

ASI<sup>Q</sup>ATIC



**United International University**  
*QUEST FOR EXCELLENCE*

## **Internship Report**

**On**

**Digital Marketing Practices by Asiatic Clients: A hands-on  
Initiative through Facebook Platforms**

### **SUBMITTED TO:**

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Date of Submission: 27-03-2019

## **LETTER OF TRANSMITTAL**

27<sup>th</sup> March, 2019

Sarkar Rafij Ahmed Ratan  
Assistant Professor,  
School of Business and Economics  
United International University

**Subject: Submission of Internship Report for Fall 2018**

Dear Sir,

I, Nusrat Amin, have completed my internship under your supervision. I am a single major in Marketing and I was appointed as an intern at **Asiatic Marketing Communications Limited** from 8<sup>th</sup> October, 2018. I am submitting my internship report following the guidelines provided by you. This report is a reflection of my working experience at Asiatic, the office environment, the people I worked with and also the knowledge I gathered while working there as an intern.

I hope you will find this report up to the mark as your expectation and my work as an intern satisfactory. Thank you for guiding me with the internship and being patient throughout the semester.

Sincerely,

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## **ACKNOWLEDGEMENT**

At the very beginning, I would like to express my gratitude to the Almighty Allah for blessing me enough to complete this report. This Internship report is a result of many others help and guidance. I am obliged to these people for their suggestions, support and opinions on how to make this report better. I would like to take this opportunity to express my sincere gratitude to these people.

First of all, I would like to thank my Internship Supervisor, Sarkar Rafij Ahmed Ratan, Assistant Professor, SOBE, and United International University for his guidelines and suggestions on writing this report. He has been patient throughout my internship period and guided me on everything needed as well.

Then, I would like to thank my Organizational Supervisor at Asiatic Marketing Communication Limited, Mr. Didarul Alam Khan, Senior Manager of Community Engagement Department. He has helped me by giving his opinions on how I can do better as an intern. His support was needed as I worked directly under his supervision. I thank him for being motivating and helpful towards me and other interns. I would also like to thank Nafiz Yesdin, supervisor of Pran-Singer-Pepsico Community Management department. He reviewed my work as an intern and also taught me the basics from day one.

Last but not the least, I would like to thank my family members for encouraging me to take up the internship offer. This internship would not be possible without their continuous support.

All of them extended their help and guidance which helped me to complete this report.

## *EXECUTIVE SUMMARY*

I have prepared my report based on the three months of internship program that I am doing in Asiatic Marketing Communications Limited under Community Engagement Department. I took up the internship course (INT 4399) as it is a requirement for completing my undergrad BBA degree.

This report includes Chapter 1, where I have written the introduction and briefly discussed about the company profile. Chapter 2 consists of the elaborate description of the company, analysis of the services they provide with SWOT and PESTEL Analysis and also overview of the competitors. In Chapter 3, I explained my overall experience of the internship program. This is solely my personal view and the things I have come across while working in the company as an intern. Here, I wrote about my assigned duties, job responsibilities and the office environment. Chapter 4 includes my observations and recommendations for the company and the Community Engagement Department. I concluded the report with Chapter 5.

I have been working here as an intern. But if I want I can stay as an executive. Within three months, I have come to gather a lot of knowledge regarding how digital marketing agencies work. I tried to find the shortcomings and also provided the probable solutions using my knowledge from the internship period.

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# **CHAPTER-1**

## **Introduction**

## Introduction

### 1.1 Introduction:

Asiatic is one of the leading marketing communication firms of Bangladesh. They started their journey over four decades ago in the country. Asiatic has been able to create a spectacular reputation with the leading corporate houses, industrial organizations, NGOs, Government bodies, industrialists, entrepreneurs and marketers.

The need of digital marketing had just emerged. Digital marketing is overlooked on the grounds that it is new. Much of the time organizations need to show the customers and make them think about the web-based social networking subtleties. The greater part of the customers has understood the web-based social networking abilities and required the computerized correspondences for their brands. Contingent upon the considerations and cost an agreement occur between the two firms after the essential pitch to the customers. Since they need to keep up various techniques, advanced firms need to see each brand they work for and the objective they are attempting to accomplish. The agreement time fluctuates time to time and once demonstrated; the association's begins getting long time understandings. The computerized firms need to offer the customers applications. A few organizations have their own application and some redistributes these applications. Facebook video additionally has an interest in the market and low spending video substance are coming to individuals more step by step.

### 1.2 Background of the study:

Overseeing Digital Marketing Communication (Social Media Marketing) is the way toward picking up site traffic or consideration through online life destinations. Computerized showcasing itself is a trick all term for locales that may give fundamentally extraordinary social activities. For example, twitter is a social sited marked to give individuals a chance to share short messages or "updates" with others. Facebook, interestingly is an all out person to person communication site that takes into consideration sharing updates, photographs, joining occasions and an assortment of different exercises.

As an understudy of BBA, doing study Marketing, I got the chance to do entry level position in Asiatic Digital, Asiatic JWT. In this manner I picked Social Media Marketing as my

temporary job theme and I trust that this entry level position experience will call attention to how the corporate world truly functions and will assist me with applying hypothetical learning in the useful life. After the finish of my entry level position program, I trust I will almost certainly know how the renowned brands initiate advertising efforts on informal community destinations and what their procedures are.

## **CHAPTER-2**

# **Introduction & Company Profile**

## Introduction & Company Profile

### 2.1 Background of Asiatic Marketing Communication Limited

Asiatic is one of the leading marketing communication firms of Bangladesh. They started their journey over four decades ago in the country. Asiatic has been able to create a spectacular reputation with the leading corporate houses, industrial organizations, NGOs, Government bodies, industrialists, entrepreneurs and marketers.

The journey of Asiatic 360 started in 1966. The agency was called East Asiatic at that time. Back then, there was no concept of brands. They gave service to generic businesses like making campaigns for different business. Gradually, they became the agency called Asiatic 3sixty. With continuous hard work Asiatic became one of the largest and leading marketing communications firms in Bangladesh. It is called Asiatic 3sixty because the firm offers 360-degree marketing solutions to the clients.

Asiatic made an international partnership with J. Walter Thompson in the year 1996. The agency was renamed Asiatic JWT in 2005 which comes from J. Walter Thompson. JWT is the fourth largest marketing agency in the world and doing business over 90 countries with nearly 10,000 employees. They have a client base of 1200 and counting. The partnership was the core reason behind turning Asiatic 3sixty into Asiatic JWT.

Asiatic is helmed by renowned artist Mr. Aly Zaker. He is the Current Chairman and Managing Director of the firm. Mrs. Sara Zaker is the Deputy Managing Director. Irish Zaker and Ferdous Hasan Neville are the Executive Directors of the agency.

Asiatic has a wide range of services to offer to the clients. The firm is not only into making advertisements for clients. Their work ranges from Social Communication, Media, PR activities, and Production Houses, Printing and Broadcast channels like Radio Shadhin etc.

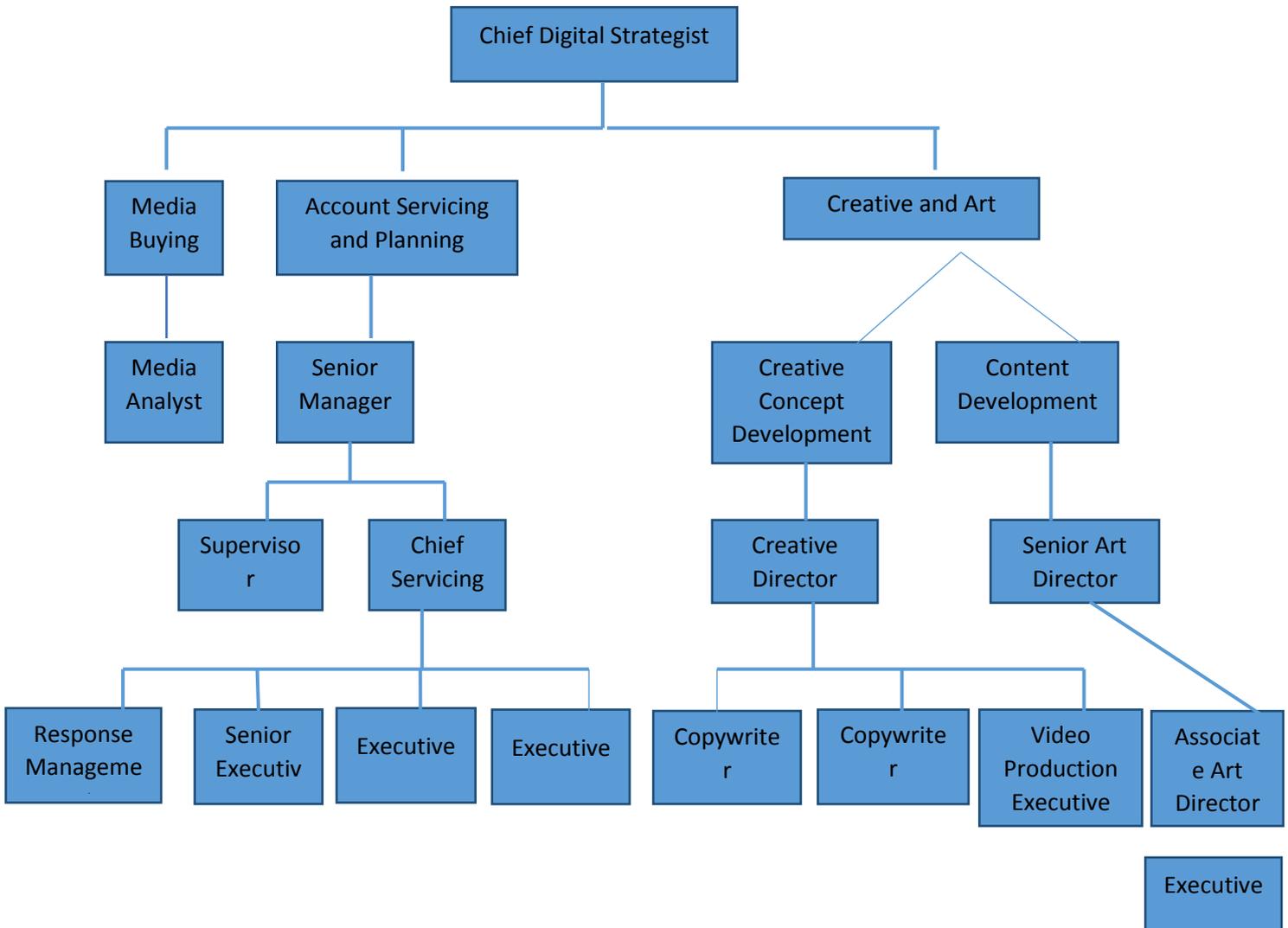
### 2.2 VISION

The vision of Asiatic Marketing Communications Limited is to become the agency of choice when it comes to innovative, client-focused and socially committed service provider.

