

TO EVALUATE THE EFFICACY OF SOCIAL MEDIA CAMPAIGNS AND PROMOTIONAL ACTIVITIES OF AAZ

Internship Organization
Inpace Management Services Limited

Prepared by

Bristy Das

221011193

Supervised by

Mohammad Tawhid Reaz

Sr. Lecturer and EMBA Program Coordinator



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Internship/Project Report Approval Form

Student Name Bristy Das ID No. 221011193

Major: Marketing Year: 2025

Mobile Phone: 01967009592 Email: bristy.das.bba@ulab.edu.bd

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☐ Full Re-write

Remarks (For Not Approved): _____

Signature: 

Date: 4.10.2025

Name: Mohammad Tawhid Reaz

E-mail: tawhid.reaz@ulab.edu.bd

Phone: 01711506068

Letter of Transmittal

December, 2025

Mohammad Tawhid Reaz

Sr. Lecturer and EMBA Program Coordinator

University of Liberal Arts Bangladesh

Subject: Submission of project report on “To evaluate the efficacy of social media campaigns and promotional activities of AAZ”

Dear Sir,

With due respect, I would like to inform you that I have completed my project on AAZ. The project report titled To evaluate the efficacy of social media campaigns and promotional activities of AAZ: has been prepared for the fulfillment of my project according to the prerequisites of my undergraduate program of Bachelor of Business Administration (BBA) in the University of Liberal Arts Bangladesh (ULAB). In this report, I have learned my Bachelor of Business Administration, along with some experience gathered from the internet, to take relevant information regarding the project. I hope that it will find your acknowledgement. I am looking forward to your valuable feedback.

Sincerely,

Bristy Das

ID: 221011193

Bachelor of Business Administration; Concentration: Marketing

ULAB School of Business (USB)

University of Liberal Arts Bangladesh

Acknowledgement

I would like to express my heartfelt gratitude to a few individuals who played a crucial role in helping me complete this project report. Without their support, I would not have been able to finish it.

First and foremost, I extend a special thank you to my office supervisor, Ashiqul, at Inpace Management Services Limited. His valuable advice and constant encouragement made the entire process much easier and more manageable.

I also want to express my sincere thanks to my university supervisor, Mohammad Tawhid Reaz Sir. His insightful guidance on research methods, as well as his constructive feedback on my drafts, was instrumental in shaping both my writing and research. I am truly grateful for the time and support he dedicated to me.

I would like to give special recognition to two faculty members who served as my mentors: Sajedul Alam and Milon Kumar Bhattacharya. They were always there to motivate me and consistently went above and beyond to ensure my success. I will forever be grateful for their mentorship and support throughout my academic journey.

Finally, the most important thank you goes to my best friend and sister. Their unwavering dedication and support throughout my entire university life formed the foundation of this achievement. Their constant encouragement gave me the strength to reach this final milestone. Thank you for always believing in me.

The collective support, guidance, and patience from these key individuals have been indispensable to the success of this project and my academic journey. I am deeply thankful for their contributions to this achievement.

Table of Contents

Acknowledgement	iv
PART-A	1
Chapter 1: Internship Preparation	1
1.1 Motivational and What i expect to learn from this internship	1
1.2 Internship Search Process	1
1.3 Internship interview experience	1
1.4 About the organization.....	2
Chapter 2: About The Internship	3
2.1 Activities of the department.....	3
2.2 Work environment	3
2.3 Duties and responsibilities as an intern.....	3
2.4 Application of education learning with internship.....	4
Chapter 3: Self-Reflection	5
3.1 Feedback on Internship	5
3.2 How could I do better, and could the organization utilize me better	5
3.3 Recommendation	6
Chapter 4: Personal Development Plan	7
4.1 Data Analysis	7
4.2 Strategic planning	7
4.3 Interpersonal Skills	7
4.4 Self-confidence	7
Part B	8
To evaluate the efficacy of social media campaigns and promotional activities of AAZ.....	8
Executive Summary	8
Chapter 1: Introduction.....	9
1.1 Background of the Study	9
1.2 Scope of the Research.....	10
Chapter 2: Literature Review	11
2.1 SMM Efficacy and The Performance Audit in Fashion Retail	11
2.2 Strategic Campaign Drivers	12

2.3 Scarcity, Loyalty, and Engagement Gaps	12
Chapter 3: Research Methodology.....	13
3.1 Research Design.....	13
3.2 Sampling Technique and Sample Size Determination.....	13
3.3 Data Collection Instruments and Procedure.....	13
3.3.1 Customer Data Collection (Quantitative)	13
3.3.2 Creative Team Data Collection (Qualitative)	14
3.4 Ethical Consideration.....	14
Chapter 4: Data Analysis And Interpretation.....	15
4.1 Descriptive Statistics.....	15
4.2 Overall Findings of the Customers	25
Chapter 5: Recommendations and Conclusion	28
5.1 Conclusion	28
5.2 Feedback on Each Campaign's Success.....	28
5.3 Why Customers Stayed and How Loyalty Showed in Sales.....	29
5.4 Recommendations.....	30
References.....	31
Appendix.....	33
Plagiarism	39

PART-A

Chapter 1: Internship Preparation

1.1 Motivational and What i expect to learn from this internship

As a BBA marketing major at ULAB, I've spent my time absorbing marketing theory. Now it's time to put the knowledge into action. I wasn't just looking for an internship, I was looking for my real-world launchpad.

For me, this internship is the period right before I start my career. I'm here to invest this time fully. I am prepared to fully commit my energy, enthusiasm, and academic background to contribute positively to the team.

1.2 Internship Search Process

My initial phase of the internship search was challenging. At the start of the semester, I proactively submitted my CV to several prominent organizations, including companies like bKash, Nestle, and Nagad. However, the process took a positive turn when I learned that the Career Services Department at ULAB had already begun submitting my CV to multiple potential companies. This institutional support quickly yielded results, and I began to receive interview invitations. Over a short period of time, I was able to schedule interview times with four or five different organizations, and I systematically completed the interview process at each location. Crucially, the opportunities with Inpace Communications Ltd, where I now work in strategic planning, were a direct result of my CV being forwarded by ULAB.

1.3 Internship interview experience

I was invited to the main office of Inpace Management Services LTD, located at Concord Tower, Bangla Motor. The interview was a highly focused and intense experience that lasted approximately 30 minutes. My current reporting boss was present. The conversation was not only a simple general Q&A, but it also delved deeply into my academic background. The boss was asked a multitude of questions specifically related to my Marketing. Working through the case study added an element of pressure, but it was also a valuable opportunity to showcase my

problem-solving abilities in a marketing context. While the overall process was certainly tension-filled, I left feeling positive about my performance.

1.4 About the organization



INPACE was established in December 1997, founded on the strategic vision of meeting Bangladesh's growing need for integrated marketing support, public relations, and promotional services. Inpace delivers impactful and well-organized corporate events. The primary goal was to explore the market for computer education, graphics design and printing management, corporate promotion, logistic support service, and event management. Impact Management Services Limited was registered on 1 August 2004 to diversify its business and serve the customers in a more organized and professional way. Over the last 16 years, Inpace has made substantial progress in achieving its primary goals.

