

INTERNSHIP REPORT

Agilwz

Internship Report (BUS400)
On
**Roles of Digital Marketing Communications
over Conventional Marketing:**
A Perspective on Ogilvy & Mather Communications (Pvt.) Ltd

Ogilvy & Mather

Prepared For

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May 22, 2016

LETTER OF TRANSMITTAL

May 22, 2016
Ms. Nusrat Hafiz
Lecturer,
BRAC Business School,
BRAC University.

Subject: **Submission of Internship Report**

Dear Ma'am,

This is a great honor for me to present my internship report titled "*Roles of Digital Marketing Communications over Conventional Marketing: A Perspective on Ogilvy & Mather Communications (Pvt.) Ltd.*", authorized under your supervision, as a partial requirement for the completion of BUS400 (Internship).

This report endeavors to analyze the learnings and experiences of my three months internship period at Ogilvy & Mather Communications (Pvt.) Limited, Bangladesh. It then goes on to analyze the digital marketing communications and activations or campaigns done by Ogilvy & Mather Communications (Pvt.) Limited, Bangladesh.

I am thankful to you for your kind support and supervision, in the preparation of this report and sincerely hope that I would live up to your expectations regarding the quality of my work. I tried to put my best effort for the preparation of this report. Yet if any shortcomings arise, it will be my pleasure to answer any clarification and suggestion regarding this report.

Sincerely Yours



.....
Md. Fuad Hasan
ID: 12104035
BRAC Business School
BRAC University

ACKNOWLEDGEMENT

At the very outset, I am very much thankful to almighty Allah for giving me strength, courage and ability to accomplish the internship program as well as the internship report in a scheduled time in spite of various complications.

It gives me immense pleasure to thank a large number of individuals for their cordial cooperation and encouragement which has contributed directly or indirectly in preparing this report. First of all, I would like to express my gratitude to my internship supervisor Ms. Nusrat Hafiz for her guidance and feedback which made everything clear to me to complete this report. At first, I was so confused that whether I would be able to make a fruitful report but with her assistance, I found a way to do everything immaculately and in time. She kept me on track to complete this report and her suggestions and feedback were very dynamic in making this report as impeccable as possible.

Moreover, I must show my gratitude to my supervisor of Ogilvy & Mather (O & M) Communications (Pvt.) Ltd., Mr. Taskin Hossain, Sr. Account Manager of Digital Services who willingly took my responsibility and gave me lot of time and shared his working experiences with me. His guidance showed me a way not only to understand the office culture but also how to deal with all the co-workers of the organization and meet the client demands with great team-work.

I would also like to express my sincere thanks to all the employees of Account Management, Creative & Copywriting, Studio and Digital Services department who helped me during my work tenure and made my experience an unforgettable one. People from these departments helped me to gain more practical knowledge which made my Internship journey more fruitful.

A very special gratitude goes to my department head, Mr. Tanveer Ahmed for his kind support and timely feedback regarding the guidelines and deadlines of internship completion.

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EXECUTIVE SUMMARY

This internship report stresses on the work experience I have gathered as an Intern in the Digital Services department of Ogilvy & Mather Communications (Pvt.) Ltd from December 20, 2015 until April 7, 2016. In this report, I mainly have incorporated my experience at Ogilvy & Mather especially campaign management, research and development works etc. where I also have provided details about my 3 months' work experience at O & M along with a comprehensive job description where I had to work with different international and local brands and an analysis on the roles of Digital Marketing Communications over conventional marketing which is also a blend of my Ogilvy & Mather's experience and research data. Since its inception in 2008 in Bangladesh, Ogilvy & Mather has always been conserving quality service and now it is one of the renowned and biggest advertising agencies in the country within a very short time. In this report, I have included a list of their clients and brands they are managing. Later, I discussed about campaigns that I had to manage where some creative done by Ogilvy & Mather's Creative department under my department's supervision where I followed-up are also provided. Then, I discussed about the project on the roles of digital media communications over conventional media where different new findings came out. The project's objective is to understand the roles of digital marketing communications over the conventional marketing from the customer point of view to find out how digital marketing communication is helping conventional marketing process. This report will serve good information for the marketers. Ogilvy & Mather has a good internship program. Agency people have to work much for uplifting a brand. There is an agency-client gap in Bangladesh, if it can be reduced, it may make the works for both the parties very easily. Again, agencies and corporates are not taking digital marketing communication seriously till now. More investments in digital media is needed which may give a better visibility of the brands and make the advertising and marketing atmosphere more delightful which may amaze people with its' beauty.

Chapter 1

Organization Overview

Introduction

Advertising is one of the crucial factors in brand and business communications which provides information which may help take a great buying decision by the customers or consumers. Actually, purposeful communication is the ultimate product of advertising which may sell business products or services to the target group. This purposeful communication charms, encourages and most importantly it may inform and sell. When this purposeful communication is very effective, it reaches the customer or consumer and the ultimate goal of communicating is achieved. The few seconds TV commercial, an attractive insertion in the magazines or newspapers, the eye-catching packaging, the ear-soothing brand theme songs or radio scripts are all results of a great teamwork of different creative professionals and that's where an advertising agency or organization like *Ogilvy & Mather* comes in. *Ogilvy & Mather Communications (Pvt.) Limited* is a renowned advertising agency in Bangladesh. I was really very privileged to be a part of the great team during my three months of attachment as an Intern with this organization, I have learnt how to implement the academic knowledge into practical arena of marketing especially advertising. Thanks to the wonderful mentors who took their time to teach me everything about modern day advertising and marketing.

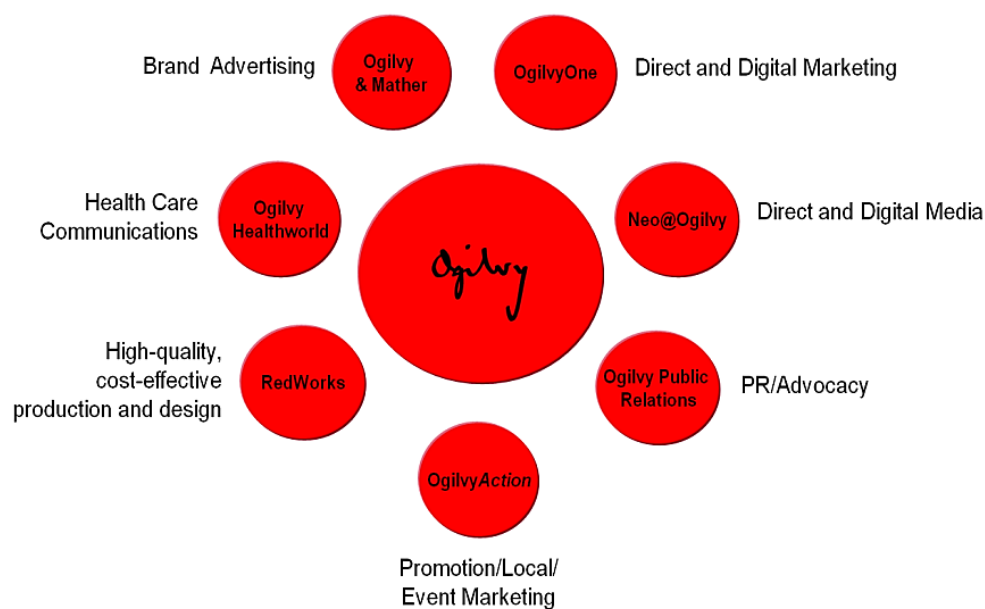
In recent years, advertising industry in Bangladesh is evolving a lot. Among the top advertising agencies in Bangladesh, *Ogilvy & Mather* has successfully placed its name doing great works for the advertising industry in Bangladesh. *Ogilvy & Mather* as an advertising agency is a very renowned agency worldwide for its creative works and now it is becoming unimpeachable as a digital advertising agency as the time demand. The increasing digital advertising demand in Bangladesh made *Ogilvy & Mather* focusing more on the Digital media. In this report, the knowledge and resources from *Ogilvy & Mather* is used to understand the roles of digital marketing over conventional marketing.

Origin of the Report

The report, titled "*Roles of Digital Marketing Communications over Conventional Marketing: A Perspective on Ogilvy & Mather Communications (Pvt.) Ltd*" has been equipped to satisfy the partial requirement of my Internship of BBA Program of BRAC Business School, supervised by Ms. Nusrat Hafiz, Lecturer of BRAC Business School, BRAC University. I have been attached with the Digital Services department of *Ogilvy & Mather Communications (Pvt.) Ltd*. since December 22, 2015 till April 7, 2016 and I have prepared this report in association with my assigned responsibilities.

