the Marketing Activities of
Spellbound Leo Burnett

spellbound



YOUNG BUT EXPERIENCED



Daffodil International University

Report On An Analysis of the Marketing Activities of Spellbound Leo Burnett

Submitted to:

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Submission Date: 19/11/2019

Letter of Transmittal

19 November, 2019

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

Dear Madam,

I am happy to present my internship report title as, “An Analysis of the Marketing Activities of Spellbound Leo Burnett” that was imperative for the 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. 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,

Fatema Akter

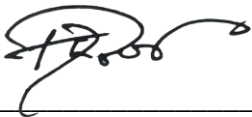
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Approval Certificate

This is to certify that, **Fatema Akter, ID: 161-11-5128**, a student of BBA Program, **Daffodil International University** has completed the internship report under my supervision. She 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.

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



Farhana Noor

Assistant Professor

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 certify that the work detailed in this temporary position is unique and no part or entire of the report has been submitted to, some other college or foundation for any degree or grant or some other reason.

The work I have displayed doesn't rupture any current copyright. I further embrace to reimbursement the University against any misfortune or harm emerging from rupture of the doing without commitments

Fatema Akter

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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 Farhana Noor, Assistant Professor, 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 Farhana Noor for providing me guideline for the completion of this report.

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

Spellbound began with the idea that when the brand acts for life, a brand's life is strong. A visionary man began a remarkable journey in 1935 through his name, Leo Burnett, in the land of possibilities of that time and became one of the world's 100 most influential people in the 20th century by generating influence on ideas and the philosophy of humanity. This report has been prepared to precisely identify the marketing activities, active marketing mix of Spellbound as per academic requirement both the primary and secondary data have been collected to prepare this report through one to one interviews, surveys, online articles, sales reports, etc. Spellbound Leo Burnett's staffs are in every scenario dependent on the managing director. Its website is not established properly. Moreover, the creative team holds insufficient 3D artists and the consequence is they always delay their project and under pressure do their work and think about changing the task. Too much technological machinery is being performed very poorly, that's the reason sometimes projects are delayed and failing to perform on time. Spellbound should employ more 3D artists, otherwise, their project prototype will always be delayed. Spellbound Leo Burnett strongly needs to arrange a month-long training session for all workers to learn not only about the program but also to understand all new circumstances. Additionally, Spellbound should keep updated with the current demand of this modern era and should bring updates in its activity level.

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Chapter 01

Introduction to The Report

1.1 Introduction

An Advertising Agency, a publicizing office, normally implied as an inventive association, is business committed to making, masterminding, and dealing with publicizing and once in a while extraordinary kind 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.

The revolution of ideas which exists in the minds, started journey begun in the year of 2007. According to Spellbound Leo Burnett, they were young, but they were experienced enough to implement their ideas. One of surprise is, the three persons who started the journey had an average age of 23. In their mind self-branding was like, we are young, but experienced. With this confidence, their energy practice of chasing the odds of bringing positive changes enriched them.

With the belief that, 'life of a brand is mighty when the brands act for life' Spellbound was born. In the year of 1935 A visionary man started a remarkable journey by his own name, Leo Burnett. In the 20th century, it became one of the world's 100 most influential people by creating impact with ideas and the concept of human nature. Today this ever-green vision leading over 69 nations with over 9000 people globally is the energy to bring about positive change with ideas.

Today this ever-inexperienced imaginative and prescient leading over sixty-nine countries with over 9000 humans globally is the strength to bring about superb change with thoughts. 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 behaviors with the power of creativity to build a positive Bangladesh and to brand Bangladesh globally.

1.2 Origin of The Study

A student of Bachelor of Business Administration (BBA) has to work in an organization as an intern. She can apply his knowledge, that she 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 has to be done his work in a selected organization to increase the 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 report on “An Analysis of the Marketing Activities of Spellbound Leo Burnett.” Materially, what I did on that establishment during my internship is outlined in the study.

