



**AN ANALYSIS OF THE SOFT DRINK MARKETING IN BANGLADESH:  
A STUDY ON MOJO OFFERED BY AKIJ FOOD & BEVERAGE LTD.**



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## LETTER OF TRANSMITTAL

Professor Mohammed Masum Iqbal, PhD

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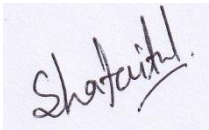
**Subject: Submission of Internship report of an analysis of the soft drink marketing in Bangladesh: a study on mojo offered by akij food & beverage ltd.**

Dear Sir,

With due respect and honor, I would like to inform you that I have completed my 3 months Internship period at Akij Food & Beverage Limited. After completing my internship period, I have prepared a report on “An Analysis of the Soft Drink Marketing in Bangladesh: A Study On Mojo Offered by Akij Food & Beverage Ltd.”

After studying this report, you will understand about the marketing activities and challenges faced by Mojo in Bangladesh and Strength, Weakness, Opportunities, Threats, Cola Market Accessibility etc.

I express my gratitude to you for your kind supervision and I hope that you will consider all my mistakes generously.



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## CERTIFICATE OF APPROVAL

This is certify that the internship report entitled “An Analysis of the Soft Drink Marketing in Bangladesh: A Study On Mojo Offered By Akij Food & Beverage Ltd.” Are prepared by Md. Shafaitul Islam, ID: 152-11-4809 under my supervision for the purpose of completion of BBA Program. I have read the report and found it meets the standard of BBA internship report.

This report is recommended for submission.

I wish him for the success of his life.



Signature of the supervisor

.....  
Professor Mohammed Masum Iqbal, PhD

Department of Business Administration

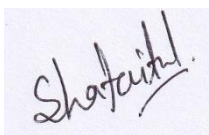
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## STUDENTS DECLARATION

I hereby state that the work presented in this internship report has been carried out by me and has not been previously submitted to any other University/College or Organization for any Academic degree.

The work I have presented does not have any existing copyright and no part of this report copied from any work done earlier for a degree or otherwise.



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I also like to thank to my honorable instructor for giving me guidelines. I am very much grateful to all the employees of Research & Development Department of Akij food & Beverage ltd for cooperating me during my internship period and to create a friendly working environment for me.

I would like to mention the name of Mr. Md. Abdullah-Al-Mamun (Assistant Manager, Research & Development) and Pritom Ghosh (Jr.Executive,Research & Development) they helped me a lot during my internship period by giving me suggestions and cooperating me in my work. They also supported me by giving information’s for my internship report and knowledge about the Marketing field in Bangladesh.

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## **EXECUTIVE SUMMARY**

Since the inception of carbonated soft drinks in 1886, there have been so many varieties of it around the world each having special appeal towards various taste buds. Nevertheless, it can be safely said that among many varieties of the mentioned beverage, cola category is the most successful and most consumed all around the world. International brands like Coca-Cola and Pepsi are leading this industry in almost every country of the world. However, there are many local brands who are successfully holding market shares in their respective countries due to not only product quality and variety but also the major catalyst that plays the role in their successful growth against giants like Coca-Cola and Pepsi is marketing plan. MOJO is such a brand from Akij Food and Beverage Ltd. (AFBL) in Bangladesh that has gained quick market share and has been able to hold their influence with their product and unique and unorthodox marketing initiatives and thinking.

The core mission of this study is to identify and understand the various marketing endeavors behind MOJO that has helped them to gain access and expand their market in the challenging cola category while creating a unique brand recognition for themselves against international and other local rivals.

This report also focuses on the thought process and data analysis that goes before choosing and creating effective promotional and marketing strategies and ensuring their proper implementations. The necessary field data also help create a notion about the effectiveness of MOJO's marketing plans in comparison to the competitors. In conclusion, it covers the core aspects that has helped AFBL to make MOJO a promising brand in the cola category with a sustainable growth. The study comprehensively depicts the marketing practices of MOJO that can help understand the successful endeavors of a Bangladeshi brand in a severely competitive market filled with international competitors along with a few significant local contenders

## Table of Contents

|  |     |
|--|-----|
| LETTER OF TRANSMITTAL .....                              | i   |
| CERTIFICATE OF APPROVAL.....                             | ii  |
| STUDENTS DECLARATION.....                                | iii |
| ACKNOWLEDGEMENT .....                                    | iv  |
| EXECUTIVE SUMMARY.....                                   | v   |
| Chapter-1.....   | 1   |
| 1.1 Introduction.....                                    | 1   |
| 1.2 Objectives of the Study.....                         | 2   |
| Chapter -2.....  | 3   |
| Segmentation, Targeting And Positioning Strategies ..... | 3   |
| 2.1. Segmentation Strategies:.....                       | 4   |
| 2.2. Targeting Strategies: .....                         | 6   |
| 2.3. Positioning Strategies:.....                        | 6   |
| 2.4. Marketing Mix Strategies.....                       | 7   |
| 2.4.1. Product: .....                                    | 7   |
| 2.4.2. Price: .....                                      | 8   |
| 2.4.3. Distribution: .....                               | 9   |
| 2.4.4. Promotion:.....                                   | 12  |
| Chapter-3.....   | 16  |
| 3.1 MOJO's ATL Promotion.....                            | 16  |
| 3.1.1 Radio: .....                                       | 17  |
| 3.1.2Television:.....                                    | 17  |
| 3.2 MOJO's BTL Promotion:.....                           | 17  |
| 3.2.1MOJO signature campaign: .....                      | 17  |