### 2.3 MISSION

The mission of Asiatic Marketing Communication Limited is to help the clients to achieve their business goals by providing necessary solutions to their digital communication needs.

## 2.4 ORGANOGRAM OF ASIATIC DIGITAL



## 2.5 CORPORATE DIVISION

### ❖ Asiatic JWT:

Asiatic JWT is the associate wing of the international JWT Company in Bangladesh. It shares creative support and also other marketing communication support worldwide to the clients. Asiatic JWT has two main sub-divisions.

### ❖ Asiatic Marketing Communication Limited:

This wing creates all the marketing communications for the clients. They provide all the marketing services starting from a small printed banner to ATL advertisement. This wing provides a 360-degree marketing solution to the clients.

❖ **Group – M:**

It includes – Asiatic Mindshare, Maxus ad Media edge. The core function of these three are Media Buying. They make all the negotiations to buy the media timing in best possible value.

❖ **Forethought PR:**

This unit deals with the managing the public relations and media management. This unit provides the right message to the target customers and does publicity for the product or business. They take help of renowned social activists or personalities to convey the message to the people.

## 2.6 ASIATIC DIGITAL

Asiatic Digital is the digital marketing solution provider of clients. It is a wing of Asiatic 3sixty however; it has its own operational activities and has the capability to work independently in the firm. The journey of Asiatic Digital started off in 2014. At that time, Branding and Digital marketing was becoming a need for the renowned companies in Bangladesh so that they can promote their products/services creatively. Asiatic Digital was born out of necessity to make it easier for the brands to compete and sustain in the business. They were already a part of a large communication group of company; it did not take too long for Asiatic Digital to become successful as a leading digital marketing agency in Bangladesh. Some major clients of ASIATIC JWT are- Nestlé Bangladesh (NESCAFÉ, MAGGI, NIDO, Nestlé EVERYDAY and Nestlé COFFEE MATE), PepsiCo (Pepsi, Mountain Dew, Aquafina and 7up), Marico (Parachute Advanced Hair Oil, SET WET, Bio-Oil), Singer Bangladesh Ltd., PRAN (Pran Sauce, Mr. Mango, Pran Spicy, Frooto, Pran RFL), Asian Paints, Banglalink and many other brands.

## 2.7 DEPARTMENTS OF ASIATIC DIGITAL

There are mainly four departments in Asiatic Marketing Communication Limited. The Client Service team which maintains communications with clients. Their main objective is to know what the client wants. They are the mediator between the client and the creative team. Then there is the creative team which designs the advertisements according to the client's guideline. Then comes the Community Engagement Department which communicates all of this directly to the customers through social media platforms.

The HR Department helps to find the eligible candidates for the agency and recruit them. They take care of the recruitment as well as the employee benefits, compensations, overtime payment etc. They also oversee the work of the interns.

## 2.8 CSR ACTIVITIES

Asiatic Digital also works for some social causes which are associated with different brands. Some of the clients are listed below:

- Bangladesh Government
- BRAC
- UNICEF
- Save the children
- SMC
- Care
- UNFPA
- UNCP
- Transparency International Bangladesh

## **CHAPTER-3**

# **Objectives Methodology and Limitations**

### 3.1 Objectives of the Study:

#### PRIMARY OBJECTIVE

- The primary objective of this report is to use the theoretical concepts of Marketing in practice which I have achieved through my studies from all courses as it is a requirement of BBA program of United International University Business School.

#### SECONDARY OBJECTIVE

- To meet the terms with the entire business procedures
- To gain practical experiences and view the application of theoretical knowledge in the real life.

### 3.2 Methodology:

This report has been prepared on the basis of experience gathered during the period of internship. My entire report can be divided into primary and secondary sources of information. As primary sources, my personal observation while working at Asiatic Digital. There I worked for PepsiCo, Singer team and got a lot of information from my supervisor as well as my seniors. My Boss also made me familiar with the HR policies and the practices of the agency, and also provided other information relevant to the report. Also I have visited PepsiCo corporate office and took interview of high official of PepsiCo Bangladesh, for gathering more practical and factual information about the brand. For secondary sources, in order to make the report an informative one, I took some help from the company's portfolio, company's website for accurate information and searched for relevant articles regarding the HR system and management system of Asiatic JWT.

### 3.3 Limitation of the Study:

1. To develop this investigation a few confinements has been found. Those impediments are:
2. To gather essential information, it is difficult to get the right data from individuals since they probably won't feel good or give their bogus inclination since they need to remain surveyors' sentiments to be unblemished.

3. This is a long haul examine where more data could be incorporated. Because of the absence of time I was unfit to incorporate all the data through.
4. The exact examination needs great measure of money related help, on account of that fiscal restriction it is unimaginable utilize the full possibility of this exploration.
5. To watch the entire enterprise exercises and concoct a productive outcome requires tremendous measure of time, so time limit is another critical constraint of this investigation.
6. The entry level position proposition is led dependent on a few optional information which were fairly wasteful or problematic.



# **CHAPTER-4**

## **Social Media Marketing**

## 4.1 SOCIAL MEDIA MARKETING

Social Media Marketing is a type of web promoting that includes making and sharing substance via web-based networking media organizes so as to accomplish your advertising and marketing objectives. Web-based social networking promoting incorporates exercises like posting content and picture updates, recordings and other substance that drives gathering of people commitment, just as paid web based life publicizing. Online life showcasing can help with various objectives, for example, Increasing site traffic. Building changes. Raising brand mindfulness. Making a brand personality and constructive brand affiliation. Improving correspondence and cooperation with key groups of onlookers.

## 4.2 How Social media influencing customer satisfaction

Online life has changed how purchasers and vendors interface and expanded contribution through web-based social networking may yield constructive outcomes for deals associations if sales reps use it in encouraging their practices. Through the point of view of significant worth creation, we test the intervening impacts of sales rep data correspondence practices between web-based life use and consumer loyalty. Utilizing salesman announced information, inside a B2B setting, we observationally test a model utilizing basic condition displaying. Salesman's utilization of web-based life is found to affect data correspondence practices, which improve sales rep responsiveness and consumer loyalty. Additionally, sales rep responsiveness is found to have a positive association with consumer loyalty. Discoveries recommend that online life assumes a vital job in conveying data to clients, however as a predecessor upgrading sales rep practices to build consumer loyalty as opposed to an immediate factor. This urges supervisors to deliberately evaluate objectives identified with web-based life utilization of their business compel.

## 4.3 Social Media Marketing Rules:

Business and site proprietors need to control the intensity of web based life promoting to help lift their client base drastically. The different stages when utilized well can make a brand buzz just as improve an organization's main concern. Comply with these six principles underneath and you will most likely increment their online substance quality and serve your image and clients.

### **1. The Listening Rule**

The organization, as throughout everyday life, should do not so much talking but rather more tuning in. Find out about what the intended interest group is talking about. Comprehend what is essential and what they incline toward. At that point join such exchanges, making content that will include esteem and not simply dull talk that is simply mess.

### **2. The Quality and Value Rule**

Quality trumps over amount whenever. It is smarter to have 2,000 routinely snared and intrigued online associations, the individuals who read, talk and offer organization's substance, than 20,000 associations that will vanish after the primary read. Increase the value of discussions, Asiatic create connections and make stunning substance. At that point they watch their endeavors transform into more traffic that offers and connections back to them and see the expanded transformations.

### **3. The Focus Rule**

Substance and online life promoting ought to be as explicit and specific as could be expected under the circumstances. Being a handyman can put off genuine potential customers and their endeavor at being an expert in things they are great at may crash and burn. So they profoundly engaged and fabricate a brand that is solid and conspicuous; that is a certain formula for progress.

### **4. The Accessibility and Patience Rule**

Distributing content once and after that vanishing for two months won't win their any group of onlookers. They ought to be accessible and reliable in substance production. Take part in online discussions with the goal that they would-be devotees can follow you effectively: that is being open. To accomplish results in substance and online life promoting they must be there for the whole deal, so they are focused on it.

### **5. The Acknowledgment and Reciprocity Rule**

The way to internet based life showcasing is building connections. Recognize everybody who connects with the organization. Organization should share other individuals content in the

event that they need them to do likewise for them. They may get a following of perusers who realize that they should not have to go to another site, as they will keep them educated on different improvements without them doing a lot of perusing and filtering.

## **6. The Influence Rule**

A few people are online influencers who have groups of onlookers that will in all probability be keen on what customers are putting forth, items or administrations. In the event that they can catch such individuals' consideration as a wellspring of accommodating data and an expert at what they do, odds are that they will impart organization's connect to their supporters and put their substance out there.

## 4.4 SOCIAL MEDIA MARKETING OF ASIATIC JWT

ALL SOCIAL PLATFORMS (FACEBOOK, YOUTUBE).

### Facebook

Facebook is huge. As the biggest informal organization on the planet, it has more than 2.20 billion dynamic clients, 66% of whom sign in every day. Facebook went from being obscure barely 10 years prior to having billions of individuals utilizing it today. The inquiry is: how would you focus on those clients with your showcasing? Fortunately the Facebook publicizing stage enables it's client to focus in and indicate the kind of individuals they're searching for. Clients can focus by area, socioeconomics, interests, and considerably more. In this chapter, the basics of how to use Facebook for user's advantage will be discussed

### **Who's On Facebook?**

Facebook may have begun as an informal organization for undergrads, at the same time, at this point, about everybody with a web association is utilizing it.

The base age necessity is 13, and there is motivation to trust it is being utilized by all other age gatherings.

Facebook doesn't openly discharge information on their most well known age gathering, however a study by Pew demonstrated that person to person communication is most prevalent with the 18-29 age gatherings. Its fame diminishes with age. It is least well known with those 65 and more seasoned.

Regardless of what age aggregate somebody is focusing, there will be all that anyone could need of those clients on Facebook.

### **How Can Someone Market on Facebook?**

Facebook has three devices (pages, promotions, and gatherings) that can be utilized by anybody. Every one of these choices has its very own motivation and they can be consolidated for more prominent reach.

#### **Pages**

Facebook pages are like profiles, however for organizations, associations, and open figures. Clients can "Like" a page, which implies they'll consequently get refreshes from that page in their news channel. Be that as it may, so as to see the posts each time they are included, client need to tap the choice to see posts first. Something else, it's conceivable they won't see the updates on the grounds that Facebook needs Pages to help (burn through cash) posts for greater perceivability and reach.

Clients likewise have the choice to "Like" a page yet not tail it. (Clients likewise can pursue a few profiles.)

