

# Communication Plan for Jamuna Future Park

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**April 25, 2009**

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**Subject: Letter of Transmittal.**

Dear Sir,

**I have finally submitting my project report on "Jamuna Future Park"**

I have really learned a lot and have gained valuable experience while collecting material for this report. I have tried my best to prepare this report up to the required standard.

I hope that my report will be able to fulfill your expectation.

**Thank you**

Yours Sincerely,



**Nusrat Jahan**

**2004-2-10-013**



# ACKNOWLEDGEMENT

Here is the term paper on Communication strategy for Jamuna Future Park that was assigned to me. The purpose of the report is to make convince prospecting client by detailing the pros and cons of the strategy.

The report is mainly divided in three parts:

1. Introduction of the client
2. Review of the communication strategy for any project
3. Recommendations

The report is based upon the widely accepted marketing communication strategy and the later portion of the report, there is a reflection in the communication strategy proposal for Jamuna Future Park. I tried my best to make the report a worthy one.

The report has provided me an excellent opportunity to acquire knowledge about different aspects of Communication strategy for any given firm or project. Now I believe that only working for any organization may not be enough for knowing the organization. On the other hand, only going through any course, having class in the class room, listening to the teacher, and sitting for examination also may not provide complete opportunity to analyze the campaign and to develop a communication strategy until practical involvement is not done.

Before submitting the report, first I would like to thank my guide teacher S.I Nusrat A Chaudhury for all of his valuable suggestions and patience to answer all queries for the completion of the term paper. I would also like to mention my gratitude to the management of Madonna Advertising Ltd. to allow me to go through such kind of important project. I thank all faculty of the university whose careful and spontaneous lecture helped me a lot to learn different aspects of integrated marketing communication.



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Nusrat Jahan

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## **EXECUTIVE SUMMARY**

In today's business there is no alternative of proper communication. Proper and appropriate communication is the key to success of any business. There is so many type of communication tools. All tools are not appropriate for all business. It varies in terms of the nature of a business, Target market, industry situation, economic condition, competition etc. It is requires a great wisdom to select the appropriate tools of communication. Through this project, basically I will try to find out the communication strategy took by Jamuna Group for its recent biggest project Jamuna Future Park (JFP) at the same time I will also see how their strategy is fit for this project.

In order to facilitate the functions of communication plan for any client, the organization may perform their job as per standard operating procedures.

Jamuna group is one of the massive groups in Bangladesh who is contributing a vital portion in the national economy. Jamuna Future park is the latest project of Jamuna group and it got an intention to build the biggest shopping and commercial complex in Asia in terms of the floor size which is approximately 70000 square meter. As a result to make people convince and to attract the potential buyers, a concrete and highly structured communication plan is required.

In modern Integrated Marketing Communication, there are so many communication tools like ATL (Above The Line), BTL (Below The Line) communication. Through this project, my basic intention will be to measure the effectiveness of communication tools used by Jamuna Group for its Project of JFP.

**PART ONE:  
INTRODUCTION**



# CHAPTER I

## 1. Objective

### 1.1 Major Objectives:

- Study the client's requirements for the communication strategy
- Coordinate the standard practices of communication strategy for any given project
- Developing the communication strategy for **Jamuna Future Park** in association with the modern integrated marketing communication process.

### Scope of the study

Integrated marketing communication process is the guideline of an organization, where the marketing communication tools are mixed and matched properly to reach to the assigned group. It will find out the real scenario for developing the communication strategy in terms of shopping and commercial sector. The emphasis will be given to:

- Basic requirements from the client
- Current widely practiced integrated marketing communication system
- Make a reflection of the modern marketing in the communication strategy

### Methodology

A review on the requirements from Jamuna Future Park will be carried on. A time to time follow up regarding the update of the creative part and its execution plan will be conveyed.

It has two type of target group. One group is those who will purchase floor space for doing business and the other group is those who will come here to purchase.

I will communicate with both of these two groups to see how they are informed about this project. At the initial stage the focus of Jamuna Group will be on the first target group who will purchase or take rent floor space for doing business. So what the strategies are basically being followed by Jamuna Group to attract this group will be my one of the major objectives.

After completion of the homework and other study regarding the industry, a fully prepared presentation supported by hard copy and power point slide will be done in front of you.

## **Data Sources**

### **1.Primary data:**

- From the authority of Jamuna Group.
- Study materials of the integrated marketing communication
- Potential target group of JFP for this project.

### **2.Secondary data:**

- Creative team's opinion and experience regarding this industry
- Manuals and records from industry record
- Different websites.

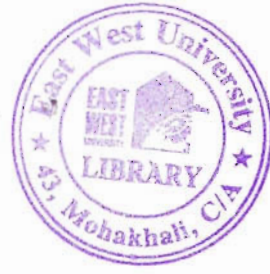
### **Data processing method:**

- Cross checking of all the gathered information for the validity of the campaign
- Putting the different ideas and views to check the gap between standard communication plan.

### **Limitations of the study:**

1. As the Jamuna Future Park has not launched its operation, and there are some issues which are not in favor, some findings cannot be disclosed here.
2. As it is a matter of huge budget, it was quite obvious that some of the portion was not open for study materials.
3. There is a big time limitation.
4. There is lack of research knowledge and expertise.

## CHAPTER II



### Literature Review

#### Marketing Communications Platform

Marketing Communications Platform is a powerful capability for personalizing and disbursing marketing contents in an automated fashion based on the profile of the recipients. The capability encompasses email communications, collaterals, brochures, and any similar communication media, where the contents of the communication material are customized based on the profile of the recipients and driven by a set of business rules that can be adapted to fit various scenarios.

Basic marketing diagram is given below:



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## **2.0 A brief of the layout of marketing communication**

**The platform has the following powerful modules and associated functionalities:**

### **1. Target list analysis and generation module**

- Gather key communication campaign objectives
- Procure historical target profiles from existing communication systems (systems in the areas of marketing, customer relationship, billing, customer care, human resource, etc)
- Apply outsourcing techniques to identify communication campaign target

### **2. Communication content creation**

- Implement dynamic concept to merge static marketing message with dynamic target profile info
- Utilize work flow for communication result content review, approval and rejection

### **3. Communication Content delivery**

- Publish content through the presentation that the client supports and prefers
- Send paper collateral to improve validity and acceptance level

### **4. Dry Run of the developed strategy**

- Sample target list for limited trial to preview potential results
- Analyze trial response to provide critical information for communication strategy adjustment
- some gaps have to be made for further adjustment but it should be conveyed or informed to the client.

### **3.0 Marketing Communication:**

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**Marketing communication** are the means by which firms attempt to inform, persuade, and remind consumers, directly or indirectly, about the brands that they sell. In a sense, marketing communications represent the “voice” of the brand and are a means by which it can establish a dialogue and build relationships with consumers.

