

Topic: Advertising Campaign of Robi Axiata
Limited on Jamdani Industry



Submitted to
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Subject: Submission of Internship Report

Dear Sir,

I am here by submitting my Internship Report, which is a part of the BBA Program curriculum. It is great achievement to work under your active supervision. This report is based on Advertising Campaign of Robi Axiata Limited on Jamdani. I have got the opportunity to work in Robi Axiata ltd. Axiata Limited in “Corporate Affairs Department” under CRL Division for twelve weeks, under the supervision of Mostofa Kamal, Manager Corporate Affairs, CRL division.

This project gave me both academic and practical exposures. First of all I learned about the organizational culture of a prominent Telecommunication organization of the country. Secondly, the project gave me the opportunity to develop a network with the corporate environment.

I shall be highly obliged if you are kind enough to receive this report and provide your valuable judgment. It would be my immense pleasure if you find this report useful and informative to have an apparent perspective on the issue.

Sincerely Yours

Asadul Hossain

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Acknowledgement

As part of my internship for BUS400 from BRAC University I have been assigned this report to reflect my learning and it is with great pleasure that I express my gratitude to following institutions and individuals. First and foremost I would like to thank BRAC University and the BRAC Business School for enlightening me over the period of my Bachelors in Business Administration. Every faculty of the BRAC Business School receives my greatest accolade because of all their teachings which generated an interest in me to excel. My gratitude goes to Robi Axiata Limited. – for selecting me as intern out of a highly competitive environment – consequently allowing me to learn from one of the leading Telecom Company in Bangladesh and from managers who are undoubtedly experts in their fields. The learning has been paramount and immensely enlightening. At Robi Axiata Limited, I had the opportunity to learn from Md. Mostofa Kamal, Manager, Corporate Affairs, CRL, at Robi Axiata Limited., who was my line manager. Along with that I would also like to show my heartfelt gratitude to all the members of the Corporate, Regulatory and Legal affairs (CRL) department who have always been very supportive towards me and encouraged me to work creatively. Last but not the least I must reserve my heartfelt gratitude for Mr. G. M. Shafayet Ullah, BRAC Business School and my Internship Supervisor on behalf of BRAC University. His optimism and faith in me and my abilities gave me massive confidence in myself and my work. Even during times when my work seemed difficult to me, I always received proper direction after a meeting with him. My internship report itself has been analyzed and dissected scrupulously under his supervision.

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Executive Summary

As a part of academic requirement and completion of BBA program, it is needed to complete three month period of Internship program. ROBI Axiata Limited was the organization where internship program was completed. A project named “Planning and designing digital archiving strategy” was assigned to Corporate, Regulatory and Legal affairs (CRL). Under that project of Corporate, Regulatory and Legal affairs (CRL) division, the internship program took place. It was a new thing but was an opportunity to learn about as much as possible while working on the project. Robi Axiata ltd. is a dynamic and leading countrywide GSM communication solution provider. It is a joint venture company between Axiata Group Berhad, Malaysia and NTT DOCOMO INC, Japan. Axiata Limited, formerly known as Telecom Malaysia International (Bangladesh), commenced its operation in 1997 under the brand name Aktel among the pioneer GSM mobile telecommunications service providers in Bangladesh. Later, on 28th March 2010 the company started its new journey with the brand name Robi Axiata ltd. This report has presented based on the observations and experiences gathered from the company during internship period. The organization has many divisions and departments but here the focus is given on Corporate Affairs Department of Robi Axiata ltd. This Department organizes different seminars, events and activations to shaping stakeholder’s mindset, safeguarding shareholder’s interest, ensuring sustainable tax regime and ensuring commercial freedom. This report fairly describes what were the responsibilities, contributions and importance on Corporate Affairs department as an intern.

The last chapter of the report describes The Advertising Campaign of Robi on Jamdani industry. Robi got an excellent idea to go for an advertising campaign on Jamdani industry, thousands years heritage of Bangladeshi people. The campaign successfully represented the brand, slogan and theme of Robi. This chapter basically showed how advertising campaign has pulled target customers, created a positive impact, exploited inherent drama of the advertisement and maintained Integrated Marketing Communication (IMC) tools.



Chapter 01

1.1 Introduction:

Robi Axiata Ltd. is a fast growing mobile telecommunication. The basic function of telecommunication is to connect people through voice transfer and via Internet. Apart from this basic function, telecommunication has already started introducing some diversified areas with the help of its mobile network.

Mobile technology is presently providing various cheap solutions in people's daily life. The traditional thinking of connecting people through mobile phone is far behind in comparison with the present scenario. Information technology enables telecom companies to provide economic solutions with a very cheap and easily available access, which was earlier costly and not accessible to some extent.

Today, “The Globe is a village” and telecommunication has become a day-to-day necessity of the people. Nearly 35 million people own and use mobile phones as an important device and depend on it to get connected with others in Bangladesh.

Mobile phone is becoming a very common mode of communication in our country. The number of mobile user is increasing day by day. It is a very attractive market for the mobile connection providers. Presently there are six companies in the market. Each of them is trying to maintain and increase their market share. Among them Robi Axiata Ltd. is one of the leading companies in this sector.

1.2 History of the Company:

The third largest mobile company of Bangladesh, Aktel, which was initially backed by TM company Ltd was formed in 1997 then sold to Axiata, changed its name and logo in March 2010. From that time Aktel it has become Robi.

Shareholdings

Robi Axiata Limited is a Joint Venture company between Axiata Group Berhad (70%) and NTT DOCOMO INC. (30%). (Source: www.robi.com.bd/en/corporate/shareholders)



Axiata Group Berhad

Axiata is an emerging leader in Asian telecommunications with significant presence in Malaysia, Indonesia, Sri Lanka, Bangladesh and Cambodia. In addition, the Malaysian group holding company has strategic mobile and non-mobile telecommunications operations and investments in India, Singapore, Iran, Pakistan and Thailand. Axiata Group Berhad, including its subsidiaries and associates, has approximately 50 million mobile subscribers in Asia, and is listed on Malaysia's stock exchange. (Source: www.robi.com.bd/en/corporate/shareholders)

NTT DOCOMO INC

NTT DOCOMO INC is the world's leading mobile communications company and the largest mobile communications company in Japan. DOCOMO serves over 53 million customers, including 44 million people subscribing to FOMA™, launched as the world's first 3G mobile service based on W-CDMA in 2001. DOCOMO also offers a wide variety of leading-edge mobile multimedia services, including i-mode™, the world's most popular mobile e-mail/Internet service, used by 48 million people. With the addition of credit card and other e-wallet functions, DOCOMO mobile phones have become highly versatile tools for daily life. With cutting edge technology and innovative services, DOCOMO is fast becoming a preferred lifestyle choice, continuously expanding its role in its users' lives, growing globally throughout Asia, Europe and North America. NTT DOCOMO INC is listed on the Tokyo (9437), London (NDCM) and New York (DCM) stock exchanges. (Source: www.robi.com.bd/en/corporate/shareholders)

1.3 Background of the Company:

The history of telecommunications in business is one of the great stories of technological progress ever accomplished. It is now possible for an average person to communicate right away with another person in any part of the world. Telecommunications play an increasingly important role in the world economy and the worldwide telecommunications industry revenue is set to reach \$2.1 trillion this year according to market research firm Insight Research Corporation. Despite the rocky global economy, industry revenue will grow further at an average annual rate of 5.3% to \$2.7 trillion in 2017. The Asian region is seen as a key market and wireless revenue there is expected to grow 64%. Mobile broadband services and the transition from 3G to 4G will

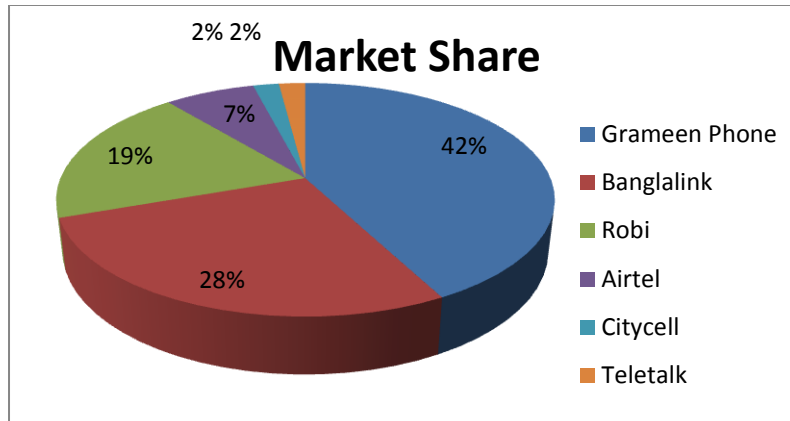


also be key growth drivers. “Despite global economic uncertainty, the telecommunications industry is showing strong revenue growth, which is being driven by consumer Internet usage and business mobility solutions. Mobile phone has become an indispensable part of people’s everyday-life. The telecom-revolution and its relentless evolution together have made it possible in developing countries like Bangladesh. Very much like the nature of the technology, the telecom industry in our country is also changing very rapidly. This is now at its saturation and thus, the subscriber base is increasing at a decreasing rate. Though the first telecom company in Bangladesh, Citycell, was introduced in the early 90’s, the device did not become so pervasive until 1997, the year when the largest telecom of the country, GrameenPhone(GP) hit the market with its GSM technology. Since then the industry grew at such an incredible rate in just a decade that anyone could hardly imagine. Now, there are a number of players battling so hard for their respective market share and the consumers as well as the economy are benefitted tremendously from this fierce competition. (Source: <http://www.robi.com.bd/en/corporate>)