1.3 Objectives of The Study

The study came out with the following objectives –

- To identify marketing strategies of spellbound Leo Burnett
- To explain marketing mix of Spellbound Leo Burnett
- To identify the problems related to the marketing activities of Spellbound Leo Burnett
- To make recommendations to solve the problems

1.4 Methodology of The Study

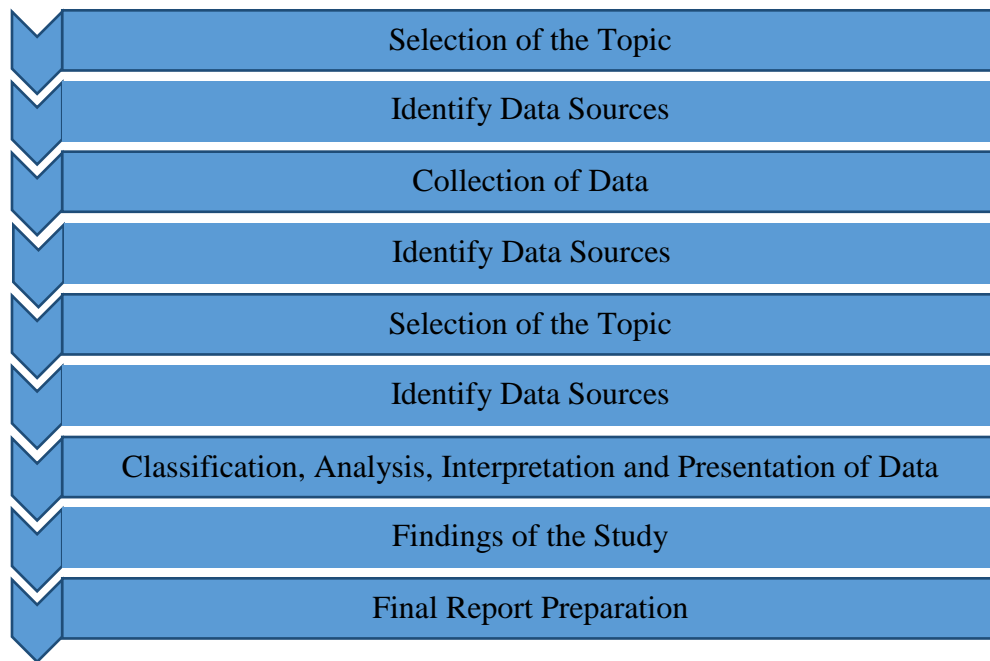


Figure1: Flow chart of methodology

The flow chart Description

- 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.

1.5 Sources of Data

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

1.6 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.

1.7 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 02

Organizational Overview

2.1 Profile of the Organization

Spellbound Leo Burnett is an advertising agency who provides a 360-degree solution to their clients. As well all know that the major component in any brand and venture exchanges is advertising. Moreover, Advertising is a communication medium between the brand and its customers. Spellbound acts as a 2nd party or 3rd party and creates the communication medium with their creative ideas for their clients. Moreover, every individual brand has a story to tell to the world.

Setting a mindset of “Young but experienced”, the bunch of three people with an average age of 23 started the journey of Spellbound Communications Limited back in 2007. Mohammad Sadequl Arefeen (Managing Director & CEO), Mohammad Iftekharul Islam (Director), Gazy Golam Sarower (Chairman & Head of Events) had a same belief "Revolution is an idea what always occurs in our thoughts" At the same time, they knew that they are going to grow old. As they grow old they want to see as well as brand their agency as “experienced but young”, “we knew that as we grow old, we would brand us as experienced but young”, with this, Spellbound Communications Limited was born with the belief that “life of a brand is mighty when the brand acts for life”, as its mention on their website.

A man with an inspiring and creative thought started an outstanding journey back in 1935 in the land of opportunities of that time by his name, Leo Burnett. With the wonderful idea and concept of Humankind Leo Burnett developed the title one of the 100 most influential people of the world in the 20th century through creating an impact on society. This evergreen vision which leads over 85 countries with 9000+ people worldwide is engaged to bring positive changes with ideas. Moreover, they are experts in branding, strategy making, activation, and customer experience and customer loyalty.

It is the ideal opportunity for 160 million individuals of Bangladesh to ascend high just as for Spellbound to collaborate globally to engage evolution in the advertising industry to change these human behaviors with the power of imagination to build a positive Bangladesh and to brand Bangladesh globally.

2.2 Mission

Provide creative and innovative solutions to our clients which helps to improve the public relationship between the brand and their clients.

2.3 Vision

“We believe when we create human value, we create value for our clients.”

2.4 Tagline

Their tagline is – “Engaging Evolution “

2.5 Capabilities

Ominichannel advertising	Ecommerce	Research
Data / Analytics	Experiential	Shopper Marketing
Design digital / Interactive	Multicultural	Strategic Planning
Direct / CRM	Production	Social
		Event

2.6 Sister Concern



Bondstein Technologies Ltd.

