

“Understanding how Experiential Marketing is Helping a Brand in Bangladesh to Amplify Brand Communications”

Asiatic Experiential Marketing Ltd



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Submitted in Partial Fulfillment of the Requirements for the Degree
Bachelor of Business Administration



December, 2023

Internship/Project Report Approval Form

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INTERNSHIP/PROJECT INFORMATION

Internship Organization: **Asiatic Experiential Marketing Ltd.**

Internship/Project Report Topic: **Understanding How Experiential Marketing is Helping a Brand in Bangladesh to Amplify Brand Communications**

Term (Tick one):
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☐ Spring 2023

☐ Summer 2023



Fall

SUPERVISOR APPROVAL

(Tick One)



Approved

☐ Not Approved

☐ Partial Re-write

☐

Full Re-write

Remarks (For Not Approved): _____

Signature: _____



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Name: **Abdullah Sorowar Alif**

ULAB ID # **191011142**

A handwritten signature in black ink, appearing to be 'Alif' with a long, sweeping horizontal stroke extending to the right.

Signature

Date: 12.10.2023

LETTER OF TRANSMITTAL

October 12, 2023

Ms. Tazrian Shaiman Shahid

Lecturer of the ULAB School of Business

University of Liberal Arts Bangladesh

Subject: Internship Report Submission

Dear Ma'am,

I am submitting my internship report on the topic "Understanding how Experiential Marketing is Helping a Brand to Amplify Brand Communication" to fulfill the partial requirements of my BBA program. I have organized this internship report by following the guidance you provided and the guidelines provided by Asiatic Marketing Ltd. My main objective is to make the report detailed and informative. Besides academic knowledge, this internship report was helpful in terms of getting an opportunity to survey brand officials and preferences in experiential marketing. I believe that the knowledge I gained from this study will be very beneficial in my life.

I am thankful for your continuous support. I have given my full effort to make sure that the report is neat and detailed. I have tried my best to include all the main points of the topic. I hope you will find this report decent enough to approve it after reporting.

Sincerely

Yours,



Name: Abdullah Sorowar Alif

ID: 191011142

ACKNOWLEDGMENT

I want to first thank Allah for everything. I successfully prepared my internship report with the help of Almighty Allah.

For her significant support and guidance in finishing my internship report, I would like to thank my supervisor, Tazrian Shainam Shahid, Senior Lecturer at ULAB School of Business.

I want to thank Md. Golam Shaklain (Deputy Manager, Strategic Planning) for being a supportive mentor during my internship. Also, I want to thank my co-workers for their helpfulness in doing my tasks and for being helpful. Their helpfulness helped me to finish this report.

I also want to thank ULAB for the inclusion of this opportunity in our academic curriculum. This opportunity has been beneficial in terms of connecting the real-world marketing experience with the things we studied in university.

I have put in a significant amount of effort in terms of finishing this report. Any advice that can be offered about this report will be highly appreciated. Their collective assistance enabled me to complete my paper.

Table of Contents

INTERNSHIP/PROJECT REPORT APPROVAL FORM	2
PLAGIARISM DECLARATION	3
LETTER OF TRANSMITTAL	4
ACKNOWLEDGMENT	5
Part A	8
Chapter 1: Internship Preparation	8
1.1 MOTIVATION TO DO AN INTERNSHIP:	8
1.2-INTERNSHIP SEARCH PROCESS AND WHY I CHOSE THIS ORGANIZATION:	8
1.3-INTERNSHIP INTERVIEW EXPERIENCE:	8
1.4 INFORMATION ABOUT THE ORGANIZATION:.....	9
Chapter 2: About the Internship	11
2.1 My Position and office environment.....	11
2.2 The specific things I learned:	11
2.3 Course-related topics that I learned here practically:.....	11
Chapter 3: Self-Reflection	12
3.1 Things I liked and disliked about my internship at that organization:	12
3.2: How could I do better, and how could the organization utilize me better:	12
3.3. My insights into things you want to continue working on for your next position:	12
Chapter 4: Personal Development Plan	13
4.1 A brief personal development plan:	13
4.2: Technical and interpersonal skills I want to develop	13
PART-B	14
Executive Summary	14
Chapter 01: Introduction	15
1.1 Research Title:	15
1.2 Research Objective and Purpose:.....	15
1.3 Research Context and Background of the Study.....	15
1.4 Research question or problem statement:	15
Chapter 02: Methodology	16
2.1 Types of research:	16
2.2 Research design:	16
2.3 Appropriate methods for sampling, data collection, and analysis:	16
Chapter 3: Findings and Discussion	17
3.1 Summary of Findings:.....	22
3.2 Discussion:	23

3.2.1 Where Experiential Marketing Strategies Were Applied:.....	23
3.2.2 Broad Discussion of Experiential Marketing Impact:	24
Chapter 4: Recommendation	25
Chapter 5: Conclusion.....	26
References.....	27
Appendix.....	28

Chapter 1: Internship Preparation

1.1 MOTIVATION TO DO AN INTERNSHIP:

I studied business theories at ULAB and wanted to apply what I learned to the real world. After completing my BBA courses in the fall of 2023, I submitted applications for internships. I was hired by Asiatic Experiential Marketing Ltd. for a three-month internship that ran from October 1 to December 31.

Working in the Planning and Strategy Team at Asiatic, I gained knowledge of experiential marketing—the process by which brands craft one-of-a-kind experiences. I worked with various brands, created campaign plans and event ideas, and implemented experiential marketing ideas to understand what customers liked.

My internship experience taught me that the real world of marketing differs greatly from textbook marketing. There was a new lesson every day.

This report discusses the lessons I picked up during my internship and how they combine my academic knowledge with practical marketing experience.

1.2-INTERNSHIP SEARCH PROCESS AND WHY I CHOSE THIS ORGANIZATION:

I came to understand the value of working for a company that exposes me to a variety of brand work and efficient brand communication tactics while managing a part-time job and my studies. This change was motivated by my prior work experience, which demonstrated the tremendous learning opportunities that arise from working with multiple brands in an agency environment. This belief was reinforced by encouragement from my previous boss, who emphasized how working at an agency broadens perspectives across brands.

This insight motivated me to look for an internship at a respectable company, especially one that represented some of Bangladesh's top brands. I found former seniors succeeding at Asiatic EXP, the top experiential marketing agency in Bangladesh, through searching social media. Their accomplishments gave me confidence in my decision to apply for an internship at this prestigious organization.

My reasoning for choosing this agency was straightforward but impactful: I wanted to be in an environment where I could interact with several well-known Bangladeshi brands and use the agency's network to obtain a variety of brand exposure opportunities.

