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BBA

AN ASSESSMENT
OF
MY ZONE CAMPAIGN
OF
GRAMEENPHONE



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OF
GRAMEENPHONE**



Internship Report
On
An Assessment of My Zone Campaign of Grameenphone

Submitted by:

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2007-3-10-048

Semester: Fall' 2011

Business Administration Department

East West University.

An Assessment of My Zone Campaign of Grameenphone

Prepared for:

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Date of Submission: 22 December, 2011



EAST WEST UNIVERSITY

December 22, 2011

To

Mr. M Sayeed Alam
Deputy Director, CCC & Assistant Professor
Dept. of Business Administration
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Subject: To accept Internship Report on An Assessment of My Zone Campaign of Grameenphone

Dear Sir,

I would like to thank you for assigning me this subject to prepare the internship report. This task has been given me the opportunity to explore the most important campaign of Grameenphone which is designed and executed by Grey Dhaka.

The report contains a comprehensive study on My Zone campaign of Grameenphone. It was a great pleasure for me to have the opportunity to work on the above-mentioned subject. I have endeavored my best to come out with a good one.

Please feel free to contact me if you have any queries. Required contact address has been included at the very last page of this report. I would be very happy to provide you with any clarification regarding the report.

Would you please kindly accept my paper and oblige me thereby.

Thank you,

Sincerely yours,



Ahmed Istiaque Ibna Zia
2007-3-10-048
Semester: Fall' 2011
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Acknowledgements

I would like to thank my internship program supervisor of Mr. M Sayeed Alam Deputy Director, CCC & Assistant Professor, for his careful guidance and instruction which actually enabled me to accomplish the internship report successfully. I would like to thank my organizational supervisor Mr. Tauhid Hasan for giving me the opportunity to perform my internship program under his supervision in servicing department which is assigned for Grameenphone. Also, I would like to thank Miss Ummya Rahman and Mr. Jeet Ahmed for giving the required information and their valuable time while preparing report. I would also like to express my humble gratitude to all the colleagues in the organization and specially my department for showing exceptional belief in my capabilities and trust me with different important tasks and helped me with their guidance and sharing their valuable knowledge. Colleagues of my department also helped me incredibly in preparing this report.

Executive Summary

I have selected Grey Advertising Bangladesh Ltd., a company under Grey Global Group Inc. for attaining on-field experience as an intern for a period of twelve weeks as a part of my internship program of Bachelors of Business Administration requirement. During the internship in Grey I was assigned in Planning and Execution Unit of Servicing Department. The following report is based My Zone Campaign (Dynamic Pricing Campaign) of Grameenphone (GP) which has been planned and executed by Grey. The first part of the report is the introductory part where study objective, scope, methodology and limitation are described. Then second part focuses on different advertising agencies and potential advertising industry of Bangladesh. In third and fourth part there is a brief discussion about Grey Advertising Bangladesh Ltd and Grameenphone consecutively. The next part entails about My Zone Campaign of GP; especially how Grey has focused on a single idea of 'Surprise' and chose to go for ATL, BTL and Activation Plan. In next part there is interpretation of collected data and based on analysis findings are mentioned. In the last part I tried to provide some recommendation based on the findings. Then appendix consists of the reference, list of the websites visited and name and designation of respondents. To conclude, in the report I tried to express how my academic knowledge was applied in different situations in the internship tenure.

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PART ONE
INTRODUCTION

1.1. ORIGIN OF THE REPORT

As a part of the Internship Program of Bachelor of Business Administration course requirement, I am assigned for doing my internship in Grey Advertising BD Ltd. for the period of 3 months starting from September 19, 2011 to December 20, 2011. In Grey Advertising BD Ltd. I am assigned in client service unit under Planning and Execution Department for 3 months. My organizational supervisor is Mr. Shafquat Wasi Ahmed. My project is “An Assessment of My Zone Campaign of Grameenphone” which is assigned by Mr. Tauhid Hasan, Senior Account Executive of the said organization.

1.2. OBJECTIVES

Broad Objective:

Broad objective is to know the details about the background and customer response of Dynamic Pricing/My Zone Campaign that has been planned and executed by Grey Advertising BD Ltd. with the purpose of boosting up the telecom brand, Grameenphone.

Specific Objectives:

- To identify background of the Dynamic Pricing/ My Zone campaign and reason for launching.
- To find out the level of awareness among subscribers of selected areas.
- To find out how grey communicates with people while creating their curiosity and increasing their involvement.
- To know the performance of the campaign referring to organization through mathematical analysis.
- To analyze what the problems and obstacles were at the launching period.
- To make some recommendations and conclusion for further development of campaigns for GP.

1.3. SCOPE OF THE STUDY

The study will provide the scopes of knowing the following:

- The total concept Dynamic Pricing/ My Zone campaign.
- Operations of Grey Dhaka specially focusing on My Zone campaign to promote offerings all over the country.
- Contributions of campaign in creating and retaining customer focusing on lower tariff in like with better network.
- Effectiveness of campaign by passing on the performance of Grey Dhaka.

1.4. METHODOLOGY

The study will use both primary data and secondary data. The report will be divided into two parts. One is the Organization Part and the other is the Campaign Part. The parts are virtually separate from one another.

The information for the Organization part of the report will be collected from secondary sources like books, published reports and website of the Grey Advertising BD Ltd. (www.grey.com/bangladesh). For general concept development about the advertising industry and advertising agency, short interviews and discussion session will be taken as a source of primary data.

Besides, in the Campaign part, discussion with the employee of the related department of the said agency will also be conducted so as to get proper insight about the entire campaign activity. Moreover, a market survey among the subscribers will be conducted with a specific questioner. A number of 40 respondents will be surveyed to get information from primary source. Thus it will be possible to assess the level of effectiveness while planning and executing a prime campaign for a telecom brand.

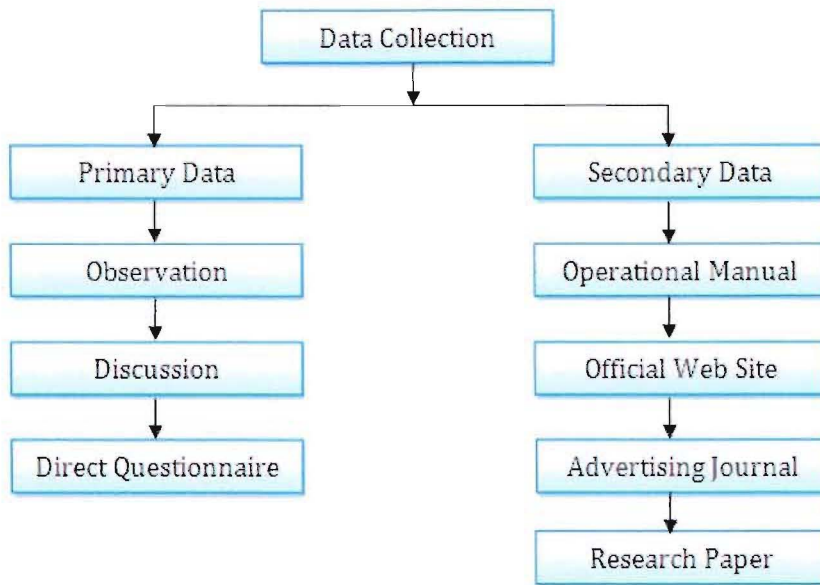


Figure 1: Data Collection Method

1.5. LIMITATION OF THE STUDY

Time frame is limited. Only three month is not enough to cover such a wide area as well as preparing a report. Moreover, it is the first time we are doing a research project on the effectiveness of the campaign, My Zone, so very few information is available on this particular topic. As a result, it will not possible to go through every matter in details.

PART TWO
THE AGENCY AND THE INDUSTRY



2.1. THE AGENCY

2.1.1. WHAT IS ADVERTISING AGENCY?

An advertising agency creates plans and manages all aspects of a client's advertising. Ad agencies can specialize in specific areas, such as interactive advertising, or they can be a full-service agency that creates advertising materials like brochures, catalogs, direct mail, print ads, radio and TV commercials, sales letters, etc.

Most agencies are their own independent company that handles many types of clients and their different advertising needs. Some agencies are in-house agencies, meaning their one and only client is the company that owns them.

Typical employees found at an ad agency include the agency president, creative director, account executives, copywriters, graphic designers and a media director. Some agencies also work with freelance copywriters and/or freelance graphic designers who usually do not work on-site.

The glamour, the unlimited expense accounts, and the exhilarating lifestyle - all these popular portraits of life in the big-time advertising agency are misleading. Advertising is demanding, challenging, hard work. It is also interesting and fulfilling. Advertising requires a mix of personal abilities, considerable business skills, and an ability to work under pressure to meet deadlines. Compared to larger industries, there are never many entry-level positions open in advertising agencies (dozens rather than hundreds). And competition is stiff. The industry, however, is constantly on the lookout for skilled, bright, articulate, creative and personable men and women with a well-rounded education and a good business sense.

An advertising agency or ad agency is a service business dedicated to creating, planning and handling advertising (and sometimes other forms of promotion) for their clients. An ad agency is independent from the client and provides an outside point of view to the effort of selling the client's products or services. An agency can also handle overall marketing and branding strategies and sales promotions for its clients. Typical ad agency clients include businesses and corporations, non-profit organizations and government agencies. Agencies may be hired to produce single ads or, more commonly, ongoing series of related ads, called an advertising campaign.

2.1.2. SERVICES OFFERED BY ADVERTISING AGENCIES

The American Association of Advertising Agencies (AAAA) defines an advertising agency as an independent organization of creative people and business people who specialize in developing and preparing marketing and advertising plans, advertisements, and other promotional tools. The agency also purchases advertising space and time in various media on behalf of different advertisers (its clients), in order to find customers for their goods and services (www.aaaa.org). This definition encompasses the essence of what advertising agencies do. First, they are independent -- the agency isn't owned by the client, the media, or other suppliers -- so it can bring an outside objective viewpoint to the client's business. Second, the agency employs a combination of business and creative people. These include accountants, marketing executives, researchers, media analysts, writers, and artists. These professionals have hands-on experience daily in creating ads, shooting commercials, and finding the best production suppliers. Third, the ad agency has negotiating power via planning and purchasing the right media that reaches the right customer in the right place at the right time. Here, ad agencies can save clients time and money. Finally, because of their range of clients, ad agencies are constantly exposed to a broad range of marketing problems and opportunities. These situations can add value to clients. Ad agencies come in a variety of forms and can typically be structured by their geographic scope, range of services they offer, and the type of business they handle. Overall, however, successful and competent ad agencies should be able to help clients (Arens, 2004):

- Analyze business' products and services.
- Evaluate various markets for client business, including distribution channels.
- Evaluate clients' competitive position and offer strategic options
- Evaluate media alternatives and offer rational recommendations.
- Develop an integrated communications plan and implement it with consistency.
- Save clients' valuable time by negotiating with media, providing analysis, and keeping track of billing
- Assist clients in the implementation of sales contests, publicity, grand openings, and other promotional activities.

2.1.3. ADVERTISING PROCESS

The basic process through which advertising is done actually is as follows:

- **Planning** includes determining ad strategy, plan and budget. And figuring out what an agency will do itself or who you will hire to help.
- **Media planning** should be done before agency starts creating ads in conjunction with the ad planning since buying ad space (where the ads will run or be placed) will be a significant portion of its ad budget. An ad agency needs to invest enough to reach enough of your target audience enough times so their message will be seen. The rule of thumb is agency needs to reach 70% or more of target audience at least three times in a month with specific ad message for it to have any effect.
- **Creation of the ad** varies depending on whether agency does this itself or hire freelancers or another agency, as well as the type of advertising they are creating. One will want to leave time to write a rough draft and then time for the design. Additional time is needed to finalize the copy and design. One may want to incorporate time for testing and revising the ads.
- **Ad testing** is done by most large companies and major advertisers. Most of the techniques can be used by small businesses to help determine which ads will be most effective and to improve the ads before they are run.
- **Producing the ad** involves meeting each media seller's specifications. If you've hired an agency or freelancer to create the ads, they'll manage the ad production process. You just need to monitor the budget and make your approvals quickly to avoid late and rush charges for production. Trafficking the ad is the term the ad industry uses for sending the ads out to the media outlets. The timing for this varies based on what type of media you are buying. For TV, ads need to be pre-approved by stations before they are aired. Magazine ads have a very long lead time.

- **Measuring ad effectiveness and optimizing the advertising** can be done real-time for search and online ads. For other types of advertising, it's best to pre-test the ads to make sure they will work. Next evaluate the success of the media plan and media weight (amount of money you invested) to learn what worked and what didn't. The learning is then applied to the next ad campaign.

2.1.4. REASONS FOR CHOOSING AD AGENCY

There are several reasons why a business hires an ad agency for solving marketing problems and branding/promoting. Basically companies hire ad agency for creative and better work as agencies have professional personnel in this sector. Companies actually expect creative solution, outside expertise, trustworthy relationship, long-term strategic focus, extension of marketing capabilities and better coordination of activities from agencies. Moreover companies try to save time regarding media coverage of their business by hiring advertising agencies.

2.2. THE INDUSTRY

2.2.1. ADVERTISING IN ASIA AT A GLANCE

Chowdhury (2009) wrote that “The global advertising industry itself is at crossroads today. It is taking a hard look inwards, re-evaluating itself in the post recession world”. This is an incredible time, a dynamic period in Asian marketing. From automobile and telecommunications companies, to banks, spirits and consumer goods companies, marketers are beginning to tap into the Asian market with great success. Advertising is also playing a significant role for this success. There are many advertising companies, which are successful in this area. Advertising agencies are expanding their networks in Asia to attract more accounts and win clients who are also moving rapidly into the region. Many agencies are even establishing wholly-owned offices. For instance, Foote, Cone and Belding have created a stronger network by putting up its own wholly-owned offices where government regulations allow it. The company works for Nestle SA in some Asian countries and is vying for the Southeast Asian business of US steakhouse chain Sizzler Restaurants International Inc.

India is a success name in Advertising world. Most major international advertising firms have chosen local Indian partners for their work in this market. Mumbai (formerly Bombay) remains the centre of the advertising business in India.

English-language advertising in India is among the most creative in the world. TV advertising (especially in the Hindi language) has made major headway in the past 10 years, especially with the advent of satellite TV.

2.2.2. ADVERTISING IN BANGLADESH AT A GLANCE

There was very little advertising practice in Bangladesh before independence. Due to inadequate industrialization, demand for specialized advertising agencies was very limited. Pioneers in the field such as Bitopi, East Asiatic (now Asiatic), and Interspan entered the market almost simultaneously in the year 1967. Their clientele comprised multinational companies like Lever Brothers Ltd., which had started to increase the range of their products. Other advertising companies started operating after independence.

There is no formal way of tracking of advertising agencies in the country. According to formal media sources, a total of 150 agencies are registered with Bangladesh Television, while the number exceeds 500 when both the formal and informal sectors are considered. However, more than 70% of the formal market share is held by the top nine advertising agencies of the country. These agencies, in descending order of market share, are Adcomm, Asiatic, Bitopi, Grey, Unitrend, Interspeed, Popular, Madona, and Matra. Other advertising agencies claim only about 13% of the market share, while the rest is accrued to in-house advertisement of business firms and enterprises.

Advertisement media in Bangladesh can be classified into two categories based on the placement strategy - Above the Line (ATL) category and Below the Line (BTL) category, each claiming about 50% of the total revenue. ATL includes newspapers, magazines, radio, television, and satellite and cable television. Placement strategies under BTL includes event management, in-house advertisement (company performing own advertisement) at point of purchase, outdoor advertisement (billboards, hoarding, neon signs, and bell signs), innovative activities (jatra, street drama) and advertisement on vehicle bodies or fliers.

The tariff structure of advertisement varies depending upon the type of media and the time or space used. A 30-seconds advertisement on Bangladesh Television is charged TK 9,450 at peak hours (7 PM till the end of day's transmission) and the amount increases by surcharge (50% for fixed time, 70% for immediately before or after the news, 80% for mid-breaks in films and 100% for mid-break in news). Rates are almost half during transmission hours before 7 PM. The commercial time allowed to a sponsor in a 60-minute program is up to 180 seconds and the rate charged per episode or program is TK 80,000 early time, TK 100,000 for peak time.

Bangladesh Television offers a discount of 25% on advertisements of books and magazines not containing any advertisement and activities of registered cultural organizations and voluntary organizations. Guidebooks for admission tests and competitive examinations, test papers and publishing houses do not get this discount facility. Bangladesh television however, imposes an additional surcharge of 60% on spot and sponsored advertisement for all products, which are produced or assembled outside the country. Rates charged by the Bangladesh Radio are much less: TK 600 for each transmission of a 15-seconds advertisement from 1st to 51st time. Bangladesh Radio charges TK 45,000 for sponsorship of a cricket match and TK 30,000 for that of a football match. Advertisement tariff for newspapers varies between TK 400 and TK 800 per column inch in inside pages; it is about three times higher in back pages.

The growth of the advertising industry since 1967 demonstrated a direct relationship between the economic growth of the country and purchasing power. Informal advertising agencies are continually springing up in competition with formal ones.

The clientele of advertising agencies primarily comprise of private national companies (PNC), multinational companies (MNC) and non-government organizations (NGO). The MNCs comprise more than 60% of the media share followed by the PNCs comprising 25%. The major client of the print media is the government. The advertising business is governed by the competition prevailing in the market; products having high competition advertise more. Also, consumer goods hold higher portion of the advertising budget. Also evident the industries having a very high local demand depend on advertising. Export oriented companies have gradually started to use the expertise of the advertising industry especially in the area of brochure development.

The legal aspect of advertising is controlled by the government through a requirement of the media to sign contracts with advertising agencies or the advertiser for all types of advertisements. The general terms and conditions of the contract are to conform to laws and regulations relating to printing, publication and mass communication. The Ministry of Information is the primary controlling authority and may decide to change all or a part of the terms and conditions of contracts with the advertising media. Advertisements related to drugs, cigarette, and the like; require prior permission of the Ministry of Health. Also, the government has set an ethical code of conduct, although not adopted as a legal document, for advertising agencies and for the media. The code urges the agencies to refrain from advertising products like alcohol, cigarette, baby food and cereal, undergarments for men and women, and contraceptives (except birth control pills). The media in general is expected to abide by social norms and moral value, refrain from direct attacks on any religion, person or organization, as well as from obscenity and vulgarism, and from using historical leaders and political leaders in advertisement.

PART THREE
AN OVERVIEW OF GREY ADVERTISING BD LTD.

3.1. GREY DETAILS: GREY WORLDWIDE

Grey Advertising Bangladesh Limited is a Grey Global Group Inc. company. A brief overview of the parent company thus requires a brief introduction. A fortune 500 company of the year 2004, Grey Global is the 2nd largest marketing & advertising company with the following concerns under its belt:

- GREY WORLD WIDE – Mass Advertising.
- MediaCom – Media Buying & Planning.
- Grey Direct – Direct Marketing.
- GCI – Public relation.
- Grey Health care Group – Health Care Marketing
- G2 – Brand Identity & promotion.
- Grey Interactive – Interactive Communication.
- J. Brown/ LMC Group – Co-Marketing /Local Marketing
- Beyond Interactive – Interactive Communication
- G-Whiz Entertainment – Youth & Entertainment marketing.
- Grey Alliance – Entertainment Partnership.
- Wing Latino Group – Hispanic Marketing.
- Grey Direct Marketing – Multimedia Communications.
- Ericsson Fina – Beauty, Fashion and Image.

Company's Vision:

To be a great global integrated Communication Company creating and enhancing brand value for the clients.

Company's Mission:

We will create leading brand ideas; ideas that create resonance in people's hearts and minds and create brand preference.

