

00189

Internship Program (BUS-499)
Fall-2009

Research Report
On

**An Analysis of Effectiveness of Marketing Communication
Program “ANCHOR KOUTUHOLER PRITHIBY”**

Prepared For

Md. Farhan Faruqui
Senior Lecturer
Department of Business Administration
East West University

Prepared By

Tarnima Saleh
2005-2-10-214

Date of Submission: 27-12-09



EAST WEST UNIVERSITY

An Analysis Of the Effectiveness Of the Marketing Communication Program “ANCHOR KOUTUHOLER PRITHIBY”

**আঁকো কৌতুহল
ঘুরে আসো মালয়েশিয়া!**

Anchor
কৌতুহলের
পৃথিবী

ছোট বন্ধু, এখন প্রতিটি ৪০০ মিলি গ্রাহকার স্যাকের সাথে পাশে একটি স্টেশন বক্স ও একটি স্ট্র। আর সেই স্ট্র অনুযায়ী তোমার কৌতুহল ও কল্পনা এক সফরে, জিও লব মালয়েশিয়া ঘুর আসার সুকী সুযোগ*। ওই সেহি লব করে জেলেই নিচা এসে গ্রাহকার সিঙ্ক-ডেব এক সফরে বাও তোমার কৌতুহলে।

Anchor
মিল্কের
সিঙ্ক-ডেব

Anchor
মিল্কের
সিঙ্ক-ডেব

নিয়মিত স্ক্যান্ডে স্যাকের ডিটেলেক স্ক্যানার দিয়ে স্ক্যান করুন। ছবি শটআউট করুন। বিতরণকারী: সিইউসিএস প্রাইভেট লিমিটেড, বড়ি# ৩৫৪, বোড ল# ২০৭, কলকাতা-১, PIN-৭০০০২৫, মেসার্স: ০৩৫৪-৩৪০০৫২৪।

Letter of Authorization

27 December, 2009

Student

Course: BUS - 499

East West University

43, Mohakhali, C/A

Dhaka-1212

Subject: Authorization of the Research.

Dear Students,

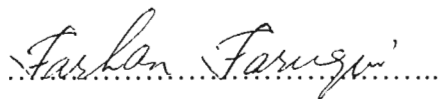
Here is the research on “**An Analysis of the Effectiveness of the Marketing Communication Program ANCHOR KOUTUHOLER PRITHIBY**”, that I am assigning you to do for the partial fulfillment of the Course BUS-499.

You should try your best to prepare this research to be as informative and relevant as possible.

I will be available to help you regarding this proposal.

Best wishes to you,

Signature



Md. Farhan Faruqui

Senior Lecturer

Department of Business Administration

East West University

43, Mohakhali, C/A

Dhaka-1212

Letter of Transmittal

27 December, 2009

Md. Farhan Faruqui

Senior Lecturer

Department of Business Administration

East West University

43, Mohakhali, C/A

Dhaka-1212

Subject: Submission of the Internship Report.

Dear Sir,

I am very pleased to submit the Internship on “**An Analysis of the Effectiveness of the Marketing Communication Program ANCHOR KOUTUHOLER PRITHIBY**” that you have assigned. After finishing the research, I think that I had gather pretty knowledge about the electiveness of the marketing campaign through the research. This research report helped to extent my knowledge and may help in the future.

Thank you, very much for giving me such kind of opportunity to enrich my knowledge. I would like to thank you for your valuable guidance in every problem I found and the precious time that you gave me. I will be available for any further clarification require.

Best Regards

Yours sincerely,



Tarnima Saleh

ID: 2005-2-10-214

Department of Business Administration

Acknowledgement

This report owes a great deal to a number of people without whose help, it would remain incomplete. I would like to thank the Account Directors, Account Managers and Account Executives of “**GREY DHAKA**” for their help and co-operation extended to me. I express my sincerest gratitude to MR. Salauddin Shahed; Account Director, Mr. Masud Parvej; Account Manager, and Faria Ferdous; Account Executive for the account of “New Zealand Dairy” and for their guidance, co-operations and suggestions provided to me in conducting my research project. I also thank Md. Farhan Faruqui, Senior Lecturer, Department of Business Administration, East West University, for his valuable advice, time and suggestions.

Internship Program

I have completed a twelve weeks internship program at “GREY DHAKA” (Client Servicing Department) as partial requirement for fulfillment of the BBA program. The objective of this program is to avail practical knowledge on the job training and to understand the business and corporate environment.

During twelve weeks internship program at “GREY DHAKA”, at the start two weeks were spent on organizational study and rest of the time was spent on the specific project that was assigned to me by my Honorable Academic supervisor. My assigned research project was an analysis on “**An Analysis of the Effectiveness of the Marketing Communication Program ANCHOR KOUTUHOLER PRITHIBY**”

With the help of my supervisor, I designed the research, had an explorative research, prepared the tools (questionnaire), conducted the survey and research, collected data from the respondents, tabulated and analyzed findings and finally prepared the report.

Table of Contents

Chapter-One	1
Agency Profile	1
1. Grey Group	2
1.1 Organization Overview (Grey Worldwide)	2-7
1.2 Grey Advertising Bangladesh Ltd.	8-9
1.3 Grey Dhaka	10
1.4 Departments within Grey	10-12
1.5 When GREY Works for a client	13
1.6 Advertising process between client and GREY	13
Chapter-Two	14
Client Portfolio of GREY Group	14
2. Entire Client Portfolio	15
2.1 Global Clients Portfolio	15
2.2 Clients Portfolio across Asia Pacific	16
2.3 Current Clients Portfolio of GREY DHAKA	17-18
Chapter-Three	19
New Zealand Dairy Bangladesh Limited	19
3. Overview of the Client's Company	20
3.1 Company at a Glance	20-22
3.2 Mother Company (Fonterra at a glance)	22
3.3 FONTERRA's Connection with New Zealand Dairy Products	23
3.4 Institutes that Trust New Zealand Dairy Products Bangladesh	23-24
3.5 Total Products / Brands	24
3.6 Portfolio of Anchor	25
3.7 Anchor around the World	25

Chapter-Four	26
Introductory of the campaign of “ANCHOR KOUTUHOLER PRITHIBY”	26
4. Planning of Anchor CP	27
4.1 Introductory Plan of the Consumer Promotion	27
4.2 Execution of the Campaign Plan	28-29
Chapter-Five	30
The Research Part	30
5. Research Proposal, Data Analysis & Findings	31
5.1 Background	31
5.2 Objective of the Study	31-32
5.3 Problem Statement	32-33
5.4 Research Hypothesis	34
5.5 Scope of the Research	35
5.6 Type of Research Undertaken	35
5.7 Sampling Plan	35
5.8 Limitation of the Research	35
6. Data Analysis Results & Findings	36
6.1 Demographic & Socio-economic Factors Analysis	36-39
6.2 External Factor (Group Influence) Analysis	40
6.3 Learning about Anchor Analysis	41
6.4 Awareness of Campaign Analysis	41-43
6.5 Behavioral Component Analysis	43-45
6.6 Reliability Test of the Independent and Dependent Variables	45-46

6.7 Hypothesis Testing	47-49
6.8 Regression Analysis	49-51
Chapter-Six	52
Recommendation on Findings & Conclusion	52
Recommendation	53-56
Conclusion	57
Chapter-Seven	58
References & Questionnaire	58
References	59
Questionnaire for “Anchor Koutuholer Prithiby”	60-63

Executive Summary

This is internship report has been prepared in partial fulfillment of requirements for the degree of Bachelor of Business Administration. So I am doing a Marketing Research where I have decided to find out the factors that reflect the effectiveness of the marketing campaign “Anchor Koutuholer Prithiby”. The report has got seven chapters. Bangladeshi market has grown in recent years, and to compete in that competitive market most of the country’s top ad agencies are now affiliated indeed most of the country's top ad agencies are now affiliated with international agencies. Because of, increasing of extreme competition in business environment, these affiliations as part of a business strategy and said such affiliation is lucrative for both sides, as foreign agencies are eager to operate in local market and at the same time, the local agencies are getting multinational clients. As an intern of Grey Advertising Bangladesh Limited, I worked in its Account Servicing department where I was working under the supervision of one group. To know better about the industry I worked on one marketing communication program of “**Anchor Koutuholer Prithiby**”, that is a consumer product of **New Zealand Dairy Products Bangladesh Ltd.**, so that I can have a practical experience on the work of ad agency. Actually, Anchor milk powder has a matured platform on global market as “**Proven Nutrition**”. In Bangladeshi market, the company wanted to come up with new platform with the new pay off line “**Bere Uthuk Koutuhole**”. Therefore, on mid of this year they came with Anchor Thematic promotional campaign as a continual basis to establish that platform and to compete the dairy market in Bangladesh. Through Grey ad firm, they executed their thematic campaign and after that to achieve the short-term sales **New Zealand Dairy Products Bangladesh Ltd.** planned a Consumer Promotion Campaign “**Anchor Koutuholer Prithiby**”. Through this research I had tried to analyze the effectiveness of this marketing campaign through survey, data analysis and findings. I tried at best to provide some suggestions that could make the marketing campaign “**Anchor Koutuholer Prithiby**” more effective.



Chapter-One

Agency Profile (Grey Advertising Bangladesh & Grey Global Group)

1.1 Organization Overview: Grey Worldwide

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

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

GREY WORLD WIDE

GREY WORLDWIDE is one of the ten largest advertising agencies in the world, with offices in 91 countries. Grey develops highly creative solutions to marketing problem on a worldwide basis. Its service includes brand positioning; brand planning; creative development; and production. It is also planning to elevate a new generation of management.