History of Ogilvy & Mather Bangladesh

Ogilvy & Mather is an international advertising, marketing and public relations agency based in Manhattan, USA. Ogilvy & Mather is operating in 120 countries with 450+ offices worldwide. The agency was founded in 1948 by David Ogilvy. Ogilvy & Mather is one of the largest marketing communication networks in the world which is serving local and multinational brands in all the regions. The symbol of brand-building capabilities is the balance of global and local brands within a worldwide network.



In June 2006, Ogilvy & Mather was registered in Bangladesh as a majority owned subsidiary of Ogilvy Asia Pacific. In December 2006 Ogilvy & Mather was merged with *Marka*, a local mid-size agency in Bangladesh to get an early foothold. In October 2007, the transition was completed and Ogilvy opened its doors for business in Bangladesh and in March 2008, Ogilvy & Mather officially launched its operation in Bangladesh, which is the 497th office in the Ogilvy network. During the last few years of operation in Bangladesh, Ogilvy & Mather Bangladesh has been able to cut a good shape for itself, in the global Ogilvy community as well as in the advertising arena in Bangladesh. Remarkably, Ogilvy Asia magazine has highlighted the activities and operation of Ogilvy & Mather Bangladesh. The clients of Ogilvy & Mather Bangladesh are really happy with their servicing which created really a great image in the market.

Global Leaders of Ogilvy & Mather



SHELLY LAZARUS
*Chairman Emeritus
Ogilvy & Mather*



MILES YOUNG
*Worldwide Chairman and CEO
Ogilvy & Mather*



THAM KHAI MENG
*Worldwide Chief Creative Officer
Ogilvy & Mather*

Clients of Ogilvy & Mather Bangladesh

Ogilvy Bangladesh is currently servicing a list of global clients including British American Tobacco, Unilever, Huawei, Kraft, Perfetti Van Melle, Dan Foods, Concord, Ajinomoto etc. Among local clients, Aarong, Grameen Danone, Teletalk, Edison Group (Symphony & Helio Mobile), Polar, The City Bank etc. are also worth mentioning. The following illustration shows the extensive range of the agency's clients:

Agilvy



BRISTOL

PILOT

STARLIGHT

CAPSTAN

STAR

Hollywood

PALL MALL



mentos

AR Action

Center fresh

Center fruit



Alpenliebe

Chloremint

HAPPYDENT



Unilever

POND'S



Taaza



HUAWEI

SYMPHONY
new experience



CONCORD
The Relentless Pursuit of Quality

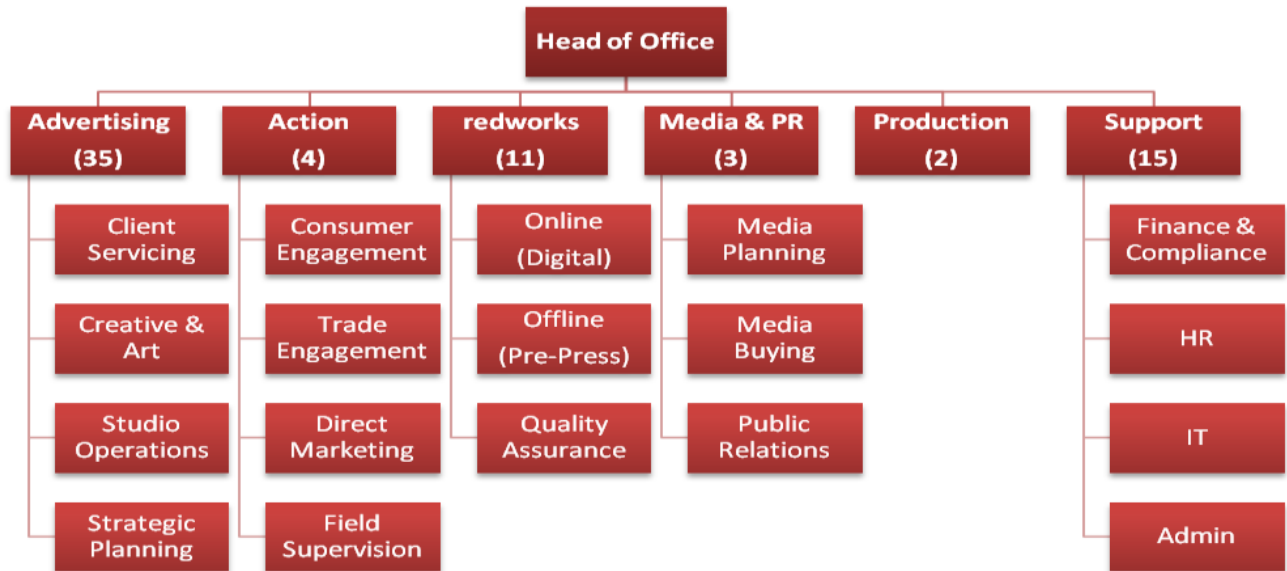


teletalk



Organizational Hierarchy

Ogilvy and Mather Bangladesh has different departments for maintaining the operation. The complete organization hierarchy is illustrated below-



Chapter 2

The Job

The job at a glance

The job that I was offered at Ogilvy & Mather Communications (Pvt.) Limited was the position of Intern in the Digital services department. Digital services is a new department of Ogilvy and Mather Bangladesh which facilitates the clients with different kind of digital marketing solutions. It was a 3 month long internship program. In Digital Services department, all the team members had to work almost whole the week and sometimes 24/7 as digital is the most interactive and challenging platform now-a-days. Like the team members, I also had to work almost 7 days a week although the general working day is 5. On off-days, I had to work from home. So it was a combo of office and home-based job. On-the-job training were provided and sometimes and I was privileged to attend some of the special workshops. I had another intern co-worker with me. We used to have a roster-based work plan. The remuneration was according to the organization's policy, some other facilities includes transportation allowances and internet allowances were also provided.

Responsibilities and Description of the job

This part includes all the responsibilities and detailed description of the job I had to do during my internship period-

Brainstorming: As a global creative advertising agency, at Ogilvy & Mather, our most important task here was to do brainstorming to generate exceptional 'out of the box' ideas for different brands and campaigns. For instance, to promote one of the clients 'Kraft', we had to find out the best digital marketing campaign using a game/app for the brand Tang. People were asked to play the game on different super shops and if they could reach a certain level they would win a gift from Tang. Here we had to find out different ways strategically to launch the campaign. As Ogilvy has some non-disclosure policy with me regarding the marketing strategies, the detailed idea sharing part cannot be disclosed by me here.

Client-servicing: There is a David Ogilvy quote says, "We Sell, or else", so making the client delighted was one of the objectives of my job. As a team member of the Digital services department, one of my core responsibilities was to ensuring the clients' satisfaction through monitoring their projects. The initial brief about our clients' requirements were given to me via my superiors after which I had to re-brief the creative department about the designs. Here was the challenge. To make the job done by a

fresher in the industry especially as an intern to make another department do the job for my department, it was really tough for me. My intra and inter-departmental relationships helped me a lot to overcome the challenge.

Team Work: At Ogilvy Bangladesh, employees are into teams. So team-work is really very significant which needs good working relationship. Intra-relationship as well as Inter-relationship is really important in an organization which I understood nicely working here at Ogilvy & Mather. While making good relationship with other teams, it was another challenge for me. I was not introduced to any of the employees of the organization whereas interns from other departments had an introductory session. But I made good relationship people inside my department and other departments within a very short time which I believe is the result of my communication skill where I want to thank BRAC University and our respectable faculty members.

Day-to-day Operations: As an Intern, there were some day to day tasks in accounts management, creative department and most importantly in the digital platform. Inter-departmental follow up of ongoing campaign, upcoming campaigns, monitoring the projects etc. are most remarkable among the day-to-day tasks.

Query Management: Query management of different client's facebook pages was one of the biggest roles of the job. It was really a boring and in the same time an interesting job. I along with the other intern had to manage mainly the facebook pages of *Symphony*, *Helio* and *Huawei Mobile Bangladesh*. It was a boring work because we had a target to complete a number of queries per day to be resolved and had to work one person at a time. Working and resolving problems of the fans of the pages in team helps make a good work environment and fun. It was really an interesting work because, from different and weird queries of the fans of the pages, we got to know about different insights of the industry. To do the query management, we actually used a third-party dashboard called Smashboard developed by Ice9 Interactive.



