



Report on

Analysis of Digital Advertising Samples of ACI Foods in Social Media

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Letter of Transmittal

12 March, 2022

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Subject: **Submission of the Project Report**

Dear Sir:

I would like to submit my project report titled “Analysis of Digital Advertising Samples of ACI Foods in Social Media” which has been prepared as a requirement for the completion of the BBA Program of United International University.

This is hereby placed for your kind evaluation.

Sincerely,

Munsura Rahman
ID No: 111 141 037

ACKNOWLEDGEMENT

I would like to thank the Project Supervisor, Dr. Khandoker Mahmudur Rahman who has helped me in every step of my project report. I am very much grateful to the Almighty Allah for giving me the opportunity by good health and time to complete my project report on titled “Analysis of Digital Advertising Samples of ACI Foods in Social Media”. I am sure that their dynamic managerial activities will give inspiration to anybody to build one’s career properly.

DECLARATION

I, Munsura Rahman, a student at United International University's School of Business and Economics (Marketing), Bangladesh, declare that the project report on “Analysis of Digital Advertising Samples of ACI Foods in Social Media” is an original work that has not been submitted for any degree, diploma, title, or recognition previously.

Munsura Rahman

ID No: 111 141 037

School of Business and Economics

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Executive Summary

Digital advertising position in the FMCG (fast moving consumer goods) business is discussed in this research. The paper is divided into four sections. In the first chapter, the background of the topic was discussed, where three theories were discussed in details. The second chapter is about the organization portion where I have tried to draw a clear picture on ACI Ltd. The project included all of the organization's necessary processes. A complete market assessment in terms of digital marketing of the ACI Food business and other ACI Products were conducted. An analysis of ACI Ltd.'s current products was conducted based on the findings of the study. The third chapter is the project part where fifteen digital marketing samples were discussed and assessed regarding three theories and ending remarks of the project work are covered in the fourth chapters. The purpose of this research is to show how a product is distributed in an organization using digital media and what particular options should be considered when designing a product in a competitive market.

CHAPTER I: BACKGROUND OF THE PROBLEM

1.1 Introduction

It is impossible to overestimate the value of customer motivation. The fundamental forces that determine consumer behavior and preferences are customer motivations. Product design, promotion, and customer experience are all part of the foundation for marketing and sales. Some important client reasons are as follows:

- Conservation of Effort
- Conspicuous Consumptions
- Customer Needs
- Escapism
- Hygiene Factors
- Perceived Risk
- Social Status
- Curiosity Drive
- Customer Preferences
- Fear of Missing Out
- Peak Experiences
- Product Involvement
- User Intent

From the aforementioned client motive, we may determine various elements that influence advertising. When a TV commercial is broadcast to market a product to the broader public, for example, the corporation usually emphasizes the client incentive first. Take, for example, customer requirements. A company's focus when determining customer needs is always on the client's needs or point of view. Similarly, sanitary considerations are reflected in product promotion to motivate customers. Without a doubt, the things are manufactured for customers; as a result, the customers' motivations should be mirrored in product promotion.

1.2 Maslow's hierarchy of needs theory

Maslow's hierarchy of needs is a motivation theory that argues that an individual's behaviour is dictated by five categories of human needs. Physiological needs, safety needs, love and belonging needs, esteem needs, and self-actualization needs are some of these needs.



Figure No. 1 - Maslow's hypothesis of Maslow's Hierarchy of Needs

Maslow felt that in order to better understand what motivates people; human wants could be organized into a hierarchy. Everything from basic needs like food and water to more complicated aspirations like self-fulfillment is included in this hierarchy. According to Maslow, once a lower need is met, the next need in the hierarchy becomes our focus of attention.

According to Maslow, there are five categories of needs;

I. Physiological

These are basic physical requirements such as drinking when you're thirsty or eating when you're hungry. Some of these wants, according to Maslow, involve our efforts to meet the body's need for homeostasis, which involves maintaining consistent levels in various biological systems (for example, maintaining a body temperature of 98.6°).

Physiological requirements, according to Maslow, are the most important of human wants. If a person is lacking in more than one need, they will most likely prioritize meeting their physiological needs. When someone is extremely hungry, for example, it is

difficult to concentrate on anything else. The requirement for proper sleep is another example of a physiological need.

II. Safety

After people's physiological demands have been met, the next desire is for a safe atmosphere. Children have a strong demand for secure and predictable conditions, and when they are not delivered, they typically react with anxiety or worry. According to Maslow, safety requirements among adults living in industrialized countries are more visible in emergency situations (e.g., war and disasters), but this need could also explain why we select the familiar or why we buy insurance and contribute to a savings account.

III. Love and Belonging

According to Maslow, the next need in the hierarchy is to feel loved and accepted. This criterion applies to romantic partnerships, friendships, and family bonds. Our desire to be a part of a social group is also included. It's worth emphasizing that this desire encompasses both feeling loved and loving others.

Researchers have continued to investigate how love and belonging needs affect well-being since Maslow's time. Having social bonds, for example, is connected to better physical health, whereas loneliness (i.e., unmet belonging needs) has negative health and well-being consequences.