MEDIACOM

MEDIACOM with offices in 80 countries is one of the world's largest and most respected media service companies. It brings media solutions that build business for a wide range of local, regional, and worldwide clients. With \$10 billion in global billings, a commitment to strategic insight, total communications planning, tactical media brilliance and tough but creative media negotiating, MEDIACOM provides unsurpassed value in today's chaotic media marketplace.

GREY DIRECT

GREY DIRECTS is leading global marketing Services Company for businesses that market to individuals and other businesses. Grey Direct provides to its clients; direct marketing solutions (for the analog world), Electronic direct marketing support (for the digital world); database optimization & implementation; and aggressive sourcing and print production management.

GCI

GCI is one of the world's largest global public relations, recently named Agency of the Year by a leading industry journal. GCI has expanded traditional services into an ever-widening group of practices, including brand marketing, corporate affairs, healthcare technology, change management, and financial relations.

GREY HEALTHCARE GROUP

GREY HEALTHCARE GROUP is one of the world's largest health care marketing agencies. It provides education, consulting, advertising, public relations, on-line patient relationship, and physician loyalty programs for pharmaceutical and healthcare industries. With Grey, it also provides seamless professional and consumer branding and marketing communications for global & local clients.

G2

G2 is a global integrated marketing communications company specializing in brand design, and development across many disciplines, including identity, design guidelines, packaging, collateral, sales promotion, point of sale and environmental design. This new network offers



Creative solutions outside traditional advertising. G2 has expanded the brands of such clients as Procter & Gamble, Krups, New York Lottery, Individual.com, Panasonic, Topps, Intevo, Cannon, Jackson Hewitt, Royal Mail, autobytel.com, and British American Tobacco. It is growing in International capabilities and currently services Clients in twenty-four countries outside the United States.

APCO

APCO Worldwide is the leading global communications firm specializing in public affairs and major corporate issues, including issues management, litigation support, and communications regarding mergers, and acquisitions, government relations, corporate positioning, strategic Philanthropy, community relations, and general issue communications. For the past two years, APCO has been recognized by the industry as Agency of the year in the field of Issue Communications.

GREY INTERACTIVE

GREY INTERACTIVE is one of the world's largest global full services Internet and marketing networks. In over 20 countries, it serves clients with a single offering: full-interactive market services in support of business and brand building. These include web site development, e-commerce, Internet Advertising, research, consulting and relationship marketing. Its global business model is distinctive in the Internet arena today.

BEYOND INTERACTIVE

BEYOND INTERACTIVE is a full- service interactive marketing agency specializing in customer acquisition and customer retention. BEYOND INTERACTIVE focuses on increasing its client's exposure and maximizing the lifetime value of their customers through interactive marketing. It develops marketing strategies and executions to promote existing sites and traditional brands. Its goal is to increase the effectiveness and return on investment of its clients' interactive marketing efforts.



J.BROWN/ LMC GROUP

J.BROWN / LMC GROUP are the leading co-marketing agency in the U.S. It helps companies leverage marketing budgets through retail partnerships. The result is stronger merchandising, consumer impact and brand equity communication. It also offers products & technology demonstration and sampling programs, and through LMC, adds value to local radio programming.

G WHIZ

G WHIZ is an integrated multi disciplined marketing company. It is a full service-advertising agency with a rich heritage in building brands, managing entertainment properties and marketing leisure activities. Specializing in understanding the youthful mindset of today's consumer, it offers advertising and media services: Internet & interactive content; promotion; consulting & brand planning for Kid –oriented entertainment – related products and services.

GERY ALLIANCE

GREY ALLIANCE builds bridges of partnership that provide solutions and create opportunities. It is a partner company of GREY GLOBAL GROUP, one of the largest full service communications agencies in the world with a broad client roster boasting major entertainment properties, talent and consumer brands. Alliances have developed a strong network within a vast array of industries that has allowed us to create strategic partnership that builds business. From guerilla marketing to product placement, new media, and promotions to strategic partnerships and production, Alliances build the bridge.

WING LATINO GROUP

WING Latino group was formed in 2000 by the merger of Grey Global Groups US Hispanic marketing agencies. FOVA, and its Puerto Rico-based agency, West Indies and Grey. The new company is one of the largest Hispanic Marketing Companies in the U.S. and Puerto Rico and provides full service capabilities in advertising, media, research, merchandising, promotions, direct marketing, interactive & public relations for major companies.



GERY DIRECTORY MARKETING

GDM specializes in yellow pages and other specialized directory media. One of the top ten companies in its industry known for its disciplined marketing approach and media innovations, GDM pioneered the use of metered testing and other tools to measure their clients' return on investment from the medium.

VISUAL COMMUNICATIONS

VISUAL COMMUNICATIONS GROUP (VCG) specializes in investor and marketing communications. The investor communications group develops strategic and designs creative media for IPO road shows, investor conferences, annual reports, and investor relations Web sites.

ERICSSON FINA

It is a new comprehensive creative resources dedicated to building beauty, fashion and image brands, such as Cover girl, Hugo Boss Fragrances and Pantene.

Global Resources: A Rich Total Communications Company





Global Network: Global Reach-Local Touch. 121 Offices, 116 Cities, 94 Countries



Americas

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

Europe, Middle East & Africa

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

Asia Pacific

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



Grey Advertising Bangladesh

1.2 Introduction of the Organization

Grey Advertising Bangladesh Limited is one of the leading advertising agencies in Bangladesh. According to the AD age (An International advertising magazine) Grey is the third largest ad agency in Bangladesh in term of annual revenue.

Grey Advertising is one of the newest ad agencies as well. Started in 1996, Grey has been able to strengthen its market position strongly – thanks to its multinational experience and ‘Global’ approach to business. A Grey Global Group Inc, USA company, Grey has one of the most exquisite portfolios in the country. The major clients are British American Tobacco Bangladesh (BAT), Procter & Gamble (P&G), Glaxo SmithKline (GSK) Vaccination, GSK Consumer Health Care, Philips Lighting, Lafarge Cement, City Cell Digital, Novartis, Dhaka Bank, Gallery Apex, International School Dhaka, Pacific motors, Shark Energy Drink, Igloo, Coca-Cola, Siemens, Aarong etc. It is worth mentioning that P&G, and GSK are all global partners of GREY WORLDWIDE. The only multinational Ad Agency in the country, Grey has proven its worth over past few years. Managed by the professionals having proven track record, Grey maintains one of the smallest workforces to run its multi-million taka operations. The creativity of Grey in Print & TV media has been undisputed. The perceptive, smart creative professionals’ work for selling quality work with less priority to quantity of work has been a trend of Grey across the globe. The Media department of Grey is not far behind. A very small party of professionals working in the Account Management department runs the operations and management of the company. Graduates from the reputed business schools of home & abroad, these young managers flourish to reach the very best. The work environment of Grey Advertising is another example of its classy, multinational atmosphere. The well-decorated, smart officer floor is equipped with latest technology like, LAN and Internet. The company is a true believer of youth and enthusiasm. Inherited from the parents in New York, USA, Grey Advertising always attempts to learn the newest way of doing business. Grey advertising is the first ad agency in Bangladesh to buy a spot in a local web portal for one of its clients. The commitment to technology continues as the company is looking forward to set up a separate wing – Grey Interactive, the worldwide Grey concern concentrating on the Internet advertising and other forms of digital communication. Grey Advertising Bangladesh is the second largest

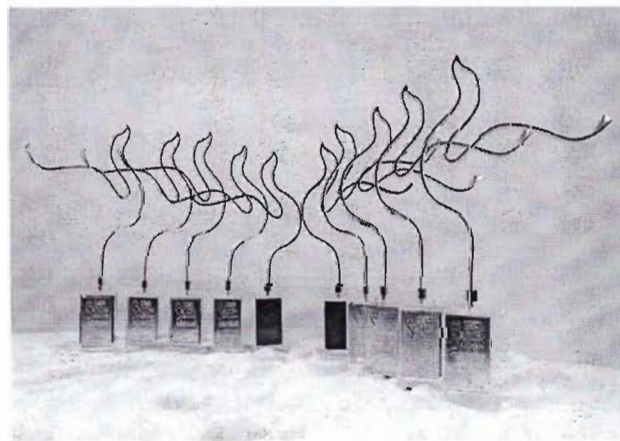


buyer of print medium of Bangladesh and one of the leading ones in TV medium. Besides these, there are few success stories of Grey Advertising Bangladesh like; the achievements are:

- ✓ 1st Bangladeshi AD Agency to win an Effie Award



- ✓ Grey Bangladesh won the ‘International Media Exchange Award’ for its GSK Vaccination advertisement;
- ✓ It had the recognition and the fame of achieving “Agency of the Year” from the year 2003 to Year 2007 and was the– the most prestigious global effectiveness award. The achievements are:



Agency of the year – 2007, 2006, 2005, 2004, 2003



1.3 GREY Dhaka

Grey Advertising Bangladesh Limited is one of the leading advertising agencies in Bangladesh. According to the AD age (An International advertising magazine) Grey is the third largest ad agency in Bangladesh in term of annual revenue.

1.4 The Departments within GREY

There are basically five departments in GREY. One of them work around the production of advertisement and other ensures smooth functionality of the organization. In the following figure all the departments of GREY are discussed below.

The mission of these departments is to produce quality advertisements for their clients. As a result, the advertisements should meet the clients requirements, make sales, build good brand image, create awareness, and to leverage the firm's revenue.

