



United International University
QUEST FOR EXCELLENCE

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Letter of Transmittal

March 1, 2019
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Subject: Submitting an Internship report on Agency activities and actual market scenario according to INPACE Management Services Ltd.

Dear Sir,

I have submitted a Report on Agency activities and actual market scenario according to INPACE Management Services Limited for Internship, which had been a great experience for me to work with such a real life experience about agency activities and branding. I tried highest level to make and let it look like a complete one. From my end it is a great experience and thank you so much for giving me for nice opportunity to work this organization.

Sincerely,



Hasan Al Banna

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Acknowledgement

This internship report is based on Agency activities and actual market scenario according to INPACE Management Services Limited Department: Client Servicing over the last three months, My Supervisor Md Firoz Kabir has been guiding me, whom I got the encouragement and supervision to do “Branding Idea and tools”. I strongly believe that works like this one will confidently help me to progress & make us better improved as well as skilled to cope with the topics & real-world exposures in this field.

My next honest & heartiest gratitude goes to **Mohammad Tohidul Islam Miya** Course Instructor, *School of Business, and United International University* for his sincere & utmost guidance to prepare this report & to gather huge practical and realistic knowledge & help me to prepare this term paper.

I am really grateful to other resource persons, Md. Rahat Khan, CEO, Inpace, Md. Afzal Hosain, Director, Inpace and also Mr. Ali Md Isha, Sr, Manager, Client Servicing, Inpace. They provided me with the maximum data of the department that helped me to know about agency activities and branding tools of this organization and so on.

Moreover, I would like to thank all the personalities, whom I couldn't name here, who helped me for making my internship report.

Executive Summary

As part of Internship at United International University, I have been assigned for doing an internship project at Inpace Management Services limited, client servicing department. I have worked in planning Department as well. My Daily Activity was communication with client based on as usual agency activities like activation forecasting, event follow up, vendor meeting, submit design based on their demand

Client Support Activity is a complex process as in this department Executive needs to update a lot of supports and documents in daily basis. As an intern, though I have face tough duty while doing intern, but I have learned a lot of things that will help to do better in my future career.

Inpace Management Services Limited was founded in the year 1997. It has been well-known for being the most consistently creative company in Bangladesh. They have been providing services of high standard when it comes to quality as well as value for money for customers for the last 20 years. Their unparalleled efforts in building customer relationships has made them capable of managing transactions that meet the demands and satisfaction levels of their clients in a major degree. They supervise each organizational scheme differently, irrespective of the size or budget which makes their services more unique than others. The versatility of skills and knowledge among the employees at IMSL is what makes them not another face in the crowd. Building customer relationships is the main moto of Inpace. The overall data collection of the research was done systematically according to the supervision of my research coordinator.

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Part 1

Introduction

**The Industry and the Organization
Inpace Management Services Limited**

Introduction

Brief Discussion of the topic:

Internship is kind of compulsory for BBA students to accomplish his Bachelor of Business Administration in Marketing because it gives actual experience of the complications of real-world. The major objective of the internship to work under administrative atmosphere so that, we can build ourselves as professionals with real life experience and can get an opportunity to join the theoretical knowledge with real life situation. For this reason internship is a vital part of BBA program before completing graduation. So I try to make this report on the basis of real-world experience, which I learn from this organization.

I have learned many practical uses of marketing activities by accumulating knowledge from such kind of creative Marketing house like INPACE Management Services Limited. We know, present time business is performing an essential responsibility to develop the financial context of a country. So in the field of employment and connotation is awfully vital to continue some organization. It is used to continue all kinds of works resembling, financial, manage inventory effective arrangement, numerical uses and record management system etc. All of which create workings simple, quickly and exact so as Marketing Agency “INPACE” also workouts organizational management system to boost their skill and expand their condition. I have worked at INPACE as an Intern for three months and organized this report. The internship period was took place of INPACE, House-3/A, Dhanmondi-28, Dhaka and I am very glad for getting the opportunity to achieve my real-world work experience on INPACE. The report will absolutely increase the basic knowledge of other students to know the marketing agency activities of Bangladesh.

Background of the report:

Inpace Management Services Limited is one of the leading Marketing agencies in Bangladesh. As an intern of IMSL I worked in its Client Servicing department where I was working under the supervision of one group. The Idea of an Ad, market research, planning,

client dealing, etc are done by this department. They meets with the client to determine sales goals and creative strategy. So I also had to do this types of works. From first to last of making an ad, involvement of servicing department is mandatory. As I am from the Marketing background, majoring on this that's why I was entitled to involve these kind of works. Which were also relevant to my subject. To know better about this industry I worked on two cases, one is a consumer product and another is it product, so that I can have a practical experience on the work of Marketing agency.

Objective of the Study

The objective is to explain the program and managerial activities of advertising agencies in and to depict the trends in the advertising scenario of Bangladesh. To know about this scenario I chose Inpace Management Services Ltd. So that, I can have a wide look on management of advertising agency of Bangladesh.