IV. Esteem

Our esteem needs involve the desire to feel good about ourselves. According to Maslow, esteem needs include two components. The first involves feeling self-confidence and feeling good about oneself. The second component involves feeling valued by others; that is, feeling that our achievements and contributions have been recognized by other people. When people's esteem needs are met, they feel confident and see their contributions and achievements as valuable and important. However, when their esteem needs are not met, they may experience what psychologist Alfred Adler called "feelings of inferiority."

V. Self-Actualization

Maslow ranks the next need in the hierarchy as feeling liked and accepted. This criterion applies to romantic partnerships, friendships, and familial bonds. It also refers to our desire to belong to a group of people. It's worth emphasizing that this desire encompasses both the want to be loved and the desire to love others.

Since Maslow's time, researchers have continued to look into how love and belonging needs affect happiness. Having social bonds, for example, is connected to greater physical health, whereas loneliness (i.e., unmet belonging needs) has negative health and well-being consequences.

1.3 Alderfer's ERG theory

According to Alderfer's ERG theory, there are three types of essential needs: existence (E), relatedness (R), and development (G), hence the abbreviation ERG. When a given category of wants isn't supplied, Alderfer's proposes that people will redouble their attempts to meet needs in a lower category.

Existence: Our basic material necessities for survival are referred to as existence needs. Physiological needs (such as oxygen, food, drink, and shelter) and safety-related needs are among them, according to Maslow (such as health, secure employment, and property).

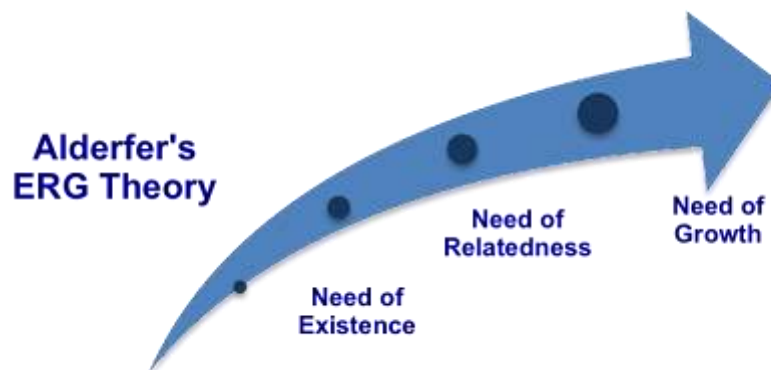


Figure No. 2 - Alderfer's ERG theory

Relatedness: The necessity of maintaining interpersonal ties is reflected in relatedness needs. These requirements are focused on interpersonal relationships and correspond to Maslow's levels

of love/belonging-related needs (such as friendship, family, and sexual intimacy) and esteem-related needs (gaining the respect of others).

Growth: Finally, our innate desire for personal progress is described by growth needs. These requirements correspond to the rest of Maslow's esteem-related needs (self-esteem, self-confidence, and achievement) as well as the self-actualization requirements (such as morality, creativity, problem-solving, and discovery).

Relation between Alderfer's ERG Theory and Maslow's motivation hierarchy

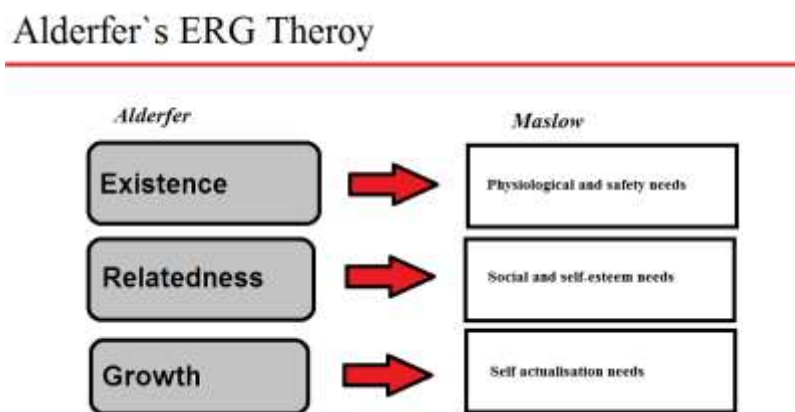


Figure No. 3 - Alderfer's ERG theory

1.4 Trio of Needs

Consumer Behavior, Advertising, and Marketing Management

Need theory, also known as the Three Desires Theory or Trio of Desires, is a motivational concept developed by psychologist David McClelland to explain how people's needs for achievement, power, and affiliation influence their workplace activities.

This model was developed in the 1960s, two decades after Maslow's hierarchy of requirements was established in the early 1940s. According to McClelland, regardless of age, sex, color, or culture, we all have these three types of motivation.

The motivation of each individual is molded by their life experiences as well as the values of their society.

Power

The need to exert control over one's surroundings is known as the power urge. It necessitates the exercise of power over other people and objects. This need appears to be linked to the ego need in the sense that having control over things or other people makes people feel better about them.

Affiliation

Affiliation is a well-known social incentive that has a large influence on customer behavior. The affiliation need claims that the need for friendship, acceptance, and belonging has a substantial impact on behavior, similar to Maslow's social need.

People with high affiliation requirements are socially reliant on others and frequently purchase items in the hopes of being accepted by their peers. Teenagers who congregate in malls or techies who congregate at computer displays are usually there to socialize rather than to buy



something.

Figure No. 4 - Trio of Needs

Achievement

Those with a high level of achievement often regard personal achievement as a goal in and of itself. They are confident, love taking calculated chances, eagerly analyse their surroundings, and cherish feedback, which is typically in the form of money.