Global Resources: A Rich Total Communications Company

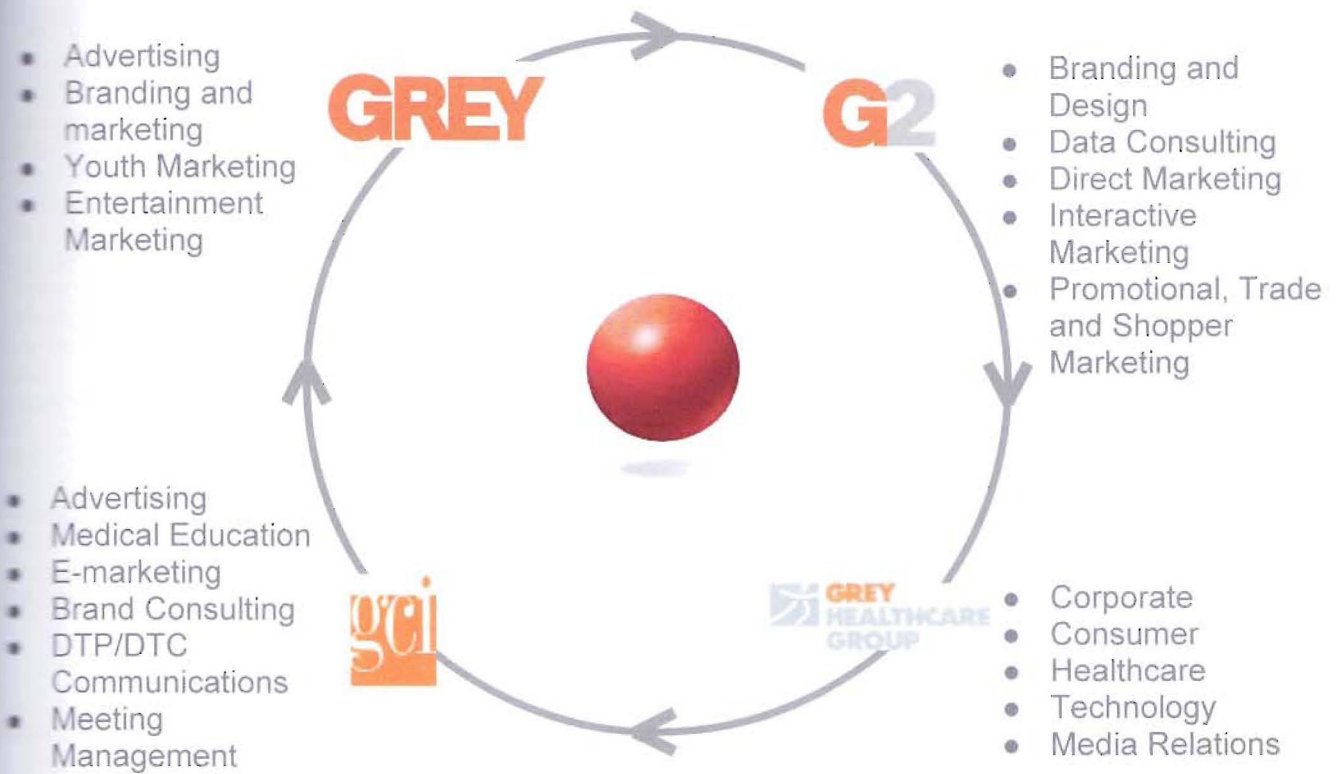


Figure 2: Total Communications Company

Global Network:

Our Global Network

Global Reach • Local Touch

121 Offices, 116 Cities, 94 Countries



Americas

- Argentina
- Brazil
- Canada
- Chile
- Colombia
- Costa Rica
- Dominican Republic
- Ecuador
- El Salvador
- Guatemala
- Honduras
- Mexico
- Nicaragua
- Panama
- Peru
- Puerto Rico
- Trinidad & Tobago
- United States
- Uruguay
- Venezuela

Europe, Middle East & Africa

- | | | |
|----------------|-------------|-------------------------------|
| Austria | Ireland | Portugal |
| Belgium | Israel | Qatar |
| Baltics | Ivory Coast | Romania |
| Belarus | Jordan | Russia |
| Botswana | Italy | Serbia/Montenegro |
| Bulgaria | Kazakhstan | Saudi Arabia |
| Cameroon | Kenya | Slovenia |
| Congo | Kuwait | South Africa |
| Croatia | Latvia | Spain |
| Cyprus | Lebanon | Sweden |
| Czech Republic | Lithuania | Switzerland |
| Denmark | Luxembourg | Turkey |
| Estonia | Macedonia | Ukraine |
| Egypt | Mauritius | United Arab Emirates |
| Estonia | Moldova | United Kingdom (incl Ireland) |
| Finland | Morocco | Uzbekistan |
| France | Netherlands | Zimbabwe |
| Germany | Nigeria | |
| Ghana | Norway | |
| Greece | Poland | |
| Hungary | | |

Asia Pacific

- Australia
- Bangladesh
- China
- Hong Kong
- India
- Indonesia
- Japan
- Malaysia
- New Zealand
- Pakistan
- Philippines
- Singapore
- Korea
- Sri Lanka
- Taiwan
- Thailand
- Vietnam

Figure 3: Global Network

Asia Pacific Network:

Our Asia Pacific Network

Asia Pacific Reach • Local Touch
28 Offices, 28 Cities, 17 Countries



Australia

Canberra
 Melbourne
 Sydney

Bangladesh

Dhaka

China

Beijing
 Guangzhou
 Shanghai

Hong Kong

Hong Kong

India

Ahmedabad
 Bangalore
 Chennai
 Kolkatta
 New Delhi
 Mumbai

Indonesia

Jakarta

Japan

Tokyo

Malaysia

Kuala Lumpur

New Zealand

Auckland

Pakistan

Karachi

Philippines

Cebu
 Manila

Singapore

Singapore

South Korea

Seoul

Sri Lanka

Colombo

Taiwan

Taipei

Thailand

Bangkok

Vietnam

Hanoi
 Ho Chi Minh City

Figure 4: Asia Pacific Network



3.2. GREY ADVERTISING BANGLADESH LIMITED (GABL)

The first joint venture international full service advertising agency to set up in Bangladesh, GABL is today the largest stand alone agency in Bangladesh with billings of USD 6 million in 2006. GABL is a market leader with a dynamic team of young and talented professionals and has won an unprecedented 4 years in a row (2003-2007) the Agency of the year Award, at the Srijan Samman Awards for all Bengali advertising work done in India and Bangladesh. In additional work done for its local as well as multinational corporate has won innumerable local and international Awards and accolades. GABL is a member of the Grey Group owned by WPP. GABL is also known as Grey Dhaka.

Grey Advertising is one of the newest ad agencies as well. Started only in 1996, Grey has been able to strengthen its market position strongly because of its multinational experience and 'Global' approach to business. A Grey Global Group Inc, USA company, Grey has one of the most exquisite portfolios in the country. The major clients are Grameen Phone, Prothom Alo, GMG Airlines, Procter & Gamble (P&G), Glaxo SmithKline (GSK) Vaccination, GSK Consumer Health Care, Abul Khair Group, Philips Lighting, Akij Group, Novartis, Gallery Apex, Pacific motors, Shark Energy Drink, Igloo, Aarong etc. It is worth mentioning that P&G, and GSK are all global partners of GREY WORLDWIDE. The only multinational company in the country, Grey has proven its worth over past few years. From establishing a new brand like Virgin drinks or CityCell Digital to continuing the Global Corporate image of BAT, Grey is termed as the most respected ad agency in Bangladesh. Managed by the professionals having proven track record, Grey maintains one of the smallest workforces to run its multi-million taka operations.

The creativity of Grey in Print & TV media has been undisputed. The astute, smart creative professionals' work for selling quality work with less priority to quantity of work has been a trend of Grey across the globe. The Media department of Grey is not far behind. Grey Advertising Bangladesh is the second largest buyer of print medium of Bangladesh and one of the leading ones in TV medium. Besides these, there are few success stories of Grey Advertising Bangladesh like; Grey Bangladesh won the 'International Media Exchange Award' for its GSK Vaccination ad. Recently Grey received six awards in Adfest 2011 for promoting successfully Grameen Phone, Prothom Alo and Abul Khair Steel. A very small party of professionals working

in the Account Management department runs the operations and management of the company. Graduates from the reputed business schools of home & abroad, these young managers thrive to reach the very best. The work environment of Grey Advertising is another example of its classy, multinational aura. The well-decorated, smart office floor is equipped with latest technology like LAN and Internet. The average age of the employees is 28- quite unthinkable in most other workplaces of Bangladesh. Thus, the company is a true believer of youth and exuberance. Inherited from the parents in New York, USA, Grey Advertising always attempts to learn the newest way of doing business. Grey advertising is the first ad agency in Bangladesh to buy a spot in a local web portal for one of its clients. The commitment to technology continues as the company is looking forward to set up a separate wing – Grey Interactive, the worldwide Grey concern concentrating on the Internet advertising and other forms of digital communication.

3.3. SERVICES OFFERED BY GREY

Grey Advertising Bangladesh Ltd. offers a huge range of services regarding branding and promotion basically including 360 degree campaign and event & activation management. To be specific major service areas of GABL are given below-

- Concept development
- Print ad
- Press ad
- Outdoor ad(billboard, bus branding, store branding, van branding)
- Broadcasting ads (tvc, rdc)
- Publication design (brochure, annual report)
- Event management
- Media planning and execution

3.4. CLIENT BASE

Because of its multinational experience and approach, GABL has such a client base at which other agencies must be envious. The clientele of Grey Dhaka ranges comprises both multinational and local company which ranges from well reputed FMCG to financial institution. Some major clients are listed below according to their business type:

FMCG	Financial Institution	Real Estate	Others
GlaxoSmithKline	IDLC	Nina Holdings	Grameen Phone
Procter & Gamble	Brac Bank	Doreen Properties	GMG
Newzealand Dairy	Dhaka Bank	Oriental Properties	Transcom
Akij Food & Beverage		Hamid Real Estate	BCB
Abul Khair Group			Channel I
Kallol group of Companies			Prothom Alo
ACI			Islam Group

Table 1: Industry based client

3.5. THE DEPARTMENTS WORKING WITHIN GREY

There are basically six departments in GREY. The mission of these departments is to produce quality advertisements for their clients. As a result, the advertisements drive sales, create an increased awareness, and the firm's profit goes up.

Account Servicing Department:

The basic function of the client service department is to maintain relationship with the clients and prospects. They communicate the thought of both the parties between two parties. They are one of the most important parts of GREY because they are the persons who find out the things customer desires and finding the need is one of the most useful ways to keep the customers happy. This department is the blood circulation of the whole organization and it co-ordinates within the functions of the various department in the agency.

This department of GREY is also important for research purpose. This gives some important information to the GREY authority, like

- Effectiveness of the campaign
- Market power of the subject product
- Customer reaction about the product or the ad campaign
- Finding out the reasons that makes a product fails to have more sales or gain more sail.
- Market background of the product

This information helps GREY authority to take decisions like

- Whether GREY works for the client or not
- What type of promotional campaign is needed to help develop the market condition?
- What was the success of the campaign?
- What change is needed in the campaign?
- What changes are expected by the buyers in the product? etc.

It is the job of the people within the account services department to keep the work flowing into the agency, by establishing good relationships with clients and constantly keeping the temperature of the work being done. When a client relationship starts to go sour, for whatever reason, the members of the account services department will know about it before anyone else. It is their job to be proactive and maintain a good working relationship, because with clients, there is no agency. Exceptional business skills and salesmanship along with creativity is needed to work in this department. In GABL, account servicing department has about 30 employees.

Media Department:

Now a day number of full service agency is getting lower and lower every day. GREY is one of the few full service agencies in Bangladesh. That's why they have to select the media they are going to use for publishing or for broadcasting any certain advertisement. The media department of GREY finds out the most profitable way to air the advertisement from the combination of coverage, cost and product type. The media department also finds out the programs that a client can sponsor. Media timing is also one of the important functions of the media department.

The media selection method is a little bit hard-hitting here in Bangladesh. In case of TV broadcasting media, the important factors considered by the GREY are:

- Coverage of the network (BTV has the highest coverage)
- Type of product (some products can't be advertised in national TV before 10)
- Cost
- TRP rating (In case of sponsorship, agencies follow a rating called television rating point, TRP.)

In case of Print Media selection, the important factors are

- Type of the news paper or magazine
- Circulation
- Cost

GABL's media department has only 5 members who work so hard to give good media coverage of the clients' business. This department is led by chief media manager.

Creative Department:

This is the engine of the organization because it is them who make GREY popular and effective to the clients. They perform certain acts. Some of them are given below.

- Developing theme for a TV commercial
- Developing headlines, sub-headlines and body messages for an advertisement to be printed on papers.
- Designing the look of the artists in a commercial
- Visualizing the idea
- Preparing jingles
- Finalizing layout etc.

Finance Department:

The finance department of GREY functions like finance department from any other business organization. There are 6 members in this department.

HR Department:

This department helps to find out the best people, who can suit with this organization. This department also motivates the employees in various ways.

- Recruiting new employees are their concern.
- Training and development of the interns are going in a good way is also their concerns.
- Compensation, employee benefit, leave and service rules program and upgration
- Placement and performance appraisal of employees
- Preparing related reports
- Reporting to the Executive Committee/ Board on related matters

3.6. MANAGEMENT HIERARCHY

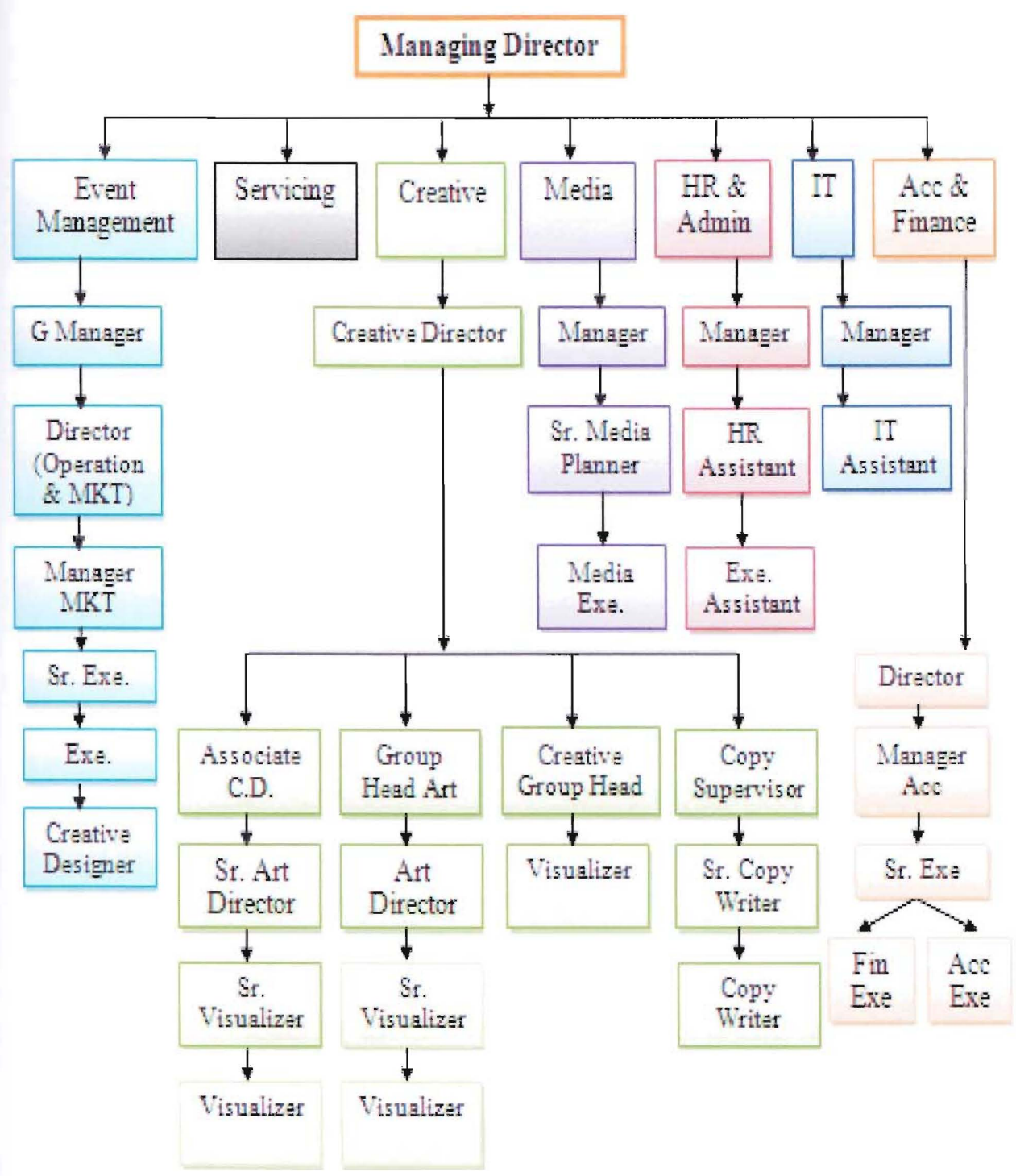


Figure 5: Management Hierarchy



Figure 6: Management Hierarchy of Servicing Department

The management hierarchy entails about six major departments in Grey which is the basic of the hierarchy. Colour shows different posts within a particular department marked with the same colour. Based on client's division the people in a group works. In an advertising agency like Grey it is utmost important to work as a whole team. Basically, Event Management, Media and Servicing department deals externally with clients as well as internally with creatives to bring the work under execution. Finance, IT and HR department are there for all sorts of related support. The hierarchy of the organization is given above where the hierarchy of Servicing department is shown in another diagram due to size limitation of page.

In Servicing department, where I used to work, under the supervision of two Assistant Vice President five teams work to deal with different valuable teams of Grey where the posts are designed on the basis of requirement of Grey and experience and expertise of employees.

3.7. FINANCIAL PERFORMANCE

In general, Grey Advertising Limited has flourished as a leading advertising company. Since beginning operations in 1997, within a 25-person Gulshan office, the agency now employees over 80 committed workers.

As illustrated in the graph below, Grey Advertising revenues increased from approximately TK 0.3 billion to TK 0.4 billion from 2006 to 2007. In 2008, Grey experienced another fall of TK 0.1 billion in revenue. After 2008, revenue increased slightly above the 2009 total to surpass TK 0.1 billion in 2010.

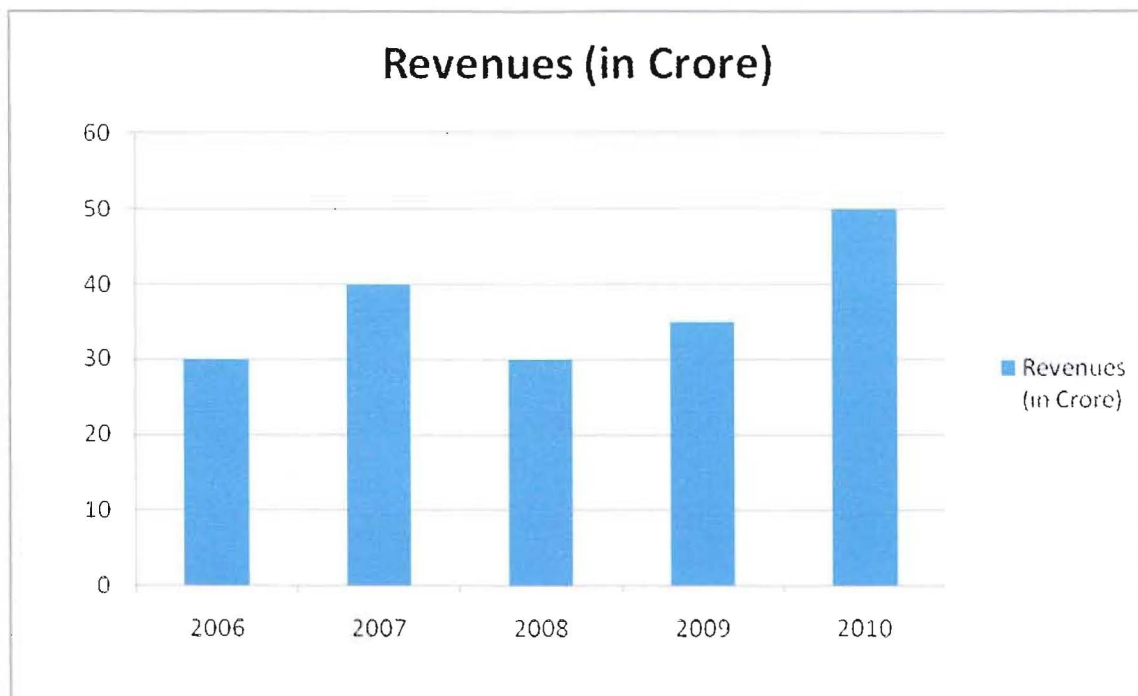


Figure 7: Last 5 year's revenue of Grey

* x- axis= Revenue, y-axis=Year

*Numeric figures used in the graph as revenue are approximate

3.8. SWOT ANALYSIS: GREY ADVERTISING BANGLADESH LIMITED (GABL)

Core Strength:

- Best is industry creative and strategic planning team
- Ability to deliver good production value on creative execution
- Learning from the region; option of bringing international experts
- Good clout with the media, in terms of negotiation power and relationship with media houses.