1.3-INTERNSHIP INTERVIEW EXPERIENCE:

I followed up with the application and sent in my resume for the internship. The hiring process started with a case study in which they showcased a product and described the assignment, which was to create a marketing strategy focused on creating a lot of buzz around the nation. The case mostly dealt with experiential and activation marketing techniques. The first step was to give me a two-day window to submit my plan.

After submitting, I received an invitation to an interview where I could present my idea. After the pitch and interview, I waited for their decision. I was happy to hear that I had been chosen for the internship, which was confirmed in the mail.

They asked for my preferred joining date after the selection. I formally announced that I will begin my internship with the organization on October 1, 2023. This explains in brief how I was able to obtain the internship opportunity.

1.4 INFORMATION ABOUT THE ORGANIZATION:

Company profile and history: Asiatic was founded by East Pakistan before the liberation war and was bought by the late Aly Zaker after Bangladesh was formed in 1971. Before Aly Zaker formed the new company, the name was East Asiatic, and after that, the given name was Asiatic Marketing Communication LTD. However, Aly Zaker saw that to provide all types of marketing services, the wing needed to be expanded and diverse functions opened. Advertising's function is insufficient. As a result, Asiatic began to add other companies to its name, and the brand was renamed Asiatic 360, as they provide a wide range of marketing services. Asiatic 360 comprises 18 separate companies that provide various services.

Asiatic Marketing Communication Ltd.: This was Asiatic 360's first company, and it primarily functions as an advertising agency. It makes meaningful TV commercials for products and brands. The company is Bangladesh's first agency. This company's primary offering is ATL or above-the-line marketing.

Asiatic Mindshare: This company handles all of Asiatic public relations efforts. When a company needs PR activities for promotions or marketing strategy, Mindshare provides the service. It has a global network that connects all public relations efforts.

Optimum Service Ltd.: This company offers digital marketing and other digital services. It develops unique and creative digital solutions to provide the greatest marketing solutions to consumers.

Asiatic TMS LTD: This company focuses on trade marketing and outsourcing. The primary goal is to outsource solutions, trading, and marketing operations.

Asiatic Social: Asiatic Social links target audiences with brands and provides social marketing services. Social communication is a crucial service in marketing, and this company strives to include it in marketing.

Asiatic Talkingpoint: This company attempts to build a bridge between individuals and brands to make communication easier and more successful for them. This is primarily concerned with communication.

MBA: MBA provides media buying and planning solutions. Media is one of the most consumed things in the world, and MBA provides that media buying service.

Wavemaker: Wavemaker is a global media, content, and technology firm. This business provides the service of acquiring content and technology from the worldwide network.

Out of the Blue Design Studio: A remarkable group of people joined together to design for everything, including events, homes, outdoor and indoor spaces, and so on. This is a design firm where anyone can receive architectural designs.

Ddhoni Chitra Ltd. is a production firm that creates audiovisual content. Every marketing message and event requires audiovisual content that can provide a memorable experience. This company creates audiovisuals from start to finish.

Forethought PR: Forethought PR is an independent public relations firm that provides clients with creative PR concepts. This combines fresh ideas with experienced wisdom to improve the client's solution.

Blackboard Strategies: This is also a PR firm that is independent and serves as a wing of PR for the main company.

Stencil Bangladesh LTD: Stencil Bangladesh LTD is mostly concerned with online marketing and providing services through online activities. They have outstanding design professionals.

Radio Shadhin 92.4 FM: For a long time, one of Bangladesh's most popular radio channels has been entertaining the Bangladeshi people. It also broadcasts a lot of radio and TV commercials, which is important for marketing.

Asiatic Digital: This wing provides digital media marketing services. Digital media is becoming the most prominent marketing platform via which digital marketing campaigns are carried out. This wing provides innovative digital marketing ideas.

A-Minor Studio: For marketing purposes, creating animated content such as TVCs and AVs has become a fundamental competency for attracting consumers. This studio specializes in animation. Furthermore, it creates documentaries, television commercials, and other types of productions.

Good Company: This company creates material for its customers. Contents are also an important aspect of marketing.

→ **Asiatic Experiential Marketing LTD:** As the name implies, this organization tries to provide brands with experience ideas for communicating with their target consumers. This company strives to include living ideas in the experience so that they remain in consumers' minds for a long period of time. This company was formed primarily to produce events. As a result, it was formerly known as Asiatic Events Marketing LTD, but the events component is now part of Asiatic EXP. This mostly focuses on BTL marketing to generate memories and implement outstanding marketing ideas. It has created an exceptional network of clients and customers. The company was established in the 1990s but relaunched in 2014. **Asaduzzaman Noor** is the company's chairman, while **Sara Zaker** is the co-chairman. **Iresh Zaker** is the company's managing director. The Chief Operating Officer supervises all operational activities of the company, and the Executive Director supports him in many ways under the leadership of Iresh Zaker. BTL communication is the main selling point, and to execute BTL communication, it has two separate divisions. One is the events division, and the other is activation.

Events: In the events division, the corporation focuses mostly on events and how to create experiences in the minds of consumers through events. Events are essential for building a strong bond with a brand. for instance: The BD 50 Years Celebration was a massive event that brought people from all over Bangladesh together to commemorate Bangladesh's 50th anniversary. A voyage of activities generated emotion, connection, and motivation to develop a better nation and unite Bangladesh. 63RD COMMONWEALTH PARLIAMENTARY CONFERENCE, 45TH COUNCIL OF FOREIGN MINISTERS-ORGANIZATION OF ISLAMIC CONFERENCE, LAKHO KONTHE SONAR BANGLA 2014, ICC WORLD CUP (2011), LUX CHANNEL 1 SUPERSTAR, WORLD PEACE CONFERENCE 2021, POWER AND ENERGY WEEK 2018, 100 years Opening Ceremony: Mujib Soto

Activation: Brand activation is a significant marketing tactic. When a new product or brand enters the market, activation is required to imprint the product or brand in the minds of consumers. This section is in charge of brand activation services such as roadshows and campus events. Some notable activations: Lifebuoy School of 5, Rexona School of Confidence, Pepsodent School Champ, BRAC COVID-19 Campaign, bKash - Dhaka International Trade Fair, etc. Almost all prominent Bangladeshi brands and global corporations operating in Bangladesh, as well as the government of Bangladesh, are clients of Asiatic EXP. UNICEF and UNDP are two of the most well-known clients.