Main objective

The objective of the study is to review the role of marketing agency in brand management and how IMSL Advertising engages customers more effectively with the brands that agency manage and will manage in the future.

Secondary objectives

- To learn activity of Marketing agencies and how an agency uses integrated marketing communications tools that helps to touch every individual with messages that motivate them, delivers comprehensive corporate solutions, including strategic brand management process, corporate social responsibility, direct marketing and other services to corporations.
- How IMC is effective for building of bond, trust, engaging audiences, and influencing the influencers.

Significance

As IMSL has number of divisions they are related with the Client service department in a scene. Through the report it was possible to know the overall process of development of an ad. As IMSL has several departments, I did work with each and every department to know the reality of an ad agency and to make this report a good one. Although IMSL has various kinds of clients, I talked with Area Manager of JTI regarding branding .Also talked with that people who was involved with Yoga Event.

Besides these this report will help to make understand how the advertisements are helping the business of our country to gain popularity and creating a medium for the seller to market and promote their products.

Part 2



Analysis of the Industry

Organization:

Inpace Management Services is a leading marketing agency in Bangladesh. It is very important of a country to invite foreign brand or company to promote their product with quality agency. It also represent countries quality which earn money from global company by outsourcing.

What actually is an ad agency?

An advertising agency is an organization of creative people and businesspeople that specialize in creating and developing plans, ads, and other P.R. tools. The agency also arranges or contracts for the purchase of promotion space and time in the different media. It does all these on behalf of different advertisers, or sellers – its’ clients – in an effort to find customers for the client’s goods and services.

The agency pays experts in applying the creative art of advertising to commercial difficulties. They include administrators and other professional people, writers, artists, market and media analysts, researchers or other experts. They have day-to-day contact with outside professional suppliers who illustrate advertisements, take photographs, set type, retouch art, shoot commercials, and record sound – all the steps required to produce quality work. They keep abreast of the latest advances in technology, the most recent changes in prices, and the most current production problems.

Although advertising/ marketing agencies have become important support organizations for the marketers around the world but still there are a lot of marketers in Bangladesh who are uncertain about the events of the agencies and the importance of using advertising agencies for building up affiliation with target customers. As a result in this paper initiatives have been taken to portray an overview of the advertising agencies, their importance on present business world and the advertising industry scenario of Bangladesh. The showcase of the functions of the advertising agency, aspects of the client-agency relationship provided in the article will be able to generate more interest among marketers of Bangladesh to develop a relationship with advertising agencies in order to communicate more effectively with the consumers.

World Scenario of Advertising Agencies

Based on customer demand company produce segmented product as well as produce marketing program, advertisement and other branding tools for catching customer focus.

International agencies serve clients in their particular country, unlike worldwide agencies that manage clients globally. These agencies are located in Germany, Spain, China, Italy,

Sweden, Brazil, Norway, Russia and other countries outside of the United States. Some of the names of advertising agencies are given bellow:

Ally & Gargano, Bernstein-Rein, Bozell Worldwide, Birdsong gregory, Cordiant Communications Group, Della Femina, Travisano and Partners, DeVito/Verdi, D'Arcy Masius Benton & Bowles, FK3 - Communicating Innovation, la comunidad, MARC USA, N. W. Ayer & Son, Lord & Thomas, Neathawk Dubuque & Packett, Scali, McCabe and Sloves, Tarek Nour Communications- Egypt, Taylor/West- in San Antonio, Texas

Omnicom Group

BBDO, DDB Worldwide, TBWA\Worldwide, Element 79 Partners, Goodby Silverstein & Partners, Arnell Group, GSD&M, Roberts & Tarlow, Zimmerman Advertising, Merkley & Partners, Martin/Williams

WPP Group

Grey Global Group, JWT, Ogilvy & Mather, Young & Rubicam, Wunderman, RTC Relationship Marketing, Blast Radius, Burson-Marsteller

Interpublic Group of Companies

Campbell Mithun, Campbell-Ewald, Dailey & Associates, Deutsch Inc., Drafftcb, Hill Holliday, Lowe Worldwide, Mullen Advertising, The Martin Agency, McCann-Erickson, TM Advertising

There are many advertising agencies available in the world. These agencies are working hard to develop a product and make it memorable to the consumers.

Advertising in Asia at a glance

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 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.

Advertising in Bangladesh at a glance

In Bangladesh there was very silly marketing exercise before liberation. Due to insufficient development, demand for focused marketing agencies was very limited. Innovators in the field such as East Asiatic (now Asiatic), Bitopi, and Inters pan arrived the marketplace almost instantaneously in the year 1967. Their clientele meet up demand of multinational companies like Uniliver, which influence to increase the range of their products in Bangladesh. On the other hand other marketing agencies started working after independence.

Still there is no proper way of following of marketing agencies in Bangladesh. Regarding media sources, total 150 agencies are registered in Bangladesh. But, more than 70% of the proper market share is held by the top fifteen agencies. These agencies, in descending order of market share, are Adcomm, Bitopi, Asiatic, Grey, Interspeed, Madona, Sun Communication, Media Com, Benchmark, Unitrend , Step media, Pink, Procharon, We are X, Inpace Management services Limited, Matra. On the other hand only 30% market share hold other agencies.

