MindShare

An overview of Asiatic MindShare &

Demand forecasting for imported TV software for the C&S channels in Bangladesh

MindShare

Prepared for:

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Mr. Tanbir Ahmed Chowdhury
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Subject: Letter of Transmittal

Dear Sir:

With due respect & honor, I am submitting my Internship report on "An overview of Asiatic MindShare & demand forecasting for imported TV softwares for the C&S channels in Bangladesh". I have tried to implement the relevant suggestions that you have taught. This report has been prepared for the fulfillment of the requirement of internship program.

I really have learned a lot & have gained valuable experience while collecting material for this report. I have tried my best to prepare this report up to the require standard.

I hope that my work will be able to satisfy you. I shall be available to respond to any sort of query regarding this report.
Thank you for your consideration

Yours Sincerely,
R.Sohail

Rahat Sohail
ID# 2002-2-10-124

Acknowledgment

First of all I present my due rewards to all mighty, who have provided us the brilliant opportunity to build & complete this Internship Report successfully with good health & sound mind.

I would like to express my cordial gratitude & great affections with my heartiest appreciation to my faculty supervisor **Mr. Tanbir Ahmed Chowdhury,** Associate Professor and Deputy Co-ordinator, MBA, EMBA and MBM Program, East West University, for his guidance, constant encouragement, and thoughtful suggestions in preparation of this report, which we will always remember gratefully.

It is my pleasure to thank Ms. Ferdousia Bakhtiar, Media Manager & Mbassador of Asiatic MindShare. She was my supervisor in Asiatic MindShare Limited and I really acknowledge her gracious help in the internship period.

It is my honor to set my heartfelt gratitude to Mr. Partha Pratim Ghosh, General Manager of Asiatic MindShare for sponsoring my internship.

I am very much thankful to Mr. Zahangir Kabir, Media Manager,Asiatic Mindshare Limited.

My distinguished thanks go to Tawhidur Rahman and Rezaul Hasan, MediaExcutive, Asiatic MindShare Limited for their considerable cooperation.

Finally I would like to express my gratefulness & thanks to each and every person of MindShare who helped me to prepare this report and without whose help I may not understand anything.

I desire & hope that this program will certainly help me to get a good experience, so that I can be successful & build up career in a precise way.

Executive Summary

MindShare is created in 1997 as the first truly global full-service media company. This is now a team of 5,300 people in 66 countries around the world. Asiatic MindShare started its operation in Bangladesh in June 2001 as a joint venture of MindShare World and Asiatic MCL, one of the leading advertising agencies in Bangladesh. Since then it has been bringing significant changes in local media scenario and of course in their clients' media investment. In Bangladesh, it is the first of its kind, as it is a complete media planning, buying & research company. It is a driver of media research in Bangladesh media market. For the upraising media industry of Bangladesh, MindShare is no more a media company; rather it's an essential tool to improve the market. "Closeup1", "Lux-Channel I Super Star" and many other products of MindShare are not only appreciated in locally, but also these are some ideal for the earth.

Beside the media planning and implementation, MindShare do extensive research to provide better benefit to the client. This is a research, done in a very professional way, to find out the market opportunity for the demand of imported TV software in the C&S channels in Bangladesh. To fulfill the objective some information was very important like the rate of airing imported TV program, is the number increasing or decreasing, what time the channels want to air these program, which types of program they want to air, where they get these software and so on.

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Introduction

➢ Background of the study

➢ Objectives of the study
Broad Objective
Specific Objectives

➢ Scope & Methodology
➢ Limitation

1.1 Background of the Report:

The author is a regular student of Department of Business Administration, East West University and has completed her internship from Asiatic MindShare Limited for fulfilling her academic requirement of BBA Program. Report writing concerning the experience throughout the internship period is an obligatory part the program. Hence, the author prepared this report on "An overview of Asiatic MindShare & demand forecasting for imported TV softwares for the C&S channels in Bangladesh".

1.2 Objective of the study:

Broad Objective:

An overview of Asiatic MindShare and identify the demand for imported TV softwares for the C&S channels in Bangladesh.

Specific Objectives:

- To present an overview of Asiatic MindShare.
- To appraise the principle activities of Asiatic MindShare.
- To appraise future prospect of the company.
- To find the demand of the imported TV software.
- To present the findings of the study

1.3 Scope & Methodology:

This research study is conducted on Asiatic MindShare. The data and information of the organization has been collected from Asiatic MindShare and the survey data has been collected from different C&S channels. As because this report is made base on data collected by an external organization, there may have some limitation on the data.

To conduct this study primary and secondary data has been used. To collect the primary data, a survey questionnaire has been developed. The author has taken

the interview of the program head of different C&S (Cable and Satellites) channels. The data is collected by the C&S channels over 20 people.

1.4 Limitation:

Time constrain was the big obstacle to do an extensive research for such a valuable issue. To get the appointment of the program heads is not very easy task. Limitation existed in data, provided by the head of the program. MindShare has some restriction in disclosing sensitive information for this sort of report (what will be used for academic purpose).

Company Overview:

MINDSHARE WORLD

- ➤ About the company
    - o GroupM
    - o WPP
- ➤ Global Network
- ➤ MindShare Team
- ➤ How Doing MindShare
- ➤ Global Services

2.1 Introduction:

With believe "Everything is a media opportunity"; Asiatic MindShare started its journey in Bangladesh on June 2001. The enormous growth of MindShare clearly defines how much attention it achieved by this 4 years life. For the upraising media industry of Bangladesh, MindShare is no more a media company; rather it's an essential tool to improve the market. The contribution of MindShare in media industry is not a thunder of Bangladesh rather it's worldwide. "Closeup1", "Lux-Channel I Super Star" and many other products of MindShare are not only appreciated in locally, but also these are some ideal for the earth.

MindShare is a global media investment management company delivering national, regional and worldwide solutions to clients across all media, in all categories and to all target audiences. This is called MindShare because of its belief in collaboration and the integration of services with its people, its clients, creative partners, research partners, media owners and all other colleagues. It believes "mind share" is the ultimate measure of successful communication: combining innovative media solutions with tangible business results.

Asiatic Mindshare started its operation in Bangladesh in June 2001 as a joint initiative of MindShare World and Asiatic MCL, one of the leading ad agencies in Bangladesh. Since then it has been driving significant changes in local media scenario and off course in their clients' media investment. In Bangladesh it is the first of its kind, as it is a complete media planning, buying & research company. It is the key driver of media research in Bangladesh media market.

2.2 About the Company:

MindShare is created in 1997 as the first truly global full-service media company. This is now a team of 5,300 people in 66 countries around the world.

This is called Mindshare because it describes what it does and how. It works collaboratively to enable its clients to gain a greater share of consumers' minds. It's in business to achieve fame and money for it clients' brands. This requires two balancing forces: *creativity* and *accountability*. So it combines original thinking with brilliant execution. Like *magic* and *logic*, or *yin* and *yang*, it's a perfect combination. It has a great track record in industry innovation - in negotiation, analytics, consumer research and global account consolidations. Its also proud to have been selected as advertising Age's Global Media Agency of the Year for two years' running (2003 and 2004).

MindShare is part of GroupM, the media parent company of WPP.
2.2.1 GroupM:

GroupM, the world's leading full service media investment management operation, was created by WPP Group to oversee its assets in this sector. These assetsincludeMaxus, MediaCom, Mediaedge:cia and MindShare. The focus of GroupM is the intelligent application of volume and scale in trading, innovation and quality of services, in order to bring benefit to clients and the companies it operates.

2.2.2 WPP

A world leader in marketing communications

WPP companies exist to help their clients compete successfully: in marketing strategy, advertising, and every form of marketing communication and in monitoring progress.

2.2.2.1 WPP At a glance:

WPP is one of the world's largest communications services groups.

WPP made up of leading companies in:

- ❖ Advertising
- ❖ Media investment management
- ❖ Information, insight & consultancy
- ❖ Public relations & public affairs
- ❖ Branding & Identity
- ❖ Healthcare communications
- ❖ Direct, promotion & relationship marketing
- ❖ Specialist-communication

2.2.2.2 Recognition & awards

> ➤ Member of *Forbes* A-List (world's best big 400 companies) and rated one of Britain's top employers by Corporate Research Foundation

> ➤ Member: FTSE100, Euro FT300, Global FT500, *Forbes* International 500, *Business Week* 1000

> ➤ Member: Dow Jones Sustainability World Index, Dow Jones STOXX Sustainability Index, FTSE4Good Sustainability Index

Facts & figures	
Number of employees	91,000 (incl. Associates)
Number of offices	2,000+
Number of countries	106
Reported revenues	£4.3bn (2004)
Reported billings	£19.6bn (2004)
Market capitalisation	£6.8bn (2004)

2.3 MINDSHARE GLOBAL NETWORK

MindShare's greatest competitive strength is its global network and how it work as one seamless, integrated team.

MindShare is active in 96 cities across the globe giving us a significant presence in all regions. Its network has the best geographic distribution of offices and expertise in the business.

Its core and specialist services are implemented through these regional hubs and national offices, which deliver vital local knowledge and on-the-ground expertise. It all work to a single operational standard and share a common culture of delivering intelligent solutions and world-class client service. And everyone in MindShare network is linked into its worldwide online communications and information system, Mpower. It keeps its clients (and their communications agencies and business partners) networked and in the loop on all media activity through its customized brand sites.

2.4 MINDSHARE TEAM

Advertising Age describes its management team as 'meticulous, tenacious and stable'.

MindShare constantly focused on the details that matter and it extremely ambitious for its clients and people. MindShare work very hard to balance its business: making sure MindShare achieves the best possible results for its clients and providing its people with stimulating and rewarding careers. MindShare have created a compelling culture of growth and success that helps to deliver on promises today and plan its business for the future.

2.5 HOW MINDSHARE DOING

The success of MindShare business depends on two key factors: a genuine understanding of our clients' needs; the expertise to interpret and lead the market.

The strategy of embracing the twin trends of consolidation and globalization of clients' media accounts has brought continuing growth through major account wins. MindShare continue to invest in its people, new services, specializations and infrastructure to maintain its competitive advantage and global leadership position. The following is a selection of its major achievements in the past few years. All of them are the result of intelligence, creativity, innovation, accountability and collaboration and sheer hard work.

Ranked No.1 Global Vitality. In the latest RECMA report published in August 2005 which focused on media agency competitiveness or 'Vitality', MindShare was ranked number 1 globally.

Global Media Agency of the Year - twice. Advertising Age magazine awarded MindShare 'Global Media Agency of the Year' both in 2003 and 2004. A significant

achievement as MindShare is the first media company to have ever been awarded this honor two years in a row.

Asia Pacific Agency of the Year - three times. In November 2005, MindShare Asia Pacific was awarded Media Agency of the Year for an unprecedented third time by Media Magazine. MindShare now won this award more than any other agency.

