

Advertising Style of Telecom Industry in Bangladesh: Grameenphone and Robi

Project paper on
Advertising Style of Telecom Industry in Bangladesh: Grameenphone and Robi Perspective

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Letter of Transmittal

30thJuly, 2021

Muhammad Rehan Masoom

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SoBE,

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Subject: Submission of Project Report on “Advertising Style of Telecom Industry In Bangladesh: Grameenphone and Robi Perspective.”

Dear Sir

With due respect I am a student of BBA – 42nd batch, have prepared my project report on “Advertising Style of Telecom Industry in Bangladesh: Grameenphone and Robi Perspective” to fulfill the partial requirements for the award of the degree of Bachelor of Business Administration.

I am honestly thankful for your guidance during the preparation of the report. I have tried my level best to conduct this in a professional manner. It is true that it could have been done in a better way. I hope you will assess my report considering the limitations of the study and time frame.

Sincerely Yours

Pretam Chandra Das

ID: 111-152-255

BBA Program (Marketing)

Acknowledgement

First and foremost, I would like to express my gratitude to Almighty Allah for giving me the strength to perform my responsibilities and complete this project paper within a reasonable time. I am deeply indebted to my Faculty Muhammad Rehan Masoom, Assistant Professor, United International University, for his whole-hearted supervision during my project period. Also, I deeply thank my family and friends for all the encouragements they gave me during this study. I would also like to express my gratitude to the faculty members and students of BBA Program of United International University for guiding to the completion of my study through all the basics required for this project paper.

Executive Summary

Telecommunication industry intensifies our communication smoothly. Once we were used to send letters by mailing office. We were waiting a letter for day after day. But after 90s decade the situation dramatically has changed.

Advertising helps us to gain the knowledge of a product. Advertising promotes increasing production of a company. Yes types and nature of advertising has been changing. Marketers must aware of demand of consumers and viewers.

Advertising is a promotional tool which helps someone to get familiar products or services. Advertisement helps to remove knowledge barrier and makes a good connection between seller and consumer. Giant companies spend a lot of money to promote their products and services

Advertisement directly impacts on consumer. We know there are many types of advertisement sources. It may be typical types or may be modern types. Day to day tools of advertisement is changing. Consumer expectation levels differ depending on various source of advertisement.

Actually people liked an advertisement based on its motive. But there are some basic conditions to be liked an advertisement by people. It is not a matter source of advertisement. Advertisement is more than emotions, social value, brand value or expenses. We have experience sometimes Grameenphone makes emotional based TVC which touch our hearts. People liked those advertisements which have a quality, strong messages and strong social values.

In this paper, the writer collects 15 GP TVCs and 5 Robi TVCs. Each of TVC has a description and provides the main theme.

After reading this paper one can know the nature of advertisement nature of both companies.

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Chapter 1

Introduction

1.1 Background of the study

Telecommunication industry intensifies our communication smoothly. Once we were used to send letters by mailing office. We were waiting a letter for day after day. But after 90s decade the situation dramatically has changed. By the progress of telecommunication industry we are using our communication with other. We are using Facebook, Instagram, Whatsapp etc. social media platforms. We thanked our telecommunication industry for giving us smooth connection system.

On the other hand, advertising helps us to gain the knowledge of a product. Advising promotes increasing production of a company. Yes types and nature of advertising has been changing. Marketers must aware of demand of consumers and viewers.

In this study, we talked about the advertisements of our telecommunication industries. Today we are 4 telecom companies. That companies make their promotion in mass media and social media.

1.2 Objective of the report

- To analyze of telecom industry journey
- To analyze types of advertising
- To analyze Grammenphone advertising style
- To analyze Robi adverting style
- To make a compare between Robi and Grameenphone

1.3 Significance of the study

This project report is prime required to complete the journey of 4 years of Bachelor of Business industry. This comparative report will help me to make analyses availities.

In this paper, I try to present GP and Robi advertisement policies. In this paper 15 of GP and 15 Robi advertisements are presented with details. One can understand their messages through TVC.

1.4 Limitation of the study

- In this paper there is presentation only TVC types advertising.
- The paper represents only 2 companies advertisement
- There is lack of primary data presentation.

1.5 Methodology of the study

The thesis paper is done on secondary information. The secondary sources are:

- Newspaper
- Journal
- Articles
- Youtube
- Website of Robi
- Website of Grameenphone

Chapter 2

Analyses of Advertising

Advertising is a promotional tool which helps someone to get familiar products or services. Advertisement helps to remove knowledge barrier and makes a good connection between seller and consumer. Giant companies spend a lot of money to promote their products and services. If we look at Indian premium league, sponsors spend around 6000 crore Indian Rupee for a particular season. (The Hindu). So advertisement is a great tool. The more you spend, the more you gain- It's a great a marketing tools. Now we want to talk about importance of advertisement. Advertisement is nothing but great investment. It's an ultimate weapon to get maximum profit. So day by day marketing policy can be updated but there must present in marketing and advertisement policies.

2.1 Advertisement and consumers buying behavior

Advertisement directly impacts on consumer. We know there are many types of advertisement sources. It may be typical types or may be modern types. Day to day tools of advertisement is changing. Consumer expectation levels differ depending on various source of advertisement.

Yes, there is a good chance of changing consumer behavior if there is a positive advertisement. Marketers always try to make a great imaginary effect on brain. Brand image can make a great picture on consumer mind. When a cricket match arranged, we can see brand companies spend a lot of money on advertising. Brands always try to read consumer mind. But they sometimes persuade consumer total behavior. Liking or disliking of a particular advertisement may impact consumer behavior.

A study said consumer behavior depends on four important factorials. Entertainment, familiarity, social imaging and spending are the pillars which may a reason to make consumer attraction.

2.2 Advertisement and types of advertisement liked by people

Suppose, someone is watching a Bangladeshi TV show, that time 5 minutes advertisement is enough to being annoyed. Because of you are setting for watching a movie or Natok not for seeing advertisement. Actually TV commercial breaks make a consumer annoyed. But if the length of time is small that time advertisement creates interesting. So a lot of Bangladeshi views move to Youtube for entertainment purpose. And Youtube commercial system so far is okay.

Now I want to talk about the factors which are reasons being an advertisement interesting. Entertainment is one of them factors. Entertainment makes attraction. Without entertainment, advertisement will be boring. Suppose, Airtel, the mobile operator, wants to make a package for youth. If there is only voice no entertainment that thing might be not effective. One study said that entertainment increases the basic productivity of advertisement. So giant companies are receiving a lot of money for humorous advertisements.

Entertainment makes a good satisfaction. And consumer behavior will change if they find satisfaction.

But always the situation may not same. If there is serious issue, humorous should be avoided. Example: Life boy(parent company is Unilever) makes a shop advertisement. The shop will be effective again Corona Virus 99.99%. So Covid-19 is a serious issue. If they added full entertainment it may be bad for them. So depending on the situation and nature of advertisement entertainment should be considered.

Familiarity relates with brand images. The experiences of a particular product and service gathered by how much time the product being consumed by consumers. Consumer may gain this knowledge directly or indirectly. Familiarity is equal to knowledge. A study shows that knowledge, experience and familiarity consider as same thing. Familiarity is identified as the accumulated correlated experiences that customers have had with a brand. People used to like those advertisement which get familiarities in common.