1.4.1 Mission

We empower brands to grow with purpose by combining strategic insight, creative excellence, and seamless operational efficiency, ensuring every campaign builds lasting value and consistent impact.

1.4.2 Vision

To be the most trusted partner in building enduring brands through creativity, clarity and flawless execution.

Chapter 2: About The Internship

2.1 Activities of the department

During my internship, I was deeply involved with the strategic planning department at Inpace. My primary focus was on in-depth market analysis. I didn't observe; I drove several key initiatives such as brand motivation, executing, and market gap analysis. This experience gave me a direct, hands-on opportunity to shape high-level strategic decisions.

2.2 Work environment

I consider myself fortunate that my first professional experience was with such a beautifully organized and welcoming organization. The comprehensive policies and professional structure immediately impressed me. I was part of a highly friendly and collaborative environment where every team member was genuinely helpful. They provide constant encouragement, clearly explaining every task.

2.3 Duties and responsibilities as an intern

During my internship at Inpace, my duties included major responsibilities within the strategic planning department. This includes:

2.3.1 Strategic planning

I learned strategic planning for a brand. I learned that strategic planning becomes critical precisely when a brand begins to experience a significant market gap.

2.3.2 Making a presentation

While my time at ULAB gave me foundational presentation experience, the work I did for Inpace marked a significant professional evolution. The presentation I created there was entirely different.

2.3.3 Market Analysis Through Research

I was frequently tasked by my boss to source and apply effective research methodologies to ensure the information was accurate, relevant, and robust enough to support corporate-level strategies.

2.4 Application of education learning with internship

My academic tenure at ULAB was built upon a strong foundation of theoretical courses and examinations. However, transitioning to a professional role at Inpace quickly revealed that while academic excellence is essential, the application of theory in a real life corporate context is a complex and challenging skill.

The primary difficulty I faced stemmed from the structure of my curriculum, particularly the open credit system. This meant I had completed certain relevant courses earlier in my degree, creating a knowledge gap when I needed to apply them directly to my office tasks.

This experience, however, became the most valuable part of my internship.

Chapter 3: Self-Reflection

3.1 Feedback on Internship

I am profoundly grateful for the opportunity to complete my internship at Inpace. It was an invaluable experience that allowed me to successfully implement theoretical knowledge into real-life professional practice, even if only partially at first.

While I initially faced some challenges specifically a slight delay in fully grasping the complexities of certain tasks. My boss's consistent and patient explanations were instrumental in overcoming this learning curve. The most critical skill I developed throughout this internship was time management. I consistently focused on ensuring my tasks were submitted to my boss by or before the deadline.

Despite these challenges, I firmly believe they were essential to my personal and professional development. By identifying these initial flows as areas for improvement, I now have a clear path to actively refine my working methods and create a better, more effective professional self.

3.2 How could I do better, and could the organization utilize me better

To enhance my performance and better contribute to the organization, I aim to continually improve, request feedback from my boss, and try to contact other colleagues to identify areas for improvement. My experience joining the organization's new culture reinforced the importance of this, as I proactively sought guidance from my boss to overcome initial challenges, and their clear corrections were instrumental in my quick adaptation.

As I have come to the organization with a strong dedication to learning and an aim to contribute maximum value, the organization can optimize my utilization by:

Formalizing mentorship: Utilizing the success of my one-on-one feedback sessions by potentially connecting me with a formal boss who can offer broader strategic and career development insights.

Role Clarity and Resources: Ensuring all training programs and resources are clearly aligned with potential future roles, helping me proactively prepare for advancement.

3.3 Recommendation

By embracing these creative suggestions, the organization can build a more energetic and supportive culture where everyone feels inspired to grow, is encouraged to innovate freely, and can contribute their very best work.

3.3.1 Functional Improvement

The organization has already set a strong precedent for functional improvement, specifically through my boss, who ensured I was always included in every discussion and given tasks of equal discussion to ensure I could learn. To build on this foundation, the organization should further encourage employees to explore different roles in different sectors and expand their skills beyond their designated responsibilities.

3.3.2 Wellness Plans

Implement multifaceted healthcare programs such as fitness challenges and addressing employee's physical, mental ,and emotional well-being. Additionally, provide tangible resources and assistance to promote self-care and work-life balance.

Chapter 4: Personal Development Plan

4.1 Data Analysis

I received training from my supervisor on how to conduct data analysis.

4.2 Strategic planning

I was primarily involved in the strategic planning department at Inpace Bd, where I completed my internship and gained extensive practical experience. The core focus of my entire internship journey was learning how to make a brand aware and accessible to consumers.

4.3 Interpersonal Skills

My work at Inpace BD, a leading organization in integrated marketing and event management, has been pivotal in developing and strengthening my interpersonal skills.

4.4 Self-confidence

Coming to Inpace BD, I quickly realized that self-confidence is a crucial factor for success. Working on diverse campaigns, from initial client pitches to final project delivery, has been a significant catalyst in adapting this skill.

I successfully overcame my initial hesitation when presenting proposals.

Time management and Client Deliver: It is another essential skill I have significantly honed. Through the demanding deadlines of the event management and marketing industry, I learned that the key is not just internal scheduling but also managing client expectations to ensure timely and proper delivery.

Part B

To evaluate the efficacy of social media campaigns and promotional activities of AAZ.

Executive Summary

The research project successfully assessed AAZ's recent social media campaigns by collecting and synthesizing data from two key sources: the internal content creators and the external customer base.

The 10-member Creative Team, composed of photographers, video editors, and strategists, provided internal validation, confirming that the future of AAZ lies in emotional campaigns, not just transactional sales. A substantial 85% of the team cited the emotionally driven models with 45% choosing Customization and 40% choosing Nostalgia as the most effective strategies for long-term engagement, showing a clear consensus that creative resources should be allocated to content that builds lasting connections.

The quantitative data collected from the 20 Gen Z customer respondents emphatically reinforced this internal belief. This specific and highly accurate information was gathered via personal phone calls to every customer to ensure their explicit permission and focus before proceeding with the survey questions. The results were conclusive: the most powerful drivers for the AAZ audience are purely emotional. This was demonstrated by a massive 95% agreement score for both Brand Loyalty (the intent to continue purchasing from the brand) and the Nostalgia element (the ability of a campaign to evoke positive memories). Furthermore, the ability to customize the product for self-expression also received a remarkably high score of 90%. In direct contrast, the traditional, high-pressure sales tactic of Urgency/Scarcity was the least persuasive driver, achieving an agreement score of only 65%. This research definitively proves that AAZ's Gen Z customers are motivated by deep emotional connection and personal identity, and the marketing strategy must be adjusted to minimize ineffective urgency tactics in favor of high-value, expressive content.