Based on the placement strategy there are two basic type of marketing –

- Above the Line (ATL) category and
- Below the Line (BTL) category, 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, neon signs, innovative activities and ad on vehicle bodies or fliers).

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.

Part 3



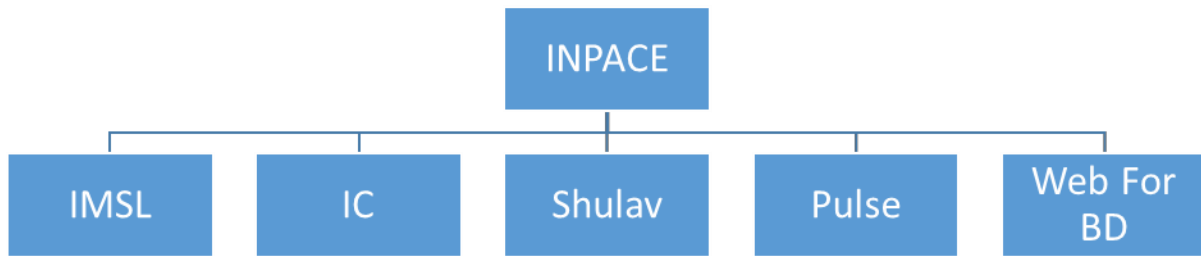
Analysis of the Organization

Organization Overview and History:

Inpace Management Services Limited

Inpace Management Services Limited is one of the leading Marketing and Creative agencies in Bangladesh. Inpace is one of the Oldest and dynamic Event, PR and Digital agencies as well. Inpace has been able to strengthen its market position strongly. For the developing IT business in Bangladesh several international IT brand has been working in Bangladesh. Notable companies are- Microsoft, Dell, Intel, Lenovo, HP, Asus, oracle, Acer, Cisco, CommScope, VMWARE and so on. Day to day the product and informs has been made by these massive business and people are enthusiastically using them. The products and prefer of IT based service has become much multipurpose and competition is very stiff among the opponents. Managed by the professionals having proven track record, Inpace maintains one of the smallest workforces to run its multi-million taka operations.

Inpace located at Concord Tower, Suit-601 & 1401, 1402 Banglamotor, Dhaka-1209, is an organization that works with tech products concerned with making life easier. The reason behind establishing this was making Bangladesh more technologically innovative giving the phrase, 'Digital Bangladesh' its worth. Ever since its establishment, this organization trained more than 270 professionals. This organization is oriented towards the tech-based products related to different international brands such as Cisco, HP, and Dell etc. As a whole, Inpace Bangladesh contains mainly of 79 staff dedicated to supervising, organizing, allocating as well as on the overall activities of all of its centers. At present, Inpace Communications has extended its activities to many new advanced products. By this time the company also focused on its promotional events and it also published many internal publications in which the activities of the organization are covered. It has also been working on to become a platform to diminish the barrier between the rural and the urban people by providing the services regarding technological advancement.



□ **Inpace Management Services Limited:**

Inpace Management Services is one of the largest marketing agencies in Bangladesh. Inpace Management Services develops highly creative solutions to marketing problem on a worldwide basis. Its service includes brand positioning; brand planning; creative development; and production different artwork and creative work. It is also planning to elevate a new generation of management.

□ **Inpace Communication:**

Inpace Communication is a sister concerns of Inpace. Here we work with Global Giant Dell. At Inpace Communication we are the most dependable and artistic marketing, Event Company in Bangladesh.

□ **Shulav.com:**

Shulav.com one of the most growing e commerce sight in Bangladesh. **Shulav.com** offer our corporate partners all kinds of support related to procurement, such as providing Original branded Mobile phone, gadget items, Security solution, Gaming product, corporate branding and merchandising, handling weekly office supplies or any kind of urgent product needs. You can learn more about us by visiting our website www.shulav.com.

□ **Web For BD:**

Web for BD is a PR based complete platform by Inpace. It is oldest PR Platform in Bangladesh. Our Global, MNC and Local Client Get Support from us their PR Support by WEB for BD.

□ **Pulse:**

○ **Pulse Health:**

Pulse Health Services Limited is a cloud based smart care solution for regular health monitoring by world class devices. Pulse Health provides the highest quality medical care, Customized treatment and regular health checking by the World Class medical devices through cloud-based smart healthcare solution, which allows users to store, monitor and

access their health Information. Users can monitor information, such as blood pressure, blood sugar and BMI, Using the internet of things (IoT) – enabled, smart medical devices. This data is automatically stored in a secured cloud server, which can be accessed by the user at any time.