3D. MindShare's 3D study is now in its fifth year and is the world's largest combined brand and media usage database. Approximately 300,000 people have been surveyed across 33 countries. 3D continues to play a pivotal role in how we view brands, consumers and their media choices.

MindSet. Launched in 2004, MindSet is a truly unique initiative designed to provide an understanding of consumer channel usage by time of day. MindSet

research measures respondents' media usage and reactions at the moment messages are received in real time via PDA devices.

Kantar Inside was a new MindShare UK initiative launched in 2005 to foster greater cooperation within the group. A Kantar team sits within MindShare with the objective of more 'joined-up thinking' providing even smarter innovative solutions to clients' problems. Kantar Inside has also extended to MindShare Paris and New York offices.

Live. MindShare ATG division (marketing sciences) is now taking return on investment to new levels. ATG Live was developed to give clients access to real time marketing insights through customized web based dashboards. This pioneering work gives marketing executives access to their latest marketing ROI models, business performance, in real-time through a single interactive portal specifically customized to meet their business needs.

Entertainment, Sports and Partnerships. MindShare continues to lead the market in the content arena and is the only agency to have made such an investment in developing programming for clients. MindShare combine its experience in brand communications with knowledge of Hollywood and Bollywood studios, movie distributors, production houses and broadcasters to develop solutions that offer deeper consumer   'engagement'.

Digital and direct. MindShare Interaction, our dedicated digital and direct division has continued with its market-leading knowledge and expertise. In 2005 the Volvo 'Life on Board' digital campaign received numerous awards and accolades across the globe. MindShare also pushed the boundaries of online technology for Cisco with an

interactive live webcast which was one of the most innovative, impactful and talked about digital campaigns of the year.

2.6 MindShare's Global services

MindShare helps it clients to understand, navigate and manage the evolving and fragmenting media landscape.

This company offers core services in strategic media planning, negotiation and execution. Their specialist services address the specific needs of our clients, and include econometric modeling, research and insights, digital solutions, sports and entertainment sponsorship consultancy, and brand-driven creative campaigns. It work in client teams, drawing on our core and specialist skills as needed to deliver the client's requirements. It is a flexible structure that can match client needs nationally, regionally or globally. Skills of MindShare are underpinned by outstanding client service.

CORE SERVICES

MindShare manage its clients' media investment with rigour and transparency.

MindShare core services are focused on delivering outstanding returns on media investment for its clients.

Strategic media consultancy

Developing efficient and effective media strategies to meet clients' business and communications objectives.

Media investment and negotiation

Getting the best media deals for clients.

Implementation

Implementing clients' media strategies with precision and accountability.

Chapter

3

Three

SMALL BIG

3.1 MindShare in Bangladesh:

Asiatic MindShare started its operation in Bangladesh in June 2001 as a joint venture of MindShare World and Asiatic MCL, one of the leading advertising agencies in Bangladesh. Since then it has been bringing significant changes in local media scenario and of course in their clients' media investment. In Bangladesh it is the first of its kind, as it is a complete media planning, buying & research company. It is a driver of media research in Bangladesh media market.

MindShare - First truly global media company operating in 63 countries with 90 offices employing over 3,600 media professionals. MindShare was founded on the merger of the media operations of J. Walter Thompson and Ogivy & Mather, Mindshare is poised to become the first truly global media company. Being the largest media buyer in the world with full range of communication, it has network built on successful clients. Mindshare has certain edge over its competitions-Collaboration across WPP and with outside partners. It also has network solutions, full service offering, volume & market place influence.
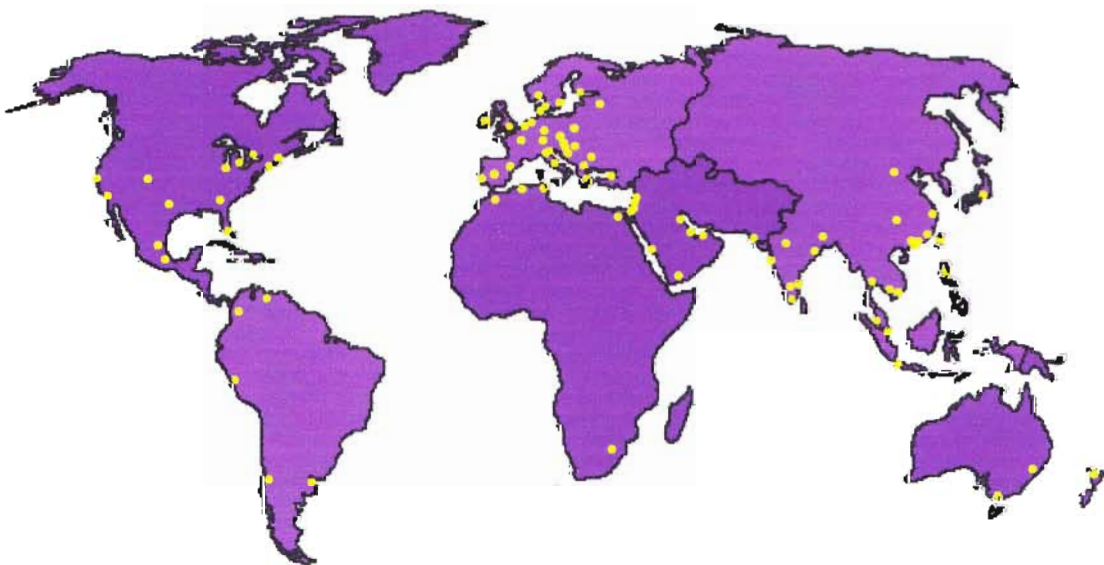
Figure 2 : MindShare's presence around the world

3.1.1 Vision of MindShare:

MindShare's vision is to secure competitive advantage for clients in a media world, which is changing beyond recognition. This is defined by fragmentation of mass media, accompanying media inflation and emergency of new technologies. This demands creativity, rational thinking and smart buying power. Mindshare – one stop media solution – drivers all.

3.1.2 MindShare – Global Touch

MindShare was founded on the merger of the media operation of J. Walter Thompson and Ogilvy & Mather. MindShare is poised to become the first global media investment management company with billing in excess of $18.7 billion (Source: RECMA). The network consists of 90 offices in 65 countries employing over 3600 media professionals throughout the USA, Latin America, Europe, Middle East and Asia Pacific. Mindshare is a GroupM company. The other assets of GroupM include Mediaedge:cia Worldwide and MAXUS.

Being the largest media investment manager in the world with full range of solutions, it has network built on successful clients. Mindshare has certain edge over competition – collaboration across WPP and with outside partners. It also has network solutions, full service offering, volume & market place influence.

3.1.3Asiatic Mindshare in brief:

Origin: Mindshare World, WPP, UK

In Bangladesh: A group company of Asiatic MCL, one of the leading ad agencies

Edge: Vast database, global property tools & techniques (e.g. Media Xpress, PEM, AdPhase, COMPASS)

Clients: Unilever Bangladesh Ltd., PepsiCo, Banglalink, DHL, Gillette, Sony Ericsson, Kodak, The Daily Star, UNICEF, Save the children (USA), Marie Stopes, BCCP, TIB, Emirates Cement, Virgin, Aromatic soap etc.

3.1.4 Mindshare offers:

- ➢ Strategic Media Planning
- ➢ Media Investment Management
- ➢ Product Management Consultancy
- ➢ Events Solution
- ➢ Media PR Management

3.1.5 Achievement

Media Magazine Asia Pacific Media Agency of the year 2003, 2004 & 2005

AdAge Global Media Agency of the year 2003 & 2004

3.1.6 Other Development

GroupM company MAXUS has been launched in Bangladesh recently. Here Media Consultants Ltd. will be the affiliate of this GroupM Company. Marico Bangladesh Ltd. is its first AOR client.

3.2 Company Contacts:

Leading MindShare is Dominic Proctor, CEO. He led the launch of MindShare worldwide and is based in London. The address of MindShare global head office and Bangladesh office are given below:

Table 1: MinShare contacts

Global Head Office	Bangladesh Office
40 The Strand, London, UK.	House#120 , Road#13, Block E Banani, Dhaka info@mindshare-bd.com
Kelly Clark Chief Executive Officer UK kelly.clark@mindshareworld.com	Partha P Ghosh General Manager Asiatic MindShare Ltd. Dhaka, Bangladesh

3.3 MindShare's Achievement- 'Global Media Agency of the Year':

On 28 February 2005, Advertising Age magazine awarded MindShare 'Global Media Agency of the Year 2004'. This achievement is made even more significant by the fact that MindShare is the first media company to have ever been awarded this honour two years in a row.

Advertising Age commented, "*In a complex media world, MindShare reassures the biggest multinational marketers that they can be visionary, innovative and connect with consumers*".

Tom Freitag, Nestle's Geneva-based VP-media said, "*MindShare is very good at demonstrating what they think the future will be, what it can be and what it should be for clients like us*".

During 2004 MindShare has been honored with an unprecedented amount of 'double' awards having also been named Asia Pacific and UK Agency of the Year for the second consecutive year, as well as winning many national awards.

3.4 MindShare 'Mbassador' Network

MindShare has a global communications and information network. One representative namely Mbassador per market is the point of contact for all internal or external communication and marketing matters. The aim is to increase knowledge sharing across the network & market MindShare people better on a local, regional and global level.
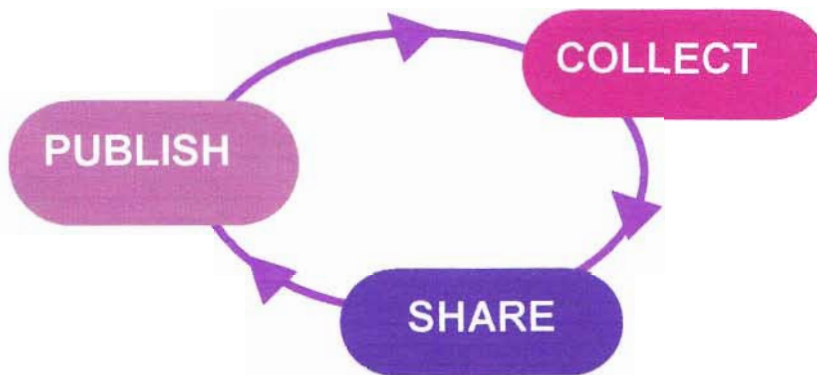
Figure 3: Tasks performed by MindShare Mbassadors

MindShare provides different sort of service according client's need. The standard of service that MindShare is providing in this market is exactly same what it is providing in global market. And that's the hidden issue why MindShare is so popular. Presently Asiatic MindShare is offering the following core services to the clients.