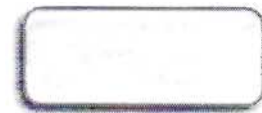
- **Client Services Department**

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

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

- i. Effectiveness of the campaign
- ii. Market control of the subject product
- iii. Customer reaction about the product or the marketing campaign
- iv. Finding out the reasons that makes a product fails to have more sales or gain more sales.
- v. Market background of the product

This information helps GREY authority to take decisions like



- i. Whether GREY will work for the client or not
- ii. What type of promotional campaign is needed to meet the client need and to help develop the market condition?
- iii. What was the success of the campaign?
- iv. What change is needed in the campaign?
- v. What changes are expected by the buyers in the product? Etc. and more other things

Based on different situation and needs of the agency's clients.

- **Media Department**

Now a day number of full service agency is getting lower and lower every day. GREY is one of the few full service agencies in Bangladesh. That's why they have to select the media they are going to use to publish or to broadcast any certain advertisement. The media department, GREY finds out the most profitable way through the combination of coverage, cost and product type to air the advertisement. The media department also finds out the programs that a client can support. Media timing is also one of the important functions of the media department. The media selection method is a little bit hard-hitting here in Bangladesh. In case of TV broadcasting media, the important factors considered by the GREY are:

- i. Coverage of the network
- ii. Type of product
- iii. Cost
- iv. TRP rating (In case of sponsorship, agencies follow a rating called television rating point, TRP.)

And, In case of Print Media selection, the important factors are

- i. Type of the news paper or magazine
- ii. Circulation
- iii. Cost



- **Creative department**

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

- i. Developing theme for a TV commercial
- ii. Developing headlines, sub-headlines and body messages for an advertisement to be printed on papers.
- iii. Designing the look of the artists in a commercial
- iv. Visualizing the idea
- v. Preparing jingles
- vi. Finalizing layout
- vii. Supporting the Account executives to meet the clients need. Besides these, Adaptation of foreign ad ideas according to the instruction by the client in case of multinational advertisement.

- **Finance department**

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

- **HR department**

This department helps to find out the best people, who can suits with this organization. This department also motivates the employees in various ways. Their major roles are: Recruiting of new employees, To observe Training and Development of the interns are going in a good way, Compensation, employee benefit, leave and service rules program and upgration, Placement and

performance appraisal of employees, Preparing related reports and Reporting to the Executive Committee/ Board on related matters



1.5 When GREY Works for a client?

There are certain conditions that are pre requisite that GREY will be working with the Organization/Clients. Some of those are;

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

1.6 Advertising process between client and GREY

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

- ✓ Understanding Clients Problem Internal Briefing by Account executive
- ✓ Planning the campaign
- ✓ Reaching presentation
- ✓ Final Approval Presentation (Client's presentation)
- ✓ Achieving censorship certificate
- ✓ Producing the advert(s)
- ✓ The campaign appears
- ✓ Controlling



Chapter-Two
Client Portfolio of GREY Group



Entire Client Portfolio

2.1 Global Clients Portfolio



CLAIROL



COVERGIRL



Wyeth

BOSS
HUGO BOSS



Sensodyne

DIAGEO



2.2 Clients Portfolio across Asia Pacific



WRIGLEY



DIAGEO

Wyeth





2.3 Current Clients Portfolio of GREY DHAKA

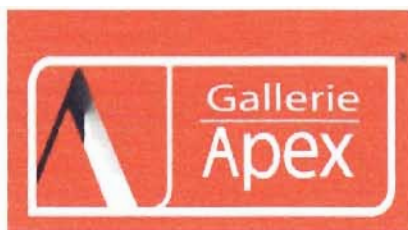
Beauty/Personal Care



Telecommunication



Retail



Consumer Products





Transportations



Financial Institutions



Media



Others





Chapter-Three
New Zealand Dairy Bangladesh
Limited

New Zealand
Dairy



Overview of the Client's Company

3.1 Company at a Glance

New Zealand Dairy proud of its roots. Year after year, their farmers in New Zealand work with the land and their cows to bring quality milk to millions of people around the world. They have passed their farming expertise down through the generations, keeping alive the time-honored traditions that have captured New Zealand to the forefront of the global dairy industry.

“PURE MILK STRAIGHT FROM THE LAND OF PURITY”



New Zealand Dairy Products Bangladesh Ltd. is a ISO 22000:2005 (Food Safety Management System) certified company

NEW ZEALAND DAIRY, its' **vision is “to lead in dairy”**. Within that context it provides people with the products that contain the nutritional elements vital for a healthy active life. To achieve that vision the company intends to delight consumers through dairy products that are nutritious, innovative, and taste great. NEW ZEALAND DAIRY employs people who clearly understand their accountabilities and are achievement-orientated and consistently demonstrate outstanding performance. NEW ZEALAND DAIRY PRODUCTS BANGLADESH LTD. was registered and incorporated in 1992. Today's one of the biggest milk powder importers and marketers of Bangladesh. It has business worth an average of US\$ 35 million per annum. It employs around 122 people permanently and 150 people contract basis, which are directly connected with their operations. The Company's existing products grow through innovation and renovation while maintaining a balance in geographic activities and product lines. Long-term



potential is never sacrificed for short-term performance. The Company's priority is to bring the best and most relevant brands to people, wherever they are, whatever their needs, throughout their lives, in their terms – **'Dairy for Life'**. Brands Like: Anchor, Anlene, Prolene, Diploma, Red cow and Farmland are bringing a top FMCG company image.

VALUES

The following behaviors are keys to NEW ZEALAND DAIRY becoming a top FMCG Company. They do not cover all of the behaviors required to be effective in their role, but have been chosen as priority behaviors – as they seek to become more innovative, more customer/consumer and brand centric. These behaviors are –

Fast	Energetic, speed to market and innovative
Focused	Customer, consumer and brand centric
Forward Thinking	Building a strong business for the future

Milestone

New Zealand Milk Bangladesh Limited started its operation in Bangladesh since 1992 as fully owned subsidiary of Fonterra Co-operative group of New Zealand.

Pre 1991

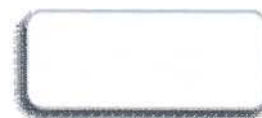
Local agents were representing Fonterra brands of New Zealand Dairy Board.

1992

New Zealand Milk Products Bangladesh Ltd. (NZMPB) was registered and incorporated in Dhaka.

1994

NZMPB went on production.



2002 – 2004

NZMP operated under 100% foreign ownership.

2005

Company changes its name to NEW ZEALAND DAIRY PRODUCTS BANGLADESH LIMITED and started operating under 100% local ownership.

3.2 Mother Company (Fonterra at a glance)



Dairy for life

Fonterra Co-operative Group Ltd is a leading multinational dairy company, owned by 11,600 New Zealand dairy farmers. They are the world's largest exporter of dairy products, exporting 95 percent of their production. Fonterra's global supply chain encompasses their shareholders' farms in New Zealand through to customers and consumers in 140 countries. Collecting over 13 billion liters of milk a year, they manufacture and market over 2 million tones of dairy products annually, making them the world's leader in large-scale milk procurement, processing and management. Its' ingredients business is the largest dairy ingredients operation in the world, manufacturing and marketing more than 1,000 ingredient products to the international food industry under the brand.

World's best dairy brands from Fonterra are:

Anchor, Anlene, Annum, Mainland, Chesdale, Fern leaf and Tip Top



Anlene

Annum



3.3 FONTERRA's Connection With New Zealand Dairy Products

Bangladesh Limited

New Zealand Dairy Products Bangladesh Limited is the brand custodian for Fonterra brands in Bangladesh. They market the world's best dairy brands from Fonterra under license agreement with Fonterra group. Their single source of ingredients for Fonterra brands is Fonterra group itself. They share their marketing policy, brand strategy with Fonterra group at Singapore hub office. Singapore brand team reviews all their marketing plan and brand strategies. It strictly follows the quality benchmark recommended by Fonterra group. Mr. Henry Heng is Business Development Manager of Fonterra, Singapore. He is looking after Asia Pacific region and he catalyzes the brand info among the regions. Recently he joined one of our SCR events “**Anlene Naree Shakti Shommanona**” here in Dhaka in November 2009. Every footstep our brands cover is under supervision of global brand team.

In Bangladesh, Our brands are available at 42 super stores besides the retails outlets under national coverage.

3.4 Institutes that Trust New Zealand Dairy Products Bangladesh

Limited

- Scholastica
- Dhaka Club
- Hotel Sonargaon
- Hotel Sheraton
- Lake Shore
- H. Washington
- IDLC
- Helvetia
- Hotel Purbani
- Hotel Westin
- BOC
- American Club
- Swiss Bakery



- Advance Properties
- Merchants
- Square Hospital

3.5 Total Products / Brands

The company markets its brands of FONTERRA from New Zealand and BONLAC from Australia.