While profiles require a common connection between companions, pages can be enjoyed by anybody, without a necessity for the page maker to acknowledge a fan.

They likewise don't have a confinement on the quantity of companions/fans they can have (in contrast to profiles, which are restricted to 5,000 companions).

**Advantages:** Pages are free and easy to set up.

**Disadvantages:** It can be hard to get a foothold and build a fan base with a page.

### Ads

Facebook offers a fantastic targeted advertising platform.

User can create ads targeted at specific geographic areas, ages, education levels, and even the types of devices used for browsing. Facebook also lets users hide ads they don't like and "Like" a page right beneath an advertisement:

**Advantages:** Pages are free and simple to set up.

**Disadvantages:** It can be difficult to get a dependable balance and manufacture a fan base with a page.

### Groups

Facebook bunches are like talk discussions, yet with extra highlights those pages and profiles have (like a course of events). Client can make bunches identified with their industry or item contributions as an approach to connect with potential consumers.

**Advantages:** Groups are free and have elevated amounts of commitment.

**Disadvantages:** Groups can be very tedious.

### How to market with pages:

Facebook pages are the least difficult, most straightforward approach to begin showcasing with Facebook.

They're free, moderately simple to set up (in any event in their essential structures), and unimaginably adaptable. There's a sorry drawback, either.

Lamentably, numerous organizations don't utilize them to their maximum capacity, or more terrible, use them ineffectively. These rules will help use to abstain from committing those errors.

### Profile Photo and Cover Image

Profile and cover photo get maximum reach for a page or profile. Asiatic JWT makes sure to keep the running campaign related photo to the respected client's Facebook page to ensure the maximum reach of the campaign.

### "About" Section

The "About" area is conspicuously put appropriate underneath their organization logo. This is their opportunity to advise anybody going to their page what your business does.

Asiatic JWT ensure that, they put great data here, telling individuals what their organization does, why they are extraordinary, and other fascinating subtleties. They set aside the effort to compose it explicitly for your Facebook group of onlookers.

### Post Useful Information to Timeline

What somebody post to your divider will appear in the news sources of everybody who has "Enjoyed" the page, similarly as it does when they present something on your own profile.

Asiatic ensure what they're presenting is valuable on your fans. They don't post unlimited updates about a similar thing and don't post an excessive number of updates, stopping up the news channels of their fans.

Here are a few thoughts Asiatic use to oversee Facebook page:

- Links to articles identified with the organization or industry
- Links to organization's blog entries
- Coupon codes for fans to save money on customer's items
- New item declarations
- Links to online apparatuses fans may discover helpful

Once more, they ensure that their posts are valuable. Likewise, they don't post over and over every day except if there's an extraordinary occasion going on.

### **Ask Fans Questions**

Getting fans required with page is an extraordinary method to move devotion.

Making inquiries in their updates gets individuals included yet without anyone else terms.

What they ask depends generally on customer's item and their specialty, yet asking open-finished inquiries typically gathers the best reactions.

Asking assessments on another item thought or undertaking can be a decent method to persuade the fans that customer's organization thinks about what they need. Getting greater commitment on a post may likewise enable them to achieve the highest point of the Facebook News Feed.

Don't Spam

Spam is one of the fastest approaches to lose fans. On the off chance that they don't do anything yet convey limited time blurbs about customer's organization, while never including anything of significant worth, at that point they will experience serious difficulties getting and keeping fans.

Before Asiatic convey an update, they inquire as to whether it genuinely increases the value of the discussion. If not, they don't send it or post it to their page.

### Study Statistics and Results

Facebook Insights offers some extremely incredible examination for pages. Asiatic focus on them. In the event that they see a major flood in fans (or a drop off), see what they've posted as of late and check whether they can make sense of an explanation behind the pattern. At that point, they post a greater amount of that sort of substance (or less, on the off chance that they're losing fans).

### Targeted Advertising

Since it assembles so much statistic data about its clients, Facebook has a standout amongst the best-focused on promoting programs on the web.

Asiatic target clients dependent on for all intents and purposes anything they may discover in their profiles, just as the track they accomplishment with each fragment.

Promotions can be kept running on for each impression or per-click premise. Facebook indicates what offers are for promotions like them, so they know whether their offer is in accordance with others in the business. They likewise set day by day restricts so there's no danger of blowing the financial plan.

### Types of facebook Ads

There are various promotion subtypes.

Asiatic make promotions that direct to your Facebook page, or to a site, not on Facebook. They make advertisements to advance a Facebook occasion. They make promotions for portable application introduces and application commitment.

### Users Can Hide your Ad

Facebook used to offer the alternative to "Like" any ad on Facebook. Not any longer. Individuals can "Like" a commercial (if it's that type) or shroud the advertisement. After shutting a promotion, Facebook asks the client to indicate for what valid reason they didn't care for it.

It's important data, giving understanding into why their advertisements probably won't do great.

### Powerful Targeting Options

As of now referenced, Facebook has the absolute most dominant focusing on instruments of any web-based publicizing program.

Asiatic focus by essentially anything on a client's profile. They begin with the area if that is imperative. Asiatic determine either city, postal district, region, or state. This works especially well for neighborhood organizations. From that point, they can pick essential socioeconomics, including relationship status, age, working environment, training (counting major and long stretches of participation), birthday, and considerably more.

Asiatic target promotions to individuals who have as of late moved. In this way, on the off chance that they are working for a dress organization and need to discover every one of the people who as of late moved to the region of the customer's place, they focus on their advertisements and promotion duplicate to those people.

They likewise target individuals dependent on their interests. State, for instance, on the off chance that they have an item that is focused at baseball fans. They enter baseball in the Interests field.

Or on the other hand, possibly they're working for a writer who have composed a book and they're certain that individuals who like another specific book will like theirs. They enter the book's title under Interests, and they'll explicitly focus on those clients. Asiatic even can focus on a private rundown of clients. On the off chance that they've a rundown of email locations of individuals that they need to target, they utilize Facebook's advertisements administrator to target only those individuals. Along these lines, in the event that they are working for an organization who maintain a business and have 200 individuals on their "prospect list," they utilize their email delivers to target them with promotions on Facebook.

#### Customize Ads

The other enormous favorable position to firmly focus on advertisements is that Asiatic make distinctive promotions for various statistic gatherings. Better-focused on promotions are going to collect better outcomes.

On the off chance that they're focusing on BPL (Bangladesh Premier League) fans, they make singular promotions for various well known groups. They have one advertisement explicitly gone for Dhaka Dynamites, one at Chittagong Vikings, and another at Khulna Titans, and after that they demonstrates those promotions appeared at individuals who have shown to their Greatest advantage that they are aficionados of those groups.

Or on the other hand, they target individuals dependent on their adoration for a specific book. They notice that book in the advertisement itself to make it bound to grab their eye. They make distinctive promotions for various books, and after that objective appropriately.

#### Youtube

##### *Understand YouTube Analytics*

Understanding YouTube Analytics can seem daunting at first. Asiatic use youtube analytics for managing client's ad campaign.

## Determine Goal

First of all, Asiatic can't gauge their prosperity without deciding the objective. On the off chance that they've shot, altered, transferred, advanced, and shared customer's video then they set an objective with respect to gathering of people reach. The objective is gotten from the video procedure from start to finish.

They center around focusing on one objective for every video. The absolute most basic video objectives are to expand brand mindfulness or perspectives, clicks, or inbound connections and social offers. Contingent upon how they will utilize the video in the showcasing material, the objective could be to build the open rate of an email arrangement or improve the transformation rate on a point of arrival. YouTube is an incredible stage for developing brand mindfulness.

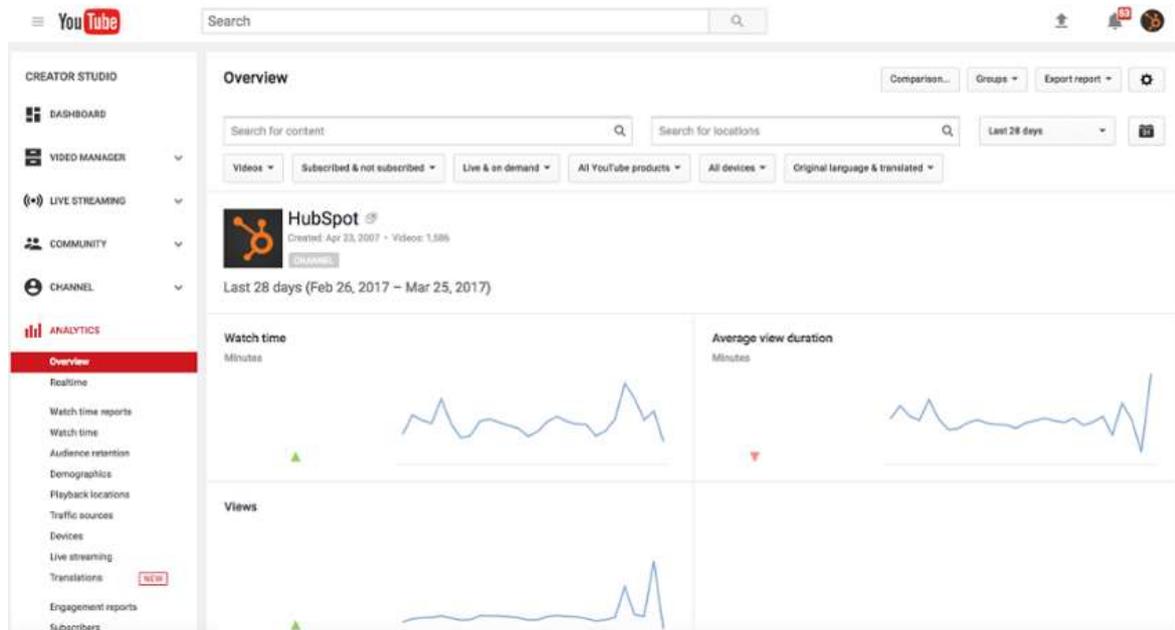
As the world's second biggest web crawler, YouTube enables their recordings to be seen through natural pursuit or paid publicizing. Video is an extraordinary method to refine customer's image by displaying genuine representatives, clients, or accomplices. It likewise enables them to manufacture believability by distributing instructive substance that helps their objective purchaser. Advancing the recordings through paid promoting versus natural inquiry impacts the sort of video they make. On the off chance that they're intending to build mindfulness naturally, they think about recording the historical backdrop of customer's organization, client surveys, or item instructional exercises.