|  |    |
|--|----|
| 3.2.2Sales Promotion: .....                  | 18 |
| 3.2.3Consumer Promotion: .....               | 18 |
| 3.2.4Sponsored event: .....                  | 19 |
| 3.3Mojo’s TTL Campaign: .....                | 20 |
| 3.3.1Digital Contest: .....                  | 20 |
| 3.3.2Online Video Campaign (OVC): .....      | 21 |
| Chapter-4.....                               | 22 |
| Problems identified and Recommendations..... | 22 |
| 4.1Problems Identified: .....                | 23 |
| 4.2 Recommendations:.....                    | 24 |
| 4.3Conclusion .....                          | 25 |
| References: .....                            | 26 |



# Chapter-1

## 1.1 Introduction

The food that are consumed almost daily and highly demanding mostly falls under fast moving consumer's goods (FMCGs). FMCGs are products that are sold rapidly and at a low cost in comparison to others. Soft drinks are a perfect example of such consumer goods. It is a huge part of the FMCG industry all around the world and Bangladesh is not an exception here. However, the soft drinks market is highly competitive in nature. Knowing about consumer behavior is a key aspect of developing successful FMCGs where fit between customer profile and value proposition is a must and highly sensitive. Here consumers are very conscious about their choices because it almost simulates personal characteristics. For example, some like spicy food whereas others like sweets. Although the market for FMCG is very profitable, as more and more companies are trying to get the attention of limited amount of people with similar products with some varieties, it is getting more and more challenging to gain customer loyalty since customers have more choices now. Soft drinks are a common and incredibly popular beverage that primary consists of carbonated water, sugar, and flavoring and consumed as refreshing drinks. Soft drinks generally include colas, sparkling water, iced tea, lemonade, squash and fruit punch.

Carbonated soft drinks gained popularity during the early 20th century and the sales of such products have increased phenomenally since then. By the mid-20<sup>th</sup> century, brands like Coca Cola emerged and became face of the industry all over the world. Nowadays, soft drinks both carbonated and non-carbonated have seen a lot of innovations and creativity both in taste and packaging and can be found around the world from local and international companies. However, in the world of carbonated soft drinks, the two names that dominates almost everywhere in the world are Coca Cola and Pepsi and Bangladesh is not an exception in this case.

Being a leading brand in Bangladesh, Akij Food and Beverage Ltd. (AFBL) has always been ensuring the delivery of high quality food products to the consumers. However, they have to face fierce competition all the time and have been successfully maintaining their reputation for a long time. “**MOJO**” cola is one of their successful brands in the space of soft drinks market. Nevertheless, in order to gain proper consumers insights, further study on consumer behavior is a dire need. This study focuses on generating greater insights about the consumers. The necessity

for such works is unavoidable because the consumers of carbonated soft drinks (CSD) are highly most of the times open to trying new things which makes them flexible and dynamic and in turn increasing the difficulty for customer retention. Knowing about influencing catalysts upon people that affects purchase decisions related to carbonate soft drinks can help to formulate the right strategy with respect to the market.

## **1.2 Objectives of the Study**

The study has been carried out with the following objectives:

1. To identify the marketing strategies of Akij Food and Beverage Ltd;
2. To Explain the marketing mix for Akij Food and Beverage Ltd;
3. To identify the problems related to the marketing activates of Akij Food and Beverage Ltd;
4. To make recommendations to solve the problem of Akij Food and Beverage Ltd;

# **Chapter -2**

## **Segmentation, Targeting And Positioning Strategies**

## 2.1. Segmentation Strategies:

Currently, the market cannot be considered as a single homogenous group from any point of view. The mass markets are breaking up into several mini markets depending on their special needs and preferences. Market division is a strategy dependent on the acknowledgment that each market comprises of potential purchasers with various needs and distinctive purchasing conduct. Akij food and beverage has sectioned by the homogenous division where the shopper speaks to a similar sort of demographical, psycho graphical, social and social variables. Their frame of mind, status, and way of life centers around same viewpoint. The following factors have been considered while the segmentation for MOJO has been done-