#### **3.1 Alternative Marketing communication Options:**

##### **1. Media Advertising**

- TV
- Radio
- Newspaper
- Magazine

##### **2. Direct Response Advertising**

- Mail
- Telephone
- Broadcast media
- Print media
- Computer – related
- Media – related

##### **3. Place Advertising**

- Bulletins
- Billboards
- Posters
- Cinema
- Transit

##### **4. Point – of – Purchase Advertising**

- Shelf talkers
- Aisle marketers
- Shopping cart ads
- In – store radio or TV

## **5. Trade Promotions**

- Trade deals & buying allowances
- Point – of – purchase display allowances
- Push money
- Contests and dealer incentives
- Training programs
- Trade shows
- Cooperative advertising

## **6. Consumer Promotions**

- Samples
- Coupons
- Premiums
- Refunds / rebates
- Contests / sweepstakes
- Bonus packs
- Price – offs

## **7. Event Marketing and Sponsorship**

- Sports
- Arts
- Entertainment
- Fairs and festivals
- Cause – related

## **8. Publicity and Public Relations**

## **9. Personals Selling**

## **10. below the Line**

- Hat Campaign
- Bazar Campaign
- Uthan Campaign
- Shopping Mall Promotion
- Event Management
- One 2 One Selling
- Door 2 Door

### 3.4 The different media classification levels:

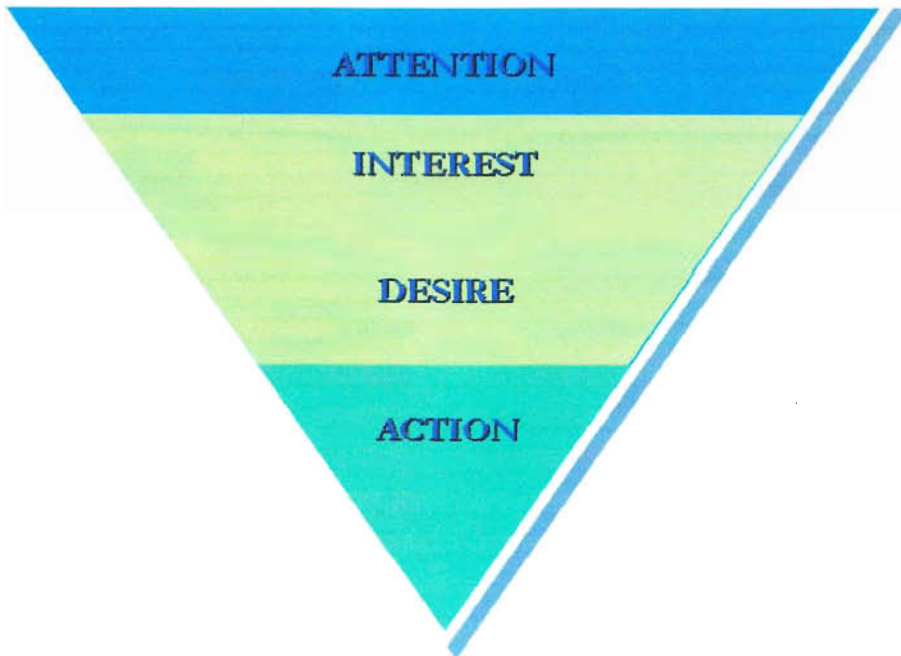




### **3.2 Overview of Marketing Communication Options:**

Advertising can be defined as any paid form of non-personal presentation and promotion of ideas, goods, or services by an identified sponsor.

### **3.3 Creative Elements and the Hierarchy of Effects:**



### **3.5 PRINT MEDIA:**

#### **Newspaper**

In fact, 45 percent of all local advertising is carried by daily newspapers. At the same time daily newspaper circulation has been growth in weekly, alternative, and ethnic newspapers. Active urban singles are particularly interested in the alternative papers.

#### **Formats and Features**

Most medium- and large-circulation newspapers divide their content into topic sections such as sports, entertainment, lifestyle/ fashion, finance/ business, and food in addition to the local/ national/ international news section that usually fronts the paper.

#### **Magazines**

Magazines are classified by frequency of publication (weekly, monthly, bimonthly, quarterly) and by type of audience (consumer, business, trade, and professionally). Magazines are also classified by how they are distributed. Magazines that sell subscriptions are classified as paid-circulation publications.

#### **Magazine Formats and Features**

Unlike newspapers, which strive to provide news and information coverage of a geographical area, most magazines focus their content coverage on a particular subject. Professional and trade journals often take either a horizontal or a vertical approach to a subject. Art example of a horizontally focused magazine is Chain Store Age.

#### **Directories**

The most widely used and known directory is the Yellow Pages, either a section within a phone book or (in large cities) a separate book that contains listings of business by product and service category. No one company owns the name.

## **3.6 Broadcast Media**

As broadcast media, radio and television have several common characteristics.

### **Radio :**

Online radio stations- both commercial and noncommercial- are also beginning to build audiences. In addition to radio, marketing communicators may also consider various types of audio formats for brand messages and brand reinforcement.

### **Radio Formats and Features**

Research has shown that radio is a background medium, meaning it is often on while people are doing other things (multitasking).

### **Coverage and Audiences**

Radio is primarily a local, consumer medium, seldom used for BtB brand messages. It is considered the most pervasive medium because it can be listened to anytime, anywhere, According to the Radio Advertising Bureau, the average person listens to radio about three and a half hours a day and in the course of a week 96 percent of Americans 12 and over have listened to radio at least once.

### **Strengths and Weaknesses of Radio**

Radio is called "theater of the mind" because listeners must provide their own mental visuals for the words, sounds effects, and music they hear, This means listeners create mental pictures for not only programming content but also for commercials.

Radio's other limitations are that it has no visuals and is fleeting. Another serious limitation is the fact that radio is used as background entertainment by people who are doing other things.

### **Television**

Television has the most exposure of any medium.

Potential for keeping their brand top-of-mind with stakeholders other than customers-investors, employees and prospective employees, suppliers, and the financial community. An often-heard criticism of television is that it reaches such a wide and diverse audience that most brands that use it are paying to reach many who are neither customers nor prospects.

## **TV Formats and Features**

Television is frequently referred to as either broadcast or cable. This can be confusing because those who have cable receive both cable and broadcast channels via their cable service.

TV advertising rates are based not only on rating but also on how much inventory is available. If a station is 80 percent sold out two weeks from now, rates will be higher for the remaining time than they would be if the station were only 60 percent sold out. When buying commercial time on TV, media people seldom depend on a rate card; instead, they call stations or their representatives, explain how many points they are interested in buying, and then ask for a price.