FONTERRA BRANDS

- ANCHOR – full cream milk powder



- ANLENE – low fat hi-calcium milk powder



- PROLENE – non fat milk powder



BONLAC BRANDS

- DIPLOMA – full cream milk powder
- RED COW – full cream milk powder

OWN BRAND

- FARMLAND – full cream milk powder





ANCHOR FULL CREAM MILK POWDER

3.6 Portfolio of Anchor

Since its beginnings in 1886, Anchor has been an iconic New Zealand brand, synonymous with milk and dairy innovation. Over 120 years later ANCHOR is still focused on innovation and has grown into a leading dairy brand across the globe. It has a strong presence in New Zealand, Sri Lanka, Mauritius, Asia (including Philippines, Malaysia, Singapore and Taiwan), the Middle East (including Saudi Arabia, UAE and Bahrain) and the Pacific. In Malaysia, Singapore and Taiwan, ANCHOR is known as FERNLEAF. Specializing in nutrition for the whole family, ANCHOR provides close to 24 million servings of dairy each day through a range of products that include powdered milk, ready-to-drink milks, yoghurts, cheeses and butter. The Anchor Institute, an international network of dairy and nutrition experts that conducts and supports dairy nutrition research to improve the health of families around the world, provides ANCHOR's nutrition credentials. It strives to develop new, nutritious and high-calcium dairy products that contribute to a healthy, balanced diet. ANCHOR believes good nutrition starts with children. Anchor's improved formula contains IMUCARE™. (*IMUCARE™ enhances the immune system and stands as protection against the common childhood sickness.*)

3.7 Anchor around the World

Anchor is known as Fern leaf in some markets. Since 1886, when the brand was first launched, Anchor has grown beyond New Zealand and into the homes of families around the world, providing close to 24 million servings of dairy a day. Today, Anchor is a leading dairy brand across the globe with a strong presence in: New Zealand, Sri Lanka, and Mauritius, Asia (Philippines, Malaysia, Singapore, and Taiwan), The Middle East, and The Pacific

Chapter-Four
Introductory of the Campaign of
“ANCHOR KOUTUHOLER PRITHIBY”



4.1 Introductory Plan of the Consumer Promotion

As the Bangladeshi market has grown in recent years, and to compete in that competitive market most of the country's top ad agencies are now affiliated indeed most of the country's top ad agencies are now affiliated with international agencies. Because of, increasing of extreme competition in business environment, these affiliations as part of a business strategy and said such affiliation is lucrative for both sides, as foreign agencies are eager to operate in local market and at the same time, the local agencies are getting multinational clients. But it is not just in size that the Bangladeshi market has developed. The country is now producing talented professionals able to hold their own on the international stage. Grey Dhaka, a global partner of Grey international, won an Asia Pacific Effie award, in February for its successful campaign for Nokia, the world's number one mobile handset maker. Not only have that, there been other examples of attempts to promote international brands by Grey Dhaka. Recently they accomplished the marketing communication program of Anchor that is consumer product of "New Zealand Dairy Products Bangladesh Ltd.". The plan of the campaign "ANCHOR KOUTUHOLER PRITHIBY" came, as the company was trying to re-launch its new platform for Anchor Milk Powder in a new platform in local market as "Grow with your Curiosity". Therefore, it described its marketing plan and thinking to Grey Dhaka to compete the dairy market. Therefore, Anchor thematic campaign executed on the month of July, 2009 as continual project. Then, the particular client of Grey expected to increase their short term sales through a promotional marketing campaign with the attribute of "Emu-Care" as Anchor specialty milk.



4.2 Execution of the Campaign Plan

Anchor CP (Koutohler Prithiby)

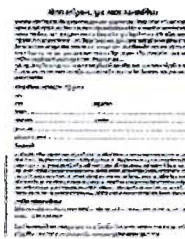
Drawing kit free with 400 gm Anchor pack (Persuasive tool)



Competition Modality of the Marketing Campaign

With every 400gram pack of Anchor

- There will be a form with contact info
- There will be a story written in the form
- Based on the story in the form, entries will be asked whereby the theme would be **“Draw your curiosity/imagination”**



- Three esteemed panel of judges from the field of art and culture will shortlist twenty drawings
- Shortlisted participants will be taken to Lauachara

- Based on a visit to the forest
 - A jungle theme based drawing competition will be held
- 10 drawings will be selected
 - One winner will be sent to New Zealand
 - The rest will be awarded education scholarships
- Or Grey will go regional first and then in the main competition part, if budget permits.

Anchor CP Media Tools

TV Commercial

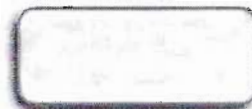
Press (Newspapers & Magazines)

Billboard

Radio Commercial

POSM Materials





Chapter-Five
The Research Part
(Research Proposal, Data Analysis & Findings)



Research Proposal, Data Analysis & Findings

5.1 Background

As an intern of Grey Advertising Bangladesh Limited, I worked in its Account Servicing department where I was working under the supervision of one group. To know better about the industry I worked on one marketing communication program of “**Anchor Koutuholer Prithiby**”, that is a consumer product of **New Zealand Dairy Products Bangladesh Ltd.**, so that I can have a practical experience on the work of ad agency. Actually, Anchor milk powder has a matured platform on global market as “**Proven Nutrition**”. In Bangladeshi market, the company wanted to come up with new platform with the new pay off line “**Bere Uthuk Koutuhole**”. Therefore, on mid of this year they came with Anchor Thematic promotional campaign as a continual basis to establish that platform and to compete the dairy market in Bangladesh. Through Grey ad firm, they executed their thematic campaign and after that to achieve the short-term sales **New Zealand Dairy Products Bangladesh Ltd.** planned a Consumer Promotion Campaign “**Anchor Koutuholer Prithiby**”. In addition, through this research I will try to analyze the effectiveness of this marketing campaign.

5.2 Objective of the Study

The objective of the study is to review the role of Grey Advertising Agency in brand management and creative strategies of this particular marketing communication program “**Anchor Koutuholer Prithiby**”. Besides this, to accomplish the objective need to see how IMC of this campaign is effective for building behavioral and affective response of the Target market. I have to categorize the factors those reflect the effectiveness of this particular marketing communication program and to observe the causal effect of this marketing campaign to final purchase. Therefore, the objectives are to-

- Identify the Behavioral and Affective response of the target market.
- Consumer evaluation about the campaign.
- To evaluate the factors that reflect the effectiveness of the campaign
- To analyze the data of those factors
- To propose some suggestions for the campaign



5.3 Problem Statement

Management Problem

To analyze the effectiveness of marketing communication program “**Anchor Koutuholer Prithiby**”.

Market research problem

- **Broad Objective**

Assess the strength and weakness of this marketing communication program “**Anchor Koutuholer Prithiby**”.

- **Specific Question**

- ✓ What are the criteria/factors that make an advertisement (Marketing Communication Program) effective?
- ✓ How to evaluate the factors of that marketing campaign?
- ✓ What is the demographic and psychographic profile of the target market of “**New Zealand Dairy Products Bangladesh Ltd.**”?
- ✓ Can consumer preference and purchasing intention be explained in terms of evaluation of the effectiveness of the marketing communication program?

Component 1

After a focus group discussion, I come to know that-

- creative idea of the story of the TV advertisement of the marketing campaign
- acting of the child model of that TV Advertisement
- Availability of the advertisement on Newspaper

- Picture of the Newspaper Advertisement
- Informative message
- Marketing offer



- Emotional and Behavioral response of the consumers, have significant affect on the effectiveness of this marketing communication program “**Anchor Koutuholer Prithiby**”? The research question may be-

*How important is each of these factors in making effective the marketing communication program “**Anchor Koutuholer Prithiby**”?*

RQ: Do consumers consider creative idea of the story of the TV advertisement of the marketing campaign as a significant factor for evaluating the effectiveness of marketing communication program?

RQ: Do consumers think that informative message is important for evaluating the effectiveness of marketing communication program?

RQ: Do consumers assume that acting of the child model of that TV Advertisement for evaluating the effectiveness of marketing communication program?

RQ: Do consumers consider Picture of the Newspaper Advertisement as a significant factor for evaluating the effectiveness of marketing communication program?

RQ: Do consumers prefer Marketing offer for evaluating the effectiveness of marketing communication program?

Component 05

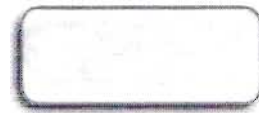
This component deals with the demographic and psycho graphical profile of the target market. The different questions that may be asked are:

RQ: What they do during leisure?

RQ: How does the consumer come to know of “**Anchor Koutuholer Prithiby**”?

RQ: What is the income level of those consumers?

RQ: Which things influence them to buy milk powder for children?



5.4 Research Hypothesis

H₀: Creative idea of the story of the TV advertisement is significant factor.

H₁: Creative idea of the story of the TV advertisement is not significant factor.

H₀: Story of the TV advertisement was sufficiently informative.

H₁: Story of the TV advertisement was not sufficiently informative.

H₀: The acting of the child was complementary for the story.

H₁: The acting of the child was not complementary for the story.

H₀: The Newspaper advertisement was attractive.

H₁: The Newspaper advertisement was not attractive.

H₀: Newspaper advertisement was properly informative.

H₁: Newspaper advertisement was not properly informative.

H₀: Picture of the newspaper advertisement was good.

H₁: Picture of the newspaper advertisement was not good.

H₀: The offer is believable.

H₁: The offer is not believable.

H₀: Consumers like the offer of the marketing campaign.

H₁: Consumers like the offer of the marketing campaign.



5.5 Scope of Research

As Grey Advertising Bangladesh Limited has number of department and a huge experience, those are related with the Account service department in surroundings. Through the report, it would be possible to know the overall analysis of the effectiveness of the particular marketing communication campaign.

5.6 Type of research to be undertaken

I will first conduct Exploratory Research to understand the problem in depth and I will try to find out specific criteria from Focus Group Discussion. To analyze the data and come to the conclusion, I will do Quantitative Research through Descriptive Analysis and also with Causal Research.