Campaign Management and Execution: I was really privileged to do some of the great campaign management and execution of those campaigns. It was another job of mine while my tenure at Ogilvy Bangladesh. Some of the illustrations of the campaigns that I managed are given below-



DAN CAKE
“Valobashay Valobeshey”

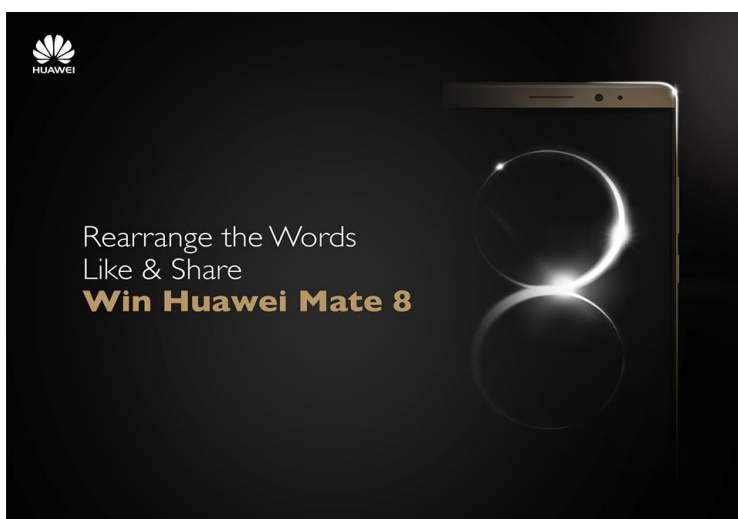
Campaign



Teletalk

“#happinessis”

Campaign



Huawei

“Mate 8 UNLOCK”

Campaign

Follow-Up: Regular follow-up with the designers from the creative department was also another regular job. Follow up was done so that the designers can deliver their works within the deadline and also to keep them in track through their designing process so that they can complete the work according to the brief. It was again really tough to do follow-ups. So, a friendly relationship with them helped me to build a great relationship with them and deliver the assignments accordingly without any flaw. Follow-ups helped me a lot in enriching my leadership and public speaking skills.

Content Management: Content management of different client's brands' facebook pages was another noteworthy role of my job. Here I had to directly work with the copywriters, designers and strategic planners about the content. Advertisements sometimes amuses people. How to amuse people with different approaches was the challenge and to make the best use of my brand knowledge, it was the best platform to practice those that I had studied during my university life. We had to do a lot of research works regarding the customer needs. I had written so many captions for different facebook posts of the client's pages.

Research & Development: During my internship period, I was engaged in different R & D works. After researching so many apps, I designed the Teletalk self-care app's core contents. I also had made the demo concept of a game for a campaign of Tang. I was really lucky that, when I joined Ogilvy & Mather was in process of the rebranding of the renowned mobile operator Teletalk and Polar Ice Cream of Dhaka Ice-Cream Industries Limited. I also had to do some research on the ice cream websites and what the ice-cream lovers will love to see in an ice-cream brand's website.



Critical Observation and Recommendation

During my stay at Ogilvy and Mather Bangladesh, I observed some really vital issues that the organization should look into. According to my observation, some of my recommendation towards the organization are-

1. When I first have gone to the organization, there was no proper introductory session. Even I officially met my department's head after three working days. A new comer like an intern who is going to stay for a very less period of time should have a proper induction or introductory session which will help them to do day-to-day works very efficiently also help them to get to know about the environment quickly.
2. The payment structure of the interns are less though the work load is too high. Official work time is from 10 AM till 6.30 PM but as I previously mentioned in the *'The job at a glance'* part, I along with the other intern of my department had to work until 11PM sometimes. So work hour especially for Interns should be monitored and maintained.
3. Late night work practice is another issue that I have seen in the employees. Actually sometimes, due to some of the employees' personal issues, they get off the office quickly besides client end pressure during the late hours is the main reason behind some people's late night work practice and coming late to the office. This is actually not increase the productivity rather it is harming their health. So the organization should take some measures to reduce this practice doing some operational structural development.
4. To fulfil the increasing requirements of the clients, the organization needs more manpower especially Account Management and Creative & Art department needs more people as it become extreme for the existing people to provide effective and more quality service.
5. More Training facilities can be provided from the Ogilvy & Mather global network which will motivate the employees with global knowledge which may make them more productive.

Chapter 3

The Project

Objective of the report

The Primary objective of this report is to understand the roles of digital marketing communications over the conventional marketing from the customer point of view to find out how digital marketing communication is helping conventional marketing process.

Scope

The report's scopes are followed below-

- Information for the analysis was collected from the internal websites, database, research papers, study materials, Internal *Crowdbase* network- Social network and knowledge sharing platform of Ogilvy & Mather global.
- Geographic scope of the report is limited within Bangladesh market.

Methodology

Methodology refers to the comprehensive actions of research in my internship report. To achieve the required results to establish the objective, some methods are used. This section will clarify the methods I used to do this project.

Methods

To achieve the required results to establish the objective two basic methods were used-

1. Qualitative Analysis:

Though a less number of unstructured interviews were taken, in-depth interview of some of the employees of Ogilvy & Mather Bangladesh, Client end managers were conducted to get proper insight on the roles of digital marketing communication.

2. Online Survey Questionnaire:

To know the customer insights on the roles of digital marketing communications in their life, an online survey questionnaire was designed.

Overview of the Data Collected and Used

The study will be both a mixture of quantitative along with qualitative part. A basic overview of the data collected and used to make this report are described below-

a. Data Type:

This report will be based both on Primary and Secondary data-

Primary Data: The survey instrument or the survey questionnaire contained a total of 17 questions that encompassed the objective of the research. Different social media users along with the generic people are the population of the study. The survey has been done on 151 people consist of different social media users and online users. With the help of social media, email and my personal network it was easy for me to collect the survey responses within few days which was only possible because of the online questionnaire form. Responses from 151 samples were collected through the survey.

Secondary Data: The secondary data sources are:

- Ogilvy Bangladesh Credentials 2014
- Ogilvy & Mather's Internal documents and publications
- Newspaper, articles, journals and websites.

b. Data Source:

Primary Source: Primary data on social media is collected from surveying of target group and personal observation.

Secondary Source: Like primary source, secondary source is also major stream of information for the report. List of the secondary source is-

1. Internet
2. Social Network Sites
3. Text books
4. Several other reports
5. And other sources

Sample

For this research project I have selected a sample size of 151 from the population. As it was an anonymous online survey, the sample was randomly selected. The survey was anonymous because most of the people using online are very cautious about their privacy for which they do not want to disclose information to other people especially while in a survey. In this research, the sample is all the people who are the active users of social media with diversified profession as student, job-holders, entrepreneurs and freelancers etc. I am using primary data, as the information that have been gathered are specifically for this research.

Data Analysis

Data Analysis is the procedure of efficiently applying measurable and sensible systems to portray, consolidate and recap, and assess information. This is one of the important elements of a research paper. I tried to collect both quantitative data and qualitative data. Due to time constraint, Google Forms was used to collect and analyze the data on online platform. They have a powerful database system and tool that can make charts and automatically make the analysis. It was handy for analyzing data. Google Forms made my job a bit easier. These tools were suited in my research as it was a descriptive research. Besides, it worked fine in exporting Google Forms' data to MS Excel. I did not have to input the data again. It was all done by Google Forms' analysis tool. After exporting, MS Excel was used because it is widely used and also has enough functions for sorting, filtering, removing duplicates; formulas for totals, percentages etc.