Chapter – 3

Analysis of The Study

3.1 Marketing Strategy

Marketing strategy is the comprehensive plan formulated especially for accomplishing the marketing goals of the corporation. It provides a blueprint for attaining those advertising goals. It is the constructing block of an advertising and marketing plan. It is designed after particular marketing research. An advertising method facilitates a corporation to concentrate its scarce sources at the quality possible possibilities if you want to boom the income.

3.2 Marketing Strategies of Spellbound Leo Burnett



Figure 2: Segmentation, Targeting, Positioning (STP)

3.2.1 Segmentation

Disengaging a market into undeniable social affairs of buyers who have differing necessities, characteristics, or practices, and who may require separate things or displaying programs. A get-together of purchasers whom responds likewise to give the course of action of advancing undertakings. The market involves various sorts of customers, things, and necessities. The publicist must make sense of which parts offer the best risks.

3.2.1.1 Segmentation strategy

Spellbound can be distributed into three major segments-

- I. The Corporate clients
- II. The NGO clients
- III. The Government clients

The corporate clients

This chapter involves multiple multinationals, local government and private limited companies, economic and non-financial institutions, joint ventures and franchises, tiny businesses, study organizations, private and public academic organizations, social marketing firms, theater organizations, cultural forums, etc. Spellbound clients are Dhaka Chamber of Commerce & Industry (DCCI), RR Imperial, The World Bank, Aman Group.

The NGO's clients

This chapter involves a number of different NGOs. Spellbound Clients are Concern Worldwide Bangladesh, USAID.

The Government clients

Another real fragment in this market is the Bangladesh Government. Every year the Bangladesh Government has an assortment of projects. Government association's occasion are overseen by enchanted. Hypnotized customers are Ministry of Finance, Bangladesh Security Exchange and Commission, International Finance Corporation (IFC), Bangladesh Investment Development Authority (BIDA)

	<p>কাজ করি দেশ গড়ি</p> 	 <p>Since 1834</p>
 <p>BIDA Bangladesh Investment Development Authority</p>	 <p>বাংলাদেশ সিকিউরিটিজ অ্যান্ড এক্সচেঞ্জ কমিশন</p>	
 <p>CONFIDENCETM GROUP Let's Believe</p>	 <p>DCCI দাকা চেম্বার অব কমার্স অ্যান্ড ইন্ডাস্ট্রি</p>	 <p>CRi Centre for Research and Information</p>
 <p>DHAKABANK L I M I T E D EXCELLENCE IN BANKING</p>	 <p>Ford Go Further</p>	 <p>FLORABANK ONLINE CORE BANKING SYSTEM</p>




 <p>ICC BANGLADESH INTERNATIONAL CHAMBER OF COMMERCE The world business organization</p>	 <p>IFC International Finance Corporation WORLD BANK GROUP</p>	 <p>METROCEM STEEL CEMENT BRICKS</p>
 <p>LOTTO</p>	 <p>MERIDIAN FINANCE & INVESTMENT LTD. Shaping Stories</p>	 <p>PAN PACIFIC SONARGAON DHAKA</p>
 <p>Polar Ice cream</p>	 <p>PROMITA LPG</p>	 <p>RR KABEL[®] wires without worries</p>
 <p>RUNNER</p>	 <p>Save the Children</p>	 <p>USAID আমেরিকার জনগণের পক্ষ থেকে</p>
 <p>YOUNG BANGLA connecting the dots</p>	 <p>UN DP Bangladesh</p>	

Figure 3: Spellbound's Clients list

3.2.2 Targeting

After an organization has characterized its market fragments, it can enter one or a large number of these sections. Market focusing on includes evaluating each market segments claim and picking at any rate one pieces to enter. An organization should target partitions in which it would productivity have the option to create the best client regard and proceed with it after some time.

Entranced Leo Burnett will likewise focus on the nearby assembling organizations, neighborhood administration organizations, private and open instructive establishments, budgetary and non-monetary foundations, and independent companies. As it is suspicious that the quantity of occasions the corporate clients start would diminish in coming future, the firm is taking a gander at an exceptionally positive market pointer.

3.2.3 Differentiated

In separated, hypnotized do diverse as far as result of item, value, place, advancement for the objective client. They are available the quality and interesting administrations their clients, Positive market marker.

3.2.4 Positioning

It is organizing an item to involve a reasonable, unmistakable, and attractive spot with respect to contending items the brains of objective customers. Advertisers plan places that recognize their items from contending brands and give them the best advantage in their objective markets.