The mobile phone operators serving the Bangladeshi population include:

- Banglalink (Orascom Telecom Holding S.A.E)
- GrameenPhone (Telenor & Grameen Telecom Corporation)
- Robi Axiata Limited (Axiata Group Berhad & NTT DoCoMo INC)
- Citycell (Singtel, Pacific Group and Far East Telecom)
- Airtel (Bharti Airtel & Warid Telecom International)
- Teletalk (BTCL)

Market shares of all mobile phone operator companies are given below:



Source: infoasaid.org/Bangladesh/telecommunications-overview

1.4 Vision, Mission and Objective of the Company:

Vision:

Robi's vision is to be the leader of telecommunication industry in Bangladesh. Basically vision crystallizes their employee focus as the cornerstone of everything they do; to help their customers get the full benefit of communications services in the customer's daily lives. It describes their ambition for future, sets a common direction across the group, and shall inspire all employees to imagine how they can contribute. Their values describe what behaviors are necessary to realize that vision. HR is a critical enabler for Robi Axiata Limited in the pursuit of its strategic goals. HR is a key to ensuring- An organization, that provides a competitive advantage by being simple, aligned and efficient. A culture centered on the employee and characterized by diversity, generosity and an international mind set. Leaders, who have a passion for business, excel at empowering people and never compromise on Robi ethical standards. People, who perform at the peak of their ability; feel a sense of mission, accomplishment and growth. (Source: <http://www.scribd.com/doc/88539218/Robi-HR>)

Mission:

Robi aims to achieve its vision through being number 'one' not only in terms of market share, but also by being an employer of choice with up-to-date knowledge and products geared to address the ever changing needs of our potential nation.

(Source: <http://www.scribd.com/doc/88539218/Robi-HR>)



Objective:

Robi Axiata Ltd. started its commercial operations as a GSM cellular phone operator with the objective of offering state-of-the-art and modern telecommunication services to the people of Bangladesh at competitive prices. (Source: <http://www.scribd.com/doc/88539218/Robi-HR>)

Purpose and Principle of the Company:

“Is unique. Our new brand is people-centric. We exist because of them. Anything is now possible. Any new idea is appreciated no matter where it comes from within the organization. It is all in our own hands now.”

To help people understand the idea mentioned above, the company described the new brand in terms of purpose and principles. (Source: <http://www.robi.com.bd/en/corporate/principles-purpose>)

Purpose

The purpose statement is their ambition for future, to set a common direction for new brand, a framework for all their strategic planning.

Robi Axiata Limited’s purpose is also to empower their customers. They claim that, *“We are there for you, where you want and in the way you want, in order to help you develop, grow and make the most of your lives through our services.”*

The new brand is here to help people to empower and enable themselves to make a better life. They also believe that, *“We will keep our promises and deliver. We will innovate, execute fresh ideas and, as a nationwide organization, we will be respectful of our customers and stakeholders.”* (Source: <http://www.robi.com.bd/en/corporate/hr/principles-purpose>)

Principles

Principle statements define how people want to behave with each other in the organization. The statements are about how the organization will value customers, suppliers, and the internal community. Robi Axiata Ltd. also believes that no matter what they do to realize their purpose, they hold themselves accountable to the following Guiding Principles that the way for them. They are as follows: (Source: <http://www.robi.com.bd/en/corporate/hr/principles-purpose>)



- **Emotional:** Passionate, Creative, Respectful and Open.
- **Passionate:** “We are Passionate-it’s in all of us. Everything we do is about doing the best we can. We are there for each other and we endeavor to help in every way we can.”
- **Creative:** “Everything we do we should do in a creative innovative manner. We bring energy to our work. Our communications demonstrates our creative flair. We provide creative and imaginative and services to our customers.”
- **Respectful:** “We are truly respectful to each other, our subordinates, peers, partners and customers. We treat everyone equally and we allow people to express their thoughts opinions in a respectful manner.”
- **Open:** “We have no hidden agendas. We share information freely. We can only be open with our customers, partners, and stakeholders if we are open with ourselves- regardless of hierarchy.”
- **Functional:** Simple, Ethical, Transparent and Ownership.
- **Simple:** “Everything we do and say should be simple and easy to understand. In terms of communications we make sure the messaging is in plain, simple language. Our plains are simple and uncomplicated.”
- **Ethical:** “We are moral, upright, honest, righteous, virtuous, honorable, keeping our promises in all we say and do. We clearly align to our internal and organizational code of ethics and code of honor. We will oppose all forms of corruptions.”



- **Transparent:** “A few key words and phrases sums this up: Honesty, openness, frankness, no lies, no deceit, no games, easily understood. We are transparent with our customers, with each other, with our subordinate and peers.”
- **Ownership:** “Whilst working individually or collectively, we clearly demonstrate individual and collective ownership. Making mistakes is clearly part of daily business as it is part of daily life- as long as we own up to this clear, no culture of fear.”
- **Logo & Visual Language:** At the heart of the new brand is their new logo. It is a symbol of balance, movement and change.
- **Usage of Brand Signature (Logo)**

Their logo should always appear in Bengali. Special authorization is required if logo is presented in English. When writing in English (Roman) text, it should be written as “Robi Axiata Ltd.”

Usage of Alpona

The **Alpona** is one of the most creative expressions of Bengali graphic arts. Robi Axiata Ltd.’s Alpona motif is uniquely created, especially for them. Taken from a very traditional ceremonial form and tidied up to look more contemporary- the Alpona is vibrant and modern. It has a very organic soft feel to it whilst providing a forward moving direction- one of positivity and focus. The lack of sharp points and use of large curves provides a feeling of warmth and friendliness.

CSR Activities and Campaigns of Robi Axiata Limited:

- **English in Schools:** Robi Axiata Limited and the Daily Star jointly launched the “English in schools” program to facilitate the teaching and learning of English language in secondary level schools in the country. The program titled “Shafollo Ashbei” is being coordinated by the ministry of education. The three-year long program covers about 7 lakh students in 1000 schools in 64 districts across the country. This initiative is designed to engage students, teachers and community for learning English language. There will be movie based competition, vocabulary tests, situation based quizzes in the fair. It is the biggest CSR program of Robi Axiata Limited.



- **Treatment of Clubfoot children:** The disability known as “Club foot” is a birth abnormality. There are many children whose feet are in opposite way or their ankle is rotated internally. Every year in Bangladesh an estimated 5000 children are born with a clubfoot deformity. Most of them do not receive any treatment required for this deformation at all. Robi Axiata Limited arranged a 2-day long pleasure tour for the clubfoot children after their successful treatment. Many children are now free from this deformity. Robi Axiata Limited wants their parents to take the initiative to bring their child for clubfoot treatment.
- **Providing solar electricity at remote areas :** Robi Axiata Limited under its Corporate Social Responsibility (CSR) program has been supplying solar-electricity to the 150 families of Kaluar Char village of Rajarhat upazila of Kurigram district at free of cost. At present, more than 1000 people are getting the electricity via this 1.75 kilowatt project named “Rob’r Alo”. (Source: <http://www.robi.com.bd/en/corporate/csr/robir-alo>)
- **Safe drinking water plant:** Robi Axiata Limited has set up a safe drinking water plant titled “Nirapod Pani, Sushtho Jibon” for railway passengers at the Kamalapur railway station. This CSR initiative is being implemented in collaboration with Bangladesh Railway. Water Aid Bangladesh is providing technical support in the Project. About 34 trains run through this station which carries more than 24 thousands passengers every day. The water tank with the capacity of 5000 liter will supply 4000 liter safe drinking water per hour to meet thirst of more than 24 thousands passengers at the station. (Source : <http://www.robi.com.bd/en/corporate/csr/water-treatment-plant>)
- **Campaign to stimulate social bonding:** Great things happen when people come together, and Robi Axiata Limited believes and salutes this power of communities, where individuals drive growth and development. To commemorate the social bonding and the sense-of-belongingness of common Bangladeshis, Robi Axiata Limited has brought a slew of innovative product and services for the people who want to share their joy of togetherness and also pay tribute to the community that they belong to. The “Ebar Hobei” campaign presents Robi Axiata Limited as a digital platform for building communities, where millions can seamlessly interact and form groups. Through the use of cutting edge technology, Robi Axiata Limited is launching this campaign to inspire the people of Bangladesh to see beyond the traditional use of mobile technology and how it can help



unleash the power within individuals to bring about a change. Robi Axiata Limited users will be able to support any initiative within their own locality, which can be diverse or unique in nature.