Findings and Impact Analysis

This part will be talking about the data obtained from primary research and how the results of the data collection relates to the research objective. The data obtained from different respondents have been analyzed using Microsoft Excel to conduct a percentage analysis to determine different social media user preferences. The percentage scores reveal the current social media status on the role over conventional media and it may provide valuable insights that is open for interpretation in various ways. In the following section, the data analysis is presented using different graphical tools such pie charts, bar charts etc. to demonstrate the findings of this research process. The survey findings and analysis is described below with graphical illustrations-

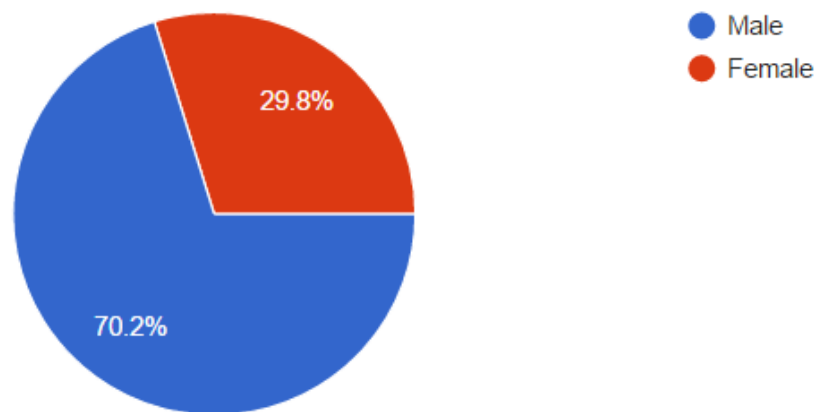


Figure: 3.1

On the very first question of the instrument was, their gender. From this question it was found out which part of the sample size in terms of gender is using digital or social media the most. From the study, it was found there was 70.2% male and 29.8% female respondents. This gives an interpretation that males are the huge number of users of digital media whether females are the less part of the digital media user. The pie-chart on Figure 3.1 illustrates the first question's responses.

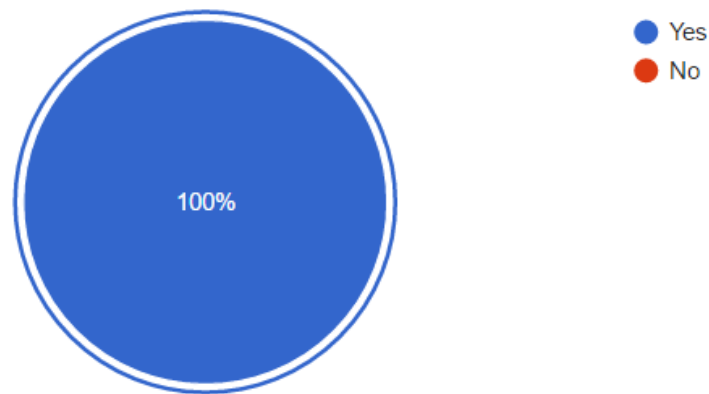


Figure: 3.2

The second question was, whether they use social media on a daily basis. Interestingly, 100% of the sample size responded 'Yes' towards this question's answer. This gives an interpretation that, in Bangladesh, the number of internet users has increased which is impacting the digital media lot. At the end of March, 2015, there was 44.625 million internet subscribers in Bangladesh and at the end of March, 2016, the number of internet subscribers was 61.288 million according to Bangladesh Telecommunication Regulatory Commission (BTRC) which means, yearly growth of Internet subscribers in Bangladesh is 37%. So, it can be said that, with this huge growth rate, Bangladesh's digital market has a huge opportunity which may help the conventional marketing process using different digital tools. Figure 3.2 illustrates the second question's responses which is 100% on 'Yes' which means 151 of the sample size uses social media on a daily basis.

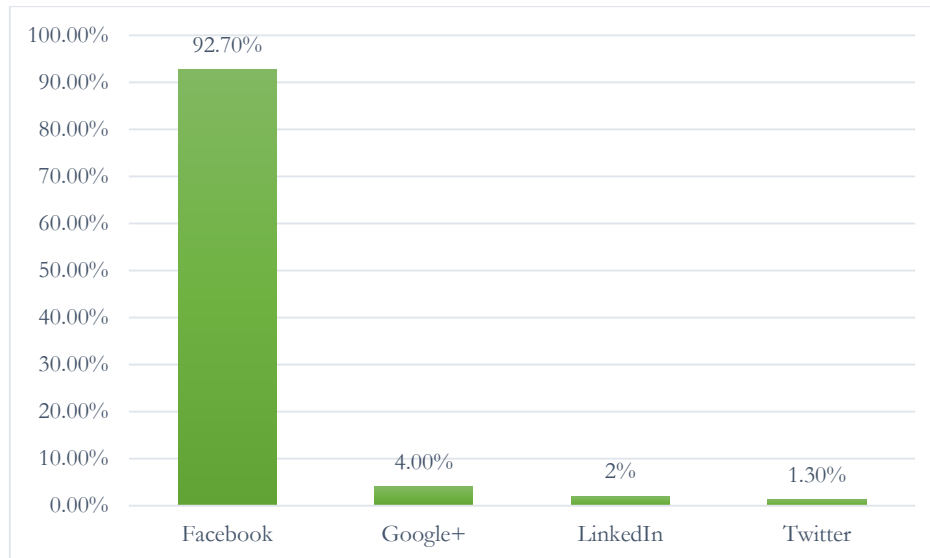


Figure 3.3

On the third question, the respondents were asked which social media they uses the most. From the Figure 3.3, it was found that, most of the samples that is 92.7% uses facebook on a daily basis, Google+ with 4% response is in 2nd position, LinkedIn with 2% response is in 3rd position and Twitter with 1.3% response is in 3rd position. Advertisements that go as insertions in different newspapers are now posted in different digital media sites which helps different brands to promote their products or services effectively with great reach. During working at Ogilvy & Mather Bangladesh as an Intern, I saw so many advertisements which were gone for print media were posted in social media sites especially facebook which gave an instant review on those advertisements. According to my senior colleague Tawfiq Islam, Sr. Executive, Digital Services at Ogilvy & Mather Bangladesh, facebook is the best digital media to promote products or services very effectively and quickly. According to his statement and finding from the survey, it can be said that with huge user base of facebook, brands should go for facebook in terms of digital media.

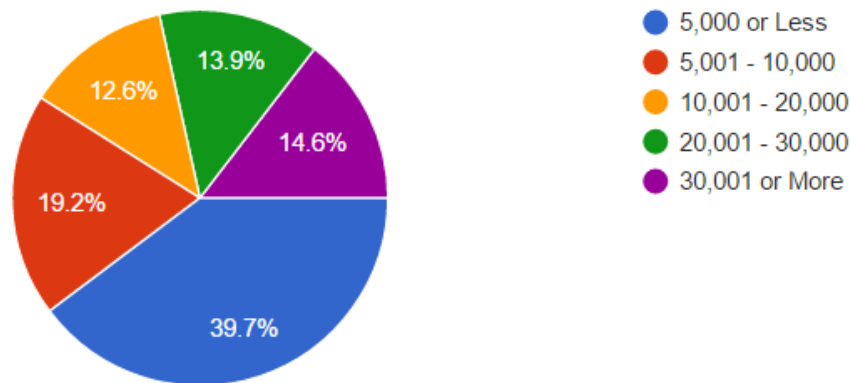


Figure 3.4

On the fourth question, respondents were asked their monthly income to find out which earning group spends most of the time in the digital media. From figure 3.4, it was found out that, 39.7% of the sample belongs to 5,000 Tk or less earning group, 19.2% of the sample belongs to 5,001-10,000 Tk earning group, 14.6% of the sample belongs to 30,001 or more earning group, 13.9% of the sample belongs to 20,001-30,000 Tk earning group and 12.6% belongs to 10,001-20,000 Tk earning group. From the figure 3.4, we found 5,000 Tk or less earning group is the majority here which represents that, this earning group spends more time on social media. But more earners or earning groups generally makes the buying decision. If we consider the 20,001-30,000 Tk and 30,001 or more, these two earning groups, which is 28.5% of the sample size, they make the buying decision generally. This less number of people though spends less time over social media, visibility of brands by these earning groups is really important.