## **TV Strengths and Weakness**

Because TV is so dynamic (due to its ability to carry sound and moving visuals), it is often considered the prestige medium for marketing communication. When retailers consider taking of a new line of products, they often want to know to what extent this line will be promoted on TV.

One of the major limitations of using TV, especially for smaller brands, is the high production cost.



## **3.7 OUT-OF-HOME MEDIA**

### **Outdoor**

Outdoor goes back in history at least to the Roman Empire, when commercial signs were painted on city walls. In modern times, as cars and highways took over the landscape, large. Modern outdoor advertising comes in three standard forms: bulletins, 30-sheet posters, and 8-sheet posters.

### **Signs and Posters**

Exploiting the concept of creating effectively brand contact points, out-of-home message delivery includes a wide range of locations where brand messages can be posted. Besides traditional outdoor boards, outside signage includes signs on trucks and shopping bags; even uniforms serve as vehicles for brand messages. These are the media we encounter as we go about our daily business.

### **Strengths and Weakness of outdoor**

Using outdoor boards in a local market is a good way to extend reach and even more so, extend frequency of a brand message. Outdoor boards also provide geographical flexibility for targeting.

### **Cinema and Video**

Cinema and video are also very effective modes for communication. When it becomes a problem to contact with the potential buyer by TV, Radio at that time it is much easier to access to the forecasted zone with CD and video display options.

### **3.8 Advertising Defined:**

What is advertising? According to McCann Erickson,<sup>3</sup> the advertising agency that has developed Coca-Cola's national campaigns for many years, advertising is "Truth well told." This philosophy, echoed by Coke's management in its annual report 25 years ago, continues today :

[Coke's advertising] should be a pleasurable experience, refreshing to watch and pleasant to listen to. It should reflect quality by being quality. And it should make you say, "I wish I'd been there. I wish I had been drinking Coke with these people."

Advertising is the non personal communication of information, usually paid for and usually persuasive in nature, about products (goods and service) or ideas by identified sponsors through various media.

### **3.9 EVENT MARKETING AND SPONSORSHIP:**

- Event marketing refers to public sponsorship of events or activities related to sports, art, entertainment, or social causes.
- Sports
- Pop Music/Entertainment Tour
- Festivals, Fairs, Annual Events
- Causes/Arts

### **3.10 PUBLIC RELATIONS AND PUBLICITY:**

- Public relation and publicity relates to a variety of programs and is designed to promote and/or protect a company's image or its individual products.
- Publicity refers to non personal communication that involves press release, media interviews, press conference, feature articles, newsletters, films, photographs, tapes, and so on.

### **3.11 PERSONAL SELLING:**

- Personal selling involves face to face interaction with one or more prospective purchasers for the purpose of marketing sales. Specifically the main advantages to personal selling are that a detailed customized message can be sent to customers where feedback can be gathered to close the sale.

## ■ 4.0 DEVELOPING IMC PROGRAMS

- THEN: ONE TARGET, DEFINED BY DEMOGRAPHICS, CONSUMER "MASS MEDIA" .MARKETING AND CREATIVE STRATEGIES DEVELOPED, THEN MEDIA BOUGHT.
  - NOW: MULTIPLE TARGETS, DEFINED BY BEHAVIOR AND RANKED BY PROFIT TO BRAND, CONSUMER MASS MEDIA, DIRECT MEDIA,
  - SALES PROMOTION
  - EVENT MARKETING
  - MARKETING PR
  - CREATIVE STRATEGY INCLUDES MEDIA PLANNING
- 

### 4.1 MIXING AND MATCHING COMMUNICATION OPTIONS

- IT IS RECOMMENDED THAT MARKETERS "MIX AND MATCH" COMMUNICATION OPTIONS TO BUILD BRAND EQUITY.

#### GENERAL MARKETING COMMUNICATIONS GUIDELINES

- BE ANALYTICAL
- BE CURIOUS
- BE SINGLE MINDED
- BE INTEGRATIVE = **ROI**
- BE CREATIVE
- BE OBSERVANT
- BE PATIENT
- BE REALISTIC

## 4.2 CONCLUSION

- ADVERTISING: THE AWARENESS BUILDER.
- PUBLIC RELATIONS: THE CREDIBILITY BUILDER
- SALES PROMOTIO: INTENSIFYING CONSIDERATION
- DIRECT RESPONSE AND PERSONAL SALES: THE PERSONAL CONNECTION
- EVENTS, SPONSORSHIP, AND CUSTOMER SERVICE: EXPERIMENTAL CONTACT

## 5.0 CREATING STRATEGY IN ADVERTISING:

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Creative! How could one word, eight letters, strike so much terror into the hearts of so many budding advertising writers and designers? Creative, the essential energy behind all that is brilliant in persuasive communication. CREATIVE!! "Such a pretentious word," comments Reva Korda, President of Reva Korda Associates, one of the great copywriters of our day. *So, it is better to forget creative and forget creativity. Forget the word, that is, at least for now, and loosen up. As you read this page, you are in the "pre-creative" stage of learning to develop good advertising, and I would only be wasting words if I expounded on this any further, so let's begin.*



## **5.1 Finding The Way to sell creative idea:**

Creative thinking involves the ability to take two previously unlinked thoughts and combine them in a new and deferent way to produce a totally new idea.

### **The Next step: Formulating a Creative Strategy**

Good strategy for several reasons:

1. It is simple.
2. It is specific.
3. It is advert sable.
4. It is durable.

## **5.2 Developing the Creative Platform**

A good strategy is the essential first step in developing any advertising campaign, and this process begins with a thorough assessment of the situation. To have that situation clearly before them, advertising practitioners have developed a logical checklist, known as a Creative Platform.

There have many variations on the platform, but the following scheme is as thorough, as logical, and as easy to commit to paper as you will find. The platform is divided into five parts:

1. Objectives.
2. Target audience.
3. Major selling idea.
4. Other usable benefit.
5. Creative strategy statement.

### 5.3 Elements of Message Strategy

Usually written by the agency's account managers, a message strategy is a description of an ad campaign's overall approach and specific requirements, called mandatory, which include addresses, logos, slogans, and so on. A message strategy has three components: A message strategy has three components:

- Copy (verbal)- guidelines for what to say; considerations that affect the choice of words; and type of medium(s) that will carry the message.
- Art (nonverbal)- overall nature of the ad's graphics; any visual that must appear, and the medium(s) in which the ad will appear.
- Production (mechanical) - preferred production approach and the mechanical outcome including budget and scheduling limitation.
- Writing the Copy Platform

In developing the message strategy, the copy writer needs to create a copy platform, a document that service as the creative terms guide for writing the ad. The copy platform is a written strategy statement is the most important issue to be considered in the ad or campaign- the who, why, what, where, when, and the how of the ad:

1. Who is the most likely prospect for the product?

The copy platform must define the prospect in terms of geographic, demographic, psychological prospects personality.