- **Age:** Core target customers of MOJO is strongly the young generation ageing from 15 to 30. However, the product is not strictly only for that demographic. It has successfully created significant appeal among the children section besides people below age of 40.
- **Gender:** As mentioned earlier, MOJO is targeted for the youth and evidently not for a particular gender which is a common scenario for any carbonated drinks targeting for the mentioned demographic.
- **Occupation:** Occupation is not clear classifier for MOJO while defining the target market. Nevertheless, considering the age range of the target market and as they belong from the young generation as well as children, it is only logical to consider that most of them would be either full time students or involved in jobs or businesses and seems like occupation of those demographic is not an important factor to consider as of now.
- **Income:** MOJO has been pushing them emphasize on the lifestyle and behavior of their target consumers rather than their income segment. Because their proposition is that it is quite affordable to buy a MOJO (**especially 250 ml**) for their target market where their minimum expected income is BDT 5000 and it can be lower for the students.
- **Lifestyle:** MOJO is simply trying to create their brand association with the young generation who follows an energetic lifestyle hanging out with friends, having fun

through music, movies, traveling etc. Therefore, they have associated with that lifestyle in their product, advertising, and packaging.

- **Location:** Practically every one of the spots of urban and rustic zone are under MOJO's dispersion. Particularly at all places of Dhaka, Chittagong, and Comilla, MOJO is accessible. The organization has accentuated on Dhaka where they achieve the largest portion (58%) of their sales.
- **Social Class:** MOJO targets a wide variety in this respect ranging from the upper part of the lower class, middle class, upper middle class, to lower part of the upper class of the society in terms of financial solvency.

|                             |  |
|-----------------------------|--|
| <b><u>Geographic</u></b>    |  |
| Continent                   | Asia   |
| Country                     | Bangladesh                                   |
| City                        | Dhaka (main focus).                          |
| Size/Population             | Approximately 16 Crore                       |
| <b><u>Demographic</u></b>   |  |
| Gender                      | Male and female                              |
| Age                         | Basically 15 to 30, Below 40                 |
| Income                      | Minimum 5000                                 |
| Occupations                 | Students, Businessman, Professional.         |
| <b><u>Psychographic</u></b> |  |
| Social class                | Middle class, Upper middle class             |
| <b><u>Behavioral</u></b>    |  |
| Occasions                   | During Ramadan, In times of result published |
| User status                 | Potential user, Regular user                 |
| Benefits                    | Better service & quality                     |
| Attitude toward product     | Positive                                     |

*Table 2.1: Segmentation of MOJO*

## **2.2. Targeting Strategies:**

Age is the significant determinants in focusing on the buyers. Mojo mirrors the Bangladeshi culture and it speaks about youth. Mojo is generally favored in the age bunch among 15-30. Assessing the assets, MOJO target Dhaka city pursued by Chittagong, Sylhet and different urban areas. By focusing on working class and upper white collar class individuals, MOJO catch an enormous market. Mojo is a low contribution item and it is sufficient to be consumed by working class (middle class) and upper white collar class (upper middle class) individuals.

## **2.3. Positioning Strategies:**

Position defense is one of the showcasing fighting techniques wherein the brand or organization consumes the most alluring space in the psyches of the client and for no situation expects to leave occupancy from that position accordingly making the brand secure. “MOJO “is using that strategy to build strong brand recognition and trying to make it quite difficult if not impossible for the competitors to breach MOJO’s target market. They are offering strongly unique product in comparison to others and occupying a distinctive space among consumer mind.

“MOJO” believes customer satisfaction is their core agenda. As a result, they try to provide the best product and ensure the best service for their customers.

✓ **Positioning Statement:**

The positioning statement of “MOJO” is as follows-

To all people our MOJO is trying to satisfy all youth that provides quality product with honesty.

✓ **Positioning Strategies:**

“MOJO” is always concerned about providing quality product in a reasonable price. They also focus on highlighting local heritage and culture.

## 2.4. Marketing Mix Strategies

### 2.4.1. Product:

Akij Food and Beverage Ltd have confidence in giving ideal quality items to esteem its clients. All the cutting edge apparatuses and manufacturing plant site is built up to upgrade the capacity to fulfill buyer needs in a significant quality handled way. MOJO cola comes with the following variations -

| Product Category | Brand Name | Size   |
|------------------|------------|--|
| Cola             | MOJO       | ✓ 250 ml pet bottle<br>✓ 250 ml CAN<br>✓ 500 ml pet bottle<br>✓ 1000 ml or 1-liter pet bottle<br>✓ 2000 ml or 2 liter pet bottle |

*Table 2.2: Product size of MOJO*

The item MOJO cola previously accompanied the different item measures in the market like 250 ml bottle, 500 ml bottle, 1 liter, and 2-liter container. Despite the fact that the organization was propelled with different sizes and amounts, presently it is concentrating more on 250 ml jug and it is hugely creating it.