Spellbound are trying to be differentiated by customers, like as

- Corporate Customer
- Government Customer

3.3 Marketing Mix



Figure 4: Marketing Mix

The marketing mix (also known as the 4 Ps) is an establishment model. The advertising blend has been characterized as the "arrangement of promoting instruments that the firm uses to seek after its showcasing destinations in the objective". The significant showcasing blend devices are characterized into four board gatherings, called the 4Ps of promoting:

- Product
- Price
- Place
- Promotion

3.3.1 Product

Product or Item implies the products and-enterprises mix of the organization offers to the objective market. An item alludes to a thing that satisfy the client's needs or wants. Products might be substantial (merchandise) or impalpable (administrations, thoughts or encounters).

Products of Spellbound Leo Burnett

- **Omni channel Advertising:** They make a considerable lot of the world's most business-changing thoughts over all computerized and customary channels, acquiring our customers almost 200 noteworthy imaginative honors in 2016 alone.
- **Data / Analytics:** They manufacture prescient models, create ventures, break down hunt information and that's just the beginning — all in administration of tweaking methodology and conveying the correct message to the perfect individuals at the opportune time.
- **Design:** They bring specialty, idea and narrating together, wonderfully, through visual brand personalities and frameworks, brand books, logos, bundling and advanced structure.
- **Digital / Interactive:** They convey connecting with innovative advanced encounters over all stages, alongside mastery being developed and organization of sites, applications, computerized signage, social combination and the sky is the limit from there.
- **Direct / CRM:** They harness big data to generate one-to - one / few messaging and tailored loyalty programs (including accommodation and handling the world's biggest CPG database).

- **Ecommerce:** From a shopper-first view, they address E-Retailer and direct-to-consumer ecommerce experiences, using content management, search, mobile, CRM, analytics and creative.
- **Experiential:** Through event manufacturing, music and celebrity talent strategy, tour activations and more, they create enthusiasm for products and brand experiences.
- **Multicultural:** They use Lapis, our multicultural department, to take outsiders, challenge established views, generate unexpected thoughts, and reach a varied audience.
- **Production:** Produce TV, OLV and branded content in our fully-equipped in-house content studio and leverage our scale for cost-saving out - of-house project efficiencies.
- **Research:** Customized, large-scale quantitative and qualitative studies are conducted, including proprietary brand segmentation research and open space mapping.
- **Shopper Marketing:** Throughout the shopper trip, they activate brands, generating digital platforms, leading in-store alternatives, and more. The last two years have been named best digital / specialist agency by Wars.
- **Strategic Planning:** They know the conduct of individuals in complicated marketing dynamics and translate it into purposeful brand strategies.
- **Social:** Through social media strategy, content development, and leadership, they get individuals involved with brands. Create cohesive social experiences, including a worldwide hub for one of the largest brands in the world.
- **Event:** Many corporate, product activation, wedding and panning events have been effectively arranged, and so on, their event service is unsurpassed.

3.3.2 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.

S L	Item Name	Item Details / Service Description	Quantity	Unit Price	Total Amount
	Event Setup	Entry Gate at Car Drop Zone, Entry Gate at Hall Door, hanging Banner	***	**	*****
	Invitation Card, Signature Book	offset color Paper print, Handmade paper Signature book with branding	***	**	*****
	Photo Gallery, Videographer with online	For entire event coverage live streaming on LED and documentation (Package)	***	**	*****
	Light	Stage, Branding Light and Cultural	***	**	*****
	Others	Labor, Transport for caring items	***	**	*****
			Total		*****
			Service charge 10%		***
			Grand total		*****

Figure 5: Pricing

3.3.2.1 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:** one to two days after the end of the case, sales will be resolved. A follow-up phone call will be inserted to notify the customer of the complete price, number of participants, and the payment packet data that will arrive at their headquarters. Feedback forms to guarantee the client will be included in these packets.
2. **Individuals:** Sales will end one to two days after the case with a follow-up phone call. The phone call will clarify the event's complete price, number of participants, and billing data. Any age group's individual parties are put on a billing cycle. Invoices will be sent out on the 25th of the month and due on the 10th of the month that follows. I will include feedback forms.