Social Imaging relates with personal class, life style and attitudes. If we see a product that belongs to our class we normally being attracted that particular product or service. In TVC we can observe those things. Advertisement such in newspapers, radio or still images may convey little imaging factor. But in television we can easily relate products with our social view. Marketers have to be careful about right social images. Unfortunately social images sometimes carry bias system. In a report which was published in 2009, said that beauty type products are have a great imaging. In beauty type TVC, we often see a beautiful model or a muscular smart man represented. It is okay. But we often find racism. But situation is changing but slow pace. In a Bangladeshi TVC we see a great advertisement by Fresh Company. The message was beauty does not mean white color, it means freshness. People want to like these advertisements which are represented by star player like Shakib Al-Hasan, CR7. Because of their presence of these TVCs people have to be liked. They can create products marketing policies. Because of a lot of people followed them in social platforms but also are in real life activities. Recent events like Cristiano Ronaldo just give priority water over coca-cola, the company lost 33.000 crore Bangladeshi taka price value. So it is easily said players and big stars have great social images.

Spending on advertising can have impact in the purchasing behaviour of people in a sense that the more money spent can be connected with the quality of advertisement. It may bring in

making a great impression in consumer's mentality. Advertising is an important tools of product quality. Heavy advertising spending shows that the firm is investing in the brand, which means the organization has a huge investment and thus implies that they might have a better quality of product. In addition, advertising spending levels are good indicators of not only high quality but also good buys.

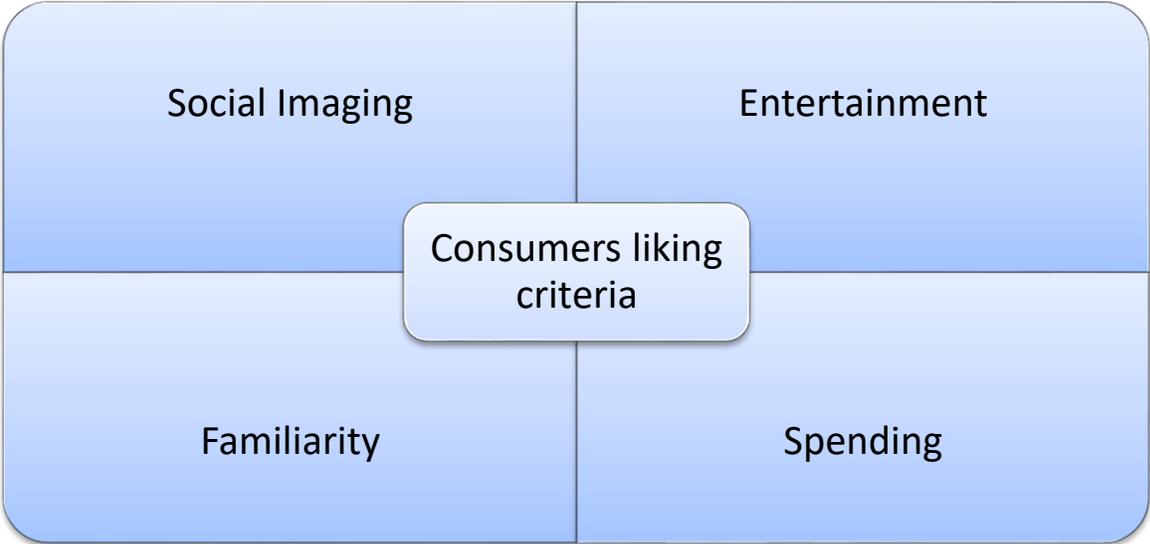


Figure 2.1: Criteria before an advertisement liked by consumers

Actually people liked an advertisement based on its motive. But there are some basic conditions to be liked an advertisement by people. It is not a matter source of advertisement. Advertisement is more than emotions, social value , brand value or expenses. We have experience sometimes Grameenphone makes emotional based TVC which touch our hearts. People liked those advertisements which have a quality, strong messages and strong social values.

Chapter 3

Analyses of telecommunication Industry

The country's march towards materializing its vision 'Digital Bangladesh' has brought impressive growth in the telecommunication and information technology sector. The country's active mobile subscriber penetration reached to 93.4% from 30.6% in 2008. Bangladesh is now the eighth largest mobile market in the world in terms of unique subscribers and the sector now contributes almost 1.8% of total GDP. Two major telecom service offerings are "Voice Calls" and "Internet Data" services. Revenue from voice calls still dominates the industry while contribution from data revenue is growing exponentially since the launching of 3G in Bangladesh.

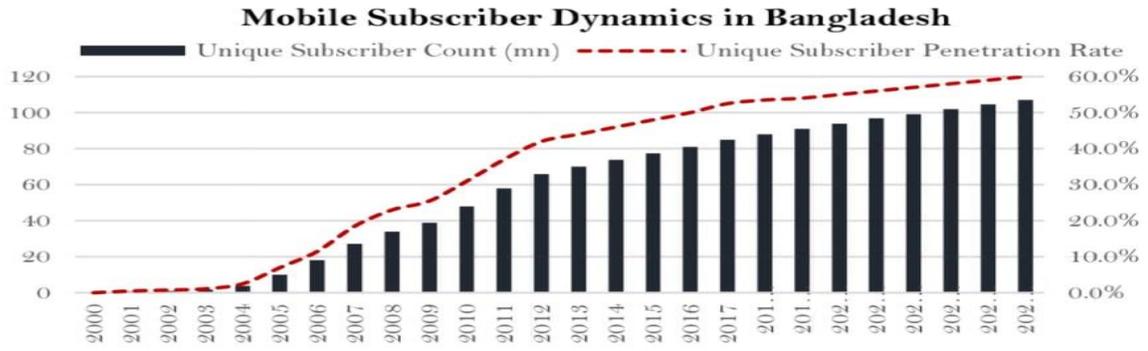
3.1 History key events of telecommunication in Bangladesh (year basis)

- In 1989, government issued a license Bangladesh Telecom Limited and Sheba telecom.
- In 1996 Bangladesh government gave permission Telecom Malaysia International Bangladesh & Grameenphone. That year Bangladesh telecom rebranded to pacific Bangladesh . Citycell started their journey in this year.
- In 1997, Grameenphone, Aktel and Sheba launched their services. This year was a greatest journey for telecommunication industry.
- In 1999, first time consumers got prepaid service from mobile operators.
- In 2002, the usage of telecommunication increased day by day. One million people have had connected with telecommunication industry.

- So far telecommunication services were given by private multinational companies, But in 2004 Teletalk started its footprint in telecommunication service. It is a state owned company.
- In 2005. Government imposed on SIM tax. That year Warid telecom launched.
- In 2010 Bharti Airtel acquired Warid. Again Airtel rebranded as Robi.
- In 2011, 2G spectrum renewed for 15 years.
- In 2012, the era of 3G has started. Teletalk launches first 3G network in Bangladesh.
- Grameenphone, Robi, Banglalink and Airtel started the 3G service mid of 2013.
- In 2013, 100 million subscribers have been passed.

3.2 Mobile Subscriber Dynamic in Bangladesh

In our country, telecom industry has ramped up continuously over past 10 years achieving a total of 157 million active users and more than 85 million special subscribers or users. Unique subscriber penetration in Bangladesh rose to almost 55% by 2018 from only 1% in 2003 due to rapid adoption of telecommunication services. The industry has turned out to be fifth largest market in Asia Pacific Region, according to GSMA. However, about half of the entire population are yet to be connected with the mobile telecommunication network, also indicating that there is enormous room to grow. The real market penetration remained steady in the last three years as mandatory bio-metric SIM re-registration has slowed down the pace of new customer acquisition.