Weakness:

- Doesn't have in-house capability of different production and activation related activities
- Being part of MNC, at times it's bogged down with processes and directives from the regional offices
- Higher cost to client (due to higher personnel cost)



Immediate Opportunity:

- More and more local companies are getting into the promotional phase
- Further penetration of different media makes it possible to tap into markets and population that were previously untapped and therefore less expenditure.
- Increased competition in many consumer goods category leads to the growth of those categories and more promotional expenditure by companies to grab the growth market



Solemn Threat:

- Slowed down economy and high inflation leading to that more cautious expenditure by consumers which is reflected in promotional expenditure by the clients
- Many MNC clients have centralized their communication activities and thereby reducing the scope for work of associating local agencies
- Advent of a large number of agencies in the market is creating a price pressure on larger agencies

**3.9. ACCOUNT MANAGEMENT PROCESS IN GREY**

The communication process between the client and the ad agency is quit delicate and the following section presents this delicate process of communication.

3.9.1. Client's Problem:

At first the client communicates and fixes a meeting with the GREY officials and they express their problem and the type of remedy (if they have an). In the long years of doing business the common problems GREY hear from the clients are

- Sales is getting low
- Arrival of new competitor
- Launch of new brand
- Market rumor etc.

The agency needs to understand the client's business and have a good knowledge of the dynamics of the market in which the client operates. Equally, the agency should also be aware of the motivations and decision-making processes of end consumers. A new product or service, new situation or changing market conditions may provide the starting point for a new role to be performed by advertising, direct marketing, personal selling, sales promotion, event sponsorship, or internet marketing.

When GREY Works for a Client?

There are certain conditions that are prerequisite that GREY will be working for the organization. Some of them are;

- If the product line is not conflicting to the lines already handled by GREY.
- Good Quality of the product
- Availability of funds for researching
- Market position of the product has to be possible to be developed.
- Creative and working freedom
- Trust and partnering

3.9.2. Internal Briefing by Account Executive:

Account executive, the head for managing the activities related to a certain brand, communicates with the client and gets hold of their problem. Then s/he briefs to the departments related to the planning of the promotional campaign. A group is assigned to the problem. The group briefed generally includes,

- Media planners
- Creative directors
- Finance Department
- Client service department

3.9.3. Conducting Research:

Client service department conducts a research about the product in the market. The main objective of conducting this research is to;

- Gather information about the image of the company and product,
- Gather information about current promotion

- Gather customer complaints
- Gather customer prescriptions.

3.9.4. Planning the Campaign:

It's a juggernaut work to plan for a promotional campaign. Generally the members of the above mentioned group take part in the planning process. The things they generally plan are,

- Goal of the campaign
- Type of promotion, ATL or BTL
- Type of advertisement, printed or TVC
- Budget of the advertisement
- Media planning

Here ATL means above the line promotional campaigns like TVC, Paper advertisement etc. on the other hand BTL means sampling, posters etc

3.9.5. Reaching Presentation:

Although it is named as the client's presentation that means a presentation given to client. The presentation is presented by the account executive. They present the outline of the plan they have prepared. A sample plan for Frutika, by GREY was like this

- The goal of the campaign is to communicate with all kinds of people with a new product.
- Both ATL & BTL promotion will be applied.
- Several TV advertisements and RDC will be aired every day in almost 6 channels.
- Press ad of Frutika was also a concern of Grey. Their target will be the top reading news papers and magazines of Bangladesh

3.9.6. Final Approval Presentation (Client's Presentation):

After performing all the planning works the agency has to take the final approval of the client. The agency presents the detail campaign plan to the client and asks for work order on that plan.

3.9.7. Achieving Censorship Certificate:

In case of broadcasting in the national TV or Radio, the scripts have to be approved by the television and radio authority. Then the work of production can be started.

3.9.8. Producing the Advert(s):

After getting approval from all the parties the agency call the respective department related to respective works. The creative department design the layout of the advertisement, they will design the slogans, texts, images for the paper and the total outline including, dress, background, script, cinematography for a TV Commercial. The production department then produces the banners, posters, billboards etc. On the other hand client service department of GREY contacts with the director and get into negotiation about the compensation of the director and they also explains the total visualization of the advertisement. Then the director asks for casts and crews and shoots the total advertisement. After that the shoots are edited and converted to three type of advertisement (in case of huge advertisements).

3.9.9. The Campaign Appears:

The time span between the briefing of the account executive by the client and the campaign appearing can be as little as six or eight weeks for a simple photographic newspaper execution, to twenty weeks plus for an animated TV commercial, personal selling drive, sales promotion campaign, event sponsorship, public relation activities.

3.9.10. Controlling:

Like all management process advertising also has a controlling sphere. In this stage the performance of the campaign is judged after 1 month, 3 month and 6 month of the launch of the campaign. Then the result is compared with the perceived result. If the result is positive then generally the campaign stops else the research department again performs a research to find out the reason of the failure of the campaign.

After finding out the problem, the agency prescribe some action to the client and if permitted than works accordingly.

3.10. COMPENSATION METHODS USED BY GREY

GREY generally uses two different types of compensation system based on which Grey charges its clients for their work. They are as follows,

- Retainer Fee
- Commission Based Compensation

Commission Based Compensation:

In this system GREY charges at least 7% commission on the total promotional budget+ 15% vat on the commission charged. In this case Grey uses a rate card where each and every item that Grey can provide is priced and it differs from client to client.

Retainer Fee:

Now some organizations like Grameen phone, Akiz and some other organizations are arranging for corporate tenders for a certain amount of promotion. In this case GREY quotes a price and it wins the deal if it is the lowest.



3.11. WORK FLOW WITHIN GREY ADVERTISING

When Grey meets any client, they basically take two types of briefing from client. One is communication brief and another one is media brief. Account servicing department is responsible for this job.

3.11.1. Work Flow between Account Servicing and Creative:

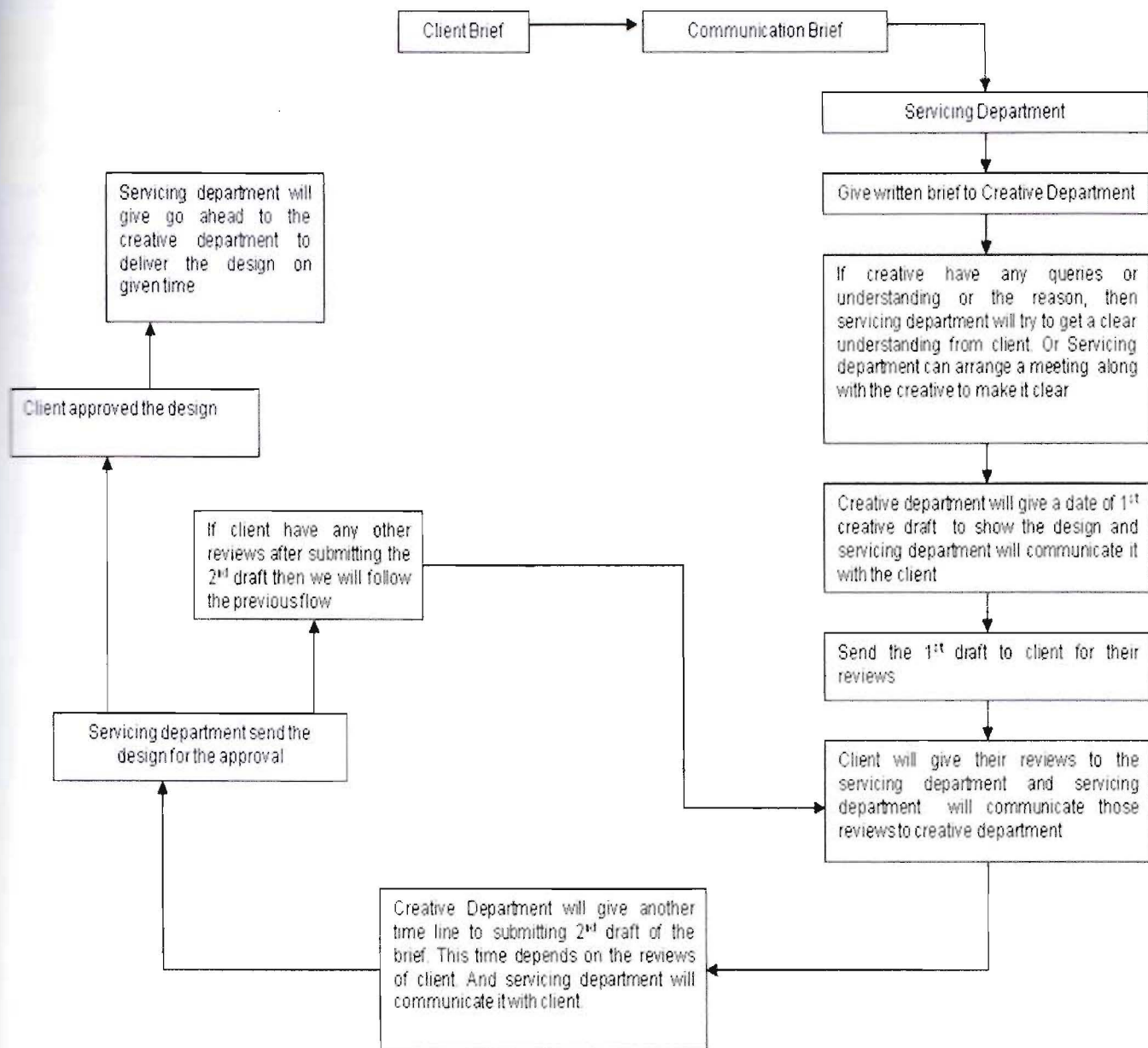


Figure 8: Work Flow between Account Servicing and Creative

Servicing department takes communication brief from client and then makes strategy based upon some research that what would be the platform for a particular campaign to be grown up. Then servicing writes a brief for the creative team which contains what agency going to perform regarding the project and what creative works needed. If creative have any queries or understanding or the reason, then servicing department will try to get a clear understanding from client. Or servicing department can arrange a meeting along with the creative to make it clear. Creative department will give a date of 1st creative draft to show the design and servicing department will communicate it with the client. Servicing department sends the 1st draft to client for their reviews. When client gives their reviews to the servicing department, servicing department communicates those reviews to creative department. Creative Department will give another time line for submitting 2nd draft of the brief. This time depends on the reviews of client. And servicing department will communicate it with client. Servicing department sends the design for the approval. If client has further feedback(s) then process gets two steps back and starts again and it continues until final approval comes. After getting final approval on creative works servicing department gives go ahead to the creative team to give design output before crossing deadline.

3.11.2. Work Flow between Account servicing and Media Department:

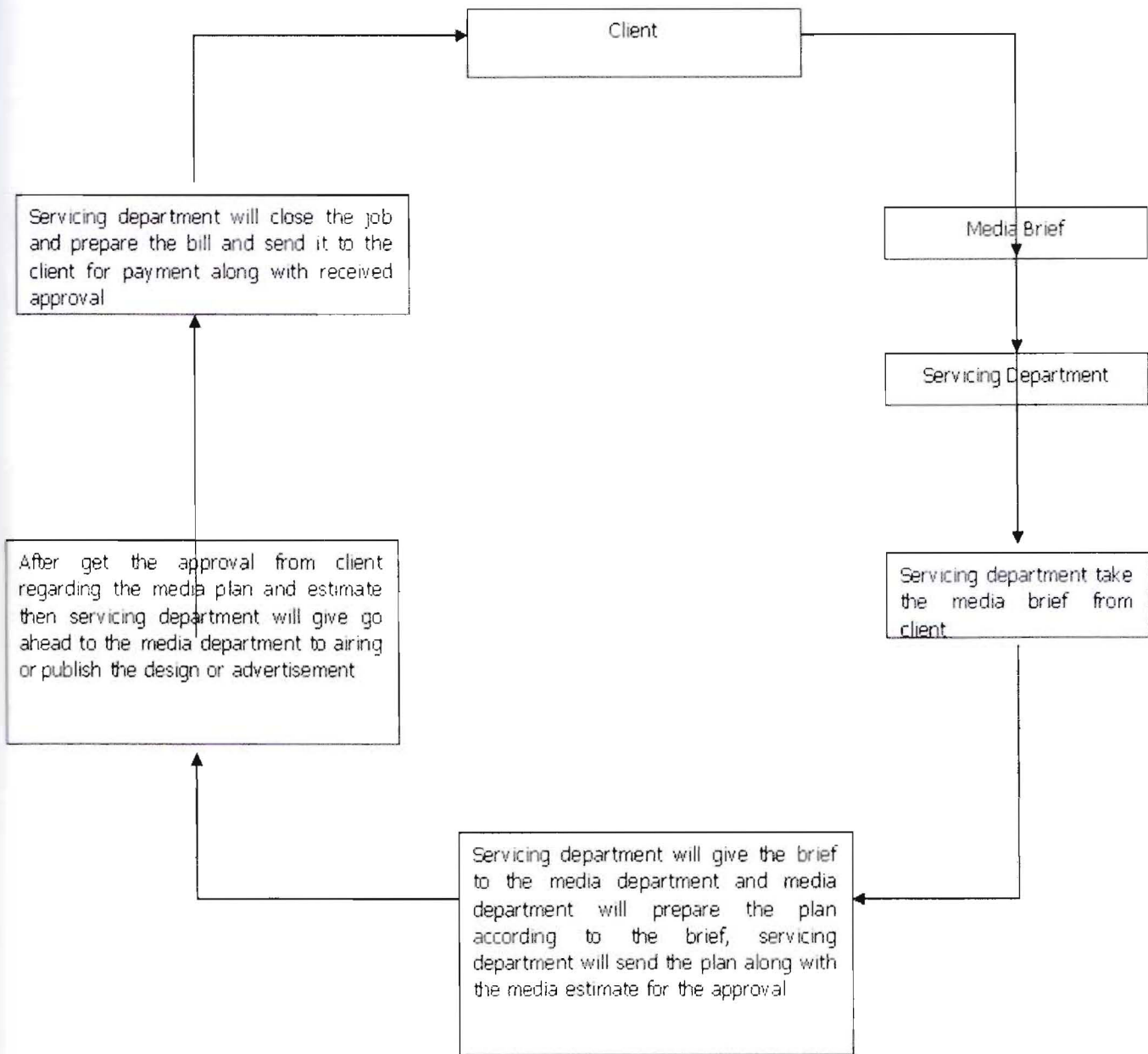


Figure 9: Work Flow between Account Servicing and Media Department

During client meeting, servicing department takes media brief which contains what client demands for exposing their product/service in media. Servicing department sends media brief to media department. Media department will prepare the plan according to the brief, servicing department will send the plan along with the media estimate for the approval. After getting the

approval from client regarding the media plan and estimate servicing department gives go ahead to the media department to airing or publish the design or advertisement. Then servicing department will close the job and prepare the bill and send it to the client for payment along with received approval

3.11.3. Work Flow between Account servicing and Production House:

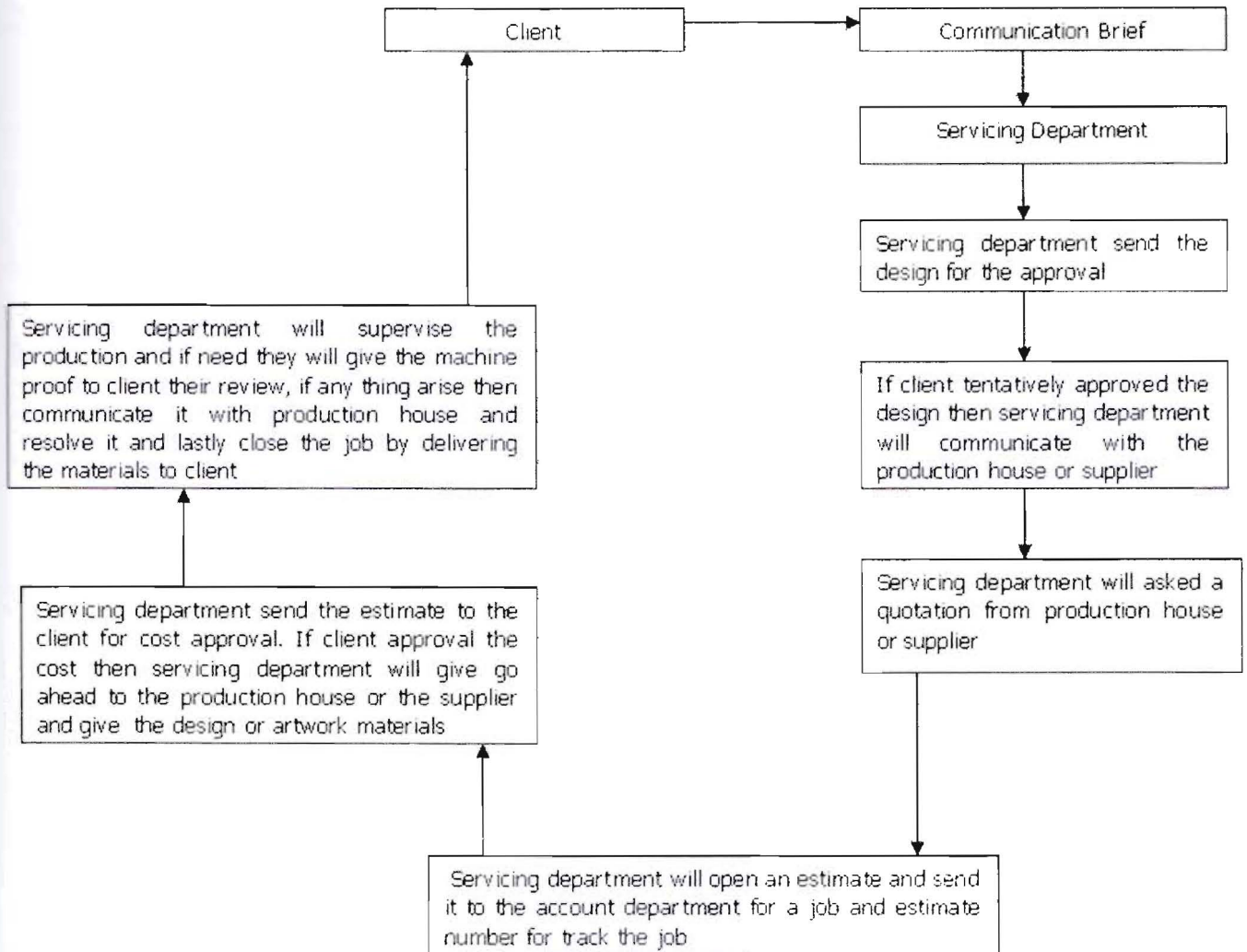


Figure 10: Work Flow between Account Servicing and Production House

Grey doesn't have any own production house. Thus Grey hires production house for the TVC/RDC production and sometimes they need any other third party/supplier for some jobs. Like before, when servicing gets approval on script the contacts with production house or supplier. Servicing department will asked a quotation from production house or supplier and servicing department opens an estimate and sends it to the finance department for a job and estimate number for tracking the job. Servicing department sends the estimate to the client for cost approval. If client approve the cost then servicing department gives go ahead to the production house or the supplier and give the design or artwork materials. Servicing department supervises the production and if they need give the machine proof to client for their review, if any problem arises then communicate it with production house and resolve it and lastly closes the job by delivering the materials to clients.

PART FOUR

GRAMEENPHONE: A VALUED CLIENT OF GREY DHAKA

4.1. MOBILE TELECOMMUNICATION INDUSTRY IN BANGLADESH

4.1.1. SYNOPSIS

Bangladesh has an immensely promising telecommunication industry which includes PSTN (Fixed Operators), Long Distance Operators and Mobile Phone Operators. Here in this report a small overview of mobile telecommunication industry in Bangladesh is described to have a better understanding over industry, companies and competitive steps thereby.