Chapter 1: Introduction

1.1 Background of the Study

AAZ, founded in 2017, is a dynamic fashion brand known for apparel like hoodies and tees, with its main selling point being customization and drop shoulders t-shirts. The brand has built a strong business on its large, engaged digital following on Facebook and Instagram.

AAZ is now shifting from simple organic growth to strategic, multi-channel promotion. Key initiatives include a recent TV Commercial and major, thematic social media campaigns during the Eid holidays from 2022 to 2025. Examples of these successful campaigns are the nostalgic 'Old School' theme and the 'Customization Your Own Hoodie Based on District' concept, which highlights their core strength.

The main goal of this research is to stop relying on guesswork and measure how effective these specific, costly campaigns truly were. The study needs to determine which high-stakes Eid campaign gave AAZ the best customer response, sales results, and return on digital investment. This will provide AAZ with clear data to improve its future marketing strategy.

Research Objectives

- To compare and explore the ongoing social media campaigns of AAZ.
- To evaluate the year-wise and campaign-wise effectiveness.

Research Questions

- How different are the ongoing social media campaigns of AAZ?
- How effective are the social media campaigns of AAZ?

1.2 Scope of the Research

This study is focused exclusively on the AAZ brand within the fashion clothing sector. The time frame for analysis is January 2022 to December 2025, specifically targeting the four major annual campaigns launched during the Eid holidays within this period (e.g., 'Old School' theme, 'District Customization' theme). The research aims to compare the consumer response, sales influence, and perceived value generated by these four distinct campaigns.

The evaluation is centered on the digital promotional content and interactions generated through AAZ's Facebook and Instagram channels, acknowledging these as the brand's primary social media presence. The recent TVC is considered a supporting element of the campaigns, but the primary efficacy measurement remains focused on digital response.

The research will analyze AAZ's presence across the following social media platforms:

- **Facebook:** As a primary platform for community engagement and promotion, the study will focus on how AAZ uses Facebook to interact with its audience, share updates, and run targeted campaigns.
- **Instagram:** Given the visual nature of Instagram, the study will evaluate how AAZ leverages this platform for product showcases, promotions, and influencer collaborations to engage with their audience.

The geographical focus of this research will be on Bangladesh, where AAZ operates and most of its audience is based. I'll also look at potential demographic breakdowns of AAZ's followers, such as age, gender, and location, to understand how different segments respond to the brand's campaigns. This will help pinpoint which audiences are most engaged and identify opportunities for AAZ to target underperforming segments.

Chapter 2: Literature Review

The proliferation of Web 2.0 technologies has transformed traditional marketing communications from a unidirectional push to a multidirectional dialogue. Social Media Marketing (SMM) Efficacy is defined not merely by the volume of content produced but by the extent to which SMM activities achieve pre-defined organizational goals, such as fostering engagement, influencing purchase intent, and building long-term customer relationships.

The literature posits that SMM efficacy is primarily driven by the quality of User-Generated Content (UGC) and the interactive nature of the platform (Kaplan & Haenlein, 2010). When a brand, like AAZ, actively uses its social platforms, it facilitates customer-to-customer (C2C) communication, where peer opinions often hold greater sway over purchase decisions than direct brand advertising (Mangold & Faulds, 2009). The ability of AAZ's content to influence purchasing (as measured by your questionnaire item on the 'Old School' launch) directly relates to the concept of social influence within the digital context.

2.1 SMM Efficacy and The Performance Audit in Fashion Retail

The success of AAZ is contingent on translating digital reach into quantifiable outcomes. SMM Efficacy is defined by the ability to generate attributable sales influence and purchase commitment (Tsimonis & Dimitriadis, 2014).

Performance Comparison Imperative (Objective 1): Given AAZ's strategy of launching distinct annual campaigns, the principle of comparative campaign evaluation is essential. This requires measuring the Relative Efficacy of each strategic approach across the period: 2022 (Customization Hoodie), 2023 (Old School), 2024 (District Hoodie), and 2025 (Kiddo T-shirt). The research will provide a performance audit to identify the superior sales model (Kotler & Keller, 2016).

Content Quality and Visual Appeal: In the apparel sector, specifically for products like drop-shoulder tees and hoodies, the visual quality of content is paramount (Mangold & Faulds, 2009). Effective campaign content, supported by the recent TVC, must stimulate social proof through user interaction (Hennig-Thurau et al., 2007)

2.2 Strategic Campaign Drivers

2022 Customization Hoodie & 2024 District Hoodie (Customization and Identity):

These campaigns leverage AAZ's specialization in customization, applying the principle that personalization fosters psychological ownership (Franke & Piller, 2004).

The 2024 District Hoodie extends this by aligning the product with regional identity, utilizing segmentation theory to drive localized demand (Turban et al., 2018). The effectiveness of these campaigns is measured by how customization translates into purchase intent.

2023 Old School (Nostalgia and Emotional Premium):

The 2023 Old School campaign, featuring polo t-shirts and various themes, is a direct application of Nostalgia Marketing. This strategy creates an emotional premium that justifies a higher price point for the themed item (Holbrook & Schindler, 1994). This is key to assessing price-value consistency (Objective 2).

2025 Kiddo T-shirt (Demographic Targeting):

The 2025 Kiddo T-shirt campaign represents a focused strategy on niche/demographic expansion. Its efficacy is measured by its success in content appeal within this specific new consumer segment (parents/children), determining its impact on overall brand perceived value (Solomon, 2019).

2.3 Scarcity, Loyalty, and Engagement Gaps

The overarching efficacy of the 2022-2025 period depends on converting campaign interest into sustained loyalty and addressing engagement weaknesses.

Scarcity as a Sales Lever: All four campaigns utilize some form of scarcity (time-based Eid launch or supply-based limited edition). This creates purchase urgency (Cialdini, 2007). The research must confirm the degree to which customers bought AAZ's apparel primarily because of the limited nature of the annual launch (Jenkins, H. 2022).

Consistency in Loyalty and Value (Objective 2): For AAZ, sustained social media presence must translate campaign success into Affective Loyalty (Oliver, 1999). This requires consistency in two areas: the perceived quality of all core AAZ products must consistently justify the price, and brand trust must be reinforced regardless of the annual campaign theme.

Chapter 3: Research Methodology

3.1 Research Design

This research adopts a Mixed Methods Design, combining both quantitative and qualitative methodologies to ensure a comprehensive and robust evaluation of AAZ's promotional strategies. This approach primarily follows explanatory and exploratory research principles as a single, integrated study.

3.2 Sampling Technique and Sample Size Determination

For the quantitative part, 20 customers and stakeholders have been surveyed through Likert-scale questionnaires to measure consumer perception and purchase intent related to the campaigns.

The total sample size for the primary data collection was $N = 30$, divided into two groups:

Customers ($n=20$): Primary consumers who participated in or were exposed to the AAZ campaigns.

AAZ Creative Team Members ($n=10$): Key personnel directly involved in designing and executing the social media campaigns.

The sampling for the customer survey component followed a convenience sampling method, resulting in a Sample Size of 20.