Along these lines, MOJO Cola has been made with a legitimate innovation. So there is zero chance to happen variance in taste. The cola drinks contain an exceptionally solid taste which can rival the market leader such as Coca-Cola and Pepsi. Following attributes helps a product to generate extra value:

- I. **Brand:** MOJO has a decent brand recognition in local market. Following the presentation of the brand it turned out to be prevalent among its buyer in light of the high caliber and serious dissemination around the nation.
- II. **Packaging:** The bundling of the item is exceptionally alluring a result of its shading blend which is greater part red. AFBL is the main organization to present full silver bottle bundling and this makes its item more appealing than other challenger brands. The two major concern for packaging are:
  - **Capture Attention:** The colorful packaging catches the attention instantly.
  - **Convey Meaning:** The color in packaging convey the meaning that Mojo is a youthful product.
- III. **Quality:** AFBL brings quality in life. MOJO contain following qualities:
  - **Serviceability:** The administration framework is productive, capable, and helpful. The shoppers of MOJO merit protected, reviving and top notch items, and MOJO strives to satisfy the most elevated guidelines of item security and quality. It is the objective to offer sheltered and reviving refreshments to the entirety of the customers around the nation.
  - **Performance:** Already shows good performance in the local market.

#### 2.4.2. Price:

The cost of the item is particularly reasonable to the objective market. The valuing strategy of MOJO has been done cautiously. MOJO has numerous contenders (for example Coca-Cola, Pepsi) in the market.

The pricing of Mojo is as follows:

| Product Category | Brand Name | Size                          | Price   |
|------------------|------------|-------------------------------|---------|
| Cola             | MOJO       | 250 ml pet bottle             | BDT. 16 |
|                  |            | 250 ml CAN                    | BDT. 25 |
|                  |            | 500 ml pet bottle             | BDT. 25 |
|                  |            | 1000 ml or 1 liter pet bottle | BDT. 50 |
|                  |            | 2000 ml or 2 liter pet bottle | BDT. 80 |

**Table 2.3: Pricing of MOJO**

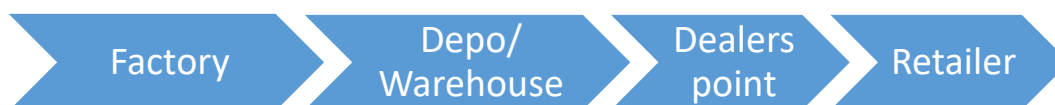
Compare to MOJO: Pepsi (500 ml @ BDT 30, 1000 ml @ BDT 60), and Coke (600 ml @ BDT 34, 2250 ml @ BDT 110) set high price to some extent. The wholesale rate for MOJO 250 ml (1 case= 24 pieces) is 384taka. The wholesalers take TK. 0.5 - TK. 1.5 and retailers take TK. 2.00 - TK. 2.5 as profit. So, compared to the competitors' product, the price is similar enough to encourage the target market to shift their brand towards MOJO.

#### 2.4.3. Distribution:

Akij Food and Beverage Ltd considered having extraordinary compared to other distribution channels around the nation. This significant conveyance channel was exceptionally being made to make the refreshment items accessible to the shopper in every single piece of Bangladesh. By acquiring the bit of leeway, AFBL can utilize the wide system dispersion channel to advance and give its items in every single niche around the nation.

The most grounded purpose of MOJO is their serious circulation channel. They make this thing conceivable on the grounds that Akij Group of businesses particularly their refreshment area has a significant logistic and supply chain management system. So they can without much of a stretch go to their objective shoppers. They accept that conveying items to purchaser's hands isn't adequate or advantageous enough therefore for near future improvement, they are attempting to build up their distribution channel in such a way that they can without much of a stretch make their potential client in to real client. Moreover, we should state that the vendor of specific

regions is extremely master at his job and they carry out their responsibility timely. A representation of MOJO’s distribution channel is as follows:



**Figure 2.4: Distribution Strategies**

The production of MOJO from AFBL’s factory is stored in the ware house. For Dhaka, the ware house is at Panthapath (AFBL office). Then the distribution department at AFBL allocates the products to the dealers around the country. After the products are delivered from the warehouse to the distribution point, the distributing companies accordingly distribute them among the retailers to be sold to the final consumer. Here, the distribution companies are individual entities who are considered to be the business partner of AFBL.

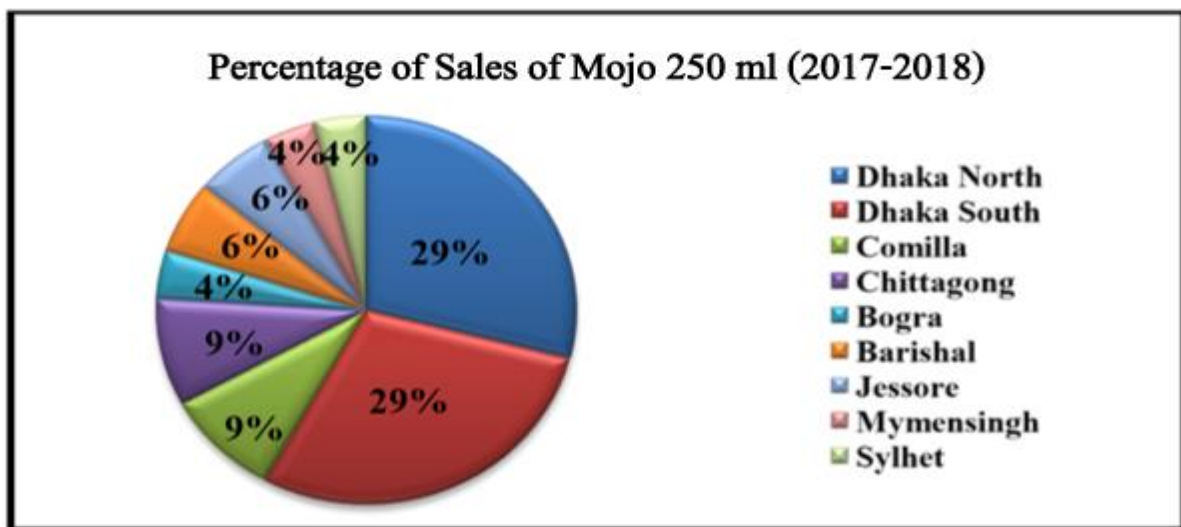
AFBL has segmented the entire Bangladeshi market into 9 regions and 27 areas for its distribution purpose. This region and area are shown in below:

| <b>Region</b>      | <b>Area</b>                               |
|--------------------|---|
| <b>Dhaka South</b> | Dhaka-1, Dhaka-3, Zinzira, Narayanganj.   |
| <b>Dhaka North</b> | Dhaka-2, Dhaka-4, Gazipur, Narshingdi.    |
| <b>Mymensingh</b>  | Mymensingh, Tangail.                      |
| <b>Chittagong</b>  | Chittagong-1, Chittagong-2, Chittagong-3, |
| <b>Comilla</b>     | Comilla, Chandpur, Noakhali.              |
| <b>Sylhet</b>      | Sylhet, Moulavibazar.                     |
| <b>Jessore</b>     | Jessore, Khulna, Kustia.                  |
| <b>Barishal</b>    | Barishal, Faridpur.                       |
| <b>Bogra</b>       | Bogra, Rajshahi, Rangpur, Dinajpur.       |

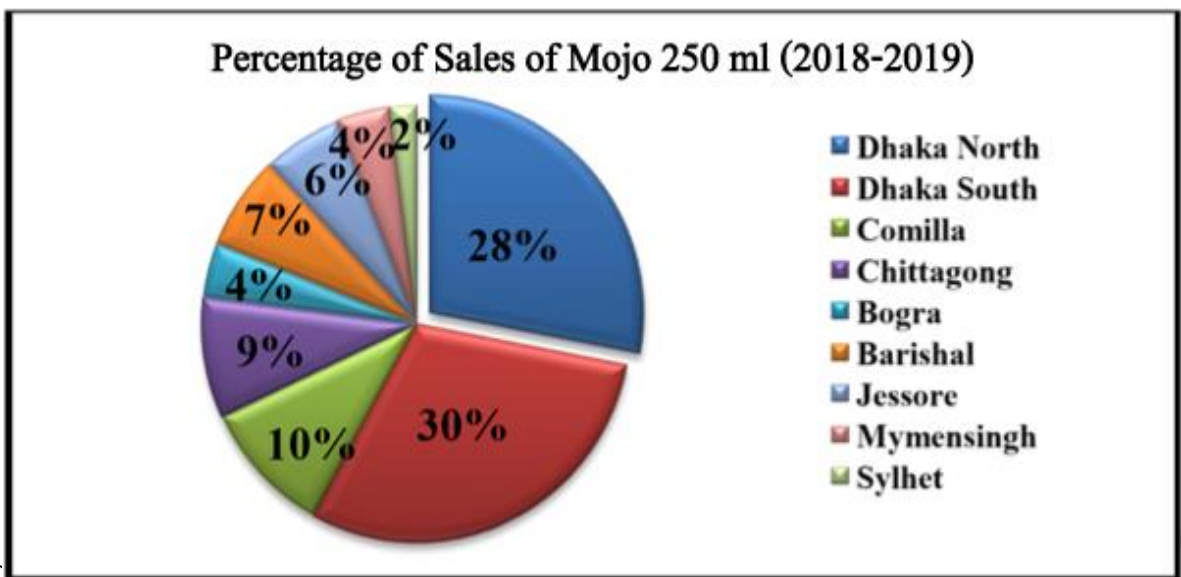
**Table 2.5: Region and Area**

In these regions, more than 800 distributing companies resides for successfully completing the distribution of MOJO.

All the companies are well trained and associated with the AFBL's products, business policies and strategies. Region wise the sales of MOJO 250 ml bottle is shown below:



**Figure 2.1 Percentage of sales of mojo 250 ml (2017-2018)**



### **Figure 2.2 Percentage of sales of mojo 250 ml (2018-2019)**

The above pie charts (**Figure 2.1 & 2.2**) clearly defines that MOJO sales more than **50%** of total sales for 250 ml in Dhaka. In fiscal year **2013-2014**, total sale was **58%** at Dhaka (Dhaka North 29%, Dhaka South 29%), followed by the sale of Comilla (**9%**), Chittagong (**9%**), Barishal (**6%**), Jessore (**6%**), Bogra (**4%**), Mymensingh (**4%**), and Sylhet (**4%**).