Chapter 2: About the Internship

2.1 My Position and office environment

I work as an intern for Asiatic Experiential Marketing Limited's exclusive planning and strategic team. Everyone in this office feels very welcome and united by the strong sense of mutual respect that exists here.

The foundation of our operational structure is the cooperation of four essential departments: the client service team, the planning team, the creative team, and the operations team. The atmosphere isn't bossy or hierarchical, which is particularly refreshing. A culture of friendliness and approachability is encouraged by seniors. There's a culture of helping one another out, which fosters a positive and entertaining work environment. The culture of the office promotes enjoyment and productivity, enabling us to combine work with a happy and upbeat environment.

2.2 The specific things I learned:

During my internship at Asiatic Experiential Marketing Limited, I gained invaluable insights into the process of cracking a brief and formulating comprehensive event plans. Together, the creative and planning teams came up with a concept for an event's theme, which is called the Key Visual (KV). This theme served as the cornerstone for structuring the entire event, including venue selection and event ambiance.

The event lifecycle was divided into three major stages: pre-event, event, and post-event.

- During the pre-event phase, activities such as invitations, online promotions, and event hype were used to build anticipation and excitement.
- The event phase was focused on creating an immersive consumer journey for participants and guests, ensuring that their experience was consistent with the event's theme.
- The post-event segment included videography, photography, and the creation of short AV (audiovisual) materials to capture and preserve the event's essence.

Moreover, during our pitch presentations, I learned the importance of storytelling. Within the planning process, we provided a rationale for each branding material and design element, beginning with a narrative behind the chosen theme.

This experience provided me with a deep understanding of the core tenets of experiential marketing, illuminating the pivotal role of storytelling, the consumer journey, and strategic planning in crafting memorable brand experiences.

2.3 Course-related topics that I learned here practically:

My university education provided solid groundwork for my real-world experiences. The varied courses covered basic manners, technology skills, and essential theoretical knowledge, all of which improved my performance in an office environment.

I recognize advertising, consumer behavior, and branding as the three main tenets of marketing. These courses gave students a thorough understanding of the subtleties of developing effective branding strategies, starting campaigns, creating memorable promotions, and determining target markets.

I think that it is critical to study and understand course materials proactively. It goes beyond just signing up for classes to understand the material fully. This hands-on knowledge becomes a significant benefit when applied to real-life situations, guaranteeing readiness as opposed to just finishing a semester's worth of classes.

Chapter 3: Self-Reflection

3.1 Things I liked and disliked about my internship at that organization:

During my internship, I sincerely valued the wonderful office environment, which made a positive contribution to my experience. Still, some areas might benefit from improvement. For example, offering support or assistance with transportation could benefit interns like me and inspire us even more. Furthermore, providing food for interns may facilitate and inspire their internship experience. I think implementing these suggestions could improve the internship program overall.

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

While I'm still learning the ropes in the Planning and Strategy team, my experience organizing events at ULAB has been beneficial. Here, being vocal and creative during pitches is crucial, and I'm working on sharpening those skills. Considering the diverse departments in our organization, I'm eager to explore opportunities to work directly with clients. I'm confident that, with a chance, I can handle client interactions effectively. By continuously learning and contributing to the planning and strategy team and by getting involved in client services, I believe I can add more value to our organization.

3.3. My insights into things you want to continue working on for your next position:

I learned throughout my internship at Asiatic EXP how important it is for agencies to have a lot of creativity, an awareness of client preferences, and good communication skills. As I engaged with highly skilled professionals in the planning and strategy team, I was impressed by their extraordinary understanding of the sector. It helped me realize that, even with my basic knowledge of the subject, there is still a lot to learn about marketing.

Going ahead, branding will be my main concern. Since this field fits with my professional goals, I want to improve my talents in it. I also understand that I need to improve my technological skills, especially to make the most of programs like Microsoft Office and become more productive at work.

I need to show prospective employers why I'm valuable in the competitive business environment of today. Although I recognize that there is always room for development, I think these fundamentals are essential for any incoming undergraduate who wants to succeed.

Chapter 4: Personal Development Plan

4.1 A brief personal development plan:

I had a great internship at Asiatic EXP, strengthening my conviction in the value of ongoing personal development. I've always committed my leisure time to personal development since I genuinely think that life is an endless school of learning and that every experience may teach us something.

My exposure at Asiatic EXP sparked a more in-depth reflection, which helped me become ready for the competitive corporate world. It was the top of an iceberg, not the conclusion of my professional path. To progress in my profession, I can't wait to go deeper and acquire new experiences and information.

I am aware that obstacles may come up, but my educational experience has given me the fortitude to deal with unforeseen circumstances. As my internship draws to a close, I'm actively looking for employment. I've made an effort to remain in touch with industry connections and supervisors to be notified of any openings. To look into job opportunities, I've also participated in several business forums on social media and kept an active profile on LinkedIn.

After the internship, I want to focus on finding a job that will help me achieve my professional goals. Dedicated to lifelong learning and development, I'm ready to take on the next chapter of my career.

4.2: Technical and interpersonal skills I want to develop

Although I received helpful comments for being dedicated to assigned work during my internship, I recognize that expanding my skill set is necessary for a successful future in marketing. My main goals are to become a better communicator, learn more about branding and digital marketing, and become an expert at creating winning ideas. These skills, in my opinion, are essential for development in the marketing industry.

Developing my self-confidence is still something I'm working on. To succeed in my job, I am actively focusing on enhancing my confidence, which is a crucial component of marketing. I also want to improve my ability to make decisions, especially when there are a lot of alternatives available. I acknowledge that there is room for growth in this area, and I want to put in more work to strengthen my ability to make decisions.

PART-B

Executive Summary

This study explores the field of experiential marketing in Bangladesh, with a particular focus on analyzing the ways in which Grameenphone's "Cholo Bangladesh Concert" utilized these tactics to enhance brand communication. This study shows that experiential marketing was an effective strategy for raising Grameenphone's brand engagement in a dynamic, diverse market.

The impact and tactics of Grameenphone's experiential marketing initiatives are thoroughly analyzed in this research. It analyzes how these strategies successfully increased brand recognition and built stronger connections with customers by concentrating on the immersive experiences, branding integration, and crowd engagement programs of the performance. This review takes into account Bangladesh's distinct socio-cultural environment, emphasizing how adaptable the tactics are to both resonate locally and worldwide.

Moreover, the study reveals the concrete results of Grameenphone's concert-related experiential marketing initiatives. It reveals the significant effect on participants, demonstrating an improved connection with the brand, memorable experiences, strong brand memory, and an important impact on consumption habits. These results highlight the effectiveness of experiential marketing in influencing consumers' attitudes and actions over the long term in addition to making a lasting impression.