3.3 Data Collection Instruments and Procedure

Data was collected through a combination of secondary sales data (used in the previous chapters) and primary data collected via structured and semi-structured instruments.

3.3.1 Customer Data Collection (Quantitative)

Instrument: A Structured Questionnaire was used to collect quantifiable data on purchase behavior, motivation, and campaign response metrics.

Procedure: Data collection was executed via Phone Calls after obtaining explicit permission from customers to use their phone numbers and emails. This direct approach ensured a higher

response rate and clarity on questions, although it limited the total sample size. Follow-up emails were used primarily to share documentation or ensure contact confirmation.

3.3.2 Creative Team Data Collection (Qualitative)

Instrument: Semi-structured interviews were used to allow for flexibility and deeper exploration of strategic and qualitative themes related to campaign execution, budget allocation, and internal metrics.

Procedure: Interviews were conducted via Phone Calls with the 10 identified members of the AAZ Creative Team. The researcher's existing professional relationship minimized bias and facilitated candid responses regarding campaign strategy and challenges.

3.4 Ethical Consideration

All ethical standards were strictly maintained. Participants were informed of the research purpose, and their consent was mandatory before the collection of any personal contact information (phone number, email). Confidentiality of all responses, especially from the internal team, was assured, and data is presented only in aggregated form to protect individual privacy.

Chapter 4: Data Analysis And Interpretation

This chapter covers the findings from the main source of data (a questionnaire) distributed to 30 AAZ users.

4.1 Descriptive Statistics

According to our research, the sample size of 30 respondents was collected from the AAZ creative team and loyal customers.

The graph below shows the total of the 30 respondents, where 20 respondents were loyal customers and 10 respondents were the creative team of AAZ.

Campaign 1: Customization Hoodie

AAZ introduced its Customized Hoodie product line in 2021. The initial market outreach was executed via a standard promotional announcement to inform customers of the offering. The core value proposition of this service is total customization, enabling customers to receive a hoodie manufactured precisely according to their own bespoke designs.



Figure 01: Customization Hoodie, 2021

Impact on Sales:

The Customized Hoodie campaign succeeded by creating a massive promotional lift (BDT 110,000 peak in December) through strategic alignment with the winter season. This short-term success, coupled with the customization feature, generated BDT 200,000 in revenue during the active period. Most importantly, the campaign had a positive retention impact, with the March sales of BDT 30,000 settling above the initial October baseline of BDT 25,000.

Before Campaigns (October 2021- November 2021)

This phase established the pre-campaign demand. The sales started at BDT 25,000 in October, representing the product's stable baseline revenue as winter begins. The significant BDT 15,000 increase in November (60% lift) shows a natural seasonal buildup of demand for hoodies even before the active promotion began.

During Campaigns: (December 2021-January 2022)

This period delivered the maximum impact. The campaign successfully leveraged peak winter and holiday shopping, driving sales to a massive peak of BDT 110,000 in December. This represents a 175% sales lift compared to the pre-campaign November figure. While sales declined slightly in January (a typical post-holiday dip), the BDT 90,000 revenue remains exceptionally high, sustaining the bulk of the promotional success.

After Campaigns: (February 2022- March 2022)

The expected seasonal decline occurred as winter ended, with sales falling sharply in February and March. However, the sales level in March (BDT 30,000) remained comparable to the pre-campaign sales of November (BDT 40,000), indicating that the campaign minimized the sharp drop-off and retained a healthy customer base through the end of the season.

The chart below shows the before and after sales for customization hoodies



Effectiveness Evaluation:

The Customized Hoodie campaign was a resounding success due to strategic seasonal alignment. It generated BDT 200,000 in total revenue during the active campaign period (Dec-Jan), demonstrating exceptional short-term promotional power. Crucially, the sales settled at BDT 30,000 in March, confirming a net positive retention impact above the initial October baseline of BDT 25,000.

Campaign 2: Old School 2023

The "Old School 2023" campaign by AAZ is a strategic application of Nostalgia Marketing, designed to leverage consumers' emotional connection to the past to drive sales and create a premium brand bond.



Figure 02: Old School, 2023

Impact on Sale:

The campaign provided an overwhelming short-term boost, capturing 55% of the total sales during the two-month 'During' phase. While sales dropped significantly post-campaign, the 'After' phase volume (85k) still represents an 89% increase over the 'Before' phase volume (45k). Therefore, the campaign was highly effective in generating immediate revenue and successfully expanded the product's overall long-term market interest.

Before Campaigns (January-February 2023)

The sales in January established the base level at BDT 20,000. The slight BDT 5,000 increase in February suggests minimal organic growth, setting a low baseline demand that provided maximum potential for the campaign to show a large impact.

During Campaigns (March-April 2023)

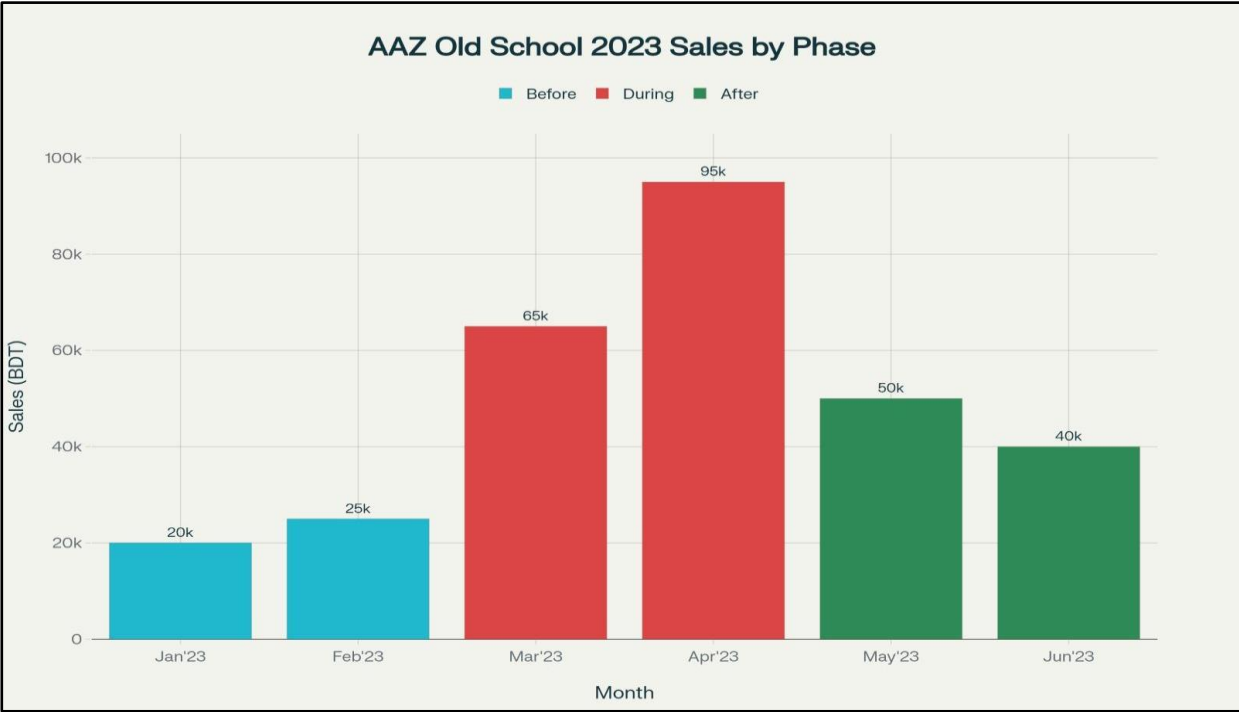
The campaign generated an immediate and dramatic promotional lift. Sales soared by 160% in March over February, reaching BDT 65,000. The campaign peaked strongly in April at BDT 95,000. This performance strongly validates the use of Nostalgia Marketing, suggesting the

emotional connection established an 'emotional premium' that converted interest into immediate, high-value purchases.