- **Strategic Media Planning**
- **Media Investment Management**
- **Product Management consultancy**
- **Events Solutions**
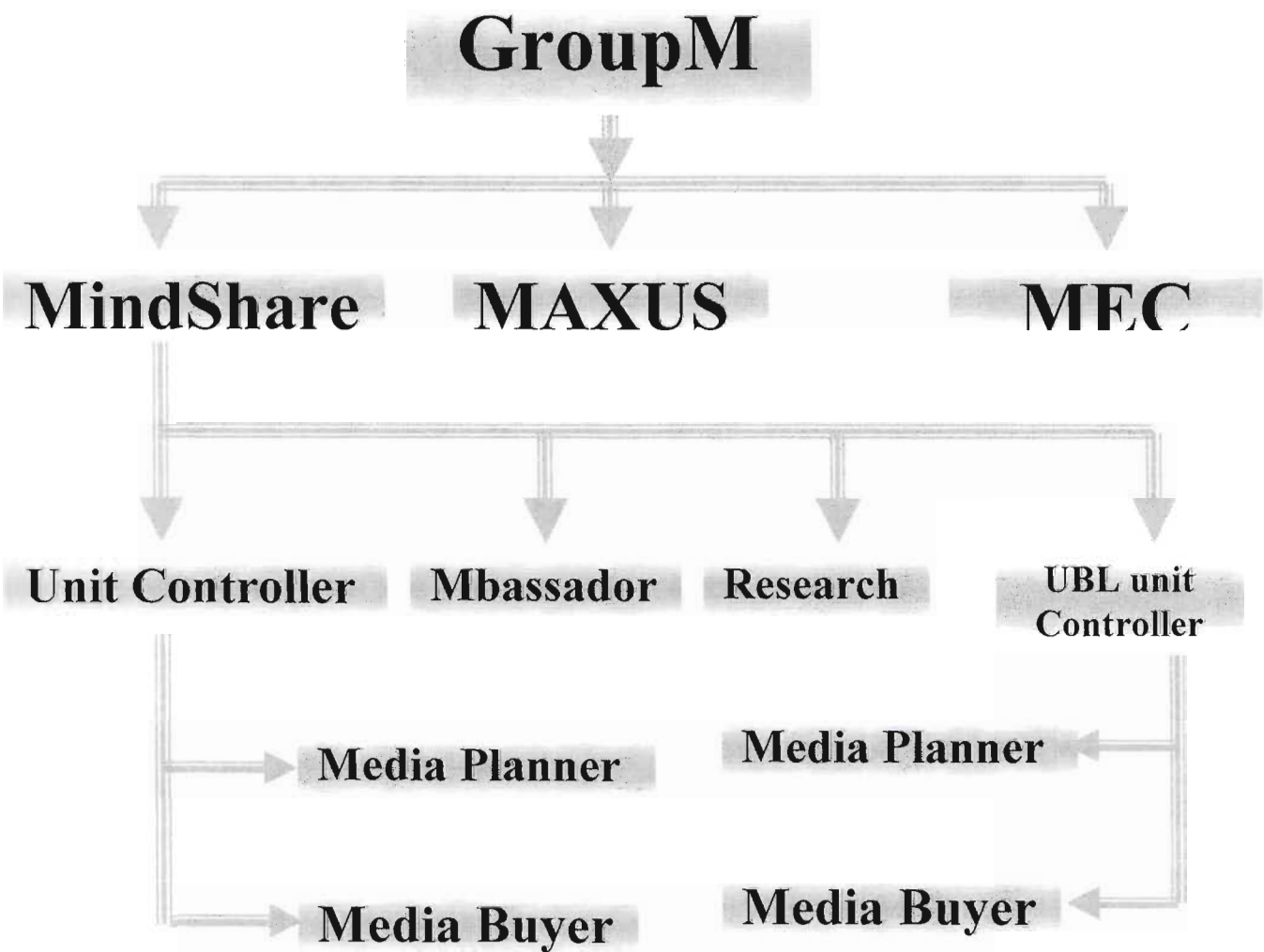- **Media PR**

3.5. Organizational Structure:

GroupM

MindShare   **MAXUS**   **MFC**

Unit Controller   **Mbassador**   **Research**   **UBL unit Controller**

Media Planner   **Media Planner**

Media Buyer   **Media Buyer**

Figure5: MindShare organizational structure

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Chapter

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MindShare's

Service & Activity

➤ Service
- o Strategic Media Planning
    - ▪ Media Plan Development
    - ▪ Scheduling
- o 'Media Investment Management
- o Product management Consultancy
- o Event Solution
- o Media PR

➤ Activities
- o Close Up 1
- o Pepsodent Denti-bus
- o Lux Channel I Super Star
- o Lifebuoy Gold Family Day

CONTINUITY CHANGE

4.1 Strategic Media Planning:

Strategic media planning has few components integrated in it. The components are named in the following diagram.

Figure 4: Components of strategic media planning

Defining Target Audience (TA)

Choosing the Right People is the job of defining Target Audience. It is the most critical component in the strategic media planning process. TA for planning and buying need not necessarily be the same.

Defining target audience for planning: Planning target is decided based on

- Usage type of the product i.e., Household, Durable, Personal or Food Products
- Demographic description of the planning target will most probably be on these factors
- Urban/Rural with town-class specifications
- Household Income/Socio Economic Class (SEC)
- Decision Maker - Sex & Age

Defining target audience for buying media (time/space)

- Sufficiently broad enough to enable efficient implementation of the media strategy
- More focused demographics for media buying should only be used if
  - Justifiable demographic/usership targets can be defined
  - The defined target group can be reached at the necessary coverage and frequency in a cost effective manner
  - If current databases allow evaluation

Defining Target Market

Second critical component in the strategic media planning process is defining target market. In Bangladesh target market are clustered in many ways like:

- Urban/Rural
- Town-class specifications like Metros/mini metros
- Cable Penetration
- Socio Economic Class (SEC)

Market Prioritization

After defining the target market, prioritization has to be developed. This is to decide on the markets which require mass media support. Market prioritization is done based on the following parameters -

- Category Development Index
- Brand Development Index
- Target Audience Size
- Media Entry Cost

Media Weight Setting

- Media Weights are defined in terms of
  - GRPs or % Share of Voice (SOV), example: 600 GRPs in September or 20 %SOV in September
  - Gross Opportunity To See (OTS), example: 20,000 Gross reach with an OTS of 12
  - Effective Frequency and Effective Reach, example: An Effective Reach of 60 % at an Effective Frequency of 2+ or simply put 60 % at 2+

- But then...at what cost?
  - Budget Setting/Estimation

Media budget setting – key issues

- Compare Share of Voice (SOV) with Share of Market (SOM)
  - To establish how much to be competitive?
- Follow media planning guidelines according to effective frequency and coverage targets
  - To establish how much to break through media clutter and ensure message is heard?
- Corporate requirements/constraints

Media budget setting – Planning Guidelines

- Effective Frequency
  - number of times target audience needs to see advertising to achieve desired response; always tied to a time period; maximum 4 week period
- Important factors that influence frequency targets are
  - Campaign Condition
  - Level of Media Clutter to overcome
  - Level of Category Clutter, encompassing competitive activity

Media Environment Consideration

Media strategy must draw synergy across

- Medium as Vehicle : Rationale behind selection of media and media vehicles
- Medium as Medium: Capitalize on the inherent characteristics of the medium to the Brand's advantage
- Medium as Message: Role each medium is going to play based on the Brand's communication requirements

Media Plan Development

- Develop the media plan through combination of different media (Media Mix).
- While developing media plan consider the duplication of audience across the media.

Scheduling

- Schedule the media plan in an excel sheet
- It is a tabular format of media plan mentioning the exact timing of the commercial to be aired on TV or insertions to be placed newspaper etc.
- It is done for media investment management

4.2 Media Investment Management:

This is the implementation part of the strategic media plan. When a media plan is ready, it goes for implementation, it includes buying spots on different channels/ stations of TV, Radio, & Cinema or to reserve place on certain newspaper/magazine. This has to be done with proper negotiation with the medium. The term 'efficiency of buying' comes here. Efficiency through

- CPT - Cost Per Thousand: Cost to reach thousand targeted people through print medium
- CPRP - Cost Per Rating Point: this is for TV and measures by programs
- Development of TV/Print guidelines

The fee of Strategic Media Planning & Media Investment Management around 3.5% of the total media implementation cost of that particular campaign.

4.3 Product Management consultancy:

According to Mindshare, this is a new concept in Bangladesh. The offer is to manage a brand (specially a medium) with an objective to reach to a target. Currently Asiatic MindShare is serving one client with this offer and that is The Daily Star. According to NMS 2002, it is the No.1 English Daily in the country. The services include brand development, formulating strategies focusing on the target set at the contract, regular account planning, etc. Asiatic MindShare offers this service at a monthly fee basis.

4.4 Events Solutions:

It is just the 'Event Management'. Asiatic MindShare is offering this service with collaboration with Asiatic Events Ltd. The price of this service is on contract basis at a certain fee depending on the level of the program arrangement.

4.5 Media PR:

This service is related to the publicity of the clients. Publicity through TV & Print media without paying to the media can be referred as PR. As Asiatic MindShare has a good relation with different TV channels & newspapers/magazines, it can do the media PR more effectively.

The price of this offer depends on the level of involvement of the employees of the particular campaign. Usually it is calculated on hourly basis.

4.6 MINDSHARE'S MEDIA ACTIVITIES: A BRIEF LOOK

Recently MindShare has started some media activity what got huge attention all over the country. Close Up 1, Lux Channel I Superstar etc. are the some tremendous successful activity produced by MindShare.

4.6 .1 Close Up 1

Figure 6: A view of the Close Up 1 contest

Close Up 1 successfully continues its biggest hunt for musical talent across Bangladesh. This countrywide music talent hunt program of Close Up is now in it's 3rd month. This program scheduled to continue till the end of September 2005.1st and 2nd round selection procedures have been completed. Now is the time to select the winners. This selection would be a month long procedure and would be done by judges and on viewers opinions. Viewers will send in their choice through SMS. The first episode of the campaign was on air on 29th July on NTV. From now on every Friday and Saturday, further episodes of this campaign will be on air. MindShare was involved in the media PR activity in the first round and presently ensures media coverage for all rounds.

4.6 .2 Pepsodent Denti-bus

Pepsodent's Denti-bus is a mobile unit with all facilities of a modern dental clinic. It provides services to communities and schools. For last six months this service operated on a test basis across various centers in Bangladesh. For the first time, to create awareness the service will be offered formally at Bangladesh Agricultural research Institute at Gazipur.

Figure 7 : A view of the Pepsodent Denti-bus

On this occasion, a group of journalists (covering both TV and Press) will be taken to the institute to see and understand the whole procedure of the Denti-bus service. MindShare was involved in that PR activity.

4.6 .3 Lux Channel I Super Star

"Lux Channel-I Star" – one of the biggest activation of Unilever portfolio was started in June 2005. Channel I is the media partner of this activation. For the first time a channel is tying up its name with a Unilever brand for a campaign. It is the most glamorous consumer contest in Unilever portfolio is running in full sewing.