- **E-traffic services to DMP:** Robi Axiata Limited signed an agreement with Dhaka Metropolitan Police (DMP) as an exclusive network operator for their e-traffic project, aimed at providing mobile phone service as a tool for traffic management. Under this agreement Robi Axiata Limited will provide mobile related services to Dhaka Metropolitan Police to automate their internal value chain and offer different value chain services. This will eventually help DMP to improve traffic infrastructure and ensure efficient use of resources to regulate traffic of Dhaka city and enhance DMP's accessibility to the general people of the city and the country as a whole. The mass people will now get the opportunity to get up-to-date information of the vehicles, reduce harassment while buying the vehicle & check the proof of ownership, reduce illegal sale of vehicles, reduce vehicle theft, ask for Police assistance as and when required and get convenience through e-payment system and mobile banking.

Achievements of Robi Axiata Limited:

- Robi Axiata Limited, the leading mobile phone operator of the nation, has received "Star News HR EXCELLENCE AWARDS FOR INNOVATION IN HR"
- Leading mobile phone service provider Robi Axiata Limited has been re-assessed and rewarded with ISO 9001:2008 certification. Robi Axiata Limited received this internationally renowned Management Standard after complying with all requirements.
- Robi Axiata Limited has been conferred the prestigious Frost & Sullivan Asia Pacific ICT Award 2010 for "Emerging Market Service Provider of the Year"

Past Achievements:

- Awarded the prestigious fund grant from GSMA MMU (Mobile Money for the Unbanked) in 2009
- Crossing 10 million subscribers mark in 2009.



- Ranked within top 6 global comparable telecoms in A.T. Kearney benchmarking exercise in 2009.
- Bangladesh Mobile Phone Businessmen Association (BMBA) Award 2008-2009 as the best service provider in Bangladesh.
- The Weekly Financial Mirror –Samsung Mobile & Robi Axiata Limited Business Award 2008-2009 as the best telecommunication company.
- “TeleLink Telecommunication Award 2007” for its excellence in service, corporate social responsibilities and dealership management for the year 2006 in commemoration of WORLD Telecommunication Day 2007.
- Arthakantha Business Award Given by the national fortnightly business magazine of Bangladesh for its excellence in service in telecom sector.
- Financial Mirror Businessmen Award Given by the national weekly tabloid business magazine.
- Desh bandhu C. R. Das Gold Medal For contribution to telecom sector in Bangladesh.
- Beatification Award for exceptional contribution to the Dhaka Metropolitan city from Prime Minister’s Office on 13th SAARC Summit.
- Standard Chartered - Financial Express Corporate Social Responsibility (CSR) Awards 2006 for contribution in education, primary health, poverty alleviation and ecological impact.

Financial Mirror & Robi Axiata Limited Business award 2006 for its excellence in service, corporate social responsibilities activities throughout Bangladesh.



1.5 Product & Services:

Robi Axiata Ltd. offers an array of different packages. In addition to offering the fundamental pre-paid and post-paid mobile services, it offers a wide range of value-added products and services such as, SMS, GPRS, EDGE, International Roaming SMS banking, Caller Ring Back Tone, MMS, Voice Greetings, Call Blocking on August 4, 2008, which give subscriber to control which call he or she receive or not and Bengali SMS. Robi Axiata Ltd. has got the widest International Roaming coverage among all the operators in Bangladesh. Robi Axiata Limited has 20 Customer Care Centers and 430 Care Points in 64 districts all over the country. Robi Axiata Ltd. has over 25,000 retail selling points along with 100,000-voucher sales point all over Bangladesh.

Prepaid:

Robi Axiata Ltd. Prepaid has everything to offer; a single package that delivers simplicity and flexibility at the same time. Robi Axiata Ltd. Prepaid is continuously adding new features and plans to provide absolute freedom to the customers. Robi Axiata Ltd. has the single prepaid package with the best rates in the market. Moreover, there are different tariff plans in one package to meet different types of needs of customers. There are instant, easy & multiple migration facility from one tariff plan to another. A customer can have 5 FnF to any operator mobile with one Robi Axiata Ltd. partner facility there is full BTCL connectivity with FREE BTCL incoming. There is extended and simplified refill validity for ease and freedom. Moreover, there is nationwide Easy Load facility and high-speed internet connectivity all available Value Added Services (e.g. SMS, MMS, GoonGoon, ringtone, wallpaper, games, and animation download) are available in the service. Customers can recharge their Robi Axiata Ltd. Prepaid by using scratch cards and Easy Load facilities.


Robi Axiata Limited. Prepaid has everything to offer; a single package that delivers simplicity and flexibility at the same time. Robi Axiata Limited's Prepaid packages are continuously adding new features and plans to provide absolute freedom to the customers. The prepaid connections are stated below:

| | | |
|--|----------------------|---|
|  <p>Shorol 39</p> | Voice Call Out Going | Paisas/ 10 seconds (24 Hours) |
| | Robi | 18 |
| | Others | 18 |
| | Robi Priyo | 5 |
| | Number of Priyo | 1 |
| | Pulse | 10 second |
| | Migration | Recharge tk 39 or free dial *8999*39# |
| | Notes | All Shorol customers will enjoy this tariff 15% VAT applicable on all charges |
|  <p>Muhurto 31</p> | Voice Call Out Going | Paisas/ per second |
| | Robi | 2 |
| | Others | 2 |
| | Robi Priyo | 1 |
| | Number of Priyo | 1 |
| | Pulse | 1 second |
| | Migration | Recharge tk 31 or free dial *8999*31# |
| | Notes | All Shorol customers will enjoy this tariff 15% VAT |


| | | | |
|--|--|---|----------|
|  <p>Goti 36</p> | Voice Call Out Going | Paisas/ 10 per second (24 hours) | |
| | Robi | 15 | |
| | Others | 15 | |
| | sPulse | 10 second | |
| | Migration | Recharge tk 36 or free dial *8999*36# | |
| | Notes | All Shorol customers will enjoy this tariff 15% VAT applicable on all charges | |
|  <p>Nobanno 37</p> | Nobanno 37 | | |
| | | Paisas/ 10 Seconds | |
| | Voice Call Out Going | 12am-8am | 8am-12am |
| | Robi | 4.67 | 16 |
| | Others | 16 | 16 |
| | Pulse | 10 Seconds | |
| | Migration | Recharge tk 37 or free dial *8999*37# | |
| Note | All Nobanno Customers will enjoy this tariff 15% VAT applicable on all Charges | | |

| Shasroyee 38 | | |
|----------------------|---|----------|
| | Paisas/ 10 Seconds | |
| Voice Call Out Going | 12am-4pm | 4pm-12am |
| Robi | 15 | 25 |
| Others | 15 | 25 |
| Robi FnF | 8 | 8 |
| Other FnF | 13 | 13 |
| FnF Numbers | 7 (max. 3 from other operators) | |
| Pulse | 10 Seconds | |
| Migration | Recharge tk 38 or free dial *8999*38# | |
| Note | All Sasroyee Customers will enjoy this tariff 15% VAT applicable on all Charges | |

| Robi Club 34 | | |
|----------------------|------------------------------------|----------|
| | Paisas/ 10 Seconds | |
| Voice Call Out Going | 12am-6am | 6pm-12am |
| Robi | 10 | 21 |
| Others | 21 | 21 |
| Pulse | 10 Seconds | |
| Migration | Recharge tk 34 or free dial | |