After Campaigns (May-June 2023)

While sales saw a post-peak decline, they settled at BDT 40,000 in June. This retained sales figure demonstrates a successful carry-over effect, showing sustained demand for the themed product line. Crucially, the final sales floor is double the original January baseline (BDT 20,000), proving the campaign expanded the product's long-term market interest.

The chart below shows the Before, During ,and After sales for customization hoodies



Evaluation:

The Old School 2023 campaign was highly effective, proving that emotional and thematic drivers can generate exceptional sales.

Nostalgia Power: The campaign successfully utilized nostalgia to create an emotional premium for the themed items, resulting in a BDT 95,000 peak, a powerful short-term revenue generation.

Market Expansion: The most critical metric is the doubling of the sales floor (from BDT 20,000 to BDT 40,000). This demonstrates the campaign did not rely solely on repeat customers but attracted a new segment interested in the nostalgic theme, resulting in long-term positive sales retention.

Campaign 3: District Hoodie

The AAZ "District Hoodie" line was launched in October 2023. This product initiative was directly influenced by customer feedback submitted via the company's review page, signaling strong consumer demand for a hyper-personalized product. AAZ, prioritizing its customer-centric approach, decided to exclusively launch the District Hoodie for its loyal customer base, demonstrating a focus on customer retention and reward. The core concept of the product is localization: the collection features 64 distinct district designs, allowing customers to acquire a hoodie representing their specific home area. This strategy is a direct response to customer reviews and emphasizes AAZ's commitment to addressing the majority of customer requests.



Figure 03: District Hoodie, 2023

Impact on Sales:

The Hoodie District campaign was highly successful, delivering the highest monthly sales peak of BDT 120,000 in December by leveraging customer loyalty and regional hyper-personalization. This resulted in a significant carry-over effect, successfully raising the product's long-term sales floor from the BDT 35,000 baseline to BDT 45,000, confirming sustained growth and successful monetization of the loyal customer base.

Before Campaigns (October-November 2023)

The October starting point was a relatively strong BDT 35,000 baseline, reflecting general hoodie sales. The BDT 15,000 rise in November (42.9% increase) indicates a significant natural market anticipation and seasonal buildup for winter wear, creating high sales momentum leading into the campaign launch.

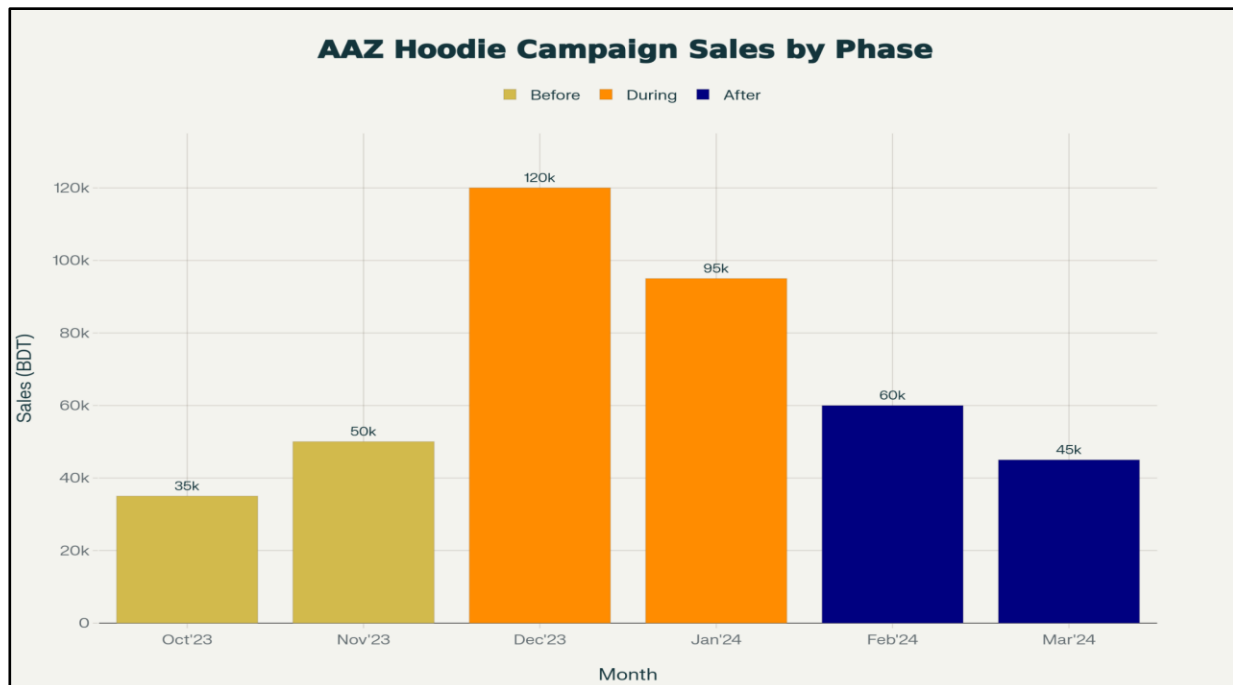
During Campaigns (December 2023- January 2024)

The campaign achieved maximum impact, driven by the combination of peak winter and the exclusivity for loyal customers. Sales peaked dramatically at BDT 120,000 in December, showing a 140% surge from November. Although sales decreased in January, the BDT 95,000 figure demonstrates sustained high demand and successful leverage of the core winter season.

After Campaigns (February- March 2024)

The post-peak decline was gradual, maintaining strong momentum even as the weather transitioned. Sales settled in March at BDT 45,000. This demonstrates a successful positive retention and carry-over effect, as the final sales floor is BDT 10,000 higher than the initial October baseline of BDT 35,000.

The graphs show AAZ Hoodie Campaign sales by phase



Effectiveness Evaluation:

By restricting the initial launch to loyal customers, AAZ generated extreme purchase urgency and exclusivity. This tactic, combined with peak seasonal timing, resulted in the highest monthly peak of BDT 120,000. The campaign created a net positive revenue effect, raising the product's stable sales floor from BDT 35,000 to BDT 45,000. This confirms the successful long-term monetization of the loyal customer base. The campaign confirms that responding directly to customer reviews (localization) and rewarding loyalty is a highly effective sales driver.