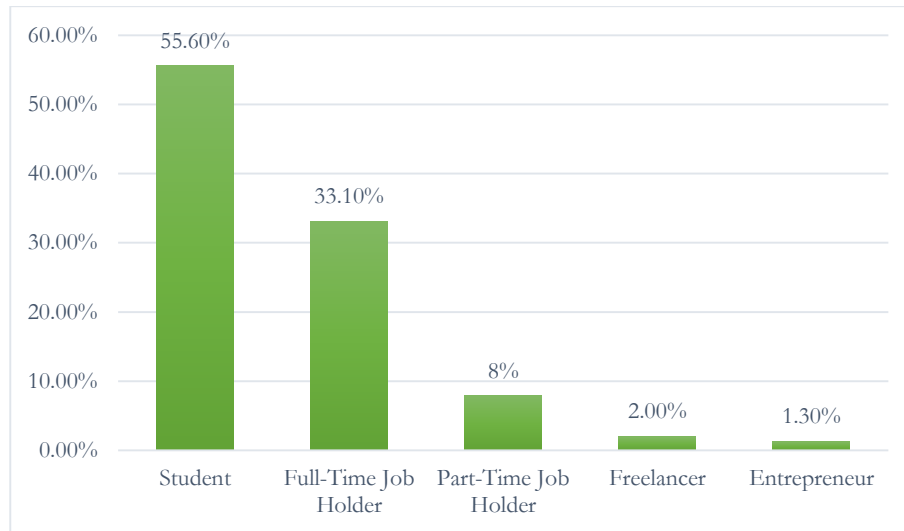


Figure 3.5

The fifth question was about the respondents' profession. This question asked to know which profession group is actually using digital media much. Figure 3.5 shows that 55.6% of the sample are students, 33.1% are Full-time job holders, 8% are Part-time job holders, 2% are freelancer and 1.3% are Entrepreneurs. Here students holds 55.6% usage share. Youth and students are the biggest target groups of different products now-a-days in the world. According to Edwards, S. (2015), there are about 1.8 billion young people between the ages of 10 and 24. For this huge number of young population, brands are designing youth-based products and services. So, to integrate the conventional marketing processes, brands are giving higher importance on digital media based marketing campaigns which finally is driving to sales. On figure 3.4, it was seen that the 5,000 Tk or less earning group was the highest number of respondents. This group actually refers to students who are the young population. These people spends more on digital platforms rather than television, print or radio based media channels. Digital marketing communication is helping the brands get connected to the young people and thus doing a great role over conventional marketing.

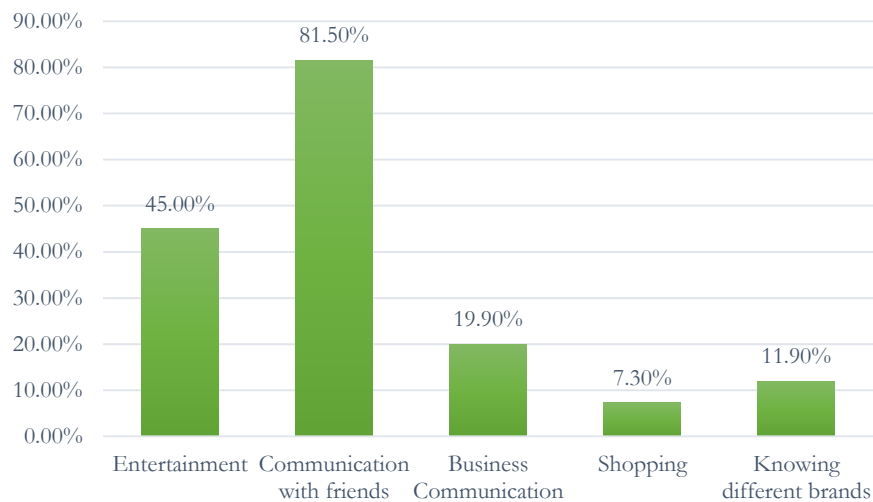


Figure 3.6

A multiple choice close-ended question was asked in the sixth question to learn from the sample why they use social media. 45% of the sample responded for Entertainment, 81.5% responded for Communication with friends, 19.9% responded for Business Communication, 7.30% responded for Shopping and 11.9% responded for Knowing different brands. For different purposes, people uses Social media. Here communication with friends got the highest response, so from here, it can be said that, people uses social media to connect with their near and dear ones. Emotional appeal has become one of the greatest appeals in making advertisements and in brand promotion. Advertisers today are using emotional and rational both appeals to make the advertisement or brand communication more in a friends and family way. For instance, Airtel Bangladesh's one of the campaign *'Bondhu Chara Life Impossible'* clearly is showing that friends are the closest people a person can have, so they are targeting the youth who actually can pass more time with friends while using their product or service. So, from the marketer point of view, the brand is reaching the customer and which creates brand awareness which may make positive or negative word-of-mouth by the young consumers or customers and from the customer point of view, as the analysis says, 11.9% of the sample want to know about different brands, in digital media, they actually get to know about the brand with more information with entertainment for which they actually get some discussion topic. Business communication is one of the other important part of social media, 19.9% of the sample uses social media to do their business communication which means they are getting a great opportunity to reach their clients while getting social with them.



Figure 3.7

On the seventh question, the respondents were asked whether they could remember a billboard they have seen in last one week to find out whether traditional marketing tool is still very effective. Interestingly, 59.60% of the respondents responded Yes and 40.40% responded No towards this question which means, billboard as a great conventional marketing promotional tool is still very effective. The analysis is shown in Figure 3.7. Billboard is an outdoor marketing tool or Out Of Home (OOH) marketing tool for any brand which gives good reach. The content in billboards are bigger than any other media which actually attracts the audiences' eyes. Though Billboards are costly, cost-effectiveness is the main reason marketers use billboards, sign or banner ads. According to *Arbitron National In-Car Study*, most billboards and other sign and banner programs cost less than a penny per thousand that see ad. From the findings, it can be said that, billboards or banner ads as a conventional marketing tool is a very effective tool as 59.6% of the sample could remember the ad they have seen in the past week when the survey was done in May, 2016.

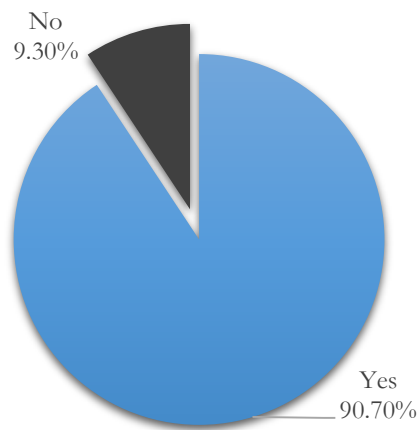


Figure 3.8

On the eighth question, the respondents were asked whether they could remember any online advertisement they have seen in last one week to find out how digital media is performing rather than conventional marketing media channels. From the analysis of this question, it was found 90.7% of the sample could remember online advertisement and 9.3% could not remember the advertisement. It was seen in the Figure 3.7, 59.6% of the sample could remember the conventional billboard advertisement but here in Figure 3.8, 90.7% of the sample size could remember the digital advertisements they have seen in the last one week during the time of the survey in May, 2016. Mainly, digital media advertisements' contents are those advertisement contents that are used in the conventional advertising tools but the visibility of the same content is more remembered when online or in digital media. In Bangladesh, Facebook and Google advertisements are more popular as the user base of these two are really very big. While working at Ogilvy & Mather Bangladesh as an Intern, I saw so many conventional media content going digital which give better and accurate reach along with engagements. Engagement is really important in any media that I have learned from my seniors at Ogilvy & Mather Bangladesh. The content or post that creates good engagement is effective according to the professionals working at Ogilvy & Mather Bangladesh. So from the analysis, it can be said that, digital marketing communication is really effective and important to make people engaged with the communication along with conventional marketing communication as it helps the audience to remember the communication in conventional marketing communication.

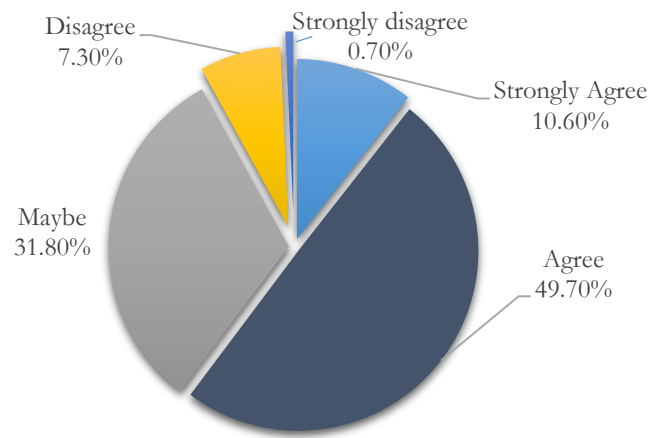


Figure 3.9

The ninth question to the respondent was to know, whether Digital Marketing is trustworthy for buying or selling products or services or not. From the analysis shown in figure 3.9, it was found 10.6% of the sample strongly agrees to the statement, 49.7% agrees to the statement, 31.8% are not sure about the statement, 7.3% and 0.7% disagrees and strongly disagrees to the statement respectively. This question was asked to know whether people have trust in the digital media while doing transaction or buying products and services. From the analysis, it can be said that 60.3% of the sample agrees to the statement which is a great percentage, proving that digital marketing is trustworthy in making transactions and buying products or services. The survey was done on the Bangladeshi market, the term E-Shopping or E-Commerce is still new and developing in Bangladesh with huge potential. Here is the interesting part, only 8% disagrees that digital marketing ecosystem is not trustworthy which is a very less percentage but marketers should work in this.