| | | |
|---|---|--|
| | | *8999*34# |
|  <div style="background-color: red; color: white; padding: 10px; text-align: center; font-size: 2em; font-weight: bold;">Anonna 27</div> | Ananna 27 | |
| | Voice Call Out Going | Paisas/ 10 Seconds (24 Hours) |
| | Robi | 17 |
| | Others | 17 |
| | Robi FnF | 8 |
| | FnF Numbers (Others) | 3 |
| | Pulse | 10 Seconds |
| | Migration | Recharge tk 27 or free dial *8999*27# |
| Note | All Ananna Customers will enjoy this tariff 15% VAT applicable on all Charges | |


| | | |
|--|--|--------------------------------|
|   | Robi Damal Shamal 22 | |
| | | Paisas/ 10 Seconds |
| | Voice Call Out Going | 12am-5am 5pm-12am |
| | Any Local Operator | 15 25 |
| | Robi Special 2 FnF | 4.17 4.17 |
| | Other 11 FnF | 10 10 |
| | Pulse | 10 Seconds |
| Migration | Recharge tk 22 or free dial *8999*22# | |
| Note | All Robi Damal Shamal Customers will enjoy this tariff 15% VAT applicable on all Charges | |
|   | Package and Tariff | |
| | Enjoy up to 87% call rate discount at Robi numbers (4.33 paisa/ 10 sec) and up to 70% call rate discount to other operators numbers (10paisa/10sec) with 5 FnF options (3 to Robi Numbers & 2 to Other Operator's numbers) | |
| | Package name: Hoot Hut Chomok 32 | |
| | <ul style="list-style-type: none"> a. Up to 87% on net discount (4.33 paisa /10 sec) and up to 70% off net discount (10paisa/ 10 sec) b. FnF : 13p/10sec to 3 Robi FnF numbers & 2 other local operator(s) FnF numbers c. For international calls, International charge and pulse | |

| | <p>applicable</p> <p>d. Subscriber will enjoy the discount for local voice calls only</p> <p>e. Pulse: 10 second & 15% VAT applicable in all charges</p> | | |
|--|---|---|----------------------------------|
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| | Others | 13 | |
| | <table border="1"> <tr> <td data-bbox="618 905 971 1041">To BTCL (Local /NWD)</td> <td data-bbox="971 905 1448 1041">13</td> </tr> </table> | To BTCL (Local /NWD) | 13 |
| | To BTCL (Local /NWD) | 13 | |
| <table border="1"> <tr> <td data-bbox="618 1041 971 1178">To International (ISD)</td> <td data-bbox="971 1041 1448 1178">Only ISD Charges; 15 second pulse</td> </tr> </table> | To International (ISD) | Only ISD Charges; 15 second pulse | |
| To International (ISD) | Only ISD Charges; 15 second pulse | | |
| <table border="1"> <tr> <td colspan="2" data-bbox="618 1178 1448 1262">Incoming</td> </tr> </table> | Incoming | | |
| Incoming | | | |
| <table border="1"> <tr> <td data-bbox="618 1262 971 1398">From any number worldwide</td> <td data-bbox="971 1262 1448 1398">Free</td> </tr> </table> | From any number worldwide | Free | |
| From any number worldwide | Free | | |
| <table border="1"> <tr> <td data-bbox="618 1398 971 1482">Pulse</td> <td data-bbox="971 1398 1448 1482">10 second</td> </tr> </table> | Pulse | 10 second | |
| Pulse | 10 second | | |
| <table border="1"> <tr> <td data-bbox="618 1482 971 1619">Migration</td> <td data-bbox="971 1482 1448 1619">Recharge tk 21 or free dial *8999*21#</td> </tr> </table> | Migration | Recharge tk 21 or free dial *8999*21# | |
| Migration | Recharge tk 21 or free dial *8999*21# | | |
| <table border="1"> <tr> <td data-bbox="618 1619 971 1810">Notes</td> <td data-bbox="971 1619 1448 1810">Customers will enjoy this tariff 15% VAT applicable on all charges</td> </tr> </table> | Notes | Customers will enjoy this tariff 15% VAT applicable on all charges | |
| Notes | Customers will enjoy this tariff 15% VAT applicable on all charges | | |

There are two basic postpaid connections provided by Robi Axiata Limited. These offers are-

- Professional package 1
- Professional package 2

|  | Tariff Plan | Package 1 (Default) |
|--|-------------------------------|---|
| | Particulars | TK/Minute |
| | Outgoing | 24 hours |
| | To any local operator number | 1 |
| | To Robi FnF | 0.44 |
| | To Other operator FnF | 0.66 |
| | Line rent | Free (No Condition) |
| | SMS charges (to any operator) | 0.44 |
| | To international ISD | Only ISD charges ; 15- second pulse |
| | Pulse | 1 second |
| | From any number world wide | Free |
| | Migration (free) | USSD : Dial *140*50# or SMS : Type 1 on & send SMS to |

| | | |
|--|-------------------------------|-------------------------------------|
| | | 8244 |
| | | Maximum 1 migration per day |
| | Note | 15% VAT applicable in all tariffs |
|  | Tariff Plan | Package 2 (Default) |
| | Particulars | Paisas/10 second |
| | Outgoing | 24 hours |
| | To any local operator number | 15 |
| | To Robi Priyo numbers | 5 |
| | Total number of Priyo | 2 |
| | Line rent | Free (No Condition) |
| | SMS charges (to any operator) | 0.5 |
| | To international ISD | Only ISD charges ; 15- second pulse |



| | | |
|--|----------------------------|---|
| | Pulse | 10 second |
| | From any number world wide | Free |
| | Migration (free) | USSD : Dial *140*51# or SMS : Type 2 on & send SMS to 8244 |
| | | Maximum 1 migration per day |
| | Note | 15% VAT applicable in all tariffs |

Table: 1

(Source: www.robi.com.bd/en/prepaid and <http://www.robi.com.bd/en/postpaid>)

Corporate:

Robi Axiata Limited Corporate is founded on a robust network employing cutting-edge technology providing the ultimate solutions in terms of voice clarity; a continuously expanding nationwide network coverage; abundant international roaming global partners; popular value added services (VAS); quality easy-access corporate customer care; competitive and tailored tariff plans and specific billing.(Source: <http://www.robi.com.bd/en/corporate>)

1.5.1 Special benefits of Robi Axiata Limited Corporate:

- The wide range of Corporate Packages to fulfill your needs.
- Zero security deposit with NO monthly line rent.
- Convenient bill payment options.
- Robi Axiata Limited. Corporate Insurance Policy.



- Cutting edge value added services like GPRS, EDGE, Personal Assistant, Corporate Messaging Platform with short code, Data and Fax call services, Call Center Solution, Fixed rate group talk plan, Customized SMS based solution.

1.5.2 Friends and Family (FnF) Customer may select five numbers of any operators as his/ her Friends and Family (FnF) and enjoy a significant reduction in tariff.

1.5.3 Customized Credit Facility Every single Robi Axiata Limited Corporate 'Family members' may set their individual credit limits and alter it as per their requirement.

1.5.4 Itemized Bill Call details including information such as date, time, duration and charge of any voice calls made can be provided.

1.5.5 Dedicated Corporate Customer Care Corporate Customer Care has dedicated three helpline numbers specifically equipped to serve the corporate family members and they are available. This is an 'industry-first'. They can be reached at 01819210952-4 or email: corporate.help@robixiatalimited.com.bd or fax: (+8802) 8832502.

1.5.6 Roaming:

Robi Axiata Limited International Roaming Services allow Robi Axiata Limited subscribers to make and receive calls while traveling to other countries; provided that Robi Axiata Limited has to have roaming agreements with the respective operators in foreign countries. The services provided by Robi Axiata Limited to its International customers through 600 operators and more than 200 countries are-

- Use of the existing Robi Axiata Limited number for roaming in all partner networks abroad
- Global network coverage with over 573 operators and 207 countries
- Spanning over six continents
- No additional monthly charge for availing the service



- Sending and receiving SMS to and from Robi Axiata Limited.
- Internet access and web surfing through GPRS Roaming Services
- Itemized bill without additional charge
- International roaming tariff information through SMS

Services of Robi Axiata Limited

1.5.7 Value added services:

- Music – Robi Axiata Limited GoonGoon, radio, Song Dedication, Listen & dance
- Entertainment – WAP , MMS, Voice portal, Kid zone, Cricket world
- Downloads – Ringtones, Animations, Wallpaper, Games
- Internet & data service – Browsing pack, Internet pack, Modem
- Messaging – SMS, MMS, Voice SMS, SMS Dedication, International SMS, Greetings
- Community & Chat – Voice chat, SMS Chat
- Information service – Breaking news alert, Instant news, Stock information, Directory, Aroti portal, Ibadat portal, Emergency helpline, Haat- bazar
- Mobile assistance – Call block, Missed Call alert, Phone backup
- Education & Career – BBC Janala, Job portal
- Lifestyle – Bazar, Directory, Women Zone
- Finance – Stock information, M Pay, Bill Payment
- Balance transfer & Request
- Call management – FnF , Conferencing, call waiting, divert, holding, forward



➤ Facebook

➤ Job alert

(Source: <http://www.robi.com.bd/en/supportservice>)

1.6 Operational Network Organogram:

Different Division and Department of Robi Axiata Limited: Robi Axiata Ltd. operates with following Divisions and Departments having its establishment in different locations at Dhaka, Chittagong and other regions of Bangladesh.