2. Why?

Does the consumer have specific wants or needs the ad should appeal to? Advertisers use two broad categories of need for the product or appeals. Rational appeals are directed at the consumer's practical, functional service; emotional appeals at the consumer's psychological, social, or symbolic needs. For a sampling of specific appeals within these categories. All this appeals help gain attention, create a personality for the product or service, and stimulate the consumer interest, creditability, desire, and action

3. What product features satisfy the consumers' needs?

What factors support the product claim? What is the product's position? What personality or image-of the product or the company-can be or has been created? What perceived strengths or weaknesses need to be dealt with.

4. Where and when will this message be communicated? What medium?

5. What time of year? What area of the country?

6. Finally, how should be communicated? What style, approach, or tone will the campaign use? And, generally, what will the copy say?

## 5.4 Product Marketing List for creative Copywriting

- ❖ Proprietary information.
- ❖ History.
- ❖ Research.
- ❖ Life cycle.
- ❖ Market position.
- ❖ Competitive information.
- ❖ Product image.
- ❖ Customer use.
- ❖ Performance.
- ❖ Effectiveness.
- ❖ Manufacturing.
- ❖ Distribution.
- ❖ Packaging.



## 5.5 Boxes and Panels

Boxes and panels are great tools for the copywriter. In the information age, Writers can access huge amounts of information to support their product's utility and demonstrate why customers need it. A box is copy with a line around all four sides. A panel is an elongated box that usually runs the whole length or width of an ad.

**Slogans:** Many slogans (also called theme lines or tag lines) begin as successful headlines as did AT&T's "Reach out and touch someone." Through continuous use, they become standard statements, not just in advertising but for salespeople and company employees.

**Seals, Logotypes, and Signatures:** A seal is awarded only when a product meets standards established by a particular institution or organization such as the Good Housekeeping Institute Underwriters Laboratories and Parents Institute. The term seal is sometimes interpreted to mean the company seal or trademark. These are actually called logotypes (logos) and signature cuts (sig cuts) are special designs of the advertiser's company name or product name.

Developing Scripts for Electronic Media for electronic media, the fundamental elements- the five steps of the copy-writing pyramid- remain the primary guides, but the copywriting formats differ. Radio and television writers prepare scripts and storyboards.

Writing Radio Copy: A script's format resembles a two-column list. On the left side, speaker's names are arranged in a vertical sequence along with Descriptions of any sound effects and music. The wider column on the right contains the dialogue the characters or announcers will speak- called the audio. Therefore, to attract and hold listeners' attention- particularly those not attracted to a product category- radio copy must be intrusive.

## **5.6 Guidelines include the following:**

- Mention the advertiser's name early and often- at least three times.
- Be conversational. Use easy-to-pronounce words and short sentences. Avoid tongue twisters.
- Keep the message simple. Omit unneeded words.
- Concentrate on one main selling point Make the big idea crystal clear. Print picture with the words. Use descriptive language.
- Emphasize product benefits repeatedly and with variations.
- ***Writing television copy***
- Radio's basic two-column script format also works for television. But in a TV script, the right side is titled "Audio" and the left side "Video." The audio column lists the spoken copy, the sound
- The principal control device, consisting of minimums, midpoints and maximums
- Used to guide managers in making salary determination decisions

## **6.0 Conclusion:**

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- It is necessary to mention the advertiser's name early and often- at least three times.
- Any advertisement firm should Use easy-to-pronounce words and short sentences. Avoid tongue twisters.
- Necessary to keep the message simple. Omit unneeded words.
- One should concentrate on one main selling point Make the big idea crystal clear. Print picture with the words. Use descriptive language.
- Last of all, Emphasize on the product benefits repeatedly and with variations are required.

## **6.0 Introduction of Jamuna Future Park:**

Jamuna Future Park is one of the figures of Jamuna Group of Industry. Jamuna group took a step to build such a massive structure in Bangladesh in Baridhara. After along period of time, a massive and modern structure is built here. The initial target was to build the longest shopping complex in Asia. But as it is near to airport, there are some restrictions for which the initial plan was not possible to accomplish. But the target was to make the biggest and massive shopping complex in this Asia region. Then it took a time period of over 2 years to make the structure in a finished state. The shopping and commercial complex has 10 floors and it is the biggest in term of floor size. On the top of it, there are five helipads for business executive class.

### **Jamuna Future Park**



**Location:** Bangladesh

**Quantities:** 70000 m<sup>2</sup>

**Heights:** 20 m

**Designed By:** Archetype. ltd

**Materials:** Alucobond 4mm THK aluminum composite panel, Shanghai Pilkington reflective glass and laminated glass.

## **PART TWO:**

**My suggested Communication Campaign Strategy for JFP (Jamuna Future Park)**



## **6.1 An analysis of the Industry:**

Between late 60's and early 80's the only modern shopping giant in Bangladesh was

Chittagong New Market. The only market with escalators and twister-slops, these amenities were beyond the dreams among many Bangladeshi Shoppers in those days.

At the same time shoppers in Dhaka were confined to **Gausia, Elephant Road** and **New Market** for their lifestyle and necessity shopping.

In the **early 90's, Eastern Plaza** appeared as a revolution for the shopping market fraternity of the country which motivated other developers to step forward and build modern shopping centers.

The majority of these markets had been built on the concept of "**Town Centre**"

around different residential areas of Dhaka city.

Since 1997, Dhaka experienced a massive proliferation of shopping markets. But the recent development of the **massive Bashundhara City** has geared up other developers to initiate more shopping markets:

Because people are now staying more out of home, being more exposed to modern Lifestyle and overexposure of satellite TV is rapidly excelling aspiration levels of life style.



### **6.1.1 What is required to survive in this industry as a new comer?**

After the analysis, it gives a clear picture that lots of shopping complex are contributing in the improvement of the people's lifestyle improvement. And, as they are operating their business such a long time, already the brand name has been established very strongly and the people has their confidence and acceptance regarding these shopping complex. If a new market member wants to enter in this market, then it is obvious that it has to make such kind of differentiation strategy or element so that it can sustain in the market. It can be in term of size, type, location, rent or any thing. But the most important part is that the variable which will work as a key ingredient must be unique to make the difference.

### **6.1.2 Core Value of Jamuna Future Park:**

In the consideration of product engineering, a product or service must have some core values upon which the product or service release value to the prospective customer and in exchange of that value the customers prepare themselves to pay money. When I am discussing about Jamuna Future Park, there is one variable which clearly makes it different from the other competitors though it has a huge challenge to compete with others. The core value of JFP is it is the biggest Shopping complex in Asia. With this variable, it is outselling the competition.