In Bangladesh, the mobile penetration is 46% while number of inhabitants is 158 million. There are 6 mobile phone operators in Bangladesh. These are mentioned below with respective percentage of market share:

SL	Company	Brand	Market Share (%)
1	Grameenphone Ltd.	Grameenphone	43.8%
2	Axiata Bangladesh Ltd.	Robi	18.2%
3	Sheba Telecom Ltd.	Banglalink	27.6%
4	Pacific Bangladesh Telephone Ltd.	Citycell	2.4%
5	Teletalk Bangladesh Ltd	Teletalk	1.6%
6	Airtel Bangladesh Ltd.	Airtel	6.3%

Table 2: Market Share (%) of Telecom Brand

Bangladesh is presently one of the top 10 mobile phone markets in the Asia-pacific region in terms of the number of subscribers. Industry people said the number of mobile phone subscribers will top 80 million in the next three years as the start-up cost as well as call tariff will be constantly shrinking because of cutthroat competition among the operators to achieve new customers (Rahman, 2010).

The total number of mobile phone active subscribers has reached 72.963 million at the end of March 2011. The below mentioned information is declared by each mobile operator.

SL	Operators	Active Subscriber (Million)
1	Grameenphone	31.982
2	Banglalink	20.126
3	Robi	13.259
4	Airtel	4.607
5	Citycell	1.787
6	Teletalk	1.198
	Total	72.963

Table 3: Active subscriber (In Million) of Telecom Brand

Presently, all mobile operators pay an annual license fee of BDT 50 million, quarterly spectrum charges and 5.5% of revenues. A SIM tax of BDT 800 has to be paid for the purchase of a SIM and handsets have 12% duty at the import stage. Corporate income tax is 45% for mobile service providers, which reduces to 35% for a 10% listing on the country's exchanges.

4.1.2. CURRENT SITUATION

As mentioned it earlier that Grameenphone is the market leader with approximately 48.3% market share (<http://press.telenor.com>). From the market share and technical capability point of view, GP is clearly ahead of other competitors. Although Banglalink and Robi are the challenger but its' activities are not so much threat for GP. Since the market payers designed their strategy with traditional armors therefore, the culture and practice of innovation was not appropriately nurtured in this industry. Robi tried to be innovative while providing unique value to the customers but it could not be effectively successful as GP responded immediately in unconstructive ways. Even sometimes in a very negative way (e.g. network jamming, price cut and so on), which was to some extent unethical, too. Banglalink came up in market as a sudden threat for GP by offering almost half call rate. Then Airtel Bangladesh Ltd., formerly Warid

Telecom, started focusing on low cost strategy. Citycell and Teletalk are striving to hold gripe of their own market share. Competition among operators is intense and tariff levels are among the lowest in the world. Yet, all companies are trying to give a tough competition to GP with their own innovative and attractive packages.

4.2. GRAMEENPHONE: A SHORT BRIEF

4.2.1. HISTORICAL BACKGROUND

Grameenphone Ltd. is the largest telecommunications service provider in Bangladesh. It was the first company to introduce GSM technology in Bangladesh when it launched its services in March 1997. Grameenphone became stock listed in November 2009, with, as at the date of this Base Prospectus, the largest public offering in Bangladesh. It is listed on both the Dhaka and Chittagong Stock Exchanges. As of 31 March 2011, Telenor held 55.8% of the shares in Grameenphone, while Grameen Telecom, the other main shareholder, held 34.2%. The remaining 10% of the shares were held by general retail and institutional investors. It has so far invested more than BDT 10,700 crore (USD 1.6 billion) to build the network infrastructure since 1997. Grameenphone has over 12,000 base stations across the country through which it can provide the best, widest and clearest network in Bangladesh.

Presently, about 98% of the country's population is within the coverage area of the Grameenphone network. The entire Grameenphone network is also EDGE/GPRS enabled, allowing access to moderate speed Internet and data services from anywhere within the coverage area. There are currently nearly 4.5 million EDGE/GPRS users in the Grameenphone network.

4.2.2. OFFERINGS

Products:

Grameenphone mainly provides the telephony service to the customers. But in the recent years GP is showing interest to capture the whole customer insight by offering them different type of products. It offers both post-paid and pre-paid products which are mentioned below:

Xplore: Xplore is a postpaid connection and is available with Mobile to Mobile with BTCL connectivity. BTCL incoming is absolutely free in Xplore.



Shohoj: Grameenphone prepaid connection comes with this pre-activated package where you will be able to talk to any operator number at a low, flat rate of TK 0.79.

Bondhu: This package with the highest number of F&Fs allows you to talk to your near and dear ones at the lowest rate.



Apon: You can talk to over 31 million Grameenphone numbers at a very low rate of 49 Paisa per minute.

Baadhon: A special package which is very suitable for the rural population of Bangladesh.



Smile: The Grameenphone Smile prepaid connection now gives you more freedom, more opportunities and more reasons to smile!!

Other products offered by GP are **Djuice**, **Business Solution**, **Ekota**, **GP Public Phone**, **BPO** and **Village Phone**. In addition it also offers internet modem along with an internet sim that may be pre-paid or post-paid.

Services:



Grameenphone also introduced a number of value-added services during the last 15 years. It may be noted that Grameenphone was the first mobile phone operator in the country to introduce value-added services like Voice Mail Service, Text Mail Service and Fax and Data Transmission Services, in particular internet access, downloadable content and ring-back tone services. Grameenphone also launched the Wireless Application Protocol (WAP). Some significant services are:

- Call Block
- Friends & Family
- Missed Call Alert
- Mobile Backup
- MMS
- Voice Mail Service
- Pay for Me
- Flexiload
- Balance Transfer
- Vehicle Tracking
- Voice SMS
- International SMS
- International MMS
- E-bill
- Facebook SMS
- Smart Load
- Buddy Tracker

Peoples' life is now much easier as they are getting services as per their necessities. Cell phones are now something more than just a cell phone. And Grameenphone pioneered in taking telecom industry to new and more dynamic heights.

Different Campaigns:

Through different campaigns Grameenphone Bangladesh launches different kinds of value added services for its subscriber regularly. These things happen because of extreme competition among the telecom industry of our country. The company basically communicates with its customer through different kind medium like TV, Radio, Newspaper, Magazine; Bill board etc. subscriber knows the information about the services by these mediums. Some latest campaigns of Grameenphone are:



Facebook for All: Facebook bangla app from Grameenphone



GP Game Store: Enjoy Grameenphone's GP Game Store with exciting games



Souls Featuring You! Have you ever dreamt of being a part of legendary band Souls? Then here is your chance to fulfill that dream.



Holy Ramadan Offer: Enjoy the special Mahe Ramadan offer of

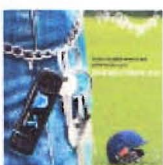
Grameenphone



Grameenphone Crystal: “An engaging device with which you are never alone”



New tariff for Xplore: Grameenphone introduces its Xplore Postpaid product in an exciting new way.



Cricket Modem: Cricket branded Internet Modem with attractive bundle offer

Start-up price and freebies offer: Join GP's band wagon and enjoy free BDT 150 talk time, 500 SMS and 45 MB internet after buying a new prepaid connection for BDT 149

Start-up
Offer



My Zone: Grameenphone Ltd. introduces an innovative service called MY ZONE. Under this service, now any prepaid subscriber of GP can enjoy upto 83% discount in their call rate.

Minipack 99MB: To meet all of your social networking needs. Stay close to your close people.



Business Solution: To cater to the technological need, besides the general business tools, Grameenphone has launched a campaign targeting the Business Enterprises of Bangladesh, styled 'Solutions Campaign'.



Special offer for inactive users: Activate your Grameenphone for regaining subscribers and enjoying attractive offers.



PART FIVE

GRAMEENPHONE MY ZONE CAMPAIGN: THE GREY WAY

5.1. SYNOPSIS

Grameenphone is always working relentlessly to introduce new features and packages in the industry. They are always looking for a way to make life simpler for their customers. That is why, for the first time in Bangladesh, Grameenphone launched the feature “My Zone” which is also known as “Dynamic Pricing”. It is a magnificent feature where customers might get up to 83% discount on a base tariff of BDT 1.50/min for on-net calls, BDT 1.00/min for F&F and community calls. The discount is based on the network usage of the area a subscriber is in and the time of the day. It is a fully automated discount system based on previous usage patterns. It has already been launched in all-over the country and it is getting appreciated and accepted by customers. Even with such appreciation, Grey, according to the demand and under the supervision of Grameenphone, is constantly monitoring the customer reaction level and striving hard to ensure and sustain maximum satisfaction.

My Zone (Dynamic Pricing): Name Rationale

In a dynamic world it's not fun to stick to the same old routine. To make life thrilling people need change all the time wherever they may be. This unique offer gives the subscribers of a particular zone an opportunity to enjoy dynamic discount in call rate at different times of the days. So there is dynamism in terms of discount offer, network usage and time within a particular zonal area. Thus the offer is named as My Zone (Dynamic Pricing) to reflect its core offerings.

Service Features:

- GP Prepaid subscribers will enjoy discounted tariff in all on-net, F&F and Community calls.
- All Consumer Prepaid (including Youth and FC) and Business Segment prepaid.
- Subscribers will be informed about the available discounted tariff through their cell broadcast display
- Call rates will vary at the BTS locations in relation to the movement of traffic and utilization of the network at each site. After registration prepaid subscribers can enjoy up to 83% discount on below mentioned tariff:

Offer	Charge	Pulse
On Net	TK 1.50/ Minute	60 Seconds
FNF	TK 1.00/ Minute	60 Seconds
Community	TK 1.00/ Minute	60 Seconds

Table 4: Charge & Pulse Rate

Service Modality:

- User can register himself for the service for Free by dialing *666*1#
- User can opt-in to the service through SMS by texting a keyword to a designated short-code
- User can avail the special rates for up to one hour (each clock hours) from activation. New rates can be applicable during every hour (clock hour) depending on network traffic on the particular BTS site
- To de-register, subscriber has to dial * 666*9#
- To de-register through SMS, subscriber has to send a SMS containing a keyword to a designated short-code
- Discounted tariff will be notified on the cell broadcast display
- A user can opt-in as many times as they want during the duration of the campaign.

Service Charge:

- Subscribers will be able to register/de-register for Free through USSD
- SMS charge will be applicable for registration/de-registration through SMS

5.2. DIFFERENT PHASES

The offer of Dynamic Pricing was introduced in India under the campaign “24*7 Badalte Discount”. Same type of campaign is offered under the campaign “My Zone”. This campaign is designed and executed in 3 consecutive phases. Below 3 phases are described:

PHASE 1

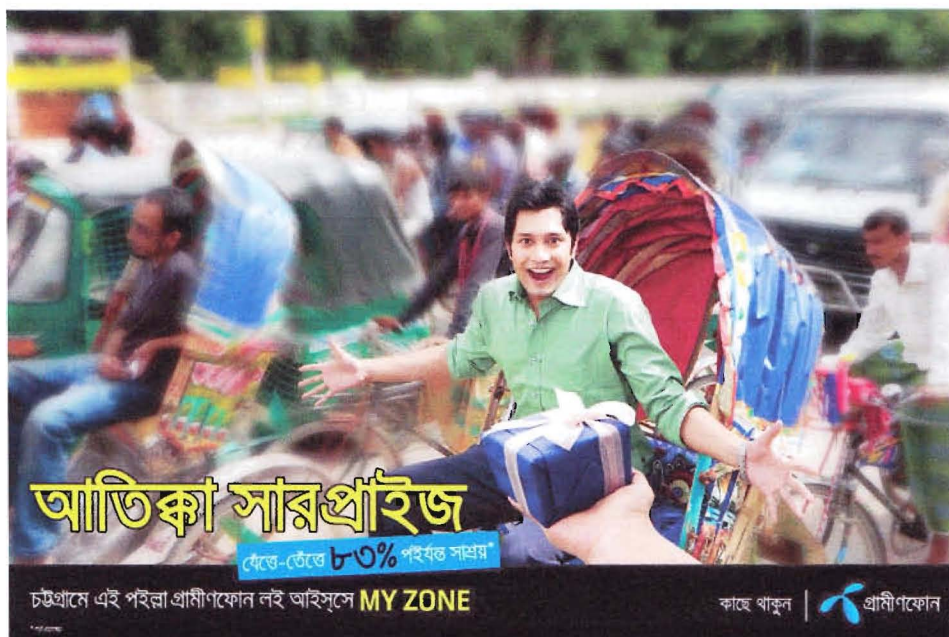


First launched on February 7, 2010 this phase 1 of My Zone is projected as Pilot Campaign; based on the success or failure of this phase 1 Grameeephone was supposed to go for further expansion or contraction. The objective of this pilot project is to test customer reaction and further satisfaction.

Locations:

- Dhanmondi-Lalmatia
- Bogra Sadar

PHASE 2



Assuming the fact that the product was well accepted in those areas of Phase 1 on June 30, 2010 GP for extending the availability of My Zone further other than the areas it has already been launched during the Pilot phase. GP is calling this the Commercial Launch Phase -1 of My Zone. From Phase-1 GP has decided to take the opportunity of making Chittagong a strong territory for GP and reverted GP's current brand image in that location.

Locations:

- Dhaka (Dhanmondi, Mohammadpur and Mirpur area)
- Chittagong Metropolitan and
- Bogra

PHASE 3



Based on desired success and potentiality Grameenphone decided to go on for conducting the campaign throughout the nation. At present in order to create delights in the lives of subscribers Dynamic Pricing is available all over the country. Following is the list of location:

Dhaka Metro:

Dhaka Metro	▪ Mohammadpur	▪ Old Dhaka	▪ Kamalapur	
	▪ Agargaon	▪ Badda	▪ Jatrabari	▪ Kalabagan
	▪ Shaymoli	▪ Rampura	▪ Demra	▪ Kawranbazar
	▪ Mirpur*	▪ Mohakhali	▪ Cantonment	▪ Farmgate
	▪ Kakrail	▪ Tejgaon	▪ Kafrul*	▪ Gulshan
	▪ Purana Paltan	▪ Nakhalpara	▪ Ibrahimpur	▪ Uttara
	▪ Motijheel	▪ Baridhara	▪ Banani	▪ Moghbazar
	▪ Azimpur	▪ Joarshahara	▪ Lalmatia	▪ Malibagh
	▪ Lalbagh	▪ Khilgaon	▪ Dhanmondi*	▪ Siddeswari
	▪ University Area	▪ Basabo	▪ Rayerbazar	

Chittagong Metro:

Chittagong Metro	<ul style="list-style-type: none"> ▪ Potenga ▪ Chittagong Port ▪ Double Mooring ▪ Haliashohor ▪ Pahartali 	<ul style="list-style-type: none"> ▪ <i>Khulshi</i> ▪ <i>Panchlaish</i> ▪ <i>Kotowali</i> ▪ <i>Bakalia</i> ▪ <i>Chandgaon</i> ▪ <i>Baizid Bostami</i>
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Bogra, Bhola, Chuadanga, Gaibandha, Gazipur, Jhenaidah, Jessore, Jaipurhat, Manikgonj, Meherpur, Munshiganj, Narsingdhi, Pabna, Rajshahi, Sirajganj and Rangamati are other crucial places where My Zone campaign at Phase 3 is going on.

5.3. MY ZONE CAMPAIGN: IN REGARD TO PHASE 3**5.3.1. OBJECTIVE****Business Objective:**

Business wise GP has the following objectives during the nationwide launch of Dynamic Pricing:

- Become the owner of Dynamic Pricing concept in Bangladesh
- Use dynamic pricing as a tool for new acquisition (Price seekers, Rural financially constraint)
- Boost ARPU (Average Revenue Per User)
- Network optimization and
- Ease the price war

Communication Objective:

Consumer insight is that GP always charge more compare to other operators in the market. Here communication objective is

- To establish consumer perception about GP as a justifiable premium price charger for its best network.
- To take privilege of network & making that network as the ultimate solution for reducing cost

5.3.2. TARGET GROUP PROFILE

- Age Group: 18+
- Usage Trend: Subscribers providing ARPU (Average Revenue Per User)/day less than that of segment average;
- Behavioral Trend:
 - ✓ Price seekers and multiple SIM users on the lookout for optimum value for money
 - ✓ People with fixed disposable income who are ardent bargain hunters
- Earning Trend: Rural and Financially Constraint

5.3.3. KEY BARRIERS

- Cell info (Cell Broadcast) option may not be present in all handsets
- Subscribers may not be tech savvy activating cell info (Cell broadcast) option in their phones
- Subscribers may not like the fact that once registered in Dynamic Pricing, subscribers won't be able to enjoy the package specific tariff (since all dynamic pricing promotion availed customers will get a basic tariff regardless in which package s/he belonged to before registering for DYP) and other promotional offers from GP
- Subscribers who will not be eligible for availing Dynamic Pricing may feel alienated or may have negative perception towards GP (e.g. Postpaid)

Communication Strategy:

While establishing a communication strategy, it is important to emphasize more on the impact of better network rather emphasizing only on reduced rate. So the strategy is based on “Best rate with best network” for grabbing attention & creating relevance. Considering this particular bottom line the strategy is:

- Communicating people while creating their curiosity
- Communicating them in an interesting way by to clarify the offer
- Creating WOM by emphasizing on ‘getting good surprises’ or ‘scale of giving’

Key Insight:

The single creative message is “There are constant good surprises”. Thus a certain thrill factor will exist in the subscribers mind with a hope of availing more discounts in the next hour.

5.3.5. MEANS OF COMMUNICATION:

In organizational business and marketing communications there are different ways companies try and sell their products. In a nutshell, while ATL communications use mediums that are broadcast and published to mass audiences, BTL communications use mediums that are more niches focused. Both ATL and BTL communications can be used to either build brand awareness or drive sales through specific offers or promotions. TTL (Through the line) refers to an advertising strategy involving both above and below the line communications. This strategic approach allows brands to engage with a customer at multiple points (for example, the customer will see the television commercial, hear the radio advert and be handed a flyer on the street corner). Thus both ATL and BTL can work as a combination for a customer.

In different means creative roll out plan is built around the Single Core “**Surprise**”. For taking the idea forward three means are adopted which is mentioned in next page:

➤ **ATL Communication:**

- (a) TVC
- (b) Press Ads – In major dailies
- (c) Aston and Pop-ups
- (d) Radio Endorsements
- (e) Billboards
- (f) Facebook and Web Banner



➤ **BTL Communication:**

- (a) POSM: Poster, Leaflets, X-banners – For GPC/F, Shopping malls & Flexi load shop.
- (b) Press Insertion – In local news papers (by Hawkers)
- (c) A Pocket Size Card
- (d) User Manual with Cell Info activation details from different handsets
- (e) T-shirts – For Brand Promoters, retailers and selected Grameenphone users.
- (f) Passenger Shade and Electronic Board Branding

➤ **Activation Plan:**

- (a) Information Booth – For GPC/F, Shopping malls (Dhaka)
- (b) Famous Figure – For College/Univerity campuses
- (c) Small Surprising Items – Litters on selected roads of certain areas
- (d) Trade Promo- Grameenphone flexiload shop
- (e) Magic Show- Selected restaurant in Dhaka & Chittagong
- (f) Van Branding - Bogra & Chittagong only

5.3.6. ATL COMMUNICATION: IN DETAIL

The ATL propagated traditional marketing channels that strived to reach a mass audience with messages that reinforce a brand communicate general product information or inspire an emotional response. It thus has the vehicles like: print advertising, hoardings, electronic channels and the radios. This type of communication is conventional in its nature and is considered impersonal to customers. ATL focuses on:

- Mass Reach
- It creates Brand Awareness
- And has no direct consumer involvement.