Offices in Dhaka:

Head Office, other offices and Customer Care centers are situated in Dhaka.

Corporate Offices:

Divisions:

- ✓ Finance Division
- ✓ Marketing Division
- ✓ Human Resource Division
- ✓ Information Technology Division
- ✓ Technical Division

Departments:

- ✓ Administration Department
- ✓ Internal Audit Department
- ✓ Coordination Department
- ✓ Corporate Strategy Department
- ✓ Corporate Affairs Department
- ✓ Credit Control Department

Offices in Chittagong:

There are corporate offices and Customer Care Centers in Chittagong.



Other Regional Offices:

There are Customer Care Centres situated in Bogra, Khulna, Sylhet, comilla, Cox's Bazar, feni, Rajshahi and Barisal. Moreover, Regional Technical Offices are in Khulna, Sylhet, Bogra and Cox's bazaar.

on the Guinness World Record. Thousands of soldiers, students of all ages, and many patriotic supporters with their families were present standing together side by side to take part in the making of history. By these public events and activations it has now grabbed top place of customers' evoke set. Robi's current CEO Mr. Supun Weersinghe believes that Robi will take part in forming digital Bangladesh by ensuring customer empowerment. He also added that a total customer centric approach can ensure company's strategic moves in shortest possible time. After Teletalk, Robi is the first company who had launched 3G in Dhaka and Chittagong, two important cities of Bangladesh, simultaneously on our current prime minister's birthday. Though the company had bought only 5 megahertz, they are serving their customers in a full swing. As every Telco company needs to approve their promotional offers from BTRC, corporate affairs of Robi is maintaining healthy relation with them by inviting key personnel at their corporate events and providing corporate gifts at each and every festival.

(Source: www.scribd.com/doc/88539218/Robi-HR)



Chapter 02

2.1 Job description:

I was appointed for the project of **Planning and designing digital archiving strategy, corporate affairs** under Corporate Regulatory Affairs and Legal Division for a period of three months. Although the project was about planning and designing digital archiving strategy, I was mainly engaged in planning for events and archiving all the data of stake holders. All of my work was categorized into six categories.

- Making sure that all the data were being digitally archived.
- All the plans were distributed to concerned team and department.
- Making sure all the invitees knew about the topic, venue, tenure and address of programs or events.
- Combining/ integrating activities of corporate affairs to make sure events and external stakeholder were handled on time and proper way.
- Eliminate the risk of missing the deadline.
- Ensure proper delivery of the event material and gift items to agency and external stakeholder on time.

ICT ministry, BTRC and other monitoring organization often send their goal and instructions about how Telco companies should take step in order to ensure effective collaboration. In addition to that there were lots of legal orders used to come in Robi. Usually these documents were in printed form. As an intern, my responsibilities were to collect all these hard copies, scan them and mail them IT hub.

When an event plan was made by Corporate Affairs it was needed to circulate to all the concern department/s. my job was to mail plan to concern department head.

In an event Robi invites intellectuals, high government officials, law enforcement agencies and Medias. Here an intern's responsibility was to describe invitees about the topic, venue, tenure and address before the event.



External stakeholders were very sensitive and needed to handle very carefully. Here my responsibility was to integrating activities of corporate affairs to make sure external stakeholder handled on time and proper way.

Corporate affairs team was consist of only three members and intern. Moreover, governing body of Robi gave very short time to organize programs. In case of short notice programs, it was needed to support team members and make a bridge between team and concerned other department's members to eliminate the risk of missing dead line.

Robi give gifts to all its partners, internal-external stakeholders, agencies and regulatory bodies in different cultural and religious festivals. Here, an intern was responsible to ensure proper deliver the event material and gift items to agency and external stakeholder on time.

2.2 Specific responsibilities of the job

Under the supervision of Md. Mostafa Kamal, manager of Company Affairs, I started working at Robi Axiata Limited. My key responsibilities were:

- ✓ Help in the event management activities
- ✓ Communicate with the event-management agency
- ✓ Prepare the event write up/ announcement for employee
- ✓ Prepare the invitees list and distribute the invitation card to external stakeholder
- ✓ Help to make the appointment with external stakeholder
- ✓ Communicate with concern person of stake holder and deliver wishing card/cake/gift items

A brief description of my job responsibilities are stated below.

1. Help in event management activity:

In September 28, 2013 Robi Axiata Limited launched 3.5G in Dhaka and Chittagong as a first privet owned Telco in Bangladesh. Post and Telecommunication Minister Advocate Shahara Khatun officially launched the 3.5G network in the presence of dignitaries from the government and diplomatic corps, at a ceremony organized at the auditorium of the Robi Corporate Office in



the capital. The day was very special for Robi and whole nation because it was our honorable prime minister's birthday. Fortunately I got an opportunity to be a part of this event. I was assigned to welcoming guests and guide them towards right location of the event. I had to monitor ushers whether they are giving gifts to right person. We allocated separate places for distinguished guests to avoid hassles.

2. Communicate with the event-management agency:

Our department was responsible for organizing events for Robi. Sometimes it was really hard for us to organize big corporate events. In that case, we took help of different event management agencies. Events like "Robi family Get Together" and "Farewell party of CXOs" we usually contacted with Asiatic event, Unicom and ADCOMMAD. In those corporate events, event management company/s directly reported to our department. At the farewell event of Robi's ex CEO, Michel Kuener I contacted with Unicom and Asiatic. I maintained liaison with event management agencies and Robi high officials.

3. Prepare the event write up/ announcement for employee

After organizing event, it was needed to post event write up at Robi website. Write ups were based on the content and participants of the events. In all events, it was needed to send mail to all Robi employees, guests and stakeholders. Usually at the eve of the event it was needed to prepare and send announcements. During my internship period I prepared event write up and send mail to all concerns of the event.

4. Preparing the invitees list and distributing invitation cards to external stakeholder:

Invitees' lists were prepared by Niaz Mohammad Siddiqui, manager of Company affairs. Basically I used to categorize the invitees' lists into different categories such as confirmed, tentative, not confirmed, conditional etc. and updated invitees list. I helped to find out contact number and mail address of invitees. I prepared segmented invitees list of "Telecom & ICT key enabler for economic development" which was held on Rose View hotel, Sylhetin 6th September of this year and helped to find out some invitees contact of the 3.5G launching event in Sylhet.



Before an event it was needed to distribute invitation cards to external stakeholders who were invited. I went to FBCCI, Malaysian Embassy, Japanese Embassy, BMCCI and many other places to distribute invitation cards for our event.

5. Help to make the appointment with external stakeholder

As an intern I used to make appointment with external stakeholder of Robi. During different event and activation I fixed appointment with external stakeholders. Usually I contacted with them via phone and mail but sometimes I had to go to their not only their home but also their office.

6. Communicate with concern person of stake holder and deliver wishing card/cake/gift items:

During events, I had to communicate with the stakeholders not only to increase the probability of attending program but also to make them feel that we care and honor their presence. In the eve of Eid-UI- Azha holidays; I delivered corporate gifts to stakeholders. I went to MoPT (Ministry of Post and Telecommunication), BTRC (Bangladesh Telecommunication Regulatory Commission), Ministry of Education and ministry of civil aviation and tourism of Bangladesh along with Niaz Mohammad Siddiqui, manager, Company affairs to deliver corporate gifts. Moreover, I was assigned to communicate with different foreign embassies and honorable Robi advisors on a regular basis.

2.3 Different aspects of job performance:

Corporate Affairs team consisted of four members. Among four members, three members were permanent and one member is intern. Basically an intern had to do all the works given by the other members of the team. As a part of my work I had to do a part of stakeholder database management, event management and invitee management.

Usually manager of stakeholder database management was responsible for managing the entire database. My job was to find out potential guests' profile and update database when needed. For example- we all knew that after a certain time period, Foreign Investors' Chamber of Commerce and Industry (FICCI) executive committee would change. Whenever the changes came it was to



update the FICCI executive committee members' profiles. Like FICCI I had to update profile of BMCCI, BTRC, Ambassadors, FBCCI and Robi advisory board profile.