## Key Metrics to Track

Since we've discussed why deciding an objective is so critical, we can talk about how to viably quantify achievement. At first look, YouTube investigation can be really overpowering. On the other side, it's baffling when they post a video and don't get the same number of perspectives or as much commitment as they were anticipating. YouTube investigation demonstrates how watchers found their substance, to what extent they watched it, and the amount they drew in with it. To begin with, head to [youtube.com/investigation](https://youtube.com/investigation). Asiatic coordinated to an investigation dashboard that demonstrates an outline of how their recordings have been performing amid the previous 28 days. They change the investigation

time allotment by tapping on the drop-down menu in the upper right-hand corner. The review report includes some best line execution measurements, commitment measurements, socioeconomics, traffic sources, and well known substance.

They additionally channel their outcomes by substance, gadget type, topography or area, all video substance or playlists, supporter status, playback type, traffic by various YouTube items, and interpretations. Notwithstanding sifting outcomes, YouTube enables them to show their outcomes in a wide range of diagrams and even an intelligent guide.



While there is no one-size-fits-all approach for reporting and measuring the success of a campaign, below are a few key metrics that they pay attention to.

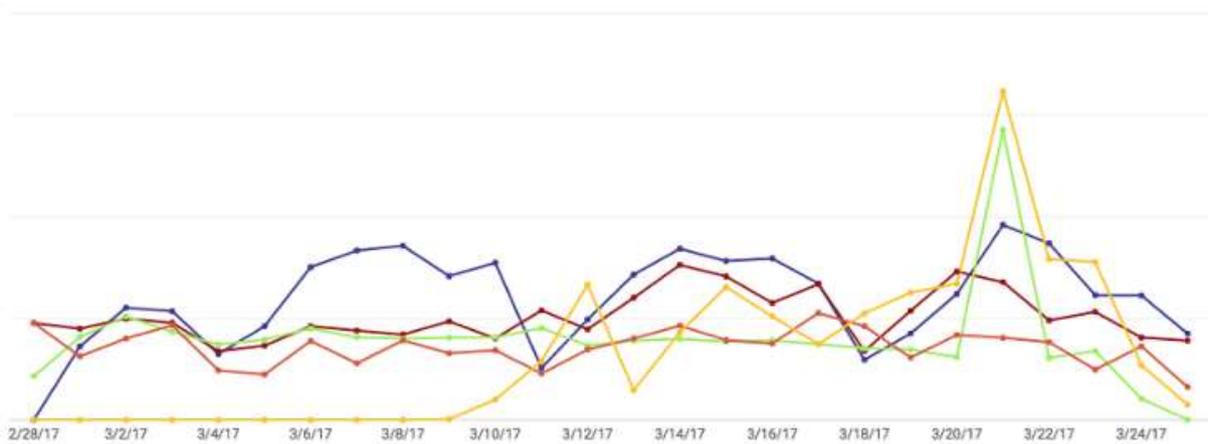
### Watch Time and Audience Retention

Watch time reports the absolute number of minutes the group of onlookers has spent review their substance on the channel all in all and by video. This encourages Asiatic to perceive what bits of substance watchers are really expending rather than simply tapping on and exploring ceaselessly. Watch time is critical on the grounds that it's one of YouTube's positioning variables. A video with a higher watch time is bound to rank higher in results. YouTube gives a detail write about watch time, sees, normal view term, and normal rate saw for individual recordings, area, distribute date, and that's only the tip of the iceberg. A video's normal rate saw, or degree of consistency, shows the normal level of a video their gathering of people watches per see. A higher rate implies there's a higher shot that their group of onlookers will watch that video until the end. They place cards and end screens in recordings

with a higher normal rate saw rate to improve the quantity of perspectives your invitations to take action get.



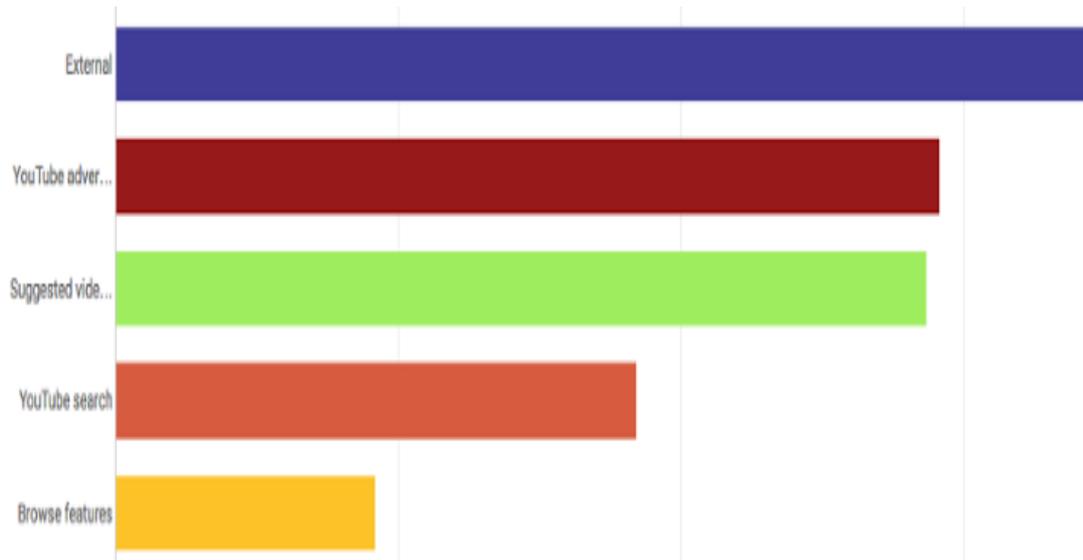
Sample Watch Time line Chart



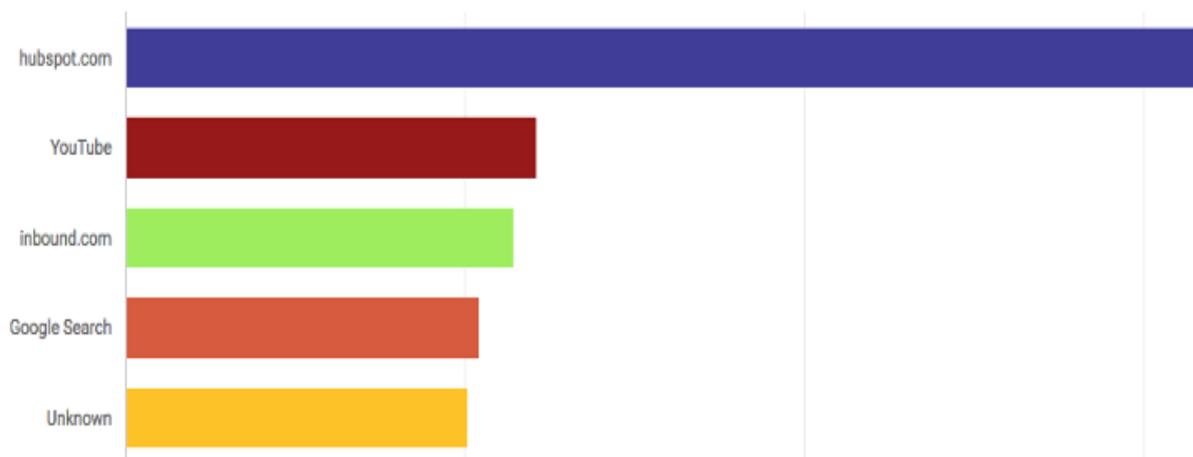
Sample Watch Time Multi-Line Chart

### Traffic Sources

The traffic sources report demonstrates how watchers are discovering Asiatic's substance on the web. This gives important knowledge on where to best advance customer's YouTube content. For instance, they can check whether watchers are discovering customer content through YouTube pursuit or Twitter. To see more top to bottom traffic revealing, they click on the general traffic source class. This information can help refine their YouTube promoting procedure. They advance their metadata dependent on their discoveries.



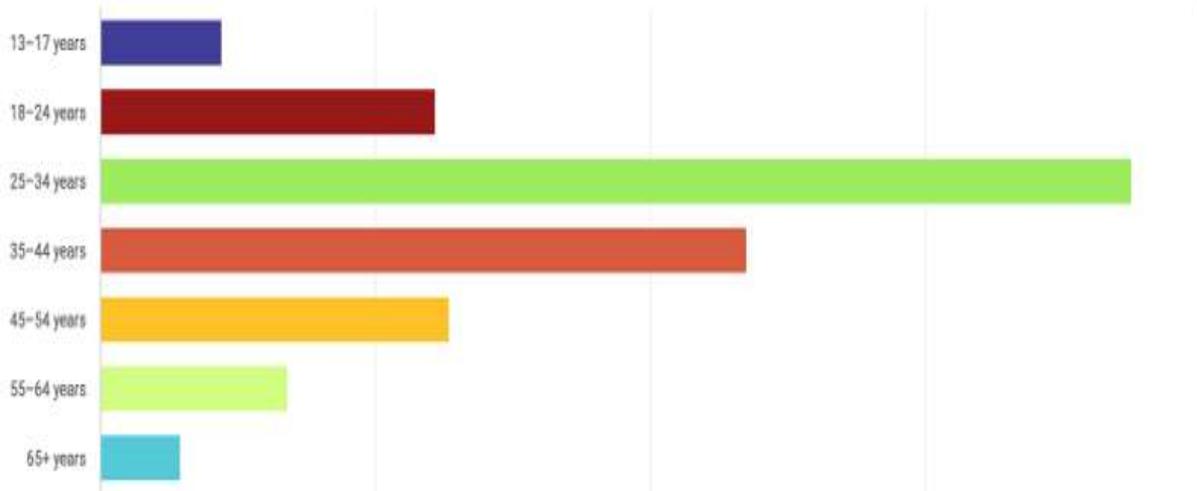
Sample Traffic Sources Overview Bar Chart



Sample External Traffic Sources Bar Chart

## Demographics

The socioeconomic report causes them to comprehend their gathering of people by providing details regarding their age and sex. They separate age gatherings and sexual orientations by other criteria like topography.



Sample Demographics Bar Chart

## Engagement Reports

Engagement reports help you realize what content is reverberating with your group of onlookers. Here you can perceive what watchers are clicking, sharing, remarking, and advancing. You can likewise perceive how your cards and end screens are performing in your commitment reports. Cards and end screens reports help you realize what your group of onlookers is drawing in with so you can improve your suggestions to take action in future recordings.

## 4.5 ANALYSIS OF THE INDUSTRY

The marketing agency industry is a risky business as it only ensures an above average return. This is why the agencies always follow cost cutting financial strategy to operate their business. The industry is operating only based on the need of different company's necessity to reach their customers and engage them with their products or services. Advertising agencies are doing this very thing for their clients. Now, the digital marketing process has come to the picture and agencies have big advantage on it as clients depend on them for advertising their products digitally.