- **Pulse BD:**

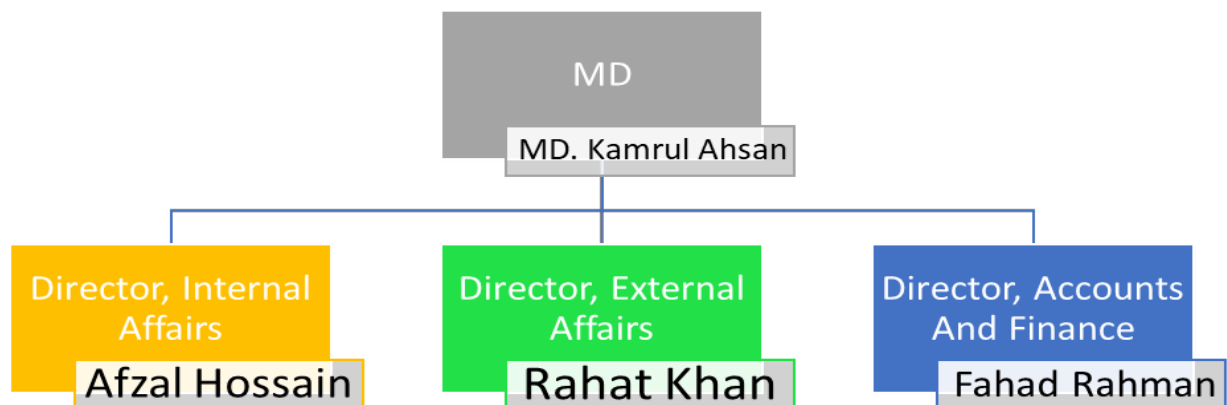
Pulse BD, we work as management consulting partner and human resource service provider for our clients. Based out of Dhaka, Bangladesh, our team consists of talented professionals with diverse backgrounds (Information Technology, Supply Change Management, Sales-Marketing-Distribution, Human Resource Management and Manufacturing) with decades of experience in local and multinational companies operating in Bangladesh.

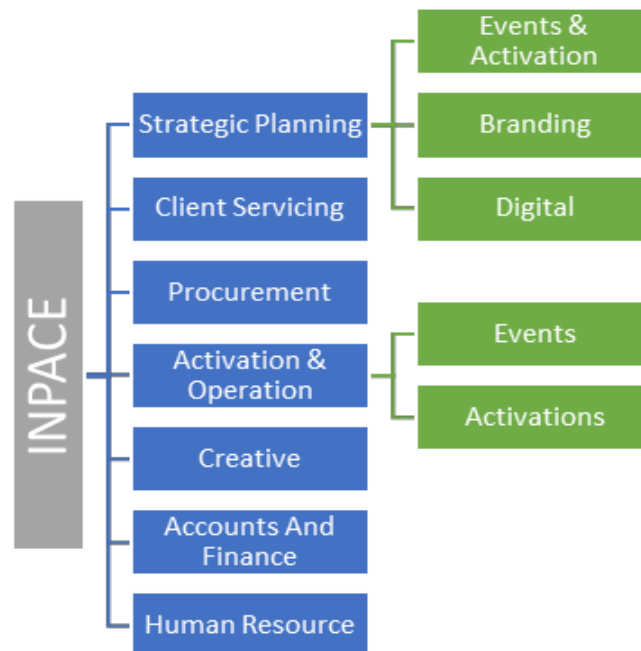
Inpace Management Services Limited:

Inpace Management Services Limited is one of the leading Marketing agencies in Bangladesh. IMSL is an organization that works with tech products concerned with making life easier. It is an international organization originated in 1997. The reason behind establishing this was making Bangladesh more technologically innovative giving the phrase, ‘Digital Bangladesh’ its worth.

1.4 The departments working within IMSL

There are seven departments in IMSL. One of them work around the production of advertisement and other ensures smooth functionality of the organization. In the following figure management body and all the departments of IMSL:





The Hierarchy level starts with managing director than 3 director post, after 4 management posts than start department head and lastly their subordinates; asst. manager, sr. executives, executives, jr. executives and also sometimes intern. The mission of these departments is to produce quality advertisements for their clients. As a result, the advertisements should drive sales, create an increased in awareness, and the firm's profits should go up.

□ **Strategic Planning Department:** Strategic planning department is one kind of a creative agency. It focused on three basic segments; events and activations, branding and Digital. Based on planning an event can be successful, successful activation also depends on a good planning. Branding plan of company gate extra mileage. So every company depends on agency for good branding idea. In come case digital is a individual department. But at Inpace digital is under planning department. Success of virtual marketing depends on good planning.

□ **Client Services Department:**

The basic function of this department is to maintain connection with the clients. They link the thought of both the parties. Client Services Department is one of the most vital parts of IMSL because they are the people who invention out the things client needs and outcome the need

is one of the most convenient ways to keep the clientele pleased. This branch is the blood circulation of the whole company and it co-ordinates within the roles of the various function.

Some significant information to the IMSL authority, like

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

This info helps IMSL to take steps like

- a. Whether- IMSL works for the client or not
- b. What- type of promotional operation is needed to help progress the market condition?
- c. What- was the success of the operation?
- d. What -change is needed in the operation?
- e. What- changes are expected by the buyers in the product? etc.

