



United International University
QUEST FOR EXCELLENCE

A comparative analysis of the Integrated Marketing Communication (IMC) tools used by four successful beverage brands in Bangladesh

Submitted by

MD. Ahsan Kabir
ID: 111 172 020
School of Business & Economics
United International University

Submitted to

Muhammad Rehan Masoom
Assistant Professor,
School of Business and Economics
United International University

Date of Submission: June 06, 2022



Letter of transmittal

June 6, 2022

To

Muhammad Rehan Masoom

Assistant Professor,

School of Business and Economics,

United International University, Dhaka

Subject: A comparative analysis of the IMC tools used by four successful beverage brands in Bangladesh'

Sir,

With due respect I am stating that, I have prepared a research report which is basically 'A comparative analysis of the various IMC tools used by four successful beverage brands in Bangladesh. Where I have selected two multinationals (Coca cola and Pepsi) and two of our local brands (Mojo and Pran up) for that analysis. That was a great experience for me to know about various IMC related practices of those companies and I have tried hard to make the report informative based on your requirements.

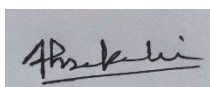
Finally, I would like to say thanks to your sir for all the support and encouragement. Hopefully that work will meet your expectations.

Sincerely,

MD. Ahsan Kabir

ID: 111 172 020

Signature:



Acknowledgements

First of all, I would like to say thanks to Almighty Allah for keeping us safe and obviously thanks a lot sir for all the support and encouragement.

I think that research project was one of the great opportunities for me to know about our successful four beverage brands and specially their integrated marketing communication related practices. Especially as a business graduate there are lots of opportunities for us in the beverage industry. So I personally enjoyed a lot while doing that research. Also It was very easy to collect all the relevant information because those are already very much successful brands so that information is widely available.

Also I have gone through some of the articles from Google scholar to relate and compare all the IMC practices conducted by them, so that I got a huge range of knowledge regarding that industry. I have discussed and compared one brand over another to make a comparative analysis that's why it has given me a broad view toward our top four beverage brands and their practices. Also IMC practices make a brand's view toward the customers and society. That research analysis has given me a wide range of confidence and motivation to work in the beverage industry with their dynamic marketing team and to apply my creativity there. Also I have gone through a wide range of their IMC practices such as advertising, sales promotion, direct marketing, social media marketing, mobile marketing, public relation where each of the side is very dynamic and challenging so that it has developed my analytical capabilities too.

So, finally I would like to say that it was overall a great experience for me. Hopefully that work will be satisfactory to you.

Table of Contents

Letter of transmittal	1
Acknowledgements	2
Executive Summary	4
Chapter One: Introduction	1
Background of the Study	1
Overview of the Brands	1
Coca Cola	1
Mojo:	3
PRAN UP	4
Chapter Two	5
Comparative Analysis of IMC Tools	5
Advertising	6
Sales Promotion	10
Personal selling	14
Direct Marketing	15
Internet Marketing:	16
Publicity /Public Relation	21
Chapter Three	25
Conclusion	25
References:	26

Executive Summary

This research project is based on the analysis of the IMC tools used by four successful beverage brands who are conducting their business in Bangladesh. For that purpose, I have selected Coca cola, PepsiCo, Mojo and Pran up which are the top four beverage brands here in our country. I have made a comparative analysis of their various IMC practices such as advertising, personal selling, sales promotion, direct marketing, social media marketing, public relation, sponsorships and mobile marketing practices. I have tried to analyze how each of them separately holds a distinctive image through these integrated marketing communication practices in the similar industry, and also tried to visualize how each of the practices create and maintain their targeted market segment. Also I have tried to relate their IMC practices with their brand image and strategic goal as we know integration of all IMC tools creates a brand image and drives a brand towards its strategic direction. . One by one I have discussed and made a comparative analysis of their overall IMC practices. That's all.