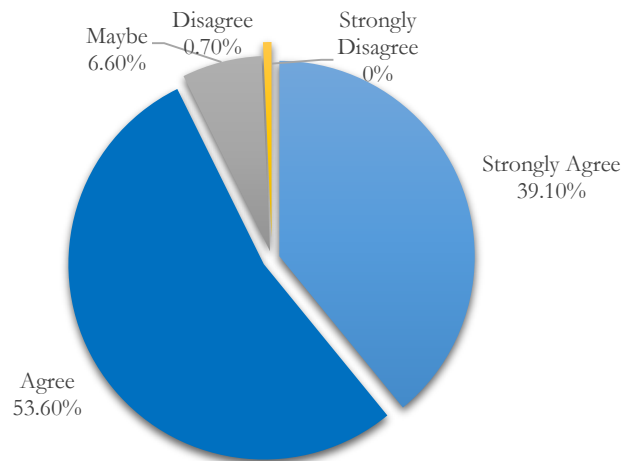


Figure 3.10

Tenth question to the respondents was to know, whether Digital Marketing plays an important role in today's product or service selling or not. As the survey was done on the Undergraduate, Graduate level students and other professionals, I wanted to know whether they think digital marketing communication plays an important role in today's product or service selling. From the analysis shown in figure 3.10, 39.1% of the sample strongly agrees, 53.6% agrees, 6.4% are not sure and 0.7% disagrees about the statement which gives a clear scenario that, 92.7% people agree about the statement which proves that digital marketing plays a very vital role in today's product or service selling. Now-a-days, small to large businesses have started going digital which means they have presence in the digital world. Digital media has made the conventional media reach easily because sometimes digital media switches people to conventional media. When people come under the digital network, they come to know detail about the communication the marketer is actually trying to give. This will be discussed more on the analysis of question thirteen.

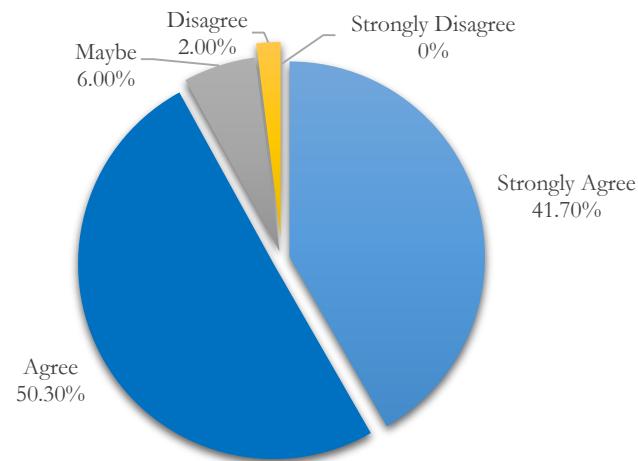


Figure 3.11

Eleventh question to the respondents was to know, what they think on the statement, Digital Media is an easy & effective way to give feedback to different product/services. According to the analysis shown in Figure 3.11, the data can be interpreted that, 41.7% strongly agrees, 50.3% agrees, 6% are not sure, and 2% disagrees towards the statement. In conventional marketing communication, giving feedback on products or services is really not that easy, but when a brand has simply an email address or a facebook social media page, any customer or consumer can actually make a feedback which is easy. When the customer responses and the brand, through their digital media replies back, it creates an effective communication. So, according to the data found through the survey, 92% of the sample agrees towards the easy and effective feedback providing option in digital media is proved.

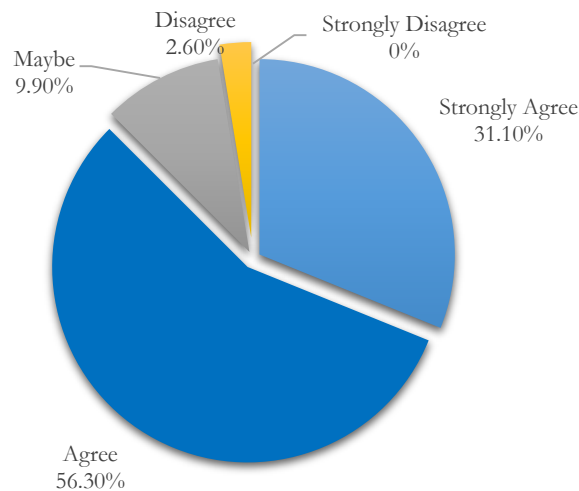


Figure 3.12

On the Twelfth question, the respondents were asked to know their thought on the statement that, getting new product launching information through digital media than a conventional media is more informative and effective. From the analysis illustrated in Figure 3.12, the responses on the statement are, 31.1% strongly agrees, 56.3% agrees, 9.9% are not sure and 2.6% disagrees. Again, here majority 87.4% agrees and strongly agrees that new product launching information through digital media is more informative and effective than other conventional media. According to my senior at Ogilvy & Mather Bangladesh, Khairul Hassan told me regarding the new launch of Huawei Mate 8 smartphone that, Mate 8 has all the information available in the digital media 6 months before the launch of the smartphone which may give people enough time to take their buying decision. So, digital platform is the best place to get more informative and effective data before the launch of the product than conventional marketing platforms but digital media actually helps the conventional media to get attention.

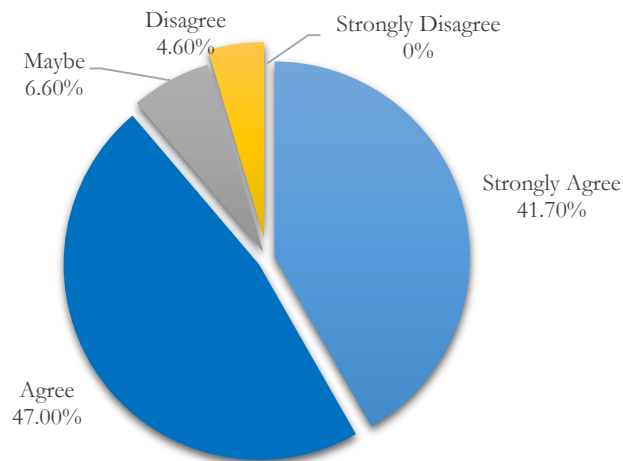


Figure 3.13

On the Thirteenth question, the respondents were asked to give their feedback, what they think on getting more information about the brands through Social Media than other conventional communication (TV, Newspaper, Billboard, and Radio). Social media, a part of digital media communication has become really a great source of information now-a-days. To make a buying decision and even a final buying decision, customers now visits different social media sites to get insights on the products or services they are going to buy because so many users of the brands are also there to talk with them. From the analysis shown in figure 3.13, it was found that, 41.7% strongly agrees, 47% agrees, 6.6% are not sure and 4.6% disagrees that social media helps to get more information on brands than other conventional communication. So, from the analysis, it can be interpreted that, social media helps getting more information on brands than any other conventional media.