Indoor-outdoor seminars, workshops, events and activations were monitored by another manager of Corporate Affairs. As an intern my responsibility was to assist him in planning while organizing programs, monitoring whether vendors had supplied required materials or not and preparing a draft of event write up. In addition to that I had to monitor and supervise all the ushers of the events. I was closely assist in the event of launching 3.5G in Dhaka and Chittagong.

Vice president or head of Corporate Affairs monitored all the tasks that were given to Corporate Affairs but specially, he was responsible for invitee management. As a helping hand of his work I had to fix appointment of the chief guest and other invitees, giving them reminder and mailing all concern departments for the particular event. I was also responsible for distributing corporate gifts for all the invitees. During short call events I had to prepare proposal and invitation letter for the guests. Regional seminars like ICT farmer and ICT- The key enabler for economic development I had to collect related articles of the topic and prepare background write up of chief guests for VP's introduction speech. On 16th December,2013, where Robi along with mass people of Bangladesh successfully broke gunnies world record by making largest human flag, I had to communicate will all participant schools in order to ensure the presence of adequate people.

2.4 Critical observations and recommendations:

This is really hard to recommend something for such an organized and reputed organization like Robi but I have got something to recommend. Robi might have smoother operation and execution if it could lend an ear to these recommendation. However, critical observations and recommendations are stated below:

- Corporate Affair department's responsibility is to organize events, stakeholder management and ensuring commercial freedom by shaping stakeholder's mindset. These huge responsibilities are taking only four members-One Vice president, two managers and one intern. Robi should engage more personnel in order to make department more efficient.



- We know after 3G auction, Robi first launched 3.5G simultaneously in Dhaka and Chittagong but marketing department and technical department failed to respond immediately after the inauguration. The most vibrant competitor GP took the advantage and started operation with inauguration. Thus it got more response than Robi. Robi failed to take the first mover advantage here just because there was no smooth cooperation with marketing and technical department. Corporate Affairs is biased about taking the first mover advantage but it does not analyze whether other departments are ready to support them.
- There is no doubt that all the members are friendly and an intern feels comfortable while talking with permanent employees. But here interns don't participate while planning for an event. I believe this is more important in Corporate Affairs because without intern they have only three other members. In addition to that an intern is usually a fresh graduate he/she might have generated some effective and fresh idea/s which might make the event more professional and even catchy.
- Attendance sheet of an intern is monitored monthly. As a result, most of the intern cheats with the leave/s he/she has taken. They do not take work seriously and try to escape from work. If authority could check enter and exit time and count leave/s that would be more effective.



Chapter 03

Summary of Robi's Advertising Campaign on Jamdani Industry

The advertising campaign of Robi on Jamdani industry was on air on April 22, 2012. The campaign contains three advertisements. Robi had given the responsibility to make the campaign and media buying to Mediacom limited. The campaign successfully represented the brand name, theme, color and slogan. The plot of the advertisement campaign was the thousand year's heritage of Bengali culture which is Jamdani industry. Target market, segmentation and positioning of brand name were quite accurate with the campaign. Most importantly the campaign was able to prioritize customers' preferences on Robi by supporting its Unique Selling Proposition (USP). The campaign used all the possible media but it focused mostly on TVC. Though there were lots of people pouring over social media at that time, buying from social media and giving an ear to brand promotion was not that much trendy. As a result, Robi gave less attention to social media and focused mainly on TV channels, Radio channels and newspapers. The effect of this campaign was a successful one for Robi as it was able to boost sagging sales volume and increase market share. The campaign created inherent drama and followed all the approaches of advertisement. Market of Telco companies was very competitive like today. Keeping this on mind advertiser chose Poet style, which emphasized on artistic or aesthetic value and originality, in order to tap customers' sentiment and was able to pull customers towards company.

**Main objectives:**

The main objective of this report is to understand different aspects of advertising of Robi Axiata Limited.

Specific objectives:

By going through the report we can identify the need of advertisement to attract and retain actual and potential consumers. some specific objectives are given below,

- ✓ To learn how advertisement campaign works as a sales booster tool.
- ✓ Learn how to maintain and strengthen relations with the consumers through advertisement campaign.
- ✓ Learn what kind of steps or activity the managers take to make an advertisement campaign successful.

Scope:

On this paper I am only considering the promotional campaign building of Robi Axiata Limited on Jamdani industry.

Methodology:**✓ Secondary data:**

I directly contacted with the employee, marketing managers and Vice President.

✓ Primary data:

Some more data I collected from the official website of Robi Axiata Limited.

Limitation:

As I was an intern, the company did not provide me the all informations. For that reason, I was unable to cover all the information. I did not have access to the all managers of Robi Axiata Limited as I worked only one department. Though there were several barriers in gathering information to prepare the whole report, hopefully I managed to overcome those and prepared the report with all my best possible efforts.



3.1 Introduction:

Advertising campaign of Robi on Jamdani industry contains three advertisements. The first advertisement titled “Ebar hobe” showed how a youngster changed the traditional business of jamdani using Robi connection. At the beginning of the advertisement we had seen in a village meeting, villagers were talking about the falling trend of Jamdani sarees. They thought very few people of urban areas preferred wearing Jamdani sarees. Then the youngster gave an idea about attracting foreign buyers. Villagers were not convinced at his opinion and made fun of him. Even his father was dissatisfied on his thought about promoting Jamdani abroad. But the youngster did not lose his hope. He started working with full enthusiasm along with some villagers. By using Robi internet he got an idea about foreign fashion trend. He along with other people started making fashionable cloths using jamdani fabrics. Again by using Robi internet he uploaded all the designed cloths and attracted foreign buyers. After that he found foreign buyers in his Jamdani boutique house named “Shuhash Jamdani Ghar”. The last part of the advertisement showed Shuhash Jamdani Ghar participated in a fashion show and got huge response.

The second advertisement was in same title. It was the sequence of the first advertisement. Here, the advertiser showed how “Shuhash Jamdani Ghar” attracted urban female consumers. In that advertisement, a woman was buying jamdani from Shuhash Jamdani Ghar and her daughter was waiting outside of that boutique house. Her daughter entered boutique house as street children of village bothered her. When she entered Shuhash Jamdani Ghar, she was amazed by the designed Jamdani sarees and Kameezes made from jamdani fabrics. This advertisement also mentioned about Robi prepaid packages in the end.

The third advertisement was about Robi’s mobile advertisement. At the beginning of this advertisement it showed a village tea-stall boy was tired on showing the address of Shuhash Jamdani Ghar. The owner of the tea-stall was amazed by this and went to Shuhash Jamdani Ghar. He asked how the owner of Shuhash Jamdani Ghar attracted a large number of customers. The the owner of the Shuhash Jamdani Ghar talked about the mobile advertisement Service of Robi.



3.2 Market Segments:

| Market Segments | Variables | Concentration |
|------------------------|------------------|--|
| Demographic | Age | 15-60 years |
| | Gender | All genders |
| | Religion | Irrespective of Religion |
| | Nationality | Bangladeshi |
| | Race | Irrespective of Race |
| Geographic | World Region | Asia |
| | Country | Bangladesh |
| | Cities | Reach out both urban & rural area |
| | Density | High |
| | Climate | Applicable for all climates |
| Psychographic | Social Class | Lower Class ,Lower-Middle Class, Middle Class, Upper Middle Class& Upper Class |
| | Lifestyle | Urban , Rural & even far villages according to consumer preferences |
| Behavioral | Benefits | Quality |
| | Loyalty Status | Strong due to brand value |



3.3.1 Target Market:

Target group or target market for the first and second advertisements of this campaign was all the people of Bangladesh ages from 15 to 60 who use mobile phone.

Here few facts were considered:

- ✓ Life Expectancy of the people of Bangladesh is 60.25 years
- ✓ The Nielsen 2011 Media and Demographic Survey found that 66% of all individuals aged 15 years and above owned at least one mobile phone with an active SIM.
- ✓ People between the ages of 15 years -64 years are 63.7% of the total population.

The market size is huge in nature if we consider the profit associated with the market. So, the need for TVC is undoubtedly feasible.

Target group or market for the third advertisement of this campaign was mainly entrepreneurs who need mobile advertisement for their respective consumers but to ensure better utilization it was instructed to circulate the advertisement through all possible media in order to give reminder to consumers.

3.3.2 Target Market Strategies:

Robi followed undifferentiated (mass) marketing strategy or market coverage strategy in the first advertisement of this advertising campaign. The advertisement did not talk about any particular package or packages of Robi. Rather it talked about a common need of talking with people and got connected with internet by using Robi connection.