High achievers thrive in environments where they can take personal responsibility for issue resolution. As a result, demonstrating success is an effective marketing technique for many products and services, particularly those aimed at well-educated and rich clientele.

1.5 Topic of the Report

The report's topic is “Analysis of Digital Advertising Samples of ACI Foods in Social Media”.

1.6 Origin of the Report

In today's economy, academic education alone is no longer adequate to enable students to compete with confidence and achieve their goals without prior real-world experience. The paper has provided insight into how a specific industry develops its marketing strategy for branding a specific product or service. Branding does, in fact, make a product or service familiar and popular within its target market. So, it's needless to say marketing or advertising is a significant issue for a business. Advertising firms and media firms are making competitions with each other to reach the target customer by using their own capacity.

1.7 Background of the Report

The research will project the many elements of advertising's influence and expectations on ACI Ltd.'s growth. It will be a gold mine of information for advertising and media professionals.

1.8 Objective of the Report

- a. To appraise the nature of advertising.
- b. How advertisement influence customers.

1.9 General Objective

To gather and analyze digital advertising samples with a focus on customers' primary motivations.

The overall goal of this research is to complete the report. Without a doubt, the report will bring us to the information we seek from the company. As a result, it's vital that we set our own deadlines for finishing the report so that we can keep track of our progress.

- To establish a link between academic education and the real-world workplace.
- To understand how to work in a real-world market, competing head-to-head with the leaders.
- To expand my knowledge of the marketing industry in order to advance my career as a marketing department employee in the future.

1.10 Specific Objective:

To analyze digital advertising samples of ACI Food using Maslow's Motivation Hierarchy, Alderfer's ERG theory, and Trio Needs theory.

1.11 Scope of the Report

The study shall appraise the nature of advertising, will find out the competition purposes and effectiveness between the advertisement and media of Bangladesh.

1.12 Limitations

Certain restrictions were encountered when generating this report:

- Information could not be verified since there were insufficient sources.
- The analysis offered here may differ from expert perspectives in this topic.

- Some portions of the report may be deemed confidential by some members of the company.
- Another issue is time limits.

CHAPTER II: ORGANIZATION PART

2.0 Company Profile

History:

In East Pakistan, Imperial Chemical Industries, a British multinational firm, founded a branch in 1968. On January 24, 1973, the company was formed as ICI Bangladesh Manufacturers Limited, a Public Limited Company, following Bangladesh's independence in 1971. On May 5, 1992, ICI changed its name to Advanced Chemical Industries (ACI) Limited, and it sold its investment in Bangladesh to the management. The company's insect control, air care, and toilet care products were purchased by SC Johnson & Son in 2015. The corporation paid the government taka 4,318 million in corporate taxes, customs duty, and value-added tax in fiscal year 2019–2020. Through its four diverse key business groups, Advanced Chemical Industries (ACI) Limited, one of Bangladesh's largest conglomerates with a multinational pedigree, operates across the country.

- 'ACI Pharmaceuticals' is dedicated to enhancing people's health in Bangladesh by bringing new and reliable pharmaceutical products.
- □ 'ACI Consumer Brands' adds value to consumers' daily lives through its toiletries, home care, hygiene, electrical, electronics, mobile, salt, flour, foods, rice, tea, edible oil, paints, and international businesses.
- Bangladesh's largest integrator in agriculture, livestock, fishing, agricultural mechanization, infrastructure development, and motorcycles is 'ACI Agribusinesses.'
- The 'ACI Retail Chain' is Bangladesh's largest retail chain, with 144 SHWAPNO stores around the country, including 34 recently opened express outlets, impacting the lives of over 45,000 homes every day.

ACI in brief

Imperial Chemical Industries, a British company, opened a branch in what was then East Pakistan, afterwards renamed ICI Bangladesh Manufacturers Limited after the country gained independence. The company was renamed Advanced Chemical Industries (ACI) Limited after ICI sold its Bangladesh investment to the management in 1992.

Advanced Chemical Industries (ACI) Limited, one of Bangladesh's major corporations with a worldwide heritage, operates across the country through its four key business groups. The mission of 'ACI Pharmaceuticals' is to promote the health of the people of Bangladesh by introducing new and dependable pharmaceutical products.

Through its toiletries, home care, hygiene, electrical, electronics, mobile, salt, flour, foods, rice, tea, edible oil, paints, and overseas companies, 'ACI Consumer Brands' delivers value to consumers' daily lives. 'ACI Agribusinesses' is Bangladesh's largest integrator of agriculture, livestock, fishing, agricultural mechanization, infrastructure development, and motorcycles. The 'ACI Retail Chain' is Bangladesh's largest retail chain, touching the lives of over 45,000 people every day, with 144 SHWAPNO sites around the country, including 34 recently opened express shops. For the fiscal year 2019-2020, the Company paid the National Exchequer Taka 4,318 million in company tax, custom duty, and value added tax.

Basic Information of ACI:

- Full Name: Advanced Chemical Industries Ltd.
- Incorporation Date: 24 January 1973
- Number of employees: 8,364
- Authorized capital: 150,00,00,000
- No of Shares: 5,73,72,955
- Year End: 30 June

2.1 Mission and Vision:

ACI Limited focuses on providing uncompromised quality products and services in all areas of consumer requirements and wishes in order to generate shareholder value and provide the highest possible benefits to all of its customers.