Chapter One: Introduction

Background of the Study

Main objective is to make a comparative analysis of each of the IMC practices of each brand. Analyzing how each of them separately holds a distinctive image through these integrated marketing communication practices in the similar industry. Relate their IMC practices with their brand image and strategic goal. To analyze how each brand makes a competitive advantage differently in the similar industry, through their integrated marketing communication practices.

Overview of the Brands

Coca Cola



Coca Cola is a world renowned brand which was invented in 1886 by a pharmacist 'Jhon Pemberton'. Until 1982 the authorized bottler of Coca cola was K.Rahman and company in Bangladesh. Later they conducted their business by providing licensing to Abdul Monem ltd and Transcom beverage ltd. Now at present The Coca Cola company is manufacturing in their own production plant so that they can keep the consistency of the taste of their product and can

get better cost advantage rather than conducting their business through licensing contract. It has created more than 22000 employment in Bangladesh which represent 0.03% of the total employment of our country. Where 833 direct jobs included and near about 21,300 indirect jobs are there. Also their contribution to our GDP is 0.11%. According to a researcher named 'Steward Redqueen' Coca Cola procured about Tk. 6.1 billion for their goods and services in 2019 in our country and from which 75% was sourced from Bangladesh ,that means they are creating a huge impact in our national economy. For over five decades Coca Cola company conducted their business in Bangladesh and now it has three separate units one is Coca Cola Bangladesh ltd, International beverage private ltd and Abdul Monem ltd. Also from many years they are the market leader in the beverage industry in Bangladesh.

Pepsi:



Pepsi cola is another renowned brand in the beverage industry. It was 1st invented in 1898 by a pharmacist named Caleb D. Bradhan. After the recent success of Coca Cola Bradham named his carbonated beverage Pepsi cola by copying Coca Cola. Though it now has a wide range of markets too. Some people still prefer Pepsi rather than coke. Transcom beverage is the only

Mojo cola is our Bangladeshi local brand owned by Akij food and beverage ltd. Akij group 1st launched its beverage cola in 2006. With dynamic promotional activities Mojo started it's journey. They have tried to come up with some other differences in cola flavor with more sweeter than coke and pepsi they have targeted different segments. For example school children were one of the desired targeted customers of them and they have tried to make the brand preferable for them by some special segmentation such as small size of the bottle which was flexible to carry and limited in amount ,design of the bottle etc. Also their target was to get the 3rd position after Coca Cola and pepsi in our Bangladeshi market. Then with a creative and

dynamic marketing promotion and intensive distribution including rural areas mojo at present holding the 3rd position in the cola market.

PRAN UP



Another local brand of our country in the beverage industry. PRAN has a lot of diversified business here in Bangladesh; they are now working by merging with RFL as a PRAN-RFL group. Pran has cola flavor products too as their maxx cola but their most popular beverage item is PRAN up. With a variety of market segments and customer interest towards the beverage industry they come up with their beverage items. Pran up is one of the oldest products of their beverage segments. And continuously they are trying to pull the brand in the carbonated beverage industry but because of Sprite and 7up they couldn't pull their brand that much. Still then after that two pran up is widely available and the cheapest product in market. Because of the wide distribution networking and promotional program of pran companies, pran up is growing day by day.

o

Chapter Two

Comparative Analysis of IMC Tools

Here we can see there are lots of tools that exist in an integrated process. Because of the diversification in customer geographic and psychographic segmentation we need a well-integrated marketing communication program. One by one I am going to make a comparative analysis between the four brands, how they are playing their role in each of the tools and what the differences between them.



Advertising

Advertising is one of the most popular, oldest and effective ways of brand promotion which helps a brand to reach a wider audience network within a very short period of time. Advertising can be run through many ways such as in Television we can advertise our TVC's also in newspaper, billboards we can promote through our PVC's also in social media advertising we can go through display ads. Which actually helps to connect with the target audience easily and it can create positive feelings or excitement in the mind of a customer.