The second advertisement promoted various service offerings offered by Robi to its consumers. According to the usage pattern of consumers they can choose any of the packages Robi offered. For example- Consumers who preferred to talk more with one special would number they could choose “Shorol” as it offered 5 paisa/ 10 seconds to that special number. Consumers who preferred to talk less could use “Muhurto” as it has 1 second pulse; 1 paisa/ 1 second in Robi numbers and 2 paisa/ 1 second in other numbers. Robi “Goti” could be a preference for those who want flat rate at Robi and other numbers. Robi “Nobanno” and “Shasroyee” could be the best option for those who preferred to talk at special times. Lastly consumers who preferred more Friends and Family (FnF) numbers could choose “Ananna” and who want sudden discount could choose “Hoot Hut”. (See detail in table-1, chapter-1)



3.4 Marketing Mix Element:

A mixture of several ideas and plans followed by a marketing representative to promote a particular product or brand is called **marketing mix**. Several concepts and ideas combined together to formulate final strategies helpful in making a brand popular amongst the masses form marketing mix. It also refers to the set of marketing tools that the firm uses to pursue its marketing objectives in the target market. There was no specific marketing mix for the first advertisement. The second advertisement talked about almost all marketing mixes stated at Table-1 of chapter-1 except Damal Samal 22, Uddokta and Easyload, Package-1 and Package-2. The third advertisement promoted mobile advertisement service of Robi.

3.5 Media Plan:

According to Md. Imtiaz Uddin Ahmed, Manager, Media Buying, Robi Axiata Limited, heavy Above the Line (ATL) burst is important to create a buzz to let people know about a new launch. Robi emphasized more on Above the Line (ATL) promotion in comparison to Below the Line (BTL) promotion in advertising campaign on jamdani industry.

Television:

Television was considered the most effective media of promoting the campaign. Robi kept the lion's share of its promotional budget on TVC. All the three advertisements of the campaign ran rigorously through TV media. Robi placed advertisement in almost all TV channels in Bangladesh namely n-TV, R-TV, Channel-I, ATN Bangla, ATN News, Amader Shomoy, Maasranga Television, Bangla Vision, BTV, BTV world and so on. (See questionnaire part in appendix)

Radio:

Radio is a very interactive urban media for the youth, especially who lives in urban areas. It is the most reached media while people are on the way to home, workplace or educational institutions. People who stay up late night on weekends to listens to popular shows like Bhoot FM , khola janala, Valobashar golpo etc. Robi placed advertisement all the FM radios and Bangladesh Betar. (See questionnaire part in appendix)



Billboards:

Robi placed around 450 billboards across the country. (See questionnaire part in appendix)

Print Media:

Robi placed advertisements in all popular the dailies not unfamiliar ones.

Contest:



Robi Axiata Limited and Shanto Mariam University of Creative Technology launched a joint contest for the youth to find out various uses of Jamdani to uphold its culture and heritage as well as preserving it for future on April 17, 2012. (Source: http://www.thefinancialexpress-bd.com/old/more.php?news_id=126895&date=2012-04-17). Robi sponsored that event in order to catch the attention of consumers through media before the advertisements were on air. The news of the event was published in popular dailies.

3.6 Application of IMC

It is quite evident that marketers need to maintain consistency among all the mediums (TV, Radio, Newspaper etc.) they use to convey the message of their products or services to the consumers to avoid confusion. In this case, a core message has to be designed and conveyed to the consumers regardless of the mediums. This phenomenon can be referred to as IMC



(Integrated Marketing Communication). The success will require combination of three disciplines namely:

✓ **Clarity:**

A message that is absolutely clear and easily understandable. Here the message “Jole Uthun Apon Shoktite” which means empowering you was clear to consumers.

✓ **Consistency:**

Ensuring uniformity in the message conveyed. Robi conveyed same message in all the three advertisements of this campaign.

✓ **Maximum communication impact:**

Maximum communication impact is delivering the message in such a manner that it hits the consumers’ minds instantly. All of the three advertisements of this campaign were able to create an appeal among consumers.

In case of Robi, the core message that is conveyed to the consumers was, ‘**Jole Uthun Apon Shoktite” which means empowering you** and it was being used consistently in all the mediums namely television, newspaper, billboards, webpage, facebook and an event of Santa Mariam University.

3.7 Approaches to positioning service or brand:

1. By product or service attributes & benefits:

Robi offered a wide range of service. Customer could easily switch packages without any charges. By recharging particular amount they could switch to particular package.

2. By price/ quality:

Robi’s call rate was lower than its core competitors GP and Banglalink. In addition to that it has better network frequency than that of Banglalink.

3. By use or application:

Robi users can/could use SIM not only for voice call and data packages but also for getting discount. For example- Robi users were getting discount on spending particular amount of money.



4. By competition:

In Telco industry GP was/is the leader and Robi is the market challenger. Robi positioned itself as a low cost quality service provider mobile operator.

5. By cultural symbols:

In this particular Advertisement campaign, Robi focused on thousand years Bengali heritage and that was Jamdani industry.

3.8 How the campaign supported pull strategy:

Pull strategy is pulling or dragging customers towards company's products or services. Pull technique could be highlighting special product or service attribute, free trials, coupons, premiums, contests, sweepstakes, price off deals, refunds, rebates, loyalty programs, point of purchase etc. an advertising campaign could be an effective tool of formulating pull strategy. Here, Robi's advertising campaign on Jamdani strategically pulling customers towards Robi.

Firstly, the advertisement campaign was on Jamdani, which is a heritage of Bangladesh, could attract citizens with patriotic, cultural and social mindset.

Secondly, they showed a successful story of a young man's initiative which would attract youngsters.

Thirdly, they showed how the young man was able to successfully attracted foreign buyers as well as local buyers using Robi internet and Robi mobile advertisement service which would pull customer towards data packages and mobile advertisement.

Fourthly, the campaign would attract that person who wants to be empowered which was almost everybody.

3.9 Robi's role as an advertiser:

Advertising Industry:

✓ Advertisers:

Advertiser is an organization or a company which places an advertisement for their products or services to attract the target customer. Here Robi Axiata Limited was the advertiser who placed an order to make a TVC to ad-making agency "Mediacom".



✓ **Advertising Agency:**

Advertising agency is that organization or company which makes advertisement for the advertisers as a contract basis. Here “Media Com” as an advertising agency who made TVC Concept for Robi Axiata Limited.

✓ **Media & Supplier:**

Agency had managed actor/actress and all other stuffs who better matched with the concept.

What they had done:

✓ **Planning and Co-ordination:**

They planned and coordinated the TVC as a concept TVC which was sent to Robi’s marketing department. Marketing department approved the proposal and thus they made the TVC in a more large scale budget.

✓ **Budget & Administration:**

Since it was a concept TVC the budget & administration process of the advertisement was very significant. Undoubtedly Robi kept a huge budget to successfully go through all the process of advertisement.

Budget & Costing:

To create such a wonderful TVC advertisement making agency had to hire actor/actress, fix spot, manage costume and run the whole set. The budget and cost of the advertisement making agency is very confidential. As a result, I did not get any idea about this.

3.10 Unique Selling Proposition:

USP or Unique Selling Proposition is an idea of providing the consumers with a compelling reason to buy a product which the competitors could not match. Here the clear differentiation is made. USP communicates a distinctive, unique product attributes and benefits so that the brand must have a strong, favorable, and unique association to differentiate itself from other brands.

Three characteristics of USP are given below:

1. Each advertisement provides the consumer with a proposition.
2. The USP should be so unique that the competitors cannot copy or offer.
3. The USP must be strong enough to pull new consumers.



We can say that Robi had been able to establish their unique selling proposition, which was, **“Jole Uthun Apon Shoktite”** which means **empowering you**, was a USP that focuses on the flexibility and ignite the power with foundation. It was completely proven to the consumers that Robi gave them the option to choose any package they liked any time- a range of tariff, SMS and data services. Here customer got wide range of plan to choose that suited best.

The Unique Selling Proposition was unique no other operators gave such flexibility to choose from such a wide range of service offerings

The advertising campaign was strong enough to pull new customer as it had showed how consumers can make difference if they are empowered.

3.11 Advertising Creativity:

This refers to the ability to generate fresh, unique and appropriate ideas that can be used as solutions to communication problems.

In Robi’s advertisement, they used the **‘Poets’** style which emphasizes on artistic or aesthetic value and originality as well. Their ad has the touch of emotion by focusing on our country’s traditional aspects which are vanishing due to cultural hazard and due to globalization.