Source: GSMA Bangladesh Country Report & EBLSL Research

Chapter 4

Organization Overview

4.1 Grameenphone

Preview of Greameenphone

GP believes in two words. One is connecting and another one is possibilities. If two words work together, successful come in sure but need some time. March 1997, Grameenphone embarked on its journey with the vision to bridge the digital divide between rural and urban Bangladesh. Twenty-three years hence, empowering society and Grameenphone are inextricably linked for more than 79 million Bangladeshis across the nation. The years of advancement have all been part of the foundation for the nation to achieve a unified goal – becoming a developed country by 2041. Over the years, Grameenphone has been providing numerous services that have transcended beyond just voice and data services – the Company has consistently lead from the front, pioneering innovative digital solutions that connect the people to what matters most to them.

Thanks in part to the rapid advancement in technology, today, we are on the verge of endless possibilities. Grameenphone aspires to keep the wheels of progress and possibilities in motion

and explore every opportunity for a truly Digital Bangladesh. As a new dawn awakens through digitalisation, the Company aims to reinforce its commitment to its purpose and build a better Bangladesh by being the conduit for connecting possibilities.

Grameenphone Strategies:

The company has 4 long term planning or strategies:

- Diversified Data Network Experience
- Grow Revenue
- Drive Modernisation
- Responsible Business

Grameen Phone 23 years Journey:

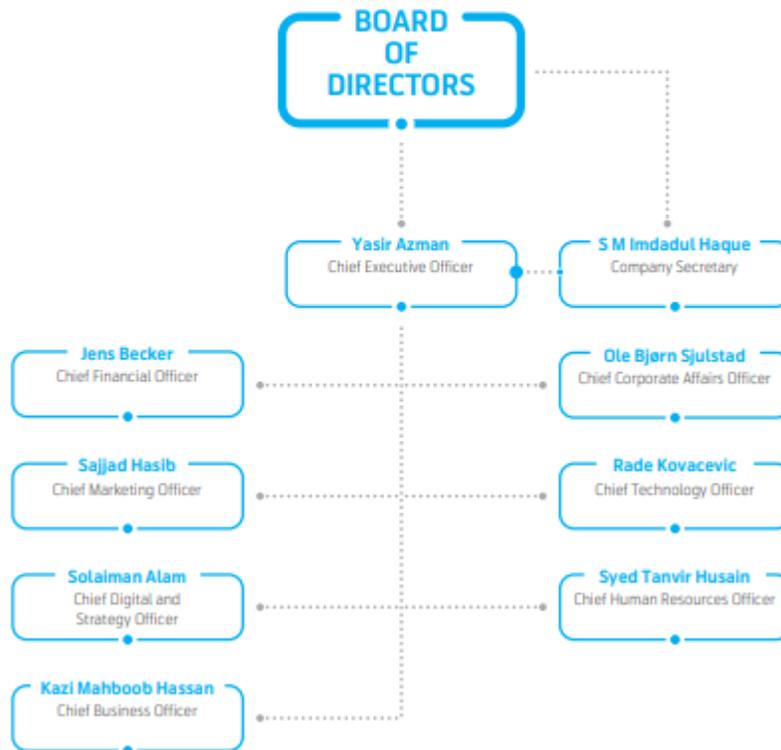


Grameenphone Financial Highlights:

	2020	2019	2018 Restated	2017 Adjusted	2016 Adjusted	2015 Adjusted
Financial Performance in million BDT						
Revenue	139,606	143,656	132,832	128,436	114,862	104,754
Operating Profit	63,440	66,652	56,777	49,340	40,950	36,538
Profit before tax	62,801	63,899	54,848	46,419	37,127	34,091
Net Profit after tax	37,187	34,517	33,363	26,146	21,721	19,046
Financial Position in million BDT						
Paid-up Capital	13,503	13,503	13,503	13,503	13,503	13,503
Shareholders' equity	52,108	38,347	36,836	31,388	31,116	28,974
Total assets	148,184	148,734	138,713	130,220	130,500	132,450
Total liabilities	96,077	110,387	101,877	98,832	99,384	103,476
Current assets	9,931	20,999	13,369	20,658	10,941	11,928
Current liabilities	76,656	90,426	82,963	78,274	70,536	69,276
Non current assets	138,253	127,735	125,345	109,562	119,558	120,522
Non current liabilities	19,420	19,961	18,914	20,558	28,848	34,199
Cash Flows in million BDT						
Net cash generated from operating activities	33,572	57,393	60,413	57,771	46,152	38,791
Net cash used in investing activities	(11,217)	(14,263)	(30,200)	(12,944)	(19,839)	(19,907)
Net cash used in financing activities	(33,517)	(35,308)	(36,699)	(35,336)	(27,553)	(19,491)
Financial Ratios						
Current Asset to Current Liability	0.13	0.23	0.16	0.26	0.16	0.17
Debt to Equity	0.42	0.62	0.50	0.63	0.87	1.19
Operating Profit Margin	45%	46%	43%	38%	36%	35%
Net Profit Margin	27%	24%	25%	20%	19%	18%
Return on Equity	82%	92%	98%	84%	72%	64%
Return on Total Assets	25%	24%	25%	20%	17%	14%
Ordinary Shares Information						
Ordinary Shares outstanding (in million)	1,350	1,350	1,350	1,350	1,350	1,350
Face Value per share	10	10	10	10	10	10
Cash Dividend on paid up capital ¹	275%	130%	280%	205%	175%	140%
Dividend payout ¹	99.86%	50.86%	113%	106%	109%	99%
NAV per Share ²	38.59	28.40	27.28	23.25	23.04	21.46
Net Operating Cash Flow per Share ³	24.86	42.50	44.74	42.78	34.18	28.73
Earnings Per Share ³	27.54	25.56	24.71	19.36	16.09	14.11

Grameenphone Organization Structure:

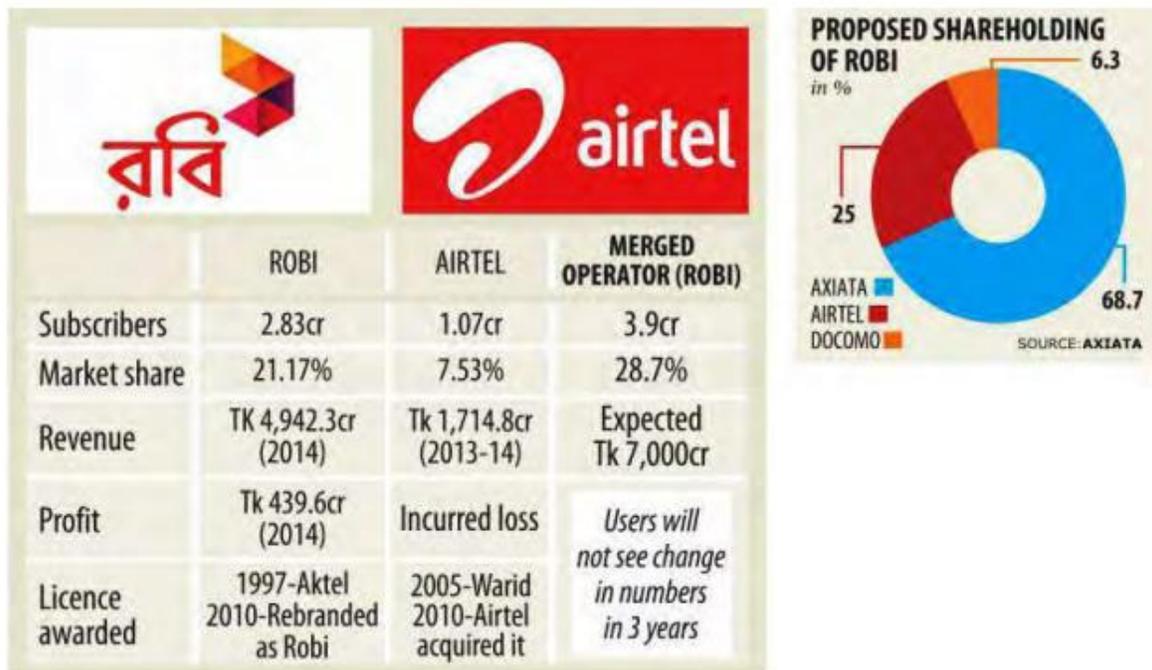
Organisational Structure



4.2 Robi

Preview of Robi

Robi Axiata Limited is the second largest telecom service provider of Bangladesh with around 32.2 million dynamic endorsers as of October, 2016. Robi Axiata Limited used to be the second biggest administrator as far as income and third biggest as far as dynamic endorsers previously Robi and Airtel merger, which occurred on 16th November, 2016. This was the primary merger in the media transmission area of Bangladesh. Following the merger of Robi and Airtel, the consolidated organization is presently known as Robi Axiata Limited. After effectively finishing the merger procedure, Robi Axiata has developed as the second biggest media transmission administrator in Bangladesh. The consolidated organization has across the nation arranged scope.



Robi Axiata is a joint venture among Axiata Group Berhad, of Malaysia, Bharti Airtel Limited, of India and NTT DoCoMo Inc. of Japan. Axiata holds 68.7% restraint stake in the entity, Bharti holds 25% and remaining 6.3% is held by NTT DOCOMO of Japan. (“Company Visibility”,n.d.). At Robi Axiata, employee follows green principles and use that define the organizational culture.

Robi Mission and Vision

Vision

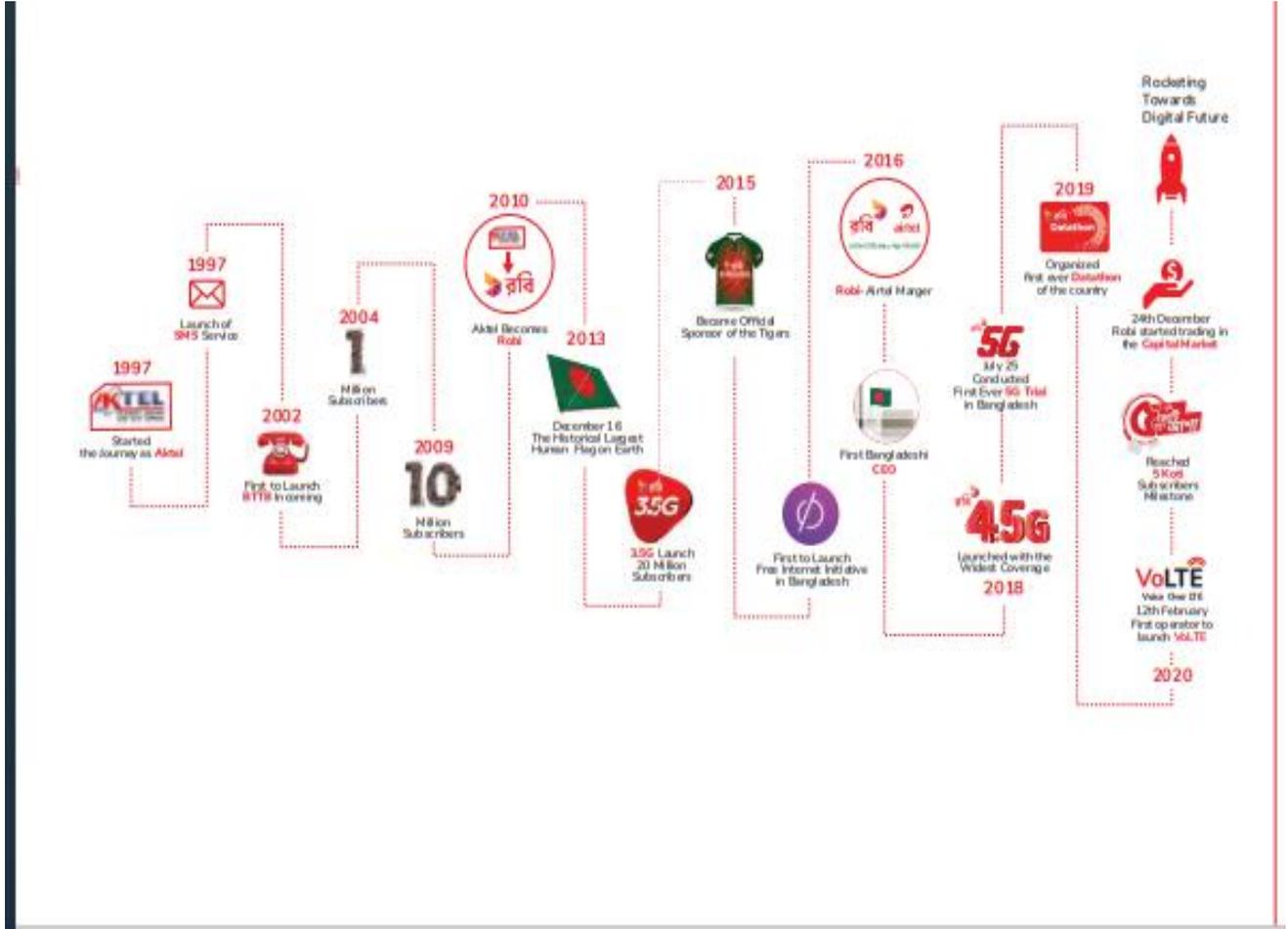
The vision of Robi is “To be a leader service provider in Telecommunication sector in Bangladesh.”

Mission

“We are there for you, where you want and in the way you want, in order to help you develop, grow and make the most of your lives through our services.”

Robi’s mission is to empower there customer. They think they are number one when the customer say it. They are always there for their customer.

Journey of Robi:



Chapter 5

Grameenphone Vs. Robi TVC

Grameenhone TVCs:

1.Grameenphone TVC : 2010



Title of TVC: Opekha

Description: From Youtube, Opekha TVC was directed Amitabh Reza. In this TVC the song was written by Habib Wahid. Here a lady was waiting for her loving person. The person might be living in City area. The lady waited in grass field, agriculture land. There was a cloudy and raining environment. But she could not enjoy this moment without the loving person. Suddenly a phone was rung. The lady was running at a great speed to pick up the phone. And we saw there was a smile in the girls face. The TVC was 2:30 minutes.

The message of TVC is there is no value of environment beauties if the loving person is not beside with you. That`s why they made 10000 network diagram to connect without call fall.

Stay close- Grameen phone.

Link: <https://youtu.be/eUyF4twdSGo>

1. Grameenphone TVC 2010:



Title of TVC: Shota Asha

Description: This music video was uploaded in December 13, 2010. The length of video is 2 minutes 5 seconds. Basically it is a sponsor based music video. That time GP sponsored National cricket team. As we know we are cricket playing mad country, we love and see cricket very much. The video started with dressing room of Bangladesh Cricket team. Some of Players name can be seen. In this video, we can see a truck driver listen cricket commentary while playing Bangladesh and Sri-Lanka cricket match. Then we can see Shakib Al-Hasan got moving to field premises. Then we can see team cheer up meeting. Business people were also ready for cricket match. Some young blood was going to stadium by risksaw. Team practicing was going on. Some young girls were busy to set up Bangladeshi flag installment. People all of classes enjoyed

that match. Some of them were wearing masks, using different colors in their faces. Cricket is related with our emotions. From child to aged people were preparing to see that match.