Figure 8: A view of the Lux-Channel I Star Search contestants

From more than 4 thousand photographs 120 candidates were short listed in the 1st round selection. In the 2nd round only 30 candidates were short listed based on their performance and judges verdicts. Both 1st and 2nd round selections had already been completed. Selected 30 candidates were later in Rajandrapur, taking training on different aspects from eminent personalities of our country. The first episode of this program was on air from 4th August on Channel I. The Lux Super Star will be selected from these 30 sundaris based on Judges opinions and viewers choice

4.6 .4 Lifebuoy Gold Family Day '05

Lifebuoy Gold Family Day was celebrated this year at Nandan theme park in a different way. Lifebuoy Gold did a sales related CP in early May in which 100 families had been identified as winners. These families were taken to Nandan to celebrate Family Day there. One family received the mega prize of Dhaka-Malaysia-Dhaka air trip for all its family members.

Figure 9: A view of the Lifebuoy Gold Family Day at Nandan Park

The star cast of the popular Channel I drama "69", was also present to accompany the winning families. Singers Bappa Majumdar and Fahmida Nobi sang popular numbers to add color to the cultural program. All the families enjoyed the entire day filled with fun and joy. A half an hour TV program based on the day long activities at Nandan was aired on Channel I and ATN Bangla simultaneously on 15th May – The World Family Day. MindShare was involved in organzing the program as well as PR activities.

Chapter

5
five

MindShare

Review

➢ Tangible and Intangible Service Component
➢ Role of Technology
➢ Service Benefit and Profile of Clients
➢ Service Quality Dimensions
➢ Level of Customer Participation
➢ Employee Roles in service delivery

GLOBAL

5.1 Tangible & Intangible Service Components of Mindshare:

In a typical advertising agency there are three service components involved. They are -

- o Creative
- o Client servicing
- o Media planning & implementation

Creative includes both tangible & intangible service components. It involves ideation, thinking, script writing, production (TVC, RDC, Press layout etc.).

Client servicing is more of an intangible service. Still some tangibles are the paper works involved in client servicing.

Media planning & implementation is a perfect combination of tangible & intangible service components. Media plan while planning process is an intangible service but when it is complete it becomes a tangible for the clients (as it is in paper).

5.2 The Role of Technology:

The role of technology is vast in the media industry as it concern on the effective planning & efficient buying. Database like National Readership Survey (NRS), National Media Survey (NMS) are valuable tools in proper servicing as a source. Monitoring data on TV channels are essential for effective planning. Asiatic MindShare uses different software for media planning, media analysis, media buying & billing purpose.

Media Xpress: Media Xpress is a TV evaluation software specially tailored for Asia Pacific region. For TV plan and analysis MindShare uses Media Xpress. It sourced data from monthly TV monitoring through diary panel done by third party monitoring agency.

- In brief Media Xpress can do the following:

  - Reach /OTS evaluation (Pre & Post)
  - Program duplications
  - Program performance by dayparts/specific TGs/weeks
  - Duplicate viewing
  - Channel Loyalty
  - Unique customization for Bangladesh

PEM: For press planning & analysis MindShare uses Press Evaluation Module (PEM). It sourced data from the National Media Survey done in 2002. It was MindShare's initiative to done such type of media survey first of its kind in Bangladesh in 2002. A subsequent National Media Survey is under process from mid September 2004.

- Press Evaluation Module

  - Brand TG based analyses
  - Evaluation model fully operational
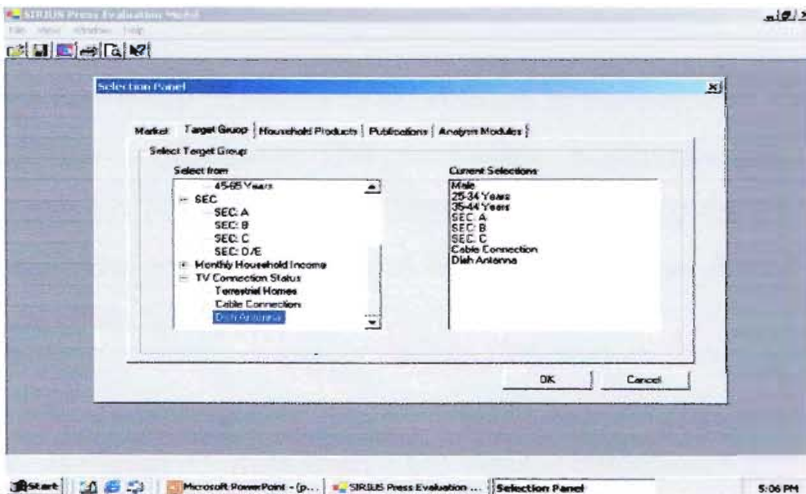 - Optimizer model operational from 2004

Figure 13: A view of PEM

MABS: MindShare Accounting & Billing Software (MABS) is fully customized software for billing & accounting process of Asiatic MindShare. It enhance some data analysis capability, scheduling, prepare realize order, etc.

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5.3 Service Benefits & Profiles of the Clients:

5.3.1 Service benefits of customers

The following bullet points can figure out the benefits obtained by the customers

- o **Building brands using mass media:** Develop and co-ordinate effective media exploitation plans for the clients' brand portfolios.
- o **How can media plans 'talk' to client's TG:** Deeper consumer insights demographics/Brand Usage
- o **Quick Turnaround in face of product launches/situational reality:** Automated media management supported by people passion
- o **Get more out of media:** Media PR Management, Delivering media mileage spin offs
- o **Manage BTL (Below the Line) media/events:** Ideate and Implement

5.3.2 Profile of the MindShare's Clients:

There are two types of clients of MindShare in Bangladesh. One is Network Client and other one is local client. The client whose business Asiatic MindShare gets as a global client is Network Client. Those clients who are Asiatic MindShare client as a local initiative are local clients. A brief profile of the Asiatic MindShare's major clients are given below –

- • **Unilever Bangladesh Ltd.:** Asiatic MindShare got this business as a network client. Globally Unilever is MindShare's client. Presently MindShare is giving the following services to Unilever Bangladesh Ltd.- Strategic Media Planning, Media Investment Management, Media PR. MindShare is looking after all brands of this client namely Lux, Lux Body Wash, Lifebuoy, Sunsilk, All Clear, Clinic Plus, Close Up, Pepsodent, Fair & Lovely, Ponds, Lakme, Rexona, Wheel Laundry Soap, Wheel Washing Powder, Vim, Lipton Taaza, Lipton Yellow Level etc.

- • **Transcom Beverage:** Pepsi Co. is a global client of MindShare. MindShare is doing Strategic Media Planning, Media Investment

Management, Media PR for the brands – Pepsi, 7 up, Mountain Dew.

- **Gillete**: Gillete is also a global client of MindShare. MindShare is doing Strategic Media Planning, Media Investment Management, Media PR for the brand and in Bangladesh the local company is MGH Group.

- **DHL**: MindShare got this business as a global client. Mindshare is doing the Strategic Media Planning & Media Investment Management of DHL.

- **Kodak**: Kodak is a global client of MindShare. MindShare is doing Strategic Media Planning, Media Investment Management, Media PR for the brand and in Bangladesh the local company is MGH Group.

- **Social Marketing Company**: It is a local client. For the social awareness campaign MindShare is doing Strategic Media Planning, Media Investment Management, Media PR of Social Marketing Company.

- **The Daily Star**: First time in Bangladesh – a Newspaper is a client of a media independent. Mindshare is giving Product Management Consultancy to The Daily Star, No.1 English daily in Bangladesh. MindShare won this business in 2004.

- **IRG (Nishorgo Eco Tourism)**: It is a project on Eco Tourism & Forest Conversation. MindShare is giving event solution & media PR support to this project.

- **Sun-SES**: It is a Singapore based company working in Information Technology. MindShare is giving the following services to Sun-SES – Strategic Media Planning, Media Investment Management, Event solution & Media PR.

- **HSBC**: It is a recent win by global MindShare. Hence, in Bangladesh got this business as a network client in Banking & Finance category. Its operation will be worked out soon and MindShare will do Strategic Media Planning, Media Investment Management, Event solution & Media PR for HSBC.

5.4 Service Quality Dimensions[1] of MindShare:

The service quality dimensions are very important in the media agency industry. The service quality dimensions are –

- o **Reliability**: Have to be capable of providing error-free service with the accuracy. Have to perform the job as a dependable partner of the clients according to the promise of the service. In MindShare there are client specific executives/managers, continuous interaction happens between clients & MindShare, etc. ensure the reliability of MindShare to the clients. When any service performed by MindShare, a number of people are involved in it. More than one person's participation makes the job error-free.

- o **Assurance**: Proper knowledge regarding media, using capability of the software, ability to answer all questions of the clients, smart presentation etc. of MindShare's Employees are the signs of assuring exact delivery of the service promised. MindShare's employees are sent for trainings to home & abroad to ensure the proper service delivery. MindShare arranges some 'Joint workshops' with the clients, it is a sigh of assurance.

- o **Tangibles**: MindShare has different relevant software for effective planning & efficient buying such as Media Xpress, PEM, MABS, AdPhase, etc. that ensure the tangibility of MindShare.

- o **Empathy**: MindShare treats every client in different manners. They consider that the proper media service will enhance the profitability of the clients as well the MindShare. That's why the employees are very much empathetic & caring to each of the clients.

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[1] Mentioned by Manager, Planning & Investment, Asiatic Mindshare

o **Responsiveness**: MindShare always respond to clients query as early as possible, gives prompt service, ready to respond to customer's requests, keeps the customers informed about every steps of the service. Even MindShare personnel sometimes go to the clients in advance before the clients' expectations.

5.5 Level of Customer Participation in the Process:

The level of customer participation is not much high. The level is moderate because of the nature of the service offered. The service is based on some database & monitoring data of some particular media. What the customers/ clients do is to brief the service provider that what they want, the rest is service provider's job. The service providers then plan out the brief according to different medium. They redefine the media objective, do the proper planning & take actions to implement the plan.
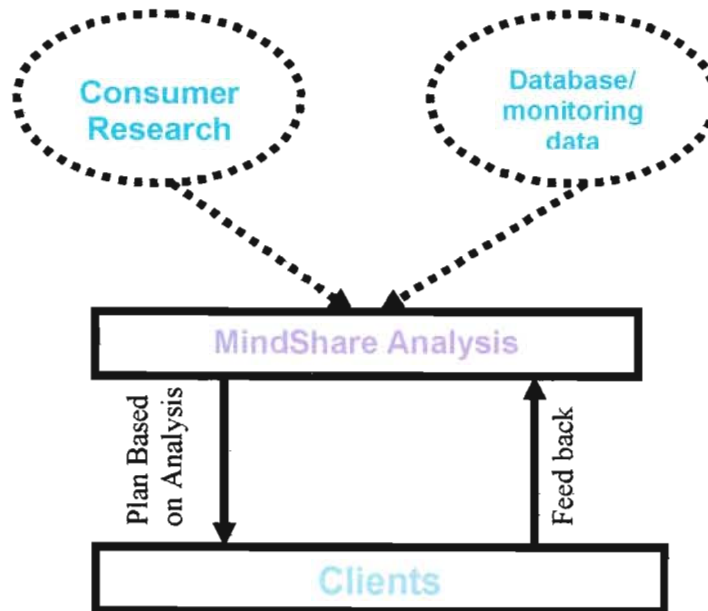

Figure 14: Customer participation in service delivery

While the plan is ready, here the customer participation is needed. The above model describes the participation of the clients. The plan needs to be approved by the customers/ clients for implementation. Once the plan is approved by the customers/clients it is ready for implementation. But the customers sometimes continuously monitor the activities organized by the service provider and give feedback to the service provider. Hence, customers' the zone of tolerance is lower in this industry. But as a whole the level of customers' participation is medium.