As a result, this study provides useful information for next brand projects in addition to illuminating the effectiveness of experiential marketing techniques as demonstrated by Grameenphone's "Cholo Bangladesh Concert". The research highlights the value of creative experiential tactics in influencing consumer perceptions and creating enduring brand-customer interactions by highlighting the efficacy of these methods in strengthening brand communications across Bangladesh's diverse market. This study makes a significant contribution to the continuous evolution and optimization of experiential marketing in the ever-changing field of brand communication by providing a better knowledge of effective strategies and suggestions for strategic improvement.

Chapter 01: Introduction

This report dives into how Grameenphone used an event called the "Cholo Bangladesh Concert," organized by Asiatic EXP, to boost how people connect with their brand. Grameenphone wanted more than just attention; they aimed to create strong bonds with their audience. They did this by making the concert an unforgettable experience, aiming to build trust and loyalty. This helped Grameenphone become a brand that people connect with in Bangladesh.

1.1 Research Title:

“Understanding How Experiential Marketing is Helping a Brand in Bangladesh to Amplify Brand Communications”

1.2 Research Objective and Purpose:

- Explore how experiential marketing creatively enhances brand communication in Bangladesh through unique experiential tactics.

1.3 Research Context and Background of the Study

People in Bangladesh's diversified market have a range of interests and preferences. It takes creativity for brands to grab consumers' attention. Organizing entertaining events is one method of experiential marketing. Asiatic EXP uses innovative techniques to enhance brand visibility.

This background information assists in our understanding of how Asiatic Experiential Marketing Ltd. leverages innovative concepts in Bangladesh's diverse market to differentiate brands and establish memorable connections with consumers.

Experiential Marketing:

- Creating engaging and unforgettable experiences for customers is the main goal of experiential marketing. It involves engaging customers through firsthand encounters and interactions with a brand's products or services.
- This strategy emphasizes emotional connections and long-term impressions above instant sales. Pop-up stores, product launches, interactive installations, and events are a few examples of experiential marketing.
- Experiential marketing aims to build brand loyalty, increase brand awareness, and foster positive associations by allowing consumers to experience a brand's values, mission, and products tangibly.

1.4 Research question or problem statement:

How does experiential marketing effectively amplify brand communications in Bangladesh's diverse market through its innovative experiential marketing strategies?

Chapter 02: Methodology

2.1 Types of research:

This report's study falls under descriptive research as it seeks to understand the impact of experiential marketing on brand communication. An online poll was used to learn about people's viewpoints without changing any parameters or circumstances. Investigating how experiential marketing might enhance brand communication was the main goal.

This study seeks to understand the impact of experiential marketing on a particular demography without going into the causes of those features. This method ensures that the research findings are independent of outside influences by enabling the observation and analysis of the target population's behavior without changing the surrounding conditions.

2.2 Research design:

This research methodology follows a quantitative approach, aiming to gather and analyze numerical data to comprehend concepts, viewpoints, or experiences. This research method zooms in on numbers and data to understand how experiential marketing amplify brand communication. It's all about gathering and studying measurable information—like ratings or percentages—to get a clear picture of what's happening. Numbers help organize the information neatly and provide a statistical view of the impact of experiential marketing on brand communication. This method was chosen because it allows for a detailed understanding within a limited time by collecting information from a group of people.

2.3 Appropriate methods for sampling, data collection, and analysis:

The report was completed using data collected from both primary and secondary sources.

Primary Data: A systematic survey was used to collect primary data for the study. Respondents were asked specially crafted questions to get their opinions on how brand communication is affected by experiential marketing.

Secondary Data: To supplement this, the report used information from secondary sources such as research papers, publications, and the website of Asiatic Experiential Marketing Ltd. These resources improved knowledge and discourse on experiential marketing's contribution to better brand communication.

Chapter 3: Findings and Discussion

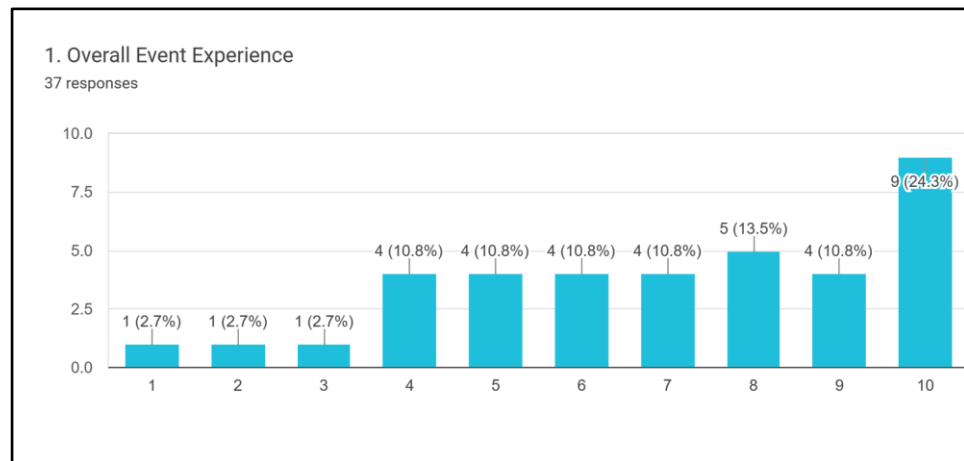


Table 1: Overall Event Experience

The poll, which included 37 participants, attempted to rate the whole event experience on a scale of 0 to 10, with 10 signifying the best experience. The data showed that an extremely favorable score of 9, which indicates that most participants had an incredibly pleasant experience, was the most often given rating, at 24.3%. Furthermore, 13.5% of participants gave the event a 5 out of 9, which suggests a sizable number of excellent experiences but a little lower effect than those who gave it a 9. The percentage of respondents who ranked their negative experiences as three or lower was small and made up the minority. Based on the aggregate statistics, it seems that the event went well overall, with the majority of participants expressing satisfaction. This summary provides a quick overview of the survey findings regarding the overall event experience, highlighting the predominance of positive experiences among attendees.