## 4.6 OVERVIEW OF KEY COMPETITORS

Advertising has been a means to promote products for a long time now. Digital marketing is the demand of the new era. Most people specially the new generation like to connect through social media platforms rather than calling or meeting someone directly. This makes the digital marketing sector a lucrative ground for business. There are a lot of competitors of Asiatic Marketing Communication Limited. I have mentioned a few of them below:

### 3.5.1 GREY ADVERTISING BANGLADESH:

Grey advertising Bangladesh Limited is one of the ten largest advertising agencies in the world, with offices in 91 countries. Grey advertising Bangladesh Limited is one of the newest ad agencies as well. Started only in 1996, Grey advertising Bangladesh Limited has been able to strengthen its market position strongly – thanks to its multinational experience and ‘Global’ approach to business. Grey advertising Bangladesh Limited develops highly creative solutions to marketing problem on a worldwide basis. Its service includes brand positioning; brand planning; creative development; and production. It is also planning to elevate a new generation of management.

### 3.5.2 MAGNITO DIGITAL:

Magnito Digital is one of the largest digital agency of Bangladesh with a team of more than 70 people. They are famous for our unconventional company culture. Their experience and massive setup allows them to deliver services at unparalleled scale. They have worked with the largest clients of Bangladesh and have built leading brands in the digital space.

### 3.5.3 OGLIVY BANGLADESH:

It is a top rated multinational full-service advertising and brand communications agency successfully operating in Bangladesh. Ogilvy & Mather operates its business worldwide with its 450+ offices in 120 countries. Ogilvy & Mather Communications Pvt. Limited is one of the largest marketing communications group in the world.

There are also many other competitors like Addcomm limited, Bitopi Communications, Analyzen etc.

## **CHAPTER-5**

# **Analysis of the Organization And its Strategies**

## 5.1 TARGET MARKET

Business and companies who want to reach their consumers through extensive communications like advertisements, digital marketing, PR activities etc.

## 5.2 SERVICES PROVIDED BY ASIATIC DIGITAL

Asiatic Digital is one of the leading agencies of Bangladesh. Their B2B base is the strongest in the business. They provide a 360 degree solution to the business and also help them to promote themselves. Many leading companies are clients of Asiatic Digital such as Igloo, Pran, Marico, PepsiCo, Singer, Nestle, etc.

They provide mainly services from the Client Service, Creative and Community Engagement Department. Client Service team creates a liaison between client and the Creative Team. Creative team designs the whole concept according to the client. They are the main force behind the success of the agency. Community Engagement Department publishes the communications and conveys the message directly to the customer through posts via Facebook.

### List of Facebook pages of Asiatic team:

- |                                       |   |                       |
|---------------------------------------|---|-----------------------|
| 1. Pepsi Bangladesh                   | 7. Parachute<br>Advanced Extra<br>Care                | 12. BRAC Bank<br>TARA |
| 2. 7UP Bangladesh                     |   | 13. Igloo Ice-cream   |
| 3. Mountain Dew<br>Bangladesh         | 8. Parachute<br>Advanced Body<br>Lotion<br>Bangladesh | 14. Singer Bangladesh |
| 4. Aquafina<br>Bangladesh             |   | 15. Jhatpot           |
| 5. Parachute<br>Advanced              | 9. Bio-Oil<br>Bangladesh                              | 16. Pran Sauce        |
| 6. Parachute<br>Advanced Aloe<br>Vera | 10. HONDA,<br>Bangladesh   DHS<br>Motors Ltd.         | 17. Hojom Candy       |
|                                       | 11. BRAC Bank<br>Limited                              | 18. Pran spice        |
|                                       |   | 19. Bisk Club         |
|                                       |   | 20. Mr. Mango         |
|                                       |   | 21. Pran fruit drink  |
|                                       |   | 22. Pran dairy        |

23. Tango

25. RFL Furniture

24. All Time

1. Asian Paints

### Role and responsibilities:

- Making the template friendlier for the customers
- Replying to the customer queries
- 100% response rate
- Giving solutions to customers via Facebook
- Making monthly report only for Singer Bangladesh Ltd.
- Compile Sponsorship, Dealership and other complain issues and mail it to the clients.
- Compile each and every “Singer” inbox messages to excel.

#### 5.2.1.1 SINGER

Initially, my task was to understand each singer product and service details from their official website. <https://www.singerbd.com/>. Also, my task was to read and understand the excel file which was made by our team. From these two sources, we can give information to our customers. From beginning of the day, my supervisor told me singer is our first priority. So, my first task was to learn singer products information and learned how to reply the customers query. First 2/3 days I just observed all inbox messages and comments and learned how to handle customers query.

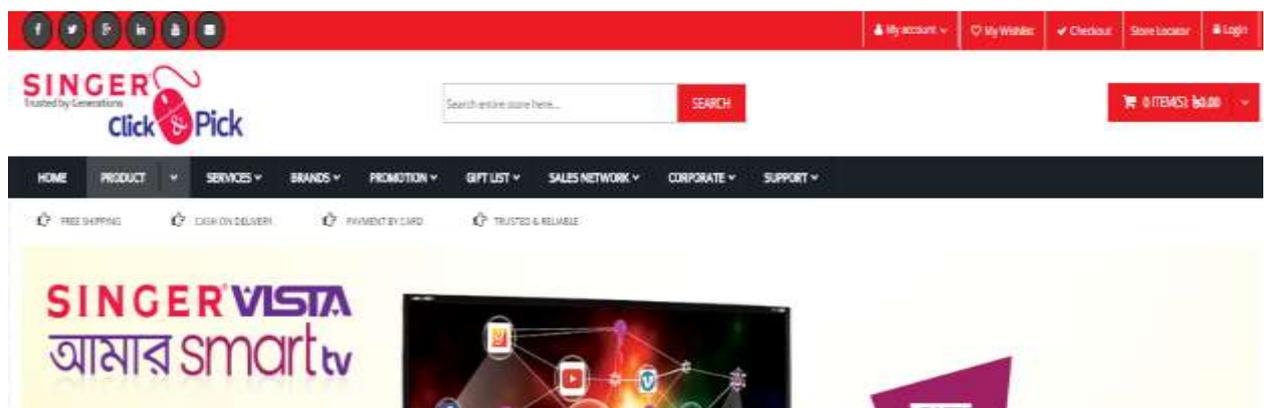


Fig: Singer Bangladesh Official website.

Here is our team excel file from where we can collect information about any query in all assign pages. In many cases, we cannot give information to our customers. In this situation,



AC	Farhan Azhar	Manager, Product	<a href="mailto:farhan@singerbd.com">farhan@singerbd.com</a>	01714-116197
Water Filter				
IPS				
LED	Zahidul Hasan	Asst. Manager, Product	<a href="mailto:zhasan@singerbd.com">zhasan@singerbd.com</a>	01712-063546
Computer				
Furniture	Md. Quamruzzaman	Asst. Manager, Product	<a href="mailto:qumruzzaman@singerbd.com">qumruzzaman@singerbd.com</a>	01753-267566
Kitchen Appliances (Microwave Oven/Rice Cooker)	Hasib Yamany	Asst. Manager, Product	<a href="mailto:yamany@singerbd.com">yamany@singerbd.com</a>	01713-092016
Washing Maching				
Sewing Machine	Munmun Rahman	Officer, Product	<a href="mailto:munmun@singerbd.com">munmun@singerbd.com</a>	01772-686009
Kitchen Appliances (Toaster/Hand Mixer/Sandwich maker/Pressure cooker/Cookware/Voltage Stabilizer/Tawa/Instant Shower Heater/Electric Kettle)	Faisal Ibne Alam	Officer, Product	<a href="mailto:ibne@singerbd.com">ibne@singerbd.com</a>	01792-086038
Blender/Mixer Grinder/Food Processor/Gas Oven/Burner/Iron/Safe/Fan & Air Cooler	Humayun Kabir	Asst. Manager, Product	<a href="mailto:humayun.kabir@singerbd.com">humayun.kabir@singerbd.com</a>	01716-872284
Product Servicing complaints (broken, repair, servicing, delay in servicing, service center, disturbance in product, franchise technician, technician)	MD Nazrul Islam	Senior Service Supervisor	<a href="mailto:nazrul@singerbd.com">nazrul@singerbd.com</a>	09606600104
	MD Sadi Miah	Senior Service Supervisor	<a href="mailto:sadi@singerbd.com">sadi@singerbd.com</a>	
	MD Nazmul Hasan	Senior Service Supervisor	<a href="mailto:nazmul.hasan@singerbd.com">nazmul.hasan@singerbd.com</a>	
	Anwar Hossen	Service Manager, In Charge	<a href="mailto:anwar.hossen@singerbd.com">anwar.hossen@singerbd.com</a>	

### 5.2.1.2 Mailing system:

Already I discussed if we face any difficulties, at first we informed in our facebook messenger. Most of the time issues are solved in here. But in case we don't know the issue then we mail to our client. Also for every singer product and service we need to mail to our client. We have our own excel file from where we can get mail address of respective department. For example if the complaint is personal and branch manager related then we mail to Singer Brand manager Rahil bhai who handle this issue. Also he is now in charge of our all mail issue that's why always we keep him as a CC in all mail. Then for example if the complaint is AC related then we mail to AC product manager and for all after sales service related problems we sent mail to four senior Service manager.

Also for all mail, we keep our department head Didar bhaia in CC. Who check our all activity.