5.7 Sampling Plan

I will follow the simple random sampling method and for precision, I will collect data from the respondents who are housewives and will be available at different schools and homes of the city. I will choose those mothers who purchase or take the decision of purchasing milk for their children of different brands. The sample will be the mothers who are housewives, some private job holder also some fathers. Who purchase milk powder from different departmental stores based on some criteria. The age limit is 25 to 45 years. I have selected this age limit because the target segment has two or more than two children. The nature of the sample will be male and female.

5.8 Limitation of the Research

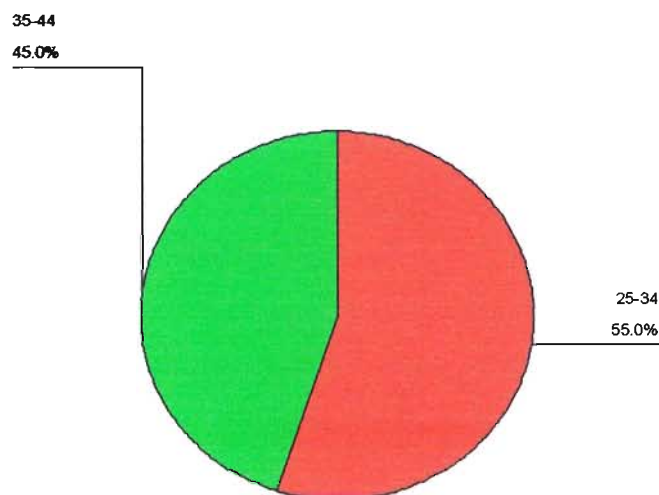
I will have two major limitations while conducting the research. First, it is the shortage of time; as it is not the appropriate time for analyzing the effectiveness of the Marketing campaign. If I want to make the research, more acceptable I need a longer time schedule but I do not have enough time. Second, as I will take random sample, so there may be error. There will be response error because respondent may unwilling to response and may be biased.

Data Analysis, Results & Findings

Through this research and statistics analysis I had tried to find the demographic factors of the target market, their likings and decisions regarding purchasing Milk Powder for their children. I, also tried to find the reliability analysis of the data, mean of the independent and dependent variables and regression analysis to go to the findings of this research report. This part of the report gives information about the target market of the Marketing Campaign “Anchor Koutuholer Prithiby”. It gives the total picture of the target market based on Demographic, Socio – economic factors. Through this it will make me able to measure about the age, gender, average monthly income, favorite programs and the important issue that influence them to purchase milk powder of the target customer. This is totally based on the survey that I have done.

6.1 Demographic & Socio-economic Factors Analysis

Age

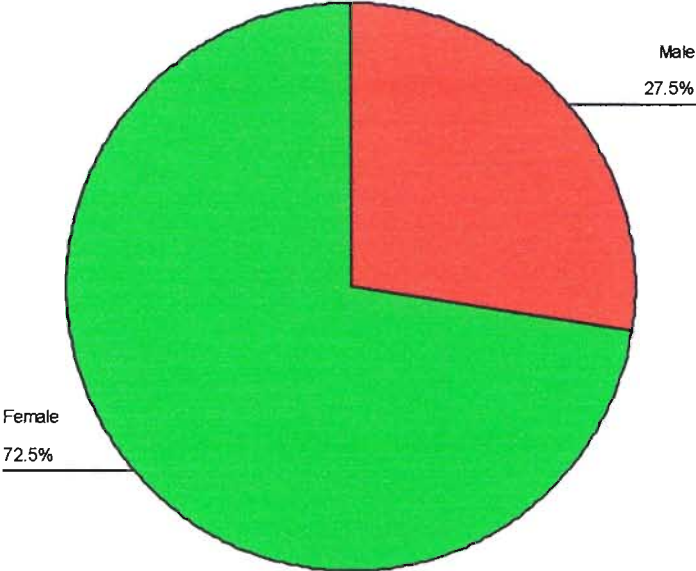


This figure shows us that the the marketing campaign “Anchor Koutuholer Prithiby” has got great success to its target market as about 50% of its customer are aged people and those are



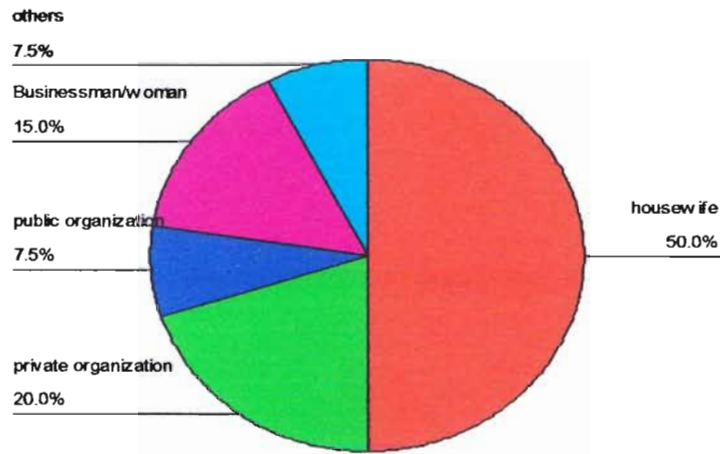
parents, so they should Continue to their campaign strategy and make the people aware about the campaign to achieve their goal.

Gender



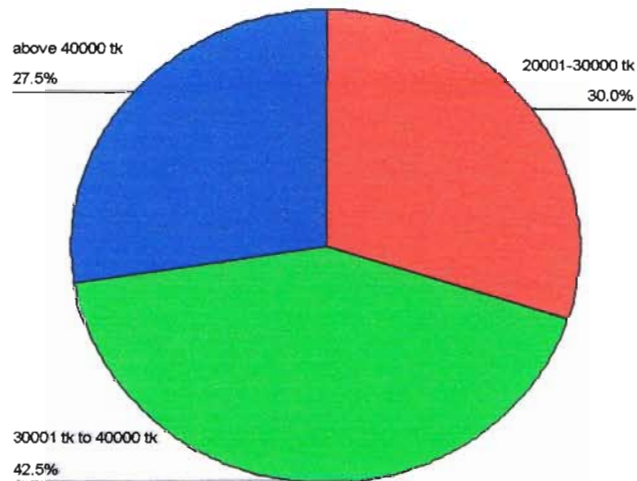
Normally majority class of the campaign's target market is female (72.5%). As, mothers are more concern about their children's milk powder and they stay most of the time at home, also go to their children's school so they try to know which milk powder can be bought. Also, most of the target market is female and those mothers watch TV so it is the great chance to make them known about the campaign. Also, they take the major part of the decision to purchase milk powder. Also male (27.5%) purchase milk powder as they support their spouse and have the buying power, they has been also targeted. Actually, I focused mainly on male customer rather than female.

Occupation



Graph shows that 50% of respondents are housewife; service holders of public and private near around of 27.5% have watched the Advertisement. And, also business man and some others (Occupation holders like: Teacher) have watched this marketing campaign.

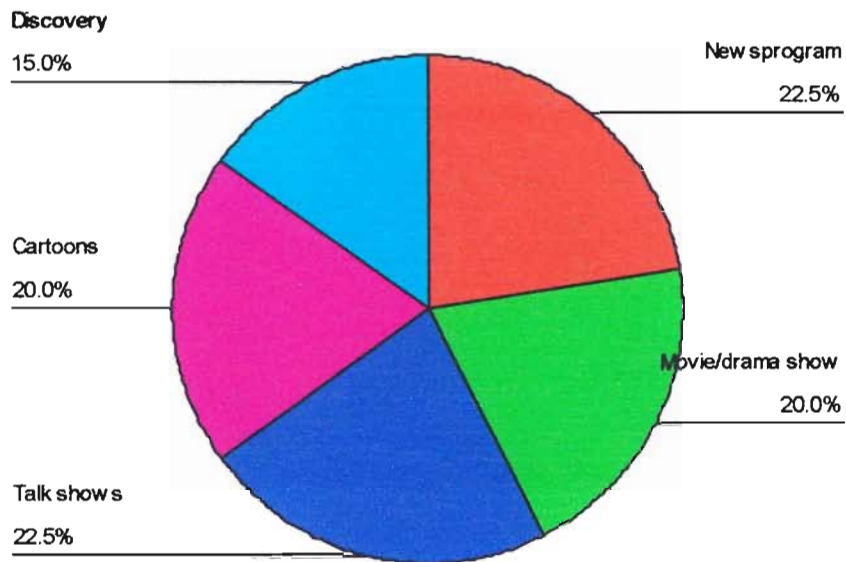
Average Monthly Income



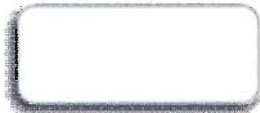
Almost 42.5% respondents family income is near about 30000-40000 TK; they are the higher middle class. And, about 27.5 % are above 40000 TK they are high-class people. And, also some

respondents those watch the campaign are within 20000-30000 TK (30%); are middle class. So, the main target market of the campaign is middle class and higher middle class.