Let's see how our four beverage brands maintain their advertisement:

Coca Cola:



Here we can see Coca Cola is trying to create an emotional attachment with their customer happiness and feelings. Cause, they know if their customers are emotionally connected with them, then they will always be loyal to the company. They have conducted a happiness campaign in the country where they are conducting their business. Also they are trying to make their brand as a connector to the happiness that's why they started advertising with Name of the customer such as one can buy a coke for his or her mother where in the packaging of the bottle there will be written for 'mom' or may be for friends or other family members , that's mean they are trying to creating family or societal bonding through their positioning. Also they

are very active in television commercials to reach out to the wide range of customers and they also conduct outdoor advertising too.

So this is how coke is trying to create their advertising for creating a unique positioning in the mind of a customer. As well as they are trying to hold a brand image at the same time so that customers proudly get interested towards them.

If I Compare Pepsi's advertising in the comparison to the coke then ;



Pepsi:



Here Pepsi's approach of conducting their advertisement are very similar to the coke. Such as they are putting emphasis on emotional attachment (Refresh your world) too as like coke but they are not promoting family or societal bonding through their positioning, also we can see the revolution of Pepsi's logo over time which was at the beginning very similar to the coke . But they are trying to promote their brand status by aligning it with a celebrity endorser with such tagline 'Follow the new icon. Because of the credibility of the celebrity endorser, customers may feel a positive feeling while making the decision to buy a pepsi. Besides that

they are very much active in television commercials too. Continuously they are conducting TVC with a celebrity endorser based on geographical preference of credibility.

Mojo:

Now moving on to our local brand . lets see some of their advertising approach and finding out the differences with other two:



So here we can see they are using a very much different approach than Coke and Pepsi. Like they are trying to make their brand more exciting to their target customer. Also with their tagline they are promoting an exciting and chill mood to their customers. As I have said before, one of the most desired customers are school children and their minds are very exciting ,fun loving and challenging too. Maybe that's why mojo is good enough, preferable to the kids. If we see their launching time advertising promotion they have launched it in a festival of pohela boishakh with an intensive craze among their targeted customers. We might remember the 1st TVC of Mojo 'Asmane pakha melo which was one of the most successful TVC in our country. Also for the 1st time they have come up with spicy cola flavor which is a

great innovation in the cola industry, hopefully that differentiation will give a positive competitive advantage in their advertising campaign over other brands.

PRAN Up:



Finally if I talk about PRAN Up then we can see pran up is promoting family bonding through their advertising promotion as Coke to get an internal sympathy in the mind of a customer and to present them as a responsible one in the industry. On the other hand they are also putting emphasis on celebrity endorsers too to make the credibility of the brand stronger. Besides print ads they are also active in television commercials and outdoor promotion. Pran up trying to reach the rural side's customer that's why they conduct their advertising in such a way so that their targeted segment could easily connect with them.

Sales Promotion

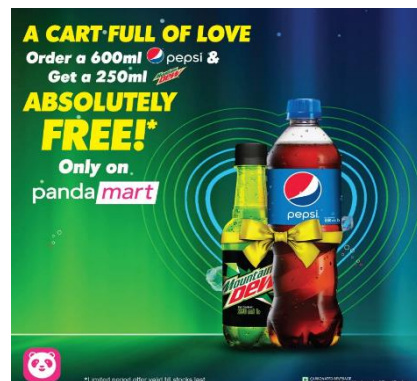
Another important IMC tool where a brand can be promoted through discounted coupon, membership coupons, special offering for loyal and new customers, dealer sales promotion, buy one get one offering etc.

Coke:



This is how Coca Cola is conducting their sales promotion. These are some of the examples. Coke continuously runs sales promotion campaigns worldwide. Sometimes in collaboration with the dealers sometimes through consumer sales promotion. Also sometimes in collaboration with other brand such as MC Donald's and Coca together conducts their sales promotion collaboratively, another example they are offering you tube data pack to the user of Airtel and Robi, that's mean they are jointly conducting their sales promotion. Also sometimes they arrange several lottery session considering any special events where the winner gets the coupon gift from the company.