In fiscal year **2014-2015**, again total sale was **58%** at Dhaka (Dhaka North **28%**, Dhaka South **30%**), followed by the sale of Comilla (**10%**), Chittagong (**9%**), Barishal (**7%**), Jessore (**6%**), Bogra (**4%**), Mymensingh (**4%**), Sylhet (**2%**). Hence, it can be declared that every year among nine distribution regions, MOJO earns a large portion of profit from Dhaka North and Dhaka South.

#### **2.4.4. Promotion:**

It is one of the significant actualities of an organization which it needs to support in a legitimate manner to accomplish ideal result. AFBL values the significance of promotion, since it accepts regardless of how top notch, great taste, and appealing bundling the item provides, it must be appropriately conveyed to the client to ensure the purchase.

One thing that can be notices here is that the promotion of MOJO is designed for fun loving young adults. Both ATL (Above the Line: TV, Radio, Newspaper, Internet), and BTL (Below the Line: Sponsorship, Sales promotion, Direct Marketing) are being used for promotional purpose. This type of promotion focuses on advertising to a large number of audiences.

#### **➤ Promotional Activities:**

- ✓ MOJO PithaUtsob.
- ✓ MOJO PohelaBaishakh.
- ✓ MOJO Ticket is on.
- ✓ MOJO Intra University Football.

- ✓ MOJO Utvot Offer.
- ✓ MOJO Humba in on (upcoming Eid).
- ✓ MOJO Ontor is on (Thematic campaign).
- ✓ MOJO NotunJama Offer.
- ✓ MOJO Car TumiKar.
- ✓ MOJO FM Dosti.

▪ **Promotional Strategies:**

Fun and entertainment have been the driving catalysts for the campaigns of MOJO for impactful communications with their target consumers.

“**AntoreAntore**” was the first tagline of MOJO. Now the tagline is “**Ontor is on**”. Such catchy tagline that enables the energetic characteristics of young generations helped MOJO to quickly grab significant market share and stay in the attention zone of people. Coke is the market leader of cola industry in Bangladesh like most other countries around the world. When there is such a strong and international level competitor in the market, a very strong promotional strategy works as the life saver. Moreover, it is necessary to focus on budget and put efforts towards increasing the equity of the brand. The promotional strategy of MOJO in as follows:

▪ **Advertising:**

Necessary research works have been done by AFBL before starting advertisement. For example: Sampling Test, Product development, and Focused group discussion. They also use task objective method for determining advertising budget to effectively reach the specific goals they have outlined for the advertising campaign. Since MOJO has already created a positive brand image among the youths, their advertising campaign strategies call for heavy spending in order to stay in discussion of the youth and win long-term customers.

For any kind of advertising issue **Adcomm Ltd (agency)** works with AFBL. A recent successful campaign of MOJO is “CAR TumiKar” which was launched in April 2016 by **Adcomm Ltd.**

For any promotional campaign of MOJO, AFBL generally use three types of advertisement tools.

- i. **Newspaper Advertisement:** Several national newspapers to promote any kind of promotional campaign or activities.
- ii. **Billboard Advertisement:** To reach their consumers they use billboard in different roads of Bangladesh conveying attention grabbing contents.
- iii. **Electronic media Advertisement:** MOJO uses different Bangladeshi television channels such as Ntv, Rtv, Banglavisision, Baishakhi TV, Channel I etc. to promote their campaigns. In 2015, MOJO cola gave a funny ad (**Bamboo is on**) in almost every Bangladeshi TV channel and the purpose was the Bangladesh VS India One-day cricket Series which was greatly popular as it enabled people's sentiment. As MOJO's target consumers are young people, they have been running a program named MOJO FM DOSTI at DHAKA FM 90.4. This has been a popular program and MOJO successfully grabbed the attention of young generation in simple but effective manner.

➤ **Direct Marketing:**

Because of the power of internet and social media, MOJO gives special notice towards promoting their campaigns through their Facebook page (@**mojomasti**), YouTube, and their official websites and keep people's attention on MOJO through interesting contents. During EID, they launched their new campaign named HAMBBA is ON. They circulated the campaigns through all social medias and the association of these campaigns with their product tagline have been working incredibly well to create brand recognition and engage customers in actually buying the product instead of renowned products like Coca-Cola and Pepsi.

**Sales Promotion:**

MOJO relies on unorthodox and innovative ways for their campaigns. Such promotional campaigns help them to become the talk of the town which helps pursuing increased sales and brand recognition. For example: to promote “**MOJO UTVOT OFFER**” campaign, they used 3 camels to parade across all the main roads of Dhaka. MOJO also successfully launched several promotional activities that were project based in the underlying. Campaigns such as **MOJO: Eider Chand Offer, Bucher offer, Big Bat Wish** helped MOJO in large scale to create brand recognition and leave a make a positively memorable impression on people’s mind. Local customers instantly appreciated such innovative marketing ideas.