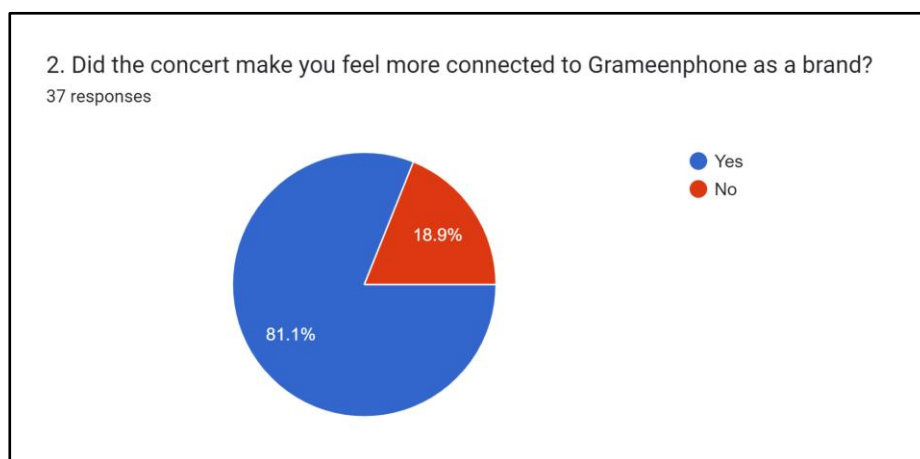


Table 2: Did the concert make you feel more connected to Grameenphone as a brand?

The concert was well received, as seen by the 81.1% of respondents who said they felt more connected to Grameenphone as a result of going. This result implies that most participants' brand loyalty has been positively maintained. On the other hand, 18.9% did not experience a greater sense of connection, either

as a result of personal displeasure with the concert or a pre-existing strong brand connection. All things considered, the poll highlights how the concert improved the bond between Grameenphone and its consumers.

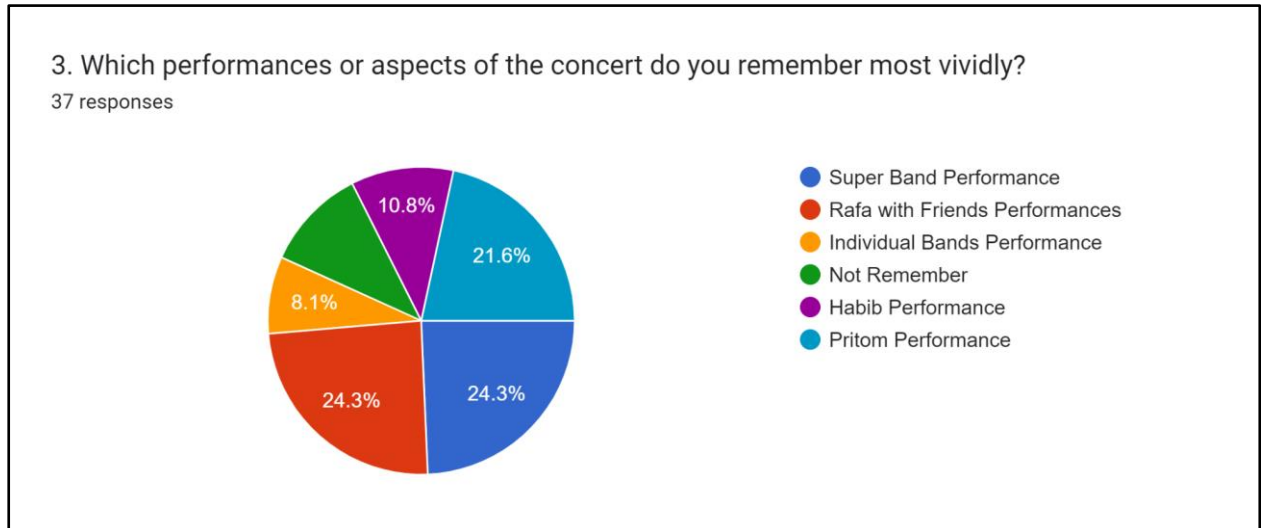


Table 3: Which performances or aspects of the concert do you remember most vividly?

The Super Band performance was the most memorable element, according to the results, which showed that 37% of respondents thought it stood out strongly. The remarkable recall value of this cooperation between well-known Bangladeshi musicians was probably influenced by its uniqueness. Furthermore, the performances by Rafa with Friends and Individual Bands received 10.8% and 21.6% of memorable memories, respectively, demonstrating the appeal of these events among attendees. Remarkably, 8.1% reported having trouble remembering certain details, possibly for a variety of reasons, including boredom or intense pleasure impairing focused attention. All things considered, the results validate that the concert succeeded in producing unforgettable moments, chiefly distinguished by the remarkable recollection of the Super Band performance.

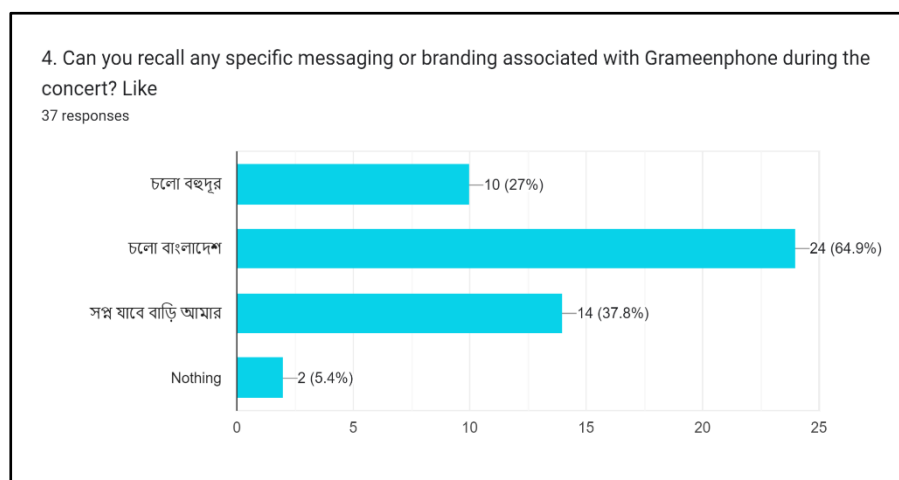


Table 4: Can you recall any specific messaging or branding associated with Grameenphone during the concert?

The poll tested guests' memory of specific messaging or branding associated with Grameenphone during the event. According to the results, 64.9% of the respondents thought "Cholo Bangladesh" was the most memorable, followed by "Sopno Jabe Bari Amar" at 37.8% and "Cholo Bohudoor" at 27%. A tiny portion of participants could not remember any particular branding or messaging, suggesting possible areas for development in subsequent events. According to the poll, Grameenphone was successful in reaching a sizable section of the population with its branding and messaging overall. To guarantee broader recollection among attendees at future concerts, improvements could be required.