Pepsi:



Here , we can see Pepsi's sales promotion, they are also conducting sales promotion continuously. Like with the collaboration with KFC they are conducting their sales promotion which is similar to the coke and MC Donald's collaboration. Another example with 'panda mart' there they are offering a 250ml mountain dew with the 600ml pepsi to the customer of their online marketplace. They also offer buy one get one or buy any 2 of pepsico's product get 1 for free etc. Along with that in terms of any special festival they provide discount or coupon selling or flash selling through their sales promotional activities.

Mojo:



Here we can see Mojo's some of the sales promotion which are based on EID festival, which is one of the biggest festival for a Muslim country like Bangladesh. They provide coupons to their customers , and also conduct their sales promotion by organizing a game round based on the EID festival where the winner gets desired gifts from the company. I think they are very creative in terms of their sales promotion and trying to come up with new innovations to compete with other multinational brands.

PRAN Up :



Here if I talk about Pran up then we can see they are conducting their sales promotion through bundle offer such as they are offering a free 150gm spicy wares with two 1 litre bottle of pran up. We have seen such kinds of collaborative sales promotion in terms of coke and pepsi too. We can see similar to the pepsi's sales promotion with the panda mart's customer, here pran up is offering something similar for daraz online marketplace such as if we order 1 lt. pran up from daraz then 20tk recharge is free. Also they are asking for a hidden story in comment and get the gift from them. Along with that they are offering buy one get one also as like as other brands as their sales promotion.

Personal selling



Personal selling is refers to face to face selling. Where seller directly interact one by one customer and try to convince them for purchase. Intensive selling is not possible through personal selling .Personal selling is very effective in terms of new product in market or for any expensive premium product . At the beginning of cokes journey they tried to sell their product through personal selling , not only coke most of the brand approach it at the very beginning , they try to push the sales through personal selling where face to face seller try to convince the customer to buy the product. But many renowned brand emphasize on personal selling after many years of success too. Such as coke has a huge number of skilled salesperson to get connected with an individual buyer so that they can convince them . As well as pepsi , Mojo, pran up also conduct personal selling through permanent sales person or through running a campaign in different location in different customer segments. For example Mojo sometimes organize a comparison games through their campaign where they try to promote mojo more value for money than other cola drinks. Also pran up some time organize events in rural area where they try to convince directly through their sales force. Also we can see in any business fair that each of the brand try to come up with a booth where they can convince their customer through their sales person.

Direct Marketing

Direct marketing is another important IMC tool which basically refers to a direct approach to customers through partnership with other brands, Tele-marketing, direct mail, email marketing etc. Coke conducts their direct marketing in many ways sometimes by doing a partnership with a firm, such as Coke and MC Donald's partnership, where a customer will be given an offer for coke directly from them or when a customer orders for a coke with only one brand MC. Donald offers Coke. Which is a kind of direct marketing. Pepsi and KFC have a partnership. When a customer asks for a drink KFC offers only Pepsi to them. Also Coke and pepsi both are very much involved with email marketing too, they maintain a well structured database management system for approaching the right customer at the right time through their direct marketing approach.



But if I talk about Mojo and pran up's direct marketing then I think there is a huge lack in terms of them. They are not that much active in direct marketing as like coke and pepsi. As I couldn't find any special partnership or direct approach in terms of them. But sometimes they target a small customer segment in any small event or function such as in any program, in any school or college they try to approach directly. Also in a very competitive market where biggest