5.6 Employee Roles in the Service Delivery Process:

Employees have a great role to perform in the service delivery process in the media industry. In MindShare employees' role in service delivery process is very important due to the following reasons –

- Analytical skill needed
- Has to do math accurately,
- Proper targeting needed,
- Proper identification of medium,
- Choose vehicles/programs,
- Consider cost effectiveness,

The integration of all components of the service delivered is fully dependent on the employees. Employees' sincerity in the service delivery process makes the service appreciated by the clients.

Chapter

6

six

Demand forecasting for imported TV software for the C&S channels in Bangladesh

- Introduction
- Research Design
- Survey Findings
- Major Findings
- Recommendations
- Conclusion

Introduction

To measure the demand for the imported TV software in Bangladeshi C&S channels this market survey has been done.

For this survey work, interviews of the head of the program from different C&S channels in Bangladesh were taken. To do the survey works, a well structured and formal questionnaire has been constructed. For constructing questionnaire, there were thirteen direct questions and nine open-ended questions were considered. In the survey questionnaire there was no filtering question for choosing appropriate respondents because the survey was made as face-to-face contact with the right person. To complete the survey successfully and get the result correctly a particular target group was selected. The target group was the program head of the C&S channels in Bangladesh. Only they can give all the necessary information that the survey needed. That's why, the head of the program in Channel i, NTV, RTV, ATN, Channels 1 and Bangla Vision had been chosen. All of them are very experience persons and have a deep knowledge about the survey matter.

Open ended questions at the end to know what types of problem they face for imported TV software and their comments or suggestions to improve the situation in the future. It was all about the judgmental method to get accurate information.20 respondent participated in the interview. I was always present there and very much involved to guide the respondents and make things clear to them during interview.

Research Design:

A research design is a framework for conducting the research project. It details the procedures necessary for obtaining the information needed to structure or solve a research problem. This survey used both the combination of qualitative and quantitative data to complete the survey.
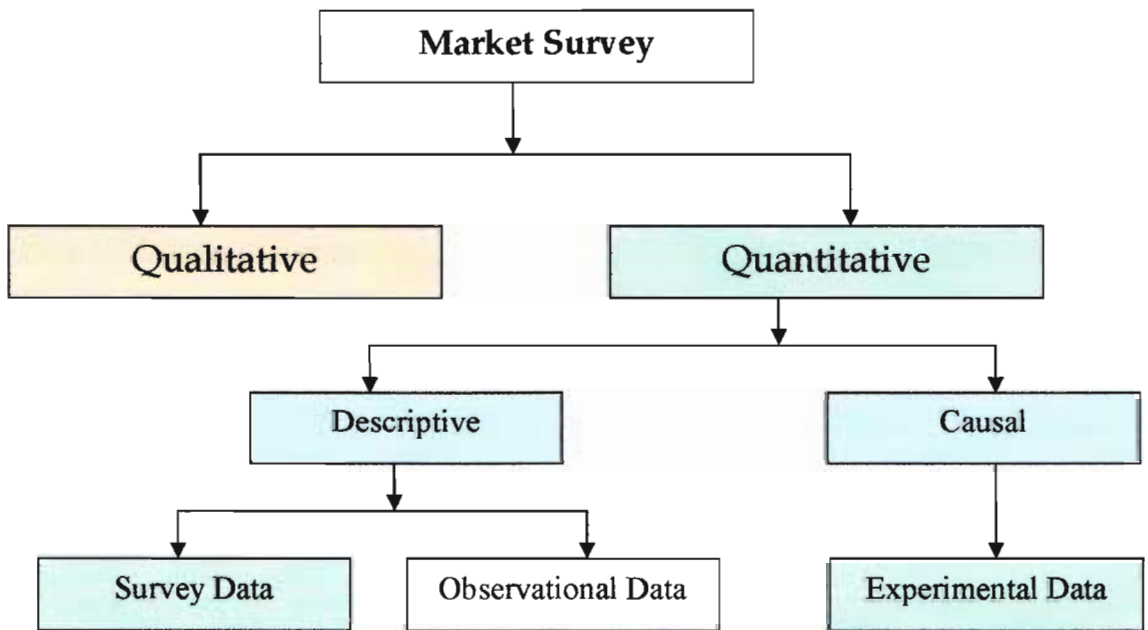
Figure: Research Design

Qualitative research is nothing but getting an initial idea and it is very much helpful to develop an approach to the problem. Approach to the problem involve developing questionnaire for collecting data and define the sampling technique and sample size and determine the data analysis method.

Qualitative Method

This survey used qualitative method to construct and pretest our questionnaire. In the questionnaire, there were 13 direct questions by using likert scale to know the respondents level of agreement and disagreements. Finally, there were nine open-ended questions to know respondent comment regarding the demand of the imported TV software and their suggestions.
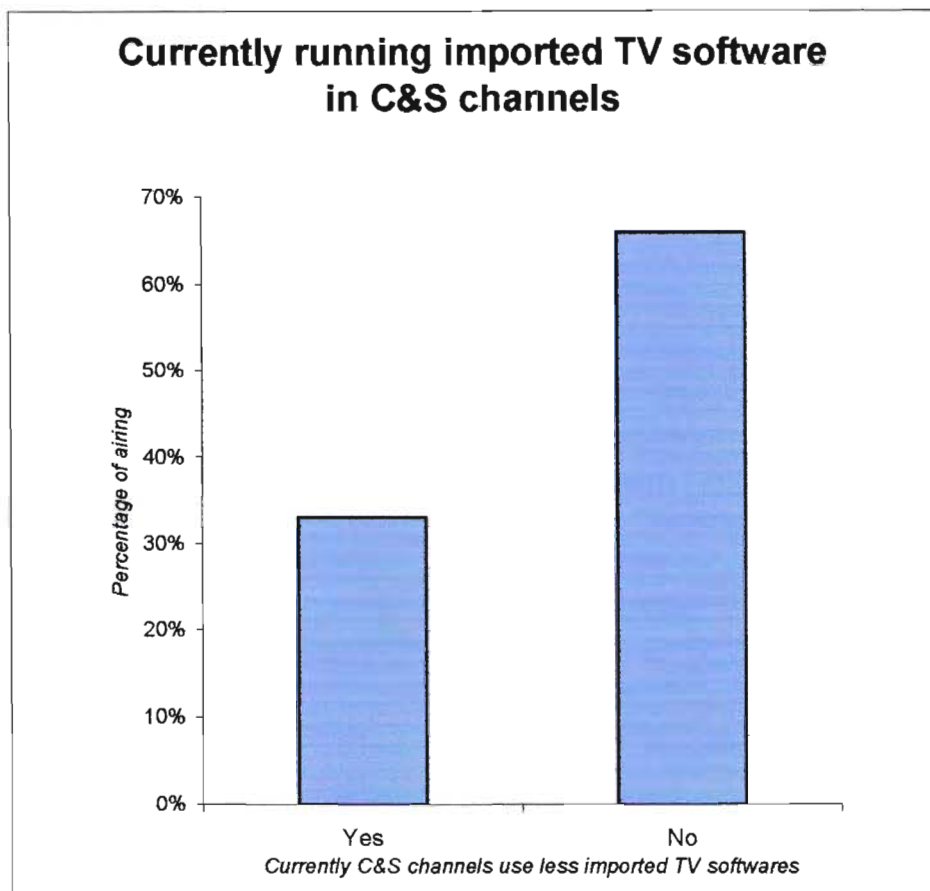
Quantitative Method

Quantitative research is a study that uses mathematical analysis. Quantitative research typically is characterized by large sample size. In this research information per respondent varies. Limited probing is required in this regard. Types of analysis the research conducting are statistical, summarization.

The reasons of using quantitative method is to measure the rate of airing imported TV program, is the number increasing or decreasing, what time the channels want to air these program, which types of program they want to air, where they get these software and so on.

Survey Findings:
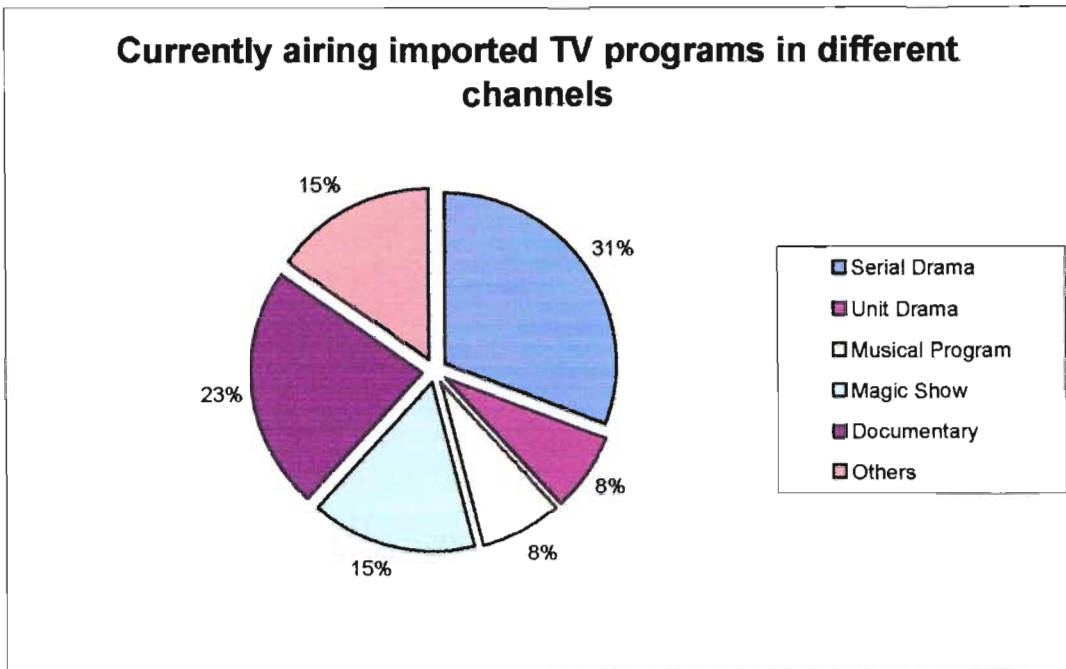
- Current states of running imported TV programs:

Currently running imported TV software in C&S channels

Percentage of airing (y-axis: 0% to 70%)

Yes — approximately 33%
No — approximately 66%

Currently C&S channels use less imported TV softwares

Findings:

Among the total sample of 20 respondents, the observation says that 33% are using imported software in the Bangladeshi C&S (Cable and Satellites) channels and 66% are using local software in the C&S channels. So In the context of Bangladesh, at present 33% C&S channels are airing imported TV software but 66% C&S channels are not airing imported TV programs. Also identified that, 75% new channels is using imported TV software in their channels.
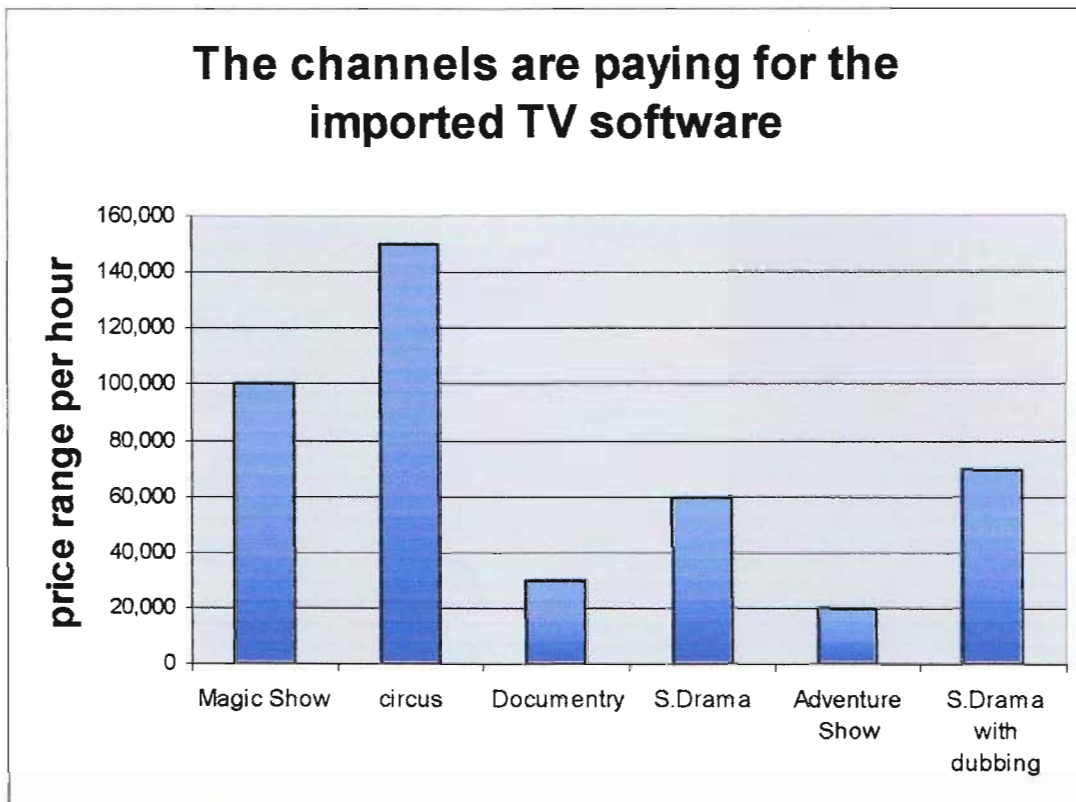
- **Preference for different types of imported programs which channels like to telecast:**

Currently airing imported TV programs in different channels

Legend
☐ Serial Drama
☐ Unit Drama
☐ Musical Program
☐ Magic Show
☐ Documentary
☐ Others

15%

31%

23%

8%

8%

15%

Findings:

In the current situation, C&S channels which prefer to telecast imported TV software their first priority to air serial drama (like Tipu Sultan, Akber the Great, Mogle, Three stujess etc). In the others category, channels like to use some adventurous program, circus, special feature base on sports, game show etc.

- Average price range for different types of programs:

The channels are paying for the imported TV software

price range per hour

160,000	
140,000	
120,000	
100,000	
80,000	
60,000	
40,000	
20,000	
0	

Magic Show   circus   Documentry   S.Drama   Adventure Show   S.Drama with dubbing

Findings:

The price of the program is different for different channels. The buying policy is not the same for every channel. Some Channels (20%) prefer to buy the foreign program through agent and some channels buy this directly. Again, some channels get the authorization to download the current news by using internet service. So they have to pay for this permission.

• Future demand for imported software :

In future,would the channels prefer to air imported programs
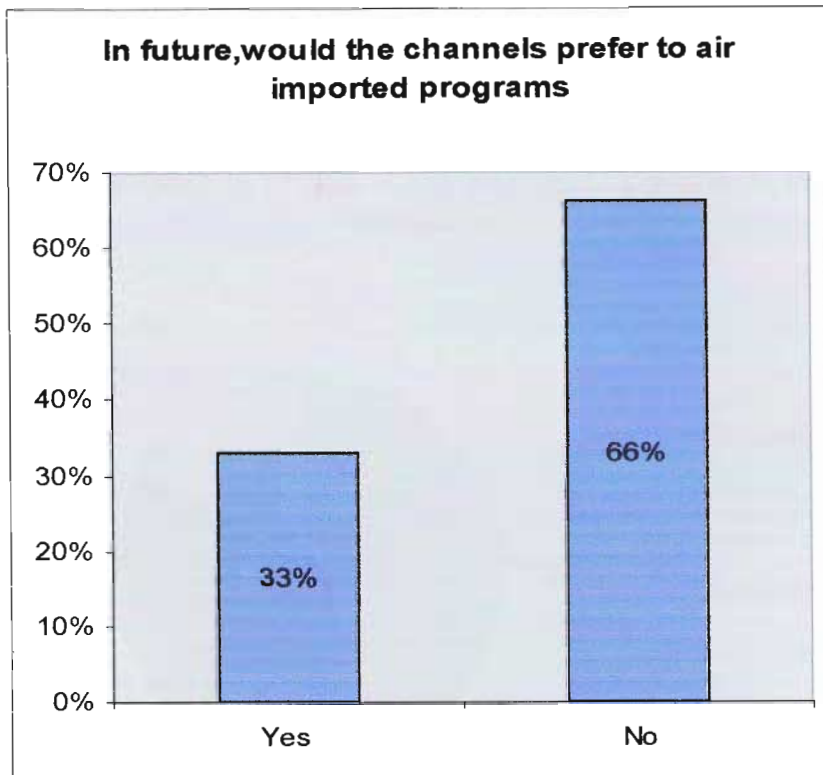
Findings:

Some C&S channels (33% of the respondent) will like to telecast the imported software in future. But the maximum percentage (66%) is not interested to air the imported programs in their channels. Because through the satellite cable lines our local viewers can enjoy the foreign program. They have the freedom to access in any foreign channels. For this reason, the demand for foreign programs is very low in our local channels. So the Bangladeshi channels give less preference to air imported TV programs.

- # The reasons for less airing imported TV software on the C&S channels:

The reasons of less airing imported TV software in Bangladesh

17%

50%

33%

- Availability of foreign programs in Other C&S channels
- High cost of imported program
- Viewers demand is low
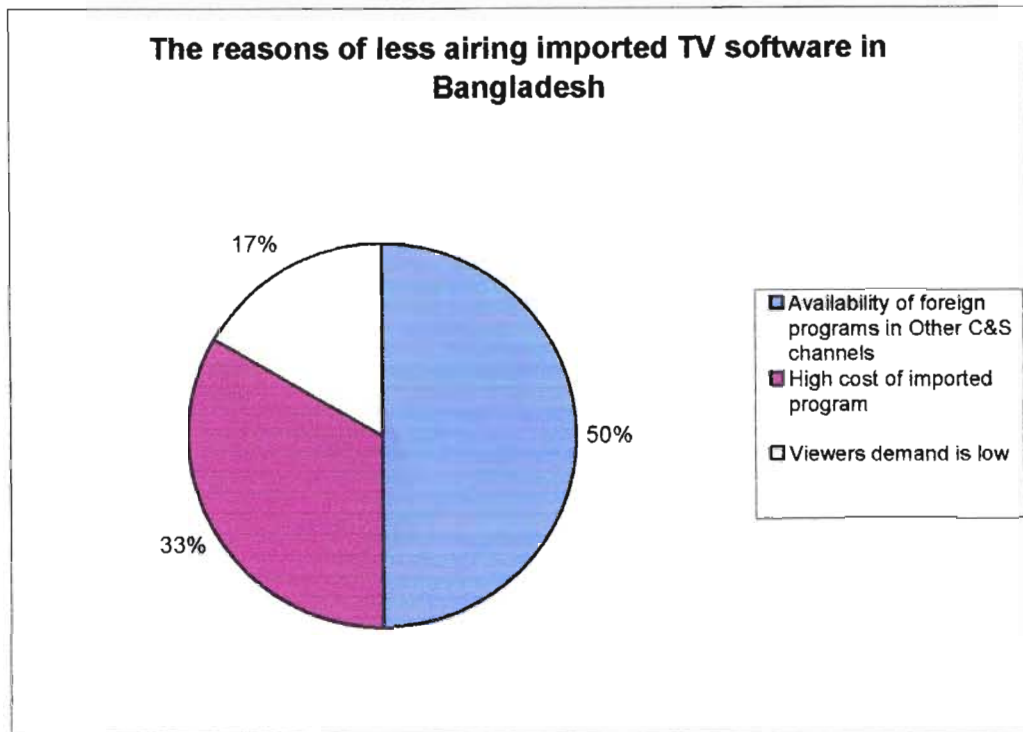
Findings:

In Bangladesh, C&S channels are not very much interested to air imported software in their channels. Their logic is that, the viewers can easily get these foreign programs through accessing the foreign channels. In the local C&S channels viewers' want to see the local programs. The demand of the foreign programs is comparatively low in Bangladeshi C&S channels. Another reason is the buying process of these foreign programs is lengthy and the channels have to pay high cost.