Spellbound will take following sales strategy too:

- Relationship buildup
- Networking

3.3.3 Place

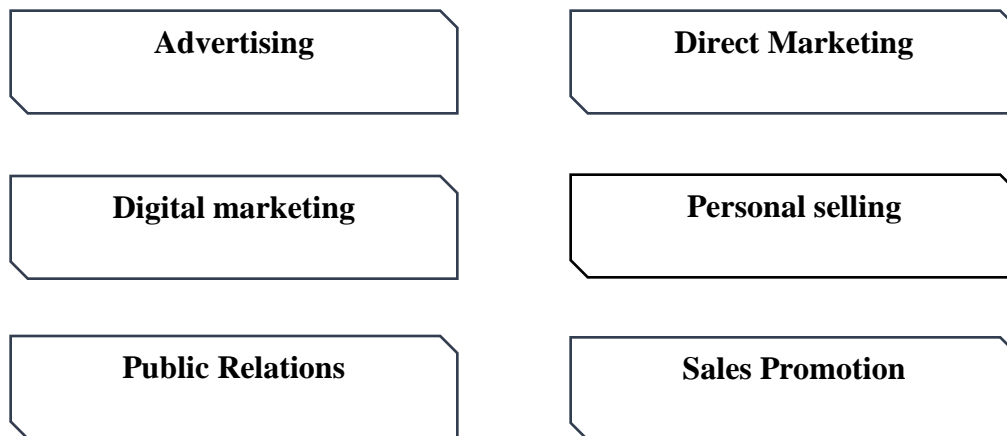
Place involves business operations that make the product accessible for consumer targeting. At House 147, Lane 1(East) Baridhara DOHS, Dhaka-1206, our office is situated. For their periodic customers, this is quite a convenient location. They also can reach through social media:



3.3.4 Promotion

Promotion relates to operations that communicate the product's merits and attract clients to purchase it. Reference to market communication promotion. There are certain aspects such as; advertising, PR, direct marketing, promotion of sales, special offer and public relations.

The Promotional Mix



Chapter – 4

Problems, Recommendation and Conclusion

4.1 Problems Identified

1. The website of Spellbound Leo Burnett is not created correctly. There is an issue with the website that our customers do not properly contact or display their product.
2. Insufficient employees sometimes delay some work and over-pressure employees work so they don't want to remain in this business for long.
3. As a team, copywriter and creative department did not always work. Their effect on their project sometimes.
4. For creative teams, insufficient 3D artist. As a consequence, they always delay their project and under pressure do their work and think about changing the task.
5. They contact restricted suppliers, spending many times more than others.
6. Spellbound Leo Burnett staff are in every scenario dependent on the managing director.
7. The department of human resources is too weak. As a consequence, some employees are always prepared to skip their job and they do it on a regular basis.
8. So many efficiency of technological machinery is very poor, which is why projects are sometimes delayed and failing to perform on time.
9. Using their own Halkhata software, Spellbound Leo Burnett uses this software about all employees, but many employees don't understand how to use it efficiently.
10. They want to work as a team, but they don't collaborate, so they face delays in their running project.

4.2 Recommendation

1. Spellbound Leo Burnett should create their website as quickly as possible because if someone wants to learn something about it, they must first search it over the internet.
2. Many part-time workers need to be hired by the business so that staff can appreciate their working time under pressure.
3. Spellbound Leo Burnett company one of the biggest issues is that each department needs the creative team.
4. Need more 3D artist to employ. Otherwise, their project prototype will always be delayed and staff will operate efficiently.
5. More suppliers need to contact. I believe every year they should have to register, fresh suppliers.
6. The business Spellbound Leo Burnett is centralized, which is why every worker sometimes stops working and waits for the order of the managing director.
7. For better knowledge and better management of staff, Spellbound business requires more human resource executive.
8. Need to upgrade their technological facilities, in particular some computers, photocopying machines, etc.
9. Spellbound Leo Burnett should organize a training session in a month for all staff not only to learn about the software, but also to understand all new circumstances.
10. Everyone in Spellbound should understand their duty, split their project job and do it smoothly if necessary.

4.3 Conclusion

I understand from the working background that "Spellbound Leo Burnett" is an efficient association in reality. In view of the reality that Spellbound does not exchange about quality, accountability and control, they are creating their connections viably. It ended up being feasible in the same way by the constant job and the trustworthy duty of the talented representatives of the company. Therefore, it must be viewed that "Spellbound Leo Burnett" is eminent and settled in connection in encouraging partnership in Bangladesh. After my examination, I can say that entranced administrations are sufficient for clients, yet they need even more unceasing assistance to tackle the difficulties of creating fresh administrations to promote the unambiguous needs of clients. Getting me connected with such an organization is presently a matter of satisfaction for me as I have had a substantial affair of advertising exercises. I discovered that the meeting down to earth is much wider than meeting the books. It also lets me understand, similar to what, how an organization structures their structure of promotion and how they could implement it. In addition, I have encountered a corporate lifestyle in which I expected to meet a powerful system that strongly affected my current life. Likewise, I can express that from this time-limit of this passage level position, I have taken on multiple stuff that are incredibly essential to my job and training.

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