Below in respect of My Zone Campaign – Phase 3, some ATL vehicles are described:

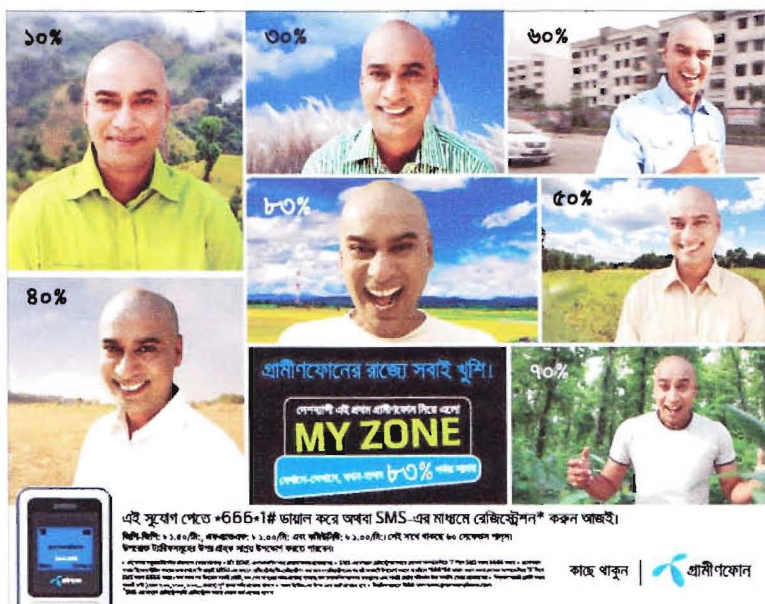
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For this particular My Zone campaign Grey has developed two TVCs (Male and female version) following the same concept “Surprise”. My Zone TVC is based on humor appeal and has duration of 40 seconds. A shorter edition with duration of 10 seconds for Both TVCs has been launched too. Here the different percentage of discount offer is represented by changing expressions of model. The changing expression entails the dynamism of My Zone offer. With the increase of discount offer the happiness referred to as smile of male/ female model increases too. Especially, in the ad of My Zone (Girl) whether change in background is noticeable which entails the subscriber that the offer can be availed at different times in a day. Both TVCs are telecasted in different TV channels in Bangladesh during pick and off-pick hour. The TV channels are BTV, NTV, Channel I, Desh TV, RTV, Boishakhi TV, Somoy TV, ATN Bangla,

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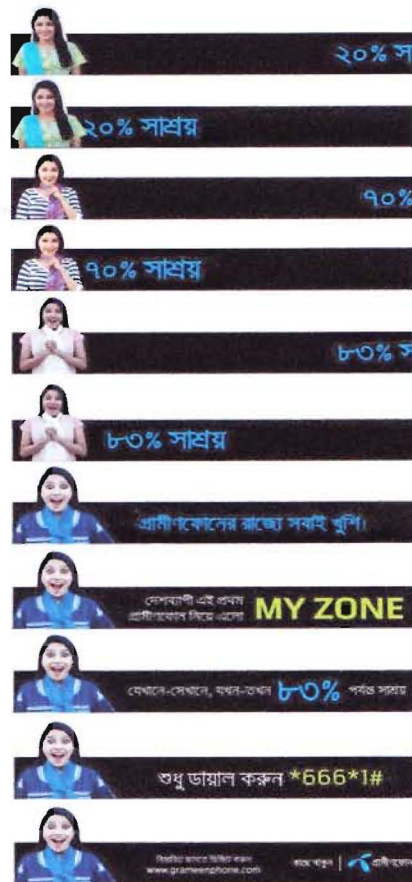


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Pop-ups are a form of online advertising on the World Wide Web intended to attract web traffic or capture email addresses. Pop-ups are generally new web browser windows to display advertisements. The pop-up window containing an advertisement is usually generated by JavaScript, but can be generated by other means as well. GP launched a 10 seconds Pop- up ad for its My Zone campaign in the sole website of grameenphone.

5.3.6.4. RADIO ENDORSEMENT

Radio used to be a popular medium of communication around the world as well as in Bangladesh. Abolishing a slow move between the times from 1995 to 2005, FM and online radio have become very popular. Bangladesh Betar (FM 88.8) is the state-owned radio broadcasting organization of Bangladesh where as Radio Foorti (FM 88.0), Radio Amar (FM 88.4), Radio Today (FM 89.6) and ABC Radio (FM 89.2) are some privately privately-owned radio broadcasting channels. In those above mentioned radio channels My Zone campaign is telecasted through RDC. The campaign is also endorsed in the voice of popular RJs of different popular programs.

Below a script for RDC and RJ endorsement are given consecutively:

গ্রামীণফোন

মাই জোন

আরডিলি: গ্রামীণফোনের রাজ্যে সবাই খুশি

হাসা-হাসি

হাসতে না-কি জানেনা কেউ কে বলেছে ভাই
এই দেখোনা কতো হাসির খবর বলে যাই

দাদু হালেন বঙড়াতে, গাতি হালে কুমিল্লাতে
মুচকী হালে সামাদ মাঝি, বলে নদীর পাড়
পুরান ঢাকার মোড়ে হালে রফিক দোকানদার'

বরিশালে বউদী হালে সিলেট থেকে সিধু হালে
রংপুতে কৃষক রফুল হালে চমৎকার
টাঙ্গাইলে সকাল বেলাই হাসছে তাপুকদার

চট্টগ্রামের শাভলেইনে রিস্সায় বলে লাউকী হালে
রাজশাহীতে অট্টহাসে অংকের রফিক স্যার
রাঙ্গামাটির অংসু হালে ছাড়িয়ে পাহাড়

এতো হাসির কারণটাকি জানা আছে সবার?
সারাদেশে চলেছে এবার খুশিরই কারণ

ভয়েস ওভার:

গ্রামীণফোনের রাজ্যে সবাই খুশি

কারণ দেশব্যাপী এই প্রথম গ্রামীণফোন নিয়ে এঙ্গে: মাই জোন, যাতে যখন-তখন যেখানে-সেখানে কথা বলুন সর্বোচ্চ ৮৩% পর্যন্ত সাশয়ে।
এই সুযোগ পেতে *666*1# ডায়াল করে রেজিস্ট্রেশন করুন আজই। বিস্তারিত পত্রিকায় দেখুন।

কাছে থাকুন। গ্রামীণফোন।

গ্রামীণফোন

মাই জোন

আরজে এনডোর্সমেন্ট

এক

আরজে:

ডিমার গিসেনার আশা করি ভালো আছেন। আর যারা গ্রামীণফোনের রাজ্যে আছেন তারা এখন আবশ্যই খুশিতে আছেন। কারণ দেশব্যাপী এই প্রথম গ্রামীণফোন নিয়ে এসেছে মাই জোন, যাতে যখন-তখন যেখানে-সেখানে গ্রামীণফোনের প্রিপেইড থাফকরা কথা বলতে পারছেন সর্বোচ্চ ৮৩% পর্যন্ত সাশ্রয়ে। যারা খুশি আছেন তারা খুশিতে কথা বলতে থাকুন আর যারা এখনো এই সুযোগ পাননি তারা আজই *666*1# ডায়াল করে রেজিস্ট্রেশন করে নিন। আর খুশিতে থাকুন সবসময়। এবিষয়ে বিস্তারিত পত্রিকায় দেখুন।

দুই

আরজে: (গানটি গেয়ে কথা শুরু করবেন)

আমার জীবনের এতো হাসি এতো খুশি কোথায় গেল...

ডিমার গিসেনার বলতে পারেবেন আমার এতো খুশি কোথায়? ঠিক বলেছেন। এখন গ্রামীণফোনের রাজ্যে আমার মতো সবাই খুশি। কারণ দেশব্যাপী এই প্রথম গ্রামীণফোন নিয়ে এসেছে মাই জোন, যাতে যখন-তখন যেখানে-সেখানে কথা বলা যাবে সর্বোচ্চ ৮৩% পর্যন্ত সাশ্রয়ে। মনে রাখবেন এই সুযোগ পেতে *666*1# ডায়াল করে রেজিস্ট্রেশন করে নিন এখনই। বিস্তারিত পত্রিকায় দেখুন।

তিন

আরজে:

ডিমার গিসেনার আজ সারাদিন কথা বলে, গান শুনিয়ে আপনাদের আমি ৮৩% পর্যন্ত খুশি রাখতে পারব। কেন জানেন? কারণ দেশব্যাপী এই প্রথম গ্রামীণফোন নিয়ে এসেছে মাই জোন, যাতে যখন-তখন যেখানে-সেখানে কথা বলা যাবে সর্বোচ্চ ৮৩% পর্যন্ত সাশ্রয়ে। তাই যেখানেই থাকুন খুশিতে থাকুন। আর তার আগে *666*1# ডায়াল করে রেজিস্ট্রেশন করে নিন এখনই। বিস্তারিত পত্রিকায় দেখে নিন।

5.3.4. COMMUNICATION: INSIGHT

Role of Communication:

People may get confused as they get different discount rate at different location. It is important to make subscribers understand the need to activate cell info (Cell broadcast) display on their cell phone. Therefore the task is to clarify the dynamic nature of product to consumers in terms of different area & different timing and how to activate it. In addition to that it is tactical to convey the discount (by not directly mentioning it as discount) in a positive manner so that subscribers can value the product. Therefore, the major roles of communications are-

- Create awareness, curiosity and engage subs to the offer
- Create consideration and educate
 - ✓ Culture adoption of cell broadcast
 - ✓ Educate customers on service
- Create advocacy among users
- Manage negative perception amongst non-zonal users

Here, channel based role of communication is mentioned too-

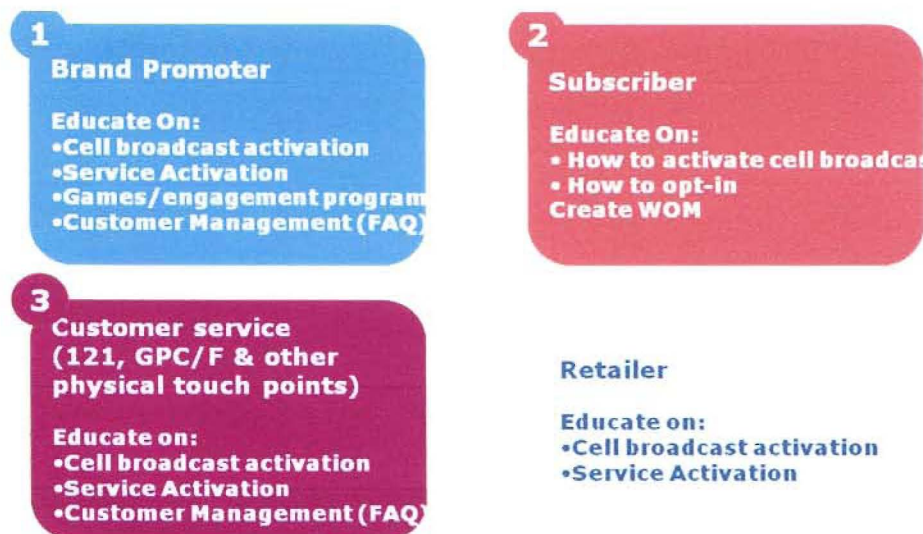


Figure 11: Channel Based Role of Communication

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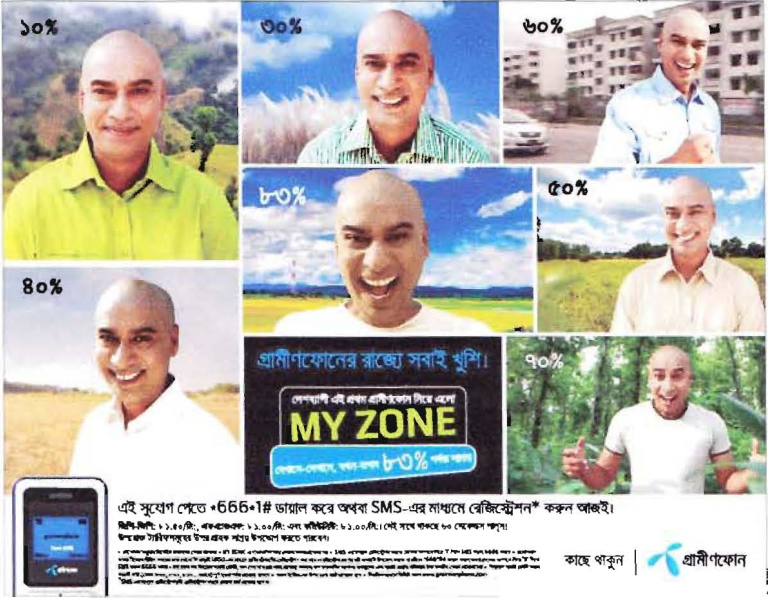
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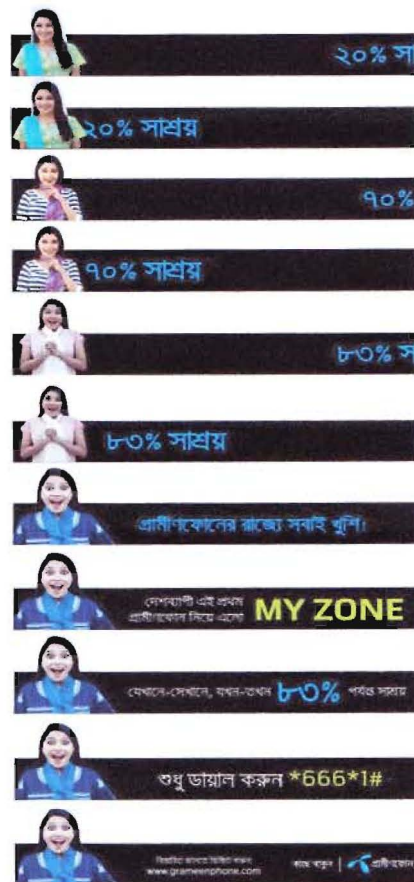


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মাই জোন

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হাসা-হাসি

হাসতে না-কি জানেনা কেউ কে বলেছে ভাট
এই দেখোনা কতো হাসির খবর বলে বাট

দাদু হালেন বঙড়াতে, নাতি হালে কুমিল্লাতে
মুচকী হালে সামাদ মাঝি, বলে নদীর পাড়
পুরান ঢাকার গোড়ে হালে রফিক দোকানদার!

বরিখামে বউদী হালে সিগেট থেকে সিধু হালে
রংপুতে কৃষক রহুল হালে চমৎকার
টান্সাইলে সবাল বেগাই হাসছে তামুকদার

চট্টগ্রামের শাভগেইলে রিস্রায় বলে শাউকী হালে
রাজশাহীতে অষ্টহালে অংকন রফিক দার
রাঙামাটির অংনু হালে ছাড়িয়ে পাহাড়

এতো হাসির কারণটাকি জানা আছে সবার?
সারাদেশে চলাছে এয়ার খুশিরই কারনায়

ভয়েস ওভার:

গ্রামীণফোনের রাজ্যে সবাই খুশি

কারণ দেশব্যাপী এই প্রথম গ্রামীণফোন নিয়ে এলো মাই জোন, যাতে যখন-তখন যেখানে-সেখানে কথা বলুন সর্বোচ্চ ৮৩% পর্যন্ত সাশ্রয়ে।
এই সুযোগ পেতে *666*1# ডায়াল করে রেজিস্ট্রেশন করুন আজই! বিস্তারিত পত্রিকায় দেখুন।

কাছে থাকুন। গ্রামীণফোন।

গ্রামীণফোন

মাই জোন

আরজে এনডোর্সমেন্ট

এক

আরজে:

ডিম্মার গিসেনার আশা করি ভালো আছেন। আর যারা গ্রামীণফোনের রাজ্যে আছেন তারা এখন আবশ্যিক খুশিতে আছেন। কারণ দেশব্যাপী এই প্রথম গ্রামীণফোন নিয়ে এসেছে মাই জোন, যাতে যখন-তখন যেখানে-সেখানে গ্রামীণফোনের প্রিপেইড হাটকরা কথা বলতে পারছেন সর্বোচ্চ ৮৩% পর্যন্ত সাশ্রমে। যারা খুশি আছেন তারা খুশিতে কথা বলতে থাকুন আর যারা এখনো এই সুযোগ পাননি তারা আজই *666*1# ডায়াল করে রেজিস্ট্রেশন করে নিন। আর খুশিতে থাকুন সবসময়। এবিষয়ে বিস্তারিত পত্রিকায় দেখুন।

দুই

আরজে: (গানটি গেয়ে কথা শুরু করবেন)

আমার জীবনের এতো হাসি এতো খুশি কোথায় গেল...

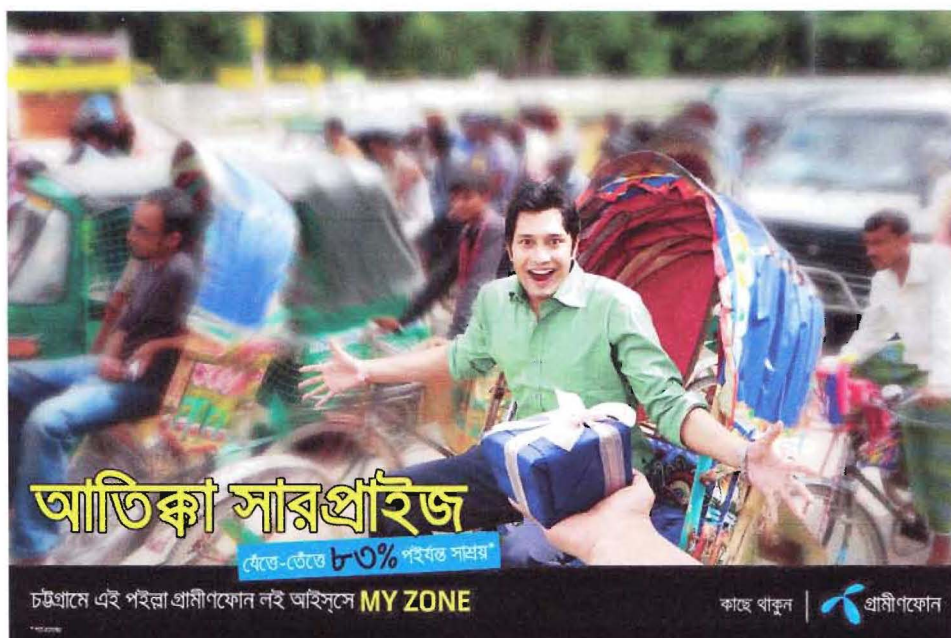
ডিম্মার গিসেনার বলতে পারবেন আমার এতো খুশি কোথায়? ঠিক বলেছেন! এখন গ্রামীণফোনের রাজ্যে আমার মতো সবাই খুশি। কারণ দেশব্যাপী এই প্রথম গ্রামীণফোন নিয়ে এসেছে মাই জোন, যাতে যখন-তখন যেখানে-সেখানে কথা বলা যাবে সর্বোচ্চ ৮৩% পর্যন্ত সাশ্রমে। মনে রাখবেন এই সুযোগ পেতে *666*1# ডায়াল করে রেজিস্ট্রেশন করে নিন এখনই। বিস্তারিত পত্রিকায় দেখুন।

তিন

আরজে:

ডিম্মার গিসেনার আজ সারাদিন কথা বলে, গান শুনিয়া আপনাদের আমি ৮৩% পর্যন্ত খুশি রাখতে পারব। কেন জানেন? কারণ দেশব্যাপী এই প্রথম গ্রামীণফোন নিয়ে এসেছে মাই জোন, যাতে যখন-তখন যেখানে-সেখানে কথা বলা যাবে সর্বোচ্চ ৮৩% পর্যন্ত সাশ্রমে। তাই যেখানেই থাকুন খুশিতে থাকুন। আর তার আগে *666*1# ডায়াল করে রেজিস্ট্রেশন করে নিন এখনই। বিস্তারিত পত্রিকায় দেখে নিন।

5.3.6.5. BILLBOARD



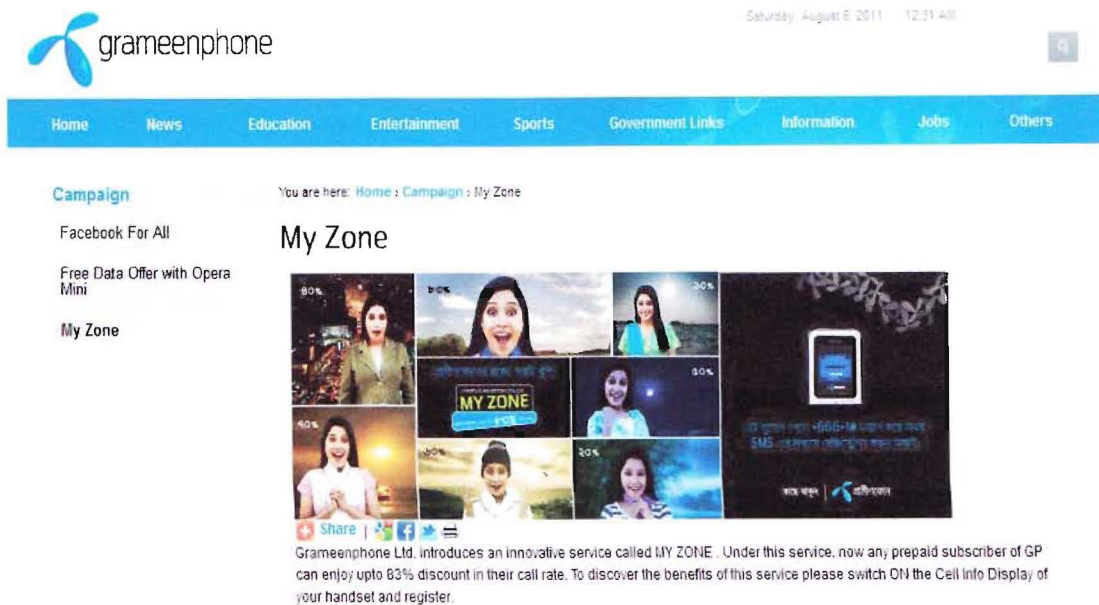
A **Billboard**, also known as OOH (Out Of Home) Advertising, is a large outdoor advertising structure, typically found in high traffic areas such as alongside busy roads. Billboards present large advertisements to passing pedestrians and drivers. Typically showing large, ostensibly witty slogans, and distinctive visuals, billboards are highly visible in the top designated market areas. Billboard are located primarily on major highways, expressways or principal arterials, they command high-density consumer exposure (mostly to vehicular traffic). These afford greatest visibility due not only to their size, but because they allow creative "customizing" through extensions and embellishments.