Favorite TV Program



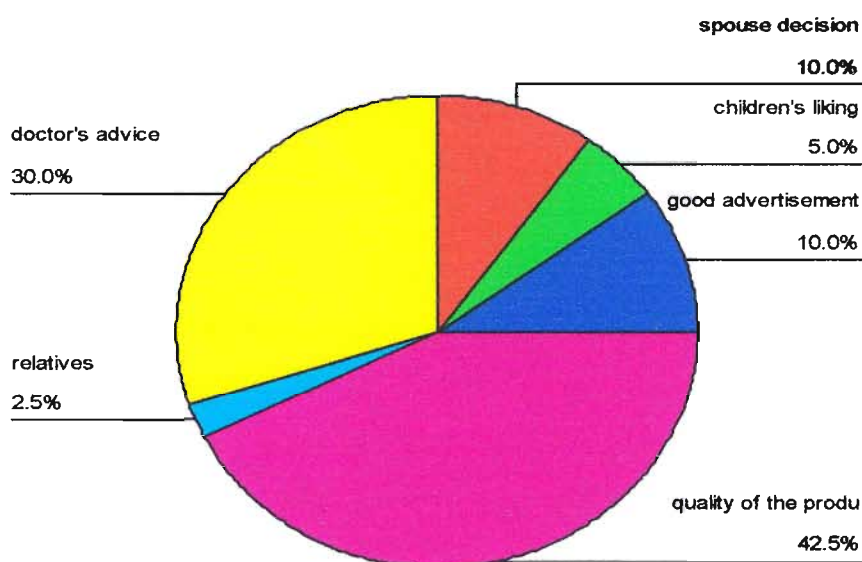
Most of the target market of this Advertisement campaign like around 45% people watches news and talk shows. And, also some mothers and fathers watch cartoons with their children like 20%. Some mothers like to watch movie and Drama so much like 20%. And, the rest of the respondents around 15% watch Discovery. So, as the majority of the target group around 75% watch news, talk shows and drama serials so this campaign could be broadcasted during those programs or it would be better to broadcast at the beginning and ending of those programs.



6.2 External Factor (Group Influence) Analysis

Taking decision for purchasing Milk Powder for children is less individual matter rather than group matter. As, like when a parent goes to purchase a milk powder for his or her children few things influence them very much.

Factors influencing to purchase Milk Powder for Children

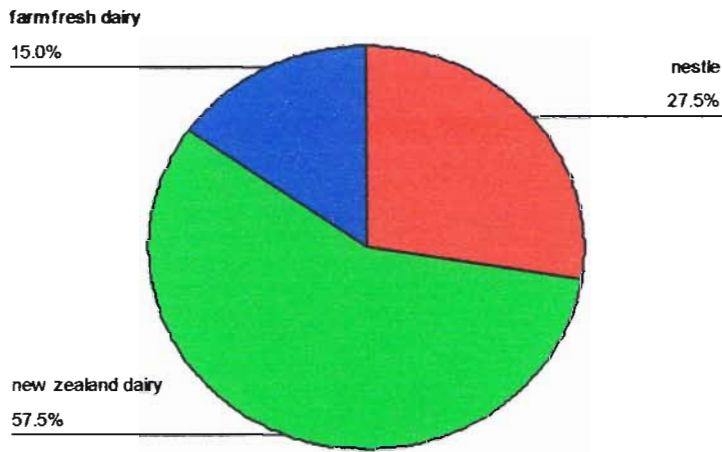


Here, from the graphical presentation, we can see that most of the respondents around 42.5% consider quality of the product while taking decision to purchase milk for their children. Besides this, it is also core issue that second major portion (30%) of the respondents take Doctor's advice as significant factor for purchasing milk for children. Also, some people (10%) influence by good advertisement to purchase milk. And, the rest of the respondents also consider spouse decision, relatives' word to purchase milk powder. So, we can say here that to make this campaign more effective it has to be excellent in terms of appealing target market and also should consider Quality of the product as most significant criteria.



6.3 Learning about Anchor Analysis

Knowing of Mother Company

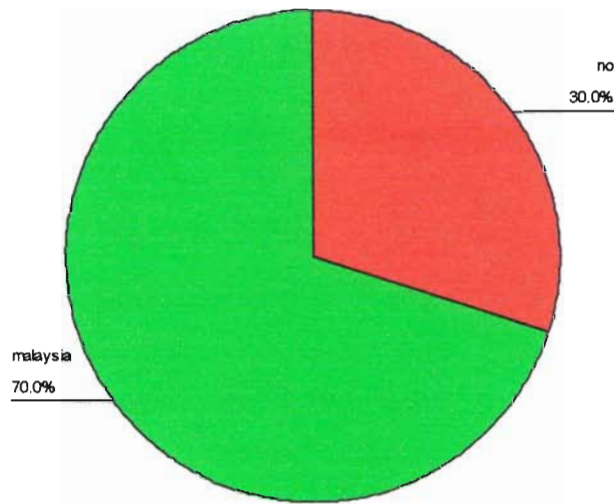


From the graph we can see that majority of the respondents around of 58% knows that Anchor Milk powder is from “New Zealand Dairy”. So, it is very positive aspect for this campaign is that, most of the target market know anchor and they have a positive image for this product as they can remind the mother company’s name. And, the rest 27.5% think it is from Nestle and the rest 15% think from other companies. It would be better to put New Zealand Dairy on every TV and other commercials to make the rest of those respondents about “New Zealand Dairy”

6.4 Awareness of Campaign Analysis

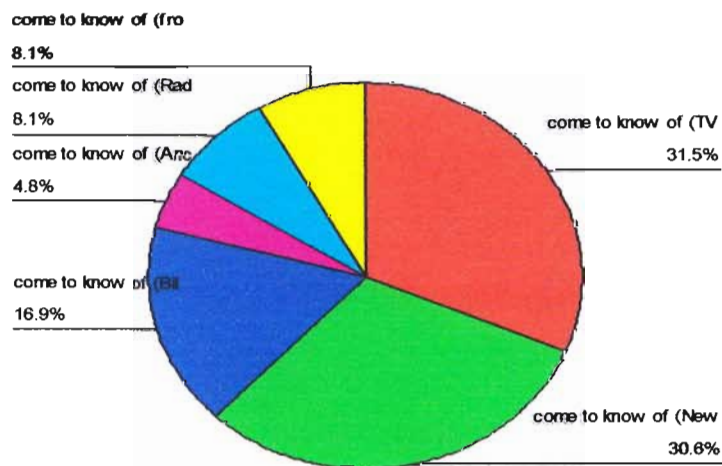
As I took 40 respondents who know about the Marketing Campaign “Anchor Koutuholer Prithiby”, so 100% results show that they know about the campaign. So, then I tried to know that among those forty respondents whom were able to recall the pay-off line, and which medias helped them to make them aware about the campaign.

Knowing Pay-off line



From the above graph, it is obvious that most of the people of target group (70%) can complete and remember the pay off line of the marketing campaign “Anchor Koutuholer Prithiby”, which is good. And, the rest can not remember.

Awareness from Media



From the graph we can see that majority portion has become aware of the campaign from TV Advertisement which is 31.5 %, then second largest portion became aware of the campaign from Newspaper and Magazines that is 30.6%. Billboard also helped them to make aware about the campaign

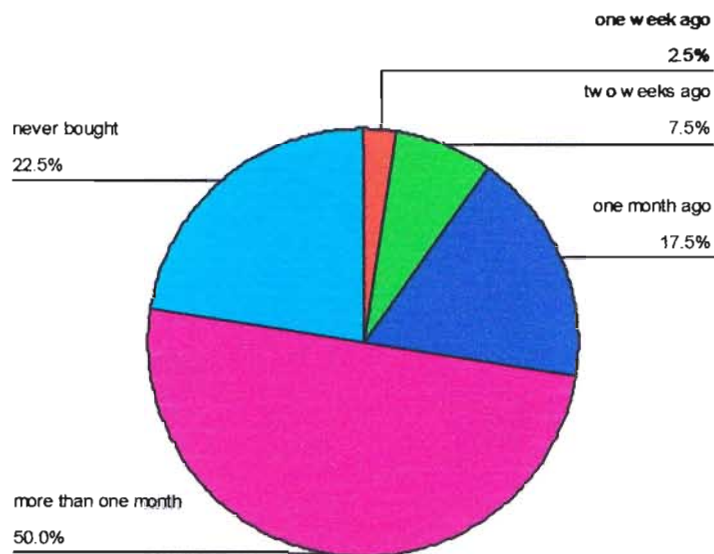


and that is around 17%. But, awareness through radio advertisement, from Anchor Pack and from other is very less. In this case, they should concentrate on arranging some strategies to make good and well spread Word of Mouth.

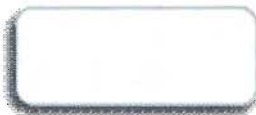
6.5 Behavioral Component Analysis

The behavioral component tries to predict the actual behavior of the consumers that is in this case whether they are buying 7up and if not, which drink they are buying. It is the actual action of the customer and it is done or changed by operant conditioning. This was measured by asking three questions to the respondents. The result of the survey is given below.

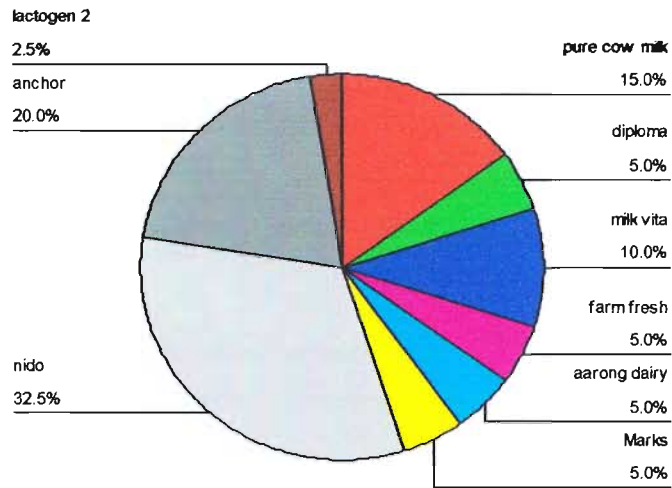
Last Purchase



From this above pie chart it can be said that some respondents around 27.5% purchased Anchor Milk Powder one month ago and also in recent days. But, major portion 50% purchased more than one month ago which need to be considered. And, also a good portion of this target market never bought this product. This also needs significant focus.