Procurement Department

The basic function of the Procurement department is to maintain all purchase with ensuring clients demand. They communicate the thought of both the parties between two parties. They are one of the most important parts of IMSL because they also maintain quality with cost minimization issue.

Activations & Operations Department

The basic work of the department is final execution of planning after client approval. If planning is the 1st step of agency work, execution is the last stage of a program. This department work when client permit all stage of a program.

Creative department

Creative departments is the engine of the organization because it is them whom make IMSL widespread and effective to the clients.

They perform certain acts. Some of them are given below.

- a. Creating theme for a Campaign
- b. Creating a activation plan
- c. Designing the look of the artists in a commercial
- d. Visualizing the idea
- e. Preparing jingles
- f. Finalizing layout etc.

□ **Accounts & Finance department:**

The finance department of IMSL functions like finance department from any other business organization. The extra thing it does is the budgeting for any advertisement campaign or product promotional campaign.

□ **HR department:**

HR department find out the best people, who can serve best for the organization. This department also inspires the staffs in various ways.

- a. Hiring of new staffs
- b. Regular training and development
- c. Compensation, employee benefit, leave and service rules program and upgration
- d. Performance appraisal of employees
- e. Preparing related reports

When IMSL Works for a client?

There are certain conditions that are pre requisite that IMSL will be working for the organization. Some of them are;

1. If the product line is not conflicting to the lines already handled by IMSL.
2. Good Quality of the product
3. Availability of funds for researching
4. Market position of the product has to be possible to be developed.

5. Creative and working freedom
6. Trust and partnering

Working process between client and IMSL

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

Clients Problem

At first the client communicates and fixes a meeting with the IMSL 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 IMSL hear from the clients are

- a. Sales is getting low
- b. Arrival of new competitor
- c. Launch of new brand
- d. Market rumor etc.

The agency needs to realize the client's business and have a good information of the dynamics of the market in which the client operates and also be aware of the motivations and decision-making processes of end consumers. A new product or service, new condition or fluctuating market situations 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.

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 he briefs to the departments related to the planning of the promotional campaign. A group is assigned to the problem. The group briefed generally contains,

- a. Media planners
- b. Creative directors
- c. Finance Department

- d. Client service department

Conducting Research

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

- a. Gather information about the image of the company and product,
- b. Gather information about current promotion
- c. Gather customer complaints
- d. Gather customer prescriptions.

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 plans are,

- a. Goal of the campaign
- b. Type of promotion, ATL or BTL
- c. Type of advertisement, printed or TVC
- d. Budget of the advertisement
- e. Media planning

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

Reaching presentation

Although it is named as the client's presentation but actually the presentation is presented by the account executive. They present the outline of the plan they have prepared.

A sample plan for HP, by IMSL was like this

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

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.

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.

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 produce the banners, posters, billboards etc. On the other hand client service department of IMSL 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). They create three different versions for the three different phase of the campaign which are,

- a. Introduction
- b. Memorizing
- c. Promotional

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.

Compensation methods used by IMSL

IMSL generally uses three different types of compensation system. They are as follows,

- a. Commission Based
- b. Retainer fee
- c. Account Based

Commission Based Compensation

In this system IMSL charges at least 7% commission on the total promotional budget+ 15% vat on the commission charged. Thus it differs from client to client.

Retainer fee

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

Account Based

This sort of advertising accounts occurs generally in case of clients gained through affiliation. These clients pay certain amount money against a certain amount of work which doesn't changes with the amount of work done by the clients.

SWOT Analysis: IMSL

Strengths

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

Weakness

- Doesn't have in-house capability of different production and activation related activities
- Higher cost to client (due to higher workforces cost)

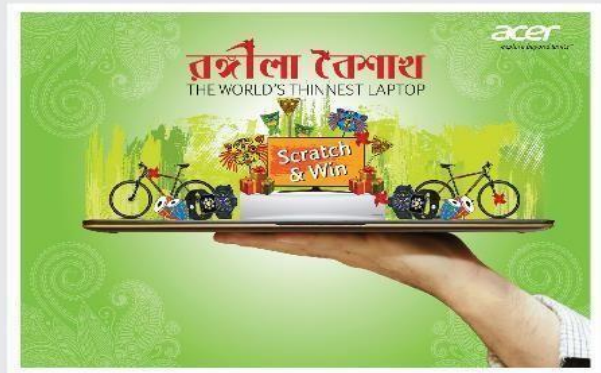
Opportunities

- 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

Threats

- 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

Some Brilliant Print ads of IMSL



INPACE™



INPACE™

Part 4



Internship Experience

4.1 Position, Duties and Responsibilities

I was an intern of Client Servicing department and my task was serving local client such as JTI, Huawei, Globe soft drinks, Metronet, Axiom Education, Room To Read, EY Host, Pride, Dhaka Colo, Race Online, AND technologies, IPDC, Union Capital, Brac Bank and so on. I was also perform different plan also, along with digital proposal.