The billboard also has two versions (Male and female). These billboards can be seen at different traffic points, shopping malls, college and universities, entertainment and leisure place of Dhaka city (Mohammadpur, Agargaon, Shaymoli, Nakhalpara, Baridhara etc.), Chittagong city (Potenga, Chittagong Port, Bakalia, Chandgaon etc.) and Gaibandha, Gazipur, Jhenaidah, Jessore, Jaipurhat, Manikgonj, Meherpur, Munshiganj, Narsingdhi, Pabna, Rajshahi and different others places around the country. Out of Dhaka and Chittagong metropolitan cities the billboards on high ways are relatively cheaper in price and bigger in size, as the vehicles are on high speed driving. However, in important points of Dhaka and Chittagong metropolitan cities advertisements on billboard can grab attention of huge number of people.

5.3.6.6. FACEBOOK AND WEB BANNER

Facebook is the most popular social networking site in Bangladesh. No doubt, GP reaches that end of highly popular networking by setting up a fan page on Facebook in this location (<http://www.facebook.com/search.php?q=grameenphone&type=pages&init=srp>).

Here, information on My Zone campaign is available especially targeting the Facebook enthusiasts. Subscribers can get information and post any positive or negative comment about My Zone campaign.



The screenshot shows the Grameenphone website interface. At the top right, it displays the date and time: "Saturday, August 6, 2011 12:31 AM". The navigation bar includes links for Home, News, Education, Entertainment, Sports, Government Links, Information, Jobs, and Others. The main content area is titled "My Zone" and includes a sub-header "You are here: Home : Campaign : My Zone". Below this, there is a grid of images showing various people and a smartphone. A text box below the images reads: "Grameenphone Ltd. introduces an innovative service called MY ZONE. Under this service, now any prepaid subscriber of GP can enjoy upto 83% discount in their call rate. To discover the benefits of this service please switch ON the Cell Info Display of your handset and register."

A **Web Banner** or banner ad is a form of advertising on the World Wide Web. This form of online advertising entails embedding an advertisement into a web page. It is intended to attract traffic to a website by linking to the website of the advertiser. The advertisement is constructed from an image (GIF, JPEG, PNG), JavaScript program or multimedia object. These images are usually placed on web pages that have interesting content, such as a newspaper article or an opinion piece.

My Zone adopts the communication tool of web banner. The web banner of My Zone is displayed when a web page that references the banner is loaded into a web browser. This event is known as an "impression". When the viewer clicks on the banner, the viewer is directed to the website advertised in the banner. This event is known as a "click through".

5.3.7. BTL COMMUNICATION: IN DETAIL

BTL promotion refers to forms of non-media communication or advertising, and has become increasingly important in the communications mix of many companies, not only those involved in fast moving consumer goods, but also for industrial goods. BTL aspires to establish targeted relationships between marketers and individual consumers, and offer comparable ease in measurability. It thus has vehicles like Events, Road Shows, Dealer level activities, Consumer contacts, Mobiles etc. BTL is:

- ➔ Consumer defined.
- ➔ Generates Trial.
- ➔ Involved directly with consumer.

5.3.7.1. POSM (POINT OF SALE MATERIALS)

In POSM Grey has worked with Poster, Leaflets, X-banners and Danglers for GPC/F, Shopping malls & Flexi load shop. These are comparatively less expensive but effective in promotional tool.

Poster:

Posters are one of the points of sales (POS) materials of the promotion and very good communication materials. The size of the poster is----17 inches (width) and 22 inches (height). The price of each unit of the poster is 10.00 BDT and a large number of posters were made for the promotion. Retailers use the poster for educating customers about the promotion.

Advantages:

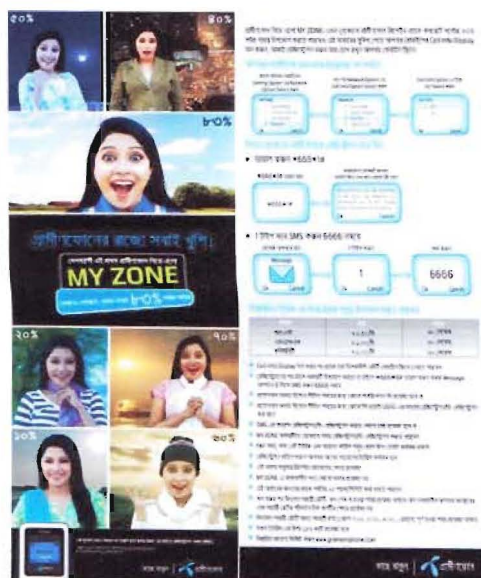
- Posters are attractive and eye catchy
- Distributing poster is comparatively easier
- than leaflet
- In terms of attraction, poster is less costly compared to leaflet
- Posters are the strong communication material and describe more compare to leaflet



Disadvantages:

- Poster occupies spaces of retail outlets and retailers sometime do not like it.
- Posters are expensive if one is not making large quantities.
- Poster lose its impact, if it is not designed properly
- Posters are more for retailers and less for customers

Leaflet:



Leaflet is the one communication, which can be used to enhance the awareness of the potential customers. Most of the leaflets are very small, one page, very specific and used for acquisition. In our country, people do not want to read or sometimes to receive leaflets. For this reason, the above leaflet is an ordinary one. The back page of the leaflet provides an instruction and if anyone follow the instruction, then he can convert the whole leaflet into the shape of a plane. This plane shape has close relation with the world tour offer. So, if one consider from this point of view, then he can realize the greater impact of the leaflet.

Advantages:

- Leaflet is very important to enhance the awareness about the promo
- Can be used for acquiring new customers
- Less costly compare to any other paper communication materials
- Creativity can induce the longevity of the leaflet

Disadvantages:

- Customers do not want to read paper communication materials like leaflet
- People usually through the leaflets after reading everything

- Distributing leaflets are also a challenging job
- It does not add value to the brand

X-Banner:

X- Banner is used to hang from any high rise establishment in order to get attention of the people of that particular locality. Images are usually in a high-aspect ratio shape (i.e. either wide and short, or tall and narrow) hence the reference to banners. For My Zone campaign, X- banner is designed in two versions (Male and female) based on the same concept of Surprise. Though X- banner is an usual form of promotion it is effective too.



Dangler:

In the advertising agency **Danglers** are those pieces of communication materials that can be hanged from the ceiling. This is one of the points of sales (POS). Usually, companies try to make it more attractive and provide different shapes so that dangler will get more visibility.

Advantages:

- Attractive to customers
- Less expensive
- Can easily be hanged in the small shops
- Communicate with target customer, who wants to spend money instantly

Disadvantages:

- Retailers sometimes disagree to hang it
- Customers usually look at the shelf of store and ceiling materials lost its attractiveness
- Sometimes seem clutter information and lost its impact
- Retailers can through it out whenever they want



5.3.7.2. PRESS INSERTION

Press Insertion is used in local news papers and magazines leaflet is distributed by hawkers so that it can achieve a special attention of the customers. It is inserted inside newspaper and magazine in order to aware the customer about the available offer. This is push strategy of communication where A4 size leaflet is distributed.

5.3.7.3. USER MANUAL



A user guide, also commonly known as a manual, is a technical communication document intended to give assistance to people using a particular system. It is written by a technical writer by making it understandable in short form. User guides are most commonly associated with electronic or technical goods related to computer hardware and software.

My Zone user manual contains both a written guide and the associated images. In case of using, screenshots of clear and simplified diagrams are added which describes cell Info activation details from different handsets.

5.3.7.4. POCKET SIZE CARD



A simple **Pocket Size Card** for subscribers with instruction of My Zone Activation and Deactivation through USSD (*666*1# for activation and *666*9# for deactivation) are distributed to subscribers in different flexi load shops, GPCs and colleges and universities to aware and educate the customers. This card is cheaper and easily distributable among the target customers.

5.3.7.5. T-SHIRTS

For different promotional campaigns branded **T-Shirts** on My Zone campaign are used or presented. These are specially given to Brand Promoters to make them easily identifiable and to motivate them for working in a campaign team. These are presented to retailers and selected Grameenphone users too.



5.3.7.6. PASSENGER SHADE AND ELECTRONIC BOARD BRANDING



Passenger Shades which are close to bus counters are branded too. GP tends to brand these passenger shades with My Zone campaign and decorate these with a touch of blue color and logo of GP.

Electronic Boards in different important roads (For example, Bijoy Soroni Road in Dhaka and Al-Koron Road in Chittagong) and outside GPC are branded too. Electronic board branding is done through display signs or digital display.



5.3.8. ACTIVATION PLAN: IN DETAIL

In order to surprise the Target Group (TG) in different places different type of activations need to be executed. These are:

5.3.8.1. INFORMATION BOOTH

A group of 2/3 BPs will stand in front of info booth at malls where they will be distributing small gift items (cap, pen, T-shirt etc) and will communicate with TGs the purpose of the sudden surprise from GP. They will not only explain the product but also describe how/when people will be more benefitted from the product. Also, the BPs should be trained enough to solve other problems of customers. Main objective will be to bring happiness towards the product through small surprises.

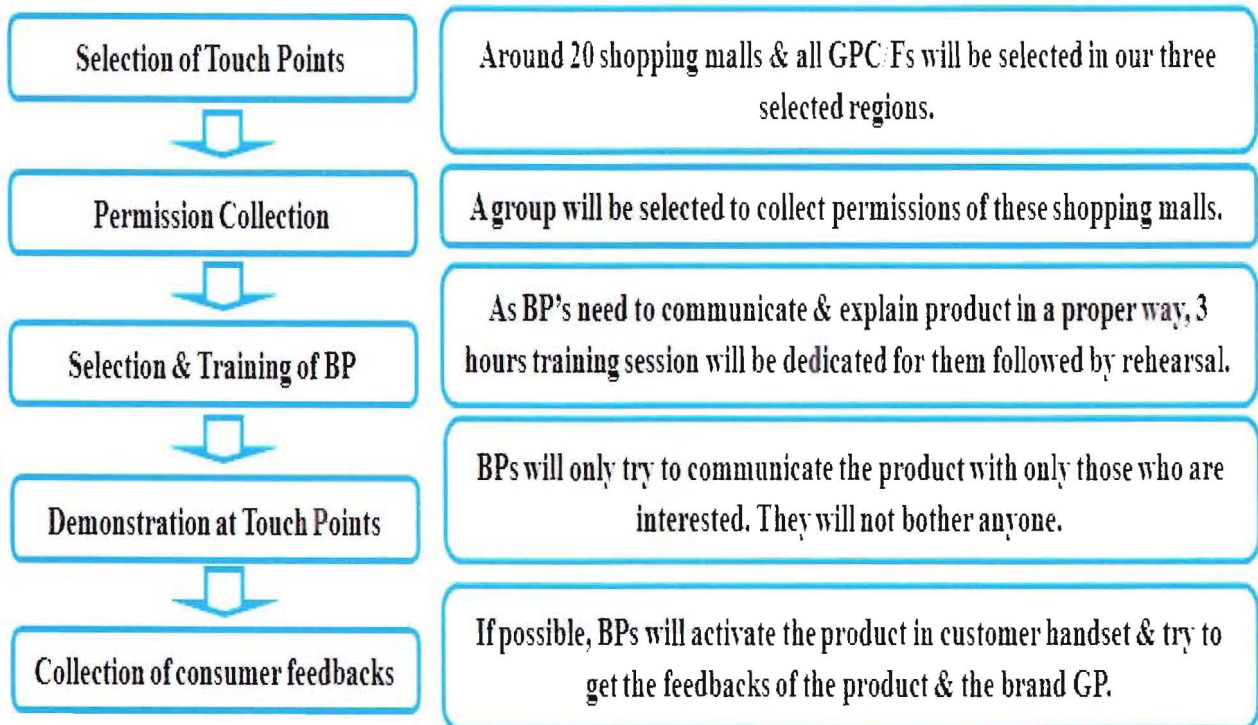


Figure 12: activation plan of information booth

5.3.8.2. FAMOUS FIGURE

Famous POP/Rock Singer or Sports Figure will be going to different university campuses to promote the discount pricing idea. This will create a sudden enjoyable surprise and attraction among the students and the celebrity will relate the purpose of the sudden surprise with the discount pricing. They can also give GP giveaways (wrist band, cap etc) with their signature. Main objective is here to create WOM among potential customers.

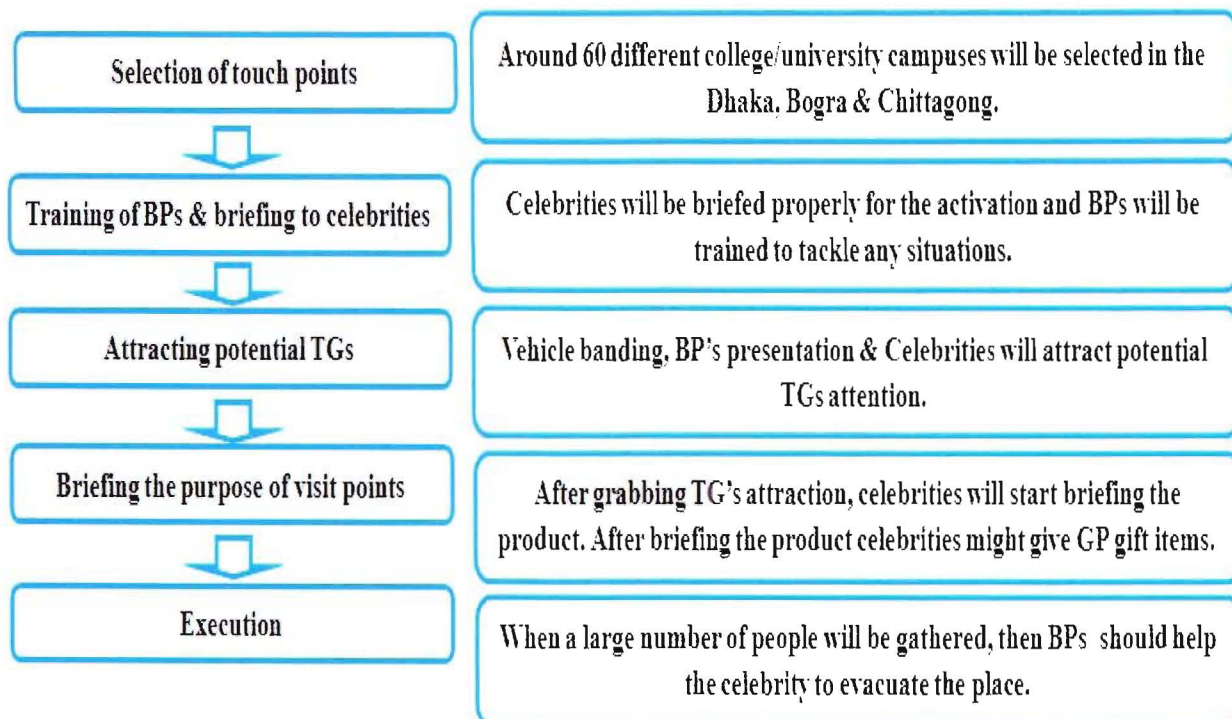


Figure 13: activation plan of famous figure



5.3.8.3. SMALL SURPRISING ITEMS

In order to surprise ordinary people on the road small gift items like fake 1 taka coin or 2 taka note will be littering on the road. This will attract the attention of the passer-bys and when they will pick it they will find one note relate to discount pricing. Main Objective here will be to surprise ordinary people.

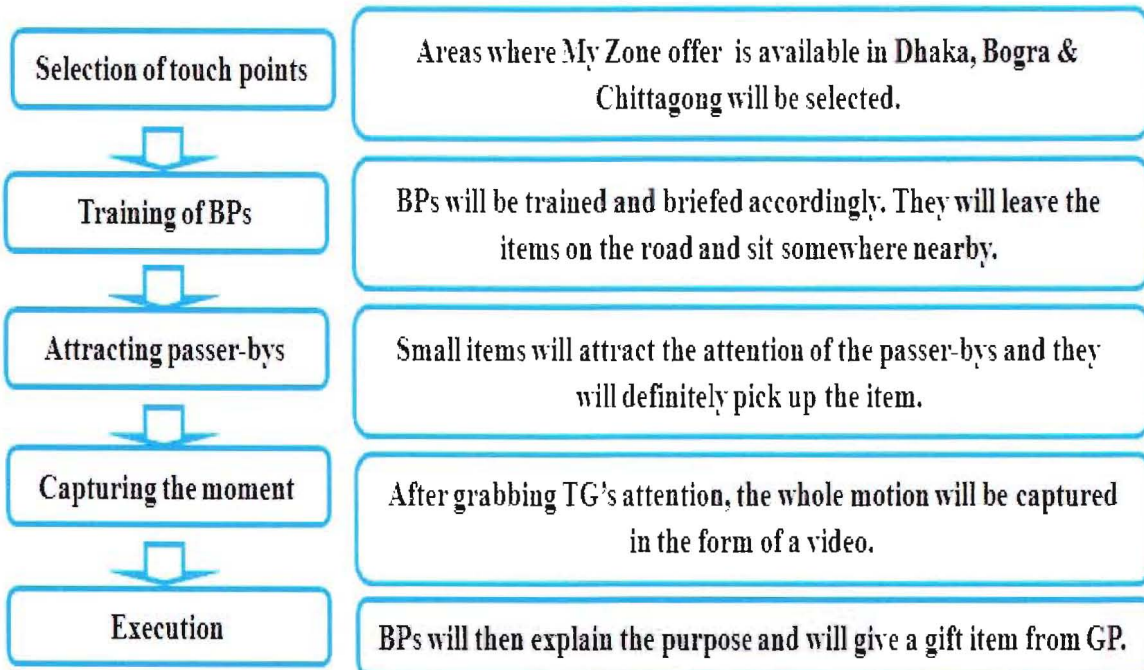


Figure 14: activation plan of small surprising items

5.3.8.4. TRADE PROMO

Certain flexi load shops will be selected where each day maximum transaction is done for Grameenphone user. A BP will stay in that particular shop for a certain time of the day preferably during the rush hour or when maximum flexi load is done. When a GP subscriber will come to recharge he will be given a gift item (cap, T-shirt, pen etc) and the BP will also explain the reason for this unexpected nice surprise.