The main theme of this TVC is cricket. Bangladesh is cricket loving country. They enjoy it. They were happy if Bangladesh won a match. Again, they will be disappointed if they lost.

Whatever happened in Bangladesh team we are always besides with our team. Cricket is our hope. This is the main message of this TVC.

Link: <https://www.youtube.com/watch?v=hNJrKNQhAWs&t=10s>

.3. Grameenphone TVC : 2011

Title of TVC: Bondu offnet



Description:

The duration of TVC is 40 seconds. It was directed by Md. Abid Mallik and powered by Greay Bangladesh.

In this Commercial advertisement, we have to see a old couple. The old lady did not give permission to enter her house. Being disappointed, the old guy set on a branch. The whole incident was seen by a boy. He told his friends about this incident. Then the boy took appearing on him. The boy asked the old ma,” Did he feel disappointed?” The old replied in the positive. Then the boy along his friends offered the old guy ice cream. A smile could be seen on his face.

Basically, this summary of this adv is without having friends we cannot be happy. There is no age limitation for making friendship.

At last, it was a promotional based commercial advertisement. It said there was a offer. If you use bondu package, there was 79 paisa/ min to other operators. And for gp to gp the rate was 49 paisa/min.

Link: <https://youtu.be/sQK4Wn-DHY>

4. Grameenphone TVC : 2011

Title of TVC: GP Churn



Description:

This adv was first seen in July 2011. The duration of this adv is 40 seconds.

At starting a boy was seen who was very angry to his friend because his friends did not have tension that the exam is knocking at the door. “ Still we have 48 hours to study” one of his friend said. One of friends was playing computer games, was sleeping etc. He loudly said “I am done and I am leaving this house”. After he leaved the house, all his friends started countdown

because they had known their friend will back. Finishing the countdown , the boy returned house and started said that without him they could not pass the examination.

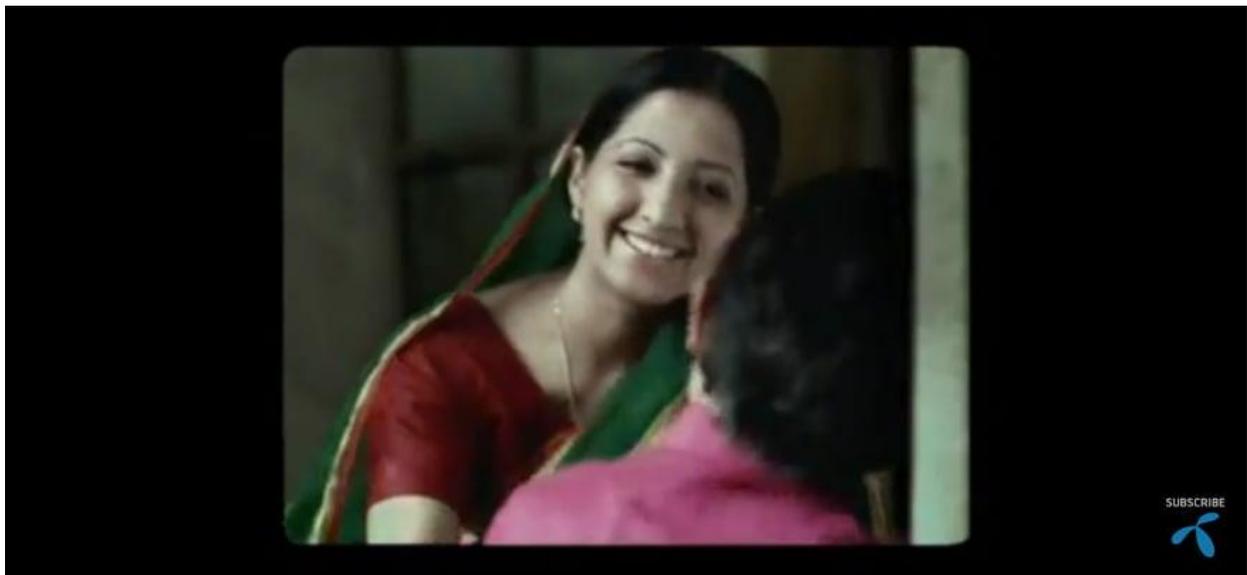
The motto of this adv is loving people will always come back. Then the promotional message started. If the off SIM started again there will be offer 33 paisa/min along with free message, MB and mms. This offer rate to other operator is 99 paisa/ min.

Link:

<https://youtu.be/RWWoHqKlzQ>

5. GrameenPhone TVC : 2012

Title of TVC: Grameenphone startup



Description: At the starting point of TVC . mother wrote message into a paper. Then she gave to her son and ordered him not to forget. Basically it was to message to her husband. That time mobile phone may not available. So the boy started to market place where he can make a phone call. Going to the market road, he found some same age boys played Latim khela. He was busy at playing that game. After few moments he remembered his work. That time rain started and he got coved with rain water. After long time he finally reached the point. He made a phone call to his father. But unfortunately his paper get witty and could not tell what mother wanted to say.

The motto of this tvc is message never be deleted. If you took grameenphone setup only 149 take along with 300 taka talk time + 300 MB internet.

This tvc published in January, 2012. The production house of this adv was A Tasher Ghor The duration of this adv is 1 minutes.

Link: <https://www.youtube.com/watch?v=tgs723OTQ>

6. Grameen Phone (GP) Network 2012 TVC –

Title of TVC: Jiboner Daakey Shara Din



Description: the TV commercial adv started with sad and emotional music. A working man made farewell from his wife, daughter, little baby and his parents. In that time tears are burst into eyes. Around the environment we can see the emotional background scenes. The man took blessing from his parent. His lovely wife felt very sad. The man had to leave this place because he had to work to support his family. The man was ready to go Dhaka with bag and baggage. His little girl started running to point as she made farewell. The man finally reached his working place. And he used a mobile phone to give message to his family that he reached Dhaka safely.

The main theme is people do not want live his native place. But reality is you have to work for your family.

But if you use Grameenphone you will always stay your family. This adv duration is 90 seconds. Here one can use welcome tone which was used in this advertisement.

Other promotional facilities are available. Talk time+ Internet +MMS +FNF services are still working on.

Link: <https://youtu.be/t8YBL0u34ls>

7. Grameenphone TVC 2013:

Title of the TVC: GP welcome tune (Aug, 2013)



Description: The timing of this adv is 60 seconds. Anan Al- Rajeeb was the director of this TVC.

A girl was sitting a library. A boy came to her and expressed his love to the girl. Unfortunately she wore a headphone on the ears. That's why she could not understand what the boy said. The boy was trying and trying to express his love but every time in vain. Even he made a wrong proposal to a wrong girl. Finally the day came. He asked the girl to make a missed call because

of pretending not finding his mobile phone. According to that situation the girl made a phone call. But she found a welcome tune which expressed the boy love feelings.

This TVC is based on welcome tune promotion. If someone wants to subscribe the welcome tune s/he should dial 4000. And the first welcome tune will be free,

Link: <https://youtu.be/irg5DFO3dVc>

8. Grameenphone TVC 2014

Title of TVC: Bonus



Description: This TVC launched in May 9, 2014. The duration was 46 seconds. Lax super Bidha Saha Mim was the cast of this TVC.

The TVC is about twin sister who fought all time. One of them was active person, service holder and punctual. Another of them was lazy, not serious and all time fun mood.