Development of Marketing Campaign: The IMSL Way

a. HP (Hewlett-Packard)

HP is the world's top Laptop provider and a leading supplier of IT Product and related customer services. When it launched its products in Bangladesh they were trying to get mixed with the people of Bangladesh as well as with their need.

CHALLENGE:

The challenge really was to competition against these HP Designjet Printers in Bangladeshi market; HP was trying to establish awareness of the benefits with cost factor. HP established themselves as the best printing solution with low cost by new technology for consumers who wanted to get best print solution at low cost.

IDEA:

When we started off there were many things come across our mind. The most important insight we had a glorious concept, “kom dame beshi pan”. Now a days lots of event firm available in Bangladesh. After their availability organization pay more for branding at different purpose. So need quality Machin for printing at different purpose.

The tagline - Babsa Hok Aro Active, Kom khoroch HP Designjet” became part of popular in that industry.

Case analysis:

Babsa Hok Aro Active, Kom khoroch HP Designjet” is a kind of promotion, which will provide the opportunity to go for Low cost business expansion.

Any kind of promotion should have two wings --One is the consumer promo and another one is the trade promo. Consumer promo is required for motivating customers to purchase more products and Trade promo is for traders to sell more.

Modalities:

The modalities of the promo are given below:

Step 1: Customers will purchase any HP DesignJet Printer

Step 2: After purchasing a set, customers will get an entry form that required to be filled properly.

Step 3: Entry form need to insert in the envelope along with void sticker and photocopy of cash memo and warranty card. It will give an extra facility for reducing servicing tension.

Objectives:

- i) To enhance the sales of HP Designjet printer.
- ii) Secondary objective to wipe out the transit from the market
- iii) Acquisition of new customers
- iv) Increasing the repeat purchase of the existing customers

Estimated budget:

The estimated budget of the promotion is around 1, 40, 000.00 BDT. Again budget can be raised or can be reduced based on the outcomes of the Promo.

Target Customers:

The promotions apparently workable for Printers house and corporate.

The touch points of the promotion

The promo is targeting to mass people and for this reason the communication mediums are:

- TV is the most important media for mass reach
 - Channel 24
 - NTV
 - News24
 - GTV
 - ATN Bangla,

- Radio

- Press medium
 - Daily star
 - Prothom Alo
 - New Age
 - Ittefaq

- Point of Sales (POS) materials
 - Promo Posters
 - Functional Posters
 - Dangers
 - Leaflets
 - Leaflet holders
 - Envelope
 - Cut outs at outlets
 - Gate Branding for unveiling program

- Others
 - Balloon Branding
 - Bus Branding

Gate branding is the most attractive communication of the promotion. It was placed in front of the attractive IT based shopping malls. The visibility of the gate branding is high compare to any other communication materials. However, gate branding is very expensive as the production cost of the gate is very high and the placement of the gate will consume large amount of money.

The advantages of Gate Branding:

- Gate branding has more attraction power compare to other communication materials.
- The impact of the gate branding will be higher if it is placed in front of markets like Eastern Plaza, Multiplan Center, Suvastu Arked, IDB bhaban, Motaleb Plaza, Metro Shopping mall, etc.
- Customers will be informed about the promotion before purchasing their Product.

Cutouts:

An object that can stand by it and the height need to be at lease 4.5 feet. The above picture is the example of cutout of the promo. Cutouts are required to place in strategic points of markets to enhance its visibility. In the promo, all the cutouts were placed in front of all the strategic location of different shopping malls of our country like—Rapa Plaza, Basundhara City, Orchard Point, Eastern Plaza, Multiplan Center, Suvastu Arked, IDB bhaban, Motaleb Plaza, Metro Shopping mall and many more.

Advantages:

- Cutout got the proper attraction of the customers
- Higher readership compare to the paper materials
- Retailers love to put it in front of their shops
- Enhance the decoration of shops, sometimes the shopping centers

Dangler:

In the advertising agency dangler 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.

Merits:

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

Bunting:

Usually buntings are in proper or improper sequence, however, connected with rope. Buntings are another attractive communication as it can be used to decorate the purchasing points. Sellers usually hang bunting at the top of their entrances.

Advantages:

- Attract customers more than paper communication materials
- Less expensive compare to cutouts
- Creative people and also client has freedom on it
- Retailer usually love to decorate shop through bunting

Leaflet Holder:

This is used for holding leaflets and the outside part of it can be used to communicate or for providing information of promotion. The mnemonic is called wobblers which move whenever gets air.

Advantages:

- Leaflet holder hold leaflets
- It is also used for table talker

- It works as a small display unit
- Retailers use it for decorating their table

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.

Advantage:

- 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

Promotional 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). Retailers use the poster for educating customers about the promotion.

Advantages:

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

Functional posters:

The size of the functional poster is the same like the promotional poster and also the price of it. However, the unit price of the poster will alter with the alteration of the quantity. The more one will produce; the lesser will be the unit price. The functional poster is not for creating awareness of the promotion. In fact, it is made to educate the customers about the proper steps of the participation.