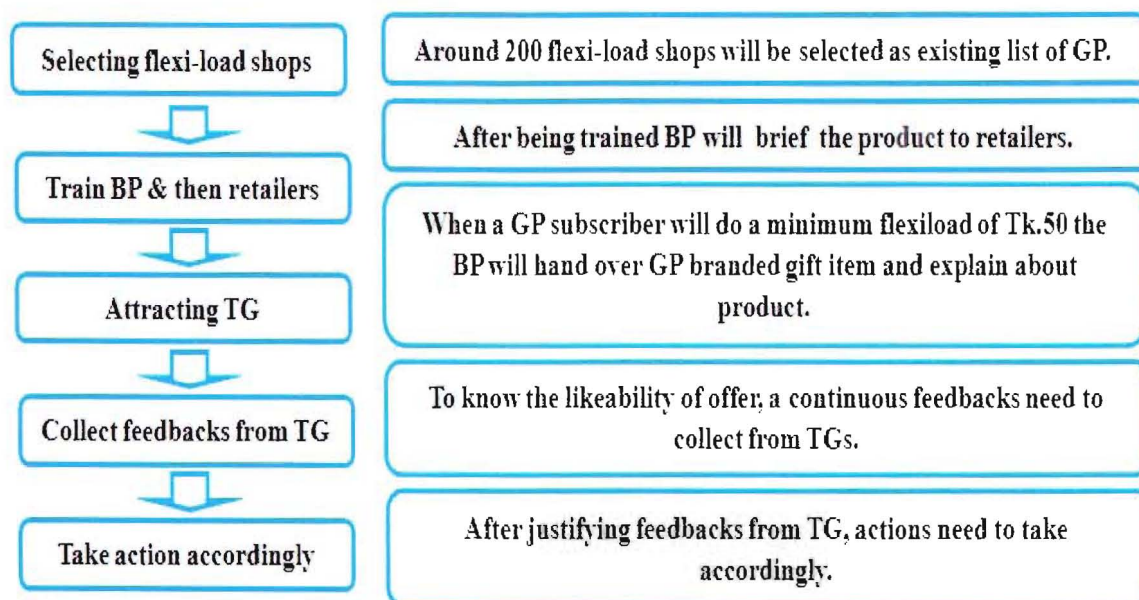


Figure 15: activation plan of trade promo

5.3.8.5. MAGIC SHOW

Few restaurants in Dhaka & Chittagong will be selected where magic shows will be performed during the weekends (Thursday Friday & Saturday). The magician will perform various playful magic with the help of customers (present in the restaurant) especially small children. At the end of each magic the participant will get Grameenphone's gift item (cap, T-shirt, pen etc) with a small note on discount pricing.

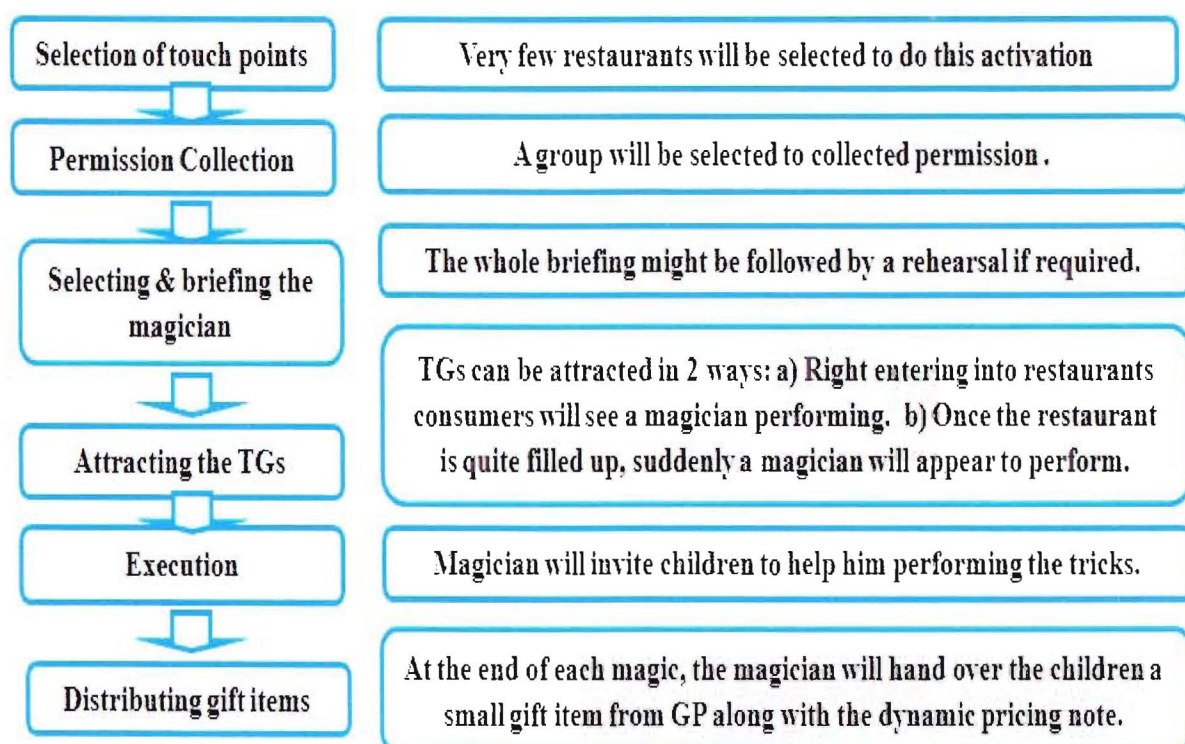


Figure 16: activation plan of magic show

5.3.8.6. VAN BRANDING

VAN/Cart Branding is done in Bogra & Chittagong only. Micro buses and some horse carts will be branded with the campaign slogan/write-ups. The micro buses/ horse carts will roam around the main roads. This will not attract the TGs attention, but at the same time will make them interest towards the product.

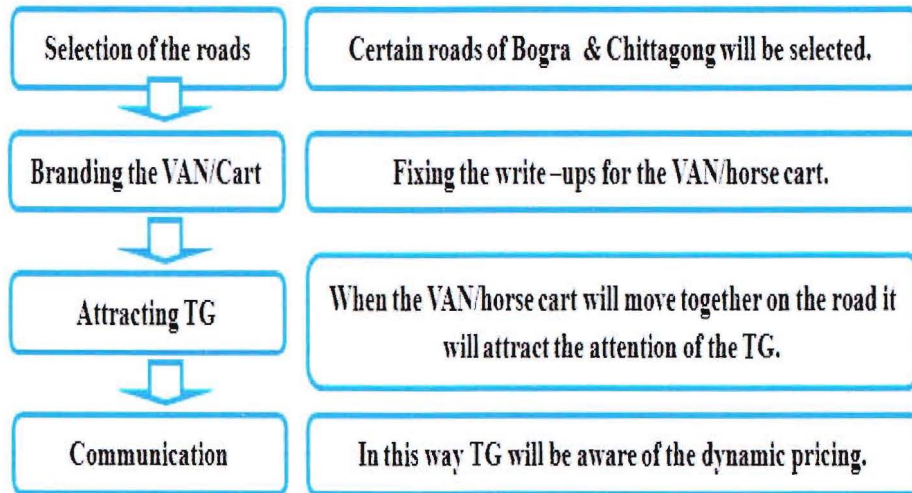


Figure 17: activation plan of van branding

5.3.9. BUDGET ALLOCATION

This budget is prepared by servicing group of Grey after discussing with in house event team, creatives and none other than the client (GP). This is tentative budget is used to be adjusted as per the actual cost while conducting the activation plan in reality. Budget for ATL can't be collected from the information archive of Grey. So budget for BTL and Activation are mentioned here.

Budget for BTL:

Summary of POSM allocation Chart for Dynamic Pricing							
SL	Item	Channel	Qty/ POS	POS Qty	Total Quantity	Unit Cost	Total Cost
1	Poster	GPC/F	1	6	6	455	2730
		POS	2	2629	5258	3.2	16825.6
2	Leaflet	GPC	500	3	1500	0.5	750
		GPCF	200	3	600	0.5	300
		POS	100	2629	262900	0.5	131450
4	X-Banner	GPC/F	1	6	6	200	1200
Total					270270		153256

This budget doesn't include the cost of dangler since dangler was a later inclusion in POSM plan. The estimated budget for dangler is TK 18,634. So total budget for POSM including dangler is TK 171,890. Below is total BTL budget allocated by Grameenphone for My Zone campaign.

Total Budget Allocation for BTL

SL	Item	Total Cost (BDT)
1	POSM	1,71,890
2	Press Insertion	7,35,597
3	User Manual	9,01,811
4	T-shirts	4,00,000
5	Passenger Shade	19,43,392
6	Electronic Board	17,43,048
Total Cost For BTL		58,95,738

Budget for Activation:

3 teams will be operating in 20 major area covering 135 Locations by 25 Days. This is a tentative budget for conducting the plan as per.

Budget (Activation Plan)		
SL	Particulars	Amount
1	Transportation	684,750.00
2	Advance Unit for Local Permission & Ground works	229,600.00
3	Resource allocation	980,000.00
4	Props and Other Logistics	270,000.00
Total		2,164,350.00

Break Down of Activation Cost Estimate (DYP Activation Plan - 2010)

SI	Item	Quantity	Days	Rate	Total
Production, Operation and Execution of Consumer Contact in University/College in 20 Districts in Bangladesh for Average 25 days					
1	Transportation				
	Micro Bus Hiring Cost	3	25	3500.00	262,500.00
	Fuel - 200 km daily basis (5 km per litter) - $200/5=40$ liters	3	25	2880.00	216,000.00
	Driver DA	3	25	1250.00	93,750.00
	Garage Rent	3	25	1500.00	112,500.00
2	Advance Unit for Local Permission & Ground works				
	2 person in each 3 Routes	6	9	1200.00	129,600.00
	Permission (BRTA , Police , University)	20		5000.00	100,000.00
3	Manpower				
	Project Co-ordinator	1	30	N/A	50,000.00
	Supervisor 1 X 3 Routes (DA & Remu)	3	30	1200.00	108,000.00
	Forum Theater Performer (4 Person in Each team)	12	30	1000.00	360,000.00
	Performer & Supervisor Accommodation and Food	15	25	1200.00	450,000.00
	Training for Performer and Promoter	12	2	500.00	12,000.00
4	Props and Other Logistics				
	Props and Other Logistics	20	N/A	2500.00	50,000.00
	Exploration / Tele-communication / Local Conveyance	20	30	1500.00	120,000.00
	Food, Transportation and Others (Will be billed at actual)	N/A	N/A	N/A	100,000.00
Sub Total					2,164,350.00
Avg. Cost Per Performance					16,032

PART SIX

ANALYSIS AND INTERPRETATION OF DATA: FINDINGS

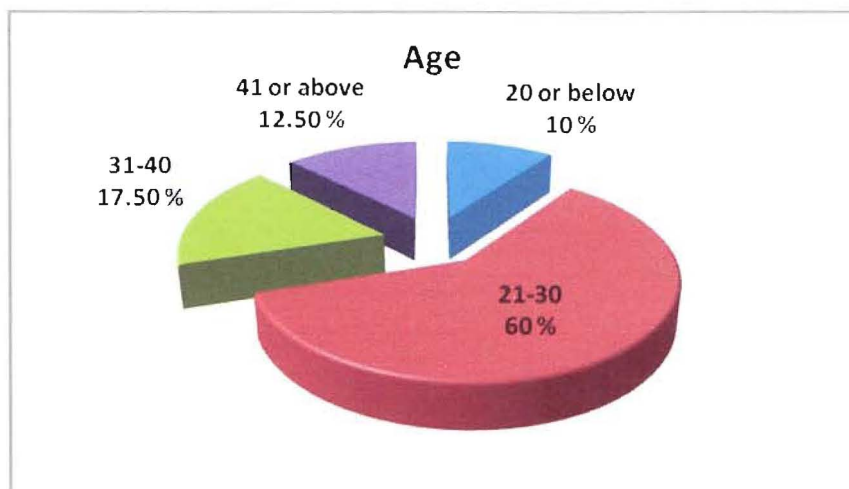
6.1. ANALYSIS AND INTERPRETATION

We have conducted the survey diving into 2 parts:

Part 1

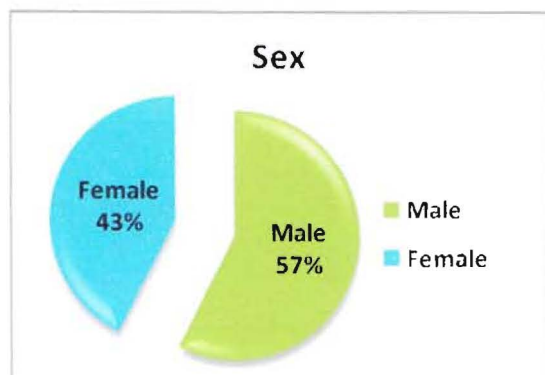
The first part describes the demographic orientation of the respondents. Here, we focus on 5 major issues which are respondents' age, sex, profession, monthly income and their level of education in order to define the characteristics of the randomly picked sample.

Age:



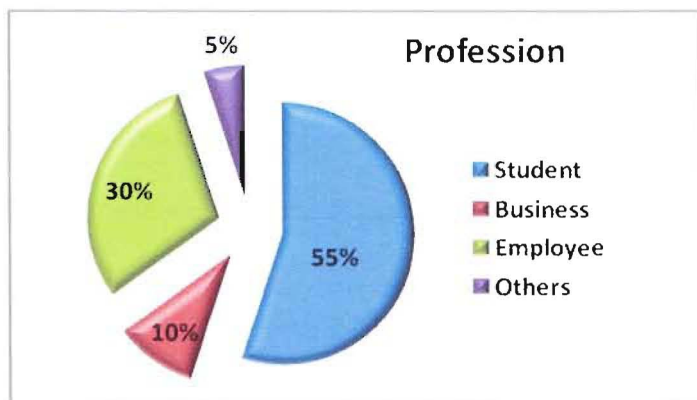
The average age of the respondents is 28 years. 60% of the respondents are in the age of 21-30 years, 17.50% of the respondents are in the age group of 31- 40 years and 12.50% fell in the category of 41 years or above that age where as the rest 10% are in the group of 20 years or below that age.

Sex:



The ratios of male respondents are 57% and female respondents are 43% which reflects a balanced and an unbiased random sampling of the respondents.

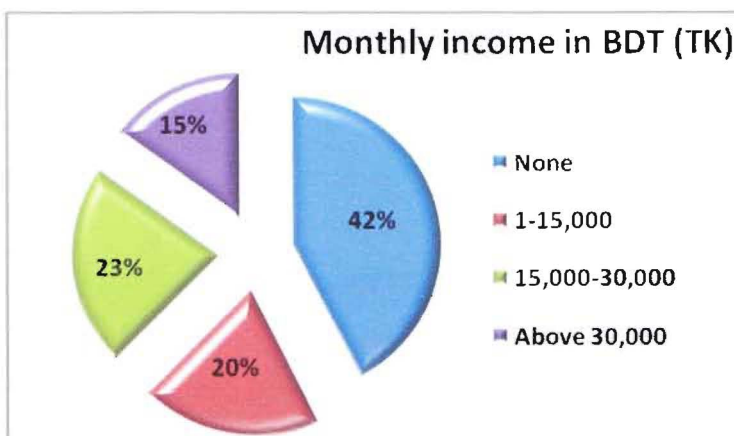
Profession:



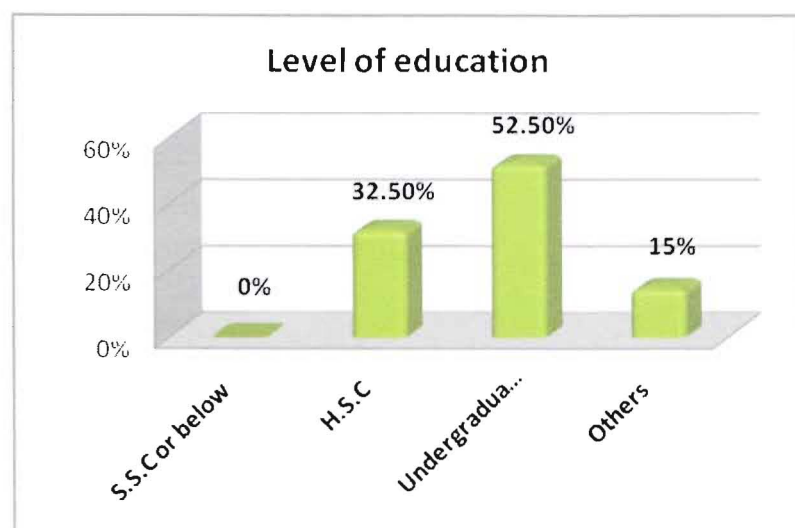
Majority portion reflects 55% that are occupied by students of different colleges and universities. Then 30% respondents are employees of different organizations, 10% are business people and the rest 5% are involved in various other professions.

Monthly Income:

Among the respondents 55% don't have any monthly income since most of them belong to student group. 20% respondents earn between 15,000 TK per month where as 23% respondents earn between 15,000 to 30,000 TK per month. The rest 15% have a earning above 30,000 TK.



Level of Education:

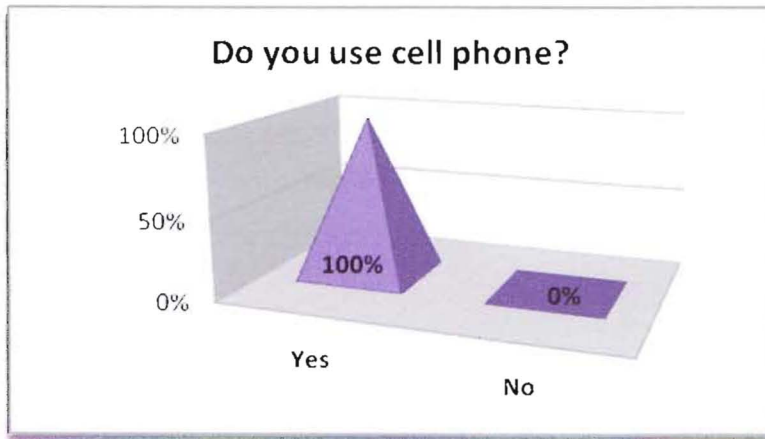


Level of education is important in response to the offer of My Zone in terms creating awareness and availing the offer as well. 32.50% respondents have completed H.S.C. 52.50% respondents are at undergraduate level. And the rest 15% respondents are from other educational backgrounds.

Part 2

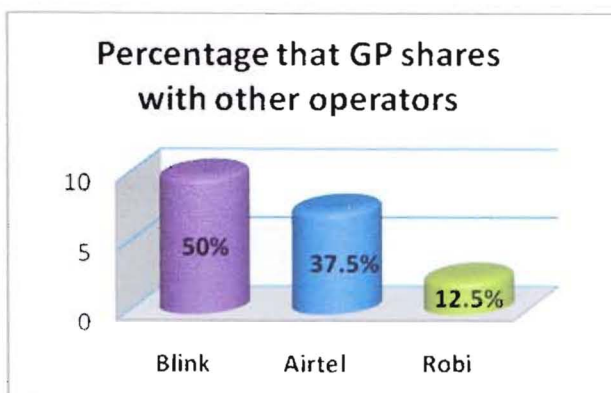
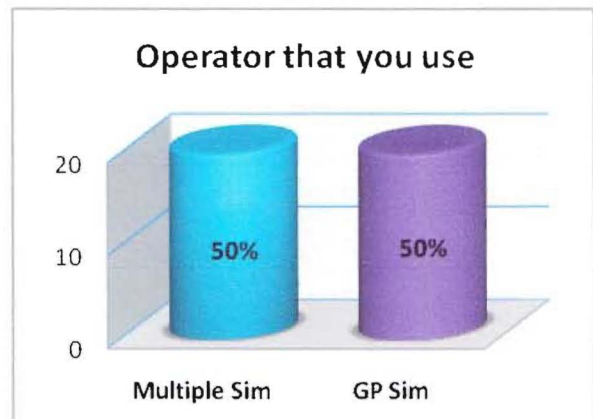
The second part gives an idea about the overall response of the surveyed people towards My Zone Campaign. In this regards 6 specific questions have been asked which is shown here through some graphical representation.

Do you use cell phone? If yes then which operator do you use?