Mission

The mission of ACI is to improve people's lives via the responsible application of information, skills, and technology. ACI is devoted to seeking excellence through world-class commodities, innovative processes, and empowered employees in order to reach the highest degree of customer satisfaction. (ACI Limited, 2016).

Vision

ACI Limited will work to accomplish the mission.

- Attempt to rise to the top of the company's business categories.
- Obtain a high level of efficiency across all of its operations by effectively and efficiently employing resources, adopting appropriate technology, and aligning with our core competencies.
- To help employees grow, encourage employee empowerment and reward creativity.
- Promote a learning and personal development environment for its employees.
- Ensure that its customers receive high-quality, consistent products and services, ensuring that they get good value for their money.
- Encourage and support its suppliers and distributors to improve the quality of their products and services.

Establish a constructive relationship with the community and promote environmental stewardship within its sphere of influence (2016, ACI Limited)

2.2 Values of ACI Limited

For its own-self and customers, ACI Limited upholds the following ideals.

- Quality,
- Customer Focus,
- Fairness,
- Transparency,
- Continuous Improvement, and
- Innovation

(2016, ACI Limited)

2.3 Product Categories and Brands of ACI Limited

ACI Limited is made up of three main business units: pharmaceuticals, consumer brands, and agribusiness. ACI Limited also has subsidiaries and joint ventures dedicated to retail chains.

Business Unites

❖ Pharmaceuticals

ACI Limited has demonstrated their astute strategy by transforming the Bangladesh pharmaceutical facility into a sophisticated representation for the global pharmaceutical business. ACI Limited has delivered a varied selection of high-quality drugs and health-care items to the people of Bangladesh since its inception. Tablets, capsules, dry powder, liquid, cream, gel, ointment, ophthalmic, and injectable medications are among the therapeutic classes and dosage forms available. ACI Pharma has also made a name for itself in the field of Novel Drug Delivery Systems (NDDS). ACI Limited distributes high-quality medications to countries across Asia, Africa, and South Africa as a result of addressing the needs of both domestic and foreign pharmaceutical manufacturers. (2016, ACI Limited)

❖ Consumer Brands and Commodity Products

Consumer brands encompass a diverse range of commodity goods that people require on a regular basis. ACI Limited is the parent business for a number of well-known brands, including ACI Aerosol, ACI Mosquito Coil, Savlon, Freedom, Cleanit, Smart, and others. When it comes to keeping one's home clean and living a germ-free life, these products are strong performers. In Bangladesh, ACI Limited has established itself as the market leader for commodity items. They efficiently deliver Salt, Flour, Noodles, and Spices under the brand name "ACI Pure." However, through numerous distributors and joint ventures, they also represent world-renowned product categories in Bangladesh, such as Colgate, Nivea, Tetley, Godrej, and Dabur. (ACI Limited, 2016)Agribusiness

ACI's Agribusiness is the country's top integrator in agriculture, livestock, and fisheries, focusing in crop protection, seed, fertilizer, agrimachinery, and animal health supplies. These organizations are well-known in Bangladesh. Crop protection chemicals are provided by CC&PH, hybrid rice, vegetable, and maize seeds are provided by Seed, micronutrient and foiler fertilizer is provided by Fertilizer, tractors, power tillers, and harvesters are provided by Agrimachinery, and Animal Health provides high-quality nutritional, veterinary, and poultry medicines and vaccines are provided by Animal Health. ACI Agribusiness has a number of national and international research and development enterprises, universities, and research organizations with whom it collaborates. Before a product is launched, it is rigorously tested in the laboratory and on the farm. ACI gives solutions to farmers through a strong team of scientists and skilled professionals. The year 2016 (ACI Limited).

❖ Subsidiaries and Joint Ventures

ACI Limited is coordinating the subsidiaries successfully and efficiently, as well as preserving positive relationships with Joint Ventures.

Subsidiaries

- ACI Salt Limited
- ACI Pure Flour Limited (APFL)
- ACI Foods Limited

- Premiaflex Plastics Limited
- Creative Communication Ltd.
- ACI Motors Limited
- ACI HealthCare Limited
- ACI Chemicals Limited
- ACI Logistics Limited

Joint Ventures

- ACI Godrej Agrovat Private Ltd.
- Tetley ACI (Bangladesh) Ltd.
- Asian Consumer Care (Pvt.) Ltd

CHAPTER III: PROJECT PART

(15 Digital advertising samples)

1. **ACI Fun Snacks:** Snacks named “Fun” was promoted for holy Eid. 5 types of different snacks were marketed by ACI Foods Ltd. From them fried dal, fried peas, potato chips, chanachur and chocolate cakes are there. The circulated slogan was, “enjoy the Eid with ACI fun snacks”.



Figure No. 5 - ACI Fun Snacks

Since the advertisement was published on the eve of Eid, and the name of the snacks were “FUN”, so they made the slogan as enjoy your Eid with ACI fun snacks. Eid is one of the biggest festivals for all over the year and among the mass people. Therefore targeting the occasion they have used the slogan using Eid. And also, the typical customer of that snacks are children, so the food items

are especially for the children and the packets of the foods are prepared so colourfully as it can attract the children.