### **Jamuna Future Park**



**JFP WILL BE ASIA'S LARGEST  
SHOPPING AND COMMERCIAL COMPLEX IN BANGLADESH**

So, in the moment of developing the communication strategy for JFP, one single value has to be communicated and in the strategy uniformity of the message is must. As Jamuna Future Park is the biggest shopping complex, and this ingredient is absent in the competitor's, this has to be communicated in every mode of communication.

### **6.1.3 A brief of the customers for Jamuna Future Park:**

Petty Retail Business Entrepreneurs, Retail Chain Houses, Banks and financial institutions, Mobile operators, Airlines, other consulting agencies are the key customers of the Jamuna Future Park. The total Shopping complex has been designed in such way so that it can give a balanced structure of the mentioned segments for their internal collaboration.

### **Client's requirements regarding the communication strategy of JFP:**

- To create awareness of thoughtful and complex architecture (Size and engineering) of JFP and icing it with "**Greatest and Enduring Value**" for its dominating size in Asia.
- To create **awareness of prospective customers** and **induce** their **interest** to be a proud member of such a great engineering excellence.
- **Induce potential** and prospective space buyers to **buy commercial and retail corners**
- To establish "**Sense of Winning Pride**" that "**Bangladesh Can**" among the Bangladeshis
- **Embodying image** of Jamuna Group as a **sensible and responsible corporate body**, who's contributing to the nation's development & progress
- Create massive "**Viral effect and Talked About**" marketing communication impact.

All these are client's requirements which have to be fulfilled through the communication strategy but the primary objective is to induce the potential buyers to confirm the commercial spaces.

#### **6.1.4 Why Consumer Will Look for JFP?**

The fantastic structure, convenient place are some elements or variables which always influence the target audience to go for such kind of shopping complex. But these have become so much common in the consideration of almost every shopping complex in Bangladesh. So, If the mother reason to buy spaces in the JFP, gain the core value will the driver value which will motivate the target people to go for it. Because, it is prestigious for any shop owner or space owner to become the part of the biggest shopping complex not only in Bangladesh as well as in Asia. So, if I look in the consumer insight of JFP for which they will want to have it, then it can be shown like in this way.

**(Finding from exploratory research)**

**Bangladesh is not advanced yet compared to India, Thailand,  
Malaysia.**



**Bangladesh brings Asia's Largest Shopping and Commercial  
Complex**

So, this will make a great sense of belongingness of the biggest shopping mall in the Asia.

### 6.1.5 Other variables in the consideration:

#### Location:

- Jamuna Future Park (JFP) is located at prime location in the heart of Dhaka City. The chances of success at JFP from the business point is optimal, due to its location.

#### Disposable Income:

- Surrounded by Baridhara, **Gulshan**, **Banani**, **Bashundhara** and **Uttara**, the residents of this densely populated area also have the highest per capita disposable income in the country. So, it can be expected that the people of the mentioned area will come and the shop owner will be in a comfortable state.

#### Novelty:

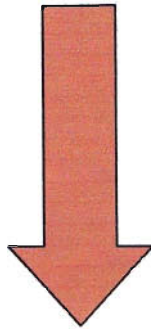
- An added bonus is the absence of a major competitor since there is no big shopping complex in Dhaka.
- shopping malls in this vicinity



## **6.1.6 Consideration of the key factor in developing communication Strategy:**

**(Finding from exploratory research)**

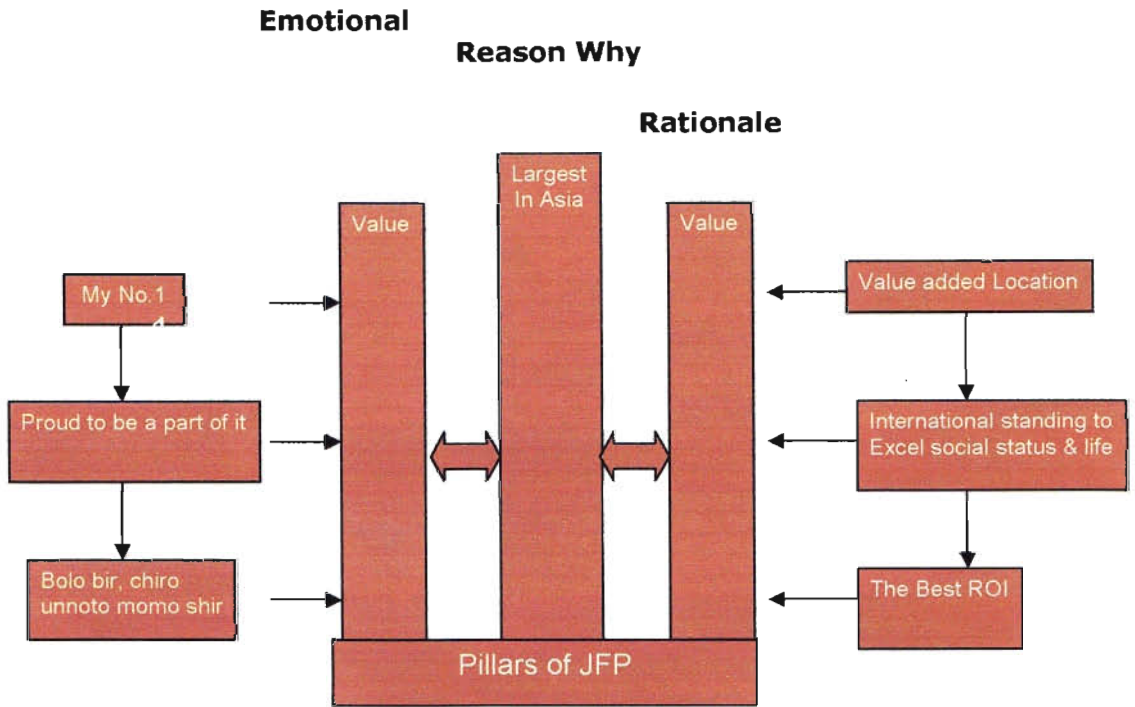
**Bangladesh is not advanced yet compared to India, Thailand, Malaysia.**



**Bangladesh brings Asia's Largest Shopping and Commercial Complex**

This is very much clear from the exploratory research that Bangladesh doesn't have the elements like the other countries in Asia like India, China, Thailand which will indicate the pace of development. As JFP got its massiveness, so this is the only feature which can be the effective ingredient to communicate as well as to differentiate the idea from the others. So, the finest and filtered message is 'Bangladesh brings the largest Shopping and commercial complex in Asia.' It does not deal within the country; rather it is a prestigious symbol in Asia.