Advantages:

- Functional poster will assist the customers about the steps of the promotion
- Posters are attractive and eye catchy
- Posters are the strong communication material and describe more compare to leaflet
- In terms of attraction, poster is less costly compare to leaflet
- Distributing poster is comparatively easier than leaflet

Shorter Version of Functional Poster:

After observing markets, it was believed that the customers are not getting the steps of the promotion and most of the customers are not getting the promotion benefits. The problem was too many steps. For this reason, the shorter version of the poster reduces few steps of the promotion. This time, customers do not need to incorporate the photocopy of warranty card and the cash memo.

Advantages:

- Functional poster will assist the customers about the steps of the promotion
- Less number of steps assists customers to understand the promotion properly.
- Posters are attractive and eye catchy

- Posters are the strong communication material and describe more compare to leaflet
- Distributing poster is comparatively easier than leaflet

Press ad:

Press is a mass communication medium and to attract the target customers press can never be ignored. However, in the press medium, one can not provide all the information of the promotion as it will become clutter. Thus, the press ad describes only one place of the promotion.

Advantage:

- Mass market can be reach through press ad
- This ad was placed in the 3rd page and the readership of third page is very high
- Press ad provides more authenticity compare to any other communication materials
- Press ad is strong communication materials for acquiring new customers

Black and white Press Ad:

The press ad is mainly for increasing the awareness of the steps of the promotion. The color of the ad was altered intentionally as the ad will come at the inner pages of press. As the price of the space of the press ad is very high, the steps of the promotion appeared in the inner page.

Advantages:

- The price of the inner page is low, hence the ad becomes cheap.
- People, who are interested with the promotion, will see and properly send their envelope.
- Mass market can be covered with the ad.

Press ad:

The press ad is comprehensive in nature as it did not emphasize only on a particular location. This ad described all the locations of the world tour and customers got a comprehensive picture about the promotion. The press ad is also said that one winner can bring one more people for the world tour.

Advantages:

- The comprehensive information about the locations of world tour will reduce the confusion of target customers.
- The press ad will create a visual in the mind of more than one country
- Mass customers will get information through this ad

Bus Branding:

Bus branding is one of the major areas, where company can promote any sorts of campaign. However, the selection of the bus is the most critical issue. The target customers of the promotion are low end customers and usually travel through buses. For the promotion, route is from Md. Pur to Baddavia Gulshan 1, Matijheel, Nilkhet and 2nd one's route is Md. Pur to Badda via Gulshan 1). The planning of the promotion was for 10 buses but in the end, it was happened only for two buses

Advantages of Bus Branding:

- Bus branding is eye catchy
- These types of communications are exactly to the point
- Traffic jam of our country enhance the appearance of bus

Billboard:

Billboards are one of the attractive communication tools and companies frequently use this communication tool. However, the response of billboard depends on the location. The strategic location of billboards will be the traffic hub areas. People stay more in the traffic

jam places and get time for reading the billboards. Here, the promotional billboards are placed at Faramget that is one of the largest traffic hub areas of our country. A big number of people go through the Faramget in their offices.

The advantage Cutouts:

- The response of the billboard will be higher as it is placed at Faramget.
- Maximum number of target customers can be reached through this billboard.
- Low end customers usually pass through the Faramget.
- Authenticity enhances, if any promotion promote through billboard.

Trade Letter:

Trade letter is for promoting traders and to motivate them for selling more Printer of HP. The offer for the traders is different from the customers.

Advantages:

- Trade letter will educate customers about the ongoing consumer promotion.
- Traders will be informed about their out incentive attached with the better performance
- Traders will be motivated towards the better performance
- Traders will also feel of getting priority from

B. Fizz UP:

Fizz UP is a Soft Drinks brand which is launched by Globe Soft Drinks Company, in Bangladesh. There are various types of drinks produced by Globe. “Fizz Up” is one of them. It’s basically a soft drink. Fizz Up is an aseptically filled Soft drinks in PET bottle introduced for the first time in the local market. Various kinds of soft brands are available in Bangladesh, but there is no other brand which introduced this kind of flavor. They will also launch other varieties of soft drinks. When globe started this project they were focused on fresh feelings which can be minimized the local need as well as the international need.

The major thing soft drinks considers the Bangladeshi soft drinks market as a big market. They never think about the investment.

Challenges:

As we know that, there are various kinds of soft drinks in the market. All of them consider themselves best quality soft drinks provider. But that is not true. So the main focus of Globe was to give something special and freshness for the consumers. The biggest challenge for Globe is to establish them as a best one based on freshness issue. Globe wanted to launch this product to the distinguish customers.

As an ad agency IMSLs challenge was to give the consumer the idea which will make it in a likeable way so that nobody can question the idea or the concept of quality and make Fizz Up a symbol of Freshness. Not only children but also the broad section people also have fun after drinking this product.