# **Chapter-3**

**An Analysis of the Marketing Activities of MOJO Offered  
by Akij Food & Beverage L**

### **3.1 MOJO"s ATL Promotion**

#### 3.1.1 Radio:

Radio is a strong platform to reach out to younger section of the population including majorly school and college students along with some portion of university students. FM Dosti is a program on DHAKA FM 90.4 sponsored by MOJO that is developed to grab the attention of young generation talking about friends and friendship and being an attractive program for the targeted group, it also gives an opportunity to MOJO to run advertisements and create brand awareness and spread the news about the product and various new offers to onboard new consumers and keep the regular consumers engaged.

#### 3.1.2 Television:

- Cricket is something that is loved by anyone in Bangladesh and the youth are absolutely crazy about it. In order to connect to this emotion and become the talk of the town, MOJO launched a TV commercial with the catch phrase "Bamboo is On" during the Bangladesh Vs India Cricket Series in 2015 where humor was used to make Bangladeshi cricket look superior to India's.
- MOJO presented dramas entitled Shohore Notun Premik and Choto chele which was telecasted on RTV channel where advertisement and logo of MOJO were displayed to create attention towards the brand.
- Thematic campaign- MOJO has always been creative in its marketing activities. My Life My MOJO is one of their TVC where they spent high amount to involve famous cricketer DJ Bravo. Besides that, MOJO has run several TVC with taglines such as - My Life My Click, My Life My Music etc.

### **3.2 MOJO"s BTL Promotion:**

#### 3.2.1 MOJO signature campaign:

#MOJO Pitha Uthsob: MOJO celebrates the yearly MOJO Pitha Uthsob. This is a very effective way to connect with people using local heritage and fusion. During the 2 days festival, they offer kids play zone, Shahi Bari attraction, photo booth, band concert and various game shows like

pitha khadok, pitha chor etc to engage people through happiness and create an emotional bonding with the brand.

- **MOJO Pohela Boisakh: This year MOJO celebrated its 12 years or 1stera with its signature campaign and birthday** MOJO Pohela Boishakh. The program was run for 3 days long with the biggest concert at Uttora friends club. Some well-known band and singer like Tanjib Sarawar, Warfaze, Fusion, Hrydoy khan, Mila, Daag, lamppost, Inside u were there to relate their campaign “Ek Jug Eksathe Boishakhi MOJO hate”.
- HORECA (Hotel Restaurant Café): MOJO is targeting various hotel, restaurant and cafe including restaurants at shopping malls like Basundhora City to make their product more available for the potential consumers.
- HSC Celebration – With the slogan “My Result My MOJO”, they celebrated the publication of HSC result in different colleges to appreciate the achievements of the young generation.
- Each year, MOJO decorates its sales booth at Dhaka International Trade Fair (DITF) with eye catching elements such as animated floor design, games, discount coupons, free sampling, and gift items like pen-drive, cap, wrist band etc.

### 3.2.2 Sales Promotion:

Trade promotion: Disruptive marketing campaigns of MOJO has been creative mass level attention about their brand since their inauguration. They launched “MOJO UTVOT OFFER” campaign, where they visited the major streets across Bangladesh with 3 camels that were the prizes for 3 lucky retailers as Ed-UI-Ajha celebration.

### 3.2.3 Consumer Promotion:

- MOJO offered 10 tickets of plane, AC bus, and launch per hour during Ramadan through participation in quizzes through SMS.
- MOJO Notun Jama Offer was run through SMS sending for 100 winners.
- MOJO Car Tumi Kar offered gift packages on every 500 ml, 1 liter, 2-liter MOJO pet bottle with an exclusive prize of one car to the lucky bottle cap holder.

### 3.2.4 Sponsored event:

MOJO takes part in various university programs, events, campaigns, and sports. By doing so, MOJO creates an opportunity to perform promotional activities via -Banner poster promotions

- Promotions through banners and posters
- Online campaigns (promotional videos, pictures, and write-ups)
- Pre-event campaigns (online & offline activities such as road show strategy + volunteer's T-shirt, ID card etc.)

The sponsorship packages can be categorized into 3 major sections based on the level of benefits in promotional activities.

|                        |       |
|------------------------|-------|
| Title                  | ***** |
| Platinum or powered by | ****  |
| Gold or co-branding    | ***   |

Some of the remarkable sponsored events by MOJO is-

- Folk Fest 2017 as beverage partner
- Daffodil International University Alumni program 2018
- Pitha Uthsob at Faculty of Business Studies, University of Dhaka
- Intra University Football tournament at Dhaka city
- 1st National stand by comedy fest at United International University

**Social Awareness Campaign:** MOJO along with Dhaka Metropolitan Police (DMP) took an initiative to create awareness by giving messages at zebra crossing, foot over bridge to the passer-by.

**TTL (Through the Line):** Through the Line marketing is an approach where both ATL & BTL strategies are used. Such strategies help to create better brand visibility and brand recall using digital marketing (Facebook, Youtube, Google Display Network-GDN, Local Display Network-LDN).