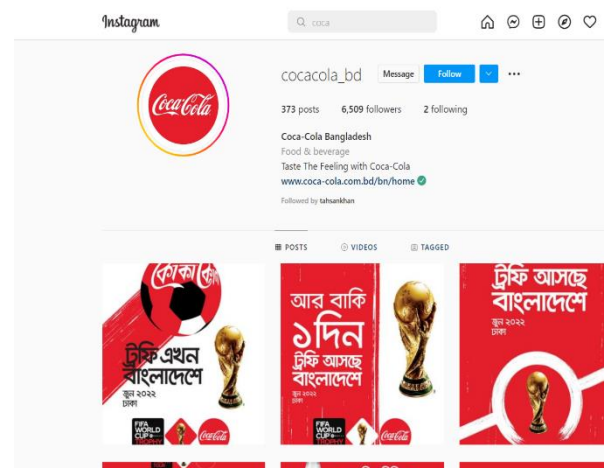
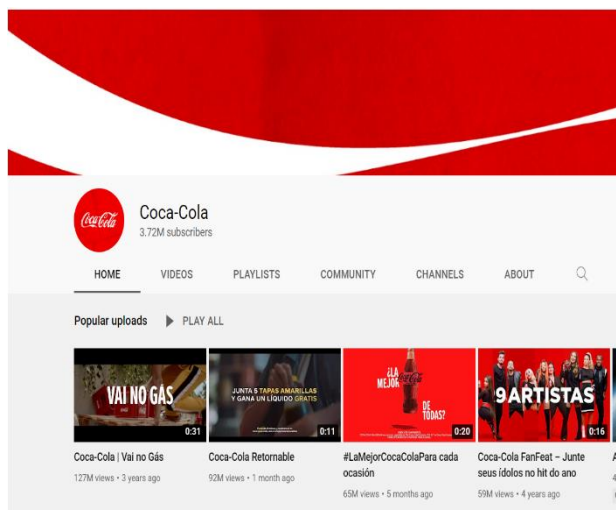
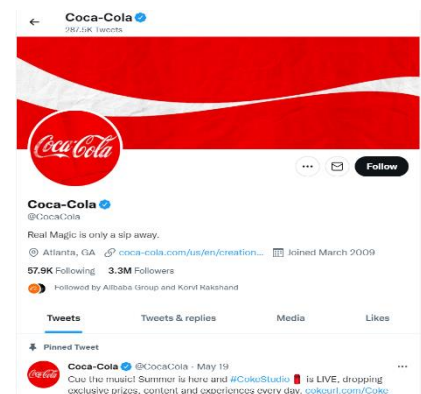
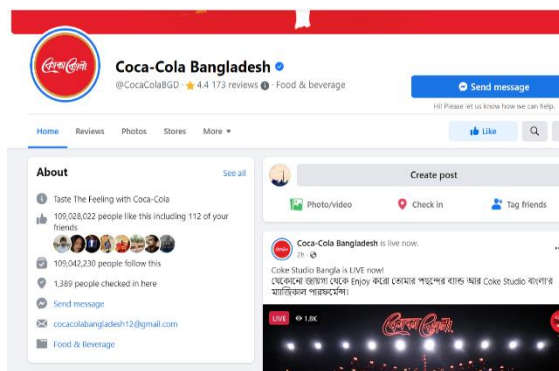
multinational beverage brands are the competitor, mojo and pran up both used to push the sales through their direct marketing approach by convincing the retailer so that they can convince the customer . That's why sometimes retailers push us toward buying a mojo or pran, but the maximum time we ask for coke or pepsi that's why they don't need to push their sales.

Internet Marketing:

Another most challenging and important tools for every brands now a days is internet marketing . Starting with small to big corporations everyone needs to cope up and adapt with internet marketing. Internet marketing refers to the process by which within a shorter period of time and least cost we can reach to a huge number of customer worldwide wherever we want. That could be conducted through social media , web address, search engine optimization, sponsorship etc.