- **Perceived demand for the imported software:**

Viewers demand of the imported software in C&S channels
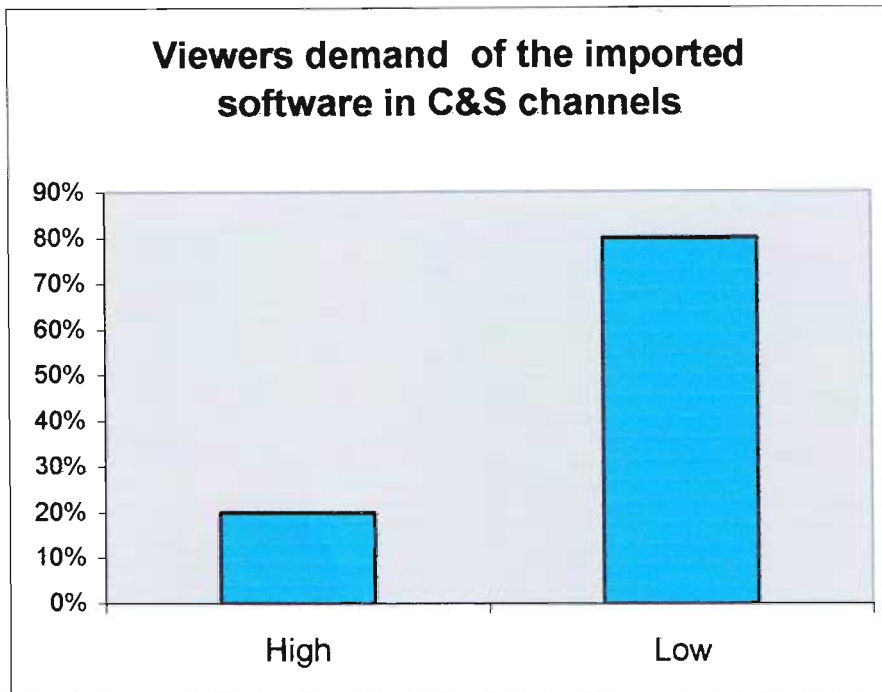
Findings:

The channels have to pay high cost to buy the foreign programs. If this programs have high viewer ship, than the cost will be justify. From the data we can see that, only 20%channels think that, they have high viewers demand for the foreign program in Bangladeshi channels. But 80% channels think that imported programs have not enough viewers demand by which channels can justify their cost.

- **Selling out prime time slot for imported program:**

Ready to sell prime time slot for imported programs

70%	
60%	
50%	
40%	
30%	
20%	
10%	
0%	
Yes	No
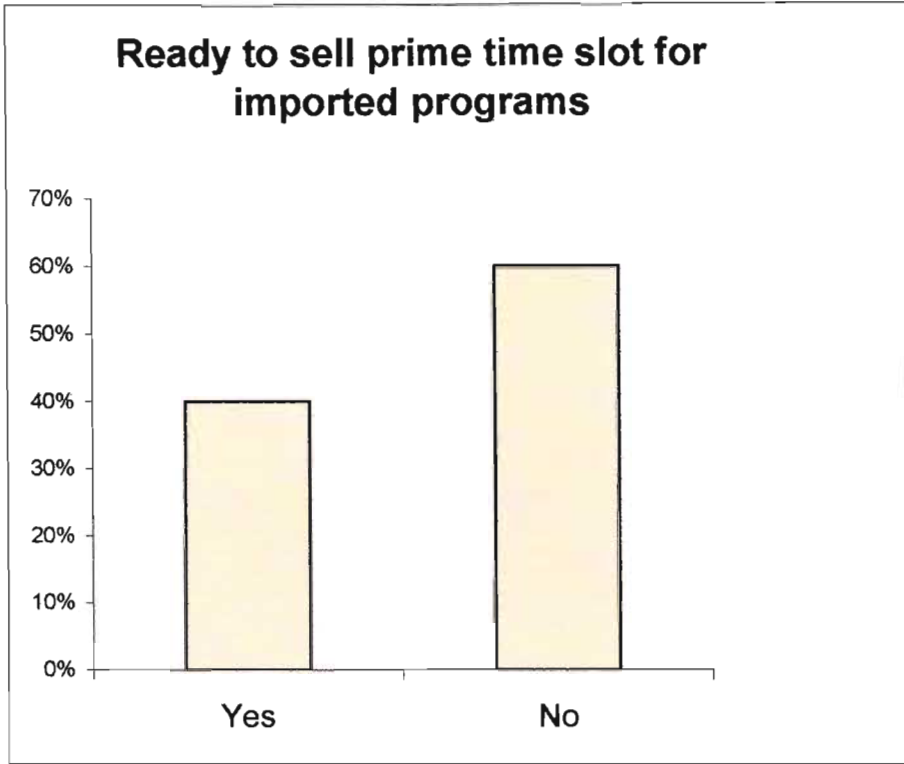
Findings:

For serial drama, the C&S channels are ready to sell prime time slot. For other programs like magic show, documentary program, circus channels like to telecast in non prime time. For these program the viewers demand is comparatively low. So if the channels use prime time for these foreign programs they think that, their channels can not hold the viewers in their channels.

- **Competitive quality for imported software in C&S channels:**

Imported TV software offers competition to our local TV software
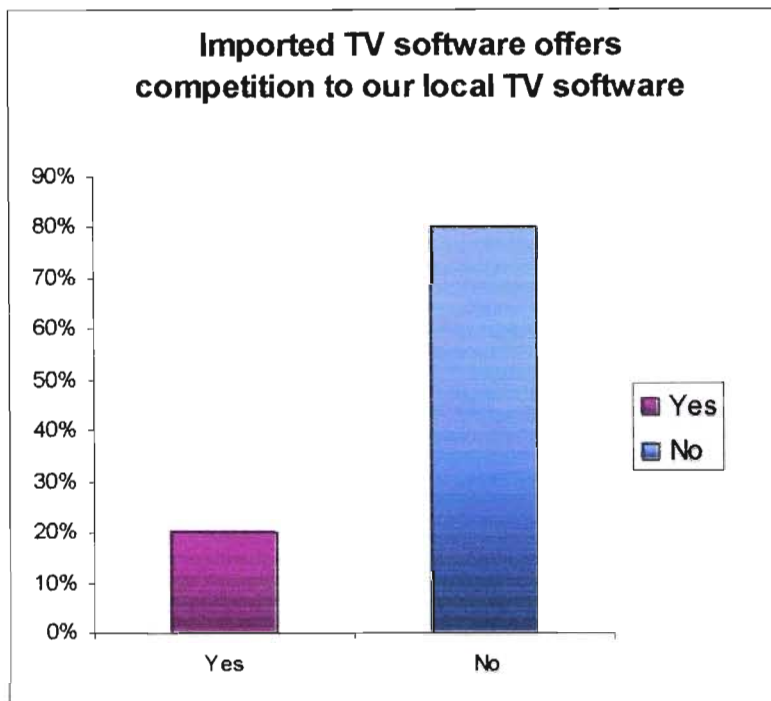
Findings:

In Bangladesh, 80% program head of the C&S channels think that, the imported TV software can not offers competition to the local TV software. They said that the quality of the program is very poor. The channels never get the original copy. As a result the demand of these programs is very low. But 20% program head has the opposite opinion. They said foreign program have better quality and the performance of the actors is much better than local TV performer. So the imported TV software has the quality to offer competition to our local TV software.

- ## Reason for using imported software during commencement of the channels:

Reason of using more foreign TV software at the time of beginning

17%

17%

66%

- □ low cost
- ■ To creat viewership
- □ Lack of local program
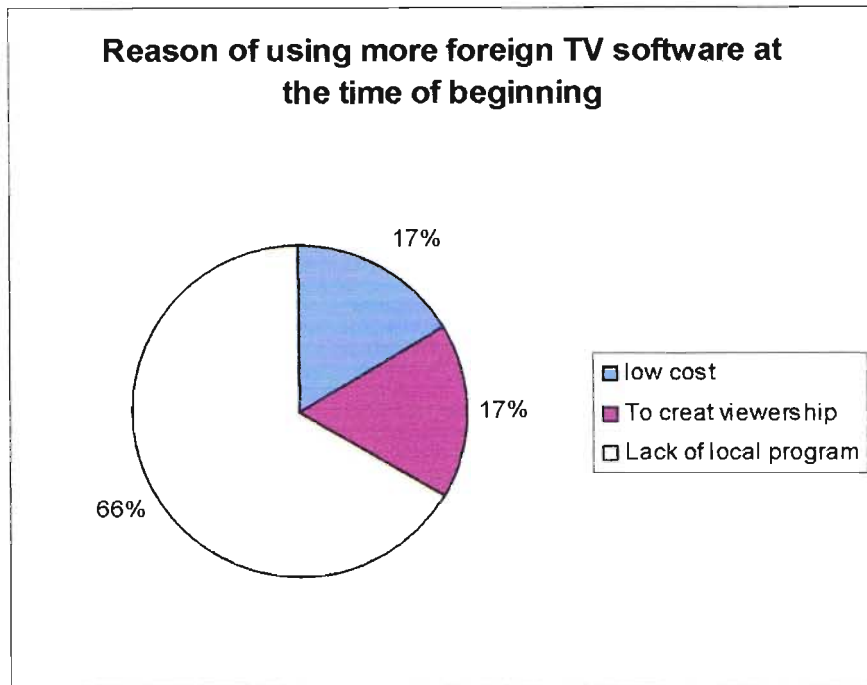
Findings:

At the introduction stage, the channels suffer in the shortage of programs. To confirm 24 hours transmission the channels need many programs. Foreign programs are ready. So the channels use more imported TV software and the organizer of the program also thinks that, the foreign program will create viewer ship in their new channels. But the 20% program head thinks that imported software can not increase the viewers.

- **Embargo on airing imported software in C&S channels :**

There are some embargo on running foreign programs in local channels
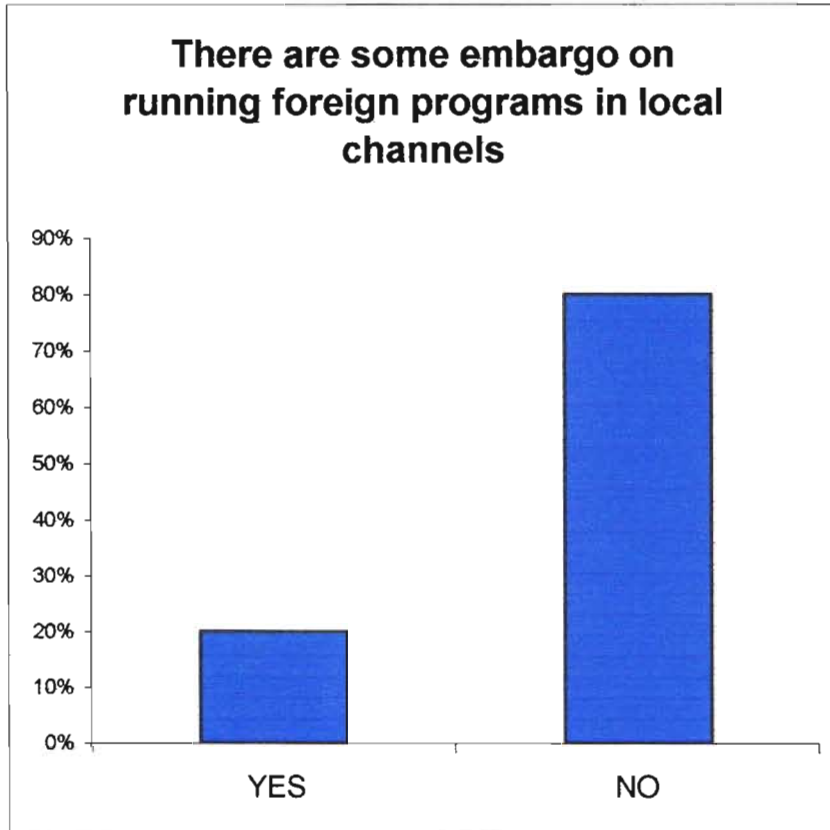
Findings:

The survey data says, most of the C&S channels (80%) in Bangladesh agreed that, there is no embargo on airing imported foreign programs in local channels. The 20% C&S channels says that there are little embargo on airing imported programs. For example, the channels need import-export permission, the program have to be sensored by the government etc.
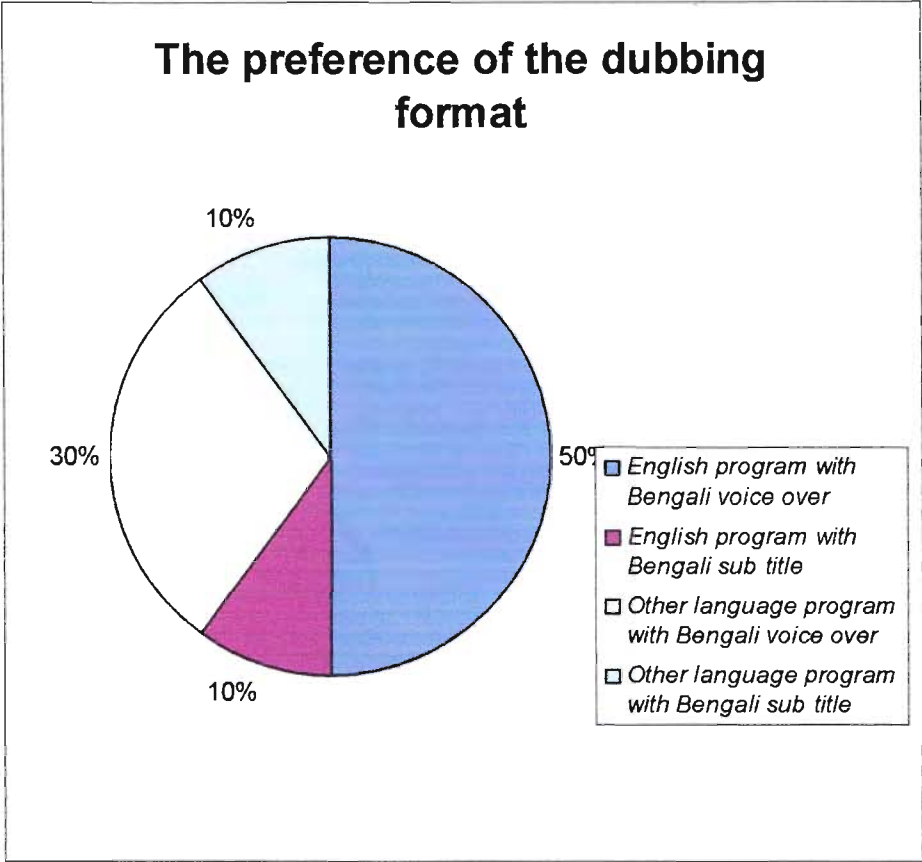
- **The preference for dubbing imported TV software:**

The preference of dubbing imported TV software
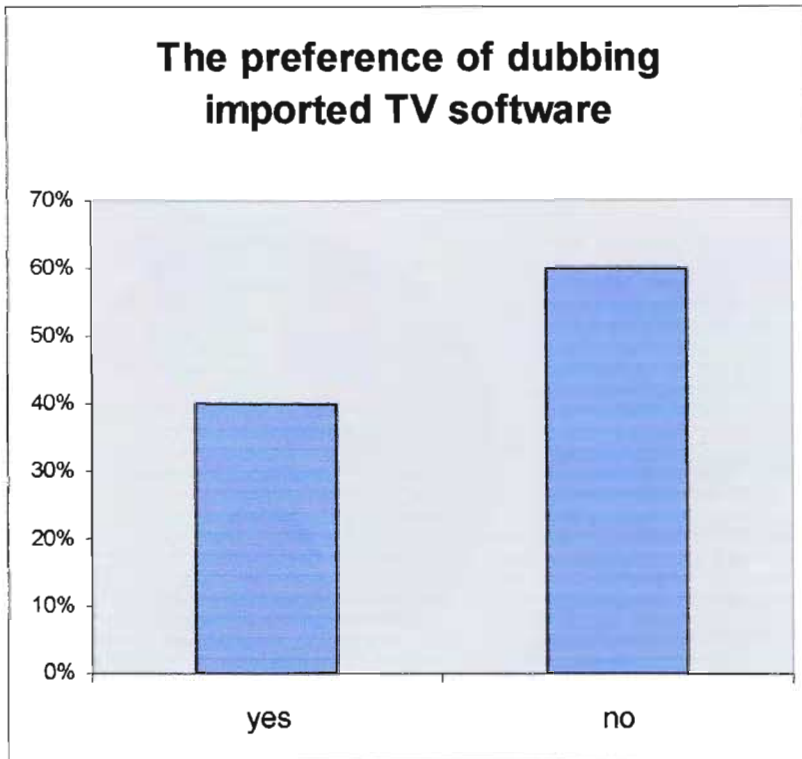
Findings:

40% program heads of the C&S channels thinks that dubbing is necessary on airing foreign TV software in local channels. Some of them said, dubbing of the program depends on the type of the foreign software. If the program is drama, then dubbing is not mandatory. But for documentary program, dubbing can increase the viewship. Other 60% program head of the C&S channels think that, the viewers of the imported foreign TV program are very much selective. They can understand the English language. They also think, dubbing will decrease the program quality. So they are not supporting the dubbing technique.

- **The preference of the dubbing format:**

The preference of the dubbing format

10%

30%

50%

10%

Legend:
- □ English program with Bengali voice over
- ■ English program with Bengali sub title
- □ Other language program with Bengali voice over
- □ Other language program with Bengali sub title

Findings:

Channels that prefer to dub the foreign program; 50% of the channels that prefers to dub the program identified dubbing the English program with Bengali voice over. In Bengali voice over they like Bangladeshi accent not the Indian Bangla .

Major Findings:

MindShare believe that "Every thing is a media opportunity". From that believe it can say that, yes, there is some demand of the imported TV software in Bangladeshi C&S channels. Our C&S channels who are using imported software currently they are airing mostly the serial drama. Because the performance and the quality of the programs are very good, which have the ability to compete with our local TV software. For these reason producers of local TV software get the encouragement to improve the quality of the program. The buying price ranges of the imported TV software are not same for all the C&S channels. All the C&S channels are not using the same buying process. Some are buying through agency and some are buying directly. But if the channels buy directly, then it will be a long process, but with less price. If the channels buy from the agency then sometime they have to face bargaining problem. Now some C&S channels using other technique to get the imported TV software. The channels take the permission from the authorized company and download the program through the internet service. This process saves the time and very quickly they get the current news. Only for short programs, the channels get this download permission.

Recommendations:

From the market survey, it can be said about the demand for the imported TV software in the C&S channels that:

- Still imported program has some demand in the C&S channels.
- The new C&S channels using more (60%) imported program rather then the existing channels.
- Compare to other imported programs, serial drama has higher demand to run in the channels.
- There are very less embargo to import the foreign program in Bangladesh
- Now a day some channels (20%) using down load techniques for shot program.
- Compare to local program, imported software has less demand in the C&S channels viewers.
- If the channels want to buy the foreign program there first preference is the cost of the software, then they consider the quality of the program and the viewers demand of that software

Conclusion:

In the world of globalization, the world is becoming smaller. With the help of satellite cables now people can see more than 100 channels of different countries by setting in one place. They can easily get the information what is going in the other part of the world. They can enjoy the foreign program in foreign channels. In the local channels they want to see the local program. As a result, the demand of imported TV software is decreasing day by day.

APPENDICES

Questionnaire:

Topic: Demand forecasting for imported TV software for the C&S channels in Bangladesh

Dear respondent,

I am a student of Department of Business Administration, East West University. Now I am doing my internship in **Asiatic MindShare Ltd.** My internship report topic is *"Demand forecasting for imported TV software for the C&S channels in Bangladesh"* In this regard I am looking forward to your assistance regarding filling up the following questionnaire. I assure that your responses will be used for academic purpose only. Thank you in advance for your co-operation.

<u>Please tick (√) the Answer:</u>

1. Do you currently air imported programs on your channel?

   ☐ Yes   ☐ No

2. If yes, what types of imported programs are you currently airing?(If No, Please go to Q:6)

   ☐ Serial Drama   ☐ Unit Drama   ☐ Musical Program   ☐ Magic Show

   ☐ Documentary   ☐ Others........

3. What is the range of price you are paying for such programs? ....

4. Whom do you currently buy these from? _____

5. What are the problems that you face as a buyer of imported TV software? _____

   _____

6. If No, would you prefer to air imported programs on your channel? (If Yes, Please go to Q: 8)
   ☐ Yes   ☐ No

7. If No, then why do you not prefer to run imported programs on your channel?

   ☐ High cost of imported programs   ☐ Availability of foreign programs in C&S channels

   ☐ Viewers' demand is low   ☐ others

8. If Yes, What is the price range that you would consider for such programs? ....

9. Please rank the following factors by their importance while selecting imported programs (Rank the highest important factor as no. 1)

Cost ☐
Viewer's Demand ☐
Country of origin ☐
Language ☐
No. of episodes ☐
Length of each episode ☐

10. Do you think imported programs have enough viewership by which channels can justify their cost?

☐ Yes ☐ No

11. Are you ready to sell out a prime time slot for imported programs?

☐ Yes ☐ No

12. Does imported TV Software offer competition to our local TV software?

☐ Yes ☐ No

13. Why do channels use more imported programs at the stage of their commencement?

☐ To create viewership ☐ Imported programs are in demand ☐ Low cost
☐ Lack of local programs ☐ others _____

14. Is there any embargo on airing imported foreign programs in a local channel?

☐ Yes ☐ No

15. If yes, then what are those?

_____

16. If yes, do you think the industry (Channels) should take initiative to remove that?

☐ Yes ☐ No

17. How can the channels take initiatives to remove the embargoes?

18. Do you prefer dubbing imported programs? (If No, Please go to Q. 21)

☐ Yes ☐ No

19. Are you currently airing the dubbed imported programs in your channel?

☐ Yes ☐ No

20. If Yes, then in which format?

☐ English programs with Bengali voice over
☐ English programs with Bengali sub title.
☐ Other language program with Bengali voice over
☐ Other language program with Bengali sub title

21. If No, what are the reasons for not to dub these?

22. If you are not dubbing currently then would you like to do it in future?

☐ Yes ☐ No

23. If yes, then in which format?

☐ English programs with Bengali voice over
☐ English programs with Bengali sub title
☐ Other language program with Bengali voice over
☐ Other language program with Bengali sub title

Bibliography

Mr.   Mostafa Kamal sayed   Chief of program NTV

Mr. Kha Ma Harun   Chief of Program RTV

Mr.   Shamim Shahed   Senior Executive Program Bangla Vision

Mr. Nawazish Ali Khan   Senior Vice President ATV

Mr. Foridur Reja Shagor Program Head Channel i

Mr. Barkatullah   Program Head Channel 1

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