### **3.3Mojo"s TTL Campaign:**

MOJO launched a new campaign named HAMBBA is ON during Eid-UI-Azha last year. They created a buzz through their Facebook page asking people to upload a Humbafie (Selfie with a cow) to get a chance to be among the 15 winners to win a cow.

#### 3.3.1Digital Contest:

**Mojo hate khela dekhar ojuhate:** This contest generally inspired the social media users to comment their excuse for watching cricket series- Bd vs. West Indies as a means customer engagement.

- Commentary buzz contest was held for last Asia cup 2018 based on 15 seconds video/audio upload with the theme -my commentary my Mojo. Here the winner had the chance to learn commentary from Jafor Ullah Sharafat.
- "ONTORER DAAK" was a valentine campaign on 14thFebruary to celebrate the day of love where the lucky name givers of their beloved one got the gift hamper.
- During Football world cup, it introduced MOJO Mania games app where lucky winner got the gift hamper by playing the game.
- Profile picture frame campaign was a Facebook contest to change the profile picture with MOJO frame

**Celebrity endorsement:** MOJO also arranges contests involving young celebrities like pithar loray, mojo pitha league etc. This year Mishu Sabbir won the Bangkok air ticket for the program, MOJO's Aj Kar Iftar.

### 3.3.2 Online Video Campaign (OVC):

- In December 2018, MOJO launched a video where they encouraged voting right for every citizen of the country with the thematic campaign- My Life My Vote.
- MOJO promotes some static picture, loop video, GDN (Google Display Network) to get impression, reach and views. For that it connects with Facebook, MOJO Masti page, Instagram, and online news portals including Dhaka tribune, Kaler Kontho, Prothom Alo etc.

**Significance:** MOJO has been investing 15-20 crores on promotional campaigns every year. As a result, they have been able to reach an incredible amount of people throughout the country. Despite having 2 major international brands such as Coca-Cola and Pepsi in the market, MOJO's 250 ml. SKU Captured the market very well which has created a great threat for the competitors. Hence, they also initiated 250 ml SKU in their product lineup. This is creating increasing pressure on them to try more and more to build their brand equity stronger by including newer promotional campaigns to reach and engage potential consumers. To keep in competition with the local and international brands, MOJO also keeps the price of products lower than Coca-Cola and Pepsi, innovates product feature and improves customer perceived quality thorough regular R & D, lucrative sales promotion, signature and creative campaigns, reaching out to HORECA, sponsorship activities, and digital engagement. Its brand department executes all the necessary work orders, budgets, used tools such as Standard Operating Procedure and Gantt chart to develop the campaigns more effectively while ensuring proper values from the customer.

## **Chapter-4**

### **Problems identified and Recommendations**

#### **4.1 Problems Identified:**

- MOJO has placed its brand as a product that supports the enthusiasm and characteristics of the youth. As a result, it is somewhat failing to create an interest among a large portion of the market who are consuming Coca-Cola due to its long term presence in the market and a brand recognition that is respected by almost everyone.
- MOJO's products are valued much lower than the competitors like Coca-Cola and Pepsi which creates a doubt in terms of quality among a very large portion of the market.
- Usually MOJO does not provide as much refrigerator or ice cooler in retail shops which causes less of control on product availability.
- All of MOJO's promotional activities are targeted towards youth which hinders the effort to create a serious brand image for them among wider demographics.



## **4.2 Recommendations:**

- MOJO needs to spread the message in its product design that it is a brand that cares for the energy of the youth and serves to anyone who has the youth in them regardless of their age. They may think about redesigned bottles with a more neutral look relating to a campaign that calls out to other demographics.
- MOJO's products are valued much lower than the competitors like Coca-Cola and Pepsi which creates a doubt in terms of quality among a very large portion of the market.
- Akij Food and Beverage LTD cannot afford to spend in large amount like Coca-Cola and Pepsi. Hence they need to be sure about the appeal for the product in a certain area and spend accordingly. They can launch SMS Quiz Competitions for winning prizes and identify areas based on higher responses where they should spend more on distributing the product.
- Just like in their product design, they should launch promotional activities that appreciates the energy and color of youth regardless of the age. In their advertisements and other contents, there should be visibility of people from different ages and emotional values such as family bonding.

### **4.3 Conclusion**

The key to success for the soft drink producers in Bangladesh lies with effectively complying with the consumers' purchasing capacity and habit along with delivering the plea to the end users effectively. Cost sensitivity of the local consumers can be used as a strength for offering better valued products for the local producers. MOJO Cola has been in the market forever 10 years and as a local brand it has been competing with strong international competitors such as Coca-Cola and Pepsi. It is Red Ocean with fierce competition and congested characteristics and the only way to survive in this scenario is by fulfilling the demand of the consumers as effectively as possible while utilizing brand development. This study encourages that AFBL needs to put more focus on project based production process with regards to project based marketing activities if they want to gradually gain towards the market share of the competitors. It is unquestionable that MOJO has become a quite successful name brand in the coal industry in Bangladesh despite overcoming all the adversities. It is an incredible feat to pioneer success in this area as a local brand.

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