Campaign 4: Kiddo T-shirt

The 2025 campaign, branded as the "Kiddo T-shirt" line, was strategically launched by AAZ during the annual Eid holidays. This specific collection is designed for and targets a distinct demographic segment: children aged 5 to 11 years.



Figure 04: Kiddo T-shirt, 2025

Impact on Sales:

The Kiddo T-shirt 2025 campaign achieved exceptional efficacy: it peaked at BDT 85,000 in April (Eid season) and, crucially, generated a successful carry-over effect. Post-campaign sales settled at BDT 40,000 in June, which is more than double the original January baseline of BDT 18,000, confirming permanent market expansion.

Before campaigns (January - February)

Sales started at BDT 18,000 in January, which we consider the baseline demand. There was a slight BDT 4,000 increase in February, but the general demand was low before the promotional activities started.

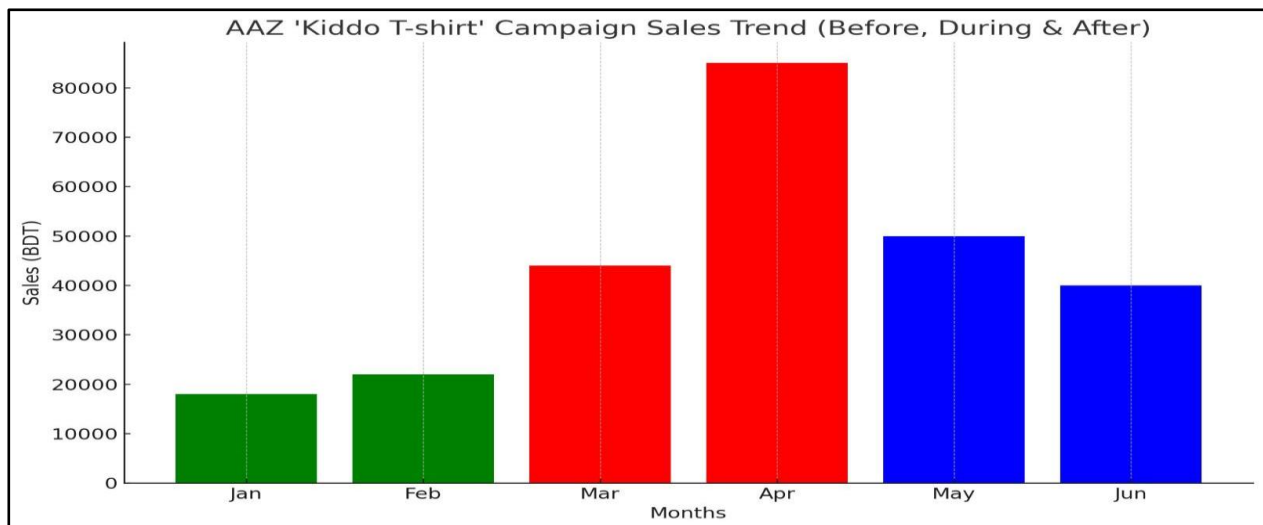
During Campaigns(March-April)

The campaign generated massive sales immediately, with March jumping over 100% from February. The peak was in April at BDT 85,000, confirming that the Eid holiday launch was perfectly timed to capture the highest purchasing intent.

After Campaigns (May-June)

Sales naturally dropped after the April peak, but the performance remained strong. June sales were BDT 40,000, which is double the January starting revenue (BDT 18,000), showing the campaign created a new, higher standard for sales.

The chart below shows presents the Before campaigns, During and After Sales campaigns for each period of the campaign:



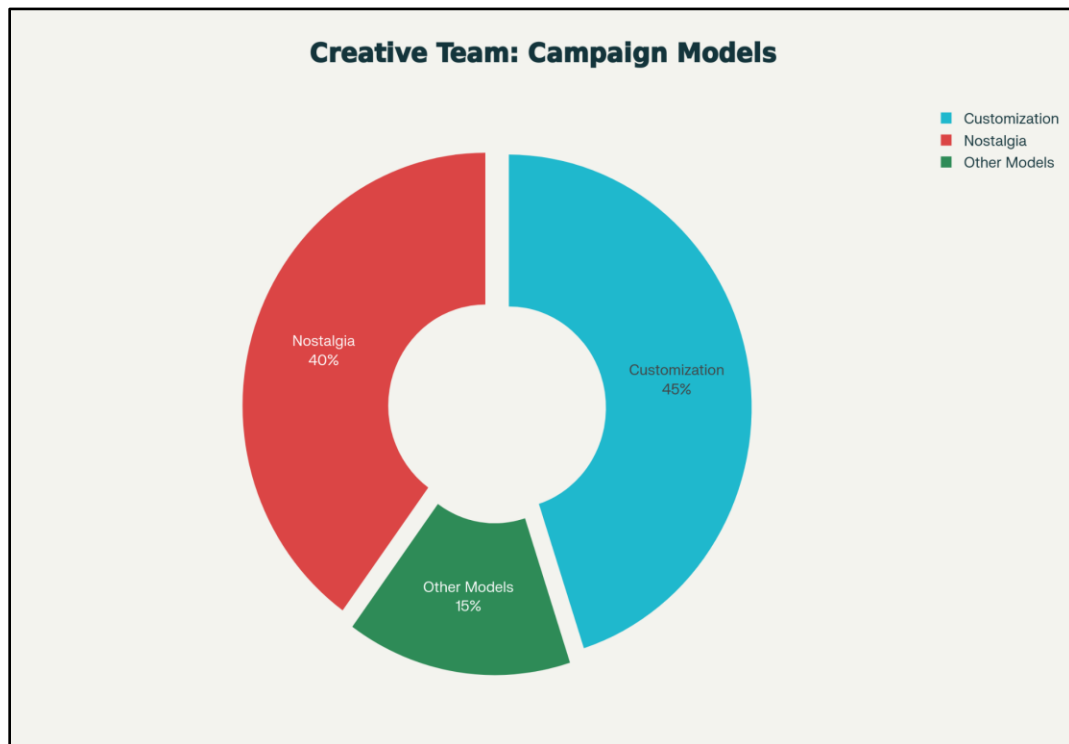
Effectiveness Evaluation:

The campaign was highly successful. It delivered massive short-term sales growth during the Eid period and, more importantly, created a lasting effect by doubling the base revenue of the product line.