**6.1.7 Rational Diagram for the validity of uniform communication message:**



The explanation of the diagram will clearly make understand of the root communication message or the mother uniform communication message. One of the elements of the left column is my no. 1. This is will create value when the target customer will utter with the pride. Then, it will be said in this way like "bolo Bir, Chiro Unnoto Momo shir". All these three elements will create value which is very much required for the advancement of the next phase. The core value of Jamuna Future Park is this is the biggest and all the three ingredients are supported by the mother value. The other additional or secondary values are that this is got a value added comfortable location, international reflection in the lifestyle and last of all the chance of getting the best ROI.

**6.1.8MY no. 1 can be demonstrated in this way:**

**“Bangladesh has done brilliantly. It gives me a sense of pride  
And increasing momentum to go ahead in the world”**

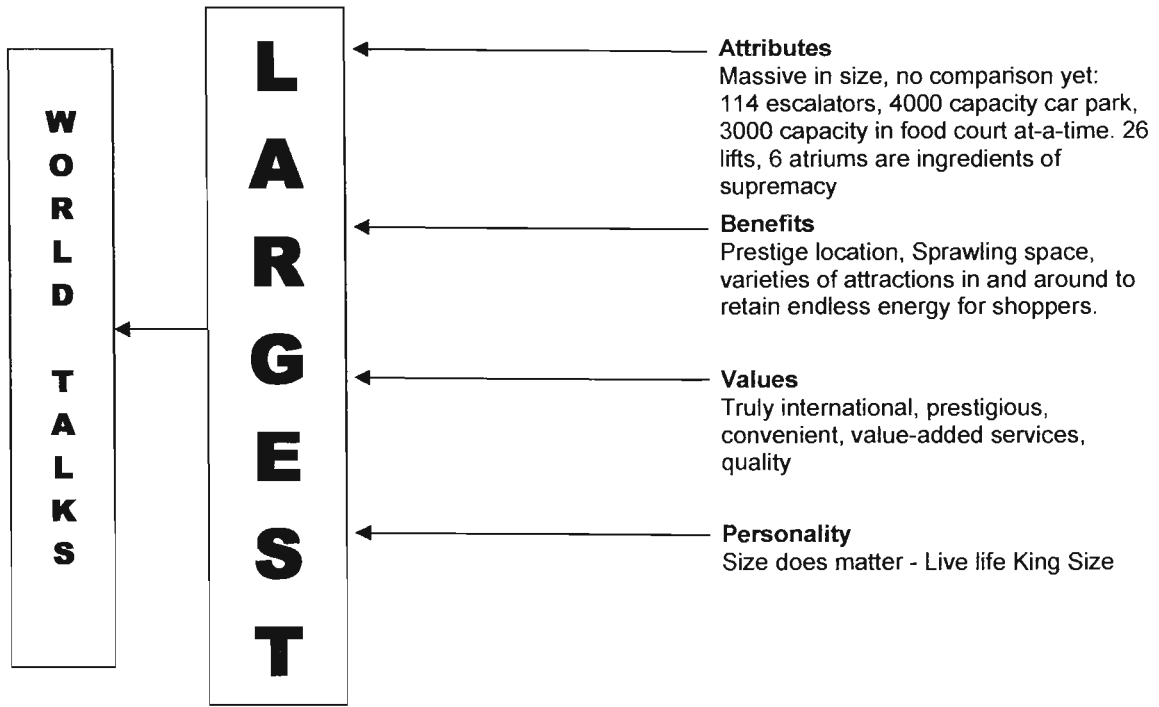


**Asia’s Largest Shopping and Commercial Complex  
In my golden Bangladesh”**

So, this is the attachment of the emotion for the JFP where fulfills the one gap of the value. When it come the talk about the country’s creation, then automatically it is the representation of the nation’s pride and overall image.

## 6.1.9

### Explanation of the core value of JFP:



Core value of JFP is this is the largest among all. According to the modern marketing concept, if any new product or service wants to survive, then it may have any one unique option like **attribute ownership** or the **being first idea**. Being first means that the product or service will have such kind of attribute or feature which will be brought for the first time to the customers. On the other hand, attribute ownership is having such kind of different ownership which will make it clearly different in the market. Very dramatically, JFP has the both the basic concepts to become successful. As it is largest one in the Asia region, so it is for the first time and there is no other shopping and commercial complex which has such kind of unique structure. Beyond these two features, there are some benefits, values and personality ingredients which truly make choosing this core value strongly.

After considering the target audience, defining the reason to have it and selecting and identifying the core value and rationality, the phase of communication message building phase starts. Depending on the identification of the core value, the communication strategy begins.



### **6.1.10 Communication Strategy:**

If I pick the reference of **David Aaker**, then it must be focused on a single core value in terms of communication. If so many ingredients are highlighted in the communication strategy, it has been experienced that all the values are become hazy to the target customers and makes a noise in the communication process. So, it is always suggested to concentrate on a single core value. JFP got its one core value and that is "**Biggest Shopping Complex in Asia**". So, in the communication strategy, this core value must be communicated in the every single mode and others must come as augmented value.

### **6.1.11 The communication strategy can be developed and communicated in two phases.** They are as follows:

#### **Phase1:**

#### **Informing Bangladesh about the Big Conquer:**

Trigger walk of life, prestige classes, and young generations to live up to PRIDE. Because, this is under the category of people's lifestyle and this is obvious to communicate that this is the biggest enough in every sense like in terms of size and trend.

#### **Phase2:**

Maintain the message flow of the facts and figures so that audience can remember.

#### **e.g. We can remember 22,000 workers took 20 years to build Tajmahal**

Communicating this effort of Jamuna Group as sensible, responsible, empathic, who cares for the country, people and are very aware of the vicious circle of unemployment.

In the communication, we can make people understand that this future park has made a large pool employment which will make a sensible impression in the mind of the target customers as well as in the mind of the stakeholders.

### 6.1.12 Objectives of Communication

It was quite obvious to extract all the tasks to set the objectives in the communication of Jamuna Future Park. **The objectives are follows.**

1. To create awareness of thoughtful and complex architecture (Size and engineering) of JFP and icing it with "Greatest and Enduring Value" for its dominating size in Asia. So, the core objective is to communicate the massiveness of the JFP.
2. To create awareness of prospective customers and induce their interest to be a proud member of such a great engineering excellence. In this case, in order to convey this message, lots of marketing options with the perfect blend is necessary. So, the primary instrument is to develop a TVC informing the massiveness of this shopping complex.
3. Induce potential and prospective space buyers to buy commercial and retail corners. Here, the brochures and CD of the virtual shopping complex were proposed.
4. To establish "Sense of Winning Pride" that "Bangladesh Can" among the Bangladeshis.
5. Embodying image of Jamuna Group as a sensible and responsible corporate body, who's contributing to the nation's development & progress. After the successful campaign, it is necessary to establish JFP as a sensible and responsible corporate body in this region. So, the communication message will be the creation of the employment opportunity by JFP.
6. And the last objective of the campaign was to Create massive "Viral effect and Talked About" marketing communication impact.