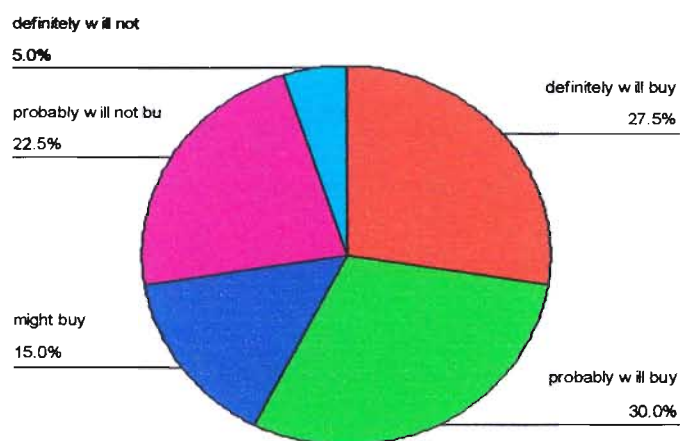


Usually Bought

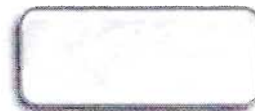


Here, it is seen that people usually buy Nido and Pure Cow Milk (47.5%) for their children. Then, it is also important that around 20% people also buy Anchor Milk powder. Also, there are farm fresh, diploma, marks etc. So, in this situation it could be concerned by the organization to make this 20% portion more to its target group by serving more quality, with this new marketing campaign the company could keep its promise, then the target market can rely more.

Probability of Buying



From this above pie chart, it is seen that most of the people (72.5%) have shown their likelihood that they want to purchase Anchor Milk Powder. So, it could be said that after launching this particular marketing program "Anchor Koutuholer Prithiby" it has



change some respondents likings and behavior. And the rest portion of the target market who don't want to purchase this product, those should be considered and build some creative strategies to cover up those respondents.

6.6 Reliability Test of the Independent and Dependent Variables

Reliability Test of the Independent Variables (TV Story)

Reliability Statistics

Cronbach's Alpha	N of Items
.627	3

From this reliability analysis, the Cronbach's alpha is .627. Here, the question which is refers to the story was not meaningful although I took it as independent variable but for increasing the value of Cronbach's alpha and to have more reliable data I omitted this variable. Now, I have selected three questions because those questions are more reliable for the dependent variable.

Reliability Test of the Independent Variables (Newspaper AD)

Reliability Statistics

Cronbach's Alpha	N of Items
.7963	3

From this reliability analysis table, we can see that the Cronbach's alpha is .7963 which is near to 1. And, as we know that this value which is near about 1 then I can rely upon these independent variables. I did not omit any questions or variables, if I had omitted they would reflect less reliability.



Reliability Test of the Independent Variables (Believing the Marketing Offer)

Reliability Statistics

Cronbach's Alpha	N of Items
.7276	2

Here from the table, we can see that the Cronbach's alpha is .7276 which is near to 1. And, as we know that this value which is near about 1 then I can rely upon these independent variables. I did not omit any questions or variables, if I had omitted they would reflect less reliability.

Reliability Test of the Dependent Variables (Influence to purchase, recall & liking)

Reliability Statistics

Cronbach's Alpha	N of Items
.6583	3

From this reliability analysis table of Dependent variables reflect that the Cronbach's alpha is .6583 which is near to 1. From the dependent variables if I omit the variable that influence target group to purchase Anchor after seeing the Advertisements then the value of the Cronbach's alpha would be .7004; so the difference is too less just .0421. Therefore, as the value is near about 1 then I can rely upon these dependent variables which will help me to analyze the effectiveness of this particular marketing campaign.

6.7 Hypothesis Testing

TV Advertisement (TV Story, Informative & Acting of the Child)

H₀: Overall liking of the TV Advertisement is significant for making effective the campaign.

H₁: Overall liking of the TV Advertisement is not significant for making effective the campaign.

Independent Variables	Beta Value	T- Value	P Value
Overall TV Advertisement	-.073	-.538	.594

Here,

The value of P= .594

$\alpha = 0.05$

So from the hypothesis table of the TV Advertisement, I found that Overall liking of the TV Advertisement is significant for making effective the campaign “Anchor Koutuholer Prithiby”. Here, the P value is .594, which is more than the α Value. So, H₀ is accepted. Finally it can be said that, the Overall liking of the TV Advertisement is significant for making the particular marketing campaign effective.

Press (Newspaper & Billboard) Advertisement (Availability, Informative & Picture)

H₀: The overall liking of Press (Newspaper & Billboard) Advertisement is important.

H₁: The overall liking of Press (Newspaper & Billboard) Advertisement is not important.

Independent Variables	Beta Value	t- Value	P Value
Overall Liking of Press Ad	-.018	.139	.890



Here,

The value of $P = .890$

$\alpha = 0.05$

So from the hypothesis table of the Press (Newspaper & Billboard) advertisement, I found that Overall liking of this hypothesis very important for making effective the campaign “Anchor Koutuholer Prithiby”. Here, the P value is .890, which is more than the α Value. So, H_0 is accepted. Finally it can be said that, the Overall liking of the Press advertisement is significant for making the particular marketing campaign effective.

Believing the offer of the Advertisement (Belief & Attractive)

H_0 : Believing the offer of the marketing campaign is significant.

H_1 : Believing the offer of the marketing campaign is not significant.

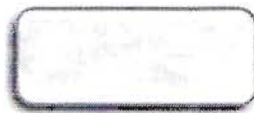
Independent Variables	Beta Value	t- Value	P Value
Overall Liking of Press Ad	.694	4.809	.000

Here,

The value of $P = .890$

$\alpha = 0.05$

From the hypothesis table of the Believing the offer of the advertisement, I found that it has a significant aspect for making effective the campaign “Anchor Koutuholer Prithiby” as the P value is .000, which is more than the α Value. So, H_0 is accepted. Finally it can be said that, the Believing the offer of this advertisement is significant for making the particular marketing campaign effective.



Strategy

So, from the overall whole hypothesis testing it is obvious that all these are very important for analyzing the effectiveness of the marketing campaign. As, for these three things the target group also influence to purchase the product and re call this advertisement. Now day's people came across of thousands of press advertisement so to make it more visible to its target group the organization should make its availability lot more to reach its target market. It should be more concentrated on the availability of the broadcasting of the advertisement on TV. It should also try to do some campaign with huge competency so that people can more believe this offer.

6.8 Regression Analysis

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.674(a)	.455	.410	.39426	.455	10.016	3	36	.000

a Predictors : (Constant), offer, Press Ad, Story TV

From the regression analysis, it is found that the Value of R Square is 0.455. That means the independent variables (TV story, Press Ad \$ Marketing offer) has 45.5% impact over the dependent variable It means that, then the rest 54.5% can be represented by other extraneous variables. There are some variables, which should include here after that I can do this research properly.

Coefficients (a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	95% Confidence Interval for B	
		B	Std. Error	Beta			Lower Bound	Upper Bound
1	(Constant)	1.973	.684		2.884	.007	.585	3.361
	Story TV	-.075	.139	-.073	-.538	.594	-.356	.207
	Press Ad	.016	.118	.018	.139	.890	-.222	.255
	Mkt offer	.599	.125	.694	4.809	.000	.347	.852

a Dependent Variable: AdINFLNC

$$Y = 1.973 - .075 \text{ story tv}_1 + .016 \text{ press ad}_2 + .599 \text{ Mkt offer}_3$$

- -.075 is the regression coefficient of the Overall liking of the TV advertisement. If the liking of the TV advertisement increases by one unit then the effectiveness will decrease by .075 units remaining other factors constant.
- .016 is the regression coefficient for the liking of the press advertisement. It means, If the likings of the target market about the press advertisement increase by one unit then the effectiveness of the marketing campaign will increase by .016 remaining other factors constant.
- .599 is the regression coefficient of believing the marketing offer of the marketing campaign. It reflects that, if the belief of the target market increases by one unit about the marketing campaign then the effectiveness of this particular campaign will increase by -.599 remaining other factor constant.

Strategy

-.075 is the regression coefficient of the Overall liking of the TV advertisement. This factor is very fundamental for the communication program. As, it is showing negative relationship between the variables, so the organization should try to make it positive. Because, firstly to make their target market rapidly aware about the campaign TV advertisement is the best media.



Correlations

		STRYTV	NWSPAPER	MKTOFFR
STRYTV	Pearson Correlation	1.000	.002	.399
NWSPAPER	Pearson Correlation	.002	1.000	.337
MKTOFFR	Pearson Correlation	.399	.337	1.000

* Correlation is significant at the 0.05 level (2-tailed).

From the above correlation through cross tabulation it is found that here is strong relationship between TV advertisement and marketing offer. Also, in this table it is seen that here is also strong relationship between marketing offer and newspaper advertisement. Also, here is no multicollinearity problem, if any relationship is very strong among independent variables it creates a problem and it is called multicollinearity problem. As any pair has $r = \pm 7$ then the problem arises. But, in this correlation table there is no such kind of problems among the independent variables.



Chapter Six
Recommendation **O**n **F**indings & **C**onclusion



Recommendation

Promotional Aspects

As this report, focused on the effectiveness analysis of the marketing communication program “Anchor Koutuholer Prithiby, so all the recommendation would be focused on Promotional tools, that could make this campaign the effective one.