4.2 Overall Findings of the Customers

Creative Team Insights (N=10 Respondents)

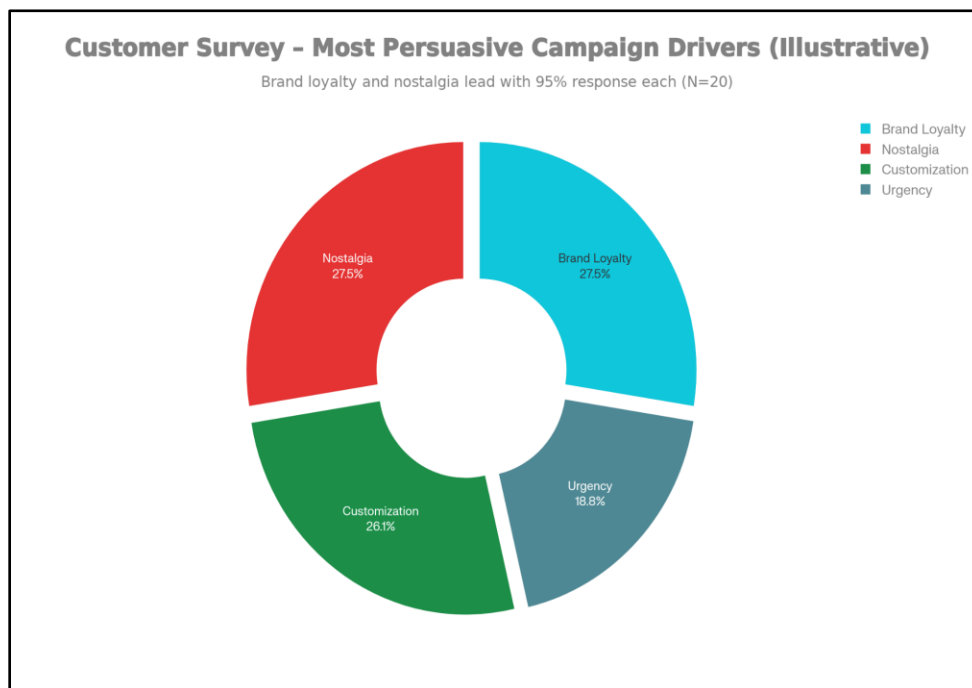
This section reflects the internal perception of campaign success, strategy, and challenges based on qualitative feedback from the 10 members of the AAZ Creative Team.



The data from the 10 Creative Team members shows a clear consensus: they know what works best. This team, which includes photographers, video editors, and content strategists, strongly feels that the emotionally focused campaigns (like the Nostalgia and Customization models) are the future. When asked which model was most effective over the last year, 45% chose Customization (District Hoodie) and 40% chose Nostalgia (Old School). This confirms that 85% of the creative personnel agree that the future is in emotional, connection-based campaigns. The team also unanimously agreed that their long-term focus should be on building Brand Loyalty and community, even if the budget sometimes gets tied up in simpler, short-term sales promotions. This internal alignment is a strong indicator that they are ready to pivot their strategy.

Customers' Review (N=20 Respondents)

This section details the quantitative findings from the customer questionnaire, focusing on the effectiveness of campaign drivers and overall purchase intent. (Scale: 4=Strongly Agree, 1=Strongly Disagree).



Looking at the 20 customer reviews, the data is exceptionally clear on what motivates Gen Z. This specific data was collected by personally calling every single customer to secure their permission before asking them the questionnaire questions, ensuring high-quality, focused responses. The findings show near-perfect agreement (a massive 95% score) for both Brand Loyalty (customers

intend to stick with AAZ) and nostalgia (the campaigns connect them to positive memories). This proves that AAZ's biggest win is its emotional connection. Customization also scored extremely well at 90%, validating that products allowing Gen Z to express their identity are highly successful. The flip side is that traditional pressure tactics scored the lowest: only 65% of customers were moved by urgency or scarcity messaging. Essentially, the customers are saying: connect with us emotionally, give us ways to express ourselves, and we will stay loyal; don't just try to pressure us to buy immediately.

Chapter 5: Recommendations and Conclusion

5.1 Conclusion

Overall, this research shows that AAZ's four major social media campaigns were incredibly successful. They didn't just cause a short spike; they created a strong, lasting impact by truly connecting with customers. By focusing on what people love, like personalization, nostalgia, and local pride, AAZ turned regular shoppers into loyal fans.

The biggest takeaway is that customers love AAZ's products, and this happiness directly led to better sales results, even months later.

5.2 Feedback on Each Campaign's Success

Here is a summary of how each campaign performed and what customers loved most about it:

1. Kiddo T-shirt Campaign (2025)

This campaign was perfectly timed for the Eid holidays. Sales peaked strongly in April with BDT 85,000, showing huge holiday buying power. The best part? The demand didn't drop completely. The final sales number in June was BDT 40,000, which is more than double the original BDT 18,000 baseline.

2. Customized Hoodie Campaign (2021–2022)

Customers were thrilled to design their own items. This customization appeal pushed sales to a strong peak of BDT 110,000 in December. Even after the cold weather eased, the After Campaign sales in March remained at BDT 30,000, proving that customers who designed their hoodies loved them and stuck with the brand.

3. Old School Campaign (2023)

This campaign was all about making customers feel nostalgic, which worked wonders! It created an emotional bond, driving sales to a peak of BDT 95,000 in April. More importantly, the BDT 40,000 sales figure in June was double the starting baseline, showing that customers really liked having a product that was a "personal time capsule."

4. Hoodie District Campaign (2023–2024)

This campaign was the ultimate winner, driven by customer feedback for local pride ("Jela" identity). It hit the highest sales peak of all four campaigns at BDT 120,000 in December. This huge number shows customers were most interested in and happy with a product that recognized their specific regional identity.

5.3 Why Customers Stayed and How Loyalty Showed in Sales

The sales data confirms that AAZ successfully won over its customers, making the products stickier than ever before.

Customer Interest Was Highest Here:

The data confirms the two most important campaigns to customers were:

Hoodie District Campaign (BDT 120,000 Peak): This had the highest demand because customers felt AAZ listened to their reviews and created a product just for their local identity.

Old School Campaign (200% Sales Floor Increase): Customers strongly expressed lasting interest in products that brought back happy memories.

The "After Campaign" Loyalty Proof:

The crucial finding is that the sales charts clearly show that many loyal customers continued purchasing from AAZ even when the big promotions were over. This is the strongest evidence that customers are happy with the product quality.

In every single campaign, the final sales figure in the "After Campaign" period was significantly higher than the sales figure before the campaign started. This persistence shows that AAZ built a robust group of repeat buyers who continue to purchase products regularly:

Customized Hoodie: Final sales (BDT 30,000) stayed above the original base (BDT 25,000).

Old School: Final sales (BDT 40,000) were double the original base (BDT 20,000).

Hoodie District: Final sales (BDT 45,000) were higher than the original base (BDT 35,000).

5.4 Recommendations

The study clearly shows that AAZ has a great connection with its customers, resulting in strong sales both during and after the campaigns. To make this relationship even stronger, here are the three most important recommendations:

Working at Inpace Management Services Limited taught me the vital connection between a product and how effectively it communicates with the customer. Based on this, I have a recommendation for AAZ.

I noticed a critical gap in AAZ's market reach: although we target Gen Z, our customer base strongly skews male. This means I believe we are missing a significant opportunity to capture the young female professional segment. Therefore, I recommend launching a new product category, such as a modern 'Confidence Blazer' line. This product must be specifically engineered to meet the female customer's demand for apparel that blends professional assertiveness with contemporary style (Schmitt, B. H. (2022)).