**PART THREE:**  
**Total Plan**

## **7.0 Marketing tolls/options for communicating the core value as well as others values:**

There are lots of communication tools which can be used for delivering the core value, "largest shopping complex in Asia". But there should be a perfect and balanced blending of the tools so that the budget is used effectively. The options are ATL (Above the Line), BTL (Below the line), Public relation and other segmented areas of communication tools. The brief communication tools are described here.

### **7.1 Above the line Communication: (ATL)**

#### **Satellite Television**

##### **Theme song:**

Duration 2 minutes To Leverage nation's Momentum, to induce sense of pride.

##### **Thematic TVC (6 no. of 20 sec & 1 no. 50 sec):**

Concentrating on each massive attributes of the project to register FIGURES as well as for visibility.

-----the theme song and thematic TVC will be developed on the basis of core value so that there is a flow of uniform communication and people do not become confused regarding the message. The total media plan and other options are discussed in the next chapter.

#### **FM Radio-**

**Theme song:** Duration 2 minutes- To spring up sense of pride of Dhaka's YUP (Young Urban Population).

-----Fm radio is popular media tools in the current context. To reflect the international lifestyle to the young generation and to educate them regarding the massiveness of the Shopping complex, this can be a very effective tool.

## **7.2 Below the line Communication: (BTL)**

### **1. Press conference:**

Regarding the massiveness of JFP. The other values like huge employment management can be highlighted to symbolize it as a sensible and responsible corporate body.

### **2. Billboards:**

Reflecting the theme of lifestyle and massiveness, billboards can be developed and launched in various catchy locations to communicate the core value. On the other hand, the design and composition has to be massive to give the sense of massiveness. For example: Airports (Dhaka, CTG, Sylhet)

### **3. Direct Mailer to the bank's clientele**

4. Table top bill in different strategic points. For example; prestige hotels, guest houses, restaurants, clubs.

### **5. Branding: CD Audio Filler**

6. Website for Jamuna Future Park so that mass people can have the access to the images and information of it. There will be an option available to download some important potential buyer's brochures so that they can easily make their buying decision.

## **Public Relation: (PR)**

### **Project Launch-**

When the project will be launched, a press conference will be called so that it has the coverage of all the daily newspaper and other magazines.

### **Inauguration Event-**

On the completion of the project, Big bang curtain raiser will be arranged.

### **Donation Program-**

When the project will run completely, a blood donation program will be arranged. On the other hand, there will be a specific account where all the shop owners will donate a certain amount every month for the poverty reduction.

If these PR activities are done carefully, it is obvious that JFP will have a very positive brand image in the long run. It is necessary to mention that Public Relation is a very effective tool in the term of communication because it can vibrate the word of mouth communication system. So, in the generation of brand equity, PR should be tackled with care.

## **7.3 Other Tools as Event on Campaign Launch**

Special Offer to BRAC BANK, EBL, SCB Clients -We can send direct mailer to the clients of major banks of the country with "special discount on booking/special price". We can reach their clients accompanied with Account/Credit Card Statement sent to the clients each month. We will send flyers with statements which can be done by banks on prior arrangement.

Special Offer to SME Entrepreneurs - We can offer discount rates on booking to the SME clients of the particular banks operating the SME loan.

## 8.0 Creative Part of the Communication:

Creative part has been attributed in such a way so that it can fulfill the following overall project objectives. The objectives for the creative part are .....

1. To educate audience about Facts and Figures what make JFP the largest in Asia
2. To create mass audience's involvement.
3. To Boost up the Confidence level of the customers towards the project
4. To Rationalize decision making process of the customers
5. Jamuna Group's effort towards huge employment for our human resources.

**Under the creative part, the first and foremost task for JFP is to develop a LOGO.** And according to the client's requirements, in the logo there should be the initials of the total name and that is JFP. The developed logo is below:



### 8.1 Pay off line development:

The second task is to develop pay off line and some of the proposed samples are below:

1. Asia's Brihattam Shopping and Commercial Complex
2. Bishwer Bishoy, Banglar Ohonkar
3. Kolponake har manai
4. Asiar Brihattam - Amader Gorbo

## 8.2 Developing TVC

The third part is to develop a novelty attributed story to make the TVC.

In the TVC, the thematic concept will be applied. Over 600 models will be used for giving sense of massiveness. The theme song lyric is---

“Chokh mele cheye dekho

Dekho Bangla amar Bangladesh

Ghor chere Biare Esho

Dekho Bangla Amar notun shaje

Jamuna Theke Hatson

Ajj bissho joyer shopno dheke Bangla

Bissho dekhe jaar Shopon

Eto Bishal Bepar

Eto Bishal Bepar”

For the making of the TVC, 35mm Camera will be used for the best color output. All the editing and color correction parts will be done in India for the production smoothness.



### 8.3 Media Mix

## Media MIX

A layout of Media MIX

	Category of Expenses	
<b>Pre Launch &amp; Launch</b>	Media Meet	
	TV	
	Newspaper	
<b>Post Launch &amp; Follow-up</b>	TV	
	Newspaper	
(Add) Production Cost of 10 nos.TVCs ( 1 no 10", 1no. 50", 7nos. 20" and 1 no. 120")		
(Add) Production Cost of Press ad Design		

### 8.4 Media Meet

#### TV:

1. N TV
2. Channel I
3. ATN Bangla
4. Channel **1**

#### Newspaper

##### National Dailies

1. Prothom Alo
2. Jugantor
3. Ittefaq
4. Daily Star
5. Janakantha

## Radio

1. Radio Today
2. Radio Foorty

## Media Meet

The Media Meet program will be arranged in the Winter Garden of Hotel Sheraton where corporate and media personalities will be invited. After the deliberation of the project vision, a lively musical program, rendered by one of the leading singers of the country will provide life to the ceremony. Buffet Dinner will be catered. Branded gift items will be distributed amongst the invited guests. The venue will be colorfully branded with festoons, backdrops etc.