Coke:

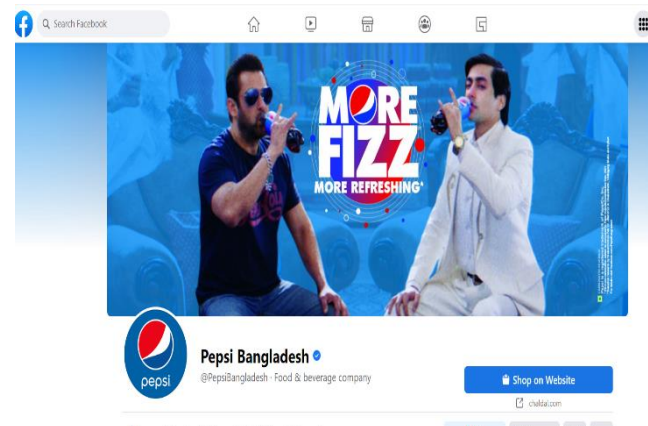
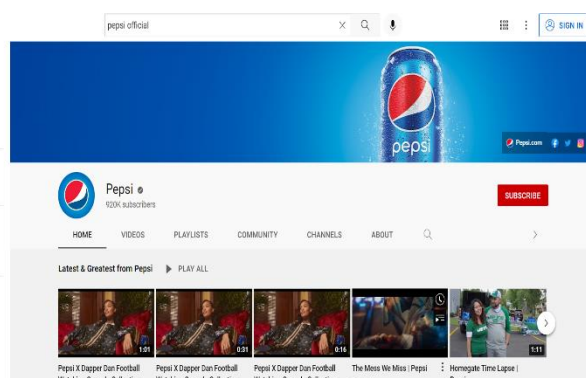
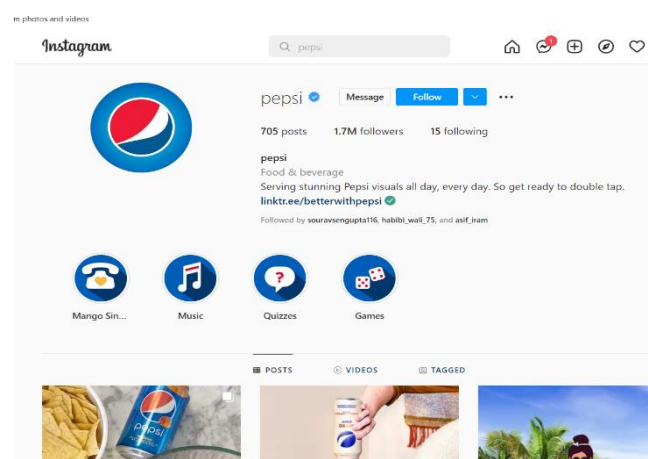
If I talk about Coca Cola's Internet marketing then from the very beginning of that new technological era they started their Internet marketing practices when google started their adsense services then continuously they developed their internet marketing . such as in social media platforms for example in facebook, youtube, instagram, twitter etc. Besides that in collaboration with different online marketplace , sponsorship in blogs and so on. Coke's happiness campaign has created a craze in social media. They are very well connected with the public through their social media platforms. Continuously they are creating content for their internet marketing. Also very active in answering people's query. Besides that they are the organizer of Coke studio , which is one of the most popular music shows in Bangladesh and India. Indirectly they are doing their marketing through this enormous popularity of coke studio . Besides, we can see a lot of display ads or any new offering ad's regularly. Coke invests a lot in their internet marketing activities to reach out to the maximum number of customers.



Here we can see Coca-Cola Bangladesh website and some of the social media platforms of coke.

Pepsi:

Now if I talk about Pepsi's Internet marketing then They are also very sincere regarding their internet marketing Activities. Such as by using various social media platforms they are continuously creating contents and trying to engage with a wide range of customers. If I talk about their 20 minutes 'Bring Home Happiness' campaign which has become viral and people have watched it more than a billion times. Also Their 'live for now campaign' was a very much successful one and created a craze in social media platforms. Beside that continuously they invest through their sponsorship. Similar to the coke they select the world's most credible celebrities for making any content so that they can easily connect with people. Lets see some of their internet marketing platforms:



Mojo:

Moving on to our local brand's internet marketing as compared to others. Akij invests a lot in their marketing promotion and branding as compared to other national brands. Which we have seen in terms of mojo's launching ad. Besides, they are very sincere regarding the promotion of their product through internet marketing. Also As social media is one of the major elements of internet marketing akij group also continuously trying to come up with a wider range of customer segments through their social media platform Facebook but I didn't find any of their YouTube or instagram official platforms which I think is a lacking as these are at present are very much interactive and popular among this generation. I would like to suggest this to come up with this. But they promote their product and offering through their sponsorship and display ads in several social media platform and google adsense Also they made different contents especially based on festival and try to engage with their customer through their facebook page , also they are the sponsor of AFC Asian Cup 2022 and conducting its promotion through social media.. But if I compare their internet marketing with coke and pepsi then mojo needs to work more in terms of their internet marketing.



Pran up:

Now if I talk about our another brand pran up's internet marketing, then they are way more sincere than mojo. Not only through website and search engine optimization strategy but also they are very well connected with their customers through facebook, youtube and instagram . In fact I have identified some similarity with mojo like pran up also creating contents considering our Eid festival. Also they are doing continuous life by creating an emotional content such as they are proving Iftar to street children through their lives so that people can get emotionally connected with them. Also they invest in short films and promote through their social media. Besides that they continuously promote through sponsorship and display ads in several social media platforms. Lets see some of their activities as internet marketing :



Publicity /Public Relation

Publicity or public relation is another one of the most important for each brand. Publicity is also very related to brand image. It creates public awareness of a brand. Lots of activities are run for public awareness. So that people feel proud to stay with their brand. Lets see how our four brands maintain their publicity or public relation.

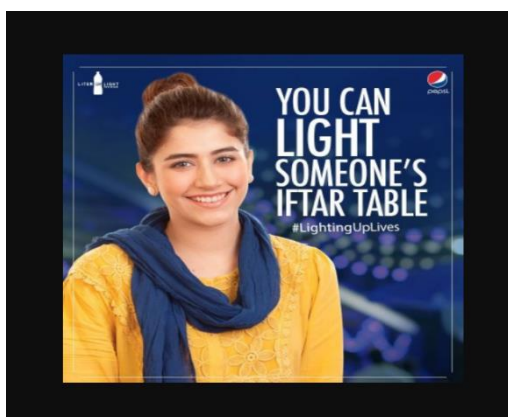
Coke:

Coke continuously develops and maintains their publicity all over the world. We all know about the coke studio. Which actually remake old famous songs in a new way. Which is one of their publicity techniques. Also they invest as sponsors in the big matches such as FIFA ,IPL,BPL etc. besides that they continuously make content through world famous celebrity endorsers to pull their publicity more wider. Also they Invest a lot in their CSR activities to show themselves as a responsible brand in the society. Also coke is researching on how to avoid plastic bottles which are very much harmful to our environment. They test an ice bottle in Colombia.



Pepsi:

Pepsico is also very sincere with their publicity / public relations. For maintaining a public image as well as brand image Pepsi also chooses the most credible celebrity endorsers with their brand. Sports people like Lionel Messi also movies celebrities and so on. Like coke, Pepsi also invests as a sponsor in big matches such as we can see in IPL . Also Pepsi presents 'Halftime' which is their most popular stage show worldwide. Also besides that they promote several campaigns such as in Ramadan they support sharing food or iftar to street children or hungry poor people . Also they promote their CSR strongly such as their recycling process through their publicity. Lets see some activities,



Mojo:

Now moving to our local brand mojo's publicity / public relation then in comparison to the coke and pepsi they have a huge lack with their publicity or public relation. Not like they are not conducting any activities rather they are sponsored in small rural level domestic matches to connect with rural level customers. I couldn't find any major celebrity endorsers with their brand. But through some sponsorship they make their public awareness through short films, blogs and events. They create a lot of content based on festivals which is a tricky approach to maintaining positive public relations. But still way more to go with coke and pepsi public awareness activities.