The touch points of the promotion

The promo is targeting to every kind of customers and for this reason the communication mediums are:

- TV is the most important media for mass reach
 - Channel I
 - NTV
 - ATN Bangla,
 - Other channels
- Radio
- Press medium
 - Prothom Alo
 - Jonokhantha
 - Daily star
 - New Age
 - Jugantor

- Billboard
- Point of Sales (POS) materials
 - Promo Posters
 - Dangers
 - Leaflets
 - Bunting
 - Cut outs
 - Gate Branding
- Others
 - Bus Branding

TVC (Television commercials)

We know that one hit TV commercial can increase the popularity of the product and also the ratio of sell.

Some of Point of Sales (POS) materials:

Promotional Poster:

Posters are one of the points of sales (POS) materials of the promotion and very good communication materials were made for the promotion. Retailers use the poster for educating customers about the promotion.

As we know that posters are attractive and eye catchy and they have the power to stand up as a strong communication material and describe more compare to leaflet, that's why in case of Fizz UP promotional poster has been chosen.

Dangler

In the advertising agency dangler are those pieces of communication materials that can be hanged from the ceiling. It is attractive to customers, less expensive so that Fizz Up project has been chosen these .It can easily be hanged in the small shops and

can communicate with target customer, who wants to spend money instantly

Gate Branding:

Gate branding is the most attractive communication of the promotion. It was placed in front of the attractive shopping malls. The visibility of the gate branding is high compare to any other communication materials. As gate branding has more attraction power compare to other communication materials that's why this technique is followed in case of Fizz Up.

Bus Branding:

Bus branding is one of the major areas, where company can promote any sorts of campaign. However, the selection of the bus is the most critical issue Advantages of Bus Branding are, It is eye catchy and These types of communications are exactly to the point. Traffic jam of our country enhance the appearance. Fizz Up also go for bus branding.

Methodology of the Study

To fulfill the objectives of the study, here, in this report I have broadly discussed two cases .One is an IT product “HP” and another is a consumer product “Fizz Up”.

“HP CAMPAIGN: Babsa Hok Aro Active, Kom khoroch HP Designjet” and “Fizz Up: Feel the freshness” are very successful IMC campaign executed by IMSL. Here it's clear - how IMC is effective for building of bond, trust, engaging audiences, and influencing the customers.

By analyzing these two cases, we can have a clear idea on program & activities of Ad firm in Bangladesh .I also tried to find out how IMSL Bangladesh do its work and maintains the quality of advertising .

Part 5



Problems, Recommendations

5.1 Problems

The creativity of Inpace in Print & TV media has been certain. The astute, best creative professionals' work for marketing quality work with less importance to measure of work has been a tendency of Inpace. Though they have lots of quality and experience, I have found some problems. These are mention bellow:

Severe Management Problems at Inpace

- Hierarchical problem
- Lack of well-defined organizational structure that is why messy
- Uncooperative management mainly authoritarian demeanor of senior executives
- Motivation of employees
- Lack of skilled HR professionals and PR professionals
- Department to department internal conflict

And other problems are -

- Doesn't have in-house capability of different production and activation related activities
- Upper cost to customer (due to higher personnel cost)

5.2 Recommendations

Based on market scenario and recent trend I think, Inpace have to take some step to cope up with the massive competition. Some commendations are proposed bellow:

- Constructing of a comprehensive long-term plan
 - Follow the initial planning
 - Track the progress against plan
- Proactive plan for competitors move, fighting agencies
- Need adequate or correct marketing research
- Need to redefine and understand the client relationship
- Need to adopt service marketing philosophy
- Enhance the resource competence
 - Staff, equipment, and processes handle the new venture
 - Development of new employee and management skills
- Enhance the coordination
 - Reporting and control relationships
- Senior management commitment
- Obtain employee commitment
- New strategy should be well-explained to employees
 - Invest a hefty amount for internal restructuring

Part 6



Conclusion

After liberation we spend 37 years but still we have no international level marketing and advertisement agencies. We know very well our human resource is rising very fast. They are now more learned and skilled. It is for sure that if these people get some academic lessons on marketing then they will surely execute very well in the near future. This report can be concluded with the following decisions,

- A. Bangladesh needs some basic training for making very creative people.
- B. Government and some rich organizations should help the marketing agencies to acquire technologies. That will progress the local peoples skills and also save overseas currencies.
- C. Regular competitions should be held to inspire fresher.
- D. An honest TRP rating should be arranged.

I think this study has helped me a lot to know the in-depth activities of a marketing agencies, chances to progress further in engaging customers with brands, future business prospects in the market. Basically, a marketing agency is involved with the activity of advertising, branding and designing, brand development, PR, retail solutions, , database management, specialized event management and solutions. So, I learned a lot from all these activities and we hope our recommendations will help Inpace to increase its inside activities, inter-departmental close relationship. Finally, we believe Inpace will take proper initiatives to motivate the employees to own his/her responsibilities and own Inpace.

Appendix:

We did formal survey on Fizz Up and HP Design Jet, and followed case study method.

For knowing the best on these cases we talked with every departments of Inpace, who were related with this campaign.

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