## 8.5 Estimated TV Media Plan

Analyzing the TV TRP per channel basis, a TV media plan is proposed here.  
(Phase 1)

NTV:

- ❑ 1 spot ( Teaser) of 10 sec duration daily in the 1st mid-break of 7.30 & 10.30 pm news
- ❑ 1 spot ( Teaser) of 10 sec duration daily before program at 9.00 pm

Channel I:

- ❑ 1 spot ( Teaser) of 10 sec duration daily in the 1st mid-break of 7.00 & 9.00 pm news
- ❑ 1 spot ( Teaser) of 10 sec duration daily before program at 10.30 p

ATN Bangla:

- ❑ 1 spot ( Teaser) of 10 sec duration daily in the 1st mid-break of 7.00 & 10.00 pm news
- ❑ 1 spot ( Teaser) of 10 sec duration daily before program at 11.00 pm

**(Phase 2)**

## **(Phase 2)**

### **NTV:**

- ❑ 1 spot ( Thematic TVC "F&C") of 50 sec duration daily in the 1st mid-break of 7.30 & 10.30 pm news
- ❑ 1 spot (Thematic TVC "F&F") of 20 sec duration daily before program at 9.00 pm
- ❑ 1 spot (Theme Song) of 120 sec duration daily before News at 7.30 pm

### **Channel I:**

- ❑ 1 spot (Thematic TVC "F&C") of 50 sec duration daily in the 1st mid-break of 7.00 & 9.00 pm news
- ❑ 1 spot (Thematic TVC "F&F") of 20 sec duration daily before program at 9.30 p
- ❑ 1 spot (Theme Song) of 120 sec duration daily before News at 7.00 pm

### **ATN Bangla:**

- ❑ 1 spot (Thematic TVC "F&C") of 50 sec duration daily in the 1st mid-break of 7.00 & 10.00 pm news
- ❑ 1 spot (Thematic TVC "F&F") of 20 sec duration daily before program at 9.00 pm
- ❑ 1 spot (Theme Song) of 120 sec duration daily before News at 7.00 pm

## **8.6 Print Media (Flow Chart Album Teaser & Launch)**

For the effective campaign a multi dimensional press has to be taken so that all the target audience can reach to the communication for a certain period if time frequently.

### **National Dailies:**

#### **Prothom Alo:**

Total 5 nos. Teaser Ad (color) of size: 40 CI will be placed in the front, 3rd, 5th, 7th & 16th page & one Launched Ad (color) of size160 CI will be placed in 18th page.

**Daily Star:**

Total 5 nos. Teaser Ad (color) of size: 40 CI will be placed in the front, 3rd, 5th, 7th & 12th page and one Launched Ad (color) of size160 CI will be placed in 14th page.

**Ittefaq:**

Total 4 nos. Teaser Ad (color) of size: 40 CI will be placed in the front, 3rd, 9th, & 12th page and one Launched Ad (color) of size160 CI will be placed in the Sports page.

**Jugantor:**

Total 5 nos. Teaser Ad (color) of size: 40 CI will be placed in the front, 3rd, 5th, 12th & 14th page and one Launched Ad (color) of size160 CI will be placed in 16th page.

**Janakantha:**

Total 3 nos. Teaser Ad (color) of size: 40 CI will be placed in the front, 3rd& 7th page and one Launched Ad (color) of size160 CI will be placed in 10th page.

**Amardesh:**

Total 3 no Teaser Ad (color) of size: 40 CI will be placed in the front, 3rd& 5th page and one Launched Ad (color) of size160 CI will be placed in the spots page.

## **Flow Chart (Post-Launch) Newspaper**

**Prothom Alo:**

An Ad (Informative) of size: 40 CI will be placed in the front page

**Daily Star:**

An Ad (Informative) of size: 40 CI will be placed in the front page

**Ittefaq:**

**An Ad (Informative) of size:** 40 CI will be placed in the front page

**Jugantor:**

An Ad (Informative) of size: 40 CI will be placed in the front page

**Janakantha:**

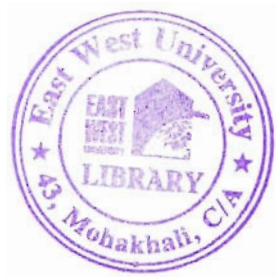
An Ad (Informative) of size: 40 CI will be placed in the front page

**Amardesh:**

An Ad (Informative) of size: 40 CI will be placed in the front page

**PART FOUR:**

**Present Communication Strategy followed  
by JFP**



JFP has two types of target group. One is those who will purchase from the market. The another group is those who will procure or rent space for doing business.

JFP is following different strategies for targeting these two groups.

For the group one, who will come to buy products, JFP has already made a TVC and it is being broadcasted in different TV channels. They have also developed newspaper ad. The placement of their ad is the front page of the newspaper. JFP is not that much frequent in Radio commercial.

For the second group JFP is following the following communication strategies:

1. Direct Marketing.
2. Word of Mouth Communication.
3. Referral group communication.
4. Suggestive selling.

Actually at the initial stage the second group is mostly important for JFP.

1. **Direct Marketing:** JFP is directly knocking to their prospective clients. Their representatives are going to near their clients with their valued offers and they are trying to convince.
2. **Word of Mouth Communication:** Creating a Buzz is the major objective for JFP here. "It Is The Largest Shopping Mall in Asia" – This statement is the source of creating Buzz for JFP. Through word of mouth communication, JFP is trying to motivate people to come here based on this statement. They are trying to make people to feel that if they buy space or take rent in JFP will be some one in this Asian region.
3. **Referral Group Communication:** JFP is trying to motivate people by using several references. For example, Jamuna Group has other projects. For the JFP project they are trying to use the reference of the people of their other projects who are currently doing good business.
4. **Suggestive Selling:** JFP has some teams who have been engaged to convince and motivate people to start business in JFP. There is a handsome package of payment for these teams.

Regarding these purposes JFP is using brochures and other printing materials.

**PART FIVE:**

**FINDINGS, SUGGESTION AND ANNEXURE**

## 9.0 Findings

After developing communication plan, there are several finding. The first finding is that a new dimension regarding the communication strategy is coming. It means all the conventional rules and strategy is becoming obsolete. New way of thinking is being appreciated in the industry. Side by side, the intention of the clients has also changed. It was observed that there was a common tendency in the mind of the client that they always wanted to develop simple and flat quality TVC. Now a day, they want to fight with the quality of Indian TVC. As a result, they are more interested to produce TVC in the 35 format. On the other hand, previously, whatever the client used to say, that was final. But now the trend has been changed. The agency can make a significant change in the terms of script, making and other areas.

I found the following things absent:

1. No large bill boards.
2. No Radio commercial.
3. No frequent newspaper ads.
4. Poor voice over used for the TVC.



## **9.1 Recommendations**

**For each brand,** brand positions that will provide clear guidance to those implementing a communication program. So, in every communication step, the message should be conveyed in order to maintain to give the impression of message of uniformity. So, JFP should follow it.

**In the case of JFP,** it is very important to execute the communication program so that it not only is on target with the identity and position but achieves brilliance and durability. It will generate alternatives and consider options beyond media advertising.

**Every time** there should be a goal a consistent identity, position, and execution over time. Maintenance of symbols, imagery, and metaphors will work. On the other hand, JFP should understand and resist organizational biases toward changing the identity, position, and execution.

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