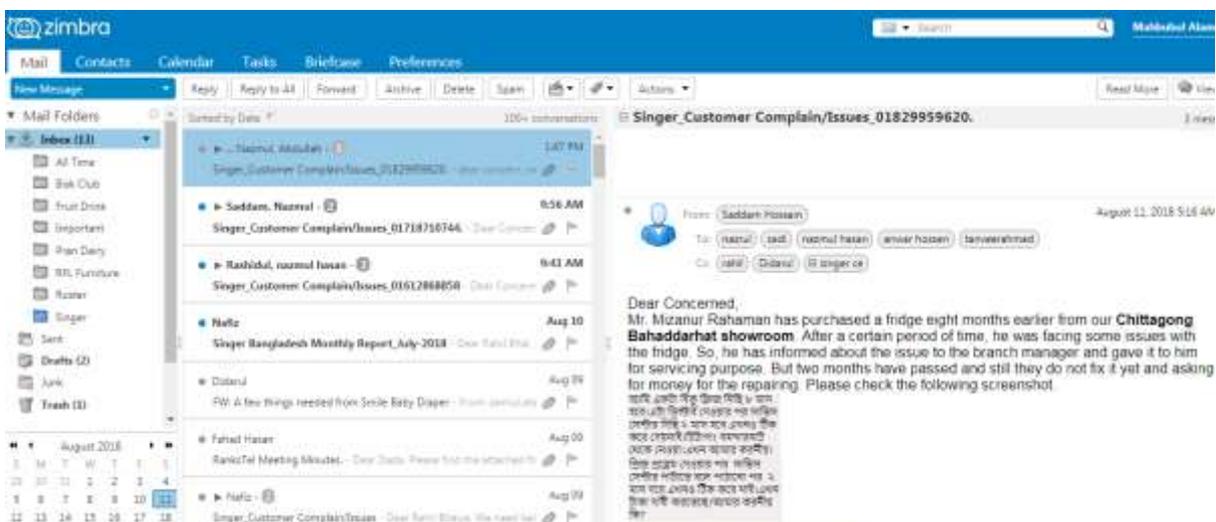


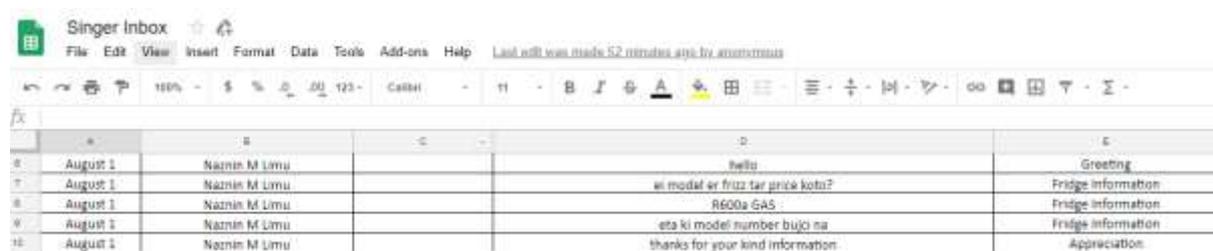


Fig: Our mailing system

We use Zimbra.com as our mailing communication. For any complaint we write the problem in our own way and give customer screenshot.

Fig: Screenshot of Excel file of our community touch point of Singer.

Our every team members have responsibility to compile each and every customer messages in google sheet in order to make the monthly report. This google sheet has four columns. Date, Customer FB name, message content and issue which is done by us. Like one of our customer query is freeze related query so the issue should be fridge information. Issue is our important thing as in monthly report it will be applied in excel and according to the information we make power point slide.



	A	B	C	D	E
6	August 1	Nazrin M Limu		hello	Greeting
7	August 1	Nazrin M Limu		is modal er frizz tar price koto?	Fridge information
8	August 1	Nazrin M Limu		REDOO GAS	Fridge information
9	August 1	Nazrin M Limu		eta ki model number bujci na	Fridge information
10	August 1	Nazrin M Limu		thanks for your kind information	Appreciation

Fig: Singer message google sheet. (Screenshot)

Also before the making of monthly report we have to export all comments of each post for the last one month. We use “socially” tool to export all comments from Facebook post. After compile all messages and comments, our supervisor made monthly report through Microsoft excel and power point but as I am a new employee, i was not directly involved in report but my supervisor trained me how to make this report with the help of power point and Microsoft excel.

### 5.3 Mountain Dew:

We have four type of products like: Pepsi, 7Up, Mountain Dew & AcquaFina under Transcom Beverages Ltd.

Recently, Transcom Beverage has made a very big campaign for Mountain Dew. Specially, the main reason behind this campaign of Mountain Dew “DEW KHAO BIKE PAO” is to increase sale and engagement of consumers more and more. The deadline of this campaign was from 15th September, 2018 to 15th November, 2018. Since I have joined in ASIATIC JWT at 4th October, so from that particular day, I am assigned to work on this campaign. My

job responsibility is to reply queries of various comments & inboxes through social media and mail to client based on product purchase or freeze purchase.

### 5.3.1 Campaign terms & conditions:

There are some mandatory terms & conditions for this campaign.

- Participant must have to be 18 years old.
- Participant can't use free sms, emergency balance & bundle pack.
- Participant must have to use main balance of mobile through sms.

### 5.3.2 Campaign Description:

Till now this is one of the biggest campaign under Transcom Beverages Ltd. This campaign was continued for two months and it happened throughout the whole country.

To participate in "DEW KHAO Suzuki Gixxer SF BIKE PAO" campaign, just buy a Mountain Dew 400ml bottle! look under the cap for the 9-digit code and send it to 26969. After sending the 9-digit code to 26969, the prize will be confirmed through an automatic response. To confirm the rewards, please save the confirmation SMS and the cap.

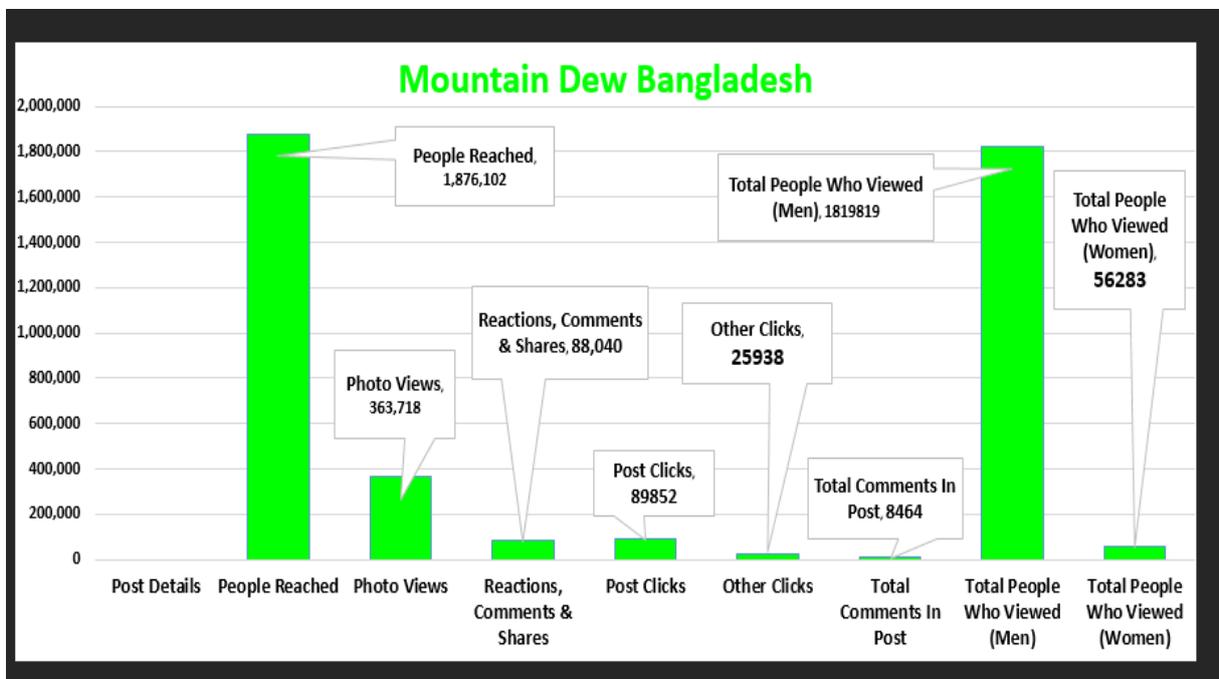
We were offering three types of prizes for this campaign.

- Participants can win an exclusive bike every week!
- One bicycle every day.
- Guaranteed mobile recharge (10 taka).



To know more about Mountain Dew “DEW KHAO, BIKE PAO” campaign, please visit the following link: <https://bit.ly/2NQcuv1>

The consumers who followed the exact terms & conditions and participated in this campaign but didn’t get any prize were asking to us for the prize through inbox & comment section. Then we were collecting that particular consumer’s contact details and forwarded it to our WhatsApp IT team. Then our WhatsApp IT team handled the whole situation. After that, we confirmed about the whole issue regarding that particular’s deserved prize and sent the confirmation mail to client regarding this revised communication with consumers. Here given below the screenshot of revised communication mail:



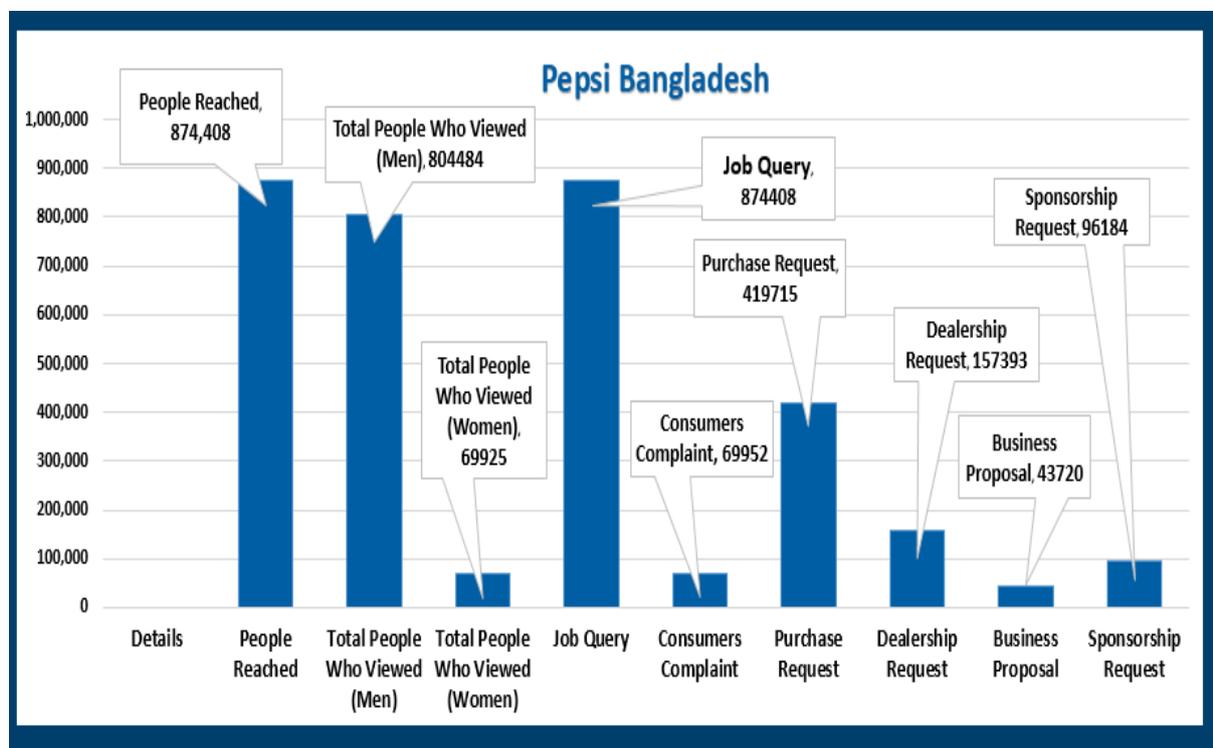
Here given below the chart of people reached, photo view, reaction, comments, shares, total people who viewed (MEN & WOMEN) percentage of our Mountain Dew Bangladesh page:

Here, we have shown the chart of our total analysis of our all pictures- Post views , people reached, reactions, comments, shares, total view of people (Men & women) during the campaign of “DEW KHAO BIKE PAO”. It was a big campaign of Transcom Beverages Ltd . The number of people reached in every post was 1,876,102 ; Reaction, comments & shares in every post was 88,040; Post was clicked by 89,852 in every post; Other clicked was 25,938; Total people who viewed men’s was 1,819,819 and women was 56,283.