Mojo, Clemon launch consumer price campaign ahead of Eid-ul-Azha



Pran Up:

Finally our another local brand pran up maintaining their publicity or public relation very dynamically than mojo. They are very creative in maintaining their public awareness. Such in collaboration with WHO pran up promote health safety to the public which create positive brand awareness . Also they create social and ethical content a lot such as helping poor street children , giving respect to senior citizens of our family etc. through which people take the brand as a responsible and sincere one. Besides in the covid situation they continuously promoted maintaining safety to the public. Also they create awareness in respect to our mother language. Also they run a program where they ask for songs from the general public to find out the creative on and make the music video of that song in respect of one's creativity. This is how pran up maintain their public awareness. Lets see some activities :



Chapter Three

Conclusion

In this research I have gone through COKE, PEPSI, MOJO and PRAN UP'S Integrated marketing communication tools. Also I have created a deep analysis by comparing one brand's practice with another. We have seen several differences with each brand's approach. On some sides their approach is very much similar but in most cases they created separate images through their integrated marketing communication practices. We have seen some are very sincere about their personal selling, some are not. Also some put emphasis on their publicity some are not. Such as mojo doesn't have major publicity initiatives but on the other hand our another local brand Pran up creatively manage their publicity. Also we have seen some brands such as coke and Pepsi are very much attentive regarding internet marketing rather than mojo and Pran up. On the other hand, Mojo's launching promotion was very dynamic and most successful ad's within local brands in Bangladesh. Finally, we can see the comparative analysis of them and can understand how they separately create distinctive images in the minds of customers and how differently they create competitive advantage within their market segment.

References:

1. Porcu, L., Barrio-, S. D. E. L., and Kitchen, P. J. (2012). How Integrated Marketing Communications (IMC) works ? A theoretical review and an analysis of its main drivers and effects. *Comunicación y Sociedad*, XXV(1).
2. Raza, H. (2019). *Comparative Analysis of Effectiveness of Coca-Cola Integrated Marketing Communications Tools i Submitted in partial fulfillment of the requirements for the degree of Master of Science in Public Relations and Advertising*. December. <https://doi.org/10.13140/RG.2.2.23447.73123>
3. Singh, U. S., and Sahin, O. (2017). Measuring the Effectiveness of Sales Promotion Activities on Brand Loyalty: A Study on COCA COLA. *International Journal of Social Sciences and Educational Studies*, 3(3), 159–173. <https://doi.org/10.23918/ijsses.v3i3p159>
4. https://www.academia.edu/11538710/IMC_of_PEPSI
5. Shankar Raja Ram, A., and M, A. (2019). “The Social Media Blue Bird Creating an Online Sensation”: A Sentimental Analysis with Reference to Coke-studio Hashtags. *Ushus - Journal of Business Management*, 18(1), 15–33. <https://doi.org/10.12725/ujbm.46.2>
6. Whitelegge, M. (2016). Geodemographics for marketers: Using location analysis for research and marketing. *Journal of Direct, Data and Digital Marketing Practice*, 17(4), 258–258. <https://doi.org/10.1057/s41263-016-0008-7>
7. Ahmed, S. M. (2017). Supervised by : Professor Mohammed Masum Iqbal, March, 2013–2014.
8. Hossain, M. K., Kumar, S., and Rahman, M. A. (2016). Consumer Perception of Selecting Brand: A Comparative Study between Pepsi Cola and Mojo Cola. *Global Disclosure of Economics and Business*, 5(1), 47–56. <https://doi.org/10.18034/gdeb.v5i1.128>
9. Islam, M. M., and Fatema, F. (2014). Comparative Analysis of Global and Domestic Brands of Soft Drinks in Bangladesh. *Journal of Business Studies*, 35(3), 182. https://www.fbs-du.com/news_event/14664881359.pdf
10. Bhuyan, Rashel, and Akhter, Mahmuda (2009). Beverage Market in Bangladesh, Journal of Southeast University, Dhaka
11. Islam, N. (2016). A Multivariate Analysis of the Selection Factors of Carbonated Soft Drinks in Bangladesh. *SSRN Electronic Journal*. <https://doi.org/10.2139/ssrn.2850985>