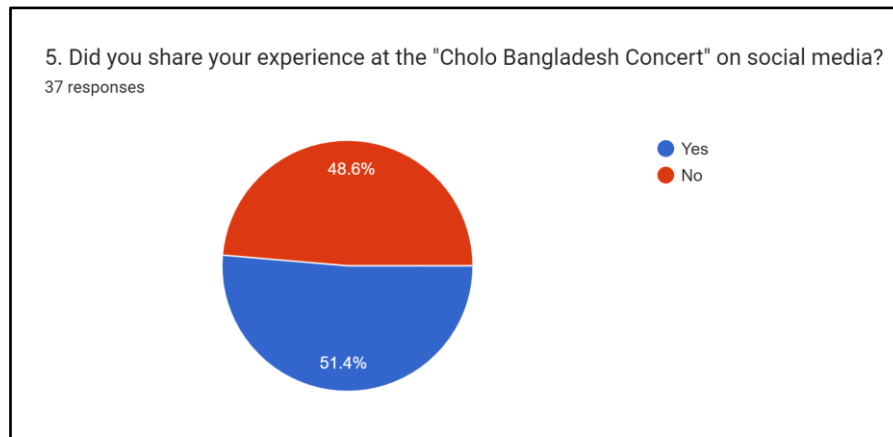


Table 5: Did you share your experience at the "Cholo Bangladesh Concert" on social media?

Thirty-seven participants completed the poll to find out if they posted about their "Cholo Bangladesh Concert" experience on social media. 51.4% of respondents did not share, while 48.6% did share, according to the results. Forgetting or the belief that there isn't enough interesting stuff are some excuses for not sharing. The few that did share, nevertheless, most likely did so to promote Bangladeshi culture or to emphasize their pleasant experience. From the perspective of experiential marketing, these findings reveal that different people share differently. While most people chose not to share, others were eager to praise or promote their musical experiences.

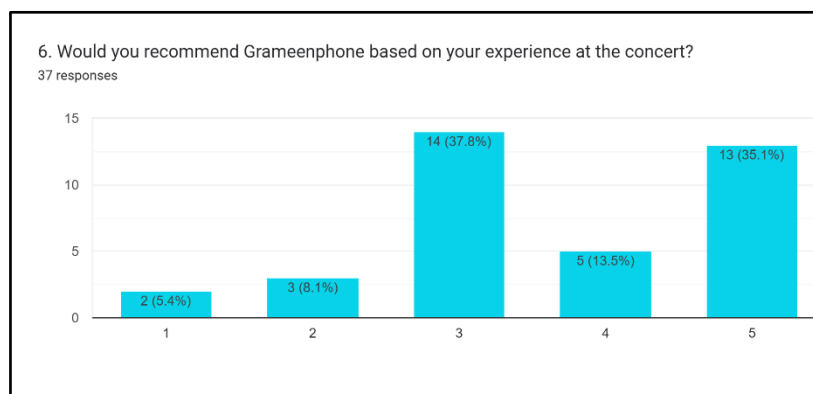


Table 6: Would you recommend Grameenphone based on your experience at the concert?

The survey results show the tendency of respondents to suggest Grameenphone after a performance in a bar graph. The findings show that 73% of respondents had a favorable inclination: 37.8% said they would suggest Grameenphone and 35.1% said they would probably recommend it. Just 13.5% of respondents were undecided or hesitant, compared to 5.4% who probably wouldn't suggest Grameenphone and 8.1% who would certainly not recommend it. A smaller number, 13.5%, remained neutral. This majority's propensity to suggest Grameenphone highlights the brand's beneficial influence on attendance and indicates a pleasant customer experience following the performance.

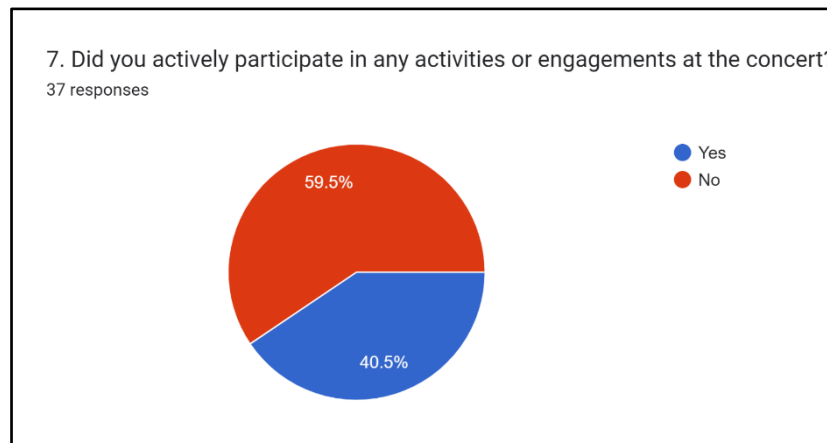


Table 7: Did you actively participate in any activities or engagements at the concert?

The majority of respondents, or 59.5%, were shown to have actively participated in events or activities during the performance, according to the poll findings, which are displayed in a pie chart. On the other hand, a smaller minority—40.5%—did not participate in any events or engagements during the event. This demonstrates that a sizeable percentage of participants engaged in active participation, highlighting the event's ability to include most of the audience in a variety of activities or interactions.

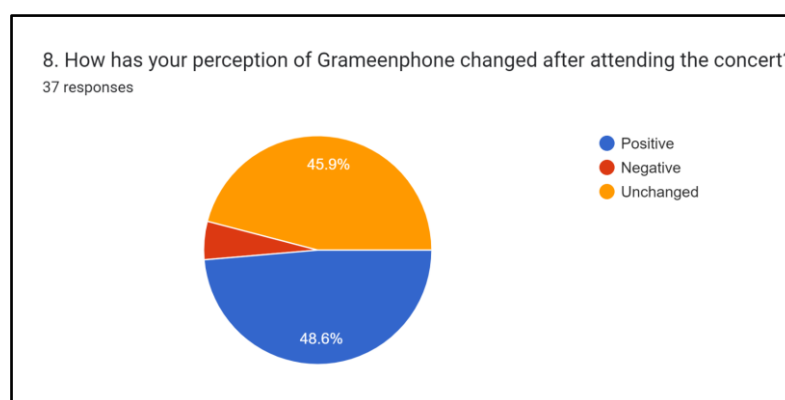


Table 8: How has your perception of Grameenphone changed after attending the concert?

Pie charts representing the poll findings show that 45.9% of respondents said their opinion of Grameenphone had improved as a result of attending the event. 48.6% of respondents, or over half, said their impression stayed the same. Just 5.5% of respondents said their impression had changed negatively. This suggests that while almost half of respondents held onto their previous opinion, the majority saw a favorable change in their impression, highlighting the concert's largely positive effect on attendees' opinions of Grameenphone.