At the stating time, one of them who were lazy and not serious asked for money to fuel for her scooter. The hardworking sister denied it. Suddenly the fun moody sister took her sister bag and collected money. This made her sister very annoying. The hardworking sister left his house to office but she could not manage CNG. That time his fun moody sister came and asked for ride. She said I save your CNG cost. The other one said that the cost of fuel was given by her.

Here the message is there will be some conflict between siblings. There is a hidden message if you want to get something you have to accept some sacrifice.

The promotional of the message is there is 100% bonus facility. If you fulfill some easy target, you will eligible for bonus. For free registration you have to dial *999*1#.

Link:

<https://youtu.be/bQ-XzSz7xsc>

9. Grameenphone TVC 2014

Title of TVC : Change the Game with GP 3G



Description: An injured boy was seen at the bed who was a captain of the team. From starting point we are seen the team could not perform well. The suffered and attacked by the opposite team. One of team mate called the injured captain that the team facing critical moment. That time the injured captain used modem. That time he took helped from youtube and made a plan for his team. He guided his team mate how to play good football. After getting advice, the team was full of cheer. Finally they beat the opposite team.

The message of this video is if follow advanced help from internet you will be successful.

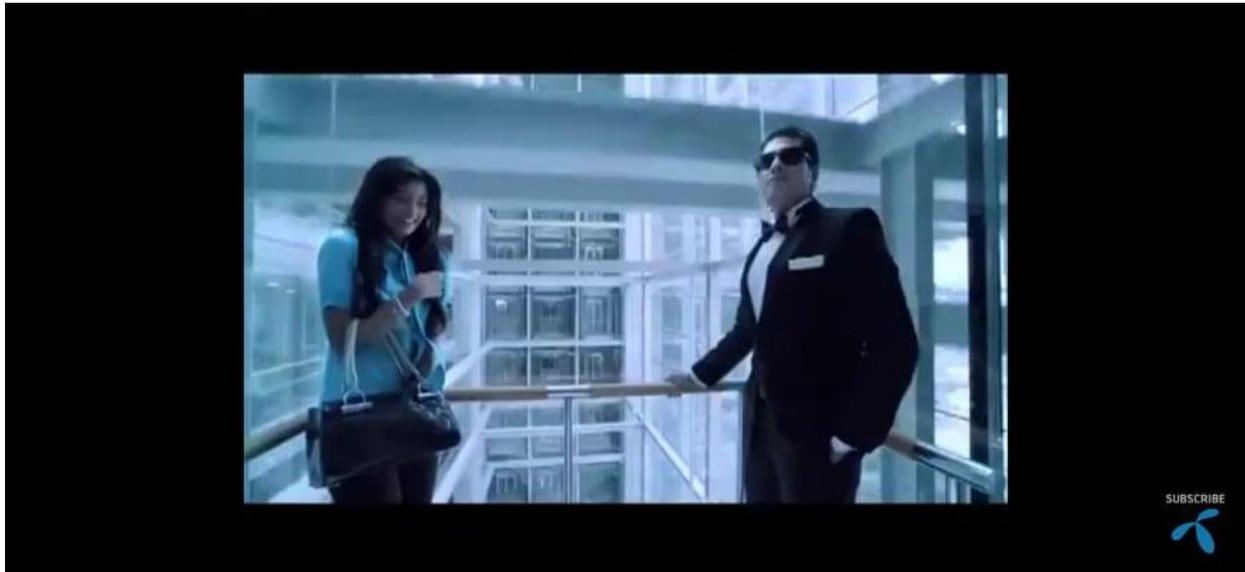
This adv was based on that time when Bangladesh had entered 3g era. It is a promotional adv of GP Modem. The 3g modem was 1449 taka along with 4010 taka data discount.

LINK:

<https://youtu.be/XPB266Ap7io>

10. Grameenphone TVC : 2013

Title of TVC: Ananta Jalil : Mission Impossible



Description: From starting point, Ananta Jalil, the superstar of Dhaka film industry, was seen. In the life a young lady became excited because she was lucky to see Ananta from her eyes. After then she called her lady friend and wanted to say what happened today. But unfortunately Her balance was low. And she could not express the event. She felt disappointed. Suddenly Ananta Jalil appeared her and asked for her mobile phone. Then Ananta Jalil did something with that mobile. Then 5 taka emergency balance came to her mobile. The lady said it was impossible. Then Ananta told his iconic dialogue, “ making impossible to possible is the task of Ananta.

This was promotional video. Sometimes we face low balance and due to insufficient balance call might be cut. That time GP user could dial *1010*1# and able to get 5 taka. Now a days the credit limit is 10 taka.

Link:

<https://youtu.be/7emUzUaIXHA>

11. Grameenphone TVC : 2014

Title of TVC: GP 3G Double Speed TVC



Description: The length of this video is 1 minutes 01 seconds. John Kabir, a famous singer, was discussed with brand team that a drummer was missing and the show was important. That time they were in Feri. Suddenly a young star along with his friend said John was in the Feri. The boy came to John. John might think that boy needed an autograph. But the boy said he is drummer and some of activities were uploaded in Youtube. At first, John did not emphasize the boy. The boy wanted to see his activities through Youtube. But internet speed was low and buffering.

The friend advised to his friend Use GP internet and enjoyed the internet benefit Finally the boy was able to see Youtube activities to John Kabir. John Kabir being impressed and offered him joining as drummer of his team.

Basically it was TVC. GP means Super speed. They offered 512 kbps pack now 1 Mbps and 1Mbps package to 2 Mbps. The core message is GP internet is faster than other.

Link:

<https://youtu.be/UG79lC1Zrms>

12 . Grameenphone TVC : 2015

Title of TVC: Cholo Bangladesh Music Video



Description:

Introducing the “Cholo Bangladesh” Fan song presented by Grameenphone. This song has been composed by Habib Wahid and sung by Zohad and Emil. The music video has been directed by Amitabh Reza. Hope this song will energize all the fanatic supporters of Bangladesh. To set this song to your welcome tune SMS WT 4422525 to 4000.

At first, a school going boys are playing cricket. As we know this music video were used as theme song for Bangladesh Cricket team. A man who works in export based company sung Cholo Bangladesh song. A man rang the school bell and students made run for seeing cricket match. A women was working in green paddy and singing Cholo Bangladesh Song.

A team of young generation made dancing along with singing this song. Then a boy was running and a office environment was seen. The office worker worked along with singing this song. Then a group of Cyclist were preparing and moving to a competition. Then the boy was moving and entered into garment factory. The factory worker was busy to made Bangladeshi Cricket jersey. In final side, the boy was trying to catch a ball and making successful to hold up that ball. Then a group of people said ya! bravo.....

People were enjoying with masks, bill board and festoons. Finally this music video ended up.

Link:

<https://youtu.be/9ju9O4Ddlww>

13. Grameenphone TVC 2016:

Title of TVC: Shopno Jabe Bari



Description:

This is one of the best television advertisements from the Grameenphone perspective. This video length is 180 seconds. So here I try to describe the video and main message of this TVC.

A masjid was seen with drone view. Then a ship was seen which floating in the river. Then a bus was seen which was moving in highway road. A boy was seen who were enjoying nature of beauty. He was in train. A lady was seen who were busy to talk with her family via mobile phone. She made baggage for going to her family. A man made buying some products for his lovely wife who was waiting for her husband. Again that lady was seen who were in a ship and enjoyed the beauty of the river. Then a ferighat was seen. Two boys are seen in feri. And they were outside of cabin and enjoyed beauty of the nature. Then that man was again seen. He stated journey and made a phone call that he was in road. He was returning home. Then A bamboo Sakoo appeared. Some boys made a swimming in the river. Two boys and that girl was still on

the way and enjoyed the around environment. Now final point has come. 3 story lines made to finish line. All of them were finally back to their family. There was a happy ending.