Maslow's hierarchy of needs theory	Alderfer's ERG theory	Trio of Needs
Physiological needs	Existence	N/A

- **ACI Fun Snacks** is “Physiological needs” according to the Maslow’s hierarchy of needs, since it is related to food.
- It indicated to the “Existence” of Alderfer’s ERG theory.
- According to the Trio of Needs theory, ACI Fun Snacks does not refer to any of the area.

2. **ACI Pure Brown Atta:** It is critical to eat a nutritious diet in order to live a healthy life and raise a healthy family. Making healthy eating choices can reduce your risk of diseases including high blood pressure, diabetes, and coronary heart disease. ACI Pure Flour Limited has added ACI Pure Brown Atta to its product line, which has less carbohydrate but more minerals, protein, fiber, and anti-oxidants. Antioxidants are thought to delay aging, while other combinations of ingredients benefit digestion and diabetic patients by lowering calorie intake. Wheat flour manufactured by ACI foods ltd is known as ACI Pure Brown Atta. According to ACI, the product's slogan is "healthy wheat flour with fiber."



Figure No. 6 - ACI Pure Brown Atta

ACI Pure Brown Atta has made some typical sub slogan. Such as;

- i) Keep stomach clean
- ii) Reduce the risk of Colon Cancer
- iii) Contain anti-oxidant
- iv) Assist to control the Diabetes, etc.

It is brown wheat flour instead of white flour since the customers' are health conscious. Actually the health conscious customers are their targeted customers who are searched for healthy wheat flour. The sub slogans are also tends the customers to be healthy and have ACI Pure Brown Atta.

Maslow's hierarchy of needs theory	Alderfer's ERG theory	Trio of Needs
Physiological needs	Existence	Affiliation

- According to Maslow's hierarchy of needs theory, **ACI Pure Brown Atta** tends to involves to the “physiological needs”.
- According to the Alderfer's ERG theory, **ACI Pure Brown Atta** involves to the “existence”.
- According to the Trio of Needs theory, **ACI Pure Brown Atta** does not refer to any of the area.

3. **ACI Pure Spice (Gura moshla):** It's a popular product of ACI Foods ltd. Their slogan is “কথা নয়, স্বাদ”. From the very beginning of the TVC of kotha noi shad of ACI pure moshla, they have showed some spicy curry and tried to focus on the foods that become spicy and tasteful cooked by using ACI Pure Spice. Typically we tend to use spice in the curries to make it more tasteful, so they show some curries in the TVC to attract the targeted customers.



Figure No. 7 - ACI Pure Spice (Gura moshla)

In fact, ACI Pure gura moshla is well known by the cook. In the digital marketing it is recommended that, a product got focus by its customers more by using attractive graphics and relevant content. From this context, this TVC has tried to get the massive audience.

Cooked the fishes with ACI gura moshla will get an attractive look like this one.

Maslow's hierarchy of needs theory	Alderfer's ERG theory	Trio of Needs
Physiological Needs	Existence	N/A

- According to the Maslow's hierarchy of needs theory, **ACI Pure Spice (Gura moshla)** refers to the physiological needs since it is a food item.

- Whereas “existence” is the area where Alderfer's ERG theory defines the **ACI Pure Spice (Gura moshla)** as it goes under physiological needs.
- According to the Trio of Needs theory, **ACI Pure Spice (Gura moshla)** does not refer to any of the area.

This advertisement has also shared to the YouTube. So, I have chosen it as one of sample.

4. **ACI Salt:** Salt is the most important component of the human diet, second only to water. However, Bangladesh's salt industry has long been in a primitive position, supplying consumer's low-quality edible salt for everyday usage. And customers didn't make much of a distinction between the various brands offered when it came to selecting this vital daily nutrient. This began to change in 2005, when ACI Limited, one of the country's largest companies, determined to provide consumers the highest quality edible salt available, comparable to any worldwide brand. ACI Limited introduced ACI PURE Salt in order to improve people's quality of life, which is an important aspect of ACI's company goal. ACI Salt Limited was established as a private limited company under the Companies Act of 1994 on June 13, 2004. The Company's goals are to use advanced vacuum evaporation process technology to produce 100 percent edible salt for human consumption. The company has been providing the country with top grade edible salt with an outstanding reputation and 100 percent purity for many years. The importance of salt in human health cannot be overstated. In the human diet, it is the primary supplier of salt and chloride ions. Sodium is required for nerve and muscle function, as well as the regulation of bodily fluids. Sodium is also involved in the regulation of blood pressure and volume in the body. ACI tried to promote their product salt as one of the important element to develop the merit or if anyone wants to be meritorious should have to have ACI Salt. The slogan of ACI Salt is it helped to develop the human mind as well as the body. After all, salt with Iodine is undoubtedly is a significant element for a human body. Especially, Iodine is the element that helps to develop human mind and body to the next level. In the TVC of ACI Salt, they show that some different students become successful in different occupations by having the ACI Salt.



Figure No. 8 - ACI Salt

Consumers are surrounded by the digital marketing now a day. Since ACI is a well renowned brand in the area of consumer product, consumers have faith on them. Eventually, consumers tend to purchase the product they know by name. Consumers never purchase anything beyond their knowledge; so they purchase such product without any hesitation that has such type of digital promotion.