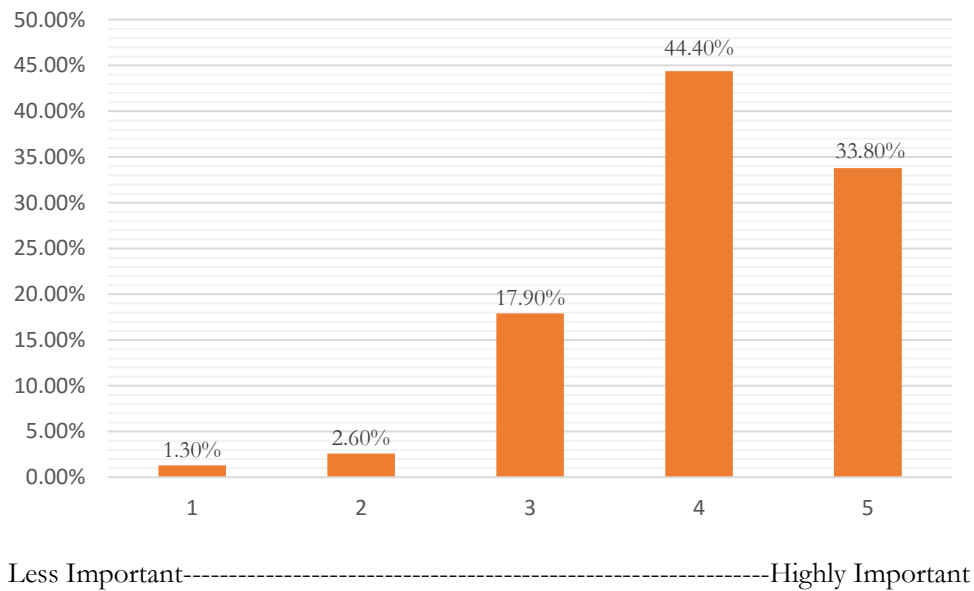


Figure 3.14

The fourteenth question was asked to know how Less or Highly important Digital Marketing is as a marketing process to the respondents in today's world. There was a 1 to 5 scale which is structured in Less Important to Highly important. Here in question 14, Digital marketing is less important to 3.9% of the sample and 96.1% thinks Digital Marketing is highly important. So, from the analysis of the survey, it can be concluded that, Digital Marketing is really important in today's world.

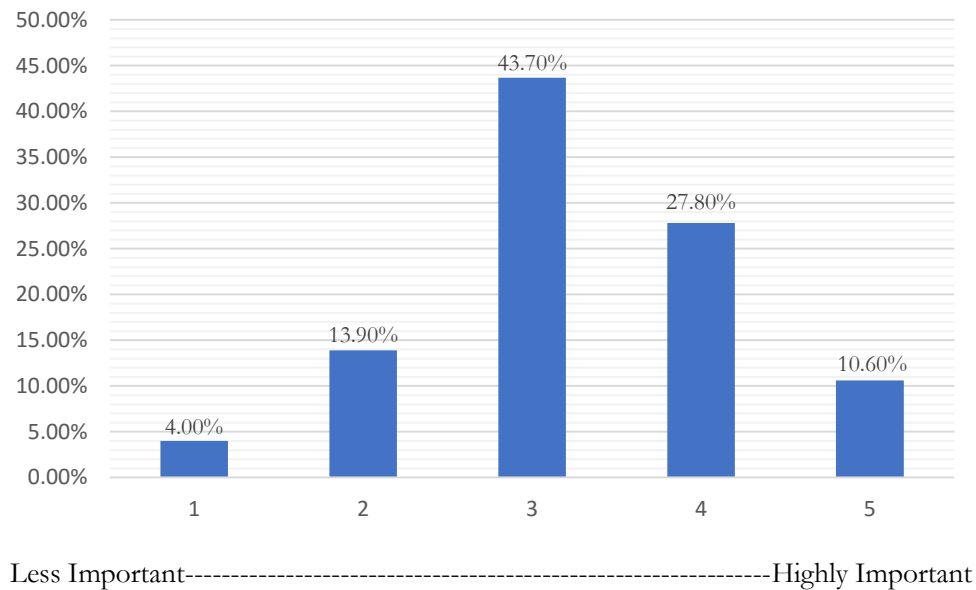


Figure 3.15

The fifteenth question was asked to know how Less or Highly important Personal Selling is as a marketing process to the respondents in today’s world. There was a 1 to 5 scale which is structured in Less Important to Highly important. Here in question 15, Personal Selling is less important to 17.9% of the sample and 43.7% thinks personal selling is averagely important and 38.4% thinks Personal Selling is highly important as a marketing process. Building personal relationships with customers is actually personal selling. While talking with my supervisor Mr. Taskin Hossain, he told me, in today’s world, customers are really very cautious and they are so smart that they do much research on the products they would buy and they do not want to talk to the marketer or get influenced by sales people while making their purchasing decision. So, from the analysis of the survey, it can be concluded that, personal selling is not that much important in today’s world as the customers are not taking that much importantly.

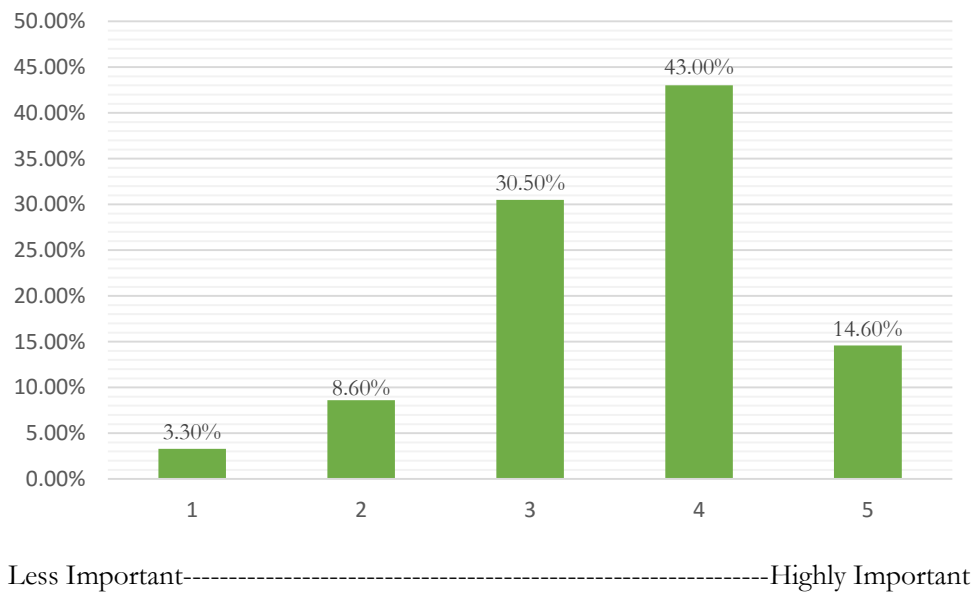


Figure 3.16

The sixteenth question was asked to know how Less or Highly important Direct Marketing is as a marketing process to the respondents in today’s world. There was a 1 to 5 scale which is structured in Less Important to Highly important. Here in question 16, Direct Marketing is less important to 11.9% of the sample and 30.50% thinks Direct Marketing is averagely important and 57.6% thinks Direct Marketing is highly important as a marketing process. To promote products or services to existing and potential customers with direct contact with them is called direct marketing. From the survey analysis, we may conclude that direct marketing is averagely important as a marketing process in today’s world.

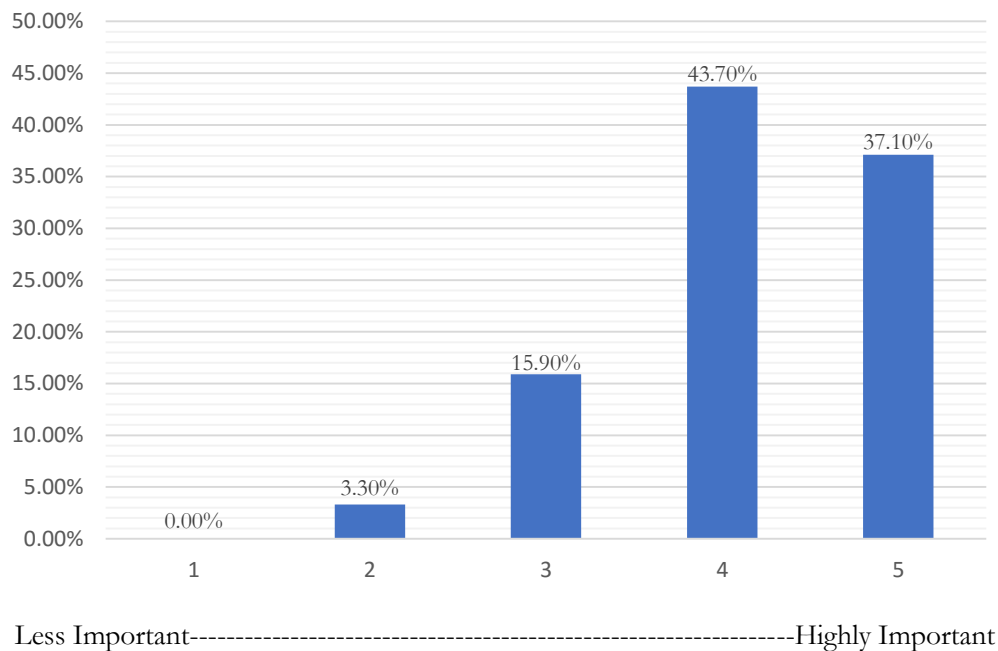


Figure 3.17

The sixteenth question was asked to know how Less or Highly important Advertising is as a marketing process to the respondents in today’s world. There was a 1 to 5 scale which is structured in Less Important to Highly important. Here in question 17, Advertising is less important to 3.3% of the sample and 15.9% thinks Advertising is averagely important and 80.8% thinks Advertising is highly important as a marketing process. According to Kotler, P. (2009), Advertising is any paid form of non-personal presentation and promotion of goods, services, or ideas by an identified sponsor. Advertising is really important because it helps promoting the product and product related information to the customer or consumer. Customers get to know about the product or service through advertising. So from the data analyzed from the survey, it can be said that, advertising is really an important marketing process.