## 5.4 Pepsi Bangladesh:

Pepsi is a carbonated soft drink manufactured by PepsiCo. Originally created and developed in 1893 by Caleb Bradham and introduced as Brad's Drink, it was renamed as Pepsi-Cola on August 28, 1898, and then as Pepsi in 1961. The company is the exclusive PepsiCo Franchisee for Bangladesh. TBL owns and operates three modern plants in Konabari, Mawna and Chittagong for bottling the renowned soft drink brands: Pepsi, 7Up, Mirinda, Slice, Mountain Dew, Pepsi Diet, 7Up Light and Aquafina water and market leader by far. To deliver sustained growth in Bangladesh and move towards dominant Beverage Company, delighting & nourishing every Bangladeshi, by best meeting their everyday beverages needs & stakeholders by delivering performance with purpose, through talented people.



Here given below the chart of people reached, photo view, reaction, comments, shares, total people who viewed (MEN & WOMEN), Job query, Purchase request, Dealership request, Sponsorship request, Business proposal percentage of our Pepsi Bangladesh page:

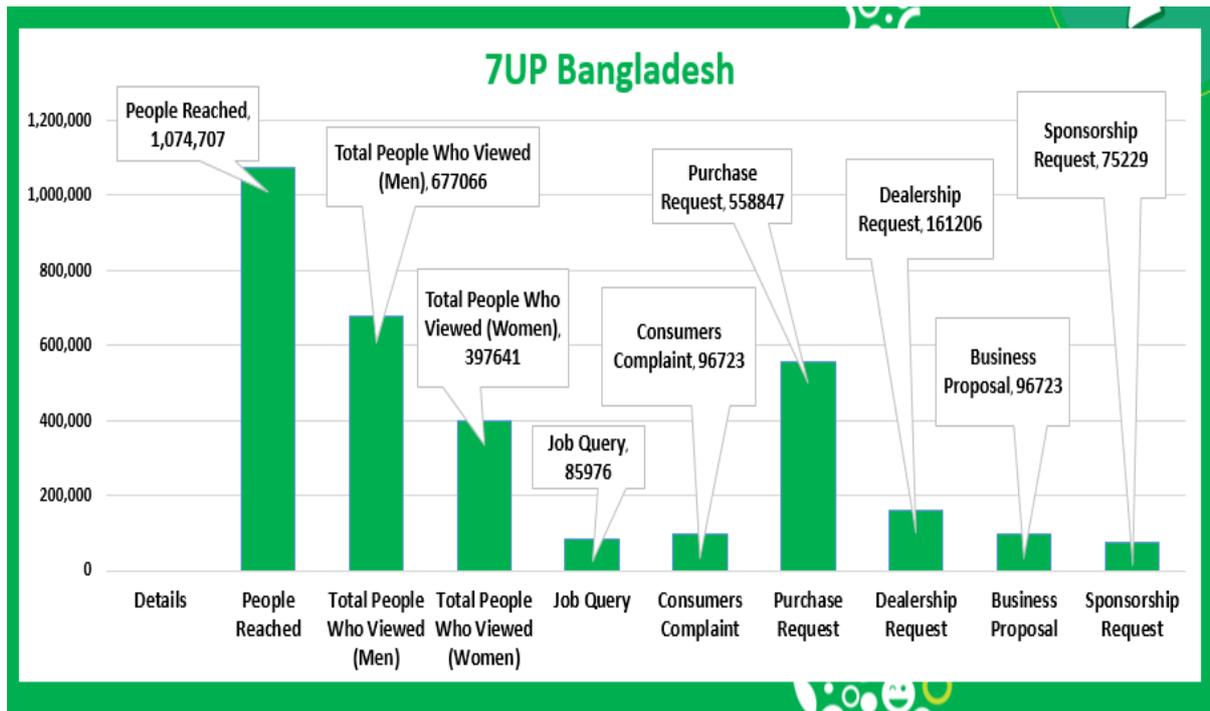
Here, we have shown the chart of total analysis of our all pictures- Post views , people reached, reactions, comments, shares, total view of people (Men & women); Job query; Purchase request; Dealership request; Business proposal; Sponsorship. The number of people reached in every post was 87,4408; Total people who viewed men's was 8,04,484 and

women was 69,925; Consumer complained us product or service related issues was 69,952; we have got business proposals from this page 43,720; we have got purchase requests from this page was 4,19,715; we have got dealership requests from this page was 1,57,393 & we have got sponsorship requests from this page was 96,184.

### 5.5 7 UP Bangladesh:

Transcom Beverage Ltd (TBL) is the selective PepsiCo Franchisee for Bangladesh. TBL possesses and works present day plants in Dhaka and Chittagong for packaging the eminent soda pop brands, for example, Pepsi, 7UP, Mirinda, Slice, Mountain Dew, Pepsi Diet and 7UP Light. The organization is rising with the adage to convey continued development in Bangladesh and move towards prevailing Beverage Company, enchanting and feeding each Bangladeshi, by best gathering their ordinary drinks needs and partners by conveying execution with reason, through capable individuals. 2009 has been an astounding year for TBL, winning a few terrific honors as PepsiCo's select packaging accomplice in Bangladesh. For its remarkable and extraordinary endeavor through greatness TBL has been remunerated with a few esteemed national and universal acknowledgments.

Here given below the chart of people reached, photo view, reaction, comments, shares, total people who viewed (MEN & WOMEN), Job query, Purchase request, Dealership request, Sponsorship request, Business proposal percentage of our 7UP Bangladesh page:



Here, we have shown the chart of total analysis of our all pictures- Post views , people reached, reactions, comments, shares, total view of people (Men & women); Job query; Purchase request; Dealership request; Business proposal; Sponsorship. The number of people reached in every post was 10,74,707; Total people who viewed men's was 6,77,066 and women was 3,97,641; Consumer complained us product or service related issues was 96,723; we have got business proposals from this page 96,723; we have got purchase requests from this page was 5,58,847; we have got dealership requests from this page was 1,61,206& we have got sponsorship requests from this page was 75,229.

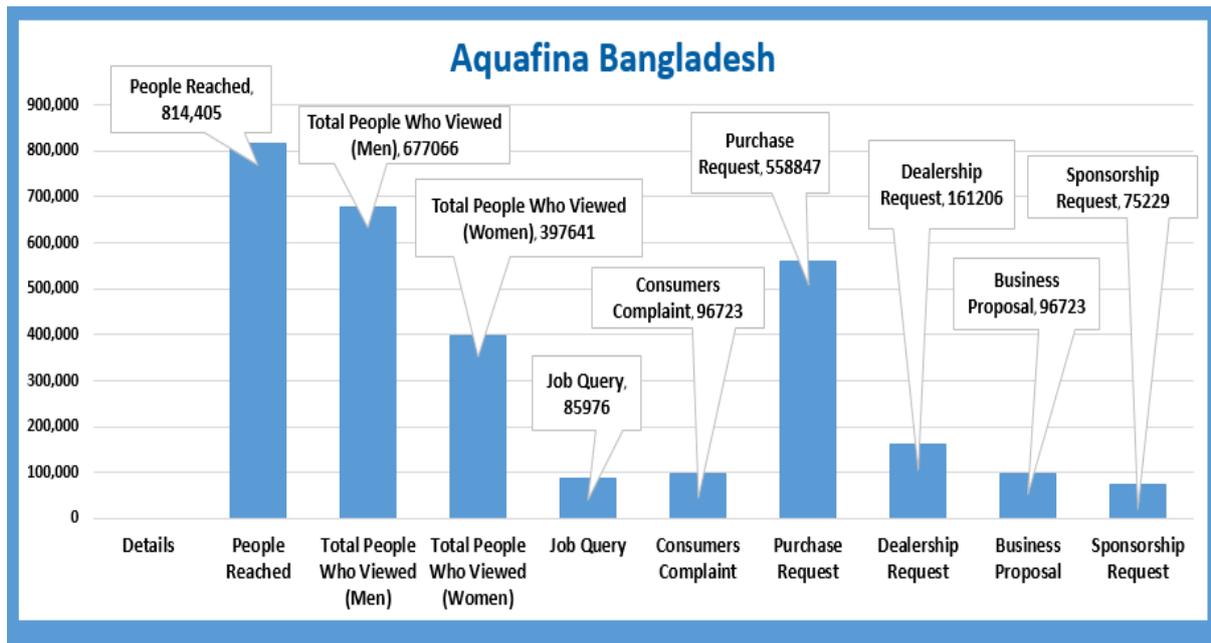
## 5.6 Aquafina Bangladesh:

PepsiCo and Transcom Beverages Ltd. is pleased to declare the initiation of the first packaged savoring water their amazing and energetic arrangement of Liquid. Aquafina, a drinking water brand from PepsiCo, is one of the main drinking water marks in the US and is right now sold over the world. The brand will use PepsiCo's creation, circulation and cooling framework to give customers, dependable chilled water inside arm's scope to extinguish their thirst. inquire about demonstrates that showcase for bundled savoring water Bangladesh is developing, and the dispatch will give a driving force to the development of classification and get more shoppers into the PepsiCo's overlay," said Prateek Sabharwal, nation director for PepsiCo Bangladesh. "With Aquafina, PepsiCo means to meet a long-standing purchaser requirement for water they can trust, at moderate value." The sanitization procedure of Aquafina's water starts with the pre-filtration arrange, where water enters the static blender and particles are evacuated trailed by the enacted carbon purifier, which separates follow components, PepsiCo said in an announcement.

Under the uncommon switch assimilation process, water is handled through five distinct layers made of polymers and synthetics working in arrangement at a specific weight kept up by high-weight siphons, it said. Reverse assimilation is trailed by organization, which guarantees there is zero possibility of microorganisms staying in the water. organization is trailed by a cleaning channel. PepsiCo is a worldwide sustenance and drink pioneer with net incomes of more than \$65 billion and an item portfolio that incorporates 22 brands, creating more than \$1 billion each in yearly retail deals.