3.12 Leo Burnett’s Approach:

As a part of major selling idea and also in order to create an effective brand image, they followed Leo Burnett’s approach who said, **“(Inherent drama) is often hard to find but it’s always there, and once found it’s the most interesting and believing of all advertising appeals.”**

In the first advertisement of this campaign, the youngster was very much optimistic about Jamdani prospect but he was disappointed about the comment of other Jamdani producers and his father’s refusal. In addition to that his father was very much annoyed about his staying home for Jamdani. The guy did not give up his hope. He searched various design by using Robi internet and started to work accordingly along with many other people. Consequently his father joined with them and started working. Their designed works were sent to foreign buyers for selling. At last their dream came true as buyer came to visit them and arrange fashion show for their products. There was lots of climax in this advertisement. The emotional build-up at the beginning showed pessimistic point of view and how Robi internet changed their point of view and dragged them toward success was clearly a representation of **“inherent drama”**.

In the second advertisement, a mother was buying jamdani sarees from Shuhash Jamdani Ghar. Her daughter was not interested about it and was waiting outside the boutique shop. Suddenly



some village children started irritating the girl as they were very much curious about the device she was using. With a disturbed mind the girl entered Shuhash Jamdani Ghar but when she saw the boutique kameezes she was amazed. All colorful kameezes and sarees made her delighted. She chose one kameez and requested her mother to buy a saree for him. She was wearing jeans and t-shirt while entering the boutique shop but left wearing kameez. The ups and down of the mental state of the girl and change in dress were a representation of “inherent drama”.

In the third advertisement of the campaign, a owner of the village shopkeeper asked his little boy to stand in front of the shop to call consumers. The little boy smiled every time a car stopped at his shop as he expected some customers but his face turned pale as everybody was asking the address of Shuhash Jamdani Ghar rather than asking for a cup of tea. The shopkeeper astonished at seeing large number of consumers. Then he went to Shuhash Jamdani Ghar and asked owner about the mystery. Then the owner told him about Robi’s Mobile Advertisement service. The boy’s depression of not getting consumers at his tea stall and a sudden accumulation of consumers at Shuhash Jamdani Ghar by Robi Mobile Advertisement were the representation of “inherent drama”.

3.13 David Ogilvy’s Approach:

David Ogilvy’s approach is to focus on brand. Branding is important for any kinds of products. So, in any ad, a company needs to focus on their brand value. Here if we think about Robi’s advertising campaign, then we can observe that in all of their advertisement they provided a story or aspects of interesting phenomena, but at last of part their advertisement they focused on their brand: Robi-Jole uthun apon shoktite.

They focused on their brand in order to compete with the other brands by providing Universal Service Plan, Usage Sensitive Pricing, User Service Plan, User Service Participant, and User Service Profile.

In their Jamdani Campaign advertisement, they provided a story in order to touch the viewer’s feelings or created curiosity among viewers. But at the last part of the advertisement, they focused their brand. As a result, it created positive emotions in the mind of consumers.



3.14 Findings:

Findings of from this campaign are stated below:

- ✓ To make an advertisement campaign attractive it is needed to find out the accurate theme that best match with the time of release. The first advertisement of the campaign was on air in April 22, 2012. Robi tactfully released the advertisement in the month of Bengali New Year. Panjabi and saree are the traditional dresses for the occasion. Advertising campaign based on Jamdani Industry was an eye catchy theme to consumers.
- ✓ If an organization plans to make lots of advertisements based on same theme, it is wise to choose a content which can make a significant impact on consumers' mind for a long time and from which company can produce new ideas for upcoming advertisements of the campaign. Campaign based on Jamdani Industry created significant impact on consumers' mind and as Jamdani Industry is a pride of thousand year's Bangladeshi culture.
- ✓ To make a campaign successful, a company should have a smooth coordination with Above the Line (ATL) and Below the Line (BTL) promotion. Robi arranged a contest named "Jamdani Jadukor" with Shanto Mariam University of Creative Technology on April 17, 2012. This contest got public attention by news broadcasted in TV, Radio, print, electronic and social media. After five days, Robi started giving advertisement in all media which created a significant impact in consumers' mind.
- ✓ One campaign can promote different service offerings. Robi promoted different pre-paid packages, internet service and value added service through this campaign
- ✓ A single minded message should be communicated through all the mediums. The message " Jole Uthun Apon Shoktite" which means "empowering you" had communicated through all the mediums.
- ✓ All the advertisements must support the theme or content and should be understandable to all actual and potential consumers. All the advertisements of the campaign supported the content and were easily understandable to consumers of all ages and classes.



- ✓ A single advertisement of a campaign reminds all the advertisements of that campaign. As a result consumers can recall what had communicated with them in previous advertisement/s. Consumers who saw the last advertisement of the campaign which was on mobile advertisement can easily recall the packages Robi offered to them by previous advertisements.

3.15 Recommendations:

Nothing can be hundred percent accurate. I have found few feedbacks of this campaign from my in depth observations which are given below:

- ✓ The campaign could be more successful if Robi would start giving advertisement in the first week of April, 2012. Generally the excitement of a festival starts few days before the festival. Bengali woman wear saree in Pohela boishakh. So campaign on Jamdani Industry could be more eye catchy if it Robi could make it earlier.
- ✓ Robi could keep famous celebrity in the position of hero in this campaign. The youngster was not that much familiar face in TV.
- ✓ Robi could go for more Below the Line promotion. If Robi started giving advertisement a week before Pohela Boishakh and would be a sponsor of Jamdani fair in Pohela Boishakh, the campaign would create more communication impact.
- ✓ None of the TVC advertisements showed detail about offer. The first advertisement did not talk about any packages. Although the second advertisement mentioned package names, it did not talk about the features of the packages.
- ✓ There was less promotion in social media. Robi could create a photo contest for model of next advertisement in facebook. The prerequisite of contest could be a model must have to wear jamdani saree in that photo which would also support the theme of the campaign.



3.16 Conclusion:

Robi's advertising campaign on Jamdani was one of the successful campaigns of company. To attract more customers and uphold existing customers' positive perception on company's service offering, this advertising campaign played a vital role. The key factors behind the successful footprint of the campaign were the timing, plot, story and inherent drama. The campaign well presented company's Unique Selling Proposition, band name, slogan. In addition to that they strategically used Integrated Marketing Communication Mix. One may argue that Robi had not emphasized promotion through social Medias. However, I believe that they did not totally overlooked social Media. They just gave less attention and focused on those modes of communication where company could create a maximum impact on its actual and potential customers.



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Appendix:

Questionnaire and answers:

I took an interview of Mr. Imtiaz Uddin Ahmed, Manager, Media Buying, Robi Axiata Limited to collect some information about this campaign which are stated below:

1. How many advertisements were included in Robi's advertising campaign on Jamdani?

Answer: Basically there were three advertisements in this campaign.

2. Who was the target group of the campaign?

Answer: Every single consumer who own at least one mobile handset was our target group.

3. But one of the advertisements of the campaign was on mobile advertisement. In that case how every person who owns at least one mobile phone could was target group?

Answer: well. You may think that advertisement targeted entrepreneurs but we not only targeted entrepreneurs but also tried to give reminder about our services to consumers.

4. Did Robi followed Mass marketing strategy or segmented marketing strategy?

Answer: Theoretically our first advertisement followed mass marketing strategy as we did not promote various services we offered. We showed the common urge of using mobile phone to talk with people and get connected with the world of internet by using Robi network. One of our advertisements we talked about different packages we were offering. In that sense we followed segmented marketing strategy, as based on uses pattern one might choose a particular package among all packages we offered. The advertisement which talked about mobile advertisement, surely followed segmented marketing strategy or we can say segmented market coverage strategy.

5. What was the strategy about promoting the campaign?

Answer: We wanted maximum communication impact. As a result we took both Above the Line (ATL) and Below the Line (BTL) strategy. Television is considered the most effective media



and after that Radio, print media, Billboard and social media comes. So we paid more attention on TV and Radio media. We also sponsored different fashion based contest on Jamdani theme in Shanto Mariam University of Creative Technology to get more attention of media.

6. In which TV and Radio Channels Robi gave advertisements?

Answer: Almost all TV and Radio channels in Bangladesh we covered. For Radio channels we gave RJ endorsements which we thought most effective.

7. Were there any particular spots of placing advertisement?

Answer: We placed almost all popular programs of TV and Radio channels. We considered 7pm to 11pm as pick time so we placed more advertisement on those times.

8. Was there any particular strategy for print media?

Answer: Well. We gave advertisements in popular dailies not unfamiliar ones.

9. How many billboard advertisements were placed for this campaign?

Answer: I can't tell you the accurate numbers because this is highly confidential but it was around 450 billboards across the country.