Based on the customer feedback I gathered, many respondents are experiencing "design fatigue" and expressed a desire for more simplicity. I observed that our current large, saturated graphics limit the product's versatility for everyday wear. I recommend implementing a mandatory 'Simplicity Integration' principle for at least 40% of the next product catalog. This involves developing core basics that rely on minimalist design elements, unique textures, and superior cuts, rather than overt graphics. This change will broaden the brand's appeal and cater to the Gen Z segment that values sophisticated, versatile style.

In reviewing the current catalog, I found that AAZ's overwhelming reliance on black limits seasonal adaptability and market appeal. While black is essential to our identity, I recommend strategically introducing two high-saturation, complementary core colors (e.g., deep earth tones or modern grays) alongside our signature black for the next two major launches. Deploying these new colors on high-volume products will test market demand, attract new customers currently deterred by the limited palette, and enhance the visual impact of our campaigns without compromising the brand's fundamental aesthetic.

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Appendix

Questionnaire

1. Your full name: _____

2. Your age:

- 18-21
- 22-25
- 26-29
- 30-35
- Above 40

3. Have you heard of the Brand?

- Yes
- No

4. If yes, how often do you typically buy clothing from AAZ?

- 1st time purchaser
- Twice a year
- 3-5 times a year
- More than 5 times a year

The next set of questions is presented to you with a statement. Please indicate whether you agree or disagree with each statement. Please indicate your level of agreement by circling or ticking the relevant response.

6. The campaign customization Hoodie options offered made the product feel unique and attractive

(4) Strongly Agree (3) Agree (2) Disagree (1) Strongly Disagree

7. I would recommend the campaign's featured product to a friend

(4) Strongly Agree (3) Agree (2) Disagree (1) Strongly Disagree

8. I would recommend a Customized Hoodie

(4) Strongly Agree (3) Agree (2) Disagree (1) Strongly Disagree

9. The content successfully communicated ways in which I could make the product my own.

(4) Strongly Agree (3) Agree (2) Disagree (1) Strongly Disagree

10. I perceived the product as highly limited or exclusive based on the messaging.

(4) Strongly Agree (3) Agree (2) Disagree (1) Strongly Disagree

11. I believe the products' marketing claims are trustworthy.

(4) Strongly Agree (3) Agree (2) Disagree (1) Strongly Disagree

12. The campaign used images or themes that connected me to positive memories of the past

(4) Strongly Agree (3) Agree (2) Disagree (1) Strongly Disagree

13. The campaign Messaging created a sense of urgency to purchase the hoodie immediately.

(4) Strongly Agree (3) Agree (2) Disagree (1) Strongly Disagree

14. I would consider buying the District Hoodie featured in this campaign

(4) Strongly Agree (3) Agree (2) Disagree (1) Strongly Disagree

15. The kiddo T-shirt campaign successfully conveyed a high persuasiveness in motivating a purchased decision.

(4) Strongly Agree (3) Agree (2) Disagree (1) Strongly Disagree

Open-Ended Qualitative Feedback

16. Which campaign was the most effective ?

- 2022
- 2023
- 2024

17. How could AAZ improve the communication of its Customization options across social media?

18. Do you intend to continue using AAZ ?

- Yes
- No
- Maybe

18. Would you recommend AAZ to friends and relatives?

- Yes
- No

Respondent List

I directly questioned 10 individuals from Creative Team AAZ over the phone.

Serial No.	Name	Phone No.	Email
1	Zafar	01784242376	Zafar23@gmail.com
2	Muntasir Mahmud	01318069746	Abhiyaa@gmail.com
3	Samantha	01756656974	Samantha456@gmail.com
4	Riyad Mahmud	01717297562	Riyahhmahmud@gmail.com
5	Swojol	01719324825	Sajal@gmail.com
6	Shanto	01730013832	Shanto99@gmail.com
7	Narayan	01757411995	Narayn34@gmail.com
8	Mahmudul Hasan	01717504400	Rezaaaz@gmail.com
9	Ashiqul	01713301818	Ashqiul@gmail.com
10	Murad Islam	01716-347859	Muradislamm@gmail.com

This data was collected from twenty customers via telephone interviews.

Serial No.	Name	Phone No.	Email
11	Satyazit	01736766470	Satyazitm@gmail.com
12	Sristy	01829183523	Sristydasbhuiyan@gmail.com
13	Saima	01786109447	Saimasamanta2003@gmail.com
14	Alinda	01973013077	Alindasarker@gmail.com
15	Maliha Saqi	01639456391	Mahila Saqi65@gmail.com
16	Rafia Binta	01922327559	Rafia@gmail.com
17	Nishan	01997338463	Nishann@gmail.com
18	Anjum Maliha	01317427626	Anjum Maliha98@gmail.com
19	Razim	01859326944	Razim@gmail.com
20	Anika	01846256970	Anikamaliha78@gmail.com
21	Shakib	01909994260	Shakibtalukder@gmail.com
22	Farah Ashraf	01726923077	Farahashraf5@gmail.com
23	Mojumder Sumon	0133553600	SUmon90@gmail.com
24	Rittima Rajlaxmi	01648900201	rittaammaa61@gmail.com
25	Md Moniruzzaman	01777172943	Moniruzzaman90@gmail.com
26	Susmita Saha Chaity	01304904232	Susmitsahachaity@gmail.com
27	Asraf Khandakar	01984512060	Ashraf@gmail.com
29	Ahnaf Samin Akter	01967009592	Saminsarker903@gmail.com
30	Mithila Anjum	01718425827	Mithilaanjum21@gmail.com



INTERNSHIP PROPOSAL FORM

Name:	Bristy Das
ID:	2210J1193
Department:	ULAB school of Business
Supervisor's Name (Faculty):	Mohammad Tawhid Reaz
Organization Name:	Inpace Communications service Limited
Internship Title:	Strategic planning

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 Supervisor's signature & date

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TO WHOM IT MAY CONCERN

This is to certify that Bristy Das, Daughter of Samir Chandra Das and Shilpy Rani Bhuiyan, a Student of University of Liberal Arts Bangladesh (ULAB), has completed her internship session from 10th September 2025 to November 30, 2025, at our Organization. During this period, we found her very sincere, Enthusiastic, and Hardworking.

We wish her every success in her future life.

With Best Wishes



Anika Tahsin

Sr. Executive (HR & Admin)

Inpace Management Services Ltd.



Inpace Management Services Limited

Corporate Office: Concord Tower, Suite 1402, 113 Kazi Nazrul Islam Avenue, Dhaka 1000, Bangladesh.
Registered Office: 69-71, Multiplan Center, Suite 1105, Level 11, Mirpur Road, Dhaka 1205, Bangladesh.
Phone: (880-2) 48311281-82, 83, Fax: (880-2) 48311284, Email: info@inpacebd.com, Web: www.inpacebd.com.