Maslow's hierarchy of needs theory	Alderfer's ERG theory	Trio of Needs
Physiological needs	Existence	N/A

- According to the Maslow's hierarchy of needs theory, **ACI Salt** refers to the physiological needs since it is a food item.
- Whereas “existence” is the area where Alderfer's ERG theory defines the **ACI Salt** as it goes under physiological needs.

- According to the Trio of Needs theory, **ACI Salt** does not refer to any of the area.

This advertisement has also shared to the YouTube. So, I have chosen it as one of sample.

5. **Antiseptics of ACI Ltd:** ACI's antiseptic journey began with Savlon Liquid Antiseptic & Cream, which grew into a diverse range of products such as Savlon Soap, Hand Wash, Hand Rub, Hand Sanitizer, Disinfectant Spray, and Wipes. For more than four decades, Savlon has served millions of Bangladeshi households. It has long helped people keep protected from illness-causing bacteria and viruses because it is a legacy brand. Savlon's objective is to empower people to prevent sickness, with the goal of becoming a symbol of a germ-free, healthy Bangladesh.

Imperial Chemical Industries discovered and produced two active components in Savlon Antiseptic Liquid & Cream: Cetrimide and Chlorhexidine Gluconate (ICI). In 1992, ACI Limited was founded, and it was given ownership of the brand. Savlon Antiseptic has been used to treat cuts, abrasions, burns, bug bites, and other wounds all over the world thanks to the presence of these two active components.



Figure No. 9 - Antiseptics of ACI Ltd

The popular slogan of antiseptic of ACI Savlon is “Powerful Germicide”. Typical people use savlon to be free from germ. Savlon is a powerful germicide that ensures its user germfree.



Figure No.10 - Antiseptics of ACI Ltd (Savlon Cream)

Maslow's hierarchy of needs theory	Alderfer's ERG theory	Trio of Needs
Safety Needs	Existence	N/A

- According to the Maslow's hierarchy of needs theory, ***Antiseptics of ACI Ltd*** refers to the safety needs.
- Whereas “existence” is the area where Alderfer's ERG theory defines the ***Antiseptics of ACI Ltd*** as it goes under existence needs according to Maslow’s theory.
- According to the Trio of Needs theory, ***Antiseptics of ACI Ltd*** does not refer to any of the area.

6. **ACI Fun Chanachur (Hot & Spicy)**: Fun Chanachur is ACI Foods ltd's most popular consumer brand, thanks to its smoky flavor. This fresh and crispy snack's spicy flavor is now widely available, and it has captured the hearts of millions of people. The highest quality raw ingredients, modern quality control technology, and cutting-edge machinery are used to create Fun Chanachur. ACI's fun chanachur is available in 18gm, 35gm, 65gm, 140gm, and 350gm sizes. Fun chanachur is one of ACI foods' most popular culinary items. A lady tries to build a fire on the stove but is unable to do so due to a lack of a burner in the ACI Fun chanachur TVC. After that, she has some ACI Fun chanachur. By setting fire to the stove in this manner, they meant to demonstrate how hot it is. It was also presented in a lighthearted manner to pique the interest of viewers and buyers. The product's slogan is "Jhal.....Aagun jhal," and the dish is so spicy that it can even set fire to the stove, as shown in the TV commercial.



Figure No.11 - ACI Fun Chanachur (Hot & Spicy)

ACI Fun chanachur with more nuts, peas, and pulses Contains healthy and tasty seasoning. So the consumers like it most.

ACI Fun chanachur has some other flavour like fun chanachur BBQ and Fun chanachur Sweet & Sour.

Maslow's hierarchy of needs theory	Alderfer's ERG theory	Trio of Needs
Physiological needs	Existence	N/A

- According to the Maslow's hierarchy of needs theory, **ACI Fun Chanachur (Hot & Spicy)** refers to the physiological needs since it is a food item.

- Whereas “existence” is the area where Alderfer's ERG theory defines the **ACI Fun Chanachur (Hot & Spicy)**.
- According to the Trio of Needs theory, **ACI Fun Chanachur (Hot & Spicy)** does not refer to any of the area.

This advertisement has also shared to the YouTube. So, I have chosen it as one of sample.

7. **Air Care:** Air Care is another product area that ACI offers to its consumers. Angelic Air Freshener is the category leader and a pioneer among air fresheners made in the United States. It's the perfect way to fill your home, office, or car with a cool, quiet aroma while also soothing and calming the atmosphere. Its enticing scents come from essential oils extracted from fruits, flowers, and plants and they're meant to lift your spirits and take you to another world.

Angelic Air Freshener is the market leader, offering a wide selection of products. Angelic has added Angelic Fresh Air Freshener, Angelic Auto Dispenser Air Freshener, and Angelic Aqua Fresh to its product portfolio.



Figure No.12 - Air Care Products

Maslow's hierarchy of needs theory	Alderfer's ERG theory	Trio of Needs
Physiological Needs	Existence	N/A

- According to the Maslow's hierarchy of needs theory, **Air Care** refers to the physiological needs since fresh air a basic need.
- Whereas “existence” is the area where Alderfer's ERG theory defines the **Air Care**.
- On the other hand, this product does not define any area according to the Trio needs theory.

8. **ACI Fun Caramel Candy:** Fun Candy is created with imported raw materials of the highest quality and cutting-edge teleology. To appeal to a wide spectrum of consumers, the fun candy is now available in two flavors: milk and caramel. Customers, particularly children, enjoy both of these variations. A simple way to make the kids happy is to give them fun candy.