✓ **Favorite TV Programs**

As the majority of the target group around 75% watch news, talk shows and drama serials so this campaign could be broadcasted during those programs or it would be better to broadcast at the beginning and ending of those programs.


✓ **Factors influencing to purchase Milk Powder for Children**

From the findings it reflects that 42.5% consider quality of the product while taking decision to purchase milk for their children. So, in this case besides the marketing offer of going to Malaysia by drawing curiosity, the company New Zealand Dairy should focus the specialty quality more on this Consumer Promotion advertisement.

Also, it is very important issue that second major portion (30%) of the respondents take Doctor’s advice as significant factor for purchasing milk for children. So, the company can do some free sampling to Child Specialist Doctors by making them understand about the affect of the elements and specially the “**Emu-care**” element that keep children safe from germs. To increase the short term sales and make more effective the campaign New Zealand Dairy should focus on it.

✓ **Knowing Pay-off line**

Around of 70% of target group can complete and remember the pay off line “**Ako koutuhol, Ghure Asho MALAYSIA**” of the marketing campaign “Anchor Koutuholer Prithiby”, which is good and also reflects that the advertising campaign has create good memory on consumer mind. But the rest of the 30% of the target group still can not recall the pay off line



after two months of the execution of the marketing campaign. So, in this case the advertisements on TV the pay off line could be spoken more to give reminder the people. Also, the advertisements in Newspaper, Magazines, Billboards and also in leaflets, danglers the pay off line should be more visible to attract people.


✓ **Suggestions on Media usage about the communication Program**

TV: From the survey I found that most of the target market has been aware about the communication program from the Television Commercials. But, the major problem and the critical issue I faced during the survey was that, the TV commercial has been broadcasted for very short period. My suggestion would be that, the broadcast of the commercial on TV should influence as reminder basis till the offers deadline finishes.

Newspaper: As although I found from the survey, that the newspaper and magazine were the second important media to make the target market known about the communication program. It has been published both in newspapers and magazines but I propose that, as most of the target market are females they usually don't read newspaper rather than the advertisement should be more published on feminist magazine in broaden way like in Nari Moncho, Noksha Suppliment, Shoily Suppliment, Korcha, Anondoalo, Binodon etc. which are most read by the mothers.

Billboards: It had also played the vital role on making aware the target group about the marketing campaign "Anchor Koutuholer Prithiby", I suggest it should increase more billboards around the school areas, coaching centers and art schools to be visible more.

Radio Advertisement: In the media planning of this campaign the RDC has been used. Through, my survey I found that very less amount of the people has heard about this campaign on radio. It is obvious that Radio has a great impact on the young generation. As, my target market are parents, specially the mothers does not hear radio.



So, in this case I would like to say that the Radio advertisement should not go as media tool as for this campaign.

✓ **Suggestion on Marketing Offer & Correlation Analysis**

Through all the analysis of the correlation data analysis I found that, the offer that has been proposed by the campaign is very important in this particular issue. From the correlation table it is seen that the marketing offer has positive and strong relationship with TV and Press advertisement. So, I suggest that the message of the marketing offer should be clearer and more visible to the target market through these media tools. And, as from the survey it also found that people actually believe the marketing offer and interested about it so the company should take mentioned strategies to make effective the marketing communication program “Anchor Koutuholer Prithiby”

✓ **Behavioral Component**

Some respondents purchased Anchor Milk Powder one month ago and also in recent days. But, major portion 50% purchased more than one month ago which need to be considered. And, also a good portion of this target market never bought this product. This also needs significant focus. So, as through this advertisement it had able to enlarge some sales, but the rest portions of the target market did not purchase after seeing the advertisement. So, to make the campaign effective it should follow some strategic ideas mentioned above to achieve its target.

It is seen that most people usually buy Nido and Pure Cow Milk for their children. As a result, it is also important that only 20% people buy Anchor Milk powder. Also, there are farm fresh, diploma, marks etc. So, in this situation it should be concerned by the organization to make this other portion of consumed brands (20%) more to its target group by serving more quality, with this new marketing campaign the company could keep its promise, then the target market can rely more.



Also from another analysis it is seen that most of the respondents have shown their likelihood that, they want to purchase Anchor Milk Powder. So, it could be said that after launching this particular marketing program “Anchor Koutuholer Prithiby” it has change some respondents likings and behavior. And the rest portion of the target market wno don’t want to purchase this product, those should be considered and to cover up those group the campaign should include more plannings, ideas, tactics to reach them.

✓ **Building Good Quality Word of Mouth (WOM)**

New Zealand dairy Bangladesh and the Grey Dhaka have tried their best for successful activation of this campaign. Through all the usage of media tools, I like to suggest that this campaign could create excellent word of mouth. As, I propose –

- Free Sampling of the pencil box could be given on some schools, art schools, coaching centers
- Sponsoring School campaign can be arranged in different schools with children and mothers
- On the shops and the stores the free leaflets should be given and the danglers should be more visible.



Conclusion

Now a day's people are facing with lots of marketing campaign. To recall and to make influence target market by the advertisements are very challenging job. New Zealand Dairy has come up with such kind of Consumer promotional Marketing campaign named "Anchor Koutuholer Prithiby" to increase short term sales and create positive image. To summarize the whole report, I can say that the consumers have some positive thoughts about the marketing campaign. Through, this research I also find that there are some deficient in the campaign to reach and influence the target market to achieve the company's goal. There are also some improvements on promotions. The advertisement does not air in television channels more often, there fore need to increase the advertisement on Magazines, televisions. The organization should do some extensive promotion as suggested above and use their creative thinking to capture more market share and their target goals. After completion of my research, it can be said that the analysis of effectiveness of "Anchor Koutuholer Prithiby" I tried my best to make an important research. But, as I did not have enough time and it was not the right time for analyzing effectiveness of the particular marketing campaign, the results and findings may not be appropriate.



Chapter **Seven**

References & **Q**uestionnaire



References

Reference

Website visited

www.newzealanddairy.com/bd

www.google.com

www.greygroup/bd

Personal Assistance

Sohel Shariar Rana

Brand Manager, New Zealand Dairy Bangladesh Limited.

Appendixes:

Questionnaire Enclosed.



Questionnaire for "Anchor Koutuholer Prithiby"

1. Age
 - 15-24Years
 - 25-34 years
 - 35-44 years
 - 45 and Above

2. Gender
 - Male
 - Female

3. Occupation?
 - Housewife
 - Private organization
 - Public organization
 - Businessman/woman
 - Others(Please specify)_____

4. Average monthly family income
 - Less than 20000
 - 20001- 30000
 - 300001- 40000
 - 400001+

5. What do you do during leisure? **(Rank according to your most preferable to less preferable by 1-5...so on)**
 - Cooking_____
 - Watching TV or Drama serials_____
 - Go for shopping_____
 - Go to Neighbors_____
 - Go out with family_____
 - Play with children_____
 - Others (Please Specify)_____



6. Rank 5 of your TV Programs (**Rank according to your most preferable to less preferable by 1-5...so on**)

- News Program _____
- Movie/Drama shows _____
- Talk Shows _____
- Cartoons _____
- Discovery _____
- Others (Please Specify) _____

7. Which things influence you to buy milk powder for children? (**Rank according to your most preferable to less preferable by 1-5...so on**)

- Husband's/Wife's decision _____
- Children's liking _____
- Good advertisements _____
- Quality of the product _____
- Relatives _____
- Doctor's Advice _____
- Others _____

8. Do you know "**Anchor Milk Powder**" from which company?

- Nestle
- Aarong Dairy
- New Zealand Dairy
- Farm Fresh Dairy

9. Complete the blank: **Ako koutuhol Ghure asho** -----.

10. How did I come to know about "**Anchor Koutuholer Prithiby**"? (You can put multiple answers)

- TV Advertisement _____
- Newspaper Ad _____
- Billboards _____
- Anchor Packs _____
- Radio Advertisement _____
- From others _____



11. Story of the TV advertisement “**Anchor Koutuholer Prithiby**” was enjoyable.

Strongly Agree _____ Strongly Disagree

12. Story was not meaningful.

Strongly Agree _____ Strongly Disagree

13. Story of the TV advertisement was sufficiently informative

Strongly Agree _____ Strongly Disagree

14. The acting of that child was complementary for the story.

Strongly Agree _____ Strongly Disagree

15. The advertisement was available on Newspaper.

Strongly Agree _____ Strongly Disagree

16. Newspaper advertisement was properly informative.

Strongly Agree _____ Strongly Disagree

17. The picture of the Newspaper advertisement was good.

Strongly Agree _____ Strongly Disagree

18. The offer of going “Malaysia” is believable.

Strongly Agree _____ Strongly Disagree

19. The offer is attractive.

Strongly Agree _____ Strongly Disagree

20. The Total Advertisement influenced you to purchase the product.

Strongly Agree _____ Strongly Disagree

21. You can remember the advertisement while you purchase “Anchor Milk Powder”.

Strongly Agree _____ Strongly Disagree



22. I like the whole Advertisement Campaign of “**Anchor Koutuholer Prithiby**”.

Strongly Agree _____ Strongly Disagree

23. When was the last time that you had bought Anchor Milk Powder?

- One week ago
- Two weeks ago
- One month ago
- More than one month ago
- Never bought

24. The milk powder I usually buy _____

25. What is the likelihood I will buy **Anchor Milk Powder** the next time?

___ definitely will buy

___ probably will buy

___ might buy

___ probably will not buy

___ definitely will not buy