From the analysis of the last 4 questions (14-17), it can be said that, all the marketing process is really important but as the customer or consumer base is flowing towards digital marketing according to the survey data (96.1%), Digital marketing is highly important now-a-days from all other media. Customers are always important, they are becoming more aware, more tech-savvy which is really to

be considered for all marketers. From the overall analysis, it was found Digital media is actually helping other conventional media and marketing tools. Digital media is the next media, it was told to me by my department's director Mr. Tanveer Ahmed at Ogilvy & Mather Bangladesh but after this analysis, I want to conclude that digital media communication is the next media that will help all the marketing communication to reach its target markets very effectively as integrated marketing communication (IMC) will be needed to make a good and effective communication.

Key Findings

Digital marketing communication has helped both the businesses and customers from different aspects. In digital marketing communication, people can meet their actual data hunger where conventional media is a teaser. Both are interconnected as both helps people get a message and here is the beauty of marketing. Now-a-days, marketing departments are becoming Marketing and Communication department. According to the findings and analysis in the previous part, some key findings of the study are given below-

1. Male are the main users of digital media. From my experience at Ogilvy & Mather Bangladesh while managing facebook pages of Symphony, Helio, Huawei Mobile Bangladesh, Dan Cake Bangladesh etc. I had the opportunity to analyze the fan-base where I had seen the same. The percentage of male is higher than females in social media. Due to non-disclosure issues, I cannot give much information.
2. Social Media user base has been increased in Bangladesh. Cheap Mobile phones and smartphones are the key in increasing this number. Again, Students and young generation is the huge number of the user-base of Bangladeshi Social Media users.
3. Online advertisement is really important in promoting business now-a-days.
4. Digital Media helps conventional media to reach more effectively.
5. Privacy issues are really important while doing e-commerce.

Recommendation

According to the analysis and findings, there are some recommendation for the marketers based on the study-

1. Marketers should do something that can make the female users encouraged to use digital media which may increase the number of female user base in Bangladesh.
2. The businesses that are still thinking of doing only conventional marketing should start investing in digital media and make their communications more effective.
3. Whoever doing businesses especially online shopping related businesses should take some important measures to make customer information secure and give a good customer experience. Customer's Privacy and customer experience should be the concern of all marketers.
4. Digital marketing communication is not so costly than any other media but content management in digital marketing communication is really very important. So marketers should give more emphasize on content management and integrate that with conventional media and invest effectively both in digital and conventional media.
5. According to a research by Nielsen, the reason of brands failing today is because of low budget allocated for digital media communications, digital media communication gets on an average only 1.2 % of the total communication and promotion budget. So, brands should go digital and increase the digital marketing communication budget.

Limitations

During the three months' internship period, so many obstacles came in. Some of the limitations in making the report are following-

- In collecting primary data, it is really hard to get correct information from people as they might not feel comfortable or provide their false feeling.
- To observe the whole corporation activities and come up with a fruitful result requires huge amount of time, so time limit is another crucial limitation of this study.
- The internship proposal is conducted based on several secondary data which were rather inefficient or unreliable.
- Due to confidentiality clauses within the organization, it was not possible to gather some more information that could make the report much greater from all aspects.

CONCLUSION

Working in a multinational advertising agency like Ogilvy and Mather was one of my dreams when I was an under-graduate level student. I am so happy that, I could complete the last phase of my undergraduate life working in such an advertising agency. For a young blood like me working with the creative minds and professionals definitely was a great experience for me. The office and people there were great like home. We used to have fun, work lately with high encouragement because we felt like, we are working not only for the client but also for the nation and its people. Every communication counts. 360 degree communication is done by Ogilvy & Mather, though 3 months attachments is not enough for a person to learn all those, but the relationships made there are a lifetime asset who are still with me helping learn so many things. It was a great journey working with so many local and international brands which concludes that, it has been a great learning opportunity for me. This has been a great learning experience for my career. The project in this report is done based on the digital vs. conventional marketers' arguments. Both the conventional and digital marketing communication is highly important to uplift brand awareness and brand performance. Digital marketing communication is essential to make today's brands successful and reach not only locally but also internationally. Again, this report is done with a lot of limitations and obstacles. Thanks to so many people who helped me doing this report.

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13. In Person references-

- Tanveer Ahmed, Business Director, Ogilvy & Mather Communications (Pvt.) Ltd.
- Taskin Hossain, Sr. Account Manager, Digital Services, Ogilvy & Mather Communications (Pvt.) Ltd.
- Khairul Hassan, Sr. Account Executive, Digital Services, Ogilvy & Mather Communications (Pvt.) Ltd.
- Tawfiq Islam, Sr. Account Executive, Digital Services, Ogilvy & Mather Communications (Pvt.) Ltd.

Survey Questionnaire

Roles of Digital Marketing Communications over Conventional Media

Hello everyone!

I'm Fuad from BRAC University. Please help me do this survey for my Internship report project. This is really very urgent for me as the submission deadline is knocking at the door. It will take you 5 minutes only!
Looking forward to your help!

* Required

1. **1. Sex ***

Mark only one oval.

- Male
 Female

2. **2. Do you use any social media? ***

Mark only one oval.

- Yes
 No

3. **3. Which Social Media do you use the most? ***

Mark only one oval.

- Facebook
 Twitter
 LinkedIn
 Google+
 Pinterest

4. **4. Your average monthly income: ***

Mark only one oval.

- 5,000 or Less
 5,001 - 10,000
 10,001 - 20,000
 20,001 - 30,000
 30,001 or More

5. 5. Your profession: *

Mark only one oval.

- Student
- Entrepreneur
- Freelancer
- Full-Time Job Holder
- Part-Time Job Holder

6. 6. Why do you use social media for? *

Check all that apply.

- Entertainment
- Communication with friends
- Business Communication
- Shopping
- Knowing different brands

7. 7. Can you remember any billboard you saw within last 1 week? *

Mark only one oval.

- Yes
- No

8. 8. Can you remember any online advertisement you saw within last 1 week? *

Mark only one oval.

- Yes
- No

9. 9. Digital Marketing is Trustworthy for buying or selling products or services *

Mark only one oval.

- Strongly Agree
- Agree
- Maybe
- Disagree
- Strongly Disagree

10. 10. Digital Marketing plays an important role in today's product or service selling *

Mark only one oval.

- Strongly Agree
- Agree
- Maybe
- Disagree
- Strongly Disagree

11. **Digital Media is an easy & effective way to give feedback to different product/services ***

Mark only one oval.

- Strongly Agree
- Agree
- Maybe
- Disagree
- Strongly Disagree

12. **Getting new product launching information through digital media than a conventional media is more informative and effective ***

Mark only one oval.

- Strongly Agree
- Agree
- Maybe
- Disagree
- Strongly Disagree

13. **Do you think you get more information about the brands through Social Media than other communication (TV, Newspaper, Billboard, and Radio)? ***

Mark only one oval.

- Strongly Agree
- Agree
- Maybe
- Disagree
- Strongly Disagree

14. **Rank the following Marketing Process as your preference based on Importance? [Digital Marketing] ***

Mark only one oval.

	1	2	3	4	5	
Less Important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Highly Important

15. **Rank the following Marketing Process as your preference based on Importance? [Personal selling] ***

Mark only one oval.

	1	2	3	4	5	
Less Important	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Highly Important

16. Rank the following Marketing Process as your preference based on Importance? [Direct Marketing] *

Mark only one oval.

1 2 3 4 5

Less Important Highly Important

17. Rank the following Marketing Process as your preference based on Importance? [Advertising] *

Mark only one oval.

1 2 3 4 5

Less Important Highly Important