Candy is without a doubt a child's favorite food. They use images of children in their television advertising to appeal to candy buyers, especially children. The slogan of ACI Candy is “ছোট সাইজ, বড় ফুর্তি”. Typical children are become happy even with a candy as their demand is tiny.



Figure No.13 - ACI Fun Caramel Candy

Maslow's hierarchy of needs theory	Alderfer's ERG theory	Trio of Needs
Physiological needs	Existence	N/A

- According to the Maslow's hierarchy of needs theory, *ACI Fun Caramel Candy* refers to the physiological needs since it is a food item.
- Whereas “existence” is the area where Alderfer's ERG theory defines the *ACI Fun Caramel Candy*
- On the contrary, this product does not define any area according to the Trio needs theory.

This advertisement has also shared to the YouTube. So, I have chosen it as one of sample.

9. **ACI Sea Food:** ACI Agrolink Limited has opened a shrimp processing plant that will process and export frozen shrimp that is 100 percent export-quality. The shrimp export business started in 2019 and is led by a team of experts with considerable experience in fish farming, commerce, processing, and export. Technically qualified and skilled personnel are needed to help management in strategic and operational responsibilities.



Figure No.14 - ACI Sea Food

Maslow's hierarchy of needs theory	Alderfer's ERG theory	Trio of Needs
Physiological needs	Existence	N/A

- According to the Maslow's hierarchy of needs theory, **ACI Sea Food** refers to the physiological needs since it is a food item.

- Whereas “existence” is the area where Alderfer's ERG theory defines the **ACI Sea Food**.
- On the contrary, this product does not define any area according to the Trio needs theory.

10. ACI Automobiles: The YAMAHA Motorcycles dealership was purchased by ACI Motors in 2016. For more than 60 years, YAMAHA has been a leader in innovation, designing championship-winning race technology bikes as well as cheap and practical street bikes that have won the hearts of millions of people all over the world. The sporty FAZER FI, YZF R15, and FZS FI, designed with excellent ergonomics for the adventurous with comfortable riding position and seat ensuring the rider can enjoy a weekend getaway or head off on a touring holiday; the family-friendly SALUTO Disc and SALUTO Drum, designed with a focus on fuel economy and practicality; and the SZ-RR for the 'Powerful and Stylish Commuter.'



ACI Motors motto: "Bringing Motion to Life"
Figure No.15 - ACI Automobiles

Maslow's hierarchy of needs theory	Alderfer's ERG theory	Trio of Needs
Safety Needs	Existence	Achievement

- **Automobiles** tend to be the “safety related needs” (e.g. such as health, secure employment, and property) according to the Maslow’s hierarchy of needs since it is a property.
- According to the Alderfer's ERG theory, **automobiles** refer to the existence needs.
- And, according to the Trio needs theory, it refers to achievement.

11. ACI Pure Suji: ACI Pure Suji is made with the best wheat available and the most cutting-edge European technology. The modern approaches aid in the retention of vitamins, proteins, and fibers, ensuring the family's health and nutrition. To ensure freshness and natural flavor, the entire grinding and packing process of ACI Pure Suji is automated and unchanged. After that, it's wrapped in a food-safe LLDPE bag. Suji-Halua, Suji-Barfi, Aflatoon, and a number of other wonderful foods can all be made using it. Retail packs of 200gm and 500gm of ACI Pure Suji are available. Another ACI Foods Ltd product is ACI Pure Suji. Children and adults are Suji's most significant clientele. Even still, everyone loves to eat natural, healthful foods. As a result, Suji's motto "100% natural" has been established by ACI. They've redirected the customer's attention to a simple and natural problem.



Figure No.16 - ACI Pure Suji

Maslow's hierarchy of needs theory	Alderfer's ERG theory	Trio of Needs
Physiological needs	Existence	N/A

- According to the Maslow's hierarchy of needs theory, **ACI Pure Suji** refers to the physiological needs since it is a food item.
- Whereas “existence” is the area where Alderfer's ERG theory defines the **ACI Pure Suji**.
- On the contrary, this product does not define any area according to the Trio needs theory.

This advertisement has also shared to the YouTube. So, I have chosen it as one of sample.

12. ACI Pure Stick Noodles: Noodles are a popular meal all around the world due to its flavor, adaptability, organoleptic appeal, and satiety. Noodles are a common ingredient in Asian and European dishes. In 2009, ACI Pure Flour began contract production as a trial

Maslow's hierarchy of needs theory	Alderfer's ERG theory	Trio of Needs
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run for its noodle company. ACI opened its own noodle plant in Shirajgonj in 2014. ACI Pure Noodles has swiftly become a household name as a convenient snack for home, school tiffin, and visitors because to its great quality, eye-catching packaging, and unique marketing strategy. Regular and Tandoori masala flavors of ACI Pure Noodle are available in 180 gram consumer packs. Stick noodles of ACI are one of the popular foods of ACI foods ltd. The slogan they used to reach the customers is “হারিয়ে যাও নতুন স্বাদে” since they have some other different flavors of noodles. ACI Pure Stick Noodles is a new flavor of noodles they launched, so the slogan is like that.

That product becomes more popular in the digital era, resulting in more traffic or visitors. As a result, they can appeal to a bigger pool of potential purchasers. As a result, the tagline or tag line is crucial in generating a memorable commercial that attracts viewers' attention. When you try the ACI Pure Stick Noodles, you'll discover that they have a distinct flavor.