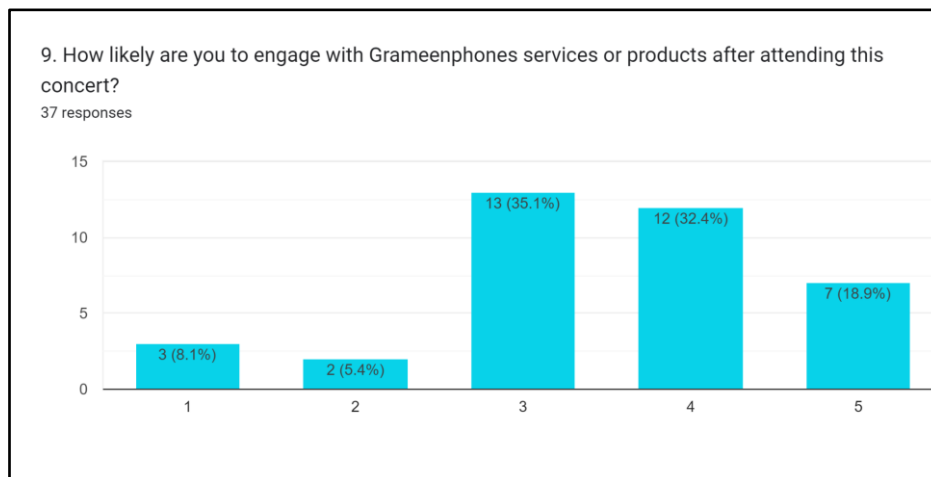


Table 9: How likely are you to engage with Grameenphones services or products after attending this concert?

According to the poll results, there is a tendency to be more favorable toward using Grameenphone's services or goods after the performance. Remarkably, of the respondents, 18.9% are somewhat inclined to participate, 35.1% are likely, and 32.4% are extremely likely. These percentages show different levels of interest, with most people indicating that they would be likely to participate. On the other hand, a smaller portion, 8.1%, is unlikely to participate, and 5.4% are extremely unlikely to do so, indicating a negligible negative inclination. Overall, the results point to the concert's ability to effectively stimulate attendees' attention, demonstrating a useful channel for Grameenphone to connect with new clients and advertise its products.

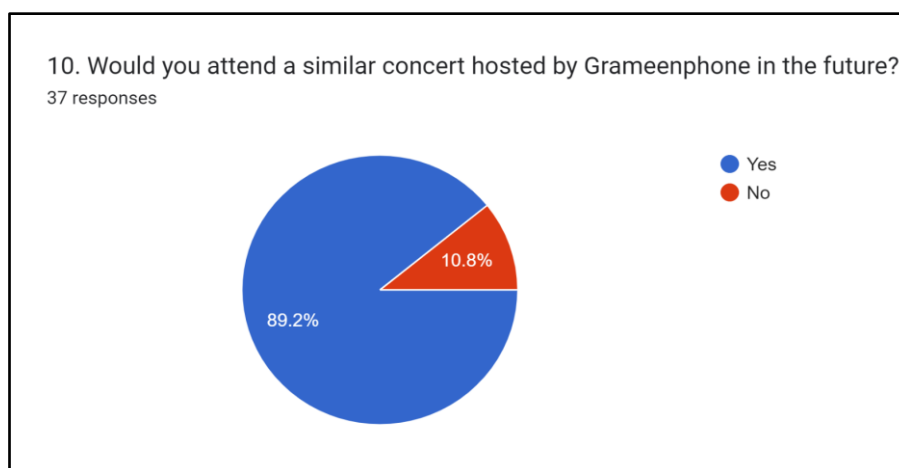


Table 10: Would you attend a similar concert hosted by Grameenphone in the future?

A substantial majority of respondents, or 89.2%, to the survey's pie chart, suggest that they would be interested in going to a future Grameenphone concert. The large number of responses points to Grameenphone's acceptance and popularity among users. On the other hand, 10.8% of respondents expressed a lack of interest in attending in the future, which may have been impacted by the concert's location, music type, or price. Overall, the results support the attractiveness of Grameenphone as a brand and show that respondents are very interested in going to any future concerts that their company hosts.

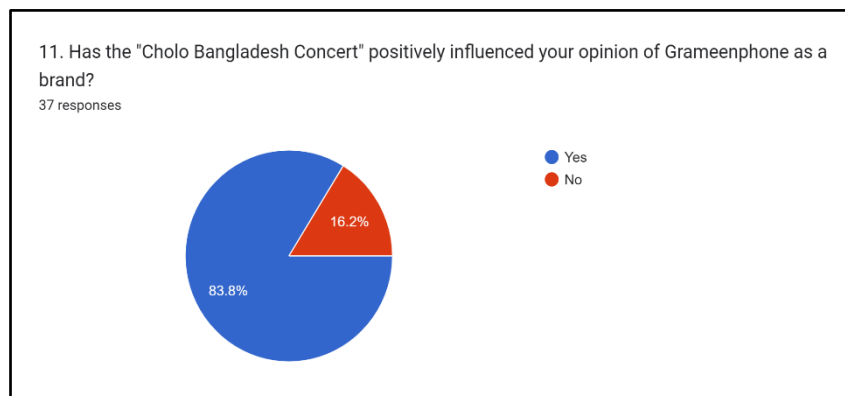


Table 11: Has the "Cholo Bangladesh Concert" positively influenced your opinion of Grameenphone as a brand?

The pie chart representing survey findings shows that 83.8% of respondents thought the "Cholo Bangladesh Concert" had a favorable impact on Grameenphone as a brand. This overwhelmingly positive reaction shows how well the concert improved the brand's reputation. This favorable effect is consistent with the tenets of experiential marketing, indicating that the concert successfully fostered a sense of camaraderie, encouraged participants to share experiences, and enhanced positive brand connections. Along with increasing brand recognition, this marketing campaign was successful in fostering customer loyalty and improving the general opinion of Grameenphone among consumers.

3.1 Summary of Findings:

Several results from the poll taken during the "Cholo Bangladesh Concert" show how experiential marketing assisted Grameenphone in enhancing its brand communication:

- ❖ **Positive Event Experience:** Most attendees gave the event a high rating, with a sizable portion awarding it a score of 9, which denotes an exceptionally enjoyable experience.
- ❖ **Enhanced Brand Connection:** Following the concert, 81.1% of respondents expressed a stronger sense of connection and loyalty to Grameenphone.
- ❖ **Memorable Performances:** A few performances, such as the Super Band, sprang out as very memorable, with 37% of respondents able to vividly recall them. This shows how distinctive and appealing certain components are.