Here given below the chart of people reached, photo view, reaction, comments, shares, total

people who viewed (MEN & WOMEN), Job query, Purchase request, Dealership request, Sponsorship request, Business proposal percentage of our Aquafina Bangladesh page:



### 5.7 Parachute Advansed Extra Care :

Parachute advansed extra care is one of Marico’s product. They also have another six products named like: Parachute Advansed, Parachute Advansed Extra Care, Parachute Advansed Aloe Vera, Parachute Advansed Body Lotion, Bio-Oil, Parachute Advansed Ayurvedic Gold, Parachute Advansed Beliphool. After Mountain dew’s campaign I have been assigned for handling the traffic of this page. Now they have recently started their promotional campaign of free sampling “Parachute Advansed Extra Care” 75ml bottle which will delivered to the consumers but the consumers have to show their interest for the sample by sending us their interest through inbox our official facebook page with their proper mailing address. When the samples will get ready for delivery to the consumers our delivery team will notify them. Afterwards the team will deliver the ‘free samples ‘& consumers inform us that they have received. We will request them to give their valuable opinion about the samples after using it.

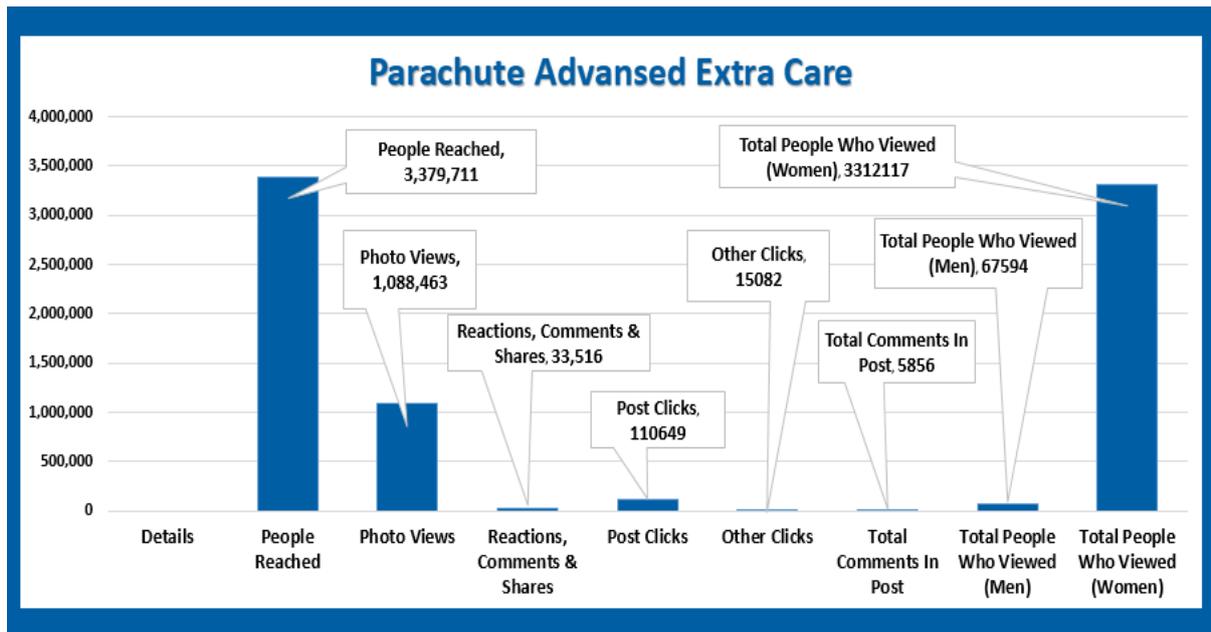
5.7.1 Picture of free sampling are given below:



5.7.2 Promotional Picture of Free sampling :



Here given below the chart of people reached, photo view, reaction, comments, shares, total people who viewed (MEN & WOMEN), Job query, Purchase request, Dealership request, Sponsorship request, Consumer complaints, Business proposal percentage of our Parachute Advanced Extra Care page:



INTERACTION WITH SUPERVISORS AND CO-WORKERS:

I did not have any idea that I would make friends in a workplace so easily. All of my team members were super friendly from day one. We worked in the office with so much fun and the environment has always been semi casual rather than too much formal. They made me feel comfortable and were friendly from the start. I am glad that I found some good acquaintances in my first workplace.

My team members Tanim bhai, saddam bhai, shishir bhai, rashed karim and our team supervisor Nafiz Bhai. They helped me a lot whenever I faced any difficulty. The work demanded us all to be in sync with each other. The friendly relationship made the daily office work easier because the work required us to communicate all the time. It would not have been easy without co-operative team members like them.

My office supervisor Mr. Didarul Alam Khan was always supportive of my suggestions and views on improvement. He has motivated me a lot and also guided me to do better.

Other teams like Samsung Mobile Bangladesh, Nestle etc. were also very cordial. Even though we worked in the same department, I had a rather formal relationship with them. I found some of my school seniors working in the team which was a pleasant surprise as we got to meet from time to time.

#### OBSTACLES DURING INTERNSHIP:

Before starting my internship, I was very hopeful that it is going to be a learning experience for me. I was excited as well that I will be working at my own desk of a company for the first time. I also prepared myself for the worst situations possible. I thought getting to know new peoples and a new environment would be a challenge for me as I am quite an introvert. However, the colleagues were so co-operative that I did not have to worry about that.

The biggest difficulty was that I was put in a scheduled roster for my internship. I already mentioned in above that we have 4 shifts. Difficulties arise when I have to face night shift because I am an early riser person and it's very difficult to me to work in the full night. Another obstacle was the shortage of employees in our team. There were times when the workload was immense and all of us together could not meet the given time requirement. It happened due to huge traffic during Eid offers, newly released handsets and boosted customer engagement posts.

As it was a roster based schedule, if one team member took a day off, it meant the roster needed to be adjusted accordingly. I found it difficult because for one person another has to change his/her schedule. Another thing was the Government holidays and Friday-Saturday day off. I had to work on Fridays/Saturdays because it is a 24/7 running department. There are no Government holidays which turned out to be a big disappointment.

#### RELATING PRACTICAL EXPERIENCE TO THEORETICAL KNOWLEDGE OF BBA:

As a Marketing major, I know the consumer behavior, there are different types of consumer in a company. Some are very important consumer for a company who actually want to know the product price and everything again there are some consumer who will not buy a product but irritate us through different questions. In this circumstances we follow different strategy to handle the consumer and avoid them indirectly and if needed we marked as spam their messages from our particular Facebook pages.

In bus 251 business communication course, I have learned how to communicate with the customers in business context. I have applied my theoretical knowledge in my job during the interaction with customers and our business clients. For example, one customer told me about one product which is not available in our website. I replied this answer in positive way rather than negative way. Like this product is now out of stock but you can check others products. I avoid negative words like no, not, don't, and preferred to use positive word in negative way.

Also I use greetings at the beginning of the message and end up with thank you. In marketing 337, I have learned different types of promotional activity and learned how digital advertisement effects in business and in real life I observed the customer reaction against sales promotion, discount etc.

I think I can relate most of the practical job experience with the theoretical knowledge.

#### EXPECTATION VS REALITY:

My perception of agencies was very similar to the one I experienced. I had prior idea from my seniors about the work load and work environment of an agency. What I did not expect was the huge emphasis on cost cutting strategy. This was something totally new to me. I also got to experience the semi-formal office environment I have heard so much about. The real experience was far better than I what I heard earlier from others.

#### EFFECTS ON CAREER ASPIRATIONS:

Working in an agency requires a lot of hard work and creativity. After doing my internship, I have learned and faced many situation that will positively effect in my career. I have learned how to convince customer, how to formally communicate with the customers and business clients, how to handle customers complaint and so on. But in future, I have plan to do a job in the creative department where I can use my creativity. Though our department is more customer care related department and have little opportunity to apply creativity. But in future I will try to do the job in creative department in any company or agency.

## **CHAPTER-6**

# **Findings, Recommendation & Conclusion**

## 6.1 Findings of the Study:

1. **Need more reach on Social Media:** Asiatic JWT needs more engagement on their own brand page. They should engage more clients on social media if they compare themselves with their competitors.
2. **Train the intern: Asiatic:** JWT train the intern properly but they should keep this up.
3. **Should take more care their own brand page:** Asiatic should concentrate on their own brand page and should increase its efficiency.
4. **HR Division do not have enough space:** HR division sometimes fails to deliver necessary document. This can be harmful for a company reputation.
5. **Brand page do not reach to all target group:** The brand page is not efficient to reach all the target customer compare to competitors.
6. **Need to increase team member:** Asiatic needs more staff to keep its regular work done smoothly.

## 6.2 Recommendation

Online life showcasing is a generally new idea for most organizations even a couple of years back. It is a developing mechanism of correspondence where a large portion of the adolescents are available and a standout amongst the most intuitive modes of correspondence. Since online life promoting is creative and still there is a great deal to consider here, I have given a few suggestions that can help marks in internet based life just as advanced correspondence firms like Asiatic Digital to flourish later on as far as being productive and successful. Recommendations are referenced underneath:

1. **Increase Funds on Social Media Marketing:** Now daily's kin are associating with Digital promoting. Customers continually attempting to keep the cost low via web-based networking media showcasing which is one reason to disappointment of brands.
2. **Continues Training for the New Intern of the Organization:** Company should keep preparing the new internees to discover the potential what they got. It encourages an organization to pick the correct representatives.
3. **Increase Efficiency of Brand Pages on Social Media:** Always utilizing item promotion or same post over and over can make customers exhausted. So a brand page ought to likewise post no item related post which helps purchasers in various way.
3. **HR Division Needs Enough Space to Deliver Important Papers:** HR division should build its space for administrative work.
5. **Brands Should Aim Their Target Group on Social Media:** Many brands begin web based life showcasing before focusing on gathering. So first need of a brand is focusing on individuals.

6. **More Staffing for Digital Marketing or Social Marketing:** More staffing required in this particular area. Without appropriate educated worker, a firm can't achieve the shore.

## 6.3 Conclusion

Asiatic is a popular advertisement agency in Bangladesh. It is the first category advertisement agency. Currently they are working for Pepsi Bangladesh, 7UP Bangladesh, Mountain Dew Bangladesh, Aquafina Bangladesh, Parachute Advanced, Parachute Advanced Aloe Vera, Parachute Advanced Extra Care, Parachute Advanced Body Lotion Bangladesh, Bio-Oil Bangladesh, HONDA, Bangladesh, DHS Motors Ltd., BRAC Bank Limited, BRAC Bank TARA, Igloo Ice-cream and Singer Bangladesh.

They are also working for Bangladesh Government, BRAC, UNICEF, save the children, SMC, Care, UNFPA, UNCP, Transparency International Bangladesh.

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