The main message from Grameenphone is very conclusive. The dream of coming back even after going away does not give up. Stay connected with loved ones everywhere, always on the most powerful 4G network in the country. Year after year, many people are going to their loved ones to match the dream with the Eid festival. Have fun returning home.

Link:

<https://youtu.be/ciBnbRssHno>

14. Grameenphone TVC : 2018

Title of TVC: International Women's Day 2018



Description: Basically, It was special advertisement for purpose of women contribution in the society. 4 women had been selected for interview purpose. Basically we want to know how they spend their days and what occupation they did?

A background male voice can be heard. He said that ,” Today, we are going to speak to a group of female professionals and learn a few bits of their stories”.

1st lady : Interviewer asked what was doing to now a days? She said she was currently a career-break. She added that she had a toddler who was learning to walk. The toddler stayed busy with his shenanigans all day and kept her busy as well. That’s basically she did.

2nd lady: Same question was asked. She said she loves to travel. She made travel with her friends whenever she got holiday. She enjoyed taste new food items. She had two puppies at home whom she did play with them.

3rd lady: She said the she wanted to travel Nepal with motorbike. She loved travel via motorbike. She made little bit cooking. She loved to enjoy listening music.

4th lady: She said she was only a child to her parents. When it came to phobias she scared cockroaches much.

Background male voice said we took portions of these video interviews and showed it to everyday people and we asked these people to guess what profession the women from interviews are involved in?

Some said may be housewife, student, model, doctor, school teacher, banker, NGO officer etc.

Now male voice said lets us see what those women actually do professionally.

1st lady name is Asma Alamgir. She was ex- RAB and Air force officer. 2nd lady name is Maiysha Rahman, a Kareteka and digital marketing officer. 3rd lady is a doctor and named Raka Noushin Nower. The lady name is Mondira Islam. She is a pilot

We often do judging a book by its cover. The main message is we have to give respect women. Coming out of the conventional concept, women today are contributing in every field of society which is changing the landscape.

Link:

<https://youtu.be/10JMvFyydqQ>

15. Grameenphone TVC 2020:

Title of TVC: If you want, it is possible to spread educational light across the Country.



Description:

- Length 40 second
- Cast: A girl and a grandfather
- Topic: Online Education

The TVS was uploaded 16 November, 2020. It is age of Corona Virus. All schools, colleges and universities have closed down since March , 2020. Online education is only a platform to continue education.

From stating point, a girl was attending an online class. Her mobile was supported by a basket. So it was difficult to maintain. Grandfather made a bamboo stick to support the mobile phone standings.

It was a promotional based marking TVC. Grameenphone have 4g service. With the help of GP education can be given easily. You can choose internet packages according to your wish.

Link:

<https://youtu.be/7l7rH2i2W-k>

Robi-Airtel Advertisements

1 Robi TVC: Robi mobile AD Bashombob Thanda



Description: From the beginning scene, we can see a boy, aged may be 10 to 12 years, was freezing. That time another boy were coming to pond to take bath. The 1st boy warned him not to jump in the pond. It's cold. The 2nd boy said, who told you? Oil your own machine. The 2nd boy jumped and said its freezing.

Then we see a group of boys who had come to learn English vocabulary from Sumon brother. He taught his students the Bangla meaning of cold and extreme cold.

Basically, Robi promotes that if there is will, there is a way. Robi theme message is “ Rise according to your power. Link: <https://youtu.be/QeHLkn2Dwt0>

2. Robi TVC: Robi offers Choice of Tariff plan.



Description: A town girl was using tablet phone setting on a car. Some village boys and girls addressing the tablet phone asked that is it a TV? The girl felt annoyed. Suddenly she went to dress shop and asked her father how long been taken for shopping? The mother said just 5 min. needed. Then the girl saw a shewlar Kamiz. She liked that dress. The owner of this shop showed a thumb sign.

It is a promotional video. Robi gives you the options to choose any packages you like any time.(Tariff, SMS and data services).

Link: <https://youtu.be/L3t561X3gQY>

3. Robi TVC : Shokal Bikal Bundle Offer



Description:

Basically it was an offering type TVC. Here different ages and classes of people were seen who seemed happy. Here Robi offered Shokal Bikal Bundle from 5 am to 5 pm with 4.17paise call rate @ 10 taka cost.

Link: <https://youtu.be/pP4-XTdTKqA>

4. Robi TVC : Robi wifi TVC



Description: From the starting point a girl and a boy was seen. The girl saw that a boy was standing all time in front of her home. The boy was getting wetted still he waited. A braking dog tried to bite him but still he waited. That made a good impression from the girl perspective. She thought that the boy might fall in love with her. Finally the girl got ready and asked him why did he keep standing here all time? The reply of the boy made the girl astonished. The boy said he had been standing for free wifi and downloaded the game of throne. It was funny TVC.

The message from Robi is there is more than 200 points where wifi is free. The main message is if you use robi you will get best digital experience.

Link: <https://youtu.be/xTfelev7EpM>

5. Robi TVC :Robi double bonus offer



Description: Here we can see twin sister who got selfie with their father. Twins love their father too much. One of these twins made breakfast for her father another one do same task. That means father got double love from them.

The message is it is not bad if we get double things in life. Then a male background voice said “ would not be great to have everything in double. That’s why there is a double bonus on recharge in rob. Recharge 56 or 28 taka you will get same offer. There was a additional bonus package. With a every 5 minutes talk time enjoy 5 MB internet packages.

Link: <https://youtu.be/3JIn32IUqc4>

6. Robi TVC: Robi Network – Online School



Description: From starting point, a madam told via zoom application class had finished. She said that good bye. One of the students asked that miss, please stay for one minute. Then all the class celebrated birthday of that madam through online platform. The teacher had got happy by students.

The message of this video is Robi is giving a smooth internet based online facilities. Robi has 4.5G mobile networking support which help you better internet benefits.

Link:

<https://youtu.be/k4ipr-wGfI>

7. Robi TVC: Rubel Winback TVC



Description: From the starting point we can see Rubel Hossain who is a pacer of Bangladesh National Cricket Team. He talked with himself. He said that when coming back, he had received a lot of praise. “ It’s a no ball”, we can hear a commenter voice. It was game between Bangladesh and India of world cup quarter match in 2015. Rubel again said various social platforms he got applaud from people. He said, yes, I am back. He added that I’ll show them, whatever it takes. Then he was doing balling practice. He hit a stump. After then he said,” from now on, there is no saving them”, “ I will break the stumps”.

Then a background voice said “ dreams won’t break, stumps will”. Then promotional message was given for whom return in Robi. They will get unlimited internet only 29 taka. Along with either 18 or 68 recharges you will get .50 paisa per second from Robi to Robi. Others for is 1 paisa per second.

Link:

<https://youtu.be/SN5ks61aSLI>

8. Robi TVC : ROBI 5000Mb FREE internet TVC



Description: From the starting point can see Famous boy named Zahid, the boy came famous thorough online platforms. Now come to the story line. In back flash scene Zahid asked a person that” Vaiya! ekta gaan gai? The person said yes, you can. The boy named Zahid started singing a local Chittagong song” Mudhu hoi hoi, Bish Khawaila”. A person besides that person was recorded the singing boy and the person. Then he posted on Facebook. At that moment, the post got viral as well the boy also. People who are going Cox’s Bazar and took a selfie with that boy. Now the boy was invited to sing that song in big stage or platform.