- ❖ **Effective Branding:** 64.9% of participants were able to recall Grameenphone's messaging, especially "Cholo Bangladesh," showing that the company successfully branded the event.
- ❖ **Diverse Social Media Sharing:** While just 48.6% of people posted about their experiences on social media, those who did probably did so to highlight positive events or to promote Bangladeshi culture, exhibiting a variety of sharing behaviors.
- ❖ **Recommendation and Perception:** After the event, a sizable majority (73%) said they would suggest Grameenphone and 45.9% said they had a better understanding of the brand.
- ❖ **Active Participation:** 59.5% of respondents actively engaged in activities during the concert, indicating the event's ability to involve the audience in various interactions.
- ❖ **Positive Influence on Opinion:** 83.8% believed that the concert positively influenced their opinion of Grameenphone as a brand, reflecting a substantial boost in brand reputation.
- ❖ **Interest in Future Engagements:** A vast majority (89.2%) expressed interest in attending future Grameenphone concerts, highlighting the brand's popularity and acceptance.

3.2 Discussion:

Experiential marketing focuses on creating immersive and memorable experiences for consumers, aiming to build strong emotional connections between the brand and its audience. In the context of the "Cholo Bangladesh Concert" conducted by Grameenphone, several key points showcase the application and impact of experiential marketing strategies.

3.2.1 Where Experiential Marketing Strategies Were Applied:

- **Event Design and Experience Creation:** The entire concert was meticulously designed to offer an engaging and enjoyable experience. Specific performances like the Super Band and interactive activities likely resulted from careful planning to resonate with the audience.
- **Branding Integration:** Grameenphone strategically integrated its branding within the event, ensuring that messaging like "Cholo Bangladesh" was prominently displayed and easily remembered by attendees.
- **Audience Engagement Initiatives:** The concert incorporated activities that encouraged active participation, creating a sense of involvement and personal connection with the event beyond just being spectators.

3.2.2 Broad Discussion of Experiential Marketing Impact:

- **Emotional Bonding and Brand Loyalty:** Experiential marketing is all about emotional connections. The overwhelmingly positive feedback and the increased feeling of connection to Grameenphone among attendees demonstrate the success of this strategy. By creating an enjoyable and memorable event, Grameenphone fostered a deep emotional bond, enhancing brand loyalty among the audience.
- **Memorable Experiences and Brand Recall:** Certain elements, like the Super Band performance, stood out vividly to attendees. This emphasizes how experiential marketing capitalizes on creating memorable moments, ensuring that the brand is strongly remembered and associated positively with these experiences.
- **Social Media Amplification:** While not everyone shared their experiences on social media, those who did contributed to amplifying Grameenphone's brand communication. By expressing their positive experiences, they indirectly marketed the brand to their social circles, potentially reaching a broader audience.
- **Influence on Consumer Behavior:** The survey indicated an increased likelihood of attendees recommending Grameenphone and engaging with its services post-concert. Experiential marketing, by creating positive and impactful experiences, influenced attendees' perceptions and purchase intentions, showcasing its effectiveness in driving consumer behavior.
- **Long-term Brand Impact and Customer Perception:** Lastly, the overwhelmingly positive impact on the perception of Grameenphone as a brand and the high interest in future engagements reveal the long-term benefits of experiential marketing. By consistently providing memorable and positive experiences, Grameenphone is likely to retain and attract more customers over time.

Chapter 4: Recommendation

The success of Grameenphone's "Cholo Bangladesh Concert" shows how experiential marketing may improve brand relationships. The following strategic actions are suggested in order to increase their brand communication even more:

- **Sustained Immersive Events:** Keep holding a variety of immersive events that are suited to the tastes of different audiences, making sure that every encounter is memorable and holds cultural significance.
- **Targeted Brand message:** Throughout events, focus and strengthen your brand's messaging while aiming for a smooth integration that will improve attendees' memory of and affiliation with the brand.
- **Strategic Social Engagement:** Utilizing user-generated material to increase brand exposure and engagement, encourage and reward attendees to amplify events on social media naturally.
- **Emotional Connection Building:** Customize event experiences to help guests form strong emotional bonds with you. This will help you align cultural values and create long-lasting brand affinity.
- **Iterative Improvement:** Adopt a mindset that values ongoing development by utilizing feedback analysis to make sure every event develops to continually provide outstanding experiences that increase brand perception and encourage dedicated long-term consumers.

Chapter 5: Conclusion

The "Cholo Bangladesh Concert" organized by Asiatic EXP for Grameenphone showcased how powerful experiential marketing can be in amplifying brand communications. It wasn't just about music; it was a carefully planned event that aimed to connect deeply with Grameenphone's audience. By creating unforgettable experiences that seamlessly included the brand, attendees didn't just watch a show they became part of something memorable.

Feedback from the survey echoed the event's success. People not only had a good time but also felt closer to Grameenphone. They remembered the best parts of the concert, recalled what Grameenphone stands for, and showed interest in engaging more with the brand. This shows that experiential marketing isn't just a passing trend; it's a powerful way to shape how people see a brand, make them loyal, and create a lasting impression.

For Grameenphone, this success isn't just a one-time thing. It's a guide for navigating Bangladesh's changing market. By keeping up this kind of engaging approach, refining how they talk about their brand, and always improving the experiences they offer, they can keep leading the way in how brands connect with their audience.

References

- *Asiatic Experiential Marketing Ltd.* (n.d.). <https://asiaticexp.com/>
- *Grameenphone.* (n.d.). Grameenphone. <https://www.grameenphone.com/>
- *Schmitt, B.* (1999, April). *Experiential Marketing.* *Journal of Marketing Management*, 15(1–3), 53–67. <https://doi.org/10.1362/026725799784870496>

Appendix



Career Services Office
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BANGLADESH

Internship Proposal Form

Name:	Abdullah Sorowar Alif
ID:	191011142
Semester (Spring/Summer/Fall)	Fall
Department:	USB
Supervisor's Name (Faculty):	Tazrian Shainam Shahid
Organization Name:	Asiatic EXP (Asiatic Experiential Marketing Ltd.)
Internship Title:	"Understanding how Experiential Marketing is Helping a Brand in Bangladesh to Amplify Brand Communications"

17-12-2023
Student's signature & date
& date

17-12-2023
Supervisor's signature