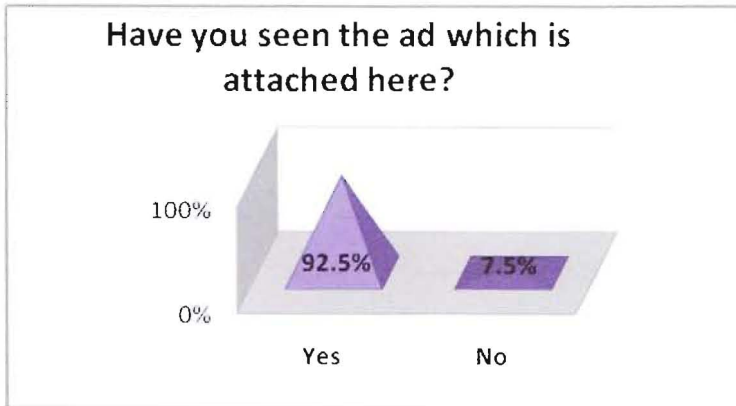
Now a day, without cell phone it is quite impossible to keep pace with the fast moving wheel of life. So it is quite natural that 100% respondents have said that they use cell phone.

While doing survey among 40 respondents 50% use GP Sim only while other 50% use dual or multiple Sims along with GP Sim. That mens GP has to share its subscribers with other operators in this country.



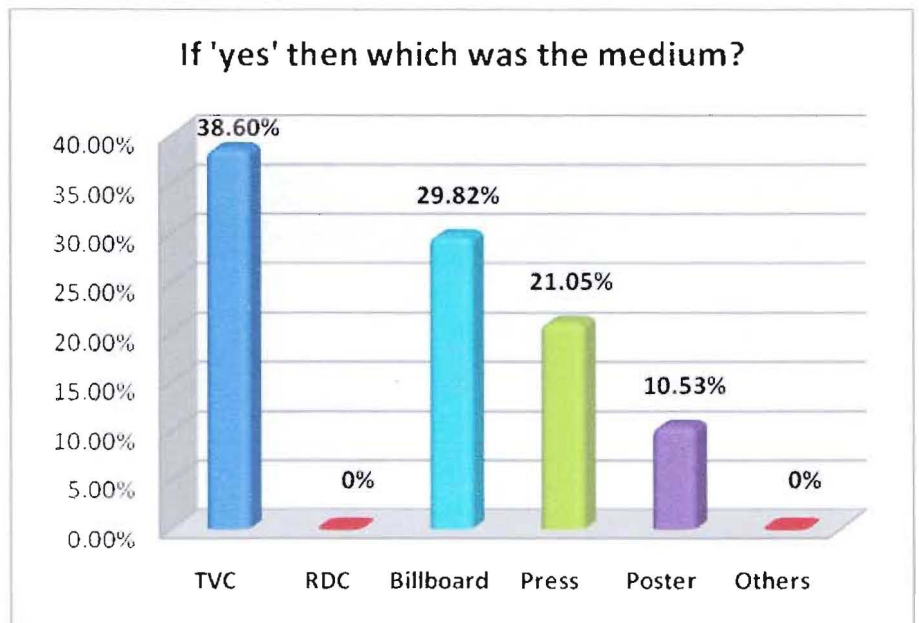
GP has to compete at most with Banglalink as 50% respondents use Banglalink Sim along with GP or other Sims. Then with its low cost strategy, Airtel is successful in grabbing 37.5% respondents. Robi is also a concern for GP as 12.5% respondents use it.

Have you seen the ad is attached here? If yes then which was the medium?



92.5% respondents have given positive answer while other 7.5% have given negative answer.

Accumulated percentage is more than 100% as the respondents were free to select more than one option. However, the maximum percentage of the recall rate for TVC is 38.60%; 29.82% for billboard, 21.05% for press and 10.53% for poster. No respondent mentioned about RDC or any other option.

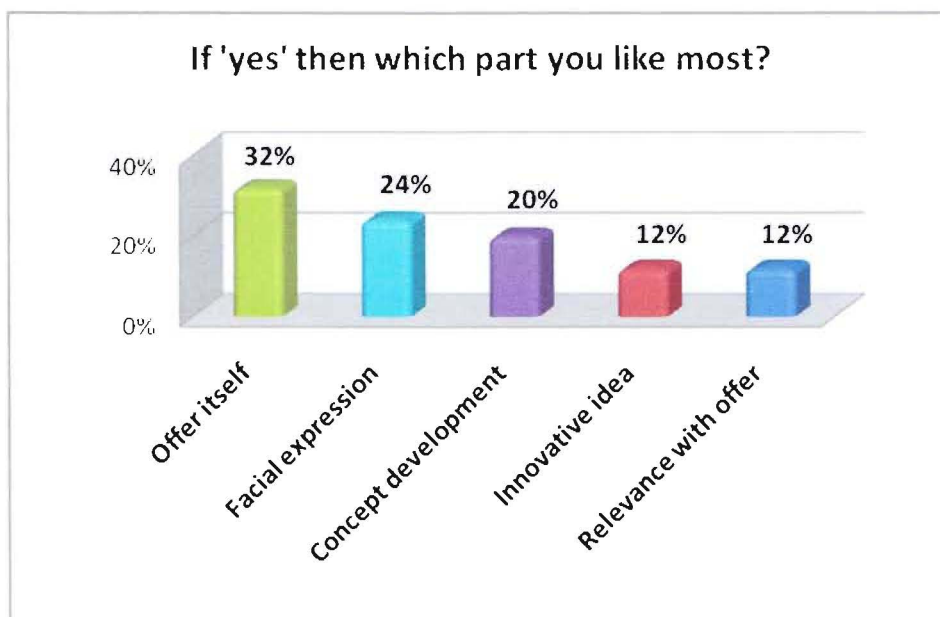


Do you like the ad of My Zone?



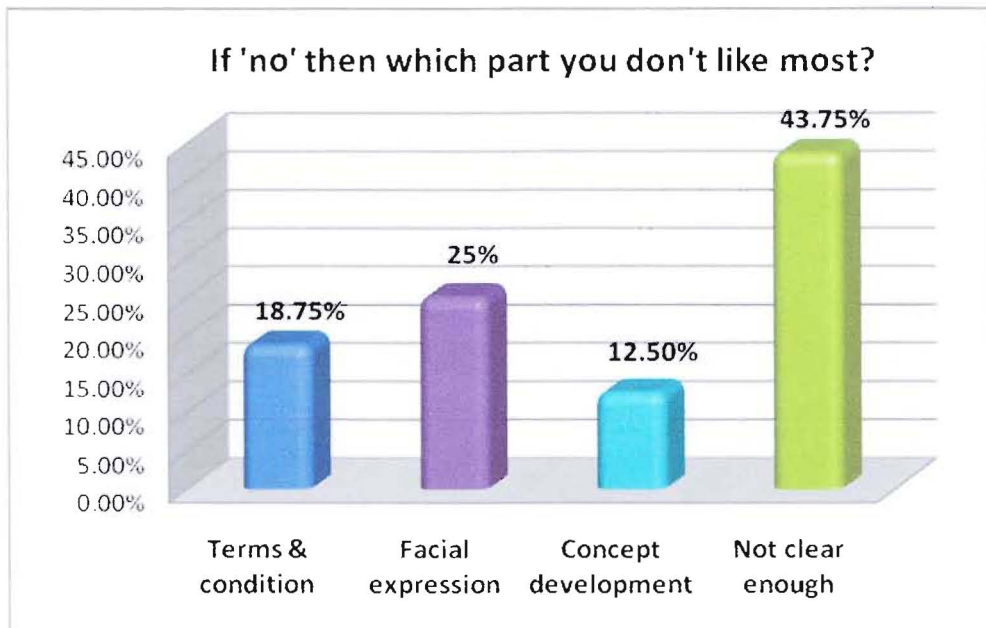
62% respondents liked the ads of different My Zone campaigns, which is good enough for being optimistic. And 38% respondents don't like that.

If 'yes' then which part you like most?



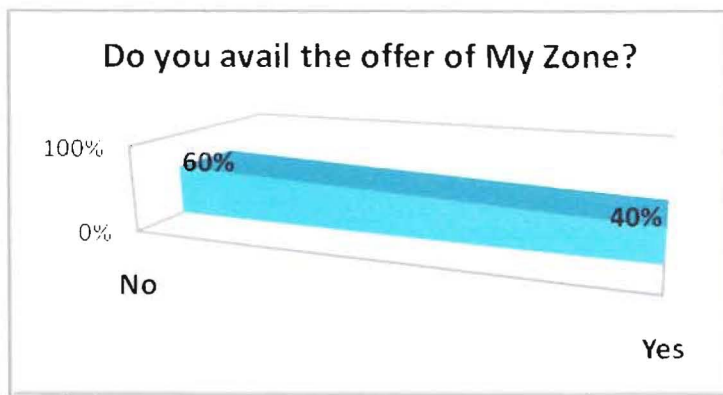
The respondents who like the ad have mentioned about different reasons which can be classified into specific matters. 32% respondents like the offer itself. Then 24% respondents like changing facial expression of models with different offers. The concept is liked by 20% respondents. 12% respondents find the idea very innovative. The remaining 12% respondents find the ad very relevant with offer.

If 'no' then which part you don't like?



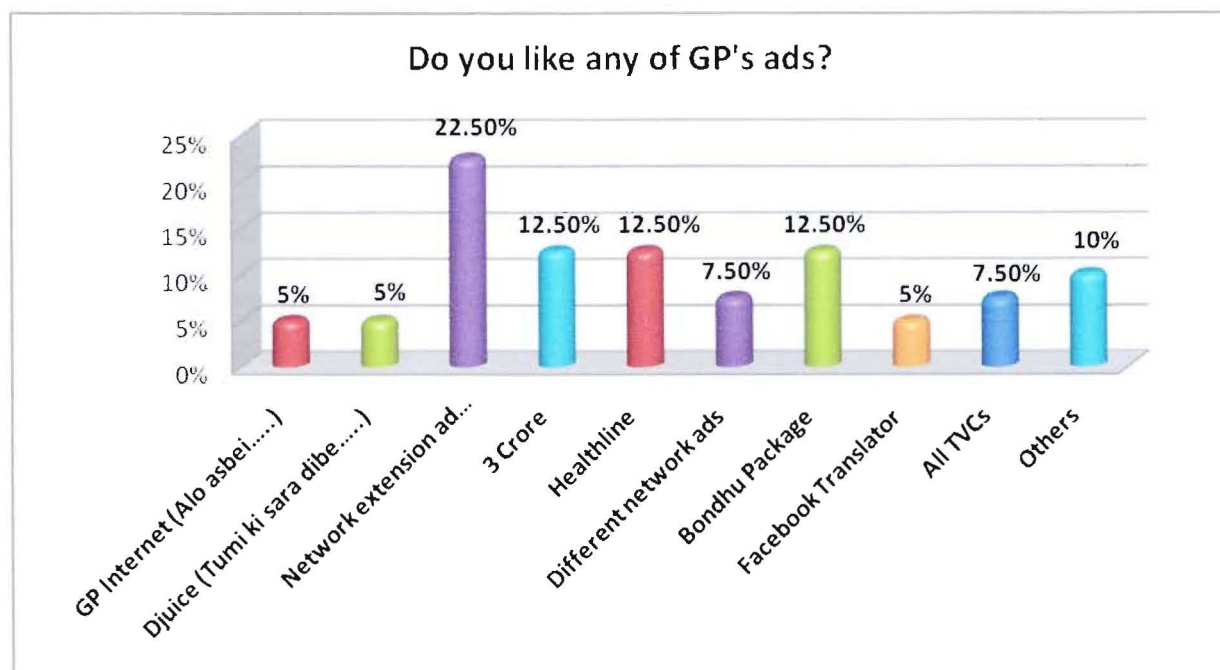
The response is very close to few things like 18.75% respondents find the terms and condition of My Zone offer very complex. 25% think that the facial expression of the models is artificial and improper. The concept is liked by 12.50% respondents. To 43.75% respondents the theme is not clear enough to feel further interest.

Do you avail the offer of My Zone?



40% respondents avail the offer while 60% respondents don't avail the offer which gives indication to some specific reasons.

Do you like any of GP's ads? Please specify.



All the respondents have answered in their own way as the question was open ended. However, different ads come out from the question. GP Internet (Alo asbei.....), Djuice (Tumi ki sara dibe.....) and Facebook Translator; each ad has 5% as most liked ads. A majority of 22.50% respondents like GP Network (Amare chariya bondhu.....) to be specific. Different Network ads are liked by 7.5% respondents while other 7.5% like all ads of GP. The ads of 3 Crore, Healthline and Bondhu Package are liked by 12.50% respondents separately. The rest 10% respondents, with one choice, have mentioned about different ads of GP which includes GP MMS, Seasonal ad (Sopno Jabe bari...) etc.

Why do you like the ad?

Respondents have showed different reasons for as they like above mentioned ads. However, their reasons are:

- GP Internet (Alo ashbei.....): Positive feature.
- Djuice (Tumi ki sara dibe.....): The song is heart touching and related to youth
- Network extension ad (Amare chariya bondhu.....): Concept, idea, making and presentation are creative which raise the standard of ads.
- 3 Crore: Theme is brilliant which sets a nice way of communication
- Healthline: Offer itself is convenient. Also it shows caring attitude towards customer. The ad is entertaining & informative.
- Different network ads: Making is good and concept is different and touchy.
- Bondhu package: Good, unique and touchy theme.
- Facebook translator: Theme is good which relates Bangladesh.
- All TVCs: Theme is creative with a touch of emotional appeal.



6.2. FINDINGS

After analyzing the whole survey, we can say that people regardless age, sex, profession, earning and education use cell phone. People who are relatively younger and more educated understand the offer and campaign better. Thus they are large in number who avail the offer. Like other campaigns My Zone campaign is popular too especially among the young group of people.

A big portion of the respondents have noticed My Zone ad which is relatively more popular in TVC and billboard. Most of the respondents like the offer itself. They think that the ad is brilliant in terms of concept development and dynamic facial expression of model in order to reflect the dynamism in discount offer. Also they say that the theme is innovative which reflects the offer perfectly.

On the negative side, maximum people don't avail the offer though they have already come to know about it. They don't like the concept development and expression of the models either. Also, some say about the complexity of the offer and unclear understanding of the ads.

Apart from few negative words, the ad has got above average appreciation from the people. My Zone is a unique campaign targeting the price seeking customers. However, terms and condition of the campaign should be expressed in a less critical way as well as the facial expression should be more harmonized with different offers.

PART SEVEN
RECOMMENDATION AND CONCLUSION

7.1. RECOMMENDATION

- Terms and conditions should be made easier.
- The creative brief should be more attractive and clear.
- Should not stick to facial expression only.
- Different theme can be adopted for who those who don't like the concept. It is not possible to satisfy everyone; but when the percentage to dislike the theme is huge then the current theme should be revised.
- Should focus more on RDC and BTL communication since the customer response is very low in such cases.
- Should give more emphasis on educating subscribers since awareness building shows an appreciable percentage currently.
- Should the campaign in such a way that makes subscribers feel interest to avail.



7.2. CONCLUSION

Grey Advertising Bangladesh Ltd. Is a leading advertising agency in Bangladesh which has designed and has executed a campaign called My Zone for Grameenphone, another leader in telecommunication industry. GP has been offering this opportunity in 3 phases for more than 1.5 years. The potentiality of Phase 1 and Phase 2 encouraged the authority to extend the offer at Phase 3 by covering the whole country. To serve this purpose of GP designed the campaign following 3 basic communication methods; ATL, BTL and Activation. The integrated campaign is based on single idea of 'Surprise' and is represented in ads through dynamism of expression to reflect dynamism of offer. However, there are different opinions in favor as well as against the campaign. Starting from designing and executing the campaign Grey has become successful to keep a harmony. It has become successful to meet the primary objective of creating awareness. Now, Grey needs to focus on making the campaign more clear, attractive and understandable so those customers feel interest to avail offer. Basically, as an advertising agency Grey is involved not only with advertising but also with brand development, branding and designing, retail solutions, database management, PR, specialized event management and solutions of this particular project. This study of the project has helped me to know the in-depth of agency activities and given opportunities to improve further in engaging customers with brands. I hope that these recommendations will help Grey to enhance its internal activities, inter-departmental close relationship which actually will smooth its way to the top of advertising industry.

PART EIGHT
REFERENCE

8.1. REFERENCE

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PART NINE

APPENDIX

9.1. SURVEY QUESTIONNAIRE

The following questions are related to a survey that aims to get the responses of the people towards advertising campaign. The outcome of the survey will not be disclosed. Please read the questions properly and provide responses accordingly.

Part 1

- 1) Your age: _____ years.
- 2) Your sex: Male Female
- 3) Your profession: Student Business Employee
 Others (please specify)_____.
- 4) Your monthly income in BDT (TK):
 None 1-15,000
 15,001-30,000 Above 30,000
- 5) What is your level of education?
 S.S.C or below H.S.C
 Undergraduate Others (please specify)_____.

Part 2

- 6) Do you use cell phone?
 Yes No
If yes then which operator do you use?
 GP Robi Banglalink
 Airtel Citycell Teletalk
- 7) Have you seen the ad is attached here?
 Yes No
If yes then which was the medium?
 Press TVC Radio
 Billboard Poster Others (please specify)_____.
- 8) Do you like the ad of My Zone?
 Yes No

If yes then which part you like most?

If no then which part you don't like?

9) Do you avail the offer of My Zone?

Yes No

10) Do you like any of GP's ads? Please specify.

11) Why do you like the ad?

এই সুযোগ পেতে +666*1# ডায়াল করে অথবা SMS-এর মাধ্যমে রেজিস্ট্রেশন করুন আজই।
 ডিপি-ডিপি: ৳ 1,200/সি; এক-প্রাকডেব: ৳ 2,000/সি; এক কন্ট্রোলিট: ৳ 1,000/সি। সেই সাথে থাকবে 80 সেকেন্ডস পলস।
 উপরেইল মার্কিনশব্দের উপর প্রত্যেক মাসের উপভোগ করতে পারবেন।
 সকল টার্মিফ-এর উপর 10% ডাটা প্রফেরা হবে।
 বিজ্ঞপ্তি জানতে ভিজিট করুন www.grameenphone.com

কছে গ্রাম | গ্রামীণফোন

Thank you for your response

9.2. THINGS I HAVE LEARNT IN GREY ADVERTISING BD LTD.

I, Ahmed Istiaque Ibna Zia, decided to join Grey Advertising Bangladesh Ltd. which is a multinational advertising agency as an intern. It has always been my desire to work in the field marketing, especially branding, for which Grey is one of those options I have looked for. Considering this fact in regard to complete 123 credits requirement I joined Grey on September 19, 2011 and hope to continue for 3 months. In the mean time I have reached last few days of internship program.

To me, the time all the way through is a whole learning experience. First off, it gives me a wonderful opportunity to get myself introduced with corporate culture and work procedure of a multinational advertising agency with its true essence. Here I perform, I make mistakes then I correct my task under a friendly supervision which is not domineering at all. In Grey I work in Servicing Department which deals with different campaigns of Grameenphone. To tell about different campaigns I have worked on,

- Instant Cash Back
- My Zone Campaign
- Grameenphone Cricket Internet Modem
- Brand Brochure of Grameenphone
- Apon
- Bondhu
- Grameenphone Studyline
- Grameenphone Healthline
- Grameenphone Super Cup

So for making the campaign a successful effort in a normal procedure I have learnt,

- How to deal with clients in accordance with their demand
- How to design and execute a campaign
- What things need to be considered from tactical point.

In line with handling client it is equally important to manage internal creative personnel and external vendors since they work as backbone to turn a campaign from an unformed idea into a well shaped outline. Thus I get to learn,

- How to instruct the creatives based on client's demand and feedback and get output from them.
- How to deal with vendors while getting the best result for clients in return of an amount that serves both parties' purpose happily.

To be more specific, I have worked on making dummy TVC of *Instant Cash Back*, billboard, press, POSM of different other campaigns, brand brochure of GP, branding GP during upcoming big event of *Grameenphone Super Cup*. I have given a considerable time in managing archives, communicating with models, translating the campaigns and checking out the copies by copy writers. Besides, I have participated the team while preparing necessary papers for audit. Thus I get an essence of how to take care of financial issues too. Here, in Grey, every desk is like a magic box. Just by standing beside a desk a new learner like me may come to know about so many interesting things.

However, there are certain things, I think, will be great to know about;

- Some basic task in photo shop or illustrator
- On spot outdoor shooting for TVC
- Observing meeting with GP
- Arranging a presentation (construction and demonstration).

Therefore I can consider these 3 months of learning period as a wonderful starter part in my portfolio of work experience.