Physiological needs	Existence	N/A
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Figure No.17 - ACI Pure Stick Noodles

Maslow's hierarchy of needs theory	Alderfer's ERG theory	Trio of Needs
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- According to the Maslow's hierarchy of needs theory, **ACI Pure Stick Noodles** refers to the physiological needs since it is a food item.
- Whereas “existence” is the area where Alderfer's ERG theory defines the **ACI Pure Stick Noodles**.
- On the contrary, this product does not define any area according to the Trio needs theory.

This advertisement has also shared to the YouTube. So, I have chosen it as one of sample.

13. Consumer Plastics: ACI Premio Plastics (a subsidiary of Premiaflex Plastics Limited) is a newly founded division of Bangladesh's largest conglomerate, ACI Limited. Premio began its journey in 2018 with the purpose of supplying its customers with high-quality plastic things. ACI Premio Plastics was able to advertise its products in 64 districts because to an experienced sales crew and a strong distribution infrastructure. The ACI Premio Plastics brand was used to market CEPL's products. ACI Premio Plastics focuses on improving consumer quality of life via uniqueness and innovation in product design and utility. We've combined cutting-edge technology with the best human resources to ensure the quality of our products and services. Household and Furniture are two of our most important product categories. We believe that by continuing to invest in ideas and technology, we will be able to provide quality solutions to both the local and worldwide consumer markets.

Safety Needs	Existence	N/A
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- **Consumer Plastics** tend to be the “safety related needs” (e.g. such as health, secure employment, and property) according to the Maslow’s hierarchy of needs since it is a property.
- According to the Alderfer's ERG theory, **Consumer Plastics** refer to the existence needs.
- And, according to the Trio needs theory, it refers no area defined.



Figure No.18 - Consumer Plastics

14. Retail Chain (Shwapno): ACI Logistics Limited manages Bangladesh's most popular retail brand, Shwapno. As the country's largest retail enterprise, Shwapno has an impact on the lives of over 35,000 households every day. ACI Logistics joined the retail business as "Fresh and Near" in 2008 to achieve the company's "Seed to Shelf" goal of

connecting farmers directly with consumers. Shwapno businesses now sell anything from fashion to home décor to electronics, among other things, after starting out selling fresh veggies and other necessities. This includes Shwapno Life, the company's in-house fashion label, as well as a number of private label supermarket brands. Shwapno has 56 locations in Dhaka, Chittagong, Sylhet, and Comilla, with a total of 310,000 square feet of shop space and over 2,500 employees. To ensure that clients have the greatest possible experience at each location, Shwapno operates a variety of store types, ranging from modest convenience stores to massive megamall layouts (ranging from 1,500 to 27,000 square feet).



Image of Swapno shopping mall

Figure No.19 - Retail Chain (Shwapno)

Maslow's hierarchy of needs theory	Alderfer's ERG theory	Trio of Needs
N/A	N/A	Achievement

- Retail Chain (Shwapno) does not indicate any of the theory of either Maslow's hierarchy of needs theory or Alderfer's ERG theory.
- According to the Trio of Needs Retail Chain (Shwapno) indicated to the Achievement.

15. Fertilizer: Fertilizer manufacturing started in 2007. The agricultural output potential of Bangladesh is huge. We are, however, still not at full capacity. Despite good soil conditions, crop productivity in Bangladesh has not always been sufficient. In order to boost output, farmers needed to utilize balanced fertilizers. ACI Fertilizer collaborates with government agencies and agricultural research organizations to identify the best cost-effective agricultural practices for improving yields. It educates retailers and farmers about the benefits and nutrient content of various fertilizers, assists farmers in selecting a balanced fertilizer mixture for their land, and encourages farmers to use organic and bio fertilizers to restore soil health and increase natural resource sustainability in collaboration with government and non-government organizations.



Image: ACI has produced different types of fertilizers

Figure No.20 - Fertilizer

Maslow's hierarchy of needs theory	Alderfer's ERG theory	Trio of Needs
Physiological Existence	Existence	N/A

- According to the Maslow's hierarchy of needs theory, ***Fertilizer*** refers to the physiological needs since it is a food item.
- Whereas “existence” is the area where Alderfer's ERG theory defines the ***Fertilizer***.
- On the contrary, this product does not define any area according to the Trio needs theory.

CHAPTER IV: ENDING REMARKS

Observation

Product development and marketing are the most crucial aspects of every business. The goal of developing a product is to meet the needs and wants of consumers. Nonetheless, as consumers' tastes evolve and their expectations rise, marketers are forced to hunt for those gaps in the market, which they then exploit to meet demand in the most efficient way possible. It is a privilege to work with ACI Limited on a research-based study. While working with various ACI products, I learned a lot and gained a lot of expertise.

Conclusion

In a competitive market, ACI Limited is expanding at a faster rate in order to deliver more benefits to its customers. From my observations, I learned how essential digital marketing is to them, and how they think about and build products and services for their customers with empathy. Nonetheless, it is more difficult to meet the satisfactions entirely due to inadequacy, because more acceptance and participation makes achieving the satisfactions more difficult. However, I hope that ACI Limited will stay true to its roots and continue to work toward a brighter future for both the domestic and foreign markets in the foreseeable future.

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