The background said, if there is fastest internet, real talent can found easily. Then their promotional message is given. Their promotional message is Welcome back to Robi and get up to 5000MB FREE internet and avail lowest call rate upon Tk19 recharge.

Link: <https://youtu.be/Ffp-QxYzLM>

9. Robi TVC: Ebar Hobei (School build up version)



Description: we saw a standing boy of a class give lesson to his teacher. He said $2*9=18$ but he was in vain to say $9*3=?$. Suddenly besides a group of boys said ahre 27!!!. The teacher said, who's that? Then the guard revoked them and the boys are running away. Suddenly the guard got noticed that the boys gifted with quality. They are keen to learning new things. He took oath that he wanted to make a school for those poor boys and girls who cannot study for money. He made a discussion with a tea-seller. The tea seller got astonished and asked "how much do you earn per month, by the way? A boys besides him told with his mom that oh mom! is a cell phone only for talking and SMS? Have you got the money I sent? The guard replied that what is heavy for a single person is easy for ten. Then he gave messages to different ways to people with a mobile phone number that he want to make a school for poor boys and that's why he need money. After getting message, many people got agree and send money thorough mobile phone. Finally a school boy poor is established.

This message from Robi is about inspiring local community development through the use of digital services. Robi is a telecommunication service provider only. Thereby, Robi and its partnering financial organizations will not be liable for any misappropriation and/or abuse of this idea.

Link: <https://youtu.be/JHrXqTAQr>

10. Robi TVC: Robi Monthly package of double internet + 10% cash back



Description: A male friend and female friend both were sitting on roller coaster. The boy got scared because it was his first time on roller coaster. The female friend said to her male friend don't worry, I am beside with you. The male friend replied that this is the reason why he got scared. The female friend said let us go on facebook live. But the boy wanted to deny it but in vain. Then roller coaster moved on. The female friend was enjoying while the male friend was scaring.

This was the Robi promotional based advertisement. Here Robi offers internet offers to their consumers. Get 10% cash back with double internet with every monthly pack purchase thorough Ghechang store recharge.

Link:

<https://youtu.be/L5siXH>

11. Robi TVC: 4.5G Launch Commercial



Description:

At the beginning moment, we can see Arefin Shuvo, Actor, talking his audience. He said that it was hard to find any space even on the roof of the bus. And doctor consultations used to take an entire week. But situation is changing now. Then we had to see a old couple who were consulted by a doctor thorough online platform. The doctor said, you don't have to come Dhaka. Don't worry.

Then some children experienced with scientific measurement. Via online they can learn more.

Then a girl sitting on a car asked a young men “ where is the bullfight taking place? Then the young men saw him google map and said the place where bullfight arranged. Shuvo again said this bullfight turns international image.

Actually digitalization can see around the village. Everywhere they can internet facilities.

The main purpose of the TVC is Robi 4.5G internet facilities can get across 64 Zilas. You can enjoy fastest internet facilities in everywhere.

Link:

<https://youtu.be/TaPiAo6jAbk>

12. Robi TVC: Robi Haircut



Description:

Daughter was working at home and father was trying to cut his hair. But the father could not cut his hair properly. Then the daughter said her father let her cut to father's hair. Father asked his lovely daughter can you? The daughter searched in youtube how to cut down hair. After seeing that video the daughter perfectly cut his father hair.

The main point of this TVC is if you use robi for video streaming, you will get best experiences. Robi has strong mobile internet facilities. You can smoothly enjoy internet experiences.

Link:

<https://youtu.be/c07Ty2TUWAE>

13. Robi TVC: Fitness Complete solution



Description:

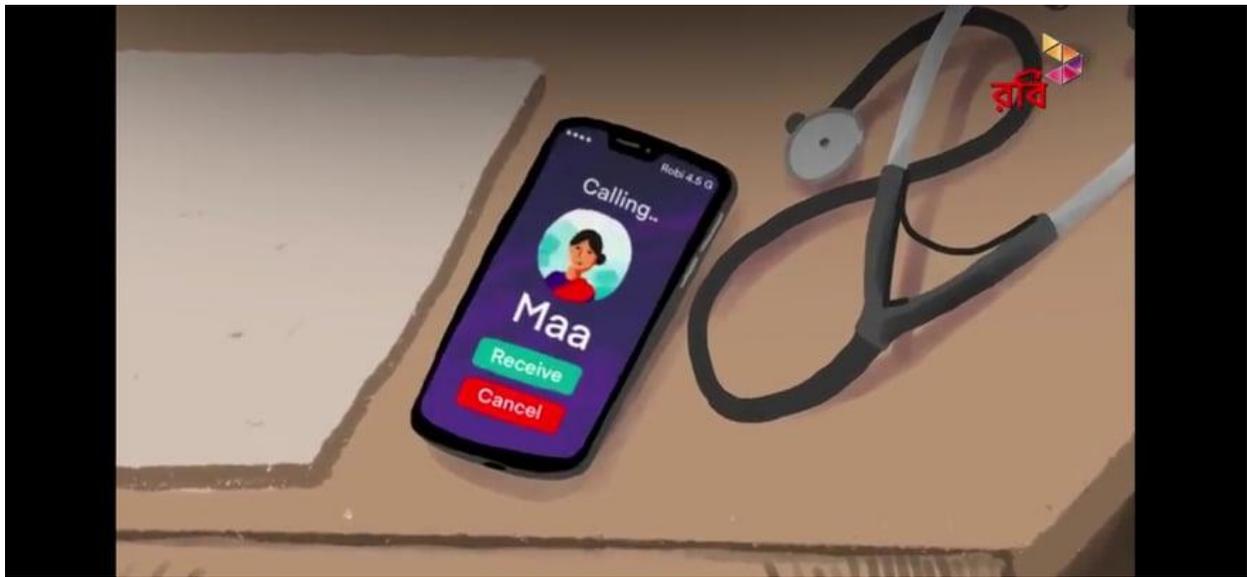
We saw a gym where people use to do exercise. A girl child was doing exercise with dumbbell. A boy child was doing same thing but in vain. The girl laughed at the boy. Then the boy lifted the dumbbell with anger.

It is a Robi apps promotion. Robi gives best fitness solution. So download this application and keep fit.

Link:

<https://youtu.be/wlSYjSeeBZw>

14. Robi TVC : Thank you life saver



Description: It is not typical promotional TVC. It is basically dedicated for health works.

This TVC is a cartoon animated. Here a doctor said his mom that he could not come this eid too. He said he fight for his country , to save people and to help people. Not only him but also other health workers who could not go in eid did the same life saving work.

Robi says the doctors, nurses, staffs and others who working in frontline we salute them.

Link:

<https://youtu.be/EYmrLmWIZKA>

15. Robi TVC: Robi Elite



Description:

A girl was talked with her mother in a restaurant. After some moments the daughter gifted to her mother. This made mother special feelings.

A son gifted a watch to his father. This made him elite feelings.

A lady was in hurry. She had to attend a meeting by 10:45 AM. That moment a man was standing beside her. The man understood the girl in hurry. So he gave the girl to use life first. Because of one space was remaining. During that time all of us follow health guidelines. We have to follow social distance. By the way, giving priority the lady for using life first, the lady felt special.

That's Robi wants to say. All the customers are special for Robi. So they made a new element of Elite class. To active this feather you have to dial *1213*1#.

Link:

<https://youtu.be/at6POaEb-u8>

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Conclusion:

Robi and GP both are giant companies in telecom industry. In this project report the writer analyzes there 10 years advertising style. Both companies play important rule in telecom industry.

There advertising style is very different. But the way of advertising is good. We hope they will contribute our economy more.